

The Billboard

AUGUST 28, 1954



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

Days to Come: Put a Nickel in the Grocer

Growing Outdoor Vending Industry Looks To Automatic Stores Selling All Staples

By BOB DIETMEIER

CHICAGO, Aug. 21. — A large rectangular box—big enough for a man to walk around in—is revolutionizing America's shopping habits.

Already, the "box" or outdoor vending station is making it easier, quicker and cheaper for the nation to shop. Placed at convenient outdoor locations, the stations automatically dispense goods to take home around the clock—at the drop of a coin.

These outdoor automatic selling machines are enjoying an unprecedented growth. Although only such items as milk, ice, coal, charcoal and fuel oil are so far being sold in major quantities, the day is at hand when they will become automatic grocery stores, selling staples of all kinds.

Only recently an inventor in Minneapolis was denied food licenses by the City Council for an outdoor vending station—which is in fact an automatic grocery, automatically selling a dozen grocery staples—on the grounds that such a device might drive grocers out of business.

Idea From Europe

The idea of a machine automatically dispensing goods outdoors is not new. Retail stores in Europe and in Scandinavia have used outdoor automatic machines for years as a means of staying open around the clock.

But it is rapidly being developed into a major marketing medium in the U. S., where already country cousins of the big "box," in the form of smaller outdoor machines, are automatically selling a variety of merchandise ranging from eggs to fish bait.

Already there are two smaller outdoor relatives which are proving volume contenders in automatic selling: A machine dispensing six-bottle cartons of soft drinks, and one vending pint packages of ice cream.

But milk has gotten the biggest play in outdoor vending via stations in the U. S. so far. In just a handful of years, the stations have grown from a drawing-board idea to a major factor in modern-day milk merchandising.

Cow to Carton

The up-to-the-minute trend to automatically sell was picked up by a dairy farmer in Kansas City, Mo.—Ezra Knaus, Green Lane Farm—who sells his entire 60-head herd supply thru 60 milk vending machines he operates—a rare case of milk being produced, processed and retailed by one operator. And retailed automatically, at that.

Cold Hands Run Vender

NEW YORK, Aug. 21.—Not all vending machines work automatically all the time. One hot, humid Sunday this summer an employee of a local lumber yard that also operates an ice vending machine found it too uncomfortable to spend his off-day fishing or even listening to the ball game.

He retired inside his "Automatic" ice box, tuned in the Dodgers on a portable radio and operated the machine manually. Happily surprised customers got the latest score along with their 50-cent package of ice. And the operator had a pleasant Sunday afternoon.

TV TO SPLASH FALL VIEWERS WITH STARS

NEW YORK, Aug. 21.—TV audiences are in for a season of stars, the like of which they have never seen before. Among the new ones to be signed this week are Ginger Rogers, James Mason, Monte Woolley, Fred Astaire, Jane Wyman, Joseph Cotten, Henry Fonda and Barry Fitzgerald. Two new names among the creative fraternity are Gordon Jenkins and Hal Kanter who have written the book and music for the initial show on the Chrysler series on CBS-TV.

Miss Rogers will replace Mary Martin in "Tonight at 8:30," the debut program in Leland Hayward's Monday night spectacular on NBC-TV. Another treat will be Ethel Merman doing the role she created on Broadway in "Panama Hattie." She will appear on the monthly Westinghouse show over CBS-TV, as will Monte Woolley who will essay the same role he created both on Broadway and in Hollywood in "The Man Who Came to Dinner."

Mason will be the host on the Lux Video Theater. Astaire, Jane Wyman, Fitzgerald, Cotten and Fonda will be starred in the big-budgeted General Electric Sunday night series.

Sponsors See Spots Before Their Eyes (Jingle-Type, That Is)

Video Boosts Musical Commercial Industry Into Multi-Million Bracket

BY JUNE BUNDY and JOEL FRIEDMAN

HOLLYWOOD, Aug. 21.—A few years ago the musical jingle was generally regarded by agencies and radio advertisers as a rather raffish means of spot-selling everything from beer to bubble gum in the popular-priced merchandise line, while manufacturers of quality (i.e. expensive) products looked upon the jingle with an emotion closely akin to revulsion.

With the advent of television, however, the jingle acquired production polish and increased stature in the industry, with the result that today it is a highly respected multi-million dollar business, catering to such eminently respectable clients as General Tire, The American Gas Association and the U. S. Treasury.

Radio Market

Altho the current jingle boom was primarily influenced by the tendency for sponsors to place

the bulk of their advertising budgets in TV, the musical commercial boys have paradoxically benefited in radio as well. The diminishing national radio market signaled a greater use of spot-buying by national advertisers, (with the established music and news stations coming in for a heavy slice of this diverted budget allocation) and accordingly more and more jingle usage.

Many Slices

The jingle industry's multi-million dollar melon is cut up by the audio recording outfits, TV film commercial producers, freelance songwriters, the American Federation of Musicians, talent (a singer can realize as much as \$10,000 from one spot) and a small but elite circle of firms which specialize in the production of "musical commercials," an expression they believe better suited to their new-found eminence than the much maligned "jingle."

Song Ads, Inc., here is the only major jingle outfit on the West Coast, since most of the musical production firms headquarter in New York, where the field is dominated by Goldswan Productions, Phil Davis Musical Enterprises (Johnson's Wax), Ginger Johnson (Pepsi-Cola) and Andy Love (Wheaties). Other New York outfits include Lanny and Ginger, The Scotts, Gordon Day, Margaret Johnson, Basch Radio and TV Productions and George Nelson, Schenectady, N. Y.

Top Brass

Gross annual billings for some of the larger firms well exceed \$100,000 each. In the main, their top brass are either professional songwriters or veteran musicians. Song Ads, Inc., here for instance, is headed by Bob Sande, who has played with many name bands; songwriter-singer Del Porter, a Spike Jones alumnus, and Larry Greene, for many years arranger-accompanist for such name performers as Martha Raye and Dean Martin.

Organized in 1951, Song Ads has fashioned jingles for Paper Mate Pens, Listerine, Zenith Television, Carnation Milk and Rybutol, among others.

One of the most active firms is Goldswan, which was formed only last January by two veteran jingle men, Bob Swanson and

(Continued on page 10)

NEWS OF THE WEEK

Falstaff Beer to Finance Its Own TV Film Series Production . . .
Latest major sponsor to decide on financing its own TV film production is Falstaff Beer. Its agency, Dancer-Fitzgerald-Sample, is working on a property which would be jointly owned by the sponsor and a producer, with both splitting syndication profits on sales made outside the territory covered **by the beer company. Page 2**

TV Film Industry Sees Britain As Growing Important Market . . .
The TV film industry is showing growing interest in Britain as a market. The approval of a commercial channel there is the main attraction. **Page 4**

Capitol to Be Housed in World's First Round Office Building . . .
What is believed to be the first circular office building ever erected is going up in Hollywood as the headquarters of Capitol Records. The 13-story edifice, a \$2,000,000 investment for the record label, is expected to be ready in a year. **Page 55**

Recording Firms This Year Will Pour \$2,500,000 Into Trust Fund . . .
By the end of this year the record and transcription firm signatories to the Music Performance Trust Fund agreements are expected to contribute over \$2,500,000 to the Fund. Total contributions made since 1949 may reach \$11,500,000. **Page 55**

"Madame Butterfly" Becomes Court Issue in London Records Suit . . .
A claim by London Records that its recording of the Puccini opera "Madame Butterfly" was dubbed by Eli Oberstein's Royale and Gramophone Records figured in a court action this week. **Page 56**

New Phonograph Line to Feature Hues Matching School Colors . . .
Portable phonographs in color combinations to match official college colors are being marketed this season by King Records, independent record manufacturing firm. **Page 62**

Performer Union's Eastern Head Wants Parent Body to Take Over . . .
AGVA Eastern head demands that the Four A's take over the affairs of the performers' union. At the same time charges are leveled at AGVA national heads charging them with "anti-labor" practices. **Page 80**

Eisenhower Makes Second Fair Appearance in Iowa Aug. 30 . . .
President Eisenhower, probably the most fair-conscious of Chief Executives, will make his second appearance at a fair in two weeks August 30 at the Iowa State Fair, Des Moines. His first, Thursday (19) drew a record-breaking 225,000 people at the Illinois State Fair, Springfield. **Page 84**

Midwesterners Pack Big Fair Despite Drought, Heat Wave . . .
Drought stricken Missourians thronged to the Ozark Empire Fair at Springfield, Mo., last week despite five straight days of temperatures over 100 degrees. Water is trucked in for the event. **Page 90**

Two New Juke Box Models On Market This Week . . .
Two juke box manufacturers bow new hi-fi models: J. P. Seeburg Corporation, with a five-speaker omni-directional sound, 100-selection model; Rock-Ola Manufacturing Company, with a 50-selection unit. **Page 114**

DEPARTMENTS AND FEATURES

Amusement Games . . . 109	Letter List . . . 106
Barlesque . . . 82	Magic . . . 87
Carnival . . . 92	Merchandise . . . 104
Circus . . . 102	Music . . . 13
Classified Ads . . . 107	Music Charts . . . 66
Coin Machine Market . . . 125	Music Machines . . . 114
Coming Events . . . 86	Parks & Pools . . . 89
Decca Record Section . . . 13	Pipes . . . 105
Drive-In Theaters . . . 101	Radio . . . 9
Fairs & Expositions . . . 90	Rinks . . . 101
Final Curtain . . . 23	Roadshow Repertoire . . . 101
General Outdoor . . . 84	Routes . . . 88
High Fidelity . . . 62	Talent Review . . . 80
Honor Roll of Hits . . . 66	Television . . . 9
Legitimate . . . 81	TV-Film . . . 2
Legit Routes . . . 81	Vending Machines . . . 110

Starting on Page 13 A Special Section Commemorating DECCA RECORDS' 20TH ANNIVERSARY

Amusem't Bills Lost in Rush

WASHINGTON, Aug. 21.—Lost in Congress' last-minute rush to adjourn so that lawmakers can start their campaigning in earnest is a mass of amusement industry legislation, some of which will be revived next year.

In the scrap heap is the McCarran Bill to extend copyright royalties to juke boxes. Altho strong efforts were made during the past session to have this bill reported for floor action, it died in the Senate Judiciary Subcommittee on Copyrights, Patents and Trade-Marks following several days of hearings.

Abandoned just as it was about to be reported for floor action was

(Continued on page 10)

Falstaff Mulls Advantages Of Co-Ownership Film Deal

Would Pay Print Costs, Get First Market Rights and Share Residuals

NEW YORK, Aug. 21.—Falstaff Beer this week had its ad agency, Dancer-Fitzgerald-Sample, working on a co-ownership TV film production deal by which Falstaff would pay complete negative of the series.

D-F-S already has been in negotiation with several top production companies for such a deal, which would be very similar to the arrangement between Lever Brothers and Gross-Krasne on "Big Town."

which now is getting its second network play.

There are many reasons why sponsors who were interested in financing a film ultimately backed off. One is the heavy capital required, with negative costs of \$20,000 a week for 39 weeks totaling over \$750,000.

Could Recoup 100%

On the other hand, a corporation can justify its entry into film financing on the grounds that ultimately the entire advertising project can cost it practically nothing.

(Continued on page 8)

New Cummings Series Bought By Camel Cigs

NEW YORK, Aug. 21.—R. J. Reynolds Tobacco Company is reported to have bought the new Robert Cummings vidfilm series this week from McCadden Productions for Camel cigarettes.

The deal has stirred considerable interest, because while many bankers have considered entering into such an arrangement, few actually have done so.

Lever Brothers takes one-third of United Television Programs' syndication revenue on "Big Town—Heart of the City."

McCadden Production is owned jointly by George Burns and Cummings. The program is a situation-comedy.

Eastman May Spot-Book 'Norby' Color

NEW YORK, Aug. 21.—The first vidfilm series to be shot entirely in color in the East, "Norby," will probably be spot-booked by its sponsor, Eastman-Kodak.

"Norby" stars David Wayne in the role of a small time banker. It will be filmed entirely on location.

SAVIN ON EXPANSION

'Film & Syndication Are TV's Only Areas'

HOLLYWOOD, Aug. 21.—Lee Savin, executive vice-president of United Television Programs, in describing film as a medium and syndication as a vehicle, said they are the only places where television can expand.

"Television film," claimed Savin, "gives an advertiser the highest ratio of sales per TV dollar spent. Syndication gives every sponsor—local, regional or national—an opportunity to get his share of the tremendous amount of impulse purchases that occur in mass purchasing outlets."

market basis. TV film and syndication are obvious answers to secure these sales."

Savin emphasized the differences in the job of a TV film distributor and a motion picture film company, and the important factor that all television is local.

Meet was presided over by the association's president, Ronald Olney, of the W. J. German Company.

VIDPIX FIRMS PAY 5% BITE

NEW YORK, Aug. 21.—One sign that TV film producers are facing up to the continuance of the 5 per cent music levy is that some of them have been paying the Music Performance Trust Fund on production done since February 1, 1954.

TEST FOR 'IMPACT'

NTA to Try Hour-Long Syndicated Pix Series

NEW YORK, Aug. 21.—National Telefilm Associates is going to try to break open the hour-long market for syndicated TV film with a new series titled "Impact."

A few feature films have been edited for hour slotting—the "Vitapix Feature Theater," for instance—but few film buyers have wanted them this way.

The "Impact" show is being put together by Herbert Bregstein, head of Defense Film Corporation, out of a selection of films produced in recent years.

So far Bregstein has delivered 13 stanzas to NTA. He has another 13 in the works. The running time on each is 54 minutes.

has run theatrically, but practically all of it is new to TV. The Academy Award winning "Target for Tonight," documentary on a British bombing raid in World War II, has been integrated into the "Impact" segment titled "Target."

Bregstein is a theatrical film distributor. NTA distributes a number of feature films that he owns.

'Three Lives' Keeps 97 Per Cent of Markets for Second Year's Series

NEW YORK, Aug. 21.—Ziv-TV's "I Led Three Lives" has been renewed for a second year in 13 markets, or 97 per cent of all markets in which the show has been carried the first year.

New sales on the property this week brought the total number of markets to 178. Among this week's sales are Griesedieck Beer in Springfield, Ill. and Cape Gir-

ardeau, Mo., and Phillips Petroleum in Harlingen and Welasco, Tex.

The "I Led Three Lives" show has resulted in a heavy upbeat of lecture calls for Herbert A. Philbrick. The series is based on Philbrick's experiences as an FBI counterespionage agent in the U. S.

THE BILLBOARD SCOREBOARD

Top 25 Non-Network Vidfilms and Their Pulse Multi-Market Ratings

This monthly feature of The Billboard's TV Film department shows the relative standing of the 25 top-rated TV Film series sold on a regional or national-spot basis.

The H.U.T. column shows the percentage of TV homes using television during the period when each program was airing and represents the total amount of TV viewing of all stations in the combination of markets showing the film.

For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Table with 5 columns: Rank Order, Title & Distributor of Series, Avg. July Rtg., and Avg. H.U.T. Lists top 25 non-network vidfilms.

THE BILLBOARD SCOREBOARD

Top Ten Network Film Shows and comparative rank among all web shows

This feature, which runs once a month in The Billboard's TV Film department, shows the relative standing of the top 10 film shows telecast on a network basis.

Table with 6 columns: Rank Among Web Film Shows, Rank Among All Web Shows, Program, Web, and July ARR Ratings. Lists top 10 network film shows.

RIN TIN TIN FOR TAT

ABC's Dog Show To Even CBS Score

NEW YORK, Aug. 21.—CBS-TV's coup in pulling "Halls of Ivy" away from ABC-TV by bringing Nabisco into the show as co-sponsor was matched this week by ABC-TV's latching on to Nabisco's "Rin Tin Tin" series for its Friday night 7:30-8 p.m. time slot.

CBS-TV originally hoped to get the doggie show, produced by Screen Gems, for its Sunday 4:30-5 p.m. period. Nabisco, however, decided ABC-TV's Friday night period looked like a better bet.

What's made ABC even more anxious to pull the "Rin Tin Tin" series into the Friday night pe-

riod is the fact that the web is still smarting from General Mills' withdrawal of its June Havoc show in that same Friday-night period in order to bring it over to CBS-TV.

The Friday night 7:30-8 period is considered a good spot for the "Rin Tin Tin" show on the basis of how "Lone Ranger" is doing in the same time period Thursday nights.

If ABC is unable to clear enough stations to satisfy Nabisco, the bankroller is reportedly ready to consider slotting the show on NBC-TV Sundays, 5:30-6 p.m., on a three-week-out-of-four basis.

Vidfilm Series Offered Borge

NEW YORK, Aug. 21.—MCA-TV has offered to finance a Victor Borge one-man vidfilm series. Borge, currently appearing on Broadway in his own one-man show, is considering the deal along with some other similar propositions which have been submitted to him.

11 New Sales Put 'Corliss' In 81 Markets

NEW YORK, Aug. 21.—Ziv-TV wrapped up 11 more markets for "Meet Corliss Archer" this week, bringing the show's total spread so far to 81 cities. Sales this week put the situation comedy in Detroit under co-sponsorship of the Standard Federal Bank and Verner's Ginger Ale, in Cleveland for Heckman's Biscuits and in Atlanta on a deal with WLW-A.

Nash Coffee, which has already signed for Sioux Falls and Fargo, S. D., is reported to have ordered two more markets. And in Huntington, W. Va., "Corliss" was sold to Broughton Farm Dairy.

A New York sale was rumored to be close this week.

Brands Buys ZaBach Film

NEW YORK, Aug. 21.—Standard Brands this week purchased the new Florian ZaBach vidfilm series from WPIX, here, for Tenderleaf Tea. The musical show, which is distributed and produced by Guild Films, will probably be slotted on Friday nights over that station, back-to-back with Liberace.

It is scheduled to debut sometime in late September. Compton is the agency.

Adams-Davis Set Packaging Outfit

NEW YORK, Aug. 21.—Don Davis has resigned as sales manager of Rockhill Productions to set up his own packaging outfit with Robert K. Adams, who had recently teamed up with Rockhill. The name of the new firm is Adams and Davis Radio and TV Productions. Its properties are "Time Will Tell," which is currently on Du Mont with Ernie Kovacs as emcee; "The Fredric March Theater," which is under option to Du Mont; "My Son Jeep," and "Keep Up With the Kids."

Davis had been with Rockhill a year and a half. Rockhill owns "Tom Corbett, Space Cadet."

SPOKANE TV Station Racks 120G In Pic Sales

SPOKANE, Aug. 21.—Summer-time for KXLY-TV has seen a continuing flow of new film sales to sponsors. Over \$120,000 in local billings was brought into the station during July and the first 10 days of August.

Among the film shows sold to local advertisers during this period are: "The Unexpected" to Spokane Venetian Blind, "City Detective" to RCA Dealers, "Badge 714" to Sleep E-Z Mattress, "Ramar of the Jungle" to Albertson's, and "Lone Wolf" to IGA Food Chain.

Additionally, GE Dealers came into the "Late Show" across the board, and Madren Brothers, the Studebaker dealer, bought into the show also.

The station is controlled by interests which own Flamingo Films. Dick Jones, formerly manager of WABD, New York, is vice-president and general manager of the station.

'Vitapix' Has 13 Installments Now Complete

NEW YORK, Aug. 21.—Burt Balaban, head of Princess Pictures, has been in town the past week, having completed production on the first 13 installments of the "Vitapix Feature Theater." The first 11 were produced in Munich, Germany. The last two were filmed in England.

Balaban said the main reason for the move was to get new faces and backgrounds into the series. But it was reported that the move was forced when new interests took over the Munich studios.

The 13 pictures are in theatrical distribution in England, Balaban reported. The first 11 are being handled by Exclusive Films, and the last two are being sold by Eros Films. Balaban said he'd been approached by a number of companies regarding theatrical distribution in the U. S. but has not yet talked terms with any of them. Vitapix Corporation has made over 65 TV sales on the 26-film series, including WCBS-TV here.

Balaban said he will return to Europe for further production next month. According to his present plans, his next venture after this series will be in a theatrical picture.

2 Sponsors' Buy Of Gen-Tele Features May Draw More In

NEW YORK, Aug. 21.—Two major advertisers jumped into the General Teleradio-WOR feature film camp this week, each assuming the dual role of sales ally as well as sponsor.

Liggett & Myers and Piel's Beer purchased part of the General Teleradio feature film package on WOR-TV, here. Each company is understood to have bought one-eighth of the package. The ciggie company, additionally, is reported to have tied in as bankroller of the package on KHJ-TV, Los Angeles. Chesterfield is the product it will advertise.

The decision by Liggett & Myers and Piel's to buy into the 30-film package, which is being programed as an across-the-board prime evening time show on both stations, is seen as providing the outlets with a strong sales point with which to convince other more bashful advertisers to sign on: the dotted line.

its two o&o's at the beginning of the summer. WOR-TV at that time decided to program the package for participating sponsorship rather than as a spot carrier.

The prestige of this week's sales will lead other advertisers into the WOR-TV and KHJ-TV feature fold, the stations hope. WOR-TV reportedly has two more sponsors that are hot after the package and expects to form one or both of them shortly.

Sales Point

The purchase by Liggett & Myers, one of the nation's top advertisers in two major markets, also gives General Teleradio Film division, which is distributing the package to other stations, a good talking point in its sales efforts. General Teleradio has already sold the package, which it bought from the Bank of America for more than \$1,250,000, to close to 30 stations.

WOR-TV, concurrently with this week's deals, decided to expand the showing of the feature from 14 times a week to 16. The station has been planning to show each film twice a night, 7:30-9 and again 10-11:30, seven nights a week. It now has expanded this schedule by adding a Saturday and Sunday 4:30-6 matinee showing each week.

Piel's and Liggett & Myers, as one-eighth bankrollers on WOR-TV, each get a one-minute commercial plus a billboard on each of the 16 plays of the film each week. Each sponsor reportedly is paying \$125,000 in program and time costs on the 30-week deal.

Date Set

The series goes on the air September 21 in New York under the

title, "Million Dollar Movie." It will be backed up by what is understood to be the largest consumer advertising campaign the station has undertaken for one of its shows.

WOR-TV, concurrently with the feature film sales, this week set its programing plans for the 9-10 p.m. slot separating the two feature film showings. On Mondays "Paragon Playhouse" will be seen at 9, followed by "Dangerous Assignment" at 9:30; on Tuesday it will be "Paragon Playhouse" and "Inner Sanctum," in that order; Wednesday, "Badge 714" and "Mr. District Attorney"; Thursday, "Paragon Playhouse" and "Captured"; Friday, "Captured," and Sunday, "Paragon Playhouse" and "Dangerous Assignment."

NBC Film Shows

The 9-10 programing schedule outlined above gets underway September 1. The only show sponsored thus far, in addition to "Mr. District Attorney," in the 9-10 p.m. period is "Badge 714," which Chesterfield again is bankrolling. Most of the shows are NBC Film division properties, which WOR-TV put on the air last season and recessed for the summer.

The station hopes, on the basis of its strong feature film programing, to attract sponsors to the 9-10 period in the same way it did Carter.

One of the interesting aspects of the situation is the fact that WOR-TV this fall will be an all-film station every night of the week from 7-11:30 p.m.

The 30-week feature film package fills the station's evening programing needs for the entire winter and brings it close to the start of next year's baseball season.

Billboard The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers
Roger S. Littleford Jr.
William D. Littleford

E. W. Evans Pres. & Treas.
K. Kemper Vice-Pres.
M. L. Reuter Vice-Pres.
Lawrence W. Gatto Secy.

Editors
R. S. Littleford Jr., Editor in Chief, New York
Lee Zhitto Indoor Editor, New York
Herb Dotten Outdoor Editor, Chicago
C. R. Schreiber, Coin Machine Editor, Chicago
Wm. J. Sachs, Exec. News Editor, Cincinnati
Paul Ackerman, Ass'te Indoor Editor, N. Y.
Robt. Dietzmer, Ass'te Coin Mach. Editor, Chi
Ben Atlas Chief Washington Bureau

Managers and Divisions
E. W. Evans Main Office, Cincinnati
K. Kemper Indoor Division, New York
M. L. Reuter Outdoor-Coin Machine Division, Chicago

Offices
Cincinnati 22, 2160 Patterson St.
E. W. Evans
Phone: DU'nbarr 6450
New York 36, 1564 Broadway
W. D. Littleford
Phone: PL'aza 7-2800
Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CE'ntral 6-8761
Hollywood 28, 6000 Sunset Blvd.
Sam Abbott
Phone: HO'lywood 9-5831
St. Louis 1, 390 Arcade Building
Frank B. Joerling
Phone: CI'hestnut 1-0443
Washington 5, 1426 G St., N. W.
News Bureau, Ben Atlas
Phone: NA'tional 8-4749

Advertising Managers
Outdoor-Merchandise
..... C. J. Latscha, Cincinnati
Indoor
..... Dan Collins, New York
Coin Machine Hilmer Stark, Chicago

Circulation Department
B. A. Bruns Cincinnati
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1954 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends, one year, \$6.50, and Vend, the monthly magazine of automatic merchandising; one year, \$4.

Vol. 66 No. 35

Adjacent Sale

Additionally, recognition of the powerful audience pull expected from the feature films is one of the factors which resulted this week in WOR-TV's sale of a half-hour time slot adjacent to the feature show. Carter Products bought the Wednesday night 9:30-10 time slot for its "Mr. District Attorney" stanza, which it is currently co-sponsoring on WCBS-TV with Krueger Beer. Whether Krueger will join Carter on WOR-TV is still undecided.

The several advertisers have been reportedly close to buying the feature film show on WOR-TV or KHJ-TV, Piel's and Liggett & Myers are the first actually to do so since General Teleradio turned the package over to

Loveton Sets Filming Of 2 Comedy Series

HOLLYWOOD, Aug. 21.—John W. Loveton, producer of the "Mr. and Mrs. North" films; who last week organized the Advertiser Television Program Service to handle syndication of the series, is preparing to film two new series to be distributed thru the newly formed sales organization. One will be a comedy-drama and the other pure comedy, Saul Krieg, of the Loveton Productions, declared. The comedy-drama

property has previously been in both theatrical film and book form, he said, and a cast is now being lined up.

Advertiser Television Program Service will handle sales to networks as well as syndicated sales, Krieg stated. No decision has yet been made as to what form of distribution will be used for the two planned series.

Shooting of 26 new films for the "Topper" series, a Loveton-Schubert production being telecast over CBS began Monday (23) at M-G-M Studios. The first of the new films will go on the screen October 8. A production schedule of three months has been set up for the 26 flicks.

The entire total of 57 half-hour "Mr. and Mrs. North" programs are available for syndication. KTTV in Los Angeles and WGN-TV in Chicago are the first two stations to be signed up.

There will definitely be more "Mr. and Mrs. North" programs filmed, Krieg stated, but production is not scheduled until next year.

Newly formed ATPS is under the general management of Maurie H. Gresham. Charles C. Alsop has been named Western sales manager. Headquarters of the company are at 9100 Sunset Boulevard, Hollywood, and branch offices are expected to be opened in New York and in the South shortly.

Goodwill TV Pic to Nippon

WASHINGTON, Aug. 21.—The use of TV film for conveying international goodwill messages will be inaugurated Sunday (22) when a special TV film, prepared by the U. S. Information Agency, will be featured during the celebration of the first anniversary of telecasting by the Nippon Television Network of Japan.

The film highlights a message by USIA director Theodore S. Streibert in which he conveys the good wishes of the American television industry to Japanese telecasters and predicts the coming of global TV "when television will make it possible for every nation to become next-door neighbors."

The USIA is shipping the Nippon Network a number of regular TV film episodes to show during the anniversary weeks. Among them are Guild Film's "Liberace" and "Joe Palooka."

TV Tint Pic on Shrimp

WASHINGTON, Aug. 21.—The U. S. Fish and Wildlife Service is planning to release a 16mm. color film on the shrimp industry late next month in time to create greater consumer demand for this season's catch. The film, entitled "Shrimp, Please," shows Gulf of Mexico shrimping operations, canning, breading, drying, freezing and preparation for the dinner table, and has a running time of 18 minutes. Prints of the film will be available on a loan basis for TV showing.

UNLIMITED HEADACHE

Arrow Deal May Find 'Ramar' on 2 Stations

NEW YORK, Aug. 21.—WPIX here will begin running "Ramar of the Jungle" six days a week beginning September 20, thus finally taking full advantage of the unlimited-play deal it got from Arrow Productions before Television Programs of America took over the show a year ago.

But WPIX's rights are only to the first 26 segments of "Ramar." The station has been negotiating with TPA for some time for the second group of 26 episodes, but so far they have not been able to come to terms.

Meanwhile, TPA is reported to be close to a New York sponsor deal for the second 26, probably to go on a station other than WPIX. The WPIX contract is believed to have about another four or five months to go yet. Conceivably, then, "Ramar" may be running on two stations here at once. TPA is believed to feel

that the WPIX exposure is a healthy thing for the remainder of the series.

WPIX has been running "Ramar" 6 p.m., Saturday, sponsored by Good and Plenty Candy, which has bought the show directly from TPA for a few other cities. It also ran alternate Sundays on WPIX. Before TPA, Arrow made about six unlimited-play deals on "Ramar." TPA frowned on such contracts and has tried to re-negotiate them.

Mercury Intl. to Add Sound Stage In Expansion Move

HOLLYWOOD, Aug. 21.—Mercury-International will add another sound stage to its present studio facilities, according to Virgil E. Ellsworth, president of the firm. Construction is in line with M-I's current expansion program to provide additional space for the production of video films, in addition to its current schedule of commercial spots, the Tim McCoy show and industrial films.

Mercury-International also plans on the production of at least two theatrical features during the next 12 months, having recently completed "Fresh From Paris" for Bernard Tabakin's Ohio Productions.

MCA-TV Pushes 'Dragnet' For Sales Outside the U. S.

NEW YORK, Aug. 21.—MCA-TV has been giving a big push to the sale of "Dragnet" outside the boundaries of the U. S. Inside the U. S. the first run, of course, is on NBC-TV sponsored by Chesterfield, and the re-runs are distributed by the NBC Film division as "Badge 714." But since acquiring ownership of the property, MCA-TV has itself been moving the show into other English-speaking areas.

The sale to the Canadian Broadcasting Corporation last month is probably the largest single TV film deal ever made in Canada. The CBS has it on a two-year deal. The first year's spon-

orship will be Johnson's Wax and Elna Sewing Machines, alternate weeks. The sponsors are planning to exploit the show at the Canadian National Exposition and to stage tie-in promotions with the opening of the "Dragnet" motion picture in Canada. CBS has slotted the show Monday, 9 p.m., beginning September 6.

David Sutton, head of MCA-TV, just returned from a trip to Europe, during which he opened negotiations for the sale of "Dragnet" to the British Broadcasting Corporation.

MCA-TV has also sold the show to KONA, Honolulu, and KRIA, Anchorage, Alaska.

Owl May Buy 'Call the Play'

NEW YORK, Aug. 21.—White Owl Cigar was reported to be on the verge of a regional buy of "Call the Play," a baseball-quiz series produced by Leonard key. The show is handled by Station Distributors.

White Owl's agency is Young & Rubicam.

FILM ACCENT ON ENGLAND

Brit. Sales Potential Waxes As Continent and L-A Wane

NEW YORK, Aug. 21.—The TV film industry's current perspective on its foreign sales potential is headed by a growing interest in Britain, while the rest of Europe and the Latin-American market lags behind.

The steady development of Britain as a market for U. S. shows, meanwhile, appears to be breaking down the long-standing resistance of U. S. sponsors and labor to film series produced in Britain. The main cause of this reconciliation is the approval of a commercial TV network for Britain.

Also it is still uncertain when the programers of this second British channel will begin to buy U. S. shows, and how much, it definitely spells an expanded market. Meanwhile, the staid old British Broadcasting Corporation has bought no less than seven American film series in the past few months and is currently negotiating for more.

In Hollywood this week a representative of British film labor, Tom O'Brien, told the AFL Film Council that any attempt it made to stop sponsorship of British-made TV film here would result in a reciprocal boycott. In the main such a boycott would hit the showing of American movies in British theaters, but it undoubtedly would also cut in on the TV market there.

Shows for U.S.

The BBC office here in New York appears to be about to take part in arranging for the distribution of British shows here. It was reported to have scheduled the screening of a kiddie show, "Andy Pandey," for some New York distributors on Monday.

A couple of distributors have recently hopped over to London to eye the situation for themselves. One of them was David Sutton, head of MCA-TV. He said that altho commercial TV there will develop slowly, now is

the time to start expanding sales representation there.

The commercial channel is not due to go on the air for another year. Initially it will broadcast only three to five hours a day. The time will be controlled by two or three program contractors. In talks with industry and government leaders in Britain, Sutton found some pessimism about commercial video. He said some of them expect difficulties in getting material to build the stations. TV sets now in circulation will not be able to get the second channel without converting for from \$15 to \$50. Further, a change in the political situation in the 1956 elections could wipe out the entire venture.

Business Eager

On the other hand, the British business is eager to get its message on TV, according to Sutton. "Many British advertising budgets are currently as much as 35 per cent underspent," he said.

It is still indefinite how much American product the new channel will be able to take on. The

law says that a "proper proportion" of the filmed and transcribed material must be of British origin. Just how much this means will probably have to be decided by the Independent Television Authority

While in London, Sutton pushed sale of "Dragnet" to the BBC. MCA-TV has already sold two series to the BBC—"Famous Playhouse" and "I'm the Law." Other film series that have been sold to the BBC in recent months are Ziv's "Cisco Kid," John Nasht's "Orient Express," Official's "My Hero" and CBS Film's "Files of Jeffrey Jones" and "Crown Theater."

While the AFL Film Council has been vainly trying to stifle import of British TV film, labor interests in Britain have for some time been trying to get a ceiling or possible program import for British TV. An amendment to the commercial TV law specifying 80 per cent British program was killed in favor of the "proper proportion" wording.

'Blinkey' to Get Free Premium, Sales Push

NEW YORK, Aug. 21.—Blinkey Productions is about to launch a renewed sales effort on its half hour kiddie-puppet show, "The Adventures of Blinkey." The new drive on the half hour TV film series comes simultaneously with the unveiling of the 15-minute radio version of the show.

The drive is being backed up with an impressive free premium campaign for all sponsors. Murray King, exec vice-president of the Blinkey operation, intends to put on three or four regional salesmen outside New York within the next month or so.

The new effort follows the conclusion of sponsorship by American Maize Products in 24 markets for Amazo Instant Dessert.

The Amazo ride began in January of this year. King has already begun production of another 26 episodes. A possible renewal by Amazo fell thru when the sponsor asked for a reduced number of markets.

April Ratings

In April, "Blinkey" pulled in ratings ranging from a low of 5.4 in New York to 10.2 in Philadelphia, 8 in Detroit, 10.4 in Denver, 8.4 in Los Angeles, 22.5 in Providence to a high of 39 in Johnstown, Pa.

The producer is now offering all sponsors 1,000 Blinkey Adventure Club kits and 1,000 Blinkey rings at no extra cost. It is further offering sponsors a selection of four other self-liquidating premiums: a pen, a T-shirt, a set

of 12 four-color trading cards and a set of balloons.

King is also offering to shoot three three-minute commercials featuring the show's live stars, Michael Mann and Karen Wolf, with Doris Do aldson as hostess for a flat total of \$4,500. The commercials, like the show itself, will be shot in Kodachrome, and the sponsor will have unlimited use of them as spots.

Amazo drew a tremendous response on two premium offers during its ride on the show. In 23 of the 24 cities the Blinkey ring was offered for 25 cents and a box top. It was pitched in two mid-show commercials, followed by a brief reminder the third week. This campaign drew 16,482 responses in the course of seven weeks.

Ring Campaign

The ring campaign was followed by a pitch and a reminder for the Blinkey Adventure Club, available for a box top only. This drew over 21,000 responses.

The Adventure Club is a packet consisting of a drawing of Blinkey, a membership certificate, a membership card, a good health chart and a good manners chart.

The president of Blinkey Productions is Dr. Lucille Emerick, child psychologist, who created the character and scripts the fantasies. She also narrates the new radio show on which 26 tapes are completed and another 26 in the works.

Ohio Oil Buys 'Secret File'

NEW YORK, Aug. 21. — Ohio Oil this week bought "Secret File, U.S.A.," the Robert Alda vidfilm series, from Official Films for 12 Midwest markets. Among the states in which the property will be telecast by Ohio Oil are Indiana, Illinois and Ohio.

The cloak and dagger series is now showing in 48 markets, including New York, Los Angeles, Minneapolis and Nashville.

Price to Direct Galahad Series

NEW YORK, Aug. 21. — Will Price this week was signed to direct "Homer Bell" for Hi Brown's Galahad Productions. The situation-comedy is being distributed by the NBC Film Division. Price wrote and directed "The Search," and before that directed numerous Hollywood features.

Jane Moultrie has been signed for one of the featured parts in the vidfilm series, which stars Gene Lockhart.

THE BILLBOARD SCOREBOARD

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

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

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

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

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

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

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

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

LOS ANGELES 7 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Sign-On to 7 p.m.—Monday Thru Friday, including 'The Beulah Show' and 'Ramar of the Jungle'.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Sign-On to 7 p.m.—Saturday and Sunday, including 'Wild Bill Hickok' and 'Sports Spotlight'.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs from 7 p.m. to Sign-Off—Monday Thru Sunday, including 'Badge 714' and 'Waterfront'.

(Continued on Page 6)

Movielab Pix Adds Space

NEW YORK, Aug. 21.—Movielab Film Laboratories, Inc., has completed negotiations to take over a second floor of its building for the housing of color processing equipment. This will enable Movielab to get into Eastman negative-positive work.

Until now Movielab's color work has been confined to Kodachrome. Saul Jeffee, head of Movielab, said they will have the new floor operating by the first of the year with three developing machines. Movielab's color work is done under the subsidiary title, Rainbowlab, Inc. The firm now occupies the complete eighth floor of 619 West 54 Street. The expansion will be either to the seventh or ninth floor.

INSTALLMENT VIDEO

Maine Station Does OK With Novel Plan

NEW YORK, Aug. 21. — Most TV film distributors here appeared dubious about a project presented this week by one station for selling time on the installment plan. Leon Gorman Jr., manager of WABI and WABI-TV, Bangor, Me., revealed here that he has been doing installment selling on an experimental basis since the beginning of this year. It is believed to be the first formal attempt at this in the broadcasting business.

WABI has carried out the plan with eight regular local clients, and, according to Gorman, the results have proven encouraging. He expects the station will open it to all comers in the near future.

Gorman pointed out that the installment plan not only gives the station a come-on for clients, but keeps a regular supply of cash in the station's treasury for TV film buying, gaining it discounts on that end.

He conceded that the plan only made sense for seasonal type advertising. It allowed the advertiser to spread out over a year's time his payment for a short, intensive campaign. The client then pays for the advertising after it has paid off. Gorman said he thought that most advertising is year-round, and that consistency was the most important attribute.

One of the eight participants in the WABI plan, an appliance store, is sponsoring a film series. The show is Liberace, which the station sold on a 26-week contract. The sponsor is paying for it in 52 weekly installments.

The Merchants National Bank of Bangor is financing the WABI plan, with a \$100,000 line of credit. The bank makes the collections, after transferring the amount of sale—minus 4 per cent interest—to WABI.

We are grateful to
BILLBOARD
and all those who voted for
the many honors awarded to
“MAKE ROOM FOR DADDY”

*Danny
Thomas*

This One



T85R-FT2-HU4R

INTERSTATE TV'S "DOUGLAS FAIRBANKS PRESENTS" WINS BILLBOARD AWARD AS BEST SYNDICATED DRAMA SERIES!



D. Fairbanks Nominations
Sponsors, Agencies and Stations Pile Up Votes for Interstate Films

In an exceedingly close race, "Douglas Fairbanks Presents" won first place as the best non-network dramatic film series in The Billboard's Second Annual TV Awards. The series is now being sold in four markets in the East under the title "Paramount Playhouse," and the second under its original title by Interstate TV. The votes, however, are for the latest version of the series which is now sponsored by Rheingold beer in four markets in the East and about eight markets in the West. Rheingold, incidentally, paid \$10,000 for the few Eastern spots. In the West, only one point behind...

THAT SPARKLING
NEW SERIES THAT'S
WINNING HONORS FOR ITSELF...
WHILE WINNING
RECORD RATINGS FOR
ITS SPONSORS!

...AND INTERSTATE WINS TWO
OTHER BILLBOARD AWARDS...

**"The AMAZING TALES OF
HANS CHRISTIAN ANDERSEN"**
(2nd Place Among Syndicated
Shows for Children)

**"THE ETHEL BARRYMORE
THEATRE"**
(6th Place Among Syndicated
Dramatic Series)



NEW YORK: 1560 Broadway Plaza 7-3070 • CHICAGO: 1250 S. Wabash WAbash 2-7937 • HOLLYWOOD: 4376 Sunset Drive NOrmandy 2-9181
CLEVELAND: 1268 Winston Rd., S. Euclid, O. EVergreen 1-0531 • ATLANTA: Room 401 Georgia Savings Bank Bldg. LAMar 2036 • DETROIT: 2310 Cass Ave. WOODward 1-2992
DALLAS: 304 S. Harwood St. PRespect 1658 • DES MOINES: 1115 High St. Phone 3-4117 • IN CANADA: Sterling Films, Ltd. Toronto King Edward Hotel • Canada

THE BILLBOARD SCOREBOARD

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

Continued from page 6

Table with columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for Art Linkletter and the Kids, Fulton Lewis Jr., Johnny Jupiter, and various 7 p.m. to Sign-Off programs.

MILWAUKEE 3 STATIONS

Table for Milwaukee stations: Sign-On to 7 p.m.—Monday Thru Friday, listing programs like Superman, Range Rider, and Front Page Detective.

Table for Milwaukee stations: Sign-On to 7 p.m.—Saturday and Sunday, listing programs like Cisco Kid, Wild Bill Hickok, and Cowboy G-Men.

Table for Milwaukee stations: 7 p.m. to Sign-Off—Monday Thru Sunday, listing programs like Led Three Lives, Racket Squad, Mr. District Attorney, and others.

ATLANTA 3 STATIONS

Table for Atlanta stations: Sign-On to 7 p.m.—Monday Thru Friday, listing programs like Ramar of the Jungle and Little Theater.

Table for Atlanta stations: Sign-On to 7 p.m.—Saturday and Sunday, listing programs like Annie Oakley and Hollywood Off Beat.

FESTIVAL

WGN-TV Film Draws Adv. Trade

CHICAGO, Aug. 21. — WGN-TV's Third Annual Fall Film Festival last week drew more than 200 advertisers and agency execs to the station's audience studio to view the fall fare in TV films.

The station showed excerpts from 30 of the best and newest TV films in two sessions, one in the afternoon and the other in the evening. Elizabeth Bain, film director for WGN-TV, and her staff screened more than 60 shows and edited 30 of them into 5 and 10-minute capsules for the execs, who are in the process of selecting programs for fall sponsorship.

The affair gave the film companies an opportunity to exhibit their packages before these sponsors. Among the films shown were Florian Zabach, the violinist; Frankie Laine; a Horace Heidt musical show; "Meet the Family," an Arthur Lake serial; Douglas Fairbanks, Jr.; James Mason, Stories of the Century; "Mayor of the Town," Thomas Mitchell; "Fabin of Scotland Yard," "The Falcon," and "Sherlock Holmes."

INS Adds Voice to Facsimile Service With Nixon Speech

WASHINGTON, Aug. 21.—The International News Service officially began its "voice over" service on its TV facsimile network this week with a statement by Vice-President Richard Nixon. The veepee pose for the INS photographer while making the statement into a tape recorder. His voice then went out on the facsimile wires simultaneously with a series of the pictures to receiving machines at the 25 stations that subscribe to International News Facsimile.

INS has been experimenting with the "voice over" technique for almost a year. The Nixon statement also marked the opening of Washington as a regular originating point on the INS facsimile circuit.

'Own Home' Show Adds 13 to Series

NEW YORK, Aug. 21. — Another 13 segments of the interior decorating film series, "Your Own Home," has just been finished by the American Society of Interior Design. The 15-minute series is currently sold in 79 markets. The format has Barbara Lane, a decorator interviewing top architects and decorators.

Barclay Adams, executive director of the ASID, said that future segments of the series will be shot in color.

Guild Films Opens Office in Detroit

NEW YORK, Aug. 21.—Guild Films this week opened its Detroit office, which is to be directed by W. A. Pomeroy, Midwestern representative covering Michigan, Indiana and Kentucky. Guild also has offices in Hollywood, Portland, Ore., Kansas City, Chicago, Cleveland, Toronto, St. Louis.

Falstaff Show

Continued from page 2

recouped the cost of a good many of its earliest segments. Another advantage to an advertiser is reduced cost. If a

Advertisement for Ziv-TV, featuring the text 'YOUR OUTSTANDING SOURCE OF TV PROGRAMMING' and 'ZIV-TV FAVORITE STORY I LED 3 LIVES BOSTON BLACKIE CISCO KID STORY THEATRE YOUR TV THEATRE TIMES SQUARE PLATHOUSE'.

Table with columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for Johnny Jupiter, Kit Carson, Paul Killiam, and various 7 p.m. to Sign-Off programs.

CLEVELAND 3 STATIONS

Table for Cleveland stations: Sign-On to 7 p.m.—Monday Thru Friday, listing programs like Wild Bill Hickok, Superman, and Kit Carson.

Table for Cleveland stations: Sign-On to 7 p.m.—Saturday and Sunday, listing programs like Annie Oakley, Cisco Kid, and Ramar of the Jungle.

Table for Cleveland stations: 7 p.m. to Sign-Off—Monday Thru Sunday, listing programs like Foreign Intrigue, Liberate, and Led Three Lives.

bankroller were to sponsor a bank-financed series, interest on the producer's loan at a 4 per cent to 6 per cent rate, is passed on to the sponsor. By financing the film himself, the advertiser not only eliminates this extra cost, but gets an equity in profits to be made from the films.

In effect, financing a film series thus puts a sponsor into the banking business. But if he is intent on plugging his product via a film series, he may decide that the cost is likely to be heavy anyway, and by actually financing he may cut down the costs and possibly share in the residuals as well.

Another key advantage to a sponsor in financing films is the security of the property. With no such animal as a guaranteed time franchise now existing on the networks, a sponsor who backs a series at least has the satisfaction of knowing that this show remains his property, and will not be used by a web to lure a more attractive bankroller.

Additional Savings The sponsor with available resources can find yet additional savings in his type of arrangement. By hiring its own producer, it can secure a top man at considerably under what the budget would call for if the series came from an outside producer.

Of considerable interest is the fact that D-F-S is the agency involved for Falstaff. It was this same agency which, in network radio, set the pattern which has been followed in film. D-F-S's Air Features worked on a similar basis for the soap operas bankrolled by its client. Falstaff currently has MCA-TV's "City Detective" starring Rod Cameron in some 65 markets. The Falstaff sponsorship is said to have covered the nut thus far on "City" production. Whether the show now mullied by the agency is intended to replace the "City" or run along with it was not yet set this week. Screen Gems is reported among the leading contenders for the new production assignment.

BIDES TIME

'Kukla' Needs Clearance for ABC-TV Strip

CHICAGO, Aug. 21.—If a sufficient number of TV affiliates will give up their 6-6:15 p.m. CST strip, now station time, to ABC-TV, the web will proceed with plans to place its newly-acquired "Kukla, Fran and Ollie" show on the full network. Meanwhile, the web found it impossible to clear for the sponsor, Gordon Baking, on its own Detroit owned-and-operated outlet.

For the moment, therefore, Gordon is being limited to a two-city network of WBKB, Chicago, and WABC-TV, New York. The stanza, which tees off September 6, moves over from NBC-TV because of Burr Tillstrom's desire to return to a strip format. The show had been airing on NBC-TV at 5:30-6 p.m. Sundays for Swift.

Geritol and Ludens Buy NBC-TV Segs

NEW YORK, Aug. 21.—NBC-TV continues to move daytime. Geritol this week bought two and a half days of a quarter-hour strip of the Bob Smith show. The purchase is contiguous with a similar buy it made of "One Man's Family" earlier in the month.

Ludens also picked up an alternate Friday quarter hour of "Howdy Doody" which now is sponsored by International Shoes. Ludens moves in, of course, when International Shoes moves out sometime in November.

Roach Forms Editing Dept.

HOLLYWOOD, Aug. 21.—A film editing department has been established at Hal Roach Studios for the first time since the lot entered television production. Otho H. Lovering, formerly film editor for the "Public Defender" series, was appointed head of the department by Sidney S. Van Keuren, vice-president in charge of operations.

Lovering will have a staff of 10 men. Harry Coswick was signed to take over the "Public Defender" reins.

In addition to the "Defender" series, the department will handle editing chores for "It's a Great Life," "The Life of Riley," "Amos 'n' Andy" and "Passport to Danger," plus various commercial films.

Jones Appointment Draws Bias Charge

WASHINGTON, Aug. 21.—Television network executives could draw little comfort from the appointment of Robert F. Jones, fiery former Ohio congressman and Federal Communications Commissioner, this week to head the Senate Interstate and Foreign Commerce Committee's probe of radio and TV networks.

The long-rumored appointment of Jones was made official in an announcement by the committee's chairman, Sen. John W. Bricker (R., O.), who dispelled any doubts as to his future plan by stating that he definitely intends to hold hearings next year based on the facts turned up by his staff.

Bricker said that after Jones takes over his new job September 1 the staff will start to study the practicality of proposed legislation to put radio and TV networks under FCC jurisdiction and look

MARRIAGE OF LEGAL MINDS

NEW YORK, Aug. 21.—The upcoming marriage of ABC's Margaret Marnell to attorney Carleton G. Eldridge today (21) is regarded in the trade as a bit of perfect match-making. Miss Marnell is the web's literary rights manager, while Eldridge, a member of the legal firm of Coudert Brothers, handles cases involving Seaboard Insurance in defending legal and copyright actions against networks, stations, sponsors and ad agencies.

Selznick May Go to NBC-TV

HOLLYWOOD, Aug. 21.—Veteran motion picture producer David O. Selznick is scheduled to join NBC-TV in an executive capacity, if negotiations between him and NBC President Sylvester (Pat) Weaver bear fruit.

Selznick and Weaver discussed such an affiliation before the network prexy returned to New York this week. Further discussions are scheduled to take place between Weaver in New York and Fred Wile, program veepee in Hollywood.

Should a deal be consummated, Selznick ostensibly would function as executive producer on NBC's color spectaculars.

Political Campaigns Likely to Set New Records in Use of Radio, TV

WASHINGTON, Aug. 21.—Both major political parties are quietly girding themselves to reopen the political cannonading in a campaign which is likely to chalk up new records in the use of radio and TV. Altho the two parties may use these media in different ways, both are looking forward to heavy time buying by candidates and strong emphasis on the use of TV film.

While Republican strategy will not be finalized until August 30, when the Republican National Committee meets in Cincinnati, it is predicted that their plans will include some network programs boosting the overall accomplishments of the 83d Congress, as well as liberal use of TV by senatorial and congressional candidates.

The Democratic National Committee, on the other hand, so far has not planned any network program for this off-year election. Instead, it plans to aid local candidates with speech material and technical assistance, but the expense of radio or TV will be up to each individual candidate and will depend on local campaign conditions. In some places, politicians say, TV costs will be prohibitive, but in others it might be the best means for reaching the people.

As a cost-cutting measure, many lawmakers already have been flocking to make TV films. Their

into the whole UHF-VHF problem on which Sen. Charles R. Potter's (R., Mich.) Communications Subcommittee "held extensive preliminary hearings in the past session."

Altho Bricker has stated that he will handle the investigation in an unprejudiced manner, many in the industry are pointing to Jones' long record of criticizing networks to support their view that the hearings will be biased against the networks.

Jones will co-ordinate his special radio-TV investigation with Nick Zapple, the committee's communications counsel. Appointment of a second staff member to represent the minority will be announced some time in the future, Bricker said. Jones, a Republican, served as an FCC commissioner from 1947 to 1952 and since then has practiced law in D. C.

CBS-TV Slates 47½ Hours Of Color Programing in Fall

50 Affils Ready to Carry Sked; 31 May Get Equipment by 1955

NEW YORK, Aug. 21.—Comcomitant with the showing of its new 19-inch color tube to its dealers, CBS this week set a schedule of some 47½ hours of color TV programing that is to be presented during the first eight months of next season.

Significant is the fact that about 50 CBS affiliates will carry the shows from their inception, and that an additional 31 CBS stations will be added to the line-up as they get their equipment, which is expected to be about the first of next year. This will mean that all the CBS color shows are certain to be seen in virtually every major market of the country and many of the medium-sized cities.

More than 50 of the shows will originate from the East in the new CBS color TV theater, and 26 from the web's TV City in Hollywood. Both major production centers, consequently, will be getting their share of originations and experience in the medium. Four of the shows will be on color film — Burns and Allen, "December Bride," "The Line-up" and "I Love Lucy." Several of the CBS shows which now are presented live will go to film.

They, too, may be presented in their color film versions if they can be readied. They are "Life With Father," "You Are There" and "That's My Boy."

This, however, should only be the beginning of the CBS color programing activity next season. There are 30 programs at the web being considered for color, several of which are certain to be offered, but probably during the latter part of the season. There are also numerous special events that the network can offer in color, among them the Macy's Thanksgiving Day Parade.

The line-up of color programing tees off with "Toast of the Town" Sunday (22) and winds up with "Arthur Godfrey and His Friends" on April 6. Every commercial show will be telecast in color at least once, and several which have alternate sponsors will be shown twice. "Doug Edwards and the News" will be shown five times.

Included in all this programing are two regular color shows — Westinghouse's "Best of Broadway" and Chrysler's "Shower of Stars." Westinghouse, incidentally, is the first sponsor to sign up for a regular series of color

shows. They are presented once each month.

CBS is obviously mounting its most concentrated programing fire in an effort to create a demand for color sets, probably even before its CBS-Columbia subsidiary can supply a mass demand. Next February when its new Kalamazoo, Mich., plant gets into operation, CBS-Columbia will get into mass production.

Motorola, which will also use the Columbia tube, may, however, be able to beat that date. CBS will announce sometime this week-end what its 19-inch sets will cost. That the price will be competitive with RCA is certain, and probably will be slightly under \$1,000.

RADIO SEE-SAW

Ground Lost, Ground Gained By CBS & NBC

NEW YORK, Aug. 21.—Sales news at CBS and NBC Radio this week was both good and bad. CBS sold its Sunday night "Amos 'n' Andy" thus achieving an S.R.O. status that evening this fall. CBS-Columbia bought half the show and an unnamed client the other half. NBC Radio neared the sale of the football "Game of the Week" to Avco-Crosley, a deal which is dependent upon clearances, but the first such sale, if it comes to pass, in many years.

NBC however, will probably be in receipt of cancellations by R. J. Reynolds of its two nighttime half hours, "Walk a Mile," and "Grand Ole Opry," this last a program which it has sponsored for more than 10 years. And Manhattan Soap is about to give up on its daytime strip, "Woman in My House."

CBS too is having difficulty retaining some of its daytime business. General Foods is said to be weakening on "Wendy Warren and the News" and "The Second Mrs. Burton," but neither has been cancelled.

Mutual Net Is 20 Years Old

NEW YORK, Aug. 21.—Mutual Broadcasting System is getting set to launch a major ballyhoo campaign in October in celebration of its 20th anniversary this year.

Over \$30,000 has been reportedly budgeted for the occasion. Frank Zuzolo, Mutual's press chief, is currently lining up an extensive public relations campaign.

SDG TO TV

Members to Assist in New Series

HOLLYWOOD, Aug. 21.—Any further hesitancy on the part of theatrical motion picture companies to enter the TV field apparently is not shared by the Screen Directors' Guild. Screen Directors, Inc., announced last week that the talents of members of the Guild will be used in a television series of one or two-hour programs similar to the "Screen Directors' Playhouse" radio series which the Guild produced a number of years ago when Albert Rogell headed the directors' organization.

The entire membership of the Guild will be asked to assist in this activity, with a different director contributing his services to each show. George Waggoner, newly elected chairman of the board of Screen Directors, Inc., said. Revenue from the series will be turned over to the Guild's educational and benevolent foundation treasury.

In contemplating the program, Waggoner pointed out that it is the policy of Screen Directors, Inc., to refrain from entering into any activity in competition with Guild members. Numerous requests from television producers for a series of this nature have been received, he said.

Buying Class at Shor's

NEW YORK, Aug. 21.—The Radio and TV Executive Society will give a 13-week course in time buying and selling beginning October 26. The lectures will be given at luncheon meetings at Toots Shor's restaurant here. The price per meeting will be \$3.50.

Cormack (D., Mass.) among those making the one-minute spots. Candidates figure they can use the spots to saturate their districts, or use them as part of their own live or film TV shows.

One feature of TV films which is gaining in popularity is that they can be used many times both on TV stations and at club and organization meetings. While the time envisioned by Vice-President Richard M. Nixon when a candidate can do all his campaigning from his own living room is not yet here, many candidates are seeing the value of TV film and TV appearances as a means to get their message to a greater number of voters. Many are planning to work up political TV viewing parties as a means to this end.

BBDO to Stage 4 GE Waring Shows

NEW YORK, Aug. 21.—Batten, Barton, Durstine & Osborn will produce all four Fred Waring shows for General Electric next season. The four shows will be telecast during various holiday seasons such as Thanksgiving, Christmas and Easter in GE's Sunday 9-9:30 spot on CBS-TV. The agency expects to hire a top-flight Broadway producer, director and name choreographer. Last season the program was produced by the Fred Waring organization. Waring, naturally, will still have artistic supervision of the music.

4 Paramount Films To 'Video Theater'

HOLLYWOOD, Aug. 21.—Four feature theatrical film properties have been obtained from Paramount Studios for adaptation and use on "Lux Video Theater," to be beamed live over the CBS network from the West Coast studios this fall, and negotiations are under way to acquire rights to another half dozen scripts of the theatrical films, according to Cornwall Jackson, vice-president of the J. Walter Thompson Company.

Paramount is the only studio to have agreed to release the properties so far, Jackson said, but it is hoped that agreements can be reached with other theatrical film companies also.

James Mason has been signed to act as host and narrator on the one-hour shows which will run for either 39 or 44 weeks. Jackson said that originals, as well as adaptations from theatrical films, will be used.

The series will open with "To Each His Own" Thursday (26). On the three weeks following "Welcome Stranger," "Christmas in July" and "Hold Back the Dawn" will be screened. The latter, latest of the properties to be acquired, was originally released in 1941 starring Olivia DeHavilland and Charles Boyer. The TV adaptation will be written by Sandy Banett and Richard McDonagh.

TV Puts Spots in Sponsors' Eyes; Jingle Industry Thrives

Continued from page 1

Charles (Chuck) Goldstein, of Four Chicks and a Chuck vocal group fame.

Goldswan has increased its business from 50 to 75 per cent since its inception, its most recent job being a group of 60-second color TV film jingles for Coca-Cola, with animation by the award-winning cartoon company, U. P. A.

Between them, Goldstein and Swanson have originated and produced radio and TV jingles for Piel's Beer, Mercury Autos, Borden's Instant Coffee, RCA Victor, Wesson Oil, Bab-O, Chevrolet, Dref, General Tires, Jello, Kellogg's Cereals, Sunbeam, Swansdown Cake Mixes and many other national manufacturers.

In addition they have produced

(using agency-originated jingle copy) musical commercials for Ajax, Halo, Pepsi-Cola, Westinghouse, Rinso, No-Cal, Polaroid Cameras, Ford Motors, Chrysler, the American Gas Association, Colgate Tooth Paste and Powder, Campbell Soups, National Shoes, etc.

George Nelson

George Nelson is the only jingle production outfit that works directly with the advertiser, rather than thru an agency. In addition to supervising all phases of production on a jingle, Nelson buys radio and TV time for the sponsor, thus collecting the regular 15 per cent agency commission on top of his regular fee.

In recognition of the jingle in-

dustry's increased stature, many of the major ad agencies have high-salaried execs who concentrate on the jingle field exclusively. Most of these men are pop song writers or veteran jingle writers themselves. Consequently, they sometimes do the actual jingle writing at the agency, and commission one of the musical commercial outfits to handle the actual physical production on the spot. At other times they farm out the whole assignment.

Madison Execs

Top-flight jingle execs on Madison Avenue include Joe Rynes (he wrote the original Halo and Ajax jingles) at Brien-Houston; Joe Hornsby (wrote "Be Happy Go Lucky" for Lucky Strike) at Batten, Barton, Dur-

stine & Osborn; David Lippencott (Westinghouse theme), McCann-Erickson; Frank Dennis (Rinso, Borden's), Doherty Clifford, Steers & Shenfield; Alan Kent (co-writer of the famous "Pepsi-Cola Hits the Spot" jingle with Ginger Johnson), Leo Burnett; Don Devers ("Coke in a Bottle") and Wendell Adams, William Esty; Len Mackenzie, Benton & Bowles, and Dick Eastland, Needham, Louis & Borby.

Also doing business with the jingle production firms are Foote, Cone & Belding; Biow, Compton, Cunningham & Walsh, Roy S. Durstine, Ted Bates, Grant, Cecil & Presbrey, and Brisacher Wheeler.

A few agencies by-pass the jingle outfits entirely and handle musical commercial production entirely on their own. Among these agencies are Young & Rubicam and J. Walter Thompson.

Y&R Staffers

John Wellington heads up Y&R's jingle department, with Ben Maugham as a chief jingle writer and Forman Myers and Ruby Mae Griffith representing the agency jingle-wise on the

West Coast. The Myers-Griffith team wrote the well-known Hunts Tomato Sauce jingle, which brought singer Peggy King a Columbia Recording contract. Other Y&R jingles have touted the sales appeal of Minute-Rise for General Foods, Birds Eye, Gulf Oil, Borden's, Swansdown Cake Flour and Johnson & Johnson Band-aides.

Eric Jensen is over-all supervisor of recording for Thompson's jingle production, with Joe Stone heading up the copy department and Dwight Davis one of the agencies' leading jingle writers.

Jerry Jerome, orchestra leader and musical director at New York Daily News TV Station WPIX, is often brought in to work on special jingle assignments. He handled the catchy scat-rhythm jingle for Bond's Tip Top Bread and the Spanish-styled "Flavor That Chill Can't Kill" ditty for Ballantine's Beer.

Agency Approach

Most of the agencies prefer to work with the jingle outfits because it frees them from the headaches of dealing with a multitude of talent guilds and unions. However, agencies like Y&R and Thompson contend that outside firms are handicapped because they aren't familiar with a client's personal preferences and copy taboos, whereas an agency man knows just what the client will or won't stand still for in the way of material, production costs, etc.

The anti-jingle-firm agencies also point out that by handling its own jingle production an agency automatically cuts down on the danger of law suits and clearance problems.

In any case, whether the agency farms out the jingle or handles it personally, the client is only billed for actual production costs. The agency and jingle producer work on a package deal, with the jingle people submitting separate accountings on production costs and the firm's own fee for writing, scoring and arranging the jingle and supervising production.

The fee ranges from \$750 up to as much as \$10,000, but the average fee—radio or TV—is about \$2,000 for a 60-second spot. The jingle, of course, must be written so that 10, 20 or 30-second jingles can be taken out of the original 60-second audio recording ready for use.

The jingle outfits turn over all broadcasting and advertising rights on the musical commercials to the sponsors, thus no performance credits have to be paid to the American Society of Composers, Authors and Publishers or Broadcast Music, Inc.

(Concluded Next Week)

Amusem't Bills Lost in Rush

Continued from page 1

the Howell Bill to revamp the Federal Fine Arts Commission so as to provide representation for music, ballet, theater, TV and radio. This bill, which was strongly supported by the entire amusement industry, is slated to be reintroduced next year, when it should have easier going since extensive hearings already have been held on it.

Also sealed up by adjournment was the Keating Bill aimed to strengthen the slot machine act of 1951, four bills to tighten regulations on the mailing of obscene phonograph records, the Bryson Bill to ban beer and wine radio and TV commercials, the Hinshaw Bill to make subscription TV a common carrier service instead of a broadcast service, and the Johnson Bill to prohibit multiple ownership of radio or TV stations and newspapers in cities over 100,000.

While the Bricker Bill to put radio-TV networks under FCC jurisdiction and resolutions to curb TV coverage of congressional hearings died with this Congress, issues they raised are being probed by committees and they probably will be reintroduced next year.

Frontier Wins TV Grant From FCC

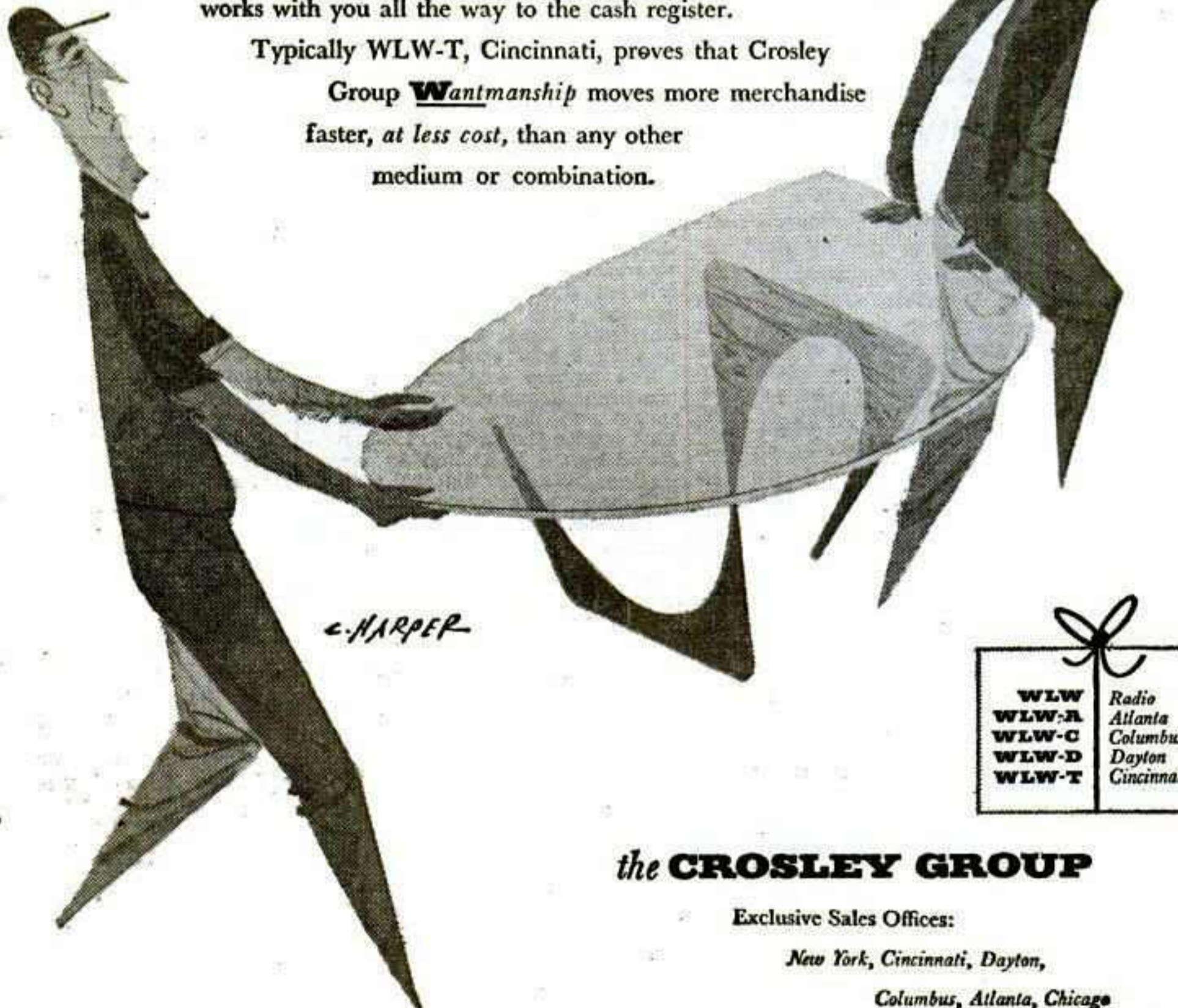
WASHINGTON, Aug. 21.—The Federal Communications Commission this week issued one TV grant, bringing total authorizations to 703, of which 595 are post-freeze grants, including 32 non-commercial, educational grants. With 92 grants canceled, outstanding authorizations now number 611. This week's grant went to the Frontier Broadcasting Company, Channel 10, Scottsbluff, Neb.



nothing Works Like Wantmanship

Might-buys become *must-buys* when the Crosley Group's three-way Wantmanship gets dollars headed your way. 1, program promotion builds maximum audiences for your advertising. 2, talent selling adds *personality force* to your commercials. 3, merchandising works with you all the way to the cash register.

Typically WLW-T, Cincinnati, proves that Crosley Group Wantmanship moves more merchandise faster, at *less cost*, than any other medium or combination.



C. HARPER



the CROSLEY GROUP

Exclusive Sales Offices:

New York, Cincinnati, Dayton,
Columbus, Atlanta, Chicago

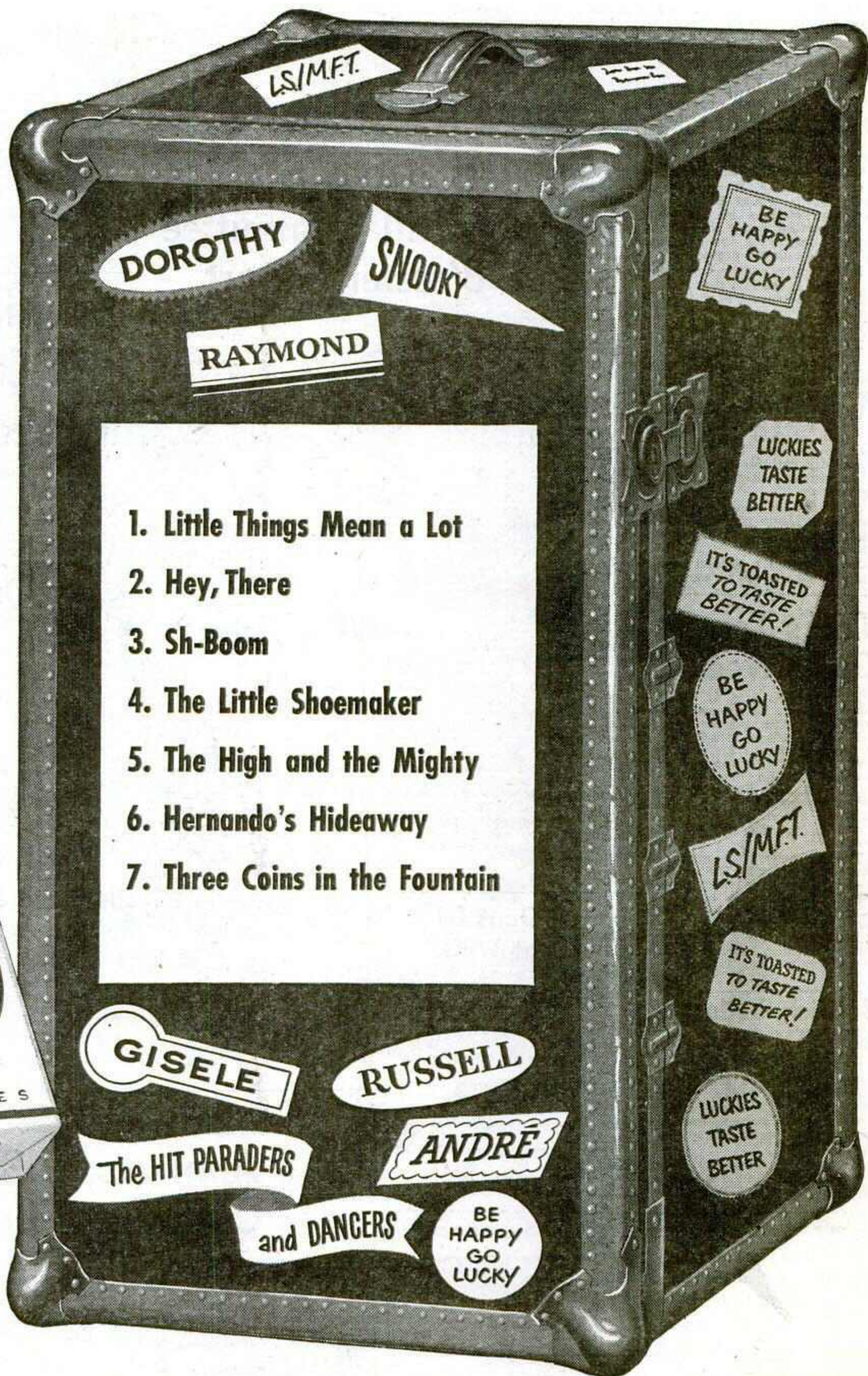
Your Lucky Strike Hit Parade says:

"So long for a while"

And presents a special summer service

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

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



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

GISELE **RUSSELL**
ANDRÉ
 The HIT PARADERS
 and DANCERS BE HAPPY GO LUCKY

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

PLEASE DON'T BUY FROM US!

Mutual Seeks Boland Pact, Asks Outlets Hold Up Notre Dame Grid

NEW YORK, Aug. 21. — A unique request to many of its affiliates not to take the Notre Dame football game radio package has been sent out by the Mutual Broadcasting System. Mutual's move comes as the climax to a rather confused situation growing out of its offering the Notre Dame games this year, on a co-op basis, at the same time that the Irish Network is doing the same thing. For the past five years the Irish web, headed by Joe Boland, had the Notre Dame games all to itself, despite Notre Dame's well-known policy of making the games available to any and all networks that wanted them. Early this month Mutual announced that it was moving into the Notre Dame picture and would carry the games co-op. The announcement brought confusion to the ranks of the stations that had bought the games from the Irish Network last year and were planning to do the same again.

For one thing, it meant that this year it would be possible that two stations in the same market would carry the games, thereby destroying the exclusivity feature enjoyed previously.

Additionally, and perhaps more important, is the fact that Mutual can offer the games to stations at a much lower cost than can the Irish Network. Mutual obtains lines from American Telephone & Telegraph on a contract basis and is able to amortize the cost of the package among a larger number of stations.

Mutual is reported to be offering the games to stations for 25 per cent of their highest nighttime hourly rate. Boland's terms reportedly call for 100 per cent of a station's highest daytime hourly rate.

All in all, Mutual's move into the Notre Dame picture put the Irish Network into a tough competitive position.

As of August 1, Boland had 82 stations signed up to carry the

games. Many of these stations, assuming that they would have the games exclusively again, already lined up local sponsors. Suddenly they were faced with the prospect of another station in the area obtaining the games from Mutual at a lower cost.

In an effort to lessen the impact of its move into the Notre Dame football scene, Mutual has sent out a memo to its affiliates requesting them not to take its Notre Dame feed if any station in their area, including themselves, had carried the Irish web feed of the games last year and was planning to do so again this year.

If the affiliates accede to Mutual's request, it would mean that Boland would be able to get off the hook, at least for this year.

There were 115 stations, 10 of them Mutual affiliates, to whom he had beamed the games in 1953. Most of them were expected to

do the same this year. In effect, Mutual is attempting to reach a compromise with Boland whereby he keeps the Notre Dame game on an exclusive basis in the markets that carried them last year, while Mutual has the rest of the country opened up to its feed. Mutual's o&o's will not carry the games.

Whether or not the compromise is successful depends on the Mutual affiliates' willingness to go along with the network's request. According to their contact with the web, they can insist on picking up the Mutual feed. It's understood that several affiliates, including WGN, Chicago, and WIP, Philadelphia, have already turned down Mutual's request.

Boland has informed the 82 stations he had signed up on August 1 that they are free to cancel their contract with him if they so desire. It's understood that several of them have done so.

TRADE TAKES 2D LOOK

Bryson Bill Committee Asks B'caster Report

WASHINGTON, Aug. 21.—The House Interstate and Foreign Commerce Committee's report on the Bryson bill to ban beer and wine radio and TV commercials this week has sent broadcasters scurrying to take another hard look at beer and wine commercials aired over their stations.

Instead of reporting the bill out of the committee, as the dregs wanted, the House group called for a report from the radio-TV industry by January 1 on what it has done and what it proposes to do about reported cases of improper or excessive advertising of alcoholic beverages.

Stating that the TV code of the National Association of Radio and Television Broadcasters prohibits the advertising of hard liquor on TV, the committee raised the question of "whether radio and television broadcasters should not adopt policies with regard to the advertising of beer and wine products with a view to eliminating or curtailing such advertising."

The committee urged the radio-TV industry "in its own enlightened interest" to consider ways to meet complaints about advertising of alcoholic beverages and asked for a flock of statistics on the amount of beer and wine advertising on radio and TV, number, length and character of programs, and time devoted to commercials.

While in his reply to the com-

mittee, Harold E. Fellows, president and board chairman of the National Association of Radio and Television Broadcasters, stated NARTB would co-operate with the committee in gathering the requested statistics, the committee report drew fire from Rep. Emanuel Celler (D., N. Y.).

Celler declared that the committee report had merely poured the whole problem "foam, froth and hop into the funnel of the radio and television industries." This action not only revealed a "let the other fellow do it for you" attitude of the committee, but since the report failed to cite newspapers and magazines, it also represented discrimination against the radio-TV industry, Celler said.

WINS Places Freed Show In 5 Markets

NEW YORK, Aug. 21. — The rhythm and blues disk jockey Alan Freed won't make his switch from WJW, Cleveland, to WINS here until September 7, the local indie has already sold the syndicated Freed show in five additional markets, hopes to sell the package in no less than 60 markets and has kicked up a fuss among some record distributors and manufacturers.

The fuss came up this week when a record distributor called a press conference here in which he "exposed some of Freed's activities," but then asked the press to withhold the story until further action, if any, was taken.

WINS, however, has been garnering plenty of local and out-of-

(Continued on page 55)

SOME SHINDIG!

Big Anniversary Staged For Coffeehead Larsen

MILWAUKEE, Aug. 21.—Coffeehead Bob Larsen's fifth anniversary with WEMP is being commemorated with a promotion mushrooming into the biggest deejay contest this town has ever seen. The indie station's platter spinner, Larsen has a potent following on the air and does more p.a.'s and nitery emcee appearances than any of the local jockeys.

The celebration announcement was kicked off with a spectacular half-page newspaper ad listing details of a contest offering free trips to Hollywood, Miami and New York, plus Philco appliances

Vox Jox

By CHARLOTTE SUMMERS

Surface Noises

Ed Jenkins, KOEL, Oelwein, Ia., is annoyed with the record companies which seemingly are pushing for more band music on records but don't push the "finest bands ever to play the Midwest," he continues, "such as Jan Garber, Guy Lombardo, Russ Morgan, Tiny Hill, Eddy Howard, Lawrence Welk, Sammy Kaye and Vaughn Monroe. It may be that some consider the style of these orchestras outdated, but I think that when they play one-nighters they out-draw any other type of ork on dance dates. But it seems Coral, Decca and Mercury don't do enough promoting of these bands. I'd like to see them record more tunes and make a sincere effort . . . to get them out to the stations where they know they will be played often. Jan Garber just packed the ballroom here in town last night, so we know they like 'em."

Mel Bernam, WKYW, Louisville, writes, "The Louisville area is now feeling the strong influence of rhythm and blues type music in its pop record sales. For example, the current second-best seller is 'Shake, Rattle and Roll,' by Bill Haley, with 'Honey Love' and others showing up on the sales charts. As a deejay this presents somewhat of a problem which, I'm sure, is experienced at quite a few stations—the fact that several station managements

do not permit the playing of this type of music because, in their opinion, it deviates too much from the pop music field. On the other hand, we get complaints from listeners for not playing the 'race' type sides. It is truly a problem and will have to be worked out."

Nick Jordan, KCSB, San Bernardino, Calif., can't understand why anyone should object to Fran Warren's posing for cheesecake. He writes, "We're happy with the picture and have it pinned on the wall above the console. If anything it puts life into our deejays. But we don't need it to remind us to play her new record. We feel that it's a two-barreled hit."

Henry Baran, WSSV, Petersburg, Va., has a beef: "Why do M-G-M and Coral continually suppress and fail to give good coverage to some of their great disks. I thought a bit of exposure for Coral's 'Sentimental Train' by Les Brown could make it like 'Sentimental Journey'."

SEND US YOUR THEME SONG LIST . . . HOW MANY TIMES USED WEEKLY?

Change of Theme

Oops, we're sorry . . . Pat Buford did not replace Ted Lumpkin at WNAC, Grenada, Miss. Buford replaced Tom Morrissey who left for WBAT, Marion, Ind., and Ted Lumpkin is still very much at the station. . . . Ron Harold, formerly at WEPM, Martinsburg, W. Va., has joined WARL, Arlington, Va. . . . Claude Husted, WILM, Wilmington, Del., has just started a four-and-one-half-hour record show. . . . Bob Mowers, WGAN, Portland, Me., has been appointed director of the March of Dimes drive for Portland radio.

Paul Bartell, WFOX, Milwaukee, celebrated his eighth anniversary of "Fox Club" this week. . . . Art Laboe, Hollywood, has been signed to an exclusive contract covering radio and TV by Bob's restaurant chain in Los Angeles. . . . Bob Castellon, KLFY, Lafayette, La., has been promoted to program director. . . . Don Veith, KVAN, Vancouver, Wash., has been promoted to the sales staff in addition to his deejay show.

On July 30, Jim Allen left *(Continued on page 53)*

New Sales and Renewals Set By ABC-Radio

NEW YORK, Aug. 21.—A batch of new sales and renewals were pacted by ABC-Radio this week.

Seaman Brothers picked up the 2:30-2:35 p.m. segment on Tuesdays and Thursdays, starting September 14, for placement of the Sheilah Graham show; Murine Company is moving into the "Breakfast Club" 9-9:15 a.m. Mondays, Wednesdays and Fridays for two weeks starting September 6; Nestle renewed for 52 weeks its sponsorship of "Space Patrol"; MJB Company renewed its Pacific Coast Network program, "Chet Hurlley and the News," for 52 weeks starting September 20.

In a major buy, the Aero-Mayflower Transit Company of Indianapolis picked up a total of one full hour a week of nighttime programming on ABC. The firm will bankroll three five-minute newscasts a night Tuesday thru Friday 7:55, 8:55 and 9:55 p.m. for a total of 12 five minute-segments a week.

POWELL, FORD ON 'FAITH' SEG

HOLLYWOOD, Aug. 21.—Eleanor Powell and Glenn Ford have agreed to appear weekly on the KNBH church program, "Faith of Our Children," telecast live every Sunday by the Los Angeles station.

On the screens with the husband-wife pair will be a chorus of children selected from various churches. These will appear together with 25 youngsters of Miss Powell's Sunday school class from the Beverly Hills Presbyterian Church, where she has been teaching for the past five years.

Toni's Tony to Go Bi-Weekly

NEW YORK, Aug. 21. — Toni this week cut its sponsorship of the Tony Martin quarter hour on NBC-TV Mondays, 7:30-7:45 p.m., to alternate weeks for next fall. The client is still looking for a co-sponsor for the new Saturday 8:30-9 p.m. time period which it recently purchased on that video network. No show has been selected as yet for the Saturday slot.

The cutbacks were made because of the heavy TV commitments made by the client for next season. Toni already has a half hour of the Godfrey Wednesday night show and a half hour of Sunday nights with "People Are Funny." It also has heavy radio commitments, and is interested in buying daytime TV.

Bendick Produces NBC-TV 'Today'

NEW YORK, Aug. 21.—Robert Bendick this week joined NBC-TV to produce "Today." He will replace Mort Werner, who is moving up to become executive producer of participating shows for NBC-TV.

Bendick was formerly executive veepee of Cinerama, and before that was with CBS-TV.

Bartell Quits DJ Chores at WFOX

MILWAUKEE, Aug. 21.—Paul Bartell is leaving radio Station WFOX after eight years as the outlet's top platter spinner. Bartell is joining the staff of WISN, where he will take over a 12 to 1 and 2 to 5:30 daily afternoon slot.

Prior to coming to Milwaukee eight years ago, Bartell spent several years in Chicago with WIND where he did the Steinway Symphony longhair record shows for two years.

Bartell's replacement at WFOX is Rhett Hall, who will take over the highly popular Fox Club, an afternoon record session.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20.

Payment enclosed Bill me 786

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

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

Pioneers' Dream Becomes Reality With Decca Family

Big Idea in 20 Years Exceeds Wild Hopes of the Youthful Triumverate

By MILTON R. RACKMIL
President, Decca Records, Inc.,
and President, Universal Pictures

When the late Jack Kapp, the late E. F. Stevens and myself, with the aid of E. R. (Ted) Lewis, collaborated to found Decca Records, Inc., in 1934, Decca was just a big idea in an apparently small and dwindling industry. The total sales for the record business in the year previous to Decca's entry into the field barely exceeded 6,000,000 units.

Today, 20 years later, Decca is that big idea personified and multiplied even beyond those youthful wild hopes. For Decca set out to make the phonograph record a reflection of American life and an integral part of that phase of show business which is loosely labeled "home entertainment," and this we have succeeded in accomplishing in these 20 years.

By making the phonograph record an independent industry within the realm of show business, the Decca name became a household word in the show world. And in its never-ceasing efforts to furnish the best in entertainment to the public, Decca, only by dint of its achievements in the record field, has expanded its interests further into the show world with the acquisition of 72.5 per cent of the outstanding stock of Universal Pictures Company, Inc., one of the best respected and longest standing motion picture firms in this country.

The mutual benefits which already have resulted from this acquisition and which are forthcoming can only result in an entertainment bonus for the public all over the world.

New Horizons

More important than this, however, are the innumerable possibilities for expansion in the various horizons of the entertainment world which can develop out of the Decca purchase and control of Universal Pictures.

In other words, whereas Decca has found its way into millions of American homes via the phonograph record and today sends its way into millions of American minds and hearts via motion picture interests, Decca tomorrow will seal its imprint with even greater authority as its record - movie combination lends with whatever kindred enterprises which may develop out of these interests.

The importance of the Univer-



MILTON R. RACKMIL

sal acquisition to Decca goes far beyond what the eye can see. Its significance is in the strictest sense a tribute to the family spirit which is the primary force in the successful growth of the Decca idea.

Constant Urge

Like any other family, the Decca family never seems to be satisfied with its lot. This Decca family is forever fighting to better itself. It will not be outdone by the neighbors next door. It will not be satisfied with a four-room apartment when there is a mansion in sight. It will not allow itself to become so fat as to become immobile.

It will always bear in mind, like any other family might, that a healthy business, while it bears fruits today, must grow with the times in order to continue to bear fruits which the children of the family can enjoy in the future years.

This Decca family in an actual sense includes every purchaser of a Decca record, for the sale represented an approval of the Decca idea. Every juke box operator, retail record dealer and disk jockey in the country has fought for the Decca idea by selling and playing out records.

Perhaps they weren't or aren't aware of their importance to the family, but it was only because of their efforts in Decca's behalf that we were able to come from a \$250,000 beginning in August, 1934, to a \$100,000,000 annual combined operation in August, 1954.

All Contribute

Those records could not have been bought, sold or played,

however, were it not for the heart of the family, the Decca organization itself—the artists who perform on the records, the recording men who conceive the records and put them on the tapes, the salesmen and distributors who sell the finished product, the promotion men who get the finished product exposed to create the sales demand, the shipping clerks who pack and bill, the press operators who provide the production, the secretaries, the legal advisors, the telephone and elevator operators—each in his own way has contributed toward building a bigger and better Decca.

And we cannot ignore their close relatives, the songwriters and music publishers who furnish us with their works to preserve in the Decca grooves.

The Movers

In each family, there are motivating factors. No different with the Decca family. It is regrettable that Jack Kapp and E. F. Stevens are no longer with us to behold the great progress that Decca has made, for Jack and Steve would have been indeed proud of our brainchild today.

These were great men of the industry, who, while motivating the Decca dream, gave unselfishly of themselves toward making a business of the record business and, in turn, of making the record business a self-sustaining segment of show business.

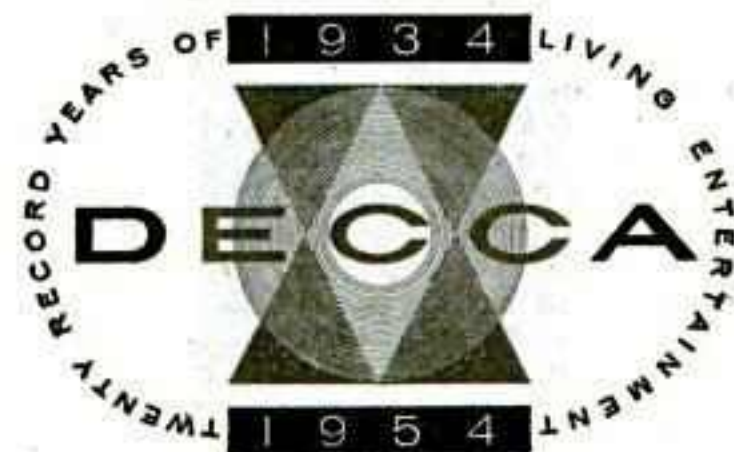
It is a tribute to the loyalty within the family that Decca's organization boasts 152 members of a 10 or more year tenure, with some 29 being 20-year, charter members. These are ladies and gentlemen who originally saw and still believe in the Decca idea. They are another of our motivating factors.

The Artists

And just as this holds true for the unsung "inside" personnel, it also holds true for those artists who attained fame via their Decca recordings and in turn brought fame to Decca with these recordings. Bing Crosby, Frank Luther, Victor Young, Guy Lombardo and the Mills Brothers began with Decca in 1934 and have been making hit recordings ever since.

This is the family that has made the big idea of 1934 a big business in 1954, a business which is constantly growing and developing new and bigger ideas, each one devised to bring entertainment to the homes and hearts of the universe.

A Special Section Commemorating Decca Records' 20th Anniversary



EDITORIAL

Many Happy Returns

Twenty years ago this month a small group of men who refused to believe that the record industry was headed for oblivion organized Decca Records, Inc. That their faith in the phonograph record was particularly well founded—despite the general pessimism created by the national depression and the industry's lowest year—is now particularly well documented by the new sales records being set by the industry each succeeding year. It is fitting therefore, that Decca Records should be celebrating its twentieth anniversary during the year which seems to be heading for an all-time industry sales record.

It is not far-fetched to surmise that were it not for the Decca organizers, Jack Kapp, E. R. Lewis, Milton B. Rackmil and E. F. Stevens Jr., there might not be any record industry today. For the industry was certainly on what seemed to be its last legs when Decca jumped in with low-priced records featuring top talent doing hit songs. The inexpensive home entertainment offered by these early Decca disks once again stimulated public interest in phonograph records, did much to revive the industry and eventually set a new pattern for the entire industry.

Decca and the Decca people never stopped seeking new ways of recording, merchandising and selling phonograph records. And 20 years is a long time to keep moving ahead. It's particularly long in an industry which, it seems, is regularly read off as dying because of general business conditions or the advent of newer forms of entertainment. Over these past two decades much has happened—or failed to happen—which would have badly shaken those who did not have a deep-rooted faith in their chosen field of endeavor and the same faith in their actions within this field. The Decca people never lost that faith. For this the entire industry, from artist to manufacturer, from publisher to disk jockey, from juke box operator to retailer, owes the company and its personnel a great debt of gratitude.

Over these 20 years Decca has managed to come thru with new talent, sounds, merchandising ideas, personnel and engineering achievements which have time and again sparked the entire record industry. It is a closely knit organization—all seeking to improve their product to the end that their company and the industry will also improve. Proof that the organization has accomplished its primary objective lies in the tremendous Decca catalog, the Decca list of all-time best-selling records and the current Decca string of hit records.

So long as the record companies keep the faith the industry will continue to keep moving ahead to greater sales records.

For the present, tho, and from the entire record industry, a big, happy birthday to Decca.

A 20-Year History of Decca: Saga of Industry and Vision

Born in the Depression, Nurtured Thru War, Baby Grows Into Giant

August 4, 1934, was not a particularly illustrious day. The United States was beginning to rally around President Franklin Delano Roosevelt to fight its way out of a terrible depression. The depression in turn had made a jumble out of the entertainment business. The virtually

cost-free entertainment offered by radio became the nation's prime form of amusement. The advent of radio apparently had crippled the phonograph record business beyond repair. Radio seemingly had made the record as obsolete as the piano roll.

Record sales for the year, shared by three firms—Brunswick, Columbia and Victor, each of them with several subsidiary labels—barely approached a scant 6,000,000 disks. The record moguls were preparing to allow the ship to sink and were seeking ways and means of graciously closing down their businesses.

This was the setting on August 4, 1934, for the birth of Decca Records, Inc.

There were four young men who were convinced that the American record business was not dying. The late Jack Kapp, the late E. F. Stevens Jr. and Milton R. Rackmil were the three Americans who had been building the Decca idea mentally since 1931.

E. R. (Ted) Lewis was the English financial wizard, who

had built a far-flung record empire in England's Decca Records. He believed in the trio's idea and underwrote them financially and with his own vast record business experience, so that the thoughts of the three Americans were able to become the reality of August 4, 1934.

In 1931, Kapp, Stevens and

Rackmil were working for Brunswick Records. Kapp was a budding recording manager.

Stevens was the salesman whose knowledge of sales and distribution of records was able to keep Brunswick in business in a receding market. Rackmil was the money mind and production expert of the trio.

Minds Merge

In 1932, Rackmil was moved to Brunswick's Scranton plant as general manager. Stevens, still very much smitten with the Decca idea, left Brunswick to become sales manager for Columbia Records. Kapp, recording manager for Brunswick, took a trip to Europe and met for the first time Ted Lewis, who at the time was seeking a source of supply for his market for American recordings.

Kapp was able to exchange the trio's ideas about the American record market with the Englishman, who today owns and operates the London label as the American outlet for his huge English Decca operation. To pursue his own ideas and those of the Kapp-Stevens-Rackmil trio on the home grounds, Lewis appointed attorney Milton Diamond as his American representative in 1933. The following few months

were frantic in the financial manipulations in the industry. When Columbia Records, controlled by the old Majestic Radio company, went on the block, the trio saw an opportunity to bring Lewis into the American record business, and they soon did.

After an additional few months of bidding and dealing, Lewis was virtually set to buy into Columbia, via a deal with the Brunswick management. However, Rackmil discovered a flaw in the deal that would have cost Lewis an additional \$250,000 and the sale fell thru, even while the English disk mogul was en route to this country to seal the agreement.

Lewis, now determined to get into the American market, reached shore and met with his three American friends and made them an offer to begin a new record company, but not just another record company. This would be a record company whose single disks would retail for 35 cents, with two top tunes on each record. In a market which was operating at 75 cents, obviously, to make such an operation succeed, volume was a necessity.

Rackmil figured that the initial investment would have to

(Continued on page 14)



E. F. STEVENS JR.



JACK KAPP

Foresight, Hard Work Raise Decca Baby Thru Trying Times Into Giant

Continued from page 13

be about \$250,000, and to stay in business the firm would have to gross about \$72,000 per month. Lewis approved the plan and the Kapp-Stevens-Rackmil triumvirate swung into action.

They recalled that when Warner Brothers (the movie firm) sold Brunswick Records to American Records in 1931 Warners sold only the raw materials on hand, but not the two plants they owned, one in Muskegon, Mich., and the other on West 54th Street in New York City. Rackmil made a deal with Warners' Herman Starr for the trio's new firm to take over these plants in exchange for 20 per cent of the new company's stock and \$60,000 in notes.

On August 4, 1934, the corporation charter was approved and Decca Records, Inc., was officially born. Kapp was named president, Stevens was named vice-president and Rackmil was appointed treasurer, and today he is the president of the still-growing empire. Lewis was elected chairman of the board and Lewis' representative, Milton Diamond, was appointed secretary and associate chairman of the board. Decca's present board of directors consists of Milton R. Rackmil, Robert W. Lea, Leonard Schneider, Harol I. Thorp and Samuel H. Vallance.

Action Stage

Now the "big idea" was in action. Kapp, the recording man, made his move to build the Decca artists' roster. Because of the dwindling nature of the recording industry at the time, talent was cheaply acquired. Nevertheless, there were talent titans in the business and Kapp was able to get them because of his intensified friendships and because of his "golden touch" in the recording studios.

Titan No. 1 was Bing Crosby, then a fast-rising young crooner who, on Brunswick Records under Kapp's guidance, was beginning to emerge as a record seller. Kapp was able to get Bing as Decca's first artist, only because there was a clause in Crosby's contract which pro-

vided that he could leave Brunswick if Kapp left.

Frank Luther, Ted Lewis, Isham Jones and a number of lesser names. And Jack signed composer-conductor Victor Young to become the first "house" orchestra leader for a record company.

Milling Plant

While Kapp was busy filling recording schedules, Stevens and Rackmil were preparing a sales and production organization to sell the recordings. En route, Steve and Rack found that the equipment they bought in the Brunswick deal was old-fashioned and didn't include a milling plant. They had to build a milling plant. Finally they got the plant going and the first 200,000 records were produced and shipped.

Within a matter of days, the threesome were rocked to the core when the records started coming back, until much of the 200,000 were returned. A large portion of the first 200,000 had been sold for juke boxes. The specifications for the boxes were that records must be nine and fifteen-sixteenths inches in diameter, and the dies in the Brunswick plant were set for exactly 10 inches.

This was a setback, only one of several, that was near disaster, for by October, 1934, Decca had spent almost all of Lewis' initial investment.

More Capital

Englishman Lewis came up with additional financing, and the first 35-cent records finally reached the market. They were produced in a plant which housed but eight presses.

The records were distributed in a then revolutionary manner, which the threesome had initiated for Brunswick; self-operated distribution points. The home office was at 799 Seventh Avenue, New York City, and the total number of employees was less than 100. Of these, 29 are still with Decca.

Part of the merchandising savoir-faire of the Decca Three was to make of radio an ally rather than a competitor. The "plug" songs of publishers were combined on records with artists

mil today recalls that he used to dodge an average of four process servers a day during this period.

In fact, he had a prearranged signal with his receptionist. When she would ask "Is Mr. Rackmil in?" Rackmil would duck out of the building via the back elevator, which led directly into Dave's Blue Room, for a cup of coffee. Rackmil, however, maintained good relationships with creditors and convinced them that this ambitious Decca outfit would pay them all in full.

The foundation thus was prepared. Now all that had to happen was for the public to revive its interest in phonograph records. Decca was able, with its low-price policy and good artists, to grab its share of the fading record market. But the record business, and Decca, needed a succession of hits to reverse the tides.

Riley-Farley

Late in 1935, a couple of colorful characters named Mike Riley and Ed Farley made some records for Decca. In those days there were no limits to the number of sides that were recorded in the three-hour session, and Riley-Farley recorded seven or eight, most of them Dixieland standards.

One of the sides, tho, was a bit of lunacy called "The Music Goes 'Round and 'Round." In December, 1935, this Riley-Farley recording became a smash hit. It sold 100,000 copies. And Decca showed its first profit that month, a black ink entry worth \$1,134.16.

In 1936, an ambitious young hooper named Lou Levy brought to Decca a girl trio named the Andrews Sisters, and later that year, their second record, "Bei Meir Bist Du Schoen," became Decca's second "smash" hit, the second 100,000-seller.

Uphill Fight

Decca's uphill battle to revive the record business spurred radio manufacturers to produce radio-phonograph combinations, and Victor, a record competitor, but primarily in the radio and phonograph set business, conducted a drive to sell the phonograph with a player-record bargain package priced at \$10. The record market was a three-company proposition—Victor, Columbia and Decca.

Meanwhile, E. R. Lewis, who was watching his finances being made to pay, saw the threat of war to his country from Hitler's Germany and began to prepare against a freeze of his foreign investments by putting about one-half of his holdings in Decca up for public sale.

This he did thru 1937 and 1938. When England finally did get into the war in 1939, Lewis sold out the remainder of his stock. Lewis remained board chairman in absentia until the war was over.

Merchandise Idea

In 1937, Decca inaugurated a new merchandising idea that was to give the record business the shot-in-the-arm it needed. The company conceived the idea of packaging a group of records in colorful albums, the first "pop" record albums.

Not only did this idea stimulate new record buying interest, but it led directly toward a more widespread acceptance of the Decca line in department and chain stores, where there had been previous resistance to the 35-cent retail price. The first album was a collection of 10 Strauss waltzes done in dance time, rather than in traditional concert arrangement.

In 1937, the Decca board of directors approved the payment of dividends, the first to be realized out of the company, and Decca hasn't missed paying a dividend in the 17 years since. Decca has paid approximately \$9 million in dividends in this time.

In 1938, Decca got into the accessory business with its own line of phonographs, needles and other record accessories, in order to fully capitalize on its rapidly expanding company-owned distribution system, which, by the end of 1938, consisted of 19 self-owned branch offices.

Plant Expansion

The increasing business, \$3,640,998.14 for the fiscal year ending August, 1939, led to the purchase and opening of a new factory in Richmond, Ind., to go with the New York and Bridgeport, Conn., plants. By 1940, the company was producing as many as 135,000 records per day in the three plants.

In 1941, Rackmil was able to buy from Warner Brothers the remnants of the Brunswick

bell with "Silent Night." The catalog was expanding. The mission was to sell popular music, recording man Kapp aware that a record company catalog could not be complete unless the other divisions of the music field—country or hill billy, rhythm and blues, jazz and classical—were represented.

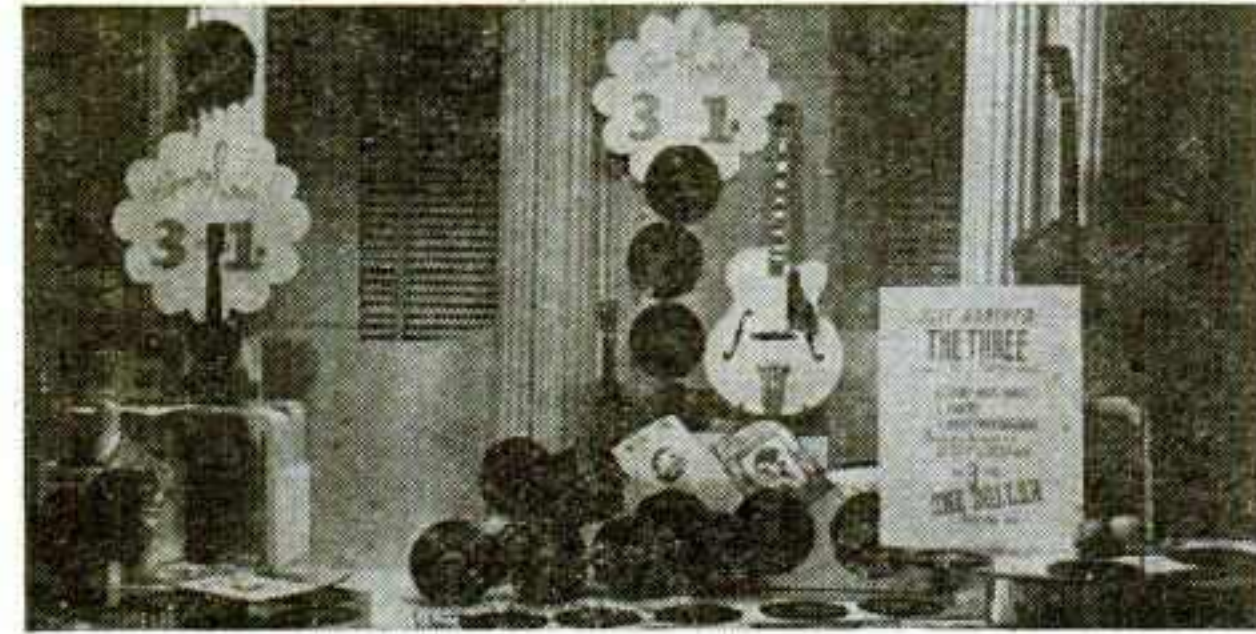
New Field

Since blues and jazz in the early Decca days were considered the "standards" of the record catalog, a great deal of effort was expended in these fields from the outset. Country music had made its mark for the first time in the late 1920's with the rise of the legendary Jimmie Rodgers on the Victor label. But Decca planned and operated a specialized "country" merchandising and recording department, a workable plan because of the self-owned and operated branch distribution system.

Kapp likewise created a new record catalog category. He converted a standard baritone Frank Luther, into a singer o-



Top: Der Bingle duets with the great Connee Boswell. Bottom: Teamed with the Andrews Sisters is Danny Kaye.



In its beginning days Decca sold its product at three records for a dollar. Here is a window display advertising the label's product at those prices.

Radio Corporation, which owned the Brunswick name for records, about 6,000 assorted recordings from the Brunswick, Vocalion and Melotone catalogs, and real estate in Dubuque, Ia., and Muskegon, Mich.

Year 1941 was a landmark to Decca for another reason. This was the year that Decca became accredited as a big time business. The New York Stock Exchange approved Decca stock for listing effective January 5, 1942. And, of course, December 7, 1941, brought war, and a curtailment of the materials that go into making records.

Artist Roster

By the time Decca was ready to celebrate its 10th anniversary in 1944, the record business was big time again. Crosby was already an institution whose record sales represented 10 per cent of the Decca output. The artists roster had grown to include The Ink Spots, Jimmy Dorsey, Judy Garland, Woody Herman, Count Basie, Louis Armstrong, Connie Boswell, Carmen Cavallaro, Bob Crosby, Deanna Durbin, Ella Fitzgerald, Louis Jordan, Tony Martin, Jimmie Lunceford, Ted Weems, Dick Haymes and many others.

The million-dollar record had been achieved for the first time since the Paul Whiteman era in the Roaring Twenties. Bing was the first to ring the

children's rhymes and songs as an experiment to find if he could please his own children. The experiment was so successful that Luther became known as the father of children's records.

Publishing Biz

In 1942, Decca expanded its interests by buying its way into music publishing business with the purchase of a number of catalogs—Sun Music, Clarence Williams Music and New Era Music.

In addition, new publishing subsidiaries were established in the Northern Music firm and others. In the first year of operation, the publishing firm produced two hit songs, "You Always Hurt the One You Love" and "Into Each Life Some Rain Must Fall." The catalogs in addition boasted such standard titles as "I'll Never Smile Again," "I Found a New Baby" and "Sugar Blues."

A further move to expand Decca's interests was achieved in 1943 with the outright purchase of the World Broadcasting System, Inc., an outstanding firm in the field of electrical transcriptions whose facilities included the most modern recording studios in New York at the time. World was sold outright by Decca in 1948.

Broadway Casts

Year 1943 was significant for the entire record industry for still another Decca innovation. This was the year that the first original cast Broadway show album was made. It was the fabulously successful recording of Rodgers and Hammerstein "Oklahoma!," which has since sold comfortably over 1,000,000 albums.

Decca had previously experimented with show and film score excerpts in album form but the recording of "Oklahoma!" its complete score done by the Broadway company heralded a new form of record merchandising, which has since led to one of the most successful sectors of record company competition.

"Oklahoma!" was followed the Decca catalog with the original cast recordings of "A



Gathered around the boss, Guy, is the original Lombardo band, Decca top sellers over the years.

Decca Firsts Mark Chronology Highlights

"Get Your Gun," "Guys and Gals," "The King and I," "Casual" and many others. Decca celebrated its 10th anniversary in 1944 by placing its first institutional advertisement on a national scale and subsequently following this one with continuing series of such ads.

War Activity
The wartime restriction on materials hampered the development of the 10-year-old baby to the extent that new recording ideas were put aside in favor of the heaviest possible schedule of pop record production to contribute to the entertainment and morale of both the members of the services and their families at home.

But these restrictions didn't stop the babe from thinking past the war toward new recording fields to conquer. Plans were being formulated to sell the spoken word on records, the great works of poetry and literature, the words which sparked the growth of our country. This was a giant plan, a daring plan, and it came to pass under the editorship and with the aid of poet, anthologist and educator Louis Untermeyer.

By the time V-Day arrived, the national demand for phonograph records reached its all-time peak, and Decca prepared for the peacetime demand with the addition of two new factories, one in Los Angeles and one in Chicago, to provide for the expected additional demand.

Stevens Dead
Shortly after V-Day, on December 20, 1945, executive vice-president and founder E. F. Stevens passed away. Treasurer Rackmil subsequently was elected to the executive vice-presidency. Leonard W. Schneider, who, after considerable experience in the record business, came to Decca as director of advertising and sales promotion, was elevated to a vice-presidency and since has been elected executive vice-president.

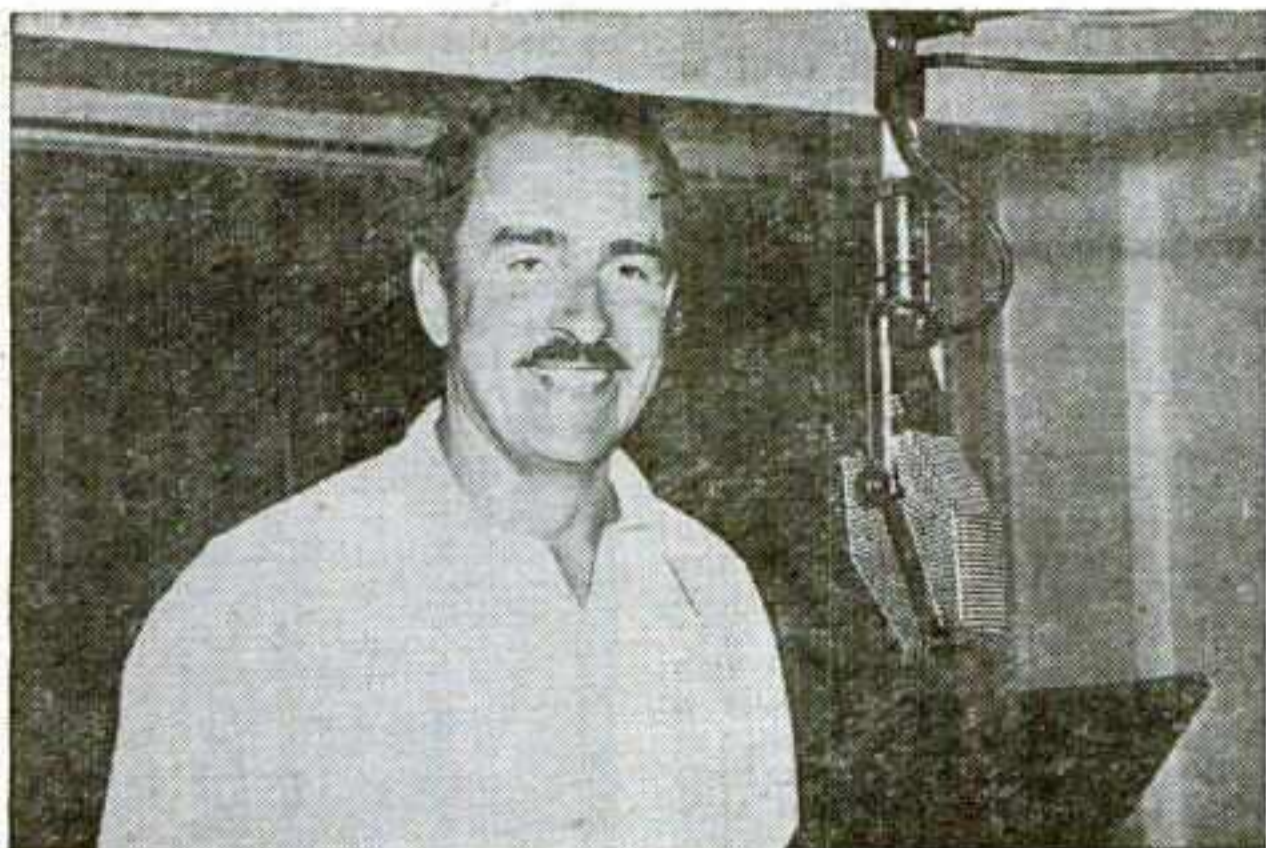
Louis Buchner, with the company from the first day, was elected treasurer and still retains this position in addition to having added the title of vice-president. With the war over, the post of chairman of the

hundreds of fly-by-night record companies had arisen out of the great demand for records and some of these were getting an occasional hit... a record business revolution was brewing: Columbia Records, since 1939 under the aegis of the Columbia Broadcasting System, announced the development of the long-playing record and RCA Victor was preparing its 45 r.p.m. machine and "doughnut" record.

To pave the path for the modern record business, Decca completely redesigned its methods of distribution with the focus

of the living American founders of the Decca idea, Milton R. Rackmil, succeeded Kapp as president of the company.

Rackmil's first major move was to plunge Decca into the long-playing record field, making capital of Decca's by-now huge catalog resources. The decision to go LP was a reflection of public opinion and hastened the end of an industrial tempest over record speeds. Approximately a year later, Decca accepted the 45 r.p.m. system for its single records and pop albums.



The smiling gent is Glen Gray of Casa Loma fame.

complete and more rapid service to dealers. This system, the introduction of eight self-owned and operated "superbranches," each of which stock the entire Decca catalog, divided the country into eight sections.

Within each of the sectors, the "mother" branch serves as a supply center for the local branches and a number of independent distributors which were added for the application of this system. This distribution plan still is employed by Decca.

Coral Label
To compete with the mushrooming independent diskeries in the field, Decca's brain trust

In September, 1950, Decca made its first strong bid to enter the classical field with the creation of its Gold Label series. In addition to domestic recordings, the label was to deal in the issuance of matrices made in Europe by both the Deutsche Grammophon Company and Parlophone Records.

One of the earliest results out of the Gold Label line was the emergence of Leroy Anderson as a "pops" artist, whose recordings of his own compositions developed in the regular pop market as hits. Anderson rang the 1,000,000-selling bell with his slicing of "Blue Tango."

Compo Buy
During the same year, Decca purchased outright The Compo Company, Ltd., of Canada and its affiliate, Apex Records. In addition to pressing and sales of Decca and Coral records in Canada, Compo handles other American labels there. The purchase of Compo allowed for a closer integration of Decca's activities in the United States and Canada.

Rackmil, the business mind of the original three, meanwhile was able to study the competitive structures of the industry and found Decca on the one hand confronted with a pair of diskeries with the support of radio-television empires and one wholly owned by a movie studio.

He realized that a record business alone could only go just so far in the business world. He also realized that the cash position that Decca had achieved was such that a major move to expand outside the record industry was easily within reach.

U-I Purchases
Thus in the summer of 1951, Decca, led by Rackmil, bought 26 per cent of the outstanding stock of Universal Pictures Company, Inc., one of the pioneers in the motion picture industry and one of the contemporary giants in its field. Continuing to buy up Universal stock as the opportunities presented themselves, Decca today controls 72.5 per cent of the outstanding stock of Universal.

Rackmil subsequently became the president of Universal while retaining his presidency of Decca, and as executive of both firms is able to conduct the best

1934
Decca Records, Inc., incorporated on August 4, Jack Kapp named president, E. F. Stevens elected vice-president, Milton R. Rackmil named treasurer, E. R. (Ted) Lewis named chairman of the board.

Open first plant on West 54th Street, New York City, with eight presses.

Sign first recording artists: Bing Crosby, Victor Young, the Mills Brothers, the Casa Loma Orchestra, Ted Lewis, Dorsey Brothers and others.

First record released in October: Number 100, Bing Crosby's coupling of "I Love You Truly" and "Just A-Wearyin' for You."

Establish unique (for 1934) sales and distribution organization, self-owned and operated branch system.

1935
A DECCA "FIRST": Decca's 35-cent, two-hit song policy catches the public fancy, revives interest in a dwindling record industry.

Riley and Farley record "The Music Goes 'Round and 'Round," Decca's first big hit, in December. Disk sells 100,000.

Other records issued: Bing Crosby's "Silent Night," ultimately becomes Decca's first 1,000,000 seller; Clyde McCoy's "Sugar Blues" also later reaches 1,000,000; "Hot Lips" by Henry Busse.

December is Decca's first month in the black: profit for the month, \$1,134.16.

1936
Decca continues to punch out hit records: "Bei Meir Bist Du Schoen" by the Andrews Sisters (Decca's fastest selling record in early years); "One Rose," "Sweet Leilani" and "Pennies From Heaven" by Crosby; "It's a Sin to Tell a Lie" by Bobby Breen; "For You" and "Smoke Rings" by Casa Loma; "Il Bacio" and "Someone to Care for Me" by Deanna Durbin.

possible liaison, particularly at a financial level.

Thus Decca became the first record company to work the reverse financial switch in the field. Whereas other record enterprises were the children of show business empires, Decca was able, with its own resources, to buy its own empire. The result is that today the combined gross of the Decca-Universal operation will exceed \$100,000,000 annually.

Mutual Benefit
At the same time, the Decca-Universal tie has already produced a number of mutual benefits, and the operation is so geared that the contributions from one to the other will increase as the years roll on. Perhaps the most significant tie to date was executed in behalf of the movie, "The Glenn Miller Story."

Decca issued a best selling sound track album from the picture which helped build the box office of the movie into stratospheric heights. It will be the largest grosser in Universal's history.

A current Universal-Decca project is the joint effort being expended in behalf of the movie, "The Magnificent Obsession." And, in addition, at least one successful recording artist, Jeff Chandler, was called from the Universal star list for the Decca label.

First Rift
Decca's move into the movie field, tho it met with unqualified success, led to the first internal rift in the company's history earlier this year, when a group

A DECCA "FIRST": Issues first children's sets by Frank Luther.

Decca's success helps spur radio manufacturers to market radio-phonograph combinations.

1937
Lewis, who financed Decca, starts selling his interests in the firm to avoid having his investments outside of England frozen because of the impending war.

A DECCA "FIRST": Decca markets the first modern "pop" album, an album of Strauss waltzes, packaged with artwork and a colorful container.

Decca's board of directors declares the first dividend. Decca hasn't missed a dividend payment from 1937 to the current date.

1938
Decca markets its own line of phonographs, needles and other record accessories.

Decca's self-owned branch system expands to 19 with the opening of Charlotte, N. C.; Kansas City, Mo.; St. Paul, Philadelphia and Houston.

1939
Lewis sells the remainder of his interest in Decca just as England enters World War II.

Increasing business leads to opening a new factory in Richmond, Ind., giving Decca three plants.

Branches are opened in Washington; Newark, N. J., and Pittsburgh.

Decca's fiscal period is changed from August to August to the calendar year.

1940
Production reaches high of 135,000 per day out of the three plants. Catalog has grown to 7,000 selections.

Branches opened in Jacksonville, Fla.; Milwaukee, Oklahoma City and Syracuse.

Leonard W. Schneider, current
(Continued on page 50)



Top: The Mills Brothers, at a very early record session in their career, examine the original Edison cylinder phonograph.

Bottom: This, of course, is the "Is everybody happy?" man, Ted Lewis.

board, which had been held by Ted Lewis, was vacated.

Decca's gross for the first peacetime year, 1946, reached a phenomenal \$30,675,380.61, and was followed in 1947 with Decca's all-time record sales figure for a single year, \$32,508,718. A good percentage of these millions was harvested because of the record-inspired comeback of one of the greatest of show business greats, Al Jolson. Jolson's recording of "The Anniversary Song" sold over 1,000,000 copies and his four-record album of songs from the movie of his life, "The Jolson Story," likewise topped the 1,000,000 mark.

New Changes
Then, 1948—the peacetime record jam was breaking... a certain amount of normalcy was returning within the industry...

dreamed up the Coral label, whose functions were twofold: one, to absorb the inactive sections of the mother company's catalog and expose it to the market thru a wholly independent distribution network, and two, to search for new artists and experiment with unconventional recording ideas along the lines of the unpredictable "indies."

In addition to Coral, the Brunswick name returned to records to be handled as part of the Coral operation and to absorb, for the main part, a large number of the unreleased as well as released jazz masters in the possession of Decca.

But 1949 was a year of tragedy, for on March 25, 1949, the first president of Decca, Jack Kapp, died. The third and last



Gathered around the piano are the boys of the original Fred Waring band. Fred is at the left sharing the piano bench with brother Tom Waring.

Announcing



Celebrating 20th birthday





Never before a treat

20th
YEAR
PACKAGE
RELEASE

a fabulous NEW ALBUM

TO OUR FRIENDS IN THE INDUSTRY

DEALERS • DISK JOCKEYS • OPERATORS

It's great to have a birthday... and today we're twenty years old.

We want to say "Thank You."

Thank you from all of us at Decca Records... to all of you... for twenty great years... the most exciting years in American recording.

At the beginning Decca was dedicated to the rediscovery of what was genuine, real, good in American music.

Throughout America that idea struck a responsive chord, and now in thousands of cities and towns Decca is America's fastest selling label.

More recently we have extended and broadened Decca's field of operations. Now we search out the best in the musical culture of America and of Europe and the world.

We are in a celebrating mood, and we invite you and through you the whole country to our Birthday Party.

On the following pages you will find thirty-one specially produced DECCA TWENTIETH ANNIVERSARY packages... here are the great names that made Decca a great name, plus some lively newcomers.

Thank you for the approval and support you have given us. As our horizon broadens so does our future, in which all our friends are included.

Cordially,
DECCA RECORDS, INC.



"BING" sings all these favorites!

I Surrender Dear
Star Dust
Sweet and Lovely
Where the Blue of the Night Meets
the Gold of the Day
I Don't Stand a Ghost of a Chance
with You
I Love You Truly
June in January
It's Easy to Remember
Silent Night
I'm an Old Cowhand
Pennies from Heaven
I've Got a Pocketful of Dreams
Mexicali Rose
Tumbling Tumbleweeds
Only Forever
Yes Indeed
You Are My Sunshine
Deep in the Heart of Texas
Dear Hearts and Gentle People
Play a Simple Melody

Wait Till the Sun Shines, Nellie
White Christmas
Moonlight Becomes You
Sunday, Monday or Always
Pistol Packin' Mama
San Fernando Valley
I'll Be Seeing You
Swinging on a Star
Too-Ra-Loo-Ra-Loo-Ral
Don't Fence Me In
It's Been a Long Long Time
The Bells of St. Mary's
MacNamara's Band
Sioux City Sue
Begin the Beguine
South America, Take it Away
Blue Skies
Alexander's Ragtime Band
The Whiffenpoof Song
Now is the Hour
Far Away Places
Sam's Song

and many more!

are chest of song like this...

.. with tremendous appeal for millions
.. over 4 hours playing time—89 songs



• 24-page illustrated booklet with each album, containing profile of Bing by Louis Untermeyer, complete discography, of Bing's records.



FACTS YOU'LL WANT TO KNOW ABOUT THIS ALBUM

5 12" Long Play records (33 1/3 rpm.) each record packed in polyethylene bag DX-151
17 Extended Play records (45 rpm.) ED-1700

Suggested Retail Price

\$26.37

Fed. Ex. Tax—\$1.13

- Album in form of dust-proof leather case with lock and key.
- Striking cover design in five brilliant colors.
- All records in separate jackets.
- Each album sealed in cellophane and packaged separately in factory-sealed cartons!

Bing's story as only he himself tells it and sings it!

BING is an album so BIG... so GREAT... that only Bing himself could have made it! Here, one after the other, are the songs he made famous... 89 in all... over four hours of musical enchantment!

He starts at the very beginning of his career... singing and reminiscing as he strolls down through the years... re-creating with his magic, inimitable touch all the musical milestones that charted his career.

Bing's story is the story of millions. It is the story of America in song.

That's what makes BING an album with a favorite memory for anyone who has ever heard a radio, seen a movie, or played a phonograph since 1926! It's a collection that will be played and played and played... again and again... in millions of American homes... and will be loved along with the great entertainer who made it!



Twenty years young

... the best is yet to come

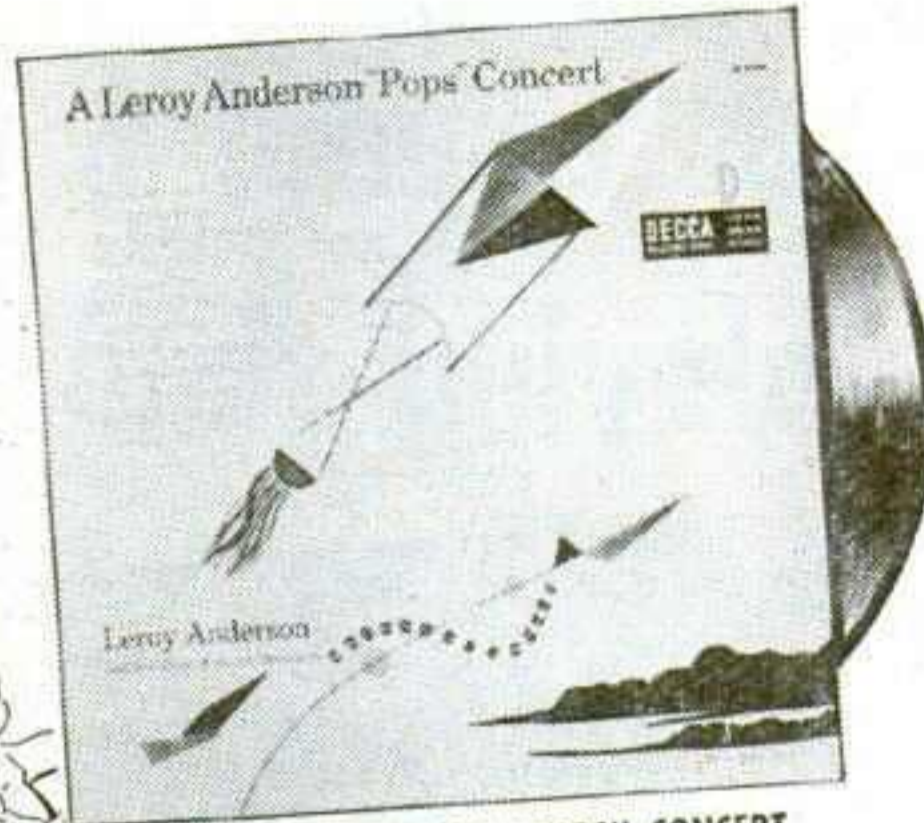
Now turn the page...

