

# The Billboard

SEPTEMBER 18, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Man the Fair Gates! Mobs at Flood State

Big State Fairs and Canadian Exhibitions Smash Records; Others Running High

By HERB DOTTE

CHICAGO, Sept. 11.—Fairs of the U. S. and Canada are having one of the biggest years in their long history.

The 100-year-old Iowa State Fair, Des Moines, closed its 10-day run Labor Day with a gate of 607,112, exceeding the previous peak attendance of 543,461 set in 1951 by more than 60,000.

The 93-year-old Minnesota State Fair at St. Paul, which also wound up its 10-day run Labor Day, piled up a gate of 946,945 to eclipse the previous high of 905,563 established in 1950. The record-smashing run was all the more impressive because rain took a slice out of one weekend's patronage.

N. Y. Shattering Record

The 108-year-old New York State Fair, Syracuse, which opened its eight-day show Saturday of the Labor Day weekend, appeared well on its way Thursday (9), the sixth day of its run, to shatter the previous attendance record of 423,472 established last year.

Up in Canada, the Pacific National Exhibition at Vancouver, a Labor Day closer, finished with a 871,426 gate count, up from the 835,000 record chalked up last year. As in the case of Minnesota State Fair, the record gate was chalked up despite considerable rain.

At Toronto, the Canadian National Exhibition was setting a sturdy attendance pace, highlighted by an all-time record single day's gate of 296,500 set Saturday (4) and a new Labor Day peak turnout of 294,500. As of Wednesday night (6), with three more days of the 14-day event to go, the gate count stood at 2,249,500, up 159,500 over the attendance of the corresponding point last year, when the world's largest annual exposition finished with a gate of 2,619,500.

Majors Running Close

Major U. S. fairs running close, attendance-wise, to last year included the California State Fair, Sacramento. After six days, with five to go before its Sunday (12) close, the West Coast fair had notched up a 480,945 count, a scant 134 below 1953 to the same point.

Nebraska's State Fair at Lincoln ended its six-day run Friday (10) with a gate up about 7 per cent over last year's 276,000 pull and not much under the peak '51 gate of 285,270. Outstanding was the strong business given "Dancing Waters," which grossed about \$15,000 in six days and turned in a single day's take of \$3,899 for what is believed to be the largest

single day's gross to be scored since the attraction went under canvas at fairs.

The Indiana State Fair, Indianapolis, which finished its 10-day run Friday (10), experienced record-smashing attendance two of its first three days, then ran into an intense heat wave but finished only 10,000 to 15,000 down from its 592,143 gate of last year.

The mercury hovered at 103 and 104 degrees Sunday (5) and Labor Day. There were 400 cases of heat prostration on the grounds Sunday, 300 on Labor Day. Newspapers banner-lined Sunday's heat prostrations and this took a slice out of subsequent crowds. Sunday's gate was 125,995, compared to 131,753 last year, while Labor Day's turnout was 105,292, down more than 12,000 from the '53 holiday gate.

Heat, coupled with acute Detroit unemployment conditions, wilted attendance at the Michigan State Fair, and the 105-year-old Detroit annual took one of the few attendance beltings given any fair this year. Thru Wednesday (Continued on page 42)

## AUSSIES ANGLE FOR U. S. STARS WITH \$\$ BAIT

SYDNEY, Australia, Sept. 11.—A show business syndicate here, seeking to entice top American performers to tour this country, is already set or dickering with Johnnie Ray, Bob Hope, Nat Cole, Guy Mitchell and Jane Powell. The tremendous grosses racked up by the recent tour of the Artie Shaw, Ella Fitzgerald, Jerry Colonna and Buddy Rich package is expected to lure the names into making the trip. The latter package grossed \$103,000 for 15 performances in boxing stadia — an all-time record here.

Some of the talent are hoping to line up appearances in Japan and Hawaii either before or after playing this country. Guy Mitchell, for example, may make the three-nation trip following the completion of his current English tour some time in November.

The syndicate here is headed by Australian Benn F. Reyse and includes two Americans, Lee Gordon and Arthur Schurgin. It is also believed that negotiations are now under way with American agencies to bring key jazz talent to Australia.

## Broadway's Season To Harvest Bumper Crop of Musicals

Twelve Song-and-Dancers Tune Up; Victor Has 5 Cast Albums Signed

By BOB FRANCIS

NEW YORK, Sept. 11. — The new Broadway season tees off officially next week for what looks like a bumper crop of musicals. The tunesmiths should be happy with 1954-'55.

The usual annual crystal gazing is in order. Will the Fabulous Invald be in worse shape than at the same time last year? A check-up shows that the outlook is about identical. Thirty productions burgeoned on the Stem between September 7, 1953, and the new year. Barring accidents, 31 entrants plan Broadway unventings between next Monday (17) and the end of next December.

However, there is one highly significant difference. This year's scorecard emphatically points up musical production. Last fall's song-and-dance entrants totaled only six, against 24 straight plays, and three of them were solo performer exhibits. Currently coming up are 12 musical shows,

comprising nearly half of the new seasonal fare, and but one is in the solo performer category.

Obviously there is a definite swing toward the wares of the tunesmiths and the lyricists. Since seven out of the 12 are big-scale, book song-and-dancers, it is equally obvious that there is ample cash around for high-bracket show financing.

Booking Dates

September gets under way with a hillbilly revue, "Hayride," at the 48th Street Theater. Follows the British musical version of "A Midsummer Night's Dream" at the Metopera, and at the month's end another English import, "The Boy Friend," at the Royale.

October lists three entrants, Libby Holman's one-woman show, "Blues, Ballads and Sin-Songs," at the Bijou; a revival of "On Your Toes" at the 46th Street Theater, and Mary Martin in the musical version of "Peter Pan" at the Winter Garden.

November skeds Ezio Pinza and Walter Slezak co-starring in "Fanny" at the Majestic, and Eartha Kitt chanting special songs in "Mrs. Patterson" at the National.

Finally, leading up to the Christmas holidays, are "On With the Show" at the Hellinger; a revue, "Between Friends," at a house yet to be booked; "The House of Flowers" at the Alvin, and "Silk Stockings" at the Imperial. Song-and-dance fans look to be in for a good time.

It is much more than likely that this renaissance of interest by producers in musical productions has been sparked by the mounting trend on the part of record companies toward album and package business. An original cast album recording offers tremendous exploitation possibilities both via regular distribution and disk jockey performance. It spells box office for Broadway and subsequent hefty business on the road.

Aside from this, single releases of the show's top tunes by top name artists to be further exploited by TV appearances is usually a part of the deal. With royalties also coming in from the (Continued on page 11)

## NEWS OF THE WEEK

### KBTV Sharpens Film Library for Fall Push on 'Four Minute Plan' . . .

After six fabulously successful months, KBTV, Denver, is refurbishing its half-hour film library for the fall surge of its "Four Minute Plan." Advertisers get four one-minute commercials in a selection of syndicated shows for as little as the cost of three chainbreaks. . . . Page 2

### Fate of Many TV Shows Seen in Balance as Season Opens . . .

Video networks, advertisers and agencies wonder whether new programming developments taking place this season will signify lower ratings for their properties. All involved are girding for upcoming battle for audiences and are ready to pull their own on shows that do not hold their own. . . . Page 6

### Cigarette M'fers' Re-Emphasis on Name Brands May Dent TV Budgets . . .

Cigarette advertisers' re-emphasis of its name brands is likely to indicate a curtailment of network TV expenditures in the future. Old Gold becomes the first name brand to go filter-tip. . . . Page 7

### Major Disk Firms Quickly Take Up Trends Set By Small Labels . . .

There isn't a trend that the indie labels can start these days without the major firms jumping on the bandwagon. Look what has happened with "cat" music and the mambo. However the indies oft seem to stay a jump ahead in certain specialized fields. . . . Page 11

### Trend Growing Toward Syndicated Rhythm & Blues Disk Jockey Shows . . .

There is a growing trend in the rhythm and blues field toward syndication of disk jockey shows over indie radio stations. Three jockeys now have taped shows on a number of stations and more appear ready to follow suit. . . . Page 11

### RCA's License-Free 'Grave-Gard' Offer Studied by Disk Firms . . .

Major record companies are studying RCA Victor's offer of license-free use of its "Grave-Gard" development. The new pro-

cess is designed to protect LP's from abrasion hazards during use. . . . Page 11

### Use of Disk Performances as Film Trailers Raises Controversy . . .

Tie-ups between records and motion pictures aren't new, but the increasing use of disk performances as film trailers and for backgrounds is kicking up a fuss among some artist and repertoire men and performers. . . . Page 12

### Major Vending Manufacturer Buying Soft Drink Firm . . .

The Rowe Corporation is in final stages of purchasing Spacarb, Inc. Stockholders of both firms are expected to approve transaction September 17. Move gives Rowe a wedge in soft drink vending field; supplements its cigarette, candy, milk, ice cream, pastry and sandwich operations. . . . Page 66

### Democratic Move for Legal Bingo in NY Seen by Political Writers . . .

A Democratic move to gain legalized bingo in New York, patterned after the successful legislation in New Jersey this year which legalized the game, was seen this week by political writers. . . . Page 42

### Willow Grove, Phila., Amusement Park, Sold for \$1,905,000 . . .

Willow Grove, famed Philadelphia area amusement park, was sold this week to a trio of investors for \$1,905,000. Altho it is reported to have earned \$100,000 net annually its future is uncertain with at least part of the 107-acre tract earmarked for a shopping center. . . . Page 47

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## Coaster Has \$7,000 Day

TORONTO, Sept. 11.—What is believed to be the biggest single day's gross for a Roller Coaster anywhere was registered here Saturday (4) at the Canadian National Exhibition, when the Flyer, designed and operated by J. W. Conklin, turned in \$7,056.—As the CNE's gate hit 296,500, the largest single day's attendance in its history.

The ride, operating at 35 cents for adults and children, carried 20,162 persons, hit a peak operation of 58 trains an hour, and had 1,897 re-riders.

## Musicals Nod To TV Plays

NEW YORK, Sept. 11. — The promotional value of television and radio performances has caused legit musical writers and producers to change their thinking about permitting TV productions of their show tunes and radio performances of original cast albums in their entirety.

Historically the producers and writers of musicals have held onto such performing rights—not even permitting the American Society of Composers, Authors and Publishers to issue licenses for TV productions. Recently, however, specific, blanket permission has been granted to radio stations for a one-time performance of a show album in its entirety and in the sequence as performed in the show. In addition, producers and writers have not only cleared TV productions of show tunes, but encouraged them.

## KBTV's Sock Local Sales Plan Gears Up for Big Fall

### Orders 3 More MCA-TV Packages For Successful '4-Minute' System

DENVER, Sept. 11.—One of the country's most voluminous buyers of half-hour film libraries, KBTV here, has just expanded its order from MCA-TV by three more packages to get its fabulously successful "Four Minute Plan" in full swing for the fall. The plan, which was kicked off six months ago, had an average 75 per cent sell-out during the summer. With its record now clearly established, the station feels virtually assured of S.R.O. on its unique film sales scheme from here on.

The programing structure of the "Four Minute Plan" calls for at least 15 half-hour shows booked between 6 and 10 p.m., Monday thru Friday. The advertiser gets a one-minute spot in each of four different shows for a flat weekly price that comes to as little as the cost of three Class A hairbreaks.

## Dale Sheets Sets Sales Conferences With UTP Staffs

HOLLYWOOD, Sept. 11.—A series of sales conferences will be held by Dale Sheets, assistant national sales manager of United Television Programs, with UTP regional sales staffs in cities throughout the United States during the next four weeks.

According to Wynne Nathan, vice-president in charge of sales, four products specifically will be plugged at the meetings. These are "Where Were You?", "Waterfront," "Rocky Jones, Space Ranger" and "Lone Wolf."

Sheets will hold meetings in New York, Chicago, Pittsburgh, Dallas, St. Louis, Kansas City, New Orleans, San Francisco, Minneapolis, Detroit and Baltimore.

The five MCA-TV packages it has are Abbott and Costello, "Follow That Man," "I Am the Law," "Biff Baker" and "Famous Playhouse." In addition, it has libraries from United Television Programs, National Telefilm Associates and Official Films.

Generally, KBTV buys film series for two runs each, putting a 13 or 26-week hiatus between

runs. It also includes some of its local sports shows in the "Four Minute Plan."

### Sales Scheme

The sales scheme has the shows grouped according to format, four shows in each group. The price for a minute spot in each of the four mystery shows is a flat \$250 a week; in the comedy shows, (Continued on page 41)

## 217 FOR PIANIST

# Liberace Markets Close to Saturation

NEW YORK, Sept. 11.—The Liberace vidfilm series is now in 217 markets, Canadian included, a number which is close to absolute saturation and undoubtedly makes it the top syndicated show in the country in terms of market coverage. The program, which is produced and distributed by Guild Films, went over the 200 market mark several weeks ago when it concluded a sponsored deal for 25 Canadian cities, three of them French.

Bowman Biscuit is the largest sponsor, with 13 Middle Western cities, and the program altogether has 140 clients, a good number of whom have multiple markets. Its first advertiser was the Denver National Bank, and its 200th was the Belk-Jones department store of Texarkana, Tex. Among its sponsors are a funeral parlor, a masonry company and a hardware company. The show is now playing in Cuba, and Caracas,

Venezuela, where it is sponsored by Heineken's Beer.

The Liberace show started on TV on February 18, 1953, about a year and a half ago. It was the brain child of Don Fedderson who was then the program director of KLAC-TV, Los Angeles, now KCOP-TV, and presented the show locally. He sold the idea to Reub Kaufman, president of Guild Films, who practically mortgaged his furniture to back his belief in the program, which has since become his most important property.

The vidfilm series was a real (Continued on page 41)

## GIOVANELLI

# Director and Writers for 'HQ' Hunted

NEW YORK, Sept. 11.—A director and writer for "Headquarters," a new TV film series being set for production in New York, are currently being sought by Frank Giovanelli, producer of the stanza. The show will be based on police cases worked on by Lt. George O'Connor, of the New York police department, now retired.

A pilot, shot recently in the Bedford Park studios, is currently being peddled for national sale by Masterson, Reddy & Nelson. However, according to Giovanelli, production on at least 13 episodes is slated to start soon, even if no national sponsor is found immediately. Giovanelli says capital to finance production has already been set. Giovanelli spent the past 14 years in South America producing features for South American producers. He formerly was a cameraman in Hollywood.

## 'Big Town' Has Lever on Hook

NEW YORK, Sept. 11.—NBC-TV has to come up with a client for "Big Town" by the end of September or Lever Brothers, which has the show alternate weeks, will have to pick up the tab each week. The stations cleared Wednesday 10:30-11 p.m. for "Big Town" because NBC-TV stated it would have the program fully sponsored.

The network is now receiving complaints from stations because the film series is only half sponsored. And the network could have sold the show to five or six advertisers, but rejected the orders because of Lever Brothers complaints that the products were competitive with some of its line.

## 'GANGBUSTERS' GROWING UP

# Full Feature Version, Being Spliced For Movie Showings, Follows Trend

NEW YORK, Sept. 11.—General Teleradio is planning to join the growing list of TV film firms cashing in on the theatrical market with TV film properties.

The firm is now putting together three of its new "Gangbusters" episodes, not yet released to TV, into feature film form for distribution to motion picture theaters. The three episodes revolve about the activities of the well-known criminal, John Omar Pinson. They were shot within the past few months by General Teleradio's TV film production subsidiary, Visual Drama, in Hollywood.

Bob Manby, General Teleradio exec in charge of the firm's Phillips H. Lord properties, is currently in Hollywood supervising production of new footage being

shot for the feature film version of the show.

It's understood that the "Gangbusters" title will be retained for the theatrical release.

Current plans call for the feature to be first booked into a

## 23 New 'Dragnet' Films in Making

HOLLYWOOD, Sept. 11.—Shooting on 23 new "Dragnet" films to add to the 100 previously completed was begun by Jack Webb at Walt Disney Studios this week.

This schedule calls for the filming of four episodes every three weeks, with all 23 to be finished by the end of the year.

## EDITORIAL

# Cut-Rates Cut Throats

Rate-cutting, which began in an under-the-table form in network radio, ultimately grew into a monster which corrupted, weakened and all but killed that medium. Proponents of that policy, open as well as concealed, contended that it was the only expedient in a period of heated competition with other media. If it was intended as a cure for network radio's ills, it has fallen far short, for the patient is sicker than ever, despite repeated doses of the same medicine.

Now the practice of making cut-rate deals has blossomed out to a frightening extent in syndicated film. Some short-sighted distributors are permitting their salesmen to wink at their announced prices in various markets, and this is proving tempting bait to a few equally short-sighted sponsors, ad agencies and stations.

Far be it from this publication to sound off against any legitimate way to make a buck in the TV film business. On the contrary, we believe in hard-selling, rugged competition of product against product as the foundation of the industry. But some of the devices cropping up now can ultimately do nothing but undermine all parties concerned, and damage the film business itself, perhaps grievously.

### The Majority Desist

Fortunately, the thinking element in the industry, which comprises its majority, has seen that the throat-cutting approach will, if continued, cause serious harm to all concerned on a very practical as well as ethical plane. They have desisted from such moves as practiced by one distributor, who recently offered three series to a Southern station at a cost of about \$250 per film for each and then settled on a deal at \$150 each for two of the shows, with the third tossed in gratis.

As practical businessmen, if they would look around the corner from this deal, they can see what it leads to.

Should film prices generally become unstable in each market due to so-called "flexible" price policies time and manpower, both worth hard cash, will be lost in the haggling over each deal which is bound to ensue. No distributor's initial asking price will be trusted. Suspicion of all distributors will become common, with clients holding back from deals in the hope of sweating out a better price.

Agencies and sponsors who seek immediate advantage by encouraging price cutting are endangering their own future use of vidfilm in so doing. In a price war, only the largest distributors could emerge without being ruined. Elimination of the small and medium-sized firms will threaten the development of new product. Just as important, it will leave the buyer of film at the mercy of the victors of the struggle, who are not likely to keep the rates low for very long once competition has been cut to a minimum.

### Take Long Look

On a somewhat longer range, but hardly to be minimized, is what the result would be should the vidfilm industry be reduced to such a shambles even at this early stage of its life. Both the purchasers and sellers of film have been complaining loudly about the incursions being made by the TV networks on local station time. The bright hope of the station, and of the local and regional agency and sponsor, is a healthy film industry. Without it, the networks will completely dominate the stations they regard as vital, while the others will be left to their own resources to survive.

It is obvious, therefore, that the TV film industry must take strong and immediate steps for self-protection from the fast buck boys whose fast spawework, if permitted to spread, would dig the grave of the rest of the business.

# Screen Gems Plans Syndication Push

NEW YORK, Sept. 11.—A major expansion of its syndication activities will soon be undertaken by Screen Gems. The firm up to now has been limited on the syndication front by virtue of the fact it has had only two important properties available for local sales—"All-Star Theater" and "Big Playback."

This fall, however, three new shows will be placed in the hands of its field staff. They are "Rin Tin Tin," "Jet Jackson, Flying

Commando" and "Top Plays of 1955." The last-named are reruns of this season's "Fireside Theater."

In preparation for the forthcoming syndication drive, John Mitchell, Screen Gems' sales veepee, takes off this coming week for a nationwide salesman-hiring and office-opening spree.

### Staff Line-up

The firm now has four men in New York, two in Chicago, two in Dallas, two in Atlanta, two in San Francisco, one in Los Angeles and two in Detroit. Mitchell within the next month plans to hire one or two additional men for each of these existing offices. He will also open new offices in St. Louis, Denver and perhaps Washington.

Mitchell's first stop will be Toronto, where he intends to set up (Continued on page 41)

# Jason-Bennett Shoots Series

NEW YORK, Sept. 11.—The recently formed ad agency, Jason-Bennett Associates, here, is producing a half-hour TV film series for its client, Carlton Motors, the largest Ford dealer in this area. Titled "Operation Success," it has Quentin Reynolds interviewing the heads of three business in each episode and doing a era tour of their plants.

For Carlton Motors the show getting only one booking. It bows on WABD next Sunday (19), 6-6:30 p.m. Jason Phillips, agency partner and co-producer of the show, is mulling a deal with a distributor for further syndication.

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

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

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

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

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

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

Table with 5 columns: No., Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use

MINNEAPOLIS-ST. PAUL 4 STATIONS

Table listing TV programs for Minneapolis-St. Paul, including Superman, Feby and the Pirates, Heart of the City, Cisco Kid, and Look Photoquiz.

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Minneapolis-St. Paul from 7 p.m. to 11 p.m., including Superman, Feby and the Pirates, Heart of the City, Cisco Kid, and Look Photoquiz.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Minneapolis-St. Paul on weekends, including Annie Oakley, Ramar of the Jungle, Cowboy G-Men, Wild Bill Hickok, Hopalong Cassidy, and Hollywood Half Hour.

11 a.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Minneapolis-St. Paul from 11 a.m. to sign-off, including Badge 714, Mr. District Attorney, Racket Squad, City Detective, Waterfront, Liberate, I Led Three Lives, Kent Theater, China Smith, Favorite Story, Foreign Intrigue, All Star Theater, Joe Palooka, Ringside With Rascals, Life With Elizabeth, Boston Blackie, My Hero, Stories of the Century, Nicketodeon, Inner Sanctum, Big Playback, International Playhouse, and Orient Express.

CHICAGO 4 STATIONS

Table listing TV programs for Chicago, including Gene Autry and Range Rider.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Chicago on weekends, including Superman, Wild Bill Hickok, Annie Oakley, Cisco Kid, and Clisco Kid.

BLOW TO FEATURE FILM

NBC-TV Clears 30 of 44 Stations for 'Tonight' Web

NEW YORK, Sept. 11.—NBC-TV has met with great, tho not overwhelming, success in clearing stations for "Tonight." The network has cleared 30 out of a possible 44 basic stations. It has also cleared Bloomington, Ind., an optional-interconnected affiliate in lieu of Indianapolis, a basic. And seven of the NBC-TV basics are in the Far West and will not receive the show.

Obviously, the segment of the TV industry that will be most damaged by "Tonight" are the syndicators of feature film. A spot check in 12 of the markets cleared shows that the vast majority of them program feature film. One or two of these stations, however, carry anthology-type programming which has recently been peddled in library form by syndicators of half-hour series.

NBC-TV expects to get about six more of its basic affiliates to accept "Tonight" once the pro-

gram gets rolling and picks up sponsors and audiences. But it has not been able to clear such important cities as Philadelphia, Boston, Providence, New Haven, Conn.; Cincinnati, Omaha, Birmingham; Columbus, O.; Louisville, and Johnstown, Pa., which goes into Pittsburgh.

The programming of "Tonight" will remove the important 11:30 p.m.-1 a.m. time period in the East, and the 11-12 time period in the Middle West from circulation for feature film peddlers. It is a vital blow, for these are the time periods in which their greatest sales activity has taken place over the years. It also takes some of this time away from local advertisers, many of whom have not been able to afford other and more expensive programming.

Syndicators of half-hour series are also affected, for they had hoped that they might encroach

into these half hours with their product. They have lost most of their other marginal periods to the networks—10:30-11, for example, on NBC-TV Tuesdays, Wednesdays and Thursdays. They had expected that some of their half-hour series might be moved into 11-12 during the week.

The NBC Film Division, it is reported, opposed the decision to program "Tonight" with all the power at its command. NBC-TV film sells only a few British features and most of its product is half-hour series. The programming execs at the network, however, had sufficient strength to overcome their arguments.

But "Tonight" must first win the battle of audiences before it can be considered a success. In New York, Steve Allen, who will also emcee "Tonight," has found his late night show outrated by WCBS-TV's "Late Show" all during the past season. Next season WCBS-TV will program an even stronger line-up of features, for it has acquired the Vitapix group and a series of "Sherlock Holmes" features.

The problem of combatting "Tonight" would, of course, be simplified if better full-length films were on the market. In recent years only a trickle of Hollywood features has come on the market and certainly few packages that could be called consistently good. But since NBC-TV is putting its chips on "Tonight," the network will do all in its power to insure its future. It may be taken for granted that money will be no object to see that the show pulls viewers. It is a personal project of NBC's president, Pat Weaver, and he will pull out all the stops to see that it is as good as possible.

Governor Gets TV Title To 16 British Features

NEW YORK, Sept. 11.—Governor TV Attractions this week acquired 16 first-run British pictures produced between 1938 and 1951. They were obtained in a three-part deal in which Emblem Pictures, headed by Joe Felder and Moe Kerman, got them from Timely Enterprises, Inc., and turned over TV distribution to Governor, which is run by Kerman's son, Arthur.

The pictures, their stars and release dates are: "Let the People Sing" by J. B. Priestly with Patricia Roc and Alistair Sim, 1945; "Condemned to Death" with Edmund Gwenn and Gordon Harker, 1940; "It Happened in Soho" with Patricia Rain and Richard Murdoch, 1949; "The Street Singer" with Arthur Tracy and Margaret Lockwood, 1940; "Death Is a Number" with Terrence Alexander, 1951; "Accidental Spy" with Neil Hamilton, 1946; "Beauty and the Barge" with Gordon Hacker, 1940, and "Laugh It Off" with Tommy Trinder and Jean Collin, 1944.

Also "Second Best Bed" with Tom Walls and Jane Baxter, 1944; "Honeymoon Merry-Go-Round" with Sally Gray and Monty Banks, 1944; "Who Is Your Father" with Lupino Lane and Jean Kent, 1938; "Meet Mr. Penny" with Vic Oliver and Kay Walsh, 1946; "The Second Mr. Bush" with Derrick DeMarney and Kay Walsh, 1947; "Room for Two" with Vic Oliver and Frances Day, 1944; "Music and Millions" with Claude Danipier and Jean Collin, 1944, and "A Sister to Assist 'Er" with Michael Howard and Muriel George, 1941.

Governor now has 71 feature films altogether.

CAMPAIGNS

Red Feather Drive Gets Film, Spots

NEW YORK, Sept. 11.—The United Community Campaigns have prepared a half-hour TV film and an assortment of film spots to be used by TV stations in the local red feather fund drives that begin September 26. The half-hour show was produced in Hollywood by Carroll O'Meara. Titled "Six Star Salute," it has Art Linkletter as emcee, with Bob Hope, Dinah Shore, Tennessee Ernie Ford, Barbara Britten and Ray Bolger doing song, dance and reading turns. It has openings for three local plugs.

Transfilm has produced a 90-second highly stylized animated spot telling how charity ultimately aids the giver. The Transfilm spot is in color.

In addition there are a selection of 12 20-second spots, each of which has a different type citizen making a direct plea. These include a secretary, a doctor, a factory worker, a soldier and a business man, each winding up with the "give the united way" theme spelled out. These were produced by Morton McConnachie Productions.

Also, there is a two-minute spot with General of the Army Omar Bradley, produced by Promotional Films.

MPTV Denies Liquidations

NEW YORK, Sept. 11.—There is no truth to the rumor that Motion Pictures for Television is trying to liquidate the two 15-minute series, "Junior Science" and the Tim McCoy show, according to Ed Madden, vice-president of MPTV. No sponsor sales have been made on either show yet since the distributor is still negotiating a number of potential regional deals, Madden said.

MPTV's new "Sherlock Holmes" show, produced by Sheldon Reynolds, was the subject of a two-page picture story in this week's Look magazine.

Gross-Krasne, Inc., In Full Swing on Expansion Program

HOLLYWOOD, Sept. 11.—Expansion of the commercial film operations of Gross-Krasne, Inc., is under way at California Studios. The division moved into a newly constructed bungalow on the lot this week.

Under the supervision of Vernon Clark, new techniques to speed up commercial production are reportedly being developed. These may be used in filming TV spots for political candidates. Negotiations for political telefilms for the coming campaign are said to be in progress.

Ground was broken for additional construction at California Studios this week. Scheduled to be built are a new mill, a building to house the property department and several new offices. United Television, which presently has four buildings on the lot, will probably occupy part of the new office space.

'You're There' To Go Color

NEW YORK, Sept. 11.—CBS-TV will film "You Are There" in color beginning early next year. The series will be shot in the East, at a studio not selected. It is felt by network programming executives that the show lends itself to color film because of the different and unusual locales that it goes to for its story material. "You Are There," in essence, is a recreation of history from the modern point of view which uses reporters to question historical figures. It is telecast over the CBS-TV network Sundays 6:30-7 p.m.

Dudelson Changes Tag

DETROIT, Sept. 11.—Moe Dudelson Enterprises, telefilm distributing firm, is being rechristened Dudelson Enterprises, with Stan Dudelson taking over as general manager. His father, Moe Dudelson, founder of the business, is returning to theatrical film distribution.

Ida Gottlieb, with United Artists Pictures here for 18 years, has been named office manager. The Dudelson firm represents National Telefilm Associates in this territory.

Advertisement for Joe Palooka Top-Rated New York Show at 7 P.M. Saturday... as shown by August Videorex. Includes a list of stations and ratings.

Advertisement for WOW! After only one telecast ADVENTURES OF ELLERY QUEEN. Includes contact information for Television Programs of America, Inc.

# SDG May Ask FCC to Code Films for Better Checking

HOLLYWOOD, Sept. 11.—The possibility of asking FCC to code or index all films shown on television is being explored by the Screen Directors' Guild as a result of the residual tangle, Joseph C. Youngerman, executive secretary of the Guild said this week.

No one really knows how much income is being missed by directors, actors, writers and artists' managers because there is no way of accurately checking what is being run by TV stations or for how many times, Youngerman declared. It may be that for every dollar being derived from residual rights, another is getting away.

So far, directors have been complaining very little about it, he stated, because times are good and directors are sharing in the general Hollywood boom. If they ever begin to realize what they may be losing, however, it's likely that they'll start to take note of the situation.

More directors are employed in TV film production, he revealed, than there ever were in B theatrical pictures during their heyday. Pay, too, is better for directors in telefilm than it was in the B's, he said.

A director under contract, of which there are presently some 30 or 40, makes a minimum of \$20,000 a year on a 40-week basis. Very few B directors used to make that much, he continued, and, in fact, on an hourly basis TV film probably pays better than theatrical motion pictures right now.

Of the 450 members of the Guild, all but about 80 or 100 have engaged in some telefilm production, he estimated.

It's almost impossible to keep track of what's going on in the residual field, Youngerman declared, and the situation is likely

to get worse before it improves. The Guild itself doesn't know how much its members are receiving because producers often transmit checks to directors without going thru the Guild.

According to contract it's the producers' responsibility to see that residual payments are made, but in actuality this sometimes isn't practical.

### Big One Okay

The big organizations such as Ziv-TV, MCA, UTP, the Roach-Reed combine, Columbia, and others are pretty good about making payments, Youngerman said, but it's almost impossible to keep tab on the hundreds of small producers, some of whom went out of business long ago. The properties, in the meantime, may have changed ownership two or three times, with residual payments lost in the shuffle.

Another complicating factor is that all the Guilds don't have the same formula for residual pay. The directors, for instance,

collect only on the first and third runs, whereas actors are supposed to be paid for as many as 12.

Sometimes, also, a property may lose its identity from one run to the next, he pointed out, since name changes are frequent. Furthermore, there is the problem of differentiating between the various episodes of a series.

The most practical solution, Youngerman said, would be for the FCC to assign a code number to each film by which it would have to be reported by TV stations each time it is run. Although no definite action has yet been taken, serious thought is being given to approaching FCC with the problem.

Another solution, he proffered, might be thru the establishment of a watchdog organization to which all four guilds, directors, writers, actors and artists' managers would contribute. It also would be helpful, he concluded, if the four could agree on a single system of residual payments.

## NO BABY BIZ

# Ziv Exec Upholds Latin American TV

CINCINNATI, Sept. 11.—Ed Stern, of the International Division of the Frederic W. Ziv Company, with headquarters here, has taken exception to the Page 1 story in last week's issue of The Billboard which stated that Latin America is barely in its infancy televisionwise and that the territory offers little potential in that field, at least for the present.

"The conditions as outlined in the article," Stern says, "are contrary to facts as we have found them. The Ziv company is really the only one that has thoroughly worked the Latin America countries and we are familiar with the problems there. At the moment, we are sold up in every market in Latin America, with the exception of Brazil and Argentina.

"The article, branding Latin America as an infant television-wise, can prove detrimental to Latin American stations and thru its harmful implication can keep the major U. S. advertisers from spending money in that field," Stern stated.

Actually, Stern says, Latin America has made remarkable progress in television. "Cuba, for instance, has 130,000 sets, not 110,000 as mentioned in the article," Stern says, "but it has a listening audience of 6.27 per cent. Latin American countries, it must be remembered, have a small middle class, but this small segment of the population represents a fabulous amount of purchasing power, about 60-65 per cent of the total of the country.

"Cuba's population is around 5,000,000, comprised of 1,000,000 families. Thirteen per cent of the Cuban families have television sets, and this 13 per cent also accounts from between 60 to 65 per cent of the country's purchasing power."

### Ziv Expanding

After a year of promoting Latin American sales, Ziv-TV is now planning to expand into Europe and the Far East. In this past year, Ziv-TV's international staff has jumped from five to 67 persons. The distributor now has sales offices in Mexico City, San Juan, P. R.; Bogota, Colombia, and Caracas, Venezuela. Additional offices are planned for Brazil and Argentina.

## 26 More for 'Private Sec'y'

HOLLYWOOD, Sept. 11.—A contract for an additional 26 "Private Secretary" half-hours has been signed between the American Tobacco Company and producer Jack Chertok. Filming will begin at General Service Studios October 11.

The 26 will carry the series, starring Ann Sothern and Don Porter, thru the 1955 season. Fifty-two shows had previously been filmed.

Recently named to the post of international sales manager was Millard Segal, formerly in Canadian broadcasting and before that with WLW here.

All the shows that Ziv sells in Latin America have Spanish sound tracks. "I Led Three Lives" is the latest to get the dubbing treatment. It will be ready for south-of-the-border sales early next year.

Ziv's most recent Latin American sales are "Cisco Kid" in Caracas (Cequeros) and Bogota; "Mr. District Attorney" in Mexico City (Ron Petro) Caracas (Nescafe) and Bogota; "The Unexpected" in Havana (Spring Air Mattress) and Bogota; "Yesterday's Newsreel" in Havana (Goodrich Tire), San Juan (First Federal Savings & Loan) and Bogota; "Favorite Story" in Caracas (Procter & Gamble) and Bogota, and "Boston Blackie" in Bogota.

## Finish Shooting On 'Baines' Pilot

HOLLYWOOD, Sept. 11.—Filming of the "Scattergood Baines" pilot, starring Will Rogers Jr., was completed at Goldwyn Studios this week by John W. Loveton Productions. Loveton will go to New York September 20 to sell the series.

Rogers plays the part of a small town newspaper editor in the film. Supporting him in the cast are Margaret Field, Griff Barnett, Jeanette Dolan and William Fawcett. Lew Landers directed.

## Gordon Packages Two Grid Series; Vitapix to Distrib

NEW YORK, Sept. 11.—The recently formed Ray Gordon Productions has packaged two series of football film shows covering historic moments in the sport since 1911. The one series of 13 quarter hours is devoted to collegiate games and is titled "College Grid Classics." The other series of 13 covers National Football League teams and is titled "Pro Grid Classics." Marty Glickman narrates both series.

Vitapix Corporation has taken over distribution of both series. Gordon this week also made a deal with Bob Tate of All-Canada for the Canadian distribution of his transcribed radio show, "Concrete Jungle," starring Lawrence Tierney, which goes into production later this month. Gordon also recently completed a pilot film for a 15-minute series on contract bridge. Titled "Double and Re-Double," it stars bridge expert Charles Goren, who invented the point count system of bidding.

## THE BILLBOARD SCOREBOARD

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

Continued from page 3

Aug. ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time
7.6	4.6	Rocky Jones, Space Ranger—Adv.—UTP	WBKB-S, 5:30-6:00
5.2	3.8	Range Rider—West.—CBS Film	WBBM-S, 5:30-6:00
5.0	5.0	Cowboy G-Men—West.—Flamingo Films	WBKB-S, 6:00-6:30
4.4	4.2	Ramar of the Jungle—Adv.—TPA	WBKB-S, 4:00-4:30
2.8	1.5	How Does Your Garden Grow?—Misc.—Internat'l Film Bureau	WNBQ-Su, 1:00-1:15
<b>7 p.m. to Sign-Off—Monday Thru Sunday</b>			
22.0	19.6	Badge 714—Mys.—NBC Film	WGN-T, 8:00-8:30
21.8	23.5	Favorite Story—Drama—Ziv TV	WNBQ-W, 9:30-10:00
21.4	18.5	Mr. District Attorney—Mys.—Ziv TV	WBKB-F, 9:30-10:00
20.8	20.8	I Led Three Lives—Adv.—Ziv TV	WGN-T, 9:30-10:00
17.4	19.8	Life of Riley—Comedy—NBC Film	WBKB-T, 10:00-10:30
17.0	16.3	Inner Sanctum—Mys.—NBC Film	WNBQ-S, 10:00-10:30
15.4	14.8	Waterfront—Adv.—UTP	WBKB-Th, 10:00-10:30
14.8	11.9	Janet Dean, R.N.—Drama—MPTV	WNBQ-S, 10:30-11:00
14.2	20.4	Liberace—Music—Guild Films	WGN-W, 9:30-10:00
14.0	12.9	Boston Blackie—Mys.—Ziv TV	WGN-Th, 9:30-10:00
13.2	5.6	Dangerous Assignment—Adv.—NBC Film	WBKB-F, 9:00-9:30
12.2	—	Death Valley Days—West.—Pacific Borax	WBKB-M, 10:00-10:30
12.2	9.8	My Hero—Comedy—Official Films	WBKB-Th, 10:30-11:00
9.4	12.9	The Visitor—Drama—NBC Film	WBKB-T, 10:30-11:00
8.0	11.0	Captured—Mys.—NBC Film	WGN-T, 7:30-8:00
8.0	6.0	Colonel March—Mys.—Official Films	WBKB-Th, 9:30-10:00
8.0	4.6	Foreign Intrigue—Adv.—Sheldon Reynolds	WGN-F, 7:30-8:00
7.2	10.4	Lone Wolf—Mys.—UTP	WGN-Th, 9:00-9:30
7.2	6.7	Your Star Showcase—Drama—TPA	WNBQ-S, 9:30-10:00
6.2	8.3	Kent Theater—Drama—P. Lorillard Co.	WBKB-W, 8:00-8:30
5.8	5.4	Life With Elizabeth—Comedy—Guild Films	WGN-Su, 9:00-9:30
4.8	7.5	Countdown—Drama—UTP	WBKB-S, 9:00-9:30
4.0	2.9	Big Playback—Sports—Screen Gems	WNBQ-Su, 10:30-10:45
3.6	2.9	Eversharp Theater—Drama—Eversharp Co.	WGN-Su, 9:30-10:00

## CLEVELAND 3 STATIONS

**Sign-On to 7 p.m.—Monday Thru Friday**

14.5	13.7	Superman—Adv.—Flamingo Films	WNBK-M, 6:00-6:30
10.5	16.1	Wild Bill Hickok—West.—Flamingo Films	WNBK-W, 6:00-6:30
9.0	11.8	Kit Carson—West.—Coca-Cola Co.	WNBK-Th, 6:00-6:30
8.7	9.3	Dick Tracy—Mys.—Combined TV	WNBK-T, 6:00-6:30

**Sign-On to 7 p.m.—Saturday and Sunday**

12.2	12.7	Ramar of the Jungle—Adv.—TPA	WEWS-S, 5:00-5:30
12.0	17.0	Annie Oakley—West.—CBS Film	WNBK-S, 6:30-7:00
11.9	14.6	Cisco Kid—West.—Ziv TV	WNBK-S, 6:00-6:30
4.3	4.7	Johnny Jupiter—Child.—Associated Artists	WEWS-S, 1:30-2:00

**7 p.m. to Sign-Off—Monday Thru Sunday**

28.8	24.3	I Led Three Lives—Adv.—Ziv TV	WEWS-F, 10:30-11:00
23.5	27.6	Liberace—Music—Guild Films	WEWS-W, 9:00-9:30
23.0	27.6	Foreign Intrigue—Mys.—Sheldon Reynolds	WEWS-Su, 10:00-10:30
14.2	15.1	Mr. District Attorney—Mys.—Ziv TV	WEWS-S, 7:30-8:00
14.0	16.7	Death Valley Days—West.—Pacific Borax	WEWS-Th, 10:30-11:00
12.9	10.7	Waterfront—Adv.—UTP	WEWS-Th, 9:00-9:30
12.8	9.6	Range Rider—West.—CBS Film	WEWS-Su, 7:00-7:30
12.7	14.4	Favorite Story—Drama—Ziv TV	WNBK-Th, 10:30-11:00
9.4	9.3	Kent Theater—Drama—P. Lorillard Co.	WEWS-S, 10:30-11:00
8.7	12.6	Badge 714—Mys.—NBC Film	WNBK-F, 7:00-7:30
7.6	11.7	Crown Theater—Drama—CBS Film	WNBK-M, 10:30-11:00
6.5	8.4	Janet Dean, R.N.—Drama—MPTV	WNBK-T, 7:00-7:30
6.4	11.8	Eversharp Theater—Drama—Eversharp Co.	WNBK-W, 7:00-7:30
5.9	—	Life With Elizabeth—Comedy—Guild Films	WEWS-M, 7:00-7:30
5.2	—	Files of Jeff Jones—Mys.—CBS Film	WNBK-S, 7:00-7:30
2.9	—	Joe Palooka—Adv.—Guild Films	WEWS-W, 7:00-7:30
0.9	1.0	Big Playback—Sports—Screen Gems	WEWS-F, 7:00-7:30

## DETROIT 3 STATIONS

**Sign-On to 7 p.m.—Monday Thru Friday**

11.6	9.7	Wild Bill Hickok—West.—Flamingo Films	WXYZ-M, 5:30-6:00
9.4	9.2	Superman—Adv.—Flamingo Films	WXYZ-W, 5:30-6:00

THE BILLBOARD SCOREBOARD

Pilot Films in Production Since July 1

This feature runs once a month in The Billboard's TV film department. It offers the most complete directory available of production of pilot films and is limited only by the Billboard's ability to reach all producers in the industry.

Table with columns: Name & Type of Show—Star, Running Time, Shooting Date, How Selling. Includes entries for O'Henry From Brooklyn, Detective Riddle, Cadden Corporation, etc.

THE BILLBOARD SCOREBOARD

Other Films in Production Since July 1

This feature runs once a month in The Billboard's TV film department. It offers most complete directory available of films other than series produced especially for TV.

Table with columns: Name and Type of Program (C denotes Color), Running Time, Shooting Date, How Selling. Includes entries for HARTLEY PRODUCTIONS, INC., HOLLYWOOD TELEVISION PRODUCTIONS, etc.

Table with columns: Avg. Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use.

Table with columns: Avg. Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes entries for Kit Carson, Gene Autry, Terry and the Pirates.

Sign-On to 7 p.m.—Saturday and Sunday

Table with columns: Avg. Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes entries for Annie Oakley, Terry and the Pirates, Cowboy G-Men.

7 p.m. to Sign-Off—Monday Thru Sunday

Table with columns: Avg. Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes entries for Badge 714, Mr. District Attorney, I Led Three Lives, Racket Squad, City Detective, Amos 'n' Andy, Elery Queen, Liberate, The Playhouse, Famous Playhouse, Cisco Kid, Royal Playhouse, Boss Lady, Foreign Intrigue, Favorite Story, Janet Dean, Times Square Playhouse, Big Playback, Eversharp Theater, TV's Baseball Hall of Fame.

TV FILM PURCHASES

NBC Film Division announced the sale of the following shows to WPBN, Traverse City, Mich.: "The Falcon," "Hopalong Cassidy," "Inner Sanctum," "Victory at Sea," "The Visitor," "Paragon Playhouse," "Dangerous Assign-

ment" and "Captured." Pacific Fruit Company will sponsor "Life of Riley" on KFXJ, Grand Junction, Colo.; KOOK, Billings, Mont., and KFBC, Cheyenne, Wyo. Station WITV, Fort Lau-

LIVE OR FILM?

Cantor Takes Strong Stand in Favor of Pix

HOLLYWOOD, Sept. 11.—Eddie Cantor spoke out bluntly in favor of telefilm over live TV following completion of the first of his 39 "Eddie Cantor Playhouse" shows for Ziv-TV.

What's the use of doing a show once and then having it gone forever? The one-time vaudeville comedian asked. If it's on film people who may not have had the opportunity to view it on the first run can watch it later, possibly in some areas where there was no TV when the pix was originally produced.

"I only wish I'd done this back in 1950," Cantor, who was one of the stars of the live "Colgate Comedy Hour," said. When shooting for film there's never the tension that there is in doing a live show, he explained, because the actor doesn't have to worry about hav-

ing props misfire or other mishaps occur.

He debunked the theory that a comedian must have a live audience to which to play. Look at all the comedies that have been produced by the theatrical motion picture industry, he pointed out.

The first of the Cantor shows was done in black and white, but the remaining ones will be shot in color. (Continued on page 14)

STAR AND STORY

Official's New Sales Gimmick

NEW YORK, Sept. 11.—Official Films has been showing local advertising agencies and their clients a new kind of film presentation of its "Star and the Story" vidfilm series.

The show is generally opened by each of its stars, who introduce themselves to the audience and give a short spiel on the story content of the show. These introductions have been snipped out and patched together into a smooth presentation. Making the pitch are David Niven, Frank Lovejoy, Teresa Wright, Judith Anderson, Thomas Mitchell, Peter Lorre, Edmund O'Brien, Alexis Smith, Edmund Gwenn, Brian Aherne, Joanne Dru, Keefe Brasselle, Angela Lansbury.

Revlon Buys 'Confidential' As Fall Bow

NEW YORK, Sept. 11.—Revlon will make its move into TV this fall with "Confidential File," the KTTV, Los Angeles, locally originated show which has been the subject of much national publicity.

"Confidential File" is a documentary which presents sensational subjects as, for example, its show about a homosexual who exposed himself and made a plea for greater understanding of their problems. Its sales agent is reported to be Bernard Schubert. William Weintraub is the agency. Paul Coates created the property and is featured in it.

Interstate Sells Four Feature Film Packages to WPIX

NEW YORK, Sept. 11.—Interstate Television has sold a hefty segment of its property roster to WPIX here. Included in the buy are 26 "Hans Christian Andersen" episodes, the entire group of 28 first run features, which Interstate recently put on the market.

The station is also considering the purchase of Interstate's "Little Rascals" package and Ethel Barrymore Theater series. Interstate's new batch of 28 features has already been sold in 25 markets, it was reported. The firm this month expanded its list of properties with the addition of a new 15-minute series in color, "Beyond the Yukon."

SNEAK PREVIEW TO TEST COMEDY

HOLLYWOOD, Sept. 11.—A sneak preview of a new comedy will be shown over NBC Sunday (19) at 5:30 p.m. By the cinema technique of a premiere the network is hoping to draw an extra audience and at the same time see what reaction the show gets.

Previously such premieres resulted in good audience response, according to web executives. None of these shows as yet reportedly has been sold, however. The web is keeping the title of the preview series a dark secret.

Rogers, Autry In Appeal to Supreme Court

WASHINGTON, Sept. 11.—In separate appeals, Roy Rogers and Gene Autry this week asked the Supreme Court to reverse a ruling of the Ninth Circuit Court of Appeals which gave Republic Pictures the right to dispose of their films as it wishes.

Rogers contended in his brief that his contract with Republic specifically reserved for him all rights for commercial exploitation of his films. Autry stated that he did not dispute Republic's right to li-

More Episodes In 'Queen' Seg

HOLLYWOOD, Sept. 11.—Resumption of shooting on the "Elery Queen" series has been scheduled for next February, Leon Fromkess, executive producer of Television Programs of America, said this week.

The first 32 half-hours of the series, which is being syndicated, were completed earlier this year, and the show went on the air in May. Fromkess stated that it hasn't definitely been decided how many more episodes are to be shot.

Fox Studio Shoots 7 Guy Lombardo Pix in New Series

NEW YORK, Sept. 11.—Production of the first seven segments of "Guy Lombardo and I's Royal C. nadians" has been completed at the Fox studios here. The format has a spot for a guest artist in each installment.

Premier and Sealy Make Hefty Buys Of WABC-TV Pix

NEW YORK, Sept. 11.—WABC-TV's new policy of heavy reliance on film programing continued paying off this week as two more advertisers rolled into the shop, latching onto hefty segments of filmed time.

QUICK TAKES

Former McCann-Erickson film producer James Harkey this week was named film supervisor of the Geyer Advertising Company. . . Charles Skinner, executive producer of the firm bearing his name, left this week for Detroit on a business junket. . . David L. Quaid, noted color photographer, has joined Transfilm, Inc., as chief cameraman. . . (Continued on page 41)

A POST EXCLUSIVE The one and only GROUCHO



His life story told by his son, Arthur, with hilarious footnotes by Groucho himself



Fond of disguises, he once listed his occupation on a customs blank as "smuggler."



Three Marxes on a breadstick. But Groucho much prefers a pumpernickel for one.



His daughter, Melinda, once topped him by inquiring, "Daddy, are you dead?"

You've laughed at his movies, howled at his TV shows. Now meet the real Groucho—and roar! Here are all the fun and all the facts—in a son's-eye view that makes Groucho emerge as far more than just an eyebrow-wiggling clown. So get on your Marx, get set, go—to your newsstand today! And tell 'em Groucho sent you. (He sends everybody!)

My Old Man Groucho by ARTHUR MARX

The Saturday Evening POST September 18, 1954 - 15c



## Networks Gird for Greatest Fall Scramble in TV History

### Radical Program Changes Predict A Real Dog-Eat-Dog Competition

By LEON MORSE

NEW YORK, Sept. 11. — The upcoming video season is expected to be the most critical on a network level in the medium's brief career. Such radical programming departures as the spectaculars, "Tonight" and the huge number of new programs being telecast over NBC-TV have advertisers, agencies and network execs alike pondering the fate of their respective properties in the dog-eat-dog competition to be engendered by these new developments.

Multi-million dollar corporations are betting their futures on what network TV can do to get and secure new consumer markets for them. In the automobile industry Chrysler is staking about \$17,000,000 on six programs, which it expects will win back for it the segment of the American car-buying public which it lost to Ford and General Motors.

The lipstick industry is similarly engaged in a battle between Toni and Hazel Bishop on a similar fantastic money-spending level. And Colgate, Block drugs and the other toothpaste manufacturers are shelling out plenty in an effort to withstand the competition of Procter & Gamble's new Gleem.

#### Some to Be Hurt

Because of such terrific competition it is certain that more than one sponsor and network is likely to get hurt—some more than others. It is reckoned as a virtual certainty that the new programming offerings and the spectaculars, both on NBC-TV and CBS-TV, will result in a general upheaval in the Top 10, with some bankrollers shoved out and with many shows being axed.

It is likely that CBS-TV will be under the most acute sort of pressure, especially on Monday evenings when it is faced by a combination of Sid Caesar, "The Medic" and a spectacular, "I Love Lucy," despite its phenomenal staying power, may be in a vulnerable position because of its age, and its perennial high rating may be dented a bit.

A turnabout will occur on Thursday evenings when, for CBS-TV, Chrysler's combination of melodramas and musicals, studied by top names from Hollywood, will put the heat on both "Justice" and "Dragnet," which are on NBC-TV. Should the Chrysler hour show pick up a substantial viewing audience at 8:30, during its first half hour, "Dragnet" will be hard put to it to find as many dial-twisters as in the past and may suffer.

#### Saturday-Sunday

Saturday and Sunday evenings pose the most intriguing questions. Will the NBC-TV Saturday night spectacular, plus its trio of comedy shows, do a job for that network against the three solid presentations that CBS-TV has lined up. Herb Shriner, "My Fa-

## Auto Sponsors Still Active in Network Buying

NEW YORK, Sept. 11.—Network TV buying activity on the part of automobile manufacturers continued strong this week. Cadillac for the first time made a network purchase, when it bought three participations in "Home" and "Tonight" to announce its new cars. Cadillac was in network TV previously as a partial sponsor of the National Collegiate Athletic Association football games via NBC-TV when games were bankrolled by General Motors.

Dodge this week was reported seeking its third TV show. The sponsor now has "Break the Bank" and half of Danny Thomas, both on the ABC-TV network. Grant is the agency.

vorite Husband" and "That's My Boy." Sunday night is as much of an enigma. Colgate's "Comedy Hour" has been completely revamped and will feature variety as much as comedy. It will also have the aid of another monthly spectacular in its bid to knock off "Toast of the Town." CBS-TV, however, has the new GE dramatic show, with its plentitude of talent, as well as the Celeste Holm vehicle primed to go after NBC-TV's dramatic show, 9-10 p.m.

It is to be expected that with so much at stake, networks and sponsors would be noticeably edgy. Talk at the webs is that as soon as a show starts slipping it will be yanked quickly no matter what its past record, and, it goes without saying, that new programs which look bad will get short shrift.

#### Sponsors Gird

Sponsors are also preparing themselves. General Foods, for example, has just bought "December Bride," to go into Monday

nights 9:30-10 at CBS-TV. Nevertheless, it is already looking for another show to have on hand, just in case. Young & Rubicam, which just renewed "Justice" for Bordens, is also casing properties lest the worst should happen. The same may be presumed true of many other advertisers.

How much the revived ABC-TV will hurt its two major rivals is, of course, also the subject of much conjecture. The trade feels that its best chance to get ratings are with "Disneyland," Wednesday 7:30-8:30 p.m. and "Stop the Music," Tuesday night, 10:30-11. Both shows should have viewing power, tho "Disneyland" is as yet an unknown quantity.

The substance of all these conjectures is that a great many ratings are due for a drop. The chief question, of course, is how much and whether cost-per-thousand will rise so high as to make network TV sponsorship much less enticing. The answer may well be forthcoming from the approaching season.

## Firm Has Boom In Canned Mysteries

### Michelson Transcription Firm Inks 52-Week Deals With 35 Stations

NEW YORK, Sept. 11.—Charles Michelson, Inc., the veteran transcription distributor, is having one of its greatest seasons in its long history in the radio business. In the past three weeks, the firm has signed 52-week library deals with at least 35 stations. It is all on Michelson's "Hour of Mystery" promotion. Many of the stations have bought an hour and a half daily.

Michelson has over 40 different half-hour radio mystery series. The stations are programming them in blocks as spot carriers with such over-all titles as "Theater of Thrills" at WBBM, Chicago, "Mystery Playhouse" at KCOK, St. Louis, and "Mystery Before Midnight" at WABC here.

The price for the "Hour of Mystery" library is pegged at a fixed percentage of the station's one-time, half-hour rate. The

minimum contract being written by Michelson is for \$2,500, he said. For the first time Michelson finds himself doing business with the station reps, which are now calling on him for rating and promotional data. The Michelson mysteries can carry 10 spots per hour. The disks have a minute of music at the commercial openings so that there is no dead air in an unsold spot.

Michelson sees his present boom as being another example of the radio networks' poison being in blocks as spot carriers with such over-all titles as "Theater of Thrills" at WBBM, Chicago, "Mystery Playhouse" at KCOK, St. Louis, and "Mystery Before Midnight" at WABC here.

The newest properties in Michelson's collection are a "Famous Trials" series produced in Australia by Grace Gibson and another called "Secrets of Scotland" with Clive Brook, produced in England.

## Bob Hope Sued By TV Scriptor

NEW YORK, Sept. 11. — Bob Hope is being sued for \$100,000 damages by a writer who charges that he infringed on an original scenario on the "Colgate Comedy Hour" of April 19, 1953: The plaintiff, Harold Franklin, claims he submitted the scenario to Hope in 1951 and it was returned.

The suit, in New York Federal Court, names NBC, Colgate and Hope Enterprises as defendants.

## CBS Seeking 3 Clients for Skelton Show

NEW YORK, Sept. 11.—CBS-TV is out to find three participating sponsors who will pick up the tab for Red Skelton. The comedy series which goes into 8-8:30 p.m. Tuesday next fall, will cost \$18,531 each for time and talent. Of this \$10,400 will be for talent, and \$8,131 for time.

The network stands to gross \$55,593 each week from the property if it sells out completely. Skelton however, has been hard to sell for two reasons; his limited clearances, and the opposition of the Milton Berle show on NBC-TV.

## WORLD'S TALLEST STRUCTURE IN OKLAHOMA CITY

OKLAHOMA CITY, Sept. 11.—KTWT, here, will have the tallest structure in the world—its new RCA antenna which will stand 100 feet higher than New York's Empire State Building and 580 feet higher than the Eiffel Tower in Paris. The TV mast will be 1,572 feet from the base to the tip of its antenna, and will increase the station's irradiated power six times.

The station airs on channel nine. The new antenna will be completed soon.

## Hayward Quits NBC Stable, Coe Replacing

NEW YORK, Sept. 11.—NBC-TV this week accepted the resignation of Leland Hayward and his top sidekick Richard Whorf, the number one and two men on the Monday night spectacular, which is to be programmed in the 8-9:30 spot once monthly. Replacing Hayward will be Fred Coe, who leaves his post as consultant to the "Lux Video Theater" to become executive producer of the spectacular.

Hayward's resignation is the result of his illness, which makes it necessary that he divest himself of difficult production chores. The program, however, will continue with its star producer policy. Otto Preminger will produce "Tonight at 8:30" which features Ginger Rogers, and Lindsay and Crouse will produce "State of the Union," the second Monday spectacular. Upcoming is a production assignment for Alfred Hitchcock.

Coe has not selected his top assistant as yet.

## Moore Heads NBC Publicity

NEW YORK, Sept. 18.—Ellis Moore this week was named director of the press department of NBC, replacing Dick Connelly who resigned to rejoin Young & Rubicam. Moore will be succeeded as director of business publicity by Joseph Derby, who was a staff writer on color at NBC.

Moore joined the NBC press department in October 1952.

## Ziv Enjoys Peak E.T. Sales, 'Mr. D. A.' Tops

NEW YORK, Sept. 11.—Alvin Unger, sales vice-president of the Frederic W. Ziv Company, came up with an explanation this week for the fact that sales of the "Mr. District Attorney" radio show so far have far outstripped any of Ziv's previous dramatic radio shows.

The key to the situation, according to Unger, is that "Mr. D. A." has a track record and reputation as a network property. "Local and regional advertisers see the plus value of sponsoring a nationally known and recognized show," he said. The show's last network exposure was on NBC for Bristol-Myers.

Current syndication sales of the show have now reached 201 markets. For a comparable selling period, this puts "Mr. D. A." 32 per cent ahead of Ziv's "Freedom USA," 23.4 per cent ahead of "Bold Venture," 10 per cent ahead of "Bright Star" and 6.5 per cent ahead of "I Was a Communist for the FBI."

Unger said that the company's latest analysis indicates that right now there is the heaviest penetration of Ziv radio shows at the local level in the history of the company. Ziv has more than 15 1/2 hours of programming a week in more than 325 cities.

Breaking this down further, Unger's analysis shows that local stations in Boston are carrying 26 half-hour Ziv shows, Cincinnati has 28 shows, New Orleans has 23, Dallas-Fort Worth has 33, Miami has 21, Birmingham has 25, Chicago has 14 and Cleveland has 16.

Unger hinted that Ziv was now taking steps to get out more new properties to meet this burgeoning demand.

## Toni, Claudette Colbert Talks Fail Over Commercial Issue

NEW YORK, Sept. 11.—Negotiations broke down completely this week for Claudette Colbert to take over the Toni Saturday night 8:30-9 p.m. time on NBC-TV. Miss Colbert remained adamant in her refusal to do any commercials on the vidfilm series. The actress even refused to introduce the announcer to do the commercial; so Toni, which had been giving ground on some of her other demands, decided against making the deal. Meanwhile, Don Davis, the

## Colgate Selects 'Romances' and 'Feather' Strips

NEW YORK, Sept. 11.—Colgate this week selected the two daytime properties it will bankroll via NBC-TV beginning the first week in October. An audience participation stanza, "Feather Your Nest," will go into the 12:30-12:45 p.m. strip thru the William Esty agency, while "Modern Romances" got the call for the 4:45-5 p.m. strip thru Bryan Houston.

"Romances," a radio vet via ABC, won out over the other shows in contention via two premises—that a different story and different cast will be used in each week's strip, permitting fresh material and new faces, and that a name femsee-narrator will be utilized who will be involved not only in the story line but actively to pitch live commercials.

The pacting of "Romances" was the third deal of the week on the show for its packagers, William Stark-Jerry Layton. Each ABC version inked Vic Juncos for half the Monday, day and Friday episodes. Junket foods enlarged its sponsorship to half of the entire strip.

## Miss Lamour To Do World Christmas E.T.

NEW YORK, Sept. 11.—The World Broadcasting System has signed Dorothy Lamour for a special half-hour Christmas radio show, and has signed a host of other talent for its regular transcription services. Other names recently signed are Charlie Applewhite, the Sauter-Finegan orchestra, Buddy Morrow, the Day Dreamers and Les Brown.

Herb Gordon, program vice-president, said that World is hiking its budget 48 per cent in the coming season for expanded programming, writers and talent. He said that six new half and quarter-hour strip shows are now in preparation.

David Rose will be the musical director for Miss Lamour's Christmas show. Vic Whitman is scripting and Henry Hayward directing.

## TV-Baseball To Get Mulling

WASHINGTON, Sept. 11.—Whether or not unlimited television of sports events is injuring baseball is likely to be hammered out in an upcoming meeting between Baseball Commissioner Ford Frick and George Higgins, KMBCTV, Kansas City, Mo., chairman of the National Association of Radio and Television Broadcasters Sports Committee.

Harold E. Fellows, NARTB president, this week invited Frick to a meeting with the Association's sports committee, after Frick had charged that TV was hurting baseball and that broadcasters and baseball representatives should get together to discuss the problem.

There has also been some trouble between Toni and "The Duke," which is the program the advertiser selected to fill in for a five-week period before the Colbert film show could be readied. NBC-TV, which owns "The Duke," will use another of its properties if the matter cannot be settled satisfactorily.

# TNT to Handle GM's Closed-Circuit Show

NEW YORK, Sept. 11.—Theater Network Television has been packed to put on a 49-city closed circuit show for General Motors November 23. The deal, arranged through the Kudner Agency, follows a trend established by Ford and Chrysler of increased use of the closed circuit TV medium by the auto making industry.

Among the cities in which the General Motors show will be picked up are Baltimore, Buffalo, Cleveland, Cincinnati and Los Angeles. Hotels will be used in all 49 cities. Nathan Halpern, head of TNT, has already ordered a quantity of large screen television equipment, which is to be manufactured by General Precision Laboratory.

**Second Show**  
This is the second industrial closed circuit show that Halpern is preparing to put on within the next few months. The other one he has set is for Frankfort Distillers on September 23, which will be seen in theaters in 20 cities.

Halpern this week has been busy wrapping up details in preparation for the theater telecast of the Marciano - Charles heavy-

weight championship fight September 15. A record total of 67 theaters has already been signed to pick up the fight. According to Halpern, at least three more theaters are expected to join the lineup within the next few days. The New York metropolitan area and parts of New England have been blacked out.

## ABC Stations Balk at Half Sold 'Jamie'

NEW YORK, Sept. 11.—The scheduled return of "Jamie" to ABC-TV this coming week may be a short-lived one, according to trade reports.

The network is said to be experiencing difficulty in clearing enough of the markets that Duffy-Mott, which sponsors alternate weeks, wants to hit with the show. The reason, it's understood, is that the stations are unhappy about the idea of picking up a show that is sponsored only on alternate weeks, thereby providing them with only half the income they would get from a fully sponsored stanza.

The show has been set to return to the air in its last season time slot, 7:30-8 p.m. Monday. The stations, of course, would prefer to put on a locally sponsored show.

## BRUSH TEETH, SEE DENTIST

CHICAGO, Sept. 11.—At least one local program which will premiere here next Tuesday (14) will prove to be a real bore for some, a shock for others, and a definite grind for the star.

A dentist's office will be the setting, and his chair will be the center of activity. The star will be a local practicing dentist, Dr. Mort Neimark, D.D.S., with his patients as guest stars.

The purpose of the program, in conjunction with the Chicago Dental Society, is to show viewers the importance of dental care. The doctor will answer questions sent in by the audience and from time to time will use guest specialists on the show. The show is the other half of WBKB's "Medical Advice Hour," with the other half being "All About Baby."

## CBS-TV Halts Publicity Dept.

NEW YORK, Sept. 11.—With the resignation of Dave Jacobson, the CBS-TV network has abolished its public relations department. Jacobson will be replaced by Charles Oppenheim.

Jacobson is setting up his own firm, Public Relations International, at 270 Park Avenue. Before joining CBS-TV, Jacobson was with Young & Rubicam and, previous to that, with Esquire.

# Stormy Outlook for FCC on TV Grants

## Petitions Urge Reopening of Cases Involving Tampa and Beaumont Channels

WASHINGTON, Sept. 11.—A stormy outlook for the Federal Communications Commission over the granting of the few VHF channels still available in the nation's top 100 markets was reflected this week in petitions challenging the reasons behind two recent TV grants and urging the FCC to reopen cases involving Channel 8, Tampa, and Channel 6, Beaumont, Tex.

While it is not unusual for unsuccessful applicants to appeal FCC decisions, FCC-ers now admit that with all available VHF channels already granted in 50 per cent of the nation's top 100 markets, they are getting into the "tough cases" in which losers are less likely to accept an FCC decision without a fight. When the pending TV cases are decided, there will be fewer than 10 VHF channels open in the top 100 markets. Broadcasters anxious to establish an outlet in this field are stepping up competition for the few remaining channels.

The FCC concern that the upcoming battles will revolve around its methods for deciding what is in the "public interest" are borne out in the petitions by three unsuccessful TV applicants in the Tampa and Beaumont cases. The Pinellas Broadcasting Company, Tampa, claims the FCC ignored 125 previous decisions favoring

local over outside ownership when it granted Channel 8 to The Tampa Tribune Company, owned principally by outside interests, while the Tampa Bay Area Telecasting Corporation claimed it should have received the grant under the FCC's new policy of favoring diversification of ownership, since it was the only applicant which did not own other media of mass communications.

Meanwhile, in the Beaumont, Tex., case, the unsuccessful Beaumont Enterprise argued that in granting Channel 6 to the Beaumont Broadcasting Company, the FCC discriminated against The Enterprise because it owned a newspaper in the area. Both FCC-ers and TV applicants expect a growing number of these cases to be decided ultimately in the courts.

## Fellows Urges Industry Men To Guard Rights

WASHINGTON, Sept. 11.—Harold E. Fellows, president of National Association of Radio and Television Broadcasters, in a talk before the Radio-TV Executives Club of New England this week urged broadcasters and advertisers to defend themselves against any further encroachment by lawmakers "upon their right as businessmen to serve a free people."

Citing recent attempts to curb wine and beer commercials on radio and TV, ban radio and TV coverage of public hearings, and blame broadcasters for contributing to juvenile delinquency, Fellows declared that the time has been reached beyond which advertisers and broadcasters "will not retreat in defense of their right to do business according to the terms of free enterprise."

Fellows urged "special care" in scheduling wine and beer commercials and children's programs, but in commenting on State laws prohibiting radio and TV coverage of public hearings and similar legislation pending before Congress, he declared: "There can be no compromise on this issue. Microphones and cameras do not interrupt proceedings, they do not create spectacles." To give in on this issue, he said, "would be to break faith with the vast audience we serve."

## Illness Curtails Bob Smith NBC Chores

NEW YORK, Sept. 11.—Bob Smith's recent heart attack will be responsible for the curtailment of all his programming activities at NBC, except "Howdy Doody." He will quit his radio strip and his TV strip which had started to pick up sponsors.

Replacing him in the 12-12:30 p.m. time period is Betty White, who is being moved up from the late afternoon. The switch is in the nature of a reprieve for Miss White for she had been slated to be axed because, tho her show was well-liked, it had not found any clients. No radio replacement for Smith has been named.

## CNB, Chi, Picks Goblin

CHICAGO, Sept. 11.—Isaac Gershan, general manager of the City News Bureau here, announced this week the appointment of Milton Goblin as radio news editor of the Bureau's new radio-TV department. The CNB is 64 years old this year and is a co-operative press association serving the four major Chicago dailies and the Associated Press. With the addition last week of the radio-TV department, the Bureau added teletype distribution to its 14-mile underground tube system. The pneumatic tubes provide interlocking communications for CNB copy with the press, as well as some of the public buildings. The new department will be manned around the clock every day of the week.

## Bricker Probe of Networks Gets Stalled

WASHINGTON, Sept. 11.—Sen. John W. Bricker's (R. O.) much-heralded probe of radio and TV networks probably will not get under way until next month owing to private and political affairs which are keeping the senator tied up in Columbus, O.

Altho the staff for the investigation was completed this week with the appointment of Harry M. Plotkin, former assistant general counsel of the FCC, as minority counsel for the investigating committee, it was admitted that progress in calling up records and witnesses cannot start until after Bricker has approved specific plans for the probe.

Bricker's work as a trustee of Ohio State University and in aiding Rep. George Bender (R. O.) in what will be a close campaign for the other Senate seat from Ohio are expected to keep him in Columbus, at least until the end of this month.

## New Sales of Daytime Radio Inked by CBS

NEW YORK, Sept. 11.—CBS-Radio this week made several important sales.

Armour and Procter & Gamble picked up "Wendy Warren and the News," and Armour alone will sponsor "Second Mrs. Burton." The sale of these daytime shows once again puts CBS close to being sold out completely in daytime radio.

The network also sold a quarter hour of the Galen Drake Saturday morning daytime show to Hunt Club Dog Foods, and Drake has been picked up by Calgon water-softener and Tasti-Diet for still another quarter hour of his philosophy.

The network, however, received a cancellation of "Stars Over Hollywood" from Carnation Milk. The program, now on Saturdays, 12:30-1 p.m., will be sustained for several weeks to try to find a client. If none is forthcoming, Peter Lind Hayes will move into the time period.

## N. Y. Concert Ork Booked by Du M

NEW YORK, Sept. 11.—Du Mont has booked the New York Concert Orchestra and Choir for Wednesday nights, 9-10, in a show titled "Concert Tonight." It will fill in the four weeks until the return of the Chicago Symphony concerts conducted by Fritz Reiner. Columbia Records pop a.&r. chief, Mitch Miller, will be the guest artist the first and third installments.

The group will be conducted by Margaret Hillis, who founded it four years ago at the Tanglewood Music Festival.

## LESS SUBSIDIARY STRESS

# Cigs' Return to Name Brand Only May Cut TV Budgets

NEW YORK, Sept. 11.—The current re-emphasis by cigarette manufacturers on their name brands rather than subsidiary brands is likely to result in cutbacks in their network video advertising budgets in the future. This re-emphasis became apparent this week when it was known that P. Lorillard is getting ready to unveil an Old Gold filter tip later this year. Old Gold consequently becomes the first name brand with a complete line—that is a regular, king-size and filter-tip Old Gold.

R. J. Reynolds will market a king-size Camel in October, following in the footsteps of Philip Morris, Ltd., which did the same for Philip Morris, as did Liggett & Myers for Chesterfield. All

signs consequently point to the fact that the giants of the tobacco industry have come to realize that if they did not begin promoting their name brands, in not too many years they would become far less significant, and the tremendous money spent in advertising them over the years would be wasted.

**Cigarette Scare**  
The major fact that the cigarette manufacturers have had to face this year has been the miraculous sales achievements of the filter tip cigarettes. Sparked as it was by the American Cancer Society report creating the cigarette scare, filter tip sales are understandable. And the major cigarette manufacturers have capitalized on the scare by issu-

ing their own filter tip brands—Kent, Winston, L. & M. and Herbert Tareyton. But these brands have already gotten such followings that they place the firms' name brands in jeopardy, especially in the light of new anti-cigarette studies expected to be issued shortly, among which will be one by Cornell University.

Then again, the large cigarette manufacturers have also hearkened to the voice of the retailers who have complained that the large number of brands on the market have created chaos. Buyers do not develop brand loyalty and every week ask for another brand, thus creating an inventory and sales problem.

Also making their strength felt are some of the agencies that represent the major tobacco companies. They have lost substantial billings to other agencies which handle some of the new filter tip brands. Lennen & Newell, for example, is not handling Kent which is now spending several millions each year thru Young & Rubicam.

Many of the agencies have told their clients that by putting out different brands they were in effect competing against themselves for no discernible reason. The agency men warned that the tobacco firms are spending vast sums on radio, TV and other

(Continued on page 8)

## SPECTACULAR HEADACHE

# Sunbeam Rehearses 16 Hours for 5-Min. Plug

NEW YORK, Sept. 11.—The first color spectacular, NBC-TV's "Satin and Spurs," was whipped together following a frenzy of rehearsals this week. Voice recordings for the production numbers were reported to be going on until the wee hours.

Sunbeam, the first spectacular sponsor to get on, put in over 16 hours of rehearsal for about five minutes of commercial time. Hazel Bishop, riding the second 45 minutes, put in over 11 hours of rehearsal. The show is to originate from the Warner studios in Brooklyn, while the commercials are being produced at the Colonial Theater here.

According to Elliot Saunders of Sunbeam's agency, Perrin-Paus, commercial production problems are at least doubled when going to color. Blurb rehearsals for Sunbeam's "Ethel and Albert" take at most five hours.

Saunders said in the time it took him to cast two matching male models for the shaver plug he could have cast an hour-long play. Altho the appliance company will have no vital color accuracy problem, the flare on the chrome objects becomes more critical in color.

The pay-off for Sunbeam in colorcasting is in the demonstration of food actually being cooked

in the frypan. In color, Saunders said the frying eggs, pork chops, chicken and potatoes are sure to arouse viewers' appetites as they never could in monochrome.

## WLW and Consolidated Food In 52-Week Saturation Pact

CINCINNATI, Sept. 11.—A 52-week contract calling for the largest saturation-type advertising campaign in the history of the Crosley Broadcasting Corporation has been signed with Consolidated Food Processors, Inc., Chicago, the producers of Monarch brand foods. R. E. Dunville, Crosley president, announced this week. The campaign, which will utilize the facilities of WLW Radio, will break with the return of the bolstered fall program schedule.

The advertising and distribution plan negotiated with WLW marks a new concept in the food field, Alan Randall, Consolidated vice-president and general sales manager, said. Monarch advertising will employ both announcements and programs to impact the WLW audience. In addition, Crosley's Client Service Department, to include merchandising,

promotion and publicity, will be employed to add further sales depth to the campaign.

Randall said the campaign will have two primary purposes: (1) To augment current distribution in the WLW merchandisable area in Ohio, Indiana, Kentucky and West Virginia, and (2) to develop further the sales of Monarch food products thru large-volume outlets.

H. M. Smith, vice-president in charge of sales for Crosley, along with Andrew Niedenthal, sales executive, handled negotiations with representatives of the Consolidated firm.

In Cincinnati for the contract signing, in addition to Randall, were A. E. Freeman, director of advertising and public relations for Consolidated, and Samuel Glueck, representative of Olian & Bronner, Inc., Chicago ad agency.

## New Revenue-Bearing Fields High on FCC's Current Agenda

WASHINGTON, Sept. 11.—The radio and television industry may be on the threshold of widespread expansion into new revenue-bearing fields as a result of upcoming Federal Communications Commission decisions on multiple ownership, multicasting and subscription TV. All three issues are high on the FCC's current agenda.

Altho hampered by the lack of a permanent chairman since Rosel Hyde's term ran out four months ago, the Commission is expected to act soon on a multiple-ownership rule aimed at helping UHF by boosting single ownership from five to seven TV outlets if two are UHF. CBS already is reported to be lining up its UHFers in markets ranking somewhere between 25th and 50th in preparation for FCC action.

With an upcoming ruling on multicasting now definitely slated to bring new revenue to FM stations by permitting up to four broadcasts from the same FM transmitter, support also appears to be growing to speed action on subscription TV. This new service has been under consideration by the FCC for more than a year and is considered by many as television's biggest potential source of untapped income.

Proponents of fee-TV have been given their greatest encouragement so far by the recent statement by Sen. Andrew F. Schoepel (R., Kan.), member of Senator Potter's Interstate and Foreign Subcommittee, strongly supporting pay-as-you-see-TV as the best solution to TV's problems. Schoepel's opinion has added importance since it now appears likely that the Potter subcommittee may never publish a separate report on its findings in the UHF-VHF hearings this summer. Its work has largely been taken over by Sen. John W. Bricker's Interstate and Foreign Commerce Committee now preparing to launch a full-scale probe of radio-TV networks as well as of UHF and VHF.

Schoepel declared that after hearing or reading some 3,000 pages of testimony from UHFers, VHFers and network presidents, he has concluded that TV has just about reached the limit of the advertisers' ability to pay for

programs, and that there's little hope of local TV station coverage for hundreds of communities until some new source of income is uncovered.

Calling such measures as the proposed \$7 tax credit on UHF-equipped stations "interim efforts," Schoepel said, "When it comes to the basic economic drought which is stunting the growth of television, I have so far heard of only one suggestion that seems broad enough and to hold enough to have some major possibilities."

That suggestion is to provide television with a subscriber source of revenue so as to broaden its economic base and also its services. Apparently, this is not only technically possible but would be as economically feasible for television as it is for newspapers and magazines," he said.

Schoepel argued that fee-TV would bring TV to a larger audience, and that it would prove a boon to advertisers as well as to some legislators. The new source of revenue for TV stations would ease the cost burden on advertisers, give them more choice of sta-

tions to cover their market, and ease their dependency on limited network affiliations, he said, adding, "I believe Senator Bricker would be interested in this prospect since he is concerned about network control of TV in this country."

Schoepel said he had urged the Potter subcommittee to ask the FCC, "To look into this matter with a view to action," and that he had been encouraged by the statement of acting FCC chairman Rosel Hyde to the effect that if fee-TV can be shown to be in the public interest, the FCC will authorize its use.

While the decision on fee-TV, which could set off a new round of re-adjustments between movie theaters and TV stations as well as a new rush for TV outlets probably will not come until next year, many in the industry are watching for decision on multicasting for an indication which way the Commission will move on fee-TV. Staff work on multicasting has been completed and the issue will be ready for the Commission's decision sometime this fall.

## NEEDS AN ANGEL

# KTLA Gets Ready For Color Plunge

HOLLYWOOD, Sept. 11.—Station KTLA is beginning to stand out brightly in the color television spectrum in the Southern California area. Altho station executives are keeping an official silence color telecasting will reportedly begin as soon as a sponsor can be found to foot the bill.

Delivery of some \$350,000 worth of color equipment has been nearly completed to the station, according to RCA. Included are four cameras for live telecasting and two for film. The old Warner Bros. lot on Sunset Boulevard, acquired by KTLA, has re-

portedly been readied to handle the color shows.

General Manager Klaus Landsberg said that the station naturally would like to get on the air with color as soon as it can, but that it will not experiment with color telecasting at the expense of the public. No definite plans for the shows have yet been made or any date set, he stated.

Dickering for sponsorship of the telecasts has reputedly been under way for the past several weeks. A plan for color TV from the Los Angeles County Fair later this month apparently fell thru when set manufacturers failed to go for the idea. The scheme would have included setting up a closed-circuit at the fair grounds for demonstration of color sets.

The management of KTLA, for a long time the top independent TV station in Los Angeles, reportedly is hopeful that it can recapture the leadership by establishing audience habit to its color telecasts. With this end in mind, they are said to be planning for a regular weekly half-hour color program. This would be done live, altho the station reportedly also has acquired rights to 37 theatrical color film features.

KTLA's main independent competitor, KTTV, in the meantime, has adopted a wait-and-see policy. KTTV's viewpoint seems to be that the color picture is as yet too muddled to warrant a heavy investment, especially since the public has as yet bought only a handful of color sets and color telecasting equipment is still in the stage where quality of reception can vary considerably.

NBC with Station KNBH, is building a studio for color TV in Burbank, Calif. This, however, will not be ready for occupancy until about February of next year.

CBS Station KNXT has full facilities and equipment for colorcasts at its Television City studios. At present, the station is reportedly not planning to supplement the network color shows with any for purely local consumption.

KHJ-TV, affiliated with the Du Mont network, has ordered one color film camera, scheduled for delivery in January.

KABC-TV and independent KCOP report that they have no color telecasting plans, or that plans are still indefinite.

It thus appears that KTLA, which did considerable pioneering during the days of black-and-white TV, will again step to the fore along the color front. Station management is said to feel that with the reduction in set prices, people are going to start buying, and that, even tho only a few persons would be able to actually view the shows in color at the present time, a sponsor could gain great promotional value from the program.

## D. C. SERIES NO DULL TV FARE

WASHINGTON, Sept. 11.—The belief that educational TV programs designed for in-school viewing are too dull to interest advertisers was disproved this week by Station WNBW with the announcement that its award-winning "District of Columbia Public School Series" will be sponsored two days a week by the Perpetual Building Association.

NBC Vice-President and WNBW General Manager Carleton D. Smith said the sponsorship plans were approved by School Board Chairman C. Melvin Sharpe and Superintendent Hobart Corning. Over 35,000 third, fourth and fifth-graders watch the series each week.

## Paul Dixon Blows WCPO

CINCINNATI, Sept. 11.—The long-smoldering feud between Mort C. Watters, general manager of WCPO and WCPO-TV, and Paul Dixon, star of the "Dixon Show," and the station's hottest property, reached a climax Tuesday (7) when Dixon agreed to call it quits. Dixon's resignation becomes effective when his present contract expires in December.

The "Dixon Show," deejay and pantomime stanza, is aired five days a week over the local outlets including one airing per week over the Du Mont network.

The final break in relations had its inception in a disagreement over a new audience participation format for the "Dixon Show."

Dixon, feeling that his show was still the top money-maker on the station, couldn't go along with Watters' idea of the audience participation gimmick.

Conversely, according to Watters, the show's format hadn't been changed for five years which, he felt, accounted for the fact that its ratings had hit a new low and the sponsor revenues were considerably off from last year.

## FCC Turns Down Lamb's Request For Postponement

WASHINGTON, Sept. 11.—Federal Communications Commission this week turned down a last-minute petition by Edward Lamb, owner of WICU (TV, Erie, Pa.), to postpone a Wednesday (15) hearing on the renewal of his broadcast license.

In making the ruling, the FCC agreed to evade the hearing by presenting evidence it has in the case but stated that the burden of proof on charges Lamb has made against the FCC alleging that "Commission investigators attempted to induce false testimony concerning Lamb's affiliation with the Communist party, offered bribes, and threatened to 'get Lamb'" would have to be borne by Lamb.

The hearing will be based on charges the FCC says it has received that Lamb had been a Communist Party member for a number of years and therefore was not qualified to be a broadcast licensee. Lamb has categorically denied the charges.

## FCC Makes One TV Grant; Total 707

WASHINGTON, Sept. 11.—The Federal Communications Commission this week made one TV grant, bringing total authorizations to 707, of which 599 are post-commercial, educational grants.

With 93 grants canceled, outstanding authorizations now number 614. This week's grant went to Booth Radio & Television Stations, Inc., Channel 50, Detroit.

## Subsidiary Stress

Continued from page 7

media to dig the graves of their name brands.

Evidently their words have had an impact, and the swing to name brand emphasis will continue. But it will mean less network video advertising, for less will be necessary to advertise fewer cigarette brands.

## SIMULCAST

# NBC's First Spec Goes Radio Too

NEW YORK, Sept. 11.—NBC to gain maximum impact for its initial spectacular, will simulcast next Sunday night's 7:30-9 presentation on its radio network. The program, which features Betty Hutton, will be sponsored on radio by both Sunbeam and Hazel Bishop, who share its cost. Special commercials will be used by the former advertiser, but Hazel Bishop will use its TV copy.

The programming of the spectacular is an attempt to lend extra dimension to the top-budgeted dramatic show. Special efforts will be made to find out whether the nation's 21,000,000 car riders are listening to the show on their auto radios. On the air promotion will request that listeners write and tell where they heard the show.

Ben Grauer will be on hand to visually describe the sets, costumes and other material that listeners cannot see.

## Lone Ranger, Inc., Moves to Coast

HOLLYWOOD, Sept. 11.—Headquarters of Lone Ranger, Inc., from Detroit to Los Angeles was announced this week by Jack Wrather and Associates, who recently obtained all stock and assets in the corporation in a \$3 million transaction.

All "Ranger" contracts will henceforth be administered from the Los Angeles headquarters. Monte Livingston, of the law firm of Kaplan, Livingston, Goodwin & Berkowitz, has been named legal counsel. "The Lone Ranger" had been administered from Detroit since its inception as a radio program there in 1933.

## ATAS Takes on 10 New Members

HOLLYWOOD, Sept. 11.—Ten new members, several of them motion picture stars, have been admitted to the Academy of Television Arts and Sciences.

They are Spring Byington, Jan Clayton, Jim Davis, Jack Denove, Dante Ferrante, Pinky Lee, Ronald Reagan, Gill Rodin, Cesar Romero and Jane Wyatt.

## Postal Seg Titled 'Handle With Care'

NEW YORK, Sept. 11.—A new title for ABC-TV's forthcoming "Postal Inspector" show has been selected. It's "Handle With Care." The stanza, a Bernard Procter package, will be seen in the Thursday 8-8:30 p.m. time slot.

## Nestle Not Giving Up 'Space Patrol'

NEW YORK, Sept. 11.—Nestle this week denied trade reports that it is withdrawing as alternate sponsor of ABC-TV's "Space Patrol."

The show airs Saturday 11-11:35 a.m.

## TV, Radio Sales Up

WASHINGTON, Sept. 11.—Retail sales of television receivers in July hit the highest number on record for the month, while radio sales were the highest for the month since 1951, according to the latest figures of the Radio-Electronics-Television Manufacturers Association. During July RETMA reported that 368,634 TV sets were sold thru retail outlets, compared with 340,406 sold in July last year, while radio sales for the month reached a total of 411,197 units.

## SHORT GARB NO GOOD HERE

HOLLYWOOD, Sept. 11.—The ABC radio network will carry the premiere of the Shipstad & Johnson "Ice Follies of 1955" from 8:30 to 9 p.m., Thursday (16). The show opens its nationwide tour in Los Angeles' Pan-Pacific Auditorium.

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## To Air Problems At NBOA Chi Meet

CHICAGO, Sept. 11.—A record-breaking turnout is expected for the annual convention of the National Ballroom Operators' Association at the LaSalle Hotel in Chicago, September 20-22 with a joint confab with band leaders, managers and bookers on the opening day.

President Tom Archer of Des Moines has sent out invitations to the band leaders, managers and bookers suggesting the joint meeting in an effort to develop ideas and suggestions which might help the industry. Archer pointed out that this is the first time such a joint meeting has been attempted.

Altho conflicting band dates may keep some of the band leaders away, it is expected a large number of the top leaders and scores of territory band leaders will be on hand.

### Advance Registrations

Managing Secretary Otto Weber reported advance registrations have reached an all-time high with over 100 operators already having sent in their hotel reservations.

The program for the opening day's session will consist largely of an open forum with R. E. (Doc) Chinn of Fargo, N. D., a past president of the association, named by Archer to serve as moderator.

A lively time can be expected, especially if the band leaders, bookers and operators get into some of the more controversial

problems of the industry and this is almost a sure thing.

President Archer has announced that an open and free discussion will be held with no attempts to "gag" anyone or prevent anyone from taking the floor.

"The only thing is we have a large field to cover and I have instructed Doc Chinn to keep things in order and try to cover as much ground as possible," Archer said. "We are after ideas or suggestions that will help the industry and that is the purpose of the meeting."

### Reporting Service

One discussion which is almost certain to come up will be the NBOA Name Board Reporting Service in which the association compiles individual reports on the name band dates and grades them according to gate receipts.

Some of the bookers have complained the reports are not always fair and as a result hurt the bands but the operators contend that it gives them a check on the band and has helped the business.

The association has invited James Petrillo, head of the AFM, to take part in the opening day session and the president of the musicians has indicated he will try and attend.

The sessions on Tuesday and Wednesday will be closed sessions for the NBOA members only and will include a variety of subjects including catering service, taxes, insurance proposals, promotion contests and similar discussions.

The annual banquet and floor show has been shoved up from the final night of the convention to Tuesday so that the band leaders, bookers and others attending the opening day's session may stay over and take part.

## HWD. BOWL TOPS LAST 7 SEASONS

HOLLYWOOD, Sept. 11.—Total attendance for the 1954 season at the Hollywood Bowl hit a mark of 251,743 payees, higher than any of the previous seven seasons.

The Bowl's schedule of eight Saturday Night Pop Concerts accounted for 127,061, an impressive figure when compared to the twice-weekly "symphonies under the stars" program. Bowl execs reported that the '54 pop nights notched their highest mark in recent years.

Eddie Fisher took top attendance honors, racking up 19,577 payees in his first Bowl appearance. Other headliners and figures are Richard Rodgers, 18,875; Paul Whiteman, 17,013; Nat (King) Cole, 16,112; Tony Martin, 15,417; Leroy Anderson-Benny Goodman Trio, 14,515; Liberace, 13,928; Jane Powell-Howard Keel, 11,624.

## 'Meet the Artist' Bioscripts Issued By BMI for DJ's

NEW YORK, Sept. 11.—Broadcast Music, Inc., has begun a new series of radio station mailings to furnish disk jockeys with 15-minute record-show scripts built around artist biographies. Under the general title "Meet the Artist," script packets will be mailed once a month, each to contain 12 scripts.

Artists will be drawn from the pop, folk, and rhythm and blues fields. The first 12 show a good label spread, including bios of Frank Sinatra, Rosemary Clooney, Nat (King) Cole, Perry Como, Art Mooney, Russ Morgan, Helen O'Connell, Hugo Winterhalter, Hank Williams, Jimmy Wakely, the Three Suns and Ethel Smith.

## TREND IN R&B

# Syndicated Deejay Shows Expanding

NEW YORK, Sept. 11.—Syndicated jockey shows are becoming more and more important in the rhythm and blues field. Three key jockeys—Alan Freed of WINS here, Hunter Hancock of KVD in Los Angeles and Zena Sears of Atlanta, all have taped deejay shows running on other stations. And Tommy Smalls, of WWRL, Woodside, N. Y. has been approached to prepare some taped shows for sale to other stations.

The success of the syndicated r.&b. deejay shows is indicated by the fact that radio station WNJR in Newark, N. J., has been running shows by Hancock, Freed and Sears every day. The Freed show was carried when the jock was at WJR, Cleveland, which he left last month for the WINS spot. The jockey tapes which the stations use usually contain enough material for an hour show. They are taken from the jock's live show, but the tape is devoid of ads. The station sells local time on the show, and these ads are handled by staff announcers or are on records supplied by the advertiser. Tapes are usually played within a week after the live show.

### Tape Growth

The growth of the taped shows has been steady. Before Freed left WJW in Cleveland he was carried on about 10 stations. Now the management of WINS is setting a goal of 100 stations to carry the Freed show on tape, in addition to his regular live show on the station. Hancock and Sears are also due for an expansion move on their taped shows.

No one knows why r.&b. deejays have been successful with syndicated shows when so many pop deejays have failed to make

much impression in any town besides their own—with a few notable exceptions.

Most traders have felt that jocks could become big in a city only by concentrating on local affairs and catering to local tastes and custom, and that this automatically limited them to that city alone. Many unsuccessful network jock shows gave strength to that argument.

### Not Network

The r.&b. jock syndicated shows, however, are not on network stations but are carried on indie stations. This, some claim, helps a lot, since the indie station listeners are prepared for a deejay, and as long as the jock plays the tunes they want, the show can go over.

The growth of syndicated shows, if it continues, can mean much to the r.&b. business, and perhaps eventually to the entire record business. It presages the time when the same record can be played on many, many stations by the same jock within a week's time.

This great exposure in such a limited time period could help break thru a record quickly and result in big sales. This, of course, is only a surmise, but the increase in taped deejay shows lends support to the possibility.

## B'way Season Has Bumper Musical Crop

• Continued from page 1

original cast recordings, a producer can sit very pretty.

The record companies are in hot competition for this kind of merchandise. So far this year RCA Victor seems to have jumped the gun on the field. RCA already has contracts for cast recordings of "Midsummer Night's Dream," "The Boy Friend," "Silk Stockings," "Fanny" and Eartha Kitt's songs in "Mrs. Patterson."

There is no question but that items like "On Your Toes," "On With the Show," "Between Friends" and "Peter Pan" will be up for grabs, with the major labels competing in the bidding. Alan Livingston, Capitol's veepee in charge of artists and repertoire, is currently in the East to look over shows for recording possibilities. All of them remember when the "Oklahoma!" album sold over 1,000,000 copies.

Of course, the picture won't turn out as bright as it looks from here. There will be the usual casualties. But there is definitely indications that producers are becoming increasingly aware that there is gold in them there tunes.

### 'SONG OF LIFE'

## Schumann Kin File Suit Over Film

NEW YORK, Sept. 11.—The trials and tribulations of descendants of famous composers in their continuing fight to uphold the family name was dramatically revealed in New York Supreme Court this week. Four great grandchildren of Robert Schumann filed a suit against Loew's, Inc. for \$9,000,000 on the ground that the movie "Song of Life," a treatment of the life of the composer, was libelous, misappropriated a property right and was an invasion of privacy. Decision on the motion to dismiss the suit against the company was reserved by Supreme Court Judge William Hecht Jr. on Friday (10).

The composer's descendants asked for \$1,000,000 for invasion of privacy. The movie, which

## Announce Dates Of BMI Radio Clinics for '55

NEW YORK, Sept. 11.—The 1955 schedule of radio program clinics has been set by Broadcast Music, Inc.

According to Glenn Dolberg, vice-president in charge of station relations, BMI clinics will begin February 21 with two teams traveling at the same time. Early announcement of the schedule enables presidents of State broadcaster associations to plan far in advance, and many are planning to hold their State meetings a day before or after the BMI clinic. BMI has asked State association heads to confirm acceptability of clinic dates and to select clinic cities and meeting places as soon as possible.

The first team's dates for February are Washington (23), Ore. (Continued on page 18)

## Victor Execs Line Up Closer Ties in Europe

NEW YORK, Sept. 11.—In a move to establish closer co-operation between the pop departments of RCA Victor and His Master's Voice in the mutual exploitation of material cut here and England, top-level discussions have been planned between executives of the two firms.

Joe Carlton and Larry Kanaga, who head Victor's artist and repertoire and sales departments respectively, leave for London October 3 to huddle with their HMV counterparts in that city. During their two-week junket, Carlton and Kanaga will also visit France and Italy where Victor now operates wholly-owned subsidiaries.

In England timing of new releases will be discussed, with opinions exchanged on disk exploitation. Victor hopes that the talks will show the way to a bigger build-up of its talent popularity in England. HMV is authorized to release any side abroad after its release here. From HMV, Victor also hopes

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## INDIE LABELS LEAD MERRY CHASE

# Major Firms Must Keep Alert to Maintain 'Coverage' in R&B Field

By BOB ROLONTZ

NEW YORK, Sept. 11.—The major record firms are jumping on the "trends" initiated by the indie record labels more quickly today than ever before. The current upsurge of rhythm and blues tunes and the success of mambo records has started a real push on the part of the large diskeries to come up with hits in the same fields. Tho the major labels have been successful sporadically at r.&b. material, there have been enough instances of recent success to inspire more such disk releases by the majors.

Columbia and Capitol, neither of whom had paid much attention to r.&b. in the past, are now turning out r.&b. wax on a regular schedule. But more important is the attention being paid to r.&b. tunes by the pop a.&r. men.

No sooner does a record start to happen in the r.&b. field than a major label gets out a pop version of the material. R.&b. records are selling in the pop market these days, and the large diskeries are pained when indie labels rack up big sales in their territory. Youngsters, the backbone

of the pop record business, appear to want r.&b. music so much that they search it out in stores and on juke boxes.

### The Mambo Beat

The mambo drive by practically every large firm is another example of the new activity. Mambos, until recently, were confined to indie labels and the Latin-American series of the large firms. RCA Victor, among the majors, has been out front with mambos. Here again the mambos started to sell pop, and quickly the other majors decided to get on it. Columbia has built a new mambo ark. Capitol, Decca, M-G-M, Mercury and others are now issuing mambo disks in growing quantities.

## Industry Studies RCA Gruve-Gard Use Offer

NEW YORK, Sept. 11.—Major manufacturers have taken under advisement and study RCA Victor's offer of the license-free use of its new technical development Gruve-Gard. Engineering details of the development, aimed at protecting the playing surfaces of LP's, were made known by Victor to its competitors at a special meeting Thursday (9).

Gruve-Gard, featured on all new Victor LP's beginning with the September release already shipped, will also be incorporated on future Bluebird, Label "X" and Camden LP's. It is also being made available to independents who use Victor's custom pressing facilities.

The development, first reported in The Billboard, consists of a raised rim and center, with the playing surface somewhat thinner than on conventional LP's. The playing surface is thereby protected from abrasion when stacked on record changers or inserted in sleeves.

Certain manufacturing economies will also be achieved. Molding rejects due to "unfills" and "blisters" will be fewer due to the new specifications, Victor engineers state.

### Consumer Ads

Victor has already begun plugging Gruve-Gard in consumer advertising as an exclusive Victor feature. What effect, if any, this will have on pre-Gruve-Gard dealer inventory, is so far unknown.

Capitol Records, it was learned, has been working on a project similar to Gruve-Gard for more than a year. Engineering tests have been made, and the diskery has turned out some custom work featuring their own development. Opinion at Capitol is that they will eventually adopt Gruve-Gard or a similar technique for all LP's.

Decca has turned over the technical data on Gruve-Gard to its

## 'WHITE XMAS' HYPO

# Berlin Firm Preps Plugs For Pic Preem

HOLLYWOOD, Sept. 11.—The Irving Berlin music publishing firm is scheduled to plunge immediately into a concentrated national campaign on his "White Christmas" score, in advance of the world premiere of the Paramount film at Radio City Music Hall, New York, in October.

Berlin will actively supervise the promotion of the songs he penned for the film, with satura-

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## ARTIST-MOVIE TIES

# Title Tunes Cut for Picture and Disks

By JUNE BUNDY

NEW YORK, Sept. 11.—Publishing firms dominated by motion picture interests have latched on to a new gimmick to push their movie tunes this year, thereby creating some new problems for artist and repertoire men and recording talent.

The gimmick, a two-way promotion, calls for a top artist to record the title-tune from a new movie to be used as a prolog to or background for the film. Then, when the picture is released, the diskery is expected to release the record at the very same time.

The latest example of this is The Four Aces' new Decca record, "It's a Woman's World," published by the Big Three and featured on the sound track of the forthcoming 20th-Century picture of the same name.

A similar tie-up was made on 20th's "Three Coins in the Fountain" film, with Frank Sinatra's voice dubbed in on the movie sound track and Capitol releasing a Sinatra record on the title-tune, "Hold My Hand."

An even more direct tie-up was made for Don Cornell's new Coral disk "Hold My Hand." The record—label and all—is featured

all thru the new Dick Powell-Debbie Reynolds picture, "Susan Slept Here," and it was recorded especially for that purpose. The film has been doing well at the box office, and Cornell's record sells big in every town it plays. Consequently, it is now one of Coral's biggest sellers.

However, all isn't sweetness and sales-success with the new gimmick, and some of the a.&r. men and artists have serious reservations about the whole idea. Frank Sinatra, for instance, recorded "Three Coins" most reluctantly, altho its subsequent success probably changed his attitude. Frankie Laine, on the other hand, was most enthusiastic about doing the title tune and

(Continued on page 18)

## Paul Siegel to Rep Italian Pubber Group

NEW YORK, Sept. 11.—Publisher Paul Siegel has been named official United States representative of the Italian publisher group Organizzazione Musicale Nationalmusic, of Milan, with the power of attorney to negotiate deals for the placement of Italian song material here. He will also seek U. S. material suitable for Italian exploitation.

There are seven publishing firms in the Italian group and among them they control a substantial segment of Italian film music. Siegel, who heads Symphony House Music here, will handle standard material as well as pop copyrights. The Italian publisher group has established credit at the National City Bank to finance negotiations handled by Siegel.

## XMAS MUSIC

## SPA's Tobias Lauds Morris' Sticker Drive

NEW YORK, Sept. 11.—The sticker campaign launched by the E. H. Morris publishing firm to foster music as a gift item for Christmas (The Billboard, September 11) won enthusiastic response this week from Charles Tobias, president of the Songwriters' Protective Association. In an open letter to Morris execs Phil Lange and Sid Kornheiser, Tobias, whose activity in the music business dates back to the days of five-and-dime store plugging, wrote:

"Your idea and follow-thru of 'Give Music for Xmas' should be accepted wholeheartedly and immediately by all music publishers. You rate a low bow for your offer to supply the seals to our industry.

"Representing SPA and 2,500 writers, I personally feel that any concrete idea that helps stimulate our lagging sheet music business should be more than welcome. It would be nice to find other publishers stepping forward with helpful suggestions for the betterment of our industry.

"Your idea may not bring back the million-copy sheet music days at once, but it will remind the public that we're still doing business, and at the same stand."

