

# Savin Predicts Steady Demand For Rerun Pix

Based on Belief Broad Use of Tint 4 to 5 Years Away

HOLLYWOOD, Aug. 28.—Talk that the advent of color will depreciate the value of TV film residuals is premature, Lee Savin, executive vice-president of United Television Programs, stated last week.

Widespread use of color is still four or five years away, Savin said he believed. The prohibitive cost of converting transmitting equipment to handle color programs will make the changeover a slow one, he declared, and in the meantime the demand for reruns will continue as high as ever.

Herb Jaffe, vice-president in charge of sales for Official Films, held just the opposite view when he predicted color TV will be big-time within 18 months.

Producers tend to overestimate rerun values, he said, because the arrival of color and the increasing number of new telefilm series being produced will adversely affect the market.

# Atlas Has New 'Z-RO' and Other Products in Distrib

NEW YORK Aug. 28.—Atlas Television has put a new half hour kiddie series into distribution and taken on a selection of other product in the past couple of weeks. The kid show is "Captain Z-RO," which has run live in Los Angeles and San Francisco for the past three years.

Roy Steffens, who plays the title role, created the show and scripts it. Dr. Henry Brown, president of Atlas, has bought into the property and is now president of Z-RO Productions. The first 26 segments are now being filmed at the Palmer Studios in San Francisco.

Atlas has also taken over distribution of two properties formerly handled by Artists Distributors, West Coast outfit headed by Arthur Lyons. These are the feature film, "Young Lovers," produced by the Filmakers and starring Sally Forrest and Keefe Bresselle, and the 15-minute musical series, "Werner Janssen Music Box."

Atlas has also put on sale a five-minute magic series it produced last year titled "Is This Magic?" and it has also taken over the 2,000-foot stock shot library of General Film Library, which provided the footage for Ziv-TV's pioneer series, "Yesterday's Newsreel."

# Lombardo to Produce Pix

NEW YORK, Aug. 28.—The new Guy Lombardo musical vidfilm series is to be produced and owned by Guy Lombardo Films, Inc., a recently formed organization. Lombardo has already signed a 74-page document with MCA-TV, giving it the distribution rights for five years with an option to distribute for an additional five, if all works out satisfactorily.

Guy Lombardo Films, Inc., includes among its proprietors, in addition to the band leader, his two brothers Carmen and Liebert. Herb Sussann, former CBS-TV singer, will direct.

# Liberace Will Plug Your ... Well, What Are You Selling?

NEW YORK, Aug. 28.—Guild Films has made available all the leading personalities featured in its vidfilm series for film commercials to local sponsors who buy its properties. Included are such names as Liberace, George Liberace, Betty White, Joe Kirkwood, Cathy Downs, Florian ZaBach, Frankie Laine and Connie Haines.

Guild believes the arrangement will create a sponsorship identification similar to that provided by

# Sign Nesbitt For 13 Roach Documentaries

HOLLYWOOD, Aug. 28.—A reported \$500,000 will be spent on a 13-show semi-documentary series for which Hal Roach Jr. has signed John Nesbitt. Private financing is being arranged.

To be called "The Story Teller," the series will utilize the true story technique Nesbitt established in his "Passing Parade" theatrical films. Nesbitt will create, write and narrate, but will not act in the dramas himself. The pix will be shot in black and white.

The series will feature unusual and little known true stories, culled primarily from American history. Nesbitt is beginning work on the first four scripts this week. Production, with Jerry Stag in charge, is scheduled to start October 4.

An outlay of \$500,000, or approximately \$40,000 per half-hour film, would make the series one of the most expensive ever filmed. "The Story Teller" will be Roach's seventh show on the air.

# Sterling Gets UN Newsreel

NEW YORK, Aug. 28.—Sterling Television will distribute a weekly newsreel covering the United Nations General Assembly which convenes here September 21. The UN did its own distribution last year. This year's version is expected to have more background material.

The stations will be permitted to keep the prints. Each week's shipment will be made on Friday during the General Assembly session.

# KING-TV Airs 'Bobo' Color

SEATTLE, Aug. 28.—KING-TV this week began colorcasting "Bobo, the Hobo," 15-minute kiddie series, which it bought from National Telefilm Associates.

NTA does not make any extra charge for color.

# UHF SUCCESS STORY

## Pic Plugs' Unique Use Sparks WOKY-TV

MILWAUKEE, Aug. 28.—The use of TV film commercials in a most unique manner are the spearhead in WOKY-TV's impressive success story.

Altho The Milwaukee Journal station, WTMJ-TV, is a money-making VHF outlet, and a second VHF station is in the process of organization, both of the city's UHF outlets, WOKY-TV and WCAN-TV, are also making money. Lou Poller, veteran radio and TV operator, is making WCAN click with peppy programming, a CBS franchise, and progressive sales methods.

However, it remained for WOKY-TV, the younger of the two UHF pioneers, to come thru with a unique method of making the sponsors happy UHF buyers. Don Mann, manager of the station, which is owned by the Bartell brothers, has been with the station since March and has given WOKY-TV its first black-ink entries since June.

### New Idea

Perhaps the most dynamic of Mann's techniques is Operation Impact, designed for local advertisers who spend a minimum of \$250 per week for 26 weeks or

live shows. Two types of commercials will be available—a full endorsement commercial, which runs from 30 seconds to a minute, and an eight to 10 second commercial mentioning the product and leading into the conventional pitch.

Guild has nearly 500 sponsors for its shows. Art Gross, director of client relations for Guild, will handle the new department, which is already functioning.

# Sterling Swaps 'Mark Saber' Pix For Spot Time on Local Stations

So Far 40 Outlets Take Payment-in-Plug Plan; Could Be Boon to UHF Owners

NEW YORK, Aug. 28.—Sterling Drug will most probably spend another \$500,000 in local TV for spots via a unique deal which has been made possible because of its ownership of "Mark Saber," the vidfilm series. That series is now being offered to local stations on a barter basis. That is, the advertiser is willing to spend the money he receives from sale of the show for spot time on the outlets.

So far about 40 stations have accepted the program from Sterling, which has edited out the former Sterling commercials. The amount the stations pay for the program depends on whether it is first, second or third-run in their markets. The series, which stars Tom Conway, has 57 half hours available.

The deal has many good points

for the stations, for they are giving time, not money, for the series, and, in return, get a good property which has already established itself. It is regarded as certain that many UHF stations especially will be quick to take advantage of the offer. For Sterling, the property is proving a good investment, because it has already done a job for them on first, second and even third runs in some situations.

### First One

This is the first instance of an advertiser which owns a property using it in this manner. Lever Brothers and R. J. Reynolds own "Big Town" and "Man Against Crime" respectively, have put their properties into secondary runs and have collected plenty of cabbage on their investments. But in the case of Levers, it owns only

one-third of "Big Town," so that property could not be employed on a barter basis.

Sterling will use the spot time it receives for whichever of its products need supplementary advertising in the markets buying "Mark Saber." The Thompson-Koch Company is the agency handling the deal for Sterling.

# Richfield Oil Buys 'Mayor' For 31 Cities

HOLLYWOOD, Aug. 28.—Sale of "Mayor of the Town" series to Richfield Oil for use in 31 cities in California, Washington, Oregon, Idaho, Nevada and Arizona has been announced by Wynn Nathan, vice-president in charge of sales for United Television Programs. In addition UTP will deliver approximately 78 commercials done by Thomas Mitchell, star of the series, to Richfield.

The deal calls for payment of a reputed half million dollars. Richfield bought the show on a 52-week basis with option for renewals, and will begin releasing it sometime in 1955.

"Mayor of the Town" is produced by Rawlins-Grant in association with Gross-Krasne.

# RENEWALS

## Ziv Gets Them on Old Faves

NEW YORK, Aug. 28.—Ziv-TV has been chalking up steady renewal business on practically all of its veteran shows. With "I Led Three Lives" renewed in 97 per cent of its first-year spread, "Favorite Story," Ziv's previous entrant, has copped 94 per cent of its first year sales. In addition, "Favorite Story" gained 54 new markets.

"Cisco Kid," which is now in its fifth year, still has 75 per cent of its first year's sponsors. More than 75 per cent of its current sponsors have been riding the Western series two series or more.

# WABD Makes Big Purchase From NTA

NEW YORK, Aug. 28.—WABD, the Du Mont station here, made a major package buy from National Telefilm Associates this week. It consists of "China Smith" and "Orient Express" and 21 feature films. The station already had a library contract with United Television Programs.

WABD will be carrying 14 separate half-hour film series this fall. It is programming a 7:30-8 p.m. strip with "China Smith," "Waterfront," "Counterpoint," "Boss Lady" and "Royal Playhouse." Its 1:30-2 p.m. strip, "Half Hour Theater," carries UTP dramas.

# Leduc Moves Into Canada

NEW YORK, Aug. 28.—Marcel Leduc has expanded his TV Co-operative Film Sales Company into Canada, with offices in Toronto and Montreal. To mark this expansion Leduc has changed the name of the company to International TV Film Services, Ltd.

Leduc works hand in hand with Mark Hawley Associates, the TV film broker. Hawley handles the distributor contacts, while Leduc circulates around the stations.

# Eddy Arnold Plans Entry Into TV Film

CHICAGO, Aug. 28.—Eddy Arnold, one of the top selling recording artists of all time, is going into TV film with a half hour series to be titled "Eddy Arnold Time." The music-variety show will go before the cameras here on October 15, shooting for a January 1 release. It will be distributed by Walter Schwimmer Productions.

Arnold has formed his own company, Eddy Arnold Enterprises, Inc., for the production and control of the new series. The executive producer will be Joe Csida, of Csida-Grean Associates, Arnold's personal manager.

Ben Park, program director of NBC's Central division, will produce, direct and script "Eddy Arnold Time." According to Park's present blueprints, Arnold will be

backed by a girl singer, a four-man vocal group and a band, all still to be selected.

### Old Acquaintance

Over this summer, Park produced "Out on the Farm" which aired Sundays, 4-5 p.m. on NBC-TV, on which Arnold was featured. Park also directed Arnold in his replacement of Dinah Shore on NBC-TV last summer.

Schwimmer will be putting his initial drive behind the Arnold show at the very time that RCA Victor will be staging a special promotion to celebrate the end of Arnold's 10th year on that label. In the 10 years over 30,000,000 Arnold records have been sold, which probably makes him one of the top three record sellers.

Arnold is usually identified as a country artist, but his film series is expected to be aimed at universal appeal. He has a transcribed radio show sponsored regionally by Ralston Purina. Schwimmer also distributes "Movie Quick Quiz" and "Championship Bowling."

# MPTS Issues 3 Free Films

NEW YORK, Aug. 28.—Modern Talking Picture Service has put three more industrial films into TV distribution in the past couple of weeks. "Million Dollar Castle" for the National Association of Home Builders, is their first hour-long free film. It stars Walter Abel, Beulah Bondi, Bonita Granville and Kent Taylor. The other two are "Let's Train With the Cardinals," 30 minutes, for Anheuser-Busch, and "A Woman's Story," 12 minutes, for Lane Bryant.

# Sterling Gets British Films

NEW YORK, Aug. 28.—Sterling Television has added eight recent British features to its catalog. Three of them were produced this year and two last year. The titles are "Monkey's Paw," "Night Won't Talk," "Three Steps in the Dark," "Meet Mr. Malcolm," "Halfpenny Breeze," "A Time to Kill," "Alive on Saturday" and "Haunted House."

Sterling has a total of 53 features. It is currently launching its second Christmas push on "The Emperor's Nightingale."

# Devon Sets Court Case Film Series

HOLLYWOOD, Aug. 28.—Work on a series based on actual court cases will get under way here shortly under the banner of Devon Productions. Entitled "Verdict," the shows will be shot in Eastman color.

Paul Bernard wrote the first script which stars Broadway actor Ron Kennedy and features Barbara Woodell and Wesley Morgan. Herb Lightman is producing.

more, either in spots or programs. For these sponsors, WOKY-TV makes up 13 20-second sound films depicting outlets which handle products of the manufacturers or distributors. The film, which is made up by the station, shows the retailer's store front, a shot of the retailer in action, a shot of the product, plus a message from the retailer.

Operation Impact has been serving a double purpose which has built plenty of good will for the station. The retailer who gets the free plug on television "loves" his sponsor, in this case the distributor or the manufacturer, and the sponsor "loves" the station.

"These dealer tie-in films are not only added advertising impact for the distributor or manufacturer," says Mann, "but they are actually tools for forging better station relations with sponsors, as well as a merchandising tool and point of sale promotion."

Several large Milwaukee outfits, including the Nash Dealers of Milwaukee, the Major Appliance Company, I.G.A. Stores and Chicken of the Sea Tuna have gone all out for the Impact program, which is aimed primarily at local sponsors.

Because of Impact and other techniques to encourage small local advertisers who haven't ventured into TV ordinarily, Mann claims that WOKY-TV has three times the number of local advertisers as the two other Milwaukee stations combined. Some local advertisers claim that WOKY-TV has made it so attractive that "we can't afford to stay off TV."

Another reason for the black-ink status of the station is the fact that Mann has been combining jobs and cutting overhead to the bone. The station has been running at a cost of \$100 per hour, a significant figure in a town which is America's 13th largest market.

STORY OF THE JINGLES—II

Music Spots Grow Into Big Business With TV, Films

By JUNE BUNDY and JOEL FRIEDMAN

(Concluded from last week's issue.)

HOLLYWOOD, Aug. 28. — The multi-million dollar radio-TV jingle business has come a long way since its rather primitive production beginnings back in the prewar days of radio.

However, even then the sales potential of the jingle was undeniable, while today research indicates that the musical commercial packs a stronger sales punch than any other type of TV advertising.

The jingle companies seldom have much to do with the actual TV film production work on a jingle, other than to time the audio jingle track to the video after the film itself has been completed.

Film. Outfits

West Coast and Chicago film outfits get plenty of business, too, with the audio, in many cases, originated in New York, while the visual portions are filmed in the other cities.

Chicago film firms include Sarra and Kling, while Hollywood outfits number Gross-Krasne, Jack Chertok, Roland Reed, Jack Denove, Jam Handy and the Alexander Film Company.

The first TV jingle was written and produced by Myron Mahler, veepee of Emil Mogul Company, Inc., for National Shoes.

He farms out most of the scoring and arranging production to Goldswan. Mahler originated such well-known jingles as "Store your furs at Canadian," "Man oh Manischewitz," the Esquire Shoe Polish ditty and the Rayco Auto-seat covers, Ronzoni Spaghetti, and the Barney Clothes musical commercials.

Mahler Spots

Altho some firms favor the minute jingle, Mahler is of the opinion "hat 18 seconds is the ideal length. Practically all of the

Mogul jingles are cut to this length, so the remainder of a spot can be utilized for a straight "sell." Whenever possible, says Mahler, the 18-second jingle transcription is used in conjunction with a live pitch by a station deejay or announcer, thus personalizing the commercial.

Over-all production costs on a TV jingle are, of course, quite a bit higher than on a radio spot, so agencies usually commission the production of a radio jingle first, and later adapt it for TV. This practice has inspired jingle producers to hire artists who belong to both Screen Actors' Guild and the American Federation of Television and Radio Artists, whenever possible, so — if he wishes — the sponsor can use the same audio track for his radio and TV commercials.

AFM Pact

The recently negotiated AFM transcription contract establishes specific rates for jingles for the

first time. In addition to minimum wage scales, a flat payment of \$100 for each jingle or spot must be paid to the American Federation of Musicians' Music Performance Trust Fund.

Under the previous agreement, producers of TV film jingles and spots were required to make payments under the existing 5 per cent royalty formula applicable to producers of TV entertainment film. The new TV Film Jingle and Spot Announcement Labor Agreement recognizes the growth of the jingle industry in disassociating itself from these regulations applicable to radio and live TV jingle production.

Sponsor-resistance to the AFM's demands on TV jingles has resulted in jingle producers making some ingenious make-shifts for musical backgrounds. Goldswan, for instance, shakes a can of popcorn for a maracca effect. The firm also has a complete set of (Continued on page 12)

Sterling Alters 'Stand-By' Plan With Pay for Unlimited Play

NEW YORK, Aug. 28. — Sterling Television has revamped its "stand-by" plan, tho it is not entirely scrapping the simpler formula that it has used since entering TV four years ago.

According to the new plan, the station pays a set price for a film, for which he gets unlimited play for three months. The old plan had Sterling shipping the station a wide assortment of films, and the station paid only for the plays it reported.

ABC Film Opens New Offices in Dallas, Atlanta

NEW YORK, Aug. 28. — The latest expansion move by ABC Film Syndication was concluded this week with the opening of two new offices in Dallas and Atlanta.

Howard Anderson, formerly with Motion Pictures for Television, will head up the Dallas office, covering Texas, Oklahoma, Louisiana and Arkansas. G. Joseph Porter, formerly with World Broadcasting, takes charge of the Atlanta office.

A three-day national sales meeting, the first since the firm was formed a year ago, ended here today.

Sales plans on ABC's two new properties, "Passport to Danger" and "Mandrake the Magician," were unveiled. "Passport" will be available for programming starting October 30, while "Mandrake" can start airing September 30.

Extensive merchandising material, much of it coming from the vaults of King Features, is being prepared for the "Mandrake" show by Lee Francis, ABC's merchandising and promotion head.

Screen Gems Hits Heaviest Aug. in Commercial Biz

NEW YORK, Aug. 28. — Screen Gems has rolled up the heaviest August commercials business in its history. The film company has produced 60 commercials for some of America's leading advertisers, among them Sunshine Biscuit, Geritol and RCA.

The Screen Gems commercial department is headed by Ben Berenberg, who is assisted by Sonny Chalfif.

plan will be allowed to continue if they want to.

In its earliest days its "stand-by" plan was the mainstay of Sterling's TV business. The plan was much loved by the stations and won first-place in The Billboard's First TV Film Service Awards for station library plans.

Today the "stand-by" plan accounts for only a small part of Sterling's business. "Stand-by" business uses shorts and miscellaneous film. But Sterling now puts its main push behind such series as the Paul Killiam show, "Movie Museum" and "The World Thru Stamps."

In this situation, Sterling seems to feel that the old "stand-by" formula, depending as it did on the station's reporting, is a clumsy way of doing business.

In the new plan, the station orders the films by length and program type, and has the right to reject any film Sterling sends it. Sterling specifies no minimum quantity.

Gettinger Firms All But Out of Sales Picture

NEW YORK, Aug. 28. — With the sale of the "Call the Play" show to White Owl, it is expected that Milton Gettinger's two TV film outfits will be out of the sales picture entirely. Station Distributors, Inc., and TV Exploitations will probably continue as servicing and bookkeeping operations only.

All of the product it controls is now either sold out or in sub-distribution. Its features are being handled by National Telemilm Associates. "The Ruggles" is being distributed by United Television Programs. And Norman Sper's "Football This Week" has been sold nationally to du Pont.

Charles Malcolm and Sundel Frank handle sales for Station Distributors, and Seymour Scott manages sales of TV Exploitations.

Molson Brews 'Fabian' Deal

NEW YORK, Aug. 28. — Molson's Brewery of Canada has bought "Fabian of Scotland Yard" for an assortment of stations in Canada and in the northern part of the U.S. Initially Molson will put the mystery series on WJBK, Detroit; WHAM-TV, Rochester, N. Y., and WGR-TV, Buffalo.

The Molson buy of the TV series represents over \$250,000. This is the second regional deal on the Fabian show. The first was to KTTV, Hollywood, for the 11 Western States. The distribu-

THE BILLBOARD SCOREBOARD

TV Film Commercials in Production Since July 1

This is a monthly feature of The Billboard's TV Film department and offers the most complete directory available of production of film commercials. Producers or others who desire to have their products included should send their listings to reach The Billboard's New York office no later than the 25th of each month.

The following symbols are used to designate types of commercials listed: LA—live action; FA—full animation; SA—semi-animation; J—jingles; S—slides.

Table with columns: Advertisers (and show, if any) Products Agency, How Many, Length in Sec., Type (C denotes Color). Lists various commercial spots and their details.

LEWIS TALKS

Urges Title Clearance Organization

HOLLYWOOD, Aug. 28. — The TV film industry could be saved both embarrassment and money if a title clearance organization were set up, Warren Lewis, producer of Four Star Productions, suggested last week.

Lewis said that he had approached both the Writers' Guild of America and the Academy of Television Arts and Sciences for the establishment of such machinery, altho no definite action has yet been taken.

With all the TV film being shot these days, Lewis stated, it's impossible to know what titles have been used or are being used, especially in anthology series.

Money has been spent on films which were later withdrawn or had to be drastically revamped, he said. This is especially true in the field of public domain, he pointed out, where two or more companies may be utilizing the same property without being aware of it.

Advertisement for Louis D. Snader Presents THE SENSATIONAL KORLA. Includes a portrait of a woman and the name PANDIT. Text: Available in both 1/4 and 1/2 hour musical shows. 9130 Sunset - Hollywood 46

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.

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.

July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use

ST. LOUIS 3 STATIONS

Sign on to 7 p.m.—Monday Thru Friday

Table with 5 columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like 'Art Linkletter and the Kids' and 'Baseball Hall of Fame'.

Sign-On to 7 p.m.—Saturday and Sunday

Table with 5 columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like 'Ramar of the Jungle' and 'Wild Bill Hickok'.

7 p.m. to Sign-Off—Monday Thru Sunday

Table with 5 columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like 'Your Star Showcase' and 'I Led Three Lives'.

7 p.m. to Sign-Off—Monday Thru Sunday

Table with 5 columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like 'Washington Spotlight' and 'Death Valley Days'.

DALLAS-Ft. WORTH 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table with 5 columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like 'Superman' and 'Life of Riley'.

Sign-On to 7 p.m.—Saturday and Sunday

Table with 5 columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like 'Cowboy G-Men' and 'Johnny Jupiter'.

7 p.m. to Sign-Off—Monday Thru Friday

Table with 5 columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like 'Cisco Kid' and 'Badge 714'.

Republic, Col Ink Pacts for Vidpix Subsidi

HOLLYWOOD, Aug. 28. — A pair of pacts, similar to one recently signed between the Screen Directors' Guild and the Alliance of TV Film Producers, has been inked by Republic and Columbia studios to cover their telefilm production subsidiaries.

Believed to be the first major studio action of its kind, the contracts cover anyone connected with vidpix production, and provide, among other things, for the payment of rerun money to the directors.

Affected by the Columbia contract are Screen Gems and Bert Leonard Productions. The Republic deal embraces Studio City TV and Hollywood Television Service, Inc.

Ziv, the Hal Roach-Roland Reed lot, Frank Wisbar, Lewislor, William F. Broidy, and Crosby Enterprises were covered by the Alliance-SDG pact.

2 Saperstein Series Ready; Both for Kids

CHICAGO, Aug. 28. — Abe Saperstein TV Enterprises announced that two 13-week film series have been completed and pilots are already being viewed across the country by agencies.

The first of the two series is a science-adventure show for kids called "Kid Magic." It is a 15-minute show designed to interest and hold kiddie audiences not only by plot, but by the use of such sight material as fully equipped laboratories, fantastic machinery like the "zigmatic coppostat," and futuristic dress.

The second series is a dramatized fairy tale show, also in 15-minute format, and it is titled "Tic Toc Tales." This film is done in a new process of cinematography which is said to allow the viewer full retention of his imaginative powers.

Saperstein announced that the second series of 13 films is nearing the completion mark with only a few minor recording jobs to be ironed out. Sam Rosen of the Hollywood office is handling sales of the shows and is headquartering at the firms New York office temporarily.

Snader Deal Gives Korla Pandit Cut In Series' Profits

HOLLYWOOD, Aug. 28.—Louis D. Snader's deal with Korla Pandit, Oriental pianist-organist, to star in his new telefilm series, is an exclusive five-year arrangement whereby Pandit participates in the series' profits, the producer revealed here this week.

As production continued at the Goldwyn Studios, Snader also disclosed that Leroy Prinz, two-time Academy Award winner, is on a participating basis. Prinz is directing, staging and writing the series. Other key assignments are held by Harold Stine, cameraman; Edward Prinz, choreographer; Harry Franklin, production manager, and Byron Roberts, assistant director.

Meanwhile, Snader added other cast members for the current batch of films. These include Persian dancers Karoun Tootikian, Tuulikki Miettinen and Concatta Demo; modern dancers Arthur Hill, Sidney Harston and Mary Lou Brooks; Fred Darian, Vera Francis, Clarice Zadejian, Asta Harout and oriental instrumentalists Bala Krishna, Gopal and Bhupesh.

Table with 5 columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like 'Annie Oakley', 'Boston Blackie', 'Racket Squad', etc.

WASHINGTON 4 STATIONS

Sign-On to 7 p.m.—Saturday and Sunday

Table with 5 columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like 'Hopalong Cassidy' and 'Famous Playhouse'.

7 p.m. to Sign-Off—Monday Thru Sunday

Table with 5 columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like 'Badge 714', 'Foreign Intrigue', 'I Led Three Lives', etc.

7 p.m. to Sign-Off

Table with 5 columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like 'Wild Bill Hickok', 'Annie Oakley', 'Favorite Story', etc.

7 p.m. to Sign-Off

Table with 5 columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like 'Hollywood Off Beat', 'Gene Autry', 'Counterpoint', etc.

CHICAGO 4 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table with 5 columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like 'Gene Autry' and 'Range Rider'.

Sign-On to 7 p.m.—Saturday and Sunday

Table with 5 columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like 'Wild Bill Hickok', 'Annie Oakley', 'Superman', etc.

(Continued on Page 6)

THE BILLBOARD SCOREBOARD

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

Continued from page 5

Table with columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for 'How Does Your Garden Grow', 'Favorite Story', 'Led Three Lives', etc.

SEATTLE-TACOMA 4 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Seattle-Tacoma area, Monday-Friday, 7 p.m. slot. Includes 'Anne Oakley', 'Kit Carson', 'Superman', etc.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Seattle-Tacoma area, Saturday-Sunday, 7 p.m. slot. Includes 'Gene Autry', 'Joe Palooka', 'Time for Beany', etc.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Seattle-Tacoma area, 7 p.m. to sign-off, Monday-Sunday. Includes 'Badge 714', 'Death Valley Days', 'Amos 'n' Andy', etc.

Studio Films Markets New Negro Series

NEW YORK, Aug. 28.—Studio Films is now marketing a new series of 39 half hour musical shows which is being emceed by Willie Bryant, the self-styled "Mayor of Harlem." The variety show features some of the top Negro entertainers doing their singing and dancing specialties.

Toni Reported Inking Colbert

NEW YORK, Aug. 28. — The Toni Company was reported to have bought the Claudette Colbert show for its Saturday, 8:30-9 p.m. slot on NBC-TV, but confirmation of the deal was not available at press time.

Rockhill signed Miss Colbert early this year. The plans are to film the show in Hollywood. Toni's agency is Weiss & Geller.

Sinatra Plans Pic Producing

HOLLYWOOD, Aug. 28.—Frank Sinatra and boniface Jack Frankfurter are planning to go into TV film production, according to reports here this week.

Sinatra would direct the show and possibly appear in a few segments. The format is still uncertain.

May Showcase ABC Pilot Pix

NEW YORK, Aug. 28.—The ABC-TV network is toying with the idea of showcasing four of its half-hour pilot films. The programs, which were produced by Hal Roach Jr., are "Alias Mike Hercules," "It Seems Like Only Yesterday," "Guns of Destiny," and "Tales of a Wayward Inn."

Set Seg for Eleanor Holm

NEW YORK, Aug. 28.—Eleanor Holm, former swimming champion, will be the star of a TV film series to go into production here in two weeks. The show will be produced by the packaging firm of Jack Beekman and Henry Leeds.

The format will consist of interviews and action shots of women athletes. It will be shot at the Lance Studios.

'Hwd. Screentest' May Go to Filming

NEW YORK, Aug. 28.—CBS-TV Film Sales is considering the production of a film version of "Hollywood Screen Test." The half-hour property is owned by Lester Lewis, and was on the ABC-TV network for several years, sponsored by Ironrite.

Du M. Promotion Film

NEW YORK, Aug. 28.—The three Du Mont owned stations are going to produce a special promotional film to enable them to display their local live shows to out-of-town ad agencies.

Table with columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for 'Eversharp Theater', 'Top Opp. & Rating: My Favorite Husband', etc.

MINNEAPOLIS-ST. PAUL 4 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Minneapolis-St. Paul area, Monday-Friday, 7 p.m. slot. Includes 'Superman', 'Cisco Kid', 'Terry and the Pirates', etc.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Minneapolis-St. Paul area, Saturday-Sunday, 7 p.m. slot. Includes 'Wild Bill Hickok', 'Annie Oakley', 'Hopalong Cassidy', etc.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Minneapolis-St. Paul area, 7 p.m. to sign-off, Monday-Sunday. Includes 'Led Three Lives', 'Racket Squad', 'City Detective', etc.

WOR-TV Filling in Time Slot Between Feature Showings

NEW YORK, Aug. 28.—A one-for-two score was chalked up by WOR-TV this week in its bid to attract sponsors of syndicated film shows to the 9-10 p.m. time slot separating showings of its "Million Dollar Movie" feature.

p.m. slot. Carter, however, this week indicated it was moving its "Mr. District Attorney" series to WABC-TV instead of WOR-TV, as reported last week.

The station, meanwhile, bought "Cowboy G-Men" from Flamingo Films for airing 7-7:30 p.m. on Tuesdays, Wednesdays, Thursdays, Saturdays and Sundays. On Friday, a new show, "Hollywood Preview Theater," which will feature clips from forthcoming Hollywood theatrical releases, will be seen. "Colonel Venture" will fill the Monday 7-7:30 p.m. time period.

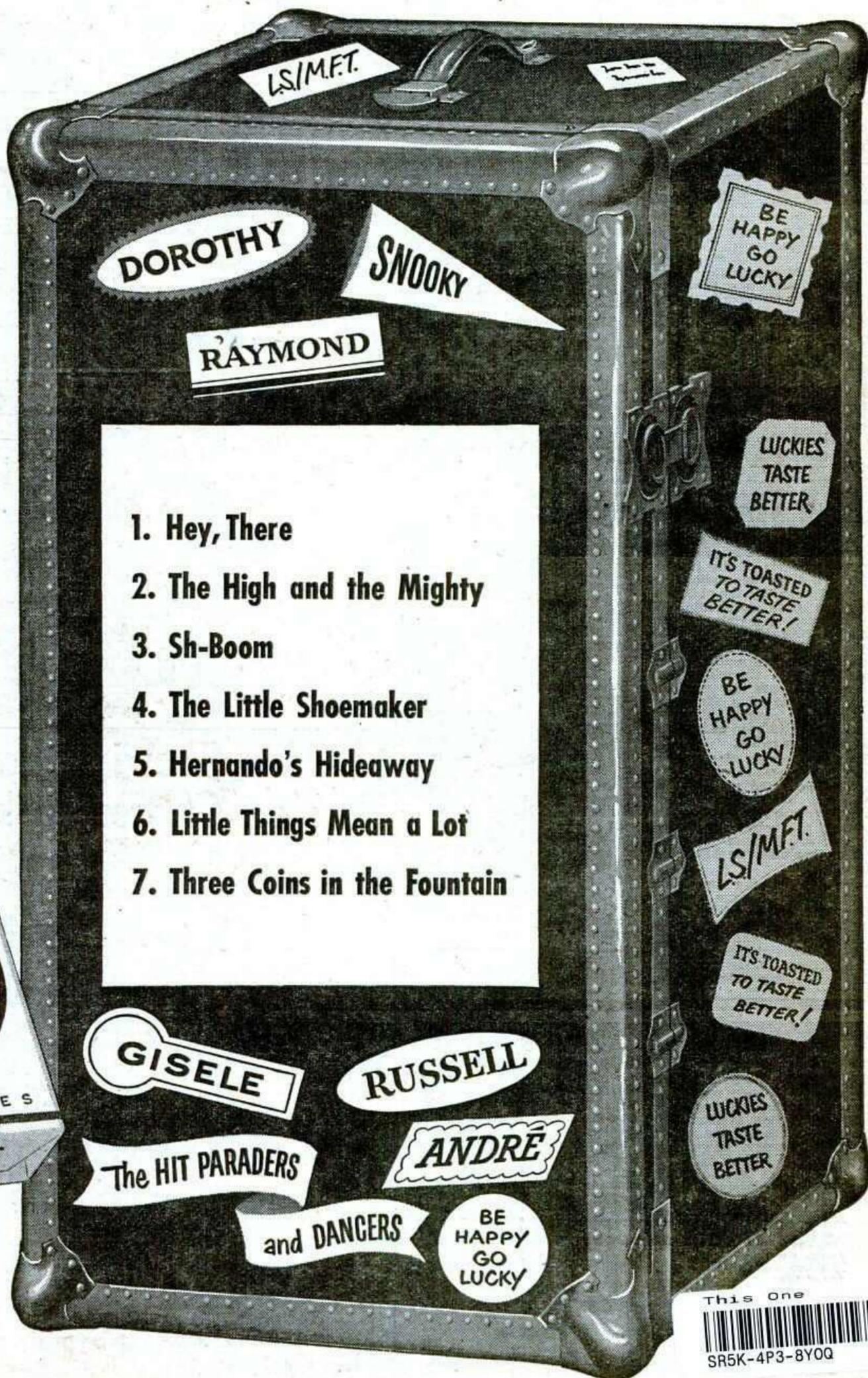
Your Lucky Strike Hit Parade says:

# "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.



**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

## Multi-Sponsor Trend Seen Hope for Night Web Radio

### Looms Big on Agenda of CBS Affils; Chicago Plays Host to 4 Trade Orgs

CHICAGO, Aug. 28.—Multiple sponsorship as the cure to what ails nighttime network radio is expected to be the theme of the CBS affiliates' meeting here next week. Three other broadcasting groups — the Quality Radio Group, the NBC-TV Affiliates, and TvB, the video industry's new advertising bureau, will also confer here next week.

CBS has already reshaped its entire nighttime programing pattern for next fall in a concentrated drive toward acquiring multiple sponsors for its shows. Only its 8-9 hour will be filled by single half hour shows, and even that is split by a single five-minute news strip.

Otherwise, the important 9-10:30 period has been turned into a strip programing playground. Chesterfield has already bought Monday, Wednesday and Friday for Perry Como, and "Stop the Music" has been expanded to an hour and a quarter on Tuesdays, 8-9:15. "Mr. and Mrs. North" goes 9:15-9:30 across the board; "Amos 'n' Andy" new show airs 9:30-10 across the board; the 10-10:15 slot most likely will house "Mr. Keen"; an unnamed show will air in the remaining quarter-hour strip. CBS-Radio is hoping that it can persuade Bing Crosby to take over a quarter-hour strip, which would mean a revamping of its entire line-up for that hour and a half.

#### NBC Also Strips

NBC pioneered strips in the 10-10:30 p.m. time, and has done well with "Fibber McGee and Molly," and "Gildersleeve." The former show is expected to be entirely sold out shortly.

Behind the switch to a multiple sponsorship concept is an evaluation of the facts of life in 1954 web radio. Nighttime radio is not being supported by the old sponsors, who have gone into TV. Their support is mainly for spot radio. A new kind of sponsor, one with less money, and who accents continuous multiple messages is needed. Cumulative impact must be made to pay off, instead of sponsorship identification and high ratings. This philosophy has also been adopted by many sponsors in TV.

Strip programing also is more realistic because it cuts talent costs for both the network and the client. At the same time, those performers who make the grade can get more money out of the medium because they are working five times weekly rather than once.

Indicative of the immediate success of the idea are the several orders already in the house at CBS-Radio for the new "Amos 'n' Andy" show. And so the network will certainly seek to whip up enthusiasm for its new multiple sponsorship sales pattern.

### Larry Lowenstein Heads B&B Pubrel

NEW YORK, Aug. 28.—Larry Lowenstein has been named director of publicity and promotion for Benton & Bowles after serving as acting head of the department since January. Lowenstein, who joined the agency as a staff flack five years ago, officially succeeds Dick Bellamy, who resigned early this year.

Radio is watching with great interest the first formal meeting of the Quality Radio Group in Chicago. QRG was formed to carry out an idea tried before in the medium, but one for which the time now seems ripe. Twenty-one 50-kw. stations are already aligned and more than a dozen more show interest in joining, among which reportedly are the Westinghouse stations.

Member outlets will select from among the best of their own programing and put it on tape to be played on as many of the QRG stations a sponsor desires. It is reported the network will be sold with each station being compensated at 75 per cent of card rate.

The NBC-TV affiliates will hear much talk of upcoming programing and the drive for daytime sales. NBC-TV has improved its daytime position, and at the week's end was driving hard to sell more daytime to Procter & Gamble so that it could

have something extra to show its affiliates. There will also be much talk of color.

#### TvB Meeting

The TvB meeting on Thursday (2) will be the official launching of this organization as an independent entity. A selection committee will be named to screen candidates for top jobs in TvB, and the ball will start rolling toward setting up a permanent board of directors.

Also likely to be the center of talk here is a special NBC Radio Affiliates Study Committee, which will consider "the patterns and economics of radio network broadcasting and their adaptability to changing conditions." The committee consists of Wayne Coy, Walter J. Damm, Ralph Evans, J. Leonard Reinsch, and Edwin K. Wheeler, and will select its own chairman. It was appointed by Robert D. Swezey, chairman of the executive committee of the NBC-Radio Affiliates.

### NO PRESENT PLANS, BUT . . .

## ABC to Go Tint at 1st Sponsor Nibble

NEW YORK, Aug. 28.—The ABC-TV's official policy is still "we have no plans for color TV," the web is understood to be prepared to move into the tint picture at the drop of a sponsor's hat. In an attempt to latch on to new business, network execs have approached at least two advertisers whom they felt might come into ABC-TV if color facilities were available.

The latest move in this direction has been leveled at Eastman Kodak, which is looking for network time to put its new "Norby" color film series on the air after January 1. Earlier this summer ABC-TV approached Radio Corporation of America with an offer to color televise the National Collegiate Athletic Association football games if RCA were willing to come in as sponsor.

No deals to telecast in color have yet been made at ABC-TV. The network, however, is cognizant of the fact that the time is fast approaching—and may even be here—when CBS' and NBC's ability to transmit color shows may pull business away from ABC-TV. The fact that it will have to equip itself for color sooner or later, anyway, is added reason for the web's re-evaluation of its timetable on color transmission.

### '20 Greats' For Lux Show

HOLLYWOOD, Aug. 28.—Adaptations of "20 great" theatrical movies of the past two decades will be presented on "Lux Radio Theater" this year in addition to fare taken from current film production.

First of the 20 will be "Wuthering Heights" with Merle Oberon and Cameron Mitchell. The series gets under way on NBC September 14.

tion of its timetable on color transmission.

The major reason ABC-TV thus far has stayed out of the color programing race is that it saw no purpose in spending extra money putting on color shows that could not be seen by the public. Unlike CBS and NBC, ABC is not part of a corporation manufacturing color sets and therefore has no vested interest in promoting the sale of such sets by airing color shows.

If it comes to a choice, however, of either getting new business by equipping for color or losing such business by remaining aloof, the web is prepared to choose the color course.

## Sheldon Showing Leads To New Chores on NBC

NEW YORK, Aug. 28.—With latest rating reports showing that his early morning show on WNBT is among the top-rated local stanzas at any time of the broadcast day, Herb Sheldon is due shortly to come in for some extra duties at the station and on NBC-TV.

Sheldon, who currently airs via WNBT from 9 to 10 a.m., follow-

### WINS SALUTES RIVAL DEEJAY

NEW YORK, Aug. 28.—Starting next Monday (30), indie radio outlet WINS here will toss posies at deejay Art Ford of rival outlet WNEW. The plugs will air every hour or two for the entire week, and will mention, incidentally, that Ford is being shifted from his old late-evening slot while WINS's new glamor spinner, Alan Freed, will be airing in the time formerly dominated by Ford.

The announcements will read: "We at WINS salute WNEW's departing Milkman. The king is gone—long live the new king, Alan Freed, King of the Moonoggers, who takes over New York at night starting September 7 at 11 here at WINS, 1010 on your dial. Give him a listen."

### Studebaker Net TV Step Eyed

NEW YORK, Aug. 28.—Practically the last auto manufacturer without representation on network TV, Studebaker, is said to be getting ready for the plunge. Studebaker is interested in the Monday night 7:30-7:45 time period on NBC-TV now owned by Toni.

It is not yet set whether the car maker would share the time period with Toni, which is programing Tony Martin there, or if it will put its own show into the slot.

### Writers Hired On Armstrong

NEW YORK, Aug. 28.—Talent Associates has signed six writers so far for the "Armstrong Circle Theater," for which it has taken over the production reins this season.

The six are David Shaw, Irving Gaynor Neiman, Robert Alan Arthur, N. Richard Nash, Jerome Ross and George Bellak. The show returns next Tuesday (31), NBC-TV, 9:30-10 p.m. Ralph Nelson is executive producer.

## Faye & Skitch Go Off Payroll Of NBC Webs

NEW YORK, Aug. 28.—WNBT and WNBC, the TV and radio flagship stations of the NBC networks, further lightened their talent bill by ending their contracts with Faye Emerson and Skitch Henderson. This follows on the heels of another such economy move which curtailed the radio and television activities of Jinx Falkenburg and Tex McCrary on the stations.

Virtually set for the Faye and Skitch slot, across the board 6:30-6:45 p.m., is Gene Rayburn, another high-priced piece of talent who still has a long time to go on his contract. Meanwhile, Faye and Skitch claim that their contract provides a six-week cancellation notice, and that a vacation is due them. The stations and the couple are trying to settle the matter amicably. Johnny Coy will move into one of the open time periods on WNBC.

## Colgate Might Not 'Strike It'

NEW YORK, Aug. 28.—Indications are that Colgate-Palmolive is looking for another program to replace its nighttime version of "Strike It Rich" in the 9-9:30 time slot Wednesday evenings on CBS-TV. The network has made it clear that it believes that the property has outlived its usefulness in the competitive time struggle for night audiences.

Colgate consequently is searching for another show to take up where "Strike It Rich" leaves off. The cancellation of the nighttime version of "Strike It Rich" will not effect the daytime version of the program, however. William Esty is the agency.

## Telechron in 3-Way Buy

NEW YORK, Aug. 28.—It is reported that General Electric will be the first client to buy all three of NBC-TV's participation shows — "Today," "Home" and "Tonight" for its Telechron division, under the network's new discount plan.

The purchase is said to hinge on an exclusivity arrangement covering clocks for Telechron. N. W. Ayer is the agency.

## New York Office For Perrin-Paus

NEW YORK, Aug. 28.—With Sunbeam's expanded sponsorship on NBC-TV ("Ethel and Albert," "Home" and "Spectaculars"), its ad agency, Perrin-Paus, opened a New York office this week. Elliot Saunders, formerly of Kenyon & Eckhardt, has been named head of the branch. He will produce Sunbeam's live commercials.

## NARTB Pledges Equal Time to Radio, TV at D. C. Convention

WASHINGTON, Aug. 28.—In a deft move to counter charges that the past two national conventions of the National Association of Radio and Television Broadcasters have been dominated by television, the NARTB this week decided to split the planning for its 1955 convention in Washington, D. C., equally between radio and TV members.

In announcing plans for the convention, to be held during the week of May 22, NARTB President Harold E. Fellows named Henry B. Clay, KWKH, Shreveport, La., radio board chairman, and Clair R. McCollough, WGAL-TV, TV board chairman, as co-chairman of the 10-man convention committee.

Fellows said that members of the whole committee would be

divided into a radio subcommittee headed by Clay and a TV subcommittee headed by McCollough, which would have an "even division of responsibility for special planning in the areas of their respective media," but added that general policy would be decided by the full committee.

This joint plan is an alternative to a proposal made by Frank V. Webb, vice-president and general manager of KFV, Wichita, Kan., last month that the NARTB hold completely separate radio and TV conventions. Pointing out that the Association has 1,455 radio members and 256 TV members, Webb predicted a "high mortality rate in our present trade organization" if 90 per cent of meeting time was devoted to TV as in the past two conventions.

### Unions Okay Writers Guild

NEW YORK, Aug. 28.—The membership of the Radio Writers Guild, Screen Writers Guild and Television Writers Groups this week approved the constitution of the new Writers Guild of America.

The new organization consists of two divisions, East and West, which will unite all radio, TV and screen writers into a single nationwide union.

### Whiting Blair Acct. Exec

LOS ANGELES, Aug. 28.—Dwight William Whiting has been appointed account executive of the Los Angeles branch of Blair-TV. The announcement was made by William Weldon, president of the television station representative firm, in New York. Whiting recently resigned his post with Official Films to join Blair-TV. He was formerly manager of Consolidated TV Sales, and sales manager of KTTV, Los Angeles.

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*for making the RAY ANTHONY SHOW,  
TV's TOP TUNES\*, the most successful  
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*Gratefully,*

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1733 Broadway, N. Y., N. Y.

# ABC to Sell Football Series Regionally, Two Deals Signed

NEW YORK, Aug. 28.—Finding that it can do better selling its National Collegiate Athletic Association football package to regional advertisers rather than to full network advertisers on a per-game basis, ABC-TV this week closed deals with two regional sponsors. They are the Carnation Company as bankroller on the Pacific Coast, and Humble Oil of Texas as sponsor in the South.

The two regional deals put ABC-TV on the path to getting off the hook on the expensive package. The web initially had tried to land a national network advertiser. Failing in this, it considered the possibility of selling the games to a number of national network advertisers on a per-game basis. However, it finally decided it would do better selling

the whole package to regional advertisers.

The first game, California vs. Oklahoma, hits the air September 18. The web expects additional regional deals to be closed within the next two weeks.

# 163 Markets For 'Mr. D. A.' Radio Version

NEW YORK, Aug. 28.—Sales of the radio version of "Mr. District Attorney" hit 163 markets this week. The Terre Haute Brewing Company, which had previously bought the show in Memphis, upped its buy to seven markets, including Atlanta; Augusta, Ga.; Knoxville, and Nashville. Gettleman Brewing of Milwaukee bought six Wisconsin markets.

Al Unger, sales vice-president of the Frederic Ziv Company, said that banks are buying heavily. Bank sponsorship was sold in Buffalo, Houston, Dallas and Wichita, Kan.

# Meagher Sees Solid Future In Radio Biz

WASHINGTON, Aug. 28.—John F. Meagher, vice-president of the National Association of Radio and Television Broadcasters, told the Georgia Association of Broadcasters this week that they could look forward to a solid future for radio despite the impact of television competition.

Stating that radio "will always have its job to do," Meagher pointed to the growing trend toward more personalized use of radio. More and more, he said, "you hear individuals speak of 'our' television set and 'my' radio." This trend is reflected in the location of four out of five radio sets outside the living room where an individual can listen while doing something else.

While the fundamental reorganization now going on in the radio industry is likely to alter operations of radio networks, he said, he expected the eventual result will be better radio, doing the things radio can do best and existing side by side with television, newspapers, books and movies.

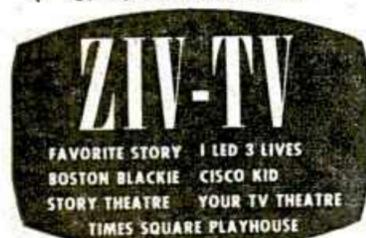
# Back to School Jingles

NEW YORK, Aug. 28.—World Broadcasting System has begun distribution of a new back-to-school package to its affiliates. The special campaign includes a selection of jingles, a safety program and program signatures. World has continued to expand its selection of specialized sales aids so that they now cover 150 local advertiser classifications. World is also distributing special get-out-the-vote material.

# CROSSWORDS FOR DEEJAYS

NEW YORK, Aug. 28.—Disk jockeys handy at solving crossword puzzles have the chance of nabbing prizes in an off-beat contest just set by Columbia Records. Any platter spinner who can dope out a five-letter word descriptive of "Mitch Miller's trademark" and some 100 other definitions relating to Columbia artists or recent disks will be eligible for the three "360" phonographs set aside for awards. No extra credit for neatness.

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• 70 E. 96 St. New York 28 • • • • •  
• ENight 9-777 • • • • •

# CLOSED-CIRCUIT

# KTCR-TV's New Use for Operation

HOLLYWOOD, Aug. 28.—New use for closed-circuit TV is being demonstrated in the Southern California area by Station KTCR-TV which has been telecasting at fairs and indoor shows.

The station, which requires no FCC license, transmits activities from the stage to various large-screen sets placed at vantage points around an auditorium or fairground. J. W. Parker, station manager, explains that in this manner close-ups of goods and articles which the public could otherwise not see can be presented.

Use of the closed circuit television is being made by the Pan-Pacific Auditorium (August 31-September 6) for its Glamorama fashion show. Between 15 and 25 TV sets will be scattered thru the building, and an 8 by 10 projection screen will be hung at one end of the hall.

Parker, who said he believed that this is the first time closed circuit television is being utilized for a show as large as this, declared that his station is available for any part of the country.

# Vox Jox

By JUNE BUNDY

# Jox Trix

A dog's best friend out Denver way is Pete Smythe, whose "General Store" show is aired daily over KOA-TV. Smythe has invented a mythical station, "WOOF," which telecasts nothing but pictures of lost dogs that have been found by city dog catchers. He reports that more than 80 per cent of the strayed pooches were returned to their owners during the first week's run of the special feature.... The "Rub and Scrub Music Club," run by Kenny Williams and Betty Walker over WKO, Wellston, O., welcomed its 3,000th member this month. He's State Auditor James Rhodes, the GOP candidate for governor. Miss Walker and Williams keep a detailed "pertinent facts" index on each member, and play a song for their birthdays. Sponsored by the E. & J. Furniture Company, the show has been running for some three years.

"Five on Friday," a new deejay program aired over KERG, Eugene, Ore., features—as you might suspect—five station announcers in a Friday night show spot. The quintet—Bob Scott, Paul Ryman, Ken Lomax, Cliff Cole and Bob Fulton—take turns at the turntable, with each select-

ing a different "top tune" for the week, the top novelty, best instrumental, etc. Scott emcees the show live, and the rest are on tape.

As soon as baseball clears the airwaves, Rick Gereau, KWAT, Watertown, S. D., says his station will launch a new program, "Record Room," aimed at teen-agers. The show will air from 3 to 5 p.m., six days a week, and will be held in the station's main studio to accommodate teen studio audiences. Gereau himself is planning a 16-week whirl at "an artist a day tribute," with a different recording star's top records making up the main body of the show each day.

# This 'n' That

Rolfe Peterson, KSL, Salt Lake City, recently discovered a unique "captive" audience. He gets fan mail from the Utah State Prison and the Washington State Prison. "No requests yet for the 'Prisoner's Song,'" says Rolfe, "but I may play it anyway." ... Jay Giles, WSOY, Decatur, Ill., has just added an hour show across the board for the local Chevrolet dealer from 10:30 to 11:30 p.m. ... The Tri-State area has gone mambo mad! according to Bob Ferriss, KOKX, Keokuk, Ia. "Al-

tho it has only run three weeks, 'mambo' in KOKX's new 'Mambo Club' is growing fast," notes Bob, adding "R.&b. is also going strong here."

Uncle Don Andrews' fan club held its fifth annual picnic for the WSGW, Saginaw, Mich., deejay last month. ... "The Gang" at KGAE, Salem, Ore. (Ken Brooks, Gene Maclean and Larry Ross), writes, "We have just finished promoting a musical package that appeared in Portland, Ore. It featured Don Cornell, The Gaylords and Jerry Fieldings' orchestra. Now we are in the process of promoting Woody Herman when he comes thru."

# Guestings

When Scott Muni, WSMB, New Orleans, hosted Vaughn Monroe on his show recently, he featured the baritone's top recordings of 1945 and 1946, "Ballerina" and "Ghost Riders in the Sky," along with his new disk, "They Were Doin' the Mambo." ... Jon Farmer, WAGA, Atlanta, who interviewed Hollywood starlet Mary Ellen Kay on his "Early Worm" show, says the Mickey Spillane movie heroine "came with a gun in her garter!" ... "Can't say we don't play all kinds of music" on "Record Shop!" notes Bob Martin, KYMR, Denver. "In one week I played host to Andre Kostelanetz, Rex Allen and Tiny Bradshaw."

Lou Barile, WKAL, Rome, N. Y., taped an interview with Julius La Rosa this month to use on his show. ... Norman Wain, WDOK, Cleveland, did the first record show from the lobby of the Hippodrome Theater in downtown Cleveland last month. One of his guests, Bill Darnell, carefully pointed out that "a singer doesn't have to know music to be successful." The punch line is that Darnell himself is a trained violinist.

# Surface Noises

Dick Johnson, WCLO, Janesville, Wis., writes, "In many cases we pass up recently-released and top 10 slicings to spin some of the oldies—Miller, Goodman, James, Shaw, etc. Nine out of 10 deejays ride along with the top 10 too consistently. They're great we know, but leave us not forget those great things out of the past."

"Orchids to Capitol Records" from Preston Charles, WAGA, Atlanta, who says, "Capitol's Q-45, the special platter for playing 45 records, should quell a lot of unrest instigated by the swing to 45. The Q-45 makes the playing of 45's a pleasure." ... Gene Riggie, WINL, Thortown, Ind., thinks, "Everyone is mistaken in picking the 'I'm a Fool to Care' side of the new Les Paul release. 'Auctioneer' is the side that really sparkles."

Don Bell, KRNT, Des Moines, recently spent nine days vacationing in Hollywood and Las Vegas, Nev., as the guest of George Jay. ... Versatile is the word for Tap Taplin, WEBR, Buffalo, who boasts that he "just completed house built with my own two hands."

# Programing Notes

"We are putting our summer season to good use — changing (Continued on page 28)

# NEW FURY IN HEARINGS FIGHT

# Broadcasting Trade Takes Case Directly to Radio, TV Audiences

WASHINGTON, Aug. 28.—The battle over radio and TV coverage of congressional hearings reached a new climax this week as broadcasters took their case for free access to legislative hearings directly to the radio and TV audiences.

As the struggle centered around the order of the special Senate committee to study censure of Sen. Joseph R. McCarthy (R., Wis.) banning radio and TV from its hearings next week, moved from Capitol Hill corridors to the air waves, major developments included the following:

(1) After a debate between Ralph Hardy, vice-president of the National Association of Radio and Television Broadcasters, and Ru-

dolph Halley, former chief counsel to the Kefauver Committee, on the issue over ABC's "Town Meeting of the Air" Tuesday (24), listeners were asked to write in their opinions. By Friday (27) ABC reported that a raft of letters had started coming in, heavily in favor of radio and TV coverage of legislative hearings.

(2) In a precedent-breaking move Thursday (26) CBS President Frank Stanton went on radio and TV with what he called a "CBS Editorial" urging the special Senate committee "to reconsider the ruling against radio and television so that you sitting in your own home always may exercise one of your most precious rights: The right to be informed."

Support of both moves as part of the industry's first direct attempt to win audience backing for radio and TV on a controversial public issue was reflected in a statement this week by Edgar Kobak, chairman of NARTB's Freedom of Information Committee. Kobak, who has quietly been fighting for weeks to convince Sen. Arthur V. Watkins (R., Utah), chairman of the special Senate committee, to lift his radio-TV ban, declared, "The courageous action of CBS in taking this issue to the public should strengthen the resolve of broadcasters everywhere in their continuing fight for

freedom of speech and freedom of the press."

In warning that failure to oppose the Senate committee's ban might set precedents for limiting future radio-TV coverage of congressional hearings, Kobak indicated that this battle over coverage of the McCarthy censure probe is likely to get a lot hotter before it's over.

# WCBS-TV Signs \$1.7 Mil Aug. Biz

NEW YORK, Aug. 28.—WCBS-TV has booked \$1,700,000 in net business during the first four weeks of August. During the past week alone, it booked \$600,000 worth.

Among the reasons for the spurge of business at the station is the large amount of summer buying this season. The web has already sold out its "Early Show," the 6:15-7:25 across-the-board series which features theatrical movies. And the station just moved another 10 "12 Plans," its vehicle for clients who want heavy daytime schedules.

# FCC Shuts Out TV Bidders 4th Time

WASHINGTON, Aug. 28.—The Federal Communications Commission issued no TV grants this week, making it the fourth blank week for TV grants this year. This leaves total authorizations at 703, of which 595 are post-freeze grants, including 32 non-commercial, educational grants. With 93 grants canceled, outstanding authorizations now number 610.

Initial decisions looking forward to TV grants were issued this week to Southern Tier Radio Service, Inc., Channel 40, Binghamton, N. Y., and The Cowles Broadcasting Company, Channel 8, Des Moines, Ia.

# NSI Gets 6,000 Recordimeters

NEW YORK, Aug. 28.—The A. C. Nielsen Company this week wrapped up an order for the first lot of 6,000 Recordimeters to be used in the Nielsen Station Index. Installation of the gadget will start in October in cities for which NSI has already been sold. Nielsen has been field testing 200 pilot models of the Recordimeter for the past six months.

The device will be used in sample homes in conjunction with Nielsen's Audilog diary as both a reminder to the viewer to make diary entries and as a check on total televiewing time.

# CBS PREXY PROTESTS

# Stanton Raps AM, TV Hearings Ban

NEW YORK, Aug. 28.—Frank Stanton, president of CBS, Inc., inaugurated a new era of public service broadcasting when Thursday (26) he used the network's radio and TV facilities to protest editorially the decision which prohibits the electronic media from covering the McCarthy hearings next week. Stanton asked the public to help lift the "curtain of silence that has descended on the hearings."

The 15-minute speech by Stanton considered charges that TV coverage encourages spectacles and creates an unjudicial atmosphere. He pointed out that the hearings in fact were not "judicial" but rather "proceedings of our legislators." He said that "to blame radio and TV for blemishes and excesses makes no more sense than to blame a mirror because you do not like the reflection you see in it."

Stanton also examined the claim that radio and TV coverage is noisy and creates a disturbing

atmosphere at hearings. After maintaining that the hearings already have a number of distractions aside from the broadcasting media, he went on to say that there are five different ways of covering it on AM and TV, and that only one could conceivably be considered distracting—the use of regular film cameras.

# Public Left Out

Stanton also stated that the Coronation had been covered by radio and TV without any loss of dignity or decorum. But the network executive's major point was that the legislators were robbing the public of the privilege of exercising their own judgment when they barred "electronic journalism" from the hearings. He concluded by asking the committee itself to reconsider its ruling against the broadcasting media. CBS, Inc., has made time available on radio and TV next week for Federal Justice Harold R. Medina to reply to Stanton.

## Local 802 Inks Contracts With M. Hall & Palace

NEW YORK, Aug. 28.—Local 802, American Federation of Musicians, reached agreement with the Radio City Music Hall this week on major terms of a new contract. Altho the union was unable to win its prime demand for a five-day week, it got 20 additional days off per year for the Music Hall's 52 musicians at no loss in pay. The pay scale of \$137.25 per week remains the same. The new pact runs for two years.

Al Manuti, 802 president, termed the contract a "step closer to the five-day objective." A formula is being figured out that may call for the musicians to work a five-day week every third week to utilize the extra off days. Result of the pact will also mean about 1,100 additional man-days for substitute employment. Fringe benefits covering severance pay still remain to be worked out.

Meanwhile, ink was also put to a new Local 802 contract with the RKO Palace. The theater's 11-man ork won a \$5 raise in pay, bringing the new minimums to \$132.25 per week.

## Eddy Howard Going Back To Band Biz

CHICAGO, Aug. 28.—Eddy Howard, Mercury recording artist who has been out of band business for over six months, announced this week he was reforming his band.

Howard has been appearing only locally, doing mostly recordings and radio shows. He has his own program, "Just for You," which is aired over NBC radio net from 8:30 to 9:30, CDST, each morning and which he will continue to do once the band is on the road.

The new Howard band will be a 16-man outfit, many of them formerly in the old Howard band. The group will go on tour thru the Midwest for three or four weeks to break in routines and numbers, and then will go into the Aragon Ballroom here for six weeks, beginning some time in October. Howard will again use the Eddy Howard vocal trio, and will again be booked by the Music Corporation of America.

## KXLY Welcomes Switch to 45's as Progressive Step

SPOKANE, Aug. 28.—Television Station KXLY here has notified the major record distributors in the Pacific Northwest that it "welcomed the use of 45 r.p.m. records" as part of the station's library and disk jockey service. Richard E. Jones vice-president and general manager of the station, stated that in the opinion of the jockeys and personnel of the station the 45 r.p.m. deejay service was a distinct improvement and a step in the direction of progress.

The move by this station is believed to presage similar action by the entire XL group of stations in the West.

## SPA Cracking Down on Promotional Deductions

NEW YORK, Aug. 28.—Cracking down on alleged dissipation of writer money by certain publishers, the Songwriters' Protective Association has taken a firm stand on unauthorized publisher deduction of promotional expenditures from writer royalties. Long a sore point with the cleffer org, it is one of several problems SPA plans to wrestle with in the near future.

In a letter to be sent to all publishers next week, the association will spell out the situation and

## DECCA LISTS SALES EXECS

NEW YORK, Aug. 28.—The gremlins which inhabit printing plants made a haul last week at The Billboard when they walked off with the names of some important sales execs of the Decca Record Company.

In listing the division managers and the assistants, all of whom report to Sydney N. Goldberg, general sales manager, and Claude Brennan, assistant general sales manager, the North Central division staff and the Southern division assistants weren't mentioned.

Assistant to Robert N. McCormick, Southern division manager, is Ed Russell. North Central division manager is William Glaseman. His assistant is Bill Green.

## BMI VS. BMI

### Exec Says It Should License Self

NEW YORK, Aug. 28.—Audio & Video Products Corporation is completing installation of a self-contained background music system in the new offices of Broadcast Music, Inc. Music, controllable from a central panel in the music library, will be fed to all general offices, and heard via speakers set flush in the ceilings. The equipment is designed to run all day long, five days per week, and can carry music via records, transcriptions and tape. The system can also feed radio programs, announcements, etc.

Custom Engineering Division of Audio & Video is currently in the process of making similar installations for other large firms. BMI's Harry Somerville, in charge of non-radio licensing, wants BMI to take out a BMI license to play the EMI repertoire. Somerville's department is charged its share of operating expenses, and demands its \$150 license fee.

Hey, Burton!

## New Low-Cost Pop Favorite Line Ready

By JOE MARTIN

NEW YORK, Aug. 28.—A new, low-priced line of pop single hit-coverage disks is due to be marketed in October thru independent record distributors. The line, Favorite Records, is the latest brainchild of Arthur Shimkin, who heads up the Bell pop and Little Golden kiddie lines. The new label will be marketed only at 89 cents for two 45 r.p.m. records of the customers' choice from among the current dealer stock.

The Shimkin refuses to comment on the move, it is known that the Favorite line will follow the pattern set by the Bell label

call for a rigid adherence to contract terms. The letter, over the signature of Charles Tobias, SPA president, will read:

"We have been advised that there have been instances where publishers have deducted from writer's royalties some portion of the cost of advertisements placed by mechanical companies (a formal term for diskeries).

"We call your attention to Paragraph 4G of the 1947 revised contract which requires the pub-

(Continued on page 18)

## Juke Ops Begin to Like EP's; They Pave Way to Dime Play

By IS HOROWITZ

NEW YORK, Aug. 28.—Juke box operators, traditional boosters of shorter playing time on records, are beginning to embrace the Extended Play record as an important program ingredient on location.

While they may still long for the "ideal" of a two-minute pop slicing, some operators here and in other parts of the country have found that EP's, which play up to eight minutes per side, bring in welcome coin, help cement location and customer relations and furnish significant aid in breaking down resistance to 10-cent play.

Cautious operator experimentation with EP's began quietly in this area about a year ago. And the trend toward consistent use of the bonus platters, several to a machine, has now reached the point where some record manufacturers are beginning to figure ways of further exploiting this unexpected market.

The development is a direct outgrowth of the increased prominence of packaged records. Upped sale of albums has led all diskeries to put new pressure behind LP's and their EP counterparts. Consumer demand has grown for mood and background

music and the more frequent sets of otherwise unreleased material by top name artists. The demand is apparently reflected in many juke locations.

### Essex Records

Essex Records, which recently introduced its "I Love" series of mood-music albums, this week moved quickly to grab off some of this plus business. The Philadelphia diskery has arranged to issue quantities of its EP vinyl without their fancy girlie-art covers at prices equivalent to single-record prices.

Thus, operators here will be able to purchase Essex EP's from local one-stop, Leslie Distributors, at 60 cents each. The art work will remain on dealer packages to spur retail sales; the operator duplicates will be carried in plain sleeves.

Leslie Distributors, which tags the trend to selected use of EP's as burgeoning among operators, has also set a formula for coin operator purchase of major label EP's. Juke box operators pay about 8 per cent over the wholesale cost at the one-stop, or \$1.04 for a single EP and \$2.05 for a two-disk album.

Capitol Records, meanwhile, has received "scattered" reports

of operator EP use in various parts of the country. These have come mostly from 10-cent territories, according to the diskery.

The firm has alerted its sales execs to track down these reports and bring back more detailed data.

### Cap Projection

While Capitol at this time has no plans to put out special "operator" EP's, a spokesman indi-

(Continued on page 65)

## Col'bia to Issue 30 Classical Albums in Fall

NEW YORK, Aug. 28.—Columbia Records will issue more than 30 classical albums in September and October in one of its most ambitious fall Masterworks releases to date. Included are several multi-LP packages, recordings by some of the top talent on the label's classical roster, its first high fidelity demonstration set and zarzuelas recorded in Spain and acquired thru its association with Philips Records.

The release will also launch a drive to promote the Philadelphia Orchestra as the "World's Greatest Orchestra." New LP's by the ork will be grouped in a special LP demonstration package that will be made available to dealers for store use only. Included in the set will be etchings of Rimsky-Korsakov's "Scheherazade," Offenbach's "Gaité Parisienne" and Ravel's "Bolero," among others. The disks will also be offered for sale singly.

### 'Te Deum'

Other featured LP's, among those to be released in September, are a first recording of Berlioz' "Te Deum," a Prades Festival set containing all five Beethoven cello sonatas and shorter works performed by Pablo Casals and Rudolf Serkin, the third in the Kostelanetz series of "Opera for Orchestra," this of Verdi's "La Traviata," a new Anna Russell LP and selected works by Schu-

(Continued on page 13)

## Book-of-Mo. Starts Classic Disk Club

By JUNE BUNDY

NEW YORK, Aug. 28.—The Book-of-the-Month Club this week moved into the classical mail-order record business and notified BOMC subscribers of its new Music-Appreciation Records plan. Patterened along the same general lines as its book operation, the plan, reported in The Billboard several months ago, calls for subscribers to receive one 12-inch vinyl LP each month, priced at \$3.60 or more than a third below the price of comparable records sold at retail.

Each LP will feature a well-known classical selection on one side and an analysis of it on the reverse side, with running explanatory comment of its themes

and other main structural features by Thomas Scherman.

The BOMC is pushing the new plan this month with the offer of a free demonstration record, featuring Beethoven's Fifth Symphony, played by the London Symphony Orchestra with Norman Del Mark conducting and Scherman's analysis on the flip.

### The Difference

Unlike the book club operations, subscribers to the Music-Appreciation Records subscribe for no specified terms and are not obligated to take any specified number of records. Moreover, they may keep the demonstration LP whether or not they decide to subscribe to the service. For subscribers who already own a copy of the works offered, the club is making available with every piece of music an "Analysis-Only Record," a 10-inch LP priced at \$2.40.

The BMOc tags the new service "a home university course in music appreciation," pointing out that the result for the subscriber will be "a basic record library of the world's greatest music." Forthcoming Music-Appreciation Records will feature works by Beethoven, Mozart, Mendelssohn, Tchaikovsky, Wagner and Schumann. In addition to the LP, subscribers will receive a monthly essay by Deems Taylor about each selection and its composer. These will be sent out on punched sheets, so they can be stored in a binder for subsequent reference.

## Matys Bros. May Take Aces' Path, Says Chester, Pa.

CHESTER, Pa., Aug. 28.—This town is jumping again with sudden rise to prominence of a local vocal group, the Matys Brothers, which is stirring up national activity with a disk of the oldie "Muskrat Ramble." Localites recall the sudden rise of the Four Aces here a few years ago and claim that the Matys Brothers are strong bets to follow.

The quartet has been working this area for some time until signed to a disk pact by Ivin Ballin for his 20th Century label. The disk clicked in Philadelphia and has since been taken over by the Essex label for all areas except Philadelphia. The group, managed by Del Parks, WPEN disk jockey, is booked by Philadelphia Suez & Rothbarth Agency.

## Capitol Signs New R&B Names: 5 Keys, Martin Ork

NEW YORK, Aug. 28.—Capitol Records added to its rhythm and blues roster this week by signing the Five Keys, formerly of Aladdin Records, and the Frank Martin band. Several years ago the Five Keys figured in a strong disk click, "Glory of Love." Dave Cavanaugh, who handles this phase of Capitol's operation, inked the pacts for the diskery.

The label has already cut its first sides with thrush Annisteen Allen and blues singer Pepper Neale, whose signings were announced last week. The former, managed by Dan Fisher, will cut r&b. as well as r.&b. sides for Capitol.

## Kay Starr

• Continued from page 1

Miss Starr joined Capitol Records in 1945. From a total disk royalty earnings statement of about \$100 that year she has risen to where Capitol will pay her over \$100,000 in royalties for the current year. The thrush's disks rose steadily from 1945 to 1948 when she sold close to 900,000 records. By 1950 she passed the million-mark — selling close to 1,500,000. In 1952 her "Wheel of Fortune" disk alone topped the 1,000,000 figure.

Last year Miss Starr sold over 3,000,000 records and collected approximately \$92,000 in royalties.

When the switch in labels takes effect, Capitol will have about 20 unreleased Kay Starr sides in its vaults.

STORY OF THE JINGLES—II

# Musical Commercials Grow Into Big Business for All Concerned

Continued from page 4

Schwartz' toy instruments, and the AFM has already been around to make sure each music-maker is an authentic "plaything."

Recently, tho, there have been some indications that advertisers are beginning to capitulate to the union's demands, with more \$100 payments being made to the AFM for permission to use regular musical instruments on a TV jingle. Already the AFM reportedly has received \$30,300 from TV film jingle production alone under the new \$100-per-spot formula.

Since the artists collect a new paycheck every 13 weeks for as long as a spot is on the air, jingle producers virtually have their choice of the cream of the singing talent, with even some of the top selling recording artists and musicians ready to record anonymously for scale.

This isn't as surprising as it first sounds, when you take into consideration the fact that a singer on a TV film jingle which is used in conjunction with live commercials, can ultimately realize as much as \$10,000 from one 60-second jingle recording.

In addition to the anonymous recordings, many top performers are doing jingles under their own names. However, this constitutes a personal endorsement of the product, and pays considerably more than scale.

Kitty Kallen, Patti Page, Tony Martin and many other important recording stars have warbled on the Halo jingles, while Rosemary Clooney, Mitch Miller, Mindy Carson and the Mills Brothers are among the record names who have warbled the praises of Ford Motor cars. Top-flight musicians

who remain nameless on jingles include Billy Butterfield, Bobby Hackett, Will Bradley and Buddy Morrow.

**Unknown Singers**

In addition, of course, many unknown singers are used. They are picked primarily for their ability to make the listener hear all the words distinctly. Some of them are: Audrey Marsh (Muriel Cigars), Jimmy Brown (Ballantine, Ford), Darline Zito (Ward Tip Top Bread, Ballantine, Ford), Connie McKechnie, Michael Stewart and Diane Carroll.

Today's smartly produced, high-quality jingle recording, of course, is a far cry from the primitive, nursery rhyme type musical spots of early radio days. Goldswan's new public relations director and account executive Frances O'Brien, who has been active in the jingle field for the last decade credits the disk jockey with sparking this remarkable improvement in jingle quality over the years.

The inferior quality of the early jingles stood out in such shocking

contrast when played directly preceding or following a regular record on a disk jockey show, that sponsors were soon forced to improve the quality of the jingle platters if they wanted to keep their audiences.

**Spot Standards**

The standards have since been raised so high, notes Miss O'Brien, that today's jingle recording is cut at a higher frequency than the recording companies' disks, and consequently is often of a better quality technically than the regular platters.

Some of the jingles have a longer life-span than the average pop platter, too. For instance, Halo has been using the same musical theme since 1944. The Ajax jingle dates back to 1948, Crisco ran the same jingle from 1947 to 1953, Piel's Beer has been going strong since 1949 and the all-time champ, Rational Shoes, has been using the same jingle since 1942, changing the copy from time to time but always retaining the same basic musical theme.

100% EXCHANGE DEAL

## Warren Plan Cues More Indie Sales

By JOEL FRIEDMAN

HOLLYWOOD, Aug. 28.—A number of independent record distributors have added a somewhat new approach to merchandising their product, with the disclosure of a permanent 100 per cent exchange plan by Mim Warren, president of Central Record Sales Company.

The Central firm, one of the nation's largest independent disk distributors, (Atlantic, Okeh, Imperial, Specialty, etc.) has guaranteed its disk merchandise to dealers for a number of months. The plan has resulted, says Warren, "in not only attracting sales and outlets that previously did not exist, but it has given the dealer greater confidence in us."

Tho limited to a number of indie record distributors in several sections of the nation, the general premise of the 100 per cent exchange program is twofold: (1) It eliminates the dealer's 5 per cent return privilege. (2) It eliminates any risk on the part of the dealer in ordering new merchandise.

In Los Angeles it has been found that dealers will not only stock more merchandise with little fear of mounting inventory, but actually rely on the distributor to keep him adequately stocked with what may be termed a basic inventory for any given line. Salesmen merely replenish those records that have good turnover, and inform the dealer of a particular given recording they feel is deserving of being heavily stocked.

In part, Warren's 100 per cent exchange plan has been responsi-

ble for the phenomenal sales racked up by the firm on the current Atlantic hit, "Ssh-Boom." Warren believes that many new dealers who previously may have been prone to stocking rhythm and blues, took the initial step largely because of the guarantee placed on the product. According to Warren, "Ssh-Boom" has racked up total sales of 106,000 records, reputed to be the largest single disk seller here in recent years.

The major recording companies have used the 100 per cent exchange program on occasion, tho limiting same to specific plug songs and package merchandise. Currently, Capitol Records has such a program (The Billboard, August 7) applicable to dealers on its classical full-dimensional sound series thru December 31.

Warren's 100 per cent exchange program applies to all lines of merchandise he carries, pop, rhythm and blues and classics.

## Decca Signs H'wood Flames

HOLLYWOOD, Aug. 28.—Paul Cohen, country and western repertoire topper at Decca Records, this week inked the Hollywood Flames to a term recording contract. A rhythm and blues group, deal also included the acquisition of four masters, among them "Ooh La La" and "I Know," both of which have attracted local attention.

EDITORIAL

## Misguided Columnist

To use the words of the late Hank Williams: "Hey, Good Looking!"

In this way might Williams good-naturedly blow the whistle on columnist Dorothy Kilgallen, who this week drew a bead on country music. Commenting on the expected arrival of "Hayride" at the 48th Street Theater, Miss Kilgallen calls this a "frightening event to New Yorkers, who cannot abide corn except on the cob." In succeeding paragraphs Miss Kilgallen, by crude attempts to belittle the country field, succeeds wonderfully well in highlighting her own snobbism and ignorance.

For only the ignorant can be unaware of the important contribution country music has made to American entertainment, and—in a larger view—to American culture. And only a snob could suggest that the performance of "Hayride" would be alleviated by a dramamine concession in the lobby.

The scheduled advent of Sunshine Sue and company at the 48th Street Theater is not frightening. It will either prove a flop or a success. What is frightening is Miss Kilgallen, who, despite her years of exposure to show business, can yet express with such consummate bad taste her lack of knowledge of one of its major forms.

GLENN WALLICHS DAY

## Set as Tie-In With Cap's Groundbreaking

HOLLYWOOD, Aug. 28.—Commemorating groundbreaking ceremonies for the new Capitol Records building (The Billboard, August 28), the Hollywood Chamber of Commerce, in association with the Hollywood Advertising Club, will proclaim September 27 as "Glenn Wallichs Day."

Event, in honor of the president of Capitol, will be marked by day-long festivities, including the official groundbreaking at the Vine and Yucca streets building site, a luncheon and entertainment slate for approximately 500 guests and civic dignitaries, and a tentatively scheduled parade down Vine Street. In addition to a roster of top entertainment personalities, Gov. Goodwin Knight, Mayor Norris Poulson and California's senators and congressmen are expected to attend.

Disclosure of plans for Capitol Tower, the world's first round office building, attracted widespread interest this past week, in the architectural world as well

as within showbiz ranks. Locally, a move was afoot to establish the future home of Capitol Records as the "official landmark" of Hollywood, akin to the relation-



ship between New York and the Statue of Liberty.

Observation roof of the projected Capitol building is to have a lighting system from which the word "Hollywood" will be spelled out in Morse code.

## Mambo, U.S.A. Package Will Tour Country

NEW YORK, Aug. 28.—A "Mambo, U.S.A." package, featuring important Latin-American talent, is now being assembled for an eight-week tour scheduled to kick off here at Carnegie Hall October 22. The long list of artists will be headed by Joe Loco and His Quintet.

The attraction, which figures to ride the crest of current mambo popularity, is being produced by promoter Irving Schacht and Tico Records prexy George Goldner. Norman Granz, Jazz at the Philharmonic impresario, will take on the package for 15 cities as a solo promotion effort. Booking is being handled by Billy Shaw, with Mercury Artists supplying the talent.

Talent already signed, in addition to Loco, includes Machito and his ork, the Fernando Riviera Quintet, chanter Carlos Ramirez, the Mexican comic Tun-Tun, and dancers Horatio and Lana, Barry and Tybee, and the Mambo Aces. Other artists will be brought up from Mexico, Puerto Rico and California.

Bookings have already been set in Newark, Boston, Hartford, Philadelphia, Pittsburgh, Norfolk, Washington, Baltimore, Cleveland, Cincinnati, Detroit, Chicago, Miami and Los Angeles, according to "Mambo, U.S.A." backers. Latter hope to take the package to Puerto Rico and South America following the domestic junket.

WARNING

## MU Hits Pubs' Private Use of BBC Tapes

LONDON, Aug. 28.—After complaints by some musicians that their rights were being infringed upon, the British Musicians' Union here issued a sharp warning to music publishers that their practice of taking private tapes of British Broadcasting Corporation broadcasts was against the law and that the MU would prosecute if that habit continued.

Reaction among the pubbers was equally sharp and hotly discussed behind closed doors at a meeting of the Popular Music Section of the Music Publishers' Association. It seems the MU has the strict letter of the law behind them, altho the pubbers feel the law's spirit is with them.

Most houses make private recordings of broadcast numbers on which they hold copyright for reference usage and without any question of resale. Basis of the MU complaint seems to be that publishers have been sending such tapes to music directors at home and abroad inviting them to use the tunes as recorded, which the MU says is clearly using the tapes for purposes of trade and should bring its royalty fee to the musicians concerned. No official statement has been issued by the MPA, but feeling against the edict is known to be running high.

## 40 1-Nighters Set For Autry Opera; Tour Bows Sept. 9

HOLLYWOOD, Aug. 28.—The Gene Autry fall tour will kick off September 9 at Burlington, Vt., with a schedule of 40 one-nighters in 39 cities throughout the U. S. and Canada.

Complete schedule has been sold, with Autry the fall run October 19 at Idaho. Troupe includes Cass County Boys, Carl Cotner Melody Ranch ork, Ely Sisters, Jemez Indians, Lorraine Stevens, Pat Buttram, Rufe Davis, the Strongs and Hubert Castle.

## "Merchandising"

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... is the key word in this and every other extra-value feature of The Billboard's September 25 Fall Record-Phono Merchandising Number.

## "TAKING ADVANTAGE OF THE PROMOTIONAL TOOLS AVAILABLE"

### TRADE IN SPIN OVER CAP BLDG.

HOLLYWOOD, Aug. 28.—Fomal unveiling of Capitol Record's round building design has given birth within the field to an abundance of gags. Latter run the gamut from "there'll be no squares at Capitol" to parodies of "The Music Goes Round and Round."

One enterprising song plugger went so far as to have demonstration records made of a tune (sung to the title of "Don't Sit Under the Apple Tree") he called "Don't Get Cornered at Capitol, Cause There Ain't No Corners There."

### MARSHALL RAPS

## DJ Defends Quality of New Tunes

NEW YORK, Aug. 28.—WNEW disk jockey Jerry Marshall devoted a full half hour of his daily "Make Believe Ballroom" show on Wednesday (25) to a defense of the "quality" of songs being written and recorded. Marshall told his audience that he decided to debunk the recurrent cry "they ain't writing 'em like they used to" after a national magazine interviewed him and other music business people for a proposed article decrying the quality of current pop hits.

Marshall said on the air, "In any period there will always be good songs and poor ones. When we look back 10 to 15 years we can only remember the good songs, those which naturally survived because they were good and deserved to be played continuously. We forget the tunes which were mediocre or just plain bad."

He listed as "standards of tomorrow" such songs and recordings as Perry Como's "Wanted," Doris Day's "Secret Love," Jo Stafford's "Near as My Love to Me," Rosemary Clooney's "Hey, There," Kitty Kallen's "Little Things Mean a Lot," Frank Sinatra's "Young at Heart," the Four Aces' "Three Coins in the Fountain" and Connee Boswell's "If I Give My Heart to You."

The subject of song quality has been bandied about lately by many disk jockeys and other traders.

### 'Truly' Suit Calls 'Wanted' Infringing

NEW YORK, Aug. 28.—The Herbert Music Company this week filed suit in Federal Court charging that the tune "Wanted" infringes on the Herbert tune "Truly," written by Johnny Mercer and Antone Javello prior to December 27, 1949, and assigned to the plaintiff.

The action seeks an injunction, enjoining M. Witmark & Sons, publishers of "Wanted," during pendency of the action from infringing the plaintiff's copyright in any manner and from receiving and collecting royalties. Action also asks for an accounting and damages resulting from the alleged infringement.

### Billy Butterfield Signs With Essex

PHILADELPHIA, Aug. 28.—Dave Miller, head of Essex Records, has signed Billy Butterfield to a one-year disk pact. The trumpet player will front a band for the diskery, with his first album due out in October. The package will be one in a new series of mood music LP's produced by Essex, with the release also to include disks by Monte Kelly, Ray Charles and Jay White.

### GL&H Ink Desmond, Salmas Brothers

HOLLYWOOD, Aug. 28.—Gabe, Lutz & Heller, personal management firm, this week took on singer Johnny Desmond and the Salmas Brothers, vocal group. Desmond, a Coral Records patee, is reported to have been set for the lead role in the indie biopic, "The Russ Colombo Story." The Salmas Brothers wax for Epic Records.

## Campbell Urges Pitch Vs. 10% Instrument Tax

CHICAGO, Aug. 28.—In one of his first official acts as the new president of the National Association of Music Merchants, Earl Campbell sent out a notice to all members urging their support in a move to repeal the 10 per cent excise tax on musical instruments.

Explaining the appeal, listed as the No. 1 objective of the association, Campbell pointed out that officers of the group were currently laying the groundwork for an intensive repeal campaign. It was pointed out that the campaign must be waged in advance of the 1956 presidential election. The need for assistance by all merchant members and methods were spelled out on how to combat and eventually win over Congress.

Campbell told members that the music business, instrument-wise, has reached a level sales volume and no longer continues to go up. He noted that the fall of 1954 offered the best opportunity for the group to pin down incumbent congressmen, and those running for election. Lastly, Campbell told members that instrument sales would be increased greatly if the 10 per cent excise tax were removed and that retailers should join the repeal campaign.

## Warns on D. J. Use Sans 20% Tax Payment

HOLLYWOOD, Aug. 28.—The Southern California Restaurant Association this week issued a bulletin to its membership cautioning against disk jockey entertainment and community singing without the payment of the 20 per cent federal amusement tax. Move was prompted, according to Robert M. Riley of the association, by information indicating that the U. S. Internal Revenue Department is checking restaurants, cafes and night clubs to guard against violators of the federal statute.

The remote broadcasts by disk jockeys from niteries has been fairly limited in recent years, the association disclosed that a number of their members have been cited by Uncle Sam for non-payment of the 20 per cent tax.

Ruling covering disk jockey entertainment read: "When a disk jockey personality stages a program as a form of entertainment in a restaurant or cocktail bar and includes in addition to playing records for broadcast purposes, such disk jockey comments to patrons on the record to be played, or interview personalities; such form of entertainment automatically makes all sales during such entertainment as well as half hour prior to or after, subject to the 20 per cent tax."

Ruling concerning community singing indicated that such action, whether condoned or not discouraged, would make the location subject to the federal amusement tax.

### Bethlehem Opens Pittsburgh Distrib

PITTSBURGH, Aug. 28.—In an expansion move Bethlehem Records has opened a factory-owned distribution facility here. Sid Dickler has been named manager. The outlet will also carry the Alba, Benida, Guyden and Burgundy labels for the Pittsburgh area.

Bethlehem, meanwhile, is preparing to move into the jazz field, with its first LP's in the category due for release early in September.

## JUKE BOX NEWS THIS WEEK

News of the automatic phonograph business starts on page 65. Some of the more important stories in that section this week are:

**SINGING COMMERCIALS VIA JUKES.** Music Operators of America ready contract to get advertising agency under way.

**EAST COAST CHECKS DIME PLAY FOR JUKES.** Operators in New York, Connecticut and New Jersey consider stepping up price of juke play.

**COIN PHONO EXPORTS BOOM.** Dollar volume of juke shipments to top \$8 million mark in 1954, breaking even optimistic estimates.

## HIT TIMING FOR MISS BOSWELL

NEW YORK, Aug. 28.—The current action on the tune "If I Give My Heart to You" spotlights the importance on timing a disk release — a problem constantly facing record companies and one which, at times, seems insoluble.

The first recording of the tune was by Connee Boswell on Decca. The Boswell platter was released this past May. Then followed the Denise Lor version on Major and disked by Buddy Greco on Coral, Dinah Shore on Victor and Doris Day on Columbia.

The Boswell disk, incidentally, was re-ordered on January 28 and held by Decca for almost four months before being released. It's the biggest selling disk for Miss Boswell in a long time.

## Col'bia Record Club Statement Loses Blast

NEW YORK, Aug. 28.—Columbia Records' sharply curtailed record club is still the object of some controversy, with a newsletter circulated among the trade this week losing a new blast against the diskery. Columbia, however, has stopped accepting new subscribers.

The hassle refers to a club launched months ago by the manufacturer to stimulate purchase of Columbia Records by consumers. Discounts were offered collectors joining the Club.

The newsletter stated, in part: "Regardless of what you have been told about the club idea being 'killed,' applications are being gratefully received. Right now—August, 1954. Simply say that you'd like to join the Columbia Record Club and back comes an application with a demonstration record and offer to give one free LP for each purchased."

Columbia, however, is mailing the following letter to each applicant for club membership:

"Thank you for your recent letter of inquiry regarding participation in our Record Club, now being tested in a limited area. Your letter is one of many we have received from consumers thruout the country who are increasingly interested in building their record libraries. We are sorry to tell you that we are unable to accept further applications for participation. May we suggest that you visit your local record shop where you will find a complete line of Columbia Records."

### WHITEMAN?

## Coral Has The Orders But No Disk

NEW YORK, Aug. 28.—Coral Records' distributors received a slew of dealer inquiries on a new Paul Whiteman record, "Now and Then," last week, but unfortunately the disk is non-existent.

It all happened when Whiteman guested on the network TV show, "Masquerade Party," to plug his new Coral record, "Whispering," which he recorded recently with a 1954 band but using his old 1925 arrangements. The show's emcee inadvertently referred to the platter as "your now and then" record, and Coral has been woefully turning down orders on the Whiteman-disk-that-wasn't-there ever since.

## LINES FROM THE MAIL BAG

### Mrs. Rommel Totes Songs With a Bright, Fresh Note

NEW YORK, Aug. 28.—Mail from budding songwriters reaches The Billboard in great quantities. The epistles, generally seeking advice, vary from pitiful to bright. Some reflect determination; others are full of despair. Some are indicative of little talent. Again, a few display eagerness of mind and brightness of spirit. Here's one of the latter—provocative despite its jesting quality:

Dear Editor:

During the week of September 20-25 I will be in New York with a tape recording of some original songs. The thought of a backwoods songwriter loping down the pike from the Kentucky Knobs is enough to send you screaming back to your stumpwater and bourbon julep. But could you give me 15 minutes?

These are professionally conceived tunes, written by a pianist, organist, arranger, a member of the club at Chicago's American Federation of Musicians Local 10. The lyricist (me) is a former night editor on United Press, a radio, magazine and newspaper feature writer. The tape presents the tunes as styled and performed by the composer. No vocal. The lyrics appear on a lead sheet that accompanies the tape. They have disciplined, melodic lines pared to clean, simple statement. They are

## Glenn Miller Legal Action Raises Point

NEW YORK, Aug. 28.—The current legal hassle involving recording rights to Glenn Miller broadcasts beamed to Germany during World War II is expected to lead to a court examination of whether an artist can capitalize on performances made while in military service.

Joe Krug of A.F.N. Records, thru his attorney Sidney Dickstein, has raised the issue in his reply to a suit brought by Helen D. Miller, widow of the band leader. Mrs. Miller is seeking to halt further distribution of disks by A.F.N. of the disputed Miller broadcasts. She claims exclusive licensing rights. In Krug's counterclaim he asks \$75,000 for business lost as a result of the suit by Mrs. Miller. Action is being fought out in U. S. District Court here.

## Lantz Comics Basis Of RRE Mdse. Push

HOLLYWOOD, Aug. 28.—Roy Rogers Enterprises is scheduled to inaugurate a merchandising program based on Walter Lantz cartoon characters, according to an agreement reached between Art Rush, vice-president of Enterprises, and Lantz, film producer and creator of Woody Woodpecker, Chilly Willy, Andy Panda and Oswald Rabbit.

According to Larry Kent, general manager of the Rogers firm, activities will center in the fields of food, infants wear and toys, and Enterprises will utilize the techniques and organization thru which it has brought merchandise bearing the name of Roy Rogers to a gross retail revenue of more than \$30 million a year.

## Redd Harper Joins Singtime Label

WHEATON, Ill., Aug. 28.—Redd Harper, sacred singer who has been recording for Capitol Records, has joined the Singtime label issued by Van Kampen Press here. The label has already cut 16 new sides with Harper and will issue them as single 78 r.p.m. disks, 45 extended play and long-playing packages. Six of the sides were cut in London and the remaining 10 in Hollywood.

Harper, with the Billy Graham troupe, has been billed as "Mr. Texas, himself," since he played the title role in Graham's film, "Mr. Texas." One of the tunes waxed by Harper for the Christmas season, "Happy Birthday, Gentle Saviour," was written by Dale Evans, wife and movie-TV partner of Roy Rogers.

scored to the valentine lyric of first love, to the gallus-snapping rhythm of a wanderin' man, to the heartbreak hush of lonely summer.

Everyone has warned me that the pop song field is a no'count, po'white, carpetbag world, an in-bred, cousin-marryin' statistic with the largest damned soul census this side of Faulkner; a feudal way of life where only kassin' cousins can get the time of day and nobody except a process server can get anyone's 15 minutes. But I cannot believe that a multi-million dollar industry is not based on dollars and sense. Premised on the discovery and exploitation of new tunes it surely must occasionally cock a listening ear to them.

Could you give me some advice on procedure? Aside from slashing my wrists? I have written for appointments with some of the record companies and have requested interviews with some of the publishing houses. But I'm as innocent of guile as an Alcott heroine. How do I copyright? What about performance rights? What protection do I have? What's the difference between ASCAP and BMI? "Cave at emptor" has been neatly transposed by P. T. Barnum, and as one of those multitudes born every second I would like some idea of what constitutes reasonable expectation, rights and conduct for both the party of the first part and the party of the second part.

I'm in the outer darkness. I have no influence, no names to drop, no in-laws in the business. But I do have some good, commercially valid song properties that catch the heart as happily as a summer romance. What do I do with them? I mean besides that.

Would you be able to see me? Thank you and may I hear from you?

Marilyn Dayton Rommel (Mrs. G. Irvine Rommel) Starlings Cox's Creek, Kentucky (Ed. note: You've got the appointment, Mrs. R.)

## Col to Issue

Continued from page 11

mann, Brahms, Gershwin, Stravinsky and others.

Highlights of the October release include another Kostelanetz set, "Mood for Love"; Beethoven's First Piano Concerto, with Serkin and the Philadelphia Orchestra; a three-disk set of Haydn Quartets by the Budapest Quartet, and the Philips zarzuelas.

Columbia's pop artist and repertoire director, Mitch Miller, who first gained musical renown as an oboe player, returns to the classical fold momentarily in another Masterworks LP due for October release. He will be heard as soloist in the Mozart Oboe Concerto in C, with Daniel Saidenberg conducting the Columbia Chamber Orchestra.

## SPECIAL PHONO ISSUE TO COVER ALL BIZ FACETS

NEW YORK, Aug. 28.—The September 25 special issue of The Billboard's music department, keyed to the theme "New Ways to Sell Merchandise," will wrap up for dealers and distributors practically every important disk, phono and phono accessory item available for the fall selling season.

Among the features scheduled to appear in the special merchandising section are articles and lists on promotional and merchandising devices and programs, details of successful dealer promotions of records and phonographs, new record releases, Christmas releases, the top 10 catalog packages for each label, display equipment for retailers, children's records, new phonographs and tape recorders, and lists of phono makers and their distributors.

All material which would fit into the scheduled list of editorial features should be sent to the Music department, The Billboard, 1564 Broadway, New York 36.

K&E DEAL

Monroe Set As 'Voice' Of Victor

NEW YORK, Aug. 28.—Vaughn Monroe has been set as the "Voice of RCA Victor" in a deal made with the company's ad agency, Kenyon & Eckhardt, Inc., under which Monroe will handle all commercials on RCA Victor radio and TV network shows.

M-G-M to Resume Classic Releases

NEW YORK, Aug. 28.—M-G-M Records will resume its classical releases September 3. The first package scheduled for the firm's fall release is a 12-inch LP "Contemporary American Music for String Orchestra."

ANOTHER BMI "PIN-UP" HIT WHAT A DREAM Recorded by PATTI PAGE... Mercury RUTH BROWN... Atlantic Published by BERKSHIRE MUSIC, INC.

The Public Loves It "I STILL LOVE YOU" Recorded by GEORGIA BROWN AND THE WHIPPOORWILLS on DOOTONE 346 ARLINGTON MUSIC PUB. CO. P. O. Box 904 Jacksonville 1, Fla.

"THE LITTLE SHOEMAKER" Coming Up Fast! "SMILE" 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

MUSIC AS WRITTEN

YOUNGEST LABEL OWNER AT 22...

Claim to being the youngest owner of a commercial music label in the country is being entered on behalf of Ray Gahan, 22, who formed the Boulevard Record Company. Detroit, after being with Decca, Columbia and Great Lakes labels in the past 16 months.

RECORD MAKERS SEEK PAIRINGS...

Recording men are still actively seeking new combinations of top talents which can be coupled on a single disk in hopes of creating additional excitement. Mitch Miller, for example, has already cut the tune "Sisters" with Rosemary Clooney and sister Betty Clooney.

SEECO SETS UP EUROPE DISTRIBS...

Sidney Siegel, president of Seeco Records, has returned from a European tour on which he set new distribution for his label in France, Italy, Portugal and Spain and signed Lola Flores, Spanish flamenco singer.

"PORGY" HEADS BACK TO EUROPE...

The "Porgy and Bess" opera company starring Cab Calloway is coming back to Europe in October. The show will open in Paris presenting Harold Arlen's "Blues Opera" for a double, and almost certainly follow on with an appearance in London.

HARRY AKST HAS HEART ATTACK...

Composer-accompanist Harry Akst suffered a heart attack this week, but is reported resting comfortably at home in Hollywood. Akst, who worked with the late Al Jolson for years, has been working with Eddie Fisher recently.

HY GRILL ILL IN N. Y. HOSPITAL...

Hy Grill, Leeds music staffer and former artist and repertoire exec at both Decca and Capitol, is in Bronx Hospital, New York, following a heart attack suffered this week. Grill is reported to be in good condition despite the sudden attack.

REID TAKES WOR "MR. MIDNIGHT"...

Mitch Reid has taken over the deejay spot on WOR's all-night record show, "Meet Mr. Midnight," which is aired seven days a week from midnight to 5:30 a.m.

RCA SIGNS GOZZO FOR ALBUMS...

RCA Victor has signed Conrad Gozzo to a term recording contract. The trumpet player, who has figured as lead tootler with many top bands, will be used for a series of new albums to be recorded under the direction of Jack Lewis.

DECCA SETS KALLEN, CHANDLER EP'S...