DECCA

Never before such an



20th YEAR PACKAGE RELEASE



A LEROY ANDERSON "POPS" CONCERT
Leroy Anderson and His Orchestra
DL 9749 (12") • ED-1201



**WARM—INTIMATE SONGS
IN THE JERI SOUTHERN STYLE**
With Dave Barbour Trio
DL 5531 (10") • ED-640



MILLS BROTHERS



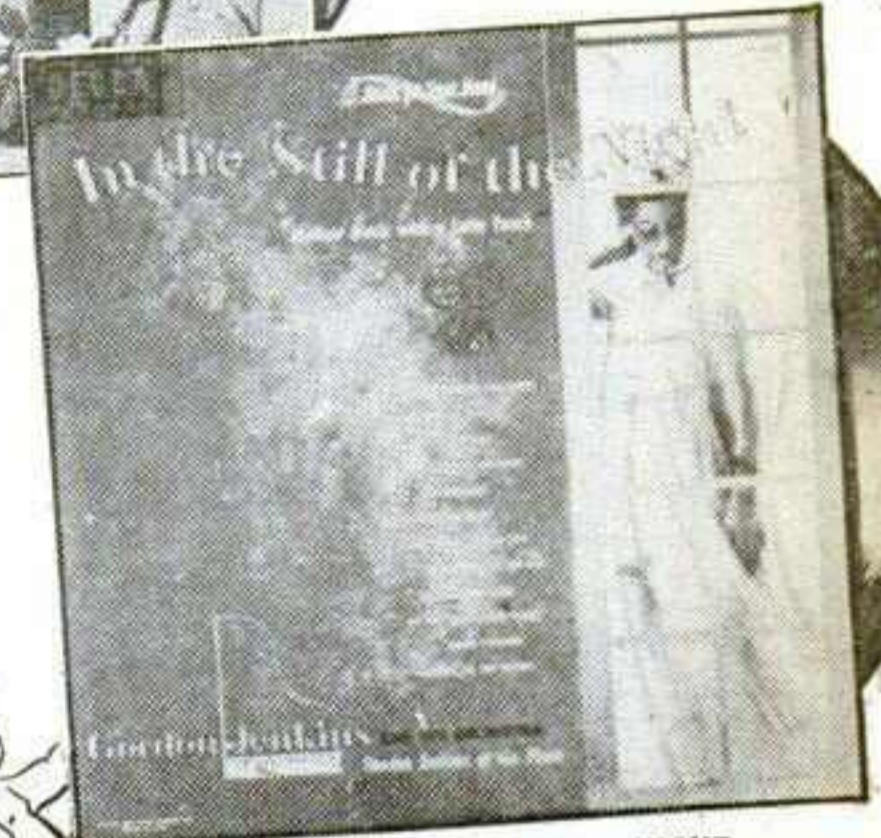
WEBB PIERCE—THE WONDERING BOY
DL 5536 (10") • ED-2144-2145



GUY LOMBARDO



WHISPERING MOONLIGHT
VAN LYNN and His Orchestra
DL 8063 (12")



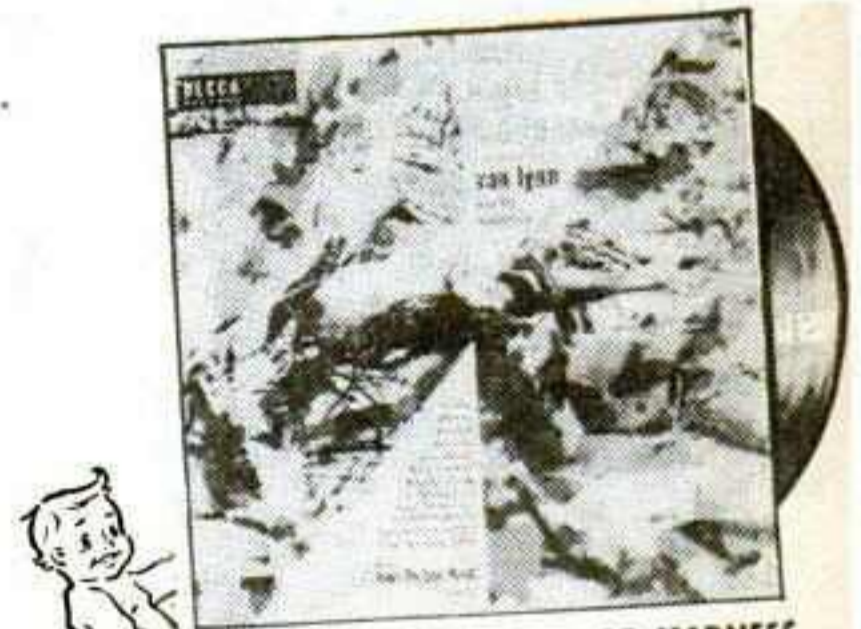
IN THE STILL OF THE NIGHT
GORDON JENKINS and His Orchestra
DL 8077 (12") • ED-812



ETHEL MERMAN



BURL IVES' CORONATION CONCERT
Recorded at Royal Festival Hall, London, England
DL 8080 (12") • ED-817



ONE NIGHT OF MADNESS
Instrumental Novelties by VAN LYNN
DL 8065 (12")



ALFRED WALLENSTEIN



DANNY KAYE

FLORIAN ZABACH



ETHEL SMITH



GRADY MARTIN



CONNIE BOSWELL



JEFF CHANDLER



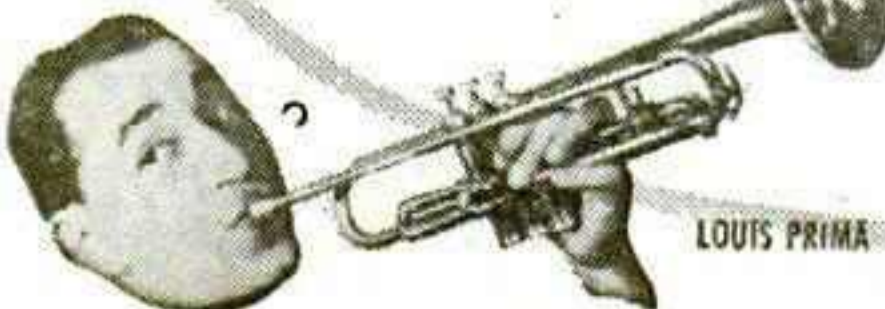
JANE TURZY



RUSS MORGAN



KAYE BALLARD



LOUIS PRIMA



TEX WILLIAMS



HANK LOCKLIN

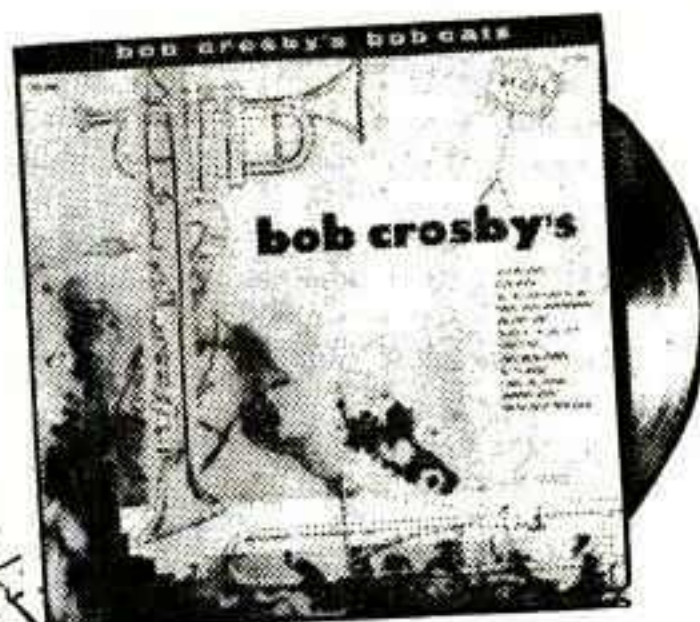


MARIE KNIGHT

array of musical magic ...



HARMONIZIN' THE OLD SONGS
 FRED WARING and His Pennsylvanians
 DL 5537 (10") • ED-651



BOB CROSBY'S BOB CATS
 DL 8061 (12") • ED-2136-2137-2138



PEGGY LEE



LEROY ANDERSON



ERNEST TUBB



BURRE IVES



FRANK LUTHER

INVITATION TO ROMANCE
 Played by the
 MEN'S HALL LIGHT ORCHESTRA
 DL 8069 (12")



LOUIS ARMSTRONG and GORDON JENKINS
 and His Chorus and Orchestra
 DL 5538 (10") • ED-656



STREET OF DREAMS TORCH TUNES
 by THE INK SPOTS
 DL 5541 (10") • ED-686



SOUTH OF THE MASON-DIXON LINE
 The LAWSON-HAGGART JAZZ BAND
 DL 5529 (10") • ED-638



REMEMBER - The Waltzes of IRVING BERLIN
 Played by JESSE CRAWFORD, the Poet of the Organ
 DL 8071 (12") • ED-811



WILLIE APPLEWHITE



REGINALD KELL



GOLDIE HILL



SISTER ROSETTA THARPE



ALFRED NEWMAN



MUSIC FOR SCREAMING
 JERRY COLONNA AT HIS BEST
 DL 5540 (10") • ED-685



LEN



JUSTIN TUBB



AUTRY INMAN



"WHOOPEE" JOHN WILFART

DL indicates 33 1/3 RPM Long Play Speed.
 ED indicates 45 RPM Extended Play Speed.

**Now turn
 the page ...**

DECCA

and it adds up to

20th YEAR PACKAGE RELEASE



A NIGHT AT THE ROOSEVELT
GUY LOMBARDO and His Royal Canadians
DL 8070 (12") • ED-810



AN EVENING WITH ANDRÉS SEGOVIA
DL 9733 (12")



FRED WARING



GARY CROSBY



KITTY KALLEN



ANDRÉS SEGOVIA



LISTENING PLEASURE
VAN LYNN and His Orchestra
DL 8066 (12")



EVERYBODY DANCE to the Music of RUSS
and His Orchestra—Vol. 3
DL 5528 (10") • ED-2142-2143



RED FOLEY



ELLA—SONGS IN A MELLOW MOOD
ELLA FITZGERALD with Ellis Larkins at the piano
DL 8068 (12") • ED-2148-2149-2150



DOLORES GRAY



CARMEN CAVALLARO



GORDON JENKINS



**STORIES OF THE BALLETS—
THE MAGIC TOYSHOP**
Told by DANNY KAYE
K-119 (10") • 1-257



**LOOK AT THE LITTLE KITTY KAT—
THE WHISTLING RABBIT**
Song by BURL IVES
K-128 (10") • 1-272



SAMMY DAVIS, JR.



BILL HALEY & HIS COMETS



BILL SNYDER



EVELYN KNIGHT



DONALD O'CONNOR



RAY BOLGER



JACK PLEIS



JERT SOUTHERN



RED SOVINE



SAVANNAH CHURCHILL



MARIAN C.

CHILDREN'

al sales magic for you!



SOUTH AMERICAN CONTRASTS
VAN LYNN and His Orchestra
DL 8064 (12")



THE MILLS BROTHERS
Four Boys and a Guitar
DL 5516 (10") • ED-2118-2119



FOUR ACES

LOUIS ARMSTRONG

WEBB PIERCE

ELLA FITZGERALD



CANDLELIGHT MELODIES
VAN LYNN and His Orchestra
DL 8062 (12")



LOUIS' HOT 5's AND 7's
Played by
The LAWSON-HAGGART JAZZ BAND
DL 5533 (10") • ED-648



PEGGY—Songs in an Intimate Style
Sung by PEGGY LEE
DL 5539 (10") • ED-684



**WHAT IS A BOY?—
WHAT IS A GIRL?**
Recitation by JACKIE GLEASON
K-130 (10") • 1-274



**BONGO AND HIS BABOON DRUM—
QUACK, QUACK, PADDLE OH!**
Sung by BURL IVES
K-132 (10") • 1-278



JAZZ STUDIO TWO from Hollywood
with Herb Geller
DL 8079 (12") • ED-2157-2158-2159



JIMMY DAVIS

GEORGIE SHAW

KITTY WELLS

BILL MONROE

ANDREWS SISTERS

DL indicates 33 1/3 RPM Long Play Speed.
ED indicates 45 RPM Extended Play Speed.
K indicates 78 RPM record in illustrated envelope.
I indicates 45 RPM record in illustrated envelope.

*Now turn
the page...*



THESE POWERFUL SALES PROMOTION AIDS WILL HELP MAKE THE DECCA BIRTHDAY PARTY A GALA EVENT IN YOUR STORE



DECCA RECORDS proudly announces its 20th Anniversary Birthday Party and invites you to join with these great artists in "20 record years of living entertainment..."

POPULAR ARTISTS

BING CROSBY	GUY LOMBARDO	GOLDMAN BAND	FRED WARING	LOUIS I
LEROY ANDERSON	MARIAN CARUSO	SOLORES GRAY	FRANK LUTHER	GEORGE
ANDREWS SISTERS	CAROLAN CAVALLARO	JERRY GRAY	LAURITZ MELCHOR	GEORGE
CHARLIE APPELWHITE	JEFF CHANDLER	BILL HALEY	RUSE MORGAN	ETHEL I
LOUIS ARMSTRONG	DON CHERRY	BURL IVES	PAT MORRISSEY	BILL B
KAY BOLLER	JERRY COLONNA	GORDON JENKINS	ALFRED NEWMAN	JERRY S
RAY BOLGER	THE COMMANDERS	KITTY KALLAN	DOUGLAS O'CONNOR	DICK I
CONNIE BOWELL	JESSE CRAWFORD	DANNY KATE	ST OLIVER	JANE
JANET BRACE	GARY CROSBY	SYLVIA KNIGHT	FLETCHER PICK TRIO	FLOR
OWEN BRADLEY	RAMMY DAVIS, JR.	PIGGY LEE	JACK PLISS	
SONNY BURKS	ELLA FITZGERALD			

GOLD LABEL CLASSICAL ARTISTS

ERMA BERGER	CARLOS CHAVEZ	WILHELM KEMPPF	IRMA
LEONARD BERNSTEIN	FERDIE PRICISAY	FITZ LEHMANN	ASC
NASRA SOULANGER	JOSEPH FUCHS	VIRTUOSI DI ROMA	THEA
KAMARATA	RONALD WEL	CARL SANDBURG	ALF

COUNTRY & WESTERN ARTISTS

GOLDIE HILL	JIMMIE LOGSDON	WERNER PIERCE	SE
AUTRY HUNN	GRADY HAYTH	JERRY SKINNER	T
WANDA JACKSON	ELL MONROE	RED SOVINE	O
HANK LOCKLIN	LEON PATHE	ELAINE TUBE	N
		JUSTIN TUBE	W
			Y

JAZZ ARTISTS

LAWSON-HAGGART	SONNY GREEN	PAUL QUINCHETTE	
-----------------------	--------------------	------------------------	--

INTERNATIONAL

EDDIE HAZ			
GEORGIE O'WHOOSES' JOHN			

DECCA RECORDS

BING CROSBY
A MUSICAL AUTOBIOGRAPHY OF BING CROSBY
89 SONGS THAT BING CROSBY MADE FAMOUS
The Most Important Album Ever Released!

Bing Crosby
Years in Story and Record Album ever Released

HERE IT IS, FOLKS... MY 20 MUSICAL YEARS IN STORY AND SONG

Join **BING CROSBY** and other great stars now celebrating **DECCA RECORDS 20th Anniversary BIRTHDAY PARTY**

Come us and join the fun!

EYE-CATCHING BANNERS and DISPLAYS in color, featuring list of all the songs in "Bing" album... PLUS complete roster of all DECCA artists!

AD MATS for you to use in your advertising plus **CONSUMER PIECES** for you to send or give away.

DECCA RECORDS

20th Anniversary BIRTHDAY PARTY!



LIFE-LIKE FLOOR DISPLAY OF BING CROSBY... inviting your customers to participate in the festival of birthday specials!

COLORFUL 20th ANNIVERSARY STREAMERS and striking album cover reproductions of Birthday Package releases!

AND ALL OVER AMERICA Decca 20th Anniversary Radio and Television publicity!

ASK YOUR DECCA SALESMAN FOR THESE POWERFUL SALES-BUILDERS. USE THEM NOW...BRING MORE CUSTOMERS AND PROFITS INTO YOUR STORE.



TALK TO YOUR DECCA SALESMAN AT ONCE

TO ALL DECCA DEALERS:

Extra profits waiting for you.

You'll like the 20th year

Birthday Package in all

respects. Thanks for the past

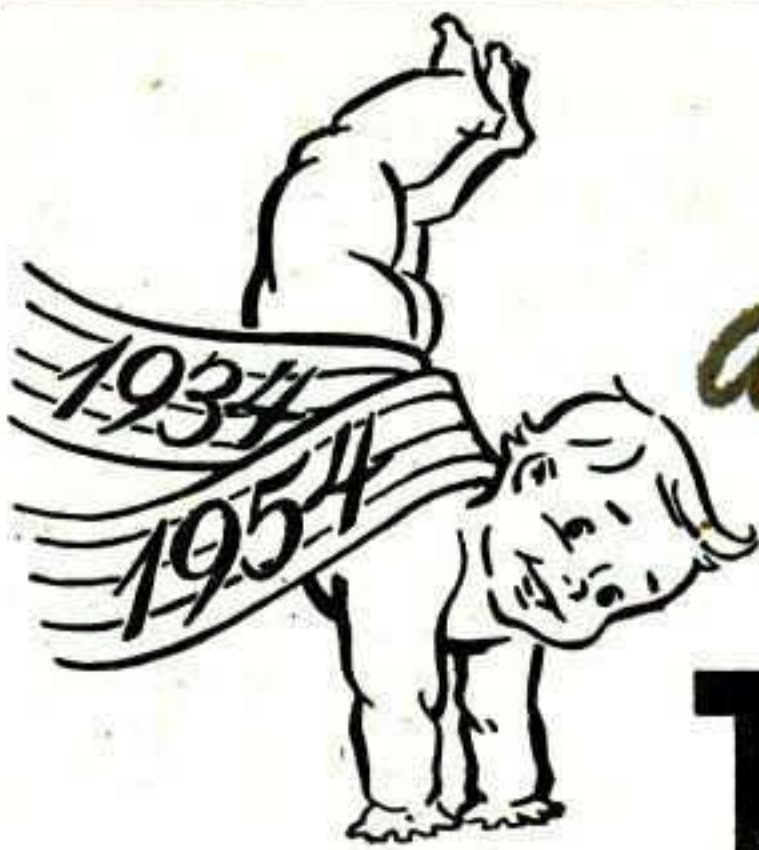
20 years...we hope you'll

be with us for 20 more.

Cordially yours,
DECCA RECORDS, Inc.



*Twenty years young...
the best is yet to come*














and to top it all off

THE BIGGEST HITS ARE ON DECCA

DEALERS, DISC JOCKEYS and OPERATORS —

Your attention please! Requests and plays show it, sales prove it... these sizzling hits are getting the biggest play everywhere!

-  **LITTLE THINGS MEAN A LOT** Kitty Kallen 29037
(I Don't Think You Love Me Any More)
-  **IN THE CHAPEL IN THE MOONLIGHT**... Kitty Kallen 29130
(Take Everything But You)
-  **THREE COINS IN THE FOUNTAIN** Four Aces 29123
(Wedding Bells)
-  **THE HIGH AND THE MIGHTY** Victor Young..... 29203
(Moonlight And Roses)
-  **SHAKE, RATTLE AND ROLL** Bill Haley and His Comets . 29204
(A.B.C. Boogie)
-  **HEY THERE**..... Sammy Davis, Jr. 29199
(And This Is My Beloved)
-  **DREAM** Four Aces 29217
(It Shall Come To Pass)
-  **ONE BY ONE** Kitty Wells — Red Foley ... 29065
(I'm A Stranger In My Home)
-  **EVEN THO** Webb Pierce 29107
(Sparkling Brown Eyes)
-  **DOUBLE-DATIN'**..... Ernest Tubb — Red Foley ... 29195
(It's The Mileage That's Slowin' Us Down)
-  **LOOKING BACK TO SEE**..... Goldie Hill — Justin Tubb .. 29145
(I Miss You So)
- **YOU CAN'T HAVE MY LOVE** Wanda Jackson — Billy Gray . 29140
(Lovin', Country Style)

... and more "Coming up" **EVERY WEEK!**

Selections available in both 78 RPM and 45 Extended Play Speeds

TWENTY YEARS YOUNG



THE BEST IS YET TO COME



Jimmy



WE'RE PROUD TO CONGRATULATE



TERESA BREWER
AU REVOIR
and
DANGER SIGNS

61225



JOHNNY DESMOND
THE HIGH AND THE MIGHTY
and
GOT NO TIME

61232



LES BROWN
THEY WERE DOING THE MAMBO
and
THE MAN THAT GOT AWAY

61222



EILEEN BARTON
SWAY
and
WHEN MAMA CALLS

61185



BILLY WILLIAMS QUARTET
SH-BOOM
and
WHENEVER, WHEREVER

61212



JIMMY WAKELY
HERE LIES MY HEART
and
IT'S LONELY ON THE TRAIL TONIGHT

61220



STEVE ALLEN
BE BOP'S FABLES

Jack and the Beanstalk • Goldilocks and the Three Bears • Cinderella • Snow White and the Seven Dwarfs.

* One record 45 RPM Extended Play EB 71025*



PEARL BAILEY
HE'S GONE
and
I WOULDN'T WALK ACROSS THE STREET

61208



PHIL FOSTER

A BROOKLYN BASEBALL FAN
and
THE KIDS ON THE CORNER
61200



GEORGIE AULD

THE HIGH AND THE MIGHTY
and
SNEAKY PETE
61205



ALAN DALE

LOVING YOU MADLY
and
ALL ABOUT YOU
61215



SONS OF THE PIONEERS
RIVER OF NO RETURN
and
THE LILIES GROW HIGH
61186



THE MODERNAIRES
I KNOW WHY
(AND SO DO YOU)
and
THAT'S YOU, THAT'S LOVE
61199

CORAL RECORDS

PART OF THE DECCA FAMILY IS, DECCA.....

Coral Records



THE MCGUIRE SISTERS
LONESOME POLECAT
and
UNO, DUE, TRE
(the Italian Square Dance)
61239
Also current smash
GOODNIGHT, SWEETHEART, GOODNIGHT
61187



DON CORNELL
HOLD MY HAND
and
I'M BLESSED
61206



LAWRENCE WELK
THE GREATEST FEELING IN THE WORLD
and
LUXEMBOURG POLKA
61240



KAREN CHANDLER
HEARTBEAT
and
WHERE IS THE ONE FOR ME?
61235



JACKIE LEE
DONKEY SERENADE
and
MR. HOT PIANO
61214



PAUL WHITEMAN
WHISPERING
and
YOU'RE DRIVING ME CRAZY
61228



DIMITRI TIOMKIN
Theme from
THE HIGH AND THE MIGHTY
Theme from
DIAL "M" FOR MURDER
61211



GEORGE CATES
ATHENA
and
DOUBLE-GAITED
61226



DICK JACOBS
LITTLE THINGS MEAN A LOT
and
HITCH-HIKE TO THE STARS
61180



EYDIE GORME
CHAIN REACTION
and
SURE
61213



JOHNNY LONG
SAY HEY, WILLIE MAYS
and
PUSSY-FOOTIN'
61238



BUDDY GRECO
IF I GIVE MY HEART TO YOU
and
A COLD GLASS OF WATER AND A WARM KISS
61236

RUSSELL, C. HAINES,
DAVIS, D. RUSSELL
DO LORD
and
GOT THE JOY - SUM-
MER IN MY HEART -
ON MY LAMP
61113

ALL RECORDS AVAILABLE IN 78 and 45 RPM

America's Fastest Growing Record Company





Top: Cole Porter runs over the lyrics of one of his tunes during a Decca recording session with Fred Astaire.

Bottom: Yul Brynner sings while Gertrude Lawrence listens during the recording of the original cast album of "The King and I."

Untermeyer Weaves the Fabric of Americana on Spoken Records

Guides Literary Recordings of Stars In Classic Works of the Masters

To the founders of Decca, the phonograph record represented a lot more than just a money-making medium. First, the record offered the public the freedom of selectivity—the privilege of choosing what you want to hear when you want to hear it, the most ideal form of self-entertainment. Second, the record represented a form of communicative expression.

It was this second conception which led to the development of the "Decca Dream." This was a concept involving the use of records to express the American way of life from a patriotic and cultural point of view—to put onto these records in an entertaining fashion the literature, folklore and legends of our country.

In 1944 the "Decca dream" began taking a tangible form when poet-anthologist-educator-author Louis Untermeyer joined the company in the capacity of editor to supervise an ambitious program to design and frame "spoken word" recording series. His experiences and the development into reality of the "Decca dream" are related here by Mr. Untermeyer:

By LOUIS UNTERMAYER

When "Who's Who in America" first announced that I was editor of Decca Records, I received many puzzled inquiries. What was an author—and, of all things, a poet!—doing in a record company?

That was about 10 years ago—and the same question is being asked today. It is not easy to give a specific and detailed answer, but, rather than hide behind a pretentious veil of modesty, the facts are these:

I began working for Decca in 1944 in what was then considered the "longhair" department of literature. Actually, it was neither so horrifying nor as high-brow as it sounds. I was called into aid, abet and stimulate a cultural program of Americana. The plan called for the preservation of some of our country's greatest stories, legends, folklore, speeches and poems on records.

At the very outset we determined not only to present some of the immortal words but to put the words themselves into action. Instead of merely having the words read, they were dramatized and presented in play-form, with musical backgrounds and narrations. Moreover, the principal parts were interpreted by outstanding artists of the screen and stage.

We took such classics as Washington Irving's "Rip Van Winkle" and appropriately gave the main role to that wonderful star of "Knickerbocker Holiday," Walter Huston. Herman Melville's panoramic "Moby Dick" featured Charles Laughton as the madly driven Captain Ahab. Edgar Allan Poe's "Cask of

Jolson and a parade of his famous songs, Judy Garland and "You Made Me Love You," Ray Bolger and "Once in Love With Amy," Charles Laughton reading the Bible and Bob Hope and "Two Sleepy People."

Amontillado" starred the sinister Sydney Greenstreet. Edward Everett Hale's unforgettable little epic, "The Man Without a Country," had Bing Crosby leading the cast.

Unprecedented Venture

The venture was unprecedented in the record business. What's more, it was immediately successful. It encouraged us to extend the range and widen our horizons. To the fabric of America, we began adding the folklore and fiction of other countries. Lewis Carroll's "Alice in Wonderland"—perhaps the most successful dramatization ever offered in a recorded album—revealed the charming Ginger Rogers as Alice. Two Yuletide selections from Charles Dickens—"Mr. Pickwick's Christmas" and the perennial "A Christmas Carol"—were received with equal favor; the former starred Charles Laughton, the latter starred Ronald Colman. Colman also played the lead in an adaptation of Hilton's "Lost Horizon," while another great English actor, Herbert Marshall, made a memorable impression in Paul Gallico's thrilling story of Dunkirk, "The Snow Goose." We got so ambitious that I even dared to dramatize some of the old Greek myths, which Decca issued as "Tales of the Olympian Gods," and Colman's sonorous voice rendered the resonant lines which I had stolen from Bulfinch.

In the last 10 years Decca's cultural program has continually widened. It has included such ancient legends as the story of Our Lady's Juggler "A Christmas Gift," Oscar Wilde's fanciful and tender "The Happy Prince," Scholem Aleichem's "Tales from the Old Country," Robert Louis Stevenson's childhood favorite "Treasure Island," as well as so highly modern a "shocker" as Agnes Moorehead's "Sorry, Wrong Number."

In the field of serious drama Decca's scope has been almost unlimited. It extends from the ancient Greek tragedy, "Medea," adapted by the American poet Robinson Jeffers and starring Judith Anderson, to "The Cocktail Party," by Nobel prize winner T. S. Eliot, starring Alec Guinness. Decca's catalog of dramas also includes Arthur Miller's sensational "Death of a Salesman," Christopher Fry's "The Lady's Not for Burning,"



LOUIS UNTERMAYER

starring John Gielgud and Pamela Brown; scenes from Shakespeare; and in two volumes, the ANTA "album of stars," highlighting great scenes from great plays made famous by Helen Hayes, Katharine Cornell, Tallulah Bankhead, Eva Le Gallienne, Dame Edith Evans, Julie Harris, Henry Fonda, Fredric March and others.

Poetry Albums

Decca's poetry albums match its dramatic recordings and are fully as inclusive. They comprise various readings from the Bible by Charles Laughton and Orson Welles; poems in praise of Abraham Lincoln; milestones of American History ("Our Common Heritage"), read by Fredric March, Walter Huston, Bing Crosby, Pat O'Brien and Alexander Scourby; while Carl Sandburg's famous American poems are read by Sandburg himself. As for speeches, the voice of Franklin D. Roosevelt is heard in "The Presidential Years," while that of the Most Reverend Fulton J. Sheen is heard in "Time for Reflection."

So that's what a poet is doing at a record company! And I am proud of the achievements Decca has made in pioneering the phonograph record as a new, modern means of progressing the American culture and way of life.

Catalog Sparkles With Great Stars

The Decca catalog is studded with some of the greatest names in show business. Twenty years ago the record business was considered as a stepchild to show business. Show business considered itself mainly as visual entertainment. However, the budding Decca company pursued a show-wise policy which was based on the essential belief that phonograph records represented a key segment of show business tomorrow.

This belief certainly has paid off with regard to the development of the catalog and in providing the world with a permanently recorded memory of some of the great moments in the modern history of show business.

The show-wise recording policy included making recordings of memorable segments of entertainers' acts, of the entertainers themselves, of great moments in the theater, of the legitimate offerings, and of great singers and musicians. Of course, the latter segment of show business helped create record popularity and ultimately provided the means for the disk to claim its rightful place in the highest circles of show business. And Decca's contribution in this field has included such talents as Bing Crosby, Andrews Sisters, Guy Lombardo, Mills Brothers, Fred Waring, Four Aces, Ella Fitzgerald, Louis Armstrong and Russ Morgan.

Stellar Names

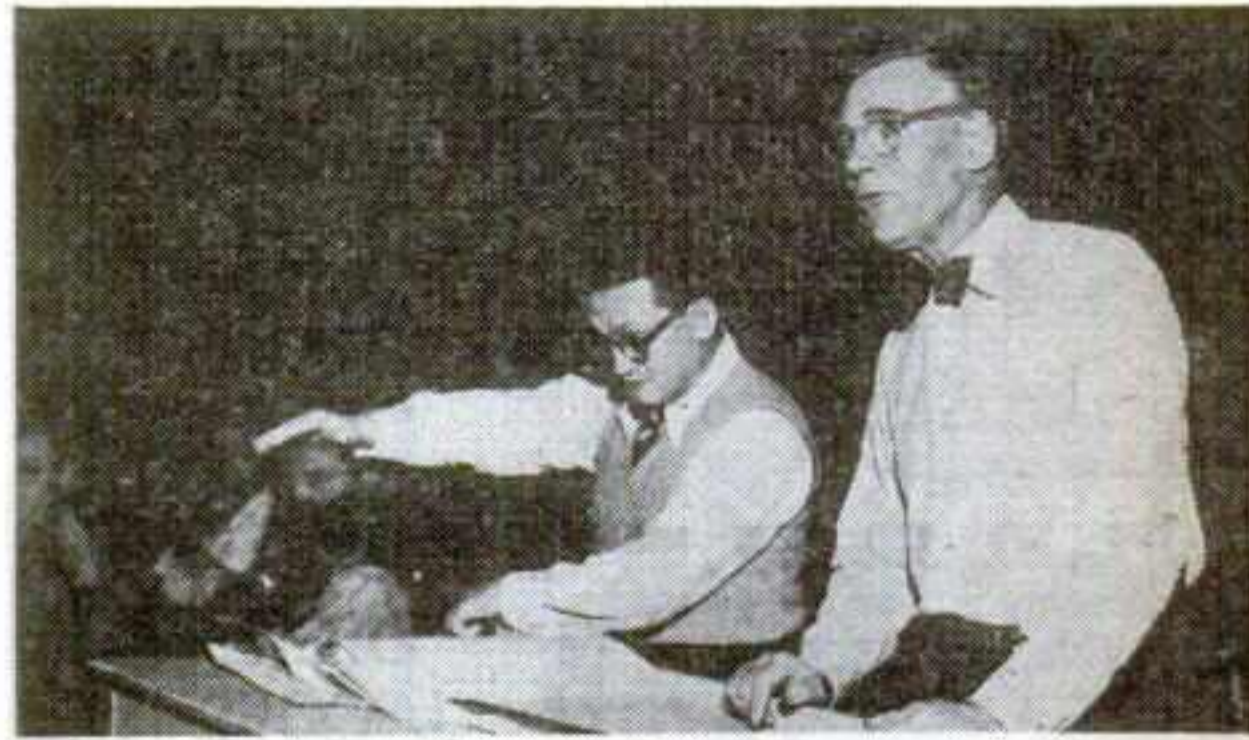
But, moving beyond the sphere of the so-called recording artist, Decca's catalog boasts such stellar names as Al Jolson, Eddie Cantor, Sophie Tucker, Rudy Vallee, Dick Powell, Judy Garland, Bobby Breen, Deanna Durbin, Walter Huston, Loretta Young, Orson Welles, Fredric March, Thomas Mitchell, Ted

Lewis, Gertrude Lawrence, Alfred Drake, Gene Kelly, Fred Astaire, Ginger Rogers, Charles Laughton, Dan Dailey, Donald O'Connor, Agnes Moorehead, Herbert Marshall, Judith Anderson, Hildegard, Edith Piaf, Jeff Chandler, Jimmy Durante, Mary Martin, Ethel Merman, Ray Bolger, Dolores Gray, Danny Kaye, Peter Lind Hayes and Mary Healy, John Gielgud, Grace Moore, Richard Tauber, Carmen Miranda, Ethel Smith, Ronald Colman, Marlene Dietrich, Hoagy Carmichael and Johnny Mercer.

And the catalog includes the original cast performances of the scores of such musicals as the historic "Oklahoma!" "Guys and Dolls," "Porgy and Bess," "The King and I," "Carousel," "Annie Get Your Gun" and "Song of Norway."

In addition to albums of excerpts from the legitimate theater's highspots as prepared by ANTA with luminaries of the theater as performers, Decca also pioneered recordings of full plays with the full-length recordings of the prize-winning "Death of a Salesman," "The Cocktail Party" and "The Lady's Not for Burning."

On records at Decca are preserved such memorable pieces of show business history and nostalgia as Walter Huston's unforgettable rendition of "September Song" in "Knickerbocker Holiday," the television performances of Ethel Merman and Mary Martin on the Ford 50th Anniversary TV show, Jimmy Durante and "Inka Dinka Doo," Ted Lewis and "When My Baby Smiles at Me," Sophie Tucker and "Some of These Days," Al



Top: The late Walter Huston seen during the recording of his famous best-selling version of "September Song."

Bottom: Photographed in the recording studio are Gertrude Lawrence, Sir Cedric Hardwicke and Decca prexy Milton Rackmil.



MARLENE DIETRICH



HELEN HAYES



AGNES MOOREHEAD



congratulates



on its 20th Anniversary.

First!



Soon!



NOW!

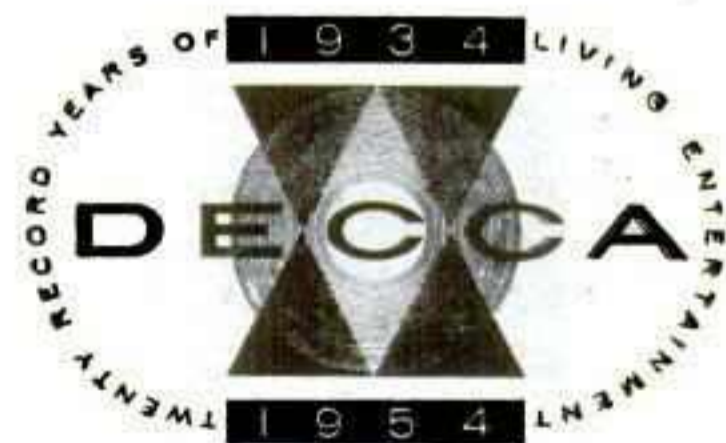


Together, we make beautiful music!

Congratulations and my
 very Best Wishes to the entire
 Decca organization on
 their 20th Anniversary



*Kitty
 Hallen*



Currently
**"IN THE CHAPEL
 IN THE MOONLIGHT"**
 and
**"TAKE EVERYTHING
 BUT YOU"**
 Decca #9-29130

WESTERN UNION



FROM SHAWNEE-ON-DELAWARE, INDIANTOWN GAP, PA.

MR. MILTON RACKMIL, PRESIDENT.
DECCA RECORDS, INC.
NEW YORK CITY, NEW YORK

AS A LONG-TIME MEMBER OF YOUR DECCA FAMILY,
I AM ESPECIALLY PROUD TO BE PARTICIPATING
IN YOUR 20TH ANNIVERSARY CELEBRATION.
CONGRATULATIONS TO YOU AND THE
ENTIRE DECCA ORGANIZATION, AND BEST WISHES
FOR CONTINUED SUCCESS IN THE YEARS AHEAD.

SINCERELY,
FRED WARING



Latest Release ★

"JA-DA"

b/w

"IT MIGHT AS
WELL BE SPRING"

Decca #29208



JERRY COLONNA

*"There-I said it
and I'm glad!"*

★

From: **CURRENT ALBUM**

**"Music
For Screaming!"**

Album #DLP 5540

Personal Management

Red Doff and Associates

232 N. Canon Drive
Beverly Hills, California

Just Concluded:

Triumphant Tour
Sydney, Brisbane and Melbourne, Australia

Currently Appearing:

Club Gay Haven—Detroit
(August 27-September 5)

On Television:

Dorsey Bros.' Show
Saturday, September 11, CBS-TV

On Film:

Re-release for Walt Disney Prod.
"Casey at the Bat"

Exclusively represented by

YATES ARTIST CORP.

Charley Yates—Stephen Yates
565 5th Ave., New York City

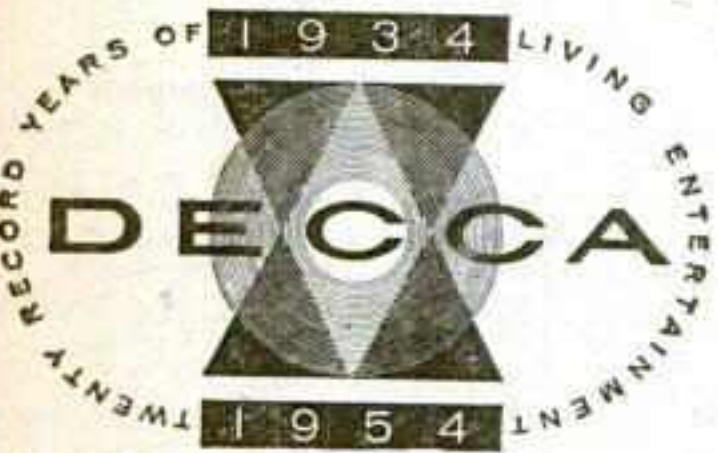
MEMO

TO: The Entire Decca Organization
FROM: The Mills Bros.
Subject: 20th Anniversary

OUR HEARTIEST CONGRATULATIONS ON THE
20TH ANNIVERSARY OF DECCA RECORDS—
HOPE TO BE AROUND ON YOUR 40TH.

GRATEFULLY,

The Mills Brothers



Current Release

HOW BLUE

b/w

WHY DO I KEEP
LOVIN' YOU

DECCA 29185



RED FOLEY and ERNEST TUBBS

'TIME GOES BY' AND FINALLY IT CLICKS VIA PIC

During the recording of 1942, a movie called "Casablanca" came out, and Dooley Wilson's filmed vocal of "As Time Goes By" brought the song into top contention. It was this use of the song that made it a standard.

Naturally, the record companies couldn't cut it. Decca, just the previous year, had purchased the Brunswick catalog, and among the matrices was a recording of the song by Jacques Renard's orchestra made in the no-royalty days.

The record was issued on Decca as a 50-cent collector's item and sold 250,000 copies to a public hungry for any version of "As Time Goes By." The success of the record practically paid off the Brunswick deal.

And out of appreciation, Decca gifted Mr. Renard, who unquestionably was quite frustrated about the whole thing, with a \$1,000 bonus.

Classicals and Kidisks Are Musts for Catalog

By **SIMON RADY**
Director of Classical and Children's Recordings, Decca Records, Inc.

With a large and important popular catalog in hand and constantly growing, Decca was wise enough to realize that the well-founded catalog must have the cream topping. A record catalog simply is not a record catalog without classical music.

From time to time, Decca did add a classical title to the catalog, but it wasn't until 1950, with the creation of its Gold Label series, that Decca entered the classical recording field with consistency and permanent interest.

From the outset, we were conscious of the growing public interest into the expanses of audible sound, the development of high fidelity reproduction. To make full fidelity recordings, Decca discovered in New York's Pythian Hall an ideal recording studio wherein high fidelity recording would be the norm rather than the occasional event. Similarly, in expeditions to the field, recordings were made in the excellent acoustical surroundings of Symphony Hall, Boston, where our series of recordings by the Zimmler String Symphonietta, among others, was made.

German Deal

In searching a source of recordings from abroad, Decca finally dealt with Deutsche Grammophon, Germany, which was years ahead of its time in full fidelity recording.

Consequently, from the outset of the Gold Label series, high fidelity was taken for granted as part of the quality of the product.

The sharpness of the competition in the classical record business was a challenge to which Decca reacted with bull-like tenacity. We needed a sales leader, and we found and developed the resources of Leroy Anderson both as composer and conductor. With his million-selling "Blue Tango," Anderson was able to expand even further the public acceptance of our Gold Label.

Started Projects

We initiated projects involving the recordings of full segments

of the musical literature and have at hand such an achievement as a modern, complete recorded series of all 32 Beethoven's piano sonatas as performed by world-renowned Wilhelm Kempff; the complete Bach "Well Tempered Clavier," played by Rosalind Tureck; the Beethoven Concert by Kempff and Von Kempfen, etc.

Having sown the seeds, the Gold Label pursued the development of a catalog by searching for music which at one and the same time deserved to be recorded and also amounted to



SIMON RADY

salable novelties. From this program we have such a prize catalog as the complete Boyce Symphonies, and works by Carlos Chavez in "Music of Mexico," "Carmina Burana," Hindemitt's "The Four Temperaments."

Today, the Gold Label has achieved a maturity which allows it to add to the catalog, in rapid order, quality interpretations of the world's greatest music. To achieve this end, we have signed such contemporary luminaries and interpreters as Leonard Bernstein and Alfred Wallenstein. We also have at hand the interpretations of such eminent artists as Irmagard Siegfried,

(Continued on page 52)

Decca Aids Folk Music To Outgrow Diapers

By **PAUL COHEN**
Country and Western Recording Director, Decca Records, Inc.

As far as I'm concerned, the 20 years of Decca has been a story of catalog-building. Both the hit and the other dozens of records we make are designed just as much for the consumer of the future as they are for the buyer of today.

The country field usually works in cycles. It could be the type of artist or the type of song that will dominate. For example, it might be male "backwoods" singers or male western singers; it might be girl singers, it might be Western bands; it might be country waltzes; it might be bright blues, it might be sound effects songs, it might be sacred songs; it might be "preachin'" ballads; it might be most anything. The rule has been when any one cycle sets in, all the others must wait their turn for several months.

We're impatient with these cycles. We try to create the next trend. If we happen to be right, Decca will be the leader in the field. At this writing, we were doing fine with five out of the top 10 on the charts.

At the moment, for instance,

we're convinced that western-styled bands are on the verge of coming in for a hit run, so we've switched Grady Martin from the honky-tonks and made him the leader of the Winged Strings. And we've got Billy Gray, Tex Williams and Spade Cooley.

It wasn't too long ago that women were practically non-existent on country records. Then we came up with Kitty Wells and Goldie Hill and a string of female-made hits and a new cycle. Of course, this was a cycle that was to be expected sooner or later, for I'm reasonably certain that women are here to stay.

Just as it holds true in the pop field, the song is the thing in the country field. There is no recording medium in the business that puts the song on the "hot seat" quite as openly as in the country market. There are few fancy arrangements, in fact, mostly none at all, and it's strictly up to you, singer, to make the most of his song with which to sell his records.

'Heart' Songs

If the song is the thing, then what does the song have to have? In addition to those same old answers, originality and a bit of something new, country songs must above all have sincerity, even humility. For the greatest portion of country success depends on "heart."

Lately, the country record buyers have been going for a good many of the "pop" hits in country versions, done either in corn, or in straight country renditions. It's an indication that there may be some room opening in the country field for a more sophisticated product in the near future.

One thing is for sure, however, and that is that the country record business has grown out of its britches into long pants, and the oddity is that it grew that way in the 20 years that Decca has been in business. Just let me tell you; it hasn't been a coincidence!



PAUL COHEN

BEST WISHES

Luther Gives Birthday Cake To 'The Kid'

By **FRANK LUTHER**

The best birthday present I ever had was born on my birthday—August 4, 1934. They named the baby Decca, after its English mother.

How it survived, I'll never know.

The whole phonograph business was dead, the great thinkers in the business said radio had killed it. Why should people buy records when they could hear music all day on radio for free?

Columbia was a pile of dusty masters, seemingly embalmed for good like an Egyptian Pharaoh. And down at Victor, you could shoot a deer-gun thru the big sea of empty desks and never hit a soul. All records sounded alike—sold for 75 cents each—and nobody bought them.

Into such a hopeless post-depression world was born little Decca. But the will to live was in the weak little thing, starving for dollars to nourish it, with the doors of dealers slammed in its face. It was a bleak outlook, and nobody gave it a chance to live six months.

'Brain Child'

But there was something in the newcomer that didn't show at first. It had a brain. It had new ideas. And it had faith and a

(Continued on page 52)

LOYAL, DEVOTED FAMILY WRITES SUCCESS STORY

Much of the credit for the successful growth of Decca has been attributed to its extremely loyal and devoted internal organization. Like a good number of the company's artists, many of these employees have been with Decca for a working lifetime and have contributed heavily toward the initiation, development and realization of many of the company's achievements in the record business.

Of the original organization of August 4, 1934, which boasted less than 100 employees, including the executives, factory and office help and salespeople, 29 still are with Decca. A number have passed away, including two of the original founders, Jack Kapp and E. F. Stevens Jr. All told, there are 152 Decca employees who have been with the company for more than 10 years. The following is a list of these prize Decca crew members:

20-Year Employees

Milton R. Rackmil, Louis A. Buchner, Sidney N. Goldberg, Andrew E. Johnston, Irving E. Weiner, Isabelle Marks, Albert E. Simpson, Sellman C. Schulz, R. N. McCormick, L. C. Gilman, William Glaseman, Paul Cohen, H. C. Bradshaw, Rudy May, Freda Symonds, George Bretz, Michael J. Hornang, Fred Berger, James Smith, Floyd Kinsman, John Zatorski, Marion Simon, Frank White, Margaret K. Kraft, Helen Mayer, Margaret Lenihan, Joe Perry, Ed Hamm and Harry McNutt.

15-Year Employees

Robert Lanyon, Paula Montel, John Osenkowski, Hope Sherck, Edward Strauss, Marc Brody, Claude Brennan, A. V. Osmar, Howard Kaye, Sol Gasster, Elizabeth McLane, Barry Nathanson, Mary McKenna, Harry Markowitz, Max Leiser, John Rozzycki, Ed Grich, Stephen Spinelli, Leo Godkin, Frank La Ronca,

Edna S. Converse, Robert W. Ogden, John Sobczak, Louis Sebek, Morton Cohen, Don P. Thorn, Charles Henschel, C. L. Couvillon, Robert J. Snell, Andy M. Huffine, Herb Nubam, Ellwood Hays, Jack Kosloff, Everett I. Karow, Clarence W. Goldberg and A. Weiner.

10-Year Employees

Leonard W. Schneider, Leonard Joy, Bill Downer, Milton Gabler, Samuel Yamin, Ed Hardina, H. J. Lester, Anne Lotin, L. S. McIntyre, Claire Narod, Mitzi Schneider, Kitty Poinelli, Bill Rubin, Charles Lauda, Louis Untermyer, Paul Leaver, Catherine Di Nola, Joseph Humann, Benjamin Scheiber, Irving Wiegand, Nora Smith, George Appleby, Virginia Noble, Mararet Winklebach, Lawrence Naylor, John Naylor, James McDonald, John Bathgate, Harry Bass, Sidney Kaplan, William Hysing, Arthur Davis, Ann Panetta, Arthur Grobart, Pauline D. Smith, John B. Gough, Joseph C. Driesser, Raymond Nolan, Annie De Frece, C. E. McNabb and Wright Bordonel.

Also Grace Metz, Alfred Robinson, Erma Robinson, Albert Chapman, Robert Blie, Harry Clavin, William J. Donovan, Clem Diedrich, Marshall Huffine, Melvin Robrish, Harold Brown, James C. Sullivan, George Harp, Josephine Kamien, Louis Grant, Frank Sunseri, Charles Aten, Rance Allen, Kennison Allen, Tron Bailey, Joe Baker, Everett Burns, Ivan Bolinger, Thelma Brattain, Martha Baysinger, Ethel Caine, Irene Chamness, Mary Crowell, Leander Durham, Russell Dinkins, Virgil Daugherty, Beulah Dixon, Mayme Durham, Albert Fister, Golden Hensley, John Houser, Carl Kutter, Beulah Lacey, Kenneth Mullins, Paul McNutt, Henry Owens, Lester Phenis, Constance Roser, Dilvan Robinson, Luther Spark and Al Thompson.

World-Wide Business Brings In Healthy Returns for Decca

In addition to the huge domestic business that Decca does annually, the same catalog brings in a healthy return from all over the world. Approximately 15 million records bearing the Decca imprint are sold annually around the world.

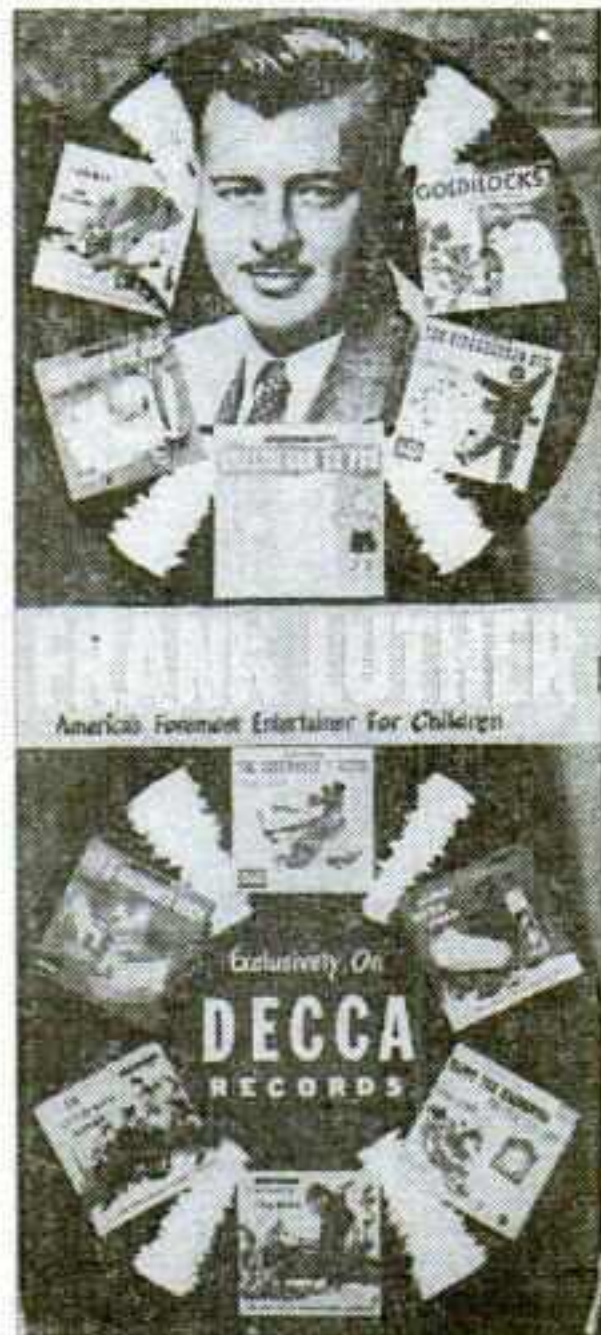
Decca's world-wide business is handled mainly thru licensing deals which allow companies within their respective countries to produce and sell Decca masters for a stipulated per-record royalty. The remainder of this foreign market business is done via direct export of finished records.

The world-wide market pretty well follows the patterns set in the United States, according to Decca's export manager, Hubert Stone. Decca's prominence in the world record market is attributed largely to the universality of its artists. The hit recordings in the United States usually are the hit recordings some months later all over the world, and these hits usually account for the biggest bundle of the foreign business.

Stone indicated that long-playing records, five years after their introduction, have found their way in almost every record market around the world. The 45-r.p.m. system has yet to penetrate the market in some points around the world, but it slowly is beginning to take a foothold in many markets.

Decca masters and records are available in almost every sector of the civilized world, except in Communist-dominated countries. For instance, Odeon, Electric Musical Industries' South American subsidiaries sells Decca in each of the countries there. English Decca Records, Ltd., sells American Decca Disks in England, South Africa and handles a good deal of direct export for the label in remote markets in the Near East and the Arctic countries. Deutsche Grammophon represents Decca in Germany, Switzerland and Norway. Spain, Italy, France, Belgium and Denmark each have Decca representatives. Australia, New Zealand, India,

(Continued on page 52)

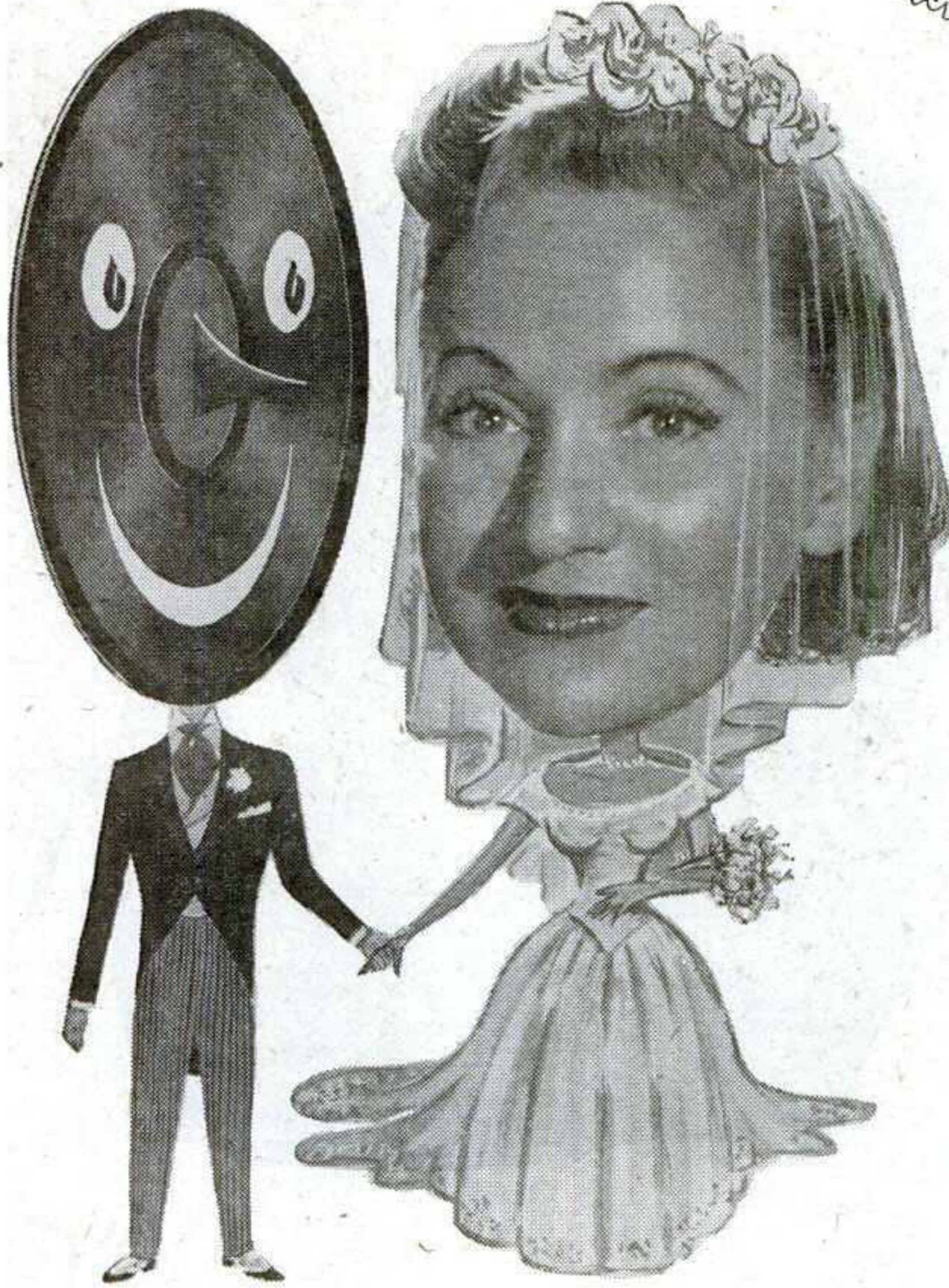


FRANK LUTHER

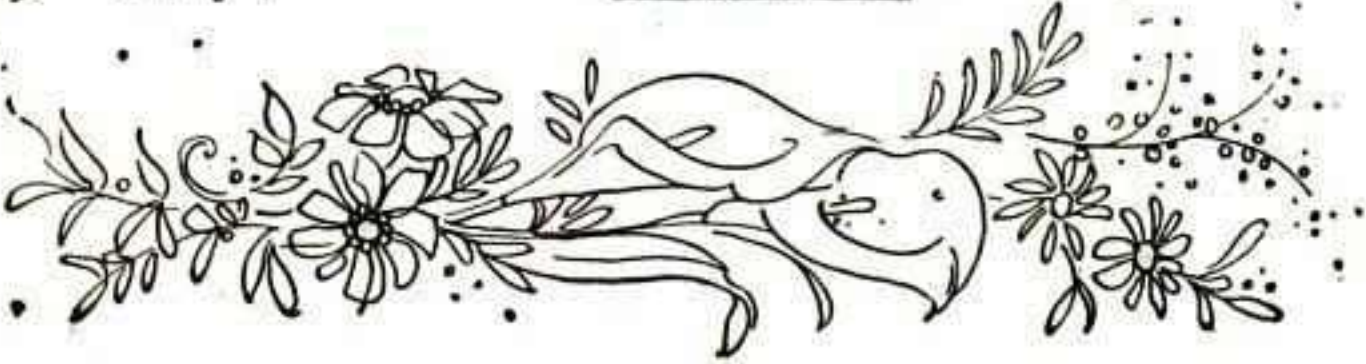
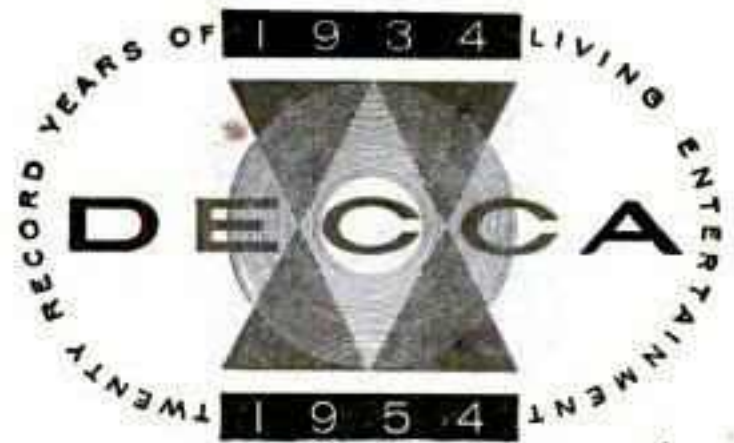


1934

and still very happy...



Connee Boswell



"It has been an honor for me to have been associated with Decca ever since its first record release in 1934."



Louis "Satchmo" Armstrong



Current Single
(Satchmo's 500th Side)

**THE WHIFFENPOOF SONG
BYE AND BYE**

29153 • 9-29153

With GORDON JENKINS CHORUS and ORCHESTRA

Current Album

**LOUIS ARMSTRONG AND
GORDON JENKINS ORCH.**

DL 5538 ED 656

— Exclusive Representation —

ASSOCIATED BOOKING CORPORATION

CHICAGO
203 No. Wabash
Central 6-9451

JOE GLASER, President
NEW YORK
745 Fifth Avenue
Plaza 9-4600

HOLLYWOOD
8619 Sunset Blvd.
Crestview 1-8131



thanks fellas for the
many wonderful years
Red



P.S.: To Paul and Mike—
A special thanks to you both
for your kindness through
the years.

R

Personal Direction
DUB ALBRITTEN
Jewel Theater Bldg.
Springfield, Mo.

"Coal dust to Stardust"

RUSS MORGAN

and his "MUSIC IN THE MORGAN MANNER"

RADIO RECORDS
TELEVISION TRANSCRIPTIONS
MOTION PICTURE
PERSONAL APPEARANCES

WITHOUT **DECCA** THE ABOVE WOULD NEVER HAVE HAPPENED.

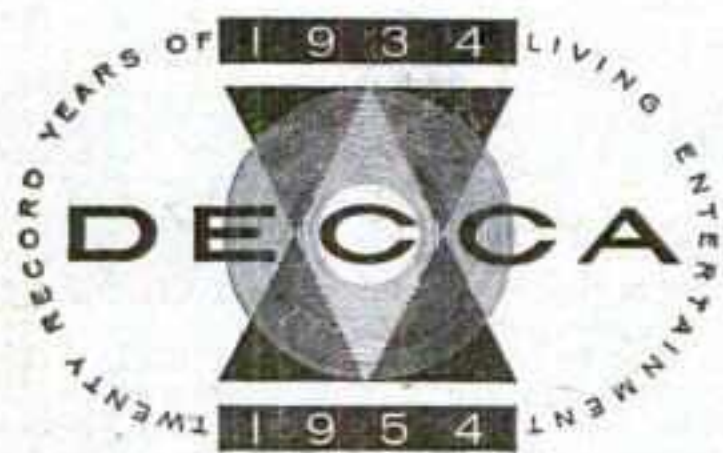
SINCERELY,

Hey There^{*} - -

I want to wish you
the Best of Luck, too!

SAMMY DAVIS Jr.

OF THE WILL MASTIN TRIO



* Current Release
**HEY
THERE**
b/w
AND THIS IS MY BELOVED
Decca #29199

Personal Management
WILL MASTIN

Direction
XXX
WILLIAM MORRIS AGENCY



NORMAN WEINSTROWER



BOB THIELE

Coral Develops Real Independent Status

During World War II, when the record business was hit by federal controls of the materials that go into disk production, hundreds of fly-by-night record labels sprang up to fill gaps left by the major record companies who were caught short by the restriction. These so-called "indies" struck gold with specialty lines in the rhythm-and-blues field, the country field, the children's field and some of them even invaded the sanctum sanctorum of the pop market.

At war's end, a large number of the "indies" vanished just as rapidly as they appeared. But a good number were able to make the grade.

Decca foresaw the advantages of having its own independent label and so the management formed a new "indie," Coral, in November, 1948.

Coral was to serve two purposes: One, to compete with the flourishing "indies" with a new talent-new song policy, and two, to serve as an outlet for unused or deleted Decca catalog artists, who for one reason or another left Decca but nonetheless still were "names." Thus the newborn Coral catalog was able to entice a completely independent distribution network with the lure of such stars as Casa Loma, Woody Herman, Jimmy Dorsey, etc.

Coral Artists

Since its birth, Coral has built steadily until it actually has won its spurs as one of the prominent companies in the field. It has built its own artists with a

list currently including Teresa Brewer, Eileen Barton, Les Brown, Jane Russell, Don Cornell, Alan Dale, the McGuire Sisters, Johnny Desmond, Buddy Greco, Connie Haines, Lawrence Welk, Eydie Gorme, the Modernaires, Jackie Lee, Karen Chandler, Ray Block, Pearl Bailey, Jimmy Wakely, Steve Allen and numerous others. It now boasts its own steady flow of hits, having had in recent months the million-selling "Ricochet" by Teresa Brewer, "Isle of Capri" by Jackie Lee, "Jilted" and "Skinny Minnie" by Teresa, "Goodnight, Sweetheart, Goodnight" by the McGuire Sisters, and others.

Coral, still the experimental baby of the Decca group, successfully revived the "talking" comedy record, a modern era reincarnation of an ancient disk format. Jazzbo Collins' "hip" fairy tales paved the path for a series of such recordings with Steve Allen, Al Kelly and Joe Adams, Myron Cohen, Buddy Hackett, Phil Foster, Eddie Lawrence and others.

Jazz music has been a big factor in the Coral picture via the Brunswick label, which is merchandised thru Coral channels. On Brunswick, Coral's recording department, headed by Bob Thiele, has carried forward the great Decca jazz traditions with such projects as "Jazztime U. S. A.," and recordings by leading modern jazz exponents.

So the Coral brainchild has grown in its own way, but it still operates independently of, and competitive to, the Decca organization.

Coral today functions with Thiele heading the recording department, which includes Dick Jacobs and George Cates. Norman Weinstrower is general sales manager.

Compo Ltd., Decca Subsidiary, Is Oldest N. American Label

The Compo Company Ltd., Decca's subsidiary in Canada, actually is the oldest active record company on the North American continent. The company was formed in 1918 by Herb Berliner, the son of Emil Berliner, inventor of the flat disk. Compo has its own factory and distribution network, which consists of three independents and one self-owned branch in Toronto, and, in addition, services directly to dealers in the more remote areas.

In addition to servicing for and on the Decca and Coral labels in Canada, Compo also has a subsidiary label, Apex Records, which issues in Canada for a number of American independent diskers. The company also issues its own home-made Canadian product as well as French-made disks for the large French-speaking population in Canada. Business in Canada parallels that done in the United States in proportion to its population.

Herb Berliner still runs Compo, which was bought by Decca in 1950. He is assisted by Douglas Harfield, factory manager with 40 years of record industry service; general manager R. A. Chislett, 15 years in the business; national sales manager S. D. Roberts, 16 years in the business; Toronto branch manager George Offer; Coral sales manager Phil

Rose; factory man John Manton, 26 years in the industry, and factory man Bill Collard, a 20-year vet.



CORAL'S HAD 3 MILLION SELLERS

Coral Records, Decca's subsidiary label, has hit the disk jackpot three times since its inception a little less than six years ago. Three Coral disks have entered the charmed "million-seller" circle. Teresa Brewer made it twice and the Ames Brothers once.

Coral's million-selling records have been Miss Brewer's "Till I Waltz Again With You" (60873) and "Ricochet" (61043), and the Ames Brothers' "Sentimental Me" (60173).

Album Covers Win Awards Thruout Globe

Since good art provides one of the foremost lures to bring a buyer into a record shop, it has become an established fact that good art can and does help to sell records. In this respect, Decca has been one of the most successful diskeries over the years.

Decca was the first company to conceive of the modern "colorful" album package and consequently has always had a vital interest in the artistic quality of its packaging. The standards maintained at Decca have resulted in album covers which have won awards in major design competitions and which have been frequently reproduced in annuals and graphic arts collections thruout the world. The company has won award for its covers in England, Germany, Switzerland, Australia, Japan, and in other countries, as well as in many domestic art, design and lithographic competitions.

Decca's classical Gold Label line has been particularly well praised. The company evolved the idea of using one artist who could maintain a distinctive style while varying his approach to each album of a series to achieve continuity and label identification. Artist Eric Nietsche was selected to do the Gold Label covers, and more recently Alex Steinweiss of SKA Associates and others have engaged to work on the line. The Decca art department itself is responsible for many of the eye-catching covers.

List Awards

Some of the awards won by Decca for its album art work are certificates of merit received from the American Institute of Graphic Arts, the Harvard Press, the International Annual of Advertising Art, Modern Publicity, the Art Director's Annual, the Lithographer's National Association, foreign publications, such as Gebrauchgrafik, Graphis, and others.

Decca also has pioneered in the use of unorthodox material and techniques such as thermography (raised printing) and dayglow (fluorescent) printing.

CULTURE

Disks More Than Sheer Entertainment

Decca's records are more than just sheer entertainment. It has always been a Decca theory that the record can be made into a functional unit for purposes of education and the furthering of culture.

To bring home its education-on-records theory, Decca joined hands with a major producer of text books, the American Book Company, to collaborate on a series of educational records which would be sold exclusively to schools thru the distributing resources of the book firm.

The records that are made for this series, all of them at the 78-r.p.m. thus far, are sold exclusive to schools and are not available to the public. The records are designed, as a rule, to tie in with a text book or a

(Continued on page 54)

Decca's Ad Dept. Sets Drive on 20th Anniv.

By MORT NASATIR
Director of Advertising,
Decca Records, Inc.

Decca's advertising department has been and still is in the throes of performing its part in the most ambitious undertaking in the history of the company. The promotion accompanying the 20th anniversary celebration required the preparation of mountains of material as well as the most striking sort of eye-attracting package design.

Every channel of communication to dealer, distributor and consumer has been exploited in this all-out effort to have every record buyer in the country participate in Decca's birthday party. Promotion pieces have been prepared to fill every corner of the record store or department, as well as colorful literature for consumer mailings or giveaway use.

The pride of the program is the Bing Crosby package, his musical autobiography, titled simply "Bing." Months of testing and research went into preparing the packaging of this album, for we had to come up with something super-special for the extraordinary piece of merchandise. The results were completed in a perfect package, designed to last for years, dust-proof, complete with lock and key, and completed with a definite brochure containing a biography of Crosby especially written for this album by Louis Untermeyer.

Bing's Sig

Bing's signature is utilized thruout, and green and white were used as the visual color motif. The individual records are packaged separately in white sleeves, imprinted with the Crosby signature, and are enclosed in scratch-preventing,

dust-resistant polyvinyl plastic bags.

The key anniversary display, sparked by the Crosby package, is a life-size full-color centerpiece showing Bing holding his album and inviting consumer participation in the anniversary celebration. The display is lithographed in eight colors.

An invitation to the consumer to "come in and join the fun" is another attractive display piece, on which is listed the entire Decca artist roster. This, together with oversized reproductions in full color of all the albums which comprise the Decca anniversary release, plus over 50 additional promotional units in varying sizes and colors, comprise the Decca promotional kit for dealer windows.

Other material has been prepared for interior display use (Continued on page 50)



MORT NASATIR

Vision Leads Decca Into Universal Buy

In the summer of 1951, Decca's President, Milton R. Rackmil, having led Decca to maturity as a record company, turned his sights on an expansion program which would carry its interests into other fields of showbusiness. At this time Decca bought a large share of Universal Pictures Company, Inc., one of the outstanding veterans of the motion picture industry. Since 1951 Decca has continued to buy up Universal stock until today the record company owns 72.5 per cent of the motion picture company's stock.

Decca's entry into the motion picture business strengthened its position in the entertainment industry from the viewpoints of financial stability and diversification of resources, both economic and artistic.

Rackmil, still Decca's president, reigns likewise as president of Universal and is able to promulgate a mutually beneficial policy for both companies. Under Decca's control, Universal has attained the highest net sales in its history in the fiscal year ending October, 1953. Net sales reached a figure of \$70,490,254 compared to slightly more than \$64 million in the previous year. And net earnings showed an increase of about \$350,000 in 1953. The outlook for 1954 indicates that both these figures will be topped.

The fabulous commercial success of the motion picture, "The Glenn Miller Story," is testimony to the opportunities afforded both companies for mutually beneficial operations.

Decca issued a soundtrack album from the movie which was both a best-selling set and a tremendous advance agent for the movie thru its appeal to disk jockeys and thereafter the public. The movie in turn provided the extra boost to get extra profits out of the album for Decca.

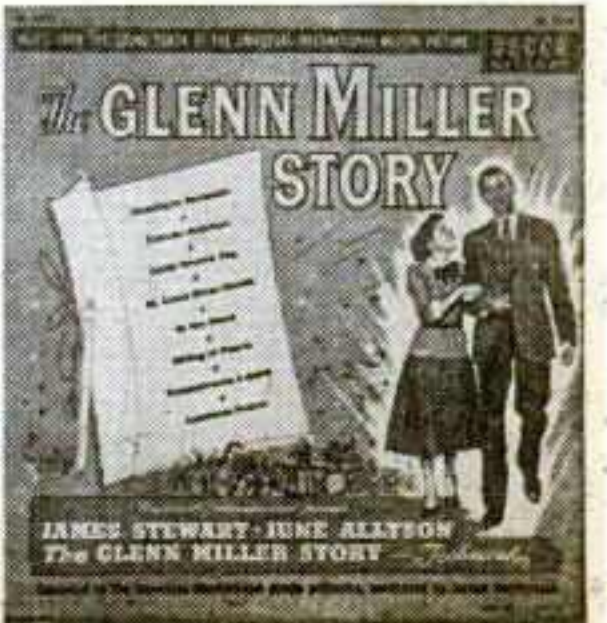
The companies currently are collaborating on a promotion for the movie, "The Magnificent Obsession," via a pattern similar to that of the "Miller" picture.

Other Benefits

Another important benefit from the alliance of the two companies will be the ability to obtain talent with a greater ease and for more profitable employment in the operations of both or either firm. For instance, Decca has acquired as recording artists such Universal attractions as Jeff Chandler and Tony Curtis.

Potentially, the alliance of these companies can carry into almost any sphere of showbusiness. It is possible for them, for instance, to make a move to enter the television field as packagers or producers. There has been planning in this direction, but the go-ahead has not yet been forthcoming.

To quote from Decca's report to its stockholders for the year 1953: "It seems fair to say that Decca is no longer a recording company alone, but rather that its recording interests now constitute one division of its activities, and its motion picture interests another and equally important division."



HAPPY ANNIVERSARY

**to the greatest record company
in the business!**



GEORGIE SHAW

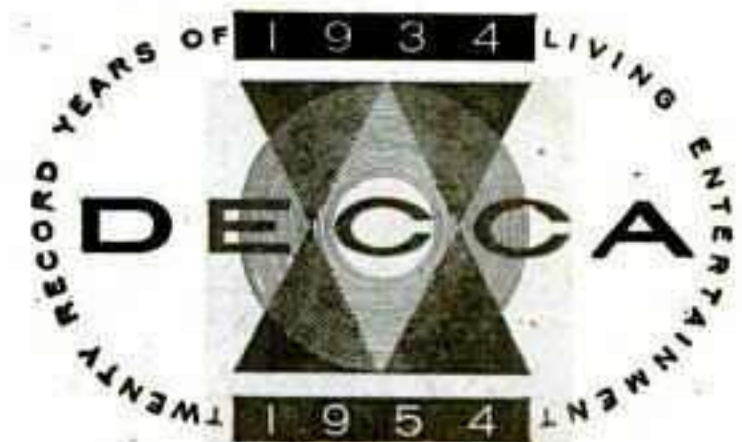
Just Released

GIVE ME THE RIGHT

and

YEARNING

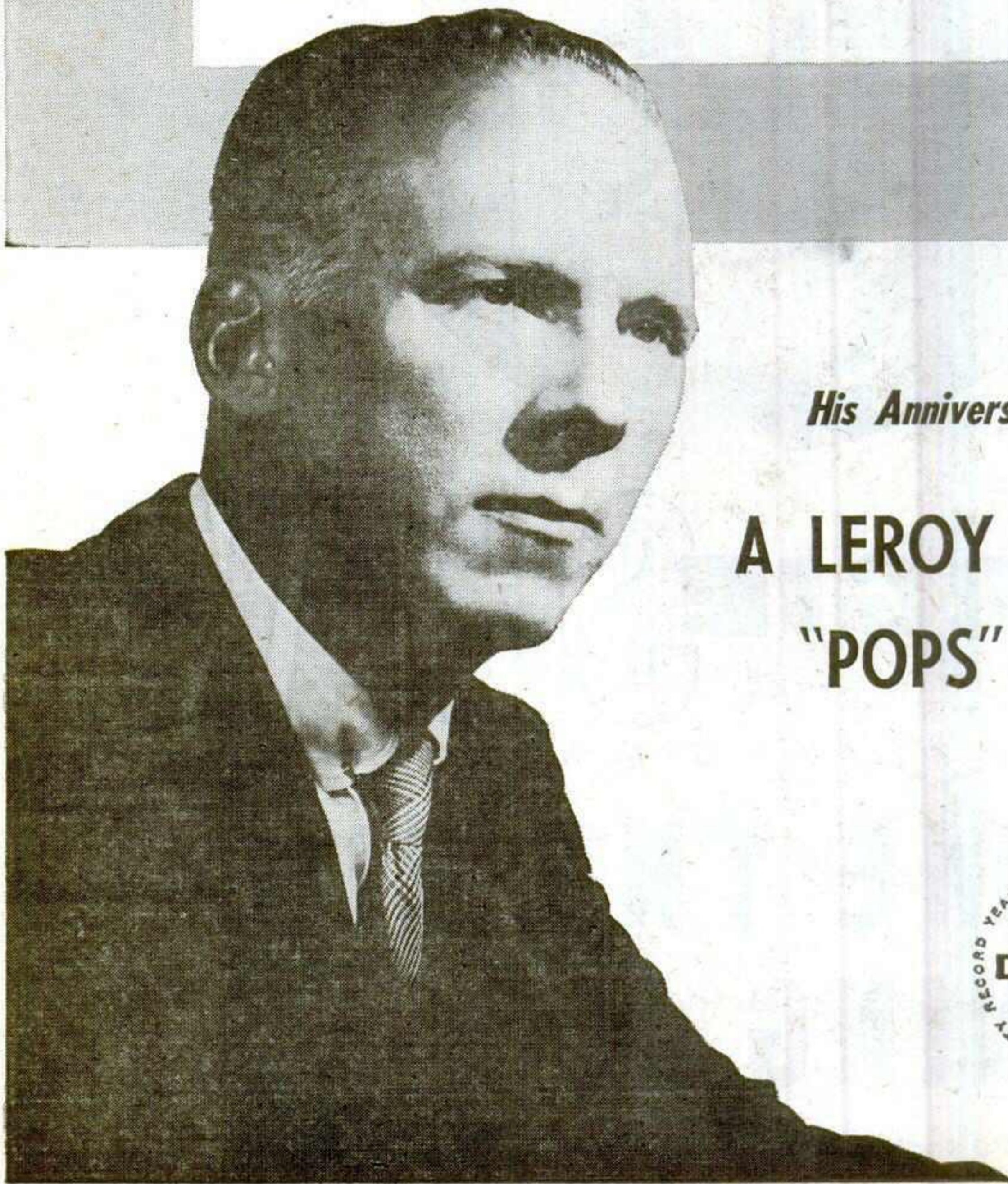
DECCA
29245



Personal Management
DANNY KESSLER 1733 Broadway, N. Y.

I'm happy and proud
to be a part of this
great organization

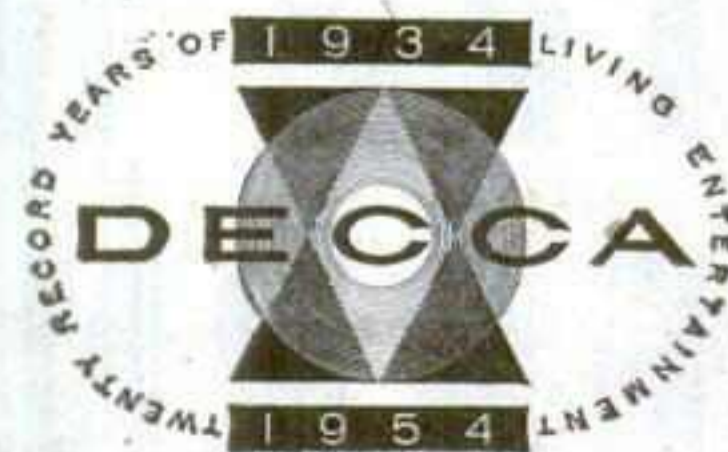
*Leroy
Anderson*



His Anniversary Release . . .

**A LEROY ANDERSON
"POPS" CONCERT**

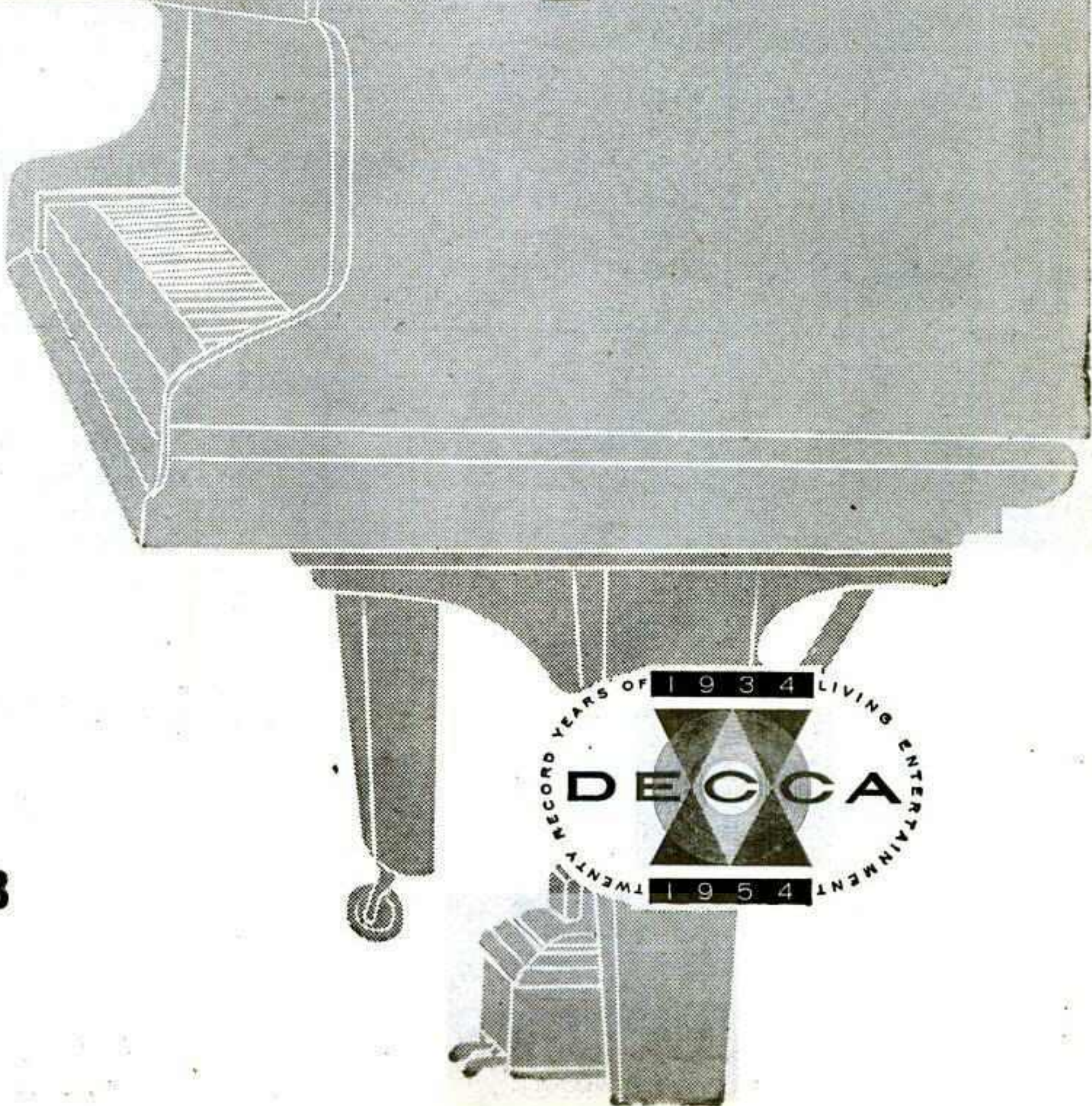
Decca DL 9749 and ED 1201





Carmen Cavallaro

**Congratulations
to Decca
on Your
20th
Anniversary**



Currently Appearing
BEVERLY HILLS COUNTRY CLUB
CINCINNATI, OHIO



IRVING BERLIN and BING CROSBY



GUY LOMBARDO



FRED WARING



AL JOLSON



MILLS BROTHERS



FOUR ACES



ANDREWS SISTERS



ELLA FITZGERALD



CARMEN CAVALLARO



INK SPOTS



RED FOLEY



EVELYN KNIGHT



JIMMY DORSEY



TED WEEMS



CLYDE MCCOY



LOUIS JORDAN



DICK HAYMES



WOODY HERMAN



JOHNNY LONG



GARY CROSBY



THE WEAVERS

DECCA "MILLION" CLUB

Artist	Title	Record No.	Artist	Title	Record No.
Bing Crosby	White Christmas	23778	Carmen Cavallaro	Chopin's Polonaise	23791
Bing Crosby	Silent Night	23777		Amapola	
Bing Crosby	Now Is the Hour	24279	Jimmy Dorsey	Maria Elena	25120
Bing Crosby	Swinging on a Star	27605	Jimmy Dorsey	Green Eyes	25119
	Swool Lollan		Ella Fitzgerald &		
Bing Crosby	Blue Hawaii	25011	Ink Spots	Into Each Life Some Rain Must Fall	23356
Bing Crosby	Sunday, Monday, or Always	18561	Red Foley	Chattanooga Shoe Shine Boy	46205
Bing Crosby	I Can't Begin to Tell You		Four Aces	Tell Me Why	27860
	I Can't Believe That You're in Love With Me	23457		You'll Never Know	
Bing Crosby	MacNamara's Band	23495	Dick Haymes	Wait for Me, Mary	18556
Bing Crosby	Galway Bay	24295	Dick Haymes	Little White Lies	24480
Bing Crosby	I'll Be Home for Christmas	23779	Woody Herman	Woodchopper's Ball	25079
Bing Crosby	Dear Hearts and Gentle People	24798	Ink Spots	To Each His Own	23615
Bing Crosby	New San Antonio Rose	23968	Ink Spots	The Gypsy	23936
Bing Crosby	Too-Ra-Loo-Ra-Loo-Ral	23789	Gordon Jenkins	Maybe You'll Be There	24403
Bing Crosby &	Jingle Bells		Gordon Jenkins &		
Andrews Sisters	Santa Claus Is Comin' to Town	23281	The Weavers	Goodnight! Irene	27077
Bing Crosby &	Don't Fence Me In	23484	Al Jolson	Anniversary Song	23714
Bing Crosby &	South America, Take It Away	23569		Swanee	
Bing Crosby &	Pistol Packin' Mamma	23277	Al Jolson	April Showers	23470
Bing Crosby &	Whiffenpoof Song	23990		California, Here I Come	
Bing Crosby &	Play a Simple Melody		Al Jolson	Rock-a-Bye Your Baby	23612
Gary Crosby	Sam's Song	27112		You Made Me Love You	
Guy Lombardo	The Third Man Theme	24839	Al Jolson	Ma Blushin' Rosie	23613
Guy Lombardo	Humoresque	23765		Sonny Boy	
Guy Lombardo	Easter Parade	23817	Al Jolson	My Mammy	23614
Guy Lombardo &	Winter Wonderland		Louis Jordan	Choo Choo Ch'Boogie	23610
Andrews Sisters	Christmas Island	23722	Kitty Kallen	Little Things Mean a Lot	29037
Mills Brothers	Paper Doll	27157	Evelyn Knight	A Little Bird Told Me	24514
	You Always Hurt the One You Love		Johnny Long	In a Shanty in Old Shanty Town	23622
Mills Brothers	Till Then	23930	Clyde McCoy	Sugar Blues	25014
Mills Brothers	The Glow-Worm	28384	Russ Morgan	Cruising Down the River	24568
Fred Waring	'Twas the Night Before Xmas	23642	The Weavers	On Top of Old Smoky	27515
Leroy Anderson	Blue Tango	27875	Ted Weems	Heartaches	25017
Andrews Sisters	Rum and Coca-Cola	25096			
Andrews Sisters	I Can Dream, Can't I	24705			

ALBUMS

Bing Crosby	Merry Christmas	DL5019
Al Jolson	Songs He Made Famous	DL5026
Original Cast	Oklahoma	DL8000
Fred Waring	'Twas the Night Before Xmas	DL5021



KITTY KALLEN



GORDON JENKINS



RUSS MORGAN



LEROY ANDERSON

"The Sweetest Company
this Side of Heaven"



GUY LOMBARDO

*... Congratulations and
my Very Best Wishes*

Guy



Currently
Two great new albums

A NIGHT AT THE ROOSEVELT

A night of music exactly as performed for many years to enthusiastic crowds at the Roosevelt Hotel in New York. This 12-inch album includes for the first time on records two of the famous Lombardo medleys.
DL 8070 and ED 810

"ARABIAN NIGHTS"

The fabulous spectacle that is breaking all records at the Jones Beach Marine Theatre, Long Island. Recently featured on front cover of Life Magazine.
DL 5542 and ED 687

(P.S.: Us, too!)

PUBLICITY: DAVID O. ALBER ASSOCIATES, INC.
Gene Shefrin



...Congratulations to Decca...

BILL HALEY

and His Comets



Two Hits Now Soaring

**SHAKE, RATTLE
AND ROLL**

b/w

A B C BOOGIE

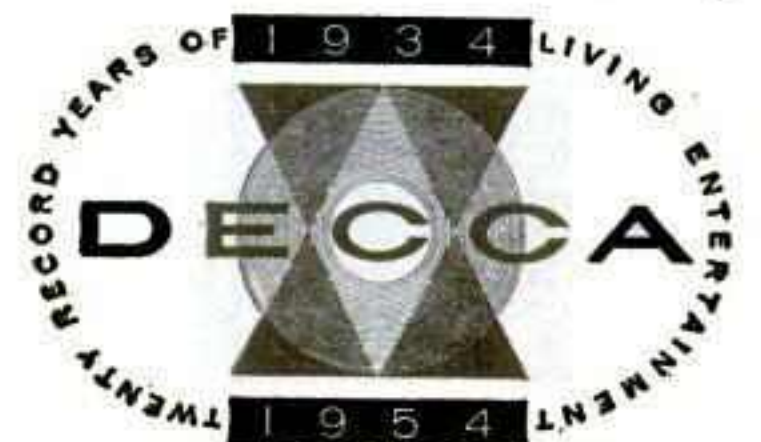
Decca 29204

**ROCK AROUND
THE CLOCK**

b/w

THIRTEEN WOMEN

Decca 29124



Advertisement

Advertisement

Advertisement

DECCA SCORES

MARIAN CARUSO'S Latest Release A HIT

"THAT'S THE THANKS I GET" and "THERE GOES THE ONE I LOVE" #29242



MARIAN CARUSO Record puts her on Stairway to Stardom

By GENE MASLOW

Caruso a Favorite at the Click in Phillie

[Faded text block]

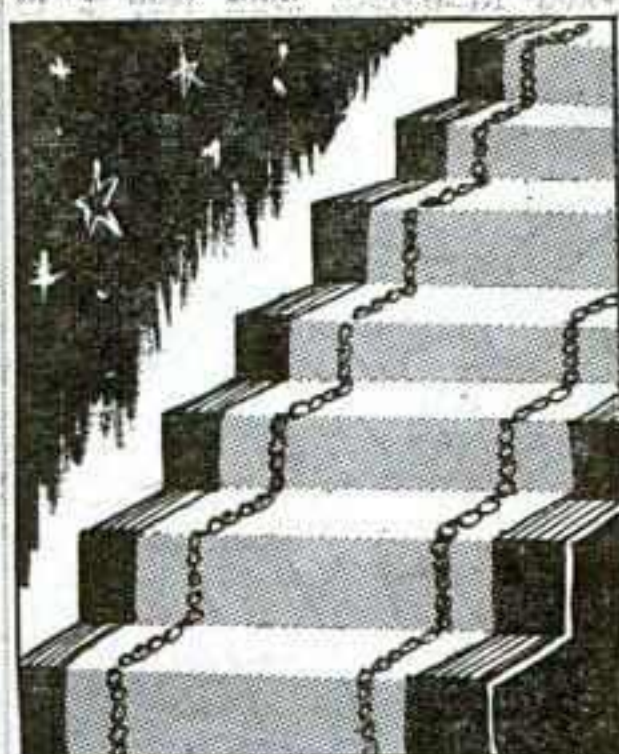
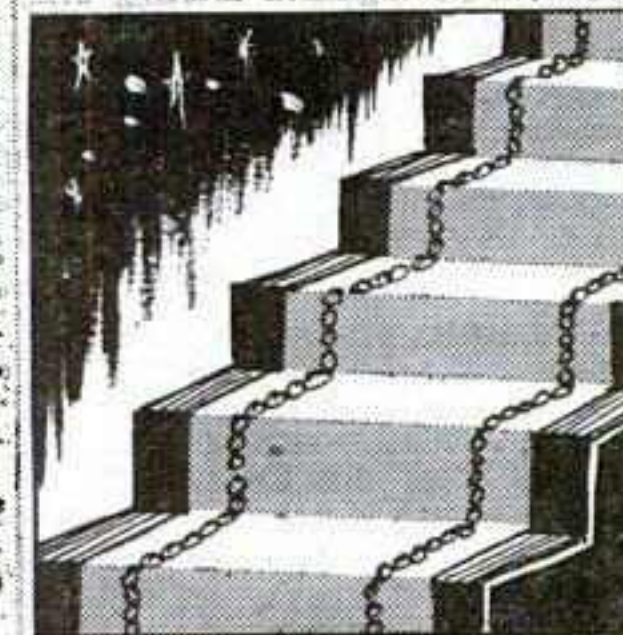
[Faded text block]

Marian Caruso from the Cashbox "... Looks Like a Hit"

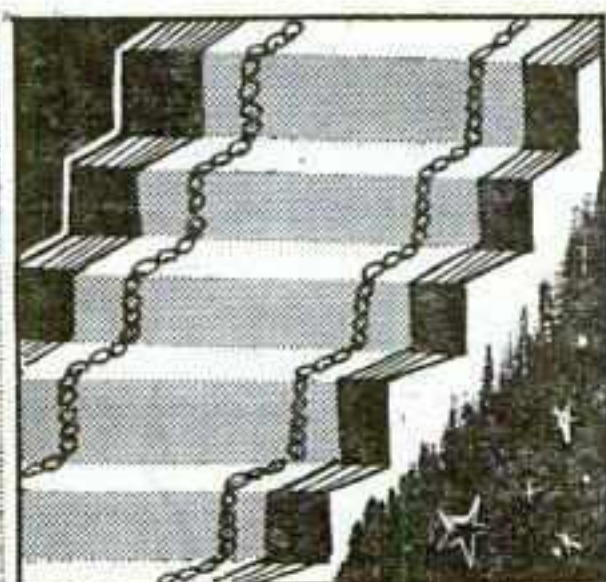


MARIAN CARUSO

[Faded text block]



[Faded text block]

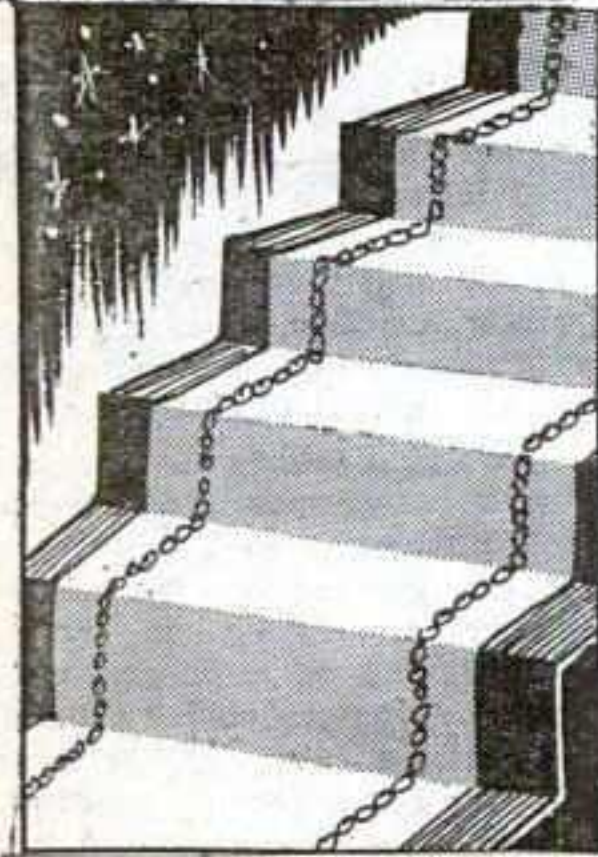


[Faded text block]

Caruso Scores at Palumbo's

[Faded text block]

[Faded text block]



Marian Caruso from the Cashbox "... A new artist and a new song go to the top together."

[Faded text block]

MARIAN CARUSO A CLICK AT CHUBBY'S

[Faded text block]

BENNIE GREEN

AND HIS
QUINTET

"A GREAT
NEWCOMER"

Frank Shiffman
Apollo Theatre, N.Y.C.

"A SHOW-
STOPPER"

Morton Gerber
Howard Theatre,
D. C.

"A GREAT
BOX
OFFICE
ATTRACTION"

"A GREAT
RECORD"

Milt Gabler

"SENSATIONAL"

Morris Levy
Birdland, N.Y.C.

"TRULY WONDERFUL"

Jackie Fields
Blue Note, Phil.



Currently

I WANNA BLOW

b/w

PEOPLE WILL SAY
WE'RE IN LOVE

Decca 29152

Record Promotion

DON LA PLACA

Personal Mgt.

DON PALMER

224 W. 49th Street,
N.Y.C.

Booking

GALE AGENCY

48 W. 48th Street,
N.Y.C.

Decca Firsts Mark Chronology Highlights

• Continued from page 15

executive vice-president, joins Decca as advertising director.

1941

Decca stock is approved for listing on the New York Stock Exchange effective January 5, 1942.

Decca purchases Brunswick Radio Corporation, including catalogs of Brunswick, Vocalion and Melotone labels.

Branches open in Birmingham, Denver; Hartford, Conn.; San Antonio, Chicago (South Side) and Brooklyn.

Declaration of war leads to a curtailment of record manufacturing materials; Decca schedules production with substitutes for these materials.

Crosby's "White Christmas" issued; becomes pop record milestone, selling 9,000,000 to date.

1942

Decca's net sales tops \$10,000,000 for the first time.

Decca goes into music publishing business, purchases three catalogs, establishes Northern Music.

Recording strike starts. "As Time Goes By," by Jacques Renard, and Crosby. Ellington albums out of Brunswick catalog become big strike-time sellers.

1943

Decca buys World Broadcasting System, Inc., for its studios, recording facilities, and to enter the electrical transcription business.

A DECCA "FIRST": Decca records the first original cast Broadway musical show, "Oklahoma!". Album ultimately sells over 1,000,000 copies.

1944

Tenth anniversary of Decca Records.

Places its first institutional advertisement on a national scale.

A DECCA "FIRST": Prepares a program of recordings of the "spoken word" to be taken from great works of literature. Program supervised by poet-educator Louis Untermeyer.

Catalog now numbers over 9,000 records.

1945

Two new factories in Los Angeles and Chicago are readied for postwar production. Production currently at the rate of 7,000,000 records per month.

E. F. Stevens Jr., a founder and the executive vice-president of Decca, dies on December 20.

Milton Rackmil appointed vice-president and a director.

1946

Post of chairman of the board vacated as Lewis retires from the Decca picture at the war's end.

Rackmil upped to executive vice-president, Leonard W. Schneider appointed vice-president, Louis Buchner elected treasurer and Samuel Yamin elected secretary.

Sales double in first peacetime year. Sales top \$30,000,000.

1947

Decca hits all-time high with a figure of \$32,508,718.

Al Jolson's comeback results in the 1,000,000-selling "Anniversary Song" and the 1,000,000-selling album of songs from his film biography, "The Jolson Story."

1948

Decca sells World Broadcasting System, Inc.

Independent record companies begin to flourish.

The battle of the new speeds begins as Columbia introduces LP and Victor counters with its 45 r.p.m. system.

A DECCA "FIRST": Decca revamps its distribution system to create a superbranch plan designed to give more complete and rapid service.

Decca's subsidiary label, Coral Records, is born to compete in the independent record company market. Brunswick label is revived to issue jazz, as well as pop classic and jazz reissues.

1949

Jack Kapp, Decca's first president and a founder, dies on March 25. Milton Rackmil, also a founder, is elected to the presidency.

Decca introduces its LP line and issues its first LP's, thus

lending stabilization to the battle of the speeds.

1950

The Gold Label series, Decca's classical catalog bid, is inaugurated. One of the first artists signed to the label, Leroy Anderson, becomes a leading popular artist, ultimately makes a 1,000,000-selling record, "Blue Tango."

Decca purchases Compo Company, Ltd., of Canada and its affiliate, Apex Records.

Decca introduces its 45 r.p.m. line and releases its first 45 records, further stabilizing the battle of the speeds.

A DECCA "FIRST": Another landmark in recording is achieved with the recording of the full-length legitimate theatricals, "Death of a Salesman" and "The Cocktail Party."

1951

Decca buys 26 per cent of the outstanding stock of Universal Pictures Company, Inc.

Leonard W. Schneider is elected executive vice-president.

1952

Decca continues to purchase Universal stock and owns 42.2 per cent by year's end.

A DECCA "FIRST": Curtain Call Series is introduced, featuring top recorded performances by show business immortals including Crosby, Jolson, Sophie Tucker, Eddie Cantor, Jimmy Durante, etc.

1953

Milton R. Rackmil is elected to the presidency of Universal Pictures, still retaining his presidency of Decca.

Decca continues to purchase Universal Stock, controls 67 per cent by year's end. Universal achieves its highest net sales in history, over \$70,000,000 for the fiscal year.

The first collaboration of Decca and Universal occurs for "The Glenn Miller Story." Decca's sound track album is a promotional advance agent for the movie, sells over 250,000 albums, while the movie, which still is showing, had achieved a domestic gross of over \$5,900,000 by June, 1954.

1954

A DECCA "FIRST": Decca prepares another "first" with which to celebrate its anniversary—the songs-and-talk musical autobiography of Bing Crosby.

Decca secures 72.5 per cent control of Universal Pictures.

A minority stockholders' opposition to the management is overcome at the annual meeting, and the management is upheld by a huge majority.

Decca's second direct tie with Universal for the movie, "The Magnificent Obsession," is accomplished.

Decca celebrates its 20th anniversary from its birthday, August 4, 1954, until January, 1955.

Mort Nasatir

• Continued from page 42

and includes hangers, streamers, large and small mounted album covers, etc.

The album covers in the anniversary release, 31 in all, are each laminated in a glossy finish and even the conventional album back, or liner, has been redesigned for greater visual appeal and impact. The long play records are encased in sealed vinyl plastic bags featuring the anniversary emblem, which keynotes "20 record years of living entertainment, 1934-1954."

Also available to the dealer is the Decca co-operative advertising program, which features a variety of materials for use in dealer advertising in newspapers, and on radio and television. A comprehensive national advertising program has been planned, including multiple pages in the most important consumer and dealer publications, in association with Decca's ad agency, Cunningham & Walsh.

BMI

is happy to extend Best Wishes
to Decca Records on the occasion
of its 20th Anniversary

Where There's Music, There's...



BROADCAST MUSIC, INC.

New York

Chicago

Hollywood

589 Fifth Avenue, New York 17, N.Y.

Toronto

Montreal

Jimmie Cairns

• Julie Stearns, Gen. Prof. Mgr.

• George Furness

• Eddie Janis

• Harold Wald

ASSOCIATED MUSIC PUBLISHERS, INC.

1 West 47 Street, New York 36, N.Y.

Classical Is Must For Disk Catalog

• Continued from page 36

Kim Borg, Virtuosi di Roma, Claudio Arrau, London Baroque Ensemble, Erra Berger, Ferenc Fricsay, Szymon Goldberg, Reginald Kell, Wilhem Kempff, Nadia Boulanger, Joseph Fuchs and Carl Seeman.

To match the prestige of the Gold Label line, we pursued a specialized packaging idea founded on developing a highly artistic presentation for the fine recordings. Decca's application of modern art forms for album cov-



RUSS MORGAN

ers has earned for the company plaudits around the world.

So today, for its 20th birthday, Decca's fast-growing classical catalog is achieving a maturity which should eventually make it one of the leaders in its field.

Traditionally Decca has been in the forefront of the children's record market. Actually, Decca pioneered "kidisks" back in 1934 when the company began with its historic "K" sets, which at the outset were made by Frank Luther.

The children's line was undertaken then with a great deal of careful planning both with regard to the recording of the product, as well as the merchandising of the product. This same care has prevailed thru the 20-year history of both the company and the children's line.

In 1945, when the kiddie market was relegated to a low-price niche in the record business, Decca came up with its "Cadillac" series, which was instrumental in making children's record the important factor it has become today. This series was the 90,000 group which was packaged on a 12-inch vinyl disk, selling at \$2, and included such titles as "Churken-doose," "The Little Tune That Ran Away," Luther's Mother Goose "Genie," "The Magic Rec-

ord," the Charles Laughton science series, Oscar Wilde fairy tales, etc. Major name artists were employed for these records with Danny Kaye, Loretta Young, Charles Laughton, Ray Bolger, Peter Lind Hayes and others among the featured. These records today still sell in the upper five-figure bracket annually.

Since that time, Decca has been adding to the catalog carefully and with an eye out only for durable merchandise like the "Lone Ranger" series and more recently the "Winky Dink" group.

Upcoming in September is a revitalization of the 90,000 "Cadillac" series with a group of recordings which fully meets the requirements of the Decca kiddie line. The new series is called the "Child's First Record Series" and will be issued in seven individual sets on 12-inch 78 r.p.m. and 45 r.p.m. vinyl records and was recorded by Luther, the Bing Crosby of the kiddie set. New children's records also are being made currently by Decca's leading pop artists with Kitty Kallen, for instance, among the "new" crop of kiddie recording stars for the label.

Michael N. Conner

• Continued from page 16

have planted the birthday bug with trade papers, magazines, newspapers, and their efforts now are bearing fruit.

Radio and TV also will play a major role in telling the Decca story. The disk jockey contact crew, which includes not only the field men but every Decca branch and distributor manager, has alerted the d.j.'s, and in a few days will be delivering the key Crosby record as well as other promotional material. Our advertising department has barreled out reams of promotional paraphernalia, and worked hand-in-hand with our ad agency in planning our ad campaign. The sales promotion gang has also contributed a great share of the ideas and effort to make this one whopping success.

Artists Aid

Meanwhile, we wanted all of the family relations to play a hand, so your artists' relations section contacted our many artists to share in the big event, with special messages to deejays on record or by mail, and to help plug the event in all their radio and TV appearances.

Family friends, like the music publishers and artists' managements, have to get into the act some how, too. Their word-of-mouth is important to make this a truly gala occasion, so we make them aware of it, too.

Of course, while the work is being put into the birthday celebration, the regular business keeps on going. The regular weekly releases and the current hits and the usual flow of artists' problems—"Mike, come on over and see my new act, and see if you can get Gabe to come along"—or "Mike, why don't I hear my new record on Pete Zilch's show on KSID, Hernando, Idaway"—or "Mike, for God's sakes, Mike, I mean holy cow"—or "Mike, be a good fella, huh?"

It just shows you—little things really mean a lot, especially when you've got three coins in the fountain, and hey there, how blue can you get when you're so close to the high and the mighty? And for this you've got to rock around the clock while you're shakin', rattlin' and rollin'!!!



PEGGY LEE, GORDON JENKINS

Luther Gives 'The Kid' a Cake

• Continued from page 36

vigor that neither cold water nor competition could kill. New ideas—a 35-cent record, new streamlined distribution, record pop material by standard artists, standard material by pop artists.

Another new idea—10-inch records for children. I brought this one in. I was there at the birth. Bing was the first artist signed by Decca, and I came right behind him along with Guy Lombardo, the Mills Brothers and Victor Young.

Up to that time, children's records were toys, seven-inch nothings made with no budget and no thought, just something to sell for kids who didn't know anything anyway. So I worked out a method of making 10-inch, 78 r.p.m. records for children by taking the standard 'Mother Goose' and nursery rhymes and shuffling them around until I got them into a sequence where,

by a line of narrative between them, the songs became a part of a simple story. That's how the first "K" sets were born. They sold at three for \$1.05, and they sold so well they helped establish the whole Decca catalog for the young—and they've never stopped selling.

One Alone

We used to have the children's record business all to ourselves. Then during the war, material shortages halted production of children's, country, Spanish and other special type records.

A lot of little companies saw the chance, jumped into the children's record business, and we've therefrom had terrific competition. But we're back at it again, and we'll hit the top again, thanks to Sy Rady, head of Decca's children's recording department, and the kind of records we're making today, like my forthcoming release, the "Child's First Record Series."

So here's Decca's birthday. Decca was 20 on August 4. I'm older... I had a head start. But when you're part of Decca, you get caught up in the ideas, the drive, the enthusiasm, and you don't have time to deteriorate—at least, not much.

I remember so many interesting people and events—some sad, some tragic, some wonderfully funny. I remember Saturday mornings when Leonard Schneider's son, Bobby, would come up to have lunch with his dad, wearing the funny little round blue cap that my son Warren wears today... recording on the Coast... Bing and Louis... the early Calypso records Lou Sebok made in Studio A with the stars from Trinidad rotating as soloists and chorus singers... the early children's records we made with three musicians and no budget... the boys all read off the same sheet.

Thornley and his beltful of keys that didn't seem to fit anything... Vic Young writing an obbligato for the second chorus while recording the first chorus... shaving the wax... winding up the weight... putting on another pie... blaming the Queen Bee for some indiscretion for a flaw in the wax master... and on and on.

Of course, stuff like this is happening today, too. We have just as talented and colorful people around today; of course, many of them are the same people.

There's a long life to the kind of talent and brains that makes Decca. If they weren't the best, they'd never have been in the company or the catalog in the first place.

So, happy birthday, dear Decca (and happy birthday to me, too).



RUDY VALLEE

World-Wide Biz

• Continued from page 36

Singapore, the Straits Settlements, Japan and the Philippines have outlets for the Decca matrices.

Direct export service of finished records is made to Hawaii, Mexico, and Central America, as well as to Arctic regions on the American continent.

In Canada, Decca owns its own companies, Compo Company, Ltd., of Canada and its affiliate, Apex Records.

Record prices around the world vary according to local standards of living from 55 cents to \$1.10.

GET HOLD OF THIS ONE

Red Sovine's



"DON'T DROP IT"

b/w

DON'T BE THE ONE

Decca 29211

Billboard's July 24th Review Spotlight says...

"IT SHOULD PULL MUCH LOOT IN THE FIELD."



KWKH
ARTIST BUREAU
Shreveport, La.



ELLA FITZGERALD, LOUIS ARMSTRONG



BURL IVES

Vox Jox

• Continued from page 12

KDSJ in Deadwood, S. D., to take over as staff announcer and deejay at KCJB, Minot, N. D. . . . **Sandy Singer**, KCRI, Cedar Rapids, Ia., is spending his vacation in the old home town, Chicago. . . . **Jo Ellen Irwin**, continuity director of WTNS, Coshocton, O., and **Bill Dubois**, deejay on the same station, were married recently. . . . **Owen Lackey**, WJVA, South Bend, Ind., has become the father of a boy. . . . **Les Castaneda** is the new program director at KNGS, Hanford, Calif.

Bob Clark, KCWB, Laramie, Wyo., will visit New York this week on his vacation. . . . **Bob Kerr** and **Tom Fallon**, KCKN, Kansas City, Mo., will co-emcee a new teen-age show over WDAF-TV in Kansas City on August 28. The full hour "TV Teen Town" will be seen on Saturdays sponsored by the 19 Katz Super Drug Stores of Kansas City. . . . **Dick Drury**, formerly with WAKR, Akron, and WERE, Cleveland, has joined WCSC, Charleston, S. C. . . . **Ken Daust**, WKZO, Kalamazoo, Mich., appeared in a color film sequence on the WKZO sponsored "Soap Box Derby" which will be shown on TV stations around the country.

Guestings

Larry Getchell, KFGT, Fremont, Neb., has some nice things to say about the **Four Knights** and us. "We jocks out here in Nebraska really appreciate your terrific column. Keeps one up to date on what our record brethren are up to in other parts of the forty-eight. Recently when the **Four Knights** recorded 'How

Wrong Can You Be?' it was my privilege to have the writer of that tune on my show. He is **Dr. Roy Swain**, the Omaha dentist who also penned "Twice as Much." I'd just like to say what a grand guy he is, and if this makes it in print, how much he would appreciate other deejays around the country giving his songs an occasional spin."

Jerry and Jimma Strong, WMAL, Washington, played host to **Dot's Fontane Sisters**, Mercury's **Tommy Prisco**, Columbia's **Tony Bennett** and M-G-M's **Mitzi Mason** before leaving for vacation on August 1. . . . **Frank Avruch**, WNEB, Worcester, Mass., reports:

(Continued on page 79)

DECCA STARTED TOP STYLISTS

One of the outstanding features of the Decca catalog is its long list of stars who moved on to greener fields after their first chances at disk fame on Decca. The list reads like a "who's who" of the music business:

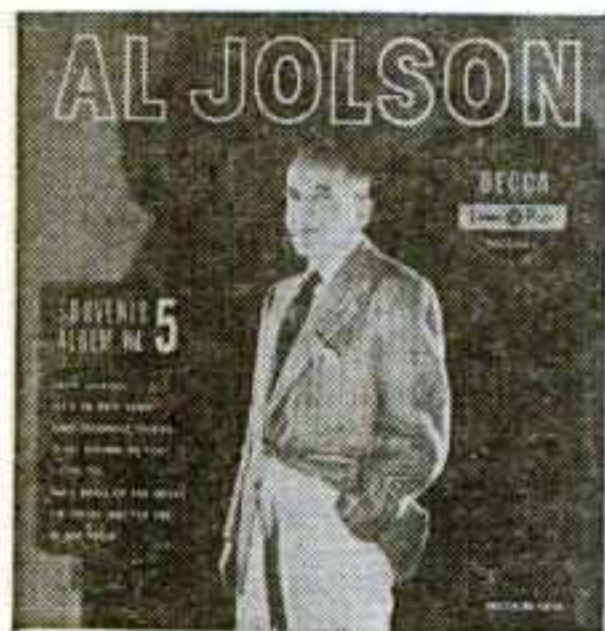
In the catalog are such outstanding stylists as Kay Starr, Frances Wayne, Fran Warren, Nat (King) Cole, Les Paul, Perry Como, Red Ingle, Bob Eberly, Helen O'Connell, Johnny Mercer, Stan Kenton, Glenn Miller, Les Brown, Frankie Carle, Woolly Herman, Tony Martin, Judy Garland, Carmen Miranda, Dick Powell, and countless others.



BING CROSBY, FRANK SINATRA, JUDY GARLAND



RACKMIL, MERMAN, DURANTE



AL JOLSON PRIZE ALBUM

"WARM"

THANKS TO DECCA AND
BEST WISHES ON ITS 20th ANNIVERSARY

JERI SOUTHERN



Congratulations to
Decca on their
20th Anniversary



Don't Miss

JIMMIE DAVIS

singing

★

Just Between You
and Me

I Don't Know Why

DECCA 29157

★

I Don't Care What
the World May Do

Somewhere There's
a Friend

DECCA 29082

★

Supper-time

To My Mansion in
the Sky

DECCA 28799

on . . .



Congratulations —

TO THE ENTIRE STAFF ON DECCA'S
20th ANNIVERSARY, AND
SINCEREST APPRECIATION FOR THE
FINEST RECORDINGS OF MY CAREER.

Latest Release

"REMEMBER"

LP—#DLP—8071
EP # ED— 811

WALTZ BALLADS BY IRVING BERLIN

Jesse Crawford

DECCA'S SALES STRUCTURE

Sydney N. Goldberg, General Sales Manager
Claude Brennan, Assistant General Sales Manager

EASTERN DIVISION
Albert E. Simpson, Manager
Louis Sebok Jr., Assistant
James McDonald, Assistant

MIDWEST DIVISION
Sellman C. Schultz, Manager
Abraham Weiner, Assistant
Clarence Goldberg, Assistant

SOUTHERN DIVISION
Robert N. McCormick, Manager

WESTERN DIVISION
Luman E. Gilman, Manager
Arthur Grobart, Assistant



RAY BOLGER, ETHEL MERMAN



WEBB PIERCE



SONNY BURKE



GOLDIE HILL

HERMOSA BEACH GOES TUNEFUL IN A BIG WAY

HOLLYWOOD, Aug. 21.—
Ain't no city whose fi will
be higher than Hermosa
Beach, Calif., from here on.
The small resort town, first
dotted on the musical map
via the Lighthouse jazz boite,
went completely music this
week (20) with installation of
25 outdoor speakers mounted
from street lights on the city's
main artery.

Music will be piped to the
speakers daily thruout the
year from a turntable and
amplifier system at the Her-
mosa Beach Chamber of Com-
merce.

Kickoff ceremonies were
hyped with the appearance of
stars Stan Kenton, Bobby
Troup, Spade Cooley, Law-
rence Welk, Jeff Chandler,
Eddie Cletro, Roberta Linn,
Rush Adams, Scatman Croth-
ers and disk jockey Gene Nor-
man emseeing.

Audio Education

Continued from page 42

course and have been developed
as educational aids for children
from the beginning grades thru
the high school grades.

"American Singer"
The most successful group of
records in the series is called
"The American Singer," issued
in eight volumes, and whose
function is to teach music to
school-age children.

Other records in the series in-
clude "Worlds of Literature" for
children in the 5 to 10 age
group, a course in typing set to
music, square dances, etc.

On occasions, the regular
Decca catalog has been tapped
for material for the series, but
as a rule the records are spe-
cially made for Audio Education,
Inc., which is the firm name of
the Decca-American Book affil-
iate.

In addition to this audio-edu-
cation program, Decca has issued
other types of educational rec-
ords thru its own resources. The
diskery was one of the first to
issue foreign self-teaching
courses on records. And, of
course, its program of develop-
ing a cultural program, which is
described elsewhere in this
section by Louis Untermeyer,
has proven to be a firm con-
tributor to the resources of edu-
cators.



JEFF CHANDLER



MARY MARTIN, GUY LOMBARDO



FOUR ACES, JACK PLEIS

Congratulations
Decca—
PROUD TO BE A PART OF YOUR
GREAT ORGANIZATION



**CHARLIE
WALKER**
Breaking for a Hit
TELL HER LIES and
FEED HER CANDY
YOU DON'T NEED NO
OTHER DADDY BUT ME
29154



Happy Birthday, Decca,
from
JIMMY LOGSDON
• MY SWEET FRENCH BABY • THESE LONESOME BLUES
and
Decca 29122

I'm tremendously proud to have been
part of the great Decca Organization
since its inception back in 1924 and to
be a part of this great

**20th ANNIVERSARY
CELEBRATION**

**VICTOR
YOUNG**

Congratulations and
best wishes to

DECCA

on their 20th Anniversary

OWEN BRADLEY

CONGRATULATIONS AND THANKS TO DECCA
JIM EANES
RADIO STATION WHEE
MARTINSVILLE,
VIRGINIA
"JUST SUPPOSE"
b/w
"SHOPWORN HEART"
LATEST RELEASES

Major Labels Try for New 45 Grooving

NEW YORK, Aug. 21.—Several of the major record labels are trying to come up with a new type of lead-in groove on their 45 r.p.m. records. Such a change in the engineering standards, the manufacturers believe, would eliminate one of the major radio station beefs about the 45 r.p.m. disks now being issued to stations by most of the labels. As explained by a diskery spokesman, the labels recognize the station's real complaint on the cuing problems posed by the doughnut disks.

Diskery engineers are hoping to devise a 45 disk with lead-in grooves which would not only make cuing easier but also have no effect on the use of the disks on home automatic changers. Possibility exists that the lead-in edge of the disks will be made wider. Such a change would, of course, be made to all 45 r.p.m. records since the labels no longer make special pressings for radio station usage.

Meanwhile, however, the battle of words is still going on. Key independent radio stations in many areas are still holding to their anti-45 stand, while the record companies continue to insist that the 45 disks must be used since the entire record industry is getting away from the 78 r.p.m. speed.

Mercury Makes Jamaica Tie-In

CHICAGO, Aug. 21.—Mercury Records this week completed a licensing agreement with Records, Ltd., Kingston, Jamaica, thus installing the firm's 19th licensee. The agreement is coincidental with the completion of Records, Ltd.'s new pressing plant.

This is believed to be the first time a major record firm will press in Jamaica. Up till now, records were generally shipped to this market in complete form. The new service will cut the time lag to a minimum.

Records, Ltd., is headed by Alec Durie, who is associated with Anthony Hart and Mr. Khoureie, all of whom are associated with the record business thru their retail record outlets, or their recording of local music. The agreement gives the new firm exclusive rights to handle Mercury Records in the territory, which includes the entire British West Indies.

First stampers drawn are "Sh-Boom" by the Crew Cuts; "The Little Shoemaker," by the Gaylords, and "I Cried," by Patti Page. Pressing on these will begin immediately. The new firm will receive full catalog privileges, including pops, jazz, c.&w., r.&b., classical and kiddie items. Pressings will be made on all speeds.

NEWS REVIEW

'Bing' Album Is Fine Spark To Decca 20th Birthday

By **JOE MARTIN**

NEW YORK, Aug. 21.—The leading item in Decca's drive to celebrate the company's 20th anniversary is a most unusual album package titled "Bing," and which consists of five, 12-inch, long playing records in a special box with lock and key. The \$27.50 retail price tag placed on the set should make it an intriguing item for retailers seeking a big-ticket to entice the gift buyers.

From an historic standpoint, the album must be considered as an important addition to the industry's catalog. The album contains 89 songs sung by Crosby either by himself or teamed with such show business names as Jane Wyman, Louis Armstrong, Gary Crosby, Fred Waring, Victor Young, Al Jolson, the Andrews Sisters, Bob Hope, Les Paul, Judy

AN IMPRESSIVE PROMOTION FOR 3 SUNS DATE

HOLLYWOOD, Aug. 21.—Apparently operating on the theory that losing money at the Vegas crap tables is not likely to be easily forgotten, RCA Victor and the Hotel Sahara flew a group of 40 disk jockeys, station librarians and key record dealers to the oasis-in-the-desert this week (18) for the opening of the Three Suns there.

In footing the expenses with plattery, the hotel had a sure thing going for them. They got their money back—and more—just about the same time the plane touched terra firma.

Anybody for Monte Carlo?

Sachs to Head C&W Music, FT&T Column

NEW YORK, Aug. 21.—Beginning with the September 11 issue, country and western music editorial coverage and the Folk Talent and Tunes column will be handled by William J. (Bill) Sachs, veteran Cincinnati staffer and Executive News Editor of The Billboard.

Sachs will conduct the department from The Billboard's Cincinnati office. He will have the assistance of top editorial men in other offices; all music staffers in New York will contribute, as will Joel Friedman, who has been conducting the column from Hollywood for the past year, and Steve Schickel in Chicago.

The move from Hollywood to Cincinnati is designed to centralize headquarters for the department and to afford the head of the department easier access to all country and western music centers. Sachs leaves on a field trip thru the South immediately.

Sachs, who will continue as Executive News Editor, has wide knowledge of all fields of show business and for more than 25 years has been one of this paper's top editorial officials.

WINS Puts Freed Show In 5 Markets; Goal, 60

Continued from page 12

town publicity over the move of Freed to this area. The signing of Freed, originally reported in The Billboard, calls for the deejay to earn a minimum of \$75,000 a year, but according to WINS general manager Bob Leder, an incentive plan will push that figure much higher.

The station plans to syndicate the show as a one-hour, across-the-board transcribed show, but may pipe a full three hours a night into 8 or 10 markets. WJW and WCAC, Flint, Mich., have already signed to carry the show live for three hours nightly

NEW YORK, Aug. 21.—The 11th report of the Music Performance Trust Fund, covering phonograph record sales made from January 1, 1953, thru December 31, 1953, shows that the disk manufacturers contributed close to \$2,000,000 to the fund for the year, making total contributions paid to the fund since 1949 almost \$9,000,000. It is now estimated that the diskeries will contribute an additional \$2,500,000 on sales of disks made during the 1954 calendar year.

Trustee Samuel R. Rosenbaum's report, to be officially issued on August 31, wraps up statistics of the 1948 fund, including disk sales, retail value of the disks, contributions paid, alloca-

tions and disbursements. The report also details similar statistics for the television film funds under agreements made prior to 1954. TV film producers have been operating without any agreement since February of this year.

Signatories

The report also notes that as of June 30, 1954, there were 1,511 signatories to the 1948 record agreement and 454 signatories to the 1954 agreement. Of the latter, 84 had signed only the new agreement, while 370 were signatories to the 1948 pact. Among transcription firms, 155 signed the 1948 agreement and six have thus far come into the 1954 pact. Rosenbaum also points out that

of all the signatories to the 1948 agreement, 1,227 recorded no sales for the first half of 1953, and 1,246 reported no sales for the second half of the year.

In the first six months of this year fund disbursements totaled \$63,000 from the 1948 contributions and \$890 from contributions received under the new agreement. TV film fund disbursements for the first half of 1954 totaled \$41,000.

In the same six-month period the fund sponsored 4,478 projects covering 7,089 performances and using 67,000 musicians. Since 1951 the various funds have sponsored about 35,000 projects calling for the use of 540,000 musicians in 60,000 performances.

Trustee Rosenbaum, in the new report, continues his practice of spotlighting Trust Fund activities in a specific area. The current report goes into detail on the Fund performances sponsored in the Seattle area and serving the Armed Forces.

A CAPITOL FIRST

Okays Plans for Round Office Hq.

HOLLYWOOD, Aug. 21.—Capitol Records, Inc., this week culminated a 12-year business success story with the approval of building plans by the firm's board of directors for what is believed to be the world's first round office building.

The building, representing a \$2 million investment for Capitol Records and designed by Welton Beckett & Associates, is to be the new home of the company, housing all of its executive and studio facilities under one roof.

Capitol will formally unveil a model and floor plans of the building at a cocktail party here Monday (23) at the Hollywood Plaza Hotel.

Altho the building will be extraordinary in appearance, the chief reasons for choosing the circular design were the functional features of the structure. Cap execs declared the economy of

construction, operation and maintenance plus maximum utilization of space and efficiency of operation were the determining factors in the selection.

Overall height of the building will be 13 stories totalling 150 feet, which is limit height for the Los Angeles area. The structure will be composed of a reinforced concrete cylinder, 12 stories in height and 90 feet in diameter, rising above a rectangular one-story base.

Total gross area of floor space in the building will be approximately 91,900 square feet. Capitol will occupy approximately 45 per cent of the building, the rest to be leased to outside business concerns. Building will be distinguished by a pylon on the observation roof, similar in design to the famed New York World's Fair symbol. As the first limit-height construction in the Hollywood area in more than 20 years, the Capitol building is slated to become a landmark in the Southern California area.

Present plans indicate that construction of Cap's new home offices will be completed within a year. Ground-breaking ceremonies are planned for early fall.

Sheldon Pub Hires Wilson

NEW YORK, Aug. 21.—Moe Gale's Sheldon Music continued to expand its staff and operation this week with the naming of Tony Wilson to head up the company's promotional and television activities on both the local and national levels. Wilson is closing his own publishing operation to join Sheldon but will continue to act as personal manager for thrush Wyoma Winters.

Wilson's two publishing firms, Park Lane and Caravan, the former with Broadcast Music, Inc., and the later with the American Society of Composers, Authors and Publishers, will become inactive.

Wilson was formerly editor of Hit Parade magazine, a Billboard staff and has been in the publishing end of the business for the past six or seven years.

Tyros to Get Own Show on WNEW; Ford for Emcee

NEW YORK, Aug. 21.—WNEW here is launching a new live music show to be emceed by Art Ford, which will give unknown professional talent a one-week crack at a stanza of their own. "One Week Stand," as it's called, is the first of an upcoming slate of live stanzas the station is planning in line with a new policy of increasing its live programming.

The show will be aired across the board 7:35-8 p.m., the time

Songwriters Suit Vs. BMI Completes Pre-Trial Hearings

NEW YORK, Aug. 21.—The multi-million dollar anti-trust suit brought by the Songwriters of America against Broadcast Music, Inc., the broadcasters, and affiliated record companies moved a notch closer to the trial stage this week with completion of the pre-trial examination of songscribe-Dorothy Fields.

Examination of writer Arthur Schwartz, to be held early in September, will complete one phase of the pre-trial maneuvers. Until now only songwriters have been examined. The writers get their innings following the Schwartz interview, when they will begin pre-trial examination of defendants.

Garland, Bob Crosby, Mary Martin, Jack Teagarden, Woody Herman, Connee Boswell and others.

But what may be the real "meat" of the package is the narration by Crosby himself. The Groaner bridges each selection with reminiscences, gags and general chatter about the record and the making of the record. It's loaded with nostalgia and much of the Crosby charm. His comments on the people with whom he has been associated will have plenty of interest for the fans and be particularly interesting to tradesters.

Names Mentioned

Among the people who get mentioned in various ways by Crosby are William S. Paley, Jack Oakie, Richard Arlen, Burns and Allen, Paul Whiteman, Gus

(Continued on page 62)

Col'bia Contest For September Set for Dealers

NEW YORK, Aug. 21.—To stimulate dealer support of Columbia Records' September consumer program, the firm will run a contest with prizes to be awarded retailers doing the best job of store promotion.

The September plan calls for free gifts of previously unreleased "Priceless Editions" disks to any consumer purchasing Columbia LP's, EP's or jewel needles this fall. The bonus records, to be shipped direct to consumers from Columbia headquarters, comprise 25 items ranging from old opera etchings to cool jazz.

Paul J. Wexler, Columbia vice-president in charge of sales, said the diskery has retained an independent research organization to measure dealer effort. The research org will assign "mystery shoppers" to visit stores and judge dealer promotion. Reports will be turned into Columbia, with winners to be announced in late October.

First prize will be the new Columbia-Bell & Howell table model tape recorder, with other awards to include a portable tape recorder, phonographs and LP records.

Dub Albritten Quits Clients to Join Foley

SPRINGFIELD, Mo., Aug. 21.—Dub Albritten, who has been acting as personal manager for both Ernest Tubbs and Hank Show, has severed his connection with those artists to become personal manager for Red Foley who is working out of this city in connection with his long-term arrangement with Radiozark Enterprises. Albritten will handle Foley's business in all phases, including radio, TV, personal appearances, records and a strong possibility of moving into TV film with a new series.

Albritten will make his headquarters here from now on. Tubbs and Snow, meanwhile, have returned to the WSM Artists Bureau, Nashville. WSM will handle all business for the two country artists.

According to Albritten, Foley will work a heavy personal appearance schedule next year in contrast to the few dates he has played this year.

slot following Jerry Marshall's "Make Believe Ballroom."

