

The Billboard

AUGUST 1, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

Study Underlines Radio's Solid Grip in Face of TV

Adaptable Medium Still Hits 9 Out of 10

Politz Makes Nation-Wide Qualitative Poll For Christal Outlets Charting AM Future

NEW YORK, July 25. — The constant grip of radio on the American public in the face of TV's prodigious growth was underlined this week by a study made by Alfred Politz Research, Inc., for 11 radio stations represented by the Henry I. Christal Company. Tho the study is nation-wide in scope, it covers only areas where TV is now operating. It is based on 4,985 personal interviews, using a probability sample representing 61,600,000 people, 15 years old and over, and consisting of 57 per cent of the total adult population of the United States.

The indispensability of the medium is more than ever borne out by the study, which shows that in video areas virtually all the people use radio, that on an average day two out of three adults in these areas listen to radio and that on an average week nine out of 10 adults are included in radio's audience.

Radio's universal appeal, cutting across all economic and educational classes, and its unmatched ability to penetrate was also strikingly highlighted. Nine out of 10 people in the lowest income brackets in these areas have radios.

Radio's constant audience, in-

door and outdoor, without stopping thruout the day, was significantly evaluated. The two top listening periods were between waking and breakfast, and between supper and going to bed, during each of which 29 per cent of the people tune in.

But tho the majority of the lis-

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Broadway to Get TV Play

NEW YORK, July 25.—Television drama's first contribution to the Broadway stage will be made this fall when Fred Coe produces Horton Foote's "Trip to Bountiful." Presented on the "Goodyear TV Playhouse" on March 1, "Bountiful" will be piloted on Broadway by the same crew that presented it on video. Vincent Donohue will direct, and Lillian Gish will be starred.

Coe will take a five-week leave of absence from his TV chores for the project. "Bountiful" begins its out-of-town shake-down at the Westport County (Conn.) Playhouse, September 7.

TV BLUE BOOK?

FCC Dissent Asks Programing Probe

WASHINGTON, July 25.—A new Blue Book battle—this time on TV programing—is threatened by Commissioner Frieda B. Henock of the Federal Communications Commission as the result of the lady commissioner's stormy dissent to the agency's proposal yesterday (24) to increase the license period of TV stations to

three years instead of one year as at present. Commissioner Henock, in a lone dissent from the Commission's action, demanded that the FCC "should as soon as possible engage in a factual study of television programing."

With the Commission having called for comments by September 1 on its proposed three-year license for TV, Commissioner Henock reportedly intends to continue cannonading along lines of her five-page dissent in which she took issue with the Commission's

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MISS AMERICA TV SEEKS 50G

NEW YORK, July 25. — Sponsors of the "Miss America" pageant in Atlantic City this week were asking \$50,000 from the networks for the video rights to present the beauty contest to the television audiences this September for the first time. The rights would presumably include showing the American beauties to the public, having them entertain and then making the presentation of the awards to the new "Miss America."

Italy to Hear Yma Sumac

ROME, July 25.—South American singer Yma Sumac, who had to give up her Italian tour last year because of intervening TV commitments, has finally arranged to do several long-awaited concerts in Italy this fall. A big disk seller here on Capitol, Miss Sumac is skedded to appear in Milan for a week beginning November 3 and then move down to Rome for another week starting November 9.

Other international name attractions who will make Italian port treks are Maurice Chevalier, who comes to Milan in October, and Edith Piaf, who will tour Italy starting in January.

Ike Holds Fate Of Film House Tax Exemption

Promise of Later Aid Quiets Dissent Of Other Interests

WASHINGTON, July 25.—Fate of the Mason Bill to exempt movie theaters from the federal 20 per cent tax on admissions is now in President Eisenhower's hands. The bill was sent to the White House yesterday (24) by the Senate in a voice vote. Senate passage came a few days after the bill emerged from Senate Finance Committee. The Senate action climaxed a powerful drive by the Council of Motion Picture Organizations which this week negotiated an agreement with several amusement organizations to withdraw demands for amending the Mason Bill to provide similar tax relief elsewhere in the amusement industry. Robert Coyne, special counsel to COMPO, in a letter to George Hamid, president of the National Association of Amusement Parks, Pools and Beaches, promised that COMPO will throw its support behind NAAPPB's move next year for tax relief if the Hamid group would abandon

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ABBOTT'S HAPPY TO PAY TAXES

ROME, July 25. — Comic Bud Abbott, visiting Rome before going on to London where he opens at the Palladium with partner Lou Costello a week from Monday (3), had a few things to say about the famed 18-months-overseas tax loophole law.

"I wouldn't think of remaining overseas 18 months," he told newspaper editor Bill Dowdell. "Taxes are tough. They take almost everything, but we're happy. That's more important than piling up dollars. I haven't anything to say about others. It's their own business, but the opinion back home is that the law will be changed."

AFTRA Fights AFM Singers

HOLLYWOOD, July 25.—The tense jurisdictional dispute between the American Federation of Musicians and the American Federation of Television and Radio Artists today appeared no nearer a solution. This became evident during AFTRA's first annual convention here despite its executive secretary's assurances in a keynote address that the artists' union could resolve the difficulty "after a full discussion and analysis" at the conclave.

AFTRA's executive secretary, George Heller, flayed AFM Prexy James C. Petrillo for what he termed Petrillo's "totally illegal" order prohibiting AFM members from joining AFTRA. Acknowledging the "rebuffs" suffered from the AFM, Heller declared Petrillo's "cynical aloofness" is "terribly shortsighted."

At other times Heller used stronger words to describe Petrillo's ban on AFTRA membership by musicians who sing and emcee. He termed it as "obstructionist, irascible and destructive tactics." He expressed his union's willingness to negotiate the problem, but warned AFTRA "will not be treated as second-class citizens

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New Bids Brighten Color Tele Future

WASHINGTON, July 25.—Color TV's Rainbow brightened further this week as the National Television System Committee and Philco Corporation, in separate petitions filed with Federal Communications Commission, bulwarked Radio Corporation of America's earlier filed bid for compatible color TV standards, while in New York Columbia Broadcasting System declared its own non-compatible system as no longer feasible.

Latest developments made all the more certain the likelihood that there will be no serious roadblocks to the Commission's okay

of compatible color standards. The timetable for FCC's anticipated okay of compatible color-TV standards supplanting CBS' existing non-compatible standards remains pretty much unchanged by this week's developments. The new standards are pretty sure to be okayed by the year's end unless the Commission runs into protracted hearings. Currently,

(Continued on page 3)

Big Disk Firms Plan All-Out Push on Albums, Promotion

NEW YORK, July 25. — The coming fall selling season for the phonograph record industry is expected to see the various manufacturers issuing the largest amount of record albums ever turned out in a three-month period. In addition, the merchandising and promotional efforts put behind the recorded packages are destined to be the strongest undertaken since the production of the 33½ and 45 r.p.m. speeds. In some quarters, it is even estimated that by Christmas this pro-

motion activity may top anything ever attempted by the industry. All this is pointed up sharply this week in the fall merchandise and merchandising plans announced by three major manufacturers: Capitol, Columbia and RCA Victor. (See separate stories on page 14.) In recent weeks, Mercury and Coral, too, have unveiled portions of their fourth quarter plans, which also are aimed at increasing both interest and activity on a broad level. Capitol's program is tied in

with self-service as the key to increased profits for record dealers. Columbia has keyed its fall program to the fifth anniversary of the introduction of long-playing records. RCA Victor is hitting the industry with new series and a concentrated drive on top artists in the classical and children's fields.

The three fall programs announced in detail this week include many features aimed at aiding dealers to inventory and mer-

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YOUR FORTUNE

It's simple, easy and profitable to tell fortunes. You earn as you learn with this brand-new little book, says an ad classified section.

But there are plenty of other ways to make a fortune besides telling them. Each week in The Billboard's three classified sections there are many valuable offerings that can put you on the path to a fortune. Equally valuable is the chance these pages offer you to sell almost anything from service or talent you have to offer.

And it doesn't cost a fortune to use these departments either. In fact, as little as \$3 a week buys you a spot in these wholly read and used sections.

What Do You Want to Buy or Sell? See pages 46, 64, 85.

Billboard Backstage

By BILL SACHS

There's hardly a day passes that a Billboard editor isn't reminded by one of his laymen friends that he has what amounts to about the best job in the world—a sort of a dreamboat, idyllic means of keeping the wolf from the door. The friend usually starts out by telling you how drab his job is and what schmos he has to dicker with eight hours a day in order to make a living. "But you," he'll continue, "you meet up with the most interesting people in the world—show people." Then he'll cite night clubs and cocktail parties, and he'll mention stars of stage, screen and radio, chorus girls, strip-teasers, show-biz widowers and lion tamers—everybody you're supposed to consort with in an average day's activity, and he'll wind up with, "and you get paid for it, too!" By the time he finishes shooting off his bassoon, he'll virtually have you convinced that you are obtaining your weekly stipend, little as it may be, by larceny and fraud.

Not wishing to shatter a beautiful illusion or bust up a loyal friendship, you don't argue with the guy. For, after all, you do have a sort of a fascinating and exciting job. And you do meet up with the most interesting people. There's no doubt about the latter. However, the most interesting people we encounter in our work, and that goes for all Billboard editors, are not always those we mingle with personally. More often than not they are readers we never meet; readers

seeking advice, an answer to a problem or with a service to sell. These unusual letters from unusual people reach us almost daily and is one of the reasons why you'll frequently observe a Billboard editor talking to himself and answering himself back or silently playing with a piece of string. I guess maybe it's ketching.

To give you an example of what I mean, let me quote a few of the missives received recently. A lady reader in Lansing, Mich., writes as follows, in her own words:

"Dear Gents:
"I asking you to pardon my liberty; writhing you this. But as you know, God did say. Seek you shall find, ask you shall receive, knock it will be opened on to you. So I thought you are able to give me the information of which I seek.

"I seeking to know the address of the matrimonial journal. Or magazine, I do not know exactly the name, but I know that it some kind of paper on circulation that get peoples to gether and marry them?

"I do believe you know wat I mean, and I asking if you will please be kind to send me the address, I will be very oblige to you.

"P. S.—If you know some sporting house here in Lansing please address me.

Again I thank you."

From a Detroit reader a male this time, comes the following:

"Dear Editor:
"I would like to write some items for your magazine. I can give you the greatest history of any living man, base ball player or anyone else. I played on the infield when only 10 yrs. old, on 2nd, base, and the only base ball player that played every position. And 77 yrs. old and still playing 2nd, short or 3d, base, and the only one in the whole world never played with a mitt, mask, pad or protector. I caught the first curve ball pitcher, ever threw a curve. I always stood close too the batter when catching. Took the ball in front of the batters bat 4 times in the first 7 innings and fanned him."

A West Blocton, Ala., reader offers his services in mental calculations. He writes:
"Dear Editor:

"This is an order for material to build a railroad, east and west, exactly 25,000 miles long. This calculation was made while blindfolded.

"Rails, 30 feet in length, rails—8,800,000; 20 cross ties to each pair of rails, ties—88,000,000; 4 spikes to each cross tie, spikes—352,000,000; fish plates, 17,599,996; joint bolts, 35,199,992; 2 washers for each joint bolt, 70,399,984. There is 8,799,998 joints. If you are interested in mental calculations I will send others more interesting."

That's just a sample of the letters that reach Billboard editors almost daily. And thus, you can see that it's interesting work if you can get it. But, frankly, we don't always get it.

Legit Line-Up

By BOB FRANCIS

Best news of the week legit-wise is the team-up of **Roger L. Stevens, Robert W. Dowling and Robert Whitehead** to organize a new corporation capitalized at \$1,000,000 to produce plays and operate theaters. As a starter, the new company will operate the Coronet, Fulton and Morosco theaters as soon as the current commitments of those houses permit. Other theaters, among them the 46th Street, are skedded to be added to the set-up, and the combine likewise projects later new playhouse construction. Thru Stevens' interest in the Playwrights Company, the latter org becomes a part of the picture. However, the Playwrights will continue to function as a separate entity, altho its production office set-up will be combined with the new corporation, and it will share in a financial interest. Stevens, heading the ownership of the Empire State Building, will be president of the new group. Independent producer Whitehead will be exec v.-p. in charge of production. Dowling is prexy of the City Investing Company which owns the above mentioned theaters and likewise a 25,000-foot parcel on Manhattan's West Side suitable for theater construction. The new org's announcement

stresses a view that Broadway theater can be stimulated via "a soundly financed corporation viewing the theater as a continuous business project" as against "a series of unrelated productions." This will permit limited-run revivals of classics on a rep basis as well as the presentation of new attractions. The former generally stack-up in the red column under current production methods. Over-all, the aim is to build creative theater talent and provide additional benefits thru a pension and profit-sharing plan, a return to the old-fashioned essential combination of production and operation practiced by the great legit managers of the past. It is more than possible that this is the medicine the Fabulous Invalid has been waiting for these last 20 years.

EYE "CASABLANCA" FOR MUSICAL . . .

Joseph Kipness and Jack Small are dickering with Warner Brothers for rights to make a musical out of the 1942 pic "Casablanca." If the deal jells, the pair would like to get **Tony Martin** for the lead role. No cleffer has been signed yet, but a tentative book is on tap via the typewriter of **Julius Epstein**. . . **Henry Fonda**

will be starred as the defense attorney in **Paul Gregory's** production of "The Caine Mutiny Court Martial," when it arrives on the Stem around the first of the year. The play is a stage adaptation by **Herman Wouk** of a part of his novel, "The Caine Mutiny." **John Hodiak** will be co-starred as Lt. Maryk, the defendant. Still being sought is an actor for the part of **Captain Queeg**. The drama calls for a cast of 25. . . **Philip Coolidge**, ex-the-recently-shuttered "Crucible," flew out to Hollywood this week on a hurry call from **Edwin Lester** to take on the role of **Omar Khayam** in the musical version of "Kismet," which co-stars **Alfred Drake** and **Doretta Morrow**. **Albert Marre** will direct, and **Jack Cole** stages the dances. "Kismet" opens in Los Angeles August 17 and hits San Francisco a month later. If matters are propitious, the show comes to the Stem in November. . . Sparked by his enormously successful TV production of the Ford anniversary program, the National Broadcasting Company has outbid other rivals and snared **Leland Hayward's** services as TV producer and consultant to take effect immediately. The contract, however, will not affect Hayward's legit activities.

Picture Business

By LEE ZHITO

HOLLYWOOD, July 25.—There have been a lot of changes that have resulted from television's growth and acceptance, both in the industry itself and among its viewers. Interesting indeed has been the changed attitude on the part of performers. This point was brought up this week during a chat with NBC's Howard Ross. Howard has fought a long and tough battle for the past four years in trying to lure top names to such shows as "Colgate Comedy Hour," "Saturday Night Revue," "All-Star Revue" and others.

A few years ago, Howard recalls, you couldn't get some movie names to stroll in front of a live TV camera for all the money in his budget. They were plain scared. He's referring, of course, to those film people who were contractually free to try their talents on the new medium. They wanted to wait. Let's see what the other guy does, was the general attitude.

The reasons for such reluctance were obvious. Hollywood's names were not used to going on with a

straight performance, let the errors fall where they may. They couldn't understand preparing an hour-long show in but a mere five days when for years they had worked 10 months to deliver a 60-minute film.

How will they look? What will happen if they flub a line? Will their fans remain faithful if they turn in a performance far from the perfectly polished offering they got in movies?

Howard recalls **Liz Scott's** TV debut. Here was an actress of recognized competence who enjoyed a wide and loyal following.

"For five days, I came to her home with the contract and each time Liz would freeze up at the idea of going on TV," Ross said. "Finally, she decided to take the plunge and agreed to make her television debut. I'll never forget how she looked right before she was to go on. The poor kid was so frightened at trying the unknown that you could tell she was white even thru her make-up. I decided to be funny. 'There's nothing

to worry about,' I told her. 'You'll be seen by only 50,000,000 people.' The thought that I was trying to add to her nervousness did the trick. She was so angered by my warped sense of humor that it broke the spell of fear, and she went on to deliver a topnotch performance without a single slip-up."

Performers, like people in general, like to follow the leader, Ross reflects. It took such artists as **Liz Scott**, who had the guts to take a chance and pioneer, to show the others that TV can't hurt them. Today, the picture has changed. Screen names want to go on TV. They keep prodding their agents to get them on shows. After seeing others click on TV, they don't want to be left behind.

It has taken only a few years to bring about that change in attitude. Today, Ross says that there are very few picture personalities that are not available to TV, and fewer picture producers who don't recognize the box-office merits of the tele plug.

Washington Once-Over

By BEN ATLAS

WASHINGTON, July 25.—GOP and Democratic politics alike are marveling at President Eisenhower's refusal to be stampeded on a nominee to the Federal Communications vacancy left by Paul A. Walker's exodus. No matter when Walker's successor takes office, President Eisenhower has already chalked up a record for holding off filling the commissioner's post in a political turnover year. The President's resistance to political pressures is figured all the more remarkable in view of the fact that the field of contenders for Walker's job was overcrowded long before the June 30 completion of Walker's term.

SMILE, FRIEND, WHEN YOU SAY 'RETMA' . . .

You have to smile when you pronounce the initialed version of Radio-Television Manufacturers Association's new name, which will be formally adopted Monday (27). The association, which started out years ago simply as "Radio Manufacturers' Association," now becomes known as "Radio-Electronic-Television Manufacturers' Association" — in other words, RETMA. The new name is being adopted by proxy vote as just one more acknowledgement of the communications industry's dizzy expansion. Along with the jaw-breaking name, the association is voting itself eight more permanent members of the board of directors, 10 at-large members to be elected by the board, and two new standing committees—one on electronics, the other on TV-radio.

CENSUS, CONGRESS ARE PENNY-HAPPY . . .

Congress got penny-merry in its crackdown this week on funds for the 1954 amusement industry survey. In trimming commerce department's \$20,000,000 request down to \$1,500,000 for a census of all classes of business, including amusements, Congress brought the census preparations practically to a standstill. Congress decreed that Census Bureau must limit itself to making a "spot check," which Census says is the same as doing nothing at all. Ironically, Census had completed several hundred thousands of dollars' worth of preliminary paper work, most of which will be scrapped.

Census Bureau was penny-happy, too, this week. Publishing its first survey of phonograph shipments, Census blithely listed the value of 199,000 electronic phonographs as \$2,000. Washington O-O made a quick phone call to Census Bureau and asked if manufacturers were selling phonograph sets at a penny apiece. The Census spokesman in a tired voice said he'd phone back with an explanation. A few minutes later he was back on the phone. "There was an error," he said. "That \$2,000 figure was meant to be \$2,050,000."

LOOKS LIKE BASEBALL TV BILL SHUTOUT . . .

Unless Sen. Edwin C. Johnson (D., Colo.) can perform a miracle, his bill to restrict baseball broadcasts and telecasts will be on the Senate's unfinished business when Congress goes into recess. The doughty Coloradan hasn't abandoned his efforts to get a vote on the bill in the closing days of the

session, but chances are dim. Altho Johnson's bill is on the Senate calendar, it's stymied there by a special rule which requires unanimous agreement before it can get consideration. Two companion bills, hopped on the House side, are still in committee and definitely won't reach the floor this year.

Symphony Ork Optioned for TV Film Bloc

NEW YORK, July 25.—Roland Reed Productions this week took an option on the services of the Philadelphia Symphony to produce the first video series of its kind. The producer expects to fashion a half hour TV film program around the orchestra which will be conducted by Eugene Ormandy.

Story lines will be developed to go with the music of a light pop-classical nature that is to be emphasized. In some cases the orchestra will be cut into the story and in others, where the music and the playing of the musicians is exciting visually, only the ork will be shown. United Television Programs will syndicate.

Meanwhile, Guy Thayer, Roland Reed's business manager, is in town showing the pilot films of Reed's two latest videofilm series, "Men of Justice," and "Waterfront." The reception has been good.

Poll Seeks Bids On French Films

NEW YORK, July 25.—Marty Poll this week submitted a package of 104 French feature films to various distributors to get their bids. Estimated asking price for each film is reported to be about \$3,000, but they must be dubbed, which will increase the price considerably.

Poll, together with Ed Gruskin, will produce "Flash Gordon" abroad.

Quarterly Taxes Now

WASHINGTON, July 25.—Tax returns affecting admissions, brokers, roof gardens, cabarets, radio and TV sets, phonographs and records, and musical instruments will be on a quarterly, instead of monthly, basis, Treasury Department announces. First quarterly returns, covering July-September, will be due October 31.

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BROADWAY SHOWLOG

Performances Thru July 25, 1953

DRAMAS

Dial "M" for Murder	10-29, '52	372
My Three Angels	3-11, '53	168
Panic	2-19, '53	180
The Fifth Season	1-23, '53	221
The Seven-Year Itch	11-30, '52	284

MUSICALS

Can-Can	5-7, '53	92
Me and Juliet	5-25, '53	68
Porgy and Bess	3-10, '53	160
South Pacific	4-16, '49	1,732
The King and I	3-19, '52	1,071
With You Were Here	8-25, '52	453
Wonderful Town	2-25, '53	173

A news story on this page announces the appointment of Sam Chase to the post of Radio-Television Editor of The Billboard. We are proud around this shop that titles are not tossed around lightly, and we are equally proud and happy when a man from the ranks works his way up.

Sam Chase is a Billboard staffer of experience, integrity and good judgment. We are confident that under his direction the department will continue to increase its influence in the fields it covers.—Roger Littleford, Editor in Chief.

TV BLUE BOOK?

FCC Dissent Asks Programing Probe

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assertion that the proposed lengthening of the license period will "serve the public interest and will be conducive to the orderly dispatch of the Commission business."

"My disagreement stems from the majority's identification of the 'public interest' with the convenience of broadcast licensees, rather than with higher public interest considerations," stated Miss Henock in her lengthy dissent. "I would, of course, agree that there is no magic in a one-year license period, as such. And I would agree that the Commission has not in the last few years made adequate use of the one-year license period presently in force to examine into the programming of television broadcast stations to determine whether they are or are not serving the public interest. But I should think that the solution for this deficiency is for the Commission to intensify and revitalize its renewal procedures, rather than to take the proposed action to relieve existing television stations of any necessity for accounting annually for their stewardship over these precious channels of mass communications."

Miss Henock reminded her fellow-commissioners that the FCC in 1951 had suggested calling a public conference to examine TV broadcasting problems from the viewpoint of the public, industry and Commission, and that a year later the FCC again reviewed the situation. "I think it is fair to say that this review did not show any substantial improvement," stated Miss Henock. She added that the FCC placed a number of stations on temporary licenses. Raising the question as to whether programming has since improved, she said, "Frankly, I don't know." She asserted that the FCC has not had the time to find out,

and she urged that the FCC should either proclaim that it has no doubts about TV programming's standards or the agency should embark as soon as possible on "a study and evaluation of television programming adequate to support intelligent and maturely considered action by this agency." She said that if after such a study the FCC concludes that "adequate programming standards are not being maintained, we can then call our conference and consider with the industry the factors involved in meeting such standards."

Bids Quicken Color TV Era; Back RCA

Continued from page 1

the outlook is for formal color demonstrations and maybe some oral hearings. It is expected that a large part of the latest findings will be filed as exhibits and written testimony.

Chief significance of this week's filings of color-TV petitions was a fresh demonstration of rivalry in the industry in preparing for the new color era. The standards proposed by NTSC this week are identical with those proposed by RCA, which in addition, in its earlier petition, had outlined its own color system. Chief difference between these bids and Philco Corporation's was a request by Philco for FCC to avoid setting a required schedule of color telecasts. Philco urged that the Commission, in okaying commercial color broadcasts under the NTSC standards should do so on an "optional" basis, so as to

avoid interfering with black-white programming.

Because all of the bids are basically in support of identical compatible standards, the way is clear for FCC to okay all three bids. FCC's task was made all the easier by the announcement this week of J. L. Van Volkenburg, president of CBS-Television, announcing that Columbia's non-compatible color system was no longer feasible in view of the existence of 24,000,000 black-white sets. This conformed to views previously indicated by CBS President Frank Stanton. Van Volkenburg made known that Columbia plans to seek FCC's approval for transmitting non-commercial sustaining programs in color to affiliated stations. National Broadcasting Company already has this authority.

FCC topiders say they anticipate that another three or four months may be required before a color decision can be made. They said that all efforts are being made to arrive at the decision as quickly but as orderly as possible. This would mean that manufacturers would be able to start pilot production next year, with likelihood that production would start to gain in 1955 and could reach sizable proportions in 1956.

The NTSC petition, filed by W. R. G. Baker, NTSC chairman, described NTSC's color tests already made as "highly successful."
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Adaptable AM Hits 9 in 10 In Face of TV, Says Study

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teners between waking and breakfast, 57 per cent, are listening in the kitchen, almost three out of four, 73 per cent, are doing something else — dressing, undressing, bathing, etc. And 7 per cent of those listening to radio between breakfast and lunch and lunch and supper is done at work. In addition, 54 per cent of the people had a portable or car radio on their last pleasure trip.

The adaptability of radio, which can be heard in all parts of the home, in contrast to TV's limitations, was once again hammered across. The majority of listening is done in the kitchen, but between supper and going to bed 56 per cent of the listening is done in the living room, and between waking and breakfast 35

per cent is done in the bedroom. The dining room is used by 19 per cent of the listening audience during supper.

The study found that people rely on radio primarily for information and entertainment, 66 per cent for the former and 70 per cent for the latter. Programs and stories appeal three times as strongly to women in the early part of the day as they do to men, whose main interest seems to be information. And two out of three of the people included in the sample who plan to buy new homes will buy additional radio sets, further re-affirmation of their faith in radio.

Big Advantage

Other key facts are that 49 per cent of these people look upon

radio as a necessity, 55 per cent of them would turn to radio first to verify a rumor of war and 70 per cent of them did not or could not name any disadvantage to radio. Most frequent advantage named was that "you can listen to it while doing other things." In the words of Alfred Politz, radio's most significant quality is its "ability to leak thru the crevices of people's daily schedules."

The primary objectives of the study were to provide the industry with a fresh perspective on the medium, its inherent values and characteristics and to chart a course of future radio research that the industry might profitably undertake on a broader scale, in greater detail and on a continuing basis.

NBC Prez White, Ill, Quits; Sarnoff Takes Over Duties

Radio Affiliates' Meet Forming Group Similar to Video's Unit

CHICAGO, July 27. — Frank White today (Monday) resigned as president of NBC effective August 7, and Brig. Gen. David Sar-

noff, board chairman, stated he would take over White's duties until such time as a new president is named. The moves were announced at an organizational meeting of NBC radio affiliates here by White himself.

Chase Named Radio-TV Ed

NEW YORK, July 25. — Sam Chase this week was appointed Radio-Television Editor of The Billboard, effective immediately. Chase joined the editorial staff as a reporter in 1947, coming from Tide magazine where he had been editor of the radio department. Prior to his Tide affiliation he had served with the radio section of the Associated Press.

The reporter set-up in The Billboard radio-TV department will remain the same, consisting of Leon Morse, June Bundy, Gene Plotnik and Charlotte Summers.

White has been in ill health for some time and took a lengthy European vacation recently in an attempt to regain his strength, his absence necessitating his missing a vital meeting of the web with its TV affiliates in Princeton a few weeks ago. Since his return on June 16, White said, his doctor has advised him to take "a long and complete rest" and to "give up the heavy duties and responsibilities of the president's office."

General Sarnoff, in accepting the resignation "with deep regret," stated that "until a new president for NBC is selected, I will personally assume the presidency of NBC and will continue my present active direction of its affairs. When the new president is installed, I shall continue to serve NBC as chairman of the board."

Reports that White's poor health might ultimately lead to his quitting the top NBC post have been circulating in the trade for some time. It is known that the web's affiliates, both AM and TV, have been disturbed about the comparatively frequent changes in NBC's upper echelons in recent months, and General Sarnoff is understood to have been especially reluctant, for this reason as well as because of his personal feeling for White, to have the latter leave.

It is believed that no permanent successor to White will be
[\(Continued on page 7\)](#)

NBC Changes Clear Up AM, TV Separation

NEW YORK, July 25. — The picture at the NBC radio network was clearing this week in the wake of the separation of AM and TV at the web. The key programming and sales posts were not yet filled, but indications were that the former would go to Jack Cleary and the latter to Fred Horton. Cleary was radio program manager in the old integrated AM-TV set-up, while Horton was a key salesman for the combined AM-TV webs. Merrill Mueller also is slated to leave his news editor post with the "Today" TV show to become top news and feature man for the AM web.

Meanwhile, the question is still unsettled as to who will succeed Ted Cott in the owned and operated set-up, now that Cott has become operating veepee of the AM web. Probabilities are that Cott's post as aid to Charles Denny, o&o chief, will be filled from within Denny's department. Denny also stated that the purposes and scope of NBC's plans for programming sales and merchandising for its o&o outlets remain unchanged and that Ernest de la Ossa will continue to manage WNBC and WNBT, New York.

THEATER-TV MAY GET 3 LEGITERS

HOLLYWOOD, July 25. — ABC-TV plans to telecast three legit plays from New York this fall via closed circuit to approximately 40 motion picture theaters in various cities. It is believed that among these will be the United Paramount Theater houses which now are part of the joint UPT-ABC operation. The plays, not yet selected, would be telecast by ABC for a syndicate headed by Edgar A. Rosenberg, with tix sold at a \$2.40 top.

The convention here of the American Federation of Television and Radio Artists brought this oft-discussed project a step closer to reality this week by setting on an experimental basis the two-hour network rate as the fee for members acting in these. Principals thus would receive \$292, including 38 rehearsal hours, with \$5.60 for each additional hour.

Hazel Bishop to Join ABC's Growing Line-Up

NEW YORK, July 25. — Hazel Bishop this week signed for the 9:30-10:30 p.m. Sunday time on ABC-TV, as that web continued to make the sales sparks fly. In addition, the web sold the alternating weeks of the Walter Win-

chell simulcast, 9-9:15 p.m., Sundays, to Carter products. Gruen watch already has half of Winchell. Previously, ABC had virtually hung out the SRO sign on its Friday line-up by closing the 9:30-10 p.m. slot with Sealy Mattress for the Lou Cowan package, "Comeback."

The Hazel Bishop order, starting October 4, is for the Hollywood-originated "Peter Potter's Juke Box Jury" stanza. A 68-station line-up is being projected. Stanza calls for name panelists to guess the vocalists and bands on new disks, then discuss the merits of the records. Production will include dance teams. Panelists themselves may perform. The deal probably means shifting the projected George Jessel show to another slot, since Jessel was slated to go into the 9:30-10 Sunday time with his "Banquet Table" show, starting September 6 for the B&B Pen Company.

Eddie Mayehoff Set For New TV Show

NEW YORK, July 25. — Eddie Mayehoff will get his second crack at video stardom in the new CBS-TV package, "That's My Boy." Mayehoff last season was in an ill-fated turkey sponsored by Reynolds Metals on NBC-TV. Playing opposite him in the new show will be Gil Stratton Jr., and directing will be Fred de Cordoba.

NIGHT STRIP'S APPEAL

Greater Penetration Than Half-Hour Shot

NEW YORK, July 25. — The nighttime radio strip show is beginning to have more sales appeal for agency time buyers than the weekly half-hour show, according to Ray Diaz, ABC's radio program director. The network exec pointed out that price tags on radio packages have decreased so much recently that media buyers are able to pick up an evening strip show for around \$2,300, making the buy as cheap or cheaper than a weekly half-hour program and giving a sponsor more direct audience penetration for his money.

In a move to keep ahead of this trend, Diaz scheduled two new 15-minute evening shows across the board earlier this month, and is currently readying a nighttime dramatic strip show for the fall. The former two are "Three City Blyline" from 8 to 8:15 p.m. and Sammy Kaye's "Serenade Room," a deejay-interview show from 8:15 to 8:30 p.m. The new package will probably follow in the 8:30 to 8:45 p.m. time period. The adventure drama, said Diaz, will carry a continued story theme, but the scripts will be styled for adult audiences of both sexes and will be considerably less complex plot-wise than daytime soap opera.

Also on NBC's programming line-up for the fall is a Friday night comedy show featuring a new comic, Tom Hubbard, whom Diaz describes as "a young Bob

Hope." The Hubbard show will originate from the West Coast, and is tentatively scheduled in ABC's 8:30 to 9 p.m. time slot. In that case, of course, the dramatic strip will move into another spot.

NEWS CAPSULES—COAST TO COAST

Station Reps Add to FCC Plea Vs. CBS, NBC; Campbell Named V.-P.

NEW YORK, July 25.—The Station Representatives Association this week further supplemented a petition of complaint it has filed against NBC and CBS with the Federal Communications Commission by adding two new charges. SRA states that CBS and NBC have taken over spot representation for seven independently owned radio and TV stations and that the networks are expanding into TV film production and have syndicated films which they consider "network broadcasting," even tho they furnish only film by mail.

CAMPBELL NAMED CBS VEEPEE . . .

NEW YORK—Wendell Campbell has been named veepee in

charge of station administration for CBS. He replaces Carl Burkland who has resigned from CBS to become executive veepee and general manager of the Portsmouth (Va.) Radio Corporation. Campbell was general sales manager of the CBS Radio Spot Sales. No replacement has been named for that spot.

CBS-TV TO SHOW NTSC COLOR . . .

NEW YORK — CBS-TV will program color to its network beginning September 15. The web will transmit National Television Systems Committee's compatible color via selected sustainers. When and if NTSC color is adopted by the Federal Communications Committee, CBS-TV

will begin a regular schedule of color under that system. Other plans include a color clinic for execs of CBS-TV color.

HAYWARD JOINS NBC-TV STAFF . . .

NEW YORK — Broadway producer Leland Hayward has joined NBC-TV as a producer and consultant. The producer of "South Pacific" and other hits, Hayward may produce a once monthly Saturday night show to spell "Your Show of Shows" for NBC-TV.

OTHER NEWS IN BRIEF . . .

Bishop Fulton J. Sheen will return to Du Mont with a line-up of 132 stations on October 13. Admiral will sponsor. . . James Caddigan, director of programs and production for the Du Mont web, has been given a new long-term pact. . . More than \$3,000,000 worth of new local business has been reported by World Broadcasting System affiliates selling World's phone quiz, "You Win." . . . Subject to Federal Communications Commission approval, the Fetzer Broadcasting Company, Kalamazoo, Mich., has purchased radio and TV stations KOLN and KOLN-TV, Lincoln, Neb. . . A spot campaign on WLA-TV, Atlanta, for Warner Bros.' "Beast From 20,000 Fathoms" brought an opening day record of 17,500 to the Paramount Theater there. . . . New York's candidate for re-election, has canceled his weekly TV show on WNBT, New York. . . . Sales of products and services of RCA hit an all-time record of \$410,686,182 during the first six months of 1953, exceeding by 34 per cent the previous peak established for the first half of 1952.

RESTLESS PEOPLE, REVOLVING DOORS . . .

Albert McCleery has been named an executive producer by NBC-TV. . . . WREX-TV, Rockford, Ill., has appointed H-R Tele-

NIXES LIGHTS VIA AM SIGNAL

WASHINGTON, July 25.—New York City's proposal to control street lights by means of a signal from radio Station WNYC was turned down this week by Federal Communications Commission.

Despite city claims that installation of radio receivers in lampposts to turn street lights on and off would save \$500,000 yearly in installations and maintenance costs, FCC ruled that WNYC's street-light signal "would seriously hamper" the control of electromagnetic radiation program, causing considerable confusion from false alarms. Furthermore, FCC stated that the proposed system "raises the question of possible control of street lights by enemy agents employing a clandestine transmitter adjusted to the frequency of WNYC."

'Crime' Goes To NBC-TV in Shift by Camel

NEW YORK, July 25.—Camels will shift "Man Against Crime," now on CBS-TV, Wednesday evenings 9:30-10, into the Sunday night 10:30-11 slot on NBC-TV this fall. The sponsor consequently is replacing his half hour on NBC-TV's "Your Show of Shows" of last season with the Sunday nighttime period next season.

Into Wednesday on CBS-TV will go Camels' newly-acquired "Topper" series. Rumors were that "Man Against Crime" was to be axed, but its impressive rating record could not be discounted.

Sponsors Eye 'The Search'

NEW YORK, July 25.—Considerable sponsorship interest this week was evinced in CBS-TV's new film documentary, "The Search." Both Standard Oil of New Jersey and the American Petroleum Institute are considering sponsorship of the property. The program is based on visits to various colleges, which humanize them and their function in American society.

vision, Inc., as its spot representatives. . . . William Perry Keats and Raphael G. Scobey join ABC as staff attorneys. . . . Johnny O'Keefe has joined Phil Dean's publicity staff at WNBT, New York. . . . William R. Wyatt has been appointed director of member service of Broadcast Advertising Bureau, Inc. . . . Raymond Swing has been named editor of "This I Believe," replacing Edward P. Morgan. . . . Frank Brandt has joined Hewitt, Ogilvy, Benson & Mather as TV art director.

Pollak Out At Coast ABC

HOLLYWOOD, July 25.—Personnel shuffling here at ABC continued this week with KECA-TV program director Jim Pollak as the latest victim of the net's exec realignment. He will be replaced by Bob Forward, head of programming at KTTV. Pollak refused to confirm reports that he is slated for a higher post with the net, stating only that he is leaving for a two-month vacation and will announce his future affiliation at a later date. According to reports, Pollak has a choice between a high level production post at the net's New York headquarters or a similar position in ABC's film syndication division under newly named Veepee George Shupert.

Rumored replacements in other key posts at the net and station levels here and in San Francisco were denied by William Phillipson, general manager of ABC's Western Division, while confirming Pollak's departure.

Selling Allentown, Bethlehem, Easton

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Bethlehem, Pa.

the only single medium reaching the entire



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Represented by **ROBERT MEEKER Associates**
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WOW!

ZIV'S NEW RADIO SHOW IS BIG, BIG, BIG!

**TONY
MARTIN**

**GINGER
ROGERS**

**DICK
POWELL**

**PEGGY
LEE**



THE HOTTEST SHOW THAT EVER HIT RADIO!

"The HOUR of STARS"

5 FULL HOURS EVERY WEEK!

FILLED WITH **MUSIC! MUSIC! MUSIC!**
RADIO'S GREATEST ORCHESTRAS AND SINGING STARS!

THE **BIGGEST** SHOW ...
THE **LOWEST** COST ...
IN **HISTORY**

WITH
12 ONE MINUTE SPOTS PLUS
3 CHAIN-BREAKS EVERY HOUR ...
75 PER WEEK FOR NATIONAL,
REGIONAL AND LOCAL
ADVERTISERS.

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



THE BILLBOARD

Radio-TV Show Charts

For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

Top 10 TV Shows Each Day of the Week in PITTSBURGH

(640,000 TV Sets; Panel Size, 200)

... According to Videodex Reports

WDTV.....Du Mont Television Network.....Du Mont, ABC, CBS, NBC

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

JUNE, 1953

SUNDAY, SIGN-ON TO SIGN-OFF

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Avg. Rtg. Lists top 10 TV shows for Sunday in Pittsburgh.

MONDAY, SIGN-ON TO SIGN-OFF

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Avg. Rtg. Lists top 10 TV shows for Monday in Pittsburgh.

TUESDAY, SIGN-ON TO SIGN-OFF

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Avg. Rtg. Lists top 10 TV shows for Tuesday in Pittsburgh.

WEDNESDAY, SIGN-ON TO SIGN-OFF

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Avg. Rtg. Lists top 10 TV shows for Wednesday in Pittsburgh.

THURSDAY, SIGN-ON TO SIGN-OFF

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Avg. Rtg. Lists top 10 TV shows for Thursday in Pittsburgh.

FRIDAY, SIGN-ON TO SIGN-OFF

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Avg. Rtg. Lists top 10 TV shows for Friday in Pittsburgh.

SATURDAY, SIGN-ON TO SIGN-OFF

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Avg. Rtg. Lists top 10 TV shows for Saturday in Pittsburgh.

*Based on NBC estimate for April, 1953.

FOR FULL INFORMATION

about all radio and television shows... ratings, audience compositions and the many other factors which determine the success or failure of a program.

For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.

For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington, or its Branch Offices at 516 5th Avenue, New York, and P. O. Box 6934, Los Angeles 22.

NEXT WEEK

Top 10 TV Shows Each Day in TOLEDO

... According to Videodex

Top 5 Radio Shows Each Day in SAN FRANCISCO

... According to Pulse

FCC Issues 5 TV Grants; Total at 526

WASHINGTON, July 25.—Federal Communications Commission this week issued five new TV grants, including one non-commercial education CP, bringing total authorizations to 526. Post-freeze grants now number 418.

Bay Area Educational Television Association, San Francisco, Channel 9, received the 20th educational TV grant to date. Other recipients of CP's were: Champaign-Urbana Television, Inc., Champaign, Ill., Channel 21; Standard Life Broadcasting Company, Jackson, Miss., Channel 12; Bi-States Company, Kearney, Neb., Channel 13, and Oklahoma Television Corporation, Oklahoma City, Okla., Channel 9.

At the same time, FCC notified the following stations that applications for extension of time to construct TV stations cannot be made on the basis of present information: WKMI-TV, Kalamazoo, Mich.; WRAX-TV, Williamsport, Pa., and KTVR, Galveston, Tex.

'Bride-Groom' Face GM Ax

NEW YORK, July 25.—General Mills may divorce "Bride and Groom" this fall. The program has done a good job for the sponsor in the 12-12:15 Monday-Wednesday-Friday CBS-TV spot, but the advertiser is considering whether a soap opera might not do even better.

GM may program the old soap, "Woman in White," which was a radio serial. There is already substantial interest in "Bride and Groom" from other clients.

WJL NBC AFFILIATE in DETROIT OWNED AND OPERATED BY THE DETROIT NEWS NATIONAL REPRESENTATIVE THE GEORGE P. HOLLINGBERRY CO.

Top 5 Radio Shows Each Day of the Week in ST. LOUIS

(502,448 Radio Families*)

... According to Pulse Reports

Table with 4 columns: Station, Power, Network, and Days. Lists radio stations in St. Louis.

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method.

MAY-JUNE, 1953

SUNDAY, 7 P.M. TO 12 P.M.

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Highest Gr. Rtg. Lists top 5 radio shows for Sunday in St. Louis.

MONDAY, 7 P.M. TO 12 P.M.

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Highest Gr. Rtg. Lists top 5 radio shows for Monday in St. Louis.

TUESDAY, 7 P.M. TO 12 P.M.

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Highest Gr. Rtg. Lists top 5 radio shows for Tuesday in St. Louis.

WEDNESDAY, 7 P.M. TO 12 P.M.

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Highest Gr. Rtg. Lists top 5 radio shows for Wednesday in St. Louis.

THURSDAY, 7 P.M. TO 12 P.M.

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Highest Gr. Rtg. Lists top 5 radio shows for Thursday in St. Louis.

FRIDAY, 7 P.M. TO 12 P.M.

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Highest Gr. Rtg. Lists top 5 radio shows for Friday in St. Louis.

SATURDAY, 7 P.M. TO 12 P.M.

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Highest Gr. Rtg. Lists top 5 radio shows for Saturday in St. Louis.

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Highest Gr. Rtg. Lists top 5 radio shows for Saturday in St. Louis.

SATURDAY, 6 A.M. TO 7 P.M.

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Highest Gr. Rtg. Lists top 5 radio shows for Saturday in St. Louis.

SUNDAY, 6 A.M. TO 7 P.M.

Table with 5 columns: Rank, Show Name, Network, Time, Station, and Highest Gr. Rtg. Lists top 5 radio shows for Sunday in St. Louis.

*Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Saint Charles (Mo.), Saint Louis Co., Madison (Ill.), Saint Clair (Ill.).

WOR SALES TREND:

Off-Beat Clients, More Buyers, Short Pacts

NEW YORK, July 25. — The trend in local radio sales here today is toward more advertisers, shorter term contracts and off-beat products, according to WOR sales manager Bill Crawford. The exec pointed out that the station sold 307 accounts in

1951, as compared to 525 in 1952, and that present sales figures indicate the figure will be even higher in 1953.

However, with shorter terms favored, the station's 10-man sales staff has to work almost twice as hard at individual servicing without showing an appreciable increase in sales revenue. Crawford thinks it is a healthy sign, tho, that agencies and sponsors are finally beginning to profit by market research and are using their radio budgets more

(Continued on page 41)

FCC Holds Up Hope TV Grant

WASHINGTON, July 25.—Bob Hope's grant for TV station in Denver is being held up pending a review by the Federal Communications Commission which yesterday (24) announced a last-minute stay in Examiner James D. Cunningham's recent recommended go-ahead to Hope. The Commission made known its decision on the deadline for doing so a month after Cunningham had recommended the grant to Hope's Metropolitan Television Company for Channel 4 in Denver.

The Commission gave no indication as to how long Cunningham's initial decision would be held up.

Benton-Bowles Ups M'Dermott

NEW YORK, July 25. — Tom McDermott this week was appointed veepee in charge of radio and TV production for Benton & Bowles. He had been acting as TV director of the agency since the resignation of Walter Craig.

McDermott's switch into production will leave a gap open that will probably be filled by the hiring of Ted Steele. Paul Roberts will continue to supervise radio activity for the agency.

NBC Prez Quits

• *Continued from page 3*

named in the immediate future. For one thing, General Sarnoff, in functioning as pro tem president, merely will carry on the de facto leadership he has been exercising for some time. For another, with the naming last week of Jack Herbert and Bill Fineshriber to head the TV and AM networks, respectively, General Sarnoff has tabbed two lieutenants who will help carry part of the burden in the future.

As a result, it is deemed likely that General Sarnoff will give the new split operation a chance to shake down, meanwhile assessing the personalities involved. After a suitable period, he then will probably appraise the situation and make whatever moves he deems necessary to improve the integrated operations of the various individuals and departments which comprise NBC's upper echelons. As to the ultimate choice for the presidency, the affiliates themselves are known to favor a man whose background embraces active station broadcasting experience.

Meanwhile, today's sessions of the AM affils here were slated to bring about formation of a group similar to that functioning among NBC's TV affiliates. A study committee is likely to be set up, comparable to that which the TV group has found to be so successful. A chairman is to be elected, but no major business is likely to be transacted at this meet. White and station relations chief Harry Bannister are on hand here to represent NBC.

The major discussion originally was to have been about separation of AM from TV, but with action already taken on this by NBC, it likely will center about the perennials of how to get more business and better programs. A meeting of the new group with the web, headed by General Sarnoff, is slated for New York early in September, at which time NBC will present specific plans to answer these questions.

AFTRA Meet Guns Raised at Petrillo

HOLLYWOOD, July 25. — The American Federation of Television and Radio Artists will expand to a national scale its threat to withdraw its members from any shows using musicians who sing or emcee but who fail to hold AFTRA cards.

This appeared certain today as delegates to AFTRA's first national convention here continued lengthy discussions on a course to be taken against President James C. Petrillo's ban on AFTRA membership by any member of his American Federation of Musicians.

It was highly likely that AFTRA would serve notice on Petrillo that dual membership is most advisable, or the union would be forced to boycott productions employing instrumental musicians who double as singers or other-

wise perform. AFTRA feels on secure grounds in its contention that Petrillo's AFTRA membership ban is "illegal" and that the radio-TV group is the only one authorized by the National Labor Relations Board to represent singers.

Until now, AFTRA has invoked its performance ban only in Los Angeles. AFTRA's stand is that the Petrillo ban is unlawful and unconstitutional, and that, therefore, its only recourse is to boycott shows where it considers it necessary.

Meanwhile, convention delegates this afternoon were to hear an appeal by a trio of suspended Los Angeles members. Three hours were set aside for arguments, with the likelihood that the appeal

(Continued on page 41)

Urges Probe Of Web Nat'l Spot Policy

WASHINGTON, July 25.—The Federal Communications Commission got a demand this week from James Lawrence Fly, TV-radio legalist and former FCC chairman, urging the Commission to re-examine network national spot advertising policy. Fly in a letter to the Commission contended that NBC and CBS disregard the Com-

(Continued on page 41)

Color TV

• *Continued from page 3*

ful." The NTSC comprises some 85 TV and electronics companies in addition to independent consulting firms and other groups interested in color television. RCA is a member, and the NTSC's petition included the signature of Dr. E. W. Engstrom, RCA's vice-president in charge of laboratories. Philco Corporation is also a member of NTSC.

viewers mean sales WGAL-TV

NBC • CBS • ABC • DuMont • Lancaster, Pa. delivers an ever-growing audience. Proof is tremendous write-in response from this rich Pennsylvania market area. Write — Channel 8

WGAL AM TV FM
Steinman Station • Clair McCollough, President

Sales Representative
MEEKER New York • Chicago • Los Angeles • San Francisco

“Free enterprise and the spirit of competition ... therein lies the greatness of our democracy.”

James J. Riegsmann N.Y.

welcomes to new york the dean of theatrical photography, maurice seymour of chicago, on the occasion of the opening of his new york studio.

• ARB Ratings of Non-Network TV Films
and markets in which they are currently rated

Children's	No. Sets in Market	June ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
JUNIOR CROSSROADS (15 min.—104 rel.—Sterling Television Co.)							
Baltimore	410,000	0.4	0.8	WAAM	3	S	10:45-11:00 a. m.
Los Angeles	1,434,000	1.1	11.0	KNBH	7	M to F	5:00-5:15 p. m.
New York	3,450,000	0.3	4.8	WABC	7	S	10:45-11:00 a. m.
Philadelphia	1,233,000	1.0	8.4	WFIL	3	S	10:45-11:00 a. m.
TIME FOR BEANY (15 min.—weekly rel.—Paramount TV Prod.)							
Boston	1,043,000	3.4	17.4	WNAC	2	M-W-Th-F	5:15-5:30 p. m.
Chicago	1,510,000	0.5	13.2	WGN	4	M to F	5:00-5:15 p. m.
Cleveland	751,000	1.4	15.0	WEWS	3	M to F	5:30-5:45 p. m.
Detroit	848,000	3.4	11.6	WWJ	3	M to F	5:30-5:45 p. m.
Los Angeles	1,434,000	3.4	41.6	KTLA	7	M to F	7:15-7:30 p. m.
New York	3,450,000	3.4	—	WCBS	7	M-W-Th-F	7:45-8:00 p. m.
San Francisco	630,000	14.9	22.1	KPIX	3	M to F	5:00-5:15 p. m.
WILLIE WONDERFUL (15 min.—65 rel.—Official Films, Inc.)							
Cincinnati	379,000	1.7	6.6	WCPO	3	M to F	7:30-7:45 a. m.

Mystery	No. Sets in Market	June ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
BOSTON BLACKIE (30 min.—78 rel.—Ziv Television Productions)							
Baltimore	410,000	18.3	50.0	WBAL	3	W	10:30-11:00 p. m.
Boston	1,043,000	24.8	30.0	WNAC	2	S	7:00-7:30 p. m.
Chicago	1,510,000	10.4	49.0	WGN	4	Th	9:30-10:00 p. m.
Cincinnati	379,000	18.7	51.2	WLW-T	3	Th	9:30-10:00 p. m.
Cleveland	751,000	16.8	38.6	WEWS	3	W	10:30-11:00 p. m.
Columbus	261,000	23.6	50.2	WBNS	3	T	8:30-9:00 p. m.
Dayton	224,000	15.8	39.9	WHIO	2	T	8:00-8:30 p. m.
Detroit	848,000	18.0	48.0	WXYZ	3	Su	9:00-9:30 p. m.
Los Angeles	1,434,000	9.2	59.6	KNBH	7	S	8:00-8:30 p. m.
New York	3,450,000	6.1	57.5	WABD	7	F	9:30-10:00 p. m.
Philadelphia	1,233,000	16.2	22.3	WCAU	3	W	7:00-7:30 p. m.
Washington	451,000	7.7	77.2	WTOP	4	T	8:30-9:00 p. m.
CITY DETECTIVE (30 min.—26 rel.—MCA-TV)							
Atlanta	330,000	12.2	31.7	WSB	3	S	10:30-11:00 p. m.
CRAIG KENNEDY, CRIMINOLOGIST (30 min.—26 rel.—Louis Weiss & Co.)							
New York	3,450,000	7.4	14.8	WCAU	3	Th	7:00-7:30 p. m.
FILES OF JEFFREY JONES (30 min.—39 rel.—CBS Television Film Sales)							
Detroit	848,000	4.6	9.4	WJBK	3	W	11:15-11:45 p. m.
Los Angeles	1,434,000	6.3	57.5	KTTV	7	M	8:00-8:30 p. m.
FRONT PAGE DETECTIVE (30 min.—39 rel.—Consolidated Television Sales)							
Chicago	1,510,000	5.9	38.8	WGN	4	W	8:00-8:30 p. m.
Dayton	224,000	7.5	25.7	WLW-D	2	Su	10:30-11:00 p. m.
Los Angeles	1,434,000	9.3	61.0	KTTV	7	Su	9:00-9:30 p. m.
New York	3,450,000	1.5	11.2	WABD	7	S	6:30-7:00 p. m.
Washington	451,000	7.7	66.8	WTOP	4	T	8:00-8:30 p. m.
HEART OF THE CITY (30 min.—26 rel.—United Tele Programs, Inc.)							
Chicago	1,510,000	2.2	25.7	WBKB	4	Su	3:00-3:30 p. m.
Chicago	1,510,000	1.7	17.7	WBKB	4	M	6:30-7:00 p. m.
Chicago	1,510,000	1.1	49.2	WBKB	4	T	10:30-11:00 p. m.
Chicago	1,510,000	6.1	48.3	WBKB	4	S	9:15-9:45 p. m.
Detroit	848,000	17.0	23.0	WXYZ	3	F	10:30-11:00 p. m.
Los Angeles	1,434,000	2.5	43.9	KTTV	7	T	10:30-11:00 p. m.
New York	3,450,000	1.8	51.7	WABD	7	F	8:00-8:30 p. m.
HOLLYWOOD OFFBEAT (30 min.—13 rel.—United Television Programs, Inc.)							
Cincinnati	379,000	10.7	36.9	WKRC	3	W	8:00-8:30 p. m.
New York	3,450,000	4.2	27.3	WCBS	7	Su	2:30-3:00 p. m.
IT'S THE LAW (30 min.—26 rel.—MCA-TV)							
Chicago	1,510,000	8.1	53.6	WBKB	4	F	9:30-10:00 p. m.
Los Angeles	1,434,000	4.3	59.6	KLAC	7	W	8:00-8:30 p. m.
New York	3,450,000	7.0	50.6	WABD	7	T	10:30-11:00 p. m.
Philadelphia	1,233,000	19.5	48.0	WPTZ	3	W	10:30-11:00 p. m.
San Francisco	630,000	41.4	65.1	KRON	3	Th	8:30-9:00 p. m.
Washington	451,000	6.2	41.6	WTTG	4	T	10:30-11:00 p. m.
PULSE OF THE CITY (15 min.—13 rel.—Telescene Film Prod.)							
Los Angeles	1,434,000	0.9	46.5	KECA	7	7	10:00-10:30 p. m.

