

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Music Goes Round In Summer Tents

A Hole in the Ground, Canvas and 100G Put Manager in Business; 10 Turn Profit

By BOB FRANCIS

NEW YORK, Aug. 14. — Five years ago a young man named St. John Terrell got an idea. It wasn't exactly new. Theater-in-the-round, with a centered stage and seats encircling it, had already enjoyed considerable success both indoors and al fresco.

Up to that time, however, such productions had disadvantages. Indoors, the seating capacity was usually too limited to make for profitable grosses, and outdoors always carried the bad weather hazard. Terrell pioneered an improvement on "round" theater which was to set a whole new trend in summer entertainment.

Music Circus

He leased a hilltop in his hometown of Lambertville, N. J., scooped out a hole, put a stage in the bottom, terraced seats around it and capped a tent over the whole thing. He called his operation "The Music Circus" and proceeded to offer a summer season of stock revivals of tried-and-true song-and-dancers.

It was not, however, quite as simple as it sounds. All pioneering calls for trial and error, and it took the Music Circus a good two seasons to get under way and for others to see its possibilities. But Terrell was setting the pace.

In 1951, two similar ventures opened up on Cape Cod, Mass. A year later found another in Highland Park, Ill., and still another at Skineateles, N. Y., while Terrell added a second operation to his string, at Asbury Park, N. J. Two more followed in 1953, one at Sacramento and another at Somers Point, N. J., altho the latter has since fallen by the way-side.

Four This Year

This year, four more entered the field, at Allentown, Pa.; Cleveland; Wallingford, Conn., and Lake George, N. Y. The last, however, has already called it a day. Thus in five years' time, 10 tent operations are scattered over the country as going concerns.

Nor is theater-in-tent confined to musicals. Half a dozen such enterprises which are presenting straight stock are scattered over the hinterlands at Highland Park, Ill.; Jackson, Wyo.; Virginia Beach, Va.; Rhineland, Wis.; Indianapolis, and in Fairmount Park, Philadelphia.

Actors' Equity Association is making a concerted drive to interest civic bodies in establishing more of the same over the country, and the idea has sparked favorable reaction from communities off the beaten track for legit fare. It would seem that a whole new field of legit production is opening up and here to stay.

Canvas Legit In the Works

NEW YORK, Aug. 14.—Alexander White, producer-director of the Town and Country Playhouse, Indianapolis, has sold his interest in the straight stock tent-legit to the Town and Country Playhouse, Inc., the original backers. White will devote his time to organizing similar new projects in behalf of the Stage and Arena Guild.

White's first port of call will be New Orleans. Plans are maturing to open a star stock tent operation there in time for Mardi Gras.

Let's look at what a venture into song-and-dance tent theater entails. It is, of course, impossible to give exact figures, as the size of operations vary from 800 seats to 2,200.

A rough, pre-production estimate calls for from \$75,000 to \$100,000 investment. Depending on quality and construction, a tent, generally 100 by 140 feet, costs from \$8,000 to \$14,000. The new umbrella-type pole, which offers a tremendous visibility value, runs a buyer \$500 to \$1,000 more for this feature. The bill for the hole in the ground, cementing seat tiers, etc., of course, depends on the type of location and local labor costs. Seats for a 1,500-capacity set-up will run about \$6,000, and to this must be added costs for plumbing and electrical material and labor, dressing rooms, box office, storage and work shops and stage lighting and rigging.

Also to be counted in are the rent for the ground and other pre-production expenses, such as insurance, taxes, bonds and managerial set-up. It doesn't take long to tote up a bill which will run around the 10G mark.

Now comes the big question: How profitable is such an operation? Here again it is impossible

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HILDEGARDE TO PARTNER WITH JACK WHITING

NEW YORK, Aug. 14. — Hildegard's new partner will be Jack Whiting when they open at the Hotel Pierre's Cotillion Room next month for a run of at least eight weeks. The act will also include two boys, probably dancers, a conductor and a light man.

The deal for Whiting was made thru Martin Baum, of the Baum-Newborn Agency, and Anna Sosenko representing Hildegard. This will be Whiting's first shot at cafes. He is a veteran musical comedy name who has appeared in several Broadway hit shows and this season held down a top spot in "Golden Apple." Last season Whiting won a Donaldson Award key as The Best Supporting Male in "Hazel Flagg."

Hildegard and Whiting will share top billing in the new act which starts rehearsing early next week in Las Vegas, Nev.

Practically everything will be new—arrangements, music, chatter and production, not to mention the salaries which will come out of the Hildegard weekly check. Hildegard's salary at the Pierre will be about \$4,500, tho an adjustment was made when the original deal calling for her ex-partner, Johnny Johnston, was switched.

Theater TV Breaks Barrier; Makes Big Tracks for 1954

4 Firms Plan 27 Programs; Cull Shows From New Industry Fields

By JACK SINGER

NEW YORK, Aug. 14. — After six years of straining at its leash, the medium of closed circuit and theater television has finally broken thru the fence and has started moving at a swiftening pace.

A sharp increase in closed circuit activity this year has spurred the medium to new life. Its sudden awakening in 1954 is in sharp contrast to its status in any other year. Last year, for instance, which was the most active up to now, only approximately six industrial events and six sports events hit the closed circuit cables.

Most of 1953's industrial shows, it should be noted, reached no more than one city, and five of the sports events were Notre Dame football games.

27 in 1954

By the end of 1954, at least 20 commercial and seven entertainment events will have been closed circuited to a multi-city audience. Only six of the closed circuit commercial shows will

have been put on for a one-city audience.

The greatest strides have been made on the industrial front. Increasing competition among business firms, coupled with their growing awareness of the unique nature of closed circuit TV as a swift, economical and effective method of holding nationwide meetings, resulted in a flood of closed circuit activity. But perhaps even more significant, in terms of public acceptance of the medium, are the developments which are bringing more and different forms of entertainment to the large screens.

An estimated \$1,000,000 has been poured into the medium since January 1 by business firms which have put on a half dozen single city and eight multi-market closed circuit shows thus far this year.

Box Office

Additionally, four more multi-market industrial telecasts are definitely scheduled for the next six weeks by Box Office Television, Inc., one of the four firms in the field, and the one responsible for most of the industrial closed circuit telecasts this year.

BOTV's closest competitor, Theater Network Television, also is lining up a couple of industrial shows for later this year, according to TNT's head, Nathan Halpern.

Most of the industrial closed circuit shows are for the purpose of showing new lines and outlining sales plans to a company's dealers and salesmen thruout the country.

In addition to the approximately 27 industrial and entertainment telecasts already produced or planned for this year, the closed circuit firms are hectically maneuvering behind the scenes to line up new shows, which will swell the total number of closed circuit telecasts even further. It's almost certain that the 1954 figures will be revised upward when the time comes to chalk up the year's total five months from now.

Entertainment

Besides the upsurge of industrial use of closed circuit TV, this year will also see a sharp rise in the medium's use for entertainment. Tho the only such box-office event to be offered to the public by the closed circuit industry thus far in 1954 was the

(Continued on page 15)

Du Mont Has An Advantage

NEW YORK, Aug. 14. — The behind-the-scenes battle between the unions for position in the burgeoning closed circuit industry has given Du Mont the lead over the other networks in at least one sphere of activity.

The International Alliance of Theatrical and Stage Employees has let it be known that it prefers that a IATSE TV camera crew be used for closed circuit shows piped into motion picture theaters. Movie house workers make up a good bulk of the IATSE membership. Du Mont has the only IATSE crew. Cameramen at NBC, CBS and ABC belong to other craft unions.

NEWS OF THE WEEK

National Telefilm Offers Plan To Struggling UHF Stations . . .

National Telefilm Associates has launched a new library plan for distressed UHF stations. The station gets 500 hours of film programming for a nominal fee per hour, and the station splits its profit with the distributor. . . . [Page 2](#)

CBS-TV Film Sales Goes After Daytime TV Film Market . . .

With evening time periods at a premium on TV stations thruout the country, CBS-TV Film Sales is preparing the first major drive to push TV film into the daytime hours, with five new series in preparation. . . . [Page 3](#)

45 r.p.m. Record Hassle also Headache to Music Publishers . . .

The number of aspirins being taken by music publishers these days has jumped considerably. The reason? The hassle between jocks and record firms over the 45 r.p.m. disk. As usual it's the publisher who is in the middle. . . . [Page 18](#)

Pop Record Business Wide Open: Eleven Labels on BB Charts . . .

The sharply competitive situation among the record companies is highlighted in The Billboard's current best-selling pop single records chart. Eleven labels are now represented on the charts, tho Mercury holds the two top spots and Decca's Kitty Kallen has two of the first five. . . . [Page 19](#)

Tape, Recorder Manufacturers Report Big Increase in Sales . . .

The growing strength of tape in the consumer market was spotlighted this week, with both the Ampex Corporation and A-V Tape Libraries, Inc., reporting healthy increases in sales of pre-recorded tape and high fidelity tape recorders this year. . . . [Page 24](#)

Booking Agents' Dilemma: How to Book Record Artists . . .

Skyrocketing of recording stars' personal appearance draw is posing a serious problem for booking agents and artists. The agent wants to keep talent busy, book far in ad-

vance; the talent buyer wants to buy cheaply as possible. An act booked far ahead may, in the meantime, get a hit record, but is committed to his previous price. . . . [Page 48](#)

Eisenhower-Stevenson Appear At Illinois State Fair . . .

The Illinois State Fair, Springfield, opened its 10-day run this week with eyes on a bumper attendance as President Eisenhower and Adlai Stevenson both make personal appearances. Ike will speak Thursday (19) on G.O.P. Day, following Adlai's Democratic Day appearance on the 18th. . . . [Page 52](#)

Ringling Circus Shows Profit Even in Cleveland: Times Change . . .

Ringling-Barnum Circus's long experience of losing money in Cleveland is reversed as its three-day stand proves profitable. Show also tests a new starting time for Sunday performances on the road. . . . [Page 69](#)

Increased Costs Squeeze Many Traveling Outdoor Carnivals . . .

Mounting demands by fairs have shrunk the profit margin of carnivals to where the nation's traveling outdoor shows are threatened with becoming "second class," according to an Eastern show owner. He cites the increasing difficulty of replacing equipment, rides and canvas due to the squeeze of rising prices and decreased earnings. . . . [Page 52](#)

DEPARTMENTS AND FEATURES

Amusement Games	90	Magic	50
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Honor Roll of Hits	30	Television	15
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Legit Routes	49	Vending Machines	84
Letter List	75		

NTA Plan Aimed to Relieve Needy UHF, VHF Stations

Pic Supply Offered at Nominal Fee; Any Eventual Profits Split Later

NEW YORK, Aug. 14. — National Telefilm Associates has launched an elaborate new plan for the relief of distressed UHF and VHF stations.

The new plan is the latest move to come out of the long standing preoccupation with the UHF problem on the part of the Comet interests in NTA: Oliver Unger and Harold Goldman. These two have long maintained that the film distributor will have to take something of a flier on the audience-short UHF stations. They have continually stated that the film industry, if it tries, can help turn the hard pressed UHF stations of today into profitable customers tomorrow.

The essence of the new plan is that the station gets a mammoth supply of film programming for what NTA says is a nominal payment, on the proviso that the station splits any eventual profits on these shows with NTA.

NTA claims to have closed 21 deals of this kind in the past two months and to have another 11 in negotiation.

NTA's complete catalog runs to approximately 500 hours. The firm is writing these contracts for a minimum of 400 hours of film. The minimum length of contract closed so far was said to be one year.

Fee Per Hour

The contract names a specific fee per hour of NTA film. According to Goldman, the resulting price per film on this basis runs to about a third or a fourth of what the show would cost if bought individually.

The pay-off for NTA comes when spots or sponsorship are sold by the station on the NTA film. The station's rate and NTA's rate are subtracted from what the advertiser pays, and the station and NTA split that difference 50-50.

An example of the money arrangement in this plan might have a station paying \$100 an hour for 500 hours of NTA film. If the contract were for a year, it would have the station paying NTA \$50,000 in 12 monthly installments.

If the station's half-hour Class A card rate should be \$150, and it should sell sponsorship of one of the half-hour series in the NTA library for a total of \$300, the

station would pay NTA another \$50 a week above the amount named in the contract.

This plan emerged from discussions between Goldman, who is sales vicepee of NTA, and John Scheuer, manager of UHF station WTVI, Belleville, Ill., beginning in NTA's exhibit room at the National Association of Radio and TV Broadcasters convention in Chicago the last week in May. The theme of NTA's exhibit was "500 Golden Hours of Programming." The theme of the Goldman-Scheuer conversation apparently was: how WTVI could afford the whole NTA catalog.

Scheuer Wires

After the convention, Goldman flew out to St. Louis and spent an entire day closeted with Scheuer. The station manager was so happy about the resulting deal that he wired about 50 other UHF stations about it.

Goldman has been studying ways of giving a film boost to struggling UHF stations for at least six months. Before Com-

et's merger with NTA, Unger then president of Comet Television Films, sent a letter to practically every station offering any film in the Comet library at any price the manager could see his way clear to pay. The effectuation of this gesture was blocked when Unger and Goldman got immersed in merger negotiations.

Since then they have decided that it is not only the UHF stations that can use such an arrangement. Goldman said that 13 of the library deals closed so far are with VHF stations. The proposition is actually being made industry wide. But it is mainly the station that has been pressed for revenue that is expected to take it up.

Unger, now exec vicepee of NTA, has been on the West Coast for the past few weeks negotiating for new product. In its library NTA now has over 150 features including "DOA" and "Champagne for Caesar," as well as a number of series, including "China Smith," "Orient Express" and "The Passerby."

ABC Returns Option Times to Stations

Move Would Permit Affiliates to Slot Top Syndicated Films Into Key Hours

NEW YORK, Aug. 14.—Reversing the NBC-CBS trend toward network use of what was formerly station option time, ABC-TV is getting set to turn back to stations two hours of its evening network option time. The move would clear the decks of open time slots which ABC has little chance of selling in the face of particularly strong stanzas slotted in the same periods on the other webs.

The ABC-TV time periods involved are: Tuesday, 8-8:30; Wednesday, 10-10:30; Friday, 10-10:30 and Sunday, 6:30-7.

Among the advantages the network gains from the move, according to ABC-TV executive feeling, is (1) it creates good will among the stations; (2) gets the web off the hook; on putting on a sustaining show; and (3) permits the stations to program top-rated syndicated film shows which

would achieve higher ratings than a network sustainer.

The last factor is important to the web because two of the four time periods are followed by network shows. A high local rating, such as can be achieved by a strong film show, would result in a larger audience being inherited by the network show that follows.

In turning the time back to the stations, the web is taking the calculated risk of finding it difficult to get the time back when and if it needs it for a network sponsor. The advantages, however, outweigh the disadvantages, ABC feels.

XHTV to Telecast First L-A Color

MEXICO CITY, Aug. 14.—The first colorcast in Latin-America will take place here via XHTV on Monday (16).

The show will be Ziv-TV "Favorite Story," using the episode based on Stephen Crane's story "The Bride Comes to Yellow Sky."

Ink AD to Handle 'Veloz, Yolanda'

HOLLYWOOD, Aug. 14.—Artists Distributors this week was inked to handle national distribution of "The Veloz and Yolanda Show," which consists of 39 quarter-hour films. Deal was concluded by Frank Veloz and Arthur Lyons, Artists Distributors president.

NBC-TV Weighs New Affiliate Time for Kodak 'Norby' Color

NEW YORK, Aug. 14.—NBC-TV this week was considering an effort to secure some new local time for network use in order to accommodate a show for Eastman Kodak. The bankroller, which is desirous of taking its first TV plunge (The Billboard, August 7), would like to sponsor David Swift's new situation comedy, "Norby," which stars David Wayne, but has had trouble getting a time slot.

NBC-TV now is talking with Eastman about a 7-7:30 p.m. time on any weekday evening. This time currently is programed locally by the affiliates, but NBC has virtually no other time to offer in the evening. Whether or not a sufficient number of outlets would give the web a go-ahead

is highly questionable at this time.

Eastman had considered using ABC-TV, where there still are a few good time periods in the evening hours, but has been forced to discard that idea because "Norby" will be filmed in color, and ABC-TV will not be equipped to transmit color at least until the fall of 1955. The series would be filmed, of course, in the new Eastman positive-negative process.

The Eastman bow into TV, which the sponsor would like to set for the first of the year, removes one of the few remaining TV holdouts from the nation's top 100 advertisers. Almost all of those still on the list are manufacturers of alcoholic beverages, which may not use radio or TV.

GAL CALLING DR. HI BROWN

NEW YORK, Aug. 14. — After some highly unusual difficulties, Hi Brown this week set 15-year-old Mary Lee Dearing for the role of Casey in "His Honor, Homer Bell," which Brown's Galahad Productions is turning out for the NBC Film Division. Miss Dearing has been in show business since she was four, and currently is in the legit hit, "Anniversary Waltz." Due to space problems, however, Brown had to do his casting from a makeshift office opposite the NBC medical department. One blonde girl who showed up seemed confused by his questions and started to disrobe. When the startled Brown asked what she was doing, the gal replied, "Personnel sent me up for my physical."

Lesser Weighs TV Film Entry

HOLLYWOOD, Aug. 14. — Sol Lesser was reported this week to be about to go into TV film production. His first show will be "The Adventures of Robin Hood," to be produced in association with Tony Leader. A couple of "Robin Hood" pilots have been circulating the trade off and on for the past couple of years. One of them was produced by Hal Roach Jr.

Lesser is expected to shoot at the RKO-Pathe Studios here. Meanwhile, he is continuing work on the latest Tarzan movie.

Sterling Gets New Travelog Series

NEW YORK, Aug. 14.—Sterling Television has acquired distribution of a 15-minute travelog series that was released theatrically the past several years by Republic Pictures. The new series is titled "This World of Ours—This Land of Ours."

Sterling promises that more episodes will be added to the currently available 26 as their theatrical commitments are completed. The films were acquired from their producer, Carl Dudley.

TPA 32-SHOW SERIES

26 at First-Run Rate; Six Called Re-Runs

NEW YORK, Aug. 14.—Television Programs of America has broken with the conventional 39-episode sale on its "Ellery Queen" series, with a resulting price concession for the show's buyers.

Instead of producing 39 episodes and selling 13 of them at second-run rates in 52-week deals, TPA produced only 32 segments of "Queen." On a one-year deal, therefore, 20 instead of 13 segments are re-run.

The bargain results from the fact that TPA is pitching 52-week deals with only 26 weeks at first-run prices and the other 26 at second-run prices. This means that six episodes are, in effect, sold at cut-rate.

One TPA topper said they're not making as much money as they might have this way, but the buyers are happy with the deal. It appears that the sales formula itself did not originally inspire this arrangement. It came out this way because the producers could get only 32 scripts that they liked.

Meanwhile, the TPA Merchandise division has been holding conversations with the American Mercury Company, publisher of the monthly Ellery Queen Mystery magazine, about a possible deal to give out subscriptions as premiums in return for plugs on the TV series.

Until this deal is set, TPA is advising the show's sponsors to

make deals with their local newsstand distributors. TPA already has an extensive cross-plugging arrangement with Hearst's American Weekly, which is carrying Ellery Queen stories.

70 Markets Buy 'Corliss' In One Month

NEW YORK, Aug. 14.—Ziv-TV has sold "Meet Corliss Archer" in 70 markets in the month it has been pushing the show. The latest sponsors to be signed include Nash Coffee in Sioux Falls and Fargo, S. D.; Oscar Mayer Meat Packers in Madison, Wis., and Davenport, Ia.; Kroger's Stores in Cincinnati and Peoria, Ill.; Renuzit in Baltimore; Peter Hand Brewing in Chicago; Safeway Stores in Washington and Harrisburg, Va.

"Corliss" has already been sold to Lion Oil in nine markets in the South and to Brown & Haley Candy in Los Angeles, San Francisco, Seattle and Boise, Idaho.

Station deals were made in Indianapolis, Miami, Denver, Knoxville and Duluth, Minn.

Toni Favors Cummings Film Series

NEW YORK, Aug. 14. — Top execs of the Toni division of Gillette are coming to town early next week for huddles with the biggest brass at NBC-TV about Toni's Saturday night programing problem. With September 18 the tee-off date for Toni's new series in the 8:30-9 p.m. Saturday slot, the sponsor as yet has not decided upon a show, and the next few days are seen certain to bring a decision.

Believed having the inside track at this moment is the new Robert Cummings vidfilm series being sold by MCA-TV. The show is a situation comedy — which is what Toni has been seeking for its time slot—following the new Mickey Rooney comedy series. Toni execs also think this type of show will appeal to the young females, who constitute the major clientele for their products.

Cummings, who starred in the "My Hero" network film series, which now is being sold in re-run via syndication by Official Films, is understood to have an agreement with George Burns' McCadden Corporation for co-production. The new Burns organization plans to physically produce several new vidfilm series, and the Cummings opus, if it works out, may be one of these. Toni is understood to be willing to kick off the time slot with some other stanza it owns pending delivery of the films of the new series.

Heatter May Star In 'People' Film

NEW YORK, Aug. 14.—Gabriel Heatter this week was reported set to star in a new TV film series which will be based on the "We, the People" show.

The stanza now is the property of the General Teleradio Film division, which acquired it from Phillips H. Lord.

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Morgan and Solow to Film 'Playhouse'

1st Anthology of Published Works By Name Authors

HOLLYWOOD, Aug. 14.—Producers Eugene Solow and Brewster Morgan this week completed negotiations to film "Authors' Playhouse," starting August 30 at Goldwyn Studios. Series is the first anthology telefilm series that will use material recruited entirely from published works of noted American authors.

The initial block of 13 half-hour films will comprise works of Lloyd C. Douglas, Joseph Hergesheimer, Ben Ames Williams, Galdys Hasty Carroll, Ring Lardner, Christopher La Farge and Paul Horgan. They will be produced at the rate of two per week, allowing for three days of rehearsal and three days actual filming on each.

First two films to roll will be Hergesheimer's "The Old Flame," scripted by Allan Scott, and Ring Lardner's "A Frame-Up," scripted by John Lardner. The former will be directed by Peter Godfrey, who is under a multiple picture contract to "Authors' Playhouse." Nicolai Remisoff will handle production design for the entire series.

United Television Programs will handle syndication in the event a national sale is unsuccessful, it was revealed.

Wolper Heads Coast Sales For Flamingo

NEW YORK, Aug. 14.—Flamingo Films has transferred David Wolper to its Hollywood office to head up West Coast sales. This puts Wolper back in his old bailiwick, since for several years he managed West Coast sales for Motion Pictures for Television.

Meanwhile, Flamingo has added four more salesmen in the past two weeks. All the new men are from outside the TV film industry. Ken Israel, formerly a receiver salesman, is now covering Michigan and Ohio. Skip Irwin, a former disk jockey, is working out of the St. Louis office. Stearns Ellis, a former time salesman, is covering Baltimore and Washington, and Julian Ludwig is assisting Wolper in coverage of the West Coast.

Flamingo now has a total of 15 salesmen.

Phillips Signs Up 4th Football Year

SAN FRANCISCO, Aug. 14.—Phillips Petroleum has signed for multi-market sponsorship of the half hour college football films produced by Sportsvision, Inc., here for the fourth successive year. The contract calls for exclusive weekly production for 13 weeks of Big Seven and Big Ten conference games starting September 18 and 25 respectively. The deal is for 27 markets. Jack Drees does the narration.

ABC Sales Syndicate Launching Major Drive

NEW YORK, Aug. 14.—In preparation for the launching of a major sales drive on two new properties this fall, ABC Film Syndication's entire national staff will meet in New York for three days starting August 25.

The firm recently signed "Passport to Danger," currently being produced by Hal Roach Jr., and "Mandrake the Magician," now being shot in Bermuda by John Allen and Bob Mann. A third new property, which would be produced by Victor Stoloff, is still in the negotiation stage. It revolves around the activities of the Canadian Mounted Police.

The producers of the first two new properties, plus Cesar Romero, star of "Passport to Dan-

'TIME OUT' 1ST IN COMPETITION

WASHINGTON, Aug. 14.—A U. S. television film has walked off with first honors in the TV film competition at the International Film Festival in Venice, Italy, the U. S. Information Agency reported this week. The winning TV film, "A Time Out for War," produced by Sanders Brothers Productions, was one of 92 U. S. entries in the film festival.

Other U. S. prize entries included "Christopher Crummet," produced by United Productions of America, first prize in the cartoon group; "How to Make a Mask," made by Ruby Niebauer, second prize in the educational group; and "A is for Atom," produced by the Federal Electric Company, second prize in the science category. All films entered in the festival were selected by the Film Council of America.

'Monte Carlo' Show Folds

NEW YORK, Aug. 14.—The plans for the European production of a half-hour anthology, tentatively titled "Monte Carlo," were reported to have fallen thru this week. This was the show for which Flamingo Films, the distributor, had invited agencies to submit scripts. It was to have been produced by Tony Bartley in association with Marty Poll and Ed Gruskin (Intercontinental TV).

The reason for the collapse was said to have been that the European interests that were to have backed the show bowed out.

NBC Film Tallies Over 100 Markets With Eight Series

NEW YORK, Aug. 14.—The NBC Film Division this week became the first distributor to place eight different TV film series in 100 markets or over each. This flashy sales record was racked up

No Slackening In Pace at CS

HOLLYWOOD, Aug. 14.—Continued telefilm production at California Studios was assured here this week with announcement that the new "Mayor of the Town" series, Thomas Mitchell starrer, would go before the cameras Monday (16), adding to Ziv Productions' current heavy shooting slate.

Next week's filming of "Mayor" by producers John Rawlins and Marshall Grant in association with Gross-Krasne will signal the stepped-up activity following a brief summer lull during which studio space was rearranged and various offices enlarged. The space problem, however, will be greatly alleviated at California Studios if a deal, currently in the exploratory stage, is consummated in which the lot would be enlarged by converting an adjacent ice skating rink into a sound stage.

ger," are expected to attend part of the three-day session, which will be held at the Paramount Theater Building here.

A progress report on the firm, which was formed about a year ago, will be presented by President George Shupert and Sales Vice-President Don Kearney. Advertising, promotion and merchandising plans on the new properties will also be revealed.

Part of the sales session will be devoted to the firm's current properties, "Racket Squad," "The Playhouse" and John Kieran's "Kaleidoscope." The addition of two new salesmen, who will attend the meeting, is expected to be announced next week.

CBS FILM TUNES VEHICLES FOR JUMP ON DAY FIELD

Number of Low-Budget Series Now Being Readied for Matinee Market

By SAM CHASE

NEW YORK, Aug. 14.—With open evening time slots becoming increasingly difficult to find in most good television markets, it was only a question of time before the TV film industry turned its sights on the lush, open daytime hours on video stations. CBS-TV Film Sales this week was cranking up for a full-speed drive in this direction, despite caution signals which indicate that stripped-down budgets permit only economy price tags on the film.

CBS Film chief Leslie Harris said that his firm believed it had at least part of the programming answers in some shows now being prepared. The budget problem, he thought was licked now, with stanzas to be shot at roughly half the cost of an evening series of comparable length. As a result, Harris now is readying pilots on several series which will be offered for sale based upon stations' daytime card rates. Although other distributors have developed properties for daytime sale, none has gone into the field as extensively as CBS Film, which has at least five such shows in the works.

One of the basic problems confronting the TV film industry in considering any heavy attack on the daytime schedules has been the knowledge that almost all local video stations have developed simple, inexpensive live stanzas for those time slots. These airers generally utilize local personalities whom the stations have built

into promotable names, at least partly comparable with disk jockeys in local radio. To supplant this programming, filmsters must come up with names at least equally promotable at costs little if any higher than local live productions.

Others Will Follow

With CBS Film taking dead aim at this problem, it is deemed likely that other film firms which have been debating entry into the daytime arena will be forced into early action. Harris said that his move was prompted largely by requests from stations for service-type shows at low budgets.

Perhaps the most elaborate of the new shows will be a 30-minute omnibus stanza which may most easily be compared with "Home," which is aired live by NBC-TV. The series will utilize well-known authorities on various facets of home-making who are writing syndicated columns for Bell Features Syndicate. These include Angelo Patri, child psychology expert; etiquette authority Emily Post; and travel, food and lodging author Duncan Hines. Despite the prevalence of names such as these, Harris said the series could be brought in at a cost commensurate with daytime needs. A pilot is definitely being skedded for the near future.

A pilot film in color already has been shot on the "How to for You," 15-minute how-to-do-it series, with production on succeeding editions expected to begin shortly.

A stamp collecting program slanted for daytime viewing is

now being considered, after station requests for such a series. Similarly, a pilot will go before the cameras soon on a 30-minute religious film utilizing puppets to dramatize stories from the Bible. This is regarded as a specialized film which stations can use in opening their Sunday morning program schedules.

Finally, that staple of daytime programming, the soap opera, will not be neglected, according to Harris. CBS Film has had in preparation a serial titled "Always My Love," which is nearing the conclusion of its preliminary stages prior to shooting of a pilot. Harris professes great confidence in the salability of this series.

Indications are that CBS Film hopes to stake out a secure place for itself in the daytime syndication field by getting a jump on the competition. It also appears to be specializing in service and specialty series. When its films are placed in the hands of its salesmen, it will mark the beginning of a sales race which is expected to become just as heated as that which has been going on for the evening time period.

Transfilm Up 50% in Year On Animation

NEW YORK, Aug. 14.—Transfilm, Inc., has been hyping its animation department over the past two months and meanwhile has experienced a tremendous boost in total business. According to exec veepee Walter Lowendahl, Transfilm production so far this year is more than 50 per cent ahead of the same period last year.

In the animation department, 16 artists have been added to the staff, bringing the total animation force to 30 men. Further, Transfilm recently installed a new custom-built animation stand. The machine, which weighs a ton and a half, cost \$30,000.

The department also has been developing new animation effects. A new Betty Crocker Angel Food Mix commercial uses animated needlepoint. And a new commercial for the same advertiser's Instant Fudge Mix is using abstract visuals with a musical typewriter on the sound track.

Abe Liss, formerly of United Productions of America, has been named Transfilm's animation director, and Les Goldman, formerly of Academy Pictures, is serving as production manager.

Telecine Changes Name

CHICAGO, Aug. 14.—Byron L. Friend, president of Telecine Recording Studios, Inc., Park Ridge, Ill., has announced that the corporate name of the firm has been changed to Telecine Film Studio, Inc.

sound business practices, will provide the kind of revenue which alone can assure the continued production of outstanding syndicated programs."

CBS Newsfilm In Up Trend

NEW YORK, Aug. 14.—Sales of CBS Newsfilm have shown a sharp upward trend during the past two weeks, with a number of key outlets in major markets signing for the news service syndicated by CBS Film Sales. Leslie Harris, head of CBS Film, expects to have the show set on better than 50 outlets by the end of this year, and is setting 100 outlets as his goal during the upcoming sales season.

Latest to ink for the service was WBen-TV, Buffalo. Expected to be closed in the coming week are at least six more markets, including York, Pa.

RAY BOLGER

To Spear Cosmetic Promotion

NEW YORK, Aug. 14.—In an effort to combat the first sales slump the cosmetics industry has experienced in 25 years, Lehn and Fink is getting set to launch a major sales promotion drive around Ray Bolger, whose show the cosmetics firm is sponsoring on ABC-TV starting September 17.

More than 10,000 dealer display units, featuring Bolger and picturing some Lehn and Fink products, will be distributed to retailers thruout the country. Additionally, \$100,000 in prizes will be awarded by Lehn and Fink to its most successful salesmen, distributors and retailers as part of the sales drive.

The firm has shot a five-minute sales promotion film, featuring Ray Bolger and the president of Lehn and Fink, Edward J. Plaut. It will be shown extensively to the company's sales employees and distributors.

M-I's Production Sked Gets the Gun

HOLLYWOOD, Aug. 14.—A stepped-up production program for entertainment telefilm was revealed here this week by Mercury-International Pictures, Inc., tappers Virgil E. Ellsworth and David Monahan. Firm, which already is producing the Tim McCoy series, next week begins shooting the first of an initial six half-hour musicals and has tabbed August 16 as the start of the new Margaret Whiting show.

Monahan will direct the Whiting series of 39 episodes which Bernard Tabkin and William Loeb are producing. Current plans call for the Page Cavanaugh Trio to back the singer, at least in the initial segs.

Second musical series Mercury-International has in the works is a Phil Moody-Pony Sherill song writing team package to be titled "Tin Pan Sally." This will be a musical situation comedy, utilizing original music specifically

composed by the duo for the series and in which Miss Sherill will play the lead role.

Ellsworth revealed here this week that 28 quarter-hour Tim McCoy films had been completed for Motion Pictures for Television distribution. Another assignment of M-I will be the filming of the annual Bendix Air Races in Chicago. Firm recently completed the physical production of the theatrical picture, "Fresh From Paris," for Ohio Productions, most of the footage of which was filmed in Frank Sennes' Moulin Rouge Cafe here.

M-I also is currently stepping up its commercial telefilm production for a growing list of clients, including top national advertisers. On this score, as a marketing service to its clients, Ellsworth revealed that all spots are shot in black and white, then reshot in color. Color prints are made available, at no cost, to the sponsor and agencies in 35mm.

EDGAR J. MACK, Jr., Vice President,
RED TOP BREWING CO.

"We, and our local distributor, are more than pleased with the way sales of Red Top Beer are going in Lima, Ohio, as a result of our sponsorship there of CAPTURED. Both of us are also pleased with trade and consumer reaction to DANGEROUS ASSIGNMENT in Columbus, where sales are booming."



EARLE CABELL, President,
CABELL'S, INC., Dallas, Texas

"We have been in the dairy business in North and East Texas since 1932. Last year we went in pretty strongly for television, with DANGEROUS ASSIGNMENT on WFAA-TV. The results have had a great deal to do with our setting new sales records, the biggest year in our history. The show has continuously built steady viewing audiences even during 'second run' and 'third run' showings."



ROBERT BUCKLER, Acct. Executive,
WALTER J. KLEIN ADV. AGENCY, Charlotte, N. C.

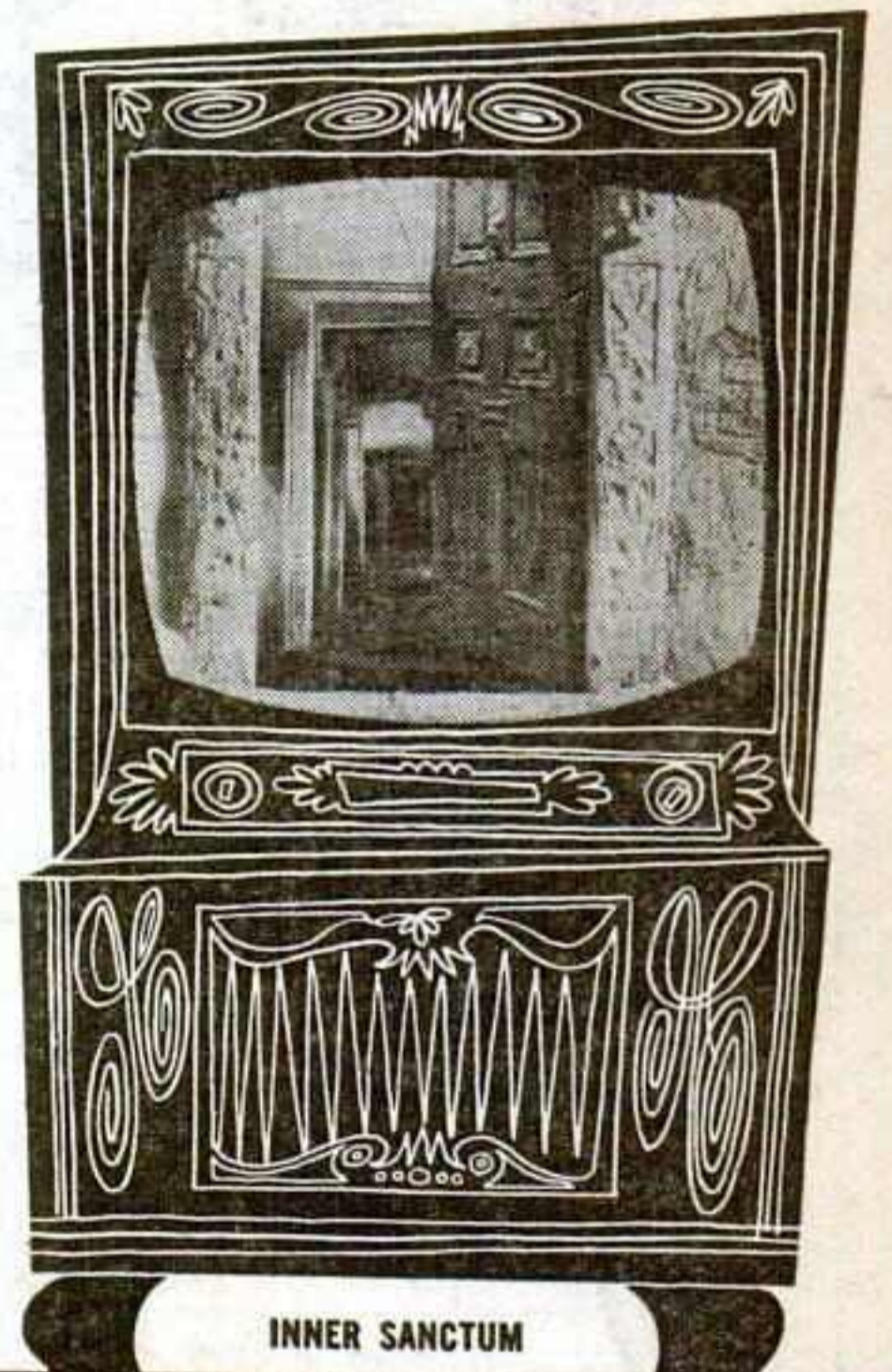
"A 'Thank You' is certainly in order after your survey of results obtained using INNER SANCTUM in Greenville, S. C. for Bunker Hill Canned Beef. Our client's brokers report sales have jumped as high as 300% since we put this product on television. INNER SANCTUM is steadily making a strong bid for the number one film rating on the station. Best proof of its success is the fact that our client also has ordered this show in Charleston."



CHESTER MORRIS in CAPTURED



BRIAN DONLEVY in DANGEROUS ASSIGNMENT



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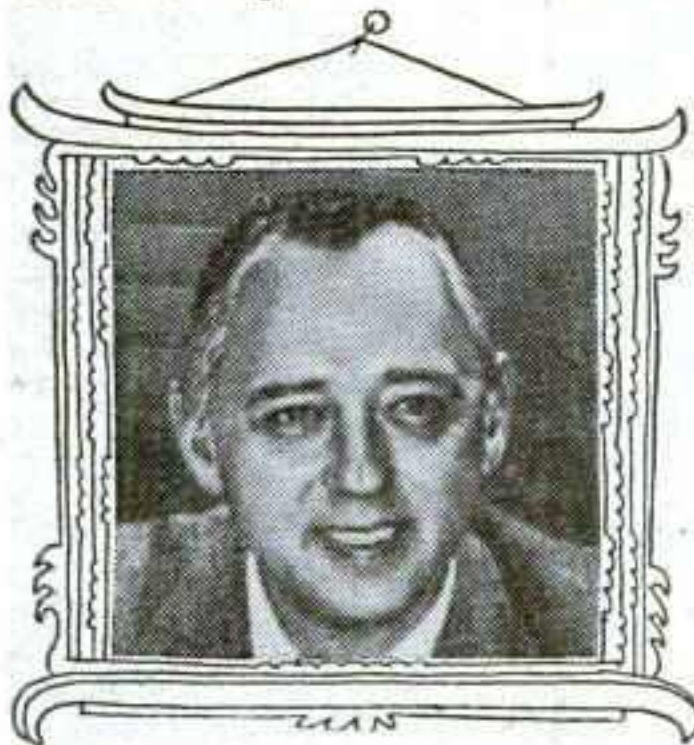
RICHARD BRONNENBERG, *Gen. Mgr., STANDT'S, Muncie, Ind.*

"As a retail jewelry outlet, we must have the very best in television entertainment. A show must appeal to both pocketbooks in the family. Such a show we found in **BADGE 714**, starring Jack Webb. We feel that as a sales medium, this show is the best in television today."



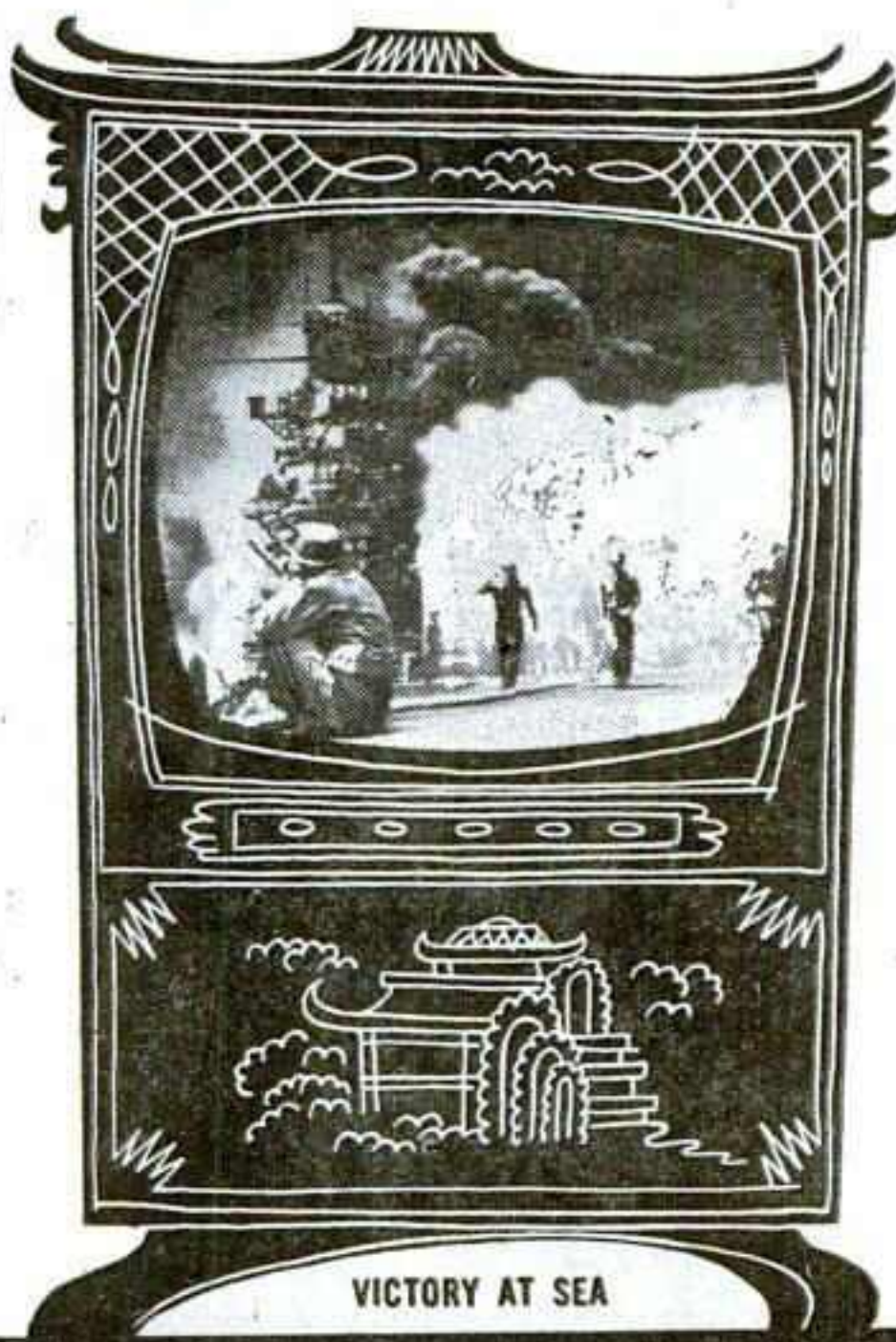
VICTOR SEYDEL, *Director Radio and TV, ANDERSON & CAIRNS, INC., ADV., N. Y.*

"When a television program accomplishes the twofold aim of reaching a large audience and associating the sponsor with an outstanding public service program—it's a great buy. That's why we are happy with **VICTORY AT SEA** for Thom McAn Shoes. Ratings in our six major markets are high and growing, including New York's 16.1 at 7 PM Tues. Both we and our client are pleased with the results."



SID GRAYSON, *General Manager, KMID-TV, Midland, Texas*

"I am only too happy to endorse the excellent NBC FILM DIVISION programs... contracted for before the station started telecasting. From previous experience I knew that I could actually build certain nights around these strong programs. **BADGE 714, HOPALONG CASSIDY, DANGEROUS ASSIGNMENT, NEWS REVIEW, CAPTURED, VICTORY AT SEA, and INNER SANCTUM** were all carefully programmed at key times, and other strong programs built around these pivots."



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KRASNE ON SYNDICATED TV

Calls It Vehicle by Which Star Can Get Piece of Biz

By ED VELARDE

HOLLYWOOD, Aug. 14.—Importance of syndicated TV as a vehicle enabling a star to secure stock ownership of a business was stressed here this week by Philip N. Krasne, president of United Television programs, who explained that banking interests now have sufficient experience to realize syndicated TV is a sound investment.

"The record of syndication of quality shows has been such that the banks now are realizing the soundness of such ventures," Krasne said. "A pattern now exists where an independent TV operation, properly established with a sound property and a star, can go to the banks and borrow money based on the distributor's guarantee of ultimate grosses."

Krasne pointed out that the most convincing factor to the banks has been in the cases where the distributor makes a firm contract with a station for 52 weeks.

"This kind of deal," Krasne said, "has become almost an account receivable in the eyes of the bank, because experience has proved that such contracts are virtually 100 per cent collectable. Even tho the station buys the

show for 52 weeks, it sometimes sells to a sponsor for only 13 or 26 weeks. And even if for some reason the sponsor drops the show, the bank's position is still sound, inasmuch as the station has guaranteed payment on a 52-week basis."

As a perfect example of this situation, Krasne referred to the Louis Hayward vehicle, "The Lone Wolf" series, in which Hayward stars and also participates as a partner in the venture. "The Lone Wolf" series is being made by the Lone Wolf West Corporation in which Hayward is a substantial stockholder and in which Hayward has a substantial investment, in association with Gross-Krasne, Inc.

Krasne pointed out that this corporation, based upon distribution undertakings by UTP, obtained a commitment from the Chemical Bank & Trust Company of between \$750,000 and \$1,000,000 for production, the balance of the cost to be supplied by Hayward and Gross-Krasne. Donald Hyde, who entered the venture with Hayward, is serving as producer of the series.

"Before this company drew on its bank loan for the second 13

pictures of the series," Krasne said, "UTP already had contracts in existence to cover the total bank loan. When the production unit called on the bank for the third 13 pictures, the bank in effect was only factoring already existing firm contracts."

The "Lone Wolf" series, Krasne said, now has been sold in nearly 100 markets and it is "just in the prime of its distribution."

UTP Triggers Expansion Via Branch Offices

HOLLYWOOD, Aug. 14.—Opening of three new branch offices on Monday (16) will complete the first phase of United Television Programs' expansion program mapped at the company's July sales convention here, it was announced this week by Wynn Nathan, UTP vice-president in charge of sales. Cities where operations get under way are Minneapolis, Detroit and Baltimore, which brings to 12 the number of sales offices, in addition to the Hollywood headquarters.

Nathan announced that George Carlson would be in charge in Minneapolis, Tom Fraioli in Baltimore and Carl Von Schallern in Detroit. Vernon Christian, formerly with RKO, was signed this week for a roving sales assignment in Texas, Nathan also announced.

The new Minneapolis and Detroit offices will work under the supervision of John P. Rohrs, vice-president and Midwestern sales manager, while Tom McManus, Eastern sales manager, will supervise the Baltimore operation. Christian will work under direction of Ray Will, Southwest regional sales manager, who headquarters in Dallas.

UTP's other branches are located in New York, Chicago, Pittsburgh, Dallas, St. Louis, Kansas City, New Orleans and San Francisco.

TV HERO MAKES BOW IN PERSON

TORONTO, Aug. 14.—"Fabian of Scotland Yard," the TV film series, came in for an unlooked-for publicity coup this week when its real-life hero, Robert Fabian, former detective superintendent of Scotland Yard, suddenly made an appearance here. He was brought in by local authorities to try to solve a case that has had virtually all Canadian police stumped for over nine months. It is the disappearance of 17-year-old typist Marion McDowell, who was apparently carried off from her boy friend's car after he was slugged by an unidentified assailant.

Fabian has been in London in retirement for the past three years. He is expected to go directly to the meeting of the International Association of Police Chiefs in New Orleans next month after taking a try at the McDowell case.

RASH OF POLICEMEN

4 Firms Align Series From New York Files

NEW YORK, Aug. 14.—Perhaps the success of "Dragnet" in its use of the files of the Los Angeles Police Department is responsible, but a rash of film production is in the works on several similar series based upon New York police records.

At least four, in one way or another, are using cases in which the local constabulary participated, but thus far there is no clear record of any getting the out and out blessing of the police department encompassing exclusive access to all department files.

One series, with the pilot already shot and now in the editing stage, is titled "Headquarters," and features Jay Jostyn in the lead role. This show is based on cases from the files which involved retired detective George L. O'Connor, who secured authorization of the force to have the cases dramatized.

The show is being produced by Headquarters Productions, Inc., with full-scale production scheduled to begin within a month.

Governor Sells New Catalog to Eight, Nears 18

NEW YORK, Aug. 14.—Governor TV Attractions has closed eight sales and is on the verge of another 10 on its newly drawn-up catalog of 50 features and numerous comedy shorts. The package includes the eight Bulldog Drummond pictures produced by Paramount, which will put the late John Barrymore on TV for the first time. It also includes the four Topper movies and another 12 well-known titles, such as "Of Mice and Men," "One Million B. C." and "There Goes My Heart," which were previously distributed by Unity Television.

Unity has these various films on contract from Moe Kerman, whose son, Arthur Kerman, is head of Governor.

The stations which have signed for all or part of the Governor catalog are WCBS-TV, New York; WPTZ, Philadelphia; WNBK, Cleveland; KING-TV, Seattle; KCSJ, Pueblo, Colo.; WKNB, New Britain, Conn.; KNOW-TV, Bellingham, Wash.; and KXJB and KCJB, Valley City and Minot, N. D.

The Governor catalog now includes over 50 Laurel and Hardy shorts and 80 Charley Chase shorts.

Another series which has been talked about for some time is that which Theodore Granik was reported to be planning for NBC. Granik, an intimate of many top politicians, was said to have the inside track in obtaining the widest possible use of New York police files, but thus far no film series has materialized.

Another producer who has been seeking official sanction for over a year is John Matthews, who, with the backing of some influential individuals, has been preparing a film series. Among those being considered for the lead is Lawrence Tierney, who once played the lead in the feature film, "Dillinger." Tierney is also reported the top choice for the lead in "Concrete Jungle," a projected series by Ray Gordon's Rivet Productions.

The fourth series planned around local police files is Richard Saunders' "Seven Against Crime," based upon the teamwork required by various scientific experts within the department in the solution of crimes. Saunders has the approval and authorization to utilize cases of this type.

The result of all this activity is that there may be a good many series having access to local police files, but it now seems unlikely that there will be any one "official" program.

'Omnibus' Films Offered

NEW YORK, Aug. 14.—Transfilm, Inc., is peddling four films that it originally produced for the Ford Foundation's "Omnibus" show. The films are "The William Faulkner Story," "The Raymond Loewy Story," "The Philippe Halsman Story" and "Tugboat." They average 13 minutes running time.

Fortune Features Offering 52 New Dubbed Italian Pix

NEW YORK, Aug. 14.—In a move that will bring more first-run feature films to the TV market, Fortune Features, headed by Jules Weill, will soon start selling a new batch of 52 English-dubbed Italian features. They will be offered to stations in packages of 13 films each.

Over 40 of the Italian pictures, most of which were produced between 1950-1953, have already been selected. It's understood that preliminary sales efforts have been launched on the West Coast.

Fortune currently has the whole or half of its first batch of 26 dubbed Italian pictures sold in over 45 U. S. markets, according to Murray Kaplan, Fortune's sales manager. The Canadian Broadcasting Corporation additionally has slotted the films on six Canadian stations and holds an option to place them on additional CBS outlets.

The 52 new pictures will bring the total of dubbed Italian features on Fortune's roster up to 78. The firm is aiming for a list of 104 Italian feature properties.

THANKS, folks,* for voting us "tops" in BILLBOARD'S annual TV film talent poll!

* TV STATIONS, ADVERTISERS, AD AGENCIES, FILM PRODUCERS and DISTRIBUTORS



LIBERACE

Winner of two BILLBOARD awards—Best non-network musical series of 1954, and best musical artist of 1954 appearing in a non-network series.



BETTY WHITE

Winner of two BILLBOARD awards—Best actress appearing in a non-network film series, regardless of type . . . and best actress appearing in a non-network comedy series.

THANKS, too, from GUILD...

... for voting two of our stars "tops" in their respective fields. That's why we're back in production again with 39 new LIBERACE shows and 39 new BETTY WHITE films for the 54-55 season. This means there are 91 LIBERACE and 78 LIFE WITH ELIZABETH episodes now available.

Simply for the record, THE LIBERACE SHOW is now seen in 197 of the nation's TV markets and LIFE WITH ELIZABETH has just gone over the 100 mark. Incidentally, renewals on both of these shows have been running better than 98% . . . which we're proud to believe is something of a record in the television industry.

Soon the TV screens of America will light up with two new GUILD productions—THE FLORIAN ZABACH SHOW and THE FRANKIE LAINE SHOW with CONNIE HAINES. These new programs will mark the TV debut of four great personalities—all of whom we're willing to bet will quickly win their way to your hearts.

FRANKIE LAINE CONNIE HAINES FLORIAN ZABACH MARY ELLEN TERRY



- ★ THE LIBERACE SHOW
- ★ LIFE WITH ELIZABETH
- ★ THE FLORIAN ZABACH SHOW
- ★ JOE PALOOKA
- ★ THE FRANKIE LAINE SHOW . . . with CONNIE HAINES

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**EXTRA ADDED
ATTRACTION!**

**America's Foremost
Vocalists**

Each week a glamorous name recording star will make a guest appearance on the Guy Lombardo Show giving your sponsorship an even greater sales impact.

*ARB, April, May, June 1954



THE BILLBOARD SCOREBOARD

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

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

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.

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

DETROIT 3 STATIONS

7 p.m. to Sign-Off—Monday Thru Sunday

Table with columns: Rank, July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes entries like Kit Carson, Wild Bill Hickok, Gene Autry, Superman, Tales of Hans Christian Andersen, Terry and the Pirates.

Sign-On to 7 p.m.—Saturday and Sunday

Table with columns: Rank, July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes entries like Cowboy G-Men, Johnny Jupiter, Terry and the Pirates, Adventures of Blinkey.

Station Reps OK Network Part In TV Ad Org

Television Bureau Of Advertising Now Has Clear Sailing

NEW YORK, Aug. 14. — The Station Representatives Association, which up to the last minute stoutly opposed the formation of a TV advertising bureau in which the networks would have active membership, has now given its full blessings to the new Television Bureau of Advertising, which has been blueprinted exactly along those lines.

The point that reconciled SRA to TBA is that the latter organization will have separate departments for the promotion of spot, local and network sales. Tom Flanagan, SRA's managing director, said that the fact that an all-industry bureau has a separate department for national spots is a great triumph for the stations. In effect, he said, the spot sales manager may well work in direct competition with the network manager. This is not the case in radio's Broadcast Advertising Bureau. In radio, the SRA-backed Crusade for Spot Radio is carrying the ball for national spot sales.

SRA recently put up a valiant fight to get International Harvester to go spot on the "Halls of Ivy" series, which it bought from Television Programs of America. CBS-TV was finally able to get Harvester to ride the toughly competitive 8:30-9 p.m. Tuesday slot because the network was able to snare an alternate-week sponsor, Nabisco.

SRA Functions

Flanagan believes that if TBA as now outlined had been operative at this time there would have been a far better chance of getting Harvester to spot book. Flanagan said that SRA itself has no proper place in the sales promotion picture. SRA's function is in standardization problems and in relations among station reps, he said.

Flanagan is satisfied that by backing the formation of the now all but defunct Television Advertising Bureau as of last April, SRA hastened the day that the industry will have an ad bureau at all. On its own the National Association of Radio and TV Broadcasters might have postponed formation of a bureau for several years more, he said.

With the TBA operating during the coming season, Flanagan indicated he was confident that many more film programs would be sold on a spot basis.

'Burns, Allen' For CBS Tint

HOLLYWOOD, Aug. 14.—The "George Burns and Gracie Allen Show" will be the first of the weekly filmed comedy programs seen on the CBS-TV network to be telecast in color, it was announced here this week by Harry S. Ackerman, vice-president in charge of network programs, Hollywood.

Show set for the colorcast goes into production next Wednesday (18) by Burns and Allen's McCadden Corporation. Show is slated to be aired on the network Monday, October 4, as the initial stanza of the new Burns and Allen fall series.

Howco Forms Distrib Firm

CHARLOTTE, N. C., Aug. 14.—A new TV film distributing company has been set up here by Howco Productions, Inc. The name: National Television Films. The firm debuts with two 15-minute series that were handled by Guild Films until this year. The shows are "Lash of the West," produced by Ron Ormond, Howco's executive producer, and "Secret Chapter." NTF is also negotiating for 13 first-run Westerns. J. Francis White is president of Howco and NTF. Scott Lett is sales manager.

Main table with columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes entries like Child—Amer. Maize Prod., Mad. Sq. Garden, Cowboy G-Men, Badge 714, City Detective, I Led Three Lives, Mr. District Attorney, Racket Squad, Famous Playhouse, Foreign Intrigue, The Playhouse, Liberace, Amos 'n' Andy, Eleri Queen, Favorite Story, Colonel March, Story Theater, Cisco Kid, Big Playback, My Hero, Times Square Playhouse, Eversharp Theater, Janet Dean, Greatest Sports Thrills.

SALT LAKE CITY 2 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table with columns: Rank, July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes entries like Superman, Wild Bill Hickok, Life of Riley, Gene Autry, Rocky Jones, Annie Oakley.

Sign-On to 7 p.m.—Saturday and Sunday

Table with columns: Rank, July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes entry: Famous Playhouse.

7 p.m. to Sign-Off—Monday Thru Sunday

Table with columns: Rank, July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes entries like Liberace, I Led Three Lives, Death Valley Days, Badge 714, Racket Squad, Waterfront, Boston Blackie, Cisco Kid, Amos 'n' Andy, Mr. District Attorney, Eversharp Theater, Favorite Story, Janet Dean, Hollywood Off Beat, Big Playback, I Am the Law, City Detective, Hopalong Cassidy, Texas Rassin', Files of Jeff Jones, The Visitor, Life With Elizabeth.

DAVENPORT-ROCK ISLAND 2 STATIONS

Sign-On to 7 p.m.—Saturday and Sunday

Table with columns: Rank, July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes entries like Cowboy G-Men, Annie Oakley, How Does Your Garden Grow?

7 p.m. to Sign-Off—Monday Thru Sunday

Table with columns: Rank, July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes entries like Racket Squad, I Led Three Lives, Sports Spotlight, Favorite Story, Superman, Foreign Intrigue, Duffy's Tavern.

(Continued on page 14)

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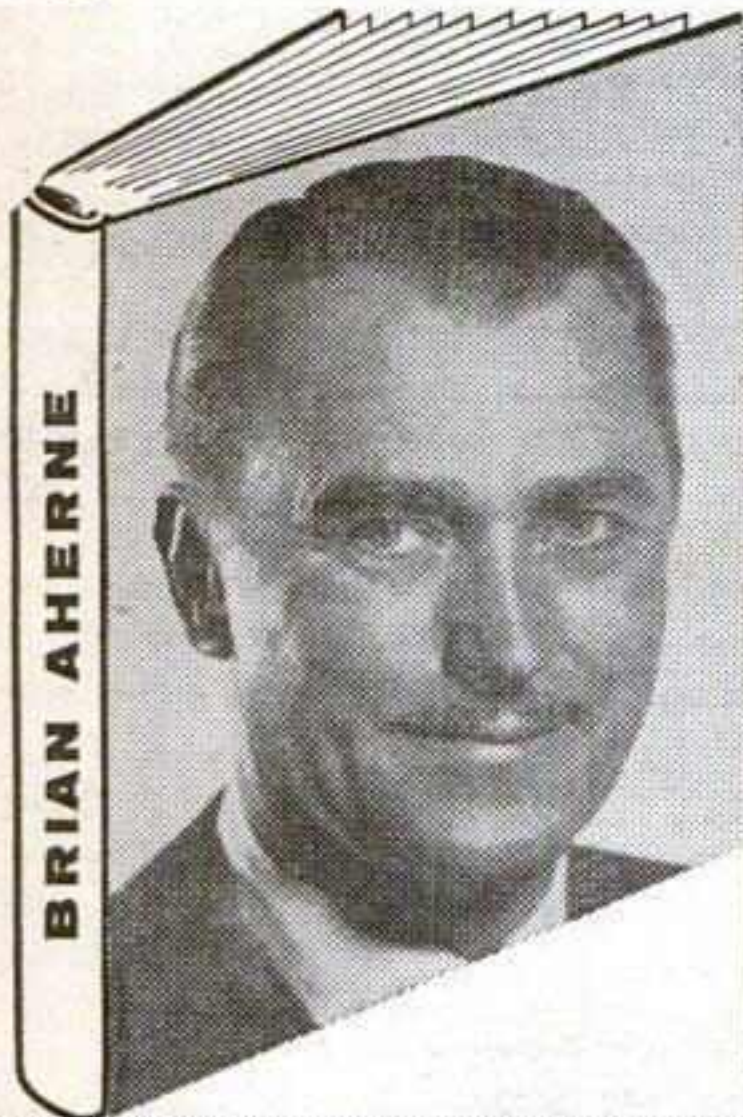
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UTP Rides Award Crest

JANE NIGH TOP ACTRESS 'Big Town,' 'Heart of the City' Grab 14 Awards

The Gross-Krasne production "BIG TOWN," which is syndicated for UTP as "HEART OF THE CITY," swept through category after category winning honors in both NETWORK and NON-NETWORK fields. The stars of the series did more than their share in grabbing off top honors, with Jane Nigh being named as THE BEST ACTRESS—NON-NETWORK ADVENTURE FILM SERIES. Other awards included in the grand total of 14 were:

JANE NIGH . . . 1st . . . BEST ACTRESS—NON-NETWORK ADVENTURE FILM SERIES.

JANE NIGH . . . 2nd . . . BEST ACTRESS—NETWORK DRAMATIC FILM SERIES.

JANE NIGH . . . 3rd . . . BEST ACTRESS—NETWORK MYSTERY FILM SERIES.

PAT McVEY . . . 4th . . . BEST ACTOR—NETWORK DRAMATIC FILM SERIES.

Music Series Named Fourth

"OLD AMERICAN BARN DANCE," featuring Pee Wee King, Bill Bailey, Tex Williams and others, ranked a popular 4th BEST NON-NETWORK MUSICAL FILM SERIES.

Crosby's 'Royal Playhouse' Honored

"ROYAL PLAYHOUSE," which was originally produced by Bing Crosby Enterprises as Fireside Theater, is still a strong contender for dramatic awards. The show, which has been packaged by UTP with the Crosby firm's "COUNTERPOINT," was chosen as 10th BEST NON-NETWORK DRAMATIC FILM SERIES.

'Counterpoint' Lands Both Net and Non-Net Spots

"COUNTERPOINT," the Bing Crosby Enterprises' original "Rebound," stood out as the balloting came to a close. The show, which has been sold coupled with "ROYAL PLAYHOUSE" as the Crosby Package Plan, was 13th BEST NON-NETWORK DRAMATIC SERIES, 26th BEST NON-NETWORK SERIES REGARDLESS OF TYPE and 27th BEST FILM SERIES REGARDLESS OF AGE, TYPE, NETWORK OR NON-NETWORK.

UTP 'THANKS' INDUSTRY

Speaking for the entire organization, Lee Savin, UTP's Executive Vice President, made the following statement to Billboard in regard to the recently completed TV Film Awards:

"We at UTP wish to thank all involved in this industry-wide survey for the confidence they have displayed in our organization and the product it distributes.

"It is especially gratifying for us to work with producers like Bing Crosby Enterprises, Roland

JANE NIGH . . . 6th . . . BEST ACTRESS—NON-NETWORK FILM SERIES REGARDLESS OF TYPE.

JANE NIGH . . . 7th . . . BEST ACTRESS—NETWORK FILM SERIES REGARDLESS OF TYPE.

BIG TOWN . . . 8th . . . BEST NETWORK DRAMATIC FILM SERIES.

HEART OF THE CITY . . . 8th . . . BEST NON-NETWORK ADVENTURE FILM SERIES.

JANE NIGH . . . 9th . . . BEST ACTRESS—FILM SERIES REGARDLESS OF AGE, TYPE, NETWORK OR NON-NETWORK.

PAT McVEY . . . 9th . . . BEST ACTOR—NON-NETWORK ADVENTURE FILM SERIES.

PAT McVEY . . . 11th . . . BEST ACTOR—NETWORK FILM SERIES REGARDLESS OF TYPE.

BIG TOWN . . . 12th . . . BEST NETWORK FILM SERIES REGARDLESS OF AGE OR TYPE.

'Waterfront' and Foster Gain High Net & Non-Net Spots

"WATERFRONT," starring Preston Foster, has proven itself as one of the top shows nationally after having been in distribution for only four months. The new series with a dock-side locale is produced by Roland Reed. Both show and star were acclaimed in NETWORK and NON-NETWORK competition. Awards for series and Foster included:

WATERFRONT . . . 4th . . . BEST NON-NETWORK ADVENTURE FILM SERIES.
PRESTON FOSTER . . . 4th . . . BEST ACTOR—NON-NETWORK ADVENTURE FILM SERIES.

WATERFRONT . . . 8th . . . BEST NEW FILM SERIES REGARDLESS OF PROGRAM TYPE, NETWORK OR NON-NETWORK.

PRESTON FOSTER . . . 12th . . . BEST ACTOR—NON-NETWORK FILM SERIES REGARDLESS OF TYPE.

PRESTON FOSTER . . . 15th . . . BEST ACTOR—NEW FILM SERIES REGARDLESS OF TYPE, NETWORK OR NON-NETWORK.

WATERFRONT . . . 16th . . . BEST NON-NETWORK FILM SERIES REGARDLESS OF TYPE.

12 UTP Shows Grab 44 Honors In Billboard TV Film Survey

With a definite show of product strength, every series now being handled by United Television Programs earned honors in the Second Annual Billboard TV Film Awards.

The aggregate of 44 awards included: 1-first, 5-second, 2-thirds and 6-fourths.

. . . UTP's newest products, "The Lone Wolf" and "Waterfront" were well placed after having been in syndication for only a few months. "Wolf" massed four awards, while the show's star Louis Hayward was personally gathering four more. "Waterfront" and its star Preston Foster each contributed three awards, adding six more to UTP's total.

Greatest number of awards garnered by both show and cast went to the Gross-Krasne production—"Big Town," which is syndicated as UTP's "Heart of the City." The show and cast earned a total of 14 awards with

6 of these including a first as Best Actress—Non-Network Adventure Film Series going to Jane Nigh. Pat McVey, who plays opposite Jane, nabbed four more for his performances.

Three UTP Shows in Top 15—Nationally

Three UTP shows were listed in the Pulse Multi-Market ratings this month for Non-Network Vidfilm series in the top 15. Included were Bing Crosby Enterprises' "COUNTERPOINT," which was ranked THIRD nationally with an average June rating of 16.9. "WATERFRONT," the new Roland Reed production starring Preston Foster, was listed as FIFTH with an average rating of 16.0. The third UTP show on the list was Gross-Krasne's "HEART OF THE CITY," which snagged the THIRTEENTH SPOT with an average of 14.3.

"WATERFRONT," which shows indication of becoming the top non-network vidfilm in the country, jumped from 22nd on last month's rating to 5th this month.

Melvyn Douglas Mystery Adventure Carries Weight

"HOLLYWOOD OFF-BEAT," starring Melvyn Douglas, carried off several honors for both Network and Non-network film series. This "off-beat" mystery show was one of the first of its kind on television. "HOLLYWOOD OFF-BEAT" was 13th BEST NON-NETWORK MYSTERY FILM SERIES. Melvyn Douglas, star of the show, was listed as 9th BEST ACTOR—NON-NETWORK MYSTERY and 28th BEST ACTOR—FILM SERIES REGARDLESS OF AGE, TYPE NETWORK OR NON-NETWORK.

Family Show 'The Ruggles' Popular

"THE RUGGLES," starring Charlie Ruggles and produced by Bob Raisbeck, grabbed off three awards for show and star. The family-comedy series has been named to many of the highest civic awards for its natural unaffected format. Awards received included: 8th BEST NON-NETWORK COMEDY FILM SERIES, and for Ruggles—6th BEST ACTOR—NON-NETWORK COMEDY FILM SERIES and 20th BEST ACTOR—NON-NETWORK FILM SERIES REGARDLESS OF TYPE.

DARK HORSE PLACES! Louis Hayward Thriller 'Lone Wolf' Nabs High Honors

"THE LONE WOLF" . . . "is a dark horse because it has only been on the market for a few months. Taken from the mystery series by Louis Vance, the show, which stars Louis Hayward, is said to be one of the best of its kind . . ." . . . Billboard.

The show, produced by Gross-Krasne for distribution by UTP, rode rough-shod over many established TV film series on the annual awards. The awards voted for the series and its star, Louis Hayward, include:

LONE WOLF . . . 2nd . . . BEST NEW FILM SERIES REGARDLESS OF TYPE, NETWORK OR NON-NETWORK.

Religious Film Series Ranks Second

"THE GOSPEL SINGER," a Dundee Production featuring Edward McHugh, was named as the 2nd BEST OF ALL NON-NETWORK RELIGIOUS FILM SERIES.

LOUIS HAYWARD . . . 2nd . . . BEST ACTOR—NON-NETWORK MYSTERY FILM SERIES.

LOUIS HAYWARD . . . 3rd . . . BEST ACTOR—NON-NETWORK FILM SERIES REGARDLESS OF TYPE.

LONE WOLF . . . 4th . . . BEST NON-NETWORK FILM SERIES REGARDLESS OF TYPE.

LONE WOLF . . . 4th . . . BEST NON-NETWORK MYSTERY FILM SERIES.

LOUIS HAYWARD . . . 7th . . . BEST ACTOR—NEW FILM SERIES REGARDLESS OF TYPE, NETWORK OR NON-NETWORK.

LOUIS HAYWARD . . . 10th . . . BEST ACTOR—FILM SERIES REGARDLESS OF AGE, TYPE NETWORK OR NON-NETWORK.

LONE WOLF . . . 14th . . . BEST FILM SERIES ON AIR REGARDLESS OF TYPE, AGE, NETWORK OR NON-NETWORK.

'Rocky Jones'—New Adventure Series—Climbs

"ROCKY JONES, SPACE RANGER," produced by Roland Reed, and a comparative new-

comer, started climbing toward a top popularity position this year with The Billboard TV Film Awards. "ROCKY" scored as a new film in both NETWORK and NON-NETWORK class. Awards were: 15th BEST NON-NETWORK ADVENTURE FILM SERIES and 17th BEST OF ALL NEW FILM SERIES REGARDLESS OF PROGRAM TYPE, NETWORK OR NON-NETWORK.

Quiz Show Places Second

"LOOK PHOTOQUIZ," produced by Telenews, received enough votes to place it 2nd BEST NON-NETWORK QUIZ FILM SERIES.

Reed Productions, Gross-Krasne, Inc., and others who made these awards possible.

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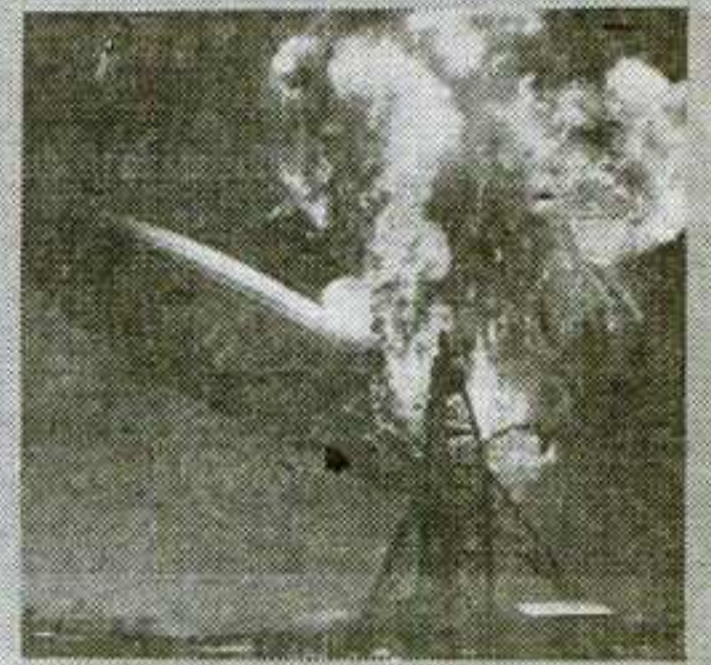
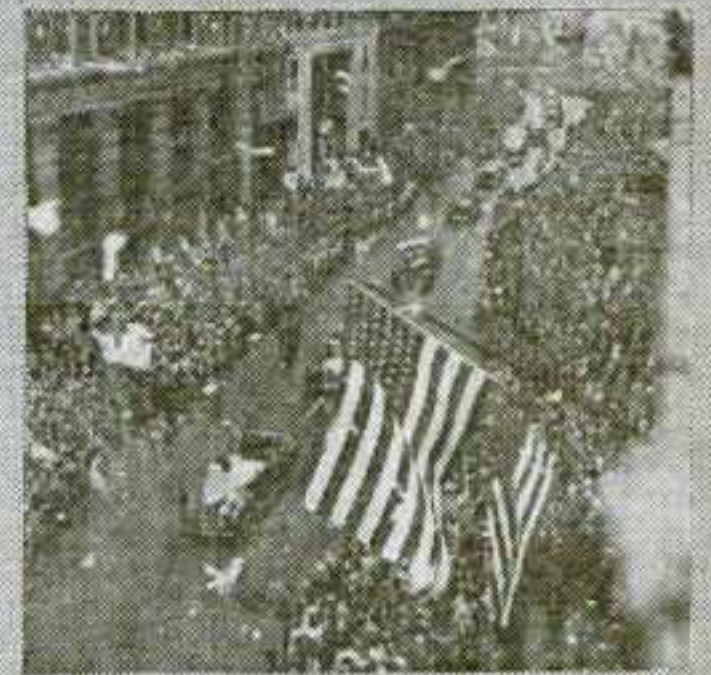
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- ... great heroes
- ... world personalities
- ... famous events
- ... daring exploits
- ... world shaking decisions
- ... unbelievable records

SEE . . . the man described by General Pershing as the greatest hero of World War I.

SEE . . . the woman who brought greater glory to America by her exploits in 1927 . . . and nearly lost her life in the effort.

SEE . . . the man who made world headlines twice in one day . . . the day that Adolph Hitler refused to shake his hand.



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The most amazing list of great personalities ever put on television, in one series brought to you directly from their present homes throughout America.

26 HALF-HOURS...AVAILABLE NOW...for local and regional sponsorship. . . . for those' sponsors and stations who want something NEW . . . REFRESHING . . . DIFFERENT . . . Call your nearest UTP office and screen Ken Murray's new television series . . . **WHERE WERE YOU?**

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THE BILLBOARD SCOREBOARD

Other Films in Production Since June 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, and is limited only by The Billboard's ability to reach all producers in the industry.

Table with columns: Name and Type of Program, Running Time, Shooting Date, How Selling. Includes entries for BELL PRODUCTIONS, CINE-TELE PRODUCTIONS, PAUL HANCE PRODUCTIONS INC., LALLEY AND LOVE, INC., TRANSFILM INC., VALIANT FILM PRODUCTIONS.

THE BILLBOARD SCOREBOARD

Pilot Films in Production Since June 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 BBR PRODUCTIONS, BELL PRODUCTIONS, DESILU PRODUCTIONS, JEWELL RADIO & TV PRODUCTIONS, OBERLINE LTD., SCREEN GEMS, INC., MICHAEL TERR, INC., VALIANT FILM PRODUCTIONS, YOUNG AMERICA FILMS, INC.

7-Station Film Network Set for Fall Operation

MADISON, Wis., Aug. 14.—The organization of a TV film network was revealed here this week by R. L. Kulzick, a local advertising man. The name of the organization is Lee International TV Network.

Details of its plan of operation were scarce this week, but Kulzick, who is president, stated definitely that it would be on the air September 26. He said that plans for seven programs had been completed, but he would not say what their titles or formats are.

Kulzick said that each show would appear simultaneously on all affiliated stations as soon after the filming as distribution of the prints can be effected. He also said that sponsorship would be sold in 10-minute units for nighttime and five-minute units for daytime. Kulzick said he'd make arrangements with a number of producers outside of Madison, but he would not reveal their identities.

Kulzick began holding talent auditions this week. He is asking performers to write him for applications. The Lee Network will run its own talent agency, and all performers signed to the network will automatically be booked to 40 weeks of personal appearances. Lee will also have its own affiliated recording company and publishing house for the exploitation of music composed exclusively for its shows. Kulzick promises to deliver up to three hours of programming a day to its affiliates.

Fairbanks Series Sold Into 7 New Canadian Markets

NEW YORK, Aug. 14.—The growing importance of the Canadian market was again underscored this week with a seven-market sale by Interstate Television Corporation of its "Douglas Fairbanks Presents" series. Bankroller for the Canadian airing of the film is Blue Ribbon Foods.

The Canadian deal came on the heels of two U. S. single-market sales this week of the Fairbanks show. Procter and Gamble picked up the series for Greensboro, N. C., and Schmidt's Beer did likewise for Minneapolis.

The new sales bring the total number of U. S. markets in which the series has been sold by Interstate to 21. Rheingold is sponsor-

TV FILM PURCHASES

"The Falcon," NBC Film division's latest mystery release, was sold last week to WJBF, Augusta, Ga.; KBMT, Beaumont, Tex.; KTTS, Springfield, Mo.; KDAL, Duluth, Minn.; WSM, Nashville, and KFDX, Wichita Falls, Tex. Station KOVR in Stockton, Calif., purchased the following shows from NBC: "Captured," "The Visitor," "Victory at Sea" and "Lilli Palmer."

Other NBC Film sales this past week included "Dangerous Assignment" to KBMT, Beaumont, Tex., and KSWS, Roswell, N. M.; "Badge 714" to WHUM, Reading, Pa., and KCMC, Texarkana, Tex., for the Ada Milling Company and WCAB, Albany, Ga., for Savelle Jewelry. The NBC feature package was sold to WILK, Wilkes-Barre, Pa., and WBKB, Chicago. "Life of Riley" to KTSM, El Paso, Tex.; KFXS, Grand Junction, Colo.; WGEM, Quincy, Ill., and KHQ, Spokane, for the Brown-Haley Candy Company alternating with Nalleys, Inc.

McGavin, Ltd., of Canada, has purchased "Art Linkletter and the Kids" from CBS-TV Film Sales to be shown in the following markets: CHCN, Calgary, and CFRN, Edmonton in Alberta; CKCK, Regina and CFQC, Saskatoon, Saskatchewan; CBUT, Vancouver, B. C., and CBWT, Winnipeg, Man. "Holiday in Paris" will also be shown in the Canadian market over CHCH, Hamilton, Ont., and CFCM, Quebec City. Other Canadian sales were "Cases of Eddie Drake" to CHCH, Hamilton, and "Crown Theater" to the Montreal market.

Emerson Radio of Connecticut this week bought Sportsvision's "All American Game of the Week" in the Hartford, Waterbury and New Britain, Conn., markets in addition to Springfield, Mass. Other sales of "All American Game of the Week" included Kelley Springfield Tires in the Pittsburgh market and WVEC, Hampton, Va.

TV Station WTRF, Wheeling, W. Va., will begin weekly telecasts of "Rocky Jones, Space Ranger," distributed by United Television Programs starting September 2. The half-hour adventure show will be sponsored on alternate weeks by the Childs Shoe Company and Garvin Dairy Farms.

QUICK TAKES

Bob V'ormhoudt, exec veepee of Vitapix Corporation, is resting at the Tarrytown (N. Y.) Hospital following surgery. Irwin Schwartz, free-lance writer, and Jim Doyle, announcer and deejay, have joined Jerry Courneya Productions as staffers. Josephine Premice, Latin-American and Calypso singer, has been signed to do several numbers in Jan Productions' "This Is Your Music," half-hour musical film series. Fred F. Sears has been signed by Screen Gems, Inc., to direct Claudette Colbert in her telefilm debut for Ford Theater.

Bob Lee has left CHUM, Toronto, after three years as manager to form a TV industrial and educational film service. The American Society of Composers, Authors and Publishers' softball team won its last game against Precision Films in New York by a score of 15 to 11. Murphy McHenry, former newspaper man and publicist, has joined Transfilm, Inc., New York, as an account exec on TV commercial and industrial films. J. J. Flagler, formerly of Miami's Resort News Bureau, has joined Albert Black Productions as associate producer.

Vincent Melzac, ex-Atomic Energy Commission staffer, has joined Television Programs of America, Inc., as an account executive. Betty Jeffries, Chicago TV writer who has been signed by Demby Productions to script the second series of "Hollywood to Broadway" films, has been named a "Miles Anderson Award Winner" by Dramatists Alliance. Mickey Dubin, former veepee in charge of sales at Robert Lawrence Productions, has joined MCA-TV in a sales executive capacity.

ing it in 11 California and five East Coast markets. The first 13 "Douglas Fairbanks Presents" episodes are being syndicated by NBC Film Division under the title of "Paragon Playhouse."

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THE BILLBOARD SCOREBOARD

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

Continued from page 10

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

PHILADELPHIA 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table with columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for Ramar of the Jungle, Hopalong Cassidy, Gene Autry, Racket Squad, Ramar of the Jungle.

Sign-On to 7 p.m.—Saturday and Sunday

Table with columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for Craig Kennedy, Ramar of the Jungle, Files of Jeff Jones, Kilt Carson, Stranger Than Fiction, Art Linkletter and the Kids, Cowboy G-Men, Adventures of Blinkey, Ramar of the Jungle, Johnny Jupiter, Little Theater.

7 p.m. to Sign-Off—Monday Thru Sunday

Table with columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for Mr. District Attorney, Superman, Boston Blackie, Badge 714, Victory at Sea, I Am the Law, Foreign Intrigue, Life With Elizabeth, Cisco Kid, Death Valley Days, Dangerous Assignment, Dangerous Assignment, Duffy's Tavern, Racket Squad, Janet Dean, Captured, Racket Squad, Hopalong Cassidy, Story Theater, Life With Elizabeth, Racket Squad, Ramar of the Jungle.

CINCINNATI 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table with columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entry for Superman.

Sign-On to 7 p.m.—Saturday and Sunday

Table with columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for Cisco Kid, Cowboy G-Men, Wild Bill Hickok, Johnny Jupiter, Annie Oakley, James Mason Show.

7 p.m. to Sign-Off—Monday Thru Sunday

Table with columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for Kent Theater, Liberace, Led Three Lives, Badge 714, Boston Blackie, Heart of the City, Mr. District Attorney, City Detective.

(Continued on page 51)

LOUIS D. SNADER

FIRST GAVE YOU LIBERACE ON TV FILM

Now Presents THE SENSATIONAL KORLA



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Available in both 1/4 and 1/2 hour musical shows 9130 Sunset - Hollywood 46

NO PACKAGE TAKERS

ABC Offers NCAA Grid Games Singly

NEW YORK, Aug. 14.—Failing in its efforts to latch on to a network advertiser willing to bankroll the entire National Collegiate Athletic Association football package, ABC-TV is getting set to offer the conflicts on a pre-game basis.

The web already has a couple of advertisers on hand eager to sponsor the entire package on a regional basis. But it thinks it may be able to do better by selling it on a full network on a per-game basis. It's willing to give it a try.

It's understood, however, that no contracts will be signed until the web counts up on one hand

the potential revenue from per-game network advertisers and compares it to what it can get by selling the package to regional advertisers. Whichever method will help the web get further off the NCAA hook is the one that will be selected.

What's giving the situation even more of a jig-saw puzzle quality is the fact that several advertisers are reportedly eager to sign for the pre-game, post-game and half-time periods on a full network. ABC-TV, however, is holding off on accepting any of these orders for fear that product conflicts might kill the sale of the games themselves, either to regional sponsors or per-game network sponsors.

There are plenty of advertisers around ready to pick up pieces of the package, the web's problem is to fit them together into the most profitable framework.

Gen. Mills to Quit ABC-TV Friday Nights

NEW YORK, Aug. 14.—General Mills is pulling out of ABC-TV's Friday night 7:30-8 p.m. time slot at the end of this summer when its Stu Erwin show shifts to Thursday 8:30-9 p.m. for Liggett & Myers.

It was thought previously that General Mills would retain the Friday night time period on ABC-TV for its new June Havoc film series. The firm now seems likely to put that show on CBS-TV Saturday night, 10:30-11 p.m., this fall.

Velarde Goes Coast ABC-TV

HOLLYWOOD, Aug. 14.—Ed Velarde has resigned as a member of the Hollywood staff of The Billboard to return to ABC-TV's Western division publicity-promotion department, effective Monday (16). He was appointed to his new post by Stanton Kramer, director of TV publicity and promotion of ABC's Western division.

Prior to joining The Billboard's Hollywood staff a year and a half ago, Velarde served as a publicist in ABC's radio and TV operations here. As a Billboard staffer, he worked in the music field, but for the past nine months covered the radio-TV and telefilm industry.

Carson May Spell Buttons

NEW YORK, Aug. 14.—Jack Carson was on the verge of packing this week to take over the Red Buttons time every fourth week on NBC-TV. Carson flew to Detroit to huddle with Pontiac brass, with the inking expected early next week.

The Buttons show will air at 8 p.m. Fridays.

Martin and Lewis To Open 'Colgate'

NEW YORK, Aug. 14.—Dean Martin and Jerry Lewis have been set for the season's opening show on "Colgate Comedy Hour," via NBC-TV.

The stanza, on September 19, will mark the first of their five appearances on the show in this, their fifth season on it. The show again airs 8-9 p.m. Sundays.

Tootsie Roll Buys Lee

HOBOKEN, N. J., Aug. 14.—The Sweets Company of America, Inc., this city, has signed to advertise its Tootsie Roll candy bar on the Pinky Lee TV show over a 90-station, coast-to-coast NBC hook-up beginning September 7. Arthur A. Starin is Sweets Company advertising manager.

Du Mont Signs Schick as Nat'l Grid Sponsor

NEW YORK, Aug. 14.—Schick Electric Shavers this week became the first national bankroller to sign for the professional football games on Du Mont this season. Schick will have one fourth sponsorship on 92 stations every week-end in the schedule. The deal was clinched by Du Mont salesman Dick Hubbell thru the Kudner agency.

Du Mont had previously sold three regional sponsorships on the pro football. The Brewing Corporation of America will have half sponsorship of the Cleveland Browns games in the East. Atlantic Refining will ride another regional selection of stations in the East. And the Chevrolet dealers will co-sponsor with Atlantic in some of its cities.

Last year Westinghouse had the pro games nationally with regional sponsors.

The Saturday night and Sunday afternoon game schedule begins September 26 and winds up December 12.

Mickelson for CBS Affairs, News Combo

NEW YORK, Aug. 14.—CBS this week combined the News and Public Affairs departments of its radio and TV networks into a single operating unit to serve both webs, with Sig Mickelson named vice-president in charge of the new organization, which will be called CBS News and Public Affairs. The move follows the CBS view that news and public affairs deserve the greatest emphasis.

Mickelson has been director of news and public affairs for CBS-TV since July 1951, and has been with the web since 1943.

Hoag-Blair Nat'l Sales Rep For Outlets in Small Markets

NEW YORK, Aug. 14.—A new television station representative firm, Hoag-Blair Company, organized to handle national sales representation for stations located outside of major markets, will begin operations in New York, Chicago, Los Angeles and San Francisco September 1.

The announcement was made jointly by John Blair, president of John Blair & Company; William H. Weldon, president of Blair-TV, Inc., and Robert Hoag, president and general manager of the new firm.

Blair said, "We have long recognized that there is a basic dif-

Theater TV Breaks Barrier; Plan 27 Shows for 1954

• Continued from page 1

record money-making June 17 telecast of the Marciano-Charles heavyweight championship fight, the next few months will see a rash of at least five more closed circuit shows made available to the paying public. One of them will be the September 15 return bout between Marciano and Charles.

New Events

In the box-office sphere, the medium has been living largely on sports events. But this year for the first time it is placing greater emphasis on other forms of entertainment as well. Dor Theater Television, a newcomer to the field, will pipe the New York Philharmonic Symphony Orchestra concert into 31 theaters on October 5. It will be the first inter-city closed circuit telecast of a symphony concert.

TNT, on November 7, will theater televise the first of what is expected to be an annual theater TV event, the opening of the Metropolitan Opera. BOTV is currently hard at work lining up theaters to carry the first Broadway play ever presented via closed circuit TV, "The Seven-Year Itch." If successful, it will open up the nation's movie houses to a vast new source of box-office entertainment—the Broadway stage.

Portable Screen

One of the important single factors responsible for the closed circuit medium's growing attractiveness this year to industrial concerns is the increased flexibility it offers them as a result of BOVT's pioneering efforts in making available portable large-screen TV equipment which can be placed in hotels and other locations in addition to or instead of motion picture theaters.

There are many cities in the country which have no permanently equipped theater TV movie house. The only way an industrial firm beaming a closed circuit show to its selected audience can get a large screen picture into these cities is thru the use of portable equipment. Tho the portable equipment does not deliver as large a picture as the expensive theater TV units, many of the firms have used the portable equipment and have found it satisfactory for their needs.

Five Sheraton hotels, significantly, have installed permanent theater TV equipment. Thru an arrangement with the Sheraton hotels or other hotels or theaters, BOTV can now arrange for an industrial closed circuit telecast to be shown live to an invited audience in any city in the country reached by American Telephone & Telegraph television lines.

In cities where AT&T lines are not available, a kinescope recording of the dress rehearsal can be shown at the same time the live show is being picked up elsewhere. By means of audio hook-up, viewers of both the live and kinescope shows can ask questions of the show's participants at the end of the session.

The availability of portable equipment has resulted in a trend toward greater use of hotels, rather than theaters, as an outlet for closed circuit business shows.

The reason for it is two-fold—hotels are less expensive to rent than theaters, and a company putting on a closed circuit show can arrange for the hotel's dining and entertainment facilities to be utilized for the comfort of its invited audience. It is expected that the hotels will become more and more important as outlets for closed circuit business meetings.

Still Hurdles

Despite this year's spate of closed circuit activity, the medium has only barely begun to realize its potentialities. One of the factors still holding back its growth in the sphere of entertainment, for instance, is the limited number of motion picture theaters equipped to project large-screen telecasts.

Out of some 18,000 motion picture theaters in the U. S., only a little more than 100 have installed the high priced equipment. If and when this figure is multiplied, as observers feel it eventually will be, the medium will be sitting pretty.

By multiplying the number of theaters carrying an entertainment theater telecast, the cost to each theater of amortizing a theater TV event can be reduced considerably. Additionally, the increase in the number of theaters would enable vastly in-

creased box-office receipts to be realized. This would make it possible for a closed circuit producer to put on high-priced events such as musical comedies, World Series games or specially designed high caliber shows which now are economically unfeasible for the medium.

Reluctant Ops

Motion picture theater owners today are somewhat loath to invest close to \$20,000 for new equipment. They want to be certain of a constant supply of industrial and sure-fire theater TV entertainment attractions that will make their equipment investment profitable. An entertainment event must bring a theater owner a greater profit than he can realize from his regularly scheduled motion picture film showing. To this extent, closed circuit TV as an entertainment medium is in competition with Hollywood feature films.

The firms producing theater TV events are finding it difficult to come up with a steady supply of high-priced theater TV extravaganzas until such time as there are many more theater TV houses around to make such shows economically profitable for both theaters and producers. It's the same old "what comes first, programming or outlets?" dilemma that the networks faced in the early days of home TV.

Soon, it is believed, it will be solved. At the present time, however, no firm is manufacturing the large-screen theater TV units.

Extra Push?

A continuing increase in the number of entertainment events and off-hours closed circuit business shows will serve to stimulate demand by theater exhibitors for new theater TV units. The coming of large-screen color television may give the medium an extra push.

Meanwhile, 20th Century-Fox, among others, is continuing the development of color theater television. Tho the same "what comes first" dilemma will still exist in the purchase of the large-screen color equipment, the shot in the arm that color will give the closed circuit TV medium is eagerly awaited by exhibitors, producers and industrial firms.

The motion picture industry's eventual conversion from film to visual magnetic tape recording is expected to give theater TV its final big boost. For when Hollywood switches from film to tape in its production of features, most of the theaters will be forced to equip themselves to project visual magnetic tape. This equipment reportedly can be easily adapted to enable theaters to project closed circuit telecasts on their large screens, thereby making every theater so equipped an outlet for closed circuit TV shows.

Tape Conversion

The motion picture industry's conversion to magnetic tape, however, is estimated to be anywhere from 5 to 10 years off.

In addition to BOTV, TNT and the newcomer, Dor, a fourth firm active in the closed circuit field is the Du Mont Television Network. Tho Du Mont, unlike the other TV webs, is actively seeking industrial clients for multi-market telecasts, it has not been as successful this year as BOTV or TNT in this sphere. It has, however, arranged several one-city closed circuit showings.

Du Mont's production personnel and facilities are available for the telecasts arranged by closed circuit firms in the same way as are those of the other networks. It handled the production chores for the Sheraton show and the June 17 Marciano-Charles fight, for instance, and on October 15 will provide a production crew for the Philharmonic Symphony theater telecast.

Among the important industrial organizations that made use of closed circuit TV this year are Dodge, Chrysler, National Dairy, International Business Machines, the Sheraton Hotel Corporation, the Pan-American Airways, the American Management Association, the Pellon Corporation, Westinghouse and Ford. The last-named put on two closed circuit nationwide meetings.

Mutual Radio Network Firms Up Fall Programs

NEW YORK, Aug. 14.—Mutual Broadcasting System began firming up its fall program schedule this week. Among the new shows set are "Tony Martin's Musical Quiz," co-starring Bud Collyer, for 4:30-4:45 p.m. across-the-board; "Kite Flight," a fantasy kid series, 4:45-5 p.m. across-the-board; the Kenny Baker co-op strip, 10:15-10:30 a.m., and "Heartbeat of Industry," Sunday, 8-8:30 p.m. These shows go on the air the middle of September.

Additionally, "Madeleine Carroll's Story Time," which was halted by the McCarthy-Army hearings after two weeks on the air, will start over again in a 10:35-11 a.m. daily slot starting October 4. A new Bobby Benson

series, which will stick strictly to drama, will be heard Mondays, Wednesdays and Fridays 5-5:30 p.m., and Tuesdays and Thursdays, 5:30-5:55 p.m.

Current plans also call for Mutual to bring "Treasury Agent" and several other of the Phillips Lord packages to the air in the evening.

GF in Quick On 'Breakfast'

NEW YORK, Aug. 14.—General Foods will get a fast taste of sponsorship of ABC's "Breakfast Club" when it moves into the show for two weeks starting September 20.

The food firm will sponsor the 9-9:15 a.m. period Monday, Wednesday and Friday during its short sojourn. Its place will be taken on Wednesday and Friday, starting October 6, by Rockwood Candy, which becomes a regular sponsor on that date.

The Monday first quarter hour is the only time period unsold on the radio portion of the simulcast for this fall.

Net Color for WKY-TV

NEW YORK, Aug. 14.—The first web colorcast originated by an affiliate is skedded for Tuesday (17), when WKY-TV, Oklahoma City, will air a segment for the NBC-TV "Home" program on Oklahoma's American Indian Exposition. WKY-TV was the first indie outlet to air local live colorcasts.

TOO GOOD TO BE TRUE

NBC Blushing Over 'Home' Poll Results

NEW YORK, Aug. 14.—Execs at NBC were in a dilemma this week. A special research study that was made to survey the influence of the web's "Home" show on women turned out so well that network toppers are reluctant to release it. Result is that full details may never be made public.

The study, conducted by Advertest Research in June in three cities, utilized recall only, and merely asked women which medium was relied upon most for information on such matters as child-rearing, decorating, fashions and cooking. The women named the various media themselves; none was suggested. Some 2,600 women were surveyed by telephone from a list weighted proportionately in socio-economic terms, embracing both TV and radio-TV homes.

The results of the study reportedly dazzled even the NBC brass. In two of the three cities, Rochester, N. Y., and Louisville, Ky., the town's leading evening newspaper ranked first and the leading morning newspaper rated second. "Home" was listed third, ahead of every woman's magazine published, scoring twice as much as the leading women's magazine. In Davenport, Ia., the third city studied, it's understood that the show fared even better, ranking second behind the local evening newspaper.

One amazing aspect of the situation is that "Home" debuted only this past March 1, while the various magazines have had loyal followings for many years. It is reported that one woman of every six queried named "Home" as her leading source of information on the various subjects listed, ahead of all other media.

NBC execs are understood to feel that the results of the study are so good, in terms of "Home's" showing, that it might be more difficult to sell the show to agencymen and sponsors with it than without it, since so much talk would necessarily arise about the study. Amusingly, NBC itself made a similar study some weeks earlier, got the same results and were so surprised they authorized and paid for the Advertest undertaking.

Miles Buys Beatty News

NEW YORK, Aug. 14.—Du Mont this week sold the 7:15-7:30 p.m. strip to Miles Laboratories, in which it will program "Morgan Beatty and the News," beginning September 27. "Marge and Jeff," which previously occupied this berth, will be moved to the 6:45-7 p.m. position, before "Captain Video."

The Miles deal was made thru the Geoffrey Wade agency.

THIS TV'S NOT FOR DROWNING

EAST PATERSON, N. J., Aug. 14.—To the man who feels the impulse to smash his TV set: it won't do you any good. In the spirit of research—and not in wrath—the Allen B. Du Mont Laboratories dropped one of its latest models off the Market Street Bridge into the Passaic River this week. The set hit the water with a big splash and drifted down river a few feet, where a couple of Du Mont men lassoed it and hauled it back. The dripping receiver was taken back to Du Mont's Quality Control Department, dried off plugged in, and switched on. On the screen appeared a beautiful picture. It was Channel 5, of course.

Sales Soar on Radio of 'D.A.'

NEW YORK, Aug. 14.—Sales of the radio version of "Mr. District Attorney" have continued to soar over the past week. After three weeks the show is sold in 115 markets. Two more regional deals have been brought in. Pennington Bakeries have the show in seven cities in Ohio and Kentucky. And Carolina Light and Power has it in five markets in the Carolinas.

Alvin Unger, sales veepee of the Frederic W. Ziv Company, said that "Mr. D.A." was getting even a bigger proportion of multi-market sales than Ziv's two previous offerings, Red Skelton and "Hour of Stars."

Vox Jox

By CHARLOTTE SUMMERS

Send us your theme song list. . . How many times used weekly?

Jox Trix

The music-roll search started by WBZ, Boston, radio personalities has really moved into "high gear." More than 1,000 rolls have already been sent to WBZ jockeys after just 10 days. The whole thing started when one deejay played a piano roll he found in the music library. Not to be outdone, other deejays on the station picked up the idea on their own shows during the day. By the end of the first week they had received almost 500 rolls from New England listeners. Involved in the search are Carl Deuze, Rosemary, Paul Knight, Lindy Miller, Dick Tucker, Nelson Bragg, Ed Kane and sportscaster Leo Egan, in addition to Mildred Carlson, "Home Forum" editor, and Malcolm McCormack, farm director. The station will probably donate the rolls and the player piano to some service or institution in its area at the end of the promotion.

John Paros, WFLB, Fayetteville, N. C., reports: "Some time ago I had a conversation with Tony Pastor about the terrific competition today and the fact that many unknowns are almost completely ignored by deejays on their program. It was then that I decided to add a feature to my program which has become very popular. I devote a 15-minute seg to playing off-brand records by virtually unknown artists. The reaction to this programming has been wonderful."

Real George, KXOB, Stockton, Calif., tells us about his drive-in theater show: "The show is now

pipled into cars one hour prior to showtime at the Stockton Motor Movies. The gimmick has caught on with requests, birthday announcements, etc. Free coffee and doughnuts were served at 3 a.m. recently at a special dusk to dawn show inspired by me, and hundreds of cars were turned away."

"Guess the Time" is a contest that Tommy Sasser, KTHH, deejay in Houston whipped up. It works like this: Sasser never knows exactly what time his "College Capers" show will take to the air, because he follows Houston baseball broadcasts. He has his listeners guess at the time they think he'll get on the air the following night. Winners are announced each night and receive little prizes.

Send us your theme song list. . . How many times used weekly?

Wind Up On 45's

This will be the last column devoted to the pros and cons of record samples on 45 r.p.m. We feel that we have devoted a very fair amount of space to this controversy and that the time has come to wrap it up once and for all in this space. So here are the comments we currently have on our desk which will end the discussion in this column. Check the Music and Radio department's editorial pages for future news on this situation.

Nick Jordan, KCSB, San Bernardino, Calif.: "Can't understand the controversy over the 45's. KCBS is plenty happy about them. They're easier to handle, save space, fidelity is better and they present no problem in cueing. . . Don Bailey, WESC, Greenville, S. C.: "Isn't there some way that we can all get together and do some squawking about the 45's being 'railroaded' in? Our five local stations have sent telegrams to all the record companies with complaints. Maybe we could all work together on it."

Monte Grove, WLYC, Williamsport, Pa.: "Lots of new releases but can only play M-G-M, Coral, Mercury and off-brand labels on 78's. All the rest on 45's. Can't get conversion gear until late in August. Me thinks the record companies make a mistake. Disks don't do anybody any good on the shelf." . . . Mel Bernam, WKYW, Louisville: This station has con-

(Continued on page 42)

World Sets Grid Pkg.

NEW YORK, Aug. 14.—World Broadcasting System was this week set to begin distribution of its football package, "Football Time." The feature gives World subscribers a 13-week, 15-minute series of football history with open spots for current football news by a local announcer.

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NEWS BEHIND THE NEWS

Important Role of WSBT, WSBT-TV In Studebaker's Wage-Cut Problem

SOUTH BEND, Ind., Aug. 14.—Newspapers headlined Studebaker CIO autoworkers approving by a 5,371 to 626 vote a 15 per cent wage cut here Thursday after rejecting the same proposal 3-2 a week previously. But the role stations WSBT and WSBT-TV

played in bringing about the settlement is a "middle story" that went unnoticed.

In the wake of the first vote there was much evidence that issues involved were not completely understood by many Studebaker workers. Among them Studebaker President Herbert S. Vance's announcement that the company was cancelling its contract after 60 days' notice since it would not produce 1955 models unless wages were cut to meet Detroit scales.

Clears Air To clear the air, WSBT and WSBT-TV went on the air Monday (9) with spots urging anyone with a question to call the station, give it to a trained clerk and it would be answered by 9 p.m. Wednesday night on an hour-long simulcast by Harold S. Vance, Studebaker president; Paul G. Hoffman, chairman of the board, and Paul E. Clark, vice-president in charge of industrial relations.

By program time 534 questions were received. These were categorized and asked by Bob Houser, news director of WSBT, of the Studebaker execs who answered them. The next day many members stood up at the football field meeting and declared they wished

to switch their vote because they hadn't understood the issues involved thoroughly a week earlier.

Lebhar to Leave WMGM; Tolchin Named to Position

NEW YORK, Aug. 14.—Bertam Lebhar Jr., for 15 years a key exec at WMGM here, this week severed his connection with the station effective August 31. Lebhar, director of the Loew's-owned outlet since 1949, also was a familiar voice on the air as Bert Lee on various stations' sports-casts. He will be succeeded as director by Arthur M. Tolchin, currently WMGM's sales manager, who has been with the station for 17 years.

Lebhar was seen likely to leave when his present five-year contract expires at the end of this month, following his inability to close attempts to purchase the station a year ago. He is reported close to signing with another organization, with details likely to be settled in the next week.

KOWL Signs Chico Sesma

HOLLYWOOD, Aug. 14.—Santa Monica radio station KOWL, catering primarily to minority audiences in the Southern California area, has signed Mexican-American disk jockey Chico Lionel Sesma to a new five-year contract which will reportedly earn him \$100,000.

Sesma, former name-band trombonist who started with a half-hour program on the station five years ago, now does a daily stint from 3:50 to 6 p.m. plus an 11:30 to noon show Saturday. He was inked to the pact by station manager George A. Baron.

Chi 45 R.P.M. Cold War Heats Up With Disk Firms, WIND in Tangle

CHICAGO, Aug. 14.—The 45 r.p.m. situation in Chicago burst wide open this week with rumors

running rampant and a hassle growing between record companies and one of the three remaining holdout radio stations.

Record company personnel have been getting hot under the collar for the past few days concerning some of the ramifications resulting from the Big Three independent stations' ban against conversion to 45 r.p.m. equipment. Altho WCFL, WJJD and WIND are still on the holdout list, WIND is feeling the brunt of the wrath.

The crux of the situation concerns WIND's morning deejay show, "Chicago's Top Tunes," presided over by Jay Trompeter from 8 to 9 a.m. weekdays. The diskeries claim that the show is not listing the Chicago top tunes correctly. Each of the firms in question were quick to add that

they found no fault in the manner in which tunes were reported and graded and were satisfied that the station's personnel was qualified and competent. As one diskery representative put it, the station is ignoring reports of tunes that are only available on 45's or else is playing a different version of the same tune available on 78's, either because the deejay bought it or the publisher supplied it.

The picture from WIND is exactly the opposite. Lorene Younglove, record librarian and compiler of the Top Tune survey, stated that not only is the situation a farce, but that the station is going out of its way to play the correct tunes. According to her, the tunes reported by dealers are the ones played. If the tune and version are not available in their library

(Continued on page 18)

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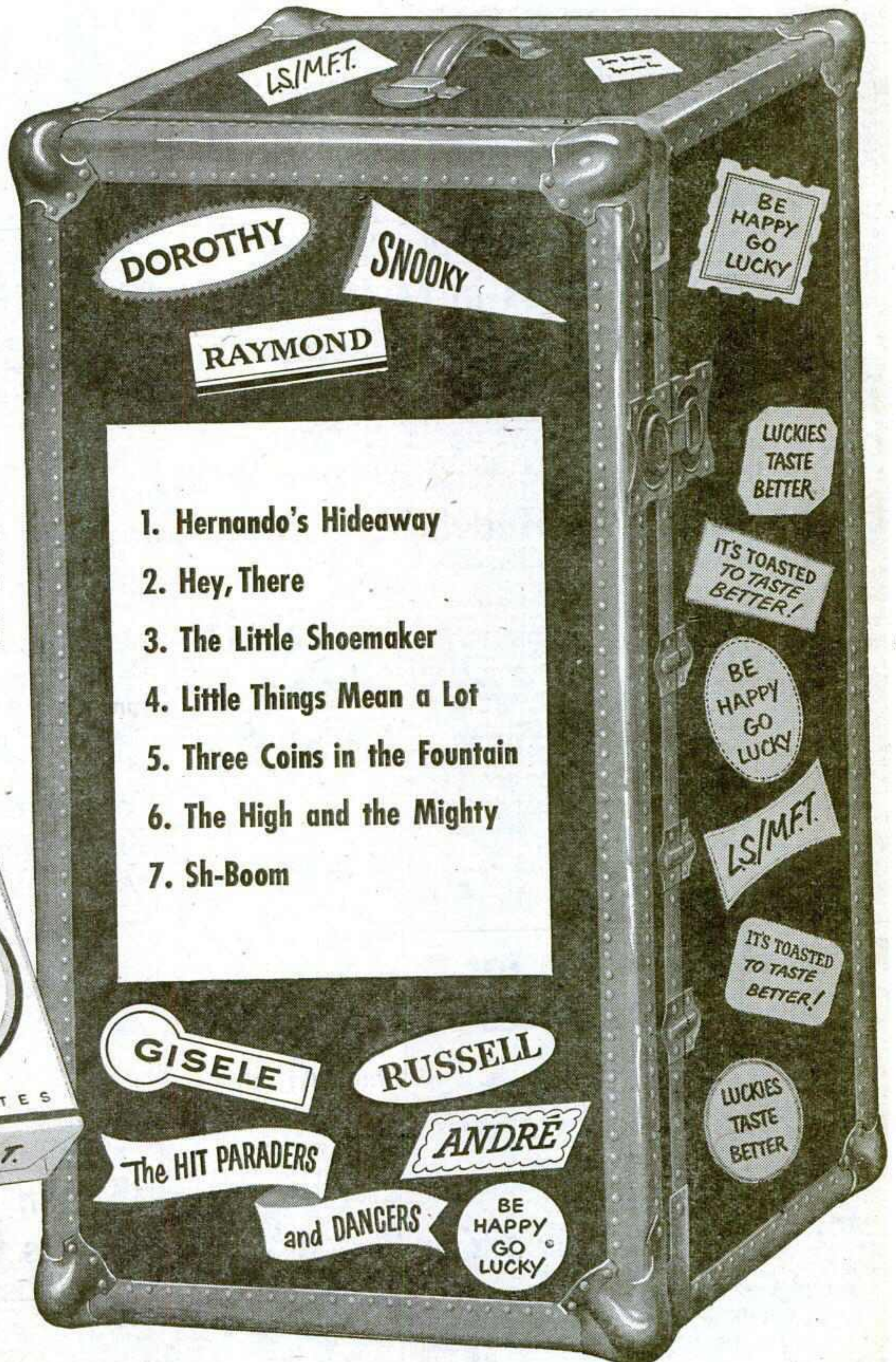
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And presents a special summer service

During its 12-week hiatus Your Hit Parade will list in this space the seven top tunes from Your Hit Parade Survey

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



1. Hernando's Hideaway
2. Hey, There
3. The Little Shoemaker
4. Little Things Mean a Lot
5. Three Coins in the Fountain
6. The High and the Mighty
7. Sh-Boom

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

MUSIC

Record Club Not in Columbia Fall Plan

NEW YORK, Aug. 14.—Columbia Records this week categorically denied that its fall merchandising "priceless editions" plan was connected in any way with the firm's nearly dormant record club. The diskery's fall merchandising plan (The Billboard, August 7) allows customers to obtain a seven-inch 45 or LP record free from the company for every Columbia LP or EP purchased from a dealer.