Talent will be auditioned by station librarian Al Trilling. Those selected will appear on the stanza for a full week. Name guest stars will also be used. Bill Kaland, WNEW program director, will produce the show.

LONDON SUES

Oberstein Named
In 'Butterfly' Suit

NEW YORK, Aug. 21.—London Records this week filed suit against Eli Oberstein's Record Corporation of America, charging the latter firm with unlawfully dubbing and issuing London's version of the Puccini opera, "Madame Butterfly," under Oberstein's Royale and Gramophone labels.

The complaint filed in United States District Court, District of New Jersey, in Newark asks an injunction against the Oberstein diskery and triple damages, the amount to be determined by the court.

The case has possible precedential interest, since it is the first in many years to tackle an instance of alleged piracy directly. It is also unusual in that it cites the incorrect labeling provisions of the Lanham Act in a controversy concerning phonograph records, possibly for the first time.

London's "Madame Butterfly" was recorded in Rome in 1951, by the orchestra and chorus of St. Cecilia conducted by Alberto Erede. The label's star soprano, Renata Tebaldi, was featured. The three-LP set was first placed

on sale in the United States in 1952.

Florence Opera

The Royale "Butterfly" was put on the market "in or about the early part of 1954," according to the brief. Disk labels attributed the performance to "Soloists, choir and orchestra of the Florence (Italian) Opera."

Later this year, continues the London brief, an identical performance was released under the Gramophone imprint, which stated the production was by the "National Opera Singers and Orchestra."

"The contents of the sound grooves of each of the two versions of 'Madame Butterfly' marketed by defendants," charges the brief, "are, with the exception of a diminution in quality, identical with the contents of the sound grooves of plaintiff's recording."

The brief further alleges that London was damaged by the "false" descriptions of the Royale and Gramophone sets, in a manner illegal under the Lanham Act.

Second Suit

The suit is the second this year to allege unlawful use of recorded material by the Oberstein firm. Still pending is a suit brought by soprano Regina Resnik who charged that a Royale version of a Wagner opera contained her voice. The charge was that the disputed disks were cut from broadcast performances during a Wagner festival at Bayreuth, Germany.

The "Butterfly" suit was filed by the Newark firm of Ruback & Albach, on behalf of London's attorney Sidney A. Diamond, of Roosevelt, Freidin & Littauer.

'X' Records
Adds Three
To Roster

HOLLYWOOD, Aug. 21.—Jimmy Hilliard, artist and repertoire director of "X" Records, this week signed three new recording artists to the firm's talent roster. Inked to long-term contracts were singers Betty Clooney, Helen Grayco and Pianist Marvin Wright. Negotiations for the girl singers were handled by Joe Shribman and Spike Jones respectively.

Hilliard, here for the past 10 days on a heavy recording schedule, completed sessions with Stewart Rose, Terry Fell, the Red Norvo All-Stars, and finalized plans for future albums with Ben Light, Earle Hagen and Gerry Gallian.

Firm's national sales manager, Joe Delaney, left here Friday (20) on the second leg of his nationwide distributor and key dealer jaunt. Delaney will cover "X" distribs, one-stops and dealers in Texas, Arizona, Oklahoma, Louisiana, etc., and return to his New York headquarters in mid-September.

Gary Crosby
Cuts Singles

NEW YORK, Aug. 21.—Gary Crosby will cut his first solo sides on the Decca label on Monday (23). Decca's artist and repertoire chief Milt Gabler is flying to Hollywood to handle the session. The young Crosby got his own wax pact with Decca just this week (The Billboard, August 21).

Following the session, Mike Connor, Decca's publicity chief, will pick up young Crosby for a national tour of disk jockeys. Crosby's first record cut with his father four years ago, "Play a Simple Melody," sold over a million copies.

GEORGE GOES IT
ALONE ON DISKS

NEW YORK, Aug. 21.—George Liberace, who has long played self-effacing second fiddle to his smiling brother's piano, will have the spotlight to himself in a new album to be released by Columbia Records next month. The set is to be called "A Musical Journey With George Liberace" and has George fronting a 45-piece orchestra. Despite the generous use of musicians, there will not be a pianist.

"I wouldn't record with any other pianist but my brother," explained George.

WHAT A DAY!

MPCE Outing
Features Fun,
Frolic, Prizes

By BOB ROLONTZ

NEW YORK, Aug. 21.—The 19th annual outing sponsored by the Music Publishers' Contact Employee's Union was held again this week at the Aldegrass Country Club in Aldegrass, N. J. Favored by blue skies and mild weather, contact men from the large and the small music firms, and distinguished guests including a.k.r. men and deejays, enjoyed themselves at golf, swimming and a dinner at which prizes were presented to the day's top athletes.

This year's MPCE clambake lived up to all advance notices as one of the most enjoyable outings of the summer, continuing the tradition of previous contact men's outdoor shindigs. The day was under the direction of MPCE exec Bob Miller, aided by other members of the committee, Murray Luth, Jack Spina and Mickey Addy. The latter, of course, was toastmaster par excellence at dinner.

Of prizes awarded to MPCE members, Mickey Glass picked up top prize of a portable TV set for his low net golf score of 66 (90 less 24 handicap). Other prize winners, in order, were: George Furness, Duke Niles, Murray Luth, Julie Stearns, Larry Stark, Murray Baker, Bobby Day, Jack Johnstone, Freddie Parker, Joe Gold, Mike Sukin, Tommy Valando, Marty Mills, Martin Block, Kelly Camarata, Bob McCluskey, Marvin Fisher, Harry Link, Dave Dreyer, Norman Foley, Tony Wil-

(Continued on page 62)

Cap Moves Into R.&B.
Disks for Regular Line

NEW YORK, Aug. 21.—Capitol Records is moving into the rhythm and blues field again but will not issue its r.&b. platters on a separate label or even series number. This week the label signed thrash Annisteen Allen and blues singer Pepper Neale and is about ready to announce the signing of a fairly well-known vocal group and a band. Signings were made by the label's a.k.r. staffer, Dave Cavanaugh, who will handle the recording of rhythm and blues material.

The diskery plans calls for issuing rhythm and blues disks on a regular basis and as part of the regular pop release schedule. Already in the Capitol rhythm and blues fold are the Big Dave ork and the Red Tops, a vocal group. The Big Dave ork is fronted by a.k.r. exec Cavanaugh, who is currently on a swing around the country to pick up additional talent and song material.

Capitol has over the years issued rhythm and blues material, but not since it folded up its Americana label some seven years ago had the diskery made any concerted effort to get a share of this market. Among the many rhythm and blues talents who have recorded for Capitol

are such names as Julia Lee, Nellie Lutcher and others.

Currently the label has strong-selling pop artists who originally stemmed from the rhythm and blues field. These include Nat Cole, the Four Knights and others.

Capitol has also been making heavy use lately of rhythm and blues material for its pop artists and, according to the diskery's sales execs, has found that it can do good business in the rhythm and blues markets with non-r.&b. talents.

Roberta Linn Inks
Ekko Diskery Pact

HOLLYWOOD, Aug. 21.—Songstress Roberta Linn was signed to an exclusive term recording contract here this week by Richard Hall, president of indie Ekko Records. She is scheduled to record for the firm shortly, with her first release set for September 18. Miss Linn first gained national attention via her years as vocalist with the Lawrence Welk orchestra, and presently continues with her weekly teleshow via KTLA here.

Hall also disclosed the first release of a micro-groove recorded 78 r.p.m. record featuring two songs per side. Initial issue is by guitarist Jackie Marshall.

2,800 Turned Away
At King 1-Nighter

HOLLYWOOD, Aug. 21.—Top roster of rhythm and blues talent headed by B. B. King played to a capacity crowd of 2,400 in a dance promotion staged by Joe Bihari and Al Dale at the Savoy Ballroom here Thursday (19). King's first appearance here resulted in a near riot, with approximately 2,800 persons turned away at the box office. Package grossed a total of \$3,600 at a house scaled to \$1.50.

Bill included the Johnny Otis ork, Marie Adams, Pete Lewis, Shirley Gunter and the Queens, Anna Marie, Marvin and Johnny, the Platters, the Lamplighters, and Junior Roden. Disk jockey Hunter Hanock emceed.

JUKE BOX NEWS THIS WEEK

News of the automatic phonograph business starts on Page 114. Some of the more important stories in that section this week are:

PUBLIC TO SEE 3 NEW JUKE BOXES. Two manufacturers already have models on display. A third near-ready. High fidelity and multi-selection, a must.

L. A. MUSIC OPS PICK HIT TUNES. Ops choose best records in country and western, rhythm and blues, and pop for "hit of the month."

MAGNETIC TAPE TO OPS SPREADS OUT. Magnecord sets goal of 100 distributors by October 1. Appoint nine in one week.

BUT WHO'S WORRIED?

AFM'er Must Get
8 Sides Per Year

NEW YORK, Aug. 21.—The American Federation of Musicians came up with a couple of surprises last week, in the form of a new revised recording contract, carrying the provision that disk companies must cut at least eight sides with an AFM-member artist during each year of its contract, while the term of any such agreement, including all options, cannot exceed three years.

On the surface, these provisions could cause considerable

pain in the industry, but those in the know see several possible outs. Labels willing to take a chance on new talent under the current two or four sides deal might hesitate to sign a new solo musician or band under the eight-sides minimum. They'd certainly balk at the prospect of building up new talent, only to have it sign with another label at the end of three years.

Most artist and repertoire men agree that the present three to seven-year pacts are necessary if a label is to extract the full sales benefit from its own build-up on new musical talent.

Loopholes?

The three-year maximum contract provision may prove to be a real headache. However, neither the record companies nor the band leaders are too worried about the eight-sides edict, and business will probably go on as usual. "Usual" in this case refers to the record companies' practice of buying masters, with an option to sign if the record shows any promise, thereby enabling labels to "test" their sales appeal, without committing themselves to the eight-sides agreement.

While under AFM rules a band leader can't operate his own record company, there isn't any rule prohibiting his wife, in-law or manager from heading up such a firm to make masters.

AFM BEEF

Petrillo Balks
At Practices
Of Diskeries

NEW YORK, Aug. 21.—James C. Petrillo has advised record companies to tighten up on their alleged policies of cutting orchestras and later superimposing vocal tracks. Telegrams to all major diskeries were sent by the American Federation of Musicians' president following complaints from New York's Local 802.

"It was our understanding," stated Petrillo in his notice, "that 'tracking' was necessary in cases where the singer or soloist was not able to carry on a session, or for sickness or other reasons which made it impossible to do the complete recording at the time the orchestra was scheduled. It is claimed that it has become the general custom for recording companies to schedule the orchestra and 'track' all the music, and at some later time record the voice or soloist and that this is being done for the purpose of saving overtime on musicians' costs."

"In view of our general understanding, we would suggest that your company does not adopt this as a general practice in order to eliminate overtime, and that you use the 'track' privileges in cases where it is practically impossible to record the artist and the orchestra simultaneously."

Norman Sets
Dates for 4
Jazz Groups

HOLLYWOOD, Aug. 21.—Concert promoter Gene Norman has a slate of four jazz packages upcoming, headed by the August 30 booking of the Gene Krupa Trio at the Shrine Auditorium here. Date will be Krupa's first upon his return from Australia. Bill also features the Lighthouse All-Stars and the Clifford Brown-Max Roach Quintet. Unit will also work the Russ Auditorium, San Diego, August 31.

Norman follows with the Gale agency package topped by the Stan Kenton orchestra and including Art Tatum, Charlie Ventura, Mary Ann McCall, Shorty Rogers, Shelly Manne, Johnny Smith, and Candido at the Shrine here September 16.

Concert schedule also includes Norman's annual Dixieland Jubilee, October 15, with Johnny St. Cyr, Norman Hugg and other New Orleans Dixie vets coming up for the show. On September 25 Norman will bring in Guitar Slim and Muddy Waters in a rhythm and blues package at the Shrine.

Herman Inked
To Capitol
Disking Pact

HOLLYWOOD, Aug. 21.—Alan Livingston, vice-president in charge of artists and repertoire at Capitol Records, disclosed the signing of maestro Woody Herman to a long-term contract here this week.

For the past three years Herman has appeared on his own indie label, Mars Records, operated in association with New York publisher Howie Richmond. Maestro was signed during his run at Reno, Nev., by Cap a.k.r. man Dave Dexter.

Herman is scheduled to open here at the Hollywood Palladium September 14, during which time he will record for Capitol. Present plans call for the issuance of both LP and singles.

Livingston also disclosed the signing of a new vocal group, the Three Cheers, who are patterned in a rhythm and blues style.

Plans for the release of Capitol's plush Betty Hutton TV spectacular album were completed, with the final recording of the show finished here this week. Cap will release a special mailing of the title tune, "Satan and Spurs," to more than 2,000 disk jockeys thruout the nation one week before the teleshow's airing.

Welker Supervising
Victor Pop Albums

NEW YORK, Aug. 21.—Responsibility for over-all supervision of RCA Victor's pop album program is expected to be assigned to Ed Welker, who will be brought in from the field to take over the executive post. Facets of the job are currently split between Joe Carlton, pop artist and repertoire chief, and Jack Lewis, jazz staffer. Welker, who covered the Baltimore-Washington-Harrisburg, Pa., territory for the label, will report to George Marek, director of artists and repertoire.

FRANK MUSIC CORP.

congratulates its own 'A' & 'R' men

ADLER & ROSS

writers of

"HERNANDO'S HIDEAWAY"

and

"HEY THERE"*

currently

**#1 and #2 on the
Lucky Strike Hit Parade**

* from the score of "The Pajama Game"

Eisenhower to Approve Global Copyright Pact

WASHINGTON, Aug. 21.—Legislation implementing the Senate-ratified Universal Copyright Treaty will be signed by President Eisenhower next week, making the United States the fourth country so far to approve the global pact.

Under terms adopted by signatories of the pact a minimum of 12 countries must ratify the treaty before it finally becomes effective. Altho optimism is running high at the State Department that the U. S. ratification will speed action by other nations, it is estimated it will be another year before the additional eight countries can ratify the pact.

The treaty was adopted at Geneva in June 1952, by the United Nations Educational, Scientific and Cultural Organization. Ratification and implementation of the treaty by Congress has had the strong support of the entire broadcasting and music industry as a means for providing greater protection for U. S. works abroad and for expanding cultural interchange among nations.

Jordan Set for 52 1-Nighters; Hines, Chords to Get 26

HOLLYWOOD, Aug. 21.—Lous Jordan orchestra kicks off a four-month one-nighter tour in El Paso August 29, with 52 dates running thru October set thus far by General Artists Corporation.

Jordan is scheduled to work 12 States at a base price of \$1,500 against a percentage. Dates booked include the States of Texas, Oklahoma, Louisiana, Arkansas, Mississippi, Tennessee, Kentucky, North and South Carolina, Alabama, Florida, Virginia and West Virginia.

Other one-nighter action was disclosed here this week in the booking of the Earl (Fatha) Hines ork and the Chords for a series of 26 one-nighters. Package was set by Associated Booking Corporation in New York. Hines opened a one-week engagement at the Apollo Theater in New York yesterday (20), to be followed by a week at the Skyliner in Washington.

MUSIC AS WRITTEN

MOGULL MANAGES BEL MONTE ORK...

Ivan Mogull, head of the publishing firm bearing his name, is managing Belmonte and His Afro-American Ork for personal management. The band, consisting of five rhythm, five sax and four trumpet players, has been signed by Columbia Records. Its first disk, coupling mambo treatments of current pop ditties, is currently being released.

RAVASINI ASSIGNS TUNES TO SIEGEL...

Italian composer-publisher Nino Ravasini has assigned the American rights to six of his ditties to Paul Siegel's Symphony House. Tunes are "Baffi," "Il Mio Muletto," "Vogliamoci Bene," "Bonsoir, Bonsoir," "Bolero Triste" and "Si T'Aspettero." Among the writers who have set English lyrics to the tunes are Mercury artist and repertoire men Luigi Creatore and Hugo Peretto, also Abner Silver, Mack Wolfson and Arthur Freed.

ARAGON BALLROOM SETS ANTHONY ORK...

Aragon Ballroom, Chicago, has set Ray Anthony's orchestra for a one-nighter engagement September 9, followed by an engagement of Art Mooney, September 14-October 10. Billy May's orchestra has been booked to follow Mooney and will run from October 12 thru November 7. Paul Neighbors and his orchestra are currently there.

STARLIGHT RECORDS FORMED ON COAST...

Starlight Records, new indie label, was formed in Hollywood last week. Firm is headed by Dave Gold, president of Gold Star Recording Studios, and Stan Ross, Joe Bradford and John Rich. First release is planned for early September.

MILLS CLOSES ITALY DEAL WITH CURCI...

Jack Mills has returned from a long European business trip, during which he acquired several new songs and closed a deal whereby Mills Music will represent the standard catalog of the Italian publishing firm of Edition Curci in this country. In London, Mills added Max Diamond and Griff Lewis to the professional staff of his English affiliate.

BIGGER CRYSTAL LAKE TERPERY ALL YEAR...

One of Connecticut's largest ballrooms, Crystal Lake Ballroom, Rockville, Conn., heretofore a warm-weather operation, plans to go into year-around policy. Ed Sirdel of Sirdel Brothers, owners, has added to the building space to accommodate an over-all crowd of 3,000, as against 2,200 in the past. The location is now heated, and the Sirdels are planning to stress weekend dancing thru the winter months. The location is some 20 miles from downtown Hartford, Conn.

WESTPORT INTO C.&W. FIELD...

Westport Enterprises, Inc., Kansas City, Mo., a new corporation headed up by Dave G. Ruf, president, has entered the country and western disk field with two records bearing the new Westport label.

Firm's first four sides are original tunes by Ruf, recorded by the Westport Kids, c.&w. unit popular on radio and television in the Kansas City area. The youngsters range in age from 8 to 19, and are managed by Dave, Henry and Tom Ruf, local businessmen. Six of the seven-piece combo are Ruf children.

FEATHER TO WRITE JAZZ ENCYCLOPEDIA...

Jazz critic Leonard Feather has signed a contract with Horizon Press to write a jazz encyclopedia. Book will include photos and bios of about 1,000 jazz artists, basic jazz library recommendations, a history of jazz and a glossary of jazz terms. Tome is expected to run well over 200,000 words.

POWER LABEL TO BRUCE RECORDS...

Monte Bruce this week took over the Power Records label for his own Bruce Records firm. Bruce acquired all of Power's masters, artist contracts, etc. Disks will be issued on the Bruce label. Meanwhile Bruce's top vocal group, the Harptones, have been booked into the Copa, Pittsburgh. The label's new talent

now includes Don Gardner, Herb Lance, the Shytans and the Masterstones.

RALPH COLUCCI BUYS HAYNES-GRIFFIN...

The Haynes-Griffin Records Shop, Madison Avenue, New York, one of the city's oldest and best-known record retail outfits, has been sold to Ralph Colucci, who operates The Record Shop and Seaboard Distributors in Hartford, Conn. Colucci made the deal this week with Bob O'Brien, Haynes-Griffin topper.

New York

Ernest Grecula, office manager of the Symphony Society of Greater Hartford (Conn.) for the past several months, has resigned, with future plans not disclosed. Prior to joining the civic music venture, he was advertising and publicity director of the Hartford Theaters Circuit and managing director of the HTC flagship, the Colonial Theater, Hartford.

Henderson Glass, San Antonio promoter, has announced that he has booked Louis Jordan and his orchestra for a one-night appearance here at the Municipal Auditorium on August 31.

Joe Carlton, RCA Victor pop a.&r. chief, and Dinah Shore this week visited disk jockeys in Detroit, Chicago and St. Louis in connection with the thrush's waxing of "If I Give My Heart to You." Next week they'll junket to Boston and Baltimore on a similar mission... Jimmy Hilliard, Label "X" a.&r. topper, is due back from a three-week stay on the West Coast next week.

He'll bring back a number of tapes cut during his stay there.

... Andy Williams, "X" artist, is in town to visit with deejays.

Bill Bullock, Victor assistant sales manager, is being congratulated on becoming a grandpa... Victor has ready for distribution a new country and western catalog... Sammy Kaye kicks off a tour of location dates and one-night stands with a two-week stint at the Surf Club, Virginia Beach, Va., August 27... George Shearing and his quintet cut four sides with the Ray Charles Singers yesterday (20).

Correction Department: Contrary to information carried in a story last week, Len Frank, of Raleigh Records Pressing, doesn't own Mastercraft Plating. The firms are completely separate, tho Frank does have an interest in the latter... Then, too, the tune "A Kiss to Call My Own" is published by Tannen Music, not Annis Music, as noted on The Billboard's review copy... And Bess Berman says she hasn't bought Timely Records—they're just using her Apollo offices.

Chicago

Dinah Shore met Chicago deejays, record dealers and juke box operators at an informal cocktail party at the Ambassador East Hotel with RCA Victor as host, plugging "If I Give My Heart to You"... June Valli was also being escorted on the deejay circuit by RCA Victor, plugging her waxing of "Tell Me, Tell Me"... Dan Belloc and his orchestra, recently pacted by M-G-M Records, has been signed to play Sunday CYO dances at the Edgewater Beach Hotel. He's also signed for the Labor Day weekend at the Prom Ballroom, St. Paul.

Howard Miller, independent deejay, will begin his new series of TV disk jockey programs over WBBM-TV August 27, airing two hours each Friday night. Miller is also booked into the Chicago Theater as emcee for an all-record act show, following the current Four Aces... Dick Contino opens at the Chez Paree Tuesday (24) for a three-week run... Bob Peck, an account exec with the Vandenberg agency here, also has his own deejay show on Saturdays from WTAQ, in nearby La Grange... Burl Ives, Decca Records, opens at the Black Orchid Tuesday (24) following Felicia Sanders... George Pinchus, head of Pincus Music Corporation, is in town on a tour to launch his new BMI firm's catalog. His new firm is Gill Music Company, and is currently plugging "My Heart's on a Fast Express" by Julius La Rosa, and "Don't Stay Away Too Long" by Felicia Sanders... Will Jordan, the mimic, in town on a deejay tour plugging his Jubilee waxing of "Roast of the Town"... Duke Ellington has been inked

for the Blue Note for two weeks beginning September 29... The Four Tunes have been set for the Chicago Theater for two weeks beginning September 3... The Crew Cuts waxed a session last week before heading for an engagement at Hampton Beach, N. H., for a week. They return to the Midwest for a week at the Lake Club in Springfield, Ill., beginning August 28. The group also cut an album session during their stay here... Patti Page opens at the Laurel Hill supper club in Columbia, S. C... Bobby Shad, a.&r. man for the Emarcy label, in town last week to cut a session with Leon Sash... Art Talmadge, vice-president of Mercury Records and a.&r. director, leaves for the West Coast next week to huddle with movie brass for picture material.

Philadelphia

The legitimate theater season, stymied last year for over a month by a hassle with the local musicians' union, has been given the green light by Local 77 in pacting a new agreement with the Shubert theater interests... Charlie Ventura will not reopen his Open House roadhouse at nearby Woodridge, N. J., which served as a roosting place between road trips... Max Spickol and Al Russell placed with Music here their "A. B. C. Boogie," which Bill Haley and the Comets introduced on the Decca label.

Milwaukee

Downtown Third Street is jumping with musical talent this summer. Currently holding forth at Scaler's House of Jazz is the Johnny Hodges ork... The White Pub is featuring the Pee Wee Hunt crew... The Three Dolls Lounge is packing them in with Jack Teagarden... Also partaking of the boost in traffic is Jerry Grossman's Towne Room, with Stan Wilson, the folk balladeer, on the podium... Inked for dates in the near future at Jimmy Fazio's Club are Don Cornell, the Crew Cuts, Lillian Roth and the Beachcombers... Joe DiCimber, local clobber's newest tune, "Deep in Your Heart," is being released by Pfauf Records... Joey Klass' band is currently cutting several sides for Pfauf... Delores King, whose recent release on the new Mono label did fairly well, is now chanting at the Pink Poodle in Chicago.

Hollywood

Peggy Lee checked into the Walt Disney Studios for conferences concerning the upcoming "Lady and the Tramp" which she and Decca maestro Sonny Burke penned... The Captain's Table has reoptioned the Hormel Trio for an additional four weeks... Tony Travis did a guest shot on the Art Linkletter "House Party" show last week... Duke Ellington inked for a San Francisco engagement following his current stand at the Crescendo, which runs thru September 5... Columbia Records, Inc., has named a new distributor for its Salt Lake City branch... Johnny Green booked for two guest shots with CBS producer Harry Koplan this week... Buddy Morrow orchestra opens at the Palladium here Tuesday (24)... Dinah Shore flew to Chicago last week for an intensive disk jockey tour of the Midwest on be-

(Continued on page 62)

NO! 'SKOKIAAN' BY SATCHMO?

NEW YORK, Aug. 21.—Decca Records is attempting an unusual disk jockey sampling on the Louis (Satchmo) Armstrong waxing of "Skokiaan." Deejays will receive an extended play record for broadcast use on which the Armstrong five-and-a-half-minute version of the African tune will be in two separate bands on one side and presented as a single selection on the other side.

The Armstrong version of the tune on the disks pressed for retail consumes both sides of a single record, one side strictly instrumental and the other a vocal cutting of the ditty.

WILLIAMS DAY

Another One At Alabama Birthplace

MONTGOMERY, Ala., Aug. 21.—Plans have now been finalized for the Hank Williams Memorial Day event scheduled for this city on September 21. The program will actually be split over two days, the 20th and 21st, with personal appearances, parades, merchant tie-ins, dances and outdoor shows already lined up. The late Hank Williams originally came from this city.

The local merchants will stage a series of Hank Williams Day specials. On Monday (20) wrestler Gorgeous George is booked to grapple with a hillbilly tussler. That evening dances and a "Stars on Revue" program has been set for the Armory, Shrine Temple and City Hall. Among the top talent already set for appearances are Pee Wee King, R. D. Hendon, Curtis Gordon, Roy Acuff, Ernest Tubb, Hank Snow, Jimmie Davis, Minnie Pearl, Carter Sisters, The Carlyles, Ray Price, Jim Reeves, Bonnie Lou, Goldie Hill, Don Redberry, Bill Monroe, Eddie Zack, Jerry Williams, Faron Young, Johnny and Jack, Kitty Wells, Martha Carson and Marty Robbins. The possibility exists that both Jo Stafford and Joni James may make appearances here.

The following day Jimmie Davis will place a wreath on the grave of Hank Williams. A mammoth parade beginning at 2 p.m. will feature 200 motorcycles, 200 cowboys and cowgirls, 25 bands, 20 floats, the country artists, some 75 disk jockeys, and political and civic figures from the city, county and State.

That evening a reception will be held at the Shrine Temple and three outdoor shows will be staged at the local stadia. A monument to Hank Williams will also be unveiled. M-G-M Pictures is expected to announce and present the actor who will portray Hank Williams in the motion picture scheduled for filming this coming year.

Helen Scott, organist, current at the Shalimar Room of the Commodore Perry Hotel, Toledo. She previously was engaged at the Adolphus Hotel, Dallas.

Hill & Range Songs, Inc.

Take pride in announcing that it is the Exclusive Publisher of

SKÉETER BONN

RCA Victor Country Recording Star

HILL AND RANGE SONGS, INC.

1650 Broadway, N. Y. C.

"Excellent Wax performer... Wonderful arrangement!" — Billboard

PATRICIA SCOT

"I'm Giving All My Love to You" "Point of No Return" 1307

TIFFANY

RECORDING COMPANY 332 S. Michigan Ave., Chicago

THE HIGH AND THE MIGHTY

BIG RECORDS

M. WITMARK & SONS

"THE LITTLE SHOEMAKER"

Coming Up Fast! "SMILE"

BOURNE, INC.

136 W. 52nd Street New York 19

SONG FROM THE CAINE MUTINY

I Can't Believe That You're In Love With Me

by JIMMY McHUGH and CLARENCE GASKILL

MILLS MUSIC, INC.

Recorded On All Major Labels

A Solid Ballad Hit!

CARAMIA

LEO FEIST, INC.

*absolutely wonderful!
the summer's newest hit-*

SENTIMENTAL

Vocal by The Kaye Choir and Jeffrey Clay




*the swing and
sway music of*

Sammy Kaye

b/w IF WE SHOULD NEVER
MEET AGAIN
(with the Swing and Sway Strings)



78 rpm 40299 • 45 rpm 4-40299

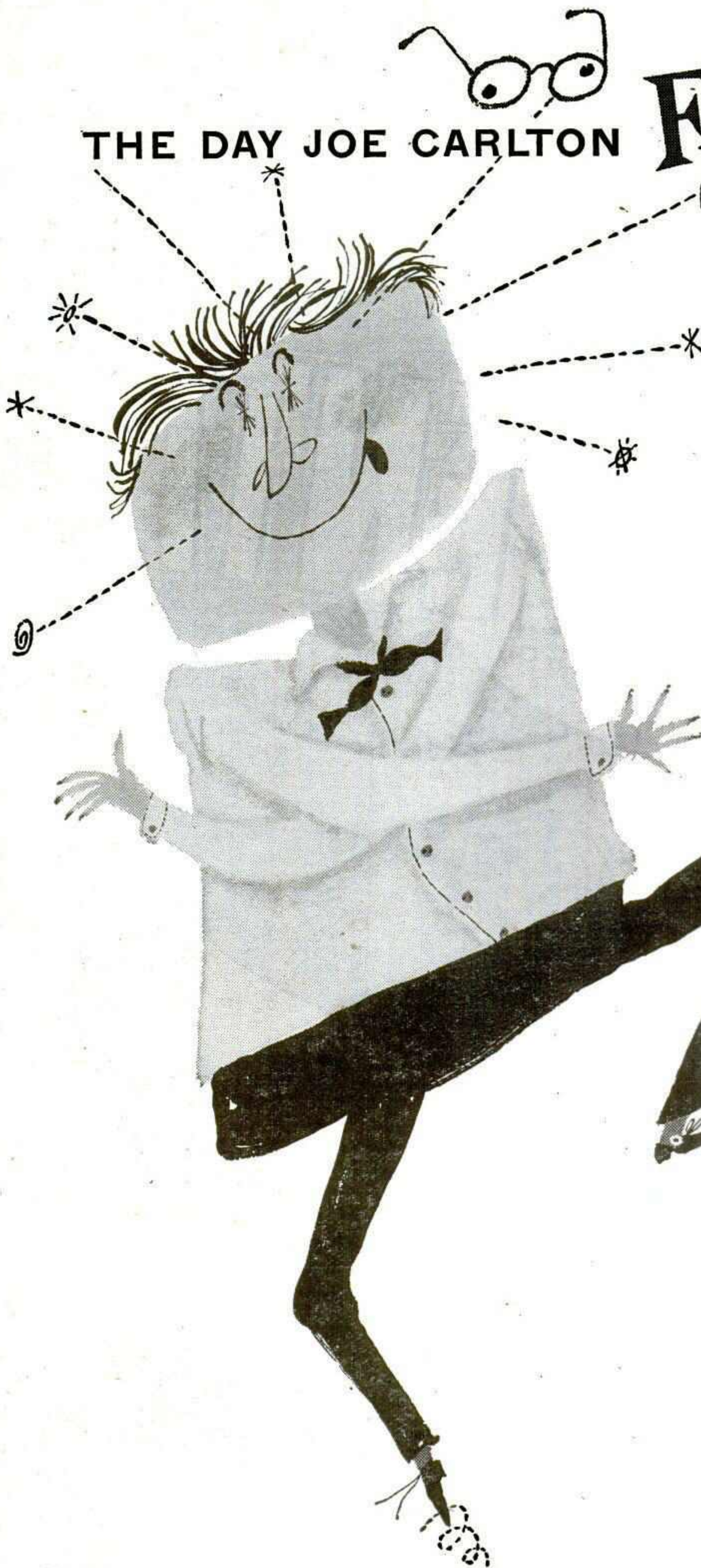
"Columbia" and  Trade Marks Reg. U.S. Pat. Off. Mores Registered.



Copyrighted material

THE DAY JOE CARLTON

FLIPPED!



Joe Carlton—RCA Victor's Pop A&R man is a very cool-type guy. To wit: when Marilyn Monroe cut some sides for us recently, Joe kept his dark glasses on during the whole session! Smooth customer . . . nerves of iron! That's why we were amazed the other day when Joe flipped his lid. Out of his office he came—yelling and screaming in a perfect frenzy of joy. "Eight," he shouted. "Eight what?" we asked. "Eight hits," Joe screamed. "And they're ours . . . all ours!" "Whose?" we asked. "Mine," Joe said, "Victor's, Manie's, the sales boys', my boys', ours, everybody's!"

He pressed a scrap of paper in our hand, then zig-zagged off in the direction of the Brill Building. When we could no longer hear the echo of his last hysterical shout, we read the paper Joe had given us. It's no wonder he flipped: 8 run-away hit records . . . all at one time! Read the list yourself. But take it easy—you might flip too!

Eddie Fisher
I NEED YOU NOW
HEAVEN WAS NEVER LIKE THIS
 20/47-5830

The Ames Brothers
HOPELESSLY . . . ONE MORE TIME
 20/47-5840

Lou Monte
ITALIAN HUCKLEBUCK
JUST LIKE BEFORE 20/47-5832

Tony Martin
UNO . . . LET'S TRY AGAIN 20/47-5841

Dinah Shore
IF I GIVE MY HEART TO YOU
TEMPTING 20/47-5838

Sunny Gale
SMILE
AN OLD FAMILIAR LOVE SONG
 20/47-5836

Vaughn Monroe
THEY WERE DOIN' THE MAMBO
MISTER SANDMAN 20/47-5767

June Valli
TELL ME, TELL ME
BOY WANTED 20/47-5837

RCA VICTOR
 FIRST IN RECORDED MUSIC



"New Orthophonic" High Fidelity Recordings

the greatest record
they've ever made!

THE AMES BROTHERS



HOPELESSLY

**ONE MORE
TIME**

20/47-5840



GENE

ED

JOE

VIC

RCA VICTOR
FIRST IN RECORDED MUSIC



A "New Orthophonic" High Fidelity Recording

CURVE UNIFORMITY AIN'T

Diskeries Still Hold Out Against RIAA Standards

NEW YORK, Aug. 21.—Many months have passed since the Record Industry Association of America, in a spurge of technical unanimity, adopted a uniform recording curve, but some domestic diskeries have yet to switch to its characteristics.

Use of different recording curves in the cutting of masters since the development of LP has proven a bonanza for high fidelity equipment manufacturers, who have thrived on the design and promotion of ever more variable control and compensating units. A uniform RIAA curve was to settle all that.

Function of the curve is map the amount of bass cut and treble pre-emphasis etched into a record. Equal but opposite characteristics in the pre-amplifier of the phonograph would flatten out the curve. This permits hi-fi response.

Among the majors, Columbia so far has adjusted less than half its equipment to the RIAA standard. Some LP's still go to market cut on the old Columbia standard, some on the RIAA. Full con-

version at the diskery is still some six months away.

Engineers who mull the situation daily, tho, rate slight differences in recording curves little more than a token problem. Acoustical differences in recording studios can vary the response much more than use of a non-RIAA curve, they point out.

One thing all agree upon. When all companies groove their masters according to the same curve, fancy compensators will join the hand wound phonograph in limbo and two dials will drop off phonograph panels.

New Crescent Ad Program to Push Phono, Tape Lines

CHICAGO, Aug. 21.—The recent reorganization of Crescent Industries, Inc., has prompted the firm to present an entirely new advertising program as new merchandising techniques to push its new line of phonographs and tape recorders.

A tentative fall space budget has been established to get full impact on the consumer market thru national magazines and newspapers and announce a new sales set-up program.

In addition, a new merchandise display presents companion lines of low-cost and hi-fi recorders and phonographs side by side. The display will also contain a continuous message for public consumption over one of the tape recorders.

What a Day!

• Continued from page 56

son, Nick Kenny, Jerry Lewin, Johnny Farrow, Bernie Pollack and Robert Mills.

Special Prizes

Mike Sukin won the member's putting contest, and Freddie Parker won the nearest to the pin contest with Joe Gold second. The driving contest ended in a tie at 245 yards between Bobby Day and Kelly Camarata. Low gross was won by Bobby Day with an 88.

Among the guests, Irwin Garr won first prize with a low net of 65, (85 less 20 handicap). George Siravo was second with a 68 (he had the low gross of the day with a 74). Here are the other winners in order: Bernie Sherer, Henry Onorati, Lou Dreyer, Joe Galkin, Hugo Winterhalter, Jimmy Lytell, Mitch Ayres, Bob Leder, Eddie Monahan, Tutti Camarata, Henri Rene, Bob Smith, Martin Alexander, Bob Rolontz, Hal Cook, Jack Rael and Parker Gibbs.

Bob McCluskey won a special prize for a hole-in-one on a mulligan. Lou Dreyer won the driving contest with a 241-yard poke. Jimmy Lytell was nearest to the pin, and he also snagged the putting contest. Many other members and guests won door prizes.

King Portable Designed for College Trade

CINCINNATI, Aug. 21.—King Records, Inc., here is bringing out a new low-priced portable phono, specially designed for the college trade. The phono, which will be delivered to dealers in conjunction with the opening of school next month, will be available in eight color combinations of authentic school colors, styled to fit hundreds of universities, colleges and high schools.

The three-speed phono, which features a tone control and the new permanent 45 center, will retail for \$19.95, except on the West Coast, where it will sell for \$21.95. King is backing the new portable with extensive promotion and special display material, tying in the set with the college football season.

Of special interest to dealers is King's new service set-up, whereby each phono carton will contain a two-part guarantee card. Customers keep one section and send the other to the supplier, thus the purchaser can deal directly with the supplier if he has any trouble with the set, rather than taking his problems to the dealer.

Westminster Sets '3 for 2' Program

NEW YORK, Aug. 21.—Westminster Records has firming its fall stock plan which in many areas will permit dealers to run "three for the price of two" promotions.

The diskery's distributors will receive the extra price benefits on one-shot orders placed before Thursday (26). Most are expected to pass the allowances on to dealers.

Music as Written

• Continued from page 58

half of her current RCA Victor release, "If I Give My Heart to You." She will prepare for the resumption of her NBC-TV show upon her return here. . . . Joe Santley resigned from The Los Angeles Examiner staff to join the publicity staff at Young & Rubicam. In the absence of Milt Samuel, hospitalized in San Francisco following a heart attack. Gene O'Brien is in charge of the agency's press corps. . . . Chirp Helen Forrest opened a fortnight engagement at the Hotel Wilton, Long Beach, last week. . . . Andre Previn will do the music for the 12 tunes in M-G-M's "It's Always Fair Weather," with words and music penned by Betty Comden and Adolph Green. . . . Dean Martin and Jerry Lewis' kudoed as "Citizens of the Year" by the Guardians, local philanthropic organization. . . . Ted Fio Rito has signed chirp Patti Manner to a personal management pact. . . . Horace Heidt's "American Way" troupe opens a three-week stand at the Italian Village, San Francisco, August 25.

Dealer Doings

By JUNE BUNDY

JUST BROWSING

Harold Fox, Fox Music House, Charleston, S. C., is "looking for a dealer, one-stop or distributor who would like to sell us a few copies of the 'Glenn Miller Limited Edition, Vol. I.' on each speed."... Artists are reading "Dealer Doings," too, according to Michael Leech, the Meltons, Bethesda, Md., who writes, "Because of our item in 'Dealer Doings,' August 7, we received a very nice letter from Larry Elgart thanking us for our comment. It was a thoughtful gesture on the part of The Billboard to send us the material from the Music Show. We managed to put everything you sent to use."

TRAFFIC MOVERS

Albert Albanese, Sears, Roebuck & Company, Greensboro, N. C., writes that Andy Griffith pulled a big crowd last month when he made a personal appearance at the store's record counter. "We sold 80 of his records during his hour appearance at the store," says Albanese, "and they're still going pretty good. I am a professional drummer and had the pleasure of playing with Griffith during the last two days of his engagement at the Plantation Supper Club here."... Mrs. L. Stagg, Stagg's Music Shoppe, Lafayette, La., reports on a local disk jockey whose boss went on a rampage because he didn't like the kind of music the deejay was playing. Defeat brought out the poetic nature of the spinner, according to Mrs. Stagg, who refuses to identify the deejay by name, but encloses the following poem tagged "A Disk Jockey's Lament":

No Beep or Bop
The boss will drop.
Just play it smooth
Not in the groove.
If the music's gone
You might be, too.
Keep this in mind
And this means you!

LINCOLN, NEB.

Judging by local dealer reaction, the 78 record is on its way out here. Bobette Gammel, manager of Schmoller & Mueller Piano Company, is bringing in customers with a sale on all 78 platters. Eventually she hopes to discontinue the store's stock of 78 singles and albums completely. Miss Gammel takes her vacation the latter part of this month, and will return to the shop in time for the busy season in September. . . . In contrast to Miss Gammel's stand on 78s, Mrs. Helen Wilson,

Ross Firm Named V-M Distributor

BENTON HARBOR, Mich., Aug. 21.—The S. R. Ross Company, Salt Lake City, has been named distributor for the V-M Corporation's line of phonographs, record changers, high fidelity and tape recorders.

In the announcement made this week by V-M, it was also noted that H. F. Koether Company, Denver, the V-M representative for the territory, will co-ordinate sales and merchandising efforts.

manager of the record department at Gold's Department Store, says, "We plan to carry 78 records as long as there is a reasonable demand for them." Albums, reports Mrs. Wilson, constitute at least 25 per cent of the counter's record sales. . . . Still another view on 78 disks is supplied by Katherine Barnes, of Dietz Music, who stocks all brands of records but is not reordering any more 78's for stock. . . . At Walts Music Store, manager Georgene Rasmussen is readying a record sale slated to start shortly after the schools open. She plans to close out her entire stock of 78's at that time and will not reorder any more.

MILWAUKEE

The Morley-Murphy Company, Wisconsin and Upper Michigan distributors for Columbia Records, is holding its special showing of its newly announced line of phonographs for dealers at the State Street headquarters August 18, 19 and 20. Bill Farr, sales manager, has set similar Wisconsin showings for Madison, at an earlier date, and follow-up for Wausau, August 24; Escanaba, August 25, and Green Bay, August 26 and 27.

The Boston Store is sponsoring a series of tape recording clinics beginning this Saturday afternoon. Four sessions will be held in the store cafeteria. Webster-Chicago production manager, Otto Deutsch, will talk on "Development of Tape Recording." Another Webster factory representative, Duane Woodruff, will speak on "Hi-Fi Jazz on Tape," on August 23 and will return on August 26 to speak on "Recordings for Pleasure and Posterity." Winding up the talks will be Minnesota Mining & Manufacturing Company's representative, John Rishel, on "Sound, a New Dimension in Photography."

To Dedicate Webcor Plant At New Ulm

CHICAGO, Aug. 21.—The Webcor Corporation, manufacturers of magnetic tape recorders, record changers and high-fidelity phonographs, will formally dedicate and open a new electronics assembly plant at New Ulm, Minn., Sunday (22).

The new plant will employ between 250 and 300 people who will be engaged in the assembly of portable and table model phonographs and amplifiers. Plans are being considered to add light metal stamping machines and motor assembly line to make the plant a fully integrated manufacturing set-up. More than 33,000 square feet of space are incorporated in the new one-story building. The firm will continue to maintain its three branch plants and main plant, all in Chicago.

Factory Seal For Norgan, Clef LP, EP

HOLLYWOOD, Aug. 21.—No man Granz's Clef and Norgan long-play and extended-play releases will henceforth be released as factory sealed disk merchandise. Innovation in packaging was disclosed here this week by the firm's merchandising chief, Marvin Schwartz.

The sealed package goods are not new to the industry, the Clef and Norgan program differs from existing plans in that its LP and EP's will be sealed at factory level, rather than at distributor or dealer level. Costs of the program are borne by the Granz firm, and will not be passed on. Basic premium behind the plan insures disk customers of a package that has never been played before.

Coast Audio Fair Set for February 10-12

HOLLYWOOD, Aug. 21.—Audio Fair Los Angeles will stage its third annual exposition here February 10-12, according to the sponsoring Los Angeles section of the Audio Engineering Society.

Dates for the 1955 event and preliminary plans were disclosed following a meeting of the show's advisory committee composed of 24 leading representatives of the industry.

William L. Cara, manager of the show, stated that the three-day audio meet will again be held at the Alexander Hotel here, where it has attracted a total of approximately 60,000 visitors in its two previous meetings. Five floors of the hotel have been reserved for an estimated 125 exhibitors and an anticipated attendance of 30,000, with applications and contracts immediately available to prospective participants.

Cara disclosed that dates in advance of the public showing had been set aside for the trade only. In addition, the 1955 show will mark the group's first exhibitors banquet, scheduled for February 8.

News Review

• Continued from page 55

Arnhem, Carole Lombard, Ethel Merman, Jack Benny, Jack Kapp, W. C. Fields, Martha Raye, Bob Burns, Johnny Mercer, Shirley Ross, Bea Lillie, Donald O'Connor, Dean Martin, Fred MacMurray, Pat O'Brien, Merle Oberon and other movie talents, directors, producers, song writers and musicians.

The selections are run off in a chronological order, with the Buddy Cole combo backing Crosby on 49 of the numbers—the rest are the actual Decca recordings as originally issued. Almost all of the singer's hit disks are used, but there may be those who will argue over the choice of some disks. There is, however, a song for everyone. Material can be categorized as pops, seasonal, sacred, Hawaiian, ballads, comedy, Irish, Latin-American, Western, solos, duets and semi-classical.

There can be no doubt of Crosby's wide appeal to people of every age and stature. There can also be no doubt that this is a most attractive disk package. It's a milestone in the singer's career and a credit to the record company and the many people involved in putting the package together.

Coming
September 25

The Billboard's

FALL-RECORD PHONO MERCHANDISING NUMBER

Spotlighting successful merchandising techniques that help dealers sell more records and recording equipment.

TIME

"catches" Billboard's thursday night session...



Tommy Weber

RECORD SCOUTS ACKERMAN, MARTIN, ROLONTZ & KRAMER
Can she sing? What about the pairing? How much push?

How to Pick Winners

Once a week at 11 p.m., an odd group gathers in a windowless office above Manhattan's old Palace Theater. Around a spinning turntable sit a former executive of a record company, a young philosophy major, a onetime pressagent, the former owner of a record company who is now getting his M.A. in history, and an ex-Army public-relations officer who has studied music at Juilliard. They form the music staff of *The Billboard*, 60-year-old amusement weekly (circ. 49,966) that has become the bible of the music trade. By picking pop tunes for listing in the paper's widely respected "Spotlight" columns, they do what almost everybody in the business tries to do—pick hits in advance.

An Evening at the Turntable. On a typical night, the group settled down for a session with a batch of new records. Likely winners would be "put in the book" for probable listing in "Spotlight"; the rest would be turned down. Reporter Bob Rolontz (the M.A. candidate) was seated behind the turntable, cigar in mouth, pertinent data about title, label, publisher and performers at his fingertips. "Viola Dixie—yeah, two x's," he announced, "singing *Everyone Is Saying*. We heard this last week, but maybe it's worth listening again for the girl—new talent." He played a few bars of a nondescript song by a pleasant, commonplace voice. "The girl, that's all there is to it," said someone over the noise. "Doesn't she sound like Patti Page?" said another. "Yeah, maybe too much." After a chorus Rolontz lifted the needle. Music Editor Joe Martin (formerly London Records' advertising manager) looked around the room. "O.K.? Put it in the book—as a talent pick." Gary Kramer (the philosophy student) jotted it down.

Next record: a vocalist named Rusty Draper ("Real sincere, but a little cold lately"), singing *In the Workshop of the Lord*. This was "a sacred thing," but what the hell could you do with the pairing? On the other side of the record was a hot-rhythm number. Turned down.

Paul Whiteman in a new recording of his old arrangements of *Whispering* and *You're Driving Me Crazy*. The youngsters in the group hooted, but 46-year-old Associate Indoor Editor Paul Ackerman counseled caution. The record did have something. Better put it in the book and listen to it again.

Julius La Rosa singing *In My Own Quiet Way*. Comments: "Old-fashioned Tommy Dorsey sort of thing," and "Too many words." Turned down.

Cara Mia, with a vocal by Johnny Amoroso. The soupy melody is currently

the No. 2 hit in Britain. Said Ackerman: "A lot of squares will think this is an immortal work." But apparently not enough: turned down.

A new male trio. Said Rolontz of the publisher: "This guy will kill himself to make a hit out of this. He formed this group himself." Said Martin: "It's loud, and it has a shuffle beat. Everybody loves a shuffle beat right now." Booked.

An orchestra doing *Tambourine*. "Instrumental records are not moving now." Turned down.

I'm No Gonna Say, with Ronnie Gaylord. "Sure, he approaches a note from both sides, but he does a chorus in Italian that always goes big. Besides, he is always on the lists." Booked.

The Cadillac Factor. By then it was 1:30 a.m. The score for the evening: 20 turned down; ten booked—four pops, one country-and-western, four rhythm-and-blues plus one "talent pick." Some of the records would be heard again for a second guessing. Of the records finally listed in *Billboard's* "Spotlight" as probable hits, at least half usually make it, are then listed in its authoritative dealer-survey charts. Merely being in "Spotlight" usually assures at least 25,000 additional orders for a record. In a sharply competitive, half-billion-dollar business—of about 3,000 pop songs to be published this year, no more than 90 can expect to become hits—*Billboard's* skilled and honest record handicapping is a big factor.

Billboard staffers are painfully aware that they are not looking for musical quality but only for the elusive symptoms of popularity. When they first heard Jimmy Boyd's *I Saw Mommy Kissing Santa Claus*, they walked out of the room in disgust, but they realized it was bound to "please the squares" and spotlighted it (it has sold some 2,000,000 copies).

Says Editor Martin: "We can't make a hit by spotlighting it. We picked Felicia Sanders' *Embrasse* because her *Song from Moulin Rouge* was selling so fast, but *Embrasse* never even showed. And we can't keep a record from making No. 1 just because we miss it. We just couldn't stand *Pittsburgh, Pa.* and didn't pick it. It hit hard. But on the whole, we do pretty well, considering the kind of details we have to take into account—from the amount of push a record gets down to the amount of attention the artist pays the disk jockeys. I could name a top girl singer who slipped because of that. She used to drop in on every deejay wearing a skirt and tight sweater. Then she started driving up in a Cadillac and a mink stole. Somehow the jocks began skipping her records."

reprinted from the
August 16, 1954
issue of "TIME"

The Billboard Music Popularity Charts PACKAGED RECORDS

Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release...

- 1. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME... RCA Victor LM 1768
2. DVORAK: SYMPHONY NO. 5 ('New World')... RCA Victor LM 1778
3. RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL...

Reviews and Ratings of New Classical Releases

TCHAIKOVSKY: SYMPHONY NO. 6 (PATHETIQUE) (1-12)... Capitol P 8272
STARLIGHT CONCERT (1-12)... Capitol P 8276
SHOSTAKOVITCH: SYMPHONY NO. 1; SYMPHONY NO. 9 (1-12)...

LINER NOTES

By IS HOROWITZ

No. 10 from Shostakovitch... Symphony orchestras are always looking for the added filip that introduction of a new work...

Leeds Music, which has just received the orchestral parts, has given the Philharmonic first option for an undisclosed consideration...

Hi-Fi Supreme... The high fidelity demonstration record, whose prime interest is dramatic sound, has shown that it can sell, and sell well...

Another is to come from Mercury, which even now is rushing mastering of a 12-inch stunner. It should be ready within a month...

Futures... Vox's new violinist, Ivry Gillis, will be introduced to American disk collectors this fall in recordings of the Mendelssohn, Tchaikovsky and Alban Berg concertos...

Urania is readying a coupling of Schubert's Third and Sixth Symphonies, with George Sebastian the conductor of the French orchestra...

George R. Marek, RCA Victor director of artists and repertoire, flew to England this week in connection with the recording being made by the Old Vic Company...

Comique de Paris; George Sebastian, Cond. Urania 7124... The critical reviews and sales history of the same label's full-length version of the Massenet opera should suffice...

Reviews and Ratings of New Popular Albums

A NIGHT AT THE ROOSEVELT... Guy Lombardo and His Royal Canadians (1-12) Decca DL 9070

A Lombardo album always spells dependable sales to dealers; this LP should be no exception. The eminently danceable selections include five instrumentals and seven vocals...

HOLLYWOOD'S BEST... Rosemary Clooney and Harry James (1-12) Columbia CL 585

Loaded with showmanship and musical talent, this LP should sell well on three separate counts. Rosemary Clooney is currently riding high on the best-selling record charts with 'Hey There'...

LOUIS ARMSTRONG AND GORDON JENKINS AND HIS CHORUS AND ORCHESTRA... Decca DL 5538

The teaming of Armstrong and Jenkins on this LP should pay off big for the dealer, since both men have sizable followings in different markets...

ELLA... Ella Fitzgerald; Ellis Larkins, Piano Decca DL 8068

The aficionados of jazz—and there are plenty—will consider this one of the great album packages in many a year. The pop buyers will have here available a collection of 12 wonderful songs...

A LEROY ANDERSON 'POPS' CONCERT... Decca DL 9749

A 'must' for Anderson fans, this delightful LP instrumental is part of Decca's anniversary-package of albums for fall...

THE RED MILL... Gordon MacRae and Lucille Norman; Carmen Dragon Ork and Chorus (1-10) Capitol L 530

The ageless appeal of Victor Herbert, plus the more current appeal of Gordon MacRae and Lucille Norman on NBC's 'Railroad Hour' light opera series...

SONGS OF STEPHEN FOSTER... The Roger Wagner Chorus (1-12) Capitol P 8267

Surely there must be a fairly large and constant market for Foster songs and music. This collection of 14 tunes, some familiar, some little known...

ARTHUR GODFREY'S TV SWEETHEARTS... Marion Marlowe, Frank Parker (1-12) Columbia CL 576

Soprano Marlowe and tenor Parker have built up quite a sizable personal following on the Arthur Godfrey radio-TV shows...

DINNER IN RIO... Fafa Lemos Ork (1-12) RCA Victor LPM 1017

This is as attractive a package of leisure-time music as any which has been issued recently. The Latin-American song material, done instrumentally, is a mixture of the familiar and the little heard...

PAUL LAVALLE'S CONCERT IN THE PARK... Paul Lavalle and the Cities Service Band of America (1-10) RCA Victor LPM 3206

Previous Cities Service Band albums have sold well, and dealers should enjoy equal sales success with Lavalle's latest LP. It offers band concert fans an interesting variety of material...

VICTOR HERBERT SERENADES... Morton Gould, Cond. (1-10) Columbia AL 50

Here's a nostalgic instrumental package, nicely wrapped up and treated with lush sentimentality by Morton Gould and the Rochester 'Pops'...

BROADWAY DITTIES... Dorothy Shay; Billy May Ork (1-10) Capitol H 517

Miss Shay is right at home with this collection of show tunes from the pens of the best writers of clever material. Several of the tunes are delightfully suggestive—and Miss Shay, an old hand with this type of material...

Jazz

ERROLL GARNER GEMS... Columbia CL 583

Here's a delightful jazz package which should appeal equally to those seeking 'cocktail music.' Garner plays 12 tunes which have been standouts in his repertoire for several years...

THE ROCKING MR. KRUPA... Clef MGC 627

Tho, from the cover, this would seem to be a noisy display of Mr. Krupa's drum pyrotechnics, it's actually a well-produced package of eight Krupa trio selections—all of which rock. For some unusual reason the pianist is unidentified...

THE PRESIDENT... Lester Young (1-12) Norgran MGN 1005

The Young fans are sufficiently numerous to snap up plenty of whatever is issued by the 'Prez.' In this instance, too, the background supplied by two different combos is enough to entice additional customers...



Buyboard

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

TOP SELLERS— POPULAR Listed Alphabetically

HIGH AND THE MIGHTY MORE LOVE THAN YOUR LOVE	L. Baxter	2845
KEY LOVE		
WALK IN CELL BLOCK NUMBER NINE	V. Young	2865
A FOOL TO CARE		
CTIONEER	L. Paul & M. Ford	2839
E MAN UPSTAIRS		
YOU LOVE ME	K. Starr	2769
ER OF NO RETURN		
VE ME YOUR WORD	T. Ernie	2810
OKIAAN		
Y HEY	R. Anthony	2896
ILE		
S CRAZY	N. Cole	2897
AY		
NEY BURNS A HOLE IN MY POCKET	D. Martin	2818
AT'S WHAT I LIKE		
E PEDDLER MAN	D. Martin	2870
Y OR TREASURE		
RTUNE IN DREAMS	K. Starr	2887

LATEST RELEASES

Numbers
434 & 435

TOY OR TREASURE FORTUNE IN DREAMS	Kay Starr	2887
I'M GONNA MOVE OVER YONDER LOVE LIFE AT FOURTEEN	Dallas Frazier	2895
SKOKIAAN SAY HEY	Ray Anthony	2896
COUSIN JACK PLAIN FOLKS	Bill Holman Octet	65000
THAT OLD BLACK MAGIC YO, YO	Frank Rosolino Sextet	65001
DIGA, DIGA, DOO LULLABY IN RHYTHM	Boots Mussulli Quartet	65002
ALL GODS CHILLUN GOT RHYTHM WOODYM' YOU	Claude Williamson Trio	65003
SMILE IT'S CRAZY	Nat "King" Cole	2897
WE'LL BE TOGETHER AGAIN MY HEART STOOD STILL	The Four Freshmen	2898
DON'T GO TO STRANGERS WHEN	Al Martino	2899
HIDE AND SEEK POLKA RING AROUND THE ROSIE POLKA	Walter Gorecki	2900
STREAMLINE HEARTBREAKER I'M PLANTING A ROSE	Roy Acuff	2901
LOUISIANA BOOGIE LOVE MUST BE KETCHIN'	Merle Travis	2902

BEST SELLING— POPULAR ALBUMS Listed Alphabetically

AND AWAAAAY WE GO!	Jackie Gleason 45 rpm "EP" No. EBF-511 33 1/3 rpm No. H-511
BY THE BEAUTIFUL SEA	Shirley Booth 45 rpm "EP" No. EDM-531 33 1/3 rpm No. S-531
THE HITS OF KAY STARR	Kay Starr 45 rpm "EP" No. EAP-1-415 & EAP-2-415 33 1/3 rpm No. H-415
MUSIC FOR LOVERS ONLY	Jackie Gleason 45 rpm "EP" No. EBF-352 33 1/3 rpm No. H-352
MUSIC TO MAKE YOU MISTY	Jackie Gleason 45 rpm "EP" No. EBF-455 33 1/3 rpm No. H-455
NAT "KING" COLE SINGS FOR TWO IN LOVE	Nat "King" Cole 45 rpm "EP" No. EBF-420 33 1/3 rpm No. H-420
NAT "KING" COLE 10th ANNIVERSARY ALBUM	Nat "King" Cole 45 rpm "EP" No. EAP-1-2-3-4-514 33 1/3 rpm No. W-514
SOFT LIGHTS AND BOBBY HACKETT	Bobby Hackett 45 rpm "EP" No. EBF-458 & EAP-1-458 & EAP-2-458 33 1/3 rpm No. H-458
SONGS FOR YOUNG LOVERS	Frank Sinatra 45 rpm "EP" No. H-488 33 1/3 rpm No. H-488
SWINGIN' AROUND	Pee Wee Hunt 45 rpm "EP" No. EAP-1-492 & EAP-2-492 33 1/3 rpm No. H-492
TAWNY	Jackie Gleason 45 rpm "EP" No. EBF-471 33 1/3 rpm No. H-471
TOP HITS OF '54, VOLUME I—	Starr, Sinatra, etc. 45 rpm "EP" No. EAP-1-9117 & EAP-2-9117 33 1/3 rpm No. H-9117
TV'S TOP TUNES	Ray Anthony 45 rpm "EP" No. EAP-1-9118 & EAP-2-9118 33 1/3 rpm No. H-9118

TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

A PLACE FOR GIRLS LIKE YOU IN THE CHAPEL IN THE MOONLIGHT	F. Young	2859
ETHYL IN MY GAS TANK YOU OUGHTA KNOW	J. Heap & P. Williams	2866
HONKY-TONK GIRL WE'VE GONE TOO FAR	H. Thompson	2823
I ALWAYS GET A SOUVENIR LET ME LOVE YOU	T. Collins	2806
I'M SAVED GOD'S ROCKET SHIP	Smith Brothers	2881
NEVER FRIENDLY LOVE	W. & M. Tuffie	2850
RELEASE ME JUST TO BE WITH YOU	J. Heap & P. Williams	2518
TWO WHOOPS AND A HOLLER WHY DID YOU WAIT!	J. Shepard	2791
WHATCHA GONNA DO NOW YOU'RE FOR ME	T. Collins	2891
YOU BETTER NOT DO THAT HIGH ON A HILLTOP	T. Collins	2701
YOU GOTTA HAVE A LICENSE THERE'LL BE NO OTHER	T. Collins	2584
YOUR LOVE IS LIKE A FAUCET BUT I DO	S. McDonald	2885

COMING UP FAST Listed Alphabetically

E GAL THAT GOT AWAY LF AS LOVELY	F. Sinatra	2864
ERIED		
W	T. Leonetti	2861
L BE SEEING YOU EASE REMEMBER	The Four Freshmen	2832
THE CHAPEL IN THE MOONLIGHT BY STREET	The Four Knights	2894
Y		
K ME	M. Whiting	2853
AKE HER MINE		
ENVY	N. Cole	2803
ONEY, HONEY LOVE YOU, YES I DO	E. Morse	2882

BEST SELLING— "EP" ALBUMS Listed Alphabetically

B MANNING	45 rpm "EP" No. EAP-1-279
NCE CRAZE	Anthony, Kenton, Hunt 45 rpm "EP" No. EAP-1-518
E FOUR FRESHMEN	45 rpm "EP" No. EAP-1-433
S FROM BY THE BEAUTIFUL SEA	Cole, Baxter, O'Connell, etc. 45 rpm "EP" No. EAP-1-535
GET SO LONELY	The Four Knights 45 rpm "EP" No. EAP-1-506
IT'S BILLY MAY TIME	45 rpm "EP" No. EAP-1-145
LIVING IT UP	Dean Martin & Jerry Lewis 45 rpm "EP" No. EAP-1-533
STAN KENTON PLAYS THE COMPOSITIONS OF PETE RUGOLO	45 rpm "EP" No. EAP-1-508
THREE COINS IN THE FOUNTAIN	Frank Sinatra 45 rpm "EP" No. EAP-1-542
TWO FOR THE RECORD	Benny Goodman 45 rpm "EP" No. EAP-1-519

BEST SELLING—CLASSICAL ALBUMS Listed Alphabetically

BEETHOVEN—"SONATA NO. 23 and SONATA NO. 21"	Sascha Gorodnitzki, Piano 33 1/3 rpm No. P-8264
MENDELSSOHN—"CONCERTO IN E MINOR, OP. 64." BRUCH—"CONCERTO IN G MINOR, OP. 26"	Nathan Milstein, violin with The Pittsburgh Symphony Orchestra Conducted by William Steinberg 33 1/3 rpm No. P-8243
CHOPIN—"POLONAISE IN A FLAT, OP. 53," DEBUSSY—"CLAIR DE LUKE," LISZT—"LIEBESTRAUME"	Leonard Pennario, Piano 33 1/3 rpm No. H-8156
FERDE GROFE CONDUCTS—"Selections From His Grand Canyon Suite"	45 rpm "EP" No. FAP-8207
PROKOFIEV—"CHOUT BALLETS SUITE," FALLA—"DANCES FROM THE THREE-CORNERED HAT"	Vladimir Golschmann conducting The St. Louis Symphony Orchestra 33 1/3 rpm No. P-8257
PROKOFIEV—"CONCERTO NO. 3," BARTOK—"CONCERTO NO. 3"	Leonard Pennario with Vladimir Golschmann conducting The St. Louis Symphony Orchestra 33 1/3 rpm No. P-8253
RACHMANINOFF—"PRELUDES IN C SHARP MINOR AND G MINOR," CHOPIN—"WALTZES NOS. 11 AND 4"	Leonard Pennario, Piano 45 rpm "EP" No. FAP-8261
SIBELIUS—"THE LEGENDS OF LEMMINKAINEN"	The Symphony Orchestra of Radio Stockholm conducted by Sixten Ehrling 33 1/3 rpm No. P-8226
STRAVINSKY—"LE SACRE DU PRINTEMPS"	The Pittsburgh Symphony Orchestra conducted by William Steinberg 33 1/3 rpm No. P-8254
TCHAIKOVSKY—"THE SWAN LAKE"	French National-Symphony Orchestra conducted by Roger Desormiere 33 1/3 rpm No. P-8142

ROY ACUFF

STREAMLINE HEARTBREAKER
'I'M PLANTING A ROSE'



Record
No. 2901

BOB MANNING

'I'M A FOOL FOR YOU'



'THE OTHER
SIDE OF
THE STORY'

Record
No. 2909

STAN KENTON

'MORE LOVE THAN
YOUR LOVE'

'SKOOT'

Record No. 2871

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

The Billboard Music Popularity Charts

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

Talent Corner

Further proof that the "trends" which the recording and music people like to spot and hang on to are all too often imaginary is evidenced in a pair of recent releases which have already shown enough activity in the field to be selected as The Billboard's "Best



DORIS DAY

Buyers" this week. Those who have decided that the "trend is away from girl singers" are faced with the strength being shown by Doris Day's Columbia waxing of "If I Give My Heart to You" and the almost equal power of the



RALPH MARTERIE

Denise Lor version on the Major label. Here are an established disk star and a fairly new name both clicking.

And those who believe that the "trend is toward groups singing in a shuffle-beat style" are faced with the fast-moving Ralph Marterie version of "Skokiaan" on the Mercury label. The African ditty, incidentally, is also moving with instrumental versions of the Bulawayo Sweet Rhythms ork (the original) and the Ray Anthony ork, plus the vocal version by the Four Lads.

As we pointed out on these pages last week, it's the customer who spots the so-called "trends" by simply buying or not buying a record.

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. High and the Mighty..	6	4
2. Hey, There.....	5	6
3. Little Things Mean a Lot	4	17
4. Little Shoemaker.....	1	6
5. Three Coins in the Fountain	3	14
5. In the Chapel in the Moonlight	10	5
7. Hernando's Hideaway..	7	12
8. Sh-Boom	2	6
9. Goodnight, Sweetheart, Goodnight	8	5
10. Happy Wanderer.....	9	16
11. Joey	11	5
12. I'm a Fool to Care....	13	3
13. River of No Return....	—	1
14. This Ole House.....	—	1
15. Cinnamon Sinner.....	—	1
15. My Friend.....	12	11

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending August 18

This Week	Last Week	Weeks on Chart
1. Sh-Boom	1	8
2. Hey, There	4	6
3. Little Shoemaker	2	9
4. Little Things Mean a Lot	3	18
5. High and the Mighty	6	5
6. In the Chapel in the Moonlight	8	6
7. Three Coins in the Fountain	5	15
8. Hernando's Hideaway	7	14
9. Goodnight, Sweetheart, Goodnight	9	7
10. I'm a Fool to Care	10	6

Second Ten

11. THIS OLE HOUSE	13	3
12. I UNDERSTAND JUST HOW YOU FEEL.....	12	14
13. HAPPY WANDERER.....	10	17
14. THEY WERE DOING THE MAMBO.....	15	2
14. SKOKIAAN	—	1
16. CINNAMON SINNER.....	18	3
17. JOEY	14	5
18. CRAZY 'BOUT YOU, BABY.....	15	15
18. I CRIED	—	1
20. SWAY	17	4

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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

INDEX TO CHARTS

Popular Records, Singles	68	Country & Western	76
Packaged Records, Popular . . .	64	Rhythm & Blues	78
Packaged Records, Classical . .	64	Other Categories	79

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
- Don't Worry 'Bout Me (R)—Mills—ASCAP
- Goodnight, Sweetheart, Goodnight (R)—Arc—BMI
- Green Years (R)—Harms—ASCAP
- Happy Days and Lonely Nights (R)—Advanced—ASCAP
- Happy Wanderer (R)—Fox—ASCAP
- Heaven Was Never Like This (R)—Famous—ASCAP
- Hernando's Hideaway (R) (M)—Frank—ASCAP
- Hey! There (R) (M)—Frank—ASCAP
- High and the Mighty (R) (F)—Witmark—ASCAP
- I Can't Believe That You're in Love With Me (R)—Mills—ASCAP
- I Could Have Told You (R)—United—ASCAP
- I Understand Just How You Feel (R)—Jubilee—ASCAP
- If I Give My Heart to You (R)—Miller—ASCAP
- I'm a Fool to Care (R)—Peer—BMI
- In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP
- Joey (R)—Lowell—BMI
- 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
- Man That Got Away (R) (F)—Harwin—ASCAP
- Sh-Boom (R)—Hill & Range—BMI
- Skokiaan (R)—Shapiro-Bernstein—ASCAP
- Smile (R)—Bourne—ASCAP
- Some Day (R)—Famous—ASCAP
- Sway (R)—Peer—BMI
- That's What I Like (R)—Chappell—ASCAP
- There Never Was a Night So Beautiful (R)—Broadcast—BMI
- They Were Doin' the Mambo (R)—Mayfair—ASCAP
- Three Coins in the Fountain (R) (F)—Robbins—ASCAP

Television

- Answer Me, My Love (R)—Bourne—ASCAP
- Baseball, Baseball (R)—Garland—ASCAP
- Baubles, Bangles and Beads (R)—Frank—ASCAP
- Crazy 'Bout You, Baby (R)—Sunbeam—BMI
- Cross Over the Bridge (R)—Laurel—ASCAP
- Goodnight, Sweetheart (R)—Arc—BMI
- Green Years (R)—Harms—ASCAP
- 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
- Hold My Hand (R) (F)—Raphael—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
- Joey (R)—Lowell—BMI
- Lazy Afternoon (R) (M)—Chappell—ASCAP
- Little Shoemaker (R)—Bourne—ASCAP
- Little Things Mean a Lot (R)—Feist—ASCAP
- Love, Tears and Kisses (R)—Bregman, Vocco & Conn—ASCAP
- Man That Got Away (R) (F)—Harwin—ASCAP
- Man Upstairs (R)—Vesta—BMI
- Say Hey! (R)—Tulla—BMI
- Say Hey! Willie Mays (R)—Pace—BMI
- Sh-Boom (R)—Hill & Range—BMI
- Skokiaan (R)—Shapiro-Bernstein—ASCAP
- Sway (R)—Peer—BMI
- Three Coins in the Fountain (R) (F)—Robbins—ASCAP
- Vacation Time Is Here (R)—Russell—BMI
- Why Should I Love You? (R)—Nu Way—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)
- Three Coins in the Fountain—Feist (Robbins)
- Little Shoemaker—Bourne (Bourne)
- Happy Wanderer—Bosworth (Fox)
- Wanted—Harms, Connelly (Witmark)
- Never Never Land—Keith Prowse & Co. Ltd. (Pickwick)
- Idle Gossip—Bron (Redd Evans)
- Secret Love—Harms, Connelly (Remick)
- My Friend—Chappell (Paxton)
- Gilly Gilly Ossenfeffer Katzenellen Bog by the Sea—Spier (Beaver)
- Heart of My Heart—Francis Day (Robbins)
- Friends and Neighbors—Michael Reine (R. Jungnickel)
- Story of Tina—Macmelodies (Peter Mauria)
- Oh, Baby Mine—Edwin H. Morris Co. Ltd. (Melrose)
- Young at Heart—Victoria (Sunbeam)
- Don't Laugh at Me (Cause I'm a Fool)—David Toff (Leeds)
- The Book—Kassner (Kassner)
- Someone Else's Roses—John Fields (Lee)
- Smile—Bourne (Bourne)

NOTICE AND WARNING

The "Honor Roll of Hits" is a registered trade-mark owned by The Billboard. It was first used in March, 1945, by The Billboard and it has been continuously used by it since then to identify and distinguish songs listed in accordance with statistics resulting from careful research based on uniform survey methods.

Permission for the use of the "Honor Roll of Hits" trade-mark can be granted only by written consent of The Billboard.

It has just come to our attention that RCA Victor has released a set of albums under the name "Honor Roll of Hits" for the years 1926 thru 1945. The songs in these albums were popular prior to The Billboard's first trade-mark use of its "Honor Roll of Hits" in relation to song popularity. The songs included in RCA's albums were not selected in accordance with the popularity evaluation methods which were first established by The Billboard in 1945 and which methods it has carefully used ever since.

Notwithstanding the foregoing, The Billboard is not considering legal action because:

- (a) The Billboard believes RCA conscientiously selected the tunes that actually were top favorites during the years covered by the albums.
- (b) The Billboard believes the RCA promotion is in the best interests of the record industry in that it is an effective package whereby dealers can expand the record market by attracting new record customers into their stores.
- (c) RCA acted in good faith and was under the impression it had received the necessary consent for the use of "Honor Roll of Hits."
- (d) This application of "Honor Roll of Hits" by RCA to songs that were popular years before The Billboard's popularity listings were identified by The Billboard's "Honor Roll of Hits" trade-mark neither affects The Billboard's trade-mark rights nor the accuracy of current record buying guides published in The Billboard.

Dealers may therefore proceed to stock these RCA Victor Albums with the full assurance that The Billboard will not interfere with their continuance in the RCA Victor line.

The Billboard Publishing Company

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending August 18

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1		8	SH-BOOM—Crew Cuts I Spoke Too Soon—Mercury 70404—BMI	
2		7	HEY, THERE—R. Clooney This Ole House—(10)—Col 40266—ASCAP	
3		9	LITTLE SHOEMAKER—Gaylords Mecque Mecque—Mercury 70403—ASCAP	
4		20	LITTLE THINGS MEAN A LOT—K. Kallen I Don't Think You Love Me Anymore—Dec 29037—ASCAP	
5		7	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen Take Everything But You—Dec 29130—ASCAP	
6		5	HIGH AND THE MIGHTY—L. Baxter More Love Than Your Love—Cap 2845—ASCAP	
7		14	HERNANDO'S HIDEAWAY—A. Bleyer S'll Vous Plait—Cadence 1241—ASCAP	
8		9	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters Heavenly Feeling—Coral 61187—BMI	
9	13	5	HIGH AND THE MIGHTY—L. Holmes Lisa—M-G-M 11761—ASCAP	
10		4	THIS OLE HOUSE—R. Clooney Hey There—(2)—Col 40266—BMI	
11	10	4	HIGH AND THE MIGHTY—V. Young Moonlight And Roses—Dec 29203—ASCAP	
12		15	THREE COINS IN THE FOUNTAIN—Four Aces Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	
13		7	I'M A FOOL TO CARE—L. Paul-M. Ford Auctioneer—Cap 2839—BMI	
14		9	SH-BOOM—Chords Little Maiden—Cat 104—BMI	
15		4	THEY WERE DOING THE MAMBO—V. Monroe Mister Sandman—V 20-5767—ASCAP	
16		6	SWAY—D. Martin Money Burns A Hole In My Pocket—Cap 2818—BMI	
17		17	CRAZY 'BOUT YOU, BABY—Crew Cuts Angela Mia—Mercury 70341—BMI	
18		1	SKOKIAAN—R. Marterie Crazy 'Bout Lollipop—Mercury 70432—ASCAP	
19		4	CINNAMON SINNER—T. Bennett Take Me Back Again—Col 40272—BMI	
20		2	HEY, THERE—S. Davis Jr. And This Is My Beloved—Dec-29199—ASCAP	
21		3	WHAT A DREAM—P. Page I Cried—Mercury 70416—BMI	
22		7	LITTLE SHOEMAKER—H. Winterhalter Magic Tango—V 20-5769—ASCAP	
23		14	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes Sugar Lump—Jubilee 5132—ASCAP	
24		18	HAPPY WANDERER—F. Weir From Your Lips—London 1448—ASCAP	
24		2	SHAKE, RATTLE AND ROLL—B. Haley A B C Boogie—Dec 29204—BMI	
26		12	I UNDERSTAND JUST HOW YOU FEEL—J. Valli Love, Tears and Kisses—V 20-5740—ASCAP	
27		1	SKOKIAAN—Bulawayo Sweet Rhythm Boys In the Mood—London 1491—ASCAP	
28		2	HIGH AND THE MIGHTY—J. Desmond Got No Time—Coral 61204—ASCAP	
29		2	CARA MIA—D. Whitfield How, When Or Where—London 1486—ASCAP	
30		13	THREE COINS IN THE FOUNTAIN—F. Sinatra Rain—Cap 2816—ASCAP	

• This Week's Best Buys

SKOKIAAN (Shapiro-Bernstein, ASCAP)—Ralph Marterie Ork—Mercury 70432

Altho the London version of this tune had a headstart, the Marterie stepped way out quickly and showed up in 18th place on The Billboard's Best Selling Pop Singles chart in this issue. The record is moving strong thruout the East and Midwest, with this week's territorial charts showing power in Baltimore, Washington, Chicago, Cincinnati and Detroit. Flip side is "Lollipop." A previous Billboard "Spotlight" pick.

FORTUNE IN DREAMS (Starstan, BMI) TOY OR TREASURE (Reis-Massey, ASCAP)—Kay Starr—Capitol 2887

This new Kay Starr disk is one of the strongest two-sided waxings in her career. It started big, with strong reports already in from Philadelphia, Buffalo, Pittsburgh, Chicago, Detroit, Milwaukee and Atlanta. A previous Billboard "Spotlight" pick.

IF I GIVE MY HEART TO YOU (Miller, ASCAP)—Doris Day—Columbia 40300
Doris Day's rendition of this new ballad

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

has come up strong in several markets across the country, and is particularly potent in Boston, New York, Buffalo, Chicago, Milwaukee and Providence. Flip is "Anyone Can Fall in Love." A previous Billboard "Spotlight" pick.

IF I GIVE MY HEART TO YOU (Miller, ASCAP)—Denise Lor—Major 27

Denise Lor's recording of the ballad is moving right ahead in New York, Philadelphia and Milwaukee and is showing exceptional strength for a new thrush on a new label. Flip is "Hello, Darling." A previous Billboard "Spotlight" pick.

SMILE (Bourne, ASCAP)—Nat Cole—Capitol 2897

Altho only in its first week, the platter is already showing exceptional strength in New York, Philadelphia, Pittsburgh, Durham, Milwaukee and Atlanta. Flip is "It's Crazy" (Crestview, ASCAP). A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending August 18

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

This Week	Last Week	Weeks on Chart	Title	Label
1		6	SH-BOOM—Crew Cuts I Spoke Too Soon—Mercury 70404—BMI	
2		16	LITTLE THINGS MEAN A LOT—K. Kallen I Don't Think You Love Me Anymore—Dec 29037—ASCAP	
3		7	LITTLE SHOEMAKER—Gaylords Mecque, Mecque—Mercury 70403—ASCAP	
4		15	THREE COINS IN THE FOUNTAIN—Four Aces Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	
5		4	HEY, THERE—R. Clooney This Ole House—Col 40266—ASCAP	
6		5	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen Take Everything But You—Dec 29130—ASCAP	
7		13	HERNANDO'S HIDEAWAY—A. Bleyer S'll Vous Plait—Cadence 1241—ASCAP	
8		5	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters Heavenly Feeling—Coral 61187—BMI	
9		3	THIS OLE HOUSE—R. Clooney Hey, There—Col 40266—BMI	
10		5	I'M A FOOL TO CARE—L. Paul & M. Ford Auctioneer—Cap 2839—BMI	
11		12	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes Sugar Lump—Jubilee 5132—ASCAP	
12		7	SH-BOOM—Chords Little Maiden—Cat 104—BMI	
13		2	I CRIED—P. Page What a Dream—Mercury 70416—ASCAP	
14		7	LITTLE SHOEMAKER—H. Winterhalter Magic Tango—V 20-5769—ASCAP	
15		2	THEY WERE DOING THE MAMBO—V. Monroe Mister Sandman—V 20-5767—ASCAP	
16		16	HAPPY WANDERER—F. Weir From Your Lips—London 1448—ASCAP	
17		1	IF I DIDN'T CARE—Hilltoppers Bettina—Dot 15220—ASCAP	
18		4	HIGH AND THE MIGHTY—J. Desmond In God We Trust—Coral 61204—ASCAP	
19		11	CRAZY 'BOUT YOU, BABY—Crew Cuts Angela Mia—Mercury 70341—BMI	
20		1	I UNDERSTAND JUST HOW YOU FEEL—J. Valli Love, Tears and Kisses—V 20-5740—ASCAP	
20		1	HIGH AND THE MIGHTY—V. Young Moonlight and Roses—Dec 29203—ASCAP	
20		16	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr Man Upstairs—Cap 2769—BMI	

• Most Played by Jockeys

For survey week ending August 18

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

This Week	Last Week	Weeks on Chart	Title	Label
1		8	SH-BOOM—Crew Cuts I Spoke Too Soon—Mercury 70404—BMI	
2		6	HEY, THERE—R. Clooney This Ole House—Col 40266—ASCAP	
3		20	LITTLE THINGS MEAN A LOT—K. Kallen I Don't Think You Love Me Anymore—Dec 29037—ASCAP	
4		9	LITTLE SHOEMAKER—Gaylords Mecque, Mecque—Mercury 70403—ASCAP	
5		7	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen Take Everything B. You—Dec 29130—ASCAP	
6		4	HIGH AND THE MIGHTY—L. Baxter More Love Than Your Love—Cap 2845—ASCAP	
7		7	I'M A FOOL TO CARE—L. Paul-M. Ford Auctioneer—Cap 2839—BMI	
8		15	HERNANDO'S HIDEAWAY—A. Bleyer S'll ous Plait—Cadence 1241—ASCAP	
9		4	THIS OLE HOUSE—R. Clooney Hey, There—Col 40266—BMI	
10		15	THREE COINS IN THE FOUNTAIN—Four Aces Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	
11		2	HIGH AND THE MIGHTY—V. Young Moonlight and Roses—Dec 29203—ASCAP	
11		5	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters Heavenly Feeling—Coral 61187—BMI	
13		1	WHAT A DREAM—P. Page I Cried—Mercury 70416—BMI	
14		7	LITTLE SHOEMAKER—H. Winterhalter Magic Tango—V 20-5769—ASCAP	
15		2	CINNAMON SINNER—T. Bennett Take Me Back Again—Col 40272—BMI	
16		2	HIGH AND THE MIGHTY—L. Holmes Lisa—M-G-M 11761—ASCAP	
17		1	SKOKIAAN—R. Marterie Crazy 'Bout Lollipop—Mercury 70432—ASCAP	
18		2	I CRIED—P. Page What a Dream—Mercury 70416—ASCAP	
19		2	THEY WERE DOING THE MAMBO—V. Monroe Mister Sandman—V 20-5767—ASCAP	
20		1	HEY, THERE—S. Davis Jr. And This Is My Beloved—Dec 29199—ASCAP	

**THE LITTLE
SHOEMAKERS
HAVE ANOTHER
BIG ONE!**



*The
Gaylords*

AMERICA'S NO. 1 TRIO

FLIP SIDE

**'A Kiss To
Call My Own'**

MERCURY 70427 • 70427X45

'VENI

VIDI

VICI'

RIDING HIGH!



THE TOP INSTRUMENTAL HIT!

**RALPH
MARTERIE**
"Skokiaan"
AND
"CRAZY 'BOUT LOLLIPOP"
MERCURY 70430 • 70430X45



GIBBS IS GREAT!
**GEORGIA
GIBBS**
'More Than Ever'
AND
"THE MAN THAT GOT AWAY"
MERCURY 70432 • 70432X45



A WINNER FOR
VIC DAMONE
**"In My Own
Quiet Way"**
AND
"ONCE AND ONLY ONCE"
MERCURY 70436 • 70436X45





JONI JAMES

IN A GARDEN OF ROSES

EVERY DAY

MGM 11753 • K 11753

ALAN DEAN
I'M LOOKING FOR SOMEBODY FOR SOMEBODY and LOVER'S QUARREL

MGM 11801 • K 11801

JOE LIPMAN and his orchestra
LOOKING BACK TO SEE and STOP! (PROCEED WITH CAUTION) MAMBO

MGM 11798 • K 11798

TED STREATER and his orchestra

THE GIRL WITH A FIGURE LIKE AN HOUR GLASS and SO MANY THINGS

MGM 11799 • K 11799

ROBERT MAXWELL

MAGIC IS THE MOONLIGHT and TANGO OF TEARS

MGM 11788 • K 11788

REMO
LINE OF LIFE and IT WAS MEANT THIS WAY

MGM 11778 • K 11778

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

LEROY HOLMES and his Orchestra
THE HIGH and the MIGHTY
Infectious Theme From the Warner Bros. Film "The High and the Mighty"

Whitling Field Lowery

2 SIDED HIT

Hil Sound Track Album!

REAR WINDOW THEME

LISA

MGM 11761 • K 11761

BETTY MADIGAN

JOEY and AND SO I WALKED HOME

MGM 11716 78 rpm • K 11716 45 rpm

THE VOICES THREE

DEVIL LIPS DOES YOUR HEART BEAT FOR ME

MGM 11793 • K 11793

FRAN WARREN

THE MAN THAT GOT AWAY and LOVE ME, LOVE

MGM 11769 78 rpm • K 11769 45 rpm

VARIETY BEST BET

BOB STEWART

SAID THE DANCE OF THE HOURS CASH BOX SLEEPER

MGM 11795 78 rpm • K 11795 45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 35 N. Y.

The Billboard Music Popularity Charts
POPULAR RECORDS

• Territorial Best Sellers

For survey week ending August 18

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

Atlanta

1. Hey, There, R. Clooney, Col.
2. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
3. Sh-Boom, Crew Cuts, Mer.
4. Little Things Mean a Lot K. Kallen, Dec.
5. High and the Mighty, L. Baxter, Cap.
6. Three Coins in the Fountain Four Aces, Dec.
7. High and the Mighty, V. Young, Dec.
8. In the Chapel in the Moonlight K. Kallen, Dec.
9. They Were Doing the Mambo V. Monroe, V.

Cincinnati

1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. Hey, There, R. Clooney, Col.
4. High and the Mighty, V. Young, Dec.
5. What a Dream, P. Page, Mer.
6. Little Things Mean a Lot K. Kallen, Dec.
7. In the Chapel in the Moonlight K. Kallen, Dec.
8. Hernando's Hideaway, A. Bleyer, Cdc.
9. Skoklaan, R. Marterie, Mer.
10. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.

Cleveland

1. Little Shoemaker, Gaylords, Mer.
2. Shake, Rattle and Roll, B. Haley, Dec.
3. Cara Mia, D. Whitfield, Lon.
4. Hey, There, R. Clooney, Col.
5. High and the Mighty L. Holmes, M-G-M
6. Sh-Boom, Crew Cuts, Mer.
7. Skoklaan Bulawayo Sweet Rhythm Boys, Lon.
8. I'm a Fool to Care L. Paul & M. Ford, Cap.
9. Moonlight and Roses, Three Suns, V.

Balti.-Wash.

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. Skoklaan, R. Marterie, Mer.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. This Ole House, R. Clooney, Col.
6. High and the Mighty, V. Young, Dec.
7. Little Shoemaker, Gaylords, Mer.
8. Cinnamon Sinner, T. Bennett, Col.
9. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
10. Three Coins in the Fountain F. Sinatra, Cap.

Boston

1. Little Shoemaker, Gaylords, Mer.
2. Hey, There, R. Clooney, Col.
3. Little Things Mean a Lot K. Kallen, Dec.
4. High and the Mighty, L. Baxter, Cap.
5. High and the Mighty L. Holmes, M-G-M
6. In the Chapel in the Moonlight K. Kallen, Dec.
7. Sh-Boom, Chords, Cat
8. Cara Mia, D. Whitfield, Lon.
9. Sh-Boom, Crew Cuts, Mer.
10. This Ole House, R. Clooney, Col.

Buffalo

1. Sh-Boom, Crew Cuts, Mer.
2. In the Chapel in the Moonlight K. Kallen, Dec.
3. Hey, There, S. Davis Jr., Dec.
4. Skoklaan Bulawayo Sweet Rhythm Boys, Lon.
5. Italian Hucklebuck, L. Monte, V.
6. Little Shoemaker, Gaylords, Mer.
7. High and the Mighty, V. Young, Dec.
8. Shake, Rattle and Roll, B. Haley, Dec.

Chicago

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. Little Shoemaker, Gaylords, Mer.
4. Skoklaan, R. Marterie, Mer.
5. High and the Mighty, J. Desmond, Cor.
6. Hernando's Hideaway, A. Bleyer, Cdc.
7. Shake, Rattle and Roll, B. Haley, Dec.
8. In the Chapel in the Moonlight K. Kallen, Dec.
9. Skoklaan Bulawayo Sweet Rhythm Boys, Lon.
10. They Were Doing the Mambo V. Monroe, V.

Dallas-Fort Worth

1. High and the Mighty, L. Baxter, Cap.
2. Sh-Boom, Chords, Cat
3. Little Shoemaker, Gaylords, Mer.
4. I'm a Fool to Care L. Paul & M. Ford, Cap.
5. Skoklaan, R. Anthony, Cap.
6. Sway, D. Martin, Cap.

Denver

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

(Continued on page 72)

STOP RECORD-SCRATCH DAMAGE with Fool-Proof **Phono-Gard** Record Demonstrator



↑ -TONE ARM CANNOT BE HANDLED! ↑

Gray line ENGINEERING CO. CHICAGO 33, ILLINOIS

Stamped for BIG record Sales



"X"

- CURRENT BEST SELLERS**
- | | |
|--|--|
| NORMAN PETTY TRIO
MOOD INDIGO
Petty's Little Polka
"78" X-0040 . . . "45" 4X-0040 | TERRY FELL
DON'T DROP IT
Truck Driving Man
"78" X-0010 . . . "45" 4X-0010 |
| RICHARD MALTBY & His Orch.
ST. LOUIS BLUES MAMBO
Beloved, Be True
"78" X-0042 . . . "45" 4X-0042 | VINCE CARSON
OU-CAFONIE
Mary Lou
"78" X-0033 . . . "45" 4X-0033 |
| ROBERTA LEE
TRUE LOVE AND TENDER CARE
When The Organ Played At Twilight
"78" X-0035 . . . "45" 4X-0035 | ANDY WILLIAMS
YOU CAN'T BUY HAPPINESS
Why Should I Cry Over You
"78" X-0036 . . . "45" 4X-0036 |

"X" RECORDS MARK THE HITS! a Product of Radio Corporation of America

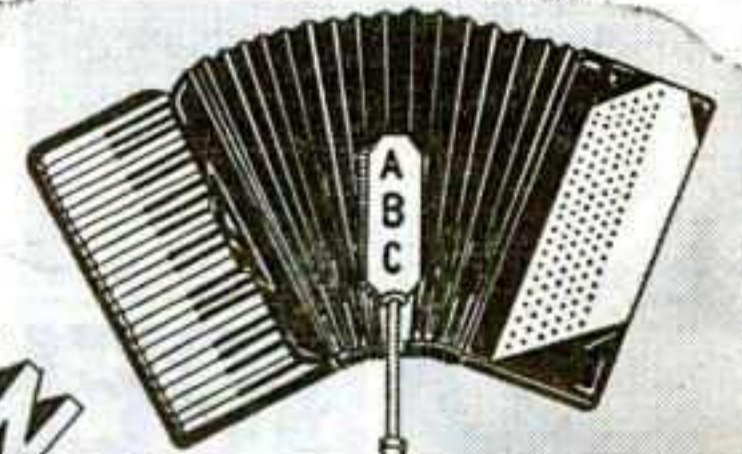
LAWRENCE WELK

LARRY HOOPER ~ JACK MARTIN
With their latest CORAL recording

"IT'S THE GREATEST FEELING IN THE WORLD"



"IT'S THE GREATEST FEELING IN THE WORLD"



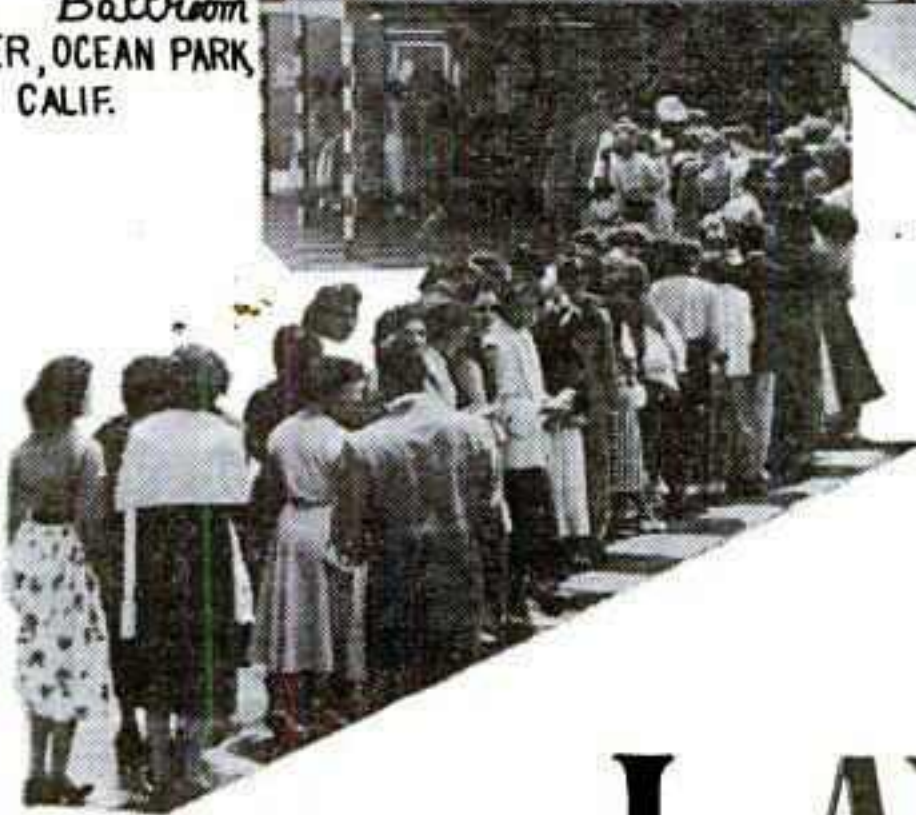
to broadcast ABC radio net



"IT'S THE GREATEST FEELING IN THE WORLD"

to start over

4th consecutive year
at the ARAGON Ballroom
LICK PIER, OCEAN PARK, CALIF.



Public Relations
JOE SANSON
RALPH PORTNOR
BILL DALY

"IT'S THE GREATEST FEELING IN THE WORLD"

to own a DODGE, WELK to Wm. C. NEWBERG, president, DODGE CHRYSLER CORP.

TV every Friday KTLA
153 consecutive TV shows
Sponsored by DODGE dealers of So. C.

LAWRENCE WELK

and his CHAMPAGNE MUSIC

Personal Management
GABBE - LUTZ and HELLER

1426 N. VINE ST
HOLLYWOOD CALIF.

1619 BROADWAY
NEW YORK CITY

The **CLUB**

that is not a

CLUB



the

ANGEL DEALERS RECORD CLUB

For information as to how to become a Member of the friendly Angel Dealers Record Club, write: Electric & Musical Industries Sales (U.S.) Ltd, 38 West 48th Street, New York 36, N. Y.

Just say: Please send me your kit outlining the requirements and privileges of members in the Angel Dealers Record Club.

The Billboard Music Popularity Charts **POPULAR RECORDS**

• **Territorial Best Sellers**

• Continued from page 70

6. High and the Mighty, V. Young, Dec.
7. Crazy 'Bout You, Baby, Crew Cuts, Mer.
8. In the Chapel in the Moonlight K. Kallen, Dec.
9. Little Shoemaker, H. Winterhalter, V.
10. High and the Mighty, J. Desmond, Cor.

8. Sway, D. Martin, Cap.
9. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
10. Hernando's Hideaway, A. Bleyer, Cdc.

Los Angeles

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

Philadelphia

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

Milwaukee

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Little Shoemaker, Gaylords, Mer.
4. High and the Mighty, L. Baxter, Cap.
5. Little Things Mean a Lot K. Kallen, Dec.
6. Whispering, P. Whitman, Cor.
7. High and the Mighty, V. Young, Dec.
8. Sway, D. Martin, Cap.
9. What a Dream, P. Page, Mer.
10. In the Chapel in the Moonlight K. Kallen, Dec.

Pittsburgh

1. Hey, There, R. Clooney, Col.
2. Little Shoemaker, H. Winterhalter, V.
3. Cinnamon Sinner, T. Bennett, Col.
4. Little Shoemaker, Gaylords, Mer.
5. Sh-Boom, Crew Cuts, Mer.
6. Three Coins in the Fountain Four Aces, Dec.
7. High and the Mighty, L. Baxter, Cap.
8. Little Things Mean a Lot K. Kallen, Dec.
9. If I Didn't Care, Hilltoppers, Dot
10. Sway, D. Martin, Cap.

Minn.-St. Paul

1. Sh-Boom, Crew Cuts, Mer.
2. This Ole House, R. Clooney, Col.
3. Little Shoemaker, Gaylords, Mer.
4. Hey, There, R. Clooney, Col.
5. Little Things Mean a Lot K. Kallen, Dec.
6. Cinnamon Sinner, T. Bennett, Col.
7. Crazy 'Bout You, Baby Crew Cuts, Mer.
8. High and the Mighty L. Holmes, M-G-M
9. Gilly Gilly Ossenfeffer Katzenellenbogen by the Sea, Four Lads, Col.

St. Louis

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

San Francisco

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Little Shoemaker, Gaylords, Mer.
3. Hey, There, R. Clooney, Col.
4. Sh-Boom, Crew Cuts, Mer.
5. High and the Mighty L. Holmes, M-G-M
6. Sh-Boom, Chords, Cat
7. Little Things Mean a Lot K. Kallen, Dec.
8. Sway, D. Martin, Cap.
9. Three Coins in the Fountain Four Aces, Dec.
10. I Understand Just How You Feel Four Tunes, Jub.

New Orleans

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. Hernando's Hideaway, A. Bleyer, Cdc.
6. They Were Doing the Mambo V. Monroe, V.
7. I'm a Fool to Care L. Paul & M. Ford, Cap.

New York

1. Sh-Boom, Crew Cuts, Mer.
2. Little Things Mean a Lot K. Kallen, Dec.
3. Hey, There, R. Clooney, Col.
4. Little Shoemaker, Gaylords, Mer.
5. In the Chapel in the Moonlight K. Kallen, Dec.
6. They Were Doing the Mambo V. Monroe, V.
7. Hey, There, S. Davis Jr., Dec.

Seattle

1. Hey, There, R. Clooney, Col.
2. Little Shoemaker, Gaylords, Mer.
3. Sh-Boom, Crew Cuts, Mer.
4. In the Chapel in the Moonlight K. Kallen, Dec.
5. High and the Mighty, L. Baxter, Cap.
6. High and the Mighty, V. Young, Dec.
7. They Were Doing the Mambo V. Monroe, V.



"I WISH I HAD ORDERED TODAY'S TOP TUNES"



"I'D FEEL MUCH BETTER IF WE HAD TODAY'S TOP TUNES!"

TODAY'S TOP TUNES is The Billboard Honor Roll of Hits carried out to 35 or more tunes. The Best-Selling renditions of each tune are listed ACCORDING TO POPULARITY. TODAY'S TOP TUNES also includes Best-Selling Country & Western Records, Best-Selling Rhythm & Blues Records and Best-Selling Albums attractively printed on colored paper, four sides.

Your name, address and phone number imprinted on each copy FREE.

Many record dealers increase their record sales by using TODAY'S TOP TUNES as an envelope enclosure with each record purchase, as a counter display, poster in listening booths, mail with monthly statements or mail direct to customers. Orders are received by mail from your customers who use the order form on TODAY'S TOP TUNES. TODAY'S TOP TUNES dated one week in advance. Mailed every week from Cincinnati.

UNTIL FURTHER NOTICE PLEASE PRINT AND SHIP

	Quality	Price
<input type="checkbox"/> Trial Order	50\$1.00
<input type="checkbox"/> Weekly	100\$2.00
<input type="checkbox"/> Twice a month	250\$3.50
<input type="checkbox"/> Monthly	500\$5.50
<input type="checkbox"/> Charge		\$.....Enclosed

IMPRINT AS FOLLOWS

Name 778
(Please Print)
Address
City and State
Phone
Ordered by

Mail to:
The Billboard
2160 Patterson Street
Cincinnati 22, Ohio

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

LONDON
RECORDS
ffrr
"The finest sound on record"

"... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!"

John Gale Barker
Barker Music Center
McLellan's Store
Tucson, Arizona

SUBSCRIPTION ORDER FORM

THE BILLBOARD 760
2160 Patterson St. Cincinnati 22, Ohio

Please enter my Billboard subscription for one year (52 issues) at \$10—to start with the next issue. Payments enclosed.

Name.....
Address.....
City..... Zone..... State.....
Occupation.....

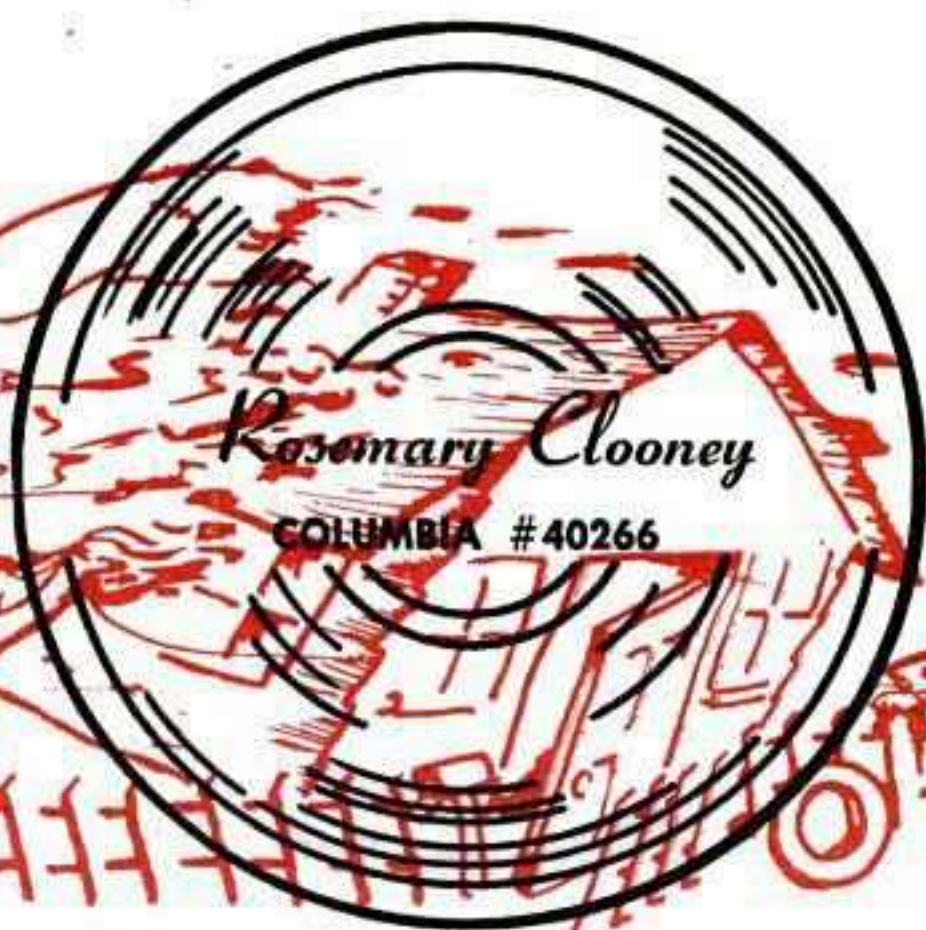
Cancer strikes one in five

STRIKE BACK

Give to Conquer Cancer!

AMERICAN CANCER SOCIETY

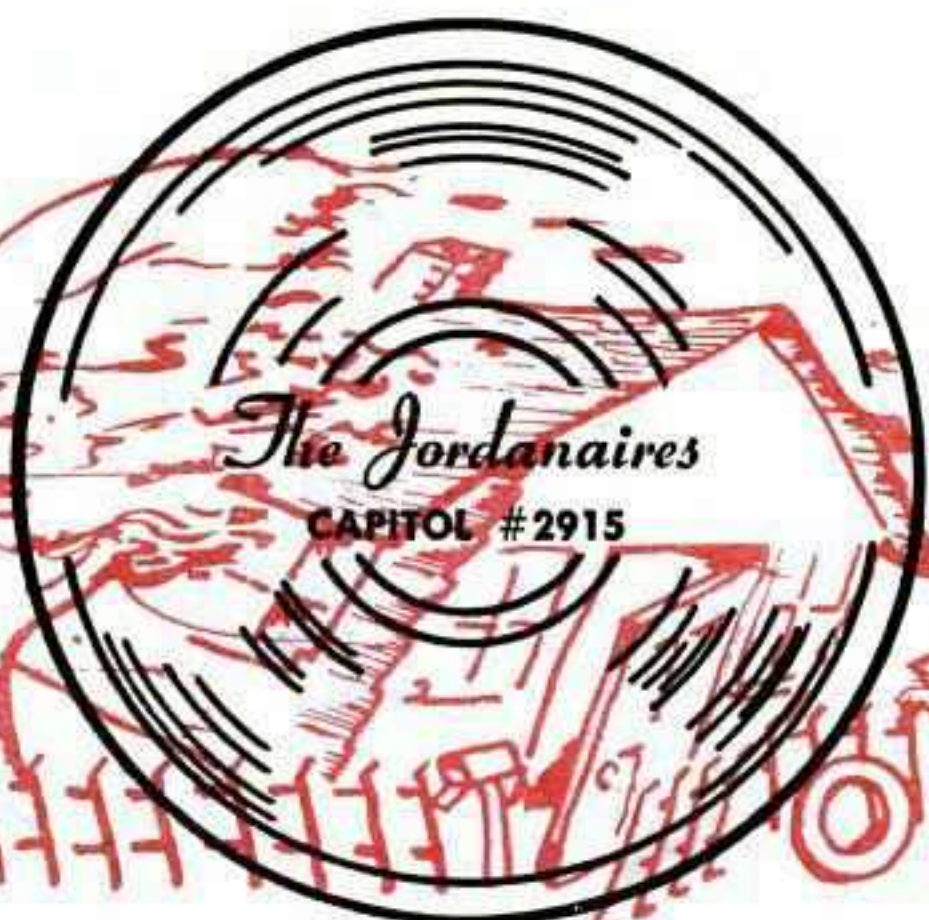
THIS OLE HOUSE



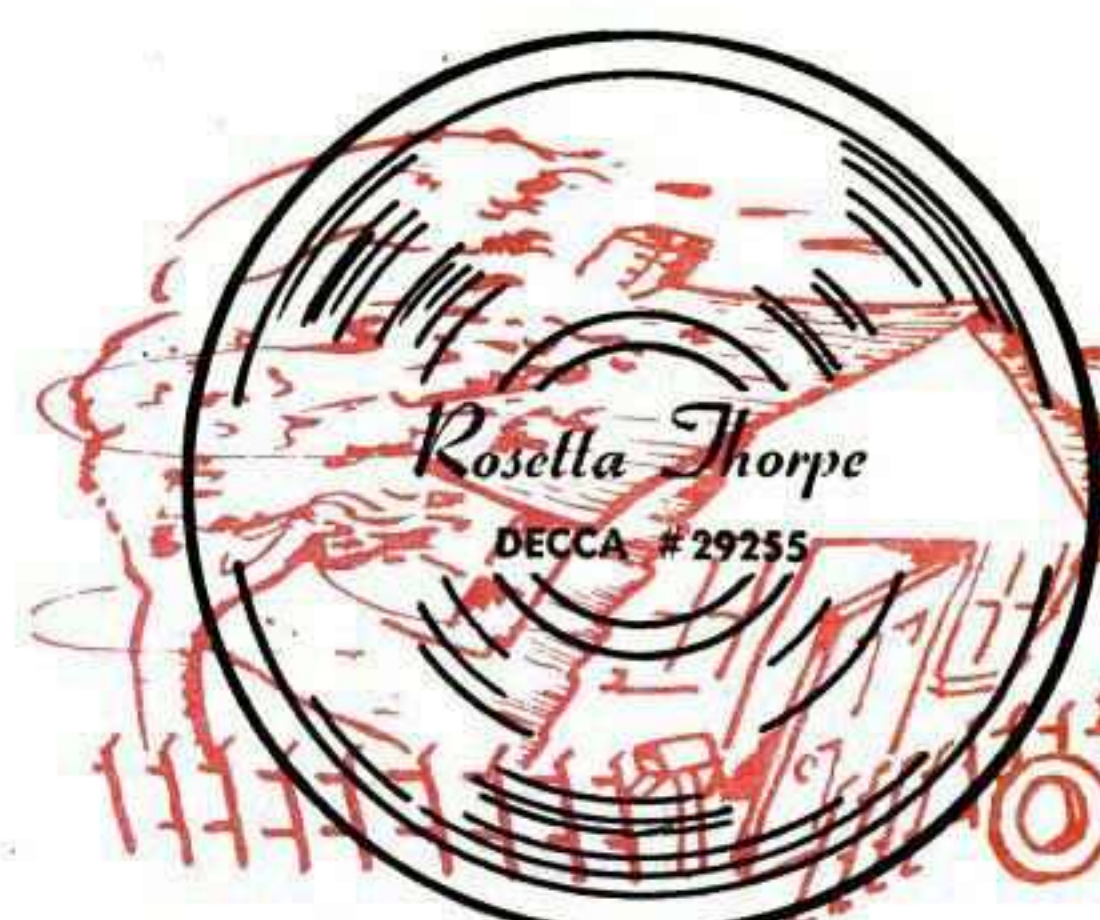
• Sensational!



• A Sure Hit!



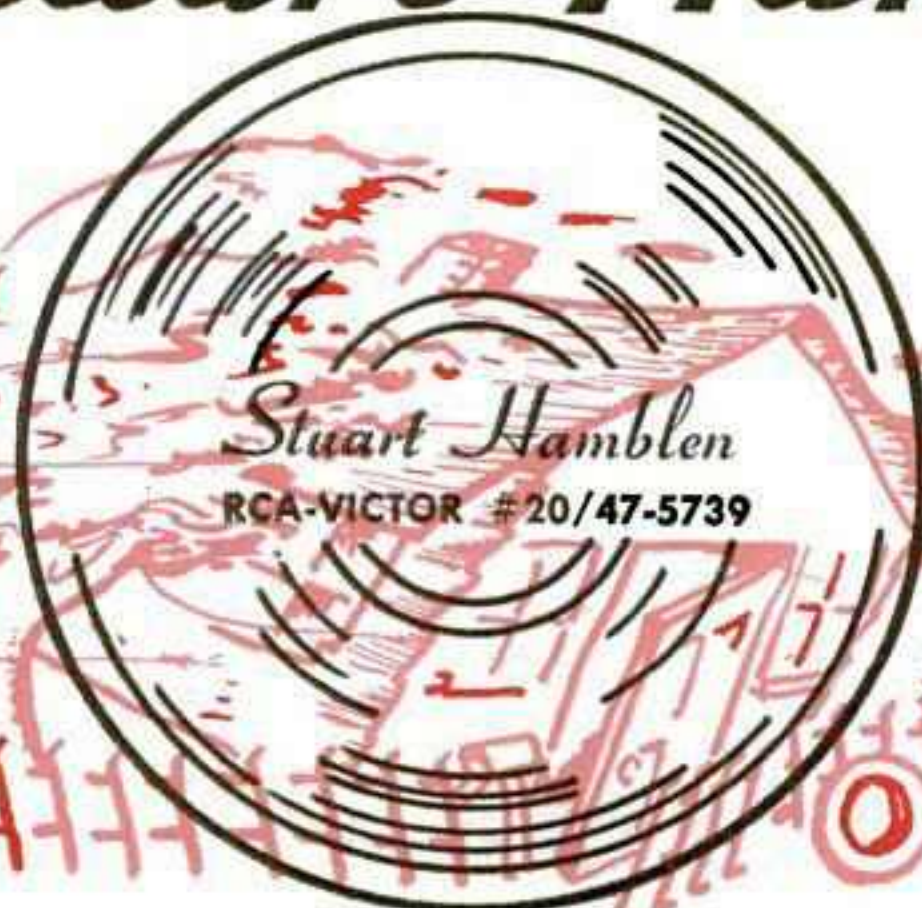
• Greatest Ever!



• Terrific!



by Stuart Hamblen



• Inspired!

published by
HAMBLEN MUSIC COMPANY
ARCADIA, CALIFORNIA

The Billboard Music Popularity Charts

POPULAR RECORDS

Review Spotlight on... RECORDS

AMES BROTHERS Hopelessly (Mellin, BMI) One More Time (Hill & Range, BMI)—RCA Victor 5840—The group has cut a couple of strong sides here, blending beautifully on "Hopelessly," a strong ballad, and singing up a storm on the flip, a German waltz which will perk spirits in many a juke box location.

LIBERACE Liebestraum Polonaise—Columbia 40285—The 88'er's large and loyal following will reach quickly for these typical Liberace etchings. Mighty good listening.

JONI JAMES Mama, Don't Cry at My Wedding—M-G-M 11802—Joni brings her own special brand of sentiment to bear on the weeper, phrasing it with lots of feeling. It could be her biggest in some time. Flip is "Pa Pa Pa."

Reviews of New Pop Records

KAY STARR Fortune in Tears...88 A Billboard "Spotlight" 5-21-'54. (Starstan, BMI)

Toy or Treasure...84 CAPITOL 2887—A Billboard "Spotlight" 5-21-'54. (Massey, ASCAP)

NAT COLE Smile...87 CAPITOL 9224—A Billboard "Spotlight" 8-21-'54. (Bourne, ASCAP)

FRANKIE LAINE Your Heart, My Heart...85 COLUMBIA 40295 — A Billboard "Spotlight" 8-21-'54. (ABC, ASCAP)

JO STAFFORD Nearer My Love to Me...85 COLUMBIA 40291 — A Billboard "Spotlight" 8-21-'54. (Dartmouth, ASCAP)

THE AMES BROTHERS Hopelessly...85 V 5840—A Billboard "Spotlight" 8-28-'54. (Mellin, BMI)

LIBERACE Liebestraum...84 COLUMBIA 40285—A Billboard "Spotlight" 8-28-'54.

BETTY JOHNSON This Is the Thanks I Get...80 BELL 5064—The gal sings a pretty ballad with clarity and warmth, while Norman Leyden provides able backing.

THE MULCAYS Bye Bye Blues...80 CARDINAL 1023—Ops who fail to latch on to this one will miss plenty of coin in most locations.

SAMMY KAYE ORK Sentimental...80 COLUMBIA 40299—The Kaye ork, vocal group and Jeffrey Clay come up with a slick hunk of bounce material.

FRANK WEIR The Bandit...79 The Weir soprano sax lead style on a Western-type piece of material should get plenty of spins for this one—an instrumental, though the voices are there singing "ah-hahs." Watch it. (Leeds, ASCAP)

VERA LYNN Try Again...79 LONDON 1489—The English canary warbles an exceptionally pretty ballad

in her usual rich, vibrant style. It should pull plenty of spins from jukeboxes.

GORDON JENKINS ORK Slowly but Surely...78 DECCA 29244—This one might bring Jenkins back into the winner's circle.

THE JOHNSTON BROTHERS West of Zanzibar (Jumbo)...77 LONDON 1485—Could be that Great Britain will kick off another hunk of African material.

DAVID WHITFIELD Smile...77 LONDON 1494 — The Nat Cole version of this theme from the old Chaplin movie, "Modern Times," will be tough competition.

KEN GRIFFIN My Dreams Are Getting Better All the Time...75 COLUMBIA 40281 — The many Griffin fans, skating rinks and just plain background music lovers of all types will undoubtedly welcome this Griffin organ version of the oldie.

PEREZ PRADO ORK Skokkian...75 V 5839—The much-waxed novelty is bounced out to market in a different and appealing mambo translation.

ACQUAVIVA Every Day...74 DECCA 29241—The lovely tune is played with lush feeling by the ork on this new instrumental slicing.

HARMONICATS El Coco...74 MERCURY 70441 — A gay and

rhythmic effort that can only please. Great for background. Should get lots of plays. (Cool Music, BMI) Mambo Jumbo...73 More of the same knowing ensemble work by the harmonica combo. Also due for deejay action. (Southern, BMI)

JEFF MASON Each Time a Promise Is Broken...74 DERBY 860—Jeff Mason bows on the label with an impressive reading of a rhythmic new ballad over a snappy arrangement by the Eddie Wilcox ork, plus group support.

ARISTOCRATS Believe Me...73 ESSEX 366—An okay vocal group on a catchy tune, which has strong possibilities. (Moonlight, BMI) I'm Waiting for Ships...67 A routine vocal treatment of the oldie. (Forster, ASCAP)

THE INK SPOTS Yesterday's...73 KING 1378—The group's reading of the oldie is a good one. Should get spins and might make a little noise as it gets enough air play. (T. B. Harms, ASCAP)

MARIAN CARUSO There Goes the One I Love...73 DECCA 29242—An unusual song is handed a good vocal here by thrush Marion Caruso over an attractive backing.

DICK TODD-THE COMMANDERS ORK You Listen So Nice...73 DECCA 29240—Slight little opus receives a happy warble from the chanter, with the Commanders backing the singer with gusto.

FRANCIS CRAIG S.O.S. Baby...73 DECCA 29143—Francis Craig returns to wax with a snappy reading of a new ditty, featuring Craig on his "Near You" piano kick.

LITA ROZA Love Is a Beautiful Stranger...72 LONDON 1488—The thrush's lovely voice is well suited to this lyrical ballad, with pleasant backing by Roland Shaw.

HARRY JAMES ORK Still You'd Break My Heart...72 COLUMBIA 40298 — This re-issue with Kitty Kallen vocal still sounds fine, and should get plenty of jockey play.

GEORGE CATES ORK Athena...70 Coral 61226—Good promotional possibilities here for dealers, since the disk is packaged in a two-color envelope which sells the lyric writing contest on the flip cover.

BELMONTE ORK Don't Worry 'Bout Me...70 COLUMBIA 40283—The ork puts a neat Latin-American beat to the standard melody and comes up with a most danceable reading in instrumental fashion.

LES ELGART ORK Zing, Went the Strings of My Heart...71 COLUMBIA 40294 — With a little more drive and imagination this band should one day fulfill the promise they've been showing.

The Little White Duck...71 This novelty instrumental is not as well suited to Elgart's style as the flip. (General, ASCAP)

JO ANN TOLLEY That's What I Like...69 JUBILEE 5151—Thrush contributes a pleasant, tho rather studied treatment of a tune featured in the Martin-Lewis picture "Living It Up."

DOLORES HAWKINS Turn Back Baby...69 EPIC 9065—Rhythm effort in cat style is sold strongly by Dolores Hawkins, with full backing by the ork.

MARILYN MAXWELL Everybody Needs a Sweetheart...66 FORECAST 115 — Miss Maxwell brings good presence to this reading of the rhythmic ballad.

JACK HILLIARD Song of a Lost Love...65 SUPERIOR 2202—A competent vocal job on a haunting ballad with effective backing by Fred Glickman's orchestra.

JERRY COLONNA It Might as Well Be Spring...65 DECCA 29208—The novelty platter is strictly for Colonna fans and deejays in search of "different" programming.

THE THREE HARMONICAIRE Tea for Two...65 DE LUXE 2024—The group sets an infectious beat under the evergreen, which is played effectively here.

LAURI LOMAN I Was the Last One to Know...65 CENTURY 106—Sad weeper about romantic duplicity is sung with simple charm and great warmth.

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

T. TEXAS TYLER COURTIN' IN THE RAIN OLD BLUE FOUR STAR 1660

DISTRIBUTED BY King RECORDS

SHAW QUALITY RECORD SERVICE PLATING PRESSING ALL SIZES and SPEEDS FLEX and VINYL Specializing in Custom Work Only PROMPT SHIPMENT STUDIO AVAILABLE SHAW RECORD PROCESSING, INC. 1914 DANA AVENUE CINCINNATI 7, OHIO Phone: MEIrose 1870

DICK COLLINS featured on LOWING UP A STORM Fantasy 3-14 LP. DJs, write for your FREE Copy

654 NATOMA ST. SAN FRANCISCO 3 CALIFORNIA

NEW! NEW! NEW! THE EKKO DOUBLE Two complete numbers on one 78 RPM side featuring JACK MARSHALL (Marvelous Guitar) Ek #105-106 EKKO RECORDS 4949 Hollywood Blvd. Hollywood, Calif.

DISTRIBUTORS — OPERATORS DISC JOCKEYS New Releases "DAY AFTER DAY" V/O ALMOST LIKE BEING IN LOVE" Inst. NICKY GIAIMO WITH TINY MARKLE & HIS ORCHESTRA "INSIDE MY HEART" "BABY'S O.K. WITH ME" NICKY GIAIMO & THE MELODEE LANERS FRANWIL RECORD CO. Fountain Street New Haven, Conn.

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

THEIR GREATEST! The Four Tunes singing THE GREATEST FEELING IN THE WORLD #5152 JUBILEE RECORD CO., Inc. 315 W. 47th St., N. Y., N. Y.

JOAN ROBERTS NEVER ALONE and BILLY AND I QUALITY #715 DISTRIBUTORS—Some Territories still available. Hurry, Contact... Quality RECORD CORP. 48 W. 48 St. N. Y., N. Y.

HIGH FIDELITY SPAIN The Great Music of ALBENIZ & GRANADOS BUENOS AIRES SYMPHONY Conducted by GUILLERMO CASES A Hi-Fi Achievement TEMPO RECORD CO. OF AMERICA 8540 Sunset Boulevard, Hollywood 46, California

NOT THE FIRST VERSION
BUT BY FAR THE GREATEST

SKOKIAAN

Part 1 (Instrumental) and Part 2 (Vocal)

Record 29256
9-29256



LOUIS
ARMSTRONG

America's Fastest Selling Records



The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

This Week's Best Buys

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

YOU'RE FOR ME (Central Songs, BMI)
WATCHA GONNA DO NOW (Central Songs, BMI) - Tommy Collins-Capitol 2891
This bright pairing is a fine showcase for Collins, and the singer makes the most of it. A previous Billboard "Spotlight," the disk has been out only two weeks but is already coming up strong in Buffalo, Pittsburgh, Milwaukee, Richmond and Atlanta.

Review Spotlight on...

RECORDS

TEX WILLIAMS-REX ALLEN

This Ole House (Hamblen, BMI)-Decca 29254-A rousing reading of the infectious opus that should spin its way into quick acceptance and sales action. Combining the two chatters on this material was an inspired move. Flip is "Two Texas Boys" (Paco, ASCAP).

C & W Territorial Best Sellers

For survey week ending August 18

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

- Don't Hurt Anymore, H. Snow, V.
You Can't Have My Love
W. Jackson & B. Gray, Dec.
Hep Cat Baby, E. Arnold, V.
Looking Back to See
G. Hill & J. Tubb, Dec.
We've Gone Too Far
H. Thompson, Cap.
One by One, K. Wells & R. Foley, Dec.
Even Tho, W. Pierce, Dec.

Charlotte

- One by One, K. Wells & R. Foley, Dec.
Don't Hurt Anymore, H. Snow, V
Goodnight, Sweetheart, Goodnight
Johnnie & Jack, V.
Even Tho, W. Pierce, Dec.
Sparkling Brown Eyes, W. Pierce, Dec.
River of No Return
Tennessee Ernie, Cap.
Rose Marie, S. Whitman, Imp.
You Can't Have My Love
W. Jackson & B. Gray, Dec.

Cincinnati

- Don't Hurt Anymore, H. Snow, V.
One by One, K. Wells & R. Foley, Dec.
Rose Marie, S. Whitman, Imp.
It's the Mileage That Slows You Down
L. Foley, Dec.
Courtin' in the Rain, T. T. Tyler, FS.
Looking Back to See
G. Hill & J. Tubb, Dec.
Go, Boy, Go, C. Smith, Col.
Even Tho, W. Pierce, Dec.

Dallas-Fort Worth

- One by One, K. Wells & R. Foley, Dec.
Don't Hurt Anymore, H. Snow, V.
Even Tho, W. Pierce, Dec.
Howly, W. Pierce, Dec.
Sparkling Brown Eyes, W. Pierce, Dec.
Goodnight, Sweetheart, Goodnight
Johnnie & Jack, V.
Honky Tonk Girl, H. Thompson, Cap.
Hep Cat Baby, E. Arnold, V.

Houston

- Don't Hurt Anymore, H. Snow, V.
One by One, K. Wells & R. Foley, Dec.
Even Tho, W. Pierce, Dec.
Courtin' in the Rain, T. T. Tyler, FS.
You Can't Have My Love
W. Jackson & B. Gray, Dec.

Advertisement for Chess #4859 "If You Don't, Somebody Else Will" by Jimmy Lee & Johnny Mathis. Includes Hecker Record Co. logo and Terry's Show Me That You Love Me.

Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard Hollywood

Tommy Sands starts rehearsals for his legit acting role with a stock company in Houston. Eddie Hills takes to the road, starting with a date at the "WFLA Jamboree," Tampa, and then into Kansas and North Carolina areas for Jamboree Attractions. Eddie Dean inked for the Wichita Rodeo, September 23-26. Col. Tom Parker currently completing negotiations to represent motion picture star John Carroll. Rex Allen has signed to make another guest star appearance at the San Antonio Livestock Exposition & Rodeo in 1955. Roy Rogers, Dale Evans and Trigger off for Canada to make their first joint appearance there at Canadian National Exhibition, Toronto. Two former "Grand Ole Opry" hands in the persons of Red Foley and Pee Wee King team for a series of dates this fall in the Midwest. Foley plays Sleepy Hollow Ranch, Pennsburg, Pa., August 22, while King gambols between his radio and TV shows and his heavy string of one-nighters. Sunshine Sue and the "Old Dominion Dance Gang" from Richmond, Va., come into New York Septemebr 13 with a country show scheduled for the 49th Street Theater.

Uncle George Featherstone, operator of the Wonderland Ranch, Dunnville, Ont., setting up a circuit for hillbilly acts in Canada this winter with a number of ballrooms already interested. Peggy Burriss, New Castle, Pa., has been appointed president of the Dub Dickerson fan club. E. C. Davenport, Palestine, Tex., has two songs with Acuff-Rose titled "My Love Belongs to You" and "TV Crazy." Bob and Wanda Wolfe enjoying a vacation at their home in Roswell, N. M. Joe Taylor and Patty Corbett recently signed to an Emerald disk contract, have returned to their home in Fort Wayne, Ind., after completing a disk jockey tour thru

(Continued on page 79)



WILLIAM J. SACHS, executive news editor of The Billboard and a veteran member of its Cincinnati headquarters staff, will start writing the Folk Talent and Tunes column effective with the September 11 issue. For complete details see page 55.

Best Sellers in Stores

For survey week ending August 18

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 to country and western records. The reverse side of each record is also listed.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 15 records including 'I Don't Hurt Anymore', 'One by One', 'Even Tho', etc.

Most Played in Juke Boxes

For survey week ending August 18

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 columns: This Week, Last Week, Weeks on Chart. Lists top 10 records including 'I Don't Hurt Anymore', 'One by One', 'Even Tho', etc.

Most Played by Jockeys

For survey week ending August 18

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'k jockey shows in all key markets.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 15 records including 'I Don't Hurt Anymore', 'Even Tho', 'One by One', etc.

Reviews of New C & W Records

MARTY ROBBINS: I'm Too Big to Cry...84
LEFTY FRIZZELL: You're Too Late...79
HAWKSHAW HAWKINS: One White Rose...77

NEAL JONES: Maybe Next Week Sometime...74
GRADY MARTIN AND THE SLEW FOOT FIVE: Jalouse...72
CHARLINE ARTHUR: Please Darlin' Please...71

(Continued on page 79)

Carl does it again!

ANOTHER BIG HIT

CARL SMITH

singing

IF YOU SAW HER THROUGH MY EYES

(You'd See Her Differently)

and

GO BOY, GO

Columbia 21266



For Personal Appearances Contact

JAMES DENNY

**WSM ARTISTS SERVICE BUREAU
WSM, NASHVILLE, TENN.**



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:

ANNIE HAD A BABY (Jay & Cee, BMI) — The Midnighters—Federal 12195
This follow-up to "Work With Me, Annie," could make it three hits in a row for the group.

Review Spotlight on . . .

RECORDS

ROY HAMILTON
Ebb Tide (Robbins, ASCAP) — Epic 9068 — Hamilton continues on his pop ballad kick, turning in an impressive performance of the erstwhile instrumental click.