Western	No. Sets in Market	June ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
CISCO KID (30 min.—78 rel.—Ziv Television Productions)							
Atlanta	330,000	10.0	32.2	WAGA	3	Su	6:00-6:30 p. m.
Baltimore	410,000	14.2	18.5	WBAL	3	T	7:00-7:30 p. m.
Boston	1,043,000	10.3	19.6	WNAC	2	S	5:30-6:00 p. m.
Chicago	1,510,000	8.5	29.0	WBKB	4	Su	2:00-2:30 p. m.
Cincinnati	379,000	18.2	30.7	WCPO	3	Su	5:00-5:30 p. m.
Cleveland	751,000	21.8	24.2	WBNS	3	S	6:00-6:30 p. m.
Columbus	261,000	11.2	40.3	WBNS	3	Th	7:00-7:30 p. m.
Los Angeles	1,434,000	13.8	45.5	KECA	7	M	7:00-7:30 p. m.
New York	3,450,000	6.6	21.2	WNBT	7	M	10:30-11:00 a. m.
New York	3,450,000	4.5	4.8	WNBT	7	S	7:00-7:30 p. m.
Philadelphia	1,233,000	14.0	20.1	WCAU	3	F	7:00-7:30 p. m.
San Francisco	630,000	26.8	40.8	KRON	3	Th	6:30-7:00 p. m.
Washington	451,000	8.6	14.3	WNBW	4	S	7:00-7:30 p. m.
COWBOY G-MEN (30 min.—13 rel.—United Artists Television)							
Boston	1,043,000	11.7	16.9	WBZ	2	S	6:00-6:30 p. m.
Cincinnati	379,000	14.2	20.2	WCPO	3	Su	1:30-2:00 p. m.
Columbus	261,000	13.8	19.4	WBNS	3	S	5:30-6:00 p. m.
Detroit	848,000	2.4	10.6	WWJ	3	Su	2:30-3:00 p. m.
New York	3,450,000	7.3	8.1	WPIX	7	S	5:30-6:00 p. m.
GENE AUTRY (30 min.—52 rel.—CBS Television Film Sales)							
Baltimore	410,000	12.7	36.6	WMAR	3	Su	7:00-7:30 p. m.
Boston	1,043,000	7.9	39.3	WNAC	2	Su	7:00-7:30 p. m.
Chicago	1,510,000	8.1	35.0	WBNS	4	Su	6:00-6:30 p. m.
Cincinnati	379,000	8.0	31.6	WKRC	3	Su	6:00-6:30 p. m.
Cleveland	751,000	15.8	39.2	WEWS	3	Su	7:00-7:30 p. m.
Columbus	261,000	17.2	34.0	WBNS	3	Su	6:00-6:30 p. m.
Detroit	848,000	6.8	30.6	WJBK	3	Su	6:00-6:30 p. m.
New York	3,450,000	11.8	23.3	WCBS	7	Su	7:00-7:30 p. m.
Philadelphia	1,233,000	13.9	39.4	WCAU	3	Su	7:00-7:30 p. m.
San Francisco	630,000	11.2	40.8	KGO	3	Th	7:00-7:30 p. m.
Washington	451,000	8.4	29.3	WTOP	4	Su	7:00-7:30 p. m.
HOPALONG CASSIDY (30 min.—26 rel.—NBC Film Division)							
Baltimore	410,000	12.1	15.1	WBAL	3	S	5:30-6:00 p. m.
Boston	1,043,000	10.2	10.8	WBZ	2	S	1:00-1:30 p. m.
Cleveland	751,000	9.3	14.8	WBNS	3	F	6:00-6:30 p. m.
Columbus	261,000	16.6	19.6	WBNS	3	S	12:00-12:30 p. m.
Detroit	848,000	9.8	21.4	WWJ	3	Su	5:30-6:00 p. m.
Los Angeles	1,434,000	7.0	43.0	KTTV	7	W	7:00-7:30 p. m.
New York	3,450,000	7.0	11.2	WNBT	7	S	6:30-7:00 p. m.
San Francisco	630,000	17.6	34.6	KGO	3	Th	6:30-7:00 p. m.
Washington	451,000	10.9	18.2	WNBW	3	Su	1:30-2:00 p. m.
RANGE RIDER (30 min.—25 rel.—CBS Television Film Sales)							
Atlanta	330,000	9.1	12.7	WSB	3	Th	5:30-6:00 p. m.
Boston	1,043,000	31.4	39.3	WBZ	2	Su	7:00-7:30 p. m.
Chicago	1,510,000	5.2	30.2	WBKB	4	Su	5:00-5:30 p. m.
Los Angeles	1,434,000	6.6	39.6	KNXT	7	T	7:00-7:30 p. m.
New York	3,450,000	1.2	—	WABC	7	Th	6:15-6:45 p. m.

This is a weekly service of The Billboard with ratings by American Research Bureau. Different categories are covered each week. Rating figure represents percentage of the TOTAL SETS IN THE MARKET. Thus a 10.0 rating in a 100,000-set market shows 10,000 sets tuned to the rated show. Further rating information is available thru American Research Bureau, National Press Building, Washington 4, D. C., or thru its branches at 516 Fifth Avenue, New York, and P.O. Box 6934, Los Angeles 22. Subtracting the RATING figure from the SETS-IN-USE figure provides the total of the ratings of all opposition shows.

WARNING: Check distributor for availability. Any of the films listed here may be available in the immediate or near future regardless of markets in which they are now being shown. Query distributor promptly on any film in which you are interested.

Film Football May Buck Big Shows on 2 Nets

By SAM CHASE

NEW YORK, July 25.—Filmed version of college football games in all probability will be utilized by two networks this fall in a drive to snare audiences away from entrenched stanzas being aired by the competition. NBC-TV is considering slotting Consolidated's "All American Game of the Week" in the 9 p.m. Monday slot against the top TV show on the air, "I Love Lucy." And NBC-TV itself will find its "Show of Shows" and "Hit Parade" stanzas, 10-11 p.m., Saturdays, bucked by ABC-TV films of that afternoon's Notre Dame game.

The NBC-Consolidated deal is reportedly white hot, with a couple of bankrollers eager to jump on board despite the fearsome competition of "Lucy." This is because college football has such a huge and fanatic following that bankroller is almost certain to get his full money's worth, Lucille Ball to the contrary notwithstanding. Imminent word is expected on a deal here.

The ABC-TV deal has an automotive sponsor hanging fire, with a contract apt to be inked at any moment. Here, too, the threats of Sid Caesar and "Hit Parade" are not frightening away the bankrollers. The national popularity of Notre Dame is seen as holding forth against them, as well as the live grid competition of the Du Mont web, which will air several professional tilts on Saturday nights this fall. ABC-TV, incidentally, aired the Consolidated series in 1950 for Pontiac, which could be interested in either of the two current offerings.

All but two of the Notre Dame games will be filmed for ABC-TV by Tel-Ra. The opener, with Oklahoma, probably will not be shown, and another college game substituted, and the Notre Dame-Southern Methodist tilt (which will be carried live by NBC-TV) also will likely be nixed. Penn games, in all probability, will be used instead. The Penn-California game on October 10 already has been set on what will be an open date for the Fighting Irish.

The Notre Dame package is

costing ABC about \$20,000 per game, including rights. The web is using its own film developer, which will be transported directly to the stadium at which the game is played, and will be working against a five-hour deadline of developing and transporting the film to the nearest ABC-TV station for origination. In some cases, this means flying the film some distance, for some games will be in cities without a TV station.

Meanwhile, this gives the web a chance to sell an additional time slot, the 9:45-10 p.m. period preceding the airing of the films. Bayuk Cigars is understood to be in line for this time, in which Notre Dame coach Frank Leahy will air live, with the opposing coach and players of both teams, discussing that afternoon's game.

ABC-TV expects to clear about 30 stations for the Leahy show and the game. These carry the Saturday night fights preceding, and are expected to stick with the web for the football shows.

Guild Obtains 'Secret' Unit

NEW YORK, July 25.—Guild Films this week acquired its third new property within the period of a month. It is a new 15-minute dramatic series, "Secret Chapter," which is being produced by Ron Ormond who is also connected with the production of another Guild series, "Invitation Playhouse."

The show will dramatize highlights in the careers of great figures in history. Other new Guild properties are "Joe Palooka" and "Life With Elizabeth."

26 Sovereign Films on Sale

NEW YORK, July 25.—Sovereign Productions this week made a package of 26 of its anthology TV films available to syndicators interested in their distribution. Reported asking price is a guarantee of \$10,000 per film, against the usual 65-35 distribution fee.

Sovereign is now producing the videofilm for General Electric Theater and for Hamilton Watches' "Your Jeweler's Showcase." It is believed the 26 films were used on the latter show's first run.

Rohrs Quits UPT; Haganaugh In

NEW YORK, July 25.—Johnny Rohrs, manager of the Chicago office of United TV Programs, this week resigned to join Screen Gems in a similar capacity. His replacement will be Gus Haganaugh, a veteran account executive at Standard Radio, which has a large proprietary interest in UTP.

QUICK TAKES

NEW YORK, July 25.—George E. Burgess Jr. has joined the New York home office's sales department of Screen Gems, Inc. . . . Gross Krasne, "Big Town" producers, are looking for a replacement for Jane Nigh who plays Lorelei Kilbourne in the film series. The actress is retiring to have a baby. . . . Official Films will syndicate "True Detective," a new half-hour video series to be produced and directed by Murray Burnett in New York. . . . Guild Films has appointed Jane Kaye as New York office manager and Edward Grossman as controller. . . . Himan Brown started shooting on his new "Inner Sanctum" TV film series last week. The package will be syndicated this fall by NBC. . . . Arrow TV Film Productions this week appointed three new sales reps: Bill Dubinsky for the Southern States; Don Kerr, New England territory; and Charlie Alsop, West Coast.

TV FILM PURCHASES

NEW YORK, July 25.—Consolidated TV Sales, Inc., this week made the following sales: "All American Game of the Week" to KBTU, Denver, for Beach Milk; WILS, Lansing, Mich.; KZTV, Reno, Nev.; WTVI, Belleville, Ill.; and WCOS-TV, Columbia, S. C. for National Distributors; "Hollywood Half Hour" to Gwaltney Meats for sponsorship over WTAR-TV, Norfolk, Va. and WTVR, Richmond, Va. Consolidated also closed five more Station Starter sales making a total of 52 sales on the library plan to date. New buyers are KTVE, Longview, Tex.; WNAO-TV, Raleigh, N. C.; WGVU-TV, Greenville, S. C.; KZTV, Reno, Nev., and KRBC-TV, Abilene, Tex.

Arrow TV Film Productions, Inc., this week sold its "Ramar of the Jungle" series to KUTV, Salt Lake City; KLZ, Denver, and KIMA, Yakima, Wash.—all on firm 104-week deals. Arrow also closed two sales on its Peerless feature film package to KOLN, Lincoln, Neb., and in the Kansas City market.

New NBC Film Division sales this week were as follows: "Captured," to J. Walter Thompson for San Francisco market; "The Cop," KSDW, Salinas, Kan.; KDYL-TV, Salt Lake City; KFDX-TV, Wichita Falls, Tex.; to Walter J. Klein for Raleigh, N. C., market, and to the Thompson Agency for San Francisco market; "Victory at Sea," KLAS-TV, Las Vegas; "The Visitor," KDYL-TV, Salt Lake City; "Life of Riley," KING-TV, Seattle; WBKD-TV, Chicago; hour "Hopalong Cassidy," KLAS-TV, Las Vegas; "Douglas Fairbanks Presents," KLAS-TV, Las Vegas; "Dangerous Assignment," XELD, Brownsville, Tex.



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- | | |
|----------------------------------|------------------|
| 1. <u>Song</u> from Moulin Rouge | 4. No Other Love |
| 2. April in Portugal | 5. Ruby |
| 3. I'm Walking Behind You | 6. I Believe |
| | 7. Vaya Con Dios |

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Television-Radio Reviews

Boy Scout Jamboree

TELEVISION—Reviewed Saturday (18), 9-10 p.m., EDT. Sustaining via CBS-TV. Producer, Paul Levitan. Director, Bob Quinlan. Narrator, Walter Cronkite. Interviewer, John Galbraith.

A first-rate public service, hour-long segment which should have attracted a healthy audience and was true Americana on TV. The show moved along at a fine clip from beginning to end.

Currently encamped on a ranch site near Santa Ana, Calif., some 50,000 Boy Scouts are living it up in tents and disporting themselves the way Scouts have done for the past 43 years. CBS, by televising some of the activities for an hour on Saturday night, gave the thousands upon thousands of parents and friends of the kids and many of the 3,000,000 Scouts who didn't attend a chance to live it up, too, the vicariously. Pacing, camera work, narration and interviews were all tops. All shots were outdoors, and the bright sun of the California late afternoon gave a clear picture—far superior in many cases to what might have been done in a studio.

Activities

Among the activities presented were amateur singing and instrumental efforts, a mounted sheriff's patrol, precision military drilling, flapjack cooking, snapping bull whips, a Nisei drum and bugle corps, pie-eating contest, Indian dances, mail call, a boys' choir, Hawaiian hula dances, swapping of souvenirs, a Sixth Army pipe band and the retreat ceremony at lowering the flag.

Walter Cronkite, working off camera, did a fine job of narration and tying together the various elements with historical and statistical information and smooth-flowing chatter. On camera at various times was reporter John Galbraith who interviewed the youngsters, chatted with them, described some of their activities and covered on close-ups. In every way, it was a well-knit show and a fine public service.

Joe Martin.

General Electric Theater

TELEVISION — Reviewed Sunday (19), 9-9:30 p.m., EDT. Presented by General Electric thru Batten, Barton, Durstine & Osborn via the CBS-TV network. Producers, Gil Ralston and Arthur Ripley. Director, John Brahm. Cast: Edward Franz, Lucretia Tuttle, Kurt Katch, John Qualen, Richard Hale and Sean McClory.

A well-produced video film series which misses because of script trouble.

If production were all that video film makers had to contend with, this series would be close to the top. Unfortunately, however, once good production standards are established, the program must present story values that interest. And "Thirteen o'Clock was nothing, but a routine fantasy that has been done (Continued on page 44)

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Super Ghost

TELEVISION—Reviewed Sunday, 7:30-8 p.m., EDT. Sustaining via NBC-TV, from Chicago. Producer, Jay Sheridan. Director, Paul Robinson. Moderator, Bergen Evans. Panelists: Shirley Stern, Buddy Black, Robert Merriam.

"Super Ghost," back for its second summer, is that rarity—a literate quiz show and a fine prestige-sustainer for NBC. However, our national predilection for the comic book may limit its appeal audience-wise. In view of its upper-brow content, it seems only fitting that the show subs for the most charming "egg head" on video—"Mr. Peepers."

The gulf that separates the game format of "Super Ghost" from most quiz shows is as great as the semantic charm that exists between The New York Times' crossword puzzle and The Daily News' version of same. Consequently, while the show is a sure bet for orthographical-minded viewers who like nothing better than to curl up with a good dictionary, those with more limited vocabularies may feel so inferior they'll turn the dial.

The show has a new feature which gives viewers a chance to compete via long-distance telephone, with a pretty proxy marking the phone-ghost's contributions to the game on a special blackboard. Using a trio of root words submitted by viewers, each panelist (including the proxy) adds one letter at a time to the root, trying to avoid completing a whole word. When a word is completed, the losing player becomes one-third of a ghost and the game proceeds to the next root word. The phone-ghost collects cash awards if he comes out on top.

The complexities of the game require that both the phone-ghost and the studio panel be long on grey matter. One of the phone-participants on the show caught, for instance, was Ernestine Galbraith, the brainy fem co-author of the best seller, "Cheaper by the Dozen."

Moderator Bergen Evans does a beautiful job of integrating a superior intellect with true wit and charm, but the others of the panel try too hard—particularly the male members of the trio. Panel on the show reviewed included Shirley Stern, self-styled "house wife"; Buddy Black, and guest ghoster, Robert E. Merriam, Chicago alderman.

Evans' brief interviews with his phone-ghosts were high spots and the show might pick up more general audience interest if these sessions were played up stronger. June Bundy.

CAPSULE COMMENT

The Robert Montgomery Summer Theater (TV), NBC-TV, Monday (20), 9:30-10:30 p.m., EDT.

Robert Montgomery's TV version of a summer stock company came up with an unusually seasonal offering Monday night (20) via a yarn about strawhat legit, tagged "A Summer Love." The plot, which revolved around a May-December romance between an aspiring young actress (Elizabeth Montgomery) and an (Continued on page 44)

The Igor Cassini Show

TELEVISION — Reviewed Sunday (19), 11:20-11:35 p.m., EDT. Sustaining, via WNET, New York. Producer, Enid Roth. Director, Larry Rosmer. Emcee, Igor Cassini. Guest, Gloria Vanderbilt Stokowski.

As leading society columnist for King Features Syndicate, Igor Cassini (Cholly Knickerbocker) should inherit a ready-made audience for his new TV show. The format of the program is interesting, but Cassini's chatter needs more zing copy-wise.

Today, the syndicated society columnist is as avidly read by the gang at Chock Full o' Nuts as he is by the El Morocco set, and Igor Cassini and his ilk are well on their way toward becoming the Boswells of our era. Cassini, a heart scribe, took a brief fling in radio (ABC) some time ago. His Continental charm didn't project over the airwaves.

He's much more likable on video, tho, primarily because visually he reflects an eager-to-please attitude that removes the stigma of snobishness usually attached to his calling. Cassini's only major drawback as a TV personality is that his commentary on the first show was all sugar and no spice. Too much tolerance and high-mindedness can be fatal for a show of this kind.

Biog Trips

The format of the 15-minute show includes a filmed visit with a prominent socialite, and the life story of still another celeb depicted in a series of still photos dating from go-cart days. On the initial program (19) the former seg featured a silent lens tour of Gloria Vanderbilt Stokowski's Mid-Manhattan art studio (live narration by Cassini), while the biog bit centered about Douglas Fairbanks Jr. It was preceded by a nostalgic film clip from his late father's last movie, "Don Juan."

Cassini's silent film interview with Mrs. Stokowski was the highspot of the show. The tele-genic young brunette was charmingly unaffected, and Cassini himself seemed more at ease with her than he did on the live portions of the program.

June Bundy.

TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributor and original release date of the film has been added where available. For address of television distributor, write The Billboard, TV Film Department.

THEATRICAL

COMEDY	OUT OF THE BLUE (Eagle-Lion 1947).....	MPTV
	TOPPER RETURNS (United Artists 1941).....	Unity TV Corporation
	TWO WISE MAIDS (Republic 1937).....	Hollywood TV Service
DRAMA	BECKY SHARPE (RKO 1935).....	MPTV
	CIPHER BUREAU (Grand National 1938).....	Hugo TV
	CORSICAN BROTHERS (United Artists 1941).....	Peerless TV
	COUNT OF MONTE CRISTO (United Artists 1934).....	Peerless TV
	DAY WILL DAWN.....	PSI-TV
	DISHONORED WOMAN.....	Atlantic TV
	THE GREAT JOHN L. (United Artists 1945).....	Atlantic TV
	HISTORY IS MADE AT NIGHT (United Artists 1937).....	MPTV
	THE LONG NIGHT (RKO 1947).....	Bagnall Assoc.
	MY SON, MY SON (United Artists 1940).....	Peerless TV
	REPEAT PERFORMANCE (Eagle-Lion 1947).....	MPTV
	SLEEP MY LOVE (United Artists 1948).....	Standard TV
	STEPCHILD (PRC Pictures 1947).....	MPTV
	SUNDOWN (United Artists 1941).....	MPTV
	THIS ENGLAND (World 1941).....	M. & A. Alexander
	WINTERSET (RKO 1936).....	Standard TV
	WINTER CARNIVAL (United Artists 1939).....	MPTV
	YOU LIVE ONLY ONCE.....	MPTV
	YOUNG MR. PITT (20th Century-Fox).....	Argyle TV
MUSICAL	52D STREET (United Artists 1937).....	MPTV
	SECOND CHORUS (Paramount 1940).....	Atlantic TV
MYSTERY	ASSASSIN FOR HIRE.....	Unity TV
	I WOULDN'T BE IN YOUR SHOES (Monogram 1948).....	MPTV
	MAD MONSTER.....	Hugo TV
WESTERN	BUCKSKIN FRONTIER (United Artists 1943).....	MPTV
	STAGECOACH (United Artists 1939).....	MPTV
	WEST OF ELDORADO (Monogram 1949).....	Vitapix

Non-Theatrical Free Films

EDUCATIONAL	LIBERIA—AFRICA'S ONLY REPUBLIC.....	Association Films, 35 W. 45th St., New York
	ONCE UPON A TIME.....	Sterling Television Company, 316 W. 57th St., New York
	TRAIL TO THE MIDNIGHT SUN.....	Canadian National Railways, 630 5th Ave., New York
INDUSTRIAL	DREAM STORY (ANYWHERE, USA SERIES).....	Health Information Foundation, 420 Lexington Ave., New York
	DUPONT STORY.....	Dupont Company, Wilmington, Del.
	INDUSTRY ON PARADE.....	National Association of Manufacturers, 14 W. 49th St., New York

Legit Reviews

Remember Me?

(Opened Monday, July 20)

Ivy Tower Playhouse, Spring Lake, N. J.

A comedy by Elaine Carrington. Staged by Charlott Knight. Stage manager, Robert Wylie. Producers, Rea John and Grace Powers and LeRoy Bailey. Presented by Rea John Powers.

- Jeff Miller..... Paul Roebling
- Martha Miller..... Grace Powers
- Ben Miller..... Bill Griffin
- Stel McNair..... Carol Lee
- Miss Duffy..... Charlott Knight
- Del Winters..... Esther Jane Coryell
- Henry Winkler..... Richard Midgley
- Jack Bennett..... Anton Lynch
- Bob Graves..... Robert M. Tresser
- Dick Stevens..... Richard Ashe
- Colonel Jimmy Gaylord..... Chester Stratton
- Governor Theodore Bisk..... Mark Elliot
- Major Thorpe..... Robert Wylie
- Photographer..... Anton Lynch
- Reporter..... Tony Spalding

Elaine Carrington, writer of many radio soap operas, has selected a trite theme for her play, "Remember Me?" now in pre-Broadway tryout at the Ivy Tower Playhouse, Spring Lake, N. J. But such a trite theme could still be a good play if written with subtlety and with the visual medium in mind.

Mr. and Mrs. Miller have raised a son, who is really the illegitimate off-spring of Colonel Jimmy Gaylord, of the Air Force. The Colonel comes home a hero after 18 years to discover all this and tries to take mama and son away with him. The son is given to him, in effect, when he's allowed to take up flying, but Mrs. Miller discovers she really loves her husband.

Altho Miss Carrington can write, again and again she misses the boat in her playwrighting. Instead of showing the audience how the characters feel in relation to each other, she uses expository scenes which, however dramatic, are deadening to the movement of her story. And, just to make sure, every point is hammered home with reiteration piled on reiteration. False sentimentality is another pitfall Miss Carrington should try to avoid if she expects favorable Broadway reception.

Top Acting

Four top-flight actors, Chester Stratton, Grace Powers, Bill Griffin and Esther Jane Coryell, carry the play, trying valiantly to play against their script. And they are given noble support by Paul Roebling, Carol Lee and, possibly, Charlott Knight, if she could be heard. Miss Knight has (Continued on page 44)

Affairs of State

(Opened Tuesday, July 21)

Westchester Playhouse, New York

A comedy by Louis Verneuil. Staged by Barton H. Emmet. Setting by Betty Wiles. General manager, Mary Jo Anderson. Stage manager, Peter Turner. Press representative, Vivian Muller. Presented by Barton H. Emmet and Frank Fleming.

- Philip Russell..... Willis Clatee
- Laura..... Rona Feldman
- Constance Russell..... Virginia Robinson
- George Henderson..... Bert Arnold
- Irene Elliot..... Marla Ray
- Byron Winkler..... Michael Stanley

From the moment of its Broadway unveiling, "Affairs of State," for this reporter, always has seemed a matter that Louis Verneuil dashed off the cuff. Its concept is too incredibly ridiculous to be played as light comedy, and it lacks the head-on-drive to register as farce. Even when impeccably cast and played—which this silo revival up in Westchester County definitely is not—the popularity of its obviously contrived nonsense was always a mystery to this pew.

It is naturally unfair to compare a summer stock revival of "State," considering job casting and short rehearsals, with the Broadway original. Doubtless the Westchester Playhouse actors will get together better with a few performances under their respective belts. But it must be honestly reported that their opening night efforts showed considerable basting at the seams. It does seem that somewhat better than 50 per cent of a cast of six ought to be able to get into the swing of things right from the beginning.

Miss Ray

However, despite the handicaps currently imposed on her, Marla Ray is a find for the Westchester Playhouse in the church-mouse lead role originated by Celeste Holm. Altho practically unknown except for a few seasons of silo stock, Miss Ray evidently knows what she is about, and goes at it accordingly. Her talent is the more apparent, since she gets far from the sort of support she should in many of her scenes. The chief offender is Willis Claire, playing her politico uncle who knows all the answers. Claire not only appears to have the vaguest notion of the character he is portraying, but stumbles and fluffs his lines thruout three acts. Bert Arnold makes a personable and ingenuous young lead, but is evidently under the impression he is playing to a camera instead of a live audience. But time will likely correct his yen for full-face takes, which currently don't help Miss Ray in their mutual love scenes.

On the good side of the ledger, excellent support is given by a pair of players who likewise know their way around a stage. Virginia Robinson gives a fine account of herself in the more or less thankless chore of the con-ning Washington matron, and Michael Stanley provides a couple of excellent scenes as a canny secretary of state. Bob Francis.

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Palace, New York

(Friday, July 24)

Capacity, 1,700. Price range, 85 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

A reporter must be forgiven his preferences vaude-wise, and the last-minute inclusion of Roy Benson in the current bill is right up his alley. Benson's throwaway projection of really superb leg-dermain (no one in the business can top him on the billiard ball routine) gets the program's second half off with a bang. Benson's act gets smoother each time out. Likewise back in the house to contrib a solid next-to-closing slot is Mickey Deems. Deems' material is compact and gaited for laughs, and he puts it across for top reception.

The opener spots a neat dance trio, We Three (two boys and a personable gal), combining taps and modified ballroom routines. Then follows a xylophone virtuoso, Betty Brett, who has also played the house previously and who scores again with her malleting. The third stanza is weak, via an over-punched comedy patter and terp offering from a Negro duo, billed as Moke and Poke. The act hardly rates up to Palace standard. Excellent vocalizing from Adriane and Dale winds up the bill's first half. The duetting pair stick to simple, tuneful arrangements and wisely undersell fine projection. They are a bit heavy on their opener, but come thru splendidly with a medley of Rodgers and Hammerstein faves.

Novelty Act

Another repeater on the Palace agenda is that solid novelty act, Dolinoff and the Ray Sisters. The quartet of acro terpers score handsomely again with their trick black-out routine. The act is a genuine crowd-pleaser. And the bill winds up strong via the Tom Parris Trio (two men and a gal), who appear to know every trick in the book that can be done with a trampoline.

Pic, "A Blueprint for Murder." Bob Francis.

Cocoanut Grove, Hotel Ambassador, Los Angeles

Capacity, 960. Price policy, \$2 cover. Shows at 10:30. Owner, Schine chain. Publicity, Jean Stinchfield. Booking policy, non-exclusive. Estimated budget this show, \$6,000. Estimated budget previous show, \$7,000.

You've got to hand it to the French. They've got talent, particularly when it comes to artistic legerdemain. Patachou, the personable blonde billed as "the singing sweetheart of Montmartre," pleased her opening night audience. Crowd took to her Gallic ways, satires on American music and a delightful personality. It must be added, however, that Patachou took advantage of her audience's unfamiliarity with the French language, using it plus sensuous mannerisms, to camouflage her singing ability.

Singer got heavy mitting for all numbers. This is particularly remarkable since Patachou displayed lack of pitch most of the time. This was evident in closing bars of her English lyric numbers where her notes were flat. The appreciative reception accorded her must, therefore, be attributed to her charm more than vocal ability. There's no denying Patachou ingratiated herself to ring-siders.

Patachou proved herself a clever satirist with a rendition of "I'm in Love With a Wonderful Guy," its effectiveness lost by discordant notes at the end. A sophisticated bit of corn was injected with a French number concerning a girl who found a kitten and a boy friend. Musical backing of an accordion, bass and guitar on this song was reminiscent of the wide open spaces. Perhaps the best offering was a satire on "Why Don't You Believe Me?" Singer interpreted it as an American would and then followed thru in the French manner. One redeeming feature, vocal-wise, was a sensitive offering of "My Man."

Al Donahue ork, capable for dance work, requires additional rehearsal before backing can be said to be adequate for singer. The dancing brother-sister act, the Szonys, probably were as sensational as press clippings indicate. Since couple's dancing was performed without aid of an elevated floor, only the overhead swirls were caught between the palm trees. Ed Velarde.

Night Club-Vaude Reviews

Chez Paree, Chicago

(Friday, July 17.)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 9 and 12. Operator, Dave Halper. Press, Aaron Cushman. Booking policy, non-exclusive.

Betty and Jane Kean wrap up one of the neatest bundles of laughs garnered here in some time. The girls, taking full advantage of the fresh material and novelty approaches available to fem comics, handle every line and action well.

Their version of the Gabor sisters is a click, and the impression of Harry and Margaret Truman, piano and vocal act, is an example of fresh expression of an aging idea. There's not a dull spot in it, from the cigar-smoking entry to the Marilyn Monroe sweater. Slapstick angles go over well, and the hard-working sisters beg off to a top hand.

Guy Cherney depends entirely on his voice, holding gyrations and gimmicks to a minimum, and it pays off. Most selections are well-known oldies, and he includes several impressions of Broadway names. For the most part, it's straight all-out singing, and the people like it.

Stan Kramer and Company display string skill with first-rate puppets that include a Latin dancer, a Bill Robinson and a Betty Hutton. Their puppet magician, which manages to accomplish sleight-of-hand by remote control, is tops, and the finale has the three people with strobe-lighted dancers for a cakewalk that registers.—Tom Parkinson.

Ciro's, Hollywood

(Wednesday, July 15)

Capacity, 460. Price policy, \$2 cover. Shows at 10:30 and 12. Owner-operator, H. D. Hover. Publicity, Jim Byron. Booking policy, non-exclusive. Estimated budget this show, \$5,500. Estimated budget, previous show, \$3,700.

Hover's in clover with a rapid return booking of Katherine Dunham's dancers. Terp troupe wraps rhythm and sex into an exciting package that leaves 'em yelling for more. Dunham touch is at its greatest in choreographic caricatures as seen in "Wild About Harry" and "Dark Town Strutters Ball."

John Pratt's multi-colored costumes add flash to the spicy native dance offerings that take ringsiders for a tour of Cuba, South America and the South Sea Islands. Only dull spot in the hour-long show is the opening number which is heavy on the Persian market flavor and light on dancing. "Honey in the Honeycomb," from Miss Dunham's Broadway debut show, "Cabin in the Sky," once again proved an exciting climax as the show's finale.

Miss Dunham and her dancers played this spot a few months ago. Judging by her overwhelming reception, she never need fear wearing out the Sunset Strip welcome mat. Dick Stabile's ork backed the show well with Bobby Ramo's Latin crew sharing the stand in providing patrons dance music. Giro's press agent, Jim Byron, competently handled off-stage commentary in footnoting the Dunham dance routines. Lee Zhitto.

Black Orchid, Chicago

(Tuesday, July 21)

Capacity, 125. Price policy, \$3.50 minimum. Shows from 10 p.m. Owner, Al Greenfield. Publicity, Max Corper. Booking policy, non-exclusive.

This offering falls short of the shows that have been in the room before, but Rusty Draper and his guitar win a good reception. The Mercury Records' high-pressure singing and fancy string work goes over best with "Gambler's Guitar." He and the house have fun with "No Help Wanted," and his instrumental "Begin the Beguine" demonstrates good effects. Old faves on the guitar and uke bring applause.

Sylvia Syms scores best with the low, slow blues, altho a couple of the notes are uncomfortably low. "Down in the Depths on the 90th Floor" is well received. A

Biltmore Bowl, Biltmore Hotel, Los Angeles

(Wednesday, July 15)

Capacity, 850. Price policy, \$1-\$1.50 cover. Shows at 8:45 and 11:45. Booking policy, exclusive thru Joe Faber. Producer, Dorothy Dorben. Publicity, Maury Foladare. Estimated budget this show, \$4,000. Estimated budget previous show, \$4,000.

As a rule, revues presented in this room are entertaining. Current offering, "Stop, Look, Listen!" is no exception. It has the same basic ingredients—a chorus line of good looking, better than average dancers with a featured dancing pair (Jack and Bonnie Brooks), a gal specialty act (Anita Aros), and a comedian (Dave Barry). This new show won't set any records, but will please a steady clientele.

Headlining the show is Barry, a clean-cut personable chap whose novel opening is refreshing. Band leader Hal Derwin announces that Arthur Godfrey will introduce the comic. From the sidelines, Barry impersonates the red head, then segues into impersonations of Gabriel Heatter, Walter Winchell, Louella Parsons and Winston Churchill. With that, Barry goes into monologs consisting mostly of topical chit-chat. His monolog is slow in starting, but by the time he's well under way, it's beg-off to hearty laughter. He does a clever talk-song about women, asides for which were blue-penciled in the early show.

With this revue, Anita Aros made her nitery debut. The young brunette violinist is a regular featured performer on the Spade Cooley television show where she has earned a large following. While there may be some doubts as to suitability of a concert flavored violinist in a super club, Miss Aros was well received. Two of her three numbers, "Jealousy" and "Chardis," got deserved heavy mitting. With better paced numbers Miss Aros should be able to augment her natural Latin charm for outstanding results.

The Bassi Trio, two lads and a lass, are standouts with their foot juggling of balls and tables while propped upside down on chairs. Ed Velarde.

Chicago, Chicago

(Friday, July 24)

Capacity, 3,900. Price policy, 55 to 96 cents. Four shows daily. House booker, Harry Levine. Show played by Henry Brandon and house band.

Mickey Rooney's skilled impressions of other movie figures and take-offs on TV shows rescues this offering from mediocrity. The little fellow emceeds the show and works between acts with Dick Winslow, but the climax is his own turn at the close.

Making a hit is Rooney's impression of a senator, and he has caught the character well. His idea of "Ted Mack's Amateur Hour" and "Candid Camera" are strong. Movie actor impressions include the usual subjects, but they are effective.

M-G-M Records' Fran Warren suffered an off-day, but she did okay on "Sunday Kind of Love," "Birth of the Blues," "Where Is Your Heart?" and "Bye-Bye Blues."

Renald and Rudy, acrobatic duo, got good reception with slow motion work that included some impressive hand-to-hand stands. Eileen O'Dare's acrobatic dancing works in her neat flips, but the turn lacks the zing that it had at the Chez Paree recently.

Pic is "I, the Jury," and Biff Elliot and Peggy Castle, of the film, offered an after-piece to the stagemusical for the first three days of the run.—Tom Parkinson.

calypso, "Ugly Woman," is one of the places in which she throws in well-chosen humor. Act rocks along at a good pace but there is little that really sends them.

Jayne Manners is tall in her self-designed wardrobe but short on the self-prepared material. Her small, soft singing voice is ideal for the girl-chases-boy parodies, but most of those she has chosen are weak and much of the entendre is more obvious than funny.—Tom Parkinson.

Lorry, Copenhagen

(Wednesday, July 15)

Capacity, 800 in cabaret; 500 in garden-cabaret. One show nightly, matinee Sundays. Policy, no cover, no minimum. Manager, Martin Ostergaard. Publicity, Edel Winkel-Petersen. Booking, non-exclusive.

The two Rigas open the show, with the male member going thru a brief routine of plastic ball and baton juggling, after which his fem partner, small and slender, springs a surprise by acting as porter during a series of hand-to-hand tricks in which both display skill.

Frantz Grabowski scores with his excellent renditions of classic and pop numbers, including Danish versions of "Oh What a Beautiful Morning" and "Wonderful Copenhagen." He was called out for three encores.

The Three Brightens, two fems and a man, make effective use of novel plastic violins for their first number then switch to accordions and xylophones in a fast-paced musical offering. Their best bits are accordion solos by the classy young fem and a fine rendition of "Poet and Peasant" overture by all three, on xylophones. They earn two encores and a bow-off.

The Two Silvas, doubling from the National-Scala, show unusual skill, as well as a fine sense of humor, in peppy routines of difficult hand-to-hand and head-to-head tricks. The Three Scampos present a slap-stick comedy act in which they display considerable skill as tumblers. Headspins, pratfalls and gags, in which the trio just miss tumbling off stage into the laps of ringside table-sitters, draw the laughs.

Tage Luneborg's 10-piece ork cuts the show and plays for dance sessions, with Andor Korossy's five-piece gypsy combo playing the outdoor show and relief breaks indoors. Ted Wolfram.

National-Scala, Copenhagen

(Friday, July 10)

Capacity, 1,500 in cafe-cabaret; 2,000 in Scala-Salen dance hall. Price policy, no cover, no minimum. One show nightly, matinee on Sundays. Booked by Ernst Sahlstrom; publicity, Edel Winkel-Petersen.

Show opens with a trio of jugglers, the Aicardis, putting on a speedy and good melange of club and plate tossing. Male member solos with juggling of five clubs and climaxes with tossing cups and saucers from toe to forehead.

The Notaro Du mix a bit of hokum with music. In first half, one man plays the piano, using an Ondeline for novel effects, while other man fakes a bit of guitar strumming and gives out with fair vocals. In second half, the pianist switches to an accordion. Duo are French and put across their French pop tunes, including "Pigalle," in good style.

The Two Silvas are top-notch hand-to-hand and head-to-head equilibrists with top-mounter interpolating zanie comedy bits even during most difficult and risky tricks. Pair are talented enough to work straight or comic.

Violetta and May offer a novelty act, with fem scoring with excellent violin selections. Male comes on for some very corny and mediocre stalling at the piano but scores with an exit bit in which he does a good slow-motion handstand ending in a slow collapse, on top of grand piano while fem is playing a second selection.

Two Fokkers rate a show-stop with their funny burlesque dance. Male member cashes in on his sawed-off stature, with husky red-headed dame doing the heavy work in screwy adagio bits. The little guy, however, reveals himself an ace at doing sensational spins and acro dance routine.

Two Edmonds close the show with a serio-comic bar act. Comedy is weak but boys show a couple of good tricks that get them by. Work with a novel metal apparatus having only two, instead of the usual three, bars.

Age Juhl Thomsen's ork cuts the show and plays for dancing. The Aicardis and the Fokkers double in the Scala-Salen late show, with Eddie Russell's ork. Notara Dio entertains in the National-Scala-Bar. Ted Wolfram.

Mocambo, Hollywood

(Tuesday, July 21)

Capacity, 220. Price, \$2 cover. Shows at 10:30 and 12:30. Owner-operator, Charlie Morrison. Publicity, Charlotte Rogers. Booking policy, non-exclusive. Estimated budget this show, \$3,000. Estimated budget previous show, \$3,500.

Herb Jeffries' selection for a one-week fill-in here is a wise choice. Possessed of a smooth singing voice and good stage presence, Jeffries clicks with his effortless renditions and his ability to hold listeners.

Singer's 20-minute stint is accentuated by mellow vocalizing and beautiful phrasing. Extra heaving mitting is reserved for a medley of old-time standards, including "Once in a While," "Among My Souvenirs," "I Didn't Know What Time It Was," "Time on My Hands" and "All Alone."

An effective pace changer, Leon Rene's "Boomerang" was a dominant number for its tango rhythm. That, and his sign-off number, "Flamingo," deserved the mitt received. Other tunes also done well were his opener, "Basin St. Blues," and a two-song medley of "April in Paris" and "Be My Love," the latter sensuously offered in French.

Eddie Oliver's piano backing is effective, with bass accompaniment and ork's occasional back dropping which requires additional rehearsal. Ed Velarde.

Palladium, London

(Monday, July 20)

Capacity, 2,200. Price range, 99 cents-\$1.82. Two shows daily. Booker and manager, Val Parnell. Producer, Charles Henry. Show played by Woolf Phillips' Sky-rockets ork.

Three years ago a young British comic, sandwiched halfway down the first half of a Danny Kaye bill at the Palladium, stopped the show. His name? Max Bygraves. Now comes the first homegrown comedian since 1950, whom this reporter feels justified in plugging as top-flight material—Eddie Arnold. Brought back after a success in his first Palladium bill, which this reporter missed, Arnold has the craggy features of a Broderick Crawford and the easy style of a Jack Benny. His act—which, it seems, he took the trouble, unusual in British comics, to change completely between Palladium appearances—is a smoothly put together collection of vivid impressions of top names. Here is a boy using the American style humor seasoned with an unmistakably British flavor, all of which adds up to good business. Best of the rest of a fair bill were the Ibarra Brothers, a trio of stylish acros.

Guy Mitchell

Top of the bill was Guy Mitchell, making his second Palladium appearance. When the public pause to see a disk name, presumably they want him singing. Chant-wise, Mitchell gave them everything they could expect, six good songs in his "boy in the next corral" style. Audience reaction to this proven formula, varied this year by some new tunes and a new hop and skip routine between numbers, was proof that Mitchell had hit the target aimed for. Perhaps this reporter is being unfair for feeling the act needs something more than a touch of tap to keep its freshness of appeal. Leigh Vance.

Conn. Inn Drops Shows

HARTFORD, Conn., July 25.—Wright's Steak House, one of the largest suburban night spots in metropolitan Hartford (with 350 capacity), has dropped floor shows for July and August. Room, operated by George Navickas and family, will resume Monday thru Saturday shows in September. Eddie Sham's orchestra continues to provide dinner and dance music nightly.

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BISTROS ARE LOCAL

NLRB Rule Favors AGVA Against Ops

NEW YORK, July 25.—In two separate actions involving the American Guild of Variety Artists, cafe owners and labor relations boards, the operators have lost out on claims that they are in interstate commerce and that, therefore, they come under the Taft-Hartley Act in their relationships with AGVA. The union looks upon these two victories as all-important decisions affecting the future relationship between the union and the various cafe owners' associations.

In Chicago, the National Labor Relations Board ruled in favor of AGVA by finding that the Cafe Owners' Association and the Entertainment Managers' Association of that city were not in interstate commerce. The NLRB attorneys said, however, that the ruling does not indicate that AGVA is not governed by the act at all. In Pennsylvania, a similar ruling on interstate commerce has been handed down by the State's Labor Relations Board (see separate story).

Pa. Labor Board Also On AGVA Side

NEW YORK, July 25.—Coupled with victory won by the American Guild of Variety Artists in the Chicago action before the National Labor Relations Board brought by cafe owners (see separate story), the union won another action recently in a similar case before the Pennsylvania Labor Relations Board. In this instance, the union had filed unfair labor practice charges against the Pennsylvania cafe owners' group.

The operators, similar to their stand in Chicago, argued that the matter was for Federal jurisdiction, since the cafe owners in an association were engaged in interstate commerce. The Pennsylvania Board, however, held that it did have jurisdiction in the matter. Part of the Board's statement read: "For us to accede to the suggestion of the respondent would be for us to acknowledge that any local employer who admittedly is engaged in interstate commerce, could, by the simple device of joining interstate employer associations oust the Board of jurisdiction. The very suggestion of such a thought must answer itself."

The hearing on AGVA's charge against the operators is set to take place this week before the Pennsylvania Board, now that the Board has decided that it has jurisdiction.

Grauman 'Melody' Act Opens at Rome Delle Rose Nitery

ROME, July 25.—Show business veteran Saul Grauman and his "Stairway of Melody" act, featuring dancers Elena Buhle and Mary Ann Adamz, opened last Saturday (18) for an indefinite run at the Casina delle Rose here, one of Rome's top supper clubs. Grauman and the girls recently played several weeks in vaude theaters in Turin and Milan, after a three-month road tour with the Italian musical, "Song of a Century." They came to Rome after 10 days at Caprice Club in Viareggio, Italy.

Following the Casina delle Rose, Grauman takes his act to Turkey and Greece for a summer tour of theaters and clubs. He then is skedded to return to Italy to appear in a new musical. The trio has been touring Europe since June, 1952, when it opened with Lena Horne at the Palladium in London. Since then it has worked Stockholm, Paris, Madrid and the leading cities of Italy.

The Chicago bistro ops, thru their attorneys, Milton Raynor and Stanford Clinton, filed charges with the local NLRB last January claiming that AGVA's refusal to bargain on its welfare fund was a violation of the labor act. They further claimed that the welfare fund introduction without negotiations was also a violation. It was also charged that AGVA was engaged in a secondary boycott by placing agents on the unfair list.

Others Chime

The action before the NLRB took on nationwide aspects when The Theater Restaurant Owners' Association of Western New York, the Philadelphia Cafe Owners' Association and the Baltimore cafe operators joined the action in Chicago by making similar charges based on AGVA activities in their areas. By joining the action, the operators, it was felt, stood a better chance of proving they were in interstate commerce.

The Chicago NLRB did not accept jurisdiction. In throwing out the complaint, Ross M. Madden, regional director of the NLRB said: "It does not appear that further proceedings are warranted, inasmuch as assertion of jurisdiction at this time would not effectuate the policies of the act. I am, therefore, refusing to issue complaint in this matter."

An appeal by the COA can be (Continued on page 41)

Keaton Starts Italian Tour

ROME, July 25.—Dead pan Buster Keaton, silent film comic star, has arrived in Italy to make a four-month tour of leading Italian cities. Keaton opened his trek last week with a musical revue at the Nuovo Theater in Milan and will cover Turin, Florence, Bologna, Naples, Rome and other Italian cities.

Accompanying the granite-faced comic is manager Joe Parker, who directed the Rome station of the American Expeditionary Forces network back in 1945 and 1946. Parker later became CBS correspondent in Rome. Both men are investigating the TV film production field while in Italy, and there is a good chance that Keaton will make some video shorts before returning to Paris.

Acts Held Over by Oslo Vaude Spots

OSLO, Norway, July 25.—Oslo's two vaude houses, Norske Theater and the Casino, are both holding over several acts for their new bills, which were presented on Thursday (16). Hold-overs at the Norske Theater booked by the Lew & Leslie Grade office were Howard de Courcy, Vedette Trio, and Menno Grondsma. Newcomers were Christine and Moll, Wrato and Sister, Danielle and Manioli, Frediani and Sons, Fred Allister, Anita and Sakis Johnson, and Ingvar Anderson.

Held over at the Casino were Dane and Baxen, Two Mallinis, Dorothy Neal and Paul Newington, and Gaubier's Ballet. New acts were Mercedes and Albanos, Ruth Fernandez, Arini, Annabelle and Company, and Two Pilsos.

Copenhagen's Only Burly House Folds

COPENHAGEN, Denmark, July 25.—The Moulin Rouge, city's only burly house, has folded. The house has used a number of good vaude acts and recently revised the whole show, but it has never been able to do enough business to do more than break even.

Owner Christian Guldsteen's urgent debts are stated to be approximately \$8,700, plus some taxes and other items. Future of the house is uncertain but Guldsteen hopes to lease it to some other producer.

GARRY WINS FURST SCRAP

NEW YORK, July 25.—The hassle which developed over the charge that Catskill resort owner-booker Morton Furst had "slugged" performer David Garry (The Billboard, July 25) was amicably settled this week when Furst appeared before an arbitration panel here. Furst agreed to pay Garry's salary and expenses for the date at the Furst Hotel, Fallsburg, N. Y., for which Garry had been contracted. In addition, Furst donated \$100 to the American Guild of Variety Artists welfare fund. As a result he was removed from the unfair list. The panel set up by local AGVA topper Dick Jones consisted of Bobby Byron, Tutasi Wilson and Maida Morrell, who is also known as Sally Winthrop.

Circus Gardens Back to Dance Band Policy

HOLLYWOOD, July 25.—Circus Gardens has reverted to a dance-band policy and plans to hire name orchestras and solo talent in a bid to capture the lucrative summer business along the Santa Monica-Ocean Park amusement area.

Circus Gardens, Inc., a multi-million dollar concern backed by leading Santa Monica business men, is prepared to pour in additional funds to make the huge ballroom a going concern, according to Marty Sirody, acting operator and comptroller. His statement was made as an outgrowth of what he termed misrepresented facts concerning the ballroom's financial status.

Sirody is dickering for other name bands for bookings after the current Morgan engagement. Among organizations mentioned are Art Mooney and Ray Anthony.

To underscore the ballroom's intention to go all-out in its new policy, it was revealed that an intensive spot radio campaign has been undertaken to plug the spot. Also in the works is a new television show and two radio remotes weekly over local Station KFWB. The station now airs two half-hour shows on Saturday and Sunday evenings.

Lewis Pays 1G Fine by AGVA

HOLLYWOOD, July 25.—Rather than pursue his appeal of a \$1,000 fine levied by the American Guild of Variety Artists for a cuffo performance, comic Jerry Lewis this week paid the union levy. Comic was to have had a Guild hearing in October. The fine was slapped on Lewis for a gratis performance at Ciro's, his third such offense.

Since then he has been on probation. Should he repeat the offense during the year since the last violation, Lewis faces a year's suspension plus a stiff fine.

Riviera Sets Gray As Lewis Cancels

NEW YORK, July 25.—Bill Miller has finally set his new show for the Riviera, Fort Lee, N. J., after Robert Q. Lewis was forced to drop out because Arthur Godfrey, whom he is replacing on the CBS network, was not set to return to work following an operation. Headlining the new Riviera show opening Tuesday (28) is Joel Gray. Along with Gray, the bill will feature Harry Belafonte and the Kathryn Lee and Marc Platt dance team.

Gray, meanwhile, is stirring up a little additional trade interest via his first recording on the M-G-M label. The disk couples "Too Young to Tango" and "The Ta Ta Song."

NORTHERN LIGHTS

Burn Bright for U. S. Acts Abroad

COPENHAGEN, Denmark, July 25.—Demand for big-time vaude-circus acts in Scandinavia is heavier than at any time since the prewar period. Increase stems in part from the fact that Oslo, Norway, now has two theaters presenting straight vaude shows. This has forced cabarets to use more and better acts to meet the competition.

Copenhagen booking agents are benefiting from the situation as almost every good act that has recently worked here has been grabbed up for one or another of the Oslo spots—with a Danish agent usually getting split commission on the deal. The Lew & Leslie Grade office in London has also benefited as exclusive bookers of vaude bills for the China Theater interest of Stockholm.

Norske theater, for first half of July used three strong acts which had played the National-Scala or Tivoli. There are the American screw-ball duo, Charles Warren and Jean; the comedy dance team of Marianne and William Blacker, and the Six Sandiegos, casting act. Others on the bill are Jean-Jac and Jo, Domergue Bros., Vedette Trio, Dunjas Sisters, Prullie G. Tallow, Howard de Courcy, Brita Holm and Menno Grondsma. Dunjas Sisters, Prullie G. Tallow, Howard de Courcy, Brita Holm and Menno Grondsma.

Oslo's Casino Theater is also using acts from Copenhagen, including the English peeler, Dorothy Neal, and her partner, Paul Newington. Albert Sturm was grabbed by the Grade office for a spot on the China, Stockholm, program. Top acts at the Casino are George Andre Martin and Wandy Tworek. Also on bill are Dane and Baxen, Campo and

Company, Two Keols, Andreana, and Gautier's Ballet.

Oslo's top cabaret in the Hotel Bristol, has the American dance team of James Upshaw and Lydia Kuprina and the vocal duo, Vivianne and Tassi. The Rosekjellern cabaret has Jimmy Hawthorne, Miamar and Sherman, and a bevy of strippers. Rainbow Cabaret is also using peelers but features a line of English girls. Oslo's Tivoli has the Two Stawickis as a free attraction.

Sweden Is First

Sweden, however, retains first rank in the summer vaude field of Scandinavia. Not only has it two of the top-rank vaude theaters—the China, in Stockholm, and Liesberg Park's Cabaret Hall, in Gothenburg—but it has 234 folk parks, scattered all over the country, which will use at least 1,525 artists of all categories this summer. Name acts set for this season include Edgar Bergen and Maurice Chevalier, but such high-salaried acts are only booked for one-show dates at a limited number of the larger parks.

Other forms of talent, including vaude and out-door acts, as well as pop and long-hair vocalists and instrumentalists, can get bookings for several weeks or the entire season in the theaters and cabarets of the big Scandinavian cities prior to trying the parks.

While the China is Stockholm's top vaude spot, using 10 acts each summer month, the two amusement parks, Grona Lund Tivoli and Nojesfallet, also use good vaude, out-door and musical talent, for two to four weeks. Grona Lund Tivoli currently has Berty-Borrest, Wazzan Troupe, Tau Moe (Continued on page 41)

Danish Shows Pay \$5 Million in Tax

COPENHAGEN, Denmark, July 25.—According to the Danish Department of Statistics, the government collected approximately \$5,025,000 in taxes on amusements and sports events during the 1951-'52 fiscal year, topping the take of the preceding year by nearly \$385,000.

Tivoli Park again holds the top spot as the establishment making the largest individual contribution for 1951-'52—\$55,680, an increase of \$4,930 over 1950-'51.

Circuses were nicked for a total of \$102,950, topping a previous bite by \$6,815. Vaude spots coughed up a total of \$56,695, and dance halls came across with \$18,415.

Movie theaters are assessed the highest tax rate, 60 per cent, bringing country a total tax outlay of \$4,640,000. Race tracks with legalized betting get a middle rate of 40 per cent that nicked them for \$43,500. The lowest tax rate, 20 per cent, is levied on other amusement categories listed above and on certain sports events, which paid taxes of \$39,440.

Tivoli Park and the circuses, using the tax figures as a barometer, showed increases in biz, despite the fact that weather conditions during the 1951-'52 period were definitely unfavorable for outdoor amusements.

Danes Offer New Midnight Show

COPENHAGEN, Denmark, July 25.—I. Blicher Hansen has secured the backing of a local financier, Hother Hellenberg, in a new type of midnight show aimed at the Anglo-American tourists in town.

Show, entirely in English, is set to open tonight (25) at the modern Nygade Theater, in mid-town, and is dubbed "Midnight on Main Street." Among the acts skedded to appear are Inez Cavanaugh, American jazz singer; Harlem Dancers, Fritz Olai, Peter Kitter and Tao Michaelis, Els Marianne von Rosen, Knud Pfeiffer, and Paddy and Skat Norvig's ork.

One-and-a-half-hour show will start at 11:30 p.m. and run until 1 a.m. Ticket scale ranges from 42 cents to \$1.43.

JOBS GALORE

Denver Boom Finds Agents Lacking Acts

DENVER, July 25.—Denver talent agents report one of the best seasons since the end of the war as hundreds of clubs, theaters, hotels and conventions clamor for more name talent. Bob Corash, local indie, reports that he can't fill all of his requests for late summer and early fall shows in the Rocky Mountain area.

Dave Strause reported s.r.o. at the Rossonian where he booked the George Shearing Quintet and is in the process of working out an agreement with the Billy Williams Quartet and Nellie Lucher.

Extra Added

New York

Kitty Kallen has been signed by Decca Records for a term contract as a disk artist. She cuts her first sides Monday (27), prior to taking off for an appearance at the Sands Hotel, Las Vegas. . . . Joni James opens a one-week engagement at the Mission Beach Ballroom, San Diego, Calif., on August 1. . . . Cathy Ryan opens for a week on July 27 at Eddie Ashe's, Pittsburgh. . . . Teddy and Phyllis Rodriguez open at the Chez Paree, Chicago, on July 31. . . . Slim Gailard currently at the Club Zanzibar here. . . . Comedienne Rowena Rollins goes into the featured comedy spot in the Lou Walters' Latin Quarter production "Ca C'est Paris" on July 27. Rest of the show remains intact. . . . Celia Cabot stays at the Blue Angel for another four weeks. . . . Ne' show opening at Cafe Society Downtown on July 27 stars Errol Garner and the Golden Gate Quartette.

A SURE-FIRE BOX-OFFICE ATTRACTION!

Jimmy Nelson

with

DANNY O'DAY HUMPHREY HIGSBYE and FARFEL

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3rd RETURN ENGAGEMENT and

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CAPITOL'S FALL LINE

Set Promotion on 89 Package Titles

NEW YORK, July 25. — The new fall merchandise being unveiled to record dealers currently by Capitol Records sales force includes 89 new packaged merchandise titles broken down in 44 children's packages, 20 classical albums and 25 pop albums. Children's items include a new EP series, EP Record Reader reissues and the Toyland, 25-cent kidisks. Pop items include new items by Nat Cole, Yma Sumac, Milt Herth Trio, Gerry Mulligan, Duke Ellington, Ray Anthony Choir, Axel Stordahl string ork and Dorothy Shay. Leading the classical releases will be the operatic highlights packages on Cetra (The Billboard, July 25), Gershwin's "Concerto in F for Piano and Orchestra" and Mahler's First Symphony.

As detailed previously (The Billboard, July 18), the firm's basic fall plan is to offer key merchandise packages and strong selling aids to help move the merchandise. Theme of the program is "Record Profits With Self Service." Program breaks down into three specific plans under which dealers can qualify for self-service units. Plan 1 offers any three units for an initial minimum album order of \$450. Plan 2 offers two units for an

order of \$300, while Plan 3 offers a single unit for a \$150 order. Additional self-service bins can be obtained on Capitol co-op program.

All three plans and all subsequent album orders of \$50 or more between August 1 and October 3, are billed in three equal installments due in November, December and January. All dealers also get kits containing sizable quantities of selling aids and merchandising ideas. All fall albums will be delivered prior to regular release dates.

Promotion Aids

Among the promotional and merchandising aids developed by Capitol for the fall program are an album cover book and demonstration record, album check list, broadsides, self-service brochure, self-service units, wrought iron stands for the units, children's records displays, supplements, special material for the Mickey Mouse package (see separate story), Cetra's new catalog and listening guide, counter displays, mounted covers, album display pieces, and a co-op ad mat book.

As part of Capitol's push on self-service for record dealers the firm has prepared a special 20-minute, Technicolor, sound-film featuring Mel Blanc and called "Self-Service—The Greatest!" The company has planned over 100 dealer showings of the film to be staged around the country in key cities beginning (Continued on page 30)

BMI Deal Hypes Opera for Air

NEW YORK, July 25.—Broadcast Music, Inc., concluded a deal this week with G. Ricordi, of Milan, BMI affiliate in the operatic publishing field, which will allow BMI radio licensees to program complete performances of recorded operas copyrighted by the Ricordi firm. Previous to the BMI-Ricordi pact, stations were not privileged to perform operatic or dramatic musical works in portions of more than 30 minutes without special permission from the copyright owner. The agreement with Ricordi is the first of its type to be granted to any American performing rights group.