The firm issued its statement concerning the fall plan due to the verbal and written alarm displayed by some dealers that the firm was attempting to obtain customer names to revitalize its record club. The dealers' anxiety was due to the provision in the firm's fall plan that a customer had to send a coupon to the company itself in order to get the "priceless edition" record. These dealers feel that this list might be used for record club solicitation.

Lieberman Note

Goddard Lieberman, executive vice-president of Columbia this week issued the following statement: "This year's fall merchandising program has been evolved by Columbia after much thought and effort. In the past, when Columbia has held consumer programs which have entailed additional labor for the dealers, many dealers took the position that they were involved in a great

Talks Over Dot Sale to Victor Come to Halt

NEW YORK, Aug. 14.—All negotiations between Dot Records and RCA Victor over the sale of the former label have ended. In a prepared statement, Randy Wood, Dot president, admitted that "slight negotiations" had taken place with RCA Victor, but that no definite plans had been made for any merger of Dot and Victor's subsidiary Label "X."

Wood also said that the relationship between Victor and his label would continue as before, with RCA's custom pressing division continuing to handle the greatest percentage of Dot's pressing business.

Wood said that he was looking forward to Dot Record's biggest year in its five-year history and that he is planning continued expansion in all fields of recorded music. He intimated that a huge drive would soon be made into the packaged record market.

RIAA Halts Search for Optional Center Ideas

NEW YORK, Aug. 14.—At least for the time being, The Record Industry Association of America, Inc., has given up plans to find a universally acceptable method of producing records with an optional center which would permit the handling of all disks of any speed on turntables of any type and without use of extra spindles or disk inserts.

The RIAA directors have relieved that association's engineering committee of any further responsibility to work out an optional center disk.

Original industry-wide planning called for producing disks with the optional center, so that at first glance all records would have a small (78-33 type) spindle hole, but with all so manufactured that the centers could be easily punched out to fit the large (45 type) spindles.

Capitol Records did have such a disk on the market a few years ago, but this version of the optional center was not acceptable to the engineers at the other labels. Capitol voluntarily ceased production of their optional center disk and participated in the

deal of paper work. . . . To obviate some of these difficulties, Columbia's 1954 plan is carefully organized to bring the customer into the stores without the necessity of special effort on the dealer's part to get extra business, either thru paper work or the stocking of special merchandise. "To impute other motives to a plan of this sort is not only shortsighted but can only result from a lack of understanding of what this plan means to the dealers in the way of improved business and increased store traffic. . . ."

Dealer Plan

Some dealers stated that they would not let their customers send the coupons to Columbia Records to get their "priceless edition records" but would send the coupons in with the store name, and then give them out to the customers who were to receive them.

Paul Wexler, sales chief of Columbia Records, had the following to say when queried by The

(Continued on page 28)

MAHALIA

Apollo and Columbia in Pact Hassle

NEW YORK, Aug. 14.—Whether Mahalia Jackson, one of the country's great spiritual singers, would move to Columbia Records or stay with Apollo was not yet settled when The Billboard went to press this week. But according to Columbia spokesmen and Apollo execs, everything would be straightened out by next week.

Columbia Records claimed this week that they had acquired the singer on the understanding that Miss Jackson's contract with Apollo had lapsed due to a failure on the part of Apollo to pick up her option.

However, Bess Berman, head of Apollo, told The Billboard that the thrush was still under contract to her firm and that Apollo had picked up the option in time. Mahalia Jackson has been with the label for the past five years next week she starts a coast-to-coast radio show on the CBS network.

THOSE TEARFUL PUBLISHERS

Pubs in Middle of DJ-45 Battle; They Have Songs to Be Played!

By BOB ROLONTZ

NEW YORK, Aug. 14.—The current switchover from 78's to 45's for deejays by the major record firms has caught the long-suffering publishers right in the middle. The publishers neither asked the diskeries to switch to 45's nor suggested that the jockeys should or should not play them. However, their expenses, their headaches and their work has increased since the 45 r.p.m. disk became the order of the day for jocks.

First of all, the diskeries stopped the publishers from purchasing any samples except the 45 r.p.m. record the same time the record firms switched to 45's for the jocks. This meant that the publisher could not get his hands on 78's until the shellacs were placed on the market, usually much after the 45 r.p.m. disk samples were available.

Secondly, the jockeys who wanted 78's instead of 45's started to put the pressure on publishers to get them for them. Unless a publisher could get hold of an acetate of his song, he had to wait until the shellacs were ready, losing valuable time with some jocks.

If he got hold of an acetate, he would have dubs made. At \$3 each, the dubs ran into real money if he tried to supply them to 10 or 20 key jockeys.

Even if he waited until the shellac records were ready, it still cost the publisher more money. He used to pay only 30 cents for the 78 deejay record. True, the 45 r.p.m. jock record only costs 30 cents, but a shellac 78 costs 55 to 60 cents from a one-stop, and 89 cents from a store. And to top it all off, since they are shellac, they can't be mailed and have to be delivered to the jock.

As far as the average publisher is concerned, he doesn't care what speed the record is, what

size it is or how many grooves it has. He only wants one thing—deejay spins. But at the moment all he is getting is trouble.

If the publisher has a tune out with a top artist, he is willing to invest in dubs, shellacs and what-have-you to get the disk played, for he knows that a big artist can break thru with a hit.

But if he has a record with an unknown artist, he is less inclined to get those dubs made, since he figures the return will be smaller. Yet he needs the performances and he needs those records to get them.

Peace Leaders

So if there is a desire for the hassle between jocks and the diskeries to be over, the publisher would be happy to lead the peace campaign. When the hassle is finally a thing of the past, the publishers will be among the happiest of men. For then they can get back to work on songs, instead of worrying about who still wants those 78's.

Cap's \$18 Mil Sales a High; Earnings Rise

HOLLYWOOD, Aug. 14.—Capitol Records sales during the 12 months ending June 30, 1954, reached a new high of \$17,785,534 and earnings showed an increase over the corresponding period a year ago, President Glenn E. Wallichs reported this week in a letter to stockholders.

New high mark compared with sales of \$15,013,369 for a like period ending June, 1953.

Net income amounted to \$706,023, equal after preferred dividends to \$1.47 a share on the 476,230 shares of common stock outstanding. In the 12 months ending June, 1953, the company's net income was \$674,946 or \$1.39

(Continued on page 28)

Stimulate Interest in Williams Film

NEW YORK, Aug. 14.—Altho M-G-M's movie bio on Hank Williams won't be released until late 1955 or early 1956, M-G-M Records this week advised its distributors to keep interest high on the film until then, via a long range build-up with local deejays, juke box operators and dealers, in anticipation of the release of a sound track album from the film and re-issues of many of Williams' biggest hit disks.

In line with this, M-G-M's Atlanta distributor is extending special co-operation to Montgomery, Ala., on its plans for a Hank Williams Memorial Day on September 21. The event, organized by the Alcazar Shrine Temple for the benefit of a Shrine Charity Fund, will feature a parade with 25 floats depicting "The Life of Hank Williams." Meanwhile, M-G-M is still looking for an unknown to play Williams in the picture.

'Waterfront' Background May be Waxed

HOLLYWOOD, Aug. 14.—Background music from the Columbia picture, "On the Waterfront," which stars Marlon Brando, may soon find itself on wax if negotiations between Decca Records' Sonny Burke and the film company's Jonie Taps are concluded. Pic, in current release, is being talked of in film circles as a possible sleeper for an Academy Award, and as such, would have hyped disk interests.

Decca's action is in keeping with its current up-tempo film score release schedule. Plattery recently issued a package from "The Magnificent Obsession," a dramatic film, as in "Waterfront."

45 Ban by Three Chi Outlets Rouse Diskers

Continued from page 16

on 78's, she claims the station purchases the 78 version from a retailer and stocks it. Miss Younglove added that the only tunes not being played are the latest releases which are being supplied in 45's. "These, too, will be played," she said, "if they prove themselves and reach the Top 40, from which the station programs its daily record shows."

It was also learned that Howard Miller, a free-lance deejay operating part of his day from WIND,

met with wide-spread approval in the industry. It will be the first time in the industry that such a

NBOA INVITES BAND SEGMENT

CHICAGO, Aug. 14.—All band leaders, band managers and bookers are invited to attend the joint session at the opening day of the NBOA convention at the LaSalle Hotel, Chicago, September 20, President Tom Archer announces.

Archer also points out that ballroom operators who are not members of the NBOA, are also invited to attend the Monday session. Sessions on Tuesday and Wednesday will be closed meetings for NBOA members only.

meeting has been attempted.

One issue certain to be brought up will be the NBOA name-band reporting service, in which the NBOA members report on the individual one-nighters as to business conditions, etc. NBOA Managing secretary, Otto Weber, strongly defended the reporting service and took exceptions to charges that the bookers and band leaders claim the service is a "self-created Frankenstein" and that some operators are not reporting honestly on the bands.

"The NBOA has been conducting its Name Band Reporting Service for nearly four years and it is anything but a Frankenstein," Weber said. "In fact, it has helped band leaders and bookers

(Continued on page 24)

KIDISKS

Untapped Market to Be Opened

NEW YORK, Aug. 14.—Decca Records will help dealers open up a still untapped market in the kiddie field when it releases its new Frank Luther series in October. Tagged "A Child's First Record," the new eight-record package was specially produced for the 9 to 30 months age group.

The series also marks the first public airing of Luther's new pattern for children's records, with everything from mambos to Mo-

(Continued on page 28)

Price to Head Columbia Sales

NEW YORK, Aug. 14.—Columbia Records' sales chief, Paul Wexler, this week appointed Forrest Price as general sales manager for the firm. Price will oversee sales with the firm's 40 distributors and will be in charge of the firm's field staff. Paul Wexler has been holding down this post in addition to his position as vicepres in charge of sales since Terry Southard was national sales manager in 1952.

Price has been with Columbia for the past three years. His last position was regional sales manager for the Northeast and Middle Atlantic territory, working out of this city.

Writers, Singers Bid For MOA's Pub Test

OAKLAND, Calif., Aug. 14.—Headquarters of the Music Operators of America here has already received a large number of bids from songwriters and singers anxious to figure as guinea pigs in the juke box org's forthcoming publishing experiment. Three weeks ago the MOA executive board empowered George A. Miller, president, to seek out four songs, two of which would be cut by new artists and two by established singers (The Billboard, August 7). Operators throughout the country would support the experiment by purchasing and programing the resulting records. Their purpose would be to demonstrate the promotional power of coin phonographs.

Miller this week said that he has reason to believe as many as 250,000 copies of any MOA-sponsored disk will be ordered by operators immediately upon release. MOA has the support of local associations in the project and has just assembled a list of 11,000 individual operators who will be urged to co-operate.

IBEW Blasts Stars Doing Home Disking

HOLLYWOOD, Aug. 14.—West Coast local of the International Brotherhood of Electrical Workers this week called for action against disk stars who do their own recording, and asked international headquarters in New York to take the matter up with James C. Petrillo, president of the American Federation of Musicians.

Action was started here by Harry Stillman, business agent of Local 45, Broadcast and Recording Engineers, who are affiliated with the IBEW.

Union contends that disk sessions, such as those that are made by Les Paul and Mary Ford at their homes, are unfair, and points out that under IBEW regulations, members of the union are prohibited from handling such disks. Engineers throughout the nation who do a majority of actual disk jockey record spinning, are members of the IBEW.

Request to the union's New York headquarters also called for enforcement of the aforementioned regulation.

Gary Crosby Going Decca

HOLLYWOOD, Aug. 14.—Young Gary Crosby is slated to join the Decca Records roster shortly, continuing the 20-year family association with the label established by his father, Bing.

Despite previous negotiations for the younger Crosby by other record firms, contracts establishing his status as a Decca artist have been drawn, and on firm authority are scheduled to be signed at an early date.

Bing and Gary teaming has had substantial success on a number of recent Decca releases. Gary continues thru the summer as a summer replacement on his dad's CBS network radio show.

New BMI Firm Set By Starr-Stanley

NEW YORK, Aug. 14.—Kay Starr and her manager, Hal Stanley, have set up a new music publishing firm, Starstan Music, affiliated with Broadcast Music, Inc. The first tune in the firm, and Miss Starr's latest Capitol release, is "Fortune in Dreams." Headquarters for Starstan will be on the West Coast. Publisher Murray Massey will operate the firm in the East, the not as a partner. Massey, incidentally, publishes the flip side of the new Starr disk, "Toy or Treasure."

The Starr-Stanley combination has recently been involved in another publishing operation, Vesta Music, also a BMI affiliate. Her previous Capitol disk, "The Man Upstairs," was a Vesta tune. Vesta was co-owned by Stanley and Jesse Stool.

The "Toy or Treasure" tune is being jointly published by Herb Reis and Murray Massey, the not in a new firm. Reis and Massey each own half of the song and will promote it jointly with each publisher getting half of the tune's earnings.

Sholes Adds Two Country Artists

NEW YORK, Aug. 14.—Steve Sholes, head of RCA Victor's country artist and repertoire department, has added two new artists to his roster.

Singer Rita Robbins will make her first recording for the label next week, while the Statesmen, a sacred quartet also newly packed, will turn out their initial Victor waxing in September.

JAZZ FINALLY MAKES GRADE

NEW YORK, Aug. 14.—Jazz really made it this week. The New York Times' radio station here, WQXR, heretofore strictly a longhair outlet, will air a jazz series for the first time in its 20-year history, starting Monday (16) from 9:05 to 9:35 p.m.

Sponsored by the Coca-Cola Bottling Company of New York, Inc., "The World of Jazz" will feature John S. Wilson, New York Times jazz critic, and Metronome editor George Simon. The 52-week series will cover every aspect of the jazz world.

Northern and Champion Are Decca Firms

NEW YORK, Aug. 14.—Decca Records has completed plans to reactivate its music publishing firms, and the two companies, Northern and Champion, are now operating here under the direction of Decca exec Bill Donner. Northern is affiliated with the American Society of Composers, Authors and Publishers, while Champion is a Broadcast Music, Inc. firm.

As reported in The Billboard last month, a key factor in the operation is an incentive plan, whereby both Decca and Coral artist and repertoire men receive equity in any tunes they bring into the firm, rather than a piece of the firms. Columbia has a similar incentive set-up for its a.&r. staffers on the label's recently activated April and Blackwood Music firms.

Decca, at present, plans to han-

RCA Moves 4-Way Fall Promotion Plan

NEW YORK, Aug. 14.—RCA Victor this week started moving on its fall plan, with the firm's distributors alerted to a four-point program built around Toscanini, high fidelity, a new, old-time hit series and mood music.

To spark acceptance of the new sets Victor will also offer dealers bonus merchandise at no charge, in proportion to their purchases. At the same time, the firm will introduce a new technical development designed to protect LP's from certain use hazards.

The company's bonus offer allows dealers their choice of any one of five disk packages, each worth \$6.95 to \$7.13 at retail, for every \$30 worth of the new merchandise they order the first time around. The \$30 unit is figured at dealer cost. Dealers will be allowed 100 per cent exchange privileges which must be completed, however, before the end of the year.

The technical development, called Gruve-Gard, will change the appearance of an LP only to a careful observer, but its effect, according to Victor engineers, will be to protect delicate grooves from possible abrasion such as might occur when a record is inserted or removed from its sleeve, or when several are stacked on a changer. Protection is achieved by raising the center slightly, like on 45's, and also the rims.

All Gruve-Gard

All new Victor LPs will feature Gruve-Gard, beginning with the new fall releases, and older albums will include the development whenever it is necessary to

die Northern and Champion without outside assistance. Decca will continue its Mood Music with Shapiro-Bernstein and Supreme Music with Bregman-Vocco-Conn.

fabricate new stampers for new production runs.

It is also expected that the development will be made available in time to independent diskeries who press their LPs at Victor's custom department.

The keynote of Victor's "Best Buy" fall program are five Toscanini albums. Titles, disclosed here last month, include Schubert's Ninth Symphony, in a plush set listing at \$6.95, a disk coupling Mussorgsky's "Pictures at an Exhibition" with a Franck tone poem, a three disk set of Verdi's "Falstaff," a popular grouping of familiar concert selections called "Toscanini Plays Your Favorites" and a two-disk set called "Toscanini Plays Wagner." Of these diskings only the Mussorgsky work will also appear on EP.

Publicity Aids

The Toscanini phase of the program will be supported by a large number of dealer aids, displays and consumer advertising. One display that will be made available to dealers has a cutout of the Maestro topping a five-foot window centerpiece.

The old-time hit facet of the program features top tunes of the years 1926 thru 1945. Four tunes from each year will be grouped on each of 20 EP's, with 10 LP's each to contain the equivalent of two EP's. Top artists on the label are featured. A rotating browser for the EP's will be made available to retailers.

Three new George Melachrino albums make up the mood series, and they will be put out on both EP and LP. Here again heavy advertising will plug the sets. The prime eye-catcher will be a color-motion window display for dealers.

Hi-fi Phase

Eleven titles will be included in the hi-fi phase of the Victor program. As disclosed here last month, the lead item will be "An Adventure in High Fidelity," a special set containing compositions and sound demonstrations of interest to the hi-fi fraternity. The set, holding an explanatory booklet and a foam rubber turntable pad, lists at \$6.95.

Other LP's in the hi-fi segment of the program include a re-recording of Offenbach's "Gaité Parisienne" by the Boston Pops ork, a Boston Pops waltz album called "Mr. Strauss Comes to Boston," a big ticket, three-LP ballet set and disks by the Boston Symphony, the Chicago Symphony, Artur Rubinstein, Leopold Stokowski, the Robert Shaw Choral and Hugo Winterhalter.

Kahl Music Lines Up Big Jazz Shows In Boston and N. Y.

NEW YORK, Aug. 14.—Kahl Music has lined up the talent for its two big jazz shows in this city and Boston on September 25 and 26. The shows, under the title of "Kahl Music Presents," will be presented twice in both cities. There will be an evening and midnight performance at Carnegie Hall here and afternoon and evening performances at the Boston Arena.

The talent line-up for the Carnegie Hall show will include the Count Basie ork, Sarah Vaughan, Billie Holiday, Charlie Parker, the Modern Jazz Quartet, Wild Bill Davis and Lester Young. All of these artists will be on the Boston bill, with two additional names, Roy Hamilton and The Drifters. Kahl Music is owned jointly by publisher Phil Kahl and Morris Levy of Birdland and The Embers.

Jenkins' 'Dreams' May End on B'way

NEW YORK, Aug. 14.—Gordon Jenkins this week engaged in preliminary discussions that are expected to lead to a Broadway production of his "Seven Dreams."

The latter opus, written as a music drama specifically for records, was released as an album last fall by Decca Records. In format, it was an elaborate follow-up to Jenkins' "Manhattan Towers."

A LOOK AT THE CHARTS

11 Labels Have Best-Selling Pops, But Diskers Just Getting Started

By JOE MARTIN

NEW YORK, Aug. 14.—Eleven different labels are currently represented on The Billboard's best-selling pop singles chart. Yet manufacturers are only now beginning to unleash their latest recordings by top name talent as the disk industry starts moving into high-gear for what is shaping up as the most sharply competitive fall season in many a year. The current chart line-up highlights Mercury's and Decca's hottest season in years and the strength of Decca's Kitty Kallen.

Mercury now holds down the two top slots in the best-selling chart, while Miss Kallen has placed two records within the country's five top disks. Decca and Victor each have six sides out of the top 31 this week, followed by Capitol with five, Mercury with four, Columbia with three, Coral with two and Cadence, Cat, M-G-M, Jubilee and London with one each.

A study of the best-selling chart not only highlights several trends which have been making disk industry chatter for weeks, but also points up the fact that "trends" are all too often imaginary.

The belief that vocal groups are "hot" is borne out by Mercury's one-two slotting of the Crew Cuts and the Gaylords along with such other group vocals on disks by Archie Bleyer, the Four Aces, the McGuire Sisters, Hugo Winterhalter, Frank Weir, the Chords, the Four Tunes and Henri Rene. But the much-talked about inability of girl singers to "hit the charts" is proved a fallacy by the strength being shown by Miss Kallen, Rosemary Clooney, June Valli, Patti Page and Kay Starr.

R.&B. Trend

The belief that rhythm and blues material is moving strongly into the pop market is also proved by such entries as "Sh-Boom," "I Understand Just How You Feel," "What a Dream,"

"Goodnight, Sweetheart, Goodnight" and "Shake, Rattle and Roll." But the talk that neither show tunes nor instrumentals are "really selling" is proved to be only talk by such tunes as "High and the Mighty," "Hernando's Hideaway," "Hey, There" and "Moonlight and Roses."

Another "trend," according to many industry execs, is the inability of more than one version of a song to sell heavily. Yet, there are now four versions of "High and the Mighty" and two of "Sh-Boom," "Little Shoemaker," "I Understand Just How You Feel," "Hey, There," "Three Coins in the Fountain," and "Happy Wanderer" on the best-selling list.

The current chart also proves that the "majors" are hot, the indies are also hot, and—perhaps most important—that the customer with the 89 cents in his pocket is the only real genius in the music and record business.

NEXT WEEK

... see the more than 20 interesting features and lists in the special section commemorating the

20th Anniversary of DECCA RECORDS



Coming in the August 28 Issue . . . Out Next Week

HOLIDAY SPIRIT

Trinity Adds 3 Versions to 'Santa Baby'

NEW YORK, Aug. 14.—Trinity Music will have four different versions of its 1953 Christmas hit, "Santa Baby," out for the holidays this year.

In addition to working on the original song, the Csida-Green firm has three new versions of the ditty — one for the kiddie trade, one for the country and western field and a third version with new lyrics for the pop market.

The writers of the original song — Joan Javits, Phil Springer and Tony Springer — have written three different sets of lyrics for new versions, with the c.&w. sporting a slight title-change to "Santy Baby." RCA Victor is pulling over all four versions, but as yet hasn't decided whether to reissue the original Eartha Kitt record or re-record it with the 1954 lyrics.

Meanwhile, Trinity is peddling the new versions to the kiddie, pop, and c.&w. artist and repertoire men on other labels.

Merchandise

Trinity is also going ahead with plans to merchandise the title, and has already issued licenses to manufacturers of "Santa Baby" skirts and handkerchiefs. The firm itself is promoting a special disk jockey contest to stimulate advance interest in the new recorded versions.

The second issue of Trinity's new DeeJay News (a four-page music news sheet published by Csida-Green and mailed out to 3,500 disk jockeys every month) will spotlight the details and print all three new lyric versions.

The deejays offering the best suggestions for artists to record all three versions will win \$100 in each category. The contest ends September 15.

The "Santa Baby" merchandising promotion marks Csida-Green's third major move into the kiddie field within the last two months. Earlier this summer the firm took over Kagan's entire "Howdy Doody" catalog, while only two weeks ago they signed an exclusive deal to supply all the songs recorded for The Woman's Home Companion magazine's new monthly children's record series.

Ed Mesner Opens NY Aladdin Office; Leo Heads Coast

NEW YORK, Aug. 14. — Eddie Mesner, Aladdin Record exec, has opened up an office here for the r.&b. firm. Aladdin has been a West Coast based outfit for many years, and the firm is retaining its West Coast office, with exec Leo Mesner in charge.

Eddie Mesner stated that he was opening offices here because the East had become the most important section of the country for r.&b. material. He said that the West Coast, once a key spot for material and talent, had dried up as a source. In addition to Eddie Mesner's working out of this city, Jesse Stone is handling Aladdin's new subsidiary label, Lamp Records, from Gotham, too. Aladdin has just pacted two new pieces of talent — Margie Hendrix, a new thrush, and The Dodgers, a new vocal quintet.

New Service Gives All-Expense Masters

PITTSBURGH, Aug. 14. — A new professional service has been instituted here by ork leader Al Marsico and songwriter Dick Stutz. The two have formed a company to record new songs and new singers for a fixed fee of \$300 per side. The fee will include a full orchestra along with a professional arrangement. George Claire Associates, who handle the talent on the deal, supply the singer when the buyer wants his song recorded.

The company will release under the Bigelow Records label and will record in the George Heid studio here. Sid Dickler, record promotion man, will handle distribution of the record and will cover disk jockeys and operators.

MILLS VIEWS ON BIZ IN EUROPE

CHICAGO, Aug. 14.—Jim Mills, local deejay currently on a tour of Europe in search of foreign records and tape-recorded interviews for his show, reports via postcard a detailed view of business on the Continent.

He reported: England jazz conscious. Ireland following that lead. Marlene Dietrich a sellout; show now closed. Germany likes U. S. top disks, but recuts them in German. France likes jazz, Cole, Laine and Clooney. Switzerland goes longhair.

Our comment: Thanks for detailed report. In future send only short items, and stay away from long words.

DATE BUMPING

JATP Puts 'So. Pacific' Out in Conn.

HARTFORD, Conn., Aug. 14.—When it comes to a choice of jazz or Rodgers and Hammerstein, this town is going to take jazz. This was determined this week when Norman Granz' "Jazz at the Philharmonic" unit bumped "South Pacific" out of a Friday night performance at the Bushnell Memorial Auditorium on September 17.

The JATP units have made a tradition of opening in this city as the tee-off of the JATP cross-country tours. This year "South Pacific" was booked into the auditorium for the week of September 13-18. The show was scheduled for six evening performances and two matinees, thus blocking out any chance of the Granz show opening in Hartford.

However, Bushnell Auditorium director William Mortensen, anxious to preserve the JATP opening night tradition for this city, came up with a special booking arrangement which saved the situation. "South Pacific" will play five evening performances and three matinees, with a Friday matinee instead of an evening show, thus clearing the way for a Friday night JATP performance. Now both shows will go on.

Gale R.&B. Show Pulls Solid Takes In First Week Out

NEW YORK, Aug. 14. — The Gale Agency "Rhythm and Blues Show," featuring Faye Adams, the Drifters, the Counts, the Spaniels, Roy Hamilton and other acts, pulled solidly in its first week out on the road. The show opened in Cleveland on August 6 to a crowd of 9,400. This performance was promoted by deejay Alan (Moondog) Freed.

On August 7 in Dayton, O., the show pulled 4,700 admissions, the biggest crowd ever to attend the Dayton Speedway. August 8 the show set a new record for Flint, Mich., with 6,800 cash customers. Detroit was disappointing with only 4,800 in attendance on August 9. However, in Gary, Ind., on August 10 the show pulled 3,000 customers; on August 11 in Cincinnati the show pulled an audience of 6,000.

The "Rhythm and Blues Show" was sold out for both performances at the Lyric Theater in Indianapolis. In Chicago yesterday (13), the show pulled close to 10,000 paid admissions. DeeJay Al Benson promoted this show. Total attendance for the first eight days was close to 50,000.

Music Sales Gain 14% 1st 6 Months

WASHINGTON, Aug. 14.—Department store sales of phonograph records, sheet music and instruments in the first six months of this year was up 14 per cent from sales in the same period last year, according to the Federal Reserve System this week. June sales of these items were 9 per cent above a year ago. Radio, phonograph and television set sales the first half of this year were 10 per cent below the same period a year ago, the agency reported.

Statler Books Monroe, Hayman And S-F Bands

NEW YORK, Aug. 14.—Booker Willard Alexander this week grabbed off 10 consecutive weeks in the Statler Hotel's coming fall season here. Spot bought Vaughn Monroe and the Richard Hayman ork for six weeks beginning October 8, followed by four weeks for the Sauter-Finegan band beginning November 19. The addition of the Hayman and S-F bands to the Statler schedule will also see local hotels offering more name band attractions this fall and winter than they have in many a year.

The Statler, for example, opens the season with the Tommy and Jimmy Dorsey band, follows with the Monroe-Hayman package, S-F, and then gets the Dorsey brothers back again.

The New Yorker has set Ralph Flanagan for a long run in its first switch back to name bands in many years, and the Roosevelt, of course, will once again offer Guy Lombardo. The Waldorf is known to be dickering for top name bands again and at one time recently was almost set to sign the Ray Anthony band.

The Monroe-Hayman booking will have the singer into the hotel for the first time as a single and when he's riding one of his biggest disks in a long time. Monroe last played the spot four years ago, but with his own band. Alexander set Monroe here in order to have the singer available for some upcoming TV assignments. Workin' a night club would call for two and three shows a night, while the Statler booking would have Monroe finish work not long after midnight. Monroe, incidentally, will fill the Dinah Shore TV spot for five weeks beginning August 31.

The Sauter-Finegan band's appearance at the Statler will mark the band's first hotel date in this city. They last played here at the Bandbox—a jazz club.

Meanwhile Frank Dailey's Meadowbrook, across the Hudson River in New Jersey, is reported seeking name bands again. First such booking for the season at Dailey's roadhouse is the Commanders, opening their first Metropolitan area date on September 10.

Elgart Ork Hires Promotion Aides

NEW YORK, Aug. 14.—The Les Elgart band made two expansion moves this week in taking on a publicity and promotion organization and naming a road manager. Elgart and his personal manager, Bill Simon, named the Schriber, Mumford & Scrimshaw organization to handle publicity, fan clubs, radio-TV guest appearances and disk jockey contacts for the band.

Named as road manager was Bob Levine, formerly with the sales staff of the Columbia Records distributorship in Newark, N. J. Levine, who takes over on September 1, will work closely with Columbia Records' dealers, field men and distributors in a campaign to make every possible promotional use of the Elgart band's disks and disk affiliation.

Denver

Dick Jurgens' ork, featuring Al Galante on vocals, is pulling good crowds into Elitch's Troc. Woody Herman pulled a full house into Ben Kransner's Lakeside last fortnight for a one-night stay, while Russ Morgan did the same this week. . . . Jose Greco's Spanish dancers closed summer outdoor concert series playing to SRO. Anna Marie Alberghefti and father, Daniele; mother, Vittoria; brother, Paola, and sister, Carla, joined together for first U.S. appearance as a family, for Denver's Press Club Benevolent Association program that pulled nearly 10,000. . . . Antonio Martinez with his Cuban songs and dances into Jack Blue's new Blakeland Inn suppers. Irene Ryan into Broadmoor Hotel's Hawaiian Village past week drew good crowds. Gene Autry headlines parade of stars at Colorado State Fair, Pueblo, next fortnight.

LEO GETS CATS FOR COMPANY

NEW YORK, Aug. 14. — M-G-M Records' Leo the Lion trademark is right at home on the label's new "Cat Music" rhythm and blues series designed to cash in on the new demand for cat-styled records by teen-age pop buyers.

M-G-M's first "Cat Music" releases include a "Cat Music" 45 EP album with Sam (the Man) Taylor and The Cat Men and six singles. Taylor is featured on two ("Sposin" backed by "My Reverie" and "This Can't Be Love" backed by "Please Be Kind").

The other four are "Out of the Bushes" and "That Don't Do Me No Good" by the Billy Moore Quartet, "Hold the Light for Me" and "Don't Live Like That No More" by Baby Dee, "Gabby's Gabbin'" and "Jumpin' with G.H." by Lionel Hampton and a Cozy Cole waxing of "Hound Dog Special" and "A Terrible Sight."

IN AND OUT

Danish Ork Fills Park, Empties It

COPENHAGEN, Denmark, Aug. 14.—Tivoli patrons are avid music fans and good audiences but they will not sit thru a concert that doesn't please them. This was vividly demonstrated last week when a highly-rated Swedish dance combo, Lulle Ellboj's orchestra, gave a concert in the park's 1,250-capacity Concert Hall.

The concert was gratis and the hall was filled. The 12-piece band opened up with a raucous rendition of "Chloe"—and at least 100 listeners quietly but hastily headed for the exits as the number ended. They were quickly replaced by others waiting outside the hall. In a lesser degree this procedure continued thruout the entire program of 10 or more selections, but the ratio of newcomers was smaller than the number of those exiting, and there were many vacant seats long before the concert ended. There was no razzing nor any disturbance.

In some ways this incident was not unusual, excepting for the extremely large number of those registering disapproval. Normally there are three concerts nightly. Most of these concerts are gratis. Many of the 20,000 regular park patrons enter and leave constantly, but not en masse.

Raleigh Records Assumes Smith Pressing Plant

NEW YORK, Aug. 14.—Raleigh Records, Inc., local pressing and plating firm, has taken over the K. R. Smith pressing and plating company here. The move was made possible after the Allied Records Manufacturing Company, which has leased the K. R. Smith facilities here for the past three years, decided this month to end its lease here and to consolidate its business in its West Coast plant.

K. R. Smith, of the firm of the same name, will be vice-president of the new Smith division of Raleigh Records and will continue to service his clients. Raleigh Records, which also owns Mastercraft Record Plating, Inc., has increased its pressing and plating capacity with the addition of the K. R. Smith division.

Allied Records intends to enlarge its Los Angeles plant to handle business formerly handled in the East.

M-G-M Signs Up Weems, Al Vino

NEW YORK, Aug. 14.—M-G-M Records has signed recording contracts with Ted Weems and singer Al Vino. Veteran orchestra leader Weems' first two sides are "Polka Dot Rain" and "I Never Knew."

Vino, a discovery of M-G-M's Buffalo distributor, Fay Mirti, cut

PHILLY ORKS

May Play Teen Hops In Parks

PHILADELPHIA, Aug. 14. — The City's recreation department has decided to ask the City Council for \$10,000 in the 1955 budget to provide dance bands for teenage frolics, it was announced this week. Deputy Recreation Commissioner Robert W. Crawford said the item was inserted in the department's budget requests after several weeks of talks with officials of Local 77, American Federation of Musicians.

The tentative plan calls for dances "several times during the year" at each of the city's 29 recreation centers, Crawford said. The object is to "add variety to the teen-agers' program," he said, "especially in the more densely populated areas, where opportunities for a live-music jam session are limited." The recreation centers already feature dances with recorded music, Crawford said, but he feels a real dance band will be a big attraction and create more enthusiasm.

The city official praised Romeo Cella, Local 77 president, and other union officers for their co-operation in getting the "pilot project" started. If the Council approves and if the program is successful, Crawford said, it will be enlarged in 1956 so that the dances can become a monthly affair at most centers.

Cella enthusiastically declared that the union was "glad to join with the city administration in providing activities for Philadelphia's young people." He said he had in mind forming two units of from 15 to 18 musicians who would play every week at different centers. He would try to recruit vocalists with the bands, too, he added.

7 Jazz Units At Granz Date

HOLLYWOOD, Aug. 14.—What promises to be one of the biggest rosters of talent to ever work a jazz date in this area will come off August 20 with the booking of seven top jazz units at an Irving Granz-sponsored "Jazz a la Carte" concert at the Shrine Auditorium here.

Headlining the bill will be Cab Calloway, who recently bowed out of the "Porgy and Bess" company. Line-up also features Stan Getz, Buddy DeFranco Quartet, Chet Baker Quintet, Red Norvo Trio, Clifford Brown-Max Roach Quintet, and the Louis Bellson All-Stars with Zoot Sims and Harry Edison.

Shrine house, with a 6,500 capacity, will be scaled to a \$3.60 top for the event. Same unit is scheduled to play the Russ Auditorium, San Diego, August 21.

Music Men Shindig Is All Set for Fun

NEW YORK, Aug. 14. — The 20th Annual Music Men's outing, sponsored by the Music Publisher's Contact Employees will be held this year on Tuesday (17), at the Aldercress Country Club in Englewood, N. J. It will be a day of golf, swimming and prizes for the fraternity of song pluggers. It is expected that all the contact men in the East and practically every a.&r. exec will attend the shindig.

Westminster to Put Out First Singles

NEW YORK, Aug. 14.—Westminster Records will issue its first single sides next month, dipping into its newly acquired pop repertoire for the venture. Singles put out by the classical-oriented diskery will sell at the standard 89-cent level. Only 45's will be issued.

Artists include band leader Billy Butterfield, the Franck Pourcel Quintet, organist Virginia Morgan, Latin dance orks and other attractions.

"I Heard You Cried Last Night" and "Ondine" for his first release on the label.

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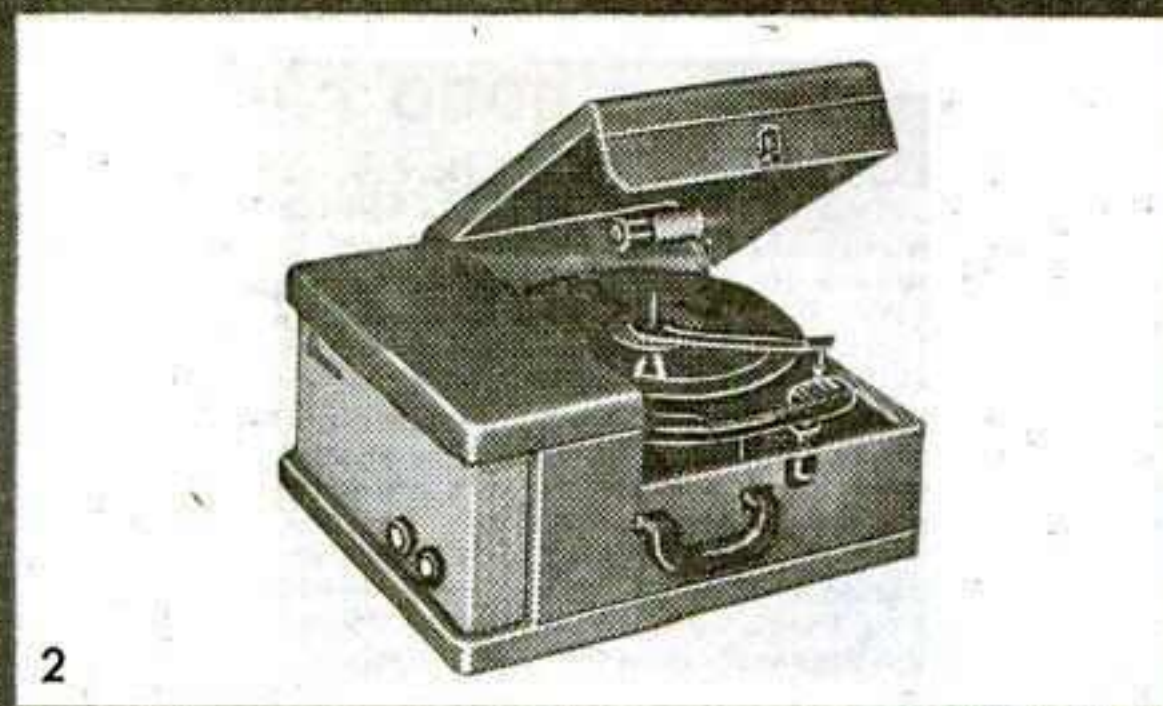
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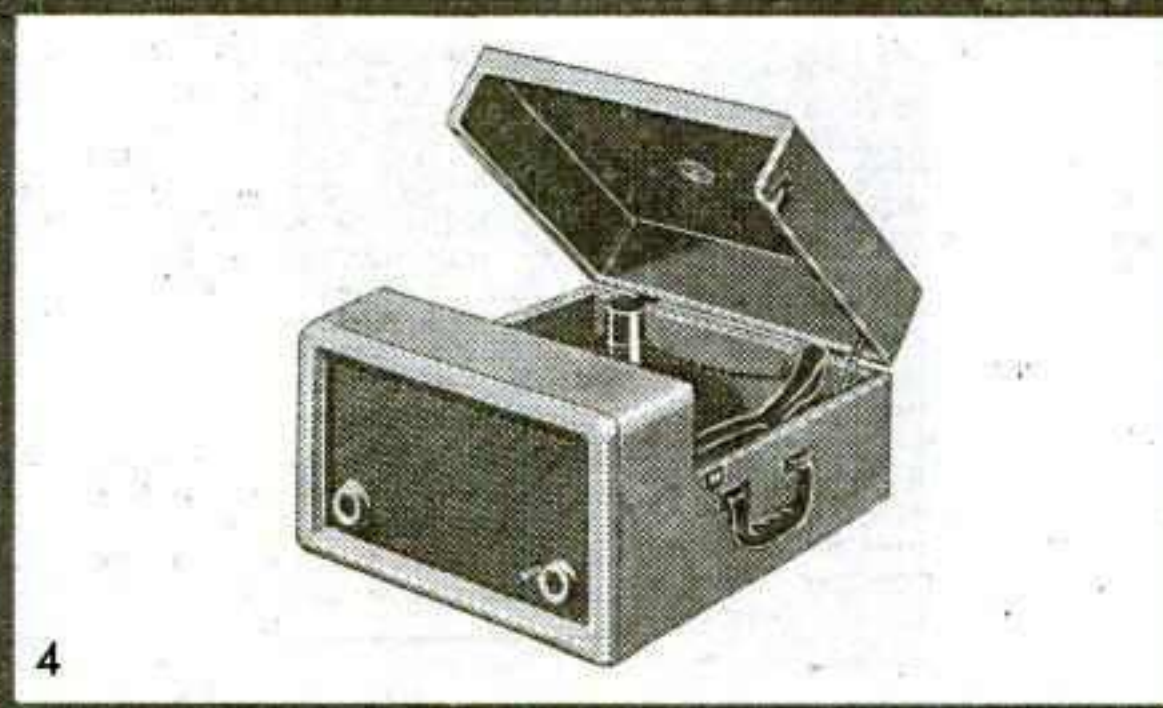
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- 2. V-M 556 with tone-o-matic. Yes, features exclusive V-M tone-o-matic! Exclusive radio or tuner input and external speaker output receptacles! Multiple speakers! 50 to 15,000 hi-fi range. Rich brown or rose and gray case! \$119.95* list.
- 3. V-M tape-o-matic® high fidelity tape recorder. 2-speaker, 40 to 15,000 cps system! Precision Tape Index Timer! 7½ or 3¼ ips! Rose and gray case, gray and gold accessories! \$179.95* list.
- 4. V-M 986 deluxe automatic 3-speed portable. Exclusive adjustable tone chamber! Exclusive Siesta Switch®! Exclusive Lazy-Lite®! Rich brown or rose and gray case! \$86.50* list.

- 5. V-M 990. World's smallest, lightest automatic 3-speed portable! \$69.95* list.
- 6. V-M 972 automatic 3-speed table model. Has exclusive Siesta Switch. \$59.95* list.
- 7. V-M 920, lowest cost automatic 3-speed attachment on the market! \$39.95* list.
- 8. V-M 151 manual 3-speed portable. Rich brown or rose and gray case. \$49.95* list.
- 9. V-M 131 manual 4-speed portable. Has 2-needle tone arm, pop-up 45 spindle, separate tone and volume controls! \$29.95* list.
- 10. V-M 121 manual 4-speed portable. World's smallest, lightest! Red or green Styron 475 case! \$22.95* list. Same unit, less amplifier, is Model 120 attachment. \$16.95* list.
- 11. V-M Portable hi-fi. P-A Package. Model 960 changer. \$64.50* list. Model 160 amplifier-speaker \$66.50* list.
- 12. V-M 45 Spindle Accessory. \$2.95 list.

Contact your V-M Distributor Salesman today! He has the "Sound" line to build your profit.
 *Slightly higher in the west. UL Approved



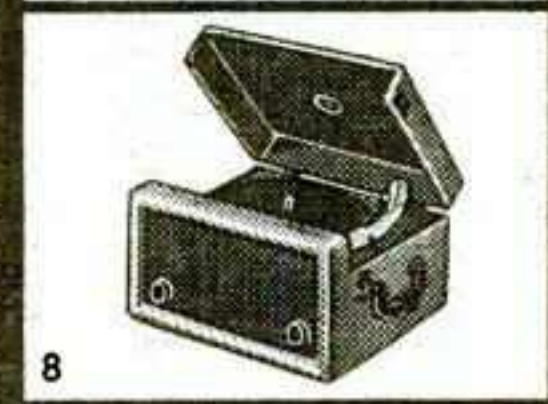
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7



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9



10

P-A
 Package

11



12

the **Voice of Music**
V-M CORPORATION BENTON HARBOR, MICHIGAN
 WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

Ampex, A-V Tapes Report Big Sales

NEW YORK, Aug. 14.—In line with the steady growth of public interest in tape, the Ampex Corporation and A-V Tape Libraries, Inc., report healthy sales increases this year.

Ampex, Redwood City, Calif., doubled its consumer hi-fi tape recorder sales in May and June (the first two months of the firm's fiscal year) according to Ampex's annual report. Sales for the year ended April 30 were \$5,418,000, a gain of 53 per cent over the \$3,548,593 reported the previous year, with about 10 per cent of this in consumer tape recorder sales. The latter's share of the business jumped to 20 per cent in May and June.

Ampex will bring out additional consumer sound equipment, designed to broaden the usefulness of its \$545 Model 600 recorder, but has no plans to en-

ter the low price, hi-fi field. Ampex prexy A. M. Poniatoff also stated that orders for the hi-fi/600 set have been twice that predicted by a market analysis forecast.

A-V Libraries

A-V Tape Libraries, Inc., a subsidiary of Audio & Video Products, reports that its pre-recorded tape sales for the first six months of this year were 30 per cent higher than those for the same period in 1953. The firm chalked up about \$170,000 in sales of pre-recorded tape during 1953, and expects total sales this year to top that figure by at least 50 per cent.

An expanded merchandising program is in the works for all, with a special co-op program for local dealers on the agenda and a series of special pre-recorded tape ads scheduled to run in national consumer magazines and The New York Times in September. Beginning October 15, the A-V catalog will be increased from 130 reels to 180, with dance music tapes included for the first time.

Pop-Coats Aid M-G-M Push

NEW YORK, Aug. 14.—In a move to furnish dealers with new merchandising outlets, M-G-M Records has made a national tie-up with the Berkray Corporation on a joint-promotion of disks and a new clothing item tagged the "Pop-Coat."

The deal calls for Berkray to arrange window displays featuring "Pop-Coated" models listening to M-G-M records in clothing stores thruout the country. Copy reads "A Pop Favorite With Record Stars." Berkray's entire promotion features a teen-age disk fan theme, with distributors asked to give the "Pop-Coat a big play" for "record sales." The exclusive tie-up was negotiated by M-G-M's publicity-promotion chief, Sol Handwerker.

Esoteric Sets Autumn Plans

NEW YORK, Aug. 14.—Esoteric Records this week announced its fall promotion plan and some of the key merchandise to be issued by the label. Plan calls for an additional 20 per cent discount and a dating program which calls for dealer payments on the 10th of October, November and December. The merchandising program will be made available to all dealers thru the Esoteric distributors.

Among the key items in the fall album release are a jazz package featuring the late Sonny Berman and many of the sidemen in the 1946 Woody Herman band when the performances took place, a package featuring the instrumentalists and singers of dancer Jose Greco's troupe, Stefan Wolpe's percussion quartet featuring jazzman Al Cohn on tenor and other jazz sidemen, a package of Greek folk music as performed here on the recent tour of the Royal Festival Company and a Bethe Dougle-Larry Carr album of show tunes.

Pentron's Rossman Chairman of EPEM

CHICAGO, Aug. 14.—Theodore Rossman, president of the Pentron Corporation, Chicago, this week was elected chairman of the Association of Electronics Parts and Equipment Manufacturers.

Named as vice-chairman at the group's annual meeting was Wilfred L. Larson, Switchcraft, Inc., Chicago. Helen Staniland, Quam-Nichols Company, Chicago, was re-elected treasurer for her 18th term. Kenneth C. Prince, of the law firm of Prince & Schoenberg, was renamed executive secretary. The EPEM is a trade group consisting of 118 electronics firms in the Midwest.

Rossman, who had been vice-chairman of the group, succeeds Karl W. Jensen, Jensen Industries, Inc., Chicago, as chairman. Both men represent the organization on the board of directors. The group sponsors the annual Electronic Parts Show.

Phono Field Reclaims S-W After 7 Yrs.

CHICAGO, Aug. 14.—Stewart-Warner, former phonograph manufacturer, re-entered the field this week with a new line of standard and high fidelity phonographs after an absence of seven years.

The firm is holding its showing of the new line for distributors and dealers next week (16-20) with individual showings across the country.

Included in the standard line are five models, three manual, one automatic, and one combination radio-phonograph. Prices range from \$24.95 to \$89.95. The hi-fi line is composed of four models, including a portable, a combination and a console. The console, model 6000, will retail at \$199.95. It contains two speakers, 4 and 8-inch, a five-watt amplifier, separate controls, twin-sapphire style, and has a frequency response of 20-15,000 cycles per second. The portable model will retail at \$99.95, and the radio-phonograph combination is slated at \$129.95.

Victor to Spend 250G Promoting Hi-Fi Disks

NEW YORK, Aug. 14.—RCA Victor will spend an estimated \$250,000 this fall to stimulate interest in high fidelity records. The program is aimed primarily at the listener who has not yet experienced hi-fi on disks and is technically uninformed.

The promotion money will largely be spent in mass circulation magazines which, beginning in October, will carry page and double-page ads pushing the project. Ads have been scheduled in such magazines as The Saturday Evening Post, Look, Better Homes and Gardens, and Esquire.

All ads will plug a new Victor album, "Hearing Is Believing," to be issued on a 12-inch LP and in an abbreviated EP version. The LP will sell to consumers for \$1, the EP for 35 cents. The diskery figures to take a loss on each disk it sells, but expects the promotion to pay off in exposure and added traffic.

While distributors will handle the hi-fi disks at cost, they will

be sold to dealers at 20 per cent off list, or 80 cents for the LP and 28 cents for the EP.

"Hearing Is Believing" holds a narration introducing selections culled from the Victor catalog. Attributes of hi-fi disk reproduction are dramatized by etching old and recent diskings of the same compositions on the same record.

The campaign will complement the drive on "Adventures in High Fidelity," a plush album directed at the collector already familiar with hi-fi. Latter set is part of Victor's "Best Buy" fall program (see separate story).

Sanford Gets 2 New Lines

NEW YORK, Aug. 14.—In line with their recent decision to set up two-step distribution for their high fidelity component lines on a national basis, Regency (tuners and amplifiers) and Jensen (speakers and speaker systems) have appointed The Sanford Electronics Corporation as their exclusive distributor here. Sanford, which also distributes M-G-M Records, Sentinel radio and TV, and Webcor phonos and tape recorders, held a dealer showing of the Regency and Jensen lines, plus Webcor's new models, at the Belmont Plaza Hotel here this week.

Sanford plans to set up about 75 dealers by the end of the year, under a plan whereby the dealer discount on Regency and Jensen products will be approximately 30 per cent (in addition to regular 2 per cent discount), thus enabling the small retailer to sell at the same price as present audio dealers and catalog houses. Dealers must agree not to resell to other dealers, and to follow Sanford's policy of no price-cut advertising.

Under their new two-step distribution plans, Regency and Jensen aim to enforce price maintenance by allowing the wholesaler his additional discount only after a sale has been made to a dealer. Ray Bellinson, formerly manager of the sound department of Hudson Radio and Television Corporation, has joined Sanford as supervisor of new dealers, reporting directly to Felix Gilbert, Sanford's hi-fi component sales manager. A portion of Sanford's co-operative ads on the new lines will feature Webcor changers, along with the Regency and Jensen products in a special effort to create a demand for complete hi-fi systems.

Cap Branches Add Static Eliminator

HOLLYWOOD, Aug. 14.—Capitol Records branches thruout the nation have added a new accessory to their line with the distribution of Hi-Fi Record Spray, product designed to eliminate static from disk surfaces.

Product is manufactured by the Carl Cordover Company, New York, and retails for \$1. Basically a disk cleaner, Record Spray is packaged in a plastic bottle and is being offered to disk buyers with a free record treatment sponge to be used in application of the product.

Knaggs Named Midwest Distrib for Crescent

CHICAGO, Aug. 14.—Crescent Industries, Inc., this week appointed H. W. Knaggs, Belleville, Ill., as distributor in Kansas, Missouri and Southern Illinois for the firm's line of magnetic recorders, phonographs, record changers, speakers and allied products. The announcement was made by Russell Gawne, sales manager, distributor division of Crescent.

record outlet at Sixth and Wabasha in St. Paul has been in operation less than two months, reports that business there is extremely good, as well as at his other store which is just around the corner.

Dealer Doings

By JUNE BUNDY

TRAFFIC BUILDERS

Roy Muffett, Providence, reports that the four major factors which help increase his record sales are (1) Special racks for all new releases; (2) special rack near register on certain hit records to knock off a few more sales; (3) self-service displays with title release and artist; (4) summer special of a free album with purchase of each 45 record player, which increased sales on both machines and records. . . . Also in favor of self-service is Bob Weiss, Inwood Radio & Appliance Company, New York City, who writes, "Our store is 10 feet wide and 30 feet long, and we have made the most of it with self-service. The top 30 best-selling 45 pop records are out front among a display of 140 45 albums. The 'face-lifting' took place early this year, and people are amazed by our formerly 'hidden' selections. It has really brought many extra sales. The 78's are kept in back of the counter where they can not be broken, and LP albums are in browser boxes on a counter."

ADVERTISING AIDES

The record department of Wood's 5 & 10 Cent Stores, Laurinburg, N. C., reports that its best advertising outlet is local radio. The shop buys spot announcements following three daily deejay shows, with copy stating "The records you have heard on this program are on sale at Wood's 5 & 10." The three programs are divided into pop, r.&b. and c.&w. segments, and Wood's says the shows really "bring them in." . . . Johnny Gray, Tampa, Fla., is building sales with weekly ads in the local newspaper. He reports particularly good sales response to an ad offering one free record (his choice) with the purchase of three or more disks.

JUST BROWSING

Armed with a portable recorder, R. H. Bailey, Oklahoma Radio, Kansas City, Mo., took a swing thru Arkansas last month "looking for someone to sing some low-down blues and old-time spirituals." Writes Bailey, "I was told to 'go down South, Man' for that type of talent, so here I am." . . . Mrs. R. L. Hanson, record buyer for R. L. Hanson, Stockton, Ill., is back on the job after a serious illness. . . . The New England High Fidelity Music Show is set for October 22, 23 and 24 at the Hotel Touraine, Boston. . . . George H. Fass has been named general sales manager of Peerless, Album, Inc., Brooklyn, taking over duties formerly performed by Peerless prexy Norman Ravis. Fass was formerly with Dean Electronics & Sales.

MARKET NEWS

In a move to cash in on the large Mexican population of Bakersfield, Calif., J. E. Sonde Regger, general manager of Booth's in that city, has set up a separate Mexican record department under the direction of Mexican disk

jockey Esteban Sierra, who also conducts Mexican record shows over a local radio station. Booth's is one of the largest music and appliance stores in Central California. . . . Herman Sonheim, owner of the Newman Record Shop, Philadelphia, will open a new self-service disk store in early September. The store will feature nothing but self-service racks thruout, without one counter in the 11 by 19-foot interior. . . . A new TV, record and appliance store, Standard Sales & Service, opened in Atlanta this month, under the joint-ownership of brothers A. N. and A. Dody. The new shop features an all-glass front for "see-thru vision."

Detroit

Ken Sihler, Sihler's Radio Shop, reports that business has picked up this past week in the component parts of high fidelity phonographs, almost to a 10 per cent degree. Back in time to participate in this increase in business at Sihler's phonograph department is Johnny Smoter, after vacationing in Northern Michigan. . . . Lowell Whitley, general sales manager of Columbia at Buhl Sons, the local distributor, now has been moved into his own new office, following a major interior remodeling of the department, just in time to get plans scheduled for the three-day dealer show set this week. Chiefly in the phograph line, the all-day sessions were held at the Whittier Hotel. . . . Phonographs were also among the major appliance items shown in the huge Philco dealer display at Buhl Sons, the Detroit distributing firm, this week. The three-day affair was directed by C. R. Armstrong, local Philco sales manager, with James Wright in charge of promotional presentations.

Minnesota

One of the finest record shops in this part of the country was opened last week by Irwin N. Fine in St. Paul's Highland Park District. The store, known as Fine's Record & Camera Shop, is equipped with the most modern furnishings and hi-fi units. . . . Woody Larson, manager, and Tom Prenevost, assistant, in the record department at Forster Distributing Company, Minneapolis, are hosting a Columbia record and player show for dealers in their plant August 15. . . . Reggie Meyer, of Meyer Music Company, Eau Claire, Wis., was in the Twin Cities this past week buying records for his retail outlet. . . . Esther Segal, one of the Midwest's outstanding record buyers who runs the record department at the Kresge Company Seventh Street store in Minneapolis, is back on the job following a three-week vacation in California. . . . Also back from vacation is Ella Cole, in charge of the record department at the Woolworth Company Seventh Street store, who spent two weeks in Canada. . . . Darwin Burke, whose new retail

EQUIPMENT NEWS

NEW MODELS

Mitchell unveiled a new three-speed radio-phonograph in Chicago this week. The set retails for \$99.95 and has a built-in "air-magnet" antenna and heavy duty alnico speaker. . . . Bruno-New York has been appointed distributor for Espey's new low-priced line of hi-fi phono reproducers. The line features a speaker-amplifier unit which retails at \$59.95 and can be used with any record player, tape recorder or tuner. . . . George Koch Sons, Inc., Evansville, Ind., is marketing a wrought-iron stand, designed to hold a phono and albums. Tagged "the Portable Disk Jockey," the stand sells for \$10.50. The Minnesota Mining & Manufacturing Company this week announced Scotch brand polyester base magnetic tapes—heretofore sold only to the military and government—can now be purchased by non-classified users. It is exceptionally durable and has a high resistance to extreme temperatures.

In the Field Joseph E. Sands has been appointed advertising manager of Philco Distributors, Philadelphia, replacing John Lyons, who resigned. . . . The Crescent Industries will be represented in Kansas, Missouri and Southern Illinois by H. W. Knaggs, of Belleville, Ill. . . . Leonard Kanter has been named to the newly created post of sales manager of the radio division of Philco Distributors, New York. He will be in charge of sales of all radio and radio-phonos for the firm.

Industry Turnout

Continued from page 18

and has done a lot for the industry."

"We have not received a single report of an operator turning in a dishonest report. Many of the band leaders are in favor of the service, and even some of the bookers," Weber said.

"Apparently some one is talking who doesn't know what it's all about, since the service does not actually ask the ballroom operator to report on what he paid the band for the engagement.

"Some of our members have favored sending the service to the band leaders and bookers and this undoubtedly will be discussed at the convention," Weber said.

Gripe Discussion

Archer in his invitation pointed out that no doubt the orchestra leaders have certain gripes and that the joint session would give them an opportunity to discuss them with the operators. Archer announced that in order to allow as much time as possible for discussions that the meeting would get underway at 11 a.m. on Monday, and with a refreshment break midway thru the meeting which probably would last until 5 p.m., and with an open-house scheduled for everyone that night.

NEW 1955 MODELS FROM **COLUMBIA**

America's #1 Phono Line

*Now, more than
ever, Columbia
and only
Columbia
gives you:*

MORE NEW EXCLUSIVE FEATURES

MORE CONSUMER DOLLAR VALUE

MORE REAL ENGINEERING DEPENDABILITY

MORE CREATIVE PROMOTIONAL AIDS

THAN ANY OTHER LINE IN AMERICA,

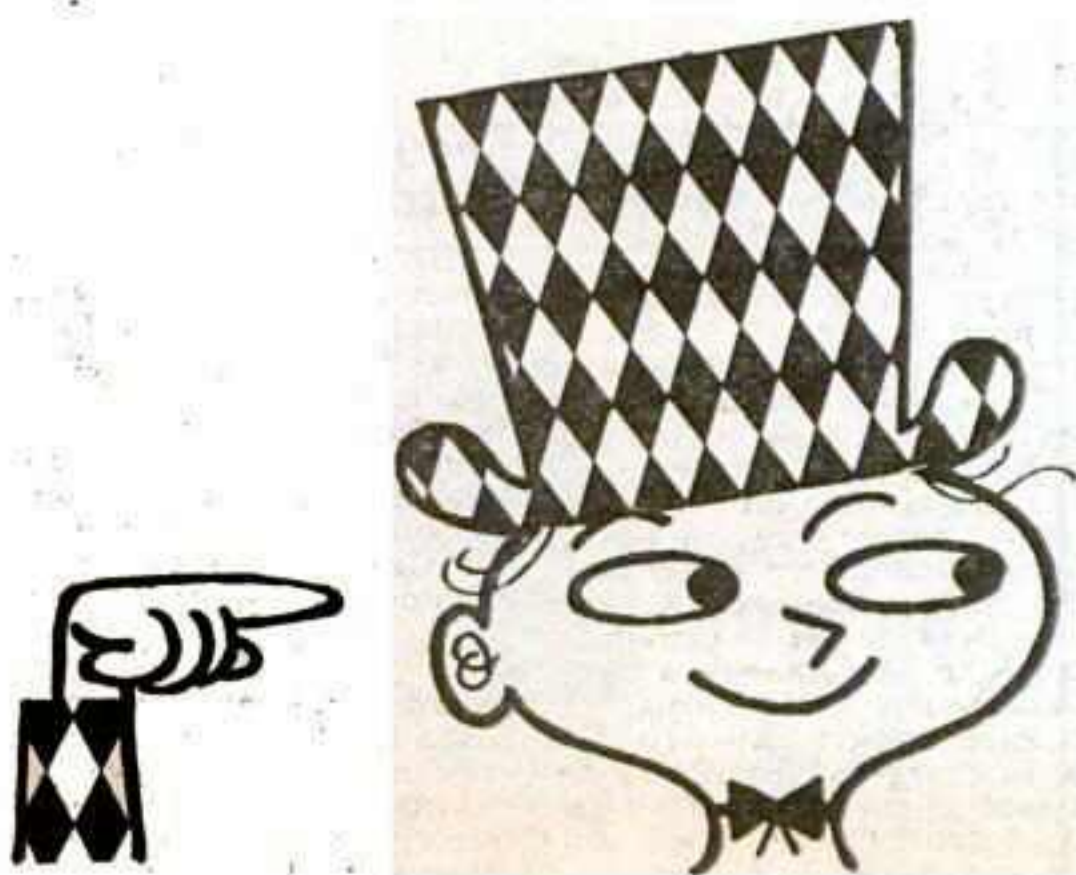
BAR NONE!

In two short years, out of a simple motive to provide the best possible equipment for reproducing records, Columbia has become the most progressive and profitable name for dealers in the phonograph field.

The 1955 Columbia line is *hot* from top to bottom.

Every single model contains new and exclusive features that make it the outstanding leader in its price category.

SEE FOR YOURSELF.....

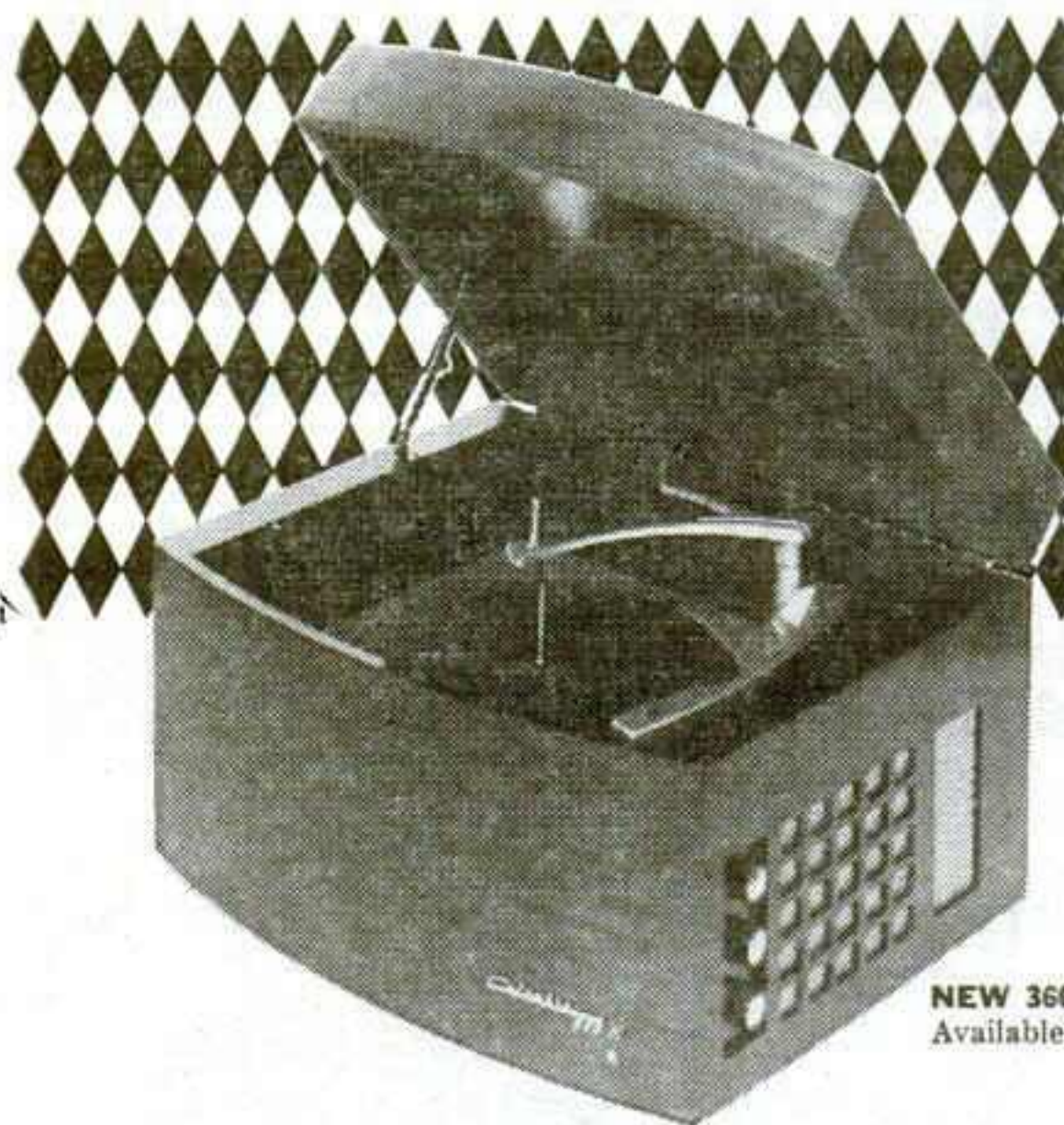


New Columbia 360K

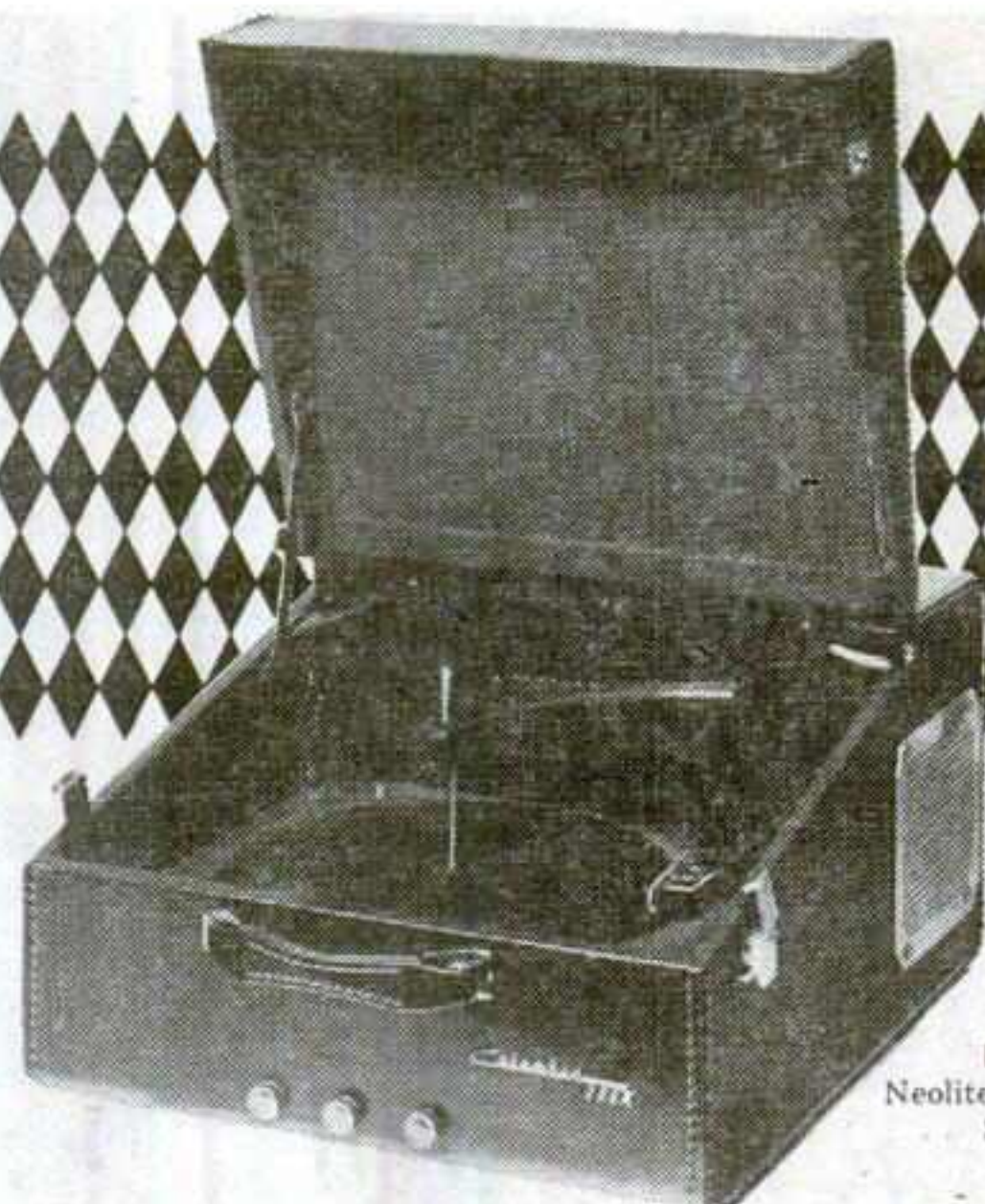
Adds 2000 Speakers

America's #1 Best-Selling
High Fidelity Phonograph
Now Outclasses any other
set at ANY price!

The new "K" designation stands for Kilosphere, a remarkable Columbia electrostatic speaker system that adds 2000 separate high frequency speakers to the famous "360" sound. Without it, the compact "360K" would have to be as big as a house. Listen and you will hear a quality of living, breathing sound that is unexcelled by any other phonograph in the entire world. **\$149⁹⁵*** list.



NEW 360K TABLE MODEL.
Available in Mahogany and Blonde.



NEW 360K PORTABLE.
Neolite case available in 5 colors
Suntan, Light Blue, Pink,
Green, Charcoal Grey.

OUTSTANDING FEATURES

- Exceeds 23,000 cycles per second.
- New 10-watt amplifier, push-pull, negative feed back.
- New professional magnetic pick-up with compensated pre-amplifier.
- New heavy duty changer. Four-pole balanced motor, velocity trip mechanism, retracting drive wheel, new manual position, new muting switch, new step drive shaft.
- New balanced tone arm—adjustable for weight.
- Separate bass, treble and volume controls.
- Maintains Fletcher-Munson curve at all levels.
- Built-in jacks for NEW FM-AM tuner and auxiliary speaker.

ORIGINAL COLUMBIA 360 The original "360," the world's largest selling high fidelity phonograph, continues in the line at a sensational new low price of only **\$119.95**.

NEW COLUMBIA FM-AM TUNER

Specially designed
for the 360K

Matching cabinet with components built to professional standards. FM band 88 to 108 megacycles and AM band 500 to 1600 kilocycles. Super sensitive and drift free. Full controls operate the 360K from remote location. Only 7 3/4" high—15 1/2" wide—10" deep. Model 340. **\$99.95*** list.



\$99⁹⁵*

COLUMBIA AUXILIARY 6" SPEAKER

Adds a third dimension of sound to the "360K" audio system. Matching cabinet is only 7 inches in cube. Model 108. **\$16.95*** list.

NEW "HEMISPHERIC SOUND" MODELS SMARTEST STYLING ON THE MARKET

These new sets offer the finest audio system for the money today—Columbia's room-filling, twin-speaker "Hemispheric Sound."

The Metropolitan. Heavy wood cabinet in mahogany or blonde. Completely automatic 3-speed changer. Exclusive Columbia tone arm (7 grams). Two sapphire needles, turn-over Ronette Cartridge. Two extended range Columbia designed speakers. Automatic shut-off. 50-12,000 cycles. **MODEL 320**

\$99⁹⁵*

The Key West. All wood cabinet with leatherette plastic finish. Driftwood color. Only 8 1/2" high, 15" wide, 18 1/2" deep. Fully automatic 3-speed changer. Ronette Cartridge, 2 sapphire needles. Tone compensated volume control. Detachable line cord to simplify transit. **MODEL 318**

\$99⁹⁵*



WORLD'S BEST-SELLING 3-SPEED HI-FI ATTACHMENT

MODEL 305
\$16⁹⁵*



All wood, mahogany finish. Die-cast aluminum tone arm. Ronette turn-over Cartridge. Two Sapphire Needles. Quick and simple 45 rpm adaptor. Play any record or speed.

WHAT A SENSATIONAL OFFER!

What a selling opportunity for you!

With the purchase of *any* of these new Columbia 3-speed phonographs, priced as low as \$27.95, you can offer your customer . . .

FREE! TWO 12" "Lp" RECORDS!

Consumer Value: \$12.00



"COLUMBIA STAR TIME"

A deluxe and exciting package containing famous complete performances by the world's top Popular, Jazz, and Classical artists—Doris Day, Rosemary Clooney, Frankie Laine, Benny Goodman, Rudolf Serkin and many, many more.

DOLLAR FOR DOLLAR AMERICA'S BEST BUYS!

Two completely new, brilliant-sounding, wide-range instruments with Columbia's latest engineering advances: Precision balanced tone arm; high compliance Ronette Cartridge with *two sapphire* needles; big Alnico No. 5 speakers; tone compensated volume control. Automatic shut-off of entire unit. 100 to 10,000 cps. Each. **Only \$59.95***



The "Monteory." Fully automatic 3-speed table model in rich mahogany finish. Exclusive design wood base. Model 314.

The "Carolina." Extremely light-weight, fully automatic 3-speed Portable in two-tone grey plastic. Model 316.

NEW "HIS" AND "HERS" 3-SPEED PORTABLES

"Hers" is a vanity case. "His" looks like an overnight case. Both offer the highest-quality engineering at this price in the business. Columbia extra-sensitive tone arm and Ronette turn-over Cartridge with *two sapphire* needles. Automatic 45 rpm adaptor. Highest-powered amplifier in its category. **Only \$29.95* list.**



"HIS" in beige and brown combination. Model 312.

"HERS" in pink and white. Model 312.

#1 SELLER UNDER \$30!

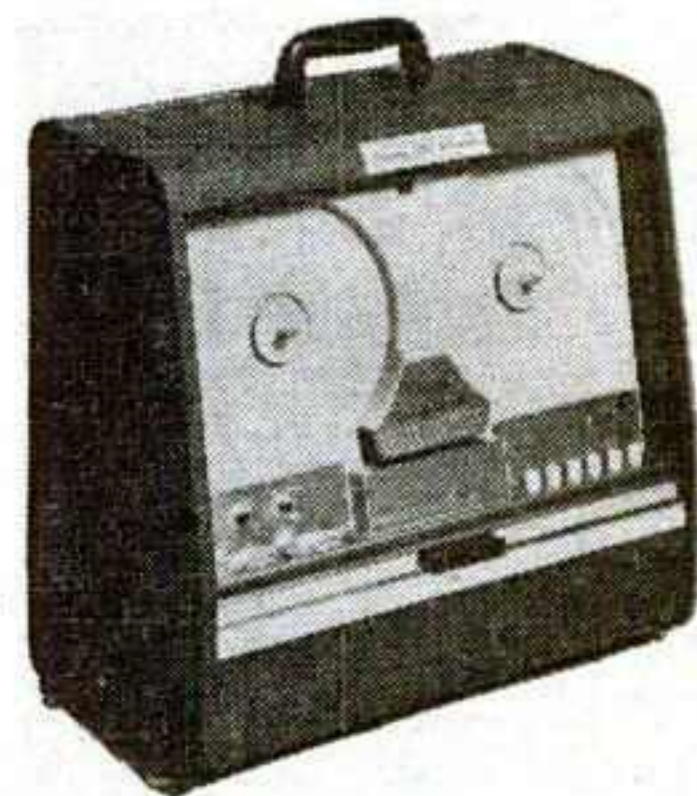
3-speed, self-amplified Columbia "200" with "PRISMATIC SOUND." The most responsive and high powered set in its category now on the market. *Sapphire* needle. Separate tone and volume controls. **Only \$27.95* list.**



Your Columbia distributor has complete display material and ad mats to get your promotion off to a flying start. Call him now!

2 Great Names in sound produce the world's most advanced Tape Recorder

New COLUMBIA-BELL & HOWELL



NEW COLUMBIA-BELL & HOWELL PORTABLE

Same unexcelled quality as the table model. Incorporates one 10-inch extended-range 2-way speaker instead of the 360K system. Extremely light weight, all metal die-cast aluminum frame cabinet. **MODEL 350.**

\$249.50*



Fine mahogany or blonde cabinet trimmed with satin-finished brass. Model 355.

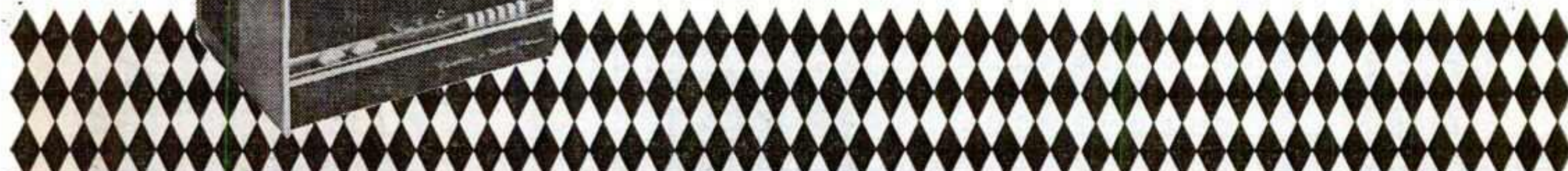
\$299.50*

Nothing Finer!

Incorporating the 360K Kilosphere sound system! Absolutely tops in performance and engineering.

Completely automatic—six push buttons, self-restoring when next sequence is put in operation. Lightning fast forward and rewind. 10 watts, 50-10,000 cycles undistorted response. Balanced pre-amplifier completely eliminates variation from recording to playback. Electronic level indicators, electric braking circuit.

Kilosphere audio system (equivalent to 2000 speakers) provides clean highs and velvet-smooth response in the widest angle dispersion of sound yet developed.



DESIGNED AND ENGINEERED BY

COLUMBIA RECORDS

THE GREATEST NAME IN SOUND

*Columbia, "Bell & Howell," "360," Trademarks, Reg. U. S. Pat. Off. Marcus Registrados. "Kilosphere" T.M.

*Prices on certain models slightly higher in South and West.

The Billboard Music Popularity Chart PACKAGED RECORDS

Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level as determined by a survey of top dealers in all key markets.

LP'S

- 1. THE STUDENT PRINCE—Mario Lanza... RCA Victor LM 1837
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"...

EP'S

- 1. THE STUDENT PRINCE—Mario Lanza... RCA Victor ERB 1837
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"...

Best Selling Children's Records

- 1. LITTLE WHITE DUCK—Burl Ives... Columbia J 85
2. PINOCCHIO—Cliff Edwards... RCA Victor Y 385
3. DOGGIE IN THE WINDOW—Patti Page...

Reviews and Ratings of New Classical Releases

ECHOES OF SPAIN (1-12")—Hollywood Bowl Symphony; Carmen Dragon, Cond. Capitol P 8275... The label has come up with a first-rate light classical package here that should have wide appeal.

VERDI: RIGOLETTO (3-12")—F. Tagliavini, Tenor; Lina Pagliughi, Soprano; Giuseppe Taddei, Baritone. Cetra C 1247... Tagliavini and Pagliughi bring tremendous know-how to their readings of the turbulent score, but Taddei in the title role shows the value of a voice still powerful and fresh.

A BOUQUET OF VIVALDI CONCERTI (1-12")—Chamber Orchestra of the Vienna State Opera. Vanguard BG 538... A sound grouping of four Vivaldi scores which are among the best-known to concert-goers.

LIZST: TOTENTANZ; MENDELSSOHN: CAPRICCIO BRILLANT IN E MINOR; RONDO BRILLANT IN E FLAT (1-12")—Peter Katin, Piano; London Philharmonic Orchestra; Jean Martinon, Cond. London LL 1097... An excellent interpretation of the somber Lizst work by pianist Peter Katin, with capable support from the London Philharmonic Orchestra.

SCHUBERT: PIANO SONATA IN G, OP. 53; PIANO SONATA IN G, OP. 78 (2-12")—Webster Aitken. EMS 108, 109... Webster Aitken continues his review of Schubert with two more entries. Performances are thoughtful, tho lacking somewhat in spontaneity.

LINER NOTES

By IS HOROWITZ

OLD VIC AND NEW... RCA Victor will release a recording of the Old Vic production of "A Midsummer Night's Dream" in the fall. The sessions are now being held in London. The score, of course, is that written by Mendelssohn with the Shakespeare classic to be acted by Moira Shearer, Robert Helpman and Stanley Holloway.

Promotion of the tour and the three-disk album will be tied in closely. FUTURES... Vox has re-recorded Guiomar Novas in the Schumann A Minor Piano Concerto to replace a deleted catalog item.

Benida Records is preparing an album, "Laugh Yourself Well," after the Eddie Davis book. Narration will be by Jerry Allen.

Cap's \$18 Mil

Continued from page 18

a share on the same number of common shares. Dividends for the current fiscal period on common stock totaled \$357,172, equal to 75 cents a share, as opposed to \$238,115 or 50 cents a share for the previous like financial period.

Record Club

Continued from page 18

Billboard concerning these dealer complaints. He stated that the names on the coupons to be sent to Columbia's Bridgeport, Conn., plant for premium records would definitely not be used for the Columbia Record club.

Wexler said that the firm would "resist" the plan of some dealers to send the coupons themselves to Columbia for the free records, rather than let the customers send the coupons to the plant.

Record Club

When questioned about the Columbia Record club, Wexler said that the club was not soliciting any new customers. He said that the club would continue to service its current membership (estimated at 300), until it had completed a one-year experimental test.

should provide artistic satisfaction in greater measure as well.

BACH: TRIO SONATA NO. 1; HANDEL: CONCERTI A QUATRE, NOS. 1 AND 2; CELLO SONATA (1-12")—The Harpsichord Quartet. Esoteric ES 528... A delightful collection of works, each beautifully played. Collectors with an appreciation of the baroque style will have to search far and wide before they'll find another album with such immediate appeal.

BEETHOVEN: CONCERTO FOR PIANO AND ORCHESTRA IN D MAJOR (1-12")—Helen Schnabel, Piano; Vienna Orchestra; F. Charles Adler, Cond. Spa 45... This is the famous violin concerto adapted for piano. An oddity that will intrigue the curious. Performance by Miss Schnabel and the orchestra is good.

"Classical Possibilities"

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

- 1. MOZART: SYMPHONY NO. 40; HAYDN: SYMPHONY NO. 94 ("SURPRISE")—NBC Symphony (Toscanini)... RCA Victor LM 1789
2. DELIUS: PARIS, ETC.—London Symphony (Collins)...

Reviews and Ratings of New Popular Albums

ANNA... Silvana Manganò, Eleonora Rossi-Drago (1-EP) M-G-M X 1108... This EP contains tunes recorded from the sound track of two Italian flicks, "Anna" and "Hell Raiders of the Deep."

INTRIGUE... Richard Hayman Ork (1-EP) Mercury 1-3197... Four sides by Richard Hayman, some previously released as singles, are contained on this new EP, strangely titled "Intrigue."

Jazz

HOW HI THE FI... Buck Clayton Jam Session, featuring Woody Herman. (1-12") Columbia CL 567... This is another in the Columbia jazz jam sessions arranged by the diskery with a live audience in the studio and the entire date handled like a real after-hours jam session.

FRANK WESS QUINTET... Commodore FL 20,031 (1-10")... Commodore Records, back in the 1930's one of the top indie jazz firms, enters the modern jazz world with this slicing after a long period of inactivity.

MILT JACKSON QUINTET... Prestige 183 (1-10")... Some of these listenable etchings by the Milt Jackson Quintet have been out previously as singles, but many jazz fans will want this LP disk.

SOU OF A PEOPLE... Bas Sheva; Harold Mooney Ork (1-10") Capitol L 8287... A half-dozen Hebrew chants over dramatized by the husky-voiced thrush. Drippingly sentimental liner

notes characterize a project that will probably appeal as many among the special audience aimed at as will go for it.

Children's

BOZO'S SONGS ABOUT GOOD MANNERS... Capitol CASF 3210... Part of the label's "Learning Is Fun" series, this disk might get across the message because of the Bozo style, the many animal voices and smart production.

BUGS BUNNY AND THE PIRATE... Capitol CASF 3200 (1-45)... The cartoon characters of Bunney, Yosemite Sam, et al., are joined again in a kiddie tale which should keep plenty of movie-going moppets happy for some time.

TWO LITTLE WORDS; HAS ANYBODY SEEN MY KITTY... Capitol CASF 3208 (1-45)... The material here is the kind which pleases parents in their desire to educate the moppets—the little words referred to are "please" and "thank you."

Untapped Market

Continued from page 18

zart-like minuets featured in the line-up. Altho his new platters all emphasize rhythm, both the lyrics and the melodies are styled along folk or pop music lines. For instance, on "The Child's First Ride" platter, Luther features a typical pop song theme "Oh What a Wonderful Day" to describe the joys of baby's first excursion in a baby carriage.

Two 10-inch disks in the series ("A Child's First Record" and "ABC" backed by "One to 10") were released last December, but the remaining seven 12-inch platters will be released for the first time in October. The 10-inchers will retail at \$1, while the 12-inchers are tagged at \$2.

PAUL DESMOND

featured on JAZZ AT OBERLIN

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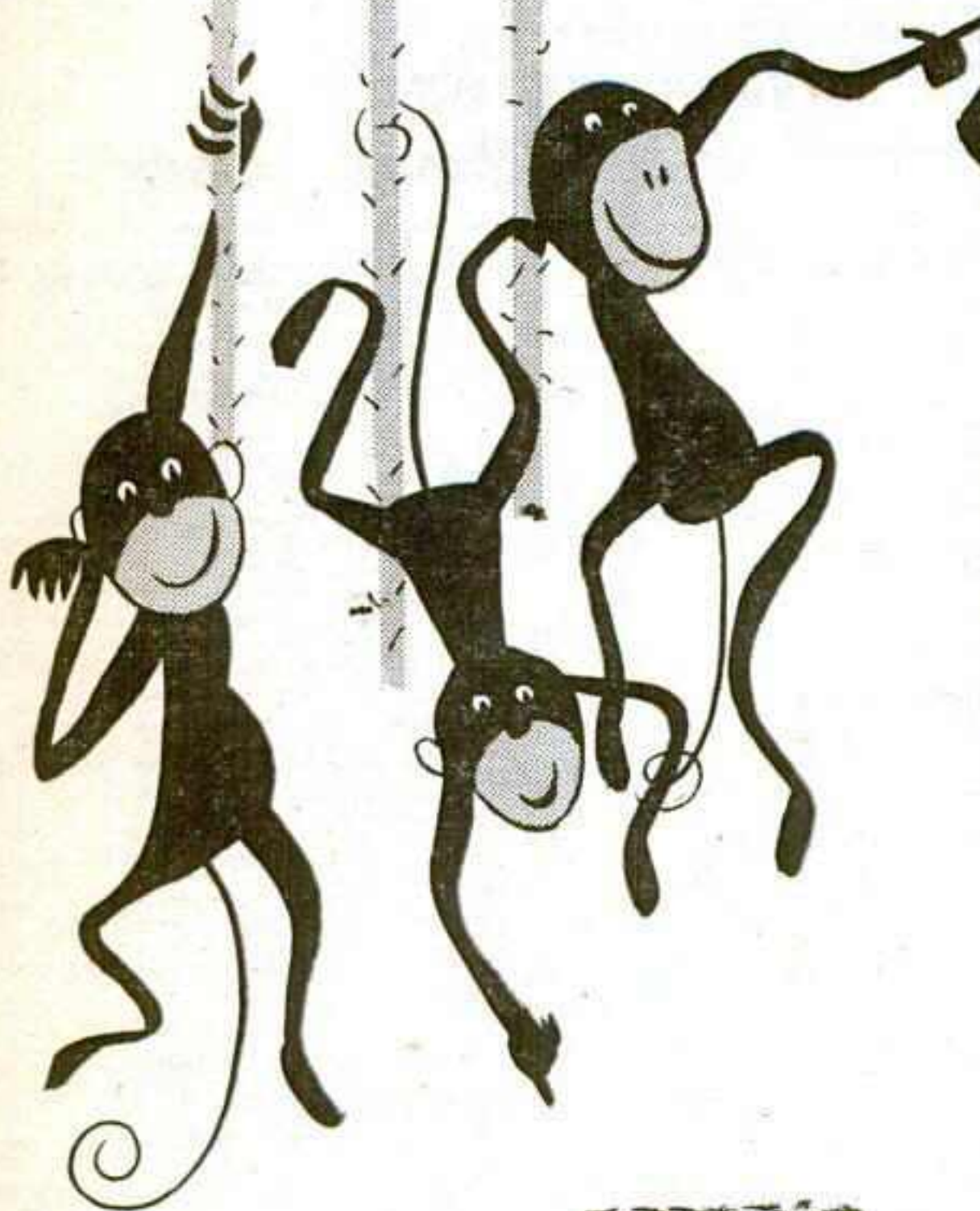
JOHNNY

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HODGES'

JAZZ

VERSION OF



78 & 45 RPM #124 • $\frac{B}{W}$ SWEET AS BEAR MEAT

**NORGRAN
RECORDS**

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522 5th AVENUE • NEW YORK CITY

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

Currently on its way to retailers around the country is one of the slickest, plushiest and most unusual record packages ever released—Decca's tribute to Bing Crosby and called simply, "Bing." The package is the label's key item in its fall line-up of album sets leading Decca's 20th anniversary celebration. Aside from the commercial aspect of the album, tho, is the amount of planning and effort which must have gone into the production of the item.

First, Decca had to select the 89 Crosby disks which would be represented in the album, then came the problem of getting together a script for Crosby so that Der Bingle in his narration



BING CROSBY

could tie together the musical autobiography. Just who wrote the first script isn't being told, but it's a sure bet that Crosby re-wrote it merely in the telling of his story and the anecdotes surrounding the disks.

Crosby has also had a large hand in tailoring scripts to suit himself. And the highest paid and most respected writers in the business will all attest to the fact that no one can "write" for Crosby as well as Crosby can.

And Crosby's reputation for "taking things easy" (not unfounded) must have posed a problem for Decca's artists and repertoire department. Yet Bing got the narration finished, Decca got the selections selected and the rest of the many people involved finished their jobs on time, too. Those who've had a chance to hear all or any part of the \$27.50 album package can attest to the fact that it's bound to intrigue plenty of Crosby fans and entice many who don't ordinarily root for the singer to form fan clubs.

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
BEST SELLING SHEET MUSIC		
1. Little Shoemaker.....	3	5
Bourne		
2. Sh-Boom	6	5
Hill and Range		
3. Three Coins in the Fountain	4	13
Robbins		
4. Little Things Mean a Lot	1	16
Feist		
5. Hey, There.....	5	5
Frank		
6. High and the Mighty..	2	3
Witmark		
7. Hernando's Hideaway..	8	11
Frank		
8. Goodnight, Sweetheart, Goodnight	9	4
Arc		
9. Happy Wanderer.....	7	15
Fox		
10. In the Chapel in the Moonlight	10	4
Shapiro-Bernstein		
11. Joey	13	4
Lowell		
12. My Friend.....	11	10
Paxton		
13. I'm a Fool to Care.....	15	2
Peer		
14. I Understand Just How You Feel.....	12	12
Jubilee		
15. Answer Me, My Love.....	19	19
Bourne		

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending August 11

This Week	Last Week	Weeks on Chart
1. Sh-Boom	1	7
By James Keys, Claude Feaster, Floyd McRae, James Edwards—Published by Hill & Range (BMI) BEST SELLING RECORDS: Crew Cuts, Mercury 70404; Chords, Cat 104. OTHER RECORDS AVAILABLE: L. McAuliffe, Col; B. Williams, Coral 61212; B. Williamson, V 20-5799.		
2. Little Shoemaker	3	8
By Rudi Revil, Geoffrey Parsons, John Turner—Published by Bourne (ASCAP) BEST SELLING RECORDS: Gaylords, Mercury 70403; H. Winterhalter, V 20-5769. OTHER RECORDS AVAILABLE: P. Clark, King 1371; Textor Singers, Cap 2862; F. Weir, London 1482.		
3. Little Things Mean a Lot	2	17
By Edith Linderman, Carl Stutz—Published by Feist (ASCAP) BEST SELLING RECORDS: K. Kallen, Dec 29037. OTHER RECORDS AVAILABLE: T. De Simone, Epic 9059; Dominoes, King 1368; H. Forrest, Bell 1046; D. Jacobs, Coral 61180; B. Reading, Groove 0022.		
4. Hey, There	6	5
By Richard Adler-Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORDS: R. Clooney, Col 40266. OTHER RECORDS AVAILABLE: S. Davis Jr., Dec 29199; D. Hawkins, Epic 9049; J. Raitt, Col 1098; J. Ray, Col 40224.		
5. Three Coins in the Fountain	4	14
By June Styne, Sammy Cahn—Published by Robbins (ASCAP) BEST SELLING RECORDS: Four Aces, Dec 29123; F. Sinatra, Cap 2816. OTHER RECORDS AVAILABLE: T. Arden, Col 40225; Dominoes, King 8474; Tommy & Jimmy Dorsey, Bell 1044; J. La Rosa, Cadence 1240; D. Shore, V 20-5755; E. Smith, Dec 29186; M. Stevens, M-G-M 11724.		
6. High and the Mighty	7	4
By Ned Washington and Dimitri Tiomkin—Published by Witmark (ASCAP) BEST SELLING RECORDS: L. Baxter, Cap 2845; V. Young, Dec 29203; L. Holmes, M-G-M 11671; J. Desmond, Coral 61204. OTHER RECORDS AVAILABLE: G. Auld, Coral 61205; R. Hayman, Mercury 70426; D. Tiomkin, Coral 61211.		
7. Hernando's Hideaway	5	13
By Richard Adler-Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORDS: A. Bleyer, Cadence 1241. OTHER RECORDS AVAILABLE: D. Hawkins, Epic 9049; R. Hayman, Mercury 70387; Homer & Jethro, V 20-5788; M. Katz, Cap 2863; G. Lombardo, Dec 29173; B. May, Cap 2840; A. Norman, Bell 1047; J. Ray, Col 40224; T. Rodriguez, V 20-5759; E. Smith, Dec 29186.		
8. In the Chapel in the Moonlight	8	5
By Billy Hill—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: K. Kallen, Dec 29130. OTHER RECORD AVAILABLE: Orioles, Jubilee 5154.		
9. Goodnight, Sweetheart, Goodnight	9	6
By J. Hudson-J. Bracken—Published by Arc (BMI) BEST SELLING RECORDS: McGuire Sisters, Coral 61187; Spaniels, Vee Jay 107; S. Gale, V 20-5746. OTHER RECORDS AVAILABLE: Johnnie & Jack, V 20-5775; G. Mana and C. Raye, Jubilee 5142; E. M. Morse, Cap 2800.		
10. Happy Wanderer	10	16
By Antonia Ridge, Friedrich Moller—Published by Fox (ASCAP) BEST SELLING RECORDS: F. Weir, London 1448; H. Rene, V 20-5715. OTHER RECORDS AVAILABLE: Bob Crosby, Bell 1045; A. Drake, Cadence 1238; T. Leonetti, Cap 2788; The Oberkirchen Children's Choir, Dec 29193; L. Prima, Dec 29128. ELECTRICAL TRANSCRIPTIONS: Allen Roth & Choir, Thesaurus.		
10. I'm a Fool to Care	12	5
By Ted Daffan—Published by Peer (BMI) BEST SELLING RECORD: L. Paul & M. Ford, Cap 2839. OTHER RECORDS AVAILABLE: G. Autry, Col 21280; S. Smith, Coast 9006; B. Walker, Col 21290.		

Second Ten

12. I UNDERSTAND JUST HOW YOU FEEL.....	11	13
Published by Jubilee (ASCAP)		
13. THIS OLE HOUSE.....	16	2
Published by Hamblen (BMI)		
14. JOEY	15	4
Published by Lowell (BMI)		
15. CRAZY 'BOUT YOU, BABY.....	16	14
Published by Sunbeam (BMI)		
15. THEY WERE DOING THE MAMBO.....	—	1
Published by Mayfair (ASCAP)		
17. SWAY	14	3
Published by Peer (BMI)		
18. CINNAMON SINNER.....	20	2
Published by Raleigh (BMI)		
19. IF YOU LOVE ME (REALLY LOVE ME).....	13	17
Published by Duchess (BMI)		
20. MY FRIEND.....	18	9
Published by Witmark (ASCAP)		

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

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

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Popular Records, Singles	34	Country & Western	44
Packaged Records, Popular . . .	28	Rhythm & Blues	46
Packaged Records, Classical . .	28	Other Categories	47

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
Cara Mia (R)—Feist—ASCAP
Gilly, Gilly Ossenfeffer Katzenellen Bogen by the Sea (R)—Beaver—ASCAP
Goodnight, Sweetheart, Goodnight (R)—Arc—BMI
Green Years (R)—Harms—ASCAP
Happy Wanderer (R)—Fox—ASCAP
Heaven Was Never Like This (R)—Famous—ASCAP
Hernando's Hideaway (R) (M)—Frank—ASCAP
Hey! There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—ASCAP
I Can't Believe That Your in Love With Me (R)—Mills—ASCAP
I Love Johnny, Johnny (R)—Miller—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
Magic Tango (R)—Chappell—ASCAP
Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP
Sh-Boom (R)—Hill & Range—BMI
Skokiaan (R)—Shapiro-Bernstein—ASCAP
Some Day (R)—Famous—ASCAP
Steam Heat (R) (M)—Frank—ASCAP
Sway (R)—Peer—BMI
There Never Was a Night So Beautiful (R)—Broadcast—BMI
They Were Doing the Mambo (R)—Mayfair—ASCAP
Three Coins in the Fountain (R) (F)—Robbins—ASCAP
Wedding Bells (Are Breaking Up That Old Gang of Mine) (R)—Mills—ASCAP

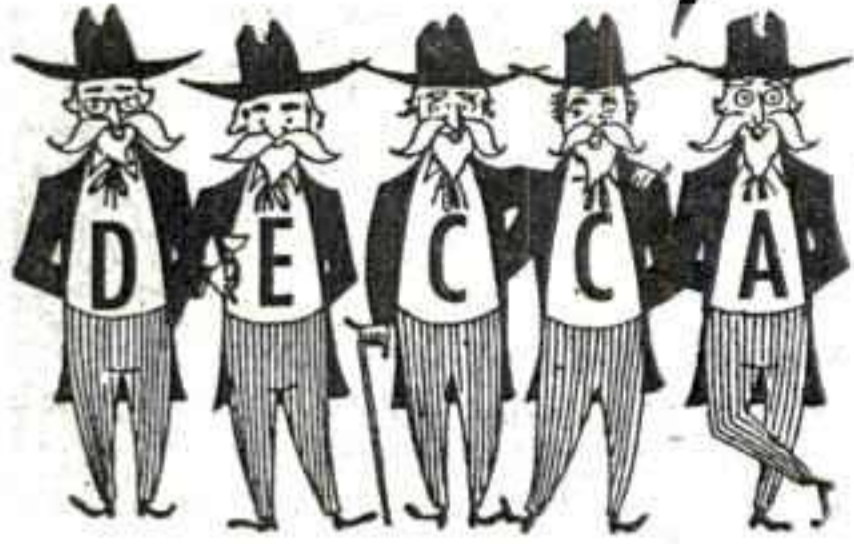
Television

And This is My Beloved (R) (M)—Frank—ASCAP
Baubles, Bangles and Beads (R)—Frank—ASCAP
Crazy 'Bout You, Baby (R)—Sunbeam—BMI
Gilly, Gilly Ossenfeffer Katzenellen Bogen by the Sea (R)—Beaver—ASCAP
Goodnight, Sweetheart, Goodnight (R)—Arc—BMI
Green Years (R)—Harms—ASCAP
Half as Lovely (R)—Shaw—BMI
Happy Wanderer (R)—Fox—ASCAP
Hernando's Hideaway (R) (M)—Frank—ASCAP
Hey! There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—ASCAP
Hit and Run Affair (R)—Duchess—BMI
Hottentot (R)—Dartmouth—ASCAP
I Love Johnny, Johnny (R)—Miller—ASCAP
I Love Paris (R) (M)—Chappell—ASCAP
If You Love Me (Really Love Me) (R)—Duchess—BMI
It's Great to Be in California (R)—American Academy—ASCAP
Jones Boy (R)—Pincus—ASCAP
Little Shoemaker (R)—Bourne—ASCAP
Little Things Mean a Lot (R)—Feist—ASCAP
Lost in Loveliness (R)—Chappell—ASCAP
Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP
Marie (R)—Berlin—ASCAP
One Arabian Night (R) (M)—Meridian—BMI
Sh-Boom (R)—Hill & Range—BMI
Skokiaan (R)—Shapiro-Bernstein—ASCAP
They Were Doing the Mambo (R)—Mayfair—ASCAP
Three Coins in the Fountain (R)—Robbins—ASCAP
Under Paris Skies (R)—Leeds—ASCAP
Young at Heart (R)—Sunbeam—BMI

England's Top Twenty

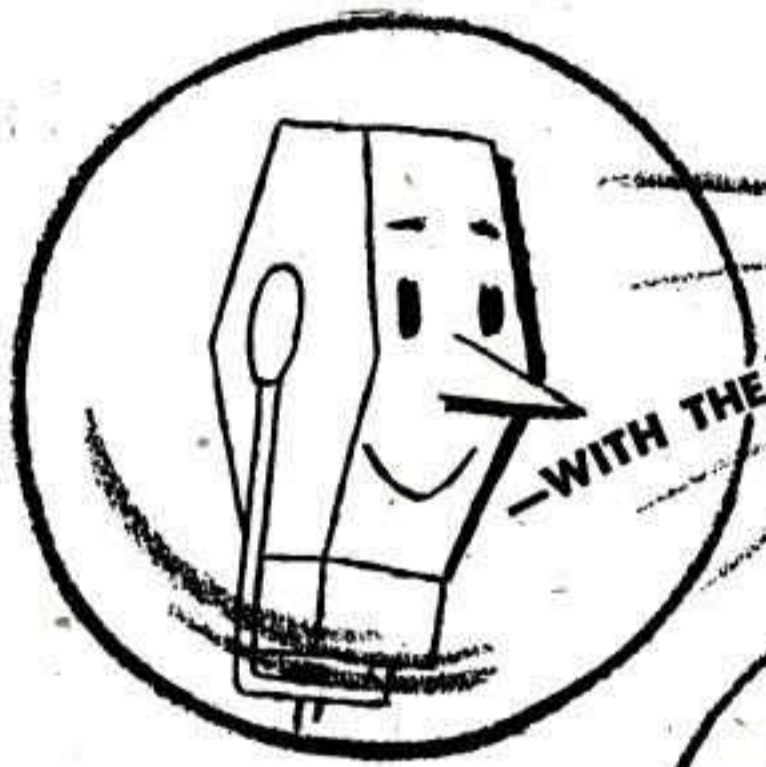
Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.

Little Things Mean a Lot—Robbins (Feist)
Cara Mia—Robbins (Feist)
Three Coins in the Fountain—Feist (Robbins)
Happy Wanderer—Bosworth (Fox)
Wanted—Harms, Connelly (Witmark)
Little Shoemaker—Bourne (Bourne)
Secret Love—Harms, Connelly (Remick)
Idle Gossip—Bron (Redd Evans)
Heart of My Heart—Francis Day (Robbins)
Never, Never Land—Keith Prowse & Co., Ltd. (Pickwick)
Friends and Neighbors—Michael Reine (Ross Jungnickel)
Story of Tina—Macmelodies (*)
Young at Heart—Victoria (Sunbeam)
My Friend—Chappell (Paxton)
Oh, Baby Mine—Edwin H. Morris Co., Ltd. (Melrose)
Gilly Gilly Ossenfeffer Katzenellen Bogen by the Sea—Spier (Beaver)
Don't Laugh at Me (Cause I'm a Fool)—David Toff (Leeds)
Someone Else's Roses—John Fields (Leeds)
Cross Over the Bridge—New World (Laurel)
The Book—Kassner (Kassner)



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with the MOSTEST
and the BESTEST—"

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JAZZ

KENTON PRESENTS

As a climax to over eleven years pioneering in the field of jazz, Stan Kenton is producing a new series of albums for Capitol under the title, "Stan Kenton Presents Jazz." Albums and singles in this new series will feature small groups headed by such jazz personalities as Bob Cooper, Boots Mussulli, Bill Holman, Frank Rosolino, Lee Konitz and others. Kenton, who has long felt that there are not enough jazz stars to supply and keep alive the jazz clubs, plans to search out and develop new artists. "They must be in the jazz idiom," he states, "but they can express their own personality in their own way as long as it is sincere, good music and deserves to be heard." His new project for Capitol will be in addition to his activities with his own orchestra, for which he is currently shaping a fall concert tour titled "The Festival of Modern Jazz."

Here's the 4-record introduction to Stan Kenton's exciting new record series — showcasing the great modern jazz of:

THE BILL HOLMAN OCTET

"Cousin Jack"
"Plain Folks"
Record No. 65000

THE FRANK ROSOLINO SEXTET

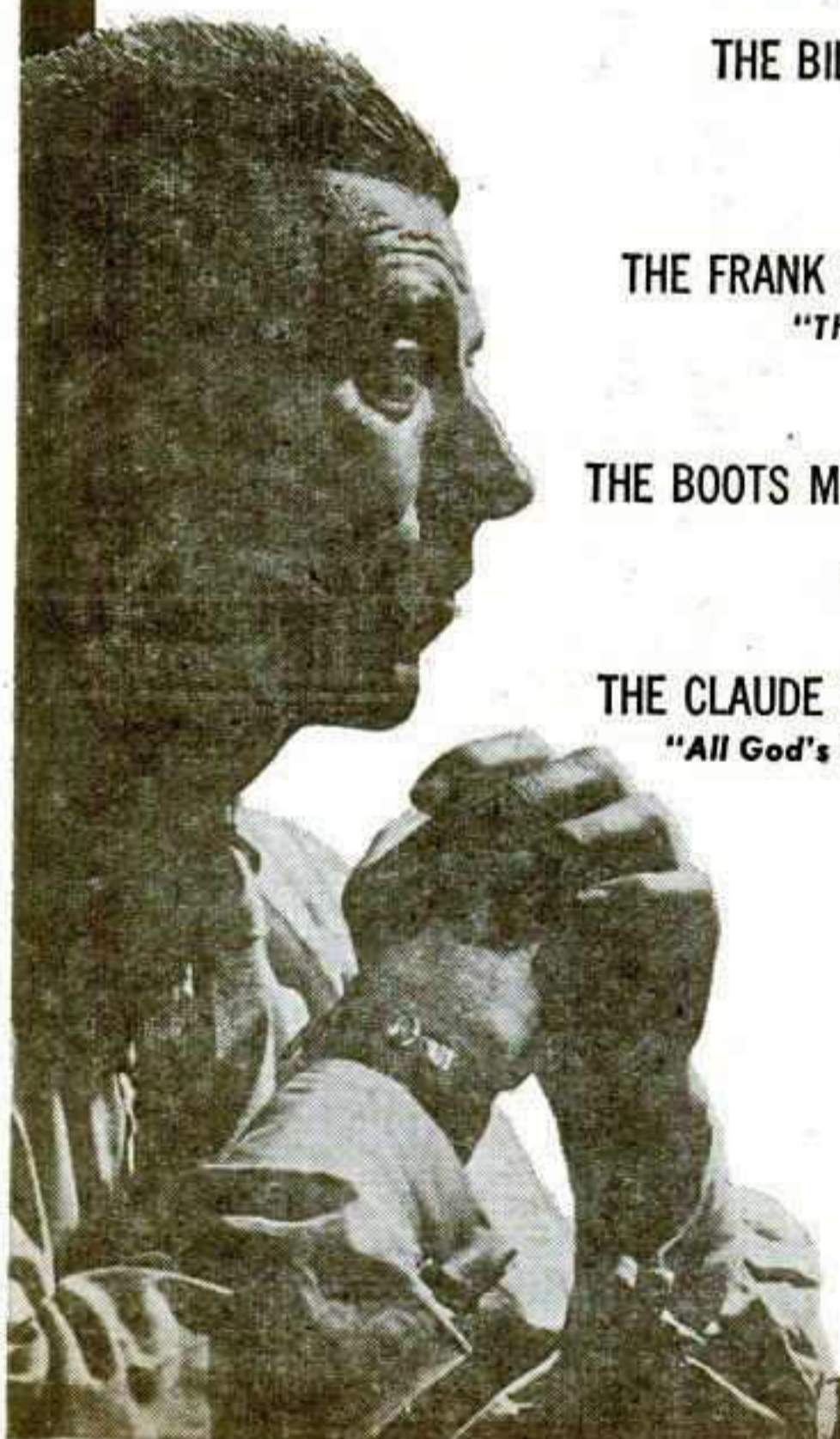
"That Old Black Magic"
"Yo Yo"
Record No. 65001

THE BOOTS MUSSULLI QUARTET

"Diga Diga Doo"
"Lullaby In Rhythm"
Record No. 65002

THE CLAUDE WILLIAMSON TRIO

"All God's Chillun Got Rhythm"
"Woodyn' You"
Record No. 65003



AI Martino

*"Don't Go
to Strangers"*

b/w

"When"

Record No. 2899



The Four Freshmen

*"We'll Be
Together Again"*

b/w

*"My Heart
Stood Still"*

Record No. 2898





**Les PAUL and
Mary FORD**

"I'm a Fool to Care"

b/w **"Auctioneer"**

Record No. 2839



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending August 11

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	Record	Last Week	Weeks on Chart
1.	SH-BOOM—Crew Cuts I Spoke Too Soon—Mercury 70404—BMI	1	7
2.	LITTLE SHOEMAKER—Gaylords Mecque, Mecque—Mercury 70403—ASCAP	3	8
3.	HEY, THERE—R. Clooney This Ole House—(12)—Col 40266—ASCAP	4	6
4.	LITTLE THINGS MEAN A LOT—K. Kallen I Don't Think You Love Me Anymore—Dec 29037—ASCAP	2	19
5.	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen Take Everything But You—Dec 29130—ASCAP	6	6
6.	HERNANDO'S HIDEAWAY—A. Bleyer S'Il Vous Plait—Cadence 1241—ASCAP	5	13
7.	THREE COINS IN THE FOUNTAIN—Four Aces Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	7	14
8.	HIGH AND THE MIGHTY—L. Baxter More Love Than Your Love—Cap 2845—ASCAP	13	4
9.	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters Heavenly Feeling—Coral 61187—BMI	8	8
10.	HIGH AND THE MIGHTY—V. Young Moonlight and Roses—Dec 29203—ASCAP	10	3
11.	I'M A FOOL TO CARE—L. Paul-M. Ford Auctioneer—Cap 2839—BMI	11	6
12.	THIS OLE HOUSE—R. Clooney Hey, There—(3)—Col 40266—BMI	22	3
13.	HIGH AND MIGHTY—L. Holmes Lisa—M-G-M 11761—ASCAP	12	4
14.	LITTLE SHOEMAKER—H. Winterhalter Magic Tango—(30)—V 20-5769—ASCAP	16	6
15.	CRAZY 'BOUT YOU, BABY—Crew Cuts Angelia Mia—Mercury 70341—BMI	21	16
16.	HAPPY WANDERER—F. Weir From Your Lips—London 448—ASCAP	9	17
17.	THEY WERE DOING THE MAMBO—V. Monroe Mister Sandman—V 20-5767—ASCAP	23	3
18.	SH-BOOM—Chords Little Maiden—Cat 104—BMI	14	8
19.	SWAY—D. Martin Money Burns a Hole in My Pocket—Cap 2818—BMI	15	5
20.	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes Sugar Lump—Jubilee 5132—ASCAP	17	13
21.	CINNAMON SINNER—T. Bennett Take Me Back Again—Co 40272—BMI	24	3
22.	I UNDERSTAND JUST HOW YOU FEEL—J. Valli Love, Tears and Kisses—V 20-5740—ASCAP	18	11
23.	WHAT A DREAM—P. Page I Cried—Mercury 70416—BMI	29	2
24.	THREE COINS IN THE FOUNTAIN—F. Sinatra Rain—Cap 2816—ASCAP	20	12
25.	MOONLIGHT AND ROSES—Three Suns Crazy Legs—V 20-5768—ASCAP	24	4
26.	SHAKE, RATTLE AND ROLL—B. Haley A. B. C. Boogie—Dec 29204—BMI	—	1
27.	HEY, THERE—S. Davis Jr. And This is My Beloved—Dec 29199—ASCAP	—	1
28.	HAPPY WANDERER—H. Rene My Impossible Love—V 20-5715—ASCAP	26	15
29.	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr Man Upstairs—Cap 2769—BMI	19	18
30.	MAGIC TANGO—H. Winterhalter Little Shoemaker—(14)—V 20-5769—ASCAP	30	3
30.	HIGH AND THE MIGHTY—J. Desmond Got No Time—Coral 61204—ASCAP	—	1

• This Week's Best Buys

I NEED YOU NOW (Miller, ASCAP)—Eddie Fisher—RCA Victor 5830

It's the old pattern, and Eddie Fisher's tight hold on his huge audience is paying off in another big selling record. Only a couple of weeks after release, the sales pattern on this one is too strong to be ignored. Fisher's cutting of the ballad is selling well in all territories, with hottest action tabbed in Philadelphia, Chicago, Milwaukee and St. Louis. Flip is "Heaven Was Never Like This" (Famous, ASCAP). A previous Billboard "Spotlight."