Decca Records is readying EP releases for Kitty Kallen and Jeff Chandler. The packages, first EP's for both recording artists, will feature their most recent four sides.

BETTY JOHNSON'S A VERY BUSY GIRL...

Csida-Grean Associates has signed new canary Betty Johnson to an exclusive management contract. The singer, who is up for the top fem warbling spot on Steve Allen's forthcoming NBC-

TV network show "Tonight," will do a live audition for that airer Thursday (2) night on Allen's local WNET program here. Miss Johnson, who records for Jubilee and Bell Records, also cut some new sides for those labels Tuesday (31) night.

MGM SIGNS JOKERS, BILLY FIELDS...

M-G-M Records has signed a vocal group, the Jokers, and singer Billy Fields to recording contracts. The Jokers, Arthur Godfrey "Talent Scout" winners, are out this week with their first release, "Tell Me Now" backed by "Caring."

M-G-M'S SHEARING DISKS 3-WAY...

M-G-M Records is issuing its new LP album, "An Evening With George Shearing," in three different packages—as a 12-inch LP, a two-pocket EP, and two one-pocket EP's.

MAY BREAKS HOUSE RECORD IN DET...

Billy May and his orchestra broke all house records at Edgewater Park Ballroom, Detroit, Saturday (21), drawing 2,600 people at \$2 a head for a gross of \$2,200.

MELODY FOR CORAL REPLACES EASTERN...

Melody Distributor Corporation, Buffalo, this week replaced the Eastern Sales Company, Newark, N. Y., as Coral Records' Upstate New York distributor.

MOSELEY WINS RCA TRIP TO ROME...

Tom Moseley, RCA Victor's Western division sales chief, departs for Rome, Italy, October 2, having taken top honors in the company's recently sponsored "Pines and Fountains of Rome" sales contest.

New York

Miriam Stern, executive director of the Songwriters' Protective Association, leaves for San Francisco next week where she will act as consultant in a song shark case under investigation by the district attorney of that city.

Eddie Grady and the Commanders will wind up their current tour of one-nighters at the Aragon Ballroom, Cleveland, before opening at Frank Dailey's Meadowbrook September 10.

Eddie Fisher has personal appearances scheduled at the Indiana State Fair in Indianapolis September 4 and 5.

Philip Sklar, former manager of the Ludwig-Baumann record department, has joined RCA Victor to handle local promotion of the "Listener's Digest" package.

Sammy Davis Jr. leaves next week on an extended deejay tour

to plug his new Decca disk, "Hey, There," in Chicago, Cleveland, Pittsburgh, Boston and New York.

Joni James leaves New York August 30 for Hollywood, where she will resume testing for a role in the forthcoming M-G-M movie based on the late Hank Williams' life story.

Betty Madigan will appear at Convention Hall, Asbury Park, N. J., September 3, 4 and 5.

George Shearing opens at the Blue Note, Chicago, September 15.

Fran Warren is booked for a three-day run at The Trails, Los Angeles, September 15, 16 and 17.

The Mills Brothers will plug their new Decca disk, "How Blue," when they guest on Perry Como's CBS-TV show September 8.

Pianist Jan August opens at the Olympia Theater, Miami, September 1.

Eddie Collins, was erroneously listed in the August 21 issue of The Billboard as a spiritual.

Mort Davis, formerly with General Artists Corporation and the Gale Agency as a booker, has joined Universal Attractions' jazz department.

Bernie Wayne's new tune "Miss America," has been accepted as the official song of the Atlantic City Miss America pageant.

Larry Herman and his orchestra have been booked to play for dinner dancing at the silver jubilee reunion of the 1928 and 1929 graduates of Brackenridge High School at the Sevenoaks Country Club, San Antonio, on September 4.

The Maya Room of the Hamilton Hotel in Laredo, Tex., has been opened as a dine and dance spot.

Pete Brewer and his orchestra, from San Antonio, will provide the dance music.

Nat (King) Cole will appear in a concert scheduled to be given at the San Antonio Municipal Auditorium on October 2.

The Carmen LaFaye Quintet will open an engagement on September 2 at the St. Anthony Hotel, San Antonio.

For the past four years the group has been appearing at the Park-Plaza, St. Louis.

Chicago

Sammy Davis Jr., in town this week with his accompanist, Marty Stevens, to promote his waxing of "Hey, There," with the local deejays and librarians.

Tommy Reed and his orchestra are currently appearing at the Hotel Claridge in Memphis.

Joe Foley, Jubilee artist, was in town recently.

Barbara Belle, head of Barbara Belle Attractions, in town for a brief stop-over to arrange a deejay tour for the Nillson Twins.

Vocalist Betty Mattson, whose recording of "I'm in Love" was recently released by Academy Records, had the tune cut again, this time without sound effects to please both factions of spinners.

Ralph Marterie was a visitor to his home town of Chicago last week. His band is currently on tour.

Jerry Colonna was a brief stop-over visitor to Chicago last week. Denise Lor held a cocktail party for deejays last week at Linn Burton's Steak House.

The Four Aces, currently appearing at the Chicago Theater, held a cocktail party last week for disk jockeys and members of the trade at the theater.

Jerry Blaine was in town last week with his new artist for his Derby label, Jeff Mason.

Ruse Carlyle, who recently recorded "In a Little Spanish Town" on the Burgundy label, and which was later sold to Label X, is currently appearing at the Oh Henry Ballroom.

Ralph Flanagan will appear at the Grove Ballroom here for a one-nighter September 3. The band is (Continued on page 38)

Intl. Sacred Names 4 Reps

HOLLYWOOD, Aug. 28.—Everett L. Anderson, president of International Sacred Records, Inc., this week announced the appointment of four field sales representatives, augmenting existing distribution facilities.

The veteran independent religious platter will add other field reps in the near future. Named were Frank Blalock, Oklahoma City; Robert L. Reid, Nashville; Gordon Anderson, Minneapolis; and Samuel Ayling, Philadelphia.

Anderson returned from an extensive tour of the Midwest this week and is scheduled to visit distribution and sales facilities in the Pacific Northwest shortly. International sacred catalog is one of the largest in the religious field, containing music by such established names as Redd Harper, Paul Mikelson, the Kings Men, John Charles Thomas and Kenny Baker.

Al Morgan Suffers Serious Injuries In Chi Auto Crash

CHICAGO, Aug. 28.—Al Morgan, pianist-singer on Label X, was injured seriously in an automobile accident here early Monday (23) as he was returning home from his engagement at the Preview Lounge.

Details of the accident were not made known. However, it was revealed that Morgan's car was demolished. Morgan sustained a broken left shoulder, a broken left collar bone, a possible spine injury, and lacerations on the head and upper part of the body.

It was made clear that Morgan would be able to return to his profession, but would have to remain in the hospital for at least six weeks. He is in Edgewater Hospital.

FRIENDS AND NEIGHBORS Recorded by Owen Bradley... Decca Billy Cotton... London Sammy Kaye... Columbia The Plunkett Family... Essex Tommy Prisco... Mercury Roy Rogers... Bell Others to come ROSS JUNGnickel, INC. 1650 Broadway New York, N. Y.

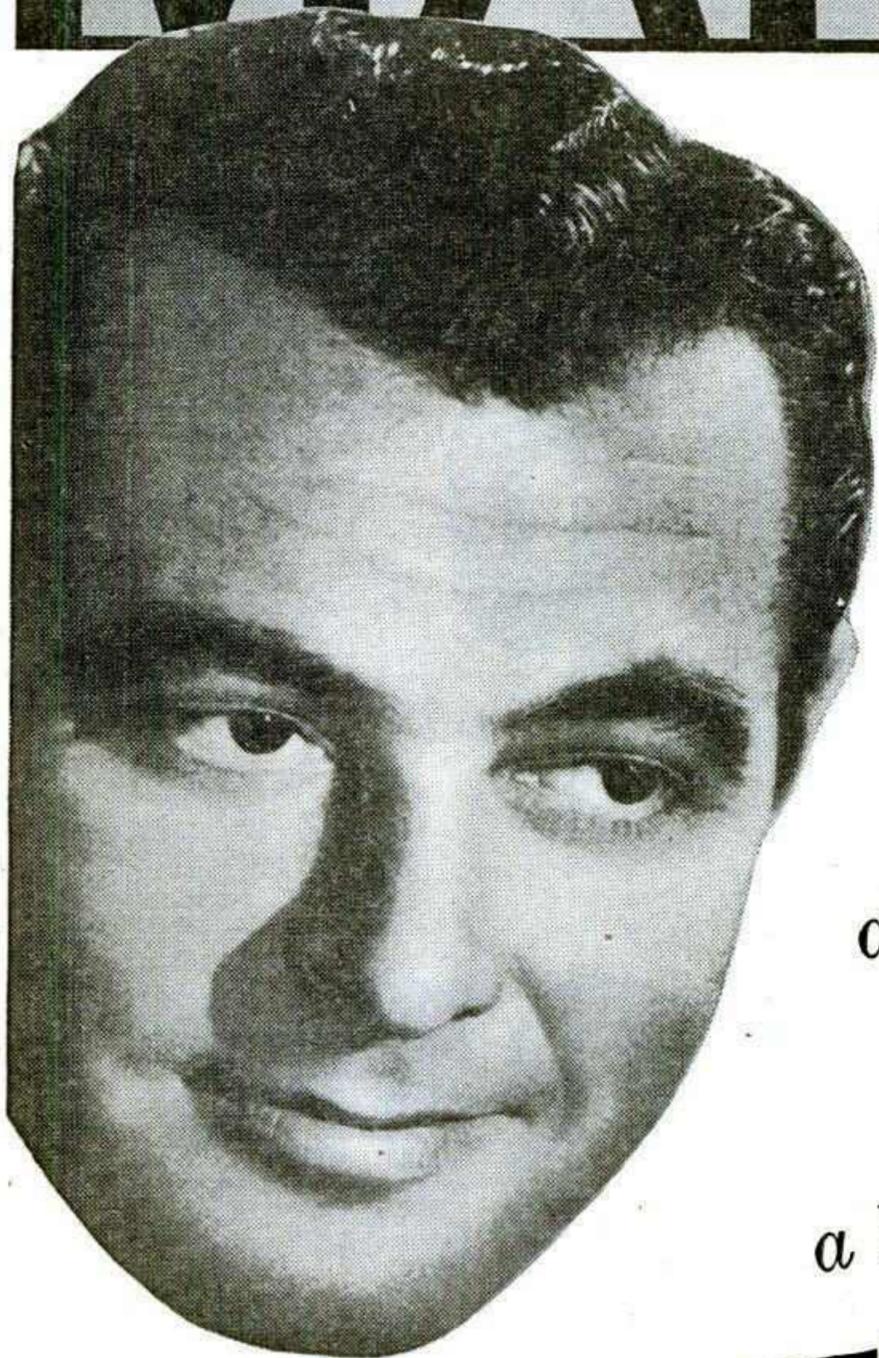
THE HIGH AND THE MIGHTY BIG RECORDS M. WITMARK & SONS

YEP!! (It Must Be Love) LeBam Music Publications 2033 Burnett Way, Sacramento 18, Calif.

A Solid Ballad Hit! CARAMIA LEO FEIST, INC.

2 big hits on 1 RCA Victor record!

# TONY MARTIN



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a great new tango...

## UNO

a brilliant new ballad...

# LET'S TRY AGAIN

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A "New Orthophonic" High Fidelity recording

**America's No. 1**

# CREW



**'OOOP  
SHOOOP'**



MERCURY 70443 · 70443X45 · MERCURY 70443 · 70443X45

**Record Sellers**

# CUTS

**'DO ME  
GOOD,  
BABY'**

MERCURY 70443 · 70443X45

MERCURY 70443 · 70443X45



## Sales Push Due on Private Label Phonos

NEW YORK, Aug. 28.—Prices of private label phonographs to be marketed by the major department, chain and syndicate stores this fall will average 15 to 20 per cent below the list price of similar record players carrying brand names. And, according to the syndicate and chain buying executives, the powerful merchandising firms will aggressively promote record players this season in hopes of topping last year's figures—the best in about five years.

The price-conscious department and chain stores ordinarily offer their own private brands at lower prices and this year's prices will be comparable to those of the past several seasons. Few, if any, of the stores are yet ready to merchandise private label tape recorders, but believe that the consumer demand for these items will force the department stores to stock private label tape equipment next year.

Typical price lines to be promoted by the big chains this season will see three-speed manual phonos without tone controls listed at about \$19.95. A "de luxe" model of the same set, with a tone control and fancier cover, will list at about \$22.50. A still better model, with turnover cartridge and better speaker system, will list at \$29.95. The three-speed manual portables with two or more speakers will list from about \$34.95 to \$37.95.

Phonos with automatic chang-

ers will list at about \$59.95 for a set with a standard changer, and for \$69.95 when the changing mechanism includes a turnover cartridge and automatic cut-off.

In what the chains refer to as the semi-hi-fi lines, prices will begin at about \$99.95 for table models with mahogany veneer cabinets and either two or three-speaker sound systems. Better versions of the same set will be marketed at \$119.95 to \$139.95. Chain buyers say that the brand merchandise phonos which list at \$139.95 will be comparable to private label sets priced at about \$119.95.

Expectations are still for a big year in phono sales, altho it is admitted that the season is very late in getting started.

## Pentron's New Pro Taper Introed at L. A. Wescon Show

CHICAGO, Aug. 28.—The Pentron Corporation, Chicago tape recorder manufacturer, unveiled a new professional tape recorder, the Dynacord, at the Wescon Show being held this week in Los Angeles.

Delivery on the Dynacord, which will be priced at \$350, professional net, is expected to start late in September. It is designed for use with the broadcast amplifier Model DP-100, or the Audiophile amplifier Model DS-10. The unit is portable, but can be mounted in rack or console.

Some of the features of the new unit are push-button controls, high inertia direct capstan drive, dynamic braking and 50 to 18,000 cycles per second response at a speed of 15 inches per second.

## New Magnavox Franchise Deal

FORT WAYNE, Ind., Aug. 28.—The Magnavox Company, manufacturer of phonographs, TV and radio sets, served notice on its dealers across the country that it is terminating its "gentleman's agreement" franchise as of August 31. The firm is in the process of issuing a new, written franchise to those "who have demonstrated their adherence to Magnavox merchandising policies and are willing to follow a policy that basically prescribes price integrity."

This marks the first time in the 17-year history of the firm that a written franchise will be in effect between the firm and its dealers. The move was prompted by the apparent upswing of price-cutting and discounting, which caused many dealers to spend more time pushing these items rather than fair-traded items.

Frank Freimann, president of Magnavox, said, "We believe that there is enough evidence available to prove that shoddy practices such as price-cutting, whether by back-door or discount house selling, is a destructive force in our economy." He also stated that under the new system it was understood that some of the dealers could not be kept.

Freimann also asserted, "Magnavox has no intention of relaxing its efforts to be a signpost of price integrity in an industry where price-cutting has become so general and so varied as to cause the public to lose almost all concept of value and confidence."

He said that the firm had scheduled national advertising in September to publicly reaffirm its position and to urge buyers to compare Magnavox prices and discount prices in relation to their respective qualities.

## Dealer Doings

By JUNE BUNDY

### JUST BROWSING

Prospect Radio Service, Little Rock, Ark., writes, "Business has dropped off considerably in the last 21 days. Little Rock is having its hottest summer, and people just can't stay inside and enjoy records in such hot temperatures. We opened a box of Decca 45's this morning and found them all warped. I guess a dealer has to provide a refrigerator for storage if he expects to cut warpage losses in this heat."... Carl N. Kitt, Reeves Music, Lebanon, Ore., is having a "trade-in" sale on old records, offering 10 cents for trade-ins on new disks. "Old stock" says Kitt, "is tabbed as bait with trade-ins. We find it an excellent way of moving stale stock, especially country and western dogs."

### OUT IN THE FIELD

Raymond Acres of the Youngers Department Store record department, Des Moines, Ia., is the winner of Capito! Records all-expense paid trip to New York City. Local winners were chosen at 56 different dealer meetings thruout the country, and Acres' name was then drawn from a pool of local winners' names.

Stromberg-Carlson has appointed the Brown-Camp Hardware Company, Des Moines, Ia., as its distributor in the State of Iowa and part of Illinois and Inland Empire Wholesalers as its distributor in the territories of Idaho, Montana, Oregon and Washington.

RCA Victor this week awarded \$10,000 worth of prizes to winning dealers and distributor salesmen in the firm's second annual "It's Great Going" window display contest. Winners, listed in first, second and third place order by region, are Northeastern region—Gaberl Electronics, Salem, Mass.; Sammy Vincent, Pittsfield, Mass.; T. W. Adams Company, Augusta, Me. Eastern region—Syckes Music Shop, Cumberland, Md.; Kaufman's, West Chester, Pa.; Malarkey's, Pottsville, Pa.; East Central Region—Crowley Milner, Detroit; Swank Hardware, Johnstown, Pa.; Adam, Meldrum & Anderson, Buffalo. Central region—Wolf Kubly Hirsh, Madison, Wis.; Fandel's, St. Cloud, Minn.; Wilking Music, Indianapolis. West Central region—Vance Music, Mason City, Ia.; Jenkins Music, Kansas City, Mo.; Leuty's Radio & TV, Salem, Ill. Southern region—Levy Jewelers, Savannah, Ga.; Don Cherry Tire, Chattanooga; Haverly Furniture, Charlotte, N. C. Southwestern region—Valley TV & Radio, Glendale, Ariz.; Mehagians, Phoenix; Carpenter's, Biloxi, Miss. Western region—Phillips Music, Bakersfield, Calif.; Melang Brothers, Seattle, Wash.; Wiley Furniture, San Francisco.

### Chicago

Mary Golditz, of the Randolph Street Hudson-Ross store, reports that the installation of a high-fidelity browser bin has proven to be a multiple sales builder. She explains that customers, especially hi-fi fans, are directed to the browser bin, thus eliminating many questions concerning labels, etc. The bin, according to her, has sold either more or bigger records

than the customer usually came in for. She explains that the bin also introduces buyers to new lines of hi-fi as well as new inclusions in already known lines. Set sales have also been boosted by the addition of the hi-fi browser bin. A sales pitch being used effectively in connection with the bin is to sell hi-fi records to owners of non-hi-fi machines, explaining that even tho the record is played on an average machine, the sound will still be better than normal waxings.

## RCA Tube's Plan Aids Inventory of Parts for 45 Sets

NEW YORK, Aug. 28.—The Radio Corporation of America's tube division has devised a special "45 for 45's" basic inventory plan for dealers, designed to stimulate the use of factory replacement parts for RCA 45 phonos and record changers.

Based on market surveys which show that 45 key factory service parts account for the bulk of parts-replacement service on the company's 45 players, the program calls for dealers to maintain a continuous inventory of the key parts, with RCA distributors helping them establish adequate inventories for each key part.

## Conley Named Ad Mgr. for Victrola

CAMDEN, N. J., Aug. 28.—Russell E. Conley has been named advertising and sales promotion manager of RCA Victor's new radio and Victrola division headed by General Manager James M. Toney.

Conley had been general advertising manager of the R. M. Hollingshead Corporation, packaged chemical products firm in this city. He is also a past president of the Automotive Advertiser's Council and its current president ex-officio.

## SPA Cracking

Continued from page 11

lisher to pay the writers 50 per cent of 'all gross receipts.' In our opinion the gross receipts with respect to phonograph record are the monies due from a record company before and not after any deduction. Therefore, under the contract such deductions may not be made."

It is known that SPA currently is in negotiation with one publisher who is charged with deducting promotion expenses from the disk royalty melon before it was split with the writer. Presumably, the organization will alert its accountants to specifically look for such instances in future audits of publisher books. Under its contract with publishers, SPA has the right to run periodic checks of publisher accounts.

A related problem involves special rates given record firms by publishers on occasion. SPA is known to be mulling a firmer attitude on any gratuitous award that is less than the statutory 2-cent rate. Such award means less money for the writer, altho he may not have a voice in the decision. At the very least, the writer org is known to plan the insertion of a specific clause in its next publisher contract form regulating the practice.

## LONDON COVERS HIT BUT GOOD

NEW YORK, Aug. 28.—A double cover of one of its own best-selling disks is being rushed out by London Records. In a somewhat unusual departure from custom, the diskery will release next week two new treatments of "Skokiaan" to join its Bulawayo Sweet Rhythm Boys' entry and others flooding out from competing diskeries. Back to back on a new London platter will be performances by the Ted Heath orchestra and the Johnston Brothers.

## New Console Phono Added to Mitchell Firm's Hi-Fi Line

CHICAGO, Aug. 28.—A new high-fidelity console model phonograph has been added to the line of Mitchell Manufacturing Company here.

The unit, the Console Grande, is available either with or without an AM/FM radio, and features a 6-watt amplifier, two extended-range speakers, magnetic cartridge, and record compensator.

Retail prices are set as follows: Model 3DCRG, AM/FM combination, limed oak, \$339.95; 3DCRM, AM/FM combination, mahogany, \$329.95; 3DCB, phono only, limed oak, \$259.95, and 3DCM, phono only, mahogany, \$249.95.

## Milwaukee Concert Ork Sets Soloists

MILWAUKEE, August 28.—The recently organized Milwaukee Pops Orchestra, headed by John D. Anello, has set a series of seven fall and winter concerts featuring nationally known conductors and guest soloists.

Scheduled for appearances this season are David Rose and Eugene Conley, October 23; Arthur Fiedler, Eugene List and Carol Glenn, November 20; Howard Barlow with William Warfield, December 31; Jan Pearce and John D. Anello conducting, January 22; Morton Gould, February 19; Leroy Anderson, with Whittemore and Lowe, March 26, and April 23, Desire Defauw, with soloists Robert Weede, Eleanor Warner and Ralph Votapek.

## NORMAN'S TIME ISN'T HIS OWN

HOLLYWOOD, Aug. 28.—"Time on My Hands" is a song disk jockey Gene Norman isn't likely to be playing much these days. Norman, with a four-hour daily radio show via KLAC here, has an octopus going for him presently via activity in virtually every facet of the entertainment field.

In addition to his seven-day radio stint, Norman airs a one-hour TV show via KHJ-TV daily; owns the Gene Norman Presents diskery, operates the Crescendo night club; has his Skyview music publishing firm, and is one of the most active jazz concert promoters in the nation.

Says Norman, "Have guitar, will travel."

## PATTON SHOP IN DET.

## Mrs. Pat's Friendly Ways Earn Her Loyal Shoppers

By H. F. REVES

DETROIT, Aug. 28.—Mrs. Lillian Patton, record dealer at White Novelty on the West Side of the city, says that for a neighborhood dealer, "It's just a point of being friendly. Sparking a neighborly atmosphere in your shop keeps your customers coming back because they just naturally tend to return where they'll be welcome."

Mrs. Patton, or "Mrs. Pat" as she is more familiarly known, has managed a thriving business in her location despite having started years ago on what would be considered a shoestring in comparison to the capital invested in the establishing of a business by other local retailers. "I started here with \$2,000, and I thought I was doing right well to pay off the business the first year," she said.

While she makes a point of being friendly to everyone, Mrs. Patton does, however, maintain a strict hold on the situation, "not just letting them do whatever they please," as is possible in some locations.

She is known thruout the community for her special little attentions to her customers. At Christmas she generally offers each customer a small trinket, such as a lipstick, and at times will give an extra record as a gift to those of her more regular customers. Recently she treated a nearby school's graduation class with a half hour of playing whatever records they chose, and when a favorite customer was hospitalized not too long ago, Mrs. Patton sent along a pile of used records for his enjoyment.

"These are things a lot of dealers just don't think about doing. They're only thinking about business being business and how to make that fast dollar," said Mrs. Patton. "What they fail to realize is that you cannot think about today only or just what you can make off the customer at the present moment, but about how to make him want to come back tomorrow or next week. That's the thing to remember—to keep him coming back. Your business will be depending on that."

## "Merchandising"

... is the key word in this and every other extra-value feature of The Billboard's September 25 Fall Record-Phono Merchandising Number.

## "HOW DEALERS ARE MAKING RECORD-PHONO PROMOTIONS PAY OFF"

The Billboard Music Popularity Charts PACKAGED RECORDS

Reviews and Ratings of New Popular Albums

IN THE STILL OF THE NIGHT ... 80
Gordon Jenkins Ork (1-12")
Decca DL 8077

The lush Jenkins orchestrations of such tunes as "East of the Sun," "Alone Together," "The Touch of Your Lips," etc., and in a tango-ish Latin-American beat, should attract plenty of counter action for this addition to Decca's "Music for Your Mood" series. It's well performed, recorded and packaged.

EVERYBODY DANCE, VOL. 3 ... 76
Russ Morgan Ork (1-10")
Decca DL 5528

Russ Morgan's new album runs a musical range from Betsy Gay's coy vocal arrangement of "The Tennessee Wig-Walk" to Tchaikovsky's "Arab Dance" and "None But the Lonely Heart." However, they're all played at his familiar fox-trot tempo, which gives them more in common than one might expect after a cursory glance at the title selections. The many Russ Morgan fans will like the package.

LISTENING PLEASURE; WHISPERING MOONLIGHT; ONE NIGHT OF MADNESS; SOUTH AMERICAN CONTRASTS; CANDLELIGHT MELLODIES ... 75
Van Lynn Orchestra (5-12")
Decca DL 8062-6

Part of Decca's extensive "Music for Your Mood" series of LP instrumentals, these five albums form an excellent quintet of lush, romantic musical themes. The albums were all recorded in Europe by the Dutch conductor Van Lynn. Many of the lovely selections are unfamiliar to U. S. record fans. However, the album covers are all attractive and eye-catching, and Decca is backing them with special promotion, so dealers should find it comparatively easy to interest customers in the albums, either as a group or on a single basis. Van Lynn should appeal to fans who like Leroy Anderson, David Rose, Victor Young, etc.

SWING AND SWAY WITH SAMMY KAYE ... 75 (1-12")
Columbia CL 561

One of the steadiest disk sellers for many years, Kaye won't disappoint his fans with this package of 12 standard tunes done very much as they would be on a location or one-nighter date. Vocals are included and the tempos are strict and well-evident. A worthy addition, this, to the label's "Dance Party" series.

HARRY JAMES AT THE HOLLYWOOD PALLADIUM ... 75 (1-12")
Columbia CL 562

Part of the label's "Dance Party" series, this set offers the James band in an on-the-spot one-nighter performance—or that is the impression given. The music is extremely danceable, fairly well recorded and should interest those seeking dance packages. Missing, tho, are identifications of sidemen taking good solos, a fact which might hurt sales to collectors of jazz. Still it's good wax of a first-rate band playing standards and originals previously made available.

CORONATION CONCERT ... 75
Burl Ives (1-12")
Decca DL 8080

This is a recorded tape of an actual concert Ives gave in Royal Festival Hall, London. And it both benefits and suffers the usual live performance attributes. Audience applause and shouted requests give a live feel to the etchings and Ives is heard introducing his selections in his own relaxed manner. But there are also coughs and other extraneous noises to contend with, as well as generally poor recording. For Ives fans, tho, the set will be a "must." Others, too, will like the selection of songs, some familiar and some more rare.

LOVE ME OR LEAVE ME ... 74
Billy Daniels (1-12")
Mercury MG 20047

Here's an LP which should sell well on two counts: (1) Billy Daniels' sexy vocal showmanship and ardent personal following, and (2) the sure-fire appeal of the 13 well-selected standards, including the title tune, "Please," "I Only Have Eyes for You"; "Bewitched, Bothered and Bewildered"; "I Still Get a Thrill Thinking of You," "That Old Feeling" and "My Funny Valentine." This is Daniels' fourth album for Mercury and his first 12-incher. Deceays should find it particularly useful for romantic programing in the late evening.

PEGGY LEE ... 74 (1-10")
DECCA DL 5539

The warm relaxed vocal charm of Peggy Lee comes thru in fine fashion on her latest LP album. Sales may be limited somewhat by the fact that many—if not all—of the sides have already been released as singles, but the package should nevertheless do well. The LP includes eight well-paced selections, with Victor Young and His Singing Strings backing the thrush on "How Strange" and "Where Can I Go Without You," and Gordon Jenkins doing an equally fine backing job on "That's Him Over There."

FOUR BOYS AND A GUITAR ... 72
The Mills Brothers (1-10")
Decca DL 5516

This collection of eight sides by the Mills Brothers—most of them formerly issued as singles—isn't their best album by any means. Only "Basin Street Blues" and a couple of other tunes are really first-rate, while the rest of the sides are routine. However, Mills fans will want to round out their collection, so dealers should fare okay.

HERE'S MARTHA RAYE ... 71 (1-EP)
Epic EG 7054

This collection of four Martha Raye sides dates back to the days she was married to Dave Rose, and it is his orchestra backing her on the EP. Always a fine singer, the comedienne was in her very best vocal form when these songs were recorded, which makes this package a "must" for all Raye fans. She warbles her trademark tune "You'll Have to Swing It (Mr. Paganini)"; "Melancholy Mood," "Once In a While" and "Yesterdays." Martha Raye's current popularity on TV should further stimulate sales.

SOFT LIGHTS, SWEET TRUMPET ... 70
Harry James Ork (1-12")
Columbia CL 581

As Columbia and other labels continue to change over 10-inch LP disks to 12-inch versions we'll be getting more packages like this one. Many of these selections have already been marketed in LP form. Yet the material and performance should make this a healthy addition to current inventories. There's always a market for good, smooth dance music which is also well-suited for just background listening.

WARM INTIMATE SONGS ... 69
Jeri Southern (1-10")
Decca DL 5531

Jeri Southern fans will go for this collection of old show tunes and standards from their favorite's night club repertoire, but other buyers may find the LP a bit monotonous style-wise. Miss Southern's wistful, intimate style of half-talking a song has definite appeal, but, when taken in album doses, it needs something to vary the pacing.

BOB CROSBY'S BOB CATS ... 65 (1-12")
Decca DL 8061

It would seem as tho every selection in this set has been issued in two or three different disk packages before. Yet this latest compilation could do business at retail. Strongest ingredients are "Big Noise From Winnetka," the package itself and the fact that this was a fine band in its day. Nothing special, otherwise.

MUSIC FOR SCREAMING ... 64
Jerry Colonna (1-10")
Decca DL 5540

Offered as a satire on mood music, this should intrigue many customers. The Colonna versions of some of these standards are already fairly familiar. Market would seem to be limited somewhat tho there are plenty of laughs in such readings as "You're My Everything," "Down By the Old Mill Stream," "It Might As Well Be Spring," "Hey, Barmaid," etc.

MARTHA SCHLAMME SINGS SONGS OF MANY LANDS ... 64 (1-10")
Vanguard VRS 7012

Miss Schlamme is a singer adept at conveying the spirit of folk songs, and this album is a fair sample of her art. She will hold many listeners spellbound with her interpretation of folk ballads in English, Hebrew, Yiddish, Norwegian and Russian. It will also intrigue moppets.

HOME SWEET HOME ... 60
A. V. Bolland Collection of Music Boxes (1-10")
Columbia AL 56

Here's something a bit off the beaten track. Museum piece music boxes of imposing 'tonal' versatility (not the tiny tinkling variety) are heard in 12 old sentimental ballads — "In the

LINER NOTES

By IS HOROWITZ

CHANGE OF SCENE ...

London Records, which only rarely has conducted recording dates in this country, is deep in a whole series of Stateside etchings. So far all of them involve the firm's star concert violinist, Ruggiero Ricci Two LP's cut by the American artist here have recently been released, containing works by Paganini and Sarasate. Due for release later are a two-LP set including the three Brahms violin and piano sonatas, performed by Ricci and Julius Katchen; a set of Weber sonatas, with Carlo Bussotti the collaborating pianist, and another LP coupling sonatas by Richard Strauss and Prokofiev.

Recording sessions are handled by Remy Farkas, London artist and repertoire director. The label is also considering an ambitious chamber music program featuring the Griller Quartet, with the recordings probably to be cut in California.

NEWS IN BRIEF ...

RCA Victor is running a contest to hype further consumer interest in its crop of Toscanini recordings, both new and old. Ads in the Atlantic Monthly and Harper's magazines ask readers to select their favorite Toscanini disk and explain why they prefer it above others, in 100 words or less, of course. Prizes include an RCA Victor color television set and phonographs.

Capitol Records has scored a coup by tying up the Dixie Audio Festival, which will use Capitol LP's exclusively during hi-fi demonstrations. The two-day audio show, held in Atlanta, closes Tomorrow (29).

Emerson Buckley, until recently a musical director of the Mutual Broadcasting System, has been named conductor of Mendelssohn Glee Club of New York. . . . The Ernest Bloch Society is planning a series of music festivals featuring the works of the composer for next fall. Bloch's only opera, "Macbeth," will be given its American premiere.

Mercury Records has signed Rafael Duizan, concertmaster of the Minneapolis Orchestra, for solo recordings. His partner at the piano will be John Simms, also signed by the label.

FUTURES ...

Vox will soon release the first of three LP's featuring pianist Alexander Borovsky in readings of all 19 Liszt Hungarian Rhapsodies. . . . In September Mercury will issue several new "Olympian" series LP's. Conductor Antal Dorati and the Minneapolis Orchestra will be heard in a performance of Berlioz' "Symphonie Fantastique," and Paul Paray and the Detroit Symphony in a new French package grouping Ravel's "La Valse," Faur's "Pavane" and Franck's "Psyche."

Chamber music releases scheduled by M-G-M include a performance of Schubert's "Trout" Quintet played by pianist Menahem Pressler and members of the Guilet Quartet. Another couples quartets by Shostakovich and Prokofiev.

Gloaming," "Annie Laurie," etc. Easy listening, to be sure, but also a sound that hi-fi bugs might like to test on their equipment.

Jazz

JAM SESSION NO. 5 ... 72 (1-12")
Clef MGC 4005

There is much here to intrigue jazz fans of all varieties. The musicians range from the modernists to those more readily identified with the swing era. The solos vary just as greatly. The tempo is best described as slow and rocking. Each side is but a single tune in many choruses. And what better group than Hodges, Hampton, Eldridge, Phillips, Peterson, Jacquet, Rich and Brown. The performances range from ordinary to great—but the feeling so well transmitted is exactly that of a jam session. For many this may be the best in the series of "Jam Session" sets. Sides are the rocking "Rose Room" and the frantic "Jammin' for Clef."

THE DAVE PELL OCTET ... 73
Rodgers and Hart Tunes Seldom Heard (1-12")
Trend TL 1501

Since the label has been successful with both the Pell group and packages devoted to specific composers it follows that this one, too, should sell nicely. The men are from the Les Brown band and the arrangements are by such as Wes Hensel, Johnny Mandel, Marty Paich and Shorty Rogers. (Continued on page 38)

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. THE STUDENT PRINCE—Mario Lanza... RCA Victor LM 1837
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" ... RCA Victor LPT 3057
3. MUSIC FOR LOVERS ONLY—Jackie Gleason ... Capitol H 352
4. THE GLENN MILLER STORY—Sound Track ... Decca DL 5519
5. THE PAJAMA GAME—Original Cast ... Columbia ML 4840
6. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason ... Capitol W 509
7. SWING EASY—Frank Sinatra ... Capitol H 528
8. SONGS FOR YOUNG LOVERS—Frank Sinatra ... Capitol H 488
9. PARDON MY BLOOPER—Kermit Schafer ... Jubilee LP 2
10. ROSE MARIE—Ann Blyth, Howard Keel ... M-G-M E 229
11. MUSIC TO MAKE YOU MISTY—Jackie Gleason ... Capitol H 455
12. 10th ANNIVERSARY—Nat (King) Cole ... Capitol W 514
13. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track ... M-G-M E 244
14. VOICES IN MODERN—Four Freshmen ... Capitol H 522
15. MUSIC FOR DINING—Melachrino Strings ... RCA Victor LPM 1000

EP'S

- 1. THE STUDENT PRINCE—Mario Lanza... RCA Victor ERB 1837
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" ... RCA Victor EPBT 3057
3. MUSIC FOR LOVERS ONLY—Jackie Gleason ... Capitol EBF 352
4. THE GLENN MILLER STORY—Sound Track ... Decca ED 2124-5
5. THE PAJAMA GAME—Original Cast ... Columbia A 1098
6. SONGS FOR YOUNG LOVERS—Frank Sinatra ... Capitol EBF 488
7. PARDON MY BLOOPER—Kermit Schafer ... Jubilee EP 5011
8. ROSE MARIE—Ann Blyth, Howard Keel ... M-G-M X 229
9. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason ... Capitol EAP 509
10. SWING EASY—Frank Sinatra ... Capitol EBF 528
11. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track ... M-G-M X 244
12. MUSIC TO MAKE YOU MISTY—Jackie Gleason ... Capitol EBF 455
13. LIBERACE BY CANDLELIGHT ... Columbia B 336
14. THAT BAD EARTHA—Eartha Kitt ... RCA Victor EPB 3187
15. TAWNY—Jackie Gleason ... Capitol EBF 471

"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. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) ... Capitol P 8271
2. DUKAS: SORCERER'S APPRENTICE, ETC.—Detroit Symphony (Paray) ... Mercury 50035
3. PAGANINI RECITAL—Ruggiero Ricci ... London LL 1005
4. KODALY: PEACOCK VARIATIONS; BARTOK: MIRACULOUS MANDARIN SUITE—Chicago Symphony (Dorati) ... Mercury 50038
5. SAINT-SAENS: CARNIVAL OF THE ANIMALS; IBERT: DIVERTISSEMENT—Concert Arts Orchestra (Slatkin) ... Capitol P 8720

Reviews and Ratings of New Classical Releases

RICHARD STRAUSS: SALOME (COMPLETE) (2-12")—Christel Goltz, Julius Patzak; Vienna Philharmonic; Clemens Krauss, Cond. London LL 1038-9 ... 82

This is the "Salome" that's likely to pull most of the action from here on. The difficult score is glowingly presented by the late Krauss, with the horror of the action projected with stunning dramatic impact. Miss Goltz in the title role is outstanding; it is a role she will perform at the Metropolitan this year with all attendant publicity. But other soloists are not to be outdone in a recording that's remarkable for its sustained excellence. Good sales on this one for an extended period.

MOZART: SYMPHONIES NOS. 25 (K. 183), 29 (K. 201) AND 33 (K. 319) (1-12")—Vienna State Philharmonia; Jonel Perlea, Cond. Vox PL 8750 ... 75

There's just under a full hour of music on this disk, a bargain for its generous coupling and the beautiful performances awarded the relatively unfamiliar Mozart. What is immediately evident, tho, is the rare presence and glowing orchestral tone the engineers have captured. This has a live and delicious sound that has a pleasure all its own. A recorded treat that can be recommended without hesitation to collectors both new and experienced.

HAYDN: THREE STRINGS TRIOS, OP. 53; C. H. WILTON: THREE STRING TRIOS (1-12")—Poungnet, Riddle and Pini. Westminster WL 5296 ... 69

A first recording of the appealing Haydn works, admirably played by the violin, viola and cello team. This is music anyone will enjoy. The Wilton set is a genuine novelty. A perhaps justly neglected 18th Century composer, his contribution to the LP catalog here will be of interest to the inveterate collector, altho even the latter is not likely to listen to the slight scores more than once. Marketed properly for the Haydn, the set can be moved in comfortable quantities to chamber music enthusiasts.

MOZART: STRING QUARTETS IN B FLAT (K. 589) AND G (K. 387) (1-12")—Barylli Quartet. Westminster WL 5265 ... 68

The only disk available coupling these two quartets, it demonstrates again the solid Barylli musicianship. But the dry tone the group effects is not universally appreciated. The LP should do fairly well, perhaps best among Barylli rather than Mozart collectors.

SPAIN: MUSIC BY GRANADOS AND ALBENIZ (1-10")—Buenos Aires Concert Orchestra; Guillermo Cases, Cond. Tempo TT 2256 ... 52

Three short selections; by each composer played adequately by the ork. Okay as background music. Pressed on cherry red vinyl, the appearance of the package is further enhanced by a fine reproduction of a bull fight scene on the cover.

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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

The inter-relation of motion pictures and records has rarely been highlighted as well as the current sales history of the Don Cornell Coral etching of "Hold My Hand." Listed as a "Best Buy" this week, the record has taken many weeks to reach true commercial stature. But the opening of the film "Susan Slept Here" has kicked off the disk in almost every city in which the film has played. Other prime ex-



AMES BROTHERS

amples of the disk-movie tie-up have been Mario Lanza's "Student Prince" album and, of course, such click records as "Moulin Rouge," "Ruby" and "Anna." Meanwhile, a disk "spotlighted"



DON CORNELL

last week, the Ames Brothers' "Hopelessly" and "One More Time," points up the constant problem facing an artists and repertoire exec—finding material suited to specific talent and aimed at as broad a market as possible. The Ames Brothers have clicked with both ballads and rhythm songs. Their latest record couples one of each and sets its sights at the market for love songs and the market for zingy ditties. Now it's up to the public; it will pick the winner, as usual.

## Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Hey, There.....	2	7
2. High and the Mighty..	1	5
3. Little Shoemaker.....	4	7
4. Sh-Boom.....	8	7
5. In the Chapel in the Moonlight.....	5	6
6. Three Coins in the Fountain.....	5	15
7. Little Things Mean a Lot.....	3	18
8. Hernando's Hideaway..	7	13
9. Goodnight, Sweetheart, Goodnight.....	9	6
10. I'm a Fool to Care.....	12	4
11. Happy Wanderer.....	10	17
12. Joey.....	11	6
13. They Were Doing the Mambo.....	—	1
14. This Ole House.....	14	2
15. Money Burns a Hole in My Pocket.....	—	1

# HONOR ROLL OF HITS



## The Nation's Top Tunes

For survey week ending August 25

This Week	Last Week	Weeks on Chart
<b>1. Sh-Boom</b> 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: L. McAuliffe, Col; B. Williams, Coral 61212; B. Williamson, V 20-5799.	1	9
<b>2. Hey, There</b> By Richard Adler-Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORD: R. Clooney, Col 40266. OTHER RECORDS AVAILABLE: S. Davis Jr., Dec 29199; D. Hawkins, Epic 9049; J. Raitt, Col 1098; J. Ray, Col 40224.	2	7
<b>3. Little Shoemaker</b> 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.	3	10
<b>4. High and the Mighty</b> By Ned Washington and Dimitri Tiomkin—Published by Witmark (ASCAP) BEST SELLING RECORDS: L. Baxter, Cap 2845; L. Holmes, M-G-M 11671; V. Young, Dec 29203; J. Desmond, Coral 61204. OTHER RECORDS AVAILABLE: G. Auld, Coral 61205; R. Hayman, Mercury 70426; P. Prado, V 20-5839; D. Tiomkin, Coral 61211.	5	6
<b>5. Little Things Mean a Lot</b> By Edith Linderman, Carl Stutz—Published by Feist (ASCAP) BEST SELLING RECORD: K. Kallen, Dec 29037. OTHER RECORDS AVAILABLE: T. De Simone, Epic 9059; Dominoes, King 1368; H. Forrest, Bell 1046; D. Jacobs, Coral 61180; B. Reading, Groove 0022.	4	19
<b>6. In the Chapel in the Moonlight</b> By Billy Hill—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: K. Kallen, Dec 29130. OTHER RECORDS AVAILABLE: Belmonte Ork, Col 40283; Orioles, Jubilee 5154.	6	7
<b>7. Three Coins in the Fountain</b> By June Styne, Sammy Cann—Published by Robbins (ASCAP) BEST SELLING RECORDS: Four Aces, Dec 29123; F. Sinatra, Cap 2816. OTHER RECORDS AVAILABLE: I. Arden, Col 40225; Dominoes, King 8474; Tommy & Jimmy Dorsey, Bell 1044; J. La Rosa, Cadence 1240; W. Manone, Col 40301; D. Shore, V 20-5755; E. Smith, Dec 29186; M. Stevens, M-G-M 11724.	7	16
<b>8. Goodnight, Sweetheart, Goodnight</b> By J. Hudson-J. Bracken—Published by Arc (BMI) BEST SELLING RECORDS: McGuire Sisters, Coral 61187; Spaniels, Vee Jay 107; S. Gale, V 20-5746. OTHER RECORDS AVAILABLE: Johnnie & Jack, V 20-5775; G. Mana and C. Rays, Jubilee 5142; E. M. Morse, Cap 2800.	9	8
<b>9. Hernando's Hideaway</b> By Richard Adler-Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORD: A. Bleyer, Cadence 1241. OTHER RECORDS AVAILABLE: D. Hawkins, Epic 9049; R. Hayman, Mercury 70387; Homer & Jehro, V 20-5788; M. Katz, Cap 2863; G. Lombardo, Dec 29173; B. May, Cap 2840; A. Notman, Bell 1047; J. Ray, Col 40224; I. Rodriguez, V 20-5759; E. Smith, Dec 29186.	8	15
<b>10. I'm a Fool to Care</b> By Ted Dattian—Published by Peer (BMI) BEST SELLING RECORD: L. Paul & M. Ford, Cap 2839. OTHER RECORDS AVAILABLE: G. Aury, Col 21280; S. Smith, Coast 9006; B. Walker, Col 21290.	10	7
<b>10. Skokiaan</b> By August Maarwigwa—Published by Shapiro-Bernstein BEST SELLING RECORDS: R. Marterie, Mercury 70432; Bulawayo Sweet Rhythm Boys, London 1491; Four Lads, Col 40306. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2896; P. Prado, V 20-5839.	14	2

## Second Ten

12. THIS OLE HOUSE.....	11	4
13. THEY WERE DOING THE MAMBO.....	14	3
14. HAPPY WANDERER.....	13	18
15. I UNDERSTAND JUST HOW YOU FEEL.....	12	15
16. I CRIED.....	18	2
18. CINNAMON SINNER.....	16	4
18. JOEY.....	17	6
20. CRAZY 'BOUT YOU, BABY.....	18	16

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. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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 . . . . .	22	Country & Western . . . . .	29
Packaged Records, Popular . . . . .	19	Rhythm & Blues . . . . .	32
Packaged Records, Classical . . . . .	19	Other Categories . . . . .	33

## 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

Goodnight, Sweetheart, Goodnight (R)—Arc—BMI	
Greatest Feeling in the World (R)—Spier—ASCAP	
Green Years (R)—Harms—ASCAP	
Happy Days and Lonely Nights (R)—Advanced—ASCAP	
Happy Wanderer (R)—Fox—ASCAP	
Heaven Was Never Like This (R)—Famous—ASCAP	
Hernando's Hideaway (R) (M)—Frank—ASCAP	
Hey! There (R) (M)—Frank—ASCAP	
High and the Mighty (R) (F)—Witmark—ASCAP	
Hit and Run Affair (R)—Duchess—BMI	
I Need You Now (R)—Miller—ASCAP	
I Understand Just How You Feel (R)—Jubilee—ASCAP	
If I Didn't Care (R)—Chappell—ASCAP	
If I Give My Heart to You (R)—Miller—ASCAP	
If You Love Me (Really Love Me) (R)—Duchess—BMI	
I'm a Fool to Care (R)—Peer—BMI	
In a Garden of Roses (R)—Goday—BMI	
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP	
Little Shoemaker (R)—Bourne—ASCAP	
Little Things Mean a Lot (R)—Feist—ASCAP	
Lonesome Polecat (R)—Robbins—ASCAP	
Magic Tango (R)—Chappell—ASCAP	
Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP	
Man That Got Away (R) (F)—Harwin—ASCAP	
Sh-Boom (R)—Hill & Range—BMI	
Skokiaan (R)—Shapiro-Bernstein—ASCAP	
Smile (R)—Bourne—ASCAP	
Sway (R)—Peer—BMI	
That's What I Like (R)—Chappell—ASCAP	
There Never Was a Night So Beautiful (R)—Broadcast—BMI	
They Were Doin' the Mambo (R)—Mayfair—ASCAP	
Three Coins in the Fountain (R) (F)—Witmark—ASCAP	

### Television

Bella, Bella, Bella (R)—Pincus—ASCAP	
Burn 'Em Up (R)—Acuff-Rose—BMI	
Goodnight, Sweetheart, Goodnight (R)—Arc—BMI	
Happy Wanderer (R)—Fox—ASCAP	
Hernando's Hideaway (R) (M)—Frank—ASCAP	
Hey! There (R) (M)—Frank—ASCAP	
High and the Mighty (R) (F)—Witmark—ASCAP	
Hit and Run Affair (R)—Duchess—BMI	
Huckle Buck (R)—United—ASCAP	
I Need You Now (R)—Miller—ASCAP	
If I Give My Heart to You—Miller—ASCAP	
If You Love Me (Really Love Me) (R)—Duchess—BMI	
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP	
Israel (R)—Goldmine—ASCAP	
Little Shoemaker (R)—Bourne—ASCAP	
Little Things Mean a Lot (R)—Feist—ASCAP	
Lost in Loveliness (R) (M)—Chappell—ASCAP	
Man That Got Away (R) (F)—Harwin—ASCAP	
Mink Smink (R)—Young—ASCAP	
Rendezvous (R)—Bregman, Vocco & Conn—ASCAP	
Sh-Boom (R)—Hill & Range—BMI	
Skokiaan (R)—Shapiro-Bernstein—ASCAP	
Somebody Goofed (R)—Spier—ASCAP	
Steam Heat (R) (M)—Frank—ASCAP	
Stranger in Paradise (R) (M)—Frank—ASCAP	
There Never Was a Night So Beautiful (R)—Broadcast—BMI	
This Ole House (R)—Hamblen—BMI	
Three Coins in the Fountain (R)—Robbins—ASCAP	
To Every Boy, To Every Girl (R)—Goday—ASCAP	
Woman (R)—Studio—BMI	

## England's Top Twenty

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

Little Things Mean a Lot—Robbins (Feist)  
 Cara Mia—Robbins (Feist)  
 Three Coins in the Fountain—Feist (Robbins)  
 Happy Wanderer—Bosworth (Fox)  
 Little Shoemaker—Bourne (Bourne)  
 Wanted—Harms, Connelly (Witmark)  
 Gilly Gilly Ossenfeffer Katzenellen Bogen - by the Sea—Spier (Beaver)  
 Never Never Land—Keith Prowse, Ltd. (Pickwick)  
 My Friend—Chappell (Paxton)  
 Story of Tina—Macmelodies (Maurice)  
 Idle Gossip—Bron (Redd Evans)  
 Secret Love—Harms, Connelly (Remick)  
 Heart of My Heart—Francis Day (Robbins)  
 Friends and Neighbors—Michael Reine (Ross Jungnickel)  
 Oh! Baby Mine—Edwin H. Morris Co., Ltd. (Melrose)  
 Young at Heart—Victoria (Sunbeam)  
 Smile—Bourne (Bourne)  
 West of Zanzibar—Jumbo (Bluebird)  
 Don't Laugh at Me (Cause I'm a Fool)—David Toff (Leeds)  
 The Black Hills of Dakota—Harms, Connelly (Remick)

*A Sensational New Quartet  
in a Sensational Record Debut!*



**the  
four  
coins**



**WE'LL BE  
MARRIED**

*(In the Church in the Wildwood)*

*and*

**ONCE  
MORE**



Orchestra under the  
direction of Don Costa

78 rpm 9074 • 45 rpm 4-9074

# The Billboard Music Popularity Charts

# POPULAR RECORDS

## • Best Sellers in Stores

For survey week ending August 25

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		9	SH-BOOM—Crew Cuts	Mercury 70404—BMI
2		8	HEY, THERE—R. Clooney	Col 40266—ASCAP
3		10	LITTLE SHOEMAKER—Gaylords	Mecque, Mecque—Mercury 70403—ASCAP
4		21	LITTLE THINGS MEAN A LOT—K. Kallen	Dec 29037—ASCAP
5		8	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	Dec 29130—ASCAP
6	11	5	HIGH AND THE MIGHTY—V. Young	Dec 29203—ASCAP
7	18	2	SKOKIAAN—R. Marterie	Mercury 70432—ASCAP
8	10	5	THIS OLE HOUSE—R. Clooney	Col 40266—BMI
9	6	6	HIGH AND THE MIGHTY—L. Baxter	Cap 2845—ASCAP
10		10	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters	Coral 61187—BMI
11	9	6	HIGH AND THE MIGHTY—L. Holmes	M-G-M 11761—ASCAP
12		8	I'M A FOOL TO CARE—L. Paul & M. Ford	Cap 2839—BMI
13	7	15	HERNANDO'S HIDEAWAY—A. Bleyer	Cadence 1241—ASCAP
14		5	THEY WERE DOING THE MAMBO—V. Monroe	V 20-5767—ASCAP
15		1	SKOKIAAN—Four Lads	Col 40306—ASCAP
16	20	3	HEY, THERE—S. Davis Jr.	Dec 29199—ASCAP
17		10	SH-BOOM—Chords	Cat 104—BMI
18	21	4	WHAT A DREAM—P. Page	Mercury 70416—BMI
19		8	LITTLE SHOEMAKER—H. Winterhalter	V 20-5769—ASCAP
20		16	THREE COINS IN THE FOUNTAIN—Four Aces	Dec 29123—ASCAP
21		2	SKOKIAAN—Bulawayo Sweet Rhythm Boys	London 1491—ASCAP
22		3	SHAKE, RATTLE AND ROLL—B. Haley	ABC Boogie—Dec 29204—BMI
23		1	I NEED YOU NOW—E. Fisher	V 5830—ASCAP
24		15	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	Jubilee 5132—ASCAP
25		7	SWAY—D. Martin	Cap 2818—BMI
26		18	CRAZY 'BOUT YOU, BABY—Crew Cuts	Mercury 70341—BMI
27		5	CINNAMON SINNER—T. Bennett	Col 40272—BMI
27		19	HAPPY WANDERER—F. Weir	London 1448—ASCAP
29		1	IF I GIVE MY HEART TO YOU—D. Lor	Majar 27—ASCAP
30		3	CARA MIA—D. Whitfield	London 1486—ASCAP

## • This Week's Best Buys

SKOKIAAN (Shapiro-Bernstein, ASCAP)—The Four Lads—Columbia 40306

Tho the London and Mercury instrumental versions of this tune, previously picked as "Best Buys," are continuing to climb in the charts, this vocal version made such an impressive showing this past week that it also must be reckoned a potential leader. The disk zoomed into the No. 15 position on the national retail list and is to be found on numerous territorial charts. Flip is "Why Should I Love You?" (Nu Way, BMI). A previous Billboard "Spotlight" pick.

HOLD MY HAND (Raphael, ASCAP) — Don Cornell—Coral 61206

This disk has been available almost two months, but only now that the flick "Susan Slept Here" (in which the record is to be heard) is getting widely exhibited around the country, is it shaping up as a hit of possibly big proportions. Dealers report that showing of the movie immediately sets off a buying splurge. Los Angeles, Chicago, New York, Buffalo, Philadelphia and Atlanta were among the first cities to be able to cash in on this situation. Smaller

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

cities thruout the South and Middle West are now also beginning to observe the same thing. Flip is "I'm Blessed" (Vim, ASCAP).

MOOD INDIGO — Norman Petty Trio — "X" 0040

Originally issued on the Nor Va Jak label, this recording stirred up considerable excitement in the Middle West. Now on Label "X," sales are still strong in Detroit, Cleveland, Chicago and Milwaukee. Enjoying considerable air play and intensive promotion thruout the country in the past two weeks, the record seems ready to break nationally. Flip is "Petty's Little Polka."

RAIN, RAIN, RAIN (Maple Leaf, BMI) — Frankie Laine—Columbia 40295

In the two weeks that this disk has been generally available, it has moved at a brisk pace and has achieved a good spread of highly favorable sales reports. It is now rated good or strong in Boston, Providence, Philadelphia, Buffalo, Cleveland, Chicago, Detroit, Milwaukee, St. Louis and Los Angeles. Flip is "Your Heart, My Heart" (ABC, ASCAP). A previous Billboard "Spotlight" pick.

## • Most Played in Juke Boxes

For survey week ending August 25

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		7	SH-BOOM—Crew Cuts	Mercury 70404—BMI
2		17	LITTLE THINGS MEAN A LOT—K. Kallen	Dec 29037—ASCAP
3		5	HEY, THERE—R. Clooney	Col 40266—ASCAP
4		8	LITTLE SHOEMAKER—Gaylords	Mecque, Mecque—Mercury 70403—ASCAP
5		16	THREE COINS IN THE FOUNTAIN—Four Aces	Dec 29123—ASCAP
6		6	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	Dec 29130—ASCAP
7		4	THIS OLE HOUSE—R. Clooney	Col 40266—BMI
8		14	HERNANDO'S HIDEAWAY—A. Bleyer	Cadence 1241—ASCAP
9		6	I'M A FOOL TO CARE—L. Paul & M. Ford	Cap 2839—BMI
10		6	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters	Coral 61187—BMI
11		8	SH-BOOM—Chords	Cat 104—BMI
12		13	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	Jubilee 5132—ASCAP
13		3	I CRIED—P. Page	Mercury 70416—ASCAP
14		3	THEY WERE DOING THE MAMBO—V. Monroe	V 20-5767—ASCAP
15		12	CRAZY 'BOUT YOU, BABY—Crew Cuts	Mercury 70341—BMI
15		2	HIGH AND THE MIGHTY—V. Young	Dec 29203—ASCAP
17		1	DREAM—Four Aces	Dec 29217—ASCAP
18		8	LITTLE SHOEMAKER—H. Winterhalter	V 20-5769—ASCAP
19		1	SKOKIAAN—R. Marterie	Mercury 70432—ASCAP
20		1	I NEED YOU NOW—E. Fisher	V 5830—ASCAP
20		2	IF I DIDN'T CARE—Hilltoppers	Dot 15220—ASCAP
20		17	HAPPY WANDERER—F. Weir	London 1448—ASCAP

## • Most Played by Jockeys

For survey week ending August 25

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		9	SH-BOOM—Crew Cuts	Mercury 70404—BMI
2		7	HEY, THERE—R. Clooney	Col 40266—ASCAP
3		21	LITTLE THINGS MEAN A LOT—K. Kallen	Dec 29037—ASCAP
4		10	LITTLE SHOEMAKER—Gaylords	Mecque, Mecque—Mercury 70403—ASCAP
5		8	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	Dec 29130—ASCAP
6		5	HIGH AND THE MIGHTY—L. Baxter	Cap 2845—ASCAP
7		8	I'M A FOOL TO CARE—L. Paul & M. Ford	Cap 2839—BMI
8		3	CINNAMON SINNER—T. Bennett	Col 40272—BMI
9		2	SKOKIAAN—R. Marterie	Mercury 70432—ASCAP
10		8	LITTLE SHOEMAKER—H. Winterhalter	V 20-5769—ASCAP
11		3	HIGH AND THE MIGHTY—L. Holmes	M-G-M 11761—ASCAP
12		5	THIS OLE HOUSE—R. Clooney	Col 40266—BMI
13		16	HERNANDO'S HIDEAWAY—A. Bleyer	Cadence 1241—ASCAP
13		6	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters	Coral 61187—BMI
15		3	THEY WERE DOING THE MAMBO—V. Monroe	V 20-5767—ASCAP
16		2	WHAT A DREAM—P. Page	Mercury 70416—BMI
17		5	SH-BOOM—Chords	Cat 104—BMI
18		13	THREE COINS IN THE FOUNTAIN—F. Sinatra	Cap 2816—ASCAP
18		3	HIGH AND THE MIGHTY—V. Young	Dec 29203—ASCAP
20		16	THREE COINS IN THE FOUNTAIN—Four Aces	Dec 29123—ASCAP

**Vocal or Instrumental?**  
**Now BOTH on ONE Exciting Record!**

**SKOKIAAN\***

**BACKED BY**

**SKOKIAAN\*\***

**\* TED HEATH**  
**AND HIS MUSIC**  
**(INSTRUMENTAL)**

One of the world's greatest bands  
 in a sensational  
 instrumental interpretation.

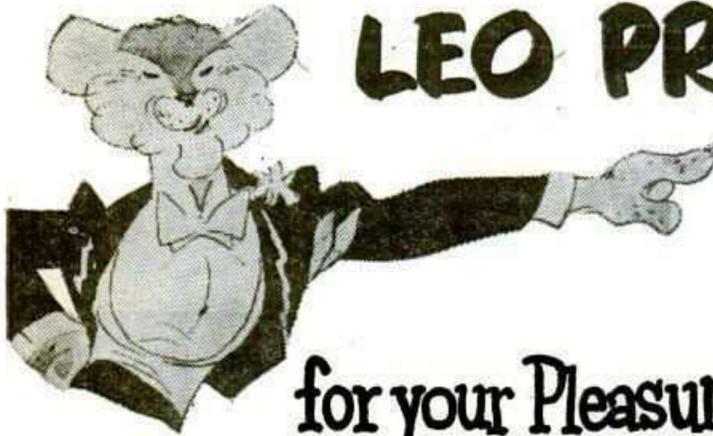
**\*\* JOHNSTON BROS.**  
**(VOCAL)**

A fabulous vocal rendition by the  
 "Crystal Ball" group.

**DON'T FORGET THE ORIGINAL!**  
**SKOKIAAN**  
 backed by **IN THE MOOD** 1491 and 45-1491  
**BULAWAYO SWEET RHYTHMS BAND**



**London** ffrr   
**RECORDS**



# LEO PRESENTS M-G-M HITS

for your Pleasure and Profit

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Territorial Best Sellers

For survey week ending August 25

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

#### Atlanta

1. Hey, There, R. Clooney, Col.
2. High and the Mighty, L. Baxter, Cap.
3. In the Chapel in the Moonlight, K. Kallen, Dec.
4. Sh-Boom, Crew Cuts, Mer.
5. They Were Doing the Mambo, V. Monroe, V.
6. I'm a Fool to Care, L. Paul & M. Ford, Cap.
7. Little Shoemaker, H. Winterhalter, V.
8. Skokiaan, Bulawayo Sweet Rhythm Boys, Lon.

#### Balti.-Wash.

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Skokiaan, R. Marterrie, Mer.
4. High and the Mighty, V. Young, Dec.
5. Little Things Mean a Lot, K. Kallen, Dec.
6. Little Shoemaker, Gaylords, Mer.
7. Goodnight, Sweetheart, Goodnight, H. Winterhalter, V.
8. Little Shoemaker, H. Winterhalter, V.
9. In the Chapel in the Moonlight, K. Kallen, Dec.
10. Cara Mia, D. Whitfield, Lon.

#### Boston

1. Skokiaan, Four Lads, Col.
2. High and the Mighty, L. Holmes, M-G-M
3. I Need You Now, E. Fisher, V.
4. Little Things Mean a Lot, K. Kallen, Dec.
5. Cinnamon Sinner, T. Bennett, Col.
6. Hey, There, R. Clooney, Col.
7. Little Shoemaker, Gaylords, Mer.
8. I'm a Fool to Care, L. Paul & M. Ford, Cap.
9. In the Chapel in the Moonlight, K. Kallen, Dec.
10. Hey, There, S. Davis, Jr., Dec.

#### Buffalo

1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. Hold My Hand, D. Cornell, Cor.
4. Hey, There, S. Davis Jr., Dec.
5. Hernando's Hideaway, A. Bleyer, Cdc.
6. Hey, There, R. Clooney, Col.

#### Chicago

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. Skokiaan, R. Marterrie, Mer.
4. Skokiaan, Bulawayo Sweet Rhythm Boys, Lon.
5. High and the Mighty, J. Desmond, Cor.
6. If I Give My Heart to You, D. Lor, Mjr.
7. Little Shoemaker, Gaylords, Mer.
8. In the Chapel in the Moonlight, K. Kallen, Dec.
9. They Were Doing the Mambo, V. Monroe, V.
10. Shake, Rattle and Roll, B. Haley, Dec.

#### Cincinnati

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. Little Shoemaker, Gaylords, Mer.
4. High and the Mighty, V. Young, Dec.
5. In the Chapel in the Moonlight, K. Kallen, Dec.
6. Skokiaan, Four Lads, Col.
7. Little Things Mean a Lot, K. Kallen, Dec.
8. What a Dream, P. Page, Mer.
9. Dream, Four Aces, Dec.
10. Shake, Rattle and Roll, B. Haley, Dec.

#### Cleveland

1. Little Shoemaker, Gaylords, Mer.
2. Shake, Rattle and Roll, B. Haley, Dec.
3. Sh-Boom, Crew Cuts, Mer.
4. Hey, There, R. Clooney, Col.
5. Skokiaan, R. Marterrie, Mer.
6. Cara Mia, D. Whitfield, Lon.
7. High and the Mighty, L. Holmes, M-G-M
8. Skokiaan, Four Lads, Col.
9. Dream, Four Aces, Dec.
10. In the Chapel in the Moonlight, K. Kallen, Dec.

#### Dallas-Fort Worth

1. High and the Mighty, V. Young, Dec.
2. Skokiaan, R. Anthony, Cap.
3. Little Shoemaker, H. Winterhalter, V.
4. This Ole House, R. Clooney, Col.
5. Little Things Mean a Lot, K. Kallen, Dec.
6. Hey, There, R. Clooney, Col.

#### Denver

1. Little Shoemaker, Gaylords, Mer.
2. Sh-Boom, Crew Cuts, Mer.
3. Hey, There, R. Clooney, Col.
4. High and the Mighty, L. Baxter, Cap.
5. Skokiaan, R. Marterrie, Mer.
6. This Ole House, R. Clooney, Col.

#### Detroit

1. Skokiaan, R. Marterrie, Mer.
2. Hey, There, R. Clooney, Col.
3. Mood Indigo, N. Petty Trio, X
4. They Were Doing the Mambo, V. Monroe, V.
5. Cara Mia, D. Whitfield, Lon.
6. What a Dream, P. Page, Mer.
7. Little Things Mean a Lot, K. Kallen, Dec.
8. Magle Tango, H. Winterhalter, V.
9. In the Chapel in the Moonlight, K. Kallen, Dec.
10. Sh-Boom, Crew Cuts, Mer.

#### Kansas City

1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. High and the Mighty, V. Young, Dec.
4. Hey, There, R. Clooney, Col.
5. Little Things Mean a Lot, K. Kallen, Dec.
6. I Cried, P. Page, Mer.
7. This Ole House, R. Clooney, Col.
8. Hey, There, S. Davis Jr., Dec.

#### Los Angeles

1. Sh-Boom, Chords, Cat
2. High and the Mighty, V. Young, Dec.
3. Little Shoemaker, Gaylords, Mer.
4. Hey, There, S. Davis Jr., Dec.
5. Little Things Mean a Lot, K. Kallen, Dec.
6. Hey, There, R. Clooney, Col.
7. Hernando's Hideaway, A. Bleyer, Cdc.
8. Hold My Hand, D. Cornell, Cor.
9. I Need You Now, E. Fisher, V.
10. Sway, D. Martin, Cap.

#### Milwaukee

1. Hey, There, R. Clooney, Col.
2. Little Shoemaker, Gaylords, Mer.
3. Skokiaan, Four Lads, Col.
4. Sh-Boom, Crew Cuts, Mer.
5. Skokiaan, R. Marterrie, Mer.
6. Whispering, P. Whiteman, Cor.
7. In the Chapel in the Moonlight, K. Kallen, Dec.
8. Gal That Got Away, F. Sinatra, Cap.

#### Minn.-St. Paul

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. This Ole House, R. Clooney, Col.
4. Little Shoemaker, Gaylords, Mer.
5. Cinnamon Sinner, T. Bennett, Col.
6. Goodnight, Sweetheart, Goodnight, McGuire, Sisters, Cor.
7. Skokiaan, Bulawayo Sweet Rhythm Boys, Lon.
8. Skokiaan, R. Marterrie, Mer.
9. In the Chapel in the Moonlight, K. Kallen, Dec.
10. High and the Mighty, V. Young, Dec.

#### New Orleans

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. Little Things Mean a Lot, K. Kallen, Dec.
4. What a Dream, P. Page, Mer.
5. High and the Mighty, V. Young, Dec.
6. In the Chapel in the Moonlight, K. Kallen, Dec.
7. Cinnamon Sinner, T. Bennett, Col.
8. Goodnight, Sweetheart, Goodnight, McGuire, Sisters, Cor.
9. Hernando's Hideaway, A. Bleyer, Cdc.
10. Little Shoemaker, Gaylords, Mer.

#### New York

1. Hey, There, R. Clooney, Col.
2. Little Things Mean a Lot, K. Kallen, Dec.
3. Sh-Boom, Crew Cuts, Mer.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. Little Shoemaker, Gaylords, Mer.
6. High and the Mighty, L. Holmes, M-G-M
7. Hey, There, S. Davis Jr., Dec.
8. Skokiaan, Four Lads, Col.
9. They Were Doing the Mambo, V. Monroe, V.
10. Goodnight, Sweetheart, Goodnight, McGuire, Sisters, Cor.

#### Philadelphia

1. High and the Mighty, L. Holmes, M-G-M
2. Hey, There, R. Clooney, Col.
3. If I Give My Heart to You, D. Lor, Mjr.
4. Sh-Boom, Crew Cuts, Mer.
5. Hey, There, S. Davis Jr., Dec.
6. Hernando's Hideaway, A. Bleyer, Cdc.
7. In the Chapel in the Moonlight, K. Kallen, Dec.
8. Little Shoemaker, Gaylords, Mer.
9. Shake, Rattle and Roll, B. Haley, Dec.
10. Skokiaan, Four Lads, Col.

(Continued on page 26)

#### SENSATIONAL SINGERS

**BILLY ECKSTINE**  
**NO ONE BUT YOU** | SEEBREEZE  
MGM 11712 78 rpm • K 11712 45 rpm

**JONI JAMES**  
**IN A GARDEN OF ROSES** | EVERY DAY  
MGM 11753 78 rpm • K 11753 45 rpm

**BETTY MADIGAN**  
**JOEY** | AND SO I WALKED HOME  
MGM 11716 78 rpm • K 11716 45 rpm

**ALAN DEAN**  
**I'M LOOKING FOR SOMEONE** | LOVER'S QUARREL  
MGM 11801 78 rpm • K 11801 45 rpm

**FRAN WARREN**  
**THE MAN THAT GOT AWAY** | LOVE ME, LOVE  
MGM 11769 78 rpm • K 11769 45 rpm

**BOB STEWART**  
**THE DANCE OF THE HOURS** | SAID  
MGM 11795 78 rpm • K 11795 45 rpm

**CARLOS THOMPSON**  
**NO ONE BUT YOU** | PEDDLER MAN  
MGM 11771 78 rpm • K 11771 45 rpm

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

**VOCAL GROUPS**  
**THE VOICES THREE**  
**DEVIL LIPS** | DOES YOUR HEART BEAT FOR ME  
MGM 11793 78 rpm • K 11793 45 rpm

**THE WRIGHT BROTHERS**  
**IF I GIVE MY HEART TO YOU** | LONESOME  
MGM 11776 78 rpm • K 11776 45 rpm

**THE STUARTS**  
**HOW ABOUT ME** | GET OUT AND GET UNDER THE MOON  
MGM 11782 78 rpm • K 11782 45 rpm

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

**NOVELTIES**  
**JOE LIPMAN and his Orchestra**  
**MAMBO STOP!** | LOOKING BACK TO SEE  
(Proceed With Caution)  
MGM 11798 78 rpm • K 11798 45 rpm

**TED STRAETER and his Orchestra**  
**THE GIRL WITH A FIGURE LIKE AN HOUR GLASS** | SO MANY THINGS  
MGM 11799 78 rpm • K 11799 45 rpm

**THE NOCTURNES**  
**THE KNICKA KNACKA SONG** | WHODAT  
MGM 11783 78 rpm • K 11783 45 rpm

#### INSTRUMENTALS

**LEROY HOLMES**  
**THE HIGH AND THE MIGHTY** | Rear Window Theme  
**LISA**  
MGM 11761 78 rpm • K 11761 45 rpm

**DAVID ROSE**  
**SLEEPY LAGOON** | SATAN AND THE POLAR BEAR  
MGM 30858 78 rpm • K 30858 45 rpm

**THE ELLIOTT BROTHERS**  
**HINDUSTAN** | LONESOME POLECAT  
(From the motion picture "Seven Brides for Seven Brothers")  
MGM 11804 78 rpm • K 11804 45 rpm

**ALAN LOGAN**  
**CORSICAN DANCE** | THE CARIOCA  
MGM 11800 78 rpm • K 11800 45 rpm

**THE FRANK PETTY TRIO**  
**MR. POGO** | SUNDAY  
MGM 11809 78 rpm • K 11809 45 rpm

**DICK HYMAN TRIO**  
**UNFORGETTABLE** | OUT OF NOWHERE  
MGM 11743 78 rpm • K 11743 45 rpm

**ROBERT MAXWELL**  
**MAGIC IS THE MOONLIGHT** | TANGO TEARS  
MGM 11788 78 rpm • K 11788 45 rpm

**RHYTHM AND BLUES**  
**BABY DEE**  
**HOLD THAT LIGHT FOR ME** | DON'T LIVE LIKE THAT NO MORE  
MGM 11790 78 rpm • K 11790 45 rpm

**SAM (The Man) TAYLOR and THE CAT MEN**  
**THIS CAN'T BE LOVE** | PLEASE BE KIND  
MGM 11758 78 rpm • K 11758 45 rpm

**"COZY" COLE**  
**HOUND DOG SPECIAL** | A TERRIBLE SIGHT  
MGM 11794 78 rpm • K 11794 45 rpm

**COUNTRY AND WESTERN**  
**HANK WILLIAMS**  
**I AIN'T GOT NOthin' BUT TIME** | I'M SATISFIED WITH YOU  
MGM 11768 78 rpm • K 11768 45 rpm

**COY McDANIELS**  
**SWEET GUITAR WALTZ** | HOEDOWN  
MGM 11808 78 rpm • K 11808 45 rpm

**BILLY JACK WILLS**  
**OUT OF GAS** | I DON'T WANT TO LIVE ALONE  
MGM 11807 78 rpm • K 11807 45 rpm

**SHEB WOOLEY**  
**WHITE LIGHTNIN'** | A FOOL ABOUT YOU  
MGM 11792 78 rpm • K 11792 45 rpm

**JIM ROBERTSON**  
**HIDE A WAY LOVE** | AUTOMATIC WOMAN  
MGM 11787 78 rpm • K 11787 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

her greatest . . .

# Joni James

singing



## MAMA, DON'T CRY AT MY WEDDING



and  
**PA PA PA**

With the Ray Charles Singers  
MGM 11802 78 rpm • K 11802 45 rpm

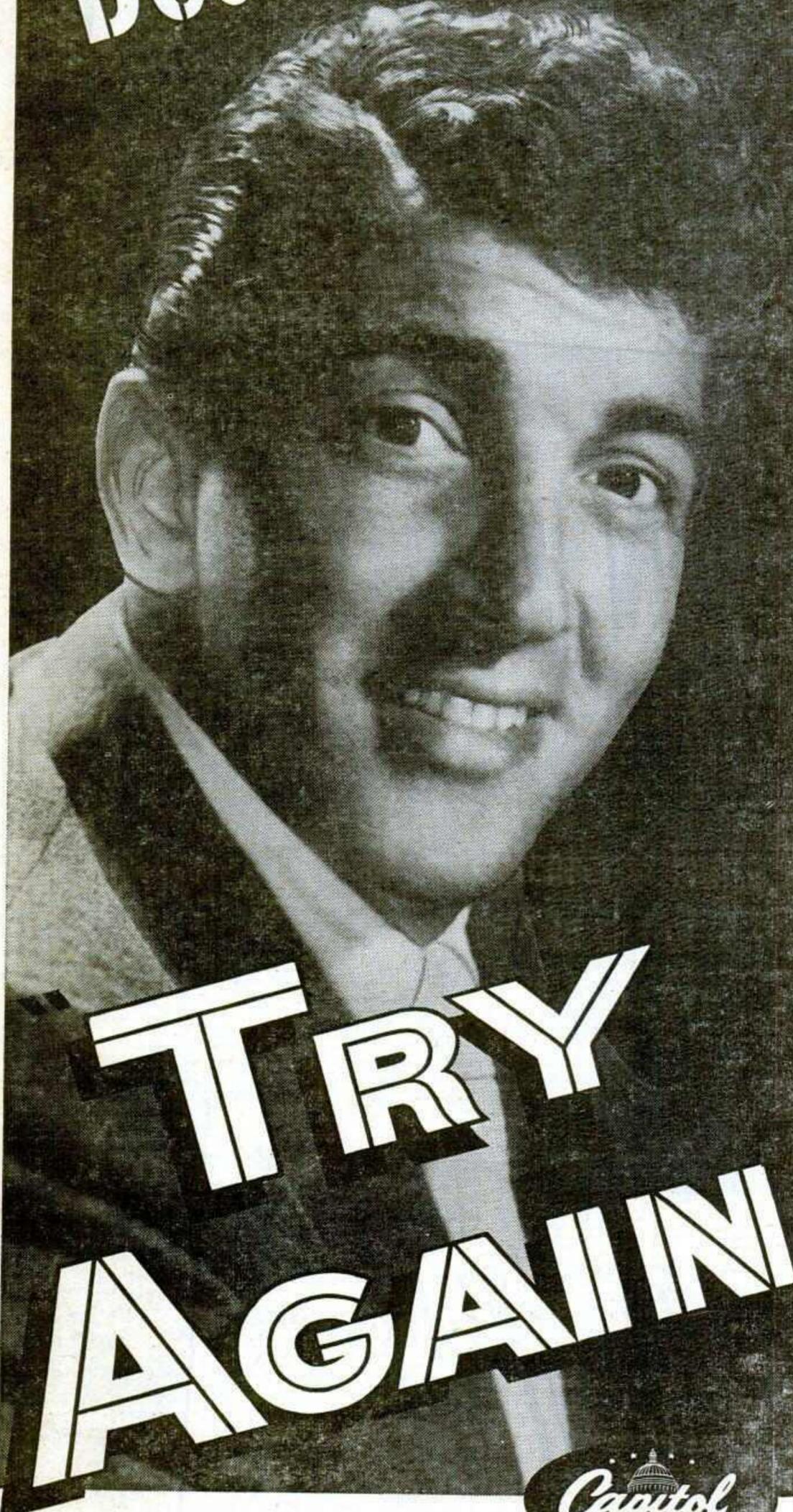
**M-G-M RECORDS**

THE GREATEST NAME  IN ENTERTAINMENT



*Just Out!*

# Dean Martin's



# TRY AGAIN



Capitol Record No. 2911

Published by BRADSHAW, INC.

9157 SUNSET BOULEVARD

HOLLYWOOD 46, CALIFORNIA

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Territorial Best Sellers

• Continued from page 24

#### Pittsburgh

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Skokiaan, R. Marterie, Mer.
4. Little Shoemaker, Gaylords, Mer.
5. I Need You Now, E. Fisher, V.
6. Cara Mia, D. Whitfield, Lon.
7. High and the Mighty, L. Baxter, Cap.
8. Skokiaan, Four Lads, Col.
9. Little Things Mean a Lot  
K. Kallen, Dec.
10. Dream, Four Aces, Dec.

#### St. Louis

1. Hey, There, R. Clooney, Col.
2. Skokiaan, R. Marterie, Mer.
3. Sh-Boom, Crew Cuts, Mer.
4. High and the Mighty, L. Baxter, Cap.
5. High and the Mighty, V. Young, Dec.
6. They Were Doing the Mambo  
V. Monroe, V.
7. In the Chapel in the Moonlight  
K. Kallen, Dec.
8. High and the Mighty, J. Desmond, Cor.
9. Magic Tango, H. Winterhalter, V.

#### San Francisco

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Sh-Boom, Chords, Cat
4. Little Shoemaker, Gaylords, Mer.
5. Hernando's Hideaway, A. Bleyer, Cdc.
6. High and the Mighty, L. Baxter, Cap.
7. High and the Mighty, L. Holmes, M-G-M
8. Little Things Mean a Lot  
K. Kallen, Dec.
9. Little Shoemaker, H. Winterhalter, V.
10. I Understand Just How You Feel  
J. Valli, V.

#### Seattle

1. Hey, There, R. Clooney, Col.
2. Little Shoemaker, Gaylords, Mer.
3. In the Chapel in the Moonlight  
K. Kallen, Dec.
4. High and the Mighty, V. Young, Dec.
5. Sh-Boom, Crew Cuts, Mer.

### • Review Spotlight on . . . RECORDS

#### DEAN MARTIN

**One More Time** (Hill & Range, BMI)—Capitol 2910—Dean Martin may have another winner in this spirited version of the German waltz, also cut by the Ames Brothers for RCA Victor. It's a lively, novelty-type waxing with good juke box potential. Flip is "Try Again" (Bradshaw, BMI).

#### THE CREW CUTS

**Oop-Shoop** (Flair, BMI)  
**Do Me Good** (Meridan, BMI)—Mercury 70443—The Crew Cuts are riding high right now, and they have two more good sides on this record. "Oop-Shoop," like "Sh-Boom," originally happened in the r.&b. field, and has much the same kind of catchy rhythm. "Do Me Good" is equally strong on tempo and spirit.

#### TONY BENNETT

**Not As a Stranger** (Ben Bloom, ASCAP)  
**Madonna, Madonna** (Joy, ASCAP)—Columbia 40311—Bennett warbles two lovely ballads with sincerity and feeling. "Madonna," a Bob Merrill tune, is handed a reverent, religious treatment. "Not As a Stranger" gets an equally solid reading.

#### TONY MARTIN

**Uno** (Peer, BMI)—RCA Victor 5841—"Uno" has a lilt-ling Spanish styling that is particularly suited to Martin's showmanly warbling. Henri Rene's colorful backing gives the side another plus. Flip is "Let's Try Again."

### • Reviews of New Pop Records

#### ROY HAMILTON

**Ebb Tide** . . . . .86  
EPIC 9068—A Billboard "Spotlight" 8-28-'54. (Robbins, ASCAP)  
**Beware** . . . . .80  
Hamilton's reading of a fine tune which picked up action a few years ago should attract many of his fans. Good singing, orking and material all add up to a first-rate disk. (Alamo, ASCAP)

#### JONI JAMES

**Mama, Don't Cry at My Wedding** . . . . .84  
M-G-M 11802 — A Billboard "Spotlight" 8-28-'54.  
**Pa Pa Pa** . . . . .74  
This Latin-American novelty doesn't do much for the thrush. Flip is the better side.

#### JIMMIE KOMACK

**The Nic-Name Song** . . . . .79  
CORAL 61237—The comic turns in an okay vocal on a good novelty tune. Spirited backing by chorus and Norman Leyden orchestra.  
**Cold Summer Blues** . . . . .76  
Another okay novelty vocal.

#### JOE LOCO ORK

**The High and the Mighty** . . . . .78  
TICO 229—A lovely slow rumba version of the popular movie theme. It should please Loco fans and get plenty of spins.  
**Skokiaan** . . . . .75  
Loco's Latin-American treatment of the African novelty should do just about as well.

#### BROTHER LEE ROY AND THE LEE BOYS

**Toy or Treasure** . . . . .75  
EPIC 9073—Kay Starr has the big record on this catchy new tune, but here's a commendable version of it with a fine beat. The disk should grab its share of plays. (Reis-Massey, ASCAP)  
**Believe Me** . . . . .73  
An okay vocal job by the Lee Boys on a promising new tune, with nice sax work by Brother Lee Roy. (Moonlight, BMI)

#### GEORGIE SHAW

**Yearning** . . . . .75  
DECCA 29245—The ballad is sung with feeling to sweet backing by the ork and chorus. This should get generous deejay exposure and could grab fair sales response. (Bourne, ASCAP)  
**Give Me the Right** . . . . .72  
Shaw does well with a ballad that has him declaring his love with compelling passion. Bobby soxers may show it some favor. (Skidmore, ASCAP)

#### AL MARTINO

**Don't Go to Strangers** . . . . .74  
CAPITOL 2899—Martino tackles a particularly lovely ballad for a good waxing which deserves and should get spins here. (Jefferson, ASCAP)  
**When** . . . . .73  
Martino, who hasn't been in this country for some time, turns in a typical big-voiced reading of a big-sounding ballad which would have been a smash about a year ago. Right now is good wax—and should do great in the English market where the chanter is a big star. (Johnstone-Montel, BMI)

#### SONDRA AND JON STEELE

**Walkin' With My Shadow** . . . . .74  
KING 1379—Shuffle tempo ditty is simple and retentive, and the group delivers a smooth reading. Could get some action with this one, if it gets enough spins. (Johnstone-Montel, BMI)  
**Danglin'** . . . . .73  
The Steele combo hasn't hit in some time, but it always turns in good wax. This is no exception. Good, this ricky-tick reading. (Trans World, ASCAP)

#### BOB MANNING

**I'm a Fool for You** . . . . .73  
CAPITOL 2909—Manning wraps up a pretty ballad with his usual smooth, personable, vocal treatment and pleasant choral backing. (Sheldon, BMI)  
**The Other Side of the Story** . . . . .73  
Same comment. (Beatrice, ASCAP)

#### CHARLIE APPLEWHITE

**The Story of Tina** . . . . .73  
DECCA 29247—Story ballad about Tina is warbled expressively by the  
*(Continued on page 28)*

#### JOAN ROBERTS

sings  
**NEVER ALONE**  
and  
**QUALITY #715 BILLY AND I**  
DISTRIBUTORS—Some Territories still available. Hurry, Contact . . .  
  
48 W. 48 St.  
N. Y., N. Y.

# Laurie Loman



## “WHITHER THOU GOEST”

ON

*Century Records*

HO-106

*photo by GENE HOWARD*

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**KAVELIN MUSIC CORP.**

**BRENNER MUSIC, INC.**

SOLE SELLING AND LICENSING AGENT

**Direction:**



**GENERAL ARTISTS CORPORATION**

NEW YORK • CHICAGO • BEVERLY HILLS  
CINCINNATI • DALLAS • LONDON



# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## • Best Sellers in Stores

For survey week ending August 25

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

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow, My Arabian Baby—V 20-5698—BMI	1	15
2. ONE BY ONE—K. Wells-R. Foley..... I'm a Stranger in My Home—Dec 29065—BMI	2	16
3. EVEN THO—W. Pierce..... Sparkling Brown Eyes—Dec 29107—BMI	3	14
4. GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack..... Honey I Need You—V 20-5775—BMI	4	7
5. LOOKING BACK TO SEE—J. Tubb-G. Hill..... I Miss You So—Dec 29145—BMI	6	10
6. GO, BOY, GO—C. Smith..... IF You Saw Her Through My Eyes—Col 21266—BMI	7	5
7. SPARKLING BROWN EYES—W. Pierce-Wilburn Brothers..... Even Tho—Dec 29107—BMI	5	13
8. YOU CAN'T HAVE MY LOVE—W. Jackson-B. Gray..... Lovin' Country Style—Dec 29140	10	3
9. HEP CAT BABY—E. Arnold..... This Is the Thanks I Get—V 20-5805—BMI	12	3
10. ROSE MARIE—S. Whitman..... We Stood at the Altar—Imperial 8236—ASCAP	8	19
11. THIS IS THE THANKS I GET—E. Arnold..... Hep Cat Baby—V 20-5805—BMI	—	1
12. THIS OLE HOUSE—S. Hamblen..... When My Lord Picks Up the Phone—V 20-5739—BMI	15	3
13. I REALLY DON'T WANT TO KNOW—E. Arnold..... I'll Never Get Over You—V 20-5525—BMI	13	35
14. SLOWLY—W. Pierce..... You Just Can't Be True—Dec 28991—BMI	9	31
15. HONKY TONK GIRL—H. Thompson... We've Gone Too Far—Cap 2823—BMI	11	10

## • Most Played in Juke Boxes

For survey week ending August 25

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

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow, V 20-5698—BMI	1	14
2. ONE BY ONE—K. Wells-R. Foley..... Dec 29065—BMI	2	13
3. EVEN THO—W. Pierce..... Dec 29107—BMI	3	13
4. LOOKING BACK TO SEE—J. Tubb-G. Hill..... Dec 29145—BMI	4	7
5. SPARKLING BROWN EYES—W. Pierce-Wilburn Brothers..... Dec 29197—BMI	6	10
6. ROSE MARIE—S. Whitman..... Imperial 8236—ASCAP	4	17
7. GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack..... V 20-5775—BMI	10	4
8. COURTIN' IN THE RAIN—T. T. Tyler. Four Star 1660—BMI	7	2
9. DON'T DROP IT—T. Fell..... LBX 0010—BMI	9	3
10. CRY, CRY DARLING—J. Newman... Dot 1195—BMI	—	3

## • Most Played by Jockeys

For survey week ending August 25

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

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow, V 20-5698—BMI	1	13
2. EVEN THO—W. Pierce..... Dec 29107—BMI	2	14
3. ONE BY ONE—K. Wells-R. Foley..... Dec 29065—BMI	3	13
4. GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack..... V 20-5775—BMI	4	8
5. COURTIN' IN THE RAIN—T. T. Tyler. Four Star 1660—BMI	5	8
6. SPARKLING BROWN EYES—W. Pierce-Wilburn Brothers..... Dec 29107—BMI	7	11
7. GO, BOY, GO—C. Smith..... Col 21266—BMI	10	3
8. THIS OLE HOUSE—S. Hamblen..... V 20-5739—BMI	—	1
9. LOOKING BACK TO SEE—J. Tubb-G. Hill..... Dec 29145—BMI	6	8
10. THIS IS THE THANKS I GET—E. Arnold..... V 20-5805—BMI	12	2
11. THANK YOU FOR CALLING—B. Walker..... Col 21256—BMI	9	11
12. DON'T DROP IT—T. Fell..... LBX 0010—BMI	13	5
13. OUT BEHIND THE BARN—J. Dickens..... Col 21247—BMI	—	4
14. CRY, CRY DARLING—J. Newman... Dot 1195—BMI	—	11
15. WHATCHA GONNA DO NOW?—T. Collins..... Cap 2891—BMI	—	1
15. PLACE FOR GIRLS LIKE YOU F. Young..... Cap 2859—BMI	—	1
15. LOOKING BACK TO SEE—Maxine & J. E. Brown..... Fabor 107—BMI	8	9

THE BILLBOARD

AUGUST 21, 1954

# The Billboard Music Popularity COUNTRY & WESTERN RECORDS

## • Review Spotlight on... RECORDS

THE CARLISLES  
Female Hercules (Acuff-Rose, BMI)—Mercury 70435—The Carlisles have another smart comic dinking here and they handle it with their usual elan. Their fans will certainly approve. Flip is the r.&b. hit "Honey Love" (Progressive, BMI).

# The Carlisles "Female Hercules"

COUPLED WITH

## "Honey Love"

MERCURY 70435 • 70435X45



## "BA-A-BY"

COUPLED WITH

## "My Journey"

# CHUCK REED

MERCURY 70433 • 70433X45



**YOUR TOP  
COUNTRY INSTRUMENTALS  
ARE ON  
RCA VICTOR  
RECORDS**



the gallopin' guitar of

**CHET  
ATKINS**

**SAN ANTONIO ROSE**

**MISTER MISERY**

20/47-5813

**DOWNHILL DRAG**

**KENTUCKY DERBY**

20/47-5704



the cryin' steel of

**BUD  
ISAACS**

**SKOKIAAN**

**YESTERDAY'S WALTZ**

20/47-5844

**STEELIN' AWAY**

**INDIAN LOVE CALL**

20/47-5771



**RCA VICTOR**  
FIRST IN RECORDED MUSIC



**The Billboard Music Popularity Charts  
COUNTRY &  
WESTERN RECORDS**

**• This Week's Best Buys**

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

**I'M TOO BIG TO CRY** (Acuff-Rose, BMI)  
**CALL ME UP** (Acuff-Rose, BMI)—**Marty Robbins**—Columbia 21291  
Dealers and operators are showing their usual confidence in Robbins by ordering heavily on his latest release. Early customer response in Richmond, Atlanta, Durham, Nashville, St. Louis and Chicago was good. Action is split fairly evenly between the sides at this point, with the edge on "I'm Too Big to Cry." A previous Billboard "Spotlight" pick.

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

**ERNEST TUBB**

**Two Glasses, Joe** (Tubb, BMI)  
**Journey's End** (Tubb, BMI)—Decca 29220—Mr. Tubb never fails to come up with strong material and a strong performance. The man is right in there again this time with a fine pairing. He should make it again with this one.

**FERLIN HUSKEY**

**King of a Lonely Castle** (Fairway, BMI)  
**Very Seldom, Frequently Ever** (Central Songs, BMI)—Capitol 2914—The young country star should click again with this disk which couples a moody ballad with a lighter piece of material for a two-sided item with plenty of potential.

**• C & W Territorial Best Sellers**

For survey week ending August 25

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

**Birmingham**

1. **I Don't Hurt Anymore**, H. Snow, V.
2. **Goodnight, Sweetheart, Goodnight** Johnnie & Jack, V.
3. **Even Tho**, W. Pierce, Dec.
4. **One by One**, K. Wells & R. Foley, Dec.
5. **Place for Girls Like You** F. Young, Cap.
6. **Cry, Cry Darling**, J. Newman, Dot
7. **Honky Tonk Girl**, H. Thompson, Cap.
8. **This Ole House**, S. Hamblen, V.

**Charlotte**

1. **One by One**, K. Wells & R. Foley, Dec.
2. **I Don't Hurt Anymore**, H. Snow, V.
3. **Goodnight, Sweetheart, Goodnight** Johnnie & Jack, V.
4. **Even Tho**, W. Pierce, Dec.
5. **This Is the Thanks I Get**, E. Arnold, V.
6. **Rose Marie**, S. Whitman, Imp.
7. **Slowly**, W. Pierce, Dec.
8. **You Can't Have My Love** W. Jackson & B. Gray, Dec.
9. **Drunken Driver**, F. Huskey, Cap.
10. **Honey I Need You**, Johnnie & Jack, V.

**Cincinnati**

1. **I Don't Hurt Anymore**, H. Snow, V.
2. **One by One**, K. Wells & R. Foley, Dec.
3. **Rose Marie**, S. Whitman, Imp.
4. **Go, Boy, Go**, C. Smith, Col.
5. **Courtin' in the Rain**, T. T. Tyler, FS.
6. **It's the Mileage That Slows You Down** R. Foley & E. Tubb, Dec.
7. **I Really Don't Want to Know** E. Arnold, V.
8. **Even Tho**, W. Pierce, Dec.

**Dallas-Fort Worth**

1. **I Don't Hurt Anymore**, H. Snow, V.
2. **One by One**, K. Wells & R. Foley, Dec.
3. **Even Tho**, W. Pierce, Dec.
4. **Goodnight, Sweetheart, Goodnight** Johnnie & Jack, V.
5. **You're Not Easy to Forget** K. Wells, Dec.
6. **Hep Cat Baby**, E. Arnold, V.
7. **Go, Boy, Go**, C. Smith, Col.
8. **Slowly**, W. Pierce, Dec.

**Houston**

1. **I Don't Hurt Anymore**, H. Snow, V.
2. **One by One**, K. Wells & R. Foley, Dec.
3. **Even Tho**, W. Pierce, Dec.
4. **Whatcha Gonna Do Now?** T. Collins, Cap.
5. **Waltzing With Sin**, S. Burns, Sdy.
6. **Courtin' in the Rain**, T. T. Tyler, FS.
7. **Looking Back to See** G. Hill & J. Tubb, Dec.
8. **Goodnight, Sweetheart, Goodnight** Johnnie & Jack, V.
9. **I Really Don't Want to Know** E. Arnold, V.
10. **Honky Tonk Girl**, H. Thompson, Cap.

**Knoxville**

1. **One by One**, K. Wells & R. Foley, Dec.
2. **I Don't Hurt Anymore**, H. Snow, V.

CHESSE #4859

**"IF YOU  
DON'T,  
SOMEBODY  
ELSE WILL"**

by  
**JIMMY LEE & JOHNNY MATHIS**

**CHECKER RECORD CO.**  
4710 S. COTTAGE GROVE AVE., CHICAGO 15, ILL.  
PHONE: KENWOOD 8-4243

**Memphis**

3. **Go, Boy, Go**, C. Smith, Col.
4. **Even Tho**, W. Pierce, Dec.
5. **Looking Back to See** G. Hill & J. Tubb, Dec.
6. **Slowly**, W. Pierce, Dec.

**Nashville**

1. **I Don't Hurt Anymore**, H. Snow, V.
2. **One by One**, K. Wells & R. Foley, Dec.
3. **Blue Moon of Kentucky**, E. Presley, Sun
4. **That's All Right**, E. Presley, Sun
5. **Thank You for Calling**, B. Walker, Col.
6. **Courtin' in the Rain**, T. T. Tyler, FS.

**New Orleans**

1. **I Don't Hurt Anymore**, H. Snow, V.
2. **One by One**, K. Wells & R. Foley, Dec.
3. **Goodnight, Sweetheart, Goodnight** Johnnie & Jack, V.
4. **Looking Back to See** G. Hill & J. Tubb, Dec.
5. **This Is the Thanks I Get**, E. Arnold, V.
6. **Even Tho**, W. Pierce, Dec.
7. **This Ole House**, S. Hamblen, V.