Operas involved in the new BMI-Ricordi pact include works by Puccini, among them "Tosca," "Madame Butterfly" and "Girl of the Golden West," plus others penned by contemporary Italian composers. The pact is another step in BMI's "Opera Project." Carl Haverlin, head of BMI, stated that it was anticipated by both BMI and Ricordi that many additional performances of Ricordi operas would result from the new agreement, stimulating opera generally and helping sales of records of the operatic works. Complete lists of the operas available will be sent to radio and TV stations shortly, and continuities to accompany the opera performances are being prepared by Russ Sanjek, BMI's director, and will be sent out in packages of 13 scripts.

Cap. Rides on Mickey Mouse

NEW YORK, July 25.—Capitol Records has worked out a major promotional campaign to tie in with the 25th anniversary of the comic strip-movie cartoon character Mickey Mouse. Walt Disney Studios' new film "Mickey Mouse's Birthday Party," will break nationally on August 3. Simultaneously Capitol will release a children's album under the same title.

The album will contain the voices of almost every Disney cartoon character and will feature Stan Freberg. The diskery has prepared a series of window and in-store display pieces including streamers, blow-ups, album covers and posters. Major display piece is equipped with a motor for action. Also ready is a special display for theater lobbies.

50,000 PLATES FOR THIS CAT

NEW YORK, July 25.—Al "Jazzbo" Collins, he of the "Purple Grotto" of local Station WNEW from whence spins all varieties of jazz platters, is a contented cat these days. His debut waxing on Brunswick Records, which consists of some knocked-out fairy tales for hip kids, including "Little Red Riding Hood" and the "Three Little Pigs," passed the 50,000 mark in sales this week. Even Harrison, the Jazzbo's fourth dimensional owl, is preening himself about the high-flying platter.

Gale Grosses Heavy With R&B

NEW YORK, July 25. — The Gale Agency giant rhythm and blues package, featuring Ruth Brown, Joe Louis, The Clovers, Wynonie Harris, the Buddy Johnson ork and other stars, racked up some strong grosses in its first week on the road. The unit started weakly in Boston on Friday, July 17, and was only fair in Newark, N. J., the following night. However, the Buffalo one-nighter on July 19 pulled over 8,000 spectators; Monday (20) the package grossed \$19,500 in Cleveland, and it got \$18,700 in Detroit on Tuesday (21).

Wednesday (22) the r.&b. unit played Flint, Mich.; Thursday (23), Cincinnati; Friday (24), Evansville, Ind., and tonight (25), St. Louis. Grosses were not available for these cities as The Billboard went to press, but advance sales were heavy in all four cities.

VICTOR FALL LINE

Features 'Biggest' Merchandise Plan

NEW YORK, July 25.—Leading items and key merchandising features of the first RCA Victor fall release include a dramatic new package for the Toscanini "Pines and Fountains of Rome," a new "Concert Cameos" series of classical works on both 10-inch LP and 45 EP at the same price, an "orthophonic" promotion on records tied in with high fidelity record players, a series of classical selections packaged for children, the \$1.19 line of EP children's records, a new Bluebird release, unique packaging on Christmas albums and a heavy promotional campaign to support the merchandise.

Termed by RCA Victor Vice-President and General Manager Manie Sachs as "the biggest and most effective integrated merchandising program ever offered by the company," the fall program covers only September releases. Additional packaged merchandise will be unveiled in October and November to supplement the program. Financial aid to dealers consists of a return and exchange offer which entitles dealer to an immediate 10 per cent return based on "Best Buy" merchandise. Plans call for distributors to pick up the 10 per cent return within 48 hours after receiving dealer orders. All shipping costs on the return will be borne by the company. On seven special packages, the company is offering a 100 per cent return. Both the return and the exchange plans apply only to initial orders.

New Packages

The unusual package is for the Toscanini version of "Pines and Fountains of Rome" and consists of a special 24-page book of text and photographs supporting the Respighi music. Text was written especially by Vincent Sheean. The combined book and record album will sell for the regular price of \$5.45.

The "Concert Cameos" series consists of 23 albums of orches-

(Continued on page 40)

Chappell 'Bless Us' Deal Stirs Trade, ASCAP Execs

NEW YORK, July 25. — The bitterest scramble for a tune within the memory of many music publishers was climaxed this week when Chappell & Company, Inc., secured world wide selling agency rights to "God Bless Us All," the Brewster Music copyright which created considerable stir via the Brucie Weil-Barbour Record disk.

The overtones which are attending the transfer of the selling agency rights to Chappell are far more complex than those which attend usual copyright deals between publishers—for the Brewster-Chappell deal highlights a number of dramatic situations. Chief of these is the virtual breakdown of the wall separating publishers affiliated with Broad-

cast Music, Inc., and those whose allegiance lies with the American Society of Composers, Authors and Publishers. This aspect of the story promises to have an intriguing aftermath—for it is known that top ASCAP publishers and members of the Society's board of directors plan to make an issue of the Chappell-Brewster entente at a meeting within a few days.

One leading ASCAP figure, expressing amazement at the conclusion of the deal, stated: "Max Dreyfuss is the dean of ASCAP publishers. He is the dean of ASCAP board members. Is this deal the forerunner of others wherein pillars of ASCAP will go into business with BMI publishers? Has Chappell now become

COLUMBIA FALL PLANS

5th Anni. LP Unit Sparks Big Drive

CHICAGO, July 25.—Columbia Records' extensive fall promotion plans this year by the fifth anniversary of the LP disk, were unwrapped this week at the diskery's national distributor convention at the Palmer House here July 24 and 25. As part of its promotion and advertising plans to celebrate LP records' fifth year, the firm is bringing out 50 new classical sets during September, October and November as the "Fifth Anniversary" release. In addition, the firm is bringing out a new literary series, which will consist of 12 LP's featuring great poets and authors reading their own works, which will be available as a 12-unit package only.

An extra 10 per cent discount is being offered to dealers on most of the sets in the Fifth Anniversary release on all initial orders placed during August 1 to September 18. The diskery is also offering an extra 5 per cent discount on classical LP catalog items, for all dealers who place stock orders of at least \$250 between August 1 and September 18.

On Pop Side

On the popular side, the diskery is initiating a new 12-inch popular LP line, the CL 500 se-

ries, which will retail at \$3.95 each. (See separate story.) The first release in this series will consist of 24 album sets, and an extra 10 per cent discount will be offered to dealers on initial orders placed between August 1 and September 18, for CL 500 sets.

The diskery has also set a new giveaway deal for its 105 player attachment. The company will give away a 10-inch LP disk of Strauss waltzes with every \$14.95 player. Columbia Records will absorb all costs on the disk, and the dealer will not be charged for the platter. The company's fall promotion and merchandising plans will be sparked by the largest advertising plans in its history, almost double last year's budget.

Columbia's Fifth Anniversary (Continued on page 40)

Columbia Execs Meet Distributors

CHICAGO, July 25.—The biggest national distributor convention ever held by Columbia Records concluded at the Palmer House here today (25). Meeting was attended by more than 250 distributor and sales representatives from the diskery's national outlets, as well as reps from the firm's branches in Mexico and Canada and execs of the Philips Record Company of Europe, Columbia's foreign affiliate. Frank Stanton, head of CBS, diskery's parent firm, also was in attendance.

Highlight of the convention proceedings, in addition to the presentation of the company's fall plans (see separate story), was the speech by Jim Conkling, Columbia Record prexy. He stressed the importance of self-service for record shops, pointing out that surveys indicated sales in fully self-service stores were much higher per unit sale per customer than in those with little self-service. Conkling also made men-

(Continued on page 30)

European Tour By Kenton Ork

HOLLYWOOD, July 25.—Stan Kenton and his 20-piece crew have been set for the orchestra's first European concert tour which starts August 22. The European tour will begin in Stockholm, Sweden, and end four weeks later (September 20) in Dublin, Ireland. For the tour, band gets a weekly guarantee of \$15,000, plus transportation.

Because of continued friction between the American Federation of Musicians and the British Musicians' Union, the Kenton group will be unable to play commercially in England. However, band will play a concert for American (Continued on page 30)

How Concert Tours Build Record Sales

Classical and jazz in-person tours coming up this fall plus list of records available by featured concert artists

a feature of the Aug. 29

Fall Record Marketing Issue

spotlighting the products and the merchandising and promotion plans of record and equipment manufacturers—and introducing . . .

The Billboard
Packaged Record
Buying Guide

'Band Wagon' Bally Is Big

NEW YORK, July 25.—M-G-M Records has copped another promotional plum on its sound-track album of the musical film "The Band Wagon." On top of the recent special program on the NBC radio network's "What's the Score" show, built around the album, the network has scheduled rebroadcast of the "Girl Hunt" ballet portion of the score to be aired this afternoon (25) from 3 to 3:30 p.m. Over 100 stations are scheduled to carry the half-hour show.

Meanwhile the film, during its first week at the Radio City Music Hall here, chalked up the biggest business ever done by a musical motion picture in the history of the movie industry. In addition to a terrific heat wave which could have helped get people into an air-conditioned theater, this city has been playing host to the Shriners' convention and the gathering of Jehovah's Witnesses.

Geller Joins RCA on Coast

HOLLYWOOD, July 25.—Harry Geller on Monday (27) assumes his duties as West Coast artist and repertoire chief for RCA Victor. He replaces J. L. Miller, who returns to King Records. Geller's appointment was made earlier in the week by Victor's a.&r. chief, Joe Carlton, here from his New York headquarters. The new West Coast head formerly was with Mercury.

the representative of a BMI copyright?"

The Big Rush

These remarks crystallize what is in the minds of many. Yet, it has been ascertained that virtually all publishers of standing were after the tune. Some dropped out of the bidding when Brewster refused to give up the copyright but insisted on just a sales agency arrangement. Despite this, rumor was current that a \$10,000 bonus had been paid Brewster. Execs on both sides denied this, simply stating that a substantial advance had been given.

It was stated that the arrangements called for transfer to Chappell of some mechanical roy-

(Continued on page 30)

King Hops Into 'Hound' Hassle

NEW YORK, July 25.—Copyright controversy over "Hound Dog" has flared up anew, with King Records topper, Syd Nathan, injecting himself into the hassle and demanding 50 per cent of the publisher's share. Harry Fox, publisher's agent and trustee, is holding mechanicals in escrow.

The tune, a recent big seller in the rhythm and blues field on Don Robey's Peacock label, stirred up legal interest when Robey, whose publishing affiliate is Lion Music, sued the Sun Record Company on the ground that the latter's "Bear Cat" infringed upon "Hound Dog." Altho the practice of freely cutting "answer" disks has been common in the r.&b. field, the U. S. District Court ruled that Sun's "Bear Cat" was an infringement. Broadcast Music, Inc., denied Sun clearance. Sun, thereupon, agreed to pay 2 cents per record on all disks sold plus court costs. The Lion Publishing Company agreed to allow the Sun Record Company to continue the manufacture of the disk, rather than force a withdrawal.

Suit Prepared

Don Robey now is preparing suits against King Records and a King publishing affiliate, Valjo, for waxing "Hound Dog" with Roy Brown and Little Esther.

Valjo, in rebuttal, is claiming 50 per cent of the publisher's share of the tune. The basis for the claim, according to King's attorney Jack Pearl, is that one of the writers, Johnny Otis, was under exclusive contract to Valjo when he wrote the tune in collaboration with others. King, therefore, claims both publishers, Valjo and Lion, have a non-exclusive right to license the tune, and both publishers must account to each other on sales.

Moving High on Request Lists!
I'LL BE THERE
 MERV GRIFFIN—PERCY FAITH ORCH.
 Columbia
 ★
THUNDER AND LIGHTNING
 (Lightning and Thunder)
 Vocal Version:
 GEORGIA GIBBS on Mercury.
 Instrumental Version:
 LEW DOUGLAS ORCH.—MGM.
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Watch Us Grow!
TENNESSEE WIG-WALK
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A GREAT STANDARD
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RAMONA
 ★ ★ ★
 LION MUSIC CORPORATION

MA Swings it ... and so does PA
 with the **FOUR ACES**
 Decca Record of
ORGAN GRINDER'S SWING
 American Academy of Music

WHY? HE ONLY RAKED IN \$\$

NEW YORK, July 25.—The a.&r. staff of Columbia Records—Mitch Miller, Paul Weston, Percy Faith and George Avakian — pulled a real switch this week at the firm's national distributor convention in Chicago. They presented Paul Wexler, veepee in charge of sales, with a plaque in honor of his "Outstanding Sales Job" on their diskings.

Col. Preps New 12-Inch LP Line

NEW YORK, July 25.—Columbia Records is introducing a new 12-inch pop LP, the CL 500 series, which will retail at \$3.95 including tax. This is the lowest price 12-inch LP released on the Columbia label. First waxings will be available in August, with a total of 24 platters set for release over September, October and November.

The new CL 500 series will include both new and previously issued 12-inch LPs. The previously issued sets have been taken from the firm's old GL series, which retailed at \$4.85. The \$4.85 series has been eliminated by the firm, with most of the disks in this series transferred to the new CL line and some of them upped to the Masterwork label.

New sets to appear on the CL series include two albums by Percy Faith, a Ray Martin ork waxing, two Paul Weston sets and a dance series. Previously released slicings, now on the CL 500 series, include Arthur Godfrey's "TV Calendar Show," Harry James' "One Night Stand," "Quiet Music" Nos. 1 thru 9, and a number of Benny Goodman LP's including "Goodman Plays Sauter Arrangements" and "Goodman Plays Henderson Arrangements," plus LP's by the B.G. trio and other B.G. combos.

Detroit Show Business Up 55.6% in '53

DETROIT, July 25.—Local amusement generally showed a phenomenal increase of 55.6 per cent in the first quarter of this year, compared to the corresponding period of 1952, according to a study of retail figures just compiled by The Detroit News. This figure is by far the highest reported for any of nearly 100 different classifications of business, with the total for all business enterprises showing an increase of only 16.4 per cent. Figures are based upon analysis of sales tax returns from 37,858 individual business places in Wayne County, including the entire City of Detroit.

The build-up was encouraging, starting with an actual slight drop in January, but mounting to an increase of about 170 per cent in March. In the related fields of the music trade, including radio and television, the increase was a nominal 5 per cent, with business dropping behind in March, in surprising contrast, probably indicating the debated "saturation point" in video set purchases.

Bach Music Circle Formed on Coast

HOLLYWOOD, July 25.—A group of musicians, musicologists, actors and authors last week formed the California Bach Circle, headed by pianist-critic Carl Post. Purpose is to "restore the condition of performance of Bach's time in order to present his music according to his intentions."

The circle will use Post's Bach-Baroque library collection, considered the most complete Bach library in America. Dr. Giovanni Camajani, head of the University of San Francisco music department, has been set to conduct the first event to be given the first week in December. The concert will feature pianist Post and violist Samuel Singer.

Wallichs Off For Far East

HOLLYWOOD, July 25.—Capitol Records Prexy Glenn E. Wallichs this week left for Japan for a series of meetings with the company's manufacturing-distributing affiliate in the Far East. Capitol's wares are pressed and distributed in that sector by King Records of Tokyo (not connected with the U. S. company of the same name). This marks Wallichs' second overseas business junket in that many months, indicating the company's confidence in the importance of the foreign market. His most recent trip abroad took the recording firm exec to England and the Continent during which he reinforced Capitol's existing manufacturing-distributing affiliations in the various European countries. Wallichs is expected to be away from his Hollywood headquarters for three weeks. Hop includes a short stopover in Hawaii.

New Packaged Record Merchandise Available

A comprehensive list, with valuable supplementary data, on key items of fall record merchandise to be offered by manufacturers

a feature of the Aug. 29

Fall Record Marketing Issue—

spotlighting the products and the merchandising and promotion plans of record and equipment manufacturers—and introducing . . .



Publicity for 'TV Rhumba'

CHICAGO, July 25.—"TV Rhumba," recorded by Bob Bachelder's orchestra on the Mood Label, got its share of publicity here this week, but in doing so, lost a share of its air play.

Larry Wolters, a Chicago Tribune radio and TV columnist, devoted a full treatment to the banning of the disk by The Tribune radio station, WGN.

The disk, one of "the strangest to hit the market in a long time, features the TV theme songs of a dozen different programs, starting off with the distinctive "Dragnet" theme. It then modulates to Lucky Strike's "Happy-Go-Lucky," slips into Martin Kane's Mood Music, plus the identifications of Godfrey, Como, Kate Smith, Red Buttons, Dinah Shore and Gillette's "Be Sharp."

Wolters explained: WGN is one station which does not permit the playing of the record lest there be copyright infringement actions." Bruce Dennis, public relations director of WGN, said "We do not put on the air any material that has not been cleared."

Wolters mentioned in his column that there was probably another reason why other stations and nets might not be too anxious to air the tune. He said: "It keeps calling attention to programs that are competitive to their own."

Detroit House In Norman Granz Bid

DETROIT, July 25.—The Broadway-Capitol Theater, operated by the Saul Korman Circuit, is currently dickering with Norman Granz for a return booking of "Jazz at the Philharmonic," which had a successful stand at the house last winter. Booking would be for one night, Saturday, September 26, if the principals come to terms.

DECCA WAXES FRENCH COMIC

NEW YORK, July 25.—Decca Records will release the first waxing ever made by the French comic Fernandel next month. The set, which was made in France, features the lanky comic in scenes from his movie "Le Petit Monde de Don Camillo." He is backed by a full cast and musical settings. The record, of course, is in Francaise.

AFTRA Blasts AFM MC's; Eyes Disk Code

Continued from page 1

beholden to the wishes of the emperor."

Just what action the convention hoped to take to resolve the jurisdictional dispute was an unknown quantity. The general feeling, however, was that dual membership must be the answer. AFTRAites insist such a solution would work to the musicians' benefit since musicians who sing or emcee would receive higher fees. This latter point, on other occasions, has been consistently disputed by local AFM spokesmen.

Heller exuded confidence even as he told the delegates of the hassle.

"Our most serious point of difference, and one which caused the issuance of this recent ruling by the AFM, is the musicians' union's failure to recognize our valid and legal collective bargaining agreements which cover singers who perform on radio and television broadcasts," Heller declared. He bluntly admitted AFTRA does not represent instrumental musicians, but reminded his listeners that AFTRA does represent, among others, singers—and has since its inception.

"AFTRA has been certified by the National Labor Relations Board as the only union authorized to exclusively represent singers," Heller declared, adding, "yet Mr. Petrillo persists in his fantastic notion that a musician may be permitted to sing on a radio or TV broadcast without benefit of the protection afforded to singers under AFTRA's contracts."

Heller cited the close liaison between AFM locals and that of AFTRA to solve mutual problems. "But," he said, "the recent edict of Mr. Petrillo in ordering members of the musicians' union who were also members of AFTRA, to forthwith resign from AFTRA, places a great strain on this continuing good relationship with our local unions."

The national executive was silent as to any specific remedies which were to be discussed at sessions Saturday and Sunday.

Meanwhile, the convention was due to determine what it would do about its phonograph recording code. The Los Angeles chapter appeared to be the only group with specific suggestions, principal features of which were expan-

sion of the code to cover all phonograph recordings made anywhere in the United States, prevent producers from recording in foreign countries to save money and require them to pay performers on such recordings in accordance with the code. The proposal also would reduce the hourly and side pay rate as well as the minimum call of session scale for singers in groups.

The suggested revamping would also make provision for a repeat fee equivalent to the applicable per side rate for each additional 200,000 sales of any side after the initial 200,000 sales of any side. Also included in the suggestion would be an addition stipulating that no member of a group of six or more may be required to perform any individual or solo effort. If requested and agreed, the performer would be paid the difference between the applicable group fee and the incidental solo fee within certain limitations.

ANOTHER BMI "PIN-UP" HIT
"CRYING IN THE CHAPEL"
 Recorded by
 Darrell Glenn (Valley)
 Art Lund (Coral)
 Rex Allen (Decca)
 June Valli (Victor)
 Ella Fitzgerald (Decca)
 J. T. Adams & the Men of Texas (Republic)
 Wesley Tuttle (Capitol)
 The Orioles (Jubilee)
 Published by
VALLEY PUBLISHERS, Inc.

The Terry Theme
 from
"LIMELIGHT"
 —instrumental—
"Eternally"
 from
"LIMELIGHT"
 —vocal—
BOURNE, INC.

ANOTHER MILLION RECORD SELLER!!!
Georgia GIBBS
FOR ME, FOR ME
MERCURY-70172

★ ★ LATEST DOT RELEASES ★ ★
ROY WIGGINS
 "WIGGLE WAGGLE"
 "BOUQUET OF ROSES"
 Dot 15092
HANK GARLAND
 "STEEL GUITAR RAG"
 "MOONLIGHT ON THE COLORADO"
 Dot 15089
LEON BERRY
 "BLACKSMITH BLUES"
 "LA BORRACHITA"
 Dot 15093
 ★ ★ DOT RECORDS ★ ★

"GIGI"
 Recorded by . . .
LES BAXTER—Capitol
GUY LOMBARDO—Decca
PAUL WESTON—Columbia

Music as Written

LADDER OF Best Sellers FROM King AND Federal RECORDS

Popular

BONNIE LOU
TENNESSEE WIG WALK
HAND-ME-DOWN HEART
1237 and 45-1237

THE GLOBE TROTTERS
MY GAL SAL
AT SUNDOWN
1210 and 45-1210

TOMMY PRISCO
GONE (ARE THE THOU-
SAND THRILLS)
PARADISE
1240 and 45-1240

Folk/Western

BONNIE LOU
SEVEN LONELY DAYS
JUST OUT OF REACH
1192 and 45-1192

CHARLIE GORE
EACH TIME I PRAY
I KNOW SOMETHIN'
1218 and 45-1218

JACK CARDWELL
I'M NOT LAZY, I'M
JUST TIRED
(TELL YOUR FRIENDS TO)
STOP LAUGHING AT
ME
1241 and 45-1241

DON RENO and RED SMILEY
CHOKING THE STRINGS
I'M THE TALK OF THE
TOWN
1235 and 45-1235

Rhythm/Blues

JACK DUPREE
TONGUE-TIED BLUES
THE BLUES GOT ME
ROCKIN'
4633 and 45-4633

TINY BRADSHAW
HEAVY JUICE
THE BLUES CAME POUR-
ING DOWN
4621 and 45-4621

EARL BOSTIC
MELANCHOLY SERENADE
WHAT! NO PEARLS
4644 and 45-4644

TODD RHODE
FEATHERS
YOUR MOUTH'S GOT A
HOLE IN IT
4648 and 45-4648

Federal

THE ROYALS
GET IT
NO IT AIN'T
12133 and 45-12133

BILLY WARD
AND HIS DOMINOES
YOU CAN'T KEEP A GOOD
MAN DOWN
WHERE NOW, LITTLE
HEART
12139 and
45-12139

**THESE FOOLISH THINGS
REMINDE ME OF YOU
DON'T LEAVE ME THIS
WAY**
12129 and 45-12129

YOUNG JOHN WATSON
MOTOR HEAD BABY
BAD FOOL
12131 and 45-12131

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CUGAT CASH CUES FARMERS' MART...

Xavier Cugat is going to have business going for himself in Philadelphia, now that Leonard Lassman has taken over the old Orient Theater there and will turn it into a farmers' market. The Orient, which started as a nickelodeon and is one of the oldest movie houses in Philly, is probably the first anywhere to become a storehouse for cabbages and stuff. More important, Lassman is the brother of Abbe Lane, who is Cugey's current spouse, and Cugey, actually is putting up the cash. This will be one of 30 similar markets with which the maestro hopes to make cash register music throught the land.

LONG ANKLES TO MCA FROM GAC...

Maestro Johnny Long has severed his connection with the General Artists Corporation and signed a paper with Music Corporation of America.

CHESS, GOODMAN IN NEW FIRM...

Leonard Chess, of Chess and Checker Records, and Gene Goodman of Regent and Harmon Music, have set up a new publishing firm, Arc Music, a BMI firm, in which both will be equal partners. Pubbery will be devoted exclusively to r.&b. tunes.

FRANCE PRESENTS: S. HUOK...

PARIS, France, July 25.—Sol Hurok, leading American booker of concert artists, was awarded the French Legion of Honor medal, with rank of Knight, by the French government.

Presentation was made by Phillippe Erlanger of the French Foreign Ministry office, in Paris, last week (15). Hurok was cited as an "ambassadeur of international cultural co-operation."

SNICKERS CANDY COMIC DIS' VOTE...

More than 2,000 disk jockeys across the nation are being asked by Mars, Inc., maker of Snickers candy bars, to determine by a vote the three funniest records of the year. The contest, which is being handled for Mars by the Leo Burnett agency, will name the winners in September for amusing the country with "the most snickers on records." The voting will be done by mail, with July 31 as the deadline.

COMMERCIAL MERC'S ST. LOUIS DISTRIB...

Morris Price, Mercury Records' vice-president in charge of sales, announced last week that Commercial Music, 2630 Olive Street, St. Louis, had replaced J. Rosenfeld Company as St. Louis distributor. Eddie Ockel is president of the new Mercury distributing firm. Manager of Commercial Music is Bud Lempe, who was formerly with the Columbia distributor in St. Louis.

STONE TROUPE GETS TWO ROAD DATES...

Cliffie Stone's entire "Home-town Jamboree" TV show takes to the road on two successive Friday nights. First on-the-road appearance was July 24 at the Rendezvous Ballroom, Balboa, Calif., with the second remote telecast show slated for July 31 in the Bostonia Ballroom, San Diego. Appearing with Stone are his regulars, including Tennessee Ernie, Molly Bee, Gene O'Quin, Buckie Tibbs, Joan O'Brien, Harry Rodkay, Herman the Hermit and Stone's orchestra.

TIFFANY DEBUTS VIA DENNIS WAX...

Tiffany Recording Company, associated with Tiffany TV Pro-

ARMED FORCES SELECTS BESTS

ROME, July 25.—The Armed Forces Radio Services recently conducted a poll to determine the type of music troops wanted to hear. The most popular song in the final tabulations was "I Believe." Voters also picked Billie May as the best band leader, Nat (King) Cole as the favorite male singer and Rosemary Clooney as the most popular songstress. The favorite music combo vote went to the George Shearing Quintet.

ductions, Inc., Chicago, debuts August 10 with its first sides, a new release by Clark Dennis backed by Eddie Ballantine and his 26-piece Tiffany Recording Orchestra. The new firm is headed by Henry E. Doney, a Chicago businessman who was a former Hearst executive and associate of Broadway producer George W. Lederer.

CAP RELEASING 'RICOCHET' DISK...

Capitol Records' artist-repertoire veepee, Alan Livingston, last week turned a deaf ear to Sheldon Music's Goldie Goldmark to hold up release of Vickie Young's "Ricochet." Livingston held that Goldmark gave Capitol the tune without release date restrictions and that the Coast major was thereby free to release the dishing immediately after it was recorded. Goldmark has also turned the tune over to Coral Records, who is releasing a Teresa Brewer version. To strengthen the Coral cutting, Livingston claimed, Goldmark is trying to hold up the earlier Cap release, but apparently has been unsuccessful in prevailing on the company's execs to comply with his request.

Hi-Fi and the Record Dealer

The rise of hi-fi equipment and records and their relationship to dealers' fall selling season

a feature of the Aug. 29

Fall Record Marketing Issue—

spotlighting the products and the merchandising and promotion plans of record and equipment manufacturers—and introducing...

The Billboard
Packaged Record
Buying Guide

Frizzell P.A.'s By Americana

HOLLYWOOD, July 25.—Lefty Frizzell heads a quartet of country and western artists lined up for one-nighters in the Rocky Mountain and Pacific Coast States by Americana Corporation during August.

Frizzell starts a three-week tour August 2 in Casper, Wyo., that will take him up and down the Coast after appearances in the Rocky Mountain area. While in California, he will make his seventh appearance on Cliffie Stone's "Home Town Jamboree." Jim Reeves, of Abbott Records' "Mexican Joe" note, has been set by Americana for a two-week tour starting August 12 in Hobbs, N. M. He also will make a guest appearance with "Home Town Jamboree."

Billy Walker today leaves "Louisiana Hayride" for a West Coast tour. His itinerary will be principally in Northern California for six days, including appearances in Sacramento and Oakland. Wayne Raney, of King Records, is set to pull stakes from his Heber, Ark., home on August 3 for a series of one-nighters on the Coast preparatory to locating here permanently, according to Americana topper Steve Stebbins.

Disk Firms Plan

Continued from page 1)

chandise records to the best advantage. Capitol's self-service program includes much material for dealer use in planning modernized selling techniques, while Victor is concentrating on revising inventory control systems to keep constant check on stock turnover. Columbia is offering "browser" self-service units, special window displays and increased amounts of promotional material for dealer use.

Yet to be unveiled to the industry are the fall plans of such large firms as Decca, M-G-M and London. In these cases, too, the trade expects to see moves similar to those already announced.

New York

Brucie Weil, five-and-a-half-year old warbler, whose Barbour label waxing of "God Bless Us All" has grabbed a lot of action recently, was signed by Music Corporation of America this week. They will set the lad for radio and TV segs... Al Bernie will open at the Copa here August 6... Thursh Mickey Deane was signed by Jubilee Records. Her first slicing, "He Wants My Lovin'," will be ready next week... Eydie Gorme, Coral Records' chattrass, opens July 27 at the Skyway Lounge, Cleveland for 10 days... Regent Music has picked up a flick tune for its catalog. Ditty is "Elaine," and it is from the United Artists picture, "Warpaint"... Nat Cole will play the Blue Note in Chicago for two weeks in August. After that he will make his debut on the "Show of Shows" TV seg, on September (Continued on page 42)

OVER 100
INDIE LABELS
DO BIZ WITH
RCA VICTOR

WHY?

Flip to "Market Place"
PAGE 40

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RECORDS

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The Billboard Classified columns each week

TOMORROW'S HITS-ORDER TODAY

Vol. 7, No. 26

POP*

BILL DARNELL

sings

TONIGHT, LOVE

and

Come to Me

Decca 28706 (78 RPM)
and 9-28706 (45 RPM)

COUNTRY

KITTY WELLS

sings

I DON'T CLAIM TO BE AN ANGEL

and

THE LIFE THEY LIVE IN SONGS

Decca 28753 (78 RPM)
and 9-28753 (45 RPM)

RHYTHM & BLUES

LOUIS JORDAN
And His Tympany Five

HOUSE PARTY

and

HOG WASH

Decca 28756 (78 RPM)
and 9-28756 (45 RPM)

DECCA DATA

YOUR WEEKLY GUIDE TO AMERICA'S FASTEST SELLING RECORDS

BEST SELLERS COUNTRY

DON'T THROW YOUR LIFE AWAY	28725
IT'S BEEN SO LONG	Webb Pierce
THE LIFE THEY LIVE IN SONGS	28753
I DON'T CLAIM TO BE AN ANGEL	Kitty Wells
SCRATCH AND ITCH	28760
LET'S GET MARRIED	T. Texas Tyler
COUNTRY WALTZ	28749
CABIN OF LOVE	Bill Monroe
MY WASTED PAST	28777
DON'T BRUSH THEM ON ME	Ernest Tubbs
UH-HUH HONEY	28629
THAT'S ALL RIGHT	Autry Inman
BUMMING AROUND	28579
JEALOUS LOVE	T. Texas Tyler
WHEN THE TRAIN COMES ROLLIN' IN	28748
COLINDA	Jimmie Davis
I HAVEN'T GOT THE HEART	28594
THE LAST WALTZ	Webb Pierce
GIMME A LITTLE SUGAR	28741
SUPPOSE WE TRY	Merle "Red" Taylor

RHYTHM and BLUES

HOUSE PARTY	28756
HOG WASH	Louis Jordan
LET'S GO ON	48301
LET GO HIS HAND	Sister Rosetta Tharpe, Marie Knight
LUCKY DUCK	28764
BYE 'N' BYE	Coleman Hawkins
NO USE (What's The Use)	28765
STAY	The Shadows
I'D GIVE ANYTHING	28700
THIS IS THE TIME	Arthur Prysock

*Available in 78 RPM and 45 RPM speeds. For 45 RPM add prefix "9-" to number.

NEW RELEASES—SINGLES

FAMOUS FIDDLIN' POLKA	28790
MOUNTAIN LAUREL POLKA	Russ Morgan
L-O-V-E	28783
THAT'S LOVE I GUESS	Dolores Gray
RED WING	28781
PUSSY FOOTIN'	Florian Zabach
SINCOPADO	28791
CASI CASI	Ethel Smith
RHYTHM-A-TIC	28788
OL' SHANK'S MARE	Ray McKinley
MY LOVE IS AFLAME	28769
I'M THE LONELIEST GAL IN TOWN	Goldie Hill
HILLBILLY HULA	28771
NEW WAIKIKI BEACH	Jenks "Tex" Carman
RIVERBOAT POLKA	28786
VENUS WALTZ	Eddie Habal

*Available in 78 RPM and 45 RPM speeds. For 45 RPM add prefix "9-" to number.

BEST SELLERS POPULAR

FALSE LOVE	28744
DON'T FORGET ME	The Four Aces
CRYING IN THE CHAPEL	28758
I THANK THE LORD	Rex Allen
PRETTY BUTTERFLY	28736
DON'T LET ME DREAM	Mills Brothers
HONEY IN THE HORN	28691
ORGAN GRINDER'S SWING	The Four Aces
HOT DOG RAG	28759
THAT OLD RIVER LINE	Red Foley
TEGUCIGALPA	28773
YOU TOO, YOU TOO!	Andrews Sisters
TONIGHT, LOVE	28706
COME TO ME	Bill Darnell
CRYING IN THE CHAPEL	28762
WHEN THE HANDS OF THE CLOCK PRAY AT MIDNIGHT	Ella Fitzgerald
BANDERA	28689
POOR BUTTERFLY	Grady Martin
"O" (Oh!)	28779
MEET THE BRASS	The Commanders
RUBY (Theme from the Motion Picture "Ruby Gentry")	
THE SONG FROM MOULIN ROUGE (Where Is Your Heart)	28675
	Victor Young
THE MOST BEAUTIFUL GIRL IN THE WORLD	28766
ONE KISS	Tommy Dorsey
DON'T CALL MY NAME	28721
HEY! MISTER COTTON-PICKER	Roberta Lee, Tex Williams
MY DEAR	28699
GOIN' STEADY ANNIVERSARY	Dick Todd, Grady Martin, Slew Foot Five
VAYA CON DIOS	28780
WITH THESE HANDS	Guy Lombardo
TERRY'S THEME FROM "LIMELIGHT"	28763
GIGI	Guy Lombardo

*Available in 78 RPM and 45 RPM speeds. For 45 RPM add prefix "9-" to number.



The **ANDREWS SISTERS** sing

TEGUCIGALPA

and

YOU TOO, YOU TOO?

Decca 28773 (78 RPM) and 9-28773 (45 RPM)



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BEST BET



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DARLIN'**

b/w

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COLUMBIA RECORD #40033



The Billboard Music Popularity Charts

HONOR ROLL OF HITS



The Nation's Ten Top Tunes

... for Week Ending July 25

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Last Week	Weeks on Chart
-----------	-----------	----------------

1. I'm Walking Behind You 1 12

By Billy Reid—Published by Leeds (ASCAP)

BEST SELLING RECORD: E. Fisher, V 20-5293. **OTHER RECORDS:** C. Butler, Col 39993; V. Damone, Mercury 70128; D. O'Connor, Dec 28692; F. Sinatra, Cap 2450; D. Squires, Coral 60985; J. Young, London 1314.

2. Song From Moulin Rouge (F) 2 17

By W. Engvick, G. Auric—Published by Broadcast (BMI)

BEST SELLING RECORD: P. Faith, Col 39944. **OTHER RECORDS:** Boston Pops Ork, V 10-4166; B. DeFranco, M-G-M 11491; S. Fisher, Okeh 6963; J. Hutton, Cap 2429; J. Loro Quintet, Tico 10-170; Mantovani, London 1328; N. Morales, V 20-5324; N. Perito, Coral 60984; H. Rene, V 20-5264; M. Royal, Mercury 70140; V. Young, Dec 28675.

3. Vaya Con Dios 3 6

By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP)

BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. **OTHER RECORDS:** G. Lombardo, Dec 28780; B. London, Crystalite 654; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 2514.

4. No Other Love (M) 5 7

By Richard Rodgers & Oscar Hammerstein—Published by Williamson (ASCAP)

BEST SELLING RECORD: P. Como, V 20-5315. **OTHER RECORDS:** S. Fisher, Okeh 6979; G. Jenkins, Dec 28746; N. Morales, V 20-5342; H. O'Connell, Cap 2487; D. Rose, M-G-M 30796.

5. April in Portugal 4 17

By Kennedy-Fepuro—Published by Chappell (ASCAP)

BEST SELLING RECORD: L. Baxter, Cap 2374. **OTHER RECORDS:** L. Armstrong, Dec 28074; B. Barton, M-G-M 11312; G. Carr, Cap 2223; V. Damone, Mercury 70128; Y. Giraud, V 26-7107; R. Hayman, Mercury 70114; F. Martin, V 20-5052; T. Martin, V 20-5279; D. McMillan, Dec 28723; R. Senteri, V 20-4898; F. Sowande, London 1340; F. Zabach, Dec 28646.

TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.

6. P. S.: I Love You 8 6

By Johnny Mercer and Gordon Jenkins—Published by La Salle (ASCAP)

BEST SELLING RECORD: Hilltoppers, Dot 15085. **OTHER RECORDS:** J. Bruno, Banner 512; C. Cavallaro, Dec 24955; Four Vagabonds, Apollo 1057; G. Jenkins, Dec 27471; C. Stapleton, London 282; S. Stitt, Prestige 757.

7. Ruby (F) 6 15

By Mitchell Parish—Published by Miller (ASCAP)

BEST SELLING RECORD: R. Hayman, Mercury 70115. **OTHER RECORDS:** L. Baxter, Cap 2457; L. Brown, Coral 60959; L. Douglas, M-G-M 11472; C. Hawkins, Dec 28713; Hot Lips Page, King 4594; H. James, Col 39994; V. Monroe, V 20-5286; N. Perito, Coral 60893; V. Young, Dec 28675.

TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.

8. You, You, You 11 4

By Lotar Olias and Robert Mellin—Published by Robert Mellin (BMI)

BEST SELLING RECORD: Ames Brothers, V 20-5325. **OTHER RECORDS:** K. Remo 11512.

9. I Believe 7 22

By Erwin Drake, Irvin Graham, Jimmy Shirl, Al Stillman—Published by Cromwell (ASCAP)

BEST SELLING RECORD: Frankie Laine, Col 39938. **OTHER RECORDS:** J. Froman, Cap 2332; E. James, Meteor 5000.

TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; R. Foley, Dec 28694; S. Hamblen, Col 21124; Henry Jerome Ork, Lang-Worth.

10. Limelight (Terry's Theme) (F) 10 9

Charlie Chaplin—Published by Bourne (ASCAP)

BEST SELLING RECORD: P. Chacksfield, London 1342. **OTHER RECORDS:** J. Gleason, Cap 2507; R. Goodwin, Coral 61006; R. Hayman, Mercury 70168; G. Lombardo, Dec 28763; N. Morales, V 20-5342; W. Stott, Col 40013; H. Winterhalter, V 20-5326; V. Young, Dec 28735.

Second Ten

- | | | |
|---------------------------------|----|----|
| 11. CRYING IN THE CHAPEL..... | 16 | 2 |
| Published by Valley (BMI) | | |
| 12. WITH THESE HANDS..... | 17 | 3 |
| Published by Ben Bloom (ASCAP) | | |
| 13. SAY YOU'RE MINE AGAIN..... | 9 | 14 |
| Published by Meridian (BMI) | | |
| 14. OH!..... | 14 | 3 |
| Published by Feist (ASCAP) | | |
| 15. HALF A PHOTOGRAPH..... | 12 | 7 |
| Published by Vesta (BMI) | | |
| 15. ANNA..... | 13 | 15 |
| Published by Hollis (BMI) | | |
| 15. GAMBLER'S GUITAR..... | 15 | 5 |
| Published by Frederick (BMI) | | |
| 18. C'EST SI BON..... | 20 | 2 |
| Published by Leeds (ASCAP) | | |
| 19. SEVEN LONELY DAYS..... | — | 19 |
| Published by Jefferson (ASCAP) | | |
| 20. BUTTERFLIES..... | 20 | 2 |
| Published by Santly-Joy (ASCAP) | | |

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Buyboard

TOP SELLERS— POPULAR

Based on Actual Capitol Sales Reports

1. VAYA CON DIOS
JOHNNY (IS THE BOY FOR ME) L. Paul & M. Ford 2486
2. HALF A PHOTOGRAPH
ALLEZ-VOUS-EN K. Starr 2464
3. OH!
SAN P. Hunt 2442
4. APRIL IN PORTUGAL
SUDDENLY L. Baxter 2374
5. A FOOL WAS I
IF LOVE IS GOOD TO ME N. Cole 2540
6. 40 CUPS OF COFFEE
OH! YOU CRAZY MOON E. M. Morse 2539
7. JERSEY BOUNCE
I GUESS IT WAS YOU ALL THE TIME R. Anthony 2532
8. GIGI
I LOVE PARIS L. Baxter 2479
9. RETURN TO PARADISE
ANGEL EYES N. Cole 2498
10. RUBY
A LITTLE LOVE L. Baxter 2457
11. PRETEND
DON'T LET YOUR EYES GO SHOPPING N. Cole 2346
12. TERRY'S THEME FROM "LIMELIGHT"
PEG O' MY HEART J. Gleason 2507
13. MY ONE AND ONLY LOVE
I'VE GOT THE WORLD ON A STRING F. Sinatra 2505
14. I AM IN LOVE
MY FLAMING HEART N. Cole 2459
15. MY HEART KNOWS
WHEN LOVE GOES WRONG M. Whiting & J. Wakely 2528
16. I BELIEVE
THE GHOST OF A ROSE J. Froman 2332
17. I LOVE YOU SO MUCH
LET ME HEAR YOU SAY V. Young 2478

TOP SELLERS— COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. RUB-A-DUB-DUB
I'LL SIGN MY HEART AWAY
H. Thompson 2445
2. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN
GROW OLD WITHOUT YOU)
J. Shepard 2502
3. IT'S YOUR LIFE
BABY, I'M COUNTIN'
S. McDonald 2523
4. I HAVE BUT ONE GOAL
THE SINNER'S DREAM
Smith Brothers 2492
5. I CAN'T WAIT
WHAT'S THE USE TO LOVE YOU
F. Young 2461
6. THE MARSHAL'S DAUGHTER
THE SAN ANTOINE STORY
T. Ritter 2475
7. MINNI-HA-CHA
I LOST MY HEART TODAY
F. Huskey 2495
8. I FORGOT MORE THAN YOU'LL
EVER KNOW
POOR BOY, RICH LOVIN'
S. James 2508
9. THE BELLS OF MONTERREY
SWEET BUNCH OF BITTERWEEDS
D. Dickerson 2504
10. SIXTEEN CHICKENS AND A
TAMBORINE
DON'T SAY GOODBYE
R. Acuff 2548

BEST SELLING— POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY
Jackie Gleason 352
2. CAN-CAN
Original Broadway Cast 452
3. LOVER'S RHAPSODY & SONGS
FROM LOVER'S RHAPSODY
Jackie Gleason 366
4. BY THE LIGHT OF THE SILVERY
MOON
Gordon MacRae & June Hutton 422
5. SKETCHES ON STANDARDS
Stan Kenton 426
6. THE HIT MAKERS!
Les Paul & Mary Ford 416
7. THE KAY STARR STYLE
Kay Starr 363
8. THE BILLY MAY BAND
Billy May 412
9. NEW CONCEPTS OF ARTISTRY IN
RHYTHM
Stan Kenton 383
10. UNFORGETTABLE
Nat "King" Cole 357
11. PARTY PANIC!
Mel Blanc 436
12. JANE FROMAN FAVORITES
Jane Froman 429
13. TODAY'S TOP HITS—VOL. VIII
Eight Top Artists 9113

BEST SELLING— CLASSICAL ALBUMS

Based on Actual Capitol Sales Reports

1. Scriabin—"POEM OF ECSTASY, Op. 54," Loeffler—"A PAGAN POEM"
The Paris Philharmonic Orchestra
Conducted by Manuel Rosenthal 8188
2. Tchaikovsky-Taneieff—Gounod—"ROMEO AND JULIET DUETS"
Franz Waxman Conducting The Los Angeles Orchestral Society 8189
3. Tchaikovsky—"DANCES FROM THE SWAN LAKE"
Roger Desormiere Conducting The French National Symphony Orchestra 8213
4. Tchaikovsky—"ANDANTE CANTABILE FROM QUARTET NO. 1 IN D, OP. 11," Borodin—"NOTTURNO FROM QUARTET NO. 2 IN D"
The Hollywood String Quartet 8217
5. Wagner—"LIEBESTOD FROM TRISTAN UND ISOLDE" & "EXCERPT FROM SIEGFRIED'S FUNERAL MUSIC FROM GOTTERDAMMERUNG"
The Pittsburgh Symphony Orchestra Conducted by William Steinberg 8216
6. Dvorak—"SLAVONIC DANCES"
Fabien Sevitzyk Conducting The Indianapolis Symphony Orchestra 8215
7. Ernest Bloch—"CONCERTO GROSSO," William Schuman—"SYMPHONY FOR STRINGS"
The Pittsburgh Symphony Orchestra Conducted by William Steinberg 8212
8. Enesco—"RUMANIAN RHAPSODY NO. 1 IN A MAJOR, OP. 11," & "RUMANIAN RHAPSODY NO. 2 IN D MAJOR, OP. 11"
Fabien Sevitzyk Conducting The Indianapolis Symphony Orchestra 8210
9. Wagner—"SIEGFRIED'S RHINE JOURNEY" & "SIEGFRIED'S FUNERAL MUSIC FROM GOTTERDAMMERUNG" & "PRELUDE AND LIEBESTOD FROM TRISTAN UND ISOLDE"
The Pittsburgh Symphony Orchestra Conducted by William Steinberg 8185
10. Gershwin—"THEME FROM RHAPSODY IN BLUE" & "THREE PRELUDES FOR PIANO"
Leonard Pennario 8206
11. Bernstein—"FANCY FREE," Copland—"RODEO"
The Ballet Theatre Orchestra Conducted by Joseph Levine 8196

LATEST RELEASE

No. 379

- DUMMY SONG
UH-HUH Frances Faye 2542
- AFFAIR WITH A STRANGER KISS AND RUN
RICOCHET Vicki Young 2543
- GAMBLER'S GUITAR
SHUT UP AND DRINK YOUR BEER Merle Travis 2544
- FOR ME, FOR ME
CRYING IN THE CHAPEL Wesley Tuttle 2545
- BLUEJEAN BEGUINE
WARM VALLEY Duke Ellington 2546
- LORD, BUILD ME A CABIN IN GLORY
CLOSER, LORD, TO THEE Redd Harper 2547
- NO STONE UNTURNED
RATHER June Hutton & Axel Stordahl 2549

another winning pair . . .

"No Stone Unturned"

"Rather"

by JUNE HUTTON and
AXEL STORDAHL

Record No. 2549

the big "OH" is on Capitol . . . played by

Pee Wee Hunt

and coupled with
"SAN"
ON RECORD NO. 2442

great guitar,
country
style . . .

MERLE TRAVIS'

"gambler's guitar"

backed with
"SHUT UP AND
DRINK YOUR BEER"
on Record No. 2544

M-G-M EXTRA SUMMER HAS THAT EXTRA POWER

JOEL GREY

SINGS

TOO YOUNG TO TANGO

and

THE TA-TA-TA SONG

MGM11561 78 rpm
K11561 45 rpm



Introducing

CATHY RYAN

SINGS

SHOW ME THE WAY TO GO HOME and YOU NEVER KNOW 'TIL MONDAY

MGM11544 78 rpm
K11544 45 rpm



BILLY ECKSTINE

I LAUGH TO KEEP FROM CRYING



SEND MY BABY BACK TO ME

MGM11511 78 rpm • K11511 45 rpm

TED STRAETER
MARRIAGE TYPE LOVE

from the musical production "ME & JULIET"

and **CAN-CAN**

from the musical production "CAN CAN"

MGM11548 78 rpm • K11548 45 rpm

WALLY STOTT and his Orchestra

MY ONE AND ONLY LOVE

and

SERENADE FOR A TIN HORN

MGM11551 78 rpm • K11551 45 rpm

TOMMY EDWARDS
THE LOVER'S WALTZ

and

BABY, BABY, BABY

MGM11541 78 rpm • K11541 45 rpm

HANK WILLIAMS
I WON'T BE HOME NO MORE and

MY LOVE FOR YOU

(Has Turned To Hate)

MGM11533 78 rpm • K11533 45 rpm

CINDY LORD
WHEN THE HANDS OF THE CLOCK PRAY AT MIDNIGHT and

LEAD ME DOWN THE ROAD

MGM11536 78 rpm • K11536 45 rpm

JO ANN TOLLEY
I DON'T WANT TO BE A SUMMER SWEETHEART and

I'LL GO ON LOVING YOU

MGM11535 78 rpm • K11535 45 rpm

FRANK PETTY TRIO
LONESOME and **SORRY**

and

DEW DEW DEWY DAY

MGM11534 78 rpm • K11534 45 rpm

THE FOUR HORSEMEN
A DEAR JOHN LETTER

and

NO STONE UNTURNED

MGM11566 78 rpm • K11566 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS WITH RECORDS

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending July 25

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighed according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit-musical.

This Week	Last Week	Weeks on Chart
1. APRIL IN PORTUGAL (R)—Chappell.....	2	16
2. SONG FROM MOULIN ROUGE (R) (F)—Broadcast....	1	16
3. NO OTHER LOVE (R) (M)—Williamson.....	5	5
4. I'M WALKING BEHIND YOU (R)—Leeds.....	3	12
5. I BELIEVE (R)—Cromwell.....	4	12
6. VAYA CON DIOS (R)—Ardmore.....	6	5
7. RUBY (R) (F)—Miller.....	7	13
8. P. S.: I LOVE YOU (R)—La Salle.....	8	3
9. YOU, YOU, YOU (R)—Mellin.....	8	2
10. LIMELIGHT (Terry's Theme) (R) (F)—Bourne.....	8	6
11. CRYING IN THE CHAPEL (R)—Valley.....	—	1
12. JUST ANOTHER POLKA (R)—Frank.....	11	7
13. HALF A PHOTOGRAPH (R)—Vesta.....	—	1
13. BREEZE (R)—Leeds.....	—	1
15. SEVEN LONELY DAYS (R)—Jefferson.....	12	16

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 30 in Radio

All I Desire (R)—Broadcast—BMI	No Other Love (R) (M)—Williamson—ASCAP
Anna (R) (F)—Hollis—BMI	Oh! (R)—Feist—ASCAP
April in Portugal (R)—Chappell—ASCAP	P. S.: I Love You (R)—La Salle—ASCAP
Breeze (R)—Leeds—ASCAP	Pretend (R)—Brandom—ASCAP
Butterflies (R)—Santly-Joy—ASCAP	Ramona (R)—Linn—ASCAP
Call of the Faraway Hills (R) (F)—Famous—ASCAP	Return to Paradise (R) (F)—Remick—ASCAP
Caravan (R)—American Academy—ASCAP	Ruby (R) (F)—Miller—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Someone's Been Readin' My Mail (R)—Witmark—ASCAP
Eyes of Blue (R) (F)—Paramount—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
Hi-Lili Hi-Lo (R) (F)—Robbins—ASCAP	Tell Me That You Love Me (R)—T. B. Harms—ASCAP
I Believe (R)—Cromwell—ASCAP	Terry's Theme (Limelight) (R) (F)—Bourne—ASCAP
I'm Walking Behind You (R)—Leeds—ASCAP	Vaya Con Dios (R)—Ardmore—ASCAP
Just Another Polka (R)—Frank—ASCAP	You, You, You (R)—Mellin—BMI
Keep It Gay (R) (M)—Williamson—ASCAP	Your Cheatin' Heart (R)—Acuff-Rose—BMI
Mexican Joe (R)—American—BMI	
My One and Only Heart (R)—Roncom—ASCAP	

Top 10 in Television

Caravan (R)—American Academy—ASCAP	Rockaway Beach—Duet—ASCAP
Lady of Spain (R)—Sam Fox—ASCAP	Ruby (R) (F)—Miller—ASCAP
No Other Love (R) (M)—Williamson—ASCAP	Say Si Si (R)—E. B. Marks—BMI
No Two People (R) (F)—Frank—ASCAP	Side By Side (R)—Shapiro-Bernstein—ASCAP
Old Fashion Picture—Weiss-Bartfy—BMI	With These Hands (R)—Ben Bloom—ASCAP

England's Top Twenty

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

1. Limelight (Terry's Theme)—Bourne	12. Your Cheatin' Heart—Bradbury Wood (Acuff-Rose)
2. Moulin Rouge Theme—Connolly (Broadcast)	13. Have You Heard?—F.D.H. (Brandom)
3. I Believe—Cinephonic (Cromwell)	14. Pretty Little Black Eyed Susie—Cinephonic (Santly-Joy)
4. I'm Walking Behind You—Peter Maurice (Leeds)	15. The Queen of Tonga—Connolly (*)
5. Hold Me, Thrill Me, Kiss Me—Mills (Mills)	16. I Talk to the Trees—Chappell (Chappell)
6. April in Portugal—Sterling (Chappell)	17. Wonderful Copenhagen—Morris (Frank)
6. Pretend—Leeds (Brandom)	18. Windsor Waltz—Michael Reine (E. B. Marks)
8. Seven Lonely Days—Feist (Jefferson)	19. In a Golden Coach—Rox & Cox (Rox & Cox)
9. Hot Toddy—Aberbach (Coachella-Alamo)	20. Tell Me a Story—Cinephonic (Montclair)
10. Tell Me You're Mine—Chappell (Capri)	
11. Downhearted—New World (Faxon)	

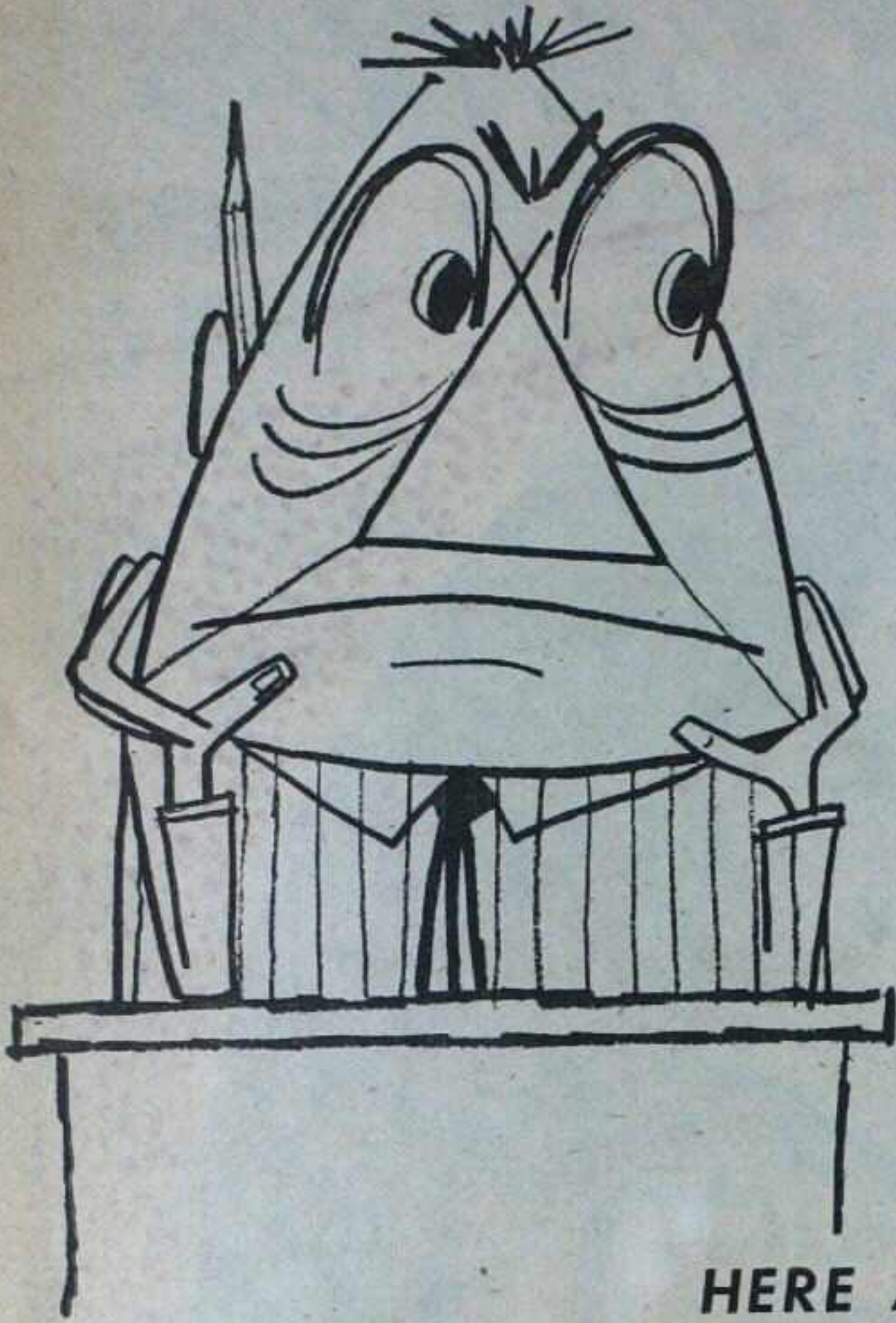
Toni James



**YOU'RE
FOOLING
SOMEONE**

MGM 11543 78 rpm
K11543 45 rpm

M-G-M  *Records*



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RECORD BUYERS
WHO WANT**

FACTS

NOT BALLYHOO!