SKOKIAAN (Shapiro, Bernstein, ASCAP) — Bulawayo Sweet Rhythm Boys—London 1491

The novelty out of South Africa has caught the imagination of disk buyers and London's etching, first and the original, is leading the pack. But other versions, by Ralph Marterie on Mercury, Ray Anthony on Cap-

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

itol and the Four Lads on Columbia are also showing healthy sales symptoms. The London wax had a good spread with best action in Buffalo, Chicago, Milwaukee and Los Angeles. Flip is "In the Mood" (Shapiro, Bernstein, ASCAP). A previous Billboard "Spotlight."

HEY, THERE (Frank, ASCAP)—Sammy Davis Jr.—Decca 29199

The dancer-impersonator-comic, in his first record for Decca, has come up with a solid seller that's now beginning to pull in the loot after a relatively slow start. This week his version of the ditty joins the high riding Rosemary Clooney etching on the best-selling charts, but its steady build-up over the last few weeks indicates good staying power. Best action is in New York, Buffalo, Philadelphia, Chicago and St. Louis. Flip is "And This Is My Beloved" (Frank, ASCAP).

• Most Played in Juke Boxes

For survey week ending August 11

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	Record	Last Week	Weeks on Chart
1.	SH-BOOM—Crew Cuts I Spoke Too Soon—Mercury 70404—BMI	3	5
2.	LITTLE THINGS MEAN A LOT—K. Kallen I Don't Think You Love Me Anymore—Dec 29037—ASCAP	1	15
3.	THREE COINS IN THE FOUNTAIN—Four Aces Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	2	14
4.	LITTLE SHOEMAKER—Gaylords Mecque, Mecque—Mercury 70403—ASCAP	5	6
5.	HERNANDO'S HIDEAWAY—A. Bleyer S'Il Vous Plait—Cadence 1241—ASCAP	4	12
6.	HEY THERE—R. Clooney This Ole House—Col 40266—ASCAP	12	3
7.	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes Sugar Lump—Jubilee 5132—ASCAP	6	11
8.	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen Take Everything But You—Dec 29130—ASCAP	8	4
9.	I'M A FOOL TO CARE—L. Paul & M. Ford Auctioneer—Cap 2839—BMI	8	4
10.	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters Heavenly Feeling—Coral 61187—BMI	7	4
11.	SH-BOOM—Chords Little Maiden—Cat 104—BMI	11	6
12.	HAPPY WANDERER—F. Weir From Your Lips—London 1448—ASCAP	10	15
13.	LITTLE SHOEMAKER—H. Winterhalter Magic Tango—V 20-5769—ASCAP	13	6
14.	THIS OLE HOUSE—R. Clooney Hey, There—Col 40266—BMI	20	2
14.	HERNANDO'S HIDEAWAY—G. Lombardo Vas Villst Du Haben—Dec 29173—ASCAP	—	3
16.	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr Man Upstairs—Cap 2769—BMI	14	15
17.	I CRIED—P. Page What a Dream—Mercury 70416—ASCAP	—	1
18.	CRAZY 'BOUT YOU, BABY—Crew Cuts Angelia Mia—Mercury 70341—BMI	16	20
18.	HAPPY WANDERER—H. Rene My Impossible Love—V 20-5715—ASCAP	14	5
20.	HIGH AND THE MIGHTY—J. Desmond In God We Trust—Coral 61204—ASCAP	18	3
20.	THEY WERE DOING THE MAMBO—V. Monroe Mister Sandman—V 20-5767—ASCAP	—	1
20.	SOMEDAY—F. Laine There Must Be a Reason—Col 40235—ASCAP	16	7

• Most Played by Jockeys

For survey week ending August 11

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	Record	Last Week	Weeks on Chart
1.	SH-BOOM—Crew Cuts I Spoke Too Soon—Mercury 70404—BMI	1	7
2.	LITTLE THINGS MEAN A LOT—K. Kallen I Don't Think You Love Me Anymore—Dec 29037—ASCAP	2	19
3.	HEY, THERE—R. Clooney This Ole House—Col 40266—ASCAP	6	5
4.	LITTLE SHOEMAKER—Gaylords Mecque, Mecque—Mercury 70403—ASCAP	3	8
5.	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen Take Everything But You—Dec 29130—ASCAP	7	6
6.	THREE COINS IN THE FOUNTAIN—Four Aces Wedding Bells (Are Breaking Up That Old Gang of Mine) Decca 29123—ASCAP	5	14
7.	I'M A FOOL TO CARE—L. Paul-M. Ford Auctioneer—Cap 2839—BMI	8	6
8.	HIGH AND THE MIGHTY—L. Baxter More Love Than Your Love—Cap 2845—ASCAP	12	3
9.	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters Heavenly Feeling—Coral 61187—BMI	10	4
9.	HERNANDO'S HIDEAWAY—A. Bleyer S'Il Vous Plait—Cadence 1241—ASCAP	4	14
11.	HIGH AND MIGHTY—L. Holmes Lisa—M-G-M 11761—ASCAP	—	1
12.	THEY WERE DOING THE MAMBO—V. Monroe Mister Sandman—V 20-5767—ASCAP	—	1
13.	CINNAMON SINNER—T. Bennett Take Me Back Again—Col 40272—BMI	—	1
14.	THIS OLE HOUSE—R. Clooney Hey, There—Col 40266—BMI	13	3
15.	HIGH AND THE MIGHTY—V. Young Moonlight and Roses—Dec 29203—ASCAP	—	1
16.	CRAZY 'BOUT YOU, BABY—Crew Cuts Angelia Mia—Mercury 70341—BMI	15	13
17.	I UNDERSTAND JUST HOW YOU FEEL—J. Valli Love, Tears and Kisses—V 20-5740—ASCAP	16	12
18.	LITTLE SHOEMAKER—H. Winterhalter Magic Tango—V 20-5769—ASCAP	9	6
18.	I CRIED—P. Page What a Dream—Mercury 70466—ASCAP	—	1
20.	SWAY—D. Martin Money Burns a Hole in My Pocket—Cap 2818—BMI	18	2

OH WHAT A HIT!!

BECAUSE IT HAS THE STYLE...

BECAUSE IT HAS THE FEELING...

BECAUSE IT CAN'T BE DUPLICATED...

BECAUSE IT'S THE ORIGINAL

**RUTH
BROWN**

Singing

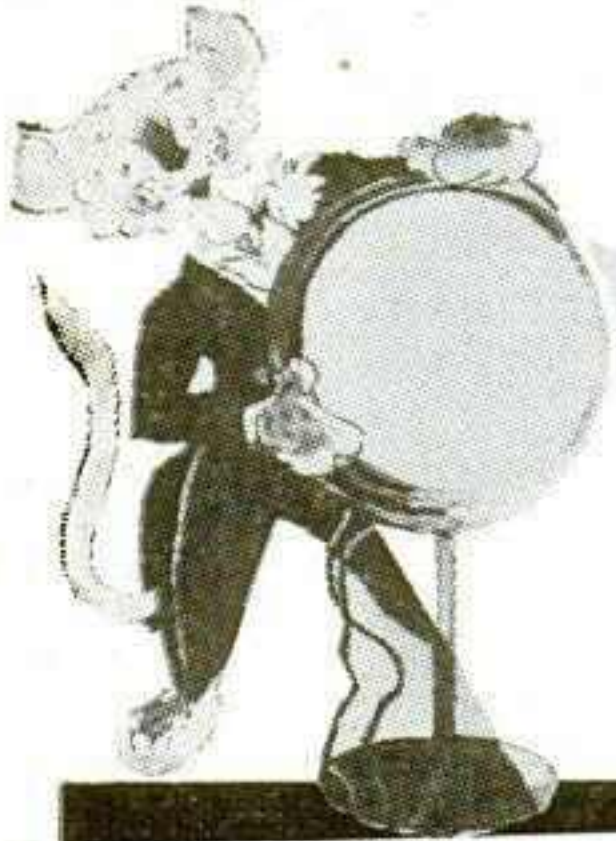


**OH WHAT
A DREAM**

Atlantic 1036

ATLANTIC RECORDING CORP.

234 West 56th Street
New York 19, New York



LEO SPOTLIGHTS MUSIC FROM 3 GREAT MOTION PICTURES

HIT SOUND TRACK ALBUM

SEVEN BRIDES FOR SEVEN BROTHERS

starring Howard Keel and Jane Powell

MGM 244 78 rpm • X 244 45 rpm extended play • E 244 33 1/3 rpm long playing

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

LEROY HOLMES and his Orchestra

THE HIGH and the MIGHTY

Whistling by PAUL MONROE

Infectious Theme From the Warner Bros. Film "The High and the Mighty"

2 SIDED HIT! New Movie Theme sweeping the country

Rear Window Theme-

MGM 11761 78 rpm - K 11761 45 rpm

JONI JAMES

IN A GARDEN OF ROSES

EVERY DAY

MGM 11753 K 11753

BETTY MADIGAN

JOEY

AND SO I WALKED HOME

MGM 11716 • K 11716

CARLOS THOMPSON

NO ONE BUT YOU

PEDDLER MAN

MGM 11771 K 11771

THE VOICES THREE

DEVIL LIPS

DOES YOUR HEART BEAT FOR ME

MGM 11793 • K 11793

BOB STEWART

SAID

DANCE OF THE HOURS

MGM 11795 • K 11795

FRAN WARREN

THE MAN THAT GOT AWAY

LOVE ME LOVE

MGM 11769 • K 11769

THE WRIGHT BROS.

IF I GIVE YOU MY HEART

LONESOME

MGM 11776 • K 11776

JOE LIPMAN and His Orchestra

LOOKING BACK TO SEE

STOP! (Proceed With Caution) MAMBO

MGM 11798 • K 11798

SHEB WOOLEY

WHITE LIGHTN' A FOOL ABOUT YOU

MGM 11792 • K 11792

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 30, N. Y.

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending August 11

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

Atlanta

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Three Coins in the Fountain, Four Aces, Dec.
4. Goodnight, Sweetheart, Goodnight, McGuire Sisters, Cor.
5. Little Things Mean a Lot, K. Kallen, Dec.
6. Hernando's Hideaway, A. Bleyer, Cdc.
7. They Were Doing the Mambo, V. Monroe, V.
8. In the Chapel in the Moonlight, K. Kallen, Dec.
9. Cinnamon Sinner, T. Bennett, Col.

Balti.-Wash.

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. Cinnamon Sinner, T. Bennett, Col.
5. Little Things Mean a Lot, K. Kallen, Dec.
6. Happy Wanderer, H. Rene, V.
7. High and the Mighty, V. Young, Dec.
8. What a Dream, P. Page, Mer.
9. Little Shoemaker, Gaylords, Mer.
10. Dream, Four Aces, Dec.

Boston

1. Hey, There, R. Clooney, Col.
2. Little Shoemaker, Gaylords, Mer.
3. High and the Mighty, L. Baxter, Cap.
4. In the Chapel in the Moonlight, K. Kallen, Dec.
5. Little Things Mean a Lot, K. Kallen, Dec.
6. High and the Mighty, L. Holmes, M-G-M.
7. This Ole House, R. Clooney, Col.
8. Sh-Boom, Crew Cuts, Mer.
9. Moonlight and Roses, Three Suns, V.
10. Hernando's Hideaway, A. Bleyer, Cdc.

Buffalo

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, S. Davis Jr., Dec.
3. Little Shoemaker, Gaylords, Mer.
4. I'm a Fool to Care, L. Paul & M. Ford, Cap.
5. Make Her Mine, Nat (King) Cole, Cap.
6. Money Burns a Hole in My Pocket, D. Martin, Cap.

Chicago

1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. Hey, There, R. Clooney, Col.
4. In the Chapel in the Moonlight, K. Kallen, Dec.
5. High and the Mighty, J. Desmond, Cor.
6. Sway, D. Martin, Cap.
7. High and the Mighty, V. Young, Dec.
8. I Cried, P. Page, Mer.
9. They Were Doing the Mambo, V. Monroe, V.
10. Goodnight, Sweetheart, Goodnight, McGuire Sisters, Cor.

Cincinnati

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. High and the Mighty, V. Young, Dec.
4. Little Shoemaker, Gaylords, Mer.
5. Goodnight, Sweetheart, Goodnight, McGuire Sisters, Cor.
6. Three Coins in the Fountain, Four Aces, Dec.
7. High and the Mighty, L. Baxter, Cap.
8. I'm a Fool to Care, L. Paul & M. Ford, Cap.
9. Little Things Mean a Lot, K. Kallen, Dec.
10. In the Chapel in the Moonlight, K. Kallen, Dec.

Cleveland

1. Shake, Rattle and Roll, B. Haley, Dec.
2. Little Shoemaker, Gaylords, Mer.
3. Cara Mia, D. Whitfield, Lon.
4. Moonlight and Roses, Three Suns, V.
5. Sh-Boom, Crew Cuts, Mer.
6. Little Things Mean a Lot, K. Kallen, Dec.
7. Hey, There, R. Clooney, Col.
8. I'm a Fool to Care, L. Paul & M. Ford, Cap.
9. What a Dream, P. Page, Mer.

Dallas-Fort Worth

1. High and the Mighty, V. Young, Dec.
2. Little Shoemaker, Gaylords, Mer.
3. Little Things Mean a Lot, K. Kallen, Dec.
4. High and the Mighty, L. Baxter, Cap.
5. Hernando's Hideaway, A. Bleyer, Cdc.
6. Hey, There, R. Clooney, Col.
7. Sh-Boom, Crew Cuts, Mer.
8. Three Coins in the Fountain, Four Aces, Dec.

Denver

1. Little Shoemaker, Gaylords, Mer.
2. Sh-Boom, Crew Cuts, Mer.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. Little Things Mean a Lot, K. Kallen, Dec.
5. Hey, There, R. Clooney, Col.
6. High and the Mighty, L. Baxter, Cap.
7. I Understand Just How You Feel, J. Valli, V.
8. Happy Wanderer, F. Weir, Lon.
9. I Cried, P. Page, Mer.

Detroit

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. In the Chapel in the Moonlight, K. Kallen, Dec.
4. Mood Indigo, N. Petty Trio, NVJ.
5. Magic Tango, H. Winterhalter, V.
6. Cara Mia, D. Whitfield, Lon.
7. What a Dream, P. Page, Mer.
8. Someday, F. Laine, Col.
9. I'm a Fool to Care, L. Paul & M. Ford, Cap.
10. Dream, Four Aces, Dec.

Kansas City

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. Goodnight, Sweetheart, Goodnight, McGuire Sisters, Cor.
4. Crazy 'Bout You, Baby, Crew Cuts, Mer.
5. Little Shoemaker, Gaylords, Mer.
6. Little Things Mean a Lot, K. Kallen, Dec.
7. In the Chapel in the Moonlight, K. Kallen, Dec.
8. Little Shoemaker, H. Winterhalter, V.
9. High and the Mighty, V. Young, Dec.
10. High and the Mighty, L. Holmes, M-G-M.

Los Angeles

1. Little Things Mean a Lot, K. Kallen, Dec.
2. Little Shoemaker, Gaylords, Mer.
3. Sh-Boom, Crew Cuts, Mer.
4. Hey, There, R. Clooney, Col.
5. Hernando's Hideaway, A. Bleyer, Cdc.
6. High and the Mighty, V. Young, Dec.
7. Sway, D. Martin, Cap.
8. I Understand Just How You Feel, Four Tunes, Jub.
9. River of No Return, Tennessee Ernie, Cap.
10. Three Coins in the Fountain, Four Aces, Dec.

Milwaukee

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. Little Shoemaker, Gaylords, Mer.
4. In the Chapel in the Moonlight, K. Kallen, Dec.
5. High and the Mighty, L. Holmes, M-G-M.
6. I'm a Fool to Care, L. Paul & M. Ford, Cap.
7. Little Things Mean a Lot, K. Kallen, Dec.

Minn.-St. Paul

1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. In the Chapel in the Moonlight, K. Kallen, Dec.
4. High and the Mighty, L. Holmes, M-G-M.
5. This Ole House, R. Clooney, Col.
6. Little Things Mean a Lot, K. Kallen, Dec.
7. Gilly Gilly Ossenfeffer, Katzeneller Bogen by the Sea, Four Lads, Col.
8. Crazy 'Bout You, Baby, Crew Cuts, Mer.
9. They Were Doing the Mambo, V. Monroe, V.

New Orleans

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. In the Chapel in the Moonlight, K. Kallen, Dec.
4. High and the Mighty, L. Baxter, Cap.
5. Hernando's Hideaway, A. Bleyer, Cdc.
6. Little Things Mean a Lot, K. Kallen, Dec.
7. I'm a Fool to Care, L. Paul & M. Ford, Cap.
8. Little Shoemaker, Gaylords, Mer.
9. Three Coins in the Fountain, F. Sinatra, Cap.
10. They Were Doing the Mambo, V. Monroe, V.

(Continued on page 38)

the danceable version --

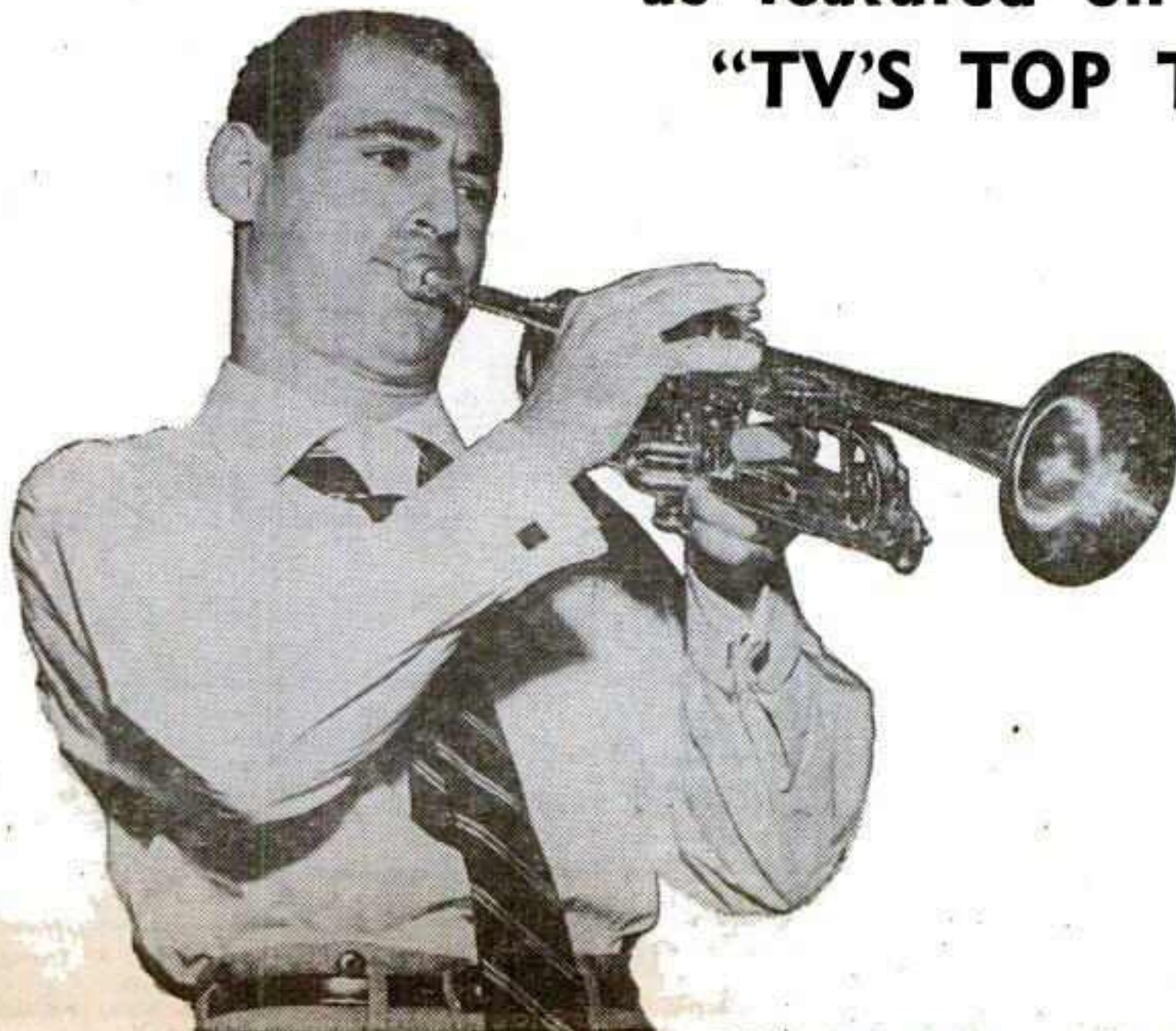
the **BIG** version --

by **AMERICAS NO. 1 DANCE BAND!**

RAY ANTHONY

"SKORRIAN"

as featured on Ray Anthony's
"TV'S TOP TUNES"—CBS every Mon., Wed. and Fri.



The only version unanimously
picked by BILLBOARD, VARIETY
and CASH BOX magazines.

backed with **"SAY HEY"**
Capitol record no. 2896





**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.

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Hollywood 38, Cal.

**The Billboard Music Popularity Charts
POPULAR RECORDS**

• Territorial Best Sellers

• Continued from page 36

New York

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. Little Shoemaker, Gaylords, Mer.
4. Little Things Mean a Lot K. Kallen, Dec.
5. Three Coins in the Fountain Four Aces, Dec.
6. Hey, There, S. Davis Jr., Dec.
7. In the Chapel in the Moonlight K. Kallen, Dec.
8. High and the Mighty L. Holmes, M-G-M.
9. Sway, D. Martin, Cap.
10. Hernando's Hideaway, A. Bleyer, Cdc.

St. Louis

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. High and the Mighty, J. Desmond, Cor.
4. High and the Mighty, L. Baxter, Cap.
5. Magic Tango, H. Winterhalter, V.
6. In the Chapel in the Moonlight K. Kallen, Dec.
7. Little Shoemaker, Gaylords, Mer.
8. This Ole House, R. Clooney, Col.
9. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.

San Francisco

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Hey, There, R. Clooney, Col.
3. Little Shoemaker, Gaylords, Mer.
4. Little Things Mean a Lot K. Kallen, Dec.
5. Sh-Boom, Crew Cuts, Mer.
6. High and the Mighty L. Holmes, M-G-M
7. Sh-Boom, Chords, Cat
8. Happy Wanderer, F. Weir, Lon.
9. In the Chapel in the Moonlight K. Kallen, Dec.
10. High and the Mighty, L. Baxter, Cap.

Philadelphia

1. In the Chapel in the Moonlight K. Kallen, Dec.
2. Sh-Boom, Chords, Cat
3. Little Shoemaker, Gaylords, Mer.
4. Little Things Mean a Lot K. Kallen, Dec.
5. Hernando's Hideaway, A. Bleyer, Cdc.
6. Three Coins in the Fountain Four Aces, Dec.
7. Hey, There, S. Davis Jr., Dec.
8. Sh-Boom, Crew Cuts, Mer.
9. Hey, There, R. Clooney, Col.
10. I Give My Heart to You, D. Lor, Mjr.

Pittsburgh

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. Little Shoemaker, Gaylords, Mer.
4. Cinnamon Sinner, T. Bennett, Col.
5. Moonlight and Roses, Three Suns, V.
6. Little Things Mean a Lot K. Kallen, Dec.
7. Hernando's Hideaway, A. Bleyer, Cdc.
8. Magic Tango, H. Winterhalter, V.
9. High and the Mighty, V. Young, Dec.

Seattle

1. Little Shoemaker, Gaylords, Mer.
2. Sh-Boom, Crew Cuts, Mer.
3. Hey, There, R. Clooney, Col.
4. Three Coins in the Fountain Four Aces, Dec.
5. Little Things Mean a Lot K. Kallen, Dec.
6. High and the Mighty, V. Young, Dec.
7. They Were Doing the Mambo V. Monroe, V.
8. Hernando's Hideaway, A. Bleyer, Cdc.

Here's a note
about group travel for
entertainers...

**"It's smarter to
 charter a
 Greyhound!"**

—says SAMMY KAYE,
Star of ABC-TV Show,
"So You Want to Lead a Band"

"In my years of touring the length and breadth of this land, I have found no finer travel service available to an orchestra than a chartered Greyhound. You get one of the world's finest (and safest) drivers behind the wheel of a modern coach... you save time, travel the routes you select... and you arrive right at the very doorstep of your destination. Especially important, there's plenty of baggage space for band instruments, props, and personal luggage. I'm sold on charter Greyhound service!"

GREYHOUND



GEORGIA GIBBS

A WONDERFUL NEW BALLAD 'MORE THAN EVER'







First Time For Georgia With Italian Chorus

Coupled With The Best Version Of

"The Man That Got Away"

MERCURY 70430 • 70430X45

Thank DJs, Ops and Dealers For The Greatest Summer In Mercury's Eight Year History!

<p>THE CREW-CUTS</p>  <p>"SH-BOOM" AND "I SPOKE TOO SOON" MERCURY 70404 • 70404X45</p>	<p>THE GAYLORDS</p>  <p>The Little Shoemaker AND "MECQUE, MECQUE" MERCURY 70403 • 70403X45</p>	<p>PATTI PAGE</p>  <p>"What A Dream" AND "I CRIED" MERCURY 70416 • 70416X45</p>	<p>RALPH MARGERIE</p>  <p>"SKOKIAAN" AND "CRAZY 'BOUT LOLLIPOP" MERCURY 70432 • 70432X45</p>	<p>RONNIE GAYLORD</p>  <p>"I'm No Gonna Say" AND "DON'T YOU FORGET" MERCURY 70425 • 70425X45</p>
<p>VIC DAMONE</p>  <p>'My Own Quiet Way' AND "ONCE AND ONLY ONCE" MERCURY 70436 • 70436X45</p>	<p>THE CREW-CUTS</p>  <p>Crazy 'Bout 'Cha Baby AND "ANGELA MIA" MERCURY 70341 • 70341X45</p>	<p>RICHARD HAYMAN</p>  <p>"High And Mighty" AND "TAMBOURINE" MERCURY 70426 • 70426X45</p>	<p>LAURIE SISTERS</p>  <p>"Don't Drop it" AND "OO WA" MERCURY 70422 • 70422X45</p>	<p>DAVID CARROLL</p>  <p>"Grandpa's Rocker" AND "MINE" MERCURY 70412 • 70412X45</p>



Picked as Cash Box Disc of the Week

CORAL RECORDS

Teresa Brewer

sings



AU REVOIR

and DANGER SIGNS

CORAL 61225

(78 RPM) and

9-61225

(45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

The Billboard Music Popularity Charts POPULAR RECORDS

Review Spotlight on... RECORDS

KAY STARR

Fortune in Dreams (Starstan, BMI)
Toy or Treasure (Reis-Massey, ASCAP)—Capitol 2887
—This is one of the strongest two-sided waxings in the thrush's long career as a hit maker. She sells both ballads in her outstanding, "sock" style, backed strongly by the ork. Solid wax here.

FRANKIE LAINE

Your Heart, My Heart (ABC, ASCAP)
Rain, Rain, Rain (Maple Leaf, BMI)—Columbia 40291—
The energetic warbler comes thru with a big-voiced reading of a German waltz hit of a year ago on "Your Heart, My Heart." He sells the flip, originally a spiritual, with a lot of drive and helped by the Four Lads. Either or both sides could break thru—and quickly.

NAT COLE

Smile (Bourne, ASCAP)—Capitol 2897—Dulcet-toned is this lovely reading of the pretty tune from the Chaplin flick "Modern Times" by Nat Cole. It's his prettiest since "Pretend." Flip is "It's Crazy" (Crestview, ASCAP).

JO STAFFORD

Nearer My Love to Me (Dartmouth, ASCAP)
The Temple of an Understanding Heart (Paramount, ASCAP)—Columbia 40291—Jo Stafford sells these two effective ballads with the heart and feeling she always puts into a song. Top side is a neat ballad. Flip is a powerful piece of material. Thrush is backed neatly by the Paul Weston ork.

Reviews of New Pop Records

EDDIE FISHER

I Need You Now87
V 5830 — A Billboard "Spotlight" 8-7-'54. (Miller, ASCAP)
Heaven Was Never Like This...86
A Billboard "Spotlight" 8-7-'54. (Famous, ASCAP)

THE GAYLORDS

Vieni, Vidi, Vici87
MERCURY 70427 — A Billboard "Spotlight" 8-14-'54. (Joy, ASCAP)
A Kiss to Call My Own...80
Here's another pretty vocal by the boys, this time on a sweet ballad. They sing it neatly and the backing is good. This side, too, has a chance for coins. (Annis House, BMI)

DORIS DAY

If I Give My Heart to You87
COLUMBIA 40300 — A Billboard "Spotlight" 8-14-'54. (Miller, ASCAP)
Anyone Can Fall in Love...80
Lovely tune receives a warm vocal from the thrush over a good ork backing. This side, too, could pull spins. (Sam Weiss, ASCAP)

FOUR LADS

Skokiaan86
COLUMBIA 40306 — A Billboard "Spotlight" 8-14-'54. (Shapiro-Bernstein, ASCAP)
Why Should I Love You...85
A Billboard "Spotlight" 8-14-'54. (Nu Way, BMI)

BULAWAYO SWEET RHYTHMS ORK

Skokiaan85
LONDON 1491—A Billboard "Spotlight" 8-7-'54.
In the Mood...75
Many a jock will smile over this version of the Glenn Miller hit, played here by the native ork from Bulawayo in Southern Rhodesia, Africa. The boys do a good job with the drums featured and the lyric sung in a native Bantu dialect.

DENISE LOR

If I Give My Heart to You85
MAJAR 27—A Billboard "Spotlight" 8-14-'54. (Miller, ASCAP)
Hello Darling...75
The thrush does nicely on an attractive new waltz ballad. (Tee Pee, ASCAP)

DINAH SHORE

If I Give My Heart to You84
V 5838—A Billboard "Spotlight" 8-14-'54. (Miller, ASCAP)
Tempting...78
Tender ditty of young love is sung with great warmth by Dinah. This could attract many spins and pull sales as well. (Remick, ASCAP)

GEORGIA GIBBS

More Than Ever80
MERCURY 70430—Here's an attractive new waltz ballad and Miss Gibbs and the chorus deliver the reading in fine fashion. Replete with an Italian chorus (which makes anything commercial these days) the disk could catch on with enough exposure. (ABC Music, ASCAP)
The Man That Got Away...78
Miss Gibbs delivers here an impressive reading of the tune from the upcoming "Star Is Born" flick. Could be that this, too, will get action if the public accepts the tune as click material. (Harwin, ASCAP)

JUNE VALLI

Boy Wanted80
V 58337—The employment offered is

imaginatively described here in teasing style by June Valli. She has a good side and it could stir some excitement. The label is giving this disk top exposure. (Bregman, Vocco & Conn, ASCAP)

Tell Me, Tell Me...75

Bluesy opus is sung with an exaggerated pleading quality that may inhibit repeat spins. (Golden Bell Songs, ASCAP)

PERCY FAITH ORK

Song for Sweethearts79
COLUMBIA 40277 — Lovely new ballad is played with the warmth and lush mood that has marked many other Percy Faith ork records. The vocal is handled sweetly by Betty Cox. This could get action; watch it.
Bubbling Over...77
An infectious and light-hearted European ditty receives a lushly sparkling rendition from the full-stringed Percy Faith crew on this instrumental slicing. Little question that this will pull spins and spins and spins.

HENRI RENE ORK

Please, Please79
V 5831—Rhythm and blues convert is awarded a bright and sparkling whirl by the Rene forces in a mighty attractive slicing. This one could generate excitement wherever it's played. Should rake in some loot. (Brownwood, BMI)
Manhattan Mambo...74
An okay addition to the fast-building catalog of pop-mambos. Well-played by the polished Rene ork and sung by the chorus. (Summit, ASCAP)

SUNNY GALE

Smile6
V 5836 — Here's another Charles Chaplin tune with lyric added which should kick up quite a fuss. The tune is ultra-lovely and Miss Gale does a nice job which should get her a share of the action which seems to be accruing for the tune. Good wax here. (Bourne, ASCAP)
An Old Familiar Love Song...73
A most attractive new ballad gets a slick run-thru from the thrush which should please her many fans. (Cromwell, ASCAP)

VIC DAMONE

In My Own Quiet Way78
MERCURY 70436—The pretty new ballad receives a first-rate reading from Damone over a charming ork and femme chorus backing. This is one of the singer's best waxings in many and it should pull scores of spins and please his fans. (Reis, BMI)
Once and Only Once...73
The chanter injects a lot of feeling into a big new opus with a message of faith and brotherhood. His big voiced interpretation and the ork and chorus support could help it get spins. (Trinity, BMI)

THE MATYS BROTHERS

Muskrat Ramble78
20TH CENTURY 5024 — Group sounds like it enjoys what it is doing, and listeners might agree. Good, corny wax. This is a happy swinging version that could pull juke loot. Watch it.
You're the Moment of a Lifetime...72
Not as strong as the flip, but it, too, should get spins. Good reading by the boys.

(Continued on page 42)

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 0-49, Poor



London has the hits!

the original, the best, the only native South African interpretation

SKOKIAAN

backed by

IN THE MOOD

1491 & 45-1491

BULAWAYO SWEET RHYTHMS BAND



the thrilling new voice of **DAVID WHITFIELD**
the exciting accompaniment of **MANTOVANI**

CARA MIA

backed by

"HOW, WHEN OR WHERE"

1486 & 45-1486

THE BILLBOARD August 7

• This Week's Best Buys

CARA MIA (Folst, ASCAP)—Dick Whitfield-Mantovani Ork.—London 1486

A big tune in England, "Cara Mia" seems to be heading for the hit lists in this country too. The Whitfield-Mantovani disk placed on both the Boston and Cleveland charts this week and is showing sales strength in New York, Cincinnati, Chicago, Detroit, Milwaukee and St. Louis. Flip side is "How, When or Where."

August 14: No. 27 "Best Sellers In Stores"

not 1, not 2, but 3* terrific versions of...

SMILE

* **FRANK CHACKSFIELD** (Instrumental) 1489

* **LITA ROZA** (female vocal) 1488

* **DAVID WHITFIELD** (male vocal) 1494

the Johnston Brothers **THE BANDIT**

backed by

THE SECRET OF OUR LOVE

1470 & 45-1470

Vera Lynn **NOW AND FOREVER**

backed by

TRY AGAIN

1489 & 45-1489

London

ffrr 

RECORDS

Reviews of New Pop Records

Continued from page 40

FREDDY MARTIN ORK
Somebody Goofed77
 V 5833—Here's a happy little ditty which digs into history and comes up with situations wherein "somebody



THE MIDNIGHTERS
ANNIE HAD A BABY
SHE'S THE ONE
 FEDERAL 12195

THE MIDNIGHTERS
SEXY WAYS
DON'T SAY YOUR LAST GOODBYE
 FEDERAL 12185

THE 5 ROYALES
I'M GONNA RUN IT DOWN
BEHAVE YOURSELF
 KING 4740

EARL BOSTIC
MAMBOSTIC
THESE FOOLISH THINGS
 KING 4730



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 540 Second Ave., N., Birmingham 4, Ala.

goofed." The gang-sing reading and light-hearted orking should get plenty of spins and might get action. (Spler, ASCAP)
Lonesome Potecat....77
 Ditty is from the film: "Seven Brides for Seven Brothers." Again it's a gang-sing type of reading. Good for spins. (Robbins, ASCAP)

WALLY STOTT ORK
Footsteps in the Fog.....74
 EPIC 9064—This piece of mood music actually features footsteps walking over an eerie sort of tune that is supposed to represent fog. It ends with a vocal gimmick that could have jocks play it again and again, perhaps. Imaginative wax here, anyway. (Southern, ASCAP)
Luxembourg Polka....73
 The cute polka item receives a wild oom-pah-pah rendition from the lush English ork that could help it grab jockey spins. Good instrumental reading of the tune. (Reg. Connelly Music, ASCAP)

LEO DIAMOND
High and the Mighty.....75
 V 5834—Diamond's harmonica takes the lead in another sound reading of the much-covered click. This entry figures to pull some of the remaining action. (Harms, ASCAP)
Lisboa....71
 Pleasant Latin opus is played brightly. Good listening. (Southern, ASCAP)

ALAN LOGAN
Corsecan Dance.....74
 M-G-M 11800—The pianist turns in a bright, up-tempo performance on the classical melody, running his fingers up and down over the keys with easy. Jocks could use.
The Carloca....74
 Here's another mighty attractive instrumental piano reading by Logan, helped by an organ combo. He plays the fine standard in flashy style. This should pull spins and juke coins, too.

DANNY MACHIN
These Things God.....74
Fashioned for Me.....74
 DERBY 859—A slick orchestration and backing take this out of the ordinary. Machin, new to the label, impresses as a good singer. Tune material, too, is good. (Kahl, BMI)
A Dollar, a Nickel and a Dime....72
 Okay, bounce material here which Machin, ork and chorus deliver smartly. Good for spins. (E. B. Marks, BMI)

BUDDY GRECO
If I Give My Heart to You.....74
 CORAL 61236—The tender ballad is given a warm and full-voiced reading by Greco. Many will like this version. Competition is rough, tho.

ELLA MAE MORSE
I Love You, Yes I Do.....73
 CAPITOL 2882—Taken from her newly released album of eight rhythm and blues tunes, this Ella Mae Morse reading of a fine ballad should get a hunk of new action for the lass and might start her moving again, considering the current swing to this type of material for the pop market. (Lois Music & Northern Mus. Corp., BMI & ASCAP)
Money Honey....73
 Another slicing from the album, this side is currently one of the stronger rhythm and blues tunes and done in fine pop-r.&b. style by the thrush. (Walden, ASCAP)

BUNNY PAUL-THE HARPTONES
Honey Love.....73
ESSEX 364—The click rhythm and blues ditty which has been getting plenty of pop diskings gets another good one here. The beat, spirit and material itself are enough to get action for this. (Progressive, BMI)
I'll Never Tell....70
 Miss Paul and the male group turn in an okay reading of some good rhythm and blues style material. (BMI)

THE SINGING WANDERERS
Say Hey, Willie Mays.....72
 DECCA 29230—Another version of the ode to the Giant slugger should grab some of the coin which may accrue to the material via Mays' current popularity. The group is a good one. (Pace, ASCAP)
Don't Drop It....70
 The boys sing equally well here and the material is fine, but it lacks the guitar or banjo plunking sound evident in the original country version by Terry Fell and the subsequent cover records. (American Music, BMI)

KAREN CHANDLER
Heartbeat.....72
 CORAL 61235—An attractive tune here and Miss Chandler does a nice job in handling the lyrics. Should get spins. (Ample, BMI)
Where Is the One for Me?....70
 A lilting ballad is handed an agreeable reading from Miss Chandler with a neat assist from the ork and organ backing. (Trebble, ASCAP)

DeCASTRO SISTERS
Teach Me Tonight.....72
 ABBOTT 3001—The gals ask for a complete course in kissing in one night, and their request is so prettily phrased who could resist? Ballad is strong and the side figures to attract attention. (Hub, ASCAP)
It's Love....69
 If the public wants a fem group to sound like current male combos, this stands a chance. Rhythm is infectious. (Dandelion, BMI)

THE COACHMEN
Caring.....71
 "X" 0044—Vocal combo sings this one energetically, but main appeal is in the brisk accompaniment where a tenor sax and backroom piano have some cute things to say. May do okay in the coin boxes. (Weiss & Barry, BMI)
Fame and Fortune....69
 Money and standing isn't everything, we are told. The group awards the opus a fresh reading that many will enjoy hearing. (Sherwin, ASCAP)

PEARL EDDY
Devil Lips.....71
 "X" 0043—Straightforward reading by the thrush of the attractive ballad. Backing is bouncy and the entire effort is listenable. (Village, BMI)
That's What a Heart Is For....67
 Romantic ballad is presented ably by Pearl Eddy and male chorus. Should pull some deejay exposure. (Weiss & Barry, BMI)

CATHY RYAN
I've Been Telling Lies.....70
 CARDINAL 1019—Pretty ballad is sung with feeling by the thrush on her debut on the label. She is helped by a chorus and a double ork arrangement in both slow and fast tempo. Jocks can use. (Belasco, ASCAP)
That Letter I Opened by Mistake....68
 Cathy Ryan bows on the label with an emotional reading of a ballad about a letter she opened by mistake. Okay wax. (Belasco, ASCAP)

FRED LOWERY
Poor Peter Parakeet.....70
 LOWERY 1008—Fem duo sings the ballad sweetly while Fred Lowery gives out with real educated whistling. There's a simple appeal to this effort that could well attract spins and sales. (Gralow, BMI)
Let's All Sing
Like the Birdies Sing....65
 Novelty oldie is an easy dish for Lowery, who shows off with some virtuoso piping. Early-morning jockeys might have fun with this side. (Mills, ASCAP)

JOAN ROBERTS
Never Alone.....70
 QUALITY 715—Legit thrush Joan Roberts returns to wax with a good reading of a brand-new ballad, backed attractively by the Jimmy Lytell ork. Her reading and the ork arrangement are pretty enough to help this get many spins.
Billy and I....64
 The thrush sings this new ditty in okay fashion while the ork supports her neatly.

RHYTHMAIRES
Ou, Cafaole.....70
 GUYDEN 503—Funny Italian-English

Vox Jox

Continued from page 16

verted to 45's, and much to my surprise I think they're great! I can hold a two-hour show in one hand—the quality is fine, and they take up very little storage space. Best of all these vinylite doughnuts don't have any surface noise at all. Another thing, if you happen to miss one of the deejay samples, you can get a noiseless replacement at any record shop.

W. K. Barrey, KWCO, Chickasha, Okla.: "I'd like to do a little sounding off on the record situation here in Oklahoma. We have found ourselves in the position of having to buy most of the new

so low, all stations should be able to get serviced. No tickie—no washee, likewise, no 45's—no piayee."

Helen Whitney, WOW, Omaha: "We are not using 45's and are finding it difficult to keep up on new releases." ... Allen Michaels, WAVI, Springfield, O.: "Would like to add protests to those already voiced against shipping 45's to stations not as yet equipped to play them. Companies say the records will not warp. We have already received warped records from the distributor. Glad to see the resistance to this move is becoming organized. It's about time!" ... Big Bud, WGRD, Grand Rapids, Mich.: "Most deejays here like 45's. The engineers are still complaining about the 45 doughnuts. They say they are hard to cue. Would like to thank Capitol for the cue disks."

YESTERYEAR'S TOPS—

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

AUGUST 19, 1944

1. Swinging on a Star
2. I'll Be Seeing You
3. I'll Get By
4. Time Waits for No One
5. I'll Walk Alone
6. Amor
7. G. I. Jive
8. You Always Hurt the One You Love
9. Is You Is or Is You Ain't?
10. Goodnight, Wherever You Are

AUGUST 20, 1949

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

releases from the major record companies. In order to keep our library up to date, I have made it a practice to drive into Oklahoma City every two weeks and pound the pavements to the wholesale houses.

Since the decision to switch to 45's, I am finding it increasingly difficult even to buy some of the top tunes on 78. Decca and Victor are very bad about not having their top tunes on 78, and they always tell us they have plenty of the tunes we want on 45. Here at KWCO a complete conversion would cost in excess of \$1,200. We feel that this is just a little too much money to pay for the privilege of plugging records we aren't in favor of playing anyway."

Allen Cook, Kalamazoo, Mich.: "Why all the belly-aching about 45's on the part of some stations? Forty-fives have been on the market for five years, and the eventual disappearance of 78's is a foregone conclusion. It would seem that the word reactionary has connotations other than political." ... Haskell Jones, KXAR, Hope, Ark.: "We have not made the change to 45's as yet. Most unhappy about the whole deal."

... Jack Schaeffer, WOKW, Sturgeon Bay, Wis.: "What's all the hullabaloo by the record companies about 45 doughnuts being cheaper to make and ship to deejays? If it's true, then why don't we get M-G-M or Coral's 45's now that things are cheaper? I should think that with the cost

novelty is awarded an open-handed reading by the group. Side could raise spirits in lots of juke spots. (Regent, BMI)
More Than Ever....62
 Okay rendition of a romantic ballad. (Viola, ASCAP)

NORMA DOUGLAS
I'm Still Here Waiting for You.....68
 GUYDEN 701—Sentimental tear-jerker in three-quarter time is warbled appealingly. Miss Douglas shows a warm set of pipes. (Dennis, BMI)
It's Your Turn Now....66
 Rhythm opus is sung with energy by gal and male combo. (ASCAP)

JOHNNY LONG ORK
Say Hey! Willie Mays.....68
 CORAL 61238—Another reading here of the opus dedicated to the Giant's slugger. Lem Johnson and the ork handle the vocal. Should get its share of any of the action. (Pace, ASCAP)
Pussy-Footle....65
 Chirp Barbara Hammond and the ork side-men deliver the vocal on a happy verse-chorus item with some country feeling. (Promenade, ASCAP)

THE KARAMU QUARTET
Don't Want No Money.....68
 FOREST 1005—The group does quite well with some slick rhythm material set to a familiar melody. Jocks should like this. (Two Roses, BMI)
 (Continued on page 47)

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

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 Order the original . . .
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BUCCANEERS
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We Just Couldn't Say Goodbye
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DANNY MENDELSON
TICK TOCK
Good Boogdi Google
 "78" X-0050 . . . "45" 4X-0050
SMASH HITS
RICHARD MALTBY & His Orch.
ST. LOUIS BLUES MAMBO
Beloved, Be True
 "78" X-0042 . . . "45" 4X-0042
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A SENSATIONAL NEW GROUP -

"BELIEVE ME"

by
MURRAY SCHAFF'S

Aristocrats

b/w

"WAITING FOR SHIPS THAT NEVER COME IN"

Essex - #366



The Billboard Music Popularity

COUNTRY & WESTERN RECORDS

This Week's Best Buys

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

OUT BEHIND THE BARN (Tannen, BMI)—Little Jimmy Dickens—Columbia 21247
Altho it started slowly, the disk has climbed at a steady rate over the last few weeks. Strong from the beginning in Buffalo and the Southern states, it has maintained its strength in those areas while building additional sales appeal in Philadelphia, Chicago and Milwaukee. Flip is "Closing Time" (Peer, BMI).

Review Spotlight on...

RECORDS

MARTY ROBBINS

I'm Too Big to Cry (Acuff-Rose, BMI)—Columbia 21291
A fine weeper is sung with an understanding heart by the warbler in this potent new release. Should do mighty well or the boxes. Flip is "Call Me Up" (Acuff-Rose, BMI).

THE CARLISLES

Female Hercules (Acuff-Rose, BMI)—Mercury 70434
The Carlisles have another smart comic dinking here and they handle it with their usual elan. Their fans will certainly approve. Flip is the r.&b. hit "Honey Love" (Progressive, BMI).

C & W Territorial Best Sellers

For survey week ending August 11

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. One By One
R. Foley & K. Wells, Dec.
3. Slowly, W. Pierce, Dec.
4. Even Tho, W. Pierce, Dec.
5. I Really Don't Want to Know
E. Arnold, V.

Charlotte

- 1. One By One, R. Foley & K. Wells, Dec.
2. Goodnight, Sweetheart, Goodnight
Johnnie & Jack, V.
3. I Don't Hurt Anymore, H. Snow, V.
4. Even Tho, W. Pierce, Dec.
5. Sparkling Brown Eyes
W. Pierce-Wilburn Brothers, Dec.
6. River of No Return, T. Ernie, Cap.
7. Slowly, W. Pierce, Dec.

Cincinnati

- 1. One By One, R. Foley & K. Wells, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Courtin' in the Rain, T. T. Tyler, FS.
4. Rose Marie, S. Whitman, Imp.
5. Looking Back to See
G. Hill & J. Tubb, Dec.
6. Go, Boy, Go, C. Smith, Col.

Dallas-Fort Worth

- 1. One By One, R. Foley & K. Wells, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Even Tho, W. Pierce, Dec.
4. I Really Don't Want to Know
E. Arnold, V.
5. Slowly, W. Pierce, Dec.
6. Sparkling Brown Eyes
W. Pierce-Wilburn Brothers, Dec.
7. Looking Back to See
G. Hill & J. Tubb, Dec.
8. Courtin' in the Rain, T. T. Tyler, FS.
9. Back Up Buddy, C. Smith, Col.
10. Hernandez's Hideaway
Homer & Jethro, V.

Houston

- 1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, K. Wells & R. Foley, Dec.
3. Even Tho, W. Pierce, Dec.
4. Goodnight, Sweetheart, Goodnight
Johnnie & Jack, V.
5. You Can't Have My Love
W. Jackson & B. Gray, Dec.
6. Courtin' in the Rain, T. T. Tyler, FS.
7. Looking Back to See
G. Hill & J. Tubb, Dec.
8. Hep Cat Baby, E. Arnold, V.
9. I Really Don't Want to Know
E. Arnold, V.
10. River of No Return
Tennessee Ernie, Cap.

Knoxville

- 1. I Don't Hurt Anymore, H. Snow, V.
2. Goodnight, Sweetheart, Goodnight
Johnnie & Jack, V.
3. One By One, K. Wells & R. Foley, Dec.
4. Go, Boy, Go, C. Smith, Col.
5. Even Tho, W. Pierce, Dec.

Memphis

- 1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, K. Wells & R. Foley, Dec.
3. Courtin' in the Rain, T. T. Tyler, FS.
4. I Really Don't Want to Know
E. Arnold, V.
5. Thank You for Calling, B. Walker, Col.
6. Looking Back to See
G. Hill & J. Tubb, Dec.
7. You Can't Have My Love
W. Jackson & B. Gray, Dec.

Nashville

- 1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, R. Foley & K. Wells, Dec.
3. Looking Back to See
G. Hill & J. Tubb, Dec.
4. Goodnight, Sweetheart, Goodnight
Johnnie & Jack, V.
5. Even Tho, W. Pierce, Dec.
6. Go, Boy, Go, C. Smith, Col.
7. Thank You for Calling, B. Walker, Col.
8. Loving Country Style, W. Jackson, Dec.

New Orleans

- 1. Goodnight, Sweetheart, Goodnight
Johnnie & Jack, V.
2. Go, Boy, Go, C. Smith, Col.
3. One By One, R. Foley & K. Wells, Dec.
4. Thank You for Calling, B. Walker, Col.
5. You Can't Have My Love
W. Jackson & B. Gray, Dec.
6. I Don't Hurt Anymore, H. Snow, V.
7. Even Tho, W. Pierce, Dec.
8. Looking Back to See
G. Hill & J. Tubb, Dec.
9. Hep Cat Baby, E. Arnold, V.

Richmond, Va.

- 1. I Don't Hurt Anymore, H. Snow, V.
2. Goodnight, Sweetheart, Goodnight
Johnnie & Jack, V.
3. One By One, K. Wells & R. Foley, Dec.
4. Honky Tonk Girl, H. Thompson, Cap.
5. This is the Thanks I Get, E. Arnold, V.
6. I Really Don't Want to Know
E. Arnold, V.
7. Even Tho, W. Pierce, Dec.
8. Place for Girls Like You
F. Young, Cap.
9. You Can't Have My Love
W. Jackson & B. Gray, Dec.

Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

"Grand Ole Opry" cast headed by Little Jimmy Dickens, Martha Carson and Del Wood and Lazy Jim Day, Andy Wilson and George McCormick will trek into Portland, Ore.; Seattle, Spokane and four other cities in Washington during the week of September 8. Tour is being promoted by Jack Steinberg. . . . George Hahn heads up the new Tex Clark and Glen Campbell Promotions office in Cleveland. New firm will promote and book country and western artists. . . . The Smiley Burnette show broke all records for gate and grandstand at the Fowlerville (Mich.) Fair Saturday (7). . . . Jimmy Epps, Rochester, Minn., has signed to do three songs for Leader Music Publishers. . . . Hill & Range songscribe Gary Walker signed a recording contract with Cardinal Records last week and will shortly cut four sides for the label. Walker is currently a corporal in the Army and is stationed at Fort Leonard Wood, Mo.

The annual Tobacco Festival at the Suwannee River Jamboree, Live Oak, Fla., drew a crowd of 5,200, with young Tony Russ, Al Winburn, the Herring Brothers, Jack Cross and Cecil Ray handling the entertainment. . . . Sammy Lillibridge and Bob Nash inked for the East Texas Hillbilly Jamboree September 5 at Whitehurst Lake, Longview, Tex. . . . Hoot and Curley, of the KWKH "Louisiana Hayride" for the past three and one-half years, are playing one night a week at the Lake Cliff Night Club, Shreveport. Formerly with Slim Whitman, the boys are on their own now and just recently had their latest release on Starday Records, "Another Man's Wife" and "Hurry, Hurry." . . . Country music received a healthy shot in the arm via the tour made by Lefty Frizzell, Polly Possum and Joe Wolverton to the Hawaiian Islands recently. Lefty was over for 11 days and worked a number of clubs as well as military installations. . . . The Down Homers are being held over for a additional four weeks on their USO tour of Europe.

Ernest Tubb, Hank Snow, Cowboy Copas and young Bobby Myers drew capacity crowds during their string of dates in Florida. Group drew 4,700 in Orlando for a Monday night show and also guested with disk jockey Jim Wilson on his WHOO radio show in Orlando. . . . The "Ozark Jubilee's" network bow was a huge success last week with star Red Foley selling out the huge Jewell Theater days in advance. Guest star line-up upcoming includes Hawkshaw Hawkins, Tommy Soseebe, Billy Walker and Skeets McDonald. . . . Uncle Eb Brown, WGST, Atlanta, off on a two-week vacation, with Ed Sharp pinching. . . . Wilma and Stoney Cooper are back at WWVA, Wheeling, W. Va. . . . Abbott Records' Billy Barton now airing a two-hour show via KGY, Olympia, Wash. Recent guest stars on Barton's show included T. Texas Tyler, Ann Jones and Randall Parker. Barton has also opened his own club in Olympia, Barton's Barn, with a schedule of dining and dancing four nights weekly.

Joe Taylor and Patty Corbett are off on a disk jockey tour thru the South with Cliff Ostermeyer of Emerald Records. . . . Ked Killen, WTCW, Whitesburg, Ky., and Paul Gilley have teamed as a songwriting combination. . . . Singer Marion Russell, who airs her own weekly radio show on WTTN, Watertown, Wis., will headline a show at the Jefferson County Fair, Jefferson, Wis. . . . George Riddle 18-year-old country d.j. at WMRI, Marion, Ind., had Texas Bill Strength and Lonzo and Oscar as guests recently. . . . Smilin' Jim Flaherty, WHAY, New Britain, Conn., has added 30 minutes to his show. . . . Peanut Faircloth, WRDW, Augusta, Ga., pens of the replacement of Dickie McCracken, steel guitar man with the Hot Roasted Hillbillies, by Lefty Joiner. . . . Lynn McDowell has replaced Vernon Wroten at WBIP, Booneville, Miss. . . . Buddy Covington, KNUZ, Houston, reports of tremendous response to Floyd Tillman's "I'll Never Be the Same" in that city. Floyd's guest appearance at the "Grand Prize Jamboree" there recently has spurred his popularity. . . . Slim Whitman was guest at Tommy Trent's Hillbilly Park, Little Rock, August 15. . . . Shel

Best Sellers in Stores

For survey week ending August 11

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 thru out the country with a high volume of sales in country and western records. The reverse side of each record is also listed

Table with 5 columns: Rank, Record Title, Artist, Weeks on Chart, Last Week

Most Played in Juke Boxes

For survey week ending August 11

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

Table with 5 columns: Rank, Record Title, Artist, Weeks on Chart, Last Week

Most Played by Jockeys

For survey week ending August 11

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

Table with 5 columns: Rank, Record Title, Artist, Weeks on Chart, Last Week

Reviews of New C & W Records

THE CARLISLES

Female Hercules . . . 84
MERCURY 70435 — The wonderful country trio does a first-rate job here with another sock piece of comedy sight material about a rather strong and reluctant female. They sing it with the happy enthusiasm they hand

all their records and this, too, could be a smash. (Acuff-Rose, BMI) Honey Love. . . . 80
The Carlisles take the current rhythm and blues hit and turn it into a swingy, happy novelty in rumba tempo. It's out of the usual Carlisle vein, but it still could get both spins and juke loot. (Progressive, BMI)

ARLIE DUFF

She's a Housewife, That's All . . . 83
DECCA 29243—A Billboard "Spotlight" 8-14-'54. (Starrite, BMI) Courtin' in the Rain. . . 82
A Billboard "Spotlight" 8-14-'54. (Four Star, BMI)

JIMMY NEWMAN

Night Time Is Cry Time. . . . 80
DOT 1215—Newman could have a follow-up hit to his current "Cry Cry Darlin'" with this strong rendition of a powerful new weeper. Newman sings of unrequited love with deep feeling on this new release. Potent wax here for the boxes. (Acuff-Rose, BMI)

(Continued on page 47)

His Latest AI (Good Deal, Lucille) Terry's "SHOW ME THAT YOU LOVE ME" Hickory 1012

A STAR★CROP OF C&W TALENT!



BETTY CODY

DEAR SISTER

CAN YOU LIVE WITH YOURSELF

20/47-5811



DARRELL GLENN

first RCA Victor release!

ONCE AND ONLY ONCE

IN THE CHAPEL IN THE MOONLIGHT

20/47-5798



CHARLINE ARTHUR

THE GOOD AND THE BAD

PLEASE DARLIN' PLEASE

20/47-5807



BOBBY WILLIAMSON

SH-BOOM!

LOVE MARCH

20/47-5799

RCA-VICTOR
FIRST IN RECORDED MUSIC



The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• This Week's Best Buys

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

HURTS ME TO THE HEART—Faye Adams—Herald 435
It looks as tho Faye Adams has come up with another good one. The platter is getting attention thruout the country, and is particularly strong in the South. The record showed up on the Rhythm and Blues National Best Sellers Chart for the first time this week. Flip is "Ain't Gonna Tell."

DON'T YOU KNOW (Progressive, BMI)—Ray Charles—Atlantic 1037
This disk has been climbing at a steady, slow pace and made the charts this week. It has maintained steady strength in Boston, New York, Philadelphia, Cleveland, Detroit and Chicago, and is particularly strong down South, with Atlanta, Durham and Nashville chalking up some impressive sales reports. Flip is "Losing Hand" (Progressive, BMI).

• Rhythm & Blue Notes

B. BOB ROLONTZ

Atlantic Records stars Ruth Brown and Joe Turner made a number of film shorts last week for TV use. The shorts, emceed by Willie Bryant, feature the two singers doing their top record hits. Atlantic claims the pix are "gassers." Aladdin Records is issuing a new Louis Jordan record this week and is featuring a new thrush, Margie Hendrix, on its Lamp label. Eddie Mesner, one of the Aladdin Records toppers, has opened an office for the firm in New York (see separate story).

Apollo Records has purchased Timely Records, new r.&b. and spiritual label (see separate story). Imperial Records has signed a new thrush, Blanche Thomas, and will release her first wax next week. The Playboys have been signed by Cat Records. Their first release features a new Lincoln Chase tune: "Rock, Moan and Cry." Deejay Stan Pat, who runs an r.&b. show over Station WTTM in Trenton, N. J., every day, has been deluged with calls concerning the Duke Ellington ork recording of "Take the A Train" which he uses as his show's theme. The callers want to know where they can buy the disk. He believes that most of the callers are youngsters who are now hearing the tune for the first time.

Billy Ward and the Dominoes threw a surprise birthday party for Mrs. Rose Marks in New York last Tuesday (10).

The charts this week show Atlantic Records, including Cat, still holding down seven out of 11 positions on the best-selling r.&b. records charts in The Billboard. The thrushes have proved they can come back, too, this week, with both Ruth Brown and Faye Adams on the chart. It was just a year ago that Faye Adams started her string of hits on Herald. The Midnighters and the Clovers both are on the charts twice. Rainbow Records has pacted a new group, the Love Notes.

• Reviews of New R & B Records

WILLY AND RUTH
Love Me82
SPARK 105—A Billboard "Spotlight" 8-14-'54. (Quintet, BMI)
Cordelia...80
A Billboard "Spotlight" 8-14-'54. (Quintet, BMI)

THE PLAYBOYS
Rock, Moan and Cry78
CAT 108 — The new label, which clicked on the first release with "Sh-Boom," has another strong piece of rhythm material here. Lead singer is particularly effective while the rest of the group and the backing are all figured to get action for this one. Watch it. (Raleigh, BMI)
Tell Me...73
Again the lead voice sparks the group in a slick reading of a blues ballad. Good wax, this. (Progressive, BMI)

FLOYD DIXON ORK
Moonshine77
CAT 106—Dixon bows on the new label with a good reading of a ditty which reads off moonshine as troublesome drinking stuff. The smart backing does much to make this an interesting hunk of wax. It has possibilities. (Progressive, BMI)
Roll Baby Roll...75
A strong beat and some fine backing spark Dixon's chanting on a ditty about chasing his gal—and in a big hurry to catch her. Two good sides. (Progressive, BMI)

GUITAR SLIM
Later for You Baby76
SPECIALTY 527—Guitar Slim comes thru with a good rendition here of a new up-tempo effort, featuring some of his guitar work and a big beat by the combo. He has had stronger records in the past tho, with stronger material. This will get some coin. (Venice, BMI)
Trouble Don't Last...71
A disappointing side by Slim. He sings it well and plays some fine guitar, but the material is routine. His fans will want but this disk is not up to his others. (Venice, BMI)

TOMMY BRADEN
Do the Do75
UNITED 177—The chanter turns in a smooth reading here of a listenable new rhythm effort as he tells his girl she has to love him all the time. The ork supports him brightly. Braden can sell a tune. (Famee, BMI)
Did You Ever See a Monkey Play a Fiddle...73
The story of a monkey who could play a fiddle is handled well here by
(Continued on page 47)

• Best Sellers in Stores

For survey week ending August 11

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

This Week	Last Week	Chart	Weeks on
1.		HONEY LOVE—C. McPhatter	10
2.		WORK WITH ME ANNIE—Midnighters	18
3.		WHAT A DREAM—R. Brown	3
4.		SEXY WAYS—Midnighters	7
5.		SH-BOOM—Chords	8
6.		SHAKE, RATTLE AND ROLL—J. Turner	16
7.		I'VE GOT MY EYES ON YOU—Clovers	4
8.		JUST MAKE LOVE TO ME—Muddy Waters	12
9.		YOUR CASH AIN'T NOTHIN' BUT TRASH—Clovers	3
10.		DON'T YOU KNOW—R. Charles	1
10.		HURTS ME TO MY HEART—F. Adams	1

• Most Played in Juke Boxes

For survey week ending August 11

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

This Week	Last Week	Chart	Weeks on
1.		HONEY LOVE—Drifters	9
2.		SH-BOOM—Chords	7
3.		WORK WITH ME ANNIE—Midnighters	14
4.		SHAKE, RATTLE AND ROLL—J. Turner	15
5.		JUST MAKE LOVE TO ME—Muddy Waters	11
6.		SEXY WAYS—Midnighters	5
7.		IF I LOVED YOU—R. Hamilton	7
8.		GOODNIGHT, SWEETHEART, GOODNIGHT—Spaniels	8
9.		I FEEL SO BAD—C. Willis	3
10.		I'M SLIPPIN' IN—Spiders	4

• R & B Territorial Best Sellers

For survey week ending August 11

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

Atlanta

1. Sexy Ways, Midnighters, Fed.
2. Oh, What a Dream, Ruth Brown, Atl.
3. Honey Love, Drifters, Atl.
4. I've Got My Eyes on You, Clovers, Atl.
5. Don't You Know, R. Charles, Atl.
6. When the Lights Go Out, J. Witherspoon, Che.
7. Shake, Rattle and Roll, J. Turner, Atl.
8. Your Cash Ain't Nothin' But Trash, Clovers, Atl.
9. I'm Slippin' In, Spiders, Imp.
10. Just Make Love to Me, Muddy Waters, Chs.

Balti.-Wash.

1. Sexy Ways, Midnighters, Fed.
2. Oh, What a Dream, Ruth Brown, Atl.
3. Work With Me Annie, Midnighters, Fed.
4. Honey Love, Drifters, Atl.
5. Hurts Me to My Heart, F. Adams, Her.
6. Your Cash Ain't Nothin' But Trash, Clovers, Atl.

Charlotte

1. Honey Love, Drifters, Atl.
2. Work With Me Annie, Midnighters, Fed.
3. Sexy Ways, Midnighters, Fed.
4. Sh-Boom, Chords, Cat
5. Oh, What a Dream, Ruth Brown, Atl.
6. Shake, Rattle and Roll, J. Turner, Atl.
7. I've Got My Eyes on You, Clovers, Atl.
8. Sh-Boom, Crew Cuts, Mer.
9. Please Don't Freeze, Ruth Brown, Atl.

Chicago

1. Work With Me Annie, Midnighters, Fed.
2. Your Cash Ain't Nothin' But Trash, Clovers, Atl.
3. Just Make Love to Me, Muddy Waters, Chs.
4. Lucille, C. McPhatter, Atl.
5. Please Don't Freeze, Ruth Brown, Atl.

Cincinnati

1. Oh, What a Dream, Ruth Brown, Atl.
2. I've Got My Eyes on You, Clovers, Atl.
3. Shake, Rattle and Roll, J. Turner, Atl.
4. I'm Stuck, Five Jets, Del.
5. Sexy Ways, Midnighters, Fed.
6. Hurts Me to My Heart, F. Adams, Her.
7. Work With Me Annie, Midnighters, Fed.
8. I Feel So Bad, C. Willis, Oke.
9. Honey Love, Drifters, Atl.

Detroit

1. Honey Love, Drifters, Atl.
2. Sexy Ways, Midnighters, Fed.
3. Work With Me Annie, Midnighters, Fed.
4. I've Got My Eyes on You, Clovers, Atl.
5. Just Make Love to Me, Muddy Waters, Chs.

Los Angeles

1. Oh, What a Dream, Ruth Brown, Atl.
2. Sh-Boom, Chords, Cat
3. Honey Love, Drifters, Atl.
4. Tick Tock, Marvin & Johnny, Spe.
5. My Dear, My Darling, Counts, Dot
6. Your Cash Ain't Nothin' But Trash, Clovers, Atl.
7. Hey, Little Girl, R. Lewis, Ala.
8. Work With Me Annie, Midnighters, Fed.

New Orleans

1. Sexy Ways, Midnighters, Fed.
2. Honey Love, Drifters, Atl.
3. Shake, Rattle and Roll, J. Turner, Atl.
4. Oh, What a Dream, Ruth Brown, Atl.
5. Work With Me Annie, Midnighters, Fed.

New York

1. Work With Me Annie, Midnighters, Fed.
2. Sh-Boom, Chords, Cat
3. Honey Love, Drifters, Atl.
4. Oh, What a Dream, Ruth Brown, Atl.
5. In the Chapel in the Moonlight, Orioles, Jub.
6. Dear One, Scarlets, RR.

Philadelphia

1. Honey Love, Drifters, Atl.
2. Oh, What a Dream, Ruth Brown, Atl.
3. Work With Me Annie, Midnighters, Fed.
4. Sexy Ways, Midnighters, Fed.
5. Sh-Boom, Chords, Cat
6. In the Chapel in the Moonlight, Orioles, Jub.
7. Shake, Rattle and Roll, J. Turner, Atl.
8. Just Make Love to Me, Muddy Waters, Chs.

St. Louis

1. Honey Love, Drifters, Atl.
2. Work With Me Annie, Midnighters, Fed.
3. Oh, What a Dream, Ruth Brown, Atl.
4. Your Cash Ain't Nothin' But Trash, Clovers, Atl.
5. In the Chapel in the Moonlight, Orioles, Jub.
6. Any Day Now, B. Johnson, Mer.

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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Folk Talent and Tunes

Continued from page 44

Horton elected honorary mayor of Saxton Boro, Saxton, Pa., recently. . . Wade Ray and Manager Reg Marshall guested on Maunay George's KENM radio show from Portales, N. M., last week. . . A. J. Winn, WTAW, College Station, Tex., guested on the "Louisiana Hayride" recently (7). . . Tom Morrissey has exited his c&w. chores at WNAG, Grenada, Miss. . . Van Howard did a guest shot on Merton E. Pierce's show, KCLW, Clovis, N. M.

Kenny Price and Glenn Scott have been added to WLW's "Mid-western Hayride" staff and will appear on both the radio and TV programs. The boys have been to-

gether over 10 years. Price recently received his discharge after serving 14 months in Korea. Price has toured with the Horace Heidt show. . . Wednesday, August 18, has been proclaimed Jimmie Osborne Day at Fountaine Ferry, Louisville, at which time Jimmie will be commissioned a Kentucky colonel. Jimmie, King Record artist, broadcasts three times daily over WKLO, Louisville. . . Guitarist Pete Conn has joined the Bill Bailey Show, seen Monday thru Friday, over WLW-D, Dayton, O., Pete solos on the Bill Bailey show and also adds a fifth to the Arvie Recore Villagers, instrumental combo.

• Reviews of New C & W Records

Continued from page 44

Dizzy Ligy Lo.... 78
The chanter comes thru with a very happy rendition of a snappy Cajun-styled novelty effort that has a mighty infectious beat. It's a good dance record, too. This side is a strong one for the boxes. Two good sides. (Acuff-Rose, BMI)

CHUCK REED
Be-a-by..... 76
MERCURY 70433—Some fine material and a first-rate chanting job by Reed should get action for this disk. He impresses as a fine song salesman. (Acuff-Rose, BMI)

JIM EANES
Just Suppose..... 74
DECCA 29201—Eanes tells his miss that she's better straighten out—and he does it via an attractively read ballad. Good listening. (Forrest, BMI)

FRED CRAWFORD
Never Gonna Get Married Again.... 74
STARADAY 156—Melodic ditty with a cogent message is handed a very effective vocal by Crawford as he tells of the troubles of being married. Side is a good prospect for juke loot. (Starrite, BMI)

THE ANDREWS BROTHERS
When You Come Looking for Me.... 73
M-G-M 11796—The Andrews Brothers sing this rhythmic novelty brightly as they tell their girls that they won't be around when they finally come looking. Good duo singing.

JOAN HAGER
The Secret Is Out..... 70
MERCURY 70434—Miss Hager tells

nicely on a neat country ballad in a lilting waltz tempo. Good song material here. (Acuff-Rose, BMI)

MAYBELLE SEIGER
The Kindest Old Daddy..... 69
"X" 0046—Another attractive ditty written by the thrush. This time she sings while an unnamed artist delivers a good recitation chorus on the moralizer. (Bob Miller, ASCAP)

THE DALTON BOYS
Roll, Rattler, Roll..... 67
"X" 0045—The country team deliver a rhythmic train song with plenty of spirit. Should get spins. (Tannen, BMI)

SHIRLEY WINTERS-SMOKEY WARREN-SHORTY WARREN
Jersey Central Special..... 69
RITA 110 — Rapid train song is chanted and fiddled happily for a listenable slice of wax. Will attract spins and juke coin.

THE CARROLL COUNTY BOYS
Chestnut Street Boogie..... 68
FLAIR 1046—Another listenable instrumental. Wax could serve as good filler in rural juke.

STEVE LA RUE
Money in Your Eyes..... 58
HARMAD 101—The chanter bows on the label with an unimpressive vocal on a new novelty tune. (Okun, BMI)

• Reviews of New Pop Records

Continued from page 42

Jericho.... 60
This is the standard spiritual item done in nice style by the quartet. (Two Roses, BMI)

THE 3 RIFFS
My Baby and a Lemon-n'-Lime..... 65
PIC 0007—The boys turn in an attractive reading of a novelty tune about the hottest day of the year. It's smooth enough to get some jock action, but it could have used more excitement.

spins, but it's better cocktail room material than for records.

THE C-NOTERS
Las Vegas..... 59
CENTURY 105—The boys sing of the perils and the romance of the fabulous Nevada city. The C-Noters handle it adequately over big ork support. (Kavelin, BMI)

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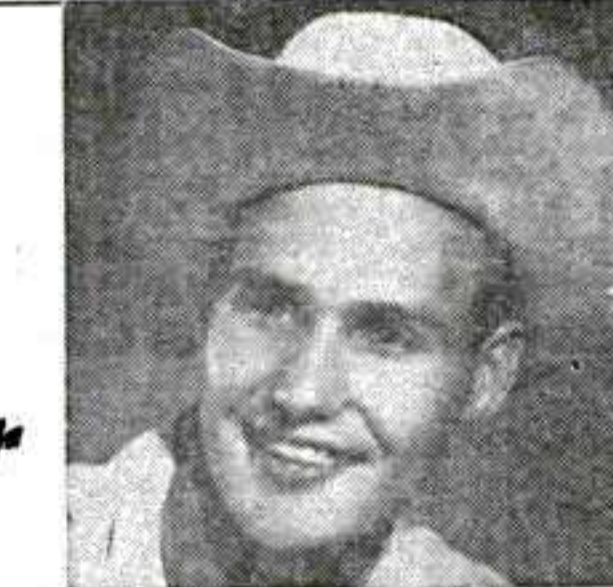
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• Number of Releases This Week

Label	Pop	C&W	R&B
ABBOTT	1	—	—
APOLLO	—	—	1
CAPITOL	1	—	—
CARDINAL	1	—	—
CAT	—	—	3
CENTURY	1	—	—
COLUMBIA	4	—	—
CORAL	3	—	—
DECCA	1	2	—
DERBY	1	—	—
DOT	—	1	—
EPIC	1	—	—
ESSEX	2	—	—
FEDERAL	—	—	1
FLAIR	—	1	—
FOREST	1	—	—
GRAND	—	—	2
GROOVE	—	—	2
GUYDEN	2	—	—
HARMAD	—	1	—
KING	1	—	—
LONDON	1	—	—
LOWERY	1	—	—
MAJAR	2	—	—
MERCURY	3	5	—
M-G-M	1	1	—
OKEH	—	—	2
PIC	2	—	—
QUALITY	1	—	—
RCA VICTOR	7	—	—
RITA	—	1	—
ROYAL ROOST	—	—	1
RPM	—	—	1
SPARK	—	—	1
SPECIALTY	—	—	3
STARADAY	—	1	—
20TH CENTURY	1	—	—
UNITED	—	—	1
VEE JAY	—	—	1
"X"	2	2	—
TOTAL	40	15	20

• Other Records Released This Week

My Baby and a Lemon 'n' Lime; I Love a Melody—The Limelighters, Pic 0006

Please Tell Me Why; Beyond the Sun—Stuart Hamblen, Columbia 21277

Said; All Along New Jersey Shore—Alan Foster, Essex 365

Country & Western

Billie's Bounce; Blues for You—Cliff Atkins, Royal Roost 592

Chicago Riffin'; Flying Home—Little Johnny Griffin Ork, Okeh 7036

Dickson Country Breakdown; Poison Lies—Stanley Bros., Mercury 70437

Do You Love Me Pretty Baby?; Whiskey, Women and Loaded Dice—Joe Higgins and His Honeydrillers, Specialty 529

Hello, Stranger; Devilish Women—Titus Turner, Okeh 7038

How Could You?; Since You're Gone—Bonnie Davis Piccadilly Pipers, Groove 0032

I Love Paris Mambo; Secret Love Mambo—Chris Powell, Grand 112

I'm Not Allergic to Love; Just a Little While—Joe Carson, Mercury 70438

Makin' a Fast Get-A-Way; Whim, Wham, Whop—Fay Simmons and the Nightriders, Grand 111

Sam's Reverie; Who's Got the Key?—Sam Butera, Groove 0033

So Far Away; Whoopin' and a Hollerin'—Precher Stephens Ork, RPM 414

Your Good Doin'; Really Satisfied—Millie Bosman, Cat 107

Polka

Husa Dana Polka; Cyganek Polka—Larry Chesky Ork, Musico 102

Musico Polka; Lovers Polka; Kochanek Polka—Larry Chesky Ork, Musico 112

Newlyweds Polka; Louis's Oberek—Larry Chesky Ork, Musico 106

Young Bachelor's Oberek Melody Kawaler; Kozak Polka—Tony Puskarz Ork, Musico 109

Jazz

Burgundy Walk (Part 1 & 2)—Johnny Hodges Ork, Norgran 122

Bewitched, Bothered and Bewildered; Cocktails for Two—Benny Carter With Strings, Norgran 120

Oh! Lady Be Good; Can't We Be Friends—Lester Young Quintet, Norgran 121

Streets Boogie; Booker T. Blues—The Tank Butterball Trio, Norgran 123

Spiritual

A Christian's Plea; Livin' My Life for Jesus—Bro. Cecil L. Shaw Silverlight Quartet, Imperial 5298

Come By Here; Child of the King—Edna Gallmon Cooke, Republic 7086

Farther On; Little David Play on Your Harp—Brother Claude Ely, King 1375

He's Pleadin' in Glory for Me; Prayer Changes Things—Brother Robert Anderson, Modern 937

In My Home Over There; Don't Worry About Him—The Martin Singers, RPM 413

Jesus Keeps Nearer the Cross; Oh Lord Remember Me—Prof. Alex Bradford, Apollo 287

Only the Angels Know; Down by the Well—The Revelaires, Burgundy 1

Own Me as a Child; Walking Up the Kings Highway—The Lockhart Singers, Vee Jay 110

Prop Me Jesus; Step by Step—The Charities, Duke 206

• Review Spotlight on . . .

RECORDS

THE MIDNIGHTERS
Annie Had a Baby (Jay & Cee, BMI)
She's the One (Jay & Cee, BMI)—Federal 12195—The boys could make it three hits in a row with this one. The "Annie" side is, of course, a follow-up to the original "Work With Me, Annie," and it rocks. Flip is a strong ballad. Solid wax.

DINAH WASHINGTON
I Don't Hurt Anymore (Hill & Range, BMI)
Dream (Goldsen, ASCAP)—Mercury 70439—The "queen of the jukeboxes" should retain her title with this fine new release. The top side is the current country hit, and Dinah sings it with feeling; the flip is now being revived in the pop field. Both sides could grab some pop coin.

• Reviews of New R & B Records

Continued from page 46

Braden over a smooth backing by the ork. The symbolism of the lyrics will interest some. (Pamlee, BMI)

FLOYD JONES
Ain't Times Hard..... 74
VEE JAY 111—Floyd Jones, a fine Southern blues singer, bows on the label with a good tune about hard times. He sings the song with feeling and the guitar work is solid. Good wax for the Southern market. (Conrad, BMI)

School Days on My Mind.... 71
Same comment. (Conrad, BMI)

Strip Tease Swing.... 70
Tempo here is kinda buck-dancish. Disk also uses a hesitation and gang-sing bits. Good for dancers again. McNeely's squeals and honks in the right places, too. (Armo, BMI)

BILL DOGGETT
High Heels..... 73
KING 4732—Doggett's organ-led combo delivers an instrumental in first-rate dance tempo. (Billace, BMI)

Sweet Slumber.... 67
This is the familiar Lucky Millinder number which Doggett does as a moody, slow instrumental item. (Advanced, ASCAP)

JOHN LEE HOOKER
I'm Mad..... 73
SPECIALTY 528—In this story blues Hooker belabors his gal for an alleged infidelity. This could do well on Southern jukes. (Venice, BMI)

Everybody's Blues.... 67
Folk style blues is chanted convincingly by Hooker. (Venice, BMI)

TINY GRIMES ORK
Showboat Mambo..... 71
APOLLO 823—Interesting instrumental effort is played with a solid mambo beat by the ork and certainly the dancers should be interested. Listenable wax, that could catch some juke coin. (Bess, BMI)

Fervolous Sal.... 68
The fine standard is played here in smooth dance style by the Grimes crew. Pop boxes as well as r.&b. locations could use this release. (Shawnee Press, ASCAP)

BIG JAY McNEELY ORK
Beachcomber..... 70
FEDERAL 12191—The tenor-led combo comes thru with a riff-built instrumental which should please the r.&b. dancers and do well in locations needing "cat" music. (Armo, BMI)

• Reviews of New Jazz Records

JOHNNY SMITH
I'll Remember April..... 76
ROYAL ROOST 593—Tune is worked over quietly, but briskly, in a sprightly rhythm version by Smith's guitar and the small supporting combo. His fans will want. (Leeds, ASCAP)

What's New?.... 71
More of the same slick guitar work in a tender treatment. Good wax for relaxed listening. (Witmark, ASCAP)

• Reviews of New Polka Records

LARRY CHESKY ORK
Happy Go Lucky Oberek..... 78
MUSICO 107—This bright and listenable oberek receives a first-rate instrumental rendition from the ork, with the sidemen coming thru with some happy shouts. Good wax here for the Midwestern polka territories.

South Street Polka.... 77
A rousing polka effort is played with excitement by the fine ork on this new instrumental waxing. The band is a good one and it handles this polka with a lot of foot-tapping enthusiasm. Both sides could get coins.

FRANKIE YANKOVIC AND HIS YANKS
Neapolitan Nights..... 72
COLUMBIA 40282—The familiar Continental melody is handed a sweet reading by the ork. Good for waltzing. (Fox, ASCAP)

Pittsburgh Polka.... 69
Bouncy and energetic, the polka will bring pleasure to many. Disk might do pretty well in neighborhood jukes. (Mills, ASCAP)

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Varying Act Prices Keep Clubs Jumping

By BILL SMITH

NEW YORK, Aug. 14.—Agencies handling record singers, chiefly General Artists Corporation and Music Corporation of America, are driving hard to open new rooms and come up with new gimmicks to book their new attractions.

At the present time only Las Vegas, Nev., perhaps Miami Beach and maybe a couple of larger rooms around the country can pay the salaries demanded. For example, the Crew Cuts, who did a smash business at the Chicago Theater where they got \$2,000, are now asking \$4,500. The Ames Brothers' asking price is \$6,500. Salaries for other new attractions have also jumped, with the result that the small club operator, or even the big one operating in a small town, can't come up with the loot.

There's no question that there's a constant feud between the operators and the agencies in the matter of price. The operator wants to buy as cheaply as possible. If he can make an initial buy plus a series of options and thereby get an act for \$500 who subsequently gets \$1,500 or \$2,000, he'll do it like a flash.

Agency Hassles

The agency which sees its attractions tied down by old contracts at what it considers ridiculous prices will try to cancel. Hassles are inevitable, with charges and counter-charges flying back and forth.

Basically, the buyers and sellers of record names have to figure and anticipate the ups and downs of a commodity, the artist, almost like playing the stock market. If a singer is riding with a hit record and the club has bought him before the record was cut, he has a buy at a low point while the artist is theoretically at his high point.

Such instances are not rare. But more often the artist is bought on the strength of a hit or a couple of hits at a fancy price. By the time the artist plays the date he may have no hits going for him and may have cooled off. The result is an expensive buy.

Agents are faced with two problems. They'd like to book a singer ahead as far as possible. But if they do, and the singer comes up with a couple of hit records in the meantime, the original selling prices may be disastrous.

For example, the Crew Cuts

have options for around \$1,000. With their current asking price \$4,500, the problem posed is very real.

No Formula

Performers who have to play off old dates at cheap prices are unhappy and make their agencies equally unhappy. But nobody has yet come up with any formula that will give all operators a buy at the bottom and get the performer when he's at his peak.

The chief plan devised is the one-nighter, the Big Shows and similar packages all seeking new outlets. Names like Patti Page, Frankie Laine and Johnnie Ray can take such dates, do 10 weeks at around \$10,000, and lay off the rest of the year. However, agents aren't happy to have their chief

(Continued on page 50)

'Star Night' May Go South

CHICAGO, Aug. 14.—Bud Arvey, promoter of the "Star Night" package which a few weeks ago closed a three-day performance in Detroit, Chicago and Cleveland, revealed this week that he is dickering to set the package on a two or three-night stand in the South some time in October.

Arvey stated he had contacted Houston, Dallas and New Orleans, with the thought of placing the extravaganza in those towns. Negotiations for the Rice Stadium cannot be completed until an executive returns from a trip, and by that time there may not be enough time left to complete details for the show. Arvey said he would not present the show unless he has time enough to arrange all details, including promotion. If necessary, he added, he may only play two of the three towns. There are also football schedules to consider.

NEWS AT A GLANCE

Buick 'Dynarama' for 8 Cities; Stars for Det.

NEW YORK, Aug. 14.—"Dynarama," the hour-long musical show sponsored by Buick for its dealers from coast-to-coast, has been set for eight cities in September. The show will play key Eastern and Western cities, including Detroit, New Orleans, St. Louis, Los Angeles and New York. It will play one day in each of these towns and two days here, in either auditoriums or theaters. It will use the Capitol Theater mornings before the house opens for regular business.

"Dynarama" will star Georgie Kaye and singers Pat Northrup and Jack Drummond. It will carry a cast of 34 people, including 16 dancers, eight singers and musicians. It will be a complete musical, with a story line, dancing, costumes and scenery. It is estimated that it will cost close to \$175,000 to produce.

ing, costumes and scenery. It is estimated that it will cost close to \$175,000 to produce.

Georgie Hale is the producer-director of the show; Paul Dudley has the job of writer; Paul Godkin, choreographer; Bernie Wayne, music; Billy Livingston, costumes, and Eddie Gilbert, scenery. The show is being handled by the Kudner Agency, which handles the Buick account.

DETROIT GAY HAVEN SEE STARS AGAIN . . .

DETROIT — The Club Gay Haven, operated by Mickey Chido, is returning to the policy of name attractions, which drew big business this past spring, topped by the engagement of Don Cornell in May, when approximately 7,000 people jammed the spot in one week. Business has slumped seriously since, but a pick-up is expected with the return to name shows.

The current headline attraction is Alan Dale, Coral recording artist, to be followed next week by Billy Duke and His Dukes, of "I Cried" fame. Don Cherry opens August 23, and Jerry Colonna opens August 27 for 10 days, giving the Gay Haven a "double bill" of headliners for the weekend. Tentative booking to follow Colonna is Paul Winchell with Jerry Mahoney.

GABBY HAYES PULLS MASSES IN MASS. . . .

BOSTON—Gabby Hayes, in his first shot as a single, in one day drew 7,500 people Sunday (7) at Riverside Park, Springfield, Mass. His next date at Lincoln Park, New Bedford, Mass., drew over 100,000. The night show, patronized largely by adults, was responsible for the major attendance.

GIANT RESORT SET FOR DENVER AREA . . .

DENVER — One of the largest resorts in the West will soon be built on the outskirts here which builders say will equal any now in Nevada or California. Plans call for an operation similar to that of Colorado's famed Broadmoor Hotel and Thunderbird Ranch in Palm Springs.

A hotel building will be the center of the resort facilities that will include cottages, golf courses, lakes and at least two night clubs which will book name talent.

Hundreds of new business ven-

MUSIC GOES ROUND

Tent Operations Give More Work To Actors-Singers; 10 in Business

• Continued from page 1

to give exact figures without access to individual, seasonal statements, and in a competitive business such as this, management is loath to make such public.

Obviously, profitable theatrical management means a weekly operating cost which will pay off the production investment and eventually show a profit. However, ordinary theatrical accounting cannot apply in this case, for the producer is likewise the theater owner, and instead of paying 30 per cent or more of his gross receipts into theater rental, he is paying himself and his backers off on a fixed and continuous in-

vestment on assets which they own.

If an operation can rack up a 30G profit in the course of a 10-to-12-week season, it is equally obvious that the initial investment could be paid off in close to three years. But here again is a fallacy, because there are continuous necessary repairs, improvements and restorations.

Tax Position

For tax purposes, the cost of a tent is written off for depreciation in three years. But according to Robert Carr, of Lutz & Carr, accountants for several of these

tent leggers, with proper care and treatment the life of such equipment can be stretched to four and five seasons.

In other words, Carr says that tent legging is nothing like Broadway producing, where backers gamble on the success or flop of a single show. It is a long term investment (leases of land usually run for a 10-year period), with the pay-off, under good management, coming over the years, as in any industrial enterprise.

Arthur Gerold, general manager at Lambertville, agrees with this view. He says that it is impossible to operate on a fixed weekly cost basis. Naturally, a show does not exceed a maximum budget, but production costs must vary depending on the number of principals called for, more elaborate changes of costume—in sum, according to the type and scope of the particular song-and-dancer which is on the cards for the particular week.

The Pay-off

With good planning a season ought to wind up with an over-all 70 per cent capacity take, with

(Continued on page 50)

Convention Trade Gives Chi Night Club Biz Shot in Arm

CHICAGO, Aug. 14.—Chicago's night life has taken on a rosy hue the past few weeks. Night club operators, without knowing the cause, are, for the most part, a happier lot.

Business on Chicago's night

row has been better the past few weeks than in many a moon. Some attribute it to the weather, some say their attractions are better and others just call it luck. Regardless, more people are out on weekends, and for some reason, mid-week performances are doing better than usual.

One thing can be pinned down as a reason for some of the business, and that is Chicago's hefty number of convention tourists. During the month of August alone, 300,000 out-of-towners will be here for conventions and, traditionally, these tourists spend a sizable wad on entertainment. This month especially means good club business, for two of the biggest spending conventions, the Eagles and the American Legion, are in town.

Business reports from the various clubs range from better than average to terrific. The Chez Paree has been s.r.o. each dinner show since Ann Sothern opened. The Preview has been turning away patrons at several shows, and operator Milt Schwartz claims business is terrific. The Empire Room at the Palmer House has also been doing good business, although many say that the current attraction, Dorothy Shay, will do good business here regardless. Another report, this from the Chicago Theater, has business at much better than average for the last several weeks.

THIS GUY WILL WORK IN RAIN

NEW YORK, Aug. 14.—Murray Lane, comic, called on indie agent Sam Ross for a weekend job in the Catskills.

"How about a double for Saturday?" asked Lane.

"With the weather the way it is up there, rain and cold, all I have is cancellations."

"So, all right," replied Lane, "gimme a couple of cancellations."

(Continued on page 50)

SPEAKING OF LEGIT

By BOB FRANCIS

Frederick Brisson, Robert E. Griffith and Harold S. Prince, producers of the town's hottest song-and-dancer, "The Pajama Game," are projecting a new musical. As yet it has no title, nor has a composer or lyricist been named. But the book, backgrounded in contemporary San Francisco, will be co-authored by George Abbott and William Saroyan. This will be the latter's first venture in the musicomedie field. Abbott will direct the show which is scheduled for 1955 fall production.

It is now assured that Charles Lederer will go ahead with production of *Rose Caylor* (Mrs. Ben Hecht's play, "Lentil." He expects to have the play ready for September 7 rehearsals and will unveil it at the Imperial in October. Mrs. Hecht has written a part in "Lentil" for her daughter Jenny, whose first Broadway appearance in "Midsummer" brought about some hot backstage controversy. "Lentil's" stay at the Imperial will not be much more than temporary, since it will have to leave the house before December 29 when the musical "Silk Stockings," starring Don Ameche and Hildergarde Neff, will exercise priority rights. . . . Further in regard to the Imperial, it is still in the air as to whether "Almanac" will resume performances there for a month starting September 6. The revue has suspended since June 26, and producers Michael Grace and Stanley Gilkey are mulling over dispensing with a local re-opening in favor of a tour.

George Abbott has completed

his roster of principals for the revival of "On Your Toes" which unveils at the 46th Street Theater October 11. The list includes Vera Zorina, Bobby Van, Elaine Stritch, Ben Astar, Kay Coulter, Joshua Shelley, Jack Williams, Patricia Wilkes, Nathaniel Frey, David Winters, John Robb and Eleanor Williams. Chorus will be picked on return of George Balanchine from California next week. Rehearsals start Wednesday 25. Salvatore Dell'Isola leads the ork. . . . George Kondolf has signed Chester Morris for the Richard Whorf roll, opposite Joseph Buloff, when "The Fifth Season" reopens September 5. This will be Morris' first Sten appearance since he played in A. H. Wood's production of "Crime" back in 1927. "Season" will only be able to stay in its original house, the Cort, for seven weeks. The premises have been reserved for the new N. Richard Naish play, "The Rainmaker," to open there on October 28.

The Parson's (Hartford, Conn.) Theater is back in the running as a try-out and touring legit house. Its new management has set up a six-play subscription series with the Theater Guild-American Theater Society. The season starts September 16 with "The Fragile Fox." Follow-ups include "Wedding Breakfast," "The Champagne Complex," and Sidney Kingsley's new and still untitled comedy. Alan Stewart will manage the house for its new backers, a group of local businessmen. Capital has already been raised to guarantee a season of plays and a complete face-lifting job to

ACTS AND ATTRACTIONS

London's famed Embassy Club will go out of business after 35 years of almost continuous operation. After a shuttering for renovations, it will reopen as the Sheraton Restaurant. . . . Dickie Valentine, current at the Las Vegas (Nev.) Desert Inn as part of the "London Palladium Varieties," will go back to Vegas next season. He's also set for another Ed Sullivan TV shot, plus other TV shows. . . . Marlene Dietrich is nursing a swollen gam.

The Bernard Brothers start a three-weeker at the Los Angeles Cocoanut Grove, September 15. . . . There must be 20 guys who have been "promised" the job of booking the Cocoanut Grove at figures that range from \$500 to \$5,000 a week. Gus Lampke, who quit the job to become the superintendent of a hospital, is laughing at the salaries quoted. . . . Sam Bramson and his wife, Peggy Loeb (He's the Morris office act head; she's a personal manager) are in Atlantic City for the sea breezes and are freezing. Temperatures are currently in the 50's.

The little girl singer working the joints around Boston as Barbara Lea (also records for Cadillac) is the daughter of N. L. Leacock, who is the assistant attorney-general of the State of Michigan. . . . Gypsy Rose Lee and her package go into the Royal Casino, Washington, August 30. The same unit may also go into Lou Walters' Latin Quarter if a deal on the money can be arranged. Also Jerry Colonna is set for the Latin Quarter.

Mary Small will open at Chub-

by's, Philadelphia, September 7. . . . Archie Robbins will take the El Rancho, Las Vegas, Nev., September 8; the Charlivels will start for Frank Sennes' Moulin Rouge, Hollywood, September 29, and Nanci Crompton will be at the Biltmore Bowl, September 29.

Many of the agents are scrambling for the properties that were handled by Paul Small. The fact is that most of the names have already notified Lillian Schary (Mrs. Paul Small) that they'll stick with her. . . . Morty Gunty, the kid comic (and former school teacher), will get his first shot at the big time when he opens at the Copacabana, New York, October 28. The headliner will be Nat Cole. The Four Lads will also be on the bill. . . . John Silo's (He's in "Can-Can") daughter, a 12-year-old cutie, is trying to break into showbiz. She sings a strong song.

The Associated Actors and Artistes of America, the parent union of all the talent unions, except the musicians, is girding for a showdown fight with American Federation of Musicians prexy, James C. Petrillo. Head of Four A's has demanded that AFL prexy quit backing away and do something. . . . Sherree North is talking about a Las Vegas date. (Who isn't, with that kind of loot?) A deejay is offering singers a record contract on a major label for \$1,000. . . . Two of the largest agent orgs in the country may soon merge. . . . The Ver-

(Continued on page 50)

Sammy Kaye (TV)

Cast: Sammy Kaye and his band, Jeffrey Clay, (guest) Betty Clooney, four volunteer ork leaders from audience. Producer-director, Jim Lichtman. Writer, Jack Raymond. Sponsor, the Brillo Manufacturing Company, thru J. Walter Thompson.

(ABC-TV, 9-9:30 p.m., EDT, August 5.)

Sammy Kaye has come back to TV with his familiar audience participation gimmick: "So You Want to Lead a Band?" Two of the major networks have already had a crack at it. Now ABC-TV has it for the next 52 weeks under sponsorship by the Brillo Manufacturing Company.

The latest edition runs true to form. Kaye gives a baton to four amateurs picked by lot from the audience and lets them put his boys thru their musical paces. The winner is picked by audience acclaim and gets a prize of \$100.

Personally, this observer has always felt that the contestants and their relatives likely got more fun out of the proceedings than anybody else. The opening seg's would-be ork leaders ranged from seven to 12 years old. One, as usual, was a smart alec, but Kaye is a vet at handling such, and the other three were nice, ingenuous kids. Also, the one that this reporter picked took the prize. So that made it all right.

Good Shots

Otherwise, the program remains sufficiently pleasant, with Jim Lichtman directing well-angled camera shots for good variety. Kaye and his band boys are quite up to par, and there is good solo chanting from baritone Jeffrey Clay.

This week's guest singer — there will be a different one each Thursday — was Betty Clooney. The lass contributed a very creditable arrangement of "A Good Man Nowadays Is Hard to Find," altho not too much was given her, production-wise. It does seem that a featured guest should at least take a bow with the troupe.

Filmed plugs for Brillo soap pads were well integrated and explained. Kaye is a good showman, even if the gimmick gets a little cloying. Maybe this reporter is just allergic to amateur batoniers.

Bob Francis.

Lanny Ross' Showtime (Radio)

Piano, Milton Kaye. Director, Jim Brown.

(WCBS, New York, 4:30-5 p.m., EDT, August 11.)

Lanny Ross plays footsies with current and standard disks in a most agreeable way. Sometimes he duets with the vocal artist on the disk, sometimes he puts his voice in front of the chorus on the disk and sometimes he alternates with the record star.

Thru his years on radio, Ross has always had a sweet tenor, and it showed no sign of tarnish on this outing. His blending with the recorded music was done skillfully. Music fans ought to get a lot of fun out of it. It puts in an extra they don't get on the commentary-only type of deejay show. The best were his Spanish lyrics in the middle of Dean Martin's "Sway" and his chorus with Doris Day on "Tea for Two."

Ross also does a few solos with piano in back. His "In the Shade of the Old Apple Tree" was a nostalgic gem.

Gene Plotnik.

Ted Lewis

Sue Evans, Elroy Peace, Bert Gordon, Dewey Sisters, Manor and Mignon, Midge and Bill Haggett, Johnny Augustine ork.

(Terrace Room, Statler Hotel, Los Angeles, August 3.)

After an absence of seven years Ted Lewis has returned to Los Angeles with the same brand of entertainment that has etched its mark in show business' hall of fame. That he was welcome was evidenced by the spontaneous, continuing reception accorded him. This enthusiastic greeting left no doubt that this old-time record breaker will be playing to capacity houses during his four-week stint here. What's more, it showed that this veteran troupier dishes out a brand of showmanship—with its predominant mood of happiness—that is timeless.

One of the chief differences between Lewis and what little is left of the others of his generation, is that what he has to sell still has ready purchasers. You

know it's his show. But when he's not around there are some youngsters to keep the tempo and the mood sprightly. Lewis still has the battered hat, the cane and occasional licks on the clarinet. His engaging smile is there, the rhythmical and expressive hands and just enough of a touch of nostalgia to tug at the heart.

All the old bits—"Me and My Shadow" with Elroy Peace, Lewis' "Shadow No. 4"; his counsel, "Don't Count the Years, Count the Pleasures"; the stand-up race track monolog, and his straight man to "The Mad Russian" (Bert Gordon)—are there. They're all grand bits of stage business. And these tricks the crowd loves.

Manor and Mignon scored with their swirling adagio terping; the Dewey Sisters were tops as acrobatic dancers; tap dancers Midge and Bill Haggett capered with the enthusiasm of their youth, and pert Sue Evans displays a nice pair of pipes with a good comedy flair. All of this and Lewis, too, were capably supported for 70 minutes by a top nine-piece crew batoned by Johnny Augustine.

Ed Velarde.

Palace, New York

Wini and Spencer, the Peopettes, Barlow and Craft, Lee Allen, the Three Arnauts, Paul Valentine, the Slate Brothers, Nio Yu, Jo Lombardo and his ork.

(Reviewed August 13.)

A return of the Slate Brothers, Sid and Jack, and the three Arnauts—Henning, Dolph and Nellie—in their birdland courtship routine, are a sock springboard for a Palace bill. The Slaters, this time with the assistance of an eye-filling, red-headed stooge, Joan Larkin, run thru their regular comedy routine and excellent stepping wind-up for usual hefty reception. Ditto goes for the Arnauts, fiddle and mandolin bit leading into their standard comedy act. Both put the current Palace stanza in the palming bracket.

If a reporter didn't know better, he might suspect Paul Valentine's initial house appearance as something of a set-up. The teen-age swooning in the audience is something reminiscent of Frank Sinatra's years-back appearances at the Paramount. However, Valentine has come of age as a solo entertainer, and while he plays down dancing (at which he is adept) in favor of chanting, he has developed an excellent act. From this pew one or two of his numbers smack of over-arrangement, but his "Sorrento" and "Babalu" items come over hot as a dollar pistol. And incidentally, Valentine knows his book on personal projection.

Outside of three new acts, the Peop-ettes, Barlow and Craft, and Lee Allen, who are reviewed elsewhere under New Acts, the start and finish of the bill are run of the mill. Wini and Spencer, man and fem tapping team, open the proceedings. Duo are competent steppers, look good and work hard. They are hardly ready as yet for big time competition. Wind-up wire act by fem Chinese juggler-acro, Nio Yu, is a fair closer. Gal has a rep of standard tricks, but nothing sensational.

The picture is: "GOG."

Bob Francis.

Milton Berle

Betty George, Leonard Sues, Sid Gary, The New Yorkers, The Mountaineers, Ray Sinatra's ork.

(Sands Hotel, Las Vegas, Nev., August 11.)

On a return engagement in the Sands Hotel's Copa Room this week, durable Milton Berle lost no time in establishing his stand as the top show on the Strip.

Berle never gives his troupe a chance to perform individually for long, popping on and off stage, in and out of supporting acts, as the mood strikes him.

In the 90-minute show, Berle is on stage for at least 60 minutes, with most of his gags left over from his Sands appearance last year, having long been tried and found true in television.

Berle's protege, Betty George, warbles nicely, altho her weird gown, resembling an atomic mushroom, was detracting.

Trumpeter Leonard Sues draws top applause of the supporting acts with his hot licks and imitations of past greats in the field.

The New Yorkers, an adept dancing quartet, have Berle jumping in for a couple of numbers, one in blackface.

The Mountaineers also straight for Berle, who loses no time taking over the act in his hilarious hillbilly costume.

Another Berle protege is Sid

Gary, whose bass-baritone voice made an excellent impression.

The time on stage for the Copa Girls of the chorus line is cut down to a bare minimum, to allow full expression for the varied Berle routines.

Ed Oncken.

Orson Bean

Linda Kean, Martha Davis and Spouse, Robbie Barry and Bobo Lewis.

(Blue Angel, New York, August 12.)

The formula of unknowns plus a semi-name that has made the Blue Angel one of the more successful clubs continues on with the current show. Orson Bean, who has achieved some stature via musical comedy and TV, is now an easy and assured comic. If that lad ever gets the right formula for a TV series, he could become a hot property.

Martha Davis and her husband billed simply as "Spouse," long-time holdovers here, continue to be one of the finest piano-bass and vocal comedy teams in the business. Their work onstage receives enthusiastic responses; their work in the outer lounge (after the regular show) draws intimate huddles of aficionados.

Linda Kean, new here (see New Acts), a former band singer, is undistinguished in singing and selling. The comedy team of Bobbie Barry and Bobo Lewis (see New Acts) show considerable promise but need more familiarity with their material.

Bill Smith.

Pearl Bailey

(Ciro's, Hollywood, August 9.)

Pearl Bailey puts down a brand of smart song styling tailor made for night club habitués. With a devil-may-care gleam in her eye, Miss Bailey belts 35 minutes of double-entendre material at ringsiders who indicate their wholehearted approval by clamoring for more.

Much of her repertoire consists of special material, the lyrics of which make it appear that Dr. Kinsey didn't consult Pearl when writing his tome. Such choice bits as "Mouton to Muskrat to Mink" flow thruout the evening. Her gambol in the standard department comes off like gangbusters, especially so via her superb rendition of "Ain't Necessarily So."

Dick Stable ork cuts the show and shares terp-chore honors with the Bobby Ramos rumba group.

Joel Friedman.

Les Elgart Ork

Paula Adams, vocalist.

(Astor Roof, New York, August 6.)

In a surprise booking, the Astor Hotel this week brought in the Les Elgart crew for its first New York location date after the sudden bow-out of the Sammy Kaye band. The latter had been originally skedded for the summer, but got out of its engagement to be available for a weekly TV show.

The Les Elgart ork is one of the newest of the new bands. The band played its first dance date in April after a three-month build-up by Columbia Records. The ork is a sweet sounding dance crew in the old Goodman-Dorsey-Miller tradition, with a slight touch of today thrown in. It plays for dancing and has a sharp, clean beat which appeals to the terpers. All in all, it is one of the most attractive sounding new bands about.

The Elgart ork is distinguished by smart arrangements and sharp ensemble work. The sound of the band is in the light airy work of the reed section. Opening night the ork stayed with the hits, playing them strictly for dancing and occasionally slipping in original items like "Bendix Bounce" and "Geronimo."

Paula Adams, petite vocalist with the ork, did a good job with the few tunes she had to sell in each set. The girl has a sound reminiscent, at times, of Helen Forrest.

If any adverse criticism can be leveled at the ork, it would concern the utter seriousness with which the men approach their work. They could use a little showmanship, even if it consists only of the various sections standing up and sitting down again once in awhile.

The ork also needs more change-of-pace arrangements. As smooth as the style is, a few gang vocals or special musicianly effects would serve to keep things livelier than at present. As the ork gets a larger book, this should happen anyway.

That the ork has already built

NEW ACTS

THE PEOP-ETTES (novelty puppets), Palace Theater, New York, August 13.

This act can be developed into a good novelty. The duo (lad and fem) manipulate puppets against a black background, using their own heads on figures. Both can sing sufficiently for moderately amusing caricatures of Liberace, Johnnie Ray, Frankie Laine and Jo Stafford. Currently both accent personality projection at expense of puppeteering, which is inclined to be ragged. The idea, however, is excellent, if properly developed.

B.F.

LEE ALLEN (panto-dancer), Palace Theater, New York, August 13.

This youngster looks like a comer. He has a fine flair for panto comedy, can smack across oral gags, when called for, and owns a splendid pair of props for eccentric stepping. He can even sing a number not too badly, but if he is well advised, he will stick to relying on his comedy and his show taps. Right now he's a natural for nitery floors.