Reviews of New R & B Records

MIDNIGHTERS
Annie Had a Baby85
FEDERAL 12195 — A Billboard "Spotlight" 8-21-'54. (Jay & Cee, BMI)

AM WASHINGTON
MERCURY 70439 — The wonderful Miss Washington gets a sock assist from a slick orchestration on a quick and powerful cover of the oldie currently getting plenty of sales action via the Four Aces' version.

GETTING BIGGER!
"LATER FOR YOU BABY" by GUITAR SLIM
Specialty records

Getting Bigger Every Day
From Coast to Coast
Both Pop and R&B
BLUE HOURS by the HOT SHOTS #1128

AVOY RECORD CO., INC.
58 Market St., Newark, N.J.

Billboard's Big Pick
FATS DOMINO
"I LIVED MY LIFE" b/w "You Can Pack Your Suitcase" #5301

Imperial Records
6425 Hollywood Blvd.
Hollywood 28, Calif.

Climbing Fast!
"DON'T YOU KNOW"
RAY CHARLES
Atlantic #1037

Atlantic RECORDING CORP.
WEST 54th STREET NEW YORK 19, N. Y.

both pop and rhythm and blues markets. (Goldens, ASCAP)
I Don't Hurt Anymore77
Another cover here—this of the fine country and western material. The gal is fine and, again, the backing is slick. (Hill & Range, BMI)

ROSCOE GORDON ORK
You Figure It Out76
DUKE 129—A driving beat, plenty of spirit and some nonsense riff lyrics add up to a hunk of wax which ops could use well in dance locations.

WILLIE LOVE AND 3 ACES
Way Back75
TRUMPET 209—Love and the combo deliver a sock reading of above-average material. Ops should go for it. (Globe, BMI)

JOE LIGGINS
Yeah, Yeah, Yeah73
MERCURY 70440 — Joe Liggins chants a story ballad about a romantic meeting above a brisk rumba blues backing. It all adds up to gay wax effort that could do well on the jukes. (Princeton, BMI)

THE LAMPLIGHTERS
Five Minutes Longer74
FEDERAL 12192—Good beat material is slickly handled by the group, sparked by a good lead voice and material reminiscent of "5-10-15 Hours." Good wax. (Armo, BMI)

VAL MARTINEZ-BILL DOGGETT ORK
At Last73
KING 4734 — Martinez delivers a powerful reading of the oldie. The boy uses some of the techniques of Johnnie Ray, Billy Eckstine, and other stylists. In all, he can make some noise if he gets enough deejay attention. (Felsi, ASCAP)

THE STRANGERS
Just Don't Care73
KING 4728—Rumba blues in Calypso style has an engaging beat, and the disk could please listeners and dancers. Juke boxes ought to find it attracts many nickels. (Jay & Cee, BMI)

DOOTSIE WILLIAMS ORK
No, There Ain't No News Today72
DOOTONE 345—The ork sets a good beat behind a vocal combo that does well by the cute rhythm ditty. Should get spins. (Dootsie Williams, BMI)

EARL FOREST
Your Kind of Love70
DUKE 130—Forest projects nicely on a reading of an okay hunk of boogie blues material. (Lion, BMI)

Rythm & Blue Notes

By BOB ROLONTZ

Capitol Records had further strengthened its recently stepped-up rhythm and blues drive this week with the signing of Annisten Allen and Pepper Neale. The label expects to sign more r.&b. talent shortly. (See separate story elsewhere in this issue.) . . . Imperial Records is bringing out two new r.&b. disks this week—"The Real Thing" and "Mmm Mmm Baby" by The Spiders, and "Give It Up" and "Nobody But Jerry" featuring the Howdy . . . You, featuring the Howdy . . . You, Jerry Blaine, of Jubilee Records, reports signing Billy Ward and the Dominoes, and will record them this week. . . . Benny Carter marries Diane Day this month. . . . Three new Aladdin platters out this week include Charles Brown, "My Silent Love" and "Foolish"; Dolores Gibson, "Call Me, Call Me, Call Me" and "Hey, Little Boy," and The Dodgers, "You Make Me Happy" and "Let's Make a Whole Lot of Love."

Further proof of the strength of r.&b. tunes in the pop field is seen this week in the Billboard's Best Selling Pop Singles chart, which lists five pop versions of r.&b. songs among the top 30 records of the country. "Sh-Boom" is No. 1 and No. 14, "Goodnight Sweetheart, Goodnight" is No. 8, "What A Dream" is 21 and "Shake, Rattle and Roll" is 24. The Ink Spots have signed to headline the bill at the Apollo Theater, New York, over Labor Day week, starting September 3. . . . Billy Ward and booker Joe Glaser settled their six-month feud last week. Ward reportedly receives a financial settlement on one of his claims, and Glaser bows to Ward's demand that his American Guild of Variety Artists contract, which was to run thru 1958, be scrapped, and an American Federation of Musicians agreement, effective only until April, 1955, be substituted. Under the new pact, Glaser will personally supervise all bookings of the Dominoes.

Other Records Released This Week

Popular

Betcha; In My Sloppy Serape — Virginia Richmond, Chesterfield 348
Don't Send Me Roses; It's a Long Hard Road—Marjorie McCormick, Hit 101
I Want You to Want Me; That Special One—Pat Harding, Harmad 102
Looking Back to See; Stop! (Proceed With Caution)—Joe Lipman Ork, M-G-M 11798
So I Said Yes; Octopus—Virginia Richmond, Chesterfield 349

Country & Western

Down, Down, Down; Don't Cry Over Spilled Milk—Hank Hammer, Chesterfield 350
I May Not Be Much of a Fellow; Steel Mill—Cecil Ray-Al Petty, Starday 157
If I Had to Do It Over; Little White House on a Hillside—Merle Everts, Hillite 103
Kiss Like That; Lonesome—Les Chambers, Starday 158
Ragging a Call; Susie—Joe Lewis, Intro 7018
Singing a Medley; I'm Gonna Lock My Heart—Joe Lewis, Intro 7012

Rhythm & Blues

Get High Everybody; Let Me Down Easy—Lil' Son Jackson, Imperial 5300
Hurry, Hurry; Wino—Pee Wee Crayton, Imperial 5297
Toast of the Town; Who Dat?—Brother Lee Roy and Ork, Epic 9067

Jazz

Always; I Cover the Waterfront—Johnny Miller Quintet, Sabre 109
Soft Winds; What's New?—Bill Jennings Quarter, King 4735
That Man of Mine; Mambo With Moody—James Moody Ork, Prestige 890
Tijuana; Wildwood—Art Farmer Ork, Prestige 891

THE CASTELLES
Over a Cup of Coffee69
GRAND 109—Pretty bubbly is sung expressively by the combo, which manages to project an unusual sound in this dinking. The sound alone ought to steer some attention its way.
Baby Can't You See60
Group does an okay job with the rhythmic item. Should pull some juke nickels.

LARRY DARNELL
I'm Gonna Change69
OKEH 7039—Free swinging delivery of a rhythmic item by Darnell. Listeners should like the way he promises to reform. (Sylvia, BMI)
Thank You, Darling63
Sentimental ballad is taken for a slow and gentle ride. Easy listening here. (Columbia, BMI)

Best Sellers in Stores

For survey week ending August 18

Table with columns: This Week, RECORDS, Last Week, Weeks on Chart. Lists top 10 records including Honey Love, What a Dream, Work With Me, Annie, Sexy Ways, Sh-Boom, Shake, Rattle and Roll, I've Got My Eyes on You, Just Make Love to Me, Hurts Me to My Heart, Your Cash Ain't Nothin' But Trash.

Most Played in Juke Boxes

For survey week ending August 18

Table with columns: This Week, RECORDS, Last Week, Weeks on Chart. Lists top 10 records including Honey Love, Work With Me, Annie, Sh-Boom, Shake, Rattle and Roll, Sexy Ways, What a Dream, Just Make Love to Me, Goodnight, Sweetheart, Goodnight, Your Cash Ain't Nothin' But Trash, I Understand Just How You Feel.

R & B Territorial Best Sellers

For survey week ending August 18

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.

Table with columns: City, RECORDS, Weeks on Chart. Lists top 10 records for Atlanta, Detroit, Los Angeles, New Orleans, New York, Charlotte, Chicago, Cincinnati, and St. Louis.

Reviews of New C & W Records

Continued from page 76

NEAL BURRIS Start the Music...71 COLUMBIA 21285—Burriss turns in a neat performance on a good hunk of country material. Should get spins. (Acuff-Rose, BMI)

JACK TURNER If I Could Only Win Your Love...71 V 5815—Nothing would be too difficult if only she'd say, "Yes." It's a cute item, pleasantly sung by Turner. Jockeys should spin some. (Acuff-Rose, BMI)

LOIS BUTLER Let Me Hold You in My Arms...70 V 5835—Thin-voiced chirp gets some delicately weird effects on this multi-tracked effort, ably abetted by suitably off-beat background. With plenty of promotion it could command attention and sales. (Embee, ASCAP)

DALLAS FRAZIER I'm Gonna Move Over Yonder...68 CAPITOL 2895—Frazier sounds like a cute enough moppet singer, and the ditty is cute, too. (Central, BMI)

BOBBY WRIGHT Little Paper Boy...65 DECCA 29221—If the vogue for Jimmy Boyd and other kid artists should catch on again, Bobby might be in the running. He sings very much in the Boyd style on this weeper. (Wallace Fowler, BMI)

Beginning to Go "I STILL LOVE YOU" Recorded by GEORGIA BROWN AND THE WHIPPOORWILLS on DOOTONE 346 ARLINGTON MUSIC PUB. CO. BMI P. O. Box 904 Jacksonville 1, Fla.

4 SPEED V-M MODEL 121 Cash-in on the new 16 2/3 rpm Audio Books with World's ONLY 4-SPEED portable phono! V-M Corporation BENTON HARBOR, MICHIGAN

Great Sales Are HARPening!! Insist on the original! THE HARP-TONES Singing Their Greatest WHY SHOULD I LOVE YOU b/w Forever Mine #109 Bruce Records \$1650 Broadway, N. Y. 19, N. Y.

SEMI-FLEX 10" or 45 RECORDS PRESSED - 15c - INCLUDING labels, carton sleeves, etc. Write for full particulars BEST PRESSING DEAL ANYWHERE ROYAL PLASTICS CORP. 1540 Brewster Ave., Cincinnati 7, Ohio

RECORD PRESSINGS Shellac-Vinylite-Flex 78 RPM-45-33 1/2 L.P. Test Pressings Free Small or Large Quantity Labels-Processing-Masters SONGCRAFT, INC. 1650 Broadway New York 19, N. Y.

Number of Releases This Week

Continued from page 76

JIMMY HARTLEY Don't Drop It...64 DE LUXE 2023—Hartley does okay, but entry is probably too late to attract more than token action on the cute novelty. (American, BMI)

JIM EDWARDS I'm So All Alone...62 HILITE 101—Weeper is sung with moving sincerity by Edwards. Some rural action is due. (AI Kennedy, ASCAP)

HANK HAMMER I Wouldn't Take a Million for Your Love...55 CHESTERFIELD 351—Hammer chants with enthusiasm of his attachment to his beloved. Okay wax. (Mac Heather)

Folk Talent and Tunes

Continued from page 76

Ohio, Kentucky, Illinois and Indiana... T. Texas Tyler played to capacity audiences at Bozeman, Mont., recently... Jimmy Dean and the Texas Wildcats down from Washington, D. C., to Portsmouth, Va., for a series of personals and store promotions last weekend... RCA Victor's Curtis Gordon off to Cincinnati last week for confabs concerning a possible big radio-TV deal... Mrs. Neva Starns, Beaumont, Tex., visiting in Hollywood last week.

King Records' Jack Cardwell just completed a whirl of activity, doing guest shots at the Circle Theater, Cleveland, and on the Pee Wee King TV show in Louisville and the Webb Pierce "Grand Ole Opry" show in Nashville. Jack will be back at his old stand at WKAB, Mobile, Ala., spinning country music shortly... The "Lawn Party" show, via WARL, Arlington, Va., aired from Warrenton, Va., last week at the National Country Music Championships. Ron Harold has joined the staff at WARL, coming up from WEPM, Martinsburg, W. Va... The Melody Mountain Boys set for a personal appearance at Ed's Hillbilly Park, Wytheville, Va., next week... Dusty Owens making a series of dates in Eastern North Carolina... Wild Bill Price, WCOJ, Coatsville, Pa., continues emceeing the shows at Sunset Park, West Grove, Pa. Hank Snow and Ray Price pulled good crowds in recent appearances there... Bill Monroe, of the WSM "Opry" show, guested on Jim Hall's WFNS, Burlington, N. C., show last week and played

Reviews of New Jazz Records

PAUL QUINICHETTE QUINTET I Can't Give You Anything but Love...73 DECCA 29197—Pleasant instrumental version of the oldie, with some nice sax work and a relaxed beat. (MHs, ASCAP)

BILLY TAYLOR TRIO Nice Work If You Can Get It...72 PRESTIGE 892—There's nice work here by the Billy Taylor Trio, with the leader turning in some bright piano stylings backed by Earl May on bass and Charlie Smith on drums. Jazz fans will like.

CHARLIE (LITTLE JAZZ) FERGUSON Low Lights...69 TIMELY 1008—A slow, sweet jazz item, with a good beat and competent sax and piano work. (Bess, BMI)

BILL JENNINGS-LEO PARKER QUINTET Solitude...68 KING 4733—Tender and mighty gentle treatment of the old standard, but done with imagination, too. Good late-hour wax. (Amer. Academy, ASCAP)

Table with 4 columns: Label, Pop, C&W, R&B. Lists various record labels and their corresponding chart positions.

Reviews of New Sacred Records

THE CHUCK WAGON GANG Tattler's Wagon...80 COLUMBIA 21293—The sacred group comes thru with a fine reading of a moralizer which is made up of a batch of familiar hymns and sacred tunes. Fine material and well done. (Four Star, BMI)

DON RENO-RED SMILEY My Shepherd Is God...73 KING 1377—Hymn with a waltz beat is sung warmly by Reno and Smiley. Its plea for a return to religion will be heard sympathetically by many. (Lois, BMI)

Since I've Used My Bible for a Road Map...76 Happy opus is handed a pleasant reading as the chanters harmonize closely.

Vox Jox

Continued from page 53

"A series of record personalities making a swing thru some of the New England clubs stopped by on my afternoon show. They were Vicki Mills, Dolores Martel and Cathy Carr... Mel Torme guested on Ralph James' "Private Line," over KMJ, Fresno, Calif.

Jack Wagner, KHJ, Hollywood, hosted Claude Gordon and played his new record, "Real Gordon."... Dick Doty, WHAM, Rochester, N. Y., tells us about his visit from Richard Hayman. "They hit Rochester around midnight, and their first stop was a phone booth. Their next stop, even before looking for a hotel room, was my WHAM studio. Hayman stayed with me all night until sign-off at 1 a.m. answering phone calls from listeners and discussing music with me."

SEND US YOUR THEME SONG LIST... HOW MANY TIMES USED WEEKLY?

This 'n' That Bill Taylor, WOR, New York, celebrated his 10th anniversary with the station on August 15.

Harry Gains, KTAE, Taylor, Tex., would like to contact Don James or Bill Dawson who were formerly at WORZ, Orlando, Fla... Jackie Barber, who previously had the all-night show at WRSR, Cleveland, is now doing a show on WSPD, Toledo, O.

Art Pallan, WWSW, Pittsburgh, celebrated his ninth year with "Record Hits" at the beginning of August... Dave Maynard, WHIL, Medford, Mass., would like to say "hello" to all the Emerson College men who left Boston to work around the country... Art King, WDSM, New Bedford, Mass., has this to say about Les Elgart: "He is a real

big rage in this area. Elgart is tremendous asset to the current move to revive the dance business. He's getting plenty of air time in these parts."

Fred Grewe, WHLL, Wheeling, W. Va., would like to extend his congratulations to all of the participants of "Star Night" in Cleveland. He says, "The greatest show I've ever seen. Hats off!... Jim Shell, WROV, Roanoke, Va., has some nice words for The Billboard. "Just a note to let you know how dependent I am on the 'Honor Roll of Hits' listing in The Billboard. I use the top 2 and supplement them with new pressings hot from the wax factories. This, of course, is not new but it still works fine. By the way, I find that nine out of 10 requests received are for the tunes listed on the 'Honor Roll!'"

YESTERYEAR'S TOPS—

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

- AUGUST 26, 1944: 1. Swinging on a Star 2. I'll Be Seeing You 3. Time Waits for No One 4. You Always Hurt the One You Love 5. G. I. Jive 6. I'll Get By 7. I'll Walk Alone 8. His Rocking Horse Ran Away 9. Amor 10. Is You Is or Is You Ain't? AUGUST 27, 1949: 1. Some Enchanted Evening 2. Room Full of Roses 3. You're Breaking My Heart 4. Again 5. Someday (You'll Want Me to Want You) 6. Baby, It's Cold Outside 7. The Four Winds and the Seven Seas 8. Riders in the Sky 9. Maybe It's Because 10. Forever and Ever

LOOK! A Gratifying Review Rating of 88 (probably the highest rating ever merited by a Spiritual) and Selected for the Billboard Spotlight

Review Spotlight on... SPIRITUALS

ORIGINAL FIVE BLIND BOYS I Wonder, Do You? (Lion, BMI) All Aboard (Lion, BMI)—Peacock 1731—One of the finest spiritual groups in the business, the "Boys" add to their reputation with an ultra-lovely religious ballad for the top side and a rhythmic reading on the flip. Both are potentially big items.

PLUS A Billboard Review with a whopping 88 rating

Reviews of New Spiritual Records ORIGINAL FIVE BLIND BOYS I Wonder, Do You?...8 PEACOCK 1731—A Billboard "Spotlight" 8-7-'54. (Lion, BMI) All Aboard...85 A Billboard "Spotlight" 8-7-'54. (Lion, BMI)

"I WONDER, DO YOU?" b/w "All Aboard" by the ORIGINAL FIVE BLIND BOYS "JACKSON HARMONEERS" PEACOCK RECORD #1731

PEACOCK RECORDS, INC. 2809 Erastus St. Houston 26, Texas

Demand for Comics Gains Thruout U. S.

By BILL SMITH

NEW YORK, Aug. 21.—Additional signs that comics were coming back in demand here and in other parts of the country, giving the comic industry something to look forward to.

Forty Gunty opens at the Habana here in October, getting a spot that many standard acts have angled for for months. In Chicago Schecky Greene was put on the bill at the Paree in a show headlined Ann Sothern, and did a terrific

headliner and is looking for comedy underneath, price is an important factor. It has long been discovered that a \$2,000 to \$3,000 comic doesn't do any more business than a \$1,000 comic. The high priced lads, those getting \$7,500 to \$10,000, are the business getters, and they're either not available or only a few places can afford them.

The result is that in the past few years interest in comics has slowly dwindled. Standard comics accustomed to getting 35 to 40 weeks a year for around \$3,000 to \$4,000, couldn't get 10 weeks, and even then they had to cut their prices to around \$1,000 to \$1,500, or just not work at all.

With new comics making a noise, a new interest is expected to start which will eventually spread to the standard comics. It is not expected that the prices will go up, but an increase in jobs is looked for.

SEC. WILSON TOPS COMIC

NEW YORK, Aug. 21.—Jackie Bright, comedy auctioneer and president of the American Guild of Variety Artists, is displaying an official letter with some pride. Bright worked a club date at Quantico, Va., for the Secretaries Conference.

A few days later he received the following letter: "Until I heard you the other night I didn't think there was a man alive who could keep up to the average woman when it comes to talking. I know different now. It was a rare delight for the members of the Secretaries Conference to have you visit the Army Post with Ted Mack and the Original Amateur Hour."

"Thank you very much for your generous spirit of co-operation and please accept my best wishes for continuing success."

The letter was signed, "C. E. Wilson, Secretary of Defense."

NEWS AT A GLANCE

4A Prexy Dulzell Asked To Take Over AGVA Org

NEW YORK, Aug. 21.—Dick Jones threw a monkey wrench into the wheels now grinding in the battle between the American Guild of Variety Artists and the American Federation of Musicians by demanding that the Associated Actors and Artistes of America take over AGVA. Wire was sent late Friday (20) night to Paul Dulzell, president of the Four A's, parent org of AGVA.

Jones, AGVA's Eastern regional head, demanded that the Four A's withdraw their charges against AFM to be placed before the AFL involving AGVA and instead examine Jones' charges against the AGVA brass. Pending such examination, the Four A's take over AGVA.

Jones accused Jack Irving, AGVA head, with "gross negligence and dereliction of duty—being pro-agent and having the AGVA board members in his

pay . . . betraying actors for the benefit of agents." Jones also leveled charges against Jackie Bright, AGVA prexy, for fomenting action "detrimental to AGVA and the labor movement." The wire, a copy of which was also sent to George Meany, AFL prexy, was signed by board members May Daniels and Frank Richardson, in addition to Jones.

The wire came on the heels of a meeting by Irving with the Four A's earlier that day where the Four A's were asked to file charges with the AFL against the AFM.

Irving, when asked to comment on the wire, said, "Jones was a paranoic. But if what you say is true then Jones, who is a disgruntled employee, has disregarded the standard procedure within the union by attempting to wash his dirty linen at AGVA expense. This proves his disloyalty to AGVA and displays his lack of fitness to remain in AGVA's service."

Bright could not be reached for comment.

CLUB OP SKEDS ONE-ACT PLAYS

CLEVELAND—The Alpine Village will drop the conventional night club shows and will do one-act plays instead. Reasons for the move, according to Herman Pirchner, operator of the club, is that a club, to continue in business, must give its patrons something that won't be seen on television. The second reason is that legit actors are usually cheaper than conventional cafe entertainers.

Shows will be staged in three-quarters in the round fashion, with Pirchner producing. Latter has produced tab shows in and around Cleveland on previous occasions, including "Guys and Dolls."

Under Ohio copyright law, hit musicals or legit plays can be shown in the State without paying royalties or rental fees providing they are advertised and produced as "streamlined shows."

In New York, Monty Shaff, (Continued on page 83)

BORSCHT BELT CIRCUIT IN DECLINE

Hardening of Traffic Arteries Leads Business to Closer Spots

NEW YORK, Aug. 21.—The reign of popularity which the famous Borscht Belt, in New York's Catskill Mountains, has enjoyed all these years, is now seriously being threatened by the resort hotels "just one hour's drive from Broadway."

New York's vacationers have discovered that just across the George Washington Bridge, within a radius of from 25 to 50 miles, there is a country atmosphere offering the same top-name entertainment and social activities which the Derma Road has boasted of for years. The hotels in this area have the added advantage of doing a tremendous amount of Sunday dinner business from people driving out to spend the day. They get swimming and athletic activities, plus

a show and dancing in the evening, for as low as \$5.

Singer's Hotel in Spring Valley has as coming attraction Jean Carroll, Joey Adams, Myron Cohen and Florine Manners. In addition to the permanent emcee, Murray Lane, the Monsey Park Hotel has upcoming Al Bernie, Joey Bishop, Jackie Bright and others. Gold- man's Hotel in Pleasantville has booked Jack E. Leonard, Harvey Stone, Phil Foster and Zero Moster. Green's in the same area offers Harry Ross as house emcee and TV names.

Among Mount Freedom's dozen hotels, the Pine Hill Lodge has Larry Weil, house emcee, booking thru Sy Martin a sophisticated type of entertainment. This house is unique in that it caters to young unmarried people.

Saltz' Hotel is in direct competition with the Catskill's top hotels. Other hotels here are Saenz and Lieberman's, booked by Eddie Ross. Eddie Luntz and Harry Stone are booking Asbury Park's Berkley-Carteret, the Monterey, Kingsley Arms and the Columbia.

The Catskill hotel operators have had a poor season and suffered a drop in business with most houses cutting out some shows and playing acts only on Saturday night. They are looking forward to the opening of the New York Thruway to hype the 1955 summer season, and to bring them closer to the city. But the legal speed limit and the tangle of traffic will still keep the Borscht Belt a couple of hours away.

Hilton's Rooms on New Look

CHICAGO, Aug. 21.—The Con- Hilton Hotel here, not only added a new decor in its Boulevard Room this summer, but also added a new 8,000-square-foot room to add to its convention facilities.

The Boulevard Room, which entered its doors May 27, held grand opening this week (17). The refurbished room, done in a scheme of blue and white, will undergo another in its series of improvements titled, "Skating Stars" and "Mingling Margie Lee." The Mer- Abbott revue will again be headed and choreographed by Bob Wilson. Costumes will be designed and executed by John S. and Bernard Peterson. Oral music again will be written and scored by Hattie Smith.

The new ballroom, which was built by lowering the ceiling of the old Boulevard room one floor, accommodates 1,000 persons at parties and 750 at dinners. The room will be called the Williford room in honor of the executive vice-president of the Hilton Corporation, Robert P. Williford.

U. S. Acts Featured in Vaude Bills in Stockholm Theaters

STOCKHOLM, Sweden, Aug. 21.—The vaude season is nearing its close, with all spots offering good bills for the wind-up, which in most cases will be September 12.

The China Theater has two American acts in its current program—Clifford Guest, ventriloquist, and Mitzi's Lucky Girls, who have been held over for their third month. Other big-time acts on the bill are La Bommie, exotic dancer; the Bingsters, vocal-guitar harmony; the Three Chiesas, jugglers; Reino, wire-walker; the Two Achilles, acro; Dos Dedios, comedy; Fred Allister, impersonator; Marriane and William Blacker, comedy dance team; Paul Arland, magic, and Eckert-Lundin's band.

The Grona Lund Tivoli has, for

its free attractions, the Pacita Tomas troupe, Spanish dancers; the Three Bragazzis, in a new comedy-musical act; Jacky Lupescu, juggler on wire; the Two Capellinys, roller skaters, and the Pabios, "wax-figure" novelty. Nojesfaltet's feature attraction is the ice-skater, Maj-Britt Ronningberg, who works on a small portable ice rink.

Trolle Rhodin's Zoo Circus and ice revue wound up its run here on Sunday (1) and was followed in by the three-ring Circus Althoff-Scott, which is set for a run.

Two American acts, the Deep River Boys, vocal quintet, and Rex Ramer and Eliene Marsh, novelty imitations, are featured in the Cabaret Hall in Liseberg Park, at Gothenburg.

Shecky Greene Set For Chez Return

CHICAGO, Aug. 21.—Home-towner Shecky Greene, in his first local appearance at the Chez Paree, garnered the affection of the audience as well as the operators of the house enough to win himself a holdover for the next show as well as return engagements for the next three years.

He closes with Ann Sothern Monday (23) and opens the following night with Dick Contino as the co-headliner. The Chez has also booked the MCA property for May 12, 1955, and again in 1956 and 1957.

CHICAGO.—Bill Polk has resigned as Chicago manager for the Willard Alexander Agency to join Art Goldsmith's Paramount Attractions. Polk was also formerly with General Artist Corporation and the Music Corporation of America.

SPEAKING OF LEGIT

By BOB FRANCIS

Radio and television may prove a bigger boon to legit than most realize. Radio Station WRVA, Richmond, Va., has presented a show called "Hayride!" for the past eight years with Sunshine Sue and her company. Comes September 13 Broadway's 8th Street Theater will house the show for a limited engagement. Also to be noted is the fact that three of the plays produced by the Theater Guild on TV for the U. S. Steel Hour will become stage properties — "Welcome Home," by N. Richard Nash (Helen Hayes is sought for the role which she played on TV); "Garden in the Sea," adapted by Michael Dyne from a Henry James story, and "Fearful Decision," by Richard Maibaum and Cyril Hume. Two others on the same program were sold to the movies.

As for Miss Hayes, she will appear this fall at the New York City Center in "What Every Woman Knows," the old Maude Adams vehicle, with Kent Smith co-starring and John Stix directing. For Broadway Miss Hayes is waiting to see what Charles MacArthur and Ludwig Bemelmán do with "The One I Loved Best," a script based on the latter's novel.

Brief notes on an otherwise quiet stem have Elmer Rice celebrating his 40th anniversary as a playwright Thursday (19), Elliott Nugent getting set to take over for Tom Ewell in "The Seven-Year Itch" and Ezio Pinza and Walter Slezak beginning to find their way around in the new musical, "Fanny." . . . Three shows have announced special performances for the Labor Day weekend—"Solid Gold Cadillac" Sunday evening, September 5, with Josephine Hull back in the cast; "Sabrina Fair," that Sunday afternoon and evening and a matinee on Monday (6), and "Tea and Symphony" with a Monday matinee. . . . Tallulah

Bankhead will be one of the first in town this fall with her vehicle, "Dear Charles," opening September 15. . . . Don Taylor is taking over for John Ireland in the new "Fragile Fox" Army drama, opening September 16 in Hartford, Conn. . . . Ronny Graham will assay a dramatic assignment in "Tender Trap," with Robert Preston and Kim Hunter sharing billing. . . . Gordon W. Pollack has named James Goodman and Everett Hart as his co-producers on "Black-Eyed Susan," upcoming Broadway show by A. B. Shiffrin.

Strawhat producers have penciled in a raft of new shows next week, some with an eye to Broadway. At Lucille Lortel's White Barn in Westport, Conn., is a musical revue, with 18 new songs by Sam Anderson. . . . Also in Westport at the Country Playhouse is "My Aunt Daisy," by Albert Haller and Joseph Schrank. Robert Ellenstein's the director. And the following week the Country Playhouse will premiere "Home Is the Hero," by Walter Macken. . . . The Pocono Playhouse, Mountainhome, Pa., gets Gypsy Rose Lee next in Anita Loos' "Darling, Darling," and the Hedgerow Theater, Moylan, Pa., will premiere "Unfinished Portrait," by Madeline Davidson.

A couple of new plays are getting a hearing in New Jersey—"Brother Cain," by Jerome Chodorov, this week at the Ivy Tower Playhouse, Spring Lake, N. J., and "Kittiwake Island," by Arnold Sundgaard, next week at the Mill Playhouse, Hammonont, N. J. . . . Edward Everett Horton is doing the rounds in the new "The White Sheep of the Family," playing next week at the Kennebunkport (Me.) Playhouse and the week of August 30 at the Triple Cities Playhouse, Binghamton, N. Y. . . . In New York City a new play by Charles Calitri, "Rickey," will bow next week at the Carnegie Recital Hall.

ACTS AND ATTRACTIONS

Helma Carpenter, Rummy Hop and other performers lost their wardrobes and music when Hackensack (N. J.) Stage Club burned down late Thursday night. Roy Gerber, of Gerber Fiess, who books the spot was told if he will continue to book Gerber said, "Sure! Know me I can book seven firemen?" Baum-Newborn is now book-a new spot in Albany operating at a \$2,500 weekly budget.

The Beachcombers will get a club, the Chamblere, Hull, N.C., then go into the Copa, Edinburgh. . . . Palmer House, Chicago, will go back to using a beginning with its next show. The Hotel Governor Clinton start using a WOR line three acts weekly on a coast-to-coast set-up. Tony Lane and His Air Trio are current there. . . . Ed Carson, doing a four-dayer

at Broadmoor's Hawaiian Village, did a big business. . . . The American Society of Composers, Authors and Publishers has filed suit against George's Club, Joplin, Mo., for unauthorized use of a song.

The Plaza, New York, has Julie Wilson opening September 16, and Genevieve comes in October 21. . . . Dean Jennings has resigned as branch manager of the American Guild of Variety Artists in Seattle. He will assume management of the Portland, Ore., branch of the Dave Sobol Agency on September 1. . . . Mrs. Marie (Mom) Panuzio, owner, operator and manager of Lenny's Wagon Wheel, one of the oldest and largest night clubs in Bridgeport, Conn., has retired after 21 years of operation. Lou Lenny Jr., her son, will take over active management.

Happiness Exchange

(Radio)

Cast: Big Joe Rosenfields and guests. Producer-director, Joe Rosenfields. Participating sponsors.

(WMGM, 12-2 a.m., EDT, Monday thru Sunday.)

Big Joe Rosenfields is back on the air. This time on WMGM's airtime, seven nights a week from midnight until 2 a.m.

There can hardly be anything new to say about Big Joe's "Happiness Exchange" program. He started it back in 1947, if memory serves, down in New Orleans, and has continued it on one station or another practically ever since. And there is no question that his agony hour format has now built up a host of listeners.

The last is undoubtedly due to Big Joe's evident sincerity as to what he is doing. He long ago found (perhaps to his own amazement) that most people are softies in wanting to help distress, provided the case was shoved under their immediate noses. At this Big Joe is adept, with the result that his "Happiness Exchange" notion brings in immediate financial response. The "cousins" call in as usual to contribute to the dire cases of need which he features on his program.

Good Aim

It all adds up to a fine, altruistic pitch. The Happiness Exchange Foundation is a non-profit org. contributions to which are exempt from tax. The receipts go for exceptionally worthy causes. Whether or not a listener finds Big Joe's collection approach right off the golden bantam stalk, is not to the point. It gets results.

In between thank you's and God-bless-you's, Big Joe sandwiches plugs for items like vitamins, skin salve, greeting cards, complexion cream and sleeping pills. In sum, "Happiness Exchange" is something of a combo of agony hour, revival meeting and medicine show, but Big Joe is still on the beam, and his main stock in trade is kindness and charity.

Bob Francis.

THE MORNING SHOW (TV)
CBS-TV, Thursday (19), 7-9 a.m., EDT (Caught Again)

"Today," which has long had the early morning TV field to itself, is in for plenty of competition. CBS' reshuffling of its "Morning Show," which has resulted in Jack Paar taking over as the featured personality, is a sparkling new property with considerable entertainment to offer.

Paar, a bright and witty performer, has been maturing all along as an entertainer and holds the show together remarkably well. He is backed up by a smooth group of entertainers—Pupi Campo, Jose Melis and Betty Clooney—each of whom deliver solidly in their own right. Campo, of course, is in a class by himself and one of these days will wake up as the lead in a situation-comedy. Miss Clooney showed class singing "Easy to Remember" simply and tunefully. Melis has long been one of the best jazz pianists around.

But it is Paar that sells the proceedings and it will be Paar that will build up the major following. He does occasionally have a tendency to be a bit too flip and cocky, which he should guard against, for it ruins his warm quality. Otherwise he is masterful with an ad lib story and gag. His handling of his interview with Margaret Truman was well done and his banter with Pupi is one of the highlights of the show.

The Bairds are another tower of strength. Their handling of the marionettes, as illustrated by "Moonlight on the Ganges," was enchanting puppeteering. The news is admirably related on a national and international level by Charles Collingwood, and by Harry Marble on the local level.

Leon Morse.

Les Brown

Jo Ann Greer, Butch Stone and Ray Simms.
(Blue Note, Chicago, August 11)

Les Brown and His Band of Renown are in here for a week's stand following an extensive one-nighter tour which will be resumed after he leaves here. The band is in top form and, thanks to many topnotch arrangements, pleases the crowd immensely, despite the fact that the room is small for a band of this size (17 men). Keynote in the band's appeal is the showmanship displayed not only musically but also in the

subtle clowning of the sidemen and the leader.

The high point of the show, which drew extended applause, was a highly technical arrangement of the "Nutmacker Suite." The number ran almost 10 minutes and was filled with musical enjoyment from start to finish, complete with numerous visual band tricks. The seatholders literally ate it up. This arrangement and others like it could be combined in a show designed solely for listening and watching rather than dancing, and could very well set a precedent in musical fare.

The band also played many of its trademark tunes, such as "Bizet Has His Day," "Brown's Little Jug," and "Street of Dreams." Jo Ann Greer, distaff member of the group, performed ably on "It Never Entered My Mind." Ray Simms was called on for vocal chores as well as trombone solos. Saxophonist Butch Stone does a topnotch job in singing novelty tunes and got much response for "I Got the Shiniest Mouth in Town."

Steve Schickel.

Palace, New York

Russ and Joy Sobey, Lou Folds, Milt Douglas, Los Romeros with Lolita, Rowena Rollins, The Charioteers, Wally Vernon, the Bernadette Phelan Dancers, Jo Lombardi ork.
(Reviewed August 20.)

With three comics on the bill, it just can't miss. If customers come in, they'll be entertained. Wally Vernon, in the next to closing spot, was seldom better. His casual bits of business, his chatter and even a couple of ad libs were done so easily, yet so skillfully, as only a guy who knows his way around a stage can do them. He was a smash hit.

Milt Douglas got his usual share of yocks, even though his material is straight from the cob. Douglas has been around a long time. He should know that "these - are - the - jokes" comments seldom get enthusiastic receptions.

Rowena Rollins has added a new bit since last caught. In addition to her standard Eleanor Roosevelt take-off she now does a "radio cooking lesson." The routine is a switch on the Guzzler's Gin thing usually done by male comics. She does it well and drew real yocks.

Sobey Hoofers

The show started with young girl-boy team of hoofers, Russ and Joy Sobey. The kids worked hard, with the boy using a chair prop for extra tap beats. Lou Folds followed with his comedy juggling act. He showed skill but only fair selling.

Los Romeros with Lolita, a flamenco trio, had a pretty wardrobe. The two boys did a nice job, but it was the girl who was the outstanding performer. Her dancing was only fair, but the gal has a radiant personality that sold all the way.

The other dancing team on the bill was the Bernadette Phelan Dancers, two males, one fem, in adagios. The gal used a prop mirror and opened with a piece of business via an offstage voice. The gimmick has possibilities, but it was the tossing around that drew the attention.

The Charioteers, four voices plus one piano, hit hard in the No. 6 spot with their chanting of standards plus a semi-spiritual. Sandwiched between Miss Rollins and Wally Vernon, the team did a fine singing job. They looked well and performed skillfully.

Pic, "The Raid."

Bill Smith.

Fran Warren

Lou Math's ork.
(Jimmy Fazio's Supper Club, Milwaukee, August 13.)

"You can't fight the Braves." No stronger evidence of the seeming truth of this new bit of practical philosophy in local nitery circles is necessary than the half house that showed up for Fran Warren's opening night.

Local citizenry, by and large, were either out at the County Stadium, had their ears glued to the radio listening to the game at home or were viewing All-Star football on TV. Not until later in the evening when the sports tilts wound up did the big, beautiful bistro come to life.

Miss Warren's performance required no alibi, however. The beautifully gowned eye-fel continued the parade of name acts with a big league brand of singing that should keep the welcome mat out here for her any time she's in the neighborhood.

From the outset, with "A Real

Gone Gal," she showed that she knows her way about a microphone. Rendition of the oldie, "Makin' Whoopee," was so distinctively delivered that it hardly seemed like the familiar evergreen. She followed with a brace of standard ballads using a strolling mike, meanwhile tossing off some very funny ad libs to the ogling front pewsitters.

Her version of her current M-G-M waxing, "The Man That Got Away," and "Somewhere Over the Rainbow" showed the lovely chanter at her very best and won the biggest mitt of the evening. Belting out of "Take Me Out to the Ball Game," with some special lines for the local situation, wound up her chores with the lass way out in front in the crowd's estimation.

Podium musical duties were capably handled by the Lou Math four-piecer.

Benn Ollman.

The Vagabonds

Maria Neglia, The Dunhills, Martha Ann Bentley, Cee Davidson ork.
(Sahara, Las Vegas, August 16.)

The top comedy nonsense of the Vagabonds, headlining the show this week, again demonstrates that these zanies can draw with the best in Las Vegas.

Some of their top routines almost defy description, e.g. their French and Hawaiian dance numbers and the Old West posse funfest. Highlights are a satire on television's top programs and a medley of old vaudeville routines, as well as the Vagabond standby, "Salt."

The Vagabonds also join in an insane "Ricochet Romance" delivery with their number two act, trick violinist Maria Neglia. On her own, Miss Neglia draws fine response with everything from a one-handed pizzicato to an imitation of a typewriter on the fiddle.

The Dunhills, a trio of precision tappers, come off nicely in the applause department, following Martha Ann Bentley with her solo dancing in the ballet style.

The Sa-Harem Dancers of the chorus line do the usual well-drilled job in opening the show.

Ed Oncken.

Four Aces

Bobby Monahan, Betty Madigan, the Mayo Bros., and Louis Basil's house band. Guest star for opening day only, Jack Webb.
(Chicago Theater, Chicago, August 20.)

The new show opening here found a rather unusual situation as far as regular openings here are concerned. The crowd outside of the theater was wrapped around the block, four and six deep, after the house had already been sold out for the first show. Special cordons of police were on hand and after the first show reinforcements were on their way. Police and ushers were stationed inside the theater at the climax of the show to quell any stage rushing which has happened here several times in the past few engagements. In addition, an extra cause for concern was the huge number of people waiting at the stage door for the stars to appear outside.

All this excitement was caused by the personal appearance of Jack Webb (who's picture, "Dragonet," premiered here today), and the Four Aces, long popular with Chicago's teen-agers, who are headlining the show. Amidst the popping of flash bulbs, which the teeners here carry like veteran newsmen, Webb proceeded to amaze the crowd with his apparent vast store of Chicago lore. He rattled off historic dates, places, and names like the Mayor at an election. However, he was using a highly successful stage trick, and was reading directly from a teleprompter placed in the orchestra pit unbeknown to the audience. He also used a very good gimmick by having professional beauties pass among the seat holders distributing film clips from flower baskets. About this time a near-riot started.

Second, and certainly not least, the Four Aces probably played to one of their best audiences. The howling of the younger set for these lads would make you think that they were the only act on the bill. The house was in a tumult after every number. Although each act, including the Aces, were cut short on time for the first day, they did manage to run off four numbers for a beg-off ending. The numbers were "Honey in the Horn," "Stranger in Paradise," "Wedding Bells," and "Three Coins in the Fountain."

Singer Betty Madigan also

NEW ACTS

LORD TEMPLAR (singer), Blue Angel, Chicago, August 16.

Lord Templar rounds out the show here with calypso songs and show-backing chores for the rest of the cast. His songs are well received and his voice is well liked by the calypso devotees. His biggest number is a double entendre tune with a title to match, "I Left Her Behind for You." He also sings "Roumania, Roumania" in yiddish for heavy response.

S. S.

LOUIS NAYLOR (Calypso dancer), Blue Angel, Chicago, August 16.

This lad is probably one of the better dancers seen on the calypso circuit for quite some time. His interpretation as well as delivery make for a highly entertaining sight act. His routines are well performed and contain plenty of action. His costumes are appropriate and one especially, which is nothing more than a loin cloth, is highly effective. His opening number is the "Mambo," which is followed by "Jungle." The latter is done with the loin cloth, greased body, and sprinkles of silver dust. All this is effectively used to enhance his interpretation of the jungle, a wild and highly demonstrative terp. Response very heavy.

S. S.

THE CHARMER (Calypso singer), Blue Angel, August 16.

The Charmer grabbed hold of the audience here and with plenty of stage savvy and a more than adequate voice, proceeded to establish himself in this circle as one of the better acts of this type. Altho a young lad, the Charmer displays various talents which include dancing and violin playing as well as vocalizing. Among his

drew raves from the enthusiastic crowd. She has a solid sell in her voice and plenty of looks to appeal across the footlights. She did "Gypsy in My Soul," "Do I," and got top response for her current recording of "Joey" on M-G-M. Her stanza also on beg-off status.

Comic Bobby Monahan, new to theaters and also to Chicago, went over in fine style with the house. His humor is light, clean and heavily dependent on situation jokes and props. His imitation of a man and a wife, as each one sees the other, is hilarious. His fat man routine, and he is fat, had the kids chuckling thruout. Also cut short in time, he had to cut much of his regular material for the first day, but even so, was called back for encores. His closing bit was a sharp imitation of Charles Laughton as the Hunchback of Notre Dame.

The Mayo Brothers, opening the show, displayed a fast duet of tapping feet, and shiny solo work. They got the show off to a fast start and held interest thruout by means of comic bits and hectic show-off solos. They also did a small but effective vocal duo and tap routine to "I Can't Give You Anything But Love."

Steve Schickel.

Billy Williams Quartet

Lou Math's ork.
(Jimmy Fazio's Supper Club, Milwaukee, August 9.)

Jimmy Fazio's sole regret is that he didn't book the Billy Williams Quartet in for a longer stay—much longer. The newly enlarged and refurbished supper club was packed every performance for the six days that they were here. Reservations flooded in as soon as their engagement was announced, and they kept pouring in all the way.

Two weeks prior to this nitery appearance the Billy Williams crew also pulled over 15,000 spectators in Milwaukee's Washington Park Temple of Music outdoor pops concert. The Saturday night "Show of Shows" TV'er has made this group one of the hottest draws Milwaukee has flipped for in some time.

This reviewer caught the show on a Monday eve when most spots hereabouts are just bidding their time. Fazio's bistro was s.r.o. and turning away trade.

Dinner Show

The dinner show was brief, and left customers clamoring for more. The lads stuck to their standard fare. "Dry Bones," "Constantinople" and "Ride, Red, Ride" earned tremendous applause. The only recent tune dealt out was "Sh-Boom," which was nicely fashioned into an audience participation bit.

The foursome's frenetic har-

offerings are "Matilda," "Hold 'Em Joe" and "Out De Fire." His best response was received on "Man Smart, But Woman Smarter," and "Don't Touch Me Nylon."

LADY EVA (singer-dancer); Blue Angel, Chicago, August 16.

Lady Eva sings authentic calypso and dances to native rhythms. She gets across well with the audience, especially the males. Her costumes, coupled with her figure, make for interesting viewing for the males. Her terping is limited to short fill-ins and group work.

GIGI (Calypso singer), Blue Angel, Chicago, August 16.

Gigi fills half of the distaff side of the bill and works in a few terp chores along with her singing. She has an okay voice for her work as well as adequate terping ability and looks. She does "My Island," "Better Woman" and "Panama'm Tombe." Most of her terping is done in chorus with the rest of the cast, and as is the case with Lady Eva, doesn't have much of a vehicle here to display single qualities.

MARTY ALLEN AND MITCH DE WOLF (comics), Bar of Music, Hollywood, August 17.

New comedy duo is in dire need of better material, sharper staging and more experience before playing spots such as this. Much of their banter is old hat and not performed well at that. Their imitations of such names as Frankie Laine, Louis Armstrong, Johnny Ray et al. are feeble and lack any degree of accuracy. Punch lines are extremely weak and draw little or no response. Act calls for tightening and plenty of road-work.

J. F.

mony and trademarked antics by lead man Williams satisfied their most rabid fans, and the place was loaded with them. Encoring, Williams scored solidly with the audience with his sincere introduction to his final offering, "I Believe," which was chanted with genuinely intense feeling.

Lou Math's music was excellent in both the show cutting and dance sets departments.

Benn Ollman.

Rose Murphy

Marty Allen and Mitch De Wolf.
(Bar of Music, Hollywood, August 17.)

Of nimble fingers and slight voice, Rose Murphy, the chi-chi girl, continues to entertain bistro fans with her brand of bubbling enthusiasm. In for a four-week run at the Bar of Music, the vocal pianistics of Miss Murphy, should have the fire department keeping a house count.

Lass relies heavily on her vast repertoire of standards, blending with a few of her well established disk clicks a la "Sweet Georgia Brown" and "Me and My Shadow." Her turn is well paced and she wisely exits amidst a loud clamoring for more.

Marty Allen and Mitch De Wolf, comic team, thoroly disappearing. (See New Acts.) The Gene Garf unit handles musical chores ably.

Joel Friedman.

George Gobel

Maureen Cannon, the Double-daters, the Three Hous, Charlie Fisk's orchestra.
(Empire Room, Palmer House, Chicago, August 12.)

George Gobel's return engagement here as usual brought a packed house with customers being turned away as early as an hour before show time. Armed with a salvo of new material, Gobel proceeded to keep the house in stitches from the start. Laughs were constant and left him hardly time enough to get the next yock across. His approach is beyond compare and his seemingly serious

(Continued on page 82)

DRAMATIC & MUSICAL ROUTES

King and I: (Capitol) Salt Lake City. Peter Pan: (Philharmonic) Los Angeles. Picnic: (Pabst) Milwaukee. Porgy and Bess: (Shubert) Boston. Seven-Year Itch: (Geary) San Francisco. South Pacific: (Royal Alexandra) Toronto. Time Out for Ginger: (Harris) Chicago. Wonderful Town: (Shubert) Chicago.

Copyrighted material

HOCUS-POCUS

By BILL SACHS

MAGICDOM mourns the passing of **Mrs. Brewerton H. Clark**, wife of **Sir Felix Korim**, magician, who passed on August 3 at her home on College Hill, Clinton, N. Y., under several months' illness. After the name of **Choi Korim**, she served for many years as assistant to her husband. She was awarded the World's Best Assistant in Denver in 1949. . . . **Arthur Schalek**, Montreal magic enthusiast and our faithful correspondent in those parts, is back on his home grounds after a fortnight's fishing jaunt to Lac Masson in Quebec. No report yet on the outcome. . . . **Dorny Dornfield** emceed the Magic Day picnic and show held at

Columbian Park, Lafayette, Ind., August 15, with nearly all pro and amateur magic in the area participating. **Dofa C. Brown** (Mysterious Brower) served as chairman for the show. Appearing on the mammoth "Stars of Magic" program were **George Paxton**, **Ansel DeLong**, **Professor Wright** and **Company**, **Mysterious Brown**, **Eddie Houlihan**, **Jimmy Trimble**, **Pogul the Magician**, **Valentine's Pet Parade**, **Dick Stoner**, **C. James McLemore**, **Nevin the Magician**, **Don Langell**, **Bob, Cicion Magian**, and **Company**, **Lillian Brown**, **Un-No-Me Walters**, **Kirk the Magician**, **Mysterious Lawrence**, **Charles Doell** and **Company**, **Vernon Carr**, and **Gene Keeney**. . . . **Harry Albacker**, the bashful baffle of Lorain, O., posts that **Bernard L. Kobel**, Frankfurt, Ind., photo peddler, has added a collection of 5 by 7 action shots of **Gertrude**, **Albacker's** pet python which performs card tricks, to his list of 1,500 human oddities which he sells at a dime a piece. It's also being bandied about that **Harry** is all set to join a New York ad agency as publicity director. . . . **Ray Brison**, magician and Side Show manager with **Hagen Bros.' Circus**, infos that he enjoyed a visit recently from **Bob Mason**, who does magic and went with the **Hunt Bros.' Circus**, and **Mr. Bernard**, former **Hunt Side Show magician**, who now resides and works at **Coney Island**, N. Y.

THE DUANES

Outstanding Adagio, Risle Handbalancing, Ballet and Acrobatics. Entire routine on table three feet high. Formal or semi-formal costumes for indoor or outdoor events

CURRENTLY PLAYING
ARMADA AGR. SOC. FAIR
 Armada, Mich.
 AVAILABLE AFTER
 SEPTEMBER 18

Contact
 c/o The Billboard
 Cincinnati 22, O.

8x10 GLOSSY PHOTOS AS LOW AS **5¢ EACH** IN QUANTITY

SEND FOR NEW PRICE LIST AND FREE SAMPLES TODAY!

MAIL GLOSSY PHOTOS IN ALL SIZES • POSTCARDS • BLOW-UPS • BLACK AND WHITE OR BEAUTIFUL NATURAL COLOR • SEE OUR PRICE LIST AND COMPARE BEFORE BUYING ANYWHERE • HIGH QUALITY SERVICE SINCE 1936 •

MULSON STUDIO
 P. O. Box 1941 • BRIDGEPORT, CONN.

SCENERY

Dye Drops, Flat Sets, Cyclorama Draw Curtains, Operating Equipment.
Schell Scenic Studio
 581 S. High Columbus, O.

BABY DEE
 Now Definitely Headlining at the
COTTON CLUB, ATLANTIC CITY
 Write to:
JOLLY LEGS
 2005 Paramount Theater Bldg.,
 New York City, Lickawanna 4-9449
 Suite 717-B-9, 1011 Chestnut St.,
 Philadelphia 7, Pa.
 WA 2-4677 and 2-3172

WANTED STRIPPERS-DANCERS
 Interested in steady work in New York Night Clubs. Must be experienced. Contact
TRIXIE ROGERS THEATRICAL AGENCY
 Earle Bldg., 1674 Broadway, New York 19. Phone: Circle 6-0986. Please send photos.

PHOTOS in MILLIONS
 QUALITY PHOTOS IN QUANTITY
 ★ 1,000 POSTCARDS — \$19.00
 ★ 100 8x10 — \$6.50
 ★ BLOWUPS — \$2.00 up
 Write for FREE sample & List 88
MOSS PHOTO SERVICE 350 W. 50, N. Y. 19

Minstrels' Costumes & Accessories
 CIRCULARS FREE
 Dance — COSTUMES — Clowns
 For all other occasions. Get in touch with
THE COSTUMER
 238 STATE ST. SCENECTADY 5, N. Y.

WANTED . . . All Show People to Know
RUDY ROUSSE
 Now connected with COMMUNITY MOTORS, selling America's Most Beautiful, Most Wanted Automobile
PONTIAC
 Come Out and Ask for the Theatrical Special. See Rudy Rousse, Asst. Sales Mgr.
COMMUNITY MOTORS
 2500 S. MICHIGAN, CHICAGO, ILL.
 Phone: CALUMET 5-4300

PROFESSIONAL COMEDY MATERIAL
"FUN-MASTER" for All Branches of Theatricals
 "The Original Show-Biz Gag File" (The Service of the Stars)
 \$1.05 PER SCRIPT. FIRST 13 FILES \$6. ALL 35 ISSUES \$25.
 ● 3 Bks. PARODIES, per Book . . . \$10 ● MINUTEL BUDGET . . . \$25
 ● 4 BLACKOUT BOOKS, per Bk. \$25 ● "THE BLUE BOOK (Gags for Stags) \$50
 ● HOW TO MASTER THE CEREMONIES — \$3.00 PER COPY
 ● GIANT CLASSIFIED ENCYCLOPEDIA OF GAGS — \$30.00 (Worth over \$1,000)
 NO C.O.D.'S
BILLY GLASON, 200 W. 54TH ST., N. Y. C. 19, N. Y. DEPT. BB CIRCLE 7-1130

BROADWAY SHOWLOG

Performances Thru August 21, 1954

DRAMAS

Anniversary Waltz	4-7, '54	157
Cain Mutiny Court		
Martial	1-20, '54	237
King of Hearts	4-1, '54	164
Oh, Men! Oh, Women!	12-17, '53	284
Sabrina Fair	11-11, '53	334
The Seven-Year Itch	11-20, '52	724
The Solid Gold Cadillac . . .	11-5, '53	332
The Teahouse of August		
Moon	10-15, '53	359

MUSICALS

Arabian Nights	6-24, '54	68
By the Beautiful Sea	4-8, '54	156
Can-Can	5-17, '53	540
Carousel	6-2, '54	93
Comedy in Music	10-2, '53	339
Kismet	12-3, '53	300
Pajama Game	5-13, '54	96

RECESSING

John Murray Anderson's Almanac	12-10, '53	228
Fifth Season	1-23, '53	598

George Gobel

Continued from page 81

attitude at times is hilarious. He sticks mainly to general situations and stays at the same audience level throat for top effect. He tells mostly of his troubles and tribulations concerning bowling balls, children, wives, etc., and much of the content strikes home visibly. At the finale he was presented with a bouquet of flowers jammed in the finger holes of a bowling ball. The crowd wouldn't let him off the floor till he had run way past schedule.

The **Doubledaters**, in town last at the **Chez Paree** and under the name of the **Foot Notes**, are still fresh and youthful appearing as ever. They come on with some fancy and fast vocalizing to a "Love" medley and then turn to a real showpiece for them, "The Old Soft Shoe." They wind up with a hectic routine to "Mr. Anthony's Boogie." The team is top-notch in both vocals and terping.

The **Three Hous-** two fems and a guy, turn out of the fastest juggling seen hereabouts in a long time. Their main forte is being able to switch places with one another while keeping the clubs in the air, doing sort of a three-way "ring around the rosie." They also perform from each others heads 'or good effect.

Cute **Maureen Cannon** made her first Chicago appearance with her singing, which is fresh from TV and Broadway. She has a well-versed voice and can range from versed tunes to ballads in a flash. She does "Wish I Could Shimmy Like My Sister Kate," "Joey," and "Red Hot Mama" in pleasing style and is well rewarded for her effort.

Show backing was ably performed by **Charlie Fisk** and his orchestra which was held over for this engagement.

Steve Schickel.

Freddy Martin

Sid Krofft, **Manola**, **Mera**, **Dorothy Hild Dancers**, **Bill Curtiss** and **Johnny Cochran**, **Lucio Garcia** and **His Latin Rhythms** play intermissions.

(**Edgewater Beach Hotel**, Marine Dining Room, Chicago, August 13.)

The house has come up with an unusual booking in which **Freddy Martin's** band takes the lead role in a musical titled "Stage Door." The **Dorothy Hild** production is placed in three scenes, with all talent on the bill playing the part of audiotapes for a show. **Freddy Martin** acts as emcee in the guise of the producer of a new show. Opening scene and last scene take place outside the stage door, while the second scene takes place on stage. The revue, written by **Marty Rubenstein**, was well received.

Sid Krofft, puppeteer, well known to Chicago audiences, reaps his usual big response for his clever manipulations. His act remains the same as previously. His highlights are the skeleton dance and the strip-tease bit.

Manola Mera paced the show with his singing of "Vesti La Giuba," "Mattinata," "Estrellita" and "Granada." His response is heavy. **Mera** scored with the parents by selling one of his numbers to several of the kids in the audience, complete with kisses on their foreheads.

The **Freddy Martin** seg, for the most part, is show backing, with the exception of a novelty in-

BURLESQUE BITS

By UNO

Vicki Wells and **Winnie Garrett**, two of burly's high-salaried headliners, are seriously considering taking over and operating **The Colony** in **Union City, N. J.** "It's authentic," phoned **Miss Wells** from her Fairlawn, N. J., home, "and the prospects are for a re-opening after Labor Day week." **The Colony** started a burlesque policy last season under the supervision of **Al and Betty Dow**. Added **Miss Wells**, **highly enthusiastic**, "Why not a pair of burly stars to go commercial? With our big following we sure can't lose." **Eddie (Nuts) Kaplan**, who discarded his comedian make-up to enter the booking field, has severed his business relations with the **Lou Miller** agency to set up an office of his own in **Room 804, Palace Theater Building**, **New York**. . . . **Anne Curtis** was forced to cancel her engagement at **Steve Brodie's** nitery in **Philadelphia** due to major surgery. . . . The **Hudson, Union City, N. J.**, re-opened for the season with a **Saturday matinee** on **August 21** with **Trudeen (featured)**, **Al Anger**, **Freddie Lewis**, **Barbara Curtis**, **Comet** and **Harry White**. Returned as producer is **Paul Morokoff**. . . . **Sally Goldstein**, secretary in **Milt Schuster's** **Chicago** booking office, has just returned from **New York** after attending a burly manager's meeting. . . . **Jack Hayes**, comic, shifted from the **Roxy**, **Cleveland**, to the **Palace**, **Buffalo**, last week. . . . **Lela Garder**, French striptease, is pulling good crowds into the **Navajo** **Hogan** in **Colorado Springs**, **Colo.** . . . **Cupid Valentine**, exotic dancer, is finishing a fourth week at **Ponze's** in **Rensselaer**, **N. Y.** . . . **Jimmy Roberts** is in his seventh year at the **88 Club** in **Denver** where he fills in between shows.

Gay Dawn writes that after a vacation in **Los Angeles** she came to **Seattle** to ride on the **Rivoli Theater float** in the **Sea Fair**, three-hour-long parade held during the town's famous **Sea Fair**

spired by the **Bing Crosby** saga. The clever routine spotlights **Crosby's** ever-present fame while others come and go. **Bill Curtiss** and **Johnny Cochran** handle the vocal chores on this entertaining bit. **Curtiss** does a good imitation of **Crosby** throat the entire bit. **Steve Schickel**.

Carl Ames

John Wohlk and **Elsebeth**, "Gogge," **Jorgen Samson**, the **Bizzaro Brothers**, the **Hartmann Trio** and **Aage Juhl Thomsen's band**.

(**National-Scala**, Copenhagen, Denmark, August 4.)

Carl Ames is not only a top-ranking performer on the harp but also knows how to please the mid-summer tourist crowds that currently are jamming this spot. After limbering up his fingers with a few runs, he swings out with "Some of These Days," segues into a tricky classic and then goes to town with "Donkey Serenade," "Easter Parade," "Over There" and "Tipperary," which net him an encore — for which he gives out with a medley of Scotch dance tunes, "Annie Laurie" and "Auld Lang Syne," with audience singing lustily. He passes up a show-stop, since he is doubling in the **Scala** midnight show.

John Wohlk and **Elsebeth** are a talented duo of ballet dancers who come on in two brief but peppy numbers, first of which is a polka-mazurka, and second is an amusing bit, "In the Hat Salon." Both are good in spins, and the male member also is good in lifts. It's a neat presentation.

"Gogge," pianist from the **Scala Bar**, comes on twice as relief for **Aage Juhl Thomsen's** band. He sounds like an alumnus of **New York's "Metropole"** — featuring such oldies as "Sonny Boy," "End of a Perfect Day," "Alice Blue Gown," etc. He plays for dancing during a second appearance.

Samson Magic

Jorgen Samson is a hard-working magician, but his output is spectacular rather than mystifying, consisting of pulling silks out of hats and bouquets of paper flowers out of his clothing until he has the stage completely cluttered up. The audience liked it.

The **Bizzaro Brothers** start off with the old disappearing bottle (Continued on page 83)

week, sponsored by the local Chamber of Commerce and climaxed by the **Gold Cup Hydroplane** races in **Lake Washington**. Others on the float, donated by **Mr. Mearkan**, the **Rivoli's** owner, were **Markan**, **Nina**, **Edi Rich**, **Cynthia Tier**, **Mary Monroe**, **Yolanda** and **Ginger Conway**. Adds **Miss Dawn**, "I start an engagement here **August 20** and expect to head east after closing in two or three weeks." . . . The **Empire**, **Newark, N. J.**, started a 1954-'55 season on **August 20** with **Shiva** and her snakes, featured; **Rene DeMilo**, added attraction; **Stinky Fields**, **Laura Bruce**, **Red Marshall**, **Gaby Williams**, **Maurie Wayne**, and **Jay David**, house singer. Producer is **Elna Laun**.

Bob Goodman, associate of **booker Milt Schuster**, has placed **Mrs. Tommy Marville** for four weeks at the **El Rey**, **Oakland**, **Calif.** . . . **Julie Gibson** completed a consecutive engagement of 18 consecutive weeks at the **Wedge** nitery in **Philadelphia** to go on a vacation before making a nationwide tour of clubs and theaters. Replacing her at the **Wedge** is **Carpen Hope**, direct from the **500 Club** in **New Orleans**. . . . Midwest circuit houses under **Milt Schuster's** Chicago booking office, skedded to open the season **September 9** with **George Murray**, **Eileen Hubert**, **Dick Dana**, **Earl Van**, **Barbara Sheridan** and **Linda Scott**, featured with **Jimmie Ferguson**, house singer; **Gayety**, Detroit, opening **September 16** with the same traveling principals; **Empress**, **Milwaukee**, opening **September 20**, also the same cast, and **Gayety**, **Kansas City**, Mo., opening **September 3** with **Al Anger**, **Harry White**, **Joey Cowan**, **Dotie Ivory** and **Barbara Curtis**.

LARRY GRISWOLD
 "The Clown Prince of the Diving Board and the Trampoline"
 Currently
5th Week
Radio City Music Hall
 1812 2nd Ave., S.E.
 Cedar Rapids, Iowa

24 HOURS SERVICE ON REQUEST
 Unsurpassed in Quality at Any Price

Genuine 8" x 10" Glossy Photos
5 1/2¢ EACH In 5,000 Lots
 6¢ in 1,000 Lots
 \$7.99 per 100
 Postcards \$23 per 1,000
 Mounted Enlargements (30" x 40") \$3.85
 Copy Negative 8" x 10", \$1.25 . . . Postcards, 75¢
 FULL COLOR POST CARDS 3M \$19.50
 A Division of JAMES J. KRIEGSMANN
COPYART PHOTOGRAPHERS
 Place 7-0233
 165 West 46th St.
 New York 19, N. Y.
 WE DELIVER WHAT WE ADVERTISE

When in **BOSTON**
 Get your mail at the
HOTEL AVERY
 Avery St. and Washington St.
 ALL MAIL HELD FOR
 ONE YEAR on request
 The Home of Show Folk

ORGANIST
 With personality, would like a position playing for special engagements. Favoring Blues, Jazz and Popular favorites as you like it. Prefer Hammond Spinnet Electric Organ.
EMMA VERA KING
 1014 Iowa St. San Antonio, Texas

Be a Booster for
MILTON SCHUSTER
 Now booking Exotics—Theaters—Night Clubs—Carnivals.
BOBBY GOODMAN IN CHARGE CLUB DEPT.
 127 N. Dearborn St., Chicago 2, Ill.

Carl Ames

Continued from page 82

gag, which they do quite well, but their hand-to-hand stunts and balancing on ladders and chairs are the better parts of their act, since they are excellent equilibrist and contortionists.

The Hartmann Trio closes the show with swift-paced fencing display by the two male members. They start off with a few sword-swinging tricks, the best of which is a swing that slices an apple resting on the throat of the fem. The wind-up is a realistic "movie" duel, with leaps onto and over tables, as they swing and lunge at each other. They use few props and no setting excepting a black cyclorama. As the closing act in this spot, they should figure out a socko exit bit to get the applause their efforts deserve.

All of the acts double in the Scala-Salen ballroom, with the Miller Sextet cutting the shows and playing for dancing.

Ted Wolfram.

The Roberts

Peggy Taylor, Mike DiSalle's ork.

(Top of the Park, Park Lane Hotel, Denver, July 28.)

The two stars of "What's on Your Mind?" do a commendable job of telling people exactly what's on their mind with a smooth running, table hopping, 40-minute show. As Eddie Roberts moves from customer to customer, he takes objects which include everything from jewelry to fraternity cards and innumerable kinds of identification cards and looks at them. Lucille Roberts, at the mike in mid-floor, masked and often with her back to Eddie and his seated guest, proceeds, apparently without cue, to tell everything and all that can be told about the object.

Eddie does a nice warm-up job to open the act, pointing out how dangerous it is to live with a woman who can read your mind, and, interspersing timely local jokes, he succeeds in getting the audience with him. When Lucille follows with more sprightly chatter, it is obvious that they are among friends.

The act, tho nothing new, is well done, moves smoothly and Lucille does a commendable job of smoothing out would be off-color or risque situations.

Thrush Taylor

Peggy Taylor, making her second U. S. stop after 10 months in Europe, was a bit scared on her opening night but made a serious effort to project a warm personality over the footlights. A few warm-up jokes fell a little short, but a sincere smile and excellent selling of a pair of numbers soon had the crowd with her.

When she discovered that she wasn't going to be boiled in oil, she relaxed her serious efforts of being vivacious and concentrated on singing. Her parodies of current hits are excellent, showing study of current events, news items and humor. Her mike side, intimate voice goes over well in the swank supper where Mike DiSalle and his ork do their usual fine job.

Bernie Gebhardt.

Harvey Norman

Patti Cates, Lita Linda, Jimmy Melfi's ork.

(Andres Tic-Toc Club, Syracuse, July 30.)

Harvey Norman is the best of the many new faces around, has a pleasing personality, is a good-looking kid, knows how to handle himself, sings well and is all around the most refreshing youngster caught recently.

He opened with "Falling in Love," then into a quick succession "Young at Heart," "Blackbirds," "Hasiba," "Never Walk Alone" and his first M-G-M recording of "By My Side"—all done in top-notch style. In a room where they are used to rough and ready singers, Norman had them eating out of his hand, so quiet you could hear a pin drop, and at close they just begged for more.

Patti Cates

Patti Cates, also new around here, showed a class acroballet routine. This new face deserves a better fate than this Tic-Toc room, for the gal has class, a knowledge of all types of dancing and her final acro specialty is thrilling in both execution and form. Miss Cates has looks, build, costuming and great choreography.

The rest of Tic-Toc show held an emcee and Lita Landy, stripper, both needed asset to a club that for the past year or two has been catering to a cliental demanding strips. That is why the Norman boy and the Cates gal stand out.

B.S.B

Calypso Follies

The Charmer, Lord Templar, Louis Naylor, Lady Eva, Gigi and Al D'Lacey and band, featuring Victor Manuel.

(Blue Angel, Chicago, August 16.)

The Blue Angel has come thru with a highly entertaining and authentic calypso show which should keep devotees coming in for the remaining eight weeks of the bill. Altho made up of entirely new talent, the show got off the ground immediately, and held a steady and professional pace till the finale. Staging is effective, and the use of two stages, front and back is a good gimmick here, for the entire cast at times goes dancing right thru the house from stage to stage.

The Charmer (see New Acts) should win himself quite a following for his delivery of calypso material. Lord Templar's vocalizing (see New Acts) also is worthy of note. The dancing interpretations of Louis Naylor (see New Acts) is probably the best caught here to date. Lady Eva and Gigi (see New Acts), both as a team and as singles, are highly effective in their vocal and terp turns.

Steve Schickel.

News at Glance

Continued from page 80

general manager of the Fuer and Martin production office, owners of "Guys and Dolls," said, "Under federal law a property right transcends a State law. We have stopped Pirschner and others before. If he or anybody else uses our properties without first making a deal with us we will stop them again."

CANADIAN AFM STILL HITS AGVA . . .

WINDSOR, Ont. — The Elmwood, a mammoth night club here, has been notified by Local 586 of the American Federation of Musicians, that after September 6 its musicians will no longer play for members of the American Guild of Variety Artists. Elmwood ops claimed they had a contract with the musicians that ran until January 6. Band of eight men and a leader have been there for seven years.

Georgie Jessel and a package booked by the William Morris office, is due here September 16. Elmwood indicated it would seek a restraining order against the musicians. Musicians' union officials were unable to be reached for comment. AGVA officials said outstanding contracts would have to be honored on a "pay or play" basis.

GABBY HAYES PULLS TOP MASS. CROWD . . .

NEW BEDFORD, Mass.—Gabby Hayes pulled 47,000 people to Lincoln Park here during his four-day last week. August 11 show, drawing 15,000, was the biggest Wednesday in the history of the park according to park manager, Roland Gamache.

VIRUS PNEUMONIA LAYS LEWIS LOW . . .

HOLLYWOOD — Jerry Lewis, suffering from a high fever as a result of virus pneumonia, missed his opening at Ciro's here Thursday (19). Dean Martin appeared, with Tony Martin and comic Alan King subbing for the absent Lewis. . . The Esther Williams-Ben Gage personal appearance tour kicks off in Hartford, Conn., September 10 with a three-day engagement at the State Theater. Swimming star is booked thru October 13, with dates including the Steel Pier, Atlantic City, and theaters in Columbus and Cleveland, O., and Detroit. . . June Hope Management has been set by the Del Mar Turf and Surf Hotel, Del Mar, Calif., as exclusive house booker. The Del Mar inaugurates a new policy of name entertainment carrying thru the remainder of the racing season now in progress there. First show under the new policy opened Friday (20), headlined by comedian Dave Barry and singer Kathy Janis.

DIVORCES

HINCKLEY—Eva (Skippy) Hinckley from Raymond Howard Hinckley, recently.

THE FINAL CURTAIN

ANDERSON—Russell, 42, actor and scenic designer, August 16 in Lunenburg, Mass. He died in his dressing room at the Lake Whalom Playhouse, there, after finishing his part in "My Three Angels."

ANDREWS—C. Ray, 73, widely known theater owner thruout Indiana and the Midwest, August 11 in Muncie, Ind. For many years he owned and operated the old Star, Columbia and Lyric theaters in that city. Born in Yorktown, Ind., he went to New York when he was 18 years old to study professional dancing and dramatic expression. Later he was engaged by the Davidson Stock Company and traveled with that company for three years, playing theater engagements thruout the East and Midwest. He later returned to Muncie and in 1908 organized the Andrews Theater Company. At one time he managed the Why Worry Company, a road show. The show featured Gene Cobbs and Verne Phelps, known to the trade as Buzz and Honey Gal. Survived by his widow, Edith; a son, George Darwin, Dayton, O., and two brothers, Forrest and Don, Cedar Key, Fla. Burial August 13 in Beech Grove Cemetery, Muncie.

ARNEY—Mrs. Sherlie, 53, wife of C. E. Arney Jr., secretary-treasurer of the National Association of Radio and Television Broadcasters, August 13 in Washington. In addition to her husband, she is survived by two sisters.

BECKER—George A., 76, former manager for the Wurlitzer Piano Company in Philadelphia, August 9 in Somers Point, N. J. He retired as manager of the small instruments departments of the Wurlitzer Company in 1941. Before joining the company he operated his own music conservatory in Philadelphia. Surviving are his widow, Gertrude, and two sons. Services August 13 in Philadelphia and burial in New Cathedral Cemetery there.

HENZE—Robert, 27, manager of the Midwest Amusement Company, recently in East St. Louis, Ill., of injuries sustained in a truck collision. Burial August 19 in East St. Louis.

HIRSCH—Jack, operator of Los Tropicals, Miami, manufacturer of tropical lamps and novelties, recently in that city. Survived by widow, who plans to carry on with the business.

ERWIN A. MATT

Born July 19, 1898—Died August 14, 1954. He was associated with Wisconsin Deluxe Company, Milwaukee, Wisconsin, for the past 22 years, during which time he became well known and made many friends among show people, and premium operators thru his sales contact with them; also with manufacturers and sales representatives in his capacity as our catalog man.

THE TORTIS

WISCONSIN DELUXE COMPANY

LYNCH—Jim, 69, for over 20 years advance agent on the Burdick Greater Shows, August 6 in Temple, Tex. Known to show people as Uncle Jim, he was also at one time with the C. R. Leggett, Al Baysinger and the T. J. Tidwell shows. Survived by a daughter and a sister, Mrs. R. D. Massey, Temple.

McAREE—Joseph, 73, pioneer film projectionist who was formerly in the carnival field, August 14 in Shore Memorial Hospital, Somers Point, N. J. He was a projectionist at South Jersey resort theaters for 30 years, coming to Ocean City, N. J., from the Lyman Howe carnival which in early days showed pictures in a tent. Services August 18 in Ocean City, N. J., with burial in Seaside Cemetery, Palermo, N. J.

IN MEMORY

Of Our Dearly Beloved
LIEUT. BILLEE L. HAMILTON
(BILLEE GARNEAU)

Who was killed in action in Sicily, August 23, 1942.

Wife, NANCY; Brother, TOMMY, and Mother, MIMI GARNEAU

He either fears his fate too much or his desserts are small, who dare not put it to the touch to win, or lose it all.

McCABE—Vince, 53, veteran concessionaire, August 14 in Hines, Ill. (Details in Carnival section.)

MacDONALD—Mrs. Marie E., 79, prominent Socialist and a costume designer, August 14 in New York. Besides a very active political career, she was associated with Dazian & Company and with Mme. Freisinger. Dazian is one of today's leading costumers, and Mme. Freisinger's firm designed most of the costumes for the Metropolitan Opera at the turn of the century.

MATT—Erwin A., 56, sales manager of the Wisconsin Deluxe Company, Milwaukee, August 16 in that city. He had been with the carnival supply firm for 30 years in various capacities. Survivors include his widow, Wilma; two sons, Edward and Erwin Jr.; and his parents, Mr. and Mrs. Edward Matt all of Milwaukee.

MUCKLER—Robert, 65, former secretary-manager of the California State Fair Sacramento, August 13 in Los Angeles. (See Fair Department for details.)

MURRAY—Billy, 77, tenor who made 4,000 records before 1925, August 17 at Jones Beach, N. Y. He left home at 16 to sing in med shows and small clubs in San Francisco. Called the Denver Nightingale, he recorded such songs as "If You Talk in Your Sleep Don't Mention My Name" and "Oh, You Beautiful Doll." His first recording date was in 1896. After which he became one of the great record sellers. His widow survives.

RILEY—FRANCES J., 46, for the past eight years radio engineer for Station KGBS, August 12 in San Antonio. Survived by his widow and a son.

SABASINE—Mrs. Anthony, 78, mother of Milo Anthony, Side Show operator on the Cettin & Wilson Shows.

IN MEMORY OF OUR FATHER

WALTER "WHITEY" LONG

Aug. 23, 1944

Mildred and Elizabeth

August 14 in Boston of a heart ailment. In addition to her son, she is survived by two daughters and three brothers. Burial August 18 in Boston Cemetery, Boston.

SCHNITZER—Louis, 68, founder in 1918 of the original Jewish Art Theater, August 18 in New York. His theater presented Shakespearean plays and current productions in Yiddish and offered his wife, Henrietta; Rudolf Schildkraut and Jacob Ben Ami as stars. After leaving the Art Theater he helped set up the Randforce circuit of film theaters, including the Garroll Theater, of which he became the manager. His widow, a daughter and two grandchildren survive.

STUTZMAN—Stanley E., 54, veteran outdoor showman, August 10 in Naval Air Base Hospital, Corpus Christi, Tex. For many years he was associated with Johnny J. Jones, Sheesley and World of Mirth shows. Survived by his widow and a son, John Robert.

IN LOVING MEMORY

OF MY BROTHER

PETER KOURMPATES



PASSED AWAY

AUGUST 28, 1952

Bill Kourmpates

TILYOU—Mrs. G. C., 84, widow of George C. Tilyou, founder of Steeplechase Park in Coney Island, August 15 in New York. (See Parks Department for details.)

TOOLEY—Howard, 57, public relations director of the Boys Clubs of America, August 16 in New York. Early in his career, he taught music in the public schools of New York and directed little theater groups. During the New York World's Fair he worked in the special events division, and received an Award of Merit for his pageants presented for the Court of Peace. The Chicago Century of Progress presented his historical dramatizations, "Midnight Ride of Paul Revere" and "The Betsy Ross Story." In 1950 he received a Freedom Foundation award for a pageant, "America, the Beautiful," presented by the Washington Sesquicentennial commission. This year in Winona Lake, Ind., a centennial celebration presented his musical pageant, "Pioneer Glory." For the Boys Clubs, he wrote and produced a number of plays for radio and TV, as well as educational films. He was the author of "The Television Workshop," a book of plays for radio and also of a textbook on radio productions. Survived by his widow.

TOSCANINI—Mrs. Cia Fornarelli, ballet dancer and teacher and daughter-in-law of Arturo Toscanini, the conductor, August 18 in New York. For three years she was prima ballerina of the Metropolitan Opera, later serving in the same capacity at La Scala in Italy. She had been director of the La Scala Ballet Academy and had danced thruout the world. As a choreographer, she also achieved some note. Her husband, a son, two sisters and a brother survive.

IN MEMORY OF

BILLY WILLIAMS

Who passed away

August 24, 1953.

A wonderful Husband and Partner.

You are and always will be in my heart.

GLADYS WILLIAMS

IKE GIVES ILLINOIS STATE 225,000-DAY AT GATE

Added Free Gate Time for Two Political Days Cuts Receipts

By HERB DOTTE

SPRINGFIELD, Ill., Aug. 21.—President Eisenhower Thursday (19) gave Illinois State Fair here a record-breaking single day's attendance of 225,000, but as of tonight, the fair after nine days of its 10-day run, lagged behind '53 in paid attendance.

In part, Ike's appearance was responsible for the dip in the paid gate. On the day he spoke, the gate was open to all-comers until 2:30 p.m. to conform to his speaking time. This contrasted with the noontime deadline on past GOP days and deprived the fair of gate admissions during the peak of the fair's normal turnout.

Moreover, as the free gate was extended on the Republican Day, it also was extended for the same length of time on Democratic Day, Wednesday (18), when Adlai Stevenson was the principal speaker. Thus, the appearance of Ike cost the fair five hours of its best paid gate time.

True Up Crowd Estimates

Sunday (15) yielded a huge turnout for the fair, but it was Veterans' Day—when all ex-servicemen were admitted free—and inasmuch as everybody and his brother claims to be a veteran, this meant that practically all of Sunday's big turnout was admitted free.

Under the direction of the new fair secretary, Strother Jones, a conscientious effort is made to give realistic estimates of attendance. Thru Thursday (18)—or after eight days of the run—attendance was estimated at 805,000. In contrast, the paid attendance to the same point was 214,000. The latter figure reflects a free gate after 6 p.m. daily, free admission to youngsters on Children's Day, the Veterans' Day and the 9 a.m. to 2:30 p.m. free gate

periods on Republican and Democratic days.

Rain Takes Cut

Rain Tuesday (17) cut into attendance. It washed out the afternoon program of grand circuit races, and Thursday night (19) it canceled out a performance of the Barnes-Carruthers revue in front of the grandstand, washed out a performance of "Ice Vogues of '54" and took a big cut out of midway business.

Amusement Company of America, again on the midway, was hit by rain two other nights at times when midway crowds were biggest—Saturday (14) and again Wednesday (18), yet the ACA in the first nine days of the fair registered a 12 per cent higher ride and show gross than it did for the same period last year.

Midway Icer Up

The midway and "Ice Vogues" were the two major attractions

which showed increases over last year. Both the night and afternoon grandstand business was down an estimated 15 per cent due largely to rained-out programs.

Night grandstand program Monday thru Friday was the Barnes-Carruthers revue and fireworks by Thearle-Duffield Fireworks Company, Chicago. Matinee grandstand offering over the same period was grand circuit horse races. Auto races this afternoon were staged to a capacity grandstand, and motorcycle races are expected to do the same tomorrow.

A program, featuring Phil Spitalny and his all-girl orchestra, plus singer Frank Parker, comic Will Mahoney, the Harmonicats and the Rundells, trampoline, staged tonight, drew a good grandstand crowd. This program was booked thru the Barnes-Carruthers office, Chicago.

Strother Jones, in his first year as the fair's No. 1 man, has succeeded in developing a co-operative spirit with the various State agencies and with the many varied interests participating in the fair, a development which augurs well for the improvement of the fair.

Show people were quick to sense this spirit, and as the fair neared the end of its run were loud in their praise of the Jones approach to mutual problems.

Superior, Wis., In Strong Run; Midway Up 15%

Gate, Grandstand Hold Equal to '53 In Wake of Cele

SUPERIOR, Wis., Aug. 21.—The Tri-State Fair here thru Friday (20), fourth day of its six-day run, was making a surprisingly strong run.

Gate and grandstand attendance for the first four days were about equal with those same days in '53. Business on the midway, where the Royal American Shows are supplying the attractions, was up 15 per cent. And independent concessionaires reported receipts up from 5 to 15 per cent.

This strong business was in contrast with expectations, as the fair opened in the wake of the extended Superior Centennial Celebration, which had been climaxed by a pageant, carnival, etc., and it was figured that the fair would be hurt by the predating by that event.

The sharp increase in midway business has caused the greatest surprise, because the Royal American's gross last year constituted an all-time record here. Seegar Swanson, fair secretary, credits the midway increase to the greater earning power of the 1954 Royal American.

Gertrude Avery's Revue is the night grandstand offering. First two matinee programs, Thursday and Friday, consisted of talent contests with 4-H contestants, with 4-Hers from Carlton County, Minnesota, in one day; those from Douglas County, Wisconsin, the second day. Stock car races, to be staged by Hank Sommers, St. Cloud, Minn., were skedded for the last two afternoons.

The fair unveiled its new \$25,000 4-H dormitories, which provide housing for 75 boys and girls.

New Herschell Ride At Columbus, CNE

NORTH TONAWANDA, N. Y., Aug. 21.—The new kiddie ride put out this season by the Allan Herschell Co., Inc., called Jolly Caterpillar, will be in action at two major annuals in coming weeks.

The company announced one will be at the Gooding Amusements midway at the Ohio State Fair, Columbus, August 27 thru September 3. Another will be operated by the Conklin Shows at the Canadian National Exhibition, Toronto, August 27 thru September 11.

The ride was first introduced at the Florida State Fair, Tampa, last spring.

Hoosier Fair Adds Cisco, Cycle Races

INDIANAPOLIS, Aug. 21.—The Indiana State Fair will open its attraction program this year with a two-day rodeo headed up by Cisco Kid and Pancho. Western entertainment will take over the grandstand on the opening Saturday and Sunday with matinee and night shows on both days.

Motorcycle races have also been added to the program this year. An eight-mile National Final Race will be held in front of the grandstand on the final Saturday, September 11. The event will be co-sponsored by the Indianapolis and Midwest Motorcycle clubs and sanctioned nationally by the American Motorcycle Association. Nine races are scheduled with time trials at 9 a.m. the first heat set for 12:30.

Rodeo tickets are pegged at \$1 for adults and 50 cents for children. Cycle events will go at a flat dollar.

Cisco Kid and Pancho recently played Indianapolis with the Tom Packs' Circus.

Calif. Fair Sets Water Ski Troupe

SACRAMENTO, Aug. 21.—A grandstand feature of the California State Fair and Exposition on September 5 will be a presentation of the Sacramento Water Ski Association featuring Vern Crary, who flies on a kite. Fred A. Heitfield, director of special events, said. The fair opens September 2 for 11 days.

Scene of the show will be the lake in the race track infield.

Crary's feat, Heitfield explained, is done while he is towed on skis behind a motor boat and takes off from the water at approximately 45 miles per hour. He soars to a height of 90 feet and settles again on the water as the boat slows.

PRESIDENT IKE TO VISIT IOWA STATE ANNUAL

DES MOINES, Aug. 21.—President Eisenhower will visit the Iowa State Fair here Monday, August 30, the third day of the 10-day event.

The appearance will be Ike's second within two weeks at a State fair. On Thursday (19) he spoke at the Illinois State Fair, Springfield, where his appearance was credited with giving the fair a record-breaking 225,000 attendance for the day.

Ike's visit here will mark his third to a major State fair since he became President. Last year he was the guest of the Eastern States Exposition, Springfield, Mass.

As a five-star general, Ike had visited the Minnesota State Fair, St. Paul, and the Nebraska State Fair, Lincoln.

His stay at the fair here will be for an hour, according to word received this week by fair officials.

Brockton Fair Names Carlton Larson Mgr.

BROCKTON, Mass., Aug. 21.—Carlton J. Larson, secretary-treasurer of the Chautauqua County Fair, Dunkirk, N. Y., has been named manager of the Brockton Fair and will assume his new duties October 1. He succeeds Frank H. Kingman, who is taking over the managerial reins at the Winston-Salem, N. C., annual.

Larson has headed the Dunkirk fair since 1947, when the board engaged him as its first full-time manager. This year's annual there opens its six-day run on Labor Day.



CARLTON J. LARSON

Edmonton Fair Grosses \$10,613 On Henie Icer

Board Members Tentatively Okay Pageant for 1955

EDMONTON, Alta., Aug. 21.—The Edmonton Exhibition Association received \$10,613 as its share of the Sonja Henie ice show this year, but \$4,000 to \$5,000 of this amount went to cover lighting, stage crews and other expenses. This summing up was reported by James Paul, fair manager, at a recent board meeting. The Henie show was an added attraction this year, operating in the coliseum, with the regular grandstand revue.

Paul said that the ice show might have accounted in a large part for the decrease in attendance at the evening grandstand shows, which fell off this year.

The board approved in principle the substitution of a pageant marking Alberta's 50th anniversary for the regular night grandstand show in 1955, provided suitable financial arrangements can be reached with the provincial government. Staging of the pageant is also dependent upon other fairs on the Western circuit approving such a presentation for their shows as the Class A grandstand entertainment is bought as a package deal.

Paul pointed out to the board that lack of adequate storm sewers endangers the foundation of the exhibition's grandstand and lack of proper water pressure greatly increases the danger of fires in buildings on the fairgrounds. The lack of proper sewers has caused flooding of the grandstand basement, he said.

Toledo Arena Sets 2 Expos

TOLEDO, Aug. 21.—The Sports Arena here has booked two full-week exhibitions for the fall season.

One is a food show, first in Toledo in 25 years, which will be September 19-26, sponsored by the Arena, Andy Mulligan, manager, reported. About 60 exhibitors are line up. Entertainers will be featured daily.

The second attraction is Toledo's first Do-It-Yourself Show, set for October 3-10, sponsored by the Junior Chamber of Commerce. H. F. Van Horn is in charge of arrangements for the show.

During his tenure of duty at the New York fair, several new buildings were added to the plant, entries of all types were increased steadily and the attraction program was broadened with particular emphasis on the grandstand show. In addition, expanded year-round use of the fairgrounds was developed including events such as wrestling, name band dances, auto racing, home shows and picnics.

A native of Jamestown, N. Y., Larson is a graduate of Jamestown High School and the Jamestown Business College, where he majored in accounting. He conducted his own direct-mail service business prior to taking over as manager of the fair. For the past two years, Larson has managed the home show in Jamestown under Lions Club auspices and an automobile show.

He is a former president and now secretary-treasurer of the Western New York Association of Fairs and a member of the New York State Fairs' Association and the International Association of Fairs and Expositions. He is married and the father of two children.

Shilling Signs 7 Sports Shows

NEW YORK, Aug. 21.—Seven sports show dates were signed by agent William Shilling last week, at a meeting at Licking Springs Trout Club.

Shilling acts will appear at the following shows, promoted by Mid-States Sports, Vacation & Boat Shows: Cleveland, January 3-9; St. Louis, 18-23; Indianapolis, 28-February 6; Cincinnati, 8-13; Fort Wayne, 15-20; Louisville, March 5-12, and Columbus, O., 22-27.

Attractions will include shooting acts, the Nova Scotia Guides in tank acts; retrieving dogs; Boyd Heath, Indian emcee, and Sling-shot Milligan. A flock of white mallard ducks, hailed as the only ones on this continent, have been booked into Boston, Detroit and the Campbell-Fairbanks New York show.

TRAILER MOUNTED KIDDIE AUTO RIDE



- Hauls behind your car
- Ready for operation in 30 minutes
- All steel trailer—platform lifts forming sides, equipment securely carried inside (see below)
- New Reinforced Fiber Glass Cars

Ready for Road



Manufacturers of Adult and Kiddie Chairplanes, Kiddie Space Plane, Atomic Jet Fighter, Boat Rides and Ferris Wheels.

SMITH AND SMITH
INC.
SPRINGVILLE, NEW YORK

NEW! Equipment

- ★ Rodeo Ride
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Kiddie Coasters
- ★ Shooting Galleries

TERM PAYMENTS
KING AMUSEMENT CO.
Mt. Clemens, Mich.

ENEMY
ROCK-O-PLANE
ROLL-O-PLANE
FLY-O-PLANE
OCTOPUS
MIDGE-O-RACER
BULGY THE WHALE

MINIATURE TRAINS
for EVERY LOCATION

MINIATURE TRAIN CO.
RENSSELAER, INDIANA

— 1954 WINNERS —
42nd Annual BIG ELI Fourth of July Contests
(Contest No. 1 for BIG ELI WHEELS)

Rank	Owner	State	Wheel	Receipts
1	Baker Shows	Ind.	#5	\$618.25
2	H. L. Schrader	Mo.	#5	504.50
3	Chas. Miller	Wis.	#5	495.40
4	Edw. Browning	Ore.	#5	460.40
5	J. J. Frederick	Mich.	#5	457.00
6	Arl Forcier	Minn.	#5	444.00

Average per Wheel for the day \$496.59. BIG ELI continues as a sure profit earner. Write for Price List A68 today. Read a full report of the contests in July-August BIG ELI NEWS.
ELI BRIDGE COMPANY
800 Case Ave. Jacksonville, Illinois

★ MERRY-GO-ROUND 3 abreast—children & adults

FINEST KIDDIE RIDES

- ★ ROLLER COASTER
- ★ WATER BOAT RIDE
- ★ WHIRL-A-ROUND
- ★ FERRIS WHEEL
- ★ LOCOMOTIVE TRAIN
- ★ ROCKET FIGHTER
- ★ CIRCUUS RIDE
- ★ JET AEROPLANE
- ★ CHAIR-O-PLANE
- ★ ELEPHANT RIDE
- ★ TANK RIDE

All rides complete, including fences, electric signs, ready to operate. Terms arranged. illus. circular free.

STANDARD KIDDIE RIDES MANUFACTURING CO.
201 E. Broadway, Long Beach, L. I.; N. Y.
Phones: Long Beach 6-7361 and 6-5594

Krasner's Denver Spot Scores With Stock Cars; Ballroom Off

DENVER, Aug. 21.—As local amusement parks go into the final weeks of the summer operation, Ben Krasner reports that tills in some parts of his Lakeside Park are off of last year's take while others are up. Lakeside's 140 acres have been utilized fully this summer with stock car races, food concessions and kiddie rides getting the lion's share of the business.

Ballroom business has been below par as compared to last year, Krasner reports, but he attributes it to local conditions, combined with the policy of utilizing a house band. For the first time, Krasner signed up a house band this summer, anticipating being able to bring in special attractions to supplement the bill. The house band, fronted by Eddy Rogers, has not proven too popular, Krasner asserted, pointing out that altho members of the band are from some of the country's leading outfits, it is not a name outfit. Krasner stated that he was unable to get some of the acts that he wanted and others priced themselves out. Traveling orks, however, like Russ Morgan, Jan Garber and Woody Herman have packed the huge ballroom during their one-night stays this season. With house attendance off, food and drink concession at the ballroom has fallen below last year's take also.

Crowds Jam Auto Track
The largest crowds in the history of the park are jamming the auto track two nights weekly for

stock car races. More than 5,000 paid admissions were taken in for a recent Sunday's races. A half hour television show from the track each Sunday shows just enough of the races to create good interest and has played an important part in building the crowds. More than 50 drivers participate in these races for purses that are among the highest in stock car racing in the West, Norm Engbloom, manager, says.

Most rides have been doing as well as last year, according to the operators, but rides located off the main midway are not getting the draw they should. Food trade has been good and exceptionally hot weather for long stretches has built the soft drink business.

Thriller Aids Barton, Vt.'s, Record Opener

BARTON, Vt., Aug. 21.—Barton Fair's record for opening night attendance, established last year, toppled Wednesday (18) as Jean LaJoie's Congress of Hollywood Daredevils drew a sellout grandstand and a packed infield. Matinee attendance was light but totals for the day ran close to 10,000 paid admissions.

The Canadian show, playing one of its first stands in the U. S., came here from a good season in the Eastern Canadian provinces, Leo Couture is in charge of programs. Of the eight drivers employed, top thrills are provided by Buddy Young, doing a ramp-to-ramp jump, and Buttercup Pierce, cannon stunt.

Toto Verette and Tiny Cole, clowns, work the track and on a trampoline. A new venture in the thrill field, it is owned by Charles LaJoie. Jean LaJoie, company manager, narrates the action.

Thursday thru Saturday (19-21) featured a race program with vaude acts and a revue-type show. Sunday (22) will see the Cherokee Oklahoma Rodeo taking over two sessions.

LaGasse Amusements No. 3 unit has the rides. Shows and concessions are booked independent.

Hobart Signs Strong Bill For Home Show

TROY, O., Aug. 21.—Hobart Arena here will launch its new season with a food and appliance show September 17-19, and a strong list of entertainers has been booked.

Among those set are the Mello Larks, Karen Chandler, Bobby Wertz and orchestra, Wendie Barrie Show from WHIO-TV with Jeff Carter and Barbara Rettig, Don Williams' puppets; the Walt Phillips Show from WLW with Marian Spelman, Dave Hamilton, Bob Bell and Zeke and Red Turner; Betty Ann Horstman of WLW-D, Virginia Patterson of WHIO-TV, and the Adaros' balancing act.

"Holiday on Ice" returns to the Arena October 15-21. This will be the icer's 10th anniversary tour.

High Winds Smack Fair At Neillsville

NEILLSVILLE, Wis., Aug. 21.—Clark County Fair suffered an unestimated amount of damage when high winds struck the fairgrounds here Sunday evening (15), blowing down considerable canvas and smashing scenery. No one was reportedly injured.

Concession tents of Schafer's Just for Fun Shows were scattered all over the grounds and much merchandise was destroyed in the upward of four inches of rain that followed the big blow. The complete set of scenery of the Charles Zemater grandstand revue was demolished. Wind picked up the set, tossed it some 40 feet into the air and smashed it to the ground.

The blow, which hit at close to 8 p.m., blew up suddenly after a calm period. Trees and wires were blown down all over the area and the fairgrounds was turned into a quagmire of mud following the heavy rain.

YOU CAN RELY ON ANY EQUIPMENT from

H. E. EWART CO.
ADULT RIDES — 3-Abreast Merry-Go-Rounds, KIDDIE RIDES — Ferris Wheels, Rocket, Airplane, Chair-O-Plane, Auto, Flying Horse, Pony Cart Ride. COIN-OPERATED — Cow Pony, Moon Rocket. Write for catalog.
Two Seasons to Pay—Bank Terms.

H. E. EWART CO.
707 E. Greenleaf St. Compton, Calif.
Phones: NEwmark 1-0808—NEvada 6-1976

NEW AUTOS FOR KIDDIE RIDES

Close out of heavy duty Autos made to sell up to \$235 each, now reduced to \$65.00. These are being sold way below cost to make room for our new 1955 models.

KING AMUSEMENT CO.
MT. CLEMENS, MICH.

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 on percentage basis. Eating Stand, Custard, Miniature Golf, Batting Range, Golf Driving Range and any other games suitable. **MAX CRUBERG, Standard Kiddie Rides Mfg. Co., 201 East Broadway, Long Beach, L. I.**

when Gooding says it's good . .

GOODING AMUSEMENT CO., Inc.
1300 NORTON AVE.,
COLUMBUS 8, OHIO
JULY 2, 1954

Allan Herschell Co., Inc.
N. Tonawanda, N. Y.

Gentlemen:

It affords me great pleasure to acknowledge delivery of the new four-abreast Merry-Go-Round. To say it is a beautiful ride is putting it mildly. The sixty horses four abreast create a great flash and an earning capacity second to none.

We operated this machine last week at the Mercy Crest Hospital Benefit Bazaar, Springfield, Ohio, and it did a capacity business several evenings. I checked several trips which the ride made and they averaged \$15.00 per load at 20c admission. The overall capacity was approximately \$200.00 per hour.

The workmanship of this machine is very fine throughout, the paint job is excellent and the lighting effect creates a tremendous flash at night. We had many compliments from the newspapers, the Committee and our friends in Springfield. They were very elaborate, with such remarks as "the most beautiful Merry-Go-Round they had ever seen."

The Indian heads on the inside scenery are very attractive and the outside metal cornice should last a lifetime. Needless to say the all-aluminum horses should last forever. The electric power fluid drive and timer function perfectly.

We are very proud of this ride. Please accept our sincere thanks for furnishing us such a splendid product. It is a job well done.

Sincerely yours,
GOODING AMUSEMENT COMPANY, Inc.
(Signed) F. E. Gooding
President

FEGooding/msa

. . . you can buy on it!

WIRE, PHONE OR WRITE FOR INFORMATION TODAY

ALLAN HERSHELL KIDDIE RIDES: MERRY-GO-ROUND • BOAT RIDE • BUGGY RIDE • PORTABLE ROLLER COASTER • SKY FIGHTER • TANK RIDE • JOLLY CATERPILLAR • KIDDIE AUTO RIDE and GASOLINE SPORT CARS

MERRY-GO-ROUND RECORDS, RECORD PLAYERS and TAPES • RIDE TIMERS • CANVAS TOPS • SIDE WALL and COVERS • PARTS and ACCESSORIES for ALL ALLAN HERSHELL and SPILLMAN RIDES

ALLAN HERSHELL
COMPANY, INC.
"world's largest manufacturer of amusement rides"
NORTH TONAWANDA, NEW YORK

BEFORE IT'S TOO LATE

I've been advised to take it easy and get an organization to handle the active part of the business. Therefore, I am considering disposing of my business—Assets over \$150,000.00, asking \$90,000.00; without real estate \$60,000.00. Can be moved. I will stay on to break in personnel if necessary. Only requirement is assurance that all our customers will be supplied with parts in the future. A wonderful opportunity for expansion, have several new rides planned. Can be promoted into a million dollar proposition. We just completed the best year since the war, and had the finest publicity ever given a ride manufacturer. Address

PAUL PARKER, c/o C. W. PARKER AMUSEMENT CO.
LEAVENWORTH, KANSAS

The TLT-A-WHIRL Ride
"Best Buy in Rides Today"

- ★ Very Popular and Profitable
- ★ Good Looking
- ★ Well Built
- ★ Economical and what a Repeater!!

SELLNER MFG. CO.
Faribault, Minnesota

For Sale—Two Garbrick Wheels

Used on our Shows this season. Can be seen in operation at the Centre County Grange Encampment Fair, August 25-September 2, Centre Hall, Pa.

GARBICK ENGINEERING
PHONE: EM 4-1403
CENTRE HALL, PA.

RIDES THAT REPEAT Unless a Ride has the ability to "repeat" it cannot be profitable. All National Rides are widely acclaimed for their unusually BIG REPEAT BUSINESS.

NATIONAL AMUSEMENT DEVICE CO.
Box 488, VAF Dayton 7, Ohio
Phone: MEIrose 2646

Builders of complete Kiddielands, Century Flyer Miniature Train, Trackless Train (needs no rails), Comet Jr. Coaster, large Coasters, Streamlined Coaster Cars for your Ride, Fun Houses, Kiddie Buggy Ride and Kiddie Ferris Wheel.

NATIONAL'S 10-HORSE DELUXE BUGGY RIDE

Elephants, Bareback Spark Fast Hunt Show

By IRWIN KIRBY
EAST MEADOW, N. Y., Aug. 21.—With its seven bulls as an anchor and the Loyal-Repensky riding act in the next-to-closing spot, Hunt Bros.' Circus is putting on a fast-moving show with no glaring slow spots. Show is in its 15th week and has blown only one performance, a night show in Fairbridge, Md., due to storm.

There is little emphasis on pageantry save for the opening spectacle, after which the org settles down to the business at hand—fast and solid circus, with good variety.

Loyal-Repenskys Starred
Guistino Loyal's five-member riding troupe highlights the program, which runs exactly an hour and a half. On the day caught, Loyal and Loyal, in Northport, N. Y., Don Francisco handled the microphone aptly and was well received by the straw house for his tight-wire act. Bonnie Bonta was back working dogs, after breaking an arm a while back in a fall during the archery act.

Other strong spots are Tanit Ika's animal hypnotism and blade act, and Don Phillips, juggling on unicycle. Ika is the concert attraction, working for 25 cents a head.

Combining with the menagerie makes an interesting attraction of the Side Show. It contains the elephant herd, camel, two llamas, zebra, two pongas, lion, bear, ant-eaters, leopard, badgers and 25 monkeys. Kiddie department contains raccoons, prairie dogs, chipmunks, marmosets, an ocelot, coatimundi monkeys, and other small animals. Menagerie travels in five cages, three of them with compartments for the larger animals. Side Show features Dagmar, working Punch and Magic; five Indians, and Alaska's northern wolves.

28 Show Trucks
Circus travels on 28 trucks, of which five are straight jobs and the other semis. There are 56 units in all, counting performers' vehicles. Five trucks were bought this year, one of them, a White, being used as elephant wagon.

Program of the Hunt Bros.' Circus follows:
Display 1—Opening spec. "The Circus in Parade." 2—Pony acts worked by Welby

Cooke, Charles Hunt Jr. and Eddie Hunt. 3—Lois Stanley, neck loop, flanked by Millie Mae Hunt and Mildred Hunt, swinging ladders. 4—Clown bit. 5—Don Phillips, juggler on unicycle; Diane and Louis Arley, balancing, and Margy Spitzer, juggler. 6—Clown bit. 7—Happy Spitzer, comic, with his mule, Frances, and collapsing wagon prop. 8—Three elephant acts, worked by Marsha Hunt, Capt. Roy Bush and Eddie Hunt. 9—Clown bit. 10—Don Francisco, on tight wire; Hazel and Marvin Case, tight wire, and Bob Stanley, slack wire. 11—Clown bit.

Display: 12—Bonnie Loyal, head balancing trapeze; Aggie Arey and Helen Devoe, webs. 13—Welby Cooke working six palomino Liberty horses. 14—Tanit Ika, animal hypnotist, blade walking and suspension with neck resting on blade. 15—Millie Mae and Diane, Rolla-Rolla; Hazel Case and Eddie Hunt, rolling globes. 16—Luis and the Oliver Sisters, balancing. 17—Three dog acts worked by Rae Sinclair, Bonnie Bonta and Bob Stanley. 18—Loyal-Repensky riding act. 19—Clown walk-around. 20—The Hunt elephants, in two rings.

Show staff includes Charles T. Hunt Sr., owner and founder; Charles Hunt Jr., assistant equestrian director; Harry Hunt, business manager; Edward Hunt, superintendent of transportation; Edward Schuster, general agent; Don Francisco, equestrian director; Lloyd Watton, leader of six-piece band; John C. Cloutman, press representative; Capt. Roy Bush, elephant superintendent; George Foster, bannerman; Albert Underwood, brigade manager with two trucks and four billposters; Welby Cooke, Side Show manager with June Badger, lecturer. Clowns are Rae Sinclair, Bobo Zeppe and Fran Mancacho.

Capell Opens Again
CHICAGO, Aug. 21.—The Edgar B. Buck's Circus has resumed its tour of the wheat belt. The circus, owned by H. N. (Doc) Capell, layed off several days because of bad business.

Packs Features Thrill Show at St. Louis Rodeo

ST. LOUIS, Aug. 21. — Tom Packs will produce the annual Firemen's Rodeo at Oakland Stadium here Tuesday (24) thru Sunday (29). The event follows closing of the Packs circus' summer season, which ended at Williamsport, Pa. (10).

Top feature at the rodeo will be selected stunts from the Lucky Lee Lott auto thrill show. Name cowboy acts have been used in the past.

Jack Leontini, Packs staffer, said that the ball park show lost no performance to rain this season. He said that all repeat dates on the route showed an increase in gross, particularly the Indianapolis stand because of the inauguration of a matinee promotion there.

Of the show's several new stands, Leontini said that some in Ohio were only mediocre. Best of the new ones was Warren, O., he stated.

Show equipment and the Tom Packs elephants have been taken to Packs' winter quarters at Collinsville, Ill., near St. Louis. There Silvers Madison is in charge of the bulls and Johnny Manko, property boss, is stowing equipment. A band top which was lost when it fell from a truck in the East has been returned to the show.

NEW DEVELOPMENTS

Hot Dog Broiler Unit Uses Conveyor Principle

MINNEAPOLIS, Aug. 21.—Medalie Manufacturing Company is marketing a new type weiner broiler that will automatically load and broil up to 300 hot dogs an hour, according to the manufacturer. It is entirely new in principle, has an endless conveyor that picks up the franks from an automatic loading chute and broils all sides evenly with infra-red heat. The skin of the weiner is never pierced as the hot dog rests in a wire cradle while going thru the cooking process. Thermostatically controlled heating element permits broiling time to be varied for rush hour or slow periods.

It is a counter-top unit of stainless steel, stands 26 1/2 inches high and takes up 11 by 13 inches of counter space. Weiners are loaded in the top chute, the moving conveyor picks them up, the infrared elements broil them as they are moved along and the hot sausage is unloaded at the bottom. Unit operates on 115 volts, A. C. and has a 60 cycle motor.—Medalie Manufacturing Company, 213 First Avenue, North, Minneapolis 1.

Beverage Dispenser Has Versatility . . .

KANSAS CITY—A new model Ice-o-Bar beverage dispenser is being marketed here by Manley, Inc. The unit, which is one of two new models added to the firm's line, is push-button operated, with automatic drawing. It is designed to serve both a large and small drink, the large drink by pushing the button twice, the smaller by one push. A counter lists each drink served to provide an accurate record. The machine has a sirup capacity of 12 gallons and is designed to serve more than 1,000 seven-ounce drinks at a temperature under 40 degrees when the incoming water temperature is 80 degrees. Its over-all dimensions are 45 inches high; 32 wide and 27 1/2 deep.—Manley, Inc., 1920 Wyandotte, Kansas City, Mo.

Jumbo Cups For Volume Biz . . .

KENSINGTON, Conn.—A new big drink soda cup called the Jumbo has been introduced by American Paper Goods Company here. The new cup features Jumbo elephant in a bright red, white and blue color scheme and is available in 16, 20 and 24-ounce sizes. Along with the cups goes a promotion deal which includes back-bar streamers, stickers, counter cards, menu clip-ons, sandwich bags and paper hats, all tying in with the Jumbo theme.—American Paper Goods Company, Kensington, Conn.

Rotisserie Has Large Capacity . . .

PHILADELPHIA—A rotisserie that can hold from six to nine chickens and can be obtained with either gas or electric heating is being marketed here by Star Metal Manufacturing Company. The unit has infra-red heating elements mounted on parabolic reflectors which heat quickly and uniformly. The reverse-drive, three-spit back bar unit can in addition to chicken, barbecue turkey, ham, pork, beef and spare ribs at the same time. It is small enough for window or back bar use, the maker states.—Star Metal Manufacturing Company, Trenton and Ann streets, Philadelphia.

Cup Dispenser Handles Many Sizes . . .

KENSINGTON, Conn.—A cup dispenser introduced here will dispense any size cup by operating a simple screw adjustment. Called the Puritan Adjust-o-Size, it will handle cups from six to 24 ounces. It comes equipped with a wall mounting bracket.—American Paper Goods Company, Kensington, Conn.

Potato Chip Bag Maintains Freshness . . .

ST. LOUIS, Mo.—What is said to be the first polyethylene potato chip bag has been developed here by the Cupples-Hess Corporation. Higher cost of the package is offset by the ageless characteristics of the material which permit the user to buy a two-year supply, according to the maker. Savings realized on mass quantities make the new package competitive with glassine, usually purchased in three or four-month supplies. The bags are made from two-and-one-

half mil polyethylene which was selected because of its stiffness which prevents the chips from settling to the bottom of the bag. The rigidity is also said to retard chip breakage.—Cupples-Hess Corporation, St. Louis, Mo.

Fountain Unit Fits Shake Set-Up . . .

SEATTLE, Wash.—Sweden Freezer Manufacturing Company has introduced a special mix storage fountain unit for use with the firm's soft-serve freezers and Frigidmixer milk shake machines. According to the firm, the fountain unit has spacious refrigerated mix storage compartment, topping and sirup rail, and ample work space. It is designed to set between the soft ice cream freezer and the milk shake machine and provides the operator a ready 40-gallon mix supply. The topping and sirup rail consists of four crushed fruit jars, water and soda draft arms and four sirup pumps, including a lever handle chocolate pump.—Sweden Freezer Manufacturing Company, 3401 17th Avenue West, Seattle 99, Wash.

Coffee Prices Reach Peak, On Down-Grade

NEW YORK, Aug. 21.—Wholesale prices of coffee, which hit new highs early this spring due to a cut-back in production in South America, apparently have hit their peak and are on the way down. Several wholesalers here cut their prices on the green product 10 cents a pound as a result of the Brazilian government's easing its currency regulations with a view to pep up lagging sales of coffee. One wholesaler, Chock Full o' Nuts Company, cut its price even more, chopping a full 16 cents off its going rate. Big roasters, including Maxwell House and Chase & Sanborns, have not announced any declines and most of the big grocery chains have held their prices at the previous high levels.

The easing of ground coffee prices is also being felt in the market on instant coffee, which has been active since the green coffee market rocketed up. Martinson Coffee Company and the Aborn Coffee Company, both wholesalers of the instant product, cut their prices 5 to 12 cents a jar this week.

Chitwood Inks Dallas Pact

DALLAS, Aug. 21.—Joie Chitwood, operator of the auto thrill show bearing his name, has been signed to present 26 performances of his unit at the State Fair of Texas here this year. Show will, as usual, be held in Fair Park Speedway here.

POP BECOMES MEDICAL AID

LOS ANGELES, Aug. 21.—Carbonated soft drinks have become a useful medical aid in producing more accurate heart X-ray pictures, according to Dr. Eliot Corday. Gingerale, cola beverages or any carbonated beverages figure in the picture. The patient swallows seven ounces of pop and the carbon dioxide forms a gas which dilates the stomach like a balloon. This stretching effect thins the heavy stomach walls so that X-rays pass thru them easily and form a shadow picture of any part of the heart that may be lying behind them. Up to now, Dr. Corday reported, routine X-rays have not shown this because the lower part of the heart is not visible.

COMING EVENTS

- Arizona**
 - Eloy—Mex. Independence Day Celebration, Sept. 15-16.
 - Gila Bend—Celebration, Sept. 6.
 - Glendale—Mex. Independence Day Celebration, Sept. 15-16.
 - Nogales—Mex. Independence Day Celebration, Sept. 15-16.
 - Tucson—Mex. Independence Day Celebration, Sept. 15-16.
- Arkansas**
 - DeWitt—Ark. Co. Livestock Show, Oct. 13-16. Harold Hendall.
 - England—Fall Festival, Oct. 18-23.
 - Heber Springs—Cleburne Co. Livestock Show, Sept. 23-25. J. T. Edwards.
 - Hope—Third Dist. Livestock Show, Sept. 29-Oct. 2. Robert Silvers.
 - Jonesboro—Craighead Co. Livestock Show, Sept. 20-25. Norman Wimpy.
 - Lake City—Watermelon Festival, Aug. 30-Sept. 4.
 - Madison—St. Francis Co. Jr. Livestock Show, Sept. 27-Oct. 2. Jack Porter.

- California**
 - Delano—Harvest Holiday, Oct. 6-10.
 - Lamont—Cotton Carnival, Oct. 30-24.
 - 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.
 - Stafford Oaks—Celebration, Sept. 14-19.
 - Leon Broughton.
- Colorado**
 - Arvada—Harvest Festival, Sept. 10-11.
 - Ralph E. 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.
 - Bushnell—Centennial, Aug. 20-29.
 - Chicago—International Pet Fair, Sept. 21-26.
 - Chicago—International Dairy Show & Rodeo, Oct. 8-17.
 - El Paso—Sweet Corn Festival & Centennial, Aug. 23-28.
 - Grayville—Tri-State Oil Show, Sept. 4-6.
 - Vanel Smith.
 - Hoopeston—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.
- Indiana**
 - Hartford City—Street Celebration, Sept. 14-18.
 - Mitchell—Persimmon Festival, Sept. 28-Oct. 2.
- Iowa**
 - Hartley—Diamond Jubilee, Sept. 9-10.
 - Muscatine—Celebration, Sept. 6-7. A. Duffy, 719 E. Sixth St.
 - Waterloo—National Dairy Cattle Congress, Oct. 2-9. Ed S. Estel, 307 E. Rainbow Drive.
- Kansas**
 - Lawrence—Centennial, Sept. 23-28.
 - Pittsburg—Labor Celebration, Sept. 8.
 - Wichita—Territorial Centennial, Sept. 19-26.
 - Harry Peebles, 431 S. Main.
 - Wichita—Territorial Centennial, Sept. 19-26.
- Kentucky**
 - Renfro Valley — Homecoming, Aug. 30-Sept. 6.
 - Kentwood—Florida Parish Dairy & Agri. Festival, Sept. 15.
 - Villa Platte—Cotton Festival, Sept. 25-26.
 - Mervin E. Vidrine.
- Louisiana**
 - Crowley—International Rice Festival, Oct. 27-28.
 - Houma—Terrebonne Livestock Show, Oct. 10-11. William Lockridge.
 - Marksville—Louisiana Livestock & Pasture Festival Oct. 4-10. K. J. Ducote.
 - Opelousas—Louisiana Yambilee, Oct. 5-7. Billy Smith.
 - Winnfield—Louisiana Forest Festival, Oct. 13-16. R. C. Heard.
- Maryland**
 - Elkton—Cecl Co. Breeders Fair, Sept. 11. William Shelton.
 - Princess Anne—Livestock Show, Oct. 1-2. Howard H. Anderson.
- Massachusetts**
 - Amherst—Jersey Cattle Show, Aug. 25.
- Michigan**
 - Farewell—Celebration, Sept. 6.
 - 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.
 - Beizoni—Humphreys Co. Livestock Show, Oct. 18-23. M. E. Hill.
 - Booneville—Prentiss Co. Livestock Show, Sept. 23-25. W. T. Smith.

SEE

ALLAN HERSCHELL'S new Kiddie Ride, the "JOLLY CATERPILLAR" with GOODING AMUSEMENT COMPANY at Ohio State Fair, Columbus, Aug. 27 thru Sept. 3, or with the CONKLIN SHOWS at the Canadian Nat'l Exhibition, Toronto, Ont., Aug. 27 thru Sept. 11.

ALLAN HERSCHELL COMPANY, INC.
"world's largest manufacturer of amusement rides"
NORTH TONAWANDA, NEW YORK

FOR CONCESSION STANDS, REFRESHMENT BOOTHS, ETC.
"CHAMPION"
New Portable, Demountable STEEL TUBULAR FRAME
No lumber, no construction costs, up and down in a hurry. No tools needed. Rigid framework of 1 in. and 1 1/4 in. plated steel tubing. Anchors firmly. All sizes. Immediate delivery. Write today.
TURNER EQUIPMENT COMPANY
432 St. Aubin Ave. Detroit 7, Mich.

ADVERTISING IN THE BILLBOARD SINCE 1904
ROLL of FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED
CASH WITH ORDER PRICES . . . 10M \$12.60 - ADDITIONAL 10M's SAME ORDER, \$2.60
Above prices for any wording. Each change of wording and color add \$5.00. For change of color only, add \$1.50. Must be even multiples of 10,000 tickets of a kind and color.
STOCK ROLL TICKETS \$1.50
1 ROLL \$1.50
EACH ADDITIONAL ROLL SAME ORDER AT 75c PER ROLL
WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax. Must Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up to from your Last Number.

(Continued on page 105)

Our New "Perfection"



This is the Candy Floss machine that HAS EVERYTHING. Precision built spinnerhead, volt meter, heater rheostat, lightweight, all aluminum. No vibration, rubber mounted motor. You will be glad you decided on the PERFECTION. Free parts with each machine. Write today for full information.

ELECTRIC CANDY FLOSS MACHINE CO.
726 Benton Ave. Nashville 4, Tenn.

BIG PROFITS
WITH SOFT ICE CREAM



Sani-Serv DIRECT DRAW DAIRY FREEZER

WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
1348 STADIUM DRIVE • INDIANAPOLIS, IND.

POPcorn

APPLE STICKS
CANDY APPLE SUPPLIES - STAR POPCORN MACHINES - SEASONING - COPPER KETTLES
SNOWBALL FLAVORS - TIN SPOONS
ROASTED PEANUTS - HOT DRINK CUPS
ECHOLS ICE SHAVERS - PAPER CUPS
CUP DISPENSERS - SNOWBALL SUPPLIES
CANDY FLOSS MACHINES

Write for Prices - Telephone 236

KIRBY'S Products
15 FIKE AVE. • UNION, S. C.

8¢ PROFIT
ON EVERY 10¢ SALE!

with **SNO-MASTER** ICE SHAVERS

\$325 1/2 cash, balance C.O.D.
To established business with credit ratings: \$100 down, balance 9 equal monthly payments.



SNO-MASTER
124-B Hopkins Pl. Balto 1, Md.

POPCORN—SNO-KONES—COTTON CANDY—CANDY APPLES
and other Equipment and Supplies. Send for free catalog.
VICTOR POPCORN SUPPLY CO.
107 N. 17th St. Richmond, Va. Phone 7-5538

8¢ PROFIT
ON EVERY 10¢ SALE!

with **SNO-MASTER** ICE SHAVERS

\$325 1/2 cash, balance C.O.D.
To established business with credit ratings: \$100 down, balance 9 equal monthly payments.



SNO-MASTER
124-B Hopkins Pl. Balto 1, Md.

POPCORN—SNO-KONES—COTTON CANDY—CANDY APPLES
and other Equipment and Supplies. Send for free catalog.
VICTOR POPCORN SUPPLY CO.
107 N. 17th St. Richmond, Va. Phone 7-5538

POPCORN—SNO-KONES—COTTON CANDY—CANDY APPLES
and other Equipment and Supplies. Send for free catalog.
VICTOR POPCORN SUPPLY CO.
107 N. 17th St. Richmond, Va. Phone 7-5538

Machines and Dispensers
FLOSS • POPCORN • CANDY APPLES
SNOWBALLS • DRINKS

Plus . . . A Complete Line of Supplies!
Get everything from one source!

POPPERS SUPPLY CO., INC. of Phila.
1211 North 2nd Street GAYfield 6-1616
DISTRIBUTORS FOR GOLD MEDAL PRODUCTS



CONCESSION SUPPLY CATALOGUE

Our 1954 catalogue has been mailed to everyone on our mailing list. If you do not receive yours in the next few days, we will gladly send a copy upon request.

POPCORN | COTTON CANDY | COOK HOUSES
SNO-CONES | CANDY APPLES | GRABS

If you operate any of these stands, be sure you have our catalogue. Go along with Gold Medal this year and get top quality products at money-saving prices and the fastest service in the business.

GOLD MEDAL PRODUCTS CO.
318 E. THIRD ST. CINCINNATI 2, OHIO

Many Concessh Items Shown at Chi Exhibit

CHICAGO, Aug. 21.—Increased interest in outdoor food and drink concessions business was demonstrated here this week by a number of exhibitors at the trade show of the National Food Distributors' Association. The organization's annual convention, exhibition and sales conference was held in the Hotel Sherman, Monday (16) thru Thursday (19).

One of the firms that has entered the outdoor business is Frozen Farm Products, Inc., Altoona, Pa., who is selling a frozen chicken package designed for drive-in theaters and other outdoor establishments. The packaged chicken, which includes three pieces, is heated in five minutes in a deep-fryer. According to Web Calvin, firm's sales manager, the item has been getting excellent response in a number of Philadelphia area drive-in theaters and it will make its debut at fairs at the Michigan State Fair, Detroit.

Usually the chicken is served with French fries, a roll and cole slaw for around \$1 altho the menu and the price varies according to the establishment and the type of people. The chicken is packed 24 servings to the case. A deep fryer and a frozen food chest are necessary to operate efficiently, Calvin said.

A product designed as a concession item was Dough Pups, produced by the Chicago company bearing that name. Nick Monacelli Jr., who repped the firm at the show, said much interest was being shown for the item. It is a skinless frankfurter encased in a hand-made roll. These are then pre-cooked 75 per cent, frozen and put on sale. The complete hot dog and bun is placed in a dry oven and baked for 15 minutes at 400 degrees. In order to add relish, they are slit along the side. The dogs are packed four in a package and come in either Kosher or regular. Field tests in a suburban drive-in theater here have proved quite successful, with the sandwiches selling at 22 cents each, Monacelli said. He is eyeing baseball parks as another outlet for the item.

Carl De Weese, of Dell Food Specialties Company, Beloit, Wis., came up with several new products this year, and said he had developed a couple of new popcorn flavorings that would not be

introduced until the fall show of the International Popcorn Association here in Chicago. His new products here include potato chip dips in cheddar, bleu and barbecue flavors.

Adams Corporation, also of Beloit, displayed its line of popcorn and cheese wafers; B & B Enterprises, Chicago, had popcorn; Bettman Nut Company, Inc., New York, reported good interest in its line of nuts as did the Crown Nut Company of Kingston, Pa. Albert Dickinson Company, this city, was busy showing its popcorn line and F & F Laboratories, of Chicago, was on hand with its line of popcorn. Beverage people were represented by the Jup Company, Sycamore, Ill., and Presto Beverage Corporation, Brooklyn. Peanut Products Company, Des Moines, also exhibited its line of peanuts.

Loewy Designs New Cretors Corn Popper

CHICAGO, Aug. 21.—Raymond Loewy, world-famous industrial designer, is taking bows for his designing of the new popcorn machine now being shown by the Cretors Corporation. Loewy, noted for his design of products for Studebaker, Greyhound Bus, Lucky Strike and Coca-Cola, has been working on the Cretors' unit for the past two years.

Unnamed as yet, Cretors is conducting a contest in search of an appropriate title and is offering a prize of \$500 to the person who names the model. A panel of judges will include Walter Reade Jr., president of the Walter Reade Circuit; Fred C. Matthews, president of Theatre Equipment and Supply Manufacturers' Association; Trueman T. Rembusch, secretary-treasurer of the National Allied Theatre Owners; J. J. Fitzgibbons Jr., president of Theatre Confections, Ltd., and president of the International Popcorn Association; Clark S. Rhoden, an official of E. C. Rhoden Enterprises and The Popcorn Institute, and Loewy. Deadline for the contest is September 30.

According to H. E. Shrimas Jr., director of sales for Cretors, the new machine is based on the results of an intensive study of popcorn merchandising problems. One of the conclusions, he said, was that popcorn machine design had become so static that the popcorn machine is too often "taken for granted." "It is more or less accepted as part of the background and, therefore, too frequently it fails altogether to do its share of calling attention to and merchandising a high-profit impulse item. The new machine is a real traffic-stopper and will definitely provide a glamorous new focal point for concession stand layout," he said.

The popper has a 16-18 ounce capacity steel kettle with replaceable heating elements and a new pedestal mount. It has the Cretors' automatic push-button seasoning pump, which delivers the right amount of oil to the kettle automatically by means of an electrically driven pump actuated by a push-button. Unit also has an elevator well that holds the equivalent of 130 boxes of popped corn beneath the level of the popper case, a forced-air heat circulation system that keeps popped corn hot, fresh and crisp regardless of weather conditions, and a steel kettle with a \$50-per-hour popped corn capacity.

Cisco

PERFORMERS AND SHOW EQUIPMENT

BUBBLE MACHINES & FLUID COTTON CANDY MACHINES

WRITE FOR Literature

CIRCUS SUPPLY AND HARDWARE CO., INC.
BOX 691, SARASOTA, FLA. PHONES: 3334 3778



No Matter Where You Land . . .

You'll sell MORE popcorn with popsit plus!


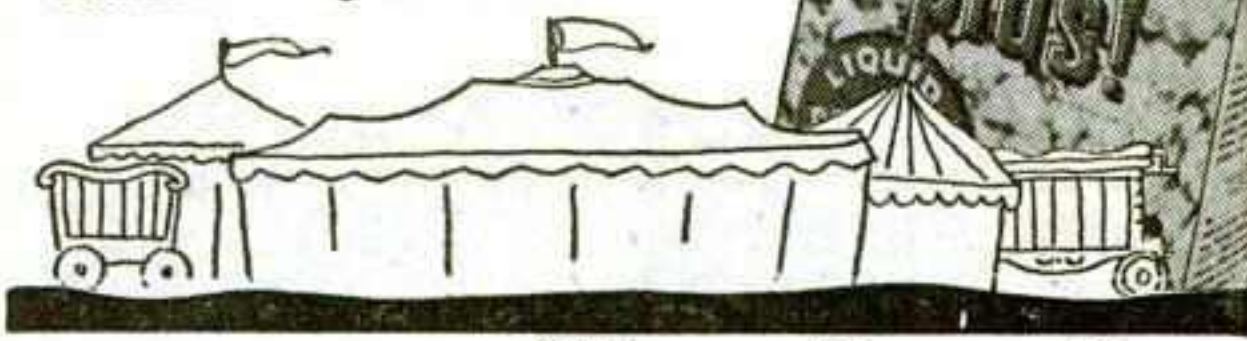
Popsit Plus, the liquid popping oil, gives popcorn BUTTERLIKE appearance, flavor and aroma . . . corn that looks so good, smells so good, each passerby has to buy!

More Profits, Too

- ★ Popsit Plus pops More corn completely—fewer Duds—Less Cost per bag.
- ★ Popsit Plus is liquid in all weather—Easier to measure—No Pre-heating.

AND local warehouses renew your stock quickly, gallon size cans are easy to handle and carry, easy to use anywhere.

Write for Names of Distributors Along Your Route

popsit plus!

Made by **C. F. Simonin's Sons, Inc. Phila. 34, Pa.**

POPPING OIL SPECIALISTS TO THE NATION

Multiplex Faucet Co. Serving the Trade 50 Years

Mechanical Refrigeration NOW Available—ROOT BEER BARREL

(17 and 45 Gallon Sizes Only)
Draws 10 to 15 drinks per minute. A delicious solid drink with slight amount of foam when handle is turned to one side, a creamy drink when turned to other side. (No Ice Required.)

Exclusive!

- 8 Gallon Root Beer Barrel (single faucet)
- 17 Gallon Barrel (one or two faucets)
- 45 Gallon Barrel with Draft Arm for plain soda plus two faucets for 2 different drinks

● VARNISHED OAK BARRELS ● STAINLESS STEEL HOOPS

Also Dispensers for Coca-Cola, other Drinks

Manufacturers: MULTIPLEX FAUCET CO. 1400-B Ferguson Ave. St. Louis 14, Mo.