**Richmond, Va.**

1. **Goodnight, Sweetheart, Goodnight** Johnnie & Jack, V.
2. **House of Glass**, A. Terry, Hic.
3. **I Don't Hurt Anymore**, H. Snow, V.
4. **One by One**, K. Wells & R. Foley, Dec.
5. **Place for Girls Like You** F. Young, Cap.
6. **Go, Boy, Go**, C. Smith, Col.
7. **Drunken Driver**, F. Huskey, Cap.
8. **You Can't Have My Love** W. Jackson & B. Gray, Dec.

**Richmond, Va.**

1. **Goodnight, Sweetheart, Goodnight** Johnnie & Jack, V.
2. **I Don't Hurt Anymore**, H. Snow, V.
3. **Place for Girls Like You** F. Young, Cap.
4. **One by One**, K. Wells & R. Foley, Dec.
5. **Looking Back to See** G. Hill & J. Tubb, Dec.
6. **You Can't Have My Love** W. Jackson & B. Gray, Dec.
7. **Go, Boy, Go**, C. Smith, Col.
8. **Hep Cat Baby**, E. Arnold, V.
9. **This Ole House**, S. Hamblen, V.
10. **This Is the Thanks I Get**, E. Arnold, V.

**• Reviews of New  
C & W Records**

**TEX WILLIAMS-REX ALLEN**  
**This Ole House** . . . . .84  
DECCA 29254—A Billboard "Spotlight" 8-28'54. (Hamblen, BMI)  
**Two Texas Boys** . . . . .79  
A strong duet with a slow boogie beat. It should get plenty of spins, but flip is more impressive. (Paco, ASCAP)

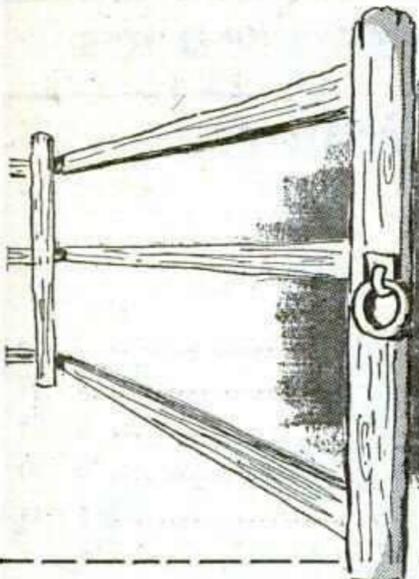
**KENNY LEE**  
**Holding Hands** . . . . .77  
V 5816—Lee has an original item that has a quick appeal as sung by him. The waxing could stir enough  
(Continued on page 33)

His Latest

Al (Good Deal, Lucille) Terry's

**"SHOW ME THAT  
YOU LOVE ME"**

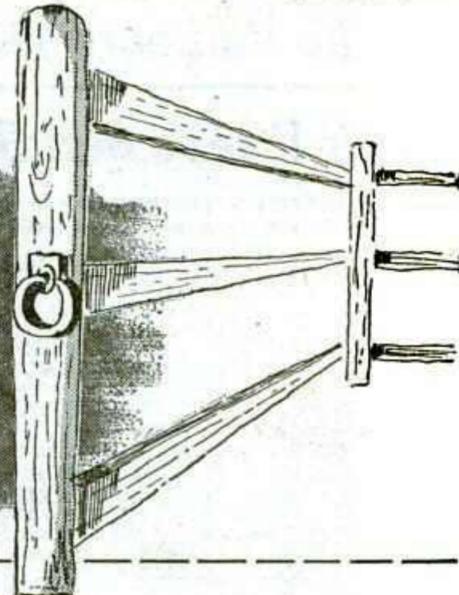
Hickory 1012



**KEY RECORDS IN THE  
KEY COUNTRY AND WESTERN MARKET**

**COLUMBIA RECORDS**

**OPENS THE GATE TO EXTRA SALES!**



**"LITTLE" JIMMY  
DICKENS**

**OUT BEHIND THE BARN  
CLOSING TIME**

21247 • 4-21247



**MARTY  
ROBBINS**

**I'M TOO BIG TO CRY  
CALL ME UP**

21291 • 4-21291

**BILLY  
WALKER**

**GOING—GOING—GONE!  
I'M A FOOL TO CARE**

21290 • 4-21290



**CARL  
SMITH**

**IF YOU SAW HER  
THROUGH MY EYES  
GO, BOY, GO**

21266 • 4-21266

**LEFTY  
FRIZZELL**

**YOU'RE TOO LATE  
TWO HEARTS BROKEN NOW**

21284 • 4-21284



**GEORGE  
MORGAN**

**SWEETHEART  
WALKING SHOES**

21276 • 4-21276

**RAY  
PRICE**

**I COULD LOVE  
YOU MORE  
WHAT IF HE DON'T  
LOVE YOU**

21299 • 4-21299



**LEON  
McAULIFFE**

**SH-BOOM  
SMOOTH SAILING**

21283 • 4-21283



**COLUMBIA RECORDS**

"Columbia" and  Trade Marks Reg. U.S. Pat. Off. Marcas Registrados. Printed in U.S.A.

# The Billboard Music Popularity Charts

# RHYTHM & BLUES RECORDS

## • This Week's Best Buys

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

**EBB TIDE** (Robbins, ASCAP)—**Roy Hamilton**—Epic 9068  
Hamilton still appears to have a large segment of the r.&b. and pop markets in the palm of his hand. Reaction in both sales areas to his latest release was prompt and enthusiastic. Already on the New York territorial chart, the disk was also rated strong in Philadelphia, Buffalo, Cleveland, Chicago, Detroit, Milwaukee and St. Louis. Good reports were also received from Boston and Atlanta. Flip is "Beware" (Alamo, ASCAP). A previous Billboard "Spotlight" pick.

**EVIL IS GOING ON**—**Howling Wolf**—Chess 1575  
Building slowly in the Middle Western and Southern territories, where he has always had a good following, Howling Wolf stands a good chance to break out into a larger national market on this one. Now appearing on the Detroit, St. Louis and Atlanta territorial charts, this disk is also reported selling unusually well in Cleveland, Chicago, Nashville and Durham. Flip is "Baby, How Long?"

## • Review Spotlight on...

### RECORDS

#### THE SPIDERS

**Mmm Mmm Baby** (Commodore, BMI)  
**The Real Thing** (Commodore, BMI)—Imperial 5305—  
This sounds like a sock pairing by one of the strongest vocal groups in the field. The boys deliver the material with zest and should kick up quite a fuss with the coupling.

#### RICHARD LEWIS ORK

**Call Me, Call Me, Call Me** (Aladdin, BMI)  
**Hey, Little Boy** (Aladdin, BMI)—Aladdin 3255—  
The driving rhythm and blues combo spotlights a fine new thrush in Dolores Gibson who sings up a storm in a slick follow-up to "Hey, Little Girl" and does equally well with "Call Me."

### TALENT

#### THE EL DARADOS

**My Loving Baby**  
**Baby, I Need You**—Vee Jay 115—  
The Midwestern label has come up with a combination of voices which delivers the material in such fine fashion as to presage big things for the boys. Watch this group.

## • Reviews of New R & B Records

#### LITTLE WALTER

**You'd Better Watch Yourself**.....84  
**CHECKER 799**—A Billboard "Spotlight" 8-28-'54. (Arc, BMI)  
**Blue Light**...78  
This one is an instrumental, some-

what on the slow and slinky side. Good for a stretch or two around the dance floor or for listening and swaying to. (Arc, BMI)

#### CHUCK WILLIS

**Change My Mind**.....83  
**OKEH 7041**—A Billboard "Spotlight" 8-28-'54. (Berkshire, BMI)  
**My Heart's Been Broke Again**...83  
A Billboard "Spotlight" 8-28-'54. (Berkshire, BMI)

#### SMILIN' JOE

**A, B, C's (Parts 1 and 2)**.....79  
**IMPERIAL 5304**—During the course of the alphabet Joe describes the course of his romance. He chants his part well, and the ork comes across with a hypnotic backing. The combination is one that could attract lots of attention for this two-sided sicing. (Commodore, BMI)

#### BLANCHE THOMAS

**You Ain't So Much**.....77  
**IMPERIAL 5302**—Blanche Thomas grows a boisterous riff above an exciting beat by the ork. This has a wild spirit that should raise the temperature in any juke bistro where it's played. Could pull some coin. (Commodore, BMI)

**Not the Way That I Love You**...75  
Here the gal handles a blues with care and know-how. Another good side. (Commodore, BMI)

#### EDDIE BOYD

**Drifting**.....77  
**CHESS 1576**—The blues rocker is sold strongly by Boyd to good gutty backing by the ork. This could do well in juke locations—especially those with dancing permitted. (Arc, BMI)

**Rattlin' and Runnin' Around**...74  
His baby is out running around when she ought to be at home. And Boyd moans his misfortune in a real blues. A fine job by the chanter. (Arc, BMI)

#### JESSE ALLEN

**The Things I'm Gonna Do**.....76  
**IMPERIAL 5303**—Allen promises to reform and look for a true love in a good chant job above a familiar instrumental riff. The mood of the blues is set effectively. (Commodore, BMI)

**What a Party**...74  
Rhythm blues about a wild shindig manages to work in the titles of a number of past disk clicks in the lyrics. Should do okay in the coin boxes. (Commodore, BMI)

#### LA CILLE WATKINS

**You Left Me Lonely**.....75  
**JAGUAR 3006**—Canary warbles a bluesy torch tune with feeling and style. Should get spins. (Charill, BMI)

## • Rythm & Blue Notes

### B. BOB ROLONTZ

Atlantic Records is the most-covered label in the rhythm and blues field today, with at least 18 different record artists doing cover-jobs on Atlantic disks within the last few months. Most of the tunes were also published by Atlantic's affiliate Progressive Music Corporation while the few songs belonging to other publishers were, in each case exclusive with the label, and the major records which ensued are virtually carbon copies arrangement-wise.

During the past few months Atlantic has been covered on the **Clovers'** disk "Lovely Dovey" by **Bunny Paul** and **El'a Mae Morse**; **Joe Turner's** "Shake, Rattle and Roll" by **Bill Haley**; **Ray Charles'** "It Should've Been Me," by **Groove** and **Cadence**; the **Drifter's** "Honey Love," by **Bunny Paul** and **Vicki Young**; the **Chords'** "Sh-Boom," by the **Crew Cuts**, **Louis Williams**, **Bobby Williamson**, **Bell Records** and **Leon McCauliffe**; the **Drifter's** "Such a Night," by **Johnnie Ray**, **Bunny Paul**, **Cab Calloway** and **Perez Prado** and **Ruth Brown's** "Oh What a Dream," by **Patti Page** and **Mary Dell**. With the exception of the last two songs named, all of the tunes are published by Atlantic's affiliate, Progressive.

## • Number of Releases This Week

Label	Pop	C&W	R&B
ALADDIN	—	—	1
CAPITOL	7	4	—
CAVALIER	—	1	—
CHECKER	—	—	1
CHESS	—	1	1
CORAL	2	1	—
DECCA	7	2	—
EPIC	3	—	—
FRANWIL	1	—	—
HICKORY	—	3	—
IMPERIAL	—	3	3
JAGUAR	—	—	1
KING	1	—	1
LAMP	—	—	1
M-G-M	5	—	—
OKEH	—	—	1
RCA VICTOR	—	3	—
SAVOY	—	—	1
TICO	1	—	—
TOTAL	27	18	11

**So Disappointed With Love**...75  
Same comment. (Charill, BMI)

#### LOUIS JORDAN

**If I Had Any Sense**  
**I'd Go Back Home**.....74  
**ALADDIN 3249**—He's disillusioned and longing for the simple joys of home. The mournful opus is awarded a sincere-sounding performance by Jordan.  
**Louie's Blues**...70  
The mood of this instrumental is bitter-sweet, and it makes fine listening in this good reading by the ork.

#### MARGIE HENDRIX

**Good Treatment**.....71  
**LAMP 8002**—The new thrush sings with spirit and a nice feeling for phrasing on a catchy item with a good beat.  
**Every Time**...69  
Same comment.

#### TODD RHODES ORK

**Silver Sunset**.....71  
**KING 4736**—The ork paints a pretty tone picture in this slick reading of the slow and dreamy score. Good listening. (Jay & Cee, BMI)  
**Specks**...68  
Things pick up a bit on this side, with the rhythm carrying across well. Flip, tho, is more effective. (Jay & Cee, BMI)

#### THE BLUE DIAMONDS

**Honey Baby**.....70  
**SAVOY 1134**—Routine reading of a routine blues. But by the second time around the group develops an unusual gimmick which should get deejay attention. (Crossroads, BMI)  
**No Money**...68  
Lots of spirit here, but the material is just so-so. (Crossroads, BMI)

A Double Barrel Smash!

**"GOT MY EYES ON YOU"**

b/w  
**"Your Cash Ain't Nothin' But Trash"**  
THE CLOVERS  
1035

Atlantic RECORDING CORP.  
234 WEST 56th STREET NEW YORK 19, N. Y.

## • Best Sellers in Stores

For survey week ending August 25

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

This Week	Last Week	Weeks on Chart
1. <b>WHAT A DREAM</b> —R. Brown..... 2 5 Please Don't Freeze—Atlantic 1036—BMI		
2. <b>HONEY LOVE</b> —C. McPhatter..... 1 12 Warm Your Heart—Atlantic 1029—BMI		
3. <b>SEXY WAYS</b> —Midnighters..... 4 9 Don't Say Your Last Goodbye—Federal 12185—BMI		
4. <b>WORK WITH ME ANNIE</b> —Midnighters..... 3 20 Sinners Prayer—Federal 12169—BMI		
5. <b>SH-BOOM</b> —Chords..... 5 10 Little Maiden—Cat 104—BMI		
6. <b>HURTS ME TO MY HEART</b> —F. Adams..... 9 3 Ain't Gonna Tell—Herald 434—BMI		
7. <b>SHAKE, RATTLE AND ROLL</b> —J. Turner..... 6 18 You Know I Love You—Atlantic 1026—BMI		
8. <b>ANNIE HAD A BABY</b> —Midnighters..... — 1 She's the One—Federal 12195—BMI		
9. <b>YOUR CASH AIN'T NOTHIN' BUT TRASH</b> — Clovers..... 10 5 I've Got My Eyes on You—Atlantic 1035—BMI		
10. <b>I'VE GOT MY EYES ON YOU</b> —Clovers..... 7 6 Your Cash Ain't Nothin' But Trash—Atlantic 1035—BMI		

## • Most Played in Juke Boxes

For survey week ending August 25

This Week	Last Week	Weeks on Chart
1. <b>HONEY LOVE</b> —Drifters..... 1 11 Atlantic 1029—BMI		
2. <b>SEXY WAYS</b> —Midnighters..... 5 7 Federal 12185—BMI		
3. <b>WORK WITH ME ANNIE</b> —Midnighters..... 2 16 Federal 12169—BMI		
4. <b>SHAKE, RATTLE AND ROLL</b> —J. Turner..... 4 17 Atlantic 1026—BMI		
5. <b>SH-BOOM</b> —Chords..... 3 9 Cat 104—BMI		
6. <b>WHAT A DREAM</b> —Ruth Brown..... 6 2 Atlantic 1036—BMI		
7. <b>GOODNIGHT, SWEETHEART, GOODNIGHT</b> — Spaniels..... 8 10 Vee-Jay 107—BMI		
8. <b>YOUR CASH AIN'T NOTHIN' BUT TRASH</b> — Clovers..... 9 2 Atlantic 1035—BMI		
9. <b>I UNDERSTAND JUST HOW YOU FEEL</b> — Four Tunes..... 10 7 Jubilee 5132—ASCAP		
10. <b>JUST MAKE LOVE TO ME</b> —Muddy Waters..... 7 13 Chess 1571—BMI		

## • R & B Territorial Best Sellers

For survey week ending August 25

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. **Sexy Ways**, Midnighters, Fed.
2. **Annie Had a Baby**, Midnighters, Fed.
3. **What a Dream**, R. Brown, Atl.
4. **Honey Love**, Drifters, Atl.
5. **I've Got My Eyes on You**, Clovers, Atl.
6. **When the Lights Go Out**, J. Witherspoon, Che.
7. **Work With Me Annie**, Midnighters, Fed.
8. **Your Cash Ain't Nothin' But Trash**, Clovers, Atl.
9. **Shake, Rattle and Roll**, J. Turner, Atl.
10. **Evil Is Going On**, H. Wolfe, Chs.

### Balti-Wash.

1. **What a Dream**, Ruth Brown, Atl.
2. **Sexy Ways**, Midnighters, Fed.
3. **Hurts Me to My Heart**, F. Adams, Her.
4. **Work With Me Annie**, Midnighters, Fed.
5. **Annie Had a Baby**, Midnighters, Fed.
6. **Honey Love**, Drifters, Atl.
7. **Tick, Tock**, Marvin & Johnny, Mod.
8. **My Dear, My Darling**, Counts, Dot
9. **Your Cash Ain't Nothin' But Trash**, Clovers, Atl.
10. **I've Got My Eyes on You**, Clovers, Atl.

### Charlotte

1. **Honey Love**, Drifters, Atl.
2. **Work With Me Annie**, Midnighters, Fed.
3. **Sh-Boom**, Chords, Cat
4. **Hurts Me to My Heart**, F. Adams, Her.
5. **Sexy Ways**, Midnighters, Fed.
6. **What a Dream**, R. Brown, Atl.
7. **I've Got My Eyes on You**, Clovers, Atl.
8. **Shake, Rattle and Roll**, J. Turner, Atl.
9. **Sh-Boom**, Crew Cuts, Mer.
10. **Your Cash Ain't Nothin' But Trash**, Clovers, Atl.

### Chicago

1. **Your Cash Ain't Nothin' But Trash**, Clovers, Atl.
2. **What a Dream**, Ruth Brown, Atl.
3. **Shake, Rattle and Roll**, J. Turner, Atl.
4. **When the Lights Go Out**, J. Witherspoon, Che.
5. **Work With Me Annie**, Midnighters, Fed.

### Cincinnati

1. **What a Dream**, Ruth Brown, Atl.
2. **Hurts Me to My Heart**, F. Adams, Her.
3. **Shake, Rattle and Roll**, J. Turner, Atl.
4. **Your Cash Ain't Nothin' But Trash**, Clovers, Atl.
5. **Ebb Tide**, R. Hamilton, Epi.
6. **I'm Stuck**, Five Jets, Del.
7. **Work With Me Annie**, Midnighters, Fed.
8. **I've Got My Eyes on You**, Clovers, Atl.
9. **Baby, Baby, All the Time**, A. Milburn, Ala.

### Detroit

1. **Honey Love**, Drifters, Atl.
2. **Sexy Ways**, Midnighters, Fed.

3. **Work With Me Annie**, Midnighters, Fed.
4. **Hurts Me to My Heart**, F. Adams, Her.
5. **Annie Had a Baby**, Midnighters, Fed.
6. **Just Make Love to Me**, Muddy Waters, Chs.
7. **Evil Is Going On**, H. Wolf, Chs.
8. **Sh-Boom**, Chords, Cat

### Los Angeles

1. **What a Dream**, Ruth Brown, Atl.
2. **Sh-Boom**, Chords, Cat
3. **Hurts Me to My Heart**, F. Adams, Her.
4. **Oop Shoop**, S. Gunter, Fla.
5. **Honey Love**, Drifters, Atl.
6. **Tick, Tock**, Marvin & Johnny, Mod.
7. **Don't You Know**, R. Charles, Atl.
8. **Baby, Baby, All the Time**, A. Milburn, Ala.
9. **Hey, Little Girl**, R. Lewis, Ala.

### New Orleans

1. **What a Dream**, Ruth Brown, Atl.
2. **Sexy Ways**, Midnighters, Fed.
3. **Shake, Rattle and Roll**, J. Turner, Atl.
4. **I Lived My Life**, Fats Domino, Imp.
5. **Honey Love**, Drifters, Atl.
6. **I Can't Hold Out Any Longer**, L. Baker, Atl.

### New York

1. **Honey Love**, Drifters, Atl.
2. **Sh-Boom**, Chords, Cat
3. **Work With Me Annie**, Midnighters, Fed.
4. **What a Dream**, R. Brown, Atl.
5. **Ebb Tide**, R. Hamilton, Epi.
6. **My Dear, My Darling**, Counts, Dot
7. **I Understand Just How You Feel**, Four Tunes, Jub.
8. **Shake, Rattle and Roll**, J. Turner, Atl.

### Philadelphia

1. **What a Dream**, Ruth Brown, Atl.
2. **Sexy Ways**, Midnighters, Fed.
3. **Honey Love**, Drifters, Atl.
4. **God Only Knows**, Capris, Got.
5. **Work With Me Annie**, Midnighters, Fed.
6. **Hey, There**, S. Davis Jr., Dec.
7. **Sh-Boom**, Chords, Cat
8. **Annie Had a Baby**, Midnighters, Fed.
9. **I've Got My Eyes on You**, Clovers, Atl.
10. **Hurts Me to My Heart**, F. Adams, Her.

### St. Louis

1. **Work With Me Annie**, Midnighters, Fed.
2. **Honey Love**, Drifters, Atl.
3. **Evil Is Going On**, H. Wolf, Chs.
4. **Anyday Now**, B. Johnson, Mer.
5. **Hurts Me to My Heart**, F. Adams, Her.
6. **Your Cash Ain't Nothin' But Trash**, Clovers, Atl.
7. **What a Dream**, R. Brown, Atl.

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**Folk Talent and Tunes**  
 By JOEL FRIEDMAN  
 6000 Sunset Boulevard, Hollywood  
 2160 Patterson Street, Cincinnati 22, O.  
 Well, folks, this is the last week that I'll be writing this column. Starting next week, I am proud to say, Bill Sachs, our executive news editor, will be handling the Folk Talent & Tunes column from our publishing headquarters in Cincinnati. It has been a lot of fun working with all of you, and I sincerely hope you will give Bill the same co-operation you were so nice to extend to me.  
 I will continue to handle Folk Talent & Tunes news for Bill in the Los Angeles area. In the meantime, I know that Bill will appreciate getting the correspondence you used to address to me, so hereafter, send it to Bill Sachs, Billboard Publishing Company.  
 Bobby Williamson concluded his four-day stint at the Top o' Texas Rodeo, Pampa, pulling attendance of 20,000, in addition to a mark of 6,000 payees at the Watermelon Festival at Mineola, Tex. In addition to his simulcast from the "WFAA Shindig" at Dallas each week, Bobby is booked solid on a string of fair dates this fall. According to Ed Hamblen.  
 (Continued on page 38)

**Reviews of New C & W Records**

**Continued from page 30**  
 action to bring in satisfactory coin. Disk jockeys will probably hand it lots and lots of spins. (Lowery, BMI)  
 It's Th for Tat...71  
 Cute item is chanted brightly by Lee. (Tannen, BMI)  
**ROY ACUFF**  
 Streamline Heartbreaker...75  
 CAPITOL 2901—The Louvin Brothers' artists in their own right, penned this opus with a train sound and a bluesy lyric. Sounds as if the brothers are backing Acuff, too. (Acuff-Rose, BMI)  
 I'm Planting a Rose...73  
 Acuff, in his inimitable fashion, turns in a slick reading of an attractive country waltz. His fans will go for it. (Acuff-Rose, BMI)  
**SONNY JAMES**  
 Oceans of Tears...75  
 CAPITOL 2906—This is a verse-chorus waltz, with James singing lead and backed by a gang-sing type of chorus. Should get spins and might catch on with enough exposure. Strong potential here. (Blackwood, BMI)  
 She Done Give Her Heart to Me...68  
 James turns in a nice performance on a light-weight country love opus. (Swaylo, BMI)  
**JIMMY & JOHNNY**  
 I'm Beginning to Remember...74  
 CHES 4859—More first-rate singing by the boys. The ballad is good, too. Watch these boys. (Acuff-Rose, BMI)  
 If You Don't Somebody Else Will...74  
 Jocks should give this one plenty of spins. The material isn't great, but it's different. More important, tho, is that the vocal duet sings up a storm. The boys could happen.  
**BETTY CODY**  
 Can You Live With Yourself...74  
 V 5811—Weeper suggests that his conscience keeps him troubled after leaving her for another. Betty Cody, in multi-dub, poses the question appealingly for an attractive country waxing. (Hill & Range, BMI)  
 Dear Sister...70  
 Thrush asks her sister to keep from wooing her feller. Tuneful weeper is sung charmingly and may awake a sympathetic response in many listeners. (Hill & Range, BMI)  
**MERLE TRAVIS**  
 Love Must Be Ketchin'...74  
 CAPITOL 2902—A slick lyric makes this a likely item which jocks will use. Travis and the string combo turn in a fine reading of the material. (American, BMI)  
 Louisiana Boogie...70  
 Routine boogie-woogie opus should catch some coin in the right locations. It's danceable. (American, BMI)  
**ERNIE CHAFFIN**  
 Lonely Wind...74  
 HICKORY 1016—Chaffin reads the attractive weeper in heartfelt style which should get attention for both the singer and the song. Good listening. (Acuff-Rose, BMI)

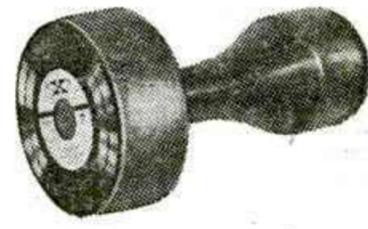
**I'm Gonna Salt My Sugar Away...69**  
 More good wax here as Chaffin tackles an attractive bounce ditty. (Acuff-Rose, BMI)  
**JEAN SHEPHARD**  
 Don't Fall in Love  
 With a Married Man...73  
 CAPITOL 2905—The thrush hands out some fine advice in a vocal manner which sounds sincere and which should do well commercially. (Adams, Vee & Abbott, BMI)  
 You'll Come Crawlin'...70  
 Miss Shephard delivers a neat country ditty in okay fashion. Disk should get some attention. (Central, BMI)  
**CHET ATKINS**  
 San Antonio Rose...72  
 V 5813 — The ballad is gracefully played as an instrumental by the Chet Atkins combo. There's real listening pleasure in these grooves, and the side ought to pull many jockey spins. It could win sales, too. (Bourne, ASCAP)  
 Mister Misery...67  
 Another attractive side, this featuring Red Kirk as the smooth vocalist. (Athens, BMI)  
**VAN HOWARD**  
 Weeping Willow Waltz...71  
 IMPERIAL 8264—This is an attractive waltz ballad which Howard sings in okay style. (Commodore, BMI)  
 Red Hot Flame...67  
 Okay bounce ditty gets a routine chant from Howard. Boogie tempo and piano solo take top honors. (Commodore, BMI)  
**ED CAMP**  
 The Wedding Is Starting...70  
 IMPERIAL 8261—Weeper is in a well-worn groove as Camp dreams of changing places with the groom. Tune is sentimental, and the performance affecting. (Commodore, BMI)  
 What a Fool I Was  
 to Cry Over You...69  
 Another sentimental weeper is sung with appropriate sincerity. Both sides should get some deejay spins. (Commodore, BMI)  
**THE VARIETEERS**  
 I Pay With Every Breath...70  
 HICKORY 1014—A good vocal by tenor Jimmy Sweeney on his own tune, a pleasant ballad, semi-pop in flavor. (Acuff-Rose, BMI)  
 If You and I  
 Could Be Sweethearts...68  
 An okay group vocal on a bouncy pop-styled tune. (Acuff-Rose, BMI)  
**LOVETT SISTERS**  
 Sometime, Somewhere...68  
 IMPERIAL 8262—The girls blend their voices in close harmony for a pleasant reading of the romantic ballad. (Commodore, BMI)  
 Behind My Back...67  
 Ditty about a cheating lover is sung sweetly by the Lovett Sisters. A listenable effort. (Commodore, BMI)  
 of air play on shows seeking good sacred material. The gals sing well. (Commodore, BMI)  
**I'm Going Higher Some Day...73**  
 More of the same here, with one gal handling the vocal. Good material. (Commodore, BMI)  
**JEANNE DETERMANN-THE LANCERS**  
 The Lord Is My Shepherd...69  
 STATE CALA 1062 — An effective setting of the 23d Psalm is sung sweetly by Jeanne Determann. Style is formal. A concert performance on wax. (LeBam, BMI)  
 He Answereth Prayer...65  
 Miss Determann lifts her pure soprano voice in a reverent ballad to interesting support by the Lancers. (LeBam, BMI)  
**LULA REED**  
 A Quiet Time With Jesus...78  
 KING 4737—The songstress shows her versatility with a moving and vocally effective reading of a slow spiritual that begins to move with an infectious beat as the side spins. (General, ASCAP)  
 What Could I Do  
 But Believe in Jesus...77  
 An equally striking reading by the gal, who projects an interesting sound in another sincere hymn. (Jay & Coe, BMI)

**Reviews of New Sacred Records**

**SISTER ROSETTA THARPE**  
 This Ole House...85  
 DECCA 29255—This is one of the most exciting versions out on the song, and if it was in the pop field, it might give the other disks a real run for chart honors. It's a "must" for Miss Tharpe's fans. Both she and the chorus are in excellent form. (Hamblen, BMI)  
 Go Ahead...75  
 A stirring sermon-song warbled with Sister Tharpe's usual verve and feeling. (Vasti, BMI)  
**HAMMOND SISTERS**  
 He'll Make the Flowers Bloom...73  
 IMPERIAL 8265—Attractive religious tune in waltz tempo should get plenty

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## High Living, Big Expenses Make Actors' Salaries Fly

### Pay's Inconsistent, Bites Are Huge, But They Live It Up; Taxman Waits

Continued from page 1

\$2,500. Music and arrangements take another \$1,000.

Wardrobes are very important items. The male performer is permitted tax deductions on wardrobe unsuited for street wear. Theoretically evening clothes could fall in that category. Actually there are always arguments between the tax department and tax consultants about what constitutes "street clothes." In any event business suits, evening clothes, shoes and haberdashery costs about \$10,000 a year. If the performer is a female this item can reach \$20,000. Gowns selling for close to \$1,000 or more are not uncommon. In any event the \$80,000 gross income is now whittled down to \$14,000. (The above items total \$66,000)

If the performer has a car it usually is an expensive one. There is insurance, garage and maintenance. If the performer has a wife, he keeps an apartment in whatever city is his home at a rental and a scale that is in keeping with his \$2,000-a-week earnings. The luxuries of mink and jewels plus servants also are commensurate with the gross income.

#### Casual Dates

Many an actor increases his earnings via casual dates which may pay him as much as \$1,000 for a single performance. It is via these casual dates or clubs that many a \$2,000-a-week performer gets together enough money to pay taxes. How this is done is a separate story.

Finally comes the date of reckoning — April 15 — and the performer who "lived it up" just hasn't got the money. Subsequently (if he doesn't come up with the dough or can't make a settlement), his name appears in the daily papers as a central figure whom the Internal Revenue Service has filed liens.

It is true that the tax is levied on net income; it is also true that many of the items listed above can be entered as legitimate deductions.

According to tax experts a single performer whose income is \$75,000 a year has to figure on a Federal tax bite of \$46,000. If he's married, the bite is \$36,000. If he's a \$40,000-a-year earner, the tax is about \$20,000; if married, \$14,000.

#### Legislation

In the past few years there has been some enlightened legislation offered which would permit performers (and others whose earn-

ing power is limited to a few years) to pay taxes on a five-year average. But so far no laws have been promulgated. Income tax is still levied on annual income payable in the year following the income bearing year.

In recent years some performers have acquired personal managers who are businessmen and lawyers as well. Capable management, even by non-lawyers, can help conserve income. Capital gains plans are not unknown where shrewd management can control a performer.

But a manager who controls an artist's business and professional career must be strong enough to handle explosive temperaments. Many a performer chafes at restrictions or budgetary controls. The writer was present when a

manager warned his client that she couldn't afford to buy a \$5,000 mink coat.

"When I was making \$500 a week I could afford it; now that I make \$2,000, you say I can't afford it—what kind of manager are you. I don't need such advice." The manager offered the contract back to the performer and suggested she get somebody else.

If a performer is a businessman himself he can handle his affairs. But few performers are good businessmen or are sufficiently removed from their affairs to handle themselves wisely. So unless the performer puts his affairs in the hands of a capable manager, he may wind up working his few short years for taxes and eventual oblivion.

## NEWS AT A GLANCE

### AGVA's Irving-Jones Feud Flares; Four New Niteries to Open in N. Y.

NEW YORK, Aug. 28. — Jack Irving, head of the American Guild of Variety Artists, charged his Eastern director, Dick Jones, with ambitions plus a "mad desire to tear the actors' union apart." Jones charged Irving with having "made a deal" with Chicago agents by taking them off the unfair list "while he fines the small actors who crossed picket lines \$500."

Irving denied any "deals." When it comes to fines, "I personally don't fine anybody," said Irving. "I cannot fine anybody. Fellow actors sitting on a board impose judgment. It is interesting to note that it was Jones who was vehement in his demands that actors be fined \$500."

Jones said if the "Four A's" don't investigate AGVA then I will demand that the AFL investigate the Four A's." Jones further added that if he is removed from his post he will file suit "in the city where the Declaration of Independence was signed — the home of the Liberty Bell—Philadelphia."

#### NY TO GET NEW CLUBS AND SPOTS . . .

NEW YORK. — At least four new night clubs will preem in the next few weeks. Some will use what top acts are available; oth-

ers will operate with musical acts and singles.

Alan Gale's Celebrity Club opens at the Carnival in October. Gale will work the first show. He's now looking for names to work the second show. The operators of Cafe Society have just about closed a deal to reopen the ex-La Martinique (later the Celebrity Club). Sy Baron plans to open a room called "Composers" using a string quartet and a male vocalist, Mack Denis, brought in from the Coast.

Joli Gabor, mother of the famous Gabor fems, is dickering with the 420 Park Avenue Corporation to take over the shuttered Gogi's LeRue Monte Proser, who had the Shelton set for his La Vie en Rose, lost out when the hotel was sold. He, too, is bidding for Le Rue.

There are also about six intimate rooms planned for the East Side, using singles, and set for all openings.

#### GUIZAR CANCELS LEADS TO SUIT . . .

MILWAUKEE. — Tito Guizar, due here at Fazio's Friday (20), canceled out three hours before the opening because of illness. No replacement was available so crowds were turned away, with club losing all its weekend business. Fazio said he is starting suit against Guizar and Music Corporation of America for damages caused by the cancellation.

#### VOLLMER MANAGING MOULIN ROUGE . . .

HOLLYWOOD. — Earl Vollmer, veteran restaurant and cafe manager, has been appointed general manager of Frank Sennes' Moulin Rouge here. Vollmer most recently was associated with the Hollywood Palladium and Tail O' the Cock in Los Angeles.

Sennes also added a third show to his Saturday lineup, and reduced the minimum from \$5.00 to \$2.50 for the Tuesday, Wednesday and Thursday shows.

#### DAVID O'MALLEY RECUPERATING . . .

HOLLYWOOD. — David P. O'Malley, who recently sold his booking agency in Chicago to open personal management offices on the Sunset Strip here, is recovering from a major operation at St. Joseph's Hospital. O'Malley's first West Coast client has been comic George Gobel, whose TV opus, "The George Gobel Show," bows on the NBC-TV net October 2, sponsored alternately by Armour & Company and Pet Milk. O'Malley and Gobel recently have formed Gomalco Corporation, and have their sights set on TV investments.

#### NAVY & CHRISTINE HIT STOCKHOLM . . .

Stockholm. — Top events of the week were the arrival of two U.S.

## SPOTLIGHT REVIEW

### Belafonte's Showmanship High Spot in Grove Date

By JOEL FRIEDMAN

It's a rare display of showmanship projected by folk-singer Harry Belafonte, heightened by an awareness on the part of ring-siders that the performer genuinely feels the import of the material offered.

Belafonte's staging of what might be termed "An Evening of Negro American Folk-Lore" leaves little to be desired. He expressively handles ballads, gospel songs and the calypso to an accompaniment of authentic gesticulations that only serve to draw rapt attention. His soft-spoken spooning of "Quiet Girl" from the legit musical, "Wonderful Town," was superb, as was the dramatic interpretation of the Negro work song, "Jerry," and his disk-click calypso numbers "Hold 'Im Joe" and "Matilda."

It's a class act, well suited to the tastes of Grove audiences, and sure to further implant the name Belafonte as one of the better niteries performers of the day.

George Tapps and his dancers (two boys and two girls) drew a thunderous ovation via a series of imaginatively staged terp routines. Costuming, staging and dance routines were excellent. If opening night is any indication, the Tapps dancers are sure to return.

Rex Koury ork rates special credit for yeomanlike show backing and top music during dance sessions in its debut here. A sweet band with good balance, the Koury ork won heavy favor. Vocalist Peggy Dietrick displays a full, resonant voice and almost seems a natural for the biscuit market.

#### Harry Belafonte

George Tapps Dancers, Rex Koury Ork, Peggy Dietrick, vocalist.

(Cocoanut Grove, Ambassador Hotel, Los Angeles, August 25)

## Shows to Start At Midnight at New Showboat

LAS VEGAS, Nev., Aug. 28. — The eighth resort hotel in Las Vegas, the Showboat, will open for business Labor Day week-end, with a major innovation — the show will begin at midnight to catch Las Vegas' army of "rounders."

The \$2,000,000 Showboat is located away from the Strip on the highway leading to Boulder Dam. The opening show has been announced as the Minsky Follies.

The hotel was financed by a local group, headed by William J. Moore Jr., one-time operator of the Hotel Last Frontier, and present head of the El Cortez in downtown Las Vegas.

The gambling will be run on a lease by the operators of Wilbur Clark's Desert Inn, excluding Clark himself. These include Morris Kleinman, Moe Dalitz, Cornelius Jones, Ruby Kolod and Bernie Rothkopf. Two other partners in the gambling are not in the Desert Inn operation.

The Showboat is the first Las Vegas resort to enter the field since the Sands Hotel opened its doors in December, 1952. The next multi-million-dollar hotel due to open, in about six months, will be the Riviera (formerly Casablanca) now about 40 per cent finished.

## SPEAKING OF LEGIT

By BOB FRANCIS

For a follow-up to our yarn on musical tents (The Billboard, August 21), a new outdoor tent theater, called Big Top Canvas Playhouse, is being planned for Flat Rock, Mich. It's to present eight musicals next season in what is to be the largest tent of its kind, seating 1,500 to 1,750 in yacht type deck chairs. The site covers 12 acres. . . . More new plays are dotting the straw-trail for Labor Day week-ends — Zazu Pitts in "Miss Private Eye," by George Batson, Lake-wood (Me.) Theater; Libby Holman in "Blues, Ballads and Sin Sings," Kennebunkport (Me.) Playhouse (due for Broadway's Bijou on October 4); "My Heart Don't Say So," by Prof. Gerald F. Reidenbaugh, Town 'n Country Playhouse, Clarence, N. Y.; "The Other Devil," with Patricia (Mrs. Peepers) Benoit, Pocono Playhouse, Mountainhome, Pa., and "Maid to Order," Mainstee (Mich.) Summer Theater. The last is optioned for a Chicago run after Labor Day.

This seems to have been a good week for announcing cast changes. Jennie Goldstein has turned her role in "Fanny" over to Marie Powers. . . . Joan Holloway is taking over for Gwen Verdon in "Can-Can." . . . Alice Pearce has stepped into the cast of Tallulah Bankhead's "Dear

Charles" for a pre-Broadway break-in at the Ogunquit (Me.) Playhouse. . . . Ruth McDevitt is back in the cast of "Solid Gold Cadillac," subbing for Josephine Hull, who's out again, this time with fractured ribs. . . . And there's the surprise announcement that Wally Cox may take over pro tem for David Wayne as Sakini in "Teahouse of the August Moon."

Other new signatures to go down on paper for fall Broadway plans this week include James Gregory's for "Fragile Fox," Jennifer Jones' for "Portrait of a Lady," Daniel Labelle's for "Fanny," Lonny Chapman's for "The Traveling Lady," Whitford Kane's to direct "Cock O' the Roost," and Patricia Jenkins, Lucille Patton's and Fran Keegan's as replacements for the re-opening "Fifth Season."

Notes for balletomanes: Ballets Espagnols will open in late October for a limited engagement thru November at Broadway's Hellinger Theater. . . . The New York City Ballet kicks off August 31 with two new ballets during the run, "Western Symphony" and "Ivesiana." Casting notes for off-Broadway: "The Pony Cart," Theater de Lys, has just signed Lamont Johnson; "The Clandestines" (Continued on page 37)

## ACTS AND ATTRACTIONS

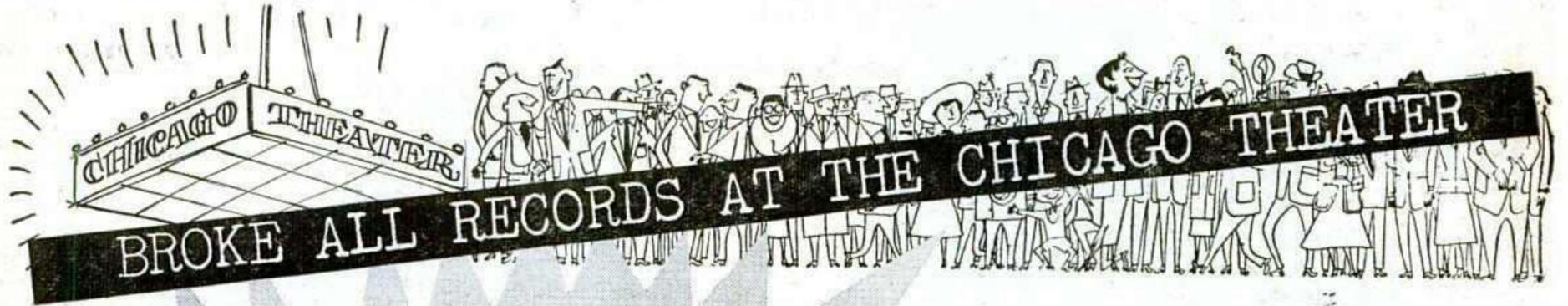
Both Guy Mitchell and Al Martino currently covering Great Britain on vaude tours have extended their stays. Mitchell's date for shooting picture "Covered Wagon" has been reshuffled, so he will now be in Britain until early November, while Martino's tour has been booked into December. Heavy bookings for both performers indicate the firm grip record singers have on English audiences. . . . Frankie Lane will be making a return to London starting September 19 running thru to the week commencing October 18. Date for Ireland also is in the works. . . . Comic Joe Cappel finished at the South Seas, Wakiki, Honolulu, to be followed by the Four King Sisters and comic Lee Maynard. . . . Joe Maise and His Cordsmen finished in the Gung Ho Lounge of Wakiki Lau Yee 'Chai in Honolulu August 24 to be followed by comic Arthur (Mad Man) Walsh. . . . Wally Ryerson Trio and singer Ann McCormick opened at the South Seas, Honolulu.

Carl Muchardt, operator of the "Nimb" in Tivoli Summer Garden, Copenhagen, Denmark, has made a deal with cabaret operator Fritz Ruzicka for the large dine and dance room of "Nimb" to be run as a cabaret after the close of the park season, September 12, until April 30. Kate Rosen

will be one of the features of the floorshow and the Paul Olsen Quintet; Bertrand Bech, organist, and John Smith Anderson, pianist, will provide the music. . . . Col. B. F. Chadwick, owner of Club Sevenoaks, San Antonio, Tex., has sold the club for \$501,950, to the 2,000 members of the Sevenoaks Country Club.

Kitty Kallen who gets her first theater date since she made it on records, goes into the State, Hartford, Conn., mid-October on a 50-50 deal. She supplies the show. Gal broke the 1954 record of one-nighters at Frolics Ballroom, Allentown, Pa., Saturday, August 21, when she drew \$3,200, taking out \$1,900 for her own end. Previous high this year was Ralph Flanagan's \$2,600.

Penny Parker, the new piano and voice act in the Copa lounge, was a freight checker for the New York Central before she went into showbiz. Gal has a pleasant voice, looks well and sells well. . . . Incidentally, some enterprising a.&r. man might catch the duets of Kathy Collin and Sonny King at the Copa lounge. They have some interesting sounds. . . . Jackie Miles and Joyce Bryant, plus Heratio and Lana, will open the Boston Latin Quarter September 9. Subsequent bills call for Mae West, Nat Cole, the Vagabonds, Billy Daniels and Sophie Tucker.



"Crowds outside the theatre were wrapped around the block... The house was in a tumult after every number."  
**The Billboard**  
 August 28, 1954

# The FOUR ACES

**TO DECCA RECORDS:**  
 You've been wonderful, belated, but sincere, congratulations on your tremendous 20th Anniversary.

Thanks to everyone who helped make it a big Four Aces year

Special thanks to Nate Platt, of the Chicago Theatre, and Harry Levine, of the N. Y. Paramount.

Personal Management  
**HERB KESSLER**  
 1674 Broadway  
 N. Y. City 19, N. Y.



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 and  
**IT SHALL COME TO PASS**  
 Decca #29217

### Toast of the Town (Color TV)

Emsee, Ed Sullivan. Acts: Eartha Kitt, Nanci Crompton, John Raitt, Janis Paige, Miss Malta and Company, the Bogdattis and the Andreas. Director-choreographer, John Wray. Producers, Ed Sullivan and Marlo Lewis. Musical director, Ray Bloch. Announcer, Art Hanes. Sets, Nelson Baume. Executive producer in charge of color, Richard Lewine. Sponsor, Lincoln-Mercury division of the Ford Motor Company thru Kenyon & Eckhardt.

(CBS-TV, 8-9 p.m. EDT, August 22.)

CBS can be expected to make a big splash in the color pop with its new 19-inch tube. Judging from the showcasing it received on "Toast of the Town," the tube approximates all that is claimed for it. Colorwise, the CBS system does not reproduce true color. It translates color into its own set of multi-hued images and gives more than adequate color pictures.

All this was admirably shown on a "Toast" stanza, which was a solid hour of programing produced to display the CBS color system as attractively as possible. Backgrounds included a replica of the fountains of Versailles, a medieval jail scene, a Merry-Go-Round, begowned and jeweled models, a saloon in the old West and other such sets.

All the performers were dressed to show off color, the most striking being a skin-tight green dress worn by Janis Paige. Even the dogs in the Miss Malta and Company act were dressed to the nines to show off the color.

**Color Effects**  
The CBS system is interesting for what it does to color. The system seems to modify color into what could conceivably be called pastel shades. Occasionally a light blue looked washed out, but if the color had a certain intensity, it was then translated into an eye-stunning hue.

The Sullivan show was built around Eartha Kitt, John Raitt and Janis Paige. Miss Kitt was the showstopper. In her two numbers, "Mink, Schmink" and "Monotonous," she sold the lyrics to these clever tunes in top-drawer style.

The medieval setting for Raitt's "Hey There!" displayed the color, but was incongruous for the tune. Raitt came back strongly doing the soliloquy from "Carousel," a number that is much more suited to his musical comedy voice.

For most of the men in the audience, Miss Paige didn't have to sing "Hernando's Hideaway." It was enough to look at her red hair and skin-tight gown. Her singing, however, was fairly well done.

**Colorful Canines**  
Other top acts were Nanci Crompton, the Andreas, the Bogdattis and the dog group. The last should do business anywhere. The canines walked around on their hind legs and were dressed as bellboys, nurses, salesmen, etc. It is one of the top such acts around.

The Bogdattis, four boys, offer astounding acro-gymnastics, with two reclining on their backs and offering their legs as platforms to their partners. Miss Crompton has built her dancing career on the pirouette and does about everything one can do with the spin.

Sullivan was his usual slick self, and the color commercials for Lincoln-Mercury must have had other auto makers drooling with envy.  
Leon Morse.

### Background (TV)

Commentator, Joseph C. Harsch. Producer, Ted Mills. Managing Editor, Reuven Frank.

(NBC-TV, 8:30-9 p.m., EDT, August 23.)

"Background" is a trenchant and absorbing news-documentary. It uses the film and TV cameras in a most penetrating way. And in Joseph Harsch it has a newsman-personality of considerable authority.

The second installment of this trial sustaining run endeavored to reflect the impact of current foreign affairs on the life of one unimportant young citizen named Joe Diamond of Germantown, Pa.

Joe has been drafted into the Army, and for the occasion NBC's news department gave him a public dissecting such as even Warren Hull couldn't have managed. The camera went to his going-away party, interviewed his steady date, went with him to

one of his regular corner bull sessions. His girl was asked what they talked about at night on the porch, whether they ever got serious, to which she giggled and shrugged her shoulders.

Between takes, Harsch was picked up in a New York studio for a continuing running commentary on the international scene and how its effect was being felt by Young Joe Diamond.

**Like 'See It'**  
As a job of TV journalism, "Background" this week was on a par with Edward Murrow's best efforts. Where it fell behind Murrow's "See It Now" was its lack of an impressive, integrated style. The Philadelphia films were brought in on what looked like a home-movie screen, posted a few feet away from where Harsch was sitting. This can be done okay, but the study set framing Harsch was nothing that any viewer will ever be able to recognize again—or would want to.

Gene Plotnik.

### Meet the O'Briens (TV Film)

Cast: Dave O'Brien, Jeff Donnell, Emory Parnell, Helen Spring, Ted Infur, Eddie Marr, Halene Hill, Willie Best, Dick Elliott, Don Brodie. Producer: David Barclay. Executive producer: Guy V. Thayer Jr. Produced by Roland Reed Productions, Inc. Directed by Charles Barton. Teleplay by Eddie Forman and David Barclay. Lucien Andriot, director of photography; Dick L'Estrange, production manager; Roy Luby, supervising editor; Bert Jordan, editor; Frank McWhorter and Joel Moss, sound; Jack Glass, photographic effects; McClure Capps, art director; Bill Tinsman, casting director; Connie Earle, script supervisor; William Beaudine Jr., assistant director; Rudy Butler, set decorations.

(Reviewed at special screening.)

"Meet the O'Briens" is a show with a personality—Dave O'Brien's personality. The pratfalling comic who established his reputation in the "Pete Smith Specials" blossoms out into three dimensions in the pilot film of the new TV series, and is never better than when he just lets his grin spread over the screen.

O'Brien's seeming enjoyment of the role is apparently shared by the other members of the cast, with the result that whereas the pilot is seldom hilarious, it is always entertaining.

Cast as the well-meaning but bumbling son-in-law of Dad O'Brien, played by Emory Parnell, Dave O'Brien manages to turn an ordinary family-type situation comedy into a heart-warming affair by gaining the viewer's sympathy as the kind of guy who is such a goofball he'd bake an upside down cake right side up.

The writers of the show, Eddie Forman and David Barclay, are to be commended for reaching for the visual laughs as much as possible rather than punning their way thru, altho the flick does have some really funny lines. Improvement might be gained by cutting down on some of the played-out pratfalls, such as running into doors and by a general tightening of the film.

Jeff Donnell is adequate as O'Brien's wife and Helen Spring as "Mom" leads a generally good supporting cast. Primary drawback of the pilot is its laugh track which provides most of the chuckles in the wrong places. This, however, will probably be corrected before a general showing.

Provided it doesn't overplay its daughter-parents relationship or get itself mired in stereotyped comedy situations, "Meet the O'Briens" has a lot of possibility as the kind of flick that will appeal to a wide segment of the TV audience.  
Bob Spielman.

### DRAGNET (TV Film), NBC-TV, Thursday (26), 9-9:30 p.m., EST. (Caught Again)

"Dragnet" started its fourth season in TV this week with its popularity riding higher than ever. In its fall outing it looked to be still the slickest, smartest production in TV live or film. But it is smart in the same way it has been from the outset. The very same effects that fascinated the public last season were there to distinguish "Dragnet" with the opening of the current season.

The subject was quite off-beat. It was a faded old movie producer of the silent era who is picked up for dealing in obscene material at a local high school. As usual there was little plot but

plenty character. The flamboyant old culprit has his final purgation out on his deserted old lot (which he says he is thinking of renting for TV film production).

After re-creating his direction of the big scene out of one of his greatest Westerns, he brokenly confesses. He drops the two Hollywood daily trade papers he is carrying and steps on them as he is led away by Friday and Smith.

With the big scene out on an open movie lot, this segment perhaps worked with more long shots than is usual in the series. But other than that, it looks as if producer-director-star Jack Webb is sticking precisely to the style that made him famous.  
Gene Plotnik.

### Palace, New York

Vince and Gloria Haydock, Walter Walters Jr., Ceil Cabot, Michael Chimes, Pigmeat Markham, Rodolfo and Juanita, Mr. Ballantine, the Flying Berrys, Jo Lombardi and his ork.

(Reviewed August 26.)

This is a fast moving show that opens with a zip, maintains its pace and closes with a flash. Lighting and production by Herb Bonis, who took over for Dave Benis, were all first-rate.

Vince and Gloria Haydock repeat their usual success here. Their taps are clean, fast and sold to solid hits. Walter Walters Jr., ventriloquist act, handles two dummies (using three voices) in acceptable fashion with the drunk bit as his biggest laugh puller. Ceil Cabot's act for a vaude stage needs a lot of brushing up. Her fast pitching of evergreen songs for comedy effect loses much of its impact, because she swallows her words. It was her sight rather than vocal bits that brought her attention here.

Michael Chimes is a solid family act with an appeal that is quite commercial. Chimes uses his three sons, age 7 to 12, plus his daughter, in the act. Their intros are shrewdly handled for plus values. Harmonica work is good without being distinguished. But Chimes' selling and production puts the act way up in its class.

**Tumult and Dance**  
Pigmeat Markham's standard tumult courtroom scene fractured them as it usually does here. Rodolfo and Juanita, Flamenco act, show enough to warrant better chances in class locations. The kids look good, dance with a fire and move excitingly. Incidentally, Jo Lombardi's ork work for the team was superb.

Mr. Ballantine is still one of the better standard acts around. His comedy magic, his lope around stage, his outraged fury at "missed" tricks drew mass laughs as are seldom heard here. The show ended with the roller skating Flying Berrys (four). The team has added a new bit; a girl sings as the pair skate-dance behind her. The idea has a chance, but the girl isn't a canary.  
Pic, "Dawn at Socorro."  
Bill Smith.

### Betty Clooney

The Andrea Dancers, Henry King, Mischa Borr's ork.

(Starlight Roof, Waldorf-Astoria, New York, August 24.)

Betty Clooney, displaying the familiar Clooney lower lip, looked charming as she came on the floor of the Starlight Roof. But most of her charm slowly dissolved as she went on with a routine that had little but effort to recommend it. When it came to stage presence, ad lib talks and assurance, Miss Clooney handled herself beautifully. She projected a warm personality. Yet the songs were so meaningless that the pleasant earlier effects slowly wore off.

Miss Clooney can sing. She's proved it before. So why she used special arrangements rather than melody is a mystery. Her one melodic item was the evergreen "My Man" which demonstrated her singing ability and hushed the room. The gal is an actress. In fact, she occasionally showed flashes of comedic talent, hyped by her warm personality, that could be used to advantage.

The show opened with the Andrea Dancers, a three-person adagio group, in their first New York cafe date. They've been caught some years ago at the Radio City Music Hall. Two males handle the lithe brunette gal with an ease that was completely effortless. The gal does deep bends aloft, butterflies, one leg splits in the air, deep bridges, etc. It is a fast act, a good looking act and

can work almost anywhere there is height and room for the spins.

**Music Off**  
But if the act does some sensational tricks, its music is hardly up to its sight values. Much of the music is down tempo when it should build to give heightened auditory values to their extremely skillful tricks.

The Henry King ork represented a wide swing in the pendulum from the Perez Prado ork that preceded it here. The latter almost blew the guests out of their rooms. King lull's them back to sleep. The King library, as demonstrated on the night caught, was full of the society beat numbers with little to distinguish them as anything unusual.

If there was anything outstanding in the King aggregation it was the singing of the band canary, Anne Anderson, who's been with him for years. The canary, a stacked, attractive brunette, frequently sounded like Jane Froman, drawing as much attention as the band itself. In a show not headlined by a girl singer, Miss Anderson could probably hold down her own spot.  
Bill Smith.

### Marilyn Maxwell

The Lancers, Will Jordan, Garwood Van's ork.

(Last Frontier, Las Vegas, Nev., August 24.)

Marilyn Maxwell's return to the Last Frontier's Ramona Room this trip was featured mainly by the introduction of a 250-pound Bengal Tiger into her act—a gimmick which lasted exactly as long as the first show opening night.

The tiger, seemingly drugged, had to be dragged onstage, where it laid down and rolled over, instead of doing what it had been trained to do. By the time the second show rolled around opening night, the cat couldn't even be aroused. Next day, it playfully clawed Miss Maxwell's foot in rehearsal, and that was the end of the livestock portion of the show.

Aside from the tiger farce, Miss Maxwell comes up with a slight variation on a strip tease once done in the same room by Joan Blondell, in which the stripper goes thru all the motions—except she doesn't strip.

Vocally, she pleases with the likes of "Shadrack," "Will You Still Be Mine?" and "I Ain't Got No Men to Dance With," the latter a hark-back to Mae West's recent muscle-bound chorus boys, and Terry Moore's five "escorts."

**Will Jordan**  
In the second spot, mimic Will Jordan turns up with more quantity than quality, imitating everybody from James Cagney to President Eisenhower. His best spot: a satire on the mannerisms of TV's Ed Sullivan.

The Lancers draw top applause with old familiar juke box favorites like "Muskrat Rumble," "Sweet Georgia Brown"; "So High, So Low, So Wide"; "Sweet Mama, Treetop Tall" and a newer number, "Burro's Lullaby."

The chorus line is fetching in transparent green costumes (except in spots).  
Ed Oncken.

### Diosa Costello-Georgie Kaye

Roberto and Alicia, Don Reynolds, Bob Warren, Kathy Collin, Ramona Lang, Jack Purcell, Michael Durso's ork, Frank Marti's band.

(Copacabana, New York, August 26.)

After various production changes are made, the Diosa Costello package at the Copacabana (she pays for everything but the comic; he's extra) could become everything its agents claim for it. At present it runs too slowly, holding the dynamic Diosa in check, thereby reducing the impact.

The show starts with Roberto and Alicia, in gorgeous costumes, doing a series of Flamenco dances. Both the fire and excitement required of a folk dance like the Flamenco isn't there. Instead of opening with the team, the pace would be increased if it were used for the costume changes necessary for Miss Costello.

Miss Costello's walk-on is a musical comedy formula. Her two boys, Mario Regis and Phil Cook, are excellent dancers. Their mike juggling, each taking turns holding the mike up for her while going thru intricate dance steps, was unusually well done. Miss Costello's entrance had her as a dignified well-costumed lady, a far cry from the fiery

hoydenish gal familiar to the trade.

Had the gal injected comedy at this point, the contrast between her entrance and her material would have made for better showmanship. Actually the excitable Latin didn't come thru her next costume change, pants and a blouse. It was then that she got them with her dancing and talk.

### Georgie Kaye

Georgie Kaye is still the master of the gag double take. His psychiatrist routine drew spotty laughs. It was his separate check routine that was the more commercial of the two here. Kaye is basically a fine sketch comic who knew his craft, but verbal subtleties aren't for the Copa audiences. They need gags they can rapidly identify with themselves. Chances are that putting Kaye in ahead of Miss Costello's torrid dance number would have given him a better chance.

Miss Costello came back for her "Bloody Mary" number (another costume change), working against a flat with her two boys as sailors, and seguing into the "Bali Hai" song she did in "South Pacific." There's no questioning that she did the song well, or played the role of Bloody Mary quite believably. But a ballad ending was hardly a good closer.

The Copa productions, as good as they are in themselves, could be tied into the Costello show, tho the procedure would probably take a lot of doing. As it is there are three separate shows in one at the Copa. The Costello package, the Copa house productions and Georgie Kaye make it a bargain for cafe goers.  
Bill Smith.

### Wish You Were Here

A musical comedy by Arthur Kober and Joshua Logan. Music and lyrics, Harold Rome. Staged by Mervyn Nelson. Musical arrangements by Norman Fields and Natalie Charlon. Settings by John W. Keck. Choreography, Remi Martel. Presented by Robert E. Perry. A Howard Hoyt production.

Teddy Stern ..... Joe Wilder  
Chick Miller ..... Joe Sargent  
Fay Frankin ..... Renee Taylor  
Ithy Flexler ..... Sonny Sparks  
Pinky Harris ..... Tony Foster  
Harry "Muscles" Green ..... Gordon Hanson  
Lou Kandel ..... Remi Martel  
Herman Fabricant ..... Gordon Peters  
Marvin Berlinner ..... Anthony Montanaro  
Sonja Berliner ..... Ruth Haynes  
Ell ..... Patrick Tolson  
Barney ..... Joe Carmen  
Gussie ..... Lucille Matthews  
Miriam ..... Viola Harris  
Cookie ..... Carol Chanson  
Shirley ..... Marlene Bennett  
Rosaland ..... Helen Thornhill  
Beverly ..... Barbara Hedden  
Staff and guests ..... George Hale, Ruth Hulbert, Molly Neitzert, Don Oliver  
The Peaches ..... Peggy Pena,  
Mickey Moran, Jan Ehrigott

The Howard Hoyt strawhat package proves one thing, if nothing else—big names are not necessary as summer theater draw if you have a dozen or so kids with a lot of bounce and zip and a modicum of talent. This package of "Wish You Were Here" covers a lot of ills with plenty of said verve.

If the book has rapidly become an old wheeze, if the music and lyrics are still as undistinguished as when "Wish" ran so long on Broadway, if some of the cast is a little shy in the vocal department, the evening's price of admission is still worth it. The cast's enthusiasm and boundless energy make an audience forget that the treatment of boy meets girl at a summer camp is pretty trite and that musically he isn't hearing much.

In the talent department there's Jo Wilder, who plays the love-torn gal at Camp Karefree like a veteran. She's a real musicomedy bet. Aiding her capably are Renee Taylor, Viola Harris, Sonny Sparks, and Gordon Hanson. Patrick Tolson, a chunky lad with a good voice and a very winning personality, also has a fine moment in a lesser role. Gordon Peters nicely heads the members of the local company who blend in well with the touring players.

A great deal of credit for the success of this package must go to Mervyn Nelson for his fine staging; Remi Martel, for good, simple choreography, and Norman Fields and Natalie Charlon, for excellent arrangements and piano work.  
Dennis McDonald.

### DRAMATIC & MUSICAL ROUTES

Dramatic and Musical routes: 9-4 Jim King and I: (Auditorium) Denver. Peter Pan: (Philharmonic) Los Angeles. Picnic: (Cass) Detroit. Forgy and Bess: (Royal Alexandra) Toronto to 31-Sept. 4. Seven-Year Itch: (Geary) San Francisco. South Pacific: (Her Majesty's) Montreal. Time Out for Ginger: (Harris) Chicago. Wonderful Town: (Shubert) Chicago.

# HOCUS-POCUS

By BILL SACHS

**DUKE STERN**, formerly of Indianapolis and now operating a magic shop in Shreveport, La., is doing a half-hour kiddie TVer on Channel 12, Shreveport, each Friday from 4-4:30 p.m. . . . **Robert White**, Detroit college teacher-magician, was the subject of a feature article by **William W. Lutz** in the magazine section of *The Detroit News* recently. . . . **Charles T. Jackson (Great Jaxon)**, of Webb City, Mo., postals: "Things are beginning to look up around here. Am adding considerable new equipment for the coming season, and already have a number of dates booked. Had letters recently from **King Baille**, **Jesse F. James**, **Wormald**, **Harold Martin**, and **Jack LaWain**. See where **Terry Brady (Prince Samara)** is going out again." . . . **Alexander the Great**, who died recently in Seattle following an operation, was one of the real old-time mystic greats of vaudeville's heyday. He was also one of the highest-salaried magicians to play the major vaude circuits of more than a quarter century ago. Born in Alexandria, S. D., Alexander made his home in Los Angeles for 40 years, and in re-

cent years resided in North Hollywood, Calif. His right name was **Claude Alexander Conlin Sr.** . . . **Bill Edington (Uncle Bill)**, who formerly had his own tent show in Texas and who trouped for a number of seasons with **Willard the Wizard** thru the Lone Star State, is now retired and living in Natchitoches Parish, Louisiana. . . . **John Makar**, Natchitoches, La., attorney; **Guy Nesom**, head of the physical education department of Northwestern State College, that city, and **Roy Cox**, manager of the local outlet of Southern Bell Telephone Company, have combined under the name of **Men of Mystery** to bring a full evening of magic to small towns in the Louisiana country which are not normally on the schedule of full-time pros. "As semi-pros," writes Makar, "we don't believe in cutting off another man's livelihood. Part of the reason for our combining was the fact that we were being called upon for too many so-called charity performances. Now we tell 'em that we have agreed not to give such performances unless all three of us concur that is a genuine charity case. It has made us more money and eliminated many gratuitous shows."



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**TORRINI** and **Phyllis**, who have been sojourning the last several weeks at their home in Atlanta, opened Thursday (26) in the Paradise Room of the Henry Grady Hotel, that city, to remain thru September 8. They leave Atlanta September 12 for Tracy City, Tenn., where they open for 14 weeks of schools and civic clubs for the Kline Circuit of Dallas. **Torrini** and **Phyllis** report that **Dave McLaws (Stewart the Magician)** and wife, **Thelma**, who were their partners in the former **Torrini Studio of Magic**, are lullabying a new son, **Dave Jr.** . . . **Howard Golden**, prominent in the mystery field a few years back under the name of **Mr. Raffles**, was in Cincy last week selling a service to drive-in operators. . . . **C. Thomas Magrum** postals the query: "What's become of **Loring Campbell**, veteran of the lyceum, chaquetauca and school assembly circuits? News from him would be appreciated." . . . **George Schindler**, Brooklyn baffle-comedian, is putting in most of his time these days writing comedy material as head of his new **Show-Biz Comedy Service**, with headquarters in the village where the tree grew. He still manages, however, to work in an occasional club date in the New York area. **George** put in a few days recently entertaining his old friend, **Joe Cassouto**, who is over from Holland for a visit. **Cassouto** returns to the other side on the Olympia September 17. . . . **Dick Piser**, of **Miracle Magic**, is collaring friends to boast of a new production he has on the way. It's in the form of a new offspring. Undoubtedly, **Mrs. Piser** will come in for a bit of credit, too. . . . **Roy Benson** did a slick stint on a recent **Ed Sullivan TVer**. . . . One of the hottest comics in the game at the moment, **Orson Bean**, presented a few of his old magic gags on his recent "Blue Angel" TV show. . . . **Mentalist Sheldon Diefik** has his mind on other things these days. He recently announced his engagement to **Rita Ash**, nonpro.

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# BROADWAY SHOWLOG

Performances Thru August 28, 1954

## DRAMAS

Anniversary Waltz	4-7, '54	165
Caine Mutiny Court		
Martial	1-20, '54	245
King of Hearts	4-1, '54	172
Oh, Men! Oh, Women!	12-17, '53	292
The Seven-Year Itch	11-20, '52	742
The Solid Gold Cadillac	11-5, '53	340
The Teahouse of August Moon	10-15, '53	367

## MUSICALS

Arabian Nights	6-24, '54	76
By the Beautiful Sea	4-8, '54	164
Can-Can	5-17, '53	548
Comedy in Music	10-2, '53	347
Kismet	12-3, '53	308
Pajama Game	5-13, '54	104

## RECESSING

John Murray Anderson's Almanac	12-10, '53	228
Fifth Season	1-23, '53	598

## CLOSED

Sabrina Fair	11-11, '53	324
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# SPEAKING OF LEGIT

Continued from page 34

time Marriage" will be the players Theater's next offering at the Provincetown Playhouse.

For the theater student, four new scholarships have been added to the Theater Wing Training Program, making a total of eight.

And Boston University is offering a professional curriculum, drawing such Broadway luminaries for participating directors as **Daniel Mann**, **Albert Marre**, **Burgess Meredith**, **David Pressman**, **Jose Quintero**, **Cyril Ritchard**, **Ailen Schneider** and **Herman Shumlin**, not to mention **Jo Mielziner**, as advisor.

Pre-Broadway tryout houses have just had a new addition. **Richard Pleasant** and **Isadora Bennett**, of the public relations firm bearing their names, have been engaged to handle Princeton University's **McCarter Theater** for booking openings, road shows and other dramatic productions. . . . Also within the environs of Manhattan is the American Shakespeare Festival Theater and Academy's **Globe Theater** project. Land has been bought at **Stratford, Conn.**, and ground-breaking is near for the \$306,594 building to be patterned after the **Stratford (England) Globe**. A shrine to the poet, the building will house an academy, as well as presentations of the Bard's works. All legal entanglements have now been cleared.

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# BURLESQUE BITS

By UNO

**Cheryl Lynn**, stripper, a **Trixie Rogers** placement, is stopping the show nightly at the **Club Ha-Ha**, New York. . . . **Dan Evans**, comic, is back in action after two severe eye operations. His first engagement was a three-day vaude stint at the **State, Baltimore**, August 26-28. . . . **Rosalie Gore**, exotic dancer billed as **Gypsy Rosalie**, has been held over for an indefinite stay at the **408 Club**, Baltimore. . . . **Bobby Brown**, formerly with **Harry Russell**, a Chicago booker, is no artist's representative, styling himself "the official Chicago press agent for the atomic blonde bombshell from Hollywood, Miss **Jennie Lee**. Also the originator and founder of the **Jennie Lee Fan Clubs**." According to **Brown**, his client opened at the **Canadian National Exhibition** at **Sunnyside Park** in **Toronto** August 27 as feature exotic thru **Bobby Goodman** of the **Milt Schuster** Chicago agency. This date is the start of seven weeks of bookings for fairs. . . . **Blonde Babe Fenton** is back home in **Boston** after a long engagement at **Helene Polka's Jungle Club** in **Miami**. . . . **Joseph Ellul**, owner of the **Empress**, **Detroit**, has returned to **Detroit** to spend about eight weeks with the theater before returning to his home in **Hollywood** for the winter. . . . A recent city ordinance passed by **Albuquerque, N. M.**, officials prohibit strippers from operating in the city limits. **Bob Corash**, Denver agent, reports that altho this cuts down on work for some strippers, **Albuquerque** has generally been a poor town to work in the past, and he feels that there is little loss from the ruling. . . . **Shelia Dawn**, who hails from **Boston**, just concluded a week's stay in **My Brother's Tavern** in **Watervliet, N. Y.**

**Harold Minsky**, going into his second season in the operation of the **Adams** in **Newark, N. J.**, launched a first anniversary show last week with **Lily St. Cyr** as the feature. . . . The new solo strip who just closed at **Minsky's Adams** in **Newark** and is now playing a four weeks' engagement at the **El Rey**, **Oakland, Calif.**, thru **Bob Goodman**, bills herself as **Mrs. Tommy Manville**. She was part of a road company edition of the **Gabor Sisters** and is the former **Anita Roddy Eden**, who, along with her sister **Juanita**, used to do a double in burly as the **Eden Sisters**. . . . **Charlie Wardell**, another old-time comic known as the **Italian Senator**, has successfully fought and got the best of two major surgical operations. . . . The **Gayety**, **Columbus, O.**, reopened in time for fair week, beginning August 28. . . . **Comic Harry (Lefty) Lewis**, after doing a tour of niteries in his home town of **Philadelphia**, moved into the **Globe**, **Atlantic City**, and then to the **Carmen** in **Philadelphia**. At the **Steve Brodie Club** there he was held over for a third week and went over so well that he attracted offers from other club owners.

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# THE FINAL CURTAIN

**BRABNER—Samuel,** 88, widely known thruout Connecticut as a singer and choirmaster, August 19 in Bridgeport, Conn. Survived by three sons, Harold E., Bridgeport; John T., Trumbull, Conn., and George B., Milford, Conn., and four daughters, Mrs. Ethel Gotthardt, Fairfield, Conn., Mrs. Florence Hodges, Trumbull; Mrs. Beatrice Weidman, Schenectady, N. Y.; Mrs. Essie Shoemaker, West Berne, N. Y. Burial August 21 in Mountain Grove Cemetery, Bridgeport.

**CLARK—Mrs. Allie,** widow of Allie Clark, veteran circus advance agent, July 13 in Tuscaloosa, Ala., of a heart attack. Survived by her son, Grover, and two daughters, Mrs. Dixie Ford and Mrs. Olive Vines. Burial in Memorial Park Cemetery, Tuscaloosa.

**GLENN—Forrest,** 54, seven-foot-four-inch clown, August 24 at Sarnac Lake, N. Y. He was known to thousands in the heyday of vaudeville and as a Keystone Kops character. He had appeared in many Mack Bennett comedies, and had toured the U. S. and Europe with vaudeville and circus troupes.

**GOLSTEIN—Ruby,** 47, manager of the Booker T. Theater, Detroit, August 18 in that city of a heart attack. At one time he also managed theaters for the Saul Gorman circuit. Survived by his widow, Lena, and two daughters, Harriet and Dorothy. Burial in Hebrew Memorial Cemetery, Detroit.

**GRIFFIN—Jack,** 41, August 22 in Lawrence and Memorial Associated Hospitals, New London, Conn., from injuries received in a stock car race in Waterford Speedbowl, New London. He lived in Groton, Conn.

**HACKETT—Florence,** 72, stage and silent film actress, August 21 in New York. She retained the name of Hackett after the death of her first husband, Maurice Hackett. Later she married Arthur Johnson, who was playing with her in "The Burglar and the Lady." Two sons, Albert, theatrical writer, and Raymond, writer for stage and screen, and a daughter, Jeanette, vaudeville performer, survive.

**HATFIELD—Lansing,** 44, former Metopera, Broadway and radio singing star, August 22 in Asheville, N. C. On Broadway he played featured roles in "Rio Rita," "Show Boat," "Apple Blossom Time" and "Rose Marie." On radio he was heard on "The Telephone Hour" and other shows. During World War II he toured the Southwest Pacific for the USO. More recently he appeared on Broadway in "Virginia"; "Susanna, Don't You Cry"; "The Devil and Daniel Webster" and "Sadie Thompson," a musical version of "Rain." He retired from the stage and worked for Asheville radio stations, finally becoming music director of the Grove Park Inn there. His widow survives.

**MARCO—Howard,** midget clown, formerly with Ringling and other circuses, recently in Tampa.

**MORRIS—Sam E.,** 73, former vice-president and general manager of Warner Bros., August 22 in Los Angeles. Prior to his association with Warner Bros., he was general manager of Lewis O. Selznick's Select Pictures. Survived by his widow and a son, music publisher E. H. (Buddy) Morris.

**PATRICK—Pat,** 40, comedian who originated the role of Errol Tving on the Edgar Bergen radio show, August 19 in North Hollywood. Survived by his widow and two sons.

**POWERS—David,** 78, former showboat operator and vaudeville actor, August 16 in French Hospital, New York. He was born at La Fayette, Ind., and owned and operated a showboat on the Ohio River for several years around 1910. Later he had a comedy-ventriloquist act in vaude with his wife, Jessie. Still later he became a lecturer, traveling in South America, Cuba and the U. S. off-season to gather material on Indian tribes and customs. For the past 30 years he had concentrated on children's programs in New York. His widow and a sister in Chicago, survive.

## MARRIAGES

**CRYS—COPELAND—** Rocky Mountain area representative for several Eastern booking agencies, and Ann Copeland, non-pro, July 24 in Denver.

**DAVIS-MIGNON—** Earl Davis, Side Show talker on West Coast Exposition Shows, to Mickle Mignon, penguin girl, recently in Minton, Nev.

**FERGUSON-ALLEN—** Danny Ferguson, orchestra leader and pianist, to Mary Jane Allen recently in Corpus Christi, Tex.

**GIAMPOLI-DISTASI—** Frank Louis Giampoli, music teacher and concert pianist, and Eleanor Joan Distasi, non-pro, August 21 in Bridgeport, Conn.

**LALLA-BECK—** Fred Lalla, Los Angeles contractor, and Helen Gould Beck (Sally Rand, fan dancer), in Las Vegas August 11.

**LEONE-ROSS—** Louis Leone, non-pro, and Naomi Ross, daughter of Sam Ross, booking agent and former conductor of the Silvertown Cord Orchestra, July 31 in New York.

**MONTGOMERY-BLACK—** Robert Montgomery, Caterpillar operator on Wilson Famous Shows, and Evelyn Black, Merry-Go-Round ticket seller on the Wilson show, at Cambridge, Ill., August 13.

**MURRY-GREE—** Chuck Murry, concessionaire on Raines Amusement Company, to Donnie Grier, non-pro, recently in Westville, Ark.

**WOOLSEY-SISCO—** Steve Woolsey, ride man on Raines Amusement Company, to Imogene Sisco, non-pro, recently in Westville, Ark.

**ZAIMAN-PIERSON—** Jack Zaiman, commentator on the "Needle Club" over Stations WDRC and WDRS-FM, Hartford, Conn., and Mildred Pierson, non-pro, August 22 in Hartford.

**RAMSAYE—Terry,** 68 former editor of Motion Picture Herald and Motion Picture Almanac, August 19 in Norwalk (Conn.) Hospital. He attended the University of Kansas and became a reporter for The Kansas City Star. In 1914 he entered the motion picture industry as editor and producer. In 1926 he wrote the two-volume history of the industry titled "A Million and One Nights." In 1928 he became editor in chief of Pathe News. He joined the Motion Picture Herald in 1931, and remained until 1950 when he joined Quigley Publications as consulting editor. His widow, Helen, and his mother, Mrs. Georgia Ramsaye, survive.

**SCALIA—Lillian Doherty,** 74, who appeared in vaudeville as a member of the Doherty Sisters until 1937, August 23 in Hollywood. Survived by a sister, Anna Doherty Crossman, that city. Burial August 26 in Forest Lawn Memorial Park, Glendale, Calif.

In Loving Memory of  
**My Dear Husband**  
**Frank (Dago) Rodgers**  
Who passed away March 3, 1954.  
Sadly missed by his wife  
**EVELYN**

**SCHEIN—Sigmund,** 78, former music director of the Shubert theaters, August 24 in Chicago. He had also been a violinist and viola player with the Chicago Symphony and the Chicago Opera Company. His widow, two daughters and a son survive.

**SIMON—Jacob (Pop),** 96, father of band leader Abe Lyman, August 23 in Los Angeles. Survived by two other sons, Albert and William H., the husband of Fanchon, of Fanchon and Marco. Burial in Hillside Memorial Park, Los Angeles.

**AYALAS—** Twin sons to Mr. and Mrs. Amos Ayalas recently in San Antonio. Father is drummer with the Jimmie Klein orchestra.

**BERKOWITZ—** A son, Steven Howard, to Mr. and Mrs. Norman Berkowitz. Father is advertising salesman for The Billboard.

**BERRY** A son to Mr. and Mrs. R. E. (Bob) Berry recently in San Antonio. Father is an account executive with KITE, that city.

**COOPER—** A daughter, Betham, to Mr. and Mrs. Hal Cooper August 16 in Lenox Hill Hospital, New York. Father is producer of WABD's "Magic Cottage," and mother, Pat Meikie, is star of the show.

**DRAKE—** A daughter, Carol, to Mr. and Mrs. John Drake August 3 in Queen of Angels Hospital, Los Angeles. Father is member of the Modernaires, singing group.

**DONAHUE—** A son, Patrick Steven, to Mr. and Mrs. Mickey Donahue July 31 in Huntington, Ind. Parents are Motordrone operators with Gooding Amusement Company.

**DRESCHER—** A daughter, Cindy Rae, to Mr. and Mrs. Ray Drescher August 3 in Princeton, Minn. Parents are concessionaires on Rogers Bros. Shows.

**FERRIE—** A son, George William, to Mr. and Mrs. Robert Ferrie, August 3, in San Antonio. Father is a newscaster and announcer on Station KITE, that city.

**FURLOW—** A son to Mr. and Mrs. S. E. Furlow recently in Odessa, Tex. Parents are projectionists at the Scott Theater, that city.

**GOLDSTEIN—** A son, John Bernard, to Mr. and Mrs. Harold Goldstein August 20 in Pittsburgh. Father does promotion work for Station WWSW, that city.

**GROVE—** A daughter to Mr. and Mrs. Jerry Grove, August 11 in Philadelphia. Father is program director of Station WDAS, that city.

**MAYNARD—** A son, Willie Witt III, to Mr. and Mrs. W. W. (Lucky) Maynard July 19 in John Gaston Hospital, Memphis. Parents are well-known outdoor show people.

**FUGH—** A son, Michael Forrest, to Dr. and Mrs. Charles E. Fugh August 13 in Fort Worth. Mother is Ann Alden, star of Station WBAP-TV's Ann Alden Show.

**REITHOFFER—** A daughter, Merry Elizabeth, to Mr. and Mrs. Julius Reithoffer, August 6 in Hughesville, Pa. Father is owner of Uley Reithoffer Shows.

**SANDWICK—** A daughter, Susan Jamie, to Mr. and Mrs. Richard Sandwick August 10 in New York. Father is a program director for the Du Mont Network; mother is one of the web's make-up artists.

**SELZNICK—** A daughter to Mr. and Mrs. David O. Selznick August 12 in St. John's Hospital, Santa Monica, Calif. Father is motion picture producer; mother is movie actress.

**SMITH—** A daughter, Beverly Ann, to Mr. and Mrs. Reginald Smith recently in New York. Father is a night club organist in that city.

**SKAVLAN—Einar,** 72, editor in chief of Dagbladet, Norwegian daily, August 16 in Oslo, Norway. He was one of Norway's top dramatic critics and a former head of Norway's National Theater.

**SULLIVAN—Jack (Scotty),** 68, veteran outdoor showman, concessionaire and painter, August 16 in Little Rock. During his many years in show business he worked on a number of shows, including the Donald MacGregor, J. T. McClelland, Huey & Gentsch and Cumberland Valley shows. At various times during the past 18 years he had been a painter on Fuzzell's Amusements. Services from Our Lady of Holy Souls Church, Little Rock, with burial in Calvary Cemetery there.

In Loving Memory  
**TYANA**  
**BABETTE SCHUETZ**  
Who Passed Away Aug. 25, 1946  
  
"You will always live in our hearts, Mother."  
**BETTY & FRITZ HUBER**  
and Your Grandchildren

**SNYDER—Mrs. Sue,** 84, formerly with her late husband in the Yankee Doodle Duo, August 15 in Put-in-Bay, O. The duo gave a command performance for the King and Queen of England in 1912, during a 14-year tour of Europe. They entertained World War I troops in Europe. They settled at an actors' colony at Put-in-Bay in 1918 and the deceased worked at a hotel there until retiring in 1951. Survived by a son, Claude Stace, Los Angeles, and a sister, Mrs. Virginia Volk, Columbus, O.

**TOWNE—Julia Whitney,** formerly of the Ferris and Crafts shows, August 8 in Edmonds, Wash. Survived by her husband, Rowie, and a brother.

**WARD—Debra,** daughter of Mr. and Mrs. Eddie Ward, flying return performers on the Ringling Bros. and Barnum & Bailey Circus, recently in Cleveland of injuries sustained in an automobile accident. Mrs. Ward's mother, Mrs. Kammerer, died in the same accident.

**WEINMANN—Mrs. Margaret,** 83, old-time outdoor show personality, recently in Jerseyville, N. J. For many years she worked as an astrologist on the Boardwalk at Coney Island, N. Y. In later years, and after retiring from show business, she became the adopted mother of Joe Ego Harris, veteran night club and vaude performer.

## Music as Written

Continued from page 14

currently on tour headed east. . . . **Moe Preskell**, head of Meadowbrook Music, was in town last week.

## Hollywood

**Jerry Colonna** has been set to guest on the Dorsey Brothers' CBS-TV teleshow September 11. Event marks the first time that Colonna and **Tommy Dorsey** will be together since they were both staff musicians at CBS in New York some 20 years ago. . . . **Bob Garson** has joined the Sportsmen, replacing **Jay Myer**. Garson, one of the original Continentals, will augment the Sportsmen group in their expanding television activities, including the fall Jack Benny Show. . . . **Frances Faye** has inked a new two-year recording pact with Capitol Records. . . . Singer **Joanne Gilbert** inked for a return date at the Mocambo, September 21. . . . **Rudy Carlton**, pianist, has opened at the Moon-gate, Los Angeles. . . . **Tony Bennett** arrives September 8 for his two-week stint at the Hotel Statler, his West Coast bow. . . . Columbia Records' **Peggy King** guests with **Dave Barry** on the "Musical Chairs" show via KTTV.

**Tennessee Ernie Ford** begins a 30-minute across-the-board radio show for CBS, replacing his previous 15-minute layout. Ford is also on NBC-TV with the "College of Musical Knowledge." . . . **Bill Loeb** will have four acts working at Vegas at the same time, via **Marilyn Maxwell** at the Last Frontier, **Margaret Whiting** at the Thunderbird, the **Morro Landis Girls** at the Sahara and the **Sportsmen** at the Flamingo.

# Reviews and Ratings of New Popular Albums

Continued from page 19

Good sound added to good tunes make this an attractive package.

**LOUIS' HOT 5's and 7's** . . . . . 70  
Lawson-Haggart Jazz Band (1-10")  
Decca DL 5533

The idea of tackling the blues and stomps originally made famous by the Armstrong groups of '27 and '28 is a good one. The combo's line-up of Yank Lawson, Bill Stegmeyer, Lou Stein, Cliff Leeman, George Barnes, is good. Yet the availability of Louis' own versions and others more straightforward could hurt this—good as it is. There's a short spoken intro by Louis, too.

**SHARKEY AND HIS KINGS OF DIXIELAND** . . . . . 70  
(1-10")  
Southland SLP 205

Those seeking honest-to-goodness two-beat music will get a big kick out of this package by Sharkey Bonano's New Orleans combo as recorded by Paul Mares Jr. The six tunes done in jam-session style include "Muskrat Ramble," "High Society," "Tin Roof Blues" and "Farewell Blues." It's spirited and well-recorded stuff.

**BILLY TAYLOR PLAYS FOR D.J.'s** . . . 70  
(1-10")  
Prestige 184

Taylor, a particularly capable pianist, has a good following but has never really hit the jazz big-time. Here he has put together eight themes used by jazz jocks in the East—several of the tunes being Taylor originals just written. Naturally the eight jocks honored will give this plenty of air play in Washington, Philadelphia, Providence, Baltimore and Camden, N. J. In other areas this will stand or fall on the loyalty of the Taylor fans.

**THE PIANO ARTISTRY OF CONLEY GRAVES** . . . . . 68  
(1-10")  
Nocturne NLP 4

Graves is a West Coast musician who is apparently a favorite of other tooters. His technique is a facile, imaginative one. His selection of material (standards not over-done) is also good. The strongest recommendation, tho, is that the set was packaged by musician Harry Babasin for his own label and is particularly well recorded. Tho classed as jazz, this should appeal to those seeking good piano music for listening—with bistro style.

## Country & Western

**THE WONDERING BOY** . . . . . 80  
Webb Pierce (1-10")  
Decca DL 5536

Where long playing packages for the

country market can be sold, this will undoubtedly be a strong seller. Pierce is still high on the weekly charts and this collection of some of his biggest singles is well packaged and produced. His fans, certainly, will want it.

## Children's

**WALTZ OF THE FLOWERS; THE TROJAN HORSE; DIANA AND THE GOLDEN APPLES** . . . . . 82  
(1-45) Capitol KASF 3204  
(1-45) Capitol KASF 3207  
(1-45) Capitol KASF 3209

Latest entries in the Capitol "good music" series maintain the high standard set earlier. Stories, all told effectively by Art Gilmore, range from the simple "Waltz" (Tchaikovsky, of course) to the exciting tale of "The Trojan Horse." Later is done to the music of Prokofiev's "Love for Three Oranges." More Prokofiev is heard in "Diana," with the score taken from the "Lt. Kije" suite. A fine series which ably performs the twin function of interesting youngsters and painlessly introducing them to good music. It's commercial, too.

**SPARKY'S MAGIC BATON** . . . . . 80  
(1-EP)  
Capitol EAXF 3206

The baton is the conductor's wand and the gimmick is used to permit an introduction to all the instruments of the symphony orchestra. The story will hold children's interest and they can follow the action in the pages of the colorfully illustrated story book that's an integral part of the package. Good sales for this one.

## Sacred

**MOST-SUNG HYMNS** . . . . . 69  
Word Records Concert Ork; Alfred Recd. Cond. (1-10")  
Word 2010

The label has recorded eight of the most-sung hymns as determined by a Christian Herald magazine poll last year. They include "The Old Rugged Cross," "Rock of Ages," "I Love to Tell the Story," "When I Survey the Wondrous Cross," "Sweet Hour of Prayer," "All Hail the Power of Jesus' Name," "Nearer, My God, to Thee" and "Abide With Me." They are played sweetly here by a concert orchestra under the direction of Alfred Reed. Unfortunately the orchestral arrangements detract from the simple beauty of the hymns, and it would have been a more appealing set if they were recorded on organ.

# Folk Talent and Tunes

Continued from page 33

of the WFAA Artist Service, Bobby's latest RCA Victor release, "Sh-Boom" and "Love March," are getting heavy response. . . . **Jimmy Littlejohn** and **Hank Locklin** were guest stars on "Big D" from Dallas last week. . . . **Dub Dickerson** set on a fall tour, September 4-October 17, with dates in Louisiana, Alabama, Georgia, Florida and Tennessee. . . . **Little Mary Sue Clere** doing a series of guest TV shots in Oklahoma, her latest at KTEN, Ada. . . . **Joe (Cannonball) Lewis** sliced a series of sides for M-G-M Records last week in Nashville under the direction of **Fred Rose**. . . . **Rex Allen** on a one-nighter tour in the Midwest after his "Grand Ole Opry" appearance.

New England's "Hayloft Jamboree," via WCOP, Boston, setting plans for a bigger show this fall, with **Carl Stuart** still booked in as headliner. . . . **Hawkshaw Hawkins** and **Jean Shepard** follow **Elton Britt** at **Shorty Warren's** Copa Club, Secaucus, N. J., September 9. . . . **Rusty Starr** and **His Ramblers** open for four weeks at the Concord Tavern, Toronto, October 1. . . . The new **Joni James** release, "Mama, Don't Cry At My Wedding," began in the country field with a **Jimmy Rodgers** release last March. . . . **Al Cody** joins the **Kit Carson** show at Bland Park, Tipton, Pa., September 5-6. . . . **Jim Langan** now handling promotion and management for **Denver Bill Clarke**. Latter has been set for a show from the Canfield Fairgrounds, Denver, September 6. . . . **Tiffany Records** bows in the country and western field with its first release, by **Bob Atcher**, titled "Two Can Play Your Game" and "High and Dry."

**Bobby Ross**, former manager of **George Morgan**, is now disk-jockeying at WFLA, Tampa. . . . **Cotton Carrier** visited with **Jim Wilson** at **WHOO**, Orlando, Fla., with Cotton showing off the new short-sleeved, short-pants Western

outfits that **Boots Woodall** and the **Smith Brothers** have been sporting. . . . **Hank Zero**, WALE, Fall River, Mass., has added his nine-year-old daughter to his show. . . . **Bob Prather**, new d.j. at WEAS, Atlanta, has four hours of country music daily and five hours on Saturdays. . . . **Jack Turner** worked with **Billy Walker** at the "Deep South Jamboree," Montgomery, Ala., recently. . . . **Texas Bill Strength** will be Mr. Disk Jockey on the September 10 show from WSM, Nashville. . . . **Casey Strong's** "Casey's Corral" now aired 18 hours weekly via KXIS, Sedalia, Mo. . . . **Marion Russell**, WTTN, Watertown, Wis., had **Homer and Jethro** as her guests during the remote from the Jefferson County Fair recently. . . . **Lon Backman** has moved from WVOT, Wilson, N. C., to WAVY, Portsmouth, Va. . . . **Zeke Prior** and **His Country Ramblers** now working with DeLuxe recording artist **Jim Fullen** on the WHOK "Open House Jamboree" from Lancaster, O. . . . **Bub (Goodwick)** and **His Boys**, prominent six-man Northern Illinois western dance and radio band, are featured on a 30-minute show every Saturday via WLBK, DeKalb, Ill. . . . **Donn Reynolds** stars on the "WVVA Jamboree" from Wheeling, W. Va., August 28. . . . **Foreman Jack Gardiner**, WBIP, Booneville, Miss., along with **Bob Ritler** of WTUP, Tupelo, Miss., off on vacations. . . . **Moris Taylor** and the **Sierra Melody Gang** continue to expand with six radio and TV shows going for them in California. . . . **Fred Wamble**, of Montgomery, Ala., sends a reminder to all his fellow d.j.'s not to forget **Hank Williams** Day, September 20-21 at Montgomery. . . . **Kermit Reid**, WDUN, Gainesville, Ga., reports big success with **Jimmy Osborne's** King recording of "Blue Days and Lonely Nights." . . . **Audie Andrews** now airing a show via KTLW, Texas City, Tex.

## FREE GATE, NIGHT STAND FOR IKE'S DES MOINES P.A.

DES MOINES, Aug. 28.—Outside gates of the Iowa State Fair here Monday will be thrown open to all-comers a half hour before the 6 p.m. appearance of President Eisenhower and will continue free until after Ike leaves the grounds, about a half hour after he speaks.

In addition, Lloyd Cunningham, fair secretary, announced there would be no admission charge to the Monday night grandstand show.

Ike will be accompanied to the fair by former President Herbert Hoover, marking what is believed will be the first time a president and a former president appeared at the same time at any fair. They will make the stop here en route from Washington to Colorado where they are scheduled to go fishing together.

The appearance of President Eisenhower is expected to turn Monday, normally one of the lightest days of the fair, into one of its biggest. The matinee grandstand on that day invariably draws a small crowd but it is figured that the matinee crowd will be a sellout, as many will buy in to insure a seat to see and hear the President.

Since the announcement was made of a free outside gate before and during Ike's appearance and also of the free night grandstand show, Iowa's Democratic leaders have voiced objections claiming the Republicans are being extended preferential treatment.

## Canadian National Opens at Toronto

### Roy Rogers Heads Up Package Show, Substitutes for Usual Big Display

TORONTO, Aug. 28.—The Canadian National Exhibition opened its 14-day run with a variety show in place of its traditional king-sized grandstand show this weekend. Bright skies boosted hopes of Hiram McCullum, general manager, to crack the 3,000,000 attendance mark at the 76th edition of CNE.

Last year he had to contend with an excessive heat wave which kept the turnout total down to 2,169,000. This year the management hopes to overcome adverse publicity the grandstand show has received in recent months.

An intra-union dispute kept the show down in scale to a variety show headed by Roy Rogers. The whole show, with the exception of a couple of acts, is a package show delivered to the CNE by Rogers.

Rogers was originally hired by Jack Arthur, executive producer, to headline this year's extravaganza. Because of the union fight, Arthur's contribution has been confined to assisting in the lighting.

Two days before the show opened, the 27,000 seats in the grandstand were sold out for Saturday (28). But as a result of the skimpy

## Millions Say 'Go to Fair'

Continued from page 1

100,000 on each of the three holiday week-end days.

**Combined Attendance**  
Combined attendance of all fairs, big and little, for the three days should top more than 4,000,000 — representing slightly less than 5 per cent of the total attendance pulled by approximately 2,000 fairs, of the U. S. and Canada each year, the total pull being estimated at about 85,000,000 persons.

Labor Day week constitutes for practical purposes the wind-up of the fair season, not only in Canada but also the Northern States, with some exceptions. Operations then shift to Massachusetts, Pennsylvania, Kentucky, Tennessee and Kansas, before going further South to the Carolinas, Alabama, Georgia, Oklahoma, Arkansas, Virginia and similarly situated States before closing in Texas, Louisiana, New Mexico and Arizona.

## Rube Liebman Hurt In Bathroom Fall; Hospitalized in Ia.

WEST UNION, Ia., Aug. 28.—Rube Liebman, sales representative of Barnes-Carruthers Theatrical Enterprises, Chicago, sustained a fracture of the shoulder here Thursday (26) when he fell while stepping out of a bathtub. Hospitalized at the Palmer Memorial Hospital here, Liebman will probably continue confined for three or four weeks.

## Missouri State Fair Sets Record-Smashing Pace

### Sedalia Event Chalks Up Record 98,333 Day on Way to New High

SEDALIA, Mo., Aug. 28.—Missouri State Fair, after three successive years of drought in its area, surprised with record-smashing attendance.

It opened with a bang, pulling 39,000 opening day for a 30 per cent increase over the '53 opener, and the next day it came back with a 98,333 gate, the biggest single day in the fair's history.

Going into today, eighth day of a nine-day run, the gate stood at 401,985 as compared to 375,288 to the same point last year when the fair wound up with a record 467,000 gate. Indications were that the fair would finish its current run Sunday night (29) with a substantially higher total than it did last year.