B.F.

BARLOW AND CRAFT (singers), Palace Theater, New York, August 13.

Chanting duo (man and fem) project moderately via pops and operatic arrangements. They get off to a slow start, but register better with a "Wunderbar" push which gives both a chance to score vocally. The wind-up of an operatic medley is strictly in "class act" tradition, with the man carrying the vocal ball for major gains. The number draws a moderate hand.

B.F.

DEL RAY (magician), Skyway Lounge, Cleveland, August 2.

Del Ray, who got a two-week repeat booking after his first show here, seems to be the man who is going to return magic to its former eminence. Disregarding all the standard tricks and props, this smooth working craftsman has applied years of research to his act and has come up with a turn that leaves even the most jaded ringsider stunned. After a solid 15 minutes that gave him the biggest mitt of the evening, Ray went out into the audience after the show and worked the tables with the same exciting, different routines. His dexterity with cards and dice has seldom been equaled in this reviewer's life span, and it makes the most avid card player want to go back to casino. Ray, a quiet unassuming youngster, has learned his trade well and could become one of the top novelty acts in the country.

L.L.

MURIEL REID (violinist) Palace Theater, New York, August 7.

Gal is obviously a highly capable musician. She makes a fine appearance and sells herself modestly. However, act is a bit stodgy due to poor selection of material. Gets off slowly via a number evidently intended to show off technique, and closes similarly with a gypsy rhapsody which is considerably over the heads of vaude customers. In between, however, she puts across a sock arrangement of "Hot Canary" which shows she has what it takes to build a pop act.

B.F.

MORT SAHL (comedian), Black Orchid, Chicago, August 3.

This young comic, working in college attire and using Look magazine and the daily papers for props, is probably one of the sharpest wits to hit the chi-chi circuit in a long time. His only trouble is that he is actually too sharp. His turn includes such topics as sex, science, politics, TV, radio, movies, ad infinitum. No doubt about it, this kid is good, but to keep up with him you practically have to keep current with Newsweek, Time and Life. No name, no incident, no project and no public event was spared this comic's rare humor. His speech is flawless, fast and highly technical, being overloaded with laboratory terms. It seems his pacing is purposely set fast. However, to this reporter a slow-

er pace would keep more of the average Joes with him.

His material is aimed at the common faults of life, including fallacies and vague generalities, which he plays to the hilt for plenty of yocks. His take-offs on modern cars, Hedda Hopper, the do-it-yourself fad and political blunders are hilarious. He can take a small item like the recent filibuster and build it into national farce. His act is good for the intimate circuit with blue-blood clientele.

S.S.

BETH MITCHELL (songs), Beacon Supper Club, Denver, July 31.

Thrush has a Dorothy Shay delivery style but comparison ends there. She sells extremely well on popular numbers as well as strawhat ditties. Her projection fills the swank supper room and to the other extreme, a soft intimate style on soft light numbers gives each customer the feeling that she is singing only to him. Her body actions and facial expressions vary to fit the numbers but are especially good on hillbilly numbers and parodies. This gal could be a gold mine for a good agent.

B.G.

SHEPARD BROTHERS (bell ringers), Blakeland Inn, Denver, July 28.

The youngsters, 21 and 23, are grads from Horace Heidt's college of one-night stands. Well polished with personal friendliness that projects well, they get excellent harmony from their four dozen bells by handling four and five in each hand. The usual standard numbers that show off their ability are part of a large library, but specialty numbers such as "Kismet" give both Gilbert and Wayne a chance to move rapidly across their table, moving their harmony into fifth's and sixth's, yet holding on to a modernistic style in their arrangements.

E.G.

THE WHIPPERSNAPPER'S (musical-comedy), Roxy's, Denver, July 28.

A male trio, fronted by thrush Penny Conrad in songs, comedy and audience participation, tho not new, is refreshingly clever thru timely and topical parodies of current hits and standards written by Don Gilbert and Vic Van Dross. A unique production of "Blind Man's Boogie," with Sammy Badis blindfolded, with white gloves, glistening keyboards and other gimmicks well staged with black lighting, is one of several highlights. Hillbilly slapstick's a little tedious, but crowds are staying for second and third shows nightly to see Jimmy Smith's hayseed impersonations.

B.G.

BOBBIE BARRY AND BOBO LEWIS (comedy), Blue Angel, New York, August 12.

New team has potentials. Bobbie, the fem, is a carrot-top with a strong comedy punch somewhat resembling Nancy Walker's work (even to looks). Lewis, a graduate of the Henry Aldrich series (he was one of the Henrys) is a slim, short lad, almost whispy in appearance. Pair uses a lot of special material, some based on parodies and some straight comedy vocals. They work well together tho at times the girl seems too strong for the boy. With added experience the team could be a factor.

B.S.

LINDA KEAN (songs), Blue Angel, New York, August 12.

Tall, silver blonde ex-band canary who has done a lot of band vocalizing on the West Coast, Miss Kean has come in here with a poor routine of songs. Act consists mostly of standards with a couple of low blues. The standards were pleasant without meaning much. The blues, as sung by the gal, were wholly unsuitable or even believable. Canary's low sexy voice has some pleasant overtones, but choice of songs, when caught, tho nicely done, were so unsuitable that the entire effect was marred.

B.S.

DRAMATIC & MUSICAL ROUTES

King and I: (Orpheum) Seattle 16-18.
Peter Pan: (Philharmonic) Los Angeles.
Picnic: (Lyceum) Minneapolis 17-21.
Porgy and Bess: (Shubert) Boston 20-21.
Seven-Year Itch: (Geary) San Francisco.
South Pacific: (Royal Alexandra) Toronto.
Time Out for Ginger: (Harris) Chicago.
Wonderful Town: (Shubert) Chicago.

HOCUS-POCUS

B. BILL SACHS

JAY PALMER and Doreen sailed last Thursday (12) on the Mauretania for Europe. They are set for a long string of bookings in England after which they'll invade the Continent. . . . Elmer G. Eckam, Rochester, N. Y., magic dealer and performer, sailed for England on the Olympia August 6, where on August 21 he will be married to an English widow with three children. That verifies a report carried here some six weeks ago. Elmer and his new family will return to the States in October. . . . Attention, Magic Dealers! Please shoot us your latest catalogs for use and convenience of the visitors to the Magic Desk. Could mean a little business for you. . . . John Siems, magical clown, was a feature on "Super Circus" over the ABC-TV network Sunday of last week (8). . . . Milton Berle has been invited to join the Magicians' Guild of America. The veteran gag man is no slouch at magic, being especially adept with the pasteboards. . . . Harry Blackstone, James Reneaux and Jay Palmer recently visited the veteran screen and stage player, Guy Kibbee, who is mending from a serious illness at Aurora Health Resort, Rye, N. Y. The trio regaled the patient with some of the newer nifties and it seemed just what the doctor or-

dered. . . . We have had inquiries recently on George Schindler, Mil Christopher, Gloria Jerome, the Cochran, Mardoni and Louise, Bill and Mary Chaudet, Bill Morton, the Birches, Jack and Ann Gwynne, Joe Mercedes and Mrs. S. S. Henry. Please let us know where you are and what you're doing. . . . Charles R. (Pop) Crawford, who recently celebrated his 85th birthday, is on the sick list at his home, 1545 W. 15th Street, Vancouver, B. C., and would enjoy a line from old friends. Crawford is an honorary member of Vancouver Ring, International Brotherhood of Magicians; a life member of the London Ring and a member England's Magic Inner Circle.

FRANK H. THOMPSON, veteran magic enthusiast of Aurora, Ill., found himself in a reminiscent mood recently, and before you could say allagazam, he had jotted down a score of magic names who had made Wisconsin their stamping grounds about a quarter of a century or so ago. Included on Thompson's list were Eph Williams, who tramped the State with circuses as ringmaster and Side Show magicians, and the late V. E. Thompson, circus agent, who toured his one-hour magic show in the winter. Williams later went south and originated the "Silas Green From New Orleans" show, which made him a wealthy man. Williams is now dead, but "Silas Green" is still going. Thompson also had listed Professor Sparks, the Man of Mystery, who in reality was George W. Hall, circus owner of Evansville, Wis. He answered the Final Curtain long ago, but his son, Charles R. Hall, is still active in the business. Other Wisconsin favorites, according to Thompson, were Angus Rapp, for many years a trouper and now making magic tricks at Colon, Mich.; Moe Sad Ali, who tramped as a Hindu magus; Frank Rane and Company; Poluhni and Company, out of Janesville, Wis., who featured blindfold drives and window sleeps, and William Beck, of Aurora, Ill., who played Wisconsin halls and schools for many years, and who is still active. Of all those who displayed their magic and hypnotic wares in Wisconsin, Houdini, of Oshkosh, Wis., and his brother, Hardeen, were tops. Lucky Bill Newton also presented magic in Wisconsin for years, Thompson remembers, and for a time maintained his circus headquarters at Mauston, Wis. "Sensations in the Wisconsin territory," writes Thompson, "were Herbert Flint and Anna Eva Fay, both of whom carried large shows. Also well known in the State were Harry Helms, Brush, and Ed Reno. Mac the Hypnotist, of Plattville, Wis., is still among the living. When McCune came from Australia he brought with him a lot of new magic and built a large following in the State. However, fast living put him on the skids, and I met him a few years later working under the name of Prof. Dan Dane. He was later to enter a poorhouse at Barnum, Minn., where he is buried."

BROADWAY SHOWLOG

Performances Thru August 14, 1954

DRAMAS		
Anniversary Waltz	4-7, '54	149
Caine Mutiny Court		
Martial	1-20, '54	229
King of Hearts	4-1, '54	156
Oh, Men! Oh, Women!	12-17, '53	276
Sabrina Fair	11-11, '53	316
Tea and Sympathy	9-30, '53	364
The Seven-Year Itch	11-20, '52	726
The Solid Gold Cadillac	11-5, '52	324
The Teahouse of August Moon	10-15, '53	351

MUSICALS		
Arabian Nights	6-24, '54	60
By the Beautiful Sea	4-8, '54	148
Can-Can	5-17, '53	532
Carousel	6-2, '54	85
Comedy in Music	10-2, '53	331
Kismet	12-3, '53	292
Pajama Game	5-13, '54	88

RECESSING		
John Murray Anderson's Almanac	12-10, '53	228
Fifth Season	1-23, '53	598

Walsh Again Heads IATSE

CINCINNATI, Aug. 14.—All-day balloting at Music Hall here Friday (13) resulted in the reelection of Richard F. Walsh, Brooklyn, and his entire ticket of incumbent officers of the International Alliance of Theatrical Stage Employees and Moving Picture Operators (AFL). The voting ended the union's five-day, 42d convention.

An attempt by Roy M. Brewer, Columbus, Neb., president of a Hollywood local, to wrest control from the Walsh faction, in power 13 years, failed. Brewer charged Walsh with "unsatisfactory handling of labor relations." Walsh received 798 votes to Brewer's 408.

Elected were: Harland Holmden, Cleveland, secretary-treasurer, and the following nine vice-presidents: James J. Brennan, Ramsey, N. J.; Carl G. Cooper, Los Angeles; Harry J. Abbott, Philadelphia; Oran M. Jacobson, Tacoma, Wash.; Hugh J. Sedgwick, Hamilton, Ont.; Albert S. Johnstone, New Orleans; William Donnelly, Minneapolis; John A. Shuff, Akron, and Mrs. Louise Wright, Dallas.

Music Goes Round

Continued from page 48

tariffs ranging from 50 cents to \$4. In his own operation, which has been one of the most successful, at a \$3 top and 75-cent bottom, an annual profit pay-off of from 10 to 15 per cent is the rule. This, he says, is a good return these days on anybody's money.

Aside from the altruistic motive of giving ailing legit a good shot in the arm and looking like a pretty good deal coin-wise, under good show business management, tent legit is giving summer theatrical employment a hefty boost. These 10 musical operations each week have a couple of hundred chorus gals and boys, and nearly as many principals on their pay-rolls.

This doesn't include a conductor and an average of eight musicians in the pits, or front and back of house employees, stage managers, publicity staffs, ushers, parking attendants, etc.

Large Companies

Outside of the cast, a good-sized operation averages a personnel of from 45 to 50. Ensembles get the chorus summer stock minimum of \$60 to \$65; principals come in for whatever deal they can make. Some will take a bit for as little as \$100, but the general going price for featured players (and most of them are so) is around \$250 or better.

In general, the business does not go in for star names, but there are instances where the budget is stretched, or reshaped to pay up to \$1,500 for a top player. The main point is that it is a comparatively new and steady employment outlet and, on the jobbing system, gives a lot of people an opportunity for a few extra weeks of work.

So that is a rough summary of the five-year growth of an idea of pitching a tent over a hole in the ground and putting theater inside. With competent showmanship, it has proved itself feasible and profitable. Everybody in show business likes it, thru tentmakers, actors and all down the line to candy butchers.

BURLESQUE BITS

B. UNO

Mabel Bart Erickson, on a visit to Boscawen, N. H., away from her and brother Carl's Topsey Turvey farm in West Brookfield, Mass., found Etta Pillard and her sister, Minnie Hoag, there at the Royal House, an overnight guest stop, owned and operated by Etta and her husband, Harry Corfield. The Royal is a recent acquisition after a lengthy bar and grill ownership by the Corfields in Baldwin, N. Y., where Miss Pillard settled after quitting the burly and legit stage. She will be remembered best as part of the headline team of Stone and Pillard. Her brother, Jack, of Collins and Pillard with the late Joe Hurtig's shows, operator of cabins and a snack bar also in Boscawen, died of a heart attack and was buried July 19 in a local cemetery. . . . Evonne, who stayed 11 months on a previous engagement, is back at the Flamingo Club for another indefinite booking thru Trixie Rogers who

also has Alice Strickland, acrobat dancer, being held over at the same spot; Bonnie Belle, featured at the Nocturne, and Sherry Panay in her "Dance of Desire" and Denise, "The Golden-Haired Goddess," at the Moulou Rouge, all New York spots. . . . Al Baker is doubling as straight man at the Globe, Atlantic City, and as headliner in the Al Baker show over local radio Station WMID that runs Monday thru Saturday, 2:45 to 4 a.m. from Carr's Theatrical Bar for the second consecutive summer. The program, featuring live entertainers, celebs and resort visitors, is produced by Don Rich, New York producer. . . . Gypsy Rose Lee's next featured berth in summer legit stock will be in "Darling, Darling" by Anita Loos.

Rita Ravell started a two-week contract July 31 for Bob Johnson's Hollywood Theater in San Diego, Calif., where she is featuring her Mexican Spit Fire dance. . . . At Augie Cirecello's Follies Theater in Chicago, Betty DeCue and Dexter Maitland opened August 13 after three years at the El Rey, Oakland, Calif. Also new starting August 20 are Lotus DuBois, Artie Lloyd and Dore DeLaye, all coming in from Los Angeles. Paul West left for a short vacation in California. . . . Louis Miller, of 317 Gallatin Street, N.W., Washington, is anxious to know the whereabouts of Donna Costello, exotic dancer. . . . Summer trade has been good at Abe Neiman's King Cole Show Bar, one of Denver's biggest burly houses, where Tony Knight and His Trio seem to be part of the fixtures. Tony and his boys—Joe DeLuzo on the accordion and Gene Falbo on drums—do a consistently good job of backing up the parade of strippers who play the King Cole for runs of 10 days to two weeks. For the current week Kay Warner shares the spotlight with Diversion, and big crowds of natives and tourists alike keep the house packed for three shows nightly. Neiman reports good holdover crowds and with such attractions as Falbo's skin-beating arrangement of "Caravan" and Tony's riding the bass amid ribald madcap comedy and parodies aimed at the bar patrons, it looks as if Neiman has hit on a continued sure-fire formula.

SPEAKING OF LEGIT

Continued from page 48

make the house attractive to further bookings.

Altho no date for her return to the cast has as yet been set, it is splendid to be able to report that Josephine Hull may shortly be back on Broadway. Mrs. Hull took part in a dress rehearsal of "The Solid Gold Cadillac" this week. . . . Elliott Nugent is rehearsing Tom Ewell's role in "The Seven-Year Itch." He takes over the stint Monday (30), when Ewell goes to Hollywood for 8 to 10 weeks to make the pic version. . . . Joan Morgan has been signed for a role in "Mrs. Patterson," starring Eartha Kitt. Rehearsals start Thursday (26) under direction of Guthrie McClintic. A December 1 opening at the National is skedded.

ACTS AND ATTRACTIONS

Continued from page 48

sailles' next package show being produced by Mervyn Nelson may run into book and jurisdictional troubles. . . . Mae West will open at Copa City, Miami Beach, January 10, with an option to play it again in July. Jimmy Durante, who was to have teed off the Copa City on Christmas Eve, has fallen out. Betty Hutton may come in. . . . A top agency is curry-combing its talent roster and will hand out a flock of releases in the near future.

The trend is now reversed. A few years ago up and coming comics dumped their small agents and shifted over to the big offices. Now they're back to the small percenters and finding jobs just as hard to get.

Varying Act

Continued from page 48

attractions laying off for obvious reasons.

But where to get them the kind of money they've been established at is a different problem. The rooms that use record singers can no longer afford the \$10,000 attractions. A couple of rooms have been convinced they can play these names on percentages, charging admissions which go to the performers. In the majority of cases, these have worked out very well. This, however, leaves the small record room without attractions. So they're still combing the availability lists trying to buy them cheap, with a series of options which they hope they'll get lucky with.

News at Glance

Continued from page 48

tures are opening up in this region with the announcement of the Air Force Academy at Colorado Springs and, more recently, the planned moving of the national defense headquarters to this area. Restaurant, drive-in and concession sites are selling for premium prices on roads leading to the proposed developments, with property values reaching a new all-time high.

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THE BILLBOARD SCOREBOARD

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

Continued from page 14

Table with columns: July ARB Rating, Previous ARB Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries like 'Your TV Theater-Drama-Ziv TV' and 'Play of the Week-Drama-Nat'l Telefilm Assoc.'

NEW YORK 7 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Monday-Friday 7 p.m. sign-on, including 'Superman-Adv-Flamingo Films', 'Wild Bill Hickok-West-Flamingo Films', 'Cisco Kid-West-Ziv TV', etc.

7 p.m. to Sign-Off—Monday Thru Friday

Table listing TV programs for Monday-Friday 7 p.m. to sign-off, including 'Crows Theater-Drama-CBS Film', 'Boston Blackie-Mys-Ziv TV', etc.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Saturday and Sunday 7 p.m. sign-on, including 'Range Rider-West-CBS Film', 'Amos 'n' Andy-Comedy-CBS Film', etc.

7 p.m. to Sign-Off—Monday Thru Friday

Table listing TV programs for Monday-Friday 7 p.m. to sign-off, including 'D. Fairbanks Presents-Drama-Interstate TV', 'I Led Three Lives-Adv-Ziv TV', etc.

THE FINAL CURTAIN

ADAIR—Robert, 54, stage and film actor, August 10 in London. Prior to World War II he spent 17 years in Hollywood.

BELLING—Tom, 72, well-known Danish comedian, August 3 in Copenhagen, Denmark. For several years he has been the spark plug of shows in Tony Hansen's theater at Dyrehavsbakken Park, Copenhagen.

BERTHESEN—Georg, 87, former ballet master of the Royal Theater, August 3 in Copenhagen, Denmark. He made 9,359 appearances on the stage prior to leaving the Royal Theater to devote his time to his dance school.

BORIS—Anthony H., 39, nationally known page boy of the Philip Morris cigarette ads, August 12 in Grand Rapids, Mich. He was associated with the sponsor for more than 10 years, and left to model for ads and appear in films.

BRANDENBERG—C. R., veteran outdoor showman, recently near Muncie, Ind. During his many years in show business he worked with the United, Johnny J. Jones, James E. Strates, C. J. Laugher and T. A. Wolf shows.

CAMPBELL—E. T., 65, co-owner of WJZM, Clarksville, Tenn., August 2 in a Nashville hospital of a heart attack.

CHIEF NEEDABEH, 62, Penobscot Indian who for 25 years served as master of ceremonies at sportsmen's shows, August 3 in Greenville, Me. His real name was Roland Eugene Nelson.

DE LIMA—Charles Abinson, 82, former play doctor, playwright and actor, August 8 in Nice, France. Brooklyn born, he wrote such plays as "John Curtis," "Rouge et Noir" and "Vingt et Un."

EVANS—Everett S., veteran rep show performer, July 30 in Denver. During his more than 28 years as a trouper, he worked for such shows as W. I. Swain, Ed Ward, Ted North, the Brooks comedians and Harry Hugo.

FOLLMANN—Mrs. Anne Hoster, 41, stage and television actress, August 9 in New York. She had appeared in "Respectfully Yours" in New York and "Rain" in New Jersey.

GARRISON—Mrs. Grace, wife of Lawrence O. Garrison, former musical director on the J. A. Coburn Minstrels in the early '20's, suddenly August 1 in the Sinton Hotel, Cincinnati while attending an American Legion convention there.

HOLM—Floyd E., 43, vice-president and associate director of radio and television for the Compton Advertising agency, August 7 in New York. He formerly had been a radio singer and a member of the "Breakfast Club" quartet and Escorts and Betty.

HOWARD—Florence, 66, character actress whose married name was Mrs. Finis W. Henderson, August 11 in Beverly Hills, Calif. Survived by three daughters, Mrs. Richard deLiatre, New York; Mrs. Richard Fielding Harliss, Washington, and Mrs. Theodore Hayes, Midland, Tex. Burial in Tulsa, Okla.

KINNELL—Murray, 65, former stage and screen actor, August 11 at his home in Santa Barbara, Calif. A native of England, he made his stage debut there in 1907 with a Shakespearean repertory company.

KRAUSE—Simon, operator of Quaker City Shows, recently in Jefferson Hospital, Philadelphia.

KUZNETZOFF—Adia, 64, Russian-born bass-baritone singer of gypsy songs, August 10 in Port Washington, N. Y. A character actor in films, he had appeared in "Second Chorus," "Devil's Island" and "Swiss Miss," among others.

LOCAN—Clarence, 65, former San Francisco newspaper editor and for years a Hollywood publicity man, August 11 in Encino, Calif. He once served as Sunday editor of The San Francisco Chronicle.

LUCKENBILL—Rev. Austin, 69, former actor and a priest since 1918, August 9 in Scranton, Pa. Burial in Boston.

MASSIE—Jerome, 49, agent on the George Clyde Smith Shows, August 9 in Gallitzin, Pa. Survived by his widow and two children, Louisville.

MIKKENIE—Frans, 51, Dutch circus operator, in Amsterdam July 24. A former booking agent, he traveled all Europe with an aluminum circus arena.

MOLLER—Andreas, 72, director of the Royal (National) Theater, July 27 in Copenhagen. During his career he held many high posts in the Danish government and was widely known for his interest in theatrical affairs.

MUIR—Edwin H., 86, an honorary life member of the directorate of the Portage la Prairie (Man.) Exhibition Association, recently. He had served as judge of beef cattle at many Manitoba fairs.

OHMAN—Phil, 57, orchestra leader and musician, recently in St. John's Hospital, Santa Monica, Calif. He had once played with Paul Whiteman's band.

RASH—James Randolph, 81, former president of the Kentucky State Fair and long prominent in Kentucky agricultural, August 10 in Miami, where he had wintered for the past 12 years.

SCHLOSSHAUER—Eleanor Reynolds, 73, former operatic contralto, August 3 in Heidelberg, Germany. Born in Plymouth, Pa., she studied music here and abroad.

TRYON—Dr. Fred E., 77, one-time bandman and press agent on the Sun Bros. and Collmar Bros. circuses, August 9, in Baraboo, Wis. He was also a practicing physician in Baraboo for almost 40 years.

TYRON—Bruno, 64, former actor and vaude artist, August 2 in Copenhagen. He was well known as a tap dancer, mimic and revue artist.

WAGNER—Mrs. Martha, 72, who with her late husband, John Wagner, pioneered in the movie exhibition field on Milwaukee's south side, August 3 in Mount Sinai Hospital, Milwaukee. In addition to the Emporium Theater, Milwaukee, which they operated for 48 years, they also owned theaters in Hartford, Waukesha and Racine, Wis.

WEBSTER—Anthony, 63, concessionaire on United States Shows, August 9 in Spencer, W. Va., of a heart attack. He was formerly with James E. Strates and other shows.

WHITMAN—Ernest, 61, the Bill Jackson of the radio and television "Beulah" shows, August 6 in Los Angeles.

WOLFF—Sam (Kinky), 64, August 8 in St. Louis of a cerebral hemorrhage. Services August 11, with burial in Chesed Shiel Emeth Cemetery, St. Louis.



In Loving Memory of SAM LAWRENCE who passed away August 18, 1945. SHIRLEY LAWRENCE LEVY



In Loving Memory of My DEAR HUSBAND PHIL G. LITTLE WHO PASSED AWAY AUGUST 21, 1949 MRS. KATHERINE LITTLE

In Memory of Our Friend and Pal PHIL G. LITTLE Who Passed Away August 21, 1949 Margaret Pugh, Joe and Sally Murphy

WE WISH TO THANK The many friends, especially the Cleveland Boys, Indianapolis Boys, Ushers on the Ringling Bros. Circus, and the many others throughout the country for the beautiful floral tributes, sympathy and kindness shown us during our recent bereavement, the death of our beloved Husband and Father BRONIS (MACEY) MACELIS MRS. BRONIS MACELIS & SON

ILLINOIS STATE HAS IKE, ADLAI; EYES BIG GATE

Opens 10-Day Run With 75,000 Kids' Day Crowd; Midway Preview

SPRINGFIELD, Ill., Aug. 14.—Illinois State Fair here opened Friday (13) with an eye to a whopping attendance for its 10-day run due to scheduled appearances of President Eisenhower Thursday (19), GOP Day, and Adlai Stevenson a day earlier on Democratic Day.

As in the past there will be a free gate on both GOP and Democratic days, and fair execs are hoping that Ike's appearance will roll out a 200,000 attendance on Thursday.

Icer Two-a-Night

In general, the fair holds to its past attraction pattern. Back on the grounds is "Ice Vogues of 1954," presented twice nightly in the open air. Harness horse races on six afternoons offer huge purses, the biggest anywhere in the country. Other carry-over daytime attractions will be AAA auto races and AMA motorcycle races.

The night grandstand lures will include five nights of the Barnes-Carruthers No. 1 revue, one night of the "WLS Barn Dance" and one performance of a variety show offering Phil Spitalny, Frank Parker, the Harmonicats, Will Mahoney and the Rundells.

Sole departure from the regular grandstand fare, the Tournament of Thrills, was presented Friday night (13) in a combination program that also embraced barbershop quartet singing and singer Marion Marlow. Considering the weather—it drizzled intermittently—the show played to a good grandstand crowd.

The fairgrounds sports a new recreation picnic area complete with bandstand. A zoo which has been in the works will not open until next year.

Kids' Day, Friday (13), pulled attendance of 75,000. The midway was opened Thursday night for a preview, with rides operating and all comers admitted free to "Dancing Waters," the only midway show that operated. An estimated 7,500 persons were drawn to the midway. Rides were given a brisk play and 5,000 persons saw "Dancing Waters" for free.

Court to Decide On Auction Bids For Cavalcade

\$53,000 Offered for Various Units, \$37,000 for Whole

MOBILE, Ala., Aug. 14.—Final disposition of the show train and equipment of the Cavalcade of Amusements will be decided here next week by the U. S. Federal Court following the public auction here Thursday (12).

The auction drew one block bid and many for various units. The block bid made by Carl Sedlmayr Sr., owner of the Royal American Shows, was \$37,000.

Bids for the parcels and units were made by more than 20 persons and totalled \$53,500.

Richard L. Butt, receiver, indicated that the court not only would turn down the \$37,000 block bid, but also some of the bids for various units, holding that the units should bring higher prices.

Max Goodman, former show owner, was the only person who bid on most of the railroad equipment. Sedlmayr, besides bidding for the whole, bid for the shows' five light towers.

Noted at the auction besides Sedlmayr and Goodman were Robert L. Lohmar, general agent of the Royal American Shows; Harry Hennies, former owner of what is now the Amusement Company of America; Sam Solomon, another former show owner; Ralph Miller, Baton Rouge, La., and Charles Lenz, St. Petersburg, Fla.

The sale is the result of an attachment brought against the Cavalcade of Amusements and the late Al Wagner, its owner, by the federal government to recover more than a half million dollars Wagner and the show owed as a result of non-payment of federal admission and other taxes.

Pa. Funspot Drawing Well In Second Year

MIDDLETOWN, Pa., Aug. 14.—Swatara Park, 2-year-old funspot near here, has been doing well this season and plans are for further expansion in 1955, according to Don Farr, of the operating family. Park covers five acres, including a three-acre parking lot. It boasts swimming facilities, sand beach, two kiddie rides, major boat ride, Arcade and food concession stands. Many picnics have been booked. Beam's Attractions were booked for this week.

Coy and Ray Farr and co-managers, and Nick Farr just released from the army, will join the company. Carl Jones and Karen Farr have the bingo. Other members include Abbey Farr, Shirley Farr, Joyce Farr and Orpha Farr. A Merry-Go-Round and Train may be among the additions for 1955, it was stated, and another picnic pavilion is to be built.

Mr. and Mrs. Harold Hayden, concessionaires on the Lake Shore Amusements, were called home to La Fayette, Ind., July 21 because of the death of Hayden's mother.

VIDEO COVERAGE

Memphis Fair Goes All Out For Colored Television

MEMPHIS, Aug. 14.—Colored television will make what is believed will be its debut as a fair attraction at the Mid-South Fair here next month. G. W. (Bill) Wynne, manager, announced. And the coverage of the fair will not only be thru a closed circuit on the grounds, but will have additional coverage in color over local video Station WMCT.

The closed circuit portion of the attraction will be operated by the Radio Corporation of America, which is sending its \$350,000 mobile color unit to the fair. A special color theater will be set up on the grounds under a 150 by 50-foot big top with seating capacity for 500. Admission to this closed circuit show will be free and continuous performances will be held during the nine-day event.

Receivers will be located in the tent and over 20 other sets will be located at strategic spots thru-out the grounds. Mobile cameras will move about picking up special events and commercial and agricultural exhibits as well as crowd scenes and shots of the midway.

Station WMCT will at the same time send out other programs from the fair on both colored and

black and white circuits. At least 24 locally-produced programs, presented from a special stage inside the tent, will go out over the WCMT's channel.

Local television dealers and distributors also are expected to tie in with some parts of the programs to display their sets for the first time in the area.

Sally Rand Weds For Third Time

LAS VEGAS, Nev., Aug. 14.—Sally Rand slipped quietly into a chapel here early Thursday (12) to marry her third husband, Fred Lalla, a Los Angeles plaster contractor.

The fan dancer, doubling here on TV with a once-a-week half-hour show and in the Silver Slipper with a four-a-night fan dance, took time out between appearances at the Silver Slipper for the ceremony.

She gave her age as 52. Her husband, who received a divorce from his first wife the day before the wedding, is 35.

Sally, whose real name is Helen Gould Beck, formerly was married to Harry Finklestein, her ex-manager, and Turk Greenough, a Montana cowboy.

Her half hour TV show, recently inaugurated over the town's only station, KLAS, has received a response termed "very gratifying" by station officials.

Her weekly show includes interviews with show people playing the local casinos, and comments by her on books, music and the home.

Intro Low-Priced Whirley-Jet M-G-R

CINCINNATI, Aug. 14.—The Whirley-Jet Company, Johnstown, Pa., has introduced a new riding device, the Whirley-Jet Merry-Go-Round, designed for adult and kiddie patronage at a 10-cent price.

With this ride, says the firm, it is possible to gross \$48 daily on the basis of a five-minute ride for four passengers, the ride's capacity. Because of its low cost, less than \$200, the firm suggests that operators buy several of them for operation at good-sized events. Price reductions are offered on orders for three of the rides.

Equipped with roller bearings, the ride requires no help and no power. Measuring 45 feet in circumference, the device can be erected in an hour. Operating at capacity, it will pay for itself in 42 hours, says Whirley-Jet.

250,000-POUND TAB ON 'HOLIDAY'S' BRITISH DEAL

LONDON, Aug. 14.—Reports here on the sale of Tom Arnold's ice show interests to the American firm, Holiday on Ice, Inc., indicate that 250,000 pounds (\$700,000) is involved in the deal. It is supposed that the firm's assets in Scandinavia and elsewhere in Europe will be used in the transaction, money having been earned by "Holiday" units and frozen by the respective governments. Due to the shortage of dollars, this money is transferable between European nations but cannot be transferred to America. Arnold's principal production is "Dancing Years on Ice" at Wembley Stadium, whose director, Sir Arthur Elvin, has said Wembley will continue producing ice shows of its own.

SHRINKING PROFITS

Reid Ahead, Raps 'Demanding Fairs'

SKOWHEGAN, Me., Aug. 14.—The King Reid Shows got their first chance to catch up some much-needed refurbishing when they pulled into the fairgrounds here Monday (9) from Canada.

Reid boiled down the shows' outlook into the observation that business was better in Canada this year than last, the show has been running in the black right along, and he sees every indication that it will wind up slightly ahead of 1953 when the final accounting is made. There have been no outstanding dates, he said, but no bloomers either.

Most vociferous, tho, was his blast at fair men who, "by their unreasonable demands, are making it tougher and tougher for shows to exist properly."

Reid said that if fairs don't loosen up in their dealing with the traveling showmen, "they are going to attract second-rate shows or force the bigger organizations down into that category."

Rising Prices

He cited the rising expense of replacing equipment, buying new rides and canvas, and general embellishment. Most showmen prefer to do these things as a business practice, he said, but the margin of profit in playing fairs has shrunk to where there is a spreading example of old equipment and three-year-old canvas. And if shows continue to make do with the same old equipment, "we're going to wear out our welcome."

This is the first general renovating since the show left winter quarters, and with the weather plenty wet recently in Maine the fair turned over two buildings to Reid's crews so that the equipment could be worked over.

Show painters Bill Fritts, Harold Rudd and Jack Synrex put in long hours on rides and on the seven new show fronts that are being used here for the first time. Reid will field 21 rides and 17 shows, many of which joined up here.

Shows Join

The new Paradise show received a shipment of exotic birds from Miami and will display them in a 30-foot semi containing one large cage as a walk-thru. Irene Burton joined with her Wildlife and added a large menagerie collection this week.

Reid said concession space here, including the strip of independently booked stands, was completely sold out more than a week ago, with not an inch left to rent on the grounds.

Velare Rotor To Be Unveiled At Milwaukee

LONG BEACH, Calif., Aug. 14.—After 11 months of planning and construction, the first portable Rotor Ride moved out of the Velare Bros. Amusement Manufacturing Company's shops here Friday (13) for the Wisconsin State Fair, Milwaukee. Elmer Velare, who directed the blueprinting and construction, said that the unit will follow this date with Detroit.

During the past year, Velare has devoted his entire time to building this unit as well as getting underway the second Rotor, which is 60 per cent completed. The second ride will probably be kept on the West Coast for dates with the original device touring the East under the management of Charles Goss.

The Rotor, being transported on two trucks, is expected to arrive in Milwaukee Tuesday night or Wednesday morning (17-18), giving the crew two days to set it up. Velare declared that extra time is being allowed for the initial date. The fair has a pre-show on Friday and opens officially on Saturday (21).

During the construction, several minor changes were made, Velare emphasized. All parts are interchangeable, saving time in the setting up.

King Intros Major Ride

MOUNT CLEMENS, Mich., Aug. 14.—King Amusement Company has launched a plant expansion program, that will include the erection of two new buildings and their entry into the major ride business.

Firm plans to introduce a new major ride this fall that will retail around \$8,000. Formal introduction will take place at the Chicago meetings in November.

Heretofore, King's operations have been confined to the manufacture of Funhouses, shooting galleries and Kiddie Rides. Addition of two new structures will bring the King plant set-up to a total of seven buildings.

\$6 Mil Voted For New Arena In Kansas City

KANSAS CITY, Mo., Aug. 14.—City voters have okayed by 5 to 1 a \$6 million bond issue for erection of a huge Exposition Center. Officials had assured the populace that the project would not cause an increase in taxes.

The hall will hold up to 20,000 persons according to the event to be staged, it was stated, and the floor area will be about 80,000 square feet, including the main show floor and annex buildings. A parking area will surround the building, making for easy control of motor and pedestrian traffic.

The center will house circuses, rodeos, hockey, ice and roller shows, and a full range of sports events, expositions and other shows.

Ben S. Allen Under Knife

PHILADELPHIA, Aug. 14.—Ben S. Allen, head of Posters, Inc., Philadelphia, was stricken with a gall-stone attack while driving on the Pennsylvania Turnpike Thursday (12) and is in University of Pennsylvania Hospital here where he underwent surgery. He is reported to be doing nicely.

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Rocky Glenn in Benefit Program

MOOSIC, Pa., Aug. 14.—Rocky Glen Park operated by Ben and Mae Sterling, drew a large crowd Wednesday (4) for Kathy Jones Day, a benefit for a fund designed to provide medical attention for a child here.

Rides were reduced to 5 and 10 cents for the day. The Sterlings put on a fireworks display, and Radio Station WPTS, Pittston, staged an amateur show in the afternoon and evening. Kathy Jones whose hands are misshapen, was guest of honor and received gifts as well as rides.

The benefit followed publication of a newspaper story about the child and the starting of a Kathy Jones Fund by the Lions Club. Proceeds from the park's promotion were contributed to the fund.

Beach Chill Aids Rocks'

NEW YORK, Aug. 14.—One of the season's top outings brought 9,000 customers to Rockaways' Playland on Tuesday (10) in the form of the Bayonne (N. J.) Democratic Club. The weather was fair enough for a good day's business, after the day-long downpours of Monday (9) which washed out amusement enterprises all over the metropolitan area.

Tail end of the week has been unusually cool in this section, which has an effect on midway spending. With the resort beaches too cold for swimming, residents here were heading for Playland and its surrounding enterprises for their only outdoor fun.

Louis H. (Doc) Firestone, manager of Flint (Mich.) Park, was a visitor Thursday (12).

Carthage Names Department Execs

CINCINNATI, Aug. 14.—Myers Y. Cooper, president of Hamilton County Agricultural Society, this week named 16 superintendents of departments for the 99th annual Greater Cincinnati Carthage Fair, September 15-18.

Edward Hagen and Walter H. Corson, head swine and sheep divisions; Walter C. Lockwood, poultry, pigeons and rabbits; Dr. C. R. Campbell and Frederick E. Seitz, grain and vegetables; Carl R. Bibbee and Seitz, bees and honey, fruit and professional flowers; Frank W. Durham, Walter H. Corson and William C. Tyree, 4-H calf exhibit and auction; Mrs. D. B. Phillips, Mrs. Olive W. and William Tyree, 4-H Club exhibits, and Earl H. Schier, Lawrence P. Lake and Charles B. Crouch, county school exhibits.

Old-time independent concessionaires going strong at Crescent Park in Riverside, R. I., include Walter Moore, milk bottles, Arkansas kids, balloon games, bubble blower, penny pitch and pitch till you win; Charles Lake, Dodgem, Silver Streak and drink stand; Albert Lake, Penny Arcade manager, and Mrs. Lake with her string game. Rounding out the four Lake brothers, who have been around New England parks for over 40 years, are Benny Lake with his Arcade at Hampton Beach, N. H., and George Lake, with the Arcade at Salisbury Beach.

AUDS-ARENAS

'Ice Vogues' Pulls 18,000 At Ia. Stand

CEDAR RAPIDS, Ia., Aug. 14.—"Ice Vogues," with a cast of 80 headed by Sonya Kay, ended a week's run at Hawkeye Downs Saturday (31), showing a total attendance of 18,000 at a \$2.50 top. It was the company's second outdoor date of the season. Show moved from here to Rockford, Ill.

Milwaukee Opens Ice to Public . . .

MILWAUKEE—Additional revenue is being sought for the Milwaukee Arena this summer by opening its rink to the public for ice skating, Manager Elmer Krahn announced. Ice skating is to start August 30 for a week, with admission to morning, afternoon or evening sessions being set at 85 cents for adults and 35 cents for youngsters. Trial may lead to scheduling the skating as a regular summer feature.

Saskatoon Sets National Home Show . . .

SASKATOON, Sask.—Saskatoon Exhibition Board will sponsor a home show in the Stadium October 20-23. Event will be produced by the National Home Shows, Inc., Dallas, with Douglas Banks in charge. S. N. MacEachern is exhibition manager.

Lee Stath, manager of the Flying Marilees, reports that he and his wife, the former Mary Atterbury, have started their fair season after completing 10 weeks of centennials in Wisconsin. They recently visited friends on the Ringling show and spent two days in Hannibal, Mo., practicing and visiting with Del and Barbara Graham, of the Flying Delbabs. . . . Candy Dickson, clown, put in two days last week ballying the Clyde Beatty flicker, "The Ring of Fear," in downtown Cincinnati. The picture features a number of well-known circus performers.



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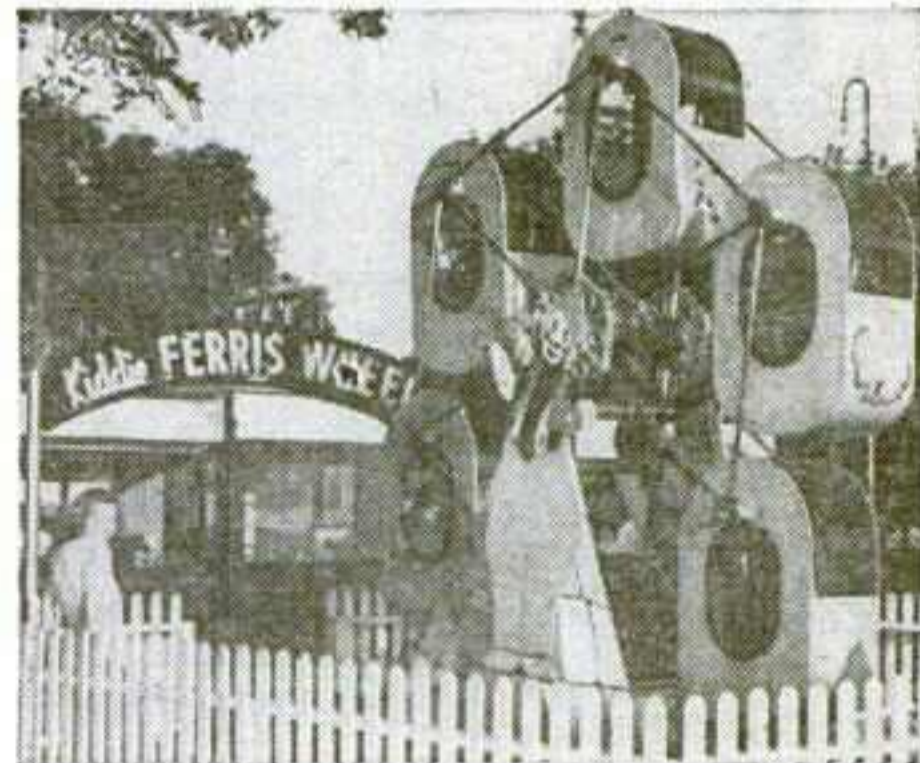
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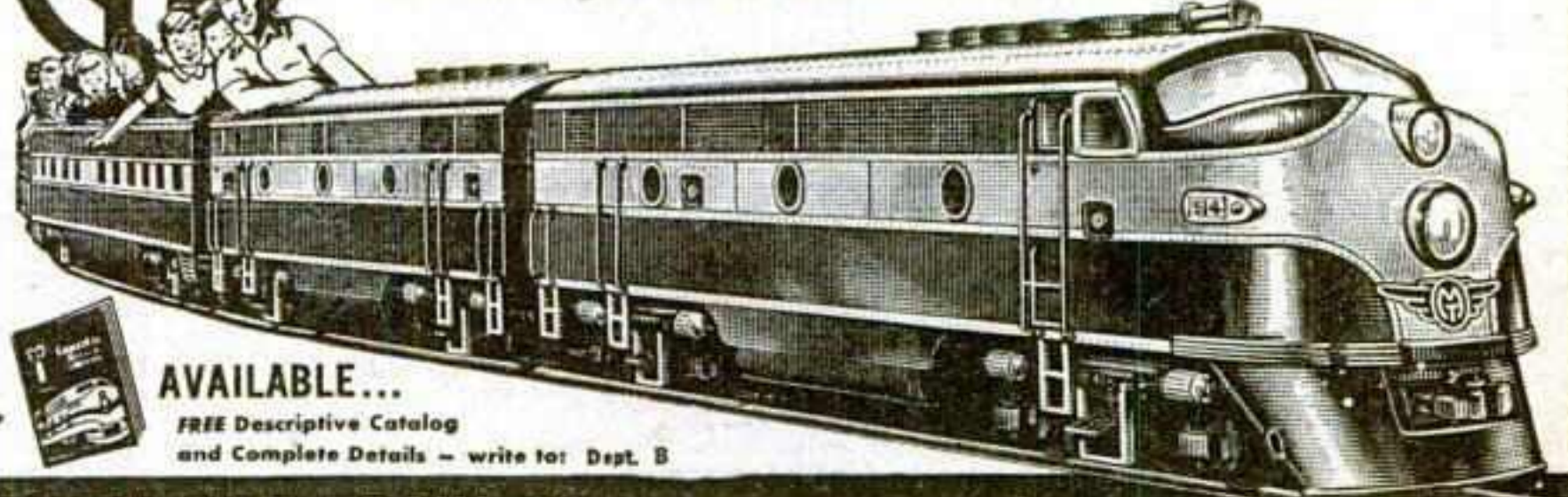
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NEW DEVELOPMENTS
**Counter Cooler Model
Has 9-Case Capacity**

LIMA, O., Aug. 14.—What is described as a low-cost counter top cooler with big capacity has been introduced here by S. and S. Products, Inc. The new model, called No. 2500 WD, is available to the trade for immediate delivery and has a capacity of nine cases. It has a stainless steel top, three lift-up doors and the sides are made of white porcelain with a black kick area indented.

**Hot Food Servers
Help Peak Periods...**

ELGIN, Ill.—Toastmaster Products Division of McGraw Electric Company has introduced a new line of hot food servers that help food purveyors overcome peak period problems. Foods can be cooked in advance, placed in the drawers and held oven-fresh for hours. And, according to the firm, there is no loss of flavor or appearance. The drawer construction provides for circulation of air around all six sides, and thermostat controls and cool bakelite handles are recessed to provide a non-protruding surface. The thermostat can be set up to 250 degrees.

Units have humidity controls and a hot and cold indicator on each drawer. When cool foods are placed in the drawer the indicator can be set to the "cold" position. After the foods have reached proper serving temperature, the indicator can be turned to "hot" to show that foods are ready for serving. The drawers are designed to hold stand 12-by-20-inch No. 200 pans and they open all the way. Drawers are 5½ inches deep by 22½ inches long and 13½ inches wide. Units are insulated thruout with Fiberglas. Exterior and interior are of stainless steel. Three models sell respectively at \$275, \$375 and \$435.—Toastmaster Division, McGraw Electric Company, Elgin, Ill.

**Capacity Coolers
For Volume Biz...**

HUDSON, Wis.—The Lo-Boy dry bottler cooler line has been introduced here by Nor-Lake, Inc., to handle from 13 to 30 cases of soft drinks or beer. According to the firm, rapid heat removal is accomplished by a continuous flow of dry, frigid air thru the

units. The coolers are built of heavy-gauge steel and adjustable bins, and disappearing doors are designed to assure easy access to the storage areas. All units are remote and self-contained.—Nor-Lake, Inc., Hudson, Wis.

**Fountain Unit
Has Four Pumps...**

CHICAGO — A Fountinette, designated as Model 224, has been added to the line of equipment manufactured by Helmco, Inc. Having twin features, the new item has an exclusive pump with lever action that is faster and much easier to use than the conventional plunger action pumps, the manufacturer states. Exterior is of satin finish stainless steel and the fountinette is designed for even temperature control in all departments. Four lever-action pumps and four fruit wells make up the equipment. It fits all standard freezer cabinets and meets board of health requirements.—Helmco, Inc., 1215 Fullerton, Chicago.

**Big Storage Space
In New Dry Cooler...**

ST. LOUIS—Bevco Company is now marketing a dry cooler with sizable storage capacity. Known as Model C-15, it features a 19-inch deep interior compartment that affords the greatest capacity into the smallest floor space, the firm claims. Unit occupies a space 28 by 49 inches. Manufacturers says it will hold any glass, paper or metal containers up to gallon sizes. There are no coils inside the cooling compartment, leaving the entire interior free and unobstructed for storage and fast, complete service, Bevco points out. A grill divider is an available accessory.

The C-15 is covered by a five-year warranty, is powered by a quarter horsepower sealed refrigeration unit and is easy to service in the field due to the use of standard replacement parts thruout. Exterior is of baked enamel with stainless steel sliding lids and Fiberglas and Temlock insulation and adjustable temperature control.—Bevco Company, 3316 South Broadway, St. Louis.

**Popcorn Package
Has Corn, Oil, Salt...**

HALLEDON, N. J.—Pop Quick Manufacturing Company has developed a new all-in-one popcorn package that is designed to solve many problems of concessionaires. The package of corn combines a regulated amount of raw corn, oil and salt in an air-tight and leak-proof bag. According to the firm, the package eliminates the handling of heavy bags of corn and oil and also eliminates any measuring of ingredients. It is pointed out that thru its use the concessionaire can keep an exact record of expenditures and yields. The oil does not solidify at low temperatures yet retains its popping qualities for long periods of time, Pop Quick reports. It also claims that corn packed in oil offers greater and more uniform yields.—Pop Quick Manufacturing Company, Halledon, N. J.

**Unit Draws Shake
Every 20 Seconds...**

NEW YORK—Model 5P milk shake machine, produced by the Port Morris Machine and Tool Works, produces a 16-ounce milk shake every 20 seconds, the firm states. The machine keeps the product at a consistency that allows it to be drawn thru a straw without effort. While small in size, the unit has a large volume. It has a one horsepower compressor and a one horsepower beater motor that is standard equipment. It can be built to produce a course or a smooth product, in accordance with customer preference.—Port Morris Machine & Tool Works, 708 East 135th Street, New York 54.

**Pamphlet Describes
Easy Malt Preparation**

SEATTLE, Aug. 14.—Sweden Freezer Manufacturing Company has prepared new literature which explains how to cut waste motion in the making of malts and milk shakes. Titled "Frigid-mixer Way," the booklet, complete with diagrams, tells about the firm's back-of-the-counter machine which prepares the refreshments in a matter of seconds.

**Refreshment Biz Gets
Spotlight at Chi Meet**

CHICAGO, Aug. 14.—Better operation of eat and drink concessions will be sought at a "College of Concession Knowledge" to be held here at the annual convention of the International Popcorn Association, October 31-November 4, in the Conrad Hilton Hotel.

Over 31 subjects will be covered in seven sessions of three hours each during the four days of the convention. Top concession execs have been recruited to serve as discussion leaders in the sessions which have this year been broadened to include get-togethers on popcorn, candy, ice cream, soft drinks and equipment.

The opening day's agenda is typical. Subjects up for study will include popcorn plant operation, butter popcorn, pricing of popcorn and merchandising aids. On candy the concessionaires will discuss pricing, sales promotion, candy manufacturer's role in promoting their products, outlook, merchandising assorted nuts, ice cream sales and what are manufacturers doing to help push ice cream.

Equipment will come in for a going-over the second day. Car-

bonation, refrigeration, sanitation and drink equipment will be topics. Also how to improve beverage sales as well as hot dogs. Cost control, snack bar equipment and basic items for snack bars.

The Canadian drive-in concession business will be up for discussion along with the interchange of information on systems for checking food and help costs and the need for proper equipment in drive-in theater concession stands. On the final afternoon, Bert Nathan, of Theater Popcorn Vending Corporation, Brooklyn, will moderate a panel discussion on "What's My Best Concession Line."

**IPA Reports
Big Demand
For Mobiles**

CHICAGO, Aug. 14.—Demand for popcorn display mobiles has been large since the International Popcorn Association shipped out its initial order several weeks ago, association execs reported here this week.

The mobiles, keyed to the theme "Popcorn and Movies Go Together," are done in four colors and are designed to be hung in concession areas where they are kept in constant motion by natural air currents. In addition to the mobiles, the association is also supplying ops with hand-out cards, imprinted on two sides and featuring the theme of "STOP—at the Popcorn Stand! Popcorn and Movies Go Together." These are handed out to patrons at the front entrance and serve as a positive and humorous reminder to stop at the popcorn stand for refreshments.

IPA headquarters here is handling the sale of mobiles on a mail-order basis of \$3.89 each (10 per cent discount on 50 or more) and the hand-out cards at \$3 per thousand f.o.b. Chicago.

Drive-In Cools Bldg.

PITTSFIELD, Ill., Aug. 14.—Eat and drink fans at the Clark Drive-In here are spending their intermissions in comfort since the installation of a five-ton air conditioning unit in the building. Theater is operated by the Armen-troit Circuit.

**Reduced Plantings, Drought
Firms Raw Popcorn Market**

CHICAGO, Aug. 14.—Raw popcorn prices are on the rise and the large carryover of last year will probably be absorbed, according to a nationwide market survey conducted by the International Popcorn Association.

J. J. Fitzgibbons Jr., IPA president, this week reported the survey indicates that '54 popcorn acreage planted will only amount to 50 to 55 per cent of last year's total which amounted to 191,700 acres. And the yield per acre this year has been estimated at 50 to 75 per cent of the '53 yield, he said.

"Most popcorn processors have sharply reduced acreage contracts due to substantial carry-over inventory from the 1953 crop. This year's crop has been affected in most commercial growing States by the drought conditions which have been quite severe. Just what effect weather conditions will have on the popcorn crop will be determined principally by the rainfall during the month of August," Fitzgibbons pointed out.

Total popcorn acreage grown last year amounted to 191,700 acres from which the yield was 308,428,000 pounds. Average yield per acre was 1,609 pounds of ear corn or 70 pounds to the bushel. Estimated acreage planted this year is 50 to 55 per cent less than '53; estimated yield per acre this year is 50 to 70 per cent lower than in '53.

Considering these factors, IPA says the price structure is firming with evidence of continued rising prices. Most processors are reluctant to offer future contract delivery at firm prices. Contracts are available for market price at time of delivery. Spot sales market is presently active.

In its report the popcorn association presents a State-by-State survey. Estimated acreage reduction in Illinois is 40 to 50 per cent; Indiana, 45-50 per cent; Iowa, 25-50 per cent; Kentucky, 40-50 per cent; Missouri, 50 per cent; Kansas, 50 per cent; Ohio, 25 per cent; Nebraska, 50 per cent; Michigan, Texas, Oklahoma, Maryland and Corado, sharp reductions.

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Barnes No. 1 Revue Pleases; Costumes, Productions Sparkle

By HERB DOTTE
 IONIA, Mich., Aug. 14.—What is known in the trade as the Barnes-Carruthers No. 1 revue—the one that plays grandstands at a succession of some of the country's biggest fairs—was unveiled here Monday night (9) at the Ionia Free Fair. And, judging by the reaction of the first night crowd—one typical of those that will see it on its trek thru the States down to the Louisiana State Fair, Shreveport—it will meet with enthusiastic approval at every spot.

As in the past, the 1954 edition is outstanding for its costuming. If anything, the show is slightly more strikingly garbed than versions of recent years—and that is, indeed, something! To use those tired but nonetheless true words, "nothing has been spared."

One of the numbers—the finale—is tagged Golden Fantasy, and it keeps the promise of that label. In it the stage becomes a spectacular whirl of sparkling gold, with the well-trained chorines, arrayed in vivid, extended capes, executing a fast-moving routine that holds the crowd in rapt attention.

Pyro Finish
 But the eye-filling costuming and the expert stepping of the chorus together do not account for

the full appeal of this particular production number—the most notable of the four in the show. A surprise finish, in which gerbs (fireworks) fan out from the center-piece of the show's huge set gives the number a truly breathtaking quality.

The brilliant, unexpected climax, coming on the heels of other superb production numbers and of a succession of notable and carefully chosen acts, sent the crowd away delighted. And, with Sam J. Levy, No. 1 man of the Barnes-Carruthers office, thinking, quite possibly, "Now, television, try to match this."

Tailored by Dorothy Hild and Ainslee Lambert, able, old hands at the business of producing and directing grandstand revues, the show does not miss a trick. It has not only superb production numbers, good dancing, a surprise element, considerable humor, appealing music, and a well-turned out set but a fast pace, together with a variety of top acts which together add up to a good evening's entertainment.

Ming and Ling Back
 Something of a record is being set by Ming and Ling, the Chinese hillbillies, who hold down the

wind-up spot among the acts. The father-son duo had played with the No. 1 Revue over its route several years ago and is back on again due to the expressed wish of several of the key fairmen who book the show. On their first trip around the circuit, Ming and Ling scored a smash hit—and if their reception here was any indication, they should do as well in their current swing.

Other acts, spotted by themselves thruout the show, are Peterson's Riding Dogs; Lalage, aerial act, who registers big with

(Continued on page 74)

Cooper Heads Nehi Sirup

COLUMBUS, Ga., Aug. 14.—J. B. Cooper has been appointed manager of the sirup and fountain division of the Nehi Corporation, T. H. Stanley, vice-president, announced. He replaces Stanley Reehling, resigned. The Nehi sirup operation includes distribution of Royal Crown Cola and the Nehi fruit-flavored beverages, which are now being distributed on almost a nationwide basis.

Auto Race Vet Killed

OWOSSO, Mich., Aug. 14.—Brick Eicholtz, Three Rivers, Mich., auto race driver, was killed here Friday evening (6) during a program of midget races. He had been driving race cars for close to three years.

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COMING EVENTS

- Arizona**
 Eloy—Mex. Independence Day Celebration, Sept. 15-16.
 Gila Bend—Celebration, Sept. 6.
 Glendale—Mex. Independence Day Celebration, Sept. 15-16.
 Nogales—Mex. Independence Day Celebration, Sept. 15-16.
 Tucson—Mex. Independence Day Celebration, Sept. 15-16.
- Arkansas**
 DeWitt—Ark. Co. Livestock Show, Oct. 13-16. Harold Hendall.
 Heber Springs—Cleburne Co. Livestock Show, Sept. 23-25. J. T. Edwards.
 Hope—Third Dist. Livestock Show, Sept. 29-Oct. 2. Robert Shivers.
 Jonesboro—Craighead Co. Livestock Show, Sept. 20-25. Norman Wimpy.
- California**
 Delano—Harvest Holiday, Oct. 6-10.
 Lamont—Cotton Carnival, Oct. 20-24.
 New Almaden—Celebration, Sept. 5.
 Oakland—Pacific International Motor Show, Oct. 9-17.
 San Francisco—Grand National Livestock Expo., Oct. 29-Nov. 7.
 San Francisco—Flower Show, Aug. 25-26.
 Alfred Stettler, Room 278, City Hall.
(Continued on page 74)
- Lake City—Watermelon Festival, Aug. 30-Sept. 4.**
Madison—St. Francis Co. Jr. Livestock Show, Sept. 27-Oct. 2. Jack Porter.
Mammoth Spring—Soldiers, Sailors & Marines' Reunion, Aug. 16-21.
Pine Bluff—S. Ark. Livestock Shows, Sept. 20-25.

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Flashy Drinks Build Grosses For Denver Op

DENVER, Aug. 14.—Bubbling dispensers, well displayed with attractive lighting, are proving cash builders for L. K. Lee's drive-in theaters here. Sales of soft water drinks, orange and grape have tripled since the installation of Modern Refresher's huge glass orange dispenser and two Welch's grape mixers. Walter Wright, manager of the Wadsworth drive-in, reported this week that both drinks had been low in sales prior to the installation made late last month.

The Wadsworth concession stand, with a capacity of nearly 2,000 customers an hour, employs 12 to 15 workers who double on every job in the theater except operation of the projector.

Two three-sectional popcorn poppers from C. Cretors provide hot corn, plain or buttered, that Wright makes up fresh nightly. The rapidity of the corn operation allows him to keep up with the demand without having to make up great quantities ahead of intermission with left-over corn kept to a minimum.

Eltch Business Okay in Places, Down in Others

DENVER, Aug. 14.—Eltch Gardens moves into the final weeks of the season with a score that marks 1954 as one of the best for some sections of the funspot.

Altho crowds seem to be as large, most concession managers and ride operators who have been in the park for several years state that business is off. Ballroom business has been fair to good, with name or regional bands getting the lion's share of the crowds. The summer stock theater has pulled fair to good business.

Kiddieland has been drawing well. Tie-in promotions with a local TV show for teen-agers built good business for the ballroom on usually slow Monday nights. Picnic promotion and the advertising for birthday parties have contributed toward keeping business up.

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Cincinnati 22, O.

(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

A. C. of A.: Springfield, Ill.
 Alamo: Sidney, Ia.; Emporia, Kan., 23-28.
 American Beauty: (Fair) Bloomfield, Ia., 17-20; (Fair) Eldon 22-26.
 A. M. P.: (Fair) Marlinton, W. Va.
 Badger State: (Fair) Park Rapids, Minn., 16-18.
 Baker United: (Fair) Wabash, Ind.
 Beam's Attrs.: (Fair) Bel Air, Md.; (Fair) Gaithersburg 23-28.
 Becht, Lee: (Fair) Owensville, O.; (Clark & Cutter) Cincinnati 24-29.
 Bee's Old Reliable: (Fair) Greensburg, Ky.; (Fair) Stanton 23-28.
 Belle City: South Milwaukee 16-19; Rome, Wis., 20-22; (Fair) (North Cass St.) Milwaukee 24-29.
 Bernard & Barry: Danville, P. Q., Canada, 16-18; Granby 20-22; Picton, Ont., 23-28.
 B. & H.: Hemingway, S. C., 16-18.
 Big Four: Momence, Ill., 19-21; Melrose Park 25-29.
 Big State: Sulvan Grove, Kan.; (Fair) Smith Center 23-28.
 Blue Ribbon: Warsaw, Wis.
 Blue Grass: (Fair) Carmi, Ill.; (Fair) Greenville 23-28.

Blue Ribbon: Wausau, Wis., 18-22.
 Blue Valley: Bucklin, Mo., 18-21.
 Bogle, F. C.: (Fair) Wakeeney, Kan., 16-20; (Fair) Stockton 23-27.
 Boone Valley: (Fair) Atlantic, Ia., 16-18; (Fair) Osage 19-22; (Fair) Humboldt 23-26.
 Borderland: Taft, Tex., 17-22.
 Briggs, A. R.: Dunkirk, O., 18-21.
 Brodbeck & Schrader: (Fair) Casper, Wyo., 17-21.
 Buck, O. C.-Model: Elmira, N. Y.; Harrisburg, Pa., 23-28.
 Burke, Harry: St. Martinsville, La., 16-22; Beaux Bridge 23-30.
 Burkhardt: Farmington, Ill.; (Fair) Roseville 23-27.
 Byers Bros.: Fairview, O., 18-21.
 Capital City: Manchester, Ky.; Barbourville 23-28.
 Caravella Am.: Dayton, Pa.
 Casey, E. J.: (Fair) Emo, Ont., Canada, 16-18; Port Francis 19-21; Sioux Lookout 23-24; (Fair) Atikokan 26-28.
 Catlett Greater: Maryville, Mo.
 Cavalcade of the West: The Dalles, Ore., 17-22.
 Central States: (Fair) Seward, Neb., 16-18; (Fair) Deshler 19-21.
 Cetlin & Wilson: Sedalia, Mo., 20-29; Port Wayne, Ind., Sept. 1-6.
 Chamos, Jimmie: Kendallville, Ind.
 Cherokee Am.: Osage City, Kan.; Holton 23-26.
 Collins, Wm. T.: (Fair) Cedar Falls, Ia., 16-22; (Fair) Sioux Falls, S. C., 24-29.
 Continental: (Fair) Westport, N. Y., 17-21; Lyndonville, Vt., 25-28.
 Cote Am. Co.: (Fair) Standish, Mich., 17-21; (Fair) Armada 24-29.
 County Fair: Nebraska City, Neb.; (Fair) Beatrice 23-26; (Fair) Leigh 27-29.
 Crafts 20 Big: Logan, Utah; (Fair) Merced 25-29.
 Cross Road Am. Co.: Zeeland, Mich., 19-24.
 Cumberland Valley: (Fair) Tracy City, Tenn.; (Fair) Cookeville 23-28.
 Cunningham's Expo.: East Liverpool, O.
 Davis Am. Co.: (Fair) Newport, Ore., 18-22.
 Del-Flore Am.: New Castle, Pa.
 Desbro: Olean, N. Y.
 Dickson United: (Fair) Granite, Okla.
 Dixie Expo.: Meridian, Miss.
 Dobson's United: (Fair) Spooner, Wis., 16-18; (Fair) Ellsworth 20-22; (Fair) Caledonia, Minn., 25-28.
 Douglas: (Fair) Elma, Wash.
 Down River Am. Co.: (Fair) Bellevue, Mich., 17-22; Roseville 24-29.
 Drago Am.: Spencer, Ind.
 Drago Am., No. 2: Royal Center, Ind.; (Fair) Moreland 23-28.
 Drew, James H.: (Fair) Louisa, Ky.; (Fair) Irvine 23-28.
 Dudley, D. S.: (Fair) Lamar, Colo.; Guyton, Okla., 23-28.
 Dumont: Clarksville, Va.
 Dyer's Greater: (Fair) Boone, Ia.; (Fair) Dixon 22-25.
 Eastern Am.: Showhegan, Me.
 Eddie's Expo.: (Fair) Dayton, Pa.; Washington 22-28.
 Evans United: Russell, Kan., 18-20; Blue Rapids 24-27.
 Ferris, Carl D.: (Fair) Sandy Creek, N. Y.; (Fair) Batavia 23-28.
 Fidler United: Avon, Ill.; Creve Coeur 23-28.
 Franklin, Don, No. 1: (Fair) Northwood, Ia., 16-18; (Fair) New Dim, Minn., 19-22; (Fair) West Union, Ia., 24-27.
 Franklin, Don, No. 2: (Fair) Knoxville, Ia., 18-22; (Fair) Iola, Kan., 24-28.
 Frontier: Murray, Utah.
 Gayland Am.: Beaver Falls, Pa.
 G. & B. Rides: Gassaway, W. Va.
 Gem City: (Fair) Davenport, Ia., 16-22.

Gentsch, J. A.: Macon, Miss.; Water Valley 23-28.
 Georgia Am. Co.: Warner Robins, Ga.
 Gladstone Expo.: (Fair) Hodgenville, Ky.; (Fair) Dresden, Tenn., 23-28.
 Glass City: Metamora, O., 17-18; Fayette 26-28.
 Gold Bond: (Fair) Grand Rapids, Minn., 17-21; (Fair) Rice Lake, Wis., 23-29.
 Gooding Am. Co., No. 1: (Fair) Troy, O.
 Gooding Am. Co., No. 2: (Fair) Connersville, Ind.
 Gooding Am. Co., No. 3: (Fair) Corunna, Mich.
 Gooding Am. Co., No. 4: (Fair) Celina, O.
 Gooding Am. Co., No. 5: (Fair) Zanesville, Ohio.
 Gooding Am. Co., No. 6: (Fair) Springfield, O.
 Gooding Am. Co., No. 7: (Fair) Napoleon, Ohio.
 Gooding Am. Co., No. 8: (Fair) Berea, O.
 Gooding Am. Co., No. 9: (Fair) Bloomington, Ind.
 Gopher State: New York Mills, Minn., 20-22.
 Grand American: (Fair) Waverly, Ia., 17-19; (Fair) Nashua 19-22; (Fair) Harlan 24-27.
 Great Southern Expo.: Buna, Tex.
 Greater Dixieland Expo.: (Fair) Eldora, Ia., 17-20; (Fair) Hampton 21-24.
 Groves Greater: Arnaudville, La.
 Hale's Shows of Tomorrow: (Fair) Auburn, Neb., 18-21; (Fair) Weeping Water 23-27.
 Hames, Bill: Fredericksburg, Tex., 18-22; Sherman 24-28.
 Hammond, Bob: Anadarko, Okla.; Hico, Tex., 23-28.
 Hannum, Morris: (Fair) Kutztown, Pa.; Dallastown 23-28.
 Happy Attrs.: Mount Gilead, O., 17-21; Bellefontaine 23-28.
 Happyland: (Fair) Midland, Mich., 17-21.
 Harlock Bros.: Braymer, Mo., 18-20.
 Helman United: Clarence, Mo.; (Fair) Wellsville 23-28.
 Heth, L. J.: (Fair) Mayfield, Ky.
 Hiawatha: Wauseon, O.; Clinton, Mich., 25-29.
 Hill's Greater: (Fair) North Platte, Neb., 16-19; (Fair) Columbus, Kan., 23-28.
 H. & M. Am.: New Eagle, Pa.
 Holly Am. Co.: (Fair) Hiawassee, Ga.
 Hottel, Buff, No. 1: Georgetown, Ill.
 Hottel, Buff, No. 2: Rock Falls, Ill.
 Hottel, Buff, No. 3: Cisne, Ill., 16-22.
 Howard Bros.: Hilliards, O.; Pennsboro, W. Va., 24-28.
 Hugo's Novelty Expo.: Okaloosa, Kan., 19-21.
 Ideal Rides: Rensselaer, Ind.; Petersburg 23-28.
 Imperial: (Fair) Warren, Ill., 19-22; (Fair) Fairbury 24-28.
 Interstate: Rockwood, Tenn.; Greenville 23-28.
 I. T.: (Fair) Troyhills, N. Y.
 Johnny's United: (Fair) Goshen, Ind.
 Ken-Penn Am.: (Fair) Waynesburg, Pa., 18-21; (Fair) Meadville 24-28.
 Key City: Brazil, Ind.; Lyons 23-28.
 Kile, Floyd O.: (Fair) Mount Ayr, Ia.; Mount Grove, Mo., 23-28.
 Klein Am. Co.: (Fair) Lemars, Ia., 16-18; (Fair) Parker, S. D., 19-21; Salem 23-24; (Fair) St. James, Minn., 26-29.
 Lake Region Am. & Rides: Ashton, Ill., 20-21.
 Lakeshore Am.: Greenfield, Ia., 16-19; Corydon 23-26.
 Leeright's Midway: Hugo, Colo., 17-21; Leoti, Kan., 23-25; Scott City 26-28.
 Lewis, Ted: Staten Island, N. Y., 19-29.
 Maddox Bros.: Ogallala, Neb., 16-18; Clay Center 20-22; Grant 23-25; Imperial 26-28.
 Magic Empire: (Fair) Grace, Idaho, 18-21; Afton, Wyo., 23-26.
 Majestic Greater: (Fair) Mason, Mich.
 Manning, Ross: (Fair) Manassas, Va.; (Fair) Luray 23-28.
 Marion Greater: Newland, N. C.; Spruce Pine 23-28.
 Marks, John H.: (Fair) Galax, Va.; (Fair) Nonconvent-Lewisburg, W. Va., 23-28.
 Marve: Springbay, Ill., 19-21; Bushnell 23-29.
 McKenna Rides: (Fair) Clintonville, Wis., 17-22; Arleton 24-29.
 Meeker's: Hemiston, Ore.; Kennewick, Wash., 23-28.
 Merriam's Midway: Algona, Ia., 18-21; Sac City 22-25; Neligh, Neb., 27-29.
 Metropolitan: (Fair) Terre Haute, Ind., 19-22.
 Meyerden Am.: (Fair) Ironwood, Mich., 19-22.
 Midway of Fun: Moundridge, Kan., 16-18; Canton 19-21.
 Midway of Mirth: Nashville, Ill.
 Mighty Hoosier State: (Fair) Martinsville, Ind., 16-20; (Fair) Frankfort 22-28.
 Missouri Valley: (Fair) Winterset, Ia., 16-18; (Fair) Coon Rapids 19-21.
 Moore's Modern: Culbertson, Neb., 18-22.
 Moser-Rundle: Chariton, Ia.; Gilbertville 21-22; Carroll 23-28.
 Mosher Am.: Blanchard, Mich., 17-18; Ravenna 19-21.
 Motor State: (Fair) Sandusky, O., 17-20.
 Mount City, No. 2: (Fair) Marshall, Mo., 18-20.
 Mullins Royal Pine: Orland, Me.
 Myers, Sonny: Marysville, Kan.; (Fair) Onawa, Ia., 23-28; (Fair) Little Sioux 28.
 Nelson, George W.: (Fair) Estherville, Ia., 16-17; Wall Lake 19-20; (Fair) Emmetsburg 23-25; Albert City 26-27; Ruthven 28.
 New England Am. Co.: Winchendon, Mass.
 Nolan Am. Co.: (Fair) Corbin, Ky., 18-21; Fairborn, O., 23-28.
 Norton's Rides: Rapid City, S. D., 16-22; Sidney, Neb., 25-29.
 Page Bros.: (Fair) Burkesville, Ky.
 Palmetto Expo.: Minturn, S. C.
 Pan American: (Fair) Brodhead, Ky.
 Pan American Am. Corp.: (Fair) Norwalk, Calif., 18-22.
 Parada: (Fair) Paola, Kan., 16-18; Mound City 19-21.
 Penn Premier: (Fair) Huntington, Pa.; (Fair) Indiana 23-28.

(Continued on page 68)

Circus Routes

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Beatty, Clyde: Watertown, S. D., 17; Huron 18; Mitchell 19; Yankton 20; Sioux City, Ia., 21; Redfield 23; Gettysburg 24; Pierre 25; Rapid City 26-27; Crawford, Neb., 28; Alliance 29.
 Cole, Geo. W.: Rogersville, Tenn., 17; Erwin 18; Newport 19; Rutledge 20; Loudon 21; Gould, Jay: Staples, Minn., 17; Breckenridge 18-19; Shakopee 20-21; Ashby 22-24; Aberdeen, S. D., 25-28; Newman Grove, Neb., 30-31.
 Hagen Bros.: South River, N. J., 17; Perth Amboy 18; Keyport 19; Hammonton 20; Millville 21; Vineland 22-23; Wildwood 24; Bridgeton 25.
 Hunt Bros.: Mastic, N. Y., 17; Lake Ronkonkoma 18; E. Northport 19; Port Jefferson Sta., 20; East Meadow 21.
 Kelly-Miller: Lemmon, S. D., 17; Moberide 18; Eureka 19; Ashley, N. D., 20; Napoleon 21; Steele 22; Jamestown 23; Carlington 24; McCluskey 25; Garrison 26; Harvey 27; Rugby 28; Rolla 29; Bettineau 30; Langdon 31.
 Kelly-Morris: Coatsville, Pa., 18.
 King Bros.: Harrisonburg, Va., 17; Staunton 18; Charlottesville 19; Richmond 20; Newport News 21; Norfolk 22-23; Suffolk 24; Elizabeth City, N. C., 25; Ahoskie 26; Greenville 27; Rocky Mount 28; Durham 30; Greensboro 31.
 Mills Bros.: Newport, R. I., 17; Fall River, Mass., 18; Pawtucket, R. I., 19; Attleboro, Mass., 20; Oxford 21; Palmer 23; Simsbury, Conn., 24; Thompsonville 25; Meriden 26; Derby 27; Wilton 28.
 Polack Bros. Eastern: Paducah, Ky., 17-18; Paris, Tenn., 20-21; Lexington, Ky., 25-28; Oak Ridge, Tenn., 30-31.
 Polack Bros. Western: Seattle 18-22; Vancouver, B. C., 26-Sept. 6.
 Rice Bros.-Joe Mix: Jackson, Ala., 23-27; Demopolis 30-Sept. 3.
 Richards Bros.: Montrose, Va., 17; Tappanhook 18; West Point 19; Smithfield 20; Franklin 21; Murrensboro, N. C., 23.
 Ringling Bros. and Barnum & Bailey: Flint, Mich., 17; Saginaw 18; Lansing 19; Jackson 20; Grand Rapids 21; Kalamazoo 23; Battle Creek 24; South Bend, Ind., 25; La Fayette 26; Chicago Heights, Ill., 27; Chicago 28-Sept. 5.
 Voss Bros.: Millington, N. J., 17; Rocky Hill 18.

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Woodside Pulls 8,000 On Teen Promotion

PHILADELPHIA, Aug. 14.—Gray skies and occasional drizzles were no drawback to the 8,000 teen-agers and their families who jammed Woodside Park Thursday (4) for Bob Horn's second annual picnic for fans of his popular "Bandstand" show of WFIL-TV.

Besides Philadelphia youngsters, Wilmington, Del., sent three busloads, as did Reading and Lebanon, Pa.; Wilkes-Barre fans filled two buses, and 22 other busloads came from such cities as Tamaqua, Phoenixville, Columbia, Pottstown in Upstate Pennsylvania, as well as from Camden and Fort Dix, N. J.

In addition to Horn's personal appearance, featured entertainment for the day included the telecast of "Bandstand" from the park, and a special evening program on WFIL and WFIL-TV. Celebrities, free rides, a picnic supper, music and dancing completed the nine-hour schedule.

Among Horn's guests were recording artists Bill Haley and His

Comets, Bob Carroll, Mike Pedicin, Gloria Mann, Micki Marlo, Dick Lee, Georgia Shaw, Mary Small, the Four Lads, Alan Dean, Mitzi Mason, Vince Carson and Sandy Stewart.

Woodside was taken over by "Bandstand" fans for the day, with tickets being sold for \$1, including the picnic supper, and 60 cents for those bringing their own eats. The park was closed to the general public for the first time in its history. It has a free gate otherwise. Proceeds from the picnic will be used toward the purchase of a mobile X-ray unit to be donated to the local Eagleville Sanatorium.

Jokers Cause Gwynn Oak's Train to Spill

BALTIMORE, Aug. 14.—Derailing of a Kiddie Train at Gwynn Oak Park brought injury Wednesday (11) to 13 persons, four of them adults. Assistant manager Hal Stewart said an obstruction on the tracks, either wood or a rock, caused the accident, and added the probability that child pranksters were responsible.

"Some mischievous kids think it is smart to do this sort of thing," he said.

The train, operated by Ralph Riley and carrying about 40 persons in its six cars, hit the obstruction as it rounded the curve at the far end of its run. Two cars overturned. Lacerations were the worst injuries suffered, however.

Stewart said the train's governor prevents it from going much over 12 mph.

Marterie Band Breaks Record At LeSourdsville

MIDDLETOWN, O., Aug. 14.—Ralph Marterie's Orchestra set an all-time attendance record for LeSourdsville Lake's Stardust Gardens Saturday (31). Marterie beat the figure set by Woody Herman early in July by playing to an overflow crowd of 1,870 dancers. This topped the Herman score by about 500.

A line began to form at the ballroom 90 minutes before the gates opened and the S.R.O. sign went up shortly after the dance started. Park officials said that several hundred patrons were turned away. The ballroom's size was increased at the beginning of this season, increasing the capacity by 500.

Bob-Lo 'Captives' Bring Volume Hike

DETROIT, Aug. 14.—In marked contrast to reports of poor business by many parks in this area, Bob-Lo Island Park has enjoyed an increase of 7 per cent over 1953 volume, according to manager Harold Gorry. All individual rides and concessions have shown an increase over last year, and the breakdown indicates a total increase in per capita spending.

Patrons at the park totaled 450,000 up to August 1. Count is very close, since access is by the two steamers, Ste. Clair and Columbia, which provide six trips a day, plus moonlights, for the 40-mile round trip from Detroit.

Increase in number of children attending and a substantial build-up in family and school picnics are principal factors accounting for the increase. Much organization picnic business has been the

direct result of a promotional program which kept personnel on the job around Detroit during the past winter.

Typical is the St. Andrew's Day event, a Scottish annual, which has been held here for approximately 50 years. Special features, such as Scotch games and dances, are scheduled, drawing widespread support from this important group of the local population.

Captive Audience

Lutheran Day last Thursday drew a total of 16 individual church groups, totaling a registration of 3,555 people. When the park opened at noon, there were 5,000 on the island, with three shiploads still to come, providing solid patronage for the afternoon and early evening. Last boat usually leaves for the return trip at 9 p.m. This "captive audience," on the island for at least three hours, is a major factor in building business thru the natural incentive for spending on amusement attractions.

An important factor in building group and picnic business this

(Continued on page 57)

Gabby Hayes Draws Okay At Riverside

AGAWAM, Mass., Aug. 14.—Ed Carroll's Riverside Park did well in its Gabby Hayes promotion Saturday (7), with the bearded Westerner being presented for four shows as a free attraction.

Hayes was backed with a cowboy trio. Publicist Harry Storin handled the introductions and promotion. The turnout was very strong, better than had been expected since the bearded storyteller is new as a park act hereabouts.

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Span Here or There, Palisades Can't Miss

Palisades, N. J., Aug. 14.—Test borings in the Hudson River have given rise to stories that the projected 125th Street Bridge will wind up smack on Palisades Amusement Park's grounds, and that a condemnation settlement will leave owner Irving Rosenthal considerably enriched.

Rosenthal shrugged off the stories this week, and the Port of New York Authority, which is financing a study jointly with the Tri-Boro Bridge & Tunnel Authority, said all discussion of the project is "premature." But the borings are being made and studied, nevertheless.

One item on a number of transit solutions proposed last spring, the bridge feasibility is being determined by firms of consulting engineers. Their recommendations as to precise location for the span will be made in the fall.

Two Possibilities

Originally it was expected that the bridge, which will link New

York and New Jersey highway systems, would have its approaches only several blocks from Palisades Amusement Park. This would expose the funspot to millions of potential customers yearly. Now it is said that the engineers will recommend a location for the bridge which will include the acquisition of the parkland, presumably for several million dollars.

Reports were that Rosenthal has been approached by several major firms who are "in the know" about how the study is progressing—a construction firm, a utility, an insurance company—and that fabulous offers have been made by these firms who desire to hold the property and turn a profit themselves, in the condemnation proceedings.

"It's far too early to talk about it," Rosenthal said. "It will be 10 years before any work is done. But what do I care what they do? One way I'll get customers,"

(Continued on page 59)

Buckeye Lake Scores With Majorette Event

BUCKEYE LAKE, O., Aug. 14.—A. M. Brown, manager of Buckeye Lake Park here, said this week that he was planning enlargements and additions at the funspot in order to handle the 1955 national drum majorette contest.

He made the announcement following the close of the first of the annuals, which drew a big crowd to the park for Sunday (1). Concession operators reported their business surpassed that of July 4. Brown said the new event grew overnight to a point where it was too large for his present facilities.

Meanwhile, the first winner, 17-year-old Joan Posekany, was to return to her home town, Omaha, this week and be hailed by Peony Park there with a TV show and parade.

She was selected as Miss Majorette of 1954 from a field of 32 contestants from all sections of the U. S. and Canada, and she received a cash award and a trophy. Event was widely covered by wire services, Columbus newspapers and TV stations. The contest was sponsored by the Drum Majorettes of America and directed by the Buckeye Chamber of Commerce.

Kid Promotion Sets Record At Birmingham

BIRMINGHAM, Aug. 14.—More than 50,000 youngsters jammed Kiddieland at the Alabama State Fairgrounds Wednesday and Thursday (11-12) for one of the spot's biggest promotions. R. H. McIntosh, general manager of the Fair Authority, said it was the biggest event in his 30-year amusement park career.

Tagged "Mom's Day Out," the promotion was a co-operative af-

(Continued on page 59)

Works Project Will Double Hampton Beach

HAMPTON BEACH, N. H., Aug. 14.—A face-lift for Hampton Beach, part of a \$1,675,000 program authorized by federal and State governments, will double the famous Granite State funspot in two years, Gen. Frank D. Merrill, commissioner of public works, announced this week.

The project will include a new mile-long stretch of sandy beach, and will move the shoreline out as much as 75 feet beyond the present coast. A seawall will be constructed along the line, with the entire area thus cut off to be filled in for a parking area to take care of an estimated 4,000 cars, as well as expansion of the highway to four lanes.

Work will get under way next spring and is to be completed by late 1956. Dredging from the harbor will create the new sandy stretch.

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CONEY ISLAND, N. Y.

By UNO

At the last two meetings of the Coney Island Carnival Company committee chairmen were named to serve on the advisory board in behalf of the Mardi Gras. Advisory members include W. Kenneth Bourke, Milton Dobkin, George F. Kister, Allan F. Kramer, Nathan Handwerker, Frank Tillyou, Morris Goldberg, Aaron Bring, Joseph Bonsignore, Morris Joffe, Andy Melillo, Stanley Faber, I. Rubenstein, Fred Sindell and V. J. Tesoriero.

Chairmen of the various committees include Pat Auletta, prizes; Gerald Singer, decorations; C. J. Hilbert, floats; Fred M. Moran, baby parade; Louis Molinos, permits; Herman Rapps, participating organizations; John G. Ward, music; George C. Tilyou, parade;

Lester Wildman, parade personnel; Monroe J. Ehrman, publicity; Thomas H. Tesaro, entertainment; Al Bianco, parking and traffic, and Harold Kirsch, special features.

Officers of the carnival group are Murray Handwerker, prexy; John G. Ward and Leonard F. Tria, vice-presidents; Edward L. Watson, treasurer; Arthur McShea, assistant treasurer, and William A. Nicholson, secretary.

Moe Silberman, prexy of the Chamber of Commerce and operator of a 5-Star Final game on the Boardwalk, is undergoing massage treatments for a blood condition. . . . Claire Priddy is back at David Rosen's Wonderland Circus show holding down

(Continued on page 59)

Cool Nights Plague Ionia; Grandstand Business Is Hurt

Attendance Tops '53; Midway Ride, Show Grosses Also Higher

IONIA, Mich., Aug. 14.—Cool nights plagued the Ionia Free Fair, which tonight closes its six-day run. The chilly night air cut into grandstand patronage for the Barnes-Carruthers No. 1 revue and fireworks by the Hudson Fireworks Company.

Attendance at the fair thru the first five days was, however, up from last year. This was reflected by about 5 per cent higher receipts from parking and also by the size of the crowds that thronged the midway.

For the second year in a row, there are no games concessions on the midway. Ride and show grosses for the Cetlin & Wilson Shows were up over '53 in the first five days. This increase, tho, was offset in part by the fact that the midway did not operate Saturday night and on Sunday prior

to the fair's opening Monday, as it did last year.

Appearance of the grounds shows marked improvement over last year, when games concessions, which had been up at the opening, were torn down when county officials nixed them, opening big gaps in the layout. All of the Cetlin & Wilson units are bunched together, whereas last year they were split, and the result is impressive, with the bunched kiddie rides drawing praise.

Rose Sarlow, fair secretary, reported a record sale of commercial space, and the area previously used for some kiddie rides was pressed into use for commercial displays.

Matinee grandstand attendance for Ward Beam's Thrill Show Monday (9) was better than last year. Stock car races, staged by Jean Mandeloff, Friday (13), also pulled better than in '53. Mandeloff was skedded to stage a second racing program today. Harness horse races, staged Tuesday, Wednesday and Thursday, did not pull crowds equal to those in '53.

Improvements to the grounds included the refacing of the poultry building, which was given a modernistic front.

Gresham, Ore., Pulls 11,386 On First Day

GRESHAM, Ore., Aug. 14.—The Multnomah County Fair opened Thursday (12) for a 10-day program with a first day attendance of 11,386, a shade below the first day a year ago. The fair competed with a free outdoor program in connection with the opening of a new theater in downtown Portland.

Carnival business was steady and food and drink sales moderate as cool, overcast weather prevailed. Fair is operating 10 instead of eight days this year in an effort to thin out the attendance that has jammed the 50-acre grounds in the past.

Free shows on an outdoor stage are being presented twice daily by Monte Brooks, of Portland. The new plaza seats 5,000. Talent for the first half of the run includes Lamont's Cockatoos, Dick and Dinah, Royal Whirlwinds, Paynes, and Gautier's Tallyhoo. Show is moved to the grandstand for Sunday, where it will be augmented by Vaughn and Wright, Ford and Harris, and La Marettes.

Pari-mutuel horse racing is on tap for eight nights and Saturday (14) afternoon.

Plant improvements include much re-lighting and the extension of illumination to the parking lot. Commercial exhibit space was sold out far in advance and the display of livestock is the largest on record, said Manager Duane Hennessy.

Middletown Up 10% Despite Rainy Day

MIDDLETOWN, N. Y., Aug. 14.—Ahead of 1953 despite the wash-out of one day, the Orange County Fair thru yesterday was rolling ahead of any previous attendance figures. Favorable weather was expected to push attendance over 50,000 for the first time. Last year's turnout was 42,000 for the seven-day event.

The attendance was up 10 per cent for the first four days, altho Monday (9), kiddies' day, was blanked out by heavy and prolonged rainfall.

The opening day turnout of 9,000 on Sunday (8) was the best in 20 years, and the fair resumed Tuesday (10) with another 9,000, which was 1,800 more than the corresponding day last year.

Modernization Days

An estimated \$50,000 spent on modernizing the grounds and midway have multiplied the eye-appeal of the annual affair, all of it having occurred since Fred Germain was named manager two years ago. Included in the program have been the refurbishing of all buildings, addition of a new bleacher roof at the grandstand area, a new front for the stands, and a paved midway.

Secretary of the Chamber of Commerce for many years, Germain's first act upon taking over the reins was to select a 96-member committee of farmers, educators and civic leaders. A promotion-minded fairman, he convinced them of the need for pouring profits back into the fair in order to make it more attractive. Ticketed for next year is the replacing of all old-fashioned strings of bulbs with modern floodlights.

Gate prices are 60 cents for adults and 30 for kids, and there are two kiddies' days, Monday and Friday. Thursday (12) was the traditional firemen's day, with admission gained by the fireman

presenting his badge at the gate. Free admission applies only to the fireman, whose family pays regular prices. Parking costs 50 cents.

Free Afternoon Revues

The Hamid Four Seasons Revue is presented nightly with prices in the 4,000-seat stadium going at 80 cents for bleachers and \$1.25 for boxes, with an ample free viewing area set aside at the fence. The revue is a paid attraction only for the night shows. It was offered Monday, Tuesday, Thursday and yesterday as free afternoon entertainment. On Wednesday (11) there was stock car racing which was well attended.

Big closing attraction today was to be big car racing presented by Victory Speedways. The Irish Horan thrill show performed on opening day before good houses for two shows. I. T. Shows had the midway.

A surprise boost in entries in Jerseys, Guernseys and Brown Swiss in the livestock department occurred despite a cut in premium money from \$3,000 to \$2,000.

Royalty Visit Seen Hypo for Fredericton Ex

FREDERICTON, N. B., Aug. 14.—The Fredericton Exhibition got a big publicity boost Friday (6) with the announcement that royalty would pay a prominent visit to the grounds on opening day, September 6.

The Labor Day visit will be the Dutchess of Kent and Princess Alexandra, who will be attended by Lady Moyra Hamilton. Page one newspaper coverage gave a detailed itinerary for the visitors and their retinue.

The timetable showed that they will spend from 3:45 to about 5 p.m. on the grounds, viewing the trotting and other exhibition attractions.

Hayfork, Calif., Goes Free Gate

HAYFORK, Calif., Aug. 14.—Trinity County Fair, which opens August 20 for three days, will have its first free gate in 30 years and offer a record total of \$23,831 in premiums, Don Berry, secretary-manager, said. The premium money is approximately \$7,000 more than in 1953.

The two-day rodeo usually staged is being replaced by a twin card of seven races each day with saddle, quarter and thoroughbred horses competing August 21-22.

Saturday headliners will include an afternoon fashion revue and style show, racing and horse show. Additional logging contests and a parade thru Hayfork are scheduled as closing day highlights.

Humboldt, Sask., Sets New Record

HUMBOLDT, Sask., Aug. 14.—Attendance at the two-day Humboldt Agricultural Society annual fair was 7,575, a record high, according to Mrs. E. Kilcher, secretary. Grandstand attendance was 4,500.

Burlington Draws Big

BURLINGTON, Ky., Aug. 14.—Attendance of more than 12,000 people at the 22d annual Boone County Fair, August 5-7, made the annual the most successful ever staged by the sponsoring association, said Joseph Claxon, county agent. Topping the three-day run was Saturday (7) when over 6,000 spectators took in the afternoon and night horse show.

Mineola Fixes Bus and Rail Patron Links

WESTBURY, N. Y., Aug. 14.—Much better public transportation will be made available for patrons of the Mineola Fair & Industrial Exposition this year than was the case in 1953, when the event was held for the first time at the Roosevelt Raceway harness track.

President J. Alfred Valentine this week said arrangements have been made that will result in two bus terminals being set up right at the main gates. These will permit direct transportation between the fairgrounds and the following: Mineola and Westbury Long Island railroad stations, and the Hempstead bus terminal.

The move will afford bus connections to the South Shore of Long Island, and rail connections with the North Shore. Plenty of rest benches will be set up at the fair gates, and time tables will be posted.

One of last year's faults was lack of facilities for non-driving patrons. For those who drive, moving of exhibits and displays within the fenced area of the Raceway will afford parking space for 16,000 cars in comparison with the 10,000 parking spaces available last year.

Two Keokuk Execs Killed in Crash

KEOKUK, Ia., Aug. 14.—Two members of the Lee County Fair Board were killed and three others injured when their automobile collided with a train five miles south of Keokuk, near Alexandria, Mo. The five were returning home from a meeting with the Clark County Fair Board at Kahoka, Mo. Killed were Cliff Ward, of Keokuk, president of the fair board, and W. W. Schmidt, of Donnellson. The injured, all from Donnellson, included J. W. Dougherty, R. E. Heaton and Fred Hitch.

Utah Date Adds Craftsmen's Exhibit

SALT LAKE CITY, Aug. 14.—The Utah State Fair this year will jump on the do-it-yourself band wagon and for the first time will have a show devoted to the home craftsmen, J. A. Theobald, secretary-manager, announced.

The Industrial Arts Building is undergoing extensive rehabilitation to provide the setting for the show, which will operate sans admission. Event will give exhibitors in the intermountain area an opportunity to demonstrate their news items for the "do it yourself advocates," Theobald said.

HOD CARRIERS HURT

Picket Billings, Mont.; Gate Dip Is Held to 5%

BILLINGS, Mont., Aug. 14.—Despite union trouble, the Midland Empire Fair today entered the last day of its six-day run, with hopes of attaining last year's gross and attendance marks.

The fair was the target of the hod-carriers' union, which set up picket lines Saturday before the fair's opening Monday (9) and gave widespread distribution to dodgers in which it claimed the fair "was unfair." The union contended that all common labor, including car-parkers, guards and restroom attendants, should be hired thru the union.

Early Gate Off

The fair differed with this. With this view, the union picket line was set up at 8 a.m. Saturday (7) but the fair obtained an injunction and picketing ended at 2:30 p.m. Meanwhile, however, dodgers put out by the union had been distributed over a wide area.

At the end of the first two days of the fair, attendance lagged 14 per cent behind 1953 to the same point. But beginning Wednesday (11), and continuing each day thereafter, crowds built.

Grandstand patronage held close to 1953 despite the early day attendance lag. Biggest surprise businesswise was on the midway where the Siebrand Bros., suppliers of the rides and shows, reported ride and show grosses up sharply from last year.

The grandstand program, a three-and-a-half hour bill, offered running races with pari-mutuel betting, Indian running races, chuck wagon races staged by Ivan Williams, and the Kramer-Autry Rodeo. The night grandstand offering consists of a Barnes-Carruthers revue and fireworks by Thearle-Duffield Fireworks Company, Chicago.

Except for high winds in the afternoon, the event was given good weather. Harry Fitton, veteran fair manager, reported a complete sell out of commercial space and unusually heavy entries in the livestock department.

Rain, Cold Hurt Burlington, Ia., After Big Opener

BURLINGTON, Ia., Aug. 14.—The Burlington Hawkeye Fair got off to a fast start here Tuesday (10) chalking up a new opening day attendance record, but rain and cold at mid-week cooled off patronage. Up to Friday, however, the fair was close to last year's pace.

Gem City Shows, the midway attraction, scored hefty grosses on the opener, when between 3,000 and 4,000 kids swarmed over the grounds to keep the rides and shows busy all afternoon. And the evening crowd was equally big, keeping midway ops busy well into the night. The matinee was hyped by a big distribution of tickets thru a tie-in with a bakery and dairy here, handled by Frank J. Lee, of the show. A second kids' day is set for Saturday (14).

Horse racing on Tuesday and Wednesday pulled light crowds. According to James H. Bright, fair secretary, the grandstand was about half filled on both days. The Aut Swenson thrill show was due in Saturday night (14) as the final event of the five-day annual.

Shriner, Ann Blythe Set for Sacramento Grandstand Shows

SACRAMENTO, Aug. 14.—Ann Blythe and Herb Shriner will headline two different segments of the grandstand show at the California State Fair and Exposition here with the Roxyettes being featured during the entire 11-day run starting September 2. Russ Stapleton, who will produce the show for his Fanchon & Marco Eollywood agency, said other headliners are expected to be packed for the event.

Shriner is set to appear on the shows of September 6-7. Miss Blythe is inked for three performances starting September 10.

Stapleton told the board of directors that he is hopeful of signing Gordon MacRae, Ann Sothorn or one or more of entertainers, Gloria DeHaven, Terry Moore, Beatrice Kay and Tennessee Ernie.

Canadian Lakehead Matches' 53 at Gate

FORT WILLIAMS, Ont., Aug. 14.—The Canadian Lakehead Exhibition entered the final day of its six-day run here today with attendance about even with 1953, grandstand business up 6 per cent, and midway receipts slightly higher.

The strong attendance was registered in the face of some bad weather. Rain washed out Monday's (9) Kids' Day grandstand matinee and also hurt Tuesday. Rain also fell Friday night (13) immediately after the fireworks and cut into the evening's midway take.

Night grandstand business was strong. The night bill consisted of talent booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, plus fireworks Monday, Thursday and Friday.

Of the matinee attractions, big-car races staged two afternoons by National Speedways (Al Sweeney) showed a marked increase over last year's good crowds.

The Royal American Shows on the midway wind up their Canadian tour here and jump to Superior, Wis., where they open their long stretch of major U. S. fairs.

Regina Fair To Erect 576 Office Bldg.

REGINA, Sask., Aug. 14.—Contract for construction of a \$57,800 office building at the Regina Exhibition has been let and work will start immediately.

The building, opposite the grandstand, will be 34 feet by 62 feet, one story high, with a completely finished basement. It will provide year-round accommodation for the offices of the exhibition manager and assistant manager and will have general office and waiting room space.

Construction will be of brick, with considerable window space.

Space under the grandstand which is used for exhibition offices during fair week will be used for offices which cannot be accommodated in the new building and for exhibits and public services.

Completion of the building, expected next spring, will mean that the exhibition org's present space in the Victoria Park building, downtown, will be vacated.



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Bob-Lo 'Captives'

Continued from page 57

season is the offer of a 30-cent per passenger commission if the group sells over 300 tickets. Small churches may unite to earn the commission, providing an incentive for building church business, and at the same time earn some money for the group treasury. This is based upon steamer tickets bought.

Catering to special groups has meant offering some extra services. Thus various church organizations have held services on the island, complete with choir, sermon and candles on the altar.

Special services to please individual customers also are stressed. A small group of girls came down after office hours expecting to skate and found the roller rink closed that night. Gorry made special arrangements to place the juke box in the ballroom in operation to give them an alternate, and to arrange for their return on a special date when the rink would be in operation.

Dancing, Broadcast

The ballroom, which will hold 5,000 people, is being used Friday and Saturday evenings, with the Matti Holli Band. Each Saturday afternoon, Bud Davies, disk jockey on CKLW, broadcasts a "Battle of Music" from the ballroom, with a dinner, and free boat and ride tickets given as prizes to guests appearing on the program.

The Joe Vitalie Orchestra is furnishing two units, one playing on each boat on all trips this season. Major Joe Shirt, midget circus clown, known here as Captain Bob-Lo, sails back and forth on the boats to entertain the youngsters.

Each Friday a television personality is booked for a personal appearance at the island. Included are such names as Clarabell of the "Howdy Doody" show, Cowboy Colt, Mickey the Clown, and Merry Melody. They appear in the ballroom, putting on a special show for the youngsters.

Monday, formerly the slowest day of the week, has been built up to rank second only to Saturday. Major incentive here has been the offer of free rides on the steamers on Monday to youngsters accompanied by adults.

New Rides

Two new rides have been installed this year, a small Coaster built by Overland Amusement Company, and a Round-Up. Both have been placed at the front of the park, where they have added important splash.

The Scoota Boots have been changed from gas to electric drive, and offer an unusual ride among five islands planted with flowers. Major landscaping changes have been made, with more front area devoted to park lawn and to floral planting. Over 100 trees were removed to create a new lawn area, and additional waterfront plantings are planned for next season.

The National Amusement trackless train, which gives a two-mile tour of the island, has been a major attraction during park hours, drawing a steady patronage of 1,500 to 2,000 riders daily. This unit holds 54 adults.

The park is operated by the Browning family, headed by Brady Browning and six of his seven sons. Active direction is in the hands of Vice-President Wilbur Browning and Raymond Scheetz, passenger agent, while the park is managed by Gorry, with Ralph Browning as assistant manager.

Fair Dates

The Billboard Publishing Company
Copyright 1954

Ontario
Merrickville—Merrickville Agr. Soc. Sept. 24-25. J. G. Terrill.
New Liskeard—New Liskeard Agr. Soc. Sept. 16-18. G. C. Krick.

and displayed alongside a story from The Billboard to help support the barker's spiel and convince the crowds. The same issue of The News, in the magazine section, had a full page of pictures and story devoted to the Parachute Jump in Steeplechase Park. And Jimmie Hurd, Cavalcade's talker, annexed a two-pager in The News of the Sunday before, out-of-town edition. . . . Morris Joffe, about the largest popcorn manufacturer and seller on Coney, whose large stand loaded with all sorts of sweets adorns the Surf Avenue front of Feltman's, is recovering from a rheumatic and lumbago attack.

Expansion Set At Washington

WASHINGTON, N. C., Aug. 14.—On the heels of a highly successful 1953 run, plans for expansion are being mapped for the 24th annual Beaufort County Fair, September 6-11, according to Norman Y. Chambliss, well-known fairman of Rocky Mount, N. C., who is serving the Beaufort annual in an advisory capacity.

Operated by county American Legion posts, this year's fair is offering upward of \$1,500 in agricultural premiums. Marget Wynne is again serving as general director of exhibits. Attendance is expected to hit the 25,000-mark this year, and for the first time in history the fair is providing an additional tent to house livestock and swine. In addition, a 60 by 110-foot tent is being provided to handle an auto show. Tuesday, Wednesday and Friday will be Children's Days, topped by a Shetland pony giveaway on Friday. Prell's Broadway Shows, popular at the 1953 event, will be back this year.

Plant improvements made since last year include modern rest rooms. The fairgrounds is unique in that it is fenceless. In place of fencing is a six-foot stream surrounding the grounds.

This year's officials are George Currin, president; Thomas C. Little, vice-president; Blount S. O'Neil, secretary, and William A. Phillips, treasurer.

Coney Island, N. Y.

Continued from page 57

three departments, inside talker, No. 1 ticket seller and assistant manager. . . . Representing the new group of businessmen that have taken over the Feltman property and concessions, is Melvin Weiss, who, in turn, acts in behalf of the group called "Coney Island Enterprises," by attending to the wants and complaints of the tenants. . . . Leon Lewin, cashier for many years in Feltman's, is in the Coney Island Hospital suffering from a heart attack.

Joseph Bartoline, besides managing the long train ride for Owner F. C. O'Keefe, operates his own Tilt-a-Whirl, Greyhound Racer and a duck pond, formerly a fish pond, all Feltman's Park concessions. Joseph also is the man responsible for all those skin-the-wire games that have sprung up this season on Coney. He manufactures them. In his 35 years of Coney life—he is a native son—he has done general construction work for almost every Coney operator and concessionaire. . . . Mrs. Frieda Zipper, who changed her Surf Avenue concession from a guess-your-age and skee ball alleys to a fuzzy-cat game, is recovering from a recent illness.

Fred Sindell's Cavalcade of Variety show, with all the entire family of freaks and out-front staff, crashed an entire page of illustrations and a separate column story in the Brooklyn section of The New York Daily News of August 8 which will be blown up

Spruce Up, Beat Drums, Chambliss Tells Fairmen

RALEIGH, N. C., Aug. 14.—Heavy promotional outlays and co-operation with traveling shows are emphasized in the current Bulletin of the North Carolina Association of Agricultural Fairs. Altho patent descriptions of the operating theory of Norman Y. Chambliss, of the Rocky Mount Fair, who authored the piece, the discussion also points out helpful comments on State laws which fairmen should be aware of.

The business outlook: "I would say very good. Recent rains, especially in Eastern North Carolina or in the tobacco sections, have meant much to the farmers. Based on tobacco prices now prevailing on the Georgia markets, Carolina prices should be good this year.

On entertainment: Benefits will accrue to the fair offering "up-to-date grandstand shows or so-called free acts" and "legitimate concessions on the midway." Many fair managers "have told me that carnivals actually finance their fairs, and in some instances that's true. We should co-operate with the carnival owners, and likewise they should co-operate with us. The average midway is going to permit exactly what the fair manager lets get by. Since there has been a marked improvement in the matter of games and shows on the midway, there has been a great increase in attendance at fairs."

10% for Promotion

On publicity: "Public relations is very important for fairs. We must have this 100 per cent co-operation on the part of all agricultural leaders, the press, radio, city and county officials—everybody. Personally I like street decorations, banners in the home city and nearby towns. I do not think any fair would go wrong spending as much as 10 per cent of its gross receipts for publicity."

On improvements: "Nothing is more important." He recommends "good rest room facilities—definitely permitting no tipping—rest

seating for patrons on the grounds, extra water spigots or water fountains, eating stands with running hot and cold water, a spic and span fairgrounds, plenty of lights, and ample parking space, where available."

The association represents a membership of 50 of North Carolina's 83 fairs.

Palisades

Continued from page 57

the other way I'll get bought out—and it will cost them plenty."

He said Palisades' business has picked up sufficiently during the past month to where it is likely that the season's grosses will edge ahead of last year's.

As evidence that he isn't concerned with the bridge situation, he pointed-out that nearly \$300,000 will be spent on building of an Enchanted Village and Fantasy Village in the heart of the park, in the area served by the Miniature Train. The former idea will have nursery rhyme settings and the latter will emphasize the current popularity of "space stuff." For 1956, Rosenthal added, a Western Village will be added to the new development within the park.

Kid Promotion

Continued from page 57

fair carried out by Radio Station WAPI, Television Station WABT, The Birmingham News, The Birmingham Age-Herald and the Fair Authority.

A 30-day saturation publicity campaign was carried out by the sponsors. More than 159,500 individual ride tickets were sold for the spot's 25 rides and attractions. A special 5-cent price was in effect for the event. Plans call for repeating the promotion in 1955.

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Wants Concessions!!

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AUGUST 21, 1954

Bangor Off 20%, Presque Isle a Washout for WOM

Maine Fairgrounds Hit by Rain,
Bangor's Two Big Days Lost

PRESQUE ISLE, Me., Aug. 14.—Horrible weather the past two weeks bogged down the World of Mirth Shows and with it the grosses that were anticipated after a so-so still date season. Bangor was off 20 per cent last

week, and Presque Isle, with rain almost every day, was down between 30 and 40 per cent thru last night.

Outside of Monday (9) the week here has been a wet one, Manager Frank Bergen said. On Wednesday (11) "it rained pitchforks" and with a 70 mph gale in the forecast, all of the railroader's high rides were stripped of seats and cars. The storm missed the grounds, and veered to where it hit Caribou 50 miles away.

It still rained, however, Bergen said, and surprisingly the grandstand was very populated for the Hamid revue. The grandstand was also filled yesterday when 12 races were run off to catch up with canceled programs.

The front end was making a few dollars but not many, it was reported, altho indications were that the locals were capable of spending pretty well if the weather would allow them to head for the midway.

Bangor suffered rain on Tuesday (3) which was children's day, and also washed out Saturday (7), always a big day there. An innovation this year, under fair president Tom D. Mourkas, was a free ladies' day on Saturday.

"Dancing Waters" made its initial appearance last week and was well received, with attendance building toward the end of the engagement. The Walter Wanous Side Show grossed well, and Nate Eagle's Midgets were far ahead of last year. Dixie Gordon's Club 18 and the Gay New Orleans Show were also in the money.

Bergen and Bucky Allen, concession manager, said they enjoyed great co-operation from city, fair and police officials.

Manning Sees Fairs Off, But Season Up 5%

MARTINSVILLE, Va., Aug. 14.—The fair in Spray, N. C., picked up toward the end of last week to where it wound up on a par with 1953 for the Ross Manning Shows. Show credited rain the previous week as stimulating the farm folks to do some spending, after they had suffered an early-summer drought.

Some rain again fell Thursday (5) but that was around 10:30 p.m., too late to do any damage. Business along the midway picked up Friday (6) and the show closed the following day with satisfactory earnings, Manning reported.

Manning predicted a drop in grosses of from 10 to 15 per cent at fairs in the Southland. He added, however, that when the final season's accounting was in, all shows probably would wind up, in general, even with last year or perhaps as much as 5 per cent ahead. This was seen as a result of the federal tax cut of last spring.

Besides carrying 13 rides, 9 of them majors, the show has 40 concessions along.

Staff includes Manning as owner-manager; Gladys Manning, secretary-treasurer; A. R. (Dutch) Whiteside, concession manager; Tommy Carson, business manager; Colonel Sykes, lot superintendent; Al Larney, ride superintendent; Arthur McBroom, chief electrician; Ken Finley, transportation superintendent, with Bob Curtis, assistant, and Billy Owens, billposter.

Frank Harrison Show Off Road

COLUMBIA, S. C., Aug. 14.—Harrison Greater Shows went off the road recently and is in the barn here, reportedly for sale. Owner-manager is Frank Harrison.

The show's light plant is said to be operating on another midway on a trial basis, while the would-be purchaser looks it over.

COOK'S CAMPAIGN

MSA Drive Opens With Manning \$\$

MIAMI, Aug. 14.—Phil Cook's annual road tour got off to an auspicious start last week, as the Miami Showmen's Association executive secretary took \$1,200 in hand and received pledges for jamborees from eight shows, all in the space of a few days.