## Cap Kidisks Will Stress Quality Line

HOLLYWOOD, Sept. 11.—Emphasis on Capitol Records kidisk line for the fall will continue on its quality product, basically categorized among its "Music Appreciation," "Learning Is Fun" and "Entertainment" series.

The former line, which Capitol introduces to record dealers this fall, is designed to inculcate an appreciation of classical music, accomplished via the use of music and story in excerpts from the opera and other classical works.

Currently the firm has already achieved more than 30 per cent beyond its established sales quota for the new "Music Appreciation" series alone. Among the sales leaders in this new line is "Sparky's Magic Baton," a record-reader package at a \$3.66 retail on 78's and \$2.36 on 45's. Latter album is one of the firm's most ambitious projects to date and introduces the child to the musical instruments in a symphony orchestra using Sonovox voice and sound tracks, in addition to a symphonic orchestra.

## HWD. PALLADIUM ON MAMBO KICK

HOLLYWOOD, Sept. 11.—The Hollywood Palladium joined the mambo bandwagon this week, with the signing of the Tico Robbins ork for two weekends during the Woody Herman run, beginning September 14.

Robbins unit will work intermissions only, and marks the return of an intermission band at the dance palace. Ballroom has been using piped music during intermissions for the past year.

Herman Herd will also be presented in a nightly jazz concert, in addition to regular dance sessions.

## FISHER TUNE

## Xmas Item Gets Jump On Season

NEW YORK, Sept. 11.—If Joy Music's new song, "I Want Eddie Fisher for Christmas" clicks, artist and repertoire men on other labels may find themselves in the curious dilemma of deciding whether to cover a tune which eulogizes an RCA Victor recording star.

The first waxing of the tune—on the New Disc label with Betty Johnson on vocal—goes out to deejays and dealers next week, marking the first time a Christmas song has been put out so early in the year. The tune was penned by the "Santa Baby" team, Joan Javits and Phil Springer.

The label decided to release the record now, rather than wait for the holidays, because it is felt the lyrics have more general appeal than the usual Christmas item. Also, of course, it hopes to cash in the current wave of publicity for the Eddie Fisher-Debbie Reynolds romance. Betty Johnson's version of the tune is backed by "Show Me."

## CORAL LABEL CHIEF ON SCROOGE KICK RE XMAS

NEW YORK, Sept. 11.—The best thing to have at Christmas is a hot pop record, according to Coral Record chief Norm Weinstroer, who says Coral plans to give Santa Claus the brush this year and concentrate on its regular pop line-up.

Novelties seem to be the only items that stand a chance at Christmas, says Weinstroer, but distributors and dealers are reluctant to service them for fear of

getting stuck. However, it wasn't always this way, and Weinstroer blames the dealers, juke box operators and, most of all, the disk jockeys for the change. Back in 1946, he notes, dealers ordered Christmas wax as early as August. Today it's a rare dealer that does anything about holiday stock until December 1.

The disk jockeys are primarily to blame, according to Weinstroer, who observes that most stations flatly refuse to play any Christmas record before Thanksgiving; while dealers and operators won't stock them until they get some air play. Consequently, says Weinstroer, novelties are the only safe bet since it takes at least two months to promote a ballad. And even the novelties, he adds, should be recorded by a hot artist.

The only way you can build a Christmas record today, says

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## LOVE MUSIC

## Firm Offers LP's to Aid Radio Plays

NEW YORK, Sept. 11.—In an unusual move to attract performances, Love Music will make available packets of five 12-inch LP's to radio stations making frequent program use of mood music. Unique facet of the promotion is the fact that 40 tunes among the 54 carried in the recently issued LP's are owned by Love.

The albums are the five Van Lynn Orchestra LPS released by Decca as part of its 20th anniversary package push. The records were processed from masters imported from Europe by Love Music thru the latter's connection with a Continental publishing interest.

Love Music, a publishing firm affiliate of Broadcast Music, Inc., is run by George Lee. BMI, which licenses all but two of the 54 copyrights in the five-disk set, will co-operate in the promotion by plugging the disks in its station mailings. It will also furnish script material to stations purchasing the sets.

Price of the LP's to radio stations will be \$6 for the set of five 12-inchers. Altho the great majority of the tunes on the LP's are unfamiliar Stateside, a number have achieved some action when cut as singles. Among the latter are "Bahama Buggy Ride," "Many Times," "Rain" and "I Envy."

## Set Mooney, May, Rudy on 'Let's Dance'

CHICAGO, Sept. 11.—ABC's "Let's Dance" program, which begins September 18 live from the Hotel New Yorker in Gotham and the Aragon Ballroom in Chicago, will have the bands of Billy May and Ernie Rudy following Art Mooney into the Aragon.

The show will air from 7 to 8 p.m. (CDT) on the Saturday night slot and will feature Ralph Flanagan's band from the Terrace Room of the New Yorker for the first 13 weeks. The second half-hour of the show will originate live from the Aragon, with Art Mooney on the first four stanzas, Billy May on the next two, and Ernie Rudy in for an indefinite stay.

The show will include guest stars and celebrities on both ends of the circuit. Heading the list of New York guests for the premier are Julius La Rosa, Bud and Cece Robinson, Los Gatos, and Key Largo. Chicago will have June Valli, and Fran Allison of "Kukla, Fran and Ollie."

## BOM Begins Mailings Of Disk Club Selection

NEW YORK, Sept. 11.—The Book-of-the-Month Club this week began mailing its first records to trial subscribers to its Music-Appreciation Records plan. The giant book club has also begun a substantial recording program to keep its club members supplied with new LP's on a regular monthly schedule.

The first disk mailed coupled a performance of the Beethoven Fifth Symphony by the London Symphony Orchestra, Norman Del Mar conducting, with an analysis of the work by Thomas Scherman, founder of the Little Orchestra Society and musical director of the BOM disk plan. The analysis includes specially recorded musical examples to illustrate the commentary. The plan also includes mailings of announcements of future releases written by Deems Taylor (The Billboard, September 4).

BOM, it was learned, will commission its own recordings, rather than seek suitable etchings from established manufacturers. Set already are club selections for the next three months. They were cut here and in England. The LP's will be pressed by Columbia's custom record department. Sale price to club members is \$3.60 per 12-inch LP.

## Future Sets

The October BOM selection will be the Mendelssohn Violin Concerto played by Fredell Lack and the Stadium Concerts Orchestra conducted by Alexander Smallens. Featured in November will be the Schumann Piano Con-

certo as interpreted by pianist Eileen Flisser and the Little Orchestra Society under the direction of Thomas Scherman. A Wagner program including the Tannhauser and Meistersinger Preludes will be the December selection. Norman Del Mar will conduct the London Symphony Orchestra.

In addition to the featured selections there will be the "appreciation" disks, all to be cut here by Scherman and an 80-piece orchestra.

While the club will rely for the present on direct mail solicitation for new members, plans now being mulled call for the later use of display advertising in consumer publications.

## PLUGS TO HITS

## Video Themes Create Sales In Milwaukee

MILWAUKEE, Sept. 11.—Record dealers here are convinced that local television shows can play a strong part in building hits. A trio of potent sellers have been built in recent months, since the tunes are being used as themes on local video shows. None of the numbers, according to dealers, were normally good movers and if not for the TV boosts would still be gathering dust on their shelves.

Leading in popularity, according to Stu Glassman, Radio Doctors downtown disk shop, is the Decca label recording by Tony Iavello, "This Is New York." Tune is employed as intro music for WTMJ-TV's Radio City Cinema, a nightly movie segment announced by Tom Mercein. Flood of calls and cards to the station for information about the record has forced Mercein to print the artist's name, the name of the song and the label on a card which is used as a prop. The first time he mentioned the name of a shop which had the disks in stock the plug resulted in a rush on the

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## WALLICHS DAY

## Festivities Set to Honor Cap's Prexy

HOLLYWOOD, Sept. 11.—Additional plans for the celebration of Glenn Wallichs' Day September 27 here, tendered by the Hollywood Chamber of Commerce and the Hollywood Advertising Club, were revealed here this week, with Dean Martin named to emcee the luncheon festivities at the Hollywood Roosevelt Hotel.

Following ground-breaking ceremonies at the site of Capitol's new building, a parade carrying a host of Capitol recording stars will proceed down Hollywood Boulevard to the hotel. Theme of the parade will highlight a number of Capitol top record-sellers thru the years.

Talent already scheduled to attend includes Les Baxter, Billy May, Nelson Riddle, Margaret Whiting, June Christy, Tennessee Ernie Ford, Mel Blanc, Frank Sinatra, Joe (Fingers) Carr, Woody Herman, Bobby Troup, Stan Freberg, Daws Butler, Leonard Pennario, Vicki Young, Gordon MacRae and Connie Russell.

## Fox Starts Drive Vs. Remiss Indies

NEW YORK, Sept. 11.—Harry Fox, agent and trustee for most of the large music publishing firms in the country, has started an intensified drive against a number of indie labels who are remiss in their mechanical payments to his office.

Fox has made audits of the books of four indie firms recently and claims they owe royalties of \$78,000. It is expected that the Fox office will file claims against the four other indies shortly.



HIS FIRST SOLO RELEASE  
...and it's GREAT!!!

*Pat  
Crosey*  
Sings

"Got My  
Eyes On  
You"

and

"Mambo  
In The  
Moonlight"

DECCA-29272 (9-29272)



**RITZ BALLROOM REOPENS IN B'PORT . . .**

The Ritz Ballroom, Bridgeport, Conn., owned and operated by Joseph Barry and Mrs. Mary McCormack, will open its regular season next Sunday (12) after being closed for the summer. Policy will be the same as in previous seasons, with name bands on Sundays and holidays, and territorial bands during the week. Joey Zelle orchestra, with Maloney Cox doing vocals, will be the house band. Opening attraction will be Ralph Flanagan, followed by Billy May.

**JAGUAR ACQUIRES 'JAZZ DANCE' RIGHTS . . .**

The Jaguar label has acquired sound track rights to the film "Jazz Dance" which opens at the Paris Theater, New York, on September 20. Deal was signed by Jaguar president George J. Bennett and the film's producer-director, Roger Tilton. Film was shot at the Central Plaza here and features Pee Wee Russell, Jimmy McPartland, Pops Foster, Jimmy Archey, Willie Smith and George Wettling.

**TWO-FACED TITLE PAGE IS NEW . . .**

Trinity Music is printing copies of "Once and Only Once" sheet music with two title pages. The tune was recorded as a pop by Vic Damone and as a country and western item by Darrell Glenn. The two-faced title gimmick, with Damone's picture on one side and Glenn's picture on the other, permits the same copy to be used on both pop and c.&w. racks.

**VICTOR WAXING 'MRS. PATTERSON' . . .**

RCA Victor will hold a rush recording session tomorrow to cut the six songs in "Mrs. Patterson," the upcoming play featuring Eartha Kitt. Show opens in Detroit September 22 for a week, then moves to Chicago for a seven-week run before coming in to Broadway December 1.

**DEBRA'S FIRST KIDISK IS 'DANCING LESSON' . . .**

Debra Records has been set here by John Landers, with its initial release a kidisk called "Our First Dancing Lesson." Distribution will be thru regular channels as well as toy outlets. Thru a tie-in with a toy manufacturer, the record will later be packaged together with a child's ballet costume at a special price.

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

**RAIN, RAIN, RAIN**

Recorded by FRANKIE LAINE and THE FOUR LADS on COLUMBIA

Published by MAPLE LEAF MUSIC PUBLISHING CORP.



**"THE LITTLE SHOEMAKER"**

\*\*\*  
Coming Up Fast!  
**"SMILE"**

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

A Solid Ballad Hit!

**CARAMIA**

LEO FEIST, INC.

**GALE SETS CAST FOR 'BIGGEST OF '54' . . .**

The full cast of the Gale Agency's "Biggest Show of '54" has now been set. The package unit will star Peggy Lee, Billy Eckstine, the Pete Rugolo ork, the Drifters, the Slate Brothers, George Kirby, the Three Arnauts and Harold King. The arena-auditorium package tees off in Norfolk on October 15 and ends in Detroit on November 15.

**APOLLO INJUNCTION VS. KING IS DENIED . . .**

The application for a temporary injunction filed by Apollo Records against King Records to prohibit King from issuing a recording by the Five Royales, was denied in the Supreme Court of New York on Tuesday (7). The ruling was handed down by Judge DiFalco of the Supreme Court. Apollo had asked for the injunction, claiming the Royales were under exclusive contract to Apollo. Both firms are now selling new records by the group, and there is still a dispute over which label the Royales are under contract to.

**HOFFMAN CELEBRATES 25 ASCAP YEARS . . .**

George Hoffman, comptroller of the American Society of Composers, Authors and Publishers, completed 25 years of service with the organization this month. He joined ASCAP as a field representative a quarter century ago and is now in the organization's top management echelon along with President Stanley Adams, Sales Manager Jules Collins, Attorney Herman Finkelstein, and Dick Murray.

**FLANAGAN TO FEATURE N.T. KIDDIE SHOW . . .**

Ralph Flanagan and his orchestra will feature a regular Saturday afternoon kiddie show during their engagement at the Hotel New Yorker Terrace Room, starting September 15. On Saturday nights Flanagan will appear on ABC-TV's "Let's Dance" program with a remote originating from the hotel. Flanagan will be featured from 8 to 8:30 p.m. on the show, while Art Mooney's orchestra, featured on the last half of the show—8:30 to 9 p.m.—from the Aragon Ballroom in Chicago, will use the "doodles" gimmick as a special stunt.

**ASCAP ENTERS TEAM IN SOFTBALL LEAGUE . . .**

A new team joined the Music Softball League this week, when the American Society of Composers, Authors and Publishers fielded a ball team. However, on its debut, the ASCAP team was walloped 12 to 2 by Decca Records who moved into second place. Next week ASCAP will meet the RCA Victor-"X" team, which is still undefeated. Here are the standings of the six-team loop as of Saturday, September 11: RCA Victor, eight wins, no defeats; Decca-Coral, five wins, four defeats; Columbia, five wins, five defeats; Allied, one win; one defeat; London, no wins, six defeats, and ASCAP, no wins, one defeat.

**EILEEN BARTON SETS NEW ACT FOR COPA . . .**

Eileen Barton returned to New York this week after a week at the Three Rivers Club in Syracuse, where she broke in a complete new act, in preparation for her forthcoming engagement at the Copacabana here with Joe E. Lewis. The act features a Harold Arlen medley and winds up with a tribute to the late Al Jolson, with the thrush in blackface and costume. The finale music was penned by cleffer Bob Merrill. The new Copa show opens on September 16 and will run for six weeks.

**New York**

Coral chief Norm Weinstroer leaves Monday (13) to visit distributors in Dallas, Houston and Cincinnati. . . . State Records has taken over Coral's distribution in Cincinnati, including the branch area and personnel. State also represents Coral in Indianapolis. . . . Alan Dale opens at the Shamrock Hotel, Houston, for a two-week engagement September 16. Prior to the Houston date, he will visit Cleveland deejays Monday (13) and Tuesday (14).

Joan Javits, who wrote "Santa Baby" last year, is expecting a Santa-baby of her own this Christmas. She's married to Hans Zeeman of Holland. . . . Coral

has extended its songwriting contest on the theme song from "Athena" to the end of September.

M-G-M's Baltimore distributor, Herman Gimble, and its Philadelphia distributor, Ed Barsky, visited the label's New York offices this week. . . . Fran Warren opens at the Balinese Room, Galveston, Tex., September 24. . . . Songwriter Bud Brandt (also publicity chief at WNEW) and his new frau, actress Chris Weaver, returned this week from a four-week honeymoon in California.

Decca's publicity chief, Mike Conner, and Gary Crosby leave this week on a two-week swing around the deejay circuit in Boston, Philadelphia, Pittsburgh, Detroit, Cleveland, St. Louis and Chicago, following which Crosby will return to California for his final year at Stanford. . . . Kitty Kallen's first kiddie record, "It's Not the Whistle That Pulls the Train" and "I'm a Little Teapot," will be released by Decca shortly.

M-G-M Records has signed country and western singer Dave Denney. He's managed by Bob McCluskey. The chanter has already cut four sides. . . . Dot Records has signed a new rhythm and blues group, as yet unnamed, and consisting of five voices. . . . Mindy Carson opens at the Laurel Supper Club, Columbia, S. C., on September 20 and then moves into the Steak Ranch, Atlanta, on September 27. . . . Eddy Arnold comes into town this week for TV and recording work. . . . Tommy Mara, M-G-M Records, guests on the Ted Steele TV show for the week beginning Monday (13). . . . Eight-year-old Gloria Ann Brady has been signed by the Dandy label. . . . Comedian Jackie Kannon has written a tune called "Prunes." . . . Fred Whitehouse, writer of "Sam, You Made the Pants Too Long," died this week from a heart attack.

Jimmy La Marr's children's operetta, "Lambie," got its first performance at the Moss Lake Camp at Old Forge, N. Y. Books and lyrics are by Annette Soukup. . . . Pubber Bill Buchanan's Monument firm has garnered 36 recorded sides in the 36 weeks since the firm opened its doors. . . . Buddy Greco is currently playing The Metropole, Windsor, Ontario. He's due back in New York around September 20 to move into his new Bethpage, L. I., home. . . . Jackie Lee opens a two-week stand at the Rendezvous, Philadelphia, on September 13. . . . The Crew Cuts guested on the Perry Como and Eddie Fisher network TV shows. The two guest shots were sandwiched in between regular bookings. . . . Erroll Garner opened a one-week stand at the Blue Note, Chicago, on Wednesday (8). It's his first Chicago club date in more than three years. He opens at Scaleri's, Milwaukee, on Monday (13). . . . The Clair Perrault band opens at the Mayflower Hotel, Washington, on September 27 for an indefinite booking. It's the Canadian band's first appearance in the United States. . . . Al Calder has joined the staff of Porgie Music as promotion chief, the spot recently held by Johnny Farrow. Calder had been with the Veronique and AVAS music firms. . . . Thrush Micky Carroll is now with the Buddy Laine ork, which is currently on a one-nighter tour.

**Cantor Takes Stand for Pix**

• Continued from page 5

color. Four days were used to complete the half-hour film. Cantor will act in some of the flicks and will be host on others. There is no definite format for the series, except that the shows will stay away from straight drama and from anything that smacks of a message.

**Radio Show**

In addition to the TV series, Cantor is preparing to launch a half-hour radio show for five-day-a-week morning presentation. Both the TV series and the radio show, which will be taped in front of a live audience, will be syndicated by Ziv.

Telecasting of the first of the films is scheduled for January. The 39 flicks will be sold to sponsors on a 52-week basis.

More important is playing an ever more important part in the TV-radio market, Cantor said, and in the not too distant future the in-

**Chicago**

Teddy Phillips and his band move into the Martinique next week beginning a five-month stay at that house. His will be the largest steady band in town after he opens. Soon to be released on Decca will be Teddy's new album which features the style of departed band leaders. . . . The new bill at the Black Orchid opening Tuesday (14) will feature three singers; Carlos Ramirez, Hamish Menzies and Jessie Elliott. Burl Ives closed there Monday. . . . Janet Brace was just re-signed by Decca Records and simultaneously was signed for 13 weeks on the new Tom Duggan daytime variety TV show over WBKB. . . . Peggy Taylor moves into the Baker Hotel in Dallas next week for two frames.

Eartha Kitt opens for seven weeks at the Harris Theater in "Mrs. Patterson." . . . June Valli, currently appearing at the Chicago Theater, is making a personal appearance at the local Hudson-Ross record store. . . . Erroll Garner is current at the Blue Note and will be followed by George Shearing, who will be in for two stanzas. Garner's next appearance will be at Scaleri's in Milwaukee for two weeks beginning September 13. . . . Ish Kabibble in town for a few days setting up a 13-week tour thru the Mutual Agency. . . . Lola Dee guested on WGN and Jim Lounsberry's "Bandstand Matinee" last week. . . . Ray Anthony and his orchestra played a one-nighter at the Aragon Ballroom last week. . . . Ralph Marterie will play a one-nighter next Sunday (19) at the Grove Ballroom here. . . . Al Morgan was a performing guest on Linn Burton's WCFL late night show to premier his latest Label X waxing, "Tell Me Now."

**Hollywood**

Joni James planned to New York following the completion of her screen tests at M-G-M studios here. Singer is scheduled for a date at the State Theater, Hartford, Conn., this week. . . . Charlotte Lord, WMGM, New York, in town vacationing. . . . George Jay, who took on the management of singer Kay Brown last week, squiring chirp Betty Lee on a disk jockey tour. . . . Leo Diamond's RCA Victor etching of "Little One, You're Too Much," scheduled for a heavy promotion campaign. . . . Pat Champer, WFLA, Tampa, in town. . . . Title song, "Six Bridges to Cross," from the new Universal-International film, was written by Jeff Chandler and Hank Mansini. . . . Collier's magazine has a feature on Sammy Davis Jr. and the Will Mastin Trio upcoming. . . . Capitol's Frances Faye, currently at the Flamingo, Las Vegas, being flagged for a legit role in the Broadway production, "Mrs. Murphy's Chowder." . . . Carl Post, Associated Music Publishers, was guest soloist at the Redland's Bowl last week. . . . Indie Century Records talent roster now boasts Laurie Loman, Tommy Gumina, Big Jim Buchanan, the C'Noters, Scatman Crothers, Kitty White and Gerry Pace. The Laurie Loman etching of "Wither Thou Goest" has cued a flock of 11 other recordings on the tune. . . . The platters guested on the Larry Finley TV show last week, after opening at Club Trocadero. . . . Janice Luce Trio con-

tinues at the Brazilian Room, Beverly-Wilshire Hotel.

**Philadelphia**

New season promises to be rich in concert lure for the jazz musician—already getting off to a fast start with the "Rhythm and Blues" show spotlighting Roy Hamilton and the Drifters at the Met for the season's first on September 10. Norman Granz brings his "Jazz at the Philharmonic" to the Academy of Music for three concerts over a two-day stretch on September 24 and 25. Benny Goodman set for an Academy concert in November, and nitery op Lee Guber also has a November date at the Academy for a jazz concert. . . . Al Small back on the stand with the reopening of Celebrity Room. . . . Leo Zollo ushers in the new season at Wagner's Ballroom. . . . Chabby's, across the river in Camden, N. J., relights for its weekly parade of recording names, kicking off the new season with Mary Small, offering Micki Marlo this week and following with Lionel Hampton. . . . Bill Stein, who provided the music-making at the Mayfair House last year, goes back this week for another year.

**Texas**

Ted Weems and his orchestra, with Bonnie Ann Shaw as vocalist, and Red Ingle, will provide the entertainment at the Liquor Men's State Convention to be held in Fort Worth Sunday (12). . . . Irving Granz visited San Antonio to make final arrangements for the staging of this year's "Jazz at the Philharmonic" staged by Norman Granz. The show will be presented here at the Municipal Auditorium on October 5. . . . Spike Jones and the City Slickers, with Helen Grayco, will appear in San Antonio with "Musical Insanities of 1954" at the Municipal Auditorium on September 26. The show is being brought here by the San Antonio Express-San Antonio Evening News Athletic Association.

**SH-BOOM**

(Life Could Be a Dream)  
Recorded by

The Chords . . . . . Cal  
The Crewcuts . . . . . Mercury  
Billy Williams . . . . . Coral  
Bobby Williamson . . . RCA Victor  
Sy Oliver . . . . . Bell  
Leon McAuliffe . . . Columbia  
others to come

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## HANK Thompson

...and

**"The New  
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b/w

**"A Lonely Heart  
Knows"**

Capitol record no. 2920



## Les Baxter

...and nostalgic instrumentals .

**"When You're  
in Love"**

b/w

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## "You're For Me"

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**“Whither Thou Goest”**

*...a unique and beautiful ballad*

**“Mandolino”**

*...a Latin-flavored instrumental*



Record Number 2928

**BLACKLISTED**

**British MU Bars Four Ork Leaders**

LONDON, Sept. 11.—The British Musicians' Union got tough this week with four band leaders who had displeased them by barring all MU members from playing under their batons.

The four blacklisted men, Eric Winstone, Billy Ternent, Roy Fox and Tito Burns, are all top-line performers paying well above minimum union rates. In an official explanation of their action the MU claimed the veto had been given because the leaders were no longer members of the union.

Winstone, who runs a 17-piece band, resigned from the MU some while back after a dispute. Ternent, a one-time BBC music chief, was reported behind with his dues, as was Burns. At press time there was no statement available from Roy Fox, but it is understood at least one of the leaders has mailed a check for back due to the MU.

The future of the others—now barred from conducting MU members—was the main topic of conversation in music circles here this week.

**Shad to Bring in Jazz, R&B Labels**

NEW YORK, Sept. 11.—Two new labels, one rhythm and blues and one jazz, are ready to bow into the business in the next few weeks. Heading both outfits is Morty Shad, long-time disk manufacturer whose last major venture was the Sittin' In label a few years ago. Shad's r.&b. label, Harlem, has already set releases by the Kings, Brownie McGhee, the Serenaders, Lightning Hopkins and the Bill D'ablo mambo band.

The jazz label, Dale, will release initially five long-play and nine extended-play packages. Artists to be released are Stan Getz, Paul Quinichette, Wardell Gray, John Hardy and Al Haig.

**Chudd Forms New Kid Wax Firm**

HOLLYWOOD, Sept. 11.—Lew Chudd, president of Imperial Records, Inc., this week disclosed the formation of Kid Stuff, Inc., a new recording corporation and the latter's line of kidisks which the firm will market under the Mopet label.

New kiddie line is scheduled to retail at a \$1 list, and will bow on the market sometime this fall.

Chudd has been active lately in expanding his roster of talent aimed at the children's market. Currently he has four artists under contract, all of whom have TV-toddler shows. They are Sheriff John, Los Angeles; Deputy Dave and Fireman Frank, San Francisco, and Sheriff Tex, Seattle.

**Victor Execs**

Continued from page 11

to import more pop material for album use, especially in view of the increased demand for background and mood music State-side.

Main purpose of the French and Italian visits will be to stimulate the flow of song foreign material to Victor execs. Talks will be held with publisher reps in those countries.

**Plugs to Hits**

Continued from page 12

store which only had a few on hand. Since then it is stocked in healthy quantities.

Another local TV favorite, Jim O'Hara, working over WOKY-TV, has stirred up interest among record fans who are buying his "Here's O'Hara" show theme, "Fidgety Feet," a Ben Pollock and his Pick-A-Rib Boys oldie on the Savoy label. O'Hara's plugs extend to other tunes which the cast of his show pantomimes each week. A recent pantomime ver-

**GUY MITCHELL BUSTS RECORDS IN ENGLAND**

LONDON, Sept. 11.—Guy Mitchell, currently setting the Moss Empire Circuit on fire with his record-breaking vaude tour, was presented here with a plaque and the title of "Most promising young film star of 1954," won in the Motion Picture Exhibitors' of America poll. Award was made to him by Vera Lynn in London's Savoy hotel.

The Mitchell tour, which has so far netted over \$250,000 and broken several house records, is already the longest sustained swing made here by a top American artist. In November the singer returns to the States to commence a new picture.

**Mahalia Jackson Nears Columbia Record Contract**

NEW YORK, Sept. 11.—The country's No. 1 spiritual singer, Mahalia Jackson, appears set to join the Columbia label by the end of the month. Although nothing is settled at this time, negotiations between the diskery and Bess Berman of Apollo Records, the thrush's original label, have been progressing satisfactorily.

Miss Jackson has been under contract to Apollo for the past five years. Columbia Records started negotiations with her about two months ago, claiming that Apollo had failed to pick up her option. However, Apollo averred that the contract was still valid. Since then there have been many legal conferences.

Now, however, a settlement is nearly completed that will permit Columbia to pact the thrush and will make her exit from Apollo an amicable one.

**Benida Sets Can., British Isles Deals**

NEW YORK, Sept. 11.—The Benida label this week set up distribution and pressing deals covering Canada and the British Isles, announced the release of its first rhythm and blues disks and set the release of a Christmas album featuring the choral group of the R. H. Macy Department store here. Deals were all negotiated by label topper Dewey Bergman.

Set to handle Benida disks in Canada is Sparton, while English Decca will press and distribute the disks in the British Isles. First r.&b. disks, by the Sugartones, will be out on September 25. Meanwhile, the label's musical director, Bill Stegmeyer, is back from a 15-city tour of deejays to promote his latest release.

**Indies Lead Chase**

Continued from page 11

new disks, they are listened to by the powers that be in the large firms, and if any of the tunes start to go, there's a good chance of a quick pop record. Publishers go after a hit r.&b. tune knowing that they can usually get at least one important pop platter on it. The same is almost true of hit mambos.

Actually, the large diskery recording of a hot r.&b. or mambo tune makes little impress in either the r.&b. or Latin-American market. And many times the original record outsells the cover even in the pop field, since the r.&b. disk was out first and on the boxes ahead of the pop cover. In some cities, for instance, the Chords' record of "Sh-Boom" is out-selling the Crew Cuts.

Once an indie label could go its own way without too much worry about the large diskeries. Today they have to be on their toes. And they usually are, despite the intensified competition.

tion by one of his cast of "Riot in Cell Block Nine" caused a noticeable spurt in sales the following day, according to several dealer's reports.

WCAN-TV's Gold Medal Movie, another evening session, also contributed to the demonstration of how the TV media can act to boost record sales, albeit unintentionally. It's theme is the Aquaviva waxing on M-G-M of "That's All," now proving a steady seller all over town.

**JAZZ COURSE**

**Sid Gross To Lecture At Columbia**

NEW YORK, Sept. 11.—Starting next week, some students at the Institute of Arts and Sciences at Columbia University will make field trips to jazz boites. These will be part of the Institute's latest lecture course, "Adventures in Jazz." The course will be conducted by jockey Sidney Gross, who has a regular jazz show over the ABC network.

This is the first time that the Institute has had a jazz lecture course. Gross will cover the field of jazz from its beginning to the present day. Gross, a musician himself, led the Blue Eagles ork for the Royal Air Force during World War II and has held many jazz concerts. Last year he had a deejay show over the British Broadcasting System. He will use jazz artists to illustrate various points in his lecture course.

**Merger Seen for Seattle Locals**

HOLLYWOOD, Sept. 11.—Discussions concerning the merger of musicians' locals AFM 493 and AFM 76 were underway this week in Seattle, with the presidents of both the Negro and white locals predicting amalgamation soon.

Meetings between the locals will take up financial matters, death benefits, membership tenure, etc. Committee form Negro Local 493 includes Robert Marshall, Frank Walton and Myrtle M. Francois; from Local 76, Powell Barnett, George Bovingdon and Percy Johnson. Both Emmett Lewis, of Local 493 and Harry Reed, of Local 76, presidents of their respective groups, indicated there were no insurmountable problems and that a merger would be affected.

Negro and white American Federation of Musicians' locals in Los Angeles merged here last year.

**WNEW Ratings**

Continued from page 12

and from 7:35 to 9 p.m. with both records and live talent.

**Bill Kemp**

Bill Kemp, whose 9:35 to 10 a.m. show has shown a 23 per cent rating increase over last year, will now do a second daily show in the station's 5 to 5:30 p.m. time period, altho that segment also showed a percentage increase (14 per cent) over last year.

Other WNEW deejays, whose ratings increased this month and last, include: Bill Williams (7:30-8:30 p.m.) up 29 per cent, Bert Wayne (8:30-9:30) up 13 per cent, Jerry Marshall up 5 per cent for morning Ballroom (10-10:30 a.m.) and 3 per cent for the evening seg (5:30-7:30 p.m.), Bill Harrington (12 noon-1 p.m.) up 19 per cent, and Clavin and Finch (6-9:30 a.m.) up 7 per cent.

Jerry Marshall percentage figure is impressive, since it marks an increase over Martin Block's high rating in the same spot last year.

**'White Xmas' Hypo**

Continued from page 11

tion plugging to start immediately. He will guest with top disk jockeys in New York and other metropolitan cities as part of the promotion effort.

Berlin has also recorded special introductions to all the "White Christmas" tunes which disk jockeys can integrate into their programs. Still another Berlin hypo is a 15-minute interview recorded at Paramount for distribution to approximately 1,500 disk jockeys and radio and television commentators, in which he discusses music and related subjects and relates anecdotes of his more than 40 years as a composer.

During his two-week stay in Hollywood, Berlin hosted a "White Christmas" showing at Paramount for disk jockeys and band leaders in the Southern California area. Berlin's score for the picture is his first original music for a motion picture in 15 years.

**LONDON LOVES LAINE, COMO**

LONDON, Sept. 11.—Two records by American performers, neither ever released in the United States, are doing extremely well in England. One, the Frankie Laine record of "I Believe" on Philips, was made specifically for the English market and is selling better than the Eddie Fisher record on HMV here. The other, Perry Como's "Idle Gossip" on HMV, was released only here, and is also selling substantially.

**Glaser Disney Music Chief**

HOLLYWOOD, Sept. 11.—Appointment of Abe Glaser as general professional manager of the Walt Disney Music Company was announced here yesterday by Jimmy Johnson, executive vice-president of the firm. Glaser has been with the Disney publishing organization the past four years.

Glaser's appointment is in line with the stepping up of the Disney subsidiary's activities as a result of the full schedule of feature releases upcoming, Johnson said. Four features will be in release in the next seven months, each of which has strong music potential. "The Vanishing Prairie," "The Littlest Outlaw," "Twenty Thousand Leagues Under the Sea" and "The Lady and the Tramp" are on the schedule.

"Prairie Home," based on the background theme from "The Vanishing Prairie," has been recorded by Tex Ritter on Capitol. "A Whale of a Tale," from "Twenty Thousand Leagues," will introduce Kirk Douglas, star of the live-action film, in his initial role as a singer.

"Lady and the Tramp," Disney's first feature-length cartoon in CinemaScope, will feature six songs by Peggy Lee and Sonny Burke.

**Hollyw'd Engineers, Studios Stymied**

HOLLYWOOD, Sept. 11.—Negotiations between representatives of Local 45, Broadcast and Television Recording Engineers, and five major recording studios here were stymied this week, with Commissioner Goodman, of the Federal Mediation and Conciliation Service, scheduled to arrive here Tuesday (14) in an effort to have both parties come to a meeting of the minds.

The current discussions concern only the recording studios, the union, affiliated with the International Brotherhood of Electrical Workers, is scheduled to review its AM contract with local stations as well.

It is reported that the failure to negotiate a contract with the recording studios thus far stems from a jurisdictional dispute, rather than one concerning wages and hours or other labor conditions.

A strike, tho a remote possibility, would put a sharp dent in Coast recording activity, necessitating the use of independent facilities not affiliated with the union.

**BMI Clinic**

Continued from page 11

gon (25) San Francisco (28); for March, California (2), Arizona (4), New Mexico (7), Texas (9), Oklahoma (11), Kansas (14), Missouri (16), Iowa (18), Nebraska (21), Illinois (23), Wisconsin (25), Kentucky (28), Tennessee (30). Florida is scheduled for April 1. Idaho, Utah and Colorado dates are June 13, 15 and 17 respectively.

The second team's February schedule includes Arkansas (21), Louisiana (23), Mississippi (25), Alabama (28). March dates are Georgia (2), South Carolina (4), North Carolina (7), Virginia (9), West Virginia (11), Indiana (14), Michigan (16), Ohio (18), Maryland-District of Columbia (21), Pennsylvania (23), Montreal (25), New Jersey (28), Rhode Island (30). April dates include New York (1), Massachusetts (18), Maine (20). Montana is scheduled for June 14, and Minnesota, North and South Dakota clinics will be held June 17.

**Paul Cohen Signs Torok, Gulley to Decca C&W Stable**

HOLLYWOOD, Sept. 11.—Paul Cohen, Decca Records' country and western topper, signed Mitchell Torok and Phil Gulley this week. Cohen, who is on a three-month swing around the country to find new c.&w. talent, signed three other artists last week, and Decca's c.&w. talent roster may yet be the biggest in the business.

It's interesting to note that many of Cohen's new artists are also active in the songwriting field. Torok, for instance, penned a big c.&w. hit, "Mexican Joe," while Arlie Duff, signed by Cohen last month, wrote "Y'all Come." The three c.&w. singers inked by Cohen last week are Eve Summers, Hank Penny and Sue Thompson.

**Artist Pic Ties**

Continued from page 12

sound track for "Blowing Wild," but neither the picture nor the song did much business.

**Patti Page**

A real rhubarb developed earlier this year, when Patti Page recorded the title tune and four other songs from the Jennifer Jones-Montgomery Clift picture, "Indiscretions of an American Wife." Miss Page's voice was featured in a special trailer for the film, and the studio was under the impression that Mercury would release the sides when the picture was brought out. Mercury balked, a fight ensued and the records haven't been released to this day.

**Release Control**

The desire on the part of the movie men to control the release schedule is one of the big reasons some a.&r. men object to the practice, particularly when they are required to bring out a new record before a current hit by the same artist has run its course.

However, if the artist is big enough, the a.&r. men really can't do much about it. The publishers are aware of this, of course, and most of them approach the artist directly. A sizable sum of money is involved, but the big lure for the artist is usually the chance to break into the picture business, even if only on the sound track.

Other successful movie-record tie-ups engineered by publishers in the past include Tex Ritter's sound track warbling for "High Noon" and Trinity Music's coup on "The Moon Is Blue." Altho the latter film was in the can, Trinity persuaded them to dub in the Sauter-Finegan Victor disk of the title tune, behind the picture's opening credits.

**Coral Label Chief**

Continued from page 12

Weinstroer, is to bring it out on the back of a pop tune, with the hope that the jockeys may give it a play at the same time. That's what happened at Columbia, he says, with Jimmy Boyd's "I Saw Mommy Kissing Santa Claus."

On the other hand, Weinstroer thinks record companies are passing up a good bet by not bearing down harder on pop promotion at Christmas. The public is in a record-buying mood at Christmas, he opines, and most of them look for "Hit Parade" tunes. As a result pop tunes not only sell better but they last longer. He cites Teresa Brewer's "Till I Waltz Again With You" as a hit which benefited from a Christmas release date.

Weinstroer believes the disk jockeys could change all this and do a real service to the industry, if they would start spinning Christmas records November 1, but meanwhile Coral is strictly on a Scrooge kick.

**'Song of Life'**

Continued from page 11

was released in 1946, showed Schumann's two years in an insane asylum before he died. The great grandchildren claimed that showing this in the picture could make people think that the family suffered from hereditary insanity. The complaint stated that the flick also showed that a sister of Robert Schumann suffered from the same illness and that because of this the plaintiffs suffered "social standing, humiliation, mortification, chagrin and other mental anguish."

**YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!**

## RCA Sales Force Set For Radio-Phono Div.

NEW YORK, Sept. 11.—RCA Victor has set up a field sales force for the company's newly activated radio-phono division headed by Jim Toney. The naming of 14 factory representatives by the division's sales manager Louis J. Collins, marks another major move by Victor to grab a larger share of the phonograph and radio business. Until the radio-phono merchandise was set up in its own division (originally reported in The Billboard), the sale of record playing equipment was handled thru the home instrument division, which concentrated its efforts on TV set sales.

The new field force will operate out of eight RCA Victor regional districts and work with Victor distributors who are expected to promote the phono line heavily this fall. Always one of the leaders in producing and merchandising record playing equipment, RCA Victor, in recent years, has been pushed hard by many new firms entering the phono field—particularly Columbia—as well as old line phono makers. Recent moves by other major electronics firms to promote record playing equipment

has also stirred some of the Victor actions.

### Factory Reps

The new factory reps are currently set to undergo a concentrated orientation and educational program including visits to Victor factories and meetings with top management. The new reps are William J. Cummins and Thomas J. Grady, Northeast; Bruce W. Bragg and George O'Brien, East; J. William Costello, Central; Edward M. Keating and William G. Frick, East Central; Bernard C. Tucker and James R. Booth, Southwest; Raymond J. Schmit and William R. Tucker, South; Donald G. Goins and John H. Guy, West, and G. Lee Smith, West Central.

## Rem'ton Ships 'Music Plus' \$5.95 LP's

NEW YORK, Sept. 11.—Remington Records has begun distribution of its "Music Plus" series, a line of music appreciation LP's in preparation for more than a year. The price of the LP's is \$5.95 each, the highest Remington list since its long-abandoned Masterseal series.

The series consists of a basic library of 20 12-inchers, each containing uninterrupted performances of popular orchestral works, operatic excerpts or chamber music, plus commentary and an analysis of the music by Sigmond Spaeth. The latter commentary is recorded on separate bands following the music.

Distribution of "Music Plus" will be thru record stores and department stores. However, Remington has also made arrangements to supply the disks to blind persons, thru the Braille Institute, at a special discount.

Remington's basic line of \$2.99 LP's, meanwhile, will be increased by the addition of 12 new records a month beginning this month. In the future they will be labeled "Remington International."

## M-G-M to Release New Sound Track 'Brigadoon' Album

NEW YORK, Sept. 11.—M-G-M Records is readying a release on its new sound track album of "Brigadoon," timed to break when the M-G-M musical opens at the Music Hall here. The new Gene Kelly-Van Johnson movie will follow M-G-M's "Seven Brides for Seven Brothers" into the Rockefeller Center show palace.

The album will be available on 78, 12-inch LP and a two-pocket EP. Vocals in the package are by Kelly, Johnson, Carole Richards and John Gustafson. M-G-M's publicity promotion chief, Sol Handwerker, is setting up screenings of the musical for deejays, dealers and distributors over the next five weeks.

M-G-M now limits its 78 r.p.m. album production to movie sound track packages only. The theory is that a movie album usually attracts new record buyers, many of them in rural areas where three-speed phonos have yet to make their mark.

## New Magnetic Tape Increases Playing Time by One-Half

NEW YORK, Sept. 11.—Minnesota Mining and Manufacturing has introduced a new magnetic tape said to increase normal recording and playback time by 50 per cent. Called Extra Play, the new tape achieves the increase in play time by virtue of a thinner oxide coating and cellulose backing. This permits more tape to be wound on standard reels.

Fidelity and tape strength are said to be high. The company sees commercial background music firms as potential heavy users of Extra Play tape.

## Bell Announces New Low-Cost Tape Playback

CHICAGO, Sept. 11.—Bell Sound System, Inc., Columbus, O., has announced that a new tape playback machine is ready for the low-cost consumer market.

The unit is unique in that it is designed to be used in conjunction with any good quality 78 r.p.m. record player. The unit sets over the phonograph turntable and is driven by the phonograph motor rather than a drive of its own. On good quality or high-fidelity phonographs, the unit can be plugged into the magnetic pick-up or input for reproduction of the sound. On smaller phonos, or for those customers desiring greater listening level, the firm suggests the use of their Model 2246 pre-amplifier in conjunction with the playback unit. The pre-amplifier will retail at \$11.95 and has a frequency response of 30 to 20,000 cycles per second and weighs two pounds.

### \$29.95 Retail

Two models of the playback unit are available, one geared to play at 3 3/4 inches per second and the other at 7 1/2 per second. Both units will retail at \$29.95. Both will play any pre-recorded, dual track, tape up to five inches.

Model 375, the slow speed unit, has a frequency response of 50 to 6,500 cycles per second, while Model 750, the fast speed model, has a frequency response of 50 to 10,000 cycles per second. Both units weigh three pounds and are 10 inches square. Rapid forward and rewind provisions are included and come complete with shielded cable, pin plug and a four-inch reel of pre-recorded tape. As yet, the firm declined to divulge its distribution set-up or marketing procedures.

## 70 Active of 284 LP Labels Listed

NEW YORK, Sept. 11.—There are now some 284 labels listed in catalogs as releasing long-play packaged records. Of these about 70 labels release disks on a fairly regular basis. The others are now inactive or non-existent firms, or in some cases new firms which have recently released their first platters. There are many labels which have turned out but a single long-playing disk, but get catalog listings from which customers may decide to order any of the disks from the 284 labels.

There are already five firms getting regular listings as turning out pre-recorded tapes, but only those tapes made to play at seven and a half inches per second. What happens when more firms enter the tape field and with tapes cut single and double track, at the seven and a half and the three and three-quarters inches per second speeds is a moot question.

The dealer-distributor inventory problems are still being heightened via duplications of works. For example there are 13 versions on LP of the Tchaikovsky Fifth Symphony and two

pre-recorded tape versions of the same work. There are seven complete versions of the "Tosca" opera—four or five different cuttings of a complete opera is not at all unusual. Even the works long considered out of the "warhorse" or "demand" class are getting heavy diskery play. There are low available seven recordings of Schumann's "Dichterliebe, Op. 48."

As for prices, a dealer headache pointed out in The Billboard many times in the past, there is little relief in sight. At the moment there are 20 different prices for 12-inch LP disks and 24 different prices for 10-inch disks. In addition, of course, there are the promotional lines which vary their prices from day to day to city and store to store.

## Console Firm Organized to Put Tapes on Market

CHICAGO, Sept. 11.—The manufacture of pre-recorded tape got another shot in the arm this week with the announcement of the formation of a new firm, Console Recordings, Inc.

The firm announced that pre-recorded tapes in the pop field will hit the market on or about October 15, with a release schedule of one seven-inch reel each month. The initial release will be two or three reels. Although no price has been set, president of the firm, Robert Creed, did mention that prices will run below \$10 per seven-inch reel, which includes 32 minutes of music.

The firm started with an initial investment of 10,000 shares of common stock at a par value of \$100 per share. The firm will stick to the pop field for the first year, and will not undertake classics until demand for such items calls for it. Typical releases will include reels of orchestra pops, quintets with vocals, etc., and will be composed of pop standards. Creed also noted that by Christmas the firm will have the holiday music on the counters by organ, chorus and soloists.

The tapes, according to Creed, will not be pegged for the hi-fi trade, although they will be of better than average quality. Only one speed, seven and one half inches per second, will be marketed. However, other speeds and sizes will be made upon customer request. Creed stated that the firm is currently arranging nationwide distribution for the tapes and that the set-up is being arranged on an individual basis rather than chain distribution.

Creed claims that the firm was started following an investigation of the field which he claims has "terrific potential." "The pre-recorded tape field is in its infancy and may one day be the leader in the musical field," he said. Harry L. Hale Jr., is vice-president of the firm, and James F. Cullerton is secretary.

## Stephen Markets New Tru-Sonic

HOLLYWOOD, Sept. 11.—An improved and redesigned version of the Tru-Sonic Model 617 high-fidelity cabinet with enclosed two-way loud speaker is being placed on the market by the Stephens Manufacturing Corporation, Culver City, Calif., and will be sold under the designation, Crusader. The cabinet houses a complete two-way system consisting of a new low-frequency loud speaker and an 800-cycle crossover network.

First volume order for the new Tru-Sonic Crusader has been placed on behalf of the Los Angeles Board of Education for installation in the public school system.

## New Audiogersh Changer to Bow

NEW HAVEN, Conn., Sept. 11.—The Audiogersh Corporation here will soon introduce a new three-speed record changer designed for use in custom high fidelity phonographs.

The automatic changer, which intermixes 10 and 12-inch records, is manufactured in Western Germany. It will be unveiled at the New York Audio Fair next month.

## Dealer Doings

By JUNE BUNDY

### Wisconsin

Bob Ballou's Music City diskery in Appleton, Wis., the only in business about a half year, is reportedly selling a good volume of records, phonos and accessories. He has been building up a profitable following of juke box operators working the Fox River Valley area with his "one-stop" section which saves the coinmen trips to Milwaukee. Coinmen are alerted to the shop's special offerings via a regular mailing program which is showing good returns.

### Milwaukee

Ed Kneppel, owner of Esquire Record Shop, is busy these days remodeling the interior of his store. Several booths have been removed to make for more ample phonograph and accessories display. Few fluorescent lighting brightens up the quarters considerably. Kneppel plans to remove the enclosures behind the display windows so that street traffic will have clear vision thru the entire establishment. Hi-fi equipment has been installed in one of the booths, the first in town for disk customers, according to Kneppel, who built the attractive cabinet himself and installed the amplifier. Hi-fi disk and phono sales have picked up nicely this summer, he adds. Record sales showed up strong in August, but June was a slow month.

Ray Haasch Appliance Company's record department, managed by Carol Murphy, formerly with Forbes-Meagher of Madison, Wis. has been increasing its volume month by month. Miss Murphy and her assistant, Wilma Sabor, give a lot of the credit for the volume boost to the heavy deejay plugs the store has been receiving. The store does a fine classical job and also is a leading merchandiser in this area for pops and Western and folk music. "We think that the Capitol Records metal racks with dividers have been instrumental in boosting our EP sales," says Miss Murphy. Although the store is primarily an appliance outlet, the girls sell the bulk of the small phonographs via their record customers. Another new development here is the gradually building volume

being obtained from local juke box people. The girls are organizing a mailing list to alert their operator customers to the current top disks they are featuring.

### Detroit

Louie Komjathy, Detroit attorney, has bought the Commodore Record Shop, one of the leading independent downtown disk outlets, from Mrs. Lucille Taylor, who has been running it for the past year following the death of her husband. Komjathy has appointed Miss Olive Ryan, with the commodore organization for the past four years, as store manager.

### San Antonio

Harry L. Comer, owner of Comer's Record Nook, has purchased Charles Eisner Record Company here. The Eisner store is an ultra-modern downtown shop. Comer's Record Nook is a neighborhood store.

## Happy Wanderers To Tour the U. S.

NEW YORK, Sept. 11.—The Obernkirchen Children's Choir, creators of the recent click, "The Happy Wanderer," arrive here Friday (17) for a whirlwind six-week concert tour of 24 cities. Angel Records, meanwhile, this week rushed out an LP featuring the West German youngsters, with promotion of the disk scheduled to tie in with the concert appearances.

The choir, which introduced "Wanderer" at a folk song festival in England last summer, will program the hiking ditty at each appearance. The opening concert will be held in Washington's Constitution Hall September 21, followed by three appearances at Town Hall here. Among the cities in which they will perform are Chicago, Detroit, Philadelphia and Cleveland. The choir is handled by Columbia Artists Management.

## Orradio First Tape Maker With Aluminum Reels

CHICAGO, Sept. 11.—Orradio Industries, Inc., Opelika, Ala., recently purchased the Recording Tape-Reel Division of the Compro Corporation of Chicago, making them the first manufacturer of tape to produce its own aluminum reels.

Speaking on the trend of the tape industry, John Herbert Orr, president of Orrradio, said: "Electronic computers, telemetering, television and motion picture recording, and pre-recorded music for home or industry will cause a tremendous upsurge in the market for magnetic tape." He noted that the purchase of the reel division would aid his firm in capturing some of this expanding market.

The firm recently announced that all future shipments of Irish Green brand professional recording tape would be made on a new improved 2 1/4-inch hub. This seven-inch reel was designed following suggestions sent in by professionals in answer to a poll. The firm is also making available free labels for identification of reels.

## Industry Studies

Continued from page 11

engineering department where it is now being studied. A spokesman said the method will be adopted if it is proved an improvement after tests are made.

Columbia has also taken the manufacturing technique under advisement. In Columbia's case, its use of injection molding rather than traditional compression molding for some of its LP output may call for special study in connection with Gruve-Gard.

### RIAA Praise

Following Thursday's meeting John Griffin, executive secretary of the Record Industry Association of America, lauded Victor's offer to the industry with the following statement:

"The management of the RCA Victor record division should certainly be congratulated on the accomplishments of its engineering department in developing a practical means for protecting the delicate surfaces of long-playing records.

"Of equal and most significant importance is the decision of RCA Victor to make this engineering advance available for use by all other record manufacturers on a royalty-free basis.

"The RIAA was organized three years ago for the principal purpose of fostering in lawful and appropriate ways good relations between all segments of the phonograph record industry, and it seems to me that this fair and far-sighted decision on the part of RCA Victor is a most conspicuous example of effective co-operation on the part of a leading member of our association."

# PHILCO for '55...*the only complete Phonograph Line in the Industry!*

**Sparkling with innovations and great developments, Philco's 1955 line offers new opportunities for volume and profit**

We invite you to take a careful look at Philco's fresh approach to the flourishing phonograph business for 1955...*it's loaded!*

Sparked by the greatest Speaker development in 30 years, it is a line designed

to give you unmatched coverage for every demand. And it has been priced to give you *action with profit* in every bracket—from Ultra High Fidelity radio-phonograph combination at \$750 to the new

Philco 3-speed portable record player at a sizzling \$29.95.

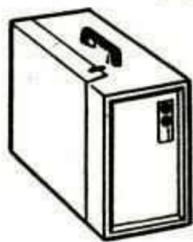
Already this new Philco phonograph line has begun to move, and in volume that indicates a record-breaking 1955. There'll never be a better time than *now* to get aboard.

*For '55, ride with a winner... PHILCO!*

## ANOTHER PHILCO FIRST!

### Portable Phonograph that becomes a Console!

... HERE'S HOW IT CARRIES  
HERE'S HOW IT PLAYS ...



**PHILCO 1343:** Tan luggage case contains a fully-automatic 3-speed record player, and is equipped with concealed wrought iron legs that drop down to form a console, as shown... another outstanding *first* from Philco! 5¼-inch speaker, 1 Watt amplifier. Full tone control.

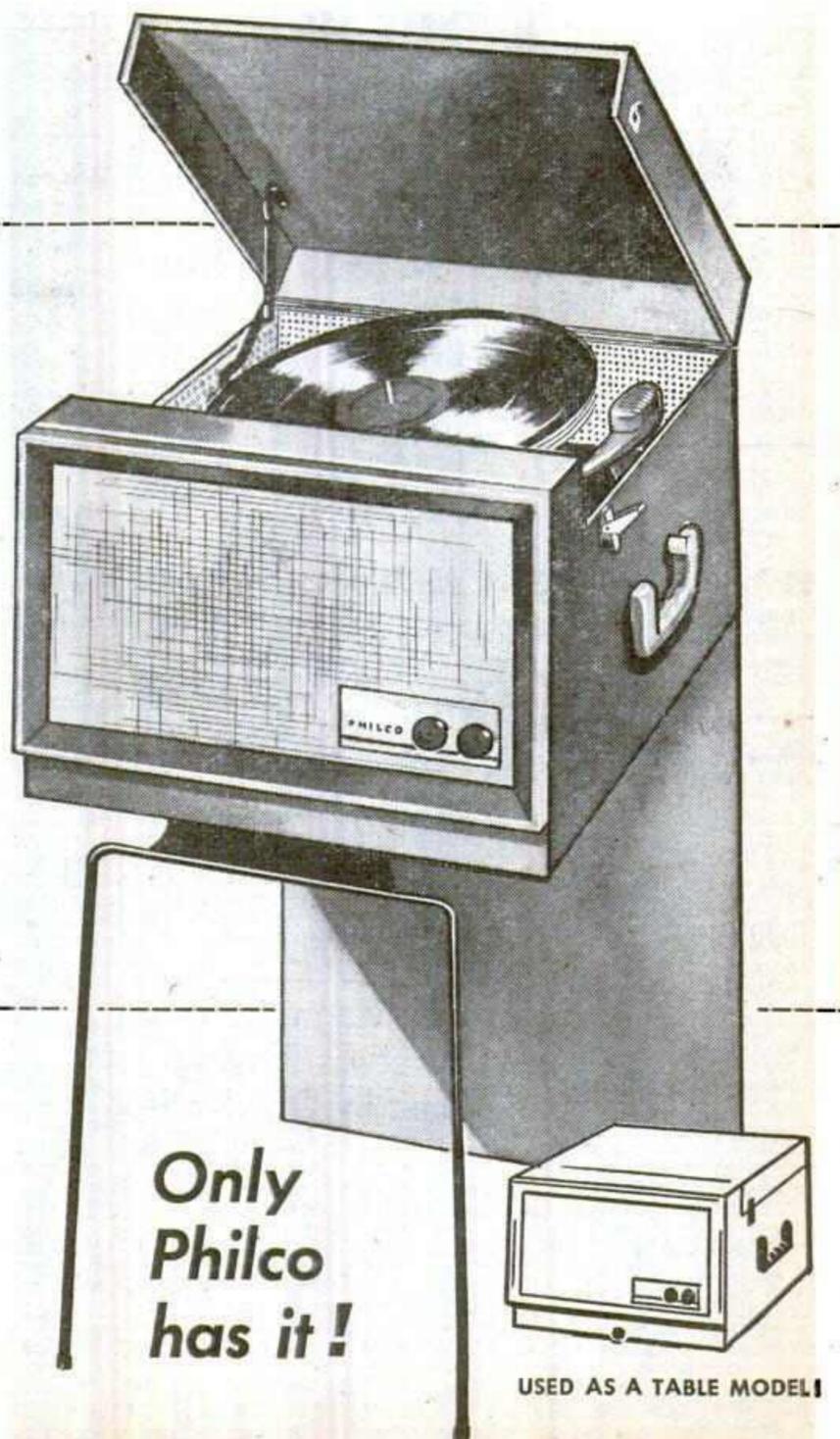
**PHILCO 1342:** Similar design, grey linen luggage case, with 5-inch speaker.



#### Standout Value in a Portable Automatic!

**PHILCO 1341:** It's the year's outstanding value in a de luxe portable, 3-speed *automatic* phonograph. Has new 1955 Philco record changer, 5-inch speaker, and two-tone Forest Green case.

**PHILCO 1340:** Similar design, in Ebony case, with 4-inch speaker.



**Only Philco has it!**

USED AS A TABLE MODEL

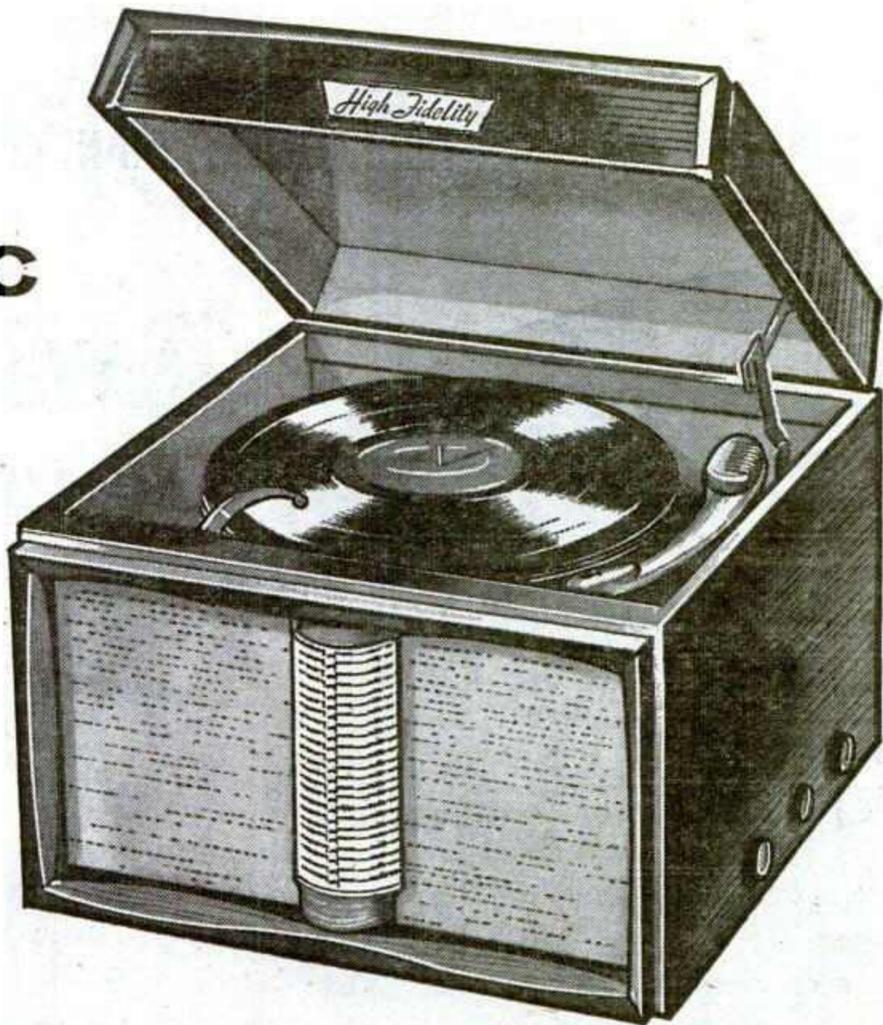
**PHILCO HIGH FIDELITY**

Revolutionary new PHILCO with  
**ELECTROSTATIC  
SPEAKER**

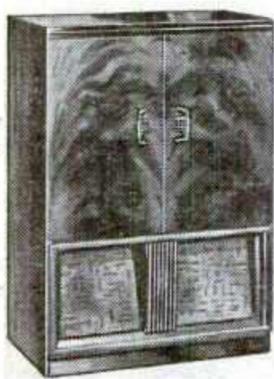
A colonnade of 16 speakers in one  
... radiates sound in an arc of 180°!



**PHILCO 1347:** The highest fidelity for recorded sound ever offered in a table model at a popular price! Contains the revolutionary new Philco *Electrostatic Speaker*—a colonnade of 16 speakers in one, that gives pure response clear up to 20,000 cycles and radiates the sound in an arc of 180°. 6 Watt output, with push-pull circuit. Also has 8" "woofer", and Philco "Boom Gate" tone chamber for superior low frequency response. New 1955 Philco 3-speed *Automatic Record Changer* with *Encore Switch*.



**LUXURIOUS HIGH FIDELITY CONSOLE  
PHONOGRAPH**



**PHILCO 1755:** Magnificent instrument of contemporary design, with brilliant High Fidelity for records of all speeds. Philco 10" "woofer" speaker plus new *Electrostatic Speaker*, with Philco inclined sounding board cabinet. New 1955 Philco 3-speed *Automatic Record Changer*. Mahogany or Blond Oak.

**ULTRA HIGH FIDELITY!**

NEW 1955  
*Phonorama*  
COMBINATION



**PHILCO 1758:** Carries High Fidelity to new heights, with heavy-duty 10" "woofer" operated through exclusive *Acoustic Lens* in combination with new *Electrostatic Speaker*. Finest FM-AM and Record performance. America's most advanced 3-speed record changer with *Automatic Shut-off* and new *Encore Switch* for replays. Mahogany or Blond Oak.

**GREAT MERCHANDISING FIRST!**

OWNER'S  
NAME IN  
GOLD FREE!



**"Personal" Phonograph**

**PHILCO 1332:** Your customer's signature in gold on this newest Philco innovation—a really *personal* portable, 3-speed phonograph! Exclusive self-adjusting spindle, Ginger case.



**3-Speed Portable**

**PHILCO 1334:** A compact, 3-speed portable record player, with 5" speaker. Exclusive self-adjusting spindle, Ginger or Suntan case.



**New 45 RPM  
NODDING SPINDLE**

This Philco exclusive spindle assures smoother changeover for all 45 rpm records. It is all-metal, and precision engineered. *Only Philco has it!*

**FOR '55... RIDE WITH A WINNER... PHILCO!**

# THE **No. 1** RECORD BAND IN ALL AMERICA!

First "PRETEND", Second "CARAVAN",  
Third "CRAZY 'MAN, CRAZY" And Now ...

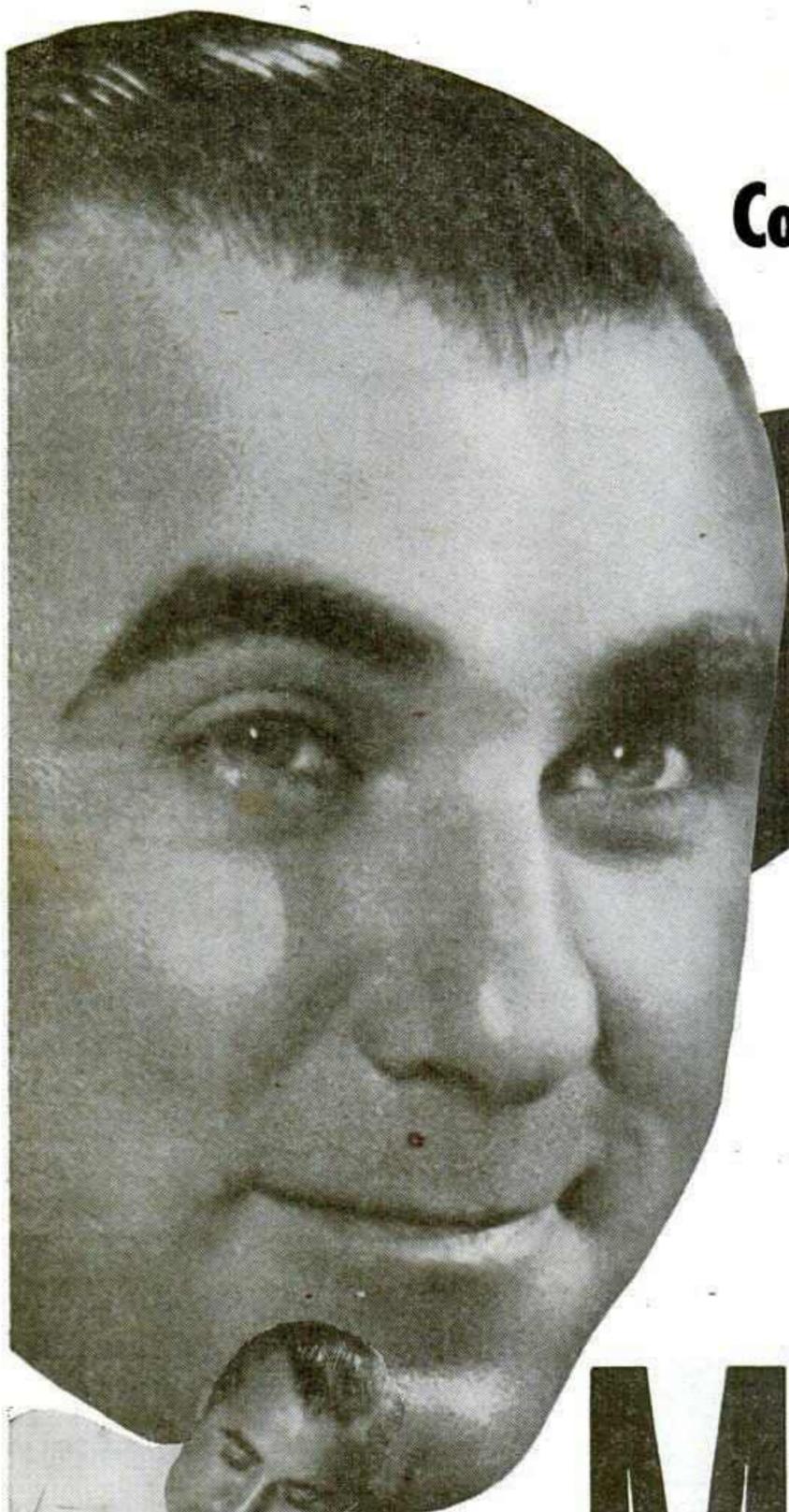
With The No. 1 Version Of The  
Country's Newest Instrumental Hit!

**"SKOKIAAN"**

# RALPH MARTERIE

AND HIS ORCHESTRA

**FLIP GOING BIG TOO!**  
**"CRAZY 'BOUT LOLLIPOP"**



MERCURY 70432 • 70432X45



# The Billboard Music Popularity Charts **PACKAGED RECORDS**

## Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly 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, MARTINIS AND MEMORIES—Jackie Gleason ..... Capitol W 509
4. MUSIC FOR LOVERS ONLY—Jackie Gleason ... Capitol H 352
5. THE PAJAMA GAME—Original Cast ..... Columbia ML 4840
6. SWING EASY—Frank Sinatra ..... Capitol H 528
7. THE GLENN MILLER STORY—Sound Track .. Decca DL 5519
8. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track ..... M-G-M E 244
9. PARDON MY BLOOPER, VOL. 1—Kermit Schaefer ..... Jubilee LP 2
10. SONGS FOR YOUNG LOVERS—Frank Sinatra .. Capitol H 488
11. ROSE MARIE—Ann Blyth, Howard Keel ..... M-G-M E 229
12. 10th ANNIVERSARY ALBUM—Nat (King) Cole ..... Capitol W 514
13. VOICES IN MODERN—Four Freshmen ..... Capitol H 522
14. TWO IN LOVE—Nat (King) Cole ..... Capitol H 420
15. MUSIC TO MAKE YOU MISTY—Jackie Gleason ..... Capitol H 455

### 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. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason ..... Capitol EAP 509
6. SWING EASY—Frank Sinatra ..... Capitol EBF 528
7. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track ..... M-G-M X 244
8. THE PAJAMA GAME—Original Cast ..... Columbia A 1098
9. ROSE MARIE—Ann Blyth, Howard Keel ..... M-G-M X 229
10. SONGS FOR YOUNG LOVERS—Frank Sinatra ..... Capitol EBF 488
11. VOICES IN MODERN—Four Freshmen ..... Capitol EBF 522
12. 10th ANNIVERSARY ALBUM—Nat (King) Cole ..... Capitol EAP 514
13. PARDON MY BLOOPER, VOL. 1—Kermit Schaefer ..... Jubilee EP 5011
14. TWO IN LOVE—Nat (King) Cole ..... Capitol EBF 420
15. TAWNY—Jackie Gleason ..... Capitol EBF 471

## Reviews and Ratings of New Popular Albums

### WHILE WE'RE YOUNG ..... 80

Rosemary Clooney (1-10")  
Columbia CL 6297  
Few singers can put as much feeling and warmth into a ballad as Rosemary Clooney, who has racked up many a ballad hit since she started the popular field with the wild novelty "Come On-A My House" a few years ago. Her current hit, "Hey, There," indicates her way with a lovely song. On this new set she thrushes does a lovely job with recent pop hits, including the title song, the lovely "Too Young," "Hello Young Lovers" from "The King and I," "Younger Than Springtime" and the little-known "Blame It on My Youth." Some of these sides were waxed in England with the Wally Stott ork, others in the U. S. with the Paul Weston crew. The set should sell mighty well on both sides of the Atlantic.

### BATINS AND SPURS ..... 78

Betty Hutton, Earl Wrightson, Orchestra and Chorus under direction of Nelson Riddle (1-10")  
Capitol L 547  
Dealers have a chance to rack up some business with this new set, for it contains the complete score of the first NBC-TV "spectacular" as presented on the network last Sunday (12) sung by the star of the show, Betty Hutton. It was not taken from the show itself but was recorded in advance. The thrush sells the score with her usual exuberance, tho she has been in better voice. She is supported by a lavish ork and chorus backing, and receives some substantial help from baritone Earl Wrightson. Tunes were penned by Jay Livingston and Ray Evans and two of them have possibilities. They are the title song and a nostalgic ballad, "Back Home." Of the many, many TV viewers who saw the show, there are certain to be a goodly number who will be interested in having this momento of the first musical show written for TV.

### SYMPHONIC SERENADE ..... 75

Rochester "Pops" Ork; Morton Gould, Cond. (1-12")  
Columbia CL 560  
This collection of light symphonic music by Victor Herbert and Albert

Ketelbey should be of interest to pop buyers and, perhaps, beginning classical collectors. The misty photo of an Ondine-type beauty on the cover offers another sales plus. The nostalgic package includes three of Ketelbey's best-known compositions—"In a Monastery Garden," "In a Persian Market" and "In a Chinese Temple-Garden," while the Victor Herbert side features "Suite of Serenades," "Yesterthoughts" and "Badinage." Gould has 19 other LP's out, so dealers should find his name carries considerable sales weight.

### DICK JURGENS AT THE ARAGON BALLROOM ..... 75

(1-12")  
Columbia CL 563  
This is another in the label's "Dance Party" series. It features the Dick Jurgens ork as caught at the Aragon Ballroom in Chicago playing for dancers. And it is a fine addition to the "Dance Party" line-up, for it contains some outstandingly danceable arrangements of well-known standards by the sweet-toned Jurgens crew. The applause of the audience at the end of each tune adds life to the disk and the sound is excellent. The Jurgens crew gets a chance to play sweetly, with a beat, and to project some bright novelty arrangements on "Sweet Georgia Brown," "When I Take My Sugar to Tea," "Tenderly," "You're My Thrill," "Two Loves Have I" and many others. The ork is one of the top dance crews around, and the vocals by Al Galante and the ensemble are attractive. There's good dancing here for many college and alumni parties.

### WITH LOVE FROM A CHORUS ..... 74

Robert Shaw Chorale; Robert Shaw, Cond. (1-12")  
RCA Victor LM 1815  
Departing from its usual classic vocal pattern, the Robert Shaw Chorale offers a group of simple generally familiar love songs. The male chorus blends with its usual beauty of tone and form, with excellent solos contributed by baritone Paul Ukena, Michael Carolan, Larry Chelsi, Russell Hammar, Calvin Marsh, Thomas Pyle and Donald Meissner. The Shaw Chorale, of course, has an extensive following and dealers should also be able to interest new buyers in them, since the tunes here include so many well-loved American folk selections—"L'il Liza Jane," "Home Sweet Home," etc.

### STEVE ALLEN AT THE PIANO ..... 70

(1-EP)  
Columbia B 1879  
Altho primarily noted as a comedian, Steve Allen always manages to spend a little time at the piano during his video stints. He plays a relaxed, intimate-type of piano, soothing to listen to, but nothing sensational. However, he has quite a fan following now, on the strength of his former CBS network appearances and

## LINER NOTES

By IS HOROWITZ

HI-FL and Then Some . . .  
RCA Victor has moved slowly to capitalize on pure sound. For the most part, it has left to younger labels still scrambling for recognition the fancy terminology that surrounds the science. But among Victor's current classical releases are two albums turned out to market under the challenging title of "Richard Strauss in High Fidelity." And the challenge is met with probably the fanciest set of technical notes ever to accompany music on records.

The double-fold envelopes which hold each LP are crowded tight with small type which, in part, convey the view that Strauss and the science of sound reproduction were somehow destined to follow paths which finally merged in these disks. We are treated to statements such as, "This series . . . is dedicated to the better understanding of the fertile union of art and science in present-day life."

Strauss, we are told, could not "have foreseen the vital role high fidelity would come to play in his own destiny." Many hundreds of words later, in one of the sets listeners are told where to sharpen their ears for double basses droning along at 32.7 c.p.s. Still later there is a reference to "psycho-acoustic influences."

While it seems properly in order to give data of microphone placement and recording equipment used during the session, which the notes do thoroly and exactly enough to please the most finicky hi-fi fan, there remains a nagging feeling that the text here goes way overboard.

It will be interesting to watch the reaction of the owner of a mere phonograph (one with less than six control knobs).

The music on the Strauss disks? Oh yes, they are "Ein Heldenleben" on one, and a coupling of "Also Srach Zarathustra" and the "Dance of the Seven Veils" from "Salome" on the other.

### FUTURES . . .

Decca is readying a new batch of classical sets for early release including a performance of the Verdi "Requiem" conducted by Ferenc Fricsay, 22 songs from Hugo Wolf's "Italienisches Liederbuch," sung by soprano Irmgard Seefried, and an album featuring clarinetist Reginald Kell. A highlight of the release will be a recording of the Brahms Violin Concerto by David Oistrakh, announced here earlier.

The Haydn Society will issue a three-LP set, "Masterpieces of Music Before 1750," which will be boxed together with the book of the same name by Carl Parrish and John F. Ohl. The package will sell for \$24.50. . . Remington has cut some new Villa-Lobos works which the composer will introduce this season in appearances with the Philadelphia Orchestra. Remington, incidentally, has renewed its contract with the Cincinnati Symphony.

Westminster is moving out a bumper crop of concertos this month. Included are a coupling of the Second and Third Piano Concertos by Bartok, with Edith Farnadi; the two Bach Violin Concertos, played by Walter Barylli, and a coupling on a single side of Tchaikowsky's First and Second Piano Concertos, again with Miss Farnadi.

his current local New York show over WNBT. He's scheduled to go network again over NBC's "Tonight" show this month, so this EP may enjoy better sales if he clicks.

### CATS VS CHICKS ..... 69

Clark Terry, Terry Pollard, Lucky Thompson, Beryl Booker (2-EP)  
M-G-M X 255  
M-G-M makes a bid for the teen-age pop "cat" market with this novel EP which matches a group of male jazz musicians against a fem septet. Both outfits play (and quite acceptably) their own versions of "The Man I Love," "Anything You Can Do," "Cat Meets Chick" and "Mamb blues." The two-pocket LP is packaged attractively, and liner notes carry out the sub-title "a jazz battle of the sexes" with a play by play account of the musical proceedings. Moderately interesting for jazz fans.

### SQUARE DANCING ..... 68

Manning Smith and The Rhythm Outlaws of Texas (1-12")  
Columbia CL 564  
This album is part of Columbia's "Dance Party" series, and as such should do well in its specialized market. The LP features eight sprightly square dance ditties ("Steel Guitar Rag," "Red River Valley," etc.) with calls on one side, while the flip

(Continued on page 34)

## Reviews and Ratings of New Classical Releases

### OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS; (1-12")—Boston Pops Orchestra; Arthur Fiedler, Cond. RCA Victor LM 1817 . 90

The Offenbach in a Fiedler recording has long been a catalog staple. Now RCA has cut it again, with top engineering, and the frothy favorite, enhanced by brilliant sound, should take off in a sales zoom that will keep dealer cash registers jingling a happy tune for a long, long time. The cover alone, one of the most eye-catching ever to enfold a record, figures to stimulate action on its own. Here's a set that will sell to all markets, pop, classical and in between. Any dealer handling packages would be foolhardy to pass it up.

### TOSCANINI PLAYS WAGNER (2-12") NBC Symphony Orchestra; Arturo Toscanini, Cond. RCA Victor LM 6020 . 87

There has always been a special identification of Toscanini with Wagner, and the two LP's in this handsomely packaged set amply demonstrate why. For sheer excitement which recordings can match Toscanini's Prelude to Act I of "Die Meistersinger" or the Prelude to Act III of "Lohengrin?" The depth of Toscanini's understanding of this music (and his phenomenal command of his orchestra) is revealed in his individual approach to each of the selections here. Included are the Prelude to Act I of "Lohengrin," the "Liebestod" from "Tristan" and the "Funeral Music" from "Goetterdaemmerung," plus the "Siegfried Idyll" and the "Prelude and Good Friday Music" from "Parsifal." This Wagnerian cornucopia is bound with a handsome white cover with Wagner's profile on a gold medallion centered on it. Besides being an excellent survey of an important phase of Toscanini's repertory, this makes a gift package that any music-lover would cherish.

### CHOPIN: PIANO CONCERTO NO. 1 IN E MINOR, OP. 11 (1-12")—Artur Rubinstein, Piano. Los Angeles Philharmonic; Alfred Wallenstein, Cond. RCA Victor LM 1810 . 86

A commercial "natural" if there ever was one. The combination of this box-office king with a work that has become practically his exclusive property, considering how often he has been heard in it with symphonies all over the United States, makes for an inevitable click. The effortless perfection of Rubinstein's technique, his liquid tone and his understanding of the interpretative problems of the Romantic piano literature have often been detailed by critics, and here they are demonstrated amply. Another Victor powerhouse set.

### SCHUBERT: SYMPHONY NO. 9 IN C (1-12")—NBC Symphony; Arturo Toscanini, Cond. RCA Victor LM 1835 . 85

A re-recording, made last year, of a Toscanini specialty, more often known as the "Schubert 7th." One of Victor's big-ticket fall items, the package resembles last year's "Fountains and Pines" in format. Again, the disk is held in an elaborate book-type album. To plumb the potential class market more thoroly, the book holds a fairly lengthy essay on the composer by author Andre Maurois, who gets equal billing with Schubert on the cover. Heavy action is in store for this one, as much for the gift attributes in the packaging as in the musical qualities, which are top-drawer. The sound—could it be Carnegie Hall—is not the best Victor has given us.

### BERLIOZ: THE DAMNATION OF FAUST (3-12")—Boston Symphony; Charles Munch, Cond. RCA Victor LM 6114 . 84

A complete "Damnation" is not undertaken lightly; the musical forces necessary—chorus, orchestra and good soloists—making heavy financial demands on a diskery. Berlioz enthusiasts, therefore, owe a debt to Victor for this entirely successful recording of the giant work, a debt which they will probably hasten to repay by buying up all copies in sight. This can be a strong money-earner for many dealers. Performed and well-publicized this summer at the Tanglewood Festival—about 1,000 advance copies are said to have been sold at the box office—it features superb readings by David Poler and Martial Singher, with Susanne Danco also performing ably. But conductor Munch is the dedicated hand which guides all thru one of the most moving disk experiences in many, many months.

### TOSCANINI PLAYS YOUR FAVORITES (1-12")—Arturo Toscanini and the NBC Symphony Orchestra, RCA Victor LM 1834 . 83

Commercial outlook for this package of impeccable Toscanini performances is particularly strong. Selections are the "Roman Carnival," "Egmont" and "Zampa" overtures, Hungarian Dances 1, 17, 20 and 21, "Dance of the Hours," and "Finlandia." The sound is fine for a Carnegie Hall performance and the liner notes by author Vincent Sheean add to the sales appeal. Strong wax for the masses.

### MR. STRAUSS COMES TO BOSTON (1-12")—Boston Pops Ork; Arthur Fiedler, Cond. RCA Victor LM 1809 . 81

Johann Strauss' visit to Boston in June 1872 was once the source for a short-lived Broadway musical. However, this new release, based on that historic visit, should have a much longer run. The set contains selections conducted by the "Waltz King" at the International Music Festival and Peace Jubilee, including the "Jubilee Waltz" composed by Strauss for the occasion. This and the rest of the selections, including the "Blue Danube" and "Vienna Woods," are played beautifully by the Boston Pops Orchestra. The liner notes by historian Lloyd Morris, telling of the incredible concert which

featured Strauss conducting an orchestra of 1,000 musicians, the program itself and the fine art work, plus the music, should help make this a strong selling set for the fall season. The package is a de luxe one, and the recording—which is technically explained in the liner notes—is excellent.

### RICHARD STRAUSS: EIN HELDENLEBEN (1-12")—Chicago Symphony; Fritz Reiner, Cond. RCA Victor LM 1807 . 80

With this recording RCA Victor jumps into the high fidelity fray with both feet. There's no doubt about it, to settle one point first, this is a remarkable example of top quality recorded sound. One wonders how much Chicago's Orchestral Hall, where it was taped, has to do with it, recalling what Mercury has accomplished in the same auditorium. And aside from the sound, there's much to relish in the Reiner interpretation, full-blown and dramatic; he cut a fine "Heldenleben" for Columbia some years back, too. This will sell well to hi-fi fans, who will enjoy the nod in their direction via the copious technical notes, altho collectors interested most in musical values might resent the inordinate stress on mechanical data (see liner notes column).

### PROKOFIEV: ALEXANDER NEVSKY (1-12")—Vienna State Opera Orchestra and Chorus; Mario Rossi, Cond. Vanguard VRS 451 . 79

The cantata, arranged by the composer from the score he penned for the title movie, tells the story of Russian resistance to pre-World War II German invaders. As musical nationalism it is much more successful than more recent imports from the Soviets—"Song of the Forests," etc. A striking performance by conductor Rossi, with whom Vanguard plans big things. Satisfactory sales on this one in bigger stores.

### GUITAR RECITAL (1-12")—Luise Walker, Guitar. Epic LC 3055 . 68

Those with a penchant for the guitar have a new disk name to contend with. Miss Walker is a fine artist and her performance has been recorded clearly and effectively. Most interesting work is a concerto by the modern Brazilian, Guido Santorsola, accompanied here by the Vienna Symphony. The program is rounded out with two sets of variations by Fernando Sor, a classic figure in guitar history, Francisco Tarrega and Miss Walker herself. Good action in the specialized market aimed at can be expected.

### BACH: GOLDBERG VARIATIONS (1-12")—Gustav Leonhardt, Harpsichord. Bach Guild 536 . 66

While the Goldberg Variations are one of Bach's most profoundly "learned" works, it contains page after page of the most airy, light and frolicsome music. These would offer a young man of 26 a fine outlet for his exuberant spirits—if he were at the same time a master of harpsichord technique and Baroque style and ornamentation. What a happy coincidence that Gustav Leonhardt is just such a young man. He's already recognized as an authority on the playing of the music of this period. Commercially, however, this LP will suffer from competitive versions already available by Landowska and Kirkpatrick.

### CHARPENTIER: MAGNIFICAT IN D; OFFERTORY, ETC. (1-12")—Chamber Orchestra of the Concerts Pasdeloup, Chorale of the Jeunesses Musicales de France; Louis-Martin, Cond. Haydn Society HSL 102 . 59

The listener who likes to explore the byways of music will have a fine time here, for he will be in a position of listening to music written for Louis XIV, some of which has not been performed since his day. This is brilliant, sometimes gaudy, church music employing vocal soloists, chorus, orchestra and continuo. It is highly ornamented and makes great virtuosic demands on the vocal soloists in particular. This disk's sales will be limited to serious collectors.

### BYRD: FOUR-PART MASS; FIVE-PART MASS (1-12")—Pro Musica Antiqua; S. Cape, Cond. EMS 234 . 54

It is unfortunate that music of the Elizabethan period has not retained the currency that its literature has, for it is music of very high order. William Byrd's "Five-Part Mass" is a towering masterpiece in the church music literature of that era, and still is grand and majestic enough to dazzle the modern ear, and is reverent and humble enough in its approach to instill deep religious feeling. Here it is performed by five vocal soloists unaccompanied. The blending of their voices is almost that of a harmoniously balanced instrumental ensemble. Musicologists, students and lovers of choral music will appreciate the importance of this recording.

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# 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 established records are still at it. It's rarely a gamble for a dealer, operator or jockey to go along with a new disk by a top name. Rosemary Clooney, who's had her ups and downs in the record business, must always be considered a contender for top



ROSEMARY CLOONEY

honors. If that were not true, could she break thru on the best selling charts with both sides of a single record in the top five?

The current Billboard chart shows Miss Clooney as second best-seller with "Hey There" and fifth best-seller with the flip side, "This Ole House." It doesn't happen very often in this mercurial record business.

As for Perry Como, the guy can hardly do wrong or badly. And while he may not hit the



PERRY COMO

1,000,000-mark with each release, everyone in the record business knows that Como's latest will make noise, attract attention and get plenty of sales action. His latest, "Papa Loves Mambo," puts the man in a contending position again. That his opportunity to plug his disks on his regular TV show is valuable is also obvious. But no matter how it's done, making a hit makes everyone happy.

## 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. High and the Mighty	2	7
2. Hey There	1	9
3. Little Shoemaker	3	9
4. In the Chapel in the Moonlight	4	8
5. Little Things Mean a Lot	6	20
6. Sh-Boom	4	9
7. Hernando's Hideaway	8	15
8. This Ole House	10	4
9. If I Give My Heart to You	15	2
10. Skokiaan	12	2
11. Goodnight, Sweetheart, Goodnight	7	8
12. They Were Doing the Mambo	13	3
13. Three Coins in the Fountain	9	17
14. I'm a Fool to Care	11	6
15. I Need You Now	—	1
15. Happy Wanderer	14	19

# HONOR ROLL OF HITS

Trade Mark Reg.

## The Nation's Top Tunes

For survey week ending September 8

This Week	Last Week	Weeks on Chart
1. Sh-Boom	1	11
2. Hey, There	2	9
3. High and the Mighty	4	8
4. Little Shoemaker	3	12
5. Skokiaan	5	4
6. In the Chapel in the Moonlight	7	9
7. This Ole House	8	6
8. Little Things Mean a Lot	6	21
9. If I Give My Heart to You	12	2
10. Goodnight, Sweetheart, Goodnight	9	10
10. I'm a Fool to Care	10	9

## Second Ten

12. I NEED YOU NOW	15	2
13. THEY WERE DOING THE MAMBO	14	5
14. HERNANDO'S HIDEAWAY	11	17
15. THREE COINS IN THE FOUNTAIN	13	18
16. HOLD MY HAND	—	1
17. WHAT A DREAM	16	2
18. SHAKE, RATTLE AND ROLL	—	1
19. I CRIED	17	4
20. SMILE	—	1

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. 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.

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## 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

Best Things Happen While You're Dancing (R) (F)—Berlin—ASCAP
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
Goodnight, Sweetheart, Goodnight (R)—Arc—BMI
Green Years (R)—Harms—ASCAP
Happy Days and Lonely Nights (R)—Advanced—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
I Need You Now (R)—Miller—ASCAP
I Understand Just How You Feel (R)—Jubilee—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 the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP
Little Shoemaker (R)—Bourne—ASCAP
Little Things Mean a Lot (R)—Feist—ASCAP
Love You Didn't Do Right by Me (R) (F)—Berlin—ASCAP
Magic Tango (R)—Chappell—ASCAP
Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP
Man That Got Away (R) (F)—Harwin—ASCAP
Muskrat Ramble (R)—Geo. Simon—ASCAP
Sh-Boom (R)—Hill & Range—BMI
Skokiaan (R)—Shapiro-Bernstein—ASCAP
Some Day (R)—Famous—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
This Ole House (R)—Hamblen—BMI
Three Coins in the Fountain (R) (F)—Robbins—ASCAP

### Television

Cara Mia (R)—Feist—ASCAP
Goodnight, Sweetheart, Goodnight (R)—Arc—BMI
Happy Days and Lonely Nights (R)—Advanced—ASCAP
Hernando's Hideaway (R) (M)—Frank—ASCAP
Hey, There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—ASCAP
Honey Jump (R)—Rene—ASCAP
Huckel Buck (R)—United—ASCAP
I Need You Now (R)—Miller—ASCAP
If I Didn't Care (R)—Chappell—ASCAP
If I Give My Heart to You (R)—Miller—ASCAP
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP
It's Crazy (R)—Crestview—ASCAP
Joey (R)—Lowell—BMI
Little Shoemaker (R)—Bourne—ASCAP
Little Things Mean a Lot (R)—Feist—ASCAP
Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP
Man That Got Away (R) (F)—Harwin—ASCAP
Money Burns a Hole in My Pocket (R)—Chappell—ASCAP
Non Di Mentirar (R)—Hollis—BMI
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
Powder My Back (R)—Arpegge—ASCAP
Sh-Boom—Hill & Range—BMI
Smile (R)—Bourne—ASCAP
Stranger in Paradise (R) (M)—Frank—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
This Ole House (R)—Hamblen—ASCAP
Three Coins in the Fountain (R) (F)—Robbins—ASCAP

## England's Top Twenty

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

Little Things Mean a Lot—Robbins (Feist)
Three Coins in the Fountain—Feist (Robbins)
Cara Mia—Robbins (Feist)
Happy Wanderer—Bosworth (Fox)
Story of Tina—Macmelodies (Maurice)
Little Shoemaker—Bourne (Bourne)
Gilly Gilly Ossenfeffer Katzenellen Boges by the Sea—Spier (Beaver)
Never Never Land—Keith Prowse Co., Ltd. (Pickwick)
Wanted—Harms, Connelly (Witmark)
My Friend—Chappell (Paxton)
Smile—Bourne (Bourne)
Idle Gossip—Bron (Redd Evans)
Heart of My Heart—Francis Day (Robbins)
Secret Love—Harms, Connelly (Remick)
Young at Heart—Victoria (Sunbeam)
Oh! Baby Mine—Edwin H. Morris (Melrose)
West of Zanzibar—Jumbo (Bluebird)
Friends and Neighbors—Michael Reine (Ross Jungnickle)
Skyblue Shirt and a Rainbow Tie—(Lawrence) (*)
Black Hills of Dakota—Harms, Connelly (Remick)

FABULOUS

FABULOUS

FABULOUS

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FABULOUS

# PERRY COMO

FABULOUS

FABULOUS



bb

# THE

# THINGS

FABULOUS

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FABULOUS

# I DIDN'T

FABULOUS

FABULOUS

# DO

99

FABULOUS

words and music by **FRED JAY, IRVING REID** and **IRA KOSLOFF**

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# The Billboard Music Popularity Charts

# POPULAR RECORDS

## Best Sellers in Stores

For survey week ending September 8

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	Chart	Weeks on
1. SH-BOOM—Crew Cuts.....	1	11	1
1 Spoke Too Soon—Mercury 70404—BMI			
2. HEY, THERE—R. Clooney.....	2	10	2
This Ole House—(5)—Col 40266—ASCAP			
3. LITTLE SHOEMAKER—Gaylords.....	3	12	3
Mecque, Mecque—Mercury 70403—ASCAP			
4. SKOKIAAN—R. Marterie.....	4	4	4
Crazy 'Bout Lollipop—Mercury 70432—ASCAP			
5. THIS OLE HOUSE—R. Clooney.....	6	7	6
Hey, There—(2)—Col 40266—BMI			
6. IN THE CHAPEL IN THE MOONLIGHT—K. Kallen.....	5	10	5
Take Everything But You—Dec 29130—ASCAP			
7. HIGH AND THE MIGHTY—V. Young.....	7	7	7
Moonlight and Roses—Dec 29203—ASCAP			
8. SKOKIAAN—Four Lads.....	10	3	8
Why Should I Love You?—Col 40306—ASCAP			
9. I NEED YOU NOW—E. Fisher.....	16	3	9
Heaven Was Never Like This—V 20-5830—ASCAP			
10. HIGH AND THE MIGHTY—L. Holmes.....	11	8	10
Lisa—M-G-M 11761—ASCAP			
11. HIGH AND THE MIGHTY—L. Baxter.....	9	8	11
More Love Than Your Love—Cap 2845—ASCAP			
12. LITTLE THINGS MEAN A LOT—K. Kallen.....	8	23	12
I Don't Think You Love Me Anymore—Dec 29037—ASCAP			
13. HOLD MY HAND—D. Cornell.....	27	2	13
I'm Blessed—Coral 61206—ASCAP			
14. SHAKE, RATTLE AND ROLL—B. Haley.....	13	5	14
ABC Boogie—Dec 29204—BMI			
15. IF I GIVE MY HEART TO YOU—Doris Day.....	23	2	15
Anyone Can Fall in Love—Col 40300—ASCAP			
16. HEY, THERE—S. Davis Jr.....	18	5	16
And This Is My Beloved—Dec 29199—ASCAP			
17. SKOKIAAN—Bulawayo Sweet Rhythm Boys.....	24	4	17
In the Mood—London 1491—ASCAP			
18. I'M A FOOL TO CARE—L. Paul-M. Ford.....	12	10	18
Auctioneer—Cap 2839—BMI			
19. THEY WERE DOING THE MAMBO—V. Monroe.....	18	7	19
Mister Sandman—V 20-5767—ASCAP			
20. CARA MIA—D. Whitfield.....	28	5	20
How, When or Where?—London 1486—ASCAP			
21. GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters.....	14	12	21
Heavenly Feeling—Coral 61187—BMI			
22. IF I GIVE MY HEART TO YOU—D. Lor.....	15	3	22
Hello Darling—Majar 27—ASCAP			
23. WHAT A DREAM—P. Page.....	25	6	23
I Cried—(29)—Mercury 70416—BMI			
24. HERNANDO'S HIDEAWAY—A. Bleyer.....	20	17	24
S'il Vous Plait—Cadence 1241—ASCAP			
25. MOOD INDIGO—N. Petty Trio.....	—	1	25
Petty's Little Polka—X 0040—ASCAP			
26. CINNAMON SINNER—T. Bennett.....	22	7	26
Take Me Back Again—Col 40272—BMI			
26. SH-BOOM—Chords.....	17	12	26
Little Maiden—Cat 104—BMI			
28. LITTLE SHOEMAKER—H. Winterhalter.....	26	10	28
Magic Tango—V 20-5769—ASCAP			
29. I CRIED—P. Page.....	30	2	29
What a Dream—(23)—Mercury 70416—ASCAP			
29. THREE COINS IN THE FOUNTAIN—Four Aces.....	28	18	29
Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP			

## This Week's Best Buys

ST. LOUIS BLUES MAMBO (Handy, ASCAP)  
—Richard Maltby Ork—"X" 0042

A sleeper that is beginning to break nationally. The disk appears this week on the Chicago and Minneapolis-St. Paul territorial charts and is currently rated strong in New York, Buffalo, Detroit, Milwaukee and Atlanta as well. Good reports were also received from Philadelphia and Durham. Flip is "Beloved, Be True" (ABC, ASCAP).

## Most Played in Juke Boxes

For survey week ending September 8

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

This Week	Last Week	Chart	Weeks on
1. SH-BOOM—Crew Cuts.....	1	9	1
1 Spoke Too Soon—Mercury 70404—BMI			
2. HEY, THERE—R. Clooney.....	2	7	2
This Ole House—Col 40266—ASCAP			
3. LITTLE SHOEMAKER—Gaylords.....	3	10	3
Mecque, Mecque—Mercury 70403—ASCAP			
4. THIS OLE HOUSE—R. Clooney.....	5	6	4
Hey, There—Col 40266—BMI			
5. IN THE CHAPEL IN THE MOONLIGHT—K. Kallen.....	6	8	5
Take Everything But You—Dec 29130—ASCAP			
6. LITTLE THINGS MEAN A LOT—K. Kallen.....	4	19	6
I Don't Think You Love Me Anymore—Dec 29037—ASCAP			
7. GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters.....	8	8	7
Heavenly Feeling—Coral 61187—BMI			
8. I'M A FOOL TO CARE—L. Paul & M. Ford.....	6	8	8
Auctioneer—Cap 2839—BMI			
9. SKOKIAAN—R. Marterie.....	15	3	9
Crazy 'Bout Lollipop—Mercury 70432—ASCAP			
10. SH-BOOM—Chords.....	10	10	10
Little Maiden—Cat 104—BMI			
11. I NEED YOU NOW—E. Fisher.....	12	3	11
Heaven Was Never Like This—V 20-5830—ASCAP			
12. THEY WERE DOING THE MAMBO—V. Monroe.....	13	5	12
Mister Sandman—V 20-5767—ASCAP			
13. HIGH AND THE MIGHTY—V. Young.....	17	4	13
Moonlight and Roses—Dec 29203—ASCAP			
14. THREE COINS IN THE FOUNTAIN—Four Aces.....	8	18	14
Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP			
15. I UNDERSTAND JUST HOW YOU FEEL—Four Tunes.....	14	15	15
Sugar Lump—Jubilee 5132—ASCAP			
16. HERNANDO'S HIDEAWAY—A. Bleyer.....	11	16	16
S'il Vous Plait—Cadence 1241—ASCAP			
16. HIGH AND THE MIGHTY—L. Baxter.....	—	1	16
More Love Than Your Love—Cap 2845—ASCAP			
18. HIGH AND THE MIGHTY—J. Desmond.....	—	5	18
In God We Trust—Coral 61204—ASCAP			
19. I CRIED—P. Page.....	16	5	19
What a Dream—Mercury 70416—ASCAP			
20. LITTLE SHOEMAKER—H. Winterhalter.....	17	10	20
Magic Tango—V 20-5769—ASCAP			
20. DREAM—Four Aces.....	17	3	20
I Shall Come to Pass—Dec 29217—ASCAP			

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

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## Most Played by Jockeys

For survey week ending September 8

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

This Week	Last Week	Chart	Weeks on
1. SH-BOOM—Crew Cuts.....	1	11	1
1 Spoke Too Soon—Mercury 70404—BMI			
2. HEY, THERE—R. Clooney.....	2	9	2
This Ole House—Col 40266—ASCAP			
3. LITTLE SHOEMAKER—Gaylords.....	3	12	3
Mecque, Mecque—Mercury 70403—ASCAP			
4. IN THE CHAPEL IN THE MOONLIGHT—K. Kallen.....	6	10	4
Take Everything But You—Dec 29130—ASCAP			
5. SKOKIAAN—R. Marterie.....	7	4	5
Crazy 'Bout Lollipop—Mercury 70432—ASCAP			
6. HIGH AND THE MIGHTY—L. Baxter.....	4	7	6
More Love Than Your Love—Cap 2845—ASCAP			
7. I'M A FOOL TO CARE—L. Paul-M. Ford.....	8	10	7
Auctioneer—Cap 2839—BMI			
8. THIS OLE HOUSE—R. Clooney.....	9	7	8
Hey, There—Col 40266—BMI			
9. LITTLE THINGS MEAN A LOT—K. Kallen.....	5	23	9
I Don't Think You Love Me Anymore—Dec 29037—ASCAP			
10. HIGH AND THE MIGHTY—L. Holmes.....	18	5	10
Lisa—M-G-M 11761—ASCAP			
11. THEY WERE DOING THE MAMBO—V. Monroe.....	12	5	11
Mister Sandman—V 20-5767—ASCAP			
11. WHAT A DREAM—P. Page.....	10	4	11
I Cried—Mercury 70416—BMI			
13. SKOKIAAN—Four Lads.....	14	2	12
Why Should I Love You?—Col 40306—ASCAP			
14. I NEED YOU NOW—E. Fisher.....	11	2	13
Heaven Was Never Like This—V 20-5830—ASCAP			
14. SMILE—Nat (King) Cole.....	—	1	14
It's Crazy—Cap 2897—ASCAP			
16. GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters.....	17	8	15
Heavenly Feeling—Coral 61187—BMI			
17. IF I GIVE MY HEART TO YOU—Doris Day.....	—	1	16
Anyone Can Fall in Love—Col 40300—ASCAP			
18. I CRIED—P. Page.....	—	3	17
What a Dream—Mercury 70416—ASCAP			
19. LITTLE SHOEMAKER—H. Winterhalter.....	15	10	18
Magic Tango—V 20-5769—ASCAP			
20. IF I GIVE MY HEART TO YOU—D. Lor.....	—	1	19
Hello Darling—Majar 27—ASCAP			
20. SKOKIAAN—Bulawayo Sweet Rhythm Boys.....	—	1	20
In the Mood—London 1491—ASCAP			

# The Billboard Music Popularity Charts

## • Best Sellers in Stores

For survey week ending September 1

This Week	Last Week	Weeks on Chart
1. SH-BOOM—Crew Cuts ..... I Spoke Too Soon—Mercury 70404—BMI	1	10
2. HEY, THERE—R. Clooney ..... This Ole House—(6)—Col 49266—ASCAP	2	9
3. LITTLE SHOEMAKER—Gaylords ..... Mecque, Mecque—Mercury 70403—ASCAP	3	11
4. SKOKIAAN—R. Marterie ..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP	7	3

Ah Yes! It's Been A  
**HOT Summer!**

# NEW HITS IN THE MAKING

### • This Week's Best Buys

OOP SHOOP (Flair, BMI)—Crewcuts—Mercury 70443  
While still holding down the No. 1 spot on the national retail and juke charts with their "Sh-Boom," the Crewcuts are pushing their latest release up the lists with impressive speed. Territories that rated the disk good or strong in its first week included Boston, New York, Philadelphia, Pittsburgh, Cleveland, Chicago, St. Louis, Durham and Los Angeles. Flip is "Do Me Good, Baby" (Meridian, BMI). A previous Billboard "Spotlight" pick.