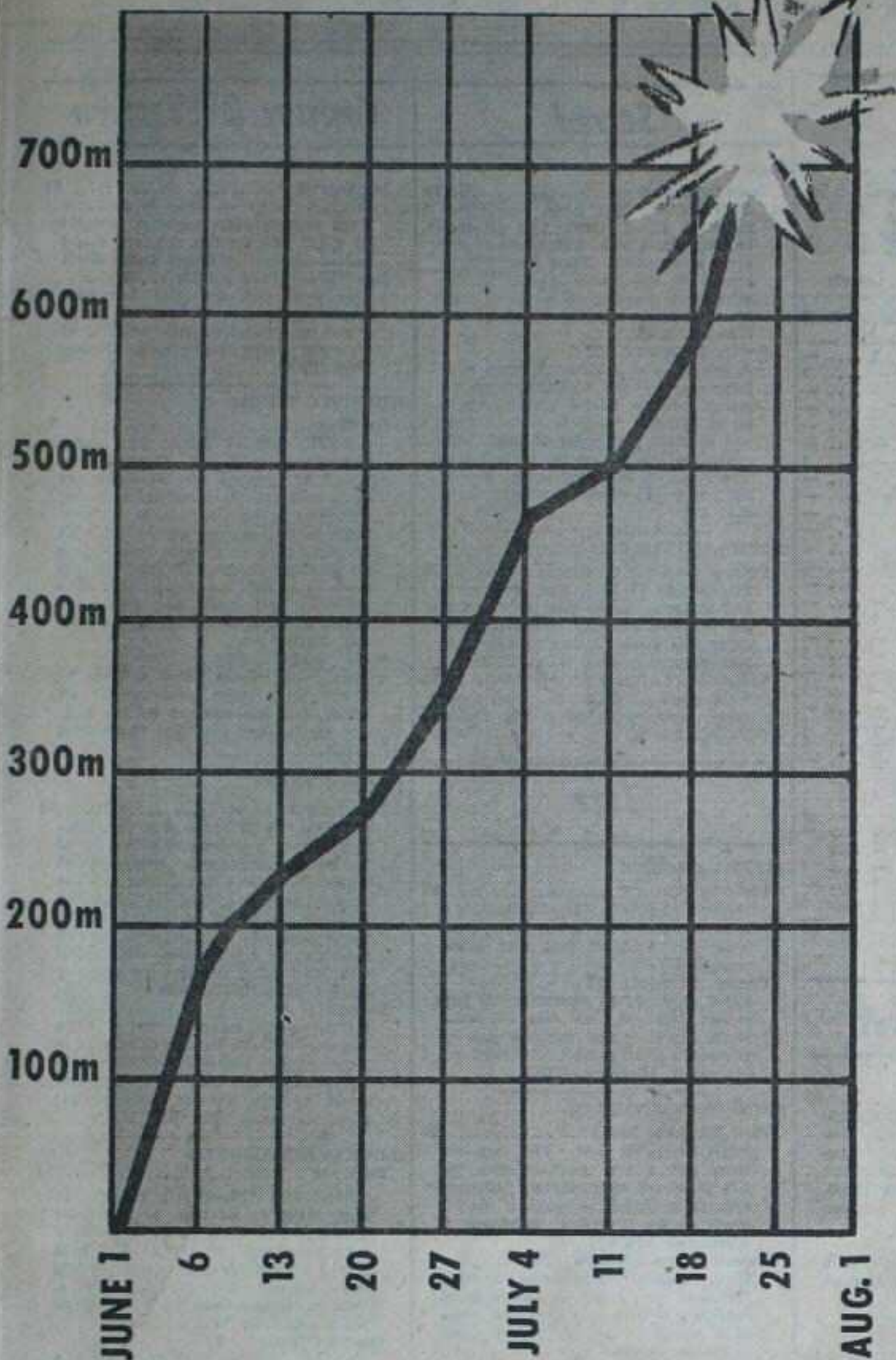
HERE ARE THE FACTS
ABOUT LES AND MARY'S

**WAYYA
CON
DIOS***

Capitol Record No. 2486

*backed with JOHNNY

SEE WHERE IT IS THIS WEEK!



TOP POPULAR RECORDS

Best Selling Singles

Date	Rank	Record	Last Week	Weeks on Chart
JULY 25, 1953	4	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP	5	6
JULY 18, 1953	5	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP	6	5
JULY 11, 1953	6	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP	6	4
JULY 4, 1953	6	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP	10	3
JUNE 27, 1953	10	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP	13	2
JUNE 20, 1953	13	VAYA CON DIOS—L. Paul & M. Ford... Johnny—Cap 2486—ASCAP	—	1

Most Played in Juke Boxes

Date	Rank	Record	Last Week	Weeks on Chart
JULY 25, 1953	3	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP	3	5
JULY 18, 1953	3	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP	4	4
JULY 11, 1953	4	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP	5	3
JULY 4, 1953	5	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP	13	2
JUNE 27, 1953	13	VAYA CON DIOS—L. Paul & M. Ford... Johnny—Cap 2486—ASCAP	—	1

Most Played by Jockeys

Date	Rank	Record	Last Week	Weeks on Chart
JULY 25, 1953	4	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP	4	5
JULY 18, 1953	4	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP	9	4
JULY 11, 1953	9	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP	7	3
JULY 4, 1953	7	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP	8	2
JUNE 27, 1953	6	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP	—	1

The Billboard Music Popularity Charts

HONOR ROLL OF HITS

Date	Rank	Record	Last Week	Weeks on Chart
JULY 25, 1953	3	Vaya Con Dios	5	5
JULY 18, 1953	5	Vaya Con Dios	9	4
JULY 11, 1953	9	Vaya Con Dios	10	3
JULY 4, 1953	10	Vaya Con Dios	14	2
JUNE 27, 1953	14	VAYA CON DIOS.....	—	1

THIS WEEK'S BEST BUYS

JUNE 6, 1953
 JOHNNY (Iris, ASCAP)
 VAYA CON DIOS (Ardmore, ASCAP) — Les Paul-Mary Ford—Capitol 2486
 The very new reports from the East Coast and the Midwest all point to this being another good seller for the duo. There is split action with the nod going to "Johnny."

COMING UP IN THE TRADE

JUNE 13, 1953
 JOHNNY
 VAYA CON DIOS
 Les Paul-Mary Ford—Capitol 2486



REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

NAT (KING) COLE
If Love Is Good to Me...87
 CAPITOL 2540 — Here is a superb rendition by Nat Cole of a lovely new ballad, performed by Nat in the tender, touching style that has become his trademark. The backing is outstanding. Tune is undoubtedly Nat's best since "Pretend" and it has a chance to become a big one for the chanter. A wonderful side. (Redd Evans, ASCAP)

GUY MITCHELL
Chick-a-Boom...86
 COLUMBIA 40035—This Bob Merrill creation for the singer's forthcoming flick, "Those Redheads From Seattle," is made-to-order material for Mitchell, and he carries off the delightful wacky lyrics in high style. "Chick-a-Boom," with its tasteful assortment of aural gimmicks, has a lot of the style and flavor of "She Wears Red Feathers," and, like it, ought to pull in a lot of loot. (Hawthorne, ASCAP)

Cloud Lucky Seven...80
 Mitchell turns in another fine performance here with the gay buoyant material for which he has a special gift. Title refers to the cloud "nearest heaven," reserved, it would seem, for lovers. Also a lot of commercial potential here. (Robbins, ASCAP)

FOUR ACES
False Love...86
 DECCA 28744 — This should be another big disk for the foursome. It's a rhythm ditty right up their commercial alley. They sing it with a beat in the usual Four Aces style. A real coin-grabber.
Don't Forget Me...73
 Less effective sales-wise is their group work on this verse-chorus waltz. Style is entirely different than the usual Aces sound, which probably won't help it.

FRANKIE LAINE
Hey Joe!...85
 COLUMBIA 40036 — Quick and strong coverage on the country and western item should give Laine another big-selling disk. Strong support here from the Paul Weston ork. (Tannen, BMI)
Sittin' in the Sun...76
 This is Irving Berlin's first straight pop item in several years. Laine does as well as he can with the slick lyrics. Material is neither rousing nor full of feeling—just a bounce ditty. (Berlin, ASCAP)

BILL HALEY WITH HALEY'S COMETS
Fractured...84
 ESSEX 327—The Haley combo has come up with another wild driving dishing in the same groove as their "Crazy, Man, Crazy." This ditty is sung powerfully by Haley over a crazy backing by the Comets that really goes. This looks like solid juke fare, and it could grab stacks of coins. (Eastwick, BMI)
Pat-a-Cake...82
 There is really little to choose between the two sides on this dishing, as both are mighty potent. This side is based on the old nursery rhyme. It has a Haley vocal, a driving beat and a solid ork backing. Both sides have the makings, and each should be coin-grabbers. (Eastwick, BMI)

DON CORNELL
Please Play Our Song...84
 CORAL 61030—Cornell surprises with some Jolsonesque exaggerations on a most attractive new ballad which jocks will spin for fare. This is a new Cornell and a fine one. (Sheldon, BMI)
If I Should Love Again...77
 This is Cornell in his more familiar—big voiced "hit 'em from note one"—style. Should please his many fans and get some action. (Starlight, ASCAP)

RALPH MARGERIE ORK
The Moon Is Blue...80
 MERCURY 70199—This music from the flick by the same name, and already made available on wax in several other versions, gets a fresh reading by the Margerie aggregation. It has a simple, haunting melody that stands out very effectively in this engaging instrumental in the "Pretend" style. The interest in the film will augment Margerie's already sizable patronage. (Santly-Joy, ASCAP)
The Girl of the Golden West...78
 Margerie has the material here for a big one. Tom Glazer has penned some clever lyrics that are sung effectively by Larry Ragen. The band is at its best in an up-beat rhythm-jump tune like this and should do well in the boxes and across the counter. (Trinity, BMI)

DON CHERRY
No Stone Unturned...79
 DECCA 28789 — A fine new song gives Cherry a chance to do some of his best vocalizing in some time. The backing is from the Jack Pines ork and Ray Charles group. Real good

listening. This one has a real chance, watch it. (Miller, ASCAP)
Till the Moon Turns Green...76
 Ditty kicked off by the Johnny Long ork waxing is handed another good go. Cherry and the group come thru with a neat slicing. (Emperor, ASCAP)

BRUCIE WEIL
God Bless Us All...78
 BARBOUR 451 — The search for another moppet star to rival Jimmy Boyd is still on. Here's a five-and-a-half-year-old chanter who's not bad for his age. The mood and lyric setting, however, are what count. Could create a stir—even in the middle of the summer. It has a chance. (Brewster, BMI)
Little Boy Blues...60
 The kid handles this pop blues well enough, and the Don Costa backing is good, too. (Brewster, BMI)

HELENE DIXON
No Matter How You Say Goodbye...77
 OKEH 6997 — Helene Dixon has a good follow-up here to her "Don't Call My Name," and she sings it with a lot of feeling over a smooth ork accompaniment. Tune is in the same weepy groove as "Name," which should help it get a lot of deejay spins. The gal sings it well and is helped by the vocal group. (Goday, BMI)
I Want You to Love Me Tonight...75
 Thrush does a good job here on a bouncy novelty effort, with the aid of a large vocal group and a good ork arrangement. This side, too, could get jock spins, tho the flip is stronger. (Ajax, ASCAP)

JOEL GRAY
Too Young to Tango...77
 M-G-M 11561—A mild parody of the Sunshine Ruby hit in the country field. New male singer sings up a storm and gets spirited backing from the LeRoy Holmes ork. No reason why it can't grab a lot of change. Impressive debut by the young comic.
Ta, Ta, Ta Song...70
 A clever play on words that comes thru nicely in the light, fluffy touch given by Gray.

JERRY MURAD
The Story of Three Loves...76
 MERCURY 70202—The classics were raided for the lovely theme of this song from the current film, "The Story of Three Loves." Jerry Murad's virtuoso harmonica is featured against a lush orchestral background.
Sweet Lullaby...70
 On the flip side a hit song of the 1930's is revived. It has a cool Hawaiian flavor that is well timed for the summer market. Murad's harmonica again is paired with the fine Richard Hayman ork.

DEL WOOD
Ricky-Tic Piano...76
 REPUBLIC 7051—Pianist Del Wood shares the spotlight with vocalist Don Estes and a swinging combo in this lively number. Effort turns out to be a well-balanced offering, with pianist and vocalist complementing each other nicely in some highly diverting material. (Rabb, BMI)
Moonlight Cocktail...72
 Miss Wood plays the evergreen in her well-known ragtime style with a crisp fresh approach. Both sides stand a good chance for picking up juke box coin. (Jewell, BMI)

JEAN CAMPBELL
Eternally...76
 CORAL 61028—A new English thrush impresses with her vocal ability on this fine reading of the lyricized version of Chaplin's "Limelight" theme. Gal has some of the Vera Lynn quality which should make for wide appeal. She should get some of the action on the tune. (Bourne, ASCAP)
No One Will Ever Know...72
 Another import from the English Parlophone label, tho the tune is American written. Both the material and the gal are good. (Milene, ASCAP)

JUNE HUTTON-AXEL STORDAHL
No Stone Unturned...76
 CAPITOL 2549—Here's a fine rendition of the attractive new ditty by the canary with good support from the chorus and ork. Tune is a good one, and the performance is first-rate. With enough push this side has a chance to catch some loot.
Rather...73
 Another very lovely vocal by the thrush over a most attractive arrangement by the chorus and Stordahl ork. The side is pretty enough to grab bundles of spins.

GUY LOMBARDO ORK
With These Hands...76
 DECCA 28780 — Lombardo digs a little deeper into this material than usual, and has come up with an especially attractive cover record of the Eddie Fisher hit. Bill Flanagan renders the lyric with feeling and gets
 (Continued on page 39)

Number of Releases This Week

(Listed Alphabetically by Label)

Label	Pop	C&W	R&B
ABBOTT	1	1	1
ALADDIN	1	1	1
ALLIED	1	1	1
AUDIVOX	1	1	1
BARBOUR	1	1	1
BLUE MILL	1	1	1
BRUNSWICK	2	1	1
CAPITOL	4	3	1
COLUMBIA	4	3	1
CORAL	5	1	1
DECCA	3	3	1
DOT	2	1	1
ERIN	2	1	1
ESSEX	1	1	1
FLORENCE B. H.	1	1	1
4 STAR	1	1	1
GIRA	2	1	1
JAY-DEE	1	1	1
MAESTRO	1	1	1
MERCURY	3	1	2
M-G-M	1	1	1
MODERN	1	1	2
OKEH	2	1	1
OPAL	1	1	1
PEACOCK	1	1	3
RCA VICTOR	2	4	1
REPUBLIC	1	1	1
RITA	1	2	1
SKATING RHYTHMS	1	1	1
SPECIALTY	1	1	3
STARDAY	1	1	1
TRUMPET	1	3	4
TOTALS	42	22	19

Rhythm & Blues

MARY DEE
Rent Man Blues...85
 SPECIALTY SP-466—The chirp could have another big one in this blue blues item. Opens with chatter between her and male rent collector, and builds lyrically to a strong finish. Lots of loot in the offing for this solid dishing. (Venice, BMI)
Fall Guy...70
 Unidentified male solos thruout on a blues item. Could be Mercy Dec on the piano. (Venice, BMI)

THE CRICKETS
When I Met You...80
 JAY-DEE 777—The group's first effort on the new label looks as if it could be a follow-up to their two previous clicks with ballad style material. Boys sing it in first-rate style, and it has a chance to break out. (Beacon, BMI)
Dreams and Wishes...77
 Another good ballad and another good effort by the group in its warm and smoothly blended style. (Beacon, BMI)

FLOYD DIXON
Married Woman...79
 ALADDIN 3196—Floyd Dixon has a good piece of material here, and he hands it a solid performance over pounding ork backing. Disk is his strongest since "Call Operator 210," and with the proper push it could grab off juke loot. Watch this one; it has a chance. (Aladdin, BMI)
Lovin'...75
 Another good vocal by the warbler who tells of the importance of love on this side. Flip has more strength. (Aladdin, BMI)

WOO WOO MOORE
Something's Wrong...78
 MERCURY 70204 — Woo Woo Moore, new chanter on the label, comes thru impressively on his first slicing. He tells of the unhappiness of marriage after a few years, in the stop and go style of "I Don't Know" of less than a year ago. Moore has a style and a good piece of material here, and a side that could catch some juke loot.
Five Long Letters...71
 So-so blues material on this side doesn't give the warbler much chance to stand out. Backing has a beat.

JOHN GREER AND HIS RHYTHM ROCKERS
Beginning to Miss You...75
 V 20-5370—Pleasant reading of a light new ballad by Greer and another male singer, over a smooth ork backing, featuring pretty sax work. It's rather smooth for the r.&b. markets, but it should get spins. (Sunbeam, BMI)
Rhythm in the Breeze...72
 Tune penned by Una Mae Carlisle is handed an okay vocal by the warbler,
 (Continued on page 38)

Sacred

THE LE FEVRE TRIO
There Is Only One...78
 BIBLETONE 7041 B—A meaningful religious effort receives a sincere reading from the trio, backed by good piano work. Tune should have appeal to the family market in the Bible Belt areas. Solo work, as well as the group singing, stands out. (Lowery, BMI)
Scatter Sunshine...77
 A bouncy gospel effort is sung with brightness by the well-known sacred group, over a happy and listenable piano backing. Side is a good one, and it could grab a lot of spins with sacred deejays as well as on the boxes where sacred disks are used. Should sell well in the Southern belt. (SESAC)

ORIGINAL FIVE BLIND BOYS
I Know the Lord Will Make a Way...78
 PEACOCK 1714—A fine lead voice and the group's big beat surrounding the religious material makes this another fine hunk of wax by the first-rate spiritual quintet. (Lion, BMI)
Somewhere Listening for My Name...78
 More good religious wax. This starts slowly and builds to a big finish. (Lion, BMI)

Jazz

DIZZY GILLESPIE
Chris 'n' Diz...68
 SHOWCASE (45) 2102—Diz tackles a nice riff, and rides it out for a most interesting hunk of jazz wax. (Forshay, BMI)
Purple Sounds...65
 Label, designed to showcase the bop master, bows in here with just what you'd expect—some real cool jazz by Diz and a small combo. For the fans, it's great. (Forshay, BMI)

PHINEAS NEWBORN JR.
How High the Moon...65
 PROGRESSIVE 500 The bop anthem gets a new working over via this piano-led instrumental. Newborn apparently figures to make it via his speed on the keyboard. (Chappell & Company, ASCAP)
'Round About Midnight...60
 Slow, moody instrumental features Newborn on piano in an original reading which doesn't give him much of a chance to sell his fresh style or technique.

Latin American

PEREZ PRADO
Cerezo Rosa...78
 V 23-6084 — A mambo suby that impresses especially with its hypnotic beat and brilliant brass section. Will grab coin in both the L-A and pop markets.
Suby En Paris...77
 Here again Prado enlivens good commercial material with a characteristic combination of primitive and modern sounds that are as exciting for listening as for dancing.

BOBBY CAPO
Bruja...76
 SEECO 721—Capo turns in a good reading of a pretty bolero effort, backed smoothly by the Sonora Matancera. Platter is both listenable and danceable and should appeal to the singer's many fans.
Ya No Me Hace Falta...73
 Lively guaracha receives a snappy vocal from the chanter with help from the ork men, who contribute a gang vocal. Okay side.

DANIEL SANTOS
Liberacion...75
 SEECO 7227—Santos turns in a fine rendition of a pleasant, sentimental ballad. The leisurely bolero beat provided by the ork provides a restrained background for Santos' silvery tenor and helps set the mood of the song.
Amor Propio...72
 The singer presents another emotional, slow-tempo item here that should do well in the L-A market.

LOS CUATRO ACORDEONES
El Hechizo De Triana...69
 PAMPA 11036 — A flavorful paso doble is played with a hit by the accordion group, with Niono Very turning in an adequate vocal. Label is a new Seeco subsidiary, and the sides were cut in Argentina.
Sobre Las Olas...68
 The Four Accordeons do a pleasant job with the traditional waltz "Over the Waves." Listenable wax.

Country & Western

ERNEST TUBB
My Wasted Past...87
 DECCA 28777 — This is first-rate Tubb with first-rate material. Should be a big one for the chanter. Good weeper material. (Ernest Tubb, BMI)
Don't Brush Them on Me...78
 Fine stuff for ops with beer-joint locations, the disk of Tubb's is about a guy who's got enough troubles of his own. Good novelty lyric. (Ernest Tubb, BMI)

MITCHELL TOROK
Caribbean...8
 ABBOTT 140 — Torok, who wrote "Mexican Joe" and "Little Hoo-wee," has penned another distinctive opus with novel, imaginative lyrics, this time setting his song in a Caribbean locale. Almost as skillful with his pipes as with his pen, Torok gives an exciting reading of this unusual material. Could break thru with little difficulty and could also see some action in many pop markets. (American, BMI)
Weep Away...72
 This is a weeper, also written by Torok, in a more conventional folk idiom, but distinguished by the singer's feeling and sincerity. (American, BMI)

JOHNNY HICKS
Too Late To...78
 COLUMBIA 21135 — A most attractive weeper is performed with a lot of feeling and meaning by Johnny Hicks with help from a small chorus. The tune is appealing, and the lyrics are first-rate. Side has a chance to get somewhere with enough push. Watch this one; it could move out. Good wax; and good material for the pop market. (Big "D," BMI)
I Swear...74
 Here's another country effort with the flavor of "Don't Let the Stars Get in Your Eyes," but it hasn't the same freshness, in spite of a fair-to-middlin' vocal by the chanter. Should get plays and spins. (Big "D," BMI)

(LUCKY) JOE ALMOND
Rock Me...76
 TRUMPET 199—Here's a wild side that ought to be able to get some action in the r.&b. field, as well as c.&w. markets. It has a solid beat and a straightforward set of lyrics, and Almond sings it with gusto. With exploitation the side could catch much juke loot. Watch this one.
The Last Waltz...72
 Almond cries his way thru this sad weeper, but it hasn't the power of the flip. (Globe, BMI)

WADE RAY
Did I Do Wrong?...76
 V 20-5377—Ray handles this melancholy ditty about a love gone astray with sensitivity and impressive style. He has a good voice and uses it with emotion here. An appealing juke box item.
That Love Makin' Melody...73
 In happier vein, Ray belts out some cute lyrics here about the melody that gets his girl in a mood for love. Tune has a bouncy boogie beat and is made doubly attractive by the fancy piano and steel guitar solo work heard between choruses. (Hill & Range, BMI)

HANK LOCKLIN
I'm Tired of Bummin' Around...76
 FOUR STAR 1641 — Locklin has a good answer to "Bummin' Around" with this cutting. Should get plenty of spins via the material and Locklin's chanting effort. (Four Star, BMI)
Let Me Be the One...70
 Nothing special on this side, tho both the material and Locklin are good. (Four Star Sales, BMI)

JIMMIE DAVIS
Colinda...73
 DECCA 28748—A cute song about a beautiful bayou belle and what happens when she escapes the watchful eyes of mama. Choruses are in English and Cajun French. After "Big Mamou," this must be considered as material with more than regional interest. (Jimmie Davis, BMI)
When the Train Comes Rollin' In...71
 Davis is always a smooth performer, and fans of his will find this a very attractive offering. (Jimmie Davis, BMI)

BOB HEPPLER
I Don't Like It...72
 STARDAY 103—Cute rhythm effort is handled stylishly by the warbler as he tells of his troubles with his lady love. Brightness of the disk, and the ricky-tick piano work could help this one grab spins. Impressive debut by the chanter on his first slicing. Material is much better than average.
If You Don't Mind...69
 Bob Heppler, with strong help from a male chorus, does an effective job with a new novelty item, which is performed with excitement and a beat. Platter should get a lot of plays in tavern juke.

RED FOLEY AND PATTY ANDREWS
Unless You're Free...78
 DECCA 28767 — Another of those boy-girl attempts at being cute via chatter and alternating vocals. The material should be good for ops and
 (Continued on page 36)

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-59, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

Each of the records reviewed expresses the opinion of the members of The Billboard music staff who reviewed the record.



THE MOST TALKED ABOUT RECORD IN YEARS!!!

"... THE NEW SENSATION OF THE RECORDING WORLD ... THE SHOWBIZ TORNADO OF '53" ...

writes DOROTHY KILGALLEN, NATIONALLY SYNDICATED COLUMNIST

by the Pint-Sized Powerhouse

BRUCIE WIEL

Tear Compelling

"GOD BLESS US ALL"

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blw
"LITTLE BOY BLUES"

Note: WE'RE HAPPY TO HAVE CREATED AN EMPLOYMENT BOOM
Yes, due to the unprecedented demand for this record we have put on 6 pressing plants on a round-the-clock schedule — despite vacation and summer shutdowns.

THANKS TO YOU... WE'RE HAPPY TO HAVE CAUSED AN EMPLOYMENT BOOM!



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MAL BRAVEMAN
Record Promotion
MORRIS DIAMOND

BARBOUR RECORDS

Manufactured and Distributed by
LAY-GEE RECORD CO., INC.

315 W. 47th St., N. Y.
(Plaza 7-8140)

DIRECTION M&A

The Billboard Music Popularity Charts

... for Week Ending July 25

NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records merit special attention.

Popular

RAY ANTHONY ORK

Dragnet (Walter Schumann, ASCAP) Capitol 2562—The "Dragnet" theme, one of the best known radio and TV themes around, provides a fine base for an exciting waxing by the Anthony ork. Side builds solidly, and could become a strong deejay platter as well as a big coin earner. The Buddy Morrow ork also has a good side on the tune on RCA Victor. Ray Anthony flip slicing is "Dancing in the Dark" (Harms, ASCAP).

International

EDDIE ZIMA ORK

The Circus Polka—Dana 3130—The swing Chicago polka ork goes to town on this lively polka ditty for a sock waxing that should grab a lot of action, and could establish the ork as one of the top polka groups in the country. Side really goes.

Country & Western

GOLDIE HILL

I'm the Loneliest Girl in Town (Acuff-Rose, BMI)

My Love Is Aflame (Shapiro-Bernstein, ASCAP)—Decca 28769—The country thrush has two fine sides here. The top side is a strong weeper, sung with heart by the chanteuse. The flip receives a bright reading from Goldie Hill. Both of them should move up in the field.

Rhythm & Blues

BIG MAYBELLE

Send for Me (Beacon, BMI)
Jinny Mule (Barnhill, BMI)—Okeh 6998—The blues shouter really goes to town on these strong r.&b. ditties. She sells "Send for Me," a driving effort, in her own uninhibited style, and has a good time with the novelty item, "Jinny Mule." Both look like real coin-grabbers.

Popular Album

THE BAND WAGON — M-G-M E3051 (33)—

This new set is taken directly from the sound track of the new flick "The Band Wagon" starring Fred Astaire, Nanette Fabray and Jack Buchanan. Picture is doing sensational business at the Radio City Music Hall. In addition to the wonderful evergreens such as "Dancing in the Dark," and "Louisiana Hayride" platter contains new tunes, and the "Girl Hunt" ballet. This could be a big summer seller due to the movie action.

Spiritual

THE FAMOUS WARD SINGERS

I Know It Was the Lord (Parts 1 and 2)—Savoy 4945—Sparked by the fine warbling of Clara Ward the group turns in an exciting, exuberant shout reading of a wild gospel effort that should have a strong appeal to the spiritual market. This is a solid one for the field.

THIS WEEK'S BEST BUYS

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

Popular

A FOOL WAS I (Gale and Gayles, BMI)

IF LOVE IS GOOD TO ME (Redd Evans, ASCAP)—Nat (King) Cole—Capitol 2540

First week's reports on Nat Cole's latest release show that it is off to a quick start, as is almost expected of him by now on any new release. Strongest reports were returned from St. Louis and several Southern points. L. A., Chicago, Buffalo and New York reported the disk good and building. Both sides were considered strong, with the edge at present on the "Fool" side. A previous "New Record to Watch."

THREE LITTLE PIGS

LITTLE RED RIDING HOOD — Al (Jazzbo) Collins—Brunswick 86001

Retail-wise, this novelty disk has caught on quickly thruout the country. Sales are now past the 50,000 mark (see separate story in this issue of The Billboard) and reported as moving up rapidly in all territories checked. From the operator point of view, the record has a more limited appeal and is not recommended for strips.

IF YOU WERE MINE (Santly Joy, ASCAP)

SONG OF INDIA (Criterion, ASCAP)—Mario Lanza—RCA Victor 10-4209

Lanza's first record in quite a while is taking off nicely in many areas. Good reports have been received from New York, Buffalo, Cleveland, Chicago, St. Louis, Dallas

and Los Angeles. There has been some operator resistance to the Red Seal price tag, but wherever there has been a demand for the record, this has not kept it from appearing on location. The side most in demand at present is "If You Were Mine."

Country & Western

MY WASTED PAST (Tubb, BMI)

DON'T BRUSH THEM ON ME (Tubb, BMI)
—Ernest Tubb—Decca 28777

The kickoff of Tubb's most recent release has been quick and generally good. Reports from the Northeast, the South and Southwest indicate heavy sales activity. Certain other areas, including Cleveland, Chicago and L. A. report that the disk has not yet started to hit its stride. A previous "New Record to Watch."

DATIN' (Delmore, ASCAP)

NOBODY ASKED ME TO DANCE (Santly Joy, ASCAP) — Sunshine Ruby — RCA Victor 20-5374

The stir created by Sunshine Ruby's "Too Young to Tango" has led to an immediate response to this new disk. Strong reports were returned from Dallas, St. Louis and Buffalo while other territories reported that it was just getting started. The manufacturer lists it as its number one hillbilly seller.

Rhythm & Blues

GET IT (Lois, BMI) — The Royals — Federal 12133

A strong contender from the time of release, this disk broke out this past week in all territories checked nationally and placed on the national best-seller chart. Flip is "No, It Ain't" (Lois, BMI).

DRAGNET BLUES (Modern, BMI) — Johnny Moore—Modern 910

Initial reaction to this record has been overwhelmingly favorable, with good and strong reports being returned by Cleveland, Cincinnati, Pittsburgh, Chicago, Nashville, Durham, N. C. and St. Louis. First excitement on the West Coast has cooled somewhat. Flip is "Playing Numbers" (American, BMI).

TOO MUCH LOVIN' (Bess, BMI)

LAUNDROMAT BLUES (Bess, BMI) — The 5 Royals—Appollo 488

The this disk has only been out a week, it has already zoomed on to the New York territorial chart and has been reported to have received enthusiastic reception in various Southern territories. The 5 Royals have hit three times in a row. On their last record, "Help Me, Somebody" and "Crazy, Crazy, Crazy," both sides were on the charts for almost two months.

COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

(Listed Alphabetically)

Popular

DON'T TAKE YOUR LOVE FROM ME

UNDER PARIS SKIES
Three Suns—RCA Victor 20-5347

DOWN BY THE RIVER SIDE
Four Lads—Columbia 40005

ETERNALLY
Vic Damone—Mercury 70186

FALSE LOVE
Four Aces—Decca 28744

HEY, JOE!
Frankie Laine—Columbia 40036

I LOVE PARIS
GIGI
Les Baxter Ork—Capitol 2479

LIGHTHOUSE
I LOVE TO JUMP
Rusty Draper—Mercury 70188

PRETTY BUTTERFLY
Mills Brothers—Decca 28736

SORTA ON THE BORDER UNFAIR
Tony Martin—RCA Victor 20-5252

TROPICANA
Monte Kelly—Essex 325
YOU'RE FOOLING SOMEONE
MY LOVE, MY LOVE
Joni James—M-G-M 11543

Country & Western

DANNY BOY
THERE'S A RAINBOW IN EVERY TEARDROP
Slim Whitman—Imperial 8201

HOT DOG RAG
THAT OLD RIVER LINE
Red Foley—Decca 28759

I FORGOT MORE THAN YOU'LL EVER KNOW
Davis Sisters—RCA Victor 20-5354

I'M WALKING BEHIND YOU-ALL
Homer & Jethro—RCA Victor 20-5372

LET ME BE THE ONE
Hank Locklin—4 Star 1641

THE LIFE THEY LIVE IN SONGS
I DON'T CLAIM TO BE AN ANGEL
Kitty Wells—Decca 28753

TENNESSEE WIG WALK
HAND-ME-DOWN HEART
Bonnie Lou—King 1237

Rhythm & Blues

EARLY IN THE MORNING
Roy Milton—Specialty 464

I'LL HELP YOU, BABY
Christine Kittrell—Republic 7044

IF I CAN'T HAVE YOU
The Flamingos—Chance 1133

MELANCHOLY SERENADE
WHAT! NO PEARLS
Earl Bostic—King 4644

MY LEAN BABY
NEVER, NEVER
Dinah Washington—Mercury 70175

WHY, OH, WHY?
The Kings—Jax 314

YOU CAN'T KEEP A GOOD MAN DOWN
The Dominoes—Federal 12139

CURRENT TOP RECORDS

See page 28 for the current top pop records.
See page 36 for the current top c.&w. records.
See page 38 for the current top r.&b. records.



Everybody's catching "BUTTERFLIES" Patti Page's New Hit!

Coupled With "THIS IS MY SONG" MERCURY 70183 • 70183X45

JUST RELEASED

"THE STORY OF THREE LOVES"

From The MGM Picture "The Story of Three Loves"

JERRY MURAD

of the Harmonicats playing Solo Harmonica Backed by

RICHARD HAYMAN AND HIS ORCHESTRA

coupled with "SWEET LEILANI"

MERCURY 70202 • 70202X45



Jerry Murad: "The Story of Three Loves" - "Sweet Leilani" (Mercury). Theme from the Metro pic. "The Story of Three Loves," will probably continue the string of pix music clicks. As delivered by Jerry Murad's expert harmonica against a lush Richard Hayman orch. backing, it's a spinning natural. The oldie, "Sweet Leilani," gets a fine going over on the reverse.

VARIETY

THE NEW RECORD SENSATION

"GOD BLESS US ALL"

BY

BABY PAM

COUPLED WITH

"I WANNA GO TO SCHOOL"

MERCURY 70207 • 70207X45



BEST SELLING MERCURY RECORDS

* DENOTES AVAILABLE ON 45 RPM

- 1. GAMBLER'S GUITAR Free Home Demonstration... RUSTY DRAPER...No. 70167*
2. BUTTERFLIES This Is My Song... PATTI PAGE...No. 70183*
3. ETERNALLY Simonetta... VIC DAMONE...No. 70186*
4. FOR ME, FOR ME Thunder And Lightning... GEORGIA GIBBS...No. 70172*
5. LOVE EVERY MOMENT YOU LIVE The Right Way... EDDY HOWARD...No. 70176*
6. RUBY Dansero... RICHARD HAYMAN...No. 70146*
7. CRAZY, MAN, CRAZY Go Away... RALPH MARGERIE...No. 70153*
8. TELL ME THAT YOU LOVE ME Coquette... THE GAYLORDS...No. 70170*
9. LIGHTHOUSE I Love To Jump... RUSTY DRAPER...No. 70188*
10. IS ZAT YOU, MYRTLE Something Different... THE CARLISES...No. 70174*
11. OH! By The Beautiful Sea... JIMMY PALMER...No. 70182*
12. LOVE ME, LOVE ME More Than I... BOBBY WAYNE...No. 70149*



EP's

Mean EXTRA PROFIT

Grid of EP covers and titles including Patti Page, Vic Damone, Rusty Draper, Ralph Margerie, Georgia Gibbs, Richard Hayman, Eddy Howard, Billy Daniels, Alfred Newman, and Student Prince.



The Billboard Music Popularity Charts

... for Week Ending July 25

TOP POPULAR RECORDS

Best Selling Singles

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.

Table with 3 columns: Rank, Title, Artist, Last Week, Weeks on Chart. Includes records like 'I'M WALKING BEHIND YOU' by E. Fisher and 'VAYA CON DIOS' by L. Paul-M. Ford.

Most Played in Juke Boxes

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

Table with 3 columns: Rank, Title, Artist, Last Week, Weeks on Chart. Includes records like 'I'M WALKING BEHIND YOU' by E. Fisher and 'VAYA CON DIOS' by L. Paul-M. Ford.

Most Played by Jockeys

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

Table with 3 columns: Rank, Title, Artist, Last Week, Weeks on Chart. Includes records like 'I'M WALKING BEHIND YOU' by E. Fisher and 'VAYA CON DIOS' by L. Paul-M. Ford.

Best Selling Popular Albums

Albums 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. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

Table with 3 columns: Rank, Title, Weeks on Chart. Divided into 33 1/3 R.P.M. and 45 R.P.M. sections. Includes 'MUSIC FOR LOVERS ONLY' by J. Gleason.

Best Selling Children's Records

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 record dealers throughout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

Table with 3 columns: Rank, Title, Weeks on Chart. Includes 'PETER PAN' by B. Driscoll-Original Cast and 'DOGGIE IN THE WINDOW' by Patti Page.



RCA VICTOR
 PROUDLY PRESENTS
 ONE OF THE
 LOVELIEST
 FEMININE
 VOICES
 IN THE
 ENTERTAINMENT
 BUSINESS TODAY

DOLORES MARTEL

in her first

RCA VICTOR

release

(Some People Have To Learn)

**THE HARD WAY
 THERE MUST BE A WAY**

(20/47-5399)



SALES GROW WHEN YOU GO 45

NEW RELEASES

RCA Victor—Release #53-31

POPULAR

- DRAGNET**
YOUR MOUTH'S GOT A HOLE IN IT
 Buddy Morrow and his Orch.
 Vocal refrain by
 Frankie Lester20-5398 (47-5398)*
- (Some People Have To Learn)
THE HARD WAY
THERE MUST BE A WAY
 Dolores Martel with Orch. conducted by
 Henri Rene20-5399 (47-5399)*
- JAZZ ME BLUES—Mambo**
THE SUBY
 Perez Prado "The King of the Mambo" and
 his Orch 20-5393 (47-5393)*
- OLE, COME HOME—Waltz**
BARBARA POLKA
 Lawrence Duchow and his Orch.
 Vocal: Gene Tebo ..20-5394 (47-5394)*

COUNTRY/WESTERN

- FOR NOW AND ALWAYS**
A MESSAGE FROM THE TRADEWINDS
 Hank Snow, The Singing Ranger
 and the Rainbow
 Ranch Boys20-5380 (47-5380)*

*45 rpm cat. nos.

BEST SELLERS

POPULAR

- You, You, You/Once Upon A Time**
 The Ames Bros.20-5325 (47-5325)
- No Other Love/Keep It Gay**
 Perry Como20-5317 (47-5317)
- I'm Walking Behind You/Just Another Polka**
 Eddie Fisher20-5293 (47-5293)
- C'est Si Bon/African Lullaby**
 Eartha Kitt20-5358 (47-5358)
- With These Hands/When I Was Young**
 Eddie Fisher20-5365 (47-5365)
- Crying In The Chapel/Love Every Moment
 You Live**
 June Valli20-5368 (47-5368)
- If You Were Mine/Song Of India**
 Mario Lanza10-4209 (49-4209)
- I'm Walking Behind You-All/Mexican Joe
 No. 67 1/2**
 Hamer & Jethro ...20-5372 (47-5372)
- Say You're Mine Again/My One And Only
 Heart**
 Perry Como20-5277 (47-5277)
- Blue Canary/Eternally**
 Dinah Shore20-5390 (47-5390)
- Don't Take Your Love From Me/Under Paris
 Skies**
 The Three Suns20-5347 (47-5347)
- Rub-A-Dub-Dub/The Stop And Kiss Dance**
 Ralph Flanagan ...20-5361 (47-5361)

- Sorta On The Border/Unfair**
 Tony Martin20-5352 (47-5352)
- Friends And Neighbors/Ain't Heard Nothing
 Yet**
 Mary Rose Bruce ..20-5381 (47-5381)
- Please Play Our Song/Falling**
 The Fontane Sisters 20-5383 (47-5383)

COUNTRY/WESTERN

- Rock-A-Bye Boogie/I Forgot More Than You'll
 Ever Know**
 Davis Sisters20-5345 (47-5345)
- Private Property/Don't Say Goodbye If You
 Love Me**
 Johnnie & Jack ...20-5375 (47-5375)
- Dafin'/Nobody Asked Me To Dance**
 Sunshine Ruby20-5374 (47-5374)
- How's The World Treating You/Free Home
 Demonstration**
 Eddy Arnold20-5305 (47-5305)
- Spanish Fire Ball/Between Fire And Water**
 Hank Snow20-5296 (47-5296)
- Too Young To Tango/Hearts Weren't Meant
 To Be Broken**
 Sunshine Ruby20-5250 (47-5250)
- The Long Way/I'll Trade Yours For Mine**
 Hawkshaw Hawkins 20-5333 (47-5333)
- The Cannonball Yodel/Broken Wings**
 Elton Britt20-5251 (47-5251)
- Pale Moon/I Hate Myself For Loving You
 So Much**
 Betty Cody20-5376 (47-5376)

- From Patee To Tennessee/From One O'Clock
 To Midnight**
 Hal "Lone" Pine ..20-5331 (47-5331)

RHYTHM/BLUES

- Your Mouth's Got A Hole In It/Decatur Street
 Boogie**
 Piano Red20-5337 (47-5337)
- I Wanna Know/Laughing Blues**
 The Du Droppers ..20-5229 (47-5229)
- I Found Out/Little Girl, Little Girl**
 The Du Droppers ..20-5321 (47-5321)

RED SEAL ALBUMS

- Beethoven's Ninth Symphony**
 Toscanini and NBC Symphony .LM-6009
- Mario Lanza Sings**
 LM-7015
- Rachmaninoff's Second Piano Concerto**
 Artur Rubinstein, the NBC Symphony
 Orch., Golschmann conducting
 LM-1005
- The Great Caruso**
 Mario LanzaLM-1127
- Gaite Parisienne**
 Arthur Fiedler and the
 Boston PopsLM-1001
- Grofe's Grand Canyon Suite**
 Toscanini and the NBC
 SymphonyLM-1004

RCA VICTOR
 FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

... For Week Ending July 25

Territorial Best Sellers (Popular)

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Atlanta... ETERNALLY	D. Shore, Victor 20-5390
Boston... TOO LONG	B. Dini, Derby 826
New York... MY LOVE, MY LOVE	J. James, M-G-M 11543
St. Louis... TROPICANA	M. Kelly, Essex 325

Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

Atlanta

1. No Other Love
P. Como, Victor
2. I'd Rather Die Young
Hilltoppers, Dot
3. You, You, You
Ames Brothers, Victor
4. I'm Walking Behind You
E. Fisher, Victor
5. Vaya Con Dios
L. Paul & M. Ford, Capitol
6. Eternally
D. Shore, Victor
7. April in Portugal
L. Baxter, Capitol
8. Song From Moulin Rouge
P. Faith, Columbia
9. With These Hands
E. Fisher, Victor
10. C'Est Si Bon
E. Kitt, Victor

Boston

1. Too Long
B. Dini, Derby
2. C'Est Si Bon
E. Kitt, Victor
3. No Other Love
P. Como, Victor
4. Oh
P. W. Hunt, Capitol
5. P. S.: I Love You
Hilltoppers, Dot
6. Crying in the Chapel
D. Glenn, Valley
7. Gambler's Guitar
R. Draper, Mercury
8. Half a Photograph
K. Starr, Capitol
9. Crying in the Chapel
R. Allen, Decca
10. Crying in the Chapel
J. Valli, Victor

Chicago

1. No Other Love
P. Como, Victor
2. I'm Walking Behind You
E. Fisher, Victor
3. You, You, You
Ames Brothers, Victor
4. Vaya Con Dios
L. Paul & M. Ford, Capitol
5. Crying in the Chapel
J. Valli, Victor
6. Limelight (Terry's Theme)
F. Chacksfield, London

7. P. S.: I Love You
Hilltoppers, Dot
8. Allez Vous En
K. Starr, Capitol
9. April in Portugal
L. Baxter, Capitol
10. Song From Moulin Rouge
P. Faith, Columbia

Cincinnati

1. Vaya Con Dios
L. Paul & M. Ford, Capitol
2. I'm Walking Behind You
E. Fisher, Victor
3. No Other Love
P. Como, Victor
4. P. S.: I Love You
Hilltoppers, Dot
5. Song From Moulin Rouge
P. Faith, Columbia
6. Gambler's Guitar
R. Draper, Mercury
7. C'Est Si Bon
E. Kitt, Victor
8. Crying in the Chapel
D. Glenn, Valley
9. Butterflies
P. Page, Mercury
10. Ruby
R. Hayman, Mercury

Dallas-Ft. Worth

1. Vaya Con Dios
L. Paul & M. Ford, Capitol
2. I'm Walking Behind You
E. Fisher, Victor
3. No Other Love
P. Como, Victor
4. Song From Moulin Rouge
P. Faith, Columbia
5. P. S.: I Love You
Hilltoppers, Dot
6. False Love
Four Aces, Decca
7. Anna
S. Mangano, M-G-M
8. Gambler's Guitar
R. Draper, Mercury
9. C'Est Si Bon
E. Kitt, Victor
10. Butterflies
P. Page, Mercury

Denver

1. I'm Walking Behind You
E. Fisher, Victor
2. Vaya Con Dios
L. Paul & M. Ford, Capitol

3. April in Portugal
L. Baxter, Capitol
4. No Other Love
P. Como, Victor
5. Song From Moulin Rouge
P. Faith, Columbia
6. P. S.: I Love You
Hilltoppers, Dot
7. Ruby
L. Baxter, Capitol
8. Song From Moulin Rouge
Mantovani, London
9. Ruby
R. Hayman, Mercury

Detroit

1. Oh
P. W. Hunt, Capitol
2. Crying in the Chapel
D. Glenn, Valley
3. Vaya Con Dios
L. Paul & M. Ford, Capitol
4. I'm Walking Behind You
E. Fisher, Victor
5. No Other Love
P. Como, Victor
6. C'Est Si Bon
E. Kitt, Victor
7. Crying in the Chapel
J. Valli, Victor
8. April in Portugal
R. Hayman, Mercury
9. P. S.: I Love You
Hilltoppers, Dot
10. With These Hands
E. Fisher, Victor

Los Angeles

1. Vaya Con Dios
L. Paul & M. Ford, Capitol
2. No Other Love
P. Como, Victor
3. Song From Moulin Rouge
P. Faith, Columbia
4. I'm Walking Behind You
E. Fisher, Victor
5. C'Est Si Bon
E. Kitt, Victor
6. April in Portugal
L. Baxter, Capitol
7. Limelight (Terry's Theme)
F. Chacksfield, London
8. You, You, You
Ames Brothers, Victor
9. Ruby
R. Hayman, Mercury
10. Allez Vous En
K. Starr, Capitol

New Orleans

1. Song From Moulin Rouge
P. Faith, Columbia
2. I'm Walking Behind You
E. Fisher, Victor
3. I'd Rather Die Young
Hilltoppers, Dot
4. No Other Love
P. Como, Victor
5. Half a Photograph
K. Starr, Capitol
6. Limelight (Terry's Theme)
F. Chacksfield, London
7. I Love Paris
L. Baxter, Capitol
8. With These Hands
E. Fisher, Victor
9. Oh
P. W. Hunt, Capitol
10. Allez Vous En
K. Starr, Capitol

New York

1. Song From Moulin Rouge
P. Faith, Columbia
2. I'm Walking Behind You
E. Fisher, Victor
3. Limelight (Terry's Theme)
F. Chacksfield, London
4. April in Portugal
L. Baxter, Capitol
5. No Other Love
P. Como, Victor
6. With These Hands
E. Fisher, Victor
7. P. S.: I Love You
Hilltoppers, Dot
8. Ruby
R. Hayman, Mercury
9. Anna
S. Mangano, M-G-M
10. My Love, My Love
J. James, M-G-M

Philadelphia

1. I'm Walking Behind You
E. Fisher, Victor
2. No Other Love
P. Como, Victor
3. Song From Moulin Rouge
P. Faith, Columbia
4. Half a Photograph
K. Starr, Capitol

5. April in Portugal
L. Baxter, Capitol
6. Gambler's Guitar
R. Draper, Mercury
7. With These Hands
E. Fisher, Victor
8. You, You, You
Ames Brothers, Victor
9. Butterflies
P. Page, Mercury
10. P. S.: I Love You
Hilltoppers, Dot

Pittsburgh

1. Crying in the Chapel
D. Glenn, Valley
2. You, You, You
Ames Brothers, Victor
3. Vaya Con Dios
L. Paul & M. Ford, Capitol
4. P. S.: I Love You
Hilltoppers, Dot
5. No Other Love
P. Como, Victor
6. Eternally
V. Damone, Mercury
7. Don't Take Your Love From Me
Three Suns, Victor
8. With These Hands
E. Fisher, Victor
9. Take Me Back
Four Lads, Columbia
10. I'm Walking Behind You
E. Fisher, Victor

St. Louis

1. Crying in the Chapel
R. Allen, Decca
2. Gambler's Guitar
R. Draper, Mercury
3. With These Hands
E. Fisher, Victor
4. No Other Love
P. Como, Victor
5. P. S.: I Love You
Hilltoppers, Dot
6. Tropicana
M. Kelly, Essex
7. Vaya Con Dios
L. Paul & M. Ford, Capitol
8. Oh
P. W. Hunt, Capitol
9. Allez Vous En
K. Starr, Capitol
10. I'm Walking Behind You
E. Fisher, Victor

Seattle

1. Song From Moulin Rouge
P. Faith, Columbia
2. Oh
P. W. Hunt, Capitol
3. I'm Walking Behind You
E. Fisher, Victor
4. Vaya Con Dios
L. Paul & M. Ford, Capitol
5. Ruby
L. Baxter, Capitol
6. April in Portugal
L. Baxter, Capitol
7. C'Est Si Bon
E. Kitt, Victor
8. With These Hands
E. Fisher, Victor
9. P. S.: I Love You
Hilltoppers, Dot

Washington-Baltimore

1. No Other Love
P. Como, Victor
2. Song From Moulin Rouge
P. Faith, Columbia
3. I'm Walking Behind You
E. Fisher, Victor
4. Vaya Con Dios
L. Paul & M. Ford, Capitol
5. C'Est Si Bon
E. Kitt, Victor
6. April in Portugal
L. Baxter, Capitol
7. Gambler's Guitar
R. Draper, Mercury
8. Limelight (Terry's Theme)
F. Chacksfield, London
9. Ruby
R. Hayman, Mercury
10. I Believe
J. Froman, Capitol

Columbia Execs

Continued from page 14

tion of the growth of record sales in supermarkets, noting that they could become important outlets for records. He stated that in order to increase record volume, records must be available wherever people shop. In referring to the Columbia phonograph department, the Columbia head mentioned the fact that the firm entered the phono field for only one reason, to help sell more records.

'Bless Us' Deal

Continued from page 13

ally money, some performance money as well as sheet music income. With regard to the performance money, BMI is in no way involved. BMI's contract is with Brewster, and whatever performance money is paid Chappell would depend upon the arrangement concluded by Brewster and Chappell.

"Flabbergasted"

BMI execs indicated that never in the organization's history had there been such a mad race for one of their tunes. One stated, "That Dreyfuss, who has pointed the finger at others, should enter into a deal like this and place himself in a position where he can be kidded, flabbergasted me! ... I guess it means that the song comes first. The search for material is paramount."

Others had still other points of view. That Chappell should make the deal was regarded by some as evidence of the apparent paucity of good song material.

The negotiations were handled for Chappell by Sidney Wattenberg, of Wattenberg & Wattenberg, and for Brewster by Morton H. Farber, of Farber, Cohen & Diamond.

Meanwhile, all eyes are on the tune. Columbia covered it with Jimmy Boyd; Baby Pam is covering on Mercury, and it is reported that Dinah Shore is cutting it with her daughter for Victor.

According to a Billboard check, sales to consumers are reported good in Boston and Detroit and fair in Philadelphia, Chicago and New York.

Within the last couple of years, the only hypes which have even approached "God Bless Us All" were on "Here In My Heart," "The Mask Is Off," and "Oh, Happy Day."

Kenton to Europe

Continued from page 14

servicemen at Wendover Air Force Base near London, the group's take-off point on the return trip to the United States.

Capitol Records star June Christy has been inked to make the trip as featured vocalist, replacing Chris Connors, who is unable to make the jaunt because of poor health. Miss Christy canceled several nitery engagements to make the tour for which Kenton is slated to pay her \$1,500 a week, her usual club fee.

Kenton's group enplanes from Westover Air Force Base in Massachusetts August 19.

Tour was booked by English agent Harold Davison. Concert dates include appearances in Sweden, Denmark, Germany, Holland, Belgium, France, Italy, Switzerland and Ireland. Davison also arranged with the Air Force Special Services to fly Kenton and the ork to Stockholm with stop-over performances at G.I. installations in the Azores and Tripoli.

Capitol's Plans

Continued from page 14

in August. Film showing will be preceded by a buffet supper.

All dealers will receive a special brochure prepared by the firm's merchandising division and which is a picture story of self-service in operation in record shops. Among the shops photographed and described in the book are Music City, Hollywood; Ryalls, Upper Darby, Pa.; Liberty, New York City; Wurlitzer, Chicago; Colony, New York City; Denver Dry Goods, Denver; Record Rendezvous, Cleveland; Tri-Boro, Jamaica, N. Y.; Ferguson's, Memphis; Bert's Camera Center, Baton Rouge, La.; Regal, Los Angeles; J. L. Hudson, Detroit; Doubleday-Doran, Detroit; Stix-Baer & Fuller, St. Louis; Wilcox, Oklahoma City.

The brochure explains many features, describes methods of getting into self-service, inventory control, catalog, listening booths, etc. Also included are basic floor plans for small and large record shops.

The new merchandise will include packages at lower prices than had previously been listed by Capitol. EP Record Readers, for example, are now listed as \$2.37 including tax, against the former price of \$2.84 including tax. A new childrens EP single series is now priced at 99 cents including tax.

Dealers! Operators!

STOP

Running Around in Circles!

GET ALL THE SMASH HITS NOW!

WE SHIP ALL LABELS WITHIN 24 HOURS

Records

5¢

Over Regular Wholesale

Albums 10% Over

Save freight charges... save time and aggravation by ordering all your records from us.

No substitutions... no back orders... no delays! Once you've tried our service, you'll never use any other!

ALL SPEEDS! ALL LABELS!