**Big Weekend for Midway**

Midway business for the Cetlin & Wilson Shows started off on a strong note, with opening day yielding 10 per cent higher ride and show takes than last year. The following day C&W piled up a 20 per cent higher gross as the fair set an all-time gate attendance mark. Concessions shared in the whopping opening weekend business, with Bill Moore,

C&W concession manager, reporting games up 20 per cent for the two days.

Midway grosses tapered during the week, but another whopping weekend for the rides, shows and concessions are expected before the fair closes Sunday night (29).

Grandstand business was extremely good. Modified stock car races Saturday afternoon (21) filled the grandstand and on Sunday afternoon big cars jammed the stand and bleachers and an estimated 4,000 stood up in the infield to see the events. Al Sweeney, who staged both days of racing, estimated Sunday's auto race crowd at 20,000 people.

**Thrill Shows Pull**

Aut Swenson's Thrillcade, in Saturday night (21), was presented to a good crowd, as was the Tournament of Thrills, managed by Earl Newberry, the following night. A Barnes-Carruthers revue, in for six nights, starting Tuesday (17), played to capacity the first four nights of its engagement and was expected to do equally well the final two nights. Grand circuit harness races,

held Tuesday thru Friday, were run to good crowds. A horse show was the grandstand matinee attraction.

**New Features**

The fair was expected to chalk up capacity grandstands today and tomorrow. Sweeney returns today with big car sprint races and with a 100-mile stock car race Sunday.

One of the fair's innovations, introduced by Secretary Ross C. Ewing, was a parade Monday morning from downtown Sedalia to the fairgrounds. Called "Missouri on Parade," it included bands, saddle horse clubs and army units.

New fair features included "Stars Over Ice," an icer booked in by the Hunt-Well agency. In for three-day performances, the show is presented under canvas and it received a good play. A "Dancing Waters" unit (Osborne's), booked in independently, was well received.

## Autry to Launch 40-Night Tour; Cast Announced

LOS ANGELES, Aug. 28.—Gene Autry's annual fall tour kicks off September 9 at Burlington, Vt., with a schedule of 40 one-nighters in 39 cities throught the U. S. and Canada.

Complete schedule of dates has been sold, with the show scheduled to run thru October 19, closing in Pocatello, Idaho. Troupe includes the Cass County Boys, Carl Catter M-Jody Ranch ork, Ely Sinters, Jemez Indians, Lorraine Stevens, Pat Buttram, Rufe Davis, the Strongs and Hubert Castle.

## Hamid to Get NSA Award for Fight Vs. Tax

NEW YORK Aug. 28.—The National Showmen's Association will make a special presentation at its November banquet to president emeritus George A. Hamid, for his efforts toward obtaining relief from the federal admissions tax.

Joe McKee, of Palisades (N. J.) Amusement Park and club president, said yesterday the exact nature of the award had not yet been determined. He recalled that the NSA was the first organization to sanction Hamid's fight against the tax, which became a one-man lobby as numerous other associations in the outdoor amusement field later authorized Hamid to also act in their behalf.

The banquet, in the Hotel Astor grand ballroom, will be held Thanksgiving Eve.

McKee said recent private meetings with top executives of the club had resulted in a decision to honor Hamid for his service.

## Saginaw Fair Turns to TV

SAGINAW, Mich., Aug. 28.—The Saginaw Fair this year will play host to thousands of spectators outside its fairgrounds as well as inside, and will accomplish this thru television. Station WKNX-TV will originate live simulcasts of radio and television programs on the grounds each afternoon from 2 to 4 p.m. and for an hour each evening. The video station expects to boost its channel power to 207,000 watts during September.

## Rain, Braves Curtail Milwaukee Turnouts

### Auto Race Program Holds Up Well; Night Grandstand Biz Down 25%

By CHARLIE BYRNES

MILWAUKEE, Aug. 28.—Rain and threatening weather, plus competition from the Milwaukee Braves' pennant race, cut into attendance at Wisconsin State Fair this week. Traffic thru the outside gates was well into the 600,000 mark at around noon today and W. M. (Bill) Masterson, fair manager, expected to wind up tomorrow night with a total in the neighborhood of 750,000. The Braves had home games here on seven of the fair's nine days, and rain washed out two days, Monday (23) and Wednesday (25).

Altho attendance was off, Masterson said the total gate was ahead of the five-year average

racked up since the big annual's centennial tie-in celebration.

Grandstand business was also off. The Barnes-Carruthers revue, in for eight of the nine nights, was down 25 per cent. Altho the show didn't lose any nights to the weather, one performance went off almost solely to 4-H kids with very few paying customers.

Auto racing, an important part of the attraction program here, did well. Sunday's 100-mile AAA stock car race was only 800 under last year attendance-wise. And the 150-mile AAA stock car event on Thursday afternoon was approximately 1,000 below last year. Advance sale for the Sunday (29) 200-mile AAA big car championship race stood at close to \$30,000. Motorcycle races, under the AMA banner here this afternoon, had a strong turnout.

Rain on Friday cut into the performance of Earl Newberry's Tournament of Thrills, which drew 3,000. The unit will be back to close the fair Sunday evening. Harness racing took the brunt of the weather. Out of three programs scheduled, only half of one was run.

A surprising feature this year was the horse show, held in the Coliseum for six performances in five days. The addition of calf roping and Western events was attributed by Masterson with hypoing attendance at all shows.

"Fishing for Diamonds," an independent attraction brought in by E. Langenfeldt, pulled in strong crowds as patrons tried their skill at angling for frisky trout and the diamond prizes given away. The show ran into technical troubles early in the run, but the addition of pure oxygen to the water kept the fish from becoming casualties.

An added attraction this year was the Saskatchewan Chorus, which opened the night grandstand shows during the week. (Continued on page 57)

## Shilling Inks Canton Show

CANTON, O., Aug. 28.—The Canton Sportmen's Show, to be held April 1-6 in Memorial Auditorium under Junior Chamber of Commerce sponsorship, will have entertainment provided by the Bill Shilling office, of New York. Contract was signed last week.

## Cedar Rapids Cash Up But Gate Dips

### Attendance Off 8,000 From Strong 1953 Run; Grandstand, Midway Higher

CEDAR RAPIDS, Ia., Aug. 28.—Total receipts of the All-Iowa Fair, which closed its eight-day run here Sunday (22), were 10 per cent higher than last year. Attendance was down slightly from '53. The gate count was 167,029, compared to 175,454 last year.

Rain made inroads on attendance Tuesday and Wednesday (16-17), but the gate loss was offset in part by rain insurance. One grandstand program, the scheduled appearance Tuesday (17) of Aut Swenson's Thrillcade, was washed out.

**Midway Up 30%**

Midway receipts were up 30 per cent over '53, with the William T. Collins Shows turning in the higher gross. Grandstand patronage was up about 15 per cent. Also higher were space rentals for concessions and commercial exhibits.

"Dancing Waters" was featured in front of the grandstand the last three nights of the fair, with the water spec supported by eight acts. Both "Dancing Waters" and the acts were booked in by Barnes-Carruthers Theatrical Enterprises, Chicago.

Other night grandstand fare

consisted of a revue, also booked in by the Barnes-Carruthers office, which was presented four nights, and a single rodeo performance staged by George Stricka.

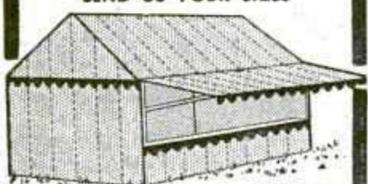
The rodeo also was presented four afternoons. Other matinee grandstand offerings included a 100-mile stock car race staged by Frank Winkley to a record opening-day grandstand throng of 8,000. Ostrich races were staged Monday, kids' day, with the day producing the biggest Children's Day in the Fair's history.

**Record Auto Race Crowd**

Grandstand paid attendance Sunday (22) for AAA-sanctioned big CJR races presented by Johnny Parsons provided the biggest paid grandstand — 9,000 — ever recorded at the fair. The huge attendance Sunday was notched despite the effects of a heavy rain early Sunday which prevented start of the races until 5 p.m. To get the track in condition it was necessary to push six inches of mud off the track, but the crowd waited patiently and there were few requests for refunds, according to Secretary Andy Hanson.

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NEW AUTO SHOW

Sullivan Thrill Unit Wins on First Outings

BOSTON, Aug. 28.—A new thrill show unit fronted by publicist Dick Sullivan has achieved moderate to excellent success during its first month, Sullivan said this week, with the result that he will be in evidence at winter fair meetings.

Opening July 22 at the Dracut (Mass.) Speedway before an overflow crowd of 5,000, the outfit, performing as Capt. Satan's Hell Drivers, played four still dates in its initial month.

Sullivan for nine years has been publicist for the Shrine Circus in Providence, and for the same number of years was drum beater for the Ward Beam thrill show. He has also been general manager of the Norwood Arena.

Troupe of 22 The troupe consists of 22 men, including ramp hands. Drivers are Rusty Rushton, track superintendent; twin brothers, Norman and Ray Duquette, doing the roll-over contest; Speedy Jamison, Tex Barry on cars and cycle stunts, and Roland Danville. Clowns are Smoky Dee, played by Leo de Stefano, and Maggie the midget. Unit so far uses four new Fords and two Buick convertibles, one of which is for the clown entry.

Sullivan, identified for many years with auto racing, has bookings thru October and said six sponsored dates in Florida have been signed. Intent is to book as many shows as possible in order to route down that way. Still fronting his Dick Sullivan Associates publicity office, the promoter is handling all bookings, advance and announcing. The producing company is All-Star Thrill Shows, with headquarters in suburban Roslindale. So far the show has performed at Dracut Speedway, Westboro Stadium and Beach Ridge Stadium and in Unity, Me. One of the two Unity days was washed out, but the second night's show was put on, with the unit being asked back for the Unity Fair

next month. Sullivan was third in, following the Ward Beam and Buddy Wagner shows.

No Cut-Rate Tickets No reduced-rate tickets are being used, and no merchants' deals, Sullivan said, with admissions being a flat \$1.50 for adults and 50 cents for kids. The Westboro show was combined with pro wrestling, and the thrillers have also performed in combination with cowboy Joe Phillips.

A 27-event program is offered, including many standard thrill show events such as roll-overs, precision work, ramp jumps, cycle events, slide for life, dive bomber, ice wall crash and human battering ram. In the latter, driver is blindfolded by spectators with silver dollars over his eyes, topped by kerchief and black hood.

By the time fair meetings roll around, Sullivan said, a climax will have been worked out for next season, and additional new cars will have been picked up. So far thru the shake-down period it's "basically a car-smashing outfit" "basically a car-smashing outfit-precision and ramp work, and picking up junkers en route for rough work.

Joan Brandon Dates Listed

NEW YORK, Aug. 28.—Appearances contracted for hypnotist Joan Brandon include the Augusta, Ga., Home Show, September 8-12; Kansas State Fair, September 17-23; White City Auditorium, Ogden, Utah, September 28-October 2; Grand Junction Farm Show, October 6-10, and the Wichita Do-It-Yourself Show, October 20-24. She will return to New York following the General Electric Show in Louisville, according to her brother and manager, Jack Brandon.

REVIEWS SPEC COSTS

Ohio Auditor Questions Sesqui Pageant Expenses

COLUMBUS, O., Aug. 28.—A number of expenditures incurred in producing the pageant for last year's Ohio Sesquicentennial celebration were criticized this week in a report released by State Auditor James A. Rhodes. The pageant, "The Seventh Star," was given in front of the grandstand of the Ohio State Fair during the annual '53 run.

The report singled out the expenditure of \$3,642.31 for gifts

and prizes to members of the cast. The prizes included an automobile, purchased at cost for \$1,333.10 and 400 leather-bound dictionaries costing \$4.86 each. They were given to the unpaid cast to insure attendance at practice sessions, the auditor was told.

Rhodes pointed out that failing to obtain bids on the auto and dictionaries—bids must be taken on purchases of \$1,000 and more—the celebration commission got the approval of the State Controlling Board to make the expenditures.

Other items criticized in the report included payment of nearly \$800 to a Columbus attorney for services, when the attorney general is supposed to furnish legal service to all state agencies. Purchase of \$73.20 worth of ash trays, shaped like the State of Ohio, for members of the Legislature, and expenditure of \$289.90 for inserts in the first 10,000 pageant programs because the name of Adrian Awan, who was paid \$6,000 as technical director, wasn't printed in large enough type to suit him.

No authorization was made for the last half of \$12,000 paid Hill & Knowlton, Cleveland publicity firm, and there was no authorization for the hiring of John Barcroft and Ben Cowall to direct publicity, exploitation and promotion of the pageant. The cost was \$9,457.

The Sesquicentennial Commission received appropriation of \$461,953.19 and spent \$455,281.36, according to Rhodes. Approximately 40 per cent of the amount went to the pageant. Costs included Paul Green, author of the script, \$10,000; Awan, \$6,000; Helen Tiekens Geraghty, director, \$5,000; Isaac VanGrove, composer and musical director, \$7,000; Joan Woodruff, choreographer, \$3,000, and W. Hayes Yeager, general manager, \$4,500. The report stated that 42,299 paid to see the spec, and the average loss per individual paid admission was \$3.14.

COMING EVENTS

- Arizona**
  - Eloy—Mex. Independence Day Celebration, Sept. 15-16.
  - Gila Bend—Celebration, Sept. 6.
  - Glendale—Mex. Independence Day Celebration, Sept. 15-16.
  - Nogales—Mex. Independence Day Celebration, Sept. 15-16.
  - Tucson—Mex. Independence Day Celebration, Sept. 15-16.
- Arkansas**
  - DeWitt—Ark. Co. Livestock Show, Oct. 13-16.
  - Harold Hendall, England—Fall Festival, Oct. 13-23.
  - Heber Springs—Cleburne Co. Livestock Show, Sept. 23-25.
  - J. T. Edwards, Hope—Third Dist. Livestock Show, Sept. 29-Oct. 2.
  - Robert Shivers, Jonesboro—Craighead Co. Livestock Show, Sept. 20-25.
  - Norman Wimpy, Lake City—Watermelon Festival, Aug. 30-Sept. 4.
  - Madison—St. Francis Co. Jr. Livestock Show, Sept. 27-Oct. 2.
  - Jack Porter, Pine Bluff—S. Ark. Livestock Shows, Sept. 20-25.
- California**
  - Chula Vista—Fiesta de la Luna, Sept. 22-26.
  - Delta—Harvest Holiday, Oct. 6-10.
  - Lamont—Cotton Carnival, Oct. 20-24.
  - Los Angeles—Great Western Livestock Show, Nov. 27-Dec. 2.
  - A. M. Mathews, New Almaden—Celebration, Sept. 5.
  - Oakland—Pacific International Motor Show, Oct. 9-17.
  - San Francisco—Grand National Livestock Expo., Oct. 29-Nov. 7.
  - Stafford Oaks—Celebration, Sept. 14-19.
  - Leon Broughton, Turlock—Far West Turkey Show, Nov. 30-Dec. 2.
  - Marcus Johnson, 207 Crane Ave.
- Colorado**
  - Arvada—Harvest Festival, Sept. 10-11.
  - Ralph H. Lonecker, Denver—Gift and Jewelry Show, Hotel Albany, Sept. 23-26.
  - Allied Exhibitors, 3832 Wilshire Blvd., Los Angeles.
  - Kit Carson—Kit Carson Day, Sept. 18.
  - Paul Beck, Littleton—Homecoming, Sept. 17-18.
  - Stan Brodd.
- Connecticut**
  - Middletown—Lady of Mt. Carmel Feast, Sept. 9-12.
- Georgia**
  - Thomaston—Lions Club Festival, Sept. 6-11.
- Illinois**
  - Alexis—Lions Club Fall Festival, Aug. 31-Sept. 4.
  - Chicago—International Pet Fair, Sept. 21-26.
  - Chicago—International Dairy Show & Rodeo, Oct. 8-17.
  - Chicago—International Livestock Expo., Nov. 26-Dec. 4.
  - Grayville—Tri-State Oil Show, Sept. 4-6.
  - Vanell Smith, Hoopston—Sweet Corn Festival, Sept. 9-11.
  - Johnson City—Tri-County Labor Day Celebration, Sept. 1-7.
  - Ralph Cooksey, Olney—Conservation Day and Plow Matches, Sept. 16-18.
- Indiana**
  - Evansville—Tri-State Expo., Sept. 17-22.
  - Hartford City—Street Celebration, Sept. 14-18.
  - Mitchell—Persimmon Festival, Sept. 28-Oct. 2.
  - Princeton—Miners Picnic, Sept. 4-6.
- Iowa**
  - Hartley—Diamond Jubilee, Sept. 9-10.
  - Muscatine—Celebration, Sept. 6-7.
  - A. Duffy, 719 E. Sixth St., Waterloo—National Dairy Cattle Congress, Oct. 2-9.
  - Ed S. Estel, 307 Rainbow Drive.
- Kansas**
  - Lawrence—Centennial, Sept. 23-28.
  - Pittsburg—Labor Celebration, Sept. 8.
  - Wichita—Territorial Centennial, Sept. 19-25.
  - 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.
- Louisiana**
  - Baton Rouge—Dixie Horse Show Jubilee and Livestock Show, Nov. 4-7.
  - Crowley—International Rice Festival, Oct. 27-28.
  - Houma—Terrebonne Livestock Show, Oct. 10-11.
  - William Lockridge, Marksville—Louisiana Livestock & Pasture Festival, Oct. 4-10.
  - K. J. Ducote, Opelousas—Louisiana Yambilee, Oct. 5-7.
  - Bluy Smith, Winnfield—Louisiana Forest Festival, Oct. 13-16.
  - R. C. Heard.
- Maryland**
  - Elkston—Ceil Co. Breeders Fair, Sept. 11.
  - William Shelton, Princess Anne—Livestock Show, Oct. 1-2.
  - Abraham H. Anderson, Timonium—Eastern Natl. Livestock Show, Nov. 19-18.
  - Joseph W. Shirley.
- Michigan**
  - Farewell—Celebration, Sept. 6.
  - Ionla—Ionla Fat Stock Fair, Nov. 2-4.
  - Abraham Snyder, Courthouse, Jackson—Southern Mich. Fat Stock Show, Nov. 9-10.
  - Fred Savage, Port Austin—Centennial, Aug. 31-Sept. 7.
- Mississippi**
  - Aberdeen—Monroe Co. Livestock Show, Sept. 21-25.
  - Robert C. Couch, Ashland—Benton Co. Livestock Show, Sept. 9-11.
  - Bianche E. Hoover, Belzoni—Humphreys Co. Livestock Show, Oct. 18-23.
  - M. E. Hill, Booneville—Prentiss Co. Livestock Show, Sept. 23-25.
  - W. T. Smith, Brookhaven—Lincoln Co. Livestock Show, Oct. 8-9.
  - Travis Tadlock, Calhoun City—Calhoun Co. Livestock Show, Sept. 29-Oct. 2.
  - Lee H. Thompson, Carthage—Leake Co. Livestock Show, Sept. 8-11.
  - B. H. Dixon, DeKalb—Kemper Co. Livestock Show, Sept. 15-18.
  - Jas. S. Overstreet, Eupora—Webster Co. Livestock Show, Sept. 7-Oct. 2.
  - Cecil C. Randle, Hernando—DeSoto Co. Livestock Show, Sept. 20-24.
  - W. E. Manning, Houston—Chickasaw Co. Livestock Show, Sept. 30-Oct. 2.
  - Fred Dulaney, Iuka—Tishomingo Co. Livestock Show, Sept. 15-18.
  - Mack Sanders, Louisville—Winston Co. Livestock Show, Sept. 6-11.
  - E. L. Sessum, Lucedale—George Co. Livestock Show, Oct. 2.
  - B. J. Hilburn, Lucedale—Jackson Co. Livestock Show, Oct. 27-30.
  - Mrs. A. C. Pedersen, Magnolia—McComb State Dairy Show, Sept. 20-22.
  - J. D. Mann, Newton—Newton State Dairy Show, Sept. 23-25.
  - W. P. McMullan, Pontotoc—Pontotoc Co. Livestock Show, Sept. 20-25.
  - O. F. Randle, Poplarville—Pearl River Co. Livestock Show, Oct. 7-9.
  - J. M. Sinclair, Sardis—Panola Co. Livestock Show, Oct. 8.
  - Thatcher Bishop.
- Senatobia**—Tate Co. Livestock Show, Sept. 20-22.
- G. W. Weeks, Starkville—Oktibbeha Co. Livestock Show, Oct. 4-9.
- Tylertown—Walhalla Co. Livestock Show, Oct. 4-6.
- Ansel Estess, Wiggins—Stone Co. Livestock Show, Sept. 24-25.
- F. S. Batson.

Geo. Marshal Dies in Balto.

BALTIMORE, Aug. 28.—George C. Marshal, well-known carnival owner and promoter, died recently from injuries suffered when he was hit by an automobile while leaving a show lot. Marshal for many years had promoted the carnival and concession operations at Baltimore dates of the Ringling Bros., Barnum & Bailey Circus. Survivors include his son, George C. Marshal Jr.

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# Minnesota Cracks Opening-Day Marks

ST. PAUL, Aug. 28.—With weather almost made to order, Minnesota State Fair cracked all opening day attendance records today (28) when 108,009 came thru "everybody pays" turnstiles.

Opener was nearly 10 per cent better than 97,755 recorded in 1953 and more than 5 per cent ahead of the previous peak of 83,309 set in 1950, when the annual established its all-time 10-day attendance record of 905,563.

At noon today attendance was only slightly ahead of last year. The big rush came in the afternoon with stock car races in front of the grandstand seen as the principal draw. Evening attendance was slightly ahead of last year's figure, too. So it was afternoon turnstile business which played the major role in setting the new high.

Doug Baldwin, fair secretary, smiling ear to ear, kept fingers crossed when asked whether the 1954 exposition would hit the much coveted million attendance mark, target for several years. Last year's 10-day total was 856,523.

"It's up to Mr. Weatherman," was all Baldwin would say. "We have the features. From the first-day attendance indications are the public is ready to come to the fair."

Even as outside gate figures soared to new heights, afternoon grandstand business, estimated at 23,212 for stock car races, was the best opening-day crowd in several years. Accurate comparisons were not immediately available, but Dave Speer, fair publicity man, seems certain that today's afternoon grandstand attendance would come close to matching the best of past night grandstand totals. Barnes-Carruthers show is the night attraction.

Three minor mishaps added to stock car races thrills during afternoon. Mike Gleeman, St. Paul, lost control of his vehicle on the west turn and went end over end before landing upright, only to have the car behind him smash into his machine and badly damage it. Gleeman suffered a cut arm.

In another race three cars tangled in front of the grandstand with no one seriously hurt. However, Les Nadeau, St. Paul, who successfully avoided collision with the tangled vehicles, came to a stop a short distance away, only to have another car ram his and roll it over. Nadeau escaped injury.

Two minor fires drew St. Paul fire department equipment. First was in the Crossroads Building where an electric light bulb ignited a bird nest. During a Thearle-Duffield fireworks display at night spark dropped on tent on machinery hill and burned a hole in it before being put out.

During the day Minnesota's first dairy queen was chosen from among 15 finalists. Named was Eleanor Maley, Grand Meadow, Minn., 4-H Club member.

## Larry Sunbrock Finds Play Okay

ST. CLOUD, Minn., Aug. 28.—Larry Sunbrock, in at the fairgrounds here today with his combination rodeo and thrill show, reports that the last three weeks of one to three-day stands thru Minnesota, Wisconsin and North Dakota have been exceptionally good, despite much cool weather.

In three days at Duluth, Minn., August 14-16, Sunbrock says he played to 28,000 people at Wade Stadium. At Fargo, N. D., the show pulled 14,000 people in four performances. Sunbrock plans to remain in this territory as long as the weather holds up, when the unit will again trek southward.

Sunbrock says he is tentatively set to go into County Stadium, Milwaukee, October 1-3.

WARREN, Ill., Aug. 28.—Three members of the Maschino Troupe were injured in an auto crash on a highway near here Friday (20). Dagmar Maschino lost several teeth, her father, Joseph, suffered a cut knee, and her uncle, Alfred, received a gash in his face.



## the allan herschell 1954 roller-coaster

Allan Herschell's famous "Little Dipper" has been improved to bring you even greater profit! With the same weight and portability, it now features a smoother, shorter ride cycle and a 40% deeper dip at each end of the ride. New pick-up dogs with built-in spring loaded shock absorbers smooth the pick-up action. The elevator chain speed is 40% faster to shorten the ride cycle for a greater passenger turnover.



First of the improved 1954 Roller-Coasters, along with five Allan Herschell Kiddie Rides, has gone to the Conklyn Shows, because as Paddy and Frank say: "Only Allan Herschell rides give us the built-in quality that can take it, season after season, in a traveling operation!"

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# Flash, Good Service Pays Off for Lynch

SAN FRANCISCO, Aug. 28.—A flashy eating stand and quick cafeteria service is the secret of the success of J. Lynch Enterprises, which has been feeding West Coast fair patrons for only seven years, yet ranks with the top refreshment purveyors in that area. Jimmy Lynch, top man in the organization, also believes getting along with competition is equally important but most important is clean, well prepared food that makes patrons come back for more.

Lynch considers himself a small operator in the food and drink field at fairs and celebrations, but he will sell about 10,000 gallons of non-carbonated drinks in cups this year. He displays 30 gallons of the beverage in lime, orange and grape flavors and buys 2,000 gallons of concentrate.

the early fairs get under way, the J. Lynch Enterprises trucks are on the road until fall. He uses a 26-foot Davis hydraulic truck that sets down when wheeled onto the location. In addition to the main eating facility truck, he has another vehicle to carry supplies for his sit-down eatery and five other stands that sell floss and candied apples.

Lynch estimates that he can set up in 90 minutes. He carries two tops and uses them as the crowd indicates. One is a 48 by 24-foot top and the other 24 by 24 feet. He attaches it to the back of his cooking truck and installs tables and chairs. His crew includes six regular employees and he picks up local workers where needed.

Lynch entered outdoor show business back in 1924 when he worked on rides for George L. Dobbyn and the next year he was with Frank West Shows in the 10-in-1. In 1926 he was with Eddie Madigan on the Johnny J. Jones organization and got his break-in in the cookhouse. Following this stint he was with Jew Murphy, Sam Serlin, Ef Gettman, and Lyman Truesdale until 1929, when he came to the West Coast to work for the late Ethel and Joe Krug, well-known food concessionaires.

In California Lynch was with Orville N. Crafts handling grab stands for four years. During World War II Lynch served with the combat medical corps as a mess sergeant in the European War Theater and covered 17 countries. Discharged in 1946, he returned to the Crafts organization for a year and struck out on his own in 1948, a year after he married Jo, who had never been around a cookhouse before. She has learned plenty, however.

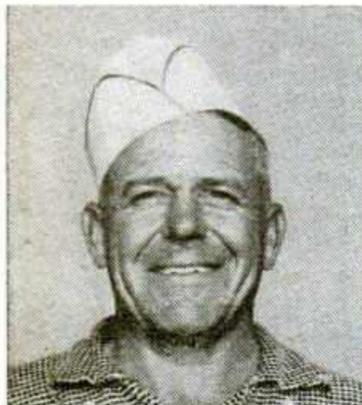
### Builds Name

Lynch has built a strong reputation in the food concession business. At some fairs, farmers exhibiting livestock leave their sons and daughters to watch the cattle and tell the Lynches to feed them. When the parents return on the closing day, they settle up the bill.

Lynch has no idea how much hamburger he serves in a year. He specializes in hamburgers, hot dogs, sandwiches and beverages after mealtime. These items account for a good portion of his annual take.

Fond of fishing, the Lynches like three-four and five-day fairs. After one closes, they get on the road, particularly when in the Sierras, to get in a few days casting before opening again.

Altho well into his 1954 season and looking now to the closing in mid-October, the Lynches know where they will play in 1955. His route repeats—so he spends his time buying quality merchandise and pleasing fairgoers in California.



JIMMY LYNCH

He and his wife, Jo, work about 20 fairs in California a year. Some dates he plays indoors, are assigned space in an exhibit hall, but most of the time he has a spot on the independent midway. He also plays carnival midways.

He serves cafeteria style and offers a complete meal for \$1.25. Lynch believes that he offers 35 items daily. They run from the complete meal to beverages, which are coffee, iced tea, and hot chocolate and include ham and beef sandwiches, cold salads, baked beans, chili and beans, and other items.

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## MUSIC TONES UP APPETITES

CHICAGO, Aug. 28.—Upward of 80,000 music fans, who turned out for the annual Music Festival in Soldier Field Saturday (21), brought hefty appetites and thirsts with them. According to Bill Burns, concessionaire at the big lake front stadium, they consumed an estimated 50,000 hot dog sandwiches and 80,000 soft drinks.

## Pop Group To Study Cans

NEW YORK, Aug. 28.—The Society of Soft Drink Technologists has announced plans for a study project on glass and metal containers. The organization, which has been in existence for one year, will also conduct studies on a number of other subjects effecting the bottling and sale of soft drinks.

Board of directors of the society include S. J. Gullo, Pepsi-Cola Company; J. M. Sharf, Armstrong Cork Company; B. C. Cole, Seven-Up Company; H. E. Korab, ABCB; W. C. Cooper, George J. Meyer Manufacturing Company; J. F. Hale, Nehi Corporation; Pannill Martin, Cloverdale Spring Company; Archie Ladewig, Archie Ladewig Company, and B. H. Wells, Coca-Cola Company.

## Cans Vs. Bottles Heads Discussion At ABCB Conclave

WASHINGTON, Aug. 28.—Cans, returnable bottles and non-returnable bottles will be subjects of a general discussion at the 36th annual convention of the American Bottlers of Carbonated Beverages. The confab will be held in Philadelphia, November 15-18.

Under the general heading of packaging, representatives of the glass and can industries will discuss the pros and cons of their respective containers. According to the association, this session may answer many questions concerning the future position of returnable and non-returnable bottles, and of cans, in the soft drink industry of tomorrow.

Other high points of the four-day doings will be an address by Leonard M. Green, president of the Dr. Pepper Company, Dallas, who will be the principal speaker at the opening session and will discuss general problems in the industry. Gov. John S. Fine of Pennsylvania will be the opening speaker.

## Burgers, Chicken Score At Lone Star Drive-Ins

SAN ANTONIO, Aug. 28.—Hamburgers and fried chicken are becoming increasingly important items at drive-in theaters in Texas. This was reported by Al Reynolds of Claude Ezell & Associates, at an open forum on concessions during this week's three-day meeting of the Texas Drive-In Theater Owners' Association.

In the panel discussion, which also included participants Bill Slaughter of Rowley United Theaters; Fred Minten, Jefferson Amusement Company, and Kendall Way of Sterling Sales & Service, it was pointed out that old-fashioned Southern fried chicken was being used as a drawing card to bring patronage into the theaters. Operators are advertising "forget supper plans, drive into the theater, eat a chicken dinner and enjoy a movie." A point up for discussion in the serving of hamburgers was the question of including tomatoes and lettuce with the meat. It was concluded that this depended in a great part on the traffic and type of operation.

The operators were told that promotion plays a big role in purveying of refreshments. They

## NEW DEVELOPMENTS

# Intro Juice Dispenser Ice Cream Freezer

MONTCLAIR, N. J., Aug. 28.—A flashy fruit juice dispenser, being used by Snow Crop, is being marketed here by Oiljak Manufacturing Company. The blue, green and white unit is made of chip-resistant material, according to the manufacturer, who says the colors increase volume thru eye appeal. A recent change in the construction of the dispenser is the replacement of the metal front plate and drip tray with plastic parts that are reported to be impervious to juice stains.—Oiljak Manufacturing Company, Montclair, N. J.

### Freezer Keeps Ice Cream Stiff . . .

NEW YORK—An ice cream freezer for drawing the product in a soft constituency has been introduced here by Emery Thompson Machine and Supply Company, which claims the ice cream produced is firm and stiff. Operation is quiet and fast. The mix is fed automatically in all models, which range in capacity from 10 to 40 quarts. Hardening cabinets, ranging in capacity from 40 to 150 gallons, are also being manufactured. The firm has available a chart which indicates approximate daily profits on a gallonage basis.—Emery Thompson Machine and Supply Company, 1349 Inwood Avenue, New York 52.

### Fryer Claims Sizable Output . . .

SAN FRANCISCO—A deep fryer has been introduced here that is reported to fry 18 pounds of potatoes per hour while requiring 12 pounds of fat. The unit is part of a matched counter bank of automatic electric cooking equipment. The fryer is rated at 3.5 kilowatts altho a larger unit that has a capacity of 25 pounds of fat may also be had. Matching the fryer are griddles, waffle bakers, food warmers and hot plates.—Wells Manufacturing Company, 220 Ninth Street, San Francisco 10.

### Pizza Set Convenient . . .

NEWARK, N. J.—The pizza work table and retarder refrigerator introduced by Stainless Food Equipment Company permits everything involved in pizza making to be stored in one convenient place. The refrigerator holds six standard sized 18 by 26 inch trays. A quarter horse motor is mounted on slide tracks. The Pizza-Rator has five stainless steel insets to hold ingredients—such as tomatoes, cheese, anchovies and the

like. The work table has either a marble, stainless steel or laminated maple top. It is all housed in a stainless steel cabinet.—Stainless Steel Food Equipment Company, 272 New Street, Newark 4, N. J.

### Stainless Milk Dispenser . . .

MINNEAPOLIS — Norris Dispensers, Inc., is marketing a streamlined milk dispenser in stainless steel. In addition to design changes, a new tube locking mechanism and valve assembly have been added. The unit has a sealed, self-lubricating compressor, cooling coils on the top, sides and back, and two inches of fiberglass insulation thruout. Trim is in white nylon plastic.—Norris Dispensers, Inc., 2720 Lyndale Avenue, S. E., Minneapolis.

### Dog Roaster Takes Little Space . . .

TOLEDO—A combination hot dog roaster and warmer has been introduced that requires only 14½ by 21 inches of counter space. It is constructed of stainless steel, the lower portion is 90 per cent (Continued on page 57)

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CUP DISPENSERS - SNOWBALL SUPPLIES  
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**Swenson Thrill Show Is Pelted 18 Out of 54**

RHINELANDER, Wis., Aug. 28.—Bedded in St. Mary's Hospital here recovering from a fractured knee, Aut Swenson, owner-operator of the Thrillcade, Thursday (26) toted up rain dates and performances affected by rain this year and found that 18 of the 54 played by his unit to that point had been hit by rain.

Of the 10—a third of total played—10 were washouts, eight were hurt by rain. Swenson said he was protected by insurance on only two of the 18 days.

Performances were rained out at Brandon, Dauphin and Clear Lake, Man.; Manitowoc, Wis., Fairmount, Minn.; and Davenport, Cedar Rapids, Milford and Denison, Ia. At Denison two performances were lost to rain.

Searching his memory, Swenson said that he had suffered more loses this season than in any year since 1926. In that year, when he operated Austin's Flying Circus and Combined Motor Derby, 50 per cent of his dates were either rained out or affected by rain.

According to his doctors, Swenson will continue confined here until late September. Meanwhile, his wife, Justine, and an able staff will handle the thrill show.

**Kennywood Has Fall Festival**

PITTSBURGH, Aug. 28.—Kennywood Park here is featuring its annual fall festival, this time staged as "Gay '90's Parade and Tournament of Music."

Featured is a nightly parade in which seven different organizations take part each night. They include school bands, town bands and similar units. The park adds floats and paper-mache heads depicting recollections of the 1890's. It runs thru Sunday (29).

Unused tickets issued at Kennywood picnics this season are being honored thru Saturday (28). After Sunday (29), the park will be open only Labor Day weekend (4-6).

**Build Warehouse At Hartford Site**

HARTFORD, Aug. 28.—Warehouse facilities are being erected at the site of what was once Hartford's largest amusement park. Until 1925 it was Capitol City Park. Structures remaining over the intervening 29 years include the former ballroom.

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**Carnival Routes**

Send to  
2160 Patterson St.  
Cincinnati 22, O.

(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

- A. C. of A.: Des Moines, Iowa.
- A-1 Am.: (Fair) Johnson City, Ill., 1-6; Charleston, Mo., 7-11.
- Alamo: (Fair) Salina, Kan.; Miami, Okla., 6-11.
- American Beauty: Moulton, Ia., 2-4; (Fair) Unionville, Mo., 7-11.
- A. M. P.: (Fair) New Castle, Va.; (Fair) Greensboro, N. C., 6-11.
- Badger State: Hennings, Minn., 30-Sept. 1.
- Baker United: (Fair) Orlong, Ill.
- Beam's Attrs.: (Fair) Halifax, Va.; (Fair) Leaksville, N. C., 6-11.
- Becht, Lee: West Carrollton, O.
- Bee's Old Reliable: (Fair) Munfordville, Ky.; (Fair) Horse Cave 6-11.
- Belle City: Racine, Wis., 30-Sept. 6; (Fair) Richland Center 8-12.
- Bernard & Barry: Windsor, Ont., 6-8; Beamsville 9-11.
- B. & H.: Lake View, S. C.; Lake City 6-11.
- Big Four Am.: Kenosha, Wis., 1-6.

(Continued on page 56)

**Circus Routes**

Send to  
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- Beatty, Clyde: Wheatland, Wyo., 31; Cheyenne Sept. 1; Greeley, Colo., 2; Denver 3-5.
- Cristiani Bros. & Bailey Bros.: Las Vegas, Nev., 31-Sept. 1.
- Gould, Jay: Newman Grove, Neb., 31; LaGrange, Mo., Sept. 2-4; Knox City 5-7; Bowling Green 8-11; Meredosia, Ill., 16-19; Washington, Ia., 20-21.
- Hagen Bros.: Cambridge, Md., 31; Salisbury Sept. 1; Pocomoke 2; Portsmouth, Va., 3-4; Fayetteville, N. C., 6; Hartsville, S. C., 7; Sumter 8; West Columbia 9.
- Hunt Bros.: Toms River, N. J., 31; Northfield Sept. 2.
- Kelly-Miller: Langdon, N. D., 31; Devils Lake Sept. 1; Cooperstown 2; Valley City 3; Oakes 4; Britton, S. D., 5; Sisseton 6; Webster 7; Milbank 8; Brookings 9; Madison 10; Luverne, Minn., 11; Rock Rapids, Ia., 12; Sheldon 13; Howarden 14; Le Mars 15; Cherokee 16.
- Kelly-Morris: Winchester, Va., 1; Bridgewater 2; Buchanan 4; Roanoke 6; Martinsville 7; Reidsville, N. C., 8; Mooresville 9; Charlotte 10; Kings Mountain 11; Woodruff, S. C., 13; Anderson 14.
- King Bros.: Greensboro, N. C., 31; Winston-Salem Sept. 1; Charlotte 2; Morganton 3; Asheville 4; Greenville, S. C., 6; Gastonia, N. C., 7; Lexington 8; Statesville 9; Concord 10; Rock Hill, S. C., 11; Columbia 13; Sumter 14; Darlington 15; Dillon 16; Whitesville, N. C., 17; Fayetteville 18.
- Mills Bros.: Little Falls, N. J., 31; Dover Sept. 1; Morristown 2; New Brunswick 3; Woodbridge 4; Long Branch 6; Trenton 7; Easton, Pa., 8; Allentown 9; Green Lane-Sumneytown 10; Conshohocken 11.
- Polack Bros. Eastern: Oak Ridge, Tenn., 31; Huntsville, Ala., Sept. 3-4; Jackson, Miss., 6-8; Meridian 10-11; Columbus, Ga., 13-14; Charleston, S. C., 16-18.
- Polack Bros. Western: Vancouver, B. C., 31-Sept. 6; Kennewick, Wash., 10-12; Eugene, Ore., 16-18.
- Rice Bros.-Joe Mix: Demopolis, Ala., 31-Sept. 3; Corinth, Miss., 6-10; Helena, Ark., 13-17.
- Richards Bros.: Fairburn, N. C., 31; Tabor City Sept. 1; Kingston, S. C., 3.
- Ringling Bros. and Barnum & Bailey: Chicago 31-Sept. 5; Madison, Wis., 6; Janesville 7; Fond du Lac 8; Appleton 9; Sheboygan 10; Green Bay 11; Wausau 12; Eau Claire 13; Winona, Minn., 14; Dubuque, Ia., 15; Cedar Rapids 16.
- Von Bros.: Middletown, Del., 1; Frederica 2; Lewis 3; Rehoboth Beach 4.

**Miscellaneous**

- Marie O'Day's Palace Car: Greenville, Tenn., 31; Hot Springs, N. C., Sept. 1; Marshall 2; Canton 3-6; Waynesville 7; Bryson City 8.
- Shaffner Players: Paris, Mo., 31-Sept. 5; Green City 6-12.

**Rocky Glen TV Tie-In Draws Large Turnout**

MOOSIC, Pa., Aug. 28.—An estimated 20,000 persons entered Rocky Glen Park here Wednesday (18) for a promotion carried out in co-operation with WGBI-TV of Scranton. The station carries a kids' program called "Romper Room" and the promotion was termed "Romper Room Day."

During the day Miss Marion, program personality, passed out nearly 15,000 photos and talked with children. Each person in the park was given a single free ride as guest of WGBI-TV. Films taken thruout the day were telecast by the station later.

The funspot is operated by Ben and Mae Sterling. Ben Sterling is dividing his time between park work and duties as Burgess of Moosic, a post to which he was elected some time ago.

**Saturday Eve. Post Features Eli Co.**

JACKSONVILLE, Ill., Aug. 28.—Writer John Kobler has a feature article on the Eli Bridge Company in the current issue of The Saturday Evening Post, dated September 4. "They Make Those Gaudy Wheels" is the title.

**Hershey Sets Baby Parade, Model Exhibit**

HERSHEY, Pa., Aug. 28.—A Labor Day weekend program that includes the 18th annual baby parade and a large model circus exhibit has been set up by Hershey Park, Manager George W. Bartels announced.

The baby contest involves a gold trophy and \$135 in cash prizes, some of them for fancy costumes and decorated floats. The baby parade will be Saturday (4).

About 75 miniature scale-model circuses are expected to be on display here as the Circus Model Builders & Owners' Association conducts its national convention in the Hershey Sports Arena over the weekend. Municipal band of Indiana, Pa., will provide circus music at the free exhibit.

**Bridge to Beach Opened in Texas**

HOUSTON, Aug. 28.—A new half-mile bridge, costing \$2,500,000, now gives access to 17 miles of beaches and State parks. In the past only an outmoded pontoon bridge served the area, yet an estimated 700,000 spent \$15,000,000 in the area last year. The new bridge is expected to double these figures.

About 10,000 persons attended formal opening of the bridge August 21.

**Pa. Race Firm Is Chartered**

HARRISBURG, Pa., Aug. 28.—A Pennsylvania State corporate charter has been issued to Associated Enterprises, Inc., 615 West Diamond Street, Pittsburgh, authorizing it to capitalize at \$30,000 for the purpose of buying, managing and selling race tracks and dealing in track equipment.

Incorporators were listed as Erice R. Young, 6714 Brighton Road, Pittsburgh; Seymour A. Sikov, 1201 Plaza Building, Pittsburgh 19, and Herbert W. Beitler, R. D. 2, New Brighton, Pa.

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## OTTAWA OFF 11% FOR FOUR DAYS

### Attendance Decline Offset by Charging Fee on Opening Day

OTTAWA, Aug. 28.—The combination of lower attendance and higher grosses was not taken as a discouraging sign by Central Canada Exhibition officials this week. For the first four days the CCE had drawn 209,150 customers compared with last year's 235,990—a drop of 26,840, or about 11 per cent.

The misleading figure, Secretary H. H. McElroy noted, was that in 1953 the opening day Saturday featured a free gate, whereas last week (21) the regular 50-cent admission fee was charged, and better than 53,000 admissions were collected.

Comparisons for the first four days are as follows:

	1953	1954
Saturday	78,781	53,393
Monday	54,207	59,871
Tuesday	54,034	43,386
Wednesday	59,749	52,700

Indications were, McElroy said, that patrons were not spending as freely this year as in the past, and this was borne out by concession operators. Reasons given ranged from TV to a general tightening up of the economy.

Hot and humid weather the earlier part of the week, with temperatures in the high 80's, took a sudden turn Wednesday and Thursday nights, when the mercury dropped to the 50's. The chilling was credited with increasing the attendance on Thursday.

Yesterday morning was the annual free show for the area's invalids, with the Hamid revue and World of Mirth Shows providing entertainment and gifts, and stagehands and transit people also donating their services. Thousands were entertained on the fourth time the event has been staged.

### Night Grandstand Off

Grandstand business, altho off a bit generally for the night

## Gate Dips at Quincy, Calif.

QUINCY, Calif., Aug. 28.—Marking the county's centennial, the Plumas County Fair closed its four-day run here Sunday night (15) with an unofficial attendance of 18,555. Last year's gate was 22,663.

A feature of the Saturday program was the crowning of the queen, Joan Elorza, by Louis Merrill, general manager of Western Fairs' Association, Sacramento.

Under the direction of Tulsa E. Scott, manager, the annual opened Thursday with the presentation of the pageant "Golden Land Above the Feather," a Quincy Theater Guild production depicting the growth of Plumas. Friday's program was highlighted by a horse show and the Woodsmen's Show, original Pacific Loggers' championships, and the first performance of the Mountain Range Rodeo on Saturday. Sunday's drawing cards were a repeat on the rodeo and auto races.

The grandstand show featured the Charltons, aerialists; Dwight Moore's Mongrel Revue; Kermit Dart at the organ, Shafton's Puppets, and Lynnmerri and her high school horse.

Bill Myer's Gold Coast Shows had the midway carnival contract.

## Galax, Va., Pulls 18,500

GALAX, Va., Aug. 28.—The Galax A. and I. Fair closed its six-day run here Saturday (31) after pulling in 18,500 thru its outside gate, a substantial increase over the past two years, but 2,000 short of the '51 all-time record.

Rain fell at some time during each day but the skies cleared by evening and no shows were lost to the weather. Jack Westcott's Circle W Ranch Rodeo was the grandstand attraction with two shows daily and three on Saturday to care for the crowds. John H. Marks' Shows did good business on the midway.

## Elmira Does 58,000 for 5% Increase

ELMIRA, N. Y., Aug. 28.—A total of about 58,000 for the seven-day Chemung County Fair in nearby Hourseheads was 5 per cent higher than last year's gate figure, and only poor weather for the opening days kept the attendance from soaring higher, Treasurer Edward Hardeman said.

The opening day turnout of 12,000 was only 600 below 1953 in spite of rains in the rural areas, and gave a tip-off to the section's willingness to turn out. On Monday (16), second day of the event, only 3,000 attended in threatening weather and gusts of high winds, but turnout hovered around 8,000-10,000 on all other days.

Opening-day crowds of around 4,000 overflowed the grandstand for the Ward Beam thrill show, and about 2,600 saw the Hamid Grandstand follies and fireworks at night. Grandstand business for the week was very good, Hardeman reported, with a couple of overflow houses being registered at the 2,000-seat plant.

Two children's days were held on Tuesday (17) and Friday (20) with free gate and reduced rides being offered by the O. C. Buck-Model Shows. Two bicycles were awarded on each of the days.

The week's features included harness racing, Sampson Air Force Base band concerts and tournaments for children under direction of the City Recreation Department.

shows, has been almost equally higher in the afternoons, McElroy said, with full houses of more than 10,000 attending the revue on Wednesday and Thursday nights. Hamid is staging different shows for the afternoon and evening hours. Excellent reviews were won by the opening performance on Saturday night (21). About 8,000 attended the Kochman thrill show that day.

The increase in the afternoon grandstand attendance reflects an attempt to do just that. This year the typical revue is being offered at night, but the daytime show is a circus program.

### Tax Proposal Denied

During the week prior to the fair opening, local politics played a major role, with arguments over whether the CCE should pay taxes on its city-owned property at Lansdowne Park. The idea was proposed by Mayor Whitton and was in effect rejected by the city council.

The CCE pointed to the \$3.4 million in improvements it has spent in countering the tax suggestion. Altho the lease on the property, which does not expire until 1959, does not mention taxes, the council voted 20-2 to amend the lease to exempt the fair until that time. The intent was that altho there is no mention of taxes, the exemption should be put in writing.

## Weymouth Up 10% With Eighth Day

WEYMOUTH, MASS., Aug. 28.—Its first attempt at running for eight days resulted in a 10 per cent attendance hike for the Weymouth State Fair with excellent weather all the way, and the larger run will again be used next year. Dates have already been set, August 13-20.

This year's turnout, for the annual which ended Saturday (21), totaled 193,097. Last year's figure for seven days was 175,543.

Several firsts were scheduled and general manager Milton Danziger reported success for all. They were:

1. Eight-day run, Saturday thru Saturday (14-21).

### Free Kids' Day Dropped

2. Discontinuance of free gate for kids on Children's Day, Tuesday (17).

3. Spending of 50 cents of every dollar of gate admissions for publicity and promotion.

The new children's policy, Danziger said, was for moppets to pay a 10-cent admission fee. He estimated that there were more kids on the grounds for a dime than for free in previous years. Also lauded was the Wednesday (18) Ladies Day, also a 10-cent gate, which was said to have drawn more than double the number done in 1953.

Opening day Saturday (14) saw a night sellout and record night grandstand crowd for the Hollywood Congress of Dare Devils. Other night attraction thru the week was "Tops From the Big Tops" with circus acts from the Sealtest TV program. Attendance being good for the six nights shown, Danziger said.

The Budweiser Eight-Mule Hitch appeared every afternoon and evening before the grandstand, and also featured were a 320-head 4-H sheep show and a display of old machinery and automobiles.

### Contracts Renewed

There was a 72 per cent rise reported in educational exhibits, 85 per cent in space sales and 30 per cent in concessions. More than three-quarters of the concession contracts had been renewed by last week, Danziger said, including the LaGasse Amusement Company Midway. Bush-Laube Grandstand Entertainment, the cafeteria, and three outside eating stands.

Gov. Christian A. Herter ap-

peared in Thursday (19) to attend Governor's Day and the Governor's Handicap running race. Six days of pari-mutuel racing were held and more than 300 horses were accommodated in the new stables erected since last year on the far side of the track, replacing the Civil-War-aged old stables. The new totalisator was in operation for the first time and the week's handle came to just under \$400,000.

There were entrants from 24 States in the pipe-smoking contest held Sunday (15) for the third year. Danziger sat in by puffing U. S. Senator Carl Mundt's pipe, which the solon had puffed during the televised Army-McCarthy hearings.

Danziger's wife, Agnes Morton Danziger, assistant general manager, has been named director of exhibits for next year, and Danziger himself will take on the duties of promotion and publicity director.

## Escanaba Early Gate Dips But Midway Biz Rises 15%

ESCANABA, Mich., Aug. 28.—The Upper Peninsula Fair here trailed at the gate and in grandstand receipts thru Thursday (26), the halfway point in its six-day run, but midway receipts nevertheless were 15 per cent higher than last year.

Hot weather thinned the opening day (Tuesday) turnout and rain Wednesday washed out the afternoon grandstand program to cause a drop in grandstand patronage and front-gate attendance. Thursday yielded a sturdy gate and equally good grandstand attendance.

Going into Friday (27), Ray La Porte, fair secretary, indicated that he believed the fair could overcome its early gate and grandstand losses in the three-day wind-up.

Bodart's Blue Ribbon Show, suppliers of the midway attraction, were figured to add further to the increase in midway business over last year in the three-day finish.

The Canadian Congress of Daredevils were in for matinee

## Hamburg's 239,034 Is Decline of 10%

### Annual Builds Second Biggest Year Altho Rainfall Strikes on Two Days

HAMBURG, N. Y., Aug. 28.—Two rainy days were blamed for the 10 per cent cut in attendance at this year's Erie County Fair, compared to the record of 266,918 established in 1953. The six-day event built strongly toward the end of its run to tally 239,034 admissions, a decline of about 27,000. It still was the second biggest year the fair has known.

President Eugene P. Forrestal, of Akron, recalled that all six days were cloudless last year. In departments other than attendance, the annual, in its 113th running, was an unqualified success, he added. Cited were premiums of \$33,890 totaling \$1,000 more than last year, and a record number of concessions.

There were 398 concession contracts signed, covering 568 booths

## Lethbridge, Alta., Pulls 25,764 Gate; Night Show 11,565

LETHBRIDGE, Alta., Aug. 28.—Attendance at the three-day Lethbridge and District Exhibition was 25,764, compared with 21,501 last year and 26,271 in 1952. A record was set in 1950 when 27,657 attended.

The grandstand show, presented by Charles Zemater Theatrical Agency, Chicago, drew 11,565 customers. The grandstand show was "the cleanest we've had yet," said A. W. Shackelford, exhibition president. He termed the fair "very successful" and said it proved the value of the new August fair dates.

In the past, Lethbridge was the first show on the Class B Fair circuit. This year it was the last.

For the first time in four years, the fair had good weather all the way.

Late arrival of the midway, Gold Medal Shows, marred the opening day. Org left Prince Albert, Sask., at 6:30 a.m. Sunday on the understanding the long rail hop could be made in 24 hours. The show train reached Lethbridge at 4 p.m. and was not fully set up until evening.

Altho the fair was officially over Wednesday (11), the carnival and most of the exhibitors carried on for another day. Admission to the grounds was free and a flat \$1 tab was in effect for the grandstand. An evening grandstand performance drew about 500 customers. Grounds attendance was reported good.

Opening day's gate was 9,980, down about 276 from last year. Tuesday's was 7,355, and Wednesday's 8,429, latter an increase of about 1,800. Harness races were a feature.

performances Wednesday and Thursday. Rain washed out the first one but the second was presented to a good crowd. Acts booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, comprised the matinee entertainment bill Tuesday. Friday's matinee offering was a program consisting of Upper Peninsula talent. Today's matinee bill will include the appearance of a 125-piece band, 25-voice chorus and 25 baton twirlers selected from high school ranks in the Upper Peninsula.

Variety acts booked thru Barnes-Carruthers were presented four nights, with Homer and Jethro as the added attraction Thursday night. Rex Allen will head the bill tonight.

The independent midway is larger than last year, substantially more space having been sold. Commercial exhibits also exceed those of '53, with the fair using for the first time a new exhibit building constructed of prefabricated steel.

and exhibits, a rise of 100 over 1953.

Rain on Monday (16) and Thursday (19) was said to have cost the annual well over 20,000 admissions. The Monday opener drew 30,500 on a kiddies' day, a drop of more than 10,000 below last year.

Entertainment-wise, the Kochman and Horan thrill shows both enjoyed good business, the former showing on Monday and Tuesday nights (16-17) and the latter on Thursday and Saturday nights, with all shows varying from three-quarters to overflow. Bill Lydle Speedshow of East Aurora presented a 32-lap big car feature for the Eastern title of the United Racing Club before a capacity crowd.

Game concessions reported a slight decline in business, with the James E. Strates Shows office declaring its grosses "very good."

On the participation end, the fair noted an increased number of exhibits, with prize money being awarded to 15 per cent more participants.

Forrestal said the policy of free admission every day for children, adopted three years ago, will continue next year.

Attendance lagged by as much as 20 per cent thru midweek, with crowds in the 50,000 class turning out for Friday and Saturday (20-21).

## Joseph Cohen Dies, Former Fair Publicist

NEW YORK, Aug. 28.—Joseph Lewi Cohen, publicist for the New York World's Fair in 1939, died in his sleep in his home Tuesday (24). He was 67.

Cohen left the newspaper business in 1928 to do publicity work, handling, among other accounts, the fair, city and State agencies, the State Democratic Committee, and Alfred E. Smith, Democratic nominee for President.

He had worked for the New York City News Association, the New York Times, New York Evening Graphic, and Richmond (Va.) Times-Dispatch. His wife, the former Frances Elliott, died five years ago.

## Fernandez Inks T. H. Fair Route

WAILUKI, Maui, T. H., Aug. 28.—The E. K. Fernandez Shows will be featured on the midway at the Maui Fair, opening October 7 for four days, for the 32d consecutive year, Ricki Omori, exposition's director, said.

The date will open a series of stands that will fill the show's route until November 22. Other sites include the Hawaii County Fair, Kona Fair, Honolulu Festival and Kauai Fair.

Fernandez and Omori, who is the first Japanese to be appointed to the directorship of a Hawaiian fair, recently signed the contract for the return of the Fernandez organization. The date also marks Fernandez' 52d year in outdoor show business.

## Sandusky, O., Gate Hurt by Inclemency

SANDUSKY, O., Aug. 28.—The Erie County Junior Fair closed its run here Friday (20) after drawing an estimated 15,000 patrons, about half of what was expected. Rain the first two days cut into turnouts and Motor State Shows, the midway attraction, was forced to change its layout because of wet grounds. The show moved its eight rides, three shows and concessions to a crushed stone parking lot. Carnival ran into competition from two nearby Kiddielands that operated at lower ride prices. Fair is planning a centennial run next year.

# Davenport, Ia., Gate Off 23%; Launch Campaign to Buy Plant

DAVENPORT, Ia., Aug. 28.—The Mississippi Valley Fair closed its seven-day run here Sunday (22) after unfavorable weather had cut attendance by 23 per cent. After the gates closed, the fair board turned its attention to a bond sale that will be launched September 1-2 to obtain funds to purchase the annual's present fairgrounds.

Davenport civic organizations are set to give their support to the fund-raising campaign that is aimed to buy the present 70-acre plant. The fair association's lease with the property owners, Mississippi Valley Amusement Park, Inc., expired at the close of the fair. The board, however, has an option to purchase the property for \$160,000. More than \$100,000 has already been subscribed.

The seven-day fair was hurt by rain and unfavorable weather, particularly on some of the big days. Total attendance was 67,404. According to Manager Frank Harris, however, gate receipts held up favorably as the fair's 50-cent admission charge was in force at all times. Previously the admission was 25 cents after 6 p.m. Also adding to the income was a 25-cent charge for parking, free in the past.

The Aut Swenson Thrillcade lost its Tuesday night (17) show to rain and Kids' Day the following afternoon was hurt. Despite the inclemency Wednesday, Gene Holter's animal variety show held both its shows and another one the following afternoon. Paul Marr's variety show, presented Thursday night thru Sunday, was hurt by hot and threatening weather.

Rain also hit the fairgrounds Sunday. Motorcycle races, staged

by Al Sweeney's National Speedways, Inc., were stopped by rain after the first lap of the feature event. The Sweeney organization got its Friday stock car races and Saturday big car races off to good crowds. The same rains that hit the cycle races on the final day cut into attendance that night.

Gem City Shows, the midway attraction, racked up satisfactory grosses despite the weather. According to Harris, the show had the strongest back-end represented on the fair since its revival.

# Afton Beats '53 at Gate And Grandstand

AFTON, N. Y., Aug. 28.—Cold weather on two days affected the 65th Afton Fair last week, but the annual managed to edge ahead of last year by a few percentage points at both gate and grandstand.

Big events were the Wednesday (25) firemen's night, with a record of more than 4,500 hitting the fairgrounds, and the kiddie days on Tuesday (24) and Friday (27). More than 4,000 children attended each of the two days, Secretary Fred Crane reported.

In general the association claims a definite winner this year, with \$12,000 in premium moneys awarded and an overflow of exhibitors. The stock show was the fair's largest with 472 head, and 124 horses were stabled on the grounds for three days of harness racing, Tuesday thru Thursday.

**Cold Curbs Opener**  
Cold weather hurt Monday night's opening and on Thursday, Coleman Bros.' Shows supplied the midway. Closing day business on Saturday (28) saw a light 697 admissions in the afternoon, 339 in the grandstand for the Wagner thrill show. Final night saw 1,339 at the gate and 787 in the grandstand.

A mishap occurred Tuesday when two 7-year-old boys were injured by the motorized harness race starting gate. They had leaned between the fence rails and their heads were struck as the car-mounted gate passed. They were not seriously hurt.

# Prince Albert Ex Gate Dips 10,000; Total Receipts Off

PRINCE ALBERT, Sask., Aug. 28.—Attendance at the Prince Albert Agricultural Society's three-day fair was estimated at 35,000, a drop of about 10,000 from last year.

With late arrival of the midway, Gold Medal Shows, the fair didn't swing into full operation until the first night. Rain which started then washed out the second day and continued on the morning of the final day. A loading mishap at North Battleford, Sask., is reported to have held up the midway train.

Turnstiles are not used at the Prince Albert Exhibition but attendance is estimated by gate men and directors who have become fairly accurate over the years at judging the turnout. The first day reportedly drew 11,500, considerably higher than last year's opener, and on the final day 19,000 attended to set a new high.

Receipts were "quite a bit down from other years," but a small profit will be realized, said G. A. Anderson, president of the agricultural society. He said the sharp cut in profits may curtail proposed improvements to the grounds next year.

It was reported the matter of rain insurance may be discussed by directors.

Because the midway was late setting up, the fair board declared the second day another Kids' Day, with free admission for the moppets, but few braved the cold rain. A partial grandstand show was presented at night by the Charles Zemater revue. The day's attendance was about 5,000.

The rain forced cancellation of the official opening, light and heavy horse events, the afternoon

# Circus Helps Hemet Beat '53 Gate Count

HEMET, Calif., Aug. 28.—Getting ideal weather for the five-day run and using the one-pay gate policy for the second year, the annual Farmers' Fair of Riverside County here pulled a total attendance of 34,500, which was 5,500 over 1953, Harry Hofmann, secretary-manager, said. The exposition closed Sunday night (22).

Bell Bros.' Circus of Norwalk used the date for a break-in and was credited by Hofmann with being a strong factor in increasing the first day's attendance more than 1,000 over last year. The circus played the first two days (18-19) and gave a parade thru the city at noon on opening day. The march was augmented by local talent with the pet parade seg giving the event added prestige.

During the entire run, Hofmann added, the daily attendance was over that of the preceding year.

**TV Star Featured**  
Following the circus, Norma Gilchrist, Hollywood TV star, was featured on Friday with her "Helpfully Yours" show. Mercedes Bates, also a TV performer, was on hand Saturday to conduct her cooking session. Appearance of the video people was arranged by Leo Pearlstein, Hollywood, who also handled radio and television promotion.

Saturday and Sunday's top events were the Horsemen's Jamboree with Hank Penny and Sue Thompson, Western recording artists, being headlined. Penny and Miss Thompson were booked by Scheppers Bros. of San Bernardino. Appearing the full run were Pinto Colvig, the Capitol Records Bozo the Clown; the Musettes, accordion and violin strollers, and the Hayseeds, local favorites. Appearance of Captain Jet, well-known television character, headlined the closing day.

Frank W. Babcock's United Shows were featured on the midway. Howard T. Coffelt is in charge of this second unit.

# Pomona Spends 400G on Plant

POMONA, Calif., Aug. 28.—"The American Way" will be the theme for the annual Los Angeles County Fair set to open here September 17 for 17 days, C. B. (Jack) Afflerbaugh, president-general manager, said.

A \$400,000 improvement program designed to make the 1954 show a high point is being rushed to completion.

Major new construction includes the \$100,000 New Builders Products Show structure, a new first aid and fire station and an incinerator capable of handling a huge amount of burnable trash. A model home is being erected by the Building Contractors' Association of California.

Among the expenditures also are refinishing of the Fine Arts Building interior, enlarged stage for the open-air amphitheater, new entrance to the cafeteria, landscaping, improvements to the large and small stock buildings and expansion of display facilities for departments such as domestic arts, school department, floral show building and others.

grandstand show and a scheduled early evening grandstand show.

Three days of running races were completed but only one harness race was run off. Parimutuel betting totalled \$6,000 but, considering the weather, this was regarded as "heavy" betting.

More than 1,000 fairgoers saw three grandstand shows on the final day. The revue was highly praised by fair officials.

Livestock entries were large and the quality high. The machinery exhibit was termed the biggest in history. A three-day farm boys' and girls' camp was held and, despite rain, the first annual Travellers' parade was presented.

## Fair Dates

The Billboard Publishing Company  
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Texas

New Boston—Bowie Co. Fair Assn., Sept. 28-Oct. 2. Weldon McCord.

# Salem, Ore., Scores Gate, Betting Highs

GRESHAM, Ore., Aug. 28.—New highs for attendance and horse race handle were established by the Multnomah County Fair, which closed Saturday (21), altho the traditional eight-day run had been extended to 10 to achieve these results.

Attendance of 162,996 this year compared with 141,878 a year ago, and horse-race handle of \$510,086 topped the \$409,420 of 1953.

The fair fought unfavorable weather to ring up these figures, virtually every day being at least threatening and several being marked by downpours.

### Credit Free Shows

Manager Duane Hennessy credited the free shows produced by Monte Brooks with a large share of the crowd-pulling. Performances were staged afternoons and evenings in the plaza, the grandstand being jammed Sunday (20) for a two-hour double bill.

Harry Meyers, general manager for the West Coast Shows unit, expressed satisfaction over the 10-day run and over the record weekend crowds. Per capita spending was down somewhat from previous years, but shows and rides enjoyed good grosses.

Food and drink vender also reported business as satisfactory and expressed appreciation for the frequent policing of the ground that

kept debris from collecting, thus adding to the attractiveness of their stands.

# Record Gate Seen in Books For Ronceverte

RONCEVERTE, W. Va., Aug. 28.—Rain on Monday's (23) opening and on Thursday (26) cut into the West Virginia State Fair turnouts, but favorable weather otherwise has indicated a throng of around 225,000 is in the making to top last year's record total for the six-day event.

Secretary C. T. Sydenstricker indicates it was likely the John H. Marks Shows also will break the record it set for carnival grosses here back in 1946.

Wednesday's turnout of 50,000 was the best to that day, and yesterday was mild and clear with even larger crowds streaming into the grounds.

Good business was claimed for the Hamid revue and for both the running and harness races.

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## RECORD HOPS, TOO

### Paid Wrestling Boon To Ballroom Business

PROVIDENCE, Aug. 28.—Paid attractions are providing an answer to lagging ballroom business at Rocky Point Park, and results so far have been highly encouraging, according to Manager Paul Haney.

Altho business in general has improved since the end of an unusually cold and rainy July, the ballroom was still viewed as a disappointment, compared with bygone years when dancing was a good money-maker in these parts.

For the first time, the park is featuring professional wrestling, held on a regular Friday basis. Four shows have been put on and the hall, which can seat 4,000 for the event, has drawn pretty good attendances, Haney says. Prices are \$1.50 and \$1 for adults and 50 cents for children.

#### Wrestling Variety

So far the management has offered plenty of variety, booking in midget wrestlers, female grunt-and-groaners, and Gorgeous George.

Haney, promotion minded, has instituted a "something every day" policy. Amateur nights are held on Tuesdays, kiddie days on Wednesdays, with rides a nickel for kids, a dime for adults; a Pepsi-Cola Teen-Age Hop on Thursday and wrestling on Fridays. In addition there is the weekly free act, which last week was the Zucchini cannon act, booked thru the Al Martin office. On Monday (23) a free local TV show was held on the park stage, the Ward Baking Company's "Tip Top Circus."

The Thursday promotion is a record dance with music spun and announced by local disk jockeys. Pepsi is sold in the ballroom and the firm gives a door prize and promotes the event on its delivery vehicles. Admission is 25 cents, and attendance at the affairs, low at the season's start, has built to a level of around 700 for recent sessions.

#### Rainy Day Crowd

The paid ballroom formula proved its merit Sunday (15), a rainy day, when the hall was jammed at a quarter a head, to

see the "Howdy Doody" show perform.

In general, June and July were below par, Haney said, with business increasing nicely during August. Outings provided an important part of the patronage during the slow months, and this past Sunday (22), the biggest day of the season was recorded, helped along by a 3,500 teamsters' union turnout. The park's Shore Dinner Hall is off less than the midway, Haney said.

### ALLEN'S FANS GAWK PLENTY, SPEND LITTLE

NEW YORK, Aug. 28.—Promotionwise, Rockaways' playland benefited from its NBC tie-in appearance Monday (23) of TV stars Steve Allen and Jayne Meadows. Financially, tho, it didn't work out that way. Photographers and a mob of admirers followed the couple around the park, but did more following than spending. The next day was Bill Callam day, with the local video man's fan clubbers getting Carrousel rides by showing their membership cards. Today is the Beautiful Grandmother contest, another NBC tie-in.

### Union Rally, Rail Excursions To Pace Cedar Point's Finale

SANDUSKY, O., Aug. 28.—A union rally, free acts and railroad excursions will mark the final days of the season at Cedar Point on Lake Erie, near here. The spot closes Labor Day.

Labor unions in this vicinity have been joining hands annually to sponsor a Labor Day rally at the resort and it usually draws between 15,000 and 20,000 people. Participants are the CIO, AFL, Brotherhood of Railroad Trainmen and International Association of Machinists.

This year the unions are offering free beer and ice cream, cash awards, outdoor acts and dancing to polka and folk bands. There will be reduced rates for rides and shows and several labor speakers.

Final free act of the year will be Rick Roy, man who hangs himself.

Blue Baron's orchestra drew a fair crowd Tuesday (24) night in the ballroom. George Duffy's combo is playing the final two weeks at the Tavern Terrace, outdoor dance patio next to the hotel.

The resort made wire services Saturday and Sunday (21-22) when a 52-year-old grandfather won the marathon swim of 20 miles from Canada across Lake

Erie to the resort. Four other swimmers had to be taken from the water. The winner had tried four previous times. This time the course was shortened by 12 miles by starting from a Canadian island instead of the mainland.

A rail excursion from Chicago was coming this weekend on the New York Central and on Sunday (29) the Nickel Plate Veterans' Association will be in on a special train with about 1,000 members. Craigan and Juanita, high act, close their run Sunday (29) and on the same day Widaman's Elephants open a week's stay.

### Icer, Parade Are Free Acts At West View

PITTSBURGH, Aug. 28.—West View Park here is featuring an hour-long ice show on the free act stage in an August "winter carnival" ending Sunday (29). The icer includes 12 numbers and about 15 persons.

In addition, the pageantry includes bands, parades and floats. The ice show is called "Symphony on Ice."

MIDDLETOWN, O., Aug. 28.—Mary Hartline and clown Nicky, of TV's kiddie show, "Super Circus," made Wednesday (25) appearances in free afternoon and evening shows at LeSourdsville Lake here.

### Tokyo Company Plans Japan's First Funspot

CHICAGO, Aug. 28.—A major amusement park, first of its kind in the country, is being planned for Tokyo by Korakuen Stadium, Ltd. Kenneth K. Shimbo, now in this country to shop for rides and other attractions, is president of the company.

He said here that the firm operates the major league baseball park in Tokyo plus a boxing arena, roller skating rink and ice arena. The proposed amusement park will be located on 35 acres adjacent to the tract where the other facilities now are located.

Shimbo said that three department stores in Tokyo have Kiddieland's on their rooftops. Because of this, kiddie rides hold no special interest for his company. However, major rides would be entirely new to Japan, he said. While some Merry-Go-Rounds and small Wheels are operated in Japan, major rides are unknown in most places.

#### Seek Ride Movies

The park will be called Korakuen Amusement Park and approximately \$500,000 is budgeted for it. Shimbo now is acquainting himself with what rides are available. He plans to return to Japan soon with movies of the rides to

demonstrate them to his board of directors. He said it is possible that a second park would be built at Osaka if the Tokyo project succeeds.

Shimbo also operates International Promotions, Ltd., which works in Japan with Abe Saperstein's Harlem Globetrotters. The Trotters were in Shimbo's ball park in 1952 and 1954. He now is making plans for bringing the Roller Derby to Tokyo in 1955. The park probably could not be completed before the 1956 season, he estimated. The overseas edition of "Holiday on Ice" also has played Tokyo thru Shimbo's organization.

In Chicago this week, Shimbo previously stopped in Honolulu and Seattle. He visited River-view Park in Chicago and the Louis Klatzco Kiddieland, near which he spotted baseball pitching machines. He said he believed these machines would prove highly successful in Japan.

He plans to go to Detroit, New York and Los Angeles before flying back to Tokyo early in September.

### Detroit Council Requests Bids For Kiddieland

DETROIT, Aug. 28.—Bids from independent concessionaires will be sought for operation of a proposed Kiddieland at Rouge Park, on the West Side of the city, according to decision of the Detroit Parks and Recreation Commission. Cost is expected to run over \$100,000, and project is to include a number of kiddie rides.

Present plans are a reversal of earlier plans for a city-operated Kiddieland to be located either at Rouge Park or at Belle Isle Park at the East Side of the city.

The commission's plans call for eight rides, topped by a three-train railway with 3,000 feet of track. The Kiddieland, whose patrons will be restricted to children under 14, is to be assigned 47 acres of park land.

Motor City Park, operated as a kiddie park for about 10 years by the late Vic Horwitz and now by his widow, Mrs. Helyn Horwitz, is located opposite the entrance of Rouge Park.

### Edgewater Wins Citation; Scores Sunday Business

DETROIT, Aug. 28.—Edgewater Park enjoyed its biggest Sunday (22) in any August for the past five years, park manager Milton Wagner reported. Business was helped primarily by good weather which held crowds thru the day and into the early evening.

Edgewater received a unique official commendation from the mayor and Common Council for the park's contribution to recreation for the teen-agers. Award was based on the park's policy of restricting Friday night admissions at the ballroom to those who are under 18. A top, locally popular orchestra, Fred Netting, is booked regularly with guest stars as available, and admission is purposely kept down to \$1 a head.

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## CONEY ISLAND, N. Y.

By UNO

NEW YORK, Aug. 28. — Nat Faber is now active in the management of his own Fascination game on Surf Avenue. Since his taking over, business has taken a turn for the better. One of his methods is to allow customers more time to get acquainted with proper ball-rolling technique. . . . Harry Nelson and two of his high-strikers will be at the Trenton, N. J., Fair September 26-October 3.

A tremendous downpour August 19 spoiled a visit to the I. T. Shows at the Morristown, N. J., fair for expert driver Nat Waldman and his guest riders, Felice Ridgeway, secretary in the manager's office of the Academy of Music, New York, and Harry (The Great) Szerlip, magician. Reaching the grounds just when concessionaires started to shutter, the party picked up Sam (Carnival) Shaw, a jelly doughnut lover, for the return trip to Brooklyn.

Tony Saviano, recently elected locality Mayor of Coney, will be officially installed at a dinner to be held at the Hotel Astor on October 17. . . . Harold Macklind, who previously operated a food shop on Surf and West 15th, is the new partner of Bernie Lefkowitz in the Howard Johnson eatery at Surf and Stillwell Avenues, having bought out the interests of Harry Shaw. . . . Frank B. Koyama, a Coney pioneer, is back with Frances Camfield's concessions after an extensive road show tour and is planning his marriage in January to Miss Violet Stager of Troy, O., whom

he met while with the Carl Luther Side Show. During his carnie engagement Frank became known as The Human Volcano and The Torture-Proof Lecturer. . . . Michael Romano is another recent returnee to another Frances Camfield Bowery concession, following a two-year hitch with the Marine Corps at Camp Lejeune, N. C.

Concessionaires occupying spaces in Neil and Helen Kyrimes' New Luna Park include Frank Russo, nickel pitch and bazooka range; Jean Breese, win-a-plate; Steve Mavis, food and drinks; Jack Merr, high striker and ring game and Pete, metal engraver. Operated by the Kyrimes is a new huckly-buck game started August 7. . . . Eugene Sack, assistant to Harry Rosen at the latter's ball-rolling game on Surf, knows how to attract the foreign trade by being able to converse in half a dozen languages. Rosen, when he is not a busy concessionaire, finds time to fill the office of treasurer of the National Showmen's Association. . . . Jimmie Hurd, talker at Cavalcade of Variety show, left August 23 for the Toronto Exhibition, where he features two of what he calls fat boxing females. . . . Charles A. Smith, better known as Coney Island Smithe, a general all-round pinch hitter in all emergencies for almost every Coney spot vacancy and who, in 1889, played character roles in Jewish melodramas in Manhattan, celebrated a 90th birthday August 10.

**★ KIDDIE RIDE SALE ★**

NEW 24-Passenger Boat Ride, Was \$2250.00, now \$1895.00.

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## OTTAWA UP FOR WORLD OF MIRTH

20% Rise Due for Shows and Rides, As Front-End Grosses Trail 1953

OTTAWA, Aug. 28.—The World of Mirth Shows was a sure thing to break its record gross for the Central Canada Exhibition this week, based on business done thru last night with only today remaining. Owner Frank Bergen said the increase would likely be as high as 20 per cent by the office,

primarily off heavy earnings by rides and shows.

Concession business was admittedly off several points as people hereabouts—and there were less of them passing thru the gates than last year—appeared to be more cautious in the spending.

Top among the shows has been drawn by the "Dancing Waters" spectacle, with "very good" results also reported by the Side Show, "Club 18" and Diano menagerie. The water spec is on a prime location and has a girl in bathing suit on the bally.

Charging 50 cents for adults and 25 for children, the limit imposed by the fair management, "Dancing Waters" has been pulling in excellent business, it was reported, and on Thursday (26) grossed \$2,952.50.

The carnival was giving out dodgers on the spec, and passed out 1,500 free tickets for the Saturday opener. The front is decorated with a multi-colored neon fountain.

## Annie Gruberg Dies in Phila. At Age of 63

PHILADELPHIA, Aug. 28.—Mrs. Annie Gruberg, widely known in the show world as "Miss Annie," died early yesterday in this city, where she has lived in retirement since stepping out of the carnival business in the early 1940's. She was about 63, and had been suffering for about a year from a heart condition.

Mrs. Gruberg was the widow of Ruben Gruberg, and had been active with him in the Ruben & Cherry Shows until it was merged with the Royal American Shows. Her husband had died in 1941, leaving her to run the show for a while until she sold her interests.

A native of Montgomery, Ala., Mrs. Gruberg married in 1917 when Gruberg was a young showman. He left the road for a while to operate a department store, then went out again with Sam Solomon with the Sol's & Ruben United Shows.

Mrs. Gruberg had been living with her daughter, Elizabeth, and son-in-law in Philadelphia. The body was removed to Montgomery where her family has a burial plot.

Mrs. Gruberg had been active in club work and a familiar face at convention gatherings. Her brother-in-law is Max Gruberg, owner of Standard Kiddie Rides Manufacturing Company of Long Beach, N. Y., and a nephew is Nate Eagle, Midget Show operator.

## Charlotte Porter Of Frisco Club Honored at Party

TURLOCK, Calif., Aug. 28.—A surprise birthday party was held Sunday (15) here for Charlotte Porter, president of Showfolks of America, Inc., San Francisco Chapter. Johnny Provenzale was toastmaster and 54 guests were present. The affair, staged by members of the Foley & Burke Shows, was directed by J. Chapman, and featured a baked ham dinner.

## Kutztown Rains Curb Hannum 5 of 6 Days

DALLASTOWN, Pa., Aug. 28.—The Morris Hannum Shows have enjoyed their expected improvement in business after a particularly poor still date season, and Owner-Manager Hannum is predicting that his country and street fairs will yield better earnings than in 1953.

The show's Kutztown date was off due to rainfall on five of the six days scheduled, but turnouts and spending were good enough to satisfy almost everyone on the midway, considering the weather. "We didn't lose anything," was Hannum's appraisal of the week.

Kutztown had 10 major rides, 4 kiddie rides, 70 concessions working and 8 shows. There were four girl shows by Duffy, Palmer, Johnny Gambino and Johnny Ryan.

On Par With 1953

The show has been doing well

## Metro Chalks Good Business At Terre Haute

CARBONDALE, Ill., Aug. 28.—Metropolitan Shows railed here this week from Terre Haute, Ind., where the show overcame a number of obstacles to come up on the winning side. A week-long bus strike had little effect on attendance or spending but weather cut into turnouts.

Kids' Day on Tuesday pulled big crowds of youngsters who kept the rides and shows busy thruout the afternoon.

Staff includes Shirley and Sam Levy, owners-managers; Robert L. Kline, general agent; David E. Fineman, business manager; Berni Miller, press agent; Larry Lawrence, billposter; Fitzie Brown, legal adjuster; J. J. McCall, office man; Ray Craner, lot superintendent; Tom Bush, trainmaster.

Other personnel includes: Rides: Ferris Wheels (2), Booger (Red) Benton; Rides-O-Blackie Kerr; Caterpillar, Johnnie Muller; Fly-o-Plane, Bob Young; Rolloplane, Lonnie Bush; Merry-Go-Round, Louie Gueth; seven kid rides, Shows: Side Show, Ray Cramer, manager; Henry Valentine, talker; Helen Cramer, electric chair; Vanteen, magician and lecturer; Cliff King, inside talker; Po Du, fire eater; Sealina, seal girl; Sailor Ralph, tattooed man and scenic artist; Johnny Bananas, snakes; Edna Post, sword box; Donald Quack, educated duck; Fred Post, ticket seller, and Anna Illusion, fish girl, annex attraction. Leonard Duncan's Harlem Revue, Bob Hamilton, songs; Aloma Dee, dancing; Kathryn Moore, Hot Stuff Medlock and Puddin' Head Wilson, Snooks Burton, Aunt Jemima, and Miss Fanny, Mattie Campbell, Alice Jean Frazer, Bertha Johnson, Duncan Sisters, Jazz Baby Watkin's band and Jack Lee, talker and candy pitch. Other shows include two girl shows, monkey unit, Motordrome and a posing revue.

since the weather turned for the better, Hannum said, and in general he has been holding his own with total business on a par with last year. Predictions of better things to come at fairs are based on good conditions in his established territory in Pennsylvania's crop belt. The ground yield is excellent, Hannum said, and drawing good prices.

Show picked up new equipment this season, including four tractors and canvas and banners for the Side Show. Trucks and rides were refurbished for the Kutztown date and for Hannum's Labor Day spot, the fair in Ebensburg.

Good business was foreseen for Dallastown, based on the fair's past performance of heavy promotional activities which have resulted in the shows' grosses mounting yearly.

## SATISFIED

## Babcock Tour Okay So Far, Says Coffelt

LOS ANGELES, Aug. 28.—Out five weeks, the second unit of the Frank W. Babcock United Shows garnered satisfactory business at the Farmers' Fair of Riverside County in Hemet, Calif., Howard T. Coffelt, manager, said.

Coffelt added that the show did



HOWARD T. COFFELT

fair business the first week out but the next three were not up to expectations. The run at Hemet, which closed Sunday night (22),

(Continued on page 54)

## Gem City Bags \$\$ At Four Fairs in Row

Two in Illinois and Iowa Yield Whopping Grosses After 'Murderous' Still Dates

GALLATIN, Tenn., Aug. 28.—Gem City Shows which experienced a still-date season termed "murderous" by its concession manager, Don Greco, has been enjoying a complete reversal of business since it entered its fair route about a month ago.

All four of its fairs were up sharply over last year, with credit going to a potent back-end. The show entered its fair season with 14 shows, 12 major rides and 8 kiddie rides and continues to hold to that strength.

Its first fair date was at Martinsville, Ill., where the show bettered its own '53 gross by 29 per cent. Belleville, Ill., which followed, yielded a whopping \$24,000 ride and show gross, up 40 per cent from Gem City's take of last year.

Burlington, Ia., played next, yielded a 37½ per cent better gross than was registered last year, with the show registering a record Kids' Day gross during the run. Davenport, Ia., played last week, was hit by rain four days, yet the show turned in a 19 per cent higher gross than was notched up by another show here last year.

### Grosses, the Best

The Davenport ride and show grosses were the best experienced by the fair in recent years. Frank Harris, veteran fair secretary, credited the bumper business to the show's powerful back-end, termed by Harris "the strongest

to be presented on our midway in many years."

The show closed Sunday (22) at Davenport, hit the road the following morning and made the run here without mishap in ample time for the opening of the fair here Wednesday (27).

Of the show's many still dates, only two—Cleveland, Tenn., and Louisville—were profitable. All of the others failed to break even and some were played at substantial loss.

## Prell's Still Trailing But Upswing Hoped

CUMBERLAND, Md., Aug. 28.—Prell's Broadway Shows this week was still trying to catch up to last year's level of earnings after a stretch of fairs which have yielded disappointing grosses. Last week's date at Carlisle was off after having the Monday (16) opening washed out and rescheduled.

Indications so far are that fairs are not up to previous years, Sam Prell reported, but he is looking for an improvement in the coming weeks. A high spot of the season should come the week of September 27-October 2, when Prell will provide midway units at both the Bloomsburg, Pa., and Rocky Mount, N. C., fairs.

The office has taken on a festive air, with Sam Prell's family having arrived on the show for their vacation.

## Show on Denton Midway Yields \$800 for SLA

CHICAGO, Aug. 28.—The Showmen's League of America will receive about \$800 from a benefit show and auction staged on Johnny Denton's Gold Medal Shows recently at Lethbridge, Alta.

The show, staged by execs and personnel of the Denton shows in co-operation with grandstand talent booked on the Western Canadian B Fair Circuit by Charlie Zemater, Chicago, was emceed by Dick Ware, of the Zemater organization.

Mr. and Mrs. R. A. Miller presented a burlesque of a strip act with Peasey Hoffman as stripper that proved one of the high spots of the event.

Art Frazier and Johnny (Fingers) Campe assisted Denton in building up the \$800 net for the show.

## RECORD SHOW RUN

## Denton Makes 3,000 Mile Jump to W. Va.

PARKERSBURG, W. Va., Aug. 28.—Johnny Denton's Gold Medal Shows arrived here Wednesday (25) after a record run for a truck show, having jumped from Lethbridge, Alta., a distance of about 3,000 miles, during which its trucks and trailers moved thru eight States and three Canadian provinces.

The long haul was made without any major trouble, Denton said. Most of the trucks and trailers averaged about 400 miles a day. Light plants were the only equipment which was not moved overland but railed in by flat cars. Denton expressed himself as

highly pleased with the business obtained in its first swing over the Western Canadian B Circuit, during which the show played 14 fairs in seven weeks.

"We exceeded last year's gross at almost every spot. And the fairs' receipts from the midway were bigger than in '53," Denton said.

### Praises Agent

He was loud in praise of the show's general agent, George Harr, who made arrangements for the moves thru Western Canada. Denton was particularly pleased, he said, because the show, except for one fair—Battleford, Sask.—was up or not far from up on schedule. This, he maintained, was an achievement for the jumps are many in the seven-week period, with some as long as 600 miles.

Chuck Magid, who with Art Frazier and John Fingers, supervised concession operations, was scheduled to leave a Yorkton, Sask., hospital Friday (27) and return to his Winnipeg home. Magid had been stricken with a heart attack.

The show will open its long string of U. S. fairs here Monday (30) at the Wood County Fair, which will run thru September 4.

## Season Okay For Caravella Back on Road

DAYTON, Pa., Aug. 28.—Frank Caravella, back on the road with his own show after six years as a park owner, has been enjoying a satisfactory season still-dating Pennsylvania, and will be seeking fair dates for 1955.

Caravella last winter sold his Island Amusement Park interests and has been traveling with 5 rides, 3 shows and 18 concessions. With the end of his still dates in sight, he is booking his rides onto other shows for fairs in the South.

The show's business has varied from fair to good at all 15 dates played. Biggest was the Cambria County American Legion Celebration on July Fourth.

New equipment added for the route included a No. 5 Ferris Wheel, Schiff Roller Coaster, back-end canvas and four trucks.

On the staff are Caravella, owner-manager; Mrs. E. R. Caravella, secretary-treasurer; Bill Carter, electrician; W. E. LaSalle, advance man, and Lee Devare, transportation superintendent.



FEELING CHIPPER at his Peekskill, N. Y., home is Jim McHugh, center, Eastern outdoor editor of The Billboard, who is convalescing following an eye operation. Visitors recently to the McHugh residence en route to the Middletown (N. Y.) Fair were Phil Cook, executive secretary of the Miami Showmen's Association, and Ethel Weinberg, executive secretary of the National Showmen's Association. McHugh plans to return to work this week after an absence of several weeks.

# THE MIGHTY GEM CITY SHOWS

WANT FOR ONE OF TENNESSEE'S FASTEST GROWING FAIRS—DYER COUNTY FAIR, DYERSBURG, TENN., FOLLOWED BY MAURY COUNTY FAIR, COLUMBIA, TENN., WITH 11 MORE TO FOLLOW INCLUDING SOUTHWESTERN GEORGIA STATE FAIR, ALBANY, GEORGIA, AND NORTHEAST ALABAMA STATE FAIR, ANNISTON, ALA.—THIS SHOW CLOSES ARMISTICE DAY FOR TWO WEEKS, THEN OUR 10 MAJOR FAIRS IN FLORIDA.

**WANT — WANT — WANT**

**SHOWS** WILL BOOK FOR 5% ABOVE COMMITTEE THE FOLLOWING SHOWS—WILDLIFE, MONKEY, SNAKE, MECHANICAL, GLASS HOUSE, FUN HOUSE, DING SHOWS, OR ANY WORTHWHILE SHOWS THAT ARE IN KEEPING WITH OUR STANDARDS.

**R. E. MILLER, CONTACT DON GRECO, HAVE GOOD PROPOSITION** TERRIFIC TERRITORY FOR HANKY PANKS, PROVEN ROUTE OVER THE PAST TWO SEASONS. WILL BOOK HANKY PANKS OF ALL TYPES, INCLUDING CENTER OUTFITS, CANDY FLOSS, ICE CREAM, CUSTARD, GRABS AND DIRECT SALES. EVERYTHING OPEN.

**KIDDIE RIDES** WILL BOOK TWO KIDDIE RIDES THAT DO NOT CONFLICT TO AUGMENT OUR PRESENT LINE UP.

**RIDE HELP** FOREMEN—WILL HIRE RELIABLE FOREMEN FOR TILT AND LITTLE DIPPER. LONG SEASON. GOOD PROPOSITION TO RIGHT PARTIES. MUST BE ABLE TO DRIVE AND BE SOBER. CAN ALSO USE OTHER GENERAL RIDE HELP. CONTACT AT ONCE.

## \$100.00 REWARD FOR INFORMATION

Leading to recovery of a Red 1947 1 1/2 ton Chevrolet Truck, Alabama License Number 57-H-2-675, Engine Number FEA-122771 and 1942 Fruehauf Trailer, Alabama License Number 57-T-2-184. Trailer loaded with Girl Show Front, Painted Blue with Black Silhouette Dancing Girls, Big Follies Sign Across Top in Lights.

Wire Thomas D. Hickey, Gen. Mgr. Call or wire Don Greco, Con. Mgr.  
Care Western Union, Clarksville, Tenn. or Room 603, York Hotel, Clarksville, Tenn.

## READING FAIR

Sept. 12 to 19 incl. Reading, Pa.

## VIRGINIA STATE FAIR

Sept. 23 to Oct. 2 incl. Richmond, Va.

ALL HANKY PANK CONCESSIONS WILL POSITIVELY OPERATE AT THESE TWO FAIRS

CAN PLACE—For long circuit of Major Fairs ending in November, Fly-o-Plane, Roto Jet, Spitfire, Roll-o-Coaster, Octopus, Round-Up or any Ride not conflicting. Will furnish wagons if needed. No Kiddie Rides wanted.

All Eating and Drinking Stands, High Strikers, Long Range Galleries etc., wanted.

WANT TWO ASSISTANT ELECTRICIANS TO JOIN IMMEDIATELY.

All address this week

## CETLIN & WILSON SHOWS

Fort Wayne, Indiana

# A.M.P. SHOWS

*Juggy*

Want for the following Fairs:

Greensboro, N. C., Colored Fair, Greensboro, N. C., Sept. 6-11  
Carroll County Fair, Hillsville, Va., Sept. 13-18  
High Point Colored Fair, High Point, N. C., Sept. 20-25  
Durham Colored Fair, Durham, N. C., Sept. 27-Oct. 2  
Stokes County Fair, King, N. C., Oct. 4-9

CONCESSIONS—Photos, Hi-Striker, Devil's Bowling Alley, String Game, Jewelry, Lead Galleries, Glass Pitch, Hoopla, Six Cats, Buckets, Dart Store and other Stock Concessions.  
SHOWS—Funhouse, Monkey, Unborn, Wild Life, Side Show, Want Colored Girl Shows and Jig Show, any other Family Type Show not conflicting. Want Free Act.  
Can place some sober Ride Help that drive semi.  
all address A. M. PODSOBINSKI, New Castle, Va., this week then as per route.

## ULEY REITHOFFER SHOWS

McKEAN COUNTY FAIR, SMITHPORT, PA., SEPTEMBER 6-10

WANT Monkey Show, Wild Life Show, Girl Show or Shows of merit.

CAN USE two more non-conflicting Rides.

Here is a red one if you are interested in making money.

Wire or telephone immediately.

McClure Bean Soup to follow, September 15-18.

K. REITHOFFER, Owner, Hughesville, Pa.

Telephone 101B • J. Beere Sr., Concession Manager, Smithport, Pa.

### E. K. FERNANDEZ WANTS FOR HONOLULU AND HAWAII

Novelty Comedy Acts, Good Side Show with Banners, Concessions and Concessionaires. Can use Portable Skooter with about 20 cars. Can also use Kentucky Derby, Rabbit Racer and Scale Men, or what have you? 5 Big Spots opening with Maui Fair, Oct. 7; then Hilo, Hawaii, County Fair; Kona, Honolulu and Kauai, until Nov. 15. SPECIAL NOTICE: Am opening Permanent Park facing beach in Heart of Honolulu. Will operate year 'round. If you have good Attractions for Park, write me—Play the Best with EK.

E. K. FERNANDEZ

P. O. Box 175, Honolulu, Hawaii, or cable "EDFERN," Honolulu, Hawaii.

### The Best Road Trailers for Show People

## VAGABOND and SILVER DOME

They can take it. Showman's plan of financing to responsible parties. You can deal with confidence with

T. W. (Slim) Kelley, Mgr. Sellhorn's Mobile Home Sales, Box 1950, Sarasota, Fla. Phone Ringling 51131

## MIDWAY CONFAB

Ralph Lockett, World of Today staffer, was in Chicago Monday (23) en route from Springfield, Mo., to the org's next fair at Fargo, N. D. . . . Mrs. E. Anderson, of Cote Amusement Company, reports that after a cold, rainy spring, they are in their fair dates and while attendance has been good, spending is off. Much of the let-down is attributed to unemployment in the areas they played. . . . Dad Bishop, veteran of the midways, was honored recently with a birthday party by personnel of Mound City No. 2 unit. Cake and coffee was served.

The Moore's Lady's Club, of Moore's Modern Shows, recently joined forces to give a double birthday party for Mickey Moore and Christine Bales. Celebrants on hand included Joan Nix, president; Dina Bumpus, secretary; Jewell Moore, Harriet Bumpus, Marie Turner, Kitty Kelly, Zonie Gibson, Beverly Bales and Rachel Fan.

Ward Hall, partner in Hall & Leonard's Side Show on World or Today Shows, pens that the unit scored well at Springfield, Mo., but for the most part this season grosses have been 20 per cent off. Line-up included Hall and Harry Leonard, owners-managers; Doc Leroy, talker; Richard Kenneth and Buddy Dave, tickets; Lady Faith, mentalist; Wardellos, juggling; Harry Leonard, punch and Judy; Gerry Burke, iron feet; Larry Clark, clown; Bobby Clark, sword ladder; Algato, alligator boy; Kelley, the human ostrich; Two Leonardos, knives; Bob De Ace, anatomical wonder; Mona, monkey girl; Frank Miles, magic; Ward Hall, vent; Donnelo, fire; Kashom Singh, two-headed boy, and Diane De Elgan, annex attraction, managed by George Searls.

Mr. and Mrs. Rodney Bruso, newlyweds on Georgia Amusement Company, were guests of honor at a shower given them by the showfolk at Warner Robins, Ga. Bruso is Octopus foreman. . . . Visitors at Warner Robins included Bill and Peggie Franks, who operate a restaurant and motel in that town, and Walter Lankford, veteran showman, who has a barber shop there. Mr. and Mrs. Conrad Wessell, grab joint operators from Des Moines, visited with Mr. and Mrs. Bill Rowell at Morris, Minn. The Rowells have their Side Show on Rogers Bros.' Shows. . . . Visitors to Strong's Amusement Company at Genoa, Neb., included Mr. and Mrs. Marvin Boyd and son, and Mr. and Mrs. Irish Flanagan from the John Davis Shows.

Cash and Gertie Miller, former Side Show and girl show operators, are operating the Bradypus ding show on the Penn-Premier midway. Mrs. Mazie Serfass, wife of Lloyd Serfass, the show's owner-manager, was in Tampa last week supervising construction of their new home. Treasurer of the show, she has been commuting from show lot to building lot, and has made three trips so far.

The Miami Showmen's Association was given 27 more membership applications last week by Bennett Prell, of Prell's Broadway Shows, who now has 35 toward a gold life membership card. He is sponsoring Robert Holmes, Carl Lee, Julian Fried, Joseph Pankin, Jerome Fried, Jimmy O'Dell, Marvin Laurence, David L. Hill, R. M. Martin, Marvin Smith, Carl Parsons, Quentin Anderson, James H. Todd, John Turner, S. Wienski, Robert H. Miner Jr., Richard Nemeck, H. W. Johnson, James H. Peasley, G. Pannebaker, R. M. McBride, Joseph Gebo, Robert Proctor, Lester Harnes, H. D. Kimball, Sam Caruso and J. H. Umbarger. Prell and Joe Cenname have each completed a \$50 booster sheet for the club, and Cenname ran a bingo which got another \$50 for the MSA.