The Gaylords  
**"Veni, Vidi Vici"**

AND  
**"A Kiss To Call My Own"**  
MERCURY 70427 • 70427X45



**RUSTY DRAPER**  
**"Muskrat Ramble"**

AND  
**"The Magic Circle"**  
MERCURY 70446 • 70446X45



**DAVID CARROLL**  
**"In An Old Spanish Town"**

AND  
**"Bumpty Bump"**  
MERCURY 70444 • 70444X45



**Dinah Washington**  
**"I Don't Hurt Anymore"**

AND  
**"DREAM"**  
MERCURY 70439 • 70439X45

**JOE LIGGENS**  
**"Yeah, Yeah, Yeah"**

AND  
**"They Were Doin' The Mambo"**  
MERCURY 70440 • 70440X45

# The Carlisles "HONEY LOVE"

AND  
**"FEMALE HERCULES"**  
MERCURY 70435 • 70435X45



A WONDERFUL NEW POP HIT BY

**ERROL GARNER**  
**"MISTY"**



COUPLED WITH  
**"Exactly Like You"**  
MERCURY 70442 • 70442X45



The Billboard Music Popularity Charts  
**POPULAR RECORDS**

• **Territorial Best Sellers**

For survey week ending September 8

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

**Atlanta**

1. Sh-Boom, Crew Cuts, Mer.
2. Hold My Hand, D. Cornell, Cor.
3. Hey, There, R. Clooney, Col.
4. I Need You Now, E. Fisher, V.
5. Skokiaan  
Bulawayo Sweet Rhythm Boys, Lon.
6. High and the Mighty, L. Baxter, Cap.
7. Cinnamon Sinner, T. Bennett, Col.
8. In the Chapel in the Moonlight  
K. Kallen, Dec.

**Balti.-Wash.**

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Skokiaan, R. Marterie, Mer.
4. I Need You Now, E. Fisher, V.
5. What a Dream, P. Page, Mer.
6. Goodnight, Sweetheart, Goodnight  
McGuire Sisters, Cor.
7. Little Shoemaker, H. Winterhalter, V.
8. I Cried, P. Page, Mer.
9. They Were Doing the Mambo  
V. Monroe, V.
10. Cara Mia, D. Whitfield, Lon.

**Boston**

1. Sh-Boom, Crew Cuts, Mer.
2. Skokiaan, Four Lads, Col.
3. I Need You Now, E. Fisher, V.
4. If I Give My Heart to You  
Doris Day, Col.
5. Little Shoemaker, H. Winterhalter, V.
6. Little Shoemaker, Gaylords, Mer.
7. High and the Mighty, L. Baxter, Cap.
8. Hey, There, R. Clooney, Col.
9. High and the Mighty  
L. Holmes, M-G-M
10. Cinnamon Sinner, T. Bennett, Col.

**Buffalo**

1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. Hey, There, S. Davis Jr., Dec.
4. I Need You Now, E. Fisher, V.
5. Skokiaan, R. Marterie, Mer.
6. Fortune in Dreams, K. Starr, Cap.

**Chicago**

1. Skokiaan, R. Marterie, Mer.
2. If I Give My Heart to You  
D. Lor, Mjr.
3. Sh-Boom, Crew Cuts, Mer.
4. Shake, Rattle and Roll, B. Haley, Dec.
5. Hey, There, R. Clooney, Col.
6. I Need You Now, E. Fisher, V.
7. St. Louis Blues Mambo  
R. Maltby, LBX
8. Little Shoemaker, Gaylords, Mer.
9. Mood Indigo, N. Petty Trio, X
10. Skokiaan  
Bulawayo Sweet Rhythm Boys, Lon.

**Cincinnati**

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. High and the Mighty, V. Young, Dec.
4. Skokiaan, R. Marterie, Mer.
5. If I Give My Heart to You  
Doris Day, Col.
6. Little Shoemaker, Gaylords, Mer.
7. I Need You Now, E. Fisher, V.
8. Little Things Mean a Lot  
K. Kallen, Dec.
9. What a Dream, P. Page, Mer.
10. Shake, Rattle and Roll, B. Haley, Dec.

**Cleveland**

1. Shake, Rattle and Roll, B. Haley, Dec.
2. Hey, There, R. Clooney, Col.
3. Skokiaan, Four Lads, Col.
4. Sh-Boom, Crew Cuts, Mer.
5. Skokiaan, R. Marterie, Mer.
6. Little Shoemaker, Gaylords, Mer.
7. This Ole House, R. Clooney, Col.
8. Lonesome Polecat  
McGuire Sisters, Cor.
9. I Need You Now, E. Fisher, V.
10. Your Heart-My Heart, F. Laine, Col.

**Dallas-Fort Worth**

1. Hey, There, R. Clooney, Col.
2. Little Shoemaker, Gaylords, Mer.
3. Sh-Boom, Crews, Cat
4. High and the Mighty  
L. Holmes, M-G-M
5. This Ole House, R. Clooney, Col.
6. Skokiaan, R. Anthony, Cap.

**Denver**

1. Sh-Boom, Crew Cuts, Mer.
2. High and the Mighty, L. Baxter, Cap.
3. Hey, There, R. Clooney, Col.
4. Little Shoemaker, Gaylords, Mer.
5. Skokiaan, R. Marterie, Mer.
6. Little Things Mean a Lot  
K. Kallen, Dec.

**Detroit**

1. Skokiaan, R. Marterie, Mer.
2. If I Give My Heart to You  
Doris Day, Col.
3. Hey, There, R. Clooney, Col.
4. Mood Indigo, N. Petty Trio, X
5. I Need You Now, E. Fisher, V.
6. Sh-Boom, Crew Cuts, Mer.
7. In the Chapel in the Moonlight  
K. Kallen, Dec.
8. What a Dream, P. Page, Mer.

**Kansas City**

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. This Ole House, R. Clooney, Col.
4. Little Shoemaker, Gaylords, Mer.
5. Hold My Hand, D. Cornell, Cor.
6. Skokiaan, R. Marterie, Mer.

7. High and the Mighty  
L. Holmes, M-G-M
8. High and the Mighty, V. Young, Dec.
9. Little Things Mean a Lot  
K. Kallen, Dec.
10. In the Chapel in the Moonlight  
K. Kallen, Dec.

**Los Angeles**

1. High and the Mighty, V. Young, Dec.
2. Little Shoemaker, Gaylords, Mer.
3. Hey, There, R. Clooney, Col.
4. Hey, There, S. Davis Jr., Dec.
5. Hold My Hand, D. Cornell, Cor.
6. Little Things Mean a Lot  
K. Kallen, Dec.
7. Sh-Boom, Crews, Cat
8. I Need You Now, E. Fisher, V.
9. Sh-Boom, Crew Cuts, Mer.
10. Skokiaan, Four Lads, Col.

**Milwaukee**

1. Skokiaan, Four Lads, Col.
2. Hey, There, R. Clooney, Col.
3. Fortune in Dreams, K. Starr, Cap.
4. If I Give My Heart to You  
Doris Day, Col.
5. Sh-Boom, Crew Cuts, Mer.
6. Whispering, P. Whitman, Cor.
7. High and the Mighty  
L. Holmes, M-G-M

**Minn.-St. Paul**

1. Mood Indigo, N. Petty Trio, X
2. Skokiaan, R. Marterie, Mer.
3. Sh-Boom, Crew Cuts, Mer.
4. Hey, There, R. Clooney, Col.
5. This Ole House, R. Clooney, Col.
6. High and the Mighty, V. Young, Dec.
7. Cara Mia, D. Whitfield, Lon.
8. Little Shoemaker, Gaylords, Mer.
9. St. Louis Blues Mambo  
R. Maltby, LBX

**New Orleans**

1. If I Give My Heart to You  
Doris Day, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Little Shoemaker, Gaylords, Mer.
4. Hey, There, R. Clooney, Col.
5. I Need You Now, E. Fisher, V.
6. Hernando's Hideaway, A. Bleyer, Cdc.

**New York**

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. Skokiaan, R. Marterie, Mer.
4. High and the Mighty, V. Young, Dec.
5. Little Things Mean a Lot  
K. Kallen, Dec.
6. Hey, There, S. Davis Jr., Dec.
7. Happy Wanderer, F. Weir, Lon.
8. In the Chapel in the Moonlight  
K. Kallen, Dec.
9. High and the Mighty  
L. Holmes, M-G-M
10. Skokiaan, Four Lads, Col.

**Philadelphia**

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

**Pittsburgh**

1. Hey, There, R. Clooney, Col.
2. Skokiaan, Four Lads, Col.
3. Sh-Boom, Crew Cuts, Mer.
4. Oop-Shoop, S. Gunter, Fla.
5. Little Shoemaker, Gaylords, Mer.
6. Why Should I Love You  
Harptones, Bru.
7. If I Give My Heart to You  
Wright Brothers, M-G-M
8. High and the Mighty, V. Young, Dec.

**St. Louis**

1. Skokiaan, R. Marterie, Mer.
2. This Ole House, R. Clooney, Col.
3. Cara Mia, D. Whitfield, Lon.
4. Hey, There, R. Clooney, Col.
5. High and the Mighty, L. Baxter, Cap.
6. Hold My Hand, D. Cornell, Cor.
7. High and the Mighty, V. Young, Dec.
8. I Need You Now, E. Fisher, V.
9. Sh-Boom, Crew Cuts, Mer.

**San Francisco**

1. Hey, There, R. Clooney, Col.
2. Little Shoemaker, Gaylords, Mer.
3. Sh-Boom, Crew Cuts, Mer.
4. High and the Mighty  
L. Holmes, M-G-M
5. Sh-Boom, Crews, Cat
6. Hold My Hand, D. Cornell, Cor.
7. Hernando's Hideaway, A. Bleyer, Cdc.
8. Skokiaan, R. Marterie, Mer.
9. Sway, D. Martin, Cap.
10. Little Things Mean a Lot  
K. Kallen, Dec.

**Seattle**

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. Little Shoemaker, Gaylords, Mer.
4. Skokiaan, R. Marterie, Mer.
5. This Ole House, R. Clooney, Col.
6. Hold My Hand, D. Cornell, Cor.
7. High and the Mighty, V. Young, Dec.

These all add up to **MGM HITS!**



**FRANK PETTY TRIO**  
MR. POGO  
and  
SUNDAY  
MGM 11809 78 rpm  
K 11809 45 rpm

**ALAN LOGAN**  
CORSIKAN DANCE  
and  
THE CARIOCA  
MGM 11800 78 rpm  
K 11800 45 rpm

**JONI JAMES**  
sings  
**MAMA, DON'T CRY AT MY WEDDING**  
and  
PA PA PA  
MGM 11802 78 rpm  
K 11802 45 rpm

**BILLY ECKSTINE**  
sings  
**YOU LEAVE ME BREATHLESS**  
and  
**OLAY, OLAY**  
(The Bullfighter's Song)  
MGM 11803 78 rpm  
K 11803 45 rpm

**GINNY GIBSON**  
sings  
**THE SONG THAT BROKE MY HEART**  
and  
**THERE'S A SMALL HOTEL**  
MGM 11814 78 rpm  
K 11814 45 rpm

**RENE TOUZET**  
and his Orchestra

**CRAZY RHYTHM** (Mambo) **NICOLASA** (Cha Cha)  
MGM 11816 78 rpm  
K 11816 45 rpm

Introducing the **FOUR JOKERS**

**TELL ME NOW** **CARING**  
MGM 11815 78 rpm  
K 11815 45 rpm

The "Joey" girl with another smash hit!

**BETTY MADIGAN** sings  
**THAT WAS MY HEART YOU HEARD**  
and  
**ALWAYS YOU**  
with the Ray Charles Singers  
MGM 11812 78 rpm  
K 11812 45 rpm

MGM is First with the Nation's Newest Hit!

**LEROY HOLMES**  
and his Orchestra  
Infectious Theme From The Warner Bros. Film.  
**THE HIGH AND THE MIGHTY**  
(Whistling by Fred Lowery)  
and  
"Rear Window" Theme  
**LISA**  
MGM 11761 78 rpm  
K 11761 45 rpm

That "Unforgettable" Trio with that "Unforgettable" sound

**DICK HYMAN TRIO**  
**CECILIA**  
and  
**EAST OF THE SUN**  
with Dick Hyman at the harpsichord  
MGM 11811 78 rpm  
K 11811 45 rpm

**NEW ALBUMS**

**AN EVENING WITH THE GEORGE SHEARING QUINTET**



E3122 (12 in. LP) • X252 (EP)

**I LET A SONG GO OUT OF MY HEART**



**BILLY ECKSTINE**  
E257 (10 in. LP) • X257 (EP)  
X1110 (EP) • X1111 (EP)

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
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DECCA RECORDS

There's a **NEW** Dance Band in the Land...  
-Coming your way!

Meet

# THE Commanders

with **EDDIE GRADY**

Arrangements by **CAMARATA**

Great Single Records by  
**THE COMMANDERS**



**THE TOUCH (Le Grisbi)**  
**MR. POGO**  
29246

**HORS D'OEUVRE**  
**WHEN I'M WITH YOU**  
28848

**IT'S A WONDERFUL WORLD**  
**JIM'NY CRICKETS**  
(The Joke's on Me)  
29093

**THE MARCH OF THE COMMANDERS**  
**LAZY MOONLIGHT (Theme Song)**  
29209

**"O" (Oh!)**  
**MEET THE BRASS**  
28779

**HONEY IN THE HORN**  
**SWANEE RIVER BOOGIE**  
28659

**MAKE LOVE TO ME**  
**KENTUCKY BOOGIE**  
29048

**DAVEY JONES (At the Bottom of the Sea)**  
**I WANT A LITTLE GIRL**  
28966

**"MEET THE COMMANDERS" with EDDIE GRADY**  
Arrangements by CAMARATA

**Volume 1 "O" (Oh!) • Meet the Brass • Honey in the Horn • Swanee River Boogie**  
ED 2099 (One Record 45 rpm Extended Play)

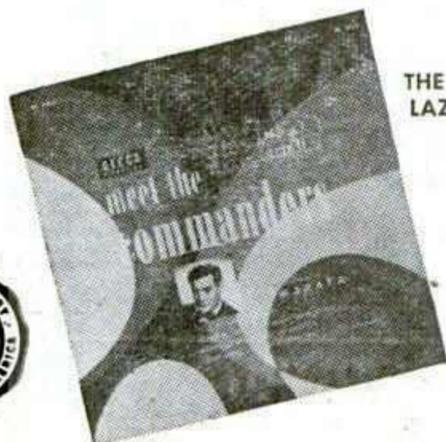
**Volume 2 Make Love To Me • Kentucky Boogie • Davey Jones (At the Bottom of the Sea) • I Want a Little Girl**  
ED 2140 (One Record 45 rpm Extended Play)

**ON LONG PLAY!** Volumes 1 & 2 "Meet the Commanders" available on one 33 1/3 rpm Long Play Record DL 5525.

Opening  
**Frank Dailey's**  
**MEADOWBROOK**  
**September 10!**

Starting back on the road—  
College dates and  
one-nighters

**October 1**



*Twenty years young... the best is yet to come*



**1 call puts all 9 at your service**

RCA Victor's famous "ONE CALL" SERVICE offers you tremendous value... ask any of the hundreds of independent commercial record companies now using RCA Victor custom made phonograph records. They will tell you—only at RCA Victor are you assured of unbeatable quality recording, processing and pressing at lowest possible costs.

Glance at the dial at the top of this page—see the "Big Nine" services you receive only at RCA Victor—then pick up your phone and call the nearest RCA Victor office for fast, competitively priced "ONE CALL" SERVICE.

## RCA VICTOR custom record sales

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**CHICAGO:** WHitehall 4-3215  
445 No. Lake Shore Dr., Chicago 11, Ill.

**HOLLYWOOD:** HOLlywood 4-5171  
1016 No. Sycamore Avenue,  
Hollywood 38, Cal.

## Vox Jox

### Jox Trix

Jim Mills, WIND, Chicago, has just returned from Europe and Africa with taped broadcasts from many locales, including the Moulin Rouge in Paris, the Red Ox Inn in Heidelberg, a bull fight in Spain, and the Fontana de Trevi in Rome. The tapes were air expressed back to Chicago for immediate broadcast. Mills, "The World's First International Disk Jockey," plans other sponsored trips. His next will be a junket to Central and South America and then South Africa.

Ron Tonander, WBEL, Rockford, Ill., added a new feature to his "Music to a T" show. The three listeners who can come closest to guessing the top 10 tunes on the area juke boxes of the Midwest Distribution Company are invited to stop into Midwest's offices and select three of their favorite records.

Gary Hartman, WDOS, Oneonta, N. Y., is devoting a segment of his "Saturday Night Dancing Party" to creating a special "mood." All the music and chatter is keyed to one theme. To date Gary has featured a "Blue Mood," "Kissing Mood" and "Dreaming Mood."

Businessmen in Vancouver, Wash., have found a real booster

Quoin, Ill., replaces Wes Perry, who is moving to Houston. . . . Walt Gaines, WCSS, Amsterdam, N. Y., emcees a quarter-hour quiz show for 16 local grocery stores. . . . Tony Carter, WAUD, Auburn, Ala., replaces Lowell Earl as program director. Earl moves into position of manager. . . . Frank Allen has left KFEQ, St. Joseph, Mo., and joins the staff of WOW, Omaha. . . . Tom Josephsen, 18-year-old DJ on WTOL, Toledo, is leaving soon to attend Michigan State College, where he'll major in speech. . . . Jim Coy, WNBC, N. Y., is vacationing in Kansas City, Mo.

### This 'n That

John Woods, WTAG, Worcester, Mass., recently did his show from a cowbarn as a kick-off for Farmer's Field Day. A special guest was his five-year-old son, Mark, who stopped the show when he came tearing up to the live mike and shouted breathlessly, "Hey Dad, come on—quick! They're gonna milk the bull." . . . Saddened is the word for Jerry Kay, WTIK, New Orleans. Kay's car was stolen and returned within a space of four hours recently. Sounds like a happy ending, but wait! The front of the car was crumpled, and Kay's prize bowling ball and fishing equipment were missing.

While spinning Frankie Laine's new record, "Rain, Rain, Rain," Bob Lloyd, WAVZ, New Haven, mentioned that Frankie used to live in New Haven, and asked if any of his listeners remembered him. Many people phoned in, and two women sent Bob photographs of Frankie taken when he reached the final round of a dance marathon at a local ballroom in 1933. . . . Lanny Lipford, KRYN, Bonham, Tex., writes "r.&b. is now outselling country and western in this part of the country. It's a good thing pop artists are recording r.&b."

### YESTERYEAR'S TOPS—

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

SEPTEMBER 16, 1944:

1. Swinging on a Star
2. I'll Walk Alone
3. You Always Hurt the One You Love
4. I'll Be Seeing You
5. Time Waits for No One
6. Is You Is or Is You Ain't?
7. His Rocking Horse Ran Away
8. It Had to Be You
9. Her Tears Flowed Like Wine
10. Amor

SEPTEMBER 17, 1949:

1. You're Breaking My Heart
2. Room Full of Roses
3. Some Enchanted Evening
4. Someday (You'll Want Me to Want You)
5. That Lucky Old Sun
6. Maybe It's Because
7. Let's Take an Old-Fashioned Walk
8. Jealous Heart
9. Again
10. Hucklebuck

in Don Veith, KVAN. Every Friday night, Veith broadcasts his "Free for All" program from a different store. His wanderings have been very successful in promoting Friday night shopping in Vancouver, and have upped the popularity of KVAN's personalities.

Now it's a Mis-Parade! Ken Myers, Western deejay on KCID, Caldwell, Idaho, plays the flip sides of the top 10 Western tunes, and gives his ideas on why these tunes didn't make the grade.

### Change of Theme

Bob Wilson is moving from WCIL, Carbondale, Ill., to WILL, Champaign, Ill. He will attend the University of Illinois. . . . Also from WCIL — Bob Armstrong, formerly of WDQN, Du

### Surface Noises

Dennis Murphy, WREN, Topeka, writes, "Haven't had any 78's in weeks and am starving for wax. Any day now I'll have to start playing 'Tenting Tonight on the Old Camp Ground' on my Edison cylinder player." . . . Wes Miller, KBAK, Bakersfield, Calif., wants to hear more of Les Elgart. . . . Ken Brown, WTMG, Ocala, Fla., thinks Judy Garland should make more records. . . . Brad Harris, WOHP, Bellefontaine, O., has a gripe. He writes "Don't mind playing 'cat' music, but for goodness sakes, let's clean the stuff up! I have to audition every record before airing it." . . . Sunny Gale has a fan in Reed Farrell, KGBC, Galveston. He writes "Why, oh why, don't jocks, ops and retail stores give Sunny the break she deserves. Her recording of 'Smile' surpasses the Nat (King) Cole arrangement. Let's don't get hazy—let's listen to both recordings with an open ear. This Gale girl should get the spins on 'Smile.'" . . . On the other hand, Henry Bagan, WAYN, Rockingham, N. C., comments "Smile" could go. Personally I don't get the message, but who am I to say. Of the rather well saturated market, Nat (King) Cole's version is the best."

## • Folk Talent and Tunes

By BILL SACHS

2160 Patterson, Cincinnati 22

### PLANS COMPLETED FOR HANK WILLIAMS DAYS . . .

Plans have been completed and everything is in readiness for the Hank Williams Memorial Days to be held in Montgomery, Ala., September 20-21, under sponsorship of Alcazar Shrine Temple. Country and western talent and disk jockeys from everywhere will be on deck for the big event. Registration begins Monday (20) at the Chamber of Commerce, with three big dances skedded for Monday night, one at Fort Dixie Bibb Graves Armory, another at Alcazar Shrine Temple, and still another at City Auditorium. The special train carrying a large contingent from WSM, Nashville, arrives in Montgomery at 7:30 a.m. Tuesday (21). At 1 p.m., Tuesday, a wreath will be placed on Hank Williams' grave in Oakwood Annex Cemetery. A parade is set for 2 p.m. Tuesday, starting from the State capitol, to be followed by a reception for artists and jockeys at Alcazar Temple at 5 o'clock. The unveiling of the Hank Williams Memorial and

the big show is slated for Cramton Bowl at 7:45 p.m., Tuesday, with Roy Acuff handling the emcee chores, assisted by Ernest Tubb and Hank Snow. Proceeds from the various events will go to charity.

### WALKER AND DUFF SIGN WITH "OZARK JUBILEE" . . .

Two major-label c.&w. artists, Columbia's Billy Walker and Decca's newly signed Arlie Duff, have announced their affiliation with "The Ozark Jubilee," Springfield, Mo. Walker, currently riding high in the wake of his "Thank You for Calling," previously headquartered in Waco, Tex. Duff, also a Texan, composed "Y'All Come" and produced a hit record of the tune for Starday. He recently marketed his first release on Decca. Walker and Duff also will book all future p.a.'s thru Top Talent, Inc., Springfield, which currently handles Red Foley, Hawkshaw Hawkins, Jean Shepard, among other talent. The Saturday night "Jubi-

(Continued on page 35)



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# POPULAR RECORDS

## • Review Spotlight on . . . RECORDS

### LES PAUL-MARY FORD

**Whither Thou Goest** (Hill & Range, BMI)  
**Mandolino** (Iris-Trojan, BMI)—Capitol 2928—Here are two fine new sides from the husband and wife team. The top side is a pretty ballad sung with feeling by the thrush; the flip is a spritely instrumental featuring some snappy string work by Paul.

## TALENT

### THE FOUR GUYS

In these days of groups Mercury Records has come up with another one with a good chance for attention. On their debut disk the jumping foursome turn in strong readings on two new tunes: "Tonight's the Night" (Valando, ASCAP) and "Not As a Stranger" (Bloom, ASCAP), on Mercury 70452.

### THE WILDER BROTHERS

Label "X" is another label with a new group worth talking about. The boys have a clean sound, can sing with a beat and in the novelty vein. Their new disk is "Down in the Bottom of the Well" (Manning, BMI) and "Moon of Manakoora," (Frank, ASCAP) on "X" 0053.

the ballad an intelligent reading. Tho the waxing impresses by normal standards, it's not up to the expected Sinatra quality.

### When I Stop Loving You . . . 77

Sinatra wraps his warm pipes about a tender ballad for a sensitive waxing. Should get lots of air play and okay sales.

### THE FOUR GUYS

#### Tonight's the Night . . . 79

MERCURY 70452 — Mercury's new group exhibits considerable vocal drive on a catchy rhythm ditty, set to the familiar theme of Liszt's "Second Hungarian Rhapsody." The platter should get plenty of spins. (Valando, ASCAP)

#### Not as a Stranger . . . 76

The boys warble the pretty ballad in warm fashion. However, the group is more effective on the flip. (Bloom, ASCAP)

### BING CROSBY

#### Count Your Blessings

#### Instead of Sheep . . . 79

DECCA 29251—Could be that when the Berlin "White Christmas" film gets around, this one will break thru. It's a fine ballad, and Crosby sings it as well as he usually does. (Berlin, ASCAP)

#### What Can You Do

With a General? . . . 71  
In the film "White Christmas" this could have plenty of meadings. On wax it's good for spins. (Berlin, ASCAP)

### THE WILDER BROTHERS

#### Down in the Bottom of the Well . . . 77

"X" 0053—A slick piece of material gets an equally clever performance from the vocal group. With exposure this could make noise commercially. Watch it. (Manning, BMI)

#### Moon of Manakoora . . . 76

The oldie is also done up smartly for a second good side. The vocal gimmick is a strong one. The boys could happen big with disks like these. (Frank, ASCAP)

### JOHNNIE RAY

#### The Only Girl I'll Ever Love . . . 77

COLUMBIA 40324—This is the old Johnnie Ray, with his dramatic way of reworking a ballad into his individual pattern. Should get lots of spins and maybe work up enough excitement to spur sales action. (Goday, BMI)

#### Papa Loves Mambo . . . 76

The new novelty mambo is taken for cheerful whirl by Ray. Performance will set toes a tapping, but competition by the Como version may take most of the play away. (Shapiro-Bernstein, ASCAP)

### LES BROWN ORK

#### Crazy Legs . . . 76

CORAL 61234—Single disk from the Brown Palladium album package shows off the ork and the sidemen to good advantage. Material is good. (Ross Jungnickel, ASCAP)

#### Begin the Beguine . . . 76

The standard gets a slick instrumental reading—one which should please the band's fans and those seeking good dance wax. (Harms, ASCAP)

### JERRY VALE

#### For You, My Love . . . 76

COLUMBIA 40322 — Undying love that gives the lover superhuman power is what Jerry Vale sings about here. His big voice and convincing manner should attract attention to this effort. Bobby soxers may go for it. (Shapiro-Bernstein, ASCAP)

#### Love Is a Circus . . . 74

Jerry Vale awards the dolorous weeper a moving performance. The theme may be in too well-worn a groove, however, to generate much listener enthusiasm. (Paxton, ASCAP)

### PEGGY LEE

#### Sisters . . . 75

DECCA 29250—Cute little item from the Irving Berlin score to the upcoming Paramount flicker, "White Christmas." Is sung ingratiatingly by the thrush. Nice and bouncy. (Berlin, ASCAP)

#### Love, You Didn't

Do Right by Me . . . 74  
Weeper ballad from the same pic is

handled with smooth elegance. Both sides are likely to pull good air play. (Berlin, ASCAP)

### MITCH MILLER ORK

#### Wooden Shoes and Happy Heart . . . 75

COLUMBIA 40302—Attractive opus, with the chorus singing carefree lyrics and the ork providing rhythmic support. A sort of junior grade "Little Shoemaker" in spirit, it should win air exposure.

#### Sabrina . . . 73

Tune is from the Paramount picture of the same name. Its flowing melody is awarded a tender reading by ork and chorus. Good for background or special listening.

### BILL DARNEL

#### The Hook . . . 75

"X" 0054—Material here is quite clever. It has a Latin-Americanish beat which jocks will like. It's one of Darnel's best disk efforts. (Sheldon, BMI)

#### Where Can You Be? . . . 72

This is somewhat of a switch for Darnel. He tackles here a waltz ballad—an attractive one—and comes up with a disk which should get spins. (Manor, ASCAP)

### MARION MARLOWE

#### Kiss Me Once (and Then Again) . . . 75

COLUMBIA 40315—A strong and familiar melody, coupled with the best pop-style reading the Godfrey regular has come thru with, could grab coin for this one if it gets sufficient exposure. Good wax. (Wilmark, ASCAP)

#### Whither Thou Goest . . . 72

Here's a particularly lovely ballad in waltz tempo. The vocal and tune are both good enough to get action for the thrush. (Hill & Range, BMI)

### LES BAXTER ORK

#### When You're in Love . . . 75

CAPITOL 2918—The pretty melody from "Seven Brides for Seven Brothers" is bowed gracefully by the many fiddles in the Baxter ork, with other instruments adding tonal contrast.

(Continued on page 34)

## • Reviews of New Pop Records

### ROSEMARY CLOONEY

#### Love, You Didn't Do Right by Me . . . 86

COLUMBIA 40305 — A Billboard "Spotlight" 9-11-'54. (Berlin, ASCAP)

### ROSEMARY CLOONEY-BETTY CLOONEY

#### Sisters . . . 85

A Billboard "Spotlight" 9-11-'54. (Berlin, ASCAP)

### FERRY COMO

#### Papa Loves Mambo . . . 86

V 20-5857—A Billboard "Spotlight" 9-11-'54. (Shapiro-Bernstein, ASCAP)

#### The Things I Didn't Do . . . 80

An attractive and lilting ballad gives Como and the chorus an opportunity to sell in fine fashion. Excellent

backing also adds to the dishing. Could make the grade after the novelty side wears off. (Hill & Range, BMI)

### GARY CROSBY

#### Mambo in the Moonlight . . . 79

DECCA 29272—Strong pop-mambo item is smartly done up by the young Crosby. Good solo bow. Should get spins.

#### Got My Eyes on You . . . 78

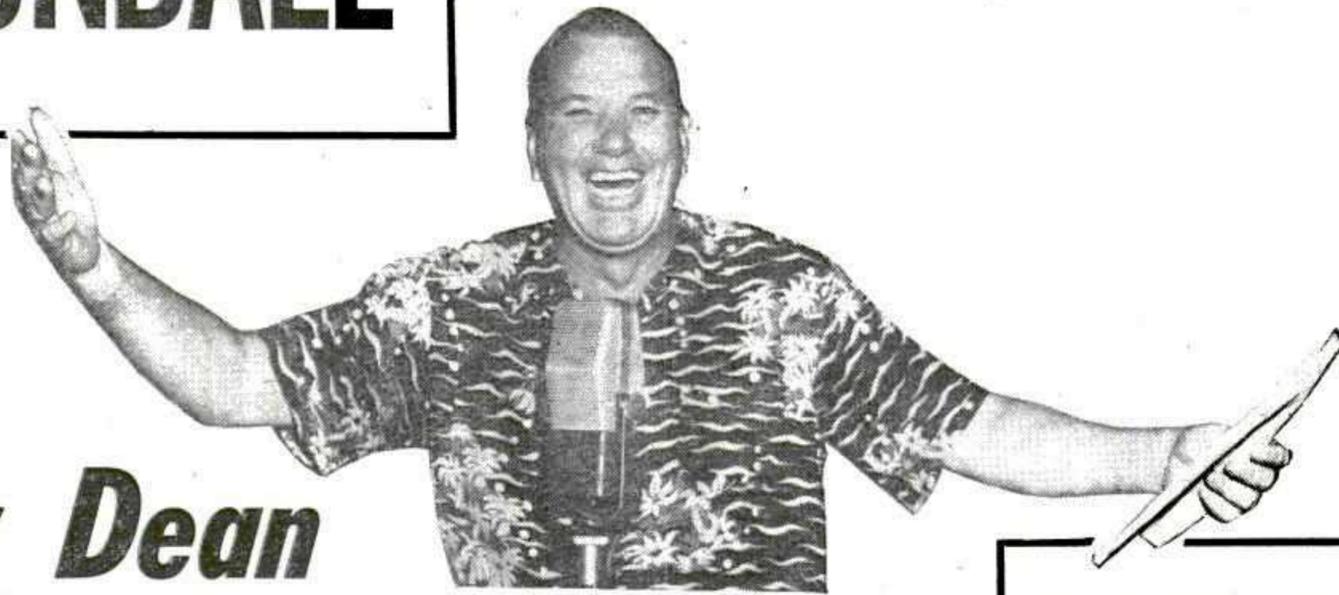
Another strong side from the chanter. It's cute.

### FRANK SINATRA

#### It Worries Me . . . 79

CAPITOL 2922—Frank Sinatra hands

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and

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and

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**POPULAR RECORDS**

• **Reviews and Ratings of New Popular Albums**

• Continued from page 23

features the same tunes without calls, so the buyer may use their own calls if they wish. The calls are written out in full on the back of the album which should enhance the LP's sales appeal.

**ROGER KING MOZIAN ORK** .....65 (1-10")

Clef MGC 166  
This collection contains a group of recordings formerly released as singles by the Mozian ork. The band, one of the better new dance bands around, is a smart, crisp aggregation with some bright arrangements, and the ork gets a chance to sell them here on this collection of originals and standards. "Midnight in Spanish Harlem," "Love for Sale," "Just Mozian Along" and "Yesterdays" are among the best of the sides included. College lads will be interested in this set, as will many dancers.

**WALT DISNEY'S: THE VANISHING PRAIRIE** .....63

Walt Disney Orchestra; Paul Smith, Cond. (1-10")  
Columbia CL 6332  
Tho the Disney nature film has received much acclaim and publicity, the musical score is much too typical of movie scores to cut ice with record customers. Bits and pieces of familiar works interwoven in the score may have meaning in the film, but are almost disturbing on the record. Sound and packaging are excellent, but market is limited.

**Jazz**

**MEMORIES OF ELLINGTON** .....80

Johnny Hodges (1-12")  
Norgran MGN 1004  
There are few jazzmen more fitted to reminisce about Duke Ellington than Johnny Hodges, who was with the Ellington crew for close to two decades. In this set the fine altoist recreates some of the memorable work of his career with the Duke, on such Ellington compositions as "I Let a Song Go Out of My Heart," "I Got It Bad and That Ain't Good," "In a Mellow Tone," "Solitude" and other memorable Ellington tunes. The ork supports him in the quiet swing arrangements that were for so many years the hallmark of the Ellington band. Flip Phillips, Al Sears, Ben Webster and other top names support Hodges on this new release. This is a fine waxing that should interest all Ellington fans as well as members of a younger generation who are unacquainted with the great Ellington band of the 1930's and early 1940's.

**DIZZY GILLESPIE, STAN GETZ SEXTET, ALBUM 2** ....78

(1-10")  
Norgran MGN 18  
If this type of jazz package needs

description, it is a merger of the bop and cool schools featuring a pair of great soloists and a rhythm section of Max Roach, Herb Ellis, Oscar Peterson and Ray Brown. The success of the first such package speaks well for the potential of this one. Four selections include "Siboney," "One Alone" and "Girl of My Dreams." Should sell quite well.

**LAURINDO ALMEIDA QUARTET, VOL. 2** .....74

(1-10")  
Pacific Jazz PJLP 13  
Almeida's second jazz LP, like the first, spotlights Bud Shank, a young West Coast musician whose fine work on alto sax has been mentioned with increasing frequency in the trade press the past half year. His modest, relaxed approach to his instrument fits him naturally into the quietly purposeful Almeida Quartet. While the raw material from which Almeida works is basically Latin, he reconstructs it along highly individual jazz lines. These gracious, delicate harmonies with their swifty, compulsive rhythms are bound to please a market transcending the usual jazz lines.

**PAUL SMITH QUARTET** .....73

(1-10")  
Skylark SKLP 13  
Paul Smith is a talented pianist, and he shows off his skill on the ivories on this new release featuring a group of good West Coast jazzmen. It's all Smith here, tho, as he skims thru a group of originals, including a riff effort by Nat Cole and another by Shorty Rogers, and standards such as "Crazy Rhythm" and "September Song." The pianist's work is solid—bright and driving and occasionally sweet. A lot of jazz fans will be interested in his work here.

**THE AL HAIG TRIO** .....71

(1-10")  
Esoteric ESJ 7  
Haig, a pianist who was among the first to gain recognition in the first years of the post-World War II jazz revolution, has seemingly been lost in the shuffle the past few years. This LP reminds us what he had (and still has) to contribute in the way of ideas and musicianship. His precise, expressive phrasing, and his vital beat are as refreshing as ever. In his choice of material, Haig has dug into the files and come up with some of the prettier standard tunes like "Autumn in New York," "Body and Soul" and "Moonlight in Vermont." It is instructive to compare his work on these with his treatment of "Royal Garden Blues." This venerable motif never had it so good. Haig is assisted by the fine bass work of Bill Crow and the drumming of Lee Abrams. Jazz collectors will welcome the return of Haig to the ranks of the active jazzmen.

• **Reviews of New Pop Records**

• Continued from page 32

Mighty fine listening. (Robbins, ASCAP)  
**Romantic Rio**....71  
Tango is from the pen of Baxter him-

self, and he leads his ork and chorus in a toe-ticking performance. (Hill & Range, BMI)

**VAUGHN MONROE**

**Julie's Rainbow** .....74  
V 5851—The pretty ballad, tastefully arranged, is sung sympathetically. Monroe fans will enjoy it. (Sheldon, BMI)

**Lila**....74  
A teasing beat in the backing adds listening values to this friendly rendition of the cute ditty. Should get spins, tho not a strong follow-up to Monroe's recent click. (Garlock-Scherer, BMI)

**THE COMMANDERS**

**Mr. Pogo** .....74  
DECCA 29246—Here's one of the best instrumental disks yet turned out by the new ork. The riff-built item lends itself to a swifty, big-beat performance. (Rexbury, ASCAP)

**The Touch**....71  
The French film tune being heavily recorded these days makes a smooth instrumental item. Should the tune break thru, this disk will get some of the action. (Duchess, BMI)

**BETTY HUTTON**

**Satins and Spurs** .....73  
CAPITOL 2919—A bouncy novelty from an original score written by Livingston and Evans for Betty Hutton's TV debut on NBC-TV's spectacular show this month, also tagged "Satins and Spurs." The hoopla surrounding the show should stir up play for this disk.

**Back Home**....70  
A hymn-like ballad with semi-western flavor sung with quiet feeling by the canary and chorus. Also from her NBC-TV "Satins and Spurs" musical.

**GUY LOMBARDO ORK**

**Teenie Weenie Genie** .....72  
DECCA 29232—A sprightly novelty sung by Kenny Gardner and trio in dance tempo. Tune is from Lombardo's album on the score from the orchestra leader's outdoor musical, "Arabian Nights," at Jones Beach. It should get the usual play from

loyal Lombardo fans. (Shapiro-Bernstein, ASCAP)  
**A Whale of a Story**....72  
Same comment. (Shapiro-Bernstein, ASCAP)

**HELEN GRAYCO**

**Teach Me Tonight** .....72  
"X" 0051—Mrs. Spike Jones exhibits a pleasing vocal quality and nice phrasing on an appealing ballad that's making noise. (The Hub, ASCAP)  
**Oop-Shoop**....70  
The canary swings along with considerable spirit on the rhythm tune. Could get some of the loot. (Flair, BMI)

**THE TOWNSMEN**

**Pretty Patricia** .....72  
CARDINAL 1022—The boys turn in a good performance on an okay girl's name song. Good for spins. (Blasco, ASCAP)  
**My Memories**....68  
Both the material and the reading are agreeable. (Blasco, ASCAP)

**THE CHEERS**

**I Need Your Lovin' (Bazoom)** .....72  
CAPITOL 2921—The Cheers, a new vocal group composed of two men and a girl, bow on the label with an interesting new bounce tune in the "Sh-Boom" tradition. However, in the current market the group doesn't impress very strongly, and their strident quality doesn't help the reading. (Quintet, BMI)  
**Arivederci**....69  
Passable rendition of a slow ballad by the group. (Quintet, BMI)

**RED BUTTONS**

**Daniel, the Cocker Spaniel** .....71  
COLUMBIA 40296—This novelty is right for Buttons, and should appeal to kids. Lyrics concern a prize-winning pooch, whose dog show success goes to his head.  
**Swedish Rhapsody**....70  
Buttons and chorus warble personably on a catchy theme. If the comedian clicks in his new NBC-TV show this fall, the disk should catch some extra plays.

**HARMONICATS**

**Mambo Jambo** .....71  
MERCURY 70441—Everyone's in on the mambo act, so why not the first-rate harmonica group? Material is standard stuff, and the reading should please ops. (Southern, BMI)  
**El Coco**....70  
More good material and performance in the Latin-American vein. (Cool, BMI)

**SANDY STEWART**

**No One Came to My Party** .....71  
EPIC 9070 — The teen-age canary warbles a wistful ballad with sincerity. It should get deejay play. (Jefferson, ASCAP)  
**Mama, Mama**....69  
Gal does an okay vocal job on one of those coy, but cute "should I or shouldn't I, Ma" songs, with musical theme in a minor key. (Banks, BMI)

**KAY BROWN**

**Love Me** .....70  
CROWN 127—Gal sings out on a bluesy ballad in the metallic-voiced Kay Starr tradition. (Quintet, BMI)  
**Oop-Shoop**....70  
Lots of competition on this rhythm tune, but the canary wraps it up with a good beat and expressive phrasing. (Flair, BMI)

**AL MORGAN**

**Bells of Memory** .....70  
"X" 0052—Morgan warbles a sentimental ballad with warmth and sincerity. (Odette, ASCAP)  
**Tell Me Now**....69  
A catchy rhythm tune gets an okay vocal treatment. (Billy Jr. Music, BMI)

**JIMMY BOYD**

**The Little White Duck** .....70  
COLUMBIA 40304 — The standard kiddie tune might get some kidisk action for the moppet singer. (General, ASCAP)

(Continued on page 35)

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The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 34

**Little Sir Echo**...67  
Same comment on another oldie. (Bregman, Vocco & Conn, ASCAP)

**DICK NOEL**  
**Girl of My Dreams**.....70  
FRATERNITY 00001—The baritone has an attractive, relaxed vocal style on this bouncy version of the oldie with catchy choral backing by The Raymores and Dorrance Stalvey's orchestra.

**The Dream Girl of Pi Kappa Alpha**...62  
The "voices of Dick Noel" are used in old-fashioned college glee club fashion on this number with only so-so results.

**VONNIE TAYLOR**  
**Love's a Gamble**.....69  
CAPITOL 2917 — Swingy item is handed a vibrant work-over by Miss Taylor. Should attract some spins for its Kay Starr flavor. (Box & Cox, ASCAP)

**This Is the Thanks I Get**...65  
Thrush sings a country-type weeper with understanding. (Hill & Range, BMI)

**THE HIPPIES**  
**Gypsy Boogie**.....69  
KAPP 105—Traditional gypsy strains are arranged into an attractive instrumental, with the cymbalon properly handling most of the work. Sound is off-beat enough to attract jockey plays. (Ashland, BMI)

**Play the Song, Mr. Man**...65  
Johnny Guarneri at the piano and Bela Horvath at the cymbalon and a couple of hip sidemen dig gently at a jazzy opus, while Big Claude chants a riff-like lyric. Dancers will like the steady beat. (Ashland, BMI)

**WILL LORIN**  
**Poughkeepsie Pizzicato**.....69  
A-BELL 841—A-Bell has come up with a peculiar coupling, with Lorin's orchestra playing a lilting instrumental on this side, and a novelty-type fairy tale narration on the flip. This side features a lovely melody with an infectious beat.

**SAM ULANO**  
**Drums Fairy Tales**...55  
This is a real weirdy, and may get some decay play on the strength of its novel treatment. Narrator Sam Ulano tells the story of The Three Bears, but twists his phrasing and timing to follow a drum solo. The effect somewhat resembles a calypso,

but over-all is unique. It's strictly a one-play item.

**JOHNSTON BROTHERS**  
**Skokiaan**.....68  
LONDON 1500—The boys contribute an effective vocal on the African rhythm tune. Competition on the vocal versions is strong, tho. (Shapiro-Bernstein, ASCAP)

**TED HEATH ORK**  
**Skokiaan**...68  
An instrumental dance-band-styled version of the same tune. It's danceable.

**ALAN DALE**  
**Moonlight and Roses**.....68  
CORAL 61246—For those who believe that there are no songs like the old songs, Alan Dale has a pleasant offering here. In this bright arrangement with a bouncy beat, this tune exerts a perennial charm as Dale brings out its sentiment in a quiet, convincing way. (Robbins, ASCAP)

**I Wonder**  
**What's Become of Sally**...67  
Another old-time favorite wrapped up appreciatively by Dale. There are plenty of older customers for whom these two tunes hold pleasant memories, and they could be tempted to latch on to this disk. (Advanced, ASCAP)

**VARIETY BOYS**  
**Chitarra Romano**.....68  
RAINBOW 261—The quartet sings nostalgically here of a lost love, blending voices harmoniously in this material with a slight gypsy flavor. An Italian chorus is thrown in to strengthen its commercial appeal.

**No More Tears**...66  
Jimmy Stone is featured vocalist on this side, and gives a smooth reading to this bouncy, sentimental tune. The quartet provides solid backing. (Jem, ASCAP)

**DIZZY DEAN**  
**Wabash Cannon Ball**.....68  
COLONIAL 4—Dizzy Dean bows on the label with what can only be called an unexciting rendition of the country tune. It's listenable, but Ol' Diz missed the corner on this one. Some of his many fans will be interested tho, and jocks may use. (Peer, BMI)

**You Don't Have to Be From the Country**...65  
Same comment. (Bentley)

**TED WEEMS ORK**  
**Polka Dot Rain**.....67  
M-G-M 11806—Bonnie Ann Shaw is the vocalist in this bright novelty. She does a good job selling this oompah material with a catchy beat and very cute lyrics. (Shamrock, ASCAP)

**I Never Knew**...64  
This is a spirited, sincere reading of the old ballad and is a credit to Miss Shaw. Weems has the easy control of his ork that allows him to put thru tricky paces here. (Feist, ASCAP)

**GOLDMAN BAND**  
**On the Hudson**.....67  
DECCA 29234—A stirring military march instrumental which should do well in its limited market. The opening of the high school and college football season may account for some extra juke and jock plays. (Templeton, ASCAP)

**March for the Brasses**...67  
Same comment. (Chappell, ASCAP)

**TOMMY GUMINA**  
**April**.....67  
CENTURY 107—Excellent accordion solo work on a lovely ballad. Gumina at one time was featured accordion soloist with Harry James. Disk should get some juke plays. (HR Music, ASCAP)

**Chica**...64  
A spirited instrumental treatment of a gay ditty. Same comment on performance. (Kavell, BMI)

**OWEN BRADLEY**  
**I'm Afraid to Say Goodbye**.....67  
DECCA 29233—A pretty instrumental with a solid dancing beat, featuring Bradley on accordion. He is backed by organ and rhythm section. (Indano, BMI)

**Melancholy Serenade**...64  
A relaxed and competent reading of the Jackie Gleason tune. It is of "background listening" type and will be appreciated by deejays who program this kind of music—and customers who listen to it. (Jaglea, BMI)

**DICK TODD**  
**Tiny Hands**.....66  
DECCA 29223—Todd sings quietly of a father's joy in watching his baby and speculating about its future. It is a pretty tune handled effectively, but likely to have a limited commercial appeal. (Meadbrook, ASCAP)

**Baby Girl of Mine**...65  
Another attractive tune of similar subject matter. (Meadbrook, ASCAP)

**HERBERT GANT ORK**  
**For Eversolong**.....50  
DRAMA 102—An instrumental with a pleasant Latin beat and a somewhat eccentric orchestration in that

it leans heavily on lower register instruments. This produces a rather muddy, unbalanced sound that is not particularly easy on the ears. (Citation, BMI)

**Escales**...35  
This "arrangement" of the famous classical composition of Jacques Ibert adds sound effects and leaves out most of the sense of this beautiful work. Too "advanced" for the pop customer and a travesty to the jazz and classical customers. (Leduc, ASCAP)

**FRANK METIS ORK**  
**The Moment You Kissed Me**.....40  
BETHLEHEM 1298 — New ditty penned by the ork leader is sung in dull fashion here by the Merrill Ostrus chorus with a descant by thrush Lois Winters. Involved arrangement buries the tune. (Wynn, ASCAP)

**Johnny Was Absent From School**...40  
Programatic effort about a boy playing hookey is performed adequately by the ork. Even a good vocal by Sally Sweetland can't rescue this item. (Win-Gus Music, BMI)

NOT JUST ONE—BUT TWO  
2 BIG SIDES\*  
ROCK-A-BEATIN' BOOGIE  
AND  
THE NEW ST. LOUIE BLUES  
EXCITINGLY PERFORMED BY  
THE ESQUIRE BOYS  
GUYDEN RECORD #705

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Folk Talent and Tunes

Continued from page 30

lee" began simulating an hour and a half of its two-and-a-half hour show, via KYTV, Springfield, September 4. A non-simulcast half-hour, starring Foley, continues nationally on ABC Radio.

**RENFRO FOLKS PULL 3,000 AT HOMECOMING JAMBOREE**...  
John Lair's Renfro Valley Folks attracted some 3,000 persons to a special show held in conjunction with their Homecoming Celebration at their home base in Mount Vernon, Ky., week of August 30-September 6. The homecoming ran all week, with the Cumberland Valley Shows on the mid-way, and with various c.&w. acts appearing as guests thruout the week. Supplementing the Renfro Valley Folks on the big show were Red Foley and his three daughters, Bradely Kincaid, Ernie Lee, Jimmy Skinner, Buddy and Marian Durham, and others.

**'HAYLOFT' BOWS SEPT. 17; STUART TOPS LINE-UP**...  
Carl Stuart, WCOP's singing disk jockey, will head up that station's "Original Hayloft Jamboree," which ushers in its fall season Friday night, September 17. Two performances will be given opening night. Among those signed to appear as extra features are Slim Whitman and Mac Wiseman. Stuart's radio shows have been shifted to night spots to permit him to tape-record most of them, thus allowing him more time for personal appearance in the New England area. WCOP sponsored a deejay contest August 15-September 4 billed as "The Battle of the Disk Jockeys." Each deejay offered his own type of contest, and each offered a radio set as a prize. The jockey receiving the most mailed entries in the contest also received a radio. Stuart won 4 to 1 over his nearest competitor. His contest was to name a song which he had written. . . . Davis Sisters, Skeeter and George, have a new ditty, "Show Me," slated for release soon on the RCA Victor label. . . . Salty and Mattie have just taken over the Melody Lane Dude Ranch near Columbus, O. . . . Bert Somson, big chief of WLW Promotions, Inc., Cincinnati,

nati, is readying a double-barreled announcement to be released next week, both having a direct bearing on the station's "Midwestern Hayride." . . . Patsy Montana's daughter, Beverly Rose, was married in Chicago September 4 to H. Carroll Engle, with WLS pastor, Dr. John Holland, tying the knot. . . . Arkie the Arkansas Woodchopper, and comedian Jimmy James are back in harness at the WLS "National Barn Dance," after a hunting trip to Wyoming, where each bagged an antelope. . . . Nino Gonzales, Station XEXO, Laredo, Tex., is president of the Jimmie Crane Fan Club. Crane records for Imperial. . . . Ernest Tubb, Billy Johnson and Jimmy Dean were featured recently on another "Grand Ole Opry," moonlight cruise on the Wilson Line's S.S. Mount Vernon on the Potomac River. Connie B. Gay, deejay on WABL, Arlington, Va., sponsored the deal. . . . Melody Mountain Boys, comprising Johnny Talley, Dude Webb, Clay Tarter and Jack Fleming, played to big Sunday biz recently at Edd's Park, Wytheville, Va. They also guested on Bob Dean's show while there. . . . Slim Willet (Don't Let the Stars") and family are back in the Texas country after a vacation jaunt to Canada. Willet, in addition to appearing regularly over KRBC, Abilene, Tex., operates an ice cream company bearing his name. . . . Ted Kirby will stage a weekly jamboree and square dance at the new National Guard Armory, Fort Payne, Ala., beginning late this month. Ted's new band will be featured. . . . Tani Allen is starting a new series of broadcasts on WAPO, Chattanooga, with Red Brown, known in the territory as Uncle Fud. Guest artists will be regular features.

**HICKS, HARPER REPLACE AL TURNER ON BIG D**...  
Al Turner, in charge of talent and booking for the Big D Jamboree, Dallas, has resigned that position to go on his own as a radio and TV announcer in New Mexico. Now in charge of the Big D show, which is still produced by Ed McLemore, are Johnny Hicks, Columbia Record

(Continued on page 36)

THE ORIGINAL  
"Oop Shoop"  
SHIRLEY GUNTER and THE QUEENS  
ALSO RECORDED BY  
KAY BROWN  
THE CREW CUTS  
THE FOUR KNIGHTS  
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# The Billboard Music Popularity

# COUNTRY & WESTERN RECORDS

## Best Sellers in Stores

For survey week ending September 8

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	17	I DON'T HURT ANYMORE	H. Snow
2	2	18	ONE BY ONE	K. Wells & R. Foley
3	3	16	EVEN THO	W. Pierce
4	6	7	GO, BOY, GO	C. Smith
5	4	9	GOODNIGHT, SWEETHEART, GOODNIGHT	Johnnie & Jack
6	5	12	LOOKING BACK TO SEE	J. Tubb-G. Hill
7	13	33	SLOWLY	W. Pierce
8	8	15	SPARKLING BROWN EYES	W. Pierce-Wilburn Brothers
9	7	5	THIS OLE HOUSE	S. Hamblen
10	10	12	HONKY TONK GIRL	H. Thompson
11	9	5	HEP CAT BABY	E. Arnold
12	—	4	RIVER OF NO RETURN	Tennessee Ernie Ford
13	12	21	ROSE MARIE	S. Whitman
14	11	3	THIS IS THE THANKS I GET	E. Arnold
15	—	4	YOU CAN'T HAVE MY LOVE	W. Jackson-B. Gray

## Most Played in Juke Boxes

For survey week ending September 8

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	16	I DON'T HURT ANYMORE	H. Snow
2	3	15	ONE BY ONE	K. Wells-R. Foley
3	2	15	EVEN THO	W. Pierce
4	9	6	GOODNIGHT, SWEETHEART, GOODNIGHT	Johnnie & Jack
4	—	3	COURTIN' IN THE RAIN	T. T. Tyler
6	4	9	LOOKING BACK TO SEE	J. Tubb-G. Hill
7	5	19	ROSE MARIE	S. Whitman
8	10	5	CRY, CRY DARLING	J. Newman
9	7	2	HEP CAT BABY	E. Arnold
10	6	5	DON'T DROP IT	T. Fell

## Most Played by Jockeys

For survey week ending September 8

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	15	I DON'T HURT ANYMORE	H. Snow
2	4	16	EVEN THO	W. Pierce
3	5	10	COURTIN' IN THE RAIN	T. T. Tyler
4	2	15	ONE BY ONE	K. Wells-R. Foley
5	6	3	THIS OLE HOUSE	S. Hamblen
6	3	10	GOODNIGHT, SWEETHEART, GOODNIGHT	Johnnie & Jack
7	14	3	WHATCHA GONNA DO NOW	T. Collins
8	11	2	YOU CAN'T HAVE MY LOVE	W. Jackson & B. Gray
9	8	5	GO, BOY, GO	C. Smith
10	13	4	THIS IS THE THANKS I GET	E. Arnold
11	9	13	SPARKLING BROWN EYES	W. Pierce-Wilburn Brothers
12	7	10	LOOKING BACK TO SEE	J. Tubb-G. Hill
13	11	11	LOOKING BACK TO SEE	Maxine & J. E. Brown
14	—	2	PLACE FOR GIRLS LIKE YOU	F. Young
14	—	6	DON'T DROP IT	T. Fell

## Folk Talent and Tunes

Continued from page 35

artist, and John Harper, writer of a number of hillbilly and folk music tunes. The Big D Jamboree, in its eighth year, now holds forth in the new Sportatorium, completed a year ago. Sound problems which have plagued the new building are being eliminated by means of a new sound system now in the process of installation. Booked in for "Jamboree" guest dates the next three weeks are Jimmy Lee and Johnny Maphis, of the "Louisiana Hayride," Shreveport. A special show, which will include Webb Pierce, Slim Whitman, the Maddox Brothers and Rose, and the Wilburn Brothers, has been lined up for Sunday, October 3. J. F. Dolan continues to handle the Big D press. . . . Ramblin Tommy Scott set for Las Vegas, N. M., September 13, and Los Alamos, N. M., the following day. . . . The Karoll Sisters, who recently cut a new session for Blue Ribbon Records, set to begin cutting on a Christmas seg this week. . . . Don Law, Columbia a.&r. man, was in Houston last week setting sessions dates at Jim Beck's Studio for mid-September. . . . Fred Stryker, of Fairway Music, spent the weekend in Dallas visiting the various jamboree shows and disk jockeys to plug "King Of a Lonely Castle," cut by Ferlin Husky on Capitol. He will make a coast-to-coast jaunt on the disk before returning to Hollywood. He's set for a Cincinnati visit September 22. . . . Captain Stubby, while appearing recently with the WLW "National Barn Dance," at Chicago's Eighth Street Theater, went out to his car to get a stage prop. He noticed that the car door had been pried open and, looking up, he saw an intruder duck out the other side of the car and take off. Stubby gave chase, but suddenly noticed that the fleeing culprit had a gun in his hand, so he gave up the chase. Back at the car, Stubby found that the thief had broken open several suitcases containing costumes and stage props. All that was missing, however, was \$50,000 in stage money and a toy gun—the one the fleeing thief was brandishing.

### With the Deejays

Jim Wilson, of WHOO, Orlando, Fla., was in Tampa last week for a visit with Bobby Ross, former manager of George Morgan and deejay at WFLA, and Bob Martin, who spins 'em at WALT. Wilson also hobnobbed with Ken Marvin, who was down from Nashville. . . . Don Owens, a vet in the c.&w. field, who has worked around Washington, Baltimore, Pennsylvania, Virginia and North Carolina as both deejay and musician, says he's not the same Don Owens, c.&w. entertainer, who recently cut his first wax for the Coral label. . . . Jay Bennett, who whirled 'em at KGAR, Garden City, Kan., was a guest on Johnny Rion's program over KSTL, St. Louis, August 28, and the same night was Johnny's guest at Lindy Hall, where the Johnny Woods band, which travels with Rion on personals, was playing. The following afternoon Jay caught Hank Snow at Johnny Rion's Hillbilly Park at Chain of Rocks, St. Louis. "Snow pulled a huge crowd and gave his usual excellent performance," type-writes Bennett. . . . Johnny Talley, platter spinner at WYVE, Wytheville, Va., is planning to use a

(Continued on page 39)

## This Week's Best Buys

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

**IF YOU DON'T, SOMEBODY ELSE WILL**—Jimmy & Johnny—Chess 4859  
Despite the way the country charts seem to have been monopolized by the established artists this summer, here is a left-field item that proves that there is always a way to break thru. Almost overnight, the disk has come to be a top record in the Memphis and Houston areas, and appears this week on their territorial charts. Dallas, Nashville, Richmond, Atlanta, Cincinnati and St. Louis also report sales to be strong. Flip is "I'm Beginning to Remember" (Acuff-Rose, BMI).

**YOU'RE NOT MINE ANYMORE** (Cedarwood, BMI)  
**MORE AND MORE** (Commodore, BMI)—Webb Pierce—Decca 29252  
Pierce is still the champ in his division. First week reports on his most recent release indicate that wherever it has been received, sales have immediately been in the strong category. Both sides are seeing considerable action and it does not seem likely that it will be long before one or both sides appear on the national charts. Atlanta, Nashville, Richmond and Durham were among the first cities to return enthusiastic sales reports. A previous Billboard "Spotlight" pick.

**MMM MMM BABY** (Commodore, BMI)  
**THE REAL THING** (Commodore, BMI)—The Spiders—Imperial 5305  
This group, which scored such a notable hit in "I'm Slippin' In," appears to be setting itself up for another strike. In only two weeks, this latest release has become strong in Cleveland, Cincinnati, St. Louis, Atlanta and Dallas. Good early reports have been received from Philadelphia, Pittsburgh, Nashville, Durham, Upstate New York and New England. A previous Billboard "Spotlight" pick.

**BABY, BABY, ALL THE TIME** (Aladdin, BMI)—Amos Milburn—Aladdin 3248  
Building quietly in the two months since release, this disk has been edging steadily forward and now has an excellent potential for placing on both the national retail and juke box charts. This week it appears on the Detroit and St. Louis territorial charts and is reported a strong seller in other Midwestern and Southern areas like Cincinnati, Pittsburgh, Nashville and Atlanta. Action on the Eastern seaboard has been sluggish up to this point. Flip is "Glory of Love" (Shapiro-Bernstein, ASCAP).

## Review Spotlight on . . . RECORDS

### HANK THOMPSON

**The New Green Light** (Brazos Valley, BMI)  
**A Lonely Heart Knows** (Brazos Valley, BMI)—Capitol 2920—Hank Thompson once again turns in a fine job. Top side, tho in fast tempo, contains a neat moral; the flip is a weeper with meaning. Fine for boxes.

### SLIM WHITMAN

**The Singing Hills** (Joy, ASCAP)—Imperial 8267—The western warbler is back again on his standard kick and his work on this melodic tune is smooth and listenable. His many fans will certainly want it. The flip is "I Hate to See You Cry" (Sharron, BMI).

## C & W Territorial Best Sellers

For survey week ending September 8

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 Johnny & Jack, V.
3. Hep Cat Baby, E. Arnold, V.
4. Courtin' in the Rain, T. T. Tyler, FS.
5. Cry, Cry Darling, J. Newman, Dot

### Charlotte

1. One by One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Even Tho, W. Pierce, Dec.
4. This Is the Thanks I Get, E. Arnold, V.
5. Cry, Cry Darling, J. Newman, Dot
6. Sparkling Brown Eyes, W. Pierce, Dec.
7. Goodnight, Sweetheart, Goodnight Johnny & Jack, V.
8. You Can't Have My Love W. Jackson & B. Gray, Dec.
9. Never, M. & W. Tuttle, Cap.
10. Go, Boy, Go, C. Smith, Col.

### Cincinnati

1. One by One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Even Tho, W. Pierce, Dec.
4. Go, Boy, Go, C. Smith, Col.

### Dallas-Fort Worth

1. One by One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Slowly, W. Pierce, Dec.
4. Goodnight, Sweetheart, Goodnight Johnny & Jack, V.
5. I'm a Fool to Care, B. Walker, Col.

### Houston

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

## Reviews of New C & W Records

**WEBB PIERCE**  
**More and More** . . . . . \$5  
DECCA 29252—A Billboard "Spotlight" 9-11-'54. (Commodore, BMI)  
**You're Not Mine Anymore** . . . \$3  
A Billboard "Spotlight" 9-11-'54. (Cedarwood, BMI)

**RAY PRICE**  
**What If He Don't Love You?** . . . \$4  
COLUMBIA 21299 — A Billboard "Spotlight" 9-11-54  
**I Could Love You More** . . . \$3  
A Billboard "Spotlight" 9-11-54.

**HANK THOMPSON**  
**The New Green Light** . . . . . \$3  
CAPITOL 2920 — Thompson comes thru with a powerful rendition here of an infectious effort in which he tells his girl that it's time for her to go. This hand-clapper should turn into a real coin-grabber for the chanter. (Brazos, BMI)  
**A Lonely Heart Knows** . . . \$2  
A pretty weeper is handed a warm

vocal by the warbler here as he explains the sorrows of a lonely heart. Thompson should have another big one with this strong, two-sided disk. (Brazos, BMI)

### JIM REEVES

**Penny Candy** . . . . . \$0  
ABBOTT 170—Reeves could have another Bimbo here. The cute ditty about a cute little girl is lively and happy. It's well done, too. Watch it. (Dandelion, BMI)  
**I'll Follow You** . . . \$7  
Another strong side from Reeves—this one a ballad which he does in fine fashion. (Dandelion, BMI)

### LITTLE JIMMY DICKENS

**Blackeyed Joe's** . . . . . \$1  
COLUMBIA 21296 — Happy novelty effort about a diner in Carolina is handed a first-rate reading by the chanter on this new release. Dickens is "hot" again these days, and this  
(Continued on page 39)

### River of No Return

1. Tennessee Ernie, Cap.
2. Even Tho, W. Pierce, Dec.
3. If You Don't Someone Else Will Jimmy & Johnny, Chs.
4. Whatcha Gonna Do Now? T. Collins, Cap.
5. Don't Trade, E. Noack, Sdy.
6. Courtin' in the Rain, T. T. Tyler, FS.
7. Don't Drop It, R. Sovine, Dec.

### Knoxville

1. One by One, K. Wells & R. Foley, Dec.
2. Go, Boy, Go, C. Smith, Col.
3. Place for Girls Like You F. Young, Cap.
4. I Don't Hurt Anymore, H. Snow, V.
5. Red Hen Boogie McCormick Brothers, Hic.
6. House of Glass, A. Terry, Hic.
7. This Ole House, S. Hamblen, V.

### Memphis

1. If You Don't Someone Else Will Jimmy & Johnny, Chs.
2. Courtin' in the Rain, T. T. Tyler, FS.
3. One by One, K. Wells & R. Foley, Dec.
4. Blue Moon of Kentucky, E. Presley, Sun
5. This Ole House, S. Hamblen, V.
6. That's All Right, E. Presley, V.
7. I Don't Hurt Anymore, H. Snow, V.
8. Looking Back to See Maxine & J. E. Brown, Fab.
9. Go, Boy, Go, C. Smith, Col.
10. River of No Return Tennessee Ernie, Cap.

### Nashville

1. I Don't Hurt Anymore, H. Snow, V.
2. One by One, K. Wells & R. Foley, Dec.
3. This Ole House, S. Hamblen, V.
4. Call Me Up, M. Robbins, Col.
5. Looking Back to See G. Hill & J. Tubb, Dec.
6. You Can't Have My Love W. Jackson & B. Gray, Dec.
7. Goodnight, Sweetheart, Goodnight Johnnie & Jack, V.
8. If You Could See Her Through My Eyes C. Smith, Col.
9. This Is the Thanks I Get, E. Arnold, V.

### New Orleans

1. Goodnight, Sweetheart, Goodnight Johnnie & Jack, V.
2. One by One, K. Wells & R. Foley, Dec.
3. Even Tho, W. Pierce, Dec.
4. I Don't Hurt Anymore, H. Snow, V.
5. Sparkling Brown Eyes, W. Pierce, Dec.
6. Don't Drop It, R. Sovine, Dec.
7. You Can't Have My Love W. Jackson & B. Gray, Dec.
8. Go, Boy, Go, C. Smith, Col.

### Richmond, Va.

1. One by One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Go, Boy, Go, C. Smith, Col.
4. Female Hercules, Carlises, Mer.
5. Hep Cat Baby, E. Arnold, V.

# STAND-OUTS above all the rest!

RITA ROBBINS

*first releases...*

**TAKE A LOOK AT THAT MOON**

**WHITHER THOU GOEST**

20/47-5855

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

**THE HOOK**

20/47-5856



THE DAVIS SISTERS

*rhythm and country smashes*

**SHOW ME**

**JUST LIKE ME**

20/47-5843

**YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT**

**FOGGY MOUNTAIN TOP**

20/47-5701



**RCA VICTOR**  
FIRST IN RECORDED MUSIC



RCA VICTOR Country-Western RECORDS

# The Billboard Music Popularity Charts

# RHYTHM & BLUES RECORDS

## • Reviews of New R & B Records

**THE SPIDERS**  
**Mmm, Mmm Baby** .....88  
 IMPERIAL 5305—A Billboard "Spotlight" 9-4-'54. (Commodore, BMI)  
**The Real Thing**....86  
 A Billboard "Spotlight" 9-4-'54. (Commodore, BMI)

**THE CHORDS**  
**Zippy Zum** .....88  
**CAT 109**—A Billboard "Spotlight" Bless You....74  
 The standard is handled pleasantly here by the Chords, but there is little question that the heat is all on the flip side. (Shapiro-Bernstein, ASCAP)

**THE HAWKS**  
**Give It Up** .....79  
 IMPERIAL 5306—The vocal group has one of their most powerful offerings to date in this humorous, highly suggestive material. While deejay play may be slight, word ought to pass quickly about this clever reading garnished with a fast, driving beat. (Commodore, BMI)  
**Nobody But You**....76  
 This side is in a more conventional ballad vein, but also possesses good commercial potential. Nicely harmonized and provided with an easy-going, groovy beat. (Commodore, BMI)

**THE DREAMERS**  
**Bye, Bye** .....79  
 FLAIR 1052—Familiar buck dance riff is fashioned into a strong rhythm opus which is chanted powerfully by the group. There are smiles in this one. Should garner spins and many juke plays. (Flair, BMI)  
**At Last**....78  
 The beautiful old standard is sung tenderly by the group, with the bass lead adding listenable values. (Feist, ASCAP)

**THE HERALDS**  
**Gonna Love You Everyday** .....76  
 HERALD 435—A strong lead singer, a driving shuffle beat and some good material make this a good hunk of wax which should get some action for the group. (Angel, BMI)  
**Eternal Love**....73  
 Good ballad side here. (Angel, BMI)

**THE DIABLOS**  
**Baby, Be Mine** .....76  
 FORTUNE 511—This group which turned out a "sleeper" that did quite well sales-wise in its first release this summer has come forward with another attractive hunk of wax. Led by dynamic Nolan Strong, the group builds a rollicking beat on this exciting material. (Trianon, BMI)  
**The Wind**....75  
 The Diablos have some unusual material here that will rate considerable deejay play. A sentimental ballad with a recited lyric toward the end is set in a tasty, rather colorful arrangement that ought to gain a host of new fans for them. (Trianon, BMI)

**THE DU DROPPERS**  
**Boot 'Em Up** .....75  
 GROOVE 0036—The boys romp thru a joyous opus, selling it strongly. Good for dancing, and the side figures to attract welcome juke coin. (St. Louis, BMI)  
**Let Nature Take Its Course**....72  
 Slow but persistent swing beat helps this waxing hold attention. Good chanting by the group. (Park Ave., BMI)

**CHARLES BROWN**  
**Foolish** .....75  
 ALADDIN 3254—Brown continues to stack up as one of the most impressive stylists in the business, and here he has material ideally suited to his talents. The taste and expressiveness of his delivery get adequate support in the imaginative piano and guitar backing.  
**My Silent Love**....72  
 Brown creates a mood and a feeling with great skill here. A wide circle of fans ought to appreciate his sensitive reading, handsomely backed on this side by Johnny Moore's Three Blazers.

**FLOYD VALENTINE ORK**  
**Fussia and Lovin'** .....74  
 VEE JAY 113—Here's a hand-clapper which the ork, group and lead singer deliver with plenty of drive and spirit. Good wax here for ops.  
**Off Time**....74  
 More fine stuff from the ork in a neat dance beat. Ops should go for this side, too.

**HENRY SMITH**  
**Good Rocking Mama** .....72  
 DOT 1220—Deep South blues is performed neatly here by Smith, who sings it with disposition over a wild backing. For the Southern market. (Gallatin, BMI)  
**Lonesome Blues**....70  
 Same comment. (Gallatin, BMI)

**SUE ALLEN**  
**Don't Leave Me to Cry** .....58  
 GROOVE 0037—Sue Allen turns in a satisfactory reading here of a real weeper on this new release. The thrush occasionally gets a chance to really sing out, but she is burdened down by extraneous vocals and a very involved arrangement. Thrush can sing if given a chance. (Music Service, BMI)

**OSCAR BLACK**  
**I Dedicate My Heart**....50  
 Warbler Oscar Black tries hard here, but he is weighted down by the tune, the arrangement and the backing. Thrush Sue Allen gets a few bars too. (Music Service, BMI)

## • Review Spotlight on... RECORDS

**JOE TURNER**  
**Well All Right** (Progressive, BMI)  
**Married Woman** (Progressive, BMI)—Atlantic 1040—The fine blues singer does a first-rate job here. "Well All Right" is an exciting hunk of material; the flip is an up-tempo blues.  
**JOHNNY ACE**  
**Never Let Me Go** (Lion, BMI)—Duke 132—Johnny Ace sings this new ballad with his usual sincerity and the record has a chance for the big time. Flip is an instrumental "Burley Cutie" (Lion, BMI).

## TALENT

**WILBERT HARRISON**  
 A listenable new singer bows on Savoy Records with an appealing reading of the country hit, "Don't Drop It" (American, BMI), and "The Ways of a Woman" (Crossroads, BMI), on Savoy 1138. Harrison has a warm style and could get action.

## TUNES

**HEARTS OF STONE** (Regent, BMI)  
 A new tune, with a solid beat and a melody that could help it go in the pop field, is done neatly on two new records. One by the Jewels on R. & B. 1301, and the other by the Charms on De Luxe 6062. The tune is strong enough to move both disks.

## • Rhythm and Blues Notes

By BOB ROLONTZ

Deejay Alan (Moondog) Freed started his new series of programs over radio Station WINS in New York this week. Freed is heard every night in the week from 11 p.m. to 2 a.m. except Sundays. Before Freed's initial program, WINS threw a cocktail party at the Belmont Plaza Hotel, which was attended by fellow deejays, record execs and other members of the industry. The station is working on syndication the Freed show over many many stations thruout the country.

The diskeries are releasing some of the top wax names this week. Atlantic has a new one by Joe Turner. Duke is up with a new one by Johnny Ace. Peacock has one by Willie Mae Thornton

and Aladdin has one by Amos Milburn and another by Shirley and Lee.

Jubilee Records has come up with a big one with the pacting of Billy Ward and His Dominoes to a long-term contract. The Dominoes had been with King Records for the past three years and have had many solid hits while on the label. "Sixty Minute Man," "The Bells," "Have Mercy Baby" and "When the Swallows Come Back to Capistrano" are some of their most memorable hits. Jerry Blaine, Jubilee prexy, predicts that the group will be "bigger than ever" on Jubilee.

Okeh Records has signed a new group, the Hi-Lites. . . Charles Brown and the Spiders will play a series of Eastern dates from September 17 to 30. . . Guitar Slim is now working one-nighters in California, as is Amos Milburn. . . Charles Brown and Ruth Brown will do a Southern tour starting October 1. This is the first time they have appeared together. . . The Clovers and Fats Domino are set for a two-week stretch of dates thru Texas and Louisiana during the last half of September.

The Orioles open at Gleason's in Cleveland September 20. . . Faye Adams will take a two-week vacation after the close of the big "Rhythm and Blues" show, and then will play Southern dates with the Griffin Brothers. . . Chuck Willis and Joe Turner are set for Eastern one-nighters during late September.

The Ravens and Hal Singer left this week on a one-nighter trek. . . Sonny Thompson and Lulu Reed are pulling them in on their road tour.

We are in receipt of a number of communications from our good friend Herman Lubinsky of Savoy Records in Newark, N. J. Mr. L., in addition to telling us about a number of his latest releases featuring Varetta Dillard (whom we are pleased to see back on wax), Wilbert Harrison (a new artist) and The Hot Shots, also was kind enough to go into great detail about his "telephone amplifier system." Lubinsky's method of selling records to distributors via telephone performances has become a tradition in the r.&b. field, and he informed us in this epistle that the records are ". . . reproduced with . . . clarity due to the self-designed equalizer system. . . that makes it possible for all high and low frequencies to be reproduced within the limits of the long-distance line response."

Ed Messner, now handling the New York City branch of the Aladdin label, expects big things of the firm's latest group, The Dodgers. Their first waxing is "You Make Me Happy" and "Let's Make a Whole Lot of Love." . . . The Chords, who hit the top of the heap on their first Cat record, "Sh-Boom," have come out with their second slicing. It's titled "Zippity Zum." The boys appeared on TV on the "Colgate Comedy Hour" last month. . . Stan Pat has signed thrush Gloria Alleyne to a three-year contract. The singer waxes for Josie Records, Jubilee's subsidiary label.

**LINDA PETERS**  
**One More Chance** .....73  
 MODERN 938—Fine chanting here by the thrush—and the material should be fine for ops. Gal impresses with her style. (Modern, BMI)  
**Ooh Daddy**....73  
 More good chanting on above average blues material. (Modern, BMI)

**LIGHTNIN' HOPKINS**  
**Movin' On Out Boogie** .....73  
 HERALD 436—This is a typical Hopkins instrumental item on which he talks up the material he's playing. Good listening. (Angel, BMI)  
**Sick Feelin' Blues**....71  
 Hopkins, who hasn't had a big one in some time, is still one of the best chanters around. Here he sings of gettin' real sick, while the powerhouse guitar works in for some fine bits. (Angel, BMI)

**THE NATIVE BOYS**  
**It Won't Take Long** .....71  
 MODERN 939—To a relaxed but solid, rocking tempo, the group gives a very effective reading of this ear-pleasing material. Could attract coins to juke boxes. (Modern, BMI)  
**Native Girl**....67  
 With the current fad for African material at its peak, this attempt to combine a primitive beat and vocal styling with more traditional r.&b. forms ought to be sound commercial sense. However, this essay just didn't jell. (Modern, BMI)

**MARGIE DAY**  
**Mole in the Hole** .....71  
 DECCA 48325—Good shoutin' vocal effort by the thrush who doesn't like the guy—according to the lyrics. Ops could use it. (Marshall, BMI)  
**Just Couldn't Keep It to Myself**....70  
 Material takes second place to the gal's strong vocal effort. Okay wax. (Blue Grass, BMI)

**J. T. (BIG BOY) BROWN**  
**Sax-ony Boogie** .....71  
 METEOR 5016—This instrumental makes a very exciting dance record. Led by Brown's high-flying tenor sax, the group jumps a mile a minute and will make the customers come back screaming for more.  
**Dumb Woman Blues**....67  
 Brown is not quite so efficient with a vocal as he is with his sax. This is a competent but rather run-of-the-mill blues that gets a nice rhythmic lift from the ork, but that's about all.

**IVORY JOE HUNTER**  
**Do You Miss Me?** .....70  
 M-G-M 11818—The slow ballad is handed a warm and tender vocal treatment. For those who like quiet wax.  
**Whose Arms Are You Missing?**....70  
 More of the same on another fine ballad.

**GLORIA ALLEYNE**  
**The Uncloudy Day** .....69  
 JOSIE 767—A spirited vocal treatment with a good beat on a revival-

(Continued on page 40)

## • Best Sellers in Stores

For survey week ending September 8

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 throuout 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. WHAT A DREAM—R. Brown	1	7
2. ANNIE HAD A BABY—Midnighters	2	3
3. HURTS ME TO MY HEART—F. Adams	6	5
4. HONEY LOVE—C. McPhatter	3	14
5. WORK WITH ME ANNIE—Midnighters	5	22
6. SEXY WAYS—Midnighters	3	11
7. EBB TIDE—R. Hamilton	8	2
8. SH-BOOM—Chords	7	12
9. SHAKE, RATTLE AND ROLL—J. Turner	9	20
10. TICK, TOCK—Marvin & Johnny	—	1
10. I'VE GOT MY EYES ON YOU—Clovers	—	1

## • Most Played in Juke Boxes

For survey week ending September 8

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

This Week	Last Week	Weeks on Chart
1. HONEY LOVE—Drifters	1	13
2. WHAT A DREAM—Ruth Brown	3	4
3. WORK WITH ME ANNIE—Midnighters	2	18
4. SEXY WAYS—Midnighters	5	9
5. SH-BOOM—Chords	4	11
6. SHAKE, RATTLE AND ROLL—J. Turner	6	19
7. YOUR CASH AIN'T NOTHIN' BUT TRASH—Clovers	7	4
8. WHEN MY HEART BEATS LIKE A HAMMER—B. B. King	8	2
9. HURTS ME TO MY HEART—F. Adams	10	2
10. YOU BETTER WATCH YOURSELF—Little Walter	—	1

## • R & B Territorial Best Sellers

For survey week ending September 8

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

- Annie Had a Baby, Midnighters, Fed.
- What a Dream, R. Brown, Atl.
- Sexy Ways, Midnighters, Fed.
- Hurts Me to My Heart, F. Adams, Her.
- Work With Me Annie, Midnighters, Fed.
- Honey Love, C. McPhatter, Atl.
- I've Got My Eyes On You, Clovers, Atl.
- Your Cash Ain't Nothin' But Trash, Clovers, Atl.
- Shake, Rattle and Roll, J. Turner, Atl.
- Sh-Boom, Chords, Atl.

### Balti.-Wash.

- Annie Had a Baby, Midnighters, Fed.
- What a Dream, R. Brown, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- Sexy Ways, Midnighters, Fed.
- Work With Me Annie, Midnighters, Fed.
- Honey Love, C. McPhatter, Atl.

### Charlotte

- Annie Had a Baby, Midnighters, Fed.
- Honey Love, C. McPhatter, Atl.
- Work With Me Annie, Midnighters, Fed.
- Hurts Me to My Heart, F. Adams, Her.
- What a Dream, R. Brown, Atl.
- Tick, Tock, Marvin & Johnny, Mod.
- I've Got My Eyes on You, Clovers, Atl.
- Sexy Ways, Midnighters, Fed.
- Sh-Boom, Chords, Atl.
- Ebb Tide, R. Hamilton, Epi.

### Chicago

- What a Dream, R. Brown, Atl.
- When the Light Go Out, J. Witherspoon, Che.
- Shake, Rattle and Roll, J. Turner, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- Your Cash Ain't Nothin' But Trash, Clovers, Atl.

### Cincinnati

- What a Dream, R. Brown, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- Annie Had a Baby, Midnighters, Fed.
- Ebb Tide, R. Hamilton, Epi.
- Shake, Rattle and Roll, J. Turner, Atl.
- Work With Me Annie, Midnighters, Fed.
- Honey Love, C. McPhatter, Atl.
- Don't You Know?, R. Charles, Atl.
- Tick, Tock, Marvin & Johnny, Mod.
- Your Cash Ain't Nothin' But Trash, Clovers, Atl.

### Detroit

- Annie Had a Baby, Midnighters, Fed.
- Hurts Me to My Heart, F. Adams, Her.
- Sexy Ways, Midnighters, Fed.
- Baby, Baby, All the Time, A. Milburn, Ala.
- Ebb Tide, R. Hamilton, Epi.
- Honey Love, C. McPhatter, Atl.

- Work With Me Annie, Midnighters, Fed.
- Please Don't Freeze, R. Brown, Atl.
- You Better Watch Yourself, Little Walter, Che.

### Los Angeles

- What a Dream, R. Brown, Atl.
- Oop Shoop, S. Gunter, Fla.
- Hurts Me to My Heart, F. Adams, Her.
- Sh-Boom, Chords, Atl.
- Tick, Tock, Marvin & Johnny, Mod.
- Honey Love, C. McPhatter, Atl.
- Love All Night, Platters, Fed.
- Ebb Tide, R. Hamilton, Epi.
- Heart of Stone, Jewels, R & B
- When My Heart Beats Like a Hammer, B. B. King, RPM

### New Orleans

- What a Dream, R. Brown, Atl.
- You Can Pack Your Suitcase, Fats Domino, Imp.
- Honey Love, C. McPhatter, Atl.
- Annie Had a Baby, Midnighters, Fed.
- Sexy Ways, Midnighters, Fed.
- Shake, Rattle and Roll, J. Turner, Atl.

### New York

- What a Dream, R. Brown, Atl.
- Honey Love, C. McPhatter, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- Work With Me Annie, Midnighters, Fed.
- Annie Had a Baby, Midnighters, Fed.
- Ebb Tide, R. Hamilton, Epi.
- Shake, Rattle and Roll, J. Turner, Atl.
- Smile, Nat (King) Cole, Cap.
- Sh-Boom, Chords, Atl.

### Philadelphia

- What a Dream, R. Brown, Atl.
- Annie Had a Baby, Midnighters, Fed.
- Honey Love, C. McPhatter, Atl.
- Ebb Tide, R. Hamilton, Epi.
- Smile, Nat (King) Cole, Cap.
- Sexy Ways, Midnighters, Fed.
- Hurts Me to My Heart, F. Adams, Her.
- God Only Knows, Capris, Got.

### St. Louis

- ST. LOUIS
- Annie Had a Baby, Midnighters, Fed.
  - Work With Me Annie, Midnighters, Fed.
  - You Better Watch Yourself, Little Walter, Che.
  - Any Day Now, B. Johnson, Mer.
  - Honey Love, C. McPhatter, Atl.
  - Ebb Tide, R. Hamilton, Epi.
  - Baby, Baby, All the Time, A. Milburn, Ala.
  - Hurts Me to My Heart, F. Adams, Her.
  - When My Heart Beats Like a Hammer, B. B. King, RPM
  - When the Lights Go Out, J. Witherspoon, Che.

# Folk Talent and Tunes

Continued from page 39

the works of Esther Casteel, firm's prexy, is now recording such artists as **Baby Darlene**, **Cowboy Dallas Turner**, **Cherokee Rocky Rose** and **His Trail Dusters**, **James Hall** and **His Texas Ramblers**, and **Bob Wesley**. **Baby Darlene** is back at work after a siege of asthmatic pneumonia. . . . **Jack Swanson** scribbles that he's new in the publishing business as owner of the San-Lyn Music Publications, Syracuse. The firm, licensed by BMI, will push folk tunes, with four tunes already in the catalog and two on wax, according to Jack. Swanson is currently concentrating on "Elfie the Elf" published by Country Music. **Matt Pelkonen** is co-writer with Swanson on the ditty. . . . **Kenny Lee and His Western Band** will appear at the Hank Williams Day celebration in Montgomery, Ala., September 20-21. Lee's new tune, "Holding Hands," is reported catching on well in the Georgia country. . . . **Warren Roberts**, of WEAS, Atlanta, has a new one in "Somewhere Along the Way Jesus Will Find You," which **Beverly Shea** has cut for Victor. Acuff-Rose Publications, Nashville, has accepted **Mary Edwards'** new tune, "Someone Else's Bride," which **Loyce Nettles**, the Dixie Sweetheart, has been featuring on KNOE. . . . **Pat Patterson**, of the WAGA-TV Wranglers, Atlanta, is back on the job after a fishing trip to Utah. . . . **Paul Rice and Cotton Carrier**, of the Wranglers outfit, hopped to Orlando, Fla., recently for a fishing trip with **Jim Wilson**, WHOO jockey. Paul and Cotton made the trip attired in the new short-sleeved, short-pants Western outfits which **Boots Woodall** and the **Smith Brothers** have been sporting recently. . . . **Cowboy Howard Vokes** is promoting **Joe Bisko**, the **Karoll Sisters**, **Hank King**, **Buddy Williams** as well as himself with Blue Ribbon Records. Bisko is on tour of New York with his manager, **Bob Mitchell**.

## Chicago

**Homer and Jethro**, who appear regularly on the WLS "National Barn Dance," were in New York last week to cut a session for RCA Victor. They played the Corn Festival at Golden, Ill., later in the week, and appeared at the fair in Tyler, Tex., Monday (13). . . . Business on the road is glowing if the reports from the **Carlises**, who recently toured Canada, and **Webb Pierce** and **Carl Smith**, who recently played Florida, are any indication. . . . **Dee Kilpatrick**, of Mercury's c.&w. department, recently made a trip to Memphis, Cincinnati and Washington to visit distributors, deejays and dealers on promoting "Honey Love," by the **Stanley Brothers**. The last named have just finished a record session for a fast release of "Blue Moon of Kentucky." . . . Mercury Records is planning some early releases on EP's of their country talent. . . . **Lola Dee**, WLS "Barn Dance" feature, is on a two-weeker at the Chicago Theater, winding up September 16.

## KBTv Sock Sales

Continued from page 2

\$280 a week; in the dramas, \$280 week; in the adventure-Western shows, \$160 weekly, and in the sports group, \$150 weekly. The advertiser also has the option of buying in combinations, in which case the price to ride a single show in each category would be one fourth of the above prices. So a "Four Minute Plan" advertiser could ride a comedy, a drama, a mystery and a sports show for \$240 a week. KBTv is the ABC-TV affiliate in this four-station market. In the American Research Bureau report for June, programs in the "Four Minute Plan" ran a close second to KLZ-TV's CBS-TV network shows. For instance, "I Am the Law" had a 19.2 a inst 34.3 for "Life of Riley." Abbott and Costello had 16.3 against a 26.1 for "Studio One." "Counterpoint" had 15.9 against 20.2 for Burns and Allen. And "Dangerous Assignment" had 14.7 against 15.9 for "Suspense." Based on the ARB report of March, the station figures that plan buyers riding the mystery group paid 95 cents per 1,000 viewer impressions. The plan was originated by Joe Herold, the manager, and W. L. Murray, the film manager.

## Hollywood

**Rex Allen** set to handle the Town Hall broadcasts from Compton, Calif., September 17-18. Currently touring the Midwest, Allen is due to return to his home here this week. . . . **Wesley Stipes**, personal manager for **Smiley Burnette**, in town for a brief spell. Smiley is practically booked solid thru the end of the year, with only nine open dates on his lengthy schedule of dates. . . . **Bobbie Bennett** and **Phil Tuminello**, RPM Enterprises, working overtime on a number of important projects for their vast stable of c.&w. artists. . . . **Neva Starns** set the wax deal for **Patsy Elshire** at Capitol while in Hollywood recently. Neva returned to her desk at Beaumont, and continues commuting to her office at Springfield, Mo. . . . **James Deacon Ware** off to a flying start on Stage Records, new Coast indie label. His first release is "I Cried for You" and "Ooh-Ow." . . . **Bill Ring** and **Tennessee Ernie** in town to cut a series of new tracks for RadiOzark transcription series.

## TV FILM PURCHASES

Continued from page 5

derdale, Fla., bought "The Visitor," "Paragon Playhouse" and "Weekly News Review." Other sales for NBC Film Division include: "Badge 714" to KELO-TV, Sioux Falls, S. D.; WTVP, Decatur, Ill.; WBAP, Fort Worth; KMJ, Fresno, Calif.; and KSBW-TV, Salinas, Calif. for Union Furniture Company; "The Falcon" to WFEL, Altoona, Pa., for Gunther Beer; WMCT, Memphis, for Coca-Cola, and KTSMTV, El Paso; "Hopalong Cassidy" to WTPA, Harrisburg, Pa.; to WEAU, Eau Claire, Wis.; "Inner Sanctum" to WDAY-TV, Fargo, N. D., and "Victory at Sea" to KBMT, Beaumont, Tex. CBS Television Film Sales sold "Hollywood on the Line" to House of Montague over WROW, Albany, N. Y.; "Gene Autry" to WABI, Bangor, Me., and "Range Rider" to WPTZ, Philadelphia, Pa. WBAP-TV, Fort Worth, has bought the "Lone Wolf" from UTP on a 65-week deal. . . . **Louis Weiss & Company** has sold 38 Western features to KCMO, Kansas City, Mo. on a three-run basis. Weiss has also sold 52 Westerns and 26 "Craig Kennedy Criminologist" episodes to WUSN-TV, Charleston, S. C., and WJBF-TV, Augusta, Ga. . . . UTP has concluded sales for "Lone Wolf" with KLAS-TV, Los Vegas; for "Curtain Call" with WKO-TV, Madison Wis.; for "Heart of the City" with WJAR-TV, Providence, and for "Old American Barn Dance" with WABC-TV, New York.

## QUICK TAKES

Continued from page 5

Also at Transfilm, **Harry Yingling**, his associate, joined as an assistant cameraman. . . . **Henry L. Lührman** will head up the new St. Louis office of MCA-TV, Ltd. This will be the 17th MCA-TV office around the country. . . . **Chuck Lewis** has joined MCA's Beverly Hills office. . . . **Babette J. Doniger**, president of Television Snapshots, returns from Portugal early in September where she spent the summer making an industrial film for the Portuguese Tourist Bureau. . . . **INS**-Televens was responsible for the first filmed interview this week with **Sen. Karl Mundt** summarizing and analyzing his committee's majority report on the Army-McCarthy hearings. **W. A. Pomeroy** has been named head of the new Guild Films office in Detroit. . . . **Dale R. Peterson**, manager of Station KPRO, Riverside, Calif., has been appointed operations director of the four-station California Radio Network. . . . **Wanda Tuchock** will write the teleplay of "Mr. Cagle and the Baby-Sitter" for "Ford Theater." . . . **Constance (Connie) Lazar** has joined United Producers-Distributors as vice-president in charge of sales. . . . **Richard Drummy** is the new sales manager of ABC's Pacific Coast regional TV network.

# THE FINAL CURTAIN

**BODDY**—**Frederick Acton**, husband of **Frances Boddy**, known professionally as the Story Lady on "Play-school" on Station WWJ-TV, Detroit, September 2 in that city.

In memory of my  
Husband and my Father

**WM. M. BREESE**

who passed away one year ago today,  
Sept. 13, 1953.

They say time heals all sorrow  
And helps one to forget,  
But time so far has only proved  
How much we miss you yet.

Wife and Son

**CARR**—**Geraldine**, 37, stage and TV film actress, September 2 in Los Angeles of injuries sustained in an automobile accident. Most widely known as Joan Davis' sidekick in the "I Married Joan" TV series, she was to have resumed her role in the near future. Survived by her husband, **Jess Carneol**, musician, who was seriously injured in the same accident.

**CARROLL**—**Charles C.**, 60, member of the Universal-International sound department for 25 years prior to his retirement last year, of a heart attack September 7 in Exeter, Calif. Survived by his widow and a son.

**CARROLL**—**Ernest**, 63, veteran North Carolina theater owner and operator, September 5 in Gastonia, N. C. He owned and operated the Roxie and Buddy theaters in Bessemer City, N. C., and was one of the oldest exhibitors in the Carolinas. Burial September 6 in Memorial Cemetery, Bessemer City.

**COLLINGS**—**Lewis D.**, 59, motion picture director, August 27 in Los Angeles of a heart attack. He began his career directing shorts and Westerns for Universal Pictures in 1925. In recent years he had been with Allied Artists, Republic and Universal-International.

**DANN**—**Mrs. William C.**, mother of **Harry Dann**, clown with Polack Bros. Circus, at the home of a niece in Los Gatos, Calif., September 8 after a long illness. Survived by her husband, son and stepson. Burial in St. Louis.

**DEEGAN**—**J. P.**, president and general manager of Station WJPD, Ishpeming, Mich., September 4 in that city of a heart attack. Survived by his widow and two children.

**DICKSTEIN**—**Marion**, 55, veteran outdoor and tab show performer, September 6 in Providence Hospital, Detroit. She started in show business as a performer in tab shows about 1915 playing the Gus Sun Time, and was for some years a concessionaire at Edgewater Park, Detroit. She was also associated in various show activities with her husband, **Jack Dickstein**, former manager of the Gus Sun Detroit office, director of entertainment of the Michigan State Fair, and president of the Michigan Showmen's Association. At the time of her death she was vice-president of the Ladies' Auxiliary of the Michigan Showmen's Association. In addition to her husband, she is survived by a brother, **James Burke**, and a sister, **Mrs. Lottie Johnson**. Burial in McKeesport, Pa.

## Screen Gems

Continued from page 2

a subsidiary corporation that will act as Screen Gems' sales agent in Canada. The front on which Screen Gems has been concentrating its fire thus far, with considerable success, has been national sales. This season, it has sold three of its properties to network sponsors. They are "Rin Tin Tin" to Nabisco, "Captain Midnight" to Ovaltine and Kix and "Father Knows Best" to Lorillard. The first two will be syndicated on a first-run basis in markets where they are not seen via network.

## 'Gangbusters'

Continued from page 2

for television by the Danziger brothers in England. Both "Dragnet" and the Lucille Ball-Desi Arnaz team from "I Love Lucy" have hit theaters, but these were in the form of features specially written and produced for motion picture release. A new feature film of "Fabian of Scotland Yard" similarly is being prepared for release this month in Canada and England and perhaps eventually in the United States. **Bernard Fox** and **Roland Reed**, producers of "Waterfront" meanwhile this week denied reports that they were planning to produce a feature film version of the show in the immediate future.

## Fox Shoots

Continued from page 5

**Betty Jape Watson** and the **Beachcombers**. Production on the other new series to be distributed by MCA-TV will start in Hollywood the second week in October. That's "The Man Behind the Badge." The film series will not use any of the scripts aired during the show's live network stand, according to **Jerome Robinson**, producer of the show. Shooting will be done at the rate of three episodes a week. Scripters signed so far are **Alvin Boritz** and **David Harmen**.

**DUPONT**—**Hansen-George**, 83, blind composer-organist who was knighted by King Christian of Denmark in 1925, September 3 in Chicago. He was honored for arranging 800 pioneer songs, 30 of which he composed.

**FERGUSON**—**Mrs. Polly Henderson**, mother of **E. G. (Grabbo) Henderson**, of the World of Today Shows, recently in Dallas. Survived by her husband, **Edward T. Ferguson**; four other sons, **John Robert** and **Clarence (Buster)**, **Texas**, and **Raymond**, **Oklahoma City**, and five daughters, **Annie Lee Henderson**, **Mrs. Velma Webb**, **Mrs. Peggy Jones** and **Mrs. J. W. Hetherington**, all of Dallas, and **Mrs. Cletus H. Vogel**, **Excelsior, Minn.**, and a brother, **Walter Manolee**, **Houston**. Burial in Snow Hill Cemetery, Dallas.

**FLETCHER**—**Carmen W. (Curley)**, 61, writer of the classic Western ballad, "The Strawberry Roan," September 5 in San Jose, Calif. Besides writing many ballads, he wrote Western stories, edited *Ride* magazine and appeared often as a rodeo performer. His widow and three daughters survive.

**GOWANS**—**Brad**, 50, jazz trombonist, September 8 of cancer in Hollywood. Acknowledged as one of the best Dixieland siphorn players, Gowans was featured with many small groups in the East before moving to Hollywood and was identified with such groups as **Bud Freeman**, **Eddie Condon** and **Bob Crosby**.

**GREENE**—**John J.**, 66, juggler, recently on the West Coast. He started in show business with **Harry Barrett** about 1900 and later teamed with **Jerry Buckley** and **Dan Mahoney**. He was last with **Frear**, **Bagnott** and **Frear** in 1913. He also owned the **Genesee Theater**, **Genesee, Ill.**, for many years. He was past president of the **International Jugglers' Association**. Survived by his widow, **Alice**, and a son, **John**, both of **Davenport, Ia.**

**HUDSON**—**Cecil D.**, 41, outdoor showman, August 27 in Woodriver, Ill., of injuries sustained in an automobile accident. His wife, **Connie**, and their daughter, **Kandra**, were killed in the same accident. He was with the old **Beckmann & Garey Shows** for several years and at one time operated the **Girl Show** on **Dodson's World Fair Shows**. In 1949 he and his wife operated the **cookhouse** on the **Dodson's Imperial Shows**. Survived by his brother, **Dewitt**, and four sisters, **Mrs. M. G. Dodson**, **Mrs. T. W. Patrick**, **Mrs. Steve Franxia** and **Mrs. Preston Blackwell**. Burial in **Sheridan, Ark.**

**KIER**—**Mrs. Florine Hull**, 58, wife of the head of the Kier Film Company, August 18 in San Antonio.

**LEE**—**T. W.**, 59, owner of **KSIJ**, **Gladwater, Tex.**, September 2 in that city.

## Premier, Sealy

Continued from page 5

over the Sunday 6:30-7 p.m. slot as sponsor of "My Hero," the Saturday 7:30-8 p.m. period for a mystery series not yet selected, and the Wednesday 10:30-11 p.m. period for 26 re-runs of the "Ford Theater," which the station this week bought from Screen Gems on a library basis. **Sealy Foods** picked up 39 of the remaining 52 "Ford Theater" episodes for the 11-11:30 p.m. slot Tuesday thru Friday. Sealy will show a different "Ford Theater" episode each night of the week. When all 39 episodes are run off, it will start repeating them. **Sealy and Premier** start their sponsorship roles this coming week. The station's film director is **George Rice**, who recently moved to New York from **WBKB, Chicago**.