UPTOWN ONE STOP RECORD SERVICE

4956 Delmar, St. Louis 8, Mo. • Phone Forest 2602

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending July 25

THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
HEY JOE! SITTIN' IN THE SUN	Frankie Laine	40036 • 4-40036
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
KISS ME AGAIN, STRANGER A PURPLE COW	Doris Day	40020 • 4-40020
DOWN BY THE RIVER SIDE TAKE ME BACK	The Four Lads	40005 • 4-40005
CHEEGAH CHOONEM STICK WITH ME	Rosemary Clooney	40024 • 4-40024
CANDY LIPS LET'S WALK THAT-A-WAY	Doris Day and Johnnie Ray	40001 • 4-40001
GIGI SHANE	Paul Weston	40014 • 4-40014
STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 • 4-39981
TEAR DROP IN THE RAIN BABY LET ME KINDLE YOUR FLAME	Richard Bowers	40016 • 4-40016
GAVIOTTA TROPIC HOLIDAY	Percy Faith	40029 • 4-40029
THE ONE IN YOUR HEART THE MIDNIGHT RIDE	Sammy Kaye	40025 • 4-40025
RETURN TO PARADISE—Part 1 RETURN TO PARADISE—Part 2	Percy Faith	39998 • 4-39998
RUBY PALLADIUM PARTY	Harry James	39994 • 4-39994
TIPTOE THRU THE TULIPS WITH ME CLARINET POLKA	Jimmy Carroll	40028 • 4-40028

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending July 25

HEY JOE! DARLIN' AM I THE ONE	Carl Smith	21129 • 4-21129
TRADEMARK DO I LIKE IT?	Carl Smith	21119 • 4-21119
THIS ORCHID MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE	Carl Smith	21087 • 4-21087
IF I SHOULD WANDER BACK TONIGHT DEAR OLD DIXIE	Lester Flatt and Earl Scruggs	21125 • 4-21125
I'D RATHER DIE YOUNG THE NIGHTINGALE SONG	Rose Maddox	21127 • 4-21127
LONESOME HEARTED BLUES LOVE AND WEALTH	Carl Story	21137 • 4-21137
YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT COLD SHOULDER	Ray Price	21117 • 4-21117
HIDE ME, ROCK OF AGES THERE'S GLORY ON THE WINNING SIDE	The Chuck Wagon Gang	21133-s • 4-21133-s
A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU	Marty Robbins	21111 • 4-21111
I'LL DANCE AT YOUR WEDDING I'M MAKING LOVE TO A STRANGER	"Little" Jimmy Dickens	21132 • 4-21132

BEST SELLING ALBUMS

CURRENT POP INSTRUMENTALS: Wally
Stott, Percy Faith, Paul Weston, Harry
James, Ken Griffin. "Lp" CL 6262 • 45
Set B-340.

MUSIC FROM "ME AND JULIET" and
"CAN-CAN," Ferrante and Teicher, duo-
pianists. "Lp" CL 6264 • Extended Play
Records B-1719 and B-1720.

DREAM TIME. Martha Lou Harp with instru-
mental acc. "Lp" CL 6258 • 45 Set B-339.

REQUESTED BY YOU: Rosemary Clooney,
Paul Weston, Doris Day, Harry James,
Frank Sinatra, Xavier Cugat, Woody Her-
man. "Lp" CL 6254 • 45 Set B-337.

MUSIC FROM HOLLYWOOD. Percy Faith.
"Lp" CL 6255 • Extended Play Records
B-1692 and B-1693.

THE DESERT SONG (Romberg) Nelson
Eddy, Doretta Morrow, others. "Lp" ML
4636.

RHAPSODIES FOR PIANO AND ORCHES-
TRA. Marton Gould and his Orch. "Lp" ML
4657.

HONEGGER: JEANNE D'ARC AU BUCHER.
Vera Zorina, The Philadelphia Orchestra,
Eugene Ormandy, Conductor, and others.
"Lp" Set SL-178.

PUCCINI: LA BOHEME for Orchestra.
Andre Kostelanetz and his Orch. "Lp"
ML 4655.

MARTYN GREEN'S GILBERT AND SULLI-
VAN. "Lp" ML 4643 • 45 Set A-1042.

New Popular Singles

Johnnie Ray TELL THE LADY I SAID GOODBYE ALL I DO IS DREAM OF YOU	40046 • 4-40046
Rosemary Clooney TENDERLY BLUES IN THE NIGHT	40031 • 4-40031
Richard Tucker CARISSIMA THE LOVELINESS OF YOU	40040 • 4-40040
Sarah Vaughan LINGER AWHILE TIME	40041 • 4-40041
Erroll Garner ST. LOUIS BLUES MY IDEAL	40043 • 4-40043
Broc Peters and The Four Lads I LOVE YOU 900 MILES (From My Home)	40042 • 4-40042

New Folk Music Singles

Lefty Frizzell BEFORE YOU GO, MAKE SURE YOU KNOW TWO FRIENDS OF MINE (In Love)	21142 • 4-21142
Lou Millet MEMORIES FROM YOUR CEDAR CHEST GOD ONLY KNOWS	21143 • 4-21143

swinging along in high style!
THE FOUR LADS
in
DOWN BY THE RIVER SIDE
and
TAKE ME BACK

Orchestra under the direction of
Norman Leyden
78 rpm 40005 • 4-40005

master of the
Latin-American touch!

PERCY FAITH
offers two delightful new tunes

GAVIOTTA
(A Peruvian Waltz)
from Panagra Film
"A Journey to South America"

TROPIC HOLIDAY
78 rpm 40029
45 rpm 4-40029

**COLUMBIA
RECORDS**

Trade Marks "Columbia," "Masterworks," "Entre" © Reg. U. S. Pat. Off. Marcos Registrados



RCA VICTOR
FIRST IN RECORDED MUSIC

*an exciting
new voice...
a romantic new
ballad that's stepping
out big!*

LOU MONTE

JEALOUS OF YOU

c/w Angelina

20/47-5382



SALES GROW WHEN YOU GO 45

VOX JOX

By CHARLOTTE SUMMERS

Phil Brooks, WKPA, New Kensington, Pa., urged all his listeners to sound their horns as they passed the "Paragon," his point of broadcast. The response was so great that the chiefs of police of two cities asked him to desist or else... Joe Hoppel, WLOW, Norfolk, awarded a wrist watch for the winning title of his show, "Spinner Sanctum." Hoppel now would like to know if the name has been used before... Nick Barry, WCMW, Canton, O., writes that the results of his popularity poll show Eddie Fisher and Patti Page still the top favorites... Joe Ryan, WALL, Middletown, N. Y., recently started an Italian-American show, with a brief portion devoted to teaching the listeners 10 Italian words each week.

Guesting

Lou Monte guested on the Jack Bennett show, WKKW, Albany, N. Y... Ron Bacon, WMAN, Mansfield, O., interviewed Danny Winchell and Bob Eberly recently... John Gale, WGRC, Louisville, was visited by Lola Ameche, Mercury Records... Jim Reeves,

YESTERYEAR'S TOPS—

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

JULY 31, 1943:

1. You'll Never Know
2. It Can't Be Wrong
3. Comin' In on a Wing and a Prayer
4. All or Nothing at All
5. In the Blue of the Evening
6. I Heard You Cried Last Night
7. You'll Never Know
8. It's Always You
9. Johnny Zero
10. In My Arms

JULY 31, 1948:

1. Woody Woodpecker
2. My Happiness
3. You Can't Be True, Dear
4. You Call Everybody Darlin'
5. Little White Lies
6. Love Somebody
7. A Tree in the Meadow
8. It's Magic
9. Nature Boy
10. Tooley, Oolie, Doolie (The Yodel Polka)

Johnny Horton, Claude King and Billy Walker will visit with Charlie Stokley, KWKH, Shreveport, La.

Change of Theme

Loyd Hart recently joined WHEP, Foley, Ala., on "Club

1310" and "Hillbilly Parade." Joe Deane will move to KQV, Pittsburgh, September 1. Don Clark joins WSRK, Shelbyville, Ind. Phil Haines, WTRC, Elkhart, Ind., is vacationing for two weeks. Sid Dickler, WEDO, Pittsburgh, will leave on a belated 11th anniversary trip with Mrs. Dickler sometime in August. Ronnie Curl, KURV, Edinburg, Tex., moves to morning "Music Mart" show.

Surface Noise

Herb Fontaine, WCOU, Lewiston, Me., would like the major labels to furnish some 45's for his all-request drive-in show... Ron Johnson, KALG, Alamogordo, N. M., is protesting the short records that run 1:48 and 1:40... Charles Glass, WJDA, Quincy, Mass., would like to have more deejays whirl Helena Dixon's disks... Ken Scott, WPEO, Peoria, Ill., wants to know why fem talent on Okeh Records are "drowned out" by overpowering musical arrangements.

This and That

Charles Raye, WDAE, Tampa, Fla., tells us that the co-writer of Sonny Howard's new disk is Joe Herman, an airman at MacDill Field in Tampa, who was formerly with Stan Kenton and Jerry Wald... Rex Dale, WCKY, Cincinnati, is ecstatic about the pulse survey's listing his "Ballroom" and "Rex Dale Show" as among the top 10 in Cincinnati... Ray Leonard, WKOK, Framingham, Mass., believes the heat wave is responsible for Ray Leonard, WKOK, Framingham, Mass., believes the heat wave is responsible for the instrumentals getting the best play in years... Roger Nash, WJMR, New Orleans, is happy to note that America's musical taste is improving with such songs as "Ruby," "April in Portugal," etc. Jack McDermott, WFGM, Fitchburgh, Mass., writes, "Met Julius LaRosa at Hampton Beach, N. H., and he certainly is as humble and down to earth as anyone can be."

National Disk Jockey Week starts July 27 to August 1. The theme of the annual "week" is that of thankfulness for the "freedom of the turntable" which exists in America. "The disk jockeys are here to stay as long as there are songs to sing," said Tony Bennett, chairman. "It's a thrill to be asked to lead the radio-listeners of the nation in the week of honoring the disk jockeys."

Manufacturers' Plans to Help Dealers Stock Fall Merchandise

Details of the various plans offered by manufacturers to make it financially practical for most dealers to stock good fall merchandise

a feature of the Aug. 29

Fall Record Marketing Issue

spotlighting the products and the merchandising and promotion plans of record and equipment manufacturers—and introducing

The Billboard
Packaged Record
Buying Guide

Welk Anniversaries At Aragon, in Tele

HOLLYWOOD, July 25.—Lawrence Welk and his Champagne Musicmakers next week observe a double anniversary—the 100th consecutive week at Aragon Ballroom in Ocean Park as well as the 100th consecutive telecast of their hour-long show over KTLA.

The Welk story in Southern California is something of a phenomenon. In the almost two years of the organization's permanent stand here, it became responsible for a boost in band business and has consistently been rated among the top 10 TV shows in this area.

During band's stand, an estimated 1,700,000 patrons have passed thru the Aragon's turnstiles. The gross during the same period hit an all-time high of \$1,486,000 for the ocean front ballroom which previously was in the economic doldrums.

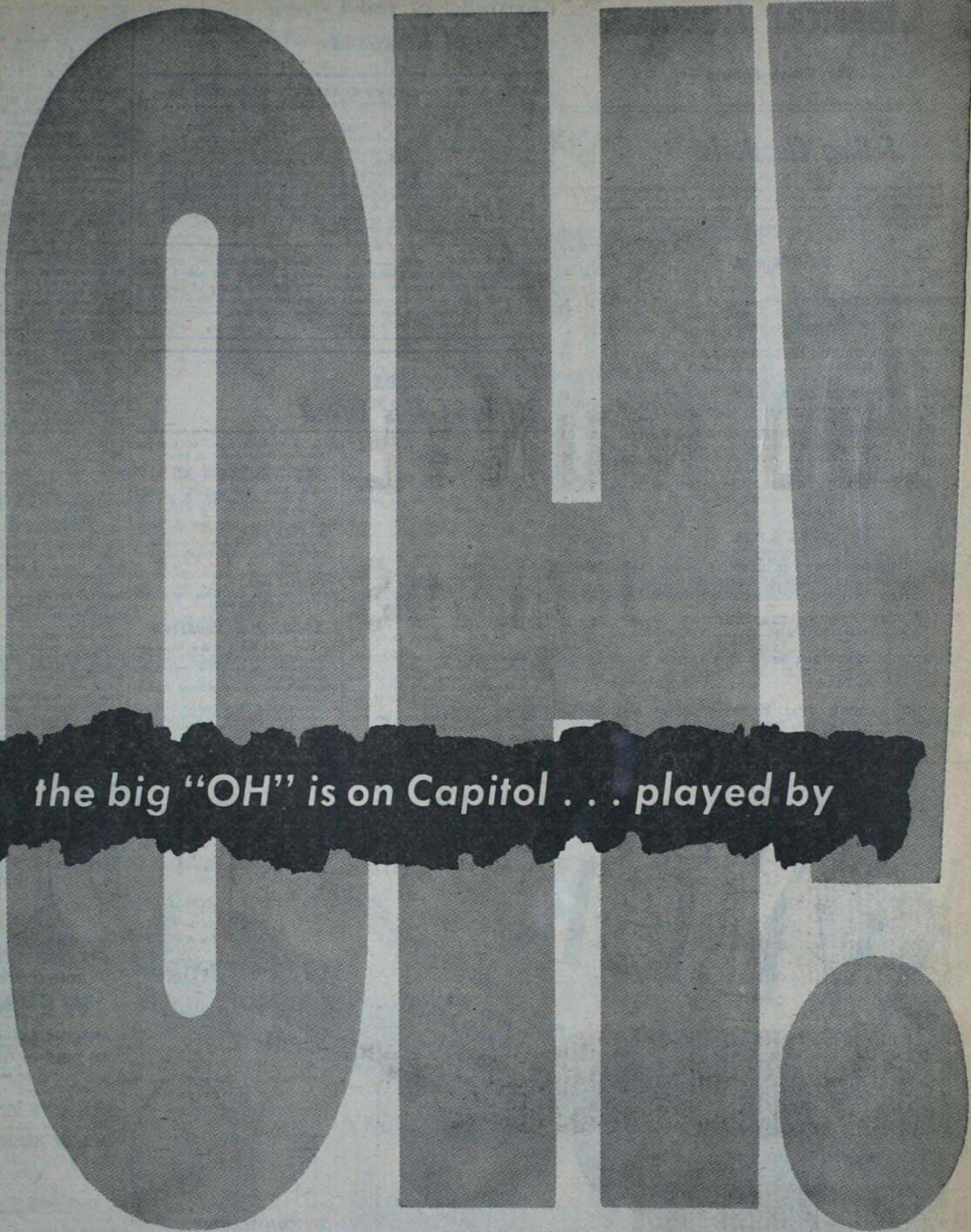
Col'bia Prunes Label Colors, Series Lists

NEW YORK, July 25.—Taking cognizance of the mushrooming growth of series numbers and label colors that have sprung up in the firm over the past year or so, and thinking of the over-worked dealer, Columbia Records has pruned its list of series and labels, cut out non-profit items and consolidated all catalog merchandise. Where the diskery formerly had separate series and 14 different labels, there are now only 39 series and four different labels.

On the classical level, the diskery has cut out all single 78's and has cut album sets on 78 to 13, retaining such standards as "South Pacific." In classical 45's the firm had five series, it now has one series. Classical LP's were not touched at all.

In the pop field the firm has cut out its GL series on LP, and has placed them all on the new CL 500 series. The firm has eliminated the 55,000 and the 5,000 series for 78 and 45 r.p.m. singles.

From now on there will be only two classical label colors: Blue for Masterworks and green for Entre. There were formerly six label colors for classical music. All pop waxings will be on red label, with the old black and gold label kaput. Classical series now number only 13, as against a previous 31, and the pop series now stand at seven, reduced from the former 17.



the big "OH" is on Capitol . . . played by

Pee Wee Hunt

and coupled with

"SAN"

ON RECORD NO. 2442



The Billboard's Music Popularity Charts

Classical Records

... For Week Ending July 25

Best Selling Classics

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 record dealers throught the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

This Week	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri- man, J. Peerce, N. Scott, R. Shaw, Chorale; NBC Sym- phony Ork. A. Toscanini, conductor.....V(33)LM-6009	1	42
2.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork. A. Fiedler, conductor.....V(33)LM-1001	3	27
3.	MUSIC OF VICTOR HERBERT—Mantovani Ork.London(33)LL-746	2	12
4.	RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis Symphony Ork. Dorati, conductor.....Mercury(33)MG-50009	5	18
4.	RIMSKY-KORSAKOV: SCHEHERAZADE—San Fran- cisco Symphony Ork. P. Monteux, conductor.....V(33)LM-1002	5	24
45 R.P.M.			
1.	GERSHWIN: RHAPSODY IN BLUE—O. Levant, Phila- delphia Symphony Ork. E. Ormandy, conductor.....Col(45)A-251; Col(45)A-1643	2	13
1.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor, Philadelphia Ork.....V(45)WDM-1020	3	25
3.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri- man, J. Peerce, N. Scott, R. Shaw, Chorale; NBC Sym- phony Ork. A. Toscanini, conductor...V(45)WDM-6009	—	17
4.	ROSSINI: WILLIAM TELL OVERTURE—NBC Sym- phony Ork. A. Toscanini, conductor...V(45)WDM-605	3	45
5.	MUSIC OF JOHANN STRAUSS—Minneapolis Symphony Ork. E. Ormandy, conductor.....V(45)WDM-262	1	50

Reviews of the Current Classical Releases

RAVEL: BOLERO; RIMSKY-KORSAKOV: CAPRICCIO ES- Pagnol—Detroit Symphony; Paul Paray, Cond. 76
Mercury (33) MG 50020

Two warhorses inspired by Spanish melodies and rhythms are aptly coupled in this Mercury release. In both works, Paul Paray succeeds in bringing from the Detroit Symphony Or- chestra, in its debut platter, a brilliant evocation of the musical and dance forms of the Iberian peninsula as conceived by two non-Spanish composers. The other excellent versions of both of these works are available, their perennially fresh appeal should create a market for this fine reading of Paray's. The fact that this is the first coupling of the two on one LP will add to its commercial attractiveness.

RATINGS: 90-100 Tops; 80-89 Excellent; 70-79 Good; 40-69 Satisfactory; 0-39 Poor
HOW RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition, effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

Other Records Released This Week

Popular

- Best Way to Hold a Girl, The** — Sonny Curtis (No More Tears) Coral 61023
- Bouquet of Roses** — Roy Wiggins (Wiggle Waggle) Dot 15092
- Cream Puff** — Los Angeles City College Ork (September in the Rain) Capitol 2536
- Cruisin'** — Benny Carter Ork (Lullaby in Blue) V 20-5389
- If I Forget You** — Martha Lou Harp (Paradise) Columbia CO 49212
- Im Goin' Home** — Freddie Mitchell Ork (Roses of Picardy) Brunswick 84017
- A Lack-a-Daisy Way** — Ken Harris Ork (Topsy Turvy) Erin
- Lullaby in Blue** — Benny Carter Ork (Cruisin') V 20-5389
- My Heart's On Fire** — The Dell Tones (Yours Alone) Brunswick 84015
- No More Tears** — Sonny Curtis (Best Way to Hold a Girl, The) Coral 61023
- One Stop Boogie** — Jerry Gray Ork (A Pair of Trumpets) Decca 28782
- A Pair of Trumpets** — Jerry Gray Ork (One Stop Boogie) Decca 28782
- Paradise** — Martha Lou Harp (If I Forget You) Columbia CO 49212

- Roses of Picardy** — Freddie Mitchell Ork (I'm Goin' Home) Brunswick 84017
- September in the Rain** — Los Angeles City College Ork (Cream Puff) Capitol 2536
- Sweetest Little Sweetheart** — Skip Farrell (Uncle Joe and the Big Black Crow) Mercury 70187
- Topsy Turvy** — Ken Harris Ork (A Lack-a-Daisy Way) Erin
- Uncle Joe and the Big Black Crow** — Skip Farrell (Sweetest Little Sweetheart) Mer- cury 70187
- Wiggle Waggle** — Roy Wiggins (Bouquet of Roses) Dot 15092
- Yours Alone** — The Dell Tones (My Heart's On Fire) Brunswick 84015

Country & Western

- An Hour Late and a Dollar Short** — Bill Blevins (Honeymoon Waltz) Trumpet 200
- Castaway** — Rosalie Allen (My Old Familiar Heartache) V 20-5379
- Cherokee Eyes** — The Amber Sisters (Useless) Capitol 2538
- Double Crossin' Lies** — Big Bill Lister (Every Tear I Cry) Capitol 2537
- Dreamy Georgiana Moon** — Tex Dean (Naponee) Trumpet 202
- Every Tear I Cry** — Big Bill Lister

- (Double Crossin' Lies) Capitol 2537
- For Now and Always** — Hank Snow (A Message From the Tradewinds) V 20-5380
- Free, Wise and 21** — Rod Morris (Nobody Home) Capitol 2541
- The Ghost of Our Love Affair** — Bill Dudley (Wallin' Wall) Capitol 2534
- Honeymoon Waltz** — Bill Blevins (An Hour Late and a Dollar Short) Trumpet 200
- I Loved You Better Than You Knew** — Jack Hunt (They Tell Me It's Wrong) Capitol 2533
- I'm Not Ashamed** — Chuck Wells (I'm Setting You Free) Columbia 21134
- I'm Setting You Free** — Chuck Wells (I'm Not Ashamed) Columbia 21134
- Just Skip It** — Bobby Williamson (When I'm a Hundred Years Old) V 20-5378
- Locust Hill Rag** — Jenks (Tex) Carman (My Lonely Heart and I) Capitol 2534
- Lonesome Hearted Blues** — Carl Story (Love and Wealth) Columbia 21137
- Love and Wealth** — Carl Story (Lonesome Hearted Blues) Columbia 21137
- A Message From the Tradewinds** — Hank Snow (For Now and Always) V 20-5380
- Moonlight on the Colorado** — Hank (Sugar- foot) Garland (Steel Guitar Ray) Dot 15089
- My Lonely Heart and I** — Jenks (Tex) Carman (Locust Hill Rag) Capitol 2534
- My Old Familiar Heartache** — Rosalie Allen (Castaway) V 20-5379
- Naponee** — Tex Dean (Dreamy Georgiana Moon) Trumpet 202
- Nobody Home** — Rod Morris (Free, Wise and 21) Capitol 2541
- Someday You'll Know** — Gene Stewart (Tag Waltz) Decca 28770
- Steel Guitar Ray** — Hank (Sugarfoot) Garland (Moonlight on the Colorado) Dot 15089
- Tag Waltz** — Gene Stewart (Someday You'll Know) Decca 28770
- They Tell Me It's Wrong** — Jack Hunt (I Loved You Better Than You Knew) Capitol 2533
- Useless** — The Amber Sisters (Cherokee Eyes) Capitol 2538
- Wallin' Wall** — Bill Dudley (Ghost of Our Love Affair, The) Capitol 2531
- When I'm a Hundred Years Old** — Bobby Williamson (Just Skip It) V 20-5378

Rhythm & Blues

- Blues Disease** — (Tiny) Kennedy (Don't Lay This Job on Me) Trumpet 188
- Boogie Uproar** — Clarence (Gatemouth) Brown (Hurry Back Good News) Peacock 1617
- Don't Lay This Job on Me** — (Tiny) Kennedy (Blues Disease) Trumpet 188
- Greedy Pig** — Buddy Lucas Ork (It Rains) V 20-5396
- Hard Living Alone** — Floyd Dixon (Please Don't Go) Specialty SP-468
- Hot Fish** — Sherman (Blues) Johnson (Lost in Korea) Trumpet 190
- Hot Smoke** — Jimmy Binkley (Night Life) Aladdin 3193
- Hurry Back Good News** — Clarence (Gate- mouth) Brown (Boogie Uproar) Peacock 1617
- House of Blues** — Ray Johnson (I'll Never Let You Go) Mercury 70203

(Continued on page 40)

LAWRENCE WELK



AND HIS CHAMPAGNE MUSIC

CONSECUTIVE WEEKS

CONSECUTIVE WEEKS

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The Billboard's Music Popularity Charts

TOP C & W RECORDS

... For Week Ending July 25

National Best Sellers

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

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1	1	5	IT'S BEEN SO LONG	W. Pierce	Dec 28725-BMI
2	5	2	HEY JOE	Carl Smith	Col 21129-BMI
3	2	5	TRADEMARK	Carl Smith	Col 21119-ASCAP
4	9	2	I WON'T BE HOME NO MORE	H. Williams	M-G-M 11533-BMI
5	3	17	MEXICAN JOE	J. Reeves	Abbott 116-BMI
6	7	10	RUB-A-DUB-DUB	H. Thompson	Cap 2445-BMI
7	-	1	DEAR JOHN LETTER	J. Shepard	Cap 2502-BMI
8	6	7	FREE HOME DEMONSTRATION	E. Arnold	V 20-5305-ASCAP
9	4	12	TAKE THESE CHAINS FROM MY HEART	H. Williams	M-G-M 11479-BMI
10	-	1	IS ZAT YOU MYRTLE?	Carlisles	Mercury 70174-BMI

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throught the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1	1	5	IT'S BEEN SO LONG	W. Pierce	Dec 28725-BMI
2	4	10	RUB-A-DUB-DUB	H. Thompson	Cap 2445-BMI
3	1	18	MEXICAN JOE	J. Reeves	Abbott 116-BMI
4	3	10	TAKE THESE CHAINS FROM MY HEART	H. Williams	M-G-M 11479-BMI
5	10	5	SPANISH FIRE BALL	H. Snow	V 20-5296-BMI
6	6	3	HOW'S THE WORLD TREATING YOU?	E. Arnold	V 20-5305-BMI
7	5	2	IS ZAT YOU MYRTLE?	Carlisles	Mercury 70174-BMI
7	8	2	DEAR JOHN LETTER	J. Shepard	Cap 2502-BMI
9	7	2	CRYING IN THE CHAPEL	D. Glenn	Valley 105-BMI
9	-	1	HEY JOE	Carl Smith	Col 21129-BMI

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1	2	9	RUB-A-DUB-DUB	H. Thompson	Cap 2445-BMI
2	1	18	MEXICAN JOE	J. Reeves	Abbott 116-BMI
3	3	12	TAKE THESE CHAINS FROM MY HEART	H. Williams	M-G-M 11479-BMI
4	4	5	IT'S BEEN SO LONG	W. Pierce	Dec 28725-BMI
5	4	7	SPANISH FIRE BALL	H. Snow	V 20-5296-BMI
6	9	4	TRADEMARK	Carl Smith	Col 21119-ASCAP
6	-	1	FREE HOME DEMONSTRATION	E. Arnold	V 20-5305-ASCAP
8	-	1	CRYIN' IN THE CHAPEL	D. Glenn	Valley 105-BMI
8	-	1	HEY JOE	Carl Smith	Col 21129-BMI
10	9	10	BUMMING AROUND	T. T. Tyler	Dec 28579-BMI

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RCA VICTOR
FIRST IN RECORDED MUSIC

Sales Grow When You Go 45

The Billboard Music Popularity Charts

... for Week Ending July 25

TOP COUNTRY & WESTERN RECORDS

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Cincinnati Dallas-Fort Worth Houston New Orleans... DANNY BOY	S. Whitman, Imperial 8201
Nashville... I DON'T CLAIM TO BE AN ANGEL	K. Wells, Decca 28753
Nashville... THAT OLD RIVER LINE	R. Foley, Decca 28759

Territorial Best Sellers

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

Cincinnati

1. Trademark
Carl Smith, Columbia
2. Take These Chains From My Heart
H. Williams, M-G-M
3. It's Been So Long
W. Pierce, Decca
4. Free Home Demonstration
E. Arnold, Victor
5. Rub-A-Dub-Dub
H. Thompson, Capitol
6. Tennessee Wig Walk
B. Lou, King
7. Danny Boy
S. Whitman, Imperial
8. Crying in the Chapel
R. Allen, Decca
9. Your Cheatin' Heart
H. Williams, M-G-M
10. Restless Heart
S. Whitman, Imperial

Dallas-Ft. Worth

1. It's Been So Long
W. Pierce, Decca
2. Dear John Letter
J. Shepard, Capitol
3. Mexican Joe
J. Reeves, Abbott
4. Trademark
Carl Smith, Columbia
5. Crying in the Chapel
D. Glenn, Valley
6. Rub-A-Dub-Dub
H. Thompson, Capitol
7. Take These Chains From My Heart
H. Williams, M-G-M
8. Danny Boy
S. Whitman, Imperial
9. Hey, Joe
Carl Smith, Columbia
10. Butterfly Love
J. Reeves, Abbott

Houston

1. Let Me Be the One
H. Locklin, Four Star
2. It's Been So Long
W. Pierce, Decca
3. That's All Right
A. Inman, Decca
4. How's the World Treating You?
E. Arnold, Victor
5. Let Me Love You Just a Little
J. Reeves, Abbott
6. Hey, Joe
Carl Smith, Columbia
7. I Won't Be Home No More
H. Williams, M-G-M
8. Dear John Letter
J. Shepard, Capitol
9. Spanish Fire Ball
H. Snow, Victor
10. Danny Boy
S. Whitman, Imperial

Memphis

1. It's Been So Long
W. Pierce, Decca
2. Take These Chains From My Heart
H. Williams, M-G-M
3. Crying in the Chapel
R. Allen, Decca
4. Tennessee Wig Walk
B. Lou, King
5. Hey, Joe
Carl Smith, Columbia
6. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
7. Seven Lonely Days
B. Lou, King

FOLK TALENT AND TUNES

Nashville

Johnny Bond has moved to Dallas after accepting a radio-TV deal at WFAA. He recently left the Gene Autry organization after 13 years and decided on the Texas move after guesting twice on station's "Saturday Night Shindig" during a recent Oklahoma vacation. Johnny will emcee and sing on the Saturday night radio-TV watter, and also do a quarter-hour radio show daily at noon tagged "The Johnny Bond Show."

Maryville, Tennessee's "Hillbilly Homecoming" last June 29-July 4 was such a success that the sponsor, Chamber of Commerce, has set June 30-July 5, 1954 as next year's dates. Experience of recent show points to same format for next with expansion in all departments, according to Byron W. Gerkins who headed the promotion this year. Scheduling and planning of the '54 meet is beginning immediately. "Tennessee Hayloft Jamboree" set to begin from Chattanooga Memorial Auditorium July 25, according to Frank (The Ole Coon Hunter) Painter, of WBLJ in Dalton, Ga. Les Morrison of Chattanooga's WDXB is heading the details. Show will be carried on a number of stations in Tennessee, Alabama and Georgia, with talent all local. This is city's biggest attempt at a country live airer in several years.

WSM's Jim Denny says that fair and park week-end promotions for station's artists are making this summer the biggest yet for station's talent. August 1 will find the Carter Family playing Sunset Park in West Grove, Pa.; Ernest Tubb at Valley View Park, Hallam, Pa.; Cowboy Copas at Roy Acuff's Dunbar Cave near Clarksville, Tenn.; the Duke of Paducah doing a fair in Sidney, O.; Grandpa Jones at New River Ranch near Rising Sun, Ind.; Stringbean at Chain of Rocks Park in St. Louis; Johnny and Jack with Kitty Wells at G-Bar-C Ranch in Columbus, O.; and Lonzo and Oscar heading the cast at Buck Lake Ranch, Angola, Ind. The preceding week has Lonzo and Oscar working in Pennsylvania and N. C.; Cowboy Copas thru Indiana and Kentucky; Bill Monroe in N. C. and Virginia; Jimmy Dickens in Colorado, Texas and Oklahoma; with Carl Smith and the Carter Family on Connie B. Gay's boat trips at Philadelphia, Washington and Baltimore. Bruce H. Grant of WHB in Kansas City takes WSM's "Mr. Deejay USA" spot August 7 with Smokey Smith of KRNT in Des Moines coming in August 14. Hank Snow headed the Prince Albert "Grand Ole Opry" NBC'er on July 25 with Lonzo and Oscar taking guest spot. Ray Price will top show August 1 with Leon Payne as guest. Following week will find Cowboy Copas top man with Martha Carson the guest. So far, no decision has been made as to who will head the show on regular basis.

Tim Spencer and wife, Velma, with the Dooley Family in Phoenix last week-end (18) to head Youth for Christ Open Air Concert. Smiley Burnette began dates past week (20) in Indiana, Oklahoma and Texas, after two-week home stay in Hollywood. Merle Travis goes to home town, Central City, Ky., to open Muhlenberg County Fair on July 29, then guests on Pee Wee King's WAVE-TV show in Louisville the 30th. He has set Central City's State Theater for July 31, closing the fair on August 1. Merle leaves his Hollywood KECA-TV show and week-end appearances in Compton, Calif., to do this week of dates. Skeets McDonald recently did some vocal work for "The Glenn Miller Story" and one of the Ma and Pa Kettle films for Universal-International Films in Hollywood. Billy Joe's new Decca release is tagging him as "The Answer to Johnnie Ray," according to spinner Lou Stevens of KXLA. Altho it's a country record, it's getting pop-spinner's attention also. George Beverly Shea taking July and August for rest in Hollywood from the Billy

Graham organization. He has several one-night appearances set, but won't travel again until September.

Frank Page of KWKH, Shreveport, reports that the Carlises are returning to station's "Louisiana Hayride" regularly beginning August 1. Maddox Brothers and Rose are vacationing in California and will return to KWKH the middle of September. Slim Whitman vacationing in home state of Florida past week, but missing no "Louisiana Hayride" appearances. Sugar Foot Collins is the kick-off guitar man in Slim's new band. Faron Young was a recent "Hayride" visitor, but didn't sing at Army's request—he's a PFC with Uncle Sam now. Cajun singer Buddy Attaway, of KWKH staff, set for recording right away. Goldie Hill has moved to Shreveport to be close to her KWKH headquarters. Pappy Covington, manager of KWKY Artist's Bureau, says personals for station's talent are holding up well this summer. Jolly Cholly Stokely now doing the midnight country spinning at KWKH, featuring wax by the station's "Hayride" artists with a "Battle of the Fan Clubs" pulling big mail currently.

George Morgan and wife, Anna, parents of a nine-pound boy in Nashville last week—everybody's doing fine. Felton Pruitt of KWKH (Shreveport) staff band, father of a seven-pound boy.

Jimmy Smith of Atlanta's WLWA-TV setting up nationwide tour for fall with plenty of work on his new RCA Victor disks with jockeys. Tom Gibson, Atlanta's WATL spinner, has organized his own band, The Cain Street Cowhands, and heading a live show with them on station Saturday afternoons. WTJH in East Point, Ga., on the look for a country spinner. Lou Banks, Atlanta's newest country jockey, at WBGE, can use new releases. He's on the air two and a half hours daily. Jack Holden and Warren Roberts have added half hour to their WEAS spinning from Decatur, Ga. Joh Farmer of WAGA recently off on a no-telling-where two-week vacation. Tommy Doster filled in for Farmer and will continue with a Saturday morning hour of his own. Gadsden, Ala.'s "Midway Jamboree" doing capacity business every Saturday night. Show is headed by Lee Bonds and features Little Rita Faye, Smiley Wilson and Kitty Carson, Lucky Joe Almond, and Sonny Sims. Uncle Ed Brown now doing the country records at Atlanta's WGST.

KWKH's program director, Horace Logan, in Washington, D. C., for two weeks on business. Capitol recorder Dub Dickerson set for eight dates in Texas by manager, Charles Wright, of Dallas. August 10 he goes to Louisiana for 12 appearances, with September 12 and 13 showings in New Orleans. From there he heads to Nashville for his second Capitol wax session. T. Texas Tyler in Dallas July 18 for "Big D Jamboree" appearance. Jim (Mexican Joe) Reeves being set for a West Coast tour. Carolina Cotton was guest for Merle and June Travis on their July 20 KECA-TV show from Hollywood. The 22d she was "The Ladies Choice" on "The Johnny Dugan Show" on full NBC-TV net. Carolina had Joe Maphis and Rose Lee and Merle Travis as guests on her own "Carolina Cotton Calling" AFRS shows last week, with interviews set with Sheb Wooley, Hank Snow and Lefty Frizze, for this week.

Bob McCluskey, RCA Victor's c&w sales manager, out with a fine deejay news sheet that's mailed every two weeks. It's loaded with info on label's artists, and if you're not getting them write Bob at New York office. Del Roy handling West Coast promotion for Ridgeway Music while Charlie Adams vacations. They're working hard on Gene Stewart's new Decca sides along with Acuff-Rose who are coupled

(Continued on page 40)

C & W Record Reviews

Continued from page 24

could get spins too. Cuts across the c&w, and pop markets. (Blossom, ASCAP)

Baby Blues...70
With Patty playing the role of a moppet and Red the Daddy's part, this is cute stuff which jocks should listen to. Plenty of chatter to liven up the proceedings. (Hub, BMI)

ROY ACUFF
Sixteen Chickens and a Tambourine...68
CAPITOL 2548 — Good coverage by the fine old c&w chanter.
Don't Say Good-Bye...67
Okay ballad is well done by Acuff.

BENNIE LEADERS
Hey, Miss Fannie...68
OK'ed 1050-A—Could be that the rhythm and blues material could make some noise in the country market. If so, this is the disk that could do it.
My Love for You...65
Both the material and the chanting sound above average. This could catch a little action and some spins, too.

ARLIE DUFF
You-All Come...68
STARDAY 104—New singer, who is a teacher by profession, rates good marks on his debut disk. This is a rollicking "She'll Be Coming Around the Mountain" type of song that could easily catch on.

(Continued on page 39)



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Disk Contests All the Rage

NEW YORK, July 25. — Disk contests, always a good gimmick to spark disk sales, seem to be really mushrooming this summer. At the present time, for instance, RCA Victor is running a contest on the Dinah Shore waxing of "Blue Canary," object being to name the blue canary. Ralph Marterie, now playing at the Palladium in Hollywood, is running a beauty contest to find the girl of the Golden West, which ties in nicely with his new Mercury waxing which is titled "Girl of the Golden West."

A fan magazine, Scholastic Roto, is running a contest on Eddie Fisher's RCA Victor cutting of "When I Was Young." Eddie Fisher LP's will be awarded to the teen-ager who most astutely answers the question "What Age Should a Teen-Ager Be to Go Steady?" And another cute one is the contest skedded by Columbia for its new Mindy Carson record of "Honey Darlin'." Diskery is asking deejays to start contests requesting their listeners to identify the weird "new sound" behind the thrush on the platter—the sound being that of an "orkon," a cross between a piccolo and flute.

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out
all
over...



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POP and COUNTRY!**

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A-
BYE
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**I FORGOT
MORE
THAN
YOU'LL EVER
KNOW**

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RCA VICTOR
FIRST IN RECORDED MUSIC



**SALES GROW
WHEN YOU GO 45**

*Picked to be a Hit
by Billboard*

The Billboard Music Popularity Charts

... for Week Ending July 25

TOP RHYTHM & BLUES RECORDS

National Best Sellers

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

This Week	Last Week	Weeks on Chart
1. CLOCK—J. Ace Aces Wild—Duke 112—BMI	1	5
2. PLEASE LOVE ME—B. B. King Highway Bound—RPM 386—BMI	2	6
3. GOOD LOVIN'—Clovers Here Goes a Fool—Atlantic 1000—BMI	4	2
4. HELP ME SOMEBODY—Five Royales Crazy Crazy Crazy—Apollo 446—BMI	3	12
5. CRYING IN THE CHAPEL—Orioles Don't You Think I Ought to Know?—Jubilee 5122—BMI	—	1
6. WILD WILD YOUNG MEN—Ruth Brown Mend Your Ways—Atlantic 993—BMI	5	7
7. PLEASE DON'T LEAVE ME—Fats Domino Girl I Love—Imperial 5240—BMI	7	2
8. MERCY MR. PERCY—V. Dillard You're Just No Kinda Good No How—Savoy 897—BMI	6	4
9. DON'T DECEIVE ME—C. Willis I've Been Treated Wrong Too Long—Okeh 6985—BMI	9	2
10. GET IT—Royals No It Ain't—Federal 12133—BMI	—	1

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. CLOCK—J. Ace Duke 112—BMI	3	3
2. PLEASE LOVE ME—B. B. King RPM 386—BMI	1	6
3. HELP ME SOMEBODY—Five Royales Apollo 446—BMI	2	11
4. IS IT A DREAM?—Vocaleers Robin 114—BMI	4	4
4. PLEASE DON'T LEAVE ME—Fats Domino Imperial 5240—BMI	—	1
6. DON'T DECEIVE ME—C. Willis Okeh 6985—BMI	8	2
7. THIRD DEGREE—E. Boyd Chess 1541—BMI	—	4
8. THESE FOOLISH THINGS—Dominoes Federal 12129—BMI	6	5
8. CRYIN' IN THE CHAPEL—Orioles Jubilee 5122—BMI	—	1
10. I WANNA KNOW—Du Droppers V 20-5229—BMI	5	7

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

There have been a number of artist switches in the r.&b. field over the past few weeks. Joe Morris, formerly on Atlantic Records, is now pacted with Herald. His first release will be called "Shake a Hand." Buddy Lucas, formerly featured on the Jubilee label, is now slicing for RCA Victor. Lucas' debut on the label is with "Greedy Pig," now beginning to grab some action in the South. Browley Guy has switched to the Checker label, after cutting a number of sides for United. Fay Adams, formerly Fay Scruggs with Atlantic, is now with Herald Records.

The Gale Agency's rhythm and blues package, which teed off last Friday in Boston, has started to rack up some solid gates in the large Midwest cities. (See separate story.) This is the package starring such potent names as Ruth Brown, The Clovers, Joe Louis, Wynonie Harris, the Buddy Johnson ork and others. . . . The Orioles will play a week at the Apollo in New York August 21 to 27. The group's Jubilee cutting of "Crying in the Chapel," which jumped into the charts this week, looks like one of their strongest waxings in over two years. At the present time there are a lot of powerful records on the charts including Johnny Ace's "The Clock," Ruth Brown's "Wild, Wild Young Men" and "Mend Your Ways," and The Clovers' "Good Lovin'."

Irving Siders, location booker at the Shaw Agency in New York, returns to work next week after a successful operation on his shoulder. . . . Jimmy Fleming, former road manager for the Amos Milburn ork, is now associated with Bob O'Connor, of the Chicago office of the Shaw Agency. . . . George Shearing and his combo are set for the Paramount in New York from August 5 to 18. . . . Lynn Hope will appear at the Royal Peacock, Atlanta, from August 21 to 31.

The Charioteers have been pacted to a long term deal by Tuxedo Records, Chris Forde's indie label. Group is booked by GAC.

Rhythm & Blues Record Reviews

Continued from page 24

while the ork backs him with a smart arrangement. This side, too, is too smooth for the r.&b. field. (Life, BMI)

ROOSEVELT SYKES
Come Back Baby . . . 73
UNITED 152—This is either Sykes over-dubbed or Sykes teamed with a couple of other guys. In any event, it's a good slow blues opus which the chanter does quite well. (Pamlee, BMI)
Tell Me True . . . 69
This is ballad material. Working along, Sykes hands in another good effort. (Pamlee, BMI)

THE TRENIERS
This Is It . . . 73
OKEH 6984—Peppy novelty receives a good reading from the Treniers who sell it in wild fashion. Don Hill is featured on alto with the ork. Could get some plays. (Mobile, BMI)
I'd Do Nuthin' But Grieve . . . 69
Cliff Trenier, helped by Don Hill on alto, turns in a nice vocal on a slight ballad effort, over quiet ork backing. (Mobile, BMI)

MR. SAD HEAD
Black Diamond . . . 72
V 20-5388—The warbler turns in a dramatic reading here of a sad blues effort, while the ork supports him appropriately. Okay disking that should get some spins. (Marshall, BMI)
Make haste . . . 69
Mr. Sad Head, singing in the wide open old-fashioned blues style, lets us know that age comes before we know it on this swinging blues effort. Listenable, but hardly exciting. (Marshall, BMI)

JUNIOR WELLS
Cut That Out . . . 67
STATES 122—Wells delivers an okay vocal and harmonica interlude on a blues rocker of some interest. (Pamlee, BMI)
Harmonica instrumental is in the Eagle Rock . . . 65
Harmonica instrumental is in the rocking-riff style. (Pamlee, BMI)

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Cincinnati . . . DRAGNET BLUES	J. Moore, Modern 910
New Orleans . . . YOU CAN'T KEEP A GOOD MAN DOWN	Dominoes, Federal 12139
New Orleans . . . RENT MAN BLUES	Mercy Dee, Specialty 466
New York . . . TOO MUCH LOVIN'	Five Royales, Apollo 448
St. Louis . . . HOUSE PARTY	L. Jordan, Decca 28756

Territorial Best Sellers

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

Atlanta

1. Please Love Me
B. B. King, RPM
2. Clock
J. Ace, Duke
3. Good Lovin'
Clovers, Atlantic
4. Please Don't Leave Me
Fats Domino, Imperial
5. I Found Out
Du Droppers, Victor
6. Third Degree
E. Boyd, Chess
7. Cryin' in the Chapel
Orioles, Jubilee
8. Lucy Mae Blues
F. L. Sims, Specialty
9. Mercy Mr. Percy
V. Dillard, Savoy
10. These Foolish Things
Dominoes, Federal

Charlotte

1. Clock
J. Ace, Duke
2. Please Love Me
B. B. King, RPM
3. Wild, Wild Young Men
R. Brown, Atlantic
4. Mercy Mr. Percy
V. Dillard, Savoy
5. Good Lovin'
Clovers, Atlantic
6. Please Don't Leave Me
Fats Domino, Imperial
7. Crawlin'
Clovers, Atlantic
8. Help Me Somebody
Five Royales, Apollo
9. Crazy Crazy Crazy
Five Royales, Apollo
10. Third Degree
E. Boyd, Chess

Chicago

1. Clock
J. Ace, Duke
2. Please Love Me
B. B. King, RPM
3. Help Me Somebody
Five Royales, Apollo
4. Don't Deceive Me
C. Willis, Okeh
5. Wild, Wild Young Men
Ruth Brown, Atlantic
6. Good Lovin'
Clovers, Atlantic
7. These Foolish Things
Dominoes, Federal
8. Get It
Royals, Federal
9. I Found Out
Du Droppers, Victor
10. Third Degree
E. Boyd, Chess

Cincinnati

1. Clock
J. Ace, Duke

2. Good Lovin'
Clovers, Atlantic
3. Don't Deceive Me
C. Willis, Okeh
4. Crying in the Chapel
Orioles, Jubilee
5. Please Love Me
B. B. King, RPM
6. Dragnet Blues
J. Moore, Modern
7. Wild, Wild Young Men
Ruth Brown, Atlantic
8. These Foolish Things
Dominoes, Federal
9. Heavy Juice
T. Bradshaw, King
10. Shirley is Back
Shirley & Lee, Aladdin

Detroit

1. Get It
Royals, Federal
2. Clock
J. Ace, Duke
3. Good Lovin'
Clovers, Atlantic
4. Lean Baby
D. Washington, Mercury
5. Help Me Somebody
Five Royales, Apollo
6. Cryin' in the Chapel
Orioles, Jubilee
7. Is It a Dream?
Vocaleers, Robin
8. Mercy Mr. Percy
V. Dillard, Savoy
9. Please Love Me
B. B. King, RPM
10. These Foolish Things
Dominoes, Federal

Los Angeles

1. Clock
J. Ace, Duke
2. Please Don't Leave Me
Fats Domino, Imperial
3. Please Love Me
B. B. King, RPM
4. Crying in the Chapel
Orioles, Jubilee
5. My Dear Dearest Darling
Five Willows, Allen
6. Paradise Hill
Embers, Herald
7. These Foolish Things
Dominoes, Federal
8. Good Lovin'
Clovers, Atlantic
9. Help Me Somebody
Five Royales, Apollo
10. Goin' to the River
Fats Domino, Imperial

New Orleans

1. Clock
J. Ace, Duke
2. Please Love Me
B. B. King, RPM
3. Please Don't Leave Me
Fat Domino, Imperial
4. Good Lovin'
Clovers, Atlantic

(Continued on page 39)

Rhythm and Blues Tattler



Chance Records has a strong seller in RUDY GREEN'S etching of "Love is a Pain." The tune is gaining strength like crazy in the South, mainly in Memphis, Atlanta and Chattanooga. The number is 1139. A new label to keep your eye on is Sabre Records, just out with two new releases. The first is by KEN EAGER, who does a grand job on "I Should Have Loved Her More." The other, Sabre 101, features the tenor horn of BEN BRYANT, who blows a real strong version of "Blue Midnight." This is one you just can't miss.

Picking up strong in Chicago and other parts of the country is Savoy 897, featuring VARETTA DILLARD on a tune destined to bring her lasting fame, "Mercy, Mr. Percy."

United Records has just released MEMPHIS SLIM'S recording of "The Comeback," backed with "Five o'Clock Blues." No fooling, these two blues sides are the best thing Slim has done since his version of "Messing Around." "The Comeback" has a unique beat that will hold your interest from the time you set the needle till the record is finished. If you like different music, music that will sell, then this United 156 is for you, because it really is different.

Another new United discovery from down Louisiana way is NELDA DUTUY, who does a fiery job on "Stop Feeling Sorry for Yourself," backed with "Riding the Blues." United 157 shows Nelda performing with a lot of soul, with a generous portion of warmth thrown in to boot.

If your sales are low, it's because you still haven't dug WASHBOARD SAM'S Chess (1545) version of "Digging My Potatoes." This tune is starting an upward climb that can only end in the hit categories. It's great, man. The jockeys and juke box operators have already started the climb to Sam's band wagon. Don't be late on this one if you like good sellers.

BIG BILL rings up a double-header victory for the Chess (1546) team with his version of "Lonesome." If you've ever been lonesome, and many people are, you'll get the feeling of this rendition immediately. It's real. The flip side holds strong interest for many of the nation's deejays — "Little City Woman." This record will earn you money on either side, how can you go wrong?

Your dealer has these "picks" in stock now. See him or call him today.

(Adv.)

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'OH BABY'
'CALDONIA'S PARTY'

Imperial 5241

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LEAVE ME'
'THE GIRL I LOVE'

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for

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CHAPEL"

b/w

"HALLELUJAH"

G741

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RUNYON CANCER FUND

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Savoy
#897

'MERCY
MR. PERCY'

by VARETTA DILLARD

RECORD
CO., INC.
58 Market St., Newark, N. J.

Popular Record Reviews

Continued from page 24

more than routine assistance from the group. (Ben Bloom, ASCAP)
Vaya Con Dios... 74
 This disk covers another song currently riding high on the charts. Nothing unusual about the Lombardo version, but it will come in for its share of the gravy, nevertheless. (Ardmore, ASCAP)

VICKIE YOUNG
Ricochet... 76
 CAPITOL 2543—Country style orking, singing and material are combined for one of the best disk performances the gal has ever had. She sings up a storm, particularly on the hand-clapping chorus. Could grab juke loot.
Affair With a Stranger... 70
 Latest attempt to cop publicity for a film via songs is this ditty titled after a film, but which should be called "Kiss and Run." In any event, Miss Young impresses as a fine singer who's getting even better. Dave Cavanaugh backs her well.

BEN LIGHT
Twelfth Street Rag... 75
 CAPITOL 2530—Light, always a showy technician at the keyboard, turns in an unusually exciting performance of the perennial here. This is perfect material for him, and he makes the most of it. Good juke box potential. (Shapiro - Bernstein, ASCAP)
My Broken Heart
Keeps Asking Why... 72
 An opus penned by Light himself with a vocal chorus and instrumental accompaniment to his nimble pianistic. The number has lilting melody and bouncy rhythm, and is projected with style. (Southern, ASCAP)

AL MARTINO
All I Want Is a Chance... 75
 CAPITOL 2535—In the "big" style is this performance of an attractive new ballad by the warbler, who started the "big" style about a year ago. He is backed in fine manner by the Les Baxter ork and chorus. Side should get deejay action. (Bregman, Vocco & Conn, ASCAP)
You Can't Go On
Forever Breaking My Heart... 71
 Another vocal by the warbler in his own special style. This time, too, on a pleasant new ballad. Again the ork work is very pretty. (Bulls - Eye, ASCAP)

DEBBIE ANDREWS
Please Wait for Me... 74
 UNITED 154—This is a "Gloomy Sunday" hunk of material in which the gal makes the titled plea to her dead lover. Miss Andrews impresses, and the material is unusual enough to create some stir. (Kenssee)
Call Me Darling... 72
 Both the gal's reading and the material itself are mighty slick, and the Remo Biondi orking is smooth. While Miss Andrews doesn't possess an unusual sound, she has a way with a lyric.

LES BROWN ORK
Hot Point... 74
 CORAL 61029—Brown has a nice riff here which the ork tackles for a fine instrumental effort. As usual, the ork's beat and sound are excellent. (Goday, BMI)
Forty Cups of Coffee... 71
 Chirp Jo Anne Greer handles the lyrics with spirit on a smart reading of the ditty beginning to show some life. (Arc, BMI)

RAY ANTHONY ORK
Jersey Bounce... 74
 CAPITOL 2532—Good instrumental here as the oldie is revived by the ork in a solid dance arrangement featuring the baritone sax of brother Leo Anthony. (Lewis, ASCAP)
I Guess It Was You All the Time... 66
 Chirp Marcie Miller does an agreeable job with the lyrics on an okay ditty from the film "Those Redheads From Seattle." (Famous, ASCAP)

NORO MORALES ORK
The Sheik of Araby... 73
 V 20-5386—An effective mambo

arrangement of the oldie that shows off Morales' fine brass and rhythm sections. Disk was designed to grab loot primarily in the pop market, but ork's L-A following won't want to miss this either. (Mills, ASCAP)
You, You, You... 71
 Instrumental version of the current Ames Brothers hit with a mild bolero beat. (Rob't Mellin, BMI)

MARTHA LOU HARP
By the Bend of the River... 72
 COLUMBIA 40027—This disk, meant for late-hours listening, features gal network songstress, with an individual intimate style, set off here against a soft shimmering background of organ and harp accompaniment. Gal has a chance with right material. (G. Schirmer, ASCAP)
Now I Lay Me Down to Dream... 70
 Another side in similar vein. Like the other, it suggests that a voice like Miss Harp could also handle sturdier material capably. Sides are from the thrush's new album. (Remick, ASCAP)

ISH KABIBBLE
Three Little Fishes... 71
 MOTOR CITY 1005-A—The new label has a cute and, perhaps, salable revival of the old novelty. Kabibble should still be well known to many, and his reading is as effective as it originally was. (Fox Music)
Wringin' the Tears... 67
 Another good performance in the stylized way. (BMI)

TONY PASTOR ORK
Giuseppe's Serenade Song... 70
 DECCA 28775—Pastor's switch to Decca is fairly auspicious with this cutting of a cute semi-novelty. The orkster-chamber gets nice support from a vocal group. (Sam Fox, ASCAP)
Off Again, on Again Blues... 69
 Tin Pan Alley type blues is another good hunk of light novelty stuff. (Al Gallico, ASCAP)

MEL TORME
A Stranger in Town... 70
 CAPITOL 2529—The crooner whippers a song of his own with style and artful phrasing. It has been quite a while since Torme has cut a record, and fans of his will find it up to his best standards. (Encore, BMI)
It Made You Happy
When You Made Me Cry... 67
 Torme's intimate style is not well suited to this oldie of Walter Donaldson, but his reading has sincerity and taste. (Leo Feist, ASCAP)

THE THREE DONS & GINNY GREER
You Were a Smarty... 70
 BLUE MILL 104—Ginny Greer is spotlighted here, and proves to be a talented soloist in which she gets her man (a "smarty") by outsmarting him. The group is a promising one, and the popularity that resulted from their "Say You're Mine Again" could be substantially strengthened by this platter. (Blue River, BMI)
The One-Two-Three Waltz... 66
 A tuneful effort in three-quarter time. (Sheriton, ASCAP)

ANDREWS SISTERS
Tegucigalpa... 70
 DECCA 28773—The sisters take us to Central America on this one, but since the beat is relaxed and the singing suave, it doesn't seem like a bad place to be in the middle of summer. (Criterion, ASCAP)
You Too, You Too... 65
 The girls work hard to put the oldie over but don't quite make it. Sounds as if it might have been successful club material, but on wax it's another story. (E. B. Marks, BMI)

JO STAFFORD-NELSON EDDY
With These Hands... 70
 COLUMBIA 40034—This was cut and released over a year ago and didn't make much noise. With the recent click of the Fisher version and action on the Johnnie Ray item, diskery has re-issued for some possible additional sales. (Ben Bloom, ASCAP)
Till We Meet Again... 64
 Also a re-issue. (Remick, ASCAP)

BETTE McLAURIN
Only a Rose... 70
 CORAL 61026—Surprise pop vocal effort on the Rudolph Friml operetta tune. The fine rhythm and blues thrush makes a first-rate attempt with this kind of stuff and comes off ahead. Sy Oliver's ork backs her well. With exposure, this could sell. (Famous, ASCAP)
Somewhere... 63
 This side is a new ditty which the hep jockeys and fans should go for. May be a bit too smart for the gal's early pop chantings. (Challenge, BMI)

THE PAULETTE SISTERS
Shallimar... 69
 COLUMBIA 40030—A soft dreamy item beautifully harmonized by the Paulette Sisters. The effective use of echo chambers gives the side a slightly exotic flavor that will appeal to late-evening deejays and customers who enjoy "music for listening." (Cromwell, ASCAP)
Tell Me You Don't Love Me... 60
 An ordinary piece of material made even less listenable by weak vocal solo and little help from the ensemble. (Ludlow, BMI)

MERY GRIFFIN
I'll Be There... 68
 COLUMBIA 40026—Griffin, the former band singer turned movie star, makes an impressive bow on the label via his first solo effort. Material is good, too. (Folkways, BMI)
I Kiss Your Hand, Madame... 68
 Here Griffin tackles the oldie for another good side. Again the Percy Faith ork backs him effectively. (Harms, ASCAP)

DOROTHY COLLINS
Mother Talk... 68
 AUDIVOX 102—Taking the role of a mother, Dorothy Collins gives advice to her daughter concerning affairs of the heart. It's an unusually tender and sympathetic bit to which many will feel an emotional response. (Gateway, ASCAP)
Tico Tico... 65
 Here's the oldie without the frantic beat which characterized the numerous L-A samba versions. Miss Collins gives a smooth, relaxed performance that will please many. (Peer International, ASCAP)

JO ANN LEAR
What Would I Do?... 68
 GIRA 3066—Cute rhythm tune receives a first-rate vocal by the canary, while the ork livens it up in the background. Jo Ann Lear is a first-rate singer, and she really shines on this bouncy effort. Side is headed for many spins. (Gilio, BMI)
I'll Tell the World, I Love You... 65
 The canary gets a chance to show off her vocal charm on a new ballad, but the material here is not as strong as the flip. Ork backing is good, and the gal sings it with feeling. But the top side will get most of the action. (Gilio, BMI)

JOAN REGAN
Till They've All Gone Home... 66
 LONDON 1353—The English label's new thrush bows with a waltz ballad written here but recorded first in England. Should be wax coming on the tune. (E. H. Morris, ASCAP)
I'll Always Be Thinking of You... 65
 Both the material and performance are routine, tho listenable.