Motor State Shows have been clicking at fairs. Ray Wiswell is the new Billboard agent. The owners, Mr. and Mrs. Joe Frederick, put on a fish fry for personnel recently.

The Ottawa Citizens ran a large photo Thursday (26) of a hatless Bucky Allen, World of Mirth concession manager, presenting gift dolls to two moppet visitors to the Central Canada Exhibition. Also shown giving the dolls is A.

H. Fitzsimmons, former CCE association president.

Tubby Hale, general manager of Hale's Shows of Tomorrow, held the winning ticket on a Chevrolet giveaway at the Savannah, Mo., fair. . . . C. Eddie Rood, veteran agent and hillposter infers he's closing with Crafts 20 Big Shows. . . . Walter L. Lankford, who has been off the road for some years, recently visited the Illinois State Fair at Springfield, and caught the Polack Circus at Peoria, Ill. Lankford also renewed acquaintances with Charles Miller and Mr. and Mrs. Horace Williams on the Georgia Amusement Company.

Ronnie Guttermouth 10, was guest of honor at a Wednesday (25) birthday party on the Prell show at Cumberland, Md. Guests included Dug Guttermouth, Ricky Prell, Skippy Reisinger, Sheran and Patty Johnson, Pinky Sylvester, Bobby and Marion Prell, Paul Boarrel, Dottie Miller, Agnes Ross, Johnnie Hoffman, Sam Prell, Mr. and Mrs. J. Prell, Mr. and Mrs. A. Prell, Mr. and Mrs. Ben Prell and Mr. and Mrs. H. Reisinger. Ronnie's parents hosted the event.

Visitors to the Walter B. Fox apartment at Mobile, Ala., during the recent auction sale of Cavalcade of Amusements equipment included Sam Solomon, M. J. Millsaps, Johnny Adams, Max Goodman and Robert L. Lohmar. Goodman announced that he had sold his Miami Beach hotel and may re-enter the carnival business. Lohmar planned to Oklahoma City after conferring with Federal Judge Thomas about bids he had made on some of the equipment.

Cecil Hendrix, operator of Hendrix Bros.' Shows, cards from Meridan, Miss., that his org has been playing to satisfactory grosses in Northern Mississippi. . . . Mr. and Mrs. Harry Bartlett, former glass pitch operators with Cavalcade of Amusements and now operating a cafe on Cedar Point Road near Mobile, Ala., write that they have been enjoying good business this summer.

Those attending a baby shower for Mrs. V. Wilson on the Greater Dixieland Exposition Shows recently included Mrs. Blackie Needles; Mrs. Jimmie Henson and daughter, Betty; Mrs. Joe Moore, Mrs. Jack O'Haver, Mrs. Don Urknhart, Mrs. Don McMahan, Mrs. Frank Borrer, Mrs. John McKee, Mrs. Bill Schaefer Jr., Mrs. Russell Louderback, Mrs. W. B. Porter, Mrs. Ruth Woodward, Mrs. Frenchie Bouillion, Mrs. Rita Flanagan and Mrs. Brownie Horn. Refreshments were served by Mrs. John McKee in her trailer.

Bob McCarthy cards from Paris that he met Martin Brynes there recently and that Brynes received the Anthony Veneri Plaque award  
(Continued on page 54)

### ALL TYPES OF WHEELS



Mds. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue

Operated by Joseph Mandel

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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

### 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.

**AN INVITATION . . . To All Officials, Friends and Committees**  
**TO VISIT US AT THE**  
**INDIANA STATE FAIR, INDIANAPOLIS, SEPT. 2-10**

PRESENTING THE GREATEST ARRAY OF STAR-STUDED SHOWS, INCLUDING DANCING WATERS, IRVIN C. MILLER'S BROWN-SKIN MODELS, SENSATIONAL REVUE SHOW, HOLLYWOOD CHIMPANZEES, GLOBE OF DEATH, ATOM BOMB EXHIBIT, RIPLEY'S BELIEVE-IT-OR-NOT MUSEUM, FAT FAMILY SHOW, CIRCUS SIDE SHOW, WITCH CASTLE, ILLUSION SHOW, SPACE CADET SHIP, CANYON HORSES, CRYSTAL PALACE, DILLON'S MECHANICAL WORLD, JITNEY JUNGLE, SNAKES AND REPTILE EXHIBIT, OLD MILL FUN EMPORIUM, ETC., FOR THE ENTERTAINMENT OF ALL PATRONS.

This will convince the doubtful that a super major league carnival can be moved by truck and will substantiate F. E. Gooding's conviction that "it isn't how you get it there but what you have to present after you arrive there."

**DO NOT FAIL TO VISIT OUR THRILL ZONE WITH 30 OF THE LATEST MIDWAY RIDES INCLUDING A SPECIAL KIDDIE WONDERLAND FOR THE YOUNGSTERS.**

SEE THE HURRICANE—ONLY PORTABLE RIDE OF ITS KIND ON ANY MIDWAY  
 New 4-Horse Abreast Merry-Go-Round, 60 All-Aluminum Horses, Electric Power, Fluid Drive

**OUR STAFF WILL BE MORE THAN HAPPY TO VISIT WITH YOU.**

F. E. GOODING, President  
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 CHAS. POTTORFF, Treas.  
 H. B. MINER, Supt.

TOMMY ALLEN, Lot Advance  
 GEO. LEONARD, Public Relations  
 STARR DeBELLE, Press Agent  
 W. E. JACK, Advertising  
 JOHN GALLAGAN, Concessions  
 MORRIS LIPSKY, Concessions

**ATTENTION FAIR OFFICIALS**

Because we have had so many letters and calls from fair officials from all over the U. S. who plan to attend this fair, we will have a special headquarters erected for your convenience. Make this your meeting place to exchange ideas and meet new friends. Refreshments and entertainment!

**GOODING'S Million Dollar Midway**

**Want for**  
**AUGUSTA COUNTY FAIR, STAUNTON, VIRGINIA, WEEK SEPTEMBER 6,**  
**AND ALL FAIRS TO MIDDLE OF NOVEMBER**

CONCESSIONS: Legitimate Merchandise Concessions. No exclusive for balance of season.  
 SHOWS: Wildlife, Unborn or any other money-getting attraction.  
 RIDES: Tilt-a-Whirl, Rock-a-Plane or any other novel ride.  
 RIDE HELP: Foreman for Merry-Go-Round. Capable Help on all rides.  
 We pay top salaries.

Address all replies  
**JOHN H. MARKS SHOWS**  
 Roanoke, Va., this week; Staunton, Va., to follow.

**KIDDIE RIDES**  
**FOR SALE**

(1) ALLAN HERSCHELL AUTO RIDE  
 (1) PINTO KIDDIE ROCKET  
 (1) KIDDIE AIRPLANE RIDE  
 (1) FERRIS WHEEL (KIDDIE) BY SCHIFF  
 (1) TRAIN RIDE ELECTRIC ROTATING  
 (1) KIDDIE ROLLER COASTER RIDE  
 (1) BOAT RIDE BY SCHIFF

All excellent shape and condition. All motors just overhauled. Never been on road. Resort location. Must sell. In operation now and until about Sept. 13. At Kiddie Land.

**JOE MELE**  
 Hamilton Ave. and Boardwalk  
 Seaside Heights, N. Jer. Phone 9-0026

**JAMES H. DREW SHOWS**

LEE COUNTY FAIR & LABOR DAY CELEBRATION, PENNINGTON GAP, VA., SEPT. 6 to 11  
 FLOYD COUNTY FAIR, PRESTONSBURG, KY., SEPT. 13 to 18  
 EAST TENNESSEE FAIR, NEWPORT, TENN., SEPT. 20 to 25  
 CAN PLACE—Popcorn, Apples, Cotton Candy and Snow Cones (none here now.)  
 CAN PLACE—Legitimate Concessions and Outright Sales, Long Range, Bumper, Arcade, String, Custard, Ice Cream, Shakeup, Over 12, Hoopla, etc.  
 SHOWS—Place any Grind Show that does not conflict with what we have.  
 NOTE—Good opening for Minstrel Show starting Murphy, N. C., Fair Sept. 27 and six fairs in Georgia to follow.

All address this week  
**JAMES H. DREW SHOWS**  
 Western Union, London, Kentucky

**VIRGINIA GREATER SHOWS**  
**West Point, Va., Fair, Sept. 13-18**

Want Balloons, Coca-Cola, Basketball, Cigarette Gallery, Bowling Alley, Short Range, Cotton Candy. All Hanky Panks open. Want Girl Show manager with two or more girls. Side Show manager with a few acts, Wildlife, Unborn, Snake Show, Monkey Show. Want Jig Show manager with a small troupe. Live Pony ride.

Franklin, Va., this week  
 All mail and wires to  
**WM. C. (BILL) MURRAY**

**HUSTLERS**  
**THIS IS IT**

Want 10—Yes, 10 real Hustlers for Grandstand. Candy Prize Box Deal. Work 18 shows, 9 days and 9 nights. 25 cent sale. Big P.C. No drunks, no chasers need apply. I hold contract for Grandstand, New Mexico State Fair, Albuquerque. Contact:

**CHARLES SIMPSON**  
 Care Bill Tater, New Mexico State Fairgrounds, Albuquerque, New Mexico.

**PAGE BROS.' SHOWS**  
**All Fairs until November 6, including 5 in Alabama**

Want Bingo, Jewelry, Arcade, Custard, Ice Cream, Buckets, Lead Gallery, Slum Concessions of all kinds. Want Musicians for Jig Show, Trumpet, Trombone and Chorus Girls. Top salary out of office. Come on to Ripley, Tenn., now. Girls for Girl Show. Want Live Pony Ride; Ride Help, top salary. Must drive. Charlie Griggs wants Agents. No 10%. Only four stores on show, P.C. dealers.

Ripley, Tenn., now; Waverly, Tenn., next week; both fairs.  
 P.S.: People who tried to get in touch with me last week, contact again.  
**W. E. (SHOTGUN) PAGE, Mgr.** **CHARLIE GRIGGS, Bus. Mgr.**

**WANTED FOR**  
**NORTHERN NECK FAIR, WARSAW, VA., WEEK SEPT. 6th**

Ball Games, Fish Pond, Duck Pond, Pitch-Till-You-Win, Photos, Candy, Floss, Hoop-La, Hi-Striker, Cookhouse, Grab, String Game, all Hankys open. Girl Show, Monkey Show, Side Show, Snake Show, Wildlife, Penny Arcade. Want Spitfire Foreman, general Ride Help, Truck Drivers, Tractor Drivers, Agents for office Hanky Panks. All Replies

**GEORGE CLYDE SMITH SHOWS**  
 Cumberland, Maryland, this week; Warsaw, Va., Fair, next week.

**MIDWAY OF MIRTH SHOWS**  
**WANT FOR ROUTE OF ARKANSAS AND MISSISSIPPI FAIRS**

SHOWS: Will place Shows of all kinds except Girl Shows. CONCESSIONS: Want Slum Blower, Add-Em-Up-Darts, Ping Pong, Coke Bottles  
 MOUNDS, ILL. (FIREMEN'S HOMECOMING), THIS WEEK; CAPE GIRARDEAU, MO. (LABOR UNIONS AUSPICES), SEPT. 5-6; CARAWAY, ARK., SEPT. 8-11; CRAIGHEAD COUNTY FAIR, JONESBORO, ARK., WEEK SEPT. 13; MARVEL, ARK., FAIR, WEEK SEPT. 20; POINSETT COUNTY FAIR, HARRISBURG, ARK., WEEK SEPT. 27; THEN McCORRY, ARK., FAIR.

CONTACT PER ROUTE ABOVE

**LOU PEASE WANTS**  
**FOR ENTIRE BACK END**

Operator with People for Side Show, Ruby, answer. Gene and Tex, come on. People for beautiful Jig Show, some Actors here now. Grinders and Ticket Sellers for 2 Girl Shows and Geek Show, Dancing Girls, come on. c/o GREAT WALLACE SHOWS, Pearisburg, Va., until Sept. 4th; 6-11. Fair, Amhurst, Va.; 13-18th. Fair, Rocky Mount, Va.; then Big Fair at Reidsville, N. C., Sept. 20-26th; Fair, Chester, S. C., Sept. 28-Oct. 2. Then 6 Georgia Fairs.

P.S.: Al Wallace wants Chairplane Foreman and other Ride Help.  
**LOU PEASE**

**WARNER BROS.**  
**OPEN AT LOUISVILLE, MISS., WEEK OF SEPT. 6th**

Will book all kinds of Concessions, open Midway. Good proposition for Bingo, organized Minstrel Show, Girl Show, Ten-in-One and any other Show of merit. Rex Howell and Aunt Tillie, contact Bob Myers, or come on. Have twelve Miss and Ala. Fairs. Will book Rides not conflicting, as we have twelve of our own. Want Agents for all Concessions. Concessions, come on; will book all Concessions. Prices right. Ride Help that drive semis. All winter's work in Louisiana. Contact me at Louisville, Miss., Fairgrounds. Bob Myers.

**GOLD BOND SHOWS**

**WANT** FOR PLYMOUTH, WIS., FAIR, SEPT. 3-4 AND GENESE0, ILL., CORN FESTIVAL, ON STREETS, SEPT. 9-11. **WANT**

CONCESSIONS—Novelties, Photos, Jewelry, Fish and Duck Ponds, Balloon Darts, Ball Games, Cork Gallery, Glass Pitch, Add-A-Ball, Bumper, Coke Bottles, Pitch Games, Jewelry Spindle, Fish Bowl, Cookhouse, Custard, French Fries, Ice Cream, Snow Cones and Foot Longs. All replies by wire.  
**MICKEY STARK, Mer., Plymouth, Wis., this week.**

**WANT FOR GRAINGER COUNTY FAIR, RUTLEDGE, TENN., SEPT. 8-9-10-11;**  
**RUSSELL COUNTY FAIR, LEBANON, VA., SEPT. 13-18**

Want Grind Shows. Want Merry-Go-Round or any Flat Ride, good proposition. Can place Ride Help for Wheel, Chairplane and Autos. Want Cookhouse, Popcorn, Candy Floss, Sno-Ice, French Fries, Novelties, Ball Games, Water Pond, Hi-Striker or any Hanky Panks. Can place Palmistry, no children. Polock not here. Write or wire

**I. K. WALLACE SHOWS**  
 SURGOINSVILLE, TENN., THIS WEEK.

**WANTED** Ride Help on Tilt, Ferris Wheel. Sober, must drive semi. Long season, going south. Will book for Kenosha, Wis., Washington Bowl: Photo, High Striker, Jewelry, Spindle, Basketball, Short Range. Shows: Fun House, Mechanical.

**WANTED**

**WANTED**

**BIG FOUR AMUSEMENTS**  
 WASHINGTON BOWL, 43 ST. AND 22 AVE., KENOSHA, WIS.

**FREE WATERMELON FESTIVAL**  
 Cordova, Ill., Sept. 10-11-12.  
 Can use few Concessions. For Sale—Best offer takes Gruner 24-Seat Chairplane with '41 Chev., 1949 Roll-a-Whirl, Short Range on Trailer, two Bingo Stands. Can be seen in operation with Tri-State Shows, Albany, Ill., Sept. 4, 5, 6, and then Cordova. Immediate delivery on cash sale. Contact  
**FRANK WESTPHAL**  
 Box 107, Oglesby, Illinois

**WANT—AGENTS—WANT**

CAPABLE AGENTS FOR COUNTRY STORE, PIN STORE, BLOWER AND SKILLO. MUST BE CAPABLE AND SOBER, REASON FOR THIS AD. FOLLOWING FAIRS UNTIL CLOSING—Jackson, Mo.; Trenton, Tenn.; Lawrenceburg, Tenn.; Florence, Ala.; Donaldsonville, Franklinton, Monroe, and Jennings (all Louisiana).

All answers to **DOLLY YOUNG**  
 c/o Buff Hottle Shows, Jackson, Mo., this week; Trenton, Tenn., to follow.

**WANTED** HANKY PANKS AND SIDE SHOWS OF MERIT. NO FLATS. NO GYPSIES.

**WANTED**

Contact  
**LEWIS K. GATHRIGHT**  
 Tri-County Fair, Goochland, Va., Sept. 6 thru 11.

**NOTICE**

All Agents that are contracted to work for me in Memphis, contact by wire immediately if coming. William G. Averill, Allentown, Ill., Frank Minor, Dick Stack.

**W. H. (BILL) BONTA**  
 c/o Big State Shows, Burlington, Kans. Be in Memphis not later than Sept. 23.

**PARADA SHOWS**

Sheldon, Mo., Sept. 2-3-4; Deepwater, Mo., LABOR DAY and Harvest Show, Two Days, Sept. 6-7; Longton, Kans., Sept. 9-10-11.

Want Concessions all kinds: Bingo, Short Range, Scales, Blower, Bumper, Buckets, Six Cats, Swinger, Glass Pitch, Watch-La, String. Agents for own Concessions. Call H. L. Daffin for space.

**H. C. SWISHER, Owner**  
 For Sale: Set of 12 Erie Diggers on trailer. Want to buy for cash No. Five Ell Wheel. Must be in good condition.

# TWO EXPOSITION SHOWS

## WANT FOR THE FOLLOWING BIG FAIRS:

McLEOD AGR. FAIR, HUTCHINSON, MINN.  
NORTHEAST ARK. DISTRICT FAIR, BLYTHEVILLE, ARK.  
DELTA FAIR AND LIVESTOCK RODEO, GREENVILLE, MISS.  
SOUTHWEST LOUISIANA FAIR, EUNICE, LA.

TRI-PARISH FAIR, WYNNBORO, LA.

AND 4 MORE TO FOLLOW.

WE DO NOT CLOSE UNTIL MIDDLE NOVEMBER

### CONCESSIONS

Can place Popcorn, Photos, Snow Cones, Ball Games, Basket Ball, Cork Gallery, Fish Pond, Penny Arcade, Long and Short Range Galleries, Hunky Panks of all kinds open. Can use a few more capable Grind Store Agents, also some "up and down" Help.

### SHOWS

Wildlife, Snake Show, Monkey Show, Mechanical and Fun House.

### RIDES

Can place two Major Rides, such as Octopus, Little Dipper, Rock-o-Plane or Dark Ride.

### RIDE HELP

Can place capable Ride Help on all Rides.

Contact H. V. PETERSEN, Gen. Mgr., or FRANK SPENA, Bus. Mgr.  
Baraboo, Wis. (Fair), this week; Hutchinson, Minn. (Fair), Sept. 11-15.

## BUFF HOTTLE SHOWS

UNIT #1

### NOTHING LEFT BUT THE CREAM—9 MORE OUTSTANDING FAIRS

GIBSON COUNTY FAIR, TRENTON, TENN., SEPT. 6-11  
MIDDLE TENNESSEE DISTRICT FAIR, LAWRENCEBURG, TENN.,  
SEPT. 13-18  
NORTH ALABAMA STATE FAIR, FLORENCE, ALA., SEPT. 20-25  
SOUTH LOUISIANA STATE FAIR, DONALDSONVILLE, LA.,  
SEPT. 29-OCT. 3  
WASHINGTON PARISH FREE FAIR, FRANKLINTON, LA.,  
OCT. 6-9

OUACHITA PARISH FREE FAIR, WEST MONROE, LA.,  
OCT. 11-17  
NORTH LOUISIANA STATE FAIR, RUSTIN, LA., OCT. 18-23  
WEST LOUISIANA FORESTRY FESTIVAL, LEESVILLE, LA.,  
OCT. 25-30  
JEFF DAVIS PARISH FAIR AND OIL EXPOSITION,  
JENNINGS, LA., NOV. 1-6

WANT FIRST-CLASS COOKHOUSE TO JOIN TRENTON, TENN.

Want Concessions that work for stock, especially Long and Short Range Lead Galleries, Custard, Penny Arcade. (Wimpy and Bill Warren, answer.) Want Shows that do not conflict. Need 10-in-1. (Harry Fee, contact.) All people booked with Concessions or Shows please confirm by letter or wire date of joining. Duke, Bill Herington says come on back to Grayville, Ill., week of Aug. 30, the coast is clear.

All replies to BUFF HOTTLE, Mgr., Jackson, Mo., this week

## VALLEY EXPOSITION SHOWS

### CAN PLACE FOR 10 SOUTHERN FAIRS

CONCESSIONS—Photos, Custard, Apples, any Stock Concession. Also Pitchmen. Good Bingo Spots. (Pat Paterson, Briggs, come on.)

RIDES—Will book any major Ride not conflicting. (Pappy, John, Morton, Jack, Robinson, contact at once.)

HELP—Can place Ride Help on all Rides. (Woody, Slim, contact Steve.) Agents for Count Store, Pin Store, Skillo. Outside Help, Coke Bottles, Key-Ring Joint, Buckets, Rat Game. Want Man for Gate and Towers.

Man on Lot now in Hugo, Choctaw County Fair, Hugo, Okla., September 7-11; then Big Texas Spots, including Army Pay Day.

Contact SAM EPPLE, Mgr., per route

## INTERSTATE SHOWS

Want for TIPTON COUNTY FAIR, Covington, Tenn., Sept. 6 to 11.  
All Fairs till November 13

SHOWS: Side Shows, will furnish top, front banners for same or will book one with own equipment. Girl Shows with or without own equipment. Want organized Minstrel Show with not less than twelve people. Jimmy Lane, can place your Show; tried to call you but was unable to get you. Will book Fun House, Glass House, Penny Arcade, Wildlife, Monkey, Fat, Unborn or any worth-while Grind Shows. RIDE HELP: Foremen and Second Men on all Rides. RIDES: Will book for balance of season Roller Coaster, Spit Fire, Octopus, Rockplane, Caterpillar Kid Ride, Live Pony Ride. HELP: Want Griddle Man and Cook to join on wire. Want Show Carpenter and Builder. Want Scenic Artist and Painter to join on wire. CONCESSIONS: All legitimate Hunky Panks open. Good opening for Long Range, Short Range, Hats, Novelties, Jewelry, Photos, High Striker, Age and Weight, Gadgets, Ice Cream, Custard. Want high sensational Free Act to join for week of September 6 and balance of season. Must be outstanding. Want capable Lot Man who will put show on lot and take show off lot and look after back end. Replies to

H. B. ROSEN

CARE WESTERN UNION, MOUNT PLEASANT, TENNESSEE.

## GATTO AMUSEMENTS

Want for MONTGOMERY COUNTY FAIR, Hatfield, Pa., Sept. 6-7-8-9-10-11; BRIDGEPORT CELEBRATION, Bridgeport, Pa., Sept. 13-14-15-16-17-18; EGG HARBOR NEW DEAL FAIR, Egg Harbor, N. J., Sept. 20-21-22-23-24-25; Then South. Will be out all winter.

Want Eating Stands and all kinds of Concessions. Bill Jones, contact me. Want Merry-Go-Round and Chairplane Foremen. Can use good Southern Agent. For Sale or Swap: Tilt-a-Whirl and Baby Octopus.

All replies to ROXIE GATTO  
BOX 289, WASHINGTON, N. J., PHONE 1440.

## D. S. DUDLEY SHOWS

Want for Clovis, New Mexico, Fair, Week of September 13 to 18. Rides of any kind. Shows: Fun House. Stock Concessions: Bingo, Snow, Candy Floss, Peanuts, Popcorn, Cook House, Grab, Mug Outfit, Frozen Custard. Need to join at once. Agents for Coke Bottle, Scales and Age. Caller for Bingo Aug. 30 to Sept. 4, Dalhart, Texas, Fair; Sept. 6 to 11, Stratford, Texas, Fair; Sept. 13 to 18, Lamesa, Texas, Fair; Sept. 13 to 18, Clovis, New Mexico, Fair.

Wire or Phone D. S. DUDLEY

### FOR SALE

ERIE DIGGERS—12 machines on four way awning Concession Trailer. COOK HOUSE—Complete kitchen built on 18 ft. 3 way awning trailer. 8 ft. stainless steel look in meat box. Stainless steel griddle, burners and dry steam table, dish tanks, etc. All like new, can be used for grab. PARADA SHOWS, Sheldon, Mo., or Box 125, Caney, Kansas.

### WANTED NICE HIGH ACT

For Ilmo, Mo., Golden Jubilee, Oct. 7-8-9.  
MOUND CITY SHOWS  
Pana, Ill., this week; St. Charles, Mo., next week.

### FOR SALE

Two-headed Hereford Heifer, 2 months old. Normal in other respects.

J. T. McFARLAND

Route #1 Centerville, Iowa

### NEED

Merry-Go-Round Foreman, all winter work. Book Rides and Shows not conflicting at Princeton. Mugg, Cookhouse and other Concessions. Princeton, Ind., Miners' Picnic, Sept. 4, 5, 6; Eldorado, Ill., on streets, Sept. 8 to 11.

MOORE'S MODERN SHOWS

### RIDE HELP WANTED

Eli 5, Octopus and Jenny Foremen wanted at once. Work until Christmas. Top pay. Wire or come on. Also Second Men.

BILL HARRY RIDES

Delaware and 2nd McAllister, Ohio

## Rain, Layoffs Slash Eddie's Expo Grosses

WASHINGTON, Pa., Aug. 28.—Struggling thru the worst stretch of weather it has ever known, Eddie's Exposition Shows thus far hasn't had much of a chance to prove their earning power. The result, owner-manager Eddie Dietz says, is that unless some decent show days come along he is faced with his most disappointing season in more than 15 years.

Dietz has been playing the Western Pennsylvania mining and steel country since the 1930's but has never "had it so bad," he said. Show has bowed to rain and otherwise poor weather in all but

two of the 18 weeks it has played this season.

Included among his other woes was a slowdown several weeks ago in Kane, Pa. The entire show was leveled, and only last week did a new top arrive for the Merry-Go-Round. Dietz is proud to point out that the show, altho not complete, was back doing business the day following the storm. Midway has 12 rides, half major and half kiddie, plus 5 shows and about 55 concessions.

### Two-Man Staff

The two-man staff consists of Dietz, who is owner, manager, lot man, electrician and concession manager, and Jack Beil, special agent.

Dietz says economic conditions in this area are poor, with sporadic layoffs and strike situations which have deprived workers of spending money. If a break in the weather appears, it was claimed, the show can yet make a few dollars. Five more fairs are on the route, including the Stonesboro Labor Day date.

## FROM THE LOTS

### West Coast Expo

MONTEREY, Calif., Aug. 28.—Rides, which have been repainted, and shows with new banners are ready for the big ones—Sacramento, San Jose and Bakersfield. One of the season's longest jumps was successfully completed recently when the show moved from Napa to Paso Robles, Calif., a jump of 265 miles.

Ride foremen joining from the No. 1 unit include Curtis Jones, Tilt; George Augustine, Merry-Go-Round; James Gray, Rock-o-Plane, and Francis Morgan, No. 2 Ferris Wheel. Jack Hardin on the No. 1 Ferris Wheel and Dave Hoffman are among the old hands. Garner Clark is the new master mechanic, with Robert Giboney as his assistant.

Chief electrician Lawler and his assistant, Jesse Gomez, have been building new junction boxes and lighting effects. Cleo Mortimer has his Kiddieland in good shape. Roy Widner's pony ride and animal oddities and Bill and Marie Harrison's Little Dipper are painted and ready to go.

Personnel includes: Candy wagon, Birdie Harris, and Judy and Vivian Duncan, agents; cookhouse, Sam Landesman; grind store, Al Rodin, and Sam Lasky and Harry Martin, agents; grind store, Harry Lewis, Bill Mecina and Jack Morris, agents; clothespin store, Bob Duncan and Mario De Silva, Max Hammontrie and James Powell, agents; pans, Edna Kanthe and Joby Martin; balloon and duck pond, Jody Selby, Mimi Couch, A. Scott and Ray Couch; six cats, scales, bear store, ducks, darts and watch-la, Max Silver, and Neil La Fountaine, Gary Kay, Sarah and Betty Silver, Edna Serris, John Slavin, Enoch Smith, Larry Crabtree, Andy Hyde, Jay Sewell, Lee Tuthill, Whiskey Bill, Bill Berkman and Don Noell, agents.

Lavaggi and Cecchini's joints, Morrie Schiller, manager, and John and Harriet Graham, Jim Shuping, Dan McSweeney, Tom McKinergan and Frank Moody, agents; swinger, Don Hoffner, and Blackie King and Fritz Bullis, agents; cork gallery, Fay Hoffner, and Ken and Dorothy Williams, agents; spot joint, James Smith; slum blower, June Duncan, and Jack Jones, agent; color darts, J. A. Smith, and Whitey Greedy and Curly Young, agents; photo booth, John and Ethel Marketello; jewelry grab, Ali Baba; long range, C. Allbright, and Bert Williams, agent; derby, Jack and Doreen Dyke, and Fran, Earl and Kathy Nix, agents; fish pond, Jesse Gomez and J. Andrews; Penny Arcade, Harry and Viola Bryant, and Bill Nordyke and Jack Thomas, agents; Side Show, Don Gilbert, and Fun House, Bill Kauffman.

Ticket sellers include Ann Auker, Nancy Lawler, Jessie Mortimer, Betty Giboney, Mary Tanksley, Betty Clark and Dorothy Jackson.—VIVIAN DUNCAN.

## Rodeo Biz Okay For Central Org

ABILENE, Kan., Aug. 28.—Central States Shows racked up good ride and show grosses at the Burwell, Neb., Rodeo, but concession takes were below a year ago.

Mrs. Herbert Guillemette drove to Pasadena, Calif., to take her daughter, Reba, back to school. Mrs. Cecil Goree and her niece, Ollie Mae Moser, are back with the show after a trip to Olney, Tex. Snippy Kolb, cookhouse op, reports his other cookhouse on Bill Hames' Shows is doing good business. His wife, Mary, is managing the unit.

## Hamburg Off, Bath Better For Strates

BATH, N. Y., Aug. 28.—The James E. Strates Shows were topping last year's business at the Steuben County Fair, thru yesterday, Strates said.

He noted that the fair suffered last year when a polio scare affected outdoor turnouts in general in this region.

The weather has been favorable, it was reported, and shows and rides were having a good week.

Last week's Erie County Fair in Hamburg, Strates said, was a bit off the pace set in 1953.

The Bath fair presented the Ward Beam thrill show Tuesday (24) and the Horan Drivers today. The Wirth "Hi, Neighbors" revue is the nightly grandstand attraction.

## 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.

## FOR SALE

Miniature all-steel Electric Street Car, 16-child capacity, like new, \$1400. Now in operation at Hollywood Kiddieland, McCormick and Devon, Chicago, Ill.

Contact

ROSE KLATZCO

## WANTED STRIPPERS

For Night Clubs and Theaters  
DAVE COHN Room 511A, 165 W. 46th St.  
New York City  
PL. 7-7536—PL. 7-7539

## RIDE HELP WANTED

Tilt Foreman who can stay sober and get the Ride up and down. Can use Second Men on other Rides, but you must drive trucks. Want Ticket Sellers also.

CHEROKEE AMUSEMENT CO.

J. W. Mahaffey, Dillsboro, Kansas

## PRIDDY SHOWS

Booking Concessions for South Texas Fairs. Can use Concessions except Ball Games, Fish Pond or Floss, Candy Apples or Snow. What have you? Concessions on Fairs, \$12.50. Edna Fair, Sept. 14-15-16; George, Tex., West Fair, Oct. 7-8-9. Write for space at once.  
Manager, Mrs. F. M. Priddy  
Robstown, Tex.

## WANNA GO SOUTH

Where blackbirds are fat and cotton is king. Want Operators for Kiddie Rides, Foremen and Second Men for Major Rides. Hunky Panks, Mugg, Cook House, Sit-Down Grab, Shows, what have you? SAVANNA, ILL., CELEBRATION this week; Bellevue, Iowa, Celebration, Sept. 6-7; Lancaster, Wis., Fair, Sept. 9-12; then south. Contact  
DYER'S GREATER SHOWS

**WEATHER HURTS**

**Milwaukee Fun Zone Holds Up Despite Rain**

MILWAUKEE, Aug. 28.—Despite weather that discouraged patronage at Wisconsin State Fair this week, the widely scattered midway units were holding their own, particularly so far as rides and shows were concerned. Heavy rains on both Monday (23) and Wednesday (25) cut into business, particularly on Monday when kids' day was a virtual washout.

The permanent rides, under the management of Charlie Rose, were running about even with last year money-wise, but would have been off if the federal tax had still been in force. The kids' day

washout hurt the rides particularly.

Grosses at the Ralph Ammon-Archie Geyer fun zone were running slightly ahead of last year, thru today, Ammon said. Takes on the shows were up 10 to 15 per cent and given good weather tomorrow, the final day, this increase should hold. He attributed this increase to a stronger line-up of shows.

Outstanding in this line was Johnny Branson's Pygmy Horse unit, which was grinding from morning until night at a dime and scoring big attendance. On rainy Monday, 12,000 paid to see the show, and by midweek he had run thru 40,000 tickets. It was estimated that by the close almost 75,000 fair patrons would pay to see the attraction. Based on a total attendance of close to 700,000, this means one out of every ten fairgoers saw the show. Rocky Jones' Space Ship, another unit in the Ammon-Geyer line-up, pulled in 10,000 kids on Monday and went strong the rest of the week.

Both the big back-end shows, "Grand Ole Opry" and Sam Howard's water show, played to good crowds during the week. According to Ammon, both of them topped the same shows that held their locations last year. "Dancing Waters" was not receiving a big run, and going into today had been seen by approximately 6,000 people at 50 cents. The "Grand Ole Opry" unit was managed here by Whitey (Duke of Paducah) Ford and included many of the Nashville front-liners.

Concession business as a whole was off about 35 per cent. Games managed by Hank Shelby in the "Fun-on-the-Farm" area were off about 35 per cent. Weather was the big factor in paring takes, altho indications were that the dollar was a bit tighter in the Milwaukee area.

The portable Rotor, brought in here by Elmer Velare, attracted good attention during the week. The ride, however, was late in getting up and once it got up, it was necessary to move it after the fair electrician disapproved its location.

**ICE SHOW GIVEN**

**Fla. Showmen Net \$750 From 1st Jamboree**

INDIANA, Pa., Aug. 28.—The Florida clubs had their first jamboree of the season Thursday night (26) at the Indiana Fair, and money raised will be split evenly between the Tampa and Miami showmen's associations.

The 50-50 policy on Penn-Premier Shows applies to all club money raised this year, and the jamboree's \$750 brings the total so far to about \$3,000 on hand from award books, tip boards and other sources. Manager Lloyd Serfass, past president of the Tampa group, and business manager Buster Westbrook, gold life membership card holder of the Miami Club, will hold another jamboree later in the fall.

Around 200 persons were in the grandstand to see the Ice Varieties of 1954, donated by George A. Hamid Jr., and the performance began around 12:30. The entire grandstand revue was offered but had to be refused because of time required for the Kangaroo Court and Auction.

Performers who were seen included Evelyn Chandler, the Abneys, Bruce Mapes, Betty Jane Ricker, Dick Burns, the Roberts, Johnny Melendez, Jack and Jean Page, vocalists Patricia Murphy and Johnny Cress and the band. The L. N. Fleckles and Durrell Everding Production was directed and staged by Burt Milton.

Phil Cook, executive secretary of the MSA, was treasurer for the fund-raising. Serfass was Kangaroo Court judge and Westbrook was prosecutor, both starting by fining each other \$50.

**Continental Equals 1953 At Westport**

LYDONVILLE, Vt., Aug. 28.—Last week's fair in Westport, N. Y., was a good one for rides and shows on the Continental Shows midway, and concessions generally also had a good week, perfect weather prevailing all five days. It was as good as last year, general manager Roland Champagne reported.

Everyone made the jump here for the Thursday (26) opener without mishap, except for Slim Litchfield who experienced motor trouble with his truck. General agent Paul La Cross loaned him his truck to transfer the load, and Litchfield made it in time for the opening.

Westport added an extra day this year, having been a four-day event in the past, and the association and carnival both did well with the extended run. All midway space was sold out.

**If you want your favorite contestant to win MISS OUTDOOR SHOW BUSINESS OF 1954, GET BEHIND HER WITH YOUR HELP.**

Each ticket you purchase means added votes for her, and at the same time enables you to participate in the drawings, but **FIRST** and **FOREMOST**, it will mean the League can continue to help its needy showmen through its Welfare, Hospital and Cemetery fund. God bless you and thank you.

Chairman,  
Ways and Means Committee,  
**NED E. TORTI**

Lou Torti Bill Torti Ned Torti  
**WISCONSIN DELUXE CO.**  
1902 N. Third Street Milwaukee, Wisconsin

W. R. GEREN Presents

MIGHTY

**HOOSIER STATE**

SHOWS

Indiana's Finest Riding Devices

**WANT**—For five more Fairs and Street Celebrations—Hanky Panks, Cotton Candy, Ice Cream, Snow, Foot Long, Grab, Pronto Pups, Scales, Fish Pond, Ball Games, Short Range, Pitch-Till-U-Win, Live Ducks, Cigarette Pitch, Custard, Coke-Bottle, Basketball or what have you. Privilege \$36.50 on Hanky Panks.

**SHOWS**—Any Show that can set on streets, 35 per cent.

**WANT TO BUY**—1950 or later Allan Herschell Merry-Go-Round, Rock-o-Plane, Little Dipper, 8 Tub Octopus and late model Kid Rides. These rides must be late models and well kept. No junk wanted, cash waiting.

This week Denver, Ind., Fairgrounds, August 30th to September 4th. Bremen, Ind., Free Fair, September 6-11. Three street fairs to follow.

W. R. GEREN

**DON FRANKLIN SHOWS**

LAST CALL

UNIT #1

LAST CALL

TEXARKANA, TEXAS, STATE FAIR, SEPTEMBER 10 thru 18

with WHARTON, ROSENBERG, ANGLETON and REFUGIO, TEXAS, FAIRS to follow

Can place Hanky Panks of all kinds, Age & Scales, Hats, Photos, Hi-Striker. **SHOWS**—Want Motordrome, Monkey, Wildlife and Grind Shows not conflicting. **RIDE HELP**—Can place Tilt and Octopus Foremen, Second Men for Wheels and other rides. Want two Kid Ride Men. All must drive semis. Bill Chalkias wants Acts for Side Show. James Ayers wants Dancing Girls and Performers for office Jig Show.

All replies to **DON FRANKLIN, Mgr.**

FAIRGROUNDS, BELLEVILLE, KANSAS, THRU SEPTEMBER 3.

**NEED COUNT AND PIN STORE AGENTS**

For Warsaw and Farmville, Va.

**JOE REYNOLDS**

George Clyde Smith Shows  
Cumberland, Maryland

**DAVID E. FINEMAN WANTS**

Legitimate Concessions of all kinds for Jackson, Tenn., Fair. Also Agents for Grind Stores and Skillos. Address: c/o METROPOLITAN SHOWS, Cairo, Ill., this week; then Jackson, Tenn.

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**

Beautiful Healthy

**PARAKEETS**

PRICED FOR CONCESSIONAIRES

**WELLS BIRD FARM**

2143 South Myrtle Ave.

Monrovia, Calif.

Phone: Elliott 8-6185

Orders accompanied by Cashier's Check or Money Order

**SHIPPED SAME DAY**

**THANK YOU**

A. M. (JUGGY) PODSOBINSKI  
owner A. M. P. Shows for your Chevrolet tractor purchase . . . the second this season.

"Save Money With Johnny"  
**JOHNNY CANOLE**

Allison, Pa.  
Phones 9347 or 3-0003



LATEST ENTRY in the Showmen's League of America contest to select Miss Outdoor Show Business of 1954 is Lida De Valle. She is sponsored by the Marcus Glaser office.

**DIXIE and JEAN**

Call me at Charlotte, Mich., Fairgrounds.

**"PAPPA"**

# Cannady Asks Court To Act on Cavalcade

Requests Decision on Piecemeal Bids; Submits \$60,250 Offer for Entire Show

MOBILE, Ala., Aug. 28.—W. R. Cannady, veteran Meridian, Miss., fair secretary, has asked the South Alabama District Court here to either approve or set aside piecemeal bids for the Cavalcade of Amusement show train and equipment.

Federal Judge Dan H. Thomas announced Wednesday (25) that he would first hear the claim of the John Fabuk Tractor Company, St. Louis, against the Cavalcade concern before acting on the bids. Cannady accompanied his peti-

tion with a bid of \$60,250 for the entire property. Charles Lenz, of St. Petersburg, Fla., had filed an over-all bid of \$60,100 August 19.

## Decides on Auction

The government receiver, Richard L. Butt, first offered the complete show, but it was decided to auction the train and equipment in parcels after a high bid of \$37,000 for the whole was received. Total bids on the various parcels came to about \$53,500.

Cannady, who had a bid on a large portion of the property, asked Judge Thomas to confirm or deny the bids received in the auction. The motion requested that if bids received in the auction were set aside as inadequate, the property be readvertised for sale.

Cannady added that if it should be re-offered, he wished to submit a bid of \$60,250.

# Johnny's United Finds Biz Okay

DANVILLE, Ind., Aug. 28.—With 16 weeks gone and 12 more to go, Johnny's United Shows has found the going extremely pleasant from a financial standpoint since beginning its fair season July 4, according to General Manager John Portemont Sr. Org winds up its season in the South late in November, at which time it moves into new winter quarters at Gantt, Ala., which the Portemonts recently acquired. Equipment will be stored in a new 70 by 170-foot steel building. Show is operating with nine rides. Fred Mullins joined this week with his Rockoplane. Staff comprises John Portemont Sr., general manager; John Portemont Jr., assistant manager; James Bush, general agent; Mrs. James Bush and Kathleen Portemont, office. Ray Murray has the Girl Show and Snake Show.

# Reithoffer's Season Off

WATERTOWN, N. Y., Aug. 28.—Business done by the Uley Reithoffer Shows is trailing last year's, Reithoffer said this week. The operation has three units on the road, he added, and it has been found on the average only one of three dates is holding up to par. The units will join for the Bloomsburg (Pa.) Fair on arrangement with Prell's Broadway Shows, which holds the contract. Reithoffer is playing the revived McKean County Fair in Smethport, Pa., as a Labor Day date and reports heavy promotional work so far by the association, which has lined up a \$5,000 Al Martin revue plus harness racing.

# Fairs Good For Tivoli

WINDOM, Minn., Aug. 28.—Tivoli Exposition Shows hit a winning pace at the Blue Earth, Minn., fair last week and when the run was over, General Manager H. V. Petersen reported rides and shows were up 25 per cent over last year. Menomonie, Wis., was another good spot in the org's fair route.

In a resume of the fairs, Petersen reported that Mount Vernon, Ill., was only so-so due to heat and drought conditions. Canby, Minn., was up 21 per cent the first three days but rain washed out the big final Sunday.

While at Canby, Petersen visited relatives and friends at his near-by hometown of Tyler. Sam Greco, concessions manager, has been bit by a virus infection and spent three days in Barnes Hospital, St. Louis. Jack Chicarelli has two gal shows. Sandy Boaz and Clyde Lee are managing the Side Show.

A party for the Jackson, Minn., Jesters Club was held in the girl show top Friday night (20). Petersen and Frank Spiva, of the show, and Sheriff Harry Trotson presided over the event.

# Clyde Smith On Par With Last Season

ALTOONA, Pa., Aug. 28.—Off to a slow start this year, the George Clyde Smith Shows has seen its grosses build nicely to where it is now on a par with last season, Owner-Manager Smith reports. Eighteen still dates have been played, and seven Virginia and North Carolina fairs are scheduled, with a good wind-up seen if the weather holds up.

Smith has been playing the same Central Pennsylvania territory for 17 years. Altho economic conditions are not too bad, he says, he notes an abundance of help available at virtually every date, a sign of unsettled labor conditions.

The show has been refurbished this season at a greater expense than ever before, including the overhauling and redecorating of the Merry-Go-Round. Bought new for 1954 were five tractor trailers, Side Show canvas, and a Weapons of Death show.

Twelve rides are being carried, plus eight shows—four of them girl shows—and about 50 concessions. Major rides are the Merry-Go-Round, two Ferris Wheels, two Chairplanes, Spitfire, Octopus and Caterpillar. There are Kiddie Auto, Boat, Swing and Train rides.

Smith has been in the carnival business since 1922, and has had his own show on the road since 1937. His staff includes Gerald Brode, secretary-treasurer; Frank Norton, electrician; Jeff Gray, billposter; Art Halstead, ride superintendent, and Zip Templeton, scenic artist.

# L. A. Authorities Seek Showfolk

## Kin of 16-Year-Old

LOS ANGELES, Aug. 28.—Wiley Bean Hamilton, about 16, is being held in Juvenile Hall here while the County Probation Department seeks his parents or relatives, Julius Libow, deputy probation officer, said.

Libow declared that Hamilton was picked up here August 16 as he was attempting to hitchhike.

Young Hamilton said that his mother's name was Ada Estep Hislop and that she was associated with his stepfather, Louis Hislop, in the operation of a duck game and photo gallery on carnivals. The show with which they were associated last March played in the vicinity of Milwaukee. The youth added that they hopscotch.

Libow urged that anyone knowing the whereabouts of Hamilton's kin write him at the Los Angeles County Probation Department, 1601 Eastlake St., Los Angeles 33, Calif.

# Indiana, Pa., Rain, Mud Stop Serfass

INDIANA, Pa., Aug. 28.—Grosses for the Penn-Premier Shows have been skidding since midway in the still date season, and came to a disappointing climax at the fair here, with rain hurting the midway business on Tuesday and Wednesday (24-25).

The opener Monday (23) was up 25 per cent, but the next days were all but lost to rain. Thursday (26) was also washed out in the afternoon, but some business was done at night after it cleared up. Altho the rain had stopped, the muddied lot was a hazard, despite the laying of 300 bales of hay and 20 truckloads of shavings.

Both Lloyd Serfass and Buster Westbrook were out in their hip boots Thursday at 7 a.m. to direct the work crews, with the result that the midway was virtually a half-foot deep in hay and shavings. The mud oozed up over customers' shoetops, however, and most choosed to stay on paved paths without venturing in any appreciable numbers onto the midway.

Early Dates Were Good Serfass, owner-manager, said his still date season was surprisingly better than in past years thru July Fourth, but has been tapering off since then. Show has been out 20 weeks and the five fairs played so far are holding up pretty well, he added. He said the most disappointing was in Butler, Pa., where the farmers had a hassle with the fair and set up a competing farm show of their own.

Six new trucks were bought for this season, plus new canvas for banners and concessions from the O. Henry Tent & Awning Company, a new marquee top from Arthur Campfield, and a new Side Show top and bally.

Serfass, with 14 fairs scheduled for his most promising route, said the federal tax relief has proven a much-needed windfall to the show. Conditions in the South are expected to give Penn-Premier a good season, he said.

Show is carrying 19 rides. The

11 major units are a Merry-Go-Round, two Ferris Wheels, Chairplane, Roll-o-Plane, Octopus, Tilt-a-Whirl, Roller Coaster, Caterpillar, Spitfire, and Fly-o-Plane. Kid devices are a Train, Boats, Army Tanks, Autos, Sky Fighter, Pony Carts, Baby Merry-Go-Round, and a live pony ride. Also on the lot are 11 shows and 50 concessions.

On the staff are Westbrook, business manager; Mazie Serfass, treasurer; Frank Long, secretary; Bill Keefe, assistant manager; Blackie Jones, lot superintendent; Hoppy Regal, electrician; Grover Hill, billposter; Al Weyman, purchasing agent, and Miles Dietrich, general superintendent.

**W.G. WADE SHOWS**

now playing  
**MICHIGAN STATE FAIR**  
DETROIT  
Sept. 3 thru 12  
**WANTED AT ONCE**  
TALKER FOR DANCING  
WATERS FRONT

CONCESSIONAIRES, NOTICE!  
Lagrange County, Indiana, Corn  
School and Street Fair  
Sept. 14 thru 18  
RESERVE YOUR SPACE NOW  
All replies to  
**W. G. WADE**  
W. G. WADE SHOWS  
Michigan State Fair Grounds  
Detroit  
(Telephone in office)

**G. T. COLEMAN**

Call 63 and ask for Rella Mae at once.  
Something VERY important you should know.

**MRS. COLEMAN**

# NOLAN AMUSEMENT CO.

NEW LONDON, OHIO, SEPT. 5-6, LABOR DAY CELEBRATION; PEEBLES, OHIO, STREET FAIR, SEPT. 7-11; GREENUP COUNTY FAIR, GREENUP, KY., SEPT. 15-18; SOMERSET, OHIO, PUMPKIN SHOW, SEPT. 22-25; LEWIS COUNTY FAIR, VANCEBURG, KENTUCKY, SEPT. 29-OCT. 2.

## WANT CONCESSIONS AND SHOWS OF ALL KINDS

Buckets, Jewelry Sales, Sno, Candy Apples, Waffles, French Fries, Glass Pitch, Ball Games, Fish Pond, Hi-Striker, Pitch-Till-U-Win, Age & Weight, Photos, Novelties, Lead Gallery, Cigarette Block, Basketball, etc. For Sale or Trade—Brand-new Merry-Go-Round, used two weeks only, with semi trailer if desired. Wcmt to buy Miller or Schiff Coaster for cash. Must be in A-1 shape.

**FRED NOLAN, Alliance, Ohio, this week**

# DOUG ELLIS SHOWS

Radcliff, Ky., Aug. 30-Sept. 4; Vevay, Ind., Fair, Sept. 6-11; Carrollton, Ky., Boosters Club, Sept. 13-18; Brandenburg, Ky., Fair, Sept. 22-25; Hardinsburg Fair, Sept. 29-Oct. 2.

Want Cookhouse or Grab, Custard, Bingo, Photos, Palmistry, Lead Gallery, Hi-Striker, Scales, Guess-Your-Age, Glass Pitch, String Game, Hoop-La, Pitch-Till-You-Win, Hanky Panks of all kinds. Opening for P.C. Popcorn, jewelry, punk rack and novelties are sold. Want Grind Shows of all kinds. Ride Foremen for Merry-Go-Round, Ferris Wheel and Spitfire. Wires and mail as per route.

## LARGE MOTORIZED CARNIVAL

has complete show available for a bona fide fair in Tennessee, Alabama, Mississippi or Georgia for week of October 4. Wonderful opportunity for your fair. Wire or write

**BOX D-70**

c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

# CARPENTER BROS.' SHOWS

Want for Geneva, Indiana, Fall Festival, Sept. 9-10-11—Afternoon and Evening. LEGITIMATE CONCESSIONS OF ALL KINDS. Contact

**NORMAN CARPENTER**  
HUNTERTOWN, INDIANA, SEPT. 2-3-4.

## MOTOR STATE SHOWS

Want—Wauseon, Ohio, Fair—Sept. 5-10. Hanky Panks, Shows. Will book Roll-o-Plane or Rockoplane. Harrison, Mich., Fair follows. Stacy, keep in touch with me. Long season South, first Southern Fair week, Sept. 28. No phone calls, please. Duke G Doright, of Kreketer Enterprises, holding your dept. open.

**JOE FREDERICK, Ottoville, Ohio, now.**

# O. C. Buck - Model Shows, Inc.

## America's Finest Railroad Show

Place Foreman for Whip-Talker for Harlem Show. Second Men on all Rides. Place Dark Ride, Arcade, Monkey Show. We have beautiful equipment for same, or use Animal Act. Horse Act for small Circus, or Chimps. Want extra set of Rides for another North Carolina Fair, week September 20. Man to handle Grab Joint and Custard, Revue Girls; top salary, office paid. Now reserving space for the great Atlanta Fair, Atlanta, Georgia, with Girls. All answer or come on to Alexandria, Virginia, State Fair this week.

# VIVONA BROS. Combined SHOWS

## CAN PLACE FOR CARBON COUNTY FAIR LEHIGHTON, PA.

LABOR DAY WEEK AND A SOLID ROUTE OF TOPNOTCH FAIRS UNTIL NOV. 13  
CONCESSIONS—Hanky Panks of all kinds, Eats and Drinks, Hats, Ball Games, Novelties, Demonstrators. We have exclusives on Concessions. Don Crown wants Glass Pitch Help. "Big Mac" and "Red" Park, contact. Danny Dell wants Dealers for exclusives on Cigarette Block Concession. Johnny Vivona will be on lot in Leighton starting Thursday, Sept. 2. SHOWS—Grind Shows, Motordrome, Operator with People for Jig Show. We have complete outfit. Tony Masiello wants Dancing Girls. Judy Renee, Loretta Dillo, contact. RIDES—Caterpillar, Tilt, Dark Ride or any good Flat Ride. Help on all Rides. Must drive semis. Address: MATAMORAS, PA., THIS WEEK.

## A-1 AMUSEMENT

WANT FOR TRI-COUNTY LABOR CELEBRATION, JOHNSTON CITY, ILL., SEPT. 1-4; CHARLESTON, MO., SEPT. 7-11. OUT UNTIL THANKSGIVING DAY.  
Can place Bingo, Cookhouse, Fish Pond, Pitch-Till-U-Win, Hoop-La, Short Range, Cork Gallery, Photos, Six Cats, Buckets, Scales or any non-conflicting Store working for stock. Can use Sound Car with Concessions. Need Agents for Milk Bottle, Ball Game, Pea Pool and Fan Game. Want Second Men on Wheel, Jenny, Roll-o-Plane and Octopus. Must be sober and drive semis.  
Contact JOHN HANSEN, Mgr., Johnston City, Ill.

## VOLUNTEER SHOWS

WANT WANT WANT  
For Cookeville Colored Fair, Ashland City Fair, followed by other Fairs. Will sell "X" on two Fish Ponds, Balloon Dart, Coke Bottle, BINGO, Milk Bottle, Novelty, Jewelry, Custard, Hi-Striker, Pitch-Till-U-Win, all other Hanky Panks open. Will book a Flat Ride or set of Kiddie Rides. Will book Fun House. Need Help on all Rides; Foreman for Jenny. Second Men on all Rides, must drive semis. NEED A LEGAL ADJUSTER, MUST HAVE OWN CONCESSIONS.  
ELMER REID, COOKEVILLE, TENN.

## LEE AMUSEMENT COMPANY

WANTS SHOWS—ALL FAIRS—WANTS SHOWS  
Heflin, Ala., Aug. 30-Sept. 4; close South Ga. Fair Nov. 6. We play North Florida Fair, Tallahassee, Oct. 26-30.  
Will book any Ride not conflicting. Will book any Show not conflicting with those already contracted. Contact, stating when you can join. All replies:  
**N. L. CRESON, Heflin, Ala., this week**

# CLUB ACTIVITIES

## Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Aug. 28.—A number of membership applications are on hand, including those for Don Meyers, James M. McCurdy, Herman Weiner, Al Reese, Bernard Greenberg, Peter J. Horbett, Morley L. Bell.

Response to dues has been good. Bill Carsky reports gratifying donations to the prize fund in the Miss Outdoor Show Business contest.

Mel Harris is confined to his home following surgery. Lou Keller is back in Billings Hospital for treatment. Joe Murphy is in serious condition and will be confined for some time. Mr. and Mrs. Joe Shapiro are hospitalized after an auto crash.

Secretary Joe Streibich visited the LaPorte, Ind., fair where he picked up four new applications. Also scheduled to visit the Crown Point, Ind., fair this week. Ed and Mae Sopenar left for an Eastern vacation. Frank West phoned in long distance.

Clubroom visitors included Mr. and Mrs. Cliff Wilson, Charles P. McCarthy, James M. McCurdy, Al Rossman, Lou Leonard, Sam Arenz, Oliver Barres, Max Brantman, Ozy Breger, Isaac Chapple, Walter F. Driver, William Meyers, Dave Goldfen, Jess Jordan, Chick Bohdan, Charles Zemater Sr., Paul Mix, Mike Taflan, Tom Sharkey, Jack Kaplan, Silent O'Brien, William S. Hunt, Jack Hawthorne, William A. Hetlich and Bob Parker.

## Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Aug. 28.—The regular meeting was called to order by president Charlotte Porter. Other officers attending included Oscar Mattley, treasurer; Albert Roche, corresponding secretary, and Bonnie Townsend, recording secretary.

Membership application received from Charles Stephen Sanches. Mr. and Mrs. Ray King

were reported as ailing. He is in St. Vincent's Hospital, Portland, Ore. Sam Adams is hospitalized in Sacramento where he is being treated for injuries suffered several months ago.

Mr. and Mrs. Joe Richards left for Oregon. Doris Monette and the two Monette youngsters visited Whitey Monette in Canada. President Porter and corresponding secretary Roche celebrated birthdays and were surprised with a birthday cake in the clubrooms.

## National Showmen's Association

317 W. 56th St., New York

NEW YORK, Aug. 28.—The Eligibility Committee has approved another dozen applicants for membership. They are Milton Tone, John H. Reed, Nathan Kilberg, Simon Hadgi, Mark P. Reilly, Maxie Herman, Vaughn Richardson, Joe E. Russell and Harry F. Eddels, all sponsored by Louis Light; also Louis Levine and John R. Sacher, sponsored by Sam Peterson and Benjamin Zimmerman, sponsored by Max Tubis.

Sol Wahnish, who broke his hip several months ago, is getting around on crutches and recently visited the club. Also among those dropping in recently were Mack Kassow, Casper Sargent, Sam Bibring, David Solomon, Frank Capell, Percy Drillick, Harry Levine, Saul Seligson, Harry Joffe, Ben Rosenberg, Jack Siegel, Charles (Doc) Morris, Henry Kaufman, Tommy Coffee and Jack Harris.

Frank Blatsky, who had been on the sick list, has been visiting Henry Fein at the latter's home. Mail has been received from Bess Hamid, Margaret McKee, George Stern, Arthur Rothbard, Myer B. Pinsker, James P. Sullivan, Rocco Fanelli and Leon Nowitzky. The office reminds members that dues are now payable.

## Arizona Showmen's Association

216 West Washington, Phoenix

PHOENIX, Ariz., Aug. 28.—President William Siebrand reports from the road that the recruiting of new members on the show is going along at a good pace. Drawings are being held weekly with proceeds to go to the general, cemetery and charity funds.

Jack B. Austin left here to join the "Seven Year Itch" company in San Francisco. Don Hanna reports the 1955 membership cards are all printed. The clubrooms will undergo re-decoration and new American and State flags have been purchased. Harry L. Gordon is back after three months' vacation in Ocean Park, Calif., where he met up with a number of showfolk including Sam Brown, Joe Glacy, Eddie Tate, Moe Shaw, Harry Barron and Tom Condron. Mickey Lloyd Wilson, owner of Wilson Greater Shows, is back after a four-month sojourn in Europe.

# Morris Hannum Shows

One of the Great Eastern Shows

CAMBRIA COUNTY FAIR, Ebensburg, Pa., Sept. 6-11

Always starts Labor Day. This year a terrific closing Saturday. WANT

- SHOWS:** One more Girl Show, Monkey Show, Mechanical, Wild Life and Arcade. Have this and 8 more outstanding dates for Motordrome.
- RIDES:** Rocket, Whip, Caterpillar and Comet. Will book one more Ferris Wheel.
- CONCESSIONS:** Glass Pitches, all Eats and Drinks, Hanky Panks of all kinds, no exclusives, Jewelry, Photos, Ball Games, 6-Cats and Water Games.
- HELP:** Experienced Ride Help, capable Ferris Wheel Man. Prefer Drivers.

Caller and Agents wanted for Mack's Bingo

All replies to MORRIS HANNUM

Mansfield Hotel, Mansfield, Pa., this week; then Ebensburg, Pa., Fairgrounds, starting Sunday, Sept. 5



Strange and Weird Attractions  
Shrunken Heads, Ape Boy, Wolf Boy, Devil Child. Many others. Your ideas made up. Write for Folder Free.  
**TATE'S CURIOSITY SHOP**  
2858 E. Van Buren St. Phoenix, Ariz.

## FOR SALE

Late model Allan Herschell Little Dipper, new canvas, perfect condition and booked at Neb. State Fair. Can book at six Texas Fairs. Have transportation. Also good Foreman. Will take Eli Wheel in trade. Old Parker 40-ft. two-abreast Merry-Go-Round, complete, will run, as is, \$1,000. Stored Ft. Worth, Texas. Estimated cost to rebuild, \$500.00. Wire, no letters answered. C. A. GOREE, Henryetta, Okla., or call MRS. GOREE at Phone 4-J-2, Azle, Texas.

## Will Morton Goldberg

also known as Morton Girard

Please contact H. A. Schlusberg, Gloversville, New York, immediately. It is for Mr. Goldberg's personal benefit that he do so.

## FUN HOUSE FOR SALE

52-ft. front, two floors, plenty of light, air compressor, 5 mikes, amplifier, built by Zaccini; 1947 Chev. C.O.E.

Wire J. R. IVEY  
Mason, Ohio

## SHORTER'S SHOWS

Want experienced Ferris Wheel Foreman, must drive. Want Girl Show. Want Jewelry, small Grab, any Hanky Panks not conflicting. Also need Agents for office-owned Shows. Contact SHORTER'S SHOWS, Rockwell, Iowa, Aug. 30, 31, Sept. 1; Marshall, Iowa, Centennial, Sept. 4-5; Livermore, Iowa, Labor Day, Sept. 6.

## HARRY MODELE WANTS

Agents for York and Allentown. Contact Penn Harris Hotel, Harrisburg, Pennsylvania, Aug. 29 to Sept. 6 or Yorktown Hotel, York, Pennsylvania, Sept. 7 to 18.

## WANT CONCESSIONS

Of all kinds for Golden Corn Festival, Sept. 8 to 11; Shawneetown, Ill., Tri-State Fair, Sept. 13 to 18; then three more big Fairs in Arkansas. Want Ride Help that drive semi.

**BURKHART SHOWS**  
Canton, Mo., this week.

## Strong's Amusement Co.

UNIT NO. 1  
T. H. STRONG, Owner-Manager.  
Want for Southern Fairs—Shows of merit. Concessions: Glass Pitch, Penny Pitch, Hoop-La, any Hanky Pank, No Hats or Eysies, Antlers, Okla., Sept. 16-18; Mulberry, Ark., 20-25. Contact per route.  
Aurora, Nebr., Aug. 30-Sept. 2.

## FOR SALE

TILT-A-WHIRL AND ALLAN HERSCHELL LITTLE DIPPER, good condition, never been out of park. May be seen in operation at Fair Park, Little Rock, Ark.

T. A. FUZZELL  
5300 Edgewood Rd., Little Rock, Ark.  
(Phone: MO 37280)

## AGENTS

Pin Store Agents wanted. Contact **HARRY SMILEY**  
c/o Interstate Shows  
Mt. Pleasant, Tenn., this week

GIVE TO DAMON RUNYON CANCER FUND

# JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

LAST CALL for LIMESTONE COUNTY FAIR, ATHENS, ALA., next week; WILSON COUNTY FAIR, LEBANON, TENN., following, with a top route including HUNTINGDON and JACKSON, TENN.; also SCOTTSBORO, ROANOKE and ELBA, ALA.

Join the show with the choice Southern route.

CONCESSIONS WANTED: Cookhouse, Arcade, Long Range, Custard, Floss, Snow Cone, Ball Games, Cork Gallery, Dart Games, Hi Striker, Bumper, Pitch-Till-You-Win, Coke Bottles, Penny Pitch and Short Range. SHOWS: Monkey, Wildlife, Motordrome, Illusion, Fun House or any clean Grind Show. RIDES: Live Pony or Coaster. Will buy good used Coaster. HELP WANTED: Second Men for Tilt and Spitfire. Must drive. All replies to

**JOHN PORTEMONT, Johnny's United Shows**  
BENTON, KY., THIS WEEK

## RALEY BROS.' EXPOSITION

NO GRIFT AT ANY TIME

Want for SHARPSBURG, N. C., TRI-COUNTY EXPOSITION this week; BERTIE COUNTY FAIR, Windsor, N. C., next week.

Grind Shows with own equipment. Stock Concessions always welcome. No exclusives. Will book, buy or lease Motordrome and Octopus. Want high-class Free Act for balance of season. No phone calls, please.

Wire care Western Union, Rocky Mount, N. C.

HAROLD RALEY, Mgr.; ETHEL RALEY, Secretary; FRANK DICKERSON, Gen. Agent

## BARNEY TASSELL SHOWS

WANT FOR CHADBOURN, N. C., TOBACCO FESTIVAL, RIGHT IN TOWN, WEEK SEPTEMBER 6—DAY AND NIGHT PLAY

Better than some fairs. Don't let size of towns fool you.

Through circumstances can place Ferris Wheel and other Rides not conflicting. WANT SHOWS OF MERIT. No Girl Shows. STRICTLY LEGITIMATE CONCESSIONS, everything open except Bingo and Grab. Positively no flats. Want Merry-Go-Round and Tilt-a-Whirl Foremen and Ride Help of all kinds.

Wire ORANGE, VA., this week.

## STATE FAIR SHOWS

WANT FOR THE BIG ONE—LABOR DAY CELEBRATION, HENRYETTA, OKLA., Sept. 3-6, and a Long Season of South Central Fairs

CONCESSIONS: Fish or Duck Pond, Custard, Jewelry and other non-conflicting Concessions. SHOWS: Any worth-while Grind Shows. RIDES: Any Ride not conflicting with what we have. (Joe Ackerman, get in touch.) HELP: Ride Help that drive semis. General Cookhouse Help. Also Agents. (Anna Mae Lucas and Jeanetta Bee, contact.)

Address E. J. MORRIS, Mgr.

South Haven, Kans., Aug. 31-Sept. 2; Henryetta, Okla., Sept. 3-6.

## BUFF HOTTLE SHOWS #2

WANT FOR 8 MORE GOOD SOUTHERN FAIRS STARTING AT KENNETT, MO., SEPT. 13

Concessions that work for stock, Bumper, Watch-La, Ping Pong, String, Penny Arcade, etc. Want Snake Show, Illusion, Mechanical or any Show not conflicting. Everybody booked with me please contact.

All replies **ROMEO DUNN, Mgr.**  
PORTAGEVILLE, MO.

## WANT—DOBSON'S UNITED SHOWS—WANT

Grind Shows  
Hanky Panks of all kinds for Sauk Centre, Minn., Fair  
SEPT. 9-10-11-12

Contact us at  
Sparta, Wis., Aug. 29-Sept. 1; Luxemburg, Wis., Sept. 3-4-5-6.

## WANTED

## C. A. STEPHENS SHOWS

ASHE COUNTY FAIR, West Jefferson, N. C., Sept. 6-11; Boone, N. C., this week  
CONCESSIONS: Photos, all Hanky Panks open, Agents for Pin and Count Stores. SHOWS with own outfits.  
RIDES: Can place Octopus, Spitfire and Rockplane.

## WANTED

FOR THE LAST AND LARGEST FAIR IN NORTHWEST IOWA

## Woodbury County Fair

MOVILLE, IA., SEPT. 8-9-10-11

INDEPENDENT SHOWS AND

## CONCESSIONS

Get your location Sept. 5 or later.

Wire, no time to write.

**R. C. ELLIS**

Woodbury County Fair

Moville, Iowa

## PALMETTO EXPOSITION SHOWS

Can use Ride Help of all kinds. Especially want Wheel or Octopus Foreman. Ralph loca, contact at once. All replies to

**MILTON McNEACE**

Rockingham, N. C., this week.

## MIGHTY PAGE SHOWS

Want for ASHBORO, N. C., FAIR, week Sept. 6 thru 11, followed by FOUR COUNTY FAIR, Dunn, N. C. Two big dates, and all Fairs thru 15th of November

CONCESSIONS: Want all kinds of Eating and Drinking Stands. Hanky Panks of all kinds, one Mitt Camp. Will book one Wheel and one Grind Store. Sell "X" on Custard, Hats and Novelties. Book Penny Arcade and Diggers. CONCESSION HELP: Want Men to up and down Stores. Opening for two capable Grind Store Agents. SHOWS: Want Drome, Wildlife, Big Snake, Unborn and Mechanical City. Want Girls for Girl Show; top salary, office paid. Side Show Acts of all kinds. RIDES: Book Rock-o-Plane and Fly-o-Plane. RIDE HELP: Want Foremen for Tilt and Dipper. All wires to W. O. (BILL) PAGE, Martinsville, Va., this week.  
All phone calls to MARK CURLEY GRAHAM, Henry Hotel, Martinsville, Va.

## GLADES AMUSEMENT CO.

Want for WINCHESTER, VA., LABOR DAY WEEK, Sept. 6-11

Hanky Panks that work for stock, small Glass Pitch, Ball Games, Photos and Cork Gallery. Also want small Sitdown Grab for balance of season and all winter in Florida. Will book Animal Show, Illusion or Fun House.

Contact **JERRY SADDLEMIRE** or **JOHN KEELER**  
REMINGTON, VA., THIS WEEK.

## GOLD MEDAL SHOWS

WANT For ALLEGHANY COUNTY FAIR, Covington, Va., followed by

RUTHERFORD COUNTY FAIR, Rutherfordton, N. C.

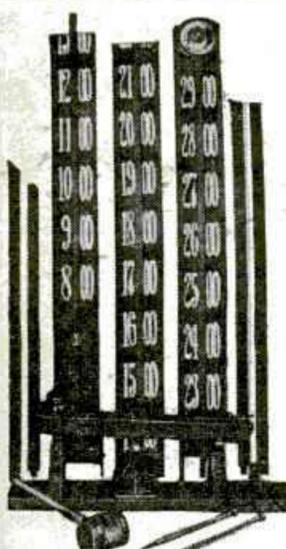
CONCESSIONS: Long Range, Short Range, Photos, Age and Weight, Glass Pitches, High Striker.

Wire or write **JOHNNY DENTON**

PARKERSBURG, W. VA., THIS WEEK

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!



**EVANS'**  
**HIGH STRIKER**

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

**SEND FOR CATALOG**

**H. C. EVANS & CO.**  
1556 W. CARROLL AVE.  
CHICAGO 7, ILLINOIS

FOLLOW THE WOLFE ARROW



**WOLFE** Amusement

THE SHOW THAT GETS UP ON SUNDAY

WILL PLACE FOR FARMVILLE, N. C., FALL FESTIVAL, AND ROBERSONVILLE, N. C., FAIR, WITH TEN MORE TO FOLLOW.

Bingo for rest of season. Also Cookhouse. CONCESSIONS—Will place Hanky Panks of all kinds, Glass Pitches, Foot Longs, Novelties, Ball Games, Fish Pond, Basketball, Hi-Striker, Buckets, Six Cats, Swinger, Lead Galleries, French Fries, Mitt Camps. SHOWS—Wildlife, Snake Show, Mechanical City, Glass House, Funhouse and Side Show. RIDES—Train, Boats, Rock-o-Plane, Roll-o-Plane.

**BEN WOLFE**  
Smithfield, N. C., this week; Farmville, N. C., next.  
P.S.: Paul Botwin, contact me.

**NORTHWEST MISSOURI STATE FAIR, BETHANY, SEPT. 3-10; STODARD COUNTY EXPOSITION, DEXTER, MO., SEPT. 20-25; AMERICAN LEGION FAIR, CARUTHERSVILLE, MO., OCT. 5-10.**

Lamar, Mo., Industrial Fair, Sept. 14-18, and Jackson County Fair, Newport, Ark., Sept. 28-Oct. 2.

Want following Concessions—Derby, Foot Longs, Custard, Grab, Ice Cream, Jewelry, Hats, Ducks. Can place Buckets or Six Cats if you have Honky Panks to go with same. Can place Shows and Motordrome. Second Men on Rides who drive. No automobiles. Bethany, Mo., until Sept. 10; Lamar, Mo., Fair, Sept. 13-18.

**SUNSET AMUSEMENT CO.**

**WANTED FOR TEN FAIRS STARTING AIKEN, S. C., SEPTEMBER 13th**

Hanky Panks for Prize-Every-Time Concessions. No fleas or gypsies. Will sell Ex on Custard, French Fries, Chocolate Dip, Lemon Shakes, Popcorn, Name-On-Hats, Derby Racer. SHOWS: Wildlife, Big Snake, Monkey, Mechanical, any Show catering to families. RIDES: Coaster, Live Pony, Train and Dark Ride. HELP: Man for Front and Towers, Fun House Operator, Man for Jig Show Front and top Wheel Foreman. All must drive semi. SAVANNAH BEACH, GA., UNTIL LABOR DAY.

**LEO LANE SHOWS**

**NEW-LIKE TORONTO MIDWAY TWO AND ONE-THIRD MILLION ATTENDANCE**

**MEMPHIS DALLAS**  
SEPT. 25 to OCT. 3 SHOWMEN OCT. 9 to 24

Can use new Tilt, Round-Up or any new Rides at Memphis. Have good locations for Shows at both Fairs. Can be reached care of Royal American Shows, Minnesota State Fair, Sept. 1 to 7; then General Delivery or care of Western Union, Louisville, Ky., Sept. 8 to 11; thereafter Mid-South Fairgrounds, Memphis. Will also visit Toronto and Detroit Fairs.

**CLIF WILSON**

**WANT CONCESSIONS**  
FOR WEEK SEPTEMBER 8-12

Show is split between Wisconsin Fairs at Friendship and Crandon. All replies to Marshfield, Wis., Fair.

**BLUE RIBBON SHOWS**

**GIRLS — TALKERS — GIRLS**  
FOR GIRL SHOW

Dancing Girls, \$100 week. Talkers, \$100 week and bonus. Want Feature Dancer; Sally Lane, wire. Want two Candy Pitchmen. Also need two Ticket Sellers and Grinders. Want above people to join at Saginaw, Mich., Fair, opening Sunday, Sept. 12, to 18; then good route south.

**Wire F. W. MILLER, c/o Gooding Shows**  
Jackson, Mich., Aug. 30 to Sept. 4; then I will be in Saginaw, Sept. 6 thru 18.

**JUDY LEWIS**

Your husband seriously ill here in West Palm Beach, Fla. Must obtain names of close relatives. Also any insurance. This is very urgent. Please don't fail us.

**VIRGINIA DURKIN**  
Phone West Palm Beach 2-3401

**MOTOR STATE SHOWS**  
WANT FOR CLARE CO. FAIR, HARRISON, MICH., SEPT. 13-18

Hanky Panks—Popcorn, Carmel, Candy. One or two clean Shows not conflicting. All wires: Wauson, Ohio, Fairgrounds now until Sept. 3. No phone calls, please.

**JOE FREDERICK, Owner-Mgr.**  
We Go South

**MIDWAY CONFAB**

• Continued from page 48

for his book, "I Love to Lie." Brynes, who was formerly with Vivona Bros. Shows, plans on opening a Turkish bath in Paris, according to McCarthy. . . . Carlton Coe visited Lash Larue and other friends on the W. G. Wade Shows recently at La Porte, Ind. Coe, who is off the road for the first time in 15 years, is making the rounds of the Midwestern shows in a new Bel Air Chevrolet, according to Gale Summers.

**Red and Kathy Kearns** of Dallas note, spent a few days in Chicago last week where they are vacationing. . . . Members of the Ladies' Auxiliary of the Miami Showmen's Association staged a luncheon on the Marks' midway at the Galax, Va., fair. The affair was in appreciation of services rendered the club by the show's fem members who have provided a number of items for the club's fall bazaar. Mrs. Serena Schlee-man and Mrs. Ruth Schrieber served as hostesses. Those present included Selika Surrey, Charlotte Mollie Strauss, Rita Palitz, Grace Kelley, Renee Morgan and Rose Uknis.

**Jacque Barri**, featured vocalist with the Raynell revue on the Cetlin & Wilson Shows, is currently singing "Maybe Tomorrow," co-authored by Mary K. Sarlow of the staff of the Ionia (Mich.) Free Fair, with a complete production number built around the tune.

**Mr. and Mrs. Louis (Peasy) Hoffman**, recently announced the marriage of their son, Joseph, to Ruth Gibson Davis, both of them concessionaires on the John H. Marks' Shows. Peasy is special agent for Gold Medal Shows.

**Joyce Vidbil**, performing a split atop the heads of two elephants during Monday's (23)

**Babcock**

• Continued from page 47

is followed this week with the show being featured at the San Bernardino County Fair in Victorville. Bishop, Lancaster and San Pedro are yet to be played and this manager believes they will be okay.

The show carries five major, four kid and a pony ride. At Hemet about 15 concessions were used.

Coffelt was born in Maryland and during his youth in Iowa worked on chautauquas as canvas boy. After schooling in accounting he entered the Air Force where he served five years until January, 1946. Following his discharge, he became interested in food concessions and had two of them in bowling alleys and later went on the road with a grab joint. In the spring of 1948 he moved to California and met Babcock in Yermo, where his show was playing the Calico Days Celebration. Coffelt went to work there handling a game concession. Later he put in novelties on the show.

**Training a Help**  
Coffelt's accounting training came in handy that July, when the secretary quit and he was called upon to take over the checking. He was out again with the show in 1950 when George McCarthy had the organization. When McCarthy left later that season, Coffelt continued to keep it on the road.

The next year Coffelt switched to the Orville N. Crafts Fiesta Shows, where he was a manager of the organization's third unit.

In 1952 the Coffelts—Howard and his wife, Jerry—struck out on their own with floss and candied apples in addition to a Miniature Train they had acquired.

When winter came Coffelt returned to Babcock's employ to handle the auditing of his hotel business. When the show closes this season he will return to his regular winter job at the Baltimore Hotel here.

While in the East, Coffelt worked with Roxy Gatto on the Exposition at Home Shows, Snapp's Model Shows and with Roxy Harris on the Southern Valley Shows. When he was associated with these organizations, he had hi-striker, grab and popcorn and worked concessions when needed.

The Coffelts have become regulars on the Frank W. Babcock United Shows' Unit No. 2 and are already making plans for 1955.

Hamid grandstand show in Toronto, was thrown suffering severe bruises and a shaking up. She rejoined the act, Vidbil's Elephants, two days later.

It's a boy for Anna and Morris Brown. Jeffery Carl Brown was born August 20, in Beth El Hospital, Brooklyn. The father is concession manager on the I. T. Shows.

**Bill Gross**, cookhouse operator on the Continental Shows, had practically a 100 per cent turnout at the party he threw in Rouses Point, N. Y. He has been tossing the affairs for 30 years on every show he has been with, to mark the end of the still date season.

Visitors to King Bros. Circus at Richmond, Va., included Mrs. John Marks, Judge and Mrs. Ben Tucker, Pete Christian, Al Hubbard, Joe Corey, Ralph Lockett and Ban Eddington. . . . Jimmy Hirshberg, former show secretary, visited Richmond. . . . Slick Cottrell is readying his popcorn, peanut and candy units for fairs and will leave Richmond September 6. . . . Willie Lewis is in Richmond supervising the operation of the Lewis-Max Gruberg Kid-dieland.

**Mrs. John Portemont Jr.**, of Johnny's United Shows, visited Detroit friends while the show was at Goshen, Ind. Harley Devinne, org's electrician, recently took a week off to visit his parents in Beloit, Wis. Mr. and Mrs. Loyd Kelley, concessionaires and agents for The Billboard on the Portemont midway, caught the Buff Hottle Shows in Bridgeport, Ill., and visited with Mr. and Mrs. Jack Vinson on Sterling Crown Shows in Greenup, Ill.

Owners of new house trailers (.) Johnny's United Shows include Frank and Emma Duncan, concessionaires, who now have a new 32-foot American job; Mrs. Lucille Lamkin, who is sporting a 35-foot American, and Mr. and Mrs. Jack Owens, jewelry spindle operators, with a new Spartan trailer. Mr. and Mrs. Loyd Kelley took their son, Tommy, to Pinckneyville, Ill., where he will live with his grandparents while attending school.

**Veterans United Shows** lost its Merry-Go-Round top to high winds at the Arlington, Minn., fair. Other damage was slight.

**Larry Martin** and **Bill Killingsworth** joined **Col. Lew Alter's** Side Show on the I. T. Shows recently. Martin is doing a pin cushion bit and Killingsworth is the tattoo artist. Line-up on the Alter show includes: Prince Leopold, Serpentina, Siamese twins, Little Schilze, and Stellamai, the ape girl. A trained animal circus is also being shown. . . . Concessionaires on the W. A. Thomas Shows report a good gross at the Spalding, Neb., fair. Dale Thomas has added five new Junior Tractor rides. Howard Knecht has left the show for Calhoun, Mo., where he will enter school September 1. Joe and Vie Shirkey, mug joint owners, purchased a new Chevrolet truck and a Vagabond house trailer recently. Jack Reynolds, son of Naomi and Ice Water Reynolds, to Bristow, Okla., to enter school September 1. Frank and Daisy Mae Robinson, of the Davis Shows, visited. . . . Clyde Keller, retired concessionaire, was a recent visitor on the Howard Bros.' Shows.



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In perfect condition, with Chevrolet truck. Contact

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**WANTED AT ONCE**

For Osseo Big Labor Day Celebration, 2 Big Days and Nights, Sept. 4-5-6, at Osseo, Wis.

All kinds of Major Rides that have own insurance, 15%. Shows, Games and Concessions. No Ice Cream. No Popcorn or Eats. No Mitt Camps. Come on, this is a good spot. MIDWAY AMUSEMENT, Trempealeau, Wis., until Sept. 2; then Osseo, Wis.

**FOR SALE**

Ferris Wheel, Ell #12. Extra good condition, not junk. We are buying new #5. No transportation. Price \$4800 cash, no deals or propositions. Delivery can be had after Sept. 4. Can be seen at LEE BECHT AMUSEMENTS, West Carrollton, Ohio, Aug. 31-Sept. 4. Term. Address: P. O. Box 92, Cincinnati 31, Ohio. Phone: Webster 4424.

**WANTED**

Concessions of all kinds. Also Ride Help on all Rides. For Pana, Ill. (Fair); St. Charles, Mo. (Fair); Salem, Mo. (Fair).

**MOUND CITY SHOWS**  
Pana, Ill., now; St. Charles, Mo., next week.

**WANTED**

FERRIS WHEEL FOREMAN AND TILT FOREMAN. MUST DRIVE SEMIS. TOP SALARY TO CAPABLE PEOPLE. Heading south from here. Bradford, Ill., thru Labor Day; then Arkansas.

**FIDLER SHOWS**  
Bradford, Illinois

**FOR SALE**

50-Foot Parker 3-Abreast Merry-Go-Round, top and side wall in good condition, horses beautiful. Can be seen in operation until Labor Day. Price \$2500.

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Wanted for Ralston, Okla., Labor Day, with Chandler, Wewoka, Madill, Shawnee, Nowata, Okla., and Sedan, Kan., Fairs to follow.

COOKHOUSE, ROMAN TARGETS, NOVELTIES, PENNY PITCH, SCALES, HEART PITCH, COKE BOTTLES, BLOWER, BUMPER, ICE CREAM or any Hanky Pank not conflicting. If you are looking for money, I have the spots.

**Contact J. W. MAHAFFEY, Hillsboro, Kan.**

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FAIRS ALL THE WAY—CLOSING THANKSGIVING—MO., ARK., LA., MISS. CONCESSIONS: Can place STOCK CONCESSIONS of all kinds, DICK OR FISH POND, CATS, BUCKETS, BALL GAMES, HOOP-LA, ETC. EATS & DRINKS OPEN. SHOWS: 10-IN. SNAKE, FUN HOUSE, MECHANICAL, GIRL SHOW. HELP: IF SOBER AND DRIVE SEMI. All replies

**FLOYD O. KILE**  
MANSFIELD, MO., this week; AVA, MO., SEPT. 6-11; then ARK.

**Can Use Several CONCESSIONS**  
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# Fernandez Sets Year-Round Hawaiian Spot

HONOLULU, Aug. 28.—E. K. Fernandez, veteran showman of the Hawaiian Islands, is opening a year-round park here on a spot facing the Pacific Beach about December 1.

Fernandez is marking his 52d year in outdoor show business and plans to move some of his carnival equipment into the park following the close of the season November 15.

The showman said that he would augment his own equipment with that of other organizations.

# Sked Houston Trade Shows

HOUSTON, Aug. 28.—R. Oliver Thomas, of R. Oliver Thomas & Associates, has announced dates of several trade shows to be held in Shamrock Exhibit Hall here.

First is the September 12-19 Do-It-Yourself Show, to be sponsored by the Bellaire Lions. It will be followed by the Appliance Dealers' Association show, October 2-10, and a sports show to be held March 19-27. Thomas also said that a ceramic show will be staged in the hall in the spring, although dates have not yet been set.

Thomas was recently named managing director of the Houston Appliance Dealers' Association.

# Carnival Routes

Continued from page 45

- Big State: (Fair) Burlington, Kan.; (Fair) Ponca City, Okla. 6-11.
- Blue Grass: (Fair) Du Quoin, Ill., 29-Sept. 6; (Fair) Clarksville, Tenn., 8-11.
- Blue Ribbon: (Fair) Marshfield, Wis., 3-7.
- Blue Valley: Hume, Mo., 2-3; Grandview 6.
- Bogle, F. C.: Liberal, Kan., 1-6.
- Boone Valley: Sibley, Ia., 30-Sept 1.
- Borderland: Eagle Lake, Tex.
- Briggs, A. R.: Kallida, O.
- Buck, O. C.-Model: (Fair) Alexandria, Va., 2-11.
- Burdick's Greater: (Fair) Boerne, Tex., 3-6.
- Burke, Harry: (Fair) Morgan City, La.; (Fair) Plaquemine 7-13.
- Burkhart: Canton, Mo.; Shawneetown, Ill., 8-11.
- Capital City: Greenville, Tenn.; (Fair) Dalton, Ga., 8-11.
- Carr, Lawrence: (Fair) Contoocook, N. H., 3-8; (Fair) Action, Me., 9-11.
- Carlisle Expo.: Sharon, O., 2-8.
- Carpenter Bros.: Hometown, Ind.; Geneva 8-11.
- Casey, E. J.: Geraldton, Ont., 2-4; Hearst 6; Kapuskasing 8-11.
- Cattlet Greater: Gardner, Kan., 3-4.
- Cavalcade of the West: Spokane, Wash., 1-6.
- Central States: Beloit, Kan.; Holsington 6.
- Cetlin & Wilson: (Fair) Fort Wayne, Ind., 1-6.
- Chance, R. H.: (Fair) Davenport, Okla., 6-7; (Fair) Norman 8-11.
- Chanos, Jimmie: Spencerville, O.
- Cherokee Am. Co.: Hillsboro, Kan., 30-Sept. 2; Ralston, Okla., 6; Chandler 9-11.
- Collins, Wm. T.: (Fair) Lincoln, Neb., 5-10.
- Continental: Chatham, N. Y., 3-6.
- Cote Am. Co.: Port Austin, Mich., 31-Sept. 7.
- County Fair: (Fair) St. Paul, Neb.
- Crafts Expo.: Gilroy, Calif., 1-5.
- Crafts 20 Big: Gilroy, Calif., 1-6; (Fair) San Mateo 8-12.
- Cross Road Am. Co.: Namton, Md., 4-6.
- Cumberland Valley: (Fair) Crossville, Tenn.; (Fair) Sparta 6-11.
- Davis Am. Co.: (Fair) Lakeview, Ore., 1-5.
- Dickson United: (Fair) Blinger, Okla., 1-4; (Fair) Tipton 8-11.
- Dobson's United: Sparta, Wis., 29-Sept. 1; (Fair) Luxemburg 3-6; (Fair) Sauk Centre 9-12.
- Douglas: Monroe, Wash.
- Down River Am. Co.: (Fair) Crosswell, Mich.; New Baltimore 6-12.
- Drago Am., No. 1: Kentland, Ind.
- Drago Am., No. 2: Goldsmith, Ind.
- Drew, James H.: (Fair) London, Ky.; (Fair) Farmington Gap, Va., 6-11.
- Dudley, D. S.: (Fair) Dalhart, Tex.; (Fair) Stratford 6-11.
- Dyer's Greater: Savanna, Ill.; Bellevue, Ia., 6-7; (Fair) Lancaster, Wis., 9-12.
- Eastern Am.: S. Windsor, Me., 30-Sept. 6.
- Eddie's Expo.: Stoneboro, Pa.
- Ellis, Doug.: Radcliff, Ky.; (Fair) Vevay, Ind., 6-11.
- Ferris, Carl D.: (Fair) Little Valley, N. Y.; (Fair) Dunkirk 6-11.
- Fidler: Bradford, Ill.
- Franklin, Don, No. 1: (Fair) Belleville, Kan., 30-Sept. 3.
- Franklin, Don, No. 2: (Fair) Coffeerville, Kan., 2-6.
- Frontier: Hurricane, Utah.
- Funland: (Fair) Marshfield, Mo., 1-4; (Fair) Cole Camp 9-11.
- Gatto Amusements: (Fair) Hatfield, Pa., 6-11.
- Gem City: Clarksville, Tenn.
- Gentsch, J. A.: Jackson, Miss.
- Georgia Am. Co.: Ashburn, Ga.
- Glades Am. Co.: Remington, Va.; Winchester 6-11.
- Gladstone Expo.: (Fair) Camden, Tenn.; (Fair) Centerville 6-11.
- Glass City: Hudson, Mich., 30-Sept. 1; Stryker, O., 3-6.
- Gold Bond: (Fair) Plymouth, Wis., 2-6; (Fair) Geneseo, Ill., 7-11.
- Gold Medal: (Fair) Parkersburg, W. Va., 31-Sept. 5; Covington, Va., 6-11.
- Gooding Am. Co., No. 1: (Fair) Columbus, O.
- Gooding Am. Co., No. 2: (Fair) Jackson, Mich.
- Gooding Am. Co., No. 3: (Fair) Indianapolis, Ind.
- Gooding Am. Co., No. 4: (Fair) Lebanon, Ohio.
- Gooding Am. Co., No. 5: (Fair) Charlotte, Mich.
- Gooding Am. Co., No. 6: (Fair) Columbus, O.
- Gooding Am. Co., No. 8: (Fair) Canfield, O.
- Gopher State: (Fair) Foreman, N. D., 6-8; Lake Park, Minn., 10-12.
- Grand American: Muscatine, Ia., 3-6; (Fair) Marshalltown 8-12.
- Great Wallace: Pearisburg, Va.
- Greater Dixieland Expo.: (Fair) Vandalia, Mo., 1-4; (Fair) Palmyra 8-11.
- Groves Greater: Alexandria, La.
- Hale's Shows of Tomorrow: (Fair) Kearney, Neb.; Olathe, Kan., 10-11.
- Hames, Bill: Gainesville, Tex.; (Fair) Marshall 6-11.
- Hammond, Bob: (Fair) Tomball, Tex.; (Fair) Pasadena 6-11.
- Hannum, Morris: (Fair) Mansfield, Pa.; (Fair) Ebersburg 6-11.
- Happy Atrix: Perryville, O.; McConnellsville 7-11.
- Happyland: (Fair) Traverse City, Wash.
- Hartsock Bros.: Laredo, Mo.
- Helman United: (Fair) Glenwood, Ark.; (Fair) De Queen 6-11.
- Heth, L. J.: Onedia, Tenn.; Jamestown 6-11.
- Hill's Greater: Joplin, Mo.
- Holly Am. Co.: (Fair) Jasper, Ga.; (Fair) Ellijay 6-11.
- Hottle, Buff, No. 1: Jackson, Mo.; Trenton, Tenn., 6-11.
- Hottle, Buff, No. 2: Portageville, Mo., 1-5.
- Hottle, Buff, No. 3: Grayville, Ill.
- Howard Bros.: (Fair) Caldwell, O.; (Fair) Marietta 5-8; (Fair) St. Clairsville 9-11.
- Hugo's Novelty Expo.: Tonganoxie, Kan., 1-3; Richmond, Mo., 8-11.
- Ideal Rides: Alexis, Ill.; (Fair) Odell 6-12.
- Imperial: (Fair) Mendota, Ill., 3-6; (Fair) Melvin 8-11.
- Interstate: Mount Pleasant, Tenn.; (Fair) Covington 6-11.
- I. T.: (Fair) Flemington, N. J., 31-Sept. 6.
- Johnny's United: Benton, Ky.; (Fair) Athens, Ala., 6-11.
- Key City: (Fair) Henry, Ill., 31-Sept. 3; Depue 4-6.
- Kile, Floyd O.: (Fair) Mansfield, Mo.; (Fair) Ava 7-11.
- Lee Am. Co.: Herlin, Ala.
- Lewis, Ted: Elmont, L. I., N. Y.
- Manning, Ross: (Fair) Woodstock, Va.; (Fair) Christiansburg 6-11.
- Marion Greater: Darlington, S. C.; (Fair) Dillon 6-11.
- Marks, John H.: (Fair) Roanoke, Va.; (Fair) Staunton 6-11.
- McKenna Rides: (Fair) Chilton, Wis., 31-Sept. 7; New Lisbon 8-14.
- Meeker's: Ellensburg, Wash.
- Merriam's Midway: Columbus, Neb.; Schuyler 4-6; Guthrie Center, Ia., 7-10.
- Midway Am.: Trempealeau, Wis.; Osseo 6-11.
- Midway of Fun: Appleton City, Mo.; Hydra, Okla., 1-4.
- Midway of Mirth: Mounds, Ill.; Cape Girardeau, Mo., 5-6; Caraway, Ark., 8-11.