## 217 for Pianist

Continued from page 2

sleeper and is a comparatively low budgeted show, costing in the vicinity of \$15,000 per program to produce. Its profit has been tremendous. Based on its present number of stations, the program must return 100 per cent on its investment each week, which makes it a minor Fort Knox. Its renewal record is outstanding, and its residual potential is equally strong, what with the show still building audiences and getting new markets. **Liberace** himself has become almost a national craze, and his recent feat of filling **Madison Square Garden** is certainly indicative of the loyalty of his fans, in spite of critical sniping. **Guild** has **Liberace** writing a syndicated column, and also is selling a transcribed **Liberace** radio show, which is in 100 markets already.

**MALONEY**—**William**, 16, brother of actress **Dorothy Maloney**, August 29 in Dallas. He was struck by lightning while playing golf.

**MAXWELL**—**Richard Williams**, 57, director of the sacred music division of the **Shawnee Press**, a **Fred Waring** enterprise, and a former radio and concert tenor, September 4 in Stroudsburg, Pa. Maxwell had appeared on the **New York stage** in the first and second "Music Box Revues," "The Lady in Ermine" and "Greenwich Village Follies." Besides singing on programs over the major networks, he had conducted the program, "Friend in Need," and sponsored 200 "Good Neighbor Clubs." He had been with the **Waring** organization since 1952. His widow, their two children, three children by a previous marriage and a brother survive.

**MILOCH**—**Doc**, veteran amusement park concessionaire, recently in Detroit. He was a member of the **Michigan Showmen's Association**.

**NASH**—**John H.**, 59, widely known **Portland, Ore.**, radio and stage entertainer, September 3 in Walla Walla, Wash., while working the **Southeast Washington Fair**. Survived by his widow, **Mae L.**; two daughters, **Mrs. Phyllis Newton** and **Mrs. Dorothy Tunstall**, both of **Portland**; his father, **L. B. Nash**, **Portland**; two brothers, **Horace**, **Portland**, and **Kenneth**, **Vancouver, Wash.**, and two sisters, **Mrs. Celia Hale**, **Portland**, and **Mrs. Helen Haskins**, **California**.

**PALLETTTE**—**Eugene**, 65, veteran actor of more than 1,000 film roles, September 3 in Los Angeles of cancer. He had retired from the screen eight years ago. **Kansas** born, he started as an extra during the early days of films. By 1916 he was playing major parts. As his girth increased, he turned to character roles. At various other times he was a streetcar conductor, a stock company actor and a **Texas oil prospector**. His widow, **Marjorie**, survives.

**PERRY**—**Lawrence**, 74, noted sports columnist and drama critic for the **North American Newspaper Alliance**, September 5 in **Glen Ridge, N. J.** He had written 10 novels, numerous sports articles and two columns, "For the Game's Sake" and "New York Skylines." He had also written a play, "Beyond the Terrace," and a short history of the **Navy**. He was a member of the **New York Drama Critics Circle**. His widow and a son survive.

**PIORE**—**Joseph C.**, 40, a film critic and reporter for **Film Daily**, September 6 in **New York**. He had worked for **Box-Office** magazine and **The Motion Picture Daily** before joining **Film Daily**. A brother, three sisters and his parents survive.

**SCHUMANN**—**Oscar**, 68, booker and office head of the **Schumann Circus**, September 5 in **Copenhagen** of a heart ailment. He was a son of the late **Alfred Schumann**, founder of the family circus and one-time "circus king" of **Germany**. (Details in **Circus** section.)

**SOLOMONOFF**—**Senia**, 56, Russian-born ballet dancer and choreographer, who with his wife formed a dance team which toured Europe and the U. S. for more than 20 years, September 8 in **New York**. At one time he was a soloist at the **Metropolitan Opera**, at the same time that his first wife was the prima ballerina for the **Manhattan Opera House**. At her death, **Solomonoff** engaged in dance classes for ballet masters. His widow and a daughter, **Maria Saunders**, stage and TV actress, survive.

## MARRIAGES

**EMANUELE-MORAN**—**Mitchell Emanuele**, Transfilm optical cameraman, and **Emily Moran**, of Transfilm's animation department, September 12 in the church of the **Immaculate Conception**, **New York**.

## BIRTHS

**COOPER**—A daughter to **Mr. and Mrs. Leslie Cooper** recently in **San Antonio**. Father is operator of the **Club Hurricane**, local night club.

**ERDMAN**—A daughter, **Erika**, September 9 to **Mr. and Mrs. Richard Erdman** in **St. Vincent's Hospital**, **Los Angeles**. Father is regular player on **ABC-TV's "The New Ray Bolger Show."**

**SULLIVAN**—A daughter to **Mr. and Mrs. Robert Sullivan** August 13 in **Onetona, Ala.** Mother is the daughter of **Princess Ting** and **Stan Wrisley**, **Slide Show** operators on **Vivona Bros.' Shows**. Father is a concessionaire.

**VALLEE**—A son, **Michael Forrest**, to **Mr. and Mrs. Bill Vallee** August 5. Father is director of television at **Benton & Bowles, Inc.**, **New York**.

## Rogers, Autry

Continued from page 5

cense the film for TV, but that he does not agree to its right to use or license his name, voice or likeness in commercial advertising. The **Rogers** appeal pointed out the significance of the issue to the "entire motion picture and TV world." It stated that if the present decision of the **Court of Appeals** is to stand, the reserved rights of motion picture talent are meaningless and of no value. The high court is to resume sitting early next month and will indicate then whether it will take the case. Involved are 80 **Roy Rogers** films and 57 **Gene Autry** pictures.

## Minnesota State Fair Cracks All-Time Gate, Receipt Marks

### Clocks 946,695 Despite Rainy Days; Turnstiles Take in Record \$480,000

ST. PAUL, Sept. 11.—The Minnesota State Fair, which wound up its 93d annual 10-day show on Labor Day, broke all kinds of records during its run. Attendance, gate receipts and horse show turnouts all went by the board.

A new all-time outside gate attendance record of 946,695, surpassing previous high 905,563 in 1950, was set despite rain Friday, Saturday and Sunday (3-4-5). Last year's outside gate figure was 865,523.

Secretary Doug Baldwin said the fair's one-million target for the outside gate would have been hit this year except for two factors; weather the last four days of the expo and lack of sufficient parking space on grounds.

"We had to close our gates for one hour Sunday afternoon because we just couldn't handle in-pouring crowds once the weather cleared up," he said. "Had we had more parking space that would not have been necessary."

Attendance figures showed four record days—88,448, August 28; 80,430, August 30; 84,580, September 1, and 98,701, September 2. In contrast, 57,995 on Friday (3) when rain fell all day was all-time low attendance and despite that a new outside gates peak was reached, which makes it all the more remarkable, Baldwin said.

#### Gate \$5 Up

Financial take from outside gates, thru which everyone paid 50 cents, including cars (except kids under 12 all 10 days and kids under 15 on children's day (30)), was estimated at \$480,000 plus. This compares with a previous all-time high of \$365,000 set in 1953 under similar conditions.

Grandstand attendance was up for afternoons and down evenings as compared with last year's totals,

but was still considerably behind all-time peaks set several years ago. Day grandstand attendance totaled 182,545, compared with 171,199 last year and the 197,646 all-time high. Night grandstand was 75,410 against 78,439 in 1953 and the 120,511 all-time peak.

Baldwin said factors involved in poor night grandstand showing in recent years, where the decline has continued from one year to next, are unseasonably cold nights in the last four or five years plus limited parking space after 6 p.m. He said the No. 1 target for 1955 will be additional parking space. No. 2 will be development of mid-week features to attract crowds.

#### Concessions Strong

Concessions hung up an estimated \$230,000 gross figure, better by \$15,000 over the previous all-time high set in 1950, according to Harry Frost, in charge of concessions. Royal American Shows came within \$7,000 of reaching its all-time peak established six years ago here, Frost said.

Horse show attendance was

34,673, a jump over the former record of 33,919 set last year.

Baldwin estimated the net profit from the '54 annual will be \$75,000. He said expenses of labor and material are up 15 per cent this year over last, thus cutting net profit proportionately.

Leading the fun zone as best money-maker was the new Sky Wheel, with the Side Show in second place, followed, in order, by Tilt-a-Whirl, Dodgem, "Moulin Rouge," "Harlem in Havana" and "Dancing Waters."

Emergence of three rides in the first four spots was explained by Secretary Baldwin as an indication that more kids came to the annual this year than in the past, thanks to the absence of any concentration of polio cases in the State. And kids, he said, go for rides and devices, not for shows.

"Dancing Waters" proved a disappointment as a money-taker but Baldwin felt certain the show still has a terrific potential as a mid-way attraction and expects it will be back for 1955.

## Syracuse Sets Peak 450,000 Attendance

### Eclipses Old Mark by More Than 25,000; Strates Chalks Up New High on Midway

SYRACUSE, Sept. 11.—The New York State Fair, which ended its eight-day run here tonight, eclipsed all records for attendance and midway receipts. While final figures were lacking, estimates put the gate at about 450,000. The previous peak attendance was 423,472, set last year.

The gate would have been even bigger had it not been for traffic jams that clogged highways leading to the fairgrounds Saturday and Sunday (4-5). Traffic backed up in many directions for great distances and also clogged the New York State Thruway exit leading to the fairgrounds, with the result that there were thousands of cars that turned back.

#### Governor Promises Relief

Relief from the traffic jams was promised at the fair Thursday (9) when Governor Dewey said that new highway construction to be completed by then, as well as highways currently being built, will eliminate the problem. He also promised that the fair would have parking facilities for 16,000 cars by next year.

The James E. Strates Shows piled up a record midway gross as the fair raced to a new attendance record. The two big days on the midway were Sunday and

Monday (Labor Day), when the fair's attendance was 40,098 and 88,333, respectively.

Strates' business was also hyped by a tie-in with the Syracuse Post-Standard, which carried a coupon offering the bargain price of five rides for 50 cents. The coupons, exchangeable at the ticket-wagon, accounted for 40,000 rides, some 8,000 of them showing up Saturday and Sunday (4-5), the only days they were good.

The rush to use the tickets was so big at one point that Strates

(Continued on page 54)

## CANADIAN NATIONAL GATE ECLIPSES 1953

### Runs 159,000 Ahead in 11 Days of 14; Roy Rogers Pull Eases as Schools Open

TORONTO, Sept. 11.—The Canadian National Exhibition thru Wednesday (8), the 11th day of the 14-day show, was racing substantially ahead of its polio and heat-hit 1953 run attendance-wise.

To that point, it held a 159,000 lead over last year, with the gate count showing a 2,249,500 total for the first 11 days. It appeared well on its way to finishing with about the same increase over last year's 14-day total of 2,619,500.

Five days of the first nine of the current run yielded gates in excess of 200,000. One of these, for 296,500 on the first Saturday (August 28) was the biggest single day's attendance in the CNE's long history. Labor Day's turnout was only slightly less, 294,500, a record for the holiday.

Running true to form, after-Labor Day attendance went into a slide as schools opened up, cutting down the family trade. This post-Labor Day drop-off, pointed up by a comparable slide in the patronage given Roy Rogers in the grandstand—revived talk that the CNE would advance its dates to close Labor Day, rather than run thru Labor Day week. Such a move, mulled for some time, would not, however, become operative next year but in 1956 at the earliest.

Rogers did a whopping business thru Labor Day, performing both afternoon and night, with top acts from the vaude field giving him support. Tickets for the grandstand show were hard to come by thru Labor Day but from that

## THRILLING SWIM BY GAL PUTS SPOTLIGHT ON CNE

TORONTO, Sept. 11.—The Canadian National Exhibition came in for a world of publicity here Thursday (9) when Marilyn Bell, 16-year-old Toronto high school gal, swam across Lake Ontario from Youngstown, N. Y., finishing a mile west of the CNE grandstand.

The swim, a CNE promotion, took 20 hours and 55 minutes. The direct distance between the CNE and the starting point is 32 miles but winds took her off course and she actually swam about 45 miles, according to observers.

For turning the trick she will receive more than \$50,000 in cash and merchandise, including \$10,000 from the CNE. This was the sum Florence Chadwick was to receive if she completed the swim, but she pulled out, as did two other entries.

The long, arduous swim by the young Toronto gal had Toronto agog. Newspapers devoted pages to her swim and issued extras that gave her progress. Radio gave intensive coverage, as did TV and newsreels, not only Canadian but U. S. outlets as well. Leading magazines had photographers and writers on the spot.

## Man the Fair Gates! Mobs at Flood State

### Big State Fairs and Canadian Exhibitions Smash Records; Others Running High

Continued from page 1

day (8), sixth day of the 10-day event, attendance was 274,119, off sharply from the 328,553 tally to the corresponding point last year. The mercury hit 99 Sunday (5) and the local press played up 78 reported heat prostrations on the grounds. This took a deep cut until Wednesday (8) when the mercury dropped and crowds picked up.

Major problem of the big fairs over Labor Day was getting the crowds into the grounds. At St. Paul it became necessary for the management to close the gates for one hour Sunday (5) because of insufficient parking space.

#### Sets Record

At Syracuse, where the New York State Fair chalked up a record Sunday (5) crowd of 80,098 and a 88,333 Labor Day throng, the management was plagued by the problem of handling all comers. Roads leading to the grounds were clogged for hours and there were many who turned back. Adding to the problem was the fact that the New York State Thruway exit nearest to the plant was too small to handle the cars headed for the grounds and long lines of ma-

chines backed up on the thruway.

Whopping midway business was registered at all of the major fairs. Ride and show grosses were up 14 per cent over last year at Des Moines, more than 20 per cent of the Canadian National, substantially higher at heat-hit Indianapolis, substantially greater at Syracuse and soared at St. Paul, where the Royal American Shows came within hailing distance of the peak gross set in lush 1948.

Grandstand business, tho, was down slightly from last year at most of the big expos. Games concessions also were off from last year, with reports indicating that at most fairs, games yielded at least 10 per cent less than in '53.

## Ex-Roper Lassoed Boy From 8-Story Window Ledge

HOUSTON, Sept. 11.—Ex-rodeo performer Julian M. Wren lassoed a mental patient off the eight story ledge of a downtown Houston building last Saturday (4). The slender 19-year old youth stood on the 16-inch ledge and held police at bay by threatening to leap if they came near him.

Wren, a bystander, borrowed a rope and together with police officers, climbed the fire escape to a position some 15 feet above the boy. His first loop was wide and slipped off the victim's shoulders before it tightened. The youth seized the rope, swung into space around the corner of the building then returned to his original position, still holding the rope. Wren made a loop in the other end and this time dropped it neatly around the boy's neck. The youth was then hauled to safety.

## Houston Inks Autry, Oakley

HOUSTON, Sept. 11.—Gene Autry and video's Annie Oakley have been signed as the name attractions at the '55 edition of the Houston Fat Stock Shows, February 2-13. Glenn McCarthy, chairman of the special acts committee of the rodeo, announced that arrangement had been made to bring the two Western stars to next year's show along with the Cass County Boys.

Autry headed up the '49 rodeo. Annie Oakley is actually Gail Davis, a University of Texas graduate. Archer Romero, stock show president; Monroe Wise and McCarthy closed the deal with Earl Lindsey.

## Official Busted, Resigns In N. Y. Furor Over Bingo

NEW YORK, Sept. 11.—New York State's bingo law exploded into a hot political issue this week, culminating in the resignation of a top police official. Front page news in all newspapers was the quitting of Deputy Chief Inspector Louis Goldberg, after he was suddenly busted to captain for maintaining a drive against bingo without notifying his superiors.

The law forbids bingo, but for years the enforcers have winked at the games held by religious institutions. Firemen's bazaars have also gotten away with the game, and full-scale commercial bingo has operated openly in several communities, chief among them being Dunkirk.

Police Commissioner Adams had received mounting complaints that in New York many bingo games had catered to children. He ordered borough police heads to take "appropriate action," but only Goldberg, in Brooklyn, took the law literally and moved in on

church and synagogue games.

Then the clergy protested against the loss of needed revenue and the police stand was revised to allow bingo by religious and charitable organizations. Goldberg, enforced by the support of the city's Protestant Council which holds that the law should be taken literally, renewed his crackdown.

Commissioner Adams yesterday busted Goldberg to captain for "insubordination." Goldberg resigned.

The political aspect is that Democrats are expected to include a plank on legalized bingo into their campaign for the coming State elections. They will point out that the current situation grew widespread under the Republican State control.

As in the campaign won in New Jersey by Gov. Robert Meyner, the New York Democrats will claim that a vote for them means a vote for legalized bingo.

## PEAK SIX-DAY TAKE

## 'Dancing Waters' Gets 16G at Lincoln, Neb.

LINCOLN, Neb., Sept. 11.—"Dancing Waters" scored record-breaking business in six days at the Nebraska State Fair, which closed here Friday (10).

The unit, operated by Alfred G. Osborne, of the Forsythe & Dowis Shows, yielded a gross of \$16,000, final tabulation Saturday (11) revealed. This surpassed preliminary estimates and gave the unit the biggest six-day take ever scored by any "Dancing Waters" unit since the attraction first took to canvas at fairs.

In addition, the unit established what is believed to be the highest single day's business ever registered by the attraction at a fair, when 7,799 persons paid 50 cents, or a total of \$3,899.50, to see it Thursday (9).

Osborne was credited with giving the unit a strong advance

build-up and a powerful on-the-spot selling pitch, and with presenting it in probably the most striking manner of any of the units out under canvas.

Booked in independently, the show was spotted at the west end of the grandstand, remote from the midway. The front was dressed with flowers and greenery, and Osborne used a girl in a formal gown as the talker. Inside, flowers and ferns were placed to provide a pleasing, theater-like touch.

The show drew raves from press, public and fair officials.

"We'll bring it back again next year if we can," Ed Schultz, fair secretary, declared. He lauded the attractive manner in which the show was presented and the highly effective selling job done on it by Osborne.

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**PSA Survey Shows Need For Tax Aid**

FEASTERVILLE, Pa., Sept. 11.—A survey conducted by the Participating Sports' Association of American shows many members still badly in need of tax relief, it was announced this week at the office of Vernon D. Platt, president.

Replies received to date show that 52 per cent of the membership pays taxes on admissions. Of this number 44 per cent pay State and local taxes on their operations which consist of swimming pools, roller skating rinks, etc.

Platt said that the fight to gain relief would be continued. The campaign will point out the unjustness of the taxing programs. Additionally, it is claimed, the hampering of the member recreation endeavors cuts into their effectiveness as aids in combating juvenile delinquency.

**Outing Held**

A meeting was held recently at West Point Park, North Wales, Pa., operated by Mr. and Mrs. Edward Booz. Attending were the Platts of Sommerton Springs (Pa.) Pool; Mr. and Mrs. Ray Hartenstine, Sunnybrook Park, Pottstown, Pa.; Mr. and Mrs. Eric Arneith, Fischer's Pool, Kulpville, Pa.; Mr. and Mrs. Robert Koch, Warrington Recreation Center, Warrington, Pa.; Mr. and Mrs. Art Litzenger, Crystal Palace Roller Rink, Philadelphia; Joseph Schafer, Philadelphia; Frank Crumbach, Narberth, Pa.; Bill Mimgesser, North Wales, Pa.

Platt was elected president; Lizenberger, first vice-president; Arneith, second vice-president; Crumbach, secretary, and Koch, treasurer.

**Educational TV Covers Action at Pittsburgh Fair**

PITTSBURGH, Pa., Sept. 11.—One of the first, if not the first coverage of a fair by an educational television station took place here this week at the big Allegheny County Free Fair.

Pittsburgh's WQED, as a new feature of the exposition, provided wide coverage of fairgrounds activities thruout the run. Edward Wegner, the station's program director, had previous experience at the Iowa State Fair and educational TV Station WOI at Ames, Ia. As a result he took WQED's highly rated kid program "Children's Corner" to the annual here.

Coverage was aimed to let people know that Pittsburgh has the educational video station and to bring the fair to people who remained home instead of bucking the heavy traffic. One whole day was devoted to coverage of the conservation exhibit. The fair operates with a free gate, and free attractions in the big open-air stadium. Attractions this year included an exhibition baseball game between the Pittsburgh Pirates and a minor league aggregation.

**Greenville, O., Fair Plans 632G Coliseum**

GREENVILLE, O., Sept. 11.—The Darke County Fair has completed plans for its new \$632,000 Coliseum that is slated to be finished in time for 1955 when the annual will mark its 100th anniversary.

The foundation and basement for the structure was built some years ago, was outfitted with a temporary roof and has been used since as an exhibit hall. The fair is currently in the process of getting an okay on a bond issue to finance the building.

When completed the hall will be 150 by 250 feet, and will have 4,500 permanent seats plus portable seats for an additional 1,000.

**Public's Will To Lead Lodge On Games Law**

HARTFORD, Conn., Sept. 11.—Connecticut's firemen have been told by Gov. John Lodge that public interest rather than politics will guide any future decision on his part regarding legalizing raffles and games of chance.

The statement was made at the firemen's annual state convention. The chief executive, who vetoed such legislation three years ago after it won approval of both houses of the Legislature, made no reference to the issue in his prepared speech.

However, a convention delegate called upon the governor to state where he will stand in event he is re-elected and similar legislation again is approved in the legislature.

Lodge reiterated that his 1951 veto was made solely on the recommendation of the late State Police Commissioner, Col. Edward J. Hickey.

**Coinman to Bring German Ride Over**

NEW YORK, Sept. 11. — Nat Cohn of Riteway Sales, coin machine distributor, will leave for Germany at the end of this month to make arrangements for importing a major ride for amusement parks and carnivals, he said this week.

**NEW! Equipment**

- ★ Rodeo Ride
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Kiddie Coasters
- ★ Shooting Galleries

TERM PAYMENTS  
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It will be built with steel trusses, no posts, 12-inch concrete block walls and a brick front.

The show ring arena will be 75 by 120 feet; the rodeo and horse show space will total 15,000 square feet and the ice rink arena will be 75 by 200 feet. On the main floor will be 30,000 square feet of exhibit space, a lobby with four ticket windows, manager's office, caretaker's rooms, first aid station, restaurant, dressing rooms, rest rooms, showers, 4-H Club dormitories, work and storage rooms and a public address system room.

In the basement there will be meeting hall rooms that will accommodate 1,200 chairs, a kitchen equipped to feed 600, a cafeteria and dining room, rest rooms and showers, storage space, a refrigerator room and 35,000 square feet of exhibit space.

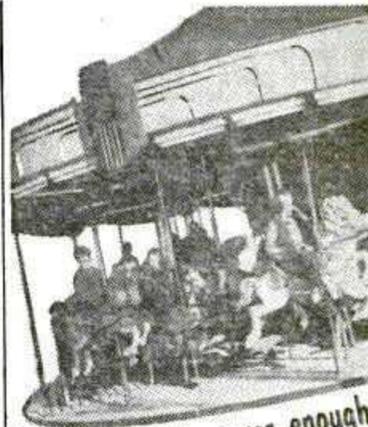
Gaylord R. Lewis, Findlay, O., fairgrounds consultant, designed the Coliseum.

**Negro Cele Set for 1963 In Chicago**

CHICAGO, Sept. 11.—Plans for an exposition celebrating the 100th anniversary of the Emancipation Proclamation in 1963 were announced this week by a group of Negro civic leaders here. Chicago is the national headquarters for the observance of the centennial and all of the national officers planning the event are Chicagoans, according to Rev. Archibald J. Carey Jr., one of the leaders.

Alto the event is nine years away, an organization has been formed with the title, The American Negro Emancipation Centennial. The Rev. Carey, in addition to being pastor of a church here, is an alderman and former alternate U. S. delegate to the United Nations. He is acting chairman of the centennial's board of directors and president of the organization.

Alton A. Davis, public relations man here, said the organization is designed to portray thru pageantry and exhibits the progress of the Negro American in his 100 years of emancipation. No mention has been made of entertainment at the centennial.



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## Popcorn Show Space Virtually Sold Out

CHICAGO, Sept. 11.—Refreshment suppliers and equipment manufacturers have already taken 41 of 43 booths at the north exhibition hall of the Popcorn-Candy and Concessions Exhibit to be held here October 31-November 4. The event, which will be in the Conrad Hilton Hotel, is being sponsored by the International Popcorn Association in conjunction with the Theater Owners of America, Theater Equipment and Supply Manufacturers' Association and Theater Equipment Dealers' Association.

Carl Siegel, Stanley Warner Management Corporation, New York, IPA exhibit chairman, said that when all space in the hall is sold, it will consider making available for rental seven display spaces in the foyer.

The front entrance of the exhibit hall will be decorated in the motif of a circus tent, where acts and an outside talker will be on hand to invite registrants to see the exhibits. And 5,000 visitors are expected to pass thru the halls, Siegel said.

Firms already allotted space include:

Apco, Inc., New York City; Blevins Popcorn Co. Nashville; Canada Dry & Ginger Ale, Inc., New York City; Capital City Products Co., Columbus, O.; Cargill, Inc., Minneapolis; Central Popcorn Co., Schaller, Ia.; Cole Products Co., Chicago; Dell Food Specialties Co., Beloit, Wis.; Diamond Crystal Salt Co., St. Clair, Mich.; The Albert Dickinson Co., Chicago; Kelling Nut Co., Chicago; Evans Manufacturing Co., Mount Vernon, N. Y.; F & F Laboratories, Chicago; Ferrara Candy Co., Inc., Chicago; Flavo-Rite Foods, Inc., Bronx, N. Y.; Jet Spray Cooler Co., Boston; Mars, Inc., Chicago; Walter H. Johnson Candy Co., Chicago.

Jo-Lo Perfumatic Dispenser, Inc., Jersey City, N. J.; Lusk Candy Co., and Ucanco Candy Co., Davenport, Ia.; J. A. McCarty Seed Co., Evansville, Ind.; Monticello Manufacturing Corporation, Elwood, Ind.; The Nestle's Company, White Plains, N. Y.; Ben Newman Associates, Brooklyn; Pepsi-Cola Co., New York City; Phenix Foods Co., Chicago; Premier Popcorn Co., Watseka,

Ill.; Pornto Pop Corn Sales Corporation, Boston; Regal Products Co., Chicago; Rowe Manufacturing Co., New York City; Steel Products Co., Cedar Rapids, Ia.; Superior Refrigerator Manufacturing Co., St. Louis; Tidy House Paper Corporation, Brooklyn; C. F. Simonin's Sons, Inc., Philadelphia; Tone Products Co., Chicago; C. J. Van Houten & Zoon, Inc., New York City; The Wander Co., Chicago; Berlo Vending Corporation, Philadelphia; Coca-Cola Co., Atlanta; Savon Candy Co., and Joyce Sales Co., Paterson, N. J.

## Snack Trailer Boosts Outdoor Ice Cream Biz

KANSAS CITY, Mo., Sept. 11.—"Feed 'em where they are" might well be the slogan of the Arctic Ice Cream Company here. The firm, thru the use of a specially designed, built and equipped ice cream trailer, has not only boosted its sales but has created considerable advertising and good will for its name brands.

The firm's special event trailer, built by Calumet Coach Company of Chicago, is available for serving ice cream at picnics, schools, church socials, athletic events or practically any outdoor gathering.

According to Laurel S. Hitchcock, executive vice-president of Arctic, the mobile unit incorporates time-saving, sales-making ideas developed out of experience at thousands of outdoor events all over the country.

It contains three Schaefer dipping cabinets with a total capacity of 82½ gallons, with running water in the dipping wells. It is completely equipped, has serving counters with canopies, is completely screened and is lighted with fluorescent lights. Ample space is provided for attendants plus an insulated roof and electric fans for comfort.

Hitchcock terms the mobile unit one of the best promotions the firm has ever had. It is operated thru any standard outlet and comes equipped with a 100-foot cord to be plugged into any 110-volt outlet.

The unit has been virtually booked solid this year and the firm is planning on the addition of a second trailer next year. Hitchcock said the public address system in the unit helps make it an attraction. It not only is used to handle announcements but provides entertainment thru the use of a record player.

## Fla. Bottlers Hike Prices

MARIANNA, Fla., Sept. 11.—Eat and drink concessionaires playing Western Florida this winter will find the case price on soft drinks has increased over last season. Coca-Cola Bottling Company here and six other area bottlers have upped wholesale prices from 80 cents to a new 96-cent level. Other plants involved include Dr. Pepper Bottling Company, this city; Barg's Bottling Company, Panama City; Double-Cola Bottling Company, Quincy; Pepsi-Cola Bottling Company, Dothan, Ala.; and Seven-Up Bottling Company and Mason's Root Beer Bottling Company, Tallahassee.

## Candy Firm Pushes Bars With Racers

CENTRALIA, Ill., Sept. 11.—Hollywood Candy Company, an active user of outdoor amusement as an advertising media for its line of candy bars, recently added a speedway-sized race car to its promotional staff. And the big Offenhauser-powered craft made its debut last week at the Minnesota State Fair, St. Paul.

F. A. Martoccio, president of the candy concern, said the race car is No. 7 in the racing fleet they operate. Hollywood has a number of midget race cars that annually tour the nation's race tracks. The firm has the candy exclusive at the current Indiana State Fair, Indianapolis.

## Frozen Chicken Scores At Michigan State Fair

DETROIT, Sept. 11.—Fried chicken dinners from frozen, pre-cooked friers, made their first appearance at the Michigan State Fair this week and public reaction was favorable.

Frozen Farm Products, Inc., of Altoona, Pa., which has the Roseport Brand of institutional poultry, took a direct interest in the stand at the fair, sending Ralph Mentzer, sales representative, here for the 10 days to assist in the operation and observe public reception of the new idea.

The operation was unusual in that the stand was leased by Arthur Tarnopol, sales representative of the Oscar Bank Company—the Michigan food brokers for the Roseport brand. Tarnopol supervised the operation of the stand, with a staff of four waitresses and a chef.

The frozen chicken was developed about a year ago by Frozen Food Products (FFP) to meet a recognized demand for pre-cooked foods for both restaurants and homes. The result was evident in the product sold here. These are young frying chickens, cut into four quarters for each serving. Each serving is given variety by consisting of either a complete wing and two pieces of breast or a drumstick and two pieces of thigh.

### Pre-Cooked

The chickens are cut in the plant at Altoona, precooked approximately 90 per cent, dipped in a batter, breaded and packaged in a plover bag, and frozen. The six-ounce portions, first put on the market six months ago, have been sold to date in a dozen States, in drive-in restaurants and theaters, and major league ball parks, but this is their first appearance on a fair midway.

A well-built and well-equipped 10 by 15-foot stand was custom-built for the installation, with counter openings on four sides to facilitate service. Five Hotpoint Table Model 313 Deep Friers (commercial units) were used—each with a capacity of 10 pounds, divided between two baskets. This represented a capacity of 14 or more servings in each frier at a time.

Four eight-foot capacity deep freeze units were used—two adjacent to the stand, and two at a little distance in a storage area. Servings were taken right from the deep freeze and placed in the deep fat. Completion of frying, because of the 90 per cent pre-cooking, required approximately four minutes only, resulting in a chicken dinner "French fried to a delicious golden brown." The temperature used for frying here was 325 degrees.

The serving was done on a partitioned paper plate, complete with cole slaw and French fried potatoes, plus a napkin and wooden fork. Servings were sold at 97 cents—a price which, with the addition of Michigan's 3 per cent sales tax, made a convenient net cost to the consumer of an even dollar.

### Flashy Booth

Signs over the front of the stand served to attract attention, using four colors, notably the Roseport label in a reverse balloon (white on blue), with the price 97 cents in maximum size figures, and an individually painted reproduction of the attractive yellow chicken wearing a flying red muffer which is the brand trademark.

The same stand also served one other product only—Ocean Freeze Brand jumbo-size fried shrimp dinners, offering a choice, necessary for many on Friday, but the emphasis was distinctly upon the chicken dinners. Shrimps in this

form are a more familiar item in many fair and carnival midways.

The pre-cooked chicken is also available in 8 and 10-ounce servings, according to the purpose and price wanted. The six-ounce serving was found to make a satisfactory meal for most fair customers. The 10-ounce serving comes in a plastic re-usable basket, wrapped in cellophane, with wax paper between the layers to keep the pieces from freezing together.

The operators pointed out an advantage of the new idea in frozen pre-cooked serving was the convenience and speed of handling. The cooking was completed in four minutes, allowing the chef to control the cooking closely according to demand. Fair patrons, anxious to get on with seeing the various attractions, were not kept waiting while the order was cooked and served.

The serving was considered to be competitive with table service cookhouses serving a chicken dinner at around \$1.75 per person.

Control of quality of product was possible thru the standardized and inspected production procedure of FFP itself in preparing the quarters. This also insured control of quantity, so that each serving was guaranteed to be at the six-ounce point specified—and some customers might not feel that someone else got a bigger helping.

## Coffee Prices Down; Forecast Big Supplies

NEW YORK, Sept. 11.—Coffee prices, which early in the summer sky-rocketed to new highs causing no little concern and shopping around for substitutes in the outdoor eat-and-drink business, continue to decline. Latest development in the wholesale market is the nickel a pound cut made by Maxwell House and Chase & Sanborn, two of the leading roasters of coffee.

Concurrently with the announcement that the two biggies were cutting prices, came the announcement by the Agriculture Department that by mid-1955, supplies of coffee would be more than the amount consumed in the world. Between now and the middle of next year, will probably be the last season in which the close balance will exist between production and consumption, the bureau reported.

The excessive production depends on how Brazil will recover from the damage done to its plantations by frost last summer. The department, while acknowledging that the frost damage was a factor in the increased market price for coffee, also said there was no decline in total world production following the 1952-53 marketing season. World coffee production during the 1953-54 season came to 41.4 million bags.

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# Storm-Hit Area Does So-So Holiday Business

BOSTON, Sept. 11.—New England amusement spots did their best to recoup after last week's hurricane by catering to whatever crowds they could attract over the Labor Day weekend. The most seriously damaged were restricted to partial operations, but inland locations, not as badly hurt, played to good business in favorable weather.

In Rhode Island, Crescent Park operated Sunday and Monday (5-6) to small crowds, and served shore dinners. Most of the park came out of Hurricane Carol without serious damage, altho the speedboat ride's dock was washed away.

Rocky Point was deprived of power for the weekend, resulting in only concessions running. The shore dinner hall had been demolished in the storm and the dance hall was also damaged, but the rest of the spot fared well except the Ferris Wheel.

### Marital Law at Oakland

Oakland Beach in Warwick was under martial law thru the holiday stretch. Joseph Carrollo's Merry-Go-Round, Arcade and Dodgem escaped with minor damage. The local people and a few others who got passes into the area patronized his Arcade and M-G-R on Monday. Carrollo's M-G-R at Goddard Park, Potowomet, R. I., his M-G-R and Arcade at Lake Michnock, West Greenwich, and his new park at Lake Nipmuc in Mendon, Mass., all suffered slight damage, with the owner estimating the loss at around \$7,000.

Lincoln Park in North Dartmouth, Mass., had its Mardi Gras Week festivities upset by hurricane, being without power from Tuesday (31) thru Friday night (3).

The Monday baby beauty contest went off okay, but casualties were Tuesday's pet show, Wednesday's diaper crawl contest, Thursday's Miss Kiddieland contest, and Friday's fireworks. Also canceled was Tuesday's dancing for which the Bernie Cummings band was present.

### Lincoln Draws Well

The park was with power again Saturday morning (4). The CIO Transport Workers' Union of Fall River and New Bedford turned out 30,000 strong for their annual two-day outing starting Sunday, and the second day of the fest drew 25,000. Fireworks and a kiddie revue were held both nights and the Monday midnight dance drew well. There were eight Al Martin acts also offered that day. Roland Gameche handled the promotion work for the park.

In general, the New England area did not produce very much outdoor business over the holiday weekend. Large segments of the population stayed home to count their own storm losses, especially in the immediate coastal areas. Crowds that finally got to the fun-spots arrived late and didn't spend much. Parks and picnic grounds got a big play as thousands of families picnicked out with their

grocery supplies. Many had been cooking outdoors for a week because of power failures.

Norumbega Park in Auburndale was jammed on Sunday (5) with picnickers. Roy Gill, owner of the spot, reported the loss of many trees to the hurricane, and had his crews readying for the holiday business.

At Salisbury Beach, Salisbury, Mass., Charley Gamarnick reported he was among the fortunate ones. His Ferris Wheel rocked like a ship at sea, but didn't come down. There was no damage to his kiddie rides either and he had light and power by 7:30 p.m., while the rest of the beach was in darkness. He reported benches and refuse cans tossed around "like bowling balls." Many concessions were damaged.

The Roller Coaster at Salisbury was badly damaged.

Old Orchard Beach, Me., was looking forward to a big weekend despite the hurricane. There were high waves and winds, but the only beach damage done was the loss of a few signs, Town Manager Norris W. Stilphen reported. Old Orchard Pier was buffeted by waves and wind but sustained no damage. Electric failure caused cancellation at nearby Scarborough Downs race track.

In Rhode Island, beaches at Newport, Narragansett and Westerly were almost completely ruined. Passes to the Oakland Beach area were issued by policemen at the entrance to the beach.

# Detroit Fair Concession Ops

DETROIT, Sept. 11.—Independent concessionaires at the Michigan State Fair include:

Food—Sam Adler and Sons, Oscar Bank Company, Barsch Catering Company, Charles E. Boots, Thomas A. Brooks, Howard O. Briggs, Annie J. Brown, John P. Buback, Carpenter and McBride, Donald M. Conrad, Mrs. John Daskaloff, Lillian Davis, Charles Dawson, Gwendolyn Dombrowski, Fred M. Dulin, Genevieve Dutkiewicz, Jack C. Giroux, R. Havey and H. O'Donnell, William H. Havey, Julia A. Horner, Julia Hovey and G. Clary, Jennings Johnson, Walter S. Kozak, Robert Kutzen, F. Ira Labadie, Raymond Lindsey, Cecelia Lohse, Frank Martin and G. Edward Havey, W. S. Myers, John Obielecki, Jerry Pappas, Robert Remington, W. C. Rettich, Russell G. Ryckman, Tillie Silverman, Helen Skowronski, Charles L. Swain and R. L. Swain, G. H. Tucker, Jimmy Tucker, Brown and Williams Catering Co.

Popcorn—Mrs. Galust May, Albert Goodbalian, Joe Johnson, Mrs. Mike Johnson, Dorothy G. Lutz, Arthur Mahlebashian, John Mahlebashian, Dajad Dan Nabandian, Albert Ohanesian, Charles H. Ohanesian, Leo Oumedian, Morrison Smith, Edward V. Tansian, H. A. Yavruian, S. A. Yavruian, H. Zazarian.

Frozen custard—Frederick G. Brown, William C. Dwyer, W. S. Myers.

Salt water taffy—William J. Coffelt, Stanley S. Powell.

Vitamins—William E. Boyce, Martin Brown, Chester Nairne.

Cotton candy—Sidney Ayles (5), Paul Delaney, Earl R. Floyd, Jay Hotchkiss, Maurice G. Layne, Arthur Earl Moon, W. S. Myers.

French fries—George and Helen Frazee (2), Fred A. Mullin, Troy V. Grady.

Auto polish—John Branscombe, Charles McCloskey, J. Arthur McCool.

Photos—Gerald Levine, Will Stein (2), George Lewis.

Shooting galleries—Neal Carlin, W. O. King (5), Thomas Sutton.

Novelties—Mrs. Angus Albany, Edward Bennett, Andy Day, Paul Delaney (2), Desplenter Brothers (5), Leonard Luxenberg (2), Harry Lefkowitz, Hats—Jack Durand, Leonard Luxenberg (2), Raymond P. Madigan, Harry Moore (4), Ray Schafran (3).

Jewelry—Gus DeQuatro, E. N. Golden (2), Nick Gonte, Harry Kibel, Martin J. Lawless, Marge Russell, Jack Zalchick, Jack A. Litwin.

Kitchen gadgets—Crestline Co., Carl Linenfesler, Alex Sales Co. (2).

Horoscopes—Edward G. Edwards, Randolph Mathura, Thomas J. Norton Jr.

Wholesale privileges—Borin Brothers, Ice; Brown and Williams, Vernor's Ginger Ale; Cadillac Market Co., fresh and smoked meats; L. W. Carpenter, paper supplies; Detroit Coca-Cola Co.; Donald T. Elliott, tobacco, and vending in the Coliseum; Everkrisp Food Products, potato chips; Geha Brothers, produce; Gordon Baking Co., baked goods; Marathon Linen Service, linen rental; Migas Co., bottled gas; Phelps Krag, coffee; Queen Quality Laundry; R. & L. Wholesale, dry groceries; Russell Ryckman, pies and doughnuts; Seven-Up Bottling Co.; Thomas J. Thompson Sons, poultry and fish; Twin Pines Dairy; James Vernor Co., ginger ale; Velvet Peanut Products, peanuts and raw popcorn; Wilson Enterprises, ice cream.

Novelties — Clement Adams, candied apples; Mr. and Mrs. P. Barton, gifts and flowers; Henry L. Biggs, shoe shine; M. Beatty, herbs; D. Beatty and Kallen, candy apples and peanuts; Art Braver, general merchandise; Phil Dermer, mechanical toys; Donald T. Elliott, tobacco; Samuel S. Field, artist booth; Murray Fien, chamelons; W. R. Gill, weighing machines; Irving Golde, knife sharpeners; Edward N. Golden, auction truck; Robert W. Henderson, strollers; Lyle Hotchkiss, root beer; Jereline Jones, fudge; George Kehoe, handwriting; Leon Maloff, juice stand; Marvokitz Brothers, key rings; Charles McCloskey, hand tools; W. G. Scheeres, coffee; Michigan Fruitmatic, fruit machines; Thomas J. Norton, saw blades; Jerry Samet, dolls and animals; Albert Sarkees, balloons; Paul H. Swain, orange drink; Ernest Taylor Jr., snow cones; E. B. Wilson, batting game; Norman Zemer, root beer.

# Phila. Pool Loses on Race Issue

PHILADELPHIA, Sept. 11.—Negroes were admitted to Boulevard pools for the first time last Sunday (5). About 20 showed up during the day, the pool said. Most of them merely paid the \$1 admission fee, walked into the locker rooms and then left but about eight put on suits and went into the water.

Martin J. Cunningham, partner and manager of the pool, was adjudged in contempt of court recently for refusing to admit Negroes and his arrest was ordered. Max C. Baylinson, attorney for the pool management, said Cunningham was out of town but would present himself to the court.

Until Saturday afternoon (4) bathers were required to buy membership cards for 50 cents and then pay \$1 for admission each time they used the pool.

The action against Cunningham was the result of a court ruling a year ago requiring management of pools to admit Negroes. On August 17 contempt proceedings were sought by the American Civil Liberties Union, the National Association of the Advancement of Colored People and the city's Commission on Human Relations. Judge Edwin O. Lewis of Com-

# Post Features Russ Petitt

PHILADELPHIA, Sept. 11.—Russell E. Petitt, manager of the Santa Clara County Fair, San Jose, Calif., was the subject of a feature article in the September 17 issue of the Saturday Evening Post. The piece, titled "I've Got the Craziest Job," relates the problems of managing an agricultural fair. It is complete with colored photos of the Santa Clara plant and a shot of the Mike Krekos midway zone.

mon Pleas Court enjoined the management from denying admission to Negroes, holding that pools are places of public accommodation under the State civil rights law of 1939. An appeal from this decision is pending in State Supreme Court. Last month Cunningham told the court he would close the pool if forced to admit Negroes.

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# Percells Top Initial Year With Pa. Spot

SOUTH WILLIAMSPORT, Pa., Sept. 11.—Percell's Amusement Park, completing its second season, scored much better in 1954 than its first time around, Owner-Manager Michael Percell reported.

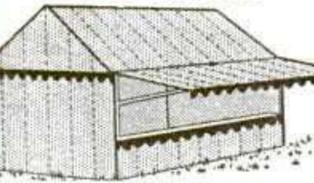
Bad weather on special event days cut into the gross, but large picnic groups on good days helped bolster business. Country and variety acts along with free admission and free parking also helped. Top crowds of the year turned out Sunday (29) to see Mabel Seiger and Her Country Gentlemen from the Original WWVA Jamboree.

Spot ran seven days weekly this summer. Three rides, a ballroom and five concessions were new this year. A large bathing beach did well on warm days. Expansion plans for 1955 are being made by Percell and Mrs. Percell, who is co-owner.

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**COMING EVENTS**

**Arizona**  
 Eloy—Mex. Independence Day Celebration, Sept. 15-16.  
 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. 18-23.  
 Heber Springs—Oleburne 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.  
 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.  
 Delano—Harvest Holiday, Oct. 6-10.  
 Lamont—Cotton Carnival, Oct. 20-24.  
 Los Angeles—Great Western Livestock Show, Nov. 27-Dec. 2. A. M. Mathews.  
 Los Angeles—International Horse Show, Oct. 16-23.  
 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**  
 Denver—Gift and Jewelry Show, Hotel Albany, Sept. 23-26. Allied Exhibitors. 3832 Wilshire Blvd., Los Angeles.  
 Grand Junction—Parrin Show, Oct. 6-10.  
 Kit Carson—Kit Carson Day, Sept. 18. Paul Bock.  
 Littleton—Homecoming, Sept. 17-18. Stan Brodd.

**Illinois**  
 Chicago—International Pet Fair, Sept. 21-23.  
 Chicago—International Dairy Show & Rodeo, Oct. 8-17.  
 Chicago—International Livestock Expo., Nov. 26-Dec. 4.  
 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—Perstimon Festival, Sept. 28-Oct. 2.

**Iowa**  
 Waterloo—National Dairy Cattle Congress, Oct. 2-9. Ed S. Estel, 307 Rainbow Drive.

**Kansas**  
 Lawrence—Centennial, Sept. 23-28.  
 Wichita—Territorial Centennial, Sept. 19-26. Harry Peebles, 431 S. Main.  
 Wichita—Do-It-Yourself Show, Oct. 20-24.

**Kentucky**  
 Kentwood—Florida Parish Dairy & Agr. 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.  
 Kentwood—Fla. Parish Dairy & Agr. Festival, Sept. 15. J. M. Breiden.  
 Leesville—West Louisiana Forestry Festival, Oct. 25-30.  
 Marksville—Louisiana Livestock & Pasture Festival, Oct. 4-10. K. J. Ducote.  
 Opelousas—Louisiana Yambilee, Oct. 5-7. Billy Smith.  
 Villa Platte—La. Cotton Festival, Sept. 18-19. Mervin E. Vidrine.  
 Winnfield—Louisiana Forest Festival, Oct. 13-16. R. C. Heard.

**Maryland**  
 Princess Anne—Livestock Show, Oct. 1-2. Howard H. Anderson.  
 Timonium—Eastern Natl. Livestock Show, Nov. 13-18. Joseph W. Shirley.

**Michigan**  
 Ionia—Ionia Fat Stock Fair, Nov. 2-4. Abram P. Snyder, Courthouse.  
 Jackson—Southern Mich. Fat Stock Show, Nov. 9-10. Fred Savage.

**Mississippi**  
 Aberdeen—Monroe Co. Livestock Show, Sept. 21-25. Robert C. Couch.  
 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.  
 DeKalb—Kemper Co. Livestock Show, Sept. 15-18. Jas. S. Overstreet.  
 Eupora—Webster Co. Livestock Show, Sept. 27-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.  
 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. C. P. Randle.  
 Poplarville—Pearl River Co. Livestock Show, Oct. 7-9. J. M. Sinclair.  
 Sardis—Panola Co. Livestock Show, Oct. 8. Thatchet Bishop.

**Senatobia—Tate Co. Livestock Show, Sept. 20-22. G. W. Weeks.**  
**Starkville—Oktibbeha Co. Livestock Show, Oct. 4-9.**  
**Tylertown—Wallich Co. Livestock Show, Oct. 4-8. Ansel Estess.**  
**Wiggins—Stone Co. Livestock Show, Sept. 24-25. F. S. Batson.**

**Missouri**  
 Brunswick—Fall Festival, Sept. 23-24.  
 Hannibal—Street Celebration, Sept. 20-25. Chamber of Commerce.  
 Joplin—Jr. Beef Show, Sept. 27. Chas. Joffill, 112 W. Fourth St.  
 Kansas City—American Royal Stock Show, Oct. 15-24. O. M. Woodward.  
 Kirksville—Celebration, Sept. 23-25.  
 Lamar—Industrial Fair, Sept. 14-18.  
 Maryville—Baby Beef & Pig Show, Sept. 20. K. Walkup.  
 Milan—Jr. Livestock Show, Sept. 17. Mrs. P. M. Mar.  
 Monroe City—Lions Club Fall Festival, Sept. 27-Oct. 2.  
 St. Joseph—Buchanan Co. Livestock Show, Sept. 18. Webb Embrey.  
 St. Joseph—Interstate Baby Beef & Pig Show, Sept. 21-23. H. M. Garlock.  
 St. Joseph—Interstate Home Economics Shows, Sept. 21-23. Webb Embrey.  
 Tindell—Celebration, Sept. 16-18.  
 Urbana—Four-Co. Dairy Show, Sept. 25. H. R. Klein.  
 Wardell—Cotton Carnival, Sept. 20-25. Rotary Club.

**Nevada**  
 Carson City—Admission Day Celebration, Oct. 31.

**New York**  
 Niagara Falls—Home Show, Sept. 11-19. Anthony P. Soluri.

**North Carolina**  
 Scotland Neck—Firemen's Peanut Fair, Sept. 20.

**Ohio**  
 Bradford—Pumpkin Show, Oct. 12-16. P. C. Meek.  
 Cincinnati—Do It Yourself Expo., Oct. 9-13. Jaycees.  
 Portsmouth—Street Fair, Sept. 27-Oct. 2.  
 Somerset—Pumpkin Show, Sept. 22-25.  
 Toledo—Food Show, Sept. 19-24. Andy Mulligan.  
 Toledo—Do-It-Yourself Show, Oct. 3-10. H. F. Van Horn, Jaycees.  
 Toledo—Better Living Expo., Oct. 23-31.  
 Troy—Miami Valley Food & Appliance Show, Sept. 17-19.

**Oregon**  
 Portland—Pacific International Livestock Expo., Oct. 19-23. Walter A. Holt.

**Pennsylvania**  
 Athens—McMinn Co. Fair Assn., Sept. 13-18. Mrs. Jim Buttram.  
 Bridgeport—Celebration, Sept. 13-18.  
 Nazareth—Farm Products Show, Nov. 18-20. Paul R. Seifert.  
 Tioga—Harvest Festival, Sept. 15-19.  
 Pittsburg (Heers Island)—Jr. Beef & Lamb Show, Oct. 19-21. Chas. L. McAdams.

**South Carolina**  
 Gaffney—Sesquicentennial, Sept. 12-18.

**South Dakota**  
 Kennebec—Lyman Co. Fall Festival, Sept. 17-18.  
 Mitchell—Corn Palace Festival, Sept. 19-26. Leon Harmon.  
 Sioux Falls—Tepee Days, Oct. 1-3.  
 Sioux Falls—Auto Show, Nov. 24-28.  
 Yankton—Free Pancake Days, Sept. 30-Oct. 2.

**Texas**  
 Beeville—South Tex. Hereford Show & Sale, Nov. 8-9. Edward M. Neal.  
 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.  
 Kerrville—Southwest Sheep Dog Trials, Sept. 24. Jim Tucker.  
 San Antonio—Expo. of the Americans, Oct. 29-Nov. 7. Ralph W. Stevens, White Plaza Hotel.

**Utah**  
 Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Pfejdstad, 506 Kiesel Bldg.

**West Virginia**  
 Shinnaton—Frontier Days Celebration, Sept. 16-18.

**Wisconsin**  
 Cornell—American Legion Conference, Sept. 25-26.

**Wyoming**  
 Laramie—Western Square Dance Festival, Oct. 29-30.

**Carnival Routes**

Send to  
**2160 Patterson St. Cincinnati 22, O.**

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

A. C. of A.: Louisville, Ky.  
 A-I. Am.: New Madrid, Mo.; Gideon 20-25.  
 Alamo: Duncan, Okla.; Bowie, Tex., 20-25.  
 American Beauty: (Fair) Paragould, Ark.  
 A. M. P.: (Fair) Hillsville, Va.; (Fair) High Point, N. C., 20-25.  
 Badger State: Lake City, Minn., 13-15; Red Wing 17-22.  
 Beam's Attrs.: Chesterfield Courthouse, Va.; Victoria 20-25.  
 Bee's Old Reliable: (Fair) Booneville, Ky.; (Fair) Beattyville 20-25.  
 Belle City: Wisconsin Rapids, Wis., 16-18.  
 Bernard & Barry: Welland, Ont.; Stratford 20-22; Galt 23-25.  
 B. & H.: Lynchburg, S. C.; Holly Hill 20-25.  
 Big State: (Fair) Cushing, Okla.; (Fair) Stillwater 20-25.  
 Blue Grass: (Fair) Cape Girardeau, Mo.; (Fair) Columbus, Miss., 20-25.  
 Blue Valley: Stover, Mo., 16-18.  
 Bogie, F. C.: Shamrock, Tex.  
 Boone Valley: Wichita Falls, Tex., 14-19.  
 Brodbeck & Shrader: Blackwell, Okla.; Hutchinson, Kan., 20-25.  
 Buck, O. C.-Model: Salisbury, N. C.; Cherokee 20-25.  
 Burke, Harry: (Fair) Port Allen, La., 16-20; (Fair) New Iberia 23-26.  
 Burkhardt: Shawneetown, Ill.  
 Brewer's United: Hempstead, Tex., 16-18.  
 Capital City: (Fair) LaPayette, Ga.  
 Carr, Lawrence: (Fair) Manchester, Vt., 16-19.  
 Casey, E. J.: (Fair) Cochrane, Ont.; Timmins 16-22.  
 Catlett Greater: Fort Scott, Kan.  
 Central Am. Co.: Whiteville, N. C.  
 Central States: (Fair) Pawhuska, Okla.; (Fair) Altos 20-25.  
 Cetlin & Wilson: (Fair) Reading, Pa.  
 Chance, R. H.: (Fair) Cordell, Okla., 13-16; Augusta, Kan., 17-18; (Fair) Boise City, Okla., 21-25.  
 Chanos, Jimmie: Eaton, O.; Winchester, Ind., 20-25.  
 Cherokee Am. Co.: Wewoka, Okla., 13-15; Madill 16-18; Shawnee 20-23.  
 Coleman Bros.: Greenfield, Mass.  
 Continental: (Fair) Trumansburg, N. Y., 15-18.  
 Cote Am.: Breckenridge, Mich.  
 Crafts Expo.: Lodi, Calif., 16-19.  
 Crafts 20 Big: Lodi, Calif., 15-19; (Fair) Watsonville 23-26.  
 Cross Road Am. Co.: Rockford, Mich., 16-18.  
 Cumberland Valley: (Fair) McMinnville, Tenn.; (Fair) Cedartown, Ga., 20-25.  
 Cunningham Expo.: Belington, W. Va., 15-18.  
 Davis Am. Co.: (Fair) Burns, Ore., 15-19; (Fair) John Day 22-26.  
 DeL-Flore Am.: (Fair) Circleville, O., 15-18.  
 Dickson United: (Fair) Waurika, Okla., 15-18.  
 Dixie Expo.: (Fair) Port Payne, Ala.  
 Drew, James H.: (Fair) Prestonsburg, Ky.; (Fair) Newport, Tenn., 20-25.  
 Dudley, D. S., No. 1: (Fair) Lamesa, Tex.  
 Dudley, D. S., No. 2: Clovis, N. M.  
 Dumont: Morrisville, N. C.  
 Dyer's Greater: Tiptonville, Tenn., 15-18.  
 Ellis, Doug: Carrollton, Ky.; (Fair) Brandenburg 22-25.  
 Evans United: Lexington, Mo.; Concordia 22-25.  
 Ferris, Carl D.: (Fair) Edenton, N. C.; (Fair) Warrenton 20-25.  
 Franklin, Don, No. 1: (Fair) Texarkana, Tex.; (Fair) Wharton 21-25.  
 Franklin, Don, No. 2: Butler, Mo.; Neosho 20-25.  
 Gatto Am.: Bridgeport, Pa.; (Fair) Egg Harbor, N. J., 20-25.  
 Gem City: (Fair) Columbia, Tenn.  
 Gentsch, J. A.: Cleveland, Miss.  
 Georgia Am. Co.: (Fair) Fitzgerald, Ga.; (Fair) Cumming 20-25.  
 Glades Am. Co.: Stanley, Va.; Conway, S. C., 22-Oct. 1.  
 Gladstone Expo.: (Fair) Savannah, Tenn.; (Fair) Pontotoc, Miss., 20-25.  
 Gold Medal: Rutherfordton, N. C.; Concord 20-25.  
 Gooding Am. Co., No. 1: (Fair) Carthage, Ohio.  
 Gooding Am. Co., No. 2: (Fair) Saginaw, Mich.  
 Gooding Am. Co., No. 3: (Fair) Knoxville, Tenn.  
 Gooding Am. Co., No. 4: (Fair) Bellville, O.  
 Gooding Am. Co., No. 5: (Fair) Norwalk, O.  
 Gooding Am. Co., No. 6: (Fair) Upper Sandusky, O.  
 Gooding Am. Co., No. 7: (Fair) Montpelier, O.  
 Gooding Am. Co., No. 8: Girard, O.  
 Gopher State: Rothsay, Minn., 18-19.  
 Grand American: (Fair) Audubon, Ia.; (Fair) Carrollton, Mo., 22-24.  
 Great Wallace: (Fair) Rocky Mount, Va.; Reidsville, N. C., 20-25.  
 Greater Dixieland Expo.: (Fair) Russellville, Ark.  
 Groves Greater: (Fair) Vivian, La.; (Fair) New Iberia 20-26.  
 Hale's Shows of Tomorrow: (Fair) Humboldt, Neb.; Plattsmouth 21-25.  
 Hames, Bill: (Fair) Tyler, Tex.; (Fair) Amarillo 20-25.  
 Hammond, Bob: (Fair) Temple, Tex., 20-25.  
 Hannum, Morris: Elizabethtown, Pa.  
 Happy Attrs.: (Fair) Wooster, O.; (Fair) Dover 20-25.  
 Happyland: (Fair) Allegan, Mich.  
 Hartsock: Neelyville, Mo.  
 Helman United: Mount Ida, Ark.; Foreman 20-25.  
 Heb. L. J.: (Fair) Marietta, Ga.; (Fair) Winder 20-25.  
 Holly Am. Co.: (Fair) Jonesboro, Ga.; (Fair) Fayetteville 20-25.  
 Hottle Buff, No. 1: (Fair) Lawrenceburg, Tenn.; (Fair) Florence, Ala., 20-25.  
 Hottle Buff, No. 2: (Fair) Kennett, Mo.  
 Howard Bros.: (Fair) Maryville, O.; (Fair) Ottawa 20-25.  
 Hugo's Novelty Expo.: (Fair) Plattsburg, Mo.  
 Ideal Rides: Ellettsville, Ind.  
 Imperial: DeKalb, Ill., 14-19; (Fair) Rockford 21-25.  
 Interstate: (Fair) Somerville, Tenn.; (Fair) Bolivar 20-25.  
 I. T.: (Fair) Bridgeton, N. J.  
 Johnny's United: Lebanon, Tenn.; Huntington 20-25.  
 Key City: Taylorsville, Ill.; Maroa 20-25.  
 Keystone Expo.: Ehrhardt, S. C.; Bowman 20-25.  
 Kile, Floyd O.: Mountainview, Ark.  
 Klein Am. Co.: Sherburn, Minn., 14-15; Windom 16-17.  
 Lane, Leo: (Fair) Aiken, S. C.; Decatur, Ga., 20-25.  
 Manning, Ross: Emporia, Va.  
 Marlon Greater: (Fair) Kingstree, S. C.; (Fair) Manning 20-25.  
 Marks, John H.: Burlington, N. C.  
 McKenna Rides: Montello, Wis., 15-21; Lodi 22-28.  
 Merriam's Midway: Albion, Neb., 15-18; Gothenburg 23-24.  
 Metropolitan: (Fair) Jackson, Tenn.  
 Midway of Mirth: (Fair) Jonesboro, Ark.; (Fair) Marvel 20-25.

Mighty Hoosier State: (Fair) Dillsboro, Ind.; Versailles 22-25.  
 Mighty Page: (Fair) Dunn, N. C.; (Fair) Bennettsville, S. C., 20-25.  
 Milliken Bros.: Adel, Ga.; Nahunta 20-25.  
 Moore's Modern: (Fair) Wynne, Ark.  
 Moser-Rundie: Batavia, La., 16-18.  
 Motor State: (Fair) Harrison, Mich.  
 Myers, Sonny: (Fair) Norborne, Mo., 14-15; Waverly 16-18.  
 Nelson, George W.: Correctionville, Ia., 14-13; Schlewsig 17-18; Battle Creek 20-21; Ute 22-23; Pandora 24-25.  
 Nolan Am. Co.: (Fair) Greenup, Ky.; Somerset, O., 21-25.  
 Norton's Rides: Lovington, N. M.  
 Page Bros.: Springfield, Tenn.  
 Palmetto Expo.: Gaffney, S. C.; Moncks Corner 20-25.  
 Pan American Am. Corp.: Chula Vista, Calif., 22-26.  
 Penn Premier: Durham, N. C.; Lexington 20-25.  
 Powell Greater: (Fair) Cadiz, O.; (Fair) Woodsfield 21-24.  
 Prell's Broadway: Goldsboro, N. C.; Mount Airy 20-25.  
 Priddy: (Fair) Edna, Tex., 14-16.  
 Proctoria: Martinsville, Va., 13-20.  
 Raines Am.: (Fair) Perry, Okla.  
 Raley Bros.: (Fair) Seaboard, N. C.; (Fair) Scotland Neck 20-25.  
 Red Ribbon: New Albany, Miss.  
 Reithoffer, Uley: McClure, Pa., 15-18.  
 Rockwell: Ada, Okla.  
 Rocky Mountain Empire: Farmington, N. M., 15-19.  
 Rogers Bros.: (Fair) Glenwood, Minn., 17-19.  
 Rose City Rides: Sullivan, Mo.  
 Royal American: Topeka, Kan.  
 Royal Expo.: (Fair) Lincoln, Ga.; (Fair) Milledgeville 20-25.  
 Royal United: Forrester, Ill., 15-16.  
 Schafer's Just for Fun: Gary, Ind.; Ardmore, Okla., 20-25.

**Circus Routes**

Send to  
**2160 Patterson St. Cincinnati 22, O.**

Beatty, Clyde: Kearney, Neb., 14; Grand Island 15; Columbus 16; Norfolk 17; Fremont 18; Lincoln 19.  
 Cole, George W.: Evergreen, Ala., 14; Monroeville 15; Grove Hill 16; Chatham 17; Waynesboro, Miss., 18; Bay Springs 20; Raleigh 21; Morton 22; Philadelphia 23; DeKalb 24; Louisville 25.  
 Gainesville Community: Fort Worth 15-16; Jacksonville, Tex., 20; Bridgeport 23; Commerce 27; Bonham 30.  
 Gould, Jay: Meredosia, Ill., 16-19; Washington, Ia., 20-21; Russell 24-25.  
 Hagen Bros.: Atlanta, Ga., 14; Anniston, Ala., 18.  
 Hunt Bros.: Easton, Md., 14; Cambridge 15; Pocomoke City 16; Crisfield 17; Salisbury 18; Onancock, Va., 20; Chincoteague 21; Berlin, Md., 22; Selbyville, Del., 23; Georgetown 24; Harrington 25.  
 Kelly-Miller: Howardsville, Ia., 14; Le Mars 15; Cherokee 16; Storm Lake 17; Sac City 18; Mapleton 19; Denison 20; Carroll 21; Harlan 22; Atlantic 23; Bedford 24; Shenandoah 25; Glenwood 26; Nebraska City, Neb., 27; Tarkio, Mo., 28; Marysville 29; Fall City, Neb., 30.  
 Kelly-Morris: Waltham, S. C., 15.  
 King Bros.: Sumter, S. C., 14; Darlington 15; Dillon 16; Whitesville, N. C., 17; Fayetteville 18; Kingston 20; Jacksonville 21; Wilmington 22; Conway, S. C., 23; Charleston 24; Savannah, Ga., 25; Jacksonville, Fla., 27; Waycross, Ga., 28; Douglas 29; Cordelia 30.  
 Mills Bros.: Pottstown, Pa., 14; Phoenixville 15; Media 16; Chester 17; Wilmington, Del., 18; Bel Air, Md., 20; Baltimore 21; Wheaton 22; Falls Church, Va., 23; Suitland, Md., 24; Lexington Park 25.  
 Polack Bros. Eastern: Columbus, Ga., 13-14; Charleston, S. C., 16-18.  
 Polack Bros. Western: Eugene, Ore., 16-18; Roseburg 19-20; Medford 22-23; Redding, Calif., 25-26; Marysville 28-29.  
 Rice Bros.-Joe Mix: Helena, Ark., 13-17; Blytheville 20-24; Cairo, Ill., 27-Oct. 1.  
 Richards Bros.: Arab, Ala., 14; Cullman 15; Phil Campbell 16; Red Bay 17; Sulligent 18; Quitman, Miss., 20; Union 21; Philadelphia 22; Carthage 23; Durant 24; Lexington 25.  
 Ringling Bros. and Barnum & Bailey: Winona, Minn., 14; Dubuque, Ia., 15; Cedar Rapids 16; Davenport 17; Burlington 18; Ottumwa 19; Des Moines 20; Iowa City 21; Waterloo 22; Mason City 23; Fort Dodge 24; Sioux City 25; Council Bluffs 26; St. Joseph, Mo., 27; Kansas City 28-29; Lawrence, Kan., 30.

**Miscellaneous**

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**BBC Forecasts Err, English Parks Complain**  
 FLEETWOOD, England, Sept. 11.—With British park and resort operators blasting the BBC for killing off potential business by airing erroneous or misleading weather reports, one operator has suggested a remedy.  
 Carlton Smith, manager of Fleetwood Entertainment, suggests an airplane carry a sign reading "It's a lovely day in Fleetwood today," and that the plane fly over several industrial cities of England early enough in the day to allow residents time to reach the resort.  
 Complaints voiced in England about weather forecasts are nearly identical to those made in the United States by park operators and others this season.

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## \$250,000 Tab On Blaze at Atlantic City

### 11 Stores Ruined In Area Around Steeplechase Pier

ATLANTIC CITY, Sept. 11.—The Miss America pageantry went off all right this week despite Sunday's (5) fire which caused an estimated \$250,000 damage in the area around Steeplechase Pier. The pier itself was not seriously damaged by flames, which were concentrated in the 1100 block on the Boardwalk, known as the Riddle Block.

Eleven stores were burned out. Firemen were hampered for a time by Labor Day weekend crowds which crowded for good vantage points from which to view the destruction. There were no injuries.

More than 1,000 persons were on the pier but were herded to the beach for safety. The fire was similar to the one which swept the Steel Pier section nearby five weeks ago.

Boardwalk repairs were estimated at around \$40,000 for the latest blaze, which was of unknown origin. It gained momentum undetected beneath the Boardwalk, then burst suddenly thru the wooden planking.

Practically destroyed were Mammy's Restaurant, Steel's

(Continued on page 60)

## Houston Spot's Back-to-School Annual Scores

HOUSTON, Sept. 11.—The eighth annual Houston "Back to School" party at Playland Park Saturday (4) set a new high attendance record with 3,400 kids and an estimated 6,000 adults. Last year's mark was topped by 4,000.

Program was built around personal appearance of six pro wrestlers, three outstanding college football stars, a clown, and half fare on all the 30 park rides. Prizes included a live pony and bicycle.

Houston Playland Park, managed by Louis and Sam Slusky, will operate on weekends and special occasions until Easter.

## Holiday Off 20%, Spokane Reports

SPOKANE, Sept. 11.—Gross receipts at Natatorium Amusement Park were down 20 per cent over the Labor Day weekend from a year ago, according to Manager Lloyd Vogel.

There were only two good days, Sunday and Monday. Cool, cloudy weather prevailed Friday and Saturday. Special rates were in effect for rides, with children under 12 getting 12 for \$1 and adults 7 for \$1.

The park will close for the season September 19 following the annual Policemen's Ball September 18.

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## MONDAYS SLOW? NOT FOR JIM

KANSAS CITY, Sept. 11.—While Mondays are dull for most branches of show business, not so for Jim W. Bevan, who has operated a pony ride here for 18 years. Bevan states Mondays have been about the best of the week at his place.

Why, the reason is simple, he says: Parents promise their children a pony ride on Saturday and don't get around to make the promise good until Monday!

## Detroit Parks Shutter After Mixed Finale

DETROIT, Sept. 11.—Parks in this area closed down for the season after Labor Day (6) and Edgewater Park reported its year's business was down 10 per cent from last year.

Sunday (5) was the hottest day of the year, breaking a 75-year mark, and the anticipated park crowds failed to show. Also in operation was the State Fair, plus beaches and routine amusement facilities.

Bob-Lo Park had good patronage on Sunday, however, with most of the extra patronage being attracted by the boat ride to the island rather than park attractions. And Labor Day brought twice the business the spot had on last year's rainy holiday.

At Jefferson Beach, Manager Harry Stahl followed the Monday closing with a Tuesday start on major additions to the elaborate lake boating layout opened at the park this spring. The boat docks, shops and other facilities are designed to make Jefferson Beach a year-round operation since much of the boat work comes when the park is closed. Included in present plans is a structure to raise boats out of the water for storage.

At Motor City Park, Mrs. Helyn Horwitz said that the spot would remain open as long as weather permits. Last year the Kiddieland stayed with it until November 22, drawing fair weekend business.

## Indian Point Schedules Weekend Play Thru Sept.

NEW YORK, Sept. 11.—Indian Point Park, Hudson River shore spot near Peekskill, N. Y., will continue to operate weekends thru the month of September and, possibly, thru the first part of October, E. D. Kelmans announced this week.

The Hudson River Day Line will continue to run its large boats thru this period. Additionally, several large picnic groups using bus transportation have been booked and efforts will be made to secure more.

Kelmans reasons that the picnic facilities of the park will attract many persons on nice weekends. The commercial operations will be curtailed personnel-wise. All units will be ready if business materializes, but if the weather is bad there will be few losses.

### Season Off

Business for the year is reported off altho a correct accounting will not be available for some time. While unit grosses are off there is to be taken into consideration the fact that several new major ride units, including a National train, Whip and Hot Rods, have done well. There was considerable more earning power in the park this year and it is unlikely that many patrons were able to sample everything.

Altho the season was dry as a whole, the adverse weather hit at the worst time, curtailing play on the vital Fourth of July weekend on virtually every weekend thruout August.

Many parks were reported well ahead during the first third of the season but this advantage in dollars was lost as the term progressed. The Labor Day weekend was the best the park has had

## '54 WORRISOME

# Eastern Ops Hope for Better, Or at Least Equal Takes in '55

NEW YORK, Sept. 11.—Eastern parkmen began battenning their attractions down this week with the hope that business prospects for next year would improve or at least not get any worse.

A marked decline in earnings ranging up to 15 per cent and more at many funspots had operators worried and puzzled. Reports indicated that the losses were registered mostly after the first third of the season which promised an illusionary banner season.

While weather was a definite factor there was a notable tightening up of spending. The weather pattern reversed itself this year, starting out good and ending up more or less bad. It culminated in a rousing hurricane that rocked many New England funspots and precluded the possibility of any

big takes for the final holiday weekend including Labor Day.

### Promotions Help

Once again the astute managers who correctly read the pre-season economic signs and were not fooled into laxity by the promises of a good start made out all right. The more successful placed heavy emphasis on their promotional efforts from the start and increased their efforts and expenditures in this respect as time went on and the need was indicated.

The gimmick days of the past were revived and new ones invented, and the manager closing out his season even now is probably as much concerned with promotional ideas for next year as he is with any other phase of activity. While an accidental brainstorm may develop into a notable crowd-

attracting event, good promotional ideas generally take careful planning and execution.

It was a year for bargains as operators quickly realized that patrons wanted something more for their money. Bargain rates to spur attendance on dull days and nights were added and emphasized by a number of spots. While nickel and dime prices were common, the less-than-a-nickel appeals for patronage failed to show in this territory and there is no indication that their adoption will be necessary next year.

A number of parks turned to or (Continued on page 60)

## Kansas City Kids See Monkey Bally

KANSAS CITY, Sept. 11.—Owner A. N. Rice, of Kiddieland, 12-ride park here, reports his volume is up and he has more customers this season but "there's not so much loose money being spent." To encourage business, he has sent out a brightly painted truck loaded with monkeys, which children can view thru a wire cage. Each child is presented tickets for two free rides to introduce them to Kiddieland.

## Transit Co. Sells Willow Grove Park

PHILADELPHIA, Sept. 11.—Willow Grove Park, 85-year-old amusement spot and location of one of the few surviving "scenic" rides of days gone by, will operate under new ownership in 1955.

An announced price of \$1,905,000 bought the park last week from Philadelphia Transportation Company. The area was opened on May 30, 1896 by the Union Traction Company as a ride promotion.

New owners are a three-man syndicate comprising Harry Jacobs, formerly in the automobile business, Philip Small, head of Small's, Inc., clothing firm, and Morton Michaelson, described as "an investor."

### Future Indefinite

Willow Grove has been managed by Elmer Foehl, president of the National Association of Amusement Parks, Pools & Beaches. First announcements of the park's future were inconclusive. Louis J. Goffman, representing the new owners, said a

shopping center is in prospect for part of the 107-acre plot.

As for the rest of the acreage, Goffman said, "It might continue as an amusement park forever. On the other hand, the investors might see fit to use it for something else within a few months."

Sale of the park at Old York and Easton roads, 14 miles north of Philadelphia, was the largest PTC real estate transaction since the company was formed in 1940. The park was owned by Willow Grove Park Company, a subsidiary.

The park passed from Union Traction in 1902 to Philadelphia Rapid Transit Company and was incorporated as a separate unit in the PRT system in 1919. When PRT was reorganized and Philadelphia Transit Company was formed, the park was retained as a company asset. It was leased (Continued on page 60)

## South Bend Has Industrial Show Over Labor Day

SOUTH BEND, Ind., Sept. 11.—Earl J. Redden's Playland Park here was the scene over the Labor Day weekend of an industrial exposition staged by the CIO and AFL with aid of local industries.

The funspot's exhibition hall was used for displays by the many industries which are active in the South Bend area. Attendance was estimated at 10,000 on Friday (4), 15,000 on Saturday and more on Sunday and Monday (6).

Idea originated with local union officials and it was described as an effort to combat some feeling that the local economy might be in jeopardy. Among causes of uncertainty were such things as Studebaker employees' voting recently to accept wage cuts and the possibility that part of Studebaker's operation would be moved from South Bend as a result of the merger of Studebaker and Packard.

The show demonstrated the large number of additional industries in the area. Exhibit hall operated from 1 p.m. to 10 and 11 p.m. daily. Free variety show was offered along with a band concert and a fireworks show in front of the park's grandstand.

## Power Failure Curbs Rocks' Holiday Biz

NEW YORK, Sept. 11.—A power failure deprived Rockaways' Playland of nearly three good hours last week, but unprecedented attendance and spending still went far over any previous Labor Day weekend. The neighborhood was darkened Sunday (5) at 9 p.m., and the trouble, caused by the falling of two high-tension lines on 105th Street, was cleared up before midnight, too late to save the evening.

Several food and game stands were without lights, as was the Scooter. The Cuddle-Up lost both (Continued on page 60)

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## Lincoln, Neb., Tops '53; Misses Record

Night Grandstand, Auto Races Hold Firm; Midway Ride-Show Takes Up 15%

LINCOLN, Neb., Sept. 11.—The Nebraska State Fair ended its six-day run here Friday night (10), with attendance higher than its 276,000 total of last year but under the peak 285,270 count of 1951. The weather, except for Wednesday night (8), was good.

Rain hit about 9 p.m. Wednesday, late enough to squeeze in most of the grandstand show. It washed out several hours of play on the midway, where the William T. Collins Shows provided the midway, but the ride and show grosses finished up about 15 per cent ahead for the full run. Games concessions, however, were off about 20 per cent.

### Entries Climb

Night grandstand business held about even with 1953, but daytime grandstand patronage was off, with the matinee drop-offs occurring for thrill shows and motorcycle races.

The fair's sturdy attendance was attributed to broader participation in the fair. Exhibits in the 4-H department were up more than 20 per cent. Cattle entries were so heavy that tents had to be pressed into service to house the overflow; more than 3,000 birds were entered in the poultry show, and swine entries hit over 2,000.

### Thrill Shows Off

The fair opened with a pageant, "The Prairie Panorama," staged by the John B. Rodgers Producing Company, Fostoria, O., in observance of the Kansas-Nebraska Territorial Centennial. The pageant, which drew its entire cast of 600 from Nebraska City, played to capacity. A Barnes-Carruthers revue, in for five nights starting

## Essex Jct. Rallies for 81,500 Gate

ESSEX JUNCTION, Vt., Sept. 11.—Final tabulation of attendance at the Champlain Valley Exposition announced this week discloses a total of 81,500, or 5,000 less than last year. It was a decline of just over 6 per cent.

The first half of the week was a partial washout because of adverse weather, with Tuesday a total loss, but attendance at the 33d annual showing perked up during the final three days, when the weather turned favorable.

Saturday's attendance given by president James S. Grow as 20,000 equalled the former previous high for that day set in 1947.

## INDIANAPOLIS HIT BY TWO-DAY HEAT

Sunday and Labor Day Gates Dip as Mercury Tops 100 After Strong First Three Days

INDIANAPOLIS, Sept. 11.—After a strong start, the Indiana State Fair was jolted by a heat wave. As a result, the nine-day event closed Friday night (10) with attendance down an estimated 10,000 to 15,000 from its 592,143 attendance of last year.

The event had been up each of its first three days and was leading 1953 gate figures by about 11,000 going into Sunday (5), but the mercury soared, then hovered at between 103 and 104 degrees. Attendance for the day dipped to 125,995, compared to 131,953 last year.

### 700 Heat Prostrations

There were 400 heat prostrations on the grounds, and Monday's (6) newspapers banner-lined this. The torrid weather continued Monday and it, together with the publicity given to Sunday's heat prostrations, sent the day's gate into a dip, down to 105,292, compared with 117,323 last year. There were 300 more heat prostrations which sparked more harmful publicity.

Monday (6), held up to past patronage.

Big car races, always popular here, accounted for crowds up to par Sunday (5) and Thursday (9). A 150-lap stock car race Friday (10), yielded a slightly smaller crowd than last year. Both thrill shows, Tournament of Thrills, operated by Leo Overland, in Monday (6), and Aut Swenson's Thrillcade, in Wednesday (8), were off from last year, as were motorcycle races staged Tuesday (7). The auto races were presented by National Speedways (Al Sweeney).

### Dancing Water Hits

"Dancing Waters" proved a big hit, grossing \$16,000 and sparking much favorable comment. It was spotted at the west end of the grandstand, a considerable dis-

(Continued on page 52)

## FINAL WEEKEND PUTS PNE AHEAD

Pulls 871,426 to Top '53 Attendance; Polack Circus Makes Up Early Losses

VANCOUVER, B. C., Sept. 11.—The Pacific National Exhibition this week shrugged off the effects of five days of rain during its 11-day run and closed its big gates on Labor Day after 871,426 and clicked thru its turnstiles, an increase over last year's 832,344.

Thru the first five or six days of the annual, attendance was off in the neighborhood of 5,000 but the final big three-day weekend pushed the count over the top. And an all-time record for any one day was set on the closing day when 145,524 patrons came thru the gates.

The fair's publicity department was credited with much of the increase. During the final week it ran newspaper advertising headed up "Don't worry about rain at the PNE, there are acres of fascinating exhibits under cover." The weather was a disappointment to V. Ben Williams, general manager, and the fair directors, who had set a million mark to shoot at.

### Track Takes Cut

Cancellation of one day's racing due to a muddy track cut into takes from that department by 8 per cent. A second Children's Day, held because the original was rained out, drew some showers but attendance still went 20,000 over the same day last year.

Polack Bros.' Circus in the

## Boxers Draw Strong Opener For Topsfield

TOPSFIELD, Mass., Sept. 11.—Frecking records for two days, the 13th annual Topsfield Fair, which opened on schedule recovering from Hurricane Carol, bid for a smash run. Opening Day Sunday (5) found 20,000 jamming in and Labor Day drew 40,000.

Fair visitors were lured by greyhound racing and workouts between Tony DeMarco, 10th ranking lightweight, and Tommy Collins. It was the first time in Massachusetts fair history that pugilists were offered in training as an attraction.

The record-breaking two days were remarkable, fair officials said, because of ruined crops and littered farms in the area left in the wake of New England's disastrous hurricane.

Fairground buildings needed repairs following the hurricane.

Forum trailed below last year during the early days of the fair. Turnouts took a spurt later, however, and made up the deficit. Saturday (4) and Monday (6) the circus put on three performances, the two extra afternoon shows to take care of the overflow.

Other strong attractions on the grounds included the cat, dog and mink shows as well as the cattle and horse exhibits. The fair program, which sold for a dollar on the grounds entitled each purchaser to a chance on the automobile which was given away each day. On the final night a furnished home was the prize. A drawing for \$13,500 in giveaways was also held on Labor Day evening with holders of advance fair admission tickets getting the merchandise.

## Quebec Gate Ahead But Spending Dips

QUEBEC CITY, Que., Sept. 11.—Despite rain on two days, the Provincial Exposition this week was running ahead of last year. Thru Thursday night (9) the paid gate count was 164,714 compared with 153,156 to the same point last year. These figures do not include admissions from advance ticket sales which are not audited until after the fair closes.

While pre-fair ambitions had been to top the 400,000 mark, veteran Manager Emery Boucher said there was little chance of doing this and even little possibility of matching the '52 all-time record of 365,000 admissions. Rain hurt two days but the weather spared Labor Day, a big day.

The "Hippodrome of 1955," a combination of "Skating Vanities" and "Dancing Waters," plus added attractions, was running behind last year in the big Coliseum. Up to the close of business Thursday, 55,081 had paid their way in to see the attraction. Last year 74,061 had come in up to that point.

### Midway Off

The J. P. (Jimmie) Sullivan-Conklin midway was off slightly considering the bigger influx of people this year. Per capita spending was down all over the grounds and was reflected in the fun zone.

The tighter dollar also showed up at the harness races. Both attendance and pari-mutuel handle was behind last year.

Exhibit-wise every available inch of space was taken with turn-aways reported in most departments. An exhibit that attracted much attention this year was a display of religious art in commemoration of the Marian Year.

(Continued on page 52)

## Des Moines Cracks Gate, Receipt Mark

Pulls 607,112 to Top '51 All-Time High; Income Exceeds 775G for New Record

DES MOINES, Sept. 11.—The 1954 Iowa Centennial State Fair ended its 10-day run Labor Day by cracking the all-time attendance mark, total receipts and a number of other records including a new high for a single day's attendance of 95,882.

Total attendance was 607,112 which not only exceeded last year's 513,861 but also excelled the former record of 543,461 set in '51. Helping to send the total well beyond the old mark was the record-busting crowd of 95,882 that filled the grounds to capacity Saturday (4). The previous all-time single day mark was 89,295 set in '46.

The appearance of President Eisenhower on the first Monday helped to a small degree but only 50,794 attended that day so actually the record-breaking crowds were due to the publicity and pulling power of the fair. Outside of the first preparation day, the 1954 edition bettered its 1953 attendance on every single day thru-out the 10-day run.

### Record \$\$

The fair will have total receipts in excess of \$775,000, another new record, and would have normally chalked up a top-sided net profit but the fair board had set aside a special budget of around \$75,000 for the centennial features. Secretary Lloyd Cunningham, however, still expects to come up with a net profit of close to \$125,000 which would compare with the \$50,000 last year.

Another reason for the outstanding success of the centennial fair was a change in programming with the rodeo shifted to afternoons for the last four days and night automobile racing for the final four nights.

Apparently this pulled in the crowds at the finish instead of allowing attendance to slip down and at the same time aided in chalking up record grandstand attendance and receipt figures.

Last year the Iowa fair inaugurated automobile racing under lights on the final night, the first

of the big fairs to do this and it saved the final grandstand show which in the past had been weak. This year, the board decided to go all the way and had the drivers racing under lights the final four nights.

A total of 59,339 attended the four nights of auto racing against 57,241 for the four afternoons of rodeo for a total count of 116,580. A year ago only 87,599 attended the grandstand on the final four

(Continued on page 60)

## Roanoke, Va., Matches '53 Attendance

ROANOKE, Va., Sept. 11.—The Roanoke Fair wound up its six-day run here Saturday (4) after virtually matching last year's attendance. Ideal weather prevailed thruout the week but the biggest turnouts came at night.

Grandstand turnouts were below last year, according to Arthur C. Walker, secretary-manager. Night show, booked thru Frank Melville, included the "Shrayder Follies (8), Clem Bellings and Company, magic, juggling and dogs; LaFlotte Duo, cyclists, and Jessie Griffith, organist and emcee.

John H. Marks' Shows reported midway takes were ahead of last year. Wednesday, Kids' Day, proved a big winner.

## Spokane Gets 60,000 Gate

SPOKANE, Sept. 11.—An estimated 60,000 persons attended the four-day Interstate Fair at Spokane's improved fairgrounds September 3-6, according to unofficial figures released Wednesday pending completion of an audit. The 1953 fair drew 50,000.

Herbert P. Welch, manager, said there were around 30,000 paid adult admissions. No general admission charge was made for children 14 and under. Seats for grandstand shows scaled at \$1 and \$1.50 for adults and 50 and 75 cents for children.

Acts featured in grandstand shows were Rasini's Rocket Car and the Multnomah County Motorcycle Corps. Carnival attraction was Schoonover's Cavalcade of the West.

## Rutland Running 12% Behind Last Season

RUTLAND, Vt., Sept. 11.—Helped by perfect weather, the 109th annual Rutland Fair got off to a good start with a crowd of 30,000 clicking thru the turnstiles for the Labor Day (6) preem of the week-long annual. Tho this mark is better by 3,000 than in '53, it failed to top the '52 record of close to 33,000 for the day. Attendance for the first three days was 57,000, or more than 12 per cent behind last year.

The enlarged exhibit areas were crammed to the overflow point and all available concession space had been long since sold out. The relocation of portions of the livestock exhibits provided the World of Mirth midway with badly needed space in the fun zone for the additional shows and rides brought here this year.

Seven heats of harness racing plus six acts of Hamid vaudeville drew a good Labor Day matinee grandstand. For the evening performance a near-capacity throng filled the stand and bleachers for the "Land of Enchantment" revue plus the Lottie Mayer Disappearing Water Ballet and eight supporting vaudeville acts.

Tuesday (8) with a free gate for children and Grange members, was held to 10,000 payees by morning thunder showers with an estimated additional 5,000 kiddies romping about the grounds. The race program was called off due to poor track conditions and a light grandstand was counted for the afternoon vaudeville.

The night show was hampered by a mid-performance downpour causing minor curtailment by some of the acts working in improvised rain togs, and the Roxette line which worked a couple of the production numbers in swim suits. Pyro show, booked for Tuesday thru Friday, closed the evening show.

Clearing skies Wednesday (9) aided the attendance marks and permitted resumption of a reshuffled race program, with all segments of the operation benefiting accordingly. In for Friday afternoon was the Nunis AAA big car races, with the Jack Kochman auto thrill show taking over for today's matinee. Hamid vaudeville and the night grandstand revue were continuing features thru-out the run.

# Unemployment, Heat Cut Detroit Gate

### First Six-Day Attendance Off 17%; Coliseum Name Show Behind '53 Pace

DETROIT, Sept. 11.—Hit by unemployment conditions and a heat wave capped by the hottest day of the year Sunday (5), the Michigan State Fair dropped nearly 17 per cent attendance-wise during its first six days. Total patronage thru the turnstiles during that period totaled 274,119, compared with 328,553 to the same point a year ago.

Aggregate attendance for the six days, including free admissions, was estimated by the fair management at 496,675. The excessive heat Sunday, when the thermometer registered 99 degrees, hurt attendance, and reports in the newspapers that 78 heat prostration cases had been cared for on the grounds, didn't help the Labor Day turnouts. A big influx to the beaches was an added deterrent.

#### Shows Okay

Attractions generally grossed better than last year despite the drop in attendance. The featured grandstand show of the week, Cisco Kid and Pancho with Colonel Shelby's rodeo, went away over '53 to draw 23,804 people in nine performances, for a gross of \$24,978.50. This topped by 50 per cent the 16,664 people and gross of \$16,259.50 set by last year's program of circus acts in a full six days, Monday thru Saturday.

The Jimmy Lynch Death Dodgers, which opened the fair with three performances on Friday and Saturday (3-4), drew 2,858 people, for a gross of \$3,132.89. This compared with attendance of 7,921 and a gross of \$7,771.75 chalked up by the Canadian Congress of Daredevils in the two opening days last year.

Saturday afternoon a 100-mile modified stock car race drew an estimated attendance of 3,800 and a gross of \$7,700.

#### Page Scores

The all-musical Coliseum show under the direction of Don Ridler, and starring Patti Page, drew 36,672 people in the four days it was presented, Friday thru Monday, running a little behind last year's total of 39,930. Curiously, the gross totaled \$39,730.46, a bare 38 cents ahead of last year's \$39,730.08. In support of Miss Page

were Geo. ie Shaw, Clark Brothers, Three Suns, Billy Ward's Dominoes, Four Lads, Salt City Five, and Roy Tracey, master of ceremonies.

A diversified agricultural show presented in the Coliseum on Tuesday, Wednesday and Thursday evenings, without a gate charge, drew virtual capacity audiences estimated at around 9,000. The parking concession took in 51,469 cars in the first six days, at a charge of 50 cents per car, or a gross of \$25,734.50.

An unusual amount of free entertainment was provided thru-out the grounds by the fair and many commercial sponsors. Eddie Dreyer's Versatiles played nightly

(Continued on page 56)

# Dallastown To Repeat Free Acts

DALLASTOWN, Pa., Sept. 11.—The six-day Great Dallastown Fair closed Saturday (28) to one of its largest crowds, with the success encouraging the directors to decide on a vaudeville show for 1955. A four-act free show was given for the first time this year on the new stage in the center of the grounds, and was well received.

Secretary John H. Kell will visit New York in October, he said, to book talent for next season. This year's acts were provided by Frank Melville agency.

More than 18,000 paid admissions were recorded on the final night, it was reported, jacking paid attendance more than 25 per cent over last year's. Morris Hanum Shows reported almost the same increase for ride and show grosses, and was awarded a three-year contract for the date.

President Harold Jamison said the fair association is holding an option on 35 acres for a permanent fairgrounds, a quarter-mile from Dallastown. Other officials are Ivan Markle, vice president; LeRoy Douglas, recording secretary, and Joseph Steinfeld, treasurer.

# Labor Day Puts Du Quoin Over the Top

### Pulls 403,202 to Beat '53 Count; Fisher Show Clicks

DU QUOIN, Ill., Sept. 11.—The Du Quoin State Fair racked up a record-breaking Labor Day attendance which put it over the top to beat last year by a couple of thousand. The turnout on the final day was 81,006, pushing the total for the nine days to 403,202 against 401,825 in '53.

Despite torrid temperatures on the big weekend, the fair did big business, not only at the gate but in the grandstand. Monday night's final grandstand show headed up by Eddie Fisher and the Mills Brothers, played to the biggest single audience ever in front of the grandstand, a turnout estimated at 13,500. Bleachers were added for the show but even these proved inadequate.

#### Races Pull

Monday's AAA big car 100-mile race was a big winner with 12,000 out for the speed event. The program was marred by an

(Continued on page 56)

# CALIF. STATE PACES '53 GATE

### Pulls 480,945 in First Six Days; Pari-Mutuel Handle Runs Ahead

By SAM ABBOTT

SACRAMENTO, Sept. 11.—The centennial run of the California State Fair was pushing 1953's attendance mark at the end of the first six of the 11-day run, which winds up here Sunday (12). Turnstiles clocked three days ahead and that many behind last year's comparable period. During the six days the event recorded 480,945 people, 134 behind 1953, but E. P. (Ned) Green, secretary-manager, is shooting to surpass 1952's record for the full time mark of 778,256.

Weather this week was with the fair. Last year the event started off strong with the 1952 attendance marks falling behind for the first seven days. When the thermometer hit over 100 degrees on the eight day, the crowds dwindled. The attendance was 767,251.

Similarly, the exposition got off to a good start this year. The opening day put the attendance mark 6,797 ahead of 1953. This lead was nearly all retained thru the fifth day when the current figure was 6,523 ahead. Altho

two of the five lagged behind 1953 days, the attendance beats on the three days were sufficient to keep the turnstiles out in front.

The pari-mutuel handle set a new one-day record on Labor Day (6) when \$717,836 was wagered. This figure beat out the same day last year when racing fans pushed \$682,309 thru the wickets. Total for first five of the nine-day program was \$2,177,001, compared with \$2,140,791 a year ago. In 1953 the total was \$3,934,783.

The night grandstand show is divided into two segments. The first opened Thursday (2) and closed Monday (6) with the lineup including the Gae Foster Roxettes; Darvas and Julia, dance team; the Novellos, balancing act, and Gil Lamb, comic. The Foster dancers, Darvas and Julia, are appearing the full 11 days. In the second show opening Tuesday (7), the Romanos, novelty act; the Wilder Brothers, singer-musicians, and Gene Detro and the Marquis Family joined.

Headlining the show, booked and produced by Russ Stapleton of Fanchon & Marco, Hollywood, were in the order presented, Peggy Lee, September 2-3; Howard Keel (4-5), Herb Shriner (6-7), Harpo and Chico Marx (8-9) and Ann Blyth (10-11-12).

Free shows were presented in the Outdoor Theater. Booked by Fanchon & Marco for this section were Charles Pickard, Spanish guitarist; Donna Kaye, singer; Vaughn and Wright, musicians; Joe and Sally Novelle's trained dogs, and Harry Mendoza, magician. Duke Ellington and orchestra were featured for four days, starting Tuesday (7). Opening yesterday and appearing in Governor's Hall, Hank Thompson and His Brazos Valley Boys are giving four shows daily. Special events are again under the direction of Fred Heitfeld.

Another free attraction commanding attention is "Dancing Waters," spotted in the Industrial Building.

Marking the century mark for (Continued on page 56)

# 225,000 Assures Timonium Record

By IRWIN KIRBY

TIMONIUM, Md., Sept. 11.—All attendance marks were shattered with two days of the 11-day run remaining for the Maryland State Fair here, with combined attendance from fair and race track gates reaching 225,197 thru Thursday night (9). Last year's record total was 223,078. Showers and reports of "Hurricane Edna's" approach cut seriously into yesterday's turnout, however.

On the big Labor Day, the attendance was 71,246. While only about 150 above last year for that day, and in perfect weather, the figure was viewed as excellent since near-by Baltimore's new major league team, the Orioles, were at home for a double-header

with the American League-leading Cleveland Indians.

Comparison on attendance for the first nine days is as follows:

	1953	1954
Wednesday (1).....	13,172	20,769
Thursday.....	12,697	15,030
Friday.....	11,450	13,498
Saturday.....	22,023	24,635
Sunday.....	8,263	31,865
Monday.....	71,104	71,246
Tuesday.....	16,236	14,944
Wednesday.....	17,009	16,694
Thursday.....	16,464	16,516

The attendance was upped daily thru Tuesday (7) when the tem-

(Continued on page 56)

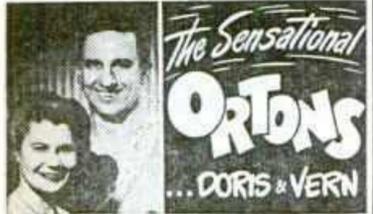
# Oregon State Pushes All-Time Gate Mark

SALEM, Ore., Sept. 11.—The Oregon State Fair this week was pushing toward new attendance records. Figures for every day since opening Saturday (4) thru Wednesday (8) were substantially ahead of those a year ago.

Opening crowd Saturday (4) totaled 40,330, compared with 36,220 opening day, 1953. Sunday's (5) gate of 85,675 set a new high

Sunday attendance figure and compared with 68,735 on the same day a year ago. Other gates were: Monday (6), 73,230, compared with 62,870; Tuesday (7), 26,850, compared with 24,265, and Wednesday (8), 31,709, compared with 29,000. Clear weather prevailed except Tuesday (7), which saw a trace of rain, and fair Man-

(Continued on page 56)



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THE BILLBOARD was honored with a special award for its stories promoting fairs in California at the Radio-Press-Television luncheon Saturday (4) at the California State Fair & Exposition, Sacramento. The trophy was presented by Gov. Goodwin J. Knight (right) to Sam Abbott, of The Billboard's Hollywood office.

**WANTED WANTED**  
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SPACE AVAILABLE FOR SCIENCE AND SKILL, HANKY PANKS  
NO GROUP GAMES  
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**PAUL OLSON, c/o Amusement Co. of America**  
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**SHOWS** Will book Monkey, Snake, Mechanical, Ten-in-One, Minstrel or any Grind Show.  
**CONCESSIONS** Want Hanky Panks, legitimate Stock Stores.  
**RIDES** Will book non-conflicting Rides; contact Thompson Bros.' Amusement Co., Altoona, Pa.  
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NORTH SIDE COLISEUM Phone: Market 7267 FORT WORTH, TEXAS

## WOM Signs Events as Played; Holds Own Despite Weather

Notable 160G-Plus Ottawa Gross Marks Additional Back End Power, Promotion

RUTLAND, Vt., Sept. 11.—With all of the fairs played to date already signed for next year, the World of Mirth Shows has little concern currently except for the weather.

The Frank Bergen organization has done well in spite of the weather, but the personnel holds the tantalizing knowledge that earnings would surely be bigger if the elements had behaved in better fashion after the show started its route of fairs in Maine five weeks ago.

The earnings and the advance signings with annuals are a tribute to the make-over efforts of the show this year, which resulted in the most attractive and powerful display attractions ever carried by the organization.

### Persistent Efforts

Oddly, the persistence of effort and investment of monies is contrary to rumors earlier in the season that the organization might be sold. Additionally it would appear to void one argument against the awarding of long-term midway contracts; that is, that the show winning an extra year's pact would have tendency to coast insofar as its presentation effort was concerned.

While Bergen holds a number of long-term pacts with important fairs and is continuing this year, as last, to sign up annuals as they are played, he continues to emphasize his intention of building a better if not a bigger show. Major additions this year which, incidentally, will be tough to follow, include "Dancing Waters" which grossed a phenomenal \$15,000 at Ottawa, a probable record for this territory; Tony

Diano's Zoo presentation and Nate Eagle's Hollywood Midget Revue.

While these units have done the business expected of them the standards, including Dixie Gordon's Club 18, Gay New Orleans, Water Wanus' Side Show and Zeke Shumway's Motordrome have not suffered. More than \$7,000 was poured into staging and costuming the Dixie Gordon spectacle and the revue has held its own in grossing money despite the tough competition it faces this year.

### Concessions Off

The front end has not fared as well. Bernard (Bucky) Allen, concession manager, believes he has the answer to this. It is, he says, fundamentally the power of the show and ride attractions offered this year. Patrons, he insists, can lose themselves in the back end, never come up for air until they are ready to go home and have good fun all the while.

Here at the Rutland Fair the concessions fared better. For one thing they are located advantageously while the other show

units suffer in their presentation because of cramped space and rough ground. But this situation is due to change. Putland has plans to expand and level the midway areas.

Considerable bad weather has been encountered here and last week at Essex Junction, Vt., some three days were lost to rain. Previously the Maine dates were also badly hurt by rain.

### Ottawa Very Big

At the Central Canada Exhibition in Ottawa, however, the show counted up possibly a record gross for the date, handling better than \$160,000.

With some two months of events remaining, the show should have ample opportunity to again demonstrate its appeal and earning power.

The show has been well publicized everywhere with Gerald Snellens and Richmond Cox handling the tub-thumping. The possible need for a greater selling effort was recognized early by Bergen and plans were set accordingly.

## Wade Gross Up 18% At Mich. State Fair

Line-Up Clicks Despite Gate Dip; Rotor Takes 13G First Six Days

DETROIT, Sept. 11.—W. G. Wade Shows, bolstered by the earning capacity of the Rotor and "Dancing Waters," was topping its '53 gross at the Michigan State Fair here this week. Thru Wednesday night (8), sixth day of the fair, the Wade take was \$139,161.41, an increase of 18 per cent over the same period last year, and approaching the '53 10-day total of approximately \$168,000.