SAVE ON POPCORN KETTLES AUGUST SALE

For August only you can buy CONCESSION POPCORN KETTLES at greatly reduced prices. Concession Kettles are well known for rugged dependability and assured production.

8 QT. POPPER 8 QT.—\$15.00 SAVE \$5.00
12 QT.—\$21.00 SAVE \$8.00

Everyone can now afford these top producers for main production or auxiliary use.

CONCESSION SUPPLY CO. 3916 SECOR RD. TOLEDO 13, OHIO



POPCORN & CONCESSION SUPPLIES

"MIDWAY MARVEL" FLOSS MACHINES—CANDY APPLES, ICE SHAVERS, POPCORN MACHINES, PEANUT ROASTERS, BAGS, BOXES, PEANUTS IN BULK OR READY BAGGED (100 PER CASE). SAME DAY SERVICE. SEND FOR PRICE LIST AND CATALOG.

CHUNK-E-NUT PRODUCTS CO.

231 N. 2D ST. PHILADELPHIA 6, PA. 2908 SMALLMAN ST. PITTSBURGH 1, PA. 1261 E. 6TH ST. LOS ANGELES 21, CALIF.

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

DON'T BE LIKE THE OSTRICH!
When in trouble it buries its head in the sand.
Buy Your Insurance With Confidence
Secure Sound Protection
INSURE WITH
CHAS. A. LENZ
"The Showman's Insurance Man"
★
1492 Fourth St., N., St. Petersburg, Fla.
Phone: 7-5914

TENTS
ALL SIZES—ALL TYPES
Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.
WRITE TODAY
GEO. W. JOHNSON
S. T. JESSOP

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

POWERS TENTS
SEND US YOUR SIZES



Tents well reinforced. 12.63 oz. army duck. Vivatex treated. Sewed with heavy sail thread.
Largest manufacturer of show tents in the East. Write for prices

Powers & Co. 5929 Woodland Ave. Philadelphia, Pa.

AMERICA'S FINEST SHOW CANVAS
SHOW TENTS CONCESSION TENTS RIDE COVERS BANNERS
Bernie Mendelson—Charles Driver
O. Henry Tent & Awning Co.
4862 N. CLARK ST. CHICAGO 40

SHOW TENTS CENTRAL Canvas Company
516-518 EAST 18th ST. Kansas City 6, Missouri
Phone: Harrison 3026
HARRY SOMMERVILLE

TENTS
ALL SIZES ALL STYLES
Send for Quotations
CAMPBELL TENT & AWNING CO.
100 Central Ave. ALTON, ILL.
(Phone: 3-8885)

CALLIOPE FOR SALE
See it at S.E. Shrine Convention, Miami, Fla., September 2-3-4.
H. T. HUTCHINSON
211 S.W. 51st Ave. Miami 44, Fla.

GOLF AT ASBURY!
See our new Course just opened at Golf-land, 4th and Kingsley Street, Asbury Park. Also Kiddie City at Douglaston, L. I. Both custom-built and different. We can build for your taste, too. Inquire now by phone or wire.
HOLMES COOK MINIATURE GOLF CO.
631 Tenth Ave. New York, N. Y.

Skirt-Blower At Rockaways' Tops TV Panel

NEW YORK, Aug. 21.—Business at Rockaways' Playland took a slump last weekend, and indications were that the season's peak had been passed. Steady declines from this point on have been the rule in the past, the management said, with resort residents preparing for the Labor Day exodus back to the city.
The park's Walter Kaner publicity firm landed the park business a nationwide TV plug Sunday night (15) on the "What's My Line?" show when one of the contestants was Benjamin (Barney) Keeney. His occupation, flashed on the screen for several seconds, was "operator of a skirt-blowing wind machine at an amusement park."
Keeney stumped the panel of experts who tried to guess his job.

Bell Bros. Plays Calif. Fair Date

HEMET, Calif., Aug. 21.—Sam Mannis and Ben Sax, owners of Bell Bros.' Circus headquartering in Norwalk, were on hand here Wednesday and Thursday (18-19) to preview the show when it played the Farmers Fair of Riverside County.
A parade was staged thru the city at noon on opening day of the fair. Five new custom-built cage wagons were highlighted in the line of march. Also featured was Sheba, the elephant, and the Funny Ford.
Norman Carroll acted as ring-master. Included in the line-up were the Eddie Kohl Troupe, bar act featuring Hilo Mayo, formerly an elephant man, and Miss Herta; Floyd Humeston, with his lion and a group of mixed animals in a 36-foot arena; elephant; Bam, the boxing kangaroo, and Miss Esther, aerial ladder. Miss Herta did a web turn. Clowns are Fay Avalon, Bobby Kay, Bob Roberts, Danny Brown, and Jerry Dysynske.
Carroll also acts as producer. Shirley Carroll and Bob Greene handle press.

Lithuanian Day A Winner for Lakewood Park

MAHONNY CITY, Pa., Aug. 21.—Lakewood Park enjoyed its biggest Sunday in 10 years last weekend (15) for its Lithuanian Day festivities.
A Western musical group and high act were booked in thru Abe Feinberg, of New York. Rides, drinks and game concessions did excellent business, but food stands suffered from the truckloads of patrons who brought picnic lunches. Churches and other organizations participated in the promotion.

INSURANCE
— • —
IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

TABLES & STEEL OR WOOD
CHAIRS
Folding or Non-Folding
Prompt delivery. Minimum order 4 doz. Ask for prices, toll number needed.
ADIRONDACK CHAIR CO.
1140 B'way, N. Y. (27 St.), Dept. T, MU 3-1385

Shooting Galleries
And supplies for Eastern and Western Type Galleries. Write for new catalog.
H. W. TERPENING
137-139 Marine St., Ocean Park, Calif.

FRIDAY 13 JINX HITS SWENSON

RHINELANDER, Wis., Aug. 21.—Thrill show op Aut Swenson will probably believe in the Friday the 13th jinx from now on. He's in St. Mary Hospital here with a broken leg suffered Friday night (13) when he tried to vault a low fence at the Ho-dag Fair. Expects to be confined for a week or 10 days. Meanwhile his wife, Justine, is managing the show, assisted by Tom Durant.

Richmond's Kiddie Park Big Success

RICHMOND, Va., Aug. 21.—In its first season of operation, Kiddie Park on West Carey Street is doing a land-office business. It is the only such operation in Richmond. Owner is Willie Lewis, for many years a concession man on the World of Mirth Shows.
Lewis opened the beginning of May with six rides from Max Gruber's Standard Kiddie Rides Company and has since added four more riding devices. He has Standard's Rocket, a Ferris Wheel, an Elephant, and a wet boat ride, Whirlaround, and a train. Among the new additions is a large Merry-Go-Round.
Ride prices are a dime, six for 50 cents, and 12 for \$1.

Old Ballroom Burns at Det.

DETROIT, Aug. 21.—The once-famed ballroom at Sugar Island Amusement Park, at the mouth of the Detroit River, burned down from unknown causes Saturday (14). The park was one of the major amusement enterprises of the Motor City prior to the depression, but has been closed since, despite sporadic plans for reopening.

Whall Office Opens Calif. Fair Route

SAN FRANCISCO, Aug. 21.—With the staging of the grandstand show at the Yolo County Fair in Woodland this week, Isabelle Whall, who has operated Fun Unlimited Productions here for four years, was well into her 1954 schedule of serving 26 California fairs. The peak in booking was attained by the featuring of names, which have included the Hoosier Hot Shots, and Nick Lucas.

Miss Whall introduced the Hot Shots to the fair managers last November at the annual convention of the Western Fairs Association in Coronado.

Among the fairs booked by Miss Whall are those in Orland, Red Bluff, Ferndale, Yuba City, Napa, Pleasanton, Sacramento (Sacramento County Fair), Roseville and Sonora. Fairs yet to be played include Orland and Hanford.

The Hoosier Hot Shots have played a majority of the fairs on Fun's California circuit and are scheduled to play, altho not under her booking, the Central Washington Fair in Yakima.

Her line-up for the Yolo date will highlight Phil Arden, organist and emcee; Mello-Marimbas; Paulette and Rene, trampoline; Lorraine Stevens, McConnell and Moore, and Boxley and Marie.

Prep Toledo Home Show Exposition

TOLEDO, Aug. 21.—A Better Living Exposition, designed primarily as a preview of 1955 home styles, products and improvements, will be held in Civic Auditorium here October 23-31.

More than 100 exhibitors will have one or more displays in the large auditoriums and adjacent buildings. A pre-holiday showing of Christmas gifts, a Do-It-Yourself section, a motor car display, sports and marine equipment and a hobby collection will be included among exhibits.

A stageshow, with nationally known entertainers, also will be a feature of the exposition. The exposition will be produced by the Paul Spor office, Toledo, and will be sponsored by Station WSPD-TV and AM.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.
A-1 Am.: (Fair) Bismarck, Ill.; Johnson City Sept. 1-6.
Alabama Am.: Guntersville, Ala.
Alamo: Emporia, Kan.; Salina 31-Sept. 3.
American Beauty: (Fair) Eldon, Ia., 23-26; Moulton Sept. 2-6.
A. M. P.: Goshen, Va.; New Castle 30-Sept. 4.
Badger State: (Fair) Appleton, Minn.; Henning, Minn., 30-Sept. 1.
Baker United: (Fair) Boswell, Ind., 23-26; (Fair) Oblong, Ill., 30-Sept. 3.
Beam's Attrs.: (Fair) Gaithersburg, Md.; (Fair) Halifax, Va., 30-Sept. 4.
Becht, Lee: (Clark & Cutter) Cincinnati 24-29.
Bee's Old Reliable: (Fair) Stanton, Ky.; (Fair) Mumfordsville 30-Sept. 4.
Belle City: Milwaukee 24-29; Racine, Wis., 30-Sept. 6.
Bell-Form: Chester, Conn., 26-28.
Bernard & Barry: Picton, Ont., 25-28.
B. & H.: Hemingway, S. C.
Big Four Amusements: Melrose Park, Ill., 25-29; Kenosha, Wis., Sept. 1-6.
Big State: (Fair) Smith Center, Kan.; (Fair) Burlington 30-Sept. 4.
Blue Grass: (Fair) Greenville, Ill.; (Fair) Du Quoin 29-Sept. 6.
Blue Ribbon: Escanaba, Mich.; Marshfield, Wis., Sept. 3-7.
Blue Valley: Adrian, Mo., 26-28.
Bogle, P. C.: Stockton, Kan., 24-27; Liberal Sept. 1-6.
(Continued on page 100)

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.
Beatty, Clyde: Gettysburg, S. D., 24; Pierre 25; Rapid City 26 (night)-27; Crawford, Neb., 28; Alliance 29; Scotts Bluff 30; Wheatland, Wyo., 31; Cheyenne Sept. 1; Greeley, Colo., 2; Denver 3-5.
Gould, Jay: Ashby, Minn., 24; Aberdeen, S. D., 25-28; Newnan Grove, Neb., 30-31; LaGrange, Mo., Sept. 2-4; Knox City 5-7; Bowling Green 8-11.
Hagen Bros.: Wildwood, N. J., 24; Bridgeton 25; Salem 26; Wilmington Manor, Del., 27; Dover 28; Seaford 30; Cambridge 31.
Hunt Bros.: Keansburg, N. J., 24; Matawan 25; Avon 26; Manasquan 27; Breton Woods 28; Point Pleasant 30; Toms River 31.
Kelly-Miller: Carrington, N. D., 24; McCluskey 25; Garrison 26; Harvey 27; Rugby 28; Rolla 29; Bettineau 30; Langdon 31; Devils Lake Sept. 1; Coopers-town 2; Valley City 3; Oakes 4; Britton, S. D., 5; Sisseton 6; Webster 7; Milbank 8; Brookings 9; Madison 10.
Kelly-Morris: Woodbridge, N. J., 25.
King Bros.: Suffolk Va., 24; Elizabeth City, N. C., 25; Ashokle 26; Greenville 27; Rocky Mount 28; Durham 30; Greensboro 31; Winston-Salem Sept. 1; Lexington 2; Morgantown 3; Asheville 4; Greenville, S. C., 6; Charlotte, N. C., 8; Statesville 9; Concord 10; Rock Hill, S. C., 11.
Mills Bros.: Simsbury, Conn., 24; Thompsonville 25; Meriden 26; Derby 27; Wilton 28; Hackensack, N. J., 30; Little Falls 31; Dover Sept. 1; Morristown 2; New Brunswick 3; Woodbridge 4.
Polack Bros.: Eastern: Lexington, Ky., 25-28; Oak Ridge, Tenn., 30-31; Huntsville, Ala., Sept. 3-4; Jackson, Miss., 6-8; Meridian 10-11; Columbus, Ga., 13-14; Charleston, S. C., 16-18.
Polack Bros.: Western: Vancouver, B. C., 25-Sept. 6; Kennewick, Wash., 10-12; Eugene, Ore., 16-18.
Rice Bros.-Joe Mix: Jackson, Ala., 23-27; Demopolis 30-Sept. 3.
Richards Bros.: Enfield, N. C., 24; Farmville 25; Mount Olive 26; Wallace 27; Chadburn 28; Fairmount 30; Fairburn 31; Tabor City Sept. 1.
Ringling Bros. and Barnum & Bailey: Battle Creek, Mich., 24; South Bend, Ind., 25; Lafayette 26; Chicago Heights, Ill., 27; Chicago 28-Sept. 5.
Miscellaneous
Marie O'Day's Palace Car: Sevierville, Tenn., 26; Newport 27-28; Greenville 30-31; Hot Springs, N. C., Sept. 1; Marshall 2; Canton 3-6; Waynesville 7; Bryson City 8.

OUT IN THE OPEN

W. J. (Bill) Bradley, of Saskatoon, Sask., has been appointed editor of The Saskatchewan Farmer, published in Regina. Bradley is a former president of the Saskatoon Exhibition and, as a newspaperman, has covered the agricultural side of Western Canadian fairs for several years.
Pa Strieder, of the Florida State Fair, Tampa, was a Chicago visitor Thursday (19). The veteran fairman was on his annual Northern tour of major fairs. Richard (Iodine) Iannone, ticket man at the Tampa annual, currently with the Ringling circus, was also in the Windy City.

New Arena Show For San Antonio

SAN ANTONIO, Aug. 21.—San Antonio's newest merchandising event, the Do-It-Yourself Exposition of Modern Living, will be staged at the Municipal Auditorium from September 8-12, under sponsorship of the Junior Chamber of Commerce.
This is the first time that such a type show is to be presented here and open to South Texas. Show will be patterned after similar ones held in Dallas, Houston and other sections of the country.

STANFORD, Ky., Aug. 21.—George W. Cole Circus played to a weak matinee but a three-quarter night house here Tuesday (10). Auspices were weak and there had been no newspaper publicity.

Wirtz Ice Show Signs Skater, Dance Director

CHICAGO, Aug. 21.—A new choreographer and a new skating partner for Barbara Ann Scott have been signed for "Hollywood on Ice" by Producer Arthur M. Wirtz.
Donn Arden will handle the dance direction. He has been producer of the show at Hollywood's Moulin Rouge. One of his productions appears in the movie "Cin-erama Holiday." He has won awards for work in Paris and Rome and has been active in other European and American cities.
Jimmy Grogan, Colorado Springs, Colo., skater, will be paired with the show's star. He was runner-up in two world championships and took part in Olympic Games. He has been in 14 national competitions.
Routing of the 20th edition of the Wirtz blade show is now being discussed. Rehearsals start in September at the Chicago Stadium. The show opens its national tour in October.

SHOW PRINTING
NEW Pictorial Designs For Every Event
AMERICA'S LOWEST PRICES
SEND FOR NEW CATALOGUE
Metropolitan PRINTING COMPANY
1609 N. 5th ST. PHILA 22, PENNA
union printers POPLAR 5-0526

3 REGIONAL OFFICES UNDER 1 OWNERSHIP
providing EXCLUSIVE, NATIONAL GRASS ROOTS COVERAGE of newspapers, daily and weekly; national consumer and business publications and literally every periodical on your schedule.
Write or phone for complete details

LUCE PRESS CLIPPING BUREAU
157 Chambers Street New York 7, N. Y. Barclay 7-2096
104 West Linwood Blvd. Kansas City, Mo. 715 Harrison Street Topeka, Kansas

JOHN BUNDY
President & General Manager
YOUNG-BUNDY MOTORS, INC.
CHRYSLER-PLYMOUTH AGENCY
806 St. Louis Ave., East St. Louis, Ill. Phone: Bridge 5313
ED MURPHY
Showmen's Representative
Several Makes and Models of
NEW AND USED TRUCKS AND TRAILERS
"Special Finance Plan for Showmen"
See Us for a Good Deal on a NEW OR USED CAR

Mesker - SECTIONAL
PREFABRICATED STEEL

SKATING RINKS
EASILY ERECTED. QUICKLY DISASSEMBLED. COVERED WITH 3/8" GA. SHEET METAL - FIREPROOF - MORE ECONOMICAL. 10-50-60 FOOT WIDTHS - LENGTHS MULTIPLES OF 10 FEET.
PRICES ON REQUEST
GEO. L. MESKER STEEL CORP.
EVANSVILLE 6, INDIANA

All the news of your industry every week in The Billboard . . .

New England All Out After Dismal July

BOSTON, Aug. 21.—Hot weather returned to the Hub area and New England last weekend after the coolest July in years, and parks were hoping to make up for the many rain-outs suffered this season.

Cold weather and rain dealt a heavy hand this season, and complaints were heard from Old Orchard Beach, Me., down to the tip of Cape Cod in Massachusetts. Park operators were putting on all kinds of promotions to get the coin before Labor Day.

Paragon Family Plan

Festival plan couples were devised at Paragon Park in Nantasket in co-operation with the Wilson Line boat bringing fun-seek-

ers over from Boston. Up to three children were allowed to ride free when accompanied by two adults paying regular fare.

Wednesday (18) was set up as "Bargain Day" at Paragon, with 10 kiddie and adult rides offered for 90 cents. Kiddie rides were pegged at five for 25 cents and a choice of 12 rides.

Revere Beach operators said they were going to ride out the season with no changes in price. Crowds have not been as skimpy as feared even with the cool weather, they said, but spending was off.

At Hampton Beach, N. H., the August festival month was underway. Peak of the vacation business is in August, but operators said they can do business thru the first two weeks in October because of heavy tourist treks.

At Salisbury and Old Orchard beaches late summer and early fall vacationers were going to see an effort to recoup from the poor early season.

Festival Month

Hampton Beach is running a month-long photo contest with weekly prizes and a grand award. Armand Gauron is chairman of a committee supervising a weekly fishing derby. Other Festival Month features include weekly beauty contests under guidance of Patsy Fuller's committee. Larry Scott, of Fort Myers, is directing the water ski club shows, the second of which is Sunday (15) and the final one August 29. Wednesday night fireworks shows are being offered, and the monthly finale is the Miss Hampton Beach Contest. Chuck Hill's band is playing four free concerts daily.

New England's July was one of the coolest in a decade, with temperatures averaging only four degrees over the record 1902 low. Only the final weekend was clear and warm enough to draw good crowds. July's turnouts were thin and money was reported tight.

Major Park Planned for Upstate N. Y.

ALBANY, N. Y., Aug. 21.—Plans for a major amusement park on a tract encompassing nearly 300 acres have been started by a group of businessmen from Albany, Schenectady and other upstate places.

As learned so far, the backers are prepared to go into the multi-million dollar bracket in their enterprise, which would be located on Route 9, the main artery outside Lake George. The Fort William Henry Hotel Corporation is the principal party in the project, after having been active in the Lake George area with its hotel and fort restoration work.

Consultations as to feasibility and park design will begin shortly, according to the hotel firm's advertising representatives, B. V. Bangert, Inc., of Albany.

CONEY ISLAND, N. Y.

By UNO

This resort lost one of its oldest, most respected and alert business execs thru the death on August 15 of Mrs. Mary O'Connell Tilyou, 84, wife of the late George C. Tilyou, Sr., co-founder of Steeplechase Park here and Steeplechase Pier, Atlantic City. (See obituary elsewhere in this section.)

Morris Davis, one of the pioneer frozen custard sellers (he dates back to 1928) has improved and enlarged his booth under the Cyclone ride, Surf and West 8th, so that it includes the sale of Hy-grade hot dogs and knishes. Assistants are his wife, Eva and daughters, Barbara and Roberta. Cyclone continues to be operated by the Sea Coast Holding Corporation of which Chris Feucht and George Kister are the execs. . . . Roto-Jet, the German-built ride, now in operation at Bowery and Kensington Walk by George and Fred Moran and I. H. Klein, was originally slated for a Steeplechase Park berth. A difference in the percentage deal with the builders caused the change in destination. . . . Nathan Handwerker's daughter is recovering from a brain operation performed August 13 in Long Island College Hospital in Brooklyn.

Sporty Kaufman, who, with his brother Norman, operate Fun-in-the-Dark on the Bowery, took a three-day leave for a mid-season's rest at his friend, Jennie Grossinger's hotel, in the Catskills. Before leaving he was confronted with a proposition to become a neighboring hotel owner with the result that a contemplated half-million venture is being considered with Sporty partnered with Danny (Red) Farrell and Lester Levitt, well-known Broadway show investors. . . . Carrie Adams, who is Aunt Jemima, featured in the Cavalcade of Variety show, has adopted a baby girl, Marie, of Spanish birth. . . . Monday (13) night's police parade of the Mardi Gras fete will be reinforced by new and old-time autos. Also by a delegation from the Rodeo skedded to begin September 30 in Madison Square Garden.

Don Hayes, former Pleasureland concessionaire, has moved his activities to the outside where, in close proximity, around Surf Avenue and W. 12th, he is now operating a pan game, the first on Coney, a coke game, skin-the-wire and spill-the-milk. Pan game, made up of baker's biscuit trays, in which customers try to toss a nickel, are springing up all over the Island, much like the skin-the-wire and coke bottle games. . . . A check-up on ride popularity and patronage according to receipts on Sunday, July 25, in Steeplechase Park, resulted as follows: Steeplechase Horses, first; Rocket Ship and Scooter, neck and neck for second place; Roller Coaster, third; Whip, fourth and Hey-Dey and Sea Cruise, tied for fifth.

David Rosen's second eye operation turned out successfully and he will be back at his Wonderland freak show before the season ends. Irving Davis is helping the Kyrimes in a new pan game in New Luna Park, the same as he did 30 years ago on Surf for the late Harry Sindell, father of Fred Sindell.



MARY E. TILYU

Death Claims Mary Tilyou At Age of 85

Guiding Force at Steeplechase for Period of 40 Years

NEW YORK, Aug. 21.—A small and private gathering Wednesday morning (18) attended the burial of Mrs. Mary E. Tilyou, widow of George C. Tilyou and co-founder with him of Steeplechase Park at Coney Island and Steeplechase Pier, Atlantic City.

Mrs. Tilyou, who would have been 85 November 3, died early Sunday morning (15) of natural causes at Harkness Pavilion. The park remained closed that day and did not reopen until Thursday (19).

Was Board Chairman

Mrs. Tilyou had been chairman of the board of the Tilyou Realty Company since 1916, and it is anticipated that the position will be left vacant in her memory. The president is her son, George Tilyou Jr., who has been ill for several months. In his absence Steeplechase has been under the management of the Tilyous' youngest son, Frank, 46. Mrs. Tilyou had visited the park less and less in recent years, but exercised strong influence in its operation, being referred to on all major decisions.

Also surviving are two daughters, Mrs. Richard McAllister of Ventnor, N. J., in charge of Atlantic City operations, and Marie H. Tilyou, firm treasurer, who had lived with her mother at 35 Prospect Park West, Brooklyn. There are 10 grandchildren and two great grandchildren.

Mrs. Tilyou was the daughter of James and Maria Sheridan O'Donnell of Brooklyn, and was born in 1869. She married the late George C. Tilyou November 11, 1893, when he was operating his Aerial Slide, built in 1890 as Coney Island's first amusement ride.

Had 1st Coney Wheel

On their honeymoon the couple visited the Chicago Exposition, became impressed with the giant Ferris Wheel, and placed \$500 down as option on the purchase of one. It was installed in 1894 at Surf Avenue and Eighth Street. To complete the payment on the

Plarr Hosts 150 At Summer Meet

National, Pa. Associations Visit Dorney Park in Anniversary Year

ALLENTOWN, Aug. 21.—Exactly 150 persons registered for the combined summer sessions of the National Association of Amusement Parks, Pools and Beaches and the Pennsylvania Amusement Park Association. The meeting was held Wednesday (11) at Dorney Park, with Robert Plarr as host.

Plarr is celebrating his 50th year in the amusement park business and Dorney's 70th year.

The Wednesday banquet featured a Merry-Go-Round theme and Pennsylvania Dutch menu with buffalo, venison, mallard duck, pekin duck, turkey, capon and pork plus "seven sweets and seven sours."

Speakers were seated at a central table which revolved like a Merry-Go-Round. Others attending were seated at a large circular table which surrounded the speakers. Guests received gold-plated "brass rings" in Merry-Go-Round tradition. Table decorations also were gold.

Pa. Group Elects

The day began with a Pennsylvania Dutch breakfast and included a noon picnic and tour of the area as well as of the park. In the afternoon members of the Pennsylvania group met in a business session.

G. W. Bartels, Hershey, was elected president of the PAPA. Other officers include Robert Irwin, Philadelphia, vice-president, and W. J. Tarr, Conneaut Lake, secretary-treasurer. Directors elected here are Plarr; R. M. Spangler, Sunbury; E. E. Freeland, Conneaut Lake, and C. K. McDonald, Fort Ligonier.

At the night banquet the speakers included Larry Stone, president of the New England Amusement Park Association; David Sternberg, retiring president of the Pennsylvania group; E. E. Foehl, president of the NAAPPB, and Paul Huedepohl, secretary of NAAPPB.

The registration lists included: Ray Monahan, Mr. and Mrs. Paul Huedepohl, Belle Cohen, Mr. and Mrs. Robert Ott, Margaret Lehr, Robert L. Plarr, Mr. and Mrs. Steven Plarr, Ken Philfer, Mr. and Mrs. James Gooding, Larry Goldmeier, Howard Head, Allan E. MacNichol, August Gondeck, Howard Gondeck, A. W. Abbott, Harvey Quelite, Harry J. Haskin, H. C. Battin, Mr. and Mrs. Frank C. Morton Jr., Mr. and Mrs. J. Farris, Mr. and Mrs. H. H. King, A. W. Ketchum, David Gilliam, Mr. and Mrs. Harold Spoon, David Gilliam, Mr. and Mrs. William P. Donlon, James T. Mitchell, Mrs. Minette Dixon, Tom Tomblin, Mr. and Mrs. Hal Wilson, Ida E. Cohn, Mrs. Margaret Knoebel, Dick Knoebel, Dr. L. H. Firestone, Mr.

and Mrs. Joseph Volpe, Mr. and Mrs. B. V. Santorello, Mr. and Mrs. Harry J. Batt, Mr. and Mrs. Edward L. Schott, Leon Cassidy, Mrs. Mabel Tozer, Herbert Youtie, Robert Rawlins, Mr. and Mrs. John C. Allen, Mr. and Mrs. Noel Jannoia, Russell F. Haines, William W. Muar, Mr. and Mrs. Donald Colvin, Mrs. Lona Miangolorra, Carl Sinclair, F. W. A. Moeller, Torik Nelson, G. P. Price, George M. Harton, A. E. Kountz, Alexander Brevak, Dick Newman, Mr. and Mrs. C. E. Henninger, Harry W. Henninger, A. B. McSwain, John H. Miller, Mr. and Mrs. J. R. Singhiser.

Robert E. Irwin, Elmer E. Strunk, Mr. and Mrs. Max Rindin, Raymond Lusse, E. E. Freeland, Mrs. A. W. DeArment, Mr. and Mrs. William J. Tarr, E. E. Foehl, Joseph Barnes, G. C. McDonald, C. K. McDonald, Fred T. Lauerman, Mr. and Mrs. Mark S. Hughes, Mr. and Mrs. Nathan Faber, Mr. and Mrs. William B. Schmidt, Mr. and Mrs. William Rabkin, Mr. and Mrs. Norman Rabkin, Martin Rabkin, John Logan Campbell, Mr. and Mrs. E. N. Fiorimont, Sue Oliver, Mr. and Mrs. Sam Monowitz, Ben Schiff, Ben Tone, William Slomquit, Dick McCrone, Mr. and Mrs. E. M. Spangler, A. Fenoglio, Mr. and Mrs. James L. Brown, Mr. and Mrs. Edward J. Lee, Henry G. Bowen, Bob Bowen, Larry Stone, George A. Hamid, O. E. Bittler, Mr. and Mrs. Harry DeH. Stonar, Mr. and Mrs. Vernon D. Platt, Mrs. David Sternberg, Mrs. Marge Sternberg, Mr. and Mrs. H. P. Schmeck, Mr. and Mrs. Homes Cook, Mr. and Mrs. Robert Carroll, Ed Wassman, Mr. and Mrs. William de L'horbe and son, Billy; Sherman (Red) Crise, A. Karst, Mayor Bridgman Diefenderfer, Sheriff Ernest Kistler and John Mohr.

WONDERFUL OPPORTUNITY
NEW BEACH RESORT AND BOARD-WALK
FOLLOWING CONCESSIONS OPEN:
CAROUSEL, FERRIS WHEEL, KIDDIE RIDES, BOATHOUSE, CIGARETTE WHEELS, FOOD STANDS, PARKING LOT AND CLUB HOUSE.
Contact:
Raymond A. Eiek
P. O. Box 391 Tuckerton, N. J.
Phone: Tuckerton 6-2518

TABLES & STEEL OR WOOD
CHAIRS
Folding or Non-Folding
Prompt delivery. Minimum order 4 doz. Ask for prices, toll number needed.
ADIRONDACK Chair Co.
1140 B'way, N.Y. (27 St.), DEPT. T-3, MU 2-1388

FOR SALE—PART OR ALL well established
AMUSEMENT CENTER
Poker, skeeball, shuffle, penny arcade, greyhound, indoor baseball, A L S O BOARDWALK ARCADE.
STAR
1510 Surf Ave., Coney Island, N. Y.
ES 2-9210-2925

KIDDIE CAR RAILROADS
BOUGHT AND SOLD
We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. At K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

BOARDWALK LOCATION
CUSTARD—POPCORN—CANDY—DRINKS
30 FT. FRONT—600 SQ. FT.—WATER—SEWAGE
WILL ALTER FOR GOOD TENANT
USE OTHER ATTRACTIONS
D. J. MAHER Long Branch, N. J.

CONCESSION OPERATORS WANTED
For New York City's finest amusement park. Rapid transit is due to open here July 1, 1956. This is a good opportunity for people wanting to settle down with a terrific future.
We want: Ring the Nail, Cork Gallery and one original game to occupy 17 frontage feet between big Penny Pitch and Pizza Stand. Reasonable rents.
All our stores are modern and clean. We do all installation work. Now receiving applications, and require personal meetings with all who are interested. Reply to Richard Geist.
ROCKAWAYS PLAYLAND
ROCKAWAY BEACH, N. Y.

High Quality
KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.



A REVOLVING speakers' table carried out the Merry-Go-Round theme at the summer session of the NAAPPB and Pennsylvania Amusement Park Association at Robert Plarr's Dorney Park, Allentown, Pa. Left to right are Paul Huedepohl, Mrs. Huedepohl, Elmer Foehl, Plarr and Mayor Brighton C. Diefenderfer of Allentown.

Ozark Empire Wins Despite Obstacles

Attendance Count a Mere 5% Off; Grandstand Up 20%, Midway Jumps 15%

SPRINGFIELD, Mo., Aug. 21.—The Ozark Empire Fair wound up its seven-day run here Friday (20) with a 5 per cent decline in attendance, but the record was looked upon as quite an accomplishment considering the obstacles the fair had to overcome.

First and foremost, the area around Springfield has been the scene of a critical drought for the past three years. Secondly, on five of the seven days the fair was hit by temperatures that ranged from 100 to 105 degrees. And in addition to this, it was necessary to truck in 175,715 gallons of water from a distance of four miles to sprinkle the race track and provide wash water for the livestock. The fair was given permission to use rationed water for drinking purposes.

The strength of the annual's drawing power was displayed by gratifying turnouts at the grandstand attractions, altho the afternoon shows were hurt somewhat by the hot sun. Total evening grandstand business was up 20 per cent and the midway, where World of Today Shows held forth, wound up about 10-15 per cent ahead of last year.

Grandstand Clicks

The line-up of grandstand attractions was changed considerably by Glen Boyd, secretary-manager, and most of the events clicked. Tournament of Thrills, under the direction of Leo Overland, packed the stands the first two evenings of the fair. A matinee program of auto races, produced by Frank Winkley, was a sellout Sunday. Horse pulling, heretofore held on the grounds for free, was put in front of the grandstand on Saturday afternoon and \$700 was realized from the sale of 50-cent tickets.

Midget auto races, a new innovation here, were run off by Ozark Speedways on Monday evening and drew a good turnout of speed fans. Running races on three afternoons went off before fair crowds, while a card of professional wrestlers on Tuesday evening and a society horse show the following night were viewed by a full grandstand.

Storm Hits

Only program of the week lost to weather was Frank Winkley's Thursday program of stock car races. Just before the first event the fairgrounds was hit by strong winds that at times reached a velocity of 60 miles per hour. The winds ripped the new canopy off the grandstand and the program was called off. A program of stock car races by a local promoter that night, however, pulled a runaway crowd. Fair wound up Friday with two performances of the Aut Swenson Thrillcade. Ernie Young had acts that performed through the week between events.

The problem of water was a serious one here this year. The

fair board contracted, at considerable expense, to bring the precious fluid onto the fairgrounds in big tank trailers that kept a 15,000-gallon tank filled. This water was used for the washing of livestock and other water was brought in from a quarry to keep the dust down on the race track.

Fair executives, including Boyd and Dr. W. A. Delzell, attributed much of the interest and increased spending at this year's fair to the establishment of a mobile television unit on the grounds by local Station KYTB-TV. The unit sent out a three-hour show from the grounds each day of the run and created considerable interest in the area.

Exhibits Strong

Exhibits in all departments ran far ahead of last year with a large overflow in the livestock departments. Industrial exhibits were on a par with last year while concession and exhibit sales were reportedly well ahead of '53.

The fair this year marked its 18th annual run since it was organized by H. Frank Fellows, who retired as president two years ago. Glen Boyd marked his 15th year at the helm of the annual.

Rube Curtis, white-faced clown, worked the front of the grandstand and the midway for his 14th straight year. Clarence Harnaden, secretary-manager of the Saginaw (Mich.) Fair, was a visitor during the first two days.

Rain and Layoffs Cut Hamburg 20%

HAMBURG, N. Y., Aug. 21.—A combination of rain and unfavorable economic conditions held attendance at the Erie County Fair to about 80 per cent of last year's totals, thru yesterday. The decline of 20 per cent resulted in paid admissions of 135,336 thru Thursday night (19).

Altho there was no hope that the annual would equal last year's record attendance of 226,918 the management took heart from increased participation in the fair. Exhibits in the competitive departments were up around 15 per cent, publicist Richard Allen reported, and concession space was up 20 per cent.

Farmers in this Northern New York area are in relatively good shape economically, but the event was suffering from tightening conditions industrially. Four-day work weeks have become the rule in industry, and severe cuts have been made in overtime, where full work weeks are the case. There have been some layoffs.

Rain fell on Monday's opening (16) to hold the attendance to 30,500, a drop of more than 25 per cent below last year. It was Children's Day with 1,800 turning in coupons which appeared in The Buffalo Evening News, each good for a ride for 5 cents. On Children's Day free admission went to any adult accompanied

Cassopolis, Mich., Has Record Crowds

CASSOPOLIS, Mich., Aug. 21.—Cass County Fair wound up its seven-day run here Saturday (14) after pulling a record attendance thru its outside gate and racking up several hefty grandstand turnouts.

Rain the first two days of the run hurt, cutting down horse race attendance and washing out the Monday program of stock car races. A variety show on Tuesday evening played to capacity, as did B. Ward Beam's thrill show the following evening. A revue, headed up by Ken Griffin, brought out a full grandstand one evening, most of them teen-agers, and a WLS unit packed the seats the following evening. Wrestling on Saturday night pulled a good turnout despite rain.



T. LEO MOORE, veteran Texas fair executive, has been named general manager of the Texas-Oklahoma Fair at Iowa Park, Tex. Moore has served the fair for a number of years as director of public relations and concessions.

Eddie Dean Signed for Lincoln, Neb.

PHILADELPHIA, Aug. 21.—Western film star, Eddie Dean, has been signed to appear at the Nebraska State Fair, Lincoln, September 5-10, according to booker Jolly Joyce who handled the deal. Booking was arranged in co-operation with Don Shoemaker, promotion director of radio station WFAB, Lincoln.

AUSTIN REGISTERS 113,000 TO TOP '53

Don Franklin Midway Up 10 Per Cent; All Grandstand Events Go Off on Sked

AUSTIN, Minn., Aug. 21.—Mower County Fair drew a total of 113,000 people thru its outside gate here last week to top last year's gate count by an estimated 3,000. Fair ended its six-day run here Sunday (15), a run that was marked by almost ideal weather when rain fell only once during the week.

Don Franklin Shows, which provided the midway attractions, scored good business, racking up grosses that topped those of last year by approximately 10 per cent. Shows and rides scored big at the two kid days.

For the first time in seven years no shows were lost to rain, P. J. (Pete) Holand, secretary, pointed out. Aut Swenson Thrillcade, Gene Holter's ostriches and the 105 Ranch Rodeo all played to good crowds.

Before leaving the fair, Don Franklin signed to again play the fair next year, to be held August 9-14. Annual's sheep show, with 786 head entered, topped all previous years and according to Holand is the largest of its kind in the Middle West. Exhibits, both commercial and agricultural hit a new high peak, he said.

Governor C. Elmer Anderson

was on hand this year to dedicate the fair's new sheep coliseum, an 80 by 140-foot structure that has 120 pens plus a judging arena and offices for the department heads.

Fair has mapped plans for the establishment of a Horse Drawn Vehicle Museum as part of the fine arts center where all types of antique vehicles will be on display. The museum was opened this year in one wing of the Women's Building but a permanent building is planned.

Trenton Sets Youth Exhibit In Entomology

TRENTON, N. J., Aug. 21.—Youths will be able to compete in an entomology exhibit this year for the first time at the New Jersey State Fair. The exhibit for boys and girls will be held in the 4-H Building and supervised by Joseph Turpin, the Mercer County Agricultural Agent.

There will be three classes for the entrants. The first is for displays in a standard box to contain 25 or more specimens of insects representing five or more orders; the second for boxes with 50 or more specimens. All must be properly labeled and classified. The third class is for entries of "five life history exhibits of economic importance, with each stage of development properly labeled."

Norman L. Marshall, secretary-manager of the fair, will head the operating staff, with the same superintendents as in recent years. They include John McCormick, concessions; Fred G. Poinsett, director of State exhibits; William C. Lynn, Grange and flower show; William M. Nulton Jr., dairy cattle; George Vandernoot, beef cattle and sheep; Rollyn P. Winters, 4-H clubs; Harry M. Sterling, poultry, and Mrs. Helen Larzelere, domestic arts. The enlarged Future Farmers of America livestock show will be supervised by George W. Lange, State Executive Secretary of Agricultural Education, and William Kenny, Farm Youth Credit Services Supervisor.

McCormick has reported all concession space sold out weeks ago.

Entertainment-wise, the fair will offer the World of Mirth Shows Midway plus two thrill shows and stage revues provided by George A. Hamid, fair president. Phil Spitalny and His All-Girl Orchestra will perform twice on opening day Sunday, September 26. The Jack Kochman thrill show will perform, and Hamid will put on a revue at night.

Irish Horan's thrill show will perform Monday, September 27, which will be children's day. Harness racing will be offered Tuesday thru Friday. Firemen's day will be Saturday, October 2, and the fair will close Sunday with AAA big car races.

Oregon Events Get \$6,116 Each From Racing Fund

SALEM, Ore., Aug. 21.—Each of Oregon's 36 counties this week received \$6,116 as its share of State racing revenue for conduct of fairs. The apportionment was made from receipts thus far this year from the State's share of pari-mutuel wagering and was about the same as a year ago.

The counties' shares are derived after payments to other events as specified by law. These specified amounts are: Pacific International Livestock Exposition and Oregon State Fair, \$25,000 each; Eastern Oregon Livestock Show and Pendleton Round-Up, \$7,500 each; and Klamath Basin Round-Up, Mid-Columbia Livestock Show \$5,000 each; Spring Lamb and Dairy Show and Oregon State Corn Show, \$2,500 each.

Cedar Rapids Opens Strong; Collins Up

CEDAR RAPIDS, Ia., Aug. 21.—The Andy Hanson-managed All-Iowa Fair got under way with a bang here Sunday (15) when a record 34,223 patrons swarmed into the Hawkeye Downs fair plant. And of this total 8,000 auto race fans packed the big grandstand here to see the 100-mile stock car race operated by Frank Winkley's Auto Racing, Inc.

Midway grosses by the William T. Collins' Shows the first two days topped those racked up last year by the Cavalcade of Amusements. Org opened with a preview on Saturday and on Monday topped last year's takes by \$2,500. Despite a heavy rain, measuring 2.6 inches on Tuesday, and light attendance the following day, the show was ahead of last year.

TROY HILLS RUNNING EQUAL TO LAST YEAR

TROY HILLS, N. J., Aug. 21.—More active promotion of Kiddies' Day this season resulted in a sizable attendance boost as the five-day Morris County Fair got under way Tuesday (17). On the paid admission side, the annual drew around 15,000 for an increase of 1,200 over last year.

Wednesday (18) was off a bit and Thursday operated under a handicap with the area's residents being warned via press and radio that late rains would fall. It was hot and humid, but not rainy, and total admissions thru that night were about the same for the first three days as the 1953 total.

Whereas previous years' kiddie days were mere announced events, this time local groups were solicited and many busloads of moped customers resulted. With the exception of Kiddie Day the admission price is 40 cents for children 10 to 14 years old, 85 for adults, and free for those under 10. Prices are the same as last year when the record attendance mark of 85,000 was set.

Free Marionette Show

The Aerial Kremars, free aerial act, are performing twice daily, booked thru the Cook & Rose office. Also free are the local Scudder Marionettes, six times daily in the children's village.

Bleachers seating 2,000 people are used for daily free entertainment, but prices are charged for the Friday and Saturday (20-21) horse show, at 25 cents for bleachers,

ers, \$2 for box seats, and free standing room. Local fire companies have the parking concession.

Premiums total about \$5,500 for livestock classes, new Manager Swante Swenson said, with minor amounts in other departments. There is a 10-minute pause daily in all activities at noon, for a broadcast of sacred music and prayer over the public address system.

I. T. Shows has a limited part of the midway, most concession footage being booked thru the fair office for the first time this year. Local groups took several food, drink and games stands, but there was no discrimination against professional operators.

Fairmont, Minn., Tabs Record Gate

FAIRMONT, Minn., Aug. 21.—The Martin County Fair, which wound up its four-day run here Sunday (8), chalked up a new all-time attendance mark of 88,000, John S. Livermore, secretary, estimated. Midway grosses by the William T. Collins' Shows was up an estimated 20 per cent and the Swenson Thrillcade played to a sell-out at its Friday night performance. Rain prevented a second show the following night. Gene Holter's racing ostriches drew two capacity crowds on the final day.

Robt. Muckler, Ex-Sacramento Manager, Dies

LOS ANGELES, Aug. 21.—Robert Muckler, 65, former secretary-manager of the California State Fair in Sacramento, died here Friday (13).

Muckler replaced the late Charles Paine as head of the fair. He gave up this post in 1940.

Muckler was credited with raising the standard of horse racing. His affection for the sport was developed from his brother who owned several horses and was a professional jockey. His love for agriculture was enhanced by his early years on an Iowa farm, where he was born. A close friend of the late Sid Grauman, veteran showman, Muckler was well acquainted with show business.

Survived by his widow, Lola.

Middletown's Gate Rises But Grandstand Is Off

MIDDLETOWN, N. Y., Aug. 21.—The Middletown Fair came out ahead in most departments on Saturday night (14) as expected, beating last figures at the front gate but sliding seriously at the grandstand. Kid's Day, Monday (9), was washed out but was a winner when rescheduled for Friday (13).

Also the final reckoning will not be completed for a while, it was evident the last season's 42,000 attendance figure went by the boards by at least 10 per cent. The I. T. Shows' office also reported a better gross than it has known here before, and the Irish Horan thrill show held well compared with last year.

But Manager Fred Germain noted a decline in turnouts for the Hamid grandstand revue, and said that while the caliber of entertainment was high, it was evidently not what customers hereabouts wanted.

Legit Show Muddled

Germain spoke about the possibility of attempting a different type of grandstand offering in 1955 but was not definite on what it would be. He said variety-type shows and rodeos have done poorly in Middletown, and that he is considering the possibilities of legitimate summer stock theater next year, without necessarily doing away with the thrill show.

The 4,000-seat grandstand was packed for Saturday's (14) big car races put on by Victory Speedways, but in contrast, the night revue drew less than 1,000, best attendance for any of its six night performances. Acts from the unit

were offered as free acts in the afternoons.

For the first time the annual showed house trailers, Germain selling a block of space along the grandstand to an exhibitor of four de luxe models.

Last year's accounting, which is expected to be beaten, showed a net profit of \$14,878.70 based on the following income: Gate and grandstand admissions \$36,184.10; space rentals, \$15,644.64, and shows and rides, \$5,566.11. Operating expenses were \$42,516.15.

Falmouth Off To Good Start

FALMOUTH, Ky., Aug. 21.—The 75th annual Falmouth Fair kicked off Monday (16) with a street parade to the fairgrounds, with local civic groups and the Hardin-Browning Post, American Legion, participating in the opening ceremonies.

According to Nelson Breeze, ride operator and owner of the fairgrounds, who is directing the Falmouth Fair operation for the fourth year, attendance and midway gross business thru Thursday (19) was running considerably ahead of 1953, when 30,000 passed thru the front gate in six days. Breeze expects attendance to hit near the 40,000 mark this season.

Midway layout included six Breeze rides, John Gallagan's bingo and 10 concessions, and 16 indie concessions. Eddie Allen, veteran balloon ascensionist of Batavia, N. Y., furnished the daily free act. Gate was pegged at 40 cents for adults, 10 cents for kids, and children under 6, free. Harness racing was scheduled for Wednesday, Friday and Saturday afternoons. A horse show on Friday and Saturday nights and a horse-pulling contest Wednesday were other features skedded.

WLW's "Midwestern Hayride," headed up by Willie Thall, drew a three-quarter house to the 1,500-seat grandstand Tuesday night, with ducats scaled at \$1 for grownups and 50 cents for kids. Wednesday afternoon and night grandstand features, with prices scaled the same, was Jimmie Lynch's Death Dodgers, piloted by Bill Reed. Unit pulled some 500 at the matinee, but the night show attracted a capacity crowd, with many standing, despite a heavy rain between the matinee and night performance.

A plug-horse race is slated for Saturday afternoon, with proceeds going to the Shrine Crippled Children's Hospital, Lexington, Ky., Gov. Lawrence Wetherby is slated to make an appearance Saturday afternoon to award the trophy and make the presentation of the check to hospital representatives.

Terre Haute Wins Despite Obstacles

TERRE HAUTE, Ind., Aug. 21.—The Wabash Valley Fair this week shrugged off the effects of a strike of city bus drivers, hot weather and rainy weather and racked up a winning run. Attendance thru Thursday (19), fifth day of the eight-day run, was running ahead of a year ago, officials announced.

Grandstand business, particularly with the Boyle Woolfolk revue, which was in for three nights, was well ahead of last year. The Joie Chitwood Show and a WLS Barn Dance unit also pulled good crowds.

The opening-day program of motorcycle races was marred by the death of Archie D. Weimer, 28, driver, and the injury of George Malek, 27, of Chicago, who suffered a fractured skull and chest injuries. Frank Gayoski, Barborton, O., had a leg broken in the same pile-up. Frank Simpson, of the Chitwood show suffered a concussion and severe lacerations during the unit's performance while doing a slide for life thru fire.

The Boyle-Woolfolk revue was headlined by the Harmonicats, Ish Kabbible and the Chordettes. Metropolitan Shows provided the midway.

Mason City Tops 100,000 For New Mark

20th Century Org Tabs Winning Week; Auto Races Click

MASON CITY, Ia., Aug. 21.—The North Iowa Fair, shooting for a total gate of 100,000, topped that figure and set a new record for its six-day run which wound up here Sunday (15). Given good weather, the fair topped last year's attendance figures by 8 per cent and grandstand attractions were up 1 per cent. Gate count for the first five days was 92,493.

Midway grosses, where 20th Century Shows held forth, were 51 per cent ahead of last year, according to M. C. (Cap) Lawson, veteran secretary. The huge bulge in receipts was attributed to bigger earning power of the show. As a result the show was signed to again appear here next year.

Grandstand attractions during the final three days of the fair pulled in sizable crowds. Sunday afternoon's program of big car races, presented by Al Sweeney, of National Speedways, Inc., were run to an estimated 3,500. Stock car races, also operated by Sweeney on Saturday, pulled over 4,000, about 700 more than last year. Tournament of Thrills played to a good turnout on Friday evening; Pee Wee King and his variety show drew an equally good crowd on Saturday night, and the Venita Rich TV amateur show played to a comparable turnout on the final evening.

Fair's livestock department was up 12 per cent over '53 from the standpoint of entries, and a generous increase was registered in both commercial exhibitors and concessionaires this year.

Napa, Calif., Prunes Run, Sets Record

NAPA, Calif., Aug. 21.—Dropping its schedule from five to four days, the annual Napa District Fair, which closed here Sunday (15), set a new attendance record of 44,997, Lowell Edington, secretary-manager, reported. The first two days of the run were unseasonably cold but the last two gave the event ideal weather.

The exposition continued its one-pay-gate policy for the third year with the charge of 50 cents for adults and children over 12 years of age. Those under 12 were admitted free. All entertainment within the grounds with the exception of the carnival, where West Coast Exposition Shows were set up, was free.

The grandstand show was booked by Isabelle Whall, of Fun Unlimited Productions in San Francisco. The Hoosier Hot Shots headlined, with Eddie Bartell emceeing. Other acts were Mason Kahn Dancers, McDermott's Bears; Lorraine Stevens, unicycle, and the Katherine Kay Musical Act. William Gerard played the entire fair run as BeBe the Clown and offered his BBB Puppeteer turns.

Lieut. Gov. Harold J. Powers was guest speaker on the closing day.

The fair went from three to five days when it resumed operation following World War II. Dropping to four this year, the event pulled more people than during the few years when it had the longer run.

Mazon, Ill., Goes Strong on Heralds

MAZON, Ill., Aug. 21.—Grundy County Fair, which opens its five-day run here September 2, will rely heavily on circus-type heralds to advertise its many features. Fair has contracted for close to 150,000 four-page pieces that will be mailed out to rural and local boxholders. Heralds are being printed by Chief Printing Company, Perry, Ia.

EYE FREE KIDS' GATE AS OTTAWA STIMULANT

OTTAWA, Ont., Aug. 21.—A new children's admission policy will be in effect at this year's Central Canada Exhibition, which opens this morning. The CCE will try a free gate for kids every day this year, Manager H. H. McElroy said, with the expectation that the plan will result in repeat visits of families.

A four-mile parade was ready for the kick-off. It will begin in Hull and wind into Ottawa and to the Lansdowne Park grounds, featuring 10 bands, many floats and animals lent for the occasion by the World of Mirth Shows.

The CCE was looking for the free gate plus the WOM's giveaway of eight bicycles to lure 30,000 youngsters to the grounds on Monday (23). Opening day grandstand attraction is the Jack Koch-

man Thrill Show, after which Hamid Revue takes over the remainder of the run. The ground will not be operative on Sunday (22).

With agricultural and industrial conditions good in the area, McElroy said, favorable weather should allow the event to draw a record 425,000 admissions. Last year's total of 390,000 was curbed by extreme high temperatures.

The grandstand ticket advance sale has been running substantially ahead of 1953's and overflows were reported in livestock entries, with the fair being hard-pressed to find space to accommodate all. Also improved are the horticultural set-up and the farm machinery displays.

Hare, Detroit Manager, Seeks State Position

DETROIT, Aug. 21.—Two officials of the Michigan State Fair have been selected as the official nominees of the Democratic Party for State offices. James M. Hare, manager of the fair for the past year, was nominated for secretary of state, and Sanford Brown, of Port Huron, member of the board of managers, for State Treasurer.

Hare's nomination, which will give him his first try at any elective office, was attacked by John Feikens, chairman of the Michigan Republican Party, who demanded his resignation as fair manager, in order that the fair "will not be turned into a political football for Democrats."

Hare replied "I have a commitment here as manager of the fair." He pointed out that it means an 18-hour day from now until September 12, that he couldn't possibly take time out for campaigning until that date, and won't resign until at least the closing of the fair.

Fair Dates

The Billboard Publishing Company
Copyright 1954

Maryland

Mechanicville—St. Marys Co. Fair. Sept. 24-28. Ralph Russell.

NATIONAL SHOWMEN'S ASSOCIATION

GREETS YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th Wednesday each month
317 West 56th St.
New York 19, N. Y.

Almost every one of the Eastern amusement family is a member. Are you?

Write for information
Initiation\$10
Dues\$10 Yearly

THE SATURNS

OVER 120 FEET HIGH

featured California State Fair, 1951, and Centennial Celebrations of 1950-'53

Currently playing
ARMADA, MICH., FAIR
Available after Sept. 18

THE SATURNS
c/o The Billboard, Cincinnati 22, Ohio
Or GUS SUN AGENCY
Regent Theatre Bldg., Springfield, Ohio

DISPLAY FIREWORKS of Distinction

Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone

Continental Fireworks Co.
R. R. #4 Jacksonville, Ill.
Phone R-4913 or 1351

WANT CARNIVAL

September 13-17 or 20-25, 1954, for
GIBSON COUNTY COLORED FAIR
R. L. RADFORD
P. O. Box 109 Trenton, Tenn.
Phone: 639-J

YOUR TICKET TO SALES RESULTS—

THE ADVERTISING COLUMNS OF THE BILLBOARD!

HAVE AVAILABLE DATES FOR
THE GREAT RASINI
WITH HIS SENSATIONAL ROCKET CAR
AND
THE 8 THERONS
ARTISTIC FLASH AND COMEDY RIOT ON WHEELS

Contact: re above attractions:
STANLEY W. WATHON 1564 BROADWAY, NEW YORK 36, N. Y.
PHONES: IL 7-2360—PL 7-6474

BERLIN FAIR—BERLIN, CONN.

OCTOBER 1-2-3
CONCESSION SPACE NOW AVAILABLE

Send all communications to
ANTHONY FANTASIA
ALTO ROAD, R.F.D., #1, UNIONVILLE, CONN., OR PHONE
FARMINGTON—ORCHARD 70641 BETWEEN 9 AND 12 A.M.
DAILY.

LAST YEAR'S ATTENDANCE OVER 50,000

Miss BeBe Says . . .

FAIR OPERATORS SECRETARIES CONCESSIONERS

AND ANYONE INTERESTED IN THE FAIR BUSINESS—

NEEDS THE BILLBOARD EVERY WEEK!

Make Money—Save Money. Subscribe NOW—This Easy Way.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10.
(Foreign rate, one year, \$20)

Name 784
Address
City..... Zone.... State.....
Occupation



CARNIVALS

Springfield, Ill., 12% Higher for ACA

Ride and Show Grosses Top 1953
Despite Rain Three of First Nine Nights

SPRINGFIELD, Ill., Aug. 21.—Rain doused the Amusement Company of America three of the first nine nights of the 10-day Illinois State Fair, but the ACA, nevertheless, bagged 12 per cent greater ride and show receipts than it did in the same period last year.

A banner first Sunday (15) played a big part in upping midway business. The day's take was unmatched by that for any day since 1946, when the fair returned to operation after its long war-time suspension.

\$2,700 for Sky Wheel

A standout in the day's big business was the thumping pay load carried by the Dowis Sky Wheel. That ride bundled up \$2,700 for the day, the biggest it has ever registered here.

Thursday (19) accounted for the second best gross, thanks to the appearance of President Eisenhower, whose much-publicized appearance enabled the fair to pile up a record-setting 225,000-attendance mark for a single day.

Thursday's take probably would have eclipsed Sunday's had it not been for rain which fell shortly after 8 p.m. The rain continued for more than two hours and killed off what would have been several hours of exceptionally strong play.

The elements also took a big cut out of business the first Saturday night (14), with rain hitting about 9:30 o'clock, when the midway was thronged. In addition, there was rain one week-day afternoon.

ACA's bumper business was confined to its rides and shows. Games concessions, fewer in number than in the past, did what was regarded as "only fair."

"Dancing Waters," which had proved a big money-getter at ACA's previous stand, the Chippewa Falls (Wis.) Fair, has failed to kick it here. Its position at the entrance of the midway is such that it forced limitations on the pitch out front. The use of a girl out front on a platform was abandoned when experimental tips drawn blocked up the mouth of the midway.

The show went all-out in pull-

ing in customers the first two days, but this move, designed to spark much word-of-mouth publicity for the attraction, lacked effectiveness here, as demonstrated by the fact that attendance for the show did not build.

Show Added to Line-Up

A Latin-American show, jointly operated by Charles Teichner and Charles Taylor, bowed here to good business.

Visitors to the show here included Mrs. Harry (Alice) Hennies, who left today for her home in Houston after receiving cash and pledges totaling close to \$2,500 from show personnel and concessionaires for the new clubhouse of the Hot Springs Showmen's Club.

Other visitors here included J. M. Dean, secretary of the Mississippi State Fair, Jackson; Ben Roodhouse and Lee Sullivan, Eli Bridge Company, and Robert K. Parker.

The ACA closes here tomorrow (22) and will move to the Iowa State Fair, Des Moines.

Takes Satisfy Babcock Org At Santa Ana

SANTA ANA, Calif., Aug. 21.—Business for the Frank W. Babcock United Shows at the six-day Orange County Fair here was satisfactory, Larry Ferris, manager of the show, said. The event closed Sunday night (15) with a total attendance of 100,564, which was 2,100 under the 1953 run.

The show used 10 rides with the kidland at the back of the midway. Top money for an individual device was chalked up by the Little Dipper, a ride recently purchased by Babcock in Colorado. Used for the first time here were twin Ferris Wheels. There were two shows on the lot, Sam Houston's "Strange Cargo" and Joe di Silva's "Swami Rama."

Because of electrical trouble, the show was unable to use its 40-foot towers down the center of the midway.

The show recently added the "Ghost Ride," and it will be debuted when the carnival is featured on the midway at the Antelope Valley Fair and Alfaia Festival in Lancaster.

I. T. Business Up at Middletown, N. Y.

TROY HILLS, N. J., Aug. 21.—I. T. Shows got off to a high-flying start in its opening fair in Middletown, N. Y., and the good business held up thru early yesterday at the Morris County Fair here.

Ride grosses were encouraging in Middletown, general manager Phil Isser said, and as a whole, the office did better than last year by a few percentage points. The show has three more years to run on its contract with the Orange County Agricultural Society.

Most concession units did well altho the locals did not give much play to cigarette and ring-the-block joints. With opening Monday (9) rained out, some stands were not off the nut until Thursday night (12).

On the whole, the Middletown midway was run tightly, with more State Troopers per square foot than had been seen in some time. Col. Lew Alter had his best week of the season for his Side Show. Paul Goldfarb reported a red one on novelties. Also on the back end were Mr. and Mrs. Ty Carroll and the office-owned Illusion Show, Levensgood's Wildlife, Powers' Snake Show, a Hitler Car, and Ben Weiss Concession Company.

The office put out three Ferris Wheels, two Merry-Go-Rounds, a Whip, Tilt, Caterpillar, Roll-o-Plane, Dipper, Comet, Octopus, and four kiddie rides.

A boost for the show was the fair's policy of running a free gate every night at 10 o'clock. A couple of hundred people clustered around the entrance nightly and with little to see in the way of exhibits at night, they would make straight for the midway.

The Morris County Fair revised its space policy this season and booked the majority of footage thru the fair office. I. T. had about 15 concessions on the midway which had been with the show thru the season. Ed (Freckles) Lewis left with his string of

concessions, Isser said, and Aaron Hymes was signed for novelties at the Mineola Fair. Alter's is the only show unit at Troy Hills.

Alex Freedman Takes Over Boone Valley

LOS ANGELES, Aug. 21.—Alex Freedman, veteran novelty dealer and owner of Freedman's Concessions, has purchased the Boone Valley Shows, Inc., and will bring the organization to the West Coast following its last Iowa date September 12.

The equipment bought by Freedman from Ben Messenbrink and C. M. Smith for an undisclosed sum includes 8 rides and 15 trucks. The show carries 30 concessions and 7 shows.

Freedman said that the show, established in 1946, was booked thruout this year when he negotiated for it earlier this year. The only dates needed were those to fill in jumps, he added.

The new owner of the Boone Valley Shows will continue his novelty business with Morry Levy, a relative, taking over the management.

This is Freedman's first venture into show ownership. His novelty concession deals include stands on the Crafts Shows and contracts for the California State Fair and Exposition, Sacramento, Santa Clara County Fair, San Jose, and others.

Rouses Point Gross Up for Continental

WESTPORT, N. Y., Aug. 21.—Continental Shows opened for its first fair on Tuesday (17) after scoring in its final still date at Rouses Point. A strong increase over last year was reported by most units, possibly due to the new date used this time.

Last season Rouses Point was played in June, graduation week. Being a resort area, the later date proved much better, attendance-wise.

The 1953 fair in Westport was a banner one and everyone on the midway was looking forward to at least equalling it this time. A new kiddie boat ride was delivered here by the W. F. Mangels firm in New York.

Two Killed in Truck Collision

EAST ST. LOUIS, Ill., Aug. 31.—Robert Henze, 27, ride operator, and Robert Gruver, 16, ride man, were killed in near-by suburban French Village Sunday (15) in a head-on collision between their truck and two other vehicles. Henze was the son of the owner of Midwest Amusement Company, which plays church celebrations in the St. Louis area. Gruver worked for the Henzes. Both were buried Thursday (19) in East St. Louis.

Springfield Up 15% For World of Today

SPRINGFIELD, Mo., Aug. 21.—World of Today Shows definitely broke into the winning column here this week at the Ozark Empire Fair. Thru Thursday (19), fifth day of the nine-day run, ride and show grosses were 10 to 15 per cent ahead of last year and according to Manager L. C. (Curley) Reynolds, it was by far the best stand they have had this season.

Show moved here on a long trek from Wadena, Minn., and was sporting much new canvas. Adding to the appearance of the midway were the light towers and much added fluorescent lighting.

The strong back end included C. R. Miller's Battle Field; Pat Patterson's athletic unit; Louis Weiss' gal show; Pee Wee Sutrain's Glass House; Mrs. Doc Ward's Pinheads; Charles Till's Posing Show; Dick Dillon's mechanical unit; Hall and Leonard's Side Show, and Frank Ellis with freak animals, Snakes and a Gorilla Show.

On the staff, in addition to Reynolds, is H. (Izzy) Wells, owner; June Reynolds, general agent; Ralph Lockett, auditor-secretary; Red Carter, chief mechanic; Robert Morgan, mail and The Billboard; Buddy Hazan, traffic manager; John Bush, electrician and diesels; Lenwood Jacobs, assistant electrician; Vern Dickerson, towers and fluorescents; Happy Miller, front gates, and Jody Muff, head ticket taker.

Ride line-up and respective foremen are Dark Ride, John Pendergast; Funhouse, Pee Wee Sutrain; Ferris Wheels (2), W. H. Gillahan; Kid Rides (7), Walt and Jennie Williams; Merry-Go-Round, Tom Reedy; Octopus, William Stutter; Ponies, Mrs. Doc

Ward; Roll-o-Plane, Ray Nelson; Scooter, W. F. Muskgrove; Spitfire, Willett Buff; Tilt-a-Whirl, Robert Lyons; Tractor Ride, Marvin Apple.

Ben Hazen and Ben Haddad are concessions managers. Paul Armstrong has the Arcade; W. F. (Curley) Smith the cookhouse and Mrs. June Reynolds the bingo. A. Dorso and Goodman bingo is on the independent midway and Mr. and Mrs. Chuck Moss have several concessions among the independents.

Last Rites for Vince McCabe

CHICAGO, Aug. 21.—Funeral services were held here Tuesday (17) for Vince (Red) McCabe, 53, veteran concessionaire, who died Saturday (14) in Hines (Ill.) Veterans' Administration Hospital following a lingering illness.

He had operated concessions on a number of carnivals and for several years had served as concessions manager of the Sunset Amusement Company. A veteran of World War I, McCabe was a member of the Showmen's League of America and of that organization's Al Sopenar American Legion Post No. 1008. He was a member of the Masons and the Kansas City Shrine.

He leaves his wife, Ruth; his mother, a brother, Donald, and two sisters, Dorothy and Jean. Interment in Beverly Cemetery, Chicago.

Vivona Scores In First Crack At Ithaca Fair

HENRIETTA, N. Y., Aug. 21.—Rain on Monday (16) washed out the prelude of the Monroe County Fair for Vivona Bros.' Shows altho everything was in readiness for a big night. The fair got under way Tuesday (17) and business was brisk with everyone connected having a good day.

Rain and cold weather also cut into the fair in Ithaca, played by Vivona for the first time. The week proved a winner, tho, and the fair board headed by Richard Blatchley made tentative arrangements with John Vivona for a 1955 contract.

An extra Kiddie Day was promoted by Harry Wilson on Saturday (14) and it went beyond expectations, as the fair in previous years had an early teardown on that day. Holdovers from the matinee and the added night crowd kept the show running until midnight.

Harry Wilson rejoined in Henrietta and reports a satisfactory business trip with good results.

Thru yesterday the Henrietta event had surpassed all previous attendance marks, and the board, headed by Secretary Albert Lockner, signed Vivona for next year. On the midway were 16 rides, 9 shows and 52 concessions, with all pulling good grosses. Yesterday was Kiddie Day, with 700 orphans being among the moppet guests.

The show this week announced joining the American Carnivals Association, with membership No. 249.



TWO ADDITIONAL ENTRIES in the contest to select Miss Outdoor Show Business of 1954 have been received by The Showmen's League of America, sponsors of the contest. New candidates are Annabelle Pogeman (left), of Gerry Parlow's 105 Ranch Rodeo, and Ginny Scott, of the Paul Marr Booking Office.

Gouverneur Up 30% For Buck-Model

ELMIRA, N. Y., Aug. 21.—The fair in Gouverneur, N. Y., was up 30 per cent over last year for O. C. Buck-Model Shows, according to Dave Endy, a big help after the costly blowdown suffered in Ashtabula, O. (The Billboard, July 24).

There was a smattering of rain during the week, but the show nevertheless earned good money and signed for 1955 with Secretary Bligh Dodds.

Elmira opened well, with the show being considerably enlarged and repaired for the larger fairs which are coming. Endy said Gouverneur was a much-needed big one, coming after a disappointing spring season, and everyone connected is anxiously awaiting the next few weeks.

Concessions all made out okay last week and this, with Bill Cowan doing his usual good job.

MIDWAY CONFAB

Earl Davis and Mickie Mignon, both of West Coast Exposition Shows, were married recently at Minton, Nev. Davis is talker while Mickie is the penquin girl on Don Gilbert's Side Show. . . . Cupid struck twice on Raines Amusement Company. Chuck Murry, floss operator, wed Donnie Grier, of Siloam Springs, Ark., while Steve Woolsey, of the Octopus crew, took as his wife Imogene Sisco, of Stillwell, Okla.

Toby Young joined Veterans United Shows with four concessions. . . . Mr. and Mrs. Albert Raines, owners of the show bearing their name, recently purchased a new Buick. Their granddaughter, Rose Ann Philpot, is visiting. Jody Kennedy, son of Mr. and Mrs. N. L. Kennedy, of the Raines troupe, celebrated his fourth birthday recently with a cake and ice cream party. Mr. and Mrs. Rudy Daricek and daughter, Sharon, joined with a mug joint and slum blower. Mr. and Mrs. Chuck Murry are sporting a new house trailer.

Two units of Strong's Amusement Company joined for the Madison, Neb., fair. Chief Roebuck, ball game operator, took a few days off to get a check-up at a Norfolk, Neb., clinic. The Don Fowlers left the No. 1 unit to play State fairs. Business for both units, which encountered considerable rain, is running below '53.

Bill Holt and Robe Robeson, Girl Show operators, returned to the States recently after completing a successful two-week tour of the Canadian B circuit with the Gold Medal Shows. They are contracted to operate two shows for the remainder of the season, starting at Parkersburg, W. Va., August 31. . . . Bob Venner was critically injured August 8 when an automobile went out of control and smashed into the tractor-trailer he was driving, according to Mrs. Venner. He is in Room 212, Park View Hospital, Plymouth, Ind., and would like to hear from friends.

Lucky Laurendeau has left C. J. Luther's 10-in-1 and now operates a 5-in-1 for the John Steele Cobbette Shows at Canton, O. . . . Blackie Null is back on the lots after being confined to Lorenzen Memorial Hospital Elgin, N. D., where he recovered from a crushed leg. . . . Duke Dougherty, concessionaire, is a patient at Pratt General Hospital, Coral Gables, Fla. He would like to hear from friends.

Personnel on Princess Ting's and Stan Wrisley's Side Show on Vivona Bros.' Shows includes: Jessie French, magic and emcee; Ted Hartigan, pincushion; Ken Burgess, iron eyelids; Fred Myers, fire-eater; Willard Purgins, nail board; Miss Electro; Rosa Lee, armless wonder; Twisto, rubber boy; Kay and Ken, Siamese twins; Princess Ting, girl with four hands; Louise and Glenn Wrisley, midgets, and Darlene, annex. Wrisley handles the front with Bob Campbell, and Ray Stoneking selling ducats.

Mrs. Anna LeRoy Bickford, wife of Charles LeRoy magician and inside lecturer on Pete

Kortes' Side Show, has been released from Teddy Memorial Hospital, Montreal, where she was confined with virus pneumonia.

Richmond Notes: J. C. Corbett is back at his home, 115 E. Franklin Street, after a two-month sojourn in a Lexington, Ky., hospital. . . . Eula Mahoney will join the Strates' show at Syracuse. . . . Joe Corey left to join the Wallace Show at Buckhannon, W. Va., after sitting out the still dates. . . . Harry Frank, cookhouse op, who has been off the road for several years, is dickering to go out next season. . . . Ralph Lockett, of the World of Today staff, flew in to Richmond recently to arrange several indoor promotions for this winter. He then rejoined the Reynold's org at Springfield, Mo. . . . Judson Williams is in Veterans' Administration Hospital in Kecoughtan, Va. He was recently visited by Joe Wigington, Ralph Lockett, Ban Eddington, Joe Bacigalupo, Charlie Milner, Abe Deep and Jerry Wayne. . . . Mr. and Mrs. Earl Bumgarner and their two grandsons, Steven and Gary Taylor, renewed old acquaintances on the Johnny T. Tinsley Shows when the org played Hickory, N. C.

Morris Brown, I. T. Shows concession manager, sported a new, canary-yellow convertible at the Middletown, N. Y., Fair. . . . Austin (Augie) Dentinger reported a slow week with his "Sing Lee Revue" in Middletown, and said he was off of Kutztown, Pa., this season, where he intended to place two girl shows.

Bob Sellers, Pittsburg, Kan., reports that Edward F. Murphy, formerly with the M. A. Srader, Brodbeck & Schrader and Don Franklin shows, was a recent weekend visitor at the Hotel Inn in Pittsburg. Murphy, on leave from a tuberculosis hospital, said he felt fine.

On the Lagasse Amusements No. 1 unit Robert Barker, former rodeo performer, has charge of the swings. Louise Holman and Dolores Flynn, vacationing with their families on the show, return to school soon. Louise to Haverhill, Mass., High and Dolores to Dania, Fla. The engagement of Pauline Holman and Roland Poor, both on the show, has been announced. Mrs. Barbara Bobola of Lowell, Mass., and son Michael visited her parents, Mr. and Mrs. Waylan Flynn at the Bradford (Vt.) fair (13-15). Tiny Michael is the Flynn's first grandchild. Dick Taylor, The Billboard agent with the Lagasse No. 1 unit is doing well with his parakeet store. Bob Cruickshank has three dice tables with Lagasse units for the fair season. Daytime business was slow for the No. 1 unit at Bradford, due to abnormally late harvesting of the hay crops in the area, but after-dark play was okay.

June (Ariana) Carter recently jumped from Chicago to join the Wallace Bros. Shows of Canada. She will be featured dancer in the girl revue of the org's string of Eastern Canada fairs.

Novelty operator Paul J. Goldfarb joined I. T. Shows in Middletown, N. Y., and will stay on the show for the remainder of the

(Continued on page 95)

GOLD MEDAL Shows

JUST OUT OF CANADA—NOW REORGANIZING FOR OUR CHOICE EASTERN FAIR ROUTE

STARTING WITH WOOD COUNTY FAIR, PARKERSBURG, W. VA., AUG. 31-SEPT. 5; FOLLOWED BY 11 FAIRS, INCLUDING GASTONIA, N. C.; CONCORD, N. C.; WILSON, N. C.; NEW BERN, N. C.; COVINGTON, VA., AND ROME, GA.

CONCESSIONS: Can place Hanky Panks of all kinds, Glass Pitches, Photos, Age, Scales, Pronto Pups, Foot Longs, Snow Cones, Lemon Shake-Ups, Fiddlesticks, Will sell "EX" on Novelties, Ball Games and Basketball. RIDES: Will place Train, Boats, Rock-O-Plane, Caterpillar and Dark Ride.

SHOWS:

WANT—ORGANIZED MINSTREL SHOW. HAVE NEW COMPLETE, ELABORATE FRONT FOR SAME. HAVE TENT, SEATS, ETC. \$10,000.00 OUTFIT. MUST BE A-1 SHOW. RARE OPPORTUNITY. 40-SEAT, FLEXIBLE FLYER GREYHOUND BUS FOR TRANSPORTATION OF PERSONNEL. DO NOT MISREPRESENT, LARGE INVESTMENT CALLS FOR THE BEST.

Can place Wild Life (Bull, call), Monkey Show, Snake Show, Mechanical City, Glass House, Fun House.

WANT PENNY ARCADE, MUST BE NEAT AND IN KEEPING WITH OUR STANDARDS.

Gene Knight and John Styles Want Side Show Acts, Canvasman, etc.
All Contact **JOHNNY J. DENTON, Owner-Mgr.**
Parkersburg, W. Va., Now and Until Sept. 5.

DON FRANKLIN SHOWS

UNIT #1 WANTS FOR THE FOLLOWING FAIRS:

BELLEVILLE, KANSAS, Aug. 29 thru Sept. 3; TEXARKANA, TEXAS, FOUR STATES FAIR, Sept. 10 thru 18; WHARTON, TEX., Sept. 21 thru 26; ROSENBERG, TEX., Sept. 29 thru Oct. 2; ANGLETON, TEX., Oct. 5 thru 9; REFUGIO, TEX., Oct. 12 thru 14.

ALL FAIRS

Can place legitimate Stock Concessions, including Age & Scales and Hats. SHOWS—Can place Motordrome, Monkey Show, Mickey Mouse and non-conflicting Shows. RIDE HELP—Want Foremen for Tilt and Octopus, assistant Diesel Electrician, Second Men for these and other major Rides including Twin Wheels, Rock-o-Plane and Scooter. All must drive semis.

Ernie Murray, lot superintendent, will be on the fairgrounds at Belleville, Kansas, starting Wednesday, August 25. Contact him for space at Belleville. Concession footage, \$5 per foot. Space at Texarkana, \$8 per foot. Ride Help, report to Mr. Murray at Belleville or to West Union, Iowa, thru Friday, August 27, only.

DON FRANKLIN, Manager, West Union, Iowa, until Aug. 27

We again hold contract for San Antonio Livestock Exposition, Feb. 18 thru 27, 1955.

10 FAIRS

LEO LANE SHOWS

The South's Finest

10 FAIRS

WANTED FOR THE FOLLOWING BONA FIDE COUNTY FAIRS STARTING

Aiken Co. Fair, Aiken, S. C., Sept. 13-18; Hancock Co. Fair, Sparta, Ga., Sept. 20-25; Johnson Co. Fair, Wrightsville, Ga., Sept. 27-Oct. 2; Jenkins Co. Fair, Millen, Ga., Oct. 4-9; Candler Co. Fair, Metter, Ga., Oct. 11-16; Atkinson Co. Fair, Pearson, Ga., Oct. 18-23; Pulaski Co. Fair, Hawkinsville, Ga., Oct. 25-31; Thomas Co. Fair, Thomasville, Ga., Nov. 1-6; Putnam Co. Fair, Palatka, Fla., Nov. 9-13. One more pending. These are proven County Fairs. Short jumps, reasonable privilege.

CONCESSIONS—Must be Legitimate

Hanky Panks and Prize Everytime Concessions. No Ex. Cook-house and Grab, Age and Weight, Long and Short Galleries, High Striker, Novelties, Jewelry, Photos. Will sell Ex. on Custard, French Fries, Chocolate Dip, Lemon Shake, Popcorn, Name on Hats, Derby Racer, Bingo. (Ted Cole, answer.) Will book American Palmistry (NO GYPSIES).

SHOWS—Must be Clean & Attractive

Wild Life, Big Snake, Monkey, Mechanical, Any Show catering to families.

HELP—If you drink, stay where you are.

Ticket Sellers and P. C. Dealers. Ride Help for Merry-Go-Round, Wheel, Fly-o-Plane, Tilt, Roll-o-Plane, Chairplane, Foreman for two Kid Rides. All must drive and have license. Long season and good pay for sober and reliable Men.

RIDES—Will book Coaster, Live Ponies, Train and Dark Ride.

Want Performers and Musicians for the best framed Jig Show on the road. Also Man for Front and Canvas. Must drive. Want Man to up and down front entrance and light towers. Sell tickets. Must drive semi.

Want Fun House Operator for nice Fun House. Must drive semi.

All replies to **LEO LANE, Savannah Beach, Ga. Phone 9162 until Labor Day**
(No collect wires or calls.)

ULEY REITHOFFER SHOWS

SULLIVAN COUNTY FAIR, FORKSVILLE, PA., SEPT. 1 TO 4

Here is a RED one! Held in the heart of the Summer Resort area.

WANT CONCESSIONS of all kinds.

Want Girl Show, Wildlife, or Shows of merit. People with me now will be given preference in later spots. McKean County Fair, Smithport, Pa., September 6-10th; and McClure Bean Soup, September 15th to 18th. Call or wire:

ULEY REITHOFFER
Hughesville, Penna. Phone: 101 B

Want—DON FRANKLIN SHOW #2—Want

Rides: Any Major Rides that do not conflict. Ride Help: Need Ferris Wheel Foreman. Shows: Fun House, Snake, Mechanical, Wildlife, Side Show or any Grind Show with own outfits. Concessions: Cookhouse, Grab, Candy Apples, Snow, Floss, Popcorn, Ice Cream, Custard, Hanky Panks of all kinds, Photos, Novelties, Long and Short Range, Hi-Striker, Dart Balloons, Glass Pitch, Six Cats, Buckets, Ball Game. Need Agents for Blower and Pin Store. We have Fairs in Kansas, Missouri and Texas; anyone wanting a long season come on. We are out until Nov. 8.

All replies to Iola, Kan., this week; then as per route. Roy Henderson wants sober Six Cat and Bucket Agents to join him at Belleville, Kan., Aug. 29 thru Sept. 4, with the Don Franklin Show Unit #1.

DON FRANKLIN SHOW #2
IOLA, KANSAS, AUG. 24-28.

CARNIVAL WANTED

for American Legion Celebration, Hillsboro, Ohio.
Contact
American Legion #129
Hillsboro, Ohio

RUSTY WAGNER WANTS HANKY PANK AGENTS

For 8 of the best Fairs in Texas, including Amarillo and Lubbock. BALLOON DARTS, FISH POND, PITCH-TILL-YOU-WIN, HUCKLEY BUCK, PING PONG PITCH, STRINGS, ADD-EM-UP DARTS AND OTHERS. Contact immediately at Harlan, Iowa, Fair, Aug. 24-27; then to Texas, starting with Gainesville Fair Aug. 30. Phone, wire or come on now and ride down or join at Gainesville. P.S.: FOR SALE—2 Sets Miniature Basket Ball.

The Amusement World has never known a greater force for good than the

SHOWMEN'S LEAGUE OF AMERICA...

Help support the many charitable activities and showmen's benefits of the League . . .

YOUR VOTES FOR
MISS OUTDOOR SHOW BUSINESS OF 1954

will help maintain and expand these great functions of the league.

THE CONKLIN SHOWS

FRANK R. CONKLIN
 Past President
 Showmen's League of America, 1941

J. W. (Patty) CONKLIN
 Past President
 Showmen's League of America, 1935-'36

LONG LOST

Concesh Op Ends Hunt For Brother

LETHBRIDGE, Alta., Aug. 21.—A 20-year search for a brother he hardly remembered ended in Lethbridge Tuesday (10) for Ken Claman, a concessionaire with Johnny Denton's Gold Medal Shows.

In the Lethbridge Jewish cemetery, Claman found the neatly-kept but unmarked grave of his brother, Samuel J., who left home in Ottawa 20 years ago to travel with carnivals.

Samuel J. Claman died in Lethbridge on June 17, 1941. All that was known of him was his name. No one knew who his family was or even if he had a family. He was buried by the Jewish Benevolent Society.

In 1942 Ken Claman heard a vague rumor that his brother had died somewhere in Canada. War service intervened and Claman could not resume the search for his brother's grave until after the war. Two years ago he met a man in the Southern States who told him his brother had died in Lethbridge. When he learned Gold Medal Shows would be playing Lethbridge this season, he signed on.

Thru Jack Klinger, head of the Jewish Benevolent Society, Claman found the grave. He purchased a stone which will be placed on the grave when a service is held in September and paid off an unpaid portion of a bill at a Lethbridge funeral home.

Lynchburg Fair Gets Good Crowds, Marks Org Wins

LYNCHBURG, Va., Aug. 21.—John H. Marks Shows moved here this week after a winning stand at the Galax, Va., fair, where an attendance bulge of 20 per cent kept rides, shows and also concessions busy. Final day's turnout of 12,000 set a new record according to fair officials.

Kids' Day, thru a tie-in with a local grocery chain, pulled in thousands of moppets who kept the midway personnel busy on the final day, Saturday (14).

Flash Edwards and his auto thrill show did fair business one night with around 1,000 turning out for the closing night's show.

Kankakee Big For Buff Hottle

GEORGETOWN, Ill., Aug. 21.—Buff Hottle Shows moved here this week after a stand at the Kankakee (Ill.) Fair, where the show grossed satisfactorily, including rides, shows and the front end.

Percy Locoillis, manager of the fair; carnival owner Buff Hottle and the show's business manager, Dolly Young, hosted over 200 patients of the Illinois State Hospital during the run.

John Gallagan was a visitor as was Josephine Haywood and Mr. and Mrs. Butch Plas. Dolly Young supervised the operation of the Morris Lipsky concessions, which did nicely for the week.

H. D. Grove Dies Of Heart Attack

NEW CASTLE, Ky., Aug. 21.—Harold David Grove, 56, veteran concessionaire with the Royal Midwest Shows, which played Henry County Fair here this week, died early Thursday (19) of a heart attack.

Grove's widow, Eunice, and daughter and son-in-law, Betty and Corky O'Day, are members of the show. His home was in Bluffton, Ind., but in recent years he had wintered in Florida. He was a member of the Masonic order.

Also surviving are Grove's father and brother in Bluffton. Body was sent to Bluffton for Monday (23) services and burial.

Hoosier Fair Best Yet for Jimmy Drew

LOUISA, Ky., Aug. 21.—James H. Drew Shows, hurt somewhat by lower grosses during most of the season, hit the jackpot at the recent Valparaiso, Ind., Fair and had its best week of the year and the best stand at the Hoosier annual. Before leaving, the fair board and show owner James Drew signed a contract for next year's annual, which will mark the seventh straight year for the Drew outfit.

Show played the Whitehall Businessmen's celebration in Columbus, O., last week to fair business. Much visiting was done by members of the Gooding Amusement Company during the stay. Included were Mr. and Mrs. Floyd E. Gooding and their daughter, Joyce Ann; Fred Sawyer, Mr. and Mrs. George Bouic, Mr. and Mrs. Ted Smith, Mr. Leonard, Mr. and Mrs. Carl Beam, Mr. and Mrs. Jack Lampton, Mr. and Mrs. Cookie Foster and Mr. and Mrs. Fred Thumberg.

Robert Venner, bingo and concession op, ran into trouble coming into Columbus when his semi-trailer cracked up and he was injured. At first his condition was thought to be serious, but later reports indicated he was out of danger but would be hospitalized for a while in Plymouth, Ind. Bill Sterling joined the show at Columbus to do special agent and 24-hour man chores. Ferris Wheel has been flashed up with a new light star and circle.

SIX APPLY

Presque Isle Fair Prexy New NSA Man

NEW YORK, Aug. 21.—A half dozen names have been proposed for National Showmen's Association membership, this week, most notable among them that of the president of Northern Maine Fair Association in Presque Isle.

Frank Bergen, of the World of Mirth Shows, obtained the application of John H. Reed, when the show played that fair recently.

Also applying for NSA membership are Milton Tone and Mason Kilberg, proposed by Louis Light, Benjamin Zimmerman, by Max Tubis, and John R. Sacher and Louis Levine, by Sam Peterson.

Card keys to operate the new clubroom lock are being sent out together with new membership cards, executive secretary Ethel Weinberg announces, and adds that they are enclosed in the same card case this year. Neither has to be removed when the plastic case is slipped into the lock. President Joe McKee is installing a full-length mirror in the men's room, it was reported.

WANT FOR FRANKLIN COUNTY FAIR

WINCHESTER, TENN., TUESDAY, AUGUST 31, THRU SATURDAY, SEPTEMBER 4
 5 BIG DAYS

FOLLOWED WITH PULASKI AND FAYETTEVILLE, TENN., FAIRS.
 THEN 9 MORE IN MISSISSIPPI, ALABAMA AND GEORGIA.

CONCESSIONS of all kinds. No exclusive except Bingo, Eating Stands, Popcorn, Snow, Floss, Custard, Ice Cream, Long Range, Ball Games, Fish Ponds, Hanky Panks of all kinds. A few Grind Stores and Wheels, also Percentage Joints, AGENTS for Jewelry Store (must engrave), also Short Range Gallery. SHOWS—Side Show, Drome, Monkey and any well-framed Show not conflicting. Can place first-class Girl Show, must have high-class front. SHOWMEN—Girl Show Operator with help, P.A. sets for office Girl Show. RIDES—Any Ride not conflicting. RIDE HELP—Foremen and Second Men for office-owned Rides. Must be licensed semi drivers. No drinking tolerated.

All replies to E. L. YOUNG, Mgr.

STERLING CROWN SHOWS

GREENUP, ILL., this week.

PENN PREMIER SHOWS

worlds * cleanest * midway

SOMERSET COUNTY FAIR, MEYERSDALE, PA.

AUGUST 30 TO SEPTEMBER 4 — DAY AND NIGHT
 Followed by JUNIATA COUNTY FAIR & CENTENNIAL, Port Royal, Pa., Sept. 6-11

CONCESSIONS

Can place Age & Scales, Hats, Grabs, Floss, Pitch-Till-You-Win, Palmistry, Cork Gallery, Derby Racer or any other legitimate Concession. Harry (Buster) Westbrook can place one Grind Store and Wheel. Call me at fairgrounds.

SHOWS

Can place Man to take charge of Monkey Show. We have banners, top, sound, everything complete except Animals. Can place any Show not conflicting. Charley Zerm wants Working Acts suitable for Side Show, Strong Act to feature, also strong Annex Attraction to join on wire.

HELP

Can place Little Dipper, Caterpillar, Flyoplane or any Ride not conflicting with what we have. Real ride territory.

RIDES

Can always use good, reliable Ride Men who drive semis. Pay every week plus bonus.

Address all wires and mail to LLOYD D. SERFASS, Gen. Mgr.

Indiana, Pa., this week, followed by Meyersdale, Pa., next week.

WE HAVE ALL FAIRS UNTIL NOVEMBER

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

Send Cash With Order. Stock Tickets, \$24.00 per 100,000.

100,000
\$31.50

10,000 ... \$10.00
 20,000 ... 12.75
 50,000 ... 19.75

PLASTER

Small—10¢ Large—22¢
 Same Plaster. No Deliveries.

Shirley Statuary Co.
 Route #1 Alto, Georgia
 Phone: Gainesville—LE 4-4866

THANK YOU

O. W. HINE

Head Coach Pike Township High School, Indianapolis, Indiana, for your new Buick Riviera purchase.

"Save Money With Johnny"
JOHNNY CANOLE

Altoona, Pa.
 Phones 9347 or 3-0003

ANNUAL Labor Day Celebration

SLATERVILLE SPRINGS, N. Y.,
 SEPT. 3, 4, 5, 6

BANDS AND PARADES.

Can place Merry-Go-Round, Apples, Waffles, French Fries, Long and Short Range, Arcade, Hanky Panks, Eats and Drinks sold. Contact

FRED ALLEN

1400 Brewerton Rd., Syracuse 11, N. Y.
 Phone 543000

ATTENTION

GRIND STORE CLERKS

Looking for green pastures? This is it! Join on wire or come to Winchester, Tenn., next week. All replies to

DICK CRAWFORD
 (Fairgrounds) Greenup, Ill.

P.S.: Dealer for Cigarette Block, good proposition.

MIDWAY CONFAB

• Continued from page 93

season. Formerly active in Pennsylvania, he has concessions at New York kiddie parks.

Joe Hughes, of the Hamid office, hosted several New Brunswick fair men in Maine recently. **Ray Crewdson**, secretary-manager of the Frederickton Exhibition, visited both the Bangor and Presque Isle fairs. Also at Presque Isle were **Doug Neal**, manager, and **Don Flowers**, pari-mutuel operator, of the newly revived Saint John Exhibition.

Harold Wilkens joined the Martincus Bingo on the Continental Shows in Rouses Point, N. Y. Little **Joey Fritz**, grandson of the show's general manager, **Roland Champagne**, was hosted at a birthday party recently in the bingo stand and received many cash gifts and other presents.

Personnel of the John H. Marks' Shows took time out Saturday (14) in Lynchburg, Va., to hold memorial services for **Raymond Grabley**, concession agent, who died June 25 in Charlottesville, Va. A floral piece was placed on his grave and services were held. Among those attending were **Harry Schreiber**, **Pat Harris**, **Lincy Burnett**, **Jimmy Simpson**, **Whitey Peller** and **Tony Angelo**.

Milo Anthony, operator of the Side Show on Cetlin & Wilson Shows, flew to Boston from Ionia, Mich., last week to attend the funeral of his mother, **Mrs. Sabasine Anthony**, who passed away Saturday (14). Services were held Wednesday (18).

Joe Pearl, mailman and agent for The Billboard on **Johnny Denton's** Gold Medal Shows, spent two days visiting relatives in

Rochester, N. Y., recently. Pearl stopped off en route from Canada to Parkersburg, W. Va. . . . **Spencer A. Stine** had the concessions at the VFW-sponsored rodeo held in Lexington Park earlier in August.

Orville N. Crafts, owner of the shows bearing his name, recently flew his own plane back to his North Hollywood, Calif., base from Utah where he had shows at Heber and Midvale. Crafts flew his plane from North Hollywood to Salt Lake City, where he was met by **Frank Warren**, his unit manager. They then drove to both show lots.

Joyce Ann Gooding, daughter of Mr. and Mrs. Floyd Gooding, who's Gooding Amusement Company probably owns more rides than any other organization, still enjoys riding the devices. This was demonstrated recently when Joyce, accompanied by her parents and a girl friend, visited the James H. Drew Shows while the latter was playing a Columbus, O., businessmen's celebration. She was hosted there by the Drew youngsters, **Jimmie Jr.** and **Malenda** and their cousin, **Nancy**, who took both Columbus girls for a tour of the Drew rides.

It was a week of celebrations on the Vivona Bros.' Shows midway recently, beginning August 10 with the first wedding anniversary of Mr. and Mrs. **Rocky Wilder**. Two days later came the 12th anniversary of Mr. and Mrs. **Danny Dell**, and on the 13th there was a birthday party for **Claudia Crown**, who was two years old.

The Wilders kept their anniversary a secret so there was no party. The informal affair for the Dells had as guests **Ann, Mattie and Patty Fontana**; **Peggy and Harry Wilson**, and **Dominic, Mom Morris, Ethel, Catherine and Adrian Vivona**. Many gifts were presented including a pair of diamond earrings from **Danny Dell** to his wife. At the birthday party for **Claudia**, daughter of Mr. and Mrs. **Donald Crown**, were **Mimi, Rosie, Lonie, Mary, Champ, Bessie and Jimmy Ristrick**; **Pete Hendrix, Peggy and Harry Wilson**, **Ann Detwiler**; **Catherine, Dominic, John, Marie, Angie Marion and Roselle Vivona**; Mr. and Mrs. **Danny Dell**, Mr. and Mrs. **James Foley**, Mrs. **Bill Thompson**, **George West, Ted Kita, Roly Murphy, Helen and Al Schmid, Alice and James Mallard, Sharon Murphy and daughter Shirley, Mary and James Cash, Curley Varney, Doris Woods, Harold Manmiller, Christie Ferrone, Jesse French, Lillian Russell, Bobbie Linebarrier, Mrs. Cism, Edward Stumb, Wayne Crown, Lynn Crown**, and the parents.

Lucille Lowes, Mrs. Shirley Dill and Lucille Quintal, all of Haverhill, Mass., joined LaGasse Amusements No. 3 for the fairs. **Col. Racketenski and Zuzu Russell** have a pitch-till-u-win on the same shows. . . . On the Barton (Vt.) Fair midway were **Joe Ames, Jack Stearn and Fernand Guay**, with concessions; **John (Mugsey) Martin**, with three stores; **Blondie Gayton, Johnny the Polack, Harold Denike and Gastone, Gunner and Willie Francis, and Don Eddie**. . . . **Shrimpy Rappaport** reported doing okay on the Mullins' Royal Pine Shows. **Cappy Martin**, of the same show, is taking delivery on a '54 Ford soon.

Mrs. Ann Bickford, known in show business as **Mrs. Anna Le Roy**, of **Pete Kortez' Side Show of Canada**, was released from the hospital recently. . . . **Janice Schafer**, daughter of **W. A. Schafer**, owner of **Schafer's Just for Fun Shows**, celebrated her 10th birthday recently by giving a party for kids on the show.

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.

GLADSTONE EXPO SHOWS

CAMDEN, TENN., FAIR—AUGUST 30-SEPTEMBER 4
FOLLOWED BY WESTERN TENNESSEE'S BEST COUNTY FAIR, CENTERVILLE, AND EIGHT MORE IN THE COTTON

WANT BINGO FOR BALANCE OF SEASON

CONCESSIONS—Basketball, Long Range, Short Range, Novelties, Hi-Striker, Swinger, American Mitt Camp, Diggers, Stock Stores of all kinds. No Ex. RIDE HELP—Wheel Foreman and Second Man, Jenny Foreman and Second Man, also help on Tilt, Octopus and Comet. SHOWS—With own equipment: Big Snake, Motorcycle, Wildlife, Monkey, etc. **Chuck Alexander** wants help on Buckets, Six Cats, P.C. Wheel and P.C. Tables.

JACK OLIVER, Bus. Mgr. **F. POOLE, Mgr.**
DRESDEN, TENN., all this week.

PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

NOW BOOKING FOR THE
GREAT BLOOMSBURG FAIR—100th ANNIVERSARY—65,000 SCHOOL TICKETS OUT—2 BIG KID'S DAY—NEW
2nd MIDWAY PLANNED NEAR LOWER GATE

Concessions: All kinds, Merchandise Wheels, Age, Scales, Shows, Monkey Shows, Fat, Snake Show or what have you. Novelties, Derby Racer, Photo, Hanky Panks, P. C., Merchandise Stores, Cigarette Games, Cat Racks, Buckets. All for lower end midway—Glass House, Fun House. Shows: Want Feature Girl Shows, Minstrel Show, Mechanical. All answer

JOE PRELL, Cumberland, Md.

WANT SHOWS

WANT FOR FLEMINGTON, N. J., FAIR, 7 BIG DAYS AND NIGHTS INCLUDING SUNDAY AND LABOR DAY, AUGUST 31 TO SEPTEMBER 6. FAIR ASSOCIATION HAS SPENT LOTS OF MONEY TO MAKE THIS A BIG ONE.

CONCESSIONS: Must work for stock only. No Wheels. Also booking for Bridgeton, N. J., Sept. 13-18; Gratz, Pa., Sept. 20-25, and Mineola, N. Y., Oct. 11-16.

SHOWS: Sportland, Funhouse. Have Illusion Show complete for capable Operator to handle, including Costumes, Girl-on-a-Broom, Doll House and other Illusions. Ready to step in and make money.

All Address **PHIL ISSER**
General Manager, Flemington Fairgrounds starting Wednesday, Aug. 25

The Aristocrat of Show Business REITHOFFER In Business Over 50 Years

WANT WANT WANT

SHOWS—Wild Life, Unborn and what have you.
CONCESSIONS—Legitimate Concessions only. Can use a few more.
RIDES—Can place a Flat Ride.
Get away from high rent and get right with Reithoffer.
Topaz and Her Monkey wants Girls to enlarge Girl Show. Top salary, bonus and money every night.
Watertown, N. Y., this week; Morris, N. Y., next week, and five more red ones to follow.

Moore's Modern Shows
CAN PLACE

Sept. 4, 5, 6, Princeton, Ind., Mine's Picnic; Eldorado, Ill., on streets following; then Arkansas and Texas Fairs until Dec. 15.

Rides and Shows not conflicting. Concessions all open, no ex. Can use good, sober Ride Men on Wheel and other Rides.

Garden City, Kansas, this week; then Princeton, Ind.

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.

RUBY & WILLARD
Very urgent that Bill call Washington, D. C., T.T. 28074. Baby very ill. You and Ruby call me collect on the show, will explain matters to you.

JOE

WANT
Man and Wife to take over Grab Stand and know how to keep it stocked. Drunks, stay where you are. Playing Fairs until mid-November. Contact

HOWARD HAMRICK
Care Capitol City Shows
Barbourville, Ky., this week

RIDES FOR SALE
Octopus, in good shape, with transportation, \$2750.00; Flying Scooter, \$1500.00. Can use Hanky Panks for Canton, Mo., Free Fair next week.

BURKHART SHOWS
Roseville, Ill., this week.

LAUREL COUNTY FAIR, LONDON, KY., August 30 to September 4 Inclusive
LEE COUNTY FAIR and LABOR DAY CELEBRATION, PENNINGTON GAP, VA.,
September 6 to 11 Inclusive

WITH LONG CIRCUIT OF BONA FIDE SOUTHERN FAIRS TO FOLLOW

CAN PLACE Entertaining Shows that do not conflict with what we have.
CAN PLACE Hanky Panks, Merchandising and outright sale Concessions.
CAN PLACE EXCLUSIVE Custard, Novelties, Long Range and Hats. NOTE: We do not book Riding Devices. Same are all company owned and operated.

All address
JAMES H. DREW SHOWS
Western Union, Irvine, Kentucky, this week.

BLUE GRASS SHOWS

C. C. (SPECKS) GROSCURTH presents

FEATURING THOROUGHbred ENTERTAINMENT WANT FOR DU QUOIN STATE FAIR, DU QUOIN, ILL.

9 BIG DAYS AND NIGHTS COMMENCING SUNDAY, AUG. 29, THRU LABOR DAY, SEPT. 6 FOLLOWED BY THIS PROVEN MONEY EARNING ROUTE OF BONA FIDE FAIRS

MONTGOMERY COUNTY FAIR, Clarksville, Tenn., Sept. 8-11

SOUTHEAST MISSOURI DISTRICT FAIR, Cape Girardeau, Mo., Sept. 13-18

COLUMBUS FAIR AND LIVESTOCK SHOW, Columbus, Miss., Sept. 20-25

MISSISSIPPI FAIR AND DAIRY SHOW, Meridian, Miss., Sept. 27-Oct. 2

PASCAGOULA, MISS., EXPOSITION, Oct. 4-9

HOUSTON COUNTY TRI-STATE FAIR, Dothan, Ala., Oct. 11-16

SUMTER COUNTY FAIR, Americus, Ga., Oct. 18-23

COLOUITT COUNTY FAIR, Moultrie, Ga., Oct. 25-30

NEW COUNTY FAIR, Jacksonville, Fla., Nov. 1 Thru Armistice Day AND ALL WINTER AT PROVEN FLORIDA FAIRS

CONCESSIONS

LEGITIMATE MERCHANDISE GAMES AND HANKY PANKS OF ALL KINDS. OPEN MIDWAY. AUCTION STORE AND DIRECT SALES OF ALL TYPES.

SPOTSY, CAN PLACE YOUR WHEEL COMMENCING AT CLARKSVILLE FOR BALANCE OF SEASON. WIRE AT ONCE.

SHOWS

WANT MOTORDROME, SNAKE, MONKEY, WILD LIFE, LITTLE HORSE, UNBORN OR ANY SHOW WITH OWN EQUIPMENT.

WILL FURNISH COMPLETE EQUIPMENT WITH STAGE, FRONT AND SEATS FOR COLORED REVUE. MUST HAVE OWN P. A. EQUIPMENT.

FREE ACT

WANTED FOR WEEK SEPT. 20 AND BALANCE OF SEASON. KAYETTA, IF AT LIBERTY, WIRE.

FLOYD WOOLSEY WANTS FRONT TALKER AND MENTAL ACT FOR SIDE SHOW.

All Address C. C. GROSCURTH, Mgr., Greenville, Ill., all this week; then per route.

12-FAIRS-12

Starting September 6

RED RIBBON SHOWS

Can use for following Fairs—Concessions—Bingo, Swinger, Nail, any Stock Concessions, One Flat Ride—one Wheel. Shows with or without equipment. These are bona fide Fairs—Cotton is best in years.

CARTHAGE, MISS.
LEWISVILLE
NEWTON
EUPORA
IUKA
ATHENS, ALA.

SEBASTOPOL
WAYNESBORO
YAZOO CITY
LEWISVILLE (Colored)
MONTICELLO
NEW ALBANY

No phone calls. Wire or write

RED RIBBON SHOWS

Carthage, Miss.

VISCOGEL POSTER GUM

The Greatest Advance in Years

- NO COOKING
- SOLUBLE
- PERFECT SLIP
- CLEAR
- NO SMEAR
- FLAG PROOF
- COSTS LESS TO USE

We Lead—Others Follow
Order a Trial Bag Today

SPENCE SALES COMPANY

Foot E. 9th St. Cleveland, O.

ALAMO EXPOSITION SHOWS

WANTED FOR SALINA, KANSAS, FAIR, AUG. 31-SEPT. 3

(Smokey Hill Air Force Base payday of \$1,000,000.00, besides this is one of the best county fairs in Kansas) and for 8 more fairs, with 2 pending in Louisiana. We stay out until Armistice week.

SHOWS: Can place Side Show, Illusion, Wild Life Show. (Art Spencer, expect you in Salina.) Joe Murphy can use Dancing Girls for French Casino and Hawaiian Show.

CONCESSIONS: Can place Custard, Novelties, Guess-Your-Age, High Striker, Mug Outfit and all Hanky Panks. George Lane wants Nail Agents.

RIDES: On account of disappointment will book Baby Train, Little Dipper, Boat Ride. THOSE BOOKING NOW AND FINISHING WITH IT WILL BE GIVEN PREFERENCE. FOR LOCATIONS AT SAN ANTONIO, TEX., NEXT APRIL.

All Contact JACK RUBACK

BROADVIEW HOTEL, EMPORIA, KANSAS, THIS WEEK.

PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"

Want for Fredricksburg, Va., Fair, Aug. 30-Sept. 4; Washington, N. C., to follow.

Concessions: All kinds, Hanky Panks, Novelties. Shows: What have you? Must be new and novel. Ride Help in all departments; semi drivers preferred. Canvas Men to take care of Tirza Revue. All answer

SAM PRELL
CUMBERLAND, MD.

Wanted-Dancers-Wanted

Salary \$75.00 per week

Strip, Oriental, Hula, etc., experienced or inexperienced. Ten weeks—then to Cuba, Nassau and Jamaica for winter season. Mickey and Ralph Ryder, come on in. Will close deal to buy or can work balance of season. Show opens Parkersburg, W. Va., Tuesday, August 31. All contact

BILL HOLT
Gold Medal Shows, Parkersburg, W. Va.

P.S.: Will be in Parkersburg on Friday, August 27. Girls must be young and attractive.

WANTED

Wheel Foreman and other help. No drinkers. Good wages. Also want Hanky Panks of all kinds.

LAKE SHORE AMUSEMENTS

Corydon, Iowa, August 23-26

WANTED

CARLIN EXPO. SHOWS
For Street Fair, Shawnee, Ohio, Sept. 2-6. Hanky Panks of all kinds—Buckets, 6-Cats, Popcorn, Wheel Foreman, Merry-Go-Round Foreman. All replies to JACK CARLIN, CARLIN SHOWS AS per route—Junction City, Ohio, Aug. 25-28.

MOUND CITY SHOWS

WANT RIDE HELP AND CONCESSIONS for Fairs at Pana, Ill.; St. Charles, Mo.; Salem, Mo. ADDRESS: Pleasant Hill, Ill., this week; Pana, Ill., next.

AT LIBERTY

Special Agent—Press, radio, billposting. Years with the best in carnival and circus. Thanks, Ceflin & Wilson Shows, for advertising your still spots. Success for your fairs.
N. H. (Duke) Brownell
1406 Graham Street Atlanta, Ga.

GRAND AMERICAN SHOWS

WANT FOR FAIRS AND CELEBRATIONS

Muscataine, Iowa, County Celebration, Sept. 4-5-6; Central Iowa Fair, Marshalltown, Iowa, Sept. 8 thru 12; Audubon, Iowa, County Fair, Sept. 14 thru 17; Carrollton, Mo., Street Fair, Sept. 22 thru 24; Monroe City, Mo., Fair, Sept. 28 thru Oct. 2.

Want Grind Shows with own equipment. We will furnish Top for Bally Show with Talent and Props.

Want Concessions—Photo, Grab, Hanky Panks that put out stock.

Want Ride Help—Wheel Foreman, Second Help who will drive semi trucks.
L. O. WEAVER, Mgr.
Harlan, Iowa, now until August 28.

WANT CONCESSIONS FOR MEMPHIS FAIR

HAVE SPACE AVAILABLE FOR STRAIGHT SALE CONCESSIONS, ALSO GAMES THAT WORK FOR MERCHANDISE ONLY AND MOUSE CONCESSION. HAVE OPENING FOR NICE COOKHOUSE (at least 30x60). (Dale Pasley, contact me concerning this.) NOTE: Ice Cream, Foot-Longs, Custard have been sold.

MID-SOUTH FAIR, MEMPHIS, TENN., Sept. 25-Oct. 3

(Bob Parker is NOT associated with me at this Fair.) Address: CHARLES (CHUCK) MOSS GENERAL DELIVERY, LINCOLN, NEBR., SEPT. 3-11.

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.

DIXIE EXPOSITION SHOWS

Want for De Kalb County Fair, Fort Payne, Ala., and others to follow, including Greenfield, Tenn., Rotary Community Fair on Main St.; Pickens County Fair, Aliceville, Ala.; Franklin County Fair, Phil Campbell, Ala.; Russell County Fair; Baldwin County Fair; Robertsdale, Ala. Want Concessions of all kinds—Bingo, Cookhouse especially, Snow Ball, Popcorn, Candy Apple open. Will book one Girl Show and any other Grind Show. Want Agents for Office Concessions. Johnny Lamont, Mack Hoge, Earl Livingston, Albert Blatze, Jim Fennell, Miller Johns, join at once. Want Free Act at once. Also Legal Adjuster. All replies to

C. W. HENDRIX, Eutaw, Ala.

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.

LEE AMUSEMENT COMPANY

WANTS SHOWS—ALL FAIRS—WANTS SHOWS
Albertville, Ala., Aug. 23-28. Close South Georgia Fair, Nov. 6. We play North Florida Fair, Tallahassee, Oct. 26-30.
Will book any Ride not conflicting. Will book any Show not conflicting with those already contracted. Contact, stating when you can join. All replies: N. L. CRESON, Albertville, Ala., this week; Neffin, Ala., next week.

SPENCER FAIR, SPENCER, MASS.

SEPTEMBER 3-6

Want all kinds of legitimate Concessions—French Fries, Custard and Hankies. Space limited so act fast. RIDE HELP, CONTACT.

HAVE SIX RIDES AVAILABLE AFTER LABOR DAY

Everyone contact Saugus, Mass., till August 28. Will be on Spencer, Mass., Fairgrounds, August 31.
HARRY J. KAHN, Mgr.

Can Use Several CONCESSIONS

Must be legitimate—no rackets.

TRI-STATE EXPOSITION

September 17th thru the 22nd.
C. J. BECKER, Secy.
220 VINE ST., EVANSVILLE, IND. Phone 3-8626.

THE OLD RELIABLE

OHIO COUNTY FAIR, HARTFORD, KY. SEPT. 1-2-3-4
WANTS CONCESSIONS of all kinds: Bingo, Glass Pitch, Cook House, Fish Pond, Ball Games, Jewelry Spindle, Snow Ball, Cotton Candy, Pop Corn and Peanuts, Photo Gallery, Percentage Tables if you have Stock Concessions. Privilege very reasonable. Address: LOUIS T. RILEY, Hartford, Ky., or come on in—we will place you. No phone calls, PLEASE.

CLUB ACTIVITIES

National Showmen's Association

317 W. 56th St., New York

NEW YORK, Aug. 21.—Past Presidents Frank Bergen and Bucky Allen, of the World of Mirth Shows, are doing a good job for the club, signing up many new members on the show. Louis (Dada) King finds time to collect dues on the show and frequently telephones the club to ask about the health of the daily visitors.

Frank Blatsky and Henry Fine drop in for short visits when they feel up to par.

Recently approved for membership were John J. Kelly, John Polizza, Milton Emerson, George Reinhardt, William A. Boss, Mark Ellman, Joseph Dernoga, Alton Pierson, James Mortellaro, Max T. Gerhartz, Charles Shine, Fernand M. Guay and E. H. Stewart, all sponsored by Louis Light, who is nearing his goal for a life membership card. John C. Cantoli, sponsored by Max Tubis, also has been approved.

Mrs. Margaret McKee, president of the Ladies' Auxiliary, has taken the time to collect dues at Palisades (N. J.) Park and has turned the money over to Executive Secretary Ethel Weinberg. Bess Hamid continues to send in award-book money and is doing an excellent job.

Regular Associated Troupers

3115 West Adams Blvd. Los Angeles

LOS ANGELES, Aug. 21.—President Inez Allton has presided at all the summer meetings. The "home guard" has kept busy altho most members are on the road. Tillie Palmateer, chairman of the bazaar committee, and her co-chairmen, Myrtle Hutt and Emily Bailey, have obtained many articles for the event to be held November 26. Tillie also plans an October 28 party to help raise funds.

Lilabel Williams, chairman of the sick committee, made a trip north to visit Fred and Nellie Ramsey. Fred is home from the hospital. Estelle Hanscom is on the sick list but is reported on the mend. Bill Meyer has recovered from a bout with the flu. Minnie Ford is back on the road after leg surgery.

Virginia Kiline is back home after a trip to Kansas City. Lucille King, house committee chairman, is working hard at the job and has refurbished and repainted much of the rooms.

A good representation of the membership attended the bank night recently on the Frank Babcock Shows at the Santa Ana fair. Those on hand included President Inez and C. H. Allton, Mr. and Mrs. Fred Smith, Eve Scott, Lucille Dolman, Vera Downie, Lucille King, Tillie Palmateer, Emily Bailey, Florence Lusby, Myrtle Hutt, Larry and Martha Nathan and Mora Bagby. Host Babcock served a chicken dinner to all and the members presented him with a large birthday cake. Others present included Steve and Helen Vaughn, Dr. H. Ewart, Al Freedman, Carl Frye, James Frye, Larry and Rose Ferris and Annette Anderson. Winners were Fred Smith, Martha Nathan and Inez Allton. Club's treasury was enriched by over \$100.

Pacific Coast Showmen's Association

1235 South Hope Street,

Ladies' Auxiliary

Good turnout for the Monday (16) meeting even tho many members are on the fair circuit. Next meeting will be held September 20. A party is scheduled to be held at the home of Madison Hopes on August 30. Co-hostesses with Madison will be Esther Carley, Nancy Meyers, Ruth Wolff and Emily Bailey.

Julia and Jimmy Smith are at home but will be back on the road soon. Danny Mackey, son of Jerry and Gladys Mackey, is reported fully recovered from an eye operation. Gladys Mackey writes that personnel of the Douglas Shows recently visited them and a barbecue was enjoyed. Virginia Kline was also present. Fay Prosser reports she will enter the hospital shortly for surgery. Trudi Di Santi and her husband, Joe, will leave early in September for a prolonged vacation in Canada and the Eastern part of the U. S.

Joe and Marie Mead recently entertained club members at Covina Park. Martha Reilly is now in Meyer's Guest Home at Pico Boulevard and Westlake Avenue, Los Angeles, and would like to receive letters. Jennie Riegel, Claudette Estfan and Ann Doolan are on the sick list. Minie Ford is reportedly fully recovered following surgery. The membership was saddened by the death of Rose Rosard's husband, Ray.

Royal Exposition Shows

GLASCOCK COUNTY FAIR, Gibson, Ga., Aug. 30 to Sept. 4
 LIONS' CLUB FESTIVAL, Thomson, Ga., Sept. 6 to 11
 LINCOLN COUNTY FAIR, Lincoln, Ga., Sept. 13 to 18
 MIDDLE GEORGIA FAIR, Milledgeville, Ga., Sept. 20 to 25

BURKE COUNTY FAIR, Waynesboro, Ga., Sept. 27 to Oct. 2
 TOOMBS COUNTY FAIR, Vidalia, Ga., Oct. 4 to 9
 JEFFERSON COUNTY FAIR, Louisville, Ga., Oct. 11 to 16
 WARREN COUNTY FAIR, Warrenton, Ga., Oct. 18 to 23
 TWO STATE COLORED FAIR, Augusta, Ga., Oct. 25 to 30

CONCESSIONS: Want legitimate Concessions of all kinds such as Fish and Duck Ponds, Ball Games, Pitch Tilt You Win, Balloon Darts, Long and Short Range Galleries, Floss, Custard, Hats, Jewelry or any Merchandise Concessions. AGENTS: Want Agents for Count and Peek Stores. Joe Zeno, John Taylor, Jimmie Pumphreys, answer. Johnny and Helen Barfield, answer. SHOWS: Want Shows of all kinds such as Fun House, Class House, Snake Show, Trained Animal, Society Circus, or what have you? Tiny Cowan, answer. Want Side Show. RIDE HELP: Want Ride Men in all departments who drive. Foremen for Ferris Wheel, Schiff Roller Coaster, Three-Abreast Merry-Go-Round and Smith & Smith Chairplane. This Show pays the Ride Men every Monday night with cash; no brass or meal tickets. FREE ACT: Want Free Act for balance of season that is reasonably priced. Want a first-class Promoter to promote exhibits and matinees at some of the Fairs, and time is running short. Good opportunity. T. A. (Red) McKenny no longer connected with this show. Want Fly-o-Plane Man; John Model, answer. "Speedy" Merrill, get in touch. All answers to Cochran, Georgia, this week; then as per route.

ROYAL EXPOSITION SHOWS
 W. H. (Splinter) Royal, Assistant Mgr.

FOR SALE OR TRADE

Two 60-KW. G.M.C. 471 Diesel Light Plants mounted in 24 ft. Semi, 600 gal. storage tank, Panel and Switches complete, in A-1 condition. Will sell outright or trade on the following rides or will buy the rides—Allan Herschell Merry-Go-Round, Rock-O-Plane, only interested in late model rides and they must be well kept. If you own junk do not waste my time. Any of the above priced right, I have the cash. All replies

W. R. GEREN

MIGHTY HOOSIER STATE SHOWS

As per route.

THOMAS JOYLAND SHOWS

CAN PLACE AT ONCE FOR SOUTHERN WEST VIRGINIA FAIR
 CHARLESTON, W. VA., SEPT. 2-11

TWO COOKHOUSES, FOOT LONGS, HOT DOGS, TWO GRAB STAND ONLY.
 WANT PENNY ARCADE.

SHOWS: WANT SHOWS OF ALL KINDS, MOTORDROME, WILD LIFE, UNBORN, FAT SHOW, ILLUSION, FUN HOUSE, WILD WEST, JIG SHOW, MECHANICAL, WHAT IS IT?, ATOMIC AGE.

RIDES: KIDDIE RIDES, ROCK-O-PLANE, SCOOTER, ROUND-UP, MOON ROCKET, COMET, SCRAMBLER.

CONCESSIONS: LONG AND SHORT RANGE GALLERIES, CONCESSIONS OF ALL KINDS, ESPECIALLY WANT BALL GAMES, SWING BALLS, AMERICAN PALMISTRY, HOOP-LA, OVER 12, LONG ROLLODOWNS, STRING GAMES, BREAK RECORDS, BEAR PITCH, DUCKS, CIGARETTE GALLERY, COCA-COLA, ICE CREAM, CANDY APPLES, CHOCOLATE DIPS.

Wire L. I. THOMAS, Mgr.

(FAIRGROUNDS) CROWN POINT, IND. (PHONE: 1924)

WANTED FOR THE FOLLOWING FAIRS

NORTHERN NECK AGRICULTURAL FAIR, WARSAW, VA., WEEK SEPT. 11
 COMMITTEES in VIRGINIA and NORTH CAROLINA, HAVE WEEK OF SEPT. 13 OPEN
 FIVE COUNTY FAIR, FARMVILLE, VA., WEEK OF SEPT. 20
 FIREMEN'S FAIR, ENFIELD, N. C., WEEK OF SEPT. 27
 CHATHAM COUNTY COL. FAIR, PITTSBORO, N. C., WEEK OF OCT. 4
 VANCE COUNTY COL. FAIR, HENDERSON, N. C., WEEK OF OCT. 11
 TIDEWATER COL. FAIR, SUFFOLK, VA., WEEK OF OCT. 18

Cookhouse, Grab, Ball Games, Six Cats, Spot the Spot, Age, Scales, Snow Cones, High-Striker, Penny Pitch, Duck Pond, Fish Pond, Pitch-Tilt-You-Win, Candy Floss, Photos, Balloon Darts, all Hanky Panks open, Penny Arcade.

WANTED—Side Show, Monkey Show, Snake Show, Wild Life, Girl Show, Motor Drome.

WILL BOOK: Tilt, Caterpillar.

WANT—Wheel Foreman, Chairplane Foreman, General Ride Help, Truck and Tractor Drivers, Agents for Office Hanky Panks.

Can use Business Manager for balance of season.

Mr. Jimmie Ackley, contact immediately

All replies to

GEORGE CLYDE SMITH SHOWS

ALTOONA, PA., this week, CUMBERLAND, MD., next week.

CONCESSIONS WANTED

For Only COLORED AMUSEMENT

CENTER on Coast

Year Around Operation—Money Here. Photos, Fish Pond, Popcorn, Candy Apples, Hoop-La, Hi-Striker, Bumper, Pan Game, what have you? Colored Side Show, Minstrel, Girl Show, Fun House. Agents: Percentage. Ride Help: Ferris Wheel, Octopus; Help on all Rides. Herb Reed, Jack Irby, contact Ted Ketcham: important. Blackie Green, Clifford Erickson, contact Johnnie Conway. Write, wire

Amusement Center
 P. O. Box 441, or come on—Espy Ave. at Savoy Club, Pass Christian, Miss.

WANTED

Agents for Six Cats, Buckets and 3 Blower Agents. Solid route of Fairs. All replies to:

CHARLES WRIGHT
 Care Western Union
 Greenville, Ill., this week.

Doing the Mogombo, In Tall Corn
 Having more fun than ever before. Want Ride Men, Foreman, Helpers, clean Concessions, clean Shows, No Ex. We are booked solid as a wet sponge until November. Dude Brewer wants Agents. Contact DYER'S GREATER SHOWS
 Dixon, Ill., now; Bloomington, Wis., Fair, Aug. 27-29; Pre-Labor Day Celebration, Savannah, Ill., Aug. 31-Sept. 4.

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.
 1306 Norton Ave. Columbus, O. University 1193

HUSTLERS THIS IS IT

Want 10—Yes, 10 real Hustlers for Grandstand, Candy Prize Box Deal. Work 18 shows, 9 days and 9 nights. 25 cent sale. Big P.C. No drunks, no chasers need apply. I hold contract for Grandstand, New Mexico State Fair, Albuquerque. Contact:

CHARLES SIMPSON

Care Bill Tater, New Mexico State Fairgrounds, Albuquerque, New Mexico.

FOR SALE

Comic Headline Concession. Best 98.9% 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

2107 Boardwalk, Atlantic City, N. J.

FOR SALE

50-Foot Parker 3-Abreast Merry-Go-Round, top and side wall in good condition, horses beautiful. Can be seen in operation until Labor Day. Price \$2500.

JESS BUEHLER

Talcott & Dee Road, Park Ridge, Ill.

WANTED

Exotic Dancers, Character Dancers, Acrobatic Dancers and Strip Dancers. \$150 per week, steady work.

FRANK'S THEATRICAL AGENCY

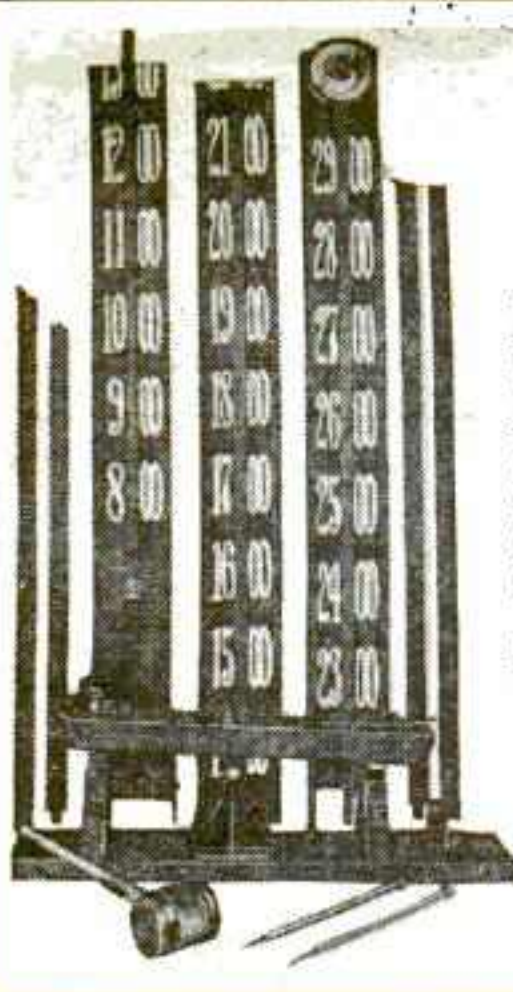
3109 N. Cicero Ave. Chicago, Ill. Phone: Avenue 3-9398

WANTED

For Ithaca Street Fair, Aug. 28-29; Manistee Labor Festival, Sept. 2-6, 10,000 union members in the parade—biggest Labor Day Celebration in the State of Michigan. Concessions that work for stock, Girl Show, Motordrome, Fun House, Octopus, Roll-o-Plane or Loop-o-Plane.

Mosher Amusements

As per route: Weidman, Mich., Aug. 24-25; Ithaca, Aug. 26-28.



EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

SEND FOR CATALOG
H. C. EVANS & CO.
 1556 W. CARROLL AVE.
 CHICAGO 7, ILLINOIS

Turnouts Off At Santa Ana

SANTA ANA, Calif., Aug. 21.—The annual Orange County Fair closed its annual six-day run here Sunday with a total attendance of 100,564, which was 2,100 under the 1953 mark. R. M. C. (Bob) Fullenwider, secretary-manager, said. The weather for the run was fairly good with the weekend giving clear skies. The first three days of the run were ahead of those for the same period a year ago.

The one-price gate of 75 cents for adults and children over 12 years of age was used for the second year. Children under 12 were charged 10 cents. All features inside the grounds were free, including the five night and two afternoon horse shows. A pageant depicting the history and growth of Orange County was presented and the Associated Riding Club of Orange County staged a "Button and Bows" show, square dancing on horseback.

For the second year the theme of the exposition was built around the legendary character, Hipolite Bouchard, the pirate.

All entries were reported up and the premium money assigned amounted to \$43,000.

BELL-FORM SHOWS

WANT CONCESSIONS FOR

CHESTER, CONN., FAIR, AUG. 26-27-28; WEST HARTFORD, CONN., FAIR, LABOR DAY; LADY OF MT. CARMEL FEAST, MIDDLETOWN, CONN., SEPT. 9-10-11-12; BROOKLYN, CONN., FAIR, SEPT. 17-18-19; HARWINTON, CONN., FAIR, OCT. 2-3.

FRENCH FRIES, GLASS PITCH, STRING GAME, BASKETBALL, JEWELRY, PHOTOS, COKE BOTTLES, COKE RINGS, OR ANY LEGITIMATE CONCESSIONS.

HAVE FOR SALE 32 FT. MERRY-GO-ROUND, \$2,500. ALL REPLIES

JOHN BELLOISE
 35 WINTHROP ST.
 PH. LUDLOW 7256

BRISTOL,
 CONN.

MICHAEL FORMAGIONI
 13 DIVISION ST.
 PH. LUDLOW 20954

MIGHTY PAGE SHOWS

<p>Wanted for FAIRS Rocky Mount, Va., Fair, Aug. 23d to 28th. Martinsville, Va., Fair, Aug. 30th to Sept. 4th. Ashboro, N. C., Fair, Sept. 6th to 11th. Dunn, N. C., Fair, Sept. 13th to 18th.</p>	<p>Wanted for FAIRS Bennettsville, S. C., Fair, Sept. 20th to 25th. Snow Hill, N. C., Fair, Sept. 27th to Oct. 2d. Mebane, N. C., Fair, Oct. 4th to 9th. Ahsokie, N. C., Fair, Oct. 11th to 16th.</p>	<p>Wanted for FAIRS Tarboro, N. C., Fair, Oct. 18th to 23d. Oxford, N. C., Fair, Oct. 25th to 30th. Conway, S. C., Fair, Nov. 1st to 6th. Warsaw, N. C., Armistice Celebration, Nov. 8th to 13th.</p>
---	--	--

Concessions: Now booking all kinds of Hanky Panks. No exclusive. Long Range. Will sell X on Novelty. Opening for Custard, Glass Pitch, Diggers and Waffles. Will sell EX on each. African Dip, High Striker, Glass Hanger; P.C. Dealers, Help for Skillo, Grind Store Agents. Shows: Drome, Fun House, Wildlife, Monkey Show, Snake or Geek, Girl Show with own equipment. Excellent territory. Want Musicians, Comedians and Chorus Girls for Minstrel Show. Side Show Acts. Rides: Live Ponies, Kiddie Rides not conflicting. Help: Foreman for Dipper and Tilt who drives. Capable Razzle Agents. All replies to W. O. (BILL) PAGE, Rocky Mount, Va., Fair, August 23-28.

SPARTAN GREATER SHOWS

WANT FOR THE FOLLOWING FAIRS—MOBERLY, MO.; VERSAILLES, MO.; CAMDEN, ARK.; HOT SPRINGS, ARK.; FOREST CITY, ARK.; BATESVILLE, MISS.; YAZOO CITY, MISS., AND JACKSON, MISS.

CONCESSIONS: All Hanky Panks open, Popcom, Candy Apples, Fish Pond, Cookhouse, Grab or what have you.

SHOWS: 5-in-1 or 10-in-1, Snake Show, Monkey Show, Wild Life, Fun House and Motordrome.

RIDES: Will book any Major Ride not conflicting. Can place Ride Help on all Rides.

OTIS HOWELL WANTS AGENTS FOR PIN STORE, COUNT STORE, SKILLO, BOWLING ALLEY, ALSO HANKY PANKS.