- Mighty Hoosier State: (Fair) Denver, Ind.; (Fair) Bremen 6-11.
- Mighty Page: (Fair) Martinsville, Va.; (Fair) Ashboro, N. C., 6-11.
- Moore's Modern: Princeton, Ind., 4-6; Eldorado, Ill., 8-11.
- Moser-Runde: Reinbeck, Ia., 4-6.
- Mosher Am.: Manistee, Mich., 2-6; Brown City 9-11.
- Motor State, No. 1: Ottoville, O.; (Fair) Wauseon 5-10.
- Mound City: Pana, Ill.; Charles, Mo., 6-11.
- Myers, Sonny: (Fair) Hopkins, Mo., 3-4; (Fair) Clay Center, Kan., 7-10.
- Nelson, George W.: Canton, S. D., 1-2; Merrill, Ia., 4; Sutherland 6; Larchwood 7-8; Sheldon 9-11.
- New England Am. Co.: Spencer, Mass., 3-6.
- Nolan Am. Co.: Alliance, O.; New London 5-6; Peebles 7-11.
- Norton's Rides: Mitchell, Neb.
- Page Bros.: Ripley, Tenn.
- Page Bros.: (Fair) Ripley, Tenn.; (Fair) Waverly 6-11.
- Palmetto Expo.: Rockingham, N. C.
- Pan American: (Fair) Sweetwater, Tenn.
- Parada: Sheldon, Mo., 2-4; Deepwater 6-7; Longton, Kan., 9-11.
- Penn Premier: (Fair) Meyersdale, Pa.; (Fair) Port Royal 6-11.
- Port City Rides: Stretator, Ill., 4-6.
- Powelson Greater: Lodi, O.; Millin 7-11.
- Prell's Broadway: (Fair) Fredricksburg, Va.; Washington, N. C., 6-11.
- Putka, A. H.: Ashkum, Ill., 4-6.
- Raines Am. Co.: (Fair) Thayer, Kan.; (Fair) Idabel, Okla., 6-11.
- Raley Bros.: (Fair) Sharpsburg, N. C.; (Fair) Windsor 6-12.
- Reid, King, No. 1: Rhinebeck, N. Y.
- Reid, King, No. 2: Lancaster, N. H., 3-6.
- Reithoffer: Morris, N. Y.
- Reithoffer: Uley: (Fair) Forksville, Pa., 1-4; (Fair) Smithport 6-10.
- Robinson's Fun Attrs.: Frosser, Wash., 1-8.
- Rockwell, Southern: Winfield, Kan., 30-Sept. 3.
- Rockwell, Northern: Glasgow, Mont., 2-4; Glendive 5-7.
- Rocky Mountain Empire: Douglas, Wyo.
- Rogers Bros.: (Fair) Two Harbors, Minn., 1-4; Bovey 6; (Fair) Wheaton 9-12.
- Rohr's Modern Midway: Kankakee, Ill., 4-6.
- Rose City Rides: St. Genevieve, Mo., 3-4.
- Royal American: St. Paul, Minn.
- Royal Expo.: (Fair) Gibson, Ga.; Thomson 6-11.
- Royal Midwest: (Fair) Leitchfield, Ky., 2-4.
- Royal United: Bettendorf, Ia., 1-2; Nauvoo, Ill., 3-5; Colchester 6-7; Abingdon 8-9; Matherville 10-12.
- Rumble Greater: (Fair) Madisonville, Ky.
- Schafer's Just for Fun: Shawno, Wis., 2-6; Weyanwega 9-12.
- Shan Bros.: (Fair) Maryville, Tenn.; (Fair) Sevierville 6-11.
- Shorter's: Rockwell, Ia., 30-Sept. 1; Mitchell 4-5; Livermore 6.
- Smith, George Clyde: Cumberland, Md.; (Fair) Warsaw, Va., 6-11.
- Snapp Greater: Ashkash, Wis.
- Southern Valley: (Fair) Arkadelphia, Ark.; (Fair) Benton 5-11.
- Spartan Greater: Versailles, Mo., 1-4.
- Star Am. Co., No. 1: Lake City, Ark.; (Fair) Pochontas 8-11.
- Star Am. Co., No. 2: Lake City, Ark.; (Fair) Lonoke 8-11.
- State Fair: Henryetta, Okla., 3-6 (Fair) Holdenville 8-11.
- Stephens, C. A.: Boone, N. C.; (Fair) West Jefferson 6-11.
- Stephens, Otto: Seymour, Ia., 2-4; Mercer, Mo., 5-6; Blakesburg, Ia., 9-11.
- Sterling Crown: Winchester, Tenn.
- Stipe's: Ridgeland, Wis., 5-6.
- Strates, James E.: Syracuse, N. Y., 30-Sept. 11.
- Strong's Am. Co., No. 1: Aurora, Neb., 30-Sept. 2; Brainard 4-5.
- Strong's Am. Co., No. 2: Dunning, Neb., 2-5.
- Sunset Am. Co.: (Fair) Bethany, Mo., 3-10.
- Tatham Bros.: (Fair) Bigsboro, Ill., 30-Sept. 1; Toluca 2-6; (Fair) Mount Pulaski 8-11.
- Tassell, Barney: Orange, Va.; Chadbourne, N. C., 6-11.
- Tennessee Valley Am.: (Fair) Spencer, Tenn.; (Fair) Livingston 6-11.
- Thomas, Art B.: Tripp, S. D., 1-2; Butte, Neb., 3-4; Winner, S. D., 5-6; Wood Lake, Minn., 8-9; Redwood Falls 10-12.
- Thomas Joyland: (Fair) Charleston, W. Va., 2-11.
- Tidwell, T. J.: (Fair) Mulenshow, Tex.
- Tinsley, Johnny T.: Greenville, S. C.
- Tip Top: (Fair) Mineral Point, Wis., 3-6; Mount Horeb 10-11.
- Tivoli Expo.: (Fair) Baraboo, Wis.; (Fair) Hutchinson, Kan., 11-15.
- 20th Century: Omaha, Neb., 30-Sept. 6.
- United States: (Fair) Sutton, W. Va.
- Valley Expo.: (Fair) Hugo, Okla., 7-11.
- Veterans United: West Point, Neb., 30-Sept. 2; Dayton, Ia., 4-6; Perry 8-11.
- Victory Expo.: Albuquerque, N. M.
- Virginia Greater: Franklin, Va.
- Vivona Bros.: Metamoras, Pa.; (Fair) Leighton 6-11.
- Volunteer: Cookeville, Tenn.
- Wade, W. G.: Detroit 3-12.
- Wallace, I. K.: Surgoinsville, Tenn.; (Fair) Rutledge 8-11.
- Wallace Bros. of Canada: Sherbrooke, Que., 30-Sept. 2; Quebec City 3-12.
- Warner Bros.: (Fair) Louisville, Miss.
- W. B. J., No. 1: Port Jefferson, O., 4-6; Woodburn, Ind., 10-11.
- W. B. J., No. 2: North Eaton, O., 4-6.
- West Coast: Sacramento, Calif., 30-Sept. 12.
- West Coast Expo.: Sacramento, Calif., 2-12.
- Wilber's Wolverine: Newago, Mich., 4-6.
- Williams Am. Co.: Marion, Va., 30-Sept. 6; (Fair) Bland 7-11.
- Wilcox, Dick: Cherryfield, Me., 1-2; Blue Hill 6.
- Wilson Famous: (Fair) Mason, Ill., 2-6; (Fair) Sandwich 8-12.
- Wolf Greater: Silver Lake, Minn., 30-31; (Fair) Postville, Ia., 3-6.
- Wolfe Am. Co.: Smithfield, N. C.; Farmville 6-11.
- World of Mirth: Essex Junction, Vt.
- World of Pleasure: (Fair) Ludington, Mich.; (Fair) Alpena 6-11.
- World of Today: (Fair) Fargo, N. D.; (Fair) Huron, S. D., 6-11.
- Young, Monty: Payson, Utah, 1-6.

# AUDS-ARENAS

## New Building Made Ready At Lubbock

LUBBOCK, Tex., Aug. 28.—The new Fair Park Coliseum, seating 5,500, will be opened with a "Grand Ole Opry" unit headed by Webb Pierce, as part of the Panhandle South Plains Fair, September 27-October 2. The new coliseum is now nearing completion.

NEW ORLEANS — September's schedule at Municipal Auditorium here will include a Do-It-Yourself Show (8-12), produced by Rowe & Associates; an Oldsmobile model introduction, and the Nat (King) Cole Show (26) as well as local events. William A. Coker is manager.

OAKLAND, Calif.—Pacific International Motor Sports Show, at the Oakland Exposition Building, October 9-17, is continuing a strong advance promotion program. Theme is that this is the first major show to have the best American and European sports cars together. Crown American Company produces the show.

CHICAGO — International Pet Fair, to be in the International Amphitheater here September 21-26, staged by retail pet dealers' association, has Bernie Hoffman, pet dealer and member of the "Super Circus" TV show's cast, mapping the animal displays.

LOS ANGELES — Fourth annual International Horse Show will be held at the Pan-Pacific Auditorium here for eight days starting October 16, H. Werner Buck, producer, said. Acts are being booked. Tom Durand serves as associate producer.

## Richmond Arena To Be Rebuilt By Year's End

RICHMOND, Va., Aug. 28.—Richmond Arena Corporation has awarded contract for conversion of the old fairgrounds Administration Building into a multi-purpose arena. Work will begin early next week.

Clyde Ratcliffe, president of the operating company, announced that prospects were extremely strong that the arena will be in full swing by December 1.

Demolition of partitions in the structure, which has been used in the past few years as a city garage, has been completed. Timetable of construction has been arranged so that the arena can be in use even if all work is not completed by the deadline. Bids are being scanned for heating, ventilation and electrical work. Seating contract was let several weeks ago.

Entire project of conversion is expected to stay within the originally estimated \$250,000 with enough leeway to take care of necessary equipment.

Officers elected this week at a meeting of the Richmond Arena Corporation were Ratcliffe, president; Overton D. Dennis, treasurer; S. P. Ryland and John J. Wicker Jr., vice-presidents; Robert S. Brennaman, secretary.

Ratcliffe made a statement to counteract confusion in Richmond, saying "We're in no way connected with Greater Richmond Civic Recreation. This is an entirely new group of people with a different lease, a different manager and a different board of directors."

CRCR is a corporation formed last winter to convert another part of the old fairgrounds known as Parker Field into a multi-purpose outdoor sports center, the home of Richmond's entry into the International Baseball League.

John H. Raine is general manager of the arena.

Rides are 10 cents or 12 for \$1 and adult tickets are two for 25 cents. Doolan said one more rest room is to be built and then the funspot will be caught up with current plans.

## Mickey Doolan Kid Spot Runs Ahead of '53

CHICAGO, Aug. 28.—With the end of his season close at hand, M. J. Doolan said here this week that his suburban Kiddieland is "one of few" in the area that is ahead of last year. He said his spot was about \$3,500 ahead on the season.

The Kiddieland now has all 15 rides roofed. A Tank ride and kiddie Planes were new this season. Doolan also pointed out that music is piped to each ride from a central tape-recording outfit.

## in his hand

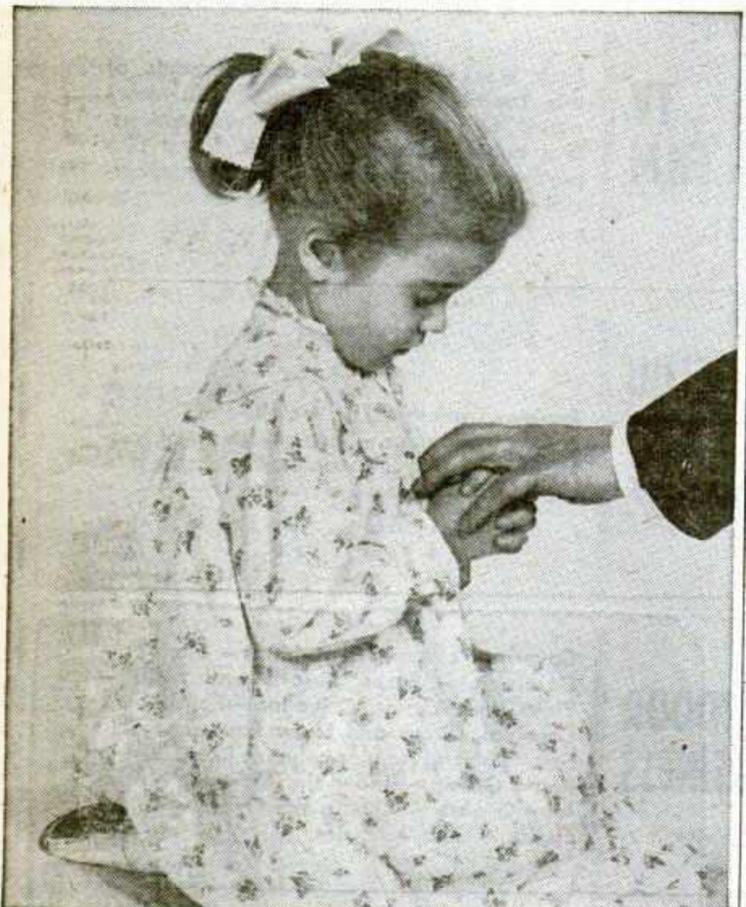
Wrap the big hand around the little hand... for now begins a little heart's journey into prayer... the guide is Dad, the goal is a security not even he can provide.

But the pattern is security, and it is Dad's privilege to supply his part of it for the little hearts in his care.

In this binding, enclosing love life finds its finest answer.

The security of our homes is our worthiest goal. And providing it is a privilege unique in a country like ours, where each of us is free to choose his way.

And, think: The security that begins in your home, joined to that of other homes, builds the strength of America.



Saving for security is easy! Here's a savings system that really works—the Payroll Savings Plan for investing in United States Savings Bonds.

This is all you do. Go to your company's pay office, choose the amount you want to save—a couple of dollars a payday, or as much as you wish. That money will be set aside for you before you even draw your pay. And automatically invested in Series "E" Savings Bonds which are turned over to you.

If you can save only \$3.75 a week on the Plan, in 9 years and 8 months you will have \$2,137.30.

U.S. Series "E" Savings Bonds earn interest at an average of 3% per year, compounded semiannually, when held to maturity! And they can go on earning interest for as long as 19 years and 8 months if you wish, giving you back 80% more than you put in!

For your sake, and your family's, too, how about signing up today?

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## ROADSHOW REP

**T**HE Hiram College Majestic Showboaters, who recently completed an engagement at the Cincinnati Zoo, have been tied up at the Cincinnati public landing for a stay thru September 4. "Ten Nights in a Barroom" was last week's offering, a holdover from the previous week. Nightly performances are given. On deck for the current week is "Treachery Revenged." . . . **Mr. and Mrs. Richard A. Tanas**, last year with J. C. Bisbee's Comedians, are now located in Battle Creek, Mich., waiting for their recently born child to get a start in life before taking to the road again in 1955. Meanwhile Tanas is working for a local barber and beauty shop supply house. Tanas reports that he recently bumped into **E. J. Caupert**, who general agented the Bisbee show last year. Caupert currently manages the No 2 bill car of the Ringling Barnum show. . . . **Babe Scott and Billy Terrell**, well known in the rep business, are planning a business trip to Florida and then on to Chicago by plane to buy equipment for a kiddieland which they plan to open next March in the Roseland, La., sector. The park will feature free movies, large-screen TV for major events, dancing and concessions. . . . **Fred R. Bosworth**, former minstrel man, was the subject of an article in The Oswego (N. Y.) Palladium-Times of August 17. Fifty years previously, the paper recalled, Bosworth had appeared at the local Richardson Theater with Haverly's Mastadon Minstrels, both as a bandman and member of the show's executive staff. Prior to his connection with the Haverly show, Bosworth had traveled with the Hi Henry Minstrels in 1902-'03. Later he managed theatrical companies.

**R**EHERSALS got under way August 20 at Belcher, La., winter quarters of the Alabama

Smart Set Minstrels which hits the road September 1 in Shreveport, La., according to **H. E. Wiggins**, manager. Recently arrived at quarters were a new tent, reserve seats and blues, said Wiggins. "In fact, everything will be new this year, from front door to back," he said. Rehearsals started August 20, with **Ernest Thomas**, band leader, holding down the podium. The show will carry a 15-piece band and 35 performers. It will feature a street parade with all new parade wardrobe. Following four days in Shreveport, the show will move thru Arkansas and Mississippi and into the tobacco territory of North Carolina. **Mrs. Dianne Allen**, owner, returned to quarters recently from a trip East on which she looked over territory for the show to play this winter. Young **Ted Allen** is slated to leave soon for school in Mobile, Ala. **W. M. Johnson** will general agent the show and **S. E. Ballard** will be billposter. All trucks and sleepers are being repainted white with red trim. . . . **George Spicer**, who opened his solo show recently at Stanford, Que., is mapping a trip west. His wife is assisting him while his son, **Robert**, handles the advance. Spicer plans to play some pic houses and fall celebrations en route west. . . . From Goldendale, Wash., **Ernest Gray** reports poor results with an outdoor show due to weather conditions and tight money. Gray plans to take on a family road show as soon as his daughter finishes summer school. He plans a trek east, using **E. F. Hannan's** "In Old Colorado," featuring his daughter in a cut cast. . . . From Vicksburg, Miss., **Eddie Hathey** reports that he will move out with a spook show soon, composed of himself and wife. Hathey will move north. "Mississippi has gone back since the days when every town had enough talent to put on a good-sized minstrel show," he says.

## Drivin' 'Round the Drive-Ins

**T**HE Cowtown Drive-In, Fort Worth, was robbed of \$600 by a man and a woman in the early hours. The man awoke **Bill Corbell**, manager, in his quarters on the pretense he was delivering a package. . . . The \$35,000 screen of the Montopolis Drive-In, Austin, Tex., was recently destroyed by fire, will be replaced by a 100-foot wide CinemaScope screen, according to **Eddie Joseph**, owner. . . . San Antonio police are looking for a bandit who escaped with more than \$100 after holding up two employees of the Alamo Drive-In. . . . A 10 horsepower mechanical elephant was shipped to Houston from Essex, England, and assembled at the Winkler Drive-In. Free rides to children was offered in connection with the picture, "The Elephant Walk." . . . The Blue Moon, Foam Lake, Sask., is the province's 36th drive-in. It has accommodation for 312 cars. Blue Moon Theater Company, Ltd., headed by **Theo Hakyk** and **S. K. A. Kays**, is an affiliate of Paragon Theater Company, Ltd., Winnipeg, Man.,

**PAUL W. AMADEO**, general manager of the Pike Drive-In, Newington, Conn., has increased size of the theater from 74 feet wide to 100 feet wide. . . . **Ernie Grecula**, with the Hartford Theater Circuit, Hartford, Conn., in executive capacities since 1945, has resigned, effective immediately, to become office manager of the Symphony Society of Greater Hartford. . . . **Lou Lipman** and **Morris Keppner**, of the Mansfield (Conn.) Drive-In, have completed a children's playground on newly acquired acreage adjoining the theater. . . . First premium giveaway in a Hartford, Conn., drive-in is reported at the Lockwood & Gordon East Windsor (Conn.) theater. The unit has started a 12-week encyclopedia

## OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1395. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite & Marquise Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

giveaway, charging regular admission, plus 50-cent service charge. **ASSOCIATED Management Corporation** has opened Connecticut's newest outdoor project, the 850-car, \$125,000 Bridge Drive-In Theater at Groton. **Ed O'Neill**, formerly general manager of the Markoff Bros. Theaters, is serving as general manager of the venture. . . . Two open-airers were added to Eastern Pennsylvania territory with the initial lighting-up of Super Skyway Drive-In, Kuhnsville, and the 600-car River View Drive-In opened by **Guy T. Brigido** at Pittston. . . . **Melvin Kelly** has been named manager of Sheppard Drive-In, Wichita Falls, Tex. . . . A \$35,000 fire destroyed the screen of the Montopolis Drive-In, Austin, Tex. **Eddie Joseph**, owner, said that the loss was not covered by insurance. Work of rebuilding the screen tower has started. . . . **Ford Taylor** has announced that a drive-in is being built near Texon, Tex. . . . A twister caused damage estimated at \$20,000 to Starlite Drive-In, Brenham, Tex. **C. B. Schroeder Jr.**, who with his father operates the drive-in, said that the loss was covered by insurance.

## CNE Debuts

Continued from page 39

hold of the story that the CNE had asked federal government for help to foot the royal expense account of \$5,000. Help came from the government and the Hydro Electric Power Commission for whom the Duchess is also to make an appearance.

### Chadwick Appearance

The CNE might have to pay another \$10,000 for another appearance. It is that of long-distance swimmer **Florence Chadwick**, who is to swim 27 miles across Lake Ontario. If she makes it, she picks up the cash. If not, she receives thanks for trying.

Also on the CNE agenda is the National Horse Show, a trout fishing pond in the coliseum and an antique car show.

On the midway, where the Conklin brothers reign, there are

## New Rainbow Rollery Opens In Honolulu

**HONOLULU, T. H., Aug. 28.**—Rainbow Rollerland, Honolulu's newest roller rink built at an estimated cost of \$150,000, opened for business August 19. The new plant has 12,000 square feet of rink, 15,000 square feet of practice area with training bars and a gallery to accommodate 500 spectators. The soundproof building covers 26,000 square feet of land and has an adjoining parking lot.

Two tons of skates arrived for the opening. Plant is operated by Waikiki Recreation, Ltd., and is Hawaii's only member of the Roller Skating Rink Operators' Association of America. **Nevin Fahs** is the organist. **Mary Ann** and **James Costigan** arrived from America this week to be professional instructors.

## New Britain Rink Running On Weekends

**HARTFORD, Aug. 28.**—One Connecticut roller skating rink—Bowl-o-Rink, New Britain—has resumed operations on a weekend basis thru mid-September.

The rink, under management of **Roland Cioni**, Roller Skating Rink Operators of America professional, is open Friday and Saturday nights and Saturday afternoons.

Effective September 17, the location will feature skating on Tuesday, Wednesday, Friday, Saturday and Sunday nights, and Saturday and Sunday afternoons. Classes will start October 5.

## Developments

Continued from page 42

glass enclosed and the bun warmer opens down from the top to form a handy working space. Capacity is reported to be 48 hot dogs and 48 buns and the unit will barbecue 300 per hour. A built-in thermostatic switch provides heat control and an on-and-off switch has a pilot light to indicate when the element is in operation. It is also adaptable to foot-long hot dogs.—**Concession Supply Company**, 3916 Secor Road, Toledo 13.

### Griddle Heats Fast

**SAN FRANCISCO**—A griddle that is said to heat from room temperature to 400 degrees in 9½ minutes is being marketed here. The unit is part of the Counter-Mate line and has thermostatically controlled strip elements. It is automatic electric and is encased in a stainless steel shell. — **Wells Manufacturing Company**, 220 Ninth Street, San Francisco 3.

### Brewer Saves Coffee

**NEW YORK**—Cecilware-Commodore Products Corporation has produced a coffee-maker that is said to make up to 25 per cent more coffee. It is equipped with saver filters and makes coffee without use of bags, using the drip process. Its features include automatic, heavy-duty thermostat, Pyrex liners, sanitary, durable interiors, self-closing cold water inlet valve, and insulated air-packets that keep coffee from chilling while drawing cold water. There are four sizes in gas, electric or steam. — **Cecilware-Commodore Products Company**, Canal Street, New York 13.

some new rides and shows. Among the shows is "Dancing Waters," seen as part of the grandstand show last year.

Other shows on the midway include **Alfie Phillips'** water show, a miniature show. **Pete Korte's** Side Show, **Harry Seber's** Girl Show, **Fred Sindell's** and **Jim Hurd's** boxing fat girls, **Harry Bolub's** quarter boy, **Ronnie Marleau's** midget animals, **Bing Hauser's** wild animals and **Charlie Mitchell's** "Believe It or Not."

Besides the standard rides and several new ones in Kiddieland, the key ride the Roto-Jet, first shown at the CNE last year.

## CELEBRITIES ON TAP

## Greeley Institute Draws Flock of 'Em

**GREELEY, Colo., Aug. 28.**—Sixth annual American Skating Institute at Warnoco Rink, August 4-14, drew a house full of celebrities. From the basketball world came **Norma Lee Johnston**, named to the 1954 women's all-American professional team; from the baseball, **Otto Utt**, formerly with the New York Giants and Cleveland Indians, and from skating, **Clifford (Satch) Wilkins**, New York, dean of the professional group.

Other well-known personalities included **Jerry Nista**, of Raybestos, one of America's foremost free stylists; **Dick McLauchlen**, St. Louis, formerly of Detroit, and **Arthur and Francine Russell**, Seattle, long associated with roller skating.

From Detroit came **Robert D. Martin**, secretary of RSROA. Accompanying him were his wife, **Peggy**, and son, **George**.

Greatly missed was **J. W. Norcross Jr.**, who has held such titles as American senior men's figure and free style champion. He directed the institute last year and expects to be home for next year's school. Right now Norcross is a private first class with the engineers of the Air Force. He is stationed at Anchorage, Alaska.

Institute was the source of many chuckles. **George Sherrill Sr.**, tired of getting the needle from his wife and two children, practiced and finally passed his bronze speed test. Now he says he might stand a chance with the skating wizards at his rink at Newkirk, Okla.

Then there was **Otto Utt**, attending the school with his wife and four children. When Mrs. Utt was in class, her 294-pound husband acted as baby sitter. Even with skates on he couldn't keep pace with the four little Utts. Their home is at Duncan, Okla.

**Arthur and Francine Russell** arrived for the beginning of the school and were assisted in its direction by **Jerry Nista**. The second week **Satch Wilkins** and **Dick McLauchlen** took over. It was the largest school in Warnoco's history and one of the most successful.

Institute was divided into two sections, elementary and advanced. Lectures were held in the mornings. Teachers and operators learned about rink and class promotion, publicity, show production, music and programing, class schedules and teaching methods, rink newspapers, mailing lists, party promotions, direct-

## Starlight Special Events

**SAN ANTONIO, Aug. 28.**—The Starlight Roller Skating Club of North St. Mary's Roller Rink, operated by **Joe Spillman**, held a good will and educational bus tour to Dallas on August 21-22. On Monday (23) friends and families of members participated in the annual rink picnic held at Lake Breeze.

## Rain, Braves

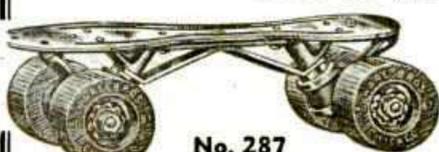
Continued from page 39

The group was sent here to advertise Saskatchewan's celebration next year.

A new milk booth, where patrons could drink all they wanted for a dime, scored a big success. The booth was pouring out from 1,200 to 1,500 gallons per day. A farm zoo, where young farm animals and their mothers were displayed, was in for the first four days and proved popular. A fur show, in for the final four days of the fair, also scored well with the women.

Due to the rain, inside concessionaires were doing strong business.

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## CRISTIANI CONFIRMS ALASKAN PROFITS

Expands on Reports of Future Plans; Sets Hainesville as Likely Quarters

SUSANVILLE, Calif., Aug. 28.—Lucio Cristiani, owner-manager of Bailey Bros. & Cristiani Circus, said here this week that the show's recent pioneering trek to Anchorage and Fairbanks, Alaska, proved highly profitable despite great expenses.

He indicated that the show plans to return to Alaska and said that a future deal would call for a guarantee. He also said that plans were being discussed by which the Alaskan Shrine members, who number about 300, would keep a set of poles for a big top on hand in Alaska and the show would bring canvas for any subsequent tours.

Cristiani pointed out that the Fairbanks date came within \$3,000 of his advance predictions

altho the week's stand was struck by much rain. He said people were enthused enough this time to sit in the rain to see the show but that in the future he believed a tent would be advisable.

### Mapping Future Plans

Of his future plans Cristiani stated:

A promotion man in Mexico has contacted the show about playing three stands, Mexico City, Tampico and Monterrey. The idea is still in the talking stage.

Similarly, E. K. Fernandez has approached the Cristianis about taking their circus to Hawaii.

Lucio Cristiani has no plans for combining forces with Ben Davenport in 1955. Davenport made the Alaska trip with a snake pit show and now plans to return to South America where his lion and elephant acts are working with Circo Razzore. Plans for Davenport and Pete Cristiani to take out a show in 1955 have been reported.

Bailey-Cristiani will continue its present season at least thru October, when it will be in Louisiana. It may play some dates in Florida, but present plans call for it to winter in Gainesville, Tex.

Lucio Cristiani has tentative plans for flying to Europe in search of some novelty acts this winter.

### Western Dates Okay

Meanwhile, the owner-manager said that business in continental United States has been good for the show. Kalispell, Mont., gave two good matinees and very good nights. Pendleton, Ore., was only fair for two days. Tacoma, Wash., was played as a direct-sale date for the B and I Store. McMinnville, Ore., was fair, while Lakeview, a fresh town with Elks auspices, was fine. Prineville gave good business under Shrine auspices.

## Capell's Outfit Plays Festival, Pitches 4th Top

HUNTSVILLE, Ark., Aug. 28.—Edgar B. Buck's Circus is still a going concern despite a three-day layover at Caldwell, Kan., recently, it was announced this week by Owner H. N. (Doc) Capell.

The show played three days at the grape festival at Tontitown, Ark., and drew six full houses in three days, with Side Show and pit shows doing well, Capell said. But generally, according to the owner, business has been spotty.

He reported the layoff was while the show awaited its fourth big top of the season. It now is using a 90 with three 40s, purchased from an evangelist. Side Show is a 40 by 90. Pit shows have snakes and sloth. George Bell has the concessions. A pony ride completes the midway. Performers Felix Morales and Eddie Mason close.

The show jumps back into Oklahoma for six days and then heads for Tennessee and Alabama, Capell said. Peat Hickman, who was mauled by one of the elephants, has been released from a hospital and again is working the bulls. Recent visitors included Paul Val Pool, Neal Walters and family, of the Neal Walters Poster Corporation; Jack Moore of the Tex Carson Circus; Harry Bozell; Fred Moulton, former press agent; Bob Henry, and George Ward, med show operator.

## \$400,000 Estate Of Zack Terrell Left to Widow

OWENSBORO, Ky., Aug. 28.—The estate of Zack Terrell, former circus owner who died recently, was left to his widow, Mrs. Estrella Nelson Terrell, who was named executrix. Value of the estate was estimated at \$400,000. Terrell was manager of Sells-Floto and other circuses and from 1935 thru 1948 he owned Cole Bros.' Circus.

## George Cole in Tennessee Waltz

LOUDON, Tenn., Aug. 28.—Tennessee has been giving the George W. Cole Circus strong business for the past several days. At Newport on Thursday (19) the opera had two near-full houses. The next day at Rutland, with Legion auspices, brought out a three-quarter afternoon and near-full night. At Loudon hot weather smothered the matinee but the night house was filled.

Emmett Kelly's book, "Clown," will supply the story for a TV show to be done by Henry Fonda this fall, with Kelly as adviser. After the one-shot, options may be taken up for more programs or filming.

## ROYAL DUMBAR

### Pape Writes Lima Circus Experiences

LIMA, Peru, Aug. 28.—Circus Royal Dumbar played the annual Lima Fiesta here recently, with acts that included Billy Pape and Renee; Truzzi, juggler, and Miriam France, single traps. The latter two joined the show here. Pape and Renee have been with it six months and just signed another six-month contract.

Pape said they recently had enjoyed an unscheduled vacation when the show was delayed in arriving at Lima. He said that the outfit moved from Cali, Colombia, to Buena Ventura via narrow gauge railway. They worked in a theater there three days while circus equipment was being loaded aboard a ship. The chartered ship was late so the theater run was extended two days.

### Sea Disaster

A look at the ship reminded Pape that the Circo Razzore had been lost at sea when a charter ship carrying it sunk in a storm. He and his wife immediately booked passage on a Grace Line ship and arrived in Lima in five days.

Meanwhile, the circus boat, which was to have made the trip in six days, took 12. It lost a propeller and floundered about in rough seas for some time. This made the Royal Dumbar late in opening, but it did make the Lima fiesta season, and did four shows daily to capacity business.

Pape said two other circuses also were in the city for the event. One, the Aguillas show, included the Yacopis, teeterboard troupe, which formerly was with Ringling-Barnum and other U. S. shows.

## MICHIGAN MEDIOCRE FOR RINGLING SHOW

Three-Fourths House at Lansing Best; Grand Rapids Night Drops Below Half

KALAMAZOO, Mich., Aug. 28.—Michigan stands, apart from Detroit, brought only so-so business for Ringling Bros. and Barnum & Bailey Circus.

At Lansing on Thursday (19), the show drew a half house for the afternoon performance and a near-full crowd at night. In Jackson on Friday (20), matinee business was 60 per cent of capacity while the night show drew 80 per cent.

Grand Rapids, the Saturday (21) stop, brought a disappointing half house in the afternoon and something less than that at night. A Republican State convention was in session, many local people were on vacation and the entrance to the lot was not good, it was reported.

In Kalamazoo, the matinee was half filled in 93-degree temperature and the night performance drew a three-quarter crowd in 80-degree weather. The county fair opened the same night.

Battle Creek Tuesday (24) was fairly good, as was South Bend, Ind., Wednesday. La Fayette, Ind., a town not previously made by the show, turned out in numbers

to produce two strong houses that would have been turnaways but for a continuing rain Thursday (26). Chicago Heights brought okay business Friday (27) on the eve of the circus' nine-day run at the lakefront lot in Chicago.

## Steele Suffers 12G Fire Loss Of Equipment

CINCINNATI, Aug. 28.—Robert B. (Buck) Steele, of Buck Steele's Frontier Days show, reported a \$12,000 loss in an August 7 fire of undetermined origin that destroyed a tractor and special semi-trailer that was transporting Steele equipment from Xenia, O., to the Skowhegan (Me.) Fair. The fire took place on a road between Canton and Alliance, O.

According to Steele, the special carrier which hauled horses below and five Roman chariots on top was acclaimed "the most beautiful piece of equipment in show business." The chariots carried heavy circus wheels with sunbursts and scroll work, features which are impossible to replace, said Steele.

The horses were removed from the vehicle without harm to them, but by the time they were safe the 125-gallon gas tanks caught fire. With the exception of one chariot, all equipment was lost. Altho five fire companies responded and poured water and chemicals on the blaze, the intense heat reduced the equipment to molten steel in 20 minutes.

Steele had high praise for his personnel in getting the show back on the road. Within a few hours substitute equipment from his London, O., quarters was pressed into action. In three hours the road had been cleared of debris, the stock reloaded and the show on its way to arrive in Showhegan on schedule.

## Massachusetts Holds Strong For Mills Bros.

PALMER, Mass., Aug. 28.—Mills Bros.' Circus attracted big business at Massachusetts towns in recent days. In Fall River (18) matinee had 1,800 and night performance had 4,200 customers altho a free show only eight blocks away was in competition.

Attleboro's matinee on Friday (20) was strawed and the night was three-quarters full. Auspices was the Taxpayer's Club, which sold 400 tickets. Mills performers gave hospital shows at Fall River and Attleboro.

In Palmer on Monday (23), a fresh town played with VFW auspices, the show had two near-full houses.

Richard A. Tanas, Battle Creek, Mich., former rep show man, and E. J. Caupert, former agent for Bisbee's Comedians, met while Caupert was in town as manager of the Ringling No. 2 bill car. . . . Happy Harrison's dogs and ponies are playing a week at Mountain Park, Holyoke, Mass. . . . Linda, trapeze act, is working at Riverside Park, Agawam, Mass. . . . Rayford will clown a Turners Falls, Mass., parade on Labor Day. The Jean Gros balloons will also be in the march.

3,000-seat high school football field, August 13-14, with Shrine club auspices. First matinee was near-full and the second was half filled. The first night drew a half house and the second had a two-thirds house.

## NORFOLK BUSINESS A TOPPER FOR KING

Other Virginia Stands Produce Crowds; Shows Sidewalled at Elizabeth City

ELIZABETH CITY, N. C., Aug. 28.—Norfolk gave King Bros.' Circus one of its best days of the season Monday (23), when the matinee was filled and the night performance was a turnaway. In other recent stands the show was winning good business.

Now in tobacco country, the show found that markets have opened but weather has been somewhat dry for marketing.

At Staunton, Va., Wednesday (18), the show scored a good afternoon and straw night with Lions Club auspices, which also had the show in last year. Charlottesville on Thursday (19) produced a three-quarter afternoon house and near-full night. A storm threatened at 6 p.m. but cleared before showtime. Exchange Club was the auspices.

In Richmond for Friday (20), the King show paraded on a shortened route and then drew a half house in the afternoon and three-quarters at night, with showers slowing business. Billing was said to be unusually good. Legion was the auspices. At Hampton, Va., on Saturday (21), the circus played to a full matinee and strong night house. The show paraded in Newport News as well as Hampton.

After the big day in Norfolk, with police auspices, fine weather and good parade crowd, King moved to Suffolk and drew three-quarter and near-full houses with Jaycee auspices Tuesday (24).

### Gould Draws Well

BRECKENRIDGE, Minn., Aug. 28.—Jay Gould Circus played to large crowds here August 18-19 with Chamber of Commerce auspices. Coming in on the heels of harvest season, the show drew 2,500 the first night, 2,000 for the afternoon (19) and about 4,000 the final night. Parade of circus and local festival units drew an estimated 5,000.

At Elizabeth City, N. C., Wednesday (25), the King show had a new lot, which formerly was used for a war-time temporary housing project, and to avoid damage to submerged pipes, a minimum number of stakes was driven. The show did not put up the big top, but it did sidewall and drew well.

## Rains Sends Crowds to Kelly-Miller Matinees

JAMESTOWN, N. D., Aug. 28.—Two rains that kept farmers out of the fields resulted in strong afternoon turnouts for the Al G. Kelly & Miller Bros.' Circus, now playing the wheat belt at harvest time. In good weather the night houses were good while matinees were weak.

In Eureka, S. D., on Thursday (19), rain poured the people into the big top for a near-full house. The night performance was for a half house. At Ashley on Friday (20), the afternoon show had a one-quarter house and the night was three-quarters.

At Napoleon, N. D., Saturday (21), morning rain halted before

## Beatty Seeks Quarters Site At Phoenix

YANKTON, S. D., Aug. 28.—The Clyde Beatty Circus played to a pair of half houses here Friday (20). At Mitchell on Thursday (19), the circus had a half house in the afternoon and three-quarters of capacity at night, despite the fact that there was an unusually large number of activities in the town at the time.

From Phoenix, Ariz., it was reported that the show had been in touch with city officials about the possibility of wintering at Papago Park there. However, whether final arrangements were made was not announced.

Last winter the show wintered at Deming, N. M., but moved to Phoenix on two occasions to go on location for movie making. Earlier, there was some talk about the Beatty show setting up a permanent quarters at Phoenix in co-operation with the Chamber of Commerce, which wanted a zoo arrangement.

## Richards Business Only Fair in Va.

SMITHFIELD, Va., Aug. 28.—Two Virginia stands brought fair business for Richards Bros.' Circus. At West Point on Thursday (19) the show had fire department auspices and played to a half house in the afternoon and a three-quarter score at night. Smithfield gave a light matinee and three-quarter night in 98-degree heat. Jaycees sponsored.

## Polack Business Okay in Seattle

SEATTLE, Aug. 28.—Western unit of Polack Bros.' Circus played to near-full matinees and three-quarter night houses for the first three days of a five-day stand here (18-22). Then Saturday (21) brought a full afternoon and three-quarter night. Sunday (22) had two three-quarter matinees and a light attendance at night.

Managing director Louis Stern said the show made money but "should have done better." Show was the 13th annual Shrine event here.

At The Dalles, Ore., Polack played a new date, using the

# UNDER THE MARQUEE

By TOM PARKINSON

Grover O'Day, comedy cyclist, closed his fifth season with Tom Packs-Circus and will make dates for Packs. Meanwhile, he is playing dates for Buck Waltrip and Lloyd Stoltz. Rita Dunn, mail agent with Tom Packs Circus for four years, visited with her sister and brother-in-law, the Lloyd Stolzes, in Easton, Pa. . . . Jack O'Diamonds, unicycle, is playing Michigan fairs.

Otto A. Zange, McKees Rock, Pa., visited with the MacDonalds at Idlewild Park, Ligonier, Pa., and discovered that the Duttons, former riding act, are working there also. . . . Joe Simon, formerly with the Ringling-Barnum band and now a Memphis theater manager, reports Ringling will play Memphis October 4 while King Bros. will be there October 18. Simon will go to Chicago for his annual mid-season visit with Merle Evans and others on the Ringling show. . . . Eddie Billetti, of the Circus Supply and Hardware Company, Sarasota, Fla., confirms that his outfit builds all floats and similar equipment for Ringling-Barnum.

C. E. Duple, Jeffersonville, Ind., in a letter published by The Chicago Tribune Sunday (22), bewails the plight of shows in dealing with the railroads. . . . Hopalong Cassidy recently completed a 14-day swing thru the British Isles. . . . Billy Smart's Circus in England just added a dozen camels.

Those looking in on the Atwell Luncheon Club, Chicago, this week included Ralph Lockett, formerly with Beatty and now

with World of Today Shows; Allen Lester, Ringling story man, and Dave Friedman, Paramount press agent and show fan.

George Hubler had his bar and trampoline acts with E. R. Gray for Kentucky Shrine dates. He also had the concessions and working with him were Sparky Conover, Bill Strong, Apple Mary Haerlin, Hank Hoover, Bill Alwell, Murray Smith, Don Harris, Chester Drake, F. P. Admire, Ralph Sheets, Melvin Silverlake and Naomi Haag. Hubler has booked his acts at the Roy Rogers show at the Canadian National Exhibition and has the concessions at the Buffalo Knights of Columbus show, September 16-18.

The Rink Wrights were guests of the George Hanneford Family when Clyde Beatty Circus played Sioux City, Ia. Wright produces the Omaha Shrine show. Stanley Book, trapeze act, is in New York to set his indoor dates and closes his outdoor season at Pittsburgh. He caught Ringling and appeared on "Big Top."

Elephant act now making Mid-Western fair dates for Barnes-Carruthers will go next to California for similar dates and then return to King Bros.' Circus. The Cole-King elephants will play Houston and Fort Worth dates.

From Mills Bros., JoJo Lewis writes that Sara Wittene, of the Hungarians Troupe, celebrated a birthday with a party in Pawtucket. . . . Mrs. Linda Rogers, New York, visited her sister, Lily Blakeman. . . . Paul and Cris Hudson motored to Boston to see the Red Sox and Yankees play. . . . William Shiek, former circus musician, and his family visited at Falmer, Mass. Joe Lewis visited with the Weldes Bear act near Boston. . . . Mills visitors included Sam Stratton, Joe White, Joe Dyer, John L. Burns, Jim Hays, Helen Hays, Stuart Hills, the Sonny Moores, Charles Davitt and Joe Beach.

Agent for the Eddie Kunn circus recently left.

Will H. Hill with Tige Hale will put out an indoor winter unit, playing Florida. . . . E. Lewis Knowles, editor of the Staunton, Va., Leader and friend of show people, carried a feature on C. S. Primrose and a full page of photos of King Bros. when the show played there recently. . . . Mike T. Clark, the veteran agent, now headquarters at Santa Claus, Ind.

Helen Haag's Chimpanzees played the Ohio State Fair this week and have a full route of fair dates with several offices between now and the Wichita and Kansas City fall circus dates, which they will play for Orrin Davenport. The act was with Davenport and Tom Packs earlier this year.

John Ringling North arrived in Copenhagen August 3 and spent the evening at Circus Schumann, accompanied by film actor Burgess Meredith and his wife Caja Meredith, ballet dancer, and the Ringling-Barnum European representative, Umberto Schichholz-Bedini. During intermission the party was given a reception by the Schumanns. North and his party spent several days in town, visiting Tivoli, Circus Moreno and cabarets to look over acts. They also visited Circus Belli, in Odense, and other near-by circuses and show spots.

Winnifred Colleano dislocated a shoulder while working her aerial act at the fair in Lincoln, Ill., and has returned to her Florida home for a prescribed five months' rest.

Mrs. Arnold Maley, wife of the co-owner of King Bros., is spending a week at their Macon, Ga., home. . . . Paul Pyle and his crew make good time getting the King Side Show into the air, it's said. . . . Richard Michael's wife, Helen, and children are visiting on the King show. She is a sister of the Soble brothers. . . . Leeray Adkins, who has been on the King Bros.' Circus with her aunt, Mrs. W. S. Jackson, has returned to school in Louisville. . . . Betty Schwab, with the King Side Show, injured her ankle on broken glass on the lot. . . . King Bros. people say that Bruce Hall is first into the pie car each morning.

The Flying LaForms' daughter-in-law and grand-daughter are

visiting on the King show. . . . The Keller Pressley are back with King Bros. He is on Side Show tickets while Jerry is working wire and Diane and Chee Chee are in the concert. . . . Matt Lawrish celebrated a birthday while the King show was in Front Royal, Va.

From Polack Eastern, Henry Kyes writes that visitors included Al Kressman, the Clyde Nobles, Harold Ramage, Ed Raycraft, Terry and Rhonda Bailey of the Herzog Troupe, Jack Bray, Happy Hunt, Bob Zimmermann, Jack LaDell, Guy Leslie, Eddie and Helene Hendricks, Viola MacLeod, Ethel Robinson, Dwight Pepple, Barbara Zook, Jack Tunis and Loretta Kyes, Walter Lankford, Farmer Bill, Van Wells and son, Alex Dobritch, Goetche Brothers, Guy and Louise Theron, Al Ackerman's son, nephew and niece. . . . Clara Wallenda is temporarily out of the family act and Helen Wallenda is taking her place. . . . Hot weather had everyone buying fans and looking for shade trees. . . . Nate and Harriet Lewis took their son to Waco, Tex., to start school.

Visiting King Bros. were the William Manns, the Keegans and Reggie Bloom, wild animal dealer from England; Jack Martin, Charles Miles, Jim Harshman, and Claire and Tony Conway. . . . Ernie Burch has been having trouble with a tooth. . . . The Vin Careys, Baltimore, caught Richard Bros. . . . Charles Underwood, King press agent, and Walter D. Nealand, veteran circus press agent now with the Marks Shows, rehased memories of John Robinson Circus of 1921 when they met this week at Lynchburg, Va.

Harry Shell and his steam calliope have been booked for Lawrence, Kan., August 31; Iowa State Fair; Mount Pleasant, Ia., and Pontiac, Ill.

Francis Wallace, Tacoma, Wash., fan, reports members of the CFA's W. W. Cole Top and the DeWayne Tent observed anniversaries August 14-15 with a meeting on the Bailey-Cristiani show. CFA President Dick Wareing attended. Top officers elected were Wallace Winter, president; Dan Miller, vice-president; and Francis Wallace, secretary. Attending were William Barrett, Mrs. Helen Barrett, the Ernest Jensens, the Charles Milroy's, the Dan Millers, the Beryl Hunters, the Francis Wallaces, Elma Rosenberger, A. B. Taylor, the Charles Deckers, the Wallace Winter family, Paul Carroll, the Randall Lynchs, the Gene McDonald, John Hancock, Helen Stewart, the Larry Baggetts and Dick Bailey.

From Ringling-Barnum, Mary Jane Miller sends word that weather and business have been good. Dick Barstow flew in from Hollywood to discuss next year's show. . . . Jean Maguire came from Sarasota for a visit. . . . The girls gave a surprise baby shower for Mary Jane Miller. . . . Mickey and Freddie Freeman entertained their son and his family from Canada at Port Huron. . . . Bernie Pisarski's brother visited and gave a party for a number of friends. . . . T. D. Buell entertained friends at his home. . . . Maxie Tolchinski's brothers visited.

More Ringling visitors were the Dubskeys, Pearl Utter and friends, Dick West, Bob Short, Rosina Brown, Charley Geiger, Robert Loeffler, Pop Hausman and his son and daughter-in-law, Pat Lombardi's mother and sister, Gary and Betty Bardsley and their daughter, Thelma and Ralph Hunter, the Charles Joneses, Marjorie Towson and her father and friends, Norman and Bob Senhauser, B. C. Wallace, F. L. McClintock, Glen Bush, Dick Johnson, Ray Markle, Leo Winters, Lloyd Rander, Henry Varner, Baker and Hazel Nowens, Don and Ruth DeWees, Myron Gande, Gerold Harshman, Ralph Stevenson, Jim Hawley, John Wyatt, Ivan Myers, Laysel Piitts, Dave Moehring, Carl Iwins, William Nesle, Wilbur Bender, Curt McClelland, Carl Elwell, Vic Thomas, Gaylord Hartman and Clyde Callender.

From the King Bros.: The Side Show band has a new sleeper. . . . John Toy, clown, closed. . . . Clark Queer, Mount Pleasant, Pa., newspaperman, visited at Chambersburg. . . . Several of the

youngsters have been returned for school. . . . In the Side Show band are Teddy Porter, leader; Thurman Yates, John Dailey, Carney Cornell, Fount Woods, Larry Jones, Charles Vincent, Rollins Evans, Jazz Lips Richardson, James Neal, Billy McAllister, Helen Jones, and Augusta Griffin.

Hagen Bros. correspondent, Beverly Allen, writes that they have enjoyed the short jumps and good business on Long Island. One of the jumps was one mile. Many visits were exchanged with Hunt Bros. Relatives of the Bert Wallaces visited and they all went to Mrs. Wallace's home at Amityville, N. Y. . . . Raymond L. Bickford and Wesley L. Hale closed for a day. . . . Clown Lou Keeler traded visits with relatives at Bridgeport, Conn. . . . From Long Island the show moved to Staten Island for a two-day stadium stand. . . . Eddie Atkins is back and he and the clowns made a hospital show. . . . Al Dean and Pat Clancy move the cookhouse at night. . . . Mrs. Howard Suesz' mother, Mrs. Mary Olmstead, is vacationing with the show. . . . Recent visitors included Hughie Hart, the Melvin Olsens, George Murray, Bob (Slim) Collins, Johnny Mack, Mrs. Wilkie Lloyd and family, Nellie Kitchie and Bill Oliver.

Word from Mills Bros., sent by Jojo Lewis, is that Katherine O'Reilly celebrated a birthday with a big party in the dressing top. . . . The show's trek thru New England and Cape Cod was equal to Florida for fishing and scenery. . . . Those making a hospital show at New Bedford, Mass., included Abe Goldstein, Tony Pickles, June and Jeff, Harry and Eddie, and Jojo Lewis. . . . Trailerites were well supplied when a ton of ice was dumped at the concession top and Harry Mills announced it was a mistake. . . . Joe and Eva May Lewis were guests of Mrs. Francis E. Gibbs, New Bedford, who was formerly Mrs. Roy Barrett. . . . Visitors included the Hans Lederers, Ernest Brunette, Pauline R. Manchester, Juliette Paulin, Bertha Eukson and Slayman Ali and his family.

The Flying Siegrists, after concluding a week's engagement at Roseland Park, Canandaigua, N. Y., jumped to Sodus, N. Y., for a four-day stand. While playing Roseland Park they visited Aida, the Girl in the Moon.

Still at McDonnell Aircraft Company, East St. Louis, Ill., after 25 years as Side Show manager with such shows as Mills Bros., Bailey Bros., Austin Bros. and Capell Bros., is L. E. Roba Collins. He resides at 1129 St. Clair and

says the latch string is always out to troupers passing thru town.

The team of Whitside and O'Dannell, clowns, split their partnership after they left the George W. Cole Circus. O'Dannell is now working on props on the Big One.

Beverly Allen tells that many of the Hagen Bros.' people went to Atlantic City on Sunday. . . . Jack LaPearl joined clown alley at Vineland, N. J. . . . Clown Lem Keeler's wife is vacationing on the show. . . . Mrs. Ray Brison is back again for a few days. . . . Many visits have been exchanged with Von Bros.' Circus. . . . Gay Maynard, of the St. Leon Troupe, visited his father, Tex Maynard, for a few days. . . . Bob Cowls is handling 24-hour duties while his wife manages the grease joint. . . . Visitors included Henry Vonderheid, Bill and Dorothy Hill, the Hartleys, Mrs. Anna Dobas, St. Leon Troupe, CFA Walter Brown and CFA Chuck Albion.

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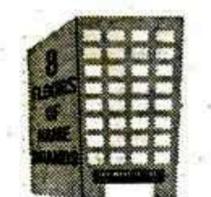
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## MERCHANDISE TOPICS

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.

Jay Sales, Chicago, is featuring a new needle threader called the Witch, and reports that orders for it are pouring in from sales people who have been in direct selling for years. Orders for the item are coming from practically every sales field, including direct-selling specialists, distributors, wagon jobbers, party plan specialists, mail order operators and part-time salespeople. A sample sells for \$1. In dozen lots the item costs \$7.20.

Sam Bebe, Minneapolis, bought up some government surplus and is offering brand new balloons at close-out prices. The balloons inflate to over 40 inches and come in assorted colors. They are made of pure heavy latex rubber and are priced at \$11.50 per gross. An order for five gross will be sent for \$50. This company is also promoting sports cushions at the special price of \$24 per gross. This is an all-round cushion good for grandstands, bleachers, boats, etc. A sample dozen costs \$2.50 and if an order for 500 or more is received the firm will furnish a special insert card with your name.

Pearl Sales Company, El Paso, is pushing its hand-painted skirts and 100 per cent wool Mexican jackets. The jackets are available with figures of dancers or in embroidered styles in all sizes and colors. The firm says the items are moving exceptionally well and will send a free catalog showing other products as well as a price list.

A dangling zebra is being promoted by Kravitz & Rothbard, Baltimore. This is a close-out item complete with elastic cord, assorted colors and rolling button eyes. The firm says a buyer will save almost half at the price of \$12 per gross. Pitchmen, concessionaires and carnival and park operators should be interested in this price break.

Tanross Supply Company, Miami, reports heavy response to its offering of two items imported from Japan. Offered are 7x50 L. F. binoculars at \$19.10 which the

firm says will compare with \$150 pairs. It also has a three-turret microscope at \$5 each which compares favorably with one at \$39.95. Tanross claims the low prices are responsible for the strong volume it is enjoying.

Concessionaires and gift and novelty shops will find the flamingos, which Bloyd Manufacturing Company, Valley Station, Ky., is offering, genuine reproductions. They are made of cast aluminum and stand 30 inches high. Included in the line are aluminum red birds, egrets and woodpeckers. All birds come in true life colors. A sample pair of flamingos will be sent for \$4.95, while a dozen pair are \$40. The other birds are \$18 per dozen. The firm will send a postpaid sample for \$2.

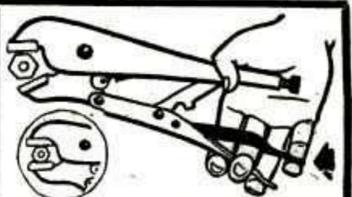
F. E. Erickson Company, Inc., North Sacramento, Calif., is offering an item that looks like a hum-dinger for house-to-house men and pitchmen. The field seems to be wide open and distributors are being sought for the new ironing cord controller. The firm says the item has unlimited promotional possibilities.

C. G. Wilson, president of Southern Toy & Novelty Corporation, Memphis, announces a new item, the Golf Joker, designed to give you laughs and drive your golfing pal crazy. Slip the device in the cup when your companion isn't looking. When he cans a putt the ball strikes the device and pops out. The item retails at \$2 and may be obtained for \$12.60 a dozen. They come individually boxed for mailing.

Those interested in genuine Western leather products should write to Rodeo Leather Goods Company, Minneapolis. It has a complete line of solid leather bill-folds which are hand laced and hand tooled by craftsmen in authentic Western designs. Included are rugged, solid leather handbags for women. All are hand tooled with linings of genuine leather. The company will send a brochure showing all its products.

Pioneer Rubber Company, Willard, O., urges pitchmen to get ready for the football crowds by ordering its football balloons which come in popular school colors. Pioneer features two numbers, one with lacing and special imprint and the other with lacing, three stripes and special imprint. Reed sticks are available.

Dexeco, Inc., Providence, R. I., reports strong sales of its identification bracelets. This firm which manufactures jewelry for engraving is now showing a new expansion identification ring. The bracelets are \$4.44 per dozen and the rings are \$2.75 per dozen. The company also has an imported photo identification bracelet which is chrome plated and comes both in boys' and girls' styles at \$5 per dozen. If you will state your business, Dexeco will send a special catalog for engravers and demonstrators.



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with Flick-of-the-Finger Release

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- Releases Instantly, Easily
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Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll supplied in an individual cellophane front bag.

**\$10.00 DOZ.**  
Minimum Order

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- Water repellent
- Fits everyone

**\$1.95 each**

Jobbers, distributors Dealer's cost—\$14.40 Dozen

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14 Kat Mottled ..... 6.50 gr.  
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Complete Novelty List on Request.

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25% Dep., Bal. C.O.D.—F.O.B. Chicago.

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## PIPES FOR PITCHMEN

By BILL BAKER

BOB BALDWIN... of Baldwin Glammer Shows, and an old-timer from whom we haven't heard in many moons, wigwags the following wail from Munday, Tex.: "I have just completed my stay in what was once a very good med show town and it, like 90 per cent of the rest this season, was a complete bloomer. What amazes me is why some shows report constant good biz when I know that med shows this year have never run into constant good towns. The pitchman is the man who will make it this year, not the med man. So far, Glen Rose, Tex., has proved to be the only red one that I've had. As a matter of fact, in my opinion, the whole State of Texas is a washout for the med man for the next 10 years. Merle Webster has reported good results in Oklahoma City. Williamson, on the other hand, has done nothing in Texas. Zarlington has cut his show to a family affair, working the sticks. Yes, my friends, the med business in the Lone Star State is on the way out. When every kid knows the comic's next line, it's time to find greener pastures. Even the Casey Candy Company agrees that the gold rush days are over so, look out, North, here I come!"

PITCHMEN... in number are expected to gather at the International Pet Fair to be held at the International Amphitheater, Chicago, September 21-26. The shindig should prove a likely spot as some 350,000 are expected to attend.

MR. AND MRS. BOB NOELL... of Noell's Ark Gorilla Show, are certainly having their troubles with the physical well-being of the leading characters in their show. Two of their main attractions have already died, Snookie, the chimp, and M'Jingo, the highly-prized gorilla. Now it seems that Charlie, the baboon, developed some sort of a dental deterioration and had to have all of

his choppers pulled out. We wonder if a baboon who has to go around gumming it is any less lovely to look at than one who has a full set of bicuspidis.

IF ANYONE... knows where veteran coil worker Freddie Krause is currently hanging his hat, tell him to pipe in because we're holding some mail for him in our Cincinnati office. The mail was sent to us by Freddie's old friend, Eddie Gillespie, who has asked us to forward it on to him in the event that we can locate him.

FOR OVER A YEAR NOW... the name of veteran pitcher Eddie Gillespie has appeared frequently in this column—not as a contributor but rather as the object of many inquiries as to his whereabouts. We're happy to report that we have just received a letter from Eddie which spots him currently in and around Springfield, O. Not only is he still very active in the pitch business, but it seems that he's also doing a lot of work for free trying to get some of the less fortunate brothers out of the social doldrums.

JOHNNY COLEMAN... postaling from somewhere in the vicinity of Asheville, N. C., infos that those two gentlemen of the paper fraternity, Mr. Burnett and Mr. Stringer, did a pretty husky business recently when they made the Blue Ridge Ga., Centennial and the Georgia Mountain Fair at Hiawasee, Ga. Also seen lurking around the same spots and also picking up plenty blue chips was Frank Roberts with his novelties. Johnny says that he's still working flukum and is heading for a few Virginia fairs before returning to Georgia.

WE HEAR... by way of the grapevine that Horace Brazil is gathering his share of the geedus at the Georgia tobacco markets and taking the present heat wave in stride.

## COMING EVENTS

Continued from page 40

- Wagner—Celebration, Sept. 5-6.
- Yankton—Free Pancake Day, Sept. 30-Oct. 2.
- Texas**
- Beville—South Tex. Hereford Show & Sale, Nov. 8-9. Edward M. Neal.
- Dallas—Allied Gift & Jewelry Show, Hotel Adolphus, Sept. 5-9. Allied Exhibitors, 3832 Wilshire Blvd., Los Angeles.
- Flores—Peanut Festival, Sept. 24-25. Robert P. Spence.
- Fort Worth—Home Show, Oct. 16-23. Dudley Foster.
- Houston—Do-It-Yourself Show, Sept. 12-19. Bellaire Lions.
- Houston—Appliance Show, Oct. 2-10.
- Kerryville—Southwest Sheep Dog Trials, Sept. 24. Jim Tucker.
- San Antonio—Expo. of the Americans, Oct. 29-Nov. 7. Ralph W. Stevens, White Plaza Hotel.
- San Antonio—Do-It-Yourself Expo., Sept. 8-12.
- Utah**
- Brigham City—Peach Days, Sept. 10-11. Chamber of Commerce.
- Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Pfeidstedt, 506 Kliesel Bldg.
- Virginia**
- Marion—Lions Club Celebration, Aug. 30-Sept. 6.
- West Virginia**
- Shinnaton—Frontier Days Celebration, Sept. 16-18.
- Wisconsin**
- Cornell—American Legion Conference, Sept. 25-26.
- Wyoming**
- Evanston—Cowboy Days, Sept. 5-6.
- Laramie—Western Square Dance Festival, Oct. 29-30.
- CANADA**
- Alberta**
- Calgary—Home Show, Sept. 10-18. George Colours, 1103 1/2 Division St.
- Edmonton—Home Show, Sept. 24-Oct. 3. Johnny Scallan, 11311 110th Avenue.
- Ontario**
- Toronto—Royal Agri. Winter Fair, Nov. 12-20. G. S. McKee.
- Quebec**
- Sherbrooks—Winter Fair, Fat Stock Show & Sale, Oct. 11-14.
- Saskatchewan**
- Regina—Home Show, Oct. 11-16. Max C. McAra.

Saskatoon—Dairy Cattle Show & Sale, Oct. 14.

Saskatoon—A. R. Swine Show & Sale, Oct. 15.

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17" SAME AS ABOVE

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4643 20" Sleeping Poodle... 1 doz.		26.40
4661 20" Lazy Poodle... 1 doz.		26.40

No.	Pkg.	Price Dozen
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4613 18 in. .... 2 doz.		12.50
4615 30 in. .... 1 doz.		22.00
4615 30 in. .... 1 doz.		24.75

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4634 19 in. .... 2 doz.		17.00

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4604 10" Bear ..... 3 doz.		7.00	4741 28" Bear ..... 1 doz.		27.00
4606 14" Bear ..... 3 doz.		10.60	4619 22" Gentleman Bear w/chain ..... 1 doz.		36.00
4608 15" Bear ..... 3 doz.		11.50	4627 18" Poodle w/chain... 1 doz.		34.50
7322 29" Bear ..... 1/2 doz.		24.00	4657 Lazy Poodle... 1/2 doz.		30.00
4658 29" Bear ..... 1/2 doz.		26.00	4699 Sleeping Pup ..... 1/2 doz.		27.00
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### DALMATIAN DOGS Eastern Price

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4506—Large Rainbow Flair Dress Doll—16 to ctn. .... \$38.50 doz.

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Seacon—Mohawk Blanket . . . Ea. 1.80  
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**CASH WITH ORDER**  
Forms Close Thursday Noon for Following Week's Issue  
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

**ACTS, SONGS & PARODIES**

**LUCKY SEVEN SONG SERVICE OFFERS 7** songs for \$1.50. Ethelbert Music Associates, 136 Marsden St., Springfield 9, Mass. se4

**NEW MUSIC COLLECTION! THE MUSICIAN'S** Folio. Gags, Parodies, Bits, Patter, etc., \$5. Get in on our fall comedy special. Save up to 40% on this new information on request. Showbiz Comedy Service, 1613 E. 29 St., Brooklyn 29, N. Y. se4

**AGENTS & DISTRIBUTORS**

**AAA AMAZING BARGAINS**  
Tailored Earrings, asst., gr. . . . . \$15  
Tailored Pins, asst., gr. . . . . \$15  
Stone Earrings, asst., gr. . . . . \$18  
Stone Pins, asst., gr. . . . . \$18  
Stone Pin & Earring Sets, boxed dz. . . \$ 9  
Stone Neck & Earring Sets, boxed dz. . \$ 9  
Bracelets, Round & Link, asst., gr. . \$30  
Sample dozens reg. price, 20% deposit, balance c.o.d. No catalog.

**New England Jewelry**  
9 Empire St. Prov., R. I.

**A FINE NEEDLE BOOK WITH 70 NEEDLES,** Threader \$7.50 gross, 31-pieced needle, Christmas Decorating Kits, 10 sets \$3; 5,001 other bargains. Many samples and catalog. \$1 Mills Sales, 26 West 23d St., New York 11, N. Y. se4

**AGENTS, PITCHMEN, DEMONSTRATORS,** Distributors! Make big money with amazing new plastic item. Sample, 25¢. Thurber Plastic Products Co., Sabinus, Ohio. se11

**ASSORTED EARRINGS—DIRECT FROM** manufacturer; gross, \$22.50; 3 dozen different samples, \$7.50 postpaid, cash with order. Jacobi, 1715 E. Mercer, Seattle 2, Wash. se4

**ATTENTION—HOSIERY: LOW PRICES FOR** jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery. Nylons, 1/2 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. se18

**BALL POINT PENS—FIRST QUALITY.** Retractable style. Special price, \$2 dozen, \$21.60 gross postpaid. Assorted colors. Samples 5 for 1¢. Crescent Sales Co., 150-B Broadway, N.Y.C. 38. se4

**BIGGER PROFITS SELLING GREETING** Cards—Get list of sensational factory surplus bargains. \$1.25 boxes for 50¢. \$1 boxes for 35¢, while they last! Big line new 1954 Christmas Cards, Stationery, Gifts Assortments on approval. Personalized samples free! Midwest, 1113 Washington, Dept. J-128, St. Louis, Mo. np

**BINGO BLOWERS—RETAILING \$150** selling out, \$49.50. A.C. Electric, with Balla Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. se4

**COMB VENDORS—IT'S NEW. \$11.95** Buy direct. Experienced salesman wanted. Territories open. M-J Products, Box 111, Dodson, Mo. se11

**DON'T LEAVE TOWN WITHOUT OUR** business register. Every business that uses a phone a prospect. Get a fast buck wherever you go. Curmanco Co., St. Paul 8, Minn. np

**EARRINGS—\$1.85 PER DOZEN ON GANG** cards. Beautiful assortment. Buy direct. Bev. Creations, 45 Rosebank Ave., Prov., R. I. se4

**FAMOUS MFRS. CLOSEOUTS**

Tie Slides, boxed . . . . . \$ .80 dz.  
Animal Charm Bracelets . . . . . 1.00 dz.  
Tobacco Free Slides, boxed . . . . . 1.45 dz.  
Asst. Earrings . . . . . 1.50 dz.  
Asst. Cufflinks, carded . . . . . 1.95 dz.  
Tailored or Stoned Earrings . . . . . 2.00 dz.  
Cufflinks, boxed . . . . . \$3, \$4, \$5 dz.  
Neck & Earrings, boxed . . . . . 1.95 dz.  
Rosaries (made in Italy) . . . . . 1.95 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

**Samuel Silverman & Co.**  
1820 Westminster St. Providence, R. I.

**FOOTBALL CONCESSIONAIRES**—SELL war surplus Rain Covers, \$5 per 100. Sample, \$1 cash. Charlie White, Fort Oglethorpe, Ga. se18

**FREE KIT PUTS YOU IN BUSINESS.** Selling World's Famous French-Type Perfumes. Reproduction costly fragrances. Individually gold boxed \$1 sellers. Costs you \$3 dozen. You make \$9. Mammoth Treasure Royal Box—3 thrilling fragrances in one fabulous gold box \$3 sellers. Costs you \$6 dozen. You make \$30. No experience needed. Full or part time. Profit packed Christmas Sales. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. se25

**FULL FASHIONED NYLON HOSIERY**—Thirds, \$1 doz. Seconds, \$3 doz. Irregulars, \$4.50 doz. Pillow Cases, \$3.25 doz. Chenille Bed Spreads, \$35 doz. 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn. se4

**GENUINE LEATHER BILLFOLDS—HAND** tooled and laced. Four fifty to twenty dollars per dozen. Samples prepaid, two dollars. Jack Eastwood, 694 1/2 Jefferson, Chillicothe, Ohio. se4

**INDIAN BEADED BELTS—TERRIFIC** special. Most colorful designs. 3/4" and 1", \$12 and \$13.50 dz. Write for quantity discounts; also bead strips. Anderson, 16130 N. E. 8th Ave., North Miami Beach, Fla. se4

**JOKERS FUN SHOPS—FULL CREDIT** allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. se25

**MEXICAN JUMPING BEANS FOR IMMEDIATE** shipment. The most original curiosity in the world. They attract universal attention. Joaquin Hernandez, Exporter, Alamos, Sonora, Mexico. se4

**NEW NOVELTY ASH TRAY—COPPER** bronze finish; proven seller; exceptional profit. Details and sample, one dollar. Money back if not pleased. Harvey, 605 Daggett Ave., Pawtucket, R. I. se4

**NEWLY FOUND MONEY IN WHITE-** hall's exclusive line of Photo Novelties, Photo Finishing, Jewelry, Christmas and Everyday Greetings. New items never before shown. Send for free samples. Be among the first to make big money with Whitehall's Photo Line. Whitehall Studios, Inc., 42 Main St., Elmira, N. Y. se4

**PART TIME—MALE OR FEMALE** to leave mid. at grocery stores and delicatessens. Consignment basis, huge profits, no competition. Sterling Service, 596 W. Onondaga, Syracuse, N. Y. se4

**NOVELTY WALL PLAQUES WITH BIG** variety of snappy and comedy slogans; size 8x12, made of best wood gloss finish; painted two colors. Our outstanding plaques bring smiles and easy sales. Novelty and gift shops, write for list and prices. Samples, \$1 post paid. E. Sordelet, R. 1 Tarpon Springs, Fla. se4

**POCKET COMBS, ASSORTED COLORS,** 24 cards 12" x \$3.84; Clip Combs, 24 cards, \$4.80; quantity discounts. Novelties, Nations, Specialties, Carded Merchandise, Carleton House (BB), Texas City, Tex. se4

**REAL SEA HORSE FISH EARRING.** Brooch set, \$7.50 dozen sets. Colors: natural, gold, silver. Jos. Fleischman, 3201 Granada, Tampa, Fla. se11

**RUN SPART-TIME GREETING CARD AND** Gift Shop at home. Show friends samples of our new 1954 Christmas and All-Occasion Greeting Cards and Gifts. Take their orders and earn 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 130, Ferndale, Mich. se25

**SEAT CUSHIONS**  
For All Outdoor Events, etc.  
\$15 per 100; Sample Doz., \$2  
Special printed inserts furnished on orders of 500 or more.  
**H. S. NETTLES**  
554 Winton Terrace N.E. Atlanta, Ga.

**SELL \$X10 OIL COLORED OR SILK** finish enlargements, attractively framed from any photo, for only \$2.95. Big commission. Write, Box 57, Levy Sta., No. Little Rock, Ark.

**SELLING OUT! 10,000 BARGAINS. WRITE** for catalog. Proctor Bargain House, 107 West Redwood St., Baltimore 1, Md.

**SEND \$1 FOR 100 SAMPLES—SUITABLE** for giveaways at gasoline stations, theaters, etc. D. Bunis, 109 E. Washington St., Syracuse, N. Y. se4

**SLUM JEWELRY—EARRINGS, PINS,** discontinued line. Below manufacturer's reproduction costs: \$8.50 gross, postage extra, cash with order. Debonair Manufacturing Company, 188 Whitmarsh St., Providence, R. I. se4

**THRILLING GREETING CARDS—PAINTED** on skeleton leaf or sandalwood veneer. Samples with many lists, \$2. Motiwala, Third Bhoiwada, 38BB, Bombay 2. se11

**TIES—BUY \$6.25, SELL \$15. CATALOG** free. Loren Specialties. 4351-H8. Flournoy, Chicago 24. se4

**80% PROFIT ON \$1 SALES—AMAZING** automobile cleaner. Your name on labels; free sample. Granite Mfr., Box 572, Dayton 1, O. se4

**\$1 PROFIT EACH SALE PLUS OVER-** rides. Two, three or more orders one family. Photo enlargements only \$2.95; Xmas Special. G. Allen Studio, Riegler Bldg., Little Rock, Ark. se4

**ANIMALS, BIRDS, PETS**

**AAA BIG HEAVY BODIED BOA** Constrictors up to 11 ft. on hand for immediate shipment. Python and Anacondas up to 16 ft. Tiger Lizards and Large Chinese Dragons. Three Jaguar Cubs in stock and a complete variety of South American animals and birds. This week's special: "Giant Jungle Rats, \$15; Coati Mundi (Snookum Bears), \$19.50; Honey Bears, \$37.50; Giant Tree Weasels, \$37.50, and Ringtail or Spider Monkeys, \$25." Tarpon Zoo, Tarpon Springs, Fla. se4

**AQUADAD SHEEP—YOUNG, FEMALE,** Perfect; halter broke, \$65. James Heron, Fairgrounds, Des Moines, Iowa. se4

**BABY DUCKLINGS**  
Thousands available weekly.  
**\$25.00 per 100 postpaid.** DeVries Poultry Farm, Zeeland, Mich. Phone 3054.

**BABY HIMALAYAN BEAR CUBS,** \$250 ea.; Mynah Bird fledglings, \$30; Cinnamon, \$35; Whiteface, \$35; Squirrel Monkeys, \$22; Spider, \$30; Owl, \$25; Giant Malabar Squirrels, \$20; Marmosettes, \$25; Boas, Bronson Tropical Birds, 149 Fort George Ave., New York 40, N. Y. Phone Lorraine 9-940. se25

**BRAD BRADFORD**  
Box 475, International Airport  
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Complete 850 Starter "Den." Harmless or Poisonous only \$10 to everybody. New to showman's market. 12 pound "Earth Moving" POWERFUL Land Tortoise, \$6.50 ea. Beautiful, non-poisonous CORAL SNAKE in "serviceable" chrome and glass, self-locking, escape-proof display case, \$15. Two foot feeding green Dragons, three for ten dollars.

**CALIFORNIA SEALS, SEA LIONS—WILD** or trained; main supplier zoos, circuses throughout world. Marine Enterprises, Inc. Hermosa Beach, Calif. np

**DOG ACT—TWO: PROPS. REVOLVING** table, Rhesus Monkey, Macaw, White Cockatoos, Fantail Pigeons, Pamahaika, 3504 N. Eighth St., Philadelphia, Pa. se4

**FEMALE INDIAN ELEPHANT, 5 1/2 FEET** tall, partly broken; knees, bows, lays down on command, very gentle, easily led, \$1,000. 1 boxing giant male Kangaroo, \$750; Wrestling Chimpanzee, \$750; Chimpanzee, cage animals, \$600. Write for complete animal list. Live stock shipped. F. O. N. Trefflich, 228 Fulton St., New York, N. Y.

**FIFTEEN MONTH OLD MALE LION, HAD** four month training; complete with cage, \$250. Arena's Bird House, Ridge Pike, Jeffersonville, Pa. se4

**NOTICE OF NEW LOCATION—ROSS AL-** len has moved his sales division to 1112 North Miami Ave., Miami, Fla. To give better and more prompt service and to enlarge his stock of reptiles. Reptiles both foreign and domestic can now be shipped with more speed and, as in the past, live delivery and satisfaction guaranteed. Dens of colorful harmless Snakes from \$25. Snake satchel given with each \$50 den. Boa Constrictors from \$5; live baby Alligators, \$18 per doz. up. Phone or write Ross Allen's Wholesale Div., 1112 N. Miami Ave., Miami 32, Fla. se4

**PARAKEETS—\$18 DOZEN-UP. PHONE** Niagara 5079. Brown's Bird Aviaries, 6232 Valley View Drive, Overland Park, Kan. se25

**WANTED TO BUY MIDGET HORSES—** State price and size. Zeke Shumway, World of Mirth Shows, Essex Junction, Vt. se4

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**AQUARIUM FOR LONG TERM LEASE—** Buildings, tanks, pump to sea water; will build stum joint adjoining, plus seal pool. Rent on present building, \$50. Fronts U.S. 101 and ocean beach, a gold mine for someone with know how and small capital outlay. Robin Reed, Box 171, Delake, Ore. se11

**BANKRUPT STOCK OF WHOLESALE** carnival supply store; large variety; novelties, prizes, hats, plaster, etc. Must sell as a unit within thirty days. Inventory sent on request. Samuel R. Leager, Trustee, Box 2288, Raleigh, N. C. se11

**BEST BARGAIN OF THE YEAR. COS-** tume shop selling for half price in Southern California. Climate free. Large stock theatrical, masquerade and fiesta costumes. Everything from cash register to sequins included; racks, closets, fixtures thrown in. Asking price \$22,500. Write New York Costume Co., 1041 Seventh Ave., San Diego, Calif. Phone Belmont 2-0745. se18

**COMB VENDORS—IT'S NEW. \$11.95** Buy direct. Experienced salesmen wanted. Territories open. M-J Products, Box 111, Dodson, Mo. se11

**FULLY EQUIPPED CONCESSION TRAILER.** Snowballs, sandwiches, drinks, flashy, clean, new vinyl reconditioned. Refrigerator, Ecolin's no machine, flavors, etc. Cheap. Wm. Smith, 1419 S. Belmont (rear), Indianapolis, Ind. Phone ME 8-3890.

**LOCATION ON OCEAN PIER—ALL** types Merchandise, Demonstrations, Popcorn, Snow Cones, Guess Your Weight, Sketch Artists, Old Orchard Ocean Pier Co., Box 127, Old Orchard Beach, Me. se4

**LONGVIEW SHOW GROUND ON BEAUTI-** ful Buggs Island Lake, U. S. 15-58; sanitation, high line, delicatessen, gas. Tel. 5031, Clarksville, Va. R. F. Long.

**MAKE MONEY AT HOME DOING EASY,** pleasant work. Everything furnished. Good earnings. Write Advertiser, Box 4068, Mott Park Station, Flint 4, Mich. se18

**NEW MAIL ORDER BUSINESS**

You mail catalogs. Factory ship orders for you. Big profits. 33 Catalogs \$1. Factory, 418B Rankin St., Newark 3, N. J.

**PAINT SIGNS FOR PROFIT! YOU DO** professional work. Complete "All-in-One" Master Letter Patterns; letters and numerals are laid out from a single master letter die cut from heavy fiber board. Letter windows, buildings, trucks, banners, signs, highway signs. Advertise your business for miles around. Complete set 1 1/2" to 12" with instructions, \$1 prepaid. Eyerly Co., BB-583, Newton, Iowa. se4

**PHOTO GALLERY ON 7' x 14' TRAILER—** With sleeping quarters; double Hasson Camera, comics, complete dark room equipment. One postcard camera adjustable. Wilbur Welsh, 543 W. Mulberry St., Lancaster, Ohio. e/o P. O. Box 278.

**PIANO-MUSIC STORE—MIDWEST CITY;** handling instruments, supplies, etc.; large volume sales; good net; old established business; fine business opportunity with potential; attractively priced for quick sale. Apple Co., Brokers, Cleveland, Ohio. se4

**25 MONEY-MAKING FORMULAS, \$1—** Complete instructions and sources of supply. Enormous profits possible. Midwest Dist. Co., Box 359, DeSoto, Mo. se4

**COSTUMES, UNIFORMS, WARDROBES**

**NEW RHINESTONE STRIP PANEL WITH** 85 new nylon Strip Gowns, \$30; new Baby Capes, very flashy, \$5; Ostrich Feathers, \$6 dozen; Rhinestones, 75¢ gross; Genuine Berberies, \$2; Costumes, Costume robes, Trimmings, Wig, Minstrel Wardrobe. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

**TUXEDO COATS, \$4; PANTS, \$2; WHITE** Orchestra Coats, \$4; Band Coats, \$3. Costumes, Wigs, Minstrels, cheap. Skeets Mavo Costumes, Nashville 3, Tenn. se25

**FORMULAS & PLANS**

**ANY FORMULA, \$3; FORMULA CATALOG** and Manufacturing Treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

**FOR SALE SECONDHAND GOODS**

**SPERRY GYROSCOPE—60 INCH ANTI-** aircraft Searchlights with gasoline power plants. Midwest Sales Co., 3217 W. 117th Cleveland 1, Ohio. se4

**44 8"x8"x8-FOOT STEEL CAGES, USED,** available at \$50 each. Original cost \$250. Tropical Hobbyland, 1525 N.W. 27 Ave., Miami, Fla.

**FOR SALE—SECONDHAND SHOW PROPERTY**

**A BARGAIN—4 LATE FACTORY RIDES;** Buggy and Auto, Herschell Roto Whip, Mangel, Airplane. Best offer. Smith and National rubber wheel train. Funland Park, York Beach, Me.

**ABOUT ALL MAKES OF POPPERS—CARA-** mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. se30

**A MINIATURE STEAM LOCOMOTIVE, EX-** cellent condition; pulls 30 adults or 60 children; five coaches and 1/4 mile track. Details on request; to settle estate. Roy Thurston, 142 Driving Park, Rochester, N. Y.

**ARCADE—READY TO GO. TRACTOR,** semi, 30x60 Top, Sidewalk, flashy Front, sixty machines, price \$2250 cash. Write Arcade, Box 86, Savannah Beach, Ga. se4

**BUILD KIDDIE RIDES FROM TESTED** Plans, Auto, Airplane, \$100 Chairplane, Boat, Carrousel, \$5 each; free circular. Brill, Box 875, Peoria, Ill. se4

**CORK GALLERY—TOP FRAME, SHELV-** ing, ten sizes, some stock. International truck to haul, complete, \$400 or best offer. Hughey, 841 Lawrence Ave., Chicago 46, Ill.

CUSTARD MACHINE—\$500 (EASY WAY) with serving dispenser, 5-gal. continuous. Chain of Rocks Amusement Park, 10783 Lookaway Dr., St. Louis 15, Mo.

ELECTRIC PIPE ORGAN—3 1/2 OCTAVES ON 25 Packard Imitations, in excellent condition, \$1,000. Florian Stucinski, 225 So. Exchange, St. Paul, Minn.

FOR SALE OR TRADE THE FOLLOWING—Chairplane, 24 seats with truck and trailer; Rocket Ride for kids, small Auto Ride; Concession Frames; have enough for small carnival or park. Will trade for large tents, house, trailers, or what have you? Or sell cheap for cash. Come and see, or write, wire; no phone. J. R. Roberts Show Nashville, Ga. sec

FOR SALE—KIDDIE U-DRIVE CAR RIDE and Kiddie Merry-Go-Round, both new this season. Parties 25¢. Located Belmar, N. J., Beachfront. Cash deals only. R.D.T. Amusements, 137 Atlantic Ave., Manasquan, N. J.

FOR SALE—NEW MONKEY DROME complete with truck. Two cars, trained monkeys; also long range, carry mounted on truck. Can be seen at Plymouth, Wis., Fair Sept. 3 to Sept. 6. L. Schamanski.

FOR SALE—MIX-UP "24 SEATS"; SAME as new; also two 33 ft. bus type semi. Bee Shugart, 19th Ave., Monday, Tex.

Hawaiian leis . . . . Gr. \$1.65; 20 Gr. \$30.00 60 Gr. \$60.00 Assorted Dangling Toys . . . . Gr. \$2.25; 10 Gr. \$21.50 CL ose Off Assorted Whistles . . . . Gr. \$1.00; 5 Gr. \$4.25; 5 Gr. \$20.00 Comic Hat Bands . . . . \$1.40 per 100; per 1,000 13.50 Assorted Key Chains . . . . Gr. \$2.50; 10 Gr. \$24.00 4" Finger Rings . . . . Gr. \$2.00; 10 Gr. \$20.00 Red, White, Blue Rosettes . . . . Gr. \$2.50; 10 Gr. \$25.00 Pocket Combs . . . . Gr. \$5; 10 Gr. \$50.00 Plastic Tea Shooters . . . . Gr. \$2.75; 10 Gr. \$27.50 Glass Bead Necklaces . . . . Gr. \$2.25; 10 Gr. \$22.50 Plastic Police Whistles . . . . Gr. \$1.00; 5 Gr. \$5.00 12" Blowouts . . . . Gr. \$1.00 Feather Ticklers . . . . Gr. \$1.00 Celluloid Comic Masks . . . . Gr. \$1.00 Whistling Jet . . . . Box (2 Gr.) \$2.00 Metal Whistles . . . . Gr. \$1.00 Medium-Sized Crickets . . . . Gr. \$1.50 Jumbo Crickets . . . . Gr. \$3.00 Rubber Razzer . . . . Gr. \$1.00 4" Fingertappers . . . . Gr. .85 Cigarette Holders . . . . Gr. 1.85

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**WORLD'S BEST SELLER** Actual Size 1 1/2 by 1 1/4 in. Contains 180 pages of the most beautiful pictures in the world. In lots of 100, \$4.00 per hundred. 75¢ per doz. Sample 25¢.

**Holy Bible** Bible attached to attractive Christmas card. A terrific seller. \$1.75 per doz. No C.O.D.'s. JAY SALES CO. 192 N. Clark St. Chicago, Ill.

**Sell Ultra-Blue SIGNS** 57 BRINGS BACK \$\$\$ New fast-selling signs for every retail store. 50¢ seller. Make easy money. 2500 signs, 40¢ C.O.D. 100 Ultra-Blue Signs . . \$7.00 15 Store Signs, 7x11 . . . \$1.00 15 Religious Signs, 7x11 . . . \$1.00 15 Comedy Signs, 7x11 . . . \$1.00 L. LOWY, 812 B'way, Dept. 808, N. Y. 3, N. Y.

**WRITE FOR 1955 CATALOG** 100 Styles Cuban High Style Alligator Hand Bags, Belts and Wallets. **CASPER'S WHOLESALE** P. O. Box 720 St. Augustine, Fla.

FULLY EQUIPPED SKOOTER RIDE IN operation. 30 Lusse 1942 cars, perfect condition. Must sell September 18; property taken by city. F. J. Amusement Corp., 600 Surf Ave., Coney Island, N. Y. Esplanade 2-2208. se18

HARTS NEW 500 WATT PROJECTORS—They take both 3 1/4"x4" and 2x2" slide. Has color wheel; \$30. Gronberg Projectors, Sycamore, Ill.

KIDDIE RIDES (?) FOR SALE—SEE OUR display advertisement in today's Carnival Section. Kiddie Land, Joe Mele, Seaside Heights, N. J.

MANUFACTURER, REPAIR, TRADE ANYTHING CANVAS. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. se18

MINIATURE TRAINS—ALL SIZES gauges; new, used, custom built. Photos, details, \$1 bill (refunded). Miniature Trains, 33B Winthrop, Rehoboth, Mass. se18

PACKAGE MACHINERY CO. MODEL K. H. Long Salt Water Taffy Wrapping Machine. Five foot Batch Roller. Both in A-1 condition. Contact W. J. Tarr, General Manager, Conneaut Lake Park, Inc., Conneaut Lake Park, Pa.

SHORT RANGE TARGETS—NEW SAMPLES free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. np

THREE KIDDIE RIDES—WIRING, FENCING, Ticket Booth. Best offer takes it. H. Edwards, 2 Massachusetts St., Tottenville, S. L. 7, N. Y.

4-WAY 10x10 GRAB ANCHOR TOP—Panel frame, new. Griddle Stove, Juice Bowl Urn; 10x14 anchor top frame; 252-240 space 36 in. Wheel; 30 number Flasher. Geo. Lang, 2638 Edmondson Ave., Balto., Md., WI 3-0864

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40 UNIT HORSE RACE GAME—Complete with stools; excellent condition. Can be seen in operation until Labor Day. Contact W. J. Tarr, General Manager, Conneaut Lake Park, Inc., Conneaut Lake Park, Pa.

16MM SOUND FEATURES WITH SHORTS, \$7.50 per week. Good condition features for sale or exchange. W. K. Green, Fairview, Mo. se11

16MM SOUND FILMS—LOWEST RENTAL rates in history; get our prices now! Rogers Films, Lombard, Ill. se11

60-INCH SEARCHLIGHTS—SPERRY & GE. Lamp assemblies and lamp operating assemblies, carbon, all other parts, new, in original white 100,000 feet 1/2 single conductor power cable, 25¢ per foot. Thousands of other War Surplus items. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif. All inquiries answered.

1949 STUDEBAKER 1 1/4 TON L. W. B. Truck; 26,000 actual mileage; walk-in platform show house built on; wired for electricity; furnished for living quarters; good tires. Must settle estate formerly of Maurice Pierce, ossified man. Make offer. Contact Hazel Sed, 1005 S. Field St., Denver 6, Colo. Phone EA 2-9585.

2200 FOLDING CHAIRS, BLEACHERS, Theater Chairs, Stadium Chairs, Cushions, Sidewalk, Tents, Screens, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

A BRAND NEW #24 CATALOG—MIND reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog. 50¢ wholesale. Enterpriser, 336 B S. High, Columbus, Ohio. se2

BLUEPRINTS, MINDREADING, CRYSTAL Balls, Lectures, Escapes, Occult Books. Illustrated list, 35¢. Genoves, 160 E. 44th St., Dept. B, New York 17, N. Y. se11

SUBMINIATURE RADIOPHONE FOR MEN- talists; weighs less than pound; easily concealed; illustrated brochure, specifications, price Nelson, Enterprise, 336 B S. High, Columbus, Ohio.

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**MUSICAL INSTRUMENTS, ACCESSORIES**

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**COMIC FOREGROUNDS & BACKGROUNDS.** Large assortment in stock; illustrated circular free to photographers. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1595 Franklin, St. Louis 6, Mo. se4

COPYING-ENLARGING—PHOTO EN- larged to 8x10, \$1; with coloring \$2; original returned. C.O.D. orders accepted. Johnson, Box 3355, Washington 10, D. C. se18

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GIRL SINGER WANTS MANAGER, NOT an agent. Will consider partner in build- ing Western act. Write fully, Box 321, Oklawaha, Fla. se4

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RINK ORGANIST — FEMALE; EXPERI- enced. Available Sept. 10th. Eastern pre- ferred. Smooth Skating Style, Box C-87, c/o Billboard, Cincinnati 22, Ohio. se4

TENOR CLARINET—CUT SHOWS, READ, fake; experienced. Location, consider traveling. Repairs reed instruments. Musi- cian, 859 Smithfield St., Mingo Jct., Ohio. se4

TENOR CLAR. FOR COMMERCIAL BAND or combo. Good tone; reader; references; good appearance. Contact Ralph Hockaday, 729 Main, Manchester, Iowa. se4

TRUMPET—SOFT COMMERCIAL STYLE with Buddy Bair orch., a G.A.C. Band for last 6 yrs.; 48 yrs. old; no drinker. Prefer Southern location with small combo. Address Frank Maher, Box 143, Winner, S. D. se4

TRUMPET PLAYER—LEAD MAN, DOU- ble reed; I furnish instruments, plus living quarters, while rehearsing for re- cordng and European tour. See Millard Eason, 170-07 120th Ave., Jamaica, N. Y. Don't phone. se4

TRUMPET—CIRCUS OR LOCATE. ALSO play bass or snare drum; union. William F. Brooks, 322 West Magnolia St., Lakeland, Fla. se4

TRUMPET—ARRANGER, VOCALS, SOME piano; combo experience; prefer small modern group; location. Age 27, married. Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Phone Eastbrook 3312.

SENSATIONAL HIGH DIVING — FEA- tured by Fox Movietone and New York Press. Somersaulting backwards, 1885 spears; shallow tank, nicknamed "suicide pool"; no body protection or safety de- vices; 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. Tele- phone 4-5337. se11

THE FOLLOWING UNIT OF ACTS HAS some open time in September for fairs and celebrations; Comedy acrobatic act, foot juggling bit on the public applause meter, 1886 North Kansas Avenue, Springfield, Mo., Phone 44734. se11

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. se25

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LEAD TRUMPET IMMEDIATELY—FOR midwest tenor styled orchestra. Contact Jess Gayer Orch., 2023 N. Huston, Grand Island, Neb. se4

ORGANIST OR PIANO SOLOVOX—MALE or female. Play dance music and enter- tain, with or without instrument. Write give full details. Hi Li Club, Bvessville, Ohio. se18

PUBLICATION SEEKS TO CONTACT FE- male boxer, active or inactive. Age un- important. Prefer reproducible scrap book. Full particulars first letter. Good pay. Box 947, The Billboard, 1564 Broad- way, N.Y.C. np

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### MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

**Parcel Post**  
Admiral, Irving, 35e Corriere, Tank 34e  
Bagby, Mrs. Shirley, Mertie, Martin, 45e Due 30e

Ackley, James (Business Mgr.)  
Adams, Mrs. E. J.  
Adams, James  
Admiral, Irving  
Alcido, Sid & Mrs. (Aerial Alcidos)  
Alland, Maurice (Very Important)  
Allen, Terri  
Andreano, Frank  
Anson, Karl  
Archer, H. L.  
Arsenault, Albert  
Arthur, Prophet  
Atkins, Homer  
Avery, Bud (Star Night Revue)  
Ayers, James & Mrs. (Mimic Show Producers)  
Bammel, Cliff  
Baptiste, Mrs. Joann  
Barker, Roy  
Barker, Roy J.  
Bates, Paul  
Beaure, Joe  
Benish, Frank  
Bennett, C. A.  
Bergman, Leida  
Bergman, Leo H.  
Berolini, Vacav  
Best, Mrs. Skippy  
Bieck, Blackie  
Bickett, J. H. & Mrs. Biddle, M.  
Biggs, Jack  
Bishop, S. B.  
Blackburn, Louise  
Blackhall, Thos. S.  
Blackley, Benion H.  
Boas, Howard  
Borman, Ernest  
Borrow, Bobbie  
Bowen, Crip  
Bracken, John & Mrs.  
Brady, W. Hardy  
Brady, Lorraine  
Brand, Franklin  
Brink, Arthur  
Brower, J. J.  
Bryant, Betty  
Brown, Betty J.  
Brown, Carl L.  
Brown, Wm. Artis  
Brown, Willis  
Burch, Chris  
Burch, Bob  
Burge, Lloyd  
Burgess, Ken E.  
Burke, James E.  
Burke, Teddy  
Burr, John Robt.  
Burrage, Frank H.  
Buzella, Ernest  
Bynes, W. James  
Cappell, Mrs. Doc (Ed Buck's Circus)  
Carey, Frank  
Chappie  
Chase, Jos. A.  
Carlton, Larry & Mrs.  
Carr, Roy Arthur  
Casey, Tim  
Chaney, Charlotte  
Chapman, Gene  
Cheminant, Mrs. D.  
Christensen, Dorothy  
Christensen, Mary  
Church, Chris  
Claman, Timmy (M.C.)  
Clark, Eddie  
Clune, Dottie  
Cohen, Mrs. Ada  
Coleman, Johnny  
Coleman, Pat O'Day  
Coleman, Tommie  
Collier, Jos.  
Constock, Tommy (Organist)  
Cooke, J. M.  
Cooper, Quicy R.  
Coulis, Robt. W.  
Cox, C. C.  
Crawford, Red  
Crawford, Tex & Mrs.  
Crocker, Miss Lee  
Cunningham, Chas.  
Curtis, Ront  
Cuttler, Mrs. Rosie  
Dales, Dave & Lila  
Davis, Bimbo

Harris, A. A. & Mrs.  
Harris, Al & Mrs.  
Harris, Maisie Rita  
Harris, Manley S  
Harvey, Charles  
Hatcher, J. D.  
Hatcher, Ward V.  
Haves, John A.  
Helm, Hymie  
Heller, Ervin  
Henry, Clifford P.  
Henry, Hap  
Herrman, A. J.  
Hickon, Mrs. Margaret  
Hickok, John W.  
Hill, Eddie (Show Agent)  
Hill, Edw. Russell S.  
Hitchman, Paul  
Hodge, Mrs. Marie  
Hoeve, Mrs. Homer  
Hoffman, Arthur & Al  
Hoffman, Jos. G.  
Hoffman Jr., Jos.  
Holland, Mrs. Loretta  
Holoboff, Peter P.  
Horwath, Joe (Coleman Bros. Show)  
Hostetter, James  
Ivey, James W.  
Ivey, Mrs. James W.  
Ivey, Lillian  
Jackson, Lighting  
James, Charlie C.  
Johnson, Harry  
Johnson, Harry Lee  
Johnson, Mrs. James D.  
Jones, Paul  
Jones, Spider  
Jones, W. P. (Silas Green Co.)  
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Kelly, David B.  
Kelly, James M.  
Kelly, James M.  
Kelly, Joanne  
Kennedy, Jean  
Kessling, James  
Kibbe, L. (Tommy Scott Show)  
Knapp, James  
Knight, Barbara  
Knight, Miss Louise (Packs Circus)  
Knodel, Marie  
Knoie, Blackie  
Knot, Jerry Lafate  
Korke, Charles  
Kork, Bobby  
Krause, Freddie  
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La Morris, William F.  
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Lamont, Harry  
Lance, Jack (Slim)  
Landruf, Fred (Magician)  
Lane, Mike  
Lane, Terri Jean  
Lankford, Ellen  
Lankford, Ray  
Lavernier, Forrest (for Tavernier)  
Lazar, Edward  
Le May, Barbara  
Le Roy, Charles & Ann  
Leagan, Harry  
Leber, Johnny  
Leon, Prince (Magician)  
Leslie, Edward N.  
Leslie, Francis  
Leslie, Jean  
Lewis, James  
Little Wolf, Mrs.  
Lombard, Larry H. (Chief)  
Lombard, Marquita (Salazar)  
Loney, Larry  
Loren, Marie  
Louellen, Johnnie (Con. Operator)  
Lucas, Mrs. Harold  
Luckey, Charlie & Mrs. Lybber, Mrs. Wilma McAlister, Tate McArthur, Mrs. Pat McClain, O. C. McIntyre, John William (Bill) McIntyre, Rucy A. McKale, Robt. T. O. L. McKenney, W. C. McLaughlin, Bruce McSpadden, John R. McSpadden, R. M. McTeague, Eddie Mallard, F. W. Manser, William Marko, Wm. P. Marshall, Thurman Martell, Mrs. Joe Martin, Kurt Martin, Clarence A. Maser, Arville T. Maser, Bob Mason, John Mattar, Eileen Mayer, Buster Mayes, Prof. Livingston Mayman, Mrs. Amanda Mercer, Clarence Mercer, James W. Miller, Ben Miller, Cole Miller, Mrs. Gertrude Miller, James Miller, John (Gypsy) Miller, Ralph Miller, Ralph Allan Miller, Sharon Lee Miller, Steve Mills, William Millsap, Mrs. Hazel Millsap, M. J. Mims, Joe Mitchell, Frank C. Mitchell, Lee & Mrs. Mitchell, Steve Moore, Steve Morehead, Merle Morris, Bob Morris, Robert Mortellaro, J. J. Motola, James Mueller, Fritz Murphee, Jeff Nasworthy, Jack Neese, Pete (Chew Tobacco) Nicholas, Steve Novak, Jean O'Brien, P. J. O'Connor, George O'Dare, Jack Osen, O. S. O'Reilly, Miss Kay Orlando, Cecil Ott, Donald Otkovich, Joseph P. Palmer, Dick Palmer, Ivel Monroe Palmquist, E.

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Class, Jim  
Clopen, R. E.  
Coleman, Vernon R.  
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Curtis, Robert E.  
Cutler, Louis  
Dahman, Walter  
Davis, N. E. & Jackie  
Davis, V. A.  
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Dexter, Claudie  
Duncan, Dallas E.  
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Fleming, Tom  
Foster, Mrs. Mary  
Greeno, Edward N.  
Graves, Mrs. Floyd  
Greeno, Edward N.  
Gruszczak, Mike  
Gullford, L.  
Gunter, Harvey  
Gutermuth, Charles  
Hagen, Orville L.  
Hall, Wray  
Hamer, Harry  
Harper, Lowell Gene  
Harvey, Mrs. Margaret  
Henderson, Lester  
Holt, Rose  
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Walker, Benjamin  
Walker, Jimmie  
Warren, Mrs. Vernon  
Weaver, Harold  
Webster, Thos. M.  
Wells, Mr. & Mrs. Sam  
Whalen, Mrs. Thomas  
White, Fannie Mae  
White, Flash  
Williams, Dempsey  
Williams, Mr. & Mrs. G. Leopold  
Williams, Orval  
Wilson, James  
Wilson, Venard J.  
Wippel, Mrs. Lula  
Wolfe, Clyde  
Wright, Al O.  
Zane, Andrew & Jean

## TERRIFIC VALUES!

### Men's WATCH SET

\$75 retail tag with each set



Complete Deluxe WATCH & JEWELRY Ensemble (DELUXE WATCH ALONE, \$3.90) \$6.65

- Brand new nationally advertised watch, gold plated case and matching expansion band.
- Lustrous double-gold plated cuff-links, key chain and tie holder.
- Rich Leatherette Gift Case.
- Written service guarantee.