The Rotor at 50 cents, was the top grosser, taking \$13,101.50 in six days. On Sunday (5) the big device took in \$3,330 and on Labor Day racked up \$3,051. "Dancing Waters" got off to a slow start but appeared to be building by mid-week. Unit was given a hypo by the circulation of 5,000 passes good for the first three days and this was apparently aiding the patronage. Gov. G. Mennen Williams, who had been scheduled to spend eight minutes in the water

attraction, became curious, spent a full half hour, was 20 minutes late for a radio broadcast and when he did arrive at the microphone, gave the show a big plug. "Waters" was located between the Coliseum and the orchestra shell, one of the most heavily traveled thoroughfares on the fairgrounds.

### Shows Score

Second money among the shows went to Lash LaRue's Western Revue, followed by Chuck Renton's Eeka attraction and Joe Sciortino's Hawaiian Revue. Frank Bombino was also among the

(Continued on page 54)

## Krekos Rides, Shows Click at Calif. State

SACRAMENTO, Sept. 11.—Mike Krekos combined his two organizations, West Coast Shows and West Coast Exposition Shows, and added five rides from Foley & Burk Combined Shows to play the 100th annual California State Fair & Exposition, which closes its 11-day run here Sunday (12).

Krekos, with his official staff of Harry Myers, Louis Leos, Everett W. Coe, Eddie Hellwig, Bobby Cohn, and Al Rodin, brought in 37 rides, a reported 127 concessions, and 11 shows to play the date.

For the first time in several years, the fair management combined the Kiddieland, formerly located near the main entrance on the Mall, with the carnival. The lot used this year was 1,025 feet long with the Kiddieland starting 570 feet from the entrance and running for 290 feet. The moppet area begins with a Merry-Go-Round and ends with one set on a diagonal. In the area were 14 rides with 23 major devices in the adult section.

With all of the space used for rides, the show dispensed with an entrance arch. Three Ferris Wheels gave weight and flash to the forefront with high rides spotted thruout. Three high rides—No. 12 Ferris Wheel, Rock-o-Plane, and RolloPlane were used to bring the crowds to the end of the lot.

### Lot Set-Up

The lot set-up is practically symmetrical with the two Round-Ups being set opposite one another on the midway.

Show line-up includes two Glass Houses, two Funhouses, Torture, Freak, Mickey Mouse, Cimarron



LATEST ENTRIES in the Showmen's League of America contest to select Miss Outdoor Show Business of 1954. On the left, Joan Nix, who represents Moore's Modern Midway; on the right, Doris Fritz, of Continental Shows.

## Conklin-CNE Gross Rises 20% Over '53

Roller Coaster Sets Record One-Day Gross; New Rides Placed in Operation

TORONTO, Sept. 11.—Vastly greater earning power and more effective use of carry-over attractions combined with the Canadian National Exhibition's increased attendance enabled the midway shows and rides to pile up a gross about 20 per cent higher than last year.

The midway, operated by J. W. (Patty) Conklin, was leading by 23 per cent at the end of Labor Day but, in keeping with the past pattern, the closing week-days of the 14-day expo yielded lighter attendance and this served to whittle the Conklin increase to 20 per cent, a whopping one in view of the past good business.

### Powerful Line-Up

No fewer than 42 rides (24 major devices, 18 kiddie rides), 12 shows and 4 permanent attractions, such as Fun House and Glass House, comprise the huge array of money-getters.

Included among the new rides are the Jolly Caterpillar, an Allan Herschell product; the Round-Up, manufactured by the Frank Hrubetz organization, which did a good business; the Turnpike, a new device made by Ben Schiff, of Miami, and the Rotor Jet,

which, despite a poor location, turned in a good daily average.

The Rotor, back in for the second year, enjoyed good business, with Conklin estimating that the final count would put its gross for the run in excess of \$32,000, its take last year.

Laff in the Dark turned in a single day's take of \$2,587.25 to

(Continued on page 54)

## Bernard Barry Gross Off at Windsor Fair

WINDSOR, Ont., Sept. 11.—Bernard & Barry Shows wound up their three-day stand at the Windsor Fair here Wednesday (8) after getting okay business considering unemployment conditions in the area. The gross was down, according to co-owners B. Arent and M. Baker, but not as much as was anticipated in view of the lack of spending money.

The show and fair pulled good sized crowds almost every day but for the most part cash was tight and spending was off. Line-up of the railroad show included a total of 22 rides and shows.

The organization has four more weeks of fairs in Ontario before it heads for the barn. Early season business was hurt by bad weather but grosses picked up with the coming of the fair season.

## World of Today To Close, Winter In Hot Springs

HURON, S. D., Sept. 11.—World of Today Shows will bring their season to a close October 9 at Hot Springs with an engagement on the streets there for the Junior Chamber of Commerce, it was announced here by L. C. Reynolds, general manager. The World of Today will also establish winter quarters in the Hot Springs fairgrounds.

## Holiday Sparks Manning Play At Va. Annual

CHRISTIANSBURG, Va., Sept. 11.—The Ross Manning Shows garnered excellent business at the Christiansburg Fair on Labor Day. It was the first time that the holiday had been included in the running of the event. In view of the excellent crowd attracted, it is likely to be included on a permanent basis.

Business thruout the remainder of the run has occurred mostly at night with little daytime activity.

A jamboree staged for the Miami Showmen's Association netted \$680. In addition 16 pints of blood was pledged for the club's blood bank.

Tommy Carson, business manager; Dutch Whiteside, and show-owner Ross Manning, who is also third vice-president of the club, sparked the affair.

The show to date has contributed \$2,000 to the club. Another jamboree has been pledged.

## PNE Midway Snaps Back After Weak Early Grosses

VANCOUVER, B. C., Sept. 11.—Fun zone operations at the Pacific National Exhibition, off in many cases during the early part of the run, made a sharp recovery after the first five days and rides, shows and concessions all ended up on the black side of the ledger.

The snap-back of concessions was outstanding. During the early part of the run, many concessions were running as much as 25 per cent below a year earlier. About halfway thru the run, things perked up and most of the operators left the big expo well satisfied. Typical of this was Jimmie Stephen's eaterie, the largest under canvas on the grounds. Midway thru the fair, business was off 15 per cent but by the wind-up had made up the loss and even surpassed last year's business. Jerry Crawshaw, owner-man-

## Marion Dickstein Dies in Detroit

DETROIT, Sept. 11.—The death of Mrs. Marion Dickstein, vice-president of the Ladies' Auxiliary of the Michigan Showmen's Association, was reported here Monday night. Death followed a long illness. She was the wife of Jack Dickstein, well-known showman.

ager of Royal Canadian Shows, reported his seven rides and three shows topped last year. Hayworth's kid rides ran ahead of a year ago and John Mackey, who has been here every year since 1928, said his 10 locations were ahead of '53, altho at one time they were as much as 30 per cent off.

Jimmy Ridder's Zee Zee Martine show received a shot in the arm during the final week when the newspapers ran front-page stories about the show. Television was also given an assist, with CBU-TV's mobile unit making a tour of the midway, interviewing operators and patrons.

Midway visitors included Pappy Kirsch, Western Shows; Ralph Meeker, Meeker Shows, and Jimmy Kling, Earl Douglas Shows.



ON THE LOT in Dallastown, Pa., are Mr. and Mrs. Morris Hannum, whose Morris Hannum Shows have been doing increasingly better business following a still date season characterized as particularly poor this year. Hannum is owner-manager and Mrs. Hannum, secretary-treasurer, of the show which plays an established route of country and street fairs, much of it in Pennsylvania Dutch territory.

## MIDWAY CONFAB

**Sebastian (Babe) Vivona** observed his 31st birthday on the Vivona Bros.' Shows midway on September 5.

Promotor **Joe Sherman**, in evidence at the Timonium, Md., Fair race track, recovering for psoriasis which requires him to wear gauze gloves. He was hospitalized 40 days, than spent more than a month at home recuperating.

**Johnny Anderson**, vice-president of the Enquire Printing Company, Cincinnati, was a Detroit visitor, renewing acquaintances on the midway at the Michigan State Fair.

**K. E. Simmons** pens that on a recent visit to the California State Fair he renewed acquaintances with **Ed Harris**, **Mike Krekos**, **Bobbie Cohn** and the fair's publicity chief, **Bert Williams**. Reports the midway was humming for West Coast Shows

**Tom Allen**, lot superintendent with the Gooding Amusement Company, was in Methodist Hospital, Indianapolis, for treatment last week, but has since moved to his sister's home in Rochester, Pa. **Mike T. Clark**, retired general agent of the former S. W. Brundage Shows, visited Tom in the hospital.

**Rene Morgan**, of the John H. Marks Shows, has purchased a new house trailer. . . **Ross Manning**, owner of the shows bearing his name, is reported the first person to have bought a table for the annual banquet of the Miami Showman's Association in January.

On the "Gay New Orleans" show with the World of Mirth, **W. B. Dixon**, trumpet, has joined **Ted Hubert's** band. **Flossie Roselle** is clicking with her new single act. **Geneva Norwood**, dancer and former snake charmer, has donated her boa constrictor to the Bronx, N. Y., Zoo. **Anna Mae (Carter) Anderson** is now captain of the eight-girl line. **Dolores Radcliff**, who was with the Canadian unit of the Barry Shows, is now with the WOM.

**Rita Ostrander** and **Leah Gosle**, of WOM "Club 18" show, visited their families in Worcester, Mass., during their jump from the Rutland (Vt.) Fair to the Brockton, Mass., opening. **Jan Jackson**, who switched from blonde to red-head, now sports a mauve tress

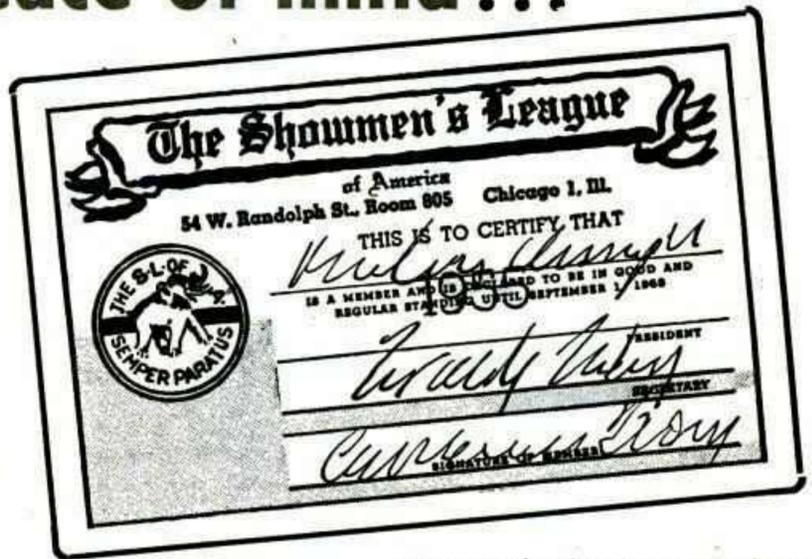
job. On the midway, **Myra** and **Milly Lasures**, assisted by **Bobby Going**, report a good season with their string game. **Al and Susan Steuart** doing okay with mug joint and short range gallery on independent fairs and still dates.

**Betty Henson**, daughter of **Jimmie and Dolly Henson**, owners of Greater Dixieland Expo. Shows, was given a farewell party recently when the show played Palmyra, Mo. The occasion was her leaving for school at Patton, Mo. Among those attending the party were her grandparents, **Mr. and Mrs. Hugh Conrad**, of Patton. . . **Joni Walker** and **Cathy Beckwith**, daughters of **Mrs. Ina Beckwith**, Haverhill, Mass., contracted virus pneumonia recently. Toni has recovered, but Cathy is still ill. Mrs. Beckwith, who was known as **Sandra Berkley**, was formerly with the Eastern Amusement Company. She plans on returning to her home in Portland, Me., and then returning to the road next spring. . . A bridal shower was given **Toni Murray**, of the Penn Premier Shows, August 19. Those attending the shower were **Susan Tezzano**, **Nicke Landy**, **Nina Picone**, **Betty Smith**, **Dorothy Taylor** and **Miss Murray's** mother, **Mrs. Sara Bare**. On August 20, **Miss Murray** and **Charles Hinton**, concessionaire, were married in Huntington, Pa. **A. McCullan** acted as best man, and **Miss Landy** as matron of honor, while **Bubbles Lopez** and **Nina Picone** were bridesmaids. . . After three years with **Fitzie Brown**, **Jay** and **Ruth Williams** joined **Splinter Royal** for Georgia fairs.

**Mrs. M. M. Moser**, wife of the co-owner of Central States Shows and her three daughters, **Allie Mae**, **Anna Kay** and **Lynn**, are back in Hazelton, Ky., where the two older girls will re-enter school. . . **Mrs. H. D. Grove** is back on the Royal Midwest Shows after the death of her husband, **Harold Grove**, in Bluffton, Ind. She plans to continue with the show for the balance of the season. . . **Mrs. Evelyn Burns** and son, **Michael**, have been visiting Mrs. Burns' parents, **W. H. and Marion Lambert**, on **Mighty Hoosier State Shows**. . . **Bill Harris**, general manager of Royal Midwest, visited with **Doug Elis**, show owner, at **Litchfield, Ky.**

**Wanda Miller** was recently tendered a bridal shower by Mrs. (Continued on page 53)

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WANT FOR THE FOLLOWING FAIRS

ENID, OKLA., SEPT. 10-16

MUSKOGEE, OKLA., SEPT. 19-26

OKMULGEE, OKLA., SEPT. 27-30

TULSA, OKLA., OCT. 2-8

CONCESSIONS: Want legitimate Concessions of all kinds, no exclusive. SHOWS: Want Fun House or Glass House, Monkey Show, Snake Show, Mechanical or any Grind Show not conflicting. RIDES: Will book Caterpillar or Round-Up or any major ride not conflicting. Also want to book set of Kiddie Rides.

Contact **E. D. McCrary** or **JESS WRIGLEY**

GARFIELD COUNTY FAIR AND CHEROKEE STRIP CELEBRATION, ENID, OKLA., UNTIL SEPT. 16; THEN PER ROUTE



6 OF THE BEST IN THE MIDDLE WEST-6

PONTOTOC, MISS., September 20-25

CLARKSDALE, MISS., September 27-

October 2

CHARLESTON, MISS., October 4-9

ALL FAIRS

BROWNSVILLE, TENN., COLORED FAIR

October 11-16

BELZONI, MISS., October 18-23

CANTON, MISS., October 25-30

CONCESSIONS—Diggers, Basketball, Long Range, Hit & Miss, Mitt Camp (American), Custard, Ice Cream, Novelties, Swinger, Cig. Block, legitimate Merchandise Concessions and Hanky Panks of all kinds. No Ex. Come on. SHOWS—Drama, Glass, Monkey, Fun House, Wildlife, etc., with own equipment. RIDE HELP on Wheel, Jenny, Tilt and Octopus; must drive. No drunks. Six Cats and Bucket Agents, also Hanky Pank Agents for office Concessions—contact Chuck Alexander.

**F. O. POOLE**, Mgr.

**JACK OLIVER**, Bus. Mgr.  
SAVANNAH, TENN., ALL THIS WEEK.

## SUNSET AMUSEMENT CO.

DEXTER, MO., FAIR, SEPT. 20-25; NEWPORT, ARK., FAIR, SEPT. 29-OCT. 2; CARUTHERSVILLE, MO., FAIR, OCT. 5-10.

Want Concessions including Cookhouse, Grab, Foot Long, Ice Cream, Custard, High Striker, Ball Games and Hanky Panks. Can place Six Cats or Buckets with Hanky Panks. Want Motordrome for Caruthersville.

Lamar, Mo., this week; Dexter, Mo., next.

## EVANS UNITED SHOWS

Want for the following Fairs, all on the streets: Lexington, Mo., Sept. 14-18; Concordia, Mo., Sept. 22-25; Alma, Mo., Sept. 29-Oct. 2.

Can use Photos, Scales, Milk Cans, Basket Ball, Watch-La or any Hanky Pank not conflicting. Shows—Any Show except Girl or Athletic. No gypsies, no racket.

Contact **BILL EVANS**

Lexington, Mo., this week.

## WANTED AGENTS

For Short Range, African Dip Rider and Hanky Panks. Rutherfordton, N. C., week of the 13th. Ten more Fairs.

GOLD MEDAL SHOWS

**V. E. JAMESON**

c/o Gold Medal Shows, Covington, Va.

## LEE AMUSEMENT COMPANY

WANT SHOWS—ALL FAIRS—WANT SHOWS

Will book any Ride not conflicting. Will book any Show not conflicting. Those already contracted contact, stating when you can join. Decatur, Ala., Sept. 13-18; close South Georgia Fair, Nov. 6. We play North Florida Fair, Tallahassee, Oct. 26-30. All replies:

**N. L. CRESON**, Decatur, Ala., this week; Decatur, Ga., next week.



# BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT FOR COLUMBUS, MISS., FAIR AND LIVESTOCK SHOW, WEEK SEPT. 20, FOLLOWED BY MISSISSIPPI FAIR AND DAIRY SHOW, MERIDIAN, MISS., WEEK SEPT. 27, AND A CONTINUOUS ROUTE OF BONA FIDE FAIRS, INCLUDING THE NEW DUVAL COUNTY WHITE FAIR, JACKSONVILLE, FLA., STARTING NOV. 1, AND FAIRS ALL WINTER IN FLORIDA.

CONCESSIONS—Legitimate Merchandise Games and Hanky Panks of all kinds. Open Midway. Derby Racer, Auction Store and Direct Sales of all types.

SHOWS—Can place Motordrome (Speedy Palmer, wire), Unborn, Snake, Monkey, Little Horse or any good Grind or Bally Shows.

HELP—Can use a few good First and Second Men on all rides. Must be licensed semi drivers.

**All replies to C. C. GROSCURTH, Mgr., Cape Girardeau, Mo., this week; then per route**

## Timonium Up But Mutuels Take Bite

TIMONIUM, Md., Sept. 11.—Midway operations at the Maryland State Fair profited greater than last year during the Labor Day phase of this year's annual, but torrid weather forced business into a nosedive beginning Tuesday (7).

About 100 concessions were on the grounds bordering the running track fence, and the race meet played a large part in the concession folks' activities. There were frequent dashing between joints and mutuel windows throughout the 11-day fair, which ended today. Dope sheets were plentiful as many operators opened early every day, then turned around and watched the races.

Jake Shapiro, in his second year as concession manager for the fair office, had about 20 per cent more real estate rented than last year, and the impression was that the present midway will not hold much more than was used this week.

Shapiro had some 15 of his own rides in operation, of which five were kiddie units. Also in evidence was a Dillinger Car, Funhouse and the Ben Weiss Concession Company.

Grosses in the fun zone started moderately well and built to record proportions over the Labor Day weekend, with the fair also doing well from the increased gate attendance. Day-by-day records were set thru Tuesday, when temperatures in the high 90's cut into the crowds.

By mid-week many operators figured they'd had it, for this time, and were preparing to hop out last night for Reading, Pa. The 11-day run is directly tied in with the race meet, both the fair and track being owned by the association, with the result that for the most part, earnings by the front end after the big holiday days were held to be anticlimactic.

A number of concessions were shut down before the holiday weekend business picked up steam, but wheels operated profitably thru the entire run. The crowded midway was opened somewhat this year as Shapiro set several stands and the shows in a clear space and spotted a Ferris Wheel and another ride there, to draw patrons.

Among those on the midway were Frank McTeague, Ben Levine, 2; Lou Lang, 2; Jackie Davis, Sam Palitz, Rosita Dell, Lenny Lampell, 2; Dot Fisher, 2; Pete Rossi, 2; Sam Kaplan; Ginger Ray Povino, 4; Toby Turbin, Irving Zaitshik, Hooks Povino, 3; Johnny Gambino, 2; Mickey Timimi, Joe Ahrens, Spot Pinsonault, Ralph Corey, Spotsy Motola, Russell Harms, George Harms, Abe Stein, Moe Winaman, Joe Sherman, and Ed Jones with a big restaurant.

## Indianapolis Hit

• Continued from page 48

always the weakest of the fair. The combined grosses, \$70,553, topped by \$10,000 the takes received in the past by any attractions in the Coliseum at comparable time.

Irish Horan's Thrill Show, in for three performances, accounted for good grandstand crowds. Besides a Saturday night and a Sunday matinee performance, the Horan unit gave a Labor Day twilight show, sandwiched in between the regular Grand Circuit harness horse race program in the afternoon and a Barnes-Carruthers revue at night.

The horse race crowds for five afternoons were off from last year, while the Barnes-Carruthers revue did business close to 1953 levels.

## Lincoln Tops

• Continued from page 48

tance from the midway, given strong promotion, and sent them away talking.

Ed Schultz, fair secretary, said that per capita spending generally at the fair was down. He drew a parallel with the recent 17-day horse racing meeting on the fairgrounds at which betting was only 10 per cent higher than last year, the attendance was up 20 per cent.

**WANT FOR CHAMBER OF COMMERCE "STREET FAIR" HANNIBAL, MO., SEPT. 20-25**

**RIDES:** Pony Track, Tilt-A-Whirl, Looper, Roller Coaster, Round-Up, Caterpillar.

ANY MAJOR RIDE THAT DOES NOT CONFLICT. ALSO KIDDIE RIDES THAT DO NOT CONFLICT.

**SHOWS:** Any Show That Can Set ON THE STREETS.

CAN ALSO USE A FEW MORE CONCESSIONS.

---

**WANT FOR MITCHELL, IND. CONCESSIONS "PERSIMMON FESTIVAL" SEPT. 28-OCT. 2.**

**GOODING AMUSEMENT CO., Inc.**  
1300 Norton Ave., Columbus, Ohio  
Phone UNiversity 1193

**ALAMO EXPOSITION SHOWS**

**WANT FOR 6 MORE FAIRS**

NEW BOSTON, TEX., SEPT. 27-OCT. 2; NACOGDOCHES, TEX., OCT. 11-16; COLORED FAIR AT LIBERTY, TEX., OCT. 17-18; SULPHUR, LA., OCT. 20-24; WITH TWO MORE LOUISIANA FAIRS PENDING.

**RIDES:** Little Dipper, Skooter, Boat Ride and Kid Train. **SHOWS:** Have front and top for Minstrel Show, if you have the people this is a real opportunity for one who has a Colored Minstrel Show. Can use Wrestlers and Boxers for Athletic Show, can also place any clean Grind Shows. **CONCESSIONS:** Want Custard, Ice Cream, Root Beer, Glass Pitch, Mug Stand and all Hanky Panks. Can place Novelties for New Boston and Nacogdoches, Texas, Fairs. Novelties sold at Liberty, Texas, only. **WANT COOKHOUSE FOR BALANCE OF SEASON.**

AM INTERESTED IN BUYING (2) 75KW. or (2) 100KW TRANSFORMERS. HAVE FOR SALE—(1) Pretzel Ride, (1) Eli #5 Wheel and (1) 12-Car Riddeo. All Contact

**JACK RUBACK, MGR.**  
DUNCAN, OKLA., THIS WEEK; BOWIE, TEXAS, FREE FAIR, SEPT. 20-25

**VIVONA BROS. Combined SHOWS**

**WANT WANT WANT**

**ROBESON COUNTY FAIR AND INDUSTRIAL EXPOSITION, Lumberton, N. C., Thrill Shows, Beauty Contest, Parades and Two Kids' Days; with LEE COUNTY FAIR, Sanford, N. C., to follow.**

**CONCESSIONS—**Hanky Panks of all descriptions, Eating and Drinking Stands, American Palmistry, Photos, Hats. Will sell exclusive on Novelties. Open midway. **SHOWS—**Can place Operator and Performers for well-framed Minstrel Show. We have 80-ft. front, newly painted, ready to go.

Contact this week, Roanoke Rapids, N. C.

**BEAMS Attractions**

**AMERICAN LEGION FAIR, Victoria, Va., Sept. 20 thru 25; PRINCE GEORGE COUNTY FAIR, Hopewell, Va., Sept. 27-Oct. 2; BROOKNEAL, VA., FIREMEN'S FAIR, Oct. 4 to Oct. 9; PERSON COUNTY FAIR, Roxboro, N. C., Oct. 11 thru 16.**

Now booking legitimate Concessions and Shows for these outstanding events. Contact Steve Decker, Chesterfield Courthouse, Virginia, this week. Want experienced Caterpillar Man and Second Men for other Rides who can drive semis. Griddle Man for Cookhouse and other useful Show People.

**M. A. BEAM**

**JIMMIE CHANOS SHOWS**

**WANT**

**CONCESSIONS OF ALL KINDS FOR SEPT. 20-25, WINCHESTER, IND.**

Popcorn, Candy Apples, Candy Floss, Sit Down Grab, Jewelry Store, Pitch-Til-U-Win, Fish Pond, Basketball, Six Cats and all kinds of Ball Games.

All replies to  
**Jimmie Chanos, c/o Fairgrounds, Eaton, Ohio**

**NOTICE NOTICE NOTICE**

Due to postponement of the Murfreesboro, N. C. Fair the

**CENTRAL AMUSEMENT CO.**

Will play the Legion Fair, Weldon, N. C., Sept. 27 to Oct. 2; then Firemen's Annual Fair, Lewiston, N. C., Oct. 4 to 9; North Carolina Yam Festival and Fair, Tabor City, N. C., Oct. 11 to 16; Marion County Fair, Marion, S. C., Oct. 18 to 23; the Great Loris Fair, Loris, S. C., Oct. 25 to 30; St. Stephens Co. Fair, St. Stephens, S. C., Nov. 1 to 6; Legion Celebration, Beaufort, S. C., Nov. 8 to 13.

**NOW BOOKING RIDES, SHOWS, CONCESSIONS AND FREE ACT**

All contact  
**SHERMAN HUSTED**  
Lake Waccamaw, N. C., Telephone 9791 from 3 to 6 p.m. daily; all wires to Whiteville, N. C., until Sept. 22; then Weldon, N. C.

**WANTED FOR FIVE COUNTY FAIR FARMVILLE, VIRGINIA, WEEK SEPT. 20**

Ball Games, Grab, Cook House, Age and Scales, Photos, Penny Pitch, Hoop-La, Cork Gallery, Balloon Darts, Six Cats, Buckets, Swinger, Slum Spindle, Jewelry, Basket Ball, all Hanky Panks open, High Striker, Penny Arcade. Want White Girl Show, Colored Girl Show, Snake Show, Monkey Show, Side Show, Wildlife, Want General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. All replies:

**GEORGE CLYDE SMITH SHOWS**  
Warsaw, Va., till Sept. 16; after that Fair Grounds, Farmville, Va.

**WANT RIDE HELP**

**NOTICE**

Contrary to some reports, this show did not burn down. Want capable and sober men who drive semi trucks. Wheel, Merry-Go-Round and Tilt Foremen and Second Men. Join at once.

**STERLING CROWN SHOWS**  
FAYETTEVILLE, TENN., THIS WEEK.

**TENNESSEE VALLEY AMUSEMENTS**

**9 Fairs including**

Woodbury, Tenn.; Lexington, Tenn.; Tishomingo, Miss.; Rodgersville, Ala.; Green Hill, Ala., etc.; then on into the cotton belt of Mississippi.

Want flashy Bingo, Fish Pond, Lead Galleries, Pitch-Til-U-Win, Jewelry, Ball Game or any Hanky Panks. Agents for office-owned flashy 16-ft. Photo Studio, 16-ft. Ball Game, Penny Pitch, Hoop-La, etc. Ride Help—Second Men on all Rides. Shows—Girl, Snake, 10-in-1 or any Grind Show. Rides—Octopus, Tilt, Rollplane, etc.

Phone, write, wire or come on.

**THEODORE MEADOWS, Woodbury, Tenn.**

**THOMAS JOYLAND SHOWS**

Want for South Charleston, W. Va., Merchants' Fair on the Streets and Around the City Mound Park, Sept. 20-25.

**QUEEN CONTEST—PARADE—GOVERNOR'S DAY AND SPECIAL EVENTS**

Can place Hanky Panks of all kinds, Long Range Gallery, Photo gallery, Penny Arcade. Also want Concessions for Kingwood, W. Va., and Elkins, W. Va. (On the Streets), to follow. All wire:

**L. I. THOMAS, Mgr.**  
FAIRGROUNDS, HENDERSONVILLE, N. C.

**CAN PLACE FOR JACKSON, OHIO**

**STREET FAIR WEEK OF SEPT. 20**

Exclusive on Derby Racer and American Palmistry, no gypsies. Also want Hanky Panks. Want Bingo Caller, must know all phases of operation. Reply to

**JOHN GALLAGAN, c/o Gooding Amusement Co.**  
KNOXVILLE, TENN., THIS WEEK; FOLLOWED BY NASHVILLE, TENN.

**MILLIKEN BROS.' SHOWS**

**Want now and balance of season**

Hanky Panks of all kinds, no X to anyone. Grab, Candy Apples and Popcorn open. Yes, there's quite a lot of dough in Georgia. We got our share of it this season. No flats, P.C. or camps. We don't depend on anyone for rides, we own them. We hold fence-to-fence contract for Hinesville, Ga., Liberty Co. Colored Fair, Oct. 4-9; ask anyone, it's red. Mixed crowd, soldiers' payday. Camp Stewart at entrance.

All Address: **MILLIKEN BROS.' SHOWS**  
Week Sept. 13, Adel, Ga.; week Sept. 20, Nahant, Ga.  
P.S.: Can use Agents for office-owned Hanky Panks.

**JOHN R. WARD SHOWS**

**DECATUR COUNTY FAIR, PARSONS, TENN., SEPT. 20-25; JASPER, ALA., FAIR, SEPT. 27-OCT. 2.**

Want Hanky Panks of all kinds, Bingo, Jewelry, Palmistry, Photos, Lead Gallery, Floss, Snow, Popcorn and Ice Cream. Agents for Six Cats, Buckets, Skillo and Grind Stores. Want Kiddie Rides, Ponies, Train. Ride Help for all Rides who drive and have license. All Fairs till December. Pictorial Painter, contact. Address: **JOHN R. WARD, CANTON, GA., THIS WEEK.**

# MIDWAY CONFAB

Continued from page 51

Marilyn Shrewsberry and Mrs. Jack Miller on the Central States Shows. Guests included Mr. and Mrs. Ralph Nettle, Mr. and Mrs. Fred Kuhn, Mr. and Mrs. Chuck Holmes, Betty, Peggy and Deanne Garrison; Mrs. J. D. Steinbeck and granddaughter, Donna; Mrs. P. M. Moser, Mr. and Mrs. Blackie Miller, Jack Miller and sons, David and Michael; Olga and Pappy Sievers, Mr. and Mrs. Ace Denton and sons, Sidney and Gary; Mrs. Vern Kidd and daughters, Clara and Verna; Mr. and Mrs. Rick Blair; Mrs. Mae Hagensack; Mr. and Mrs. Larry Mullendore Jr.; Mr and Mrs. Lawrence Mullendore, Mr. and Mrs. Don Mullendore, Mrs. M. M. Moser and daughters, Ollie Mae, Anna Kay and Lynn Ann; Snippy and Ty Koeb and Mr. and Mrs. Tex Chambers.

Roger Warren, manager of Crafts Exposition Shows, and Mrs. Warren, are back with the show after taking their children home to resume school. Roger Warren Jr. worked the summer as a popcorn agent; his sister, Carole, on tickets, while 7-year-old Linda took it easy. . . . Helen Izvorski is back in Gilroy, Calif., to enter her third year of high school. . . . Lee Brandon, general rep of Crafts Exposition, was guest of honor at a birthday party August 30 in Gilroy, with George and Etta Kotorakos doing the hosting. . . . Charles Vella, who recently finished Army basic training at Fort Ord, Calif., is spending a 17-day furlough with Joe and Patsy Duran on the Crafts unit.

Burgess Ramos, veteran Merry-Go-Round organ builder, has teamed up with Gilbert Brown of Richmond, Va., and has in production an automatic electric piano for Arcade uses. . . . Loretta Sauvager, vet concessionaire, was guest of honor at a birthday party in her honor at Richmond, Va., Friday (3). Guests included Mr. and Mrs. Joe Kourn and Billy; Mrs. Mildred Hilliard, Harold Jones, Ban Eddington, Edna Childredd, Al Huband, Mrs. Julian Latimer, Mrs. Barbara Covington, Wallace Fitzgerald, Mildred Sauvager, Richard Poreau, James Taylor and Dan Duling. Loretta left for her fair dates with Eula Mahoney after the festivities. . . . Bob Leroy left Richmond for Galesburg, Ill., to begin his fall tour. Bob plans to play the winter Florida dates with his mental-hypo unit.

James Williams, concessionaire on Schafer's Just for Fun Shows, who underwent surgery recently at Merrill, Wis., is up and around again and doing well. Emma Towns visited her uncle, seriously ill in Cleveland, when the Schafer org played Ladysmith, Wis. . . . Charles (Butch) Fitzgerald celebrated his 11th birthday August 24 on the Foley & Burk Shows, when the show played Stockton, Calif. His parents, Flossie and Fitz., have the grab joint on the show.

Pricilla and Emmett Bejano, of the Bejano Family, with Gooding Amusement Company, postal that they have been getting good business at the fairs so far. . . . John Glynn, associated with various shows in the past, has arrived in Paris to purchase circus acts for the Heller Shows. Scully De Luceia has purchased a string of concessions at Luna Park, Naples, Italy. Scully says it's a hot spot for the boys who will work for stock.

Virginia Gallagher, of World of Mirth Shows, is confined to Bishop De Goesbriand Hospital, Burlington, Vt., taking treatment for a heart ailment. She is a member of the Greater Tampa Showmen's Club.

Mr. and Mrs. Mutt Coleman, of Rocky Mountain Empire Shows, are the parents of a boy, William Howard, the blessed event occurring August 24.

**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**

**IT'S NOT TOO LATE TO GET THE BOAT . . .**  
**IF YOU ORDER NOW!**  
Six Cats, 2 styles . . . \$12.00 & \$15.00  
Slot Rolldowns—One of the hottest items of the year.  
Over 30 Under 11, 7' tables \$50.00 Ea  
Buckets, hexagon shape, hottest ever made . . . \$5.00 Ea.  
We have 25 other Hanky Panks ready to ship. Anything from a Red Plastic Marble to a Baseball.  
**RAY OAKES & SONS**  
P. O. BOX 4344 TAMPA, FLORIDA  
Telephone 80-2121

**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**  
1856 E Van Buren St.  
Phoenix, Ariz.

**HUBERT'S MUSEUM**  
228 W. 42nd St. New York, N. Y.  
Open all year round  
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

**JAMES H. DREW SHOWS**  
**WANT WANT WANT**  
EAST TENNESSEE FAIR, Newport, Tenn., September 20 to 25 Inclusive; BIG CHEROKEE COUNTY FAIR, Murphy, N. C., September 27 to October 2 Inclusive, and a Continuous Route of Bona Fide Southern Fairs Until Late November  
CONCESSIONS—Hanky Panks, Eating and Drinking Stands, Novelties, Hats. Merchandise Concessions of all kinds.  
SHOWS—Drome, Mechanical, Fat, Wildlife, Mickey Mouse, Illusion, etc.  
All address this week  
**JAMES H. DREW SHOWS**  
Care Western Union, Prestonburg, Ky.

**WANT FOR DORCHESTER COUNTY COLORED FAIR**  
ST. GEORGE, S. C., SEPT. 27 THRU OCT. 2.  
WITH ORANGEBURG, CHESTER, SALLEY, BARNWELL, FLORENCE AND SUMTER TO FOLLOW. THESE ARE ALL BONA FIDE COUNTY AND TRI-COUNTY COLORED FAIRS  
Concessions all open at these dates, Hanky Panks, Direct Sales. Will make good proposition for nice Pan Game. Shows: Wildlife, String Shows of any type, Animal Show, Colored Girl Show, or what have you? Rides: Roll-o-Plane, Octopus, Fly-o-Plane or any major Thrill Rides. Can use Ferris Wheel to dual with ours if you have other Rides. Tom August, Blackie Woods, Jimmy Ackley, please contact at once.  
**B. & H. AMUSEMENT CO.**  
W. E. HOBBS, Mgr.  
Lynchburg, S. C., this week; Holly Hill, S. C., Sept. 20-25.

**Fresno District Fair**  
**Fresno, California**  
**OCTOBER 1st-10th INCLUSIVE**  
ATTENDANCE 250,000—UPTOWN LOCATION—PLENTY OF PARKING SPACE  
**NOW BOOKING CONCESSIONS**  
SPACE \$17.50 PER FOOT FOR THIS MAJOR WESTERN FAIR.  
WILL BOOK SIDE SHOW, GIRL SHOW OR WHAT HAVE YOU.  
CAN BOOK TWO GRIND SHOWS WITH OWN OUTFIT.  
Can place sober, reliable Ride Help and Ticket Sellers. Extra mileage money for good Semi Drivers. No Gypsies or Flatties here.  
**Wire—Write or Phone**  
**CRAFTS 20 BIG SHOWS**  
7283 Bellaire Ave., North Hollywood, Calif., Phone POplar 5-0909, or Crafts as per Billboard route.

**VIRGINIA STATE FAIR**  
September 23 to October 2 inclusive, Richmond, Va.  
**GREENWOOD FAIR**  
October 4 to 9 inclusive, Greenwood, S. C.

CAN PLACE—Eating and Drinking Stands and any legitimate Merchandising Hanky Panks.  
WANT—Any Rides not conflicting as Round-Up, Scrambler, Octopus, Spitfire, etc. No Kiddie Rides needed.  
CAN PLACE a few experienced Workingmen in all departments for season closing the middle of November.

All Address  
**CETLIN & WILSON SHOWS**  
This week, Reading Fair, Reading, Pa.

**VICTORY EXPOSITION SHOWS**  
**WANT FOR TEXAS-OKLAHOMA FAIR**  
IOWA PARK, TEX., Sept. 27-Oct. 2 inclusive  
SHEPPARD FIELD AIR BASE PAYDAY  
CONCESSIONS: Want Photos, Derby, Penny Arcade, Age and Scales and Hanky Panks of all kinds.  
SHOWS: Can place Wildlife, Monkey, Mechanical, Motordrome and Snake.  
RIDES: Can place Looper, Rock-o-Plane, Floy-o-Plane.  
Contact: ALVIN VANDIKE, MGR., Belen, New Mexico

C.S. PECK presents **KEY CITY SHOWS**  
**WANT FOR MAROA, ILL., CENTENNIAL**  
SEPT. 22nd THRU 25th  
The last big one in Illinois this year.  
Located 11 miles north of Decatur, Ill., and is surrounded by a large industrial and excellent farming community.  
CONCESSIONS: Hanky Panks only, all open, privilege \$30. Carmel Corn, Custard, Snow and Floss, Photo, High Striker, or what have you. No P. C., Gypsies or Controlled Concessions.  
Contact C. S. Peck, Taylorville, Ill., Sept. 14th thru 17th. Wire or Phone.

**Lumberland Valley Shows**  
★ SHOWS★ RIDES★ CONCESSIONS  
For County Fairs, Homecomings and Celebrations  
Lavooy Winton Gen. Mgr.

**WANT FOR CEDARTOWN, DALTON AND SUMMERVILLE, GA., ANNUAL FAIRS**  
**RIDES** Fly-o-Plane, Spitfire, Rock-o-Plane, Moon Rocket, Looper, Little Dipper or any other Rides not conflicting.  
**CONCESSIONS** Hi-Striker, Penny Arcade, Novelties or any Legitimate Concessions. Open Midway.  
**RIDE MEN** Who are licensed semi drivers. Pay guaranteed every Monday night. No drunks tolerated here. Grifters and gypsies, please do not answer. Address all mail and wires to  
**LAVOY WINTON, McMinnville, Tenn.**

**JOHNNY T. TINSLEY SHOWS***"America's Most Modern Midway"***WANT FOR THOMASTON, GA., AND FAIRS FOR BALANCE OF SEASON. CLOSING AFTER BIG ARMISTICE DAY CELEBRATION**

SHOWS: Chimp, Monkey, Illusion, Mechanical, Fun House, Glass House and any Grind Show. Can also place Chorus Girls, Comedians and Band for Minstrel Show. RIDES: Will book Tilt, Dark Ride or any Major Ride not conflicting. Can place useful Ride Help. CONCESSIONS: Will book Hanky Panks of all kinds.

**Address: JOHNNY T. TINSLEY, MGR.**  
LAWRENCEVILLE, GA., THIS WEEK; THOMASTON, GA., NEXT.

**RALEY BROS.' EXPOSITION**

NO GRIFT AT ANY TIME

FIREMEN'S PEANUT FAIR, SCOTLAND NECK, N. CAR., NEXT WEEK

Place any Rides and Shows not conflicting. Will give guarantee to Motor-drome to join at once. Stock Concessions always welcome. Will book some P. C. Seaboard, N. C., this week.

HAROLD RALEY, Mgr.    ETHEL RALEY, Secy.    FRANK DICKERSON, Gen. Agt.

**WANT ACTIVE PARTNER**

To buy half interest in Major Midwestern Carnival, now playing outstanding route of Class-A Fairs. Old, established Show. Expansion plan requires active Partner who can devote time to assisting in management. Interview by appointment.

BOX 918

c/o The Billboard, 390 Arcade Bldg., St. Louis, Missouri

**ROYAL EXPOSITION SHOWS**

WANT TO JOIN MILLEDGEVILLE, GEORGIA, MIDDLE GEORGIA FAIR, SEPT. 20 TO 25; BURKE COUNTY FAIR, WAYNESBORO, GEORGIA, FOLLOWING. THEN EIGHT MORE FAIRS.

CONCESSIONS—Legitimate Concessions of all kinds. SHOWS—Side Show, Snake Show, Funhouse. What have you? All answer Lincolnton, Georgia, this week; then per route.

ROYAL EXPOSITION SHOWS—"Splinter" Royal, Assistant Manager.

**HOLLY AMUSEMENT CO.**

WANT—ALL FAIRS—WANT—ALL FAIRS—WANT

**CONCESSIONS**

Bingo, Basketball, Pitch-Till-Win, Balloon Darts, Novelties, Coke Bottles. No flats or PC here.

**SHOWS**

Any worthwhile Show except Snakes or Girls.

**HELP**

On office owned Rides who can drive.

Jonesboro, Ga., this week; Fayetteville, Ga., next week.

**FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS**  
**GEORGIA AMUSEMENT COMPANY**

Will book Concessions of all kinds that work strictly stock. Will sell exclusive on Bingo, Custard, Novelties, Apples and Pop Corn, High Striker, Six Cats, Pan or Rat Game, Shows—Will book you for 10%. Rides—Will book Spit-Fire, Rolloplane, Tilt, Caterpillar. Will book or buy Funhouse. Can always use Hanky Pank Agents. H. H. SCOTT, Fair Grounds, Fitzgerald, Georgia, this week; Forsyth County Fair, Cumming, Georgia, next week.

**CONCESSIONS WANTED FOR TEXAS COTTON BOONE VALLEY SHOWS**

Playing Cotton spots until December. Privilege \$20.00 week.  
Show opens Wichita Falls, Texas, Sept. 14-19

**PAGE BROS.' SHOWS**

Six more Fairs in Alabama

Want Bingo, Six Cats, Buckets, Lead Gallery, Ball Games, Fish Pond, Slum Concessions of all kinds. Ride Help. Top salaries. Must drive. Show People in all departments. Charlie Griggs wants Agents. No 10%. P.C. Dealers.

SPRINGFIELD, TENN., NOW.

P.S.: Out until Christmas.

**A-1 AMUSEMENT**

Want for New Madrid, Mo., Sept. 13-18; then Gideon, Mo., Fair, and Walnut Ridge, Ark., around the Court House Square.

CONCESSIONS—Novelties, Digger, Photo, Country Store, or any non-conflicting Stock Show. Also place Pea Pool and Pan Game. Want Foreman for Parker Baby Q Merry-Go-Round, must drive semi. Sammy Craden wants Six Cats and Bucket Store Agents, must be capable (no wineos). Contact

JOHN HANSEN, New Madrid, Mo.

**BINGO AVAILABLE**

Beginning September 27th and for balance of season. Also have Glass Pitch and Engraving Jewelry. Will sell Bingo complete with anchor blue canvas, fancy draperies, used one season. Size 18x36, 72 Stools, bargain at \$600.

LeROY C. CRANDELL

Care Bee's Old Reliable Shows

THIS WEEK BOONEVILLE, KY.; NEXT BEATYVILLE, KY.

**Conklin-CNE Gross Rises 20%**

• Continued from page 50

top its previous peak here by \$88. The Auto Scooter contributed a daily average of in excess of \$2,000. The Round-Up impressed with a daily average gross of \$1,000.

The Flyer, built and operated for the first time last year, registered whopping business, turning in a gross of \$7,056.70 Saturday (4) for what is believed to be the biggest Roller Coaster one-day gross ever scored anywhere. The ride goes for 35 cents for children and adults alike.

One reason for the bumper Roller Coaster patronage was a new system of handling re-rides introduced to Conklin. By having those seeking re-rides move from the train they come in on directly to the ticket box, a few steps away, and giving them priority over other waiting customers, he stepped up the number of re-rides. On the Coaster's peak day, when it rode slightly more than 20,000 persons, almost a 10th of the total 1,897 were re-rides.

In addition to 11 shows on the main midway, Conklin brought in

a "Dancing Waters" unit, and spotted it on a street leading into the center of the midway. He dolled up an arresting front, used gals out front, but the show failed to live up to his expectations.

Harry Seber's Girl Show was topping the girl shows, with Pete Kortez' Side Show in No. 2 spot, followed by Alphonse Phillips' "Aqua Follies." Other shows in the line-up were Alphonse Phillips' Miniature Circus, Harry Golub's Quarter Boy; Fat Boxing Girls, a joint venture of Fred Sindell and J. Hurd; Charles Lucas' Woodoo, Ronnie Marleau's Animal Show; Bingo Hauser's Jungle Compound, Ed Reed's Babe in the Manger, and Charles Mitchell's Believe-It-or-Not.

Notable on the midway are four new flashy juice joints, permanent installations erected by Conklin. Outstanding is a new rest room for men and women, directly off the main midway. Built at a cost of \$40,000, the structure is credited by Conklin with holding many customers on the midway.

Conklin apparently is moving in the direction of readying for the possible operation of a permanent amusement park operation on the CNE grounds. The construction of the Roller Coaster last year, the installation of juice joints this year and many other improvements all point in this direction.

For years, Conklin has had units at nearby Sunnyside Park but this park is to be razed to make way for a thruway. As an experiment next week he will install a battery of kid rides on the lakeside, opposite the Sunnyside site, and operate them thru September and October to determine how such rides will do in the area that late in the season.

Visitors to the midway here included Rex Billings, of Belmont Park, Montreal; Maurice Hartnett and Art McGuire, of the Calgary Stampede; Jim Paul, of the Edmontonton Exhibition; Lynn Wilson, of the Allan Herschell Company, and John Allan, of the Philadelphia Toboggan Company; Cliff Wilson and George Hall.

**Syracuse Peak**

• Continued from page 42

was forced to shut down the Merry-Go-Round for a half hour as so many persons attempted to board it. To relieve the pressure on the ride, he announced that the coupon tickets would be honored on all rides, rather than on some of them, as had been advertised.

Auto races, always big here, drew bumper crowds for three programs, two of which, those sanctioned by the AAA Contest Board, were presented under the direction of Ira Vail; the other by Bill Smith.

Jack Kochman's Thrill Show, in for Saturday and Sunday matinees and four night shows the first four nights of the fair, played to capacity or near capacity at every show. Irish Horan's Thrill Show, in for the last four nights, drew good crowds every night except one, when the turnout was thinned by hurricane talk.

Puck Steele's Frontier Days, in the Coliseum for four night performances starting Wednesday and matinees the closing two days, played to excellent crowds.

**Wade Up 18% at Michigan**

• Continued from page 50

front-runners with his human ape and trained chimp.

The Wade Line-up here, set down in the usual triangular section between the grandstand and commercial exhibit buildings, boasted a powerful array of 37 rides, 20 majors and 17 kiddies, and 25 shows. All concessions were booked independently.

A group of rides from the Wade No. 2 unit, including four major and 4 moppet devices, were again laid out in the northwest corner of the fairgrounds under the supervision of Cameron D. Murray. D. Wade was in charge of the main midway with Glenn Wade Jr., managing the rides. W. G. Wade, owner and founder of the org, was here this week, his first to a midway since he suffered a heart attack in Tampa last winter. Other staffers included Jack Horbett and Mr. and Mrs. Marshall Green.

In addition to the above-named shows, other units included Sciorino's French Casino, Mark Williams' Collette, Swede Erickson's pigmy horses and snakes, Swain's mechanical village, W. O. King's Glass House, Tom Goff's Autarama, Oakleaf's war show, F. L. Sloeum's atomic cars, Charles Godwin's alligator, Malott's Side Show, Chuck Ward's Side Show Annex, John Till's Ebony Club, Speedy Sayles' Motor-drome, Chuck Renton's Dope Show, Burt Britt's Ghost Town and Sailor Katzy's Eternal Triangle and snake unit.

Visitors included Cliff Wilson, veteran showman; Frank Joerling, The Billboard, and Mrs. Joerling; Bernard Ahrens, co-owner Bernard & Barry Shows; Mrs. Roscoe T. Wade, Joyland Midway Attractions; Robert Morris, LaPorte, Ind., Fair, and Dale Kirkland, Kalamazoo, Mich., fair.

**T·E·N·T·S**

CONCESSION, CIRCUS, CARNIVAL

**AMERICAN TENT & AWNING CORPORATION**

One of America's Largest Builders of Fine Show Tents.

201 E. Water St. Norfolk 10, Va.

**BILL SANDERS****Kiddie Park Equipment For Sale—Reasonable**

In storage since 1951. Very good opportunity for someone to start amusement park.

Old Mill Ride, complete with 5 boats—removable building.

Merry-Go-Round Building, removable, with dome top, 88 ft. wide.

1 Philadelphia Toboggan park Merry-Go-Round.

1 National Train complete with track and guard signals.

1 Kiddie Boat Ride.

1 Crosley Automobile Fire Engine.

1 Ten-Car Kiddie Ride.

1 16-Chair Plane Ride.

1 16-Chair Kiddie Chair Plane Ride.

1 Ten-Car Roto-Whip Ride.

1 Kiddie Ferris Wheel, closed-in cages.

ORVILLE FOX, Box 369, Aurora, Ill.

**EVERLY FLY-O-PLANE**

FOR SALE OR TRADE

Late model machine, cars new three years ago. Drive new this spring. Requires 70 ft. space. Price \$6,500.00, terms arranged if necessary or will take late model Octopus in trade.

**W. O. KING**

82 Orchard St. Mt. Clemens, Mich.

Can now be seen in operation on World of Pleasure Shows in Michigan.

**FOR SALE OR LEASE**

Dodgem Ride, first class shape; portable building, ideal for road shows, or established amusement centers. Direct reply to

**BEACH AMUSEMENT**

914 N. Hill Street

Oceanside, Calif.

**WANTED**

RIDES—CONCESSIONS—GAMES

EXHIBITS—SHOWS

Winter quarters for circus people. Trailer space. Open year round.

**SUNSHINE STATE FAIR**

Farmers Market & Auction, State Road #7 (U.S. 441) West Hollywood, Florida. Phone: Hollywood 2-1719.

**PARAKEETS**

• Priced for Concessions. Live delivery. Perfect birds guaranteed.

• Orders by air day received. Write or call for latest price list.

BLUE RIBBON PARAKEET FARM, Dept. 5

2814 Adams St., Hollywood, Fla. Ph.: 2-7412

TABLES &amp; STEEL OR WOOD

**CHAIRS**

Folding or Non-Folding

Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed.

ADIRONDACK CHAIR CO.

1140 B'way, N.Y. (27 St.), Dept. T-2, MU 3-1385

**THANK YOU****C. A. HANNAH**

Co-owner of H. & M. Amusement Co. for your Chevrolet Tractor purchase.

"Save Money With Johnny"

**JOHNNY CANOLE**

Altoona, Pa.

Phones 9347 or 3-0003

**FOR SALE**

32 ft. 2-abreast Baby "Q" Parker Merry-Go-Round. Good condition, \$3,500 cash. Can be seen in operation at 546 25th Street, Rock Island, Ill.

**STATE LINE RIDES**

**W.G. WADE SHOWS**  
 Now Playing  
**The LAGRANGE COUNTY  
 CORN SCHOOL and  
 STREET FAIR**  
 LAGRANGE, INDIANA  
 all this week  
**D. Wade**

**Isser Grosses  
 Increase 20%  
 At Flemington**

FLEMINGTON, N. J., Sept. 11.—Greatly increased attendance at the Flemington Fair boosted the midway earnings of the I. T. Shows by an estimated 20 per cent.

This year's attendance exceeded 50,000, some 20,000 more than last year. The increase in interest was attributed to a stepped-up advertising-promotion campaign, including the increased use of 24-sheet boards.

The date is a difficult one in that it opens on Tuesday and runs thru the following Monday, Labor Day. The show is inoperative this week, preferring a leisurely set up at the Bridgeton (N. J.) Fair, its next stand, to squeezing in a four-day spot. Operating costs would jump about \$900 if another date were played.

**Holiday Poor**

Altho the date here was very good the rides rated only slim patronage. Both the proximity of beaches and the older nature of the attending crowds are advanced as reasons for this. Labor Day offers the midway only scant business even tho the auto races on that day draw a large crowd. Once again, it is reasoned, the lure of the beaches for a final family outing is too strong.

With the strong part of his fair route remaining, Manager Phil Isser is confident that the season will work out well. After Bridgeton annuals at Gratz, Pa.; Danbury, Conn., and Mineola, N. Y., remain.

**Chatham Fair  
 Red One for  
 Continental**

TRUMANSBURG, N. Y., Sept. 11.—Continental Shows pulled in here with plenty of time to spare for its fair date beginning Wednesday (15), after chalking up a red one in Chatham.

The Chatham date, marred by rain on one or two days for as long as Owner Roland Champagne played it, got good weather for the first time and spending was satisfactory for all. Sunday (5) was the best turnout in the fair's history.

General Agent Paul La Cross reports the show has gotten weather breaks at all three fairs played thus far, with not one day lost or marred.

**Ruback Takes  
 Okay Thus Far**

MIAMI, Okla., Sept. 11.—Jack Ruback, owner-manager of the Alamo Exposition Shows, reports that the show enjoyed a nice week's business in Salina, Kan., after which they made a long jump here to chalk up nice grosses. Ruback is well pleased with business so far this season and still has eight Southern fairs to play.

Art Spencer joined at Salina with his Motordrome and lions and was top money getter there with Bill William's monkey show running a close second.

**Miami Club Nets  
 \$450 From Benefit  
 On Marks Midway**

ROANOKE, Va., Sept. 11.—The welfare fund of the Miami Showmen's Association was enriched to the tune of \$450 by benefit held here Thursday (2) on the John H. Marks Shows. Harry Schrieber managed the event which was staged in the "Hot Chocolate" revue top. Maxie Sharp served as judge of the Kangaroo Court and Jack Wiener conducted the auction.

**DIGGERS FOR SALE**

12 Erie Diggers on 8x12 trailer, 4-way Awnings, all in good shape. Can be seen at  
**PARADA SHOWS WINTERQUARTERS**  
 Or Box 125, Caney, Kansas. Phone 468.

**WORLD 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: Want legitimate Concessions of all kinds, no "EX." SHOWS: Want Fun House or Glass House, Monkey Show, Snake, Wildlife, Mechanical or any Grind Show not conflicting. RIDES: Will book Caterpillar, Rock-o-Plane or Dark Ride or any Major Ride not conflicting. RIDE HELP: Can place capable Ride Help on all Rides.

Contact **H. V. PETERSON, Gen. Mgr.**, or **FRANK SPINA, Bus. Mgr.**  
 Hutchinson, Minn.; Blytheville, Ark., Sept. 19-26.

**WANT  
 BINGO CALLER**  
 Also  
**COUNTERMEN**  
**John Mulder**  
 Saginaw Fairgrounds Office  
 Saginaw, Mich.

**AGENTS WANTED**  
 For Hanky Panks, Buckets  
 and Big Tom for Oklahoma  
 City starting Sept. 25.  
 Contact:  
**AL WILLIAMSON**  
 c/o Huckins Hotel  
 Oklahoma City, Okla.

**AVAILABLE  
 COMPLETE ORGANIZED  
 COLORED REVUE**  
 Just closed Michigan State Fair. Will split to strengthen your show and work as Talker.  
**JOHN G. TILL**  
 Care Bremmer, Phone TO 5-1952  
 12930 Second Detroit, Mich.

**MONKEY DROME  
 WANTED FOR CASH**  
 With transportation.  
 Schamanski, answer.  
**JOHNNY BRANSON**  
 c/o Cliff Wilson  
 Memphis, Tenn., Sept. 25-Oct. 3; Dallas,  
 Texas, Oct. 9-14.

**FOR SALE OR LEASE**  
 Large Amusement Center, well-established in downtown San Diego. A great money-maker and a real opportunity for the right party. Present owner retiring. Direct replies to  
**ENTERTAINMENT ENTERPRISES**  
 1050 Union St.  
 San Diego 1, California

**FOR SALE**  
 Kiddie U-Drive Car Ride and Kiddie Merry-Go-Round; both new this season. Partners disagree. Located Belmar, N. J., Beachfront. Cash deals only.  
**R. D. T. AMUSEMENTS**  
 137 Atlantic Ave. Manasquan, N. J.

**RIDES FOR SALE OR TRADE**  
 Mangels 8-car Jr. Whip, excellent condition, now operating Harrison, Mich., Fair, Sept. 12-18. Spitfire with or without transportation, reasonable. Wire as per route or  
**JOE FREDERICK**  
 2263 Newton St. Detroit 11, Mich.

**WANTED**  
 Six Cat Agents, also Pan Game Agents. (Robert Sorensen, wire or call me.)  
**S. B. WEINTROUB**  
 c/o Don Franklin Shows #2, Butler, Mo., this week; Neosho, Mo., next.

**FEW GOOD LOCATIONS  
 Available for  
 Concessions at  
 Nashville, Tenn., Fair  
 (Sept. 20-25)  
 and balance of season.**  
 Write or wire  
**JOHN GALLAGAN or  
 MORRIS LIPSKY**  
 c/o Gooding Amusement Co.  
 Knoxville, Tenn., this week; Nashville  
 follows.

**GREENUP, KY., FAIR, SEPT. 15-16-17-18; SOMERSET, O., PUMPKIN SHOW, SEPT. 22-23-24-25; VANCEBURG, KY., FAIR, SEPT. 29-30-OCT. 1-2.**  
**CONCESSIONS AND  
 SHOWS WANTED**  
**FRED NOLAN**  
**Nolan Amusement Co.**  
 Greenup, Ky.

**WANTED  
 COMBINATION BILLER**  
 With transportation for balance of season and Florida tour.  
**EARL D. BACKER**  
 Meridian Hotel Meridian, Miss.

**WANTED DROME RIDERS**  
 Who can do race. Also Ticket Seller and Kiddy Ride Help.  
**EARL PURTLE**  
 Care Cetlin & Wilson Shows  
 Reading, Pa., Sept. 12-19; then Richmond, Va.

**HARRY MOORE**  
 of Phenix City, Ala., please phone  
**T. A. MARTIN**  
 3-8430—Columbus, Ga.

**AGENTS WANTED**  
 For Six-Cats, Pin Store, Balloon Darts, Blackwell, Okla., this week; then Hutchinson, Kans., and choice Southern Fairs.  
**JOHN ERNEST**  
 Brodbeck-Schrader Shows  
 Blackwell, Okla.

**CAN PLACE**  
 String Game, Milk Bottles, all Hanky Panks that do not conflict. Neelyville, Mo., Sept. 18-25.  
**ROY HARTSOCK, HARTSOCK SHOWS**  
 Neelyville, Mo.

**WANT FOR 6 WEEKS OF SOUTHERN FAIRS**  
 Athletic and Side Show. Concessions of all kinds, especially Scales, High Striker, Slum Blower. Can place Second Men on Rides, must drive.  
**Midway of Mirth Shows**  
 Jonesboro, Ark. (Fair), this week; followed by Fairs at Marvell, Harrisburg, Lepanto and McCrory, all Ark.

**WANTED  
 FOR EL DORADO, ARK.**  
 Agents for Swinger, Buckets, Cigarette Block and Hanky Panks.  
**GENE CAIN**  
 Wallace Bros. Shows, Camden, Ark.

**GOLD MEDAL SHOWS**  
**WANT WANT WANT**  
 For CABARRUS COUNTY FAIR, Concord, N. C.; followed by the  
**GREAT SPINDLE-CENTER FAIR, Gastonia, N. C.**  
 Can place all legitimate Concessions. All Eating and Drinking Stands open including Popcorn and Candy Apples. SHOWS—Monkey Show, Snake Show, Unborn and any other Shows not conflicting. HELP—Can place Second Men on all Rides, preference given to semi drivers. Gene Knight wants Side Show Freak to feature and other useful Side Show People. Want Bingo Caller and Counter Men. Joe Curtis, come on.  
 Contact **Johnny J. Denton, Rutherfordton, N. C.**

**JOHNNY'S UNITED SHOWS**  
 "HONESTY IS OUR POLICY"  
**LAST CALL**  
**CARROLL COUNTY FAIR, Huntingdon, Tenn.; JACKSON, TENN., A. M. & I. FAIR; JACKSON COUNTY FAIR, Scottsboro, Ala.; RANDOLPH COUNTY FAIR, Roanoke, Ala.**  
 Can place Cookhouse, Glass Pitch, Photos, Arcade, Diggers, Penny Pitch, Hit & Miss, High Striker, Cigarette Pitch and Ball Games. SHOWS: Monkey, Fun House or any Grind Show of merit. HELP WANTED: Man and Wife to operate office-owned Grab Trailer, fully equipped. Must drive. All replies to  
**JOHN PORTEMONT, Johnny's United Shows**  
 LEBANON, TENN., THIS WEEK.

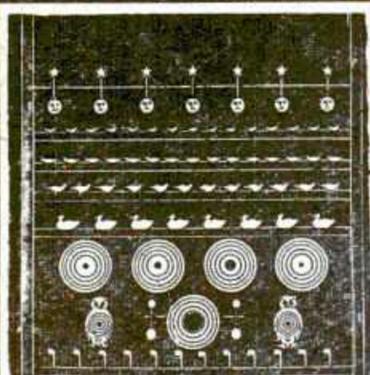
**PENN PREMIER SHOWS**  
 worlds • cleanest • midway  
**DAVIDSON COUNTY FAIR, Lexington, N. C., Day and Night, Sept. 20-25; GUILFORD COUNTY FAIR, High Point, N. C., Sept. 27-Oct. 2.**  
**CONCESSIONS** Can place all types of legitimate Concessions. Especially Hats, Novelties, Derby Racer, Glass Pitch, Age, Scales, Grab and Palmistry.  
 Largest Tobacco Crop the South Has Ever Had.  
 Address all mail and wires to  
**LLOYD D. SERFASS**  
 c/o FAIRGROUNDS  
 Penn Premier Shows, Durham, N. C. All phone calls: c/o FAIRGROUNDS Durham, N. C.

**AGENTS AGENTS AGENTS**  
**For 8 NORTH and SOUTH CAROLINA FAIRS starting this week at Edenton, N. C.**  
 Can place one Razzle, one Pin Store Agent. Want Crew for newly framed Skillo, Man for Spindle, Pea Pool and Beat the Dealer Agents. Join here and get big week. Want Operator with two or more girls for newly framed Girl Show. Man to work in Girl Shows. Frenchy Moore, contact me. Also want Girls for Colored Girl Show.  
 All address:  
**RALPH DECKER, Carl D. Ferris Shows**  
 EDENTON, N. C., THIS WEEK.  
 P.S.: Can place Minstrel Show for balance of season.

**WANT**  
**For RED SPRINGS, N. C., TOBACCO FESTIVAL, WEEK SEPT. 20—A REAL HOT ONE— FOLLOWED BY VOLENS-REPUBLICAN GROVE, VA., A FEW MILES FROM BROOKNEAL, WEEK SEPT. 27.**  
 Get your winter bank roll here, so don't let size of towns fool you. Strictly legitimate Concessions of all kinds. Those joining now will get preference at Catholic Church doings in Savannah, Ga., and my winter Florida spots.  
 P.S.: Can place Music Wagon. Give full details.  
**BARNEY TASSELL SHOWS**  
 Wire this week, Chadburn, N. C.

**Buff Hottle Shows #1**  
 Have space left for Merchandise Concessions at Florence, Ala., next week. Donaldsonville and Franklinton, La., Fairs to follow. Then three more Louisiana Fairs. Also want Concessions that work for stock. Can place Grab, Floss, Pronto, etc., for Lafourche Parish Fair, Sept. 23-26, and for balance of season. All replies:  
**BUFF HOTTLE, Mgr.**  
 LAWRENCEBURG, TENN., THIS WEEK.

**PALMETTO EXPO. SHOWS**  
 Want Concessions of all kinds for Berkeley County Colored Fair, Moncks Corner, S. C., week of Sept. 20-25; Waco, N. C., Community Fair, week of Sept. 27-Oct. 2. Can also use Ride Help of all kinds.  
**All replies to MILTON McNEACE**  
 GAFFNEY, S. C., THIS WEEK.



## ATTENTION— SHOOTING GALLERY OPERATORS! IF YOU NEED GALLERIES ACT NOW!

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do... assure your future with Evans—the Gallery built to last.

**IMMEDIATE DELIVERY—  
NO WAITING for  
These EVANS' Quality  
LONG RANGE GALLERIES**

GALLERY "L"—8 ft. high, 10 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and belt.

GALLERY "E"—10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal! With or without motor and belt!

Complete details in our  
**FREE CATALOG**  
Ports and Targets also available

Write Today

**H. C. EVANS  
& CO.**

1556 W. CARROLL AVE.  
CHICAGO 7, ILLINOIS

## ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE T.P.S  
MOTORDROMES, SHOW TENTS

**ANYTHING IN CANVAS**

Manufacturing Show Canvas for Over  
Fifty Years.  
Underwriters' Approved Flame  
Resistant Materials Available.  
FIVE DAYS' SHIPMENT ON MOST SIZES.

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

## Howard Bros.' Shows

**WANT FOR IRONTON, OHIO, OCTOBER 6-9  
ON THE STREETS**

### "FESTIVAL OF THE HILLS"

Place legitimate Concessions—Bumper, String, Pitch Wins, Ball Games, Coke Bottles, Basket Ball, Bowling Alley, Short Range, Custard, Jewelry, Age, Scales, Cig. Gallery, Photos. Two small Shows. Bingo booked.

Wire as per route: **WEEK SEPT. 13 (FAIR), MARYVILLE, OHIO;  
WEEK SEPT. 20 (FAIR), OTTAWA, OHIO.**

**RAY S. HOWARD, Mgr.**

## INTERSTATE SHOWS

**Want for Hardeman County Fair, Bolivar, Tennessee, Sept. 20-25; Lawrence County Fair, Moulton, Alabama, to follow. All Fairs until November 13.**

SHOWS: Side Show with own equipment, committee money only. Girl Show with own equipment. Will book Fun House, Glass House, Penny Arcade, Motordrome, Monkey Show, Wildlife, any worthwhile Grind Shows. RIDES: Will book Roller Coaster, Spitfire, Caterpillar, any Flat Ride not conflicting; Kid Rides, Live Pony Ride. RIDE HELP: Want Foreman for Twin Wheels, Merry-Go-Round, Tilt; Second Men on all Rides, prefer semi drivers. CONCESSIONS: All Concessions open midway through November 13th. All Eating and Drinking Stands open. Want Cook House for balance of season that know how and will cater to show people. Good opening for Foot Long Hot Dogs, French Fries, Ice Cream, Grab, Age and Weight, Novelties, Hi-Striker, Gadgets, Hats, Jewelry, Glass Pitches, all Hanky Panks. Want Bingo Caller and Counter Men to join on wire. Want Billposter with own transportation to join now and for balance of season. References required. Replies to

**H. B. ROSEN**

AMERICAN LEGION FAIR, SOMERVILLE, TENNESSEE

## Want-G & B RIDES AND SHOWS—Want

**FOR PARSONS, W. VA., FREE STREET FAIR, SEPT. 20 to 25**

Photos, Scales, Cork Gallery, Balloon Dart, Six Cats, Water Games, Bingo, Glass Pitch, Pitch-Till-U-Win, Basket Ball, Coke Bottle, Ring-a-Bottle, Ball Games, Buckets, Jewelry. Any Concession working for stock. Will book any Show except Girl, also will book live Pony Ride. Concessions playing this spot have opportunity to play Kingwood Buckwheat Festival and Mountain State Forest Festival at Elkins, W. Va. Will be in Parsons from September 13-on. All replies to

**GEORGE BROAS**

Parsons, W. Va.; care of Western Union or Phone 287-R.

## WANT—AGENTS—WANT

For the following Concessions: Six-Cat, Buckets, Swinger, Coke Bottles, Milk Bottle, Pitch-Till-You-Win, Duck Pond, Add-a-Ball, Cig. Block, Spindle. Also Cat Boys and Semi Drivers. All winter's work in Florida and for the following Fairs: Jackson, Tenn., Sept. 13-18; Nashville, Tenn., Sept. 20-25; Huntsville, Ala., Sept. 27-Oct. 2; Tupelo, Miss., Oct. 4-9; Tuscaloosa, Ala., Oct. 11-16; Pensacola, Fla., Oct. 18-23; Meridian, Miss., Oct. 25-30. Come on. (All winter's work in Florida, contact Box 237, Riviera Beach, Fla.) Contact

**NEAL CARLIN**

Box 97, Buckeye Lake, Ohio, or c/o Fairgrounds, Knoxville, Tenn.

## KEYSTONE EXPOSITION SHOWS

**BIG COLORED COMMUNITY COTTON FAIR, starting Sept. 27 thru Oct. 2, ELLOREE, S. C.** Will book Concessions of all kind. Opening for Bingo. Can use Minstrel Show or any other Show. Also opening for Major Rides not conflicting with what we have. Contact us now. More fairs to follow. Get your location now for the fairs. Opening for Ride Help. You must be able to drive and have driver's license. All replies to **KEYSTONE EXPOSITION SHOWS**  
This week, Ehrhardt, S. C.; followed by Bowman, S. C.; then COLORED COMMUNITY COTTON FAIR, ELLOREE, S. C.

## Timonium Sets Record

Continued from page 49

perature soared to the high 90's, too torrid for many patrons who had braved an equally-hot Labor Day. Wednesday was also off slightly as threatening weather held the crowds down. And the Orioles were at home again that night, this time with the Yankees.

Governor McKeldin failed to show on Governor's Day, Thursday, as he attended the funeral of his mother. He appeared yesterday in the rain, tho, which was Mayor's Day.

Fully a third of the total attendance, more than 73,000, passed thru the race track gates to view the pari-mutuel running events during the first nine days. The separate gates result in a charge of 50 cents to enter the fair, and \$1.50 to enter the track. Race-track customers have free access to the fairgrounds, but fair patrons must pay the \$1 difference to pass into the race-track compound. A detailed breakdown of the turnout to date shows that of the 225,197 total, 151,778 went thru the fair gate.

The State Fair and Agricultural Society operates both the track and fair, and the 11 fair days always hinge directly onto the 10-day race meet. The track is closed on Sundays.

Altho kids under 12 are admitted free daily, opening day the gate exemption is extended to age 15, and all ride prices are halved for kids. Friday (3) was ladies' day, with women admitted free to fair and race track, thru 4 p.m.

The grandstand seats about 3,300 and always overflows onto the infield for the races. A grouping of free acts is presented every

night, this year booked thru the Frank Melville agency, but turnouts are usually light. The fair has not presented revues and association President William F. Schluderberg says these must await the proposed grandstand expansion.

The race patrons are not fairgoers, and invariably make a beeline from the grounds when the day's card is completed. They bet a yearly handle of \$4 million, however, and the fair's cut from this enables it to meet all operating expenses while setting gate and concession income aside for improvements. Race purses totaled \$112,000.

This year's midway income would total about \$25,000, Manager John Heil estimated, and commercial exhibits would add about \$5,000 to the figure. There is no income from parking, this being free. Less than \$150 comes from the 1,350 feet of space devoted to the farm implement show, space there going at only \$5 per 50 feet. The show has built to a very large display, however, where it was a minor element before 1951, when the association purchased the track and fair from the Maryland Jockey Club.

Total entries this year, all above last year's figures, included 4,100 in poultry and pigeons, 95 dairy cattle, 319 beef cattle, 90 draft horses, 563 sheep and 970 swine. Total premiums came to \$91,646 of which the State fair Board gave \$81,350.

## Detroit Down

Continued from page 49

in an open shell in a grove for square dancing. Henry Jerome and his orchestra with vocalist Patti O'Connor, plus variety acts, were sponsored by Chrysler. Chevrolet and the Warney Ruhl orchestra with vocalist Patti Brown. The John F. Ivory Storage Company offered all youngsters an attractive free ride in a decorated buckboard wagon drawn by a six-horse palomino pony hitch.

### Exhibits Off

Commercial exhibits were cut down in total area available because of the razing of the Michigan Building and consequent moving of the women's department into former commercial space. Despite this, the loss in commercial exhibits was kept down to 3 per cent under 1953, by tighter planning of space, according to Gerald C. Lacey, exhibits manager. There were 165 exhibitors, paying \$95,000 for a total of 150,000 square feet.

The first general exhibit of color television was presented by the local RCA branch in the Coliseum commercial area.

Agricultural exhibits were summarized as equivalent to last year, with a number of exhibitors turned down because of filling of all space for horses, swine, poultry and small livestock.

## Oregon State Pushes Record

Continued from page 49

ager Leo Spitzbart predicted closing performances today (11) would see the total past the 200,000 mark, compared with 188,329 for the 10-day fair of 1953.

The 1954 version of the fair earned its "New Look" designation thru the rearrangement of the midway, which opened up the attractions, tho reduced the number of shows. Shows and concessions were given a circular arrangement with rides in the center. Thus the shows faced the center of the area and kept other attractions and the rides continually in view of the fair patrons. The criss-cross walks were eliminated and the bottlenecks removed so that the crowds flowed smoothly past the attractions. Also contributing to the new look was the 5,000 gallons of paint spread over the fair buildings earlier in the season.

Another innovation, however, was less successful. Two of the 10 daily horse races were harness events, supplanting quarter-horse races of previous years. The other eight races each afternoon were thoroughbreds. Advent of the harness races was blamed for the drop in pari-mutuel handle, altho Dr. E. B. Stewart, chairman of the State Fair Commission, said the commission would not pass on the failure or success of the experiment until final figures on wagering were in.

Altho attendance at the races

was generally higher than a year ago, the handle was down. Opening day's handle of \$91,957 compared with \$107,711, and Tuesday's was \$165,726, compared with \$168,336, there being no Sunday racing.

### Revue So-So

Turnouts for the grandstand revue see-sawed with last year's figures. Opening day pulled 3,062 compared with 2,812 a year ago, and Sunday's (5) 5,049 was below last year's 5,148. Monday (6) slipped to 3,868 compared with 3,991, but Tuesday's 2,986 again was above the 2,850 for a year ago. The revue was staged by Helene Hughes, of San Francisco.

Helene Hughes also provided the grandstand circus, which replaced the rodeo of former years. The circus also drew less than last year's rodeo the first three days but passed the 1953 figure Tuesday (7) with 1,688 compared with 1,540. Opening-day circus crowd was 1,878, compared with 2,659 in 1953.

The daily free show at the edge of the midway was Ted Mack's amateur talent quest, staged in co-operation with radio broadcasters of the State.

The increased attendance brought proportionate gains in business for the food and drink stands, with most operators reporting per capita spending above that of last year.

## Calif. Paces '53

Continued from page 49

the fair, a time capsule was buried in front of the Counties Building on opening day.

Because of the auspicious occasion, Bert F. Williams, publicity supervisor, began promoting the fair last April. And, in view of the co-operation received, the annual Press - Radio - Television luncheon Saturday (4) attracted a crowd of 1,300, which was 500 more than attended in 1953. Twenty-eight representatives of newspapers, radio and television received awards. Williams was given a plaque by his newspaper friends in the Bay area.

West Coast Shows are featured on the midway. This year the Kiddieland and adult midways are combined. The Mike Krekos organizations have a total of 37 rides, 11 shows and a reported 127 concessions.

## ALL TYPES OF WHEELS



**CARDINAL MFG. CO.**  
1944 West 28 St., Brooklyn 24, N. Y.  
ESplanade 2-7510

## SCHAEFER'S JUST FOR FUN SHOWS

**Want for Carter County Fair at Ardmore, Okla., Sept. 20-25 and 5 other Fairs in Texas.**

String Game  
Stum Spindle  
Jewelry Spindle  
Buckets  
Pitch-Till-You-Win  
Basketball  
Hi-Striker  
Class Pitch  
Coke Bottles  
Fish Pond  
Bumper  
Knife Rack

Long Range  
Short Range  
Corn Dogs  
Foot Longs  
Ice Cream  
Frozen Custard  
Hats  
Monkey Show  
Midget Show  
Mechanical  
Midget Cattle  
Crime Show

Have all contact W. A. SCHAEFER, Gary, Ind., this week, then Ardmore, Okla.

## WANTED

Ferris Wheel, Tilt or any Major Ride in good condition; can furnish transportation. Legitimate Concessions of all types. Fun House, Glass House, Shows, and any worthwhile attractions. For Fairs starting first week in October and all winter thru Florida.

**LE GRAND'S AMUSEMENT CO.**  
Jacksonville Beach, Fla.  
Phone: 5-9331

## FOR SALE

Complete Carnival; three Major Rides, Merry-Go-Round, Ferris Wheel, Chair-plane; Office Trailer, Tables, Cables and Wire, Trucks and Trailers for each Ride.

**CHEAP FOR CASH**

In operation now at Smithfield, Va.,  
Route #2, Box 626

**FRANK GEISLER**

## WANT TO BOOK

**ROLLER COASTER, 1954 Model**

with show playing fair route. Also available, new Kiddie Dry Boat Ride and Kiddie Rocket Ride.

**KEITH TOLES**

1666 East 82 St. Cleveland 3, Ohio  
Phone: Sweetbriar 1-9544

## AGENTS WANTED

For Pin Store, Blower, Six Cats and Buckets. All proven Fairs until Nov. 15. All Replies:

**CHARLIE WRIGHT**

c/o Western Union, Cape Girardeau, Mo.

## WANTED

Two Skillo Agents. Outside Help. Also Count Store Men. Call

**JAMES MORGAN**

Joseph Hewes Hotel Edenton, N. C.  
J. R. Howard, get in touch.

## FOR SALE

Octopus and Spitfire. 8 Tub Octopus, new upholstery, seat covers and motor overhauled this spring, price \$3,000.00 cash. 1948 model Spitfire in A-1 condition, \$3,500.00 cash. These Rides can be seen in operation at the Chattanooga Interstate Fair, Sept. 20 thru 25th. Chattanooga, Tenn. **WILLIAM O. HAM-MONTREE**, 1313 East 30th Street, Chattanooga, Tennessee.

'A. OF A.'

# Vivona Show Changes Title Next Season

LEHIGHTON, Pa., Sept. 11.—Vivona Bros.' Shows will take a new title out on the road next year, agent Harry E. Wilson says, and will be known as "Amusements of America" in the future. No reason was advanced for the change of name.

The Labor Day stand here got off to a record-breaking start, with an estimated 20,000 persons taking advantage of the Sunday (5) free gate. Labor Day itself drew a paid gate of more than 30,000 to produce a big holiday weekend for all, in very good weather.

Morris Vivona's No. 2 unit joined here, and the midway now consists of 17 office-owned rides plus four others booked in, 13 shows and nearly 100 concessions, one of this fair's largest midways.

Dom Vivona was in charge for the first time at the Matamoras, Pa., date, while John Vivona was getting things ready in Leighton. Although not viewed in advance too highly, Matamoras turned out satisfactory due to a daily special events program. Monday (30) saw the ladies' night all but rained out, but attendance was good the rest of the week.

Other promotions were Tuesday (31), firemen's night; Wednesday, family matinee; Thursday, sunset matinee; Friday, another firemen's night, and Saturday, kiddie matinee.

# Lincoln Fair Again Inks Wm. T. Collins

LINCOLN, Neb., Sept. 11.—William T. Collins Shows again will be on the midway at the Nebraska State Fair next year.

The contract was awarded Friday afternoon (10), closing day of the 1954 event, during which the Collins aggregation bettered its own 1953 ride and show gross by 15 per cent, the rain washed out several night hours Wednesday (8).

Signing of the 1955 contract gives Collins the fair for the third straight year.

Fifteen major rides, 6 kiddie rides and 14 shows were in the show's line-up here this week in what marked the show's final date of the season. Some of the rides, however, will see further action, being booked into some spots en route back to Minneapolis winter quarters and some into fairs in Oklahoma.

## CLUB ACTIVITIES

### Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Sept. 11.—Membership was saddened by the death of Mrs. Jack (Marion) Dickstein and Doc Miloch.

Alexander Kaplan has been busy recruiting new members at Edgewater Park. Letters received from George Harris, who is in West Virginia, and from Charles Rafal and Lewis Brown, both of them in Lincoln, Neb.

Secretary Bob Morrison is readying the clubrooms. The cardroom and dance hall have been redecorated and work is starting on the Douglas Brown Memorial Room.

Ben and Dottie Miller are scheduled to leave soon for an Eastern vacation. They plan to be gone for a month.

### COMPLETE COOKHOUSE FOR SALE

New canvas, seats 58, with plenty refrigeration and equipment. Bottle gas. Tractor, overhauled and new rubber. Tip-top shape. Cash for quick sale.

WHITEY ELAM  
Gautier, Miss.



FOUR OF THE PRINCIPALS in the benefit steak dinner, held on the Gooding midway at the Indiana State Fair, Indianapolis, that realized \$275 for the Showmen's League of America. Left to right: John Gallagan, concessionaire; Josephine Haywood, Miss Outdoor Show Business of 1953; Hal Eifort, Gooding unit manager, and Joy Purvis, candidate of the Gooding organization for the title of Miss Outdoor Show Business of 1954.

# Rainier Beats 1953 At Oregon State Fair

SALEM, Ore., Sept. 11.—Rainier Shows this week topped '53 at the Oregon State Fair, which closes today. This was credited in part to the increased attendance, which was running some 12 per cent ahead of last year, and to re-arrangement of the midway resulting in improved handling of the crowds.

K. R. Anderson, head of Rainier, said that while his gross was down, owing to provision for fewer shows, his net was higher as earned by the rides.

Anderson had 20 rides, including 8 in Kiddieland. Org had three shows—Athletic, Monkey Circus and Siamese Cows—instead of the eight shows he brought last year. He expressed gratification over the changes, saying he had advocated them for some time.

The re-arrangement placed the shows and concessions in a circle facing the center of the midway, in which were placed the rides. A sawdust midway was installed in place of the former walks, a feature that eliminated the milling crowds that in earlier years produced bottlenecks on the midway. Reduction in the number of concessions from 48 last year to 26 this year allowed more space for each unit, opened up the midway and resulted in a better overall appearance.

"The new arrangement got the people off the walks and into the midst of games and concessions," Anderson said. "The old system developed bottlenecks so that the people were caught in moving throngs and could not stop to play the games."

Being the focus of the midway, the rides enjoyed greater business this year, and per capita spending was higher, Anderson said.

Anderson said his portable Roller Coaster was the best-drawing ride. This ride, made by Carl Miller of Portland, Ore., was introduced at the fair by Anderson last year and was revamped for this year's fairs. Next best rides, in order, were the Tilt-a-Whirl, Fly-o-Plane and twin Ferris Wheels.

Oregon State closes the season

# WOM AGAIN FINDS EXTRA HELP ANXIOUS

RUTLAND, Vt., Sept. 11.—Plagued for years by the shortage of extra help, the World of Mirth Shows got a pleasant surprise here when it began to set up for the Rutland Fair. An advertisement by the Rutland Unemployment Office offering such work to 75 men resulted in applications by twice that many, and some 200 men were reported on hand ready to help when the work started. While the bountiful supply of help was welcome, show officials were aware of the fact that an abundance of men willing to work by the hour or day sometimes forecasts an acute shortage of fun dollars.

for Rainier, which will take winter quarters at the Salem fairgrounds.

Anderson disclosed also the establishment of a Rainier Shows Benefit Fund, operated to provide welfare for any distressed employee of the carnival. It is financed thru proceeds from a party staged each Thursday night during the season, all employees being members of the fund. A panel of directors allots payments from the fund to employees who might require help because of sickness or other hard luck.

## Carnival Routes

Continued from page 46

- Shamrock: (Fair) Guyton, Okla., 14-17.
- Shan Bros.: (Fair) Canton, Ga.; (Fair) Cartersville 20-25.
- Siebrand Bros.: Blackfoot, Idaho.
- Smith's Funland: Petersburg, W. Va., 16-18.
- Smith, George Clyde: Warsaw, Va.; Farmville 20-25.
- Snapp Greater: Bentonville, Ark.
- Southern Valley: (Fair) Hamburg, Ark.
- Southern States: Port St. Joe, Fla.
- Spartan Greater: Camden, Ark.
- Star Am. Co., No. 1: (Fair) Star City, Ark.
- Star Am. Co., No. 2: (Fair) Marion, Ark.
- State Fair: (Fair) McAlester, Okla.; (Fair) Bristow 20-25.
- Stephens, C. A.: Bristol, Tenn.; (Fair) Dungannon, Va., 20-25.
- Stephens, Otto: Queen City, Mo.; 16-18 (season ends).
- Sterling Crown: (Fair) Fayetteville, Tenn.
- Strates, James E.: York, Pa.
- Strong's Am. Co., No. 1: (Fair) Antlers, Okla., 16-18; (Fair) Mulberry, Ark., 23-25.
- Strong's Am. Co., No. 2: (Fair) Bartlett, Neb., 16-18; Red Cloud 23-25.
- Sunset Am. Co.: (Fair) Lamar, Mo.; (Fair) Dexter 20-24.
- Sun Valley: (Fair) Frederick, Okla., 14-17.
- Tassel, Barney: Chadbourne, N. C.; Red Springs 20-25.
- Tennessee Valley Am.: (Fair) Woodbury, Tenn.
- Thomas, Art B.: Mitchell, S. D., 20-25.
- Thomas Joyland: Hendersonville, N. C.; South Charleston, W. Va.
- Tidwell, T. J.: Odessa, Tex.
- Tinsley, Johnny T.: (Fair) Lawrenceville, Ga.; (Fair) Thomaston 20-25.
- Tip Top: Blair, Wis., 17-19.
- Tivoli: (Fair) Hutchinson, Minn., 13-15; (Fair) Blytheville, Ark., 20-26.
- Turner Scott's Rides: Roanoke Rapids, N. C.
- 20th Century: (Fair) Enid, Okla., 13-16; (Fair) Muskogee 19-26.
- United Expo.: Alton, Ill.
- United Expo.: Alton, Ill.
- United States: (Fair) Whitesville, W. Va.
- Veterans United: (Fair) Waterloo, Neb., 15-18.
- Victory Expo.: Belen, N. M.
- Vivona Bros.: Roanoke Rapids, N. C.; Lumberton 20-25.
- Virginia Greater: (Fair) West Point, Va.
- Wade Greater: (Fair) Bourbon, Ind.
- Wade, W. G.: (Fair) LaGrange, Ind.
- Wallace Bros.: (Fair) Camden, Ark., 15-19; (Fair) El Dorado 20-25.
- Wallace Bros. of Canada: Renfrew, Ont., 14-17; Lindsay 20-25.
- Wallace, I. K.: (Fair) Lebanon, Va.; (Fair) Chesterfield 20-25.
- Ward, John R.: Canton, Ga.; Parsons, Tenn., 20-25.
- W. B. J., No. 2: Tipton, Ind., 21-25.
- West Coast: San Jose, Calif., 13-19; Madera 21-26.
- West Coast Expo.: San Jose, Calif., 13-19; Walnut Creek 21-26.
- Weydt's Am. Co.: Cashton, Wis., 17-19; Viroqua 23-26.
- Williams Am. Co.: (Fair) Kings Mountain, N. C.; (Fair) Rockwell 20-25.
- Wilson Famous: Canton, Ill., 15-18.
- Wolfe Am. Co.: Robersonville, N. C.
- World of Pleasure: (Fair) Coldwater, Mich.
- World of Today: (Fair) Spencer, Ia.; (Fair) Parsons, Kan., 21-25.

### WANT LOT MAN

To join on wire who is capable of putting show on and off the lot and assist with the back end. Replies to

H. B. ROSEN

Care Western Union, Somerville, Tenn.

# ACA Off Well In Louisville

LOUISVILLE, Sept. 11.—Amusement Company of America got off to a good start at the Kentucky State Fair. Thru Saturday night (11), the second day of the event, ACA's ride and show gross was 36 per cent higher than for the corresponding period last year. This was ACA's first year at the fair.

"Dancing Waters" started off strong and appeared on its way to becoming the top money-getter here. Starting here, a fem talker is working the front. She is Mrs. Duke Wright.

J. C. McCaffery, general agent and one of the owners of ACA, continues in a critical condition in a Chicago hospital.

Paul Olson, show manager, leaves here Monday (13) to spend a day at the Alabama State Fair, Birmingham, where he is pinch-hitting for McCaffery as concession superintendent.

# Buff Hottle Shows #2

Want Concessions that work for stock. Can use one or two more Grind Shows for balance of season. Want Ride Men with drivers' licenses who can stay sober and drive semi trailers. All replies to

ROMEO DUNN  
KENNETT, MO., THIS WEEK.

## GREAT WALLACE SHOWS

Want for ROCKY MOUNT, VA., FAIR, Sept. 13-18; REIDSVILLE, N. C., FAIR, Sept. 20-25; CHESTER, S. C., FAIR, Sept. 27-Oct. 2, and more good Fairs to follow.

Will book Scales and Age, Basketball, Novelties, String Games, Photos, Candy Floss or any other Merchandise Concessions. Attention, Ride Owners: Will book Train Ride, Live Ponies, Octopus, Spitfire, Rock-o-Plane, Caterpillar or any other non-conflicting Rides. Want Snake Show, Monkey Show, Wildlife or Unborn, Funhouse, Glass House or any Grind Shows. Low percentage. Want Ferris Wheel Foreman and other experienced Ride Help who drive semis. The above Fairs are bona fide white Fairs.

All answer to AL WALLACE  
Rocky Mount, Va., this week; Reidsville, N. C., next week.

## METROPOLITAN SHOWS

WANT FOR PINE BLUFF AND HOPE, ARK.

CONCESSIONS: Can place legitimate Concessions of all kinds. Ep Glosser wants Grind Store Agents; wire, don't call. SHOWS: Can place Girl Show and Snake Show, have complete outfits. Also want Grinder for Monkey Show. HELP: Want Canvasmen (Walky-Talky, come back). RIDES: Will book Pony Ride and Octopus.

SHIRLEY LEVY

SOUTHERN HOTEL, JACKSON, TENN.

## GLADES AMUSEMENT COMPANY

WANT FOR CONWAY, S. C., FIRST ANNUAL COLORED FAIR

10 DAYS—STARTING WEDNESDAY, SEPT. 22

Hanky Panks of all kinds. Some P.C. open. Will book Shows for all winter in Florida. Want Jig Show. Winnie, get in touch.

STANLEY, VA., THIS WEEK.

JERRY SADDLEMIRE or JOHN KEELER

## GIRLS WANTED

FOR POSING SHOW AND HAWAIIAN SHOW

Wardrobe and transportation furnished. Top salaries. Must open Hutchinson, Kansas, Friday, Sept. 17.

J. SCIORTINO, Fairgrounds, Hutchinson, Kan.  
Memphis, Tenn., and Dallas, Texas, to follow.

GIVE TO DAMON RUNYON CANCER FUND

## WARD-BELLS TO LAUNCH OWN SHOW IN EARLY 1955

To Use Gainesville Equipment; Schmitz, Smith in Company; Sign Honolulu Shrine

GAINESVILLE, Tex., Sept. 11.—The Ward-Bell Circus, a new organization, will take to the road from Gainesville next season.

Its first major engagement will be for the Aloha Shrine Temple, Honolulu, early in 1955. Gus Bell, co-owner and manager of the circus, returned this week from Honolulu, where he completed arrangements for the stand. The show owners are Bell and Harold Ward, who have had a flying act for the past 17 years and have been with Polack Bros.' Circus the past seven years, presenting a triple flying act of nine people since 1951.

Their show will be incorporated with Bell and Ward and their wives incorporators along with F. E. Schmitz and A. Morton Smith, both of the Gainesville Community Circus.

### Plan European Layout

Provisions are being made for the new show to be presented in buildings, outdoor stadiums and under canvas. All equipment of the Gainesville Community Circus will be placed at its disposal for canvas dates.

Under canvas, the show will have one ring and the top will be set up European style with seating for 4,000 persons.

Bell and Ward in a joint statement said they believed there was ample territory for another circus and that a good show would make money. The show will feature the Ward-Bell Flyers with a pro-

gram of several other feature acts, including a high wire act.

"It will not be the policy of this show to pursue the dates of other circuses since we believe that there is enough territory for us without attempting to take dates away from other shows," they stated.

### To Gainesville WQ

The circus will set up winter quarters in the building of the Gainesville Community Circus here as soon as the flying act com-

pletes its season with Polack Bros.' Western unit in December.

Paul McGehee, general superintendent of the Gainesville Community Circus for many years, will hold the same post with the Ward-Bell Circus.

Bell said that the show will be sold as a package deal for indoor, outdoor or canvas engagements. The tenting equipment will be held in storage at Gainesville for movement to fill an engagement wherever needed.

## Denver Run Changes Luck of Beatty Show

Show Contracts Longer Season; Beatty Plans India Movie Work

DENVER, Sept. 11.—A run of good business here started the Clyde Beatty Circus toward recouping the losses suffered by about two weeks of rain, snow, hail, wind and mud last month along the Canadian border.

Three days ending Sunday (5) brought out good crowds for most of the afternoon performances and from 70 to 90 per cent of capacity for evening shows. Showers each afternoon hurt some, but a lion's share of publicity in local newspapers, including daily front page spreads in both papers, combined with more than a dozen TV appearances by members of the show to keep people aware of the circus. A fight among Beatty's cats after the first afternoon show and while photos were on hand did nothing to hurt the show publicity-wise.

Unlike past years, when the circus has gone into winter quarters in early October to allow Beatty to play indoor dates in Texas, the show plans on running late this year. Contracting agents Jack Knight and Dan Dix are making towns in the Central South and Southwest for mid-October showings.

### Beatty to India

Beatty, owner and feature of the show, is slated to leave for India in early winter to film another movie. The picture will be the story of a tiger and it is tentatively called "Ringo." Meanwhile, Harry Chipman, Beatty press agent, reports good results from the show's tie-in with Warner Brothers' picture "Ring of Fear." He has worked with local theater managers in several towns for combination publicity with "Ring of Fear," which features the Beatty circus.

Final decision on wintering at

Phoenix is still pending, according to show officials, with land and building prices being important factors.

### Denver Develops

The Denver stand was not sponsored, altho about 75 per cent of the show's stops have been. Friday afternoon (3) show drew three-quarters and the night house was about 85 per cent. For Saturday and Sunday the afternoons were three-quarters or better and the nights were near-full. Road company of "The King and I" was in Denver at the same time. Beatty Side Show pulled well with even the post-matinee tips reported good.

Joanides, still on crutches after a parade accident in California, now works his juggling act on a platform instead of a high wire.

(Continued on page 59)

## Admire Starts School Unit, Plans Another

CORINTH, Miss., Sept. 11.—J. C. Admire was launching the regular season of his Rice Bros.-Joe Mix school show this week and announced plans for starting another unit October 4.

The additional unit will be called Carl Van Amburg Animal Circus, he said. It will include Sanders' Animals. The Rice-Mix show includes the Joe Mix family and the Harry Havercamp family.

The two family acts have been playing straight school assemblies separately since Admire opened August 23. Early start was made possible by the show's playing county schools in the Deep South. With city schools opening now, the acts will work together again.

Admire's plan calls for basing his show in a town for a week and making 30 schools in and out of the town during the week. He said the animal unit will have a separate agent. The acts include dogs, ponies, monks, pigs and bears.

## Polack Western Leads PNE to Attendance High

KENNEWICK, Wash., Sept. 11.—Back in the States after its annual engagement at the Pacific National Exhibition in Vancouver, B. C., Polack Bros.' Circus (Western) entered the final quarter of its 1954 season here this weekend.

Show gave a total of 26 performances during the 11 days of the PNE, all but three of which were sellouts or turnaways, according to the show. Aggregate attendance was placed at 140,000. Schedule called for three performances on both Saturdays and both Mondays of the run. The first Monday was Children's Day and the second Labor Day. As in the six previous years, circus was the top amusement event of the fair, where total attendance rose to a new high despite several days of rain. Circus was indoors.

Altho show was sold outright to the Shrine and PNE, the advance promotional campaign was handled by Mickey Blue and publicity was in charge of Justus Edwards, both of the Polack staff. Vancouver's

three dailies, always generous to the circus, gave more space to picture layouts and features than ever before. Circus personnel and animals took part in a full hour's telecast on Vancouver's new station, CBUT-TV, one afternoon just outside the Forum, where circus was housed. Circus was also represented in the PNE street parade on opening day.

After a three-act stand in Kennewick, ending Sunday (12), show moves to Eugene, Ore., where it will play in front of the grandstand the final three days of the Lane County Fair, closing Saturday (18). Show will still be under Shrine sponsorship, but switch in location was made due to the fact that the University of Oregon basketball court, used in previous years, is being rebuilt and enlarged.

Eugene will be followed by two more dates in Oregon (Roseburg and Medford) and two more in California (Redding and Marysville), after which show will make its annual long jump to Denver.

## CHICAGO ENDS BIG; RINGLING TO WIS.

Madison Straws Holidayers; Weather Turns Cold for Fond du Lac Stand

FOND DU LAC, Wis., Sept. 11.—Ringling Bros. and Barnum & Bailey Circus completed its dream run on the Chicago lake front with turnaways and a full house and then moved into Wisconsin this week.

Climaxing the shows' best-ever engagement on the lake front,

## King Show Tabs Two Full Ones At Asheville

GREENVILLE, S. C., Sept. 11.—Asheville, N. C., proved a big stand for King Bros.' Circus over Labor Day weekend when the Jaycee-sponsored stand produced two full houses Saturday (4).

Morgantown, N. C., on Friday (3), gave a two-thirds afternoon and three-quarters night under fire department auspices, with schools being dismissed at noon for the event.

In Greenville, the Labor Day (6) stand, King Bros. played to a two-thirds house in 100-degree weather and to a near-full house at night. Firemen were the sponsors.

The show scored unusually good press attention at a series of recent stands, including Page 1 and picture spreads at Asheville, Charlotte, N. C.; Winston-Salem, and Norfolk, Va.

King Bros. has been adding new trucks thruout the season and now has about 10 purchased since the tour started.

## STEAMER SEEN AS BLAZER?

DURHAM, N. C., Sept. 11.—Old-timers and not a few younger ones will read a note of the changing times in this one. A reporter for The Durham Morning Herald was describing King Bros.' Circus street parade in the issue of 31. He told about the elephants, and then wrote:

"... The crowds surged back into the street as the fire truck marking the end of the parade went by on the heels of the elephants."

Could it be that the "fire truck" was actually the steam calliope, traditional finale for the circus parade, and that the instrument, quiet in the block where the reporter stood, was unknown to him, that the motorized red and gold vehicle with a steam boiler in the back appeared to the reporter to be a cross between a modern fire truck and an old-time steam pumper?

## Capell Loses 4th Top in Year, Future Shaky

HARRISBURG, Ark., Sept. 11.—A storm here Tuesday (7) damaged the canvas of the Edgar B. Buck Wild Animal Circus beyond repair and Owner H. N. (Doc) Capell said that future plans for the outfit were indefinite.

It was the fourth time this season that the circus had lost its canvas. The latest top was formerly used by an evangelist. The Buck circus has been struggling along with poor business all season. Capell operated it as Capell Bros.' Circus prior to late last season. He was in Batesville, Ark., this week.

## O. Schumann Dies at 68 In Copenhagen

COPENHAGEN, Sept. 11.—Oscar Schumann, one of Europe's top-ranking circus personalities, succumbed to a heart ailment at his home here Sunday night (5). He would have been 68 years old next month. He is survived by his widow, Wardia, a member of the Beketow family, a Russian circus dynasty and a former high-school horse rider; a brother, Ernst; two sons, Albert and Max, and a daughter, Cissie Kayes, wife of an English circus operator.

Oscar started as a trainer and rider of horses, as have all of the Schumanns for several generations, but since his brother Willy died in 1938 he quit the ring and took charge of the administrative and booking ends of the circus while his brother and sons devoted their time to training and presenting the famous Schumann horses. In latter years they have been assisted by Paulina, wife of Albert, and Vivi, wife of Max, both excellent equestriennes.