All Replies to L. M. HIGGS, Mgr.
 Moberly, Mo., Aug. 24-28; Versailles, Mo., Sept. 1-4; then Camden, Ark.

ALL TYPES OF WHEELS

Mds. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue Operated by Joseph Mandel

CARDINAL MFG. CO.
 2944 West 28 St., Brooklyn 24, N. Y.
 Esplanade 2-7510

T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL AMERICAN TENT & AWNING CORPORATION

One of America's Largest Builders of Fine Show Tents.
 201 E. Water St. Norfolk 10, Va.

BILL SANDERS

ROSS MANNING SHOWS

CAN PLACE FOR

Woodstock, Va., Fair, and Christiansburg, Va., Fair
 AUG. 30 TO SEPT. 4 SEPT. 6-11

CONCESSIONS—Guess Age and Scales, Ball Games, Eats, Drinks, Hats, Hankies. SHOWS—Leola can place Side Show Acts, Operator for Geek Show and Illusion Show and Monkey Show. Rocky Hughes, Prince Ali, Tony Geitner, wire. Other useful and people. Joe Mooney can place one outstanding Girl for Girl Show. RIDES—Can place Kid Ride, Whip or Sky Fighter.

WRITE OR WIRE ROSS MANNING LURAY, VA., FAIR

WILLIAM T. COLLINS SHOWS

WANT FOR NEBRASKA STATE FAIR, LINCOLN, SEPT. 5-10

Have a few more locations for Prize Everytime Hanky Panks that work strictly for stock.

Can use one or two more Major Rides, Spitfire, Looper, Round-Up or any Ride not conflicting.

Want A-1 Talker for Revue, also Man to handle Candy.

Can place Foreman for Caterpillar, also Second Men on Ferris Wheel.

Have room for one more outstanding Show.

All Replies WILLIAM T. COLLINS, Mgr.
 Sioux Falls, S. Dak., this week.

FAIRS	FAIRS	FAIRS
HALIFAX FAIR, HALIFAX, VIRGINIA		
NEXT WEEK—AUGUST 30-SEPTEMBER 4		
An outstanding event, well promoted in a prosperous community. Space reasonable. Free gate.		
TRI-CITY FAIR, LEAKSVILLE, N. C.		
SEPTEMBER 6 THROUGH 11—OPENS LABOR DAY		
PRESENTING A NEW AND BETTER FAIR PROGRAM		
CHESTERFIELD CO. FAIR, CHESTERFIELD C. H., VA.		
FOUR BIG DAYS—SEPTEMBER 15-16-17-18		
ONE OF VIRGINIA'S OLDEST AND BEST FAIRS		
For Space at Any of These Fairs Contact		
BEAM'S ATTRACTIONS GAITHERSBURG, MD., THIS WEEK.		

Beautiful Healthy

PARAKEETS

PRICED FOR CONCESSIONAIRES

WELLS BIRD FARM

2143 South Myrtle Ave.
 Monrovia, Calif.
 Phone: Elliott 8-6185

Orders accompanied by Cashier's Check or Money Order

SHIPPED SAME DAY

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

WANT FOR CRAWFORD COUNTY FAIR, OBLONG, ILL., AUG. 30-SEPT. 3, AND BALANCE OF SEASON.

Want Popcorn, Grab, Balloon Darts, Ball Games, Pan Game, Photos, French Fries, Long & Short Range, Hi-Striker, Age & Scales and Glass Pitch.

SHOWS—Can use any department except Girl Show.

Ride Help in all departments.

All Replies to ERNIE ALLEN
 Boswell, Ind., 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. BOX 532 Phone: Hillcrest 3-4439
 T. F. HOLMES, Asst. Mgr. TAPPAHANNOCK, VA.

GROVES GREATER SHOWS

AMERICA'S CLEANEST MIDWAY

Can place for three more Still Dates and five Louisiana Fairs beginning with No. Caddo Parish Fair, Vivian, La., Sept. 13-18; La. Sugar Cane Festival & Fair (Colored Division), New Iberia, La., Sept. 20-26; Veterans Cotton Carnival & Fair, Ville Platte, La., Sept. 27-Oct. 3; Community Fair & Rodeo, Pitkin, La., Oct. 4-9; Sabine Parish Fair, Meny, La., Oct. 11-16.

Can place Hanky Panks all kinds, Novelty, Jewelry, Ball Games, Name Hats, Scales and Age, Mitt Camp, Eats and Drinks, Cookhouse, Grab, Prizes, Popcorn, Frozen Custard, Ice Cream, Chocolate Dips.

Can place live Pony Ride; SHOWS with own equipment, Snake, Ten-in-One, Midgets, Fat Show, Illusion, Freaks or what have you?

Have some good Still Dates to follow the Fairs, staying out this year 'til the snow flies.

All replies: Washington, La., Aug. 23-28; Alexandria, La., Aug. 30-Sept. 4.

LAWRENCE CARR SHOWS

New England's Finest

Want Concessions and shows of all kinds for Contoocook, New Hampshire, Fair September 3, 4, 5 and 6; Acton, Maine, Fair, September 9, 10 and 11; Manchester, Vermont, Fair, September 16, 17, 18 and 19.

LAWRENCE CARR
 196 WILDWOOD ST. WILMINGTON, MASS.

HELMAN UNITED SHOWS

WANT FOR ALL FAIRS IN ARKANSAS, LOUISIANA, MISSISSIPPI

RIDES: 2 Major Rides, Pony Ride and 2 Kid Rides. SHOWS: Girl Show and Grind Shows. CONCESSIONS: Snow Cones, Popcorn, Candied Apples, Photos, Grab and a few more Hanky Panks. All Address:

MAURICE HELMAN, Mgr.
 Wellsville, Mo., this week; Glenwood, Ark., Aug. 30-Sept. 4; De Queen, Ark., Sept. 5-11.

COLORED MINSTREL PERFORMERS

TAKE NOTICE

We are playing Minstrel Show Territory. Salary out of office. Want Musicians. Chorus Girls, Dancers, Comic.

Will book Boat Ride.

Concessions: Glass Pitch, Race Track, other Hanky Panks.

Address L. J. HETH SHOWS
 Dickson, Tenn., this week.

WANT DROME RIDERS

Who can do race. Good salary and tips. Ticket Seller, also Help on Kiddy Rides.

EARL PURTLE, CETLIN & WILSON SHOWS
 Sedalia, Mo., now; Ft. Wayne, Ind., follows; all Fairs.

WANTED

Agents for the following stores—Six Cats, Pitch-Till-You-Win and Count Store. Iola, Kansas, this week; Coffeyville, Kansas, next.

(Robert Sorenson, come on.)
S. B. WENTROUB
 Care Don Franklin Shows #2. Per route above.

OLD SETTLERS' REUNION

JACKSONVILLE, OHIO, SEPT. 4-5-6
 GREAT PARADE LABOR DAY

Want Cookhouse and Concessions of all kinds; everything open except Bingo and Popcorn. No racket or gypsies.

HOWARD BROS.' SHOWS
 Wire or write Mannington, W. Va., week Aug. 23-28.

Alabama Amusements Want

CONCESSIONS—Bingo, Add Up Darts, Slum Jewelry, High Striker, Fish Bowl. RIDE HELP—One Ferris Wheel Foreman, Second Man on Merry-Go-Round. All Ride Men must have driver's license. Agents for Pan Game, Penny Pitch, Short Range Gallery, Slum Blower, Scales and Age and Milk Cans. Join on wire.

GUNTERSVILLE, ALABAMA

★ ★ ★ **W.G. WADE SHOWS** ★ ★ ★

MICHIGAN STATE FAIR, DETROIT
10 Days and Nights--Friday, Sept. 3, thru Sunday, Sept. 12
—CAN PLACE—

RIDES: Still have location for one more outstanding Major Ride such as Rockplane, Caterpillar, Flyplane, Looper, Spitfire or any new Ride not conflicting.

SHOWS: Have location left for two more large Shows with flashy fronts. Can use Penny Arcade, Illusion, Tropical Exhibit, 2-Headed Calf or other Freak Animal, Monkey or Ape, Monkey Drama or Speedway or any other Show not conflicting with what we have.

This is golden opportunity for any operator of any of the above mentioned One of the largest money-making fairs in the United States.

Don't Delay! Wire or phone at once.

D. WADE, W. G. WADE SHOWS
Kalamazoo, Mich. (Fair) all this week or Burdick Hotel

O. C. Buck - Model Shows, Inc.

America's Finest Railroad Show
10 FAIRS - NOW - 10 FAIRS
THE BIG ONE (NEXT)
ALEXANDRIA, VA.—NORTH VIRGINIA STATE FAIR
10 DAYS—SEPT. 2 TO 11 INCLUSIVE

CAN PLACE—All Legitimate Concessions, Eating, Drinking, Novelties, Scale, Age, Jewelry. All open. Derby.

WANT—Dark Ride, Arcade, Glass, Unborn, Monkey, War, Fun House Operator.

Good opportunity for Manager for Complete Cookhouse, now operating. We have all equipment.

WANT—General Show Help, Mule Drivers, Polers, Show Painter, Want Custard Dipper and Operator.

Now receiving space for the great Atlanta Fair, Sept. 30-Oct. 10, inc. All answers **O. C. BUCK — Model Shows, Inc.** Harrisburg, Pa., this week.

J. A. GENTSCH SHOWS

WANT FOR 12 OF MISSISSIPPI'S BEST FAIRS
OUR FAIRS SO FAR HAVE EXCEEDED LAST YEAR'S GROSS BY 25%

Want outstanding Free Act, Want Custard, Buckets, Six Cats and any Hanky Panks. Want any nice framed Show, Funhouse, Illusion, Snake, Motordrome.

Answer: YALOBUSHA COUNTY FAIR, WATER VALLEY, MISS., this week; Colored Fair, Jackson, Miss., next week.

HARTFORD CITY, IND., FALL FESTIVAL
SEPT. 14 THRU 18

On the Public Square—Sponsored by Retail Division in Co-Operation With All Civic, Fraternal and Veterans' Organizations of the City.

Plenty of activity, including free acts, special matinees, etc. Rides furnished by Miller Amusement Ent., La Grange, Illinois. Bingo and Pop Corn sold. All others open. Strictly clean Merchandise Stores only. No Flats or Semi Flats. All Concessions booked by and under supervision of

TOM L. BAKER
2257 MADISON AVENUE, INDIANAPOLIS, IND. PH.: GARFIELD 4584

VETERANS UNITED SHOWS

WANT WANT WANT

For the following Fairs and Celebrations. Wayne, Nebr., Aug. 25-28; West Point, Nebr., Aug. 29-Sept. 2; Dayton, Iowa, Sept. 4-6; Perry, Iowa, Sept. 8-11; Waterloo, Nebr., Sept. 15-18.

Concessions: Glass Pitch, String, Bumper, Hoop-La, Slum Spindle, Short Range, Add-'Em-Up-Darts or any Hanky Pank working for stock.

Shows: 10-in-1, Girl, Monkey, Snake, Illusion or any Show of merit with own transportation. Can use more Ride Help who drive. Contact as per route in Billboard.

For Sale: 16-Seat Smith & Smith Chairplane with Trailer, best offer; also Fun House with Glass and Mirrors, best offer takes.

NOLAN AMUSEMENT CO.

ALLIANCE, OHIO, AUG. 31-SEPT. 4, JAYCEE FALL FESTIVAL; NEW LONDON, OHIO, SEPT. 5 AND 6, LABOR DAY CELEBRATION

WANT CONCESSIONS AND SHOWS OF ALL KINDS

Buckets, Jewelry Sales, Lead Gallery, Photos, Ball Games, French Fries, Waffles, Novelties, Glass Pitch, Dart Games, etc.

FRED NOLAN
Care Western Union Fairborn, Ohio

AGENTS WANTED
LINCOLN, NEB., FAIR, Week Sept. 4

Cat Concessions, Over 12, General Help also. Frank Leggett, call me.

BOB K. PARKER
DELEVAN, WIS. Phone 8011

PAGE BROS.' SHOWS
WANT AGENTS

One Skillo, one Razzle, outside for Skillo. Only four Stores on show. No 10%. Must be capable and stay sober. Lushheads the reason for this ad. 12 more Fairs to go. Clay County Fair, Moss, Tenn., this week; followed by Ripley, Tenn., Fair. No phone calls.

CHARLES GRIGGS

A-1 AMUSEMENT

Want for Tri-County Labor Day Celebration, Johnson City, Ill., Sept. 1-4, and 10 more Celebrations and Fairs to follow, out until Thanksgiving Day.

Can place Bingo, Cookhouse, Fish Pond, Clothes Pin Pitch, Pitch-Till-You-Win, Hoop-La, Bumper, Short Range, Cork Gallery, Photos, 6-Cats, Buckets or any non-conflicting store working for stock. Will book Sound Car with Concessions.

Need Agents for Milk Bottle, Ball Game, Pea Pool and Pan Game. Oliver and Adeline, the Popcorn is open. Paul and Joe, come on.

Will be on Fairgrounds, Aug. 28. Contact **JOHN HANSEN, MGR.**, Johnson City, Ill.

A Family Tradition
JOHNNY'S UNITED SHOWS

Going South with a Top List of Southern Fairs beginning with **MARSHALL COUNTY FAIR**, Benton, Ky., then the always-red Athens, Ala., **LIMESTONE COUNTY FAIR**; **WILSON COUNTY FAIR**, Lebanon, Tenn., following and including **CARROLL COUNTY FAIR**, Huntingdon, Tenn.; Jackson, Tenn., A. M. & I. FAIR; Scottsboro, Ala.; Roanoke, Ala.; Elba, Ala.

JOIN NOW FOR SPECIAL PRIVILEGES

Especially want Cookhouse, Custard, Hit & Miss, Coke Bottles, Short Range, Rat Game, Arcade, Hoop-La, Cork Gallery, Bumpers, Ice Cream.

NOTICE—Frank Aschey wants Man and Wife for Mouse Game.

SHOWS WANTED—Motordrome, Monkey, Funhouse, Illusion or any clean Grind Show.

MINSTREL SHOW HELP—NOTICE—Manager wanted for office-owned Minstrel Show who can organize and keep people together. Also make openings. Comedians, Musicians, Chorus Girls and Specialties. All salaries paid out of office.

RIDES WANTED—Ponies wanted for Athens. Also Scooter, Caterpillar or Dark Ride. Want to buy Coaster.

HELP WANTED—Second Men for Tilt and Ferris Wheel. Must drive.

All replies to **JOHN PORTEMONT, Danville, Ind.**

★ **Morris Hannum Shows** ★
One of the Great Eastern Shows

MANSFIELD, PA., FAIR, Aug. 30-Sept. 4. Followed by **CAMBRIA COUNTY FAIR, EBENSBURG, PA., Sept. 6-11.** The Closing Saturday in Ebensburg Will Positively Be the Biggest in the History of the Fair. Due to the Last Four Months' Sustained Promotion.

WANT RIDES—Comet, Caterpillar, Whip. Can place Ferris Wheel in Ebensburg. **SHOWS**—Can place one Girl Show with your own modern equipment, Monkey Show, Wildlife, Mechanical, Arcade. We have eight outstanding weeks of street fairs for Motordrome, including Ephrata Farm Show. **CONCESSIONS**—Novelties, Age and Scale, Water Games, Eats and Drinks, Ball Games, Jewelry, Photos, Glass Pitch, one Wheel and one Grind Store. Hanky Panks of all kinds; come on. No exclusives. Space getting limited in Ebensburg. Telephone me or wire immediately. **HELP**—Ferris Wheel Foreman and Help on all rides. Prefer Drivers. We close the end of October.

All replies to **MORRIS HANNUM**
COLONIAL HOTEL, YORK, PA., this week; then **MANSFIELD, PA.,** next week, August 30-Sept. 4.

GREAT WALLACE SHOWS
Midway of Mirth

WANT WANT WANT
12—FOR ALL FAIRS—12

This Week **PEARISBURG, VA.; ROCKY MOUNT, VA., FAIR; REIDSVILLE, N. C.,** and Then Ten More Big Fairs. Route to interested parties.

Side Show Manager with Performers. JoAnn Bejano, contact Frankie Bland. Have complete outfit for Jig Show, want Manager with People for 80-foot wagon front. Nathaniel Grey or Pee Wee Barker, answer.

CONCESSIONS—Hanky Panks, \$25 per week, front location guaranteed.

CONCESSION HELP—Hanky Pank Agents, P. C. Dealers, 6 Cat and Bucket Agents. Also Pin and Count Store Agents. One capable Wheel Man. Only four stores on show, that's it. Contact Eddie Steele at General MacArthur Hotel, Narrows, Va. All Shows and Ride Help contact Al Wallace, Pearisburg, Va.

AL WALLACE, Owner-Manager **EDDIE STEELE, Business Manager** **FRANKIE BLAND, General Agent**
P.S.: Nathaniel Grey, be sure to contact Eddie Steele. Dennis Duffy, contact Eddie Steele if you are going to Georgia this winter.

GIRL SHOW FOR LEASE

Completely equipped, framed on truck. Front telescopes to extreme of 72 ft. The easiest operated and fastest moving stand-up show ever built. New 30x4 top. I want 10% front and back, payable each week.

Only operators of proven capabilities need apply. You will be on your own. I have my hands full without it. Now in prepaid storage at Valdosta, Ga.

NOT FOR SALE
DALE BARRON
Hotel Wagner Bath, N. Y.

PAN AMERICAN SHOWS
SWEETWATER VALLEY FAIR, SWEETWATER, TENN., Aug. 30-Sept. 4
And All Fairs Thru November

Want Concessions of all kinds, Long Range, Jewelry, Photos, Heart Pitch, Sets, String Game, Darts, Palmistry, Ball Games, Floss, Popcorn, Apples, Snow and other Hanky Panks. Want Agents for Razzle, Pin Store, 6-Cats and Buckets. Want Manager and Acts for Side Show and Man to operate Snake Show or will book complete Snake Show and Snake Show. Want Manager for Wildlife. Book any good Show not conflicting, such as Illusion, Mechanical City, Mouse Circus, Fat Show and Midget Troup. Want Kiddie Rides; Ride Help who drive, must be licensed. Need Octopus Foreman. Winter unit will open after the Fairs. Address: Williamsburg, Ky., this week; Sweetwater, Tenn., next week.

DIPPER FOREMAN

Want experienced, sober Man to report immediately. Top salary. Contact

BEAM'S ATTRACTIONS
Fairgrounds, Gaithersburg, Md.

DRAGO AMUSEMENT
UNIT NO. 1

FAIRS FAIRS FAIRS FAIR

Fowler, Ind., this week; then the big one, Kentland, Ind. Six big days and night Big Legion Labor Day, South Bend, Ind. Fairs until 2nd day of October.

Want String Game, Pan Game, High Striker, Cork Gallery, Ball Game, Pitch-Till-You-Win, Long Range or any Hanky Pank that works for stock. Will book a Show for committee money except Girl Show.

CHET PIERCE NO. 2 UNIT
Mooreland, Ind., this week; Goldsmith, Ind., 70-Year-Old Settlers next week. Want Hanky Panks that work for stock.

WE WANT YOU
At New England's most progressive fair!

... If you have a legitimate concession!
... If you have a show or A-1 attraction!

Here is the liveliest fair in New England, offering eight days and nights of real action, in a modern plant backed with strong promotion—dates are Sunday, September 12, thru Sunday, September 19, inclusive. We still have some choice locations.

BARRINGTON FAIR
Great Barrington, Mass.
WIRE — WRITE — PHONE
To JEFF HARRIS, Concession Manager
Mail to Box 88, Revere, Mass. Phone Revere 8-3525.
Wire 103 Walnut Avenue, Revere, Mass.

Cote Amusement Co.

Port Austin, Mich., Centennial & Labor Day Celebration—8 Big Days & Nights—August 31-September 7, followed by Pinconning Annual Homecoming & Agricultural Fair, September 9-11; then Scottville and other Street Celebrations until October 16.
WANT CONCESSIONS of all kinds that work for stock.
Can use good Grind Shows.
Armada, Mich., Fair this week; followed by Port Austin.

GLADES AMUSEMENT COMPANY

Wants for Balance of Season and All Winter in Florida
Concessions of all kinds that work for stock only, small Glass Pitch, Mug, Balloon Darts. Will book Animal Show or Fun House, also use Wheel Man who drives semi. No gypsies, no grift.
Contact JERRY SADDLEMIRE or JOHN KEELER
Buena Vista, Va., this week; Remington, Va., week Aug. 30.

ROYAL MIDWEST SHOWS

CAN PLACE FOR BIGGEST LABOR DAY IN KENTUCKY, GRAYSON COUNTY FAIR AND LABOR DAY CELEBRATION, LEITCHFIELD, KY., SEPT. 2-6.
Want Eats and Drinks, Photos, Ball Games, Balloon Darts, Long and Short Range, Stock Concessions of all kinds, Carmel Corn, Candy Apples, Mitt Camp, Novelties, Want Girl Show, Illusion or Mechanical Show.
Wire ROXIE HARRIS
LA GRANGE, KY., FAIRGROUNDS THIS WEEK.
Can place a few Concessions for Oldham County Fair, La Grange, Ky., this week, Aug. 25-28.

BARNEY TASSELL SHOWS

WANT FOR ORANGE, VA., WEEK OF AUGUST 30—RIGHT SMACK IN TOWN
Strictly legitimate Concessions of all kinds (only one of a kind on midway). Free gate with a sensational Free Act nightly. Don't let size of towns fool you. Can place Ride Help of all kinds.
Wire this week, White Stone, Va.

FUNLAND SHOWS

MARSHFIELD, MO., FAIR, SEPT. 1, 2, 3, 4; COLE CAMP, MO., FAIR, SEPT. 9, 10, 11. FIVE MORE FAIRS TO FOLLOW.
Want all types of Hanky Panks. Agents for office-owned Concessions. Can use a good Side Show. What have you? For Sale or Trade—Spiffire in good condition. Want Show Tops, 10x14, and 10x16 Tops and Frames.
Contact MANAGER or Phone 6-7720, Springfield, Mo.

\$100.00 REWARD FOR INFORMATION

Leading to recovery of a red 1947 1 1/2-ton Chevrolet Truck, Alabama license number 57-H-2-675, engine number FEA-122771, and 1942 Fruehauf Trailer, Alabama license number 57-T-2-184. Trailer loaded with Girl Show front, painted blue with black silhouette dancing girls, big Follies sign across top in lights.
Contact DON GRECO
413 E. JEFFERSON, SPRINGFIELD, ILL. (PHONE: 2-6500)

JIMMIE CASE WANTS AGENTS

FOR GRIND STORES AND HANKY PANKS
For double soldiers' payday—Kirtland Field and Sandia Base, on the parade grounds, with Fairs and Celebrations to follow, including Louisa Park, Texas.
Call or wire JIMMIE CASE
PHONE: 6-4204, ALBUQUERQUE, NEW MEXICO.

BLUE RIBBON SHOWS

WANT FOR CENTRAL WISCONSIN STATE FAIR, Marshfield, Wis., Sept. 3-7
Hanky Panks of all kinds, straight sales, Hats, etc.
All replies to ESCANABA, MICH., this week.

GIRLS—WANTED—GIRLS
Experienced and inexperienced Dancers wanted. I have wardrobe. Salary \$100 per week and bonus. Ticket if I know you. Call or wire collect.
MRS. HONEY LEE STACK
Uptown Motel or Blue Grass Shows, c/o Fairgrounds, Greenville, Ill.

Carnival Routes

• Continued from page 88

- Boone Valley: (Fair) Humboldt, Ia., 23-26
- Borderland: Victoria, Tex.
- Briggs, A. R.: Willard, O.; Kalida Sept. 1-4
- Buck, O. C.-Model: Harrisburg, Pa.; Alexandria, Va., Sept. 1-11
- Burdick's Greater: Cuero, Tex.; Boerne Sept. 3-6
- Burke, Harry: Beaux Bridge, La., 23-29; (Fair) Morgan City 30-Sept. 5
- Burkhardt: (Fair) Roseville, Ill.; Canton, Mo., 30-Sept. 4
- Capital City: Barboursville, Ky.
- Carl, A. J.: Wayland, Mich., 25-28
- Carlin Expo.: Junction City, O., 25-28; Shawnee Sept. 2-5
- Carpenter Bros.: Monroeville, Ind., 25-28; Huntington 29-Sept. 4
- Catlett Greater: Onega, Kan., 23-24
- Casey, E. J.: Sioux Lookout, Ont., 23-24; (Fair) Atikokan 26-28; Schreiber 30-31; Geraldton Sept. 2-4
- Cavalade of the West: Battle Ground, Wash.; Spokane Sept. 1-6
- Central States: Ablene, Kan.; Beloit 31-Sept. 3
- Celli & Wilson: (Fair) Sedalia, Mo., 23-29; (Fair) Port Wayne, Ind., Sept. 1-6
- Chanos, Jimmie: Dayton, O.; Spencerville 30-Sept. 4
- Cherokee Am.: Holton, Kan., 23-25; Seneca 26-28; Hillsboro 30-Sept. 2
- Collins, Wm. T.: (Fair) Sioux Falls, S. D.; (Fair) Lincoln, Neb., Sept. 3-10
- Continental: Lyndonville, Vt., 25-28; Chatham, N. Y., Sept. 3-6
- Cote Am. Co.: (Fair) Armada, Mich., 24-29; Port Austin 31-Sept. 7
- County Fair: (Fair) Beatrice, Neb., 23-26; (Fair) Leigh 27-29; (Fair) St. Paul 31-Sept. 3
- Crafts Expo.: (Fair) Merced, Calif., 25-29
- Crafts 20 Big: Richfield, Utah
- Cumberland Valley: (Fair) Cookeville, Tenn.; (Fair) Crossville 30-Sept. 4
- Davis Am. Co.: Tygh Valley, Ore.; (Fair) Lakeview Sept. 1-5
- Dickson United: (Fair) Apache, Okla., 25-28
- Dixie Expo.: Eutaw, Ala.
- Dobson's United: Caledonia, Minn., 25-28; Luxemburg Sept. 4-6
- Down River Am. Co.: Roseville, Mich., 24-29; (Fair) Crossville 31-Sept. 4
- Drago Am. No. 1: Fowler, Ind.; Kentland 30-Sept. 4
- Drago Am. No. 2: (Fair) Mooreland, Ind.; Goldsmith 30-Sept. 4
- Drew, James H.: (Fair) Irvine, Ky.; (Fair) London 30-Sept. 4
- Dudley, D. S.: Guymon, Okla.; (Fair) Dalhart, Tex., 30-Sept. 4
- Dumont: Franklinton, N. C.
- Dyer's Greater: (Fair) Dixon, Ill., 23-25; Bloomington, Wis., 27-29; Savannah, Ill., 31-Sept. 4
- Eastern Am.: Union, Me.
- Eddie's Expo.: Washington, Pa.; Stoneboro 30-Sept. 4
- Edwards, Allen: Pueblo, Colo.
- Evans United: Blue Rapids, Kan., 24-27
- Ferris, Carl D.: Alexander, N. Y.
- Fidler United: Creve Coeur, Ill.
- Franklin, Don, No. 1: (Fair) West Union, Ia., 24-27; (Fair) Belleville, Kan., 29-Sept. 3
- Franklin, Don, No. 2: (Fair) Iola, Kan.; (Fair) Coffeyville Sept. 2-6
- Frontier: Tremont, Utah, 25-28
- Funland: Marshfield, Mo., 1-4; Cole Camp 9-11
- Gayland Am.: Sharpville, Pa.
- Gem City: (Fair) Gallatin, Tenn.
- Gentsch, J. A.: Water Valley, Miss.; Jackson 30-Sept. 4
- Georgia Am. Co.: Moultrie, Ga.
- Glades Am. Co.: Buena Vista, Va.; Remington 30-Sept. 4
- Gladstone Expo.: (Fair) Dresden, Tenn.; (Fair) Camden 30-Sept. 4
- Glass City: Fayette, O., 26-28; Hudson, Mich., 30-Sept. 1; Stryker, O., Sept. 3-6
- Gold Bond: (Fair) Rice Lake, Wis., 25-29; (Fair) Plymouth Sept. 2-5
- Gold Medal: Parkersburg, W. Va., 23-Sept. 4
- Gooding Am. Co., No. 1: (Fair) Marlon, O.
- Gooding Am. Co., No. 2: (Fair) Lima, O.
- Gooding Am. Co., No. 3: (Fair) Marshall, Mich.
- Gooding Am. Co., No. 4: (Fair) Greenville, O.
- Gooding Am. Co., No. 5: (Fair) Wellington, O.
- Gooding Am. Co., No. 6: (Fair) London, O.
- Gooding Am. Co., No. 7: (Fair) Tiffin, O.
- Gooding Am. Co., No. 8: (Fair) Painesville, O.
- Gopher State: Blackduck, Minn., 27-29
- Grand American: (Fair) Harlan, Ia., 24-27; (Fair) Muscatine Sept. 3-6
- Great Wallace: Pearsburg, Va.; Rocky Mount 30-Sept. 4
- Greater Dixieland Expo.: (Fair) Hampton, Ia., 23-24; Cresco 25-29; (Fair) Vandalia, Mo., Sept. 1-5
- Groves Greater: Washington, La.; Alexandria 30-Sept. 4
- Hale's Shows of Tomorrow: (Fair) Weeping Water, Neb.; (Fair) Kearney 30-Sept. 3
- Hames, Bill: (Fair) Sherman, Tex.; (Fair) Gainesville 30-Sept. 4
- Hammond, Bob: Hico, Tex.; (Fair) Tomball 30-Sept. 4
- Hannum, Morris: Dallastown, Pa.; Mansfield Sept. 1-4
- Happy Attrs.: Bellefontaine, O.; Perrysville Sept. 1-4
- Happyland: (Fair) Caro, Mich., 23-25
- Hartsock Bros.: Shelbyville, Mo., 26-28; Laredo Sept. 1-4
- Helman United: Wellsville, Mo.; Glenwood, Ark., 30-Sept. 4
- Heth, L. J.: (Fair) Dickson, Tenn.
- Hiawatha: Clinton, Mich., 25-29
- Hill's Greater: (Fair) Columbus, Kan.
- H & M. Am.: Ford City, Pa.
- Holly Am. Co.: Cummings, Ga.; (Fair) Jasper 30-Sept. 4
- Hottel, Buff, No. 2: Freeport, Ill., 24-30
- Howard Bros.: Mannington, W. Va.; Jacksonville, O., Sept. 4-6
- Hugo's Novelty Expo.: Effingham, Kan., 24-27; Tonganoxie, Sept. 1-3
- Ideal Rides: Petersburg, Ill.
- Imperial: (Fair) Fairbury, Ill.; (Fair) Mendota, Sept. 3-6
- Interstate: (Fair) Greenville, Tenn.
- I. T.: Kingston, N. Y.
- Johnny's United: (Fair) Danville, Ind.
- Johnny's United: Danville, Ind.; Benton, Ky., 30-Sept. 4
- Ken-Penn Am.: (Fair) Meadville, Pa.
- Key City: Lyons, Ind.; (Fair) Henry, Ill., 30-Sept. 3
- Kile, Floyd O.: (Fair) Mount Grove, Mo.
- Klein Am. Co.: Salem, S. D., 23-24; (Fair) St. James, Minn., 26-29
- Lakeshore Am.: Corydon, Ia., 23-26
- Lee Am. Co.: Albertville, Ala.; Heflin 30-Sept. 4
- Leeright's Midway: Leoti, Kan., 23-25; Scott City 26-28
- Lewis, Ted: Staten Island, N. Y., 23-29
- Maddox Bros.: Grant, Neb., 23-25; Imperial 26-28; Franklin 29-31
- Magic Empire: Afton, Wyo., 23-26; (Fair) Montpelier, Idaho, 27-29
- Manning, Rosa: (Fair) Luray, Va.; (Fair) Woodstock 30-Sept. 4
- Marion Greater: Spruce Pine, N. C.; Darlington, S. C., 30-Sept. 4
- Marks, John H.: (Fair) Roncerverte-Lewisburg, W. Va.; (Fair) Roanoke, Va., 30-Sept. 4
- Marvel: Bushnell, Ill., 23-29
- McKenna Rides: Appleton, Wis., 24-29; (Fair) Chilton 31-Sept. 7
- Meeker's: Kennewick, Wash.; Ellensburg 30-Sept. 4
- Merriam's Midway: Sac City, Ia., 23-25; Neligh, Neb., 27-29; Columbus 31-Sept. 3
- Metropolitan: Carbondale, Ill.
- Mezverden Am.: (Fair) Eagle River, Wis., 26-29
- Midway of Fun: Kingman, Kan., 23-25; Harper 26-28
- Midway of Mirth: Stonefort, Ill.
- Mighty Hoosier State: (Fair) Frankfort, Ind.; (Fair) Denver 30-Sept. 4
- Mighty Page: Rocky Mount, Va.; Martinsville 30-Sept. 4
- Moore's Modern: (Fair) Garden City, Kan.; Princeton, Ind., Sept. 4-6
- Moser-Runde: Winfield, La., 27-28
- Moshier Am.: Weidman, Mich., 24-25; Ithaca 26-28
- Motor State, No. 1: Hicksville, O.
- Mound City, No. 1: Pleasant Hill, Ill.; Pana 30-Sept. 4
- Mound City, No. 2: (Fair) Glenwood, Mo.
- Mullins Royal Pine: Pembroke, Me.
- Myers, Sonny: (Fair) Onawa, Ia., 23-26; (Fair) Little Sioux 28; (Fair) Hopkins, Mo., Sept. 2-4
- Nelson, George W.: (Fair) Emmetsburg, Ia., 23-25; Albert City 26-27; Ruthven 28
- New England Am. Co.: Saugus, Mass.; Spencer, Sept. 3-6
- Nolan Am. Co.: Fairborn, O.; Alliance 31-Sept. 4
- Northern Expo.: Miles City, Mont., 27-29; Sidney 30-Sept. 1
- Norton's Rides: Sidney, Neb.
- Page Bros.: Moss, Tenn.; Ripley 30-Sept. 4
- Palmetto Expo.: Maxton, N. C.
- Pan American: Williamsburg, Ky.; Sweetwater, Tenn., 30-Sept. 4
- Penn. Premier: Indiana, Pa.; Meyersdale 30-Sept. 4
- Pilgrim: Stoneham, Mass.
- Port City Rides: Yates City, Ill., 25-26; Maquon 27-28
- Powell Greater: Chillicothe, O.; Lodi, Sept. 1-4
- Prell's Broadway: Cumberland, Md.
- Putks, A. H.: Ashkum, Ill., Sept. 4-6
- Raines Am. Co.: (Fair) Ottawa, Kan.; (Fair) Thayer, Sept. 1-3
- Rainier: Roseburg, Ore.
- Raley Bros.: Tarboro, N. C.; (Fair) Sharpsburg 30-Sept. 4
- Ray Am. Co.: (Fair) Plymouth, Calif., 27-29
- Reid, King: Malone, N. Y.
- Reithoffer: Watertown, N. Y.
- Robinson's Fun Attrs.: McMinnville, Ore., 25-28; Prosser, Wash., Sept. 1-6
- Rockwell: Newton, Kan.; Winfield 30-Sept. 3
- Royal Midwest: (Fair) La Grange, Ky., 25-29; (Fair) Leitchfield, Sept. 2-6
- Rocky Mountain Empire: St. Francis, Kan.
- Rogers Bros.: (Fair) Detroit Lakes, Minn., 26-28; (Fair) Two Harbors, Sept. 1-4
- Rohr's Modern Midway: El Paso, Ill.
- Rose City Rides: Piedmont, Mo.
- Royal American: St. Paul, Minn.
- Royal Expo.: Cochran, Ga.; (Fair) Gibson 30-Sept. 4
- Royal Midwest: (Fair) La Grange, Ky., 25-28
- Royal United: Britt, Ia., 23-24; Zumbrota, Minn., 26-29; Bettendorf, Ia., Sept. 1-2; Nauvoo, Ill., 3-5
- Schafer's Just for Fun: Ladysmith, Wis., 23-25; Wausauke 26-29
- Shan Bros.: Clintwood, Va.
- Siebrand Bros.: Boise, Idaho
- Smith, George Clyde: Altoona, Pa.; Cumberland, Md., 30-Sept. 4
- Shorter's: St. Angar, Ia., 23-25
- Snapp Greater: Sturgeon Bay, Wis.
- Southern Valley: De Witt, Ark.
- Spartan Greater: (Fair) Moberly, Mo.; (Fair) Versailles Sept. 1-4
- Standard: Riverton, Wyo., 25-29
- Star Am. Co.: (Fair) Piggott, Ark.; Lake City 30-Sept. 4
- State Fair: (Fair) Hardtner, Kan.; (Fair) South Haven 30-Sept. 1
- Stephens, C. A.: (Fair) Mountain City, Tenn.; (Fair) Boone, N. C., 30-Sept. 4
- Stephens, Otto: Grinnell, Ia., 23-24
- Sterling Crown: Greenup, Ill.; Winchester, Tenn., 31-Sept. 4
- Stipe's: Grantsburg, Wis., 26-29
- Strates, James E.: Bath, N. Y.
- Strong's Am. Co., No. 1: (Fair) Stanton, Neb., 23-25; (Fair) Springfield 26-28; (Fair) Aurora 30-Sept. 2
- Strong's Am. Co., No. 2: (Fair) Wahoo, Neb., 23-25; (Fair) David City 26-28; (Fair) Dunning, Sept. 2-5
- Stumbo Tri-State: Hemmingford, Neb., 25-28
- Sunset Am. Co.: (Fair) Monticello, Ia.; (Fair) Bethany, Mo., Sept. 1-10
- Tassell, Barney: White Stone, Va.; Orange 30-Sept. 4
- Tatham Bros.: (Fair) Rock Island, Ill., 25-28; (Fair) Bigsby 30-Sept. 1
- Tennessee Valley Am.: (Fair) Gallatin, Tenn.
- Thomas, Art B., No. 1: Laurens, Ia., 23-24; Vermillion, S. D., 25-26; Dunlap, Ia., 27-28; Bloomfield, Neb., 29-31; Tripp, S. D., Sept. 1-2; Butte, Neb., 3-4
- Thomas Joyland: Crown Point, Ind.; Charleston, W. Va., Sept. 2-11
- Tinsley, Johnny T.: Kingsport, Tenn.
- Tip Top: (Fair) Hayward, Wis., 23-25; (Fair) Phillips, 26-29; (Fair) Mineral Point, Sept. 3-6
- Tivoli: (Fair) Windom, Minn., 23-25
- 20th Century: Albert Lea, Minn., 23-26
- United Expo.: Joliet, Ill.
- United States: (Fair) Clay, W. Va.
- Veterans United: (Fair) Wayne, Neb., 25-28; (Fair) West Point 29-Sept. 2
- Victory Expo.: Isleta, N. M.; Albuquerque 30-Sept. 4
- Virginia Greater: (Fair) Keller, Va.; Franklin 30-Sept. 4
- Vivona Bros.: Brookfield, N. Y.
- Volunteer: Warburg, Tenn.
- Wade, W. G.: Kalamazoo, Mich.; Detroit Sept. 3-12
- Wallace Bros.: (Fair) Manitowoc, Wis.
- Wallace Bros. of Canada: Three Rivers, Que., 23-26; Sherbrooke 27-Sept. 2
- West Coast: Yreka, Calif., 23-29; Sacramento 30-Sept. 12
- West Coast Expo.: Monterey, Calif., 24-29; Sacramento, Sept. 2-12
- Wilber's Wolverine: (Fair) Onekama, Mich., 26-28
- Wilcox, Dick: (Fair) Dover, Me.
- Williams Am. Co.: Saltville, Va.; Marlon 30-Sept. 6
- Wilson Famous: (Fair) Princeton, Ill., 23-27; (Fair) Lacon 28-29; Mazon, Sept. 2-6
- Wolf Greater: Bird Island, Minn.; 23-25; St. Peter 26-28
- Wolfe Am.: Roseboro, N. C.
- World of Mirth: Ottawa, Ont.
- World of Pleasure: (Fair) Mount Pleasant, Mich.; (Fair) Ludington 31-Sept. 4
- World of Today: (Fair) Fargo, N. D., 27-Sept. 4
- Young, Monty: Burley, Idaho; Payson, Utah, Sept. 1-6

FOR SALE

Mangels 8 Car Whip, portable, in action, \$950.00; 12 Boat Venetian Swings, Evans, 24 passengers, \$450.00; Ocean Wave, portable, no motor, \$450.00.
C. H. TOTHILL
Olcott, N. Y., Newfane 6956

RAINES AMUSEMENT

WANTED FOR IDABEL, Sept. 6-11; Followed by PERRY and WATONGA, ALL OKLAHOMA FAIRS, and DANVILLE, ARK., FAIR.
Shows of all kind. Pony Ride, other Kid Rides, Roll-o-Plane or other Rides that don't conflict. Stock Concessions, no flats. Good Ride Help who drive.
Ottawa, Kan., this week; Thayer next.

CARNIVAL MANAGERS FAIR SECRETARIES EASTERN AND SOUTHEASTERN TERRITORY

Have some open weeks late September and October for "ANIMAL ODDITIES ON PARADE."
Completely equipped and transported Wildlife Show, well organized, new 60-ft. front.
IMPORTANT NOTICE! This show is not to be confused with my Wildlife on Strates Midway. Here for the season and enjoying good business.
DALE BARRON, James E. Strates Shows Bath, N. Y., Aug. 23-28.

BINGO

AVAILABLE FOR LABOR DAY OR FULL WEEK
Also open week Sept. 20. Wire or call
BILL STACY
Fairgrounds, Petoskey, Mich.

WANTED FOR THE BIG ONE! FIVE STATE FAIR

LIBERAL, KANSAS, Sept. 1-6 Inclusive KIDS' DAY, Friday, Sept. 3
Concessions—Legitimate only, \$28.00. Shows with own equipment. Ride Foreman, come on; long season in West Texas. Wire or phone
F. C. BOGLE SHOWS
Stockton, Kansas, Fair, Sept. 24-27. P.S.: Whitey Dixon wants Skillo and Pin Store Agents.

WANTED WANTED ALABAMA SMART SET MINSTRELS

On account of disappointment want General Agent whq can book a one-night Minstrel Show who can stay sober. Ed Parkinson, phone. All winter's work for right man. Can use four more Colored Musicians. Phone or wire
Mrs. Dianne Allen or H. E. Wiggins
Belcher, Louisiana—Phone 8-3287. P.S.: Walter Rougenhouse, phone.

CUERO, TEXAS, AUG. 23-28 WANTED FOR

Burdick's Greater Shows
Set of Kid Rides, Grab, Hanky Pank Concessions, Wheel Man.
Boerne, Tex., Fair, Sept. 3-4-5-6; Seguin Fiesta, Clifton Fair, to follow.

WANTED

Agents for Count Stores and Pin Store. Also want Ride Help. Will book Stock Concessions. Playing Dodge City, Kansas, now; 10 Texas Fairs to follow.
Contact SAM EPPLE
Dodge City, Kansas

AGENTS

Can place Count Store Agents. Only two Count Stores on Show.
BILL HARRIS
Royal Midwest Shows
La Grange, Ky., this week

WANTED CONCESSIONS

for Annual Pioneer Days
Kalida, Ohio, Sept. 1-2-3-4; Willard, Ohio, this week.
A. R. BRIGGS SHOWS

GLASS CITY SHOWS

Six Weeks of Homecomings and Fairs. Want Hanky Panks of all types; we use two of a kind. Shows that do not conflict—must have your own Ride Help in all departments, must drive and be sober, good pay and treatment. Fayette, O., Aug. 26-28; Hudson, Mich., 30-Sept. 1; Stryker, O., 3-6; Walz, Mich., 4-6; Rockwood, Mich., 5-12; Manchester, Mich., 15-18; Chelsea, Mich., 22-25; all bona fide Celebrations and Fairs. W. T. HOPKINS, Gen. Mgr., or GERALD ANDERSON, Owner; as per route.

STOCK TICKETS		SPECIAL PRINTED Tickets	
Roll	Price	Cash With Order	Prices
1 Roll	1.50	2,000	4.90
5 Rolls	8.25	4,000	7.80
10 Rolls	16.50	6,000	8.70
25 Rolls	41.25	8,000	9.60
50 Rolls	82.50	10,000	10.50
100 Rolls	165.00	30,000	15.50
ROLLS 2,000 EACH		100,000	33.00
Double Coupons		500,000	133.00
Double Prices		1,000,000	250.00
No C.O.D. Orders			
Size: Single Tkt., 1x2			

THE TOLEDO TICKET CO.
Toledo 12, Ohio

400G Kleinman Spot Sold to Food Chain

Inflated Postwar Building Costs Make Rollery Unprofitable Investment

By BILL LOVE

NEW YORK, Aug. 21.—Harry Kleinman's modernistic Staten Island Rolladium in New Dorp, completed in 1949 at an estimated cost of \$400,000, changed hands early this week and will become one of the city's fanciest supermarkets. The new owners operate Food Farms stores, a growing chain.

The switch leaves New York City with only nine roller rinks (Manhattan, 1; Bronx, 1; Brooklyn, 4, and Queens, 3), or one skating place for just under each million of population.

Heralded as the last word in roller rinks, Kleinman's plush skatery was constructed in a post-war period when building costs were skyrocketing and the non-availability of necessary materials caused costly delays and financial headaches. Faced many times with the prospect of paying thru the nose or stopping construction, the management always elected to go ahead and in the end the original estimated cost of under \$200,000 had roughly doubled.

Despite the heavy nut, things seemed rosy at first. The debut night crowd in April of 1949 was a rink owner's dream and doors had to be shuttered after some 5,000 skaters and spectators had crammed every inch of skating surface and off-the-floor space.

Afterward, Staten Island did as well as most rinks in the rough postwar years, but costs were just too high to compete with other places, built or leased when conditions were more favorable. Kleinman tried boxing and other activities, but none provided enough box office to make the place a click.

The closing leaves Staten Island without a roller rink and with no chance of getting one within the foreseeable future. Until Kleinman's super skatery opened, Tony Bannon had operated the Palace, a pint-sized place by comparison, on Sand Street in Stapleton, but the building is now leased for other purposes.

For the time being, rinkless Staten Island roller enthusiasts are faced with the choice of crossing the bridge for skating at arenas in nearby New Jersey towns or else ferrying to New York for a whirl at Gay Blades in Manhattan.

With the building sale closed and all equipment, including organ and skates, disposed of, Kleinman is turning his attention to the possible manufacture of a combination roller-ice skate on which he holds the United States and British patents. He plans a trip to Europe, probably next month, to survey the possibility of manufacturing his product abroad.

ROADSHOW REP

WRITING from Boston, A. J. Mahoney reports: "Will again try some minstrel productions in the East, but if poor results of the past two winters carry on I will discontinue promotions after some 20 years at it. Cork opry has been a favorite with amateurs for a long time, but with TV hammering away at Amos and Andy and flooding the air with self-styled singers, the toll payer is being overfed with jokes and songs. To set a good minstrel show can be quite an expense today when compared with the good old days. Wigs for endmen cost as much as the best of toupees did a few years ago, and a decent first-part wardrobe is in the high money class. When you wear it out after a few shows it runs into luxury. The talent that I have had, while trying their best, is not as smart on the performing end as the old-timers. This is due to lack of practice. When I first went into the business everyone with the performing itch was doing or trying to do the buck and wing. Today they wouldn't know what you meant if you mentioned the dance. I can look back on some towns that had amateurs good enough to become professionals. Lynn, Mass., had enough good amateurs to outfit a show such as Hi Henry's or Al G. Field's, Gloucester, Mass., was full of talent and an amateur show at the old City Hall was assured of a packed house." . . . E. W. Bennet, who has been in the Fort Smith, Ark., area for three weeks with his wall tent show, reports business poor due to intense heat. "Don't move into Arkansas until cool weather arrives," Bennet warns. . . . Hot weather is also blamed for poor business in the Livingston, Ala., sector by Jake Sharp, stroller player. Sharp says too many outdoor shows are working the State, mostly carnivals. "The only tent show I have seen since spring

was doing nothing," Sharp reports. . . . Herman Tagg, who has been working the Trinidad, Colo., area in recent weeks, reports light takes and little life in merchandise. "The area is shot," says Tagg, who plans to make a long jump west soon. He plans to make schools later. Helping him along business-wise are some dates in dine-and-dance spots.

BACK IN Point Pleasant, W. Va., after a tour of Indiana fairs which he played with his wife, Jo, Capt. Billy Bryant, of Bryant Showboat note, reports that he and Mrs. Bryant took part in a play, "Hamlet and Yeggs," which was presented August 19-21 by Point Pleasant's Community Players in their Abbott Theater under the direction of Sterrett Neale. Written by Bryant, the play is a comic adaptation of Shakespeare's "Hamlet" and has a cast of nine men and three women. Bryant portrayed Alibi Eddie, a convict. Altho presented in a theater, the presentation retained much of the showboat atmosphere. . . . Neil Schaffner, of the Schaffner Players, reported recently from Shelby, Mo., that Paul Feigay, of the Ford Foundation, had a camera crew there to shoot a TV film for use on "Omnibus," the network series which resumes this fall. . . . Eighty-five-year-old John Ellis, who has been in everything from circus to Broadway presentation, has finally called it quits, he writes from his home in Grand Rapids, Mich. A heart attack last September halted Ellis' activity. He and Mrs. Ellis have been well known for the past 15 years for their presentation of "Rip Van Winkle" in schools thru the Midwest. On August 6 the Ellises were honored for their contributions to the theater by being awarded lifetime passes to the Grand Rapids Community Summer Theater by Ted Brink, theater manager.

NOW BOOKING
Shows—Exhibitions
Sporting Events
Dates Available After Nov. 15
NEW CIVIC ARENA
256x256 ft.—65,500 Square Feet;
Seats 7,000 Boxing—6,000 Basketball.
ARENA 823 N. ROBINSON STREET
RICHMOND, VIRGINIA

DRIVIN' 'ROUND THE DRIVE-INS

IN LANCASTER, Pa., the Lancaster Drive-In Church and Christian Cinema has been set up on the old Lancaster Airport grounds on Manheim Pike under sponsorship of the Lancaster Gospel Center. While the Drive-in-church has been operated before, this is the first time it is presenting films. Its opening feature was "Great Discovery" with Coleen Townsend. The large outdoor screen has been erected in back of the platform, with outside-type speakers used. . . . Tri-States Buying and Booking Service, Philadelphia, is no longer handling the Star-Lite Drive-In, Brandonville, Pa., and the Pocono Drive-In, Bartonsville, Pa. . . . The Shore Drive-In opened. The spot is next to the Harrisburg Airport in New Cumberland, Pa. . . . In Pleasantville, N. J., a Red Cross blood drive and a bicycle safety campaign for youngsters were two community activities which resulted in excellent public relations for the Atlantic Drive-In, and it manager, Dave Weinstein. . . . Bill Whyte, recently returned to the Philadelphia area from Florida, resigned as supervisor of Neil Heckman's drive-ins and leased Jack Greenberg's Star Theater, Camden, N. J. . . . Charles Zack, manager of West Side Drive-In, Detroit, is completing a tie-up with a local car dealer who gave away a car to a selected winner among guests at eight consecutive Monday nights. Tickets were distributed entitling driver and car to enter free—while passengers in his car paid the regular admission, and 6,000 guests were chalked up in eight weeks. The car dealer, in turn, got a list of 6,000 new car prospects . . .

ONE of the largest drive-in crowds of the season jammed L. K. Lee's Wadsworth Drive-In in Denver recently for the opening of a week's run of "Bob and Sally." Opening night saw cars lined up for more than 30 blocks with an estimated 500 cars turned away from the educational film or martial relations. A slight objection raised by church and civic groups in the suburb where the theater is located did nothing to hurt the box office. This latest addition to the Lee chain has had a tough uphill fight for its share of the auto theater trade in a city already boasting over 20 well established drive-ins, but manager Walter Wright is beginning to see results of an extensive promotion campaign. Radio and newspaper advertising are keeping the theater's name in front of the public, but a permanent policy of allowing every 50th car in free helps develop location identification. Latest promotion gimmick was handing out more than 10,000 free passes to employees of some of the largest organizations in the area. It has brought in a lot of repeat business. Theater employees personally handed out the passes. Wright said that plans are being completed for installation of the latest type auto heaters that will enable them to operate the year round.

Mary E. Tilyou
• Continued from page 89
passing on November 30, 1914, the couple saw Steeplechase Park, built on a 25-acre plot on Surf Avenue between West 16th and 19th streets, become one of the world's most famous playgrounds. A parishioner of St. Francis Xavier Church, Mrs. Tilyou was recipient of a decoration from Pope Pius XII earlier this year. Daughter of one of the founders of the Immaculate Conception Day Nursery in Brooklyn, she was the oldest surviving member of the institution at her death. A solemn requiem mass was presided over Wednesday by the Rev. Neil S. Boynton at St. Francis Xavier Church, and interment was in the family plot in Greenwood Cemetery, Brooklyn. Mrs. Tilyou was actively associated with George C. Tilyou in the family business and lived with him and their children in a 16-room house on the park premises for many years. Frank Tilyou was born in this house on St. Patrick's

90 Attend Greeley Skating Institute

Skaters From 16 States at School; Project Again Doubles Attendance

GREELEY Colo., Aug. 21.—Only one thing stops the wheels from spinning at Greeley's famed Warnoco—especially during the American Skating Institute—and that's food. Enticement during the sixth annual school came from the Raybestos wheel company, with Jerry Nista, of the Manhattan division of Raybestos, Bridgeport, Conn., being host at a banquet.

Ninety roller skating amateurs, professionals and operators attending the Institute, staged here August 4-14, were guests of the company. Dinner was served at Warnoco.

Around the table were many big names in skating circles, including Arthur and Francine Russell, Seattle, who directed the institute; Nista, one of the country's foremost free stylists; Clifford J. Wilkins, New York, and Dick McLauchlen, St. Louis, members of the visiting staff.

The Greeley summer institute now is established as a ranking skating school. Each year enrollment has doubled that of the previous year. Russell, who acted as emcee at the dinner, introduced skaters from 16 States.

Many families attend the Institute, combining the school with a vacation. J. W. Norcross, who operates Warnoco, and his wife also make available extra-curricular activities which make the stay attractive.

An institute picnic was held on the Sunday during the school period and guests were taken on a mountain outing on Colorado's Rooftop, Trail Ridge, 12,000 feet high.

Following is the list of skaters at the banquet, plus those directly connected with the institute:

Arkansas: Mr. and Mrs. Seymour Hoffman, Delores Rutherford and Paul Clark, all of Hot Springs.

Colorado: William D. Wilkinson, Helen and J. W. Norcross; Harold, Lloyd, Shirley and Donald Smith; Gail Gibson, Betty Ann and Johnny Prouty, Jerry McDonald, Harless Monical and Susan Cowan, all of Greeley, and Wilma and Bobby Standley, Otis.

Connecticut: Jerry Nista, Bridgeport, Conn.

Iowa: James Byers and Harold Stone, Belle Plaine; Niedra, Betty and Charlotte Grossman and Mrs. Charles Sandy, all of Burlington; Mr. and Mrs. C. Keith Evans, Ricki Allan and Roni Lynn Evans, all of Red Oak; Jo Ann Jensen, Mr. and Mrs. Paul R. Stanfield; Lee Ann, Dorothy and Judy Stanfield, all of Lake City, and Mrs. C. N. Spoor and Joan Spoor, Fort Madison.

Kansas: Mr. and Mrs. Cleo Pearl and Carroll Pearl, Harper; Janet and Don Paxson and Grace Steves, all of Topeka; Mary Agnes Walton, Holyrood; Paul Gary

Day, 1908. In 1910 George C. Tilyou built a show-place home at Prospect Park West, and Mrs. Tilyou lived there until her death Sunday.

The oldest son, Edward, preceded George Jr. as president of the firm until dying in 1944 at the age of 48. Two other children, Gladys and Harold, passed on as children.

Decker, Newton, and Mrs. Maureen Busbee, Independence.

Missouri: Dick McLauchlen, St. Louis; J. W. Austin and Adelaide Austin, Rolla, and Norma Le Johnston, St. Joseph.

Montana: Melvin G. White Hamilton.

Nebraska: Mr. and Mrs. S. S. Scott, Lincoln.

New Mexico: Mr. and Mrs. Wesley Evans, Linda Evans, Sue Moore and Gene L. Ryan, all of Roswell.

New York: Clifford Wilkins, New York; Mr. and Mrs. J. Nista, Brooklyn, and Joe Frabizi, Johnson City.

North Dakota: Mrs. Bob Brown and Barbara Sys, Minot.

Oklahoma: Mr. and Mrs. George Sherrill, George Jr. and Betty Ann, Newkirk.

Oregon: Lloyd Kreklau, Sylvi and William Mathews, Eugene.

Pennsylvania: Jim Hoare and Mrs. Ruth A. Hoare, Mechanicsburg.

Texas: W. H. Ingle, Plainview Jack and Floyd Robinson, Do Cappel, Kelly Stenier and M. and Mrs. H. J. England and Betty England, all of Borger; T. A. Ben nice and Albert Stribling, all of Miami, and Mrs. J. A. Peters and Marlene C. Peters, El Paso.

Washington: Mr. and Mrs. A. Russell, Seattle.

WE BUY AND SELL USED ROLLER SKATES

All Kinds! Best Prices! SPECIAL! Men's closed toe leather lined shoes, wood wheels \$11.00 Pair

BONNY'S HUG-ME-TIGHTS \$11.00 Doz.
BONNY'S SKATING SKIRTS
LIGHTWEIGHT — \$18.00 Doz.
HEAVYWEIGHT — \$24.00 Doz.

Write for price list. 1/2 down, bal. C.O.D. Authorized Distributor for "CHICAGO" ROLLER SKATE CO.

JACK ADAMS & SON, INC. 723 MORRIS PARK AVENUE BRONX 62, NEW YORK SYcamore 2-1110, 1111

We BUY AND SELL NEW and USED RINK ROLLER SKATES. Lowest prices. Write for quotations—1 day service.

JOHNNY JONES, JR. Representing the CHICAGO ROLLER SKATE CO. 51 CHATHAM ST., PITTSBURGH 19, PA.

CURVECREST RINK-COTE

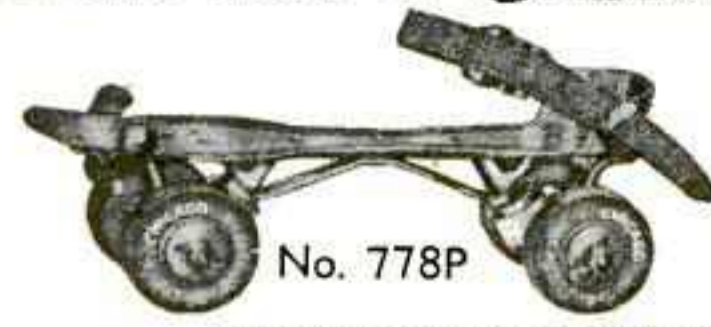
The skating surface for wood and masonite floors. The ultimate in cleanliness and traction. PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skates to Curvecrest and see for yourself.

SKATING MUSIC TAPES

1200' dual track 7 1/2" speed. Full hour program. 20 numbers, non-ASCAP, licensed for YOUR use. No specialties, waltz, fox trot, polka and march tempos for your "all skaters." The customers who keep your rink open. Leading organizers ONLY \$9.85 pcd. (NYC add 3% tax.)

WEB MUSIC PUBLISHING CO. 149 West 48th St. New York 36, N. Y.

THE USERS of "CHICAGO" SKATES



No. 778P

Manufacturers of all kinds of Roller Skates

Are Successful

There is a reason. Service and PROMPT DELIVERIES.

CHICAGO ROLLER SKATE CO. 4427 W. Lake St. Chicago, Ill.

PORTABLE RINK

40x100, Northern Maple Floor, sanded twice lightly. This Rink imported from Indiana. Finest construction, Cambell Tent and Side Walls, Chains, Cyclone Fence same height as Side Walls. Used one season, 125 pair Shoe Skates, Clamp Skates, Electric Beverage Cooler, RCA P-A. System, Base Reflex Speakers, Hollywood Spotlights for moonlight effect, all fluorescent fixtures. Can be operated for months on same location.

SKATING RINK SUPPLY CO. P. O. Box 456 Telephone 2-1301 Monroe, La.

CIRCUSES

Detroit Turnouts Surprise Ringling

New Location Makes Big Difference; Toledo Okay; Port Huron Falls Short

SAGINAW, Mich., Aug. 21.—Detroiters turned out in mass for three days to give Ringling Bros. and Barnum & Bailey Circus the best stand it has had there in years. This was the first time in modern times that the show had played the Michigan State Fairgrounds there, and show sources credited the location with a major part of this year's success.

Attendance was estimated at 1,500 this time, compared with about 35,000 in 1952. On Friday (13) the Ringling show had a 60 per cent matinee and an 80 per cent score at night. A heavy rain didn't keep them away Saturday; the matinee was 80 per cent filled and at night Ringling played to capacity house.

Clincher came on Sunday (14) when the afternoon show proved to be a turnaway and the evening performance was near full. Airgrounds is centrally located and locals knew parking was available. The advance sale here is double what it usually is. The big business was counted more surprising because local amusement spending in other fields has dropped recently.

Frank Braden's press efforts came off with some big counts, including a series by a news reporter who spent several days on the show in Ohio.

Toledo Fairly Good

The circus found business good in other Michigan and Ohio cities as well. In Toledo for Thursday (12) the shows had a half house the afternoon and a near-full night. Tom Packs Circus was there July 31-August 1.

Port Huron, Mich., followed Detroit. A newcomer to the Ringling

route this year, it failed to produce the nut on Monday (16). Flint came out Tuesday (17) in half and three-quarters strength in cool weather.

In Saginaw for Wednesday (18) Ringling played to a two-thirds afternoon turnout and near-full house in the evening. There was a shower in the morning. A seat wagon rolled off of a flat car in a minor accident and three elephants bolted and were loose for about 10 minutes without causing any trouble.

Friday (13) Strikes But Millers Harvest

Business Up; 3 Unhurt in Accident; Tent Delayed; Elephant's Leg Broken

MOBRIDGE, S. D., Aug. 21.—Al G. Kelly & Miller Bros.' Circus, playing the wheat belt at harvest time, has been getting only fair afternoons but strong night business all along the line.

The auto and trailer of General Manager Obert Miller were demolished when they went into a ditch and overturned following a blowout. Neither Miller nor Mrs. Miller was injured, but her son, Bennie Rossi, received a fractured jaw and cuts and bruises.

Friday the 13th luck hit the show at Beach, N. D. A bad road from New England, N. D., to Beach caused several slips which put trucks in the ditch, but they were towed out okay. However, the show's spool truck carrying the big top took a wrong road and ran out of gas 40 miles off the route.

At the lot for the matinee was what was described as one of the biggest turnouts of the season. By the time the tent truck arrived part of that crowd had been lost, so the 4 p.m. matinee was a three-quarters house. The night show was a full one.

Baker, Mont., on Saturday (14)

Richards Bros. Plays Maryland

UPPER MARLBORO, Md., Aug. 21.—Richards Bros.' Circus had a one-third house for the matinee here Saturday (14). Lot was far from town, as it was at Centerville on Friday (13) where the show got a light matinee and near-full night house.

In Federalsburg on Thursday (12) the afternoon drew a half house and the night house was three-quarters filled. Show had difficulties with its power plant at 7:30 p.m. Opposition in Federalsburg was a free movie deal sponsored by merchants and rides which were in town under the same auspices as the circus.

Bailey-Cristiani Draws Business

Oregon Town

McMINNVILLE, Ore., Aug. 21.—Bailey Bros. & Cristiani Circus played to a near-full grandstand here Wednesday (18) under Lions Club auspices. Combined Rotary and Kiwanis clubs staged a picnic the same night. Afternoon house was half full. Elephants made downtown bally.

The show was to have played nearview, Wash., on Monday (6), but the Jaycee auspices canceled out 10 days beforehand because of opposition from the fair. Show was to have used the fair's grandstand.

Morris Okay in Pa.

POTTSTOWN, Pa., Aug. 21.—Morris-Morris Circus played to a near-full matinee here Friday (13). The night house was three-quarters. In Steelton on Wednesday (11) the show gave a parade and a three-quarter house and a half house.

Jay Gould Plays Celebrations With Circus, Midway, Parade

JORDAN, Minn., Aug. 21.—Jay Gould Circus is playing almost entirely at centennials and celebrations this season, with this being the only fair date. Owner Jay Gould reported, Show generally is sponsored by chambers of commerce, he said.

The Gould show continues its format of using a free circus program surrounded by a carnival midway, that includes eight rides, five shows and 25 hanky panks. Feature is the show's street parade, which is usually given on the second day of a stand and for which considerable equipment is used.

Joe Lewis, pit show operator, who has been with Kelly-Miller

Cape Cod Area Pays Dividends For Mills Show

FALL RIVER, Mass., Aug. 21.—Mills Bros.' Circus played to sell-out business here, adding another day to a string of big ones scored thru the Cape Cod area and surrounding territory. The show played to near-capacity business at each of several consecutive towns, thru New Bedford, Mass., on Monday (16). At Newport, R. I., Tuesday (17) the afternoon was near-full and night was three-quarters. Mills had DAV auspices. King had played there July 28.

Friday (13) Strikes But Millers Harvest

Business Up; 3 Unhurt in Accident; Tent Delayed; Elephant's Leg Broken

brought out two adequate houses. Two elephants battled during the night show. One, Tena, slipped its leg chains and attacked another, Dixie, breaking its leg. A veterinarian was called and the broken bone was set. A welder also was called and he fixed up a steel cast.

In Lemman, S. D., Tuesday (17) Kelly-Miller had a half house in the afternoon and three-quarters at night. Gil Gray was there in July. Mobridge came out with a pair of near-full houses on Wednesday (18), altho dust was heavy.

'BEST IN SHOW BUSINESS'

Mabel Stark Returns, Tells of Japanese Show

LOS ANGELES, Aug. 21.—Veteran animal trainer Mabel Stark has returned here after 10 months in Japan with the Nippon Traveling Zoo and pronounced the all-island tour as "the best job I ever had in show business." She started in 1908 and has worked tigers for 35 years.

The show is set to open again October 6 in the stadium in Tokyo for 40 days and then move to Hiroshima for a month. Following stands are for a month each.

Miss Stark said that the traveling zoo is a 50-car train and on it she has her personal maid and private car. Her meals, she added, are served on a tray in her state room.

The show uses three arenas, with the doors opening at 8 in the morning. The first performance is at 9 and is heralded with

BOUDINOT SHUFFLES RINGLING ADVANCE

Turner Named Assistant Agent; Changes Affect Lester, Sims, Bert, Caupert, Hall

CHICAGO, Aug. 21.—Charles V. Turner has been named assistant to F. A. Boudinot, general agent of Ringling Bros. and Barnum & Bailey, it was announced this week by Boudinot, who also revealed other changes in his staff.

Turner, who has been manager of the No. 3 advertising crew, hanging banners, for the past few years and who is a veteran of many seasons ahead of Ringling and other shows, will handle much of the outdoor advertising used by Ringling-Barnum. Boudinot said that this would allow him more time to devote to rail-roading the show.

Bill Lester Closes

Taking Turner's place is Clyde Carlton, who managed the No. 2 car previously. Hired to manage the No. 2 unit is E. J. Caupert, formerly with Ringling but more recently ahead of Bisbee's Comedians and a magic show of his own. John Brassil is manager of the No. 1 advertising car.

Boudinot also announced that his staff of contracting agents now includes L. D. (Doc) Hall, formerly 24-hour man on the show; Emmett Sims, formerly with Cole and other shows, and Leon Pickett, who has been in the position for some time. Sims and Hall came on when William J. Lester closed. Lester, a veteran of service with many shows during the past half-century, returned to his home recently.

Bert in New Post

In another change, Harry Bert, previously in the advance ticket department, has been named to handle a new effort by the show, and has been termed a "roving

ambassador" for the show, working with Boudinot and Edward J. Knoblauch, publicity director.

Bert will make certain towns along the route and will seek to arrange with Chambers of Commerce for city-wide observance of Circus Day, with merchants scheduling special sales and other action on the day Ringling is in the town. The pitch is new to Ringling, but has been used by other shows. Present plan grew out of a set-up in Decatur, Ill., where the Chamber of Commerce had several clowns and other performers in the business district on show day.

Turner will work out of the Chicago office, where Boudinot headquarters and Nat Green is office manager. The No. 1 bill car was in Chicago this week, and it was reported that the show would use nearly four times as much paper this year as in the past few Chicago stands. This time the stand is longer, nine days, and the show's 1954 policy calls for using more billing everywhere.

King Bros. Wins Top Treatment; Moves Into Va.

FRONT ROYAL, Va., Aug. 21.—Business for King Bros.' Circus was strong this week as the show ended its Pennsylvania week and jumped into Virginia.

For the six days and nights from Poughkeepsie, N. Y., thru York, Pa., the King show played to near-capacity and capacity houses, except in Allentown, Pa., where rain cut some.

York on Thursday (12) had a full house in the afternoon and a turnaway at night, for a total attendance estimated at 9,600. Exchange Club was the auspices. Newspaper pointed out that King's was the first street parade since Robbins Bros., 1938.

In Harrisburg with Legion auspices, the show had a big advance sale and large parade crowd that led to a near-full matinee and three-quarter night on Friday (13). Saturday (14) in Chambersburg, under the firemen, wound up the Pennsylvania route with a straw matinee and half house in a drizzle at night.

Front Royal was a Sunday stand (15). Afternoon house was three-fourths of capacity. Despite a thunderstorm before show time, the night house was near-full. Jaycees sponsored and the parade turnout was large.

Hagen Wins Crowd

GARWOOD, N. J., Aug. 21.—Harry Allen, manager of Hagen Bros.' Circus, said the outfit scored one of its banner crowds of the season when it played here under police auspices.

Beatty Business Fails to Improve In Dakota Towns

HURON, S. D., Aug. 21.—Business continued mediocre for the Clyde Beatty Circus this week in the Dakotas. In Bismarck on Saturday (14) with Jaycee auspices, the show had a three-quarter night house, but most others were smaller.

Matinee in Bismarck was half filled. Harvest was in full swing there and movie "Ring of Fear" had played. Shrine had a circus in recently. The Beatty show was reported to be short handed in most departments.

Linton, N. D., was a matinee only stand for Sunday (15). At Aberdeen on Monday (16) the circus got two half houses. Jay Gould Circus is due August 25-28. After Watertown, the Beatty show played Huron and garnered two half houses.

Hunt Contracts Southern Tour; Plans Canadian Trek in 1955

EAST MEADOW, N. Y., Aug. 21.—Prospecting by General Agent Edward Schuster and others has resulted in a projected Southern tour for Hunt Bros.' Circus.

At the same time it was revealed that the circus will invade Canada next season to play several Maritimes stands on an outright sale basis. The same sort of sale arrangements will be sought in the South this fall.

Business manager Harry Hunt said this week that there will be several shows in the South. Altho crop conditions indicate the yield this season will be below normal, he said, business should be good. However, the areas eyed will not

be able to support many traveling shows, he said.

Traveling up thru New Jersey, into New York State and back to Jersey, the show is booked for five more weeks at this time, after which it is expected to swing South. Sometimes in recent seasons, the show has closed early or ended its usual under-canvas tour in order to make a string of fair dates.

Business to this point has been agreeably good, Harry Hunt said. He cited a high percentage of outright sales and good co-operation on virtually all auspices dates. Long Island shows have been from three-quarters to full for the most part, he said. Riverhead on Saturday (14) gave two half houses.

PHONE MEN

Experienced and Sober - "Double Deal" Building Fund and Children's Drive for Funds deal running thru Christmas. Been operating 16 years at this location. Washington, D. C. Ex 3-2591, Mrs. Fay. No Collects.

PHONE MEN

3 SHRINE DATES
Good commissions daily. Bob Frid, Bill Evans, Webb Plaisted and others, contact ALLEN
Phone: Fillmore 2-2194, Rapid City, S. D., by Thursday Morning (26).

METAL SPANGLES

All sizes and colors. Chainette Fringes, Spangle Braids, Rhinestones, Ostrich Plumes, Elastic Net Hose, Tights, etc. Free Folder.

C. GUYETTE
346 W. 45th Street
New York 36

WANTED

25 PHONEMEN

Call or write immediately.
H. W. "JAKE" JACOBSEN
Room 228, Royal Union Bldg., Des Moines, Iowa

CHET FIETH, HARRY MASON, BRAM LUNDGREN and AL BLAKE

Contact Bob Murphy right away at Prince Edward Hotel, Windsor, Canada. Have a real deal for you ready to go.

WANTED

FOR MILLS BROS.' CIRCUS

2 Promotional Men with Crews that can start now.
Phone JACK MILLS as per route in Billboard.

PROMOTER PHONE MAN

To sign sponsorship contracts with Civic and Service Clubs (Lions, Jaycees, VFW, etc.). No cost or advances to clubs. Average pay \$100-\$350 wk. and up. Write exp. for details:
PRESIDENT, P. O. Box 676, Chicago 70.

CIRCUS PHONEMEN

3rd Annual Grotto Circus. Daily Collections. Repeat Calls. Phone Room Opens Monday, August 16. Contact:
TOM PARKER
Saba Grotto, 6499 E. 11th, Tulsa, Okla. Phone 8-9151

Two Phonemen Wanted

Terrific deal. Fast pick-up daily, nice town, good deals.
C. MANDERS
Phone: 5-3312-4-2622 Erie, Pa.
NO COLLECT CALLS, PLEASE.

TOP PHONE SALESMEN

Top Radio, TV & Newspaper SPECIALS. Year round work in one spot or travel. Top comm., room for advancement. Apply
GSA PRODUCTIONS
Rm. 15, 464 Farmington Ave., Adams 2-4446; 21309 Stuart Bldg., Lincoln, Neb., Ph. 2-4446; Rm. 580 Zook Bldg., Denver, Colo., Alpine 5-7575.

VON BROS.' CIRCUS

Want Acts for big show doing two or more. Clowns, Calliope Player, Trumpet Player, Girls for Swinging Ladders, Groom, Candy Butcher, Prop Boy, Working Men in all departments; drivers preferred. Contact
HENRY L. VONDERHEID
c/o Von Bros.' Circus, Allentown, N. J.

PHONEMEN

TICKETS AND BANNERS HOSPITAL DEAL
Call Dave, Roosevelt Park, N. J. Chestnut 11880, after 4:00 call Elizabeth 39452.
JACK SCHENCK
211 South Broad St. Elizabeth, N. J.

2 PHONEMEN

Boys, this is a County Sheriffs' Dept. Deal to start a Jr. Sheriff's Assn. in the County. Book Banners, Tickets. If you drink on the job, don't answer this. Call or wire from 4 to 9 p.m.
W. G. PHILLIPS
Clarendon Hotel Zanesville, Ohio P.S.: No collects.

PHONEMEN

Civic sponsor, book F.M.P.C. Danville and other Virginia cities. Steady work till Christmas. Call
LEE TAYLOR
Danville, Va. Phone 8314

UNDER THE MARQUEE

By TOM PARKINSON

Contra Costa County Fair in California used a "Circus Days" theme for the run that ended August 1, reports fan Steve Hlavenka. . . . The Adam Forepaugh Ring of Circus Model Builders, Philadelphia, staged an exhibit of miniature circus wagons at the Goshen Country Fair thru August 7, reports Jim Hasson, secretary. Club used a semi-trailer rigged as a walk-thru show. Taking part were Jack and Howard Dolan, Jim Hasson and Jim Hasson Jr., Ed Stiteler, Harry Heath, Paul Grimes, Hugh Burleigh, Ray Stambaugh, Don Ross, Lee Scott, Elwood Talley, J. W. Dolan III, with Denny Berkery, a CMB formerly with Al F. Wheeler's and Jethro Almond's circuses, in charge of the display.

Burns M. Kattenberg Williamsport, Pa., was visited by Slim Collins, clown-contortionist, following his August 10 performance with the Tom Packs Circus in that city. . . . A. A. Anderson vet booker and press man, has joined the promotion-publicity department of the Gil Gray Circus.

Mr. and Mrs. Glenn L. Steinmetz and daughter, Miriam, were guests of son, R. J. Steinmetz, show and concession owner, at Sandusky, O., when the Ringling-Barnum show played there August 6.

Atwell Luncheon Clubbers at the Sherman Hotel, Chicago, this week, included Homer Hobson Frank Braden, Bev Kelley, Charlie Turner, George Johnson, Cliff Wilson, Bob Parker, Gene Whitmore and Jack Duffield, as well as Babe Boudinot, Nat Green, Dwight Pepple and Frank Davis. . . . Harry Duncan, Chicago fan and promotion man, and his family escaped injury when their car was demolished in an accident during a vacation in Michigan.

Buck Leahy is clowning this season at the Kiddies Ranch, Saugus, Mass. . . . Visiting Richards Bros.' Circus at Marlboro, Md., were Dr. William Mann, Melvin Hildreth and party, and Spencer, Betty and Herbert Stine, all of Washington. . . . The Ceplar Family, high-wire, visited the Bailey-Cristiani circus at Wenatchee, Wash.

Agent Bob Stevens reports that Frank Schmidt, president of the Gainesville Community Circus, headed a party of fans which flew from Texas to Fairbanks, Alaska, to see the Bailey-Cristiani show.

Newly formed organization in LaCrosse, Wis., is Center Ring, Inc., designed to "foster a friendly interest in the circus," and to assist the city with development of a recreation field. The 14 directors, headed by H. M. Egstad, are all from LaCrosse.

Fan F. O. Michaud, Van Buren, Me., caught the Tony Diano elephant show with World of Mirth and talked with Smokey Jones, Michaud bemoans the absence of circuses in his area, along with Fred Phillips, of Frederickton, N. B. . . . Mickey Sullivan's band on the Hamid fair circuit includes Nappy Lundigan, John Hook, Clem Kern, Lionel Soares, Harold Meldren, Gil Oldham and Don Spencer.

Vernon and Lillian McReavy caught the Jay Gould Circus at Jordan, Minn., and visited with Jay Gould.

Don Francisco left the Hunt Bros.' Circus for a week to play Playland Amusement Park, Rye, N. Y. . . . Catching Hunt at Northport, N. Y., were Paul W. Lang and Hughie Hart, former time-keeper with King and Ringling, who came over from Stony Brook, N. Y. . . . Joe (4-Paw) Taggart, model maker, will have his show in Glenview, Ill., August 21-22. . . . Beatty's agent, Bill Moore, is working out of Denver.

Byron Gosh is handling publicity and auspices for the All-American Indoor Circus, which opens September 8 in Northern Kentucky and then moves into Dixie for the Auditorium & Fair Booking Company, of Knoxville. . . . L. M. White, editor and fan of Mexico, Mo., authored a circus yarn in his paper's edition of August 12, covering the Museum of the American Circus and John L. Sullivan, curator; Tom Bass, one-time well-known horse trainer out of Mexico, and other circus figures.

Those taking part in the Charleston, W. Va., fans' "Circus

Day" program included John C. Arter, John Hanly, Dewey Kuhns, Paul and Amy Rusk, Bluke Alvin Snyder, Tom Conley, Red Hartman, Garland Potterfield, Arthur Thomas, Ed Preston and Susie Rywant, with Brad Coleman and Frank Griffith looking on.

The Great Albon, sway pole act, is playing New England fairs for the Hamid agency, and will be going into Palisades (N. J.) Park, to finish out the season. . . . Agramonte, slack wire, is playing the fair circuit in Eastern Canada. He is assisted by Mrs. Agramonte, formerly with the Rosales Sisters perch act.

Mr. and Mrs. Buck Lucas and Faith King, while working parks and fairs this season, report having visited the King Bros., Tom Packs, Ringling-Barnum, Ring, Beers-Barnes, Cole & Walters and Mills Bros.' shows.

Vogue, fashion magazine, carries 15 photos of whiteface clowns in its August 15 issue. There also is a two-page reproduction of an old painting of a circus. . . . Frank (Dutch) Luley reports he and Paul Jerome will play Shrine dates thruout November, Frank Wirth dates, and a possible musical comedy in January. . . . Joe Lee Keisther, phoneman, is with K. & L. Amusements, Ocean Drive Beach, S. C.

Howard Suesz, owner of Hagen Bros.' and Clyde Bros.' circuses, is hopping from the East to his Oklahoma City headquarters. . . . R. B. Hastings, the Dr. H. Troutmans, Pete and Ina Garred, Frank Griffith, Dr. Robert O. Ellis and Robert Ellis Jr., Joe and Buddy Schweitzer, Weldon Clark, Lawson Bailey and daughter, the Carl Neebels, Marjorie and Patricia Waybright and Ruth Harris caught Ringling in 105-degree heat at Huntington, W. Va.

George Brinton Beal, fan, has retired from his position with The Boston Post and will devote himself to circus pictures at his Newberryport, Mass., home. . . . At the Rutland, Vt., fair will be Waxan Arabian Troupe; Coronas, high wire; Pedro and Durand, balancing; Jerry Builders, and Naitto's dogs. . . . Mrs. Bronis (Macey) Macelis, whose husband was killed in an auto accident in July, writes from Waterbury, Conn., that he had been a concessionaire at fairs as well as on the Ringling-Barnum circus.

The Wallendas, high wire, have signed for six weeks or more with the Circus Atayde, and will open December 24 in Mexico City with the entire Wallenda troupe. A few seasons ago, five Wallendas were with the big Mexican show.

Emil F. Day, amateur clown formerly of New Jersey and now in Phoenix, Ariz., is pictured on the cover of the Salt River Project's house organ for August. . . . Jack LaPearl is rejoining Hagen Bros. for the remainder of the season and will be producing clown with Clyde Bros. this fall. . . . Artist Ray Wolf, Hubertus,

Wis., is putting out an assortment of postcards bearing reproductions of his circus paintings in full color.

National convention of the Circus Model Builders' Association is scheduled for Hershey Park Hershey, Pa., September 4-6, writes John D. Martin, of Martinsburg, W. Va. . . . Jimmy Pison, Polack promotion man, jumped from the West Coast to the East, where he will handle Baltimore, Philadelphia and Charleston, W. Va.

M/Sgt. Arthur F. Fawcett, with the air force, caught the Gil Gray Circus recently and renewed acquaintance with Paul Jerome. He spent some time with Rudolph Mathies, tiger trainer, when both were in French Morocco several months ago. . . . On a bill at the Indiana State Fair which also includes Julius La Rosa and Eddie Fisher will be Helen Haag's chimps, Romanos Brothers and Carsony Brothers.

Wally Hanneford joined the Hanneford Family riding act when the Beatty show was in Watertown, S. D. . . . H. J. Hammond reports that several Kelly-Miller people visited Clyde Beatty Circus at Dickinson, N. D.

TELEPHONE MAN WANTED

Shrine Circus date—one of the largest, U.P.C. and program, Room opens Aug. 30. Ten weeks' work. Can use 15 men but want only 8 of the best. If you are clean and selling and don't drink on the job, can use you. Drifters, please don't waste your time or mine. Understand work in Chicago pretty well closed down now—will be glad to use good Chicago men who have worked or legitimate promotions. If interested write or wire to

BOX 747

c/o The Billboard, Chicago 1, Ill. Giving name and phone number where you can be reached immediately. I will in return phone you

TENN. — KY. — IND. PHONEMEN

TOUR FAMOUS NAME BANDS, POWERFUL AUSPICES, 30 WEEKS BOOK — BANNERS — TICKETS 25% PAY DAILY. OFFICES OPENING — NOW OLLIE WADE Phone: 7591 CLARKSVILLE, TENN.

WANTED

Elephant Trainer—Chimpanzee Trainer

Must be capable of breaking and working acts. Baby Elephant, 5 ft. Chimp, two years. Send photos. State lowest salary year around, or place. Can use good Alligator Wrestler for the winter. Keep your tips.

FLORIDA WILD ANIMAL RANCH

P.O. Box 32, Station A, 4799 Fourth St., N., St. Petersburg, Fla.

NOW BOOKING INDOOR CIRCUS DATES

DINGLER-JACKSON TROUPE AERIAL BAR ACT

The foremost in Aerial Comedy Thrills and Gymnastic Feats featuring Flyovers, Somersaults Between Bars, Twisters, Monkey Jumps, Sea Jumps, Fortuna Trick, Rebounds, Doubles and Twisters in the Net, etc
REFERENCE—COL. HARRY THOMAS
Address: c/o King Bros.' Circus Enroute.
Permanent Address W. S. JACKSON, 336 Plaza Ave., Buechel, Ky

THE MILLER & WOODCOCK SUPER CIRCUS AND SUPER MARKET ELEPHANTS

ARE CONTRACTING FOR 1955. HAVE A FEW OPEN DATES IN 1954.
Contact
HOWARD W. SCHULTZ
203 North Wabash Avenue Chicago 1, Ill

WANTED FOR MILLS BROS.' CIRCUS EXPERIENCED GENERAL AGENT

To book one day stands with auspices. Must have car and typewriter. NO SALARY—STRICTLY PERCENTAGE BASIS. Preference given to Agent who can start immediately and can arrange for personal interview as per route in Billboard.

50 PHONEMEN 50

VIRGINIA, PENNSYLVANIA AND NEW YORK STATES. TOP CIVIC AUSPIC NO VETERANS. COLLECT AND PAY DAILY.
Portsmouth, Va., opening Aug. 23. If you can sell you can get well here. No time between deals. Drunks and limpers, don't waste my time.
GEORGE DONOVAN
158 Granby St. Phone 2-5904. No collects. Norfolk,

WANTED

TRICK RIDERS AND ROPERS, BRONC AND STEER RIDERS

For Units #1 and #2, Sept. 7-11. State price in first contact. Bresoline Fair and Mansfields, answer.
STEELE'S FRONTIER DAYS
Dover, N. J., Aug. 23-24; Strousburg, Pa., Aug. 27-28; Rhineback, N. Y., Aug. 30-Sept

TWO PHONEMEN

Best deal in Midwest. Established radio and TV productions. Not a charity, v or "beg" deal. Top commissions paid daily, no billings. Our men earn \$150.00 to \$190.00 per week. Must be experienced, sober and ambitious. Permanent position. If you can sell over the telephone, come on to St. Louis.
JACK DOYLE
SUITE 602, 705 OLIVE ST., ST. LOUIS, MO. (Phone: GAField 1-432)

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD

CIRCUS ACTS WANTED

OCTOBER 13-16, Indoors
Grand Rapids, Mich.
All contracts guaranteed.

Acts of all kinds, Clowns, Animals, write fully, give best salary first. Band Leader, Calliope, Bass Props. Cervone, Comstock, Chas. Jones, answer.

A. E. (BUCK) WALTRIP
35 S. Scott Madisonville, Ky.

TWO COUNTY POLICE DEALS

Clean Phonemen Only
PROGRAM PUBLISHING CO., INC.
203 "I" St., N.W. Washington, D. C.
REpublic 7-5232. No Collects.

3 PHONEMEN

Age 25-35. Year-round work. Strongest Civic Sponsorship. Shelley (Bud) Snyder and Johnny Blatt, call.
C. J. DeLOACHE
192 Belrose Terrace Fairfield, Ala. Phone 58-2521, Birmingham, Ala. I pay mine, you pay yours.

MERCHANDISE

THE BILLBOARD

Communications to 2160 Patterson St., Cincinnati 22, O.

AUGUST 28, 1954

C. BEAR 12 to carton F.O.B., K. C. \$24.75 DOZ.

same size, quality and colors as had. Check all of these prices you will agree no one can kick them around. We are primarily interested in saving you money and eliminating room for price cutting.

SHIPMENTS ONLY FROM KANSAS CITY FULL CARTON LOTS. AT THESE PRICES:

DOGS



No.	Pkg. to Ctn.	Price 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

No.	Pkg. to Ctn.	Price Dozen
4718 16 in.	4 doz.	\$10.00
4634 19 in.	2 doz.	17.00

MAJORETTES

No.	Pkg. to Ctn.	Price Dozen
4623 31" Bear	1 doz.	\$34.00
4741 28" Bear	1 doz.	27.00
4619 22" Gentleman Bear	1 doz.	36.00
4627 w/chain	1 doz.	34.50
4627 18" Poodle w/chain	1 doz.	30.00
4657 Lazy Poodle	1 doz.	27.00
4699 Sleeping Pup	1 doz.	27.00

EASTERN BEAR 12 to carton F.O.B. EAST \$22.50 doz.

No.	Pkg. to Ctn.	Price Dozen
27" Bear	1 doz.	\$22.50
10" Bear	3 doz.	7.00
14" Bear	3 doz.	10.60
15" Bear	3 doz.	11.50
20" Bear	1 doz.	24.00
29" Bear	1 doz.	26.00
31" Bear	1 doz.	30.00

DALMATIAN DOGS Eastern Price

No.	Pkg. to Ctn.	Price Dozen
18" stdg.	1 doz.	\$25.00
19" stdg.	1 doz.	32.00
19" sitting	1 doz.	27.00

As well as every size Bear, Dog, Elephant, Horse, Donkey, etc.

4506—Large Rainbow Flair Dress Doll—16 to ctn.	\$38.50 doz.
4514—Flower Girl Boudoir Doll, 38"—24 to ctn.	28.00 doz.

WE HAVE A COMPLETE LINE OF SOFT BODY DOLLS IN ALL SIZES AND PRICES.

Write for our free catalog. State your business in first letter.

WISCONSIN DELUXE CO.

2 NORTH THIRD STREET MILWAUKEE 12, WISCONSIN

WE FLEW TO JAPAN FOR THIS DEAL!

HIGHEST QUALITY—FULLY GUARANTEED

Fully Coated. Complete with Pigskin Case and Carrying Straps.

7x50 I.F. BINOCULARS 3 TURRET MICROSCOPE

Compare at \$150.00. OUR PRICE \$19.10

Sample Pair Furnished at \$4.50 Pr. \$1.00 Addl.

Compare at \$39.95. OUR PRICE \$5.00

Sample \$6.00 Ea.

TERMS: NET CASH WITH ORDER OR 25% DEPOSIT, BALANCE C.O.D. FREIGHT PAID ON \$150 ORDERS OR MORE IN U.S.A.

TANROSS SUPPLY CO.

7155 N. W. THIRD AVE. MIAMI, FLA. Tel. 84-7505

FRISCO SPINDLE WHEEL & BUMPER GAME

Write today for details on how to get yours

EXPANSION IDENT RINGS Hand Polished ALUMINUM IDENTENTS

Stainless steel shanks, highly polished aluminum tops.

No. 2000 Per Gross \$7.50

SOMETHING DIFFERENT GRAB BAG RINGS

2479 Par Gross \$21.00 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

Merchandise You Have Been Looking for

Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Kind of Glassware, Blankets, Hampers, Hosssocks, Plaster Slum, Flying Birds, Balloons, Hats, Cane, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.

1111 South 12th, St. Louis 4, Mo.

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.

If you are looking for something unusual in the way of lamps, Charm Products Company, Cleveland, is showing a new wrought-iron pyramid lamp. The lamp has a circular wrought-iron base with rods of the same material running from it to the shade in the shape of a pyramid. The shade is beige and is made of parchment with matted cloth over it. Comes in three models with brass trim. The floor model is \$8.95, matching table model is \$5.95 and the matching night table is \$4.50. The manufacturer says the lamps are moving well in gift and specialty shops.

One hundred styles in Cuban genuine alligator hand bags, belts and wallets are in stock at Casper's Wholesale, St. Augustine, Fla. This firm has a good variety of alligator leather products at low prices. It will send a catalog on request.

If you are interested in going into business without carrying stock or being concerned about overhead, Customcraft Jewelry Manufacturing Company, Providence, R. I., will start you off. It has what it calls a terrific line-up of costume jewelry, men's jewelry, pearl sets, religious goods and similar items which can be sold the year round. A post card with your name and address will bring you a 1954 catalog.

Bordiere, Nutley, N. J., makes perfumes in a new form. It claims to have perfected a perfect solid perfume which it is introducing in a new compact style. The com-

pany is said not to leak, spill or evaporate, and the purse size makes it convenient to carry. The perfume may be had in the following fragrances: White Angel, Enchanted Hour, Dark Mystery and Fragrant Bouquet. Prices which included federal tax and postage are \$1 each or any four for \$3. Of interest to dealers is the fact that the compacts will make ideal gifts because they are attractively boxed.

Universal Distributing, Inc., Chicago, is featuring a new 10-inch safety lock wrench with the new sensational flick-of-the-wrist release. Jaws lock in position, withstand one-ton pressure and are adjustable to 1 1/4 inches. They release instantly and easily. The item is individually boxed. Universal is the exclusive Midwest distributor for this fast-selling item. It also carries a complete line of carnival merchandise, merchandise for wagon jobbers, agents, etc. Write for the firm's catalog and new reduced wholesale price list.

Rodeo Leather Goods Company, Minneapolis, reports strong sales to gift shops and concessionaires of its Indian bead belts. The firm guarantees the items to be of genuine Indian beadwork sewn onto Western saddle leather. In order to get dealers to try it, the firm will ship as few as four for \$5 prepaid with a money-back guarantee. The firm has models for men and women and invites dealers to send for a free catalog showing other related products.

Mexican Jumping Beans are being featured by William H. Riley, Sulphur Springs, Fla. These are the beans that rated three pages of pictures in Life magazine. They have also been in movies, radio and in many publications. The beans are available in counter displays containing 20 dime packages holding five beans each and a historical game chart. Demonstration beans are sent with each display. The beans are \$1.25 per card postpaid. Loose beans can also be had at \$1 for 100, \$4 for 500 and \$7 for 1,000, all prepaid.

DIRECT FROM MANUFACTURER DELUXE QUALITY MIRACLE CROSS

\$9.00 per dozen

THE CROSS OF THE LORD

READ LORD'S PRAYER IN CENTER OF CROSS

Set with finest quality rhinestones and baguettes. Rhodium and Gold finish. BOXED IN LUCITE DISPLAY. We have Rhinestone miracle crosses in gold plate @ \$4.50 per doz. (boxed). Also these fine values at NEW LOW PRICES: NECKLACE AND EARRINGS SETS — \$7.50 per doz. PIN AND EARRINGS SETS — \$6.50 per doz. CHARM AND RHINESTONE BRACELETS—\$6.00 per doz. MEN'S, LADIES', BOYS' IDENTIFICATION BRACELETS with EXPANSION BANDS — \$5.25 doz. Rhodium, \$6.50 doz. Gold Plate. SCATTER PINS in pairs—\$3.50 per doz. (boxed). EARRINGS—\$2.50 and \$3.50 per doz. 25% deposit on all C.O.D.'s. 100 other Jewelry Items!

ALL SETS HANDSOME GIFT BOXED. SEND FOR 32-PAGE 1954 CATALOG!

PACKARD JEWELRY CO.
225 5TH AVE. NEW YORK CITY

LAZY BABIES

25" TALL

Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll cellophane front bag.

\$10.00 DOZ. Minimum Order

Dart Balloons—1st quality75 gr. 29 Balloons—ass'd. colors2.00 gr.

Plush Bear \$25.00 per dz. Assorted Colors. Approx. 28"

Jumbo Clown Dolls. \$24.00 per dz. Assorted Colors. Individually Packed in Polyethylene Bags.

OPEN SUNDAYS TILL 3 P.M. 25% dep., bal. C.O.D., F.O.B. Chicago.

BELL SALES CO.

1107 SO. HALSTED ST. Chicago 7, Ill.

PLASTIC LAMINATING

This remarkable Plastic Laminating Machine will earn \$18 an hour right in your home. Big profits Laminating business, social security, identification, credit CARDS of all kinds, photos, passes, clippings, plaques, etc. Prices from \$35 and up. Will accept any equipment in trade. Easy terms! Write now! Literature and sample free.

PLASTICAST CO. Dept. J P. O. Box 6737 Chicago 80

FLASH!!!

12 Styles

Asst. Colors and Black Cameo

\$9.60 DOZ.

Jewelry Sets

Gold plated! Hand set brilliant stones in assorted colors! Beautifully boxed! SOLD FOR RESALE ONLY 20% deposit on all C.O.D. orders; minimum order, 1 doz. If sample desired, send \$1.00. Write for Catalog.

Cel-Max, Inc.

Importers & Wholesalers 382 So. Main St. Memphis, Tenn.

REFRACTABLE BALL PEN with every order. Limited Time only!

WRITE FOR 1955 CATALOG

100 Styles Cuban High Style Alligator Hand Bags, Belts and Wallets.

CASPER'S WHOLESALE

P. O. Box 720 St. Augustine, Fla.

PRICE BREAK

for Pitchmen, Concessioners, Carnival and Park Operators

CLOSEOUT!

DANGLING ZEBRAS

- Elastic Cord
- Assorted Colors
- Rolling Button Eyes

\$12.00 GROSS

WHILE THEY LAST — SAVE ALMOST HALF AT THIS PRICE

50% DEPOSIT ON ALL ORDERS

MINIMUM ORDER—ONE GROSS

KRAVITZ & ROTHBARD

WHOLESALE DISTRIBUTORS

720 E. BALTIMORE ST. SAratoga 7-5817-5818

BALTIMORE 2, MD.

WRITE FOR FREE CATALOG

BEAUTIFUL CROSS

MIRACLE CROSS

When you place the center in your eye you can see the LORD'S PRAYER clearly and distinctly.

A REAL MONEYMAKER

\$999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links. \$4.25 Doz. \$48.00 Gross

\$999-G. Same as above, heavier chain in beautiful gold finish. \$6.00 Doz. \$66.00 Gross

PROVIDENCE RING COMPANY
49 Westminster St. Providence, R. I.

Own Your Own Business

NO INVESTMENT - NO INVENTORY

- Your own private name catalog
- Your own inventory of Nationally Advertised Brands in our \$1,000,000 warehouse.
- Shipments within 24 hours

FREE CATALOG WRITE TODAY!

Sell Appliances, Housewares, Radios, Watches, Jewelry, Clocks, Silverware, Pens, Lighters, Cutlery, Toys, Premiums.

- Start in business as of today with your own name imprinted catalog which sells "In demand goods". We can put you in a proven lifetime business and help you to succeed. Write TODAY for a free catalog with confidential price list and complete details. DON'T WAIT!

GENERAL WHOLESALERS

P.O. Box 1195, Chicago, Ill.
P.O. Box 3058, San Francisco, Calif.

Sell Ultra-Blue SIGNS

\$7 BRINGS BACK \$55

New fast-selling signs for every retail store.

50¢ seller. Make easy money. 2000 slogans. No C.O.D.'s. 100 Ultra-Blue Signs . . . \$7.00

15 Store Signs, 7x11 . . . 1.00

15 Religious Signs, 7x11 . . . 1.00

15 Comedy Signs, 7x11 . . . 1.00

L. LOWY, 812 B'way, Dept. 808, N. Y. 3, N. Y.

MAKE BIG MONEY

Showing our vast line of IMPORTED gifts and novelties to your friends and neighbors. Over 50 different items that make wonderful Christmas and Birthday gifts for men and women. Gifts for bridegrooms and bridesmaids. Sell way below store prices. MAKE 50% PROFIT. Beautiful selling kit. Send now for our illustrated catalog with confidential price list. **WHITE NOVELTIES CO.**, 303 Fifth Ave., New York 16, N. Y.

PIPES FOR PITCHMEN

By BILL BAKER

MRS. BOB NOELL... of Nell's Ark Gorilla Show, pencils from Durham, N. C., that she and her head man, Bob, have left their Tarpon Springs, Fla., Zoo in competent hands while they are away. The former owners, Bessie and Jimmie McVay, are holding down the fort until the Noells return. Mrs. N. says that if the season comes up to expectations, they will go in about the last of October. However, if business is on the slow side, they may stay out as late as mid-November.

THIS SAGE OLD BIT... of doggerel was passed along to us recently. Maybe you've seen it before and even if you have, read it again because it applies to everyone and is pretty good stuff. Here it is: "If with pleasure you are viewing—any work a man is doing—if you like him or you love him—tell him now—Don't withhold your approbation—Till the parson makes oration—And he lies with snowy lilies o'er his brow—For no matter how you shout it—He won't really care about it—He won't know how many teardrops you have shed—If you think some praise is due him—Now's the time to slip it to

him—For he cannot read his tombstone when he's dead—More than fame and more than money—Is the comment kind and sunny—And the hearty warm approval of a friend—For it gives to life a savor—And it makes you stronger, braver—And it gives you heart and spirit to the end—If he earns your praise bestow it—If you like him let him know it—Let the words of true encouragement be said—Do not wait 'till life is over—And he's underneath the clover—For he cannot read his tombstone when he's dead."

LETTERING FROM... Atlanta, Ben Meinders says that he sees several of the old timers, musicians, magicians and blacks, who used to work with some of the good doctors on some of the med shows. "For some reason or other," writes Ben, "most of them are crowding the three-score mark. Be that as it may, however, 40 years ago we had a lot of fun and still do when we get together."

JACK (BOTTLES) STOVER... letters that he's been browsing around Timberville, Va., the

peach center of the State. According to Bottles, he's been busy meeting some good folks, writing the sheet, taking a daily duck in Downey Lake and cutting up jackpots with Mary Arnold and a bunch of other pitch folks who have been lurking about the vicinity.

E. C. PARDEE... whizzes in the word that he and Mr. Wantz are picking up a fair amount of loose lucre while working the tobacco markets in Southern Georgia. Brother Pardee goes on to say, "Among some of the old friends I have met were Humpy Ethridge and his little woman and F. N. Teague. They are also getting some of the long green on the sheet. 'Would like to read pipes from Clyde Forkner and Speed Mangum."

HAS ANYONE... Received a report on Big Al Wilson? The last time we heard from him he was laid up in the hospital at Manteno, Ill.

HENRY H. VARNER... the Akron home guard, posts that he's been kicking the dong around Columbus, O., recently. According to Henry, he spent most of his time taking pictures at the local zoo. "There's nothing like getting back to the old stamping grounds," says Henry.

COMING EVENTS

Continued from page 86

Brookhaven—Lincoln Co. Livestock Show, Oct. 8-9. Travis Tadlock.
Calhoun City—Calhoun Co. Livestock Show, Sept. 29-Oct. 2. Lee H. Thompson.
Carthage—Leake Co. Livestock Show, Sept. 8-11. B. H. Dixon.
DeKalb—Kemper Co. Livestock Show, Sept. 15-18. Jas. S. Overstreet.
Eupora—Webster Co. Livestock Show, Sept. 7-Oct. 2. Cecil C. Randle.
Hernando—DeSoto Co. Livestock Show, Sept. 20-24. W. E. Manning.
Houston—Chickasaw Co. Livestock Show, Sept. 30-Oct. 1. Fred Dulaney.
Iuka—Tishomingo Co. Livestock Show, Sept. 15-18. Mack Sanders.
Louisville—Winston Co. Livestock Show, Sept. 6-11. E. L. Scastama.
Lucedale—George Co. Livestock Show, Oct. 2. B. J. Hilburn.
Lucedale—Jackson Co. Livestock Show, Oct. 27-30. Mrs. A. C. Pedersen.
Magnolia—McComb State Dairy Show, Sept. 20-22. J. D. Mann.
Newton—Newton State Dairy Show, Sept. 23-25. W. P. McMullan.
Pontotoc—Pontotoc Co. Livestock Show, Sept. 20-25. C. P. Randle.
Poplarville—Pearl River Co. Livestock Show, Oct. 7-9. J. M. Sinclair.
Sardis—Panola Co. Livestock Show, Oct. 8. Thatchet Bishop.
Senatobia—Tate Co. Livestock Show, Sept. 20-22. G. W. Weeks.
Starkville—Oktoberfest Co. Livestock Show, Oct. 4-9.
Tylertown—Wallich Co. Livestock Show, Oct. 4-8. Ansel Estess.
Water Valley—Yalobusha Co. Livestock Show, Aug. 24-28. J. S. Oakley.
Wiggins—Stone Co. Livestock Show, Sept. 24-25. F. S. Batson.

Missouri

Brunswick—Fall Festival, Sept. 23-24.
Calhoun—Colt Show, Sept. 10-11. M. L. George.
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. Joffiff, 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. 24. K. Walkup.
Milan—Jr. Livestock Show, Sept. 17. Mrs. P. M. Marr.
Monett—Lawrence-Berry Co. Dairy Show, Sept. 3-4. Helen Sager.
Monroe City—Lions Club Fall Festival, Sept. 27-Oct. 2.
Portageville—National Soybean Festival, Sept. 3-6.
St. Joseph Buchanan Co. Livestock Show, Sept. 18. Webb Embrey.
St. Joseph Interstate Baby Beef & Pig Show, Sept. 21-23. H. M. Garlock.
St. Joseph—Interstate Home Economics Shows, Sept. 21-23. Webb Embrey.
Shelbyville—Celebration, Aug. 25-28.
Skidmore—Pumpkin Show, Aug. 26-28. Sam R. Albright.
Tarkio—Livestock Show, Aug. 27-28. Rankin Sheets.
Tindell—Celebration, Sept. 16-18.
Urbana—Four-Co. Dairy Show, Sept. 25. H. R. Klein.
Wardell—Cotton Carnival, Sept. 20-25. Rotary Club.

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. 3-5.
Deposit—Delaware Co. Firemen's Convention, Sept. 2-5.
Monticello—Sequoiacentennial, Sept. 8-11.
New York—International Gift Show, Astor Hotel, Aug. 22-27.
Niagara Falls—Home Show, Sept. 11-19. Anthony P. Soluri.

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.
Scotland Neck—Firemen's Peanut Fair, Sept. 20.
Winston-Salem—Labor Celebration, Sept. 6. A. J. Hammonds, Hotel Stevens.

North Dakota

Portland—Dairy Queen Festival, Aug. 27-28. Commercial Club.

Ohio
Bradford—Pumpkin Show, Oct. 12-16. P. O. Meek.
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. 28. Forrest Brown, R. R. 2.
Junction City—Street Fair, Aug. 25-28.
North Eaton—Labor Celebration, Sept. 4-6.
Port Jefferson—Labor Celebration, Sept. 4-6.
Portsmouth—Street Fair, Sept. 27-Oct. 2.
Troy—Miami Valley Food & Appliance Show, Sept. 17-19.
West Carrollton—Lions Club Celebration, Aug. 31-Sept. 4.

Oklahoma

Enid—Sooner State Dairy Show, Aug. 30-Sept. 3.
Henryetta—Eastern Okla., Oil Exposition, Sept. 3-6.
Henryetta—Labor Day Celebration, Sept. 3-5.

Oregon

Portland—Pacific International Livestock Expo., Oct. 19-23. Walter A. Holt.

Pennsylvania

Athens—McMinn Co. Fair Assn. Sept. 13-18. Mrs. Jim Buttram.
Pittsburgh (Kears Island)—Jr. Beef & Lamb Show, Oct. 19-21. Chas. L. McAdams.

South Carolina

Gaffney—Sequoiacentennial, Sept. 13-18.

South Dakota

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.
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.
Tulahoma—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 F. 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.
Marion—Lions Club Celebration, Aug. 30-Sept. 6.
Whitestone—Celebration, Aug. 23-28.

Field Manager Wanted

Field Manager to show and supervise demonstration of simple items to Service Stations that creates new income for them. Weekly guarantee and large commission to the right man. Write HUGO PEARSON B & B MFG. CO. Sioux City, Iowa, for details.

ADVERTISING BALLOONS

Write TODAY for 1954 REDUCED prices and samples on Advertising Balloons for Fairs, Carnivals, Circuses, Sales Promotions, Premiums, etc.

NATIONAL SALES COMPANY

2805 E. 79th St. Chicago 49, Ill.

NEW LINE OF STUFFED PLUSH "SQUEEZE & SQUEAL"

\$1.98-\$2.98 RTL.

"TRUDELL" Creations

Catalog and Price List on Request. Trudelle Doll & Toy Mfg. Co., Inc. 137 Greene St. • New York 12, N. Y.

West Virginia
Shinnston—Frontier Days Celebration, Sept. 16-18.
Wisconsin
Appleton—Celebration, Aug. 24-28.
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, 1102½ Division St.
Edmonton—Home Show, Sept. 24-Oct. 3. Johnny Scallan, 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. R. Swine Show & Sale Oct. 15.

12" x 6" REAL FUR CAT OR PUPPY
Made of Rabbit Skin. In White, Maize and Pink. Packed in box \$13.50
In Bulk \$12.99 doz.
Special Prices to Quantity Users. Inquire.
F.O.B. N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32 pg. catalog.

ACE Toy Mfg. Company
122 W. 27th St. N.Y. 1, N.Y.

Oak Big Flash Balloons
NA 10 Spirals \$6.00 Gr.
14 Kat Mottled 6.50 Gr.
15 Kat Agate 7.50 Gr.
Giant Airship 6.50 Gr.
Complete Novelty List on Request
CHARLES SHEAR
150 Park Row New York 7, N. Y.
Worth 2-2495

Oak Big Flash Balloons
OAK RUBBER SPECIALS
Airship Balloons—#1242 \$4.50 gr
#NA #10 Balloon—Knobbies 6.00 gr
#15 K Balloon 6.00 gr
Balloon Hand Pump 3.25 ea
25% Dep., Bal. C.O.D.—F.O.B. Chicago
BELL SALES CO.
1107 So. Halsted St. Chicago 7, Ill.

STREETMEN!

HERE'S YOUR BIG FLASH BALLOONS FOR '54

MICKEY MOUSE **KAT HEADS**
NOBBIES **AIRSHIP**
SPIRAL

- Available s-t-r-e-t-c-h-e-d for bigger value at the handout!
- Bigger - Tougher - Flashier
- Workers available

Ask your Jobber for Oak's BIG FLASH

A GOOD JOINT - - PRICED RIGHT!

The OAK RUBBER CO.
RAVENNA, OHIO.

KIDDIES', MISSES', LADIES' & BOYS' EXPANSION IDENTS; \$4.44 doz. IMPORTED PHOTO IDENT CHROME PLATED... \$5.00 DOZ.
Boys' or Girls' Styles

Expansion Ident Rings \$2.75 doz.
catalog ready

DEXECO, INC. FOR ENGRAVERS & DEMONSTRATORS
Manufacturers of engraving jewelry
191 SOUTH STREET, PROVIDENCE 3, R. I. State your business

SNAKE, BIRTHSTONE SKULL RINGS... NEW BELTS
\$1 Doz. OR \$8 Gr.
Min. order 1 gross of an item. Rings made of aviation, tarnish-proof metal.
One gross asst. styles, \$10 postpaid.
Ladies' Solitaire Im. Diamonds, \$10 Gr. Also Wedding Bands to match, \$10 Gr.
STERLING JEWELERS
44 E. Long St. Columbus, Ohio

Take the lines of least resistance with **NAME BRANDS**

THE HOUSE OF NAME BRANDS
Continuous Supply All items stocked for immediate pick-up All orders shipped same day as received **WHOLESALE ONLY** Send for free catalog.

H. B. DAVIS CORP.
145-B West 15th Street, New York 11, N. Y.

BEAUTIFUL POCKET SECRETARY
\$6.00 with retractable pen

- Three Pockets
- Detachable Note Pad
- Retractable Pen
- Heavy Gauge Plastic Imitt. 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

PREMIUMS—NOVELTIES GIFTS—INCENTIVE AWARDS

OUR NEW CATALOG FEATURING NAME BRAND MERCHANDISE WILL BE OFF THE PRESS SOON. GET ON OUR MAILING LIST TO RECEIVE YOUR COPY!

RAKE COMPANY
708 Sanson St. 609 Spring Garden St. Phila. 6, Pa. Phila. 23, Pa. Market 7-7428 Lombard 3-7866

PAPER MEN GOOD PROPOSITION
With new State Farm Paper in Tennessee. This is a money maker. Write:
ROY H. MATLICK
300 E. Market Louisville, Ky. Mention Billboard.

CARNIVAL PLASTER
Large \$3.25 and \$3.50 Per Dozen. Small \$1.50 Per Dozen. Large packed 1 doz. per box. Small packed 2 doz. per box. Assorted or of one kind.
25% Deposit, Balance C.O.D.
MIDLAND ART CO.
1117 N. Western Ave. Chicago 23, Ill. Phone: Armitage 4-6346

Now Off The Press

The Greatest Name Brand Catalog of Them All

Temple's new 1955 Edition

Send for Your FREE Copy Today!

TEMPLE COMPANY, INC.

804 Sansom Street Philadelphia 7, Pa. Market 7-8242

Visit Our New Street Floor Showroom at Above Address

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 Inflatible Giraffe. HOLLERS when squeezed. Spotted finish. Dozen 8.00

LEVIN BROTHERS

Established 1886 TERRE HAUTE, INDIANA

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW \$54 CATALOG...

You just simply can't afford to be without our new general catalog. This Buyer's Guide illustrating a most complete line of novelties and premiums is now ready for mailing.



GELLMAN BROS. 119 N. FOURTH ST., MINNEAPOLIS 1, MINN.

BRONZE WESTERN SADDLE HORSES

Height and Dozen Price: 10 1/2" \$16.80, 8 1/2" \$13.80, 5 1/2" \$6.00, 4 1/2" \$3.60

COOK BROS.

MEN—Build a Wholesale Route GET INTO A Big Pay Business

Sell Nationally Advertised Long Profit Carded Necessities to Stores. Make good weekly earnings selling stores big line of 500 products, carded goods, novelties, sundries, toys, watches jewelry, drug, school supplies etc.

1000 PIECES OF SLUM ASSORTED TOYS \$6.75 NOVETIES FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES Dart Balloon Gro. \$.75 Horse Clock Ea. 6.00

OPTICAN BROTHERS SINCE 1909

FREE! FREE! LATEST GIANT WHOLESALE CATALOG

Agents-Distributors-Salesmen. Deal direct with nationally known wholesale house. Originators and promoters of fast-selling novelties and distributors of NATIONALLY ADVERTISED merchandise!

GEM SALES

BINGO SUPPLIES and EQUIPMENT

- 1 and 10 color specials 4-5-6- and 7 ups Widgets 3,000 series—7 color Paper and Plastic Markers Wire and Rubberized Cages Pencils—Crayons—Clips 5x7 Heavyweight Cards Electric Blowers & Flashboards

JOHN ROBERTS CO. INC. 817 Broadway, Newark, N. J.

NEW EXTRA-LONG CARTRIDGES!

Over 4" in length \$24.00 Per Gross Refills 7c ea. "THE ROYAL" Retractable BALL POINT PEN

MODERN PEN MFG. CO., INC. 395 Broadway New York 13, N. Y.

You Can't Beat BROYD for Merchandise

We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMI-NUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCK—Dolls—CARNIVAL GOODS—Plastic Dolls—BAL-LOONS—PREMIUM GOODS—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—Lamps.

CAKE DECORATOR

FOR DEMONSTRATORS 8-piece set includes the tips that "Make the Roses," also a 2-piece give-away.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are listed mail addressed to you in our care, look for your name EACH WEEK Mail is listed according to the office of The Billboard where it is held.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

Admire, Irving 35e Davidson, Jack & Bagby, Mrs. Shirley 30c Cordery Jack 34c

- Ackley, James (Business Mgr.) Adams, Mrs. E. J. Admire, Irving Atkins, Tony Aiand, Maurice (Very Import) Allen, Terrl Anderson, Frank Atkins, Homer Ayers, C. W. (Bob) Ayers, James & Mrs. Bennett, C. A. (Producers) Babbitt, Jessie Bammell, Cliff Baptiste, Mrs. Joann Barker, Roy Barker, Roy J. Bates, Ceell E. Bates, Paul Beaupre, Joe Beck, Don Benesh, Frank Bennett, Miss Terry Bergman, Leida Bergman, Leo H. Berosini, Vaclav Bertram, S. R. Biddle, M. Biggs, Jack Bishop, Mrs. S. B. Blackburn, Louise & Robert Elakely, Benton H. Bowen, Crip Bower, J. J. Bowler, Delbert J. Brady, Mrs. Hardy Braunstein, Benj. F. Brennan, E. C. Brunk, Arthur Briskow, Mrs. Dorothy Brock, H. R. Brown, Betty J. Brown, Betty J. Brown, Carl L. Brown, Auretta Brown, Willis Buffington, Robt. S. Burey, Johnny Burgess, Ken E. Burke, James E. Burke, Teddy Burr, John Robt. Burdick, Frank H. Bursh, Frank C. Bush, C. H. Buzzlack, Ernest Byrnes, W. James Camron, Rod V. & Jack (Thompson) Capell, Mrs. Doc Cardozo, Don J. Carey, Jos. A. Carlton, Larry & Mrs. Carr, Roy Arthur Casey, T. Flossie Chazy, Charlotte Chapman, Gene Chase, Frank & M. Chastren, Paul Check, Miss Benay Christensen, Dorothy Christensen, Mary Church, Cris Claman, Timmy (M.C.) Clune, Dottie Cohen, Mrs. Ada Coleman, G. T. Coleman, Joe Comstock, Tommy Cooke, Doro V. & Mrs. Cooper, Quey R. Coul, Robt. W. Cowart, T. M. Cox, Loffin G. Cox, O. C. Crawford, Tex & Mrs. Curtis, Ront. Slim Cuttler, Mrs. Rosie Daugherty, Duke Davidson, Jack & Mrs. Davidson, Virginia Ertz Davis, Bimbo Davis, Miss Marie Davis, Richard Day, Andy Days, Dick DeCobbe, Jimmy DeFinkia, Raymond C. Deal, Mrs. Raymond Dean, Russell S. Dear, Bert Deibert, Ed Delph, Tommie Demetri, Archie Devine, Mrs. Alice Dickerson, Ralph Donaldson, Mrs. Chas. Fordon, C. C. Donofio, Frank Dornmeyer, Kenneth Downs, Geo. (Red) Dunett, Mrs. Wm Dunlap, E. B. Durand, George Dutton, Herbert Eades, Lester A. Elam, Jack Ellis, Ray Enselkine, Herbert Ewins, Bert Farrell, Mrs. Laura Farrington, Leroy Faylor, John Fien, Murray Fischer, Arnold Fisher, F. C. & Sons Fisher, Geo. Fisher, Junius J. Fluke, Mrs. James Flynn, Lawrence Flynn, Vincent M. Fortner, C. C. Fowler, Mildred S. Frazier, James L. Freeman, John Furlow, John H. Garber, Donnie Gardner, Earl Garrett, S. O. & Mrs. Carrett, John Milton Gilbert, Billy & Mrs. Grouard, Anthony Gohasky, Lee Goldman, Mrs. Helen Goodman, Wm. S. Goodwalt, Sid Gooslin, Douglas Gordon, Chas. L. Gorenkoff, Morey S. Grace, Ted Graves, Johnny Gray, Larry

- Novak, M. J. & J. Nubson, Ted O'Connor, John O'Neal, Mrs. Estelle Orie, Karen Lee Olsen, O. J. Ott, Donald Charles Overman, Mrs. Rose Owen Jack Owsch, Clarence L. Palkovic, Joseph P. Palmer, Dick Palmer, Ivelie Monroe Palmer, Mrs. Minnie Pappas, Martin Neil Parker, Dorothy Lee Parker, Sue Parsons, Carl Patterson, Rose & Austin Sandie Perkins, Henry M. Pervo, Babe of Phillipson, Dor Phillips, Joe Phillips, Mrs. Joe Pike, V. D. Pina, Dorothy Pitzer Billy Platt, Jack (Jitterbug) Pope, Joe Port, Lloyd Prado, Bobbie Price, Suzette Prokop, Edward Prue, Ronnie Purrington, Deiford Quillman, Albert Ramirez, Tony J. Ranger, L. S. Ray, Joey Raymond, Ed (Clown) Ripley, Harry J. Red Cloud, Chief Jerome Reede, Larry Reilly, Charles Rescott, Jos. Rice, Mrs. C. H. Rice, Mrs. Cecil Rice, Hiram Rich, W. B. Rigby, Douglas Big Riley, Imogene Ripley, Charles Lee Ritchie, Kenneth L. Rivers, Mrs. Lena Robbins, Sharon (or Rogers, Eva Mae Rogers, Cliff Rogers, Mark Rondell, Ronda Roth, Jack Russell, Vaughn Ryan, T. L. Sagano, Tommy or Salesby, Donald San Fratello, Joe Saunders, O. Buck Schenk, A. Schneid, Carlisle Schotte, Mrs. Mae Seifer, H. L. Selzler, Gertrude Senior Sr., Buly Shaffer, H. R. & Mrs. Shaffer, Jimmie Sharp, Mrs. V. M. Sheely, Mrs. Sarah Shelton, Mrs. Lillian Sheldon, Mrs. M. E. Shields, Wilmet Siefker, Mrs. Marie Signor, Art Simmons, Reuben

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT ST LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

- Johnson, Mike Kella, Martin Kennedy, Peter F. Kerner, Mrs. Dorothy Kingsley, R. Lannan, James H. Lewis, Shows, Ted Licofsky, Nathan Little, Mrs. Carl T. Little Wolf, Miss Lochman, John London, Tommy Longmore, Floyd W. Loy, Vera Lumsden, Bob Lunsden, Robert McCormick, James McDaniel, Mrs. Ruth McGarry, Ace McSpadden, John E. Mamas, Harry Maser, Arville T. Maser, Bob Middleton, Odell Miller, Adella Miller, Clifford M. Mitchell, James Mitchell, Myrtle Moore, Juanita Moore, Melvin Moorehead, C. W. Morga, Roberta Morrison, Harry Morrison, James E. Murray, Mr. & Mrs. Murray, Wm. Q. Myers, Billy W. Nelson, Herbert Nelson, Phillip & Helen O'Leary, Mike Osborne, Friday Palt, Fred Parrish, Dale Peterson, E. A. Pettit, Doyle Presley, Gerri Prite, Allen Ramsey, Edward Randall, Daniel F.

10" SAFETY LOCK WRENCH with Flick-of-the-Finger Release. Adjustable 1-Ton Pressure 2 Doz. Lots. Adjustable to 1 1/4 inches. Releases Instantly, Easily. Individually Boxed. \$1.15 ea.

MEN'S AND LADIES' WATCHES \$8.75 EA. Bulova, Waltham, Elgin, Benrus, Gruen Watches. Yellow Exp. Band, 95c Extra.

SPECIAL! 6 assorted watches \$49.00 with yellow expansion band. Reconditioned and guaranteed like new.

WRITE FOR OUR CIRCULAR! 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied. WEINMAN'S Dept. B 182 S. Main Memphis, Tenn.

BINGO SUPPLIES and EQUIPMENT A. J. WILDMAN & SON MANUFACTURERS OF A COMPLETE LINE OF BINGO SUPPLIES 139 W. 19th Street New York, N. Y.

FLAMINGOS Cast Aluminum, 30 inches high, \$40.00 dozen. Sample pair postpaid \$4.95 -Aluminum Red Birds Egrets, Woodpeckers \$18.00 dozen. Samples \$2.00 each post paid. Broy Manufacturing Co. Valley Station, Ky.

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 printed in gold. Year round demand. Repeat orders. Beautiful selling kit. 50% commission and protected territories to earnest MEN or WOMEN. Write fully to WHITE NOVELTIES CO., 303 Fifth Avenue, New York 16, N. Y.

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

ADVERTISING RATES

IMPORTANT INFORMATION

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

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

ACTS, SONGS & PARODIES

LUCKY SEVEN SONG SERVICE OFFERS 7 songs for \$1.50. Ethebert Music Associates, 136 Marsden St., Springfield 9, Mass. au28
NEW MUSIC COLLECTION! THE MUSICIAN'S Folio. Gags, Parodies, Bits, Patter, etc. \$5. Get in on our fall comedy special. Save up to 40% on comedy material. Information on request. Showbiz Comedy Service, 1613 E. 29 St., Brooklyn 29, N. Y. au28

AGENTS & DISTRIBUTORS

A FINE NEEDLE BOOK WITH 70 NEEDLES. Threading, \$7.20 gross; 21-piece plastic Christmas Decorating Kits, 10 sets \$3; 5,001 other bargains. Many samples and catalog. \$1. Mills Sales, 26 West 23d St., New York 14
AGENTS, PITCHMEN, DEMONSTRATORS, Distributors! Make big money with amazing new plastic items. Sample, 25¢. Thurber Plastic Products Co., Sylvania Ohio. au28
AGENTS, STORES, NOVELTY DEALERS— Sell Novelty Card Sets. Sample, 10¢. List free. National Specialty Sales, 19 E. Third, Cincinnati 2, Ohio.
AMAZING COLOR-GLOW, KODACHROME Christmas Cards sell like magic—Free Samples. 50 boxes bring you \$55; 191 best money-making item. Personalized Cards, Novelties, 4 assortments on approval, \$1.25. Retractable Pen free for prompt action. Creative, 4401 Cermak, Dept. 604-J, Chicago 23.
AT LAST! SOMETHING NEW AND SENSATIONAL in Christmas Cards. Makes extra money fast! New! Velour, Metal. Lic. Get easy orders. Pays up to 100% cash profit. 30 free samples. With name \$0 for \$1.50. Big line. Amazing New Glitter-Brilliant Christmas Cards, Stationery, Several \$1 boxes on approval. Purro Greenings, 2801 Locust, Dept. 4131-K, St. Louis, Mo.
ATTENTION—HOSIERY! LOW PRICES FOR Jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery. Nylon, 5¢ dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (G-1741), 1256 Market St., Chattanooga, Tenn. au28

AAA AMAZING BARGAINS

Tailored Earrings, asst., gr. \$15
Tailored Pins, asst., gr. \$15
Stone Earrings, asst., gr. \$15
Stone Pins, asst., gr. \$18
Stone Pin & Earring Sets, boxed dx. \$9
Stone Neck & Earring Sets, boxed dx. \$9
Bracelets, Round & Link, asst., gr. \$30
Sample dozens reg. price, 20% deposit, balance c.o.d. No catalog. NEW ENGLAND JEWELRY, 9 Empire St., Prov., R. I.
BALL POINT PENS—PENCIL TYPE; metal cap and clip. Assorted colors, \$5 hundred postpaid. 15 for \$1. Crescent Sales Co., 150-B Broadway, N.Y.C. 38
BARGAINS, JOB LOTS, CLOSEOUTS! Save up to 50% on Clothing, Hosiery, Notions, Drugs, Toilettries, Gifts, Jewelry Television, etc., 2,000 items; 25¢ brings wholesale bargain catalog with special get acquainted offer which includes free 5¢ merchandise certificate. Reliable Jobbers, 311-H North Desplaines, Chicago. np
BIG PROFITS—SELL NEW TWO-BLADE Haircutting Comb. Every family needs one; saves barber bills. Pala Combs, 420 Union St., Farrell, Pa.
BIGGER PROFITS SELLING GREETING Cards. Get list of sensational Factory Surplus Bargains \$1.25 boxes for \$0.45. 21 boxes for \$5—while they last! Big line new 1954 Christmas Cards, Stationery, Gifts. Assortment on approval. Personalized Samples Free! Send \$2.50 deposit on \$100. H-128, St. Louis, Mo.

BINGO BLOWERS—RETAILING \$150 SELLING OUT \$49.50. A.C. Electric with Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. au28

DECALCOMANIA TRANSFERS NOW OFFERED IN SMALL QUANTITIES; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 10, Mass.

FAMOUS MFRS. CLOSEOUTS
Tie Slides, boxed \$1.50 dz.
Animal Charm Bracelets, 1.00 dz.
Tailored Earrings, boxed 1.45 dz.
Asst. Earrings, boxed 1.20 dz.
Asst. Cufflinks, boxed 1.95 dz.
Tailored or Stone Earrings, 2.00 dz.
Cufflinks, boxed \$3, \$4, \$5 dz.
Neck & Earring sets, \$3.25 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 Westminister St. Providence, R. I.
FOOTBALL CONCESSIONAIRE—SELL war surplus Rain Covers, \$5 per 100. Sample, \$1 cash. Charlie White, Fort Oglethorpe, Ga. au28
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 6177, Chattanooga, Tenn. au28
GENUINE LEATHER BILDFOLDS—Brown, black; supposed to sell \$4; sample, \$1.50; \$12 doz. Rhinestone Bracelets, expansion, sample, \$2.50. Adeles Sales, White, Ohio.
GRAB BAGS—4 DOZ. 10¢ ON DISPLAY card; \$3.40 card, postpaid. Specialty, 1422 Poplar, Terre Haute, Ind.
INDIAN BEADED BELTS—TERRIFIC special. Most colorful designs, 3/4" and 1", \$12 and \$13.50 dz. Write for quantity discount; also bead strips. Anderson, 16130 N. E. 8th Ave., North Miami Beach, Fla. au28
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
JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. au28
LEATHER BILDFOLDS—HAND TOOLED and laced; calfskin. Assorted designs, three to twenty-four dollars dozen. Samples mailed with prices, two dollars. Jack Eastwood, 694 1/2 Jefferson, Chillicothe, Ohio.