LEON BERRY
The Blacksmith Blues... 65
 DOT 15091—Here's a wild arrangement of the "Blacksmith Blues" as played by Leon Berry on the Hub Roller Skating Rink organ. Question is: What can happen to a cover waxing of a ditty issued about a year later? (BMI)
La Borrachita... 63
 Berry shows off his organ playing nicely on this slicing of the Latin-American oldie. Pleasant side for skating. (Melody, BMI)

BILL HARRINGTON
Cape Cod Girls... 65
 ALLEN 233—New York deejay Bill Harrington is the vocalist in this attractive summer-trade release. Lyrics are original, and the arrangement outstanding. Fellow deejays will be doing Harrington right by giving this more than a casual spin. (Budd, ASCAP)
Sunflower Lane... 60
 This is also a breezy, pleasant summer item that merits attention. (Alamo, ASCAP)

JO ANN LEAR
Enjoy What You're Doing... 65
 GIRA 3067—A bright novelty sounds even better than it is, due to the fine vocal by thrush Jo Ann Lear and a listenable ork arrangement. The thrush has a lot on the ball, sounds a bit like Rosemary Clooney and, with the right material, has a chance to make it someday. (Gilio, BMI)
Gi-Gi-Gi-Gira Con Me... 60
 A pleasant polka-styled ditty receives a good performance from the thrush over good ork backing. An attractive slicing that jocks should lend an ear to. (Gilio, BMI)

PAT BOONE
Until You Tell Me So... 63
 REPUBLIC 7049—A bright appealing song that stacks up as a good record by Boone. With exposure might get attention. (Babb, BMI)
My Heart Belongs to You... 60
 Boone delivers this love ballad with sincerity, and tho there is nothing of unusual interest in the material, the singer shows that, with a more effective song, he could sell it. (Babb, BMI)

ROSALIND PAIGE
Toodle-oo... 60
 MAESTRO M-4028—This one sounds like a demo disk, but replete with echo, et al. Maybe a bit too much engineering in spots. Trio backing is thin, but the gal is okay. The ditty is an attractive bounce number. (Peer, BMI)
Tingo Tango... 60
 More of the same type of waxing on a Latin-American type of novelty. (Eastern, BMI)

DICK SARTELLA
Keep Your Face
Towards the Sunshine... 60
 GIRA E3-CB-3008—Vocal here is by lass called Jo Ann Lear. She does well with the song, which sounds more like slow or movie material than straight pop fare. (Gilio, BMI)
Give Me Your Love... 53
 The vocal is a bit too placid for the big sounding ballad and orking. (Gilio, BMI)

STEVE ROSSI
Music Box Waltz... 60
 OPAL 653—Rossi softly croons this pleasant-sounding ditty to the accompaniment of music box, harp and organ. Deejays might find it to have a certain novelty appeal. (Keynote, BMI)
My Sweetheart's Wedding Day... 50
 Vocalist wrestles with a pretentious arrangement of a sentimental ballad and comes out second-best. (Keynote, ASCAP)

SIDNEY TORCH ORK
Mediterranean Concerto... 60
 CORAL 61022—Both sides of the lush instrumental disk are taken up by the pseudo-classical piano concerto which should be okay for the late night deejay shows. Side two sells the melody line better than the flip. Performance runs about six and a half minutes.
You'd Want My Heart... 55
 (Chappell, ASCAP)
I Wish I Knew

R & B Territorial Best Sellers

Continued from page 38

5. Don't Deceive Me
C. Willis, Okeh
6. Wild, Wild Young Men
R. Brown, Atlantic
7. Get It
Royals, Federal
8. You Can't Keep a Good Man Down
Dominoes, Federal
9. Rent Man Blues
Mercy Dee, Specialty
10. These Foolish Things
Dominoes, Federal

New York

1. Clock
J. Ace, Duke
2. Help Me, Somebody
Five Royales, Apollo
3. Crying in the Chapel
Orioles, Jubilee
4. Mend Your Ways
Ruth Brown, Atlantic
5. Soft
T. Bradshaw, King
6. Too Much Lovin'
Five Royales, Apollo
7. Can't I?
Nat (King) Cole, Capitol
8. Heavy Juice
T. Bradshaw, King
9. Goin' to the River
Fats Domino, Imperial
10. Hound Dog
W. M. Thornton, Peacock

Philadelphia

1. Clock
J. Ace, Duke
2. Mercy, Mr. Percy
V. Dillard, Savoy
3. Help Me, Somebody
Five Royales, Apollo
4. Crying in the Chapel
Orioles, Jubilee
5. Good Lovin'
Clovers, Atlantic
6. Please Don't Leave Me
Fats Domino, Imperial
7. Goin' to the River
Fats Domino, Imperial
8. Why, Oh, Why
Kings, Jax
9. These Foolish Things
Dominoes, Federal
10. Early in the Morning
R. Milton, Specialty

St. Louis

1. Clock
J. Ace, Duke
2. Please Love Me
B. B. King, RPM
3. Don't Deceive Me
C. Willis, Okeh
4. Help Me, Somebody
Five Royales, Apollo
5. Crying in the Chapel
Orioles, Jubilee
6. Red Top
King Pleasure, Prestige
7. Good Lovin'
Clovers, Atlantic
8. Third Degree
E. Boyd, Chess
- DICK SARTELLA
9. House Party
L. Jordan, Decca
10. Early in the Morning
R. Milton, Specialty

Washington-Baltimore

1. Good Lovin'
Clovers, Atlantic
2. Help Me, Somebody
Five Royales, Apollo

GIRA E3-CB-3009—The material is fairly good, and the orking is above par for a label's first releases, but Sartella is only fair. Melody is mighty pretty. (Gilio, BMI)
 More Beautiful, More Wonderful... 55
 More okay material, and again the Steve Malik ork is good. (Gilio, BMI)

KEN HARRIS ORK
I'm Sorry... 55
 ERIN—New novelty effort receives an effective vocal from chanteuse Loraine Daly, but the material isn't strong enough to give her much opportunity.
Come With Me to Padre Island... 50
 A slight effort is sung adequately by thrush Loraine Daly over warm backing by the Harris ork. The ork could use both rehearsal and up-to-date arrangements. (Deccort, BMI)

JAN ROBERTS
All So Strange to Me... 30
 FLORENCE B. H. 1001—The song material is okay, but the rest—performance, orking, recording, etc.—is strictly pubber demo dinking. Little or no commercial value here. (Benjamin Harris, BMI)
You... 30
 Same comment. (Benjamin Harris, BMI)

3. Wild, Wild Young Men
Ruth Brown, Atlantic
4. Clock
J. Ace, Duke
5. Crying in the Chapel
Orioles, Jubilee
6. Mercy, Mr. Percy
Dillard, Savoy
7. These Foolish Things
Dominoes, Federal
8. Paradise Hill
Embers, Herald
9. Goin' to the River
Fats Domino, Imperial
10. I Cover the Water Front
Orioles, Jubilee

C & W Record Reviews

Continued from page 36

Poor Ole Teacher... 63
 The singing school teacher tells of the woes of his profession on this side. There is a humorous realism in this song, and it is given a strong performance by Duff.

DAVEY ALLEN
Progress... 67
 RITA 105—A humorous commentary on how the times have changed. Davey Allen is an effective vocalist with this above-average material, and the band supplies a bouncy beat to make this an all-around attractive offering.

I Did Everything to Make You Happy... 62
 A typical tear-jerker performed matter-of-factly.

LAZY BILL HUGGINS
I've Got a Heart Full of Sunshine... 55
 RITA 103—Pleasant performance by the warbler on this slight novelty item. Side is unexciting.
Chi Chi Castenango... 50
 Huggins tries hard on this Latin-American styled effort, but the material is rather ethereal for the market.

SHORTY WARREN
Back in '52... 45
 RITA R-102—The lyrics are in a blues vein, but the pleasant bouncy background of the ork doesn't fit Warren's telling of the unhappy tale.
Hecklin' Blues... 35
 A slight effort with novelty lyrics sung in routine fashion by Warren.

GIBBS SISTERS
Mama Leave Daddy Alone... 25
 NUCRAFT 116-A—Gibbs Sisters sounds as if they weren't prepared for this date. In addition the recording is muffled and there isn't much to the material either.
The Lonely Pigeon... 25
 This side, too, would have been better left unrecorded.

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Other Records Released This Week

I'll Never Let You Go—Ray Johnson (House of Blues) Mercury 70203
I Want You—Sylvester Saunders (My Dreams Are All in Vain) Specialty SP-469
It Rains—Buddy Lucas Ork (Greedy Pig) V 20-5396
Lost in Korea—Sherman (Blues) Johnson (Hot Fish) Trumpet 190
Love Money Can't Buy—John Lee Hooker (Please Take Me Back) Modern 908
My Brand of Loving—Annisteen Allen (Wanted) King 4642
My Dreams Are All in Vain—Sylvester Saunders (I Want You) Specialty SP-469
Night Lite—Jimmy Binkley (Hot Smoke) Aladdin 3193
Only One I'll Ever Love, The—James Allen

(Strange Romance) Brunswick 84016
Over Hauling Blues—Joe Lee Williams (Whistling Pines) Trumpet 169
Please Don't Go—Floyd Dixon (Hard Living Alone) Specialty SP-468
Please Take Me Back—John Lee Hooker (Love Money Can't Buy) Modern 908
Shady Lane Blues—Willie Love (21 Minutes to Nine) Trumpet 174
Strange Romance—James Allen (Only One I'll Ever Love) Brunswick 84016
21 Minutes to Nine—Willie Love (Shady Lane Blues) Trumpet 174
Wanted—Annisteen Allen (M-Brand of Loving) King 4642
Whistling Pines—Joe Lee Williams (Over Hauling Blues) Trumpet 19

Jazz

Because of You—Don Byas Ork (Vanity) Secco 10-009
Big Chief—Al Grey (Walking One) Progressive 501
Doll Baby—Charlie (Little Jazz) Ferguson (Hard Times) Apollo 816
Dyke Takes a Hike—David Van Dyke (We'll Be Together Again) Progressive 502
Hard Times—Charlie (Little Jazz) Ferguson (Doll Baby) Apollo 816
In the Still of the Night—Charlie Parker (Old Folks) Mercury 11100
Lucky Duck—Part I & II—Georgie Auld (All Stars) Brunswick 80223
Old Folks—Charlie Parker (In the Still of the Night) Mercury 11100
Vanity—Don Byas Ork (Because of You) Secco 10-009
Walking One—Al Grey (Big Chief) Progressive 501
We'll Be Together Again—David Van Dyke (Dyke Takes a Hike) Progressive 502

Latin American

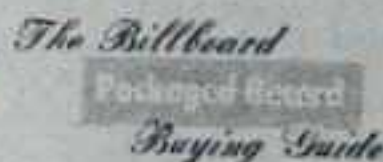
Abril En Portugal—Los Churumbelos De Espana (Besito Mordelon) V 23-6076
Alma, Vida Y Corazon—Tony Pizarro (No Hablemos Mas) Exito 20-389
Bella Ilusion—Hermanas Padilla (Yo No Me Quieras) V 23-6068
Besito Mordelon—Los Churumbelos De Espana (Abril En Portugal) V 23-6076
Bicharada—Los Bambucos (Flores Negras) Pampa 11039
Candombe Negro—Tito Rivera (Round the World Rumba) V 23-6077
Cuentos De Amor—Los Tres (El Amor De Una Mujer) V 23-6081
El Agua De Clavelito—Orquesta (Aragon) (Mambo Inspiracion) V 7-6038
El Amor De Una Mujer—Los Tres (Cuentos De Amor) V 23-6081
El Ba-Ba-La Bala—Perez Prado (Maria) V 23-6065
Flores Negras—Los Bambucos (Bicharada) Pampa 11039
La Enganadora—Vicentico Valdes (Plazos Trafioneros) Secco 7310
La Sanantoniana Polka—Charro Gil & Cristina Pastor (Nueva Inquietud) V 23-6069

The Children's Record Story

A complete wrap-up on prospects in the children's record market, with full merchandise available and promotional plans of manufacturers

a feature of the Aug. 29 Fall Record Marketing Issue

spotlighting the products and the merchandising and promotion plans of record and equipment manufacturers—and introducing



Las Otras Mananitas—Fernando Rosas (Tu Lo Seras) V 23-6089
Lo Ultimo De Jimenez—Cuarteto Manuel Jimenez (Pa'Que Aprendas) V 23-6082
Mambo—Daminon Y Su Ritmo (Mambo Indio) V 23-6053
Mambo Inspiracion—Orqueata (Aragon) (El Agua De Clavelito) V 23-6038
Maria—Perez Prado (El Ba-Ba-La Bala) V 23-6065
No Hablemos Mas—Tony Pizarro (Alma, Vida Y Corazon) Exito 20-389
Nueva Inquietud—Charro Gil & Cristina Pastor (La Sanantoniana Polka) V 23-6069
Pa'Que Aprendas—Cuarteto Manuel Jimenez (Lo Ultimo De Jimenez)
Plazos Trafioneros—Vicentico Valdes (La Enganadora) Secco 7310
Recuerdo A morel Camops—Davilita (Yo Espero) Exito 20-391
Round the World Rumba—Tito Rivera (Candombe Negro) V 23-6077
Tu Lo Seras—Fernando Rosas (Las Otra Mananitas) V 23-6089
Yo Espero—Davilita (Recuerdo A Morel Camops) Exito 20-391
Yo Mo Me Quieras—Hermanas Padilla (Bella Ilusion) V 23-6068

Sacred

Heaven's the Place You'll Long to Go—Homeland Harmony Quartet (Sinner Be Ready to Go) Bibleton 6033B
He's Solid Gone—The Carter Sisters & Mother Maybelle (Wildwood Flower) Columbia 21138
I Have Changed—The Masters Family (Singing in the Promised Land) Columbia 21136-S
Singing in the Promised Land—The Masters Family (I Have Changed) Columbia 21136-S
Sinner Be Ready to Go—Homeland Harmony Quartet (Heaven's the Place You'll Long to Go) Bibleton 6033B
Wildwood Flower—The Carter Sisters &

Victor's Plans

Continued from page 14

tral, vocal and piano music packaged as 10-inch LP or two-record 45 EP sets. Both are priced at \$2.99. Included in the new series are never before issued recordings by Toscanini and Marian Anderson.

Four of the new album packages are classified as "new orthophonic" recordings. These are the Toscanini-Respighi, Boston Symphony's "Romeo and Juliet," RCA Victor Symphony Ork's "Pagliacci" and "Cavalleria Rusticana," and Heifetz' "Unaccompanied Partitas and Sonatas" by Bach. The recordings will be tied-in with Victor's hi-fi equipment in promotions and ads.

Children's Albums

RCA Victor will also release four new albums packaged as children's record entertainment but featuring the Boston Pops and Arthur Fiedler, Stokowski, Toscanini and Ludwig Bemelmans' stories set to classical music. The Boston Pops is featured on "Peter and the Wolf" and "Carnival of the Animals" with Alec Guinness as narrator. Nelson Olmstead acts as narrator on the Stokowski waxing of selections from "Sylvia," "Les Sylphides," "Giselle" and "The Sleeping Beauty." Toscanini conducts "The Nutcracker Suite" on another package and the Bemelmans' stories with music are narrated by Olmstead and Tex Antoine. The series will be heavily promoted with national consumer ads, co-op mats, radio and store display pieces.

The \$1.19 kiddie line of EP records consists of 27 different packages including some re-coupling of previously released items and featuring such artists as Perry Como, Spike Jones, Roy Rogers and the "Howdy Doody" and "Tom Corbett" TV casts. The series is being promoted via Life magazine, catalog ads, co-op mats, a counter-merchandise, hangers, radio and counter give-aways. Theme is "twice as much on one record."

Bluebird Line

The Bluebird line gets the addition of Hugo Winterhalter and Byron Janis teamed on "Rhapsody in Blue" and "Grand Canyon Suite." The new album will kick off a new program of individualized covers for all future Bluebird releases.

A group of Christmas EP disks have been specially packaged in envelopes partially shaped in the form of Christmas tree balls. The sleeves are equipped with string for hanging the package right on a tree or in store displays.

A 100 per cent exchange is being offered on three new mood music albums by the English ork Melachro Strings. Christmas packages feature Como, Winterhalter, Hank Snow and George Beverly Shea. Collectors Series additions are Shorty Rogers, Luis Mariano, Jean Sablon and Maurice Chevalier albums.

A new package which the company expects will create a stir is "Classical Music for People Who Hate Classical Music." Included are selections from classical repertoire played by the Boston Pops ork and chosen to convince the "haters" that classical music can be enjoyed by everyone. Another item expected to get strong reaction is the complete Shakespeare version of "Macbeth" as performed by the Old Vic Company.

FOLK TALENT AND TUNES

Continued from page 36

on back. Stewart is Redd's brother and shares vocal chores with him in the Pee Wee King band.

Fiddler Bob Wills and his Texas Playboys have joined Radio Station KGNC, Amarillo, Tex., with station manager Bob Watson scheduling a minimum of seven shows weekly for Wills. The troupe will be heard on a noon-time quarter-hour show, Mondays thru Saturdays, and Wills will handle a two-and-a-half-hour disk show Saturday afternoons.

Mother Maybelle (He's Solid Gone) Columbia 21138

International

Blue Hawaiian Moonlight—Alfred Apaka (Farewell) Decca 28787
Farewell—Alfred Apaka (Blue Hawaiian Moonlight) Decca 28787
Oj Nasza Kasia—Stas Jaworski (O Zuzanna) Stella 2009 A
O Zuzanna—Stas Jaworski (Oj Nasza Kasia) Stella 2009 A

Album and LP Reviews

Popular

SELECTIONS FROM: ME AND JULIET; CAN-CAN

Gordon Jenkins Ork (1-10") Decca (33) DL 5469
Dealers should be able to do some business with this new set. It includes the four top tunes from Rodgers and Hammerstein's "Me and Juliet" and Cole Porter's "Can-Can." "No Other Love," from the former, is already a hit, and "Allez Vous En," from "Can-Can," is on its way up right now. The eight tunes are handled delightfully by the Gordon Jenkins ork, all played as instrumentals. It's a smart set, and the first on the market with tunes from both important Broadway musicals.

IN A SENTIMENTAL MOOD

Tommy Dorsey Ork (1-10") Decca (33) DL 5448
Here's a fine new set by the smooth Tommy Dorsey crew that should interest all his fans, as well as those who enjoy warm dance music. All the selections fit the title, since the tunes include "In a Sentimental Mood," "For Sentimental Reasons," "I'm Getting Sentimental Over You," "Blue and Sentimental," "Sentimental Journey" and many more. The Dorsey ork performs them all flawlessly, and Dorsey is as mellow as usual on the trombone. Thrush Lynn Roberts is effective on her vocals, and the rest of the songs are played instrumentally.

Columbia Plans

Continued from page 1.

release will include, among the 50 sets, a complete "St. Matthew Passion" with the Amsterdam Concertgebouw Orchestra under William Mengelberg. This waxing, which is a big-seller now on the Phillips label in Europe, was cut at a concert performance in 1939 in Holland. Other important sets will include "John Brown's Body," with Tyrone Power, Judith Anderson and Raymond Massey; the Casals Festival at Prades, France, 1952, a three-record set which will also be released singly; Stravinsky's "The Rake's Progress," performed by a Metropolitan Opera cast; a new Anna Russell set, "Anna Russell Sings, Again?"; a "Nutcracker Suite," by the Philadelphia Orchestra, and a number of important Bach works. The diskery is also pushing its slicing of "This I Believe," which will be narrated by Ed Murrow.

Literary Series

The literary series will feature the three Sitwells, Sir Osbert, Sir Sacheverell and Edith; Edna Ferber; Truman Capote; Aldous Huxley; Somerset Maugham; Christopher Isherwood; John Steinbeck; John Collier, and Katherine Anne Porter. Twelve sets will be available as a unit. Disks will not be issued singly.

Pop sets set for release in the fall, which will be 10-inch red label LPs, include a new Paul Weston set, a Frankie Laine-Jo Stafford cutting, a Marlowe-Parker set and a Jimmy Boyd Christmas album.

On the Entre label the firm will issue two complete operas, "Tosca" and "Aida." Four other lighter classical releases are also skedded for the fall season on the \$2.95 classical label.

The diskery's ad campaign for the fall will run in Life, Time, Coronet, The New Yorker and other national magazines, plus national and local radio shows and local newspaper ads. Ads will push classical artists, rather than specific waxings. The diskery is making a special eight-piece display unit for dealers' windows, which can be used in toto or as individual display pieces. The firm is making many new dealer hangers and other display items for dealers' use in the fall as well.

Far Eastern Records To Be Cut by Tempo

HOLLYWOOD, July 25.—Tempo Records tepper Irving Fogel will wax authentic native rhythmic music of India, Pakistan and Afghanistan for what he hopes will open a new field in recorded music. Fogel and a man-wife team enplane today for the Middle Eastern countries.

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THE LAMP IS LOW

Carmen Cavallaro (1-10") Decca (33) DL 5466
This new set by pianist Carmen Cavallaro features eight popular adaptations of classical pieces, all of which were popular during the early 1940's. Tunes include the title selection, "Moon Love," "Tonight We Love," "My Reverie," "On the Isle of May" and "Our Love." Cavallaro plays them in lush, romantic fashion, and, outside of too much beat from the rhythm section now and then, the set should interest those who are looking for mellow mood music.

Semi-Classical

ROMBERG: NEW MOON

Victor Young Ork, Chorus and Soloists (1-10") Decca (33) DL 5472
"New Moon," the Romberg and Hammerstein collaboration of a few decades ago, is a cache of memorable music whose popularity seems never likely to wane. "Lover, Come Back to Me," "One Kiss," "Wanting You" and "Stout-Hearted Men" are staples of the popular music repertoire. These and other favorite selections from the operetta are presented here under the expert direction of Victor Young. The soloists are Jane Wilson, Lee Sweetland and Thomas Hayward, who, along with the Young ork and chorus, give just the right amount of sentimentality to this musically competent performance.



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Burlesque Bits

By UNO

Dolores Leland, former burly principal, is in deep mourning over the death on July 13 of her husband, Kirk Brown, 54, stage and TV actor, of a heart ailment at the family home in Levittown, N. Y. Mr. Brown traveled as a child with an uncle, Kirk Brown, Shakespearean actor, for whom he was named. He later appeared in legit stock for many years and more recently played many parts in TV dramatic shows. . . . **Jai Leta** is wearing bandages on a thumb and a toe as the result of two recent accidents. . . . **Toni Rave** bowed last week at the Palm Club, West Palm Beach, Fla., thru the **Gus August** agency, whose other bookings include **Mina Corey** as feature at the Riptide, Calumet City, Ill., starting July 24, and **Syeda, Tambu, Lisa Lynn, Montmarie Mime, Camille Stevens, Cuddles Arlene, Sandra Barton** and comic-emcee **Harry Hill** at the Little Club, Miami Beach. **Ginger Lee**, another August placement, is in her 20th week at the Gaiety Club, Miami. . . . A birthright from **Mr. and Mrs. (Daddy Orlando) Harold Minsky** at 20 E. Delaware Place, Chicago, announces the arrival of **Ava Diane** on July 12. . . . **Winnie Garrett** was the recipient of a big birthday party at the Club Samoa, New York, on July 26. . . . **Shanghai**, the China Doll, wound up two weeks at **Gus Stevens' Buccaneer Lounge**, Biloxi, Miss., and opened at the 241 Club, Phenix City, Ala. . . . **Sharon Miller** closed at the President, San Francisco, last week. **Cherrie Lee** left after 11 weeks for Portland, Ore. The new principal is **Collette**. . . . Burly and vaude combined stars are continuing to pack Denver's State Theater with such acts last week as **Ilka DeCava's Dance of Nature; Covine**, the Queen of Quiver, and **Tracy O'Neil**, exotic dancer.

Al Baker is doubling between straightening at the Globe, Atlantic City, and as a disk jockey on local radio Station WOND, his own show, broadcast every a.m. (2:45-3:45) from **Jack Carr's** Theatrical Bar owned by **Jay J. Hornick, Marty Knopf, Jess Meyers** and **Chickie Tractor**. The producer is **Don Rich**. The program is co-sponsored by the Globe Theater and **Jack Carr**. . . . Word comes from **John C. Jermon** of the death of **Billy Vail**, burly show ("Grown Up Babies") and house manager, 80, on July 19 in Buffalo, at the home of his niece, **Vi Kelly Gabriel**. The last house Vail managed was the Court in Buffalo about 20 years ago. . . . **Paul Harris**, a new singing find for **Freddie Fulton**, was heard on **Sam Taub's "Hour of Champions"** program, July 24, and will again be heard on August 16 when he will be one of **Fulton's** entertainers in behalf of the Beacon Veteran's Hospital, New York. . . . **Jessica Rogers** is being held over at 606 Club, Chicago, where she opened July 9. . . . **Shirley Hayes**, the Pussy Cat Girl, who recently finished two three-dimension pix, "Flame of Islam" and "Murder in Paris," wound up four weeks at the Riptide, Calumet City, Ill., and shifted to the Casino, Boston, thru the **Gus August** agency. . . . "Top Banana," with **Phil Silvers** and the original Broadway cast, is in process of being filmed from the stage in three dimensions in Hollywood. The Production Code

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Administration on July 16 tentatively approved the film script of the musical after a one-man performance by **Silvers** who did a reading of the whole show. . . . **Jim Barton**, fully recovered from his recent illness, is back from the Coast and resting at his home in New Hyde Park, N. Y., where he has been providing baseball uniforms and equipment to the local kiddie population.

Schwimmer's Infringe Suit

CHICAGO, July 25.—Charging copyright infringements, a \$1,000,000 damage suit was filed Thursday (23) in Federal District Court by **Walter Schwimmer Productions, Inc.**, Chicago TV program producers, against publishers of **Look** magazine and two Chicago TV companies.

The suit charges that "Look Photoquiz," produced, advertised, exhibited, published and marketed by the defendants, is a copy of a similar copyrighted show called "Movie Quick Quiz," produced by the Schwimmer company.

Named in the suit, filed by attorney **Charles B. Spangenberg**, were **Cowles Magazines, Inc.**, this city, publishers of **Look**; **Telenews Productions, Inc.**, TV producers, and **United Television Programs, Inc.**, Chicago TV-film distributors. The action alleges that after termination of the contract **United** furnished the other two defendants with confidential information concerning operational instructions and auditioning films of the Schwimmer program.

The suit also asks an injunction restraining the defendants from further producing or distributing their film and an accounting of all profits made since last January 6.

WOR Sales Trend

Continued from page 7

intelligently, keying short-term spot buys to aid specific saturation campaigns and seasonal sales drives. Consequently, he adds, the old 52-week and 26-week standard buys at the station have given way to eight and even four-week schedules.

Crawford attributes the new importance of off-beat product sponsors to the fact that radio sales execs were forced to resort to creative action when the big-time advertisers deserted radio during the big TV gold rush of 1949. **Crawford** himself takes regular cross-country treks in search of new sponsor material. He found the **Lettuce Growers of America** on the West Coast, **Plantation Estates** in Florida and **Grand Duchess**, a frozen food manufacturer, at a convention right here in Manhattan.

The sales manager, a graduate of **WOR's** promotion department, also utilizes promotions and stunts to stimulate new radio business. Last year he spotted an exec of **Mutual Funds** in a gratis guest spot. The firm pulled in \$35,000 in business as a result of the brief pitch, and signed a regular advertising contract the next week. However, altho **Crawford** has a merchandising man on his sales staff, he warns that as a radio sales aid, merchandising is beginning to get out of hand. "Advertising should be bought, not merchandised," he explains, adding, "you can't give away the station to land an account."

FILM PREVIEW SET BY WGN-TV

CHICAGO, July 25.—WGN-TV will preview approximately 100 film shows which will be available this fall in a "Fall Film Preview" in the main audience studio Wednesday (29). The station has asked 100 producers and distributors to send samples of their availabilities. The response has been extremely co-operative and enthusiastic, station officials said.

The station has invited about 60 agency and client reps to view the excerpts from the films. Screenings will be held from 4 to 5:30, with a break for supper and another 90 minutes of film after eating.

AFTRA Meet

Continued from page 7

would be refused. The hearing would pinpoint the second most important matter up for discussion—whether the convention should extend to the national level the Los Angeles chapter's firm stand against members who refuse to cooperate with a governmental body investigating Communism.

First concrete action taken by the conclave was adoption for the first time of a death benefit plan. Admittedly an insufficient program, but a step in the right direction, the plan will utilize the \$100,000 in its welfare fund and authorized by the national executive board. A few delegates, however, expressed dissatisfaction with the measure, terming its approval a "railroad job."

The death benefits range from \$500 for AFTRA members fully paid up for five consecutive years who are not arrears in dues at time of death to \$250 for members covered by the interchangeability agreement.

The national board, subject to approval by the union's legal department, labeled **M-G-M Radio Attractions** as "unfair" for its purported refusal to pay \$60,000 AFTRA claims is due its members who recorded shows for the firm and for monies owed them for subsequent use of transcriptions. An AFTRA proposal that the matter be settled for \$40,000 was refused by **M-G-M**, the union held.

Heller announced early in the convention that AFTRA has negotiated a new five-year contract with the **Artists Managers' Guild** and the **Artists Representatives' Association** covering radio, transcriptions, phonograph recordings and television. The basic agreement eliminates collection of commissions on minimums, and extends agency regulations covering the TV field within AFTRA's jurisdiction.

The artist is no longer obligated to pay commission to the agent for employment contracts in existence before the time the artist signed with the agent, unless the artist signs a rider to the agency contract.

Other problems slated for convention attention included new provisions for the phonograph recording code, controls for telethon benefits, transcription code as it applies to TV and changing of the annual convention to a bi-annual basis.

Northern Lights

Continued from page 12

Trio, Revi Trio, and the **Cassel Ballet**. **Nojesfaltet** usually ups its talent budget around mid-season, after which it starts booking good acts, including some names, preferably American jazz combos.

The **China Theater** appears to be nursing its budget, using some big acts in its Oslo house at present with intention of bringing them to Stockholm for the final peak-attendance weeks at the **China**. This month's bill has the **Ghezzi Bros., Cincis, Cri-Cri, Liz Deliza, Hemanas Sala** and **De Castro, Edwards Brothers, Albert Sturm, Daniels** and **Palmer, Eduardo Vandaa's 19-piece** ork, and **Eckert-Lundin's** pit ork.

Copenhagen Vaude

Vaude situation is normal in the **Copenhagen** cabarets, with the **National-Scala, Lorry, Atlantic Palace** and **Valencia** all presenting good shows. In the amusement parks there has been a definite upswing in the quantity and quality of vaude acts this season. **Twoli**, as usual, uses three good vaude, circus and thrill acts each month.

Practically all acts working this month have already played one or two months in Scandinavia, and most of them have lined up one or two additional months to follow. Amusement parks in Denmark, Norway and Sweden have been favored by phenomenally fine weather up to the present time. Since the May 1 opening day there has been little rain and not a single week-end has been marred by unfavorable weather. Park shows and revues, which usually draw scanty early season audiences, have been doing exceptionally well, most of them giving two shows nightly and three to five performances on Sundays.

The **Ronalds Brothers**, comic musical trio, will take a vacation from their long engagement at the **Cairo Supper Club, Chicago**, and will be out for a month starting August 16.

Hocus-Pocus

By BILL SACHS

THE GREENWOODS, Don and Thelma, who settled permanently in Jersey nearly three years ago, have managed to keep busy during that time, working club dates in the winter and mountains in the summer. On July 11 they appeared on **Sherman Billingsley's** TV show from the **Stork Club, New York**, and another TV appearance is in the making for them. . . . **Ray Arnett** offered his paper tearing and bits of magic at the **Seville Theater, Montreal**, last week. . . . **Dr. Marcus Bloch**, president of the **Eastern School of Hypnotism, New York**, was put into a trance recently by **Mrs. Bloch**, who presented her husband with twin sons. The youngsters have been named **Albert and Charles**. . . . **Jay Jaxon**, vent, after playing the annual **Steamboat Days Celebration** at **Winona, Minn.**, July 10-12, hopped up to **Wausau, Wis.**, to do some fishing until his fair route gets under way this week. He reports that he recently bumped into **George (Cub) Bahr** and **Gregg Rolea**, of magic fame. . . . **Charles T. Jackson** infos that he's been working the **Connor Hotel** in **Joplin, Mo.** . . . **Ernest Roscoe**, Miami businessman-magician, and the **Amazing Dr. Maurice**, made **The Miami Daily News** of July 7 with a human-interest yarn on the original **Houdini** packing case escape, which **Roscoe** acquired from the **Houdini** estate sometime ago. The story tied in **Roscoe's** ownership of the escape with the new "Houdini" picture just released. The piece carried a three-column head. A two-column photo had **Roscoe** and **Maurice** posing with the case.

RAJAH RABOID, magicker and mental wizard, writes from Montreal under date of July 22: "Thanks for your nice mention, you ole, ole fren and exposer, you."

Urges Probe

Continued from page 7

mission in recently acquiring national spot representation of several stations.

Declaring that the Commission in inquiries into national spot practices in 1948 and 1949 had established regulations to lessen web control over operations of affiliated stations "and to restore to those stations the minimum degree of control consistent with responsibility," **Fly** stated: "With inaction by the Commission the networks have been emboldened to expand their organizations and staffs to take over further national spot representation of independent affiliated stations."

"Sledge hammer force of affiliation or non-affiliation may easily be used to force independent stations to yield control of national spot competition," declared **Fly**. **Fly** called the **FCC's** attention to **NBC's** acquiring national spot representation of **KPTV, Portland; KONA, Honolulu; KSD-TV and KSD, St. Louis**, and **KGU, Honolulu**, and **CBS' acquiring** representation of **WMBR and WMBR-TV, Jacksonville, Fla.**, and **KGUL, Houston**.

NLRB Rule

Continued from page 12

made within 10 days to the **NLRB** in Washington, but up to Friday no such action had been taken.

First Step

This week's ruling produced confidence in union circles in Chicago that it was the first step toward victory in the eight-month battle. **Ernie Fast**, Midwest **AGVA** topper, said the ruling should help them in the now pending Federal injunction suit brought against the union by the cafe owners. The preliminary application for the injunction has been filed, and the Federal court has asked both sides to submit briefs on whether the court has jurisdiction in that legal battle. The briefs are due within the next four to six weeks, after which the court will make its decision.

Meanwhile, **Fast** reported in Chicago that he is lining up support from other unions, not only in Chicago and Milwaukee, but in a number of other cities in his territory.

Another alternative offered the cafe owner groups is to take their complaint to State labor boards. The Chicago group, however, is faced with the fact that Illinois does not have such a State board.

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Aud Managers Map 'All-Out' Effort To Book Packages

Minn., Ia., S. D. Auditoriums Join In Plan to Play More Shows, Bands

ROCHESTER, Minn., July 25.—Managers of six auditoriums met here Wednesday (22) and laid out plans for seeking more bookings for their buildings. The group, which scheduled the meeting while in Chicago for the International Association of Auditorium Managers convention recently, declared their main objective was to offer full co-operation with bookers.

Included in the informally organized group are Axel Reed, Mayo Civic Auditorium, Rochester; Atwood Olson, Minneapolis Municipal Auditorium; Duane Peterson, KRNT Theater, Des Moines; Win Hanssen, Hippodrome Auditorium, Waterloo, Ia.; Charles Ziogas, Municipal Auditorium, Cedar Rapids, Ia., and Al P. Akers, Coliseum, Sioux Falls, S. D.

Not present at the meeting but indicating they want to be included in the group were managers of auditoriums at Sioux City, Ia.; Burlington, Ia., and Huron, S. D.

Two Contacts Named

Plan calls for Minneapolis and Des Moines managers to act as contacts for the group. Upon learning of available shows, they will notify others in the group. Those managers then will make all possible effort to clear time for the proposed bookings and will "go all-out for the bookers," in the words of a spokesman.

Efforts to book the shows will include changing of dates of other

events in the buildings, it was reported.

The group has formed no organization or association but will work informally, it was reported. The budding plan will not comprise block booking, they said.

Want Package Shows

Of primary interest to the managers will be package shows, it was stated, with several of the associates wanting shows as often as every three weeks. They foresee wide use of light shows that can be sponsored by local groups and can be sold at a \$2 top. Name band dates also are high on the list for each building, it was said.

Dissimilarity of the various buildings will cut down the number which can be interested in some types of shows, they pointed out. Those equipped to handle legit attractions include Minneapolis, Des Moines, Rochester, Sioux Falls and Sioux City. Those whose buildings cannot handle legit shows discussed possibilities of making contacts in their towns for other halls to play the shows.

Switch N. Y. Sports Show To Bx. Armory

NEW YORK, July 25.—The 17th Annual Sportsmen's and Vacation Show will be held at Kingsbridge Armory, Bronx, February 20-28, 1954, according to a report from Sheldon H. Fairbanks, president of the show organization.

"With the combined promotional campaign that the New York Convention Bureau and the major exposition managements are putting on to make Kingsbridge Armory a household word," Fairbanks said, "we believe both New York and out-of-town exposition visitors will accept the new location readily."

Some exposition officials had previously expressed the fact that the location of the Armory, removed from the mid-Manhattan area with its near-by hotel facilities and faced by long habit of exhibitors used to the central location of Grand Central Palace, might not draw as well as desired. Fairbanks said that "from a standpoint of space arrangement, Kingsbridge is one of the best show halls in the U. S. In its clear floor space of 600 feet by 300 feet, many of the expositions previously held at Grand Central Palace will greatly benefit by more open and visible display." A remodeling of the Sportsmen's Show to take better advantage of the new space will be made.

CINCY ARENA SHUFFLE

2 Plans Submitted For Reorganization

CINCINNATI, July 25.—Two plans, each calling for \$200,000 in new capital, were submitted to U. S. District Court Judge John H. Druffel Monday (20) in an effort to lift the Cincinnati Garden from its financial woes. "Either plan would prevent forced bankruptcy sale of the property. The proposed plans were outlined before the court by Timothy J. Hogan Jr., attorney for C. W. Broeman and Thomas J. Hogan Jr., who were named Garden trustees by Judge Druffel on July 1, 1952.

One plan proposed would ask unsecured creditors and shareholders to put up 10 cents for each dollar owed them or for each dollar value of stock holdings. This would supply the necessary working capital and maintain relative ownership, it was pointed out. Stockholdings amount to \$1,500,000 and \$500,000 is due general creditors.

If the capital cannot be raised by assessment of creditors and stockholders, the second plan provides that the Garden be sold to a new company. This plan, however, stipulates that the new company have \$200,000 in working capital over and above what is required in the sale.

Judge Druffel was told that for either plan to be successful it would be necessary for first and second mortgage holders, Western & Southern Life Insurance Company and Thomas E. Wood, real estate and insurance executive, to reduce interest rates and agree on a plan of payment of defaulted interest. Both have agreed to this, it was reported.

Under this plan, Western & Southern, holder of a first mortgage for about \$900,000, would reduce the interest rate from 4½ per cent to 2½ per cent for a five-year span and agree to a generous plan for repayment of defaulted interest and principal. An unspecified amount of defaulted interest would be eliminated. The plan also provides that the interest rate on the \$300,000 second mortgage, held by Wood, be cut from 5 per cent to 1 per cent and for cancellation of \$30,000 of defaulted interest. Both plans call for restoration of former interest rates if the Garden begins to make money. Another provision states that should either plan be agreed to and then defaulted, the property is to be bequeathed to Western & Southern.

The court ordered that notices of the plans be sent to all interested parties. Judge Druffel will decide the case August 24. The court also ordered that co-trustees

remain in that capacity another six months and until the arena's financial reorganization is completed.

On June 30, 1953, end of the first year of the trustees' operations and the Garden's fiscal year, there was cash balance of more than \$86,000, Hogan reported. On the debit side was outgo of about \$70,000, much of it on an accrued basis.

Joe Louis Show Fills Cleveland Aud on Monday

CLEVELAND, July 25.—The Rhythm and Blues Show, featuring Joe Louis, and produced by Tim Gale and Cress Courtney, of Biggest Shows Productions, packed in a Monday night (20) audience of 10,000 at the Cleveland Arena despite 94-degree heat.

Promotion of the show was handled here by Lew Platt, of Canton's LCL Productions, and Alan Freed, Cleveland disk jockey. They said gross was nearly \$17,000 with a \$3 top.

Included in the package were Louis, retired heavyweight champion; Leonard Reed, comic; Ruth Brown, vocalist; Buddy Johnson's orchestra with Ellas Johnson and Nolan Lewis, the Clovers, Lester Young's band, Wynonie Harris, Dusty Fletcher, Stuffy Bryant and the Edwards Sisters.

Platt was enthused by the results and recalled pre-show predictions were that in view of recent flops by aud-arena shows in Northern Ohio this mid-summer Monday date would be another.

Several ads in daily and Sunday newspapers, plus 2,000 window cards, 300 three-sheets and 200 one-sheets were backed by Freed's air plugs via his local radio show. Florence Roth handled publicity.

Camden, N. J., Convent'n Hall Lost in Blaze

CAMDEN, N. J., July 25.—Only walls remain standing following a \$200,000 blaze which destroyed the Convention Hall here recently. The city-owned building was used for sports, dances, shows and TV broadcasts, including "Big Top."

Several hundred children were in the building a few hours before the fire for the weekly "Big Top," CBS-TV network show. But no one was in the building when the fire started. It was thought to have started in the vicinity of the stage and dressing rooms.

Flames spread to the annex, which houses municipal welfare offices. The building, originally was an iron foundry, and was converted after the city took over in 1925.

Music as Written

Continued from page 16

12, the first of eight skedded appearances on the program over the fall months. Cole will do two weeks at La Vie En Rose here starting November 15. . . . **Bobby Shad**, new Decca r.&b. head, leaves Tuesday on his first recording and promotion trek for the firm. He will hit the road for Houston, Tex., visiting jocks along the way, and cutting some waxings there. . . . **Mike Connor**, Decca publicity head, leaves Thursday (30) for a two-week vacation.

Chicago

Rusty Draper, Mercury artist currently appearing at the Black Orchid, where he opened Tuesday. . . . **Baby Pam**, Mercury child artist, going round town making a tour of the deejays. . . . **Bud Brandom** purchased "Lighthouse" for his BMI pubbery, Fredericks Music Company. Planning an all-out push on tune. . . . **The Four Aces** and **Ella Fitzgerald** closed at the Chicago Theater Thursday, and **Fran Warren**, M-G-M artist, opened the next day on the same boards with **Mickey Rooney**.

Donald Reed, composer of "I'll Be Waiting for You," opened his own publishing firm, the Sunnyside Music Company. Reed, who also does deejay promotion for Decca Records, is set for several new releases. . . . Artists set to appear at next week's Juke Box Operators' Association golf tourney are **Dan Belloc**, **Jane Kelly**, **Rusty Draper**, **Baby Pam**, **Lola Ameche**, **Ralph Marterie**, **Eartha Kitt**, **June Valli**, **Homer and Jethroe**, **Eddy Arnold**, **Doris Day**, **Mitch Miller**, **Art Van Damme**, and **The Flamingos**.

Morris Price, Mercury vice-president in charge of sales, going to the East Coast to hypo the "Magic Carpet Promotion" and hold sales meetings with the salesmen of Eastern distributors. . . . Columbia Records holding their meeting here at the Palmer House Friday and Saturday (24-25). Among those attending are **Doris Day**, **Mitch Miller**, **Percy Faith**, **Johnnie Ray**, and many others. . . . **Johnny Desmond** opens at the Chicago Theater with **Les Paul** and **Mary Ford** on August 7. His appearance will be marked with a new Coral release by him, "I'm-A-Love You," backed with "It's So Nice to Be Nice to Your Neighbor."

Pee Wee Hunt currently appearing at the Colonial Hotel in

Rochester, Ind. . . . **Billy May** opens at the Melody Mill on a one-nighter on August 14.

Hollywood

Eastman Records, local independent label, resumes operations by entering the country and western field with a new disk due for release within the next two weeks.

Detroit

Dee Parker, starred thrush of WXYZ-TV and WXYZ, who as "Auntie Dee" is a top fem air personality with the small fry, rates as the busiest woman in town with six half-hour commercial video shows — each with a different sponsor, and 25 five-minute shows weekly on radio. The radio time is sponsored by Kraft Rest-On-Air Mattresses. . . . **The Four Paulette Sisters**, Columbia recording artists, attired in Indian head-dresses, descended on the **Fred Wolf** tepee, used for his 6:30 a.m. show over WXYS, for a surprise personal appearance arranged by Columbia chief **Lowell Worley**. . . . **Pee Wee Hunt**, Capitol artist, met local juke box people at a reception at the local Wurlitzer distributing offices.

Steinman to Start 'Hippodrome of '54' Rehearsal August 8

NEW YORK, July 25.—"Hippodrome of 1954," Harold Steinman's new show which is to include the "Dancing Waters" spectacle, will go into rehearsals at County Center, White Plains, N. Y., August 8. Steinman said this week that performers are now being assembled here.

Dramatic & Musical Rouses

Carnival in Flanders: (Philharmonic) Los Angeles.
Guys and Dolls: (Biltmore) Los Angeles.
Guys and Dolls: (National) Washington.
Good Night Ladies: (Geary) San Francisco.
Maid of the Ozarks: (Selwyn) Chicago.
New Faces: (Great Northern) Chicago.
Pal Joey: (Shubert) Chicago.
South Pacific: (Shubert) Detroit.

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Set White Plains Sport Show Dates

WHITE PLAINS, N. Y., July 25.—A 50,000-gallon tank will be specially constructed for water exhibitions at the Greater New York Sports and Vacation Show which will be held here September 30-October 4 at the Westchester County Center.

Co-managers Edward Ceccolini and Robert Durk said that the tank will be utilized for the usual fly-casting, log rolling and dog retrieving demonstrations, but that alligator wrestling will be the highlight of the water attractions. A 30-foot trout pond will also be provided for fishing enthusiasts and will be filled with 1,000 brown trout. Anglers will be permitted to keep their catch.

'Water Follies' Sale Okay in Vancouver

NEW WESTMINSTER, B. C., July 25.—Sam Snyder's "Water Follies" is racking up a fine advance sale for its run at the Arena, July 28 to August 3. Sale is being handled by Hicks Ticket Bureau in Vancouver and a chain of grocery stores throughout the Fraser Valley. Scale is \$1 to \$2 with matinees 50 cents to \$1. "Aqua Follies of 1953," playing the Aqua Theater, Seattle, July 30 to August 12, is running advertising copy in Vancouver, B. C., newspapers.

Give TO CONQUER Cancer

AMERICAN CANCER SOCIETY

Roadshow Rep

PLANS for a minstrel show to tour the South next winter and the Midwest during the spring have been announced by **Harry Mack**. Mack, who will be sole owner and producer of the show and be featured in it, said the opy will be a professional, all-men troupe carrying about 30 people, with concert band and orchestra. Plans call for revival of the old-time street parade. Mack is now assembling the show at his home town of Chester, S. C. Auditions and rehearsals will begin in September. A 35-week season, closing in North Carolina in May, is planned. Mack plans a traditional burnt cork show, utilizing a first part, olio and closing performance with comic after-piece. There will be no chorus girls, a feature that has been prevalent in minstrel shows of recent years. Any female roles in the show will be played by impersonators, said Mack. . . . **Bartlett's** tent show closed at Woodward, Okla., July 4 due to poor conditions in the area. Show has been caught in the drought area of the Southwest and has had poor returns since opening June 1. The **Bartlett Trio**, all of one family, will play outdoor dates for the remainder of the summer. Bartlett's tent and equipment were sent to Oklahoma City, having been bought by a religious group. . . . **Dr. J. J. Garvey** will open a trek in Massachusetts in mid-August, combining a lecture with drama sketches based on **Washington Irving** writings. His wife will appear in the sketches. . . . From Butte, Mont., **Gerald Casey**

reports slow biz with his stroller show. Terrific heat after a cold, rainy spring has crimped his efforts. He contemplates a jump to Oregon where he has worked past summers. . . . **Earl L. Harwood** has a semi-crime show at New Hampshire and Maine summer spots, but reports poor business because forest fires have almost closed many towns.

"I WAS GLAD to read that the Bill Bailey show may go out later under canvas," writes **J. J. Forester** from Savannah, Ga. . . . **Climer and Maddox** have a wall tent show in the Eugene, Ore., area. . . . **A. M. Cahill** has a trailer novelty show in Central Nevada and has some celebrations in mind. . . . **Jimmy Gale** reports good business with his tent show with prices scaled at a \$1 top for adults and 25 cents for children. Ohio territory has been good for the combination dramatic-vaude show. . . . **Slim Williams**, "The Darktown Deacon," reports that he had to leave his job in New Orleans owing to illness of his mother, who was well known in show business as Little Mom Williams. Mrs. Williams, who recently suffered a paralytic stroke, would like to hear from show business friends who may address her as **Mrs. Addie Lee Williams**, P. O. Box 948, Augusta, Ga. . . . **Lucius and Marie Jenkins**, former musicians who trouped with such well-known rep shows as the **W. I. Swain, Ed C. Nutt and Tilt Tolbert** outfits, are now located in Tifton, Ga., where they operate a trailer camp and motor court.

Drivin' 'Round the Drive-Ins

GOLDEN WEST Drive-In, with accommodation for 500 cars, has been opened at Humboldt, Sask., by **Steve and R. H. Besenski**. Theater has indoor seating for pedestrians. . . . A group of Calgary, Alta., businessmen are planning to build a \$250,000 combination drive-in theater, restaurant, motel and service station at near-by Chestermere Lake. Tentative plans also call for construction of a golf course, swimming pool, bowling alley, tennis court and children's playground. Work will start this summer and opening is expected about June 1, 1954. The drive-in will accommodate 500 cars and will have indoor seating for 300 people.

PETER LE ROY, president, Blue Hills Drive-In Theater Corporation, Bloomfield, Conn., has been discharged from Hartford Hospital following surgery. . . . **Mrs. Agnes Thompson**, assistant manager for the past five years at E. M. Loew's Hartford Drive-In Theater, Newington, Conn., has resigned to await a visit from the stork. . . . **Caldonia Drive-In**, Gettysburg, Pa., has been put on the selling block by **Harry C. Bondurant**. . . . **John Van Auken** has opened his Krumsville (Pa.) Drive-In for the season. He also will open his Bath (Pa.) Drive-In as soon as renovations are completed. . . . In Delaware **Muriel Schwartz** opened her Kent Drive-In at Dover; **Bill Derrickson** opened his Midway Drive-In near Rehoboth Beach, while **Mel Geller** and **Sam Tasutin** decided to keep their Brandywine Drive-In near Wilmington closed on Sundays and to use it as a parking area for their adjoining speedway, altho a recently enacted State law would permit the drive-in to

operate on Sundays. . . . **Tri-State Buying and Booking Service**, Philadelphia, will service the drive-in **George Gatta** is building in Dushore, Pa. . . . **Ronald Hirsch**, manager of the Bluemound Drive-In, near Milwaukee, reported about \$5,000 damage to the wing on the west side of the screen during a recent windstorm. No damage to the screen was reported, but the gusts tore down supports which tapered to a length of 60 feet. The show went on as usual that evening.

A PRICE increase has gone into effect for "buck night" at the El Capitan, Fiesta, Hi-Park, Roxy, Varsity and Fredericksburg Road drive-in theaters in San Antonio. Price is now \$1.20 per car load. . . . **Amos Page** has opened the new Derby Drive-In at McLean, Tex., where he also operates the Avalon Theater. . . . The 650-car capacity Meadowbrook Drive-In has been opened at Fort Worth by **Oscar May**. . . . The Capada Drive-In, operated by **Doyle Mount** at Floydada, Tex., will be the first theater to show 3-D films in the area. The closest other theater is at Lubbock, Tex., 50 miles away. . . . **Harold Mitchamore**, owner-operator of Market Street Drive-In, Houston, is co-operating with Lutheran pastors in making the drive-in available each Sunday morning for church services. . . . **Jefferson Drive-In**, Dallas, was the first drive-in to show 3-D films in the State. The drive-in is operated by **Harold Gibbons**, with **Ray Thompson** as manager. Installation of equipment was done by Southwestern Theater Equipment Company. . . . **Mr. and R. S. S. Starling** have sold their Starlite, Twilite and Atomic drive-ins, San Angelo, to R & R Theaters, Inc., and its San Angelo, subsidiary, Concho Theaters, Inc. The transaction was said to involve \$367,500. The circuit now operates all but three theaters there, one standard theater and two drive-ins. Rocket Drive-In is being rebuilt following its destruction in the recent tornado. . . . **Ed Newman**, owner of the Westview Drive-In, Waco, Tex., donated proceeds of a recent two-night showing to the West Junior High School for purchase of an estimated \$1,500 worth of equipment, and part to a scholarship fund used to send qualified graduates to Baylor University.

Big Turnout For Sutphen's New Academy

ROYAL OAK, Mich., July 25.—Most operators of Southern Michigan and a fine turnout of patrons attended the opening of the new Academy of Roller Skating Rink here on June 29, reports owner-operator **Walter E. Sutphen**.

John Stone and **Margaret Stone** Salagain, operators of Ambassador Rink, Clawson, Mich., attended the opening, along with most of their club members, to see the featured skating exhibition put on by a number of the winners at the Great Lakes regional championships of the Roller Skating Rink Operators' Association, held recently in Dayton, O.

Taking part in the exhibition were **Danny Riedel**; **Carol Walsh**, Michigan juvenile girls champ; **Punky Beal**, **Sandra Creger**, **Bernie Lick**, **Beverly Cook**; **Nancy Kroomis**, Michigan senior ladies figure champion; **Johrnie Miticz**, intermediate men's free skating titleholder, and **Lauren Anselmy**, of the Pontiac (Mich.) Rolladium, two-time winner of the national senior ladies free skating title.

Another highlight of the evening was the presentation by **Mr. and Mrs. Sutphen** of the trophy donated by them for the State senior fours free skating title. Accepting for the winning foursome were **Miss Kroomis** and **Miticz**.

'54 U.S. Ice Meet To Southern Calif.

PASADENA, Calif., July 25.—Following a recent three-day meeting in the Huntington Hotel here of the governing council of the United States Figure Skating Association, **H. Kendall Kelley**, Cleveland Heights, O., association president, announced that the 1954 national championships had been awarded to Southern California for the first time in the 37-year history of the contests.

Los Angeles and the Southern California Inter-Club Association will host the nation's top ice skaters. An entry list of about 125 skaters is expected to compete for 11 U. S. titles next March at the Polar Palace Ice Arena, Hollywood.

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Racing Grows In Ranks of USARSA, URO

ELIZABETH, N. J., July 25.—Racing is leaving the stepchild ranks of the roller skating sport, according to **Jack Edwards**, speed director of the America-on-Wheels chain of rinks, in a report on the recent convention of the United Rink Operators and national skating contests of the United States Amateur Roller Skating Association at Akron Rollercade.

In the USARSA speed contests there were 205 entries, a record number, and for the first time in the history of USARSA racing all divisions had capacity enrollment, said Edwards. Racing was the subject of much discussion at the URO convention, held during the contests at the Mayflower Hotel. URO members asked USARSA officials that more attention be given racing and that a better judging system be instituted, said Edwards. At their own meeting in Akron, USARSA officials announced plans for a speed judging school to be opened in an America-on-Wheels rink under the direction of Edwards. Rink professionals meeting in Akron during the contests also discussed the matter of added emphasis on speed skating.

Peak Entries In RSROA Meet

DETROIT, July 25.—Preparation of the amateur entry list for the American amateur roller skating championship of the Roller Skating Rink Operators' Association, completed by the RSROA Michigan chapter, showed a total of 817 entries.