The Schumann circus dynasty stems from a royal saddle-maker of Weimar Germany—more than a century ago—whose son Gott-hold left home to become a circus rider, and the father of 12 children. Most famous was Alfred Schumann, who became the "circus king" of Germany. His brother, Max, during the latter part of the past century, discovered that Copenhagen was a good spot for circuses. While Max played frequently in Scandinavia he also toured the world and his three sons were all born in widely separated lands—Willy, in the Dutch Indies; Ernst, in Madras; and Oscar, in St. Petersburg, Russia.

Circus Schumann held forth in the famous Copenhagen arena of Tage Nielsen during 25 summers and after touring other lands for several years returned to their old stand in 1943, and have been generally successful since their return. They continue to tour Sweden prior to their summer season in Copenhagen, and make a post-season tour of Denmark. During the winter the Schumanns' horses are in big demand and are featured in Tom Arnold's circus, in London, and in other cities of England and the continent.

## Bailey-Cristiani Runs Against Heat At Las Vegas, Nev.

LAS VEGAS, Nev., Sept. 11.—The Bailey Bros. & Cristiani Circus played to wobbly business here at Elks Stadium for two days (August 30-31). Extreme heat caused cancellation of both afternoon shows. Intermittent rain slowed night business.

The stadium seats about 7,000, but the show had only about 800 on hand each time. Auspices was the police department, with the polio fund coming in for a portion. The show gave three separate parades, one in Las Vegas, one in North Las Vegas and one in Henderson.

Marilyn Vogel and Cindy York of the Lottie Mayer Water Ballet celebrated birthdays during the Rutland Fair date. Rosalind Gef-fen of the Hamid Roxyette line received a visit from her family over Labor Day at the same fair.

## Kelly-Miller Pulls Crowds In Dakota Mud, Rains

MILBANK, S. D., Sept. 11.—Rain struck the Al G. Kelly & Miller Bros.' Circus in some Dakota stands in recent days, but business for the show continued good.

In Valley City, N. D., the outfit drew a three-quarter afternoon despite a shower and a three-quarter night in a heavier rain on Friday (3). Labor Day, Monday (6), turned out a near-full afternoon and 65 per cent night house in Sisseton, S. D.

Milbank was several years fresh and the latest circus to make the town was washed out. Coincidence was that in this almost circusless and almost rainless area, both again arrived at the same time and Kelly-Miller was plagued with mud. In the afternoon on Wednesday (8), the show had a half house during a rain. At night a near-full crowd was on hand despite a heavy rain, deep mud and leaks. After the tear-down, show was moved off the lot by elephants.

# UNDER THE MARQUEE

The Duttons, William and Nellie Dutton Bausman, report from Ligonier, Pa., that they are at Idlewild Park but will return to Florida for the winter. Bausman, having lost his voice thru surgery, has become proficient in esophageal speech and plans to become a teacher in the ability to talk altho one's larynx has been removed. They plan to return to Ligonier next spring so that Bausman can work there while studying at the University of Pittsburgh. Nellie Dutton expects to be back at the Idlewild novelty stand. With the park closing now, they will go to New York and then Tampa, where Bausman will be in touch with the American Cancer Society and Veterans Administration.

Emmett Kelly was playing his hometown when Ringling-Barnum was in La Fayette, Ind., recently. Show hadn't made the town for 18 years. Kelly was the subject of a feature story in the newspaper and received an ovation when he appeared in the top.

The Rex M. Ingham family, Ruffin, N. C., were guests of Floyd King and Arnold Maley, co-owners, on King Bros. recently and visited with Mal Fleming, Howard King, Ira Watts, and the Conley Family. . . . Herbert A. Todd, Raleigh, N. C., hopped to Durham to see King Bros. and writes accolades for the outfit.

Buck Leahy, who has been clowning for decades, recalls when Ab Johnson and Slivers Johnson had a musical mule on John Robinson, when Kenneth Waite was the Singing Newsboy on Guy Bros.' Minstrels, when Byron Gosh had a Philadelphia

booking agency; when Earl Shipley, Phil Keeler, Leahy, George Weyman, Al Dean, the Rooneys and Toby Tyler were with Gollmar Bros., when the DeRue Minstrels and Downie & Wheeler Circus day-and-dated at Dover-Foxcroft, Me., when Emmett Kelly worked white face on the Robinson show.

Jim Coleman, grandson of the late George Meighan, former general agent of the Ringling show, was a guest of the show in Chicago. . . . Roy Barrett is in the South, clowning at a string of fairs that run thru October. . . . Ira Watts, general superintendent on the King show, stopped off in Durham, N. C., for a medical check-up. . . . When the King show played Charlotte, N. C., Sylvia Gregory, wire walker, entertained the personnel at her home. . . . Joe and Martha Smiga visited the King show at Norfolk.

Acts at the Fonda Fair in up-State New York included the Gretonas, high wire; Prince El Ki Gordo, cats; Will Hill's animals, and clowns Buck Leahy, Florence and Jimmy Davidson. . . . Lou Nelson, formerly with Hunt Bros.' Circus, has joined Aut Swenson's Thrillcade as press agent and announcer. . . . Bill Woodcock's Miller Performing Elephants will play the Shrine show at Madisonville, Ky.

Circus acts at the Oregon State Fair, running thru Saturday (11), include Berg's Seals; the Clifton's, trampoline; Dale Sisters; Clark's Bears; Moore's Dogs; All American Belfords, Risley; Henry's Elephants; Flying Alexanders; casting; Walker's Lions; Ostermeir's dressage act, the De-

Waynes, teeterboard, and the Ceplar Family, high wire.

Erich Hagenbeck, of the Carl Hagenbeck zoo, Hamburg, Germany, was in Chicago and caught the Ringling-Barnum circus. . . . Tommy Whitesides advises he is still with George W. Cole Circus and that he has winter dates and two TV dates coming up this fall. . . . Raymond Aguilar, bandmaster for E. K. Fernandez Circus in Japan and Hawaii, now has a combo playing at the Oasis nitery at Needles, Calif.

Justus Edwards, press agent for Polack's Western unit, took a three-day holiday in Victoria, B. C., after working the date at Vancouver, where he scored strong press and TV coverages. . . . The Forum, building used by Polack at Vancouver, flashed a new front with a clown design this season. . . . Wally Newbury, Polack organist, made a Vancouver column with a bit about reading a whodunit at each performance while playing the organ.

Ben Davenport is reported returning to South America to re-join the Circo Razzore, where his lion and elephant acts have been working all season. . . . Beatrice Dante and her chimp flew from New York to Miami aboard a cargo plane, the only way she could complete a TV film job in New York and then open on time at the Olympia Theater, Miami. She will be back at the Kiddie Zoo, Fairlawn, N. J., later this month.

Henry Kyes pens from Polack Eastern that hot weather has affected their afternoon houses. . . . Al and Esther Perry are in Au-

gusta, Ga.; Henry Barrett, Meridian, Miss.; Al LaDieu, Jackson, Miss.; Bill Kay, Mobile, Ala.; Ralph Heller, Utica, N. Y.; Jimmy Rison, Baltimore and Philadelphia, Doug and Opal Harrison, Orlando, Fla.; and Clyde and Nelda Harrison, Charleston and Columbia, S. C. . . . It's the Nate Lewis' daughter, Courtney, who is in school at Waco, Tex. . . . Kyes, Frank DeRue and English Hitchcock caught the George Cole Circus at Eutaw, Miss., and visited with Herb Walters, the Jack Turners, Ben Edwards and Norman Anderson.

Candy Dickson, producing clown, returned to Cincinnati last week after working Ohio fair dates for Barnes-Carruthers, Chicago. He put in Labor Day at the big Endicott-Johnson Shoe Company celebration at Enjoy Park, Endicott City, N. Y. Poir to hitting the road for B-C, Candy worked downtown Cincy streets for several days ballying the Clyde Beatty-Pat O'Brien flicker, "Ring of Fear."

It was old home week when the Beatty show played Denver last weekend; many of the troupers were with the Sells Floto show out of Denver and spent off-hours renewing old friendships. Among the former Floto people were Joe Kuta, head usher, and George Henneford, of the Hanneford Family riding act. . . . Visitors to the Beatty show included Win Partello, Charles Sullivan and Hi-Brown Bobby Burns. . . . Charles Wright and his wife joined the Beatty Show in Denver, and he is doing magic, vent and inside lecturing.

Mary Jane Miller ended her 14-year stay with the Ringling show at Chicago and returned to Sarasota. Besides appearing in the show regularly, she was one-time secretary to Pat Valdo and for one year she aided Antoinette Cencello as assistant aerial director. Her husband, Dick Miller, remains with the show. Mary Jane thanks those who helped write her weekly newsletter for The Billboard and she states: "I also wish to thank the management and all those on the show who helped make this season my most pleasant and enjoyable."

Substituting for Mary Jane Miller, Alberi White writes from Ringling that Larry Wilcox took his personnel bus on a shopping tour of the Chicago Loop one day when stores remained open late. . . . Les and Peggy Thomas came on for a visit from Bloomington, Ill., where he has been recuperating. They expect to rejoin the show in Kansas City. . . . Atelindo Lombardi, Side Show ticket seller, is back after a stay in a hospital for a stomach ailment. . . . Otto

## Gunmen Spray Cole Lot; Trailer, Elephant Hit

DUNLAP, Tenn., Sept. 11.—Seven men were jailed this week as an aftermath of an attack by several carloads of toughs against the George W. Cole Circus when it appeared here several days ago. As the show tore down after the night performance here, the cars circled the lot several times and began shooting into the circus. Three bullets hit an elephant, Daisy May, while others struck the house trailer of the Sparton Family. Tire on the Purcells' trailer were slashed. No one was injured by the shots. The elephant has been treated by a veterinarian and appears to be recovering okay. License number on one of the attacking cars was taken down and reported to the sheriff after the fracas. Later Herb Walters, manager of the circus, was notified

that the seven persons, whom the sheriff charged were involved, had been arrested. Walters returned to Dunlap for the preliminary hearing. Meanwhile, the circus has moved on and now has completed a week in Alabama. The area has been hard hit by the drought and consequently business has been only fair at night. Afternoon crowds and concert business have been light. In addition, weather has been hot.

## Unique Format Seen as Likely For Ward-Bell

CHICAGO, Sept. 11.—Announcement that the Ward-Bell Flyers will take out their own show in 1955, brought speculation that the new show will use a unique format for presentation. Guess was based on reports that Gus Bell has worked out a new device from which rigging would be hung. Originally, the layout was expected to be used with Polack Bros. in the coming season, but now it may go to Ward-Bell. It was also seen as a possibility that the Ward-Bell Flyers would inaugurate a new version of their act in 1955.

Addition of the show to the Gainesville line-up will make that city one of the major circus centers. Already there is the quarters of the Gil Gray Circus. Bailey Bros. & Cristiani Circus is expected to quarter there, and the Gainesville Community show apparently will continue as a separate unit.

F. E. Schmitz, one of the new incorporators, was reported in a group that flew from Gainesville to Alaska to visit the Bailey-Cristiani there recently.

## Beatty's Luck

Continued from page 58

Jimmy Hamiter, who was injured earlier when a section of the steel arena fell on him, took his arm out of the cast this week. Oscar Konyot's chimp act has been added to the program since the show's opening, Konyot coming on while the circus was in Canada. In the George Hanneford riding act, Tommy Hanneford has taken over for his father, George, and now handles the nine horses from midring. His sister and mother continue also.

Under Manager Frank Orman, the show has been moving with a minimum of problems, altho bad weather, lack of business and proximity of harvest jobs caused a big turnover among working men on the circus, and generally the show was shorthanded in Montana and Wyoming.

From Denver the show moved to Pueblo Monday (6), where it was one week behind the Colorado State Fair, which this year set a new attendance mark. A string of one-day stands was taking the show eastward to Lincoln, Neb., for Sunday (19).

## Gould in Nebraska

NEWMAN GROVE, Neb., Sept. 11.—Jay Gould Circus played to good business here August 30-31 under Commercial Club auspices. Street parade was given. The free circus with carnival midway was in on a flat-sale contract.

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Talkers and Ticket Sellers for America's most unique Wild Animal Menagerie; prefer straight or semi drivers. Touring with World of Mirth Shows, Brockton, Mass., this week; Allentown, Pa., next. **Tony Diano's Wild Animal Menagerie**  
CANTON, OHIO

Greibling left for a week to get a check-up at Mayo's in Rochester, Minn. . . . Joe Coyle, who has been clowning at a Loop store for 26 years, invited Alberi White and Mrs. George Potratz, CFA, to visit him there. . . . Orrin Davenport gave his fifth annual party for all midgets on the show. Those attending this year included Frankie Saluto, Jimmy Armstrong, Jackie Gerlich, Prince Paul Alpert, Harry Klima, Carl Stephen, Joe Narwath and Paul Horompo. . . . Visiting Charles Bell and Frank Kora in Chicago were Mrs. Bell, her daughter, Charlotte Kora, and granddaughter, Bonnie. The trio flew back to Sarasota Sunday. . . . The cookhouse served a big chicken dinner Sunday in preparation for the show's big jump into Madison, Wis., for Labor Day.

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**ATTENTION, CIRCUS PRODUCERS ONLY**  
The St. Louis Police Relief Association will entertain proposals on the production of a circus to be held in St. Louis in the early spring of 1955.  
A meeting will be held at the association offices, Room 101, Police Headquarters Bldg., 12th & Clark Avenues, on October 19, 1954, at 10:00 a.m., at which time, and this one time only, all producers will be given an opportunity to present their proposals.  
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## Long Beach Skating Club Opens Season

BRIDGEPORT, Conn., Sept. 11.—The Long Beach Skating Club, Stratford, Conn., has begun the new season with election of the following officers: Joseph Alarcon, president; Veronica Solomon, secretary; Helen Therien, treasurer and vice-president. Elections are for a two-year term.

Committee chairmen are Art Caruso, membership; Jeanette Danenberg, publicity; Rod Therrien Sr., house, floor and entertainment; Charles Denenberg, constitution; Annette Monaco, finance; Elizabeth Honey, competition and tests.

Delegates to the New England Association are Charles Dannenberg and Elizabeth Honey, with Joseph Alarcon as alternate.

Proficiency tests in junior bar figures and junior bar dances took place recently at the club's home rink, Long Beach Arena, Stratford, under sanction of the USARSA. The figure test is the first of eight figure tests made up of the outside-edge forward circle eight, inside-edge forward circle eight, and the outside-edge forward circle eight, with a three-turn on each foot. The dance test is the first of five and requires skating steps to a prescribed pattern and music. There are three dances to the step, straight, waltz, chicken scratch and country polka.

Amateurs passing the dance test were Ruth Erhardt, Jean Hannigan, Annette Monaco, Jean Bogart, Rosemarie Serfillippo and Ruth Thompson.

Skaters passing both the figure and dance tests were Joseph Alarcon, Veronica Solomon, Rod Therrien, Helen Therrien, Arthur Caruso, Jeanette Danenberg, Rod Therrien Jr., Jean Ann Barry, Shirley Ann Brechlen, Harold Therrien, Thomas Cooney, Mary Ann Fritsky, Carolyn Hoja, William Smith and John McCoy.

Judges for the tests were Al and Doris Dahl, Elizabeth, N. J.; Richard Mallette, Bridgeport; Charles Dannenberg, Milford; Elizabeth Honey, Stratford.

## RSROA Honors Fred H. Martin

DETROIT, Sept. 11.—Fred A. Martin, now promotional counsel of the Roller Skating Rink Operators' Association (RSROA), was presented with a special scroll at Sanford's Roller Rink in Fort Lauderdale, Fla., last week to mark his quarter-century of service with the organization.

The presentation was made by the secretary-treasurer of RSROA, Robert Martin, Detroit, who is Fred's son, and has succeeded his father in the office the later held for 14 years. Robert Gould, of St. Petersburg, Fla., RSROA president, was also present for the occasion.

It was noted that some of Fred Martin's own professional skating records still stand unchallenged, such as the 24-hour endurance record set at the old New York Madison Square Garden in 1914.

Mr. and Mrs. Fred Martin are planning to leave their home in Fort Lauderdale in the near future to make a trip to Detroit and other Northern areas. Martin plans to spend some time fishing in Northern Michigan, returning to Florida in about two months.

## Hartford Palace Goes Full Time

HARTFORD, Conn., Sept. 11.—The redecorated Hartford Skating Palace, co-managed by Irving Richland and Harry Neckes, has resumed full-time operations, with nightly skating from 7:30 to 11:30 p.m., and matinees on Saturdays, Sundays and holidays, from 2:30 to 5:30 p.m.

Ann and John Melazzo are providing Monday night skating instructions, and Richland is planning a gala Fall Opening Night for September 24, featuring numerous regional champions.

## Rug Sale at Pitts Rollery

PITTSBURGH, Sept. 11.—Lexington Roller Skating Palace was rented for three days last week to a rug-cleaning establishment which held a new and used rug sale on the premises.

Rug sale from the rink was heavily publicized with radio spots, full-page newspaper advertising, and a TV spot. Event was announced on the rink floor three weeks in advance.

The rink normally is open Tuesday, Thursday, Friday, Saturday and Sunday, so Wendel Ruhlman, proprietor, simply canceled Tuesday night.

Full skating classes for adults at Lexington Roller Skating Palace opened Tuesday (7); Children sessions, Wednesday (8), and junior girls, Thursday (9).

## Power Failure

light and power. Ninety-Eighth Street bordering the park was almost entirely blacked out.

The three-day weekend, it was reported, was at least 15 per cent higher than 1953 but it was indicated the season would still end several percentage points behind.

One of the park's major promotions, the Nassau County Firemen's Association street parade, was called off yesterday as participating companies had to stand by because of the seaboard's approaching hurricane. The park had gotten 14 trophies ready as awards.

## DRIVE-INS

JACK FARR, of the Trail Drive-in, Houston, was elected president of the Texas Drive-In Theater Owners' Association at their annual convention in San Antonio. Other officers named are Arthur Landsman, San Antonio; E. L. Peck, Dallas, and Dub Blankenship, Lubbock, vice-presidents; Charles Weisenberg, Dallas, secretary, and Tim Ferguson, Grand Prairie, treasurer. Three board members named to the executive committee are Eddie Joseph, Austin; Don Douglas, Dallas, and Ruben Frels, Victoria.

More than 250 exhibitors attended the three-day meeting which opened Sunday (22). First business session was opened by Arthur Landsman with a welcoming address Monday afternoon. Preston Smith, former president of the group, made the keynote address which stressed public relations. Everett Looney, attorney, discussed the problem of segregation. He stated that this was included in the long-range plans of the group and that at present it would have to be met by each operator on its individual merits. The problem would have to be treated in the same manner as that of hotels and eating places at the present time, he said. Best promotion ideas of the year were discussed by Irving Mack, Chicago. Promotion was stressed as an important part of the drive-in. CinemaScope has increased attendance at all drive-ins, and television is not considered as much a threat to the industry as it has been, it was said. Problems of adequate film projection, insurance, new trends in playground facilities, taxes and highway laws were also discussed. Discussion was also held on the question of whether playgrounds induce parents to bring their children to drive-ins as well as whether it would be feasible to move playground areas outside the theater so as to not disturb patrons. R. J. O'Donnell, vice-president and general manager of Interstate Theater Circuit, Dallas, was principal speaker at the Tuesday luncheon, while John Ben Sheppard, Texas attorney general, was speaker at the banquet Tuesday night. C. C. Ezzell, Harley Sadler and Col. H. A. Cole were presented with honorary life memberships. An invitation was extended to exhibitors in New Mexico, Louisiana and Arkansas to become associate members.

## A. C. Fire Loss

Continued from page 47

Fudge Shop, Kohr Bros.' custard stand, and the Yankee Maid hot dog stand, all on the seaward side, adjoining Steeplechase Pier. On the land side the following were gutted: Tide Restaurant, Vita-Land hairdressers, Jesselson's Auction House, Maderia Linen Shop, James Salt Water Taffy, a shoe store, and Stowell's jewelry store.

Properties damaged on the east side of the Boardwalk are owned by the Mary Riddle Co. Graham Riddle, an official of the firm, said damage to buildings and stores affected, plus the Boardwalk, would approximate \$250,000.

An estimated 20,000 persons jammed the fire area, and virtually all of Atlantic City police department was required to maintain order and safety conditions. All available fire equipment here and from neighboring communities was rushed to the scene. The blaze was brought under control in less than an hour.

## Des Moines Mark

Continued from page 48

days. Al Sweeney and his National Speedway drivers had virtually packed stands on the first three of the final four nights with 21,038 on Sunday.

### Grandstand Up

The total take for the grandstand shows amounted to \$294,402, compared with \$205,214 last year.

The six night shows put on by Barnes-Carruthers on the first part of the week and the four nights of auto racing attracted 107,099 customers paying \$130,824 while the afternoon grandstand shows consisting of two days of harness racing, two thrill shows, four rodeos and two auto days

## ROADSHOW REP

E. R. ELERY writes from Memphis: "I was recently going over some old family records and found a copy of The Chattanooga Commercial in which an advertisement appeared for the Harry Robinson show in James Hall, Chattanooga. Does anyone know this show? An uncle of mine was with it. Joe Chanet was the advance agent." . . . Ralph Huntington writes from Malone, N. Y., that he has been playing resort towns in that area to fair biz. Huntington says that at Glens Falls, N. Y., one of the natives gave him a show bill of Gorton's Dramatic Company, a show that played the area for many years. Among the cast was Felix Morris, who later became a popular comedian in legit. Huntington and his wife are going to make an East-to-West tour with their duo troupe and plan on adding puppets. . . . Boice City, Okla., has been T. F. Tierney's location since June, with

celebrations as his target. He says business has been only fair due to hot weather. Tierney plans to break in a film-flesh, two-people show this month to play halls and schools. He will move toward the Northwest. Tierney reports meeting Joe Meridew in Guyman, Okla., recently, finding him pushing merchandise via his solo stroller show. . . . Guy (Toby) Warren, writing from Glenora, La., reports that business is way off for small shows in the area and that merchandise isn't moving well. . . . Stroller player Will Kennedy has been working Maine Coast resort towns and reports a light summer. . . . From Seattle, Irving Saunders writes that he plans to tackle some school show dates in South Central Washington after mid-September. Saunders has been working stroller style around Ellensburg, Wash., since early summer, but returns have not been too good. . . . W. L. Decker will start his usual amateur promotions in the Boston area, with his first show at Westford, Mass.

## Willow Grove

Continued from page 47

to band leader Meyer Davis for 10 years beginning 1936.

### Band Concert Scene

Thru the years Willow Grove was the scene of band concerts by some of the great names in American music—Sousa, Herbert, Pryor, Damrosch and others. A military band failed to lure trolley riders to the park during its first year, but Walter Damrosch took over the baton the following season and as many as 18,000 persons would attend the concerts.

In subsequent years the popularity of bandmasters declined and thrill rides gained in importance. Also declining were Willow Grove's picturesque riding devices, such as the "Venice" tunnel of love, and the coal mine "scenic." The park's "Mountain Scenic" survives to this day and is a historical piece in current operation.

The park has admittedly averaged a million visitors each summer in recent years, and a net of \$100,000 yearly.

"More and more visitors are making trips to the park in their automobiles," said Charles Ebert, PTC president. "This changed status has been recognized thruout the transit industry, and few companies retain ownership of amusement parks today."

## '54 Worrisome

Continued from page 47

increased their use of strip tickets this year. The ducats, engineered to grab a dollar or 50 cents right off the bat, offered premiums in the form of extra tickets. As in the case of pari-mutuel betting there is a certain amount of breakage benefiting the park as patrons often fail to use all of their tickets.

The spots with water, fresh or salt, as a principal lure got few breaks from the weather. Some New England shore resorts reported not more than a half dozen really good swimming days thruout the season. With only one heat wave, and that petering out almost before it started, there were few build-up weeks thruout the season that would make for a great surge toward water on the weekends.

Without the elimination of federal taxes on admissions costing 50 cents or less this year the concluding season could have been a disastrous one for many small operators.

Even with business off for many units banner days were not uncommon thruout the season—a good indication to many that there was nothing terribly wrong with business that good promotion could not overcome.

at the start brought in 125,195 customers and \$163,559 in cash.

The Amusement Company of America pulled out with considerable cash as a result of the record crowd on the grounds. The take this year was 14 per cent ahead of last year and reported close to its record take in 1951.

Other receipts were up all over the grounds with the dance pavilion pulling in close to 3,000 customers, considerably better than in previous years.

CLIFFORD NEWELL, Washington, Pa., is readying a solo show for an East-to-West trip. Newell will combine his show with a food lecture and plans on carrying some advertising for a national concern. . . . Foster Gray is set for schools in the Salt Lake City area. During the past summer Gray worked as a stroller, reporting business that was okay but not up to that of former years. "Utah is not strong for indoor stroller work, but some celebrations helped me out," says Gray. . . . The McMann Family Show plans an across-the-country tour after a summer in Maine. The show will use E. F. Hannan's "On Vacation," along with its program of family music and vaude. . . . From Alexandria, La., Al Winter pens that the celebrations he has played this year have been poor picking. Business for two traveling shows that he saw was way off. Winter is a former "Silas Green" performer, but does not do stroller-type work. . . . From Abilene, Tex., T. A. Wallace writes: "Have been in this area for a week after a trip from Logan, Utah, making what I could en route. Met three small shows. One of them, the Bennit show, was doing fair business. The Bennit show is a family-type show. The other two outfits were presenting the same old worn-out vaude acts. To my mind, there is no secret to the decline of tent drama shows. Their opposition is too hard and the shows are too costly to operate. Another thing hurting shows playing territory west of the Mississippi is the drought. That is disaster country and the farmers in that area are not interested in shows of any type. This was noticeable in the dates I picked up as I worked my way along my route. Even the honky tonks were just existing."

FRANK H. THOMPSON observes that show people are the most superstitious trouper on earth. "Years ago," he writes, "a bright, capable and very likeable musician (cornet, drums and other chores), joined our show. He helped put it up and take it down without ever complaining. He was a mechanic and kept our air callopio in good condition. The late James Murphy, all around versatile performer, called my attention to the new hand who was cross-eyed and had a camel-back trunk. Murphy said: 'You'll never make a dime; the guy is a double jinx.' It rained at show time, and everything seemed to keep us from doing biz, even tho we had a strong show. I was forced to cut salaries, and the cross-eyed boy, who had started answering help wanted ads in The Billboard, told me he was leaving to join Buffalo Bill's Wild West Show. The Buffalo Bill show closed in three weeks, never to open again, while our own biz picked up. We had a good season."

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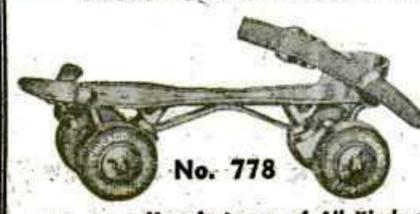
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<b>Binoculars</b>	<b>42.00</b>
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4" Novelty Monkey	3.00
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8" Novelty Monkey	8.75
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13 1/2" Stuffed Clown	56.00
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7" Rubber Bashful Monkey	10.00
7 1/2" Pop Gun	12.00
8 1/2" Pop Gun	15.00
26" Repeating Pop Gun	100.00
16" Saber w/Holster	34.00
Hundreds of other Novelty and Slum Items—see Order now.	
Write for #44 Catalog, State business.	

**WISCONSIN DELUXE**  
1902 No. Third Milwaukee, Wis.

## 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.

**Cel-Max, Inc.,** Memphis, is now showing its unusual jewelry sets. Each set consists of a necklace and earrings which are gold plated. Hand-set brilliant stones plus individual boxing contribute to an attractive appearance. Available in assorted colors and black cameo in 12 styles, the sets, which are sold for resale only, will be shipped at \$9.60 per dozen.

**Ray Jordan Company,** Milwaukee, is offering a line of ballpoint sets for giveaways and gifts. Best seller is a trio of ballpoints using red, blue and green inks, all nestled in an attractive white pocket protector.

**Lakeside Mercantile Company,** Milwaukee, has hit the market with an attractive Junior Garden Set retailing at 98c. Attractively boxed toy item contains miniature garden tools and includes a tiny packet of seeds and soil. **Felix Shaffner,** Lakeside v.-p., is currently making the rounds in New York in search of chain store orders for spring delivery of the firm's newest brain child.

**Jay Sales,** Chicago, is featuring a new line of miniature Bibles with imitation leather covers and measuring only 1 1/2 by 2 1/2 inches. Bible contains 123 pages of lovely pictures, inspiring verses and well-loved passages. Each page is plainly illustrated and printed for ease of reading. Twenty-five cents for sample; \$2.25 a dozen, \$1.80 dozen in gross lots.

**Casper's Crocodile Leather Company, Inc.,** St. Augustine, Fla., is offering Cuban alligator bags for ladies at \$60 a dozen and up; for misses at \$44 a dozen, and children's at \$36 per dozen and up. Also they are all handle-strap bags, they are easily convertible to shoulder straps. The company is also back on the American market with American hand-laced, hornback alligator bags in russet brown, either heads, claws, or plains. The bags are priced from \$20.20 to \$41.80 each, approximately 35 per cent lower than in previous years. A 2-cent postcard will get you a complete listing of the line of bags, as well as other products, such as wallets, belts, novelties, souvenirs, Indian goods, imports, scarfs and sports and beach goods.

**National Distributing Company,** Miami, is bringing out its new ladies bracelet watch, with a 17-jewel guaranteed new Swiss movement (not pin lever). Simulated diamonds in attractive design cover the bracelet and watch cover, making for an unusually attractive product. The watches are offered in lots of three at the low price of \$12.50 each and are delivered with a watch box and a \$120 price tag. Twenty-five per cent with the order is required, the balance c.o.d. A sample will be sent for \$13.95.

**O. Faust,** Philadelphia, is mailing out its new 1954 wholesale catalog, which is free for the asking. It features the name-brand merchandise and lists more than a thousand items, including appliances, watches, jewelry, tools, gifts, toys, housewares, cameras and sporting goods. Catalog should carry special appeal to dealers, club plans, buyer's services, group purchases, fund raisers and promoters of bingo parties.

**Kipp Bros.,** Indianapolis, is featuring cellophane-packaged 10-cent toys at the low price of \$6 per gross. They have a huge assortment of 10-cent sellers, including balls and jacks, magnets, horns, danglers and many others. Each toy is in a cellophane hang-up bag and is labeled with the price. To the inquirer who will state the nature of his business, Kipp will send his complete carnival catalog which lists much new merchandise.

**DIRECT FROM MANUFACTURER**  
DELUXE QUALITY MIRACLE CROSS



Set with finest quality rhinestones and baguettes. Rhodium and Gold finish. BOXED IN LUCITE DISPLAY. We have Rhinestone miracle crosses in gold plate @ \$4.50 per doz. (boxed). Also these fine values at NEW LOW PRICES: NECKLACE AND EARRINGS SETS — \$7.50 per doz. PIN AND EARRINGS SETS — \$6.50 per doz. CHARM AND RHINESTONE BRACELETS — \$6.00 per doz. MEN'S, LADIES', BOYS' IDENTIFICATION BRACELETS with EXPANSION BANDS — \$5.25 doz. Rhodium, \$6.50 doz. Gold Plate. SCATTER PINS in pairs—\$3.50 per doz. (boxed). EARRINGS—\$2.50 and \$3.50 per doz. 25% deposit on all C.O.D.'s. 100 other Jewelry items! ALL SETS HANDSOMELY GIFT BOXED. SEND FOR 32-PAGE 1954 CATALOGUE! **PACKARD JEWELRY CO.** 220 5TH AVE. NEW YORK CITY

**BINGO**  
PREVENT COUNTERFEITING



COUNTERFEITING... prevalent today especially at larger games, CAN BE COMPLETELY ELIMINATED BY USE OF PERFORATED AND PRINTED SERIALIZED TICKETS. Counterfeiters do not attend games where perforated and printed serialized tickets are used!!

COMPLETE LINE OF BINGO SUPPLIES!  
SEND FOR FREE CATALOG! DEPT. B1

**H. A. SULLIVAN CO.**  
LAWRENCE, LONG ISLAND, N. Y.

**SALPRO SELLS FOR LESS**  
Selling like Wildfire  
BOYS GIRLS EXPANSION IDENTS 4.75 DOZEN \$54 GROSS  
Minimum Sold—Four Dozen, 25% Deposit—Balance C.O.D.

**SALPRO COMPANY**  
1844 S. 55th Ave., Cicero 50, Ill.

## LAZY BABIES

**25" TALL**  
Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll supplied in an individual cellophane front bag.

**\$10.00 DOZ.**  
Minimum Order

Dart Balloons—1st quality... \$ .75 gr.  
#9 Balloon—ass'd. colors... 2.00 gr.

Small Lazy Babies. \$4.50 Per Doz.  
Approx. 17" Tall

Jumbo Clown Dolls. \$24.00 per doz.  
Assorted Colors. Individually Packed in Polyethylene Bags.

OPEN SUNDAYS TILL 3 P.M.  
25% dep., bal. C.O.D., F.O.B. Chicago.

**BELL SALES CO.**  
1107 SO. HALSTED ST.  
Chicago 7, Ill.

## NEW EXTRA-LONG CARTRIDGES!

Over 4" in length  
**\$24.00**  
Per Gross  
Refills 7c ea.

**"THE ROYAL" Retractable BALL POINT PEN**  
With New Instant Dry Ink. Sample Doz. \$3.00.

**DIRECT from MFR.**  
**MODERN PEN MFG. CO., INC.**  
395 Broadway New York 13, N. Y.  
CAnal 6-8016

## TERRIFIC VALUES!

**Men's WATCH SET**  
\$75 retail tag with each set



Copy of \$150 Original

Complete Deluxe WATCH & JEWELRY \$6.65 Ensemble (DELUXE WATCH ALONE, \$3.90)

Brand new nationally advertised watch, gold plated case and matching expansion band. Lustrous double-gold plated cufflinks, 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.

## EXTRA SPECIAL DEAL

Bulova, Waltham, Elgin, Benrus, Gruen Watches... \$9.95 ea.  
For agents and women, new model cases and dials. Reconditioned and guaranteed like new. Yellow Exp. Band, 95c add. Save \$15.40 on This Deal — 4 ass't above \$9.95 Watches and 6 95c Bands to \$50 match. All for

Send for Our New Big 100-page 1954 catalog, only 25¢ (refunded on your first order).

Wholesale only, 25¢ with order, balance C.O.D.—5-day money-back guaranteed if not satisfied.

**JOSEPH BROS.**  
5 S. Wabash Ave., Chicago 3, Ill.  
"The Watch and Diamond House"

## LET THIS FREE SHIRT MAKE MONEY FOR YOU!

Just show men our handsome knit fabrics. Latest styles in made-to-measure dress, sport shirts. Guaranteed perfect fit at \$3.95 up—ensure big quick orders. Average order pays you \$2.00 cash profit. Pull or spare time or side line. No experience needed. Write for Free Outfit NOW! **PACKARD SHIRT MFG. CORP.** Danb. 714, Terre Haute, Indiana

## your own name brand business with no investment! (AND NO INVENTORY)



**YOUR OWN GIANT NAME BRAND CATALOG... FREE**  
(All new 1955 Edition just off the press!) Here is your own NAME BRAND Catalog! No name but yours appears anywhere on the cover or in the catalog. Distribute your own catalog of name brand merchandise through your sales force, or take orders with it yourself.

## THE HOUSE OF NAME BRANDS

Service you can depend upon. All items stocked for immediate pick-up. All orders shipped same day as received.

Appliances, Housewares, Radios, Cookware Sets, Tools, Vacuum Cleaners, Lamps, Electric Fans, Clocks, Watches, Jewelry, and many, many more—over 1,000 items!



**H. B. DAVIS CORPORATION**  
145-B West 15 Street  
New York, N. Y.

**OUR HUGE NAME BRAND INVENTORY IS AVAILABLE TO YOU**  
You have the full advantage—at all times—of ordering from our tremendous reservoir of name brand products. Your customers get what they want... when they want it. Orders filled within 24 hours.

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Just fill out this coupon and mail it today. We will send you our new 1955 catalog FREE. Space is provided on the cover for the imprinting of your own name and address. This catalog costs you nothing and it puts you in a business that can repay you thousands of dollars! Fill out the coupon below to get your FREE Name Brand Catalog and confidential dealer Price List IMMEDIATELY!

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**H. B. DAVIS CORP.**  
145-B West 15th Street, New York 11, New York

Send my FREE copy of your new, illustrated NAME BRAND CATALOG.

NAME \_\_\_\_\_  
NAME OF MY COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## NEW LOW PRICED CAMERA SENSATION!



Takes 16 full-size pictures on a roll of #127 film.

1. Sharp meniscus lens
2. Molded plastic case
3. Written factory guarantee

**GEM SALES CO.**  
533 Woodward  
Detroit 26, Mich.

Only **\$7.20 PER DOZEN**  
\$72.00 per gross. Individually boxed. 25% DEPOSIT with order. BAL. C.O.D.

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.

## WE FLEW TO JAPAN FOR THIS DEAL!

HIGHEST QUALITY—FULLY GUARANTEED

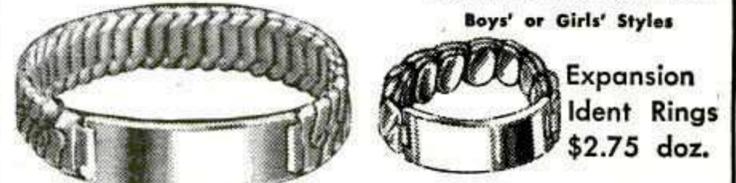
Fully Coated. Complete with Pigskin Case and Carrying Straps.  
**7x35 I. F. BINOCULARS**  
Compare at \$150.00 OUR PRICE **\$15.60** Per Pair

3 TURRET MICROSCOPE  
Amazing Power 100x, 200x, 300x. Proven Promotional. Includes Hardwood Case and Slides.  
Compare at \$39.95 OUR PRICE **\$5.00** Each  
Sample \$6.00 Ea.

TERMS: NET CASH WITH ORDER OR 25% DEPOSIT; BALANCE C.O.D. FREIGHT PAID ON \$150 ORDERS OR MORE IN U.S.A.

**TANROSS SUPPLY CO.** 7153 N. W. THIRD AVE. MIAMI, FLA. Tel. 84-7505

## KIDDIES', MISSES', LADIES' & BOYS' EXPANSION IDENTS, \$4.44 doz. IMPORTED PHOTO IDENT CHROME PLATED... \$5.00 DOZ.



Boys' or Girls' Styles  
Expansion Ident Rings \$2.75 doz.  
catalog ready  
**DEXECO, INC.** FOR ENGRAVERS & DEMONSTRATORS  
Manufacturers of engraving jewelry  
191 SOUTH STREET, PROVIDENCE 3, R. I. State your business

## THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW \$54 CATALOG...



You just simply can't afford to be without our new general catalog. This Buyer's Guide illustrating a most complete line of novelties and premiums is now ready for mailing. Send for your free copy today.  
**GELLMAN BROS.**  
119 N. FOURTH ST., MINNEAPOLIS 1, MINN.

# Ready For You!

the greatest name brand catalog of them all

## TEMPLE'S new 1955 EDITION

features all the specially selected name brand products which are sure to make big money for Temple customers... plus many new additions to our lines, including Bicycles, Bridge Sets, Baby Furniture and many other household items.

**The Nation's Finest Source for Gifts • Premiums • Incentive Awards**

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Dept.-B-10

Gentlemen: Please rush Temple's new 1955 Catalog. Also send your Confidential Price Book. No obligation.

Name .....  
Address .....  
City ..... Zone .. State ..

# TEMPLE COMPANY, INC.

804 Sansom Street  
Philadelphia 7, Pa.  
Market 7-8242

## INTRODUCING DOLLY WALKER

THE PITCHMAN'S DREAM!  
A REAL 8" WALKING DOLL AT AN UNHEARD OF PRICE

The doll walks, turns her head, moves her eyes, sits, stands and moves her arms. This sensational doll is gift boxed in a handsome lithographed box with cellophane window. A natural for fast sales and large profits. Dolly Walker comes complete with trimmed satin dress, real hair and plumed feather. Full 8" tall. Ass't colors.



LIMITED TIME \$7.80 per doz.  
SAMPLES \$1.00

SEND FOR FREE WHOLESALE GIFT CATALOG OR 3-6330

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

WE MANUFACTURE A COMPLETE LINE

## La-Ta-Do TICKETS La-Ta-Do

RED, WHITE & BLUE    LUCKY SEVEN    7-11    COMBINATIONS    NUMERALS AND BINGOS    CLUB DEALS REG. OR SEWED

LOWEST PRICES—SEND US YOUR NEEDS!  
ORDER FROM YOUR JOBBER — OR WRITE DIRECT

609 So. 10th St. TRIANGLE MFG. CO. Minneapolis 4, Minn.

## MAGNIFICENT WATCH BRACELET



Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box. \$120 price tag. Min. order 3. 25% with order — balance C. O. D.

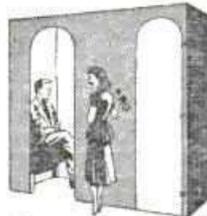
Only \$12.50 each in lots of three.

\$13.95 for sample.

NATIONAL DIST. CO.

222 Calumet Bldg. Miami, Fla.

## P D Q—World's Greatest PHOTO BOOTH CAMERAS



Dependable — efficient — Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details. P D Q CAMERA CO. 1145 N. Cleveland Ave. Chicago 10, Ill.

1000 PIECES OF SLUM ONLY \$6.75 ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES  
Dart Balloon ..... Gro. \$ .75  
Swagger Cane ..... Gro. 9.50  
Circus Print Balloon, 11 inch ..... Gro. 5.00  
Plush Bear, 30 inch ..... Doz. 24.75  
25% deposit with order, bal. C.O.D. Send for FREE C-54 Carnival Catalog.

OPTICAN BROTHERS SINCE 1909 300 W. NINTH ST., KANSAS CITY 6, MO.

## SOMETHING NEW—S-T-R-E-T-C-H-E-E

Men's Socks, All Nylon. Fits any size, 9 to 14. Black—White—Navy—Brown—Maroon—Grey. Dries fast. Lasts long. Every pair 100% PERFECT.  
6 pair, \$4.00  
Single pair, 75c.  
Send check or money order.  
B. F. HAYES  
1280 6 Ave., Radio City, New York City  
MONEY-BACK GUARANTEE (Agents Wanted)

## PIPES FOR PITCHMEN

By BILL BAKER

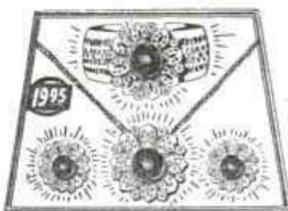
HENRY VARNER... the sage of Akron, tells us that the most cherished piece of parchment that adorns the walls of his abode (including the wallpaper), is a certificate of membership in the Circus Historical Society.

JAMES KARE... is asked to get in touch with June Coffee immediately. She writes from Chicago that your car has been stolen and she needs

the license and serial number to give to the police so that they can try to locate it.

FRED O'HEARN... posts from Elkton, Md.: "Saw Billy the Kid Dietrich working the tobacco sales at Baltimore. Also ran across an old-time sheet writer, George Stacey, working to good returns at Elkton, Md., the town of fast marriages. Pipe in, fellows. Let's hear how you are doing."

### BEAUTIFUL 4 PIECE SETS



\$1.50 each or \$16.80 per dozen 6 ASSORTED STYLES

Dainty Filigree Ensemble consisting of matching Necklace, Bracelet, Earrings. Necklace can be worn separately as a pin! Sparkling machine cut Rhinestones and Jewels. HANDSOMELY GIFT BOXED!

SEND FOR 32-page 1954 CATALOGUE! 25% with all orders, balance C.O.D.

PACKARD JEWELRY CO. 220 Fifth Avenue New York, N. Y.

## Earn More

"earn more money with our terrific line-up of Costume Jewelry, Men's Jewelry, Pearl Sets, Religious Goods, etc. Sell the year 'round. No experience needed. Send for FREE COPY NOW of our 1954 catalogue!"

Customercraft JEWELRY MFG. CO. 26 Custom House St. Providence, R.I.

## BULOVA-GRUEN-ELGIN

FREE Write Today for Free 40-Page Catalog. Please State Your Business.

- REBUILT AND NEW WATCHES
- STERLING AND R. C. P. RINGS
- COSTUME JEWELRY
- RELIGIOUS ITEMS
- LEATHER GOODS

WE WILL NOT BE UNDERSOLD  
MURRAY SALES CO. 413-415 SO. LOS ANGELES ST. LOS ANGELES 13, CALIF.

## 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-43 1139 So. Wabash Chicago 5, Ill.

## WINDPROOF LIGHTERS

Hundreds of Doz. Sold at \$2.40 Doz. NOW—\$2.00 Doz. Postpaid \$21.60 Gross, F.O.B. Store B. PALMER SALES 304 So. Main Memphis, Tenn. 1433 Second Ave. Dallas, Tex.

## TEAR GAS

A REAL SURE-FIRE SELLER! THUGS AND THIEVES BEWARE!  
This tear-gas pencil discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast. An effective substitute for dangerous fire-arms; leaves no permanent injury. Needed in Stores, Banks, Autos and Homes to Protect Life and Property. No skill required. Handle as a profitable side line; watch it grow. Start now! Send \$4.25 for complete demonstrating outfit of Automatic Pencil with 10 demonstrators and 3 powerful Tear Gas Cartridges, guaranteed. Thousands in use. Order your outfit TODAY! Not sold to minors. HAGEN SUPPLY CORP., Dept. B-9184, St. Paul 4, Minn.

## 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. Biroyd Manufacturing Co. Valley Station, Ky.

## TICKETS AND PUNCHBOARDS

Finest in the U. S. A.

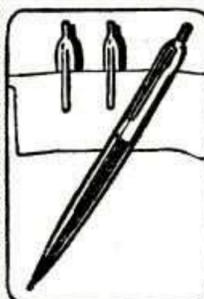
Lowest Prices Why Pay More?

Order From EMPIRE PRESS, INC.

466 W. Superior St. Chicago 10, Illinois

Phone: MOhawk 4-4118

## IT'S SENSATIONAL The NEW 3 in 1



3 Ball Point Pens in Handy Plastic Pocket Protector...

Writes 3 different colors: Red, Green and Black. Case in assorted colors: Red, Blue, Green and White. Uses Paper - Mate Refills. \$9.00 per dz. Sample \$1.00.

A SURE-FIRE SELLER FOR AGENTS 25% Dep., Bal. C.O.D. Distributors Wanted—No Open Accounts.

TOMMY PAYNE 808 W. Roosevelt Rd. Chicago, Ill. HOUSE OF 1001 ITEMS

## LEADING SELLERS IN FUR COATS

Low Priced! Big Profits! JACKETS CAPES & SCARFS ALL GENUINE FURS  
Our new 1955 Sure-Fire Line contains a big variety of best sellers for you. Latest styles. All sizes. Write for FREE NEW ILLUSTRATED CATALOG plus details of our very popular remodeling service. Satisfaction guaranteed or money refunded. Prompt deliveries. H. M. J. FUR CO. 150-B W. 28th Street New York

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

## WALTER HOHN See ad in Circus section.

CAKE DECORATOR FOR DEMONSTRATORS 8-piece set includes the tips that "Make the Roses," also a 2-piece give-away. WRITE FOR INFORMATION NATIONAL CAKE DECORATOR P. O. Box 917, Commercial Station Springfield, Missouri—Phone 6-7811

WRITE FOR 1955 CATALOG Cuban Honey Alligator Hand Bags. Ladies', \$60.00 dozen up; Misses', \$44.00 per dozen up; Children's, \$36.00 dozen up. Wallets and Belts. CASPER'S WHOLESALE P. O. Box 720 St. Augustine, Fla.

## BIG FLASH NOBBIES and SPIRALS



NA 10 SAG

BIGGER-TOUGHER FLASHIER

AVAILABLE... S-T-R-E-T-C-H-E-E-D FOR BIGGER VALUE AT THE HANDOUT

WORKERS AVAILABLE!

See Your Jobber

The OAK RUBBER CO. RAVENNA, OHIO

## OAK BIG FLASH BALLOONS

NA 10 Spirals ..... \$6.00 gr.  
#NA #10 Mottled ..... 6.50 gr.  
#15 Kat Apple ..... 7.50 gr.  
Giant Airship ..... 4.50 gr.  
Complete Novelty List On Request.  
Charles Shear New York 7, N. Y. 150 Park Row WOrth 2-2495

## Oak Big Flash Balloons

OAK RUBBER SPECIALS  
Airship Balloons—#1242 ..... \$4.50 gr.  
#NA #10 Balloon—Knobbies ..... 6.00 gr.  
#15 K Balloon ..... 6.00 gr.  
Balloon Hand Pump ..... 3.25 ea.  
25% Dep., Bal. C.O.D.—F.O.B. Chicago.  
BELL SALES CO. 1107 So. Halsted St. Chicago 7, Ill.

## Oak Big Flash Balloons

#NA #10 Knobbies & Spirals Balloons ..... \$6.00 Gr.  
#1242 Giant Airship Balloons ..... 6.50 Gr.  
#15 Kat Balloons ..... 6.00 Gr.  
New Hydrogen Bomb Balloons ..... 7.20 Fr.  
25% Dep., Bal. C.O.D., F.O.B. Chicago.  
72 PAGE CATALOG AVAILABLE FREE Send for Your Copy Today.  
M. K. BRODY 1114 S. Halsted St. Chicago 7, Ill.

## WAGON JOBBERS—SALESMEN DEMONSTRATORS!

RED HOT ITEMS... Every one of 'em!  
OVER 50 FAST SELLERS  
Make up to \$7500 a year spare or full time just selling Club Specialty Products.  
SENSATIONAL ADVERTISING SPECIALTIES  
Write, wire or phone for Free Booklet.  
SALESMEN WANTED—TERRIFIC EARNINGS!  
CLUB SPECIALTY CO. 4 E. Lake St. Chicago 1, Ill.

## WESTINGHOUSE • GE • HOOVER • COMPARE PRICES!

"Our Prices Cannot Be Beat!" PERISCOPE M-6 U.S.A. Tank U.S. Government Your Cost Only Acq. Cost \$50.00 \$1.25 Can be used as entrance viewer or toy, has range of 300 yards. • Ground Prints • FREE 1955 PICTURE LIST AVAILABLE FISHER Wholesale Distributing 3324 W. Roosevelt Rd. Chicago 24, Ill.

## CIGARETTE LIGHTER

CHROME, Table or Pocket Model. Size 1 1/2 x 1 1/2. Guaranteed Reg. \$2.95 Value for 50c. 2 Doz. for \$8.95 Send Cash, Check or Money Order to GENERAL R. & S. F. CO. 919 W. Girard Ave. Philadelphia 23, Pa.

## Sell Tinsel Xmas Signs

To Stores, Homes, Offices and Clubs. Largest selection of Christmas and year 'round ultra-blue signs. Metallic foil, metallic streamers and novelties. Marvelous full or spare-time money-maker. Order your samples TODAY! MAKE EXTRA CHRISTMAS MONEY! TERRIFIC 50¢ TO \$2.00 SELLERS!  
2 Metallic Foil Xmas Streamers, 13x48 \$1.00  
6 Metallic Foil Xmas Signs, 7 1/2 x 12 1/4 ..... 1.00  
6 Ultra-Blue Tinsel Xmas Signs, 11x14 ..... 1.00  
15 Ultra-Blue Xmas Signs, 7x11 ..... 1.00  
15 Ultra-Blue Xmas Comedy Signs, 7x11 ..... 1.00  
15 Ultra-Blue Store Signs, 7x11 ..... 1.00  
15 Ultra-Blue Comedy Signs, 7x11 ..... 1.00  
15 Ultra-Blue Religious Signs, 7x11 ..... 1.00  
Above Samples Mailed Postpaid.  
L. LOWY 812 Broadway, Dept. 818 New York 3, N. Y.

CASCA • DOMINION • PEPPERELL

# Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.  
Cincinnati 22, O.

#### Parcel Post

Admire Irving 35¢  
Cordery, Jack 34¢  
George, Donald 35¢  
Gallagher, Arthur 35¢  
Herriot, John 35¢  
Werte Martin 45¢ Due

Morse, Leon 35¢  
Peterson, Bert 35¢  
Regan, Louis 35¢  
Terrell, Leroy 35¢  
Triplett, Paul 35¢  
Woolsey, John R. 35¢  
(License Plate)

Adams, Bonnie  
Akers, Donald  
Alderman, Ralph E.  
Angelo, Maurice  
Allen, Roy (Imports)  
Andrews, Guy C.  
Ambrose, A. L.  
"Porky"  
Andrews, Jack  
Anteik, Joe, Mgr  
Antrim, Bert  
Armand, Bill  
Arsenault, Albert  
Ashworth, Samuel Lee  
Austin, Wm. Ray  
Baird, Bill  
Barfield, Helen  
Barrickman, Mrs. F. N.  
Barrickman, James N.  
Barron, Ted  
Bays, Dick  
Beaver, Byron  
Bentley, Don  
Beck, Robt. E. or Mrs.  
Beckwith, Gerald L. (Ace)  
Bell, Jack  
Bennett, Albert  
Bergman, Arne J.  
Bersini, Vaclav  
Bess, Phina  
Bard, Blackie  
Bicio, Peter Paul  
Bickett, J. H. & Mrs.  
Blue, Doc Geo.  
Boley, James E.  
Bonhamie, Sig  
Bowen, Clyde  
Boyd, W. L.  
Bozman, C. R.  
Braunstein, Benj.  
Brightwell, Miss Tennie  
Brink, Arthur  
Bristow, Mrs. Dorothy  
Britton, Laurence  
Broadworth, Mrs. Betty  
Brod, Maurey  
Browley, Archie  
Brown, Mrs. Mary  
Brown, Mrs. W. S.  
Bruno, Geo.  
Buck, C. S. (Jerry)  
Budd, Charlie  
Bullock, Kenneth  
Burridge, Mrs. Frank  
Burridge, Mrs. Marjorie  
Camp, Robt. & Mrs.  
Cannon's Tent Show  
Cantwell, Chas.  
Caraway, Mrs. Evelyn  
Carey, Frank  
Carman, James  
Carr, Roy Arthur  
Carvelia, Mrs. Frank  
Carver, Chas.  
Cetarelli, Ed  
Chambers, Ingram E.  
Chase, Jr., Alden  
Chastain, Wm.  
Cjaburri, John  
Clarke, Fred (Red)  
Coleman, Johnny  
Collier Jr., L. N.  
(c/o Doc Collier Rides)  
Conlon, Jimmy  
Converse, Art  
Conulk, Red  
Cooper, Quay R. & Stella  
Cortes, Rita  
Costa, Geo.  
Cousins, Johnny  
Craig, Merton  
Crawford, Red  
Crocker, Miss Lee  
Cummings, Glenn  
Curtis, Mrs. Martin  
Dare, Darlene  
Davis, Daryl R.  
Davis, Roland  
Davis, Clyde  
DeBoid, Eddie  
DeCisare, Peter  
DeCoste, Romaine  
DeLauter, Mrs. Virginia  
DeLong, Mrs. G. E.  
Deoro, Bert  
Decker, Elmo (Cowboy)  
Degler, Irving  
Delbert, Ed  
DelBosque, Joeseppl (Joe)  
Denton, Chic  
Dick, Billy  
Dillow, Loretta (Terry)  
Doneho, Mrs. Frances  
Dorner, Mrs. Louise  
Doto, Phil (Bandmaster)  
(Bailey & Cristiani Circus)  
Doubleday, R. (Rodeo Photographer)  
Dowdy, Onetta B.  
Duncan, Macy G.  
Dunn, Jimmy & Mrs. Dyer, Joe G.  
Edwards, Chas. L.  
Edwards, C. L.  
Edwards, Don  
Ehlert, Richard Wm.  
Ellman, Mark  
Emerson, Miss Richie  
Fagan, Chas.  
Ferenzi, James  
Finley Jr., Harry  
Fisher, Durwood  
Fisher, Jack (Doc)  
Fisher, Russell  
Fitch, H. H.  
Flake, James  
Flower, Lawrence  
Fortner, C. C.  
Fox, Harriet  
Fox, Phillip A.  
France, Marie  
Frawley, Dennis C.  
Frazier, Raymond  
Frederick, Forrest  
Fugate, Herman  
Fullerton, Dewey  
Galloway, Clyde (Whitey)  
Gann, Wm. (Bill)  
Gardner, Earl  
Gates, O. A.  
Gaughn, Harry  
George, John (Gypsy)

Gentry, Eugene Floyd  
Gilly, Ralph E.  
Ginther, Homer  
Gladden, Jim (Majestic Greater Show)  
Goe, Skinny (Bandmaster)  
Gorosso, John J.  
Goude, J. E.  
Gowin, D. R.  
Grace, Ted  
Grant, Charlie  
Graves, M. V.  
Greenie, Jon  
Grennan, Alan F.  
Groffo, John  
Gross, Charlie  
Haie, Ellisworth & Mrs.  
Haley Joe Donald  
Hall, Margaret  
Hallstrom, Dave & Mrs.  
Harden, John H. Mrs.  
Hardwick, H. D.  
Harps, Curley  
Harrell, Mrs. Lillian  
Harrington, Mrs. Wm.  
Harris, Wally  
Henderson, Mrs. Ruth  
Hendron, Glenn  
Hicks, Peter M.  
Hinkel, Milt  
Hoffman, Peasley  
Hoge, Clarence & Mrs.  
Hogonia Sr., Tom  
Holbrook, Speck  
Holhoff, Peter (Halbrook)  
Horbett, Jack Potts  
Horstman, Walter  
Horton, Mrs. Jos.  
Hos, Lee & Mrs.  
Houghton, Jimmy  
House, Cecil V.  
Hubbard, Betty  
Hutchins, Earl  
Hysell, Clarence P.  
Igo, George A.  
Ivey, Mrs. James W.  
Johns, Mrs. Helen  
Johnson, Dr. Franklin  
Johnson, Harry  
Johnson, H. C.  
Johnson, Richard A.  
Joyce, Chas.  
Joyce, Jack (Tom Pack's Circus)  
Kane, Mrs. Maxwell  
Keller, Lester  
Kelly, Mrs. Edith  
Kelly, Mrs. Mable  
King, Mrs. Mary  
Kirkman, Mrs. Eddie  
Knapp, Ed  
Knox, Clifford R. & G.  
Konyot, Dorita May  
Kosko, Jr. John  
Krause, Freddie  
Lail, Ben  
Lambert, Clifford W.  
Lamant, James C. Mrs.  
Laxman, Mr. Nicholas  
Lazar, Edward  
Le Page, Boyda  
Leathers, Douglas  
Leavitt, Robert  
Levitt, Maurice & Mrs.  
Lee, Miss Jerry  
Lehman, Herb  
Leslie, Ed & Mrs.  
Lewis, F. W.  
Lewis, Dixie  
Lorenz, Slim  
Lowe, Curly  
Lutz, White  
Mac Eachern, Mrs. R. A.  
McAlister, Tate  
McClain, Steve R.  
McCoy, Duke  
McDermot, Jack  
McIntyre, John William (Bill)  
McIntyre, Riley A.  
McKenna, Edward W.  
McLendon, Leon (Little)  
McSpadden, John  
Mace, Herbert  
Maggino, S.  
Malfisch, Francis A.  
Marinelli, Mrs. J. H.  
Marko, Wm. P.  
Marks, Frank W.  
Marks, George  
Marsh, Mrs. Danise  
Marsh, J. B. & Mrs.  
Marsh, Mrs. Jane  
Martin, Bob & Maurine  
Martins Grab Joint  
Vartin, Kurt  
Martin, Sam  
Massey, Herb  
Mayes, Prof. Livingston  
Mazer, Lewis  
Mercer, Clarence  
Meyerling, Robert A.  
Miller, F. W.  
Miller, R. A.  
Miller, Sharon Lee  
Mittlett, Mrs. Edna  
Mills, Raymond (Congo)  
Mitchell, Frank C.  
Mitchell, James  
Mitchell, Steve  
Montello, James  
Moore, Leo P. Jr.  
Moore, Lloyd  
Moore, Steve  
Morales, Del  
Moran, Chester John  
Morgan, James N.  
Morgan, Mrs. Renee  
Morse, Leon  
Mott, C. C.  
Muller, Frank H.  
Murphy, Mrs. E. J.  
Murray, Cy  
Murphy, Edward J.  
Murr, Jim  
Myers, Jo Anne Louise  
Nash, Larry

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Arey, Thomas P.  
Clemens, John M.  
Clark, Eugene  
Coleman, Max  
Craig, Le  
Diamond, Jack  
Grossing, Leonard  
Heines, Edna  
Marks, Dewey  
Nichols, Ralph  
Pillay, Billie  
Raynor, Pearl  
Ricemus, Dorothy  
Shaw, Joseph  
Silverberg, Walter  
Simon, Lucille  
Sart, Rosie  
Thompson, Robert.

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188 W. Randolph St.  
Chicago 1, Ill.

Akado, Lyda  
Ashley, Jeanette  
Balmann, Robert  
Bible, Roy  
Blyden, James  
Bush, Tom  
Cain, Quilman  
Chester, Harold  
Gardner, William  
Healy, Jack  
Huter, Frances  
Knodel, Mr. E. R.  
La Plante, Joe  
Langdon, Al  
Levy, Sam  
Meyer, A. M.  
Maceacher, B. A.  
Metzger, Curt  
Myers, Jo Anne  
Neiland, Fish  
Nixon, Francie  
Parks, W.  
Pickands, Carl  
Rooney, Louis  
Rogers, Maurice  
Schroeder, Roy  
Terry, Duke  
Tullock, H. A.  
Zelda

### MAIL ON HAND AT ST. LOUIS OFFICE

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St. Louis 1, Mo.

Allen, Robert  
Ayers, C. W.  
Augustine, Larry  
Bean, Mr. & Mrs.  
Bennett, Jesse P. Jr.  
Bennett, Mr. Charles  
Blake, Bernard  
Blackburn, M. H.  
Bly, C. W.  
Bouillon, Wm.  
Brommell, Frank  
Bullock, Kenneth J.  
Carter, Lloyd A.  
Cagle, J. L.  
Caldwell, E. S.  
Campbell, William H.  
Canipe, Walter  
Caravella, Frank H.  
Caraway, Evelyn  
Carl, Robert  
Carson, Rex W.  
Chisholm, Dave  
Clark, Buddy  
Coleman, Vernon  
Conlin, Pat  
Cooper, Floyd E.  
Cromly, Bob  
Crowe, W. F.  
Cutter, Donald L.  
Cunningham, Arthur S.  
Curt, Robert E.  
Curtis, Mrs. Jane  
Curtis, Lou & Rose  
Davis, Clarence  
Davis, Harry Jr.  
Davis, Mr. & Mrs. E.  
Decker, Robert C.  
Dilbeck, W. M.  
Diaz, Ted  
Dorby, Mrs. Bill

Dunn, David B.  
Eagle, Chief Ed.  
Evans, Milton  
Fairway Novelty Co.  
Farmer, Roy Odell  
Finley, Evelyn  
Foltz, Russell  
Norman  
Garner, Floyd E.  
Gawie, Walter P.  
Gayer Enterprises  
Geier, John F.  
Goss, Mrs. Grace  
Gravelly, Bernard  
Green, Joe  
Grutal, Jack  
Haddix, Ray  
Harper, Lowell Gene  
Harris, Marvin J.  
Harvey, Uncle  
Hedgerton, Lester  
Hill, Mrs. Amelia P.  
Hill, Mrs. Geo.  
Hobbs, Mrs. Mildred  
Hoke, Whitey  
Holston, Mrs. Rose  
Jennings, Harold F.  
Johnson, J. E.  
Johnson, Edward D.  
Johnson, Mrs. Jane  
Johnson, William  
Kelley, Mrs. Bill  
Kelley, Michael  
Kelly, David E.  
Kerner, Miss Dorothy  
Kirby, Mr. & Mrs.  
Kirby, Mr. & Mrs. James  
Kingsley, Eva L.  
Koepsell, Erma  
Kolberg, Arnold  
Korman, Carroll

Lannan, James H.  
Leahy, James  
Leulian, M.  
Lewis, Carl  
Loit, Lee W.  
McClure, Harry  
McLendon, Leon  
Maenifisch, Francis A.  
Malbin, Dorothy  
Mann, Danny  
Martin, Tiger  
Marty, Wayne  
Merritt, Kitty Ruth  
Middleton, Mrs. Ann  
Middleton, Odell  
Miller, Clifford M.  
Miller, D. R.  
Moorehead, Mrs. C. L.  
Mitchell, Mrs. Myrtle  
Moreno, Geraldine  
Myers, Jo-Anne Louise  
Nelson, Carl  
Nelson, H. E.  
Nelson, Mr. & Mrs. L. M.  
O'Connell, J. J.  
Ogilvie, L. B.  
Parisena, J. J.  
Payne, Earl E.  
Pettit, Doyle  
Pierce, Mr. & Mrs. Carl  
Pilger, Bob H.  
Prall, Mrs. Rena  
Ramsey, Mark  
Ramseyer, Edward  
Randall, Dan F.  
Raymond, Charles & Betty

Randall, Mrs. Goldie  
Rocco, R. W.  
Roberts, Miss Diane  
Roberts, Mickey  
Rosenfeld, Anita  
Sandusky, A. D.  
Schneckloth, Harry  
Servis, Edward G.  
Shaffer, William  
Shelley, "Heavy"  
Shelton, Kenneth  
Singer, Howard O.  
Smith, Floyd Jr.  
Snook, Albert T.  
Stacey, Bill  
Stafford, Gordon  
Sterner, Constance  
Sterner, Ernest E.  
Sterner, Maxine E.  
Steward, Jobby Lee  
Stratton, Lou  
Taranus, Frank  
Terry, Duke  
Thomas, Ray (Tommy)  
Thompson, Ethel  
Thompson, George "Bill"  
Thorsen, Ronald  
Vicks, V.  
Walker, Benjamin J.  
Wall, Jack & Jessie  
Walsh Brothers  
Weag, Mr. & Mrs. Ben  
Webb, Joe B.  
Webster, Fred E.  
West, Ralph & E.  
Whalen, Mrs. Thomas  
Whiepley, Rancel J.  
Williams, Mrs. O. C.  
Winters, Claire L.  
Yound, Al.

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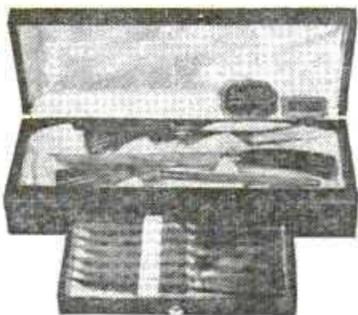
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**GERMAN WATERPROOF WATCHES, I-17J.** Beautiful yellow case. Reasonable. 565 5th Avenue, Room 809, NYC.

**INTRODUCING A NEW GAME—"BINGO Roll"** Play bingo the "Action Way." Sample, \$1 postpaid. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. oc9

**IVORY NECKLACE, \$2; ROSE OR ELEPHANT beads, \$7; Earrings, \$2; Jade Necklaces, \$8; Garnet, \$7; Motiwalla, The Bholwada, 38BB, Bombay 2. se25**

**JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers, offer same terms to dealers. Eagle Specialty Co., Akron 14, O. se25**

#### DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch

#### CASH WITH ORDER

(unless credit has been established)

#### IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

**"MEXICAN IMPORTER"—JUMPING Beans, \$1 hundred \$8 thousand; small curio horse Saddles, \$30 Gr., \$3 Dz.; Black Spiders (Tarantulas), \$7 Gr., \$1 Dz.; Snake in woodbox, \$18 Gr., \$2 Dz.; Feather postcard size, \$10 Gr., \$1.25 Dz.; Steer Fox hunt-horn, high price, \$12 pr., \$1.50 each. General Mercantile Co., Laredo, Texas.**

**MONEY FOR XMAS! MAKE \$50 AND more during spare time. Friends, neighbors everyone buys from Elmira's exquisite new sparkling line. Imprinted Christmas Cards for as little as 3¢. Personalized Stationery, Napkins, large gift wrappings with free accessories, ribbon ties. . . all fine quality money saving values. No experience needed. Send name and address for free portfolios, catalog, assortments on approval. Bonus plan. Elmira's "Portable Gift Shop" makes money first day. Write today, Elmira Greeting Card Co., Dept. C-108, Elmira, N. Y.**

**NATION'S LEADING WHOLESALER offers opportunity to own your own profitable easily operated mail-order business! No investment, inventory, experience necessary. We show you how! Sell nationally advertised appliances, homewares, watches, cameras, giftware, sporting goods, toys. Some 80% less than retail. Catalog, sales plan and instructions free. United Distributors, 210 Post St., San Francisco. oc2**

**NEWLY FOUND MONEY IN WHITEHALL'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 Finishing. Whitehall Studios, Inc., 42 Main St., Elmira, N. Y. se25**

**REAL DIAMOND RINGS—SELL DIRECT; make big middleman's profit. No investment, experience necessary. Free catalog, details. Gleamlight, 111P N. Columbus, Mount Vernon, N. Y. oc2**

**RELIGIOUS JEWELRY** designed and manufactured. Wholesale only. Write for free details. L. CHAPPELL, 20 W. Jackson Blvd., Suite 506, Chicago 4, Illinois

**RUN SPARE 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 profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 130, Ferndale, Mich. se25**

**SELL BEAUTIFUL COLOR FILTERS—PUTS your television in color; cuts the glare; glowing soft tones; easy on the eyes. Agents wanted. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. se18**

**SOCIAL SECURITY PLATES—\$10 100; Letter Box Plates, \$9 1000. Stamping Machine circular free. Bonomo, 54 Jefferson St. Brooklyn 6, N. Y. oc23**

**USE YOUR CREDIT—\$1 SETS YOU UP in business selling blessed religious figures, sainted Biblical emblems for home altar wear, costume jewelry, etc. Success guaranteed. Standard Products, Box 443, Detroit 31, Mich.**

**WOULD LIKE TO HEAR FROM SOMEONE who would be interested in a state distributorship or crew managers for a book just copyrighted, Heart Trouble, etc. Mail a postcard to Box 421, Lawrenceville, Ill.**

#### ANIMALS, BIRDS, PETS

**AAA SPECIALS FOR YOUR FAIR NEEDS.** Large Chinese Dragons, \$12.50; large meat eating Tegu Lizards, \$12.50; six foot, heavy bodied Boa Constrictors, 3 for \$25; Cara Cat, \$25 pair; large Wood Ibis, \$50 pair; White Ibis, \$50 pair; razor-beaked Curassows, \$35 pair; grey-winged Trumpeters, \$50 pair; white-breasted Toucans, \$35; Toucanets, \$17.50; Wattleed Guan, \$25 pair; Capuchin (two) largest rodents \$32.50; Coati-Mundi, \$19.50; giant Jungle Rats, \$15; Ocelots, \$50; giant tree Weasels, \$37.50; Honey Bear, \$37.50, and Phalanger Opossums, \$17.50. This week's special, adult Cinnamon Ringtail Monkeys, \$15. Tarpon Zoo, Tarpon Springs, Fla.

**AFRICAN MALE LION—ONE YEAR OLD, lame. Never been in a cage. Leads like a dog. \$300. One pair Condors, \$600 the pair. C. C. McClung, Laplace, La.**

**ALLEN HAS JUST RECEIVED FROM INDIA** Cobras, price \$35; Pythons from 6 to 14'. Wire or phone quickly as these won't last long. Dens of harmless snakes, \$25 to \$100. Boa Constrictors, healthy and fat, all sizes. Also other domestic and foreign species. Call or write Ross Allen's Wholesale Div., 1112 N. Miami Ave., Miami 32, Fla. se18

**CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoos, circuses, trout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np**

**COBRAS—JUST ARRIVED FROM INDIA.** \$30 Indian Rock Pythons, 10 to 17 feet. Kentucky Reptile Garden, Park City, Ky. Phone 3412.

**HEALTHY SNAKES, ARMADILLOS, ALLIGATORS, Terrapins, Costimundis, Agoutis, Peafowl, Parakeets, Guinea Pigs, Puma, Badgers, Wild Cats, Deodorized Skunks, Rhesus Monkeys. Phone 141, Otto Martin Locke, New Braunfels, Texas.**

**MATURE RHEAS (SOUTH AMERICAN Ostriches) \$250 each; Nile Geese, \$20 pair; Guinea Fowl, \$5 pair. Pearsons Bird Farm, Southbury, Conn.**

**PARAKEETS—\$18 DOZEN UP. PHONE NL** agara 5079, Brown's Bird Aviaries, 8232 Valley View Drive, Overland Park, Kan. se25

**WANTED—CHIMPANZEE AROUND YEAR old. Prefer female. Write or call Finchpaugh Pet Shop, 1202 Fred Ave., Phone 42988, St. Joseph, Mo.**

#### BUSINESS OPPORTUNITIES

**BEST BARGAIN OF THE YEAR—COSTUME 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**

**GOING BUSINESS FOR SALE—\$8650 CASH.** Automatic Hostess Machines, established 15 years. Midwest city, 100,000 population. Unlimited opportunity for worker, 30 turntables; 10,000 records, 3 panel switchboard; 22 machines. Box C99, c/o The Billboard, Cincinnati 22, Ohio.

**MAKE MONEY AT HOME DOING EASY, pleasant work. Everything furnished. Good earnings. Write Murray's, Box 4006, Mott Park Station, Flint 4, Mich. se18**

**MONEY MAKING RECORD SHOP, WELL established in main business district in city of 10,000. Practically no competition within fifty-mile radius. \$175,000.00 steam generating plant employing 3,000 now under construction. Failing health forces sale. Margaret Lehnert, prop., 104 E. Main Street, Madison, Ind.**

**\$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. se25

**2,000 AUCTIONS AND COMMUNITY SALES** listed in 40 States, towns and days given; valuable; \$1. Simpson, 2705 Jule St., St. Joseph, Mo. se18

#### COSTUMES, UNIFORMS, WARDROBES

**NEW BALLY CAPES, \$5; NEW STRIP Gowns, \$20; Costumes; Wigs; Formal Wear, cheap. 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 Mayo 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

**MOTORIST-DEALERS; 1950 QUALITY Distributor Cap Superignition special \$4.50; regularly \$5.50. Starting, pep, mileage, 1947, Lincoln, perfect engine, \$450. \$1000 A. B. Dick Mimeographs, \$250. 200's deluxe Barbells, \$50 course. 3800 used Correspondence Courses. Catalog, \$1. Art Work, \$3.95. E. G. Mfg. Co., Emsford, N. Y.**

**24-SEAT SMITH & SMITH CHAIRPLANE—Can be seen in operation at Kiddie Town, Wilmington, Delaware, or call Greenwood 3-8201, Philadelphia. Price \$775.00.**

#### FOR SALE—SECONDHAND SHOW PROPERTY

**ABOUT ALL MAKES OF POPPERS—Caramel Corn equipment, Floss Machines, Replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. oc30**

**ARCADE—READY TO GO; TRACTOR, semi, 30x60 Top, Sidewalk, flashy Front, sixty machines, price \$2950 cash. Write Arcade, Box 88, Savannah Beach, Ga. se25**

**BUILD GROUP ATTRACTIONS FROM tested plans: Miniature Golf, \$7; Fun Houses, \$10; Pit Show (Turtle, Girl and Spider), \$8; Panel Front Shows, \$7; Bingo, \$5; Mouse Circus, \$5, all, \$33. Free circular. Brill, Box 875, Peoria, Ill.**

**FOR SALE—KIDDIE U-DRIVE CAR RIDE and Kiddie Merry-Go-Round; both new this season. Partners disagree. Located Belmont, N. J., Beachfront. Cash deals only. R.D.T. Amusements, 137 Atlantic Ave., Manasquan, N. J.**

**FULLY EQUIPPED SKOOTER RIDE IN operation 30 Lusse, 1942 cars, perfect condition. Must sell September 18; property taken by city. F. J. K. Amusement Corp., 600 Surf Ave., Coney Island, N. Y. Esplanade 2-2208. se18**

**GIRL IN FISH BOWL ILLUSION (LENZ \$20-M.O.) with free directions to make. 80 ft. RT with 30 ft. MP \$850. 10 ft. waltz 35 MM. sound, two machine, picture outfit, \$775. Home Co., 97 Arch St., Butler, N. J.**

**MANUFACTURE, 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 (refundable). Miniature Trains, 32B Winthrop, Rehoboth, Mass. se18**

**PORTABLE DARK RIDE—GOOD SHAPE.** Now in park. \$2,750, come get it. Transportation if 1509 Spruce St., Duncan, Okla. se18

**SHOOTING GALLERY—15 SHELL LOADING tubes, 75¢ dozen; \$6 100 or any size; deposit on c.o.d.'s. H. B. Sherbahn, Wayne, Neb.**

**SHORT RANGE TARGETS—NEW SAMPLES free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. np**

**WE HAVE SEVERAL LARGE, ELEGANT, three and four abreast Carousels in the \$30,000 price range. Have other fine rides for sale. Can also build your Coaster under affiliation of America's finest Coaster builder. List your rides with us. Remember, we offer nationwide service, coast to coast. Have Caterpillar ride. Can guarantee location for buyer in Eastern Park. Young's Carnival Sales, 121 North 20 Ave. West, Duluth 6, Minn.**

**20 SMALL PONIES—ALL FOR \$1,000.** Will deliver for small charge. Day, Phone 7742; night, 2061. No time for letter writing. P. L. Cobb, Hotel Ponder, Amite, La.

**60-INCH SEARCHLIGHTS—SPERRY & GE Lamp assemblies and lamp operating assemblies, carbon, all other parts, new, in original crates. 100,000 feet 1-0 single conductor power cable, 25¢ per foot. Thousands of other War Surplus items. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif. All inquiries answered. se25**

**1954 CHEVROLET HIGHWAY BUS—25 passenger, new engine, Jimmy Swift Switzer, 225 W. 86th St., Chicago, Ill. BUTTERFIELD 8-6014.**

#### MAGICAL APPARATUS

**A BRAND NEW #24 CATALOG—MIND-reading, Mediums, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog 50¢ wholesale. Nelson Enterprises, 336 B. S. High, Columbus, Ohio. oc2**

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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Mats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP., 1111 South 12th, St. Louis 4, Mo.

8-INCH FUR MONKEY, Gro. .... \$9.00

18-INCH FEATHER MONKEY, Dozen. .... 6.00

IMPORTED LEIS, Gro. .... 1.45

GLASS BEADS, Gro. .... 1.90

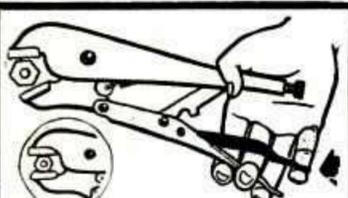
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with Flick-of-the-Finger Release  
● Jaws Lock in Position  
● Withstands 1-Ton Pressure 1 Doz. Lots  
● Adjustable to 1 1/4 inches  
● Releases Instantly, Easily  
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\$1.15 ea  
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We carry hundreds of fast selling items for carnivals, wagon loaders, agents, premiums, etc. Write for catalog and new reduced wholesale price list.  
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**21"x17" REAL FUR SCOTTY**  
Black and Ass'd. Colors.  
Real Plastic Harness.  
\$30 Dozen. In 6 Dozen Lots.  
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**12"x10" REAL FUR BLACK SCOTTY**  
OR PEKENISE IN ASS'T. COLORS.  
Real Plastic Collar & Leash. \$15 Dozen. In Gross Lots.  
\$13.65 Dz.  
NO EXTRA CHARGE FOR SAMPLES  
1/2 Doz. of each \$22.50  
F.O.B. N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32-pg. catalog.  
**ACE Toy Mfg. Company**  
122 W. 27th St. N.Y. 1, N.Y.

**FLASH!!!**



**12 Styles**  
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\$9.60 DOZEN  
**Jewelry Sets**  
Gold plated! Hand set brilliant stones in assorted colors! Beautifully boxed! SOLD FOR RESALE ONLY  
20% deposit on all C.O.D. orders; minimum order, 1 doz. (if sample desired, send \$1.00.)  
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**Cel-Max, Inc.**  
Importers & Wholesalers  
582 So. Main St. Memphis, Tenn.  
**FREE** Retractable BALL PEN with every order. Limited Time only!

**SNAKE, BIRTHSTONE SKULL RINGS . . . NEW BELTS \$1 Doz. OR \$8 Gr.**  
Min. order 1 gross of an item. Rings made of aviation, tarnish-proof metal.  
One gross asst. styles, \$10 postpaid.  
Ladies' Solitaire Im. Diamonds, \$10 Gr. Also Wedding Bands to match, \$10 Gr.  
**STERLING JEWELERS**  
44 E. Long St. Columbus, Ohio

**BIG FREE CATALOG**  
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● Sell the Nationally Advertised Brands which are Pre-Sold for You!  
**HARRY COHON & SONS, INC.**  
1065 Utica Ave., Brooklyn 3, N. Y.  
"TRADE WITH THE HOUSE THAT HELPS YOU SUCCEED"

**SAVE ON POSTCARDS**  
FREE 500 Asst. Cuties—Comics with 3000 of 25 Full-Face General Scenes, your City & State Imprinted, \$28.50. 2000 from your photo, \$9.50 per M.  
**THE MAYROSE CO.**  
923 Chandler Ave. Linden, N. J.

**SUBMINIATURE RADIOPHONE FOR MEN**—light, weighs less than pound, easily concealed; illustrated brochure, specifications, price. Nelson Enterprise, 336 B S High, Columbus, Ohio. oc2

**2500 TRICK CATALOG (512 PAGES)**—Pocket, parlor, stage, World's finest magic. Catalog \$2.00 (dollar trick included free). Kanter's, B-1311 Walnut, Philadelphia 7.

**MISCELLANEOUS**  
**JUGGLING CLUBS, ROLLING GLOBES, Fire Torches, Juggling Hoops** made to order. Finest of craftsmanship and material. Jack Miller, 1895 North Kansas Ave., Springfield, Mo. se25

**VENTRILOQUISTS—CUT RATE LIST** of finest professional fresh kid figures. Astonishingly low prices. Instruction Brown, 1711 S.W. 18 St., Miami, Fla. se25

**M. P. FILMS & ACCESSORIES**  
**BLEACHERS, FOLDING CHAIRS, THEATER Chairs, Tennis, Stadium Chairs, Screens, Projectors, 16MM. Film, Star Seating Company, Box 1734, Dallas 1, Tex.**

**COMPLETE MAJOR 16MM. SOUND PROGRAMS, Westerns, Features, Serials; \$10-\$15 weekly. Postage prepaid anywhere. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.**

**PARTNERS WANTED**  
**WANT PARTNER—RELIABLE MAN** with car or truck for one of the best money-getting photo galleries on the midways, 50-50. Write Ed Groves, 1439 North Clark St., Chicago, Ill.

**PERSONAL**  
**ARE YOU SEEKING PEACE OF MIND?** Free home study course in the Catholic religion. Paulist Instruction Center, Dept. 21 East Van Buren, Chicago, Ill. oc2

**QUICK RELIEF—MUSCULAR PAIN, NEURALGIA, fatigue soreness; use sensational new "Peppi-Barr";** solid, non-greasy analgesic used like fine cologne stick. Not messy balm or liniment. Check, money order or \$1 bill. Sintos Co., Inc., Dept. 10, 220 East 21 St., New York, N. Y. Money-back guarantee.

**WASHINGTON, D. C. INFORMATION, Research, Errands, Letters, remailed, 25¢. Personalized services confidentially yours. Reasonable rates. Schechter's, 926 Sixth, S. W., Washington 24, D. C.**

**PHOTO SUPPLIES**  
**DEVELOPING-PRINTING**  
**COMIC FOREGROUNDS AND BACKGROUNDS, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. oc30**

**COPYING-ENLARGING — PHOTO ENLARGED TO 8x10, \$1; with coloring, \$2; original returned, C.O.D. orders accepted. Johnson, Box 3353, Washington 10, D. C. se18**

**DIRECT POSITIVE PHOTOGRAPHERS—**We supply everything you need; reasonable prices. Eastman DP paper chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. tf

**EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Seio St., Rochester 4, N. Y. se25**

**FOR HIGHEST QUALITY AND SERVICE** buy Piedmont D.P. Camera and equipment. Piedmont Camera Co., 425 S. Worth St., Burlington, N. C. Phone 62701. se18

**HARTS NEW 500 WATT PROJECTORS—**They take both 35 and 16mm. slides. Has color wheel; \$30. Gronberg Projectors, Sycamore, Ill.

**PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them, latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. tf**

**PRINTING**  
**ALWAYS FASTEST SERVICE, LOWEST PRICES** on quality three-color window cards for all amusement purposes, sports, dances, rinks, etc. Flashy 14x22 cards \$8 hundred. Larger 17x26 deluxe cards, \$12.50 hundred. Tribune Press, Dept. 50, Earl Park, Ind. oc30

**ATTRACTIVE BUSINESS CARDS—\$2.95 per 1000; 100 Posters (11x14), \$7; 1000 Bond Letterheads, \$6; Taylor, 5103 Forty-third Ave., Hyattsville, Md. se25**

**EMBOSSO PROCESSED LETTERHEADS: Sparkling Golds and Colors; Dynamic Engravings: Circus, Carnivals, Concessions, Bands, Magicians, etc.; samples 10¢. Solid-days Colorprint, Knox, Ind. se25**

**200 LETTERHEADS 8 1/2x11 AND 200 #10 envelopes, \$3.50; 100 each, \$2. With 6 1/2 envelopes, \$2.95, postpaid. Palmer Press, Du Quoin, Ill.**

**SALESMEN WANTED**  
**AD MATCHES! SELL AMAZING DESIGNS, 10, 20, 30, 40 and 240-light Book Matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing! Sales kit furnished Match Corp., Dept. D-73, Chicago 32, Ill.**

**MATCH-BOOK SALESMEN—SEND \$1 FOR** finest outfit available. Money refunded first order. Exclusive items, too. Commercial Advertising, Dayton, Va.

**TATTOOING SUPPLIES**  
**A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, ink, colors, needles; color big saving. Description free. Zeis, 728 Lesley, Rockford, Ill. no27**

**THREE MACHINE ELECTRIC TATTOOING outfit with electronic unit, designs, ink, color; big saving. Description free. Zeis, 728 Lesley, Rockford, Ill. no27**

**You Can't Beat BRODY for Merchandise**  
We Carry a Complete Line of  
**TOASTERS—Kitchen Utensils—ALUMINUMWARE—IRONS—GRIDDLES—Waffle Irons—BABY DOLLS — Boudoir Dolls — PLUSH ANIMALS — Plastic Goods — HORSES—Toys—CLOCKS—Dolls — CARNIVAL GOODS — Balloons — BALLOONS—PREMIUM GOODS—WATCHES — Glassware—ASSORTED NOVELTIES—Household Goods—Lamps.**  
**72 PAGE CATALOG AVAILABLE FREE SEND for Your Copy Today.**  
**M. K. BRODY**  
1116 S. Halsted St., Chicago 7, Ill.  
L. D. Phone: MOntroe 6-9520  
In Business in Chicago for 37 Years

**WANTED TO BUY**  
**GIRL IN FISHBOWL, COMPLETE OR** lense. Will pay top price for quality merchandise. Nelson, 336 S. High, Columbus, O. se25

**OCTOPUS — MUST BE REASONABLE,** good shape; with without transportation. Tri State Shows, Platteville, Wis.

**OLD ELECTRIC PIANO—MADE BY WEST-** ern. Electric Piano Company, Chicago; in good condition. Also used. Simone Celeste in good condition. W. P. Ackerman, Sidney, Neb.

**USED MANLEY OR CRETOR COUNTER** model Popcorn Machine with large kettle. Also Candy-Floss Machine. Box 223, Danville, Vt.

**HELP WANTED**  
**CLASSIFIED ADVERTISEMENTS**  
**REGULAR CLASSIFIED ADS . . .** Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.  
**DISPLAY-CLASSIFIED ADS . . .** Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

**Forms Close Thursday for the Following Week's Issue**

**ACCORDION FOR SOCIETY COMBO—** Must be experienced, sober, read, fake everything; location work. Send details. Box C-97, c/o Billboard, Cincinnati 22, O. se18

**AMATEURS, PROFESSIONALS, SINGERS,** dancers all kinds. Comedians, novelty, freak acts, stunts. Send photos, etc. Harvey Thomas, 162 North State, Chicago, Ill. Dearborn 2-2735.

**GIRL MUSICAL TRIOS-QUARTETS, SING-** ing Female Pianists, Exotics, Emees; all kinds of acts. Rush photos. Joseph Martone, Plaza 4-3677, Waterbury 2, Conn. oc2

**IMMEDIATE OPENING FOR GIRL PIAN-** ist and trumpet. Must read. Girl dance unit working Southern states. Send particulars, photo. Box C-89, c/o Billboard, Cincinnati 22, Ohio. se18

**MUSICAL UNITS, SINGLES, LOCATION** engagements. Send photos, publicity, etc. Atlantic Artists Agency, 724 Market St., Camden 2, New Jersey.

**PIANIST—MALE OR FEMALE FOR TRIO** working 50 weeks year. Only hard worker interested in getting ahead need reply. Co-op unit, must play modern ideas, read, fake and sing a bit. Good appearance necessary, no characters. State all in first. Wee Three Trio, Consolidated Artists Corp., Wisconsin Hotel, Milwaukee, Wis.

**AT LIBERTY—ADVERTISEMENTS**  
5c a Word Minimum \$1  
Remittance in full must accompany all ads for publication in this column.  
No charge accounts.  
**Forms Close Thursday for the Following Week's Issue**

**AGENTS & MANAGERS**  
**AGENT WITH SOLID CONTACTS—** Theaters, Circuits, Drive-Ins; Texas to Florida. For stage attraction or personal appearances; dates to start October. Box 1191, Dallas, Tex. se18

**CIRCUS & CARNIVAL**  
**70-FOOT SWAYPOLE ACT — WISH TO** spend winter in South after my show with Shrine Circus Nov. 15. Consider all offers. Sid Dahl, Gil Gray Circus, c/o Billboard, Cincinnati 22, Ohio. se18

**MISCELLANEOUS**  
**GIRL WITH PROFESSIONAL EXPERIENCE** available after Sept. 11 for skate act. For references, contact DeWaldo's Attractions, 417 First St., S. E., Crosby, Minn. Contact Janne Hrozny, Rural Route One, Tri-State Village, Hinsdale, Ill.

**MUSICIANS**  
**AT LIBERTY OCTOBER 4—ERMAN AND** Goldie "The Musical Grays." Goldie, pianist; Eрман, sax., clarinet, marimba. Gen. Bus, Comedy. Single and double musical specialties. Experienced in all lines. Excellent wardrobe and equipment. Green City, Mo., week Sept. 6. Center-ville, Iowa, week Sept. 13.

**GIRL SAX AND CLARINET AND COMBO** drum desires work in Florida with combo. Box C-90, c/o Billboard, Cincinnati 22, O. se18

**GUITAR PLAYER—MODERN (ELECTRIC** Spanish, Vocals, Flashy, single-string and good rhythm. Double or string bass. Trio and show experience. Car, travel U. S. only. Age 35. Will consider anything. Write Mr. Cleo Scroggins, 1420 1st Ave., West, Kennewick, Wash.

**HAMMOND ORGANIST WITH OWN OR-** gan; congenial; location more than salary; dining room or tavern; details, Box C-95, c/o Billboard, Cincinnati 22, Ohio. se25

**ORGANIST—VERY COMMERCIAL STYLE.** Young. Read, Band, single, shows. Piano, organ together, some arrangements. Over thousand tunes from memory. 324 Gruber Place, West Palm Beach, Fla. Telephone 20728.

**PIANIST, EXPERIENCED ALL LINES—** Small combo preferred. Mc's Court, Route 3, Box 9M, Panama City, Fla. Tel. Adams 4-9358.

**PIANIST-ORGANIST—SHOWS, CLUBS, A-** ccompanied, bands; all essentials. Box C-100, c/o The Billboard, Cincinnati 22, O.

**PIANO WORK GUARANTEED—CUT ALL,** except funny hats. Sober, draft exempt. Wire: Musician, c/o Western Union, Hammond, Ind.

**PIANO, ORGAN, ACCORDION—SING, OWN** novacord. Experienced, 34, sober, clean cut. Travel. Combos only; work duo with bassist, singer, male or female; modern style, no shows. Available Sept. 7. Matt Journal Square 3-5703.

**RHYTHM GUITARIST, SINGER AND M.C.** Country and Western swing. Young, dependable and sober. Single, have all equipment and new car. At liberty Sept. 13, 1954, for work with 3 or more (will consider 2). Shows, experienced and a real hustler. Want radio, TV, night club or personal appearance work. Must be flat rate pay. Write or phone Mark Cleary, 5 Park St., Billerica, Mass. Phone Billerica 3592.

**TENOR-CLARINET—EXPERIENCED ANY** chair; commercial, jazz, read; good tone. Available now, \$75 min. Contact Musician, 374 S. Bryant, Denver, Colo. se18

**TRUMPET—ARRANGER, VOCALS, SOME** piano; combo experience; prefer small modern group; location. Age 27, married. No panics. Wyan Blackburn, Rt. 3, Cisco, Tex.

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**G & S Mfg. Co. DEPT. B**  
Also—1312 So. Los Angeles St., Los Angeles 15, Calif.

**WANTED SHOWBOAT, RENT OR PUR-** chase. Transportable east coast. Approx. mately 500 seats. All details and photo if possible. Write Box #949, The Billboard, 1564 Broadway, N.Y. 36, N.Y. se18

**WANTED — SECONDHAND MERRY-GO-** Round Horses. Write Julia Conlin, corner of Platt Rd. and Washtenaw Rd., Ann Arbor, Mich., care of Spencer Wirt. se25

**WINCHESTER MODEL 74 AUTO LOAD-** ing for 22 shorts only. Good condition. State price and condition. 3 Brockway, Seaside, Ore. se25

**16MM. SILENT ARTISTIC FILMS WANTED** by collector. Send description and price. P. O. Box 705, West Palm Beach, Fla.

**40 OR LESS—LUSSE BROS. SCOOTER** Cars. No older than 1940 model. Surf Scooter, 1314 Surf Ave., Brooklyn, N. Y. Co. 63007. se18

**ORGANIST OR PIANO SOLOVOX—MALE** or female. Play dance music and entertain, with or without instrument. Write give full details HI LI Club, Bylesville, Ohio. se18

**PUBLICATION SEEKS TO CONTACT FE-** male boxer, active or inactive. Age unimportant. Prefer reproducible scrap book. Full particulars first letter. Good pay. Box #47, The Billboard, 1564 Broadway, N.Y.C. np

**SAXOPHONE OR PIANO MEN WANTED—** For modern band; very good salary, year round job. On location in the winter. Home every night. Write or call in forenoon. Johnny Hider's Orchestra, Box 113, Tel. 2434, Mandau, N. D.

**UNION LABOR LEADER OPPORTUNI-** ties. Well paid, satisfying positions. Home or travel expense paid. Details \$1. Norman Job Guidance Bureau, 996-BB, Elliott Bldg., Buffalo, N. Y. oc2

**WANTED FOR HONOLULU, HAWAII—** Dancing Girls. Carnival experience preferred, who can pose. 15,000 troops to work to. Spend your winter here or longer. Steady work. Half & Half wanted. Right in the heart of downtown night life. Norman Wolf, let me hear from you, George DeSilva, P. O. Box 47, Honolulu, T. H.

**AT LIBERTY OCTOBER 4—ERMAN AND** Goldie "The Musical Grays." Goldie, pianist; Eрман, sax., clarinet, marimba. Gen. Bus, Comedy. Single and double musical specialties. Experienced in all lines. Excellent wardrobe and equipment. Green City, Mo., week Sept. 6. Center-ville, Iowa, week Sept. 13.

**GIRL SAX AND CLARINET AND COMBO** drum desires work in Florida with combo. Box C-90, c/o Billboard, Cincinnati 22, O. se18

**GUITAR PLAYER—MODERN (ELECTRIC** Spanish, Vocals, Flashy, single-string and good rhythm. Double or string bass. Trio and show experience. Car, travel U. S. only. Age 35. Will consider anything. Write Mr. Cleo Scroggins, 1420 1st Ave., West, Kennewick, Wash.

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**AGENTS & MANAGERS**  
**AGENT WITH SOLID CONTACTS—** Theaters, Circuits, Drive-Ins; Texas to Florida. For stage attraction or personal appearances; dates to start October. Box 1191, Dallas, Tex. se18

**CIRCUS & CARNIVAL**  
**70-FOOT SWAYPOLE ACT — WISH TO** spend winter in South after my show with Shrine Circus Nov. 15. Consider all offers. Sid Dahl, Gil Gray Circus, c/o Billboard, Cincinnati 22, Ohio. se18

**MISCELLANEOUS**  
**GIRL WITH PROFESSIONAL EXPERIENCE** available after Sept. 11 for skate act. For references, contact DeWaldo's Attractions, 417 First St., S. E., Crosby, Minn. Contact Janne Hrozny, Rural Route One, Tri-State Village, Hinsdale, Ill.

**MUSICIANS**  
**AT LIBERTY OCTOBER 4—ERMAN AND** Goldie "The Musical Grays." Goldie, pianist; Eрман, sax., clarinet, marimba. Gen. Bus, Comedy. Single and double musical specialties. Experienced in all lines. Excellent wardrobe and equipment. Green City, Mo., week Sept. 6. Center-ville, Iowa, week Sept. 13.

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**THE FOLLOWING UNIT OF ACTS HAS** some open time in September for fairs and celebrations: Comedy acrobatic act, foot juggling, big dog act. Miller Troupe, 1895 North Kansas Avenue, Springfield, Mo., Phone 44734. se25

**3 FEARLESS STARS—WORLD'S HIGHEST** contortion trapeze act; the attraction worth witnessing or open time contact Jerry D. Martin, c/o Billboard, Cincinnati, Ohio. se25

**VAUDEVILLE ARTISTS**  
**COMEDIAN—BLACK OR TOBY CHANGE,** for two weeks. Put on acts and make them go. Make good on any show. Burl Leslie, South Pittsburg, Tenn.

**LITTLE ATOM**  
World's Smallest Pistol  
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Cost . . . \$1.95 ea.  
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**MEN'S AND LADIES' WATCHES**  
\$8.75 EA  


**Bulova, Waltham, Elgin, Benrus, Gruen Watches**  
Yellow Exp. Band, 95c Extra

**SPECIAL!**  
6 assorted watches . \$49.00  
with yellow expansion band.  
Reconditioned and guaranteed like new.

**★ WRITE FOR OUR CIRCULAR! ★**

25% with order, balance C.O.D.  
5-day money-back guarantee if not satisfied.

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CELLOPHANE PACKAGED  
10¢ TOYS \$6.00 ONLY PER GROSS



A HUGE assortment of top 10¢ sellers.  
● Balls & Jacks ● Magnets ● Horns ● Dancers ● and plenty of others. Each in CELLOPHANE HANG-UP BAG labeled 10¢.

We have purchased the entire stock of toys from a wire-rack mfr. and are passing this BUY on to you.

**1 GROSS ASSORTED . . . \$6.00**  
Send for Carnival Catalog. Important: State your business.  
25% deposit required on C.O.D. orders. Include postage with order.

**KIPP BROTHERS**  
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**BRONZE WESTERN SADDLE HORSES**  
Height and Dozen Price:  
10 1/2" \$16.80 8 1/2" \$13.80 5 1/2" \$6.00 4 1/2" \$3.60  
25% Deposit Required With Order.  
F. O. B. Chicago. Wholesale Only.

**COOK BROS.** 916 S. Halsted St. Chicago 7, Ill.

**MIRACLE WATCH**  
... that has nothing to hide  
  
A Man's Watch of Unmatched Quality! The transparent Back allows a fascinating view into the Precision Movement of this 17 Jewel Masterpiece of Swiss Craftsmanship. Luminous Dial Sweep Second Hand. Wide, modern Bezel. Suede Leather Band Boxed.  
**\$10.95 FREE CATALOGUE**  
Name Brand Bargains  
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**NEW! BURKE**  
100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$6.00. Money refunded if not satisfied.  
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**NEW STUFFED PLUSH TRUDELLER CARNIVAL CREATIONS**  
CATALOG ON REQUEST  
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137 Greene St., New York 12, N. Y.

## Spacarb Stockholders Vote On Rowe Purchase Sept. 17

### Terms of Sale Agreement Outlined; Houston Explains Liquidation Move

NEW YORK, Sept. 11.—A major decision in vending machine history will be made by stockholders of Spacarb, Inc., Friday (17) when they meet to vote on the purchase of Spacarb by the Rowe Corporation.

Spacarb stockholders this week received a notice of the meeting, a summary of the reasons for the proposed sale by I. Hayne Houston, Spacarb president, and the purchase agreement made by directors of Spacarb and Rowe, which provides for the sale of Spacarb assets and its liquidation, and which stockholders have been asked to approve.

Stockholder approval is considered automatic.

#### Purchase Agreement

In substance, the purchase agreement provides:

1. That Rowe buys certain assets (including inventories, equipment, patents and copyrights) for a sum not to exceed \$328,890, which added to the proceeds of the liquidation and other assets (including cash, government contract, capital stock and investment in subsidiaries), will pay Spacarb stockholders total liquidating dividends of \$2 a share.