LIGHT REFLECTING SIGNS—RED HOI and sensible 7x11" illustrated, 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 universal attention. Joaquin Hernandez, Exporter, Alamos, Sonora, Mexico. au28
NOVELTY WALL PLAQUES WITH BIG variety of snappy and comedy slogans; size 8x12, made of best wood gloss finish; painted two colors. Our outstanding plaques bring smiles and easy sales. Novelty and gift shops, write for list and prices. Samples, \$1 post paid. H. Sordelet, R. 1 Tarpon Springs, Fla. au28
POCKET COMBS, ASSORTED COLORS, 24 cards 12", \$3.64; Clip Combs, 24 cards, \$4.80; quantity discounts. Novelty, Notions, Specialties, Carded Merchandise. Carleton House (BB), Texas City, Tex. au28
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 many samples. Legal Great Dept., 481, Ferndale, Mich. au28
SEAT CUSHIONS FOR ALL OUTDOOR events, 15 cents each; sample dozen, \$2. H. S. Nettles, 554 Winton Terrace, N.E., Atlanta, Ga. au28
SELL SILK SCARF, RUBBER TOYS, skeleton leaf Greeting Cards, Elephant, Incense, Buttons; any sample, dollar. Motiwalla, Third Bhoiwada 38BB, Bombay 2, India. au28
SELL BEAUTIFUL COLOR FILTERS—PUTS your television in color; cuts the glare; glowing soft tones; easy on the eyes. Agents wanted. Moody Supply, 3028 Mesquite Rd., Fort Worth 11, Tex. au28
SHINE SHOES WITHOUT "POLISH"—NEW invention; lightning seller. Shoes gleam like mirror. Samples sent on trial. Kristoe 59, Akron, Ohio. au28
SOCIAL SECURITY PLATES, \$10.00; Letters, \$1.00; Stamps, \$1.00; Stamping Machine circular free. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. au28
TIES—BUY \$6.25, SELL \$15. CATALOG free. Loren Specialties, 4351-H8, Flournoy, Chicago 24. au28
WANTED—SALESMEN, JOBBERS AND Distributors, General Merchandise. Goot Distributing Co., 192 S. Fourth St., St. Louis 2, Mo. au28

WORLD'S FAMOUS PERFUMES
That sell at \$10 to \$25 reproduced for you. Reproductions of 1 costly French-type fragrances, individually gold 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. \$1 brings samples both, prepaid "HUSK" O'HARE, 5732 N. Kenmore Ave., Chicago 40, Ill. au28
YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, 65¢; Mackinacs, 25¢; Shoes, 12¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Morris 1218A South Jefferson, Chicago. np
80¢ PROFIT ON \$1 SALES—AMAZING automobile cleaner. Your name on labels; free sample. Glazite Mfr., Box 572, Dayton 1, O. au28
\$1 PROFIT EACH SALE PLUS OVER-rides. Two, three or more orders one family. Photo enlargements only \$2.95; Xmas Special. G. Allen Studio, Riesler Bldg., Little Rock, Ark. au28

ANIMALS, BIRDS, PETS

AAA ANIMAL SPECIALS OF QUALITY stock at lowest prices. Capybara (world's largest rodent), \$32.50; Coati Mundi (often called muskum bear), \$19.95; Honey Bears, \$37.50; Ocelots, \$50; Agouti (giant jungle rats), \$15; Tayra (rare giant tree weasels), \$47.50; Prehensile Porcupine, \$25; Audubon Cara Cara, \$25 pair, and flamingo in full color, \$100 pair. This week's specials: "Golden Spider Monkeys, \$27.50," and "adult Cinnamon Ringtail Monkeys, \$15." Tarpon Zoo, Tarpon Springs, Fla. au28

BABY DUCKLINGS

Thousands available weekly. \$25.00 per 100 postpaid. DeVries Poultry Farm, Zeeland, Mich. Phone 3054. au28

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, \$5.50 ea. Beautiful, non-poisonous CORAL SNAKE in "serviceable" chrome and glass, self-locking, escape-proof display case, \$15. Two foot leaping green Dragons, three for ten dollars.
FOR SALE, INDIVIDUALLY OR BY LOT—6 Shetland Ponies and 1 15-month-old Pony. Call 2-5000, Islander Drive-In Theater, Key West, Fla. au28
NOTICE OF NEW LOCATION—ROSS ALLEN has moved his sales division to 1112 North Miami Ave., Miami, Fla. To give better and more prompt service and to enlarge his stock of reptiles. Reptiles both foreign and domestic can now be shipped with more speed and, as in the past, live delivery and satisfaction guaranteed. Dens of colorful harmless Snakes from \$25. Snake satchel given with each \$50 den. Boa Constrictors from \$7; live baby Alligators, 25 for \$25. Also mounted baby Alligators, \$18 per \$60 and up. Phone or write Ross Allen's Wholesale Div., 1112 No. Miami Ave., Miami 32, Fla. au28
PARAKEETS—\$18 DOZEN-UP PHONE Niagara 5079. Brown's Bird Aviaires, 8232 Valley View Drive, Overland Park, Kan. au28
SIX DWARF HEREFORD CATTLE COWS and Bulls, excellent color and breeding, \$150 each; Brazilian Bush Dog, \$125; Brown Casuchin Monkey, male, \$40; Cara-Cara Eagle, \$25; talking Parrot, \$50; Cockatiel, \$20; Parakeets, \$15 doz.; African Lions, all ages and sex. I. E. Bennett, Livingston Zoo, Jackson, Miss.

THREE HUNDRED POUND ELEPHANT

Tortoise, excellent feeder, very tame, children can ride, \$650. Very large male Cheetah, \$750; tame 8 months Indian Leopards, \$450. Miami Rare Bird Farm, Inc., P. O. Box 190, Kendall, Fla. au28

WANTED — PHOTOGRAPHS AND ADVERTISING

of wildlife shows, reptile farms, snake shows, roadside zoos, similar exhibits. Hadley's, Lowry City, Mo. au28

BUSINESS OPPORTUNITIES

AQUARIUM FOR LONG TERM LEASE—Buildings, tanks, pump to sea water; will build slum joint adjoining, plus seal pool. Rent on present building, \$60. Fronts U. S. 101 and ocean beaches. gold mine for someone with know how and small capital outlay. Robin Reed, Box 171, Delake, Ore. au28
ATTENTION, DISTRIBUTORS ONLY—SELL ornamental residential fencing in "panel form" to home owners. New development never before offered. Fully financed for home owners by local banks, building and loan associations, F. H. A. A do-it-yourself plan any home owner can install. Ideal for city sales. Don't answer unless you are permanently located to service your community with this all steel, white enameled product, no inventory to buy. Complete salesroom display, \$35 starts you if you are accepted by us as our Distributor. Write giving full details under your letterhead. Cecco Products Co., Inc., Peoria, Ill. au28
BEST BARGAIN OF THE YEAR. COSTUME shop selling for half price in Southern California. Climate free. Large stock theatrical masquerade and fiesta costumes. Everything from cash register to sequins included; racks, closets, fixtures thrown in. Asking price \$22,500. Write New York Costume Co., 1041 Seventh Ave., San Diego, Calif. Phone Belmont 2-0745. au28
HAVE YOUR OWN BUSINESS—A MIRACULOUS sensation in the United World. Have your own self-service coin-operated reducing machines. Also creates blood circulation opportunity of lifetime. Be first in your town. No license necessary. Fiorana Beauty Studio, 127 W. 72 St., N.Y.C. SC 4-9703. au28
"HOW TO BUILD FINANCIAL INDEPENDENCE." An inspirational message in plain language for the millions of men and women who seek financial independence. \$1 postpaid. R. D. Harrison, Dermott, Ark. au28
LOCATION ON OCEAN PIER — ALL types Merchandise, Demonstrations, Popcorn, Sno-Cone, Gumballs, Weight, Sketch Artists, Old Orchard Pier Co., Box 127, Old Orchard Beach, Me. au28
NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipe. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn. au28
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. Advertising your business for miles around. Complete set 1 1/2" to 12" with instructions, \$1 prepaid. Everly Co., BB-583, Newton, Iowa. au28
REAL DIAMOND RINGS—SELL DIRECT. Make big middleman's profit. No investment. Experience unnecessary. Free catalog, details. Gleamlight, 111P No. Columbus, Mount Vernon, N. Y. au28
400 SQ. FT. OF ADVERTISING SPACE FOR sale. C. Kring, 4131 Fry Rd., Toledo 5, Ohio. au28

COSTUMES, UNIFORMS, WARDROBES

BALLY CAPES, \$5 — VELVET BALLY coats, \$7; arip panels, \$3; white orchestra coats, \$4; ocelot, tiger, leopard, lion, costumes, wig, Carpenter, 10 Eldorado Place, Weehawken, N. J. au28

FORMULAS & PLANS

ANY FORMULA \$1 OR YOUR MONEY REFUNDED. Booklet, \$4.95. How to Make Transparent Mirrors (two way mirrors) given with each order. Doc, 39 Brainard, Phillipsburg, N. J. au28
ANY FORMULA, \$3; FORMULA CATALOG and Manufacturing Treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill. au28
CALENDAR IN YOUR HEAD—KNOW DAY of week day falls on for 300 years. Easy learned. Fun with friends. Code, dh Krystob, Felton, Calif. au28

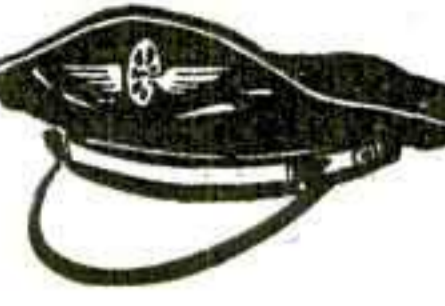
FOR SALE SECONDHAND GOODS

ANTIQUE FIRE TRUCK—1917 MODEL-T; very good condition. For lease or sale. Good prize winner at centrals, fairs, etc. See at Bourland Cafe, P. O. Box 286, Woodlawn, Illinois. au28
FLOSS MACHINE DEMONSTRATORS—New machine guarantee. Closing out, \$125 each. New Ribbons, 4 for \$10. Write for details. Jones Equipment Co., 330 Mattison Ave., Ambler, Pa. au28
MUST SELL CUSTOM BUILT BARREL OF Fun ride. Electrically controlled; mounted on four wheeled trailer. Leonard Miller, Coon Rapids, Iowa. au28
SPERRY GYROSCOPE—60 INCH ANTI aircraft Searchlights with gasoline power plants. Midwest Sales Co., 3217 W. 117th, Cleveland 11, Ohio. au28

FOR SALE—SECONDHAND SHOW PROPERTY

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Kora, 120 S. Halsted, Chicago, Ill. au28
ALLAN HERSHELL PORTABLE CATERpillar. Can be seen in operation at Meyers Lake Park, Canton, Ohio. Lease has run out and ride must be sold. au28
(Continued on page 108)

FAIRS AND CELEBRATIONS



MOTORCYCLE CAP

Terrific Number Selling Like Wildfire. Made of good quality gabardine. These hats have embroidered insignia.

\$7.00 Dozen
\$78.00 Gross



NEW LOW PRICE LARGE SIZE STRAW HAT FUZZY WUZZY

Made of woven straw in natural color. Sells on sight. 18" from brim to brim.

\$3.00 Doz. \$30.00 Gr.
Medium Size, \$18.00 Gross

Top Banana Style Hats. \$5.00 Doz.; \$54 Gr.
Ladies' Gabardine Peak Eyelet Hats. \$5.75 Doz.; \$65 Gr.
Western Straw Hats, plain/od on both sides with pictures, asst. colors. \$4.50 Doz., \$51 Gr.

HATS

Checkered Be-Bop Hats, with Pompons. \$4.00 Doz.; \$40 Gr.
Men's Black Felt Derbys. \$5.00 Doz.; \$54 Gr.

Bubbling Boy. \$2 Doz.; \$19 Gr.

Squirrel Rubber Dogs. \$2 Doz.; \$21 Gr.

ATTENTION!

All Pen Demonstrators. First Quality Merchandise at Lowest Prices in the Country. Immediate Delivery.

Special New Retractable BALL POINT PEN

The new, sensational, retractable Ball Point Pen with no-smeared ink. Carved. Bankers approved, guaranteed leak-proof—large ink supply.

\$2.50 per doz.
\$21.00 per gross

3-PIECE PEN SET WITH METAL CAPS AND CLIPS

Consisting of ball point pen, fountain pen and pencil in beautiful box. Beautiful gold embossed \$5.00 or \$7.50 tag comes with set.

\$4.50 Per Doz.
\$42.00 Per Gross

BALL POINT PEN

These pens are first quality. Metal Clips. No Seconds. \$8.00 Gross

MECHANICAL FUR Walking Monkey

Complete with hat and cane. Each one in a box. \$4.00 Dozen \$42.00 Gross

THE NEW MIRACLE CROSS AND CHAIN

With magnified Lord's Prayer in center of Cross. Each Cross in a beautiful box. \$5.00 Dozen

16MM. HIT CAMERA

Films for above \$1 Per Dozen Rolls

25% deposit required. Money order or cash. We ship same day as we receive order. Ship all over the world.

HARRIS NOVELTY CO.

1102 ARCH STREET PHILADELPHIA 7, PA. Phones: MA 7-9848—WA 2-6970. SEND FOR LATEST CATALOG.

17-JEWELS WAFER THIN (BRAND NEW) YELLOW CASE

Looks like \$100 flash. One year written guarantee with every watch. 25% dep., bal. C.O.D. \$6.95 Each BANDED SAMPLE \$7.50

NATIONAL DIST. CO. PH. 82-6473 MIAMI 32, FLORIDA

IT STEALS THE SHOW!

More for your Money... EXPANSION RING... A SURE WINNER!

SEND FOR NEW CATALOG. We Pay Postage on All Prepaid Orders Except Airmail. No Deposit on C.O.D. Orders.

No Deposit Required on C.O.D. Orders. Day and Night Service. 7739 SO. AVALON AVE. CHICAGO 19, ILLINOIS. All Phones Waterfall 8-8855

Miller Creations

GIVE TO DAMON RUNYON CANCER FUND

WANTED

DISTRIBUTORS—PITCHMEN CREW MANAGERS—DEMONSTRATORS ADVERTISING & PREMIUM MEN



To distribute this new ironing cord controller. Needed by every housewife. Sell on sight. Terrific promotional possibilities.

LIST PRICE \$1.98

YOUR COST \$75.00 PER HUNDRED

Complete with mailing carton. Minimum order 100.

Send \$1.98 check or M. O. for sample prepaid.

Remittance in full or 1/3 deposit on C.O.D.

RUSH YOUR ORDER NOW TO

F. E. ERICKSON CO., Inc. 1300 DIXIEANNE AVE. NO. SACRAMENTO, CALIFORNIA

FOR SALE SECOND-HAND GOODS

Continued from page 107

ALLAN HERSHELL PORTABLE LOOPER. In line condition. Must make room for another ride. Address all inquiries to Waldameer Park, Box 1290, Erie, Pa.

ARCADE—READY TO GO; TRACTOR, semi, 30x90 Top, Sidewalls, Flashy Front, sixty machines, price \$2550 cash. Write Arcade, Box 86, Savannah Beach, Ga. au28

BINGO FOR SALE—SIZE 30x40, SEATING capacity 150; fire proof canvas, complete with blower and PA set. Priced to sell. Address Seashores, Inc., Wilmington, N. C., or Phone 9211 Surf City, N. C.

BLEACHERS, FOLDING CHAIRS, THEATER Chairs, Outdoor Chairs, Stadium Cushions, Sidewalls, Tents, Screens, Lone Star Seating Co., Box 1734, Dallas, Tex.

BUILD MONEY-MAKING CONCESSIONS from tested plans: Shallow Joint (23 games); 4-Way Joint (11 games); Ball Back (13 games); African Dip and Roll-Out; Mable; \$5 each; High Striker; \$3; all \$20. Free circular. Brill, Box 875, Peoria, Ill.

CORK GALLERY—TOP, FRAME, SHELVING, backdrop, ten gussies, some stock. International truck to haul complete, \$400 or best offer. Hughey, 841 Lawrence Ave., Chicago 40, Ill.

FOR SALE—A THREE FLAVORED "Thirst Aid" soft drink machine, mechanical refrigeration; like new. \$400. L. E. Gutmer, phone Rockford, Ill., 7-7323.

FOR SALE—KIDDIE HEAVY DUTY CHAIR Swing Ride; used 3 weeks; \$550, what it cost to build it. Frank D. Benn, 422 Pearl St., Richmond, Ind.

FOR SALE OR TRADE THE FOLLOWING—Chairplane, 24 seats with truck and trailer; Rocket Ride for kids, small Auto Ride Concession Frames; have enough for small carnival or park. Will trade for large tents, house, trailers, or what have you? Or sell cheap for cash. Come and see, or write, wire; no phone. J. R. Roberts Show, Nashville, Ga. au28

FOR SALE—SHORT RANGE LEAD GALLERY on a trailer. For details, R. Trabling, 1109 S. Potomac St., Baltimore 24, Md.

FOR SALE, SKATING RINK—SIZE 50x110 ft. maple floor just sanded; 300 pairs clamp Skates, 75 pairs boot Skates. Open year 'round. Reason for selling. going north. Beach Skateland, Box 426, St. Augustine, Fla.

FOR SALE—TENT, 40x80 with 300 chairs, very good shape. Billy Fitzpatrick, 262 N. Main St., Waterbury, Conn. Tel. PL 3-6180.

MANUFACTURER, REPAIR, TRADE ANYTHING CANVAS. Any size, good as new tents What do you have or want Smith Tent, Auburn, N. Y. au28

MINIATURE TRAINS—ALL SIZES, gauges; new, used, custom built. Photos, deals. \$1 bill refunded. Miniature Trains 338 Winthrop, Rehoboth, Mass. au28

MINIATURE TRAIN—FOUR COACHES, 1,000 feet track; Kiddie Airplane Ride, 8 planes; good condition; come and see; make offer. Harry Charles, 8800 West Boulevard, Birmingham, Ala.

MOBILE CUSTARD TRUCK—54 CHEV., Mills twin head machine, 10-kw. generator, large ref. holding box, hot and cold water, \$8,000. Charles McCready, 323 N. 8th St., Camden, N. J.

SHORT RANGE GALLERY—ON TRAILER; Signs, Targets, Front, heavy gauge steel, \$95. Davis, 5503 M St., S.E., Washington, D. C. Jordan 84948.

SMITH AND SMITH AIRPLANE RIDE FOR sale. Can be seen in operation; price \$700. Tel. MI 36946. Thresher's Pony Farm, 92 Dupont, St., Buckland, Conn.

TERRIFIC BUY—TRAIN RIDE, GAS, 180 ft. track, seats 21, \$800. Photo two abstract Merry-Go-Round, \$1000. Kiddie Carnival K.O., Inc., Route 46, Pine Brook, N. J. Caldwell 6-4374.

TWO JOINT TOPS, 10x12; ONE TOP, 10x10; one top, 16x32; tops only. One Cretors Popper, one Star Hot Dog, one Do-Nut machine, two Echols Ice Shavers, two Snow Kings; all bargain! Want Air Calliope. I. E. Bennett, Livingston Zoo, Jackson, Miss.

TWO POPCORN-CARMELOCORN TRAILERS. Will sell one only. See at Indiana State Fair, Sept. 1-10. J. Cody, TA 7473, HY 3313, Indianapolis.

16MM. SOUND FEATURES WITH SHORTS, \$7.50 per week. Good condition features for sale or exchange. W. K. Green, Fair view, Mo. au28

16MM. SOUND FILMS—LOWEST RENTAL price in history; get our prices now. Rogers Films, Lombard, Ill. au28

INSTRUCTIONS BOOKS & CARTOONS

BECOME A DOCTOR OF PSYCHOLOGY OR Metaphysics. Learn secret of contentment, happiness. Win degree of PSD, or MSD. Solve mental worries. Free book College of Universal Truth, 3038-J Broadway, Chicago. au28

BRAD LEE'S READING BARGAIN—"SKID Row" and "Why Capitalism" for 40¢. 25¢ each. Dept. B, Box 8, Forest Hills, N. Y.

UNUSUAL INFORMATION BOOKS—SEND \$6 stamp for our catalog. Austin & Hope Pub. Co., Winterset, Iowa.

MAGICAL APPARATUS

A BRAND NEW 24 CATALOG—MIND reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog. 50¢ wholesale. Nelson Enterprises, 336 B. S. High, Columbus, Ohio. au28

SUBMINIATURE RADIOPHONE FOR MEN Ladies who weigh less than pounds; easily concealed; illustrated brochure. \$36 B. S. High, Columbus, Ohio. au28

MISCELLANEOUS

HARVEY THOMAS BOOKING AGENCY Has Singers, Dancers all kinds, Musicians, Comedians, Novelty Acts, etc., for theaters, clubs, carnivals, fairs, etc. 162 N. Stat. St., Chicago, Ill. Write, wire, phone.

VENTRILQUIAL FIGURES—MARIONETTES, Punch and Judy. All professional characters. Also lessons in these arts. Buy the best for least. Vent-Puppetry Catalog, 356 Magic Catalog, 50. Finis Co., 1214 Randolph, Waterloo, Iowa.

M. P. FILMS & ACCESSORIES

16MM. SOUND FEATURE SALE—100 Titles at rock bottom prices. We need room for new product. Minot Films, Inc., Milbridge, Me. au28

PERSONAL

ARE YOU SEEKING PEACE OF MIND?—Free home study course in the Catholic Religion. Paulist Instruction Center, Dept. B, 21 East Van Buren, Chicago, Ill. au28

WASHINGTON, D. C. INFORMATION, Research errands; letters remailed, 25¢. Personalized services; Postmaster's Catalog. Reasonable rates. Schecter's, 926 Sixth St., S. W., Washington 24, D. C. au28

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS Large assortment in stock; illustrated circular free to photographers. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1595 Franklin, St. Louis 6, Mo. au28

COPYING-ENLARGING—PHOTO ENLARGED to 8x10, \$1; with coloring \$2; original returned. C.O.D. orders accepted. Johnson, Box 3355, Washington 10, D. C. au28

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices. We are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. au28

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 5, N. Y. au28

FOR DIRECT POSITIVE OPERATORS Easel back cardboard frame. Imitation leather, celluloid front. Assorted colors. Can be used vertical or horizontal. For 2 1/2x3 1/2 Photos Doz. \$.96 For 3 1/2x5 Photos Doz. 1.15 For 2 1/2x4 1/2 Photos Doz. 1.20 For 5x7 Photos Doz. 2.10 For 8x10 Photos Doz. 2.90

Pocket Mirror Frames for 1 1/2x2 1/2 Photos \$7.00 Hundred mounts, frames, envelopes, mailers, etc., write us and save money

INTERNATIONAL SALES CO. 414-B E. Baltimore St., Baltimore 2, Md.

FOR HIGHEST QUALITY AND SERVICE buy Piedmont D.P. Cameras and equipment. Piedmont Camera Co., 425 S. Worth St., Burlington, N. C. Phone 62701. au28

PHOTO BOOTH OUTFITS CHEAP—ALL sizes, drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. au28

PHOTOMOUNTS FROM MANUFACTURER 3x5 folders, \$3.100 f.o.b. here; 50 free on 1,000 orders. Free samples; cash discounts; fast delivery; 5x7 8x10, etc. in stock Penn Photomounts Glenolden, Pa. au28

PRINTING

AMERICA'S FASTEST POSTER PRINTER—America's lowest priced. 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 1 1/2x11 CIRCULARS, Letters, etc., on 20¢ white or colored bond, \$1.95 postpaid. Samples free. Robert Bailey, Monterey, Tenn. au28

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

ALL CHAIRS—2 BEAT COMMERCIAL; guaranteed salary; good sleeper bus. Bob Calame, 2107 N. 18th St., Omaha, Neb. au28

BASS MAN—PREFER VOCAL DOUBLE; trombone, others write. Territory band; sleeper; need no grippers or elbow benders. Contact Larry Elliott, 104 N. 41 St., Omaha, Neb. au28

BOY VOCALIST—SING POPS, STANDARDS, ballads; range to D or E flat; weekly salary. Send picture and record. Tiny Hill, Fort Lupton, Colo.

FIRST TRUMPET PLAYER—SOME JAZZ; must read well; cut or no notice. After salary is set you get it every 7 days; no lay-offs and no panics; steady employers, but no sleeper bus. Starting date September 1. Must contact immediately. Phone Tiny Hill, 131, Fort Lupton, Colo.

GENERAL BUSINESS TEAM—DOUBLE music for rep. Wire, call Don Null, Little Oscar Players, Dupree, S. D., August 26, 27, 28; Midland, S. D., August 30, 31 and September 1.

GIRL MUSICAL TRIOS-QUARTETS, SINGING female Pianists, Exotic Ensembles; all kinds of acts. Rush photos. Joseph Martone, Plaza 4-3677, Waterbury 2, Conn. au28

LADY ORGANIST-PIANIST WANTED immediately. Intimate club, pleasant atmosphere and outstanding aerial; ready nights; six nights weekly; must play varied requests, popular and semi-classical; male organist also apply. Send phone number and recent photo. Roy's Musical Lounge, Box 233, Jacksonville, N. C.

MAKE MONEY ADDRESSING POST cards. Work full or spare time; good opportunity for steady income. Empire, Dept. B, 84 West Newton St., Boston 18, Mass. au28

AN EMBOSSED BUSINESS CARD (RAISED letters) adds prestige. Prices exceedingly low. Collection stickers get results, politely. Samples free. M-P Distributing, 130 Sutphen, Santa Cruz 4, Calif. au28

RUBBER STAMPS BY PROFESSIONAL craftsmen; 3 lines, \$1 postpaid. Each additional line, 30¢. Custom Supply, 601 N. Jefferson, Springfield, Mo.

150 LETTERHEADS AND 100 ENVELOPES, \$2 postpaid. Save on printing. Samples, price list, 10¢. Bryan, 2547 1/2 Fourth, San Diego, Calif. au28

SALESMEN WANTED

AGENTS, CANVASSERS, SALESMEN—Attention! Attractive deal on Swiss Pin-lever Watches. Expensive looking. Low prices. Transworld, 565-5 Ave., N. Y. C. au28

GET NEW SHIRT OUTFIT FREE—MAKE \$90 weekly on 5 average orders a day. Famous quality made-to-measure dress and sport shirts at \$7.95 sell fast to all men; no experience needed; full or part time. Write Parkard Shirt Co., Dept. 711, Terre Haute, Ind. au28

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog Owen Jensen, 120 West 83rd St., Los Angeles 2. au28

WANTED TO BUY

CALLIOPE—AIR, AUTOMATIC OR HAND-PLAYED IN REPAIRABLE condition. Give full details first letter. Gunnin, 1217 So. Marsalis, Dallas, Texas. au28

COLLECTOR DESIRES BONDAGE and other bizarre photos. Correspond with other collectors. S. Saffris, Box 734, San Diego, Calif.

FRANKFURTER STEAMER UNITS IN ANY condition and/or information. Snack Service Co., 56-27 Van Doren St., Corona 68, New York.

USED COASTER CARS AND MACHINERY. Send full information and where same can be seen. Box 946, Sam Bakerman, Round Lake, Monroe, N. Y. au28

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column No charge accounts.

Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL

FORMER NATIONAL HORIZONTAL BAR champion wishes to break in with an established and outstanding aerial or ground bar act. Contact Joe Calvetti, 312 1/2 Hancock St., Lakeland, Fla.

70-FOOT SWAYPOLE ACT—WISH TO spend winter in South after my close with Shrine Circus Nov. 15. Consider all offers. Sid Dahl, Gil Gray Circus, c/o Billboard, Cincinnati 22, Ohio. au28

MUSICIANS

ACCORDION PLAYER WANTS WORK IN Western or hillbilly band. Ten years' experience. Have car and wardrobe; will travel anywhere. John Herrington, 11 Walmer Road, Room J, Phone Walnut 3-6294, Toronto, Ontario, Canada.

ARE YOU READY? HAMMOND ORGAN; A-1 Organist, waiting to increase your business and patrons' pleasure. Photo Box C-88, c/o Billboard, Cincinnati 22, Ohio au28

DRUMMER AT LIBERTY—HERE THRU misrepresentation. Hillbilly, western, Dixieland, all commercials. Ride swing; zone; easy to get along with; will listen. Good personality. Have car; ready nights. Will consider anything. Flash outfit. Write, wire, or phone. Prefer south or west. Milner Hotel, Norfolk, Va., Granley St. Phone 2-4357; room 322, Billy Scott. dh

DRUMMER, BARITONE VOCALIST—TWO drum sets. Regulation set, also standup cocktail set used only during vocal. Age 26, sober and serious minded. Location spots with combo desired. Write Drummer, 214 W. Forsyth St., Jacksonville, Fla. au28

DRUMMER, DOUBLE VIBES—READ; commercial, jazz; prefer Southern location; will travel; single; age 27. Write Musician, 6611 Olive St., Kansas City, Mo.

GIRL VOCALIST—INEXPERIENCED, BUT dependable, sober, like all in file. Box C-88, c/o Billboard, Cincinnati 22, Ohio.

GUITAR—MODERN LEAD AND RHYTHM; vocals, solo or parts. Five years Top Trio. G. Erickson, Harmon Hotel, Minneapolis, Minn.

MALE VOCALIST—NAME EXPERIENCE. Appearance, youth; pictures, references. Record on request. Larry Landre, 425 Oak Grove St., Minneapolis, Minn. Phone Geneva 4522.

PIANIST—EXPERIENCED ALL LINES; small combos, liveries. Mc's Court, Route 3, Box 106, Panama City, Fla. Telephone Adams 4-9358 daytime.

RINK ORGANIST—FEMALE; EXPERIENCED. Available Sept. 10th. Eastern preferred. Smooth Skating Style. Box C-87, c/o Billboard, Cincinnati 22, Ohio. au28

TENOR, ALTO, CLARINET, NOVELTY vocals. Desire society or commercial; name experience. Ben Ross, 2513 Baylor St., Lubbock, Tex. Tel. 22970.

TRUMPET—CIRCUS OR LOCATE, ALSO play base or snare drum union. William F. Brooks, 322 West Magnolia St., Lakeland, Fla.

TRUMPET MAN—SINGLE, SOBER, RELIABLE; age 19; section job preferred; will travel. Jimmie Smith, Box 321, Commerce, Okla.

TRUMPET—SOFT COMMERCIAL STYLE with Buddy Bala orch., a G. A. C. band, for last 6 yrs. 48 yrs. old; no drinker. Prefer Southern location with small combo. Address Frank Maher, Box 143, Winner, S. D.

TRUMPET-VOCALS—COMBO, SHOW; name experience. Read, fake, transpose etc. Good lead, some arrange. Doubles. 1407 W. Garden, Pensacola, Fla.

WESTERN STYLE BASS AND GUITAR player who sings. Prefer small combo. South or location (union). Red Ross, Portland, Penn. au28

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. au28

BOB TOMLINSON—VERSATILE ENTERTAINER; juggler, rope twisting, Punch and Judy, ventriloquist, magician; plays accordion, piano, sax, guitar, sings, dances. 162 North State, Chicago, Ill. DEARBORN 2-2735.

CHARLES LA CROIX—OUTSTANDING trapeze act (platform required); available outdoor celebrations; flashy paraphernalia; real act. Partridge Literature. Address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Phone Eastbrook 3212.

FEATURED BEARDED LADY (MME. VAL-ENKA) returning to show world. Young (34), stunning wardrobe. Available rest of season and considering offers for season 1955. Write care Caswell Hotel, Birmingham, Ala.

PAMAHASIKA PRESENTS AMERICA'S greatest birds, Corkatoos, Macaws, Pama-hasika's Studio, 3504 N. Eighth St., Philadelphia 40, Pa. Telephone 8Argmore 5536. au28

SENSATIONAL HIGH DIVING—FEATURED by Fox Movietone and New York Press. Somersaulting backwards. Fire, sea, sharp shallow tank, nicknamed "suicide pool"; no body protection or safety device; results impressive; consistently rating 100 per cent on the public applause meter, and the cost is just slightly more than the ordinary run of acts. Capt. Earl McDonald, 456 Lamphere Place, Warren, Ohio. Telephone 4-5337. au28

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 4944, c/o Billboard, 1564 Broadway, N. Y. C. au28

3 FEARLESS STARS—WORLD'S HIGHEST contortion trapeze act; the attraction worth witnessing. For open time contact Jerry D. Martin, c/o Billboard, Cincinnati, Ohio. au28

3 FEARLESS STARS—WORLD'S HIGHEST contortion trapeze act; the attraction worth witnessing. For open time contact Jerry D. Martin, c/o Billboard, Cincinnati, Ohio. au28



INFLATABLE RUBBER CIRCUS TOYS

KIPP'S have landed another SENSATIONAL CLOSEOUT. New 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 squawker. Assorted: Dog, Monk and Elephant. Order by number. N-1474—Dozen \$ 4.25 —Gross \$48.00

CIRCUS CLOWNS Clowns in bright circus colors. Feet-half high, each with squawker. 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

Score Big Sales this Fall with PIONEER Qualatex FOOTBALL BALLOONS



Pitch Men: Get ready for the crowds! Order your big football balloons now... popular school colors... No. 718 SF with lacing and special imprint or No. 718 FS with lacing, 3 stripes and special imprint... need stix available too. Ask your wholesaler or write to The PIONEER Rubber Company, 107 Tiffin Road, Willard, Ohio.

Finished Photos in 2 Minutes

ate portable photo studio. 700¢ PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. 88

PDQ CAMERA CO. 1161 N. Cleveland Ave., Chicago 16, Ill.

Quick Photo Invention! PHOTOMASTER

PDQ CHAMPION Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photo or take on "SUPER SPEED" direct positive paper. Picture size 2 1/2x3 1/2 in. Complete, easy to operate. 700¢ PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. 88

PHOTOMASTER, Dept. 88

PDQ CAMERA CO. 1161 N. Cleveland Ave., Chicago 16, Ill.

SALPRO SELLS FOR LESS

24" NICKEL SILVER NECKS HEART—ROUND—CLOVER TAG (Soldered Links—Rhodium Finish) 4.75 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.

SALPRO COMPANY 1844 S. 55th Ave., Cicero 50, Ill.

SALPRO COMPANY 1844 S. 55th Ave., Cicero 50, Ill.

CHI MASTER'S REPORT

Reviews History of Illinois Pinball Laws

CHICAGO, Aug. 21.—The report of Master-in-Chancery William J. McGah, to be passed on after September 13 by Judge George M. Fisher, Superior Court, follows a thoro study of the Chicago pinball case. (See separate story in this section.)

The report was submitted Monday (16), after hearings had been conducted and a study of pinball games and the regulations pertaining to them had been completed.

Discussing pinball legislation in its conclusion and recommendations, the report states:

"Prior to 1941 Pin Ball machines were not gambling devices per se by statute in the State of Illinois and were not gambling devices under the Constitution of the State of Illinois as interpreted by the courts of Illinois; but in 1941 the Legislature of the State of Illinois declared a Pin Ball machine to be a gambling device by enacting Sections 341 and 342, Chapter 24, of the Illinois Revised Statute, which then included and declared Pin Ball Devices to be gambling devices per se, so that from 1941 until July, 1953, Pin Ball machines were gambling devices per se and the possession thereof was illegal whether or not they were played for amusement, whether any skill was involved or whether any awards were returned or not.

Burden on Plaintiff

"Even if the amendments passed by the State Legislature in 1953 are valid and constitutional and do repeal that portion of Section 23-56 of Chapter 24, prohibiting Pin Ball machines and the provisions of Section 193-26 of the Municipal Code of Chicago declaring the possession of Pin Ball machines to be illegal, the burden is on the plaintiff in this case to show that his Pin Ball machines are such as come within the purview of the Statutes as amended and are in fact coin-in-the-slot-operated mechanical Pin Ball devices played for a amusement, which reward the player with the right to replay such mechanical device and which are so constructed or devised as to make the result of the operation thereof depend in part upon the skill of the player and that said devices return to the players thereof no coins, tokens or merchandise. The plaintiff has failed in this case to so prove."

Extra Coins

Commenting on fourteen pinball games produced by the plaintiff (Continued on page 128)

Exhibit to Intro New Gun Game

CHICAGO, Aug. 21.—Exhibit Supply plans to introduce a new coin-operated Shooting Gallery.

Exhibit officials said that the new gun game will be patterned after the original Shooting Gallery which came off the production lines last April.

The game will be equipped with an authentic type 22 rifle and operate on the electrical contact principal.

Details on the game are not yet available.

OVERSEAS

Import Rules Stymie Saar Game Growth

SAARBRUCKEN, Saar Basin, Aug. 21.—Coin game operation in the Saar is growing, but hampered by import restrictions, lack of local manufacturers and population centers, its growth is slow.

Since the war most of the coin games operated in the district have been football and golf billiards, the latter imported from France. With restrictions on import licenses, most attempts on game imports were stymied.

In 1953 the Saarlanders decided to manufacture their own games, but very few manufacturers produced articles for the Saar only. With the Saar's small population—1 million—75 per cent of which is in rural areas, coin take does not make up for manufacturing expense.

Thus, coin operations proceed on a small scale.

Vending machines, mostly cigarette machines which are State-monopolized, are less profitable in the Saar than amusement games, and juke boxes are virtually non-existent due to lack of operators with the necessary capital.

Recently a number of coin machine firms were founded with the aid of foreign capital, and were granted the right to retransfer capital and interest. It is hoped that these firms will give the coin machine business here the needed starting boost.

Oregon Taverns Gird For New Coin Threat

PORTLAND, Ore., Aug. 21.—Oregon tavern owners this week prepared to combat a new threat to their rights to resist thru political action conditions encroaching on their income derived from games. The threat was a legal interpretation by the attorney for the Oregon Liquor Control Commission holding that licensees of the OLCC are restricted in political action.

Gene Rossman, secretary of the Oregon Licensed Beverage Association, said the OLBA would test constitutionality of the State

law unless a "reasonable and realistic" interpretation is obtained from State authorities.

Availability of political action has been a strong weapon relied on by tavern owners in protecting their business interests.

Portland Ban

Currently a Portland ordinance that would ban games is before the State Supreme Court. While the long legal fight has been carried on by Stanley G. Terry, Portland game operator, in behalf of himself and other operators, (Continued on page 125)

Master Makes Chi Pin Report Urges Dismissal of Op Suit

Ops to File Objections to Report; Judge to Rule on Case Next Month

CHICAGO, Aug. 21.—In his report on the Chicago pinball case submitted Monday (16) to Superior Court, Master-in-Chancery William J. McGah recommended that the complaint of operators seeking an injunction to restrain the city from interfering with pinball operations be dismissed because the operators failed to prove that they are entitled to any relief in a court of equity (see details of report elsewhere in this section).

In the report, McGah called 14 pinball games which offer the player increased chances of replays for inserting extra coins more games of chance than skill.

Objections to the Master's report will be filed at his law office

until Thursday (26), at which time he will hear both arguments of counsel of the Chicago operators bringing the suit and of the defense council and decide which objections will be filed to the report.

File Objections

The report, with the objections, will then be submitted to Judge George M. Fisher, Superior Court, who will pass on it.

It is expected that Judge Fisher will take this action after September 13, unless by that time the plaintiff has dismissed the suit.

The Chicago pinball case was referred to McGah for a hearing and a report on the law and facts when Judge Fisher vacated an

earlier order for an injunction restraining the city from interfering with the operating of pinball games June 16 (The Billboard June 26).

Traces Case History

The Master's report—more than 50 pages long—consisted of listing the contentions in the Nelson vs. the City of Chicago listing Findings of Fact, and Conclusions and Recommendations. It included a study of 14 pinball games manufactured by three different companies, which offered

(Continued on page 128)

Blendow, Wilson Set Up Coin Firm

Announce Output of New Game to List At \$395; Test 3-D Viewer With Sound

NEW YORK, Aug. 21.—Ken Wilson and Al Blendow, who have spent a total of 50 years in the coin machine industry, this week announced they have formed a partnership to sell Hydro-Duck, a new coin-operated amusement game.

The new firm, called Blendow & Wilson, has a sales showroom and executive offices at 75 West 45th Street.

Wilson said that production has started on Hydro-Duck and that first deliveries will be available the first week of September.

Since May, Blendow and Wilson have worked to get the new unit ready, field tested and into production.

3-D Viewer

Wilson also announced that a new coin-operated 3-D viewer equipped with a tape recorder that synchronizes sound with the pictures, is currently being field-tested.

Both partners are currently lining up distributors to handle the game. Wilson, in Chicago now, will leave next week on a trip thru the Middle West; Blendow will handle the East Coast.

Hydro-Duck consists of a stainless steel tank (holding 12 gallons of water), enclosed entirely with plate glass, and mounted on a welded steel cabinet.

Object of the game is to shoot a jet of water at eight plastic ducks floating on water and get them all up on a "beach" at the rear of the cabinet.

Colorful Sign

The entire unit measures 18 inches wide, 36 inches deep, 46 inches high in the front and 55 inches high in the back. A colorful sign is mounted at the rear of the cabinet.

It will list for \$395.

Operated for 50 seconds with a nickel, a patron deposits his coin in the chute, pushes it forward and pulls it all the way back. Water pressure forces a straight jet of water out of a triggerless gun mounted in rubber on the front panel.

The unit is equipped with an A.B.T. coin mechanism, leg levelers, baked enamel 17-gauge steel cabinet. Service features include a back panel which can be removed for servicing. The entire operating apparatus can be removed from the rear.

Wilson said that future plans for the sales firm include a reconditioning business and production of the 3-D Sound viewer.

First Expands, Merchandise to New Quarters

CHICAGO, Aug. 21.—Distributors, Inc., merchandising division of First Coin Machine Exchange, announced this week it will open in new headquarters Monday (23).

The merchandising division is under the direction of Mel F. Goodwin, comptroller and division manager. Division personnel previously sharing headquarters with First Coin Machine Exchange, 1750 W. North Ave. will now move into the new quarters.

Extensive remodeling and refurbishing has been done to the building for merchandising operations. Included will be showrooms, new offices, storage rooms, packing and shipping departments.

The First organization, started in 1941, (Continued on page 128)

Salt Lake County to Draft New Pin Law

SALT LAKE CITY, Aug. 21.—The drafting of a new pinball ordinance which would be more far reaching than Salt Lake City's recent order outlawing the games, was suggested to the Salt Lake County Commission this week by William T. Thurman, deputy county attorney.

The Salt Lake County Commission has halted licensing of pinball games and continued study of an ordinance to ban the games. It was expected that in the near future action would be taken to prohibit renewal of present licenses, which do not expire until December 31.

Adiel F. Stewart, county commission chairman, said Alonzo Mackay, county license director, has been ordered to cease licensing pinballs.

Action in the Utah counties has followed the banning of pinballs in Salt Lake City, where they had been operated for 20 years. (The Billboard, August 14.)

While operators in some of the counties, including Weber and Utah counties, announced last week that they would fight ordinances banning the pin games,

it was believed that licensing of pinballs by the counties would be discontinued, following the outlawing of pinball games in the city.

Salt Lake County commissioners have delayed action on pinballs, explaining that they wanted to be sure that any ordinance which they might pass would eliminate gambling. The county attorney's office began a study of the matter, with such an ordinance as an objective. (The Billboard, August 21.)

The effectiveness of the city ordinance (Continued on page 126)

Utah County Ops Call Off Pin Protest

PROVO, Utah, Aug. 21.—Pinball operators in Utah County who had announced that they would fight ordinances banning the games (The Billboard, August 21) have given up the idea this week.

A scheduled protest hearing by pinball operators in the county was canceled when no operators appeared before Utah County Commission. Commissioner Sterling Jones was told that none of the operators would appear.

County Attorney Arnold Roylance is currently preparing an ordinance banning pinballs in the county.

The operators told Commissioner Jones that the games would be voluntarily removed from county locations. The removal of pinballs in the county may affect similar games now operating in the city limits of Provo, where licenses are effective.

Since the banning of pinballs in Salt Lake City, Salt Lake County Commission has halted licensing of the games and studied an ordinance to ban the games. (See separate story.)

Chi Coin Prep Shuffle Unit

CHICAGO, Aug. 21.—Chicago Coin Machine Company is readying a new shuffle game, Levin, director of sales, announced Friday (20).

Details of the new game are not yet available.

Chicago Coin is currently producing two shuffle games, Nature Bowler and Starlight Bowler.

United Name Mont. Distributor

CHICAGO, Aug. 21.—United Manufacturing Company has this week appointed Dan Stewart, Stewart Company, Salt Lake City, distributor for the State of Montana.

Bill De Selm, United sales manager announced that Dan Stewart Company will cover the new territory in addition to the State of Utah and most of the States of Nevada and Idaho.

Ponser Assures Gotham Ops Of Tournament Play Legality

NEW YORK, Aug. 21.—George Ponser, executive director of the Associated Amusement Machine Operators of New York, assured local operators that reports currently circulating to the effect that tournament shuffleboard is in violation of New York law are without foundation.

He said that after the Alcoholic Beverage Control Board had given the green light for tournament play, Ted Blatt, attorney, had checked with licensing and law enforcement officials on the validity of the ABC ruling. In each case, he said, he was given assurances.

Nevertheless, what appeared to be a concerted campaign to doubt the legality of tournament play has been started by an unidentified group.

Stick to Rules

Ponser cautioned operators, however, to conduct tournament play in strict accordance with rules and to resist any local pressure to do otherwise.

Ponser said that the association has distributed 1,600 tournament kits to members, adding that many operators have discovered that prizes and tournament have opened up new locations.

National Breaks Ground for 500,000 Cig Vender Plant

Operating Firm Plans to Produce 10,000 20-Column Units in 1955

LYNBROOK, L. I., N. Y., Aug. 21.—National Vending Corporation, one of the nation's largest vending operators, this week broke ground for a \$500,000 plant the manufacture of the firm's 20-column cigarette machine.

New Mercury Cigarette Machine Production

CLEVELAND, Aug. 21.—Mercury Vendors, Inc., this week announced that its new nine-column cigarette machine is now being produced at 25 per cent of plant capacity and that the plant should be in full production on the unit October.

The firm also disclosed that the designs for the new machine have been contracted for with the American Stove Company, makers of the Magic Chef range.

Several hundred machines have been in the field tested, a firm official stated. Capacity of the unit is 400 packs—regular or king size—with three shift columns and four single columns. It can be set to operate anything from a quarter to as much as 50 cents if necessary. The machine measures 60 inches high, 18 inches wide and 11 inches deep and is finished in a new finish called "Plextone" in a variety of colors.

AMA Exhibitor List Tops 100

CHICAGO, Aug. 21.—The 100th annual convention of the National Automatic Merchandising Association convention in Washington, D. C., October 10 thru 13.

Four more firms were added to the list of exhibitors, bringing the total number of vending manufacturer, supplier and component displays to 102. The four latest additions to the exhibit roster are Vendalarm, North Hollywood, Calif.; (Continued on page 112)

tion of Northern State Parkway and the Wantagh Parkway, two major Long Island thoroughfares, for its manufacturing facilities.

33,000 Square Feet
The first building, of aluminum and brick construction and occupying 33,000 square feet, is expected to be ready in December, with production to begin immediately. Eventual plans call for two other buildings, with a combined floor space of 100,000 square feet for the three. The buildings will also house headquarters for the operating company.

National has completed a pre-production run of 50 units at its Lynbrook plant. Hirsch said that units have been placed on test locations in Nassau County and that the results have been encouraging.

Hirsch explained that the first units off the production line will go to National locations, of which the firm has more than 10,000 throughout the nation. National, itself, has been operating cigarette machines for 20 years and has lately gone into the in-plant feeding field thru the purchase of stock in Larry Elman's Spacarb-

New York and the Tri-Vendco routes, with stops at Mitchel Field and Long Island industrials.

520-Pack Capacity
The National machine has a capacity of 520 packs in its 20 columns, is electrically operated, and will vend in three price ranges. Dimensions are 46 inches high, 14 inches deep and 29 inches wide.

Regular, king-size, flat-pack and Parliament king-size cigarettes may be vended, with two columns handling the flat-pack sizes. Two columns are equipped with adapters, which, when removed, make the columns Parliament size. When the adapters are inserted, the columns may vend regular or king-size brands.

The unit is serviced by lifting the top door, swinging out the front panel, and pulling the 10 front columns forward.

Fills From Top
The machine fills from the top and vends from the bottom, with selection made from a vending bar which moves beneath the 10 front and 10 rear columns.

A small chrome area serves as the selection section. Four col-

(Continued on page 112)

VenDime Charts Major Expansion, Food Caterer Tie

Map Central Warehouse, PR Drive; Plan Wittenborgs for New Locations

NEW YORK, Aug. 21.—Expansion plans for the VenDime Corporation, pioneer Manhattan in-office food operator, were revealed this week by Gerald McClosky, partner in the firm which has cracked three top midtown office locations.

The plans include the use of Wittenborg standard, refrigerated and hot plate units in all new locations; affiliation with a prominent food caterer; establishment of a central warehouse; branching out into large office installations in the East and South, with a possible national operation in view, and a major public relations drive.

Meanwhile, McClosky announced that he has the contracts for three Manhattan office buildings, now in the process of being erected, and one up-State building, also going up. The equipment, nearly all Wittenborgs, will be installed late this year and early in 1955.

VenDime currently uses its first location, the Franklin Stores Building near Pennsylvania Sta-

tion, as its office and warehouse. The firm, tho, has outgrown these facilities and will move into its own quarters about the first of the year.

Franklin Stores will be retained as a dispatch point and warehouse for stops on Manhattan's West Side, while the latest installation, M. Lowenstein & Company, will be utilized for the same purpose to service the East Side.

In conjunction with the new office and warehouse, VenDime will affiliate with a major New York caterer, a firm specializing in the vending supply business, and share the facilities. A working agreement is currently being negotiated.

Service Blueprint
The original VenDime service blueprint—having the supplier make drop shipments to locations—will be modified with the new central and branch warehouse (Continued on page 125)

\$ SIGNS

Cig Op Ups Sales With A Message

DENVER, Aug. 21.—A large, colorful sign placed above each cigarette machine in a theater lobby or other public place has a lot to do with maintaining cigarette sales volume for the P & M Vending Company.

Charlie Kaplan, P & M head, knows the signs help. Without a sign, he said, "even tho the theater patron passes within a few inches of the vender, he is likely to overlook it altogether. Perhaps the preponderance of bright, colorful signs, neon lights and decorative trim has the effect of submerging the vender."

The signs measure two feet square, have a white background with red letters. A typical message reads "All Popular Brands of Cigarettes—25 Cents," with a red arrow pointing to the machine below.

Wherever the signs have been posted, sales have picked up immediately, Kaplan said.

ANNOUNCE NAMA KEY SPEAKER, ENTERTAINMENT

CHICAGO, Aug. 21.—The Honorable James C. Worthy, assistant secretary of commerce, will deliver the keynote address to open the National Automatic Merchandising Association convention in Washington, D. C., October 10, Mel Rapp, general chairman, announced Friday (20).

Also announced: Mimi Benzell, famous Metropolitan Opera star, will highlight the entertainment at the banquet to be held October 13 in the Presidential Ballroom of Washington's Hotel Statler. The entertainment program will be sponsored by Philip Morris.

Felix Knight, a baritone formerly of the Metropolitan Opera, and singing star of TV and radio, will also be featured in the entertainment program. Knight's recent recording of "Donkey Serenade" has sold over 1,000,000 records.

N. Y. Tax Comm. Hits Mail Order Buyers of Cigs

ALBANY, N. Y., Aug. 21.—The State Tax Commission opened a drive this week to collect the 3-cents-a-pack New York State cigarette tax from smokers who buy their cigarettes by mail from other States.

Allen J. Goodrich, STC president, said tax notices are being sent to thousands of individuals who have been getting cigarettes by mail order without paying the tax.

Most of the cigarettes come from Virginia, he added, with a good portion of the purchases from the New York metropolitan area.

Under federal law, mail order (Continued on page 112)

Lehigh Names Mid-Atlantic E. Distrib

EASTON, Pa., Aug. 21.—Lehigh Foundries, Inc., this week announced the appointment of Mid-Atlantic Distributors, Washington, as distributor in the Washington area for the Hav-A-Snack cracker vender.

Mid-Atlantic, headed by Bayne E. Bevings, is distributor of Spacarb beverage machines and Fred Hebel ice cream machines in the (Continued on page 125)

SPLITS SECONDS

Radio-Phone Perks Coffee Op's Service

OAK PARK, Ill., Aug. 21.—Split-second service is winning friends and influencing locations for a coffee operator here. Coffee Vending Service uses a special radio telephone hookup to dispatch its routemen in minutes to a location requiring emergency service.

Frank Carqueville, head of Coffee Vending, figures that the radio telephone service car signal saves hundreds of dollars a month in traveling costs. Besides, he said, fast service keeps up a machine's receipts.

In one case, Carqueville reported, employees in one factory location lined up for the afternoon coffee break only to find the machine was empty. A hurried call to Coffee Vending brought a routeman out who restocked the vender in time for several hundred cups of coffee to be served during the break period.

Here's how the system works: When a location phones for emergency service, a Coffee Vending's office dials a special telephone operator who flashes the routeman's truck by radio signal.

The sign's automatically turns on a small light on the truck's dashboard, and the routeman calls in at once. The light stays on if the routeman is not in the truck at the time.

The emergency service operates around the clock. A telephone answering service calls Carqueville's home if a vender stops during the night.

New Outdoor Milk Vender

LA GRANGE Ill., Aug. 21.—A new outdoor milk vending machine was announced this week by the Shanner Equipment Company. Called the Milk-O-Man, the unit holds 150 half-gallon cartons or bottles, and has storage room for 100 half gallons (or 200 quarts). It vends any size unit from half pints to half gallons.

Unusual in design, the new machine measures approximately five feet square and two and one-half feet thick and is mounted on four 12-inch iron legs. A four-sided sign, each side measuring about six and one-half feet, tops the unit. Fluorescent tubing runs along the top of each side. It is mounted about two feet above the machine itself by four (Continued on page 125)

Outdoor Vending Business Booms

Stations Enjoy Unprecedented Growth in Past Year; Milk, Ice, Coal Take Lead

Continued from page 1

most independent retailers charge. Chief reason for their success, according to Richard Bonde, manager of the fluid milk and ice cream sales department at Land O'Lakes Creameries, Inc. (which operates 28 automatic milk stations): Customer convenience.

"Plus" Sales
Significantly, the bulk of milk station sales are made after normal store hours and on weekends, and are multiple purchases, usually four quarts or more.

Studies by individual operators show that the station sales are "plus" milk sales, too. Bonde declared that his operation neither takes away from house-to-house delivery men or from retail stores.

Another dairy operator actually found that his outdoor units had boosted his home-delivery business by over 20 per cent. He

stated that an average of 15 customers a month buy milk from his machines and ask to have milk delivered.

Most milk stations are presently located at gas stations, although some have been installed in the parking lots of supermarkets—the first step in enabling supermarkets in this country to stay open around the clock.

Hearty Approval
Grocery store owners have expressed hearty approval over the milk stations. Store owners in many parts of the country have requested stations be placed outside their shops so that their customers could be supplied after store hours.

In one instance, a soda fountain owner thanked an operator for setting up an outdoor station nearby because, as he explained, "I ran out of milk for malteds (Continued on page 111)

APPLIER IN VENDING

Gets New Locations Thru Food Service

NEW YORK, Aug. 21.—For a man who derives a substantial portion of his living from automatic merchandising, Jack Rosenthal, head of the Chesterfield Vending Company, probably needs less time hunting new locations than any operator in the industry.

In fact, Rosenthal often is offered a location, unsolicited, only to turn it over to an operator who offers a complete package deal to satisfy the needs of the stop.

When a healthy portion of all ditches vended in New York City and industrial locations are Chesterfield sandwiches, and the firm maintains a dozen half-pint milk venders in local government buildings and factories.

Vending's parent company, Chesterfield Canteen, is a catering com-

pany which depends on local vending operators for a good portion of its business. Rosenthal, himself, went into the food business in 1938 when he was granted one of the city's first Class C (operation limited to Manhattan) milk licenses.

Industrial Stops
Concentrating in the industrial field, Rosenthal began selling half-pints in refrigeration units, later installing refrigeration units on locations for storage.

When the industrials requested food to go along with the milk, Rosenthal and his wife began making sandwiches at home, and by 1941, opened their own shop. When requests for carbonated beverages were received, Rosenthal installed cup drink units. (Continued on page 112)

Outdoor Vending Business Booms

• Continued from page 110

and sodas one Sunday and would have lost a half day's business if it weren't for your machine." Up to now dairies and ice companies own most of the outdoor vending stations now in use. Coal and fuel oil concerns own the machines vending those two items. In the case of milk, dairy operators have stepped-up milk sales.

Ups Business 25%

One example: Learn Dairy Company, Oak Park, Ill., which operates 10 outdoor milk stations, located its first in July, 1952. Paul Learn, president of the firm, declared, "In the short time I've had machines, my entire business has jumped 25 per cent."

Learn predicts a rosy future for outdoor stations because, he said, all things considered—quality of milk, investment, costs, volume, profit—selling milk thru the machines can't be beat.

It costs Learn 12 cents to home-deliver a half gallon of milk. His cost thru an outdoor station: 4 cents.

He sells a half gallon at 40 cents thru a vender, nets 9 cents. If he home-delivered a half gallon at the same price, he would net only 1 cent.

Each of his machines averages about 150 half gallons a day. Average daily volume thru one of his typical retail outlets: 36 half gallons.

Help Sell Gas

Most of Learn's locations are at gas stations, and he, too, has found that gas station-located machines lift gas sales. During one afternoon hour, one station owner checked 23 customers buying milk. Of this number, seven bought gas—and they were all new customers.

Revealin testimony to Learn's outdoor milk vending station success: A list of 70 locations which have asked for machines.

Outdoor milk venders sell for \$2,500-\$3,500 each depending on whether they deliver one or two milk selections. Figuring a \$2,500 machine on a five-year amortization basis, it would cost \$500 a year plus around \$120 a year for service and \$180 a year for electricity, bringing total annual cost of operating one machine up to \$800.

With these figures, Norman Turkel, Centennial Sales, Newark milk distributor, said he must sell a daily average per machine of 32 quarts to break even, with anything above 34 quarts as a profit. And sales usually average 100 to 225 quarts a day per machine, depending on the location.

One milk station manufacturer figured that, on surveying 16 outdoor units of his sold to four dairies, \$90 a week per machine was the average gross.

Enter Benson

Secretary of Agriculture Ezra T. Benson recently entered the milk vending picture, launched a marketing program to study milk vending in all forms. Benson is convinced that milk vending can help sell more milk and cut the milk surplus problem. He recently declared:

"We can increase the sale of milk by putting vending machines outdoors in grocery stores, airports, railway stations, schools, apartment houses and factories. And, of course, in the case of the outdoor machine, the price has been below that charged in retail stores and sales have risen sharply."

But while milk is currently making the most news in outdoor vending stations, it is by no means the whole story. Ice and coal, for example, sell very successful thru stations.

Ice Stations

There's big money in outdoor ice vending stations—both in the take and the investment. The big machines measure 20 feet long, 8 feet wide and 8 feet high and cost about \$7,000 installed. Ice cubes are usually vended for around 35 cents for an eight-

pound bag (about 100 cubes) and block ice at 25 cents for a 10-pound block, since it's estimated that roughly 90 per cent of the cost is in cutting and packing the cubes.

An ice-cutting machine runs around \$10,000 and a refrigerated delivery truck costs \$6,000.

The biggest problem in operating ice stations is educating the public to the advantages of vended ice over home refrigerator ice—24-hour service, harder cubes made with water (purified by pumping air thru the water) and no food smells, according to Peter Cirillo, head of the ice cube vending division of the Cirillo Bros. Ice and Fuel Corporation, Brooklyn, which operates seven ice vending stations.

Station Vs. Home Cube

Many purchasers first bought cubes thru a vender because they needed them in a hurry, said Cirillo, but they soon learned to prefer the vended cube to the home cube and now buy them by the bag for storage in the home refrigerator.

The educating job requires advertising, and Cirillo advertises extensively on buses and subways and sends out nearly 40,000 direct mail pieces each month to the firm's regular accounts.

One of Cirillo's best locations is in the Sheepshead Bay boatyard, since yachtsmen make it a point to stock up on cubes before setting sail. The best customers are taverns and caterers, many of whom buy a dozen or more bags at a time.

Ice machines must be checked periodically to make sure the refrigeration is working—if it isn't the machines can become water storage tanks. The machines hold around 72 bags of cubes and 42 blocks of ice, need to be refilled usually twice a week.

"The greatest thing I know of to perpetuate the ice business," said Richard C. Muckerman, City Products Corporation, St. Louis, of the automatic ice vending stations, whose firm operates 70 machines.

Immediately following placement of a new machine, Muckerman circulates leaflets or blotters thruout downtown St. Louis telling where vended ice may be purchased. The venders are given local radio and TV plugs, also, and billboards in the major league ball park proclaim, "City Ice Cubes, 70 Automatic Vending Machine Stations."

Coal Big Business

Coal vending stations represent a growing business, too. A coal machine in Cincinnati, for example, grossed more than \$43,000 last year.

An automatic coal station in a top location in St. Louis sold 600 bags of coal in one day.

A 35-pound sack of coal usually vends for 50 cents. Depending on the length of the conveyor belt, coal venders list between \$400 and \$900.

In summer, charcoal (for outdoor steak fries or wiener roasts) are substituted for coal in many areas, altho packaged briquet coal finds a ready market for the resort and cottage trade year-round.

The coal vending machine, like the other outdoor stations, was developed and is meeting with great success—also by supplying after-hour needs. One coal executive who operates a machine complained, "There's only one drawback—so many people use the machine that I have to come out at night and fill up more bags."

An outdoor pint-package ice cream machine for the take-home market was recently developed which offers five selections and holds 365 pint packages. According to William J. Wawrzonek, inventor of the machine and head of the Pint-O-Matic Company, Milwaukee, the unit is finding success in locations next to ice and milk vending stations, and also in ball parks, gas stations and city parks.

The outdoor vending station has come a long way in just a few years, but its true potential has not yet been scratched. Machines already being produced could easily be adapted to handle dozens of packages, almost any grocery staple. Automatic grocery stores have already made their appearance. At their present rate of growth the outdoor vending station can easily change the face of U. S. marketing within the next decade.

Cig Tax for N. C. May Be Studied

RALEIGH, N. C., Aug. 21.—Cigarette taxes may be studied as a possible source of new State revenue.

A member of the Advisory Budget Commission, who requested that his name not be used, pointed out that 41 States and the District of Columbia now have a luxury tax on cigarettes, a levy which North Carolina refused to enact some 20 years ago. Since then there has been a minimum of serious effort to use this device as a means of increasing general fund revenue.

The State Tax Research Office here estimated that a levy of a cent per pack would have yielded \$3,510,000 in 1952 alone. A \$10-per-1,000 levy on cigars would have yielded \$1,060,000; a 1-cent-per-5-cent purchase of smoking tobacco, \$655,000, and 1-cent per three ounces of smoking tobacco and snuff, \$115,000.

Present collections under the 3 per cent sales tax are: Cigarettes, \$1,941,000; cigars, \$215,000, and smoking tobacco, \$97,600.

Somewhat concerned over declining revenues, which will be at least 8½ million dollars under legislative estimates for this biennium, State officials have begun informal talks over remedial legislation. Governor Umstead's administration already is on record as opposing a cut in State services.

MANDELL GUARANTEED USED MACHINES

- N.W. DeLuxe 1¢ & 5¢ Comb. \$1
- N.W. #39 1¢ Porc. \$1
- N.W. #33 1¢ Porc. B.G. \$1
- Master 5¢ Bulk Porc. \$1
- Master 1¢ & 5¢ Bulk Porc. \$1
- Columbus 1¢ Bulk Porc. \$1
- Silver King 1¢ B.G. or Mdse. \$1
- Silver King 5¢ \$1
- Exhibit Post Card (Metal) \$1
- Advance # D 1¢ B.G. \$1
- Advance # 11 Mdse. \$1

MERCHANDISE & SUPPLIES

- Pistachio Nuts, Jumbo Queen \$1
- Pistachio Nuts, Vender's Mix \$1
- Pistachio Nuts, Shell \$1
- Cashew Whole \$1
- Cashew Butts \$1
- Peanuts, Jumbo \$1
- Spanish \$1
- Mixed Nuts \$1
- Almonds, 480 ct., 5 lbs. vac. pk. \$1
- Baby Chicks \$1
- Rainbow Peanuts \$1
- Boston Baked Beans \$1
- Jelly Beans \$1
- Licorice Lozenges \$1
- M & M \$1
- Assorted Fruit Charms, 100 ct. \$1
- Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb. ... \$1
- Adams Gum, all flavors, 100 ct. ... \$1
- Wrigley's Gum, all flavors, 100 ct. ... \$1
- Beech-Nut, 100 ct. \$1
- Hershey's Chocolate, 200 ct. \$1
- Minimum Order, 25 Boxes Assorted
- Complete line of Parts, Supplies, Stationery, Globes, Brackets, Charms. Everything for the operator.
- 1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE

MOE MANDELL
446 W. 36th St., New York 18, N.Y.
LOngacre 4-6467



We Have Newer CHARMS!

• NEW DESIGNS
• NEW IDEAS
• NEW FINISHES

send 35¢ Complete Sample Kit

National Sales Agents for ACORN CHARM VENDOR parts and accessories

Quality filled Capsules, F.I.B. Badges, Flicker Action Pictures, Initial, Military, Cameo and Jewel Rings.

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

CAPSULES

Write for prices and information

Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

HELP YOURSELF TO MORE VENDING PROFITS



Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-savings, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 771
2160 Patterson St., Cincinnati 22, Ohio
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me
(Foreign rate, one year, \$6)

Name

Address

City..... Zone... State.....

Occupation

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR



BALL NUT AND CANDY COMPANY
409 South Beckley
Dallas, Texas

NEW

.... NOTHING ELSE LIKE IT!



Northwestern
SELECTIVE TAB GUM VENDER
with "QUICK CHANGE"
MERCHANDISE DRUM

Wire or write for details
THE NORTHWESTERN CORPORATION
EAST ARMSTRONG ST. • MORRIS, ILLINOIS

Northwestern
SUPER JET
SENSATIONAL NEW CAPSULE VENDOR

★ 325 capsule capacity
★ Simple, foolproof mechanism

\$64.00 PER CARTON OF FOUR

VARIETY IS THE SPICE OF LIFE!
Rake's Jet Capsule assort gives you a variety mixture of feature items selected from all popular charms. \$20.00 per mixture

Write for Catalog of New & Used Vendors, Accessories & Supplies
½ Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
609A SPRING GARDEN STREET Lumbard 3-2676 PHILADELPHIA 23, PA.

MAKE MORE MONEY IN VENDING

Read The Billboard Every Week

For the biggest vending opportunity—for the latest price new and used vending equipment—for every bit of sign 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, OH
Yes Please send me The Billboard for one year at \$1 (Foreign rate, one year, \$20)

Name

Address

City..... Zone... State.....

Occupation

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 ... \$7.00
See your nearest authorized VICTOR distributor.

Victor Vending Corp.
5701-13 W. Grand Ave.
Chicago 39, Ill.

National Breaks Ground

Continued from page 110

columns of five selection buttons each are in this area. Each square button contains the package imprint of the brand the customer will get when he presses that button. Thus, the display and selection areas are one.

The mechanism which controls the price is at the bottom of the unit. A plug is provided for each column, with six rows of holes, two for each price range.

How It Works

When the operator wants to vend a brand at the top price, he inserts the plug controlling that column into a hole in the top two rows. When he wants to vend for a nickel less, he selects a hole in the next two rows. The bottom two rows, of course, are for the lowest price range.

The cabinets are of 16-gauge steel and will be available in three wood grains and six colors. The price has not yet been announced, but Hirsch said it would be between \$250 and \$300.

When a column is empty a buzzer sounds and a light telling the customer to pick another selection lights up. The coin mechanism will accept any combinations of nickels, dimes and a quarter.

National is in the process of lining up a sales network for the new unit. The nation will be

divided into 10 sections, each headed by a representative directly responsible to the factory. Each representative, in turn, will be responsible for salesmen working under him.

Hirsch emphasized that the sales organization will have no connection with the operating organization, and that members of the sales force will not be chosen from operators in the field.

First public showing of the unit is scheduled for the National Automatic Merchandising Association's convention in Washington, October.

Operator Influenced

According to Hirsch, National's role as an operator influenced the design and the actual creation of the vender. He explained that the National may be the manufacturing firm's own best customer. The unit was designed to enable operators to get locations which otherwise would have been closed to them.

For example, explained Hirsch, the 10 test locations were not locations which National had had before. In each case, he explained, the location was obtained by using the 20-column unit as a sales point.

One of the locations is a drug-store, a type which venders have rarely cracked or even tried cracking before because of the number of brands required.

Filter-Tip Sales

Premium-price, filter-tip brand sales have been running high during the test, Hirsch said. On one location, filter-tip brands accounted for 5 per cent of sales the first week, 10 per cent the following week, and 15 per cent for the next two weeks.

On another location, a diner, Hirsch said the location was sewed up while the building was being erected, and a recess, designed to contain the new unit, was incorporated into the building plans.

Hirsch said the vending unit, all black, fitted so well into the decor, that patrons didn't believe it was a vending machine. They actually thought the diner operator had it specially built into the wall as a custom unit. Sales he added, were extremely high.

Supplier

Continued from page 110

and, in 1949, began selling sandwiches to vending operators.

About that time, Rosenthal figured he could reduce his overhead by substituting milk venders for retail service in the plants. He also figured that vending is the best way to get milk into government offices.

Government Stops

Getting government locations was a long drawn-out process. It took nearly eight years of red tape to get some locations, but the grosses at stops like the General Post Office (a Rowe unit) the Air Force Reserve building (an Idea vender) and the Internal Revenue Building (a Vendo) have made the time investment worthwhile.

With the exception of the government installations, Rosenthal has never sought a vending location. He prefers to set up locations for his food catering operation. Then, if he fees' vending equipment can be utilized on these locations, he goes ahead.

Rosenthal has discontinued cup drinks, preferring to concentrate his vending effort on milk. He does have a few bottle drink and cigarette units, but he plans no expansion along those lines.

Package Deals

When he is offered a location which requires a package deal, he will turn it over to a package operator, or else work out an agreement where he will handle milk and the other operator everything else.

Rosenthal feels that bulk milk venders will give the industry a shot in the arm by enabling a more efficient operation and encouraging more dairies to enter the vending field.

He reasons that a quart container costs the operator 1.5 cents, while a half-pint container costs him 1 cent. With these costs removed, the operator can either give a larger portion of milk or increase his profit margin at 10 cents a cup.

Dairies will have more incentive to enter vending on a bulk basis than they do on a carton basis, he added.

Dating Laws

To comply with the New York dating law, he explained, bulk milk venders must be completely emptied before they may be refilled. This would require, he went on, that the venders be serviced by location personnel, as the serviceman can't wait around for the vender to empty. It would also require that refrigeration facilities be placed on locations for storage of milk cans.

Most of Chesterfield's carton milk locations offer regular and chocolate milk. The first week, chocolate milk usually equals and often surpasses regular milk volume. Then, in every case, regular milk will pull away and hold 2-1 to 3-1 margins.

The dustier the factory, the better the milk location, said Rosenthal, with establishments using paints, dyes or inks rating highest. He added that clean, brightly lit office locations are often better stops for carbonated beverages than milk locations. About 300 employees, he said, is the minimum for a milk location.

On sandwiches, Rosenthal warned that nothing loses customers more than stale bread. He cautioned operators against saving leftovers for the next day.

Word of Warning

"When you throw away a sandwich," he explained, "don't feel as tho you're losing money. Just figure you're making a little less and making sure you keep your customers."

Rosenthal figures the best policy for vending operators is to order short and sell out. The operator can always phone his caterer for a re-order.

Rosenthal is also New York representative for the Atlas Bar-B-Que Company, maker of a counter frankfurt grill for movie houses.

NAMA Exhibitor

Continued from page 110

McCann Engineering & Manufacturing Company Glendale, Calif.; Pritz Vending Manufacturing Company, Ambler, Pa., and The Harrough Corporation, New York City.

Vendalarm will exhibit vending machine burglar alarms, McCann will show their hot sandwich machine; Pritz a new pencil vender, and Harrough will show advertising aids for vending machines.

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
Doils 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.

*Newest Release

SAMUEL EPPY & CO., INC.

91-15 144th Place
Jamaica 35, L. I., N. Y.

ADVANCE SANITARY VENDOR The Finest for Vending "Flat-Pack" Products

Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 7/8" by 2" by 3/4". Has separate cash box. Advance coin-detector with automatic coin return when machine is empty. Protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today
J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
P. Resident 2-2900

READY FOR DELIVERY NOW! OAK'S NEW "400" CAPSULE VENDOR

McPHAIL VENDING SERVICE
1218 Eglinton Avenue West
Toronto, Ontario, Canada

ANOTHER OHIO FIRST! Imported METAL AUTOMOBILES

(includes Taxi, Ambulance, Fire Chief Car). All colorfully lithographed and the wheels really turn. These are real miniature autos! Vends perfectly in 14 machines. It's terrific as a Rocket item and what a capsule item this is. Be first to show them. Only \$13.20 M. Pre-paid shipment. Write for free samples.
OHIO GUM SUPPLY CORP.
P. O. Box 155 Wickliffe, Ohio

GIVE TO DAMON RUNYON
CANCER FUND

VICTOR'S Baby Grand Deluxe 5c CAPSULE VENDER

Immediate Delivery!
Less than 100 100 or more
\$60.00 case (packed 4 to case) \$57.00 case



**PRESS-ON
BASEBALL
MASCOT
EMBLEMS**

24 Teams—Aust. Colors—2 Designs, National, American International Leagues. Simple directions for applying included in capsule!
ONLY \$19.00 per 1000 includes emblem and instruction sheet.

**NEW CAPSULE ITEM #11
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.

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
90 Albany Ave., Brooklyn 3, N. Y.
Phone: PResident 4-5358

New York Tax

Continued from page 110

houses are required to report to the New York Commission the name and address of each cigarette buyer, except licensed dealers, the quantity purchased and the date of sale.

A State law requires mail order buyers to pay the tax within 24 hours of receiving untaxed cigarettes.

Goodrich said the State has already collected \$7,000 in taxes after sending mail order notices to 2.5 per cent of the mail order buyers on its list. The highest payment, \$336.90, came from a business firm that handled purchases for its employees.

Meanwhile cigarette vending operators will probably profit somewhat if the tax collection drive curtails mail order buying with resultant increased local cigarette sales.

Mich. Dairy Installs Outdoor Milk Machine

DETROIT, Aug. 21.—The outdoor milk vending station is being introduced to Michigan by the Co-Op Dairy, Wyandotte, which recently installed a unit next to a gas station on the Fort Superhighway near the outskirts of Detroit. The machine vends a half-gallon carton for 37 cents. A double coin chute is used, one taking pennies, the other nickels, dimes or quarters. A huge replica of a milk carton 10 feet high is mounted on the top of the station with a message emphasizing the availability of milk around the clock. Its heaviest sales so far come in the late afternoon and evening.

READY FOR DELIVERY NOW!
OAK'S NEW "400"
CAPSULE VENDOR
SPINDLE CITY VENDORS
Gaston, North Carolina

VEND—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!

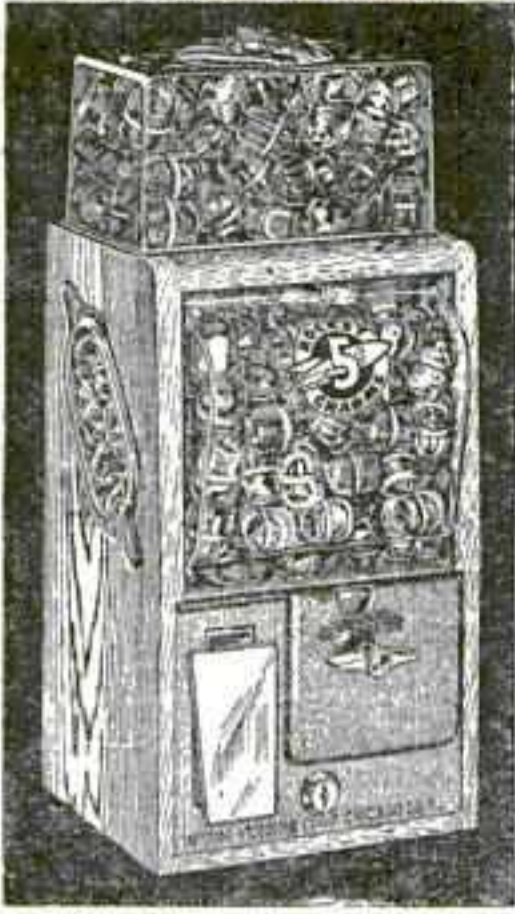
- MONTHLY FEATURES**
Candy Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$7.50
(Foreign rate, one year, \$5)

Name
Address
City Zone State
Occupation

OUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

VICTOR'S
5c Baby Grand Deluxe
CAPSULE VENDER



Less than 25 cases (packed 4 to the case). Per Case \$40.00
25 cases or more. Per Case \$37.00

CAPSULES OF ALL KINDS
SIDMOR VENDING CO.
2137 5th Ave. Pittsburgh 19, Pa.
Atlantic 7-2540

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

READY FOR DELIVERY NOW!

1c or 5c
ACORN
ALL-PURPOSE
BULK MERCHANDISER
Featuring the new
Silver Streak
BRUSH HOUSING

Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.

CAPSULES (Filled)

All Items \$10.00 per 500 All Items

- | | |
|--------------------|-------------|
| Baby Chicks | Butterflies |
| Silver Flashlights | Wood Tops |
| Nail Puzzles | Bugs |
| 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 VENDOR

T. T. VENDING SALES CO.
2659 North Racine Avenue
Chicago 14, Illinois

NEW, LOW, LOW PRICES

Ammoniated Chlorophyll Tab Gum, 330 ct., packed 28 cartons... 35¢ lb.
Chlorophyll Pellets, 1600 ct., packed 30 cartons... 35¢ lb.
Asst. Fruit Dibs, 25 cartons, 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.
REAVIS VENDING SUPPLY CO.
5020 Murdock St. 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 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. 21	Issue of Aug. 14	Issue of Aug. 7	Issue of July 31
Acorn Tab Gum (10 col.)...	\$21.95		\$21.95	
Advance Model D Ball Gum..	6.45	\$6.45	6.45	\$6.45
Advance No. 11 Mdsse.....	5.95	5.95	5.95	
Advance Stick Gum, 1c.....	8.50 10.00	10.00	8.50 10.00	
Ajax (8 col.).....		150.00		150.00
Andico Coffee Vendors.....	395.00			
Atlas Ace 1c Mdsse.....	6.50			
Baval Roll Stamp, (3 col.)..	25.00			
Bradley Seniors, (2 sel.)....	225.00			
25c Ball Point Vendor.....	49.50	49.50	49.50	49.50
Cigar Vendor.....	12.00	12.00		
Columbus 1c.....	6.50	6.50	6.50	6.50
Craig Ice Cream Bar.....	125.00			
DuGrenier Champion (9 col.)	95.00 97.50	95.00 100.00	95.00 100.00	95.00 125.00
DuGrenier Model W (9 col.)..	85.00	85.00	85.00	
DuGrenier Model S (7 col.)..	85.00	85.00	85.00	
DuGrenier Model V (7 col.)..	90.00	90.00	90.00	
Exhibit Card Vendor, 1c...	15.00	15.00	15.00	15.00
Foot Ease.....	95.00	129.50(late)	129.50(late)	129.50(late)
Hupp Single Drink.....	129.50(late)	110.00		
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Master 1c & 5c.....	6.95 8.50	6.95 8.50	6.95 8.50	6.95 8.50
Master 1c.....	6.50	6.50	6.50	6.50
Master 5c.....	6.50	6.50	6.50	6.50
Mills Candy (8 col.).....	198.50	198.50	198.50	198.50
Mills Single Drink.....	150.00			
Mills Tab Gum.....	27.50	27.50	27.50	27.50
Mills 3 Drink.....	185.00			
National 930.....	130.00	130.00	130.00	110.00 130.00
National 950.....	145.00	145.00	145.00	145.00
Northwestern 33 Ball Gum..	6.50	6.50	6.50	6.50
Northwestern Deluxe 1c and 5c.....	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c..	7.95	7.95	7.95	7.95
Northwestern 49, 1c.....	17.35	17.35	17.35	17.35
Northwestern 49, 5c.....	17.35	17.35	17.35	17.35
Northwestern 40, 1c Mdsse..	6.50	6.50	6.50	6.50
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Northwestern Tab Gum.....	25.95	25.95	25.95	25.95
N. W. 1c & 5c Candy Mdsse..	12.00			
N. W. 39, 1c Mdsse.....	6.50			
N. W. Roll-type Stamp, (2 col.).....	35.00			
Pop Corn Sez.....	69.00	69.00	69.00	69.00
Revco Ice Cream Cup.....	125.00			
25c Razor Blade.....	19.50	19.50	19.50	19.50
Rowe Candy (8 col.).....	85.00	85.00	85.00	85.00
Rowe Crusader (8 col.).....	145.00	145.00	145.00	145.00
Rowe Crusader (10 col.).....	155.00	155.00	155.00	155.00
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.).....	90.00	87.50	87.50	87.50
Rowe President (8 col.).....	130.00 155.00	130.00 155.00	130.00 155.00	155.00
Rowe President 10 col.)....	155.00	155.00	155.00	155.00
Rowe Royal (8 col.).....	100.00	100.00	100.00	100.00
Schumack Roll-type Stamp, (1 col.).....	15.00			
Silver King Coffee.....	125.00			
Silver King, 1c Bulk.....			7.45	7.45
Silver King.....	13.95	13.95	13.95	13.95
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 1c Mdsse.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	7.45	7.45	7.45
Silver King Hot Nut.....	15.00 29.95	15.00 29.95	15.00 29.95	29.95
Smoke Shop Lo-Boy.....		249.50	249.50	249.50
Sneads.....	125.00			
Stamp, (2 col.).....	12.50			
Stoner Candy (6 col.).....	115.00	115.00	115.00	
SuperVends, (3 sel.).....	265.00			
Victor 1c.....	8.50			
Victor Baby Grand.....	8.50			
Unedda Candy (5 col.).....	65.00	65.00	65.00	
Unedda Model A (9 col.)...	95.00	95.00	95.00	95.00
Unedda Model E (6 col.)...	75.00	75.00	75.00	75.00
Unedda Model 500 (9 col.)..	100.00	100.00	100.00	105.00
Uneddapak Model 500 (9 col.).....	135.00	135.00	135.00	135.00
U-Select-It.....	49.50	49.50	49.50	49.50

Halt in Cig Decline Seen

NEW YORK, Aug. 21.—It looks as tho the decline in cigarette consumption may have come to a halt. Operators are taking comfort in the latest monthly report issued by the Internal Revenue Service, a report which showed an increase in cigarette consumption for June over the 1953 figures.

According to the report, more than 38 billion cigarettes were manufactured that month, an increase of 1.6 billion or 4 per cent as compared with 1953. Moreover, after four straight months of decrease from 1953 figures, this was the second straight month to show an increase.

In line with the increased production, consumption, too, is on the upswing. The 8-cent a pack tax was paid on nearly 35 million cigarettes during June, about 5 per cent more than the tax-paid total for the same month a year earlier.

Food Distributors Show Hosts Four Vending Suppliers

CHICAGO, Aug. 21.—At least four firms which supply the automatic merchandising industry exhibited at the National Food Distributors' Association convention and exhibit held at the Hotel Sherman this week.

The four firms and personnel representing them were Rockwood & Company, J. H. Daugherty, J. S. Keating, F. R. Nye, The Nestle Company, J. Fairgrieve, J. K. McGrath, J. S. Scholl, G. A. Perlberg, E. J. Brach & Sons, Inc., Frank C. Rubee, Frank Gleason, R. H. Hawley, John Brookes, G. T. Herberger; Blue Jay Products, Inc.; J. A. Shenkman.

Drake Names Smith Director of Sales

CHICAGO, Aug. 21. — Drake Manufacturing Company this week announced the appointment of Verne E. Smith as director of sales.

Smith, with Drake eight years, will have charge of all distribution, both to the original equipment manufacturers and to the jobber field.

Drake makes socket and jewel light assemblies used in vending machines.

N. Y. Candy Show 1955 Dates Set

NEW YORK, Aug. 21.—The 1955 annual exposition of the Metropolitan Candy Brokers' Association will be held July 16-19 at the Hotel Commodore here. Harry V. Schechter has been named general convention chairman. Abe Josephson will serve as general attendance chairman.

In addition to vending operators, the show will be attended by operators of theater concessions, food distributors and wholesale tobacco and confectionery men.



13" WIDE

WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE
PENNY FORTUNE SCAL

NO SPRINGS

Invented and made only by

WATLING

Manufacturing Company

1650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-277
Cable Address: WATLINGITE, Chicago

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

RAKE COIN MACHINE EXCHANGE
605-609 Spring Garden Street
Philadelphia 23, Pennsylvania

CIGARETTE and CANDY MACHINES!

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

UNEEDA CIGARETTE VENDORS

Model E, 6 Cols., 180 Cap. \$ 75.00
Model A, 9 Cols., 270 Cap. 95.00
Model 500, 9 Cols., 350 Cap. 100.00

DU GRENIER CIGARETTE VENDORS

Model 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
Diplomat Electric, 8 Cols., 340 Cap. 165.00

CANDY MACHINES

Rowe Candy, 8 Cols., 120 Cap. \$ 85.00
Unedda Candy, Wall Model, 5 Cols., 102 Cap. 65.00
Stoner Candy, Prewar, 6 Cols., 102 Cap. 115.00
Rowe Candy Merchant, Late Model, 7 Cols., 158 Cap. 165.00

SODA and COFFEE MACHINES
Coca-Cola Bottle 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.

DUGRENIER CHAMPION

9 Columns 420 Cap.

\$97.50

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW RECONDITIONED LIKE NEW

250 Meserole Street, Brooklyn 6, N. Y. • HEGEMAN 3-6295

BALL and VENDING GUMS

New, LOW Factory Prices

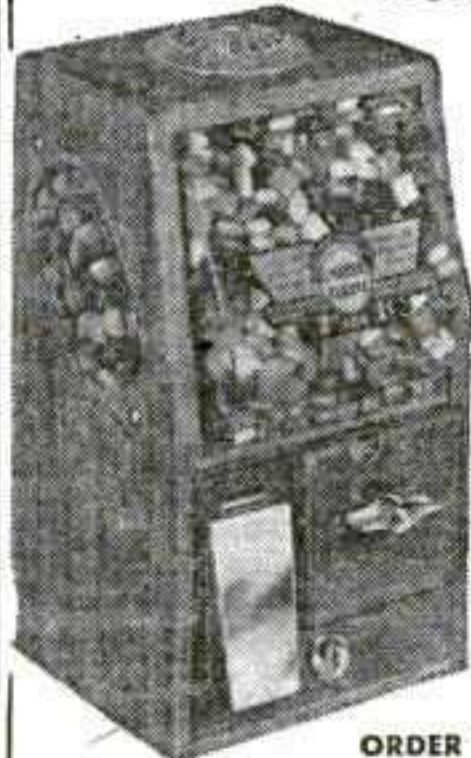
BUBBLE • CHICLE CHLOROPHYLL

Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb.
Clor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb.
Clor-o-Vend Chicks, 275 & 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 30¢ lb.
F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS

4th & M. Pleasant • Newark 4, N. J.

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREATS VENDOR

ORDER TODAY

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

Rock-Ola Unveils New Hi-Fi 50-Selection Phono Model

CHICAGO, Aug. 21.—With the unveiling of the Rock-Ola distributor showings completed last Monday (Aug. 23), the firm unveiled its new 50-selection phono model to operators throughout the country this week. As previously rumored (The Billboard, August 14), the new

phonograph, model 1442, is a 50-selection machine, featuring a new cabinet design, high fidelity and a new selector panel.

Another feature of the new phonograph is speed of selection. As a result of fewer records, the revolving record drum must only travel about half the distance required on the 120-selection machine.

It measures 53½ inches high, 29¾ inches wide and 26¼ inches deep. Net weight of the machine is 290 pounds.

Changes in the cabinet immediately label the new model as a supplement to the Rock-Ola line, rather than an addition to the present Comet 120 series. The cabinet is colored in limed walnut and trimmed in caribbean blue walnut.

The front of the machine features a single pilaster, centered between six long rectangular chrome-plated bars. A silver meshed screen serves as a background.

The dress panel is made of a clear blue plastic, setting off the revolving record drum. Behind

the drum, and extending to the top of the machine, is a mirrored back drop.

Three fluorescent tubes, located behind the pilaster, the selector panel and the dome illuminate the machine.

The selector panel is divided into five rows of title strips, 10 tunes in each. The selector buttons are colored in red and blue, matching the dress panel and the red record drum. The model features one-button selection.

Two speakers are used to achieve high fidelity. A new 7-inch rectangular "Tweeter" speaker for reproducing the high notes, and a 12-inch circular speaker to bring out the bass tones.

Auxiliary equipment includes a new 20-selection wall box, model 1550 Hit 20 wall box, and a new 50-selection unit, model 1548. The latter accumulates up to 31 plays without loss of coins.

While formal operator showings have not been scheduled, Rock-Ola distributors this week began informing operators in their territories that the new model was on display.

A. Ops Hear Advantages Plan at Assn. Meet

Group Selects 3 Tunes for Planned Hit of the Month

LOS ANGELES, Aug. 21.—Rodney Pantages, originator of the juke box advertising idea, adopted the executives of the Music Operators of America in Chicago recently (The Billboard, August 14), gave a detailed report of his plan to members of the Los Angeles Division of the California Music Merchants' Association here Tuesday (17) night.

The meeting, held in conference room 8 of the Biltmore Hotel, was attended by both members of the association and local non-members, who were present to hear Pantages and to acquaint themselves with the work being done by the recently formed local CMA.

Pantages reviewed his plan as outlined in Chicago, and the idea was unanimously adopted by all attending. Pantages' spot on the program was moved up to allow for an early departure for Bakfield and as a result, his talk was not as long as expected. George A. Miller, president of the CMA.

NEW SHOWCASE

Miami DeeJay Spots Juke On TV Show

MIAMI, Aug. 21.—Bob Norman, manager of Southern Music Company, AMI outlet here, achieved outstanding showcase for the HI Model E this week, when he teamed forces with disk jockey Dick Cobb, on the latter's television program "Cobb's Corner." Cobb's half-hour show this week featured a jitterbug contest which teen-agers participated, dancing to the music from one of Norman's phonographs. Norman noted that the camera stayed right on the machine for the full 30 minutes and that Cobb made frequent identifications.

Norman added that arrangements had been made for four appearances of the phonograph, once a week for the next three weeks.

Op Attendance Soars At Seeburg Showings

Distribs Tour Areas With New Model; Report Enthusiasm Hitting New High

CHICAGO, Aug. 21.—Operator enthusiasm and attendance continued to break all past records during a phonograph unveiling, reported Seeburg distributors, who moved into their second week of operator showings of the new Seeburg "omni-directional" sound phonograph.

Distributors, who launched operator showings Sunday and Monday (8-9), moved to neighboring cities for additional showings later that week, and some continued showing the new model throughout this week.

Following are spot reports of showings held this past week:

250 Ops Attend Davis N. Y. Showing

ROCHESTER, N. Y.—Davis Distributing Corporation held show-

ings of the new Seeburg HF 100R here last Sunday (15) in the Ontario Room, Hotel Seneca, to an estimated attendance of 250 operators and guests.

Hosts for the event were James V. Alexander, branch manager, along with Lou Monte, recording artist. Assisting were Louis J. Leone, Paul Sylvestri, Steve Skvarek, Fred Tirraccine and Nancy Grant.

Operators and guests attending included Mr. and Mrs. James V. Alexander, Harry Kertman, Ernest Emm, Louis Bruno, Charles Houyser, Robert Thomas, Herb Robinson, Jack Bradley, Bruce Daley, Mr. and Mrs. Allen S. Grant, Lou German, Roy Argyros, Art Green, L. Sibur, Fred Cilano, Mr. and Mrs. Charles Winters and Carl Rapp.

Mr. and Mrs. H. E. Betz, Mr. and Mrs. Jack Portno, Cleon L. Boothe, Mr. and Mrs. Andrew Mason, Lindy Nardone, Mr. and Mrs. Gene Spero, John Burruto, M. Gumbiner, Mr. and Mrs. Donald Sullivan, Mr. and Mrs. Daniel Epstein, James Jason, Carl Goldstein, Louis Frank, Mr. and Mrs. Samuel L. Guadagnino, John Jaworski, Carl Piccarreto and Frank L. Panzer.

Lynch Lures 130 Ops At San Antonio Showing

SAN ANTONIO — Nearly 130 enthusiastic music operators crowded into the Crystal Ballroom of the Plaza Hotel here last Sunday (15) for S. H. Lynch & Co.

Ohio Ops Mull Local Problems

CLEVELAND, Aug. 21.—Music operators of the Phonograph Merchants' Association met here Thursday (12) at the Hollenden Hotel and held a general round table discussion on local business conditions and current problems.

Operators participating in the discussions included James Ross, Sanford Levine, Nate Pearlman, Hyman Silverstein, Edward Kenny, Joseph Solomon, Ben Mart, Isadore Fink, Charles Metro, Albert Liffins, Thomas Hunter, Milton Cousins, Joseph Lukin, Arnold Lief, Paul Case and Jack Cohen.

Jack Cohen, president of the association, kept the discussion rolling thruout the evening.

Before the meeting ended members set the next get-together for September 16.

HOME PHONO, JUKE STYLE

CHICAGO, Aug. 21.—The selling power of a juke box was made evident recently, when Allegro Electronics bowed a new home phonograph called the Jukette.

Styled after a modern juke box, the new model features a clear plastic dome, cabinet made of plexiglass and an illuminated front. It was designed for use in rumpus rooms, etc.

NEBRASKA

State-Wide Op Convention Set Sept. 11-12

CHICAGO, Aug. 21.—A State-wide convention and business meeting for Nebraska music operators will be held September 11-12 in the Hotel Lincoln in Scottsbluff, announced Howard N. Ellis, secretary and treasurer of the Nebraska Automatic Phonograph Operators' Association, this week.

Ellis said that every operator in the State was invited to participate in the event, regardless of whether they belonged to an association or not. He added that the business to be discussed

(Continued on page 120)

Roberts Names 2 New Distribs For Magnecord

CHICAGO, Aug. 21.—Henry (Heinie) Roberts, vice-president and general manager of the commercial music division of Magnecord, Inc., this week announced the appointment of two more distributors to handle the firm's magnetic tape equipment.

The firms are Brice Sales Company, Flint, Mich., and Interstate Supply Company, St. Louis. Brice will cover 25 counties in Michigan, and the Interstate Company will cover 78 counties in Missouri and 50 counties in Southern Illinois.

The appointments follow a program released by Roberts two weeks ago (The Billboard, August 14), calling for approximately 100 distributors by October 1. Nine have been added since that time.

Texas Assn. Ties in With National MOA

SAN ANTONIO, Aug. 21.—Officers of the San Antonio Music Operators' Association announced here this week that affiliation with the Music Operators of America had recently been undertaken and that all members were now eligible for the advantages of the national association.

The San Antonio association, altho formed just a few months

(Continued on page 119)

S. D. Op Assn. Readies Dual P-R Campaign

Give-Away Juke Program to Spark Sept. 13-14 Meet

PIERRE, S. D., Aug. 21.—A dual public relations program will spark the next meeting of the South Dakota Phonograph Operators' Association, to be held in Salem, September 13 and 14.

Heading the event will be the recently adopted "Juke Box Give-Away" program, which calls for a juke box donation to the public's favorite charity at every meeting. The second program to be aired will be the association's candidate for the Mrs. South Dakota contest.

The "Juke Box Give-Away" campaign is unique, operating as follows: Member operators post signs in all of their locations, announcing that a juke box will be donated to the charity most favored by the public. Ballot boxes are placed along side of the juke boxes or behind the bars and the public votes for their favorite charity. The signs suggest a few organizations—Vet hospitals, teen canteens, State institutions and churches—giving the public an idea of what is wanted.

Gordon Stout, president of the association, pointed out to operators in a recent letter that it was up to them to show the general public what the juke box industry was doing in regard to civic affairs.

He also sent letters to location owners, urging them to get behind the campaign. He explained

(Continued on page 119)

Miami Coinmen Bowling League Set for Sept.

MIAMI, Aug. 21.—The projected coinmen's bowling league appears certain to get under way here in September, with all eight teams already sponsored.

According to present plans, announced by Roy Gullo, Marino Music Company, the keggers will get underway Monday evening, September 13 at the air-conditioned Paradise bowling alleys.

Gullo said that the new league, as yet unnamed, will be fully accredited with the American Bowling Congress. This means, he explained, that the participating coinmen are eligible for some \$1,500 in prizes during the year.

Sponsors of the league are Taran Distributing Company, Acme Music and Vending Company, Marine Music Company, All-Coin Amusements, Advance Music Company, Radio Center, Supreme Distributors and American Operating Company.

Enthusiasm is running so high, said Gullo, that one team, Acme Music and Vending, is already practicing at the Paradise alleys. Three members of the five-man Acme team will be Bobby Schwartz, Eddie Daddis and Harry Zimand.

Gullo hopes that in time the Miami bowlers can challenge out-of-town coinmen teams.

Calendar for Coinmen

September 8—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.

September 9—Music Operators of Connecticut, monthly meeting, site to be announced, Hartford.

September 11-12—Nebraska Automatic Phonograph Operators' Association, quarterly meeting, Hotel Lincoln, Scottsbluff, Neb.

September 13-14—South Dakota Phonograph Operators' Association, quarterly meeting, Salem, S. D.

September 16—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

September 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

September 30-October 2—Indiana Tobacco & Candy Distributors' Association, seventh annual convention and merchandising fair, Hotel Claypool, Indianapolis.

October 10-13—National Automatic Merchandising Association, annual convention, exhibit, National Guard Armory, Washington, D. C.

October 25—Summit County Music Operators' Association, Inc., annual banquet, Mayflower Hotel, Akron. (Tentative date.)

Rumor Evans to Bow 50-Selection Phono

CHICAGO, Aug. 21.—H. C. Evans & Company will soon show a new phonograph model to operators and distributors thruout the country, rumored trade circles here this week.

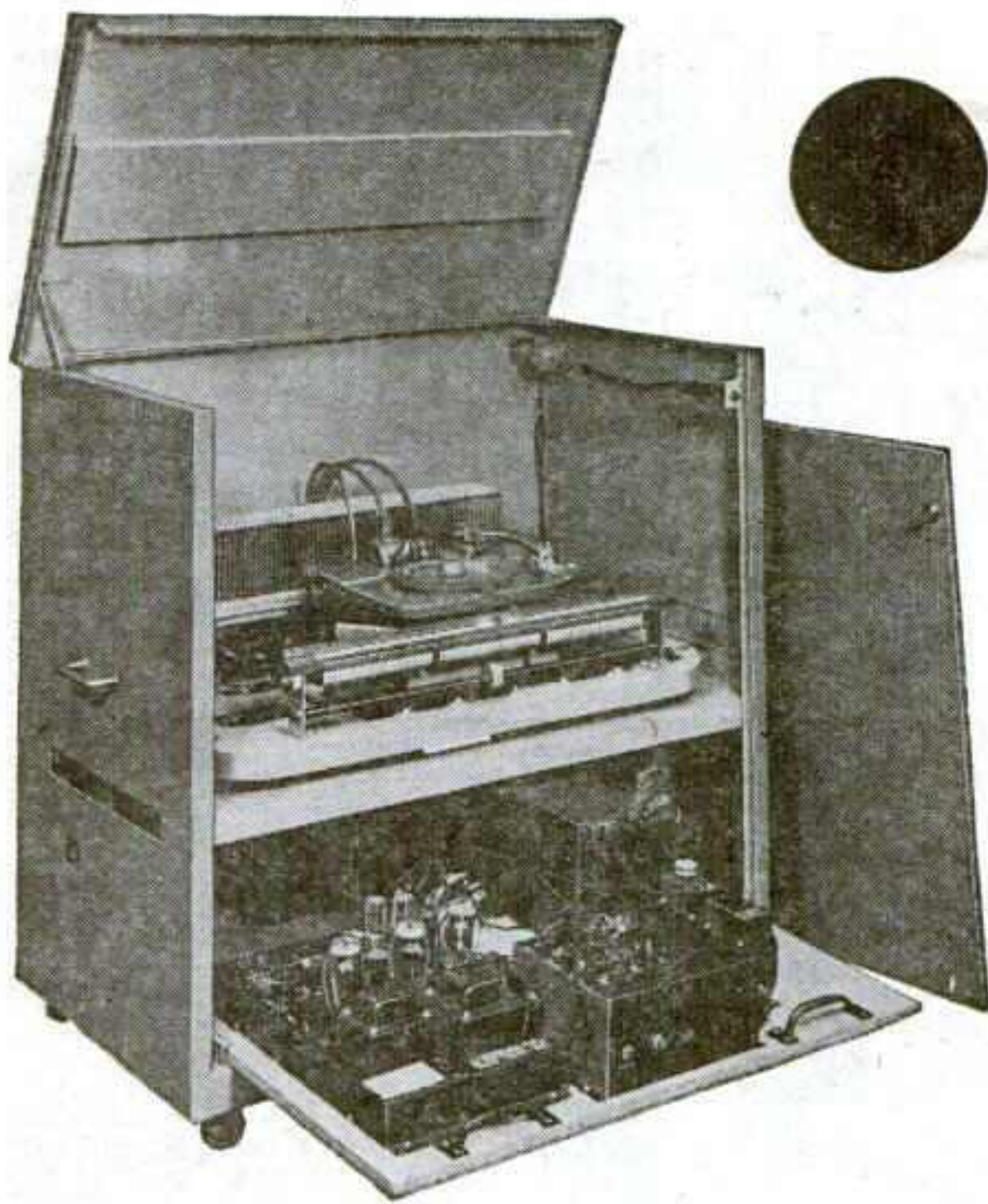
Altho officials of the Evans plant would not comment on the rumors, other sources established the new machine as a 50-selection, high fidelity model. It was also indicated that the new model

would follow the styling of the firm's present 100-selection Holiday.

Should the rumors be correct, Evans would have rounded out its line and be in a position to offer operators both 50- and 100-selection machines.

The Holiday model was introduced to operators during the Music Operators of America convention last March.

HIDEAWAY HITS



HERNANDO'S
and AMI's

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

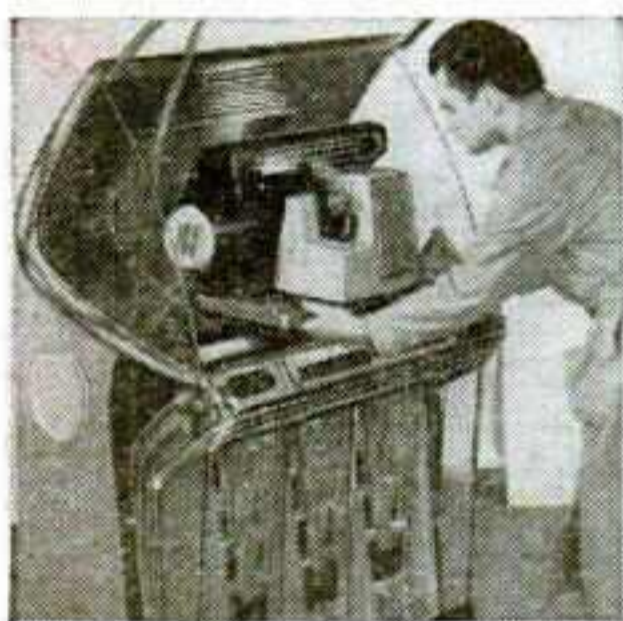
SEEBURG GIVES YOU-

UNEXCELLED

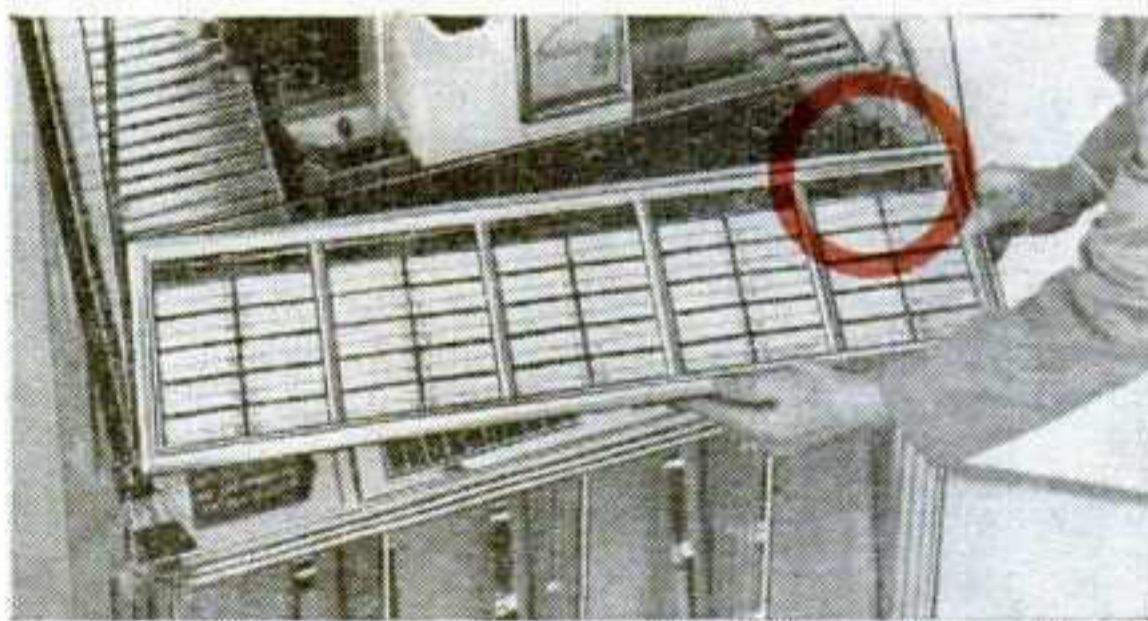
...for matchless performance

...for profitable operation

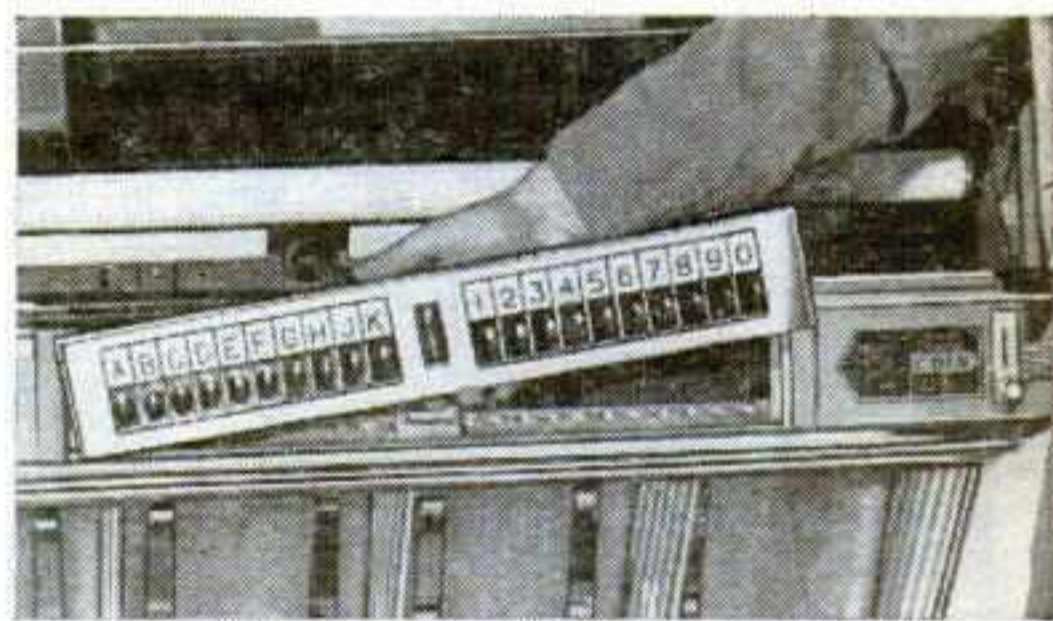
Beyond its striking beauty, its incomparable performance, the new Select-O-Matic "100" is the most efficient, easiest-to-operate music system ever built. Here, on these two pages are engineering features that are typical of the new Select-O-Matic "100".



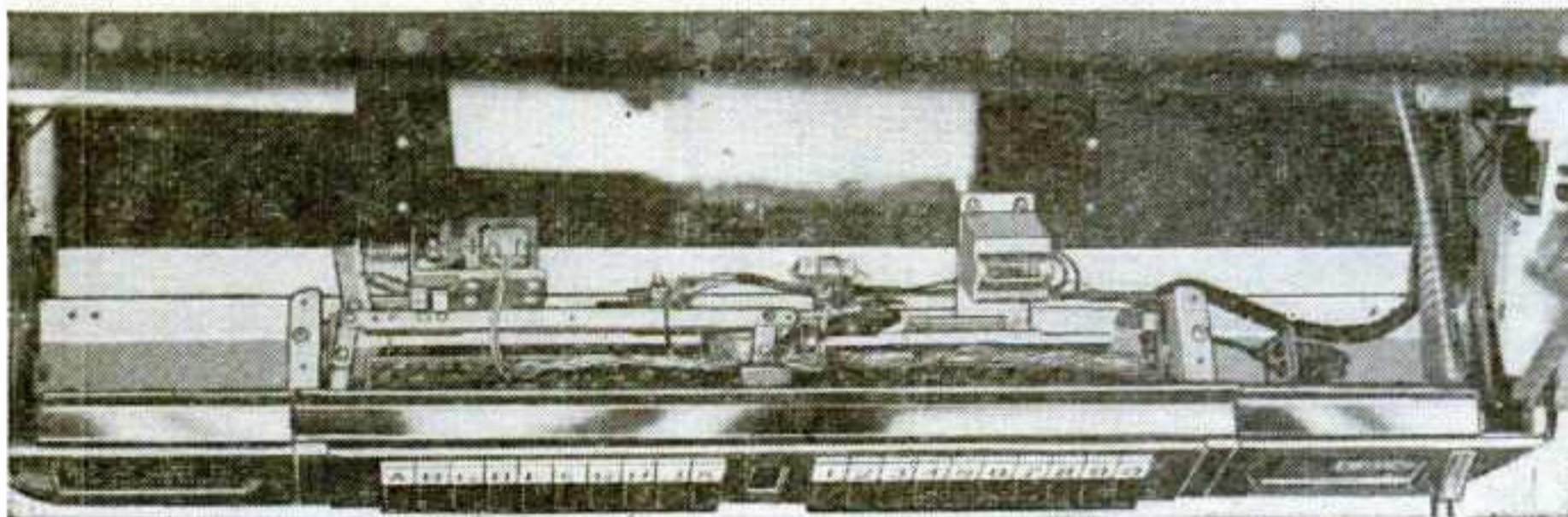
Entire mechanism slides out from front and rests on selector castings for easy cleaning and servicing.



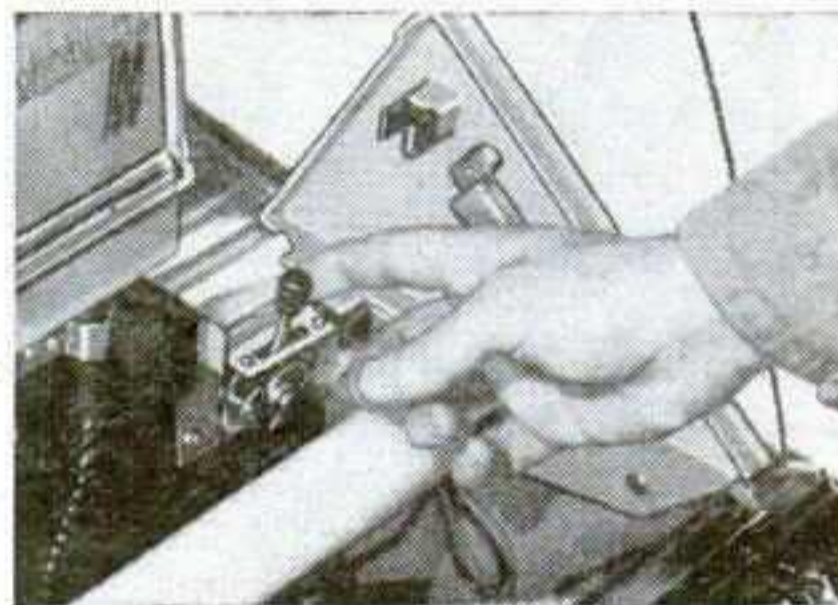
Title strip selection panel is held firmly in place by two magnets (inset). Just lift out . . . no mechanical latching.



Key panel is simply removed by releasing two sliding lock fasteners.



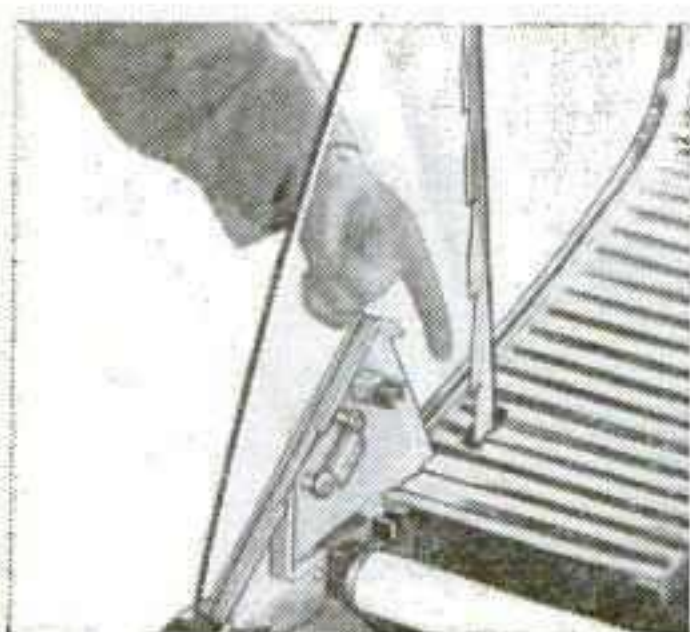
The new electrical selector is designed for ease of service. Includes credit switch.



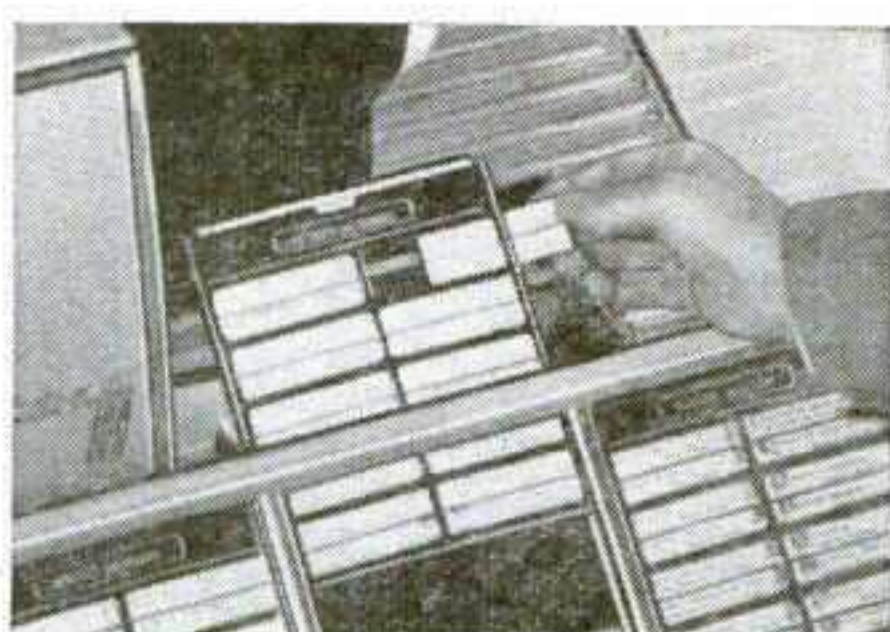
Single service switch permits complete control of entire mechanism.

America's Finest and Most Complete Music Systems

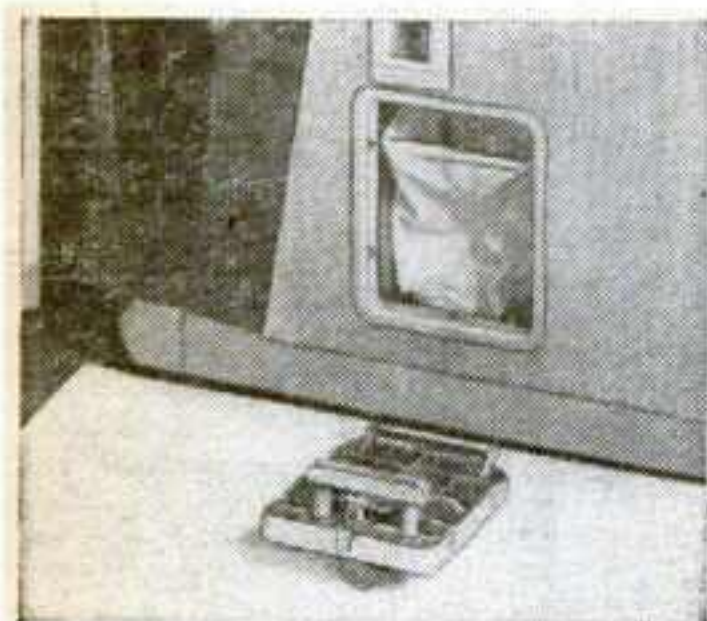
ENGINEERING



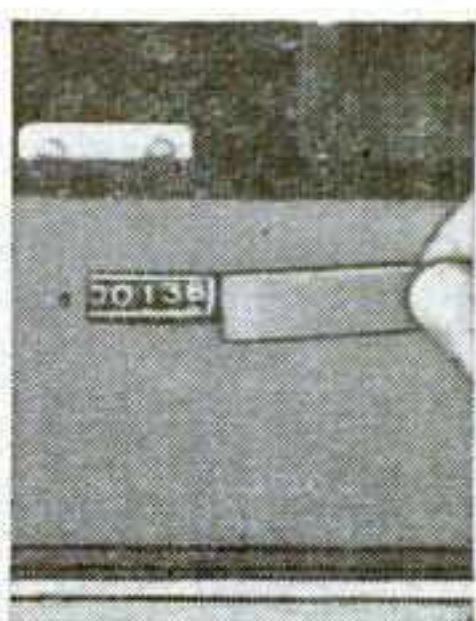
Six-position, positive action lid support. Spring action safety catch.



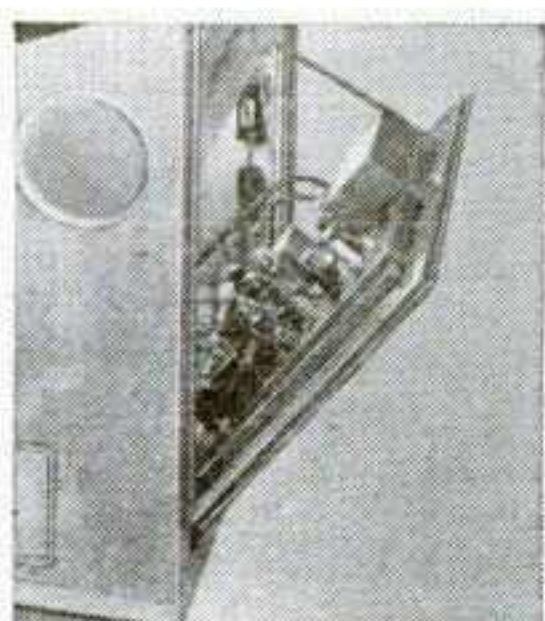
Title strip holders lift out from top. Double, full-size title strips inserted or removed from sides.



Pilferproof coin box. Cast aluminum door, steel reinforcing bezel, and new lock minimize tampering.



Selection counter keeps record of total plays.



Electronic assembly on hinged door drops to any position to permit servicing without stopping phonograph.



Lower cover panel affords easy access to amplifier and selection receiver. In-line selector can be removed independently of mechanism after removing upper cover panel. All tests made under actual operating conditions without loss of revenue. Handholds and loading strips.

PLUS - FULL-SPECTRUM HIGH FIDELITY
PLUS - OMNI-DIRECTIONAL SOUND

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois



Op Attendance Soars At Seeburg Showings

• Continued from page 114

pany's showing of the new Seeburg phonograph.

On hand to greet operators and their guests were E. D. Furlow, vice-president; B. J. Nichol, personnel manager; A. C. Schwartz, assistant manager; W. D. Carr, Lewis S. Fountain, William Beatty and Dolores A. Heron.

Charlotte Distrib Pulls Large Crowd

CHARLOTTE, N. C. — Music Distributors, Inc., played host to over 85 operators, their wives and guests here last Sunday (15) when it unveiled Seeburg's new five-speaker phonograph.

Refreshments included a buffet luncheon and cocktails.

Staffers on hand to greet the guests were R. L. Haire, William Preston, Oscar Hedrick and Jack Woolard. Seeburg representative assisting in the festivities was A. H. Miller, district sales manager.

Shaffer Staff Hosts Ops in 3 Cities Aug. 8

COLUMBUS, O.—Three simultaneous showings of the new Seeburg phonograph model sparked staffers of Shaffer Music Company in as many cities Sunday, August 8.

The showings were held in Cincinnati, Indianapolis and here at Shaffer's home office. According to J. L. Flynn, sales manager of the firm, all three unveilings drew larger crowds than ever before experienced.

Irv McClelland, district sales manager of Seeburg, assisted staffers here in greeting operators and their guests.

Out-of-Town Ops Converge on Atlanta

ATLANTA — Operators from nearly a dozen cities flocked to the showrooms of Sparks Specialty Company, Inc., Sunday and Monday (8-9) for the unveiling of the new Seeburg high fidelity phonograph model.

Before the two-day event came to a close, operator attendance and enthusiasm broke all past records.

Sparks personnel on hand included C. P. Dinwiddie, Bob Dinwiddie, Jimmy Simpson, Jack Harris and Jim Fletcher. A. H. Miller, Seeburg district sales manager, was on hand to point out the features of the new machine.

Among the prominent coin machine operators attending the event from Atlanta were W. S. Venable, Venable Music Co.; C. C. Vanable, Georgia Phonograph Co.; W. L. Groover, Robert McCune, Variety Distributing; Jake Friedman, Star Music Co.; Howard Robinson, Robinson Distributing; Sam Cohen, Cohen Music Co.; Sam Warshaw; S. M. (Totsy) Johnson, Rainbow Music; Bob Green, Dixie Music Co.; John Bailey, Bailey Music Co.; F. E. Blalock, F.A.B. Distributing; Leon Dexter Smith, Jero Sales Co.

K. O. Vaughn, Peachtree Music Co.; Bob McConnell, Ace Novelty; J. L. Wilson, Ace Novelty; Milton Anthony, Burt Distributing Co.; Wayne Tyner, Ford Amusement; Arnold Feldman, Amusement Vending Co.; C. O. Moon, Variety Distributing Co.; Vernon Beane, Beane Music Co.; Mr. and Mrs.

Title Strip Firm to Open Chi Office

CHICAGO, Aug. 21.—Del Hahn, president of Star Title Strip Company, announced this week that his firm would soon open offices here, in addition to the main office in Pittsburgh.

Hahn, in town this week to set up the operation, said that the new offices would be located at 1825 W. Chicago Avenue. He estimated that production would begin around September 1.

Explaining the move, Hahn said that with the new Midwestern office, delivery time could be cut in half to operators in this section. "With two offices," Hahn added, "the territory east of Ohio will be handled by the Pittsburgh office, and everything west, by the office here."

Harley Rakestraw, Rakestraw Music Co.; Slim Scarborough, Parks Novelty Co.; Frank Jenkins, Lucky Music Co.

James Dodys, Georgia Novelty Machine Co.; Sonny Lumberg, Taran Distributing Co.; Bob Osborne, Taran Distributing Co.; E. T. Davis, Davis Music Co., and George Nour, Dixieland Music Co.

Out-of-town visitors included Mr. and Mrs. A. H. Connell, Connell's Music Co., Augusta; Charles Bradley, B. & B. Music Co., Ellijay; W. B. Cooper, Fort Valley; Mr. and Mrs. O. J. Mullinix, Oglethorpe Vending Co., Savan-

nah; Hoke Smith, B. & S. Music Co., Rome; Fay Pledger, Pledger Amusement Co., Summerville.

Junior Graham, Automatic Amusement Co., Cartersville; J. C. House, Smoky Mountain Amusement Co., Murphy, N. C.; Frank Bevers & Son, Marietta Music Co., Marietta; W. C. Wallace, Wallace Novelty Co., Marietta; C. G. Townsend Jr., Kite Amusement Co., Kite; Heywood Wynn, Dixie Music Co., Vidalia; Paul Brown, B. & B. Music Co., Macon; Marion Hardin, Washington; Frank J. Pirkle, Gainesville.

William Ham, Tolbert Music Co., Rome; Al Allgood, Anderson Music Co., Hapeville; Fred Cox, Anderson Music Co., Hapeville; J. A. Brigman, Jay-Bee Co., Norcross; Charles Borum, C. I. Martin Co., Macon; Emmett Downey, Scottsboro, Ala.; Jim Trantham, Wallace Novelty Co., Marietta; J. D. Langston, Langston Music Co., Chattanooga, Tenn., and J. C. Atkinson, Love-

lady Music Machine Co., Anniston, Ala.

George Nader, Nader Music Co., West Point, and W. H. Weathers, Weathers Music Co., LaGrange.

New England Ops Throng Boston Show

BOSTON—New England operators, local record distributors and allied coin machine members had their first look at the new Seeburg HF 100R here last Monday (9) at the showrooms of Trimount Automatic Sales Corporation.

Before the end of the day over 200 guests had registered.

Making up the welcoming committee were David S. Bond, president and treasurer; Irwin Margold, general manager, and Harry Kelly, district manager of Seeburg.

A buffet luncheon was served along with cocktails from morning until night. Door prizes were

awarded to Martin Oliver and O. J. Porter, both of Portland, Me., and Tom Libbey, of Haverville, Mass.

Wolfe Holds Shows In Florida and Alabama

JACKSONVILLE, Fla. — Four showings, in as many cities, were held by Wolfe Distributing Company within the past two weeks, as the firm bowed the new Seeburg phonograph.

The showings were held in Birmingham, Ala., August 8; Tampa, August 12; Jacksonville, Fla., August 15, and Miami, August 22.

The following staff members were on hand to greet members in the various cities: Simon Wolfe, H. C. Clarkson Jr., M. F. Patton, Harold Parker, Ross J. Sedita, Peter Doranie, W. P. Ward, R. E. Gibbon, John Hood, Frank R. Grantham, W. F. Mc-

RINGS UP \$ bigger

Check
FALL COIN

FOR ADVERTISERS: autumn is the time to

SERVE THE BUYING NEEDS OF OPERATORS
of all types of coin machine equipment, parts & services
WITH A FULL STORY AD ABOUT YOUR LINE
in *The Billboard Annual*

FALL COIN MACHINE SPECIAL

Make your space reservation now. Contact your nearest Billboard office today!

CHICAGO: 188 W. Randolph St., Chicago 1, Ill. (Central 6-8761).
NEW YORK: 1564 Broadway, New York 36, N. Y. Plaza 7-2800.
CINCINNATI: 2160 Patterson St., Cincinnati 22, Ohio, DUNbar 6450.
ST. LOUIS: 360 Arcade Bldg., St. Louis 1, Mo. CHesnut 1-0443.
HOLLYWOOD: 6000 Sunset Blvd., Hollywood 28, Calif. HOLLYwood 9-5831.

DATED—**SEPTEMBER 25**
DISTRIBUTED—**SEPTEMBER 21**
ADVERTISING DEADLINE—**SEPTEMBER 16**

Kenny, Maxine J. Adams, Lois Diddell and Paul Austin. Representing the Seeburg Corporation were A. H. Miller and E. C. Blankenbeckler.