Bulk of the money was picked up in Spray, N. C., where the Ross Manning Shows handed over two checks totaling \$1,000 and said there was plenty more on the way.

Manning scheduled a jamboree for Thursday, September 9, at the fairgrounds in Christiansburg, Va. Similar fund-raising affairs for benefit of the Miami club have been promised by the Cetlin & Wilson, Prell's Broadway, John Marks, Penn Premier, O. C. Buck-Model, and Vivona Bros. Shows. W. O. (Bill) Page set one for the following Thursday, September 16, on his Mighty Page Shows.

Carnivals Wet In Providence

PROVIDENCE, R. I., Aug. 14.—Shows playing the Providence region have been hard hit by rain in the past few weeks. In frequent cases the rainfall has come just as the crowds got on the lot.

The St. Vincent De Paul annual carnival was extended two days into the following week to make up for time lost due to the bad weather.

Mighty Page Holding Own; Expect Decline

ROANOKE RAPIDS, N. C., Aug. 14.—Disappointment left the local Exchange Club without a show for its annual affair this week, causing Mighty Page Shows to cancel out two West Virginia fairs in order to re-route back this way.

The Exchangeites were informed that Wolfe Amusement Company could not make Roanoke Rapids, it was reported. W. O. (Bill) Page vacated both Marlinton, and Summerville, W. Va., to Juggy Podsobinski's A.M.P. Shows in the re-routing move. This was the fourth time he has played this event.

Page, who went out June 1, has been holding his own thru the still date season, he says, and estimates his business on a par with that of last year, to date. With an expected decline in spending, he says increased turnouts at the fairs should result in satisfactory earnings for shows down here. The

20 per cent federal tax relief, he added, is a "life saver."

Show worked up from the Southland to West Virginia and Kentucky, new territory for the unit this year. Now it is back in the Deep South. Conditions in the agricultural districts, Page said this week, have resulted in farmers and mill workers being better heeled than folks in the industrial and mining regions.

Show is carrying 14 rides of which nine are major devices: Merry-Go-Round, two Ferris Wheels, Dipper, Octopus, Roll-o-Plane, Tilt, Spitfire and Chairplane. There are five kiddie rides and nine shows, with around 40 concessions.

Page this season added \$3,000 worth of back-end canvas, plus two new trucks and trailers. He has scheduled an even dozen fairs, all in the tobacco belt.

Staff includes Page as owner-manager; Roland Page, assistant manager and concessions; Curley Graham, business manager; W. R. Lamm, secretary-treasurer; Bill Scanlon, general agent; J. A. Reed, billposter, and T. D. Marshall, electrician and ride superintendent.

Show played the customary show lot here, between Roanoke Rapids and Weldon.

'WATERS' GETS ALL THE WATER IT CAN HANDLE

PRESQUE ISLE, Me., Aug. 14.—The "Dancing Waters" show had all the water it could handle, and then some, on the World of Mirth midway this week. During the day-long rainfall on Wednesday (11) the interior of the tent was so wet that the pumps ran three hours continuously before the place was reasonably drained off.

Money for All
On the lot were a Merry-Go-Round, Ferris Wheel, Chairplane,
(Continued on page 74)



ENTRIES IN THE CONTEST sponsored by the Showmen's League of America to pick Miss Outdoor Show Business of 1954 continue to pour in. Two new candidates are Anne Rice (left), wife of Louis (Stretch) Rice, concession manager with the Amusement Company of America, and Margo Wallenda, of the Polack Bros.' Circus, Eastern unit.

Ithaca Tight for Vivona Fair Preem

All But 20 Concessions Shuttered;
Cortland Inked as 1955 Fair Dates

ITHACA, N. Y., Aug. 14.—Good attendance at the Tompkins County Fair was a boon to the Vivona Bros. Shows this week, coming as it did on the heels of a mild squeeze by the local police. Several stands on the front end were shuttered, altho some operators managed to keep going by altering their games. Three girl shows were allowed to run and were all grossing well thru midweek, John Vivona said.

Result was a total of around 20 concessions populating the midway, with 12 rides and office-owned shows, plus Pop Hillard's Unborn Show. Units working weren't breaking any records, it was reported, but there was money to be had.

The opening attendance Monday night (9) was close to 3,000 and the weather was favorable, altho Tuesday (10) saw spotty weather put a curb on adult patrons. It was Children's Day, however, which resulted in pretty good ride grosses from the determined kids.

Cortland Still Date Okay
Midway was up in plenty of time Monday following a mere jump of 20 miles from Cortland. The fair in that town was called off this year as a supermarket chain's purchase of property sliced the fairgrounds to where it couldn't take a giant-sized carnival as in the past. The Vivonas still-gated the Cortland grounds, got good promotion from the committee headed up by Lewis Hollister, and pulled out with satisfactory earnings. The event was ballyhooed as a "fun fair" and after the Friday (6) closing, the committee held a luncheon at which contracts were signed for a regular fair for 1955.

Operations went okay thruout the week with Danny Dell overcoming most obstacles except for a two-hour lapse on Tuesday night (3) which didn't amount to much. Harry Wilson's family matinee on Wednesday afternoon (4), the Thursday sunset matinee and Saturday's (7) kiddie matinee compared well with previous dates. Monday and Wednesday nights

were washouts due to heavy rain. Ithaca is the fair opener for Vivona. Running the office-owned shows are Tony Masiello, Teena and Gay Paree; Monica Day, Cindy; Ken Draucker, Monkey Motordrome; Frank Zorda, Side Show; Al Renton, Snake Show, and Pete Smith, Funhouse.

Southern N. Y. Tough
Ithaca is in a belt of several lower New York counties which have been pretty tough this season on traveling organizations. Difficulty with the locals proved the first stone wall that Danny Dell couldn't handle with ease, John Vivona said.

The No. 2 unit headed by Morris Vivona has been doing fair in its New Jersey route of bazaars and celebrations, it was reported. They played a firemen's fair in Butler, N. J., last week and next week will be at a South Orange Italian feast. Starting with the Leighton, Pa. Fair, a Labor Day date, the units will combine for the balance of the season.

Virgil Pierson Joins ACA Shows As Publicity Chief

SPRINGFIELD, Ill., Aug. 14.—Virgil E. Pierson has been signed to handle the press agent chores for the fair route of the Amusement Company of America, it was announced here this week. Pierson joined ACA at Chippewa Falls, Wis., and will remain with it for the '54 tour which ends in Beaumont, Tex., late in October. He will also handle publicity for the Alabama State Fair, Birmingham.

Press previews have been set for "Dancing Waters" at the Illinois State Fair here, Iowa State Fair and the Kentucky State Fair, he said. Special tie-in promotions with free tickets for the opening day performance of the water unit have been set for the entire route. Disk jockeys will tie-in on the promotion.

MURRAY MANAGER

Va. Greater Readies A Fair All Its Own

WEIRWOOD, Va., Aug. 14.—Altho playing their first fair this week, the Virginia Greater Shows top brass were busy shuttling between here and Keller, 20 miles away. The Keller Fair people decided after last season to drop the event, but Rocco Masucci worked out a plan whereby the show will handle the entire fair as well as play the date.

General Agent William C. (Bill) Murray, an old hand at such things, has been labeled fair manager, and has been lining up commercial and agricultural displays, grandstand entertainment and handling the thousand-and-one

other things that go with the job. Weirwood, meanwhile, opened pretty good Sunday (8) afternoon for the show, but business trailed off badly during the week. Thursday (12) was expected to be another big day for the annual, which usually does well on those two days.

Southland Better
In general, Virginia Greater's grosses are down somewhat for the season, but have been better since leaving the North, where the show was plagued by rain and cold from one spot to the next. One date in Maryland had to
(Continued on page 74)

IT RAINED CUSTOMERS

Palmetto Hits Oil: Boom Night in N. C.

WILSON, N. C., Aug. 14.—Palmetto Exposition Shows, operating strictly as a ride unit plus a couple of straight sales stands, chalked up one of the best nights ever for a show its size, last Saturday (7). It was an estimated \$2,000 night for eight rides.

Owner-Manager Milton McNeace had five major rides and three kiddie rides running to capacity in a Negro neighborhood until after midnight. The lot, four blocks from the heart of town, held as many as 1,500 persons at once, with lines of 50 patrons and more at every device. Veteran

carnival men who visited were astounded.

The wave of business started in midafternoon and there was no stopping it. Rides were going at a quarter for the major rides and the kiddie jeep, and 20 cents for the other little rides. McNeace immediately signed the lot for an additional week. It cost him \$10 for a city license, about \$50 for the lot, and \$54 for electricity for the week he had played.

Money for All

On the lot were a Merry-Go-Round, Ferris Wheel, Chairplane,
(Continued on page 74)

MIDWAY CONFAB

Mrs. M. L. Whiteside of Rogers Bros. Shows reports that Lake Boseley now has his wife and daughter with the show for the remainder of the season. At Sisseton, S. D., the Whitesides' house trailer was broken into and cash and personal papers were taken.

Christine Johnson, granddaughter of the Louis Johnsons, who have concessions on the Rogers org, celebrated her second birthday with a party, complete with a cake and a chicken dinner. All the personnel were invited and the youngster received many gifts.

Red Harrington, novelty and age and scale man on the Cumberland Valley Shows, is handling the promotion for the first annual Homecoming Celebration at Renfro Valley, Mount Sterling, Ky., for John Lair. Lair and his family own and operate Renfro Valley, a tourist spot on Highway 25, south of Lexington. The Valley is comprised of buildings which house quaint objects of interest and the Barn, from which emanates the 6:30 a.m. "Sunday Morning Gathering" over CBS, and the 7:30 p.m. Saturday night "Barn Dance," which goes out over WHAS, Louisville. Featured at the celebration, August 30-September 6; will be amusements, prizes, contests, and shows made up of radio and TV stars, among other events.

A. C. Eargle and Benny Bergon have rejoined the G. & B. Rides & Shows. Visiting the show recently were Mr. and Mrs. Ted Cole. . . . Mrs. Ina Beckwith, 16 Lewis Street, Haverhill, Mass., is ill and would appreciate hearing from friends. Her husband, Gerard, has been listed as missing since July 10.

Terry Lane reports from New Orleans that the Club My-O-My debuted its fall revue recently. Personnel in the cast include Carmen Navarro, Pepper Cortez, Terry Lane, Sandy Rodgers, Jimmy Callahan, Gene Abbott, Dale Leslie, Rikki Paige and Gene La Marr. . . . Jackie (Darling) Winn, 2015 North Atlanta Street, Tulsa, Okla., is confined to her home recovering from injuries sustained in an automobile ac-

cident July 17 at Veedersburg, Ind. She would appreciate hearing from friends.

Mrs. Betty Gilliaume, formerly of the Stipes Shows and now with the Badger State Shows, was a recent visitor with Mr. and Mrs. Bill Rowell on Rogers Bros. Shows. She reported a successful season to date. Mrs. Gilliaume is the widow of Steve Gilliaume. . . . Gertrude's United Shows recently completed 14 fairs and celebrations in Canada, Mrs. Bengé reporting business off 5 per cent in comparison with last year. After playing two Iowa fairs the show will head for Southern annuals and New Orleans winter quarters, according to Henry Shultz, The Billboard agent.

Mrs. Paul Kellow, of the Morris Hannum Shows, suffered a heart attack recently at Harrisburg, Pa. She will be sidelined for the rest of the year. Her husband was notified at Ionia, Mich., where he was playing a fair. Henry Mears, Lebanon, Pa., formerly with the Cetlin & Wilson Shows, worked for the Kellows at the Harrisburg stand. The Kellows' long-range shooting gallery has been put in winter quarters at Allentown, Pa. Son Jack purchased a Lincoln convertible when the show played Berwyn, Pa., recently. Steve V. Russell left the Hannum show to join Vivona Bros. Shows. . . . A good time was had by all at the Western Shows' seventh annual picnic at Lake Osooyoos State Park, Wash.

Joseph Lehr, spots worker, inks from Philadelphia that Sam Tassell is operating two units around that city and one at Beach Haven, N. J. Tassell's brother, Barney, has his own unit in Maryland. Lehr also reports that Otto Buckwall, formerly with the Endy org, is ill and confined at 6453 Frankford Avenue, Philadelphia.

Mr. and Mrs. Horace Williams, who have photos on the Georgia Amusement Company, were bruised in a recent crash near Franklin, N. C. Their car was demolished and Mrs. Williams spent a night in a hospital. . . . James

(Continued on page 63)

BILL HAMES SHOWS

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FREDERICKSBURG	AUG. 18-22	AMARILLO	SEPT. 20-25
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GAINESVILLE	AUG. 30-SEPT. 4	WACO	OCT. 1-9
MARSHALL	SEPT. 6-11	PARIS	OCT. 11-16
TYLER	SEPT. 13-18	PALESTINE	OCT 18-23

Followed by Fort Worth Stock Show, Houston Stock Show, Austin Livestock Show, Corpus Christi Buccaneer Days and Other Fairs.

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THERE IS A REASON . . .

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WANT — RIDES — WANT

ALSO CAN PLACE ONE GOOD ENTERTAINING SHOW AT OHIO STATE FAIR COLUMBUS AUG. 27 THRU SEPT. 3

WE CAN PLACE FOR THE GREATEST FAIR ROUTE IN THE U. S. INDIANAPOLIS, KNOXVILLE, NASHVILLE, HUNTSVILLE, TUPELO; COLUMBUS, GA., AND PENSACOLA, FLA., FOLLOWING. KID RIDES: KIDDIE WHEEL, KID MERRY-GO-ROUND, BOAT RIDE, JOLLY CATERPILLAR, BUGGY or CART RIDE ONLY.

CAN ALSO PLACE LOOPER & ROUND-UP FOR SAME ROUTE

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ONE OF THE LAST BIG ONES LEFT THIS SEASON

Opening Labor Day afternoon, continuing for seven days including Sunday

Community Fair—Centennial—Labor Day Combined in one—Sept. 6 to 12th inclusive

ODELL, ILLINOIS, on the streets

Everything open except Bingo, Popcorn, Floss, Custard, Glass. All Hanky Panks welcome but no strong outfits, no P.C. Can use Long and Short Range, Fish Pond, String Game, etc. Hanky Pank privilege \$50.00. If you want space saved, wire D.P. Agents wanted for office Hanky Panks. Want small Shows that can set on the streets. No Girl Shows or gypsies. This fair has always been a good one for me the last three years without Centennial, etc. No drought or labor lay-offs here. Last chance for that winter B.R. before going south. Also booking for Menard County Fair, Petersburg, Ill., August 24-28; Alexis, Ill., Fall Festival, Aug. 31 to Sept. 4. Also taking D.P. on Brown County Fair, Sept. 22-25.

IDEAL RIDES

c/o Fairgrounds, Rensselaer, Indiana, this week; Petersburg, Illinois, next.

FOR SALE—COMPLETE CARNIVAL

Outfit consisting of three-abreast Merry-Go-Round, No. 5 Eli Ferris Wheel, Allan Herschell Kiddie Auto Ride, Long Range Shooting Gallery, 25 Rifles, 1000 Loading Tubes, Walking Charley and Trailer, Evans Candy Race Track, B Concession Trailers (new this season), one 50 AC 50 kw. Diesel Light Plant mounted on truck, one DC 35 kw. Light Plant also mounted on truck, Juice and Grab complete, Wheels, Games, etc. All can be seen in operation up to Sept. 5.

MIKE PRUDENT

124 CEDAR AVE., PATCHOGUE, N. Y.

FLOYD O. KILE SHOWS

Want for Ringold Co. Fair, Mt. Airy, Iowa, Aug. 17-21; then B-line for Dixie; let's go if you are going. Tri-County Fair, Mt. Grove, Mo., Aug. 23-28; Wright Co. Fair, Mansfield, Mo., Aug. 30-Sept. 4; Douglas Co. Fair, Ava, Mo., Sept. 7-11; then Arkansas. CONCESSIONS: Diggers, Glass Pitch, 5¢ Roll, Cork Gallery, Coke Bottles, Darts, Sets, Spindles, Stock Stores of all kinds. POSITIVELY no grift on this show; must throw stock. BINGO open. Foot-Longs, Grab or Cookhouse. SHOWS: Snake, 5-in-1, Mechanical Show, any Show with flash and ability. We give you people. RIDES: NO, we have enough.

All replies to FLOYD O. KILE, Mgr., as per route

WANT MOTORDROME GIRL RIDER

(\$100.00 per week)

TALKER FOR DROME (PERCENTAGE PLUS GUARANTEE)

ADDRESS:

JOSEPH PELAQUIN, LION MOTORDROME

c/o JAMES E. STRATES SHOWS, Hamburg, N. Y., this week.

BIG STATE SHOWS

Want for All Fairs—Kansas, Oklahoma and Texas—Start August 16

Bingo for balance of season. Book Six Cats, Diggers, Mitt Camp, Hanky Panks of all kinds. Agents for Peek Store, Count Store and Skillo.

Wire Concessions Mgr. TEL HAYWOOD

Sylvan Grove, Kan., Aug. 16-19; Minneapolis, Kan., 19-21. All Fairs till Nov. 30.

BLUE RIBBON SHOWS

Want for Upper Peninsula State Fair, Escanaba, Michigan, Aug. 24-29

1 or 2 more Shows—straight sales. Want Caterpillar Foreman, \$50 a week plus 5% of the gross.

This week Warsaw, Wis., Aug. 18-22.

STATE FAIR SHOWS

Want now for Osborne, Kan. (County Fair), Aug. 16-21; Hardtner, Kan., Fair, Aug. 23-28; South Haven, Kans., Fair, Aug. 30-Sept. 1; then the big Eastern Oklahoma Oil Exposition, Henryetta, Okla., Sept. 3-6; Holdenville, Okla. (County Fair), Sept. 8-11; McAlester, Okla. (County Fair), Sept. 12-18; Bristow, Okla., Fair, Sept. 20-25; Hillsboro Tex. (On Courthouse Square); Stephenville, Tex. (100th Year Centennial) to follow. Concessions all open. Want Stock Concessions of all kinds. Diggers, Shooting Galleries, Ball Games, Strings, Fish Pond, also Ducks. Will place any legitimate Concession. Want one Bucket Agent who will work as told. Want Agents for office-owned stock concessions. Will book any Show on the road as I have none (do have some equipment). What can you frame or what do you have? Good deal. Want Help on all Rides. If you do not drink and can drive, come on, QUICK. NO STILL DATES LEFT—ALL FAIRS AND CELEBRATIONS. NO RACKET—FREE GATE—FREE ACT. Wire E. J. MORRIS, Owner, Osborne, Kans., now.

STOCK TICKETS

1 Roll\$ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 18.75
50 Rolls 24.90
100 Rolls 44.00

ROLLS 2,000 EACH

Double Coupons
Double Prices

No C.O.D. Orders
Size: Single Tkt., 1x2

We Manufacture
TICKETS
of every description
Wheel tickets carried in stock for immediate shipment.

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Toledo 10, Ohio

SPECIAL PRINTED
Cash With Order. Prices

Roll to Machine	2,000\$ 6.90
	4,000 7.80
	6,000 8.70
	8,000 9.60
	10,000 10.50
	20,000 15.50
	100,000 33.00
	500,000 139.00
	1,000,000 258.00

Double-coupon, double price

ACA in Strong Start At Ill. State Fair

Scores Big Increase on Kids' Day; Gets in Added Preview Operation

SPRINGFIELD, Ill., Aug. 14.—Amusement Company of America, which chalked up excellent business at Northern Wisconsin District Fair, Chippewa Falls, last week, got away to a flying start at Illinois State Fair this week, its second fair date of the season.

The ACA squeezed in a preview and good ride business Thursday night (12) between 7 and 11, a new departure here. All rides operated, but game concessions and all but one show marked time until the fair's regular opening the following day.

Let 'Em In Free

The one show, "Dancing Waters," which operated at the preview, did so as a free show. The offer of free admission to this attraction was given strong advertising and was credited as being the main reason why 7,500 persons showed up on the midway to give rides a brisk workout. Some 5,000 persons took advantage of the free admission to see "Dancing Waters."

Thus ACA officials launched the water unit here with a powerful word-of-mouth campaign and at the same time garnered ride income which the show had not received here before, as the rides heretofore had opened on Friday.

Cuffo admission to "Dancing Waters," designed to give the attraction a flock of pluggers, was continued on a limited basis Friday (13), Kids' Day, when mop-

pets were allowed in free until 6 p.m.

Friday's ride and show gross for ACA topped that of the same day last year by 17 per cent, even though drizzles fell intermittently during the evening hours.

Line-Up Shuffled

The midway line-up, again set in Happy Hollow, looks quite unlike last year. Given prominence at the entrance are "Dancing Waters" and a battery of kid rides, whereas last year game concessions formed the entrance to the midway. Another difference is that there are fewer game concessions, the result of a hike in rates by the fair, with an accompanying reduction in the number of concessions sold.

Ideal weather prevailed here this morning as the fair entered the second day of its 10-day run. Show personnel are looking forward to a whopping day Thursday (19) when President Eisenhower is to be at the fair, and also to two big weekends.

The Latin-American show, jointly operated by Charlie Taylor and Charlie Teichner, joined the ACA line-up here.

The Chippewa Falls, Wis., Fair, played last week, yielded ride and show grosses close to 25 per cent higher than in '53. Better weather was a factor in the bigger business. So, too, was the strong business given to "Dancing Waters."

GIFT TO NSA

Plaque to Be In Memory of Linderman

RALEIGH, N. C., Aug. 14.—The move to present a plaque to the National Showmen's Association in memory of the late Max Linderman, of the World of Mirth Shows, gained strength this week in the form of an appeal to all North Carolina fairmen by Norman Y. Chambliss of the Rocky Mount Fair.

Chambliss wrote the State fair association's Bulletin and included a request for funds for the plaque. The goal of \$500, he said, has been subscribed to the tune of \$386. It is planned to present the plaque in November, probably at the annual banquet.

The fund request recalls that Linderman "did so much, many years back, for the good of fairs in North Carolina."

Wade Greater Tops '53 Biz Thus Far

BLUFFTON, Ind., Aug. 14.—Wade Greater Shows, here this week in its seventh week under the direction of Cameron D. Murray, has been racking up good business, running ahead of last year at nearly every stand. Some dates have shown an increase of as much as 25 per cent over '53, Murray said.

In addition to Murray, staff includes Mrs. Gladys Schaum as secretary-treasurer, assisted by Mrs. Mona Murray; Buster Crossland, general superintendent, and Hans Hansen, painter-builder. Line-up includes Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Rolloplane and three office-owned kid rides. In addition are Jean Avery's Octopus, and Herman's ponies. On the front end, Charlie Chickenspire has the long range, Dwight Bazinet several concessions and Little Joe Miller with several.

Cetlin-Wilson Gross Increases at Ionia

IONIA, Mich., Aug. 14.—Cetlin & Wilson Shows tasted some good rides and show business here at the Ionia Free Fair this week, but "Dancing Waters," a unit operated under the banner of Floyd E. Gooding, laid an egg.

C.&W.'s rides and shows turned in slightly higher grosses than they did here last year. This, in part, was in line with the fair's increased attendance.

Concessionaires Idled

The C.&W. game concessionaires were idle this week, no games being permitted for the second year at the fair. Only age,

scales and short-range galleries worked, and the age and scales concessionaires were required to give out merchandise whether or not they guessed right.

"Dancing Waters" was given a good location, but it played to few people. The front built especially for it is well executed, one of the best if not the best looking of any framed for the many units out, and was constructed to last for years.

Use Regular Pitch

However, traditional methods of selling are being used on it. Starr De Belle, handling the advance, did a solid job with the press. Talker Bob Purvis worked in the conventional way. No strong effort was made to duke in midway patrons for free in sufficient numbers on opening day to get the word-of-mouth publicity on the attraction going.

The Gooding unit will operate with a Gooding show next week at the Berea (O.) Fair before moving into Indiana State Fair, Indianapolis.

The Cetlin & Wilson line-up was augmented here by Milo Anthony's Horror Show, Taylor's colored show and Yanell's Posing Show.

From here Cetlin & Wilson moves to Missouri State Fair, Sedalia.

FOR SALE

Ferris Wheel, Eli #12. Extra good condition, not junk. We are buying new 25. No transportation. Price \$4800 cash, no deals or propositions. Delivery can be had after Sept. 4. Can be seen at LEE BECHT AMUSEMENTS, Owensville, Ohio, Aug. 17-21; Clark & Cutter, Cincinnati, Ohio, Aug. 24-29; West Carrollton, Ohio, Aug. 31-Sept. 4. Perm. Address: P. O. Box 92, Cincinnati 31, Ohio.

CONCESSIONS WANTED

Lions Club Celebration, on the Streets, West Carrollton, Ohio, Aug. 31 thru Sept. 4th. Want Hanky Panks only—Fish Pond, Glass Pitch, Ball Games, Pitch-to-Win, etc. No flats or gypsies wanted.

LEE BECHT AMUSEMENTS, Owensville, Ohio, Aug. 17-21; Clark & Cutter, Cincinnati, O., Aug. 24-29; Permanent Address—P. O. Box 92, Cincinnati 31, Ohio.

T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL
AMERICAN T·E·N·T·S CORPORATION
One of America's Largest Builders of Fine Show Tents.
201 E. Water St. Norfolk 10, Va.
BILL SANDERS

ALL TYPES OF WHEELS

Mdse. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue Operated by Joseph Mandel
CARDINAL MFG. CO.
2944 West 28 St., Brooklyn 24, N. Y. ESplanade 2-7510

AGENTS

NEED 20 AGENTS FOR ONE OF OHIO'S BIGGEST FAIRS, STARTING AUG. 21, GREENVILLE, OHIO

Wire or come on.

No phone call please.

Contact

CHARLES KREKELER or GIL BUTLER
Owensville, Ohio, or Greenville, Ohio

WANTED

Legitimate Concessions of all kinds for Shinnston's Frontier Days Celebration September 16, 17 & 18, 1954.

We have choice spaces available along main streets at very reasonable rates. Call Shinnston, Phone #1954, or write to SECRETARY, Shinnston's Frontier Days, Inc., 421 Pike St., Shinnston, W. Va.

WANTED

Photo Booth Operators and Darkroom Workers; married couple preferred. Must be fully experienced.

BOB WICKS

Care Royal American Shows Superior, Wis.

WANTED

Magician or Pitch, also Sword Swallower, Juggler, or any Act for Side Show, also Ticket Sellers, Bally Girls, Mike Salerno, Echo King, Ford Raymer, what happened? Mickey Burkhardt and Regna Dempsey, contact Al.

L. B. MALOTT

Side Show, W. G. Wade Shows, La Porte, Ind., this week; Kalamazoo, Mich., to follow; then Michigan State Fair, Detroit. Long season to follow.

FOR SALE

Comic Headline Concession. Best 99.9% profit concession out. Selling because of going into service. \$200.00 Nolan proof press, new \$100.00 wood type, type case, newspaper, ink, ink roller, benzine can, press key, presslocks. All for \$200.00.

BOBBY'S

c/o Playland, Atlantic City N. J.

FOR SALE

48-ft. Round Canvas Pony Top for 6 or 12 ponies, D.C. 20 Kw. Light Plant, Steam Train and 3 Coaches, Mills Ice Cream Machines, two LeRoy Ride Motors, Arcade machines, Trunks, Spot Lights, Merry-Go-Round Eccentrics for 3-abreast, Popcorn Machines; Caramel Apple Sign, 4'x8' neon; Steam Tables. Priced to sell. **FAIRYLAND AMUSEMENT PARK, 3938 S. Harlem, Lyons, Ill. Ph.: Lyons 3-3279.**

TABLES & STEEL OR WOOD
CHAIRS
Folding or Non-Folding
Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed.
ADIRONDACK CHAIR CO.
1140 B'way, N.Y. (27 St.), Dept. T-2, MU 3-1365

WANT CARNIVAL

For ANNUAL DAIRY QUEEN FESTIVAL August 27-28, Portland, North Dakota.

Write

COMMERCIAL CLUB
Portland, N. D.

MARVEL SHOWS

Want for Bushnell Centennial Stock Concessions of all kinds. Can use Major Ride.
Springbay, Ill., August 19, 20, 21 and 22; Bushnell, Ill., Centennial, August 20 to 29. Contact
LEW REESE or EDWARD MARRIAN



MAKING MERRY AT THE RECENT 50th wedding anniversary shindig of the Sam Prells are several of the top names on the Prell's Broadway Shows' roster. From left are Johnny N. Hoffman, lot man; Patrick J. Finerty, concession manager, and the Charley Guttermuths. Guttermuth is ride superintendent and also operates glass pitch and French fries on the show. The event was held in Gene Boyle's Restaurant in Clifton, N. J. (The Billboard, July 31).

MIDWAY CONFAB

• *Continued from page 61*

P. Blake, former circus and carnival promotion man, was killed recently in a car collision near Terrill, Tex. Blake, who had been publishing the Texas Oil Review, was formerly with the Hames and Tidwell shows as well as the Polack and Ringling circuses. His brother, D. D. (Tex) is with Carl Lauther's Side Show on Happyland Shows.

Mrs. Norman Anderson, wife of the bingo op on Gold Medal Shows, was guest of honor at a birthday party held in Red Flanagan's compartment on the Denton org's train. In addition to many gifts, she was presented with a new set of golf clubs by her husband. Ferns on hand for the festivities included Sis Campi, Marie Claman, Rose Allen, Frankie Lou Woods, Toni Mohr, Mickey Lakobie, Irene Denton, Essie Harris and Mabel Steinfeldt.

Dwight Bazinet, veteran concessionaire, infers he's enjoying good business on the front end of Wade Greater Shows. . . . Junior Bertam Hassett has taken over the emcee chores on Hodges' Side Show with the William T. Collins' Shows. Hassett reports he plans to again take his Siamese twin girl, Louise Logsdon to Florida fairs this winter.

William (Bill) Dyer, proprietor of the show bearing his name, writes that co-operation of grandstand acts at the Manchester, Ia., fair helped to rack up a good week for the carnival. Thrill show also drew in a thumping crowd. . . . Hank Dial, concessionaire, returned to the Dyer show after a sojourn in an Iowa City V. A. hospital.

Mrs. K. L. Harris, candy floss op on Gold Medal Shows, left that org after its Canadian tour to take her son to school in Missouri. She will rejoin her husband in West Virginia. E. R. Will, candy pitchman on the Tophat revue with Gold Medal, closed after the Canadian circuit to join ACA Shows at the Illinois State Fair, Springfield.

J. C. Weer has been visiting his mother in Adrian, Mich., He

HANKY PANKS

It's going to be a long Winter if you don't dress up that stand of yours.

- Six Cats, 2 Styles . . . \$12.00 & \$15.00
- Punks, Doz. 36.00
- Dart Boards, Sponge Rubber, Ea. . . 20.00
- Free Charts with same
- Slot Rolldown Over 30 Under 11, 7' Tables, Ea. 50.00
- Buckets, Hexagon Shape, Original Oakes Style, Ea. 55.00
- Pitch-Till-You-Win Blocks, Ea. . . 3.00
- Hoop-La Boxes, Set of 30 50.00
- Bottles & Bottle Game Stands, Huckley Buck Kegs, Ea. 30.00
- Dam Family Ball Game, Ea. 60.00
- Add-a-Ball Counter Game, Ea. . . 35.00

Most of these Games work for quarters. Are ready for delivery now. Send deposit with all orders. Air Express is right around the corner if you need immediate shipment. Order by Air Express but we must have a deposit.

RAY OAKES & SONS
P. O. BOX 4344 - TAMPA, FLORIDA
Telephone 80-2121

renewed acquaintances on Joe Frederick's Motor City Shows at Toledo and has been spending some time with W. G. Wade, who is recuperating at his sister's Adrian home, following a recent illness. Weer's son, Johnny Jr., will enter Georgia Tech this fall where he will major in electrical engineering.

Mr. and Mrs. Clif Wilson were in Chicago last week after spending some time in Cincinnati.

Mrs. Jack Dickstein, wife of the former president of the Michigan Showmen's Association, is ill in Providence Hospital, Detroit, following major surgery. Dickstein handled production of acts for the Detroit Police Field Day, August 7-8, for the seventh consecutive year.

Bertie Perrot was guest of honor at a recent surprise birthday party held in Russell's Point, O. Well-wishers, in addition to her husband, Bill, and her mother, Mrs. Frank Dibert, included Dave Pickard, Mac McDonald, Leo Bergman, Rita and Lou Handle, Mary and Joe Wesloski, Lee and George Harris, and Joyce and Kelley Kelley.

Josephine Haywood, concession op for John Gallagan, and winner of America's Miss Outdoor Show Business contest last year, was royally entertained in Lorain, O., last week. Hosts were Jerry Murad's Harmonicats, who were appearing at the Show Boat there.

Still-dating Cortland, N. Y., only 20 miles from their fair opener in Ithaca, the Vivona Bros.' Shows were looked over by the fair board who complimented John and Moe Vivona who laid out the midway. Also dropping over were thrill show producers Buddy and Ray Wagner. Front-end boss Danny Dell and his wife Rosita were entertained at a staff party August 12 on their 12th wedding anniversary. Mike Roman's cookhouse is being replaced on the show by Ray Ryan's. Roman, who has had one of his best seasons plans retirement. Frank Zorda is off the sick list again and is operating the office-owned Side Show.

A dozen more National Showmen's Association membership forms came into the New York office last week from Louis Light, of the World of Mirth Shows in Preque Isle, Me., to give him the lead in the club's gold card derby. Also in the running are Max Tubis and Sam (Sambo) Peterson, each with 20 of the required 50 members.

The Bangor (Me.) Daily News recently gave a healthy heaping of publicity to the Hamid office, including a biography of Joe Hughes, and plenty of pictures of the Four Seasons Revue.

Mr. and Mrs. Toby Kneeland were hosted by Mullins Royal Pine Shows personnel at a 27th anniversary party recently, at Lubec roadhouse in Maine, and were recipients of many gifts. Also on the show, Claudette Acorn is engaged to be wed shortly to concession agent John Kelly. Her father, Ludger Acorn, better known as Young Quack Donahue, ex-featherweight champion of New England, has the cookhouse and is doing great this year. Frank (Shrimpy) Rappaport is concession manager and has as

(Continued on page 65)

CONCESSIONERS AND SHOWS, LOOK THIS LIST OVER CRAFTS 20 BIG SHOWS CAN PLACE FOR THE FOLLOWING FAIRS:

- Merced, Calif., Fair, Aug. 25-29
- Gilroy Gymkhana, Sept. 1-6
- San Mateo Community Fair, Sept. 8-12
- Lodi Grape & Wine Festival, Sept. 15-19
- Watsonville, Calif., Fair, Sept. 23-26
- Fresno District Fair, Oct. 1-10
- Hanford, Calif., Fair, Oct. 13-17
- LaMont Cotton Carnival, Oct. 20-24
- Blythe Fall Festival, Oct. 27-31
- Arizona State Fair, Phoenix, Nov. 5-14

NOW BOOKING SHOWS AND CONCESSIONS. WILL FURNISH OUTFITS FOR SIDE SHOW AND GIRL SHOW. CAN BOOK TWO GRIND SHOWS, MOTORDROME, ILLUSIONS. WHAT HAVE YOU?

CRAFTS HAS CONTRACT FOR UTAH STATE FAIR SALT LAKE CITY

SEPT. 16-26 Inc.

Attendance 250,000. Uptown location. Now booking Rides that do not conflict. Shows and Concessions. Space \$12.50 per ft. for this MAJOR WESTERN FAIR. No girl shows or flaties here.

Wire—Write or Phone

CRAFTS 20 BIG SHOWS

7283 BELLAIRE AVE. NORTH HOLLYWOOD, CALIF.
Phone: POplar 5-9997
Or Crafts per Billboard route



HEAR YE!!!

Mt. Pleasant
Aug. 24-28

HEAR YE!!!

Can place for the following Fairs—All in Michigan
Ludington
Aug. 31-Sept. 4
Alpena
Sept. 6-11
DEFINITELY not the BIGGEST—POSITIVELY the BEST

HEAR YE!!!

Coldwater
Sept. 14-18

ATTENTION
Concessionaires. Can place American Palmistry (no gypsies), Arcade, Hi-Striker, Novelties, French Fries, Hanky Panks. (No racket.)

ATTENTION
Showmen. Can place Grind Shows, Human Oddities, Wildlife, Midget Horses. (No girl shows.)

ATTENTION
Ride Owners. Thanks for writing us, we answered all. Our Rides office owned.

Address all correspondence to CHARLES STEWART, General Manager, or O. BUCK SAUNDERS, Public Relations. As per Route.

W. R. GEREN Presents

MIGHTY

HOOSIER STATE

SHOWS

WANT FOR CLINTON COUNTY FAIR, Frankfort, Indiana, AUG. 22-28; and balance of season

HANKY PANKS, all kinds. Scales for Frankfort only. Eating Stands, High Striker, Ball Games, Pitch-Til-U-Wins, Hoop-La, Jewelry, Custard, Pitchmen or what have you. Want 2 Pottery Pitch or Glass Pitch for Frankfort. One for balance of season.

SHOWS: Any show except Girl.

This is one of Indiana's larger fairs. Racing afternoons and nights. All replies, Fair Grounds, this week Martinsville, Indiana. Phone Martinsville Fair Grounds—1900.

W. R. GEREN

C.S. PECK presents

KEY CITY SHOWS

WHY GO SOUTH—LOOK AT THIS ROUTE

WANTS FOR A STRONG ROUTE OF CELEBRATIONS AND FAIRS THROUGH
SEPTEMBER—CLOSE OCTOBER 3

LYONS, IND., FAIR, NEXT WEEK; THEN HENRY, ILL., FAIR; DUPO, ILL., LABOR DAY, NATIONAL BOAT RACES, DRAWS 40,000 PEOPLE; MONMOUTH, ILL., FAIR, THIS IS A BIG ONE; TAYLORVILLE, ILL., BEAN FESTIVAL ON THE STREETS; MAROA, ILL., CENTENNIAL, ON STREETS; THEN FINISH INSIDE CHANUTE FIELD AIR BASE OVER OCTOBER 1st PAYDAY.

CONCESSIONS: Hanky Panks—ESPECIALLY NEED—Photo, Short Range, Long Range, Coke Bottle, Cork Gallery, Novelties, Foot Long, Bottle Game. Gypsies and flat stores, do not bother me.

RIDE HELP—Second Men who drive and have license. Wire C. S. PECK, Brazil, Ind., this week; then per Route.

ROCKWELL SHOWS

Mike Rockwell . . . Owner-Manager

WANT FOR SOUTHERN AND NORTHERN UNITS

For Southern Unit—CONCESSIONS: Can Place Coke Bottles, Mug Outfit, Pitch-Til-You-Win, Add-Em-Up-Darts or any Hanky Panks that do not conflict.

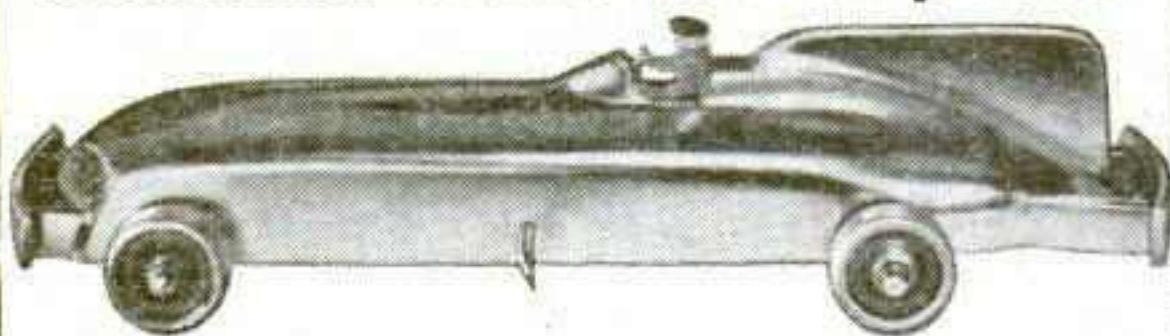
For Northern Unit—CONCESSIONS: Have a few concessions open, including Snow Cones and Candy Floss (Do not want Flat).

RIDES: Can Place One Flat Ride.

SOUTHERN UNIT
Burden, Kansas, Aug. 18-20

NORTHERN UNIT
Forsyth, Montana, Aug. 17-20

EVANS'

Streamlined Thunderbolt Bump Racer

Supplants the ordinary raffle wheels. Can be run where wheels are not acceptable. Precision built. Brightly nickel plated ball-bearing wheels. No overhead wires. Weight 18 lbs. Complete with bumper posts.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

H. C. EVANS & CO. 1556 W. CARROLL AVE., CHICAGO 7, ILL.



NORM COHN, left, with his grandparents, Rose and Harry Polish Fisher, on the occasion of his Bar Mitzvah in San Francisco. The Fishers are veteran show people and formerly operated the Golden West Shows. Norm is the son of Nathan Cohn, who was agent for the show before becoming an attorney in the Bay City.

**Estill County Fair, Irvine, Ky.
August 23 to 28
Laurel County Fair, London, Ky.
August 30 to September 4**

Followed by the LEE COUNTY FAIR & LABOR DAY CELEBRATION, PENNINGTON GAP, VA., and all Fairs until late November.

WILL PLACE CONCESSIONS: Hanky Panks, Merchandising and Outright Sales of all kinds. X OPEN on Custard, Hats, Novelties and Long Range. WILL PLACE SHOWS: Any Grind or Bally Show that does not conflict. Good opening for Animal, Monkey and Little Horses. All address this week:

JAMES H. DREW SHOWS

WESTERN UNION, LOUISA, KY.

**FOR SALE—A REAL BARGAIN
\$13,750.00 Cash**

Custom Made, Luxurious, Greyhound Type, Self Propelled
HOME OR OFFICE ON WHEELS

32 ft. long, extremely large luggage compartment for instruments, luggage, etc. Sleeps 10 people, air-conditioned, modern bath and shower, modern bar and kitchenette, mahogany paneling throughout, radio, hot water heat, electric refrigeration, wall-to-wall carpeting, completely soundproof, draw curtains, complete water supply and disposal tanks built in. Motor, air brakes, running gear, interior and all furnishings in new condition. Good for 75,000 miles or more without major servicing. Painted Greyhound blue and white. Dual rear wheels and air brakes. Will cruise 60 to 75 m.p.h. Could not duplicate for less than \$35,000. Photos furnished if interested.

Contact

H. Wooldridge, Memphis-Arkansas Speedways, Inc.

715 RIVERSIDE DRIVE, MEMPHIS, TENN.

PHONE 58622

WANTED

Ride Men to join at once for balance of season which ends in November. Preference given those who drive trucks and semis. Also have opening for Floss Candy and Penny Pitch Operators for office-owned concessions. Have room for a few more Stock Concessions. Remember, we know the spots and can place one more sensational Free Act. Also Grind Shows; must be clean and have own equipment. Route furnished to interested parties. All answers to

JOHN B. DAVIS

Long Beach Resort, Panama City, Florida, until Sept. 6; then as per Route.

**NORTHWEST MISSOURI STATE FAIR
BETHANY, MO., SEPT. 3 TO 10**

WANT CONCESSIONS: Age & Weight, Derby, Custard, Jewelry, Foot Long, Ice Cream, Grab, Ball Games and Hanky Panks. Also can place Buckets or Six Cats if you have Hanky Panks to go with same. Can place Motordrome, Snake, Monkey, Lung and Wildlife. Second Men who are truck drivers who can live on the lot without automobiles.

K. H. Garman, SUNSET AMUSEMENT CO.
Decorah, Iowa, Fair, this week; Monticello, Iowa, Fair, next week.

HOWARD BROS.' SHOWS

WANT FOR PENNSBORO, W. VA., FAIR, AUGUST 24 TO 28

Concessions of all kinds, Cook Houses, Popcorn, Novelties, Photos, Custard, French Fries, Waffles. Want Girl Show with own outfit, any Show of merit.

RAY HOWARD, Hilliards, Ohio, Aug. 16-21

AGENTS WANTED

Scale and Age, Six Cat, Balloon Darts, Buckets, Bat-a-Ball for Minnesota State Fair, Topeka Free Fair, Oklahoma State Fair. Tom Murray, Harold Weaver, Fred Booke, can use you. Phone or wire.

Sam Carson, care Geo. W. Nelson Shows, per route

WANTED

Foremen and Second Men on Tilt, Wheel, Merry-Go-Round; Chairplane and Kid Rides. Mechanic with tools. Fun House Operator. All must drive semis and have licenses. If you drink, don't come here.

LEO LANE SHOWS

Savannah Beach, Ga., until Labor Day; then 10 Fairs.

**WANTED WANTED WANTED
WILL BOOK FOR LAWRENCE, KANSAS, CENTENNIAL, SEPT. 23 THRU 28
DOWNTOWN LOCATION**

Major and Kiddie Rides. All legitimate Concessions. No Shows. No Mitt Camps. Will consider organized Carnival. Will sell exclusive on Novelties. Rogers Producing Co., management.
Contact PAUL T. HAAGEN
Centennial Headquarters, Phone 4825, Lawrence, Kansas.

**Myers Eyes
Bigger Gross
At Ore. Fair**

GRESHAM, Ore., Aug. 14.—West Coast Shows opened for 10 days Thursday (12) at the Multnomah County Fair, eager to see whether the expanded run would be reflected in a gross over that of the traditional eight-day fair.

Gen. Harry Myers brought in 12 major rides, 6 kiddie rides, 8 shows and 50 concessions to Gresham this year. Prices were unchanged from last year's appearance of West Coast here, and the lighting has been expanded to 18 towers. A new ride proving popular is the Eyerley Round Up.

Besides Myers, the staff comprises E. W. George Coe, business manager; Eddie Helwick, manager; Barbara Helwick, secretary; Virgil Lathiker, lot superintendent; Harry Baker, chief electrician, and W. H. Kuehl, electrician.

Red Hoblit is managing six concessions for Cecchini and Levaggi, with Hoblit operating the glass pitch; Lee Cole, milk bottles; John Lee, add pans; Fred Bullis, fish game; George Truman, nickel pitch, and Dale Woolstenhulme, can game. Lou and Ruth Korte are operating six concessions, their agents being Boston Kennedy, Joyce King, Hilton Hodges and Byron Collins.

Other concessionaires include:

John Ristick, swinging ball and cigarette shooting; agents, Steve Ristick and Frankie Ristick. Jack Christiansen, popcorn and candy; agents, Mr. and Mrs. Klann Grubbs. Mr. and Mrs. Clayton Phelps, short-range shooting duck. Mr. and Mrs. Tommy Syster, dart game and country store. Pat Sullivan, milk cans. Sammy Dolman, ada ball; agent, Maxie Hillman. Hunter and Murray Farmer, bingo, clothespin pinch and balloons. Lilian Schue, derby; agents, Roy Hogland and Roy Ward. Howard Anderson, ada ball; agent, Marshall Brown. Roy Wilson, long-range shooting. Edmund Kemp, novelty stands; agents, Carl and Adele Dennis, Jack Grimm and Bill Smith. Max and Gloria Tratch, dart tag. Mr. and Mrs. Sam Shaphran, country store. Gus Schue, derby. John Bartell, balloons. Kimmy La France, duck pond. Malcolm Greer, bird wheels; agent, Mrs. Greet. Wally O'Connor, jewelry. Cookhouse is managed by Johnny Miller, waiters being Harry Star, Joe Bohall and Bob Hooten. Cook is Gus Angus. Grab stand is managed by George and Mary Sykes.

**Ky. Spot Okay
For Page Bros.**

SOMERSET, Ky., Aug. 14.—Page Bros.' Shows trucked in here this week from Danville, Ky., where rain the first three days of the stand cut into crowds but the skies cleared at mid-week and show wound up with good gross.

Manager W. E. Page took delivery of a new Chevrolet two-ton tractor from the Ashland (Ky.) Chevrolet Company. Joe Edwards joined with four concessions, and Colon Leonard has framed a ball game to bring his total front end units to five. Johnny Sneed's wrestling show is leading the back end.

Charles Griggs, business manager, entertained members of the George W. Cole Circus advance crew at Winchester, Ky. Staff, in addition to Page and Griggs, includes Mrs. W. E. Page, secretary-treasurer; Colon Leonard, general agents; Charles Taylor and S. E. Ewing, billposters; Jim Shroot, operations superintendent; Bill Frazer, electrician, and Eli Johns, lot man.

DATE CANCELED

**Continental's
Late Switch
Saves Week**

ROUSES POINT, N. Y., Aug. 14.—A canceled fair date at Plattsburg caused Continental Shows to cast around this week for a last-minute substitute, and they hit a pretty good one here, at least thru mid-week.

The Roland Champagne outfit turned down Plattsburg after the grounds and midway location were deemed unsatisfactory. Monday night's (9) opening here, despite the show going in unheralded, was a pleasant surprise to both management and most concessionaires, being better by far than last year on the same lot. On the front end it was deemed a pretty good opening when compared with several others this season.

Good Move

Indications were that the substitute would prove a good move if the weather holds up. This will end the still date season, and to mark the event cookhouse operator Bill Gross pitched his yearly party in one of the Girl Show tops for everyone on the show. Fairs begin next week in Eastport, N. Y.

Newport, Vt., wound up okay last week with the weather being favorable except for Thursday night (5) when showers thruout the evening kept the turnouts down. Saturday afternoon (7) saw a quick storm hit just at the tail end of the matinee, too late to do much damage to business, and it cleared up in time for the 7 p.m. opening later.

**Mullins Okay
As Pre-Fair
Work Begins**

HARRINGTON, Me., Aug. 14.—Mullins Royal Pine Shows got off to a fair start here, but the rain which has trailed them lately struck again toward the end of the week: Clifford Mullins' show has been earning nicely when weather permits.

Fairs commence August 19 in Orland, and the rides and trucks are being painted and overhauled whenever there is a chance to get the work in. A new royal blue top will grace the Merry-Go-Round for the fair opener, and the office-owned Girl Show front has been extended to 54 feet, and has gotten additional lighting.

Trucks are getting a coating of the shows' colors, yellow and blue, and the office is getting the same treatment. New addition is the advance car, with a large clown's head alongside the show title.

Show got a tough break recently in Calais when two days of rain spoiled what had been looked for as the best date of the season.

**N. D. Biz Up 15%
For Carroll Org**

SPRINGFIELD, Minn., Aug. 14.—Veterans United Shows, which recently wound up their tour of North Dakota, found good economic conditions and resulting good grosses. Charles H. Carroll, owner, reported business this year in the Flickertail State was up about 15 per cent.

**WANT
CONCESSIONS**

**PHOTOS--EXCLUSIVE
JACKSON, MICH., FAIR
AUG. 29 - SEPT. 3, INCL.
Ex. on entire midway. Best location—reasonable privileges.**

**SEPT. 20-25—FREE STREET FAIR
HANNIBAL, MO.
Confections, Bingo, Games**

**SEPT. 27 - OCT. 2—STREET FAIR
PORTSMOUTH, OHIO
Eats, Drinks, Confections, Direct Sales**

**SEPT. 28-OCT. 2—MITCHELL, IND.
PERSIMMON FESTIVAL
Games, Confections, Direct Sales**

**OCT. 6-9 INCL.—ON STREETS
ELWOOD, INDIANA
Direct Sales Concessions only**

**GOODING
AMUSEMENT CO., INC.
1300 Norton Ave. Columbus, O.
University 1193**

**TELEPHONE SOLICITORS**

Phonemen wanted for Labor Day, Juvenile Delinquency and Columbus Day additions for State monthly. Good deal, immediate and steady work. No drunks, no collect calls accepted. We are growing and will select Branch Managers from this ad. Write or phone.

EDDIE GUTHERMANN
786 Broadstreet Newark, New Jersey
Phone Market 3-8990

**DON GILBERT'S SIDE SHOW
— WANTS —**

**FOR CALIFORNIA STATE FAIR AND
OTHER LARGE FAIRS:
TALKER WHO CAN CUT IT**

One strong Freak (Feature), also Magician and working Acts (Eddie McCue, contact). Per Route: Paso Robles, Calif., August 17 thru 24; Monterey, 25 thru 30.

FOR SALE

Long Range Shooting Gallery (Portable); mounted on trailer, including 14 Remington (Speedmaster). Tractor in very good shape. Also two Pitch-o-Matic Baseball machines and equipment. Have to sell, have another business. Name your price (cash only). Write to

Mr. Joseph Angioletti
c/o J & D Bar, 14 S. Warren St.
Trenton 10, N. J. Phone: EX. 43895

WILL BUY

PHOTO TRAILER WITH LIVING QUARTERS
With or without equipment
ROBERT WICKS
c/o ROYAL AMERICAN SHOWS
Superior, Wis., or per route

REWARD

For information concerning whereabouts of Everett and Dorothy Harris. Contact
JULES F. BROWN, Attorney
Lancaster, Wis.

**PETE NORMAN
WANTS 2 SIX CAT AGENTS**

for 8 Fairs beginning with Saginaw Fair in Michigan. Stash Rubin, call me. This week, Midland, Mich.; next week, Caro.

FOR SALE

Got To Go! COMPLETE CARNIVAL

Merry-Go-Round, Eli Wheel, Smith & Smith Chairplane, Roll-o-Plane, Office Trailer, Tables, Cable and Wire, Trucks and Trailers for each ride. All ready to go. No reasonable offer refused. Contact

FRANK GEISLER
3752 Cass Ave. Detroit, Mich.
Phone Temple 1-4807

Want—AGENTS—Want

For Six Cats, Pea Pool, Pitch-Till-You-Win

\$50.00 reward for information leading to recovery of 1944 Chevrolet Truck, 1954 Motor No. 3688771, License Number J-13-197, South Carolina. Green cab, red stake body, green canvas top, hookup extended for step up, shattered left window.

S. B. Weintraub
Care Don Franklin Show
This week Knoxville, Iowa; next week Iola, Kansas.

REITHOFFER'S

Want legitimate Concessions and Shows—Wildlife, Unborn, Snake, or what have you for following Fairs: Lowville, N. Y., Aug. 17-21; followed by Watertown, N. Y.; Morris, N. Y.; Lititz, Pa., and Bloomsburg, Pa.

P. E. Reithoffer Jr., Mgr.
REITHOFFER'S SHOWS

WANTED First Rate Carnival

to be engaged one week late August or September. Must be good, clean show. Contact
EDWARD M. HUNTER, Adjutant
Post 203, American Legion
Pearisburg, Virginia

UNUSUAL OPPORTUNITY FOR GOOD BINGO MANAGER

Must know all angles and work choice Bingo and Jackpots, also know how to buy Merchandise for my Southern Fairs starting Aug. 30. Must be reliable and have good references. Apply to

JOHN GALLAGAN
c/o Fair Office or Rumley Hotel, Logansport, Ind. this week; Corydon, Ind., next week.



Strange and Weird Attractions
Shrunken Heads, Ape Boy, Wolf Boy, Devil Child. Many others. Your ideas made up. Write for Folder Free.
TATE'S CURIOSITY SHOP
3858 E. Van Buren St.
Phoenix, Ariz.

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.

SIDE SHOW PEOPLE WANTED

FREAKS AND NOVELTY ACTS, TWO FRONT TALKERS; ALSO INSIDE LECTURER, TICKET SELLERS, HANDY MAN (must be good Semi Truck Driver). FOR THE TOP DATES IN CANADA AND THE UNITED STATES. ALSO BOOKING ACTS FOR BELMONT PARK FOR 1955. ALL PHONE, WIRE OR WRITE.

PETE KORTES
BELMONT PARK, MONTREAL, QUE., CAN.—UNTIL AUG. 22; THEN CANADIAN NATIONAL EXHIBITION, TORONTO, ONT. (c/o CONKLIN MIDWAY OFFICE)—AUG. 24-SEPT. 11; WESTERN CANADA EXHIBITION, LONDON, ONT., CAN.—SEPT. 13-18; MID-SOUTH FAIR, MEMPHIS, TENN.—SEPT. 25-OCT. 3; STATE FAIR OF TEXAS, DALLAS, TEX.—OCT. 9-24; TO BE FOLLOWED BY SHRINE CIRCUS, HOUSTON, TEX., FOR TWO WEEKS.

T. J. TIDWELL SHOW

Want for Perryton, Texas, Birthday Celebration, Aug. 16-22—Others to follow
This is the Big One—you have plenty of time to make it after you read this. Actual Celebration Aug. 19-22. Wire for placements now.
Can place Concessions of all kinds. No exclusive except Popcorn. Can use flashy Popcorn complete, Photos, Long and Short Range Shooting Gallery. Need Ride Men in all departments. Experienced Ride Foremen who drive semis and can stay sober. Ticket Boxes and Concessions for wives; Foremen for Little Dipper, Merry-Go-Round, Wheel, Kiddie Car and Boat Ride, Tilt, Elephant Man to handle Queenie. Smitty and Yawger, come on. Have good frame-ups for Girl Show and Snake Show. Also play territory they can make money. Will be located and up in Perryton—ready to be occupied.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

MIDWAY CONFAB

Continued from page 63

agent Jack Stern, Cappy Nuskind, John Kelly, Rack Ray and China Jackson, all of whom are having a pretty good season.

Frank Bergen reports that a National Showmen's Association drive, sparked by Louis (Dada) King, has resulted in the entire front end of the World of Mirth Shows being signed up as members. Richmond Cox, show publicist, landed heavily in Bangor, Me., with a front-page picture every day in the daily news. Dick Bronson, of WABI-TV, old friend of Cox, helped with a 15-minute film of the unloading, setting up, behind-the-scenes stuff, and trailer life. The station covered the fair with TV stories every day.

Herb Kaufman, son of Al Kaufman, concessionaire with the Wallace Bros.' Shows of Canada, is to be discharged from the Army August 25 after serving two years with the intelligence service at Fort Meade, Md.

Phil Cook buzzed hundreds of ears and landed a gang of Miami Showmen's Association members as he began his annual trek thru the South last week. Among those signed up was Milton McNeace, owner of the Palmetto Exposition Shows.

Mighty Page Shows, caught in Roanoke Rapids, N. C., saw the MSA executive secretary visit with owner Bill Page and his staff, plus Curtis M. Rumley, well-known promoter of fairs, and the following members of the organization: Jack Stone, Anthony Buzzella, Emile Ruscitto, bingo operator; Mickey Vagell, custard and hanky panks, Louis (Murphy) Rosenberg, and Gary E. Wells.

On the Ross Manning Shows fair lot in Spray, N. C., Cook met Ross and Gladys Manning, Colonel Cykes, Dutch Whitside, Tommy Carson, Al Larney, Arthur McBroom, Ken Finley, Bob Curtis, Earl E. Hall, Ed Rossi, L. E. Barnes, Sam Palitz, John Lash, John Hagler Jr., Joe Corey, Frenchy Paquin, Sam Byers, John De Witt, Frank Andreano, William E. Martin, William L. Hurst, Jim Flood, Lou Meyers, James Bailey, Spotsie Motola, J. B. Williams, Barney Colt, Danny Doolley, Woody McBride and Howard R. Drayer, manager of Jones' bingo.

Lloyd D. Serfass, co-owner of the Penn Premier Shows, staged a surprise birthday and coming-home party for his wife in the Scenic Room of the Nixon Hotel, Butler, Pa., Wednesday (11). Mrs. Serfass has been in Tampa supervising the building of their new home. Among those present at the party were Al Boxall, Mr. and Mrs. Frank Long, Bill Keith, Mr. and Mrs. Harry (Buster) Westbrook, Mr. and Mrs. Murray Levitt, Jack Levitt, Mr. and Mrs. Leonard Lampell, Mr. and Mrs. Tobey Turbin, Tony Fistintenio, Art Radtke, Dutch Ross, Mr. and Mrs. Jackie Earl, Mr. and Mrs. Charlie Allen, Mr. and Mrs. Cash Miller, Mr. and Mrs. Charlie Zerm, Mr. and Mrs. Frank Tezano, Red Crawford, Blinkie Bernstein and Red Spaulding.

MISSOURI STATE FAIR

Sedalia, Mo., Aug. 20th to 29th incl.

ALLEN COUNTY FREE FAIR

Ft. Wayne, Ind., Sept. 1st to 6th incl.

READING FAIR

Reading, Pa., Sept. 11th to 19th incl.

CAN PLACE—For long circuit of Major Fairs ending in November, Fly-o-Plane, Roto-Jet, Spitfire, Roll-o-Coaster, Little Dipper, Octopus, Scrambler, Round-Up or any Ride not conflicting. Will furnish wagons if needed. No Kiddie Rides wanted.

CAN PLACE—All Legitimate Merchandise Hanky Panks and Eating and Drinking Stands, High Striker, etc.

CAN PLACE—Experienced Workmen in all departments in all places for long circuit of fairs.

All Address

CETLIN & WILSON SHOWS As Per Route

UTAH STATE FAIR SALT LAKE CITY

SEPTEMBER 17-26 INCLUSIVE

ATTENDANCE 250,000—UPTOWN LOCATION

NOW BOOKING CONCESSIONS

SPACE \$12.50 PER FOOT FOR THIS MAJOR WESTERN FAIR. HAVE OUTFIT FOR SIDE SHOW IF YOU HAVE BONA FIDE ATTRACTIONS. CAN BOOK TWO GRIND SHOWS WITH OWN OUTFIT.

WILL BOOK RIDES THAT DO NOT CONFLICT

Can place sober, reliable Ride Help and Ticket Sellers. Extra mileage money for good Semi Drivers. Long trip to Fresno, Calif., after Salt Lake City. No Gypsies, Girl Shows 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.

WANT FOR CUMBERLAND COUNTY FAIR

GREENUP, ILL.

7—BIG DAYS—7—STARTS SUNDAY, AUG. 22, THRU SATURDAY, AUG. 28.—7—BIG NIGHTS—7
THEN SOUTH FOR 12 CONSECUTIVE FAIRS—OUT UNTIL NOV. 15—CLOSE IN FLORIDA.

- CONCESSIONS
- CONCESSION AGENTS
- RIDES
- SHOWS
- RIDE HELP

Eating Stands, Popcorn, Floss, Snow, Custard, Novelties, Scales and Age, Ball Games, Hoop-La, String Game, Arcade, Long Range Gallery and any Merchandise Concessions. Will book Buckets and one Merchandise Wheel to party who can take orders.

One Agent for Skillo and Short Range Shooting Gallery, also experienced Agents for other Hanky Panks. Jack Vinson wants Bingo Counter Men, Agents for Glass Pitch and general Concession Help. (Those who drive Semi Trucks given preference.) If you drink, save both yourself and the manager trouble, as no drinking is tolerated here.

For our string of Southern Fairs: Caterpillar, Rock-o-Plane, Dark Ride, Round-Up, Scooter, Octopus, Spitfire, Live Pony Ride or any Ride not conflicting.

Fun House, Side Show, Motordrome, Wildlife, Glass House, Mechanical City or any well-framed Show. (Have 150 Ft. Banner Line, Top and Semi Truck for Side Show Operator. Must have own P.A. Sets, Banners and Help for same, including Truck Driver.) Can place Help for Colored Show.

Foremen and Second Men for office Rides. (Must be licensed semi drivers.) No drunks tolerated.

All replies to **E. L. YOUNG, Mgr., STERLING CROWN SHOWS**
VANDALIA, ILL., thru Friday, Aug. 20; then GREENUP, ILL.

Morris Hannum Shows

One of the Great Eastern Shows

THE GREAT DALLASTOWN, PA., FAIR, AUG. 23-28

New York Vaudeville Acts on stage nightly. No unemployment here. Followed by Mansfield and Ebsburg Fairs.

SHOWS—Monkey Show, Mechanical, Arcade. Good opportunity for Motordrome. Long route of street fairs after Labor Day.

RIDES—Caterpillar, Looper, Comet and Whip.

CONCESSIONS—Show Cookhouse, Age and Scale, Photos, Novelties, Jewelry, Eating Concessions, Ball Games, Basket Ball, Glass Pitches, one Wheel and one Grind Store.

All replies to **MORRIS HANNUM**

Fairgrounds, Kutztown, Pa., Phone Kutztown 2641, this week; then Colonial Hotel, York, Pa., August 23-28.

PENN PREMIER SHOWS

worlds * cleanest * midway

GREAT INDIANA, PA., FAIR

6 DAYS AND NIGHTS — AUGUST 23 TO 28 INCLUSIVE

followed by SOMERSET COUNTY FAIR, Meyersdale, Pa.

- CONCESSIONS
- SHOWS
- RIDES
- HELP

Can place Age & Scales, Novelties, Water Games, Ball Games, Eating Concessions, Grab, Hats, Basket Ball, Glass Pitch, etc. Can place one Grind Store and one Wheel if you have Hanky Panks. Contact Harry (Buster) Westbrook, Huntingdon Hotel, Huntingdon, Pa. (Ghost, call me.)

Can place Monkey Show. We have banners, top and sound. Good proposition. Can place Wildlife or any other Shows not conflicting. This is the strongest route of Fairs in the East. Can also place good Geek for Geek Show. Can place Talkers and Grinders for Shows who can cut it.

Can place Little Dipper, Fly-o-Plane, Caterpillar or any Ride not conflicting. MAN TO HANDLE TWIN WHEELS and have them up on Monday. Salary no object if you can handle it. Can place good, reliable Help all around. Pay every week. Semi drivers preferred. SCENIC ARTIST to join on wire.

Address all wires and mail to **LLOYD D. SERFASS, Gen. Mgr.**
Huntingdon, Pa., this week, followed by Indiana, Pa., Fair. Phone calls to Huntingdon County Fairgrounds.

VIVONA BROS. Combined SHOWS

CAN PLACE FOR MADISON COUNTY FAIR, BROOKFIELD, N. Y. WEEK AUG. 23rd, AND 12 MORE WEEKS OF TOP NOTCH FAIRS

CONCESSIONS—Hankys of all kinds, Eats, Drinks, Novelties, Hats, Buckets, Derby, Cat Racks. Danny Dell wants Cat Rack Help for five big Fairs. SHOWS—Complete Jig Show, we have complete outfit, Wildlife or any good Grind Show. Tony Masiello wants Dancing Girls, Terry Bennett, contact. Help on all Rides, must have license and drive semis. NOW ACCEPTING DEPOSITS FOR LEHIGHTON, PA. Address Henrietta, N. Y., this week.

WEST VIRGINIA STATE FAIR
Ronceverte - Lewisburg, week of August 23.

ROANOKE, VIRGINIA, FAIR & EXPOSITION
Week of August 30.

STAUNTON, VIRGINIA, AUGUSTA COUNTY FAIR
Week of September 6.

AND ALL FAIRS UNTIL THE MIDDLE OF NOVEMBER.

CONCESSIONS: Legitimate Merchandise Concessions of all kinds. No exclusives.

CAN PLACE SHOWS: Wildlife, Motordrome or any money getting attractions.

RIDES: Tilt-a-Whirl, Octopus or any Dark Ride not conflicting.

RIDE HELP: Merry-Go-Round Foreman and Ride Help on all Rides.

Address All Replies to: **JOHN H. MARKS SHOWS**
Galax, Virginia, this week, then as per route.

MONTGOMERY COUNTY FAIR
GAITHERSBURG, MARYLAND, NEXT WEEK, AUGUST 23 THRU 28

Can Book Novelties, Custard, Floss, all types Legitimate Game Concessions. Shows appealing to Families. This Fair located in second wealthiest county in U. S. 90,000 attendance. Contact:

BEAM'S ATTRACTIONS
Bel Air, Maryland, this week.

P.S.—Want experienced Ride Men for all rides who can drive. Griddle Man and other Cookhouse Help.

STAMFORD, CONN., FAIR
LAST CALL
AUG. 23 THRU 28

Want Bingo, Custard and Stock Concessions of all types. RIDES: Due to disappointment will rent or book Merry-Go-Round for \$300.00; other Rides not conflicting. SHOWS: Anything of merit. All answers to

STAMFORD RECREATION, 109 Atlantic St. (Phone 48-3235), Stamford, Conn.

PLAİK ROAD BUSINESS MEN'S CELEBRATION
ALTOONA, PA., WEEK AUGUST 23

Want Basket Ball, Ball Games, Duck Pond, Fish Pond, High Striker, Novelties, Slum Spindle, Pitch Till You Win, Hoop-La, Candy Floss, Six Cats, Buckets, Balloon Darts, Photos, American Palmistry, Long or Short Range Gallery, Glass Pitch. Want Girl Show, Monkey Show, Snake Show, Side Show, Wildlife, Want Truck Mechanic, Truck and Tractor Drivers, Chairplane Foreman, Spitfire Foreman, General Ride Help, Agents for office Hanky Panks. Joe Reynolds, let me hear from you. All replies:

GEORGE CLYDE SMITH SHOWS
SCALP LEVEL, PA., THIS WEEK; ALTOONA, PA., NEXT WEEK.

ANCHOR TENTS

CONCESSION, BINGO TENTS, RIDE T.O.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

THE GREAT GRANGERS PICNIC FREE FAIR
WILLIAMS GROVE PARK & SPEEDWAY
MECHANICSBURG, PENNA.
AUGUST 29 TO SEPTEMBER 6 INCLUSIVE
WANT—Independent shows and concessions—nothing strong.
Write—Wire—Phone—
BOB RICHWINE

JOE SCIORTINO WANTS

For following Fairs: La Porte, Ind.; Kalamazoo, Mich.; Detroit, Mich.; Hutchinson, Kan.; Memphis, Tenn.; Dallas, Tex.

GIRLS for Posing Show. Experience not necessary but must be attractive. GIRLS for Hawaiian Show. State experience. CANDY PITCHMAN. RANCE, WIRE AND COME ON. LILA CHAN, wire immediately.

JOE SCIORTINO
c/o W. G. WADE SHOWS LA PORTE, IND.

WANT

Concessions and Shows for Stockton, Kansas, Fair, Aug. 23-27; Five-State Fair, Liberal, Kansas, Sept. 1-6. Ride Men who drive, come on; top wages.

Wire or Phone
Manager, F. C. BOGLE SHOWS, INC.
Wakeney, Kansas, Fair, this week.

WANTED

Musicians and Chorus Girls; Dancing Teams, no sticks; A-#1 Trumpet and Trombone Players.

SHAN BROS.' SHOWS
Tazewell, Va., this week; Clintwood, Va., Aug. 23 to 28.

CLUB ACTIVITIES

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Aug. 14.—Roy Barrett was in for his annual visit and Jack Hawthorne is back from Canada. Jack Kaplan left on a Wisconsin business trip. Mel Smith was in for a visit after a long absence.

Membership was saddened by the death of Zack Terrell who passed away at the Mayo Clinic in Rochester, Minn. Burial was scheduled to be in Owensboro, Ky.

Sick list includes Joe Murphy, Lou Keller, Harry Atwell, Vince McCabe, Mel Harris and Russell Johnson.

League members working at Riverview Park here include Andy Markham, Jack Markham, Sollie Wasserman, Whitey Woods, Harry Spitzer, Chester Taylor, Leo Sennett, R. T. Riley, Harold Gordon, Don Coulston, Joe King, William Yohan, A. V. Ackley, Hom Zolun, George De Ghionno, John A. Hill, William J. Coutry, Ralph Glick, Bob Sugar, Morris Mossman, Jimmie Clare, Eddie Lazar, Manuel Blasco and Donald Thomas.

Clubroom callers included Mel Smith, Jack Hawthorne, Jimmy Stanton, Charles Zemater Sr., Cecil Meyers, William Meyers, Chick Bohdan, Andre Dumont, Tom Sharkey, Max Brantman, Mel Harris, Mike Taftan and Charles Drobnyk.

Ladies' Auxiliary

Most members are on the road or taking vacations. Irma Hazuk caught Ring Bros. Circus in Middleton, Del., where she visited with Dorothy Resenheim and Dean Pierson. Phoebe Carsky and her daughter, Lynn, are driving all over enjoying themselves. Mrs. L. M. Brumleve spent a recent weekend with her cousin, Ann Miller, in Milwaukee. Mrs. Delgarian Hoffman is vacationing in New York City. Elsie Miller and her husband are back in Chicago after a Wisconsin sojourn.

Frances Berger is back home after being hospitalized in Augustana Hospital here. Grace Brown writes from Whittier, Calif., that she's recovered and will soon move to Long Beach.

President Lucille Hirsch has been visiting shows. Carmelita Horan and daughter, Sharon, are back after a Palm Beach, Fla., vacation. Virginia Kline's brother is on the mend. Frances Keller is still on the sick list. Nan Rankine is with Happyland Shows. Hattie Wagner is in Mobile, Ala. Evelyn Hock is busy with her beauty salon here in Chicago. Minnie Simmonds is in Toronto. Ida Chase and Mrs. Ralph Glick are working in Chicago's Riverview Park.

Secretary Elsie Miller's summer address is 3852 West Irving Park Road, Chicago 18.

include a \$100 bond giveaway. A Bel Air Chevrolet will be given away September 6.

New home owners include the Holts of Hot Springs; Woodys of Chicago; the Herman Palmers and Delanos of Dallas, and Lou and Curley Smith in Longview, Tex. Mary Ellen and Jimmy view a recent open house for showmen in their new Kosher restaurant in Longview, Tex.

Due to success of the "Around the World" party held at Edna Hacker's home, the club plans to repeat the event when everyone comes back off the road.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Aug. 14.—Membership was saddened by the death of Joseph (Cap) Seymour, who passed away at Akron, August 4, and Mose Jacobs, who died August 2. Seymour was buried in the club's cemetery plot here and cremation services were held for Jacobs.

Only one member was reported on the sick list, Charles Westermann, who is convalescing at Battle Creek, Mich.

Secretary Bob Morrison is supervising redecoration of the clubrooms. New couches and floor covering has been installed and a new television set is being put in the old Legion room. This room will be designated as the Douglas Brown Memorial Room in memory of that late member.

First meeting of the fall season will be held in October and some 30 new members are expected to be inducted at that time. Committee reports the cemetery fund drive is going along smoothly.

Miami Showmen's Association
1799 N.W. 28th Street, Miami

MIAMI, Aug. 14.—The gold life membership card earned by Dutch Whiteside of the Ross Manning Shows has been ordered, and the membership committee indicates that there is competition among others who want to get the cards by bringing in 50 members or more during the season. So far 226 new members have been added this year.

The year book committee reports that \$1,000 has already been obtained, and stresses its goal of \$15,000 which will make it the biggest yet.

President William B. Moore is making plans for the first meeting of the season, and will leave the decision on the bar and restaurant operations to the board of directors, who will consider the subject at their first meeting. Details will be announced later.

Chuck Peterson and Eddie Crane have forwarded their dues for 1955, and many show owners have pledged jamborees on behalf of our club, which should result in a good fund-raising year for us. Executive Secretary Phil Cook reports the ball is rolling, having already collected over \$1,200 on his tour of the shows so far.

Work on the building is fairly well completed and will show a marked improvement over last year. The wall has been removed from between the secretary's office and the entrance and replaced with a large glass. Cutouts of a lion and tiger have been ordered, to place within the forms which had been standing inside the lobby. This will be illuminated and set outside the entrance.

The bronze plaque, which will be mounted on the outside clubhouse wall as a permanent fixture, has had 273 names subscribed. There are only 27 more needed to complete the plaque and have it cast. It has been ordered and merely awaits the 27 names. If anyone is desirous of having their names or those of any departed showmen appear on this plaque, they can accomplish this by sending in \$100 at once to the office so that it can be taken care of. The deadline is October 15, after which the plaque will be moulded and installed.

Clif Wilson, of the emergency building committee and well-known independent showman, has left Miami en route to several shows to make plans and book into the Memphis and Dallas fairs where he will have all the shows.

Jimmy Stabile, of the James E. Strates Shows, arrived here on a quick visit and will return to the show in a few days. He reports

Lone Star Show Women's Club
3105 Forest Avenue, Dallas, Tex.

DALLAS, Aug. 14.—President Edna Hacker handled the gavel at the Monday (9) meeting. Secretary Grace Tinder read the minutes and Jule Connor delivered the invocation.

Membership was saddened by the death of Charles Doolittle, nephew of Pearl Vaught. Corine Greer reported for the welfare committee. Said Renee Gordon was much improved. Blackie Schofield has recovered and rejoined World of Today Shows. Whitie Runge flew to Chicago to attend the funeral of his mother. Daisy Parr and Josephine Powell are improved after prolonged illnesses.

Eddie Vaughan was feted on his 78th birthday with a party at the Elks Club here. Fred and Milly Hudspeth left for Springfield, Mo., to meet Chuck and Martha Moss and other friends. Ward Hudspeth is back here after a Canadian tour with the Sutter taffy outfit. Red and Kathy Kearns and their two boys will vacation in Chicago but will be back in Dallas for the Labor Day Holiday.

Ketta Lindsey, her daughter Charlene and grandchildren, are back after spending several weeks in Detroit Lakes, Minn. Jackie Ray visited them there before joining the William T. Collins' Shows.

A letter received from Freda Wilson indicating the Miami Showmen's Club is going all-out to co-operate on the club's benefit to be held here during the State Fair of Texas. Event will

AGENTS WANTED

Count Store, Peek Store, Big Tom and General Concession Help. Jack Stien and Blondie Stevens, can use you. Will book any Hanky Pank. Ride Help: Octopus Foreman and General Ride Help who drive. Want Girl Show or any worthwhile Show with own equipment.

THOMAS H. CROSBY
Nebraska City, Nebr., Aug. 16-21; Beatrice, Nebr., 24-26.

NOTICE!!!

All people contacted for the ALABAMA SMART SET report at once. Have changed opening date. Open in Shreveport Sept. 1 for three days. Want Band Leader who can join at once. Hayden Madlock, Fanny Benn, James Evans, Ernest Thompson and Billy Ferguson, get in touch at once. Rehearsal starts Aug. 18. Want two Trombone Players. Spark Plug Goodman, depending on you... call at once collect. All performers get in touch with I. C. Page. Want fast stepping Banner Man. George Foster and Herbert Shotwell, get in touch. E. H. Rucker, contact H. E. Wiggins, Ass't Mgr., or Mrs. Diane Allen, and call 83287, Belcher, La. Too late to write.

H. E. WIGGINS, Belcher, Louisiana

WANTED—AT ONCE—WANTED

For Texas Cotton

Any Ride with own transportation, such as Merry-Go-Round, Tilt, Octopus, Spitfire or Caterpillar. Concessions: Hoop-La, Clothespin Pitch, Fish or Duck Pond, Cane Rack, Coke Bottle, Hi-Striker. Shows with own transportation. NO flats, Girl Show or gypsies. Show closes with cotton on plains. **BORDERLAND SHOW**, Howard Deason, Owner, Taft, Tex.

WANT RIDE SUPERINTENDENT

Year round job. Good pay. Excellent living quarters free. To manage new Kiddie Park now in operation. Must be experienced and capable, sober and reliable.

MAX GRUBERG
201 East Broadway, Long Beach, L. I.

SNAKE SHOW, GLASS HOUSE HELP

For Balance of Season

Three Men for Glass House, four Men for Snake Show. All single men. Contact

CHARLES FOGLE
ROYAL AMERICAN SHOWS
Superior, Wisc., Aug. 17-22

CHEROKEE AMUSEMENT WANTS

Ride Help for Tilt, Merry-Go-Round and Mix-Up. Want Man and Wife to operate two Kid Rides. Must be sober and drive trucks. Come on or phone.

J. W. Mahaffey
Osage City, Kansas

WANTED

Experienced, dependable Ride Help for Wheel, Jenny and Kid Rides. Drunks and chasers, save your time. Top salary if you qualify.

GAYLAND AMUSEMENTS
Beaver Falls, Pa., this week; Sharpville, Pa., next.

ATTENTION FAIR COMMITTEES AND SPONSORS

Due to disappointment have open weeks in August and September, including Labor Day. 7 Rides and Concessions.

J. R. SMITH
Conneaut, Ohio

WANT

Experienced Mechanic with tools to join for balance of season. Have all late model trucks. Replies to

H. B. ROSEN
INTERSTATE SHOWS
Care Western Union, Rockwood, Tenn. No phone calls.

WANT—WANT—WANT

Girls for Girl Show, Strippers and Exotic. Dixie Bailey and Connie, contact.

MRS. TOBY
c/o Mullins Royal Pine Shows
Orland, Maine, Aug. 16-21; Sullivan, Maine, Aug. 23-28.

DICKSON UNITED SHOWS

Aug. 25-28th
Apache, Okla., Fair, and others.

WANT—Concessions, Shows, Rides. What have you? Will book or buy Jenny, Mixup, any one truck Ride. Going to Texas—stay out late.

GRANITE, OKLA., this week.

CONCESSIONS MONEY-MAKER

SEPTEMBER 9, 10, 11

Now booking for Hoopston, Illinois, Sweetcorn Festival. Contact immediately

MRS. TOMMY SACCO
32 West Randolph Street, Room 1100, Chicago 1, Illinois. Dearborn 2-6022.

WANT CARNIVAL

For September date. You must have clean, first-class show. Prefer at least 8 Rides, 3 Shows, 40 Concessions.

Contact

GLEN WHITE, Commander
THE AMERICAN LEGION
Marks, Miss.

ATTENTION
INDEPENDENT SHOWS
MEMPHIS FAIR
 SEPT. 25 TO OCT. 3
DALLAS FAIR
 OCT. 9-25
 Have good locations both Fairs.
WRITE—WHAT CAN YOU OFFER?
CLIF WILSON
 Hotel Sherman, Chicago, Room 1020,
 until Aug. 30.

CONCESSIONS WANTED
 for
SESQUI-CENTENNIAL
 August 18-19-20-21, Fairview, Ohio
Byers Bros.' Amusement Co.

ANIMALS FOR SALE
 Have two large Canadian Black Bears weighing around 500 lbs. each, one large Brown Bear weighing around 400 lbs., one female African Lion, three yrs. old. Two trailer type cages to haul and show these animals, all for \$500.00. Also have 8 Rhesus Monkeys, giants and medium size, one mother and 6 week old baby, some very tame. \$25.00 each if all taken. Cages free. Also have several other small animals cheap. These are fine healthy animals and will be a credit to any Carnival, Circus or Zoo. **WILLIAM O. HAMMONTREE**, 1313 E. 30th Street, Chattanooga, Tenn.

WANTED
 For Street Fair, Junction City, Ohio, Aug. 25-28. Hanky Panks of all kinds, Popcorn, Age and Scale, Cig. Block, Palmistry, Wheel Foreman, Merry-Go-Round Foreman, Ride Help.
JACK CARLIN
 Buckeye Lake, Ohio—Phone 4101

DIXIE EXPO. SHOWS
 Want Concessions of all kinds. Agents for office Skillo and Pin Store. Gordon Curly, answer. All replies to
C. W. HENDRIX
 Western Union, Meridian, Miss.

NORMA MASON
 Contact sister Betty by wire collect. Have news about brother Jack. Wire
 c/o Vivana Bros.' Shows
 Henrietta, New York

GLASS CITY SHOWS
 Want sober Ride Men in all departments. If you're a wine'o, stay away—that's reason for this ad. Can use Hanky Panks of all kinds; we carry two of a kind. No flats or gypsies. Fairs and Homecomings till October.
 Metamora, O., Aug. 17-18; Fayette, O., Aug. 26-28.

THANK YOU
BENNY (DUTCH) ROSS
 Concessionaire with Penn Premier Shows for your automobile purchase.
 "Save Money With Johnny."
JOHNNY CANOLE
 Altoona, Pa.
 Phones 9247 or 3-0003

WANTED
 A complete Carnival with variety of Rides and Concessions or a Riding Device Show complete for Labor Day Celebration, top Colored lot in the city of Winston-Salem, population of 40,000, with a big pay roll. Contact at once
A. J. HAMMONDS
 Hotel Stevens
 526 East Fourth Street, Winston-Salem, N. C. Phones 4-3464 or 3-9545.

FOR SALE
 1948 Octopus, short arm, 8 tub; 1948 Fly-o-Plane, El Ferris Wheel, Jones Mix-Up, Jones Kid Air Plane, 50 kw. Transformer. All in good condition with or without trucks and trailer. Will sell anyone.
K. G. CLAPP
 100 N. 9th St. Ft. Smith, Ark.
 Phone 3-6213

FOR SALE
 30 ft. Freuhauf Moving Van Trailer, doors both sides, good tires, D-40 International tractor with a K-7 motor; good condition, good tires. Ready to go. For quick sale at \$800 for both. Phone 2-0131.
B. NESSLER
 2179 S. 15th St. Springfield, Ill.
 P.S.: R. H. Gee, let's hear from you.

PLACE ANNEX ATTRACTION
 and useful Side Show Help. Bertie La Page, answer.
CLAUDE BENTLEY
 20TH CENTURY SHOWS
 Owatonna, Minn., now; Albert Lea, Minn., next week.

WANTED WANTED WANTED
WILL BOOK FOR MOMENCE, ILL., GLADIOLA FESTIVAL
 Hanky Panks, Photo, Short Range, Basketball, Novelty, Jewelry, Glass Pitch, Age, Scale, High Striker, no gypsies. Shows: Will book Fun House, Glass House or Mechanical Show, Ride Help on all Rides. Going South. Long season; sober, must drive.
 Momence, Ill., Aug. 19 to 21.
BIG FOUR AMUSEMENTS
 135 21 Ave., Melrose Park, Ill. Call between 5 and 6. Tel.: Filmora 3-3751

that business has not been too good on the road this year. With the 25 applications sent in by Dutch Whiteside, the membership committee reports that 209 new members already joined this year. Applications were received from William Edward Hiler, Paul Millovich, James Edwin Flood, Robert J. B. Wright, Thomas J. Singleton, Robert Franklin Taylor, Alexander Basso, Peers Melvin Beardsley, William Laddie Hurst, Jimmy Medlin, Patrick J. Dooley, Walter Boyd, Eugene Van Coleman, John McBride, Edmund Lesczinsky, James William Bryan, Eugene Mortellaro, Edward J. Rossi, Jimmy Williams, Barney Colt, Edward Carton, John DeWitt, William Owens, John Martin Hagler Jr., James A. Peterson and Sam Byer.

Recent visitors to the club were Albert Cherner, Bucky Woolverton, Jimmy Stable, Charles Cuthbert, and George Barnett. Mail has been received from Bill Cowan, Art Touhey, Ep Glosser, Whitie Tara, A. R. Whiteside, Pete Richardson, Julius Wagner, Tommy Allen, Michael Baccamazzi, William Van Dohren, Max Brantman, and Robert Brockway. The following are on the sick list: Jim McHugh, at home at Lake Allendale, Peekskill, N. Y.; Steve Homan, Otto Mack Magendand and Bob Hunter, all at Lantana (Fla.) T. B. Hospital; Pete Richardson, McGuire Hospital, South Richmond, Va.; Robert C. Hazzard, Veterans Hospital, West Haven, Conn.; Joe Vernick V. A. Hospital, Rutland Heights, Mass.; Frank (Hamilton) Paskow, 255 Beach Street, West Haven, Conn.; Vince McCabe, Veterans Hospital, Hines, Ill.; Pete Burkhardt, at home, and Harry Newfield, Pennsylvania Hospital, 8th and Spruce streets, Philadelphia.

Ladies' Auxiliary
 The auxiliary's queen contest is picking up speed, according to Kitty Glosser, chairman of the ways and means committee. Many members have entered the contest. The committee conducting the competition urges that all members take an active part in it. It is open to all members. Entries should send their names to Ann Whitehead, auxiliary secretary, 107 N.E. 59th Street, Miami, stating the number of books needed. The person selling the most books, which go for \$2, will be crowned Follies queen. Each book sold counts for 20 points until December 1. After that date each counts 10 points until the 15th. From December 15 to January 1 each book counts five points. After January 1 until the Follies party, each book counts one point. Winner will receive an expense-paid trip to Havana for herself and escort on the S.S. Florida. She also will receive a \$100 U. S. Savings Bond.

Contest rules stipulate that points may not be transferred to another contestant. Two names on the cover of a book will void it. It may have only one. Money derived from sale of books goes to the auxiliary. Those buying books will participate in drawings for three \$100 bonds.

Brown to Co-Chair PSCA Banquet-Ball
 LOS ANGELES, Aug. 14.—J. Ed Brown will serve as co-chairman of the annual Pacific Coast Showmen's Association banquet and ball here December 14, Hunter Farmer, club president, announced. Steve Vaughn is chairman of the event. The function will climax the organization's winter program in the Gold Room of the Biltmore Hotel. PSCA will hold its annual memorial services at Showmen's Rest, Evergreen Cemetery, Sunday, December 12. The President's and Past Presidents' party will be held in the clubrooms Monday night, December 13. Brown was named co-chairman of the banquet committee to assist Vaughn, who is on the road with his concessions. The selection was also made to afford the committee the use of the veteran showman's experience in staging such festivities.

she is handling, and our president, Joe McKee, is doing a tremendous job with the books he took. Ward Graves and Martin Gray both have written in for more booster sheets for our year book, and all indications are that this year's fund raising and banquet will be the greatest in the club's history. It looks like the three members who are all out for gold life membership cards—Louis Light, Sam Peterson and Max Tubis—will all be successful. Recently sent in under Light's sponsorship were John J. Kelly, John G. Piltza, Milton Emerson, William A. Boss, George Reinhardt, Mark Ellman, Joseph Dernoga, Alton Pierson, James Mortellaro, Max Gerhart, Charles Shine, Fernand M. Guay and E. H. Stewart. Max Tubis sponsors John C. Cantoli, and Peterson is proposing Louis Levine, John R. Sacher and Richard Estrin. So far Light is heading the list, with his two competitors being tied, and the trio looks like it will give the eligibility committee a busy time. The fiscal year is July 15 and dues are now payable so don't get in arrears with your dues. Recent visitors included E. Guarlsky, Tom Coffey, Joseph Milana, Jack Harris, Irving Yerkes, David Brown, Morris Glass, Julius Roth, Charles (Doc) Morris, James Reid, Harry Joffe, Edward and Leo Nacht, Sam Weisser, Frank Capell, Arthur E. Campfield, Harry Greenberg and many others. Phil Cook, executive secretary of the Miami Showmen's Association, was a recent visitor here.

Caravans, Inc.
 P. O. Box 1907, Chicago
 CHICAGO, Aug. 14.—Claire Sopenar visited Charlotte Wright on Blue Grass Shows at Gibson City, Ill. Mae Sopenar is visiting in Providence and Alice McLaughlin, of Los Angeles, has been a guest of Pearl McGlynn. Billie (Billikin) Marks letters from Houston that she'll be up for the fall open house. Ann Doolan has entered Southtown Hospital for surgery. Lillian Lawrence, club's press chairman, is back at her desk at The Chicago Daily News. Dolly Young, Josephine Hayward and Charlotte Wright are working for a gold card. Marianna Pope, book chairman, and Mollie Raymond are anxious to get returns as soon as possible. Proceeds will be turned over to the Multiple Sclerosis Fund in memory of Edna Stenson.

National Showmen's Association
 317 W. 56th St., New York
 NEW YORK, Aug. 14.—Each day brings in more checks from Bess Hamid for the award books

Wanous Biz Holding Up On WOM Trek

BANGOR, Me., Aug. 14.—Walter Wanous reports business at a satisfactory level for his Side Show on World of Mirth's midway, with which it has been since the carnival opened its season in Plainfield, N. J.

Brother-in-law and partner of R. E. (Dick) Best, Wanous is managing the layout assisted by his son, Richard, who is vacationing from school in St. Petersburg, Fla.

Four-foot-high neon letters, "Freaks" can usually be seen for a good distance on the midway, and liberal four-color use of neon has been added elsewhere to the front, in readiness for the fair season. The front has a 24-by-6-foot center piece which stands 28 feet high, and there is 180 feet of actual sign frontage.

Personnel
 W. K. (Bill) Salisbury is handling bally and lectures along with Wanous. Cashiers are Elmer McDaniels and Percy McBride, and Winona Smith and Pat Schumaker are the bally girls. Blue Osinbaugh is boss canvasman doubling as inside lecturer. Workers are Leo Stobac, Bob Johnson and Blackie Fairbrother. Featured in the show are Grace McDaniel, Mule-Faced Girl enjoying nearly half a century in show business; Keith Ericson, dislocationist; Hoyt Schumaker, cartoonist and Bible pitch; Colonel Brundage, the Master of Fire; Sig Anderson, tattooed man; Ray Stevens, magic; Miss Patricia, Human Dynamo (electric act); Mona Osinbaugh, blade box; Bennie Bernard, Punch & Judy, and the Strangest Married Couple annex.

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O. C. Buck-Model Shows, Inc.
 America's Finest Railroad Show
CAN PLACE
 Ride Help—Foremen for Roll-o-Plane, Octopus. Second Men, come on. Want to hear from any new and novel attractions for the Great Atlanta Fair. Will finance same. Must be outstanding and in keeping with our high standards. Place Monkey Show or Rodeo Circus and Unborn. Want to hear from one more good Artist, Show Painter. Want Revue Girls, office paid; Tractor Drivers. Place legitimate Concessions for our route of Fairs. All answer:
 O. C. BUCK-MODEL SHOWS, INC., Elmira, N. Y., Fair, this week.

INTERSTATE SHOWS
 Want for Offway Greene County Fair, Greeneville, Tennessee, August 23-28. Playing All Fairs Until November 13.
 SHOWS: Monkey, Wildlife, Unborn, Fun House, Penny Arcade, Glass House any worthwhile Grind Shows. Have good proposition for SIDE SHOW, have all equipment for same or will book one with own equipment. Want ORGANIZED MINSTREL SHOW with not less than 12 people including band. Want GIRL SHOW with or without own equipment, must have at least two or three girls.
 RIDES: Will book for balance of season Octopus, Rock-o-Plane, Spitfire, Roll-coaster, or any Ride not conflicting with what we have. Have Good opening for Kid Rides, Live Pony Ride.
 RIDE HELP: Foremen for Twin Wheels, Merry-Go-Round, Second Men on all Rides.
 CONCESSIONS: All Hanky Panks open. No exclusive. All Eating and Drinking stands open. Good opening for Popcorn, Carmel Corn, Candy Apples, Floss, Ice Cream, Novelties, Jewelry, Hi-Striker, Hats, Gadgets, Long Range Gallery, Short Range Gallery.
 Want Carnival Painter and Scenic Artist to join on wire. Want Griddle Man and Cook for Cook House to join on wire. Want outstanding FREE ACT to join for week of August 23rd and balance of season.
Replies to H. B. ROSEN
 c/o WESTERN UNION (No phone calls) ROCKWOOD, TENNESSEE

THE GREAT HAGERSTOWN FAIR
 WEEK OF SEPT. 20 TO SEPT. 25
 Has always been one of Maryland's outstanding fairs. We are endeavoring this year to make it bigger and better than before. High percentages for Shows and Rides and high privileges for Concessions have kept lots of show people away from this fair. Everything is independent this year and will be booked through the fair office. Now booking Shows with own outfits: Mechanical, Snake, high-class Girl Shows, Wildlife, Monkey, etc. Now booking Concessions, legitimate Concessions of all kinds.
 Contact M. H. BEARD, c/o Hagerstown Fairgrounds, Hagerstown, Md.
 Now booking Rides—O. Moon Rocket, Rock-o-Plane, Caterpillar, Spitfire or any other Rides not conflicting. Contact
THOMPSON BROS.' AMUSEMENT CO.
 ALTOONA, PA.

STAR AMUSEMENT CO.
 WANTS FOR THE BEST FOLLOWING SPOTS
 IN ARKANSAS
 Imboden Fair, Aug. 14-21; Clay County Fair, Piggott, Aug. 25-28; Lake City Watermelon Festival, Aug. 30 to Sept. 4; Randolph County Fair, Pocahontas, Sept. 8-11; Lonoke County Fair, Lonoke, Sept. 8-11; Lincoln County Fair, Sept. 13-16; Crittenden County Negro Fair, Sept. 13-18; Desha County Free Fair, Sept. 20-25; South Arkansas Big Fair & Rodeo, Warren, Sept. 27 to Oct. 2; Lafayette County Fair, Stamps, Oct. 4-9; Arkansas County Fair, Oct. 11-16; England Fall Festival, England, Oct. 18-23, and more good cotton spots to follow.
 Need Bingo and all types Stock Concessions. H. P. Barker wants Swinger Agents. Jimmie, call. No collect wires or calls. Bucket Bob, call Cookhouse Bill. Want Shows of all kinds except Girls. Best will get good money. No Rides needed, as we have 13. Get your winter money here. Territory the best of cotton. Wir or call now.
B. E. MILLER, MGR., STAR AMUSEMENT CO.
 IMBODEN, ARK., FAIR THIS WEEK.

PROCTORIA AMUSEMENTS
 SOUTH ALL WINTER—BEST OF SPOTS—OPENING RIGHT AFTER LABOR DAY
 SOME OF THE BEST SPOTS IN NORTH CAROLINA
 Will book any Shows, Concessions and Rides that do not conflict. Special deal to Jig Show with own equipment. Want to hear from small Free Acts, Candy Apples, Popcorn, Frozen Custard, Mug Outfit, Long Range Shooting Gallery, Hi-Striker, Guess Your Age, Mitt Camp, POSITIVELY NO CHILDREN. Good deal for small Bingo. Ride Help Wanted—First and Second Men for Merry-Go-Round, Chairplane and Ferris Wheel. Must be reliable and sober, also drive. Would like to hear from Bubble Fisher. Want Agents for Cork Gallery, Cigarette and Color Concessions, P.C. and Glass Pitch Agents.
JESSE E. PROCTOR, JR., Mgr. Phone: Hillcrest 3-4439
T. F. HOLMES, Asst. Mgr. TAPPAHANNOCK, VA.

TED LEWIS SHOWS
 WANT FOR MEMORIAL FIELD, HEMPSTEAD TURNPIKE, ELMONT, LONG ISLAND, N. Y.
 AUG. 30-SEPT. 4. ONE OF LONG ISLAND'S BEST SPOTS.
 CONCESSIONS—Hanky Panks of all kinds, Duck Pond, Pitch-Till-U-Win, Popcorn, Candy Apples, Ball Games, Long and Short Range Galleries, Grind Show with own outfit. Ride Help—Chairplane, Jenny and Wheel Foremen, must drive semis. All winter's work in Florida to follow. Want General Agent who knows the South.
All replies to TED LEWIS
 ST. ROCH CHURCH, STATEN ISLAND, N. Y., AUG. 19-29, or
 Phone: Ingersoll 2-2546, Brooklyn, N. Y.

WILLIAMS AMUSEMENT CO.
FAIRS FAIRS FAIRS
 RIDGE VALLEY FAIR, AUG. 23-28, Saltville, Va.; Lions' Club Celebration, Aug. 30-Sept. 6, Marion, Va.; Bland County Fair, Sept. 7-11, Bland, Va.; Beth Ware Community Fair, Sept. 13-18, Kings Mountain, N. C.; Farmers' Fall Fair, Sept. 20-25, Rockwell, N. C.; Patrick County Fair, Sept. 27-Oct. 2, Stuart, Va.
 Want Hanky Pank Concessions of all kinds. No gypsies or gambling. All replies to
Troy E. Williams, Williams Amusement Co.
 RURAL RETREAT, VA.

BARNEY TASSELL SHOWS
 WANT FOR WHITE STONE, VA., WEEK OF AUG. 23. CARS GIVEN AWAY, ETC. DON'T LET SIZE OF TOWNS FOOL YOU. WEEK OF AUG. 30, ORANGE, VA., RIGHT IN TOWN. THEN INTO NORTH CAROLINA TOBACCO FESTIVAL TOWNS
 JOIN THAT BIG LITTLE SHOW.
 Can place French Fries, Guess Your Age, Short and Long Range Galleries, Penny Pitch, Cig. Pitch, Photos, Basketball, Hoop-La and any other strictly legitimate Concessions. P.S.: Can place Foremen and Second Men for Tilt-a-Whirl and Merry-Go-Round, must drive semi trailers. All replies:
 This week, c/o Kinsale, Va., Fire Dept., or to Hague, Va.

DRAGO SHOWS—UNIT NO. 1
FAIR FAIR FAIR FAIR
 SPENCER, IND., THIS WEEK.
 Want for Fowler and Kentland, Ind., and balance of season. Open until 2nd day of October. So join now for the Big One—Six Big Days and Nights, Kentland, Ind. Fish Pond, String Game, Duck Pond, Long Range Cork Gallery, Pitch-Till-U-Win, Hoop-La, Ball Game, Fish Bowl, Hi-Striker, Pan Game and other Hanky Panks who work for stock. Will book any Show for committee money except girl show. Want for No. 2 Unit: Hanky Panks who work for stock. Call or wire CHET PIERCE, Royal Center, Ind., this week; Miland, Ind., Fair Grounds, next week.

★ ★ ★ **W.G. WADE SHOWS** ★ ★ ★

THE GREAT KALAMAZOO COUNTY FAIR
6 DAYS & NIGHTS—MONDAY, AUGUST 23, THRU
SATURDAY, AUGUST 28, KALAMAZOO, MICH.

—CAN PLACE—

There is still some Concession area available. Space is limited. Wire what you would like to book! Have a few choice locations left for Novelties, Ice Cream, Bozo, Photo, Grab, Cookhouse, Jewelry, etc.

RIDES—Can place two more Major Rides for Kalamazoo. Same can play Michigan State Fair at Detroit following Kalamazoo, such as Screwball, Rockplane, Caterpillar, Flyoplane, Looper, Spitfire or any new Ride not conflicting.

SHOWS—Have location in Detroit for big, flashy Arcade with neon front. Illusion, Tropical Exhibit, 2-Headed Calf or other Freak Animal, Monkey or Ape or any other good, neat money-making Shows.

WANTED—ORGANIZED JIG SHOW WITH BAND for the Michigan State Fair at Detroit, Sept. 3-12.

All replies via Western Union to
D. WADE, W. G. WADE SHOWS
LA PORTE, IND. (FAIR), ALL THIS WEEK.

UNITED STATES SHOWS

WANT FOR FAIRS: Hanky Panks of all kinds, Ball Games, Coke Bottles, Set and Slum Concessions of all kinds.

WANT SENSATIONAL FREE ACT

Those who wired me before, please wire again. Previous wires reached me too late to answer. Need Ten-in-One or any Grind Show.

CLAY COUNTY FAIR—BRAXTON COUNTY FAIR
WEBSTER COUNTY FAIR—BOONE COUNTY FAIR
AND THEN THE BIG ONE
SOUTH CHARLESTON, W. VA., DOWNTOWN ON THE STREETS.

First show in 20 years, followed by Yadkin County Fair and other North and South Carolina Fairs until November.

L. P. BRADY, UNITED STATES SHOWS
CLENDEIN, W. VA., THIS WEEK.

L. J. HETH SHOWS WANT

RIDE HELP: Foreman and Second Man for Caterpillar; Foreman for Twin Wheels; all must be licensed semi-trailer drivers. SHOW HELP: Musicians and Chorus Girls for Colored Minstrel Show. CONCESSIONS: Glass Pitch, Novelties, Custard, Arcade, all kinds Hanky Panks. All replies:

ABE FRANKS WANTS BINGO HELP
Mayfield, Ky., now; Dickson, Tenn., next week.

SHAN BROS. SHOWS

WORLD'S CLEANEST MIDWAY

Want Comedians, Dancers and Musicians, or will book complete Minstrel Troupe with Manager. Join now!

SHAN BROS.' SHOWS
Tazewell, Va., this week; Clintwood, Va., next week.

RALEY BROS.' SHOWS

Want for Tarboro, N. C., August 23-28—Big Harvest Festival and Tobacco Show; in the heart of town—and all Fairs to follow.

Want Hanky Panks of all kinds. Place any Show that does not conflict: Motordrome, Fun House or Glass House, Wildlife, Freak, Five or Ten-in-One, or what have you? All address:

RALEY BROS.' SHOWS
FAISON, N. C., THIS WEEK; THEN TARBORO, N. C.

EASTERN GEORGIA GREAT COLORED FAIR

SAVANNAH, GA., WEEK OF OCTOBER 25-30

Want large Carnival able to handle tremendous expected attendance. PARADES—GRANDSTAND SHOW. Sponsored by All-Colored Organization. The best Colored Fair in the South. Wire—write—or phone SECRETARY: 4-6606.

Eastern Georgia Colored Fair Association
1002 MONTGOMERY ST. SAVANNAH, GA.
(Phone under name of P. J. Hopkins Electrical Co.)

ROYAL MIDWEST SHOWS

Can place for Oldham County Fair, La Grange, Ky., Aug. 25-28, 4 BIG Days and Nights, with other Kentucky Fairs to follow.

Want Eats and Drinks of every kind, Photos, Cookhouse, Stock Concessions of all kinds, Carmel Corn, Candy Apples, Mitt Camp, Ball Games, Novelties. Want Girl Show, Illusion or Mechanical Show. Tex Owens can place Talker for Geek Show.

Wire ROXIE HARRIS
NEW CASTLE, KY., FAIR THIS WEEK.
Now booking Concessions for Grayson Co. Fair & Labor Day Celebration, Leitchfield, Ky., Sept. 26.

WANT FOR MOUNTAIN CITY, TENN., BEAN FESTIVAL AND JOHNSON COUNTY FAIR COMBINED

40,000 ATTENDANCE LAST YEAR.

CONCESSIONS: Photos, Novelties, String Game, Bumper, High Striker, Pitch-Till-You-Win, Long and Short Range, Buckets, Swingers, some P.C. open with Hanky Panks. RIDES: Place Spitfire, Octopus and Rolloplane, also Live Pony Ride. SHOWS: Monkey Show, Mechanical City or any Grind Show.

C. A. STEPHENS SHOWS
GRUNDY, VA., THIS WEEK.

MOUND CITY SHOWS #2

WANT TO JOIN AT GLENWOOD, MO.
AUGUST 23-28

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DOING SOMETHING ABOUT IT

Odds on Fair-Time Weather Supplied by Meteorologists

By IRWIN KIRBY

NEW YORK, Aug. 14.—Cover the grandstand? Cover the stage? Pave the midway? Change the dates? Can a meteorologist be of any help to a fair?

This is a short list, only part of the many questions the answers to which depend to a large extent on the frequency with which rainfall and high winds descend on the fairgrounds. Concerned with the weather as is every outdoor showman, the fair executive is typical of those who depend upon fair skies for the success of their amusement venture, but employ nothing but crossed fingers when it comes to doing something about it.

Everyone knows about governmental long-range forecasting, and everyone casts an eye or cocks an ear when fair time draws near. They read the predictions and are alert to their mention over TV and radio. Very few fairmen have taken refuge from the possibilities of inclement weather by buying insurance policies. (The Billboard, May 15.)

Expert Advice

Rain insurance premiums are based on scientific studies of climatology, the weather history of the region involved. This analysis, coupled with expert interpretations of existing and probable weather, can result in the fairman getting a pretty accurate indication of what to expect when the all-important show days arrive.

Commercial meteorology, a limited field prior to World War II, has mushroomed in the last decade to a large and important business, but its value has not yet been discovered by the showman.

Fairs in some instances have found themselves beset by rain an uncomfortable number of times. The meteorologist can tell precisely what the odds are that it will rain again this season on any particular month, week, day, and even down to a specific stretch of hours.

Bucking the Weather

The value of this type of information can be readily seen. A fair which has been traditionally a Labor Day date but which has been often washed out might not feel so strongly inclined toward Labor Day if it learns, scientifically, that its area is wetted down from 4 to 8 p.m., as often as six years out of 10. The question immediately arises: Is it worth it, this rigid adherence to a date set long ago?

Another question arises, and it is the degree of accuracy with which a meteorologist can predict a certain level of precipitation for a certain time. Long-range forecasts, issued by the government, are general in nature and will indicate only whether it is likely to rain during a particular month. But the catch is that even on a day-to-day basis the U. S. Weather Bureau figures can be misleading.

Suppose there is a prediction of rain for tomorrow. That covers an entire 24-hour period, for any thing from 1 per cent precipitation to a full-fledged rainstorm. If a trace of rain appears at 3 a.m., the forecast hits it right on the nose.

Of course there is misleading information here, but there is nothing the government can do about it, for it is prohibited by its parent Department of Commerce from being any more specific than it is.

Tailor-Made Forecasts

Tailor-made forecasts are the realm of the commercial forecaster, and there are several firms which specialize in predictions for businesses—such as Weathercasters of America in New York, Weather Corporation of America in St. Louis, A. H. Glenn & Associates in New Orleans, North American Weather Consultants in Pasadena; Murray & Trettel in Skokie, Ill.; Weather Services, Inc., in Boston. All are members of the American Meteorological Society of which Prof. Horace R. Byers, University of Chicago meteorologist, is president.

With the increased numbers of trained forecasters made necessary during the war, there soon appeared on the business horizon many qualified consultants. They received their backgrounds in a

number of ways—Air Force, university, and U. S. Weather Bureau training. An estimated 90 per cent of the meteorological consultants in the East are "graduates" of governmental forecasting services, according to Ernest Christie, chief of the weather station in New York.

Herman Jordan, Weathercasters of America operations manager, describes the activities of the service and what it can offer the outdoor showman. Most firms have access to historical data ranging back 20 years or more, and can draw on expert observations made all over the United States and most parts of the world. By teletype and facsimile the forecasters get continuous charts and readings, being licensed by the Commerce Department to receive this governmental information, as pooled and sent out by Army, Navy and Commerce Department.

What Is Offered

This is what the firms can provide: As explained by one company, it receives from the client in discussions an appraisal of the company's problems. A fair might be bothered by rainfall or high winds, for example. There are several courses of action open, such as either building a permanent shelter for the stage or setting up an arrangement whereby the stage can be covered by canopy on short notice. The midway can be paved, or a sprinkler system can be installed.

Then the meteorologist goes to work. He processes data on past experience for the particular location, going back at least 20 years in studying comparable dates. He takes the long-range forecast and stays on top of the weather, following it with increasingly precise predictions until just prior to the fair.

Then the fairman, as is any other client, is presented with

charts. The meteorologist outlines the several courses of action available to the client and by nature of the statistics, indicates exactly the risk involved in each decision. For any day or stretch of hours the client is told the times in the past it rained or whipped up measurable winds during those days or hours, and what the chances are next time.