Believed to be the largest number of entries ever to be reached, each of the entries qualified by having won a first, second or third place in one of seven regional meets.

The Michigan chapter reports that plans for the meet, scheduled for the Rollercade, Cleveland, July 28-August 1, are going on excellently. **Fred Strauss**, Cleveland, has been named public relations director for the meet, and has already made preliminary arrangements for television and radio appearances for many skaters.

Dane Sets Plans For Henie Tour

COPENHAGEN, Denmark, July 25.—**Richard Stangerup**, local impresario who handled the very successful run of "Holiday on Ice," in the Forum, last winter, is trying to map out a Scandinavian tour for **Sonja Henie** and her big ice revue, which is currently playing in Dortmund, Germany.

Name Patterson Midtown Pilot

SAN ANTONIO, July 25.—**Richard Landsman**, owner of Midtown Rollerdrome, has announced appointment of **Pat Patterson** as manager of the rink.

A social calendar is being issued by the rink each month. Among new features being listed is Hospitality Night, for men and women of the various armed forces based in this area. On a particular night the rink salutes men and women of a particular base and admits personnel of that base free. On Saturday morning a free movie session has been introduced for youngsters. Parents are invited to bring kiddies to the rink while they shop. Another innovation was slated to take place tonight—a full-length motion picture showing at a midnight session. The movie is to be free to those having a ticket to the last skating session of the evening.

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The Final Curtain

ALAMPI—A., 67, father of WABT-TV and WABC's farm news editor, Phil Alampi, July 12 in New York. Burial was July 15 in WUhamstown, N. J.

ANDREASEN—Ase, 78, Danish lyric writer, in Copenhagen, Denmark, July 7. Formerly an actor and journalist, he gained renown thru the lyrics he wrote for musical shows and pop songs.

ARNSMAN—Berlie, 64, an actress in musical shows, vaudeville, and stock companies for 45 years, July 11 in Detroit. Known professionally as Berlie Herron, she started as a child protégée of the late May Irwin in musical shows in New York City, and was next starred in Ned Wayburn's "Musical Misses." She toured the United States and Canada for years as a single minstrel act. She worked for Bonnie Gaylord for years in the vaude sketch, "On and Off." She then teamed with Mill Arnsman, who became her husband, as Sam and Jennie, a comedy blackface act. They also appeared at intervals with various companies playing "The Drunkard." Her husband survives. Interment in Indianapolis.

BATES—William A., 61, veteran advance agent, July 1 in Syracuse, N. Y. His last engagement was with the John R. Van Ardam's Minstrels in 1928.

IN MEMORY

Of A Wonderful

Pal and Wife

MABEL

BAYSINGER

Who passed away

July 26, 1952.

A. S. (Al) Baysinger

BOWMAN—Dr. E. L., 61, president of the Lumberton Theater Company and of the Robeson Broadcasting Company, July 18 at his home in Lumberton, N. C., of a heart ailment. Surviving are his wife, a son and two daughters. Burial in Meadowbrook Cemetery, Lumberton.

BROWN—Kirk, 55, veteran Broadway stage and television performer, July 13 in Levittown, N. Y. His last appearance on Broadway was in "Remains to Be Seen" during the 1951-52 season. Previously he had featured roles in New York and on tour in "Gramercy Ghost," "Detective Story," "For Love or Money," "The Ice Man Cometh," "School for Brides," and the 1942 production of "Charley's Aunt." In TV, he appeared in "Captain Video," "Broadway-TV Theater," "Martin Kane," "Man Against Crime," "Kraft Theater," "Armstrong Circle Theater" and "Hallmark Hall of Fame."

BURKHARDT—Howard C., 58, for the past six years manager of Loew's Midland Theater, Kansas City, Mo., July 11 in Kansas City. His career in show business covered nearly 46 years, working in vaudeville and burly houses as well as legit. He had held offices with the old Harlem Music Hall, New York, and the Garden Hippodrome, Elizabeth, N. J. He was division manager with the Hurtig & Seaman chain from 1913 to 1928. Burkhardt was also active with the Shuberts and at the City Theater of New York before joining Loew's 21 years ago. For Loew's he served in theaters in Baltimore; New Haven, Conn.; Providence, Washington, Boston and Cleveland. His widow, son, daughter and four grandchildren survive.

BUSH—Leonard T., 62, vice-president and secretary of Compton Advertising, Inc., July 12 in Rushland, Pa. He had been with the Compton firm since 1919 and was prominent in radio and TV advertising, serving as a director of the Broadcast Measurement Bureau, Inc. He was also a former chairman of the committee on radio broadcasting of the Association of Advertising Agencies. His widow and two daughters survive.

CARILLO—Mrs. Leo, 60, wife of the screen actor, July 24 at Santa Monica, Calif. Hospital. She served as an ambulance driver for the Red Cross during World War I. Survived by her husband and one daughter, Antoinette.

CLARKE—Mrs. Clinton, 70, one of the early stars of the Pasadena Playhouse, July 15 in Pasadena, Calif., of a skull fracture sustained in a fall down a flight of stairs. Her husband was one of the founders and first president of the Playhouse where Mrs. Clarke, known as the "Dresden China Doll," starred in 46 productions between 1915-38. She also appeared in 14 Playhouse shows for Gilmore Brown between 1925 and 1940. She was born in San Francisco but made her home in Pasadena since 1906.

CLEMENT—Verna F., 64, formerly co-owner of motion picture theaters in Brevard, N. C. July 7 at his home there. He retired from active

business life about 18 years ago. Surviving are his widow, father and one brother.

EDISON—Abraham, 64, cellist of the NBC Symphony Orchestra and first salaried musician ever hired by the network, July 23 at a New York hospital. He joined WJZ in its early days and became first charter member of the NBC Symphony when it was organized in 1937. He had also been a member of the New York Philharmonic Society Orchestra. Surviving are his widow, Lillian; two daughters, Mrs. Ethel Edison Gordon and Mrs. Rosalind Herbert; and three brothers.

ELLIOTT—James W., 63, theatrical producer and investment promoter, July 21 in New York. In business he was best known for his promotion of Piggly Wiggly Stores and as president of James W. Elliott Business Builders. Among the many plays which he produced were "The Gorilla," "Castles in the Air," "Rope," "She Means Business," "Hot Money" and last season's revival of "The Bat." He had been discussing at luncheon Tuesday (21) his forthcoming production of "Dew the Man Down," which was to have starred Thomas Mitchell. His widow and two sisters survive.

ELMAN—Mrs. Yetta Fingerhood, 87, mother of Mischa Elman, violinist, July 19 in New York. She was the widow of Saul Elman. Besides her son, she leaves her daughters, Lisa, Esther and Minna.

FEARN—Elmer A., 64, maker of early jazz recordings, July 19 in Alton, Ill. He had been president of the Consolidated Talking Machine Company and had made some of the first records by Louis Armstrong and Sophie Tucker. His widow, a daughter and two sons survive.

GRANT—Sydney, 80, musical comedy and character actor, July 12 in Los Angeles. He began his career in 1890 in "Shore Acres" and most recently appeared in the national company of "Guys and Dolls." He had appeared in musicals for Klaw & Erlanger, and had been featured in such legit attractions as "Passing Show," "So Long, Letty," and "Harvey." Among his many other stage credits are "Molly May," "Chanticleer," "The Fabulous Invalid," "The American Way," "The Doughgirls," "The Man Who Had All the Luck," "And Be My Love," "Mr. Strauss Goes to Boston" and "The Man Who Came to Dinner."

GROVES—Jack S., motion picture exhibitor, Houston, July 6. Until several months ago he owned and operated the Post Oak Drive-In Theater there. He was also a former film salesman and distributor. He is survived by his widow, son, daughter and three brothers.

HOLMES—George, 57, former night picture editor of The New York Daily News, July 20 in New York. For a number of years he had appeared in vaude with his wife, Marjory Dollard, in a skit called "The Corn Is Green." As a young man he had been in the "Ziegfeld Follies" in 1916. He had been with The News for the past 18 years.

HOVOLT—Lauritz, 68, Danish composer of pop tunes, in Copenhagen, Denmark, July 6. His most popular tunes were written during the 1920's, when he penned the scores for many hit revues as well as several pop melodies.

JOHANSEN—Siegfred, 45, actor-comedian, July 18 in Copenhagen, Denmark. Survived by his widow, Lily Weidling, comedienne. Both were stars of the current hit revue at the Nygade Theater, Copenhagen.

KISSIAH—Sam M., July 13 at Mercy Hospital, Charlotte, N. C. He was the brother of Mrs. H. L. (Evelyn) Rogers, who trouped with Marion Greater Shows for several years. Burial in Evergreen Cemetery, Charlotte.

LEWIS—William H., 69, pianist and organist, July 19 at Detroit. Survived by his widow, Helen, and two sons, Thomas and John. Burial in Evergreen Cemetery.

IN MEMORIAM

PHILIPP KREIS



Who left us

July 29, 1950

MAMA KREIS
HELEN—RIETTA
WALLEDA FAMILY
GROTEFENT FAMILY

Dear Philipp, You Are Sadly Missed.

LIPSITZ—Alex, 52, treasurer of radio Station WRCS, Asheville, N. C., July 17 in a local hospital. Surviving are his widow and two sons.

MALITZ—Irving A., 46, former outdoor concessionaire, more recently an employee of the city of Chicago, July 19 in Chicago. Burial Wednesday (21) in Showmen's Rest, Woodlawn Cemetery, Chicago. Survived by his widow, Caroline.

IN REMEMBRANCE

PHILIPP KREIS

WHO PASSED AWAY

JULY 29, 1950

JACK A. LEONTINI

MARION—Chiff, veteran vaude and burlesque actor, July 9 at Niagara Falls, Ont., of a heart attack. Survived by three daughters and a brother, Harry, trouper with Clyde Beatty Circus. Burial in Niagara Falls.

McGUIRE—John Stanley, 70, actor and theatrical agent, July 20 in Berkeley Springs, W. Va. He had been traveling from Miami to Montreal, his home, with his wife and daughter when he died of a heart attack. He was known professionally as Jack Adams.

NATHAN—Jess, past president of the Ladies' Auxiliary of the Heart of America Showman's Club, July 19 in Joplin, Mo. (Details in Carnival section.)

NESS—Ole, 65, actor and former regional director of the Federal Theaters in 11 Western States, July 19 in North Hollywood Hospital, Los Angeles. A native of Philadelphia, he went to Los Angeles in the early 1920's to become associated with the Potboilers Theater as an actor and director. He appeared in such pictures as "The Sin of Madelon Claudet," "Last Days of Pompeii," "Dawn to Dawn." Surviving are his widow, known professionally as Nina Garrett; a daughter, Mrs. James L. Kerwin of Van Nuys; two grandchildren, Kim Frederick and Jaime Lynn; two sisters, Mrs. Stanley Stephens of Grand Canyon, Ariz., and Mrs. L. A. Klein, of West Hartford, Conn., and a brother, John H. Ness, Troy, N. Y.

NETZORG—Bendelson, 66, concert pianist, suddenly, July 21 in Detroit. He was a frequent soloist with the Detroit Symphony Orchestra for several decades, and was supervisor of music projects in the Detroit area for the Works Progress Administration. Survived by two sisters. Burial at Clover Hill Park Cemetery.

NEWBOURG—Florence, 74, one of the country's first recording artists, July 24 at Philadelphia. Born there, she appeared as soloist with John Philip Sousa at the age of 18. She made experimental records for Eldridge R. Johnson at the old Collings Carriage Factory, Camden, N. J., which later was to become Victor Records. Survived by her husband, Frederick C. Newbourg Jr.; a daughter, Mrs. Arthur Littlejohn of Gladwyn, Pa.; four grandchildren and six great grandchildren.

O'DOWD—David, 74, former vaude performer and dancing instructor, July 20 in Cincinnati of a heart attack. Born in that city, O'Dowd reached the height of his career in the roaring twenties as a soft shoe dancer, comedian and singer on the Keith Circuit. He made several appearances on Broadway. Survived by his widow, Paulette; two sons, Dennis and David, Chicago, and two sisters, Agnes and Catherine. Burial in St. Joseph Cemetery, Cincinnati.

PERALTA—Vicente Francisco (Vic), former scenery and wagon painter with circuses, recently in Oakland, Calif. He spent many years in Europe, returning to California at various times to paint backgrounds for fairs. Survived by his widow, Julia, and two sisters, Mrs. Carrine Bogardus, Hayward, Calif., and Mrs. Tonita Lehman, Oakland. Burial in Sunset View Cemetery, El Cerrito, Calif.

RAWLINSON—Herbert, 67, British-born veteran of stage and screen, July 12 in Los Angeles. He came to the U. S. in 1910 to appear in the Belasco Stock Company and later entered the movies as a leading man and eventually a character actor. His first taste of show business was a youngster when he ran away from home to join a circus, and he continued from there, playing in repertory shows, stock, vaudeville and finally Broadway, where he received top billing in many plays. From New York he migrated to silent films and eventually made the bridge to sound in many films, including "The God of Gold," "The Sea Wolf," "Seven Sinners," "Dark Victory" and "Swiss Family Robinson."

REAVER—Vernon, 63, former circus staffer and theater manager, at Des Moines June 27, after a five-year illness. Services in Des Moines. (Details in Circus Section.)

ROOT—Al, 81, retired show manager and agent, in Chicago, Sunday (19). He was one of the founders of the Association of Theatrical Press Agents and Managers. Prior to 1908 he was with the Yankee Robinson Circus, and he also operated his own tent show at one time. He was manager for many hall shows, including "Babes in Toyland" of 1915. Services were conducted by the Actors' Fund in Chicago Tuesday (21). Surviving is a niece, Mrs. Seely Hall, Anchorage, Alaska.

RUGGERI—Eugene, 82, famed Italian actor, July 20 in Milan, Italy. During his 60 years on the stage, he appeared in Shakespearean dramas and modern productions of Luigi Pirandello.

SHEA—George M. (Mike), 47, former Worcester, Mass., and Boston radio news reporter, July 18 in Worcester. From 1938 to 1941 he was employed in Boston by the Yankee Network News Services, and later worked for WBZ, Boston; WAAB, Worcester; WICC, Bridgeport, Conn., and WNEB, Worcester.

SOFTNESS—Burt H., 51, New York restaurant, night club and hotel man, July 7 in Brooklyn. He had served as maître d' and head waiter at various New York restaurants, and in later years became host at the Versailles and Monte Carlo night clubs and manager of the Encore. His widow and two sons survive.

SPOONER—Edna May, 78, retired actress and former operator of the Fifth Avenue Theater, New York, July 14 in Sherman Oaks, Calif. The daughter of Sprague Spooner, a stock company manager, and of Mary Gibbs Spooner, at one time prominent as the only woman member of the Theater Managers' Association, Miss Spooner was particularly active in the stock company of Charles Blaney, her brother-in-law. She was also the niece of actor Corse Payton and followed her sister, actress Cecil Spooner, in death by about two months.

STRENG—Andrew, 63, veteran director of legitimate plays, recently while visiting his mother in Cincinnati. He was currently director and producer of plays for Chicago's Studio Players. During his career he had directed many young players now popular on radio and television. He recently toured Germany with his own company of "The Man Who Came to Dinner" on the USO circuit.

In Loving Memory

of My Father

EARL TAYLOR

July 29, 1944

FRANK TAYLOR

VAILL—Charles E. H., 49, former Connecticut newspaperman and promotion manager for Station WEEI, Boston, July 22 in Framingham, Mass. In radio, he formerly worked on the promotion staff of WEAP, now WNBC, New York, but he had served much of his time as a reporter and real estate editor of The Hartford Courant.

WARD—Fay James, 49, half-sister of Harry James, band leader, July 9 at Ponden Nursing Home, Beaumont, Tex., of cancer. Known as Fay Clark, Fay Stokes and Fay Latham, she trouped with various circuses and carnivals as animal trainer and aerialist. Her mother was the late Mabel James, circus prima donna. Survived by her father, Willie Clark, foot juggler; step-father, Everett James, band leader; a brother, Walter Clark, billposter with Ringling Bros. and Barnum & Bailey Circus; a daughter, Mrs. Frances Lote, Corpus Christi, and four granddaughters. Burial in Forest Lawn Cemetery, Beaumont.

WATERS—Tom, 81, internationally known musical comedy star of 50 years ago, July 10 in Harrisburg, Pa. He was the original star of "The Fink Lady," which had a long run on Broadway. He had also toured many foreign countries with his act, "The Mayor of Laugh Land." He also trouped with minstrel shows.

WATSON—Brenda, skater in the chorus of the "Ice Follies," July 21 in San Francisco from injuries suffered in an automobile accident.

In Memory of

Our Friend and Pal

BERT G. WELCHMAN

Who passed away

August 4, 1949

MARGARET PUGH

and

JOE and SALLY MURPHY

WEINBERGER—Rose, 66, wife of William D. Weinberger, chairman of the board of the Jewish Theater Guild, July 15 at Beth Israel Hospital, New York. She was a daughter of the late Reuben Weisman, playwright. Her first husband was the late Barney Bernard, who created the role of Abe Potash in the "Potash and Perlmutter" skits.

WILSON—Mrs. Janis, 22, wife of Jerome O. Wilson, operator of a circus in Puerto Rico, as a result of burns received in an explosion aboard their boat at New Orleans. Services at New Orleans Monday (20). Surviving beside her husband is their son. Both were injured in the explosion.

Marriages

BASSETT-MORRISON—
R. W. Bassett, owner of the Bassett & Hafford Shows, and Willie L. Morrison, non-pro, in St. Petersburg, Fla., July 4.

BIDLACK-GRAY—
William Glymer Bidlack and actress Colleen Gray July 14 in North Hollywood, Calif. He is a Lockheed Aircraft Corporation executive.

CAPSULE COMMENT

• *Continued from page 10*

aging matinee idol (John Newland), was developed in a rather stereotyped manner, but the performances were uniformly excellent.

Miss Montgomery, the actor-producer's daughter, was delightful as the level-headed teen-ager, whose parents vetoed the match. She's a sincere actress with a radiant face and a surprisingly mature voice.

In keeping with the summer stock tradition of rotating performers from leading roles to supporting player status and back again, Margaret Hayes, leading lady of last week's show, appeared in a comparatively minor role as one of Newland's embittered ex-wives. Miss Hayes is a versatile actress and an interesting one as well. Her spot on this series should result in some top-notch dramatic roles this fall. **June Bundy.**

Remember Me?

• *Continued from page 10*

also supposedly directed the show.

It's a woman's story, and they live it, but how much better it would be if Miss Carrington could forget all the exposition necessary to radio and develop a potent play, filled with dramatic conflict and visual, not wordy, emotion. Broadway isn't going to like it this way. **Dennis McDonald.**

General Electric

• *Continued from page 10*

before but treated slightly differently.

The story was about a clockmaker whose greediness came close to being his downfall when he stole some diamonds from an unusual clock that had been given to him for repair. After converting the diamonds to money he finds that he isn't the same man, that he maltreats his friends and becomes a usurer. Then, of course, he destroys the clock and gives up his new found wealth to return to his former poor but happy estate.

Too Obvious

The story was well told and well acted, but its point is so obvious and has been repeated so often in various other video scripts, that the viewer must have found himself steadily losing interest as the tale unfolded. Consequently, the suspense was dispelled, and many viewers must have got itchy dial fingers.

Top acting honors were won by Edward Franz who played the clockmaker.

General Electric offered an institutional pitch which was extremely impressive. Narrated by Walter (Red) Barber, the plug showed how GE uses mechanical hands for its atomic experimentation with radium.

Ike Holds Fate

• *Continued from page 1*

current requests for admissions tax exemption.

COMPO met with apparent success in getting co-operation from other amusement organizations. The Mason Bill definitely would have been peppered with amendments seeking similar tax exemption for other amusement segments. Chances are that this would have defeated the bill. Sole amendment offered on the floor to help any other amusement trade was Sen. Pat McCarran's (D., Nev.) proposal to grant admissions tax exemption to niteries. This amendment was defeated.

Whether President Eisenhower will sign the bill into law is uncertain. COMPO is known to be staging a vigorous drive to get the White House nod. If the President sticks to his insistence on avoiding tax reductions for the present so as to seek to balance the budget (this was his chief argument in pushing for a six-month extension of the excess profits tax), he will veto the bill. If he yields to the persuasion of COMPO strategists and Eric Johnston, president of Motion Picture Association of America, he will sign the bill.

Saskatoon Ex Fluffs Off Rain-Hit Opener, Barrels to Records

Attendance Hits All-Time Highs; Grandstand, Midway Biz Top Marks

SASKATOON, Sask., July 25.—Rain washed out the opening day grandstand matinee, forced the cancellation of the kids' day parade and cut deeply into Monday's (21) gate admissions and income. But at the close of business Friday (24), the fifth day of the six-day event, the exhibition not only had regained its early losses but was well on its way to an all-time attendance record.

The strong comeback was made despite high winds and rain that hit between the first and second night grandstand performance Thursday night (25). This weather outburst thinned the second performance crowd somewhat and also sent a substantial number of midway patrons scurrying homeward.

Resked Kids' Day

The kids' program, washed out Monday, was re-scheduled for today, when all kids will be admitted free and will be given a free grandstand performance. Tossing in the kids' days on top of the usual big closing day was expected to turn today into a record-breaking one for performance.

Both Wednesday and Thursday came up with all-time highs for gate admissions for those particular days. Parking on the grounds soared to new all-time highs during the first four days. Figures for that period showed parking 8.6 per cent higher than for the previous peak year.

Despite the loss of Monday's matinee and the dent the high winds, with rain, put into attendance at the second night performance Thursday, total grandstand attendance for the first four days exceeded that for the same period last year.

Record Midway Biz

Race - for - race, pari - mutuel
(Continued on page 59)

RUMOR-KILLER!

Park Ops Tells How He Ended Snake Story

MECHANICSBURG, Pa., July 25.—Roy Richwine, president of Williams Grove Park and Speedway here, has come up with a highly effective way to kill the phony snake rumor that popped up almost simultaneously in Chicago, New England and Maryland and more recently here.

Richwine reprinted as a paid advertisement a story carried by The Billboard July 18 on the phony rumor. He placed the advertisement in 12 newspapers and quickly "licked" the unfounded tale.

In a letter to The Billboard describing his experience, Richwine said the rumor hit here. "And I mean bad! In fact, so bad we had a number of good - sized picnics canceled on account of it."

"For my money, the recent article in The Billboard on the snake story was just what the doctor ordered for parks everywhere. I don't know of a quicker, cheaper or better way to kill the rumor than by reprinting it as an advertisement," Richwine concluded.

North Inks Chinese Act for Big One

COPENHAGEN, Denmark, July 25.—Among the acts signed up by John and Henry Ringling North in Denmark was the very good Chinese melange quintet, Yong Brothers and Sisters, which is playing at Circus Schumann. Act is set to open next season at Madison Square Garden.

CENTENNIAL CLICKS

Ottawa, Ill., Makes Nut, Maybe Profit

OTTAWA, Ill., July 25.—City dads and local businessmen who underwrote the Ottawa Centennial, which ended its seven-day run Sunday (19), are plenty happy. The centennial not only marked the anniversary of the community's founding but drew thousands of people to town, cleared expenses, and, the final figures are lacking, may have made a profit.

The Blue Grass Shows, which provided midway rides and shows six of the seven days, enjoyed a good week's business. The rides and shows grossed an estimated \$11,000. Show, in addition to

rides and shows, operated concessions that were confined to sales.

An estimated 11,000 paid prices ranging from \$1.50 to \$3 to see a pageant-type show presented three nights ending Sunday (19) in an improvised amphitheater that, with seats and bleachers, provided a capacity of 5,800. The revue was produced by the Music Corporation of America, with Marvin Moss in charge. Movie star Pat O'Brien did the narration. Other talent supplied by MCA included Wilson Stone, director; Charles Tate and Margaret Gibson, dancers-choreographers.
(Continued on page 59)

NAAPPB Aids COMPO, Puts Off Own Tax Fight Until '54

Parkmen End Resistance to Movie Group Passage of Mason Bill

NEW YORK, July 25.—A promise of aid was sought and won this week from the National Association of Amusement Parks, Pools and Beaches by the Council of Motion Picture Organizations in its fight for passage of the Mason Bill which would exempt the flicker industry from the 20 per cent excise tax.

Explaining the reversal of the park group's position, to which it

held firm thru Tuesday (21), George A. Hamid, NAAPPB president, said that a successful effort to attach amendments benefiting other facets of the amusement industry would almost certainly serve to defeat the bill, either in the Senate or by Presidential veto, in which case no one would gain. He also said that any tax relief bills passed by this session of Congress would be enacted too late

to help park owners in the present season.

Of equal importance was the promise of COMPO to aid the park group specifically in its efforts to obtain exemption from the federal tax in the next session of Congress. The campaign of the motion picture industry is acknowledged by Washington experts to be one of the greatest ever conducted by any single group, and the feeling among some NAAPPB execs is that COMPO aid is valuable enough to be worth bargaining for.

Hamid said that Harry J. Batt, Ponchartrain Beach, New Orleans, chairman of the legislative committee, and other association leaders approved the dropping of efforts to tack on amendments to the Mason Bill. It is understood that a number of senators had agreed to propose amendments to the Mason Bill favoring the park industry when it came up on the floor of the Senate.

Altho the decision affecting the NAAPPB course is official, there is known to be dissension among the ranks of its members over the action. Many resent the rebuffs from COMPO when the park and other groups sought to combine
(Continued on page 59)

Eastern States Visit Set for Eisenhower

Dancing Waters Spec Set for Tented Display; New Track Nears Completion

SPRINGFIELD, Mass., July 25.—President Eisenhower will attend the Eastern States Exposition on Monday, September 21, to address the assembled governors representing the North Atlantic States, fair manager Jack Reynolds announced this week.

Reynolds, along with other fair executives, will go to Washington next week to work out the details of the President's visit with members of the White House staff. Reynolds said that he hoped the President would be able to participate in some other fair activities, especially youth programs.

With the President's presence promised, space sales virtually complete and a strong entertain-

ment program, Reynolds indicated that only bad weather could keep the event from being highly successful this year.

New Parking Space

Work is progressing on the completion of additional parking space. On big days the event often reaches the saturation point in handling automobiles by early afternoon and the need for additional parking has been pressing for some time.

Other physical improvements nearing completion are the addition of new lighting features and the construction of a new macadamized race track in front of the grandstand. The latter will be used for the first time at the fair. Plans also call for the staging of several race meets thru the outdoor season.

Reynolds said that the spectacle, Dancing Waters, would be presented in a special tent on the midway. The admission has been set at 50 cents for adults and 25 cents for children. The tent, which is being built in Dallas, will be shipped in here to house the water unit coming in from the Canadian National Exhibition, Toronto. After the fair the complete unit will be shipped to Dallas where it will be shown at the Texas State Fair. A grind policy will prevail with showings given as often as crowds of sufficient size can be drawn into the tent.

Reynolds last week viewed one of the units at the Steel Pier, Atlantic City.

Lexi Bronaugh Injured in Fall With Polack

MANKATO, Minn., July 25.—Lexi Bronaugh, aerialist with Polack Bros.' Eastern unit, was hospitalized this week following a fall of 27 feet during her single traps act here Monday (20).

She was being treated for rib, hip and elbow injuries. Billed as Miss Lexi, she also worked with her husband, George, in a high pole act. She is a contestant in the Showmen's League contest for Miss Outdoor Show Business.

The Polack show played to about 6,700 persons at the four shows at Tanley Field during the two-day (20-21) stand.

Donovan Is Legal Adjuster on Beatty

WENATCHEE, Wash., July 25.—Frank Orman, general manager of the Clyde Beatty Circus, has announced the appointment of Fred Donovan as the show's legal adjuster.

Donovan formerly held the post with the Beatty show and also served in the same capacity and as chief of police on Cole Bros.' Circus for several years.

RATED BEST YET

Names, Ballet Spark Al Sheehan Swim Show

MINNEAPOLIS, July 25.—Producer Al Sheehan, like "Ole Man River," keeps rolling along with his "Aqua Follies" and the 1953 edition, which preemed Wednesday night (15) in Theodore Wirth Park pool here as part of the 14th annual Minneapolis Aquatennial, is rated as the best of all even tho the initial performance had a few bugs to be ironed out.

This year, Sheehan brought in such name acts as the Four Step Brothers, dance unit that has proved a big teevie hit; George Prentice, ace Punch and Judy marionetter; Rex Ramer, musical impressionist, and Tato and Julia, South American dance duo, for some sterling on-stage performances.

Names Sparkle

And for the water show such names as Ann Curtis, Vicki Draves and Bruce Harlan, each a 1952 Olympic winner, head up

a top card of water stars.

The 4,500 who attended opening night set an all-time high dating back 14 years when the "Follies" and the "Aquatennial" were debuted. Sheehan has produced the last 12 "Aqua Follies." Run continues here thru Sunday (26) when Sheehan moves the entire cast to Seattle, Wash., for the Sea Fair there. Show this year, he said, costs him about 15 per cent more than a year ago. He wouldn't give actual figures.

Four Numbers

The 2½-hour show is made up of two straight-diving sequences and one crazy diving set-up, three special stage acts, two swimming displays by Miss Curtis and the finale, coupled with a Thearle-Duffield fireworks display.

"Aqua Fashions," first production piece, is patterned after a style show, with the 14-gal dance line and eight posers displaying fashions. Burt Hanson, tenor, Lida Da Valle, soprano, and the Four Singing Aqua Guys furnish the vocals.

The two dozen Aqua Dears took their first turn in the water, dressed in fancy hats and gloves, as well as swim suits, to get their initial big mitting of the show.

Championship diving from the three and five-meter boards followed.
(Continued on page 59)

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IMCA to Name Commissioner For '54 Season

CHICAGO, July 25.—The International Motor Contest Association will appoint a high commissioner for the 1954 race season to adjudicate disputes and make on-the-spot decisions, it was announced at the organization's mid-season meeting here in the Hotel Sherman, Tuesday (21).

R. H. McIntosh, secretary of the Alabama State Fair and president of IMCA, said the directors would begin an immediate search for a prominent man to serve in the newly created role. Appointment of the arbiter will be made at the fall meeting here during the convention of the International Association of Fairs and Exhibitions.

IMCA also announced the association's 10 top drivers in both divisions would be honored at a banquet November 28. Drivers' representatives, to be elected at forthcoming race meets, will meet with the board and race operators at that time in the role of a technical committee.

Attending the all-day session, in addition to McIntosh were Doug Baldwin, secretary, Minnesota State Fair; Lloyd Cunningham, secretary, Iowa State Fair; IMCA Secretary Frank Harris, Davenport, Ia., and race operators Frank and V. M. Winkley, Auto Racing, Inc., and Al Sweeney and Gaylord White, National Speedways, Inc.

Civic Group Fights Boardwalk Tram Cars at Wildwood

WILDWOOD, N. J., July 25.—The Greater Wildwood Civic Betterment Association is circulating petitions asking for a referendum to decide whether the electrically operated tram cars which travel the Boardwalk should be allowed to continue. Association President Anthony Iorio is directing the move to have the vehicles banned.

Presently licensed at \$100 per car, the units are operated by S. B. Ramagosa between the Casino Arcade Park, in the center of town, and Sportland in North Wildwood. Ramagosa owns both spots.

"world's largest manufacturer of amusement rides"



FINANCE PLAN AVAILABLE

- KIDDIE RIDES: SKY FIGHTER • BUGGY RIDE • JEEP RIDE • LITTLE DIPPER • AUTO RIDE • TANK RIDE • MERRY-GO-ROUND • BOAT RIDE.

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ALLAN HERSHELL COMPANY, INC. NORTH TONAWANDA, N.Y.

Talent Topics

Spiller's Seals played Plage Valle, summer resort in Quebec, July 4 and 5, to 5,900 spectators. Mrs. Judy Spiller demonstrated methods of seal training, using an 18-month-old animal, followed by the big act, conducted by Capt. Albert Spiller.

Billy Creedon, former dancer and producer of variety shows, stopped off in New York en route to Montreal. He is now located in Fort Lauderdale, Fla., having purchased a trailer park and restaurant there.

Babe and Lewis Gaskill, single ladder, horizontal bars and trapeze, are currently making the rounds of Canadian fairs for Bob Di Paolo, of KBD Enterprises, Calgary. Duo is set for 11 fairs north of the border after which they will head for Washington to fill several annual dates for the Jerry Ross Agency, Seattle.

Jonie Larabee, of the Los Larabees whip act, complains that they've been kept so busy on the fair and celebration route in Minnesota, that they haven't had time to do any fishing thus far. Acts at the Winona, Minn., Steamboat Days July 10-12 along with the Larabees were the Winlos, cyclists; Roy and Helene, magic; Matt Tuck, foot juggler; Vic Heyde, novelty musician; Adaros, head balancing, and Gene Colin, emcee. Show was booked thru Hal Garven. Clark McDermott and his bear also are playing that territory.

Larry (Bozo the Clown) Valli leaves his home in Los Angeles soon to appear at the Canteloupe Round-Up in Firebaugh, Calif. He is also booked for the Mariposa County Fair, Mariposa, as well as the Tehama County Fair, Red Bluff, and the Farmers' Fair of Riverside County, Hemet. Valli has also been re-signed for the California Midwinter Fair in Imperial, Calif., for its 1954 date.

The Monahans, Bob, Roger and David are back home in Topanga, Calif., after a good winter and spring season with Gran Circo

Americano and have been keeping busy making video appearances for the Bert Levey Office. The trio recently did an acro sequence in an as yet unnamed 3-D motion picture. The Monahans will work Eastern fairs this year for the Klein office and en route will stop off at Evansville to pick up new rigging made for them by Carl Sahlen. The trio recently caught the Polack Circus where they visited with the Ashtons and Schaller Brothers.

King Reynolds, wire act, who appeared recently in Nashville with the Tom Packs Circus has been signed for four additional weeks by that organization.

James King, son of Howard and Mae Fuller, acrobats, is a private in the Army and stationed at Camp Gordon, Ga. James, formerly with his parents in their act, is doing a single in camp shows and recently won top honors in a talent hunt. The trio played the Palace, New York, just prior to James' donning khaki.

Currently on the bill at Olympic Park, Irvington, N. J. are the Rosales Sisters, perch artists; Four Merrills, acrobats; Janet and Paul, aerialists, and Ray Royce, unicyclist. . . Ruby Hunter, star of the "Man In Your Life" TV show, served as a judge for the Rockaways' Playland teen queen beauty contest which was held Saturday (25) at the Queens funspot.

Bert and Corinne Dears, cloud swing and muscle grind, headed back east after playing a carnival date in Kane, Pa., July 13-18 for Klein's Attractions. . . Talent line-up for the Cedar Rapids, Ia., fair includes Jan Risko and Nina, plate spin and juggling; Alcides, trapeze; Reed and Grayson, songs; Stan Kramer and Company, puppets; Bo Bo Barnett, clown car; Lopez Trio, aerial; Shyrettos, cyclists; Excess Baggage, comedy dogs; Joe McKenna, emcee.

Star Dusters, swaypole, opened Monday (20) as the free attraction at Conneaut Lake Park, Pa. Flying Hartzells will follow them in the next week with other acts set including Johnny Welde and his bears, Aerial Milos, George Keller's wild animals, Silver Condors, and Torina and Eric.

Acts lined up for the Sunday (2) "Super Circus" TV show from Chicago includes Al Jansley's poodles; Two Eris, finger stand; Matt Tuck, juggling, and Natal the Monkey Man. Vic Brown has signed Dick Clemens and his wild animals for the following Sunday along with Raylins, acrobatic, and Jimmy Garner and Yvonne, trampoline.

Jay Jaxon, vent and high-still performer, reports that when he played the Annual Steamboat Days Celebration in Winona, Minn., some of the other acts were Little Johnny, Philip Morris's trademark; Vic Hyde, musical act; the Winslows, unicycles; Matt Tuck, foot balancing; the Larabers, whips; Lake Aires Quartet; Great Roy and Helene, escape act; and two emsees, Jene Colin and Ed Viehman. The musical portion of the show was handled by the Malberg ork of Minneapolis.

Polio Scare Exaggerated, Says McCarter

CINCINNATI, July 25. — R. C. McCarter, manager of the Tri-State Fair, Bristol, Va., in a phone call to The Billboard here today assured showmen who may be planning to play that area that the polio situation there isn't nearly so bad as reported by one national news service this week. Local newspapers and TV stations have been warning parents in the area on polio, but there is no quarantine in the Bristol area, as the news service reported, McCarter says. There are at present 60 cases in four counties in the area having a total population of 200,000, McCarter reports, and swimming pools, theaters and other amusement enterprises in the territory are operating as usual. The Tri-State Fair will be held in Bristol August 17-22, with Eddie Young's Sterling Crown Shows on the midway.

Mpls. Water Cele Winds Up Okay Despite Rain

MINNEAPOLIS, July 25.—The 14th annual Minneapolis Aquatennial was winding it up today following 10 days of summer merriment and despite some bad weather breaks still figured to make black-ink entries in its books.

Rain plagued the festival thru part of the week, but the afternoon parade Saturday (18) and night parade Wednesday (22) went off with nary a dew drop falling from the skies. This year the parades were reversed, instead of winding up in Municipal Parade Stadium, as in past years, the big walks started there and ended in the downtown district two and a half miles away.

The "Aqua Follies" in Theodore Wirth Park pool, supervised and produced by Al Sheehan, has been playing to top audiences since its opening July 15. With a 5,000-seat capacity, "Follies" drew 4,500 on the first and second nights, but lost Friday (17) because of rain. The first evening show Saturday (18) had a full house of 5,000 with the mid-night run drawing 4,000. The "Follies" also had sell-outs Sunday thru Wednesday nights (19-22). Sheehan said that thru the Wednesday night show, attendance was 5 per cent off, due to the loss of the Friday night show, but he anticipated picking that up and more thru Sunday night (26), if weather holds.

The WCCO-Radio "Aquatennial" show in Minneapolis Auditorium Saturday night (18) drew 11,000 pew-sitters, with 11,800 capacity. Victor Borge, Georgie Jessel, McGuire Sisters and Lu Anne Simms were brought in for the two-hour radio show at a total talent cost of \$9,000. Gross receipts after federal taxes, according to Larry Haeg, station manager, totaled \$19,500. Production costs and talent ran \$15,000, he said. In the deal with the Aquatennial association, that group is to get the first \$3,000 of net receipts. Show was produced by Bob McKenzie, Ed Viehman and Jack Huston and featured, in addition to names brought in, station talent.

Only big loser for Aquatennial, it appeared Thursday, would be the coronation of the Queen of the Lakes Friday night (24) in Minneapolis Auditorium. Forty candidates vied to succeed Joanne Melberg, 1952 queen. Entertainment included Marguerite Piazza, Metropolitan Opera singer, who was soloist with Minneapolis Symphony Orchestra. Indications were that the public wasn't "buying" the coronation as of Thursday morning. There was some talk of abandoning the special coronation program in the future and combining the selection of a queen with some other phase of the festival.

HOUSE GROUP TO HEAR NAAPPB EXECS JULY 30

NEW YORK, July 25. — A special hearing has been granted the National Association of Amusement Parks, Pools and Beaches by the House Ways and Means Committee for Thursday evening (30). Harry J. Batt, Ponchartrain Beach, New Orleans, chairman of the NAAPPB legislative committee, will present the parkmen's case for relief from the 20 per cent admissions tax to the committee. National headquarters in Chicago yesterday began circularizing the membership asking for their all-out support and suggesting that they contact their own representatives for aid.

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3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5 M... 1.50
Plastic Markers, Red or Green, round or square, 3/4" diameter, M Scalloped Edge, Green only, M, Smaller Size, 5/8" diam., Red or Green Plastics, M... 1.50
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Dog Track Bow Sans Prizes In Windy City

CHICAGO, July 25. — Greyhound racing, produced by Jack Kochman, of thrill show note, bowed here at near-by Raceway Park, Wednesday night (22) sans any gambling or giveaways of merchandise or free passes. The dog racing, which was sandwiched between the regular stock car races, did however, receive much publicity and the attention of the sheriff who attended.

Originally it was planned to give away free auto race admission tickets to holders of winning numbers but this was vetoed by the district attorney. A last-minute announcement to that effect was made at the track just prior to the first event. The stock car oval, one of a half dozen operating in the Chicago area, had an estimated 8,500 in its 9,000-capacity grandstand.

The dog-auto race combination had been previously tried at the 16th Street Speedway, Indianapolis, which is operated by R. W. (Rags) Mitchell.

ROCHESTER UTILITY PLUGS AREA FAIRS

ROCHESTER, N. Y., July 25.—The Rochester Gas and Electric Company is plugging locality fairs via their customer booklet, which is distributed every two months, with utility billings.

The booklet's back page is used to boost vicinity annuals via a message that reads, "What's the County Fair got that makes us leave that comfortable TV chair and the screen so jam-packed with million-dollar entertainment? Perhaps until TV and the movies can be wired for flavor and smell, for the unplanned sound effects of the midway, the feeling of warm summer sunshine, nothing will take the place of that exciting, adventuresome experience, 'going to the fair'."

The messages further advise readers to "Tack this schedule on your kitchen wall and don't let anyone in your family miss your County Fair this year."

The fairs then listed are the Ontario County Fair, Canandaigua, August 4-8; Allegany County, Angelica, August 5-8; Monroe County, Rochester, August 18-22, and the Wayne County Fair, Palmyra, August 25-29.

Big Program For Annual O. Clay Week

UHRICHSVILLE, O., July 25. —Happy Powellson's Happy Attractions will have the exclusive on rides and concessions in the city park here during National Clay Week, August 3-8, and Kline's Attractions will supply free acts for a clay workers' picnic on closing day, it was announced this week by George Gibbens, publicity man. Also lined up for the event are a wrestling show and Joie Chitwood's auto thrill show, to be seen in the high school stadium.

The fourth annual celebration, under the general chairmanship of Jess Dempster, of the local Chamber of Commerce, brings to Uhrichsville, "the clay center of the world," workers in that industry from all over Central Ohio. During the week a "Miss Clay" will be selected from one of the area's 14 clay working plants. There will also be entertainment by the 105-piece band from Massillon (O.) High School.

Detroit Fair Seeks Sub For AAA Races

DETROIT, July 25.—Michigan State Fair this week announced it was seeking bids for the operation of a 250-mile stock car race on its final day to replace the originally scheduled midget and AAA big car speed events.

As a result of the fair's July 4 big car meet, which drew a meager 6,000 and was shortened due to adverse track conditions, the American Automobile Association has dropped the fairgrounds oval from its sanction list. The Independence Day event was halted at the 50-mile mark due to the dust, was then resumed after the track was sprinkled, only to be halted later with the driver leading at the halfway point being declared the winner.

The fair this week announced signing 14 acts for its night grandstand show. Talent will include Nelson's Pigs; King Reynolds, high wire; Florinda, pedestal unicycle; Ullaine Malloy, trapeze; Juggling Jewels, Terrell Jacobs' wild animals, the Mansfields, Zacchini Cannon Act, Sky Princess; Great Telesco, sway pole, and five clowns. Acts were booked thru the Val Campbell Agency.

S. Carolina Amends Frozen Dessert Law

COLUMBIA, S. C., July 25.—The South Carolina Legislature has amended the State's frozen dessert law to require all frozen dessert manufacturers to register with the South Carolina Department of Agriculture and obtain a license. There is no charge for the license.

The law states that a manufacturer is anyone making frozen desserts or anyone buying a mix and freezing it for sale. Frozen desserts covered by the law are ice cream, frozen custard, milk sherbet, ice or ice sherbets and ice milk. According to J. Roy Jones, commissioner of agriculture, every stand, drive-in, truck operator, etc., that buys a mix and freezes it into a produce for sale must obtain a license.

Crabbe Unit Bows In Brooklyn

NEW YORK, July 25. — The Triple-A Ranch Rodeo opened yesterday (24) for a three-day stand at Dexter Park, Brooklyn. The show features Buster Crabbe and contestants participating for \$5,000 in prize money.

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Alabama Am.: Fayette, Ala. Alamo Expo.: Cherryvale, Kan. American Beauty: (Fair) Kahoka, Mo., 27-31; (Fair) Oskaloosa, Ia., 3-8. A-1 Amusements: Coal City, Ill. Amusement Co. of American: Sheboygan, Wis. A. M. P.: Jennerstown, Pa. Anderson Am. Co.: Delta, O.; Holland 7-9. Badger State: Henderson, Minn.; Waseca 4-9. Baker United: Clinton, Ind.; Delphia 3-8. Bechtel, Lee: (Fourth & Cutter) Cincinnati, O.; (Liberty & John) Cincinnati Aug. 4-9. Beam's Attrs.: Martinville, Va.; Danville 3-8. Bee's Old Reliable: Columbia, Ky.; Shelbyville 3-8. Belle City: (Lake Front) Milwaukee, Wis. Bernard & Barry: Theiford Mines, Que., Can.; St. Hyacinthe 3-6; Waterloo 7-9. B. & H.: Turberville, S. C. Big State: (Fair) Nicodemus, Kan., 27-31; (Fair) Smith Center 3-8. Blue Grass: Paris, Ill. Blue Ribbon: (Fair) Portage, Wis., 30-Aug. 2. Blue Valley: Cainville, Mo.; Gilman City 3-8. Big Four Am.: (Chicago Ave. & Crawford) Chicago, 29-Aug. 9. Bogle, F. C.: (Fair) Phillipsburg, Kan.; (Fair) Oberlin 3-6; (Fair) Cambridge, Neb., 7-9. Boone Valley: Tabor, Ia., 28-29; Treynor 30-Aug. 1; (Fair) Jefferson 3-8. Brash Bros.: Walworth, Wis.; Sheboygan 3-8. Brewer's United: Sulphur Springs, Tex.; (Fair) Atlanta 3-8. Brodbeck & Schrader: Wellington, Kan. Brown & Wallace: Florence, S. C.; Sumter 3-8. Buck, O. C.-Model: Plattsburg, N. Y.; Massena 3-8. Burdick's Greater: Waelder, Tex. Burke, Harry: Okdale, La. Burkhardt: (Fair) LaHarpe, Ill.; (Fair) Mt. Sterling 3-8. Byers Bros.: Winsted, Minn., 31-Aug. 1. Capital City: Muldraugh, Ky. Carpenter Bros.: Bloomville, O.; Liberty Center 3-8. Casey, E. J.: (Fair) Roblin, Man., Can., 28-29; McCreary 30; St. Vital 31-Aug. 1; Kirkfield Park 3-8. Callett Greater: Corder, Mo., 30-Aug. 1. Cavalcade of Amusements: Waterloo, Ia. Central States: (Fair) Wood River, Neb., 27-29; Trenton 30-Aug. 2; (Fair) Hastings 3-8. Cetlin & Wilson: North Tonawanda, N. Y. Cherokee Am. Co.: Lincoln, Kan.; Cottonwood Falls 3-8. Coleman Bros.: Gloversville, N. Y. Collins, Wm. T., No. 1: (Fair) Thief River Falls, Minn. Collins, Wm. T., No. 2: St. Louis Park, Minn., 28-30; Crystal 31-Aug. 2; Gaylord 3-9. Crafts Expo.: (Fair) Antioch, Calif., 29-Aug. 2. Crafts 20 Big: San Diego, Calif., 27-Aug. 9. Croan Road: Barryton, Mich. Cumberland Valley: Murfreesboro, Tenn.; (Fair) Alexandria 3-8. Continental: Tupper Lake, N. Y. Dan-Louis: Oakland City, Ind.; Huntington 3-8. Dobson's United: White Bear Lake, Minn., 30-Aug. 2. Drago, No. 1: (Fair) Flora, Ind.; (Fair) Rochester 3-8. Drago, No. 2: Mulberry, Ind. Drew, James H.: (Fair) Nappanee, Ind.; (Fair) Valparaiso 3-8. Dumont: Falls Church, Va.; Orange 5-8. Dyer's Greater: Wenona, Ill.; Manchester, Ia., 4-7. Eddie's Expo.: Knox, Pa.; Monessen 3-8. Empire State: Smithville, Tenn. Emshoff: Middleton, Ill., 31-Aug. 2. Evans United: Axtell, Kan., 30-Aug. 1; Clyde 6-8. Fairway: Beach, N. D., 28-29. Ferris, Carl D.: Elkland, Pa.; (Fair) Towanda 3-8. Festival of Fun: Grayling, Mich. Fleming, Mad Cody: Lawrenceville, Ga. F. & M. Am.: Joliet, Ill. Frame's: Mamacolin, Pa. Franklin, Don, No. 1: (Fair) Breckenridge, Minn., 29-Aug. 2. Franklin, Don, No. 2: Mathis, Tex. Gayland: St. Paul, Alta. Can. Garden State: Trenton, N. J. G. & B.: Elizabeth, W. Va.; Belpre, O. 3-8. Gem City: (Fair) Brownstown, Ill.; Belleville 3-8. Gentsch, J. A.: Holly Springs, Miss., Amory 3-8. Georgia Am. Co.: Toccoa, Ga. Gladstone Expo.: (Fair) Central City, Ky.; Morganfield 3-8. Gold Band: Chetek, Wis., 28-Aug. 2. Gold Medal: Urbana, Ill. Gooding Am. Co., No. 1: (Fair) Washington, C. H. O. Gooding Am. Co., No. 2: (Fair) Franklin, Ind. Gooding Am. Co., No. 3: Huntington, Ind. Gooding Am. Co., No. 4: Butler, Pa. Gooding Am. Co., No. 5: (Fair) Rushville, Ind. Gooding Am. Co., No. 6: (Fair) Mount Vernon, O. Gooding Am. Co., No. 7: Euclid, O. Gooding Am. Co., No. 8: Cleveland, O. Gooding Am. Co., No. 9: Parma, O. Gopher State: Two Harbor, Minn., 30-Aug. 1; (Fair) Nevis 11-13. Goree, C. A.: Blue Hill, Neb. Grand American: (Fair) Allison, Ia.; (Fair) Maquoketa 5-9. Great Sulton: (Fair) Fulton, Mo.; (Fair) Prairie Home 3-8. Greater Dixieland: Mount Pleasant, Ia.; Vinton 3-6; Trass 7-8. Hale's: Newton, Ia., 30-Aug. 1; Savannah, Mo., 5-9. Hames, Bill: McKinney, Tex. Hammond, Bob: Hico, Tex.; Covington 3-8. Hannum, Morris: Feltonville (Chester), Pa.; (Fair) Hughesville 3-8. Happy Attrs.: Woodsfield, O., 28-31; (Fair) Bucyrus 4-8. Happyland: Wayne, Mich.; (Fair) Imlay Harrison Greater: Easton, Md. Hartsock Bros.: Browning, Mo., 31-Aug. 2; Albia, Ia., 6-7. Helman United: Farmersville, La.; Sterlington 3-8. Hiawatha: Reynolds Corner, Toledo, O.; Genoa 3-8.

Circus Routes Send to 2160 Patterson St. Cincinnati 22, O. British Africa Zoo: North Bay, Ont., Can., 29; Huntsville 30; Parry Sound 31; Gran-ehurast Aug. 1; Orillia 2. Cole & Walters: Halliday, N. D., 30. Diano Bros.: Lebanon, O., 29; Chillicothe Aug. 1. Gould, Jay: Williamsburg, Ia., 29-30; Knox City, Mo., 31-Aug. 2; Clarence 3-4; Litchfield, Ill., 6-8. Hagen Bros.: Massillon, O., 28; Shelby 29; Gallon 30; Upper Sandusky 31; Napoleon Aug. 1; Angola, Ind., 3; Kendallville 4; Sturgis 5; Mishawaka 7. Hunt Bros.: Bristol, R. I., 28; Palmouth, Mass., 29; Hyannis 30; Harwich 31; Orleans Aug. 1; Plymouth 2; Georgetown, R. I., 4; Fulman, Conn., 5; Rockville 6; Avon 7; Winsted 8. Kelly-Miller: Owosso, Mich., 27; Saint John 28; Greenville 29; Big Rapids 30; Mount Pleasant 31; Midland Aug. 1; Gladwin 2; Cadillac 3; Traverse City 4; Petoskey 5; Gaylord 6; Alpena 7; Rogers City 8. King Bros. & Cristiani: Truro, N. S., Can., 28; Moncton, N. B., 29; St. John 30; Calais, Me., 31; Belfast Aug. 1; Bath 3; Portsmouth, N. H., 4; Gloucester, Mass., 5; Fitchburg 6; Worcester 7-8. Mills Bros.: Orchard Park, N. Y., 28; Westfield 29; Girard, Pa., 30; Geneva, O., 31; Garfield Heights Aug. 1; Postoria 3; Marion 4; Troy 5; Connersville, Ind., 6; Columbus 7; Indianapolis 8. Packs, Tom: Williamsport, Pa., 29; (Forbes Field) Pittsburgh 30-Aug. 1; Johnstown 3; (Stadium) Cleveland, O., 4-5; (Stadium) Paterson, N. J., 7-8. Polack Bros.: Eastern (Stadium) Bloomington, Ill., 28-29; Peoria 31-Aug. 1; (Stadium) Clinton, Ia., 5-6; (Ball Park) Quincy, Ill., 8-10. Polack Bros.: Western: (Stadium) Salinas 31-Aug. 1; (Univ. Stadium) Reno, Nev., 5-8. Ringling Bros. & Barnum & Bailey: Marcomb, Ill., 28; Moline 29; Rockford 30; Racine, Wis., 31; Onkosh Aug. 1; Manitowoc 2; Milwaukee 3-4; Madison 5; LaCrosse 6; Rochester, Minn., 7; St. Paul 8. Rogers Bros.: Longmont, Colo., 30. Strong's: Ammon, Idaho, 28; Shelby 29; Inkom 30; Thyke 31; Pocahontas Aug. 1-3; Malad 4; Garland 5; Preston 6; Clifton 7; Franklin 8. Van Bros.: Florida, N. Y.; Spring Glen 31; Monticello Aug. 1. Wallace & Clark: Leader, Sask., Can., 1.

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Good Weather Gives Collins Matching Biz

Turnouts in Minn., N. D. Bigger Than '52 But Spending is Off

DEVIL'S LAKE, Minn., July 25.—Good weather which set in three weeks ago for the William T. Collins Shows has enabled the Minneapolis-based unit to register good business.

Still-dating here this week, the show's ride and show grosses have been above level with '52. Clear weather prevailed, the some nights, particularly Wednesday (23) when the mercury dropped to 48 degrees, were cold.

Last week the Collins aggregation pre-dated the fair in Grand Rapids and bagged okay business. The previous week at the four-day fair at Fessenden, N. D., business was up to '52.

Turnouts have been bigger than last year—"substantially bigger," Owner Collins points out. Lower per capita spending, however, has held gross business over the past three weeks to about even with '52.

The unit carries 12 rides and eight shows. Of the latter, Charlie Renton's Snake Show has been grabbing top money, with the office-owned Side Show, managed by Gene Kight, the second biggest money-getter.

From here until the first of October the show is set to play fairs every week but one. Next week the show will play the Thief River, Minn., Fair.

The No. 2 Collins unit, which has been playing celebrations in Minnesota on a two-a-week schedule, like the No. 1 unit, has been getting good weather and matching business for the past three weeks.

Serfass Lists Tampa Club Fall Plans

TAMPA, Fla., July 25.—Lloyd D. Serfass, president, is currently making elaborate plans for fall club activities. One of the highlights will be a barbecue which will be held in conjunction with the dedication of another new building that is being added this summer. New walks and other changes, planned by the house committee this spring, are also now being made.

The club also has the largest individual blood bank of any club in Florida. Over 100 pints of blood are being held in reserve. The hospitalization plan also has been finalized, making the Tampa Showman's Association the first showmen's organization to have such a plan.

Plans are also being made to hold the running of the Greater Tampa Showman's Sweepstake at Sunshine Park in January.

The Showman's Rest, which was completed in the spring, will receive stones shortly. Carl Sedlmayr Jr., chairman of the cemetery, is chairman of the cemetery. (Continued on page 54)

WHEEL-BORNE MARINES TOOT

VALLEJO, Calif., July 25.—The U. S. Marine Corps scored another first here Friday (18) at the Solano County Fair, by loading a band aboard twin Ferris Wheels and entertaining fair patrons with a 25-minute concert.

The musical aggregation, from Treasure Island Marine Base, were loaded four to a seat by Roger Warren, manager of Crafts Exposition Shows, and their conductor stood on the ground between the wheels to lead them thru several numbers. Then, as the wheels revolved the band played.



HAZEL MADDOX is the entry of the Royal American Shows in the contest to pick Miss Outdoor Show Business of 1953, sponsored by the Showmen's League of America.