Atlantic-New York Draws Ops State-Wide

HARTFORD, Conn.—Operators representing the entire State showed up for the Atlantic-New York Corporation showing of the new Seeburg phonograph here Wednesday, August 11.

Hosts for the event included Meyer C. Parkoff, Mac Perlman, manager; Al Stellaccio, Ed Clafey, Lawrence Fentiman, Antonio J. Musolino, Richard E. Fentiman, Salvatore J. Speno, Fred C. Collins and Kay Wagner.

Assisting in the activities were Jack C. Gordon, district representative, and John Stuparitz, sales engineer, both of Seeburg.

Among the operators and guests who attended were Dominick

Sanzo, New Britain; Max Putterman, New Britain; John Angelico, Norwich; Peter Cavarnos, Norwich; Lewis J. Beilman, Middletown; Lucien Wilson, Middletown; Michael Pandolfo, Middletown; Charles Ezzo, Meriden; Samuel Krasner, Bridgeport; Alex Krompovitis, Bridgeport.

Hank Kozlowsky, Berlin; Abe Fish, Hartford; B. J. Onofrio, Forestville; Jay Wells, Bridgeport; Duke Moore, New Haven; Milton Moore, New Haven; William Eckstrom, Bristol; Ben Nemirow, Hartford; James O'Connor, Danielson; James Choti, Norwich; Flint Newton, Bristol; James Tolisano, Hartford; Henry Gazer, Shelton.

Milton Block, Terryville; Michael Nickolas, Bridgeport; Phil Tolisano, Hartford; Nick Manero, Bridgeport; Joe Daniele, Waterbury; Abe Rechtshafer, Hartford; Paul Rechtshafer, Hartford; Murray Simon, Hartford; Nat Lessor,

Savilli Named

Continued from page 114

relations chairman. His job will be to contact association members thruout the State, as well as visiting public service agencies and hospitals.

One of his first assignments, Fish said, will be to procure a large number of late recordings and present them to the Newington Home for Crippled Children as gift from the association. "Gestures like this," Fish explained, "will go a long way in reminding the public and other industries of the growth and good deeds of the juke box industry."

Maurice Wein and Frank Marks, all of New Longon; Martin Rosa, Waterbury; James Fitzpatrick, Bridgeport, and P. J. Montano, New Haven.

Texas Assn.

Continued from page 114

ago, already boasts of nearly 50 per cent of the operators here. Last count showed membership hitting 40.

Meetings are held every two weeks in the Gunter Hotel and attendance is usually near the 100 per cent mark.

Officers of the recently formed group are Roy Karoly, president; Willie Moke, vice-president; Louis Jamail, treasurer, and R. V. Ellis, secretary. Board of directors are Ben Bonam, Albert Johnson and Dorsey Swindler.

One of the biggest problems facing the group is the decision of remaining on nickel play or switching to dime, three for a quarter. At present, both prices are in use.

L. A. Ops Hear

Continued from page 114

MOA and CMMA, introduced Pantages, and pointed out to operators that Pantages was prepared to support a survey of the music machine industry at a location-level. Miller also added that he had withheld his feelings on the idea until it had been presented impartially and without prior notice to the board of his group in Oakland.

Pantages explained that the survey would be made by competent people so that reliable reports could be made to the national advertising agencies. He added that he did not see how the program could cost less than \$40,000 and show the actual coverage of the commercial recordings.

When Pantages finished his presentation, Miller introduced Walt Hemple, local president. Miller praised Hemple and Ben Chemers local business representative, for the work they had done in the new local. Miller also thanked members for their co-operation and said that he thought that Pete Pellegrini's idea of a "Hit of the Month" program was wonderful.

Hemple presented there picks in the popular, western and rhythm and blues fields for the membership to vote upon as the "Hit of the Month." The tunes in the balloting were selected by the local group's board of directors. Named as the top tunes were "I Need You Now," "Too Late Now" and "Oop Shoop."

Chemers told the group that a 1947 music machine had been donated by the Minthorne Music Company and given to a church recreational hall on the East Side. He added that Merle Holmes was supplying free games and music for the San Gabriel Fiesta. Chemers asked that other members keep him advised when records or machines are donated so that the newspapers can be notified. This, he added, was part of the association's public relations program.

Martin Silverman and Lou Dubin, of Active Vendors, Inc.; Carl W. Fisher, Harry D. LeRoy, Irving Honig, Milt M. Fisher and Mario Iriarte were announced as new members. Miller declared that he was well pleased with the progress made by the group during the few months since its origination.

"This association is not growing by leaps and bounds," Miller said, and I am glad. This indicates a firm foundation. We have not lost a member and I see up and down the street that operators are pleased with the progress made. New members are coming in all the time and they are doing so without pressure or promises.

"I would like this group to shoot for a youth center—some place where the youths can dance and be off the street and under supervision."

Miller advised that in the future he would attend all of the Los Angeles meetings unless pulled away on business.

The State president gave a quick rundown on his Eastern visit, pointing out that MOA plans to establish its own music copyright agency and solicit tunes from songwriters thruout the nation. He touched briefly upon depreciation stating that the suggested rate of 40, 30, 20 and 10 had been made.

Following adjournment near midnight, operator groups gathered for further discussion of points outlined during the session.

S. D. Op Assn.

Continued from page 114

ed that customer opinion was important in both the juke box business and the tavern and restaurant business, and that the location owner who got behind this effort would benefit from higher collections in the juke box and from better good will among the customers.

Costs Nothing

The cost to the location owner, Stout said, was null. "Only a little time and a few answers to the public are required to make this effort a success," he explained to the owners.

The donation at the next meeting will be the first in the campaign.

The second public relations program revolves around the possibilities of the association sponsoring a candidate for the Mrs. South Dakota contest.

Also on the agenda for the coming meeting will be the regular business sessions.

OPERATING PROFITS...

The Billboard Annual

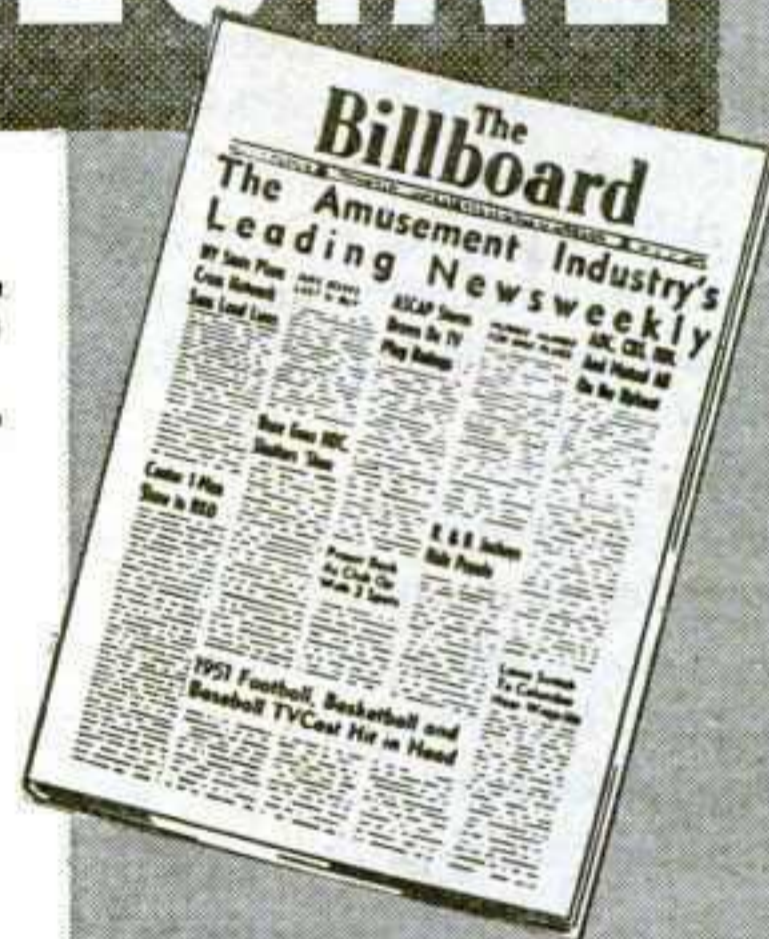
MACHINE SPECIAL

DATED SEPTEMBER 25

—the big, important issue designed to help you get more profits during your peak operating season!

Autumn is the time coin machine business is tops—with activity running higher than any other season of the year! The Billboard FALL COIN MACHINE SPECIAL—with timely features, survey data and latest news—helps you gear to new or increased activities in all locations!

Autumn is the time operators everywhere are planning to buy new equipment and converting old in their annual changeover to the fall and winter season! The Billboard FALL COIN MACHINE SPECIAL contains the best offerings of equipment, parts and services in the entire coin machine industry. Everyone who has anything worthwhile to sell coinmen shows his newest line in this big, important issue of The Billboard.



Don't Miss The Billboard Annual

FALL COIN MACHINE SPECIAL

... a must issue for any operator planning to buy any kind of coin-operated equipment, parts or supplies

S IS FOR SUPERMARKETS



Today there are **17,550***

Supermarkets—"super" prospects for you and

AMERICA'S

Music UTILITY

Overnight, America's MUSIC Utility can turn every cubic foot of supermarket air space into a new kind of productive *selling* space. How?

FIRST, by playing Background Music psychologically and scientifically chosen to make customers linger longer and *enjoy* their shopping.

SECOND, by playing recorded commercials and store-messages which arouse the urge to buy specific products and which tell customers the exact shelf where those products can be found. Because Magnecord's "Packaged" Background Music Service is on magnetic tape reels which are played right in the supermarket - right on location - it's both simple and inexpensive to *automatically* intermix tape-recorded commercials with musical selections in any frequency and rotation desired.

WITH this two-pronged attack any supermarket can step up gross sales and increase net profits. In fact, if a supermarket wishes to charge manufacturers a fee for playing *their* commercials, the entire Service of music and commercials can be financed at no charge to the supermarket!

Remember, too, only Magnecord's "Packaged" Background Music Service offers RCA Planned Music . . . music selected, blended, and programmed by RCA itself . . . music that utilizes famous orchestras like Freddy Martin, Norman Cloutier, Hugo Winterhalter, Vincent Lopez, and many, many, others . . . music that comes to you and your subscribers with *no* strings attached . . . *no* franchises to buy and *no* population minimums.

Whether you're offering 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 unrestricted opportunity is yours when you sell America's MUSIC Utility.

* ONE MORE EXAMPLE OF THE UNLIMITED PROSPECTS FOR

MAGNECORD

High Fidelity Continuous Reproducer

and

RCA Planned Music

A "PACKAGED" BACKGROUND MUSIC SERVICE

For complete information, phone, wire, or write to:

magnecord, inc.

Henry ("Heinie") T. Roberts, Vice President and General Manager - Commercial Music Division

1101 So. Kilbourn Avenue, Chicago 24, Illinois • Telephone: VAn Buren 6-9301

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

CONGRESS LOSES AMUSEMENT BILLS. Several bills are dropped in last-minute rush: (General-Radio-TV departments).

CAPITOL ENTERS R.&B. FIELD. New platters will be issued on regular label (Music department).

MUSIC PERFORMANCE TRUST FUND REPORT. Year's take in 1955 can reach \$2,401,000 (Music department).

HILLIARD SIGNS FLOCK OF TALENT. Label "X" gets three new artists on roster (Music department).

And many other informative news stories, as well as the Honor Roll of Hits and pop charts.

COINMEN YOU KNOW

Miami

Communications to:

Al Denny
83-3696

New License Law

Talk of Coin Row . . .

The talk along coin row is about the new Miami license law due to become effective October 1 (The Billboard, August 14). The ordinance hiking the license per machine to \$18.75 from the present \$12.50 has not evoked a storm of protest, due mainly to elimination of the \$25 transfer fee originally approved on first reading. This clause would have made licenses non-transferable, and a machine could be moved from one spot to another only upon payment of the \$25 fee.

Dave Engel, Dade Vending Company, is on a three-week motor trip north and expects to visit coinmen in Raleigh, N. C.; Norfolk; Wilmington, Del.; Newark, N. J., and New York. A little known facet of Dave's career is that he still carries a Florida real estate broker's card, which harks back to the old days when he was active in that field.

Willie Blatt is due back from from his vacation in Mexico just about the time his new gun game Bull's Eye goes into general distribution. Willie claims it is the first game in coin machine history to shoot bullets. Not the powder-exploding type, of course, but a reasonably exact facsimile.

Sam Taran, Taran Distributing, has a weakness for golf and manages to get out to the links whenever the press of business permits.

George Burger has been promoted to service manager at Southern Music Distributing Company. Manager Bob Norman received a beautiful hand-tooled wallet from Japan, a gift from his son-in-law, **Bob Massey**, and daughter, **Arlene**. Young Massey is in the Marines.

"Juke Box Serenade," the daily WQAM radio program aired from 4:30 to 6 p.m. five days a week, and its deejay, **Bill Burns**, were featured in an advertisement in The Miami Herald. The WQAM ad contained a picture of Burns, who works closely with the AMOA, and the message: "This is your authentic pop tune popularity poll—the day's top 10 tunes on greater Miami's juke boxes, as reported by the Amusement Machine Operators' Association."

Morton Weinberger, Southern

Nebraska

• Continued from page 114

would be of importance to all operators.

The convention will get under way Saturday (11) at 5 p.m. A board of directors meeting will be held at 7 p.m., with the banquet teeing-off at 8. Following dinner there will be music and entertainment, Ellis said.

The business meeting will start at 1:30 Sunday afternoon. Highlights of the meeting will be a report on the proposals recently adopted by the executive board of the Music Operators of America, and a report on a program designed to fight juvenile delinquency.

Sometime during the event a juke box will be donated to the Youth Club of the Scottsbluff YMCA.

Ellis said that all associated members of the association were invited to attend the convention and that equipment could be displayed if desired.

Operators intending to attend were urged by Ellis to notify him at the earliest possible moment.

Automatic Music Company, Louisville, is vacationing at Miami Beach and spending considerable time with his girl friend, Suzanne Meyer.

Marvin Novak, King record distributor, returned from a three-day business trip to Key West and brought back news of the activities of that area's juke box operators. **Oscar Garcia**, Garcia Music Company says business has picked up. He adds that Key West businessmen expect a further substantial increase when the new Key West-Havana ferry goes into operation in October.

Another Key West operator of games and music, **Al Berenson**, of Al's Music, has elevated his assistant, **Kenny**, to chief foreman.

Jean Jones, record clerk at Overseas Radio and Record Shop, is on the road to recovery after a recent attack of polio. Also on the mend is **Al McCarty**. McCarty Music, after ulcer trouble. McCarty formerly was shop foreman at Bush Distributing Company in Miami.

Marvin Novak said he sold more copies of "Sexy Ways," by the Midnighters on the Federal label, while in Key West than any other number.

Henry Stone, a.&r. man for De Luxe records, signed the **Three Harmonicaaires**, winners on Arthur Godfrey's Talent Scouts show, to a recording contract and now predicts their first number will be a hit. In fact, he adds, juke box operators in Greater Miami are already buying them by the box. Their first two sides are "Le Grisbi" and "Tea for Two." Another popular De Luxe team, says Stone, are the **Charms**, whose "Come to Me, Baby," and "My Baby Dearest Darling" racked up an 80 rating on The Billboard's review chart.

Over at Brooke Distributors, the staff is feeling the absence of **Laren Conway**, shipping clerk, who is on vacation. Larry is an important cog in the wheel at the Decca and Coral outlet. Owner **Mannie Brookmire** reports his firm is No. 2 among all the Decca distributors, less than one point behind the Honolulu outlet. **Mildred Marks** and **Helen Marion** complete the hard-working team at Brooke.

AMOA Secretary **Doris Shapiro** and her hubby, **Raoul Shapiro**, of Supreme Distributors, spent their vacation motoring around the State. At Ocala they paid a call on **Al Soke**, who formerly owned a coin machine route in Miami and now runs a 200-acre ranch in Central Florida. Other spots visited by the Shapiros included Silver Springs and St. Augustine.

Legs Biggers, A & T Vending Company, spends his spare time visiting his neighbors along coin row, when he isn't busy servicing games. Legs is a music fan and loves to listen to the recording artists who cut records for Henry Stone down the street.

Mildred Bennard, record clerk at Mercury Record Distributors, says that juke box ops are calling for "What a Dream," "Sh-Boom" and "Little Shoemaker." She predicts that **Ralph Marterie's** "Skokiaan" will take its place among that select group soon. Boss **Steve Brookmire** is on a selling trip to Tampa.

When **Gale First**, of Dan House Music, Naples, Fla., came to town to buy records, he ran into an old friend, **Ed Mercer**, of Orange Blossom Music Company, and the two reminisced while listening to the latest disks at King Records.

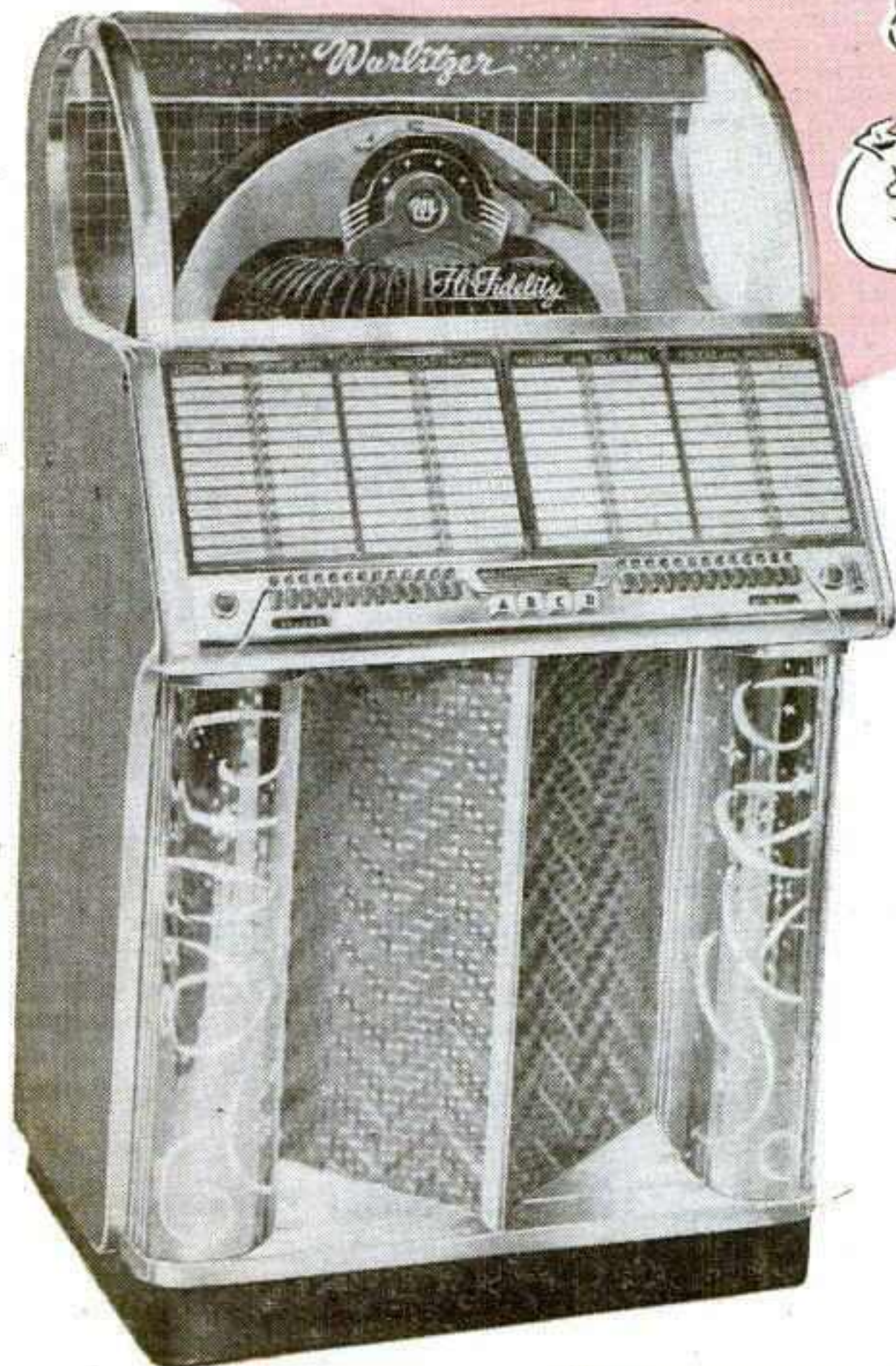
Eddie Leopold, C & L Amusement
(Continued on page 122)

STRIKES A TERRIFIC CHORD

WITH LOCATION GOERS



MAKES MORE MONEY FOR OPERATORS



Location patrons have put their approval on the Wurlitzer 1700HF by putting more nickels, dimes and quarters in the coin boxes of these high eye-appeal, high fidelity phonographs than any juke box ever collected.

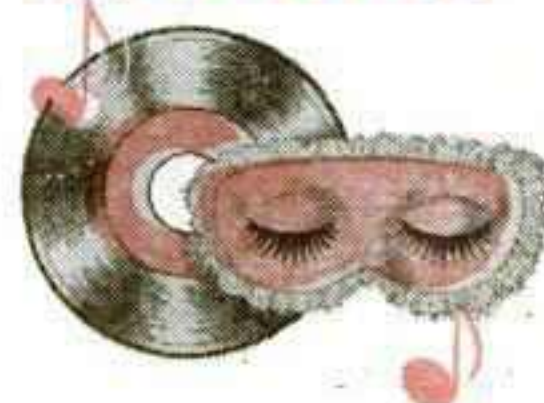
More and better music for the public. More and more earnings for the operator. That just about sums up why the Wurlitzer 1700HF, whether measured by its output of music or its intake of money, is the greatest Wurlitzer of all time.

**SEE IT-HEAR IT-BUY IT
AT YOUR WURLITZER DISTRIBUTOR**

THE HIGH EARNING, HIGH FIDELITY

Wurlitzer **1700HF**

**TAKES THE MASK
OFF THE MUSIC**

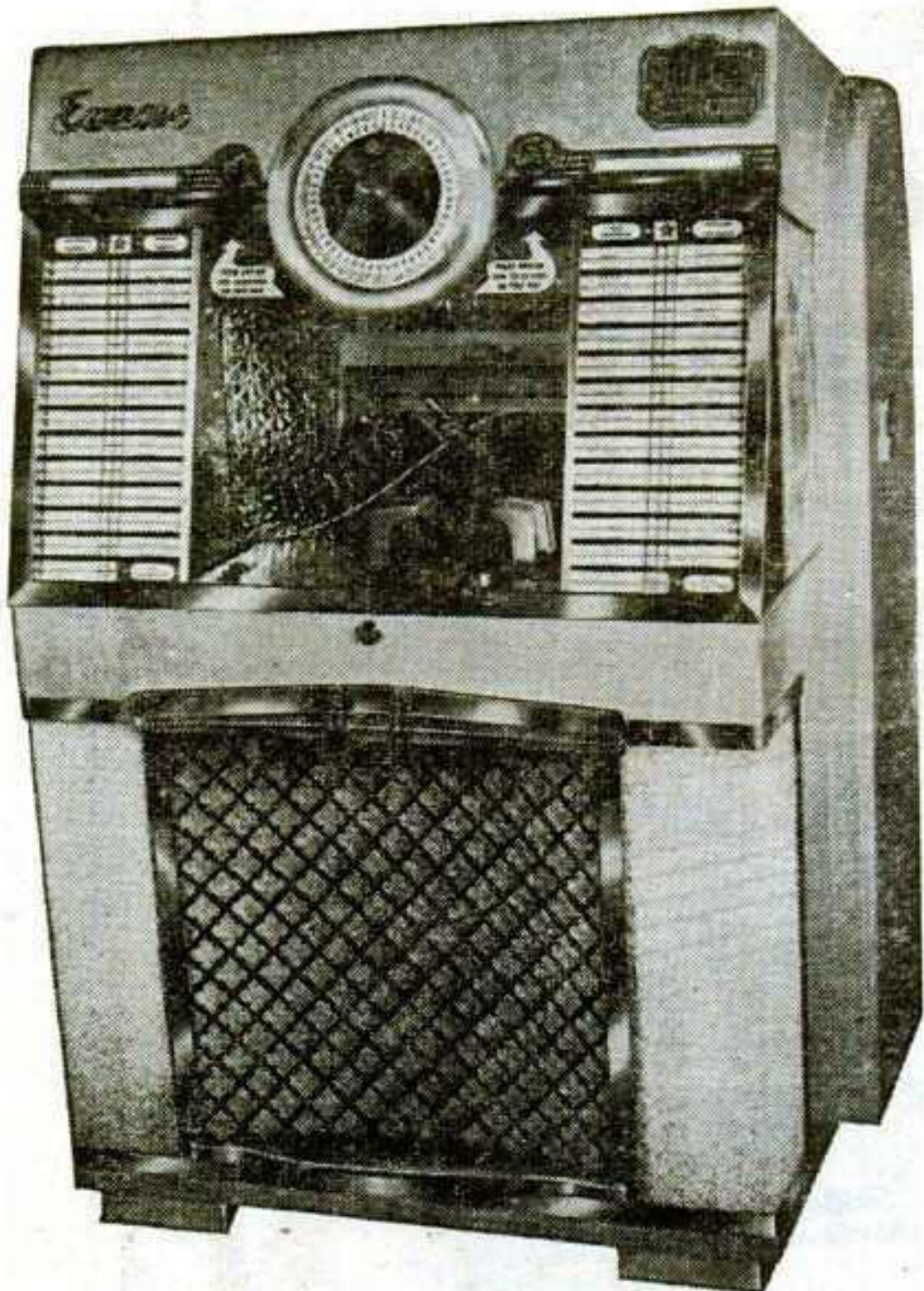


The Rudolph Wurlitzer Company • North Tonawanda, New York

Established 1856

NEW—ALL THE WAY THRU! EVANS' HOLIDAY

100 SELECTION • 45 RPM



OPERATORS

If you do not have a local distributor handling Evans' HOLIDAY write direct to factory for full information, etc.

Do not fail to contact us immediately for complete details.

WRITE, WIRE OR PHONE

H. C. EVANS & CO. 1556 W. CARROLL AVENUE
CHICAGO 7, ILLINOIS

**YOUR AMERICAN RED CROSS IS ALWAYS
THERE AFTER TRAGEDY STRIKES**

3d Annual Chi Bowling League Rolls Sept. 13

CHICAGO, Aug. 21.—The third annual bowling season of the Automatic Phonograph Bowling League will get under way September 13, announced John Oomens, secretary of the league, here this week.

Fourteen teams have been entered this year, Oomens said, increasing last year's number by two. The league will meet every Monday at the G & L Recreation, 3957 W. Chicago Avenue, at 9 p.m.

Sponsors of the teams are ABC Music, which has two teams entered; Decca, Coral, Western Automatic Music, Oomens Sons, Paschke Phonograph, Melody Music, Atlas Music, Star Music, Gillette Distributing Company, B & B Novelty, Mercury Records and Coven Music.

Officers of the league are Bob Gnarro, president; Eve Davis, treasurer; Ray Gallett, vice-president, and John Oomens, secretary.

Appoint Sales Promotion Mgr. At Rock-Ola

CHICAGO, Aug. 21.—David C. Rockola, president of the Rock-Ola Manufacturing Corporation, this week announced the appointment of Wayne T. Bradfield to the post of advertising and sales promotion manager.

Bradfield was formerly with the Van-Packer Corporation where he served as manager of advertising and sales promotion. Prior to his association with Van-Packer, he was with Poole Bros., Inc., Chicago printers, and P. W. Pendergast Industries, where he served in sales and management capacities.

New Bldg. Space Under Way at Bush

MIAMI, Aug. 21.—Bush Distributing Company, Wurlitzer outlet, announced this week that work on the new addition to the building was under way.

The firm is more than doubling its present facilities by adding some 10,000 square feet to the existing 8,600 square feet.

When the project is completed, said Ozzie Truppan, the entire building will be air conditioned with the exception of the warehouse. He added that showroom space would be greatly expanded and that the entire interior would be painted.

Completion is expected in about six weeks.

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES MUSIC MACHINES

Model	Issue of Aug. 21	Issue of Aug. 14	Issue of Aug. 7	Issue of July 31
Model G.....	\$235.00	\$235.00		
Model D-40.....	350.00	350.00		\$349.50
Model D-80.....	495.00	495.00		409.50
MILLS				
Constellation.....		95.00	\$95.00	
ROCK-OLA				
1422.....	79.00	95.00	79.00	95.00
1428.....	175.00	175.00	175.00	175.00
1434.....	365.00	365.00	365.00	375.00
1436 Fireball 45 RPM.....	395.00	395.00	395.00	395.00
SEEBURG				
100.....	65.00			
M 100 A (78 RPM).....	395.00	425.00	439.50	
M-100-B.....	500.00	545.00	545.00	545.00
	575.00	595.00	595.00	595.00
M-100-C.....	700.00			725.00
146.....	60.00	99.00	95.00	95.00
147.....	75.00	119.00		
148.....		165.00	165.00	165.00
148 M.....	169.00	169.00		
148 ML.....	145.00	189.00	145.00	189.00
WURLITZER				
1015.....	110.00(2)	110.00	125.00	75.00
	125.00			115.00
1080.....	90.00	99.00	90.00	99.00
1100.....	200.00	250.00	200.00	225.00
			250.00	225.00
1250.....	250.00	265.00	250.00	265.00
1400.....	425.00	425.00	465.00	265.00

COINMEN YOU KNOW

Continued from page 120

ment Company, and his wife, Verna, entertained Dr. David Nathan and Marvin Novak at their home. With Nathan's young son showing interest in the Leopolds' six-month-old daughter, there could be a romance some day.

Bob Norman, Southern Music Distributing Company, says the firm's export business has been so brisk lately that he's been forced to work the crew several nights in a row, in order to clear out overseas shipments. Hired as additional mechanics in the past couple of weeks were Bill Kegley, formerly with Dixie Music, and Bob Dickens.

Manuel Baker, partner in J & A Cigarette Service, is expanding his route and sees no damaging effects whatever of the recent newspaper publicity linking cigarette smoking to cancer. J & A recently purchased smoke routes from Harry Baron and J & M Vending Company. Baker says the price of vended smokes is being maintained at a quarter in Miami and the Southern section of Miami Beach, with 28 cents at most Beach hotels and 30 cents in certain night spots.

Richmond, Va.

Communications to:
Ban Eddington
3-7290

10-Cent Juke
Play On Climb . . .

More and more locations are go-

ing to 10-cent music play, according to Dan Weriz, recently returned from Rock-Ola's show in Chicago and a brief vacation. The move originally was fought by locations which have since "seen the light."

George Peters and Tom Baldridge returned after a four weeks' sojourn at the Quatermaster's, Deltaville. Milt Sisinheim's Allen Label reports plans for six new releases in September.

Ralph Lockett will join the staff of Wington Amusement Company at the end of the outdoor season as promotional manager. Lockett has coin machine experience with Sebring and later with Ettrick Vending Company.

Joe Baccigalupo visited Buckroe Beach for consultation with Pug Williams regarding a fall merger.

LIABILITY INSURANCE

For the Amusement
& Entertainment Field

**BROADWAY
BROKERS CORP.**

150 Broadway, New York 38
REctor 2-2195

How Was Your Timing on . . .

"SKOKIAAN"

BULAWAYO SWEET RHYTHM BOYS
LONDON 1491

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

**AUGUST
17, 1954**

Title Strips
Ready for Top
Juke Profits

**AUGUST
17, 1954**

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per Week)	(Cost for 3 months)	(Cards per Week)	(Cost for 3 months)
20 (400 strips)....	\$ 9.00	70 (1400 strips)....	\$29.00
30 (600 strips)....	13.00	80 (1600 strips)....	33.00
40 (800 strips)....	17.00	90 (1800 strips)....	36.00
50 (1000 strips)....	21.00	100 (2000 strips)....	39.00
60 (1200 strips)....	25.00		

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

REPRESENTING THE LEADING MANUFACTURERS OF COIN OPERATED EQUIPMENT FOR 25 YEARS. NOW SERVING SOUTHEASTERN UNITED STATES AND LATIN AMERICA.



WANTED TO BUY

ALL POST WAR WURLITZER PHONOS
WILL PAY HIGHEST PRICES FOR

**1600-1650-1400
1250-1100**

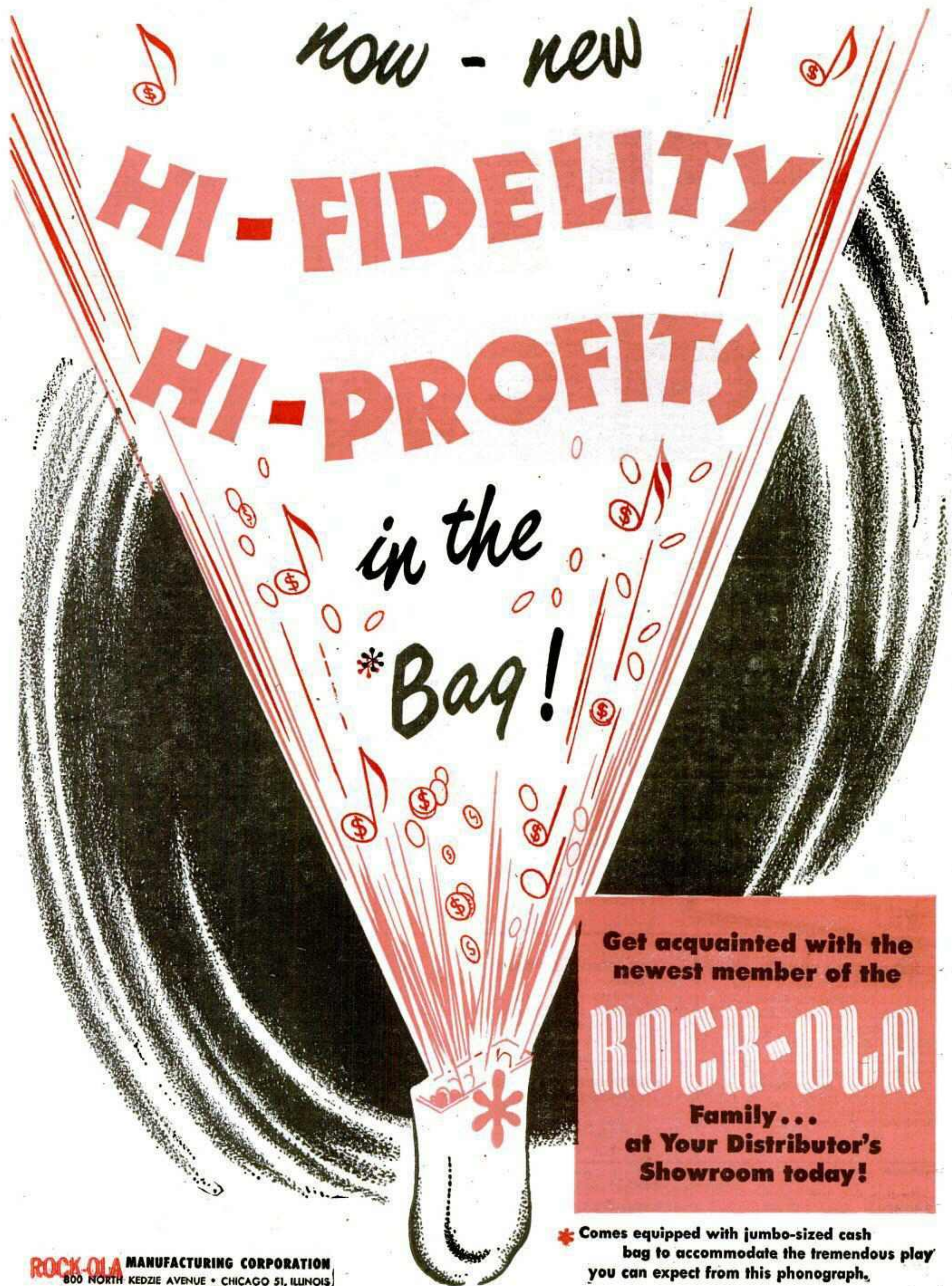
ALSO SEEBURG M100-A
WRITE-WIRE-PHONE NOW

EXCLUSIVE WURLITZER DISTRIBUTORS FOR SO. GEORGIA, FLORIDA AND CUBA



BUSH DISTRIBUTING CO.
286 N.W. 29th St.
MIAMI 37, FLA.

OFFICES
JACKSONVILLE, FLA.
MIAMI, FLA.
HAVANA, CUBA



now - new

HI-FIDELITY

HI-PROFITS

in the
*Bag!

Get acquainted with the newest member of the

ROCK-OLA

Family...
at Your Distributor's
Showroom today!

* Comes equipped with jumbo-sized cash bag to accommodate the tremendous play you can expect from this phonograph.

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE • CHICAGO 51, ILLINOIS

COINMEN YOU KNOW

Chicago

Communications to:
Ken Knauft
Central 6-8761

First Coin Div. To Open New Hdq.... First Distributors, Inc., merchandising division of First Coin Machine Exchange, will open in new headquarters at 4135 and 4137 W. Armitage Avenue, Monday (23). At the helm will be Mel Finke and William Goodwin. Says Finke, "The new headquarters will be well set up for the merchandising business, with show-rooms, adequate space for shipping, and a special loading dock to facilitate handling of shipments." (See separate story in amusement game section.)

First Coin Machine Exchange will have added facilities for coin machine business with the merchandising division moving out and into new headquarters, according to **Wally Finke**, **Joe Kline**, First, returned from his Wisconsin vacation five pounds healthier and is reportedly raring to start work again. **Angie Triggiano**, receptionist, who was to be married this weekend, had to postpone the wedding when her fiancée met with an auto accident.

Ed Levin, Chicago Coin Machine Company, just returned from a business trip to New Orleans. Ed says New Orleans is yelling for baseball and bowling games. Chicago Coin will be coming out with a new game soon. (See separate story in amusement game section.)

Ted Rubenstein, Marvel Manufacturing Company, reports business good on plastic replacements for juke boxes and game score-boards produced by the company. **Mrs. Rubenstein** is presently in the hospital undergoing surgery.

Mac Brier, Donan Distributing Company, is on a two-week vacation in the northwoods. **Tom Cath** is keeping busy filling orders for the new Bally Jet and Rocket Bowler.

Bill De Selm, United Manufacturing Company, says many locations have reported grossing over \$100 a week on the new Shuffle-Targette game. A visitor at United from Columbus, O., was **Woolf Solomon**, of Central Ohio Coin Machine Exchange.

Ed Hall is putting extra time in with the game department at Exhibit Supply this week with **Art Weinand** gone on vacation. A new game is taking shape at the plant. (See separate story in amusements game section.)

Clayton Nemeroff, Monarch Coin Machines, is out West on a vacation stretch. **Charley Pieri**, holding down the office, reports the seasonal change in business gradually arriving, with a jump in receipts in the last three weeks.

At **J. H. Keeney & Company**, **Paul Huebsch** greeted a number of visitors this week, among them **Joe Abraham**, Youngstown, O.; **Jerry White**, Music Distributors, Pittsburgh; and **Bill Kelly**, Kelly Distributing, Tulsa, Okla. **Walter Harrison**, Keeney chief engineer, is back from the East where he attended to government project business for the company.

World Wide Distributors' Al Stern, **Joel Stern**, **Fred Skor** and **Len Micon** have been busy this week explaining details and taking orders on the new Rock-Ola high fidelity 50-selection phonograph. An addition to the World Wide line, operators have taken a big interest in the 50-selection feature. The company reports sales of new and used shuffle games on the march.

Chick Peters, Purveyor Distributing Company, is in Los Angeles on a combo business-pleasure trip of about three weeks. **Herb Perkins** and **Monte West** will be catching up on business at the office for awhile. Among the games moving best at Purveyor is the new Keeney Century Bowler.

With everyone back from summer vacations at the Jennings & Company plant, **Lou Urban**, sales engineer, reports business humming. New vending machines are coming off the production lines.

John Oomens, of Walter Oomens Sons, is trekking up to Hayward, Wis., for a vacation break. John was on the jump this week setting up arrangements for the Chicago Bowling League. (See separate story in Music section.)

Portland, Ore.

Communications to:
Buford Sommers
Tabor 5095

R. F. Jones Co. Names Branch Mgr.... **Dean McMurdie** was named manager of the Portland branch of R. F. Jones Company, it was announced this week. McMurdie succeeds **Larry Hornbeck**, who is leaving the juke box field. (See separate story in Music section.)

Dick Sponhauer, head of Oregonian Amusement Company, won a golf caddy cart as a door prize during the 22d anniversary event at Western Distributors. This week, first chance he had to play golf since winning the prize, Sponhauer made a hole-in-one at the Glendevor golf course.

Budge Wright, owner of Western Distributors, was back at his desk this week seemingly more vigorous than ever following a week in a hospital. "I really got rested," said Wright. "It was almost as good as a vacation, but, now that I'm back, I'm glad my surgery is behind."

Herman Walter, manager at Western Distributors, is vacationing at an Oregon ocean beach this week after starting his holiday at Mt. Rainier in Washington. He said he had to buy a picture postal card to see what the

(Continued on page 125)

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Aug. 21	Issue of Aug. 14	Issue of Aug. 7	Issue of July 31
ABC (United)	\$50.00		\$40.00	\$40.00
Army & Navy	89.50 125.00	\$125.00	125.00	125.00
Atlantic City (Bally)	150.00(2)	140.00	140.00	140.00
	175.00(2)	150.00(4)	150.00(2)	150.00(2)
		185.00(2)	155.00 160.00	155.00 160.00
			165.00	185.00 195.00
			185.00(2)	
			235.00	
Basketball Champ (Chicago Coin)	175.00 250.00	175.00 250.00	175.00 250.00	175.00 250.00
Setting Practice	65.00 89.50	65.00 89.50	65.00 89.50	65.00 89.50
		95.00		
Seach Club (Bally)	310.00	325.00(3)	325.00 340.00	300.00 315.00
	325.00(2)	345.00	350.00	325.00 340.00
	355.00 360.00	375.00(2)	375.00(2)	350.00 365.00
	375.00	385.00(2)	385.00(2)	385.00(2)
				395.00
Seauty (Bally)	250.00 265.00	250.00(2)	265.00(3)	265.00(2)
	275.00(3)	265.00 285.00	270.00(2)	270.00(2)
		315.00	285.00 315.00	285.00 315.00
Se Bop (Exhibit)	84.50	84.50	84.50	84.50
Sermuda (Chicago Coin)	49.50	49.50	49.50	49.50
Blue Skies (United)	49.50			
Solero				125.00
Boston (Williams)	69.50	69.50	69.50	69.50
Bowling Champ (Gottlieb)	59.50	69.50	69.50	69.50
Bright Lights (Bally)	50.00 65.00(3)	50.00 65.00(2)	55.00 65.00	55.00 65.00
	90.00	80.00 89.50	75.00 89.50	75.00 90.00
		90.00 95.00(2)	90.00 95.00(2)	95.00(2)
Bright Spot (Bally)	55.00 90.00	95.00 145.00	85.00 95.00	75.00 85.00
	95.00(2)		145.00	95.00 110.00
				145.00
				69.50
Buffalo Bill (Gottlieb)	59.50	69.50	69.50	
Babano (United)	175.00(2)	175.00 235.00	165.00	165.00 235.00
	195.00(2)		175.00(2)	
			195.00 235.00	
Campos (Exhibit)	84.50	84.50	84.50	84.50
Canasta (Genco)	59.50			
Champion (Bally)	89.50	89.50	84.50 89.50	89.50
Citation (Bally)	79.50	79.50	29.50 79.50	79.50
C.O.D. (Williams)	95.00			
Coney Island (Bally)	85.00(2)	75.00 85.00	85.00 95.00(4)	75.00 85.00
	95.00(3)	95.00(2)	130.00	95.00(4)
	110.00	110.00 130.00		130.00
	75.00	75.00	75.00	75.00
County Fair				
Dallas (Williams)	69.50	69.50	69.50	69.50
Dealer (Williams)		195.00	189.50	
Deluxe Baseball (Williams)	350.00	250.00 350.00	350.00	
Dev-Wa-Ditty (Williams)	49.50	49.50	49.50	49.50
Disc Jockey	79.50			
Double Feature (Gottlieb)	79.50	89.50	89.50	89.50
Double Shuffle	39.00 59.50			
Dreamy (Williams)	79.50	79.50	79.50	79.50
Dude Ranch (Bally)	325.00 345.00	350.00(2)	365.00(2)	325.00 369.00
	350.00	365.00	375.00(2)	375.00(2)
	365.00(2)	375.00(2)	385.00 395.00	385.00
	375.00	395.00		395.00(2)
	75.00	75.00	75.00	
Ball				
Fairway	79.50 110.00	110.00	110.00	110.00
Floating Power (Genco)	49.50	49.50	49.50	49.50
Flying High (Gottlieb)	129.50	149.50	149.50	149.50
400 (Genco)	40.00 65.00	69.50	69.50	69.50
	69.50			
Football (Chi Coin)	39.00	39.00	39.00	
Four Horsemen (Gottlieb)	99.50	109.50	109.50	109.50
Frolic (Bally)	195.00 200.00	185.00 195.00	174.50 195.00	175.00 185.00
	225.00	225.00	210.00 225.00	210.00 225.00
Gizmo (Williams)	49.50	49.50	49.50	49.50
Globe Trotter (Gottlieb)	109.50			
Gold Cup (Bally)	45.00 59.50	45.00 59.50	29.50 45.00	59.50
			59.50	
Golden Nugget (Genco)	50.00			
Grand Champion (Williams)	99.50 110.00			
Green Pastures (Gottlieb)	195.00			
Guys-Dolls (Gottlieb)	135.00	135.00	135.00	135.00
Happy Days (Gottlieb)	109.50 110.00	129.50	129.50	129.50
Havana	395.00 425.00	435.00(2)	435.00(2)	450.00
Hawaiian Beauty (Gottlieb)	225.00			
Hayburner	69.00 75.00(2)	75.00(2)	69.00 75.00(2)	75.00(2)
Hit 'n' Run (Gottlieb)	79.00 85.00	85.00 129.50	85.00 129.50	129.50
	109.50			
Holiday		75.00	75.00	75.00
Ice Frolics	400.00 420.00			
	425.00(2)			
Jockey Specials (Bally)	45.00 54.50	45.00 54.50	45.00 54.50	54.50
Joker (Gottlieb)	89.50	99.50	99.50	99.50
Judy (Exhibit)		94.50	94.50	94.50
Jumping Jack (Genco)	100.00			
Just 21 (Gottlieb)		59.50	59.50	59.50
Knock Out (Gottlieb)	55.00 79.50	55.00 89.50	55.00 89.50	89.50
Lazy Q	139.50 175.00	185.00	185.00	185.00
Leader (United)	75.00			
Lite-o-Line (Keeney)		50.00	50.00	50.00
Long Beach (Williams)	95.00	95.00	95.00	95.00
Lovely Lucy (Gottlieb)	195.00			
Lucky Inning (Williams)	59.50	59.50	59.50	59.50
Marble Queen (Gottlieb)			109.50	
Merry Widow (Genco)		49.50	49.50	49.50
Monterrey (United)	49.50	49.50	49.50	49.50
Mystic Marvel (Gottlieb)	195.00			
Nine Sisters (Williams)		185.00	185.00	185.00
Oklahoma (United)	69.50	69.50	69.50	69.50
Olympics	75.00			

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

● **NEW SEEBURG Model HF 100 R** details. First complete description of the features of the new Seeburg 100-selection, high-fidelity automatic phonograph with omni-directional sound. (Page 78, The Billboard, August 21.)

● **CONNECTICUT COURT** turns down injunction plea which would have prohibited the State's attorney general from interfering with and confiscating games which incorporate free play features. (Page 90, The Billboard, August 21.)

● **MUSIC OPERATORS OF AMERICA'S** music publishing venture brings flood of inquiries from writers and singers who want to participate. MOA President **George A. Miller** predicts any record his group sponsors will sell 250,000 copies. (Page 19, The Billboard, August 21.)

● **VENDING CONVENTION** all set for October 10-13 at the National Guard Armory, Washington, D. C. Complete program details, hours, speakers and topics to be discussed. (Page 84, The Billboard, August 21.)

● **NEW FORTUNE TELLING** machine introduced by Deco, Inc., Union City, N. J., builder of kiddie rides. Called **Grandma**, the machine features an animated dummy. (Page 90, The Billboard, August 21.)

IF YOU MISSED READING THE AUGUST 21 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

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Oregon Taverns

Continued from page 109

the OLBA has voiced its intention to play a legal role should the pinball situation deteriorate further. Pending outcome of the Supreme Court case, games have been operating without licenses.

However, at Hillsboro, in neighboring Washington county, the city council has banned games. The Hillsboro action was taken on the strength of an earlier Supreme Court decision, now being contested, holding the Portland ban legal.

Thus, restriction of political activity would be deemed by tavern owners as seriously tying their hands in any striving for the welfare of their business.

Campaign Funds

Rossman disputed statements by some legislators who contended the tavern owners themselves had sought the law to save them from solicitation for campaign contributions.

The organized tavern and cocktail bar never sought to side-step its community responsibility—social, political or otherwise," Rossman said.

"The industry has long protested a restriction banning all political activity as unconstitutional and an invasion of human rights."

The tavern people have an ally in the Oregon Food Merchants' Association, many of whose members are licensed to sell beer and wine. The OFMA also has protested the interpretation that the law bans all political activity.

New Outdoor

Continued from page 110

metal supports, one at each corner.

The machine is loaded from all four sides, the top cover tilting up from each side to permit access to the entire dispensing area. The coin mechanism is located at one corner and can be set to take pennies. After the proper coins are deposited, the patron opens a bin-like door on one side and recovers the purchase.

In dispensing, the unit moves containers only three-eighths of an inch. Containers are maintained upright at all times, are not dropped by the vending mechanism.

No price was announced.

VenDime Charts Expansion

Continued from page 110

system. Drop shipments to locations will still continue, but on many items, particularly those which may be bought more cheaply in large quantities, shipments will be made directly to the central warehouse. In turn, the central warehouse will dispatch to locations reserves depending on space available and number of days the various food items may be kept.

With the new Wittenborgs, VenDime will offer a complete feeding service, to include a salad assortment, fresh fruit, sandwiches, vegetables, pastries, milk, ice cream, coffee, soft drinks and possibly soup.

Also, McClosky revealed that new and existing locations will, in all probability, be used to vend non-food items. He plans to run tests with Nat Hochman's new Uneeda sundry vender (The Billboard, August 21) to determine which items will sell best.

Public Relations

Cornerstone of the VenDime public relations program is the utilization of every piece of the firm's equipment to publicize the name. The plan calls for matrons to wear white uniforms (changed three times a week) with the VenDime emblem. It also calls for plastic spoons and forks with the VenDime emblem. Napkins will not only carry the firm's insignia—currently in the process of being trade marked—but also a list of VenDime locations.

McClosky said that on smaller locations (with a minimum of 150 employees) Wittenborg equipment would not be used. He added that Auto-Snak units would be employed, and that the firm could operate without any subsidy from the location.

Commissions, by the way, do not figure in VenDime's plans. No commissions will be given in any of the new locations and, within a relatively short time, McClosky plans to operate on a commission-free basis in all locations.

Not Necessary

He feels that the offering of commissions is not necessary if the food and service is of top quality. Good locations, he added,

will not make commission an issue.

Coffee doesn't figure in VenDime's automatic merchandising plans. McClosky feels that the brewed product is superior to the vended product. Urns holding two or three gallons (50 cups to a gallon) will be used, with the matron making coffee in the morning for pre-lunch and early lunch consumption, a fresh brew for lunch, and a third for late lunch and afternoon snacks. Milk for coffee will be served in individual paper containers, each bearing the VenDime imprint.

McClosky feels this coffee system is a lot of extra trouble, but he thinks it is worthwhile to go to these pains to insure a top-quality cup of coffee.

Summer Slump

The summer slump operators have been citing hasn't hit the VenDime installations. Actually, McClosky said gross volume has remained fairly constant, but the profit margin has jumped during the summer.

He pointed out that sales in high profit items—ice cream, cup drinks, fruit juices and cookies—have risen substantially, but sales in low profit items—sandwiches, pastry and coffee—have fallen off.

Lehigh

Continued from page 110

District of Columbia, Maryland, part of West Virginia, Virginia and North Carolina, and is distributor in a large area for the Bert Mills' coffee machine.

The Hav-A-Snak unit, which may be attached to the side of a milk, coffee, soup or drink vender, holds 90 packages of crackers, cookies or candies in two columns and two shift columns. The machine, set for nickel vend and equipped with a slug rejector, was introduced by Lehigh early this year.

Cig Tax Take Down In W. Palm Beach

WEST PALM BEACH, Fla., Aug. 21.—City Manager Keith Chinn said today that the publicity linking lung cancer with cigarette smoking might be the answer to a steady drop in collection of cigarette taxes.

Altho this city's net tax collections during the 10 months from October, 1953, thru July, 1954, were \$99,005.10 in excess of collections during the previous 10 months, Chinn noted a \$3,768.47 decrease in collection of cigarette taxes during the same period.

From October, 1952, thru July, 1953, cigarette tax collections totaled \$322,845.72. During the same period, his year they totaled \$319,077.25.

COINMEN YOU KNOW

Continued from page 124

mountain looked like, so low were the clouds.

John Welch, head of John Welch Music Company, also is vacationing this week, having gone to his cabin on the Deschutes River near Maupin, Ore.

Roy Gatto, of Softone Music Company, reports that the Glenn Miller revival is still bringing heavy grosses on those platters in tavern locations.

EQUIPMENT AND SUPPLIES
Que Ball, Scientific, like new with new tops.....Write Que Ball parts, new tops, sticks, balls, etc. Coin Chutes and Locks, all makes, in stock. Parts for new and old machines hard to get. Hand Trucks, Dollies, Drills, Soldering Irons and Guns, Mechanical Tools and Tool Boxes, Rugged Wrappers, Wax Fast Formula #77 exclusive with Munves.
4 Floors Factory Reconditioned, Beautifully Refinished Games That Look and Work Like New. For Details See Our 1954 Catalog and Supplement. Write for August, 1954, Bargain List.

MIKE MUNVES
577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677
42 YEARS SERVICE • EST. 1912

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

AA1-ATTENTION COIN MACHINE DISTRIBUTORS, operators. Add our New Super 35 Model Vendor to your line. Vends nationally advertised Kleenex pocket packs. Set up a route among schools, service stations, public buildings nearby. Wholesale prices on refills. For prices, full information, write Electro-Serve Inc., Peoria, Ill.

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.

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.

FOR SALE—48 SHIPMAN PRE-STAMPED Post Card Vendors at 1/4 original cost. Machines are as new and are deal for Stamp Machine or small operator. Write Geer Distributing Agency, 1225 Lone Oak Road, Nashville 12, Tenn.

Parts, Supplies & Services

COIN OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City au28

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcus17-1448 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—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 month; ill health forces sale. Write or wire. P. O. Box 531, Crescent City, Calif. set

PERSONAL WEIGHING SCALES—200 ON location in Nebraska; 30 on location in Colorado. All operating and in perfect condition. Sell all or part for low cash price or on deferred payment. Scales have been in operation for several years. Wire, phone or write Bernard K. Bitterman, 4708 East 27th, Kansas City, Mo. Armour 3900.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. What have you to sell.

MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

ADVANCE 25¢ MACHINE, \$15—ROCK BOT- tom; freight prepaid, merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. set

BARGAINS—EVANS BATA-SCORE, \$125; Chi Coin Basketball. All in good condition. Other machines at comparable prices. F. D. Benn, 422 Pearl St., Richmond, Ind.

FOR SALE OR TRADE—5 SHINE BOY shoe shine machines. Make an offer. Bob McCauley, 703 No. Main Ave., Sioux Falls, So. Dak.

FOR SALE—25, 1/3 MILLS TAB MACHINES, \$12.50 each; 1/3 deposit. Birmingham Vending Company, 540 2d Ave., No., Birmingham, Ala.

MUTOSCOPE CROSS COUNTRY, DROP- kick, Coin Basketball Champ, Pistol Pete, Goalie, Trade for coin-operated kid rides, Shafter's Rides, Mesker Park, Evansville, Ind.

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; DAV 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 30

Wanted to Buy

AUTO-PHOTO FOUR PICTURE QUARTER machine or similar varied. Top operating condition. Year, appearance unimportant. Box 49, Yemassee, S. C.

ACORNS OR TOPPERS WANTED—STATE condition, lowest cash price. Young Vending, 2401 Fairway Dr., S.W., Roanoke, Va. au28

CIGARETTE, CANDY AND OTHER VEND- ing machines; give full description and lowest prices. Box 573, The Billboard, Chicago 1, Ill.

DISPOSING OF MY ROUTE, WILL PUR- chase or manage small pin and juke route, cash plus terms, prefer south or west. Box M-79, c/o Billboard, Cincinnati 22, Ohio. set

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 _____

	Issue of Aug. 21	Issue of Aug. 14	Issue of Aug. 7	Issue of July 31
Palisades (Williams).....	99.50 110.00			
Palm Beach (Bally).....	145.00	\$140.00	\$145.00 165.00	\$145.00 150.00
	150.00(2)	185.00(2)	185.00(2)	185.00(2)
	175.00(2)			
Palm Springs (Bally).....	395.00(3)	375.00 395.00	389.50 395.00	395.00 400.00
	400.00 425.00	400.00 425.00	400.00 445.00	425.00
	450.00	445.00 450.00	450.00 475.00	475.00(2)
Paradise (United).....	49.50	49.50	49.50	49.50
Photo Finish.....			29.50	
Pin Wheel (Gottlieb).....	175.00 195.00	175.00 195.00	175.00 195.00	175.00
Pikes Peak.....	18.50	18.50		
Poker Face (Gottlieb).....	135.00			
Puddin' Head (Genco).....	54.50	54.50	54.50	54.50
Quarterback (Williams).....	65.00 75.00	65.00 75.00	65.00 75.00	65.00 75.00
Quartette.....		115.00	115.00	115.00
Queen of Hearts.....	110.00	115.00	110.00	110.00
Quintette.....	125.00	135.00		
Rag Mop (Williams).....	89.50	89.50	89.50	89.50
Red Shoes (United).....		79.50	79.50	79.50
Rio (United).....	345.00 385.00	375.00	375.00	330.00 395.00
Rondeveo (United).....	49.50	49.50	49.50	49.50
Sally (Chicago Coin).....	49.50	49.50	49.50	49.50
Saratoga.....	49.50	45.00 49.50	45.00 49.50	49.50
Screenball (Genco).....	39.00 49.50	39.00 49.50	39.00 49.50	49.50
Shanty Town (Exhibit).....	39.00	39.00	39.00	39.00
Shindig.....	165.00(2)	165.00	165.00	165.00
Shoo Shoo (Williams).....	55.00	55.00	55.00	55.00
South Pacific (Genco).....	39.00	39.00	39.00	39.00
Special Entry (Bally).....	49.50	49.50	49.50	49.50
Spot-Lite (Bally).....	75.00 85.00(2)	75.00 85.00(3)	85.00(4) 95.00	85.00(4)
	95.00(3)	95.00(2)	110.00	110.00
Stars (United).....	85.00 125.00	110.00		150.00
Stardust (United).....	39.00 49.50	39.00 49.50	39.00 49.50	49.50
Struggle Buggy.....	139.50 165.00	175.00	175.00	175.00
Sunshine Park.....		59.50	59.50	85.00
Summertime (United).....	49.50	49.50	49.50	49.50
Super World Series (Williams).....	195.00	195.00	195.00	195.00
Sweep Stakes (Williams).....	75.00	75.00	75.00	
Tampico (United).....	69.50	69.50	69.50	69.50
Tahiti (United).....	300.00 325.00		315.00	300.00
Tennessee (Williams).....	49.50	49.50	49.50	49.50
Texas Leaguer (Keeney).....	69.50	50.00 69.50	69.50	69.50
Three Feathers (Genco).....	54.50			
Three-of-a-Kind.....	18.50	18.50	18.50	18.50
Three Musketeers (Gottlieb).....	69.50	79.50	79.50	79.50
Thrill (Chicago Coin).....	49.50	49.50	49.50	49.50
Times Square.....	69.50		89.50 105.00	105.00
Tropics (United).....	255.00 275.00	315.00	265.00 315.00	350.00
	295.00			
Tumbleweed (Exhibit).....	74.50	74.50	74.50	74.50
Turf King (Bally).....	45.00(2)	45.00(2)	39.50 45.00(2)	45.00 109.50
	109.50	109.50	109.50	
Twenty Grand (Williams).....	59.50 95.00			
Utah (United).....	74.50	74.50	74.50	74.50
Virginia (Williams).....	49.50	49.50	49.50	49.50
Winners (Universal Industries).....		45.00 175.00	45.00	
Yanks (Williams).....		49.50	49.50	49.50
Yacht Club (Bally).....	185.00 200.00	200.00 225.00	215.00(2)	200.00 215.00
	215.00	235.00 245.00	224.50 235.00	225.00 235.00
	225.00(3)	250.00(3)	240.00(2)	240.00(2)
	250.00(3)		250.00(3)	250.00(2)
Zingo.....	65.00	65.00	65.00	65.00



SCORE FIRST!
You're "On the Ball" with FIRST'S New and Reconditioned Games!



SHOOTING GALLERY
Exhibit's Great Money Making Sensation!
Now Delivering!

Genco 2-PLAYER BASKETBALL
Write for Price!

Motoscope's DRIVE-MOBILE
"First-Conditioned"
Genco NIGHT FIGHTER \$295
Genco SKY GUNNER 275
Roovers METAL TYPER, Late Model 195
MIDGET MOVIES 175
EX. JET GUN 175
EX. GUN PATROL 155
Seeb. SHOOT THE BEAR 155
EX. 6-SHOOTER 135
TELEQUIZ & FILM 125
EX. SILVER BULLETS 115
Mercury 13-WAY ATHLETIC SCALE. 85
Chicago PISTOL, PETE Chicago GOALES 85
RIFLE RANGE RAY GUN 65
Seeb. CHICKEN SAM 65
ZINGO 65
EX. CARD VENDOR.. 49

5 BALLS

"First Conditioned"
Lovely Lucy \$195
Gott. Pin Wheel 195
Gott. Hip 'n' Run 85
Wms. Eight-Ball 75
Wms. Sweepstakes 75
Gott. Knockout 55
Wms. Shoe-Shoe 55
Genco South Pacific 39
Chicago Football 39
Exh. Shanty Town 39
Un. Star Dust 39
Genco Screw Ball 39
Double Shuffle 39
and many others!

COUNTER GAMES
KICKER & CATCHER \$29
ABT CHALLENGER 25
POP-UP 24
PLAY POKER 19
BEST HAND 19



Chicago Coin SUPER HOME RUN
With 3-Way "MATCH" and "FREE-PLAY" Features!

CHICAGO COIN
SUPER FRAME \$395
ADVANCE BOWL 255
CROWN MATCH 275
TRIPLE SCORE 266
DOUBLE SCORE 239
6 PLAYER 95

SHUFFLE GAMES

NEW
Chicago STARLITE C.C. FEATURE BOWLER
"First Conditioned"
UNITED Regular Play
CASCADE \$215
SUPER 10TH FRAME 145
SUPER 125
DELUXE S.A. 115

UNITED Match Play
TEAM 10 1/25e \$425
IMPERIAL 349
CLASSIC 265
STAR 10TH FRAME 185
STAR 145

KEENEY
DIAMOND Write
BONUS Match \$375
PACEMAKER 325
DOMINO Match 225
CARNIVAL 215
CLUB 10 PLAY 175
TEAM 10 PLAY 145
6 PLAYER w/form. 95
6 PLAYER 85
BIG LEAG. BOWL.. 65

KEENEY SHUFFLEBOARD CONVERSIONS
4-WAY BOWLER \$95
BOWL'G CHAMP.. 45

BINGO 5 BALLS

NEW
Bally Hi-Fi
United HAWAII
"First Conditioned"
BALLY
ICE FROLICS \$425
DUDE RANCH 365
BEACH CLUB 355
YACHT CLUB 250
BEAUTY 275
PALM BEACH 175
FROLICS 195
ATLANTIC CITY 175

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. 21	Issue of Aug. 14	Issue of Aug. 7	Issue of July 31
AB1 Challenger	\$20.00	25.00	\$19.00	20.00
	75.00	75.00	25.00	75.00
Baseball (Scientific)	75.00	79.50	79.50	79.50
Basketball (Scientific)	75.00	75.00		
Bat-a-Score (Evans)	135.00	165.00	150.00	165.00
	250.00	250.00	250.00	250.00
Best Hand	19.00	10.00	19.00	10.00
Big Inning (Bally)	150.00	140.00	150.00	150.00
Card Vendor (Exhibit)	49.00	49.00	49.00	47.00
Chicken Sam (Seeburg)	49.50	65.00	65.00	65.00
Cross Cross	15.00			
Date Gun (Exhibit)	55.00(2)	55.00(2)	94.50	55.00(2)
	94.50	95.00		94.00
Deluxe Card Vendor (Exhibit)	50.00		195.00	149.50
Drivemobile (Mutoscope)	195.00	195.00	195.00	195.00
Flash Hockey (Coines)	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)	159.00	159.00	159.00	159.00
Goalie (Chicago Coin)	75.00	100.00(2)	75.00	100.00
	119.50	119.50	119.50	119.50
Gun Club	129.50			150.00
Gun Patrol (Exhibit)		165.00(2)	165.00(2)	165.00(2)
		185.00	185.00	185.00
Heavy Hitter (Bally)	40.00	69.50	40.00	69.50
Hi-Ball (Exhibit)	75.00	75.00	75.00	75.00
Hot Rod (Bally)	56.00			
Jeep Gun (Exhibit)				175.00
Jet Gun (Exhibit)	175.00	195.00	175.00	195.00
Lite League	75.00	99.50	75.00	99.50
Mercury Counter Gripper	20.00	20.00	20.00	250.00
Metal Typer (Roovers)	250.00	250.00	250.00	
Metal Typer (Standard)	275.00	275.00	275.00	
Midget Movies	185.00(2)	185.00(2)	185.00(2)	185.00(2)
Miss America Boat	195.00	295.00	295.00	295.00
Miss America Boat	250.00			
Night Fighter (Genco)	275.00	275.00	275.00	295.00(2)
	295.00(2)	295.00(2)	295.00(2)	
Panoram (Mills)	250.00(2)	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
	650.00(late)	650.00(late)	650.00(late)	650.00(late)
Pistol Pete (Chicago Coin)	85.00	95.00(2)	85.00	95.00
	99.50	99.50	99.50	99.50
Pitch Ex. & Bat 'Em	185.00	145.00	185.00	185.00
Play Poker	19.00	19.00	19.00	
Pop Up	24.00	24.50	18.50	24.00
	24.50	24.50	24.50	
Q Ball Pool Table	125.00	125.00	125.00	125.00
Quizzer	95.00	95.00	95.00	79.50
Rapid Fire (Bally)				125.00
Red, White, & Blue Guns	20.00			
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
Shoot the Bear (Seeburg)	155.00	169.00	155.00	169.00
	195.00(2)	195.00(2)	195.00(2)	155.00
	115.00	125.00(2)	125.00(2)	99.50
Silver Bullets (Exhibit)	145.00			
Silver Gloves (Mutoscope)	59.50			
Silver Skates	59.50			
Six Gun Rifle Range (ABT)	550.00	550.00	550.00	550.00
Six Shooter (Exhibit)	125.00	135.00	125.00	125.00
	145.00	145.00(2)	145.00(2)	145.00(2)
Skee Ball (Williams)	150.00	150.00	150.00	150.00
Ski Roll (Evans)	95.00	95.00	95.00	95.00
Skill Gun (ABT)	20.00	18.00	20.00	20.00
Sky Fighter (Mutoscope)	125.00			125.00
Sky Gunner		250.00(2)	250.00	250.00
		275.00	275.00	275.00
Space Gun (Exhibit)			145.00	179.50
Space Invader	175.00	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
			109.50	
Target Skill Gun	18.00		18.00	18.00
Telequiz	125.00	135.00	125.00	169.00
	169.00		135.00	169.00
Ten Strike (Evans)	65.00	65.00	65.00	65.00
Three Way Gripper (Gottlieb)	18.50	24.50	18.50	24.50
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	150.00	145.00
Voice-o-Graph (Mutoscope)	525.00	525.00	525.00	525.00
Whizz (Genco)	20.00	20.00	20.00	
Whizzo (Genco)				20.00
Whizzard	18.50	18.50	18.50	18.50
Zoo Rides	375.00			

Master Makes

Continued from page 109

player increased chances of re-plays for inserting extra coins, concluding that the games were more like games of chance than of skill.

The report avoided discussion of the validity of 1953 State legislation which eliminated pinball games from classification as gambling devices, stating in his report, "It is immaterial to a final determination of this cause."

Plaintiffs in the case are a group of coin machine operators, Nels A. Nelson, Elmer Larson, James P. Garrity and Ray Nicolet. In contention is 1953 State legislation which eliminated pinball games from classification as gambling devices, and an old city ordinance which banned the games.

In its main points of conclusion, the report states:

"Not Legalize All Pins"

"In construing a statute, the words used by the Legislature must be given their every day, ordinary meanings and the words used by the Legislature in the amendment referred to do not show that it was the intention of the Legislature to legalize all Pin Ball machines but only such Pin Ball machines as come within the purview of the amendments.

"Pin Ball machines with the above mentioned 'features' (extra coins for increased chances) cannot reasonably be construed to be the kind of Pin Ball machines intended by the Legislature of the State of Illinois to be within the purview of the provisions of paragraph 481.B1 of Chapter 120 of the Revised Statutes of the State of Illinois (1953).

"The record fails to disclose any facts, circumstances, equities or reasons why the plaintiff is entitled to relief in a court of equity.

"The burden of proof is on the plaintiff to show by a preponderance of the evidence that he is entitled to the relief prayed for. This he has failed to do.

"In view of all of the facts as shown by the evidence and of the conclusions of the Master drawn therefrom, and hereinabove stated, it is immaterial to a final determination of this cause whether Sections 341 and 342 of Chapter 38 and paragraph 481.B1 and its sub-sections of Chapter 120 of the Revised Statutes of the State of Illinois, as approved July 7, 1953, are valid or not, and therefore it would serve no useful purpose for the Master to discuss these questions in this report.

"The Master therefor recommends that a decree be entered herein in conformity with the above findings of facts and conclusions of law and that the complaint of the plaintiff and amendments thereto be dismissed for want of equity."

Salt Lake

Continued from page 109

ordinance was questioned by Thurman, who called it, "Strictly a repeal of a previous ordinance permitting the games to be licensed, and there is nothing in the ordinance to prohibit the operation of pinball games as amusement devices.

"It is our opinion that strict repeal of the licensing ordinance would not eliminate use of the games. In our opinion it would be a futile act and would mean a loss of revenue."

Carolina Music New Coin Firm

COLUMBIA, S. C., Aug. 21.—Carolina Music Company, this city, has obtained a charter from the secretary of state to buy, sell and operate all types of coin-operated machines.

Authorized capital stock is \$1,000. A. C. Case is president.

WE ARE NOW DELIVERING
Genco's Skee-Ball Rifle Gallery, Moving Targets
UNITED'S
Banner Shuffle Alley
Speedy Shuffle Alley
DeLuxe Jungle Gun
Nevada Bingo Game
BINKS ZIPPER
Used, just like new, \$24.95 while they last.
Williams Struggle Buggy, like new, each \$139.50.
FRANK SWARTZ SALES CO.
515-A Fourth Ave., S., Nashville 10, Tenn.
Phone: 4-6571

FIRST COIN MACHINE EXCHANGE
Joe Kline & Wally Finke
1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

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	WHOLESALE PRICES	WHOLESALE PRICES
ONE BALLS	SHUFFLE ALLEYS	SHUFFLE ALLEYS
Turf Kings \$45.00	Chicago Coin Deluxe (Drum Scoring) \$100.00	United 4 Player \$ 50.00
PIN BALLS	Chicago Coin Matched Bowler 125.00	United 5 Player 60.00
Hay Burners \$ 75.00	Chicago Coin 10th Frame Bowler 140.00	United 6 Player 70.00
Spark Plugs 75.00	Chicago Coin Super Matched Bowler 145.00	Deluxe 6 Player 80.00
Gottlieb Poker Face 135.00	Chicago Coin Name Bowler 145.00	Super 6 Player 115.00
Gottlieb Green Pastures 195.00	Chicago Coin 10th Frame Special Double Scorer 185.00	United 6 Player 10th Frame Super 140.00
Gottlieb Shindig 165.00	Chicago Coin Triple Frame Bowler .. 280.00	United 6 Player Stars 150.00
Gottlieb Mystic Marvel 195.00	Chicago Coin Gold Cup Bowlers 300.00	United 6 Player Olympics 260.00
Williams C.O.D. 75.00	Chicago Coin Advance Bowler 365.00	United 6 Player Remote Control Cascade 195.00
Williams Grand Champion 110.00	Chicago Coin Crown Bowler 230.00	Keeney 4 Player Formica Top 45.00
Williams Palisades 110.00	Chicago Coin Double Score Bowler 220.00	SPECIALS
BINGO GAMES	Bally Beach Clubs \$360.00	Seeburg Coon Gun \$595.00
Bally Palm Beach 150.00	Bally Yacht Clubs 225.00	Evans Horse Wheel (Like New) Write
Bally Beauty 275.00	Bally Coney Island 85.00	Buckley Track Odds, Non-Coin Write
Bally Spot Life 85.00	Bally Bright Spot 90.00	Remote Control (Like New) Write
Bally Surf Clubs 515.00		Bink Zipper (New & Used) Write

1/3 Deposit on All Orders. Every Machine Is Cleaned & Checked. Ready for Location.

MORROS COIN MACHINE EXCHANGE, INC.
2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel. Superior 1-4600)

EXCLUSIVE DISTRIBUTORS FOR UNITED & ROCK-OLA

2000 BINGO GAMES	
UNITED BINGOS	BALLY BINGOS
Hawaii \$535.00	Surf Club \$475.00
Mexico 470.00	Ice Frolics 425.00
Havana 425.00	Palm Springs 395.00
Rio 385.00	Dudo Ranch 325.00
Tahiti 300.00	Beach Club 310.00
Tropics 275.00	Yacht Club 200.00
Cabana 195.00	Atlantic City 150.00
Stars 125.00	Palm Beach 145.00
	Coney Island 85.00

We are now making delivery on United's Red Hot Jungle Gun.

DAN STEWART COMPANY
140 EAST 2ND SOUTH PHONE 22-2473 SALT LAKE CITY, UTAH

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.

Every Conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES**
Has Been Sold in The Billboard
WHAT DO YOU HAVE TO SELL?
Write BOX 666
2160 Patterson Street
Cincinnati, Ohio
YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

SHUFFLE GAMES

Table listing various shuffle games with columns for game names and prices across four issues (Aug. 21, Aug. 14, Aug. 7, July 31).

POEM PARODIES PINBALL PLAY

HARTFORD, Conn., Aug. 21.—Connecticut coin operators are chuckling over this bit of poetry...

PINBALL MACHINE The silver coin-moon slipped out into a slot of the earth; The yellow-gold sun rose up on high as evidence of her worth...

First Expands

Continued from page 109

out in the coin machine business in 1950, developed and expanded the premium merchandise business as a special service to coin machine operators...

First Coin Machine Exchange will now occupy the entire two floors of the building which once housed both it and merchandise.

Wally Finke reports that a complete display of new and reconditioned coin machine equipment will be set up, remarking, "We feel that the operator will now be able to easily survey the equipment without having to go back to the stockroom to see it."

Finke, Joe Kline, Sam Kolberg and Fred Kline will remain at the First Coin Machine Exchange headquarters.

The building taken over by the merchandising division was previously occupied by Automatic Coin Machine Company, who has since left the business.

Let REDD get you READY for BIG FALL PROFITS!

BALLY 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 BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

NEW EQUIPMENT

Bally Hi-Fi Chicago Coin 6-Player Home Run Chicago Coin Feature Bowler

Chicago Coin Star Life Exhibit's Shooting Gallery Rock-Ola Comet Phonographs Keeneey's Century Bowler Keeneey's Cigarette Vendor

USED EQUIPMENT

MUSIC

Rock-Ola 1436 Fireball, 45 RPM, 120 Selections \$395.00 Rock-Ola 1434 Rockets, 78 RPM, 50 Selections \$365.00

SHUFFLE ALLEYS

United Imperial \$325.00 United Classic 275.00 United Clover 250.00 Keeneey Bonus Bowler 375.00

BINGOS

Brite Lights \$65.00 Ice Frolics 445.00 Yacht Clubs 250.00 Atlantic City 175.00

CALDERON DISTRIBUTING Co. 450 Massachusetts Avenue Indianapolis, Indiana



Mr. Operator of METAL TYPER MACHINES

SPEED UP YOUR LOADING OPERATION! Buy Your ALUMINUM DISCS in Rolls of 100. Small Extra Charge. Bulk Also Available.

STANDARD METAL TYPER CO. 1318 N. Western Ave. Chicago 22, Ill.

BRAND NEW CLOSEOUT GENCO SILVER CHEST \$125.00

Fast, Upright Bingo Type Replay Game

5-BALLS

-BINGOS-

UNITED NEVADA BALLY HI-FI

Surf Club Write Palm Springs \$395 Dude Ranch 365 Yacht Club 250 Beach Club 375 Beauty 275 Palm Beach 175 Frolics 225

Atlantic City \$175 Bright Spot 95 Coney Island 95 Spot Lite 95 Bright Lights 90 Long Beach 95 Havana 395 Rio 345 Tropics 295 Cabana 175

GOTTIES

Flying High \$129.50 Globe Trotter 109.50 Happy Days 109.50 Hit 'n' Run 109.50 4 Horsemen 99.50 Joker 89.50 Knockout 79.50 Double Feat. 79.50 3 Musketeers 69.50 Monterey 59.50 Buffalo Bill 59.50 Double Shuffle 59.50 Williams Screams, New Call Rag Map 89.50 Dreamy 79.50 Boston 69.50 Dallas 69.50 Lucky Innings 59.50 Virginia 49.50 Dew-Wa-Ditty 49.50 Saratoga 49.50 Tennessee 49.50 Gizmo 49.50

GENCO

Puddin' Head \$54.50 Screwball 49.50 Floating Pwr. 49.50 Canasta 59.50 3 Feathers 54.40 UNITED Utah 74.50 Tampico 69.50 Oklahoma 69.50 Monterrey 49.50 Paradise 49.50 Rondeevoo 49.50 Star Dust 49.50 Summertime 49.50 Blue Skies 49.50 EXHIBIT Be-Bop 84.50 Campus 84.50 Tumbleweed 74.50 CHICAGO COIN Thrill \$49.50 Sally 49.50 Bermuda 49.50

KEENEY-4 PL. Conversion Unit for 12' Shuffleboard \$99.50

TERMS: 1/2 DEPOSIT, BALANCE SIGHT DRAFT OR C.O.D.

Empire Coin MACHINE EXCHANGE 1012-14 MILWAUKEE AVE. CHICAGO 22, ILL.

SHUFFLE GAMES

UNITED SHUFFLE TARGET UNITED SPEEDY S. A., HIGH SCORE UNITED BANNER S. A., MATCH GENCO 4 PLAYER SKEEBALL

United Team S. A., 3/25 \$425.00 United Imperial, Match Score 349.50 United Royal, High Score 329.50 United Classic, Match Score 269.50

VENDERS

ACORN VENDER, 1c or 5c \$14.95 ACORN 10 COL. TAB GUM 21.95 Mills & Col. Candy \$198.50 Mills Tab Gum 27.50

COUNTER GAMES

Art Show & Film \$49.50 ABY Challenger 75.00 Acme Shocker 24.50 Texas Leaguer 69.50

1-BALLS

Turf King \$109.50 Champion 89.50 Citation 79.50 Gold Cup 69.50 Special Entry 49.50 Jockey Special 54.50

CIGARETTE VENDERS

FACTORY REBUILT, 25c, KING SIZE COLS. Rowe President, 10 Col. or 8 Col. \$155 National Model 950, 9 Col. 150

CLOSING OUT GENCO'S "400" \$69.50

CHI MASTER'S REPORT

Reviews History of Illinois Pinball Laws

• Continued from page 109

tiff and operated by witnesses on behalf of the plaintiff, and which were explained in detail, the report said:

"Each of said Pin Ball machines in evidence has what are called 'features' in the evidence and so-called in this report and it is the opinion of the Master that these 'features' make these machines devices such as the Constitution prohibits the Legislature from authorizing. Said machines are so constructed as to provide for the deposit by the players of additional coins in order to attempt to obtain certain advantages or benefits or extra balls on the score cards without the playing of any balls as set forth in the aforesaid findings but the player may or may not receive such advantages, benefits or extra numbers upon depositing extra coins.

"The evidence shows that one player, by the deposit of one extra coin, might receive the advantage or benefit desired and that it may require another player to deposit many extra coins before receiving the same advantage or benefit. Many coins can be deposited in the machines for which the play may receive nothing whatsoever. As set forth in the above findings, it is strictly a matter of chance whether the player receives the advantages or benefits desired upon depositing extra coins.

"Chance affects the result of the operations of the machines much more than skill, even when the player is one with much experience and is considered to be, if such is possible, a skillful player."

Supreme Court Case

Discussed among the "Findings of Fact" in the report, was a case still in the courts:

"There is a case now pending on appeal to the Supreme Court of Illinois, involving the validity of Section 193-26 of the Municipal Code of Chicago, prohibiting the possession of Pin Ball machines. This case is entitled 'City of Chicago, plaintiff, vs. Harry Wickey, defendant, General No. 33340,' in which case a trial judge in the Municipal Court of Chicago, found the defendant, Harry Wickey, not guilty of violation of said Section 193-26 of the Municipal Code of Chicago, for the reason that said ordinance is invalid and in violation of the Statutes of the State of Illinois, which provide that Pin Ball machines which do not award the player with any coins, tokens or merchandise and which are so constructed or devised as to make the result of the operation thereof depend in part upon the skill of the player shall not be considered gambling devices."

Plaintiff's Contentions

The main contentions in the case are sketched in the Conclusions and Recommendations of the report, as follows:

"The complaint and amendments thereto, and the other pleadings filed on behalf of the plaintiff in this case, are predi-

cated on the theory that the plaintiff was engaged in a legitimate business, to-wit, that of buying, selling and leasing coin-in-the-slot operated mechanical devices commonly known as Pin Ball games, which are played for amusement only and which reward the players with the right to replay such mechanical devices and which devices are so constructed, or devised, as to make the result of the operation thereof depend in part upon the skill of the players and which return to the players thereof no coins, tokens or merchandise.

"The plaintiff bases his right to conduct his business on the fact that the Legislature of the State of Illinois amended Sections 341 and 342 of Chapter 38 of the Revised Statutes, which amendments were approved July 7, 1953, and read as follows:

"Sec. 341: Whoever, in any room, saloon, inn, tavern, shed, booth or building or enclosure or in any part thereof operates, keeps, owns, rents or uses any clock, joker, take or slot machine or any other device upon which money is staked or hazarded or into which money is paid or played upon chance, or upon the result of the action of which money or other valuable things is staked, bet, hazarded, won or lost, shall upon conviction for the first offense be fined not less than one hundred (\$100) dollars, and for a second offense be fined not less than five hundred (\$500) dollars and be confined in the county jail for not less than six (6) months, and for the third offense shall be fined not less than five hundred (\$500) dollars and be imprisoned in the penitentiary not less than two (2) years nor more than four (4) years.

"A coin-in-the-slot-operated mechanical device played for amusement which rewards the player with the right to replay such mechanical device, which device is so constructed or devised as to make such result of the operation thereof depend in part upon the skill of the player and which returns to the player thereof no coins, tokens, or merchandise shall not be considered to be a gambling device within the meaning of this Act and any right of replay so obtained shall not represent a valuable thing within the meaning of this Act. As amended, July 7, Laws 1953, p. 929 s. 1.

Section 342

"Sec. 342: Every clock, tape machine, slot machine or other machine or device for the reception of money on chance or upon the action of which money is staked, hazarded, bet, won or lost is hereby declared a gambling device and shall be subject to seizure, confiscation and destruction by any municipal or other local authority within whose jurisdiction the same may be found.

"A coin-in-the-slot-operated mechanical device played for amusement which rewards the player with the right to replay such mechanical device, which device is so constructed or devised as to make such result of the operation thereof depend in part upon the skill of the player and which returns to the player thereof no coins, tokens or merchandise shall not be considered to be a gambling device within the meaning of this Act and any right of replay so obtained shall not represent a valuable thing within the meaning of this Act. As amended 1953, July 7, Laws 1953, p. 929, s. 1.

"And further, that the Legislature of the State of Illinois enacted paragraph 481.B1 and its sub-sections, of Chapter 120 of the Revised Statutes, approved July 7, 1953, which provide as follows:

"Par. 481.B1 There hereby is imposed on every coin-in-the-slot-operated amusement device of the following description or designation, a privilege tax. The amount of such tax shall be as follows: (a) On every coin-in-the-slot-operated mechanical pin-ball device played for amusement which rewards the player with the right to replay such mechanical device, which is so constructed or devised as to make such result of the operation depend in part upon the skill of the player and which returns to the player thereof no coins, tokens or merchandise, an

annual tax of fifty (\$50.00) dollars for each coin-receiving slot. Such right to replay so obtained shall not represent value or evidence of winning within the meaning of any of the laws of this State.

"Par. 481.B7: The right to tax the games or devices described in this Act is not exclusive with the State of Illinois, but municipalities of the State of Illinois shall have the right to impose taxes or license fees thereon and to regulate or control the operation of the same within such municipalities."

City Ordinances

"The plaintiff alleges that by the enactment of the aforesaid laws, the power to prohibit Pin Ball machines granted to Cities and Villages, as set forth in paragraph 23-56 of Chapter 24 of the Illinois Revised Statutes, repealed the power of the City of Chicago to prohibit Pin Ball machines. Said paragraph 23-56 of Chapter 24, of which was enacted in 1941 and has not been amended, gives to Cities and Villages the power:

"Sec. 23-56: To license, tax, regulate, or prohibit pin ball, or bowling alleys, billiard, bagatelle, pigeon-hole, pool, or any other tables or implements kept for a similar purpose in any place of public resort."

"Plaintiff also alleges that altho the City of Chicago has had in force and effect since 1939, an ordinance prohibiting Pin Ball machines in the City of Chicago, said ordinance was repealed by the act of the Legislature of the State of Illinois, in enacting Sections 341 and 342 of Chapter 38 and paragraph 481.B1 and its sub-sections of Chapter 120 of the Illinois Revised Statutes (1953). Said section is 193-26 of the Municipal Code of Chicago, which regulates the keeping of certain games, makes it the duty of policemen to seize them and provides for fines.

Defendants' Contentions

"The defendants contend that the enactment of Sections 341 and 342 of Chapter 38 aforesaid, and paragraph 481.B1 and its sub-sections of Chapter 120 aforesaid, as approved July 7, 1953, are unconstitutional and therefore the City of Chicago still has power to prohibit Pin Ball machines within the City of Chicago under the provisions of paragraph 23-56 of Chapter 24 of the Illinois Revised Statutes, and Section 193-26 of Municipal Code of the City of Chicago is still in full force and effect.

"The defendants further contend that the statutes relied upon by the plaintiffs are unconstitutional.

"(1) in that same are in violation of Section 27, Article IV of the Constitution of the State of Illinois (1870), which provides as follows:

"The general assembly shall have no power to authorize lotteries or gift enterprises for any purpose and shall pass laws to prohibit the sale of lottery or gift enterprise tickets in this State."

"(2) Said statutes are class legislation and a grant of special privileges and immunities, in that there is granted to individuals owning or possessing a certain type of Pin Ball machine a special or exclusive privilege, immunity or franchise in violation of Section 22, Article IV, of the Constitution of the State of Illinois (1870), which provides:

"The general assembly shall not pass local or special laws in any of the following enumerated cases, that is to say: for—

"****granting to any corporation, association or individual any special or exclusive privilege, immunity or franchise whatever****"

"(3) Said statutes are void for vagueness, indefiniteness and uncertainty.

"The defendants also contend that said statutes, approved July 7, 1953, do not repeal Section 23-56 of Chapter 120, being the Cities and Villages Act, or the provisions of Section 193-26 of the Municipal Code of Chicago.

THIS SPACE RESERVED

For

EXHIBIT SUPPLY

WHO WILL ANNOUNCE

A NEW

SHOOTING GALLERY

NEXT WEEK

WORTH WAITING FOR!

1954 Model of Our Original Famous "FLASH JOKER"

This is the machine cleared by the Department in Washington, D. C., as not coming under the Johnson Act and can be shipped in interstate commerce.

The "Joker" is not coin-operated, therefore it does not require either the \$10 or \$250 Federal Stamp. The "Joker" is not a conversion. Both units are constructed by all new parts made solely by us.

The player machine fits any standard bell-type floor stand.

Phone, Wire or Write

Several territories still open

P & M ENTERPRISES, INC.
BOX 605 Phone 701 Lander, Wyoming



Get the Fall Season Off to a Fast Start with Finest in New Equipment—from WORLD WIDE!

NEW GAMES

- United NEVADA
- United BANNER
- United TARGETTE
- Gottlieb GOLD STAR
- Bally JET BOWLER
- Bally ROCKET BOWLER

WANT TO BUY

All Types
BINGO GAMES
Will Pay Highest
Cash Prices!

FOR SALE!

- Late SHUFFLE GAMES
- Late PIN GAMES
- Late GUN GAMES
- Late BASEBALL GAMES

ROCK-OLA HIGH FIDELITY 50 SELECTION PHONOGRAPH

Here is smart, modern cabinet styling, combined with original time-tested mechanism. There's a new fascination about the gayly colored separators as they revolve in front of the many-sided mirrors. Push only 1 button alongside your choice and presto! high fidelity music at its best! Smallest instrument ever produced. Weight, 290 lbs.

SEE IT! HEAR IT! BUY IT!

Will accept trade-ins! What have you!

WILLIAMS DAFFY DERBY

Brand new—rarin' to go winner! Sensational racing game with horses actually galloping! New, fantastic captive ball scoring. Radically different scoring principles. Fast and furious... lots of action. Play-appeal galore!

TERMS: 1/3 Deposit, Balance Sight Draft.



Phone: Everglade 4-2300

Chicago 47
2330 N. Western Ave

COIN BARGAINS!

Bright Spot	\$ 75.00
Spot Light	75.00
Palm Beach	150.00
Beauty	200.00
Beach Club	295.00
Yacht Club	185.00
Tahiti	295.00
Dude Ranch	325.00
Palm Springs	375.00
Havana	395.00
Surf Club	440.00
Turf King	35.00

One-third deposit required, balance sight draft.

GENERAL DISTRIBUTING CO.
1409 Orleans Ave., New Orleans, La.
Telephone: TUlaine 6729

Appoint McMurdie Portland Manager Of R. F. Jones Co.

PORTLAND, Ore., Aug. 21.—Promotion of Dean McMurdie to manager of the Portland branch of the R. F. Jones Company, Seeburg distributors, was announced here this week. McMurdie, who has been assistant manager since 1952, succeeds Larry Hornbeck, who is leaving the coin machine field.

McMurdie, who served on a U. S. navy destroyer during World War II, joined the company in 1948 after graduation from the University of California. He began as a salesman in the San Francisco office, then transferred to Denver in 1949, again as a salesman. He was brought to Portland in 1952 as assistant manager. His family here comprises his wife and three children.

Minthorne to Open Additional Offices On L. A. Coin Row

LOS ANGELES, Aug. 21.—Minthorne Music Company, Southern California distributors of the J. P. Seeburg Company, Keeney, Chicago Coin and Williams, will formally unveil the opening of additional coin row offices and showrooms within two weeks. Disclosure of the company's new investment was made this week by Jean Minthorne, president of the firm.

New building, located at 2671 West Pico Boulevard, will house both new and used music, games and vending machine equipment. Second story of the building will be devoted to the company's background music division and will feature a complete high fidelity showroom. George Mahlum will continue to head the firm's Selectomatic and Hi-Fi division.

In line with the recent transfer of Joe Fishman from the Newark, N. J., branch of Atlantic-New York to Atlantic-Pennsylvania in Philadelphia, Oscar Parkoff moves from Philadelphia to the Newark office of the Seeburg distributor.

MACHINE SHOP

Coin machine work our specialty, including cabinets, silk screen and overnight duplication.

MUNVES MFG. CORP.
722 Broadway New York 3, N. Y.
ALsonquin 4-3770

FOR SALE

Brand New Binks Zippers and Binks Whiz Bowlers

(in original factory cartons) **ONLY \$29.50**
offered at Sacrifice Prices **EACH**

CASH IN on this bargain and operate these powerful money makers. Your cost only \$29.50 per game. Further discounts on large orders.

ACT TODAY WHILE THEY LAST!

AUTO-BELL NOVELTY CO. 29 West Kinzie St. Chicago, Ill.

WANTED as is...

WURLITZER 1100's
WURLITZER 1400's
SEEBURG M-100 A's

Write, Phone or Wire
Top Prices Paid—
Spot Cash

VIKING EXPORT CO. 30 Church Street New York 7, N. Y.
WOrth 2-3053



Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

ELECTRIC SCOREBOARDS

Overhead, 15-21 pts.
Horsecollar, \$125 ea.
15-21-50 pts... \$125 ea.

Wall Model, 15-21 pts.
and 15-21-50 pts... \$95.00 ea.

PLA-POOL, New, Belgian Pool Game, \$275 packed.
Q-BALL, Belgian Pool Games, record, and refinished, \$149.50 ea., packed.

TICKETS

2500 7-11 ... \$1.15 bag

SHUFFLEBOARDS

20" American Shuffleboard, refinished top, crated ... \$159.50
Shuffleboard, Adj., set ... 12.00
Pucks (set of 8) ... 12.00
3-Faced Pucks, Ea. ... 1.50

Atlantic City ... \$150.00
Bright Spot ... 99.50
Coney Island ... 99.50
Un. Leader ... 75.00
Un. Circus ... 150.00
Keen, Holiday ... 75.00

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.
MID-STATE COMPANY
2369 Milwaukee Ave. Chicago 47, Ill.
Tel.: Dickens 2-3444

PHONOGRAPH REPLACEMENT PLASTICS

for A.M.I., Wurlitzer, Rock-Ola, Seeburg Domes, 146-147-148.

ZIG-ZAG

Counter Game \$55.00

FOR SALE

Ten (10) 5c Miniature Movies, including films ... \$2,050.00
Two (2) Shoot the Coon. 1,050.00
Special price for the lot... 2,900.00

Also:
Eight (8) Pokerinos, Ea. ... \$20.00
One Bally Big Inning ... 60.00

B. & M. ARCADE

PALISADES AMUSEMENT PARK P.O. Box 12, Palisade, N. J.

WANTED—GOOD BINGO MECHANIC

Must furnish reference. Good pay.

Write The Billboard, Box D-56, Cincinnati 22, Ohio.

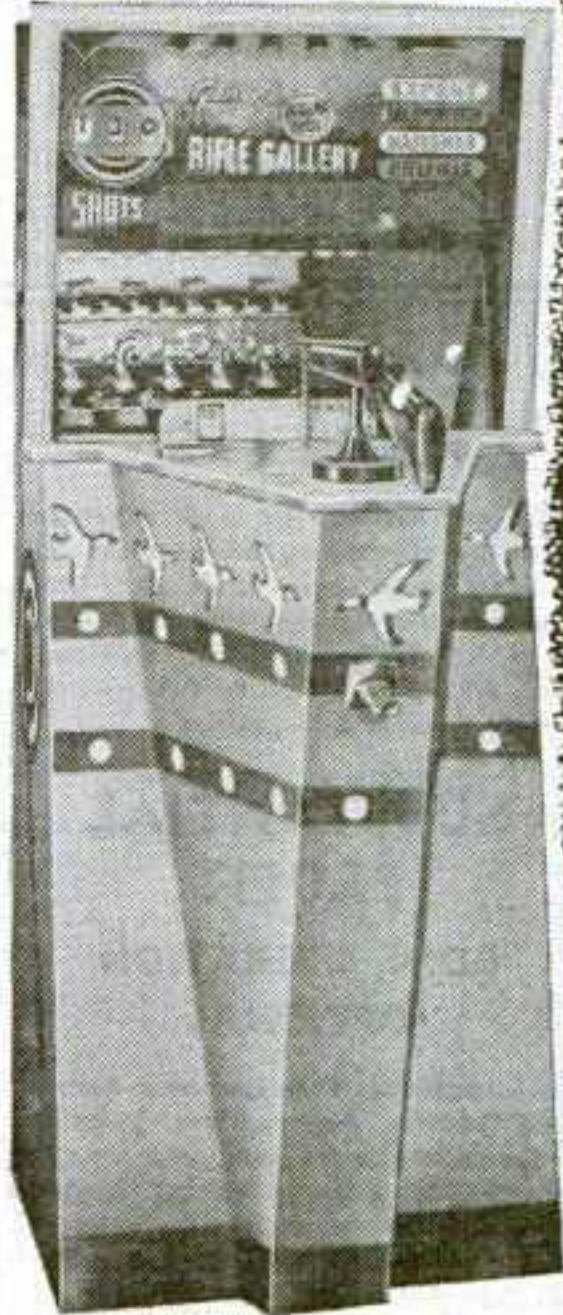
The ONLY... ONLY... ONLY...
MOVING TARGET GUN GAME on the market!



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!**

- ★ Making 6 targets relights one mystery target for replays!
- ★ High Score to 7 Million!
- ★ 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!

- ★ 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

RELY on DAVIS GUARANTEED PHONOGRAPHS

The DAVIS 6 Point Guarantee

- ✓ Mechanism Overhauled
- ✓ Speaker inspected
- ✓ Worn parts replaced
- ✓ Tonehead renewed
- ✓ Amplifier reconditioned
- ✓ Cabinet professionally refinished

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
H1217	159

WALL BOXES

—Reconditioned and Rebuilt—

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.**

WANTED TO BUY

SEEBURG . . . M-100's | WURLITZER . . . 1250's
And all other late model phonographs.
WRITE OR CALL US FOR PRICES

We Specialize in Export Trade
TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.

DAVIS

Distributing Corporation

738 Erie Blvd. E.
Syracuse, N. Y.
Ph. 75-5194

Cable Address
"DAVDIS"

Branches in
BUFFALO
ROCHESTER
ALBANY

SEEBURG FACTORY DISTRIBUTORS

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 COIN OPERATION OPTIONAL

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.

FINEST BINGOS

ICE FROLICS (almost new)	\$420.00
YACHT CLUBS (impr. super-line frequency)	225.00
PALM BEACH	150.00
CONEY ISLANDS (excl. condition)	95.00

WANT BINGOS—Send your list
W. E. Keeney Mfg. Co.
5231 S. Kedzie Ave. Chicago, Ill.
Hemlock 4-3844

ATTENTION OWNERS OF BELL TYPE MACHINES

We are in the market for brand new Mills Bells. Write, giving full description, price, etc., to
MILLS SALES COMPANY, LTD.
ATTN: E. STEWART
Bender Warehouse Reno, Nevada

"THERE IS A DIFFERENCE"

IMMEDIATE DELIVERY ON ALL NEW LEADING FACTORY PRODUCTS

UNITED BOWLERS	DRINK MACHINES	ARCADE EQUIPMENT
6 Player \$ 85.00	6 Supervends, 3 sel. 1000-cup capacity, with change makers \$265.00	ABT 4 Gun Rifle Range \$550.00
6 Player DeLux 95.00	6 Sneads, single 10-oz. cup, 1000 capacity... 125.00	Bally Big Inning 150.00
6 Player Super 110.00	3 Mills, single drink, 400-cup capacity, with change maker 150.00	Heavy Hitter 40.00
6 Player 10th Frame 125.00	6 Hupp, single drink, 400-cup capacity .. 110.00	Basketball Champ .. 175.00
6 Player Cascade ... 200.00	3 Bradley Seniors, 2 selections, 1000-cup capacity 225.00	Goalie 100.00
6 Player Stars 135.00	4 Revco Ice Cream Cup, #400 Model .. 125.00	C. Coin Pistol 95.00
4 Player Official ... 100.00	2 Craig Ice Cream Bar 125.00	Evans Bal-a-Score .. 145.00
5 Player 60.00	2 Mills 3-Drink 400 Cups 185.00	Evans Ten Strike ... 65.00
6 Player 10th Frame Stars 150.00	5 Andico Coffee Vendors 395.00	Ex. Dale Gun 55.00
	2 Silver King Coffee. 125.00	Ex. Gun Patrol 185.00
		Ex. Six Shooter 145.00
		Genco Sky Gunner .. 250.00
		Genco Nite Fiter .. 295.00
		Genco Basketball Write Life League 75.00
		Midget Movies, Latest Q Ball Pool Tables .. 125.00
		Quizzer With Film .. 95.00
		Sci. Pitch'm & Bal'm Seeburg Bear Gun .. 195.00
		Twin Shoe Series ... 150.00
		Wms. Star Series ... 75.00
		Wms. Quarterback ... 65.00
		Wurlitzer Skee Ball, Super World Series. 195.00
		Hayburners 75.00
		County Fair Standard Metal Typewriter 275.00
		Panorams 250.00
		Space Invaders 125.00
		Wms. Del. Baseball. 350.00
		Bal-a-Score Sr. Ex. Deluxe Post Card Vendors 50.00
		Jennings Barrel Roll 125.00
		Knotty Peaks 50.00
		100 Packed Wallboxes ... \$7.50 ea.
		CIGARETTE VENDORS
		8 10 Col. P. X. \$125.00
		15 8 Col. Eastern Elec. 115.00
		3 9 Col. Keeney Elec. 145.00
		4 9 Col. National 90 95.00
		2 9 Col. National 950 110.00
		1 8 Col. Rowe Elec. ... 95.00
		5 15 Col. U 500 110.00
		1 11 Col. Uneda ... 65.00
		All Factory Shopped—25¢ Chute.



Terms: 1/3 deposit with all orders, balance C.O.D.

AMI Distributors for Northern Ohio
NOW DELIVERING MODEL E

Cleveland Coin MACHINE EXCHANGE, INC.

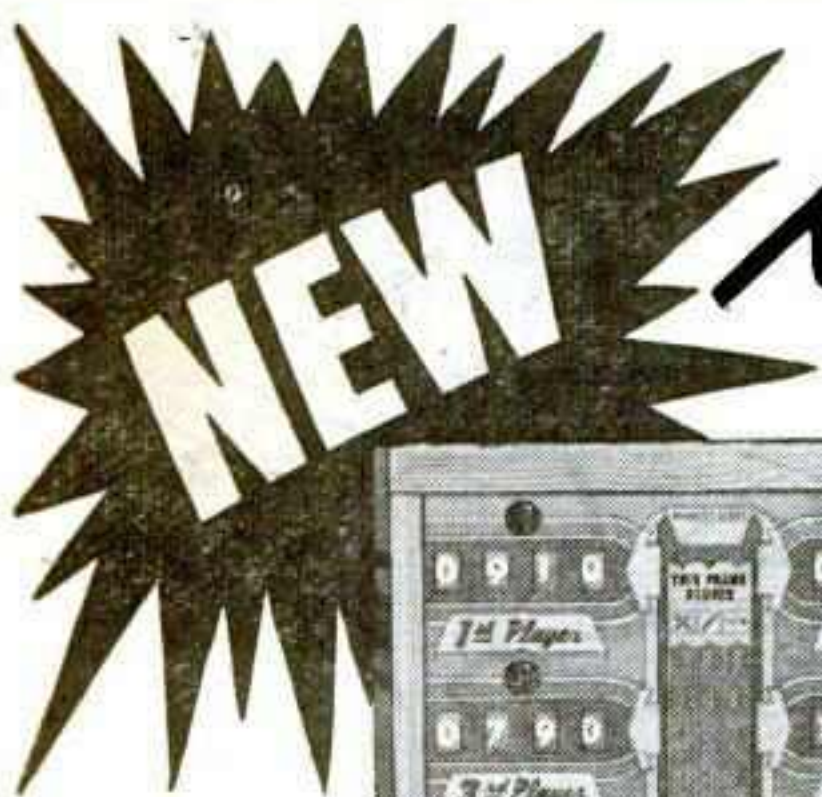
2029 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

WURLITZER 1250 \$265
WURLITZER 1500 \$575

RECONDITIONED AND REFINISHED LIKE NEW!
Terms: 1/3 Deposit, Bal. C.O.D.



A Quarter Century of Service.
ATLAS MUSIC COMPANY
2120 N. Western Ave., Chicago 47, Ill., U. S. A. ARmitage 6-5005



Keeneys' CENTURY BOWLER

Supplies players with this sensationally popular feature that captures and holds the play!

CHANGING VALUES AT THE START OF EVERY FRAME

Scoring values of Strikes—Spares—and Blows shuffle automatically after each frame on a mystery basis and range from 30—20—10 all the way to 300—200—100. Can be set to advance progressively each frame. Balanced scoring keeps each player in the game from start to finish. Strikes keep on shooting in 10th frame.

6 PLAYERS for BIGGER PROFITS

CHOICE TERRITORIES OPEN FOR DISTRIBUTORS!

9 foot Playfield on 8 foot Cabinet

8 foot Playfield on 7 foot Cabinet

NATURAL WOOD GRAIN GENUINE FORMICA PLAYFIELD



plus DIAMOND NUMBER MATCH FEATURE

PLEXIGLASS PROTECTED ROLLOVERS



Points are scored in various values indicated on the backglass in "matching frames" when player presses button. MATCHING FRAMES may be set at 3 or 10 and 3-4-or 5.

Flexibility OF PLAY MEETS EVERY LOCATION REQUIREMENT

Use the Changing Frame Values and different Matching Features to give players a change of pace!

SEE YOUR KEENEY DISTRIBUTOR NOW!

HAS EVERY NEW KEENEY SERVICING FEATURE



CHANGING VALUES Exclusive with KEENEY

THIS FRAME SCORES

X	/	BLOW
300	200	100
120	80	40
90	60	30
60	40	20
30	20	10

also Keeneys'

BIKINI BOWLER

Identical to CENTURY BOWLER excepting it has no "Match" feature.

END OF SEASON CLEARANCE

- 5 Genco Basketballs, Like New \$245
- 4 Genco Shuffle Pools, completely recond. \$225
- 2 United Clover Alleys \$195
- 1 United Tahiti \$245
- 3 United Havanas \$375
- 3 Genco Sky Gunners \$195

Our 1924 30th 1954 ANNIVERSARY

ALSO—Large Assortment of Late 5 Balls. Write for complete lists.

Our 1924 30th 1954 ANNIVERSARY

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS

THOROUGHLY RECONDITIONED BINGO GAMES OF ALL TYPES—WRITE

RECONDITIONED EQUIPMENT

- Un. Leaders \$395
- Un. Imperials 350
- Un. Classics 265
- Un. Clover 225
- Un. Team 410
- Un. League 395
- Chicago 6-Player 95

MISCELLANEOUS

- Un. Cascade \$210
- Un. DeLuxe 95
- Un. Super 110
- Bally Bright Spot 85
- Genco 2 Pl. Basketball.. Call
- Gott. Hit & Run 79
- Gott. 4 Horsemen \$79.50

QUICK DELIVERY—WRITE! Hi-Fi, Genco Rifle Gallery, Evans Saddle & Turf, United Banner and Speedy, Keeneys Century, Chicago Starlite and Feature Bowler, Chicago Home Run, Zig Zag, Gottlieb Gold Star, Wms. Daffy Derby & Big League Baseball. **CLAYT NEMEROFF • CHARLEY PIERI** Write for Latest List. 2257-59 N. Lincoln, Chicago 14, Ill. Lincoln 9-3996-7-8

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.

For Everything You Need in new and used equipment Write for Our Lists

DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa. 855 N. BROAD STREET, PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

CENTRAL OHIO SPECIALS

New United Shuffle Alleys for Prompt Shipment

- "SPEDDY"
- "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 Life 95.00

CENTRAL OHIO COIN MACHINE EXCH. 725 S. High St. Columbus 15, Ohio Capital 4-7254

WANTED TO BUY

Established Kiddie Ride operation only. Preferably chain locations; west of the Mississippi. We are commercially rated operators. Give full particulars. **BOX 746** c/o The Billboard 188 W. Randolph St. Chicago 1, Ill.

when answering ads . . . **SAY YOU SAW IT IN THE BILLBOARD!**

NEW

- Keeneys Electric Cigarette Venders
- Keeneys Bikini Bowler
- United Banner
- United Targetette
- Genco Rifle Gallery
- Williams Daffy Derby

BINGOS

- Bright Light \$ 75
- Bright Spot 95
- Coney Island 95
- Spot Light 85
- Atlantic City 158
- Yacht Club 225
- Beach Club 225
- Dude Ranch 375
- Palm Springs 395
- Ice Frolics 440
- Surf Club 470
- Stars 120
- Holiday 75

SPECIAL

18 ft. Rock-Ola Shuffleboard \$149.50
22 ft. American Shuffleboard
Shuffleboard Scoreboards, New and Used

SHUFFLE GAMES

- Keeneys Diamond—Match, 3/25 \$415
- 10-Player Team 175
- DeLuxe League—Match 85
- 6-Player League 65
- United Ace—Match Write
- Team—Match \$410
- Imperial—Match 350
- Classic—Match 265
- Clover—Match 225
- 6-Player Star—Match. 125
- Official—Match 115
- League 395
- Olympic 225
- 6-Player Deluxe 80
- Chicago Coin Crown \$275
- Triple Score 265
- Double Score 195
- Genco Target \$ 60
- Shuffle Pool 260

MISCELLANEOUS

- Williams Major League Write
- Exhibit Jet Gun \$130
- Keeneys 4 Player Shuffleboard Attachment 125
- Quiztime 110
- Seeburg 100-A 425
- Wurlitzer 1100 185

SHUFFLEBOARD

- 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

PURVEYOR

DISTRIBUTING COMPANY 4322-24 N. WESTERN AVE. CHICAGO 18, ILLINOIS PHONE: JUNIPER 8-1814

- Seeburg M-100-B \$575.00
- Wurlitzer 1500 449.50
- Rock-Ola Fireball 45 RPM, Like New 375.00

Write for Illustrated Catalog of Other Late Model Phonographs

Shaffer Music Co.

Cincinnati, Ohio 1200 Walnut St. MAIn 6310
Columbus, Ohio 849 N. High St. KLondike 4614
Indianapolis, Ind. 1327 Capitol Ave. MElrose 4-3571

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!

OPERATE Williams SCREAMO

The game that spots in-line numbers for a big "COME-ON" Order NOW!

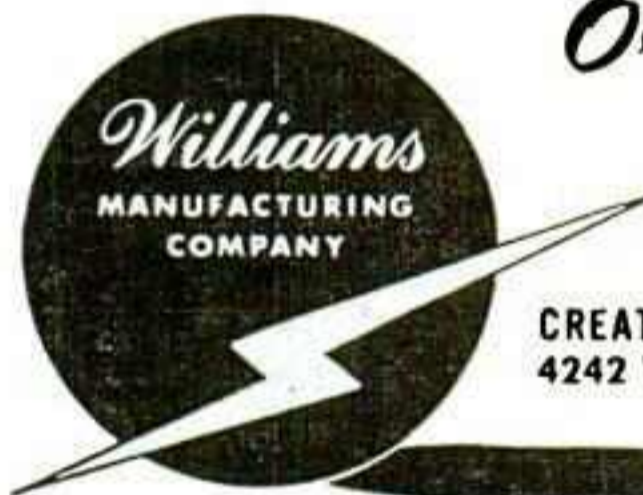
Available with 5c or 10c Coin Chutes

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. IMAGINE! 2 SELF-CONTAINED MIDGET PLAYFIELDS EACH WITH CAPTIVE BALL SPELL "DAFFY" and "DERBY" to ADVANCE SPECIAL SCORE WHEN COMPLETED. AMAZINGLY DIFFERENT!
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.

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.

FOREIGN BUYERS

Cable for Special Price Lists

Parts and Service Manual Available

It's smart to do business with THE firm that does the most for YOU

At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience... know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. That is why we have satisfied customers everywhere.

INTERNATIONAL AMUSEMENT CO.

1423 SPRING GARDEN STREET

Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.



SCOTT-CROSSE COMPANY

Rittenhouse 6-7712

PHILADELPHIA 30, PA.



Joe Ash Says...

FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

EXCLUSIVE WURLITZER and D. GOTTLIEB & CO. DISTRIBUTORS in Delaware, S. Jersey, and S. E. Pennsylvania.

FOR IMMEDIATE DELIVERY of

- WURLITZER { 1100's, 1500's, 1400's
- SEEBURG { M100A's, M100B's, M100BL's, M100C's

ACTIVE
AMUSEMENT MACHINES CO.

666 N. Broad St. Fremont 7-4495 Phila. 30
Write or wire for prices.

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

Headquarters for BEST BUYS in USED Bally GAMES

Just buy one, see why you pay a little more—and be glad you did! 1/3 deposit with all orders. MONEY BACK IF NOT SATISFIED. Write, wire or call.

HIGHEST PRICES PAID for used Bally In-Line Games

Allan SALES, INC.
937 MARKET STREET WHEELING, WEST VIRGINIA
PHONE: WHEELING 5472

SPECIALS!

- Genco SUPER BASKETBALL \$450.00
- 6—YACHT CLUBS 195.00
- 8—PALM BEACH 140.00
- 1—ATLANTIC CITY 150.00
- 6—SPOT LIGHTS 75.00
- 1—BRIGHT LIGHTS 50.00

Exhibit SHOOTING GALLERY Write

UNIVERSITY COIN MACHINE EXCHANGE

858 N. High St. Columbus 8, Ohio
Tel.: UNiversity 6900

COBRA CARTRIDGES

Realigned and Resurfaced, 75c each. Compare them with new cartridges. Cartridges returned within 10 days.

ELECTRONIC INDUSTRIES
P. O. Box 2008 Mesa, Arizona

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!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 780

Name
Address
City Zone State
Occupation



MORE FEATURES!... EXTRA FRAMES!... GREATER PROFITS!...



chicago coin's FEATURE BOWLER

**PLAYER BY SHOOTING SKILLFULLY
IN THE 11th FRAME, GETS 1, 2 or 3
EXTRA FEATURE FRAMES TO ADD
POINTS TO HIS SCORE!**

* **ONE EXTRA FRAME**
can add 300 for strike or 100 for
spare to Score!

* **TWO EXTRA FRAMES**
can add 600 for strike
or 200 for spare to
Score!

* **THREE EXTRA FRAMES**
can add 900 for strike
or 300 for spare to
Score!

Feature Bowler Contains all
the **ADVANCE** Scoring Fea-
tures! New Top Scoring Thrill
of 1900

Multiple Scoring on Strikes &
Spares plus "Time Tested"
actual 1-9 Pin Scoring

New Front
Hinged Score
Frame Glass
for Easier
Servicing!

You Get
Increased
Revenue from
10c - 3 for 25c
Play!

GOING STRONGER THAN EVER!...



chicago coin's SUPER HOME RUN

6 Player Baseball Game
with the 3 way
"Match" &
"Free Play"
Features!

chicago coin's STAR LITE BOWLER

New Match Bowler
with Entirely
New Matching
Principles!

1725 W. DIVERSEY • CHICAGO 14

**chicago
coin
MACHINE COMPANY**

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!

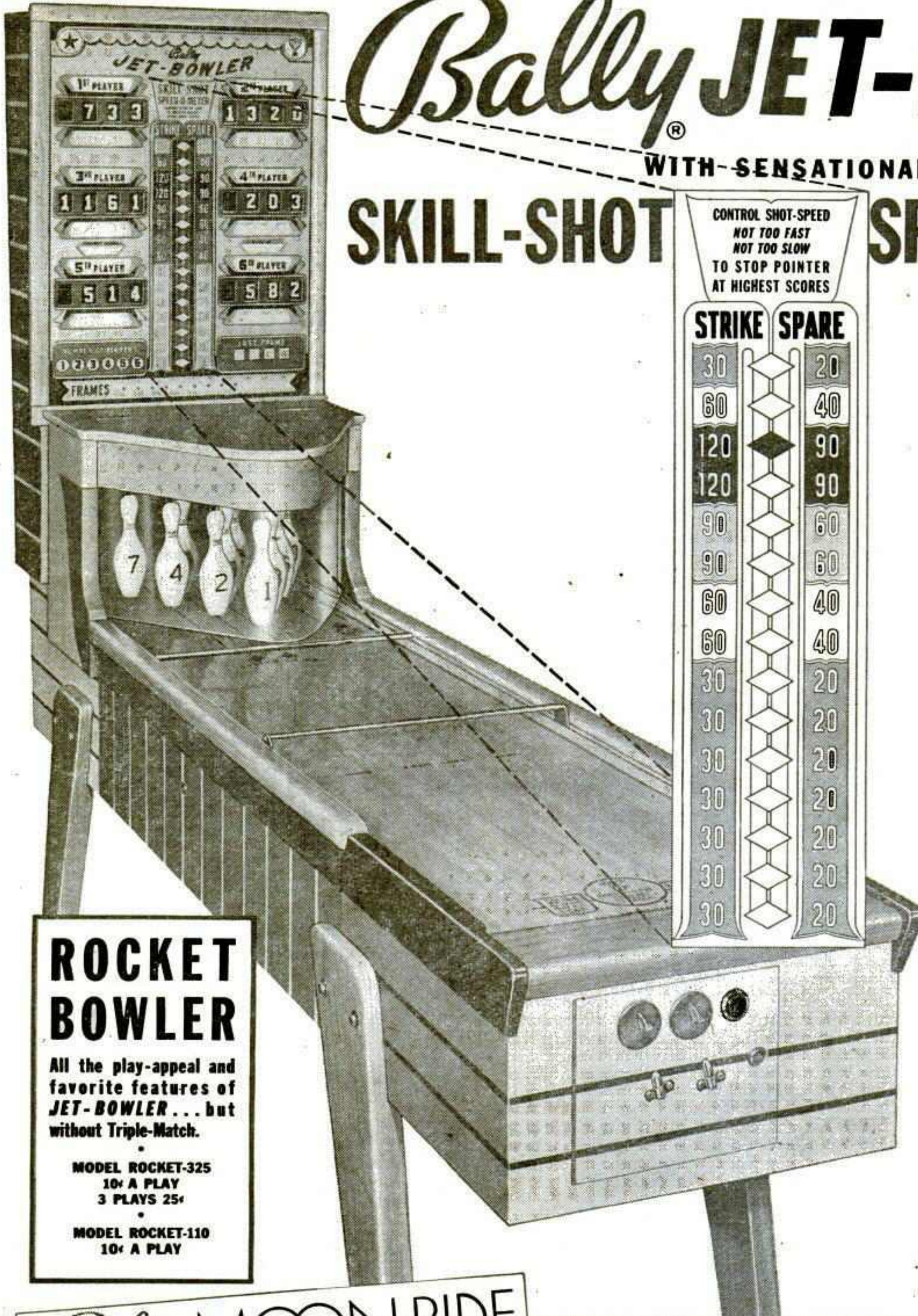
TRIPLE-MATCH

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

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.



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

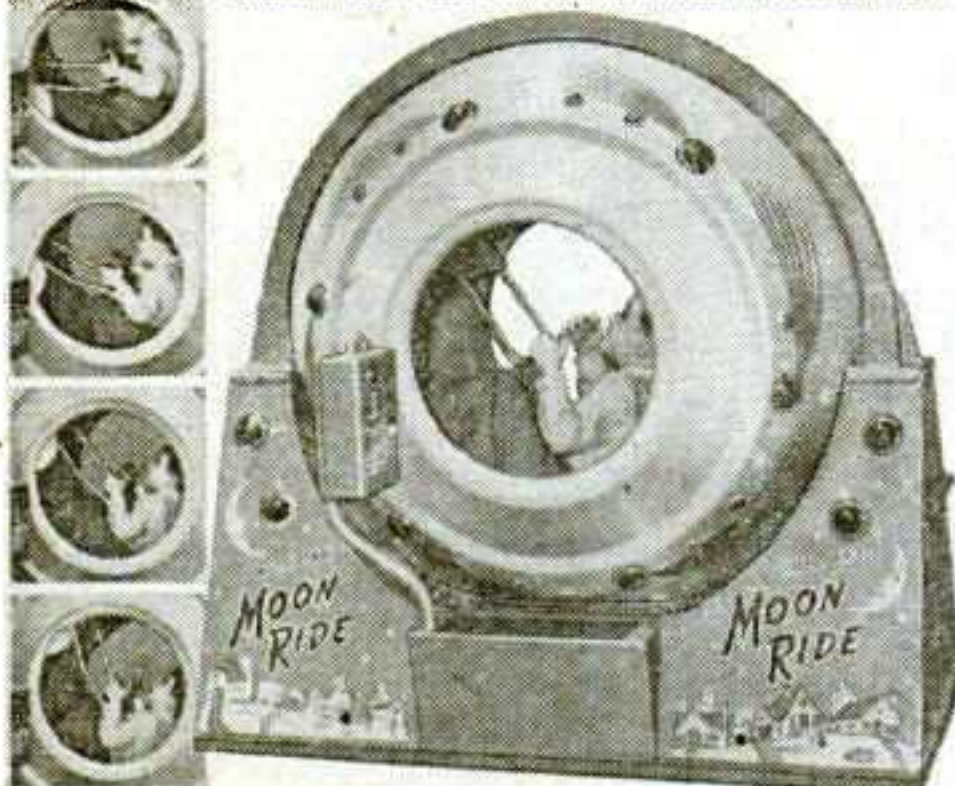
Bally MOON-RIDE

FASTEST MONEY-MAKER

EVER BUILT IN KIDDY-RIDE CLASS

"Flying Saucer" Fuselage Spins Round and Round
Cockpit Swings Back and Forth, Up and Down

Age version of the oldest, greatest kiddie-ride in history—the ever popular swing—MOON-RIDE gets immediate attention on location, gets repeat-riding day after day, month after month, gets biggest, steady profits ever earned in kiddie-ride field. Get your share of the MOON-RIDE money! Get MOON-RIDE on your location now!



FLASHY EYE-APPEAL

Silver saucer, blue base, flashing lights, stars and comets, white by cockpit-window.

SPACE-GUN SOUND-EFFECTS

POSITIVELY SAFE

ADJUSTABLE RIDE-TIME

ALL-METAL CONSTRUCTION

NATIONAL COIN-MECHANISM

35 IN. BY 57 IN. BY 18 IN. HIGH
RETRACTABLE CASTERS

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 on location today!



Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

UNITED'S Luxe JUNGLE GUN

FOR LONG RUN, LOW-COST, LONG PROFIT OPERATION



COMPACT ONE PIECE
SHOOTING GALLERY
FITS ALL LOCATIONS

20 TARGETS

20 SHOTS

10-20-30-40-50
PROGRESSIVE SCORING ON
EACH 5 SHOTS

20 HITS SCORE 600
AUTOMATICALLY PROJECTING

5 BULLS EYES and
5 EXTRA SHOTS

WITH A VALUE OF 50 POINTS EACH
TOP SCORE 850

EQUIPPED WITH
MATCH-A-SCORE
Feature

NUMBER-STAR-CLOVER
Convertible-Optional
Free play

SIMPLE
TROUBLE-FREE
UNITED
MECHANISM

See Your
Distributor Now!

UNITED'S
BANNER
and
SPEEDY

Shuffle-Alleys
offer the
FINEST
in
Coin-Operated
BOWLING
GAMES



TWO
SIZES

8 FT. BY 2 FT.
9 FT. BY 2 FT.

ALSO AVAILABLE
WITH
MATCH
A
SCORE
OMITTED

UNITED'S
NEVADA

Fast Action In-Line Game

With
NEW
SPELL-NAME
CARRY-OVER
Feature



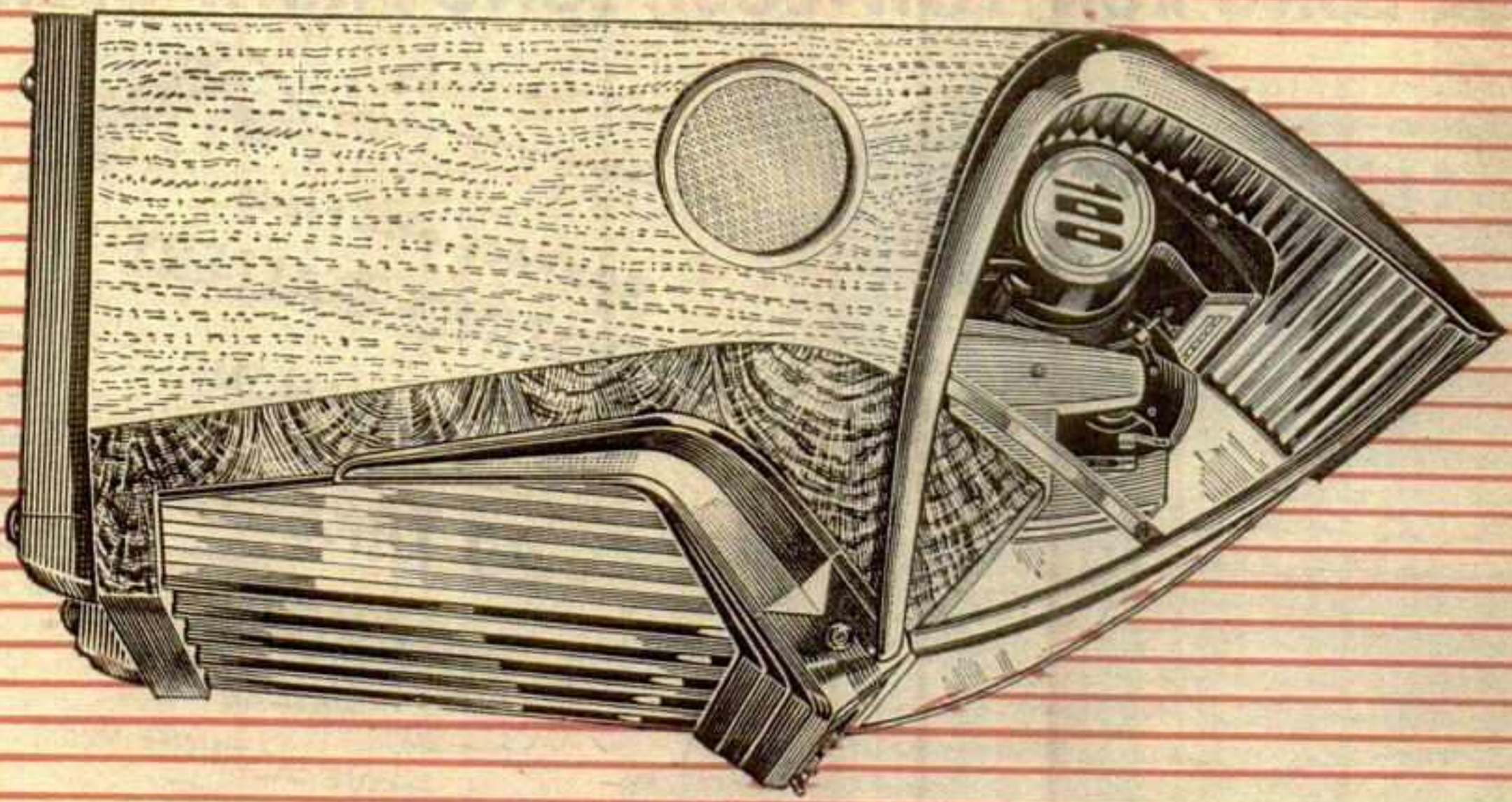
STANDARD PINBALL
CABINET SIZE



UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

the distinctive, new



Select-O-matic 100

LEADER IN STYLE Distinctive styling marks every line of the beautiful new Select-O-Matic "100" . . . from the exciting sweep of the one-piece glass top . . . to the symbolic bandshell background that cradles the mechanism . . . to the smartly styled grille and base. But a picture doesn't do it justice . . . see the new Select-O-Matic "100" at your Seeburg Distributor.

LEADER IN PERFORMANCE Beauty is only part of the story. The new Select-O-Matic "100" has feature upon feature to simplify operation and realize the maximum potential from every location. For more information on Select-O-Matic "100" design features . . .

SEE OUR OTHER TWO-PAGE ADVERTISEMENT

IN THIS ISSUE

America's Finest and Most Complete Music Systems

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