When confronted with the facts the client makes his decision. Most reputable firms will provide free estimates of the cost of their services. While they cannot guarantee the weather they can set forth the chances of precipitation or rainfall, giving impetus to the fairman's making a choice with the odds plainly laid out for him.

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Lions Club Celebration on the Streets, West Carrollton, Ohio, Aug. 31 thru Sept. 4th. Want Hanky Panks only—Fish Pond, Glass Pitch, Ball Games, Pitch-to-Win, etc. No flats or gypsies wanted.

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Cancer
MAN'S CRUELLEST ENEMY
Strike back—Give

AMERICAN CANCER SOCIETY

RINKS & SKATERS

ROADSHOW REP

OLD-TIME drama came to Cincinnati last week at the Cincinnati Zoo Opera Theater via Hiram College's Showboat Players, a troupe of college thespians who have tramped the Ohio River in recent years in search of dramatic experience. The rah-rahs opened their Cincinnati stand Tuesday night (10) with an old-time melodrama titled "Lust, Lucre and Liquor, or Virtue Unbismirched." Performances of the play were repeated August 11 and 12 and "Uncle Tom's Cabin" held the boards August 13-15. True to the showboat tradition, there were audience hisses and hoots for the villain and warning calls for the hero and heroine. On opening night about 600 persons saw "Lust." The zoo gate admission price was good for a seat in the theater. According to **E. B. Radcliffe**, dramatic critic of The Cincinnati Enquirer, "There isn't much you can say about the acting and production except that the Hiram Players show a pretty keen sense of theater values that are likely to be forthcoming from their type of entertainment. The writing of the melodrama—an original highlighted by hilarious sawmill and railroad track quick rescue clutch scenes—catches the flavor of the ornate speeches of yesterday's naive theater. The situations reflect the hackneyed and unbelievable manipulation of crises that grandfather accepted and we laugh at. The individual playing, in the main, has the right degree of exaggeration to be effective. Much credit must be given to **Jeffery Kurz**, a tall Hiram faculty member who directed. His pacing is tight and brisk. He makes the business quite ludicrous—an inspiring bit being the heroine's trapeze-like armwringing on the arm of the heavy during a dastardly struggle. Kurz, himself, also is a better than fair bad guy—the key figure in any antic melodrama."

CLARENCE ELDERMAN writes from Baltimore that a recent query about the Nickerson Comedy Company interested him greatly. His father agented the

show for a while. He recalls that the show offered such bills as "Kentucky Home," "May Blossom," "Two Orphans," "Camile," "The Prince of Liars" and "Colleen Bawn." The show carried a band, **Elderman** says. . . . **Chester Norwood** is attempting to arrange for a summer stock show in the China, Me., area. **Norwood** says he promoted amateur shows and minstrels in New England the past winter to only fair results. . . . **A. L. Mercer** writes from New Haven, Conn.: "In regard to the old-time Tom shows, what about **Killory's** show that covered Northern New York and Pennsylvania. Killory's outfit featured **Dolly Landers**, one of the Landers sisters, who were later with **Gus Hill** and other road shows. I read once that the petite Dolly was the best of all the Little Evas. This family was related to me and in later years I worked with them in many shows out of Chicago. The Killory show was an opera house and hall show which at one time had **Major English** as drum major, one of the best of the gun and baton swingers. We also had **Ezra Noble**, who played Marks and afterward was in pictures." . . . **Albert Avery** writes from Libby, Mont.: "Have been working celebrations to fair results with my regular solo merchandise show. Saw two small tent shows, but what they were doing in the State is a puzzle to me, as travel expenses are high and good-sized towns are far apart. At the Shelby (Mont.) Fair I met **Herman Rosser**, who makes small towns as a stroller and has some merchandise. He reported money tight. At Bozeman I met **Frank Rawlings**, who works a trailer-museum show and plays schools in the winter. He reported business only fair. People of this State would like shows, but the long jumps and cold winters make it tough sledding for small shows." . . . From Clovis, N. M., **Arce Brima** writes that he has been working stroller type in that area to fair returns. Brima is going to tackle an indoor solo show shortly and will move north in the meantime to make a few fairs.

Face-Lifting For Pallomar; Hays to Coast

MILWAUKEE, Aug. 14.—Pallomar Roller Rink is scheduled to undergo an extensive renovation and remodeling program this fall, according to **Clement Pallo Jr.**, who, along with his father, **Clement Pallo Sr.**, own and operate the rink.

Phil Hays, who managed the Pallomar for six years, left his post several months ago to return to the West Coast. Instead of hiring a replacement, the Pallos decided to take over the chores themselves.

Remodeling plans include overall refurbishment of fixtures and decorations and plans are being mulled to replace the entire skating floor, according to reports.

Storm Damages Rabon Outfit

DOUGLAS, Ga., Aug. 14.—Rabon's Dixie Roller Rink here opened Monday (9) to good business after a week's shutdown caused by a severe storm which struck the tent August 1. About 25 people were in the tent at the time, but all escaped without injury.

One end of the top was damaged beyond repair, but quick work by **Walter Shaw**, of the Shaw Tent & Awning Company, Valdosta, Ga., in replacing the damaged portion prevented loss of more operating time, said **Manager B. L. Rabon**, who plans to remain in Douglas an additional six weeks.

Richland Back on Job

HARTFORD, Conn., Aug. 14.—Irving Richland, of the Hartford Skating Palace, has returned to his desk following an extended vacation stay in Florida and other Southern States.

Drivin' 'Round the Drive-Ins

MICHAEL REDSTONE, outdoor theater impresario in New England, opened a \$250,000 drive-in on VFW Highway, Roxbury, Mass., August 5. Among new features is a Cinemascope screen, moonbeam lighting system, hi-fi sound system and bottle-warming service. Redstone operates a circuit of drive-ins in Massachusetts, New York and Virginia. In the Boston area he has drive-ins at Neponset, Revere and Dedham, and is affiliated with Natick Drive-In. The new drive-in, on the route to Providence, R. I., has a sunken garden, room for 1,000 cars, service staff of 45 and will play first-run films of suburban theaters. Proceeds of the first night were given to the polio Jimmy Fund. Redstone is treasurer of the 1954 Jimmy Fund campaign. The moonbeam lighting system is built around a 100-foot tower located at the rear of the theater, flooding the area with a soft light. Screen is one of the largest erected in New England. It measures 120 by 50 feet and was developed by **Dave Siegel**, owner of signs in Dorchester. A snack bar and patio will feature a terrace where patrons may eat at tables and watch the movie at the same time. Prices are pegged at 70 cents per person, tax included, with children under 12

admitted free. Each program will be a double feature. . . . The new De Luxe Theaters Buying and Booking Service, Philadelphia, has added the Riverview Drive-In, Pittstown, Pa., as an account. . . . Unemployment, due to layoffs at many big plants in the Reading, Pa., area, is reported to have hurt business at some of the drive-ins. . . . **John J. Scully** is continuing construction of his West End Drive-In near Allentown, Pa., after work on the project had been hampered by a strike which tied up the construction trades there. . . . **Harry Alberth**, who managed Fabian's Strand Theater, Altoona, Pa., is the new manager of **David Milgram's** Airport Drive-In, Allentown, Pa. . . . Tri-State Buying and Booking Service is now handling the Park Drive-In, Lock Haven, Pa. . . . Twenty per cent of the drive-ins in Michigan will be fully equipped for CinemaScope by September 1, according to **Clarence E. Williamson**, Detroit territory manager for National Theater Supply Company. Many are currently installing magnetic penthouse reproducers and widening screen towers for this purpose.

CIVIL ACTIONS instituted by the Royster Drive-In Theaters, Inc., under the Sherman and Clayton acts against nine motion picture distributing corporations have been filed in the U. S. District Court for the Southern District of New York. The plaintiff seeks damages of \$150,000. Defendants are the American Broadcasting-Paramount Theaters, Inc.; Paramount Film Distributing Corporation; Warner Bros. Pictures Distributing Corporation, T. C. F. Film Corporation; RKO Radio Pictures, Inc.; Columbia Pictures Corporation; Universal Film Exchanges, Inc.; United Artists Corporation and Loew's, Inc. In its action the Royster company points out that on April 6, 1950, it became owner of the Peekskill Theater, Peekskill, N. Y., and operated

it until October 11, 1952, at which time the plaintiff contends it was compelled to close its theater because of the inability to obtain suitable films at reasonable terms. The defendants, excepting the American Broadcasting-Paramount Theaters, Inc., are distributors of films and together control the distribution of more than 90 per cent of the desirable feature pictures, the plaintiff charges. The suit charges all defendants conspired to withhold from the Peekskill Theater a fair and reasonable supply of pictures. The plaintiff also contends that the Peekskill Theater was qualified for use as a first-run theater in competition with the Paramount Theater, and that the plaintiff's inability to obtain necessary films was "due entirely to the unreasonable and unlawful discrimination" practiced by the defendant distributors. . . . **R. L. Vaughn** and **High Millington** are building a 300-car capacity drive-in at a site between Rising Star and Cross Plains, Tex. It is expected to be completed by September. . . . Silverware night at the Alamo, Mission, Rigsby and South Loop 13 drive-ins is each Wednesday night. Free coupons to be used for exchange for the silverware are given away at the drive-ins operated by Statewide Drive-Ins, San Antonio. . . . The Texas and International Drive-In Theater associations will meet in joint convention at San Antonio August 22-24. **Claude Ezell** is presidential director of the national association while **Preston Smith** is president of the Texas group. **Arthur Landsman** is general chairman of the convention with **Al Reynolds** handling program; **Tim Ferguson**, finance; **Eddie Joseph**, nominations and election, and **Gene Miller**, registrations.

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RSROA Renames Gould At Denver Convention

DENVER, Aug. 14.—Discussions on the subjects of rink operation, rink publicity and juvenile delinquency held the spotlight during the July 25-31 convention of the Roller Skating Rink Operators' Association of America in Mammoth Garden here.

Re-elected were **Robert Y. Gould**, Gay Blades, St. Petersburg, Fla., president; first vice-president, **George Brett**, Dearborn (Mich.) Rollerdrome; second vice-president, **Claude W. Robinson**, Robinson's, Fort Worth; third vice-president, **John W. Sawyer**, Kansas City, Mo., and fourth vice-president, **Arthur Russell**, Southgate Rollerdrome, Seattle.

Some 100 members, their families and their rink managers took part in the daily discussions. An idea of the scope of the meetings was seen in the 76-hour tape recordings made during the convention. This was the first time RSROA convention meetings had been mechanically recorded. A total of 21 assembly and board meetings were held during the week.

In opening the assembly, **Robert D. Martin**, RSROA secretary-treasurer, read a letter of regret from U. S. Senator **Gene Milliken** (R) of Colorado. Senator Milliken explained that the press of Washington business made it impossible for him to attend the meet and convention. Senator Milliken had supported the tax reduction bill, had read the bill in March of this year, and had pointed to swimming pools and rinks as examples of smaller businesses suffering from present taxing regulations.

Principal speakers during the assemblies included **Chet Nelson**, sporting editor of The Rocky Mountain News. His talk, which concluded with a 20-minute open forum, was on the subject of the newspaper publisher and the rink operator.

"Does the newspaper publisher, especially the sports editor, look for the run-of-the-mill straight publicity pictures and news items or does he want something which will pay for the space in the paper thru its news value to the readers?" he asked. During his open forum period, Nelson pointed out the need of the operator to look at his publicity items. A newspaper exists only because it gives its reader audience what it wants, Nelson said. News and any type of publicity coming out of a rink must appeal to a section of the newspaper readers, he pointed out.

Charles Cahill, a member of the RSROA staff, gave a report on summer operations. Mainly an approach to summer operations from an accounting standpoint, Cahill said many operators considered it an accepted practice to close during warm months without checking whether the operation is deficient and whether it could be built up. He gave many methods of analyzing a summer operation and demonstrated how some rink men could profitably keep their rinks open during summer months.

One of the nation's foremost juvenile jurists, **Judge William Gilliam** of Denver Juvenile Court, and ex-president of the Juvenile Jurists' Association, kept the assembly in a laughing mood with accounts of some hilarious events of his career as a juvenile judge until he began explaining the part that RSROA operators could play in combating juvenile delinquency. Judge Gilliam explained that the court's objective is to work with a child before he becomes classed as a delinquent—not after he becomes a problem of society. He stated that no person could just hand a child a pair of skates and depend on that to take care of the child's problem. "It takes help and supervision," he stated.

From the standpoint of television and the operator, **Dick McDaniels**, production manager of Station KFEL-TV, Denver, pointed out that news had to be separated from publicity items. McDaniels' informative talk also gave members information on how they can tie their rinks into the news story of their community.

Well liked by members was a color movie showing the aims of the National Resources Bureau of the United States Chamber of Commerce. The movie, shown by **Richard W. Smith**, of the Chamber, was later followed by a recommendation by members that the RSROA study the possibility of joining the national organization.

Probably the highlight of the meeting from the viewpoint of many members was President **Robert Y. Gould's** report: It was a discussion of problems at his rink and at the rinks of other operators, which he described as an uphill fight against odds. Promotions at his St. Petersburg (Fla.) rink were described in detail.

Present regulations were discussed at length during the assemblies. To be studied during forthcoming board meetings will be the broken skate rule and the shorts question.

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Cleveland Okay, Other Ohio Spots Fine for Ringling

Show Tries 6 P.M. Sunday Program; Sandusky, Canton Give Big Days

CLEVELAND, Aug. 14.—Unusually strong business for this city greeted Ringling Bros. and Barnum & Bailey Circus during its three-day stand this week, serving to keep up the high average set in smaller towns.

While Cleveland has never been good for the Ringling-Barnum show and it has been skipped several times in recent seasons, this try gave the show a string of five three-quarter houses. The first matinee turned up a half house Monday (9). Then the bigger scores continued thru Wednesday evening (11). The show used a new lot near the ball park at the lake front.

Earlier the circus played to good business in four other Ohio stands. Fostoria, Thursday (5), had a half house for the matinee as a six-day rain halted and followed with a near-full house at night.

The combined shows had not been in Sandusky for 16 years, so the Friday (6) stand was ready and it gave a three-quarter matinee and full house at night. Four of the reserved-seat wagons were not unfolded at Sandusky, indicating the show had expected something less in the way of business. But the crowds came and hundreds were seated on canvas.

This was followed by Canton on Saturday (7), where Ringling won a three-quarters afternoon crowd and a capacity house at night. It was the show's first Canton stand since 1951.

Twilight Show Tried

A new Sunday schedule was used at Dover for the first time. The afternoon show was scheduled at the same time, 2 p.m., but the evening performance was moved ahead two hours to 6 p.m. While the main idea is to give the personnel a somewhat easier day for Sundays, the plan also is similar to new schedules being tried in

E. R. Gray Plays Kentucky Dates

HOPKINSVILLE, Ky., Aug. 14.—E. R. Gray's Circus opened at Hopkinsville with a full house Monday (9). Earlier it had played Henderson, Ky.

Personnel includes Ruby Haag's dogs and ponies; Hubler Brothers, trampoline and bars; Miller Bros. baby elephant from Fort Weare Game Farm, Tennessee; George Lerch, wire and juggling; Bakers and George, clowns; Miss Fisher, rolling globes; Harry LaMar's flying act; Kayletta, high act, and Leslie's seals.

Visitors included B. J. Collins, Carl Sahlin and the Walter Herods. Mr. and Mrs. E. R. Gray were hosts at a chicken dinner for show personnel Sunday (8). Show's management headquarters at Evansville, Ind.

Kelly-Morris Gets Business Despite Rain

HANOVER, Pa., Aug. 14.—The Kelly-Morris Circus, managed by Bill Morris, played to top business here and in Waynesboro, with heavy rain hitting the latter.

Both performances at Hanover on Saturday (7) were near-full. Jaycees were the auspices. At Waynesboro Thursday (5) the top was filled to capacity in the afternoon despite heavy rain. A partial parade had been given in light rain earlier. Night house was three-quarters full. Fire department was the auspices and it reported a \$325 profit. Damaged top caused some to leave in the rainy afternoon.

2 Mills Stands Produce; Rain Slows Another

ORLEANS, Mass., Aug. 14.—Mills Bros. Circus played to a pair of three-quarter houses here Wednesday (11), with Board of Trade auspices.

At Canton, Mass., Thursday (5) the show operated without charging for reserved seats, a specification of the Rotary auspices. The matinee drew about 1,600 in a rain and the night house was about 500, with most seats loaded before show time.

The next day (6) at Whitman, Mass., the Mills show ran up a score of two near-full houses with police auspices. A merchants' ticket deal was promoted heavily.

Borger, Tex., Big for Gray

BORGER, Tex., Aug. 14.—Gil Gray Circus scored an overflow crowd Thursday evening (5) as the high point of its two-day stand at the Phillips Free Fair. Afternoon shows drew three-quarter houses and the night show on Friday (6) was near-full. Shrine club was auspices.

several instances by legitimate theaters, ice shows and other amusements.

General thinking on so-called "twilight" shows is that Sunday nights' business is not good but that by giving either two matinees or an earlier night show, the outfit often can reap two good houses on the day.

Ringling sources said that present plans call for using the new timing at all future Sunday stands, with the possible exception of those in certain larger cities. At the same time, it was indicated that it was not certain that the show would play many Sunday dates during the remainder of the season.

In Dover the show had a three-quarter house in the afternoon. At the 6 p.m. show, the turnout was near the three-quarter mark. A change between standard and daylight time caused confusion. A shower in the afternoon became a full rainstorm at night.

Hagen, Hunt a Twosome In Long Island Rains

NEW YORK, Aug. 14.—Hunt Bros. and Hagen Bros. circuses, stepping on each other's toes all the way down New York State and onto Long Island, were only three miles apart Monday (9). Heaviest rainfall of the year soaked the area from 5 a.m. to midnight while Hagen was on a high, grassy lot at Amityville and Hunt had a low and muddy one just down the road at Lindenhurst.

The rain let up around 2 p.m., just long enough for each show to draw a couple of hundred people, but that was it for the day. Both night shows were all but washed out.

With two rings flooded that night, Hunt put on an abbreviated show in wet and slippery going. Marsha Hunt took a dive, as did a couple of other performers, before the fewer than 100 customers.

The matinee for Hagen went smoothly, with customers and per-

formers ducking the raindrops thruout the show. Electrician Mac Zurcher got an assist from visitor Harry Hunt in turning on the record player when the organ went out momentarily.

4 Shows in 100 Miles

Both circuses did fairly well in their Upstate New York treks, with Hunt probably pulling slightly the better of it. The region was thick with circuses. On some days a customer could have gone less than 100 miles and seen either Hunt, Hagen, King Bros. or Mills Bros.

Hagen's top was riddled by hailstones at Attica, N. Y., and, altho repairs have been made, there is still daylight coming thru. Business took an upswing last weekend with four straw houses in a row coming at Port Washington Friday (6) and Glen Cove Saturday (7).

It was a busman's holiday for Hagen personnel on Thursday (5), when virtually the entire show took in the Hunt Bros. night show. After setting up in Mount Kisco, the Hagen show learned its auspices had gotten a license in the wrong township.

"We saw they didn't want a show up there in the first place," Manager Harry Allen, of Hagen Bros., said, "so we all drove over to Brewster."

There they were part of a straw house at Hunt's show.

Jay Gould Wins At Ia. Centen.

NORTH ENGLISH, Ia., Aug. 14.—The Jay Gould Circus played to turnaway business for five performances in three days here August 6-8 during the centennial celebration sponsored by the commercial club.

Performances were given in a stadium seating 3,500. First night house drew 5,000 while the Saturday night house was 9,000 and Sunday's drew 10,000, according to estimates. The Gould show offers a free circus performance in connection with its midway of rides and games.

Dr. Tryon, 77, Dies; Was Trouper, Fan

BARABOO, Wis., Aug. 14.—Dr. Fred B. Tryon, 77, died in the St. Mary's-Ringling Hospital here Monday (9) following a heart attack a week earlier. He is survived by his widow, the former Elizabeth Rooney, who was with the Riding Rooneys.

Dr. Tryon was with Sun Bros. Circus 1899 thru 1901 and with Gollmar Bros. from 1902 thru 1911, after which he began his medical practice in Baraboo. He was president of the recently organized Riding Rooneys Tent of the CFA. Services were Wednesday (11) at Baraboo.

KING'S BUSINESS CLIMBS IN N. Y.

Pennsylvania Stands Give Straw Houses; Bulls Left

LANCASTER, Pa., Aug. 14.—Strong business, including straw houses, marked the week for King Bros. Circus as it wound up a profitable tour of New York State and moved into Pennsylvania. Next comes a string of Virginia towns, as the show moves into the South.

In Amsterdam, N. Y., Tuesday (3), the show was kept busy by its elephant herd. A truck was sent back to North Utica to pick up a pair of bulls which had been left there a day earlier. There was no explanation as to why the animals had been left staked out at the lot. A woman there supplied feed pending return of the show men. Meanwhile, in Amsterdam another elephant wandered from the lot into a cemetery, and several hours were required to bring it back.

The good business was in contrast to that garnered in many recent stands in New England. At Amsterdam, matinee was half filled in a rain and the night house was near full. Both performances in Poughkeepsie on Friday (6) were near-full, according to Co-Owner Arnold Maley, and a big parade crowd was on hand. Hagen Bros. had been in four days earlier.

Pa. Starts Big

Newburgh, N. Y., played on Saturday (7), had a near-capacity afternoon and a full night house. Heavy use of advertising banners in the parade was observed in Newburgh. King again was four days behind Hagen.

Starting the new week Monday (9) in Pennsylvania, King played Allentown to a near-full matinee and straw house at night. Ser-toma Club was the auspices.

At Lancaster, Pa., on Wednes-

day (11), with fire department auspices, King Bros. drew nearly 6,000 in the afternoon for a straw house and nearly 5,000 at night for another straw, altho a few reserved seats went unsold while economy-minded circusgoers were strowed at the ends.

Zack Terrell Rites Conducted At Owensboro

OWENSBORO, Ky., Aug. 14.—Funeral services for Zack Terrell, 74, former owner of Cole Bros. and manager of Sells-Floto, were conducted here Monday (9). He died at a Rochester, Minn., hospital on Thursday (5).

The Rev. Ben Tinsley, of West La Fayette, Ind., former pastor of the Owensboro Episcopal Church, officiated. Pallbearers were Jeff Bryant, Harry Bottorf, Forest Ashby, Vernie Bridwell, Hugh Barnhardt, publisher of the Rochester, Ind., News-Sentinel, and Lawrence W. Hager, publisher of The Owensboro Messenger.

Honorary pallbearers included John J. Weikel, V. J. Steele, Joe Knight, Milton Yungers; Karl Kae Knecht, of the Evansville, Ind., Courier and past-president of the CFA; W. M. Hildebrand, C. Alva Pickett, William McNamara, Yewell Small, William Birk, Ray Dieterle, Roy Burlow, Dr. John Oldham, Dr. Horace Harrison, Dr. D. L. Hill; Fred Shortemeier, former Indiana secretary of state and attorney for Cole Bros.; Lester Yeger, and James C. Ellis, of Dade Park. Representing the CFA at the services were Mr. and Mrs. Clifford Steele, Princeton, Ind., and Mr. and Mrs. W. G. Schoepflin, Henderson, Ky.

Surviving are his widow, Mrs. Estella Nelson Terrell; Mrs. Everett Chapman, Herrin, Ill., an aunt, and three cousins, John, Vernon and Bicke Cooper, all of Vincennes, Ind.

In Owensboro were several members of Mrs. Terrell's family, the Famous Nelson Family, including her mother, Mrs. Sarah Nelson, and sister, Mrs. Rosina Nelson Brown, both of Mount Clemens, Mich.; another sister Mrs. Hilda Burkhardt, and her husband, Noyelles, both of Ringling-Barnum, and a brother, Paul Nelson, equestrian director of Mills Bros. Circus. Another sister, Mrs. Ray Marlowe, lives in Sarasota, Fla.

Kelly-Miller Draws Crowds In N. D. Spot

HAZEN, N. D., Aug. 14.—Al G. Kelly & Miller Bros. Circus won good business here Monday (9), as it played Wheat County at the height of the harvest season. The show stands to do well in this part of North Dakota, since conditions reportedly are good and other types of shows have scored well hereabouts.

Kelly-Miller's business here amounted to a three-quarter matinee and full night house. At Crosby, N. D., Wednesday (4), the show had two half houses.

Packs Closes Summer Season

WILLIAMSPORT, Pa., Aug. 14.—Tom Packs' Circus, playing its final stand of the summer, drew a three-quarter matinee and near-full night house at Bowman Field here Tuesday (10). Show was sponsored by the police. Rain threatened in the afternoon, and the Harlem Globetrotters were playing in near-by Sunbury. Ringling played Williamsport July 7, when it also rained.

Klamath Falls Off for Polack

KLAMATH FALLS, Ore., Aug. 14.—Attendance was good but over-all results were off about 25 per cent here for Polack Bros. Western unit, according to Managing Director Louis Stern. He said that the season's take was running 10 to 15 per cent behind last year.

The Klamath County Fairgrounds grandstand was half filled both afternoons of the two-day stand. Tuesday night (10) the stand was nearly filled and Wednesday (11) it was overflowed when 4,500 persons turned out. While the people were coming out, Stern said, they were not going for reserved seats and otherwise were not spending freely.

Press was strong here and several air hits were scored on KFLW. Date was the sixth annual sponsored by the Shrine Club.

Beatty Returns to U. S.; Canadian Weather Hurts

ESTEVAN, Sask., Aug. 14.—Clyde Beatty Circus returned to the U. S. following performances here Saturday (7), winding up a tour of Western Canada that brought good business at some places. First Stateside stand was Minot, N. D.

At Medicine Hat, Alta., Tuesday (3) the Beatty show drew a half house in the afternoon and a three-quarter score at night. Lot was muddy but weather was clear. Rain struck at Swift Current, Sask., Wednesday (4) and again business was at the half and three-quarter level. No auspices was used.

Moose Jaw, Sask., Thursday (5) came thru with a three-quarter afternoon and near-full night in a light rain. Weyburn followed on Friday (6) with half and three-quarter houses in cold, wet weather. Estevan, the Saturday (7) stand, was held to a one-third

matinee, probably because recent rains mired rural roads. Night house was three-quarters filled.

The Canadian tour counted in much cold, windy and wet weather, and business was weak in some spots.

Geo. W. Cole Strong in Ky.

CAMPTON, Ky., Aug. 14.—George W. Cole Circus played a matinee-only stand here Sunday (8) and scored a capacity crowd. It was the first circus to play Wolfe County in several years. At Salyersville, on Friday (6) the matinee was near-full and the night house was packed. That town, too, was several years fresh. Co-Owner Herb Walters manages the circus.

Barnum Festival Had Profit of 7G

BRIDGEPORT, Conn., Aug. 14.—Joseph H. Lederer has been named ringmaster of the 1955 Barnum Festival, the five-day celebration held every year in honor of the city's former mayor, P. T. Barnum.

Treasurer John Shenton has reported more than \$7,000 left over from this year's event. It represented a total of \$35,433 collected from festival events, minus \$28,365 in paid-up bills.

Also appointed were William S. Simpson, grand marshal of the 1955 parade; Harold B. Dow, Ballyhoo Show chairman, and Mrs. Madeline O'Shea Newport, marshal of the Parade of Champions.

CCC Secretary Resigns

LOS ANGELES, Aug. 14.—Marge V. Kelly, secretary of the Circus Clown Club of America for the past eight years, has resigned, it was reported this week. Richard Arcand, president, said he would double as secretary for the present. Margaret C. Moore has been named personnel director.

Von Fills Top Twice

NEWTON, N. J., Aug. 14.—Two full houses turned out for Von Bros.' Circus here Thursday (5), Manager Henry Vonderheid stated. Shower in the afternoon did little damage. Lions Club sponsored.

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Call
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8-thousand-dollar tap calls.

UNDER THE MARQUEE

By TOM PARKINSON

Johnny Meah, artist-clown, recently closed with Hunt Bros.' Circus and will remain at his Bristol, Conn., home until mid-August before beginning a route of fairs with his portrait and caricature concession. . . . **Leo Francis**, who is working fairs with his white-face and blackface act, recently caught the Big Show at Indianapolis.

Tom Inabinette, Harlingen, Tex., writes that Mexican circuses seem to be in need of animals, with one buying up all that was left at the late **Snake King's** farm. King's zoo has closed and part of the property is to be used as a market.

From the British paper, World's Fair, comes word that the Bertram Mills Circus has been using an airplane equipped with loudspeakers for advertising. System described is the same as was used in recent seasons by Kelly-Miller.

Art McCall, Sandusky, O., fan and newspaperman, clowned the Ringling show recently. He authored an article about the local feed man, who has supplied shows since the days of **Buffalo Bill**, for a new twist to circus-day coverage.

June Cristiani, who returned to Chicago from Fairbanks, Alaska, where the show owned by her husband, **Lucio**, was showing, has enrolled in a school to study Italian.

Bruce Peacock, newspaperman and Billboard correspondent at Regina, Sask., caught the Beatty show at Moose Jaw, Sask., along with **Mrs. Peacock** and **Jack Swain**. They met **Laurence Cross**, **Sam Alexander**, **Charles Cox**, **Ed Moriarity**, **Vic Robbins**, **Bob Enrico** and **Alex Linton**. . . . The **Aerial Solts** are contracted for the Twelve Mile, Ind., fair; "Big Top" TV show, and the Roann, Ind., celebration, reports **Carl Solts**.

R. A. (Doc) Jenkins, who is headed for Mexico, where he will be agent for a circus all winter, tells that the Golden West Bar, Albuquerque, N. M., displays a blown-up picture which includes a view of a two-sheet reading "Wait for 4-Paw."

Sam Ward, Polack promotion man, passed thru Chicago en route to Toledo this week and advised that his Reno, Nev., date was up 27 per cent altho other attractions there were down, a feat he credited to hard work.

Lester, Ltd., the Chicago costume house, has moved from Lake Street to South Wabash. . . . The **Paul M. Conaway** family, Macon, Ga., has returned from a tour of Canada and New York. On the jaunt they visited **Max Cohen** and family, Rochester, N. Y.; **Floyd King** and **Arnold Maley**, of King Bros.' Circus, and **Franco Richards**, of Richards Bros.' Circus.

Bob Morton is summering at his Miami Beach home until time for the Hamid-Morton Circus to make its fall dates. . . . **Jersey Schanck**, Side Show canvas boss on the Beatty show, has been trouping 42 years and expects to put in a few more seasons, he writes.

Count Popo DeBathe, clown, pens from San Francisco that he has accepted an out-of-court settlement from 20th Century-Fox, **Danny Kaye** and **Sylvia Fine** in a suit he filed against them in 1951 over use of the name "Popo" in a movie called "On the Riviera." . . . **Glen Jason (Jumbo) Jarnes**, now in the butter business in Iowa, reports a yearning to return to circus business. He reports catching the Tilton Comedians, rep show, recently.

Lou Nelson has left Hunt Bros.' Circus because of the illness of his father in Cleveland. He had the front door and press agent back. . . . **Jack Ellis**, Grand Rapids, Mich., theater man who was with circuses and minstrel shows years ago, was honored recently for 78 years in show business.

Walter Lankford, Warner Robins, Ga., who used to have Lankford's Overland Shows, has been in St. Louis and expects to catch some fairs as he studies the possibility of returning to the road. . . . **Paul Hass**, Ringling watchman, is in Grant Hospital,

Chicago, for a rest and will rejoin when the show hits the Windy City.

Fan William Flinn visited with **Bill Crowe** on Ringling-Barnum. . . . **Eddie Jackson**, veteran press agent and bill car man, has closed with the Ringling advance car and gone to Dunedin, Fla., to be with his niece.

Vernon L. McReavy, circus promotion man, is ready to go again after a seige with hospitals and recuperation. He is in Mankato, Minn. . . . **Bert Siebert**, the Wisconsin Cadillac distributor who is interested in circuses from time to time, is reported to be ill. . . . Back in the United States in advance of their 1955 engagement with Polack Bros.' Western Circus are the **Dagenham Girl Pipers** (10).

Eugene Whitmore, writer, photographer and close follower of circuses, has been in New York a couple of weeks and will visit Chicago before returning to his Lockhart, Tex., headquarters. . . . The **Moffett Family**, comedy car act, is making fairs for the Hamid office. **Dolly Moffett** writes that they recently visited **Charlie and Jewel Poplin** on the **Bob McKinley** rodeo in Indiana and talked with **Francis Hogan** and **Roland Tiebor Jr.** on Ringling-Barnum.

Robert (Bob Horter) Colterug, 78-year-old aerialist formerly with the **Hortor Family**, is in the TB hospital at South Bend, Ind., and would like to hear from troupers and fans. . . . **Jake J. (Clown Cop Corrigan) Disch**, Cudahy, Wis., reports making a difficult jump from Davis, Ill., and Milwaukee dates after he flagged a train and it backed up a half mile to pick him up.

Mary Jane Miller reports that Ringling-Barnum has escaped the heat wave and has been getting ideal circus weather and good business. Many changes in time between towns this week kept everyone on the alert. . . . While the show was in Dover, O., the **Walter L. Main Tent**, CFA, gave a party for personnel at New Philadelphia, and numerous troupers and fans attended. . . . Friends of the **Meinhart** family visited their home at Massillon, O., while the show was in Canton. . . . A number of people from Tom Packs' Circus visited. . . . **Don Quirk** is spending his vacation on the show as an usher. . . . **Margie, Linda** and **Debbie Lawson** have joined for a few weeks. . . . **Pat Lombardi** is back at work. . . . **Margaret Smith** has rejoined. . . . A number of Shriners visited at Cleveland. . . . **Sealo**, of the Side Show, was winner in the radio giveaway. . . . Visitors included **Bob Raupfer** and his mother, **Jack Leontini**, the **Bokara Troupe**, **Kitty Clarke's** grandmother, **Ted Deppish**, **Winifred Colleano**, **Rusty Parent**, **Penny Wilson**, **Skee Adair**, **Mitzie** and **Murray Fein**; **Bud Montgomery** and son, **Sam**; **Shaky Legs Murphy**, **W. E. Lawson's** sister and her family, **Mr. and Mrs. Charles Jones**, **Roy Gundaker**, the **Guy Vichegs Pete Daniels**, the **Irv Romigs** and son, and **Jean Maguire**.

Robert D. Good, Allentown, Pa., reports that King Bros.' Circus played there Monday (9) to two full houses despite rain and mud. The show gave a parade.

Albert Wolf, who was with the Ringling-Barnum Advertising Car No. 3 for several seasons, is in Wesley Memorial Hospital, Chicago, and would like to hear from friends, according to S. I. Boudinot.

Circus acts with **Ernie Young's** grandstand revue in Western Canada included **Bill Atterbury's Sky Kings**, the **Walter Dick All-American Boys**, trampoline and tumbling; **Baudy's Greyhounds** and **Bozo Harrell**.

Red Powell, veteran elephant man, is breaking baby elephants at **Louis Goebel's** animal farm at Thousand Oaks, Calif.

Scott W. Queen, general agent of Mills Bros.' Circus, has returned home to Allentown, Pa., from the South to undergo a minor operation, after which he will return to work. **Larry Lawrence** and **Mearl Johnson** fill in during his absence. While recuperating, **Queen** visited King Bros.' Circus at Allentown Monday (9). Mills Bros. plays Allentown on September 9.

Everett Fuller, CFA, and his grandson, caught Hagen Bros. at Colonie, N. Y. . . . Set for "Super Circus" Sunday (22) are the **Del Oros**, trapeze; **Platinos**, tight wire, and **Wallee Necker's Dobermans**, dog act. . . . Members of the **John Davenport Tent**, CFA, will attend the Ringling show September 5 in Chicago.

From King Bros. comes word that **Mrs. Harry Thomas** has been on the sick list, that it's a puzzle how **Douglas** finds time to bake the pastry for the pie car and how **Matt Laurish** finds time to wash his dog, that **Marsha Larkins** is teaching a dog some tricks, that **John Soble** is filling in on cotton candy while **B. W. Hudleston** is spending a few days at York, S. C.; that **Bill Tobias** spent a week with his family in Sunbury Pa.; that **Bertha Drane** is working a reserved seat gate and handling laundry and cleaning orders; that the **Jacksons** are always first off the lot for the next town; that **Charles T. Hunt**, of Hunt Bros., and **Bill Hill**, of Von Bros., visited in Newburg, N. Y.; that **Tommy Doran** is with the King show for a few days, and that **Mrs. Ira Watts** came in late for the first time this season at Allentown.

Mills Bros.' correspondent, JoJo Lewis, writes that the show mourned the passing of **Zack Terrell**. . . . **Jake Mills** chartered a boat Sunday at Sandwich, Mass., and a party of 20 cruised 15 miles for fishing. Anglers' prizes went to **Paul Hudson** and **Engle Schimtz**. **John Virginias** caught 15 fish. **Eva Mae Lewis** became seassick. **Jake Mills** served lunch to all aboard ship. . . . Visitors included CFA **Howard Chamberlain** and family, **Buck Leahy**, **Tom Yeasley**; **Charles Callahan**, of the Boston Globe; **John F. Wagoner**, **George C. Turner**, of The Richmond, Mass., Standard; **Herb Taylor**, **Edward Taylor**, **E. L. Pearson** and **Ray Marlowe**.

Judge Adolph Andro, Baraboo, Wis., CFA, is at St. Mary's-Ringling Hospital, Baraboo, and would like to hear from troupers and fans. . . . The **Pete Lindemanns**, Sheboygan, Wis., visited in Baraboo recently. . . . **Richards Bros.' personnel** attended a fish fry at Lewes, Del. . . . The **Flying Valentines** exchanged visits with the **DeRiskie Family** on Richards Bros. this week.

Joe McKennon, manager of the October Fair, Asheville, N. C., has returned from a tour of Europe on which he caught a number of circuses, including **Bertram Mills**, **Blackpool Tower** and **Chipperfield's** in England; **Medrano**, **D'Hiver**, **Napoleon Rancy** and **Aymar**, in France; **Buffalo Circus**, **Belgium**; **Barlay Circus**, Germany; **Knie Circus** in Switzerland, and the **Hagenbeck Zoo**, Hamburg. Highlights, he writes, were **Mills chimps**, **Knie horses**, **Rancy's clowns**; **Chipperfield's elephant act**; the **Aymar downtown parade** with a **Buffalo Bill**, bandwagons and cowboy band; one front foot stands by elephants on **Aymarand Rancy shows**; **Rancy's flying return act**, **Din-at Trio**, working

with strobolite and without a net; new clown gags on **Blackpool Tower Circus**, and fine uniforms of all personnel with each show, especially **Mills** and **Knie**.

The **Doc Shacks** of Chicago are making a trip thru Europe, with plans to see as many circuses as possible and scout for talent wanted by two circuses here. . . . **Tom Inabinette**, Harlingen, Tex., is still seeing Mexican circuses, this time the **Suarez Bros.**, **Jack Blunder**, **Circo Union**, **Circo Mexico** and **Circo Murte**.

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Charlottesville, Va., Aug. 19; Richmond, 20; Newport News, 21, and Norfolk, 22-23.

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SHIPMENTS ONLY FROM
KANSAS CITY FULL
CARTON LOTS.
AT THESE PRICES:

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No.	Pkg.	Price
	Dozen	Dozen
4642 14" Sleeping Poodle	1 doz.	\$16.00
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4653 18" Standing Poodle	1 doz.	26.40
4643 20" Sleeping Poodle	1 doz.	26.40
4661 20" Lazy Poodle	1 doz.	26.40

No.	Pkg.	Price
	Dozen	Dozen
4620 14 in.	4 doz.	\$ 9.50
4601 18 in.	2 doz.	12.50
4613 27 in.	1 doz.	22.00
4615 30 in.	1 doz.	24.75

MAJORETTES

No.	Pkg.	Price
	Dozen	Dozen
4718 16 in.	4 doz.	\$10.00
4634 19 in.	2 doz.	17.00

EASTERN BEAR 12 to carton \$22.50

F.O.B. EAST DOZ.

No.	Pkg.	Price
	Dozen	Dozen
4656 27" Bear	1 doz.	\$22.50
4604 10" Bear	3 doz.	7.00
4606 14" Bear	3 doz.	10.60
4608 15" Bear	3 doz.	11.50
7322 29" Bear	1/2 doz.	24.00
4658 29" Bear	1/2 doz.	26.00
4631 31" Bear	1/2 doz.	30.00

No.	Pkg.	Price
	Dozen	Dozen
4623 31" Bear	1 doz.	\$34.00
4741 28" Bear	1 doz.	27.00
4619 22" Gentleman Bear	1 doz.	36.00
w/chain	1 doz.	34.50
4627 18" Poodle w/chain	1 doz.	30.00
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4699 Sleeping Pup	1/2 doz.	27.00

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As well as every size Bear, Dog, Elephant, Horse, Donkey, etc.

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MERCHANDISE TOPICS

Write The Billboard's Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Phyllis Lerman, daughter of the owners of Bell Sales Company, Chicago, is to be married August 29 to Morris M. Woloshin, associated with the Florsheim Square Deal shoe store of Chicago. The couple, both graduates of the University of Illinois, will honeymoon in Colorado Springs, Colo.

Gem Sales Company, Detroit, is introducing a new low-priced camera which is made in the U. S. This camera is said to be perfect in every detail and will take 16 full-sized pictures on a roll of No. 127 film. It has a sharp meniscus lens, molded plastic case and is accompanied by a fully guaranteed coupon direct from the factory. The price of \$7.20 per dozen is brought even lower when ordered in gross lots. Individually boxed, this item looks like it could go places, saleswise.

Tanross Supply Company, Miami, has imported two Japanese items that are fully guaranteed and of the highest quality. The first is a 7x50 I.F. binocular at \$19.10 per pair which they compare to a pair selling at \$150. It is available in three other sizes, too. The second is a three-turret microscope with power ranging from 100x thru 200x and 300x. At the extremely low price of \$5 each, the sales manager states these compare with microscopes selling at \$39.95. Samples are available at \$1 extra, but the firm will pay the freight if an order is for \$150 or more. The microscope will be shipped in its own hardwood case, while each binocular comes complete with a genuine leather pigskin case.

Harris Novelty Company, Philadelphia, reports heavy orders from fairs, parks and resorts on items it is featuring. Heaviest returns are on the fuzzy wuzzy straw hat, checkerboard cap with pom-pom, white captain's cap of gabardine twill with shiny black visor, a "Top Banana" cap of enormous diameter, a ladies' peak hat, a motorcycle cap and black felt derbies. Included in the list are pen sets, rubber walking dogs, a low-priced pearl set and a novelty called Bubbling Boy. In addition to these, Harris has a huge list of specials of such wide variety that almost every need can be filled. The firm says it excels in rapid delivery and prices cannot be beat. A catalog will be sent on request.

Oak Rubber Company, Ravenna, O., continues to promote the sale of its big line of rubber balloons. The firm appeals to streetmen with such specials as Mickey Mouse, nobbies, kat heads, air ships, spirals and standard-type balloons. These balloons have been developed so that they are bigger, tougher and flashier for greater attraction to kiddies. They invite inquiries to local jobbers and state that prices permit a strong profit margin.

Celtosa Medicine Company, Cincinnati, points up their established line of products to pitchmen, medicine men and demonstrators. This week it is featuring tonics, linaments, vitamins, tablets, ointments, herbs, corn medicine, soaps, foot creams, inhalers and rubbing oils. This company (Continued on page 73)

PIPES FOR PITCHMEN

By BILL BAKER

WE HAVE A... report that Al Delesk, circulation manager of the Southern Planter, sneaked away from his Richmond, Va., office just long enough to do a little vacationing in the hills of West Virginia. Al is a C.M. of the old school and is considered tops in that end of the paper business.

IN REPORTING A BIT... of misfortune that has fallen across the path of Mr. and Mrs. Bob Noell, of Noell's Ark Gorilla Show, Mrs. N. writes: "Sure seems like 'when it rains it pours' in our case. Since 1950, we have had nothing but rotten luck with our animals. Now our dear, beloved M'Jingo, the gorilla, got sick and died within a week. No one could help us. No one understands them enough to be able to help them. No one can ever know how much this one has hurt me. They all hurt. We were so shocked, because this animal seemed so perfect and I was sure he was going to live. We had big plans for him. Our whole future was wrapped up in him. He was just beginning to look like he was supposed to look in order to back up his title of gorilla. It was hard to imagine a more robust and magnificent specimen than he seemed to be. But, alas, only a week and he was gone. Duke University in Durham, N. C., performed an autopsy on M'Jingo, the same as they had done two years previously on Snookie, our chimp." It goes without saying that we sympathize with the Noells in their sentimental and serious financial loss.

FIVE YEARS AGO... in the realm of pitchdom: Mrs. Chet Naron was working cookie press gadgets on the Canadian fair circuit, while her husband was giving with the med pitch. Giles Purpear and his little woman were working cookie presses in Grand Forks, N. D. Jerry Trigg was working coils in the same town. Art Huber, one-time Chicago juicer and peeler worker, died in Los Angeles. Rose Haddix was residing in Lexington, Ky. Ray Mefford had just taken up permanent residence in St. Petersburg, Fla. The Calgary Exhibition and Stampede, Calgary, Alta., had been over for

a couple of weeks and a flock of pitchmen were gloating over the geedus that they had picked up during the run. Among them were Morris Goldstein, the one-man band with his Hum-a-Tune layout; Al Salem working peelers, and John Moore and wife, working rad on the high pitch. Eddie Gillespie almost had his ears blown off in Grand Forks, N. D., and then got caught in a flood in Edmonton, Alta. Jack (Bottles) Stover was doing pretty fair at the stock sales in the Shenandoah Valley and Mary and Madeline Ragan were framing their mental and astrological layout for fair and dime store circuit which they had booked for the winter. All this was going on five years ago. We wonder what they are doing now.

LAST WEEK... Happy Heller, the Romeo, Mich., merchant, confided that regular business was pretty stinkeroo in Detroit. He now elaborates further to say, "I believe that there is enough pitch business around here for everyone and when it's good I'll say so, in spite of the chronic crepe hangers and blue singers. Last winter they gave me the bird about my prosperity reports and said that I'd have every pitchman in the United States flocking to Detroit. Well, it didn't happen and furthermore I don't think it will. Last January I said that work was the order of the day in this area and, believe me, it is. I put in 48 hours behind the counter one week not so long ago and I was lucky to pick up a pretty good hunk of change. I split up each day in one-hour intervals. I'd work for an hour, rest 10 minutes and then go back at it for another hour. Most of the salesmen around here are beating their brains out trying to sell everything from fire alarms to automobiles to a public that is pretty tight with the buck. Believe me, boys, I'm plenty thankful for my five-foot frontage!"

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2317 FRANKFORT AVE. LOUISVILLE, KY.

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

Merchandise Topics

Continued from page 72

promises one-day service and will send a listing. The manager says they carry everything needed to make a successful season.

Jay Sales, Chicago, has introduced a medical discovery for safe, easy fast relief from cold, hay fever and sinus misery. You actually have to try Benzoin-Ator to appreciate, the firm says. You risk nothing because Benzoin-Ator is sold with a money-back guarantee. It is said to be safe for children and adults in getting fast relief from distressing nasal congestion. Comes in a five-ounce new high pressure aerosol dispenser. It retails for \$2.98. A sample is \$2 and is sold for \$21.60 per dozen.

If you haven't seen the 17-jewel yellow cased thin watch offered by **National Distributing Company**, Miami, a sample could be the beginning of a good volume of sales. . . . **Levin Bros.**, Terre Haute, Ind., has its new carnival catalog ready. . . . **Gellman Bros.**, Minneapolis, say it has assembled its greatest line of novelties and has them illustrated in its new catalog, which is sent free on request. . . . **Optican Brothers**, Kansas City, Mo., continues to offer 1,000 pieces of slum at the low price of \$6.75. . . . Gold and nickel-plated picture expansion identification bracelets having a domestic photo ident with imported band are being offered by **Dexco, Inc.**, Providence, R. I.

Fair and food concessionaires should be interested in a gadget made by the **New Method Manufacturing Company**, Bradford, Pa. Dealers say this is a tested and proven fast seller which does the work of 20 necessary kitchen utensils. The item, eight inches long, is made of the finest materials. Twenty-five cents will bring a sample.

Kipp Brothers, Indianapolis, has made a purchase of inflatable rubber toys. These are 18-inch circus animals such as monkeys, dogs, elephants, etc., which Kipp bought at closeout prices and is therefore able to offer at \$4.25 per dozen and \$48 per gross. The firm also has clowns in bright colors, 18 inches high, each with squawker which are offered at the same prices as the circus animals. This company also has a new carnival catalog which it will send if you state your business.

Harvey Lewis Fur Company, Minneapolis, has made it possible for every woman to wear genuine mink. The firm is offering earrings trimmed with mink fur. Included in the line are mink-trimmed bracelets. Both earring and bracelets are available at \$9 per dozen. The firm solicits inquiries from agents, dealers, stores, jobbers and concessionaires.

Hobby Hill, Chicago, has announced a new seal for keeping bottles air tight. This fast-selling item is called Stop-R. Stop-R air seals work on an entirely new principle. Because of the natural flow of the glass in the mold when a bottle is made, there is a slight indentation on the inside of the bottle where the bulge is. Stop-R when tightened expands at this indentation. Gases in the beverage push up from the inside, thus making a perfect seal. This is the reason for the pop when Stop-R is removed. Some of the advantages are: Seals bottles as tightly as the original cap, keeps beer tap-fresh for several days, aluminum screw cannot rust, toxic-free rubber and attractive display cards.

Louisville Statuary Company, Louisville, has a complete inventory of 6-cent, 10-cent and 25-cent plaster. Its new line has all painted eyes and is highly tinned for better flash. In addition, the line has no flat backs. Carnival and roadside stands are invited to send for samples.

Providence Ring Company, Providence, R. I., reports heavy sales of its miracle cross. This cross is set with 12 brilliant-cut stones and comes complete with chain which has soldered links. When the center of the cross is brought close to the eye, the Lord's Prayer may be clearly and distinctly seen. Both chain and cross are finished in bright nickel silver or in gold finish. Prices on the nickel silver finish are \$4.25 a dozen and \$48 gross. The gold finish is \$6 a dozen or \$66 a gross. The company says it can make immediate delivery.

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COMING EVENTS

- Continued from page 55**
- Stafford Oaks—Celebration, Sept. 14-18.** Leon Broughton.
- Colorado**
 Arvada—Harvest Festival, Sept. 10-11. Ralph H. Lonecker.
 Denver—Gift and Jewelry Show, Hotel Albany, Sept. 23-26. Allied Exhibitors. 3832 Wilshire Blvd., Los Angeles.
 Kit Carson—Kit Carson Day, Sept. 18. Paul Beck.
 Littleton—Homecoming, Sept. 17-18. Stan Brodd.
- Georgia**
 Atlanta—Do It Yourself Show, Aug. 26-Sept. 1.
- Illinois**
 Alexis—Lions Club Fall Festival, Aug. 31-Sept. 4.
 Avon—Fat Steer Show, Aug. 19-21. Nick Vaccaro.
 Chicago—International Pet Fair, Sept. 21-26.
 Chicago—International Dairy Show & Rodeo, Oct. 8-17.
 Cissna Park—Old Settlers Reunion, Aug. 19-21.
 Dwight—Centennial, Aug. 16-22.
 El Paso—Sweet Corn Festival & Centennial, Aug. 23-28.
 Grayville—Tri-State Oil Show, Sept. 4-6. Vanell Smith.
 Hoopston—Sweet Corn Festival, Sept. 9-11.
 Johnston City—Tri-County Labor Day Celebration, Sept. 1-7. Ralph Cooksey.
 Olney—Conservation Day and Plow Matches, Sept. 16-18.
 Pekin—Lions Club Barbecue, Aug. 27-28. Roodhouse — Jaycee Homecoming, Aug. 19-21.
- Indiana**
 Hartford City—Street Celebration, Sept. 14-18.
- Iowa**
 Britt—Hobo Days, Aug. 23-24.
 Charles City—Centennial, Aug. 15-21.
 Hartley—Diamond Jubilee, Sept. 8-10.
 Muscatine—Celebration, Sept. 6-7. A. Duffy, 719 E. Sixth St.
 Waterloo—National Dairy Cattle Congress, Oct. 2-9. Ed S. Estel, 307 E. Rainbow Drive.
- Kansas**
 Maryville—Centennial, Aug. 16-21.
 Pittsburg—Labor Celebration, Sept. 6.
 Wichita—Territorial Centennial, Sept. 19-26. Harry Peebles, 431 S. Main.
 Wichita—Territorial Centennial, Sept. 19-26.
- Kentucky**
 Renfro Valley — Homecoming, Aug. 30-Sept. 6.
 Kentwood—Florida Parish Dairy & Agri. Festival, Sept. 15.
 Villa Platte—Cotton Festival, Sept. 25-26. Mervin E. Vidrina.
- Louisiana**
 Crowley—International Rice Festival, Oct. 27-28.
 Houma—Terrebonne Livestock Show, Oct. 16-17. William Lockridge.
 Marksville—Louisiana Livestock & Pasture Festival Oct. 4-10. K. J. Ducote.
 Opelousas—Louisiana Yambilee, Oct. 5-7. Billy Smith.
 Winnfield—Louisiana Forest Festival, Oct. 13-16. R. C. Heard.
- Maryland**
 Elkton—Cecil Co. Breeders Fair, Sept. 11. William Shelton.
 Princess Anne—Livestock Show, Oct. 1-2. Howard H. Anderson.
- Massachusetts**
 Amherst—Jersey Cattle Show, Aug. 25.
 Gloucester—Cape Ann Celebration, Aug. 16-21.
- Michigan**
 Coloma—Gladiolus Show, Aug. 21-22.
 Farswell—Celebration, Sept. 8.
 Port Austin—Centennial, Aug. 31-Sept. 7.
- Mississippi**
 Aberdeen — Monroe Co. Livestock Show, Sept. 21-25. Robert C. Couch.
 Ashland — Benton Co. Livestock Show Sept. 9-11. Blanche E. Hoover.
 Belzoni—Humphreys Co. Livestock Show, Oct. 18-23. M. E. Hill.
 Booneville—Prentiss Co. Livestock Show, Sept. 23-25. W. T. Smith.
 Brookhaven—Lincoln Co. Livestock Show, Oct. 8-9. Travis Tadlock.
 Calhoun City — Calhoun Co. Livestock Show, Sept. 29-Oct. 2. Lee H. Thompson.
 Carthage—Leake Co. Livestock Show, Sept. 8-11. B. H. Dixon.
 DeKalb—Kemper Co. Livestock Show, Sept. 15-18. Jas. S. Overstreet.
 Eupora—Webster Co. Livestock Show, Sept. 7-Oct. 2. Cecil C. Randle.
 Hernando — DeSoto Co. Livestock Show, Sept. 20-24. W. E. Manning.
 Honston—Chickasaw Co. Livestock Show, Sept. 30-Oct. 2. Fred Dulaney.
 Iuka — Tishomingo Co. Livestock Show, Sept. 15-18. Mack Sanders.
 Louisville—Winston Co. Livestock Show, Sept. 6-11. E. L. Sessums.
 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. F. 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—Walthall Co. Livestock Show, Oct. 4-6. Ansel Estess.
 Water Valley—Yalobusha Co. Livestock Show, Aug. 24-28. J. S. Oakley.
 Wiggins—Snope Co. Livestock Show, Sept. 24-25. F. S. Batson.
- Missouri**
 Braymer—Celebration, Aug. 17-20.
 Brunswick—Fall Festival, Sept. 23-24.
 Calhoun—Colt Show, Sept. 10-11. M. L. George.
 Clarence—Homecoming, Aug. 16-21.
 Deepwater — Labor and Harvest Picnic, Sept. 6-7. Dr. C. R. Townsend.
 Gallatin—Jr. Livestock Show, Sept. 8-9. Geo. H. Schmitt.
 Gault—Celebration, Sept. 8-11.
 Hannibal—Street Celebration, Sept. 20-25. Chamber of Commerce.
 Joplin—Jr. Beef Show, Sept. 27. Chas. Joffitt, 112 W. Fourth St.
 Kansas City—American Royal Stock Show, Oct. 15-24. C. M. Woodard.
 Kirksville—Celebration, Sept. 23-25.
 Laredo—Celebration, Sept. 1-4.
 Lucerne—Lucerne Stock Show, Aug. 26-28.
 Maryville—Baby Beef & Pig Show, Sept. 20. K. Walkup.
 Milan—Jr. Livestock Show, Sept. 17. Mrs. P. M. Marr.
 Monet—Lawrence-Barry Co. Dairy Show, Sept. 3-4. Helen Sager.
 Monroe City—Lions Club Fall Festival, Sept. 27-Oct. 2.
- Nebraska**
 Omaha—Centennial, May 31-Sept. 6.
- Nevada**
 Carson City—Admission Day Celebration, Oct. 31.
- New Jersey**
 Atlantic City—Miss America Pageant, Sept. 7-11.
- New York**
 Chatham—Labor Celebration, Sept. 3-6.
 Deposit—Delaware Co. Firemen's Convention, Sept. 2-5.
 Monticello—Sesquicentennial, Sept. 8-11.
 New York—International Gift Show, Astor Hotel, Aug. 22-27.
 Niagara Falls—Home Show, Sept. 11-19. Anthony P. Soluri.
 Troughnoga—Troughnoga Carnival & Fair, Aug. 19-22. Ray Wells.
- North Carolina**
 Asheville—Buncombe Co. Festival, Aug. 30-Sept. 4.
 Carthage—Moore Co. Agri. Fair, Oct. 25-30. W. Stowe Cole.
 Rockingham—Lions Club Festival, Aug. 30-Sept. 4.
 Scottdale Neck—Firemen's Peanut Fair, Sept. 20.
 Tarboro—Tobacco Show, Aug. 23.
- North Dakota**
 Portland—Dairy Queen Festival, Aug. 27-28. Commercial Club.
- Ohio**
 Bradford—Pumpkin Show, Oct. 12-16. P. C. Meel.
 Cincinnati—Do It Yourself Expo., Oct. 9-13. Jaycees.
 Cincinnati—Food and Home Show, Aug. 16-29. G. J. Fredriks.
 Cleveland—Lions Club Festival, Sept. 2-6. M. M. Romick, 31 Public Square.
 Delphos—Chamber of Commerce Celebration, Aug. 26. Forrest Brown, R. R. 2.
 Dunkirk—Community Park Festival, Aug. 19-20. Roy Wilson.
 East Liverpool—Old Home Week, Aug. 16-21. Benty & Hackathorne, 752 St. Claire Ave.
 North Eaton—Labor Celebration, Sept. 4-6.
 Port Jefferson—Labor Celebration, Sept. 4-6.
 Troy—Miami Valley Food & Appliance Show, Sept. 17-19.
 Wauseon—Centennial, Aug. 16-21.
- Oklahoma**
 Anadarko—Indian Exposition, Aug. 16-21.
 Enid—Sooner State Dairy Show, Aug. 30-Sept. 3.
 Henryetta—Labor Day Celebration, Sept. 3-6.
- Oregon**
 Portland—Pacific International Livestock Expo., Oct. 19-23. Walter A. Hoyt.
- Pennsylvania**
 Athens—McMinn Co. Fair Assn. Sept. 13-18. Mrs. Jim Buttram.
 Altoona—Road Celebration, Aug. 16-21.
 New Castle—St. Vitus Church Celebration, Aug. 16-18.
 New Eagle—Firemen's Convention, Aug. 16-21.
 Pittsburgh (Herrs Island)—W. Pa. Pig Roundup, Aug. 17-18. Chas. L. McAdams.
 Pittsburgh (Herrs Island)—Jr. Beef & Lamb Show, Oct. 19-21. Chas. L. McAdams.
- South Carolina**
 Gaffney—Sesquicentennial, Sept. 12-18.
- South Dakota**
 Burke—Homecoming Days, Aug. 20-21.
 Groton—Harvest Festival, Aug. 30-31.
 Kennebec—Lyman Co. Fall Festival, Sept. 17-18.
 Lake Preston—Diamond Jubilee & Watermelon Festival, Sept. 5-6.
 Mitchell—Corn Palace Festival, Sept. 19-26. Leon Harmon.
 Parkston—Community Days, Aug. 30-31.
 Salem—Harvest Festival, Aug. 23-24.
 Sioux Falls—Tepee Days, Oct. 1-3.
 Timber Lake—Days of 1910, Aug. 28-29.
 Vermillion—Days of '59, Aug. 26-27.
 Wagner—Celebration, Sept. 5-6.
 Yankton—Free Pancake Days, Sept. 30-Oct. 2.
- Tennessee**
 Dresden—Street Fair, Aug. 23-28.
 Jackson—Masonic Picnic, Aug. 18.
 Tullahoma—Celebration, Aug. 23-28.
- Texas**
 Dallas—Allied Gift & Jewelry Show, Hotel Adolphus, Sept. 5-9. Allied Exhibitors, 3832 Wilshire Blvd., Los Angeles.
 Flores—Peanut Festival, Sept. 24-25. Robert P. Spence.
 Fort Worth—Home Show, Oct. 16-23. Dudley Foster.
 Hico—Reunion, Aug. 23-28.
 Kerrville—Southwest Sheep Dog Trials, Sept. 24. Jim Thacker.
 San Antonio—Expo. of the Americas, Oct. 29-Nov. 7. Ralph W. Stevens, White Plaza Hotel.
- Utah**
 Brigham City—Peach Days, Sept. 10-11. Chamber of Commerce.
- Virginia**
 Haymarket—St. Paul's Parish Horse Show, Aug. 28.
 Whitestone—Celebration, Aug. 23-28.
- West Virginia**
 Shinnston — Frontier Days Celebration, Sept. 16-18.
- Wisconsin**
 Appleton—Celebration, Aug. 24-29.
 Cornell—American Legion Conference, Sept. 25-26.
- Wyoming**
 Evanston—Cowboy Days, Sept. 5-6.
 Laramie—Western Square Dance Festival, Oct. 29-30.
- CANADA**
Alberta
 Calgary—Home Show, Sept. 10-18. George Colours, 1103 1/2 Division St.
 Edmonton—Home Show, Sept. 24-Oct. 3. Johnny Seallan, 11311 110th Avenue.
Quebec
 Sherbrooke—Winter Fair, Pat Stock Show & Sale, Oct. 11-14.
Saskatchewan
 Regina—Home Show, Oct. 11-16. Max C. McAr.
 Saskatoon—Dairy Cattle Show & Sale, Oct. 14.
 Saskatoon—A. E. Swine Show & Sale Oct. 15.

It Rained

Continued from page 60

Octopus, Roll-o-Plane and the following kiddie rides: auto, jeep and swing. Also there were a grab, mug joint, high striker working for a dime, and a popcorn stand which also sold floss and snow cones. The Jenny was loaded for hours on end without a let-up, the agent at the striker simply was sitting down with his hand out, taking dimes, and the food stands were mobbed.

It was a windfall for McNeace, who has struggled back after a dismal still-date season. He has five fairs this fall, all in Georgia and South Carolina, for which he will book on a regular back end and about 30 game concessions, plus the Richard Parcella free sway pole act.

Out 20 weeks now, Palmetto is grossing ahead of its 1953 figure. The spring was bad for the ride unit, but since the weather cleared around June 1 business has been on the upswing. Playing strictly under auspices, McNeace stays within the Carolinas-Georgia tobacco belt.

Palmetto Staff

Twenty years in the business, McNeace spent 15 of these with Ben Wolfe's Wolfe Amusement Company, and five years ago went out on his own. On the staff are Jack White, lot man and electrician, and Johnny Bryan, ride superintendent. Equipment is all up-to-date and the Octopus and kiddie auto ride were added this season.

Murray Manager

Continued from page 60

be skipped and substituted for at short notice. This was when the fireworks blast rocked Chesterfield prior to the show pulling in. A Legion committee was lined up in Easton and, Murray said, "we went in cold turkey."

The town had no daily paper and no radio station, so it took a while for the locals to realize a show was in the area. Early part of the week was dead, but it built fairly well the latter part.

Cambridge, Md., which followed, was off from last year, and last week's street fair in Snow Hill, Md., was just "passable."

Keller will run from August 23-28, and Murray has arranged for Tony Vitale's fireworks, harness racing, and final-day auto racing. Grandstand entertainment from the seaboard area has been booked independently.

There are 8 rides and 6 shows, all office-owned, plus 30 concessions, on the Weirwood grounds. Hopes for a big day Thursday (12) were partly based on the fact that the area's parched farmland got some much-needed rain last week, which was expected to encourage the farmers to spend on entertainment.

Barnes Revue

Continued from page 55

many one-arm flanges; Valitha and Aldino, barrel-jumping act that has the crowd fretting over the leaps; Chuck Brown and Rita, in a novelty bar act that totes plenty of comedy; Roger Ray, making a stab at playing the marimba while giving out with a humorous monolog; Tokayers, attractively dressed in a fast, impressive teeterboard act, and Tullara Lee and Company, novel acrobating-balancing act.

Dragon Scores

Dancer Johnny Mack is featured in the opening number, "Rhythm Strut," and gives with soft shoe, as well as tap dancing. The Oriental Intrigue number, certain to score big elsewhere, as it did here, brings on-stage a 34-human-legged dragon, cloaked brilliantly with a huge head, with lighted eyes and mouth, and a Prince. In this, the Asia Boys hold down the feature role, but the Dragon's maneuvers and its brilliant coloring snare prime attention.

The other production number, "The Emperor's Waltz," as its title suggests, gives strong emphasis to exquisite costuming and music but it is made doubly appealing by the performance of Andre, Andre and Bonnie, who despite that name, actually consist of three girls—beauties, too—and a man. The gals open as manikins and lead into some artful poses, movements and finally dancing.

Again, Izzy Cervone capably handles the baton. And Eddie Michaels emcees. Clown Carl Marx is carried with the unit and works the come-in.

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Coldreaver, Mrs. C.
Collier, Lea
Cook, Jack
Corey, Thomas P.
Crawford, W. B.
Crows, W. J.
Curtis, Mrs. Jane
Darby, Bill
Daubenspeck, Robert V.
Davis, V. E.
Decker, Robert C.
Dennis, J. W.
Dilbeck, W. M.
Downey, Arthur L.
Dushane, Mr. & Mrs. Louise
Dukes, Daniel T.
Dullon, Fred
Elliott, Frank
E. R. Enterprises
Eick, H. W.
Eink, Harry W.
Foss, John D.
Gardner, Mrs. Cynthia
Gardner, Joyce
Garrett, John
Gill, E.
Glover, Ernest
Grantham, Mr. & Mrs. Buford O.
Gravelly, Bernard J.
Gruss, Mrs. Mike
Grutel, Jack
Hall, D. D.
Hall, Ed I.
Hapton, Dudley
Harris, Marvin J.
Hendrick, Clyde
Hickman, Ray
Hilton, Kenneth
Holston, J. F.
Housewright, Veto
Hunt, Mr. & Mrs. A. E.
Hutton, Allen
Hyman, Jim
Hyland, Richard
Jackson, Mr. & Mrs. F. G.
Jennings, Harold
Johnson, Mike
Jones, George Cleveland
Kells, Martin
Kidd, Mr. & Mrs. Vern
Kingsley, Mr. & Mrs. Ralph
Korman, Carroll
LaRue, Miss Kim
Lewis, Carl
Lewis Shows, Ted
Lof, Garvey T.
Litts, Mr. & Mrs. F.

Llewellyn, John G.
Lochm, London, Tommy
Longmore, Floyd W.
McCormick, Mrs.
McGorry, Ace Colleen
McSpadden, John R.
Mamas, Harry
Marston, J. M.
Maser, Arvillo T.
Maser, Bob
Mayberry, Mrs.
Mellor, Robert Wayne
Metzer, Burton
Meyers, Mrs. Bob
Middletown, Odell
Miller, Adella
Miller, Clifford M.
Miller, Ruby & Art Mitchell, James
Moore, Juanita
Moore, Melvin
Moreno, Geraldine
Moreno, Tim
Morgan, Katherine S.
Moran, Roberta
Murphy, Jeff
Murphy, Ed L.
Murray, Edward
Murray, Wm. O.
Myers, Miss Diane
Nelson, Herbert
Noble, Kit
O'Connell, Jack
Ogle, Mr. & Mrs. Jack
O'Reilly, Jerry
Osborne, Friday
Patterson, J. B.
Patterson, J. B.
Pettit, Doyle
Pettit, Louis
Pickett, Harrison
Pickett, Wm. L.
Quillman, Albert
Quillman, Mrs. Grace
Rames, Harvey
Ramseyer, Edward
Randall, Daniel F.
Reed, Ivan C.
Reed, Robert
Richardson, Davis M.
Ridings, Charley
Roberts, Miss Diane
Robinson, Ralph
Romero, Michael
Ross, C. E.
Ross, Mr. & Mrs. J. E.
Sallee, Charles Robert
Sandusky, A. D.
Saunders, Orville B.
Schaff, Larry
Schultz, Edward
Scott, Charles L.
Sheansy, Charles R.
Sika, William
Spencer, Fred
Spencer, Jack
Sparkman, Jean & Smith, John Leonard
Staggs, Huel J.
Staley, Loyal G.
Sterner, Constance
Sty, Joseph
Thompson, George
Thompson, "Bill"
Thorson, Ronald
Vaughn, Carl
Vicks, Victor
Wagner, C. W.
Wall, Jack & Jessie
Watson, Frederick
Wells, Sam
Whalen, Mrs. Thomas
Whitson, Mr. & Mrs. L. W.
Williams, James J.
Wilson, Harvey T.
Zimmer, Fern

30" SUPER PLUSH BEAR

New Vinyl rubber painted nose. Ass'd. colors. 1 doz. \$21.75 to ctn. \$21.75

24" STANDING ALL PLUSH FRENCH POODLE Long chain and collar \$24.00

9" x 6" CROUCHING FUR KITTEN \$10.50 \$11.50 doz. in 3-doz. lots \$11.50

12" x 10" ALL FUR SCOTTY OR PEKE DOGS. \$11.75

TEE JAY TOYS, INC.
48 West 20th St. New York 11, N. Y.

World's famous PERFUMES

that sell at \$3 to \$6 per 1 1/2 dram REPRODUCED FOR YOU by outstanding Parisan 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-41**
1139 So. Wabash Chicago 5, Ill.

MEXICAN JUMPING BEANS

They rated THREE pages of pictures in LIFE magazine. They have been in the movies, on the radio, in newspapers. Truly they are a wonder of nature, they grow on bushes, yet live and jump for months. Thousands who have read of this mystery of nature have never had the opportunity of seeing them and buying them. After a crop failure the last two years, we have a chance to clean up this year. Counter displays contain 20 dime packages with 5 beans and historical game chart in each package, plus FREE demonstration beans with each display. Carded beans \$1.25 per card Postpaid. Jobbers and wagon men, write for quantity prices. Loose beans from us, 1000, \$7.00; 500, \$4; 100, \$1; all prepaid. Orders filled in rotation while harvest is on. Rush yours today!

WM. H. RILEY SULPHUR SPRINGS, FLORIDA
DRAWER 8392

17 JEWEL WAFER THIN PLATTER MODEL

YELLOW BEZEL—WHITE BACK

- Very BIG Flash
- One Year Written Guarantee With Every Watch
- Gold Expansion Band or Suede Leather Band

In 1/2 doz. lots
\$6.75 Each \$7.50 Samples

Send no money, we ship C.O.D.
BURTON SALES CO. 837 W. Madison St. Chicago 7, Ill.

KIPPS SPECIAL PURCHASE

INFLATABLE RUBBER CIRCUS TOYS

KIPPS have landed another SENSATIONAL CLOSEOUT. Now these inflatable rubber circus animals that sell elsewhere for \$5.75 and up a dozen are going fast at KIPPS for

\$4.25 per dozen and \$48.00 per gross

CIRCUS ANIMALS (Assorted)
Brightly colored stand-up animals, 18" high. Each with squeaker. Assorted: Dog, Monk and Elephant. Order by number.

N-1474—Dozen \$ 4.25
—Gross \$48.00

CIRCUS CLOWNS
Clowns in bright circus colors. Foot-half high, each with squeaker. Order by number.

N-1435—Dozen \$ 4.25
—Gross \$48.00

NOTICE: New Carnival Catalog by request, but you must state your business. Include Postage with Order. 25% Deposit with C.O.D. Orders.

KIPP BROTHERS

Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

BEAUTIFUL POCKET SECRETARY

\$6.00 doz. with retractable pen

- Three Pockets
- Detachable Note Pad
- Retractable Pen
- Heavy Gauge Plastic Imt. Morocco

• Guaranteed Quality • Unusual Value. Retractable Pens, \$25 gr.

Guaranteed FIRST QUALITY NEW FREE CATALOG OF NAME BRAND BARGAINS
100 W. 27th St., N. Y. C.

BURKE

TERRIFIC SELLING TRICK!

"4 NICKELS TO 4 DIMES."
No skill required! Magic Cap changes 4 nickels into 4 dimes!
SAMPLE—\$1.00 POSTPAID WHOLESALE—\$3.50 per dozen postpaid. Jobber's price—\$48.00 gross, F.O.B. factory. Remit with order.

D. ROBBINS & CO.
127-B W. 17 St. New York 11, N. Y.

ADVERTISING SPECIALTY SALESMEN

Make big money selling our hot line of leather and plastic novelties to stores and top executives for goodwill promotions and premiums. Firm names imprinted in gold. Year round demand. Repeat orders. Beautiful selling kit. 50% commission and protected territories to earn MEN or WOMEN. Write fully to WHITE NOVELTIES CO., 303 Fifth Avenue, New York 16, N. Y.

WE ARE MANUFACTURERS OF ALL KINDS—PULL TICKET GAMES & TIP BOOKS.

I Buy Direct From Manufacturers at Very, Very Reasonable Prices. —Columbia Sales Co.—
1302 MAIN ST., WHEELING, W. VA. L. S. Phone: WHEELING 340

GIVE TO DAMON RUNYON CANCER FUND

ALIVE!—ALIVE! MEXICAN JUMPING BEANS

10¢ 10¢

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

Only **\$7.20 PER DOZEN** individually boxed. 572.00 per gross. 25% DEPOSIT with order. BAL. C.O.D.

GEM SALES CO.
633 Woodward
Detroit 26, Mich.

Made in U.S.A.

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.

MEXICAN JACKETS
100% Wool in All Colors. Available in "Dancers" or "Embroidered" styles, in all sizes and colors.
Dancers, Sizes 34-40 **\$7.75 each**
Embroidered, Sizes 34-40 **\$6.75 each**

BEAUTIFUL HAND PAINTED SKIRTS
A marvelous number that will prove to be your fastest seller and biggest profit-maker.
\$4.90 ea. \$4.50 ea. in dozen lots

Attention please: 25% dep., bal. C.O.D. Send for Free Catalog.
PEARL SALES CO.
P. O. Box 675, El Paso, Tex.

FREE-FRISCO SPINDLE WHEEL & BUMPER GAME
—Write today for details on how to get yours—

EXPANSION IDENT RINGS
Stainless steel shanks, highly polished aluminum tops.
No. 2479 Per Gross **\$21.00**

Hand Polished ALUMINUM IDENTS
No. 2000 Per Gross **\$7.50**
GRAB BAG RINGS
3 Assorted Styles
No. 2400, Per Gr **\$5.00**

SEND FOR NEW 1954 CATALOG TODAY
We pay postage on all prepaid orders except Air Mail.

FRISCO PETE 226 So. Wells Street, Chicago 6, Illinois
All Phones: Franklin 2-2567

PICTURE EXPANSION IDENTS
Domestic photo ident with imported band
Nickel Plated **\$7.20 Dz.**
Gold Plated **\$8.40 Dz.**

Bulk Imported photo ident
Chrome Plated .. **\$5.00 Dz.**
Boys' or Girls' Styles
1954 catalog ready

DEXECO, INC. FOR ENGRAVERS & DEMONSTRATORS
Manufacturers of engraving jewelry
191 SOUTH STREET, PROVIDENCE 3, R. I. State your business

To Order Classified or Display-Classified Ads
USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies <input type="checkbox"/> Agents and Distributors <input type="checkbox"/> Animals, Birds, Pets <input type="checkbox"/> Business Opportunities <input type="checkbox"/> Costumes, Uniforms, Wardrobes <input type="checkbox"/> Food and Drink Concession Supplies <input type="checkbox"/> Formulas <input type="checkbox"/> For Sale—Secondhand Goods <input type="checkbox"/> For Sale—Secondhand Show Property <input type="checkbox"/> Help Wanted	<input type="checkbox"/> Instructions, Books, Cartoons <input type="checkbox"/> Magical Apparatus <input type="checkbox"/> Miscellaneous <input type="checkbox"/> Musical Instruments, Accessories <input type="checkbox"/> Partners Wanted <input type="checkbox"/> Persons <input type="checkbox"/> Photo Supplies and Developing <input type="checkbox"/> Printing <input type="checkbox"/> Salesmen Wanted <input type="checkbox"/> Scenery, Banners <input type="checkbox"/> Tattooing Supplies <input type="checkbox"/> Wanted to Buy
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3 Indicate below the type of ad you wish:
 REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in..... issue.
I enclose remittance of \$.....

Name
Address
City State.....

CLASSIFIED SECTION
A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 15c a word—Minimum \$3

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)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

IMPORTANT INFORMATION
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.
When using a Box Number in care of The Billboard allow for six additional words.
On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

ACTS, SONGS & PARODIES
NEW MUSIC COLLECTION: THE MUSICIAN'S comedy folio, \$5. Sock bits of business file, \$3. Parody song titles, \$2; ordered together, \$8. Showbiz Comedy Service, 1613 East 29 St., Brooklyn 29, N. Y.

AGENTS & DISTRIBUTORS
A FINE NEEDLE BOOK WITH 70 NEEDLES. Threader, \$7.20 gross; 31-piece plastic Christmas Decorating Kits, 10 sets \$3; 5,000 other bargains. Many samples and catalog. \$1 Mills Sales, 26 West 23d St., New York

WORLD'S FAMOUS PERFUMES
That sell at \$10 to \$25 reproduced for you Reproductions of 5 costly French-type fragrances, individually boxed, \$1 sellers. Costs you \$3 dozen. You make \$9. Mammoth Treasure Presentation Kit, 3 Thrilling Fragrances in one fabulous Gold Box \$3 sellers. Costs you \$6 dozen. You make \$30. brings samples both, prepaid "MUSK O'HARE, 5732 N. Kenmore Ave., Chicago 46, Ill.

\$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. au21

LUXURIOUS FURS AT WHOLESALE
prices—Beautiful, glamorous, ladies' fur coats, stoles, scarfs, 25 to 75% off. Money back guarantee. Catalog, price list, \$1. Money refunded with first order. Fur Dept., Box 662, Two Harbors, Minn.

FORMULAS & PLANS
ANY FORMULA, \$3; FORMULA CATALOG and Manufacturing Treatise, 10c. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

CALENDAR IN YOUR HEAD—KNOW DAY
of week, day falls on for 300 years. Easy learned. Fun with friends. Code \$1. Krysstob, Felton, Calif.

AGENTS, PITCHMEN, DEMONSTRATORS, Distributors! Make big money with amazing \$1 refundable for sample, quantity prices. obbins Company, 127-B West 17th St., New York City, N. Y. au21

AGENTS, STORES, NOVELTY DEALERS— Sell Novelty Card Sets, Samples, 10c. List free. National Specialty Sales, 15 E. Third, Cincinnati 2, Ohio.

CASH IN ON TREMENDOUS DEMAND FOR new low-priced burglar alarm for cars, homes and farm buildings. Nothing like it; everybody wants one. 28¢ profit. Unique sample offer. Northwest Electric Co., 130 Main, Mitchell, S. D.

EARN BIG PROFITS SELLING TERRIFIC Magic Coin Trick direct or to stores. Rush \$1 (refundable) for sample, quantity prices. obbins Company, 127-B West 17th St., New York City, N. Y. au21

EARRINGS—LATEST STYLES FROM manufacturer; sample dozen assorted 12 styles, \$3 postpaid. Retail seller \$1-52. No catalog, no c.o.d. Money refunded if not satisfied. Rothblatt, 9 Theater St., N. Y. C. 34, N. Y.

ENJOY 3 COLOR TELEVISION FILTER Screen now easily attached. Send \$2 for your screen size. Satisfaction guaranteed. S. George, 3008 Stenton Ave., Philadelphia 44, Pa.

AAA BOA CONSTRICTOR SPECIALS— Heavy bodied and in good condition. Three 6 ft. Boas, \$25; two 7 ft. Boas, \$25; two 8 ft. Boas, \$30; Brazilian, \$25; 4 ft. 7 ft., \$17.50; 8 ft., \$25; 9 ft., \$35; 10 ft., \$50; 11 ft., \$75; 12 ft., \$100; 13 ft., \$150; 14 ft., \$175; 15 ft., \$225; 16 ft., \$300. Pythons 8 to 11 ft. on hand for immediate shipment. This week's special, "Golden Spider" Monkeys, \$27.50. Coati Mundi, \$19.95. Tarpon Zoo, Tarpon Springs, Fla.

BABY DUCKLINGS
Thousands available weekly \$25.00 per 100 postpaid. DeVries Poultry Farm, Zeeland, Mich. Phone 3054.

BABY LEOPARD, EXTREMELY TAME, \$450; Mynah Bird fledglings, \$30; Spider Monkeys, \$30; Cinnamons, \$35; Whiteface \$35; Squirrel Monkeys, \$22; Coatimundi \$1. Pacas \$25; Marmosettes, \$25; 4 ft. Boas, Bronson Tropical Birds, 149 Fort George Ave., New York, N. Y. Phone Lorraine 9-0940. au28

POPULAR RECORDS JUST OFF JUKE
boxes, 78's, \$25 per 100; 45's, \$35 per 100. Half deposit with order, balance c.o.d. Empire Automatic Corp., 799 Coney Island Ave., Brooklyn, N. Y.

PERRY GYROSCOPE—60 INCH ANTI-
aircraft Searchlights with gasoline power plants. Midwest Sales Co., 3217 W 117th, Cleveland 11, Ohio. se4

16 FT. STAINLESS STEEL ROOT BEER,
Popcorn Concession Trailer; stock, misc. equipment. Melvin Decker, 408 State St., Adrian, Mich.

FAMOUS MFERS. CLOSEOUTS
Tie Slides, boxed \$ 60 dz.
Animal Charm Bracelets, 1.00 dz.
Tailored Tie Slides, boxed 1.45 dz.
Asst. Earrings 1.20 dz.
Asst. Cufflinks, earded 1.55 dz.
Asst. Neckties, 2.00 dz.
Cufflinks, boxed \$3, \$4, \$5 dz.
Neck & Earrings, boxed 9.00 dz.
Rosaries (made in Italy) 1.95 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

Samuel Silverman & Co.
1820 Westminster St. Providence, R. I.

FAMOUS MARILYN MONROE ORIGINAL
Calendars; collector's items. Retail value \$1 each. While they last, \$30 per 100, or special, only 1200 left, \$285 for the lot. Certified check or money order. Joe Longbrake, Dept. B, 7814 Essen, Cleveland 29, Ohio.

BRAD BRADFORD
Box 475, International Airport
Miami 48, Florida (82-0414)

Complete \$50 Starter "Den," Harmless or Poisonous only \$10 to everybody. New to Showmen and Marks. 12 pound "Earth Moving" POWERFUL Land Tortoise, \$6.50 ea. Beautiful, non-poisonous CORAL SNAKE in "serviceable" chrome and glass, self-locking, escape-proof display case, \$15. Two foot feeding green Dragons, three for ten dollars.

CALIFORNIA SEALS, SEA LIONS—WILD
or trained; main suppliers zoos, circuses throughout world. Marine Enterprises, Inc., Termosa Beach, Calif. np

FREE—LIONS TO RELIABLE PARK, ZOO,
or petting. Fat, clean, broke; must pose at once. Lions, Caspers Alligator Farm, St. Augustine, Fla.

PARAKEETS—\$18 DOZEN-UP, PHONE
Niagara 5079. Brown's Bird Aviaries, 8232 Valley View Drive, Overland Park, Kan. se25

WANTED FOR SEPTEMBER OR LONGER—
Small but good big Cat Act or trained Chimp Act. Rare Bird and Animal Farm, Fairlee, Vt. au21

ARCADÉ—READY TO GO! TRACTOR,
semi, 30x60 Top, Sidewalls, Flashy Front, sixty machines, price \$2950 cash. Write Arcade, Box 86, Savannah Beach, Ga. se4

BINGO BLOWERS—RETAILING \$150
SELLING out, \$49.50. A.C. Electric, with Ballé, Lipka Mfg Co., 617 East 11th St., New York 9, N. Y. se4

BUILD GROUP ATTRACTIONS FROM
Tested Plans; Miniature Golf, \$7; Fun House, \$10; Pit Show (Turtle Girl and Spidora), \$8; Panel Front Show, \$7; Mouse Circus, \$5; Bingo, \$5; all \$33. Free circular. Brill, Box 875, Peoria, Ill.

FERRIS WHEEL #16—1937 MODEL, VERY
good running condition; completely equipped with new steel seats this May. Price \$5,500, operating at Playland, Rye, N. Y., c/o August Gondeck. au21

FOR SALE—120,000 FEET ONE AUGHT
single conductor power cable, 25¢ ft.; excellent for welding lead and other portable installations. \$200,000 stock Sperry Searchlights parts, new in original overseas packing; lamp assemblies, lamp operation assemblies, all other parts, carbon and steel in Sperry Searchlights, new, crated, with spares, tools and manuals, \$550 each Anderson Brothers, 15400 Heperian Blvd., San Lorenzo, Calif. au21

FOR SALE OR TRADE—KIDDIES' SWING-
type Rocket Ride, six rockets, 12 passenger, new motor and bearings, ratchet Joe Galegor, 25 So. 18th St., Kansas City, Kan.

FRAME 8x10, NEW, NO CANVAS, \$50;
ammo, 10,000, Gallery, 865 John Kamm, 723 S. 56 St., West Allis 14, Wis.

LITTLE DIPPER AND HERSCHELL KID-
dle Rides; like new; reasonable. Chicago area, Box C-84, c/o Billboard, Cincinnati 22, Ohio.

FULL FASHIONED NYLON HOSIERY—
Thirds, \$1 doz. Seconds, \$3 doz. Irregulars, \$4.50 doz. Pillow Cases, \$3.25 doz.; Chenille Bed Spreads, \$35 doz. 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn. se

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. au28

JOE'S FUN SHOPS—FULL CREDIT
ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. au28

KENTUCKY COLONEL BLACK STRING
Ties—Satisfaction guaranteed. Send \$1 to Brown & Son, 824 Cedar St., Owensboro, Ky.

AQUARIUM FOR LONG TERM LEASE—
Buildings, tanks, pump to sea water; will build plant adjoining, plus sea pool. Rent on present building, \$50. Fronts U. S. 101 and ocean beach; a gold mine for someone with know how and small capital outlay. Robin Reed, Box 171, Delake, Ore. se11

FOR SALE—ESTABLISHED POKERINO
and Arcade property combined; completely equipped; fastest growing section of New Jersey coast; price, \$60,000. Beacon Amusements, Inc., Beach Haven, N. J.

FOR SALE—KIDDEE U-DRIVE CAR RIDE
and Kiddie Merry-Go-Round; both new this season. Partners disagree. Located near R.D.T. Amusements, 137 Atlantic Ave., Manasquan, N. J.

GOOD MONEY MAKER—MONKEY RACE
group game; 15 units. Now operating in Rockaway's Playland. Original cost, \$7,200. Will sell for \$1,500. Sacrifice. Feidman, 92-14 Blvd., Rockaway Beach, N. Y.

LOCATION ON OCEAN PIER—ALL
types Merchandise, Demonstrations, Popcorn, Sno-Cone, Guess Your Weight, Sketch Artists. Old Orchard Ocean Pier Co., Box 127, Old Orchard Beach, Me. se4

LOOK FOR BIG SURPRISE BUSINESS OP-
portunity advertisement "Strike It Rich in General Outdoor Department in this issue, \$48 to \$144 daily. Whirley-Jet Company, 743 Luzerne Street, Johnstown, Pa.

MAIL ORDER PIN-UP BUSINESS—COM-
plete stock of 5,000 figure art Photos Glossy 4x5's, Samples, 8 for \$1; \$200 Specialty Sales, 1638 Taylor Avenue, Racine, Wisconsin. au21

PAINT SIGNS FOR PROFIT! YOU DO
professional work using "All-in-One" Master Letter Patterns; letters and numerals are laid out from a single master letter die cut from heavy fiber board. Letter windows, buildings, trucks, banners, cards, highway signs. Advertise your business for miles around. Complete set 14" x 12" with instructions, \$1 prepaid. Eyerly Co., BB-583, Newton, Iowa. au28

PORTABLE ROLLER RINK—40x100, FULLY
equipped. Trailer used for concessions and skate office. Box C-79, c/o Billboard, Cincinnati 22, O. au21

TRADE MAGAZINES—SEE LATE COPIES
throughout easy to get acquainted service. Choose from 4,387, covering all fields. Current list free. Commercial Engraving Publishing Company, 34H North Ritter, Indianapolis 19, Ind.

500 NEW PHONOGRAPH RECORDS—JAZZ,
popular, western, polka, in 78, 33 and 45 speeds. Make offer. Box 485, Passaic, N. J.

MANUFACTURER, REPAIR, TRADE ANY-
thing canvas. Any size, good as new tents. What do you have or want Smith Tent, Auburn, N. Y. se18

MINIATURE TRAINS—ALL SIZES,
gauge, new, used, scratch built. Photos, details, \$1 bill (refundable); Miniature Train, 33B Winthrop, Rehoboth, Mass. se18

MOUNTED HORSES, STEERS, MULES,
Buffalo, Zebras, etc.; anything for picture work, some ready to go. Carl J. Reiswig, Taxidermist, Box 484, Kingfisher, Okla.

NOVELTY TRAILER—ALSO CAN BE
used for Monogram Hats. Sell and display from front side. Rear for storage. Brand new, used few weeks. Sacrifice account of sickness; \$750, original cost \$1,800. Write Mr. Crane, 15-58 209 St., St. Albans, N. Y. Call Laurellon 8 4288.

PACKAGE MACHINERY CO. MODEL K. H.
Long Salt Water Taffy Wrapping Machine. Five foot Batch Roller. Both in A-1 condition. Contact W. J. Tarr, General Manager, Conneaut Lake Park, Inc., Conneaut Lake Park, Pa.

PORTABLE HARD MAPLE RINK FLOOR—
good condition; 40x90 ft. in 5x8 ft. sections; must sell. Come ready to take along Milton Bieser, Highland, Ill. au21

ROOT BEER—(ELECTRIC) ON TRAILER;
fair bookings included, \$1000. 5 gallon Mills Custard, \$200, or trade for excellent house trailer. Mrs. Lucille L. Southward, Route 24, Upper Sandusky, Ohio.

SHORT RANGE TARGETS—NEW SAM-
ples free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. np

SHOW OR CONCESSION 28 FT. SEMI
with sleighing car; \$800. good for letter writing. Day phone, 7742; night, 2061. P. L. Cobb, Hotel Ponder, Amite, La.

18MM. SOUND FILMS—LOWEST RENTAL
rates in history; get our prices now! Rogers Films, Lombard, Ill. se11

40 UNIT HORSE RACE GAME—COM-
plete with stools; excellent condition. Can be seen in operation until Labor Day. Contact W. J. Tarr, General Manager, Conneaut Lake Park, Inc., Conneaut Lake Park, Pa.

LIGHT REFLECTING SIGNS—RED HOT
sellable 7x11, illustrated color, color blended, 2,000 varieties, \$6 per 100. 15 for \$1 or 10¢ for sample. Koehler, 335 Goetz, St. Louis 23, Mo. au28

MEXICAN JUMPING BEANS FOR IMMEDIATE
shipment. The most original curiosity in the world. They attract unusual attention. Joaquin Hernandez, Exporter, Alamo, Sonora, Mexico. se4

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-107, Elmira, N. Y. au28

NOVELTY WALL PLAQUES WITH BIG
variety of snappy and comely designs; size 8x12, made of best wood gloss finish; painted two colors. Our outstanding plaques bring smiles and easy sales. Novelty and gift shops, write for list and prices. Samples, \$1 post paid. H. Sordet, R. 1 Tarpon Springs, Fla. se4

POSTCARDS—FREE 500 ASST. CUTIES,
comics and your city and state imprinted on 25 general scenes, 3,000, \$28.50. Mayrose Co., Linden, N. J. np

PURE LANOLIN—TREMENDOUS PROFITS.
This is not a cold cream but 100% pure lanolin. 2 out of 3 women buy. Retail \$1 each; 100 jars only \$40. Money order or certified check. John W. Longbrake, Dept. B, 7814 Essen, Cleveland 29, Ohio.

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 to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greeting Dept., 481, Ferndale, Mich. au28

SEAT CUSHIONS FOR ALL OUTDOOR
seats. 15 cents each, sample, 25¢. H. S. Nettles, 554 Winton Terrace, N. E., Atlanta, Ga.

SELL SILK SCARF, RUBBER TOYS,
skeleton leaf Greeting Cards, Elephant, Incense, Buttons; any sample, dollar. Motiwala, Third Bhoiwada 38BB, Bombay 2. au28

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. au28

SOCIAL SECURITY PLATES, \$7-100;
Letter Box Plates, \$9 1000; Stamping Machine available free. Gonomo, 34 Jefferson St., Brooklyn 6, N. Y. au28

TIES—BUY \$6.25, SELL \$15 CATALOG
free. Loren Specialties, 4351-H, Floung, Chicago 24. se4

NOVELTY WALL PLAQUES WITH BIG
variety of snappy and comely designs; size 8x12, made of best wood gloss finish; painted two colors. Our outstanding plaques bring smiles and easy sales. Novelty and gift shops, write for list and prices. Samples, \$1 post paid. H. Sordet, R. 1 Tarpon Springs, Fla. se4

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TIES—BUY \$6.25, SELL \$15 CATALOG
free. Loren Specialties, 4351-H, Floung, Chicago 24. se4

NOVELTY TRAILER—ALSO CAN BE
used for Monogram Hats. Sell and display from front side. Rear for storage. Brand new, used few weeks. Sacrifice account of sickness; \$750, original cost \$1,800. Write Mr. Crane, 15-58 209 St., St. Albans, N. Y. Call Laurellon 8 4288.

PACKAGE MACHINERY CO. MODEL K. H.
Long Salt Water Taffy Wrapping Machine. Five foot Batch Roller. Both in A-1 condition. Contact W. J. Tarr, General Manager, Conneaut Lake Park, Inc., Conneaut Lake Park, Pa.

PORTABLE HARD MAPLE RINK FLOOR—
good condition; 40x90 ft. in 5x8 ft. sections; must sell. Come ready to take along Milton Bieser, Highland, Ill. au21

ROOT BEER—(ELECTRIC) ON TRAILER;
fair bookings included, \$1000. 5 gallon Mills Custard, \$200, or trade for excellent house trailer. Mrs. Lucille L. Southward, Route 24, Upper Sandusky, Ohio.

SHORT RANGE TARGETS—NEW SAM-
ples free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. np

SHOW OR CONCESSION 28 FT. SEMI
with sleighing car; \$800. good for letter writing. Day phone, 7742; night, 2061. P. L. Cobb, Hotel Ponder, Amite, La.

18MM. SOUND FILMS—LOWEST RENTAL
rates in history; get our prices now! Rogers Films, Lombard, Ill. se11

40 UNIT HORSE RACE GAME—COM-
plete with stools; excellent condition. Can be seen in operation until Labor Day. Contact W. J. Tarr, General Manager, Conneaut Lake Park, Inc., Conneaut Lake Park, Pa.

PRICE BREAK
for Pitchmen, Concessioners,
Carnival and Park Operators

CLOSEOUT!



**DANGLING
ZEBRAS**

- Elastic Cord
- Assorted Colors
- Rolling Button Eyes

**WHILE THEY LAST — SAVE
ALMOST HALF AT THIS PRICE**
50% DEPOSIT ON ALL ORDERS
MINIMUM ORDER—ONE GROSS

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ROTHBARD**

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Paper and Plastic Markers
Wire and Rubberized Cages
Pencils—Crayons—Clips
5x7 Heavyweight Cards
Electric Blowers & Flashboard
Lapboards Made to Order
Free Catalog Available.

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817 Broadway, New York, N. J.

**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.
1165 N. Cleveland Ave. Chicago 10, Ill.

**1000 PIECES OF SLUM
ONLY \$675**

ASSORTED TOYS
GIVE AWAY ITEMS
FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES

Dart BalloonGro. \$.75
Horse Clock Ea. 4.00
Beacon—Mohawk Blanket... Ea. 1.80
Aluminum Ident. Ladies... Gro. 3.60
Double Heart Ident.Gro. 7.95

25% deposit with order, bal. C.O.D.
Send for FREE C-54 Carnival Catalog.

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SINCE 1909
300 W. NINTH ST., KANSAS CITY 6, MO.

SALPRO SELLS FOR LESS
**24" NICKEL SILVER NECKS
HEART—ROUND—CLOVER TAG**
(Soldered Links—Rhodium Finish)

**475
DOZEN**

**\$54
GROSS**

This is not aluminum garbage.
Minimum Sold—One Dozen Any No.
25% Deposit—Balance C.O.D.

SALPRO COMPANY
1844 S. 55th Ave., Cicero 50, Ill.

2200 FOLDING CHAIRS, BLEACHERS,
Theater Chairs, Stadium Chairs, Cush-
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A BRAND NEW #24 CATALOG—MIND-
reading, Mentalism, Spooks, Hypnotism,
Horoscopes, Crystals, Palmistry, Buddha,
Graphology, Magic, 144-page illustrated cat-
alog 50¢ wholesale. Nelson Enterprises,
336 B. S. High, Columbus, Ohio. se4

SUBMINIATURE RADIOPHONE FOR MEN-
tallists; weighs less than pound; easily
concealed; illustrated brochure, specifica-
tions, price Nelson Enterprises, 336 B. S.
High, Columbus, Ohio. se4

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GIFT-NOVELTY SHOPS, ATTENTION! IM-
ported Chinese Figurines, Salt-Pepper
Sets, \$7 dozen pair postpaid; sample set, \$1
postpaid, Colonel Lace Man-Women on
chair Figurines, \$13 dozen pair, postpaid.
Sample set \$1.25 postpaid. Terrific sellers.
Ace Novelty, 343 South Pulaski, Chicago
24, Ill.

READINGS BY MAIL—3 QUESTIONS ONE
dollar. Reverend Gracie M. Smith, 1129 1/2
Glendale Blvd., Los Angeles 26, Calif.

PERSONAL

ANYONE KNOWING THE WHEREABOUTS
of Jody Jourdan (Jody Ward) please
contact Dennis Sebott, Box 53, Panama
City Beach, Fla. au28

ARE YOU SEEKING PEACE OF MIND?
Free home study course in the Catholic
Religion. Paulist Instruction Center, Dept.
B, 21 East Van Buren, Chicago, Ill. au28

EMERGENCY, URGENT! PAUL (POODLES)
Radler, come home at once. Anyone hav-
ing information send to address listed.
Mrs. M. Radler, 221 South Biscayne River
Drive, Miami, Fla. Call 54-9658.

LETTERS REMAILED—25¢ FROM LOS AN-
geles 1, Calif. Permanent mailing address,
6 for \$1. J. Love, 1419 E. 83d St., Los An-
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MUST CONTACT ENTERTAINER BILLING
himself as Don Romero. Last known to
be in New Orleans or Alabama. Very im-
portant to him. Address replies John Thom-
as, P. O. Box 828, Chicago, Ill.

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ANY ONE MINUTE BLACK BACK CARDS,
Buttons, Brochures; doll by for cash, re-
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cameras, lenses and accessories. Marks &
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N. Y. au28

COMIC FOREGROUNDS & BACKGROUNDS.
Large assortment in stock; illustrated
circular free to photographers. Direct
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Glass Frames, Photo Novelties. Miller Sup-
plies, 1595 Franklin, St. Louis 8, Mo. se4

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We supply everything you need; reason-
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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.,
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PHOTO BOOTH OUTFITS CHEAP—ALL
sizes, drop in and see them; latest im-
provements; real bargain. PDQ Camera Co.,
1161 N. Cleveland Ave., Chicago, Ill. se4

PHOTOMOUNTS FROM MANUFACTURER.
3x5 folders, \$3/100 c.o.b. here; 50 free on
1,000 orders. Free samples; cash discounts;
fast delivery; 5x7, 8x10, etc., in stock
Penn Photomounts Glenolden, Pa. se11

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AMERICA'S FASTEST POSTER PRINTER—
Always lowest prices. Flashy Window
Cards in three colors for all amusement
purposes; 14x22 size, \$8 hundred; larger
17x26 deluxe cards, \$12.50 hundred. Also
bumper cards. Tribune Press, Dept. J3,
Earl Park, Ind. au28

MINEOGRAPHING—200 8 1/2 x 11 CIRCULARS,
Letters, etc., on 20¢ white or colored
bond, \$1.95 postpaid. Samples free. Robert
Bailey, Monterey, Tenn. au28

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 ex-
perience; men, women; full, part time.
Buy nothing! Sales kit furnished. Match
Corp., Dept. D-72, Chicago 32, Ill.

AGENTS, CANVASSERS, SALESMEN—AT-
tention. Attractive deal on Swiss Pin-
lever Watches. Expensive looking. Low
prices. Transworld, 565-5 Ave., N. Y. C. If

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — OUTFITS.
\$25 and up; designs, ink, colors, needles;
free catalog. Owen Jensen, 120 West 83rd
St., Los Angeles 3. au28

WANTED TO BUY

CALLIOPE—AIR, AUTOMATIC OR HAND-
pumped in repairable condition. Give full
details first letter. Gunnin, 1217 So.
Marshall, Dallas, Texas. se4

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

ADVANCE REPRESENTATIVE—MAN OR
woman, with car. Passion Play, Split
weeks, South, under auspices, booked.
Write immediately, Balfour, General Del-
ivery, Jackson, Tenn. au21

DRAMATIC PEOPLE — PRODUCTION
touring south; 3 weeks; rehearsal
mid-September. Write fully, send photos.
Balfour, General Delivery, Jackson, Tenn.
au21

GIRL PIANO, DOUBLING VOCALS; OTHER
girl musicians write, especially vocalists.
Steady location. Fred Thomas, 512 Sara-
toga Drive, Lexington Park, Md. au21

GIRL MUSICAL TRIOS-QUARTETS, SING-
ing Female Pianists, Exotics, Emsees;
all kinds of acts. Rush photos, Joseph
Martone, Plaza 4-3677, Waterbury 2,
Conn. au21

GIRLS—PIANO TRUMPET FOR ORGAN-
ized outfit. Must read. Send particulars,
recent photos. Also like to add Bass. Free
to travel! Box C-80, c/o Billboard, Cincin-
nati 22, Ohio. au21

JOBS NOW SAILING GREAT LAKES.
Start \$335 month plus room, board. Mini-
mum 16 yrs. Full information \$1. Greenlee,
Box 862, Two Harbors, Minn. au21

PIANO, DRUMS, TRIO—DOUBLES, VO-
cals; entertainers preferred. Locations.
Good future. Write all, Toby Brown, 206
A. Miller St., Las Vegas, Nev.

WANT A GOOD, SOBER AND RELIABLE
Agent of what you want, Hank Stuken,
Johnny Tinsley Shows, Jonesboro, Tenn.
Fair Aug 15-21. au21

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

MISCELLANEOUS

CLOWN COP CORRIGAN—GREAT FOR
any event; Labor Day and other dates
open. Get busy. Jake J. Disch, 4562 Pack-
ard Ave., Cudahy, Wis.

PRODUCER-DIRECTOR: LITTLE THEATER,
operetta, pageants, legit. Ambitious, tal-
ented; 18 years' exp., ref. W. S. Russell,
Box 1022, Springfield, Ill. au21

MUSICIANS

HAMMOND ORGANIST DESIRES CHANGE.
Eighteen months present location.
Library twenty thousand numbers; thou-
sands memorized. Sober, reliable; hotel or
lounge. Write "Kayo," Box 123, Gap, Pa.

ARE YOU READY? HAMMOND ORGAN;
A-1 Organist, waiting to increase your
business and patrons' pleasure. Photo, Box
C-85, c/o Billboard, Cincinnati 22, Ohio
se4

LEAD TRUMPET—AGE 32, NAME BAND
experience; prefer locations; guarantee
cut any book. Write, wire, Musician, 337
Chillicothe, Mo. au21

LEAD TRUMPET—ANY STYLE, AGE 33;
married; prefer location. Write or wire,
Frank Fisher, 203 1/2 E. Division, Grand
Island, Neb.

PIANIST—COMMERCIAL; READ, FAKE;
good repertoire; some jazz; show experi-
ence; desire Southern location; travel if
necessary. Write Pianist, 304 N. Fountain,
Cape Girardeau, Mo. au21

TENOR, ALTO, BARITONE CLARINET,
novely vocals. Recently completed 3
years Flame, Phoenix. Desire society or
commercial. Formerly with Henry Busse.
Ben Ross, 2513 Baylor Street, Lubbock,
Texas. Phone 22970. au21

TRUMPET—CIRCUS OR LOCATE, ALSO
play bass or snare drum; union. William
F. Brooks, 322 West Magnolia St., Lake-
land, Fla.

TRUMPET MAN—VOCALIST, BASS DOU-
ble. Available for steady combo, society,
or Dixie. Paul Chapman, Williams Trailer
Park, Birmingham, Ala.

WESTERN STYLE BASS AND GUITAR
player who sings. Prefer small combi-
South or location (union.) Red Ross, Port-
land, Oreg. au28

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AFRICAN LION ACT—STEEL ARENA;
Dog and Pony and Monkey Act; Aerial
and Acrobatic Novelty Acts. 2015 Oliver St.,
Ft. Wayne, Ind.

AVAILABLE AFTER AUGUST 15—FOR
fairs, celebrations; three outstanding acts;
comedy acrobatic act, foot juggling act,
wonderful big dog act. Miller Troupe, 1895
North Kansas, Springfield, Mo. Phone
44734. au21

BALLOON ASCENSIONS, PARACHUTE
jumping for parks, fairs, celebrations.
Claude Shafer, 1041 S. Dennison, Indian-
apolis 21, Ind. au21

CHARLES LA CROIX — OUTSTANDING
trapeze act (platform required); available
outdoor celebrations; flashy paraphernalia;
real act. Particulars, literature. Address
Charles La Croix, 1306 South Anthony, Fort
Wayne, Indiana. Phone Eastbrook 3312.

DASHINGTON'S ANIMAL CIRCUS—DOGS
and cat for any show, fairs, celebrations,
nite clubs. Agents invited. 1413 Euclid St.
Philadelphia, Pa. au21

PAMAHASKA PRESENTS AMERICA'S
greatest birds, Cockatoos, Macaws. Pamahaska's
Studio, 3504 N. Eighth St., Phila-
delphia 40, Pa; Telephone SAgmore 5536.
au28

SENSATIONAL HIGH DIVING — FEAT-
ured by Fox Movietone and New York
Press. ersault, backflips, fire,
spears; shallow tank, nicknamed "suicide
pool"; no body protection or safety de-
vices; results impressive; consistently rating
100% cent on the public applause meter,
and the cost is just slightly more than the
ordinary run of acts. Capt. Earl McDonald,
456 Lamphier Place, Warren, Ohio. Tele-
phone 4-5337. se11

THE MAN WHO CAN EAT DRY ICE —
Prof. Hawk, featured in Ripley's column,
available now. Send for Ripley's write up
of dry ice feat. Box #944, c/o Billboard,
1564 Broadway, N. Y. C. au28

3 FEARLESS STRAZES—WORLD'S HIGHEST
contortion trapeze act; the attraction
worth witnessing. For open time contact
Jerry D. Martin, c/o Billboard, Cincinnati,
Ohio. se25

VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR REVUE—OPEN
for Night Club bookings; cast of six;
M.C., Singers and Dancers. One hour show;
A.G.V.A. acts; no booking less than four
weeks in one club; no agents; salary \$800
net per week. Send photos, Wesley Davis,
Phone Wabash 2-4664, 411 S. Wabash Ave.,
Chicago 5, Ill. au21

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HIGHEST QUALITY—FULLY GUARANTEED



Fully Coated. Complete with Pigskin Case
and Carrying Straps.
7x50 I.F. BINOCULARS
Compare at \$150.00.
OUR PRICE
\$19.10 Per Pair
Sample Pair
Furnished at
10x50 24.50 Pr. \$1.00 Addl.
16x50 28.50 Pr.

ALSO:
8x30 \$16.50 Pr.
10x50 24.50 Pr. \$1.00 Addl.
16x50 28.50 Pr.

Compare at \$39.95
OUR PRICE
\$5.00 Each
Sample \$6.00 Ea.

3 TURRET
MICROSCOPE
Amazing Power
100x, 200x, 300x.
Proven Promotionally.
Includes Hardwood
Case and Slides.



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. 7155 N. W. THIRD AVE.
MIAMI, FLA. Tel. 84-7505

NEW CARNIVAL CATALOG READY

WRITE FOR YOUR FREE COPY

- BB4997—Horrible Jumping Lizard, 9 1/2 inch length, moving eyes, squeak voice. Dozen \$1.85
 - BB1660—Cobra Snake in Basket. When bulb is squeezed snake slowly rises from basket. Individually boxed. Flute included with each one. Dozen 1.85
 - BB250—27 inch Inflatable Giraffe, Hollers when squeezed. Spotted finish. Dozen 8.00
- ALL PRICES F.O.B. TERRE HAUTE. SEND SUFFICIENT POSTAGE—25% DEPOSIT
MUST ACCOMPANY C.O.D. ORDERS.

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA

**17-JEWELS
WAFER THIN (BRAND NEW)
YELLOW CASE**

Looks like \$100 flash. \$6.95 Each
One year written guar- BANDED
antee with every watch.
25% dep., bal. C.O.D. SAMPLE \$7.50



NATIONAL DIST. CO. PH. 82-6473
222 CALUMET BLDG. MIAMI 32, FLORIDA

**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 Balloons—ass'd. colors . . . 2.00 gr.

Plush Bear . . . \$25.00 per dz.
Assorted Colors, Approx. 28".