2. If liquidation does not progress rapidly enough to permit distribution of the \$2 per share within six months, Rowe agrees to loan Spacarb the necessary sum to pay the dividends at that time.

3. The maximum amount that can be distributed to Spacarb stockholders is \$2 a share.

4. Key personnel of Spacarb, including Houston and Robert K. Deutsch, treasurer, will be employed by Rowe but will also act as employees of Spacarb in charge of its liquidation subject to board approval.

#### Houston Report

Houston reported to stockholders:

"Operations during the fiscal year ended June 30, 1954, resulted in a consolidated net loss by Spacarb, Inc., and its subsidiaries of \$74,906.05, after adding to income \$46,688.25 of federal taxes paid in the previous year, which are now recoverable."

He explained that "competitive conditions within our industry have been extremely severe during the past year. Spacarb sales, along with those of the rest of the industry, dropped sharply from January until June, accounting for a substantial part of the

(Continued on page 68)

## Keeney Bows New 300-Cup Coffee Unit

To List at \$375; Announce New 8-Col. Cig Machine

CHICAGO, Sept. 11.—A new low-cost 300-cup coffee machine using dry ingredients was announced Friday (3) by J. H. Keeney & Company, Inc.

At the same time, the firm announced a new 18-column cigarette machine.

It was announced that the machine would list at \$375. Keeney is now in production on the machine. Details on the unit are not yet available.

Keeney will exhibit both machines during the National Automatic Merchandising Association convention in October.

### FIGURES LIE

## Cancer-Health Relationship Is Ridiculed

NEW YORK, Sept. 11.—Reports linking the death rate from cancer with cigarette smoking were ridiculed this week by Donald C. Cooley, author of "Smoke Without Fear," a 32-page booklet published by True Magazine.

Cooley, managing editor of Your Health and Your Life magazines, has one piece of advice to persons who enjoy smoking and who have been unsuccessful in their attempts to give up the habit—"quit trying."

Cooley pointed out that consumption of cigarettes in the United States has increased 456 per cent since 1920 and lung cancer deaths in men have increased 411 per cent since 1930.

A graph, he adds, would show cigarette smoking and lung cancer

(Continued on page 66)

## Bert Mills Readies New Hot Choc. Unit

ST. CHARLES, Ill., Sept. 11.—A new hot chocolate vending machine was announced this week by the Bert Mills Corporation. The unit measures 15 inches wide, 20½ inches deep and 69 inches high.

It is priced under \$250 f.o.b. St. Charles. A completely self-contained machine, it may be used for vending soup also.

Mills plans to show the machine for the first time at the National Automatic Merchandising Association convention in October.

## 10c Bar Softens Op Candy Volume Dip

Report 10 Per Cent Drop, See Expansion To Smaller Plants to Recapture Sales

CHICAGO, Sept. 11.—Candy operators this week reported that although the dollar volume of vended candy bars is down an average 10 per cent so far this year, the growing use of dime candy has tended to curb the dollar drop on individual routes.

The nation's candy operators see this picture in candy vending today:

Over-all dollar volume is down because fewer employees are working fewer hours in the average industrial plant.

The expectation is that expansion to more 100 and 500-worker plants will recapture lost volume and in time even surpass former grosses.

#### Dime Candy Up

Dime Candy is seen as playing an increasingly important role in both large and small factories. Plant management in many cases has been won over to the dime price, both in new installations and in long-established locations.

In the country's industrial centers, some operators report unit volume only is off; dollar

grosses are up because they have more machines in more locations than at this time last year.

Normal route expansion has not stopped, these operators report, and it will not as long as more equipment and locations pay off in greater total dollar intake.

The dime bar remains the big question mark in the profit picture. Operators disagree on its potential—both as a volume and a "profitable" item.

Proponents argue that the dime bar returns as much dollar vol-

(Continued on page 68)

## Ops See Plus \$ In Hot Chocolate

Examine Use With Coffee Vs. Cold Drink Machines, Java Units Get Nod

CHICAGO, Sept. 11.—Coffee machines, rather than soft drink venders, are getting the nod from operators who are getting into hot chocolate vending.

Soft drink machines—unlike coffee venders—do not require daily service, would require a special visit by the routeman when chocolate units are attached.

Although they continue to require daily service, chocolate units are not the source of as many clogged-line failures as formerly. This is especially true when used with coffee machines.

#### Better Margin

A better gross margin if coffee is vended at an odd-cent or a dime price (chocolate, naturally, is vended at the same price as coffee).

A still better-tasting drink (in coffee venders, cream is usually mixed with the chocolate sirup in the dispensing process).

Because dime operation is only beginning to loom as a factor in soft drink vending, most cup machines are at a nickel. This means that hot chocolate attachments on soft drink units are also held to the nickel price.

#### Heating Element

Besides, hot chocolate units for soft drink vender installations must include the heating element; latter is already present in coffee machines.

Chocolate units list from approximately \$50 up to \$160.

Product-wise, hot chocolate vending has taken several important steps forward.

## 10 VENDERS IN BRITISH PLANT: \$ NOVELTY

BRENTFORD, England, Sept. 11.—With in-plant vending practically non-existent in Europe, 10 bottle machines installed thru the Firestone Tire & Rubber Company, Ltd., plant here are a novelty.

But the "novelty" pays off. During the first seven weeks following their installation, 1,000 cases of soft drinks were moved by the venders.

## New 1c Model On CTA Buses To Be Tested

CHICAGO, Sept. 11.—A second test period for penny gum machines on the Chicago Transit Authority's buses is being readied to start October 1 with a new model vender.

Jack Howe, head of Howe Vending Corporation, announced this week that the 800 machines in the original test, which was extended to Wednesday (15) by CTA, were being replaced with 300 new machines made by Transportation Vendors which feature an improved internal mechanism.

Howe said that while the first test was a success sales-wise, "the original machine did not hold up mechanically." Said Howe: "There was enough evidence that sales were sufficient to warrant an operation provided the new machine could withstand the rough treatment that is found on the buses."

#### Test Agreement

An agreement for a second test run on the new models will probably be made with CTA by the end of this month, said Howe. Fewer machines are being used on the second test since only the mechanism of the machines are being tested, their sales success already having been established.

Howe also announced that the first 45 days of a 120-day test

(Continued on page 86)

## Silver-King Unveils Two New Venders

1-Cent Gum Machine; 3-Way Cookie Unit To List at \$42.95

AURORA, Ill., Sept. 11.—The Silver-King Corporation this week announced production on two new vending machines: a penny tab gum vender and a nickel cookie vender.

At the same time, Jack Chalcraft, general sales manager, announced that 20 salesmen had been appointed thruout the country to sell the firm's line of venders.

A four-selection model, the gum unit holds 200 pieces, is made of cast aluminum with a steel back, is equipped with the firm's own slug rejector, and lists at \$16.95 f.o.b. Aurora. It may be attached to a wall or on either side of a larger vending machine.

The new cookie machine holds 75 units, has three selections, is equipped with a nickel National rejector and the firm's own slug rejector and lists at \$42.95 f.o.b. Aurora.

Besides these machines, the firm also is currently producing a coffee vender.

The Silver-King representatives and the territories they cover are: Warren E. Wingert, Illinois; Wayne L. Cooper, Kentucky; William Cole, Indiana, Michigan; George Clement, Ohio, Pennsylvania; Edward Barrack, New York except New York City; Tom E. Kraan, New Jersey, New York

(Continued on page 86)

## Dixie Ball Gum Trade Surges, But Texas Off.

UNION CITY, N. J., Sept. 11.—Leo Leary, sales manager of H. K. Hart Confections here, returned to his desk this week after a month tour of the Southeast and Texas. He reported that bulk vending in North Carolina, South Carolina, Georgia and Florida is coming along strongly, but that location takes in Texas are low.

Leary said that supermarkets are growing in importance as Southeastern locations, but industrials are lagging. Capsule vending, he added, got off to a good start and is leveling off, while ball gum vending, hurt somewhat by the advent of capsule vending, has bounced back.

In factories, Leary said, most of the gum vending is tab. He reported few local restrictions on charm vending. Leary said Hart's business in the Southeast is running 25 per cent ahead of last year.

In Texas, explained Leary, the business is there, but there are so many bulk venders on so many locations, that takes, in many cases, are below the break-even point.

## Milk Group Sets Up Vender Rental Plan

WASHINGTON, Sept. 11.—The Maryland and Virginia Milk Producers' Association, Inc., backed up a belief in the value of milk venders by buying an initial 50 machines for their dealers to operate.

J. Homer Remsberg, association president, this week announced that to date his group had placed 17 machines with its milk dealers and had ordered in another 23 for distribution.

Typical of the reaction so far: One dairy member bought 15 machines.

While full sales figures are not yet assembled by the group,

Remsberg said that from the information so far obtained, "we believe that our hopes in connection with this operation are justified."

"In most locations the machines have been selling beyond expectation and in a few extremely busy spots like the Union Station, the machines are selling out every day," he declared.

#### Milk Sales Program

The association rents the machines to dealers who purchase milk thru the association on a pro rata basis according to volume of sales. The machines are placed

(Continued on page 69)

READY FOR DELIVERY NOW!

**DAK'S NEW "400" CAPSULE VENDOR**

WEIDMAN NATIONAL SALES  
5911 Fourth Avenue  
Detroit 2, Michigan

**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.

**COMING SOON!**

**SUPER-V**

VICTOR'S NEW CAPSULE VENDOR

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLux 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.	4.95
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 #D 1¢ B.G.	6.45
Advance #11 Mdse.	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Vendor's Mix	.63
Pistachio Nuts, Sheik	.48
Cashew Whole	.50
Cashew Butts	.48
Peanuts, Jumbo	.38
Peanuts	.28
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs., vac. pk.	.85
Baby Chicks	.32
Rainbow Peanuts	.30
Boston Baked Beans	.30
Jelly Beans	.28
Licorice Lozenges	.25
M & M	.44
Assorted Fruit Charms, 100 ct.	.42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	\$.28
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.48
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes Assorted  
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.

**NORTHWESTERN SALES AND SERVICE CO.**

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# Ops See \$\$ in Hot Chocolate

• Continued from page 66

late has been known to fall off only 25 per cent, according to a number of Midwestern and Western operators.

At least two Los Angeles operators have been vending the beverage for five and three years respectively. They charge a straight 10 cents per cup in industrial locations.

One reports: "Hot chocolate has a terrific sales potential. In some cases the ratio has been larger than that of coffee."

For the past five months, one of the country's largest operating companies has been testing hot chocolate in its coffee machines. While a definite conclusion had not been drawn so far, an official stated that early results "were promising."

Hot chocolate has become a standard vended item on Geiger Automatic Sales Company's routes in Milwaukee. Herb Geiger, who has been experimenting

# Announce New Cig Vender to List at \$150

NORTH SACRAMENTO, Sept. 11.—A new seven-column cigarette machine to list under \$150 was announced this week by the F. E. Erickson Company.

F. E. Erickson said that national distribution is now being set up for the machine and two new Arcade pieces (see separate story in amusement games section).

Called the Feeco, the new cigarette vender has a capacity of 140 packs, storage for 35 cartons. It is equipped with an ABT coin mechanism and dispenses both king-size and regulars, spacers being inserted for the latter.

The unit, mounted on a stand, measures 65 inches high, 21 inches wide and 9 inches deep. It has a mahogany finish with chrome trim and is available also in wall models.

# Tenn. Seeks Taxes

NASHVILLE, Sept. 11.—Tennessee has started receiving lists of State residents who buy cigarettes from mail order houses in tax-free States, and on the strength of the lists, has launched a campaign to collect Tennessee's 5-cent per pack cigarette levy direct from the buyers.

Walter Trebing, head of the tax department's division of alcohol, beer and tobacco tax, said that this is the first time firms have complied with the Federal Jenkin Act, passed in 1949, which requires mail-order firms to supply States with a list of customers and amounts of cigarettes purchased by them.

with chocolate in the Beer City for several years, had this to report:

When first installed, a coffee-chocolate unit will sell one-third chocolate and two-thirds coffee each week over a several-week period. This finally shakes down to a 10-15 per cent chocolate to 85-90 per cent coffee ratio.

But Geiger points out that the 10 or 15 per cent portion of the machine's dollar volume is plus business—sales that in most cases are above the machine's gross as a straight coffee unit.

Geiger said ingredient cost for chocolate runs about 1.2 cents per cup, compared to 2.2 to 2.4 cents for coffee.

Where hot chocolate is vended thru a coffee machine for more than a nickel per cup cost is increased somewhat as the operator usually increases ingredient throw and adds to his cost by using a hot cup. (The 1.2 cents per cup ingredient cost for chocolate is plus the 1/2 cent cold cup cost).

While hot chocolate vending has been increasing in the Midwestern and Western States, Eastern operators have not been following suit. With the exception of Automatic Canteen and Chick's in New York, for example, chocolate operations have been non-existent or at best static.

On the product front, chocolate sirup for venders is being constantly improved by some of the top chocolate producing firms in the country. These include Hershey Chocolate Corporation and The Nestle Company.

P. G. Schultz, Hershey sales promotion manager in charge of vending sales, reports high "activity in the sale of sirup to operators."

Nestle states it is producing a chocolate sirup "30 per cent richer."

Among other active sirup suppliers is Progress Food Specialties, Chicago. Dr. Z. Somlo, chemical engineer, said early difficulties have been largely overcome, and a new formula has been evolved specifically for venders.

Equipment-wise, more firms are offering built-in hot chocolate systems and/or attach-on units.

The Bert Mills Corporation is bringing out a new chocolate sirup attach-on unit this month (approximate price \$50), while another new entry is the powder type unit by Coan Manufacturing Company for its new coffee vender.

Among the cup drink and coffee machine manufacturers who have been marketing hot chocolate attachments for the last several years are Apco, Inc.; Cole Products Corporation; Indevco, Inc.; Snively Groves, Inc., and Spacarb, Inc.

There's a **SMALL FORTUNE** in it... for You!

**PAYS 50% TO 200% STEADY PROFITS**

**Outdraws, Outearns and Outperforms All Others!** Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

★ 2 Machines in 1... Fortune and Weight  
★ Fully Automatic & Patented  
★ No Knobs, No Handles, No Trouble

Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

**AMERICAN SCALE MFG. CO.**  
3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

Attached find check for \$25 payment on one model 403 scale. Ship at once.  
 Please send further details immediately.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**AFTER 8 MONTHS OF EXPERIENCES WITH CAPSULE VENDING—**

We can report with certified certainty—

The SMART CAPSULE OPERATORS prefer FILLED CAPSULES which have KEYCHAINS. Approximately 85% of their purchases call for KEYCHAIN VARIETIES—the best value for Consumers—the fastest turnover for their machines.

—FILLED CAPSULES—

KEYCHAIN VARIETIES	per 1,000 \$22.50
Badges, with Keychains	22.50
Grocery Charms, with Keychains	22.50
Monkeys, with Keychains	21.00
Hot Dog, with Keychains	22.50
GOLD-PLATED BUGS, BIRDS with Keychains	21.00
Metal Scissors, with Keychain	22.50

f.o.b. Jamaica, N. Y.

**ONLY 98 DAYS till XMAS**

It's TIME to order Vacuum-Plated BELLS

Beautiful because they're brilliantly Vacuum-Plated, in assorted Gold, Silver, Red and Green Christmas Colors.

Folks will want 'em to hang on Xmas Trees, to tie on as decorations on Xmas Gift Packages and to treasure as Charms.

**\$15.00** per 1,000 f.o.b. Jamaica, N. Y.

Or at your Distributor.

Put Them Into Your Machines Now!

**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 35, L. I., N. Y.

**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.)

**SPECIAL THIS WEEK!**

UNEEDA CIGARETTE VENDORS	
Model E, 6 Cols., 180 Cap.	\$ 75.00
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
Du Grenier Champion, 9 Cols., 420 Cap.	100.00
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., Wall Model	\$ 75.00
uneeda Candy Wall Model, 5 Cols., 102 Cap.	65.00
Stoner Candy Prewar, 8 Cols., 160 Cap.	135.00
Rowe Candy Merchant, Late Model, 7 Cols., 158 Cap.	165.00

SODA and COFFEE MACHINES  
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors.  
WRITE FOR INFORMATION

Our Paints Are VENERIZED Prevents Peeling, Flaking & Rusting.

All Equipment Unconditionally Guaranteed Trade Prices. 1/3 Dep., Bal. C.O.D.

UNEEDA Model A 9 Cols., 270 Cap. \$90.00

**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

**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

**BLOODY TOOTH!**

Here's a fabulous brand-new "Price Exclusive" capsule item that's reaping a merry harvest of coins for operators all over the country. Get your supply today!

EACH CAPSULE HAS CATCHY INSERT READING...

**THE BLOODY TOOTH**  
Here it is, Mom! I just pulled out my tooth! If I put it under my pillow will I get a dollar?

ONLY \$22.00 per M

Send for Our Complete List of Sales Stimulators!

**WRITE, WIRE, PHONE YOUR ORDERS**

**PAUL A. PRICE CO.**  
55 Leonard St., New York 13

**COMING SOON!**

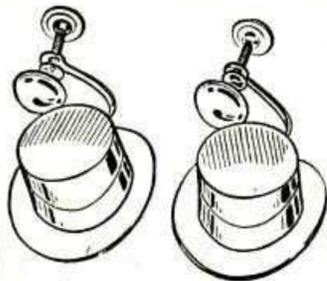
**SUPER-V**

VICTOR'S NEW CAPSULE VENDOR

Of all the trade publications covering all of showbusiness... THE BILLBOARD is the only paper with an **AUDITED PAID CIRCULATION.**

# VICTOR CHARMS

## Are Now ROLLING!

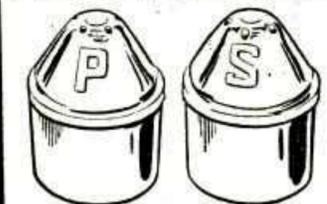


**TOPPER EARRINGS**  
Assorted Colors



# BABY DOLLS

Natural Skin-Soft, Life-Like Vinyl Dolls



**Salt & Pepper Shakers**  
24 Beautiful Color Combinations



**Victor "Snap-Spin" Top**  
In 4 Brilliant Colors

# VICTOR PUZZLE SERIES

4 Brightly-Plated Combinations



# TOPPER KEY CHAIN

Keep in constant contact with your VICTOR distributor for new and outstanding items . . . as well as our complete line of VICTOR vendors.

# VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill.

# 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 1-2548

# Weghorn to Speak On Insurance at NAMA Convention

CHICAGO, Sept. 11.—John C. Weghorn, president of the John C. Weghorn Agency, Inc., New York, will speak on "Protecting Your Business; Sound Operational Insurance" at the National Automatic Merchandising Association convention instead of William Penn as previously reported. NAMA announced this week.

Weghorn is chairman of the Executive Committee of the New York City Insurance Agents' Association, Inc.; member of the Insurance Federation of New York, Inc.; director of the National Association of Casualty and Surety Agents.

He is a past president of the Association of Local Agents of the City of New York, Inc., and has served on the board of directors of New York State Association of Insurance Agents, and on the arbitration committee of the New York Fire Insurance Exchange.

# 10c Bar Softens

Continued from page 66

ume as nickel items with these advantages:

1. Slight increase in dollar margin.

2. Lower unit turnover results in lower servicing cost.

**Opponents state:**  
1. Dime candy will not sell when vended alongside nickel bars.

2. Margin is not sufficiently attractive to warrant all-dime locations or an all-dime route.

# Need to Expand

But operators do agree: There's a need to expand location coverage. Thus the small plant looms as a growing factor as the nation's major industrial concerns because almost 100 per cent covered as a location market.

Vendall Service Corporation, Chicago, is tackling the small plant and dime bar field simultaneously. A. Garrick Alex, president, said plants with a minimum of 100 employees in a concentrated area can support two candy machines—one straight dime, one nickel.

Reception of dime candy in small factories has been good. Alex said that out of 100 letters to such plants, proposing dime bar operation only, 12 replied asking for an installation.

Vendall reported that 25 per cent of its candy volume is now done in 10-cent bars.

One of the nation's major operating firms summed up its candy vending experience this way: While dollar volume is off 10 per cent compared with last year, 23 per cent more of total dollar volume is accounted for by dime candy in both small and large plants.

# 50 Per Cent Increase

Officials said that altho dime equipment experienced a 25 per cent drop in unit sales, the net result was a 50 per cent increase in dollar volume thru such units.

How has the drop affected equipment sales? Vender manufacturers report a general firmness in operator orders, with this exception: Large single orders—35 and 40 machines—are being replaced by smaller five and six-unit sales. But the number of low-unit sales combine in some instances to exceed the total of former multi-machine shipments.

Tightened conditions in large plants—and as result—the turn to small plant installations have acted to bring about the new machine sales pattern.

Together, the steady vender demand in spite of the decline in candy sales spell out the operators' intention of doing the best possible job in a changing market.

READY FOR DELIVERY NOW!

**OAK'S NEW "400" CAPSULE VENDER**

R. R. WHITEHEAD  
1075 Woodland Avenue S. E.  
Atlanta, Georgia

**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

# CAPSULES

The best in filled Capsules from **KARL GUGGENHEIM!**  
**MIXES**

Toy & Puzzle Mix	per thousand	\$20.50
Novelty Mix		21.00
Key Chain Mix		20.00

# INDIVIDUAL ITEMS IN CAPSULES

Friendship Ring	per thousand	\$20.50
Top with String		20.00
Wire Puzzles		20.00
Lizards		20.00
Spiders		20.00
Razors		20.00
Maze Puzzles		21.50
Yo-Yo's		21.00
Balloons		21.50
Chicks		20.00
Compass		22.50

**Karl Guggenheim**  
INC.  
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

# Victor's Baby Grand Deluxe 5¢ Capsule Vender

Immediate Delivery!  
Less than 100 cases \$60.00  
100 or more cases \$57.00  
(packed 4 to case)

**NEW CAPSULE ITEM!!!**  
**PRESS ON FOOTBALL EMBLEMS**

60 College teams—ass't'd colors. Simple directions for applying inclosed in capsule!

**\$19.50** per 1000  
includes emblem and instruction sheet.

**TOP HAT w/earrings,**  
per 1000 .....\$22.50

**TOP HAT w/chain,** per 1000 22.00

**SECRET STAMP PAD RING**  
Remove cap with inked pad to use secret stamp. 18 Different Secret Stamps!

**\$20.00** per 1,000 with instruction sheets.

**BABY DOLL & BABY SHOES**  
in Capsules. 500 each item.  
\$20.00 per 1000.

Time payment plan available. Trade-ins accepted. Prices subject to change without notice. All Victor Models available. Write for our filled capsule list for Victor Baby Grand Capsule Machines.

**Pioneer Vending Service**  
590 Albany Ave., Brooklyn 3, N. Y.  
Phone: PResident 4-5358

**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

# CAPSULES (FILLED)

ALL ITEMS \$10.00 per 500 ITEMS

# MOVIE STARS

39 Assorted Movie and Western Cowboy Stars All in One Capsule

Location tested to be the Best Selling Capsule in any Vending Machine. Be first with the latest!

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.

# Stockholders Vote

Continued from page 66

sizable loss. Recovery since then has been below normal seasonal expectations."

Houston mentioned that while Spacarb Detroit Distributors, Inc., operated in the black during the past fiscal year, its sales also declined sharply from January thru June "due to depressed conditions in the Detroit area."

# Liquidation Reasons

Houston summed up reasons for the liquidation in his report: "Altho the prospects for the sale of vending equipment and for soft drink cup venders in particular is improving, your directors have decided that it would be in the best interests of our stockholders to enable them to liquidate their investment at this time."

"In order to operate under existing competitive conditions and with the extremely narrow margins available in our industry today, Spacarb needs more capital, more production facilities and more complete line of vending equipment. Since the prospects of our obtaining the necessary capital on a basis favorable to stockholders seems remote, and since the prospects of dividends are non-existent in the foreseeable future, it is recommended that we take advantage of this opportunity to sell our assets and liquidate."

If stockholders approve the sale, the closing date will be September 20.

According to the terms of the purchase agreement, Rowe will pay \$200,000 down and the balance (if any) when the liquidation of the unsold assets has been finally completed.

Spacarb will liquidate all unsold assets (including its interest in its subsidiaries—Frostdrink, Inc.; Juice Bar Sales Corporation, American Katadyn Corporation; Spacarb Detroit Distributors, Inc.; Spacarb of Washington, Inc.—as quickly and efficiently as possible after the closing date.

# In Subways

Continued from page 66

Broad Street subways and has substituted nickel machines.

Sales at these test locations have tripled, according to Harry Myers, chief supervisor of Peoples Service Vending Company.

Myers declared "The public seems to want a regular package of chocolate or gum, and it is more economical to buy that way."

Myers pointed out that at one time the ratio of penny vending machines to the nickel ones on the subway was about six to one.

Now the penny vending machines for peanuts have vanished completely from the subways here with the last one going out a few months ago after a gradual withdrawal over a period of months. He claims that vandalism forced the end of the peanut machines. The glass domes containing the nuts were highly vulnerable to strong-arm tactics. He said that originally there were a couple of hundred of these machines in the subways.

Myers said that the public has a better chance of getting its money's worth out of the nickel machines. This is so, not only because they vend a larger quantity of merchandise, but because they are sturdier and withstand more tampering than penny machines.

Myers said that if someone loses a penny in a machine, he curses under his breath and goes away. However, when he loses a nickel, he writes into the company so that it can correct what is wrong.

He said that profits from the penny machines were eaten up in service costs which were prohibitive because of vandalism.

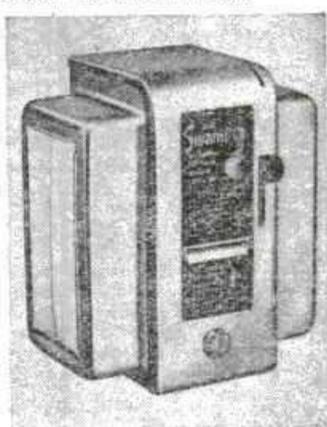
# Hollywood Adds New Car to Racing Fleet

CENTRALIA, Ill., Sept. 11.—Hollywood Candy Company, a division of Hollywood Brands, bought a new 270 Offy racing car and sent it to Minneapolis for the five-day racing meet there during the Minnesota State Fair.

The new racer is No. 7 of the racing fleet operated by Hollywood. It was built by Al Hendrix, well-known racing car builder. F. A. Martocchio, Hollywood Brands president, said that it is his firm's plan to operate the fleet of racing cars year-around, following races thruout the country.

# WANTED ESTABLISHED DISTRIBUTORS

Who are interested in large earnings selling the nationally known "SWAMI" fortune telling napkin dispenser. Our Los Angeles distributor sold almost 50,000 in 3 years. Possibilities unlimited as you can install from 5 to 40 in each location. BB says there are 316,000 locations in the U.S.



"SWAMI" dispenses a ticket for 1c with the answer to any yes or no question and your fortune. We have proof from operators of continued earnings of from 50 to 200% on the investment.

If you mean business, write today for particulars on this proven money-maker.

No curiosity seekers or blue sky operators wanted.

**F. E. ERICKSON CO., INC.**  
130 Dixieanne Ave.  
No. Sacramento, Calif.

**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—\$20.00 per 1000**  
**H. B. HUTCHINSON JR.**  
860 North Ave., N.E. Atlanta 6, Ga.  
Tel.: Emerson 4300

**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

READY FOR DELIVERY NOW!  
**OAK'S NEW "400" CAPSULE VENDER**  
J. SCHOENBACH  
1645 Bedford  
Brooklyn 25, New York

**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

**FILLED CAPSULES**  
Charms for Ball Gum and Rocket Charm.  
DEVICES NOVELTY • 231 W. Chicago Ave.  
CHICAGO 10, ILL.

**We**

**Have Newer**

**CHARMS!**

**NEW DESIGNS**  
**NEW IDEAS**  
**NEW FINISHES**

send 35¢  
Complete Sample Kit

National Sales Agents for **ACORN CHARM VENDOR** parts and accessories

**PENNY KING COMPANY**  
2538 Mission Street Pittsburgh 3, Pa.

**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

**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

READY FOR DELIVERY NOW!

**OAK'S NEW "400" CAPSULE VENDOR**

**WILLIAM J. NEWMAN**  
430 Octavia Street  
San Francisco, California

**THE BILLBOARD INDEX**

**ADVERTISED USED MACHINE PRICES**

**VENDING MACHINES**

Equipment and prices listed below are taken from advertisements in The Billboard issues are 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 Sept. 11	Issue of Sept. 4	Issue of Aug. 28	Issue of Aug. 21
Acorn Tab Gum (10 col.)...	\$21.95	\$21.95	\$21.95	\$21.95
Acorn Vendor, 1c.....	14.95	14.95	14.95	
Acorn Vendor, 5c.....	14.95	14.95	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	8.50 10.00	8.50 10.00
Andico Coffee Vendors.....	395.00	395.00	395.00	395.00
Atlas Ace 1c Mdse.....	6.50	6.50	6.50	6.50
Bradley Seniors (2 sel.)....	225.00	225.00	225.00	225.00
25c Ball Point Vendor.....	49.50	49.50	49.50	49.50
Cigar Vendor.....	12.00	12.00	12.00	12.00
Columbus 1c.....	6.50	6.50	6.50	6.50
Craig Ice Cream Bar.....	125.00	125.00	125.00	125.00
Daval Roll Stamp (3 col.)...	25.00	25.00	25.00	25.00
DuGrenier Champion (9 col.)...	100.00	97.50	97.50	97.50
DuGrenier Elec. Cig. Vendor.....	125.00			
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	115.00	115.00	115.00
Exhibit Card Vendor, 1c....	15.00	15.00	15.00	15.00
Foot Ease.....	129.50(late)	129.50(late)	129.50(late)	95.00 129.50(late)
Hupp Single Drink.....	110.00	110.00	110.00	110.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Keeney Electric (9 col.)....	145.00	145.00	145.00	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	150.00	150.00
Mills Tab Gum.....	27.50	27.50	27.50	27.50
Mills 3 Drink.....	185.00	185.00	185.00	185.00
National 930.....	95.00 130.00	95.00 130.00	95.00 130.00	130.00
National 950.....	110.00 145.00	110.00 145.00	110.00 145.00	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	12.00	12.00
N. W. 39, 1c Mdse.....	6.50	6.50	6.50	6.50
N. W. Roll-Type Stamp (2 col.).....	35.00	35.00	35.00	35.00
Pop Corn Sez.....	69.00	69.00	69.00	69.00
P. X. (10 col.).....	125.00	125.00	125.00	125.00
Revco Ice Cream Cup.....	125.00	125.00	125.00	125.00
25c Razor Blade.....	19.50	19.50	19.50	19.50
Rowe Candy (7 col.).....	165.00	165.00	165.00	165.00
Rowe Candy Merchant, (7 col.).....	165.00	165.00	165.00	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 Diplomat Electric, (8 col.).....	165.00	165.00	165.00	165.00
Rowe Electric (8 col.).....	95.00	95.00	95.00	95.00
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.).....	90.00	90.00	90.00	90.00
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	15.00	15.00
Silver King Coffee.....	125.00	125.00	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
Sneads.....	125.00	125.00	125.00	125.00
Stamp (2 col.).....	72.50	12.50	12.50	12.50
Stoner Candy (6 col.).....	115.00	115.00	115.00	115.00
Super-Vends (3 sel.).....	265.00	265.00	265.00	265.00
Victor 1c.....		8.50	8.50	8.50
Uneda Candy (5 col.).....	65.00(2)	65.00(2)	65.00(2)	65.00
Uneda Model A (9 col.)...	90.00	95.00	95.00	95.00
Uneda Model E (6 col.)....	75.00	75.00	75.00	75.00
Uneda Model 500 (9 col.)...	100.00	100.00 110.00	110.00	100.00
Unedapak Model 500 (9 col.).....	49.50	135.00	100.00 135.00	135.00
Uneda Model 500 (15 col.)...	135.00			
U-Select-It.....	110.00	49.50	49.50	49.50

**Milk Group**  
• Continued from page 66

with the dairy on a contract basis which provides that the dairy agrees to place the machine in a location that will be productive, keep the machine in good mechanical repair, pay all licenses, taxes, etc.

In addition, the dairy agrees to pay the association 50 cents a day for the use of the machine on a 312-day year basis.

The dairy agrees to keep the machine and make these payments until they have paid the association the full cost of the machine, plus interest at the rate of 5 per cent on the unpaid balance, which works out to about four years and eight months.

At the end of that time, when the association's actual cash outlay has been fully reimbursed, the group transfers title of the machine to the dairy.

The program is aimed at arousing dairy interests in milk vending, getting them to buy their own machines.

Said Remsburg: "It is hoped that by setting up this operation while it means a relatively few machines to start off with, by putting out these machines for the dairies to use and gain experience, the individual dairies would see the possibilities of the automatic vending operation and would expand the operation as the demand and sales increase."

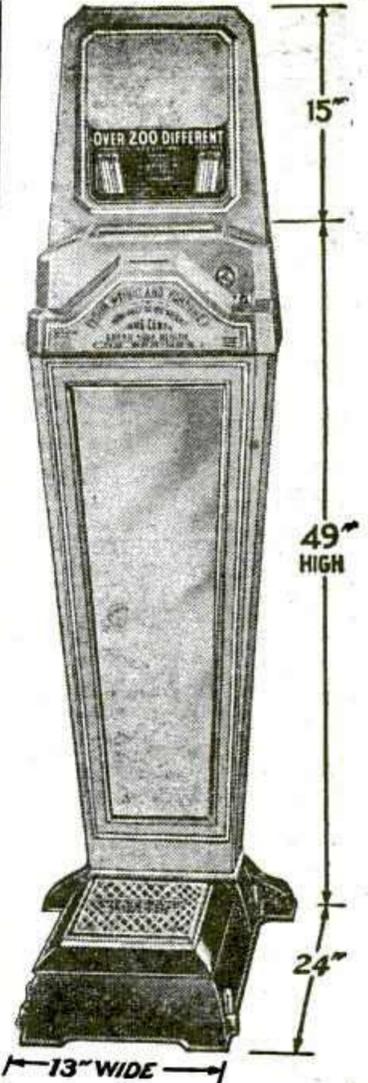
**'Definite Place for Venders'**

The milk group became interested in the possibilities of milk vending a year ago, spent six months accumulating data from various parts of the country. It was then decided that, as Remsburg explained, "we came to the conclusion that there was a definite place in milk merchandising for the automatic vending machine."

"We have felt and believe that by making milk more accessible and easily available, many persons who would otherwise not go to the trouble of going to a restaurant or other place of that type which ordinarily sells milk, will buy milk if they can purchase it without going thru the formality of a restaurant purchase."

Remsburg regards the 50 machines his group bought as only the initial step in what he hopes will expand.

The machines vend half-pint cartons, are made by the Vendo Company.



**WEIGHT 165 LBS.**

**\$25 DOWN**

**Balance \$10 Monthly**

**400 DE LUXE PENNY FORTUNE SCALE**

**NO SPRINGS**  
Invented and made only by

**WATLING**  
Manufacturing Company

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**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

Ready for Immediate Delivery

**THE BIGGEST MONEY MAKING BULK VENDOR IN THE WORLD**

**THE OAK "400" CAPSULE VENDOR**

Fool-proof, action activated, guaranteed to be the biggest profit maker in the capsule field. Designed to captivate attention, engineered to be absolutely trouble-free. Instantly convertible for tab or bulk vending.

**EASY TO FILL: 400 CAPACITY**  
WEIGHT: 7 LBS. HEIGHT: 17" WIDTH: 8"

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**PENNY KING COMPANY**  
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Western Sales Offices  
**OPERATORS VENDING MACHINE SUPPLY**  
1023 Grand Avenue • Los Angeles, Calif.

**MORE THAN 90,000 NOW EARNING EXTRA PROFITS ON LOCATION**

**MILLS famous 107**

FACTORY REBUILT AND GUARANTEED

Every stop on your route will make extra profits with this proven vendor. Sells gum faster... requires practically no maintenance.

Dentyne, Beeman's, Pepsin and American Chiclet candy coated or chiclet type gum only 44c a box.

**ORDER TODAY—PROMPT DELIVERY**

**J. SCHOENBACH**  
1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900

Only **\$15.00** F.O.B. Factory



READY FOR DELIVERY NOW!

**OAK'S NEW "400" CAPSULE VENDOR**

**JOHN HORN**  
2965 Hickory  
Abilene, Texas

**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

**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 asst. gives you a variety mixture of feature items selected from all popular charms. Try a sample mixture! For 50¢ Trial Order

**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.

**GIVE TO DAMON RUNYON CANCER FUND**

## New Coin Equipment Getting UL Approval

CHICAGO, Sept. 11.—Technical advancements made in the coin machine business are made evident nearly every week at any one of the three—Chicago, New York and San Francisco—Underwriters' Laboratories.

Throughout the past 20 years UL has served the entire coin machine industry by rendering extensive testing programs of all

electrical coin-operated equipment. Serving as a non-profit organization, it has tested everything from coin-operated gasoline pumps to new juke boxes and vending machines.

In the Chicago testing office, UL staffers are presently checking two 45 r.p.m. juke boxes and two multi-selection vending machines. The primary purpose of these tests is to insure manufacturers that their equipment can undergo the most vigorous treatment.

Typical of UL's work is the tests done on juke boxes. First step is to check reliability of switches, changer mechanism and general freedom of fire hazard. All wiring is closely scrutinized.

Then juke boxes are put to a continuous playing test. For nearly one week the machines play constantly from morning until night. During this time they are checked repeatedly for evidence of "hot spots" which might indicate a danger point.

Another typical test is done on soft drink vending machines. Here temperature checks are taken at regular intervals and a close lookout is kept for signs of toxic and non-toxic acid.

Juke box manufacturers who have used the facilities of UL include AMI, Rock-Ola, Seeburg and Wurlitzer.

The reputation of UL has grown so that many cities demand elec-

(Continued on page 72)

## Miami TV Show Keeps Teen-Age Feet A'Dancing

MIAMI, Sept. 11.—Summer-time has been TV dance time for teen-agers of Greater Miami. Each Wednesday for the past four weeks up to 200 teen-age couples have appeared on the "Cobb's Corner" show, WTVJ-TV, to participate in a teen-age dance contest.

All music for the show was supplied by a juke box.

The show was evolved by Jack Cobb and his producer, Ray Gaber, in co-operation with Bob

(Continued on page 72)

## Magnecord Sets Sights On Factory Locations

NEW YORK, Sept. 11.—While juke box firms will have first crack at Magnecord distributorships, A. J. Kendrick, Eastern manager of the background music firm, disclosed that electronic equipment firms will also be used as sales outlets.

He added that industrials will figure heavily in the drive for locations and pointed out that two operator types are best equipped to enter this field—those who maintain in-plant vending set-ups, and those who sell and service electronic systems, such as paging services.

Meanwhile, Kendrick revealed that a Magnecord installation was made this week in one of the nation's largest cigarette plants, Liggett & Myers, Durham, N. C.

### Distributor Selection

One of the big problems facing Magnecord is the selection of the right distributors and, of course, the right operators, to merchandise background music as a production tool.

According to Kendrick, the background music operator must be able to meet with top-management representatives and convince them that a well-programmed music service will stimulate production, reduce absenteeism, loosen tensions and, in the long run, contribute to the profit column. It requires a different selling technique from convincing a tavern owner he needs a juke box.

Yet, Kendrick feels that the au-

(Continued on page 72)

## W. Michigan Ops Skedded For 10c Play

GRAND RAPIDS, Sept. 11.—Rising prices and overhead costs have forced operators in this area to announce a switch to dime play.

Officials of the Western Michigan Coin Machine Operators' Association made it known early this week that most juke boxes in this part of the State would soon eliminate the nickel chute and rely on dime play, three-for-a-quarter.

Horace Graves, owner of a local operating company, explained that increased costs of equipment, records, labor and parts had necessitated the move.

## Calendar for Coinmen

- 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 16—Music Guild of New Jersey, better operating and service instructions, Guild headquarters, Newark.
- September 17-18—Texas Merchandise Vending Association, annual convention, Dallas Hotel, Dallas.
- September 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- September 21—Los Angeles Division of the California Music Machine Operators' Association, monthly meeting, Hotel Glendale, Glendale.
- September 30—Automatic Music Operators' Association of Dade County, first fall meeting, AMOA headquarters, Miami.
- September 30-October 2—Indiana Tobacco & Candy Distributors' Association, seventh annual convention and merchandising fair, Hotel Claypool, Indianapolis.
- October 4—United Music Operators of Michigan, monthly meeting, UMO headquarters, Detroit.
- October 10-13—National Automatic Merchandising Association, annual convention, exhibit, National Guard Armory, Washington, D. C.
- October 16—Music Operators of New York, Inc., 17th annual banquet, Grand Ballroom of Waldorf-Astoria, New York.
- October 25—Summit County Music Operators' Association, Inc., annual banquet, Mayflower Hotel, Akron.
- October 31-November 4—International Popcorn Association, annual convention, exhibit, Conrad Hilton Hotel, Chicago.

## Quebec Assn. Aids Juke P-R Thruout Canada

MONTREAL, Sept. 11.—Altho only nine months old, the Association of Amusement Machine Operators of the Province of Quebec has already made great strides in promoting better public relations for the juke box industry thruout Canada.

Donations to such organizations as the Canadian Paraplegic Association, the Joint Cancer Fund, the Cerebral Palsy Fund, the March of Dimes and many local drives have resulted in frequent articles in local papers praising operator efforts.

In addition, juke boxes are regularly donated to boys clubs and private sanatoriums, and a new proposal calling for record donations to vet hospitals thruout the country has been adopted.

The association meets monthly at its headquarters in the Railway Exchange Building. Richard Dore, business manager, said that all operators were invited to attend.

## Miami Op Assn. Skeds First Fall Meet Sept. 30

MIAMI, Sept. 11.—The first regular meeting of the fall season will be held Thursday, September 30, by the Automatic Music Operators Association of Dade County in the business office at 811 SW 8th Street, Willie Blatt, president of the organization announced this week.

Skedded to spark the gathering will be plans for the fourth annual banquet and preparations for the annual election.

The banquet will probably be held in December, Blatt said, and efforts were underway to engage space in the Fontainebleau Hotel, Miami Beach. A definite site will be announced shortly, Blatt said.

Joe Mangone, chairman of the banquet committee, reported that the annual event would be bigger than ever. Harold Carson, in charge of the program journal, said that advertising was coming in at a rapid clip.

Election of officers is expected to take place at the October 28 meeting, also at the business offices. Blatt said that he would not be a candidate for re-election.

## Les Elgart To Play at Akron Banquet

AKRON, Sept. 11.—The annual banquet of the Summit County Music Operators' Association in the Mayflower Hotel, October 25, will be one of the biggest events ever staged in this area, according to Eddie Green.

Green, secretary and treasurer of the association, reported this week that the banquet committee had selected the Les Elgart Orchestra to provide the music and that local disk jockey Gene Davis, WAKR, was to be on hand to emcee the event. Don Cornell, Coral recording artist, had already been announced on the program.

Meanwhile, Jack Cohen, head of the Cleveland Phonograph Merchants' Association, pledged 50 or more delegates from his organization to be on hand, and M. Elum, of Massillon, said that most of the operators from his area would be present. Other cities to be represented will be Kent, Ravenna, Cuyahoga Falls, Barberton, Kenmore and Youngstown.

Green said that coin machine distributors in and around Akron had already reserved tables.

## 2 1/2c JUKE PLAY

## Peru Imports Climb; 5 Months Up 70%

LIMA, Peru, Sept. 11.—If juke box operators in the States find the nut hard to crack with nickel and dime play, they should take a look at the business here where a half sol (2 1/2 cents) buys a tune.

With the original cost of a machine, an additional 50 cents a pound for import duties, and a wait of 45 days for the shipment, and a prospective operator is ready to go into the juke box business here.

But in spite of the stumbling blocks, the juke box business is gaining ground steadily thruout Peru. Last May phonograph imports hit \$14,426, bringing the total for the first five months of the year to \$36,438, an increase of over 70 per cent compared to the corresponding period last year.

As a result of this increase, new operators have entered the picture and competition for new locations has grown. Robert Jackson, head of Casa Laurel, one of the leading juke box operating firms in this city, had this to say:

"The biggest competition comes from the one and two-stop routes, with the operators generally being location owners."

Jackson explained the situation like this: "Because the juke box business is comparatively new in this country, small tavern and restaurant owners will often buy their own equipment rather than wait for an established operator to get out in their territories. Competitive spots see their customers drifting away to the location with the juke box and a

chain reaction is underway. "But as far as major firms are concerned, there is little difference between companies here and in the States."

At the headquarters of Casa Laurel, everything an up-to-date operating firm might need to repair a machine, can be found in the stock bins.

Record programming here, like everywhere else, plays an important part in weekly collections. At present, 78 r.p.m. disks are used exclusively, with three local record pressing plants supplying the demand.

However, Jackson said, there were nearly 3,000 English speaking residents in Peru and their

(Continued on page 72)

## Rumor Distrib Meet Skedded At AMI Plant

GRAND RAPIDS, Sept. 11.—Trade circles this week rumored that AMI, Inc., had called a special distributor meeting at the plant next Wednesday and Thursday (15-16).

Officials at the plant could not be contacted to comment on the rumors.

## 1,000 to Attend N. Y. Op Fete; Lopez Ork to Play

NEW YORK, Sept. 11.—The largest crowd ever to attend an annual banquet of the Music Operators of New York, Inc., about 1,000, is expected to jam the Grand Ballroom of the Waldorf-Astoria Hotel October 16, according to Nash Gordon, MONY director.

Gordon said that Vincent Lopez and his orchestra will furnish the music, while the emcee will be announced soon. Talent will be provided from the roster of name recording artists which happens to be in town at the time.

President Albert S. Denver is chairman for the affair. Committees and their heads follow:

Entertainment: Albert W. Bodkin and Joseph P. Connors, associate chairmen; Harry Siskind, Frank Breheny, Joseph Hahnen, Bob Luttmann, Nat Lerner, Albert Bloom and Sol Tabb.

Reception: Harry Wasserman, associate chairman; Mac Pollay, Al Miniacci, Arthur Herman, Larry Serlin, Albert Koondel, Sanford Moore, Samuel Kramer, Irving Fenichel and Philip Simon.

Journal: Sal Trella and Ben Chicofsky, associate chairmen;

Ray Knoss, Irving Klenetsky, Ralph Elefante, Irving Hotzman, Irwin W. Pines, Sam Penner, James Sherry and Elias Gassner.

Reservation: Charles Bernoff, associate chairman; Louis Hirsch, Harry Bordsky, Jerry Basile, Louis Levy, Albert Goldberg, Jack Ehrlich, Harold Morris, Benjamin Feinberg and Irving Snyder.

## L. A. Ops Sked Sept. 21 Meet

LOS ANGELES, Sept. 11.—Ben Chemers, local business representative of the Los Angeles branch of the California Music Machine Operators' Association, announced this week that the group's next meeting would be held September 21 in Glendale.

Chemers said that accommodations had been made at the Hotel Glendale and from advance reports a heavy operator turnout seemed certain. He added that the association was extending an open invitation to all operators in Southern California.

## Detroit Ops Elect Carlson Ist Pres. of Revived UMO

DETROIT, Sept. 11.—Edward L. Carlson, who has served as temporary chairman of the United Music Operators of Michigan since its recent revival, was elected president of the organization at its first regular meeting here Tuesday evening (7) at the Fort Wayne Hotel.

Other officers elected were James Jeffrey, of Jeff's Music Company, vice-president; Harry Norton, of Lincoln Vending Company, vice-president, and Anthony Siracuse, of Circle Music Company, treasurer. Norton held a similar post under the temporary organization.

Roy Small, key figure in the revival of UMO, was elected to the combined post of conciliator and public relations counsel.

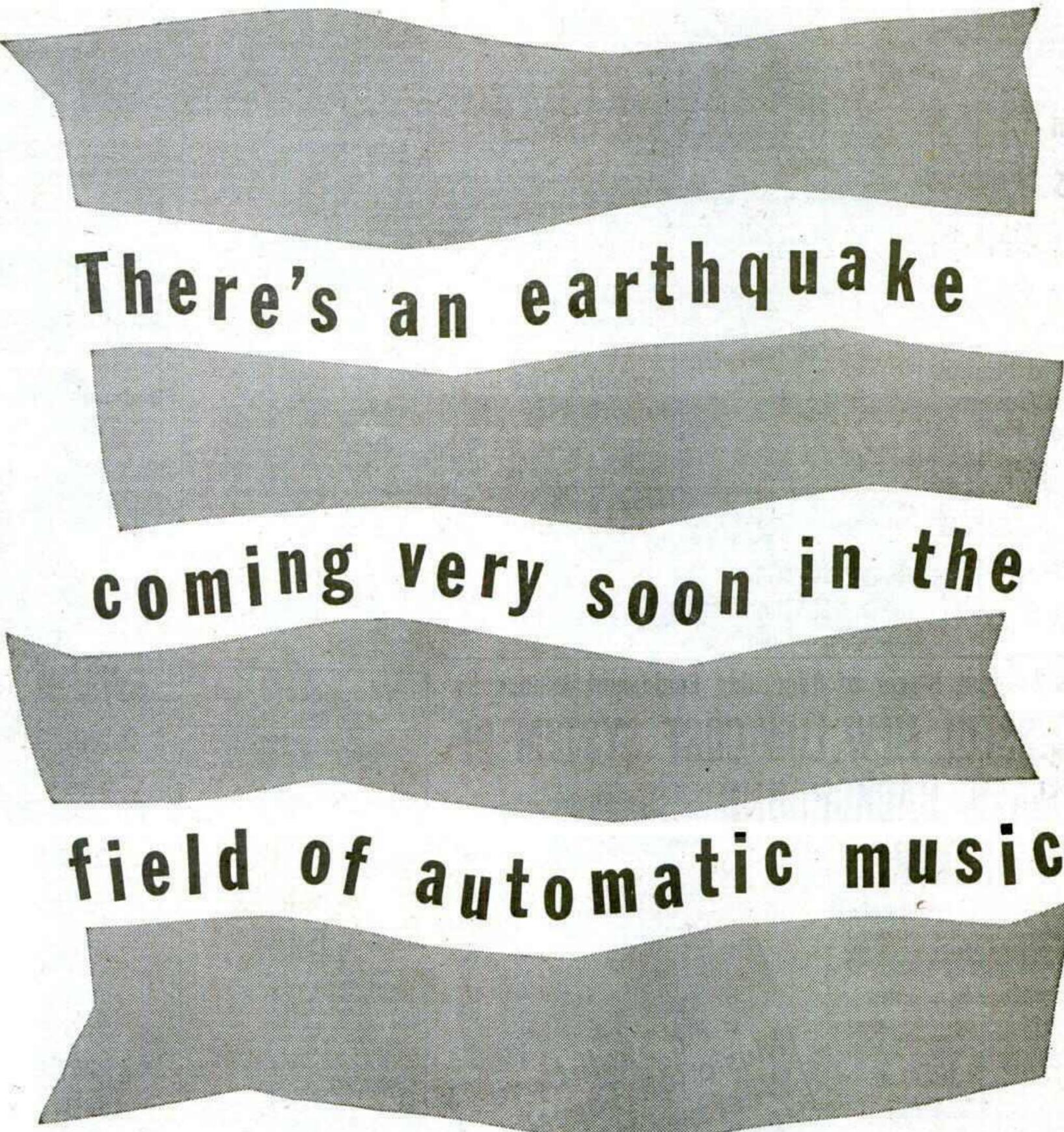
Elected to the board of directors were Everett Watson, Ray Music Company; Lou Fisher, Fisher Music; Tony Vance, National Coin Machine Company; Jack Broses, Temp Music Company; Sam Wil-

lens, Willens Music Company; Vince Meli, Meltone Music Company; Gust Kotsonis, Kotsonis Music Company; Harvey Gilbert, Gilbert's Music Company, and Jim Robson, White Music Company. To secure representation of all the various groups separate elections were held to secure a specific representative of each.

The administrative board will hold a monthly meeting at 4 p.m. on the first Monday of each month, remaining in session until the regular membership meeting commences in the evening.

All acts of the temporary association and officers were confirmed, and the constitution, bylaws and regulations of the new group were formally adopted.

The temporary officers, Carlson, Norton, Frank Alluvot and Small, were given a special vote of thanks. Alluvot, who as part owner of Angott Distributing Company, was ineligible for office under the new bylaws.



**There's an earthquake**

**coming very soon in the**

**field of automatic music**

*Originator of the Automatic Selective Juke Box in 1927*  
**AHEAD THEN — AHEAD NOW**

**AMI** *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

# COINMEN YOU KNOW

## Chicago

Communications to:  
Ken Knauf  
Central 6-8761

### EXHIBIT TO SHOW VENDER AT NAMA . . .

Art Weinand, Exhibit Supply, announced this week that the company would show its Vacuumatic card vender at the National Automatic Merchandising Association exhibit in Washington, D. C., October 10-13. Chicago vending organizations will be well represented at the meet, with 19 already having booth reservations.

J. H. Keeney & Company began shipping two new shuffle bowling games this week, which Chester Biezad, Keeney engineer, is proud of. Paul Huebsch, general sales manager, is on the road to recovery after a battle with virus that had kept him at home last week. Visitors at Keeney this week included Leo Grobe and Henry Zeptos, of the Ohio Valley Coin Machine Company, Wheeling, W. Va.

Bill DeSelm, United Manufacturing Company, reports Al Rodstien and Moe Bayer, Banner Specialty, in from Philadelphia.

## Magnecord Names Distrib to Cover Ohio, Ind., Ky.

CHICAGO, Sept. 11.—Henry T. Roberts, vice-president and general manager of the commercial music division of Magnecord, Inc., this week announced the distributor appointment of Consolidated Music Systems.

Roberts said that the firm would cover five counties in Ohio, five in Indiana and nine in Kentucky.

Consolidated Music Systems is located at 1442 Walnut Street, Cincinnati.

Bill says Moe is known as a connoisseur of chop suey in Philly. Sam Taran, Taran Distributors, Miami, and his wife, Diane, dropped in at United recently.

Ralph Sheffield, Genco Manufacturing & Sales Company, is leaving Monday (13) for Cleveland. Ralph is planning a visit with Roy Monroe and George George, Monroe Coin Machine, Cleveland, Bill Marmer, Marmer distributing Company, Cincinnati, was a recent Genco visitor.

Alvin Gottlieb, D. Gottlieb & Company, is back from Minneapolis after visiting with Harold Lieberman, Lieberman Music, that city. Alvin says reports from the East Coast are that coinmen are rapidly recovering from the recent hurricane damages.

Herb Perkins, Purveyor Distributing Company, says business is active, with shuffle games especially moving well. Jeffe Perry and Leonard Hartjen, Purveyor, are taking a vacation this week.

Len Micon, World Wide Distributors, is happy with sales results on the new Rock-Ola 50-selection hi-fi phonograph. Pinball game demand is also good and keeping Joel Stern and Fred Skor hopping.

Ben Coven, Coven Distributors, is moving back to Chicago this week from his Lake Geneva summer home. Coven is featuring a new 18-column cigarette machine this week, the Smokeshop Lo-Boy, manufactured by Smokeshop Corporation, a division of Apco, Inc.

Ray Bacon, Rock-Ola, is back from a sojourn in Northwestern Canada. Ray was busy cementing relations with Canadian distributors during the trip.

John Oomens, of Walter Oomens Sons, reports that there are 14 teams this year in the Automatic Phonograph Bowling

League. John is secretary of the league, which had a dozen teams in competition last season.

## Richmond, Va.

Communications to:  
Ban Eddington  
3-7290

### Modern Music New Suffolk Company . . .

E. N. Creech and Teeny Martin, of the Martin Music Company, Portsmouth, Va., recently announced the purchase of City Music Company, Suffolk, Va., from veteran operator, A. E. Sadler. They'll operate the Suffolk business as the Modern Music Company and have already increased their route to where it shows 30 per cent boost in the gross.

Lester Gaines, who in addition to operating the Warwick Music Company, also owns the Yellow Cab Company of Newport News, Va., is now devoting his entire time to the coin machine business. Bill Jennings and Phil Warren are busy buying up smaller operations in the Norfolk area in an expansion move.

I. Vidor, Cavalier Vending, reports a sharp drop in business in

## Spokane Distrib Reports Play Up

SPOKANE, Sept. 11.—Edwin Morrison, manager of the Dunis Distributing Company's branch office, AMI outlet, returned this week from an extensive tour of Western Montana and most of Washington, and reported juke box play higher than it has been for many years.

Morrison said that in every section, play was on the increase and already higher than it was last year in October. The trip was necessitated by nothing more than regular routine contact, he added.

## 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:

**DISK ARTISTS-MOVIE TIES.** Title tunes are cut for both use in picture and as disks (Music department).

**SYNDICATED DISK JOCKEY SHOWS EXPAND.** Rhythm and blues fields finds them more and more important (Music department).

**CORAL TO CONCENTRATE ON POPS.** Label plans to skip seasonal material in favor of pop line (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

the tidewater area due to the closing of the beach season. He expects take to increase as usual, however, after the usual leveling off period. Gary Harris, Harris Music Company, Virginia Beach, is telling just about the same story with his drop not quite so noticeable.

Buddy Nicholson, Automatic Vending and an officer of Automatic Coin Machine Operators' Association, is in Richmond for business and pleasure. Bob Westermann is back from a Florida vacation; also Polly Mathews of Berlo Vending, Owen Hilburn and C. L. Bowden are opening new locations with the arrival of additional equipment.

Burgess Ramos and Gilbert Brown are readying a new automatic piano for Arcade use. C. George notices an up-swing in business only on his music routes but not in his retail record business.

Bill Beeman of M-G-M Records together with Tom Baldrige of the film company proper, are making more and more tie-ins with distributors and operators about the pic "Seven Brides." Latest real splurge is with Dan Wertz of Wertz Music Supply.

A. L. Etheridge reports business up recently and attributes this to new equipment put on location in the past couple of months. A few new installations were made by E. H. Benton, South Hill Amusement Company. Fifteen ships in port at Norfolk and Newport News, Va., made business quite lively over Labor

Day for practically everyone on the Peninsula.

Eddie Dabash's new rendezvous on West Grace Street is quite the meeting place for the boys on coin machine row these days. Joe Sherman dropped in from Philly for a visit.

Federal's "Annie Had a Baby" and M-G-M's "Sobbin' Women" seem to be tops on the boxes this week.

Bill Littlejohn and His Silhouettes, local favorites, inked a disk contract with an unnamed independent label. The org is fronted by Allbrook-Pumphrey Agency.

Loew's Theater featured a new Rock-Ola in its lobby this week. Judson Williams dropped in for a visit from Veterans' Hospital at Kecoughtan. Arthur Crefont is on a buying tour to New York.

## Pittsburgh

Communications to:  
Leon Leffingwell  
Walnut 1-0102

### Boost in Charm Vending Reported . . .

At Sidmor Vending Company, partner Morris Moskowitz reports the charm business is increasing. Partner Sidney Weinstein returned from a trip to New York with new charm novelties, including a novel salt-and-pepper shaker. Trick is to find charms that are large enough to be appealing, he says. Varieties are as endless as in a postage stamp collection.

Thomas Benton and Mrs. Hilda Benton have been concentrating during the last year on the servicing of their cigarette machine route.

B. D. Lazar Company, exclusive distributors for the 120-selection Rock-Ola Comet, emphasizes that the comet takes a (Continued on page 74)

## Magnecord Sets

Continued from page 70

automatic music operator, because of his background as a music merchant, is the most logical one to sell Magnecord to the location.

**Vending Ops**  
Kendrick has his eye on vending operators, too, and for these reasons: Most plant managers like to do business with one operator. The automatic food merchandiser already has an entry in the plant. He is in the strongest position to sell a background music service. Moreover, he is experienced in dealing with members of top management and understands their needs. In short, he knows how to merchandise.

Supermarkets offer a great location potential, said Kendrick. He explained that the most common background music currently being used in these outlets is an FM radio broadcast which offers the individual stores no control over the operation.

Utilizing Magnecord, with shopping specials announced over the tape at periodic intervals, Kendrick feels that the system can serve two purposes—provide an amicable background for customer-clerk relationships, and peddle groceries.

While juke box locations are tough to come by in the New York area, because of the intensive competition, Kendrick said that this degree of competition does not exist in the background music field which covers different location types and offers the operator a basis for expansion.

## New Coin Equipt.

Continued from page 70

trical equipment be submitted to the organization before it can be used.

Manufacturers submit new products to UL usually for one of three reasons:

1. They want to know that their products are safe under normal conditions, and also how they will act under abnormal conditions.
  2. They are required by law to have a UL seal.
  3. Follow-up inspections are made by UL as a check on the continuing quality of production.
- Besides finished products, many parts are submitted to UL.

## Miami TV Show

Continued from page 70

Norman, head of Southern Music Company, AMI distributor.

Each week of the contest teenagers danced thru a process of elimination, governed by audience applause, and a winning couple was selected.

The finals of the contest were held Labor Day. The winning couple, together with their chaperons, were awarded an all-expense paid trip to Nassau and a stay at the Fort Montague Beach Hotel.

Teen-age reaction to the contest was enthusiastic. There were 100 couples competing the first week, over 200 couples the second week, and an even higher number the last two weeks. Approximately 700 dance-minded youngsters were on hand at the studio for the finals on Labor Day.

Now that school classes have been resumed, the afternoon program, Monday to Friday from 2:30 to 3, has discontinued the dancing but Cobb now plans to run a Saturday afternoon program patterned after the old Sunday dance sessions held at Frank Dailey's Meadowbrook in New Jersey. The Saturday shows will probably get under way at the close of the football season.

## Peru Imports

Continued from page 70

tastes also had to be satisfied. The cost of a record is 60 cents, and this amount, plus the high cost of equipment, must be offset with 2½-cent play.

To help lick their problems in this country, operators have added vending and game equipment to their routes. And frequent trips to the U. S. by operators here is paying off. Slowly but surely, overhead costs are being cut. And as a result, juke box imports should hit the six figure bracket this year for the first time.

# World's Largest Maker of Recording Equipment Announces SUCCESSFUL NEW LOW-COST SYSTEM OF AUTOMATIC BACKGROUND MUSIC ON TAPE

## New PRESTO PB-17A Tape Reproducer

Now puts background music within the reach of amusement parks, skating rinks, hotels, restaurants and all types of outdoor and indoor entertainment centers.

Billboard says: "Vast expansion during 1954"

"The use of background music in public places is expected to undergo a vast expansion during 1954 as the result of newly developed long-playing magnetic tape equipment. The so-called functional music has been used for some time by various business firms, most of them restaurants.

"Its widespread use has been restricted to a fraction of what is generally recognized as its potential market by the cost of existing functional music services or the location of the prospective user.

"As blueprints now take shape, thousands of additional firms—from business offices to beauty parlors, from food stores to factories—will now be able to use functional music. Most of these are in areas previously inaccessible to either wired or the broadcast forms of functional music."

**COMPLETELY AUTOMATIC**—Needs no operator or attendant. Just turn it on and forget it. The PB-17A plays 8 hours of pre-recorded background music without repetition. Then it recycles or turns itself off.

**ECONOMICAL**—Connects easily to your public address or sound system. Provides scientifically-balanced music for long periods of time... for a small capital investment.

**VIRTUALLY INDESTRUCTIBLE**—Minimum of deterioration with age and constant use. Tapes won't wear out. Precision-built for years of trouble-free service.



PARAMUS, NEW JERSEY

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS



For complete details on what low-cost, automatic background music can mean for your business, mail this coupon today!

PRESTO RECORDING CORP., PARAMUS, N. J.

Rush me details on how I can provide my own background music at low cost with a PRESTO PB-17A.

NAME.....

COMPANY.....

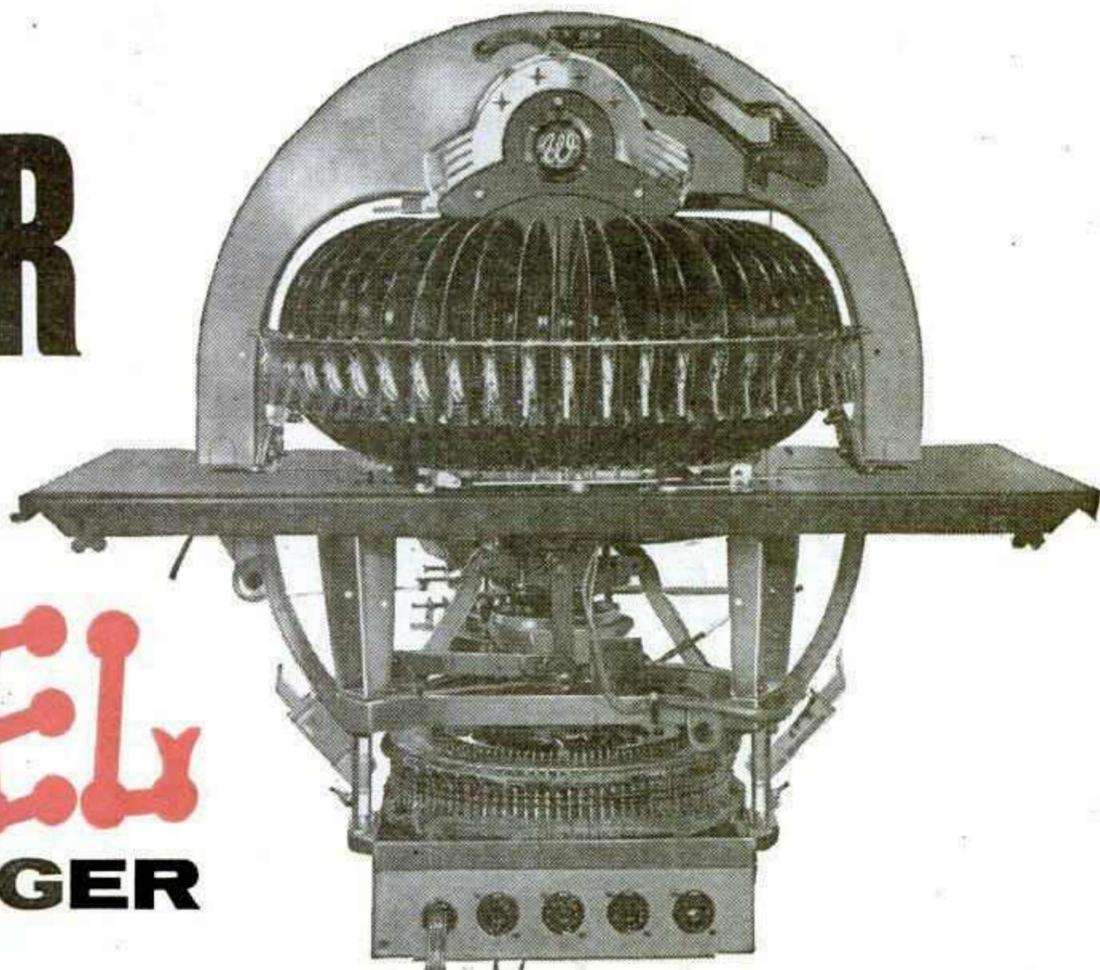
ADDRESS.....

CITY.....ZONE.....STATE.....

# SIMPLEST, FASTEST CHANGER in Record Handling History

## The WURLITZER

**104 SELECTION  
ALL 45 RPM**



## CAROUSEL RECORD CHANGER



### SIMPLIFIES SERVICE ...SAVES YOU MONEY

The revolutionary Wurlitzer Carousel Record Changer utilizes only one tone arm, one needle and one turntable direction, yet plays both sides of 52 seven-inch 45 RPM records.

The Carousel Changer never grabs the record. It gently raises, positions and plays the record vertically. Never turns a record over. Each record has its own playmeter registering up to 60 plays.

Entire mechanism is easily removable and will stand unsupported on its base for adjustment or service. Composed of only four major assemblies, the Changer can be quickly disassembled, saving service time—and time is money.

**THE AMAZING CAROUSEL RECORD  
CHANGER IS ONE OF MANY NEW  
DEVELOPMENTS THAT MAKE THE**

*Wurlitzer* **1700HF**  
THE GREATEST PHONOGRAPH OF ALL TIME!

**SEE IT, HEAR IT AND BUY IT  
AT YOUR WURLITZER DISTRIBUTOR**

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.  
Established 1856

O  
IS FOR  
OFFICES



Today there are **22,611\***  
office buildings... all prospects for the  
**MAGNECORD SYSTEM**

AMERICA'S

*Music*

UTILITY

The tenant list of every office building in your territory is a directory of ready-made prospects for Magnecord Background Music!

Because... office managers and company executives recognize the many benefits of Background Music... can easily be sold on the flexibility and "plus" features that only the Magnecord System can offer.

Yes, only Magnecord offers all these advantages... and that means that only Magnecord gives you this opportunity for big volume business... high profits... steady income:

- RCA planned music... chosen, blended and programmed by trained experts to fit every mood, hour and occasion... the specific needs of every installation.
- A "Packaged" System... high-fidelity magnetic tape reels played right on location by Magnecord, Inc. professionally-engineered continuous reproducer.
- No franchises to buy... no population minimums to meet... no operational licenses to handle.
- The Magnecord System is quickly and easily converted to a PA System for announcements or alarms.
- A payment plan or lease option that can be adapted to meet every prospect's requirements.

Whether you offer Magnecord's "Packaged" Background Music Service to hotels or motels, retail shops or department stores, offices or factories, showrooms or salesrooms, or any other location, public or private, large or small, you'll find America's MUSIC Utility offers you the unrestricted opportunity of a lifetime.

\* 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: B-18

**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

THE BILLBOARD INDEX

ADVERTISED USED  
MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept. 11	Issue of Sept. 4	Issue of Aug. 28	Issue of Aug. 21
<b>AMI</b>				
Model A .....	\$129.00 150.00	\$129.00		
Model C .....			\$235.00	\$235.00
Model D-40 .....	329.00	329.00	350.00	350.00
Model D-80 .....	469.00	469.00	495.00	495.00
<b>EVANS</b>				
Constellation .....	240.00			
<b>MILLS</b>				
Constellation .....	175.00			
<b>ROCK-OLA</b>				
Rock-Ola Fireball .....	382.50		375.00	
1422 .....		89.00 175.00		79.00
1428 .....		175.00	175.00	175.00
1432 .....	265.00			
1434 .....	325.00	365.00	365.00	365.00
1436 Fireball 45 RPM .....	395.00	350.00 395.00	395.00	395.00
<b>SEEBURG</b>				
100 .....			65.00	65.00
M 100-A (78 RPM) .....			425.00	395.00 425.00
M-100-B .....			545.00 575.00	500.00 545.00
M-100-B1 .....			595.00	575.00 595.00
M-100-C .....				700.00
146 .....	99.00	99.00	99.00	60.00 99.00
147 .....	119.00	119.00	119.00	75.00 119.00
148 M .....	149.00	169.00	169.00	169.00
148 ML .....	169.00	189.00	189.00	145.00 189.00
<b>WURLITZER</b>				
1015 .....	125.00	110.00 125.00	125.00	110.00(2) 125.00
1080 .....	99.00	99.00	99.00	90.00 99.00
1100 .....	180.00 225.00	250.00	185.00 250.00	200.00 250.00
H 1217 .....	159.00	159.00	159.00	
1250 .....	265.00	265.00	265.00	250.00 265.00
1400 .....	389.50			425.00

COINMEN YOU KNOW

• Continued from page 72

minimum space: is 53 1/4 inches tall, 26 3/4 inches deep (front-to-back), and 27 7/8 inches across the front.

Harry Wyner, proprietor, Automatic Vending Machine Exchange, on August 25 flew to California to visit his daughter Marian. She went to the West Coast last September and enjoyed the Coast so much she decided to stay.

Trend to gun games seems to be progressing. Herbert Rosenthal, of Banner Specialty Company is handling United and reports they are doing quite well as a new novelty following the pistol gun of three years ago. Jerry Bahl, office manager, Williams Vending Machine Company, has just put a United gun in a cafe and reports the average mill worker is playing it.

Sidney Reinwasser, who operates the Save Rite store on Stockton Avenue on the North Side, met Hy Morris, of St. Louis, at the Shore Club, Miami Beach.

Glen Mowry, of Gem Vending Company, is enthusiastic about the new Wurlitzer, the 1700 that holds 104 records.

Sidney Weinstein, of Sidmor Vending, and Glen Gillette left August 27 on a motor trip into the wilds of Canada to fish, using Sidney's station wagon. They'll rent a cabin and use two portable motors.

Glen Mowry, Gem Vending Company, says the new 22 caliber gun machines look good. Teenagers around candy stores are trying them, and in some neighborhoods girls compete for high scores. Glen is thinking of putting one into a hot dog stand, or into a bus station.

Some operators miss seeing Al Klodel and Jimmy Thompson, both of whom have retired from their vending operations.

Harry Dennis, manager, Automatic Canteen Company, reports the Chicago office hasn't decided as yet whether to erect an advertising sign atop the building.

Tim McCaffrey, of coin control for Coca-Cola Bottling Company of Pittsburgh, reports that altho business is picking up, many businesses are waiting for a re-

turn of better conditions, thus holding back on needed improvements.

George Tincheck, of the music machine division of Harrison Music, reports some of his best customers these days are couples who drop into locations, sit in the back, and keep the juke box going.

M. J. Abelson, of Oak Sales Company, has been vacationing at home.

Miami

Communications to:  
Al Denny  
83-3696

Rock-Ola a Hit  
At Taran Show ...

The new 50-selection Rock-Ola made a hit at the showing held by Taran Distributing recently. Some 200 operators and other guests attended the unveiling which was held simultaneously with the firm's open house in honor of the Magnecord background music system. Taran Distributing recently was named Magnecord distributor for Florida and Southeastern Georgia. Among the guests was Mrs. Jane Fisher, widow of Carl Fisher, a pioneer developer of Miami Beach. Mrs. Fisher is the author of "Fabulous Hoosier" which is to be made into a movie.

Tony Hess, Marino Music Company, is intrigued with the Carlyles' version of "Honey Love" on the Mercury label. Tony believes it will go places.

Jimmy (Moon) Mullins, Mullins Music, is on a motor trip to Canada with his family.

Max's Delicatessen has become a noontime meeting place for the coin machine and record fraternity. Frequently seen there are Jack Lipsiner, Marvin Novak, Morty Marks, Mannie and Steve Brookmire and Eddie Leopold.

The new Federal number titled "Annie Had a Baby" is going great on the juke boxes, says Marvin Novak. He reports that re-orders have come in from Morris Marder, Norman Rogers, Cliff Deale, Harry Steinberg and Jack Lipsiner.

The coin machine business in Mexico has slumped badly since  
(Continued on page 76)

# Fitting Companions

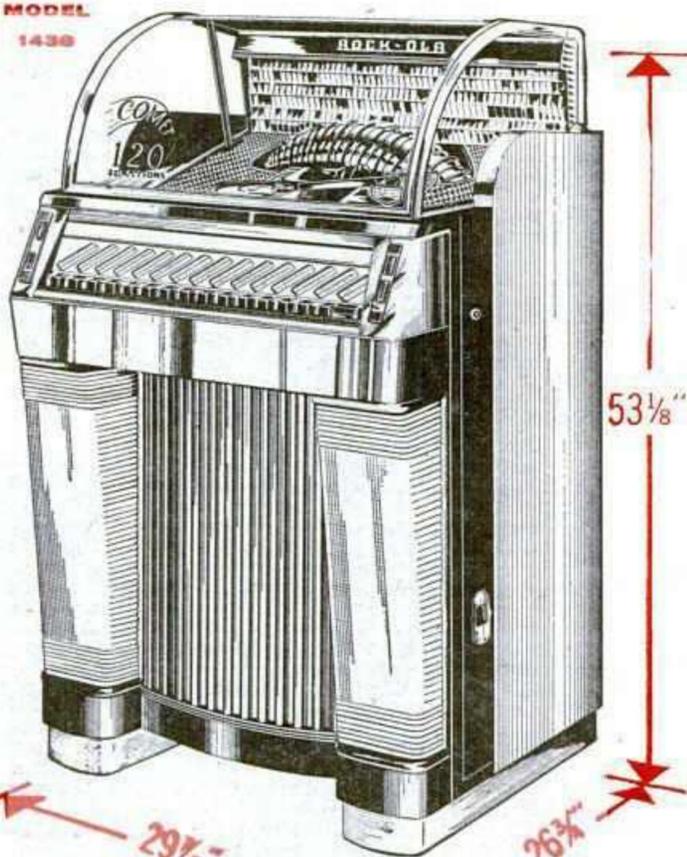
... both small in size ...  
 both "big" in plays and profits ...  
 both with the proven revolutionary Rock-Ola Mechanism

## ROCK-OLA

### Comet SELECTION 120 MUSIC

The original Phonograph with  
120 selections

MODEL  
1438



MODEL  
1848



Chrome Cover  
Wall Box with  
120 Selections

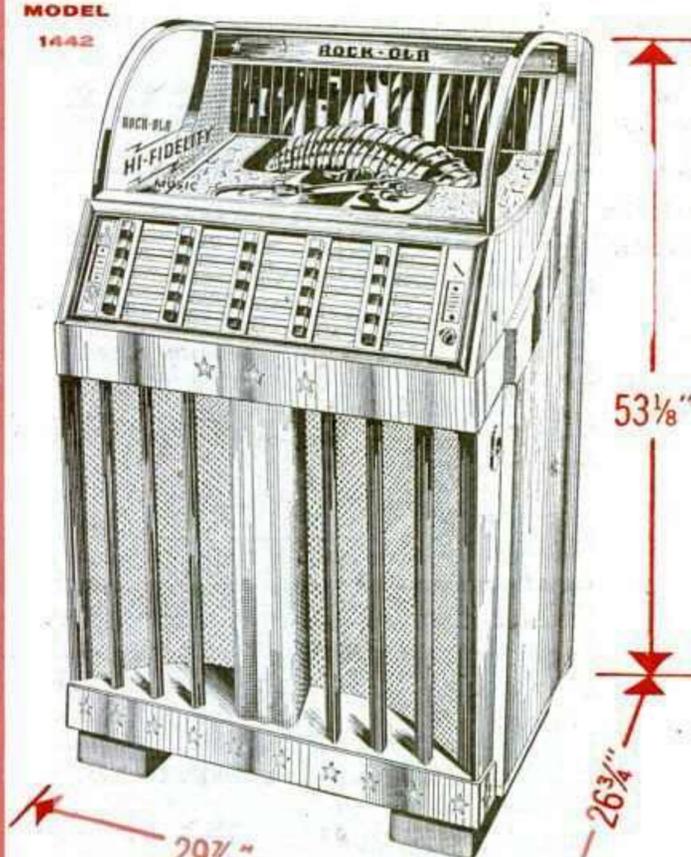
ROCK-OLA MANUFACTURING CORP.

## ROCK-OLA

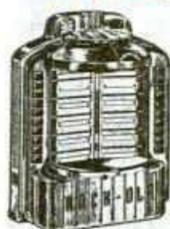
### 50 SELECTION MUSIC

For those locations that need a  
superb instrument with fewer records

MODEL  
1442



MODEL  
1848



Chrome Cover  
Wall Box with  
50 Selections

800 North Kedzie Avenue, Chicago 51, Illinois

# COINMEN YOU KNOW

• Continued from page 74

devaluation of the peso, according to **Willie Blatt**, of Supreme Distributors, upon his return from a vacation there. The nickel dropped in value to about 3 cents and consequently coinmen have been hit hard, as have other businessmen. While there **Blatt** spent some time with **Sam Benton**, the Seeburg distributor in the Mexican capital.

**Mel Schwartz**, Mellow Music Company, is vacationing in the North.

**Blatt** reports that the Drive-mobile which he installed at his Arcade in Fun Fair accounted for one-sixth of all collections the first week. The 10-cent machine is geared for one minute's operation.

Planning is already under way for the annual Amusement Machine Operators' Association of Drake County banquet which will be held sometime in December. **Blatt**, president, said it now appears that the locale will be either the Saxony Hotel, scene of the past two affairs, or the brand-new Fontainebleau Hotel if it is completed in time.

**Rusty Draper**, the Mercury recording star, is making a personal appearance in Miami.

A definite site and date are to be announced soon for the fourth annual banquet of the AMOA, according to President **Willie Blatt**. The event probably will be held in December, and efforts are being made to engage hotel space in Miami Beach. (See separate story in music section.)

**Bobby Schwartz**, B & B Vending Company, has moved into his new North Miami Beach home. Now his partner, **Buddy Cohen**, has signed up for a home in the same development and expects to move in soon.

**Lucky Skolnick**, Supam Distributing Company, returned

from a vacation in New York and is reported readying an announcement of major importance.

Over the long Labor Day weekend, many coin operators hied themselves and their families over to Motel Row, near Miami Beach, for brief vacations. Among them were **Norman Rogers** and **Harold Carson**.

American Operating Company purchased a small shuffleboard route from **Max Manna**, according to **Buster Anshell**.

**Mannie Brookmire**, Brooke Distributors, is on vacation. Chief Assistant **Mildred Marks** celebrated her birthday.

Disk jockey **Bob Hanna** expects to originate a late show from a top ocean-front hotel. The deal, still in the negotiating stage, calls for Hanna to broadcast every night over radio station WIOD.

Over at Funland Park where the **McClellan** brothers are establishing an Arcade, kids are bringing paper bags full of Pepsi Cola crowns. The park has worked out an arrangement with the soft drink company, whereby every Pepsi crown turned in is worth 1 cent toward the purchase of tickets to any ride in the park, up to half the price of the ride.

Two photo machines and a Genco three dimension Sky Gunner have been doing good business thruout the summer, says **Richard McClellan**, who operates Funland Park with his brother **George**.

**Willie Blatt** received a long distance phone call from Detroit asking for exclusive distribution rights for that area for **Bulls-Eye**. It was **Henry C. Lemke**, an old friend of Blatt and a distributor for International Mutoscope. Lemke also operates Arcades in Detroit. Blatt is now planning to step up production of Bulls-Eye

so he can appoint additional distributors.

**Mark Max**, Southland Record Shop, donated two albums of jitterbug records as prizes in a jitterbug contest over station WTVJ-TV. Taking part in the show was Southern Music Company, which donated an AMI phonograph for the television program emceed by **Jack Cobb**.

**Bob Norman**, manager of Southern Music, has recommended a 10-year-old Cuban boy singer for Cobb's program, which is known as "Cobb's Corner." On a recent Cobb show, **Rusty Draper** took time out from a local personal appearance to sing his famous "Gambler's Guitar" on the program.

The annual convention here last week of the Southeastern Shiners' Association brought thousands of Dixie Shriners and their families to the area. Coinmen shared in the extra harvest of dollars from the Nobles.

Local operators are eagerly awaiting details of the proposal of the Music Operators of America to put singing commercials on juke boxes. **Willie Blatt**, Supreme Distributors, and **Harold Carson**, of the Juke Box Company, believe it may well spell the difference between operating at a loss and operating at a profit, now that collections have dropped all over the country.

## Washington

Communications to:  
Delores Newcomb  
EMerson 3-7451

## Bushdid Expands Photo Operation . . .

**Michael Bushdid**, owner of Michael Enterprises, is expanding his operation of Auto Photo machines in Washington and nearby Maryland and Virginia. His coverage now includes locations in

Woolworth's and other variety stores. **Bushdid** adds that his Game Room at the National Airport is enjoying a steady increase in collections. **Bushdid** recently became a member of the Washington Music Guild.

**Roger Griffith** and **Brother Evan**, co-owners of Pioneer Novelty, say their business is suffering from the usual "summer doldrums," but feel confident collections will increase as the weather cools.

**Hirsh Machines**, headed by **Hirsh de La Vizez**, reports to a fluctuating business due to warm weather and vacations.

**Jack Edgar**, newly appointed manager of the Canteen Company, is pleased that warm weather has helped business pick up. **Edgar** replaces **Joseph O'Neil**, who is now with the Boston office of Canteen.

The Northern Virginia Music Company is enjoying steady business, says **Mrs. G. L. Sinclair**. She and her family plan to move to their new farm soon.

**Sid Lotenberg**, owner of Westway Vending, has recovered rapidly from a recent operation and looks forward to playing some golf soon. His firm is readying machines for the installation at Maryland University. The university, which opens in two weeks, will require a considerably larger number of machines than last year due to new dormitories and other buildings. Westway has also taken over complete coverage of the David Taylor Model Basin—a Naval installation. **Sid** is beginning his ninth year in the vending business and says his problem is the same now as it was then—not where to place the machines but how to get enough to place!

**Norman Hayter**, manager of the local Dr. Pepper-Tru Ade Distributing Company, is pleased with the steady collections his company is experiencing.

The G. B. Macke Corporation hopes to be awarded several contracts for large installations, says **Meyer Gelfand**.

Milk vending machines will be placed on locations beside coffee, hot chocolate machines, reports **James Bowen**, of Kwik Kafé of Washington. **Bowen** recently increased the number of machines his firm has on location at Andrews Field.

## New York

Aaron Sternfield  
PLaza 7-2800

## Riteway to Import German Ride . . .

**Nat Cohn**, Riteway Sales, is cleaning up his 3-D inventory and is ready to seek greener pastures. **Cohn** said he will leave for Germany at the end of the month to cook up a deal with a prominent German coinman. It involves the importation of a major ride, for amusement parks and carnivals, to the United States.

**Joe Kochansky** has sold his route to **Ben Gottlieb**, Majestic Music. Funeral services for **Al Claire**, manager of the Capitol Music Company, Tuesday (7), were attended by many local operators and distributors. He leaves a widow and two children.

**Mac Pollay**, Cassino Music, bought a horse which he keeps stabled at a dude ranch at Lake Mahopac, N. Y. **George Panser**, manager of the Associated Amusement Machine Operators of New York, returned this week from his vacation.

**Buddy Fox**, Runyon Sales, is in the Long Island University Hospital for observation. **Mrs. Mildred Riegelhaupt** (**Mildred Fins** a few weeks ago), secretary at the Music Operators of New York, Inc., is back from her honeymoon at the Thousand Isles, Can.

## Los Angeles

Communications to:  
Joel Friedman  
HOLlywood 9-5831

## CALIF. MUSIC GROUP SKEDS MEETING . . .

Next meeting of the Los Angeles branch of the Music Machine Operators' Association has been scheduled for Sept. 21. Accommodations have been made at the Hotel Glendale, Glendale (see separate story in music section).

**Britt Alderman**, Paul Laymon Company, is the last of the firm's employees to take off on a vacation. **Don Peters**, service shop,

just returned from the lake region around Bishop, where he reported the fishing was excellent.

**Bill Happel**, president of Badger Sales Company, back at his desk again following his brief trip up north, and busy making plans for the firm's expansion of their premium department. **Al Silberman**, Badger Sales vending machine department chief, off on his summer hiatus.

**Sam Stern**, Williams Manufacturing Company, in town visiting with **Harry Williams**. **Hank Tronick**, general manager of Minthorne Music Company, kept busier than ever shuffling between the firm's headquarters and its nev. showrooms on coin row. **Jimmy Wilkins**, Paul Laymon Company, off on a field trip with **Walt Petzet**, Wurlitzer field service manager.

## Milwaukee

Communications to:  
Benn Ollman  
UPTown 3-6018

Music business is reported to have taken a nice boost in recent months, according to many local operators. Several claim that this summer's music receipts have been the healthiest in some years. One of them, **Doug Opitz** of Hill-top Coin, asserts that the week just ended saw the best cash box take from boxes since he joined the industry. Generally good economic conditions, lots of visitors from out of town, plus a rash of good pulling records account for the lush receipts, he says.

Milwaukee Phonograph Operators trade group cancelled last week's dinner gathering at **Joe Deutsch's** eatery due to the many schedule conflicts. Change in meeting date was made, boosting the knife and fork session one week, to be held at the same location, according to **Doug Opitz**, association secretary.

Reports from the North Water Street headquarters of the **Ray Jordan** merchandising office and showroom, indicate that **Jordan** is anticipating a return to the coin machine business and may soon take over a local string of game machines.

**Badger Tobacco** has scheduled its move to its new quarters one door south of its present location, 422 North Water Street, some time this month. **Badger** will take over the building which formerly housed the Ruby Products Company.

**George Schroeder** reports that his music receipts slumped this summer, while games have showed surprising strength. He explains it this way: "Tavern patrons can continue to listen to the Braves play baseball at the same time they are playing games. They can't listen to games and juke boxes at the same time."

**Less Dallman**, routeman for the George Schroeder firm, is taking his vacation this week at Phillips, Wis.

**Stuart Glassman**, the record buyer for the Radio Doctors' one-stopper, reports that operators from all over the State keep re-ordering the **Richard Maltby X** label waxing of "St. Louis Blues Mambo." Also doing well on the juke box counter are "Cara Mia" by **David Whitefield** on London, and the jump issue of "Mambo Jambo."

**Johnny O'Brien**, the Mercury Records' distributor here, has left his Major Distributing Company stronghold in charge of capable **Phyllis Kappenman** while he is spending a week vacationing at Minocqua, Wis.

Currently riding high with customers at the Mercury Records order counter is the new **Crew Cuts** version of "Oop Shoop," according to **Phyllis Kappenman**. **Bob Markwardt**, who spent several years with Major Distributing Company, heading up its shipping department and more recently as salesman, is no longer with the organization. **Markwardt's** place on the road is now taken by **Lawrence Thomas**, who will cover the Northern territory.

**Jet Bowler** games are proving profitable on the Ray's Amusement Company routes, according to **Mrs. Ray Lax**. Gun games are also showing up brightly in the spots where they are being used to perk up games interest. Particularly good action in the gun games department have been received from the summer resort spots, adds **Mrs. Lax**.

## COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **SEEBURG LAUNCHES** full-scale background music drive. Will use 200 Select-O-Matic and records cut under its own direction. Program marks first major effort to enter non-coin music field without using tunes cleared thru the American Society of Composers, Authors and Publishers. (Page 19, The Billboard, September 11.)
- **NEW EVANS JUKE BOX** to be shipped to distributors within a week. New model features 45 r.p.m. disks and 50-selections, and is designed after present Holiday line. (Page 93, The Billboard, September 11.)

- **PENNY STILL KING** in arcades thruout the country. One-cent still buys everything from peanuts to "nudists" from Times Square to Hollywood and Vine. Operators find a fast penny better than a slow dime. (Page 1, The Billboard, September 11.)

- **MFRS. VIEW COMMERCIALS** on juke boxes with little zest. Officials from AMI, Rock-Ola, Seeburg and Wurlitzer doubt wisdom of paid commercial recordings on coin-operated phonographs. Proponents of idea believe plan will cut operating costs. (Page 93, The Billboard, September 11.)

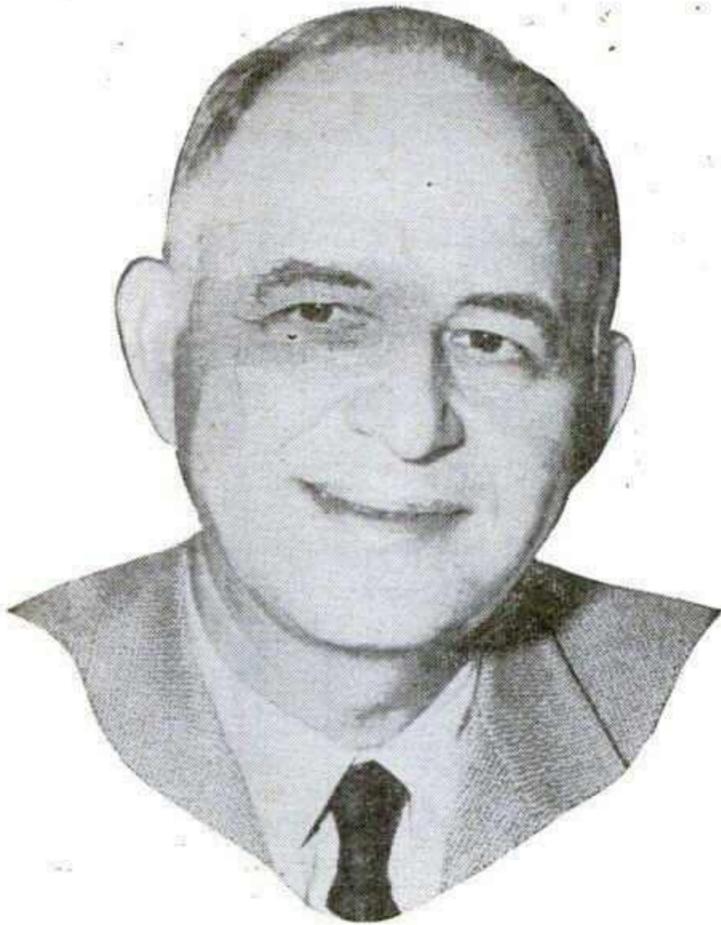
- **SALE OF SPACARB, INC., TO ROWE** lacking only stockholder approval to be complete. Heads of both firms agree on sale terms. Expect Spacarb to be renamed with **Ike Houston** appointed head of the subsidiary. (Page 89, The Billboard, September 11.)

IF YOU MISSED READING THE SEPTEMBER 11 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



**A SALUTE TO  
DAVE BOND  
and TRIMOUNT**

**DAVE BOND ...**

whose continuous service of 30 years to the industry marks his company as one of the longest-lived and largest distributors in the U. S.

A large, stylized graphic celebrating a 30th anniversary. It features a central circular emblem with the text "THIS IS OUR 30TH" in a bold, sans-serif font. Below the circle, the years "1924" and "1954" are separated by five stars. To the right of the circle is a tall, vertical rectangular sign with the word "ANNIVERSARY" written vertically in large, white, block letters. The entire graphic is set against a background of radiating lines and stars. At the base of the graphic is a wide, curved banner with the word "TRIMOUNT" in large, bold, black letters. Musical notes are scattered around the base of the graphic.

congratulations  
and best wishes to

# DAVE BOND

on his 30th anniversary  
in the coin-machine industry

**FROM THE J. P. SEEBURG CORPORATION  
AND ITS NATIONWIDE DISTRIBUTING ORGANIZATIONS**

**Atlantic-New York Corporation**  
New York

**Atlantic-Connecticut Corporation**  
Hartford, Connecticut

**Atlantic-New Jersey Corporation**  
Newark

**Atlantic-Pennsylvania**  
Philadelphia

**Atlas Music Company**  
Chicago, Des Moines, Pittsburgh

**Davis Distributing Corporation**  
Albany, Buffalo, Rochester, Syracuse

**Dickson Distributing Company**  
Oklahoma City

**R. F. Jones Company**  
Denver, Portland, Salt Lake City, San Francisco,  
Seattle

**S. H. Lynch & Company, Inc.**  
Dallas, Houston, San Antonio

**Lynch & Zander Company**  
New Orleans

**S. L. London Music Company, Inc.**  
Milwaukee, Minneapolis

**Minthorne Music Company, Inc.**  
Los Angeles, Phoenix

**Music Distributors, Inc.**  
Charlotte, Fayetteville, N. C.

**Music Systems, Inc.**  
Cleveland, Toledo, Detroit, Lansing

**The Musical Sales Company**  
Baltimore

**Sammons-Pennington Company**  
Memphis

**Shaffer Music Company**  
Cincinnati, Columbus, Indianapolis

**Sparks Specialty Company**  
Atlanta, Columbia

**S. L. Stibel Company**  
Evansville, Louisville, Nashville

**W. B. Distributors, Inc.**  
St. Louis, Missouri

**W. B. Music Company, Inc.**  
Kansas City, Missouri

**Wolfe Distributing Company, Inc.**  
Birmingham, Jacksonville

#### CANADA

**R. C. Gilchrist, Limited**  
Montreal, Toronto, Vancouver

#### EXPORT

**American Steel Export Company, Inc.**  
New York

AMERICA'S FINEST AND  
MOST COMPLETE MUSIC SYSTEMS

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902

40 HAPPY COINMEN

Trimount Employee Morale Runs High

BOSTON, Sept. 11.—Even tho Dave Bond started in the coin machine business 30 years ago, and has been at the helm of his firm ever since, he doesn't regard himself as an indispensable man.

There are 40 reasons for Bond's peace of mind—the 40 Trimount employees, whose average service tenure exceeds five years.

Second in command to Bond is Irwin Margold, general manager, who joined Trimount nine years ago as a game salesman.

Earning Power

He has a healthy respect for the operator's judgment as a buyer and feels that Trimount's future depends on the earning power of

the operator. Sales policies are tailored to this theory.

Ralph English, credit manager, has been with Trimount for five years. During this time, the firm's losses thru bad debts have been less than .25 per cent.

Trimount's credit and trade allowance policies point up this feeling. Twenty per cent down and 18 months to pay is in effect on music; on games, payment is generally required in six months.

Key Workers

Other key men in the Trimount operation are Dominic Imbornone, shipping, an 11-year Trimount man; Blanche Bowers, head of the office force; Bob Borque, music service; Dan McQuarrie, pin service; Joe Smith, music parts, and Ben Friedman, pin parts.

Old Timers

Oldest employee from point of service is H. G. Lawrence, a pin serviceman who joined Trimount

STILL GOING STRONG

Trimount Marks 30 Years In Coin Machine Industry

By AARON STERNFIELD

BOSTON, Sept. 11.—According to the World Almanac, 1924 was a fairly tranquil year in American history. The nation had recovered fairly well from the effects of



DAVE BOND

World War I and was enjoying "Coolidge prosperity." Prohibition was the law of the land, and bathtub gin and the flapper were making their debut on the American scene.

The coin machine industry in 1924 was a healthy infant. There were few operators, few games and plenty of locations. Everybody was making money, and it was not unusual for an operator to buy a machine and pay for it with the take of a few weeks on location.

It was against this background that 27-year-old David S. Bond entered the automatic music field. A graduate of Harvard College five years earlier, Bond held an A.B. (cum laude) with a major in Romance languages and a yen to teach.

Early Jobs

Bond was having a little trouble finding his niche in life. After graduation he put in a stint at Camp Taylor, Ky., with the Jewish Welfare Board, then spent a couple of years learning the leather business.

The next step was a job selling specialty items to grocery stores, and that didn't particularly appeal to Bond. While making the rounds of the stores, tho, he began to notice the peanut and ball gum venders on location.

By 1924, Bond and his brother, Mike, decided that there was a future in the coin machine indus-

try and set up shop as bulk vending operators.

The brothers bought a few William-Michaels peanut venders, placed them in grocery and variety stores. The operation grew



IRWIN MARGOLD

when the brothers bought pistol gum venders and the unit caught on. By 1926 the operation was large enough for Mike to pull out and set up his own route.

At that time, Bill Keeney, of J. H. Keeney & Company, Inc., was running a promotion on ABT target games, and Dave Bond decided that it was worth a try.

He bought 100 machines at \$42.50 each, which, at the time, was a lot of money for an amusement game. However, it was money well spent, for, within two years, Bond had 300 machines out.

It was about this time that Bond entered the distributing end

Physical Layout Insures Maximum Efficiency, Comfort at Trimount

BOSTON, Sept. 11.—Nearly as impressive as the 30-year record of Dave Bond in the coin machine industry, and as the caliber of the 40 Bond employees, is the actual physical set-up at Trimount.

The building, a red brick affair, built in the early part of the century, doesn't look like much from the outside. It's on Waltham Street, in Boston's South End, not

the most inspiring address in the city either.

But, inside are 30,000 square feet of one of the most efficiently and attractively laid out showrooms, and offices in the industry.

Spent \$50,000

Trimount moved into the building in 1952 and, according to Bond, has spent about \$50,000 since then to insure that the building

be made as attractive, and as conducive to efficiency as possible. It has been money well spent.

Trimount occupies three floors, with showrooms and offices on the first floor, parts and workshops on the second floor, and the basement used for storage and shipping.

A visitor, stepping off the drab South End street, is first impressed by the entry—a solid glass wall thru which the illuminated showroom appears, a marble wall on the left, with a large receptionist's window, leather furniture, and a brilliant linoleum floor.

Showroom

The showroom, itself, is 80 by 20 feet, with a new Seeburg mounted on an illuminated pedestal as a center point. Juke boxes and pinball machines are lined up along the walls.

Just off the showroom, and behind a glass wall, is the office of Ralph English, credit manager. The glass wall allows English to observe everyone who enters and leaves the building.

Bond's private office, tastefully furnished with leather furniture and prints of Old Boston, is off the other end of the showroom.

Background Music

Next to English's office is the background music room, where

MFR. FIVE YEARS

Trimount Turns Out 30,000 Bulk Venders

BOSTON, Sept. 11.—While the Trimount Coin Machine Corporation is known in the industry primarily for its 30 years of service as a coin machine distributor, the firm had a five-year history as a manufacturer. In fact, the firm turned out 30,000 bulk venders, many of which are still on location.

In 1935, Dave Bond heard operators complain about the space taken up by three bulk machines

on a multiple installation. At the time, the practice was to mount three one-column units on a board, bolt them down, and hope the location owner didn't object.