ABOVE PRICES FOR MINIMUM ORDERS OF 6 WATCHES. \$1.00 ADDITIONAL FOR SAMPLES. 10% deposit with order, balance C.O.D.

SEND FOR FREE CATALOG

**BROOKS PRODUCTS**  
92 LIBERTY STREET NEW YORK 6, N. Y.

## PITCHMEN! DEMONSTRATORS!

Hottest, fastest selling sensation item on today's market! Nationally advertised. Has been pitched for trial reaction—sold 3 gross in one day! Complete pitch given with every order.

### PLAN your Parenthood!



With the Baby Commander, you are sure at a glance the days you are most likely to conceive. Based on the well-known theory of the Rhythm System, this scientifically designed plastic indicator helps you plan your babies when it's best for you to have them. Comes complete with simple instructions in attractive purse-size case. A must for the sophisticated woman.

Sample—\$1.00 1 Gross—\$50.40  
10 Gross or More—\$46.80 Per Gross

Cash with order. No C.O.D., F.O.B. Phila.

### BABY COMMANDER

1300 Land Title Bldg. Philadelphia 10

## World's Famous PERFUMES

that sell at \$3 to \$6 per 1 1/2 dram

REPRODUCED FOR YOU by outstanding Parisian Chemist in beautiful gold-top bottles—gift boxed—for only

60¢ A BOTTLE—\$7.00 a Dozen  
We defy you to tell the difference.  
TREMENDOUS PROFITS can be yours between now and Christmas. TRIAL SAMPLE FREE. Write—EXCLUSIVE IMPORTS, Dept. BB-42  
1139 So. Wabash Chicago 5, Ill.

## FLAMINGOS

Cast Aluminum, 30 inches high, \$40.00 dozen pair. Sample pair postpaid \$4.95—Aluminum Red Birds, Egrets, Woodpeckers, \$18.00 dozen. Samples \$2.00 each postpaid. Bloyd Manufacturing Co. Valley Station, Ky.

## WE ARE MANUFACTURERS OF All Kinds—PULL TICKET GAMES & TIP BOOKS

Buy Direct From Manufacturers at Very, Very Reasonable Prices.—Columbia Sales Co., 302 MAIN ST., WHEELING, W. VA. Phone: Wheeling 340

## ADVERTISING SPECIALTY SALESMEN

Make big money selling out not one of leather and plastic novelties to stores and top executives for goodwill promotions and premiums. Firm names imprinted in gold. Year round demand. Repeat orders. Beautiful selling kit. 50% commission and protected territories to earnest MEN or WOMEN. Write fully to WHITE NOVELTIES CO., 303 Fifth Avenue, New York 16, N. Y.

## MAKE BIG MONEY

Showing our vast line of IMPORTED gifts and novelties to your friends and neighbors. Over 60 different items that make wonderful Christmas and Birthday gifts for men and women. Gifts for bridegrooms and bridesmaids. Sell way below store prices. MAKE 50% PROFIT! Beautiful selling kit. Send now for our illustrated catalog with confidential price list. WHITE NOVELTIES CO., 303 Fifth Ave., New York 16, N. Y.

## NEW! MIDGET BIBLE

100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$6.00. Money refunded if not satisfied.

### MYRLO COMPANY

Dept. 5  
2168 W. 25th Cleveland 13, Ohio.

New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp price. All letters clearly printed and every word legible. Black gold-printed cover. Wonderful BIG PROFIT novelty. Dealer's Prices \$9 doz., \$4.75 per 100. F. O. B. Detroit; add postage. C.O.D. or cash. Special low (bulk) & quantity prices. SEND FOR FREE CATALOG OF 1000 novelties. JOHN SMITH & CO., Detroit 7, Mich.

## NEW LOW PRICED CAMERA SENSATION!

Takes 16 full-size pictures on a roll of #127 film.

- Sharp meniscus lens
- Molded plastic case
- Written factory guarantee

Write for our big FREE WHOLESALE CATALOG  
Hundreds of items, appliances, leather goods, novelties, housewares, clocks, premium goods. Full color illustrations sent free—write today.

## MIDGET BIBLE

New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp price. All letters clearly printed and every word legible. Black gold-printed cover. Wonderful BIG PROFIT novelty. Dealer's Prices \$9 doz., \$4.75 per 100. F. O. B. Detroit; add postage. C.O.D. or cash. Special low (bulk) & quantity prices. SEND FOR FREE CATALOG OF 1000 novelties. JOHN SMITH & CO., Detroit 7, Mich.

### MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

Barnes, Garry Lee  
Bryant, George  
Carey, Thomas P.  
Cramer, Roy  
Cooper, Frank  
Evans, Frank  
Falkner, Lee R.  
Harris, Pat W.  
Waxler, Charles  
Morris, Joe  
Russell, Marie L.  
Smith, Harold Irwin  
Starr, Rosie  
Walker, Honey Lee

## GLAMOUR STYLE HOLLYWOOD EARRINGS!

\$36.00 in dozen lots

Sensational Seller! All popular styles that women desire. Large DANGLES, small DANGLES, TAILORED, STONE, BUTTON TYPE with screw-on earwires or for pierced ears. Many summer styles! THE YEAR'S HOTTEST EARRING PROMOTION! Immediate delivery. 1 dozen styles (assorted) to package. 144 different styles.



Also Available—SCATTER PINS (boxed) in pairs, \$3.25 per doz. 25% deposit on all C.O.D.'s. 100 other jewelry items! SEND FOR 32-PAGE 1954 CATALOGUE!

**PACKARD JEWELRY CO.**  
220 Fifth Ave. New York City

## NEW STUFFED PLUSH TRUDELLER CARNIVAL CREATIONS

Trudelle Doll & Toy Mfg. Co., Inc. 137 Greene St., New York 12, N. Y.

## Westchester Ops Launch Dime Tests; Collections Climb

### Find New Models Key to Switch; Up-State N. Y., Conn. to Follow

NEW YORK, Aug. 28.—Dime play, for years a subject of much discussion and little action by local juke box operators, is being given a whirl by the Westchester Operators' Guild, with operator groups in Connecticut and up-State New York expected to follow suit.

According to Carl Pavesi, WOG head, several Westchester operators have placed 10 pieces on a 10-cent single-play and four-for-a-quarter basis, with one unit on a 10-cent, three-for-a-quarter scale.

The units have been on location for 10 days, with take increases ranging from 80 to more than 100 per cent, operators reported.

#### Must Offer Value

Pavesi warned, however, that

you can't double the price per play and offer the same merchandise. He explained that all 10-cent play units will either be replacement of older boxes with new models, or else new locations starting off with new models. During the experiment, old juke boxes will still operate for 5 cents.

On the unit which offers three plays for a quarter, the operator has two columns of extended play (six minutes) which offers twice the listening time of the conventional record. This is in keeping with the policy of upping the price, but giving the listener value for his money.

Oddly enough, the conversions to 10-cent play have not been

(Continued on page 70)

## RECORD-BUYING TIPS

### Disk Selections: A Key To Small Route Profits

DETROIT, Aug. 28.—Selecting the right music for the location is the key to a successful operation, especially on small route, according to John F. Gunn, who has been in the business since 1938.

Gunn, who himself operates a small part-time route, has worked out two basic principles of disk selection:

1. Stay as close as possible to location requests.
2. Use one-stop service.

The first, Gunn explains, is important to all operators, but the smaller operator has the advantage of more frequent contact. When a location owner makes a

complaint, he is usually reflecting patron reactions, believes Gunn, who encourages complaints and does something about them.

The first job, Gunn says, is to find out everything you can about the tastes of the location customers. "Ask the owner or someone on his staff for suggestions, and fill them as soon as possible," Gunn advises. "It really gives good will a healthy boost."

There will be times, Gunn pointed out, when a request just isn't practical to fill. Maybe the tune is three or four years old and no longer kept in stock. When this happens, he explains, the op-

(Continued on page 66)

## Seeburg Distribbs In 3d Week of Showings

CHICAGO, Aug. 28.—For the third consecutive week, Seeburg distributors showed the firm's new five-speaker, "omni-directional" sound, phonograph to operators throughout the country. Beginning August 8 and 9, distributors held one showing after another, in an effort to hit all key cities in their territories.

Here are on-the-spot reports of showings held this week and the week before:

### Dickson Winds Up Record Week

OKLAHOMA CITY—A week long, informal showing of Seeburg's new HF 100R ended here Saturday (21) at the offices of Dickson Distributing Company.

Boyd C. Dickson, head of the firm, said that the number of operators attending the event broke

all past records. He added that orders for the new model far outstripped even the highest expectations.

### Wolfe Holds Miami Event in Hotel

MIAMI—A large gathering of South Florida music operators attended the showing here Sunday (22) of the new 100-selection Seeburg HF 100R at the El Comodoro Hotel. The unveiling was hosted by the Wolfe Distributing Company of Jacksonville, the Seeburg outlet for Florida and Alabama.

Owner Sy Wolfe was on hand to greet the coinmen, along with the following members of his staff: Fred Patton, sales manager; Harry Clarkson, Alabama

(Continued on page 68)

## Mass. Ops Plan Full-Scale P-R

HOLYOKE, Mass., Aug. 28.—Music operators of the Western Massachusetts Music Guild met at the Rodgett Smith Hotel here Tuesday (10) to begin plans for a full-scale public relations drive to get under way sometime before Christmas.

More than 75 per cent of the members attended the meeting and banquet, with a large number of visitors on hand as well.

Charles Suesens, Wurlitzer distributor in Boston, displayed equipment to operators before the meeting. Wurlitzer personnel on

(Continued on page 66)

## Spot Singing Commercials Via Jukes Gain Momentum

HOLLYWOOD, Aug. 28.—Rodney Pantages' proposal to put singing commercials on juke boxes is beginning to gain momentum.

Pantages told The Billboard this week that Sidney Levine, national counselor of Music Operators of America, was expected to have a formal contract, between MOA and Pantages, ready for signing early next week. Pantages said that he had talked to Levine Thursday and that as far as he could see only a pair of signatures was needed to get the program rolling.

MOA executive members adopted the mass advertising pro-

## SEPTEMBER 11-12

### Neb. Ops Mull Private Car For Convention

OMAHA, Aug. 28.—Preparation for the coming Nebraska Automatic Phonograph Operators' convention moved into high gear this week as operators here made arrangements to charter a private car to handle the transportation problems.

Howard N. Ellis, secretary and treasurer of the association, said that operators had contacted the Burlington Railroad for charter information and cost figures.

The convention is scheduled for September 11-12 in Scottsbluff. With a private car to take care of the operators in the Omaha area, a big attendance appears assured, Ellis pointed out.

"The train we intend to take leaves at 10:20 p.m. Friday, arriving in Scottsbluff the following morning at 8:25. Returning we leave Sunday evening at 8:25 and arrive here Monday morning at 8:40," he said.

"The cost of the trip will be \$38.29 for an upper pullman, and \$41.25 for a lower. Both fares are for round trip."

Ellis urged operators in the Omaha area to contact him as soon as possible for ticket reservations.

### Taran Pulls 150 At Magnecord Tape Showing

MIAMI, Aug. 28.—Approximately 150 guests attended the showing yesterday (22) of the Magnecord background music system in the showrooms of Taran Distributing Company, recently appointed distributor for Florida and South-eastern Georgia.

Visitors included juke box operators, hotel and motel owners and wholesalers and retailers from as far away as Havana, Cuba.

On hand to demonstrate the mechanism and explain its operation were the following Magnecord factory officials: William R. Mc-

(Continued on page 68)

## VOTE HERE

### S. D. Spots Sport Juke Ballot Boxes

MOBRIDGE, S. D., Aug. 28.—Juke box locations throughout the State began "sporting" ballot boxes this week, in co-operation with the South Dakota Phonograph Operators' Association's recently adopted "Juke Box Give-Away" program.

A juke box is donated at every meeting, with the general public

(Continued on page 70)

## Calendar for Coinmen

September 7—United Music Operators of Michigan, officer elections, Fort Wayne Hotel, Detroit.

September 8—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.

September 9—Music Operators of Connecticut, monthly meeting, site to be announced, Hartford.

September 11-12—Nebraska Automatic Phonograph Operators' Association, quarterly meeting, Hotel Lincoln, Scottsbluff, Neb.

September 13-14—South Dakota Phonograph Operators' Association, quarterly meeting, Salem, S. D.

September 14—Western Massachusetts Music Guild, bi-monthly meeting, Highland Hotel, Springfield, Mass.

September 16—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

September 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

September 30-October 2—Indiana Tobacco & Candy Distributors' Association, seventh annual convention and merchandising fair, Hotel Claypool, Indianapolis.

October 10-13—National Automatic Merchandising Association, annual convention, exhibit, National Guard Armory, Washington, D. C.

October 25—Summit County Music Operators' Association, Inc., annual banquet, Mayflower Hotel, Akron.

## Juke Exports Soar; May Hit \$8 Mil Mark

### Western Germany Leads 5-Month Totals; Venezuela, Mexico, Colombia Follow

CHICAGO, Aug. 28.—If juke box exports continue to grow as they have during the first five months, a recent estimate of \$7½ million for 1954 (The Billboard, July 17) might easily fall far below that figure.

Statistics just released by the U. S. Department of Commerce show May totals for this year nearly 50 per cent higher than in 1953, \$814,365 compared to \$544,147. Unit volume climbed 1,170 to 1,692, approximately 44 per cent.

Projected figures now place the 1954 dollar volume over the \$8 million mark.

In May, two countries soared into the six-figure bracket, with two others following closely. Colombia led the field with 259

machines, valued at \$107,020, with Venezuela running a close second with 165 machines and a price tag of \$106,924. Mexico barely missed the six-figure bracket, hitting 171 machines and \$99,578, with Canada nearly as close with 231 machines and \$96,366.

Following are five-month leading countries.

(January-May) totals of the eight	Western Germany	.....	\$750,057
Venezuela	.....	498,872	
Mexico	.....	460,265	
Colombia	.....	396,339	
Canada	.....	373,591	
Belgium	.....	304,402	
Cuba	.....	190,715	
Netherlands	.....	134,665	

Far ahead of the next closest (Continued on page 75)

## Monthly Phonograph Exports 5-Month Comparison

	1954		1953	
January	.....1,251	\$ 519,949	943	\$ 462,409
February	.....1,644	809,999	1,183	589,334
March	.....1,184	546,722	953	448,978
April	.....2,214	1,255,932	953	401,040
May	.....1,692	814,365	1,170	544,147
TOTALS	.....7,985	\$3,946,967	5,202	\$2,445,903

## NOT SO BAD

### Juke Ops Like EP's Aid on 10-Cent Play

Continued from page 11

cated that if the demand grows it will find a way to eliminate the covers on such disks to bring down costs.

Best estimates are that anywhere from 10 cents to 20 per cent of the normal cost can be

trimmed from operator lists for EP's, if expensive cover art and production is eliminated.

Operators here who have experimented with EP for almost a year place the bonus disks' usefulness for them in several distinct categories. Their purpose certainly is not to replace current pops, but to spice machine programming with material not available as singles. Altho it is theoretically correct that anything which cuts potential paid-play time is undesirable, in practice it is only the rare and exceptional

(Continued on page 66)

## Add 3 Distribbs At Magnecord

CHICAGO, Aug. 28.—Magnecord, Inc., this week added three new distributors in its commercial music division, covering the entire State of Connecticut and Delaware, parts of Pennsylvania and New Jersey, and Southern Wisconsin.

Henry T. Roberts, vice-president and general manager of Magnecord's commercial music

(Continued on page 70)

them individually in the near future. Pantages said that he hoped to begin the discussions sometime next week.

Meanwhile, another green light has been given to the mass advertising proposal, according to Pantages. He explained that the possibility of ASCAP entering the picture was studied by a number of copyright attorneys, and all had agreed that there could be no grounds for intervention.

Explaining their findings, Pantages said that because the material to be used would not be copyrighted, or charged to the playing customers, a copyright

(Continued on page 68)

posal July 26, during a special meeting at the Morrison Hotel, Chicago, when Pantages unveiled his plan. Following a unanimous vote by the executives to back the proposal, Levine was delegated to draft a contract between the two parties.

As soon as the contract is signed, Pantages said, a series of meetings with all the phonograph manufacturers will begin. The proposal was outlined briefly to the manufacturers at a special luncheon given by MOA during the executive meeting. At that time Pantages hit the high spots of his plan, promising each manufacturer that he would visit

# COINMEN YOU KNOW

## New York

Communications to:  
Aaron Sternfield  
PLaza 7-2800

### PONSER NAMED BY JOE MUNVES . . .

George Ponsler, executive director of the Associated Amusement Machine Operators of New York, was named national distributor of the Munves Grandma by Joe Munves. Ponsler will continue as AAMONY director.

**Murray Kaye**, Atlantic-New York sales executive, said that the first new Seeburg HF 100-R's have been completely sold out and a new shipment of 20 has arrived for back orders.

**Mike Munves**, after having had safe crackers make an attempt on his safe recently, has replaced it with a new vault. Mike and Mrs. Munves are vacationing in Swan Lake, N. Y.

**Joe De Christafaro**, Riverhead, L. I., operator, was on 19th Avenue buying juke boxes last week. **Perry Lowengrub**, Runyon Sales executive, and **Mrs. Lowengrub** at Grossinger's recently. Lowengrub plans to go on a fishing trip with **Skip Hardy**.

**Morris Rood**, Runyon Sales, is taking long weekends this summer, driving with the family to the Jersey shores. **Joe Ayers** and **George De Leo**, partners in a Union County, New Jersey, operation, were talking shop with **Dave Lowy** on 10th Avenue last week.

**Alex Abrahamson**, vice-president in charge of sales for the Chunky Chocolate Corporation, is visiting West Coast brokers. This is the 47th trip he has made to the Coast since entering the candy business. **Leo Leary**, sales manager for H. K. Hart Confections, is touring the Southeast on a sales trip. He will return after Labor Day.

**Swink Laughter**, operator of K&L Amusements, Ocean Drive Beach, S. C., recently vacationed at the Ocean Strand Hotel on the South Carolina coast.

**Robert Fink**, son of Irving Fink, Brooklyn Amusement, was barmitzvahed Saturday (28) at the Jewish Center in Borough Park.

**Lou Wolberg**, Runyon Sales, is spending long weekends in Brighton. **Mrs. Lupe Macarelli**, Catskill, N. Y., operator, was on 10th Avenue buying equipment last week.

**Ted Seidel**, currently a route salesman, recently sold a juke box route to **Willie Ronson**. **Tom Borsella**, Atlantic-New York shop foreman, is on vacation.

**Fran Lo Mauro**, secretary to **Bob Slifer**, Seacoast Distributors, will be married to **Bob Sanchez** this fall. **Nathan Simon**, who bought a route from **Wilbur Aaronson**, joined the Coin Machine Employees' Union. **Harry Berger** reports he was sold 2,000 tournament kits. **Berger** and **Art Vollino**, Flamingo Enterprises, Paterson, N. J., recently chartered a single-engine Beechcraft Bonanza to Chicago. They just went for the ride.

**Bob Slifer** returned from his vacation after visiting Ohio, Indiana, Kentucky and Maryland. **Harold Henry**, CMEU official, is vacationing in Maine. **Ben Smith**, coin machine advertising man, has moved to new offices at 347 Madison Avenue.

## Miami

Communications to:  
Al Denny  
83-3696

### Venders Meet Call For Cig Variety . . .

**Phil Shepper**, sales manager at Cigarette Service, says that the swing to filter tip and king-size cigarettes has caused his company to place secondary venders in many locations. Together the two machines provide from 16 to 18 columns which is adequate to handle any combination of the desired brand, Shepper added.

**Sam Marino**, Marino Music, his parents and his family returned from a motor trip to Detroit, their former home.

**Eli Ross**, Ross Distributing, is

back from a vacation trip to Minnesota, along with his wife and children. **Florence Ramsey**, bookkeeper at Pan American Distributing Corporation, is telling everyone about the wonders of Mexico after a vacation spent in Mexico City.

**Doug Madden**, who rented space from Florida Record and Music Company when the latter had the Capitol Records distributorship, now has his appliance repair shop at 640 SW 8th Street. **Dick Mounce**, formerly a record clerk at the Capitol outlet, is associated with Madden.

**Bobby Schwartz**, B & B Vending Company, and his wife **Sylvia** expect to move into their new North Miami Beach home in September.

**James C. Callahan**, parts manager at Bush Distributing, is spending his vacation fishing in the Keys. **Ozzie Trupman** took off for Jacksonville to visit the Company's branch there.

Over-all juke box collections this summer are running about 10 to 15 per cent behind those of a year ago, say **Harold Carson**, Juke Box Company, and **Jack Lipsiner** of Coin-Operated Service. However, they add that the drop reported by many bar owners exceeds that.

**Jerry Weintraub**, who recently purchased a juke box route from **Dave Engel**, Dade Vending Company, is now looking for a home. Another would-be home purchaser is **Norman Rogers**, of R & S Music Company, who is partial to Coral Gables.

**Isadore Samet** has been voted into membership by the Amusement Machine Operators' Association.

AMOA members gave a rousing welcome to **Mrs. Doris Shapiro**, secretary, when she returned from her vacation.

**Isadore Stone**, R & S Music Company, plans a vacation trip to Toronto in September. Among the coin machine contingent returning from visits to the North were **Willie Levey**, back from New York, and **Milton Adler** who spent some time in New Jersey.

**Walter Wheeler**, Supreme Distributors, devised a novel way of spending his vacation. He hitched his trailer and his boat to the family automobile, took along his fishing gear, and away the Wheelers went, headed for New York City. They plan to make frequent stops, wherever the fishing looks good.

The hottest number on **Norman Rogers'** route this week is "Oh, What a Dream" by **Ruth Brown** on the Atlantic label.

Youngsters attending the Magnecord showing at Taran Distributing enjoyed themselves playing the pin games and shuffle alleys on the firm's showroom floor. These included games by **Gottlieb**, **Williams**, **Bally** and **United Manufacturing Company**. **Duke Luker**, Bally distributor, was able to leave the hospital where he has been confined for the past six weeks, to attend the Magnecord showing.

## Portland, Ore.

Communications to:  
Buford Sommers  
Tabor 5095

**Harry Quinn**, manager at John Welch Music Company, back from a vacation, says the Pacific Northwest lumber strike has reduced music grosses in stops patronized by lumber workers. Other locations have suffered less, he says, altho the over-all volume is down slightly from a year ago.

## Lincoln, Neb.

Communications to:  
John J. Burke  
3-1604

### Lincoln Air Base Open to Venders . . .

The new Lincoln Air Base has opened many profitable locations for vending machine operators. Until August 19 the Lincoln Air Base was considered a branch of the Offutt Air Base at Omaha; now all contracts between operators and the base at Lincoln are signed at the Lincoln Air Base.

The Coca-Cola Company has the

concession for the bottled venders on location at the new Lincoln Air Base. **L. E. Schainost** and **James Shappell**, of the Kwik Kafé Company of Lincoln, have the concession on all the cup venders. They operate the four-flavored carbonated soft drink venders and the Kwik Kafé coffee machine. **Ralph Dahl**, of Omaha, operates the cigarette and candy vending machines.

**Mike Stengle**, of the Kyes-Nichols Company, is an enthusiastic admirer of the new model Seeburg and Rock-Ola juke boxes.

**Dick Taylor**, of the Automatic Amusement Company, continues to add to his route with new equipment. He recently bought three new AMI juke boxes and two Banner bowlers.

## Washington

Communications to:  
Delores Newcomb  
EMerson 3-7451

### Operations Expand In Milk Vending . . .

**James Bowen**, manager of Kwik Kafé of Washington, plans to join other local venders in the trend to milk machines. Milk venders placed on location by various firms have broken all records for collection, and Bowen will add a few to his coffee-hot chocolate routes. Kwik Kafé is going into Andrews Field heavily, and is pleased with the reception given its hot chocolate. Bowen adds that cool mornings have kept the sale of hot drinks way above average for this time of the year.

The G. B. Macke Corporation is working on orders for several automatic snack bar installations, says **Meyer Gelfand**.

Friends and employees of **Sid Lotenberg's** Westway Vending Company are glad to see him back on the job after a recent operation. Sid looks forward to attending the NAMA convention here in October and adds that he has several contracts pending involving a large number of machines.

**Hirsh de La Viez**, owner of Hirsh machines, reports that his company bought several of the new Seeburg and Wurlitzer models. He adds that business is picking up slowly after a slight slump.

The Washington Music Guild, headed by **Charles Bowles**, is pleased that the following firms have become members: **Michael Enterprises**, **Northwest Music**, **C & S Music**.

## Los Angeles

Communications to:  
Joel Friedman  
HOLlywood 9-5831

### Badger Sales Ups Premium Trades . . .

**Bill Happel**, president of Badger Sales, returned from a brief business trip in the Pacific Northwest last week, and disclosed plans for the enlargement of the company's premium department. Badger will add to its already complete line of premiums and will stock a number of major brand name gift and accessory items, for coin machine operators in the Southland.

**Jack Simon**, Simon Sales, has been appointed distributor for International Mutoscope, New York, taking on the firm's Drive-mobile as its first product. **Dave Wallich**, regional representative for the Keeney Manufacturing Company, returned from a sales tour of the Northwest.

**Tommy Workman**, Workman Music, El Monte, is a new member of the Los Angeles division of the California Music Merchants' Association. **Lucille Laymon**, Paul Laymon Company, visiting friends and relatives in Washington. **Sherman Ames** has joined the sales staff at Badger Sales in the firm's games and music department.

**Mr. and Mrs. Arch Hawley**, Wurlitzer distributors in Tucson, Ariz., was in town last week on a combined business and pleasure trip. **Minthorne Music Company** is completing the finishing touches on its new coin-row branch, which will house both new and used games, music and vending equipment.

**Don Peters**, Paul Laymon Company, is off on a week's vaca-

# Juke Operators Like EP's

• Continued from page 65

location whose patrons keep pumping coins in the juke box from opening time to closing.

Getting some money into the box during the slack periods is the problem. Anything which will keep the phonograph playing longer, even if at a reduced take per minute, is desirable. EP's have helped achieve this result, report operators.

Practically all operators contacted point to one or more Jackie Gleason EP's as consistent money-earners in juke boxes. The waxings, almost without exception, are not available as singles.

tion for some fishing up at Bishop Lake. **Herb Klein**, International Mutoscope, in town this week. **Sam Gabler** and **Lyn Brown**, of the Lyn Brown Company, continue to expand their routes with the use of more gun games.

Operators in town this week included **Jim Diacos**, Oxnard; **Norm Hayes**, Santa Maria; **Jimmy Jackson**, Palm Springs; **Al Cicero**, Santa Maria; **Bill Bradley**, Covina; **S. L. Griffin**, Pomona; **Ken Ferrier**, Oxnard; **Lela Smith**, Barstow, and **C. B. Ellison**, Lancaster.

**Frank Mencuri**, formerly with Chicago Coin and Exhibit Supply Company in Chicago, has taken over his position in the Minthorne department here. Mencuri met with local operators at the firm's coin row headquarters.

**Lyn Brown**, Lyn Brown Company, is busy adding to his kiddie and game route with the growing popularity of guns. **Ruth McLure**, San Luis Obispo operator, is in town looking at new equipment this week. **Ed Wilkes**, Paul Laymon Company, is vacationing at Balboa.

**Jack Simon**, Simon Sales Company, reports a spurt of sales activity in both Arcade and games equipment. **Jack Dolan**, Minthorne Music Company, was off to Bakersfield on a quick business jaunt. **Hank Tronick**, general manager of the Minthorne firm, returned from his Lake Tahoe hiatus this week.

**Milton Oriega**, Colton operator, was in town last week, along with **Lloyd Dindinger** of Carlsbad. **Sam Ricklin** and **Gabe Orland**, California Music Company one-stop operators, report one of their busiest seasons ever. **Phil Robinson**, Chicago Coin, is now delivering the firm's new Feature Bowler with operators expressing exceptional interest in the bowler.

## Detroit

Communications to:  
Hal Reeves  
WOOdward 2-1100

### Gen. Machine Sales Under New Owners . . .

The General Machine Sales & Repair Company, formerly owned by Mrs. Dorothy C. Sinclair, has been taken over by a new partnership formed by **Ginner** and **Max Koeppel** and **Michael Bellantuoni**. The Koeppel brothers formerly worked for various coin machine companies here, and Bellantuoni formerly operated the Bell Coin Machine Company. The General Company will specialize in distributing and servicing all types of vending machines.

Four new companies recently entered the coin machine field here. The American Coin Machine Corporation is filing incorporation papers, with **Gerald L. Stoetzer** as resident agent. The company is capitalized at \$50,000, with common stock issued at \$10 a share. **Lloyd E. Coffin**, newcomer to the coin machine vending field, has established a new vending machine route, Hollywood Vending Company, Grosse Pointe, in the suburban East Side and Grosse Pointe municipalities, operating gum and nut machines. **William Green**, coin machine distributor, has established his amusement game business under the title of Sportsland Amusement Company. He formerly operated under the firm name of Discount Sales. Riding the advancing crest of interest in dairy products vending, **Thomas H. Deveraux** and **George J. Jacobini** are forming the Dairy Milk Vending Service.

**Lou Nemesch**, head of Music Systems, made the local papers with a picture showing his installation of Seeburg Selectomatic units in a group of new homes.

Such Gleason sets as "Music for Lovers Only," "Tawny" and the recently-released "Music, Martinis and Memories" are cited.

### Pop Appeal

Of almost equal appeal, say operators, are such sets as **Frank Sinatra's** "Songs for Young Lovers" and "Swing Easy," **Eddie Fisher's** "Broadway Classics" and **Nat (King) Cole's** "10th Anniversary."

EP's also give the operator an easy opportunity to fill special location requests for jazz and classical music, they state.

**Regal Music**, one of the largest old-line operations in this city, now programs one or two EP's on "practically all" of its several hundred machines. To spotlight the disks, routemen place the album covers in the glass-in domes of the phonographs. This also solves the problem of proper title-strip information, since the button numbers of the selections contained in the album are lettered in.

Adequate title strips, incidentally, is a current problem facing EP operators. Each EP strip must carry two titles. These are difficult to crowd in the limited space, and operators resort to abbreviations to pack in all necessary data.

### "Wear Proof"

**Regal** notes that an important advantage of the EP's are that they are productive over a lengthy period. Unlike pop material, their appeal is not transitory. With 45 r.p.m. vinyl virtually wear-proof in modern juke boxes, the disks are rotated from machine to machine with good results.

Another major metropolitan operation using EP's is **Brooklyn Amusement**. It also reports good play, but is anxiously awaiting plain-cover sets. Unlike **Regal**, it doesn't display art work in the machines. In its stock room discarded covers are piled in imposing stacks.

In nearby Westchester County a current drive by operators to convert to 10-cent play is making strong use of the EP "music bargain." (See separate story.) **Carl Pavesi**, who is spearheading the move, has just started using EP's on his test dime location. He reports resistance to the higher play price was overcome immediately, with income doubled the first week. **Pavesi** stocks 20 EP's in his test machine. Fifteen other operators in the area are following his lead.

## Record-Buying Tips

• Continued from page 65

erator should make it a point to go back to the location and clear up the circumstances.

**Gunn** believes that requests for hillbilly records are particularly important. He points out that in this field the customers select their music with great care. "They just won't play any hillbilly tune—it has to be a good one."

The second prerequisite of a successful small operation, according to **Gunn**, is good one-stop service. "The small operator can not afford to buy large quantities of unknown tunes the first few weeks they break loose. Not until customer reaction can be tested is it safe for the small operator to go out on the limb."

**Gunn** also points out that the first recording of a new tune might not be the one to hit the top. A second or third recording might easily surpass it in popularity.

**Gunn** urges two other points in record selection:

1. A close study of reports on new numbers in the trade papers.

2. A regular check on what disk jockeys are playing. However, **Gunn** advises, disk jockey favorites may be misleading, since the numbers they pick are often only poor seconds on juke boxes. But the fact that a record is being promoted over the air, does give them an advantage.

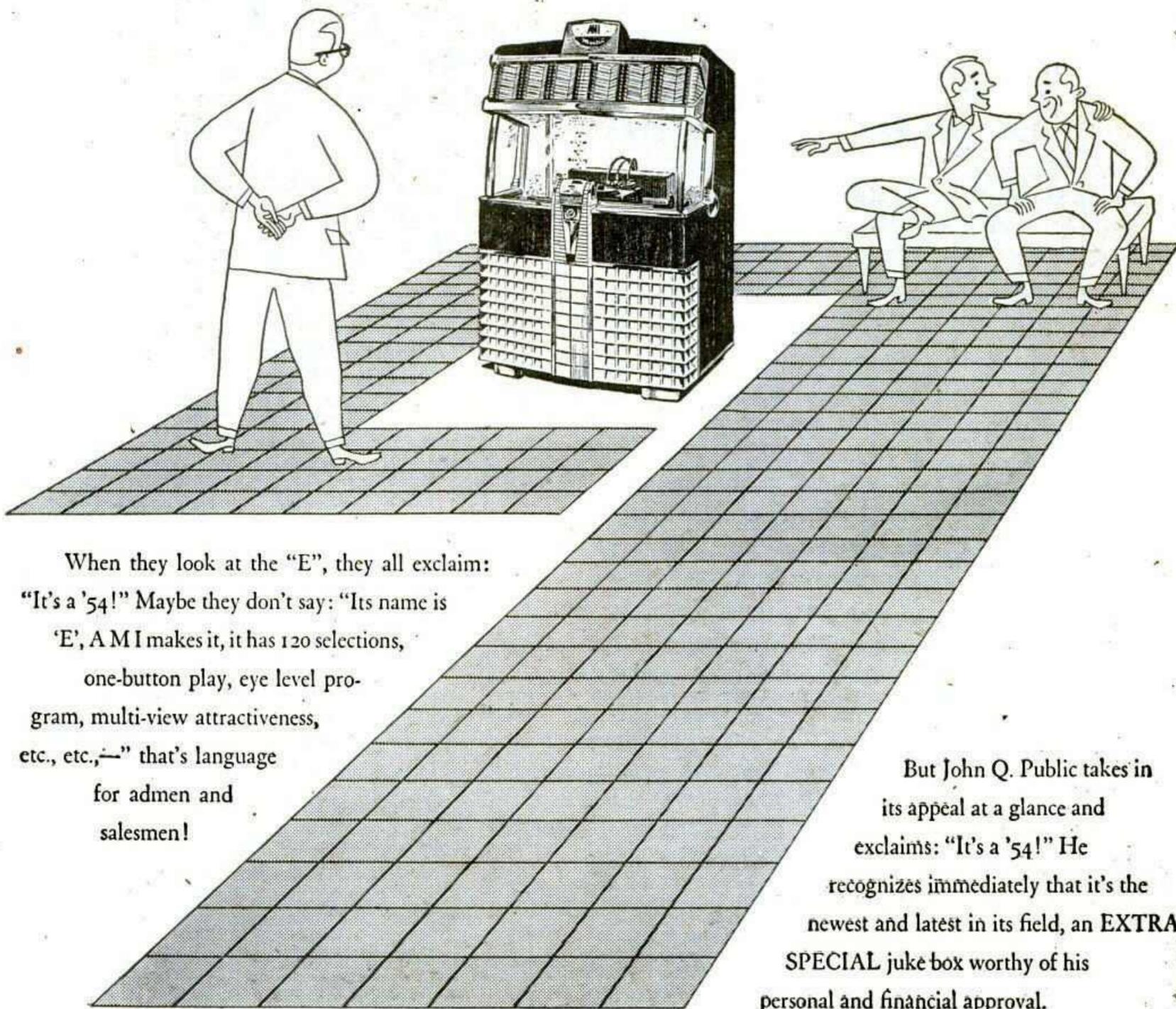
## Mass. Ops Plan

• Continued from page 65

hand included **Hank Peteet**, factory engineer; **James Donahue**, service manager, and **Robert Thompson**, sales manager. **William Bolles**, Keeney & Company, rounded out the list of visitors.

**Ralph H. Ridgeway**, president of the association, announced that the next meeting would be held in the Highland Hotel, West Springfield. Present plans call for two meetings every month.

# it's a "54"



When they look at the "E", they all exclaim:  
 "It's a '54!" Maybe they don't say: "Its name is  
 'E', A MI makes it, it has 120 selections,  
 one-button play, eye level pro-  
 gram, multi-view attractiveness,  
 etc., etc.,—" that's language  
 for admen and  
 salesmen!

But John Q. Public takes in  
 its appeal at a glance and  
 exclaims: "It's a '54!" He  
 recognizes immediately that it's the  
 newest and latest in its field, an EXTRA  
 SPECIAL juke box worthy of his  
 personal and financial approval.

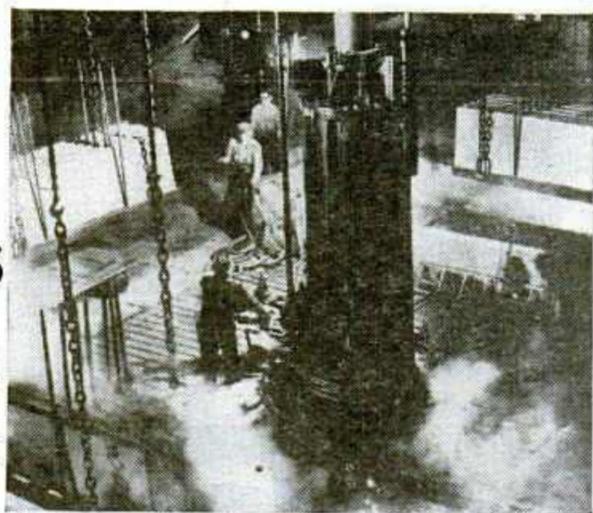
Originator of the Automatic Selective Juke Box in 1927  
**AHEAD THEN - AHEAD NOW**

**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 Pålaisgade, Copenhagen K., Denmark

# F IS FOR FACTORIES



Today there are **48,761\*** Factories—ideal prospects for you and

AMERICA'S

*Music*

UTILITY

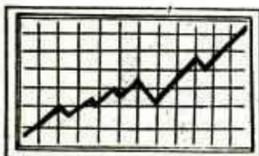
*Human engineering* — the science of making workers happier, more efficient, and more productive in their jobs — is a key development in modern factory management.

And the perfect beginning for *any* program of "human engineering" in *any* factory of *any* size is Magnecord's "Packaged" Background Music Service—America's MUSIC Utility.



Magnecord's "Packaged" Background Music Service is perfect for making workers enjoy their jobs because it features *RCA Planned Music*. Music expertly planned, arranged, blended, produced and programmed to be psychologically correct, scientifically sound, and properly diversified in theme, mood, tempo and dynamic range.

As for increasing efficiency and production, in plant after plant where Background Music has been used, production line output has shot up as much as 15%!



This is the kind of "success story" you can talk about when you offer Magnecord's "Packaged" Background Music Service to *every* factory in your area. We say *every* factory because this is one Background Music Service that can go to any location, to be played *right on location*, via practical, economical, foolproof magnetic tape reels and Magnecord's own, high fidelity, continuous magnetic tape playback.

Whether you're offering America's MUSIC Utility to factories or offices, hotels or motels, retail shops or department stores, showrooms or salesrooms, or any other location, large or small, public or private, you'll find Magnecord's "Packaged" Background Music Service can be an unlimited, *continuing* money-maker for you.

\* ONE MORE EXAMPLE OF THE UNLIMITED PROSPECTS FOR

**MAGNECORD**

High Fidelity Continuous Reproducer

and

**RCA Planned Music**

A "PACKAGED" BACKGROUND MUSIC SERVICE

For complete information phone, wire, or write to:

**magnecord, inc.**

Henry ("Heinie") T. Roberts, Vice President and General Manager — Commercial Music Division  
1101 So. Kilbourn Avenue, Chicago 24, Illinois • Telephone: VAn Buren 6-9301

## 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:

**NEW LINE OF LOW-COST POPS READY.** Favorite Records to cover hit disks on racks (Music department).

**KAY STARR TO SWITCH TO RCA.** TV is a lure which has drawn the singer from Capitol (Music department).

**INDIES TRY 100 PER CENT EXCHANGE.** Distributors plan announced by Central Record Sales (Music department).

And many other informative news stories, as well as the Honor Roll of Hits and pop charts.

## Seeburg Distribbs In 3d Week of Showings

• Continued from page 65

sales manager; R. E. Gibbon, service manager, and W. P. Ward, salesman. Representing the Seeburg factory were Al Miller, Southeastern district manager, and Edgar C. Blankenbeckler, Seeburg field engineer.

Wolfe said that the showing was the most successful in the firm's history. He reported unprecedented acceptance of the new model on the part of the operators and voiced the opinion that the changeover to the improved five-speaker model would be beneficial to factory, distributor and operator.

Among the out-of-town guests attending were Bobby Cox and Gleason Stambaugh, West Palm Beach; Ed Mercer, Homestead; Gene Rogers, Fort Myers; Olin Rogers, Pahokee, and Gordon Williams of Fort Lauderdale.

The new phonograph had previously been shown by the Wolfe Distributing Company at Birmingham, August 8, and in Jacksonville, August 15. Another unveiling is scheduled for Tampa (Floridan Hotel) on September 12.

Cocktails and a buffet lunch were provided at the Miami showing.

### 250 Ops Jam Lynch Quarters in Houston

HOUSTON — Over 250 music operators and their guests jammed the main dining room of the Rice Hotel here Sunday (15) for the S. H. Lynch & Company showing of the new Seeburg phonograph model.

Practically every city and town in the South Texas trade area was represented. Cities, in addition to Houston, found on the registration list were Galveston, Beaumont, Port Arthur, Orange, Freeport, Angleton, Liberty, Cleveland, El Campo, Bay City, Pasadena, Bryan, Hempstead, Brenham and Weimar.

A. A. Sage, branch manager, arranged and directed the showing. He was assisted by Gunnar Baberilson, regional representative of Seeburg. Also on hand to greet operators were H. A. Franz, assistant branch manager, Hans Von Reydt and Dorothy Maines.

### Lynch Pulls 160 Ops At Dallas Unveiling

DALLAS—The S. H. Lynch & Company unveiled the new Seeburg phonograph to operators here Sunday (15) to an estimated 160 operators and their wives.

The showing, held in the Downtown Club rather than in the firm's offices, was hosted by Bill O'Connor, manager of the Dallas office.

On hand to greet operators were S. H. Lynch, president, and Arthur Huges, vice-president.

Lynch & Company also held showings in San Antonio and Houston on the same day.

### Ops From 3 States Attend at Memphis

MEMPHIS—Formal showing of the new Seeburg phonograph was held here Sunday (15) and Monday (16) at the showrooms of Sammons-Pennington Company to music operators from Tennessee, Mississippi and Arkansas.

Approximately 150 operators attended the event. On hand to meet the guests were George W. Sammons, Cotton Pennington and L. C. Sammons Jr. Representing Seeburg was Gunnar K. Gabrielson, district manager.

### W. B. Music Visits 3 Cities in 1 Week

SPRINGFIELD, Mo.—The Saturday (14) showing of the new Seeburg HF 100R, here marked the third fete by the W. B. Music Company, Inc. Previous showings were held in Kansas City, Mo.,

August 9, and in Wichita, Kan., August 11.

Attendance at the Springfield showing was regarded the best in years, as the count went well over the 200 mark.

W. B. Music personnel on hand to meet operators included Harry Silverberg, manager; Charles Page, Ed Lyon, Bryan Reynolds, Ernest Brown, Bill Mandina, Leo Erb, James Riddle, Dolores Novo Gradac, Rose Mason, Rhea Silverberg and Ada Hill.

Ready to explain the new machine to operators were Reed Whitney and Ed Huskey, district manager and engineer of Seeburg respectively.

## Spot Singing

• Continued from page 65

organization would not be able to step in.

It was decided at the Chicago meeting that material used would follow the "Feel Sharp-Be Sharp" and "Muriel" type commercials.

Basically the plan works as follows: Pantages, acting as MOA's advertising agency, would contact national advertisers for playing time on the nation's jukeboxes. Advertising commercials would be submitted to a judging committee, which would either pass or reject the material, and then put on records.

The advertising disks would then be distributed to MOA members for use on their machines. The disks would be played by an electrical timing device. A rough estimate placed four disks on each machine, eight commercials. One commercial would be played every 15 minutes, cutting repetition down to once every two hours.

The records would be furnished to operators without cost and would be labeled as to the type of advertisement — conceivably, beer ads would not be desired in drugstores, etc.

The money collected from the advertisers would be split between the operator and the location owner. An approximate cost of advertising would be 10 cents per record played. Based on an eight-hour day, that amounts to \$3.20 per machine, split between the operator and the location owner.

Research work in the field has been scheduled by Pantages and will begin as soon as the contract is completed.

## Taran Pulls 150

• Continued from page 65

Evoy, sales engineer; Harry Coleman, public relations counsel, and Ralph Bloom, Southern regional sales manager. John Garron, of the Taran staff, who is expected to sell the service locally, also was on hand to answer questions.

Owner Sam Taran said that, in addition to other sales methods, a concerted effort would be made to market Magnecord thru various music operators, who would purchase the units and service them to locations under a rental arrangement. In this connection, Taran explained that his company would maintain an extensive tape library to enable operators and location owners, who purchase the units outright, to buy, rent and exchange tapes.

Each reel of tape is capable of playing eight hours continuously but provision is made for cutting into the music wherever desired for announcements or other institutional advertising.

Among out-of-town guests were R. W. Mallett, Orlando; J. H. Baker, St. Petersburg; H. H. Weddi, Madeira Beach, Fla.; Clifford W. Pfluger II, Fort Lauderdale, Fla.; Mr. and Mrs. Edward Guy, Clearwater, Fla., and E. R. Rosh, W. V. Escalera and Rafael Pensado, all of Havana, Cuba.

STARTS A REAL

# BOOM

IN COLLECTIONS



Maybe it's the smart styling that sparks its splendid earning power! Maybe it's the 104 selections! No question but that it's fabulous high fidelity sound system and that eye-arresting Carousel Record Changer contribute their part. The point is—wherever a Wurlitzer 1700HF Phonograph goes in—collections go up.

We've got success stories galore to prove it. Why not prove it yourself on your own route. You'll be pleasantly and profitably rewarded.

**SEE IT • HEAR IT • BUY IT • AT YOUR  
WURLITZER DISTRIBUTORS**

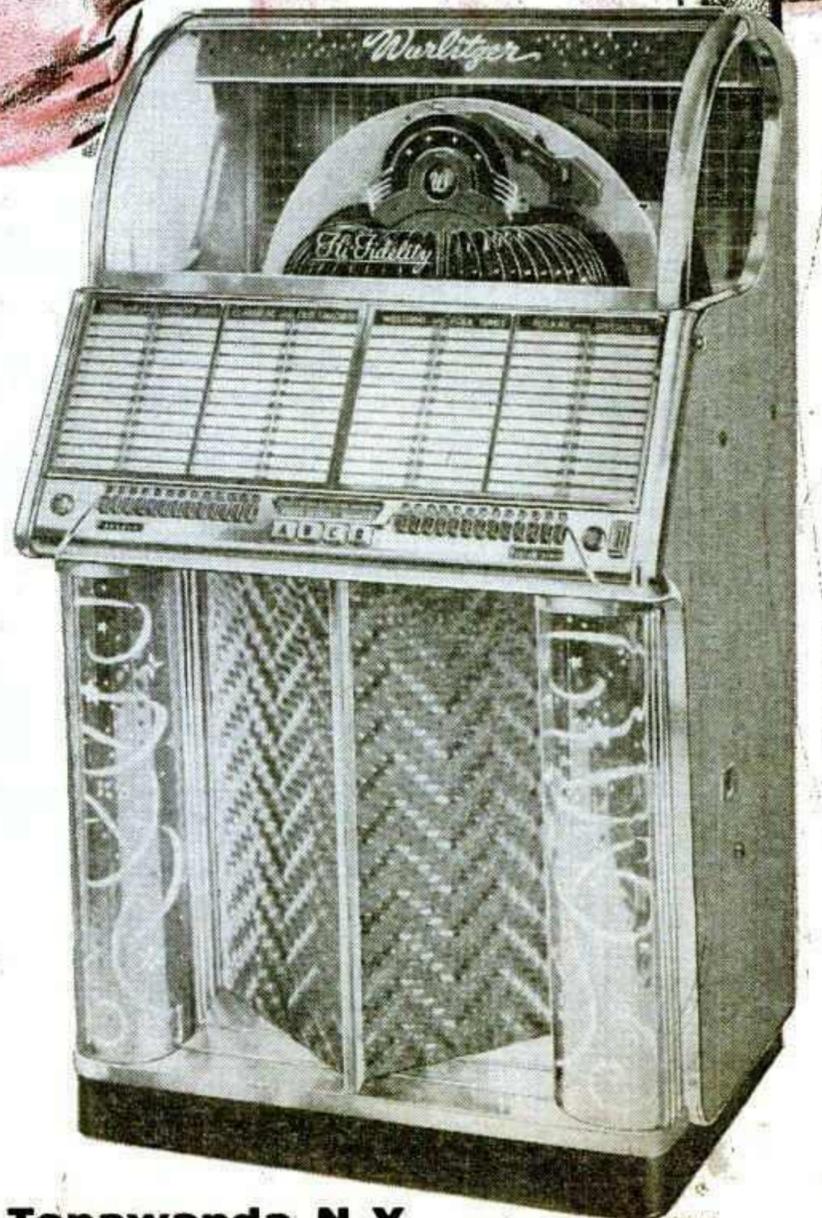
**THE FABULOUS, HIGH FIDELITY**

*Wurlitzer* **1700HF**

**TAKES THE MASK OFF  
THE MUSIC**



**The Rudolph Wurlitzer Company, North Tonawanda, N. Y.**  
Established 1856



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.

AMI	Issue of Aug. 28	Issue of Aug. 21	Issue of Aug. 14	Issue of Aug. 7
Model C.....	\$235.00	\$235.00	\$235.00	
Model D-40.....	350.00	350.00	350.00	
Model D-80.....	495.00	495.00	495.00	
<b>MILLS</b>				
Constellation.....			95.00	\$95.00
<b>ROCK-OLA</b>				
Rock Ola Fireball.....	375.00			
1422.....		79.00	95.00	79.00 95.00
1428.....	175.00	175.00	175.00	175.00
1434.....	365.00	365.00	365.00	365.00
1436 Fireball 45 RPM.....	395.00	395.00	395.00	395.00
<b>SEEBURG</b>				
100.....	65.00	65.00		
M 100 A (78 RPM).....	425.00	395.00 425.00		439.50
M-100-B.....	545.00 575.00	500.00 545.00	545.00	545.00 595.00
M 100-B1.....	595.00	575.00 595.00		
M-100-C.....		700.00		
146.....	99.00	60.00 99.00	95.00	99.00
147.....	119.00	75.00 119.00		119.00
148.....				165.00
148 M.....	169.00	169.00		169.00
148 ML.....	189.00	145.00 189.00	145.00	189.00
<b>WURLITZER</b>				
1015.....	125.00	110.00(2) 125.00	110.00 125.00	75.00 115.00
1080.....	99.00	90.00 99.00	90.00 99.00	
1100.....	185.00 250.00	200.00 250.00	200.00 225.00	225.00
H 1217.....	159.00		250.00	250.00
1250.....	265.00	250.00 265.00	250.00 265.00	265.00 285.00
1400.....		425.00	425.00 465.00	465.00(2)

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Westchester Ops Launch

Continued from page 65

tried on plush stops. Pavesi said the tests are being run on fair and mediocre stops in an effort to determine just what effect the increase will have on number of plays.

Few Complaints

Customer resistance—at least for the first 10 days—has been negligible. Occasionally, a bar patron will say something about 10 cents being a lot of money to pay for hearing a record, but, in almost every instance, the grumbler has been an individual who has seldom been known to drop a coin in a juke box. The steady and occasional players aren't complaining.

Pavesi said the location owners will go along with dime if the facts are presented to them. It is his theory that the most opportune time to present the 10-cent play argument is when the location owner asks for a new box.

Then, he continued, the operator can explain that a new box is economically unfeasible with nickel play, but, at 10 cents, it can be done. Pavesi said that several of his locations have gone along with the higher price in order to get new equipment.

Aids All

The organization looks at dime play as a device to aid the entire industry, not merely the operator. First of all, the conversion is predicated on new equipment. The more stops operate at 10 cents, the more business will be written up by the distributors, and, of course, the more factory orders will result.

Then too, operator revenue could double if the number of plays remained the same, allowing more money for route expansion and more commission revenue for the locations.

The operators feel that, economically, 10 cents is justified. They point out that while, in the last decade, equipment costs, salaries, and general operating expenses have about doubled, they are getting the same gross for their product. In many cases, they add, nickel play is simply unprofitable.

The bugaboo of customer re-

sistance, they add, is more imagined than real. A few years ago, when the price of a cup of coffee went from a nickel to a dime, restaurant people feared customer resistance, particularly when a cup of coffee historically sold for a nickel.

However, after some initial grumbling, the resistance crumbled. The Westchester operators feel the juke box is as much a part of the American scene as a cup of coffee, and the public will accept any reasonable price increase in good grace.

Pavesi feels it will be at least a year before the majority of juke boxes in the county are converted—if the test proves successful—and added that no operator intends to rush into any mass conversion move.

Meanwhile, Tom Goebel, Hudson Valley Amusements, Beacon, N. Y., who attended the meeting during which the 10-cent play plan was approved, reported that the New York State Operators' Association had voted to go ahead on a dime-play experiment of its own. Similar action has been taken by Fairfield County operators of the Connecticut State Operators' Association. Jerry Lambert, C & L Amusements, Stamford, represented the Connecticut operators at the WOG meeting.

Ed Burg, sales executive of Runyon Sales of New Jersey, said local operators will watch the Westchester tests closely, but he indicated that North Jersey operators will continue to run their tests on a dime-minimum rather than a dime-play basis.

Members of the Music Guild of New Jersey have converted selected locations to a two-plays-for-a-dime, six-for-a-quarter basis. The theory is that the public is not yet ready for dime play, but by eliminating the nickel and operating on a 10-cent minimum, it will eventually be conditioned to a dime for a single selection.

Al Denver, head of the New York Automatic Music Operators' Association, pointed out that dime play would probably have a better chance of success in Westchester County than it would in Manhattan.

All or Nothing

He explained that in areas where bars are close together, it would be difficult to install either dime play or dime minimum in one location, while the location across the street or next door had nickel play. It would have to be a case of complete area conversion or nothing, with the odds being on nothing.

This doesn't mean, continued Denver, that dime play is out of the question. On stops, such as roadhouses, where the next tavern may be a long way off, 10-cent play might be quite feasible.

Therefore it appears likely that dime play has the best chance in rural and suburban areas, and that any pioneering will take place there rather than in the city.

Vote Here

Continued from page 65

selecting the organization to receive the donation. Here's how the system works: Large posters are displayed in locations announcing that a juke box is going to be given to the organization receiving the most votes. Ballot boxes are placed on or near the machines for the customers' use.

Howard Scott, secretary of the association, said that a large supply of posters was mailed to operators early this week, and that reports were already coming in indicating that coverage was wide-spread.

The poster, which reads "Vote here—a juke box will be given away free to a deserving organization by the South Dakota Phonograph Operators' Association," lists about a half dozen worthy organizations—Vet hospitals, churches, State institutions, etc.

The voting will end during the first week of September, giving the operators plenty of time to collect the ballots, record them and be ready with the results at the association meeting in Salem, September 12-13.

Another public relations effort to be considered at the meeting will be the possibility of sponsoring an association candidate in the coming Mrs. South Dakota beauty contest.

Op Elections To Spark UMO Meet Sept. 7

DETROIT, Aug. 28.—Officer elections will spark the next meeting of the recently revived United Music Operators of Michigan to be held September 7 in the Fort Wayne Hotel, according to Roy Small, conciliator of the organization.

Small also announced that the association was opening permanent offices in the hotel this week. Furniture for the new offices, he added, was purchased from the Detroit Music Operators' Guild.

The Guild, whose board voted to dissolve two weeks ago, is now represented in UMO by all thirteen former officers and directors, in addition to a number of other members.

Membership applications are continuing to climb, Small said, with a total of 100 expected by the next meeting. This will represent approximately 75 per cent of the total juke box operation in the Motor City, Small pointed out. He estimated that there were 13 operators with three or more machines, and another 50, part-time operators, with only one and two.

Regular meetings will be held on the first Monday of each month in the association's offices.

Juke Exports Soar

Continued from page 65

country was Western Germany, breaking not only its own record, but all past records as well. In just two months, February and April, Western Germany imported over \$650,000 in coin-operated phonographs. In February it hit the staggering total of \$257,511, only to come back two months later with an even higher \$398,842.

Venezuela, also enjoying a record year, continues to lead the list of top South American importers. Should Western Germany maintain its lead over Venezuela, it would be the first country to do so in over five years.

Mexico and Colombia, altho third and fourth on the list, are also running higher than ever before. With the same amounts three years ago, both would easily have captured the No. 1 spot.

Belgium, which ranked second among all importers last year, was the only country on the list running below '53 totals. Indicating the steady rise of the other importers is the fact that Belgium would have ranked third on last year's list.

Canada, running close on the heels of Colombia, showed a slight increase over last year, but still dropped from third to fifth place. Cuba, too, reported a higher dollar volume this year, but no noticeable gain on the other countries.

The eighth place country on the list, Netherlands, is running nearly 100 per cent over last year's volume. But because of the substantial difference between Netherlands and the next highest country, it is unlikely that there will be any changes in positions.

Adds 3 Distrib

Continued from page 65

division, named J. H. Sparks, Inc.; Tape Tunes, Inc., and Moses Radio-Electronics Company as the three firms appointed.

Sparks, 1618 N. Broad Street, Philadelphia, will cover five surrounding Pennsylvania counties, nine New Jersey counties and the entire State of Delaware; Tape Tunes, 220 Tenney Building, Madison, will operate in 11 counties in Southern Wisconsin, and Moses Radio, 330 Locust Street, Hartford, was appointed the entire State of Connecticut.

National Lift Company Announces New Model

WAYNE, Mich., Aug. 28.—The National Lift Company, manufacturers of powered end-gates for pick-up trucks, announced this week that a new model had been added to its line.

The new model, called the Lift-o-Matic, features a 1,000 pound capacity, a single control lever attached to the gate, an automatic safety catch and straight or offset mounting brackets to fit all trucks.

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

● **NIX PINBALLS** for Chicago. Master in Chancery reports to Superior Court that pinballs with changing odds feature cannot be legalized in Chicago. Includes history of pinball legislation in Illinois. (Page 109, The Billboard, August 28.)

● **JUKE BOX COPYRIGHT** legislation dies as Congress adjourns. Legislation which would have ended the juke box exemption to performance royalties not acted upon as the session ends. (Page 1, The Billboard, August 28.)

● **BIGGEST CIGARETTE MACHINE** ever built is coming soon from National Vending Corporation. It holds 20 different brands, will sell for between \$250 and \$300. First showing in Washington in October. (Page 110, The Billboard, August 28.)

● **JUKE BOX COMMERCIAL** plan devised by Rodney Pantages and approved by MOA's executive committee was also approved last week by the Los Angeles Division of California Music Merchants' Association. (Page 114, The Billboard, August 28.)

● **NEW ROCK-OLA** phonograph. First complete details of the features of the new Rock-Ola 50-selection juke box. Evans also rumored coming with a 50-selection model. (Page 114, The Billboard, August 28.)

IF YOU MISSED READING THE AUGUST 28 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New



A Continuing Story of Leadership in Action

# Fitting Companions

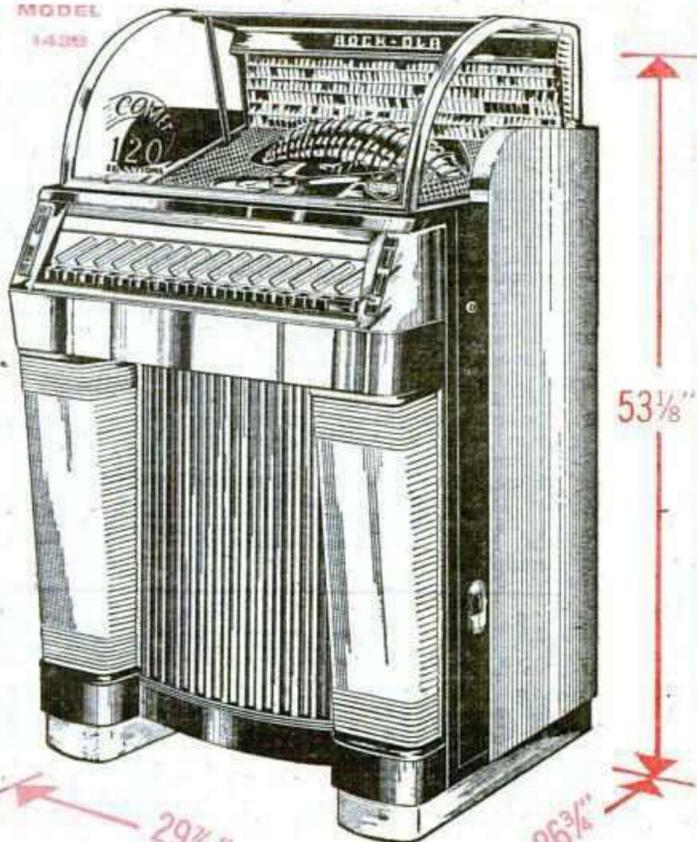
... both small in size ...  
both "big" in plays and profits ...  
both with the proven revolutionary Rock-Ola Mechanism

## ROCK-OLA

### Comet SELECTION 120 MUSIC

The original Phonograph with  
120 selections

MODEL  
1438



MODEL  
1546



Chrome Cover  
Wall Box with  
120 Selections

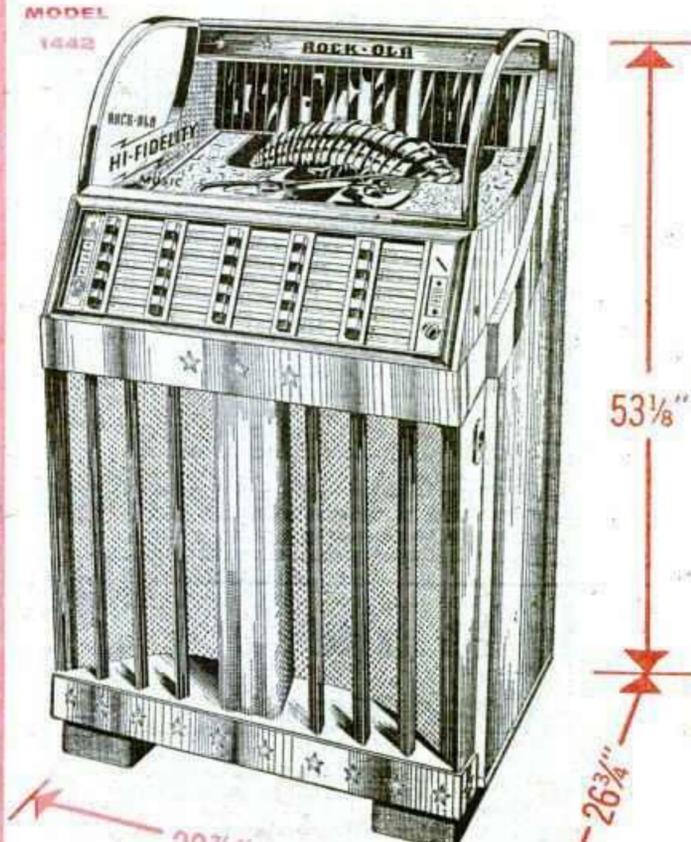
ROCK-OLA MANUFACTURING CORP.

## ROCK-OLA

### 50 SELECTION MUSIC

For those locations that need a  
superb instrument with fewer records

MODEL  
1442



MODEL  
1548



Chrome Cover  
Wall Box with  
50 Selections

800 North Kedzie Avenue, Chicago 51, Illinois

## NEW OPPORTUNITY FOR OPS

### Canned Drinks May Curb Bottlers' Vending Plans

By AARON STERNFIELD

NEW YORK, Aug. 28.—In the tobacco and candy fields the trend has been for the distributor to establish vending outposts as a means of increasing distribution in his principal product, take on other vending lines as a means of holding the location, and finally set up a separate diversified

vending operation, with the vending tail often wagging the distributing dog.

In the carbonated beverage field, the first step—establishing vending outposts—has been taken by many a franchised bottler, but few have attempted to retain locations by offering packaged services.

Now, there is strong evidence to indicate that the bottlers will not take the next two steps, but rather pull in their vending horns and concentrate on the packaging of drinks for retail consumption. Canned carbonated beverages will probably have a lot to do with their decisions.

While, on the surface, the carbonated drink distributor seems to perform the same functions as his opposites in the cigarette and candy fields, there is a basic difference between the purveyors of liquid and solid refreshments.

The difference is this—the cigarette and candy distributors buy packaged, processed products from the manufacturer. Their function is to sell, in turn, the packaged products to the retailer.

The drink distributor, on the other hand, buys sirup, a raw material, and bottles it himself. There therefore is a manufacturer in a very real sense.

The cigarette and candy distributor can devote a major portion of his capital and time to sales, including the creation of new markets. If some of these new markets require automatic merchandising, and if an automatic merchandising operation requires the stocking of additional commodities and the purchasing of vending equipment, the well-financed, stable distributor can make the transition.

The transition, however, is not so easily made by the drink distributor. As most of his money, time and effort is tied up in equipment and manufacturing, as his franchise position gives him a territorial monopoly in his particular brand, his vending activity is necessarily limited, and, in most cases, confined to locations which won't gross enough for a cup drink machine to operate at a profit.

In effect, the bottler gets locations that the diversified operator won't bother with. As he can't compete with the diversified operator on top locations (because the bottler isn't in a position to give a package and because his bottle drink equipment won't handle the capacities that cup

(Continued on page 75)

### New Plan Gives Ops Variety of Canned Drinks, One Source

Small Diversified Purchases Possible; Contract Buying May Stabilize Costs

BROOKLYN, Aug. 28.—A plan whereby operators of canned drink venders will be able to buy all their supplies from the same source, in small lots if desired, and with few seasonal price variations, has been worked out by Sam Skolnick, head of the Fruitcrest Corporation, in co-operation with Jack Cross, Juice Bar executive.

Fruitcrest, since 1949, has been supplying the vending industry with six-ounce cans of juice. The firm is currently negotiating with a major canner of carbonated beverages with crown-top container to handle the carbonated line. This will give Fruitcrest virtually a complete line of juices and carbonated drinks, both in flat-top and crown-top cans.

In most cases the operator of canned drink venders has had his problems on supplies. Except for the very large operators, most of the orders placed by venders are considered peanuts by canning firms. As a result, the operator

usually has trouble placing the order and also loses the discounts offered a volume purchaser.

**Freight Costs**  
Then, too, his freight costs, based on small orders from a variety of suppliers, are considerable.

The Fruitcrest plan is to offer the eight fruit juice flavors made

(Continued on page 75)

#### IN EUROPE

### Bulk Units Store-Owned, Well Lighted

CHICAGO, Aug. 28. — Bulk vending in Europe more than holds its own with the entire automatic merchandising industry there, reports Eric Dunn in Vend, The Billboard's sister publication.

As with most automatic selling machines in Europe, bulk machines are owned by individual shopkeepers who stock them, while manufacturers repair them.

In Paris, large volume vending is confined to the subway system,

(Continued on page 80)

### Van Why New Eamco Head

NEWARK, N. J., Aug. 28.—Bruce R. Van Why has purchased the stock of Eamco, local bulk vending machine outlet organized 23 years ago by his brother-in-law, the late Frank Hart.

Van Why was associated with Hart for a brief time during Eamco's early years, but for the last 15 years has been chief electrician at General Instrument's Elizabeth, N. J., plant. He will take over as Eamco president.

The firm is currently distributor for Columbia and Topper and handles new and used bulk gum and nut venders, parts, stamp venders, and nuts, gum and charms.

Van Why said the firm plans to take on new lines, to be announced at a later date. Other than that, he added, Eamco will continue to follow the same policies practices for 23 years by Frank Hart.

### Rapp Says '54 NAMA Meet To Be Biggest

NEW YORK, Aug. 28. — Mel Rapp, executive vice-president of Apco, Inc., and general convention chairman of the National Automatic Merchandising Association's 1954 convention, said this week that this year's meeting will be the largest in the history of the organization.

With the four-day event scheduled to get underway at Washington's National Guard Armory October 10, Rapp announced that "many large exhibitors who formerly took two, three or four booths have contracted for six, eight and even 12 booths this year."

He paid tribute to the various committee chairmen, including Frank J. Bradley, Automatic Equipment Corporation, general program committee; Raymond J. Scheuer, Vendomat Corporation of America, activities program committee; Meyer Gelfand, G. B. Macke Corporation; business program committee; Mrs. Aaron Goldman, ladies' program committee, Davre Davidson, Davidson Brothers, exhibit committee, and James T. Teahan, Eastern Electric, Inc., trade show advisory committee.

#### POCO PESOS

### Mexican Bulk Vending Industry in Bad Shape

JAMAICA, N. Y., Aug. 28.—Sam Eppy, president of the charm manufacturing firm of the same name, reported that the Mexican bulk gum and charm industry is in a bad way.

Returning from a three-week business trip in Mexico, Eppy explained that the recent devaluation of the peso—by 44 per cent—is the root of the trouble, while the duty on U. S. imports and the shortage of 25-centavo pieces aggravate the situation.

The devaluation had the effect of doubling the cost of U. S. imports. That, coupled with a duty of 80 per cent on ball gum and charms, makes it virtually prohibitive.

#### Coin Shortage

An acute shortage of 25-centavo pieces—worth 2 cents—is playing havoc with bulk vending. With the devaluation and the duty, the equivalent of a 2-cent vend is required by the operator to come out ahead.

The 5-centavo coin and the 10-centavo piece are plentiful, but the former is worth .4 cents, while the latter is worth .8 cents. For

that kind of money, you just can't buy anything in a vending machine.

Of course, the coin mechanism can be set to take five 5-centavo pieces, but that's a lot of trouble for a ball of gum.

#### Capsule Charms

Capsule charms, said Eppy, vend for 1.5 pesos, or 12 cents, and, at the price, there are few takers. Any operator vending for less, said Eppy, is cutting his profit margin to the danger point.

Actually, the poor condition of the bulk vending industry in Mexico is caused more by artificial than genuine economic factors. The tariff is purely an arbitrary thing, while the devaluation of the peso was a measure taken by the government to strengthen its economy.

But meanwhile the bulk vending industry isn't going anywhere in particular south of the border.

### Paramount Sets Up Production On Milk Units

NEWARK, N. J., Aug. 28.—Ed Dembek, head of the Paramount Freezing Equipment Corporation here, plans to step up production of the firm's outdoor milk quart vender to one a day within the next month. Current production is one a month.

Meanwhile, Dembek disclosed that 60 Paramount units are currently on location, mostly in North Jersey. Latest locations, he said, are the parking lot of a hamburger stand and a used car lot.

The unit has been modified, said Dembek, to hold 200 quarts in vending position. Former capacity was 175 quarts. The reserve storage space still holds 1,500 quarts. He added the price is unchanged, \$2,500.

Meanwhile, Dembek announced that a combination egg and milk unit is on location on an empty field by a highway junction in Utica, N. Y. It has a capacity of 70 dozen eggs and 175 quarts of milk. These units are built on order.

### N. J. Solon Boosts Milk Vending in Cong. Record

WASHINGTON, Aug. 28. — A pitch for milk vending and a tribute to the Rowe Manufacturing Company was entered in the Congressional Record recently by Rep. Peter Frelinghuysen Jr., from the congressional district which embraces the Rowe plant in Whippany, N. J.

Frelinghuysen coupled his remarks on vending and Rowe with an outline of the milk surplus situation, which he termed as artificial. He explained that the 8,000,000 pounds of surplus milk and milk products were bought by the federal government last year, not enough milk was produced to take care of the full dietary needs of the people.

He added, "I would like to associate myself strongly with the campaign of leading State and federal officials and dairy associations to spur the sale of milk by the use of a new distribution tool—the automatic vending machine."

The New Jersey congressman

pointed out that venders accounted for \$1.5 million worth of sales last year, including cigarettes, milk, soft drinks, candy, sandwiches, ice cream, pastry and

(Continued on page 80)

### Can Vs. Bottle To Highlight ABCB Meeting

WASHINGTON, Aug. 28.—The battle of the bottle vs. the can will be waged at the American Bottlers of Carbonated Beverages' 36th annual convention to be held in Philadelphia in November.

Representatives of the glass and can industries will lock horns at the final general session Thursday, November 18, on the merits of their respective containers for soft drinks, the ABCB

(Continued on page 80)

### Frank Unit Mfr. Names Distribs, Bows 4 Models

McCann to Get New Quarters, Up Production

LOS ANGELES, Aug. 28.—McCann Engineering Company, manufacturers of a new hot-cold sandwich vending machine, this week announced that the firm will shortly get new quarters and step up production: from 40 to 100 machines a month.

Doug Savage, head of Red Hot Sales, national sales agency, announced at the same time that two new distributors for the unit had been named: H. Frank Company, Detroit, and Storie-Schultz, Chicago. Each will handle their respective metropolitan areas. Nu-Matic, Inc., was named to handle the machine in New York last April.

Savage also announced that

(Continued on page 80)

### VENDER EXPORTS DOWN FOR MAY

CHICAGO, Aug. 28.—Vending machine exports in May this year slipped to \$78,308 from \$83,742 recorded during the same month in 1953 (Official U. S. Department of Commerce figures were released for May this week).

However, a comparison of the number of units shipped abroad with dollar totals emphasizes the fact that newer, bigger and more expensive machines are being exported. The vender exports for the month totalled 530 units for an average machine value of \$147.75, while in the same month in 1953, 1200 units made up that monthly total for \$69.78 average.

(See detailed export table giving market breakdown for May.)

### IPA Meeting to Star Cup Drink Vending

CHICAGO, Aug. 28.—For the second straight year, automatic selling rates featured billing at the International Popcorn Association's combined popcorn industries annual convention and exhibit to be held at the Conrad Hilton Hotel October 31-November 4.

Cup drink vending will be discussed by two vender manufacturers.

The theater-concession segment which pioneered similar sessions last year—will include discussions on popcorn, candy, ice cream, soft drinks and drive-in operations, co-chairman Bert Nathan, Theater Popcorn Vending Corporation, and Nathan Buchman, American Theater Supply Corporation, announced this week.

Mel Rapp, executive vice-president, Apco, Inc., will speak on New Ideas in Drink Equipment; Roland Stonebrook, Cole Products Corporation, will talk on "Carbonation, Refrigeration, Sanitation & Sirup Throw."

Vending machine manufacturers exhibiting at the convention include Rowe Manufacturing, which will display cigarette, candy and ice cream machines; Cole Products Corporation, which will show cup drink machines; Perfumatic, perfume machines; Ap-

(Continued on page 74)

### Pepsi Pushes Price to Ops

NEW YORK, Aug. 28.—Pepsi-Cola's cup vending division is talking price in its sales push aimed at operators.

Along with an order blank, a typical mailing to an operator includes a sales piece pointing up the price advantage of Pepsi sirup over that of the "nearest comparable cola."

In one mailing, a magician is pictured waving a wand over a

(Continued on page 80)

**We Have Newer CHARMS!**

send 35¢ Complete Sample Kit

Quality filled Capsules, F.I.B. Badges, Flicker Action Pictures, Initial, Military, Cameo and Jewel Rings.

**National Sales Agents for ACORN CHARM VENDOR parts and accessories**

**PENNY KING COMPANY**

2538 Mission Street Pittsburgh 3, Pa.

**COMING SOON! SUPER-V**

VICTOR'S NEW CAPSULE VENDOR

**SCHOENBACH STAMP VENDORS**

Folder Type

ATTRACTIVE OUTSTANDING Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$24.50 ea.

3 Col. Vendor \$32.50 ea.

Very Low Prices

1/3 With Order, Balance C.O.D.

**J. SCHOENBACH**

Distributors of Advance Vending Machines

1647 Bedford Ave., Brooklyn 25, N. Y.

READY FOR DELIVERY NOW!

**DAK'S NEW "400" CAPSULE VENDOR**

**R. R. WHITEHEAD**

1075 Woodland Avenue S. E. Atlanta, Georgia

**FOR SALE**

Brand new factory packed, 70 Mills 107 Chewing Gum Vendors at \$20.00 each.

**CANCEL HERMANOS**

Box 6155 Santurce, P. R.

**COMING SOON! SUPER-V**

VICTOR'S NEW CAPSULE VENDOR

**76% VOTE COFFEE IN THE BREAKS**

CHICAGO, Aug. 28.—Plant workers prefer coffee during periodic rest breaks, a survey by Fact Finder, Inc., confirmed. Plant personnel officials were asked "What beverage—in order of their popularity—are available during rest periods?" Results: 76 per cent ranked coffee first, 17 per cent soft drinks, 6 per cent milk, 1 per cent fruit juices, 57 per cent ranked soft drinks their second choice beverage.

**Detroit Ops Report Chocolate Ups Hot Beverage Vol. 25%**

DETROIT, Aug. 28.—Hot chocolate vending, which is showing rapid growth in hot beverage vending, is still in the embryonic stage in the Motor City, altho operators here who are vending it report hot beverage dollar volume increases of up to 25 per cent.

While only few operators are active in the field at the present time in Detroit, it seems to offer a good area for hot beverage growth here.

Operators who are now vending hot chocolate along with coffee in industrial locations in Detroit point to the fact that their hot beverage dollar volume has shown steady increases since adding chocolate. Persons who do not drink coffee do drink hot chocolate, and those who do drink coffee have hot chocolate once in a while (altho not cutting down on their coffee)—which means that hot chocolate spells a "plus market."

The profit margin is comparable to that in coffee vending. Chocolate is being vended here at both a nickel and a dime, altho there is no split-price operation (7, 8 or 12 cents).

The price factor is governed by the amount charged for coffee, both hot chocolate and coffee being vended for the same price.

Industrial locations have proved the best locations for hot chocolate.

Only one drawback has kept Detroit operators from going into hot chocolate vending until recently: A chocolate which could be vended in a uniform amount for each cup. Operators here once reported that the ounce machine was controlled to dispense on each serving sometimes turned out to be only half an ounce, but the problem seems to be licked now and present sirups are considered satisfactory by operators.

**Cig Sales Off 4 1/2% In Fiscal 1953-1954**

RICHMOND, Va., Aug. 28.—Cigarette consumption for the fiscal year ending June 30, was 4.6 per cent below the preceding year, F. M. Parkinson, executive director here for the National Tobacco Tax Research Council announced Tuesday (17).

Parkinson said the downward trend in national consumption—which characterized the first 10 months of the fiscal year—was stopped in May.

Basing his statement on collections of federal and State excise taxes, Parkinson said cigarette consumption this May was 1.5 per cent better than May, 1953.

And June was even better, with an 8.1 per cent gain over the previous June, he said (Internal Revenue Service figures show 5 per cent—see separate story in this section).

During the past fiscal year, Parkinson said cigarette taxes totaled \$2,038,000,000. This figure is composed of federal taxes of \$1,513,740,000, State taxes of \$494,587,000 and municipal taxes of \$30,000,000.

**Ala. Cig Tax Take Dips**

MONTGOMERY, Ala., Aug. 28.—State Revenue Commissioner Joseph Edwards reported that Alabama tobacco tax collections for the first 10 months of the 1953-'54 fiscal year totaled \$6,193,225, down \$322,876, compared with collections of \$6,516,101 during the like period of the preceding year.

Collections for the month of July totaled \$653,234, down \$44,948, compared with the \$698,182 collected in July, 1953.

**19TH YEAR NAMA to Elect New Directors At Convention**

CHICAGO, Aug. 28.—For the 19th straight year, the National Automatic Merchandising Association will elect new directors at its annual convention, to be held this year in Washington, D. C., October 10-13. To be elected: five directors for a three-year term, one director for a two-year term. The meeting to elect the director will be held Sunday, October 10 at noon in the National Guard Armory.

I. Hayne Houston, NAMA president, has appointed a three-man nominating committee to select nominees for the offices of directors. Members of the committee are W. T. Collett, W. W. Tibals Company, chairman; Richard L. Cole, Cole Products Corporation, and Bernie J. Kiley, Airport Vending Service.

There are 15 elected members of the board of directors who serve three-year terms; five elected each year at the annual meeting. Two past presidents are now ex-officio members of the board, and one past president will become an ex-officio member at the October meeting. Four past presidents are honorary members of the board.

Any operator, manufacturer, or bottler member is eligible to serve on the board and each is qualified to vote for directors.

Members of the board whose terms expire this year are: Aaron Goldman, the G. B. Macke Corporation; John T. Pierson, the Vendo Company; Frank J. Bradley, Automatic Equipment Company; W. T. Collett, and Herb A. Geiger, Automatic Sales Company.

Members of the board whose terms expire in 1955 are: I. H. Houston, Spacarb, Inc.; Davre Davidson, Davidson Brothers; Maurice L. Heffer, Johnson Tobacco Company; D. C. Letts, Chickasaw Canteen Company and Tennessee Service Company; Richard W. Wood, Coca-Cola Bottling Works, Gary, Ind.

Other board members whose terms do not expire until 1956 are Thomas B. Donahue, National Vendors, Inc.; William S. Fishman, Automatic Merchandising Company, Louis Disman, Mystic Automatic Sales Company, and R. L. Strain, American Locker Company, Inc.

Ex-officio members are George M. Seedman, Rowe Service Company, Inc.; J. B. Lanagan, the Nik-o-Lok Company, and Aaron Goldman. Honorary members are Nathaniel Leverone, Automatic Canteen Company of America; R. Z. Greene, Rowe; John T. Pierson and Ford S. Mason, Ford Gum & Machine Company, Inc.

**N. D. July Cig Tax Dips 8 1/2 Per Cent**

BISMARCK, N. D., Aug. 28.—J. Arthur Engen, State tax commissioner, reports that collections of taxes for July, 1954, from cigarettes was \$316,876, compared with \$345,797 for July, 1953, or a drop of 8.36 per cent.

**New Vender Cement**

PHILADELPHIA, Aug. 28.—A new fast-setting cement for anchoring vending machines to either horizontal or vertical surfaces was announced by the Garon Products Company.

Called Garonite, it permits use of machines in 30 minutes to one hour. At one hour compression strength is guaranteed to exceed 5,000 p.s.i. and increases to 12,000 p.s.i. at full strength.

No price announced.

**BEAUTIFUL INDIAN HEADS**

Imported, hand painted, very colorful. 7/8" overall size—not too large for penny vending, fine for Rocket Machines, and they fit capsules, too!

ONLY \$7.75 M.

Freight prepaid. Order now because our stock won't last long at this price. Write for free sample!

**OHIO GUM SUPPLY CORP.**

P. O. Box 155 Wickliffe, Ohio

**COMING SOON! SUPER-V**

VICTOR'S NEW CAPSULE VENDOR

**Cities Get Bigger Cut of Florida's Cig Tax Receipts**

TALLAHASSEE, Fla., Aug. 28.—Florida cities are getting a bigger share of the State cigarette tax despite a decline in collections for the fiscal year that ended in June, the Beverage Department said.

Beverage Director A. E. McKinney Jr., said \$1,199,000 will be sent to cities as a result of June collections, which ended the 1953-'54 fiscal year. Only \$215,000 will go to the State general revenue fund.

This will raise the total distribution to cities from smoke tax collections for the fiscal year to \$15,084,000, which is \$367,000 more than the cities received from the previous year's collections.

Officials said the municipalities' share from the nickel-a-pack levy increased because more packages of cigarettes were sold within the limits of cities. Revenue from cigarettes sold outside city limits goes to the State treasury.

The drop in collections this year, coupled with the fact that collections increased about \$1,000,000 a year for each of the two previous years, led to a beverage department investigation of the purchase of cigarettes outside the State to avoid taxes.

Officials said a list of more than 4,000 purchasers are being sent notices that they must pay the taxes on cigarettes they bought by mail outside the State.

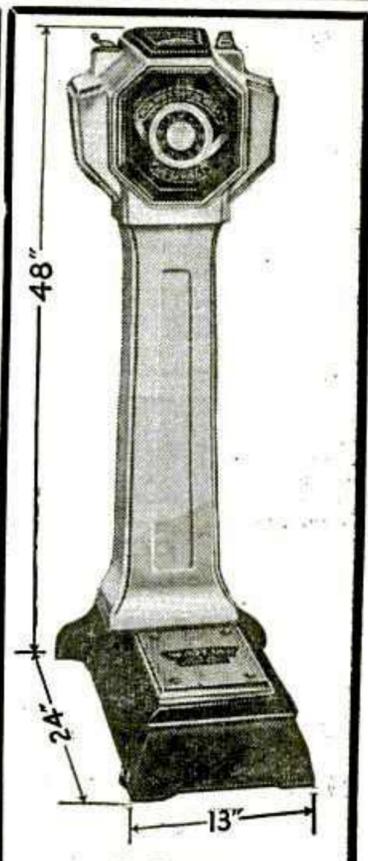
**Bow Kit for Drink Machine Servicing**

CHICAGO, Aug. 28.—The Liquid Carbonic Corporation this week announced a new Automatic Carbonator "Do It Yourself" kit which includes everything required to self-contain the carbonator in drink venders.

The kit was designed for more adaptable installation by operators.

**COMING SOON! SUPER-V**

VICTOR'S NEW CAPSULE VENDOR



**\$25 DOWN**

**Balance \$10 Monthly**

**ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.**

Invented and Made Only by

**WATLING**

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill. Est. 1889—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago.

**GIVE TO DAMON RUNYON CANCER FUND**

**CIGARETTE and CANDY MACHINES!**

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

**UNEEDA CIGARETTE VENDORS**

Model E, 6 Cols., 180 Cap. .... \$ 75.00

Model A, 9 Cols., 270 Cap. .... 95.00

Model 500, 9 Cols., 350 Cap. .... 100.00

**DU GRENIER CIGARETTE VENDORS**

Model S, 7 Cols., 210 Cap. .... \$ 85.00

Model V, 7 Cols., 210 Cap. .... 90.00

Model W, 9 Cols., 270 Cap. .... 95.00

**ROWE CIGARETTE VENDORS**

Imperial, 6 Cols., 180 Cap. .... \$ 85.00

Imperial, 8 Cols., 240 Cap. .... 90.00

President, 8 Cols., 320 Cap. .... 130.00

Royal, 8 Cols., 320 Cap. .... 100.00

Crusader, 8 Cols., 380 Cap. .... 145.00

Diplomat Electric, 8 Cols., 340 Cap. .... 165.00

**CANDY MACHINES**

Rowe Candy, 8 Cols., 120 Cap. .... \$ 85.00

Uneeda Candy, Wall Model, 5 Cols., 102 Cap. .... 65.00

Stoner Candy, Prewar, 6 Cols., 102 Cap. .... 115.00

Rowe Candy Merchant, Late Model, 7 Cols., 158 Cap. .... 165.00

**SODA and COFFEE MACHINES**

Coca-Cola Bottle Vender—Cap 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.

**DUGRENIER CHAMPION**

9 Columns 420 Cap. \$97.50

**UNEEDA VENDING SERVICE, INC.**

"The Nation's Leading Distributor of Vending Machines"

NEW RECONDITIONED LIKE NEW

250 Meserole Street, Brooklyn 6, N. Y. • HEGEMAN 3-6295

**Northwestern SUPER JET**

SENSATIONAL NEW CAPSULE VENDOR

★ 325 capsule capacity

★ Simple, foolproof mechanism

**\$64.00 PER CARTON OF FOUR**

**VARIETY IS THE SPICE OF LIFE!**

Rake's Jet Capsule ass. gives you a variety mixture of feature items selected from all popular charms. Try a sample mixture!

**\$20.00 per M**

Write for Catalog of New & Used Vendors, Accessories & Supplies. 1/3 Deposit, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**

609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

**CAPSULES (Filled)**  
 All Items **\$10.00 per 500** All Items  
 Gold Seal De Luxe Mixture  
 Baby Chicks Bugs Butterflies  
 Silver Flashlights Wood Tops  
 Secret Stamp Pad Rings Balloons  
 Spiders Lizards Dominoes

Write for Free 32-Page Vending Machine Catalog

One-Third Deposit on All Orders.  
**PARKWAY MACHINE CORPORATION**  
 715 Ensor St. Baltimore 2, Md.

**New Counter For Cig Units**

CHICAGO, Aug. 28.—A new reset counter for automatically counting cigarette packs vended was announced by Production Instrument Company.

Called Pak-Sales, the new counter automatically registers sales from each loading. The operator reads and records total sales, resets counter to zero and loads machine.

The counter will be sold thru vending equipment distributors as a complete counting unit with mounting bracket, screws, etc. The counter is made for all makes of cigarette machines, according to a firm official.

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 1¢ & 5¢ Comb. .... \$12.00  
 N.W. #39 1¢ Porc. .... 7.95  
 N.W. #33 1¢ Porc. B.G. .... 6.50  
 Master 1¢ Bulk Porc. .... 6.50  
 Master 5¢ Bulk Porc. .... 6.50  
 Master 1¢ & 5¢ Bulk Porc. .... 6.95  
 Columbus 1¢ Bulk .... 6.50  
 Silver King 1¢ B.G. or Mdse. .... 7.45  
 Silver King 5¢ .... 7.45  
 Exhibit Post Card (Metal) .... 15.00  
 Advance #10 1¢ B.G. .... 6.45  
 Advance #11 Mdse. .... 5.95

**Hershey Sales Up, But Net Declines**

HERSHEY, Pa., Aug. 28.—Sales for the first half of 1954 for the Hershey Chocolate Corporation rose to \$75,690,641 from \$69,057,802 for the corresponding period a year ago.

Net profits, however, dropped to \$3,100,483, or \$1.19 a common share, from \$4,812,992, or \$1.90 a share, in 1953.

Company officials attributed the sales increase to higher prices charged by the firm for chocolate products, but said that the increased cost of cocoa bean accounted for the dip in earnings.

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen ..... \$ .75  
 Pistachio Nuts, Vendor's Mix ..... .65  
 Pistachio Nuts, Shaik ..... .48  
 Cashew Whole ..... .48  
 Cashew Butts ..... .38  
 Peanut, Jumbo ..... .38  
 Spanish ..... .35  
 Mixed Nuts ..... .35  
 Almonds, 480 ct., 3 lbs., vac. pk. .... .37  
 Baby Chicks ..... .30  
 Rainbow Peanuts ..... .30  
 Boston Baked Beans ..... .30  
 Jelly Beans ..... .28  
 Licorice Lozenges ..... .28  
 M & M ..... .44  
 Assorted Fruit Chews, 100 ct. .... .42  
 Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Pepsid, per lb. .... .28  
 Wm. Wrigley's Gum, all flavors, 100 ct. .... .47  
 Wm. Wrigley's Gum, all flavors, 100 ct. .... .47  
 Hershey's Chocolate, 200 ct. .... 1.50  
 Minimum Order, 75 Boxes Assorted  
 Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

JACKSON, Miss., Aug. 28.—Secretary of State Heber Ladner has granted a certificate of incorporation to Lott Vendors, Inc., Jackson, to operate vending machines.

**NORTHWESTERN SALES AND SERVICE CO.**  
 MOE MANDELL  
 446 W. 36th St., New York 18, N. Y.  
 LOngacre 4-6467

**COMING SOON! SUPER-V**  
 VICTOR'S NEW CAPSULE VENDOR

**NEW ... NOTHING ELSE LIKE IT!**

**Northwestern**

**SELECTIVE TAB GUM VENDER with "QUICK CHANGE" MERCHANDISE DRUM**

Wire or write for details  
**THE NORTHWESTERN CORPORATION**  
 EAST ARMSTRONG ST. • MORRIS, ILLINOIS



**Just Arrived TWO IMPORT ITEMS**

METAL LOCKS, with keys, \$9.00 the best kind..... \$9.00 per gross

KNIVES, Pearlized, fine steel blade..... \$3.00 per gross

f.o.b. Jamaica, N. Y.



**TWO NEW FILLED CAPSULE ITEMS**

GOLD (Vacuum-Plated) FIELD GLASSES ..... \$20.00

GOLD (Vacuum-Plated) Big SIX-SHOOTER GUNS, 2 GUNS in Capsule ..... \$20.00

Immediate delivery



**SAMUEL EPPY & CO., INC.**  
 91-15 144th Place  
 Jamaica 35, L. I., N. Y.

**THE BILLBOARD INDEX**  
**ADVERTISED USED MACHINE PRICES**  
**VENDING MACHINES**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Aug. 28	Issue of Aug. 21	Issue of Aug. 14	Issue of Aug. 7
Acorn Tab Gum (10 col.)...	\$21.95	\$21.95		\$21.95
Acorn Vendor, 1c.....	14.95			
Acorn Vendor, 5c.....	14.95			
Advance Model D Ball Gum..	6.45	6.45	\$6.45	6.45
Advance No. 11 Mdse.....	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c.....	8.50 10.00	8.50 10.00	10.00	8.50 10.00
Ajax (8 col.).....			150.00	
Andico Coffee Vendors.....	395.00	395.00		
Atlas Ace 1c Mdse.....	6.50	6.50		
Bradley Seniors, (2 sel.)....	225.00	225.00		
25c Ball Point Vendor.....	49.50	49.50	49.50	49.50
Cigar Vendor.....	12.00	12.00	12.00	
Columbus 1c.....	6.50	6.50	6.50	6.50
Craig Ice Cream Bar.....	125.00	125.00		
Daval Roll Stamp, (3 col.)..	25.00	25.00		
Diplomat Electric, (8 col.)..	165.00			
DuGrenier Champion (9 col.)	97.50	97.50	100.00	100.00
DuGrenier Model W (9 col.)..	95.00 125.00	95.00 125.00	95.00 125.00	95.00 125.00
DuGrenier Model S (7 col.)..	85.00	85.00	85.00	85.00
DuGrenier Model V (7 col.)..	90.00	90.00	90.00	90.00
Eastern Electric, (8 col.)...	115.00		15.00	15.00
Exhibit Card Vendor, 1c....	15.00	15.00		15.00
Foot Ease.....	129.50(late)	95.00	129.50(late)	129.50(late)
Hupp Single Drink.....	110.00	110.00		
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Kenney Electric, (9 col.)...	145.00			
Master 1c & 5c.....	6.95 8.50	6.95 8.50	6.95 8.50	6.95 8.50
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 Single Drink.....	150.00	150.00		
Mills Tab Gum.....	27.50	27.50	27.50	27.50
Mills 3 Drink.....	185.00	185.00		
National 930.....	95.00 130.00	130.00	130.00	130.00
National 950.....	110.00 145.00	145.00	145.00	145.00
Northwestern 33 Ball Gum..	6.50	6.50	6.50	6.50
Northwestern Deluxe 1c and 5c.....	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c..	7.95	7.95	7.95	7.95
Northwestern 49, 1c.....	17.35	17.35	17.35	17.35
Northwestern 49, 5c.....	17.35	17.35	17.35	17.35
Northwestern 40, 1c Mdse..	6.50	6.50	6.50	6.50
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Northwestern Tab Gum.....	25.95	25.95	25.95	25.95
N. W. 1c & 5c Candy Mdse..	12.00	12.00		
N. W. 39, 1c Mdse.....	6.50	6.50		
N. W. Roll-type Stamp, (2 col.).....	35.00	35.00		
Pop Corn Sez.....	69.00	69.00	69.00	69.00
P. X., (10 col.).....	125.00			
Revco Ice Cream Cup.....	125.00	125.00		
25c Razor Blade.....	19.50	19.50	19.50	19.50
Rowe Candy, (7 col.).....	165.00			
Rowe Candy (8 col.).....	85.00	85.00	85.00	85.00
Rowe Crusader (8 col.).....	145.00	145.00	145.00	145.00
Rowe Crusader (10 col.)....	155.00	155.00	155.00	155.00
Rowe Electric, (8 col.).....	95.00			
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.).....	90.00	90.00	87.50	87.50
Rowe President (8 col.)....	130.00 155.00	130.00 155.00	130.00 155.00	130.00 155.00
Rowe President 10 col.)....	155.00	155.00	155.00	155.00
Rowe Royal (8 col.).....	100.00	100.00	100.00	100.00
Schumack Roll-type Stamp, (1 col.).....	15.00	15.00		
Silver King Coffee.....	125.00	125.00		
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 Mdse.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	7.45	7.45	7.45
Silver King Hot Nut.....	15.00 29.95	15.00 29.95	15.00 29.95	15.00 29.95
Smoke Shop Lo-Boy.....			249.50	
Sneads.....	125.00	125.00		
Stamp, (2 col.).....	12.50	12.50		
Stoner Candy (6 col.).....	115.00	115.00	115.00	115.00
SuperVends, (3 sel.).....	265.00	265.00		
Victor 1c.....	8.50	8.50		
Victor Baby Grand.....	8.50	8.50		
Uneda Candy (5 col.).....	65.00(2)	65.00	65.00	65.00
Uneda Model A (9 col.)....	95.00	95.00	95.00	95.00
Uneda Model E (6 col.)....	75.00	75.00	75.00	75.00
Uneda Model 500 (9 col.)..	110.00	100.00	100.00	100.00
Unedapak Model 500 (9 col.).....	100.00 135.00	135.00	135.00	135.00
U-Select-It.....	49.50	49.50	49.50	49.50

READY FOR DELIVERY NOW!