Rainbow Glamour Dolls, \$30.00 dz.

OPEN SUNDAYS TILL 3 P.M.
25% dep., bal. C.O.D., F.O.B. Chicago.

BELL SALES CO.
1107 SO. HALSTED ST.
Chicago 7, Ill.

**EXTRA
SPECIAL
DEAL**



Bulova, Waltham, Elgin, \$9.95
Benrus, Gruen Watches . . . ea.

For agents and women, new model
cases and dials. Reconditioned and
guaranteed like new.
Yellow Exp. Bands, 95¢ add.

Save \$15.40 on This Deal
— 6 ass't. \$ 2 o'ys \$9.95
Watches and 95¢ Bands to
match. All for **\$50**

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. — 2 day money-back
guaranteed if not satisfied.

JOSEPH BROS.

5 S. Wabash Ave., Chicago 3, Ill.
"The Watch and Diamond House"

**PREMIUMS—NOVELTIES
GIFTS—INCENTIVE AWARDS**

OUR NEW CATALOG
FEATURING NAME
BRAND MERCHAN-
DISE WILL BE OFF
THE PRESS SOON.
GET ON OUR MAIL-
ING LIST TO RECEIVE
YOUR COPY!

RAKE COMPANY

708 Sansom St. 609 Spring Garden
Phila. 6, Pa. Phila. 23, Pa.
Market 7-7428 Lombard 3-7866

**BRONZE
WESTERN
SADDLE HORSES**

Height and Dozen
Price:
10 1/2" 8 1/2" 5 1/2" 4 1/2"
\$16.80 \$13.80 \$6.00 \$3.60

25% Deposit Required With Order.
F.O.B. Chicago. Wholesale Only.

COOK BROS. 916 S. Halsted St.
Chicago 7, Ill.

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**SUPPLIES
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EQUIPMENT**

A. J. WILDMAN & SON
MANUFACTURERS OF A COMPLETE
LINE OF BINGO SUPPLIES
139 W. 19th Street New York, N. Y.

**WORLD HEADQUARTERS
FOR RINGS OF
ALL KINDS**



• EARRINGS
• BOXED COS-
TUME SETS
• WATCHES
• NOVELTIES
SEND FOR YOUR CATALOG.

STERLING JEWELERS

PHONE ADAMS 4621 44 E. LONG STREET, COLUMBUS, OHIO

MAKE BIG MONEY

Showing our vast line of IMPORTED
gifts and novelties to your friends and
neighbors. Over 60 different items that
make wonderful Christmas and Birthday
gifts for men and women. Gifts for
bridgrooms and bridesmaids. Sell way
below store prices. MAKE 50% PROFIT.
Beautiful selling kit. Send now for our
illustrated catalog with confidential price
list. WHITE NOVELTIES CO., 303 Fifth
Ave., New York 16, N. Y.

FLAMINGOS

Cast Aluminum, 30 inches
high, \$40.00 dozen pair.
Sample pair postpaid \$4.95
—Aluminum Red Birds,
\$18.00 dozen, Woodpeckers,
\$18.00 dozen.
Samples \$2.00 each post-
paid.
Bloyd Manufacturing Co.
Valley Station, Ky.



Distributors Unveil New Seeburg Model HF 100R Phonograph

Features Omni-Directional Sound, 5 Speakers, New Cabinet Design

CHICAGO, Aug. 14.—Distributors of the J. P. Seeburg Corporation this week removed the wraps from the firm's new 100-selection, five-speaker, high fidelity phonograph model. Designated as the HF 100R, the new model features an all new cabinet design, "full spectrum" high fidelity, and "omni-directional" sound. It plays 45 r.p.m. records exclusively. The cabinet represents a radical change from previous Seeburg models. The Select-O-Matic 100 mechanism has been thoroughly restyled and made considerably more prominent by what is called a "band shell" background. The back of the cabinet, instead of extending straight up to the top of the dome, now curves forward when it reaches a point just above the selector panel, arching gradually until it is almost roofing the Select-O-Matic mechanism. The

dress panel, made of gold colored metal, extends up the back of the dome to the top, giving a band shell effect. The cabinet is 59 inches high, 35 inches wide and 29 inches deep. It weighs 315 pounds net. Price of the unit is set at \$1,095. **Cabinet Dress** The front of the cabinet is dressed with five vertical glass louvers, chromium plated ornaments and a silver fabric covering. The sides of the cabinet are of plastic veneer and colored in sea mist and olive brown. The

kick-plate is chrome plated. Selector buttons are in red and white and are similar to those on the 100 HFG, Seeburg's last model. A new high fidelity pickup and arm with a permanent cartridge, and a new high fidelity amplifier offer what is called "full spectrum" high fidelity. The new pickup and arm are capable of ranging from 20 to 25,000 c.p.s. The stylus assembly is removed from the permanent cartridge by sliding it forward. The new am-

(Continued on page 83)

Seeburg Distributors Report Op Turnout Highest in History

Sales, Enthusiasm Hit New High; Sked New Showings All Next Week

CHICAGO, Aug. 14.—Seeburg distributors began unveiling the new five speaker, "omni-directional" phonograph to operators throughout the country this week, and reported enthusiasm, attendance and sales higher than at any previous showing. While a few distributors began their showings last Saturday (7), the majority did not get under way until the following day. Many, who held showings early in the week, moved to different cities three or four days later and repeated their demonstrations. Additional showings are scheduled for the coming week. (Editors note: For complete details of the new phonograph, see separate story in this section.) Here are on the spot reports from distributors who held showings this week:

Louisville Crowd Biggest Ever
LOUISVILLE—The S. L. Stibel Company held operator

showings of the new Seeburg phonograph model here last Saturday to what was estimated as the largest crowd ever gathered in the company's quarters. Greeting operators were Walter Waldman, president; George M. Happell, Robert Limoges, Leighton Smith, Cal Everhart, C. C. McGowan, Fred Baker, Paul Wilson and Ray Dixon. On hand for the Seeburg Corporation was

(Continued on page 80)

Indianapolis Distributors Named By Magnecord

CHICAGO, Aug. 14.—Henry (Heinie) Roberts, vice-president and general manager of the commercial music division of Magnecord, Inc., this week announced the appointment of W. H. Rodebeck Company as distributor in Indianapolis and surrounding counties.

The appointment follows on the heels of a general expansion program announced by Roberts last week. Magnecord, Roberts explained, expects eventually to have approximately 100 distributors handling its tape line. W. H. Rodebeck, head of the distributing firm, has been associated in the field of background music for many years, Roberts said. He added that Magnecord was confident that operators in the area would find him willing and ready to serve their needs. Rodebeck's offices are at 15 E. Maryland Street, Indianapolis.

SALES TARGET: MUSIC OPS

Magnetic Tape Unites Juke Background Music Fields

CHICAGO, Aug. 14.—Magnetic tape is bringing together—for what is expected to develop into a permanent partnership—two age-old competitors: the juke box and background music. Several tape recorder manufacturers and one established background music firm are gradually putting into action their plans to beam magnetic tape at music operators. Last week Henry T. (Heinie) Roberts, vice-president in charge of the commercial music division, Magnecord, Inc., spelled out the broad details of that firm's program and also announced complete details of the firm's high

fidelity Continuous Music Reproducer. **Muzak Brochure** Just recently Muzak Corporation, which began selling functional background music over 20 years ago, sent a brochure to operators pin-pointing their program. Presto Recording Corporation several weeks ago announced it was planning a major change in its sale policy—with music operators the sales target. Thomas B. Aldrich, president of the long-playing record manufacturing firm, reasoned: Direct location sales have one grave limitation—a location will only buy one unit

Calendar for Coinmen

- August 17—Los Angeles Division of California Music Merchants' Association, open meeting, Biltmore Hotel, Los Angeles.
- September 8—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.
- September 9—Music Operators of Connecticut, monthly meeting, site to be announced, Hartford.
- September 11-12—Nebraska Automatic Phonograph Operators' Association, quarterly meeting, Hotel Lincoln, Scottsbluff, Neb.
- September 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- September 30-October 2—Indiana Tobacco & Candy Distributors' Association, seventh annual convention and merchandising fair, Hotel Claypool, Indianapolis.
- October 10-13—National Automatic Merchandising Association, annual convention, exhibit, National Guard Armory, Washington, D. C.
- October 25—Summit County Music Operators' Association, Inc., annual banquet, Mayflower Hotel, Akron. (Tentative date.)

OPEN HOUSE

Dunis Distributor Holds Affair In Portland

PORTLAND, Aug. 14.—The Dunis Distributing Company this week played host to a wide representation of coin machine operators during an open house observance of the firm's recent appointment as Oregon distributor of AMI.

The appointment filled in the final link of a Western sales operation for Dunis Distributing, which already had offices in Seattle and Spokane. The firm now serves operators in Oregon, Washington, Alaska, Western Idaho and Western Montana.

Lou Dunis, head of the firm, presided over the festivities Monday (9) and Tuesday (10) with Thomas H. Sams, regional sales manager of AMI, assisting. Sams voiced his firm's enthusiasm of the Dunis organization by calling attention to the Spokane and Seattle offices, pointing out the "top-notch" work accomplished by these groups.

Dunis Headquarters Dunis headquarters are at 1003 S. W. Front Avenue, Portland. Addition of the AMI tops a long and varied career for the (Continued on page 83)

UMO to Elect Officers at Sept. Meeting

60 Members Sign For New Detroit Juke Association

DETROIT, Aug. 14.—United Music Operators of Michigan this week completed formal plans for putting the association back in business after a decade of inactivity.

First big break for the group was the announcement of the dissolution of the Music Operators' Guild of Michigan (see separate story in this section). Guild members will probably join UMO.

UMO held an organizational meeting Monday (9) at the Hotel Fort Wayne. The meeting, with Edward Carlson of Carlson Music as acting chairman, drew 87 music operators. Of these, 60 signed membership cards immediately, thus insuring UMO's growth.

3,000 Phonographs Carlson said UMO's present membership owns approximately 3,000 automatic phonographs, about half the 7,000 juke boxes now licensed in the city. (Detroit's police department estimates 1,000 (Continued on page 83)

Michigan Guild Directors Vote To Dissolve Org

DETROIT, Aug. 14.—The board of directors of the Music Operators' Guild of Michigan met here in the Fox Theater Building Wednesday and unanimously voted to dissolve their year-and-a-half old organization.

The action was taken following a motion by Carl Angott, of the Angott Sales Company, and seconded by Lou Nemesh, of Music Systems, Inc.

A letter explaining the action was scheduled to be sent to all member operators, and plans to wrap up financial affairs were set. It was expected that negotiations between the recently revived United Michigan Operators (UMO) and members of the Guild would follow.

Roy Small, conciliator of the UMO, said that he hoped all of the Guild members would join the new association.

NEW MIAMI ORDINANCE

Spotlights Higher Fees Levied in Beach Area

MIAMI, Aug. 14.—The new Miami ordinance increasing the license fee from \$12.50 to \$18.75 on all coin-operated machines has served to bring into sharp focus the stiff scale of levies imposed in Miami Beach.

For years a small handful of operators have tried without success to reduce the Miami Beach licenses, which are considered among the highest in the country.

Johnny Morgan, Beach Amusement Company, contends in a suit still pending before the Florida Supreme Court that the license fees are designed to keep the

Taran Skeds Magnecord Show Aug. 22

MIAMI, Aug. 14.—Sam Taran, owner of Taran Distributing Company, announced that his company had been awarded the Florida distributorship for Magnecord, the "packaged" background music service.

To celebrate the occasion, Taran has invited coin operators and the press to a cocktail party and buffet August 22 at which (Continued on page 80)

Rock-Ola Phono Bows to Distributors

Ends 2d Week of Closed Door Showings; Rumor Model 50-Selection Hi-Fi Unit

CHICAGO, Aug. 14.—Rock-Ola Manufacturing Company wound up its second week of private distributor showings of its new phonograph model here this week.

Rock-Ola officials continued to remain silent on the new phonograph, following the firm's policy of holding back information until all distributors have had an opportunity to study new models. Distributor showings will end

sometime next week, with operator showings following immediately.

Meanwhile, however, trade circles established the new phonograph as an all new 50-selection model. Equipped with high fidelity speakers and playing 45 r.p.m. disks exclusively, the new model is reported to be an addition to the Rock-Ola line, not a supplement.

Size of the model has been estimated as approximately the same as the Comet 120. Speed of operation is expected to be faster than the Comet as a result of a shorter arc traveled by the revolving record drum.

Distributors visiting the plant this week were Carl Happell, Badger Novelty Company, Milwaukee; H. M. Branson, H. M. Branson Distributing Company, Louisville; H. B. Brinck, of H. B. (Continued on page 81)

Depreciation Plans Key Op Meet in Ohio

MASSILLON, O., Aug. 14.—Music and game operators of the Retail Amusement Association of Canton, O., met here last Wednesday at the headquarters of the Elum Music Company to discuss and study a uniform depreciation schedule in this area.

Also on the agenda were prep- (Continued on page 83)

—while a music operator, using tape as a means of getting institutional locations, will continue buying. At the time, Aldrich disclosed that he had solicited the major juke box manufacturers, offering to build tape players for them, but to date nothing has materialized on this front.

Presto Tape Unit Unlike Magnecord and Muzak, Presto offered only the tape unit, not the tape. Aldrich pointed out that operators buying only the machines would be in a position to lease whatever they desired. He estimated the cost of leasing (Continued on page 81)

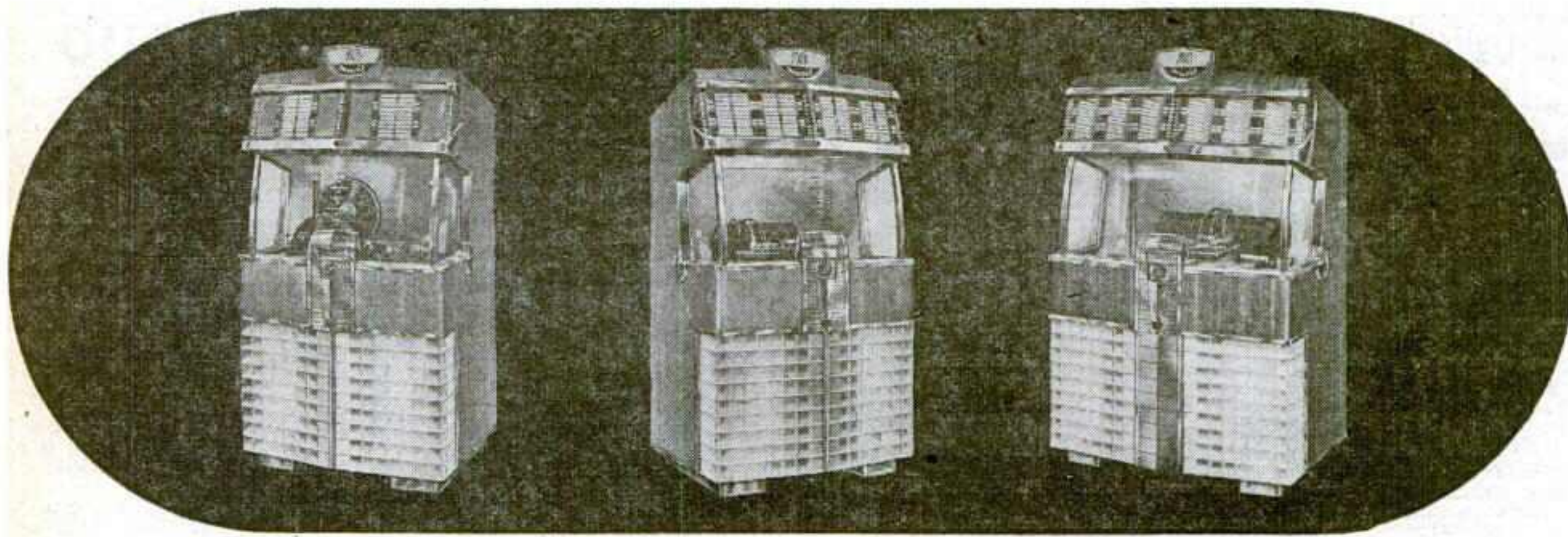


when you wear a \$200⁰⁰ SUIT...

When you wear a \$200 suit, some of its quality rubs off on you. You feel successful—in the money. You're a better business man, more confident, more effective. You enjoy life and—most of all—enjoy the investment you have made in QUALITY because quality always pays back tenfold whatever it costs you.

Now the AMI "E" is not an expensive phonograph but it does have that spectacular quality that brings its owner everlasting pride, confident aggressiveness, punch in the pinch. ¶

With a route of "E's" you have the finest money-making wardrobe in the land.



E-40

E-80

E-120

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

Seeburg Distributors Report

Continued from page 78

Reed Whitney, district representative.

Among the operators who attended were Lyle Gatrost, Bernard Berman, Sam Catlett, Robert Williams, Ann O'Koon, Flournoy English, Joe Snyder, Carl Boehm, Gil Mattingly, Bud Harrod, Urb Thiemann, Sol Silver, Gordon Huell, Marvin Marti, Oliver Baugh, John Schiedel, Elmo Henson.

E. M. Sigler, Tommy Woods, Jim Sloss, J. C. Roby, Ed Kiefer, Bill Brenner, Carlyle Towery, Al Cullen, Joe Fitzgerald, Al Evetts, Sidney Hemphill, E. H. Griggs, Julian Silberfeld, Tracey Gargis, Bill Cowgill, Henry Davis, H. B. Farmer, T. C. Tripp, H. B. Kee, Hoyt Clark, and Emmett Aylor.

Operator showings were also held in Nashville and Evansville, Ind., over the weekend by the firm's branch offices.

Week-Long Showing By Lynch-Zander

NEW ORLEANS—Thruout the week the Lynch & Zander Company held operator showings of the new Seeburg phonograph here at its main offices and in Biloxi, Miss., as well.

A. H. Zander, partner of the firm, announced that additional showings would be held in Jackson, Miss.; Monroe, La.; Alexandria, La., and Baton Rouge, La., within the next two weeks.

All of the showings are being conducted by E. B. Stewart and Dan Broussard, salesman of the firm, along with J. H. Lynch, partner, and Zander.

Gunnar Gabrielson and Gill Semonin, both of Seeburg, were on hand at the showings.

At-N. Y. Exhibits At S-P Buffet

NEW YORK—The Seeburg Model 100-R made its debut here in the grand ballroom of the Sheraton-Plaza Hotel Tuesday (10) as nearly 400 operators and other coin machine personalities viewed the unit at an all-day buffet given by Atlantic-New

York, local Seeburg distributor. The entire Atlantic-New York staff, headed by Meyer Parkoff, Harry Rosen, Murray Kaye and Elmer Johnson, was on hand to greet the operators.

The New York Automatic Music Operators' Association was represented by Al Denver and Sid Levine, while Carl Pavesi and Seymour Pollak represented the Westchester Operators' Guild. The affair also marked the 15th anniversary of the association of Atlantic-New York and Seeburg. On hand from the Seeburg factory to mark the occasion were Jack Gordon and John Stuperitz.

Atlantic-New York sub-distributors also held showings of the new Seeburg this week. Wednesday (11), at Hartford, Conn., Mac Perlman held open house for Connecticut operators, while Thursday (12), at Newark, N. J., Joe Fishman played host to New Jersey operators.

Portland Record Op Attendance

PORTLAND—The showing of the new Seeburg HF 100R held here in the showroom of the R. F. Jones Company last Sunday (8) brought out a record operator attendance from all over the State.

Dean R. McMurdie, manager, announced that sales on a new model had hit a new high.

The entire staff of the Jones Company, including Merle Jordahl, John Starkey, John Detwiler, Ed Cooper and McMurdie was on hand to greet the Oregon operators.

Jones Showing Lures 450 Ops

SAN FRANCISCO—The R. F. Jones Company's showing of the new Seeburg phonograph here last Sunday (8) resulted in an attendance record of over 450 operators and guests.

A buffet and cocktails were served from 1 p.m. to 7 p.m.

Greeting operators were R. F. Jones, C. N. McMurdie, J. A.

Ruggiero, K. R. Moynihan, C. J. Lawson, F. C. Robertson, C. R. Klein, Robert Benjamin, Jack Burns, W. Norman West and W. K. Laurie.

Brave Rain at Music Systems Show

DETROIT—A large turnout of music operators and guests were on hand Sunday afternoon (8), despite a chilling rain to inspect the new Seeburg phonograph at the salesrooms of Music Systems. Buffet-style supper and refreshments were served, with tables set out in the storeroom as well as the large salesroom.

A number of recording artists came out to greet the music people, including Hamish Menzies and Derek S. Wynne of Decca; Alan Dalc, Coral Records; Bunny Paul, Essex Records, and Norman Petty, X label.

Lou Nemesh, head of Music Systems, was host for the occasion, along with Albert S. Gange, district manager of Seeburg. Assisting co-hosts were Tom Mute and Chet Majeski, of the one-stop department; George Kelly and Herb Payne, sales department, and Jerry Snyder and Walt Byron of the Lansing office.

Sales, Enthusiasm High at Atlas Music

DES MOINES—Showings of the new Seeburg model here at Atlas Music Company's main offices and in Omaha at the Hill Hotel drew over 250 operators from the surrounding areas last Monday and Tuesday. Phil Moss, head of the Iowa office said that both sales and enthusiasm were higher than ever before.

Hosts for the events were Phil Moss, Warren T. Merrill, Barney Luchman, Red Bone and Dean Borst, all of Atlas. Reed Whitney, Seeburg district representative, was on hand both days to explain to operators.

Ops Jam Showrooms Of Smith Systems

CLEVELAND—Approximately 200 operators jammed the showrooms of the S. J. Smith Music Systems, Inc., here last

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:

RIAA HALTS OPTIONAL CENTER SEARCH. Plans to find a good spindle idea have been dropped (Music department).

A LOOK AT THE CHARTS. Eleven labels have best-sellers, but diskers are just getting started (Music department).

WRITERS, SINGERS BID FOR MOA'S PUB TEST. Guinea pigs' letters flood in for publishing experiment (Music department).

And many other informative news stories, as well as the Honor Roll of Hits and pop charts.

Sunday (8) for the unveiling of the new Seeburg phonograph.

The entire staff of Smith Music Systems was on hand to greet operators. From the business transacted, it was agreed that enthusiasm had been higher than at any other showing.

Travel 250 Miles To See New Phono

SEATTLE—Operators and guests traveled as far as 250 miles to see the new Seeburg "band shell" model here at the showrooms of the R. F. Jones Company last Sunday (8). Attendance topped the 150-mark before the day was over.

On hand to point out the advantages of the new machine was D. J. Donohue, West Coast district manager of Seeburg. Hosts for the event were Frank Ritchie manager; Bob Hurni, Jir Lowe, Sherry Arps and Les Bradford.

Ops of Three States Converge on Denver

DENVER—Operators from three States—Colorado, New Mexico and Wyoming—visited the R. F. Jones Company's offices and showrooms here last Sunday for the showing of the new Seeburg model.

Ralph D. Perin, Marshall Pack and Dick Christy all of the Jones Company, discussed the new model with operators, while Maggie Gessleman and Dorothy Meyer took over the duties of hostesses.

Showings are scheduled to be held in both Wyoming and New Mexico within the next two weeks.

London Showing Pulls Ops From Wis., Mich.

MILWAUKEE—The new Seeburg HF100R was unveiled here at the S. L. London Music Company's showrooms August 8-9, drawing a record turnout of operators and guests from Milwaukee, Wisconsin and Upper Michigan.

Sam London, Perry London, Nate Victor and Joe Robbins welcomed visitors, agreeing that operator reaction was more enthusiastic than at any previous showing.

On hand from Seeburg were C. T. McKelvey, director of sales, and Bob Dunlap, district sales manager.

Door prize winners were Ery Red Barrett, of Racine, and Frank Kosloske, South Milwaukee.

Ops Enthusiastic At Atlas Showing

PITTSBURGH—Approximately 100 operators witnessed the Seeburg unveiling here at the showrooms of the Atlas Music Company last week.

Phil Greenberg, head of the firm, reported that enthusiasm hit a new high and that attention centered for the most part around the "omni-directional" sound feature.

On hand to greet operators were Phil Greenberg, Ed Shore, Lou Hoffman and Ed Barker, all of Atlas. Al Gange, Seeburg representative, also pitched in to welcome guests.

Musical Sales Hold 2 Showings

NORFOLK—The Musical Sales Company hosted operators at two Seeburg unveilings this week, one in Norfolk at the Monticello Hotel and the other at the John Marshall Hotel in Richmond.

An additional showing will be held tomorrow (15) in the main offices of the firm in Baltimore.

Welcoming operators were Mack B. Lesnick, president of the firm, and Bill Snow and Bob Neslund, sales representatives. On hand from the Seeburg Corporation were Irv McClelland, district manager, and John Capin, sales engineer.

Operators and firms represent-

ed at the showing included Tidewater Music, Automatic Music, Gillette Music, Indifical Music, Dick Lourie, Walker Music, Cliff Wetzel, and Southern Amusement, all of Norfolk.

American Amusement of Newport News and Harris Music, Virginia Beach; J & L Music, of Hampton; Loudon Amusement and B & D Music, both of Portsmouth; George's Record Shop, Phoebus; Harry Rosenberg and Sam Weisman, Double U Sales Corporation, Baltimore.

Richmond Amusement Sales and Robert H. Minor of Richmond; Trobaugh Music and Showalter Music, of Harrisburg; Petersburg Amusement and Southside Vending of Petersburg; Virginia Music and Novelty Company, Hopewell; L. L. Coleman and Pete Corry of Richmond; Bailey's Amusement, Gloucester; East Vending, Altavista, and Ed Williams, Richmond.

550 Ops Attend Minthorne Showing

LOS ANGELES—Over 500 operators and guests jammed the showrooms of Minthorne Music Company during the preview showing of the new Seeburg HF-100R last Sunday (8) and Monday (9).

Principals of Minthorne, Jean and Dolores Minthorne, reported that the showing was one of the most successful events ever held in the firm's history.

Several recording stars were on hand to add to the festivities during the two day event. Don Cornell, West Williams and Georgie Auld all took time out from their regular routine to be present.

Buffet luncheons and cocktails were served both days.

Staff members greeting operators were Ed Wisler, George Dolan, Frank Mencuri and Hank Tronick.

Among the operators who attended were C. R. Honeyman, General Amusement; Louis J. Troise, Louis Music; W. H. Dingley, Dingley Music; R. E. Bringas, A. E. Bringas Jr., and G. Bringas, Bringas Brothers; E. F. Benjamin; Sam Ricklin, California Music; Gabe Orland; Phil Markel, South Bay Music; M. V. Connor; Walter Schinkal; Lee Walker, Walker Music; Al Hallin; L. H. Zeiden, Lee Jack Music; Mr. and Mrs. Cliff Jones, Jones Music; Stan Conant, Lucky Amusement; Abe Rhein, Rex Music; E. E. Peterson, John L. Nelson, Marvin C. Jones, George Tabide, Lee A. Wirt.

Frank Rabata; E. H. Kendall, Kendall Music; A. Krimetz; Thomas K. Koski; Ben Korte; L. B. Webb; Irma Bryant, Bryant Music; Pete Pellegrino, Local Amusement; F. S. Christian; W. N. Tatum; M. J. Trevino, Oxnard Music; M. Trevino Jr.; J. F. Pfeffer; Carl H. Lykke; Mr. and Mrs. Leon Flynn.

Larry Collins; Fred Ross, Ross Music; Ray Ebert; Carl Thomsen; Nobel Craver; Don Cummings; George Kohler; Thomas Workman, Workman Music; Bob Reynard; Bob and Bonnie Lynch, Towne Company, and Lawrence Raya, Hub City Music, all of California, and Sam Alvarado, Century Music of Arizona.

Taran Skeds

Continued from page 78

the Magnecord line will be shown. The event will be held at the Taran Building, 3401 Northwest 36th Street, from noon until 9 p.m.

"In the Magnecord line," Taran said, "we believe we have something which will have a strong appeal to hotels, restaurants and other similar establishments where people gather."

He added that he planned to appoint one operator in each community thruout the State of Florida to handle the Magnecord line. However, the Greater Miami area will probably be serviced by his own organization, Taran indicated.

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

● **CIGARETTE VENDING SALES** have declined between 2 and 5 per cent a nationwide survey of cigarette vending companies disclosed. Cancer, heart scare stories plus normal seasonal declines are blamed. (Page 1, The Billboard, August 14.)

● **VENDING MACHINE PROMOTERS** arraigned in Los Angeles in connection with the sale of "vending machine distributorships." The promoters face stiff penalties if the charges are proved. (Page 79, The Billboard, August 14.)

● **DETROIT LABOR TRIAL** ends with acquittal for William Buffalino, head of the Detroit coin machine service union. Buffalino had been charged with attempting to dominate the Detroit juke box business. (Page 76, The Billboard, August 14.)

● **SALT LAKE CITY BANS** all types of pinball games. Amusement games were permitted in Salt Lake City for the past 20 years. City now claims operators were paying off free games over the counter. (Page 82, The Billboard, August 14.)

● **NEW LICENSE FEES** for Miami coinmen. The city increased the license rate on all types of amusement games and phonographs by 50 per cent in order to raise more revenue for the city treasury. (Page 72, The Billboard, August 14.)

IF YOU MISSED READING THE AUGUST 14 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

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 Aug. 14	Issue of Aug. 7	Issue of July 31	Issue of July 24
AMI				
Model C.....	\$235.00			\$235.00
Model D-40.....	350.00		\$349.50	
Model D-80.....	495.00		409.50	495.00
MILLS				
Constellation	95.00	\$95.00		
ROCK-OLA				
1422	95.00	79.00	95.00	89.00
1426				109.00
1428	175.00	175.00	175.00	175.00
1434	365.00	365.00	375.00	375.00
1436 Fireball 45 RPM.....	395.00	395.00	395.00	395.00
SEEBURG				
46	60.00			
47	75.00			
M 100 A (78 RPM).....		439.50		
M-100-B	545.00	545.00	595.00	545.00
M-100-C			725.00	725.00
146	95.00	99.00	95.00	95.00
H 146 Hideaway				75.00
147	119.00			129.00
M 148 Hideaway				95.00
148	165.00	165.00	165.00	175.00
148 M.....	169.00			189.00
148 ML	145.00	189.00		199.00
WURLITZER				
1015	110.00	125.00	75.00	115.00
1080		90.00	99.00	99.00
1100	200.00	225.00	225.00	225.00
		250.00		
1250	250.00	265.00	265.00	265.00
1400	425.00	465.00	465.00(2)	

Tape Unites Background Field

Continued from page 78

tape at around \$20 a month.

More recently, Magne-Tronics, Capitol Records and Tempo Records entered the tape field. Magne-Tronics and Capitol joined forces as did Magnecord and RCA and came up with an agreement calling for more than 3,000 records to go on tape for background music use.

Tempo Records, a pioneer in the pre-recorded tape, differs from the other firms handling commercial music tape in that it sells direct rather than leasing.

9 Magnecord Distributors

Just last week Magnecord announced six additional distributors, bringing the total to nine. Roberts said the company eventually expects to have about 100 distributors handling its tape player and the RCA Planned Music for which Magnecord is distributor.

Next showing for the Magnecord line will be held at the Miami headquarters of Taran Distributing on August 22.

Roberts said that Magnecord has now sampled all the distributors it has signed to date and has an inventory of tape players, amplifiers and auxiliary equipment so that it can make immediate delivery to its distributors' customers (The Billboard, August 14).

Until four months ago, background music—soft, mellow and usually aimed at the more exclusive cocktail lounges and

restaurants—represented just another headache for the music operator.

Reversed Field

Then practically overnight, manufacturers of tape recorders along with Muzak reversed their stand and rolled out the red carpet for their competitors. What formerly represented one of the biggest rivals of the juke box industry suddenly became one of its strongest supporters.

While the use of background music dates back to the early 1930's, until recently it was generally regarded as a fairly restricted field. But with the introduction of magnetic tape, capable of playing eight hours or more of continuous music from one reel, the restrictions that had once hemmed in the industry seemed to disappear.

The cost of leasing telephone wires to transmit music from a firm's office to a location could be eliminated, along with the salaries of employees needed to change selections, expensive turntable equipment, and huge record inventory requirements. A single unit can now be placed on location and require no attention except to be turned off and on.

Tape Expands Field

Thus, tape opened doors to background music locations never before approached—schools, factories, professional offices, hospitals, barbershops, drugstores, grocery stores, and other spots.

First to fire its promotional guns at the juke box operator was Magnecord, Inc., long-time tape recorder manufacturer. Henry Roberts, general manager of the firm's commercial music division, unveiled a continuous music program to operators at their annual convention last March.

Soon after, Magnecord announced that RCA Victor's Thesaurus library had been obtained for use in its tapes. Roberts blueprinted the firm's sales policy as follows: Juke box distributors would sell the equipment to operators, who would in turn sell or lease it to their locations. The tapes would not be sold, but leased by Magnecord. New programs would be supplied regularly.

While activity is still too new to determine the effects of magnetic tape on the juke box industry, should it click, the possibilities available to an operator could be tremendous.

Rock-Ola

Continued from page 78

Brinck Company, Butte, Mont.; H. E. Daniels, Capitol Music Distributing Company, Jackson, Miss.; Morris Silverberg, of Eastern Vending Sales Company, Inc., Baltimore; D. R. Franco, Franco Distributing Company, Montgomery, Ala.

Bob Halgren, H. H. Music, Moline, Ill.; Vincent Marcello, Huey Distributing Company, New Orleans; H. W. Ajax, Puget Sound Novelty Company, Seattle; Jack Rosenfeld, J. Rosenfeld Company, Atlanta; Al Katz S&K Distributing Company, Philadelphia; Irv W. Wexler, Uni-Con Distributing Company, Kansas City; C. R. Sandavol, C. R. Sandavol Company, Chicago, and Lawrence Drapkin, of Lawrence Novelty Company, Montreal.



Today there are **60,811*** buildings... ready prospects for you and AMERICA'S *Music* UTILITY

Background Music can do wonderful things in the lobbies, the elevators, and even the corridors of big buildings. It can humanize a public building... individualize an office building... glamorize a large apartment building.

When you offer Magnecord's "Packaged" Background Music Service to the owners or operators of such buildings you can be sure you're offering the best in Background Music.

Magnecord's "Packaged" Background Music is best for any locality because it features the LIVE SOUND of RCA Planned Music. For over 35 years the LIVE SOUND of RCA Music has made it America's best-known, best-loved, best-hummed, and best-bought music. ONLY Magnecord offers you and your subscribers RCA Planned Music.

Magnecord's "Packaged" Background Music is best for any location because it is played right on the location... via practical, economical, fool-proof magnetic tape reels and Magnecord's own, specially-engineered, continuous magnetic tape playback.

Magnecord's "Packaged" Background Music Service is best for you to sell and operate because there are no franchises to buy, no population minimums to meet, no music performance or operational licenses to handle. Everything comes in one handy "package."

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

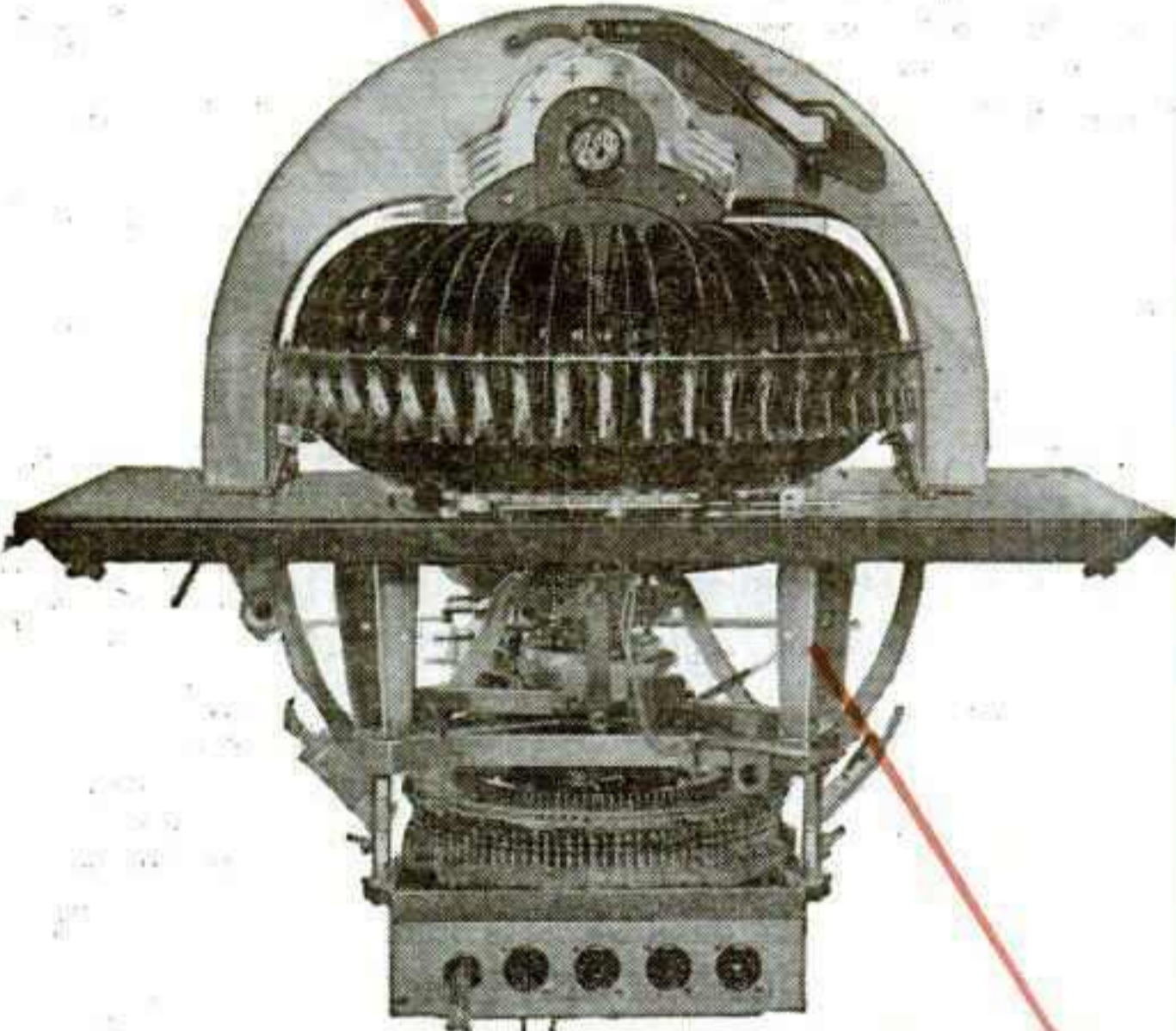
* 37,700 large apartment buildings
22,611 office buildings
500 public buildings (non-governmental)

For complete information phone, wire, or write to:

magnecord, inc.

Henry ("Heinie") T. Roberts, Vice President and General Manager—Commercial Music Division
1101 So. Kilbourn Avenue, Chicago 24, Illinois • Telephone: Whitehall 4-1889

**Wurlitzer's Amazing
New 104-Selection All 45 RPM
Record Changer Offers
Simplified Design, Simplified
Service**



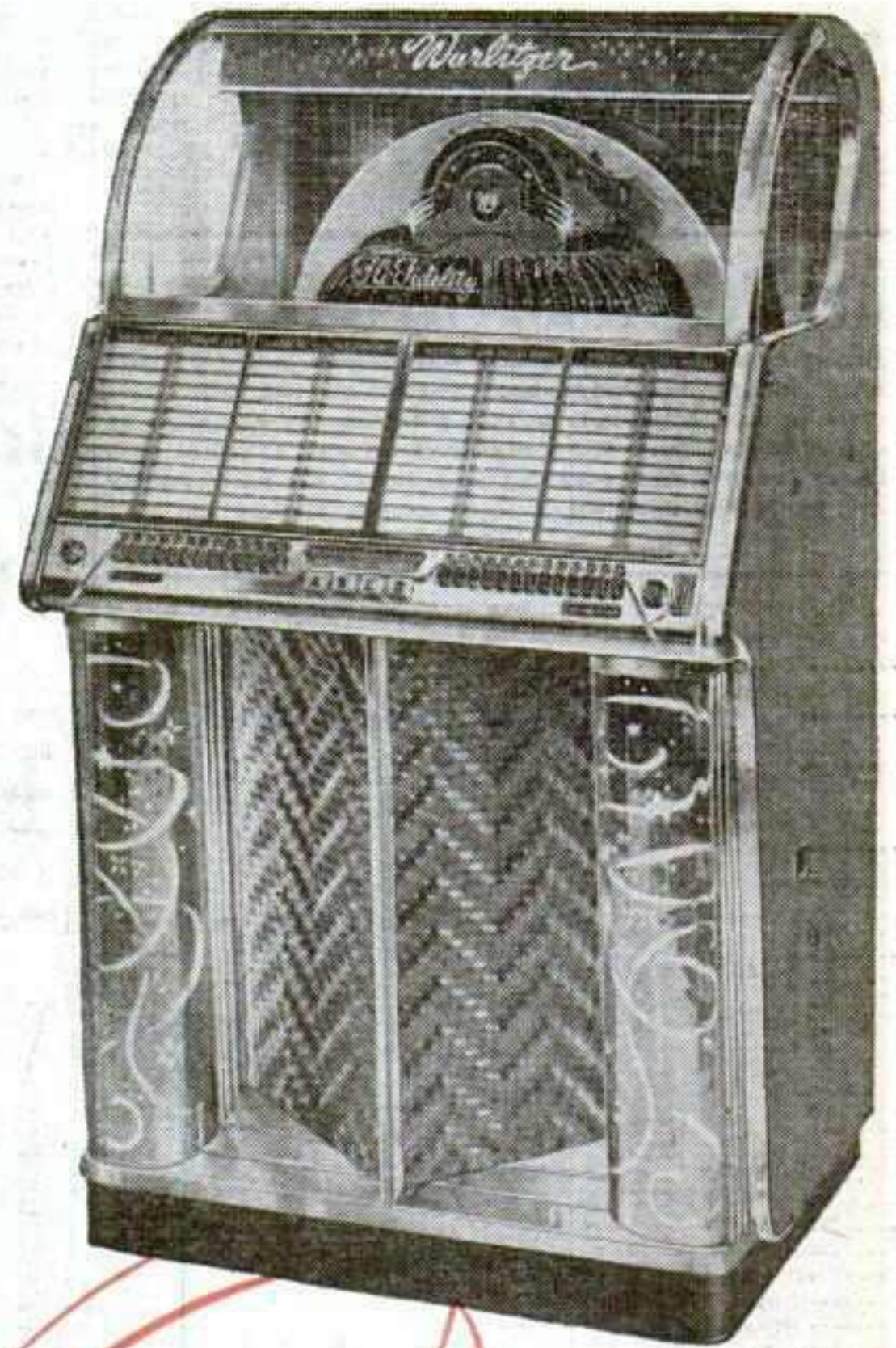
**IT HAS A SINGLE TONE ARM,
SINGLE ZENITH CARTRIDGE, SINGLE
TURNTABLE DIRECTION**



**IT GENTLY POSITIONS
THE RECORD—NEVER GRABS
IT—NEVER TURNS IT OVER**



**IT WEIGHS ONLY 81
POUNDS—MAY BE EASILY
REMOVED—STANDS BY
ITSELF ON A BENCH
FOR HIGH-SPEED SERVICE**



**ONLY THE
FABULOUS HIGH FIDELITY**

Wurlitzer

1700 HF

**OFFERS YOU
ALL THESE MONEY-MAKING
FEATURES**

- NEW...** ALL New—Phonograph
- NEW...** Carousel Record Changer
- NEW...** Gorgeous Cabinet Design
- NEW...** Ultra Simplified Mechanism
- NEW...** Full High Fidelity Sound
- NEW...** Color-Styled Selector Panel
- NEW...** Size for all Locations
- NEW...** Lighter Weight—308 Pounds
- NEW...** Increased Earning Power

**SEE IT, HEAR IT and BUY IT
at your Wurlitzer Distributor**

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Chicago

Communications to: Ken Knaut Central 6-8761

EXHIBIT SUPPLY TO BE AT NRIS...

Exhibit Supply will be among a number of coin machine manufacturers and distributors to present their products at the National Retail Industry Show, January 7-11, 1955, at Madison Square Garden, New York.

Vacations are over for most of the J. H. Keeney & Company personnel. Roy McGinnis, president, spent the vacation period golfing in and around Chicago.

Chester Biezad, chief game engineer, spent his vacation on duty with the Air Corps Reserve at Camp Atterbury, Ind. Paul Huebsch, general sales manager, passed his free time mowing the lawn, painting the garage and taking care of the kids.

Alvin Gottlieb unveiled D. Gottlieb & Company's new pin-

Distributors Unveil

plifier, also ranging from 20 to 25,000 c.p.c., has a 25-watt rating. Five speakers, two 12-inch low frequency speakers and a 5-inch high frequency speaker mounted on the front of the cabinet, and two 8-inch wide range speakers, one mounted on each side, give sound in all directions—"omni-directional."

Other new features in the new model include removal of the record mechanism from the front of the cabinet, a pair of permanent magnets to hold the title strip selection panel firmly in place, a single service switch to control the record mechanism, and a new electrical selector mechanism.

Auxiliary equipment includes an 8-inch wall speaker and an 8-inch corner speaker. Both units are in two-tone, gray and black. Speakers are priced at \$49.50.

Other Seeburg auxiliary equipment, the Wall-O-Matic 100, the recessed 12-inch speaker and the master remote volume control are adaptable to the new phonograph.

New Miami

is levied upon each additional machine. "It means," said Morgan, "that for an operator putting out 10 games the cost per machine is \$192.63. This tends to discourage the little fellow."

On juke boxes, Miami Beach levies a \$500 master license, which entitles the operator to purchase up to 25 individual tags at \$30 apiece. After the twenty-fifth tag, he must purchase a new master for \$100 and this gives him the right to buy five more tags at \$100. Thus, the first juke box put out costs the operator \$530; the first game, \$1,926.25.

In Miami, the master license is a standard \$250 for all types of coin-operated equipment, with each piece carrying a \$12.50 tag. This will rise to \$18.75 per tag October 1.

Depreciation

arations for new officer elections, a program to bring game and music operators into closer harmony and plans for an association party September 8.

To further the effort to bring music and game operators closer together, operators voted to change a section of the bylaws that segregated the two different groups.

Companies represented at the meeting included Elum Music, Kenyon Music, Stark Music, Stark Novelty, Dover Novelty, Beiter Music, Ideal Music, Angeli Music, Hocking Music, McKee Music and Eberhart Music.

The next get-together will be the planned party September 8, also at the Elum Music Company's offices.

COINMEN YOU KNOW

ball game, Gold Star, this week. Lou Boasberg, New Orleans Novelty, New Orleans, and his two sons were visitors at the plant recently.

A favorite with Bill De Selm, United Manufacturing Company, is the new United combination shuffle-target game, Shuffle Targette. Bill sunk three center holes in a row, which takes a little practice. Visitors this week were Harry B. Brink, Brink Distributing Company, Butte, Mont.,

UMO to Elect

of the city's 7,000 phonographs are individually owned.) Those attending the UMO meeting passed a unanimous vote of confidence in conciliator Roy Small who undertook the re-organization of the association.

On September 7 UMO will hold its next meeting at the Fort Wayne Hotel. Permanent officers will be elected at this session. Dues—50 cents per month per machine—will start September 1.

UMO will hold regular meetings on the first Monday of each month, or on the first Tuesday if Monday should be a holiday. Operators who sign as members of UMO prior to the September meeting will be considered charter members and will escape paying the initiation fee of \$1 a machine.

Small pointed out that the membership application blank which UMO uses is actually a contract which "gives the association the right to do some things which the bylaws provide for, to keep the business policed."

The pledge on the card, to which Small referred, reads: "I agree as a member to sustain the constitution, bylaws, rules and regulations now adopted and/or changes and additions adopted while I am a member, and I will not seek redress from the decisions of the officers of the UMO by legal action or any other means until I have exhausted all means of redress provided by the constitution, bylaws and regulations."

Small said this pledge is designated to provide a means to meet any act considered unethical on the part of an operator-member. The bylaws of UMO state that "a member may not do anything to the detriment of another member." Small said "location jumping" would fall in this category.

Explaining how the pledge will affect member-operators Small said: "With this contract (on the application card) the members give the UMO the right to remove the equipment from the property if the offending operator does not remove it within three days after notice. The organization then removes it and puts it in storage."

The bylaws, Small said, are unchanged from the bylaws which governed UMO before it became inactive years ago. Referring to the pledge, Small said "this is the teeth" which accounted for UMO's earlier success.

UMO members will be given identification certificates for machines for which they pay dues. Any machine which does not display a certificate will not be given the protection of membership, and the bylaws provide that it is the "duty" of operator-members to solicit any location they find which contains an uncertified machine. The certificates serve also as receipts for dues paid and will be issued quarterly.

Open House

Dunis Distributing Company. Dunis founded the firm in the early 1930's as an operating company and, under the spur of the depression, soon went into the manufacturing business. The name at that time was Superior Amusement Company, and three furniture plants were put to work turning out games.

With the death of Jack R. Moore in Portland early in 1948, the Dunis Amusement Company was organized to take over the Seattle and Spokane activities of the Jack R. Moore Company. Dunis now employs 26 persons,

and Lou Casola, Midwest Distributing Company, Rockford, Ill.

Mel Binks, Binks Industries, reports the counter games, Zipper and Whiz Bowler, moving good. Lou Wolcher, San Francisco, and Charlie Robinson, Los Angeles, were recent visitors. Jim Wellwood of the engineering department

will be married Saturday (14).

Art Weinand, Exhibit Supply, reports that the firm is shipping card venders to Hong Kong. Art was all set to take off on a two-week vacation in Wisconsin and Michigan. Meanwhile, Ed Hall will be taking orders for amusement games.

Mort Levinson, National Coin Machine Exchange, left for Florida on his two-week vacation. Joe Schwartz, National, is down there now. Sheldon Spira anticipating a big business on Gottlieb's new Gold Star pin game.

Len Micon and Joel Stern, World Wide Distributors, were busy preparing for operator showings of the new Rock-Ola phonograph model this week.

Herb Perkins, Purveyor Distributing Company, was looking forward Friday (13) to taking a (Continued on page 91)

How Was Your Timing on...

"CINNAMON SINNER"

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money... you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY

JULY 20, 1954

Title Strips Ready for Top Juke Profits

JULY 20, 1954

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Table with 4 columns: Cards per Week, Cost for 3 months, Cards per Week, Cost for 3 months. Rows include 20 (400 strips) at \$9.00, 30 (600 strips) at \$13.00, 40 (800 strips) at \$17.00, 50 (1000 strips) at \$21.00, 60 (1200 strips) at \$25.00, 70 (1400 strips) at \$29.00, 80 (1600 strips) at \$33.00, 90 (1800 strips) at \$36.00, 100 (2000 strips) at \$39.00.

Form for Sterling Title Strip Co. including fields for Name, Address, City, Zone, State, and Date.

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.



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!

Form for PRESTO RECORDING CORP., PARAMUS, N. J. with fields for Name, Company, Address, City, Zone, State.

Name Full Speaker, Panel Line-Up for NAMA Convention

Rapp Confirms Appointments; Include Leading Industry, Business Figures

CHICAGO, Aug. 14.—National Automatic Merchandising Association this week set the final stage for the business program at its annual convention in Washington, D. C., October 10-13.

Mel Rapp, general convention chairman, said practically all speaker and panel appointments have been confirmed for the three days of business sessions, Monday (11) thru Wednesday (13).

"Speakers will include leading figures in the vending industry and outstanding business person-

alities in the country," Rapp stated.

John W. Mock, management consultant, will moderate the first Workshop Session, scheduled to



MEL RAPP

get under way at 9:30 a.m. October 11. Titled "Blueprinting Key Management Problems." Panel members will be Henry Davidson, Davidson Bros., Los Angeles. (Continued on page 85)

North American Unveils New Coffee Vender

700-Cup Unit Uses Dry Ingredients, List for \$650

DETROIT, Aug. 14.—A new 700-cup coffee vender was announced Thursday (12) by a newly-organized firm, North American Vending Sales, Inc.

Using dry ingredients—powdered coffee and cream—the new machine can vend either cold or hot cups. It is equipped with a National Rejector, coin changer, National cup dispenser and has Zenith controls.

It will list at \$650 f.o.b. Detroit. The unit will be premiered at the National Automatic Merchandising show in October.

Service features include a 6½ gallon water tank that pulls in and out with the machine and a separate plug for each motor. The entire vending unit is mounted on slides.

Pilot models have already been completed, and a contract has been signed for manufacturing the unit with a Detroit firm. Officials predicted production would reach 150 machines a month within 30 days.

North American is headed by Howard B. Kirk, president, and Charles F. Anspach, secretary-treasurer, partners in the A & K Coffee Vending Company.

Seacoast Named Mills Distributor

NEW YORK, Aug. 14.—Seacoast Distributors, the local Rock-Ola outlet headed by Dave Stern, this week was named New York distributor for Mills Industries, Inc., Chicago vending machine manufacturer. So far Seacoast has on the floor the Mill Shake, a non-coin-operated piece of soda fountain equipment. Stern said there is a possibility of his handling the Mills vending line. This includes bottle, gum, candy, ice cream and coffee units.

Chi Ops Apply for 200 Cig Vender Locations

CHICAGO, Aug. 14.—Twenty of the first 75 applications for cigarette vender registrations (at \$5 per machine) have been issued, City Collector William T. Prendergast's office told The Billboard Friday (13).

(Editor's Note: printed application forms were first made available July 22.)

Approximately 200 applications have been made for cigarette vender installations in industrial and office locations for adult-only patronage. The installations each represent a \$120 license fee, or

two licenses if more than 10 licenses are to be placed in one location.

The exact number of cigarette vender license requests, however, could not be determined as they are coming in with regular applications for retail counter sales, the City Collector's office pointed out.

The lag in issuing individual machine registrations was explained by the city collector: operators must first obtain a retail license for each location (Continued on page 93)

GOOD BREAK

Coffee Unit Licks Office Traffic Jam

CHICAGO, Aug. 14.—A coffee machine has solved a traffic problem in the LaSalle Street Station office building.

Russell Miller, building superintendent, said the vender—installed on the ninth floor of the 13-story building—eased "coffee break" elevator traffic jams.

Midmorning and midafternoon "breaks" tie up all five elevators for a half hour or longer, according to Miller. Since the machine was installed, elevator traffic is normal thruout the day.

Miller stated that the machine has also relieved the serving load of the railway station's first floor public lunch counters and cafeteria, providing better service for travelers and visitors, and has made coffee available around-the-clock for nearly 300 night shift workers.

Addey, Inc., NW Distributor

LOS ANGELES, Aug. 14.—Adolph D'Este, for the past four years associated with Badger Sales Company, this week announced the formation of Addey, Inc., which will handle the distribution of Northwestern vending machines and parts in Southern California.

The new firm will also carry a complete line of vending machine supplies. D'Este will open offices on Pico Boulevard here this week.

PROGRESS REPORT

New Look Follows New Rule at Mills

CHICAGO, Aug. 14.—Mills Industries, Inc., which recently got a new management, got with it a new look.

Once a major factor in automatic merchandising, Mills is out to regain the ground it lost in recent years.

"What we are going to do is build Mills back to the point where it was in the vending machine business in 1940," said A. E. Tregenza, the new president and one of the new owners.

The firm recently announced production of three new vending machines—a hot coffee machine, a two-selection ice cream novelty vender and a selective bottle unit (The Billboard, August 7). Mills makes candy and gum venders and is now also making an automatic milk-shake machine for manual operation in dairy stores.

Foreign Sales

Earlier, Tregenza and Julius Trup announced that Trup's Coolers & Venders, Ltd., London, is now in production on the entire Mills line. Mills licensed the English firm to build the line for British and other overseas markets. Distribution will be handled by Cooler & Venders and the Frigidaire Division of General

Motors (The Billboard, July 17).

Credit for the rapid upsurge in vending activity by the firm belongs in no small way to Tregenza himself. He came to Mills when the corporation suddenly found itself in financial difficulties in (Continued on page 93)

NAMA REGIONS BID FOR 1954 SCHEUER AWARD

CHICAGO, Aug. 14.—The race is on among the 12 National Automatic Merchandising Association regions to win the Bernard W. Scheuer Memorial Trophy, awarded annually to the region showing the highest percentage of increase in membership during conventions.

This year's winner—as have those since the award was instituted in 1951—will be announced at the NAMA convention to be held in Washington, D. C., in October, membership co-chairman Maurey Heffer, Johnson Tobacco Company, and Thomas A. Buckley, the Vendo Company, announced this week.

In 1951 the award was won by Region 4—Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee; in 1952 by Region 10, consisting of Arizona, New Mexico and a portion of Southern California. It was again won by Region 4 last year.

Leading contenders for the award so far this year are Regions 10, 12 (Montana, Oregon, Washington), and 8 (Colorado, Iowa, Kansas, Missouri and Nebraska).

The award is in honor of the late Bernie Scheuer, Vendo's former president of America, who contributed much to the growth of the NAMA by actively promoting its membership.

Uneeda Debuts New Six-Column Vender

Multi-Item Unit to List for \$165; Weekly Sales Average 50 Items in Conn. Test

BROOKLYN, Aug. 14.—Nat Hochman's Uneeda Vending Service, one of the nation's largest vending reconditioning firms, is moving into the manufacturing field with the introduction of a six-column sundry machine which is currently in production.

Current production capacity for the mechanically operated unit is about 10 a week, but Hochman explained that production could be increased by cutting down on other work and allocating existing facilities to the sundry unit if the demand is sufficient.

With a tentative list price of \$165 set, the unit is 25 inches wide, 15 inches deep and 68 inches high, including the base. Weight is about 220 pounds.

90-Day Test

Three units have been tested for 90 days in motels in the Hartford, Conn., area, with sales averaging 50 units per vender per week. The Connecticut machines carried razor blades, shaving cream, Alka-Seltzer, tooth brushes and hair tonic. Aspirin may be vended in those States which do not require licenses to sell the item. The same holds true with laxatives and patent medicines.

While the Uneeda coin mechanism may be set to sell for

5 cents to \$1.50, Hochman plans on setting the machines to vend for 35 cents for toilet articles. Average gross profit for the operator, he explained, is 100 per cent, or about 17 cents a sale. Thus, he added, the units could pay for themselves on relatively low traffic locations.

Capacity of the vender, of course, varies with the size of items vended. But on items like (Continued on page 85)

Select Title, Commentator For NAMA Film

CHICAGO, Aug. 14.—The National Automatic Merchandising Association public relations movie acquired a title this week—"At the Drop of a Coin."

Running commentary during the 25-minute, 102-scene movie will be delivered by news commentator Westbrook Van Voorhess, whose voice is identified with "March of Time" newscasts.

Sarra, Inc., producer of the film, reported this week that the completed film will be "in the can" by September 1. It will not be premiered, however, until October 13, at 10:45 a.m. during a business session of the NAMA convention in Washington, D. C.

Scenes for the movie are being shot in New York City, Chicago, West Palm Springs and a number of other cities. Two halls of learning—Michigan State University and Marquette University—will be two featured "locations" in the film.

Vender-wise, the movie will run the entire automatic merchandising gamut from single penny bulk machines to complete battery and automatic cafeteria installations.

Altogether, about 75 machine manufacturers and suppliers of vendible products plus hundreds of operators are co-operating to put the industry's story on film, according to the NAMA Motion Picture Script Committee.

A GROWING TREND

Rising Costs Spur Dime Cup in Plants

CHICAGO, Aug. 14.—The dime cup for industrial installations may be on its way.

Current thinking seems to support the view that the trend is definitely to the dime cup branching out from the theater, public and amusement type locations into plant locations.

Dime drinks have already proved successful in a number of Eastern plants, according to I. H. Houston, head of Spacarb, Inc.

Sparking the thinking to higher bulk drink prices in industrials are rising supply costs; too-low margins for operators pinched by rising general overhead costs; refusal of most in-plant caterers subcontracting to operators to cut their percentages; higher per-case prices by bottlers in all parts of the country.

Another factor which may spur 10-cent cup price in factories: canned drinks which is a 100-percent dime seller in the 6-ounce size.

The dime cup has made some inroads on the West Coast, the East and the Northwest. The Midwest and the South are not yet in dime cups for plants.

In size, an 8-ounce drink in a 9-ounce cup is the most talked about to carry the dime price tag. But unlike the back-track in the movie field, the larger cup and quantity will become—if successful—a permanent fix-

ture. After the 10-cent 8-ounce drink became accepted by movie patrons, there was almost a universal switch back to the 6-ounce drink—altho the higher price remained.

Also unlike the theater field, in plants where dime drinks have been tried to date, plant management has not insisted on a higher commission (altho operators on (Continued on page 93)

Pioneer Preems Ring, Pad Charm

BROOKLYN, Aug. 14.—Sid Rubenstein, head of Pioneer Vending, local Victor outlet, announced that his firm has the new pad and ring charms ready for distribution.

Rubenstein explained that each ring has an engraved message or slogan which may be transferred to paper or cloth by using the pad as an inker and pressing the ring on the material to be stamped. A cap covers the engraved portion of the ring so that the observer is not aware that it is a signet ring.

Rubenstein said the pad may be filled with water or ink after the supply is used up. He added that the charm may be used as a capsule item or as a standard bulk vending article.

**IF YOU'RE A 1c OPERATOR,
OR A 5c CAPSULE OPERATOR,
OR BOTH—**

Know Your Charms

- OFFICIAL BADGES, Silver Plated \$10.00
- Three Monkeys, Plated & Oxid. 7.50
- Electric Fans 12.50
- Irons and Toasters 15.00
- Skeletons in Closet 15.00
- Initial Rings 15.00
- Sparkle Rings 15.00
- Nail Puzzles 7.50
- Grocery Charms 10.00
- Bullets 10.00
- Series #4, Big Gimmick-Like 7.50
- Series #5, Newest & Best.. 3.00

Know Your Filled Capsules...

- OFFICIAL BADGES, with Keychains \$22.50
- THREE MONKEYS, with Keychains 21.00
- Electric Fans 20.00
- Irons and Toasters 20.00
- Skeletons in Closet 20.00
- Initial Rings 20.50
- Sparkle Rings 20.50
- Nail Puzzles 16.00
- GROCERY CHARMS, with Keychains 22.50
- Balloons 22.50
- Dolls 20.00
- Keychain Varieties, Gimmicks with Keychains 22.50
- Jumbo Bulbs, Fluorescent and Luminous 22.00

All prices per 1,000
F.O.B. Jamaica, N. Y.

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 35, L. I., N. Y.

Sets Speaker Panel Line-Up

Continued from page 84

geles; John Mahoney III, Carolina Vending, Inc., Charleston, W. Va.; Herb Geiger, Geiger Automatic Sales Company, Milwaukee; James Vipond, D & B Distributors, Inc., Scranton, Pa., and Dewey Estey, D. A. Estey & Company, Portland, Ore.

"Blueprint for 'Designed' Selling Habits," by Ralph Myrick, R. D. Myrick & Associates, Buffalo, will follow.

Evening Sessions
The initial evening session at 8 p.m. will cover discussion on "Blueprinting the Problems of Food and Beverage Vending." It will be in two sections, the first chaired by Howard Olsen, Transit Sales Service, Inc., Chicago, discussing candy, gum, pastry, sandwiches. Panelists will be Gerald McClosky, Vendime Corporation, New York; Norman Shapiro, Paramount Vending Company, Rochester, N. Y., and Sal Quaranta, Forty Vendors, Mount Vernon, N. Y.

The second section of the clinic will be headed by Joseph Dobson, Dobson Vending Service, Inc., Dallas, and cover cup beverage, coffee, hot chocolate, soup and juices. Panelists will be C. V. Anderson, County Beverage Company, San Diego; Naomi Cornwell, National Cigarette Service Company, Baltimore; Robert Metzger, Metzger Enterprises, Inc., Cincinnati, and Charles Ashley, Cup Machine Service Corporation, Philadelphia.

A third session, running concurrently, will examine "Problems and Opportunities for Penny Vendors," moderated by Vernon Fox, Vernon Fox Company, Chicago.

All three meetings will take place at the Hotel Statler.

Blueprints & Problems
The October 12 morning Workshop Session, "Blueprint for Full-Line Vending," will start at 9:30. Mock will be moderator; panel members are Martin O'Shaughnessy, manager of the Food Service Division, Radio Corporation of America, Camden, N. J.; William McConnell, Automatic Merchandising Corporation, Medford, Mass.; Everett Newcomer, City Milk Vending Corporation, Masspet, N. Y.; Marcus Kaplan, Virginia Cigarette Service Corporation, Raleigh, N. C., and Bernard Kiley Jr., Airport Vending Service, Inc., Cicero, Ill.

George Weissman, vice-president of Philip Morris & Company, will discuss "What's Ahead in Cigarettes?" at the following session.

The third morning meeting will examine "The Problem of Direct Sales to Locations." The panel: R. J. Spaulding, R. W. Spaulding & Son, Meadville, Pa., and Alfred Sharenow, Cigarette Service Company, Inc., Cambridge, Mass.

Concluding the morning meetings will be "In-Plant Food Specialists and Vending Specialists Can Work in Close Harmony to

Mutual Advantage," a talk by H. A. Montague, president of Fred B. Prophet Company, Detroit.

Brass Tacks
Evening sessions on October 12 are scheduled at the Mayflower Hotel. Brass Tack clinics will start at 8 p.m., be in three sections.

First section: Cigarettes. Arthur Schultz, Arthur F. Schultz Company, Erie, Pa., chairman. Panelists: Oscar Bregman, Keystone Vending Company, Philadelphia; Sidney Lotenberg, Westway Vending Company, Washington, and Louis Risman, Mystic Automatic Sales Company, Medford, Mass.

Second section: Milk and Ice Cream. Melvin Wainer, Pony Boy Ice Cream Company, Lancaster, Pa., chairman. Panelists: Michael Mallis, City Vending Company, Baltimore; S. Charles Bennet Jr., G. B. Macke Corporation, Washington; Alfred Cutter, Automatic Ice Cream Sales, Dorchester, Mass., and M. L. McNaghton, Norfolk.

Third section: Management Problems. Sidney Kronenberg, Alamet Company, Birmingham, chairman. Panelists: Frank Ghinelli, Capital Vending, Inc., Lansing, Mich.; Victor Neiswanger, Elgin, Ill.; David Dayton, Tennessee Service Company, Inc., Knoxville, and George Duckett, G. B. Macke Corporation.

A concurrent evening session will be a special discussion on "Problems and Opportunities for Bottlers in Vending." C. D. Clarke, Charles E. Hires Company, Inc., will be moderator.

Best Ideas
The final morning Workshop Session, October 13, will also start at 9:30, explore "Blueprinting the Best Ideas." Mock will be moderator, aided by panel members Howard Olsen, Joseph Dobson, Arthur Schultz, Melvin Wainer and Sydney Kronenberg.

Two talks to follow: "Protecting Your Business: Sound Operational Insurance," by William Penn, Marine Department of the Home Insurance Company and Home Indemnity Company, New York, and "The 'U' in Business," by Dr. Kenneth McFarland, educational director, General Motors Corporation.

The NAMA public relations movie, "At the Drop of a Coin," (see separate story this section) will be premiered at 10:45 a.m., following an introduction by William Fishman, Automatic Merchandising Company, Chicago, chairman of NAMA's Motion Picture Script Committee.

A convention "first" will be the completely sponsored program for women registering at the Hospitality Center, offered by Pepsi-Cola Company and Apco, Inc. It will include sight-seeing tours, luncheons and entertainment.

Additional convention services and conveniences to be offered include coffee and rolls each morning preceding the business sessions, provided by R. J. Reynolds Tobacco Company, and a communications center on the exhibit floor in the National Guard Armory, enabling visitors to locate each other at the exhibit or at their convention residence. The center will be serviced by Vend, sister publication of The Billboard.

At press time final selection of the entertainment program during the annual banquet had not been made. The entertainment will be sponsored by Philip Morris.

Charter New L. A. Vending Company

SACRAMENTO, Aug. 14.—Consolidated Vending Service Company has been granted a State charter to own, operate and service vending machines to automatically dispense coffee and other foodstuffs in Los Angeles County. Authorized capital is \$25,000. Incorporation papers were filed by MacFarlane, Schaefer & Haun. Directors are Dexter D. Jones, William Gamble, E. J. Caldecott, Los Angeles.

Uneda Debuts

Continued from page 84

shaving cream and toothpaste it averages about 24 to the column, with a much greater capacity for razor blades.

Direct Sales
While no sales plan has as yet been determined, Hochman feels that he will eschew distributors for direct factory sales.

Meanwhile Hochman began production on eight-column candy venders made from converted Rowe Imperial cigarette units. He said the list price would be about \$85.

In addition to his manufacturing and reconditioning activities, Uneda is also distributor for Spacarb, Lehigh, Wittenborg and Fruit-o-Matic.

First Crack
The Spacarb-Uneda agreement is unique in vending circles. In addition to distributing the full Spacarb line in New York and New Jersey, Uneda is given first crack at all drink units turned in to Spacarb as trade-ins for new equipment.

If Hochman wishes he may exercise his option by buying the trade-ins at the price the factory allowed toward new equipment. Then Hochman's mechanics (both trained in Spacarb's Stamford, Conn., plant) go to work and recondition the unit, after which it is sold by Uneda.

Currently, Uneda is turning out from three to five reconditioned Spacarb trade-ins a week. He also does maintenance and service work for Spacarb customers.

THIS IS NEW!

5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE... A 5c horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH

NOT A NOVELTY BUT AN INVESTMENT

WATLING MFG. CO. 4650 W. FULTON ST. CHICAGO 14, ILLINOIS

Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED.
METAL SHEET TIN SCOOP.
DIAL IS GLASS COVERED WHICH PROTECTS POINTERS WHEN IN USE.
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
Distributors, Write for Prices.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

\$18.50

JUST ARRIVED!
3 HOT IMPORT ITEMS!
THEY'RE NEW—COLORFUL—DIFFERENT FOR PENNY VENDING—AND REAL PROFIT-MAKERS AS CAPSULE ITEMS. ORDER NOW WHILE AVAILABLE

KEWPIE DOLLS Mixed Colors \$6.25 M
BOATS Mixed Colors 6.25 M
MAGNETS Wrapped for Vending 5.55 M

FREIGHT PREPAID
Packaged 5 gross to box—minimum order at this price, \$M. O.K. to mix them on minimum order. Write for Free Samples!

OHIO GUM SUPPLY CORP.
P.O. Box 155 Wickliffe, Ohio

READY FOR DELIVERY NOW!

JAK'S NEW "400" CAPSULE VENDOR

R. R. WHITEHEAD
1075 Woodland Avenue S. E. Atlanta, Georgia

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

WILLIAM J. NEWMAN
430 Octavia Street San Francisco, California

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.)

DUGRENIER CHAMPION
9 Columns
420 Cap.
\$97.50

UNEDA CIGARETTE VENDORS	
Model E, 6 Cols., 180 Cap.	\$ 75.00
Model A, 9 Cols., 270 Cap.	95.00
Model 500, 9 Cols., 350 Cap.	100.00

DU GRENIER CIGARETTE VENDORS	
Model 5, 7 Cols., 210 Cap.	\$ 85.00
Model V, 7 Cols., 210 Cap.	90.00
Model W, 9 Cols., 270 Cap.	95.00

ROWE CIGARETTE VENDORS	
Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
President, 8 Cols., 320 Cap.	130.00
Royal, 8 Cols., 320 Cap.	100.00
Crusader, 8 Cols., 380 Cap.	145.00
Crusader, 10 Cols., 475 Cap.	155.00

CANDY MACHINES	
Rowe Candy, 8 Cols., 120 Cap.	\$ 85.00
Uneda Candy, Wall Model, 5 Cols., 102 Cap.	65.00
Stoner Candy, Prewar, 6 Cols., 102 Cap.	115.00

SODA and COFFEE MACHINES
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors.
WRITE FOR INFORMATION

Our Paints Are VENERIZED
Prevents Peeling, Flaking & Rusting.

All Equipment Unconditionally Guaranteed
Trade Prices.
1/3 Dep., Bal. C.O.D.

UNEDA 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

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 774

Name
Address
City..... Zone..... State.....
Occupation

Fla. Starts Drive to Get Cig Taxes on Out-of-State Buys

MIAMI, Aug. 14.—State law enforcement agents have started to crack down on Miamians who have evaded the Florida tax on cigarettes by buying from out-of-State distributors.

E. A. McKinney, State beverage director, came here from Tallahassee to lay the groundwork for the collections. He estimated that upward of \$30,000 a year has been lost in this area alone as a result of customers purchasing smokes by mail from other States.

The drive in Dade County is part of a State-wide move to collect back taxes and to stop the flow of such cigarettes into Florida.

McKinney said his office had obtained the names and addresses of more than 700 persons in the Miami area who are involved.

The question of the legality or illegality of such purchases still is to be decided by the courts. Some attorneys maintain that buying cigarettes from out-of-State and having them sent here is no more illegal than purchasing items from a New York department store and not paying a Florida sales tax (3 per cent) on them.

The Florida cigarette tax law provides that persons guilty of evading the tax may be fined \$500 and/or six months in jail as a maximum penalty.

McKinney said that unless the out-of-State purchases are halted, Florida will continue to lose thousands of dollars annually and the cigarette tax structure will be undermined.

Every Florida municipality gets 5 cents in taxes from every package of cigarettes sold within its confines. Thus, the cities and towns of Florida are acutely interested in collecting the full benefits.

SUPPLIES IN BRIEF

Candy Sales Up

Manufacturers' sales of confectionery and competitive-chocolate products reached \$60,780,000 in June, a jump of 2 per cent from May and 8 per cent above June totals last year, the Census Bureau reported. Total candy sales for the first six months of this year were down about 2 per cent in poundage, but dollar sales were unchanged from a year ago, the agency said.

Almonds, Filberts Up

A record almond crop of 48,300 tons, 25 per cent above last year's production, is expected in California this year, the Agriculture

Department reported, while the crop of filberts in Oregon and Washington is estimated at 9,560 tons, almost double last year's output.

Peanut Output Down

Production of peanuts from the acreage for picking and threshing is forecast at 1,268,000,000 pounds, about 20 per cent less than last year's crop, according to the Agriculture Department. Dry, hot weather, particularly in Oklahoma and Texas, is blamed for this year's smaller crop.

Glass Containers

Shipments of glass containers during June totaled 11,162,000 gross, an increase of 1 per cent from May and 2 per cent higher than shipments in June, 1953, according to the Census Bureau. Total shipments of narrow-neck containers, including beverage bottles, amounted to 7,061,000 gross in June, about 2 per cent over shipments in June a year ago.

Tobacco Supplies

Cigarettes manufactured in May this year totaled 34,219,000,000, a jump of 3 per cent over May of last year, the Internal Revenue Service reported. The manufacture of cigars in May totaled 466,327,000 compared with 500,626,000 in May 1953.

Prices for the 1954 crop of flue-cured tobacco in Georgia and Florida were running at an average of 53 cents a pound during early July auctions, 3 per cent higher than during the same period last year, according to the Agriculture Department, which reports that demand cigarette tobaccos is expected to remain firm this year. Total production of tobacco this year will be about 2 billion pounds, 2 per cent less than last year, according to Agriculture Department estimates.

Gum Venders With Targets Pay \$10 Fed. Amuse. Tax

WASHINGTON, Aug. 14.—Coin-operated vending machines which incorporate amusement features are liable to the \$10-per-year federal tax on coin-operated amusement devices, according to an Internal Revenue Service ruling this week.

In a case involving a gum ball vending machine, the IRS held that the addition of a pistol and target device to the gum ball vander turned it into a coin-operated amusement device liable to the \$10 tax. The customer who inserted a penny into the vander received, in addition to a chewing gum ball, one shot at the target.

An IRS spokesman pointed out that this was not a new interpretation of the agency, but that it was the first time it had been published as a ruling. He added that the special \$10 tax must be paid by the person who occupies the premises where the amusement device is used. Owners of coin-operated amusement devices who place them on the premises of other persons are not liable to the tax.

Phelan Named Clark Western Sales Mgr.

PITTSBURGH, Aug. 14.—The D. L. Clark Company announced this week the appointment of Jack D. Phelan as Western sales manager effective September 1.

Phelan will headquarter in Evanston, Ill., where the Clark Company recently opened a new plant. He will direct the firm's sales for the Midwestern and Western States.

Formerly vice-president in charge of sales for the Euclid Candy Company, San Francisco, Phelan has a background of 23 years in the candy industry, including 20 years with Rockwood & Company.

Diamond Names New Ad Sales Manager

NEW YORK, Aug. 14.—The Diamond Match Company has appointed Russell F. Good, sales manager of the book match advertising department.

Good, formerly district manager in St. Louis, will headquarter in Springfield, Mass.

W. Va. High Court Rules Cig Op Must Buy Two Licenses

CHARLESTON, W. Va., Aug. 14.—The State Supreme Court unanimously refused an appeal sought by Guy Moss from a lower court ruling that he was liable for two types of license fees on cigarette vending machines.

Kanawha County Circuit Court had held that Moss, who has cigarette vending machines in numerous Kanawha Valley establishments, must buy both a \$10 tobacco license and a \$5 automatic device license for each machine.

Parliament Cuts Price to \$12.90

NEW YORK, Aug. 14.—A reduction in the wholesale price of king-size Parliament cigarettes from \$13.60 to \$12.90 a thousand, subject to the regular terms and discounts, was announced this week by the Benson & Hedges division of Philip Morris & Company, Ltd., Inc.

However, the new wholesale price is now in force, public announcement will be withheld until September 1 to enable retail outlets to dispose of present stocks.

New Control 'Brain' Bowed By Johnson

CHICAGO, Aug. 14.—A new automatic timer and cycle control "brain," which will control any electrical machine operating thru a cycle, was introduced this week by Johnson Fare Box Company, Chicago, subsidiary of Bowser, Inc.

According to the firm officials, the timer and cycle control sensing device has a wide application, and can be used with coin-operated vending machines.

The new equipment will prevent the delivery of articles or materials as long as a normally pulsed circuit is closed continuously.

The cycle of operation may be set to meet any specific requirement—two seconds or two weeks. The unit can thus control most automatic electrical equipment with the further advantage of eliminating relays and certain circuits heretofore required, according to company officials.

The device controls a given cycle from beginning to end. In the event of interruption, the normal cycle is completed and the machine shuts off to prevent loss of material or revenue. After the interruption is cleared, the device automatically resets the cycle for normal operation.

Herbert Tareyton Goes Filter-Tip

NEW YORK, Aug. 14.—American Tobacco Company entered the filter-tip scramble Monday (9) by introducing its Herbert Tareyton cigarette in New England with a filter. It is the first nationally advertised cigarette to be marketed in both filter and cork tips.

The filter-tip Herbert Tareyton will be priced at \$10 a thousand to the trade, less the usual discounts of 10 and 2 per cent.

It will retail at 26 cent a pack in the New York City area, the same price as most other king-size filters.

American said the filter is made of a special "purified cellulose" and an additional filtering substance that absorbs specific gases "to any desired degree."

Dr. Pepper Declares 15c Quarterly Dividend

DALLAS, Aug. 14.—The Dr. Pepper Company this week reported a quarterly dividend of 15 cents per share of common stock payable September 1 to stockholders on record August 20.

It is the 99th consecutive dividend declared by the firm. The quarterly dividend follows a report June 29 by Leonard Green, president, announcing that net earnings for the first six months of 1954 were 11.44 per cent above the same period last year (The Billboard, August 7).

Lower provisions for depreciation and income taxes, together with improvement in operating efficiency were the chief factors responsible for the earnings increase, Green announced.

Montana Cigarette Tax Take Down

HELENA, Mont., Aug. 14.—State cigarette taxes during the first six months of 1954 showed the largest decrease of any tax category, the Montana Board of Equalization reported this week. Cigarette taxes amounted to \$1,247,092, during the first half of this year, a decrease of \$110,837 from the like period last year.



VICTOR'S
5c Baby Grand Deluxe
CAPSULE VENDER

Less than 25 cases (packed 4 to the case). Per Case ... \$60.00
25 cases or more. Per Case ... \$57.00
See your nearest authorized VICTOR distributor.

Victor Vending Corp.
5701-13 W. Grand Ave.
Chicago 39, Ill.



VICTOR'S Baby Grand Deluxe
5c CAPSULE VENDER

Immediate Delivery!
Less than 100 cases (packed 4 to case) ... \$60.00
100 or more cases (packed 4 to case) ... \$57.00

Yankees
PRESS-ON BASEBALL MASCOT EMBLEMS

24 Teams—Ass'd. Colors—2 Designs, National, American, International Leagues. Simple directions for applying included in capsule!

ONLY \$19.00 per 1000 includes emblem and instruction sheets

NEW CAPSULE ITEM!!!
SECRET STAMP PAD RING

Remove cap with inked pad to use secret stamp. 18 Different Secret Stamps!

\$20.00 per 1000 with instruction sheets.

BABY DOLL & BABY SHOES in Capsules. 500 each item. \$20.00 per 1000.

Includes letters and instruction sheets. 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

From LITTLE ACORNS mighty INCOMES grow!

Precision-Built for PROFITS!



ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDER

- Vends CHLOROPHYLL GUM—all bulk mids.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

NEW! SILVER STREAK

BRUSH HOUSING & BALL GUM WHEEL

OAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE
PENNY RING CO.,
2538 Mission St.,
Pittsburgh 3, Pa.

WESTERN OFFICE
OPERATORS VENDING MACHINE SUPPLY CO.,
1025 St. Grand Ave.,
Los Angeles 12, Calif.

VENDE—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

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Name

Address

City

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Occupation



PUT THIS IN YOUR PIPE AND SMOKE IT!

THE HOTTEST CAPSULE ITEM EVER—DEMANDED FROM COAST TO COAST!

PRICE'S INIMITABLE

MINIATURE PIPE IN VENDING CAPSULE



\$22.00 Per 1,000

Complete Stem and Bowl in Capsule.

WRITE, WIRE, PHONE YOUR ORDERS

PAUL A. PRICE CO.
55 Leonard St., New York 13

CAPSULES (Filled)

All Items \$10.00 per 500 All Items

Full Deck Cards

Baby Chicks	Butterflies
Silver Flashlights	Wood Tops
Nail Puzzles	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.

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDER

JOHN HORN
2945 Hickory
Abilene, Texas

NEW, LOW, LOW PRICES

Ammoniated Chlorophyll Tab Gum.
330 ct., packed 28½ cartons 35¢ lb.
Chlorophyll Pellets, 1600 ct.,
Ass'd. Fruit Dibs, 25½ cartons 35¢ lb.
1600 ct. 25¢ lb.
Red Hats, 2000 ct. 25¢ lb.

TERMS: 1/3 remittance with order, balance C.O.D., OR full remittance and save C.O.D. charges.
WE will pay freight charges on all orders in excess of 100¢.
No broken cartons, PLEASE.
BEAVIS VENDING SUPPLY CO.
5626 Murdock St. Louis 9, Mo.

THE BILLBOARD INDEX
ADVERTISED USED
MACHINE PRICES
VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for machine models and prices across four issues: Aug. 14, Aug. 7, July 31, and July 24. Includes items like Acorn Tab Gum, DuRenier models, Exhibit Card Vendor, etc.

We Have Newer CHARMS! Advertisement for Acorn Charms featuring a cartoon character and a product image.

NEW DESIGNS, NEW IDEAS, NEW FINISHES. send 35¢ Complete Sample Kit. National Sales Agents for ACORN CHARM VENDOR.

BALL and VENDING GUMS. New LOW Factory Prices. BUBBLE • CHICLE CHLOROPHYLL. AMERICAN CHEWING PRODUCTS.

CAPSULES. Write for prices and information. Guggenheim 33 UNION SQUARE, N.Y.C. 3, N.Y. • AL 5-8393

READY FOR DELIVERY NOW! OAK'S NEW "400" CAPSULE VENDOR. WEIDMAN NATIONAL SALES 5911 Fourth Avenue, Detroit 2, Michigan

Dickinson Strike Ends, Employees Get Pay Boosts. DES MOINES, Aug. 14.—A strike involving 50 employees of the F. B. Dickinson & Company plant has been settled with a new contract including wage increases.

Vending Firm Thief Surrenders. TRENTON, N. J., Aug. 14.—James M. Rafferty, who disappeared with \$3,900 from Unit Vending, Inc., and was sought on an embezzlement charge, surrendered this week to police in Harrisburg, Pa.

Conn. Cig Tax Take Down 20% for July. BRIDGEPORT, Conn., Aug. 14.—Connecticut cigarette sales slumped about 20 per cent during July compared to the same month of 1953.

READY FOR DELIVERY NOW! OAK'S NEW "400" CAPSULE VENDOR. J. SCHOENBACH 1645 Bedford Brooklyn 25, New York

Nestle Ships Dairy Mix For Coffee

WHITE PLAINS, N. Y., Aug. 14.—The Nestle Company, Inc., is currently shipping its new Nestle dairy product, a powdered mix for vending coffee, to operators throughout the country.

Coca-Cola Holds Own for Quarter

NEW YORK, Aug. 14.—Coca-Cola Company and its subsidiaries held their own for the quarter, but showed a moderate drop for the six months ended June 30 from the corresponding periods a year ago.

S. C. July Cig Tax

COLUMBIA, S. C., Aug. 14.—State cigarette tax collections for July totaled \$494,000, down about \$30,000 compared with the same month a year earlier, the State tax commission announced this week.

NEW ... NOTHING ELSE LIKE IT! Northwestern SELECTIVE TAB GUM VENDER with "QUICK CHANGE" MERCHANDISE DRUM. THE NORTHWESTERN CORPORATION

Northwestern SUPER JET SENSATIONAL NEW CAPSULE VENDOR. No jamming, missing or breaking of capsules. \$64.00 PER CARTON OF FOUR. RAKE COIN MACHINE EXCHANGE

MANDELL GUARANTEED USED MACHINES. N.W. DeLuxe 1c & 5c Comb. \$12.00. NORTHWESTERN SALES AND SERVICE CO. MOE MANDELL

IN STOCK VICTOR'S New Deluxe Model BABY GRAND CHICLE TREATS VENDOR. ORDER TODAY VEEDCO SALES CO.

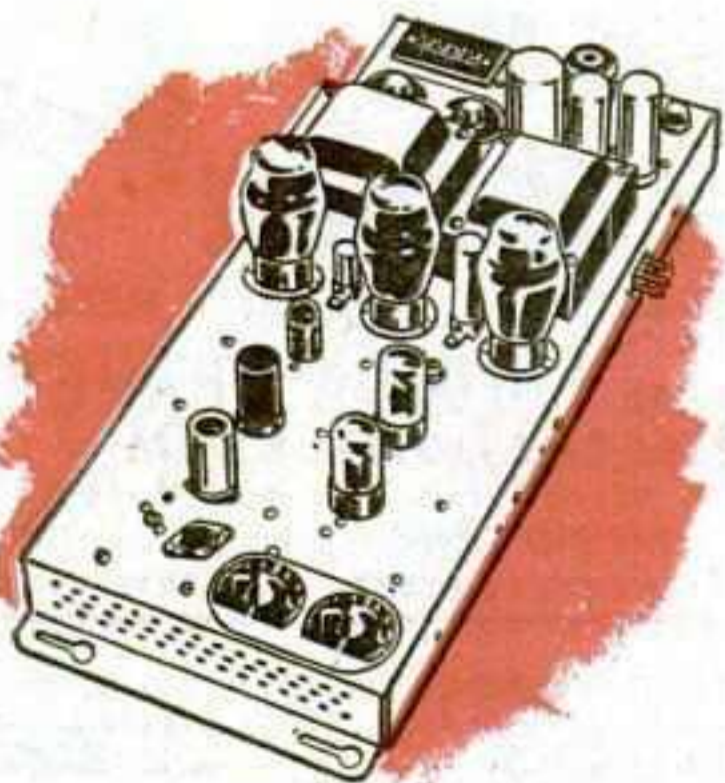
NEW- Seeburg full spectrum high fidelity

Full-spectrum high fidelity means the Select-O-Matic "100" will faithfully reproduce every tone in the musical spectrum . . . from the lowest lows to the highest highs.

There's just one way to appreciate this new Select-O-Matic "100" music system, and that is to listen to it. See your Seeburg Distributor right away.

**sensational new high fidelity magnetic pickup
with 15 c.p.s. (LOW FREQ.) to 25,000 c.p.s. (HIGH FREQ.) range**

Now Seeburg gives you a pickup that not only matches other full-spectrum high fidelity characteristics, but has a range (15 to 25,000 c.p.s.) that actually extends beyond audibility. The new Seeburg magnetic pickup, which exerts only 5 grams of stylus force, assures the ultimate in performance . . . longer record and stylus life.



high fidelity amplifier

The finest amplifier ever put in a coin-operated music system. 25-watt rating. Designed for full-spectrum high fidelity performance across the entire tonal range. 15 to 25,000 c.p.s. range.

high fidelity speakers

See the opposite page for the story of another great Seeburg musical advancement . . . OMNI-DIRECTIONAL SOUND. Seeburg also has a complete new line of high fidelity remote speakers.

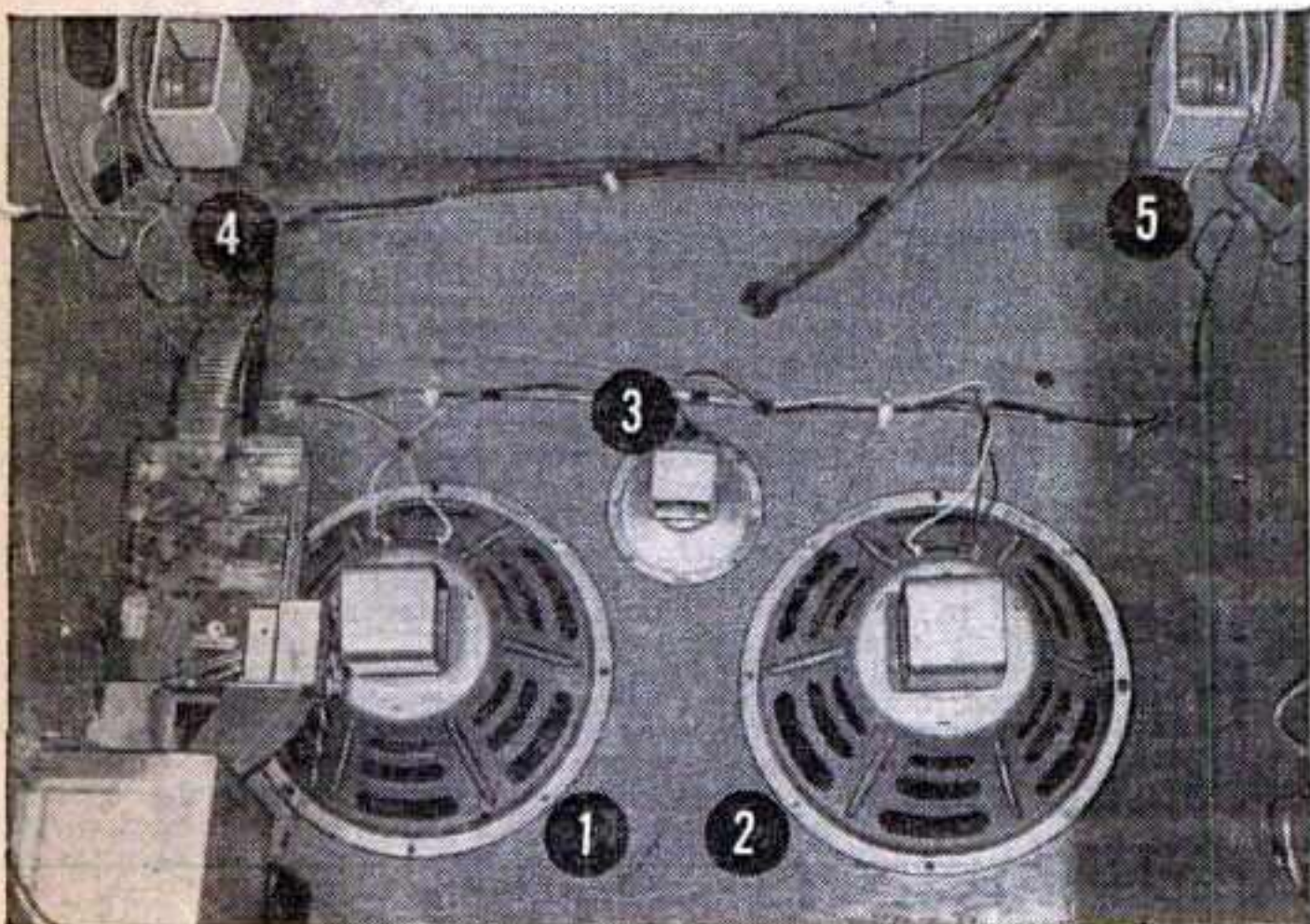
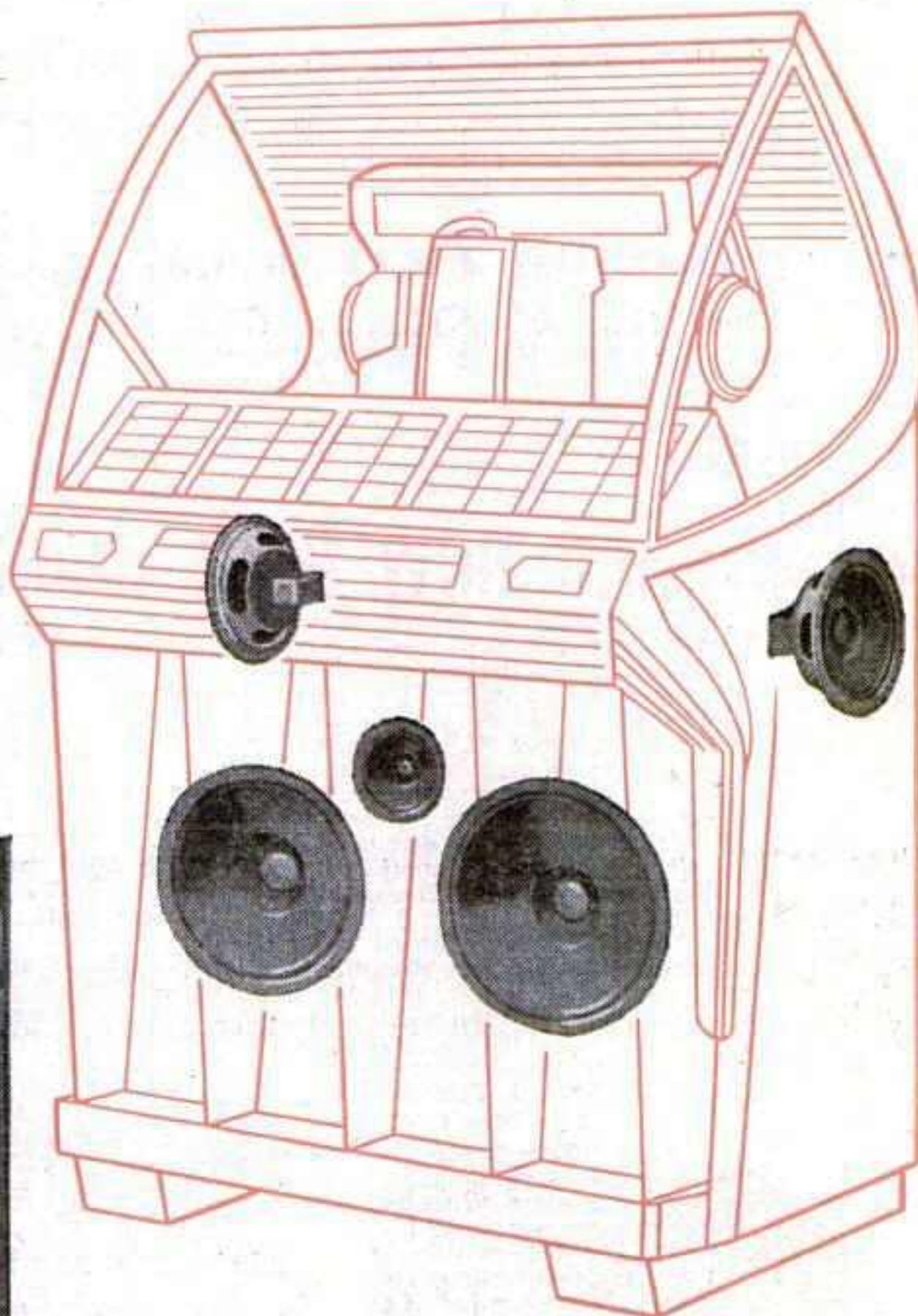


America's Finest and Most Complete Music Systems

NEW- Seeburg omni-directional sound

... the last word in musical reproduction. *Omni-directional sound means music in all directions.* It's possible because the new Select-O-Matic "100" has not one or two, *but five speakers covering the entire tonal range* integrated into the acoustical chamber. The result: music beautifully reproduced at the same level in all directions throughout the entire room.

It's the most advanced electro-acoustical system ever offered in our industry . . . see it at your Seeburg Distributor.



omni-directional, 5-speaker electro-acoustical system

Mounted on the front of the cabinet are two heavy-duty, 12-inch low frequency speakers (see 1 and 2) with a 5-inch high frequency speaker (see 3). On each side there is a wide range 8-inch heavy-duty speaker (see 4 & 5). The five speakers are capable of absorbing the full 25-watt output of the amplifier without distortion.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

Salt Lake City Ops Gird With Shuffles

Plan No Counter-Action on Pin Curb; County Commission Delays Ordinance

SALT LAKE CITY, Aug. 14.—Amusement game operators—faced with the order repealing an ordinance legalizing the operation of pinballs—this week began installing shuffle bowling games, shuffle boards and in some cases, baseball games, to take the place of five-balls wherever possible.

Meanwhile, operators in Ogden and Utah County announced they would fight the banning of pin games (see separate story in this section).

So far there are no signs of counter-action protesting repeal of the ordinance licensing the pin units. But with action on the

games pending in Salt Lake City County, and with 5 of 17 incorporated municipalities in Davis County indicating their intention of banning the games, it is possible a test case will be made.

Pinball games, which have been operated for 20 years, were outlawed in Salt Lake City by the unanimous vote of the City Commission, following a motion by Mayor Earl J. Glade (The Billboard, August 14).

Repeals Games Law

The order repealed an ordinance legalizing the operation of the games, and came despite a recommendation by Public Safety Commissioner Lyle B. Nicholes that licenses be granted for 114 pinballs (The Billboard, July 31).

Meanwhile, action to ban pinball games in unincorporated areas of Salt Lake County has been postponed by the County Commission.

It was believed, however, that licensing of pinballs by the counties would be discontinued, following the outlawing of pinball games in the city.

Salt Lake County commissioners explained the delay, saying that they wanted to be sure that any ordinance which they might pass would eliminate gambling. The county attorney's office is conducting a study of the matter (Continued on page 94)

SPEED-O-METER

Electronic Eye Clocks Speedy Shuffle Pucks

CHICAGO, Aug. 14.—An electronic eye, similar to the system used in checking traffic on the highways, clocks the speed of player-aimed pucks on new shuffle bowling games recently introduced by Bally Manufacturing Company (The Billboard August 7).

The new feature, called the Speed-O-Meter, is part of the equipment of the Jet-Bowler and Rocket-Bowler, and permits a player to increase the scoring value of strikes and spares by controlling the speed of each shot. (Continued on page 94)

Rumor New Exhibit Gun

CHICAGO, Aug. 14.—Trade rumors this week were that Exhibit Supply may be readying a new coin-operated gun game. Officials at Exhibit Supply would neither confirm nor deny the rumors.

Exhibit Supply started a summer gun game trend in April when it shipped Shooting Gallery, which uses an authentic-type 22-caliber rifle operated on the electrical contact system.

Conn. Pin Ops Lose 1st Injunction Row

Judge Supports County Free-Play Ban, Fails to Rule Games Gambling Devices

BRIDGEPORT, Conn., Aug. 14.—Judge John R. Thim, Superior Court, this week refused to issue a temporary injunction which would have prevented State's Attorney Lorin W. Willis from making arrests for operation of free-play games and from confiscating the units.

The injunction action was aimed at determining whether free-play pinball games are gaming devices within the meaning of Connecticut's gambling statute.

Judge Thim based his decision on precedents in a majority of the States, refusing to interfere in matters concerning penal statutes, but failed to rule on the big question—whether or not free-play games are gambling devices within the intent of Connecticut's gaming statute, Section 8655.

State's Attorney Willis ordered a ban on free-play games in Fairfield County (of which Bridgeport is the largest city) early last April (The Billboard, April 10). At that time the Coin Machine Operators' Association of Bridgeport considered challenging the legality of the ruling.

Seeks Writs

Last June, Joseph Friedman and Nicholas Mainero, owners and operators of the Crystal Amusement Corporation of Bridgeport, began seeking temporary and permanent orders, restraining Attorney General Willis from causing their arrests for the operation of free-play games which, they claimed, are games of skill and are not gaming devices within the intent of the statute (The Billboard, July 3).

Now, according to Judge Thim, the question of the legality or illegality of the machines must be determined in a criminal court.

His memorandum stated in part, however, that a decision by Judge John T. Dwyer of Common Pleas Court in 1941, holding that pinball machines are gambling devices, "appears to cover the situation very thoroly and probably should be recognized as the law on this particular matter."

Game Mfrs. To Exhibit At NRIS

NEW YORK, Aug. 14.—A number of amusement game concerns will show their products at the National Retail Industry Show, January 7-11, 1955, in Madison Square Garden.

The Automatic Vending Equipment Section was the first of the Show's eight sections to be completely sold out. Exhibitors in this section include Rowe Manufacturing Company, Exhibit Distributing Company, International Mutoscope, Pepsi-Cola; Arthur H. DuGrenier, Inc., and Carbonic Dispenser.

The show, giving the entire retail industry its own complete equipment exposition for the first time, brings together America's leading manufacturers of all the latest equipment, materials and fixtures for more efficient and profitable retailing.

Following the decision, George A. Saden, counsel for Friedman and Mainero, stated, "We intend to pursue this matter further but whether or not we shall appeal this particular decision to the (Continued on page 96)

Gottlieb Ships Gold Star, New Five-Ball Game

CHICAGO, Aug. 14.—D. Gottlieb & Company shipped distributors this week a new five-ball game, Gold Star, featuring many ways to win replays.

The main targets in the game are three star-holes in the middle of the playfield, and below these, four vertical high-scoring holes.

A "gold star special" is awarded for making four vertical holes or for making three stars. Roll-over buttons light for replays after a player has made all four roll-overs at the top of the playfield.

Making six star-marked targets along either side of the playfield, lights up any one of the targets for replays.

Three bumpers near the top, two kicker strips at the bottom, and two flippers, operated by buttons pressed at the sides of the cabinet, add to the action of the game.

Scores, running up as high as 7,000,000 are registered on the backglass.

The player may insert a second coin which will double all replays. The game operates on nickel play.

United Intros Target Type Shuffle Game

CHICAGO, Aug. 14.—Distributors of United Manufacturing Company began showing this week of Shuffle Targette, a new combination shuffle-target game.

The six-player multiple score game gives each player 12 shots for 10 cents. The player shoots a metal puck down the form board, which slants upward at the end, dropping the puck into a molded rubber target area.

The main target is a puck-size center hole which scores 70 points. Surrounding this target are four other targets on the inner ring scoring 20, 30, 40 and 50 points. Three additional targets in an outer ring score 10 points each.

Scoring values for the holes progress from the first to the fifth frame, and these values are repeated in the sixth to tenth frames. Thus the center hole (Continued on page 96)

ADS TIP OPS

Accentuate the Positive for New Locations

CHICAGO, Aug. 14.—Coin machine operators have gained a tip on using a positive rather than a negative approach in dealing with new locations.

Results of two different advertisements used by the American Shuffleboard Company were compared in an advertising trade magazine and the lesson taught was clear: accentuate the positive.

The shuffleboard advertisements contrasted the theme of "Stop Crying—Start Trying," and "Bring 'Em Back to the Tavern." Both were tried in the same magazine addressed to location owners, and the difference in results was startling.

The positive appeal (Bring 'Em Back to the Tavern) pulled about six times as many inquiries as the negative shocker (Stop Crying—Start Trying), according to the advertising weekly.

While the negative approach advertisement may have hit the tavern man where it hurt most, he apparently didn't like the idea of being caricatured. The positive type advertisement, while also a direct approach, doubled returns over previous shuffleboard series.

Bally Completes Gov. Contract, Ups Game Output

CHICAGO, Aug. 14.—The recent completion of a large government contract for items for national defense at the Bally Manufacturing Company plant has made room for stepped-up production of coin-operated amusement games.

According to Herb Jones, vice-president, in charge of government contract production for the company, many of the facilities used specifically for maintaining the contract production schedule, have now been released to boost production of Bally Hi-Fi, a new in-line five-ball game.

Delay Action on 2,000 Cincy Pins; Ops Speak

CINCINNATI, Aug. 14.—The fate of 2,000 Greater Cincinnati pinball games—estimated at more than half the total of pinball games in Ohio—hung in the balance as the City Council's law committee delayed a showdown on the subject.

The committee delayed further action until its September 7 meeting, when discussion will be resumed on whether the games should be kept, placed under more rigid control, or banned.

Cincinnati remains the last major refuge for pinball machines in the State. Cleveland and Columbus banned the games. Play of pinballs in Columbus ended last week (The Billboard, August 7).

The State liquor board banned pinballs from places where liquor is sold, but liquor agents can't seize them until the courts rule on the legality of the ban, unless they find a machine that pays off (The Billboard, February 20).

Free Play O. K.

Judge Joseph M. Clifford, of Common Pleas Court, has ruled that pinballs which give players free games are not in themselves gambling devices (The Billboard, May 15), and Ohio pinball owners have always contended this. The operators argue the games are amusement, are not gambling devices as such, provide a large source of revenue to the government thru the license fees, and have never been connected in any way with racketeering.

The operators will be fighting

for a licensing ordinance which will allow them to continue operations under supervision. Indications are that a modified licensing law will have a better chance for passage than one which would put a ban into effect.

Two ordinances have been put before the law committee by Vice-Mayor Dorothy N. Dolbey. One would repeal the present licensing law; the other would ban the pinball games altogether. Another ordinance, modeled after one in force in Sacramento, has been submitted by Councilman Theodore M. Berry. This ordinance would allow only bowling, shuffleboard and similar games which are hand-operated and depend on skill alone with no mechanical aids.

Police Chief Stanley R. Schrotel believes that all pinballs can be used for gambling and wants all of the games banned.

Former Mayor Carl W. Rich, chairman of the law committee, said that "at the present time" he was in favor of the "status quo" concerning pinball legislation.

Deco Starts Production on Grandma Unit

UNION, N. J., Aug. 14.—Deco, Inc., local kiddie ride manufacturer, this week announced that it has started production on Grandma, with a tentative list price set at \$845. Like the Big Top Carousel and the Space Ranger, the newest Deco coin-operated amusement piece will be sold thru direct factory representatives.

The unit is 6 feet high, 24 inches wide and 30 inches deep; weight is 150 pounds. The figure is Plexiglass, with the cabinet top of plate glass.

According to Jim Cherry, Deco sales executive, the unit has been location tested for four months in such major chains as the W. D. Grant and McClellan stores.

3,000 Cards

He said the unit has a 3,000-card capacity and can be loaded in five minutes. The figure, he said, maintains a continuous eye motion, while simulating breathing at the same time.

The right hand, he added, maintains a back-and-forth motion. (Continued on page 96)

Master to Submit Chi Pin Report Monday (16)

CHICAGO, Aug. 14.—Master-In-Chancery William J. McGah said that his report on the Chicago pinball legality case, due this week, would be submitted Monday (16).

The case was referred to McGah for a hearing and a report on the law and facts when Superior Court Judge George M. Fisher vacated an earlier order for an injunction restraining the city from interfering with the operation of pinball games June 16 (The Billboard, June 26).

Hearings in the case wound up

July 12, when attorneys for the group of operators seeking an injunction met with the city's counsel to complete the evidence in the case.

McGah has been working on the report since then.

Plaintiffs in the case are a group of coin machine operators, Nels A. Nelson, Elmer Larson, James P. Garrity and Ray Nicoletti. In contention is 1953 State legislation, which eliminated pinball games from classification as gambling devices, and an old city ordinance which banned the games.

Ops in 2 Utah Counties To Fight Pin Game Ban

OGDEN, Utah, Aug. 14.—Game operators in Ogden (Weber County) and in Utah County announced this week they will fight ordinances banning pin games.

The Ogden City Council passed an ordinance outlawing pinball games, but will not put the law into force and until adoption after a public hearing. After the meeting, to be held August 19, the council will either adopt or discard the ordinance. Operators will present their views at the hearing.

In Utah County, game operators are meeting with the County Commission Monday (16) to fight the banning of pinball games.

Among the moves to be made by the operators, according to Commissioner Sterling D. Jones will be a proposal to voluntarily withdraw pinballs from areas near schools.

The commissioner added, "The operators will insist if we ban pinballs by ordinance that we also ban all other games of skill or chance in the county including those brought in by transient carnivals."

Utah County Attorney Arnold Roylance has recommended the commission that the county join other areas in the State in banning pinball games.

COINMEN YOU KNOW

• Continue from page 83

group of visiting coinmen to the All Star Football Game. Herb had tickets on the 35-yard line and said he would be rooting for the collegians this year.

Milwaukee

Communications to:
Benn Ollman
UPTown 3-6018

Red's Novelty Co.

In Cig. Vending . . .
Red's Novelty Company, owned and operated by Red Jacomet, is the newest music and games firm to enter the cigarette vending business. Jacomet recently purchased the route and equipment of Smokes, Inc., which covered spots thruout Milwaukee County. Plans include adding another man to the payroll to take over the additional work the new venture entails.

Copeland Russell, Russell Candy Company, reports that the firm is now completely converted to dime operation for all of its equipment except soft drink machines. Resistance to the price switch was practically non-existent, Russell pointed out. "Our per machine bar volume is down slightly," Russell said, "but our over-all profits are higher, so we're convinced it was the right thing to do."