There were no multi-column bulk venders on the market, but Bond felt that was no reason why there shouldn't be any. Also the bulk machines of the era were nothing like the streamlined beauties of today. Bond felt that if a

(Continued on page 85)

Community Activities Help Business: Bond

BOSTON, Sept. 11.—David S. Bond, president of the Trimount Coin Machine Company and the Trimount Automatic Sales Corporation, currently celebrating his 30th anniversary in the coin machine industry, feels that full participation in community affairs and a keen interest in his neighbors makes for a happier man, and a more successful one. His life seems to bear out his theory.

Bond, while building his distributorship to one of the largest in the nation, has always found time to participate in the philanthropic

and cultural life of Greater Boston.

A native of the Hub, he was graduated from Harvard College in 1919 with an A.B., cum laude, in Romance languages. He received his first business education in the leather and wholesale grocery industries before entering the coin machine field 30 years ago.

Trade Affairs

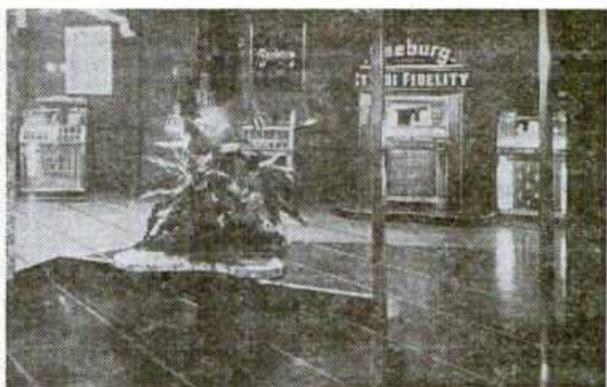
His sense of responsibility toward his fellow coinmen was first

(Continued on page 83)

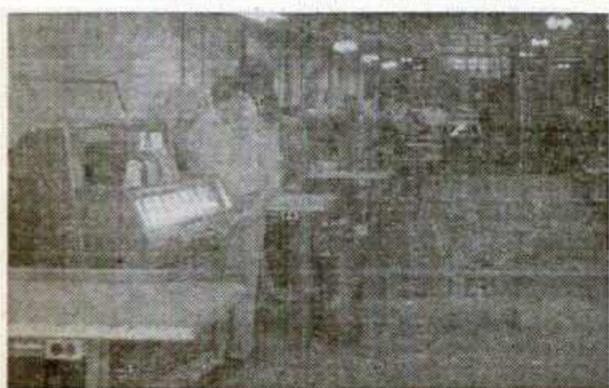
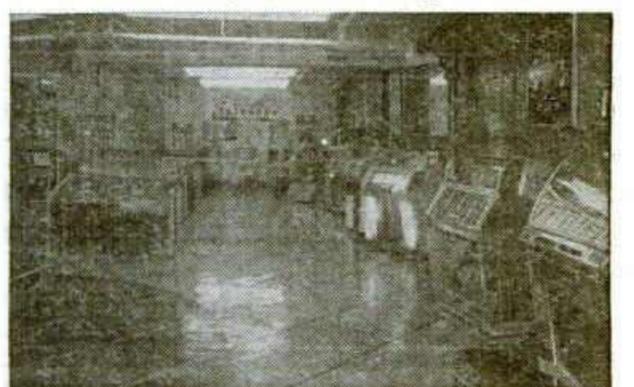
JUKE BOXES and games for scattered New England points go on the truck backed up at the Trimount loading platform.



MARBLE, GLASS, leather and polished linoleum comprise the visitor's first impression of Trimount.



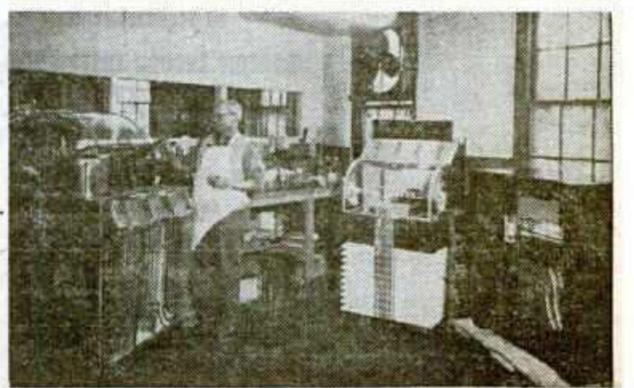
THE TRIMOUNT showroom has 1,600 square feet of floor space, with juke boxes grouped on one side, games on the other.



THE MUSIC MACHINE shop looks like a miniature version of the Ford plant, with assembly line methods in force.



COMPONENTS are kept in inventory and stored in shelves. Each component is checked before it goes to the assembly line.



THE FINAL inspection takes place after assembly. The experienced eye as well as the testing panel is used.

*Congratulations* **DAVE BOND**  
*on your 30th Anniversary*

We, whose signatures appear below,  
 recognizing your contributions to the  
 coin machine industry, and in appreciation of  
 your confidence in us, extend our best  
 wishes for many years of continued success -



**A.B.C. DISTRIBUTING CORP.**  
 N.E. Distributor MERCURY Records  
**A.B.T. MANUFACTURING CORP.**  
 Chicago  
**ALLIED APPLIANCE CO.**  
 Columbia Records  
**D. C. ANDREWS & COMPANY**  
 of Massachusetts  
**BOSTON RECORD DISTRIBUTORS**  
 Mr. Jerry Flatto  
**CAPITOL RECORDS DISTRIBUTING CORP.**  
 Boston  
**JAMES CLEMENT**  
 Philadelphia  
**DECCA RECORDS**  
 Boston Branch

**THE EASTERN COMPANY**  
 Exclusive Distributors R.C.A. Victor Records  
**FRANKLIN ADVERTISING SERVICE**  
 Boston  
**GENERAL DISCOUNT CORPORATION**  
 Boston  
**C. VERNON HODDINOTT**  
 Boston  
**KANE DISCOUNT COMPANY**  
 Boston  
**LIFSCHULTZ FAST FREIGHT**  
 Boston  
**MUSIC SUPPLIERS OF NEW ENGLAND, INC.**  
 M G M Records

**MUTUAL DISTRIBUTORS, INC.**  
 London — Coral Records  
**PERMO, Incorporated**  
 Chicago  
**POVERMAN CORRUGATED BOX CO., INC.**  
 Boston  
**RECORDS, INC.**  
 Mr. Cecil Steen  
**SHIPPERS CONSOLIDATING ASSOC.**  
 Mr. Ed. Walker  
**HARRY STRAUSS & CO.**  
 Boston  
**TUNG-SOL SALES CORPORATION**  
 Eastern Division, Newark  
**UNITED STATES LINES CO.**  
 Boston

# To Our Brother Gottlieb Distributor..

OUR CONGRATULATIONS AND BEST

WISHES, TOO, ON YOUR 30th ANNIVERSARY.

TO DAVE BOND, A GENTLEMAN AND A

FRIEND, WE ADD OUR TRIBUTE.

**LOU WOLCHER, Advance Automatic Sales Co., San Francisco**

**BILL BETZ, W. B. Music Co., Kansas City, Mo.**

**IRVIN BLUMENFELD, General Vending Sales Corp., Baltimore**

**JOE ASH, Active Amusement Machine Co., Philadelphia**

**BEN LAZAR, B. D. Lazar Co., Pittsburgh**

, ... AND MAY YOU ENJOY MANY,

MANY MORE ANNIVERSARIES!



**DAVE BOND**  
Trimount  
Coin Machine Co.

THERE IS NO BETTER TESTIMONIAL

THAN THE FACT THAT YOU HAVE BEEN

OUR DISTRIBUTOR FOR 27 YEARS.

CONGRATULATIONS FROM OUR ENTIRE

ORGANIZATION.

**DAVE GOTTLIEB**



*D. Gottlieb & Co.*

We are proud to salute

## DAVE BOND and TRIMOUNT

on the occasion of their

### 30<sup>th</sup> anniversary

The forward, progressive thinking that has typified the operations of this company and the high code of ethics employed in all their actions reflect well on the entire coin machine industry.

We deem it an honor to point out DAVE BOND and TRIMOUNT as our exclusive New England distributor.

**GENCO MFG. & SALES CO.**  
2621 N. ASHLAND AVE.  
CHICAGO 14, ILL.

## Congratulations

to

# DAVE BOND

and

## Trimount

on your

# 30<sup>th</sup>

## Anniversary

(1924-1954)

**United Manufacturing Company**



30

THIRTY YEARS



Dave Bond  
Trimount Coin Machine Company  
40 Waltham Street  
Boston, Massachusetts

Dear Dave -

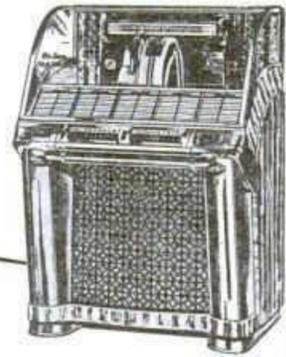
It is not enough to merely say "congratulations" on your 30 years of coin machine activity. To that, we must add our very sincere thoughts on your activities in behalf of the entire Seeburg distributor organization.

As one of the pioneers in this organization, we fully realize the important part you played in developing and setting the high standards we have today. Your many progressive public relations programs and promotions in your territory have most certainly helped us all in our efforts to make the music operators "Seeburg-minded".

Yes, Dave, it is indeed a privilege and a pleasure to be associated with you and to be able to have this opportunity to express our appreciation and to wish you 30 more years of success.

Sincerely,

*Seeburg Distributors Org.*



### S. H. LYNCH & CO.

S. H. Lynch  
Ed Furlow  
Arthur Hughes

### SAMMONS-PENNINGTON CO.

George Sammons  
1049 Union Ave., Memphis, Tenn.

### DAVIS DISTRIBUTING CORP.

Louis & Albert Wertheimer  
Albany, Buffalo, Rochester and Syracuse, N. Y.

### ATLAS MUSIC CO.

221 9th Ave., Des Moines, Ia.  
2217 5th Ave., Pittsburgh, Pa.  
2122 N. Western Ave., Chicago

### W. B. DISTRIBUTORS, INC.

William Betz  
1012 Market St., St. Louis, Mo.

### W. B. MUSIC

Harry Silverberg  
3900 Main St., Kansas City, Mo.

### WOLFE DISTRIBUTING CO.

Simon Wolfe

### ATLANTIC NEW YORK CORP.

Meyer C. Parkoff  
New York, New Jersey & Connecticut

### THE MUSICAL SALES CO.

Mack Lesnick  
140 W. Mount Royal Ave.  
Baltimore, Md.

### S. L. STEIBEL CO.

Walter Waldman, President  
Louisville, Ky.; Nashville, Tenn.;  
Evansville, Ind.

STILL GOING STRONG

# Trimount Marks 30 Years In Coin Machine Industry

• Continued from page 79

and the Trimount Coin Machine Company made the transition from an operator of coin machines to a seller of these devices.

There isn't any clear line of demarcation between Trimount's role as a distributor and as an operator. In the '20's, any medium-sized operator printed distributor letterheads and ordered from the factory as a distributor. The factories weren't too fussy either. They sold to anyone who would pay the price.

By 1927 Bond was convinced that his future lay in distributing rather than operating. He still put machines on location, but he did this primarily to provide a showcase for sales, and also to test machines before buying in large quantities.

### Stocks Parts

With new machine sales came used game sales, and, later on, the carrying of parts. By the late '20's Trimount was able to offer replacement parts for most of the machines on the market.

One of the popular games of the era was the Chester Pollard Golf, a cabinet affair with mannequins controlled manually.

In 1929 Gottlieb entered the coin machine field with a Grip Vender and Trimount was named as the first distributor. Trimount still is a Gottlieb distributor and Grip Venders are still operating in Arcades.

### Bulk Venders

Popular bulk gum machines of the times were made by Columbus and Norris and Trimount served as distributor for both firms.

Just before the turn of the decade, the Peo Whirlwind made its debut, and it became the classic example of a low-cost game which

## Community

• Continued from page 79

demonstrated in 1930 when he helped organize and served as vice-president of the National Coin Machine Association. Three years later, he saw the need for a national association of distributors and served as president of the National Automatic Distributors' Association.

That year, 1933, he married. The Bonds now have two daughters, Sylvia, 19, a junior at Wellesley, and Judy, 15, a student at Newton High School. Sylvia returned this month from a 10-week tour of Europe.

Bond is a member of the board of directors of the Hillel House of Boston University, the Combined Jewish Appeal of Greater Boston and the Brandeis University Associates. This year he received the National Award of Hillel for outstanding service.

### Headed Drives

He recently headed the Vending Machine Divisions of the Salvation Army and United Jewish Appeal drives for Greater Boston and is active in the Red Feather drive. Mrs. Bond is also active in Red Feather as well as Hadassah.

Bond likes to relax in his Newton home, shoot a little golf and play some bridge. At 57 the life seems to agree with him, as he appears to have the energy of a much younger man.

## 40 Happy Coinmen

• Continued from page 79

in 1933. James Sprague, porter, has been with the firm more than 10 years, and more than half of the employees have more than five years of service. There is virtually no turnover.

Employee morale at Trimount is high. Pins are awarded by management as service milestones are passed. For those employees with three or more years of service, the firm pays 75 per cent of the cost of a life insurance and annuity plan. Trimount also maintains a pension plan, another incentive to stay with the firm.

Bond feels that, because his employees contribute heavily to making profits possible, they are entitled to share in those profits. The Trimount profit-sharing plan is based on seniority, salary base and, of course, what the firm nets for the year.

enabled the operator to earn back his investment in a matter of weeks.

The counter game operated on a ball and plunger principle, with the ball propelled thru a spiral passage. Totals were kept manually. The unit, which listed for \$12.50 and played at 1 cent a game, found its way into grocery stores, novelty stores, diners and any other location which would normally carry a bulk gum unit. Its acceptance was immediate, and, with the then-common commission of a third going to locations, it became one of the most profitable games in the history of the industry. Trimount, of course, was the distributor.

### Steady Earner

Peo followed the Whirlwind with its Basketball game, and this became a steady earner for five years.

Gottlieb, meanwhile, introduced the Baffle-Ball, a counter game which listed for \$19.50 and gave 10 balls for 1 cent. According to Bond, this was the game which really gave the Chicago firm its start.

Keeney, in the early '30's, produced one of the early pinball machines, the Keen-Ball, a game devised for 5-cent play and priced fairly high for the times. It didn't catch on to any degree with operators because of the price, with locations restricted to better clubs.

### Few Service Problems

The mechanical end of the coin machine business, Bond recalls, was fairly simple then. Virtually all games were mechanically operated, and service problems were few. Trimount kept a large supply of parts on hand, but the parts business didn't amount to much.

A big seller during the early '30's was the Bally-Hoo, a 10-ball-for-a-cent game made by the Lion Manufacturing Company, Bally parent firm. The unit sold for \$16.50, and Lion had only a handful of distributors in its sales organization. Hence, Trimount was getting orders from all over the country.

In the mid-'30's, Gottlieb premed its Five-Star-Final, probably one of the best earners ever. Bond sold 1,100 units in four months, and operators were earning back their investment in a week.

Rock-Ola made its first major move in the coin machine industry in the mid-'30's with the Jig-Saw, one of the early pinball games, and followed it up with the World Series, the first pinball game which had miniature runners actually moving from base to base.

### Silver Cup

At the same time Genco scored a hit with its Silver Cup, while Exhibit Supply diverted a good portion of its production from the Arcade industry to pinballs for location usage. Bally was busy with payoff slides in its equipment.

By 1935 the emphasis on games had turned from a manual operation to an electric one. Bolo in Buffalo created the first modern Shuffle Alley, complete with electric backboard.

According to Bond, the transition to electric operation was made in steps. The first electric units were battery operated, then came the Electro-Pak, a rectifier which served as a bridge between the battery and the plug-in. By the end of the decade, plug-ins were produced by all the leading manufacturers.

### Nickel Play

With the advent of electrical games came the ebb of 1-cent play and the emergence of the nickel as the basis of the industry. Bally was a pioneer in nickel play, and Keeney's previous attempt helped pave the way.

The electrical games and the end of the 1930's marked the end of chaos and the beginning of order in the distributing end of the business. Games were more expensive; they required selling. The large operator, in many cases, could no longer do the job for the manufacturer, and the distributor—as a man who represented the manufacturer full time—really came to his own.

Trimount was busy with things other than selling coin machines during the last half of the 1930's. The firm was actively engaged in making bulk and cookie venders until World War II forced a curtailment of this activity (see separate story).

### Juke Boxes

The start of the 1940's marked Trimount's start as a juke box distributor, first for AMI for one year, then with Rock-Ola in 1941-'42.

During World War II Trimount remained inactive as a juke box distributor, concentrating on games, but, in 1948, Harry Kelley, Seeburg district sales manager, paid Dave Bond a visit which turned out to be the beginning of a long and profitable association between the two firms.

Bond was offered, and accepted, the Seeburg distributorship for New England, which had been held by Atlas. When the deal was signed, the juke box industry was at the lowest ebb of its history, according to Bond.

### Bitter Fruits

Operators were tasting the bitter fruits of overproduction, collections were low, and equipment was depreciating at an alarming rapid rate.

Seeburg felt the solution might lie in greater selectivity, thereby increasing operator revenue, causing the boxes to depreciate less, and ultimately resulting in more sales. Bond went along with that thinking.

In 1948 the 40-selection unit was the largest in the industry. So when Seeburg unveiled its first 100-selection unit, a common operation reaction was "who needs that many records anyway?"

### Faith Pays Off

But Bond was convinced that increased selectivity was the answer to the operators' problems, and he plugged the new Seeburg hard. By the early 1950's, when the 100-selection unit was standard, Bond had established his New England Seeburg distributorship as one of the largest in the nation.

The growth of Bond's juke box business—organized as the Trimount Automatic Sales Corporation—has not been at the expense

## Efficiency and Comfort

• Continued from page 79

prospective purchasers of the Seeburg home library unit are taken. The soundproof room is furnished like the reading room of an exclusive men's club.

The office of Irwin Margold, general manager, is also on the first floor, as is the general office, where Mrs. Theodore Sollosy (Blanche Bowers until Thursday (2)) runs a five-girl staff.

The second floor resembles a small, well-ordered factory. There are two production rooms, one for music and another for games; two parts areas, one for music and one for games, with a common counter, and rooms for cleaning and refinishing.

### Buzzer System

Customers are kept out of the work and parts areas, and employees admitted, by a buzzer system operated by the man behind the parts counter. A similar system is in operation downstairs. The intercom system is more than one which allows an employee to call the switchboard; any employee can reach any work area in the building directly.

The music machine shop has six benches, each one with a separate plug in. Before assembly, vital parts are removed and checked individually, thereby allowing an assembly line operation capable of turning out 15 to 20 reconditioned juke boxes a day.

Testing is under the supervision of Bill Staniewicz, who uses an electronic panel to check components. The panel is housed in a separate room. Staniewicz has been with Trimount for six years.

### \$60,000 in Parts

Trimount keeps \$60,000 worth of parts in stock, not including components. About \$5,000 worth of stock is kept in needles and cartridges alone.

In charge of the music parts department is Joe Smith, a former Army Intelligence major who speaks seven languages. Ben Friedman, a 10-year man, is in charge of pinball parts.

A perpetual parts inventory is kept, with entries made every time a part is removed or added.

of the game business—the Trimount Coin Machine Company, a separate corporation.

At one time or another Trimount has represented virtually every major firm in the industry. It currently covers New England for Genco, Gottlieb, Williams, Chicago Coin, United, ABT and Seeburg.

The parts department occupies 2,000 square feet of floor space.

### Cleaning Aid

Cleaning juke boxes was once a bottleneck in the reconditioning operation. Now, with a Jenney Steam Cleaner, paint removal and thoro cleaning can be accomplished in a matter of minutes, and far more efficiently than a hand operation. Parts, of course, are removed before cleaning and cleaned by hand.

Loading of juke boxes and games off and onto trucks, and shifting them in the building once required a lot of manpower. Now the job is done at Trimount with mechanical hoists and piano straps.

Employee recreation is taken into consideration in the Trimount plant. A room is set aside for employee lunches, with a refrigerator and hot plate available for their use.

Storage and shipping is in the basement, and a wealthy export business keeps Trimount employees busy in this area. Seeburg shipping crates are re-used for export shipments, but Bond feels that cardboard cartons will hold for foreign sales and has been using them recently.

**Congratulations, Dave . . .**

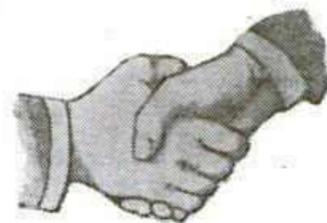
## RELIABLE COIN MACHINE CO., INC.

Abe Rechtschafer  
Paul Rechtschafer  
Murray Simon  
184 Windsor St. Hartford, Conn.

**Best Wishes, Dave . . .**

## LAVOIE & HILLMAN, INC.

Arthur Lavoie  
Myron S. Hillman  
2 East Main St. Fall River, Mass.



## DAVE BOND

*Please Accept Our Heartiest Congratulations on the Occasion of Your 30th Anniversary.*



May we congratulate you on the wonderful way you and your company have built its fine reputation in the industry.



May we congratulate you and your company upon the fine way you have conducted your business with manufacturers and operators.



May we congratulate you and your company upon the fact that your doors and minds have always been open to new ideas and suggestions.



May we congratulate you and your company on your generous and understanding cooperation in the handling of our merchandise.

*In conclusion may we add how proud we are to have been associated with Dave Bond and The Trimount Organization these many years.*

**chicago coin** 1725 W. DIVERSEY BLVD. • CHICAGO  
MACHINE COMPANY

## Third Utah City in Month Bans Pinballs

PROVO, Utah, Sept. 11.—Provo is the third large Utah city to ban pinball games within the last month.

The Provo City Commission, following in the footsteps of the City Commissions of Salt Lake City and Ogden, has banned pinball games within the city limits.

In Salt Lake City, pinball games, which had been operating for 20 years, were outlawed by the unanimous vote of the City Commission following a motion by Mayor Earl J. Glade (The Billboard, August 14). Since then, Salt Lake City operators have been installing shuffle bowling

games, shuffle boards and baseball games to take the place of five-balls wherever possible. (The Billboard, August 21.)

In Ogden, an ordinance effective September 1 outlawing pinball games which are "used for gambling," was passed by the City Council (The Billboard, September 4) and owners were given until October 15 to dispose of such equipment.

### County Action

Salt Lake County, following with the city's action in discontinuing the licensing of pinballs, banned the games from the unincorporated areas. Licensing of pinballs by other Utah counties is gradually being discontinued. Pinball operators in Utah County had announced that they would fight the ordinance but gave up the idea. No operators appeared before Utah County Commission for a scheduled protest hearing.

Since then pinball operators in Utah County volunteered to remove their pinball games and County Attorney Arnold Roylance recommended that the county also ban the games.

The decision of the Utah County operators to remove their pinball games doubtlessly influenced Provo, the principal city in Utah County, to outlaw the games.

Provo pinball owners are to be reimbursed one quarter of a year's tax fees on the games, since the games are licensed up to January 1, 1955.

## Williams Bows Big Ben, New 5-Ball Game

CHICAGO, Sept. 11.—Williams Manufacturing Company announced this week a new five-ball game, Big Ben, featuring a captive ball in a midget playfield fenced off from the regular playfield.

Two holes in the center of the playfield and two roll-overs, one on each side of the playfield, kick the captive ball in the midget field for special scores.

Making A-B-C-D roll-overs in the midget field lights up six targets and the four roll-over lanes for special scores. Making A-B-C lights up four of the targets for special scores, while a hit on A and B lights two targets.

A ball-kicking hole at the top of the regular playfield spots a light-up letter to spell B-I-G B-E-N. Spelling the full title scores one replay and lights the top hole for more replays.

The two center holes spot letters in a circle at the top center of the playfield to spell out the words, "Two, Three, Four or Twenty" for corresponding numbers of replays.

The game includes two rubber ball kickers, three bumpers and a ball flipper. The backglass is decorated with a "London Town" scene.

Two other Williams five-balls, Daffy Derby, featuring miniature horses which "gallop" across the back box, and Skyway, featuring an elevated track on the playfield which advances balls for high scores, are in production.

## New Arcade Takes Shape At Miami Park

MIAMI, Sept. 11.—A new Arcade is being established at Funland Park here by Richard McClean, who with his brother, George, owns and operates the large amusement park.

McClean said that the allotted area for the Arcade measures about 300 square feet and is near the entrance to Funland Park. When completed, it will house at least 20 pieces, including pin games, photo machines and rifle units, McClean said.

The brothers have operated Arcades in Miami and Key West for years. They purchased Funland Park in 1953 and have made it one of South Florida's most popular kiddie spots.

Last week the park turned over a check for \$3,000 to the local polio headquarters as the result of an intensive two-day fund-raising campaign. Visitors to the park were sold ride tickets worth \$1.50 for \$1, which raised \$1,600. Another \$1,400 was taken in at a public auction of merchandise inside the park, thru the co-operation of Station WTVJ-TV.

### PSYCHOLOGY

## Slot Machine Winners Get Bored Quickly

NEW YORK, Sept. 11.—Bell Fruit machines held the spotlight at the meeting of the American Psychological Association at the Statler Hotel Wednesday (8), as scientists discussed the psychology of gambling.

Two Northwestern University professors told the psychologists that 30 of their students were turned loose on a Bell Fruit which had been secretly rigged to pay off on every play.

After the students were convinced they couldn't lose, the machine was set so it couldn't pay off, no matter how many times it was played.

### New Crew

The Bell Fruit was then fixed so the players would break even, and another student crew was called in. After the new students discovered they could win and lose, the machine was set so it wouldn't pay off at all.

The professors wanted to know which group would play the machine the longer—the group which had it paying off all the time or the group which broke even.

The winners, it turned out, got bored and went home much sooner than those who broke even.

It is doubted if the experiment will be field tested.

### KIMONO GIRLS

## Service Pins for Nippon Game Craze

TOKYO, Sept. 11.—The Japanese Pachinko Parlors, counterpart of Penny Arcades in the United States, have blossomed out to the point where they feature kimonoed girls in servicing the pinball games.

Since 1948 the pinball craze has swept thru Japan until now no town in the remotest part of the country is without its crop of pinball galleries.

Tokyo has several districts where the number of games exceeds the number of slot machines in Las Vegas, and other cities such as Osaka outdo even Tokyo.

## Bow 2 New Fortune Tellers

NORTH SACRAMENTO, Calif., Sept. 11.—F. E. Erickson, of F. E. Erickson Company, Inc., is setting up a national distribution system for two new fortune tellers, Swami and Yogi-Madam X.

Swami was introduced on the market about three years ago but a new and improved model is now being made. Originally designed to give a "yes" or "no" answer, the machine now dispenses a slip of paper with fortune and answers. The Yogi-Madam X units has two penny coin chutes with one being used to operate the Yogi side for fortune and a joke and the other for the Madam X side which dispenses a slip of paper bearing answer to questions as well as a joke.

Erickson plans to introduce horoscopes and new answers in future machines.

Erickson entered the coin machine field in 1926 and started a scale operation that grew to a route of 2,000. About four years ago he sold out. In 1949 the Swami was designed and production started in 1950.

The plant covers 4,800 square feet with the stamping and plating being done in other cities. Erickson owns two adjoining lots, one of 18,000 square feet and the other 2,000. Buildings are contemplated for both plots.

Production tops for the Swami is 250 a day and 75 for the Yogi-Madam X.

In some sections of Tokyo many bookstores have been revamped for pachinko trade. In each there are up to four rows of machines lined up against each other. The girls stand by, noticing when a machine breaks down or isn't being used very often.

To play the pachinko pin games the customer purchases small metal balls at a booth. A ball shot into a winning hole in the game may win back as many as 25 balls. These may be exchanged for premiums such as toys, candy and medicine.

Factories in Japan have made a major industry of producing the machines. Thousands of repairmen and distributors are earning their livelihoods in the business.

In 1952 the number of pachinko galleries in Tokyo was estimated at 4,000, with a total of more than 100,000 pinball games. It is clear that the numbers have increased immeasurably since this time, with the craze now at its height.

## Pins Vanish in Ogden, But Up Take in County

OGDEN, Utah, Sept. 11.—Pinball games, recently outlawed by the Ogden City Council, vanished from their locations here as the new city ordinance went into effect.

A pinball player, however, has only to cross the city boundary into surrounding Weber County and play the games to his heart's content. Weber County has not yet followed suit with the city of Ogden, its county seat, Salt Lake City and Salt Lake County, the city of Provo and Utah County in banning the games.

Shuffle bowling games have been installed in some Ogden locations. City officials have not yet determined, however, if these games come under the new law. It was believed that the games would be allowed as long as they were not used for gambling.

## Bally Charts Service Schools in 7 Cities

CHICAGO, Sept. 11.—Bally Manufacturing Company has plans for an extensive service school program that will cover seven cities in the East, South and Midwest during the month.

The schools will be conducted by Bally field engineers Paul Calamari and Bob Breither, who will greet hundreds of coinmen and provide many up-to-the-minute service tips, explain wiring diagrams in detail, answer questions of operators and servicemen, and provide other helpful suggestions that are aimed at reducing service calls to a minimum.

Calamari and Breither will stress Bally's new in-line game, Variety (The Billboard, September 11). Two other new Bally shuffle bowling games, the Jet and Rocket Bowlers, will also be discussed.

Si Redd and Bob Jones will be hosts to operators and servicemen in New England at the school to be conducted by Calamari in Springfield, Mass., September 13-14; Burlington, Vt., September 15-16, and at Hartford, Conn., the afternoon of September 16 and all day September 17.

## Empire Distrib For Hydro-Duck Shooting Game

CHICAGO, Sept. 11.—Blendow & Wilson this week appointed Empire Coin Machine Exchange distributor for its new Hydro-Duck shooting game.

Ken Wilson, co-partner in the new coin machine firm with Al Blendow, said that additional distributors for the game would be named at a later date.

Blendow and Wilson formed a partnership last month to sell the new coin-operated amusement game (The Billboard, August 28).

Hydro-Duck consists of a stainless steel tank (holding 12 gallons of water), enclosed entirely with plate glass, and mounted on a welded steel cabinet. Object of the game is to shoot a jet of water at eight plastic ducks floating on water and get them all up on a "beach" at the rear of the cabinet.

Operated for 50 seconds with a nickel, a patron deposits his coin in the chute, pushes it forward and pulls it all the way back. Water pressure forces a straight jet of water out of a triggerless gun mounted in rubber on the front panel.

Future plans for the sales firm include a reconditioning business and production of a new coin-operated 3-D viewer equipped with a tape recorder that synchronizes sound with the pictures, currently being field tested.

### SPARE DIMES A STRIKE

## Fall Bowling Season To Hike Game Take

CHICAGO, Sept. 11.—The fall bowling season, beginning this week in many cities thruout the nation, is sure to bring with it a big increase in coin-operated amusement game takes.

Many Chicago operators as well as operators in cities across the country depend on receipts from amusement games in bowling alleys for a good share of their fall take. There are more than 400 bowling alleys in the city of Chicago alone. These could offer locations for more than 1,000 coin-operated amusement games, and there are indications that the number on location at alleys has already reached that total.

The lure and popularity of the bowling season will further stimulate play of shuffle bowling games, by far the most steadily popular and widespread type of game to cater to the coin market. Most manufacturers, distributors and operators agree that when the bowling season comes to town, play on shuffle bowlers shoots up,

whether or not these games are located in bowling alleys.

One of the new looks this fall in the bowling alley locations will be a new crop of coin-operated gun games. Operators are using the new compact gun games, which feature authentic type .22 rifles operating on the electrical contact system, as an added attraction for coin players. It is found that the addition of a gun game boosts play in bowling alleys as well as other locations, adding to rather than detracting from shuffle game takes, in most cases.

In Chicago, where pinball games are banned, operators have come to depend on shuffle bowling games for their main source of game profits, and are now moving in the new gun games and other variety units to supplement the bowlers.

## Keeney Ships 2 New Shuffle Bowling Games

CHICAGO, Sept. 11.—J. H. Keeney & Company this week shipped to its distributors, the National and American Bowlers, each a six-player shuffle game featuring 45 different scoring combinations.

The games are similar, except that the American has a matching feature, the National does not.

Five different scoring values for strikes, spares and blows flash on the backglass—a different value in each frame. The different values appear on a mystery basis from frame to frame, giving a player strike, spare and blow scores ranging from 30-20-10 to 300-200-100.

### Scoring Variety

To give greater scoring variety, the players' scores are automatically doubled in the third frame, tripled in the fifth, doubled again in the seventh, and tripled in the tenth. Signs flash on the backglass to indicate these scoring advantages.

The usual Keeney shoot-again feature in the tenth frame allows the player to keep on shooting after the final frame until he fails to get a strike.

The American Bowler's match feature can be set to come up in either the third or tenth frame or set to give the player a chance to match in three frames, the third, fourth and fifth. The player's score is matched with a light-up number.

The games are equipped with a plexiglass pin cover and operate on 10-cent and three-for-quarter play. They are available in a nine-foot playfield on an eight-foot cabinet or in an eight-foot playfield on a seven-foot cabinet.

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 Sept. 11	Issue of Sept. 4	Issue of Aug. 28	Issue of Aug. 21
ABC (United) .....	\$50.00	\$50.00	65.00	\$50.00
Army & Navy .....	125.00	125.00	125.00	89.50
Atlantic City (Bally).....	150.00(6)	140.00	150.00(4)	150.00(2)
	175.00	150.00(4)	175.00(3)	175.00(2)
		165.00		
		175.00(2)		
Basketball Champ (Chicago Coin).....	250.00	250.00	175.00	250.00
Batting Practice .....	65.00	89.50	65.00	89.50
Beach Club (Bally) .....	325.00(2)	300.00	325.00	295.00
	355.00(2)	355.00(2)	325.00(2)	325.00(2)
	360.00	375.00	360.00	355.00
			375.00	375.00
Beauty (Bally) .....	265.00(2)	265.00	200.00	265.00
	275.00(2)	275.00(3)	275.00(3)	275.00(3)
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	59.50	59.50
Bright Lights (Bally).....	60.00	70.00	49.50	50.00
	90.00	65.00	75.00(2)	75.00
			90.00	90.00
Bright Spot (Bally) .....	75.00	85.00(2)	75.00	85.00
	90.00	95.00(3)	89.00	90.00
		99.50	95.00(2)	95.00(2)
		59.50	59.50	59.50
Buffalo Bill (Gottlieb).....				59.50
Cabana (United) .....	175.00	175.00(3)	175.00(2)	175.00(2)
			195.00	225.00
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	89.50
Citation (Bally).....	79.50	79.50	79.50	79.50
C.O.D. (Williams).....	95.00	95.00	95.00	95.00
Coney Island (Bally).....	69.50	80.00	75.00	80.00
	85.00	82.50	85.00	95.00(5)
	95.00(3)	99.50	99.50	110.00
County Fair .....		75.00	75.00	75.00
Circus (United).....	150.00	150.00		
Dallas (Williams).....	69.50	69.50	69.50	69.50
Deluxe Baseball (Williams)..	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	79.50	79.50
Double Feature (Gottlieb)...	59.50	59.50	39.00	59.50
Double Shuffle .....	79.50	79.50	79.50	79.50
Dreamy (Williams).....	345.00	355.00	325.00	345.00
Dude Ranch (Bally).....	365.00	365.00(2)	345.00	350.00
	375.00(3)	375.00	365.00	375.00
			375.00(2)	375.00
			75.00	75.00
8 Ball .....			75.00	75.00
Fairway .....	95.00	95.00	95.00	95.00
Floating Power (Genco).....	49.50	49.50	49.50	49.50
Flying High (Gottlieb).....	129.50	145.00	129.50	129.50
400 (Genco).....	65.00(2)	69.50	50.00	65.00(2)
			69.50	69.50
Football (Chi Coin).....				39.00
Four Horsemen (Gottlieb)...	79.50	99.50	79.50	99.50
Frolic (Bally) .....	225.00(2)	195.00	225.00	195.00
			225.00	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).....	59.50	45.00	59.50	45.00
Golden Nuggett (Genco)....				50.00
Grand Champion (Williams)..	110.00	110.00	110.00	99.50
Green Pastures (Gottlieb)...	195.00	195.00	195.00	195.00
Guys-Dolls (Gottlieb).....	135.00	135.00		135.00
Happy Days (Gottlieb).....	109.50	109.50	109.50	109.50
Havana .....	395.00	325.00	395.00	395.00
		415.00	395.00(2)	425.00
			425.00	425.00
Hawaiian Beauty (Gottlieb)..	235.00	235.00	235.00	225.00
Hayburner .....	75.00(2)	69.00	75.00(2)	69.00
Hit 'n' Run (Gottlieb).....	109.50	79.00	109.50	79.00
			109.50	109.50
Holiday .....	70.00	75.00	60.00	75.00
Ice Frolics .....	400.00	410.00	400.00	410.00
	415.00	425.00(2)	425.00(2)	425.00(2)
	425.00(2)	445.00	440.00	445.00
Jockey Specials (Bally).....	54.50	45.00	54.50	45.00
Joker (Gottlieb).....	89.50	89.50	89.50	89.50
Jumping Jack (Genco).....	100.00	100.00	100.00	100.00
Knock Out (Gottlieb).....	79.50	79.50	55.00	79.50
Lazy Q .....	175.00	175.00		139.50
Leader (United) .....	65.00	75.00(2)	49.50	65.00
	95.00	75.00	89.00	75.00
		85.00	95.00	95.00
Long Beach (Williams).....	65.00	95.00		95.00
Lovely Lucy (Gottlieb).....				195.00
Lucky Inning (Williams)....	59.50	59.50	59.50	59.50
Mexico .....		425.00	470.00	
Minstrel Man .....	65.00	65.00		
Monterrey (United).....	49.50	49.50	49.50	49.50
Mystic Marvel (Gottlieb)....	195.00	195.00	195.00	195.00
Oklahoma (United).....	69.50	69.50	69.50	69.50
Olympics .....				75.00
Palisades (Williams).....	\$110.00	\$110.00	\$110.00	\$99.50
Palm Beach (Bally).....	150.00(3)	140.00(2)	140.00	145.00
	175.00(2)	150.00(2)	150.00(3)	145.00
		175.00(2)	175.00(2)	150.00(2)
		375.00	395.00(3)	175.00(2)
Palm Springs (Bally).....	395.00(2)	395.00(2)	395.00(4)	400.00
	410.00(2)	410.00	450.00	425.00
		450.00	450.00	450.00
Paradise (United).....	49.50	49.50	49.50	49.50
Pin Wheel (Gottlieb).....	165.00	165.00	195.00	175.00
Pikes Peak .....	18.50	18.50	18.50	18.50
Poker Face (Gottlieb).....	135.00	135.00	135.00	135.00
Puddin' Head (Genco).....	54.50	54.50	54.50	54.50
Quarterback (Williams)....	75.00	75.00	65.00	75.00
Queen of Hearts .....				110.00
Quintette .....	125.00	125.00		125.00
Rag Mop (Williams).....	89.50	89.50	89.50	89.50
Rio (United).....	345.00	365.00	345.00	385.00
Roadeevo (United) .....	49.50	49.50	49.50	49.50

	Issue of Sept. 11	Issue of Sept. 4	Issue of Aug. 28	Issue of Aug. 21
Sally (Chicago Coin).....	49.50	49.50	49.50	49.50
Saratoga .....	49.50	49.50	49.50	49.50
Screwball (Genco) .....	49.50	49.50	39.00	49.50
Shanty Town (Exhibit).....			39.00	39.00
Shindig .....	165.00	165.00	165.00	165.00(2)
Shoo Shoo (Williams).....			55.00	55.00
South Pacific (Genco).....			39.00	39.00
Special Entry (Bally).....		49.50	49.50	49.50
Spot-Lite (Bally).....	75.00	85.00(3)	69.50	75.00
		95.00(2)	75.00(2)	85.00(2)
			85.00(4)	75.00
		89.00	95.00(2)	85.00(3)
		85.00	125.00	95.00(2)
Stars (United) .....	85.00(2)	85.00	85.00	120.00
	115.00		125.00	85.00
Stardust (United) .....	49.50	49.50	39.00	49.50
Struggle Buggy .....	165.00	165.00		139.50
Summertime (United) .....	49.50	49.50	49.50	49.50
Super World Series (Williams) .....	195.00	195.00(2)	195.00	195.00
Sweep Stakes (Williams)....			75.00	75.00
Tampico (United) .....	69.50	69.50	69.50	69.50
Tahiti (United) .....		195.00	300.00	245.00
			295.00	300.00
			300.00	325.00
Tennessee (Williams).....	49.50	49.50	49.50	49.50
Texas Leaguer (Keeney).....	69.50	50.00	69.50	69.50
Three Feathers (Genco).....	54.40	54.50	54.50	54.50
Three-of-a-Kind .....	18.50	18.50	18.50	18.50
Three Musketeers (Gottlieb)..	69.50	69.50	69.50	69.50
Thrill (Chicago Coin).....	49.50	49.50	49.50	49.50
Times Square .....				69.50
Tropic (United).....		240.00	260.00	275.00
			295.00	295.00
			295.00	295.00
Tumbleweed (Exhibit).....	74.50	74.50	74.50	74.50
Turf King (Bally) .....	45.00	109.50	45.00	109.50
			109.50	109.50
Twenty Grand (Williams)...				59.50
Utah (United) .....	74.50	74.50	74.50	74.50
Virginia (Williams).....	49.50	49.50	49.50	49.50
Yacht Club (Bally).....	185.00	215.00	185.00	200.00
		220.00	195.00	200.00
		225.00(2)	225.00(3)	225.00(3)
		245.00	250.00(3)	250.00(3)
		250.00(2)		250.00(3)
Zingo .....	65.00	65.00	65.00	65.00

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PALM BEACH .....	\$140
FROLIC .....	195
ATLANTIC CITY .....	150
BRITE SPOT .....	75
CONY ISLAND .....	80
SPOT LIGHT .....	75
UNITED ABC .....	45
ZINGO .....	40
LEADER .....	40
STARS .....	40
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**GOLF BALL SLOT CAUGHT AT CLUB**

PHILADELPHIA, Sept. 11.—A golf ball slot machine that had been around the Old York Road Country Club, Abington Township, so long it had come to be regarded as "a piece of furniture," was confiscated here recently as a gambling machine.

Wally Paul, golf pro at the club, was fined for having the quarter slot machine that paid off in golf balls. Paul said the machine was in the pro shop when he took over eight years ago.

At the time of confiscation the machine contained \$105 in quarters and \$401 in bills given in change for quarters.

**Mfr. Five Years**

Continued from page 79

machine is to dispense food to the public, it must be neat, trim and pleasing to the eye.

**Russell Wright**

Bond also felt that a top designer should design such a machine, so he hired Russell Wright for the job. The three-column unit was so well designed that it was cited by Life magazine and not one modification was required in five years.

The price was high for a bulk vendor—\$29.50, while one-column units were selling for \$5 or \$8. But Bond believed that price was relatively unimportant compared with earning power, that an attractive vendor could get locations were others would fail.

In five years he sold 30,000 Snacks units, as the list price rose to \$33.50 by 1940. During this time Trimount was also making a single-column tab gum vender for attachment to cigarette or food venders.

**Cookie Vender**

In 1940, Trimount came out with a five-column cookie vender, and a working agreement with the National Biscuit Corporation. Trimount machines, bearing the NBC trademark, were placed on location in the New York subway system. However, the low profit margin to operators hindered the development of the vender, said Bond.

Trimount also made a dummy display front for bulk venders, so that the globe always appeared filled, even tho the vender was half empty. This allowed operators to put less supplies on slower stops, thereby cutting down on spoilage, while still enhancing the appearance of the vender.

By 1941, when World War II put a halt to further production, Bond decided to retire from the manufacturing business and devote full time to distributing.

For a first venture into manufacturing tho, and for a five-year period, Trimount left a mark on the industry by showing that selectivity is an important factor in bulk vending.

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Most exciting amusement machine introduced in years... now earning amazing profits on location. Appeal for both adults and children... tests skill, reflexes and grades performance. Is highly competitive and lots of fun too.

Driver sits behind real steering wheel, inserts coin, and he's on the road with a feeling of actual driving. Road swings in unpredictable fashion, scenery and cars sweep by. At end of one minute driver is rated from "creeper" to "wizard"

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Exhibit RUDOLPH \$325  
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Roovers METAL TYPER, Late Model 195  
BSKTBALL CHAMP. 175  
EX. JET GUN 175  
GUN PATROL 155  
Seeb. SHOOT THE BEAR 155  
EX. 6-SHOOTER 135  
SPACE GUN 145  
TELEQUIZ & FILM 125  
EX. SILVER BULLETS 115  
Mercury 13-WAY 85  
ATHLETIC SCALE 85  
Chicoin PISTOL PETE 85  
Chicoin GOALEE 75  
RIFLE RANGE RAY GUN 65  
Seeb. CHICKEN SAM ZINGO 65  
EX. CARD VENDOR 49

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Colorful! Exciting! New Point Credit Feature and Scoring Thrills! Surprise Scoring Feature. New Match Frame Appeal! Many other Sensational play-creating features!  
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**UNITED—MATCH**  
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ACE, 10c 450  
TEAM, 10/25c 395  
LEADER 395  
IMPERIAL 345  
CLASSIC 265  
CLOVER 235  
STAR 10TH FRAME 175  
STAR 6 PLAYER 135  
OFFICIAL 115

**UNITED—REGULAR**  
CHIEF \$385  
ROYAL 325  
OLYMPIC, Jumbo Pins 259  
OLYMPIC 249  
CASCADE 195  
SUPER 6 PLAYER 125  
DELUXE 6 PLAYER 95  
6 PLAYER w/form. 75  
5 PLAYER w/form. 65

**CHICAGO COIN**  
SUPER FRAME BOWLER, 10/25c \$395  
ADVANCE 325  
CROWN (Match) 265  
TRIPLE SCORE 245  
DOUBLE SCORE 210  
SIX PLAYER 85

**KEENEY**  
BONUS (Match), 10/25c \$365  
PACEMAKER 315  
DOMINO (Match) 215  
CARNIVAL 195  
CLUB 10 PLAYER 145  
TEAM 10 PLAYER 135  
6 PLAYER, Jumbo pins, form. top 885  
6 PLAYER, jumbo pins 75  
BIG LEAGUE BOWL, jumbo pins 65

**UNIVERSAL**  
HIGH SCORE BOWL 545

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United NEVADA  
"First-Conditioned"

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ICE FROLICS 425  
DUDE RANCH 355  
BEACH CLUB 245  
BEAUTY 265  
PALM BEACH 175  
ATLANTIC CITY 150  
CONEY ISLAND 95  
BRIGHT SPOT 95  
BRIGHT LIGHTS 85

**UNITED**  
RIO \$365  
LEADER 75

**WILLIAMS**  
LONG BEACH 65

**COUNTER GAMES**  
KICKER & CATCHER \$29  
ABT CHALLENGER 25  
POP-UP 24  
PLAY POKER 19  
BEST HAND 19

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Joe Kline & Wally Finkle  
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

**ONE MORE BOP, NO MORE POP**

MIAMI, Sept. 11.—Postmaster Samuel Valliere warned that soft drink vending machines in the Federal Building will be removed if users aren't more careful with the bottles.

A post office patron recently was bopped on the head by a pop bottle which fell or was thrown from a window on the second or third floor of the building.

"Such carelessness," said Postmaster Valliere in a directive, "on the part of the person responsible for this accident could very well result in a suit against the government."

In short, one more bop—and there'll be no pop.

**Silver-King Unveils**  
Continued from page 66

City; L. M. Crotty, Virginia, West Virginia, Maryland, Delaware, District of Columbia; Alton Webber, North Carolina.

W. E. Jefferson, South Carolina; Larry E. Gardner, Georgia; Royce Riddle, Florida; J. N. Parsons, Alabama; C. J. Lambert, Texas; Charles Williams, Tennessee; Ray Authement, Louisiana; Tom Jordan, Mississippi; Buenos C. Blunk, Missouri; Edward Momet, Iowa; Robert Snyder, Oregon, Washington, Idaho, and J. J. McCloskey, Arkansas, Oklahoma, Kansas, Colorado.

PHILADELPHIA, Sept. 11.—Net earnings of 20 cents a share for the nine months ended June 30 were announced by the Charles E. Hires Company.

Net earnings for the nine months totaled \$77,532. Earnings for the quarter ended June 30 amounted to \$185,397, equivalent to 47½ cents per share. These earnings are sufficient to offset completely the deficit of \$135,742 incurred during the fall and winter months.

In the comparable quarter last year earnings were \$88,883 and a net loss of \$50,947 was reported for the similar nine-month period.

**New 1c Model**  
Continued from page 66

run of 30 machines—half new models—being made on 15 Waukegan busses for the North Shore System had shown the new models stood up well. He said that sales results were even better than on the CTA busses because units were placed only on busses with heavy traffic in Waukegan, whereas machines were placed on Chicago busses without regard to traffic.

Howe indicated that future plans for penny gum machines on busses include placing them on busses in Racine; Rockford, Ill., and Kenosha, Wis.

**Pepsi Int'l Names Winter Exec V-P**

NEW YORK, Sept. 11.—Pepsi-Cola International elected Henry M. Winter executive vice-president, William B. Forsythe, board chairman, announced this week.

Winter was named vice-president in charge of commercial operations of Pepsi-Cola International and a director in January, 1954.

Having joined Pepsi-Cola in March, 1941, Winter was formerly assistant manager in the export division.

Pepsi-Cola International is a wholly-owned subsidiary of Pepsi-Cola Company, conducts all Pepsi-Cola operations outside North America.

**Figures Lie**  
Continued from page 66

deaths shooting upward at the same frightening rate.

"However," Cooley said, "you can make a similar chart showing that the cost of living has increased in about the same proportion as has male lung cancer. A debater might argue that four times as many men now have cancer because coffee now costs \$1.20 a pound, as against 30 cents a pound in 1930."

By the same token, he pointed out, life expectancy has risen with the increased use of cigarettes.

**A-P Control Buys Milwaukee Valve**

MILWAUKEE, Sept. 11.—A-P Controls Corporation, manufacturers of controls and meters for vending machines, bought all outstanding stock of the Milwaukee Valve Company.

A-P announced it would operate the company as it has been, continuing the manufacture of brass and aluminum valves for gasoline, oil, chemical, heating and aviation industries.

A total of 75,000 square feet of floor space is contained in its factory and office. The firm presently employs 150 persons.

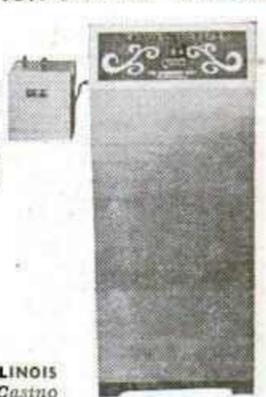
Sales will be made thru the same jobber and manufacturer distribution channels, A-P announced.

**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

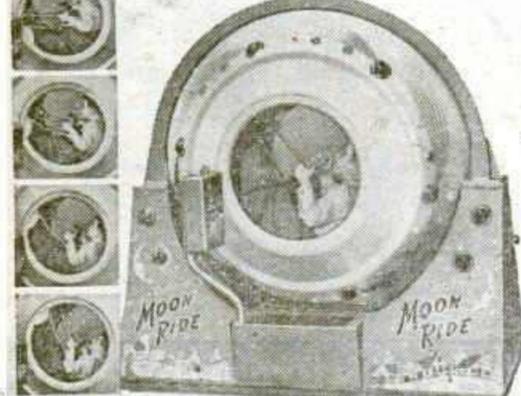
**TAYLOR and COMPANY**  
4848 WEST 25TH STREET CHICAGO 50, ILLINOIS  
Largest Suppliers of Everything for the Casino



**Bally MOON-RIDE**  
FASTEST MONEY-MAKER  
EVER BUILT IN KIDDY-RIDE CLASS

"Flying Saucer" Fuselage Spins Round and Round  
Cockpit Swings Back and Forth, Up and Down

Another version of the oldest, greatest kiddie ride in history—the ever popular swing—Moon-Ride gets immediate attention on location, gets repeat-riding day after day, month after month, gets biggest, best rides profit ever earned in kiddie ride field. Get your share of the Moon-Ride money! Get Moon-Ride on your location now!



**FLASHY EYE-APPEAL**  
Silver saucer, blue base, flashing lights, turn and rotate with cockpit spaces.

**SPACE-GUN SOUND-EFFECTS**

**POSITIVELY SAFE**  
ADJUSTABLE RIDE-TIME

**ALL-METAL CONSTRUCTION**

**NATIONAL COIN-MECHANISM**  
24 OR 25¢ COIN, 10, 12 OR 2000  
RETRACTABLE CASTERS

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

**THE MARKET PLACE**  
for the  
**COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

**CLASSIFIED ADVERTISING**

**ADVERTISING RATES**

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
RATE: 15¢ a word—Minimum \$3.00.  
CASH WITH ORDER

**DISPLAY CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATE: \$1.00 a line—\$14.00 per inch.  
CASH WITH ORDER (unless Credit has been established.)

**IMPORTANT INFORMATION**  
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.  
When using a Box Number in Care of The Billboard allow for 6 additional words.  
On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:  
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

**IMPORTERS**  
You SHOULD BE DOING BUSINESS WITH  
**TRIMOUNT**  
THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

Trimount has New England's largest stock of used phonographs, including SEEBURG SELECT-O-MATIC M100A. Also Seeburg 46, 47, 48; Wurlitzer, AMI Models B and C and Rock-Olas.

Trimount offers all types of 5 Balls and Arcade Equipment.

Every machine is guaranteed mechanically and electrically perfect—all have been completely reconditioned.

Trimount has New England's largest parts department and finest service department.

Export Shipping Department specially packs equipment to insure delivery in perfect condition.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

**Remember IN NEW ENGLAND IT'S TRIMOUNT!**

**TRIMOUNT**  
40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. Liberty 7-9800

**Business Opportunities**

COMPLETE ARCADE OR SINGLE MACHINE. Also Mangle Lead Shooting Gallery. Closing store September 26. Arcade Amusement Corp., 1145 Sixth Ave., N.Y.C. se18

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp. 190A Duane St., New York City se18

CALELENI 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

FOR SALE—ESTABLISHED POKERINO and Arcade combined, including property; completely equipped; fastest growing section of New Jersey coast; price, \$60,000. Beacon Amusements, Inc., Beach Haven, N.J. se18

**Routes for Sale**

BALL GUM-CHARM ROUTE-SALE—OVER 600 Victor, Acorn, Northwestern, 60 stands. Augusta, Savannah and Charleston area. Price \$16,000, 2/3 down. For more information contact Box 365, The Billboard, Cincinnati 22, O. oc2

JUKE BOX GAME ROUTE—ALL VERY late equipment. Two late Trucks. Route located in Middle West. Average take \$4500 per month. Easy terms. Ill health forces sale. Box M-84 c/o Billboard, Cincinnati 22, Ohio. oc2

JUKE BOX-GAME ROUTE—NORTHERN California; \$30,000, easy terms. Average take \$3000 month; ill health forces sale. Write or wire, P. O. Box 531, Crescent City, Calif. oc9

FOR SALE OR TRADE—25 POP CORN SEZ 10¢ vendors, good condition, \$49.50 each, or will trade for Ball Gum, Charm or Candy vendors. Make us a trade. C & W Music Co., 62 Biltmore Ave., Asheville, N.C.

FOR SALE—ROUND THE WORLD TRAINER excellent shape, \$625; Seeburg Shoot the Bear, \$145; Seeburg Coon Gun, excellent shape, \$475; Genco Night Fighter, \$175; Invader, \$195; Sky Gunner, \$175; Silver Gloves, \$120; C. C. Pistol Pete, \$65; 3 Bright Spots, \$75 ea.; 3 Coney Islands, \$90 each; 2 Atlantic Cities, \$120 ea.; 2 Dude Ranches, \$345 ea.; 2 Rios, \$345 ea.; 1 Tropic, \$280; 4 Seeburg 100-C's, \$650 ea.; Photomatic, very good shape, in operation now, \$575. One-third deposit; balance C.O.D. Donald Zak, 1816 Walnut Avenue, Las Vegas, Nevada.

FOR SALE—350 COIN-OPERATED HOTEL Radios, steel cabinet, also 75 under pillow speaker hospital radios. P. O. Box 151, Holyoke, Colo.

QUITTING—SACRIFICE. 2 ABT CHALLENGERS each, \$12; 1 Skill-Thrill, \$10; 1 Pike Peak, \$7.50; 1 Grip-Vue, \$4.50. All for \$40. All clean, work good, off location. Box 52, Wellsville, Mo.

**Used Coin-Operated Equipment**

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. What have you to sell.  
MACK H. POSTEL  
2952 Milwaukee Ave Chicago 18, Ill.  
ADVANCE 25¢ MACHINE, \$15—ROCK BOTTOM; freight prepaid, merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. oc16

**SANITARY VENDING MACHINE HEADQUARTERS**

"Spare" sanitary napkin vendors; DAV razor blade vendors, 21-F's, Advance 23C's, National #5, National #15 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.  
NATIONAL SANITARY SALES  
Dept. B-9, 4307 W. Lawrence Ave., Chicago 30

**Parts, Supplies & Services**

COIN OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. oc16

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust se25

STAMP MACHINE FOLDERS DIRECT from our factory; low prices. Braun Mfg. 171 E. 52d St., New York, N.Y. oc16

Box 1155 Abilene, Texas  
BASEBALL BATTING MACHINE—PITCHING Pete, cost \$250, used little, \$125. Shooting Range compressor, three ABT Guns, \$200, or will trade for Arcade Machines. Wee Tee Golf, 5205 Monroe, Toledo, Ohio.

CIGARETTE MACHINES—6 COLS. ROWE Imperial, \$45; 12 cols. E. Uneda Pak, \$60; 9 cols. 500 have-a-Pa, \$60; 7-50 National, \$62.50; 7 cols. VD DuGreniers, \$55; 9 cols. WD DuGreniers, \$57.50. These machines have just been pulled from location, all set on quarter operation and have at least one King Size Column; one-third deposit with order, bal. c.o.d. f.o.b. Phila. Central Vending Machine Service Co., 3967 Parrish St., Phila., Pa. Evergreen 6-4244.

**Wanted to Buy**

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

THE FOLLOWING MACHINES ON OR OFF location: 21-F's, Ball Gum, and Scales. Box M-85, c/o Billboard, Cincinnati 22, Ohio. se18

WANT TO PURCHASE JUKE BOX-SHUFFLE Alley route in the South or West for cash plus terms. Write to Dwayne Atwill, 1008 Clayton, Artesia, New Mexico. se25

### EDUCATIONAL PINBALL GAME

HOUSTON, Sept. 11.—A pinball game—one that registers 50 combinations of Social Security payments—is now in use for educational purposes by the Social Security Administration.

The game was built by Arthur E. Busby Jr., field representative for SSA, and its flashing lights show combinations of retirement and survivor benefits provided by the Social Security Act, completing the full 50 in 12 minutes.

The legal pinball is on display in the National Bank of Commerce in Houston.

### Big Tourist Trade Boosts Park Play

DENVER, Sept. 11.—A record tourist year has resulted in sales increases at the Arcades of Elitch's Gardens, amusement park here, for 1954, according to Bob Lindville, Denver Amusement Company.

Lindville is dividing his time equally between the big amusement park Arcade and Denver Amusement Company's headquarters in the downtown area.

The addition of new coin equipment and a string of name bands at the Elitch Gardens' Trocadero ballroom has brought in volume which will probably exceed the 1953 season.

### New Bally Poster Shows In-Line Game Feature

CHICAGO, Sept. 11.—Bally Manufacturing Company distributors have received a two-color display poster which illustrates the new in-line features of the company's Variety five-ball game.

The poster shows how card numbers on the backglass of the game can be moved up and down for better in-line scores by the player.

To emphasize this, a man is pictured looking rapidly up and down at two bathing beauties seated at higher and lower levels on a cliff.

### Lion Mfg. Corp. Names Alder Chief Engineer

CHICAGO, Sept. 11.—Lion Manufacturing Corporation this week named Harold J. Alder chief engineer to color television development.

Lion is a manufacturer of electronic components, and is associated with Bally Manufacturing Company, amusement game manufacturers in this city.

## SHUFFLE GAMES

	Issue of Sept. 11	Issue of Sept. 4	Issue of Aug. 28	Issue of Aug. 21
Advance Bowler (Chicago Coin).....	325.00(2) 355.00 365.00	\$275.00 355.00 365.00 385.00	\$355.00 365.00 385.00	\$350.00 365.00 385.00 395.00(2)
Big League Bowler, 4 player (Keeney) .....	65.00w/p	65.00	65.00	65.00
Bonus Bowler (Keeney).....	349.50 350.00 365.00 375.00	375.00(2)	375.00(2)	375.00(2)
Bowl-a-Ball (Chicago Coin)...	100.00			135.00
Bowl-a-Matic (Universal)...	325.00	325.00	325.00	325.00
Bowling Alley (Chicago Coin)...	39.50	39.50	39.50	
Carnival Bowler (Keeney)...	195.00(2) 200.00	205.00	215.00	215.00
Cascade Shuffle Alley 6 player (United).....	175.00 195.00(2) 200.00 210.00 229.50 235.00	195.00 200.00 210.00 215.00 229.50 240.00	195.00 200.00 210.00 215.00 229.50	195.00 210.00 215.00 225.00 229.50 235.00 240.00
Classic Shuffle Alley, 6 player (United) .....	250.00 260.00 265.00 269.50	250.00 265.00(2) 269.50 275.00	265.00(2) 269.00 269.50 275.00	265.00(2) 269.50 270.00(2)
Clover Shuffle Alley, 6 player (United) .....	195.00 200.00 225.00(2) 235.00 249.50	225.00(2) 239.00 245.00 249.50 250.00	195.00 225.00(2) 249.50 250.00	225.00(2) 235.00 249.50 250.00 255.00(2) 275.00(3)
Club Bowler, 10 player (Keeney) .....	145.00 150.00	175.00	175.00	185.00
Criss-Cross Bowler (Chicago Coin).....	365.00	400.00	400.00	400.00
Crown Bowler (Chicago Coin)	230.00 265.00 275.00 285.00	230.00 235.00 275.00	230.00 275.00(2)	230.00 250.00(2) 255.00 275.00 285.00
Deluxe League Bowler (Keeney) .....	80.00		85.00	
Domino Bowler (Keeney)....	195.00 215.00	215.00	225.00	235.00
Double Score Bowler 10th Frame (Chicago Coin)	190.00 195.00 210.00 220.00	200.00 220.00 239.00	195.00 220.00 239.00	140.00 220.00 225.00 239.00
Five Player Shuffle Alley (United) .....	25.00 55.00 60.00(2) 65.00 79.50	55.00 60.00(2) 65.00w/p 79.50	60.00(2) 79.50	60.00(2) 65.00w/p 79.50
Four Player (Keeney) .....	25.00 45.00(2)	45.00	45.00	45.00
Four Player Shuffle Alley (United) .....	50.00 69.50	50.00 69.50	50.00 69.50	50.00(2) 69.50
Gold Cup Bowler (Chicago Coin).....	300.00	300.00	300.00	260.00 300.00
High Score Bowler (Universal)	45.00			300.00
High Speed Triple Bowler (Chicago Coin).....				
Hook Bowler (Bally).....	35.00	35.00		
Imperial Shuffle Alley (United) .....	325.00 345.00 349.50 350.00	325.00 349.00 349.50 350.00	325.00 349.00 349.50	325.00 349.50 350.00(2)
League Bowler (United) ....	390.00 395.00	395.00	350.00(2) 395.00(2)	365.00 370.00 375.00 395.00 425.00 395.00(2)
Leader Shuffle Alley (United)	395.00(2)	395.00	395.00	395.00
League Bowler, 6 player (Keeney) .....	60.00		65.00	
Matched Bowler, 6 player (Chicago Coin) .....	125.00	125.00	125.00	95.00 125.00
Name Bowler (Chicago Coin)...	165.00	165.00	165.00	165.00
Official Shuffle Alley, 4 player (United) .....	95.00 100.00(3) 115.00	100.00	100.00 115.00	110.00
Olympics Shuffle Alley (United) .....	225.00 249.00 249.50 259.00w/p 260.00(2) 260.00	249.50 259.00w/p 260.00(2)	235.00 249.50 260.00	245.00 249.50 250.00(2) 260.00 265.00(2) 110.00
Pacemaker Bowler (Keeney)...	250.00 275.00 315.00	300.00 325.00	300.00 325.00	300.00 325.00
Royal Shuffle Alley (United)	295.00 329.00 329.50	329.50	329.50	325.00 329.50
Shuffle Alley, 2 player (United) .....	25.00	25.00		
Shuffle Alley Deluxe (Chicago Coin).....	100.00	100.00	100.00	100.00
Shuffle Alley, 6 player (Chicago Coin).....	40.00 85.00 95.00(2) 110.00w/p	95.00(3) 110.00w/p	95.00(2)	95.00 110.00
Shuffle Alley Deluxe, 6 player (United) .....	50.00 75.00 80.00 95.00(3) 99.50 125.00	80.00 85.00 95.00(2) 99.50 110.00 115.00	80.00(2) 95.00(2) 99.50 115.00	60.00 75.00 80.00 90.00 95.00 99.50 100.00 110.00 115.00
Shuffle Alley, 6 player (Keeney) .....	35.00 65.00 69.50w/p 95.00	65.00 69.50w/p 85.00 95.00	69.50w/p 85.00 95.00	55.00w/p 69.50w/p 85.00 95.00(2)
Shuffle Alley, 6 player (United) .....	50.00 70.00 75.00 75.00w/p 85.00 85.00w/p 89.50 95.00	70.00 85.00 89.50 95.00	70.00 85.00 89.50	70.00 85.00 89.50
Shuffle Alley, 10 player (Keeney) .....	140.00			150.00(2)
Six Player 10th Frame (United) .....	125.00 140.00	125.00	125.00	150.00
Star Bowler (United) .....	125.00	125.00 135.00	125.00 135.00	135.00 145.00
Star 6 Player (United).....	135.00(2) 145.00 150.00	145.00(2) 150.00	145.00(2) 150.00	150.00(2) 165.00
Star 10 Frame, 6 player (United) .....	135.00 175.00 189.50	160.00 175.00 185.00 189.50	150.00 185.00 189.50	150.00 160.00 175.00 185.00 189.50 195.00
Super Frame Bowler (Chicago Coin) .....	395.00	395.00	395.00	395.00
Super Matched Bowler (Chicago Coin).....	145.00	145.00	145.00	145.00
Super Six Shuffle Alley (United) .....	75.00 110.00(2) 115.00 125.00 129.50	110.00(2) 115.00 125.00 129.50	110.00(2) 115.00 125.00 129.50	115.00(2) 125.00 129.50 155.00
Target (Genco) .....	50.00		60.00	
Team Bowler (United).....	395.00 410.00(2) 425.00	410.00 425.00(2)	410.00(2) 425.00(2)	410.00(2) 449.00 450.00
Team Bowler, 10 player (Keeney) .....	100.00 135.00 165.00	145.00	145.00 175.00	145.00
Tenth Frame Special Bowler (Chicago Coin) .....	165.00 185.00 225.00	185.00	185.00	185.00 225.00
10th Frame Super Shuffle Alley (United) .....	140.00 168.50	140.00(2) 165.00(2) 168.50	140.00 165.00 168.50	140.00 145.00 168.50 185.00
10th Frame Bowler (Chicago Coin).....	140.00 150.00	140.00	140.00	140.00
Triple Score Bowler (Chicago Coin) .....	245.00 250.00 260.00 280.00	200.00 265.00	265.00(2) 280.00	265.00 275.00 280.00 285.00

# EXHIBIT'S NEW STAR SHOOTING GALLERY

3 TARGET SET-UPS FOR EACH GAME!

EXHIBIT'S GUNS — PROVEN MONEY-MAKERS — ALWAYS!

LOADED WITH ACTION!

ALL TARGETS RESET WHEN GAME IS OVER

FREE PLAY — MATCH PLAY — DIME RETURN, ETC. (Standard Equipment)

BUILT-IN PLAY SELECTOR (OPERATOR'S OPTION)

SETTING NEW PROFIT RECORDS!

NEW APPEAL!

ABSOLUTELY 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"

### ROCK-OLA 1436 FIREBALL

45 r.p.m 120 Selections

**\$375.00**

Write for Illustrated Catalog of Other Late Model Phonographs

## Shaffer Music Co.

Cincinnati, Ohio 1200 Walnut St. MAIn 6310  
Columbus, Ohio 849 N. High St. KLondike 4614  
Indianapolis, Ind. 1327 Capitol Ave. MEIrose 4-3571

Your ticket to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

### COUNTER GAMES

A.B.T. Challenger, new .....\$55.00  
A.B.T. Skill Gun, new ..... 55.00  
Art Shows, new ..... 49.50  
Advance Shocker, new ..... 22.50  
Bally Line-a-Basketball, new .. 45.00  
Kicker & Catcher, new ..... 35.00  
Stamp Machines, 3 col., new .. 39.50  
Touchdown, new ..... 27.50  
B.A.F. Ball ..... 315.00  
Hit-a-Homer ..... 25.00  
Hunter Gun, new ..... 20.00  
Totalizer ..... 25.00  
Mills Flip Skill ..... 35.00  
Skill Jump, floor size ..... 49.50  
Whirl-a-Ball ..... 22.50

August Bargain List FREE.  
Machines Reconditioned the Munves Way Look and Work Like New.  
32-Page 200 Illustration Catalog Free.

### MIKE MUNVES

577 Tenth Ave. (at 42nd St.)  
New York 36, N.Y. BRyant 9-6677  
42 YEARS SERVICE • EST. 1912

For **PREMIUMS—GIFTS—NOVELTIES—PRIZES—AWARDS—SEND FOR . . .**

. . . our new 1955 catalog featuring name-brand merchandise. Wonderful prizes for shuffle alley operators! Get on our mailing list to receive your copy!

### RAKE COMPANY

708-A Sanson St. 609-A Spring Garden St.  
Phila. 6, Pa. Phila. 23, Pa.  
MArket 7-7428 LOmbard 3-7866

### 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

GIVE TO DAMON RUNYON CANCER FUND

# BEST BUYS of the WEEK!

Bally Coney Island, as is..... \$ 69.50  
 Binks Zipper, Brand New..... 55.00  
 Genco Silver Chest, Brand New..... 125.00  
 Genco 2 Player Basketball..... write

### 5-BALLS

#### -BINGOS-

**UNITED NEVADA**  
**BALLY VARIETY**  
 Palm Springs \$395  
 Dude Ranch .. 365  
 Yacht Club .. 250  
 Beach Club .. 375  
 Beauty .. 275  
 Palm Beach .. 175

**GOTTIEB**  
 Flying High \$129.50  
 Globe Trotter 109.50  
 Happy Days 109.50  
 Hit 'n' Run .. 109.50  
 4 Horsemen 99.50  
 Joker .. 89.50  
 Knockout .. 79.50  
 Double Feat. 79.50  
 3 Musketeers 69.50  
 Bowling Ch. 59.50  
 Buffalo Bill 59.50  
 Double Shuffle 59.50

**WILLIAMS**  
 Screamo, New .. Call  
 Rag Mop .. \$89.50  
 Dreamy .. 79.50  
 Boston .. 69.50  
 Dallas .. 69.50  
 Lucky Innings 59.50  
 Virginia .. 49.50  
 Dew-Wa-Ditty 49.50  
 Saratoga .. 49.50  
 Tennessee .. 49.50  
 Gizmo .. 49.50

**KEENEY-4-PL. Conversion Unit for 12' Shuffleboard \$99.50**

### ARCADE

**Genco Rifle Gallery**  
**AUTO-PHOTO**  
**PITCHING PRACTICE**  
**MIGHTY MIKE**  
**AIR FOOTBALL**  
**AIR HOCKEY**  
**SET SHOT BASKETBALL**  
**RITEWAY 3-D THEATRE**  
**CHI. 6 PL. HOME RUN**  
**EXH. SHOOTING GALLERY**  
 Photomatic, Late..... \$650.00  
 Voice-o-Graph .. 525.00  
 Midget Movies .. 295.00  
 Genco Night Fighter .. 275.00  
 Genco Sky Gunner .. 250.00  
 Ev. Bat-a-Score .. 250.00  
 Ch. Basketball Champ 250.00  
 Photomatic, Pre-War.. 250.00  
 Muto. Drivemobile .. 195.00  
 Shoot the Bear .. 195.00  
 Exh. Jet Gun .. 195.00  
 Telequiz & Film .. 169.00  
 Muto. Flying Saucer .. 159.00  
 Undersea Raider .. 150.00  
 Exh. Foot Ease, Late.. 129.50  
 Goatee .. 119.50  
 Wms. Star Series .. 109.50  
 Chi. Pistol .. 99.50  
 Lite League .. 99.50  
 Exh. Dale Gun .. 94.50  
 Bating Practice .. 89.50  
 Mer. 13-Way Ath. Scale 89.50  
 Scientific Baseball .. 79.50  
 Flash Hockey .. 75.00  
 Wms. Quarterback .. 75.00  
 Exh. Hi-Ball .. 75.00  
 Heavy Hitter & Std. .. 69.50

### SHUFFLE GAMES

**UNITED SHUFFLE TARGETTE**  
**UNITED SPEEDY S. A., HIGH SCORE**  
**UNITED BANNER S. A., MATCH**  
**GENCO 4 PLAYER SKEEBALL**  
 United Team S. A., 3/25e ..... \$425.00  
 United Imperial, Match Score ..... 349.50  
 United Royal, High Score ..... 329.50  
 United Classic, Match Score ..... 269.50  
 United Olympic, High Score ..... 249.50  
 United Clover, Match Score ..... 249.50  
 United Cascade, High Score ..... 229.50  
 United Star 10th Frame ..... 189.50  
 United Super 10th Frame, 6 Pl. .... 168.50  
 United Star 6 Player ..... 145.00  
 United Super 6 Player, S.A. .... 129.50  
 United De Luxe S. A., 6 Player ..... 99.50  
 United 6 Player w/Formica, 7-10 ..... 89.50  
 United 5 Player w/Formica, 7-10 ..... 79.50  
 United 4 Player w/Formica, 7-10 ..... 69.50  
 Chicago Bowling Alley w/Formica ..... 39.50  
 Keeney 4-Player, Big Lighted Pins .. 69.50  
 Universal 18' Bowls-a-Matic ..... 325.00  
 Genco Shuffle Pool ..... 250.00

### VENDERS

**ACORN VENDER, 1c or 5c ..... \$14.95**  
**ACORN 10 COL. TAB GUM ..... 21.95**  
 Mills 8 Col. Candy ..... \$198.50  
 Mills Tab Gum .. 27.50  
 25c Bail-Punt Pen Vender .. 49.50  
 Silver King .. 13.95  
 25c Razor Blade 19.50  
 N.W. 49, 1c, 5c.. 17.35  
 S.K. Hot Nut .. 29.95

### COUNTER GAMES

**Art Show & Film \$49.50**  
**ABT Challenger.. 75.00**  
**Acme Shocker .. 34.50**  
**Texas Leaguer .. 69.50**  
**Gott. 3-Way Grip. 24.50**  
**Pop-Up .. 24.50**

### 1-BALLS

**Turf King ..... \$ 99.50**  
**Champion ..... 89.50**  
**Citation ..... 79.50**  
**Gold Cup ..... 59.50**  
**Special Entry .. 49.50**  
**Jockey Special .. 44.50**

### CIGARETTE VENDERS

**FACTORY REBUILT, 25c, KING SIZE COLS.**  
 Rowe President, 10 Col. or 8 Col. .... \$155  
 National Model 950, 9 Col. .... 145  
 National 930, 9 Col. .... 130  
 Unedapak Model 500, 9 Col. .... 135  
 DuGrenier Model "W", 9 Col. .... 125

TERMS: 1/2 DEPOSIT, BALANCE SIGHT DRAFT OR C.O.D.

**Empire Coin MACHINE EXCHANGE**  
 1012-14 MILWAUKEE AVE. CHICAGO 22, ILL.

**CLOSING OUT GENCO'S "400" \$69.50**

## 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 Sept. 11	Issue of Sept. 4	Issue of Aug. 28	Issue of Aug. 21
ABT Challenger.....	\$20.00 25.00	\$20.00 25.00	\$20.00 25.00	\$20.00 25.00
Barrel Roll (Jennings).....	125.00	125.00	125.00	125.00
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Basketball (Scientific).....				75.00 75.00
Bat-a-Score (Evans).....	165.00 250.00	135.00 150.00	165.00 250.00	135.00 165.00
Bat-a-Score Sr.....	65.00	65.00	65.00	65.00
Best Hand .....	19.00	19.00	19.00	19.00
Big Inning (Bally).....	150.00	150.00(2)	150.00	150.00
Card Vendor (Exhibit).....	49.00	49.00	49.00	49.00
Champion Horse (Bally).....	395.00 400.00	495.00		
Chicken Sam (Seeburg).....	65.00 110.00	65.00	65.00	49.50 65.00
Criss Cross .....	15.00	15.00	15.00	15.00
Dale Gun (Exhibit).....	55.00 94.50	55.00(2) 94.50	55.00(2) 94.50	55.00(2) 94.50 95.00
Deluxe Card Vendor (Exhibit).....	50.00	50.00	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	75.00 100.00	75.00 100.00(2)
Gun Club .....	135.00	135.00		129.50
Gun Patrol (Exhibit).....	155.00 165.00	155.00 165.00	155.00 165.00	155.00 165.00
Heavy Hitter (Bally).....	40.00 69.50	40.00 69.50	40.00 69.50	40.00 69.50
Hi-Ball (Exhibit).....	75.00	75.00	75.00	75.00
Horse Feathers (Williams).....		34.50		
Hot Rod (Bally).....		39.50		50.00
Jet Gun (Exhibit).....	135.00 150.00	175.00 195.00	130.00 175.00	175.00 195.00
Knotty Peaks .....	175.00 195.00	50.00	195.00	50.00
Lite League .....	75.00 99.50	75.00(2) 99.50	75.00 99.50	75.00 99.50
Mercury Counter Gripper.....	20.00	20.00	20.00	20.00
Metal Typer (Harvard).....	150.00			
Metal Typer (Roovers).....	195.00	195.00	195.00	250.00
Metal Typer (Standard).....	275.00	275.00	275.00	275.00
Midget Movies .....	175.00 185.00	175.00 185.00	175.00 185.00	185.00(2) 195.00 295.00
Miss America Boat .....		295.00		250.00
Night Fighter (Genco).....	275.00	275.00 295.00	275.00	275.00
Panoram (Mills) .....	250.00	250.00	250.00	250.00(2)
Pee Wee (Genco).....	20.00	20.00	20.00	20.00
Photomatic (Mutoscope).....	250.00	250.00	250.00	250.00 595.00
Pistol Pete (Chicago Coin).....	85.00 95.00(2)	55.00 85.00	85.00 95.00	85.00 95.00(2)
Pitch 'Em & Bat 'Em.....	99.50	95.00 99.50	99.50	99.50
Play Poker .....	185.00	145.00 185.00	185.00	185.00
Pop Up .....	19.00	19.00	19.00	19.00
Q Ball Pool Table .....	24.00 24.50	24.00 24.50	24.00 24.50	24.00 24.50
Quizzer .....	125.00	125.00	125.00	125.00
Red, White & Blue Guns.....	95.00	95.00	95.00	95.00
Rifle Range Ray Gun.....	20.00	20.00	20.00	20.00
Rudolph the Red Nose Reindeer (Exhibit).....	65.00	65.00	65.00	65.00
Schocker (Acme) .....	295.00	325.00		
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).....	155.00 160.00	155.00 169.00	155.00 169.00	155.00 169.00
Silver Bullets (Exhibit).....	169.00	195.00	195.00(2)	195.00(2)
Silver Gloves (Mutoscope).....	195.00(2)	115.00	115.00	115.00
Silver Skates .....	135.00			145.00
Six Gun Rifle Range (ABT).....				59.50
Six Shooter (Exhibit).....	550.00	550.00	550.00	550.00
Skee Ball (Williams).....	125.00 135.00	125.00 135.00	125.00 135.00	125.00 135.00
Ski Roll (Evans).....	145.00(3)	145.00	145.00	145.00
Skill Gun (ABT).....	150.00	150.00	150.00	150.00
Sky Fighter (Mutoscope).....	95.00	95.00	95.00	95.00
Sky Gunner .....	20.00	20.00	20.00	20.00
Space Invader .....	125.00	125.00	125.00	125.00
Spark Plug .....	75.00	75.00	75.00	75.00
Star Series (Williams).....	109.50	24.50 109.50	75.00 109.50	75.00 109.50
Target Skill Gun.....	18.00	18.00	18.00	18.00
Telequiz .....	110.00 125.00	125.00 169.00	125.00 169.00	125.00 135.00
Ten Strike (Evans).....	169.00			169.00
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	85.00 89.50	85.00 89.50	89.50
Twin Pokerino .....	175.00			
Twin Shoe-Shine .....	150.00	150.00	150.00	150.00
Undersea Raider.....	150.00	64.50 150.00	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

TAG ON TO THESE VALUES FOR INCREASED PROFITS

# DAVIS FULLY GUARANTEED PHONOGRAPHS

**SEEBURG**  
 146.....\$ 99 | 148M.....\$149  
 147..... 119 | 148ML..... 169  
**AMI**  
 D-40 .....\$329 | D-80 .....\$469  
 "A" .....\$129

**WURLITZER**  
 1080 .....\$ 99  
 1015 ..... 125  
 1100 ..... 225  
 H1217 ..... 159

### WANTED TO BUY

**SEEBURG ... M-100A**  
**SEEBURG ... M-100B**  
**WURLITZER ... 1250**  
**WURLITZER ... 1600**  
**WURLITZER ... 1650**  
**WURLITZER ... 1500**  
**WURLITZER ... 1550**

And all other late model phonographs  
**WRITE OR CALL US FOR PRICES**

**32 Stations Pantages Music Equipment Complete, Good Operating Condition. Write for Bargain Price**

Cable Address: "DAVDIS"

### 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  
 Wurlitzer 3025 ..... 9.95  
 Wurlitzer 3025, 5c ..... 5.95  
 Wurlitzer 219 Stepper ..... 14.95  
 Wurlitzer 4204, 104 selection..\$69.00

We Specialize in Export Trade

## DAVIS DISTRIBUTING CORP

Branches in BUFFALO • ROCHESTER • ALBANY SYRACUSE, N. Y.

## SEEBURG FACTORY DISTRIBUTORS

738 ERIE BLVD. E. PH. 75-5194

**WURLITZER 1250 ..... \$265**  
**WURLITZER 1500 ..... \$575**

RECONDITIONED AND REFINISHED LIKE NEW!  
 Terms: 1/2 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

**For Everything You Need in new and used equipment Write for Our Lists**

## DAVID ROSEN

Exclusive AMI Dist. Ea. Pa. 855 N. BROAD STREET PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

### MUST MOVE MILLS PANORAMS

Have 14 Mills Panorams and Projectors—offering at \$200.00 each. Easily worth 25% more because in very good shape.  
**MATTHEW F. EUSTERMAN**  
 100 1st Ave. Bldg. Rochester, Minn.

### WANTED FOR CASH

**United Circus—Frolics—Rodeos—Show Boats—Panorams**  
**HIGHEST PRICES PAID**  
**ADVANCE AUTOMATIC SALES CO.**  
 1350 Howard St. Phone: HEMlock 1-1750. San Francisco 3, Calif.

"THERE IS A DIFFERENCE"

IMMEDIATE DELIVERY ON ALL NEW LEADING FACTORY PRODUCTS

UNITED BOWLERS	DRINK MACHINES	MUSIC
6 Player \$ 85.00	6 Supervends, 3 set 1000-cup capacity, with change makers \$265.00	Packard Wallboxes, each \$ 7.50
6 Player DeLuxe 95.00	6 Sneads, single 10-oz. cup, 1000 capacity 125.00	Mills Constellation, 40 sel. 175.00
6 Player Super 110.00	3 Mills, single drink, 400-cup capacity, with change maker 150.00	Evans Constellation, 40 sel. 240.00
6 Player 10th Frame 125.00	6 Hupp, single drink, 400-cup capacity 110.00	A.M.I. A, 40 sel. 150.00
6 Player Cascade 200.00	3 Bradley Seniors, 2 selections, 1000-cup capacity 225.00	<b>ARCADE EQUIPMENT</b>
6 Player Stars 135.00	6 Revco Ice Cream Cup, #400 Model 125.00	ABT 4 Gun Rifle Range \$550.00
6 Player Stars 135.00	2 Craig Ice Cream Bar 400 Cups 185.00	Bally Big Inning 150.00
4 Player Official 100.00	5 Andico Coffee Venders 395.00	Heavy Hitter 40.00
5 Player 60.00	2 Silver King Coffee 125.00	Goalee 100.00
<b>BINGOS</b>	<b>COUNTER MACHINES</b>	C. Coin Pistol 95.00
A.B.C. \$ 50.00	Zig Zag \$32.50	Evans Bat-a-Score 165.00
Coney Islands 95.00	5 ABT Skill Guns 20.00	Evans Ski-Roll 95.00
Genco 400 65.00	30 ABT Challengers 20.00	Ex. Dale Gun 55.00
Jumpin' Jax 100.00	6 Genco Pee-Wees 20.00	Ex. Gun Patrol 185.00
Stars 85.00	4 Genco Whizz 20.00	Ex. Six Shooter 145.00
Spot Lite 85.00	90 3-Way Grippers 18.50	Genco Basketball Write
Atlantic City 150.00	Shockers, new 24.50	Life League 75.00
Leader 95.00	3 Ship. Art Shows 45.00	Midget Movies, Latest 185.00
Dude Ranch 375.00	50 Three of a Kind 18.50	Q Ball Pool Tables 125.00
Yacht Club 225.00	New Kick. & Catchers 49.50	Quizzes With Film 95.00
<b>USED VENDORS</b>	20 Mer. Count. Grip 20.00	Sci. Pitch'm & Bat'm 185.00
20 N.W. 2-Col. Roll-Type Stamp \$35.00	17 Wizards, 5c 18.50	Twin Shoe-Shine 150.00
10 Atlas Ace 1c Mdse. 6.50	6 Target Skill Guns 18.00	Wurlitzer Skee Ball 150.00
15 N.W. #40 1c Mdse. 6.50	2 Red, White & Blue Guns 20.00	Super World Series 195.00
15 N.W. #39 1c Mdse. Plastic Globe 6.50	2 Criss Cross 15.00	Hayburners 75.00
15 Advance 1c Stick Gum 10.00	3 Pikes Peaks 18.50	Country Fair 75.00
3 Two-Col. Stamp Folder Type 12.50	Zipper Skill 32.50	Standard Metal Typewriter 275.00
2 N.W. 1c-5c Candy-Mdse. 12.00		Panorams 250.00
10 S.K. 5c Hot Nut 15.00		Space Invaders 125.00
1 10c Cigar Vendors 12.00		Wms. Del. Baseball 350.00
3 Col. Daval Roll Stamp 25.00		Bat-a-Score Sr. 65.00
25 Masters 1c & 5c 8.50		Ex. Deluxe Post Card 50.00
5 Advance 1c Gum 8.50		Jennings Barrel Roll 125.00
350 Victor Baby Grands 8.50		Knotty Peaks 50.00
New Sanitary Napkin 22.50		<b>HARVARD METAL TYPER</b> \$150.00
New 3 Col. Shipman Stamp 39.50		Batting Practice 65.00



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.**

2029 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-6715

**EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. IN NORTHERN OHIO**

NEW GAMES — CHICAGO COIN SUPER HOME RUN  
CHICAGO COIN FEATURE BOWLER  
CHICAGO COIN STARLITE BOWLER  
GENCO RIFLE GALLERY  
GENCO BASKET BALL

SALE ON ALL NEW SHUFFLE ALLEYS. WE NEED THE ROOM.

WHOLESALE PRICES

ONE BALLS	SHUFFLE ALLEYS	SHUFFLE ALLEYS
Turt Kings \$45.00	Chicago Coin Deluxe (Drum Scoring) \$100.00	United 4 Player \$ 50.00
<b>PIN BALLS</b>	Chicago Coin Matched Bowler 125.00	United 5 Player 60.00
Hay Burners \$ 75.00	Chicago Coin 10th Frame Bowler 140.00	United 6 Player 70.00
Spark Plugs 75.00	Chicago Coin Super Matched Bowler 145.00	Deluxe 80.00
Gottlieb Poker Face 135.00	Chicago Coin Name Bowler 165.00	United 6 Player Super 115.00
Gottlieb Green Pastures 195.00	Chicago Coin 10th Frame Special 185.00	United 6 Player 10th Frame Super 140.00
Gottlieb Shindig 165.00	Chicago Coin Double Scorer 280.00	United 6 Player Stars 150.00
Gottlieb Mystic Marvel 195.00	Chicago Coin Triple Frame Bowler 220.00	United 6 Player Olympics 260.00
Williams C.O.D. 95.00	Chicago Coin Gold Cup Bowlers 300.00	United 6 Player Cascade 195.00
Williams Grand Champion 110.00	Chicago Coin Advance Bowler 365.00	Keeney 4 Player, Formica Top 45.00
Williams Palisades 110.00	Chicago Coin Crown Bowler 230.00	<b>SPECIALS</b>
<b>BINGO GAMES</b>	Chicago Coin Score Bowler 220.00	Seeburg Coon Gun \$595.00
Bally Beach Clubs \$360.00		(Like New) Write
Bally Palm Beach 150.00		Buckley Track Odds, Non-Coin Write
Bally Yacht Clubs 225.00		Remote Control (Like New) Write
Bally Beauty 275.00		Bink Zipper (New & Used) Write
Bally Coney Island 85.00		
Bally Spot Lite 85.00		
Bally Bright Spot 90.00		
Bally Surf Clubs \$15.00		

1/3 Deposit on All Orders. Every Machine Is Cleaned & Checked. Ready for Location.

**MONROE COIN MACHINE EXCHANGE, INC.**

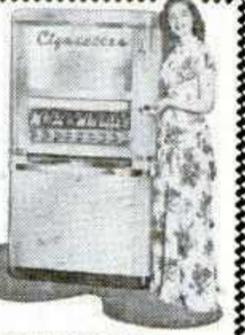
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"America's Finest"

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.

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Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio

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ESTABLISHED 1923

1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio  
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it's the **MOVING TARGETS** that attract the players!

**GENCO'S ALL-LOCATION RIFLE GALLERY**

**BREAKING ALL EARNING RECORDS OF ANY OTHER GUN GAME ON THE MARKET!**

**CONTACT YOUR GENCO DISTRIBUTOR TODAY!**

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

**CENTRAL OHIO SPECIALS**  
New United Shuffle Alleys for Prompt Shipment

"SPEEDY" "BANNER" Sensational—New TARGETTE BINGO GAMES

Ice Frolics	\$400.00
Palm Springs	395.00
Dude Ranch	345.00
Beach Club	325.00
Beauty	265.00
Yacht Club	185.00
Yabara	175.00
Spot Lite	95.00

CENTRAL OHIO COIN MACHINE EXCH.  
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CApital 4-7254

Exclusive Distributors for **BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

**NEW EQUIPMENT—Now Delivering**

Bally Variety	Chicago Coin Holiday Bowler
Bally Jet and Rocket Bowler	Chicago Coin Playtime Bowler
Bally's Complete Line Kiddie Rides	Rock-Ola Comets, 45 RPM, 120 Selection
Exhibit Star Shooting Gallery	Rock-Ola 1442 Hi Fidelity, 50 Selection, 45 RPM

**USED EQUIPMENT—Ready for Location**

MUSIC	SHUFFLE ALLEYS	BINGOS
Rock-Ola 1436 Fireball, 45 RPM, 120 Selection \$395.00	United Imperial \$325.00	Brite Lite \$ 60.00
Rock-Ola 1434 Rockets, 78 RPM, 50 Selection 325.00	United Clover 185.00	Spot Lights 85.00
	Keeney Pacemaker 250.00	Ice Frolics 400.00
	Keeney Bonus Bowler 300.00	Yacht Clubs 250.00
	Chicago Coin Advance Bowler 325.00	Surf Clubs 475.00
	Chicago Coin Criss Cross Bowler 365.00	Hi Fi Write
	Bally Champion Write	Variety Write
	Bally Victory Write	

**Panoram Operators! FOR SALE**

Overhauled Projectors for Spares. We carry a full line of Panoram Parts.

**Phil Gould**  
283 Market St. Newark, N. J.  
Market 2-4275

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Indianapolis, Indiana

# THE GAME TO REVIVE ALL 5-BALL PLAY WITH ROUND-THE-CLOCK EARNINGS!



## Williams BIG BEN

### FEATURING:

- Top Kickout Hole spots lit letter to spell B-I-G B-E-N.
- Spelling B-I-G B-E-N scores 1 replay and lites top Kickout Hole to score additional replays.
- 2 Skill Holes spot lit letters in circle to spell out words T-W-O, T-H-R-E-E, F-O-U-R, or T-W-E-N-T-Y for corresponding number of replays.

- Both Skill Holes and both side Rollovers kick Captive Ball in MIDGET FIELD for "SPECIAL".

2 CYCLONIC SHOOTING RUBBER KICKERS

3 THUMPER BUMPERS

1 FLIPPER



SKILL HOLES and ROLLOVERS kick "captive ball" in midget field. Making A and B in midget field lites up 2 Targets for "SPECIAL".

Making A-B-C in midget field lites 4 Targets for Special. Making A-B-C-D in midget field lites up 6 Targets and all 4 Rollover Lanes in Midget Field for Special.



See Your WILLIAMS Distributor

Williams MANUFACTURING COMPANY



CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

Sensational "CAPTIVE BALL" scoring in the Midget Playfield!

WATCH BIG BEN COLLECTIONS GROW!

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

Our Service Is Quick Efficient and Reliable

In addition to all the latest equipment we have thousands of thoroughly reconditioned machines available for your selection including pin games, kiddie rides, music machines, arcade equipment and alleys.

Cable for Special Price List

Parts and Service Manual Available

INTERNATIONAL AMUSEMENT CO.  
1423 SPRING GARDEN STREET



SCOTT-CROSSE COMPANY  
Rittenhouse 6-7712 PHILADELPHIA 30, PA.

### ILLINOIS-IOWA OPERATORS!

We Are Delivering **LADY LUCK**

Another Gottlieb Hit!

ORDER NOW!

WANTED FOR CASH LATE

**BINGO GAMES**

- ICE FROLICS
- PALM SPRINGS
- DUDE RANCH
- BEACH CLUB
- BEAUTY
- ATLANTIC CITY

### NATIONAL

Coin Machine Exchange  
1411-13 Diversey Blvd. Chicago 14  
Phone: BUckingham 1-6466

## FOR SALE

### Brand New Binks Zippers and Binks Whiz Bowlers

(in original factory cartons) ONLY \$29.50 offered at Sacrifice Prices EACH

CASH IN on this bargain and operate these powerful money makers. Your cost only \$29.50 per game. Further discounts on large orders.

ACT TODAY WHILE THEY LAST!

**AUTO-BELL NOVELTY CO.**

29 West Kinzie St. Chicago, Ill.

## 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

**Allan** SALES, INC.

937 MARKET STREET WHEELING, WEST VIRGINIA PHONE: WHEELING 5472

### SPECIALS!

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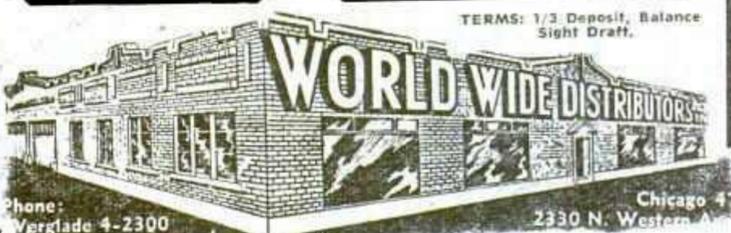
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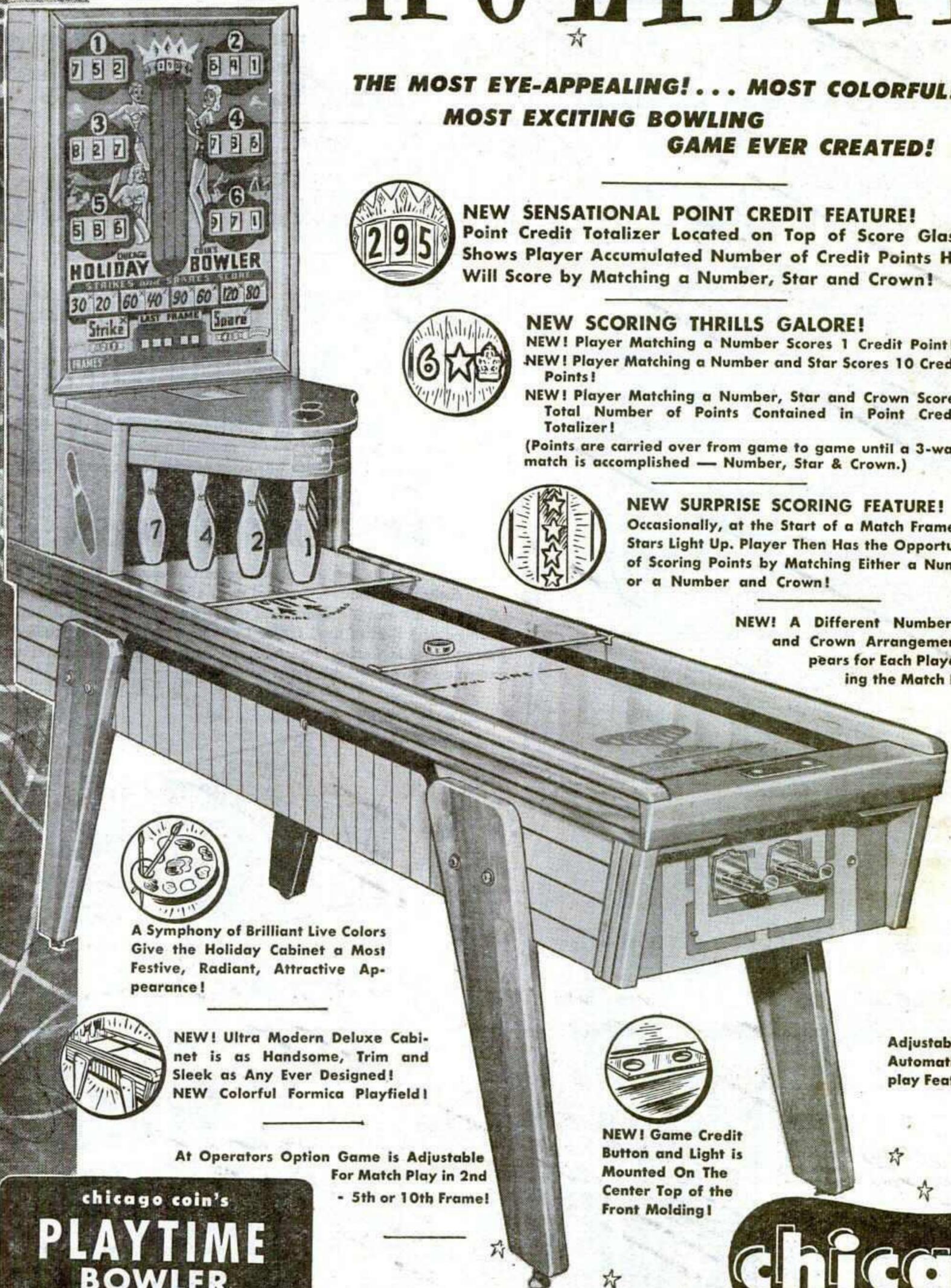
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**NEW SENSATIONAL POINT CREDIT FEATURE!**  
Point Credit Totalizer Located on Top of Score Glass Shows Player Accumulated Number of Credit Points He Will Score by Matching a Number, Star and Crown!



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NEW! Player Matching a Number Scores 1 Credit Point!  
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NEW! Player Matching a Number, Star and Crown Scores Total Number of Points Contained in Point Credit Totalizer!  
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Occasionally, at the Start of a Match Frame All Stars Light Up. Player Then Has the Opportunity of Scoring Points by Matching Either a Number or a Number and Crown!

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Card-numbers actually move  
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Ghost-cards at left show how player moves Card-numbers UP or DOWN. Bright circles are lit numbers. Top card shows all numbers in normal position. Other cards illustrate 3 different ways to straighten out lop-sided line-up by moving first 3 lines of Card UP or DOWN. Players hail Magic-Lines as greatest extra-fun feature in years...and back up their enthusiasm with greatest cash-box approval in years!

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MAGIC-LINES is only one of the money-making features built into Bally VARIETY. All the famous Bally in-line features are combined with Magic-Lines to produce the greatest in-line sensation in history... Super-Cards that score 4-in-line for 3-in-line... Corner Scores... Spot Rollovers... Extra Time Lights... Advancing Scores... Extra Balls... all the play-appeal of BEACH CLUB plus Magic-Lines!

Player Turns Knobs  
to move first 3 lines of card  
**UP OR DOWN**  
for best scoring arrangement

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