**OAK'S NEW "400" CAPSULE VENDOR**

J. SCHOENBACH  
 1645 Bedford  
 Brooklyn 25, New York



**Lorillard Names G. A. Hoffmann**

NEW YORK, Aug. 28.—George A. Hoffmann, manager of P. Lorillard's Richmond, Va., plant, has been named assistant director of manufacturing by President William J. Halley. Hoffmann will work in the New York office under Joseph J. Blacknall, vice-president and director of manufacturing.

Hoffmann joined Lorillard in 1920, serving as superintendent of the New York, Jersey City and Baltimore branches. In 1945 he was named assistant branch manager at Richmond, and in 1949 became manager.

He entered the tobacco industry in 1911 as a 16-year-old apprentice.

**COMING SOON! SUPER-V**  
 VICTOR'S NEW CAPSULE VENDOR

**IPA Meeting**  
 • Continued from page 72

co, Inc., which will show cup drink units.

Nathan said that 31 subjects will be covered in seven sessions of three hours each during the four days of the convention.

Other topics to be discussed are "Is Candy Being Properly Priced in Our Theaters?"; "What Can We do to Increase Ice Cream Sales?"; "How Can We Improve our Beverage Sales?" and "What Are you doing to Increase Candy Sales and Promote Candy?"

Discussion leaders will be concession operators not yet named.

**CAPSULES**  
 The best in filled Capsules from **KARL GUGGENHEIM!**

**MIXES**

per thousand  
 Toy & Prize Mix..... \$20.50  
 Novelty Mix..... 21.00  
 Key Chain Mix..... 20.00

**INDIVIDUAL ITEMS IN CAPSULES**

per thousand  
 Friendship Ring..... \$20.50  
 Top with String..... 20.00  
 Wire Puzzles..... 20.00  
 Lizards..... 20.00  
 Spiders..... 20.00  
 Razzers..... 20.00  
 Maze Puzzles..... 21.50  
 Yo-Yo's..... 21.00  
 Balloons..... 21.50  
 Chicks..... 20.00  
 Compass..... 22.50

**Guggenheim**  
 33 UNION SQUARE  
 N. Y. C. 3, N. Y. • AL 5-8393

**COMING SOON! SUPER-V**  
 VICTOR'S NEW CAPSULE VENDOR

**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

READY FOR DELIVERY NOW!

**OAK'S NEW "400" CAPSULE VENDOR**

WILLIAM J. NEWMAN  
 430 Octavia Street  
 San Francisco, California



**COMING SOON! SUPER-V**  
 VICTOR'S NEW CAPSULE VENDOR

**AT BIG SAVINGS**

**BALL and VENDING GUMS**

**New LOW Factory Prices**

**BUBBLE • CHICLE CHLOROPHYLL**

Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb  
 Clor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb  
 Clor-o-Vend Chicks, 275 & 320 ct. 40¢ lb  
 Chicle Chicks, 320 & 520 ct. 36¢ lb  
 Bubble Chicks, 320 & 520 ct. 30¢ lb

F.O.B. Factory, 150 Lb. Lots

**AMERICAN CHEWING PRODUCTS**  
 4th & Mt. Pleasant • Newark 4, N. J.

**25% JUMP**

**Bottlers Up Coffee Unit Buys: Mills**

ST. CHARLES, Ill., Aug. 28.—Bert Mills, head of Bert Mills Corporation, announced Wednesday (25) that the number of bottlers ordering the firm's coffee machine has jumped 25 per cent since the beginning of the year.

Mills said that the bottlers were vending hot coffee in addition to cold drinks to increase income and meet competition from adding coffee service.

"Many of the bottlers have been surprised to discover that coffee does not compete with soft drinks. Instead, it supplements soft drink service, providing added income for the bottler," Mills stated.

He cited the Broughton Beverage Company, Ashtabula, O., as an example of typical bottler experience in the new field.

Broughton introduced soft drink cup vending in industrial plants in the summer; when winter came, many locations asked for coffee machines. At the same time, the locations wanted a "package" service.

So Broughton ordered 13 coffee machines. He found that expanding service added sales volume without appreciably raising costs, typical of bottlers' experience, said Mills.

**New Opportunity for Ops**

• Continued from page 72

venders will), he installs bottle venders in low-traffic stops.

**Losing Ventures**

On many of these low-traffic stops, the diversified operator has been reluctant to put in his bid, because he feels that they would be losing ventures for cup venders.

However, with the entry of canned carbonated beverages in the field the diversified operator may think differently about locations which he had previously left to the bottler.

According to a vending executive of one of the major beverage companies, canned drink venders represent a compromise between expensive cup drink machines and low-capacity bottle venders. He feels that the diversified operator will be able to lower his sights with the canned drink vender and go after locations which he previously felt weren't worth the trouble.

**To Lose Stops**

This doesn't mean, of course, that the end is in sight for bottle drink vending, the executive added, but it does indicate that the bottlers are going to lose a fair percentage of their stops to full-time operators.

From the beverage manufacturer's point of view, there is one temporary obstacle to the development of canned carbonated beverage vending.

In his company, and in many other companies, agreements exist between the beverage manufacturer and the franchised bottler about beverage distribution in his territory.

**Packaged Products**

The nub of most of these agreements is this: The manufacturer may ship raw materials (sirups) into territories serviced by franchised bottlers, but they may not ship packaged products. Canned drinks are packaged products.

Thus, a manufacturer who has been shipping sirup to operators in a bottler's area will get no complaints. But let him start shipping bottles—or cans—into the area, and the bottler may let out a howl.

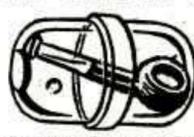
In the past, if a vending operator wanted to dispense bottled

**PUT THIS IN YOUR PIPE AND SMOKE IT!**

**THE HOTTEST CAPSULE ITEM EVER—DEMANDED FROM COAST TO COAST!**

PRICE'S 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

**In Philadelphia or Anywhere FILLED CAPSULES**

**Immediate Delivery Write for Lowest Prices**

**VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR**

**Immediate Delivery**

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**Plan Gives Variety**

• Continued from page 72

by the firm, plus another eight brands may by other firms, and also a line of canned carbonated beverages to enable the operator to place one order with enough brand diversification to suit his needs.

The agreement with Jack Cross and Howard Richardson, of Juice Bar, is an informal one, but it is calculated to enhance the business of the vending machine firm and the canned drink organization.

**Juice Bar Customers**

Cross and Richardson had been taking care of the needs of Juice Bar operators thru Juice Drinks, Inc., a Mattawan, N. J., firm organized to supply the venders with six-ounce fruit juice cans. Fruitrest will take over the functions of Juice Drinks and supply Juice Bar customers. In turn, it will recommend Juice Bar units to the trade.

Skolnick feels he can offer juices at prices less than those charged by the canners in many instances. Fruitrest has a contract-buying policy, set when the juice supply is plentiful, for the balance of the year.

In turn, the firm is able to avoid most price fluctuations during the course of the year, and when supplies are short and prices high, the Fruitrest price is apt to remain the same.

**Eight Flavors**

The Fruitrest line includes apple juice, apricot nectar, lemon drink, orange drink, pear nectar, pineapple nectar, prune juice and tropical punch.

Other brands carried in stock are Skyline Brand (apple), Choc-Treat (chocolate), Wilrick (grape), Spring Garden (tomato), Webster (tomato), Hi-C (orange) and Bluebird (orange and grape fruit).

Skolnick said that any order could be processed and put in transit within 24 hours, thereby cutting days from the normal delivery times. He added that the firm will develop new flavors and take on additional lines as the canned beverage vending market grows.

According to Skolnick, canned beverage vending will have special impact on medium-sized locations, not large enough to warrant installation of cup units, and too busy for bottle venders. Only can vending, he feels, will allow the operator to offer carbonated and non-carbonated drinks in the same unit with sufficient selectivity and relatively low equipment cost.

**ADA Names Neu News Dir., Shifts Coleman**

CHICAGO, Aug. 28.—Frank R. Neu was named publicity director of the American Dairy Association, Lester J. Will, general manager, announced Monday (23). Neu was formerly public relations director of the ADA's Wisconsin office.

Neu succeeds Donald F. Coleman who was named assistant to the general manager. A native of Iowa, Neu graduated from the University of Chicago, worked on several weekly newspapers in Wisconsin, published a magazine for rural newspaper writers. Before joining ADA in Wisconsin, Neu owned and published The Glenwood City (Wis.) Tribune for five years. He is married and has three children.

Coleman served as publicity director of the association since January, 1953. He was formerly with the public relations staff of radio station WGN and a reporter for the City News Bureau in Chicago.

drinks, he bought his drinks from the local bottler, not from the company.

He can't do the same thing with cans, tho, for the simple reason that the bottlers don't can drinks. Even if he operates in a territory where there is no franchised bottler, he creates a disturbance if part of his route covers an area serviced by a franchised dealer.

In this case, the manufacturer would be in the unenviable position of telling the operator where to place his equipment. Of course, few operators would comply.

Eventually, bottlers will become canners as well. But, according to the beverage spokesman, this won't be done overnight.

**New Equipment**

Assuming that the canning operation is a cap-top method (the closest to the bottling operation) new equipment and production methods must be used.

In a bottling operation, a visual control exists in the filling process. The liquid can be observed filling the bottle, and, if the bottle is not filled to capacity, it is a simple matter to spot.

There is no visual control in the canning process. As a result, a weight control must be utilized. When the can contains a specified amount of liquid, the weight control, thru a pressure device, puts the can in a cappable position. This device can't be fairly accurate, it must be perfect. As perfect equipment costs a lot of money, this is one of the factors which make bottlers think twice about entering the canning field.

**Time Problem**

Time is also a problem. When cans lay around the plant for as long as 24 hours, the liner is apt to pick up and retain other odors. Thus, if a plant is canning root beer, the aroma of that liquid is apt to linger in empties which may be in the area. When the empties are filled with cherry soda the next day, the contents may not taste exactly as cherry soda should.

But, according to the beverage executive, these drawbacks will slow up the development of canned drinks, but they won't stop it. Whether the bottlers like it or not, they may be forced into canning operations.

**TRIED 'EM YET?**

Per M

Funny Face Rings..... } \$10.25  
 Nickel

Signet Initial Rings..... } \$11.00  
 Gold

Topsy Turvy ..... \$12.00  
 Two-in-One Game ..... 19.00  
 Rocket Mix ..... 15.50  
 Magic Foto Sets ..... 12.25

**SEND FOR FREE PRICE LIST**

**Abbey Plastics Corp.**  
3354 Nostrand Ave., Brooklyn 29, N. Y.

**READY FOR DELIVERY NOW!**

**OAK'S NEW "400" CAPSULE VENDOR**

**WEIDMAN NATIONAL SALES**  
5911 Fourth Avenue  
Detroit 2, Michigan

**Plan Gives Variety**

• Continued from page 72

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**INFO. BOOTH AT NAMA MEET**

CHICAGO, Aug. 28.—An information booth will be set up at the National Automatic Merchandising Association convention by Vend, The Billboard's sister publication.

Vend will provide free local telephone service and an emergency service on incoming long distance calls so that a conventioneer can be reached quickly. In case of emergency, a person can call the Vend information booth and Vend will locate the person called.

The booth will also be a general information center to help conventioners to locate persons attending the show and exhibits.

**COMING SOON!**

**SUPER-V**

VICTOR'S NEW CAPSULE VENDOR

**COMING SOON!**

**SUPER-V**

VICTOR'S NEW CAPSULE VENDOR

**ADVERTISERS**  
know exactly what  
**THE BILLBOARD**  
delivers because The Billboard is a  
member of the Audit Bureau of  
Circulations.

**In California and the West**

Complete line of Northwestern Capsule Venders, Tab Gum, Peanut, Ball Gum and Stamp Vending Machines and Supplies. Write for price lists.

**Immediate delivery.**

**ADDEY, INC.**  
2815 W. Pico Blvd.  
Los Angeles 6, California

**COMING SOON!**

**SUPER-V**

VICTOR'S NEW CAPSULE VENDOR

**VICTOR'S HALF CABINET**

**\$13.50 each**  
100 or more

**\$14.25 each**  
Less than 100

Packed and sold in cartons of 4.

Write for low prices on ball gum and charms.

Loaded Capsules for Victor's Capsule Venders, \$20.00 per 1,000.

**H. B. HUTCHINSON JR.**  
860 North Ave., N.E. Atlanta 6, Ga.  
Tel.: Emerson 4300

**VICTOR'S Baby Grand Deluxe 5c CAPSULE VENDER**

**Immediate Delivery!**  
Less than 100 100 or more

**\$60.00** case (packed 4 to case)  
**\$57.00** case

**PRESS-ON BASEBALL MASCOT EMBLEMS**

24 Teams—Asstd. Colors—2 Designs. National, American, International Leagues. Simple directions for applying included in capsule!

**ONLY \$19.00** per 1000 includes emblem and instruction sheets

**NEW CAPSULE ITEM!!! SECRET STAMP PAD RING**

Remove cap with inked pad to use secret stamp. 16 Different Secret Stamps!

**\$20.00** per 1000 with instruction sheets  
**BABY DOLL & BABY SHOES** in Capsules. 500 each item. \$20.00 per 1000.

**Pioneer Vending Service**  
590 Albany Ave., Brooklyn 3, N. Y.  
Phone: PResident 4-5358

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VICTOR'S NEW CAPSULE VENDOR

**GIVE TO DAMON RUNYON CANCER FUND**

**COMING SOON!**

**SUPER-V**

VICTOR'S NEW CAPSULE VENDOR

**READY FOR DELIVERY NOW!**

**OAK'S NEW "400" CAPSULE VENDOR**

**JOHN HORN**  
2965 Hickory  
Abilene, Texas

**COMING SOON!**

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VICTOR'S NEW CAPSULE VENDOR

**COMING SOON!**

**SUPER-V**

VICTOR'S NEW CAPSULE VENDOR

**Precision-Built for PROTECTION & PROFITS!**

**ACORN**

The only completely die-cast aluminum, precision built

**ALL-PURPOSE VENDOR**

1c & 5c mechanism slides into place—no screws!

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**IMPROVED! SILVER-STREAK**

BRUSH HOUSING & BALL GUM WHEEL

**OAK MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

**EASTERN OFFICE:**  
PENNY KING CO.  
2538 Mission St.  
Pittsburgh 3, Pa.

**WESTERN OFFICE:**  
OPERATORS VENDING MACHINE SUPPLY  
1023 S. Grand Ave.  
Los Angeles 15, Calif.

## May Coin Exports Up 21% See \$1 1/4 Million-Plus Year

**\$1,262,874 Shipped; Games,  
Music Soar, Canada Leads**

CHICAGO, Aug. 28.—Exports of coin-operated amusement games, coin-operated phonographs and vending machines hit a healthy \$1,262,874 total in the month of May, a boost of 21 per cent over last year, with game and juke shipments sparking the gain.

While the \$1 1/4 million total marked a jump over last year, it was 21 per cent behind the record total shipments in April, 1954, of more than \$1 1/2 million.

Amusement game exports, however, pulled out ahead of both the April, 1954, total and last year's May figure, reaching \$370,201. Last year the amusement game run in May was \$358,502, and April of this year gave the games a relatively low \$281,338 total.

Music Machines climbed from \$544,147 in 1953 to \$814,365 last May, but still lagged far behind April, 1954—the record month that tabbed a whopping \$1,247,642 music total.

Canada led the amusement game and vending machine export markets in May, posting

\$198,386 and \$58,128 totals respectively. This was well above any other country in these categories.

Colombia was next in games, with a \$48,412 figure, and Italy, runner-up in venders, totaled only \$6,140. Only five countries registered vending imports during May. May is the latest month for which Department of Commerce figures are available, due to months of preparation required before publication.

Colombia and Venezuela each broke the \$100,000 barrier in music totals during May, Colombia

leading the field with \$107,020. Mexico, Canada and Belgium followed closely behind. Canadian music machines dropped to \$96,366 from the \$1,247,642 mark of the previous month.

Exports to West Germany, which hit a high \$401,579 in April, \$398,842 of which was in music trade, dropped to a more normal \$34,618 total for May. Music still dominated the German picture, accounting for nearly all of the exports to that country.

Canada was the only country in May to realize steady trade in (Continued on page 78)

## MUSIC OPS' GAME

### Blatt Turns Mfr., Rolls Out New Gun

MIAMI, Aug. 28.—After 11 years, Willie Blatt, of Supreme Distributors, has returned to the manufacturing field with a new game called Bulls Eye, a pistol device which shoots "bullets" (steel ball bearings) at a constantly moving target. Production Facilities Company, a \$350,000 plant in Miami containing 45,000 square feet, is presently turning out Bulls Eye on a limited production basis. Delay in obtaining a specially developed pistol made by ABT with a larger than conventional trigger, has held back output. Started as a 10-shots-for-a-nickel game, Blatt has decided to

switch to 20 shots for the same price.

#### Names Runyon

Production delays have prevented Blatt from naming more than one distributor up to this time. Runyon Sales Company, New York, is handling sales of Bulls Eye in the East. Other shipments are being made by Supreme direct from Miami.

The main feature of Bulls Eye—which measures 30" by 16" by 25" and weighs about 35 pounds—is a patented revolving wheel containing four sets of targets. Each set contains three targets—one worth 100 points, another worth 300 points, and if hit direct- (Continued on page 78)

## Coin Machine Exports

May, 1954

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	231	\$ 96,366	1,474	\$198,386	396	\$58,128	2,101	\$ 352,880
Colombia	259	107,020	900	48,412	...	...	1,159	155,432
Venezuela	165	106,924	25	5,533	2	559	192	113,016
Belgium	205	81,464	851	24,897	...	...	1,056	106,361
Mexico	171	99,578	18	6,275	...	...	189	105,853
France	94	50,488	26	12,800	...	...	120	63,088
Cuba	106	51,081	93	7,638	...	...	199	58,719
Netherlands	140	44,532	66	6,480	...	...	206	51,012
W. Germany	46	33,618	2	1,000	...	...	48	34,618
Salvador	48	24,985	2	559	4	2,560	54	28,104
Phil. R.	33	21,920	...	...	...	...	33	21,920
Fr. Morocco	29	11,051	30	8,426	...	...	59	19,477
Panama	16	11,752	6	2,622	4	2,034	26	16,408
Peru	32	14,426	20	1,728	...	...	52	16,154
Switzerland	20	14,586	3	630	...	...	23	15,216
Japan	12	8,960	10	3,655	...	...	22	12,615
Guatemala	18	10,110	...	...	...	...	18	10,110
Dom. Rep.	10	5,518	6	2,375	...	...	16	7,893
Italy	...	...	9	1,569	4	6,140	13	7,709
United King.	2	3,166	8	2,848	...	...	10	6,014
Br. Malaya	...	...	28	5,850	...	...	28	5,850
Tangier	...	...	44	5,450	...	...	44	5,450
Korean Rep.	12	1,950	7	2,800	...	...	19	4,750
Nicaragua	6	3,791	...	...	...	...	6	3,791
N. Antil.	2	1,072	6	2,370	...	...	8	3,442
Kuwait	...	...	...	...	10	2,697	10	2,697
Canal Zone	...	...	4	1,630	...	...	4	1,630
C. Rica	1	1,187	...	...	...	...	1	1,187
Honduras	1	500	3	684	...	...	4	1,184
Ireland	3	1,020	...	...	...	...	3	1,020
Bermuda	...	...	4	1,000	...	...	4	1,000
Saudi Arabia	...	...	3	999	...	...	3	999
Ecuador	...	...	2	845	...	...	2	845
Denmark	...	...	5	700	...	...	5	700
Other Countries	40	7,300	80	12,510	110	6,190	230	26,000
<b>TOTALS</b>	<b>1,702</b>	<b>\$814,365</b>	<b>3,735</b>	<b>\$370,021</b>	<b>530</b>	<b>\$78,308</b>	<b>5,967</b>	<b>\$1,262,874</b>

## Eastern Ops Gather for 3 Bally Schools

CHICAGO, Aug. 28.—Amusement game operators in the East were guests this week of three Bally Manufacturing Company distributors who acted as hosts for service schools: Atlas Novelty Company, Pittsburgh; Redd Distributing Company, Boston, and Sheldon Sales, Inc., Buffalo.

The schools were conducted by Bob Breither, Bally field engineer, who demonstrated the new Jet and Rocket Bowlers with the Speed-o-Me feature which permits a player to increase the scoring value of strikes and spares by controlling the speed of each shot. Also demonstrated was a new in-line scoring game, Variety (see separate story).

Si Redd and Bob Jones greeted operators from thruout the New England area at the school sessions Monday and Tuesday (23-24), at Redd Distributing Company.

## Lieberman Genco Distrib In 3 States

CHICAGO, Aug. 28.—Harold Lieberman, Lieberman Music Company, Minneapolis, this week was appointed distributor for the Genco Manufacturing & Sales Company in three States.

Ralph Sheffield, Genco sales manager, announced that Lieberman Music will handle distribution of company products in Minnesota, North Dakota and South Dakota.

## Ogden Outlaws Pins Used for Gambling

OGDEN, Utah, Aug. 28.—An ordinance outlawing pinball games which are "used for gambling" has been passed by the Ogden City Council.

The ordinance, effective September 1, will give owners of pinball games of this type until October 15 to dispose of them.

A second ordinance set forth which pinballs come under the "gambling device" provision of the measure. Council members said that final decision would be made when licenses are re-

## CHI PIN OPS

### Turn to Shuffles After Pin Report

CHICAGO, Aug. 28.—The Windy City's game operators and distributors have swung their attention back on shuffle games following the report submitted last week by Master-in-Chancery William J. McGah, a spot check by The Billboard revealed this week.

McGah's report recommended that the suit brought by operators to restrain the city from interfering with pinball operations be dismissed (The Billboard, August 28).

The report—with objections that may be filed—will be passed

on by Judge George M. Fisher, Superior Court, sometime next month, unless by that time the operators involved dismiss the suit.

It is considered highly probable that Judge Fisher will accept the recommendation of McGah and dismiss the suit.

#### Report Hits Pins

The report was regarded in most camps of the industry as (Continued on page 81)

## Bally Preps New Pin Game

CHICAGO, Aug. 28.—Bally Manufacturing Company is readying production of Variety, a new in-line scoring pinball game.

Herb Jones, vice-president, announced this week that sample shipments of the new game have gone out to distributors and showings to operators would begin. The game will be demonstrated at these service schools in the East this week by Bob Breither, Bally field engineer (see separate story).

Details on the unit are not yet available, but according to Jones, the game will feature an entirely new mechanical action idea.

## Simon Named W. Coast Dist. By Mutoscope

New York, Aug. 28.—The Simon Distributing Company of Los Angeles has been named distributor for Southern California and Western and Southern Nevada by the International Mutoscope Corporation.

The deal was concluded this week by Herb Klein, Mutoscope sales manager currently touring the West Coast, and Jack Simon, head of the Los Angeles firm.

Klein said sales of the new Mutoscope Drivemobile are strong in the Pacific States, with a large percentage of the units going to operators for location placement.

## Salt Lake County Ends Pin Operations

SALT LAKE CITY, Aug. 28.—Salt Lake County Commission, following the city's action in discontinuing the licensing of pinball games, banned the games from the unincorporated areas.

A unanimous vote of the commissioners repealed the ordinance licensing the games. Licenses on the games now in operation expire December 31.

Meanwhile, operation of pinball games in Salt Lake City, where they had been legalized for 20 years, ceased as the result of the action taken by the city com-

## Exhibit Ships New Gun Game With 22 Rifle

CHICAGO, Aug. 28.—Exhibit Supply began shipping this week the Star Shooting Gallery, latest addition in the new line of gun games featuring authentic type 22 rifles and operating on the electrical contact principle.

The new gun game is equipped with a Remington 22 rifle with realistic kick-back and firing sound and rows of animal and bull's-eye targets reflected in color from the bottom of the cabinet onto the backglass.

The Star features three separate target set-ups in each game. The whole target field is presented to the player at the beginning of each game. When a coin is inserted all targets drop, except the bull's-eyes, the animal targets popping up later in the game.

#### Shooting Gallery

The shooting gallery offers 24 shots for 10 cents, a bonus, (Continued on page 78)

## Williams Bows Skyway, New Five-Ball Game

CHICAGO, Aug. 28.—Williams Manufacturing Company announced this week a new five-ball game, Skyway, featuring an elevated track on the playfield which advances balls for high scores.

A ball moving along the top center area of the playfield is kicked onto the elevated track to advance balls progressively along kickout pockets on the right side of the playfield. Additional balls on the track, or thru a bottom roll-over advance balls further along the pockets until a ball in the bottom pocket goes thru a return hole.

A ball thru the return hole lights a button to advance a "special bonus" and lights the (Continued on page 80)

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Aug. 28	Issue of Aug. 21	Issue of Aug. 14	Issue of Aug. 7
ABC (United) .....	\$50.00	\$50.00	\$40.00	\$40.00
Army & Navy .....		89.50 125.00	\$125.00	125.00
Atlantic City (Bally).....	150.00(4) 175.00(3)	150.00(2) 175.00(2)	140.00 150.00(4) 185.00(2)	140.00 150.00(2) 155.00 160.00 185.00(2) 235.00
Basketball Champ (Chicago Coin).....	175.00 250.00	175.00 250.00	175.00 250.00	175.00 250.00
Batting Practice .....	65.00 89.50	65.00 89.50	65.00 89.50	65.00 89.50
Beach Club (Bally) .....	295.00 310.00 325.00(2) 355.00 360.00 375.00	310.00 325.00(2) 355.00 360.00 375.00	325.00(3) 345.00 375.00(2) 385.00(2)	325.00 340.00 350.00 375.00(2) 385.00(2)
Beauty (Bally) .....	200.00 265.00 275.00(3)	250.00 265.00 275.00(3)	250.00(2) 265.00 285.00 315.00	265.00(3) 270.00(2) 285.00 315.00
Be Bop (Exhibit) .....	84.50	84.50	84.50	84.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Blue Skies (United).....	49.50	49.50	49.50	49.50
Boston (Williams).....	69.50	69.50	69.50	69.50
Bowling Champ (Gottlieb)...	59.50	59.50	69.50	69.50
Bright Lights (Bally).....	50.00 65.00 75.00 90.00	50.00 65.00(3) 90.00	50.00 65.00(2) 80.00 89.50 90.00 95.00(2)	55.00 65.00 75.00 89.50 90.00 95.00(2) 145.00
Bright Spot (Bally) .....	75.00 85.00 90.00 95.00(2)	55.00 90.00 95.00(2)	95.00 145.00	85.00 95.00 145.00
Buffalo Bill (Gottlieb).....	59.50	59.50	69.50	69.50
Cabana (United) .....	175.00(2) 195.00 225.00	175.00(2) 195.00(2)	175.00 235.00	165.00 175.00(2) 195.00 235.00
Campus (Exhibit).....	84.50	84.50	84.50	84.50
Canasta (Genco).....	59.50	59.50	59.50	59.50
Champion (Bally).....	89.50	89.50	89.50	54.50 89.50
Citation (Bally).....	79.50	79.50	79.50	29.50 79.50
C.O.D. (Williams).....	95.00	95.00	95.00	95.00
Coney Island (Bally).....	85.00(2) 95.00(5)	85.00(2) 95.00(3)	75.00 85.00 95.00(2)	85.00 95.00(4) 130.00
County Fair .....	75.00	75.00	75.00	75.00
Dallas (Williams).....	69.50	69.50	69.50	69.50
Dealer (Williams).....			195.00	189.50
Deluxe Baseball (Williams)...	350.00	350.00	250.00 350.00	350.00
Dew-Wa-Ditty (Williams)...	49.50	49.50	49.50	49.50
Disc Jockey .....	79.50	79.50	89.50	89.50
Double Feature (Gottlieb)...	39.00 79.50	39.00 79.50	79.50	79.50
Double Shuffle .....	39.00 59.50	39.00 59.50	59.50	59.50
Dreamy (Williams).....	79.50	79.50	79.50	79.50
Dude Ranch (Bally).....	325.00(2) 345.00 365.00 375.00	325.00 345.00 350.00 365.00(2)	350.00(2) 365.00 375.00(2)	365.00(2) 375.00(2) 385.00 395.00
8 Ball .....	75.00	75.00	75.00	75.00
Fairway .....	79.50 110.00	79.50 110.00	110.00	110.00
Floating Power (Genco).....	49.50	49.50	49.50	49.50
Flying High (Gottlieb).....	129.50	129.50	149.50	149.50
400 (Genco).....	65.00 69.50	40.00 65.00 69.50	69.50	69.50
Football (Chi Coin).....	39.00	39.00	39.00	39.00
Four Horsemen (Gottlieb)...	79.50 99.50	79.50 99.50	109.50	109.50
Frolic (Bally) .....	195.00 225.00	195.00 200.00 225.00	185.00 195.00 225.00	174.50 195.00 210.00 225.00
Gizmo (Williams).....	49.50	49.50	49.50	49.50
Globe Trotter (Gottlieb)...	109.50	109.50	109.50	109.50
Gold Cup (Bally).....	45.00 59.50	45.00 59.50	45.00 59.50	29.50 45.00 59.50
Golden Nugget (Genco).....		50.00		
Grand Champion (Williams)...	110.00	99.50 110.00		
Green Pastures (Gottlieb)...	195.00	195.00	135.00	135.00
Guys-Dolls (Gottlieb).....		135.00		
Happy Days (Gottlieb).....	109.50	109.50 110.00	129.50	129.50
Havana .....	375.00 395.00(2) 425.00	395.00 425.00	435.00(2)	435.00(2)
Hawaiian Beauty (Gottlieb)...		225.00		
Hayburner .....	75.00(2)	69.00 75.00(2)	75.00(2)	69.00 75.00(2)
Hit 'n' Run (Gottlieb).....	79.00 85.00	79.00 85.00	85.00 129.50	85.00 129.50
Holiday .....	109.50 75.00	109.50	75.00	75.00
Ice Frolics .....	400.00 420.00 425.00(2) 440.00 445.00	400.00 420.00 425.00(2)		
Jockey Specials (Bally).....	45.00 54.50	45.00 54.50	45.00 54.50	45.00 54.50
Joker (Gottlieb).....	89.50	89.50	99.50	99.50
Judy (Exhibit).....			94.50	94.50
Jumping Jack (Genco).....	100.00	100.00		
Just 21 (Gottlieb).....			59.50	59.50
Knock Out (Gottlieb).....	55.00 79.50	55.00 79.50	55.00 89.50	55.00 89.50
Lazy Q .....	139.50 175.00	139.50 175.00	185.00	185.00
Leader (United) .....		75.00		
Lite-o-Line (Keeney).....			50.00	50.00
Long Beach (Williams).....	95.00	95.00	95.00	95.00
Lovely Lucy (Gottlieb).....	195.00	195.00		
Lucky Inning (Williams).....	59.50	59.50	59.50	59.50
Marble Queen (Gottlieb).....			109.50	109.50
Merry Widow (Genco).....			49.50	49.50
Monterrey (United).....	49.50	49.50	49.50	49.50
Mystic Marvel (Gottlieb).....	195.00	195.00		
Nine Sisters (Williams).....			185.00	185.00
Oklahoma (United).....	69.50	69.50	69.50	69.50
Olympics .....		75.00		

	Issue of Aug. 28	Issue of Aug. 21	Issue of Aug. 14	Issue of Aug. 7
Palisades (Williams).....	\$110.00	\$99.50 110.00		
Palm Beach (Bally).....	140.00 145.00 150.00(3) 175.00(2)	145.00 150.00(2) 175.00(2)	\$140.00 185.00(2)	\$145.00 165.00 185.00(2)
Palm Springs (Bally).....	375.00 395.00(4) 450.00	395.00(3) 400.00 425.00 450.00	375.00 395.00 400.00 425.00 445.00 450.00	389.50 395.00 400.00 445.00 450.00 475.00
Paradise (United).....	49.50	49.50	49.50	49.50
Photo Finish .....				29.50
Pin Wheel (Gottlieb).....	195.00	175.00 195.00	175.00 195.00	175.00 195.00
Pikes Peak .....	18.50	18.50	18.50	
Poker Face (Gottlieb).....	135.00	135.00		
Puddin' Head (Genco).....	54.50	54.50	54.50	54.50
Quarterback (Williams).....	65.00 75.00	65.00 75.00	65.00 75.00	65.00 75.00
Quartette .....		110.00	115.00	115.00
Queen of Hearts.....		125.00	135.00	110.00
Quintette .....				
Rag Mop (Williams).....	89.50	89.50	89.50	89.50
Red Shoes (United).....			79.50	79.50
Rio (United).....	345.00 385.00	345.00 385.00	375.00	375.00
Rondeevoo (United).....	49.50	49.50	49.50	49.50
Sally (Chicago Coin).....	49.50	49.50	49.50	49.50
Saratoga .....	49.50	49.50	45.00 49.50	45.00 49.50
Screwball (Genco).....	39.00 49.50	39.00 49.50	39.00 49.50	39.00 49.50
Shanty Town (Exhibit).....	39.00	39.00	39.00	39.00
Shindig .....	165.00	165.00(2)	165.00	165.00
Shoo Shoo (Williams).....	55.00	55.00	55.00	55.00
South Pacific (Genco).....	39.00	39.00	39.00	39.00
Special Entry (Bally).....	49.50	49.50	49.50	49.50
Spot-Lite (Bally).....	75.00(2) 85.00(4) 95.00(2)	75.00 85.00(2) 95.00(3)	75.00 85.00(3) 95.00(2)	85.00(4) 95.00 110.00
Stars (United) .....	85.00 120.00	85.00 125.00		
Stardust (United).....	39.00 49.50	39.00 49.50	39.00 49.50	39.00 49.50
Struggle Buggy .....		139.50 165.00	175.00	175.00
Sunshine Park .....				59.50
Summertime (United).....	49.50	49.50	49.50	49.50
Super World Series (Williams).....	195.00	195.00	195.00	195.00
Sweep Stakes (Williams)...	75.00	75.00	75.00	75.00
Tampico (United).....	69.50	69.50	69.50	69.50
Tahiti (United) .....	245.00 295.00 300.00	300.00 325.00		315.00
Tennessee (Williams).....	49.50	49.50	49.50	49.50
Texas Leaguer (Keeney).....	69.50	69.50	50.00 69.50	69.50
Three Feathers (Genco).....	54.50	54.50		
Three-of-a-Kind .....	18.50	18.50	18.50	18.50
Three Musketeers (Gottlieb)...	69.50	69.50	79.50	79.50
Thrill (Chicago Coin).....	49.50	49.50	49.50	49.50
Times Square .....				89.50 105.00
Tropic (United).....	275.00 295.00	255.00 275.00	315.00	265.00 315.00
Tumbleweed (Exhibit).....	74.50	74.50	74.50	74.50
Turf King (Bally).....	35.00 45.00(2)	45.00(2)	45.00(2)	39.50 45.00(2)
Twenty Grand (Williams)...	109.50	109.50	109.50	109.50
Utah (United) .....	74.50	74.50	74.50	74.50
Virginia (Williams).....	49.50	49.50	49.50	49.50
Winners (Universal Industries)			45.00 175.00	45.00
Yanks (Williams).....			49.50	49.50
Yacht Club (Bally).....	185.00(2) 195.00 200.00 225.00(3) 250.00(3)	185.00 200.00 215.00 225.00(3) 250.00(3)	200.00 225.00 235.00 245.00 250.00(3)	215.00(2) 224.50 235.00 240.00(2) 250.00(3)
Zingo .....	65.00	65.00	65.00	65.00

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Scientific Pitch 'Em & Bat 'Em 145.00  
Scientific Batting Practice  
Baseball ..... 85.00  
Scientific Upright Baseball ... 75.00  
Rock-Ola World Series Baseball 90.00  
Lite-a-League Baseball ..... 75.00  
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For Descriptions and Prices See Our 1954 Catalog and Supplement.

Write for August, 1954, Bargain List.

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**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

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**STAMP MACHINE FOLDERS DIRECT** from our factory; low prices. Braun Mfg., 171 E. 92d Street, New York, N. Y. oc18

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2952 Milwaukee Ave. Chicago 18, Ill.

**ADVANCE 25¢ MACHINE, \$15—ROCK BOTTOM;** freight prepaid,

### Bally Ride Set For Operation at Can. Nat'l Expo

CHICAGO, Aug. 28.—One of the new coin-operated rides to be in operation at the Canadian National Exposition at Toronto this year is the Moon-Ride, manufactured by Bally Manufacturing Company.

Dave Russell, of the Russ-Con Company, ordered the ride for the exposition after having it in operation at Belmont Park in Montreal for the past few weeks. The Moon-Ride has been a success in the Arcade operated by Russell at Belmont Park, and Russell advised Jack Nelson, Bally general sales manager, to exhibit one at the CNE where it will be seen in operation by people from all over the world.

Attendance at the CNE is usu-

### United Skeds 12th Picnic

CHICAGO, Aug. 28.—United Manufacturing Company had a big time Saturday (28) — the 12th annual employees' picnic.

The picnic, open to employees and their families, was at Marvel Inn Picnic Grove on the Northwest Side.

Everything was free—dancing, bingo, food, games, and a happy time for all—according to Bill De Selm, United sales manager.

ally over 100,000 per day. The exposition is set this year for August 27-September 11.

The 35 by 62-inch ride is a fraction over five feet high and features a flying saucer-type fuselage that spins around, and a cockpit where the kiddie sits that swings back and forth, up and down.

### Woman Charged With Murder of Arcade Operator

CHATTANOOGA, Aug. 28.—Mrs. Mary C. Anderson, 26, was charged with killing Albert Smith, 40, coin machine dealer and operator of Playland Arcade here.

Smith was shot and killed while driving his automobile near the Hamilton-Marion County line. Mrs. Anderson was charged with killing Smith, her employer, with a shot from a .32 caliber pistol hidden in her handbag.

The shooting followed an argument between Smith and Mrs. Anderson, according to the report of Sheriff Rex Richey.

### Blatt Rolls Out New Game

Continued from page 70

ly between the two, thereby knocking them both down, a 400-point target. Thus the maximum possible score at the present 10 shots for a nickel is 4,000.

The wooden cabinet is painted an attractive green and yellow. After every shot the ejected pellet rolls down a grooved aluminum floor. The backboard is of special heavy gauge aluminum. All of the components which go into the making of Bulls Eye are manufactured in Miami, with the exception of the ABT pistol.

After November 1, when the new type ABT pistols become available in quantity, Blatt expects to hit a production clip of 50 games a day. By then additional distributors will have been named, he said.

Blatt explained why he returned to manufacturing:

"I figured there was a real need for a low-cost game which music operators could place in taverns and similar spots, alongside the juke box, and which, without increasing the operator's normal overhead since his routeman must service the phonograph anyway, could yield additional revenue.

"In view of the current popularity of rifle games, I figured a gun piece would be a natural. So I started working on the idea last February, shortly after a visit to New York, where I saw some of my old war-time games still on location in a Broadway Arcade.

#### First 'Bullets'

Blatt pointed out that Bulls Eye is the only coin-operated device which shoots steel pellets. "Up to now," he explained, "there has never been a game which utilized real bullets (steel ball bearings) on a continuous moving target. Heretofore it has been either a fixed target or the electrical target principle."

Blatt points out that because of its size, Bulls Eye can either be placed on a counter top or mounted on chrome legs. It will list at \$169.95 f.o.b. Miami.

A coin machine operator, distributor and manufacturer for the past 30 years, Blatt turned out many games in New York during the World War II years. They included Supreme Skeeroll, a bowling game; the upright Santa Anita Handicap, a racing piece; Skibowlette, a seven-foot bowling game; Shoot Your Way to Tokyo, a gun piece, and Bowl-ascue.

During his career in New York he was distributor for such manufacturers as Bally, Genco, Chicago Coin, Seeburg games, Rock-Ola games and Exhibit Supply. Blatt moved to Miami in 1944 and has operated music and vending machines, except for a period when he was AMI phonograph distributor.

Working closely with Blatt in the production of Bulls Eye are Phil Harris, general manager at Production Facilities Company, and plant foreman Ed Little. The plant also holds government defense contracts and serves other South Florida manufacturers.

### May Exports Up

Continued from page 76

all three coin export categories—games, jukes and venders. Most of the other leading export markets were strong in music trade, but dropped off in venders, or in both venders and games.

#### Trend Set Back

The previous trend toward export of newer machines, was set back during May in the juke and game fields. Average price of automatic phonographs fell from \$691 in April, to \$484 in May. Games fell from a \$176 average to \$99 in M.y. The 530 vending machines exported in May hit a high \$147 average, more than \$100 above the April average.

Following is a comparative table showing coin exports in the month of May, 1954 and 1953.

1954		
	No.	Value
Games	3,734	\$370,201
Jukes	1,692	814,365
Venders	530	78,308
1953		
	No.	Value
Games	3,096	\$358,502
Jukes	1,170	544,147
Venders	1,200	83,742

### Exhibit Ships

Continued from page 76

jeweled-star target popping up for a 25th shot if the player has a perfect score up to that point. Scoring builds up from four bull's-eye targets, seven hawks, six rabbits and six squirrels, with the special star target registering a generous 30 points.

Lighted numbers record the number of shots the player has fired, and scoring reels register the player's score after each shot. The standard game returns the player's dime for a perfect score, or awards a free game.

The operator has the option of using a built-in selector for free games, dime return, match scoring and five combinations of these features.

Star Shooting Gallery follows the original Exhibit Shooting Gallery, which came off the production lines last April.

**AUTUMN IS THE TIME FOR**

The Billboard 1954 Annual

**FALL COIN MACHINE SPECIAL**

Dated September 25

... an important buy-guide for thousands of coin machine operators



### NOTE TO ANYONE WHO HAS ANYTHING WORTHWHILE TO SELL COIN MACHINE OPERATORS:

Thousands of coin machine operators traditionally look to The Billboard Fall Coin Machine Special to help them gear to increased activities on all locations.

Why? Because The Billboard Fall Coin Machine Special contains scores of valuable profit tips . . . market & reference data . . . special features and timely news items that help operators make more money during their peak season of the year. Advertising too is an important part of the Fall Coin Machine Special—for the ads, together with

editorial features, combine to make this tremendous issue a CATALOG OF THE INDUSTRY!

Every Fall, some of the biggest orders of the year are placed by operators—right from the pages of the Billboard Fall Coin Machine Special. (Most operators use this big, important issue for weeks and weeks to come).

If you have any type of equipment, parts, supplies or services that operators need, tell them about it with a "full story" ad in The Billboard Fall Coin Machine Special.

Don't delay—contact your nearest Billboard office at:

CHICAGO  
188 W. Randolph Street  
Central 6-8761

NEW YORK  
1564 Broadway  
Plaza 7-2800

CINCINNATI  
2160 Patterson Street  
DUnbar 6450

ST. LOUIS  
390 Arcade Bldg.  
CHestnut 1-0443

HOLLYWOOD  
6000 Sunset Blvd.  
HOLLYwood 9-5831

**Advertising Deadline September 16**

**LOWEST PRICES IN THE U. S. A. CLEAN EQUIPMENT!**

United Manhattan Alley .....\$124.50  
 United Star ..... 134.50  
 United Super Triple Score ..... 119.50  
 United Twin Rebound, P. Top ..... 29.50  
 United Twin Shufflecade ..... 64.50  
 Keeney & Pl. Bowling League. 49.50

**ARCADE**

Bally Undersea Raider .....\$ 64.50  
 Genco Basketball, Ft. Smp. ... 349.50  
 Gypsy Horoscope Fortune Teller ..... 110.00  
 Genco Sky Gunner ..... 159.50  
 Wms. Horse Feathers ..... 34.50  
 Wms. Star Series ..... 24.50  
 Chico Pistol Pete ..... 55.00  
 Gott. Grip Testers (2), both... 6.00

**BINGOS**

Bally Spotlight .....\$ 69.50  
 Bally Bright Lite ..... 49.50  
 United Leader ..... 49.50  
 Bally Hot Rod ..... 39.50

**RIDES**

Thunder, large horse ride ...\$239.50  
 Army Jeep, ride ..... 119.50  
 Donald Duck, ride ..... 139.50  
 Lee Carousel, merry-go-round Write

**MISC.**

25 Wurl. 3020 Wallboxes ..\$ 8.00 ea.  
 7 National Pistol Target Vend. .... 9.00 ea.  
 1500 Used Records, 78's asst. 100.00 all  
 3 Smokeshop Hiboy, 9 col. elec. .... 119.50 ea.  
 1/2 deposit, no packing charge. Phone or wire!

**OLSHEIN DIST. CO.**  
 1100 Broadway Albany 4, N. Y.

**FINEST BINGOS**

**FACTORY RECONDITIONED**

Returnable 3rd Day—Full Refund  
 ICE FROLICS (almost new) ..\$410.00  
 PALM SPRINGS (almost new) .. 410.00  
 YACHT CLUB (new superline Iraq) ..... 220.00  
 PALM BEACH ..... 150.00  
 DUDE RANCH ..... 375.00  
 BEACH CLUBS ..... 355.00  
 ATLANTIC CITY ..... 150.00  
 LEADER ..... 65.00  
 CONEY ISLANDS ..... 80.00  
 HOLIDAYS (6 card) ..... 60.00  
 BRIGHT SPOTS (6 card) ..... 75.00  
 GENCO 400's (percentaged right) ..... 65.00

Want Bingos—Mail Your List  
**W. E. Keeney Mfg. Co.**  
 5231 S. Kedzie Chicago 32, Ill.  
 Hemlock 4-3844

**READY TO OPERATE!**

United 5 Player, form. top/lb. pins...\$ 45  
 United 6 Player, Deluxe ..... 85  
 United Star, Match Score ..... 125  
 United 10th Frame Super ..... 140  
 United 10th Frame Star ..... 160  
 United Clover ..... 225  
 Chicago Coin Double Score ..... 200  
 Chicago Coin Crown Bowler ..... 235  
 Bally Spot Light ..... 89  
 Bally Bright Spot ..... 89  
 Bally Coney Island ..... 95  
 Bally Atlantic City ..... 165  
 Evans Saddle & Turf ..... 285  
 United ABC ..... 65  
 Genco 400 ..... 65  
 Williams Hayburner ..... 69  
 Evans Bat-a-Score ..... 135  
 Ace Coin Counter ..... 85  
 Wurlitzer 1015 Phonograph ..... 110  
 Rock-Ola 1422 Phonograph ..... 89

NEW: Gott. Gold Star, Genco Rifle Gallery, Bally Hi-Fi, United Banner and Nevada, Chicoin Feature and others.  
 Write for complete list, new and used.  
 Terms: 1/3 Deposit, Bal. C.O.D.

**IRV. OVITZ**

**ACME-INTERNATIONAL DISTRIBUTORS**  
 3643-45 W. Monroe Chicago 18, Ill.  
 Cornelia 7-7272

**For Everything You Need in new and used equipment Write for Our Lists**

**DAVID ROSEN**  
 Exclusive A.M.I. Dist. Ea. Pa.  
 855 N. BROAD STREET PHILADELPHIA, 23, PA.  
 PHONE: STEVENSON 2-2903

**SPECIAL SPOT LIGHTS, \$75**  
 Write for other Bingo prices

**Purveyor Distributing Company**  
 4322-24 N. Western Ave. Chicago 18, Illinois  
 Phone: JUNiper 8-1814

**Panoram Operators! FOR SALE**  
 Overhauled Projectors for Spares. We carry a full line of Panoram Projectors.  
**Phil Gould**  
 283 Market St. Newark, N. J.  
 MARKET 2-4275

**THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES ARCADE EQUIPMENT**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Aug. 28	Issue of Aug. 21	Issue of Aug. 14	Issue of Aug. 7
AB1 Challenger .....	\$20.00 25.00	\$20.00 25.00	\$20.00 25.00	\$19.00 20.00
Barrel Roll (Jennings).....	125.00			
Jaseoan (Scientific).....	79.50	75.00 79.50		79.50
Basketball (Scientific).....		75.00		
Bat-a-Score (Evans).....	165.00 250.00	135.00 165.00	150.00 165.00	135.00 165.00
Bat-a-Score, Sr.....	65.00			
Best Hand .....	19.00	19.00	10.00 19.00	10.00 19.00
Big Inning (Bally).....	150.00	150.00	140.00 150.00	150.00
Card Vendor (Exhibit).....	49.00	49.00	49.00	49.00
Chicken Sam (Seeburg).....	65.00	49.50 65.00	65.00	65.00
Criss Cross.....	15.00	15.00		
Dale Gun (Exhibit).....	55.00(2) 94.50	55.00(2) 94.50	55.00(2) 94.50	55.00(2) 94.50
Deluxe Card Vendor (Exhibit).....	50.00	50.00		
Drivemobile (Mutoscope).....	195.00	195.00	195.00	195.00
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope).....	159.00	159.00	159.00	159.00
Goalie (Chicago Coin).....	75.00 100.00	75.00 100.00(2)	75.00 100.00	75.00 100.00
Gun Club .....	119.50	119.50	119.50	119.50
Gun Patrol (Exhibit).....	155.00 165.00	185.00	165.00(2) 185.00	165.00(2) 185.00
Henry 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
Hot Rod (Bally).....		50.00		
Jet Gun (Exhibit).....	130.00 175.00	175.00 195.00	175.00 195.00	175.00 195.00
Knotty Peaks.....	50.00			
Lite League .....	75.00 99.50	75.00 99.50	75.00 99.50	75.00 99.50
Mercury Counter Gripper.....	20.00	20.00	20.00	20.00
Metal Typex (Roovers).....	195.00	250.00	250.00	250.00
Metal Typex (Standard).....	275.00	275.00	275.00	275.00
Midget Movies .....	175.00 185.00	185.00(2)	185.00(2)	185.00(2)
Miss America Boat.....	295.00	295.00	295.00	295.00
Night Fighter (Genco).....	275.00	275.00	275.00	275.00
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	250.00 595.00	250.00	250.00
Pistol Pete (Chicago Coin).....	85.00 95.00	85.00 95.00(2)	85.00 95.00	85.00 95.00
Pitch Ex. & Bat 'Em.....	185.00	185.00	145.00 185.00	185.00
Play Poker .....	19.00	19.00	19.00	19.00
Pop Up .....	24.00 24.50	24.00 24.50	18.50 24.00	18.50 24.00
Q Ball Pool Table.....	125.00	125.00	125.00	125.00
Quizzer .....	95.00	95.00	95.00	95.00
Red, White, & Blue Guns... Rifle Range Ray Gun.....	20.00 65.00	20.00 65.00	65.00	65.00
Shocker (Acme).....	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).....	155.00 169.00	155.00 169.00	155.00 169.00	155.00 169.00
Silver Bullets (Exhibit).....	115.00	115.00	125.00(2)	125.00(2)
Silver Gloves (Mutoscope).....	145.00	145.00		
Silver Skates.....	59.50			
Six Gun Rifle Range (ABT).....	550.00	550.00	550.00	550.00
Six Shooter (Exhibit).....	125.00 135.00	125.00 135.00	125.00	125.00
Skee Ball (Williams).....	150.00	150.00	150.00	150.00
Ski Roll (Evans).....	95.00	95.00	95.00	95.00
Skill Gun (ABT).....	20.00	20.00	18.00 20.00	20.00
Sky Fighter (Mutoscope).....	125.00			
Sky Gunner .....	195.00	250.00(2)	250.00(2)	250.00
Space Gun (Exhibit).....	275.00			
Space Invader .....	125.00	125.00	125.00	145.00
Spark Plug .....	75.00	75.00	75.00	75.00
Star Series (Williams).....	75.00 109.50	75.00 109.50	75.00 109.50	75.00 109.50
Target Skill Gun.....	18.00	18.00		
Telequiz .....	125.00 169.00	125.00 135.00	125.00 169.00	135.00 169.00
Ten Strike (Evans).....	65.00	65.00	65.00	65.00
Three Way Gripper (Gottlieb).....	18.50 24.50	18.50 24.50	18.50 24.50	18.50 24.50
13-Way Athletic Scale (Mercury).....	85.00 89.50	89.50	89.50	89.50
Twin Shoe-Shine.....	150.00	150.00	150.00	150.00
Undersea Raider .....	150.00	150.00	150.00	150.00
Voice-o-Graph (Mutoscope).....	525.00	525.00	525.00	525.00
Whizz (Genco).....	20.00	20.00	20.00	20.00
Wizzard .....	18.50	18.50	18.50	18.50
Zoo Rides.....		175.00		

**THOROUGHLY RECONDITIONED BINGO GAMES OF ALL TYPES—WRITE**

**RECONDITIONED EQUIPMENT**  
 Un. Leaders .....\$395  
 Un. Imperials ..... 350  
 Un. Classics ..... 250  
 Un. Super ..... 110  
 Un. Clover ..... 225  
 Un. Team ..... 410  
 Un. League ..... 395  
 Chicoin 6-Player ..... 95

**MISCELLANEOUS**  
 Ex. Rabbit Ride ..... Write  
 Ex. Dale Gun ..... 55  
 Ex. Six Shooter ..... 125  
 Ex. Gun Patrol ..... 145  
 Seeburg Bear Gun ..... 149  
 Pop Corn Saz Vendor ..... 69  
 Battling Prac. .... 65

**QUICK DELIVERY—WRITE!** Hi-Fi, Genco Rifle Gallery, Evans Saddle & Turf, United Banner and Nevada, Chicoin Starlite and Feature Bowler, Chicoin Home Run, Zig Zag, Gottlieb Gold Star, Wms. Daffy Derby & Big League Baseball.  
**CLAYT NEMEROFF • CHARLEY PIERI**  
 Write for Latest List.  
 2257-59 N. Lincoln, Chicago 14, Ill.  
**Monarch Coin Machine, Inc.** Lincoln 3-3967-8

**2 TIMES AS MUCH SPACE AT 1st**

To give you better service and display more games, we've taken over the entire building. Visit us today—and enjoy real hospitality in our Koinmen's Koffee Room.



**EXHIBIT'S RUDOLPH**  
 Reconditioned, \$325

**Chicoin HOME RUN**  
 Genco 2-PLAYER BASKETBALL

Mutoscope's DRIVE-MOBILE

**SHOOTING GALLERY—Exhibit's Great Money-Making Sensation! NOW DELIVERING!**

**SHUFFLE GAMES**

**NEW**  
 Chicoin STARLITE C.C. FEATURE BOWLER "First Conditioned" UNITED Regular Play OLYMPIC w/giant pins added .....\$259  
 CASCADE ..... 215  
 SUPER 10TH FRAME 145  
 SUPER S.A. .... 125  
 DELUXE S.A. .... 115  
 UNITED Match Play TEAM, 10/25c .....\$425  
 IMPERIAL ..... 349  
 CLASSIC ..... 265  
 CLOVER ..... 235  
 STAR 10TH FRAME 185  
 STAR ..... 145

**"First-Conditioned"**  
 Genco NIGHT FIGHTER .....\$295  
 Genco SKY GUNNER ..... 275  
 Roovers METAL TYPER, Late Model 195  
 MIDGET MOVIES ... 175  
 Ex. SET GUN ..... 175  
 Ex. GUN PATROL ... 155  
 Seeb. SHOOT THE BEAR ..... 155  
 Ex. 6-SHOOTER ..... 135  
 TELEQUIZ & FILM ..... 125  
 Ex. SILVER BULLETS 115  
 Mercury 13-WAY ATHLETIC SCALE, Chicoin PISTOL PETE Chicoin GOALEE ..... 85  
 RIFLE RANGE RAY GUN ..... 65  
 Seeb. CHICKEN SAM ZINGY GUN ..... 69  
 Ex. CARD VENDOR 49

**CHICAGO COIN**  
 SUPER FRAME .....\$395  
 ADVANCE BOWL ..... 355  
 CROWN Match ..... 275  
 TRIPLE SCORE ..... 265  
 DOUBLE SCORE ..... 235  
 6 PLAYER ..... 95

**KEENEY**  
 DIAMOND .....Write  
 BONUS Match .....\$375  
 PACEMAKER ..... 315  
 DOMINGO Match ..... 205  
 CARNIVAL ..... 205  
 CLUB 10 PLAY ..... 175  
 TEAM 10 PLAY ..... 145  
 6 PLAY w/form. .... 95  
 6 PLAYER ..... 85  
 BIG LEAG. BOWL. .. 45

**BINGO 5 BALLS**  
**NEW**  
 Bally Hi-Fi Bally VARIETY United NEVADA "First-Conditioned" BALLY  
 ICE FROLICS .....\$425  
 DUDE RANCH ..... 365  
 BEACH CLUB ..... 355  
 YACHT CLUB ..... 258  
 BEAUTY PALM BEACH ..... 175  
 FROLICS ..... 195  
 ATLANTIC CITY ..... 150  
 CONEY ISLAND ..... 95  
 BRIGHT SPOT ..... 85  
 BRIGHT LIGHTS ..... 75

**COUNTER GAMES**  
 KICKER & CATCHER .....\$29  
 AB1 CHALLENGER ..... 25  
 POP-UP ..... 24  
 PLAY POKER ..... 19  
 BEST HAND ..... 19

**SPECIAL!**  
 KEENEY SHUFFLEBOARD CONVERSIONS  
 4-WAY BOWLER .....\$75  
 BOWL'G CHAMP. .. 35

**FIRST COIN MACHINE EXCHANGE**  
 Joe Kline & Wally Finke  
 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

Exclusive Distributors for  
**BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

**NEW EQUIPMENT**  
 Bally Hi-Fi  
 Bally Jet Bowler  
 Bally Rocket Bowler  
 Exhibit Star Shooting Gallery  
 Chicago Coin Holiday Bowler

**USED EQUIPMENT**

**MUSIC**  
 Rock-Ola 1436 Fire-ball, 45 RPM, 120 Selections .....\$395.00  
 Rock-Ola 1434 Rockets, 78 RPM, 50 Selections ... 365.00  
 Rock-Ola 1428 Magic-Glo ..... 175.00

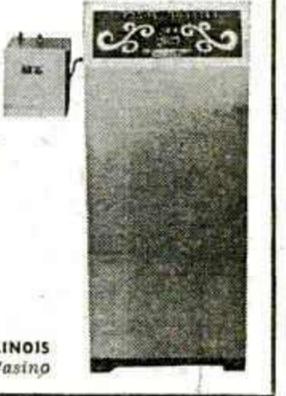
**SHUFFLE ALLEYS**  
 United Imperial .....\$325.00  
 United Classic ... 275.00  
 United Clover ... 250.00  
 Keeney Bonus Bowler ..... 375.00  
 Keeney Pacemaker. 300.00  
 Bally Champion ... Write  
 Bally Victory ... Write  
 Chicago Coin Advance ..... 385.00  
 Chicago Coin Criss Cross ..... 400.00

**BINGOS**  
 Brite Lights .....\$ 65.00  
 Ice Frolics ..... 445.00  
 Yacht Club ..... 250.00  
 Atlantic City ..... 175.00  
 Coney Island ..... 95.00  
 Palm Springs ..... 450.00  
 Spot Lights ..... 85.00  
 Surf Club ..... 475.00  
 Hi-Fi ..... Write

**CALDERON DISTRIBUTING CO.**  
 450 Massachusetts Avenue Indianapolis, Indiana

**CONVERT YOUR SLOTS INTO A NON-GAMING DEVICE!**

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**  
 4848 WEST 25TH STREET CHICAGO 50, ILLINOIS  
 Largest Suppliers of Everything for the Casino



**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.



**WANTED—GOOD BINGO MECHANIC**  
 Must furnish reference. Good pay.  
 Write The Billboard, Box D-56, Cincinnati 22, Ohio.

# EXHIBIT'S

# NEW STAR SHOOTING GALLERY

**NEW ACTION**

**EXHIBIT'S GUNS-PROVEN MONEY-MAKERS FOR MANY YEARS!**

**EXCITEMENT**

**3 TARGET SETUPS FOR EACH GAME!**

24 Hits sets up Jeweled  which scores 30 points for perfect score.

For Optional use: Built-in Selector • For Choice of Free play or dime return on perfect score or match score • Various other combinations to suit any location • All targets are in view when game is at rest.

**NOTHING ELSE LIKE IT!**

For Details . . . Contact your local EXHIBIT DISTRIBUTOR OR FACTORY TODAY!

# EXHIBIT SUPPLY

4218 WEST LAKE STREET • CHICAGO 24, ILLINOIS

**"FIRST WITH THE MOST FOR OVER 50 YEARS"**

**FREE TO SHUFFLE ALLEY OPERATORS!**

**OUR BIG NEW CATALOG OF PRIZES and PREMIUMS**

IT'S HOT OFF THE PRESS! IT'S GOT THOUSANDS OF DESIRABLE BRAND NAME ITEMS—ALL SPECIALLY PRICED TO ENABLE YOU TO STIMULATE PEAK PLAY!

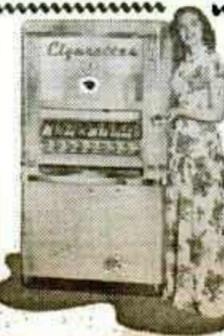
**SEND FOR YOUR COPY TODAY!**

**RAKE COMPANY**

708 Sansom St. 609 Spring Garden St. Phila. 4, Pa. Phila. 23, Pa. Market 7-7428 LOMBARD 3-7866

**"America's Finest"**

ASK ANY OPERATOR OF THE Keeney Deluxe Electric CIGARETTE VENDOR



★ For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: • 432 pack capacity • Easy loading with swing-up top • 3-way match vending • Alternate front and rear column vending • Quick price changes • Large storage. Write for an immediate free demonstration today.

**J. H. KEENEY & CO., INC.** 2600 W. 50th St. Chicago 32, Ill.

## Bulk Units

• Continued from page 72

railway stations and some outdoor locations, and gum (chlorophyl and regular) play an important part in the sales picture.

Bulk machines in France are illuminated to advantage. Since many are placed in dark corners of railway stations, a substantial volume was noted when lighting was used.

While some of the bulk units are American, the lighting job was done by a French firm without any assistance from the U. S. manufacturer. Dunn reports that the American manufacturer explained that little interest has been expressed in the U. S. bulk operators for lighting machines.

Restrictive legislation in Belgium has stymied vending growth in that country altho bulk gum machines have done well in Antwerp where about 2,000 machines have been sold to individual stores and placed in front of each on the street.

On many streets the machines are only 20 feet apart. Brightly colored gum, as well as chlorophyl, is sold at the equivalent of a penny.

A ball gum machine made in Berlin delivers a single ball for a 10-pfennig piece (2 cents) and two balls for 2 coins. This novelty feature has had a lasting effect on stimulating sales when these machines replaced the regular bulk machines.

While most machines are owned by locations, there are some operators. Willie Schappei is a bulk operator who runs his business along lines of operators here. He is in Duisburg in the heart of the Steel-Ruhr district and operates over 300 peppermint machines in factories there. His peppermint machines have a small capacity of 40 to 80 pieces, but he seems to be satisfied with his operation.

## N. J. Solon Boosts

• Continued from page 72

20 other items, to account for 19 billion individual sales.

"Many, if not most, of their sales would not otherwise have been made," he added. "This is equally true of milk. As more and more of these mechanical milkmen have gone into industrial plants, schools, colleges, business offices and Army and Navy installations, dairymen have found that they build up extra milk consumption by making milk so easily available."

Freyinghuysen disclosed that at Cornell University 10 milk venders were selling 20,000 to 30,000 half pints of milk a month without cutting into campus restaurant sales.

### 24-Hour Service

He also cited the trend toward outdoor milk venders in New Jersey, selling milk 24 hours a day at gasoline stations, residential areas, transportation centers and outside food stores.

The solon claimed that one New Jersey dairyman increased his sales by almost 2,000 containers a month with one vender at a gasoline station.

Freyinghuysen paid tribute to Robert Z. Greene, Rowe president, who "introduced the first practical vending machine only a little more than a quarter of a century ago."

He added that venders now account for one of every six or seven cigarette packs bought.

## Williams Bows

• Continued from page 76

center kickout pocket to collect the bonus.

Making 1 to 8 roll-overs along the left hand side of playfield in vertical row scores a replay and lights all of the eight roll-overs for replays. Making 1 to 8 also lights a bottom and right side roll-over for "special."

Another Williams five-ball game, Daffy Derby, featuring miniature racing horses which "gallop" across the back box, went into production earlier this month (The Billboard, August 14).

## New Vender Sign

CHICAGO, Aug. 28.—A new illuminated display sign—a plastic reproduction of Dad's Root Beer bottle cap—was designed by the firm for vending machine displays and for displays in food and drug stores. The cap measures 1 1/2 inches in diameter.

# COINMEN YOU KNOW

## Richmond, Va.

Communications to: Ban Eddington 3-7290

## Four Star Names King New Distrib.

King Records, Inc., has taken over the distributorship in this territory for Four Star Records in addition to its own King, Federal and DeLuxe labels. Big seller is Federal's "Annie Had a Baby" backed with "She's the One" by the Midnighters which is getting heavy play on the boxes.

R. H. Bowman, concession department, Neighborhood Theaters, Inc., is back on the job after a stay at Petersburg hospital with an injured spine.

Thelma Chandler resigned her coin machine post for a position with Miller and Rhoads, local department store.

Reuben Scher, Scher Vending Machine Company, is doing well with his Iris Studio and Arcade located next to the Trailways-Bus Terminal.

## Can Vs. Bottle

• Continued from page 72

announced this week. Keynote speakers at the meet and headline topics for the general sessions also were announced.

Bottle venders will be displayed and it is expected that Cantrell & Cochran will show the Juice Bar vender which dispenses cap-top cans, altho for the fifth straight year, the ABCB will not permit the showing of cup drink units.

Canned products, firms sponsoring canning operations, and equipment used in the canning of drinks will be shown. To date, 200 exhibitors have signed up for space.

The convention committee reports that two large sections of the Philadelphia Convention Hall have already been sold out.

John S. Fine, governor of Pennsylvania, will open the convention Tuesday, November 16. His speech will include a discussion of soft drink taxes.

Leonard M. Green, president of the Dr. Pepper Company, will be the industry speaker at the opening session. N. J. Leigh, board chairman, Einson-Freeman Company, Inc., will talk on sales ideas; Larry Patterson, owner and manager, Pepsi-Cola Bottling Company of Santa Ana, Calif., will speak on "How to Meet the Food Store Criticism."

Wednesday's program will feature a public relations panel discussion, with ABCB's research and public relations committee sitting as the panel.

Specialized sessions will be held on each afternoon during the meet and will be devoted to production and packaging, public relations, and sale advertising.

Entertainment and a ladies' day program are also planned.

## Frank Unit Mfr.

• Continued from page 72

four models of the machine were being readied for production. The models are a 150-sandwich capacity; a machine serving one person at a time; a 150-unit machine serving two patrons at once; a 200-unit machine vending sandwiches for three persons simultaneously, and a 220-unit vender serving four at once.

Featured item in the machine is a packaged hot dog, cooked and delivered in 20 seconds.

Savage said the machines can be ordered in any combination; that is, a 220-sandwich unit may be geared to serve just one person at a time.

A combination of cold sandwiches can be vended also, he said. All machines are 26 inches deep and 70 inches high. Widths vary from 32 to 40 inches.

All four models will be displayed at the National Automatic Merchandising Association show.

The unit will list in the \$1,000 bracket.

A new Arcade at the projected West Broad shopping centers is to be operated by Juilian Wayne. It'll be a new venture for him.

The Amusement Center at Brook Avenue and Broad, is rumored to be taken over by Frank Harrison of Harrison's Greater Shows.

Irving Berman, former Manor Records prexy, passed thru en route to his Florida home.

Major Pardue, Virginia Beach operator, is in Richmond taking a look-see at music machines. A diversion of interests may be coming up.

Polly Matthews, personnel director for Berlo Vending, is taking a much needed vacation after having to sub for several of her people who took earlier holidays.

Pete Corry, of the O'Connor Vending Machine Company, giving a fellow serviceman a lift in a downtown location the other night. Pete's firm has the music in this spot while a competitor's pinball went hay-wire. Pete serviced them both!

Sam Workman, WRVA deejay on "All Night Record Roundup," works only until 2:30 a.m. these nights, with a juke box taking over from then until the new crew comes in at 6:30. The station runs an all hillbilly show with nothing but BMI issues on a power of 50 kw.

Billy Meyers has taken over the Arcade at Brook Avenue and Broad instead of Frank Harrison as recently reported. It's Meyer's first venture in the field. Bob Westermann is off to Florida on vacation.

Slick Cottrell is buying into a route of popcorn venders along with Ralph Lockett who is now on the road with World of Today Shows making its route of fairs.

## Pepsi Pushes

• Continued from page 72

paper cup. When the folder is opened, a stack of golden coins has replaced the cup and this slogan urges the operator to also "Change this cup into golden profits with the magic words 'Pepsi-Cola'."

The sales promotion is hinged on two points:

1. Pepsi-Cola costs \$1.25 per gallon on Pepsi's direct selling plan to the operator, compared to \$1.68 per gallon for the nearest comparable cola."

2. Pepsi gives you 128 drinks per gallon, compared to 115 drinks per gallon for the "nearest comparable cola."

The mailings emphasize the "extra benefits" of vending Pepsi, special cup vending machine finance plan, quantity buying of cups in behalf of the operator, point-of-purchase advertising for the operator.

In another mailing, a small plastic sirup graduate is enclosed and the operator is urged to "get the full measure of profits with the compliments of Pepsi-Cola."

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Rock-Ola Model 1422  
 Phonographs ..... \$175.00  
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 All machines reconditioned and ready for location. 1/3 deposit with order.  
 H. M. BRANSON DISTRIBUTING COMPANY  
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**Chicago Pin Operators**

Continued from page 76

ending the hopes of pinball operations in Chicago, hopes that were running high June 11, when Judge Fisher held that the operators' amended complaint, filed May 12, was a valid one and overruled the city's motion to strike the complaint.

June 16 Judge Fisher vacated an earlier order for an injunction in favor of the pinball operators, and referred the case to McGah for a hearing and a report on the law and facts. (The Billboard, June 26).

Now things are back to normal on the Chicago amusement game front, and a spot survey of city operators revealed this week that the majority were contented to be operating their shuffle game routes.

A number of operators thought that the city wasn't ready for pinball games and were satisfied that the games were not unrestricted. Some operators felt

that the operation of pin games in the city might eventually lead to tightened regulations of all game operations in the city.

Besides, several operators pointed out that the operation of pinballs would have forced many operators to invest in a new stock of pinball games, and operators of shuffle games and other coin-operated amusement games now on location in the city would have suffered as a consequence.

**Shuffle Legality**

The legal fight to get shuffle bowling games licensed in Chicago was ended only last year with the Illinois Supreme Court's ruling that bowlers did not come under the Chicago ordinance prohibiting bagatelle and pigeonhole units. Shuffle games are licensed at the rate of \$25 annually.

While a few city distributors were left over-stocked in pinballs in anticipation of a pinball resurgence, this was balanced in part by increased demand for other type games in the city, orders having been held back due to the indecision thruout the summer over the pinball case.

The group of operators that had brought suit, the first hearing of which was held May 7 (The Billboard, May 15), claimed that the enactment of sections of the Illinois Statutes of July, 1953, and sub-sections of the Illinois Revised Statute of 1953 repealed the power to prohibit pinball games under the provisions of the Municipal Code of Chicago, enacted in 1939. The city claimed that these sections were unconstitutional.

The master's report avoided discussion of the validity of 1953 State legislation which eliminated pinball games from classification as gambling devices. The report stated, "It is immaterial to a final determination of this cause." The report called pinballs, which require the player to insert extra coins for increased scoring opportunities, more like games of chance than of skill, and not the type of games intended to be legalized by the Legislature.

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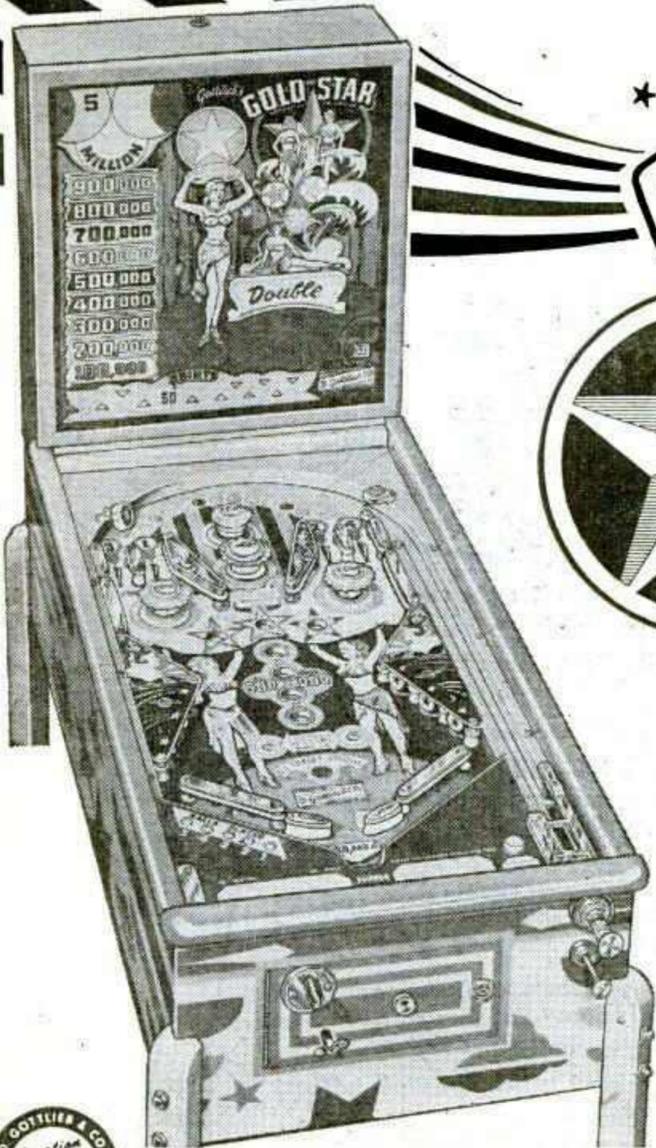
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Space Invaders ... 125.00  
Wms. Del. Baseball ... 350.00  
Bat-a-Score Sr. ... 65.00  
Ex. Deluxe Post Card Vendors ... 50.00  
Jennings Barrel Roll 125.00  
Knotty Peaks ... 50.00

**COUNTER MACHINES**  
2 Bombers ... \$10.00  
5 ABT Skill Guns ... 20.00  
30 ABT Challengers ... 20.00  
6 Genco Pee-Wees ... 20.00  
4 Genco Whizz ... 20.00  
90 3-Way Grippers ... 18.50  
Shockers, new ... 24.50  
3 Ship. Art Shows ... 45.00  
50 Three of a Kind ... 18.50  
New Kick & Catchers ... 49.50  
20 Mer. Count. Grip. ... 20.00  
17 Wizzards, 5c ... 18.50  
4 Target Skill Guns ... 18.00  
2 Red, White & Blue Guns ... 20.00  
2 Criss Cross ... 15.00  
3 Pikes Peaks ... 18.00  
Zipper Skill ... 32.50

**100 Packard Wallboxes ... \$7.50 ea.**  
**CIGARETTE VENDORS**  
8 10 Col. P. X. ... \$125.00  
15 8 Col. Eastern Elec. 115.00  
3 9 Col. Keeney Elec. 145.00  
4 9 Col. National 930 95.00  
2 9 Col. National 950 110.00  
1 8 Col. Rowe Elec. 95.00  
5 15 Col. U 500 ... 110.00  
1 11 Col. Unecuda ... 65.00  
All Factory Shopped—25¢ Chute.

**BINGOS**  
A.B.C. ... \$ 50.00  
Coney Islands ... 95.00  
Genco 400 ... 65.00  
Hawaii ... 485.00  
Jumpin' Jack ... 100.00  
Stars ... 85.00  
Spot Lites ... 85.00

**USED VENDORS**  
10 Victor 1c Victor V. 8.50  
20 N.W. 2-Col. Roll-type Stamp ... 35.00  
1 Schermack 1 Col. Rolltype Stamp ... 15.00  
10 Atlas Ace 1c Mdse. 6.50  
15 N.W. 240 1c Mdse. 6.50  
15 N.W. 239 1c Mdse., Plastic Globe ... 6.50  
15 Advance 1c Stick Gum ... 10.00  
2 Two-Col. Stamp Folder Type ... 12.50  
2 N.W. 1c-5c Candy-Mdse. ... 12.00  
10 S.K. 5c Hot Nut ... 15.00  
1 10c Cigar Vendors ... 12.00  
3 3-Col. Daval Roll Stamp ... 25.00  
25 Masters 1c & 5c ... 8.50  
5 Advance 1c Gum ... 8.50  
350 Victor Baby Grands ... 8.50

Terms: 1/3 deposit with all orders, balance C.O.D.  
**AMI** Distributors for Northern Ohio  
NOW DELIVERING MODEL E

**Cleveland Coin MACHINE EXCHANGE, INC.**  
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SEEBURG

M-100A • M-100B  
M-100BL • M-100C

NATIONAL-RECONDITIONED SHUFFLE ALLEYS

United Imperial ... \$365  
United Classics ... 265  
United Olympics ... 260  
United Clovers ... 245  
United Cascades ... 240  
United 10th Frame Stars ... 175  
United 10th Frame Super ... 165  
United DeLuxe, 6 Player ... 110

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We Are Delivering  
**GOLD STAR**  
Gottlieb's New Sensation!  
ORDER NOW!

NATIONAL Coin Machine Exchange

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"SPEEDY"  
"BANNER"  
Sensational-New TARGETTE BINGO GAMES

Ice Frolics ... \$400.00  
Palm Springs ... 395.00  
Dude Ranch ... 345.00  
Beach Club ... 265.00  
Beauty ... 185.00  
Yacht Club ... 175.00  
Cabana ... 175.00  
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CENTRAL OHIO COIN MACHINE EXCH.  
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Advise serial numbers. Quote best price.  
BOX D69, The Billboard Cincinnati 22, Ohio

ATTENTION OWNERS OF BELL TYPE MACHINES

We are in the market for brand new Mills Bells. Write, giving full description, price, etc., to  
**MILLS SALES COMPANY, LTD.**  
ATTN: E. STEWART  
Bender Warehouse Reno, Nevada

RELY on DAVIS GUARANTEED PHONOGRAPHS

The DAVIS 6 Point Guarantee

- ✓ Mechanism Overhauled
- ✓ Worn parts replaced
- ✓ Amplifier reconditioned
- ✓ Speaker inspected
- ✓ Tonehead renewed
- ✓ Cabinet professionally refinished

SEEBURG 146 ... \$ 99 | 148M ... \$169 | D-40 ... \$329  
147 ... 119 | 148M ... 189 | D-80 ... 469  
"A" ... 129

WURLITZER

1080 ... \$ .99  
1015 ... 125  
1100 ... 250  
H1217 ... 159

**WALL BOXES**  
—Reconditioned and Rebuilt—  
Seeburg W1-L56, 5c, wireless ... \$3.95  
Seeburg 3W2-L56, 5c, 3 wire ... 6.95  
Wurlitzer 2140, 5c ... 3.95  
Wurlitzer 3031 ... 3.95  
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32 Stations Pantages Music Equipment.  
Complete, good operating condition.  
Write for Bargain Price.

WANTED TO BUY  
SEEBURG ... M-100A | SEEBURG ... M-100B  
WURLITZER ... 1250  
And all other late model phonographs.  
WRITE OR CALL US FOR PRICES

We Specialize in Export Trade  
ERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.  
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**WURLITZER 1250 ... \$265**  
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RECONDITIONED AND REFINISHED LIKE NEW!  
Terms: 1/3 Deposit, Bal. C.O.D.  
**ATLAS MUSIC COMPANY**  
A Quarter Century of Service.  
2120 N. Western Ave., Chicago 47, Ill., U. S. A. ARmitage 6-5005

**NEW!**

**JET ACTION!**

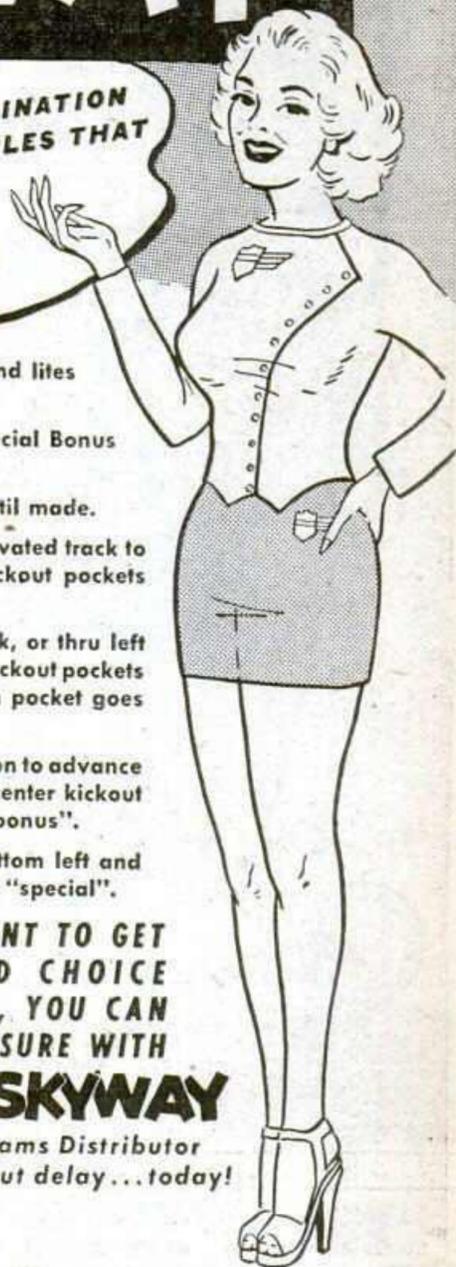
# Williams SKYWAY

LOOK AT THIS BRAND NEW COMBINATION OF SCORING PRINCIPLES THAT "ON TOP" IN ANY LOCATION. IT DEFIES COMPARISON!

- Making 1 to 8 rollovers scores 1 replay and lites all 1 to 8 rollovers for replays.
- Making 1 to 8 lites button to advance "Special Bonus Score".
- Bonus Score builds up and remains on until made.
- Ball in top center area is kicked onto elevated track to advance balls progressively along kickout pockets on right side of playfield.
- Additional balls over elevated track, or thru left bottom rollover, advance balls in kickout pockets on right side until ball in bottom pocket goes thru return hole.
- Ball thru return hole lites button to advance "special bonus" and lites center kickout pocket to collect "special bonus".
- Making 1 to 8 lites bottom left and right side rollovers for "special".

WATCH IT LOAD UP YOUR CASH BOXES!  
A REAL MONEY MAKER!

Beautiful Extravagantly Handsome Colorful Cabinet



IF YOU WANT TO GET AND HOLD CHOICE LOCATIONS, YOU CAN DO IT FOR SURE WITH Williams SKYWAY  
See Your Williams Distributor without delay... today!



CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

### OPERATE Williams DAFFY DERBY

with horses that actually gallop across the backbox plus the new exclusive MIDGET PLAYFIELDS that score real earnings for operators!



### FOREIGN BUYERS

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Parts and Service Manual Available

### Immediate Delivery INTERNATIONAL RECONDITIONED 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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FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

#### FOR IMMEDIATE DELIVERY of

- WURLITZER { 1100's, 1500's, 1400's
- SEEBURG { M100A's, M100B's, M100BL's, M100C's

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"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

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Write or wire for prices

### Headquarters for BEST BUYS in USED Bally® GAMES

Just buy one, see why you pay a little more—and be glad you did! 1/3 deposit with all orders. MONEY BACK IF NOT SATISFIED. Write, wire or call.

HIGHEST PRICES PAID

for used Bally In-Line Games

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### SPECIALS!

- Genco SUPER BASKETBALL ..... \$450.00
- 6—YACHT CLUBS ..... 195.00
- 8—PALM BEACH ..... 140.00
- 1—ATLANTIC CITY ..... 150.00
- 6—SPOT LIGHTS ..... 75.00
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Exhibit SHOOTING GALLERY .... Write

### UNIVERSITY COIN MACHINE EXCHANGE

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### COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.

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Yes  Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

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City ..... Zone ..... State .....  
Occupation .....



MORE FEATURES!... EXTRA FRAMES!... GREATER PROFITS!...



# chicago coin's FEATURE BOWLER

PLAYER BY SHOOTING SKILLFULLY  
IN THE 11th FRAME, GETS 1, 2 or 3  
EXTRA FEATURE FRAMES TO ADD  
POINTS TO HIS SCORE!

\* ONE EXTRA FRAME  
can add 300 for strike or 100 for  
spare to Score!

\* TWO EXTRA FRAMES  
can add 600 for strike  
or 200 for spare to  
Score!

\* THREE EXTRA FRAMES  
can add 900 for strike  
or 300 for spare to  
Score!

Feature Bowler Contains all  
the ADVANCE Scoring Fea-  
tures! New Top Scoring Thrill  
of 1900

Multiple Scoring on Strikes &  
Spares plus "Time Tested"  
actual 1-9 Pin Scoring

New Front  
Hinged Score  
Frame Glass  
for Easier  
Servicing!

You Get  
Increased  
Revenue from  
10c - 3 for 25c  
Play!

GOING STRONGER THAN EVER!...



## chicago coin's SUPER HOME RUN

6 Player Baseball Game  
with the 3 way  
"Match" &  
"Free Play"  
Features!

## chicago coin's STAR LITE BOWLER

New Match Bowler  
with Entirely  
New Matching  
Principles!

1725 W. DIVERSEY • CHICAGO 14

**chicago  
coin**  
MACHINE COMPANY

NOW...ever popular **BOWLING SKILL**

AIM CONTROL

plus old favorite **SKEE-BALL SKILL**

SPEED CONTROL

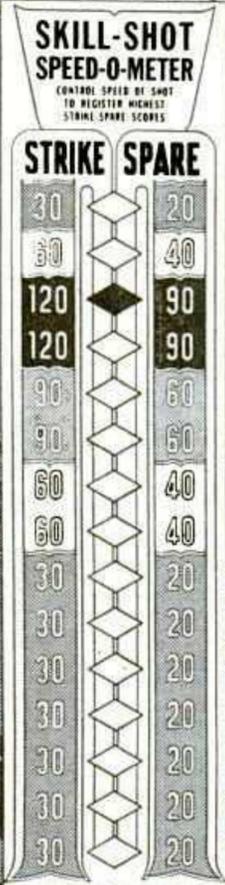
# Bally JET-BOWLER

WITH TRIPLE-MATCH FEATURE AND

## SKILL-SHOT SPEED-O-METER

STRIKE and SPARE scores controlled by player's SKILL  
NOW...ever-popular BOWLING PLAY-APPEAL is combined with the old favorite SKEE-BALL PLAY-APPEAL in the greatest shuffle money-maker ever built. Thanks to new Skill-Shot Speed-O-Meter, SPEED-CONTROL SKILL of skee-ball is combined with AIM-CONTROL SKILL of bowling to produce a bowler that really keeps players coming back day after day, month after month. Get in on the big new bowler boom now... get JET-BOWLER and ROCKET-BOWLER!

MODEL JET-325: 10¢ A PLAY—3 PLAYS 25¢    MODEL JET-110: 10¢ A PLAY



### ROCKET BOWLER

All the play-appeal and favorite features of JET-BOWLER... but without Triple-Match.

MODEL ROCKET-325  
10¢ A PLAY  
3 PLAYS 25¢

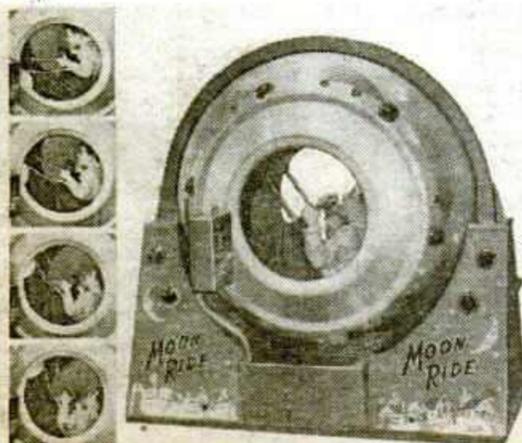
MODEL ROCKET-110  
10¢ A PLAY

POPULAR SIZE  
8 ft. by 2 ft.

### FAVORITE FEATURES

Light-up scores. Club-styled cabinet. Adjustable for 10 frames or 5 frames. 7-10 Pick-up. Last Frame Feature adjustable to allow player to keep shooting as long as he scores Strikes. Formica playfield. Giant pins. Hinged playfield, pin-hood and doors. Quiet operation. Sturdy, trouble-free mechanism.

## Bally MOON-RIDE FASTEST MONEY-MAKER EVER BUILT IN KIDDY-RIDE CLASS



**FLASHY EYE-APPEAL**  
Silver mirror, blue base, flashing light, stars and comets, who by color, wind.  
**SPACE-GUN SOUND-EFFECTS**  
**POSITIVELY SAFE**  
**ADJUSTABLE HIDE-TIME**  
**ALL-METAL CONSTRUCTION**  
**NATIONAL COIN-MECHANISM**  
25 IN. BY 12 IN. BY 10 IN. HIGH  
**RETRACTABLE CASTERS**

## EARN MORE MONEY

WITH

# Bally Hi-Fi

### Famous IN-LINE SCORING Features Plus Exciting BUMP-BUTTON

Famous IN-LINE Score Features plus exciting BUMP-FEATURE that allows player to bump or jiggle game without lighting "tilt" result in biggest earnings reported since days of BEACH CLUB. And Hi-Fi is actually beating BEACH CLUB records in many spots. Get your share... get Hi-Fi today!



Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

**UNITED'S**

# NEVADA

WITH NEW

## SPELL-NAME

Carry-Over Feature

# NEVADA

LETTERS LIGHT PROGRESSIVELY AND REMAIN LIT FROM GAME TO GAME

**COMPLETE NAME LIT  
SCORES 5-IN-LINE**

**SUPER SELECTION FEATURE**

PERMITS CHOICE OF  
EXTRA BALL • BOTH SUPER CARDS  
4-IN-LINE SCORES 5-IN-LINE  
SUPER CARD SCORES 5-IN-LINE

**DIAMOND DIAGONAL SCORES**  
ON CENTER CARD INCREASE IN-LINE SCORES

**NUMBER SELECTION FEATURE**

Center Card 4 Corners  
Score 5-in-Line

Horseshoe Spot Feature  
Spots 5-8-15

All Balls Return Feature

Advancing Scores—  
Extra Balls

EQUIPPED  
WITH UNITED'S FAMOUS  
E-Z SERVICE FEATURES

**SEE YOUR  
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**UNITED'S  
BANNER  
and  
SPEEDY**

Shuffle-Alleys  
offer the  
**FINEST**  
in  
coin-  
operated  
**BOWLING  
GAMES**



TWO SIZES:  
8 FT. x 2 FT.  
9 FT. x 2 FT.



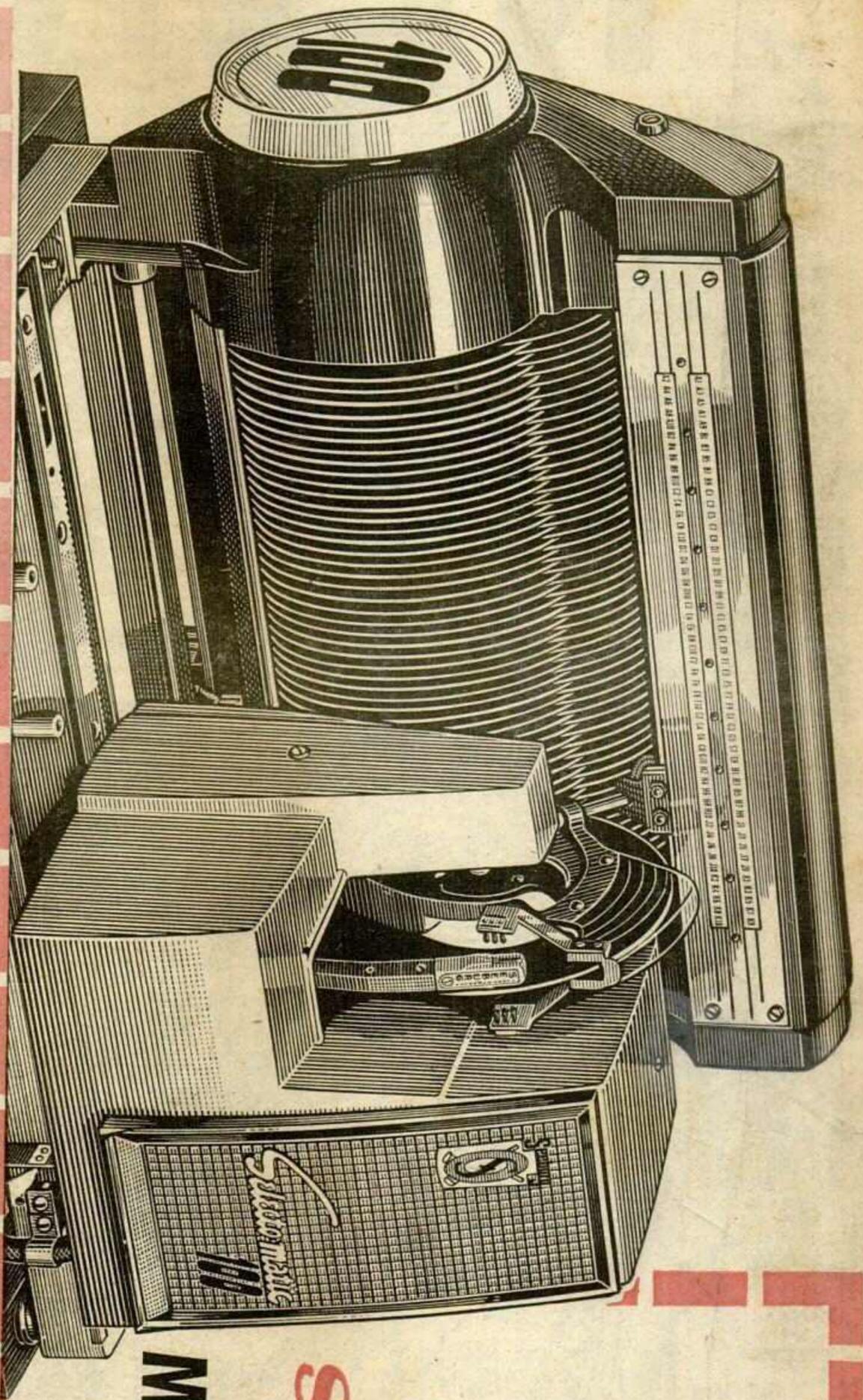
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**UNITED'S  
JUNGLE GUN**  
with  
**MATCH  
A  
SCORE**



COMPACT ONE-PIECE  
SHOOTING GALLERY





**ONLY**

**SEEBURG**

**HAS THE**

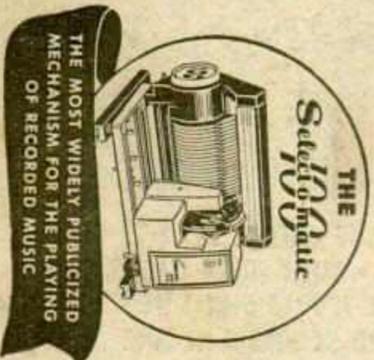
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**MECHANISM**

**Seeburg**

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION  
Chicago 27, Illinois



... the heart of the world's finest and most complete music system ... the most revolutionary development for the playing of recorded music since the invention of the phonograph.

This superbly engineered and styled mechanism has established new standards of performance for coin-operated music systems. Its consistent, efficient operation assures the maximum potential wherever the Select-O-Matic "100" is installed.

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