Eddie Gronowski, a veteran of 14 years with Red's Novelty Company, is taking off next week for a two-week vacation up North. According to Gronowski, the hottest machines nowadays in the business around here are baseball games.

The Magnecord distributor here, Vic Manhardt, reports that his floor model is receiving much interest from operators and location owners. Impressed with the possibilities of the Magnecord, Manhardt says that as soon as several technical details about his set-up are straightened out, he will begin rolling. Elmer Engel, Vic Manhardt territory salesman, is spending this week in town, around the Clybourn Street headquarters.

Mercury Records distributor Johnny O'Brien is selling lots of Ralph Marterie's version of the hit tune, "Skokiaan" to operators. Also making a big hit with operators, says O'Brien, is Patti Page's newest, "What a Dream" and "I Cried." O'Brien adds that he is still on the lookout for a good man to cover the Southern and Western part of the State.

Jerry Groll, premium department man at Paster Distributors, recently returned from a fishing vacation up in Canada's Lake of the Woods. He hauled in a total of 157 northern pike, the biggest one scaling 17 pounds.

Hottest selling games at the Paster Distributing salesrooms, says manager Sam Cooper, are the United Banner and the Bally Jet. The Banner game is stirring up plenty of play, says Cooper, because of the high scoring attraction.

New routeman at the George Schroeder Company is George Harloff, who formerly worked for Eddie Pankonen. Harloff is replacing Bob Berndt, a veteran Schroeder routeman.

Mitchell Novelty Company's Erv Beck reports business mostly on the quiet side. Cigarette volume has not been seriously affected by health scare, Beck said. Firm recently added several new Rowe and National cigarette vending machines. Eddie Kowalski, music and games routeman, is on vacation here.

Mike Rischmann, who formerly ran the Wisconsin Novelty Company and retired to live in Tucson, Ariz., writes to Ken Kulow that he misses all of his old Beer City cronies in the coin machine business.

Kulow returned from his vacation at Maxwellton Braes with a prize for runner-up honors in the annual golf tourney held there. Ken shot a 74, a good enough score to cop top medal in most golf meets.

Mike Chesnick another local coinman and business partner of Mike Rischmann, is also spending some time in balmy Tucson.

More vacationers on coin row: Ethel Schroeder, office girl at the Hastings Distributors firm, and Lucient Scaffidi new routeman at the P. & P. Distributors.

Carl Happel, Badger Novelty Company, took Orville Carnitz with him when he motored to Chicago this week to view the new Rock-Ola 1442.

Two new Vendo milk vending machines were recently purchased by the Automatic Merchandising Corporation, according to Asher Rabin. The milk venders are proving highly profitable installations, says Asher, and he and his partner, Carl Millman, are pleased with the excellent co-operation they are receiving from the Dairy Lane Company, their supplier. Installations are all in industrial spots.

Harry Jacobs Jr. is spending his summer vacation at Minocqua, Wis., his old stamping grounds. Tending to office matters meanwhile, is Larry Jacobs Sr., who informs that business is good.

Pittsburgh

Communications to:
Leon Lettingwell
WAlnut 1-0102

Capsule Venders

Boost Take 60% . . .
Sidmor Vending Company reports business has picked up 60 per cent in the last two months since capsule vending machines have been introduced in Pittsburgh. Especially alert to this new trend are the younger vending operators. Sidney Weinstein, partner, Sidmor Vending, reports Victor's Baby Grand machines in nicely finished wood and beautiful display top are leading the sales and already are operating in downtown Pittsburgh 5 and 10-cent stores. Northwestern and Acorn capsule machines also are selling.

M. J. Abelson, selling ball gum machines and charms, upon returning from a trip to Toronto and around the States, finds the capsule vending business good.

Pennsylvania Vending Corporation is offering \$20 to anyone "furnishing us with a lead" that results in the firm installing a vending machine. "If we install the machine," says the vender, "you get the \$20."

Kwik-Kafe, of Western Pennsylvania, Inc., again has an ad in the new telephone book, this time emphasizing that the company offers "unlimited hot coffee" service, and that the firm provides complete vending service.

Charles Zimmerman, of Brighton Vendors, for some time has maintained his motion picture operator's license, obtained when he operated motion picture equipment in another city.

Glen Mowry, of Gem Vending, believes scales are a slow-but-sure vending business; are good coin collectors because one can have little trouble with them.

Frances Georges, who works in the office at Pennsylvania Vending Corporation, is thinking of a vacation with the family—father, Gus, and brothers, James, Raymond and Reges—at Wildwood, N. J.

Mrs. Cordelia Glusser, manager at Palace Playland on Liberty Avenue, reports that layoffs, plus the trolley and department store strikes slowed down business considerably.

Morris Moskowitz and Sidney Weinstein, of the Sidmor Vending Company, says that a few hundred ball gum machines nowadays will keep your business in good shape.

Joseph McGlenn, who operates coin-operated cigarette, candy, cake, coffee and beverage machines, is getting back occasionally to the office while recuperating after a recent stay at Allegheny General Hospital.

Paul Hollander, owner, Main Novelty Company, McKee's Rocks, Pa., who doesn't get around quite as fast as some operators, finds many of the less productive music machine stops are worthwhile.

Theatre Candy Company, Inc., headed by Raymond Showe, reports that a strike involving steel bothers operations more than anything else, hitting not only Pittsburgh, but other large towns, such as Aliquippa and Ambridge, where some of the better drive-in theaters are located.

George and William Sonira, of Service Rental Coin Machine Company, believe they have the only juke box rental service in this area; credit recent success in their field to the fact that they do not advertise their prices.

Harry Dennis, manager, Automatic Canteen Company, reports the firm may erect some type of sign to advertise itself to the thousands of motorists who pass the Canteen building on the Penn-Lincoln Parkway at the Banksville Circle.

Twin Cities

Communications to:
Jack Weinberg
HYland 2896

London Shows New Seeburg Models . . .

Many operators visited the London Distributing Company offices

here first part of the week to view the new line of Seeburg Phonographs introduced in this market for the first time. Al Meirovitz, head of the Minneapolis office for the firm, was in charge of the showing.

Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, Rock-Ola jobbers in this territory, has been hitting the road this summer, visiting coinmen thruout the area. At least, everytime this reporter has called him, he has been out of the city.

Bert Davidson, of Chicago, Wurlitzer regional man for this sector, spent several days here this week conferring with Arnold Golden of the Sandler Distributing Company. Both expressed great satisfaction with the manner in which operators in this area are taking to the Wurlitzer 1700 HF.

The men at Lieberman Music Company here are moving about considerably these days. Harold Lieberman is back from a Chicago jaunt. Lew Ruben is trekking thru Southern Minnesota, while Herb Sandel, in charge of the record department, is in the Omaha territory this week. Matt Engel leaves next week for South Dakota to call on operators there.

Word from Bob Wenzel, of Automatic Games Company, St. Paul jobbers, is that business has been holding up in good fashion this summer. Operators have been

giving him considerable play on games, according to reports.

Irv Gorsen, of Acme Music Company, has returned to the band stand as crooner and sings week-ends with Big Stoop Chamberlain's ork at the Marigold Ballroom in Minneapolis. But week-days he's on the job purveying records to operators at the Acme one-stop station.

Al Jahn, LaCrosse, Wis., visiting here to buy games and music, reports business his way this summer has been spotty because of increased unemployment in the auto accessories factories located in his city.

Hugh and Esther May, husband-wife operating team from Eau Calire, Wis., were in this market this week buying heavily on music as they continue their program of expansion and changing of older equipment for newer models.

Jack Devore, Sandler Distributing Company salesman in the Dakotas, Wisconsin and Minnesota, stopped at the Minneapolis office this week with word that Frank Davidson, Spooner, Wis., operator, is seriously ill in a sanatorium near his home city.

Manny Katz, of Coffee Vending Company, Minneapolis, reports that the mild August temperatures this year have enabled summer coffee sales to hold up in (Continued on page 92)

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

Business Opportunities

ATTENTION, ALL COIN MACHINE OPERATORS and distributors. Add our Selecto-Pencil Vending Machine to your line. Over 100,000 public schools need a pencil vending service; set up a route of our pencil venders among the schools within a 50-mile radius of your city. No mechanic needed for this operation. Write for prices and full story. Mathews Specialty Company, 217 E. 92d Street, New York, N. Y. oc16

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

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. se25

FOR SALE, ESTABLISHED POKERING and gift shop; choice boardwalk location; good lease; owner retiring from business; \$20,000 required. For information write P. O. Box 241, Wildwood, N. J. au21

FOR SALE—NEW CIGARETTE VENDERS, regular or king size, 12 cols. console, \$244.50; 5 cols. wall, \$149.50; 9 cols. console, \$174.50. Send for more information on other vendors. Fawn Engineering Corporation makes our vendors. Glow-worm Lates Sales, Manufacturer, Distributor, P. O. Box 335, Canton, Ohio. se25

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. au28

STAMP MACHINE FOLDERS DIRECT from our factory; low prices. Braun Mfg., 171 E. 92d Street, New York, N. Y. oc16

Routes for Sale

JUKE BOX GAME ROUTE—BEST ONE-man route in South Texas. 50 Phonographs, 10 Shufflegrams. Sell at invoice, sect. health. Dick Mc Endree, Three Rivers, Texas. au28

JUKE BOX GAME ROUTE—50 PIECES ON location, late Phonographs. \$17,000 for Route and Parts. Box M-78, c/o Billboard, Cincinnati 22, O. au28

JUKE BOX-GAME ROUTE—NORTHERN California; \$30,000, easy terms. Average take \$3000 monthly; ill health forces sale. Write or wire. P. O. Box 531, Crescent City, Calif. se4

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. se4

ADVANCE 25¢ MACHINE, \$15—ROCK BOTTOM; freight prepaid, merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. se4

CIGARETTE MACHINES—6 COLS. ROWE Imperial, \$45; 12 cols. E. Uneeda Pak, \$60; 9 cols. 500 Uneeda Pak, \$60; 7-50 National, \$62.50; 7 cols. VD DuGreeners, \$55; 9 cols. WD DuGreeners, \$57.50. These machines have just been pulled from locations, all set on quarter operation and have at least one King Size Column; one-third deposit with order, bal. c.o.d., l.o.b. Phila. Central Vending Machine Service Co., 3967 Parrish St., Phila., Pa. EVergreen 6-4244. au28

FIFTEEN (15) BOWLING MACHINES—ALL United ten (10) frames. Any reasonable offer acceptable. Edward Rogel, 212 Smith St., Joliet, Ill. au28

PHOTOMATIC MUTOSCOPE—LATEST model, 1954; like new. Two poses, 35¢; used only 3 weeks. Write or wire Acme Amusement Co., Ph. 22816, 3210 Boardwalk, Wildwood, N. J. au28

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders; DAY razor blade venders 21-F's, Advance 23C's, National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES
Dept. B-8, 4307 W. Lawrence Ave., Chicago 39

50, 3 AND 5 COMPARTMENT VENDORS, \$10 each, sample, \$12.50. 4 Five Ball Games, \$15 each; 6 Exhibit Card Machine, \$12.50 each; 8 column Cigarette Machine, \$35; modern Toledo Person Scale, \$35. Al Hoff, 1920 Rose, Baltimore 13, Md. au28

Wanted to Buy

ARISTOCRAT JUKE BOXES—PRICE AND condition in first letter. Empire Automatic Corp., 799 Coney Island Ave., Brooklyn, N. Y. BU 7-7300. au28

ACORNS OR TOPPERS WANTED—STATE condition, lowest cash price. Young Vending, 2401 Fairway Dr., S.W., Roanoke, Va. au28

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. au28

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
 - Routes For Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 - Regular
 - Display
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only

\$_____ Payment enclosed

Name _____

Address _____

City _____ Zone _____ State _____

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment, at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with 5 columns: Machine Name, Issue of Aug. 14, Issue of Aug. 7, Issue of July 31, Issue of July 24. Lists various machines like ABC (United), Army & Navy, Atlantic City (Bally), Basketball Champ, etc.

COINMEN YOU KNOW

Continued from page 91

good shape, following a July slump during a lengthy hot spell.

Art Skram, of Mason City, Ia., was in town buying music for his operation. Gerald Johnson, Menominee, Wis., picked up a cigarette vender on his trip to the city. Elgin McDaniel, of Wadena, Minn., came in for games and parts. Shoppers included Don Hazelwood, of Aitkin, Minn., and Frank Phillips, of Winona, Minn.

Fritz Eichinger, St. Paul operator, reports business on his large-scale all-machines operation has been holding up in good shape this summer. Harold Lieberman said Bally's Bomber is getting good operator attention and units are moving steadily.

Clara Rodie, secretary at Sandler Distributing Company, is back from her vacation and excited because her son, Fred, has returned from the hospital following an eye operation. In her thirties, Clara fessed up that son, Fred, is a strapping 20-year-old, instead of a tot as most operators thought he was.

Lieberman's whole-ale record department reports operator action is fast on such tunes as Karen Chandler's Coral platter, "Where Is the One for Me"; McGuire Sisters' Coral disk, "Uno, Duo, Tre"; London's "Skokiaan," by the Bulawayo Sweet Rhythm Band.

Operators who came to town the past week to buy music for their routes included Gordon Wornson, of Mankato, Minn.; Don Thraem, of New Ulm, Minn.; Lawrence Schillinger, of Wilson, Wis.; Amos Miller, of Spooner, Wis.; Frank Grant, of St. Cloud, Minn., and Irving Donatell, of Spooner, Wis.

Los Angeles

Communications to: Joel Friedman Hollywood 9-5831

Eastern Sales Mgr Visits Distribs...

Lou Jaffa, sales manager of Eastern Electric, New Bedford, Mass., arrived here this week for a series of meetings with Aubrey Stemler, regional sales director for the cigarette machine manufacturers. Jaffa is expected to return after a tour of Western jobbers and distributors.

Phil Robinson, Chicago Coin Company regional representative, returned from a brief trip to San Francisco. Jack Simon, Simon Sales Company, reports enthusiasm on the part of operators for International Mutoscope's "Drive-mobile."

Herman Cohen, associated with veteran coin machine operator Irving Bromberg for many years, is recuperating from a heart attack at his home. Russell Early, music machine service man at the Paul Laymon Company back from his vacation. Hank Troick, Minthorne Music Company also returned from his Lake Tahoe vacation.

Bruce Cane, J. P. Cane Company, due back from a visit to the Rock-Ola plant in Chicago this week. Adolph D'Este has just about completed alterations at his new firm, Addey, Inc.

Charley Robinson and Al Bettelman, C. A. Robinson Company, elated with the reception of their new United game, Nevada. Mr. and Mrs. Charley Gaiger, Ventura operators, shopping for new equipment along Pico Boulevard this week.

New York

Communications to: Aaron Sternfield PLaza 7-2800

Joe Kochansky Sells Routes...

Joe Kochansky, Brooklyn operator, has disposed of his three routes. Joe Rae bought Bayridge Amusements, a shuffleboard route. Benny Gottlieb, Majestic Music, is now running Kochansky's Bayridge Music. The kiddie ride operation, Arnel Enterprises, is now under the direction of Joe Solomon.

Rae reports that he has started tournament play on 34 spots, using Harry Berger's tournament kits. Take on these locations, he said, has doubled in three weeks.

Murray Kaye, Atlantic-New York, said the local Seeburg distributor had expected about 150 operators to turn out for the showing of the new Seeburg 100-R at the Sheraton-Plaza Tuesday (10). Nearly 400 put in appearances, so the food ran out before the day was out. Emergency orders of hot dogs and spaghetti were rushed in and nobody went hungry.

Out-of-Town operators at the affair included Jack Wilson, Newburgh, N. Y.; Jim Demare, Highland, N. Y.; Jim Smith, Pleasantville, N. Y., and Max Klein, Yonkers, N. Y.

Bob Slifer, Seacoast Distributors, is vacationing in Ohio. Dave Stern is now hopping between the Elizabeth, N. J., and New York offices during his absence.

Harry Berger, West Side Distributors, has given his establish- (Continued on page 93)

Table with 5 columns: Machine Name, Issue of Aug. 14, Issue of Aug. 7, Issue of July 31, Issue of July 24. Lists various machines like Quarterback (Williams), Quartette, Queen of Hearts, etc.

WIVES WIN

Game Op Adds Gifts for Gals, Boosts Trade

MIAMI, Aug. 14.—A bit of applied psychology by Bob Norman, Southern Music Operating Company, has resulted in a sharp increase in weekly collections from shuffle alley operations.

Norman noticed that when premiums such as fishing rods, tackle boxes and other strictly male gear were offered for the week's highest score, nothing much happened.

So he tried a new approach. He switched to weekly premiums catering to feminine tastes, such as food mixers, rotisseries, liquid blenders and 53-piece dinner sets. Collections jumped.

"We found that this type of premium stimulated play immediately," said Norman, "and made the woman of the house extremely anxious to win. Whereas a husband might have been scolded for spending 50 cents on a shuffle alley offering a fishing rod as a premium for the highest week's score, now she encouraged the better half to spend a few dollars playing the game, in the hope he might win."

Many wives accompany their husbands to the neighborhood tavern for a few drinks, Norman added, and the lure of winning a useful home appliance is now bringing the bar owner more business and boosting coin game collections.

"That makes everybody happy," said Norman.

WHAT NEXT?

Pinball Tells Love Life Of Animals

SAN FRANCISCO, Aug. 14.—Zoologists at the University of California are studying the life and death struggles of animals thru the media of a pinball machine.

The machine—without flashing lights—was built by Dr. Oliver Payne Pearson, assistant professor of zoology, to determine the chances of survival of animals by measuring reproduction-mortality cycles.

Steel balls, representing animals, roll down a grade where they bump into small pegs and into each other. Collisions sometimes send animals into holes where they will "die," while the survivors proceed downward toward a metal "mating" strip. As a ball crosses this strip, electrical impulses release a litter of "babies" at the top of the board, continuing the cycle.

Capitol Gets Export Sales

NEW YORK, Aug. 14.—Sam Goldsmith, Capitol Projectors' executive, reported that during the last month the firm has been getting its first substantial Midget Movie export orders.

South America, he said, is the best customer, but a Bombay, India, operator has ordered 24 units, with others going to Europe.

Goldsmith credited the publicity in the export issue of The Billboard for the foreign sales.

WANT FOR BIG AMUSEMENT CENTER NOW BEING BUILT AT RIVERHEAD, L. I. Finest location—operated year round, with big new shopping center soon to be built. Concessions wanted with long-term leases. Eating Stand, Custard, Miniature Golf, Bunting Range, Golf Driving Range and any other games suitable. MAX GRUBER Standard Kiddie Rides Mfg. Co., 201 East Broadway, Long Beach, L. I.

ATTENTION OWNERS OF BELL TYPE MACHINES We are in the market for brand new Mills Bellis. Write, giving full description, price, etc., to MILLS SALES COMPANY, LTD. ATTN: E. STEWART Sender Warehouse Reno, Nevada

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

ILLINOIS-IOWA OPERATORS!
We Are Delivering
GOLD STAR
Gottlieb's New Sensation!
ORDER NOW!

**NATIONAL-RECONDITIONED
SHUFFLE ALLEYS**

United Imperial	\$376
United Classics	270
United Olympics	265
United Clovers	255
United Cascades	240
United 10th Frame Stars	185
United DeLuxe, 6 Player	110

**WANT TO BUY
SEEBURG**
M-100A • M-100B
M-100BL • M-100C

**NATIONAL
Coin Machine Exchange**
1411-13 Diversey Blvd. Chicago 14
Phone: BUckingham 1-6464

In Stock-Immediate Delivery

United 5 Player, form. top/lg. pins	\$ 65
United 6 Player, DeLuxe	90
United Star Bowler	125
United 10th Frame Super	145
Chicago Coin Double Score	160
Chicago Coin Crown Bowler	225
Keeney & Player, lg. life-up pins	55
Evans Ball-a-Score	135
Wurlitzer 1015 Phonograph	110
Rock-Ola 1422	79
Genco Sky Gunner	210
Williams Hayburners	65
Bright Lights	65
Bright Spot	95
Spot Light	95
United Cabana	195
United Tropics	255
United Tahiti	325
Yacht Club	215

NEW: Gott. Daisy May, Genco Rifle Gallery, Bally Hi-Fi, United Banner and Nevada, Chicon Feature and others. Write for complete list, new and used.

Terms: 1/3 Deposit, Bal. C.O.D.
**IRV. OVITZ
ACME-INTERNATIONAL
DISTRIBUTORS**
2643-45 W. Montrose Chicago 18, Ill.
Cornelia 7-7272

SHUFFLEBOARD SUPPLIES

Shuffle Game Wax, Case (12)	\$ 3.50
Pucks (Set of 8)	12.00
Fast Wax, Case (12)	4.50
Score Sheets, 10 Pads	7.50
Fluorescent Lights, Pair	22.50
Used Rock-Ola Shuffleboard Lites, Pr.	12.50
Adjusters	18.50

SPECIAL!
Genco's New Shuffle Pool .. Write
United Olympics \$225.00
18-Ft. Rock-Ola Shuffleboards 149.50

PURVEYOR DISTRIBUTING CO.
4322-24 N. Western Ave., Chicago 18, Ill.
Phone: JUNiper 8-1814

ARCADE AND LOCATION EQUIPMENT

Sky Fighter, Muto	\$125.00
Exhibit Dale Gun	95.00
Chicago Coin Pistol	95.00
Panorams	250.00
Midget Movies	195.00
Photomatic, postwar, like new	595.00
Chicago Coin Goalee	100.00
Scientific Basketball	75.00
Scientific Baseball	75.00
Exhibit Foot Ease	95.00
Tequiz	135.00
Exhibit Card Vendors	\$25.00 & Up
Write for August, 1954, Bargain List.	
4 Floors Factory Reconditioned, Beautifully Refinished Games That Look and Work Like New.	

WIREMUNVES
577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677
42 YEARS SERVICE • EST. 1912

Arcade Operators

Most PANORAM TROUBLES are due to dust and dirt attracted to film by static-electricity

ANTI-STAT
The Ideal Film Cleaning Solution for Panoram Loops. Permanently removes static from all film. Cleans better, dries faster than carbon-tet with absolute safety.
1 qt. bottle \$ 4.00
1 gal. bottle 12.50
We pay postage on orders with payment enclosed.
All others: C.O.D., F.O.B. Cleveland.

FOTO PRODUCTS LABORATORIES
P. O. Box 401, Bayshore Station
Oakland, Calif.

Panoram Operators!

FOR SALE
Overhauled Projectors for Spares. We carry a full line of Panoram Parts.
Phil Gould
233 Market St. Newark, N. J.
MArket 3-4275

**EXCLUSIVE DISTRIBUTORS FOR
UNITED & ROCK-OLA**

2000 BINGO GAMES

UNITED BINGOS	
Hawaii	\$535.00
Mexico	470.00
Havana	425.00
Rio	385.00
Tahiti	300.00
Tropics	275.00
Cabana	195.00
Stars	125.00

We are now making delivery on United's Red Hot Jungle Gam.

DAN STEWART COMPANY
140 EAST 2ND SOUTH PHONE 22-2473 SALT LAKE CITY, UTAH

BALLY BINGOS	
Surf Club	\$475.00
Ice Frolics	425.00
Palm Springs	395.00
Dude Ranch	325.00
Beach Club	310.00
Yacht Club	200.00
Atlantic City	150.00
Palm Beach	145.00
Coney Island	85.00

**Community Chest
Names H. Chesley**

NEW YORK, Aug. 14.—Harry W. Chesley Jr., vice-president of Philip Morris & Company Ltd., Inc., was named national chairman of the Radio-Television-Films Committee for the United Community Campaigns of America.

Chesley has been with PM for two years and is in charge of co-ordinating advertising, selling and merchandising activities. Previously, he had been a vice-president of the Pepsi-Cola Company.

Progress Report

1948. The corporation filed a petition in bankruptcy with obligations of some \$7 million. In April, 1948, Tregenza was made executive vice-president by the creditors and the court.

On August 15, 1953, Mills management announced it had paid off its last creditor, dollar for dollar and with interest.

New Group

Months of rumors that the big corporation was to be sold were climaxed with the announcement that a new group had purchased all of the capital stock of the corporation, including that stock held by Ralph J. Mills, the former chairman, and Herbert S. Mills, the former president. Tregenza was elected president; Richard F. Dooley, executive vice-president; Walter F. Herman, vice-president in charge of manufacturing; G. T. Lawler, treasurer; Fred G. Pace, secretary, and Joseph J. Koster, assistant secretary (The Billboard, May 8).

The firm was founded in 1889 by Fred S. Mills. In its early days it manufactured both vending machines and gambling devices.

When Fred S. Mills died in 1929, he was succeeded by his son, Fred L., who piloted the company until his death in 1944. A year earlier, in July of 1943, the corporate name of the company was changed from Mills Novelty Company to Mills Industries, Inc. The company was then doing in excess of \$10 million in annual sales, employed about 2,000 people.

Management of the company went to Fred L.'s brothers on his death. Ralph, Herbert and Hayden Mills retained control of the company until its sale in April this year.

In 1946 the brothers formed the Bell-O-Matic Corporation, a wholly-owned subsidiary which had world sales rights to the gambling devices built by Mills.

In 1950, when the federal government outlawed the interstate shipments of slot machines, Mills stopped making gambling machines and moved the headquarters of Bell-O-Matic to Nevada, where the devices are legal.

In the recent sale, the Bell-O-Matic was retained by the Mills brothers.

Growing Trend

their own have upped percentages 5 to 10 per cent).

When the 10-cent drink moved into the movie field in 1949, theater management pressed for—and received—a 50 per cent increase in commission.

The dime cup in theaters has enjoyed success: More dime drinks are vended per admission today than there were nickel drinks in 1949.

This is significant since theater admissions since 1949 have declined.

L. & M. Names Lewis

NEW YORK, Aug. 14.—William B. Lewis Jr. this week was named vice-president of the Liggett & Myers Tobacco Company. He has been with the firm 38 years.

**COINMEN
YOU KNOW**

Continued from page 92

ment its first face-lifting since 1942. A new floor has been put in, the walls have been papered, new outlets installed, and the workmen are now tackling the ceiling.

Joe Fishman, since 1946 manager of the Newark, N. J., branch of Atlantic-New York, Seeburg distributor, moves to Philadelphia to manage the Atlantic-Pennsylvania offices there. The Music Guild of New Jersey sent him a floral wreath to wish him good luck.

John Deitl, the Newark AMI Company, is still confined to his home in Verona, N. J. His son, John Jr., and Harry Hill are servicing the route.

B. J. McFarland, veteran North Jersey operator, is up and around after a brief stay at the hospital. Frank Hart, pioneer amusement machine operator, died recently in his shop, the Eamco Vending Machine Supply Company, Newark. He was 66.

**Johnson, Canteen
Chairman, Offers
\$4 Mil for the A's**

NEW YORK, Aug. 14.—Arnold Johnson, vice-chairman of the board of Automatic Canteen Company of America, is up to his ears in a sports deal again. He has made a firm offer to the Philadelphia Athletics to buy that club for a figure estimated at \$4 million and move it to Kansas City.

President of the Arnold Johnson Corporation, chairman of the board of five companies and a member of the board of directors of a number of others, Johnson last December headed a group which bought Yankee Stadium for \$6,500,000, sold the land under the park to the Knights of Columbus for \$2,500,000 and leased back the park to the Yankees.

Included in the Yankee Stadium deal was the Kansas City Blues Stadium. If he succeeds in bringing the Athletics to Kansas City, he intends to sell the park to the city and then lease it back to operate the franchise.

Johnson is also a vice-president and director of the Chicago Blackhawks Hockey Team.

Chi Ops Apply

Continued from page 84
before they can apply for the \$5 per machine registration.

First License

Awarded the first license Friday (6) was Vernon Fox Company, headed by Vernon Fox, for Cheese Company plant. Fox said he had applied for permits to install machines in six additional locations immediately and had 37 other installations for possible future placement of equipment.

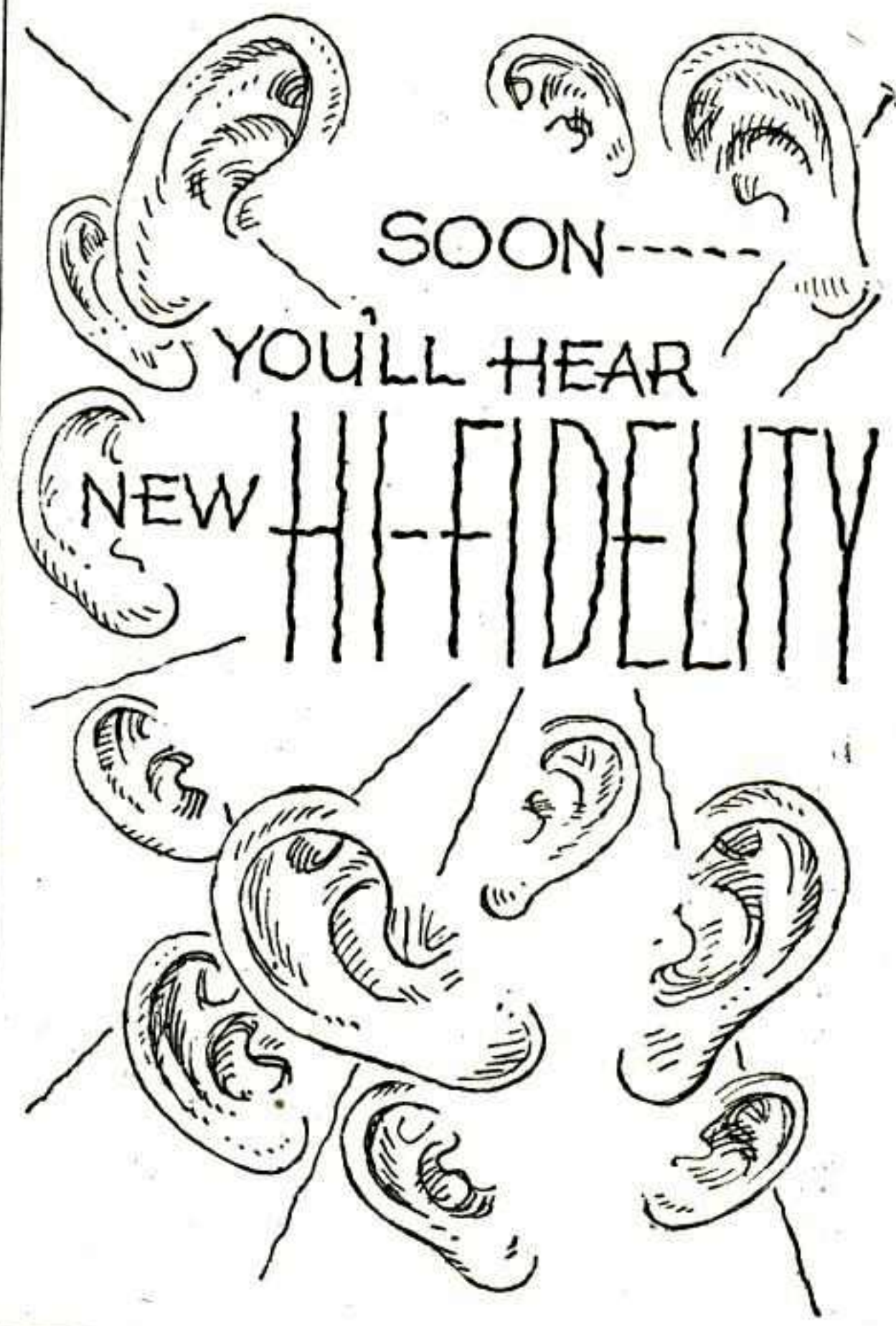
Among the early applicants for cigarette vander licenses were Automatic Canteen Company, for six machines at Joseph T. Ryerson & Son, a steel firm, and Al Green Vending Company for 20 venders at the Ford Aircraft Division plant.

The cigarette vander ordinance, passed by the City Council June 30, opened the door for automatic merchandising single pack sales of cigarettes for the first time in 17 years. In late 1936, when an estimated 4,000 machines were in operation, the City Council declared cigarette machines could not be used in the city. The ban became effective December 31, that year.

The first placement of cigarette machines in Chicago followed in volume in 1934, after a reduction in the city's retail tobacco license from \$150 to \$50. The ban put an abrupt halt to the expansion in this early avenue of automatic selling in the Windy City.

**Minn. Cig Tax Take
Dips 3 1/2% in 1953-'54**

ST. PAUL, Aug. 14.—G. Howard Spaeth, Minnesota tax commissioner, reported that cigarette tax collections for the fiscal year ended June 30 declined over \$400,000 or about 3.4 per cent compared to the preceding year.



**WANT
PROJECT ENGINEERS**
FOR OUR ENGINEERING DEPT.

We are one of the major game manufacturers. We are seeking men who can design, lay out and carry through a game up to production. Both mechanical and electrical experience are required. If interested—

WRITE TO BOX D-67
c/o The Billboard, Cincinnati 22, O.
ALL LETTERS KEPT 100% CONFIDENTIAL.

WURLITZER 1250 \$265
WURLITZER 1500 \$575

RECONDITIONED AND REFINISHED
LIKE NEW!

Terms: 1/3 Deposit, Bal. C.O.D.

ATLAS MUSIC COMPANY

A Quarter Century
of Service.

2120 N. Western Ave., Chicago 47, Ill., U. S. A. ARmitage 6-5005

ELECTRIC SCOREBOARDS Overhead, 15-21 pts, Horsecollar, \$125 ea. 15-21-50 pts. \$125 ea. Wall Model, 15-21 pts. and 15-21-50 pts. \$95.00 ea.	SHUFFLEBOARDS 22' NEW National Shuffleboard, with access, crated. \$249.50 22' Monarch Shuffleboard, like new top, crated \$149.50 20' American Shuffleboard, refinished top, crated \$159.50	PHONOGRAPH REPLACEMENT PLASTICS for A.M.I., Wurlitzer, Rock-Ola, Seeburg Domes, 146-147-148.
PLA-POOL, New, Belgian Pool Game, \$275 packed. Q-BALL, Belgian Pool Games, recond. and refinished, \$149.50 ea., packed.	Shuffleboard, Adj., set \$12.00 Pucks (set of 8) ... 12.00 2-Faced Pucks, Ea. . . 1.50	ZIG-ZAG Counter Game .. \$55.00
TICKETS 2500 7-11 \$1.15 bag	Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.	MID-STATE COMPANY 2369 Milwaukee Ave. Tel: Dickens 2-3444 Chicago 47, Ill.

THOROUGHLY RECONDITIONED BINGO GAMES OF ALL TYPES—WRITE

RECONDITIONED EQUIPMENT	MISCELLANEOUS
Un. Leaders \$395	Un. Cascade \$225
Un. Imperials 350	Un. DeLuxe 100
Un. Classics 265	Un. Super 115
Un. Clover 235	Genco Match Pool Call
Un. Team 410	Genco 2 Pl. Basketball .. Call
Un. League 395	Gott. Hit & Run 79
Un. Olympic 245	Gott. Happy Days 110
Ex. Rabbit Ride Write	Ex. Dale Gun \$ 55
Ex. Six Shooter 125	Ex. Gun Patrol 165
Seeburg Bear Gun 169	Pop Corn Sex Vendor ... 69
Battling Prac. 65	

QUICK DELIVERY—WRITE! Hi-Fi, Genco Rifle Gallery, Evans Saddle & Turf, United Banner and Speedy, Keeney Century, Chicon Starrite and Feature Bowler, Chicon Home Run, Zig Zag, Gottlieb Daisy May, Wms. Daffy Derby & Big League Baseball.

CLAY NEMEROFF • CHARLEY PIERI Write for Latest List.
Monarch Coin Machine, Inc. 2257-59 N. Lincoln, Chicago 14, Ill.
Lincoln 9-3996-7-8

Your key to
**SALES RESULTS—
the advertising columns of
THE BILLBOARD!**

SAFE AT "FIRST"

For New or Reconditioned Games
You Are Always "Safe at First"



ARCADE

SHOOTING GALLERY

Exhibit's Great Money Making Sensation!
Now Delivering!

Genco 2-PLAYER BASKETBALL

Mutoscope's DRIVE-MOBILE
"First-Conditioned"

- Genco NIGHT FIGHTER \$295
- Genco SKY GUNNER 275
- Reavers METAL TYPER, Tape Model 250
- MIDGET MOVIES ... 185
- EX. JET GUN ... 175
- EX. GUN PATROL ... 155
- Seeb, SHOOT THE BEAR ... 155
- EX. 6-SHOOTER ... 135
- TELEQUIZ & FILM ... 125
- EX. SILVER BULLETS 115
- Chicoin PISTOL PETE 85
- Chicoin GOALEE ... 75
- RIFLE RANGE RAY GUN ... 65
- Seeb, CHICKEN SAM ... 65
- ZINGO ... 65
- EX. CARD VENDOR... 49

BINGO 5 BALLS

NEW Bally HI-FI United HAWAII "First Conditioned" BALLY

- ICE FROLICS \$425
- DUDE RANCH 365
- BEACH CLUB 355
- YACHT CLUB 350
- BEAUTY 275
- PALM BEACH 175
- FROLICS 195
- ATLANTIC CITY 175

5 BALLS

"First Conditioned"

- Lovely Lucy \$195
- Gott, Pin Wheel 195
- Gott, Hit 'er Run 85
- Wms. Eight-Ball 75
- Wms. Sweepstakes 75
- Gott, Knockout 55
- Wms. Shoo-Shoo 55
- Genco South Pacific... 39
- Chicoin Football 39
- Exh. Shanty Town 39
- Un. Star Dust 39
- Genco Screw Ball 39
- Double Shuffle 39

COUNTER GAMES

- KICKER & CATCHER \$29
- ABT CHALLENGER ... 25
- POP-UP 24
- PLAY POKER 19
- BEST HAND 19

SHUFFLE GAMES

NEW Chicoin STARLITE C.C. FEATURE BOWLER "First Conditioned" UNITED Regular Play

- OLYMPIC \$265
- CASCADE 215
- SUPER 10TH FRAME 185
- SUPER 155
- DELUXE S.A. 115

CHICAGO COIN

- SUPER FRAME \$395
- ADVANCE BOWL 395
- CROWN MATCH 275
- TRIPLE SCORE 265
- DOUBLE SCORE 239
- 6 PLAYER 95

KEENEY

- DIAMOND Write
- BONUS MATCH \$375
- PACEMAKER 325
- DOMINO MATCH 235
- CARNIVAL 215
- CLUB 10 PLAY 185
- TEAM 10 PLAY 145
- IMPERIAL 95
- 4 PLAYER w/form. ... 95
- 4 PLAYER 85
- BIG LEAG. BOWL. ... 45

CLOSING OUT!

KEENEY SHUFFLEBOARD CONVERSIONS 4-WAY BOWLER \$95 BOWL'G CHAMP 45

Chicago Coin SUPER HOME RUN

With 3-Way "MATCH" and "FREE PLAY" Features!

FIRST COIN MACHINE EXCHANGE
Joe Kline & Wally Finks
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

Salt Lake City

Continued from page 90

with such an ordinance as an objective.

Questions Ordinance

The effectiveness of the city ordinance was questioned by William T. Thurman, chief deputy county attorney, who called it, "Strictly a repeal of a previous ordinance permitting the machines to be licensed, and there is nothing in the ordinance to prohibit the operation of pinball machines as amusement devices."

"It is our opinion that strict repeal of the licensing ordinance would not eliminate use of the machines. In our opinion it would be a futile act and would mean a loss of revenue."

Salt Lake City's Mayor Earl J. Glade, whose motion to ban the pinball games in the city led to the outlawing of the games, said that "Everyone, including the operators themselves, admit that pinball machines are gambling devices. I am as certain as I can be that if they try to operate without a license they'll run right into the federal government... and they'll be in real trouble."

The mayor said it was the intent of the City Commission action that all pinball games in Salt Lake City be removed by August 15, which is the expiration date of a 45-day grace period on pinball licenses in force.

County Attorney Frank E. Moss said he felt that the repeal of the county ordinance would merely excuse the collecting of license fees, and permit continued operation of the games as long as they were for amusement only.

In Davis County, 5 of the 17 incorporated municipalities have indicated willingness to ban pinball games. So far, no letters of opposition have been received by the Davis county commission, according to Milton J. Hess, county attorney.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Aug. 14	Issue of Aug. 7	Issue of July 31	Issue of July 24
ABT Challenger	\$20.00 25.00	\$19.00 20.00	\$19.00 20.00	\$19.00 20.00
Atom Jet	75.00	25.00 70.00		75.00
Baseball (Scientific)	79.50	79.50	79.50	79.50
Bat-a-Score (Evans).....	150.00 165.00	135.00 165.00	165.00 250.00	139.00 165.00
Best Hand	10.00 19.00	10.00 19.00	10.00	10.00
Big Inning (Bally).....	140.00 150.00	150.00	150.00	150.00
Boomerang				45.00
Card Vendor (Exhibit).....	49.00	49.00	49.00	49.00
Chicken Sam (Seeburg)....	65.00	65.00	65.00 110.00	65.00 110.00
Dale Gun (Exhibit).....	55.00(2) 94.50	55.00(2) 94.50	99.50 55.00(2)	55.00(2) 94.50
Drivemobile (Mutoscope)....	195.00	195.00	149.50 195.00	195.00
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)..	159.00	159.00	159.00	159.00
Goatee (Chicago Coin).....	75.00 100.00	75.00 100.00	75.00 100.00	75.00 100.00
Gun Club	119.50	119.50	119.50	119.50
Gun Patrol (Exhibit).....	165.00(2) 185.00	165.00(2) 185.00	165.00(2) 185.00	165.00(2) 185.00
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
Jeep Gun (Exhibit).....	175.00 195.00	175.00 195.00	175.00 195.00	175.00 195.00
Jet Gun (Exhibit).....	175.00 195.00	175.00 195.00		
Lite League	75.00 99.50	75.00 99.50	75.00 99.50	75.00 99.50
Mercury Counter Gripper....	20.00	20.00		
Metal Typer (Roovers).....	250.00	250.00	250.00	250.00
Metal Typer (Standard).....	275.00	275.00		
Midget Movies	185.00(2) 295.00	185.00(2) 295.00	185.00(2) 295.00	185.00 295.00
Night Fighter (Genco).....	275.00 295.00(2)	275.00 295.00(2)	295.00(2)	295.00(2)
Panoram (Mills)	250.00	250.00	250.00	250.00
Pee Wee (Genco).....	20.00	20.00	20.00	20.00
Photomatic (Mutoscope)....	250.00	250.00	250.00	250.00
Pistol Pete (Chicago Coin)..	650.00(late) 85.00 95.00	650.00(late) 85.00 95.00	650.00(late) 85.00 95.00	650.00(late) 85.00 95.00
Pitch 'Em & Bat 'Em.....	145.00 185.00	145.00 185.00	185.00	185.00
Play Poker	19.00	19.00		
Pop Up	18.50 24.00	18.50 24.00	18.50 24.00	18.50 24.00
Punching Bag (Mills).....	24.50	24.50		189.00
Q Ball Pool Table.....	125.00	125.00	125.00	125.00
Quizzer	95.00	95.00	79.50 95.00	95.00
Rapid Fire (Bally).....			125.00	
Rifle Range Ray Gun.....	65.00	65.00	65.00	65.00
Shocker (Acme).....	24.50	24.50	24.50	24.50
Shipman Art Show.....	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
Shoot the Bear (Seeburg)...	155.00 169.00	155.00 169.00	139.50 150.00	195.00
Silver Bullets (Exhibit)....	195.00(2) 125.00(2)	195.00(2) 125.00(2)	155.00 195.00	125.00
Six Gun Rifle Range (ABT)...	550.00	550.00	550.00	550.00
Six Shooter (Exhibit).....	125.00	125.00	125.00	125.00
Shoe Ball (Williams).....	145.00(2)	145.00(2)	145.00(2)	145.00(2)
Shoe Ball (Williams).....	150.00	150.00	150.00	150.00
Ski Roll (Evans).....	95.00	95.00	95.00	95.00
Skill Gun (ABT).....	18.00 20.00	20.00	20.00	20.00
Sky Fighter (Mutoscope)....			125.00	
Sky Gunner	250.00(2) 275.00	250.00 275.00	250.00 275.00	249.00 250.00
Space Gun (Exhibit).....	145.00	145.00	179.50 195.00	129.00
Space Invader	125.00	125.00		
Spark Plug	75.00	75.00	75.00	75.00
Star Series (Williams).....	75.00 109.50	75.00 109.50	69.50 75.00	75.00 109.50
Target Skill Gun.....		18.00	18.00	18.00
Telequiz	125.00 169.00	135.00 169.00	169.00	169.00
Ten Strike (Evans).....	65.00	65.00	65.00	65.00
Three Way Gripper (Gottlieb)	18.50 24.50	18.50 24.50	18.50 24.50	18.50 24.50
Tom Tom			95.00	
13-Way Athletic Scale (Mercury).....	89.50	89.50	89.50	89.50
Twin Shoe-Shine.....	150.00	150.00	150.00	150.00
Undersea Raider	150.00	150.00	145.00 150.00	150.00
Voice-a-Graph (Mutoscope)..	525.00	525.00	525.00	525.00
Whizz (Genco)	20.00	20.00		29.50
Whizzo (Genco).....			20.00	20.00
Whizzard	18.50	18.50	18.50	18.50

Speed-O-Meter

Continued from page 90

The Speed-O-Meter records electronically the fraction-of-second intervals between the time the puck hits front and rear switches on the playfield, and registers scores in four different strike and spare values, depending on the control of the shot by the player.

Excessively fast or slow puck shots result in low 20-30 strike and spare scores. Well controlled, medium speed shots can register up to 120-90 strike and spare scores.

Herb Jones, vice-president, said that the Speed-O-Meter enables different scoring values to be registered, based on the player's skill, rather than on an arbitrary system.

CENTRAL OHIO SPECIALS
New United Shuffle Alleys for Prompt Shipment
"SPEEDY"
"BANNER"
New United Bingo
"NEVADA"
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
Cabana 175.00
Spot Lite 95.00
CENTRAL OHIO COIN MACHINE EXCH.
225 S. High St. Columbus 15, Ohio
Capital 4-7254

MACHINE SHOP
Coin machine work our specialty, including cabinets, silk screen and overnight parts duplication.
MUNVES MFG. CORP.
722 Broadway New York 3, N. Y.
ALgonquin 4-0370

COBRA CARTRIDGES
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With Our New
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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.
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Top Prices Paid—
Spot Cash
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Worth 2-3053

SHUFFLE GAMES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Aug. 14	Issue of Aug. 7	Issue of July 31	Issue of July 24
Advance Bowler (Chicago Coin)	\$350.00 365.00 385.00 395.00	\$340.00 365.00 385.00 395.00	\$365.00 385.00 395.00	\$319.50 375.00 385.00 395.00
Big League Bowler 4 player (Keeney)	69.00	69.00	69.00	69.00
Bonus Bowler (Keeney)....	375.00 395.00	375.00 395.00	275.00 395.00	375.00 395.00
Bowl-a-Ball (Chicago Coin)...	135.00	135.00	135.00	135.00
Bowl-a-Matic (Universal)....	345.00	345.00	345.00	345.00
Bowling Alley (Chicago Coin)...	59.50	59.50	59.50	59.50
Carnival Bowler (Keeney)...	199.00 225.00	225.00	225.00	225.00
Cascade Shuffle Alley 6 player (United).....	210.00 215.00 225.00 235.00 249.50 269.00	195.00 210.00 225.00(2) 235.00 249.50 250.00 265.00	210.00 225.00(2) 249.50 325.00	189.50 210.00 225.00(4) 235.00 249.50 265.00
Classic Shuffle Alley, 6 player (United)	265.00 270.00 275.00(3) 285.00(2) 289.50	250.00 270.00(2) 275.00 285.00(2) 289.50	270.00 275.00 285.00(2) 289.50	270.00 275.00(2) 285.00(2) 289.50
Clover Shuffle Alley 6 player (United)	225.00 235.00 245.00 250.00(3) 255.00(2) 269.50 275.00	245.00 250.00(2) 255.00(2) 269.50 275.00	245.00 250.00(2) 255.00 269.50	229.50 235.00 245.00 250.00(2) 255.00 269.50 275.00
Club Bowler, 10 player (Keeney)	195.00	195.00	195.00	195.00
Cross-Cross Bowler (Chicago Coin).....	400.00 415.00(2)	400.00 415.00(2)	400.00 415.00(2)	400.00 415.00(2)
Crown Bowler (Chicago Coin)...	245.00 255.00 275.00(2)	245.00 265.00 275.00(2)	245.00 275.00(2)	259.00 275.00(2)
Domino Bowler (Keeney)....	250.00	250.00	250.00	250.00
Double Header (Williams)...	50.00	50.00	50.00	50.00
Double Scare Bowler 10th Frame (Chicago Coin)	140.00 200.00 239.00 245.00	195.00 225.00 230.00 239.00 245.00	239.00 245.00	229.00 239.00 275.00
Five Player Shuffle Alley (United)	60.00(2) 99.50	42.50 50.00 60.00(2) 65.00w/p 99.50	45.00 60.00(2) 99.50	45.00 69.50 75.00(2) 79.00 99.50
Four Player (Keeney).....	45.00 75.00	45.00 75.00	45.00 75.00	75.00
Four-Player Shuffle Alley (United)	50.00(2) 89.50	50.00(2) 89.50	50.00(2)	60.00(2) 89.50
Gold Cup (Chicago Coin)....	260.00 300.00	300.00	300.00	325.00
Hj Scare Bowler (Keeney)...			45.00	45.00
Imperial Shuffle Alley (United)	325.00 350.00 355.00 365.00 369.50 375.00	325.00 355.00 365.00 369.50 370.00	325.00 355.00 365.00 369.50	325.00 350.00 355.00 365.00 369.50
League Bowler (United).....	395.00(2) 425.00	410.00 425.00	425.00	410.00 425.00
Leader Shuffle Alley (United)	385.00 395.00(2)	385.00 410.00	385.00 410.00(2)	385.00 395.00 410.00
Liberty Bowler (United)....		205.00		
Matched Bowler 6 player (Chicago Coin)	95.00 140.00	125.00 140.00	140.00	150.00
Name Bowler (Chicago Coin)...	185.00	185.00(2)	185.00	210.00
Official Shuffle Alley, 4 player (United).....	110.00 115.00	100.00 110.00	110.00	110.00
Olympic Shuffle Alley (United)	245.00 250.00 260.00(3) 265.00 269.50	260.00(3) 265.00(2) 269.50 285.00	260.00(3) 265.00 269.50 285.00	224.50 260.00(2) 265.00 269.50 275.00 285.00 300.00 325.00
Pacemaker Bowler (Keeney)...	300.00 325.00	300.00 325.00	300.00 325.00	300.00 325.00
Royal Shuffle Alley (United)...	325.00 345.00 349.50 375.00	345.00 349.50 375.00	345.00 349.00	335.00 345.00 349.50 375.00
Shuffle Alley Deluxe (Chicago Coin).....	110.00			
Shuffle Alley, 6 player (Chicago Coin).....	95.00 110.00			
Shuffle Alley Deluxe, 6 player (United)	75.00 80.00 95.00 100.00 115.00 119.50 125.00	59.50 80.00 95.00(2) 100.00 115.00(2) 119.50	80.00 95.00 115.00 119.50 125.00	59.50 95.00(2) 99.00 115.00 119.50 125.00
Shuffle Alley 6 player (Keeney)	70.00 85.00 89.50 99.00 150.00	85.00(2) 89.50w/p 95.00 99.00 150.00	85.00(2) 89.50 95.00 99.00	69.00 85.00(2) 89.50 95.00(2) 99.00 150.00
Shuffle Alley, 6 player (United)	70.00 85.00 109.50	49.50 70.00 85.00 109.50	70.00 85.00 109.50	85.00 95.00 109.50
Shuffle Alley, 10 player (Keeney)	150.00 195.00(2)	150.00 195.00	150.00	150.00 195.00
Six-Player 10th Frame (United)	140.00 150.00	140.00 150.00	140.00 150.00	134.50 150.00
Star 6 Player (United).....	130.00 135.00 150.00 165.00(2)	135.00(2) 165.00(2)	135.00 165.00(2)	129.50 135.00 149.00 150.00 155.00 165.00(2)
Star 10 Frame, 6 player (United)	150.00(2) 160.00 175.00 195.00(2) 209.50	150.00(2) 165.00 175.00 185.00 195.00(2) 209.50	150.00(2) 165.00 195.00 209.50	150.00 165.00 184.00 185.00 195.00(2) 209.50
Super Matched Bowler (Chicago Coin)	155.00	150.00 155.00	155.00	175.00
Super Six Shuffle Alley (United)	115.00(2) 125.00 149.50 155.00	110.00 115.00 125.00 149.50 155.00	115.00 125.00 149.50 155.00	99.50 125.00(3) 149.50 155.00 95.00
Super Twin Rotation (Exhibit)				
Team Bowler (United).....	415.00 425.00(2) 449.00 450.00	395.00 425.00 449.00	425.00 449.00 450.00	395.00 425.00 450.00 449.00
Team Bowler, 10 player (Keeney)	175.00	175.00	175.00	175.00
Tenth Frame Special Bowler (Chicago Coin).....	195.00	165.00 195.00 200.00	195.00 200.00	200.00 225.00
10th Frame Super Shuffle Alley (United).....	185.00 189.50	140.00 150.00 185.00 189.50	185.00 189.50	150.00 164.00 185.00 189.50
10th Frame Bowler (Chicago Coin).....	140.00	140.00 150.00	140.00	150.00
Triple Scare Bowler (Chicago Coin).....	265.00 275.00(2) 280.00	265.00 275.00 280.00	265.00 280.00	265.00 300.00
Triple Scare Bowler (Chicago Coin).....	125.00	125.00	125.00	125.00

Charter 3 Calif. Firms to Operate Coin Games, Jukes

SACRAMENTO, Aug. 14. — Three firms were granted State charters this week to operate or deal in coin-operated amusement games and juke boxes.

McCreary and Thomson, Inc., was granted a charter to operate amusement games and juke boxes in San Francisco. Authorized capital stock was listed as 2,500 shares, no par value. Incorporation papers were filed by Marcel E. Cerf, Robinson & Leland, Mills Tower, San Francisco. Directors are L. B. McCreary, M. G. Thomson and William P. Ryan, all of San Francisco.

Funland, Inc., was granted a charter to operate amusement games in San Francisco. Authorized capital stock was given as 1,000 shares, no par value. Incorporation papers were filed by Henry W. Howard, San Francisco. Directors are Sam Gordon, Sacramento; Irving Rosen and Henry W. Howard, of San Francisco.

Bay Area Fun Centers, Inc., was granted a charter to deal in amusement games in San Francisco County. Authorized capital stock: 1,000 shares, no par value. Incorporation papers were filed by Henry W. Howard, San Francisco. Directors are Sam Gordon, Sacramento; Irving Rosen and Henry W. Howard, of San Francisco.

ARCADE FIRM BURGLARIZED

Munves Provides Tools for Yeggs to Work on His Safe

NEW YORK, Aug. 14.—The burglars who broke into the offices and showroom of the Mike Munves Corporation here sometime Thursday morning (12) via the roof of Sam Sachs' Amce Sales (coin-operated shoe-shine outlet) and thru Munves' wall, violated the cardinal rule of their profession—they didn't bring their own safe-cracking tools.

Instead, they depended on the well-stocked shop of the veteran arcademanager to provide them with the necessary implements.

So, when Munves entered the shop Thursday morning, he found his safe perched with crowbars, drills and wrenches, but unopened. The yeggs, after what appeared to be at least three hours of honest labor, must have given up in disgust. The safe, however, will have to be replaced.

\$2,500 Loss
Their after-hours visit to the Arcade emporium, however, was not a total loss. Missing was some loose cash and shop equipment valued at about \$2,500. Munves said the loss was not insured.

The burglars didn't come by their loot easily tho. They started their raid from the top floor of the neighboring building, occupied by the automatic shoe-shine firm, went down to the street floor, located a position which was

separated from the arcade firm by a stout wall, and busted a sizable hole thru that wall.

Between the entrance and the safe-cracking attempt, they must have put in the better part of a working day.

The burglars also counted on 10th Avenue being completely deserted that night. The safe is directly behind the display window, so any curious passerby could have observed their operations. Rain and fog aided their venture.

This was not the first attempt by burglars to crack the Munves safe. The last one occurred in 1946, when the cache included two cases of Scotch whiskey.

ATTENTION!! CLEAN & READY!

United Leader	\$ 75.00
Bally Spotlite	75.00
Bally Bright Lights	50.00
Palm Springs	400.00
Frolics	200.00
Bally Hot Rods	50.00
Bally Undersea Raider	75.00
Muto, Silver Gloves	145.00
Gen-o Basketball	350.00
Gypsy Horoscope	145.00
United Star Alley, 6 Pl.	149.50
United Manhattan, 6 Pl.	159.50
United Deluxe, 6 Pl.	60.00
United Twin Rebounds	40.00
United Shufflecade, 2 Pl.	89.50
Donald Duck Ride	149.50
Seab. Chicken Sam Gun	49.50
Many others. Send for complete list.	

1/2 deposit with order.
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1100 Broadway Albany 4, N. Y.

EVANS' LATEST

"CLUB MODEL" Saddle & Turf

- New "Cheat-Proof" Selector
- New Replay Counter
- New Credit Accumulator
- New Large Service Door On Both Sides For Easy Service

SINGLE COIN DROP (WITH SLUG REJECTOR)

easily accessible on push button plate 5c or 10c play. High scores possible with single coin for top-play incentive.

GUARANTEED REPLAY AWARDS every game when 7 coins are played. Especially designed for locations demanding liberal Replay awards.



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1556 W. CARROLL AVE.

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THE BEST COSTS LESS at **WORLD WIDE!**

LATE 5-BALL GAMES

Thoroughly Reconditioned

WILLIAMS	GOTTLIEB
LAZY Q	\$175
STRUGGLE BUGGY	165
ARMY-NAVY	125
FAIRWAY	110
TWENTY GRAND	95
OLYMPICS	75
HAWAIIAN BEAUTY	\$225
PINWHEEL	175
SHINDIG	165
GUYS-DOLLS	135
QUEEN OF HEARTS	110
QUINTETTE	125

Genuine Deluxe **FORMICA TOPS** for United 8' Games
1 - \$14 5 - \$11 Ea.
10 - \$10 Ea.

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Genco MATCH POOLS
Bally & United BINGOS
Evans SADDLE & TURF (Club Model)

WILL PAY HIGHEST CASH PRICES

LATE SHUFFLE GAMES

TEAM BOWLER	\$410	CLOVER	\$225
LEADER	395	10TH FRAME STAR	175
IMPERIAL	350	STAR 6 PLAYER	150
CLASSIC	265	Chicoin 6 PLAYER	110

TERMS: 1/3 Deposit, Balance Sight Draft.

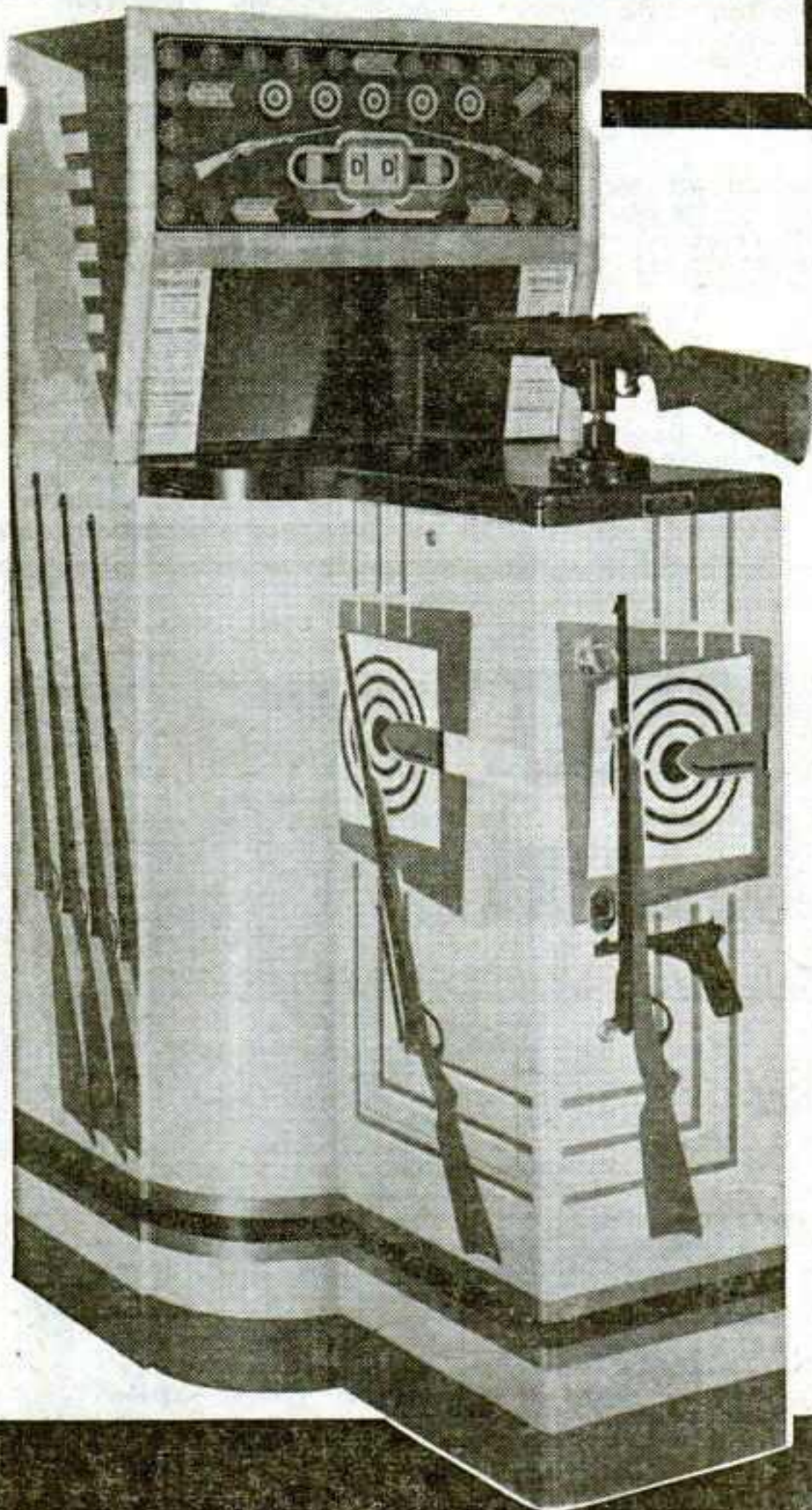


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#1250 48 Sel.	250.00	#47	75.00
#1015 24 Sel.	110.00	#48 ML	145.00
#1080 24 Sel.	90.00	#100 A 78 R.P.M.	425.00
#1100 24 Sel.	200.00	#100 B 45 R.P.M.	500.00
		#100 BL 45 R.P.M.	600.00
		#100 C 45 R.P.M.	700.00

SIX-PLAYER BOWLERS

UNITED		CHICAGO COIN	
Team Bowler	\$450.00	Crown Bowler	\$235.00
Clover	225.00	Triple Score	275.00
Imperial	375.00	Golf Cup	260.00
Delux	75.00	Advance	350.00
Classics	275.00	High Speed Triple	300.00
Olympic	250.00	10th Frame Double	140.00
Royal	325.00	Match Bowler	95.00

NEW

- Bally Victory Bowler WRITE
- Bally Champion WRITE
- C C Super Home Run WRITE

BINGO GAMES

Bright Lights	\$ 65.00	Beach Club	\$325.00
Bright Spot	85.00	Palm Springs	425.00
Coney Island	110.00	Ice Frolics	450.00
Yacht Club	225.00	Surf Club	525.00
Bally Beauty	250.00	Dude Ranch	350.00

We will pay cash for Bingo Games—Give us your list.

ROCK CITY AMUSEMENT CO.
 108 LA FAYETTE STREET NASHVILLE, TENN.

Conn. Pin Ops

Continued from page 90

State Supreme Court at this time is under consideration."

In the past 25 years, Judge Thim said, there has been much litigation over the interpretation of statutes intending to outlaw games similar to those involved in the present case, but many of the authorities appeared to be in conflict as to whether the devices involve gambling or are games of skill.

Because the facts did not justify the issuance of an injunction, Judge Thim said, it was unnecessary for him to pass on the question of the legality of the games.

Operators Mainero and Friedman contended that free-play games, which constitute a substantial part of their business, are games of skill. They asked that Willis be restrained from causing their arrest, notifying Bridgeport police to arrest them, or confiscating their machines.

Recalling that State's Attorney Willis, before he may cause a person's arrest, must obtain a bench warrant, charging the commission of a crime, Judge Thim remarked: "This is some assurance to a person that he will not be unduly harassed by a prosecuting official."

During the hearing before Judge Thim, Mainero demonstrated the operation of several free-play games in the courtroom.

United Intros

Continued from page 90

scores 70-140-210-280-350 in the first to the fifth and sixth to the tenth frame, progressively. Two bonus frames following the tenth, register quintupled scores, as in the fifth and tenth frames.

The eight-foot-long game has six-player scoring reels and a belt puck return that quickly feeds pucks to the player from an extension at the end of the cabinet. It is equipped with twin 10-cents, three-for-a-quarter coin chutes.

Bill De Selm, sales manager, says that Shuffle Targette will be available in a de luxe model with a triple match feature.

Deeco Starts

Continued from page 90

while the left hand goes up and down over a crystal ball, which contains a flashing light. The unit contains two motors. The Grandmas are set to operate for 10 cents.

Meanwhile, Cherry said that Deeco, formerly a division of the Drum Manufacturing Company but now a separate entity, is running 50 per cent ahead of last year in Carousel sales, and that Space Ranger sales are holding up well.

500 MILLION DOLLARS!

1953 loss suffered by U. S. merchants from bad checks can now be drastically reduced with sensational DUBL-CHEK Photo System rapidly being installed by Food Markets, Department Stores, Hotels, etc. Widely acclaimed by Police—Press—TV—Radio and Magazines.

SUBSTANTIAL PROFIT

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potential from Exclusive Authorized Leasing Agency. No inventory required. We supply equipment. \$25,000 to \$50,000 working capital required depending on territory. Only a few choice territories still available. All Western Agencies already assigned.

Write

DUBL-CHEK CORPORATION

BOX D-68

c/o The Billboard, Cincinnati 22, O.

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 Genco Golden Nuggets, price \$50.00
 Genco 400's, price 40.00
 1/3 Deposit Required.
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SEEBURG		AMI	
146	\$ 99	148M	\$169
147	119	148ML	189
		D-40	\$350
		D-80	495
		"C"	235

WURLITZER

1080	\$ 99
1015	125
1100	250
1500	515
H1217	159

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Seeburg W1-L56, 5¢, wireless	\$3.95
Seeburg 3W2-L56, 5¢, 3 wire	6.95
Wurlitzer 2140, 5¢	3.95
Wurlitzer 3031	3.95
Wurlitzer 3020	9.95
Wurlitzer 3025, 5¢	5.95
Wurlitzer 219 Stepper	14.95

32 Stations Pantages Music Equipment.
 Complete, good operating condition.
 Write for Bargain Price.

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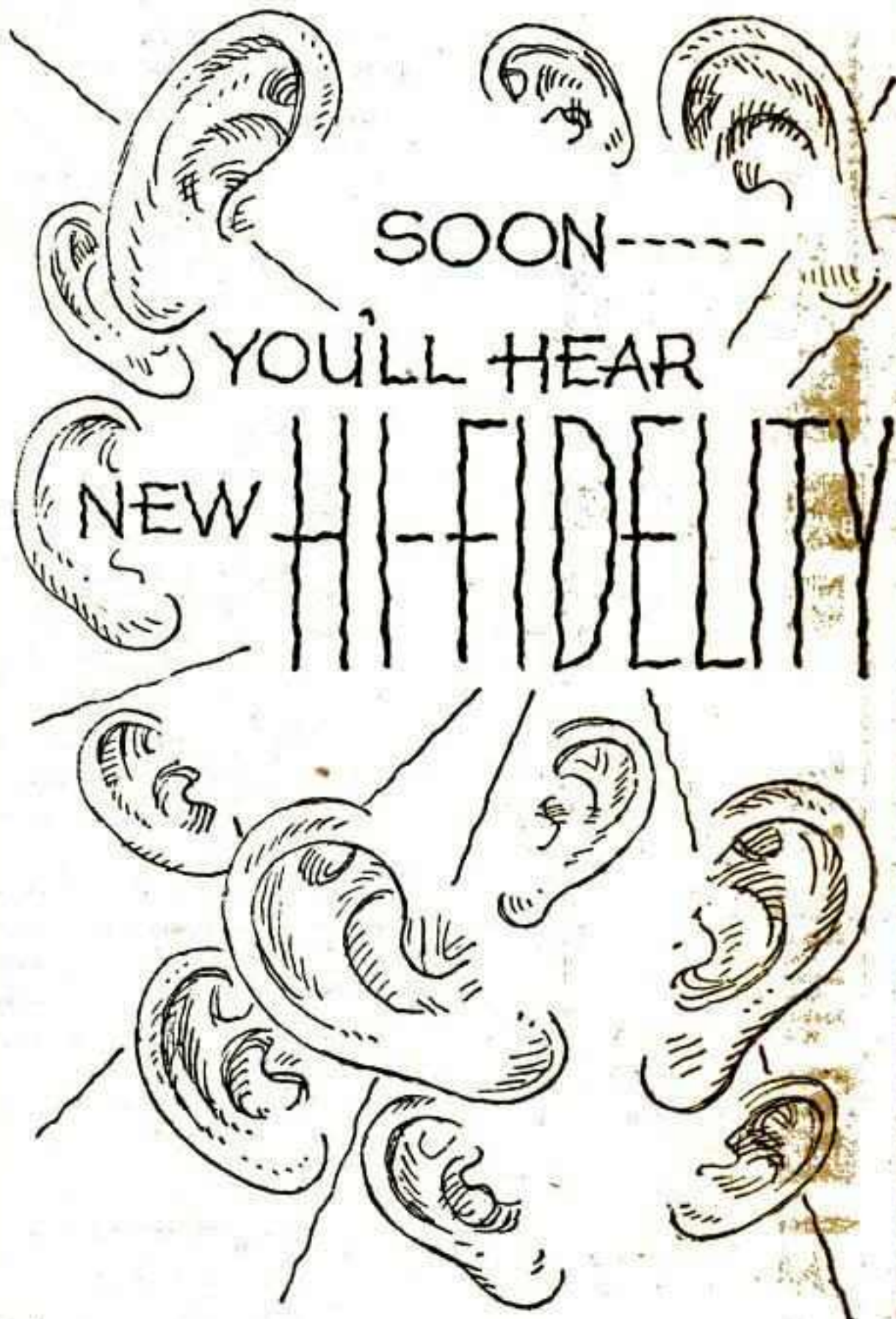
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Must furnish reference. Good pay.

Write The Billboard, Box D-56, Cincinnati 22, Ohio.

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IMMEDIATE DELIVERY ON ALL NEW LEADING FACTORY PRODUCTS

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4 Player Classic	270.00	Bally Big Inning	150.00	5 ABT Skill Guns	25.00
4 Player Deluxe	95.00	Heavy Hitter	40.00	30 ABT Challengers	20.00
4 Player Super	125.00	Basketball Champ	100.00	4 Genco Pee-Wees	20.00
4 Player 10th Frame	150.00	C. Coin Pistol	95.00	4 Genco Whizz	20.00
4 Player Cascades	210.00	Evans Bat-a-Score	165.00	90 3-Way Grippers	18.50
4 Player League	425.00	Evans Ski-Roll	95.00	3 Shockers, new	24.50
4 Player Stars	135.00	Evans Ten Strike	65.00	3 Ship, Art Shows	45.00
4 Player Official	100.00	Ex. Dale Gun	55.00	50 Three of a Kind	18.50
4 Player	60.00	Ex. Six Shooter	145.00	New Kick & Catchers	49.50
4 Player 10th Frame	150.00	Genco Sky Gunner	250.00	20 Mar. Count. Grip	20.00
4 Player Olympics	250.00	Genco Nite Fiter	295.00	17 Wizzards, 5e	18.50
C. C. Bowlball	135.00	Genco Basketball	Write	4 Target Skill Guns	18.00
Crown Bowlers	250.00	Life League	75.00	2 Red, White & Blue	20.00
Keeney 10 Player	150.00	Midget Movies, Latest	185.00	2 Criss Cross	15.00
Ex. Twin Rotation	125.00	Q Ball Pool Tables	125.00	3 Pikes Peaks	18.50
DRINK MACHINES		Sci. Pitch'm & Bat'm	185.00	Zipper Skill	32.50
6 Supervends, 3 sel., 1000-cup capacity, with change makers	\$265.00	Seeburg Bear Gun	195.00	USED VENDORS	
6 Snaeds, single 10-oz. cup, 1000 capacity	125.00	Twin Shoe-Shine	150.00	10 Victor 1e Victor V & 8.50	
3 Mills, single drink, 400-cup capacity, with change maker	150.00	Wms. Star Series	75.00	20 N.W. 3-Col. Roll-type Stamp	35.00
4 Hupp, single drink, 400-cup capacity	110.00	Wurlitzer Skee Ball	150.00	1 Schermack 1 Col. Rolltype Stamp	15.00
3 Bradley Seniors, 2 selections, 1000-cup capacity	225.00	Super World Series	195.00	10 Atlas Ace 1e Mds. 4.50	
8 Revco Ice Cream Cup, #400 Model	125.00	Hayburners	75.00	15 N.W. #40 1e Mds. 6.50	
2 Craig Ice Cream Bar Mills 3-Drink 400 Cups	185.00	County Fair	75.00	15 N.W. #39 1e Mds. Plastic Globe	6.50
5 Andico Coffee Venders	395.00	Standard Metal Typewriter	275.00	15 Advance 1e Stick Gum	10.00
2 Silver King Coffee	125.00	Panorams	250.00	3 Two-Col. Stamp Folder Type	12.50
		Space Invaders	125.00	2 N.W. 1e-5e Candy Mds.	12.00
		Wms DeL. Baseball	350.00	10 S.K. 5e Hot Nut	15.00
		Bat-a-Score Sr.	65.00	1 10e Cigar Vendors	12.00
		Ex. Deluxe Post Card Vendors	50.00	3 3-Col. Daval Roll Stamp	25.00
				25 Masters 1e & 5e	2.50
				5 Advance 1e Gum	8.50
				350 Victor Baby Grands	8.50
				BINGOS	
				Atlantic City	\$150.00
				A.B.C.	50.00
				Stars	85.00
				Genco 400	65.00
				Jumpin Jax	100.00

Terms 1/3 deposit with all orders, balance C.O.D.

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40 WALTHAM STREET BOSTON 18, MASS
Tel. Liberty 7-9100

Exclusive Distributors for **BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

NEW EQUIPMENT	USED EQUIPMENT
Bally Hi-Fi	MUSIC
Chicago Coin 6-Player Home Run	Rock-Ola 1436 Fireball, 45 RPM, 120 Selections \$395.00
Chicago Coin Feature Bowler	Rock-Ola 1434 Rockets, 78 RPM, 50 Selections ... 365.00
Chicago Coin Star Lite Exhibit's Shooting Gallery	Rock-Ola 1428 Magic-Glo 175.00
Rock-Ola Comet Phonographs	Seeburg M100 Model B1 595.00
Keeney's Century Bowler	Seeburg M100, Model B 545.00
Keeney's Cigarette Vendor	Seeburg 100 Select. WB, Chrome 65.00
	SHUFFLE ALLEYS
	United Imperial ... \$325.00
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CALDERON DISTRIBUTING Co.
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MISS AMERICA BOATS—\$250
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We Will Take **BALLY CHAMPION HORSES** at \$450 on Trade on the above

SOUTHERN AUTOMATIC MUSIC Co., Inc.
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The ONLY... ONLY... ONLY... **ONLY**

MOVING TARGET GUN GAME on the market!

GENCO'S ALL-LOCATION RIFLE GALLERY

AMAZING SUSTAINED EARNING RECORDS. BEATING ANYTHING ELSE IN EVERY LOCATION

and it's the **MOVING TARGETS** that **ATTRACTS** the **PLAYERS**

Get "ON THE TARGET"—

CONTACT YOUR GENCO DISTRIBUTOR TODAY!

GENCO MFG. & SALES CO.
2621 N. ASHLAND AVE. CHICAGO 14, ILL.

MORE WAYS TO WIN WITH

GOTTLIEB'S

GOLD STAR



Outshines All Others!

Points the way to Greater Profit!

- 4 vertical holes and any one star hole awards GOLD STAR SPECIAL!
Replays for making 4 vertical holes!
Replays for making 3 stars!
Rollover Buttons light for Replays after making 1-2-3-4 Rollovers!

- Making 6 targets relights one mystery target for replays!
High Score to 7 Million!

- Super Point Score!
3 Pop Bumpers!
2 Flippers!
2 Cyclonic Kickers!

SEE IT AT YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

Empire Reconditioned is like \$25 to \$50 bonus in the cash box!

5-BALLS

-BINGOS-

- UNITED NEVADA BALLY HI-FI
Surf Club
Palm Springs
Dude Ranch
Yacht Club
Beach Club
Beauty
Palm Beach
Frolics
Atlantic City
GOTTLIB
Flying High
Globe Trotter
Happy Days
Hit 'n' Run
4 Horsemen
Joker
Knockout
Double Feat.
3 Musketeers
Bowling Ch.
Buffalo Bill
Double Shuffle
WILLIAMS
Rag Mop
Dreamy
Boston
Dallas
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Virginia
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Saratoga
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- GENCO RIFLE GALLERY
GENCO 2 PL. BASKET BALL
AUTO-PHOTO
PITCHING PRACTICE
MIGHTY MIKE
AIR FOOTBALL
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Midget Movies
Genco Night Fighter
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Shoot the Bear
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Undersea Raider
Exh. Foot Ease, Late
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Scientific Baseball
Flash Hockey
Wms. Quarterback
Exh. Hi-Ball
Heavy Hitter & Std.

SHUFFLE GAMES

- UNITED SPEEDY S. A., HIGH SCORE
UNITED BANNER S. A., MATCH
GENCO 4 PLAYER SKEEKBALL
UNITED TEAM S. A., 3/25c
United Imperial, Match Score
United Royal, High Score
United Classic, Match Score
United Olympic, High Score
United Clover, Match Score
United Cascade, High Score
United Star 10th Frame
United Super 10th Frame, 6 Pl.
United Star 6 Player
United Super 6 Player, S.A.
United De Luxe S. A., 6 Player
United 4 Player w/Formica, 7-10
United 5 Player w/Formica, 7-10
United 4 Player w/Formica, 7-10
Chicoin Bowling Alley w/Formica
Keeney 6-Player, Big Lighted Pins
Universal 18' Bowl-a-Matic
Genco Shuffle Pool

VENDERS

- ACORN VENDER, 1c or 5c
ACORN 10 COL. TAB GUM
Mills 8 Col. Candy
Mills Tab Gum
25c Ball-Point Pen Vender
Silver King
25c Razor Blade
N.W. 49, 14, 56
S.K. Hot Nut
U Select It
N.W. Tab Gum
U-Pop-It
N.W. Stamp
Kleenex 5c or 10c
Ajax 8 Col. Elec. Cig., New

COUNTER GAMES

- Art Show & Film
ABT Challenger
Acme Shocker
Texas Leaguer
Gott. 3-Way Grip
Pop-Up
Binks Zipper
Binks Whiz Bowler

1-BALLS

- Turf King
Champion
Citation
Gold Cup
Special Entry
Jockey Special

CIGARETTE VENDERS

- FACTORY REBUILT, 25c, KING SIZE COLS.
Rowe President, 10 Col. or 8 Col.
National Model 950, 9 Col.
National 930, 9 Col.
Unepadak Model 500, 9 Col.
DuGrenier Model "W", 9 Col.

CLOSING OUT GENCO'S "400" \$69.50

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

Table with columns for ONE BALLS, PIN BALLS, BINGO GAMES, SHUFFLE ALLEYS, and SPECIALS. Lists various machine models and prices.

MONROE COIN MACHINE EXCHANGE, INC. 2423 PAYNE AVENUE, CLEVELAND 14, OHIO

Ready for Delivery-A-1 Condition!

Table listing various machine models and their prices, such as ARMY & NAVY, GRAND CHAMPION, FAIRWAY, etc.

Terms: 1/2 Deposit, Balance Sight Draft SOUTHERN AUTOMATIC MUSIC CO., Inc. 735 S. BROOK ST. LOUISVILLE 3, KENTUCKY

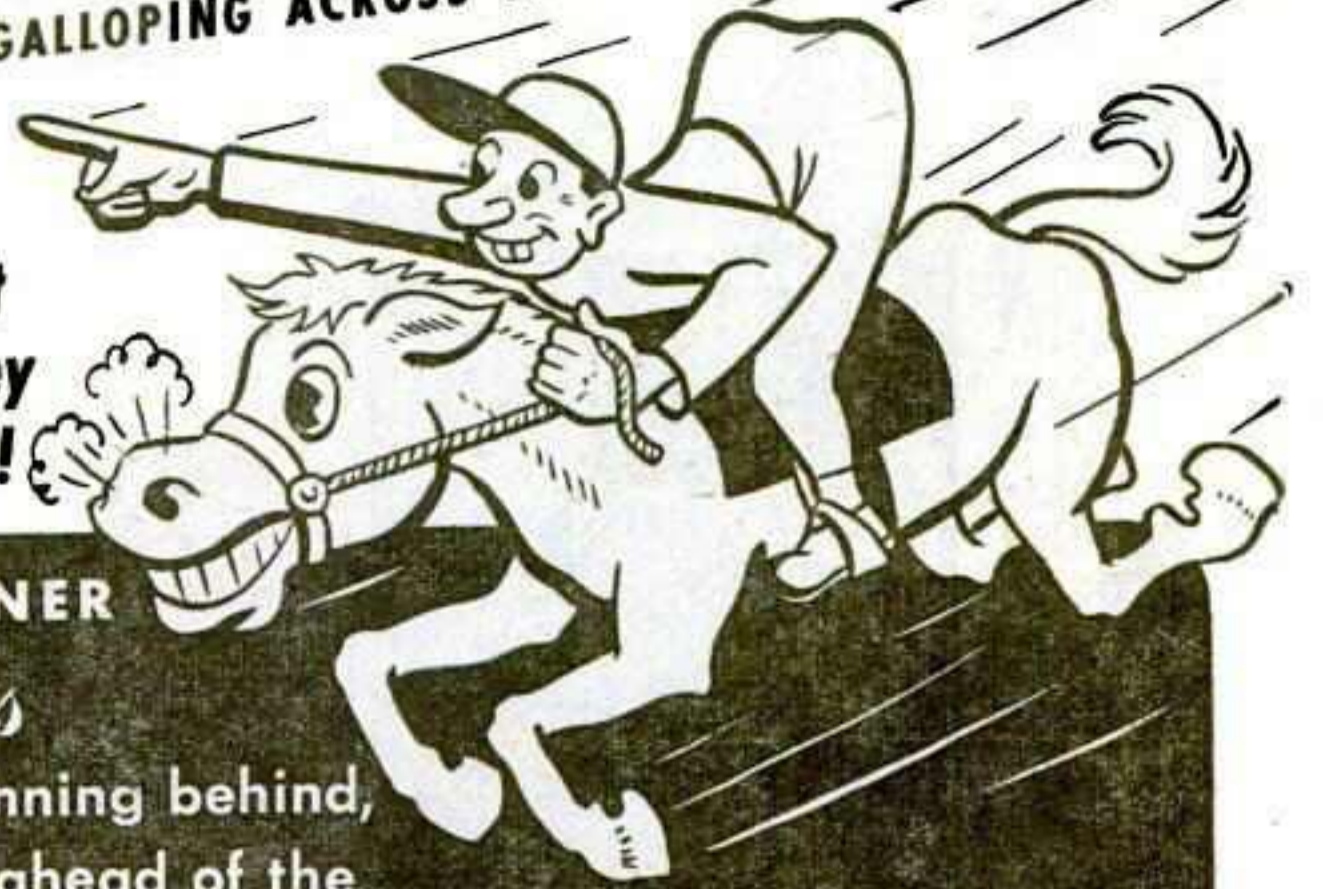
YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



NEW! Williams DAFFY DERBY

WITH HORSES ACTUALLY GALLOPING ACROSS THE BACKBOX

plus the exclusive "MIDGET PLAYFIELDS" that score a phenomenal money winning scoop for operators!



A RARIN' TO GO WINNER

BY Williams

Your "hoss" can be running behind, yet can still come in ahead of the field right up to the final action of the last ball!

See THE NEW FANTASTIC "CAPTIVE BALL" SCORING!

1. "Your Hoss" selected on mystery basis at start of game.
2. Ball thru top center lane changes selection.
3. Thumper bumpers and rollover buttons advance miniature horses across finish line.
4. All 6 horses across finish line in any order lites left bottom rollover to score replays.
5. Selected horse across finish line FIRST scores 1 replay and lites corresponding numbered rollover button for replays.

6. All additional horses across finish line lite up corresponding numbered rollover buttons to score replays when "Daffy" and "Derby" are made.
7. Making "Daffy" lites Daffy rollover to advance Special Bonus Score. Making "Derby" lites Derby rollover to advance Special Bonus score.

8. Special Bonus score builds up game-to-game, does not reset until won by player.
9. Two rollover lanes shoot "Daffy" ball in Daffy section. Two rollover lanes shoot "Derby" ball in Derby section. One rollover lane, when lit, shoots captive balls in both Daffy and Derby sections.
10. Making "Daffy-Derby" lites center skill hole to collect Special Bonus score.

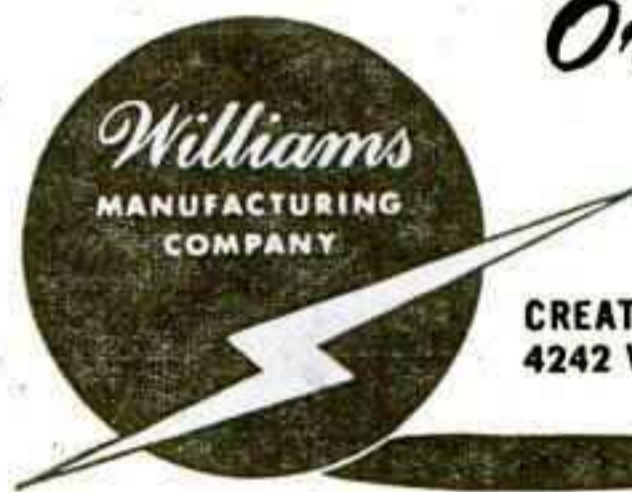
Available with 5c or 10c Coin Chutes

OPERATE Williams SCREAMO

The game that spots in-line numbers for a big "COME-ON" Order NOW!



DAFFY DERBY'S
RADICALLY DIFFERENT SCORING PRINCIPLES GET AND HOLD CHOICE LOCATIONS FOR RICH PROFITS!



Order Today!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

Let REDD get you READY for BIG FALL PROFITS!

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JET BOWLER
HI-FI
MOON RIDE

UNITED BANNER ALLEY
JUNGLE GUN
EXHIBIT GUN
INTERNATIONAL DRIVEMOBILE

—New England Operators' Top Profit Machines—

LARGEST STOCK of KIDDIE RIDES in WORLD!

WANTED! WILL PAY \$\$\$\$\$ FOR SEEBURG 100 A-B-C

REDD DISTRIBUTING CO., INC.
298 LINCOLN STREET
ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for **AMi** BALLY—UNITED

Brand New!

Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00
Also made for many foreign coins.

BUCKLEY WALL AND BAR MUSIC BOXES
20-24-32 Record Selections
5c or 10c Play

Buckley Manufacturing Co.
4223 W. Lake St. Chicago 24, Ill.



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Parts and Service Manual Available

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.

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- ICE FROLICS (almost new) \$420.00
- YACHT CLUBS (impr. super-line frequency) 225.00
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Joe Ash says

There's MORE PROFIT for FOREIGN BUYERS

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In Delaware, N. Jersey and S. E. Pennsylvania

for IMMEDIATE DELIVERY of...

- WURLITZER { 1500's 1400's
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ACTIVE
AMUSEMENT MACHINES CO.

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FRemont 7-4495
WRITE OR WIRE FOR PRICE

"You can ALWAYS depend on Active—ALL WAYS!"



Keeneys' CENTURY BOWLER

Supplies players with this sensationally popular feature that captures and holds the play!

CHANGING VALUES AT THE START OF EVERY FRAME

Scoring values of Strikes—Spare—and Blows shuffle automatically after each frame on a mystery basis and range from 30—20—10 all the way to 300—200—100. Can be set to advance progressively each frame. Balanced scoring keeps each player in the game from start to finish. Strikes keep on shooting in 10th frame.

6 PLAYERS for BIGGER PROFITS

CHOICE TERRITORIES OPEN FOR DISTRIBUTORS!

9 foot Playfield on 8 foot Cabinet

8 foot Playfield on 7 foot Cabinet

NATURAL WOOD GRAIN GENUINE FORMICA PLAYFIELD



plus DIAMOND NUMBER MATCH FEATURE

PLEXIGLASS PROTECTED ROLLOVERS



Points are scored in various values indicated on the backglass in "matching frames" when player presses button. MATCHING FRAMES may be set at 3 or 10 and 3-4-or 5.

Flexibility OF PLAY MEETS EVERY LOCATION REQUIREMENT

Use the Changing Frame Values and different Matching Features to give players a change of pace!

SEE YOUR KEENEY DISTRIBUTOR NOW!

HAS EVERY NEW KEENEY SERVICING FEATURE



CHANGING VALUES Exclusive with KEENEY

THIS FRAME SCORES

X	/	BLOW
300	200	100
120	80	40
90	60	30
60	40	20
30	20	10

also Keeneys'

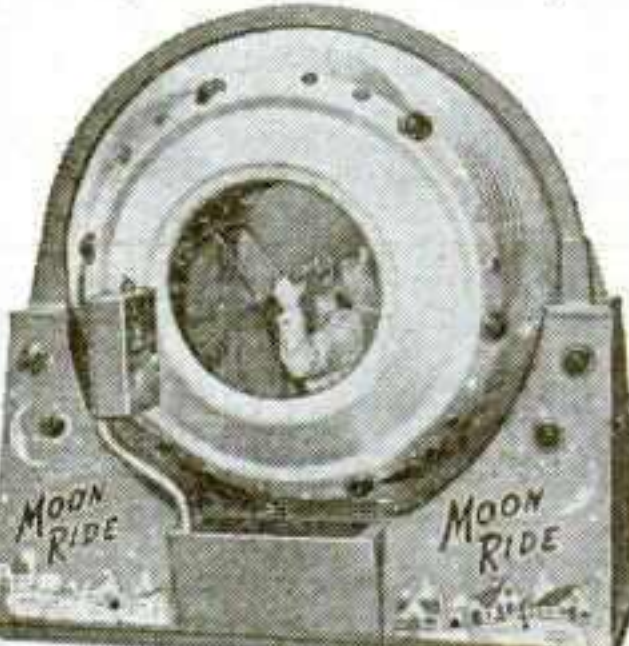
BIKINI BOWLER

Identical to CENTURY BOWLER excepting it has no "Match" feature.

Bally MOON-RIDE FASTEST MONEY-MAKER EVER BUILT IN KIDDY-RIDE CLASS

"Flying Saucer" Fuselage Spins Round and Round Cockpit Swings Back and Forth, Up and Down

Age-ages version of the oldest, greatest kiddy-ride in history—the ever-popular swing—MOON-RIDE gets immediate attention on location, gets repeat-riding day after day, month after month, gets biggest, season's profits ever earned in kiddy-ride field! Get your share of the MOON-RIDE money! Get MOON-RIDE on your location now!



- FLASHY EYE-APPEAL Silver accents, blue neon lighting, lights, stars and comets whir by cockpit window.
- SPACE-GUN SOUND-EFFECTS
- POSITIVELY SAFE
- ADJUSTABLE RIDE-TIME
- ALL-METAL CONSTRUCTION
- NATIONAL COIN-MECHANISM
- RETRACTABLE CASTERS

Bally-Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

ALLEYS

- Chi Coin ADVANCE BOWLER . . . \$395.00
- Chi Coin TRIPLE SCORE BOWLER. 285.00
- Chi Coin CROWN BOWLER, Triple. 285.00
- Chi Coin 10th FRAME SPECIAL, Triple 225.00
- Genco SHUFFLE POOL 295.00
- United CASCADE, Triple 235.00
- Keeneys 10 PLAYER 150.00
- Keeneys 6 PLAYER 95.00

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858 N. High St. Columbus 8, Ohio
Tel.: UNIVERSITY 6900

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Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
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WANTED Quantities of United Deluxes

In excellent condition, mechanically perfect and ready for location. State price and quantity in first letter.

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SEEBURG M-100-A \$395.00
SEEBURG M-100-B 575.00

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WANTED FOR CASH

United Circus—Frolics—Rodeos—Show Boats—HIGHEST PRICES PAID
ADVANCE AUTOMATIC SALES CO.
1350 Howard St. Phone: HEMlock 1-1750 San Francisco 3, Calif.

WHAT'S NEW IN COIN MACHINES!
WHAT ARE THEY GETTING FOR USED EQUIPMENT!
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

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Yes Please send me The Billboard for one year at \$10.
(Foreign rate, one year, \$20)

777

Name

Address

City..... Zone.... State.....

Occupation

PENNY ARCADE FOR SALE—100 MACHINES

Now operating in Southern California. Long lease available. Located in population center. Building has concession space under lease. Machines in good condition. Price \$40,000. Will finance 50%. Reason for selling: to settle estate. Contact:

MRS. DORA ROBIN

2223 25th ST. SANTA MONICA, CALIF.

MORE FEATURES! ... EXTRA FRAMES! ... GREATER PROFITS! ...



chicago coin's **FEATURE BOWLER**

**PLAYER BY SHOOTING SKILLFULLY
IN THE 11th FRAME, GETS 1, 2 or 3
EXTRA FEATURE FRAMES TO ADD
POINTS TO HIS SCORE!**

* **ONE EXTRA FRAME**
can add 300 for strike or 100 for
spare to Score!

* **TWO EXTRA FRAMES**
can add 600 for strike
or 200 for spare to
Score!

* **THREE EXTRA FRAMES**
can add 900 for strike
or 300 for spare to
Score!

Feature Bowler Contains all
the **ADVANCE** Scoring Fea-
tures! New Top Scoring Thrill
of 1900

Multiple Scoring on Strikes &
Spares plus "Time Tested"
actual 1-9 Pin Scoring

New Front
Hinged Score
Frame Glass
for Easier
Servicing!

You Get
Increased
Revenue from
10c - 3 for 25c
Play!

GOING STRONGER THAN EVER!...



chicago coin's **SUPER HOME RUN**

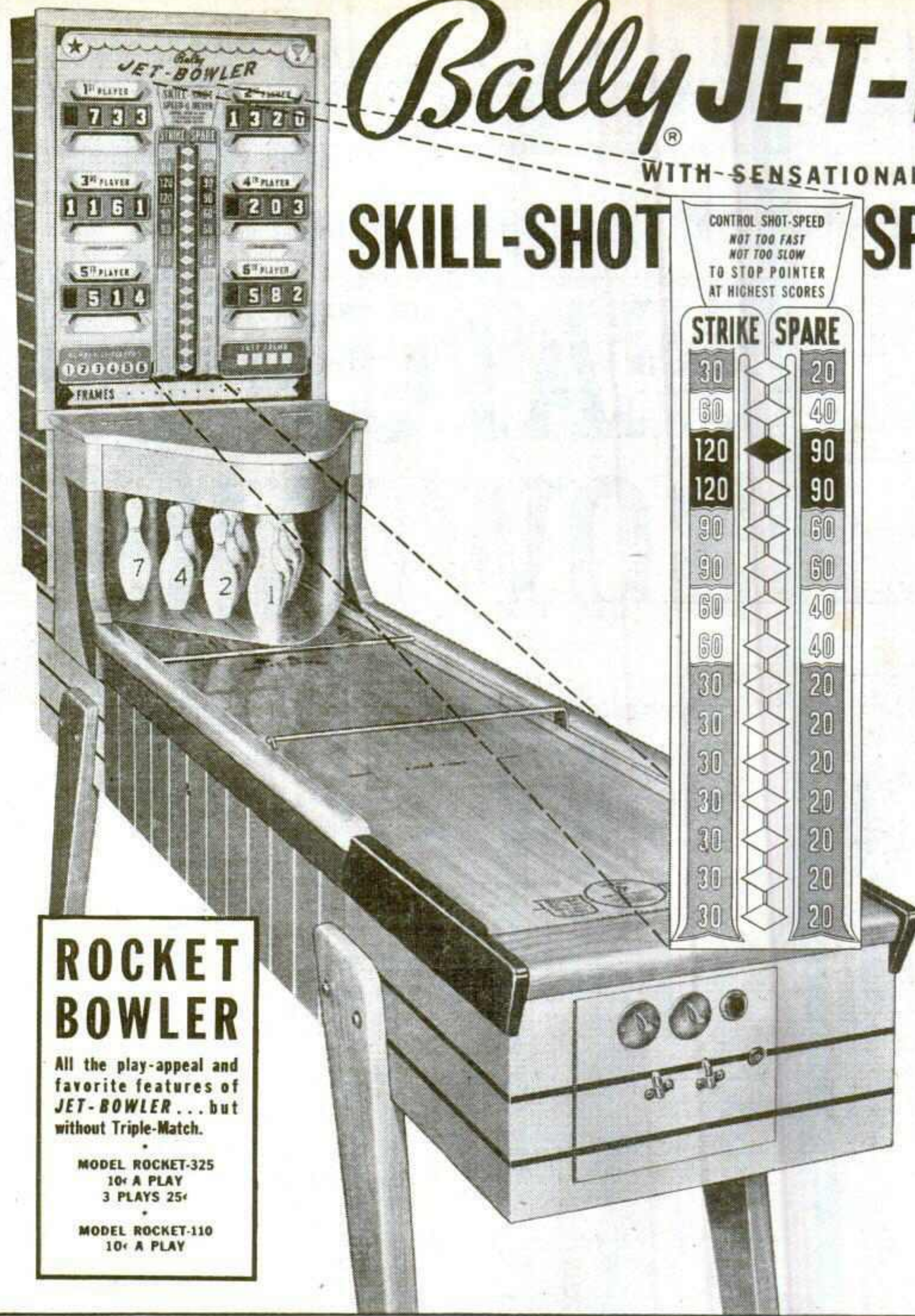
**6 Player Baseball Game
with the 3 way
"Match" &
"Free Play"
Features!**

chicago coin's **STAR LITE BOWLER**

New Match Bowler
with Entirely
New Matching
Principles!

1725 W. DIVERSEY • CHICAGO 14





Bally JET-BOWLER

WITH-SENSATIONAL NEW

SKILL-SHOT SPEED-O-METER

STRIKE and SPARE scores controlled by player's SKILL NOW... ever-popular BOWLING PLAY-APPEAL is combined with the old favorite SKEE-BALL PLAY-APPEAL in the greatest shuffle money-maker ever built. Thanks to new Skill-Shot Speed-O-Meter, SPEED-CONTROL SKILL of skee-ball is combined with AIM-CONTROL SKILL of bowling to produce a bowler that really keeps players coming back day after day, month after month. Get in on the big new bowler boom now... get JET-BOWLER and ROCKET-BOWLER!

TRIPLE-MATCH

JET-BOWLER includes popular match-play. ROCKET-BOWLER includes all features of JET-BOWLER but not match-play.

MODEL JET-325: 10¢ A PLAY-3 PLAYS 25¢
MODEL JET-110: 10¢ A PLAY

ROCKET BOWLER

All the play-appeal and favorite features of JET-BOWLER... but without Triple-Match.

MODEL ROCKET-325
10¢ A PLAY
3 PLAYS 25¢
MODEL ROCKET-110
10¢ A PLAY

FAVORITE FEATURES

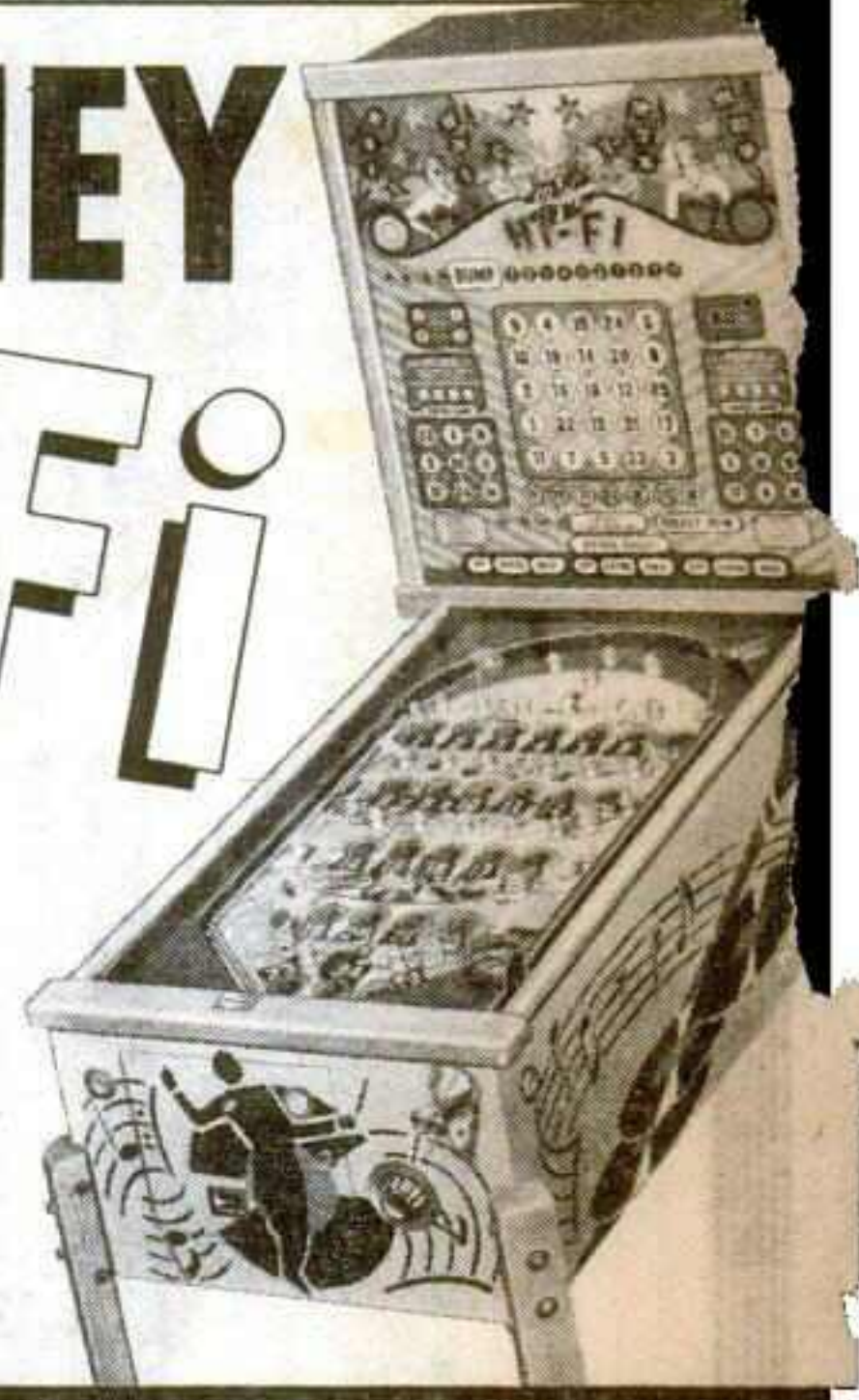
Light-up scores. Club-styled cabinet. Adjustable for 10 frames or 5 frames. 7-10 Pick-up. Last Frame Feature adjustable to allow player to keep shooting as long as he scores Strikes. Formica playfield. Giant pins. Hinged playfield, pinhood and doors. Quiet operation. Sturdy, trouble-free mechanism.

EARN MORE MONEY

WITH

Bally Hi-Fi

Famous IN-LINE Score Features plus exciting BUMP-FEATURE that allows player to bump or jiggle game without lighting "tilt" result in biggest earnings reported since days of BEACH CLUB. And Hi-Fi is actually beating BEACH CLUB records in many spots. Get your share... get Hi-Fi today!



Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

UNITED'S

BANNER

SHUFFLE ALLEY

Features Special, New Multiple Scores

NEW

NEW

<input checked="" type="checkbox"/> STRIKE	30	60	90	120	150	180	210	240	270	300	<input checked="" type="checkbox"/> STRIKE
<input checked="" type="checkbox"/> SPARE	20	40	60	80	100	120	140	160	180	200	<input checked="" type="checkbox"/> SPARE
FRAMES 1 2 3 4 5 6 7 8 9 10 FRAMES											

TENTH FRAME FEATURE

CAN SCORE 900

MASTER FRAME

- SCORE 1000
- SCORE 500

REGULATION 1 TO 9 AND 20-30 SCORING

FAMOUS TRIPLE MATCH FEATURE

Available in 10¢-3 for 25¢ Models

KING-SIZE, FAST RE-SET BOWLING PINS

24 BIG, BOLD SCORING REGISTERS
4 FOR EACH PLAYER

ONE TO SIX CAN PLAY

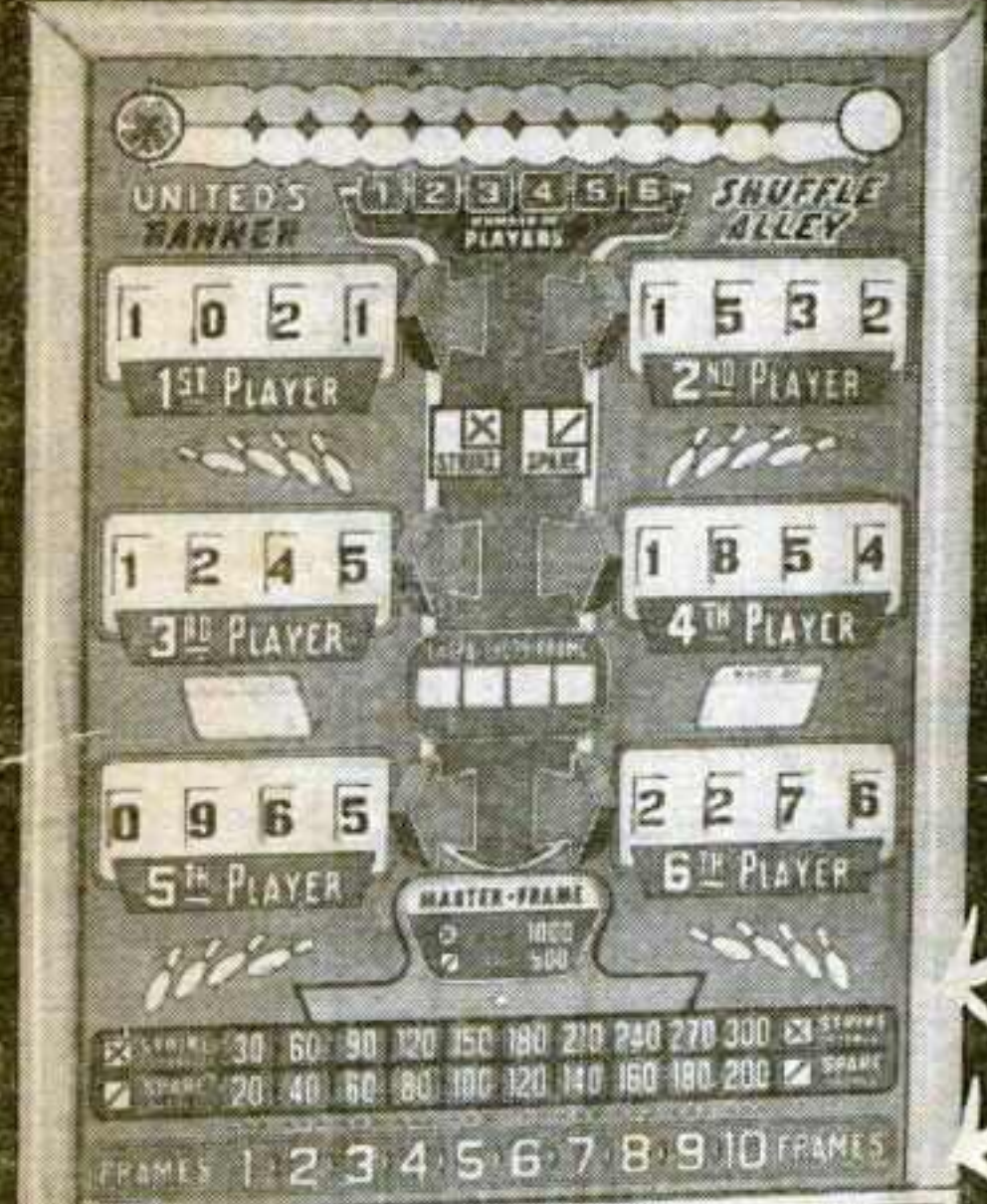
Equipped with United's
Famous E-Z Service Features

TWO SIZES:
8 FT. BY 2 FT.
9 FT. BY 2 FT.

**SEE YOUR
DISTRIBUTOR
NOW!**

United's SPEEDY Shuffle-Alley
has all the features of BANNER
except Triple Match Feature

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



SEE
**UNITED'S
NEVADA**
FAST ACTION
IN-LINE GAME

UNITED'S
DeLuxe
JUNGLE GUN
WITH
MATCH-A-SCORE
Feature

NOW AT YOUR
DISTRIBUTOR

IT'S HERE! THE DISTINCTIVE, NEW

Select-O-matic

Announcing the most beautiful, most complete and finest performing music system ever offered the coin-operated music industry . . . it's the new Select-O-Matic "100"! Seeburg sets the style trend again . . . it's the "bandshell" . . . strikingly beautiful and so refreshing because it's so distinctive. There's nothing to compare!

**PLUS FULL-SPECTRUM HIGH FIDELITY AND
OMNI-DIRECTIONAL SOUND**

See our other two-page advertisement on pages 88 and 89 in this issue for further details.



America's finest and most complete music systems

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