Hyped Line-Up Produces \$\$ For Baker Org

NOBLESVILLE, Ind., July 25.—Baker United Shows, fortified with increased earning power in the form of rides and concessions, is running sharply ahead of its '52 grosses, according to E. D. (Ernie) Allen, manager.

Show received its share of bad weather in April and May but weathered the inclemency in good shape. Biggest week of the season was the July 4 celebration at Linton, Ind., where the line-up included 12 rides, 4 shows and upwards of 85 concessions. This was the third straight year for the show at Linton and while there it was contracted for two more years with provisions for another two years following the '55 celebration.

Indiana fairs at Franklin and Sullivan were both winners, Allen said. The Sullivan annual, a new one, failed to live up to expectations but planned improvements for next year are expected to help the midway gross.

With the exception of one week, the entire still date and early spring route for next year has been set, Allen said. Shows' route this year is little changed from the past 10 years and org is continuing its policy of strong kiddie promotions and a free front gate.

Tom L. Baker has turned most of the administrative work over to Allen, but is assisting him part-time in publicity and general agent chores.

STRATES REPORTS:

Rail Costs, Taxes Eat Up Grosses

ENDICOTT, N. Y., July 25.—Hefty railroad transportation costs and the bite of the federal excise tax have nibbled away at grosses that might otherwise have been described as satisfactory for the James E. Strates Shows.

While business for his organization has probably been as good as it has for most other organizations, Owner Strates admitted that earnings were a little short of expectations in some instances despite a recent run of good weather.

With railroad costs averaging around \$3,300 for each move and the federal government collecting 20 per cent of the total admissions thru the gate and to shows and rides, the cream of the operation was gone, Strates said.

Endicott Good

The business here was good thru the week and the prospects for a big windup tonight are excellent. Several weeks ago the show caught a big one at the promotional date staged in Stamford, Conn., but once again, Strates said, the cost of moving his 40-car train in and out for an engage-

Marks Returns to Helm as Lewis Ends Purchase Deal

Lewis Relinquishes Marks Unit in D. C. After Rocky Still-Date Season

NEW YORK, July 25.—John H. Marks resumed operating control of the Marks Shows this week after Art Lewis dissolved a pact to buy the old-line carnival company, it was reliably reported.

Marks, long anxious to retire from active participation in the business, sold the unit to Lewis, with payments to be made over a period of years, last winter. Lewis wintered and booked the show and toured it thru some 17 weeks of still dates before exiting from the operating picture this week in Washington, only two weeks before the show was scheduled to enter its fair season—the most lucrative part of any show's route.

Lewis is reported en route to Miami, where he makes his home. Marks returned to his Richmond home from Washington. He will reportedly rejoin the show next week. Neither of the principals could be reached by phone.

The move appears to end abruptly Lewis' re-entry into the

management end of the business. After an absence from the field dating back to before the war, Lewis joined the James E. Strates Shows as a business manager last year.

Lewis, who first operated a truck show, later went on rails and toured eastern territory in that fashion until he decided to abandon the road in favor of business interests in Miami.

The still-date season has been reported rough as Lewis toured the show thru the Pennsylvania anthracite coal region where mass vacations and layoffs were encountered frequently. The tour continued, however, with no apparent crises. The equipment was maintained in good order by Lewis and payments estimated at some \$40,000 are believed to have been made to Marks.

Leaves the Gravy

Since the gravy, if any, would come from fairs, show personnel this week was puzzled as to why

Lewis would exit from the picture just prior to the fair season, and especially in view of the strong opening in Washington on Thursday night (23) after the scheduled Wednesday (22) preem was washed out.

The show has a strong fair route, a virtual facsimile of dates played successfully and profitably by Marks for many years. There is little doubt but what Marks will manage the show thru the fair season.

Marks made frequent trips to the show thruout the season and was not out of touch with its operation so that again taking over the helm should pose few problems. The effective date for Marks taking over the show is believed to be the end of the Washington run.

Vermont Dates Work Out Okay For Vivona

MONTPELIER, Vt., July 25.—Vivona Bros. Shows report satisfactory business in their first appearances in Vermont. Last week at Bellows Falls business was reported good, but short of being big. A sweltering closing Saturday (18) held the kiddie matinee turnout down to a few hundred as the moppets took to the lakes.

Business started off good here with grosses on the first two days, Monday and Tuesday (20-21), reported better than average. A Ladies' Night promotion helped to build up the take.

Tommy Carson has done well with the front end while Mickey and Happy Hawkins are winning top grosses with their bingo. Pop and Mom Garrett's cookhouse is doing well.

Home Lease Ready for NSA Signing

NEW YORK, July 25.—The signing of a lease by the National Showmen's Association which will result in the acquisition of new quarters on W. 56th Street Near Eighth Avenue appeared imminent this week.

The lease was reported studied by Max Hoffman, general counsel, and returned to headquarters. It needs only the signature of George A. Hamid, president emeritus, and Max Tubis, committee chairman, to end the association's long search for new quarters.

It is estimated that about three weeks will be needed for renovation work.

GOOD PARKING BOLSTERS C&W

SHARON, Pa., July 25.—Long acknowledged as indispensable, good parking got an analytical treatment last week at New Castle, Pa., where the Cettin & Wilson Shows were playing. The sponsoring firemen ran the parking and kept a count. The totals averaged out to 2,000 cars per show night. With a bare minimum of two persons per car, and with the average probably running at least to three, C&W had a good week.

Ample parking is again available here this week and the firemen are handling the cars, even tho the date is sponsored by the Veterans of Foreign Wars.

Gold Medal Holds To Profit as It Goes Into Long Fair Route

Faces 16 Straight Annuals After Breaking Even on Still-Date Business

WATSEKA, Ill., July 25.—Johnny Denton's Gold Medal Shows, here this week in a still date-breather between their many fairs, have been on the road since April 6, during which time the aggregation has notched up money-winning business despite a run of bad weather and some recent losses caused by winds.

The profit margin for the show up to three weeks ago, when it went into its first fair, was not large—but there was a profit. And, in view of the early bad weather breaks, Denton considers himself extremely fortunate to have been able to go into his fairs without a deficit from early season operations.

Winds, Fire Hit

Of the two early fairs, Peoria and Fairfield, Ill., Peoria yielded by far the best grosses. At both, however, the show and its con-

cessions suffered losses by either wind or fire. At Peoria on the closing day, by which time the show had wrapped up a nice gross, winds of tornado-like proportions struck, ripping canvas and bowling over concessions, some rides and equipment. At Fairfield, fire destroyed some concession equipment.

By the time the show arrived here, most of the damage scars had been removed. The local engagement did not warrant setting up all of the many rides carried by the show, and a battery of rides were dispatched to Fisher, Ill., where they worked a two-day event during the show's still date here.

All of the equipment will be brought together under the Gold Medal banner next week at Champaign, Ill., where the show will resume its fair route. At Champaign, Denton said he would have 16 rides and 11 shows. At his late Southern fairs he plans to bring his ride strength up to 20 units, Denton declared here.

To Play Three in Iowa

Following the Champaign date, (Continued on page 54)

14 Fairs Get Weiss Bingos

MIAMI BEACH, July 25.—Ben Weiss, bingo operator, this week announced the completion of plans for the playing of 14 fairs beginning August 8 at the Midletown, N. Y., event.

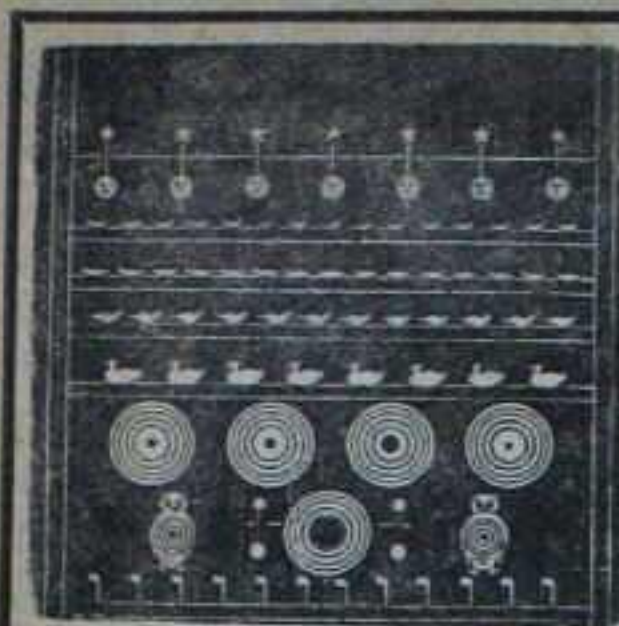
Other fairs on the Weiss route include Center Hall, Pa.; Roncerverte, W. Va.; Flemington, N. J.; Lehighton, Pa.; Timonium, Md.; York, Pa.; Reading, Pa.; Allentown, Pa.; Trenton, N. J.; Bloomsburg, Pa.; Spartanburg, S. C.; Macon, Ga., and Orangeburg, S. C.

As in the past the family operation will be aided by Bennie's wife, Martha and son, Jackie. Martha has recovered from a recent operation and is expected that she will again handle a unit. Jackie, tho still in the Marines, is nearing the end of his hitch.

Weiss predicted a good season and said that his stock inventory has been built up with this in mind. The route is virtually the same that he has played for the past several years with the exception of the addition of Timonium, a Labor Day spot.

Western Inks Wash. Fair

LYNDEN, Wash., July 25.—Western Shows, owned and operated by Mel Cook and Frank Kirsch, has been signed to provide the midway attractions at the Northwest District Fair here August 20-22. Org is currently carrying six rides, an athletic show and five baby elephants plus concessions.



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C. D. MURRAY, MGR.

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Milan, Michigan, week of July 27, 1953.

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WANT FOR SOUTH-WESTERN FIREMEN'S CONVENTION AT
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Will book all Concessions that work for stock.
All Fairs till September 30th.
WATERLOO, N. Y., FAIR
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5 MORE TO FOLLOW

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HAROLD L. MASTERS, Show Secretary

RAY SANFORD SR., Asst. Mgr.

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Wheel Foreman, Merry-Go-Round Foreman, Octopus Foreman; salary all you are worth. Ride Superintendent, top salary; Second Men for all rides. Want Concession: of all kinds.

Canal Winchester, Ohio, July 29-30-31, August 1, Annual Street Fair; Commercial Point, Ohio, July 30-31, August 1, Annual Homecoming; West LaFayette, Ohio, August 4-8, Annual Homecoming.

NOLAN AMUSEMENT CO.

GRAND AMERICAN SHOWS

WANT FOR JACKSON COUNTY FAIR, MAQUOKETA, IOWA, AUGUST 5-9
ALL FAIRS THRU AUGUST AND SEPTEMBER

WANT: Glass or Fun House, Side Show, Girl Show, Snake, any Grind Show with own equipment, Joe Richardson, contact. Shows will get money on our fairs! 25% to office.
WANT: Concessions—Novelties, Ball Games, Glass Pitch, Scales, Ducks, Age, any Hanky Pank that works for stock. No Count Stores on this show. Buttons, come on! Will book Bingo for September. Want Cook House, Ice Cream, Snow Cone.
WANT: Wheel Foreman, Ride Help who drive. Utah Jones, come on! Will book or buy No. 5 Wheel.

Butler Co. Fair, Allison, Iowa, now.

Wire **L. O. WEAVER, Mgr.**

TENNESSEE VALLEY AMUSEMENTS

3 FAIRS—WANTS FOR—9 FAIRS

Lebanon, Tenn., Colored Fair week Aug. 17; Gallatin, Tenn., Colored Fair, week Aug. 24. "Oldest Colored Fair in America."
CONCESSIONS—Flashy Bingo, Long or Short Range Gallery, Penny Pitch, Balloon Darts, 6 Cats, Jewelry, Ball Game, Buckets, Set Spindle, Guess Your Age and Weight, Custard.
SHOWS—Girl, Minstrel, 10-In-1 Show or any Grind Show, Book Merry-Go-Round, Octopus, Roll-A-Plane. Agents for Photos, P. C. Write or Wire, Kingston, Tenn.

Theodore Meadows, Owner-Mgr.; Charlie Croy, Bus. Mgr.

WANTED

French Fries, Custard, Taffy, Fish Pond, Hoop-La, Strings, Ice Cream, High Striker, Bumper, Photos, Derby, Wheelman and other useful Ride Men, must drive. Slim Welch, come on. Pat Conlon, contact Ted Kelly, care Show. Solid route of Fairs, see last week's Billboard. No drinks or baby dolls or pyxies.

IDEAL RIDES

As Per Route or Carlyle, Illinois, this week.

C&W Reports 33% Hike in Still-Date Gross Earnings Over 1952

Good Weather Gets Credit for Increase;
Show Execs Predict Top Fair Season

SHARON, Pa., July 25.—A notable 33 per cent increase in still-date grosses was reported here this week by Jack Wilson, a partner with Issy Cetlin in the operation of the Cetlin & Wilson Shows.

Wilson said that the increase in earnings over last year would send the shows to its fairs in the best shape in several years. The prospects for fairs are regarded as excellent and, in view of this and barring a bad break in the weather, indications are that the Cetlin & Wilson organization will go into the barn this fall a big winner.

Principal reason for the increase in gross earnings has to do with the weather. While other shows plying the East were belted by rain thru nearly all of their early dates, the Cetlin & Wilson Shows has blown only one night to the elements. While Wilson has credited the behavior of the weather with the show's success, he also recognizes the potent earning power of his back end, which, he says, is shaping up as perhaps the strongest ever brought to fairs by his organization.

Add New Side Show

Bolstering the show line-up beginning this week is Walter Wamous' Side Show, a 200-foot long display of show front lavishly embossed with neon. The Raynell units are at full strength and ready for the string of annuals. A new marquee has been completed.

The refurbishing of the show, following the tornado which de-

molished a number of units at the Sedalia (Mo.) Fair a year ago, has continued on the road thru this season, Wilson said. The damage has been erased completely and a number of units have gained from that catastrophe in that they have been rebuilt bigger and better.

Wilson said that he and his partner were confident of good earnings at fairs. It is possible, he said, that the fair season may prove to be the best in the history of the shows. The increases registered thruout the still-date season, together with reports on local economic conditions received from fair managements, indicate that the possibility of record earnings definitely exists, Wilson added.

Help Constant

The help situation has continued good for the shows, Wilson said, with morale high, a prime indication of a good season. Good business has resulted in more opportunities, a magnet for attracting personnel.

Altho the stand here is located seven miles from the heart of the city and rain interrupted the Wednesday (22) showing—the first bad break of the season—business has been good and the prospects of a big finish today are excellent.

Last week at New Castle, Pa., the show got in a good week. The Friday night attendance was stimulated by a lavish display of fireworks donated to the sponsoring firemen by Tony Vitale, pyro supplier for many Eastern fairs.

Me. Dates Pay Off For World of Mirth

Bergen Unit Preps for Annuals, Looks
For Top Dollar Earnings at Fall Events

LEWISTON, Me., July 25.—As expected, Maine has been okay for Frank Bergen's World of Mirth Shows. Now in its third week, the show has packaged pretty good grosses at each of the spots played, altho the earnings last week at Rumford were under expectations. It was reasoned that the excessive heat and the proximity of beaches cut into the Rumford potential despite the fact that employment in the area is at a record high.

At Portland, the kick-off spot, business was good, with the totals about on a par with last year. Here, this week, the crowds and spending were holding up well, tho interrupted by rain on one night. A solid matinee on Wednesday (22) gave the gross a hefty

push. Today's business should send the total up.

The show has been enjoying good weather in recent weeks, a switch from the early season belting by rain. Bergen said that weather appeared to be the principal need for fair business. The fairs, he said, should be very good if the weather doesn't interfere.

The show heads into its first fair at Bangor, Me., after a stand at Augusta, Me., next week. The fair at Presque Isle, Me., will follow Bangor and then the show jumps into Canada for the Central Canada Exhibition at Ottawa.

Special features for fairs are now being added. A herd of three elephants has been booked for Ottawa, where they will be used in the street parade and as a free midway attraction.

Gillen's Water Show, which will feature eight girls in a chorus, in addition to specialty performers, including clowns, is ready for operation. A new front and equipment have been provided. Work on Fred Keating's Illusion Show, which will preem next week, is nearing completion.

Show activity currently centers around painting, building and refurbishing, Bergen said, with all big jobs scheduled for completion prior to the Ottawa event.

Ottawa Space Tight

Bergen predicted that the added units would make for a tight squeeze at Ottawa, but said that problem could be solved by the relocation of a number of events. The show has long filled the allotted midway space and it will take juggling to get more in.

Bernard (Bucky) Allen, concession manager, has all of his units in top shape for the start of the fair season. The tremendous amount of stock used at the Canadian event is awaiting the show's arrival in Ottawa.

The trimming of some units for the still date trek proved to be a judicious move in view of the considerable inclement weather encountered during the early weeks. Bergen has tightened up the still date operation during the past couple of years in order to minimize losses caused by bad breaks.

King Reid, owner of the shows bearing his name, was a visitor on several occasions. The Reid Shows are also in Maine, having just returned from a lengthy Canadian tour.

The show heads into its fairs at Ionia, Mich., after a stand next week at North Tonawanda, N. Y.

Altho the show has played a number of towns in the Western section of Pennsylvania, the competition of television has been present everywhere. The mountainous regions are getting reception thru relay towers and the attraction of at-home entertainment is present there as almost everywhere else. However, Wilson reported, it appeared to have little, if any, effect on the show's business.

WANTED

Side Show Acts, Sword Swallower, Fire Eater, Magician to MC Show. John Stykes, wire me at once. Smokey Joe, wire also. One more good Freak to Feature. Ticket Sellers and wives to Bally. Wire

L. B. Malott Side Show

GOODING AMUSEMENT CO.
Mt. Vernon, Ohio

ALL IOWA FAIR

AUGUST 16-23

CEDAR RAPIDS, IOWA
LONG SEASON OF FAIRS—CLOSING
AT DE FUNIAK SPRINGS, ILL.

Can place Concessions of all kinds. Especially Want Scales, Age, Custard, Novelties, Photos, Long Range Gallery. Can place Monkey Show and Snake Show.

AL WAGNER, Mgr.
Cavalcade of Amusements
Waterloo, Iowa, This Week.

CONNEAUT, OHIO, SESQUICENTENNIAL

ON THE STREETS, AUGUST 3-8

Want Concessions—Can use all Hanky Panks except Coke Bottle and Duck Pond. Need good Novelty Men, Age and Weight, Custard. (Ex on Novelty and Custard only.) Provisions for trucks and trailers, with lights, water and toilets, \$2.00 a week. All replies to

GEO. LOCKHART
Centennial Headquarters, Conneaut, O.

NOW BOOKING

Concessions of all types for the big one, Centennial Celebration (downtown, on the streets), Centralia, Ill., Aug. 23-29.

GEM CITY SHOWS
PER ROUTE

Thank You

JAMES (JIMMIE) RAY
Wrestler, now in the motion picture field, for your Buick Roadmaster purchase.

JOHNNY CANOLE

Canole Buick
Monaca, Pa. Phone 2506
Allonsa, Pa. Phone 9347

CAN PLACE

Capable Spitfire Foreman for State Fair route. Good proposition. Other Side Foreman, top wages. All replies:

SAM GOLDSTEIN
Majestic Greater Shows
Indianapolis, Ind.

WANTED

Pony Ride, also any other Kiddie Ride or Major Ride which does not conflict. All Celebrations and Fairs to follow. Ontonagon, Mich., this week; Ithaca Park Falls, Wis.

Sherbeck Amuse. Co.

WANTED

SCALE AND AGE AGENTS
For following Fairs: Ionia, Mich.; Sedalia, Mo.; Indianapolis, Ind.; Richmond, Va.; Reading, Pa.; and Ronceverte, W. Va.

Contact **A. Hymes**
c/o Western Union or General Delivery
Post Office, Harrington, Delaware.

MACK HOUSE

Will buy your Fairs. Wire lowest price, dates, state where. J. C. Admire,

RAY WILLIAMS SHOWS
HILLMAN HOTEL
BIRMINGHAM, ALABAMA, NOW

Virginia Beach Wants

Foreman for Ferris Wheel and Airplane. Top wages if you answer at once. Joe Hedgpeth, call me.

HARRY ALLEN
Western Union or call
Virginia Beach 614W11.

Midway Confab

Donald (Nip) Harris, of the Royal Midwest Shows, suffered severe head injuries in a 14-foot fall early last week while aiding in putting up the Octopus ride on the show grounds at Cleves, O.

Victor Palmer wires that he's still with Vivona Bros.' Shows, contrary to rumors that have been making the rounds. . . . **Bunny Venus**, dancer, has her Girl Show on Indiana fairs after a string of celebration dates in Pennsylvania, West Virginia and Kentucky. . . . **Myrtle Card** is reported on the mend in Tullahoma, Tenn., after seven weeks' illness.

Andy Hanson, manager of the All-Iowa Fair, Cedar Rapids, visited with **Al Wagner**, owner of the Cavalcade of Amusements, when the rail org was laid down at Dubuque, Ia.

C. V. Mack has joined Page Bros.' Shows as general manager and legal adjuster, replacing **George Whitehead** who recently left. **William Turner Jr.**, counter man for **Curley Setliff's** bingo, left recently for a short visit home before the fair season gets under way. **Shorty Baker** has added a dart game to his string of concessions on the Page front end and **Colan Leonard** has framed a new pea oo' concession. **Mrs. Colan Leonard** left recently for a short visit home but will rejoin soon. **Mr. and Mrs. Jack Stone** came on recently with their jewelry stand.

Vincent Kuropatwa, of Crafts Exposition Shows, recently raised \$34.25 for the Regular Associated Troupers at a benefit held Monday (20). **Mrs. Ballard**, also of the show, donated \$10 to the club's building fund.

Orrie Carver, formerly with John R. Ward's World Fair Shows, has joined **Shan Bros.' Shows** as caller on **Cantrell's Bingo**.

Berni Miller, formerly with Ruben & Cherry Shows, was in Denver recently where he renewed acquaintances with some of his friends who had been on the show with him. Included were **Mr. and Mrs. Arnold**, (Shovels) **Berman**, **Benny Jacobs** and **Morris Galosky**.

The **Marcks Miniature Circus** was used in connection with the Albany Calif. Folk Dance Festival, July 11. The group used circus as its theme and used both the model show, and **Owner Marcks**; collection of lithos thru-out the auditorium. . . . **Vernon and Mae Barnes**, of Barry, Ill., received a letter from **Frank Ciplina**, who is in Korea. **Frank** was formerly with **Midway of Mirth Shows**. **Mr. and Mrs. Glen Osborn** announced that their daughter, **Evelyn Morris**, gave birth to a son on July 19.

A recent stand at East Grand Falls, Minn., was good for the **William T. Collins Shows**. Altho a still date, everyone got money.

Ray Sanford, assistant manager of **Desbro Shows**, was recently married to **Rosabelle White**, of Gowanda, N. Y. Show personnel threw a party for them. **Mrs. Sanford** will operate their concessions. . . . **Jack Synrex**, former scenic artist with **Royal American Shows**, is now assistant Legion Commander, State of Kentucky. He will take active partnership control as advertising manager of the newly created **Bethel Displays, Inc.**, Louisville. . . . **M. L. (Bill) Sullivan**, limping around the Gold Medal Show lot with a split shin bone, says thanks to his friends for their wires, letters and cards while he was hospitalized. . . . **Gem City Shows** are doing good business, according to reports from **Albert R. Petka**, scale and age

concessionaire. . . . **Kathy Hobbs**, granddaughter of **W. E. Hobbs**, owner of **B. & H. Amusements**, celebrated her second birthday recently. Guests at the party included **Mary C. Counter**, **Katy and Eddy Bailey**, **Billy Stuber**, **Linda and Glen Collins**, **Dail Edwards**, **Mrs. Virginia Counter**, **Mrs. Kitty Bailey**, **Mrs. Abbie Shumaker**, **Mr. and Mrs. Sandy Sears**, **Ted and Don Ramsey**, **Mr. and Mrs. Andy Davison**; **Mrs. Annie Green** and daughter, **Ruby**; **Mr. and Mrs. Red Myres**, **Ralph Fulmer**, **Mr. and Mrs. Tex Dowdy**, **W. E. Hobbs**, **Mr. and Mrs. James Anderson**, **Mr. and Mrs. Micky Vagil**, **Gus the Greek**, **Fred Owen** and **Betty Edwards**.

Mr. and Mrs. Louis J. Hall recently purchased a 28-foot Glider from **Girard Iglesias**, of **Nelson's Trailer Park**, Philadelphia. **Florence Welsh** has joined the Halls. . . . **Lee Erdman**, veteran showman, is still in the county hospital in Tampa. He would like to hear from friends. . . . When the **Royal Midwest Shows** moved into **Williamsport, Ind.**, July 6, **Bill Harris** was missing. He turned up next day with a bride, **Rosine Simon**, daughter of **Milt Leyman**, of **Findlay, O.** They were married July 7.

Claude Bently, Side Show manager with the 20th Century Shows, was confined to St. Joseph Hospital during the org's recent stand at **Mankato, Minn.** He's now back with the show. . . . **Swazette** recently renewed acquaintances on the **Ringling show** when it played **St. Catherine, Ont.** . . . **Mary and Joe Stevens**, concessionaires on the **Royal United Shows**, recently bought a house trailer to replace one that was wrecked in a storm at **Paynesville, Minn.**

Larry Schaff cards from **Mobile, Ala.**, that he recently rejoined **Frank Peppers' Alabama Amusements at Reform, Ala.** **Schaff**, who was with **Paul's Amusement Company** early this season, called on **Walter B Fox** while on a business trip to **Mobile** and was accompanied by **Peppers**, who was en route to **Florida**. Another recent visitor with **Fox** was **James Cephus**, circus boss canvasman, who was headed for **Northern New York** to join **Von Bros.' Circus**.

Col. H. G. Coffey, carnival and circus veteran, and his party of four caught a recent showing of "Silas Green From New Orleans" at **Christiansburg, Va.**, reporting a full house and good performance. . . . **Bobbie Jewell Johnson**, pen store agent with the **Mighty Page Shows**, was sent to **Duke Hospital, Durham, N. C.**, recently for treatment of spasms of the throat. The attack occurred while the show was playing **Galax, Va.** She would like to hear from friends.

After the recent close of **San Diego County Fair, Del Mar, Calif.**, **Bill and Rose Wilhoit**, who put in their fifth year as ice cream concessionaires there, drove their trailer coach to **Estero Beach, near Ensenada, Mex.**, for a few days of fishing. . . . **Harold Clippard**, for many years with the **United Exposition Shows**, has returned to his home in **Baton Rouge, La.**, after nine days of treatment of a coronary spasmodic artery in a **Hammond, La.**, hospital followed by three weeks of rest and treatment in **Little Rock**. His wife, **Betsy**, reports his condition much improved.

Mr. and Mrs. Glen Wyble, owners of the **Hiawatha Shows**, observed a wedding anniversary when the show played **Whitehouse, O.**, recently. The show remained closed for the entire day and members staged a chicken barbecue and party for the owners, reports **Mrs. George Saas**.

M. G. Stokes, veteran office secretary for the **Blue Grass Shows**, who this year was out with **Royal Crown Shows**, is scheduled to rejoin the **Groscurth org** at the **Paris, Ill.**, Fair this week. . . . **C. S. Anstead** has returned to **Groves Greater Shows** after a year's absence and is busy getting the show ready to reopen at **Jennings, La.**, August 3. **Org** has been off the road for several weeks due to floods in **Louisiana**.

When **Boone Valley Shows** (Continued on page 52)

NOTICE

JOHN H. MARKS SHOWS UNDER PERSONAL MANAGEMENT OF JOHN H. MARKS Paul W. Lane, Ass't Mgr.

DUE TO REORGANIZING OUR MIDWAY, we can place the following for our circuit of Southern Fairs, ending first week of November.

SHOWS—Any Show of merit. With or without equipment or transportation. Unborn, Motor Drome, Glass House or any Show in keeping with the standards of our Midway. Those with us previously, let us hear from you.

CONCESSIONS—Legitimate merchandising Concessions of all kinds. Long and Short Range Galleries, Fish Pond, Ball Game, Photo, Pitch Till You Win, Strictly American Palmistry, etc.

RIDES—Octopus, Rolloplane, Dark Ride, Spitfire, Tilt-a-Whirl or any other Ride not conflicting.

RIDE HELP—Openings for Ride Foremen and Second Men. Previous employees contact us, Top Salaries.

Experienced Tower and Searchlight Man. Experienced Billposter who can drive. **JACK EDWARDS**, contact us. Show Painter for balance of season. Talkers, Grinders, useful and reliable Carnival Help in all departments.

Address all replies: **JOHN H. MARKS, Continental Hotel, Washington, D. C., this week; Harrisonburg, Va., to follow.**

PRELL'S

BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

<p>WANT—NAZARETH, PA., TO FOLLOW Aug. 3-8</p> <p>CONCESSIONS Eat-Drink Stands, Hanky Panks, Novelties, Age-Scales, Photo, Custard, Pan, Rat Game, P. C., American Mitt Camp, Derby Racer.</p> <p>SHOWS Fat Show, Midget, Illusion, Unborn, Austin Wants Girls and Talkers, Anna Blatche Wants Trumpet, Sax, Trombone, Piano; Singer, male or female; Four Chorus Girls, Tap Dancers, Comic. Salary sure.</p> <p>RIDES Octopus, Rocket, Scooter, Dark Ride, Glass and Fun House, all kinds of Ride Help, Semi Drivers preferred.</p>	<p>BEDFORD, PA.—WANT Aug. 10-15</p>
<p>All answer: SAM E. PRELL, Harrington, Del.</p>	

WEST COAST

EXPOSITION SHOWS

500 Clement San Francisco, Calif.

Space still available for the Best Fairs in the West. Multnomah County Fair, Gresham, Oregon; Santa Clara County Fair, San Jose, Calif.; Kern County Fair, Bakersfield, Calif.

<p>WANT SHOWS—Class House, Platform Shows, Grind Shows.</p> <p>RIDES with own transportation—Whip, Looper or any other Major Ride not conflicting with what we have.</p> <p>CONCESSIONS—Photo Gallery, Stock Wheels or any Concession working for stock. Opening for Frozen Custard and Ice Cream.</p> <p>We have the best route in the West, Corvallis, July 27 to</p>	<p>Aug. 2; Albany, Aug. 3 to Aug. 9; Columbia County Fair, St. Helens, Aug. 12 to 15; Multnomah County Fair, Gresham, Aug. 17 to 23; all Oregon. Siskiyou County Fair, Yreka, Calif., Aug. 28 to 30; Pear Festival, Medford, Oregon, Sept. 1 to 6; Inter-Mountain Fair of Shasta County, Sept. 7 to 12; Anderson, Calif., Santa Clara County Fair, San Jose, Calif., Sept. 14 to 20; Madera District Fair, Madera, Calif., Sept. 24 to 27; Kern County Fair, Bakersfield, Sept. 28 to Oct. 4; Big Armistice Celebration, 10 Big Days, Porterville, Calif.</p>
--	---

Contact HARRY MYERS, Manager, as per route

MAD CODY FLEMING

SOME BIGGER • NONE BETTER

Atlanta, Ga., on the Streets Downtown, Colored Elks' National Convention, Aug. 20 to 29

THIS WILL BE THE BIGGEST RIDE AND CONCESSION SPOT IN GEORGIA
MAD CODY FLEMING HAS EXCLUSIVE CONTRACT

WANT Several Rides, 10 Cent Stock Concessions, Eating Stands, Sale and Novelty Stands. This spot will keep you out of the Tomato Fields this winter. I also have 12 Fairs starting Aug. 20. Another Big Promotion will follow.

FOR SALE this Carnival, Best Equipped in the Country for sale this Fall account I have bought the Little Skipper Fishing Resort at Yankeetown, Florida. Look this show over. No Promoters, Operators who knows the business can win it in one year.

ACCOUNT DRAFT Want General Foreman, Electrician, Mechanic. Must know your stuff, be sober and drive Semis.

MAD CODY FLEMING, Lawrenceville, Ga., this week

MUNROE BROS.' SIDE SHOW WANTS

Neat looking Half and Half. Have good route of Fairs, you work in all of them. Fair Usher, get in touch with us at once. Bob Burns, can use you. Any Half and Half who wants to make a lot of \$ and can stand prosperity. **WIRE ME AT ONCE.**

WM. PREACHER MUNROE
c/o L. J. HETH SHOW,
Beeville, Ind., week of July 27 to 31, then as per route.

MOTOR STATE SHOWS

WANT WANT WANT

LUCAS COUNTY FAIR, MAUMEE, TOLEDO, OHIO, AUG. 4-9, AND BALANCE OF SEASON. ALL FAIRS AND CELEBRATIONS.

Few more Hanky Panks. One or two Shows. **HELP**—Wheel Foreman, Second Men who drive. Long season south. All replies c/o Libbey Glass Co., Ash St., Toledo, Ohio, until Aug. 2; Argos, Ind., follows Maumee. Second unit plays Allen County Fair, Ft. Wayne, Ind.

JOE FREDERICK, Mgr.

Want Frozen Custard

Can place **FROZEN CUSTARD** for the following Illinois Fairs: Cambridge, Aug. 11 to 15; Sheffield, Aug. 18 to 21; Princeton, Aug. 24 to 28; Henry, Sept. 1 to 4; Depeu, Sept. 5 to 7; Sandwich, Sept. 9 to 13. Address: **E. H. BUNTING, P. O. Box 203, La Grange, Ill.**

SHEBOYGAN CENTENNIAL, AUGUST 7 thru 16

WANT—Concessions: Photos, Novelties, Concessions that work for stock.

SHOWS: Two (2) Clean Shows. Emil's Miniature Saw-Mill, can use you. Two Major Rides, Octopus, Tilt or others.

BRASCH BROS.' SHOWS
Walworth, Wisconsin, this week; Sheboygan, Wisc., next week.

HANKY PANKS

WE HAVE THE GREATEST NAME IN HANKY PANKS

59 of the best money makers
SEND FOR OUR CATALOG

RAY OAKES & SONS
7731 OGDEN AVE., LYONS, ILL.
Day Phone: Lyons 3-4321
Nite Phone: Brookfield 8860

MORRIS HANNUM SHOWS

Lycoming County Fair, Hughesville, Penn., August 3-8; Joie Chitwood-Ward Beam's Auto Daredevils—Harness Racing and Big Grandstand Show.

ALL BONA FIDE FAIRS FROM NOW ON. WE HOLD FENCE TO FENCE CONTRACTS ON GAMES AT ALL OUR FAIRS INCLUDING INDIANA AND EBENSBURG, PENN.

WANT: RIDES—Will book any Flat Ride except Tilt and Caterpillar. Will place small unit with some shows and Kiddy Rides for Indiana and Ebsenburg. Small deposit required.

SHOWS—Due to disappointment, will turn complete new Side Show over to capable people. Telephone at once and come on. Do not answer unless you are available immediately. Want Motordrome, or will book Riders for office drome. Want Wild Life, Snakes, Arcade, Monkeys, Mechanical. Girls—Girls—Girls—if you have a wagon or panel front show, can place you immediately for our route of proven girl show spots, including Kutztown Fair, greatest girl

show date in Pennsylvania. Have some show tents available for bona fide showmen with something to put in them.

CONCESSIONS—Age and Weight, Novelties, Photos, Jewelry, French Fries, Fish and Duck Ponds, Glass Pitch, Pitch-Till-You-Win, Short Range. Want Show Cookhouse catering to show-folks. We have an open midway but will not book too many. Selling space now for Indiana and Ebsenburg fairs. A few exclusives still available, including Glass Pitches for these dates.

HELP—Experienced Ride Men on all rides, including Wheels, Tilt and Caterpillar. Drivers preferred. Don't write, come on.

Show now playing Feltonville (Chester) Penn., then Hughesville, Penn., Fair, August 3-8. All replies this week only to Morris Hannum, 934 Murdoch Road, Philadelphia, Penn. Telephone Phila. Chestnut Hill 7-8176, then Hughesville, Penn., Fairgrounds.

T. J. TIDWELL SHOWS

Want for following: Salina, Kansas, July 27 thru August 2; Fairbury, Neb., Fair August 4 thru 8; Norton, Kansas, Fair, August 10 thru 15; Osborne, Kansas, Fair, August 17 thru 22; Stockton, Kansas, Fair, August 24 thru 29; also Farmington and Portales, New Mexico, Fairs. Out till the middle of November.

Concessions: Photo and Hanky Panks of all kinds. Agents for well-framed Six Cat and Bucket Store.

Ride Help for Dipper and Octopus. Yawger, Schwartz and Sparkman, come on. Shows: Have top and front

for organized Girl Show. Can place good show people in all departments. Already have plenty of Pitchers, need some Catchers—no Short-Stops needed.

All answer per route.

T. J. TIDWELL, Mgr.

L. J. HETH Shows

ALL FAIRS TILL NOVEMBER 8. NO STILL DATES

WANT—Organized Girl Show, must have 3 or more Girls. This is exclusive on Girl Shows. We have complete outfit, wagon type front with dressing rooms. You must furnish your own sound sets. We have 16 more Fairs.

WANT—Man to operate Glass House built on semi trailer, must be able to drive same.

WANT—Foreman for Twin Ferris Wheels, top salary to sober, Reliable Man. Can place other Ride Help who are licensed semi-trailers drivers.

Will Book Boat Ride and Rock-o-Plane.

CONCESSIONS—Arcade, Custard, Short Range, Glass Pitch and other Hanky Panks.

ALL REPLIES

FAIR—BOONVILLE, INDIANA, NOW; NEXT WEEK: (FAIR) HARRISBURG, ILLINOIS

CENTRAL STATES SHOWS

(BUSINESS IS GOOD)

Want Custard, Derby, Knife Rack, Live Ducks, Gold Fish Bowl, Pitchmen or any Hanky Panks not conflicting.

SHOWS: Midget, Fun House, Snake, Mechanical, Iron Lung, Dog Show (Johnson, wire), Unborn or any show of merit not conflicting.

Can Place capable ride men.

W. W. MOSER, Mgr.

Wood River, Nebr., Fair, July 27-29; Trenton, Nebr., Pow Wow, July 30-Aug. 2; then Hastings, Nebr., Fair; Nebraska's Big Rodeo at Burwell, Nebr.; then split weeks, Seward, Nebr., and Deshler, Nebr., Fairs. Also Central Kansas Free Fair, Abilene, Kansas; Franklin, Nebr., Fair; Hoisington, Kansas, Labor Day; Herrington, Kansas, Tri-County Fair; Pawhuska, Okla., Fair, etc.

MONTE YOUNG SHOWS

CAN USE FOR BALANCE OF SEASON
SHOWS OF MERIT—NO GIRL OR DOPE SHOWS

Have all bona fide Fairs and Celebrations for balance of season through Idaho and Utah. Closing Utah State Fair, Sept. 12 thru 23. Over 300,000 attendance last year.

THIS SHOW CARRIES 11 RIDES, 35 CONCESSIONS. SPLENDID OPPORTUNITY FOR FAST STEPPING SHOWS. (MILO ANTHONY, ART SPENCER, CONTACT) CAN ALWAYS USE EXPERIENCED RIDE HELP.

ANSWER PER ROUTE OR WRITE: BOX 73, Provo, Utah

STOCK TICKETS	
One Roll\$ 1.50
Five Rolls 4.50
Ten Rolls 6.50
100 Rolls 40.00
ROLLS 3,000 EACH	
Double Coupons
Double Prices
No C.O.D. Orders
Size: Single Tkt., 1x2

We Manufacture
TICKETS
of every description
Wheel tickets carried in stock for immediate shipment.
THE TOLEDO TICKET CO.
Toledo 12, Ohio

SPECIAL PRINTED	
Cash With Order Prices	
2,000\$ 6.90
4,000 7.80
6,000 8.70
8,000 9.60
10,000 10.50
20,000 15.50
50,000 33.00
100,000 123.00
500,000 250.00
1,000,000 250.00

FOR SALE

CHEAP FOR CASH
M-T Stream Line Train

Complete, in first-class condition, with lots of extras, original paint job. Factory price \$3,175.00 F.O.B. Indiana. My price \$1,500.00 if sold at once. Can be seen here. All replies to

JOHN B. DAVIS

Long Beach Resort, Panama City, Fla.

WANT TO BUY

Complete Walk-In Bingo for cash. Wire, write or phone

MORT MESSIAS

3520 S.W. 3rd. Av., Miami, Fla. Phone 3-0136

Midway Confab

Continued from page 51.

played Dubuque, Ia., recently, Mr. and Mrs. Don Fowler, six cat operators, were entertained by Don's mother at a picnic. Among the guests were Mr. and Mrs. Lloyed Whitney, Mr. and Mrs. Ben Messinbrink, Clem Smith and Mr. and Mrs. Ed Franks . . . Bob and Mary Munsford are back with Wolfe Amusement Company with their concessions. Ray Farmer also came on to help them. Other recent Wolfe arrivals include Dave Faneman and Dick McSpadden.

M. R. (Spot) Mason, who is now operating a permanent amusement spot at Moline, Ill., recently bought a new Merry-Go-Round to add to his line-up of six rides. Mason also is building a new canteen on the grounds.

A shower was held for Mrs. Irene Healey Wednesday (15) on the Vivona Bros.' Shows. The belated event, sponsored by Marie Vivona, was held under the office awning. Mrs. Healey and her new baby received a raft of gifts. Attending were Marie Vivona, Vicki Perrillo, Julia Holt, Josephine Masiello, Ann Delwiler, Dorothy Dempsey, Effie Thomson, Mary Mallard, Ruby Latham, Monica Barres, Mrs. Charles Garretti, Rhea Carson, Pearly Mae Roberts, Helen Johnson, Mickey Hawkins, Ann Wilkens, Peggy Wilson, Betty Hendrix, Chris Lamoir, Florence Gerard, Ma Garrett, Evelyn Finley, Suzanne Bullock, Jesse French, Mary Cash, Jonnie Moore, Jerry Delawter, Betty Baggett, Tootie Hendrix and Angie Vivona.

Pete and Lil Norman, concessionaires with the Happyland Shows, have left to play the Muncie, Ind., fair.

Flynn-Dean Ink 10-Year Fun Zone Pact at Mass. Fair

TOPSFIELD, Mass., July 25.—Topsfield Fair here has awarded a 10-year midway contract to Jack Flynn and Gene Dean, it was announced by Pau' Corson, fair manager. Flynn and Dean, veteran midway operators at Salisbury Beach and several other New England fairs, have had the pact here for the past two years. Previous to '51 the fair had operated, an independent fun zone.

In return for the 10-year pact, Flynn and Dean have guaranteed extensive improvements in the amusement area, including re-surfacing the grounds, the addition of lighting, colorful arches and cut-outs, clean food stands and high standard games and attractions.

Gold Medal Gets Concord

CONCORD, N. C., July 25.—Gold Medal Shows was awarded the midway contract for Cabarrus County Agricultural Fair here, September 7-12, it was announced this week.

Ben Braunstein signed for Gold Medal. Representing the fair at the signing were E. F. Brown, L. D. Coltrane, J. Lee White, and Pete Gravely, of the Chamber of Commerce.

Hold Last Rites For Jess Nathan

KANSAS CITY, Mo., July 25.—Funeral services were held here Wednesday (22) for Mrs. Jess K. Nathan, past president of the Ladies' Auxiliary of the Heart of America Showman's Club, who died Sunday (19) in Hopkins, Mo. She is survived by her husband, Charles, and a son, James. Burial was in Mount Moriah Cemetery here.

WANTED

Foreman for Skooter, must understand care of motors and able to handle men. Salary no object. Also Capable Rocket Foreman, salary \$55.00 weekly. Foreman for Tilt and Looper. Want Capable Operator for Motordrome, have complete outfit or will book. Want Working Men and Canvasmen. Will place Little Dipper, Sky Ride, Dark Ride and Pony Ride. Fairs start August 15.

AL WAGNER, Mgr.

Cavalcade of Amusements Waterloo, Iowa, This Week

LEW WEINSTIEN WANTS

Bingo Counter Help and Relief Caller.

The couple who worked for me at Stoneboro Fair last year contact.

Care of

Eddie's Expo Shows Knox, Pa., This Week Monessen, Pa., Aug. 3-8

CAPABLE AGENTS WANTED

All six day action picnics and fairs. Pitch-Till-U-Win, Water Games, Milk Bottles, Coke Bottles, Punk Rack, Pop-Em-In. Also Pan and Cigarette Game Agents. Opening Aug. 3. Will be in Cornelius, N. C., July 30.

GEORGE BEARDSLEY
Care General Delivery or Western Union.

JIMMIE CHAVANNE and GEO. McALLEN

WANTS FOR BALANCE OF FAIR SEASON

One Feature Freak to Feature, Fire Eater, Magic Inside Lecturer, Girl for Blade Box, Bally Girls, No Mitt Camp or Annex.

WORLD OF TO-DAY SHOWS

St. Cloud, Minn., 'Til July 31 Wadena, Minn., to Follow.

FOR SALE

G.M. Diesel Light Plant

125 K.V.A. Twin Motors, mounted on perfect 24' semi. Used 32 weeks on unit. Priced at half its worth. Contact

GEORGE HARMS
Maryland Hotel, Annapolis, Md.

WANTED

First-class Wheel Foreman, also Kiddie Ride Foreman; Man for erecting stands. Open for legitimate Concessions and Agents.

D. VAN BILLIARD

Preston, Md., 'Til July 27; Fruitland, Md., July 30-Aug. 8; Greensboro, Md., Aug. 10-15.

RIDES WANTED

Merry-Go-Round, Ferris Wheel and Kiddie Rides for 5th Annual Labor Day Celebration, Sunday, September 6, thru Monday, September 7, 1953, at Effingham, Illinois.

M. C. WIEDMAN

Secretary, Lions' Club, Effingham, Ill.

WANT AGENTS

For Buckets, Swinger, Six Cats, Hoop-La. Wire or come on.

LOUIS A. BELL

c/o W. G. Wade Shows, Muncie, Ind., this week; c/o Thomas Joyland Shows, Scottsburg, Ind., following.

PIN STORE

and BLOWER AGENTS

Want one Agent for Pin Store and one for Blower . . . join in Boonville, N. Y. Fair next week. 8 Fairs and 2 still dates. Contact

JOE MARINO or BILL STOREY

c/o Coleman Bros.' Shows Gloversville, N. Y.

MACK HOGE WANTS

FOR MARION GREATER SHOWS

Skills and Count Store Agents, other help. Man to Up and Down. Concessions who can drive truck. Blackie Krim and Whittle Ham contact.

Dillon, S. C., week of July 27.

Huff's Greater Shows

Want Rides, Shows and Concessions for Wayne Co. Fair, Corydon, Iowa, July 29 to Aug. 2; then Annual Celebration at Parnall, Mo., Aug. 6-7-8. Contact

RAY HUFFT, Mgr.

WANTED

Flat Rides for Canandaigua, New York, Fair, August 4 to 8. Have Wheel, Jenny and Chairplane.

AVERY WHELOCK

287 Armstrong Rd., Syracuse, N. Y. Phone 8-6062

WANTED

Circus Acts doing more than one. Family Acts, Concession People that drive, Assistant Boss Canvasmen, Working Men that drive, Stockmen, Cookhouse Help, Billposters that drive, J. C. Goddard, answer, Can place Single Elephant Act. This show out all winter in South Florida, N. Y., Thursday; Spring Glen, N. Y., Friday; Monticello, N. Y., Sat. VON BROS.' CIRCUS

GLADSTONE EXPO SHOWS

MORGANFIELD, KY., AUG. 3-8, SOLDIERS' PAY DAY

Russellville, Ky., Aug. 10-15, Fair; New Castle, Ky., 17-22, Fair; Hodgenville, Ky., Aug. 24-29, Fair; Benton, Ky., Aug. 31-Sept. 5, Fair; Centerville, Tenn., Sept. 7-12, Fair; Savannah, Tenn., Sept. 14-19, Fair, and 6 Mississippi Delta Fairs.

CONCESSIONS: Want Hanky Pank Concessions of all kinds. Reasonable privilege. Ball Games, Basketball, Short Range, Hoopla, Derby, Bumper, String, Hats, etc.

SHOWS: Want Shows, Glass or Fun House, Sideshow, Monkey, etc.

RIDES: Can place 1 more Major Ride, Octopus, Chair, Fly-O-Plane, Caterpillar, Spitfire. Ride Help, come on.

John Williams and Al Herman want Hanky Pank Agents. Floyd Aldrich wants Agents for Shiv Rack. Girls for Girl Show. Wire, no phone calls.

F. POOLE, Owner **JACK OLIVER, Bus. Mgr.**
Central City, Ky., Fair all this week.

LAGRANGE COUNTY CORN SCHOOL, LAGRANGE, INDIANA, AUG. 4 TO 8

One of the oldest and largest street fairs in the nation
CAN PLACE FOR THIS EVENT:
RIDES — CONCESSIONS — SHOWS

Games, outright selling privileges, as well as Eats and Drinks. Glass House, Wild Life, Walk-Thru, Lung, Freak Animal, Tropical, Sea, etc. Any non-conflicting ride of merit.

NOW BOOKING FOR THE TWO FOLLOWING FAIRS

CASS COUNTY FAIR CASSOPOLIS, MICH., AUGUST 10-15 An Old Time Outstanding County Fair	LA PORTE COUNTY FAIR LA PORTE, IND., AUG. 17-23 A Renowned Gem for Years and Years
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ACT AT ONCE! **W.G. WADE SHOWS** **WIRE OR PHONE!**

Fairgrounds, Muncie, Indiana. Phone in secretary's office or W. G. Wade or D. Wade, Roberts Hotel, night and morning.

GEORGIA'S CLEANEST GEORGIA'S OWN

GEORGIA AMUSEMENT COMPANY

Will book Legitimate Concessions of all kind, here are the following Concessions I do not have at present, Water Games, Coke Bottles, String-Game, Heart Pitch, Bowling Alley, Hoop-La, Cig. Pitch, Short and Long Range Galleries, Cig. Shooting Gallery, Milk Cans, Balloon Darts, Huckly Buck, all Hanky Panks, \$26.00; Punk Rack open. Will sell Ex on Bingo for \$51.00; sell Ex on Custard, Scales & Age, \$31.00 each; Buckets and Six Cats are open, \$51.00 each. Can use two neat Mitt Camps; no children.

Shows will book any Show except Girl Show. Will book Motor Drome and Funhouse Toccoa, Ga., this week; then in the Peach and Tobacco and Cotton belt. Concessions, I know my Georgia, I have lived here 48 years, have had this show six years. No, I AM NOT A JOHNNY COME LATELY, AND I HAVEN'T PLAYED ONE BLANK THIS SEASON. Will pay \$5000 cash for late model Eight-Tub Octopus within radius of 500 miles. Must be in first-class shape, no junk wanted. If you misrepresent you must pay my expenses both ways.

H. H. SCOTT, Toccoa, Ga.
No phone calls

THE MIGHTY GEM CITY SHOWS

WANTED TO JOIN FRIDAY, JULY 31, OR SATURDAY, AUGUST 1, AT ST. CLAIR COUNTY FAIR, BELLEVILLE, ILLINOIS

RIDES: Any Major Ride not conflicting with Twin Ferris Wheels, Merry-Go-Round, Tilt-A-Whirl, Comet, Screw Ball, Dipper and Scooter. Especially want Dark Ride.

SHOWS: Will book Glass House, Funhouse, Grind and Bally Shows.

HELP: Side Show People of all kinds. Talkers. Ticket Sellers.

Girls for Girl Shows. General Ride Help.

CONCESSIONS: Will book Prize-Every-Time Concessions of all types. Glass Pitches, Eating Stands, Shake-Ups, Duck Pitches of all kinds, all Center Concessions. Will give "Ex" on Custard, Novelties, Hat Stands and Derby Racers. Also Jewelry and Show Cookhouse open.

DICK BEST **THOMPSON (TWO HEADED COW) OR ANY FREAK ANIMAL SHOW. CONTACT**

Belleville, Ill., Followed By Ozark Empire Fair, Springfield, Mo., Aug. 14-21; then the Big One—Centennial Celebration, Centralia, Ill., Downtown, on the Streets, Aug. 23-29.

Contact: **THOMAS D. HICKEY** or **DON GRECO** at Fairgrounds, Brownstown (Fair), Illinois. Until July 30; then Belleville, Ill.

Buff Hottle Shows

Want for Eastern Illinois District Fair, Danville, Ill., Aug. 2-7, with Lincoln, Ill., and Terre Haute, Ind., to follow. Plus solid route of Fairs until Nov. 15.

CONCESSIONS: Hanky Panks of all kinds. Long Range, Short Range, Coke Bottles, String Games, etc.

SHOWS: Any Show with own outfit not conflicting. Especially Monkey, Snake, Glass and Fun House. Will book for Committee Money.

RIDES: Will book Coaster and Rock-O-Plane for Danville. Can use good, sober Ride Help, must drive Semis.

Ray Johnson who did work at the Capital, 7th & Pine, St. Louis, contact me immediately about your truck. All replies:

BUFF BOTTLE, Mgr., Plaza Hotel, Danville, Ill.

WORLD OF PLEASURE SHOWS
MICHIGAN'S FINEST MIDWAY

Want for the following bona fide Fairs: **HALE, MICH., July 29 thru August 1; FOWLERVILLE, August 4 thru 9; BAY CITY, August 10 thru 16; SANDUSKY, August 17 thru 22; MT. PLEASANT, August 24 thru 29, and a good route to follow.**

HANKY PANKS of all kinds; must stand Michigan inspection. Root Beer, Ice Cream, Custard, French Fries open. Get in on this proven route.

ATTENTION ALL CONCESSIONERS AND SHOWMEN

BARTON, VERMONT, FAIR this year will be like the good old days. ALL SPACE REDUCED TO REASONABLE PRICE. DATE CHANGED TO AUGUST 19-20-21-22-23 to catch summer people and includes Sunday, with a complete midway operation and an estimated 15,000 Sunday crowd. Completely independent midway, fence to fence. Will book all types of Concessions, Hanky Panks, Wheels, Count Stores, Mitt Camps, etc. Want Shows of all kinds, good Girl Show spot. We will protect Concessions and Shows. We will not overbook same kind. Want good Bingo, very good Bingo spot. Write or wire now for choice space to

Paul La Cross
LA CROSS AMUSEMENTS
158 LAKE STREET Telephone 1-585 ST. ALBANS, VT.

AMERICA'S MIGHTY MIDWAY

Royal Crown Shows
50 SHOWS 50
HUGE CARLOADS OF FUN

WANT FOR ELKHART COUNTY FAIR, GOSHEN, INDIANA, AUG. 2 THRU 8, WITH KANKAKEE COUNTY FAIR, KANKAKEE, ILLINOIS, AUG. 10 TO 15, AND FOR BALANCE OF SEASON.

CONCESSIONS Cookhouse, one that will cater to show people; Grab, Pronto Pups, Foot Long, Age & Scales, Arcade, Auction and any kind of prize-every-time Concession. (Paul Miller, contact.)

RIDES Can place Two Major Rides such as Dark Ride, Flyoplane, Rockoplane, Scooter or Rolloplane.

SHOWS Circus Side Show with own equipment or any kind of Grind Show with own equipment that is in keeping with our show. Want Manager for Snake Show, Glass House and Fun House. Best of equipment for one who can produce.

All answers to **DOLLY YOUNG, Mgr., Royal Crown Shows, Goshen, Indiana**
P. S.: Mr. Bill Tucker will be on Goshen, Indiana, Fair Grounds from Monday, July 27.

GOLD BOND SHOWS

WANT WANT WANT

For Following Fairs: Proctor-Duluth, Minn., Aug. 5-9; Hibbing, Minn., Aug. 12-16; Grand Rapids, Minn., Aug. 19-23; Preston, Minn., Aug. 26-30; Plymouth, Wis., Sept. 3-7; Friendship, Wis., Sept. 9-13; THEN SOUTH.

CONCESSIONS: Hanky Pank Concessions of all kinds. Long Range, Small Cookhouse, Jewelry Sales, Jewelry Spindle, Pitch-Till-You-Win, Fish Bowl, Ball Games, Novelties, Scales and Age. Also Six Cats and Buckets (For Stock.) Must have Hanky Panks.

SHOWS: Want Small Drome, Monkey, Illusion, Snake, Wild Life, Mechanical.

HELP: Ride Help who drive, come on.

Will Book Neat Pony Track.

All Replies By Wire Only: **MICKEY STARK, Mgr.**
(Legion Celebration) July 28-Aug. 2.

HILL'S GREATER SHOWS

WANT FOR 8 FAIRS, STARTING AT RAPID CITY, S. DAK., AUGUST 10-16; AND INCLUDING THE SOUTHEAST NEW MEXICO STATE FAIR AT ROSWELL

CONCESSIONS: LEGITIMATE CONCESSIONS OF ALL KINDS. Will book Cook House and Grab, Also Foot-Longs or Pronto Pups.

SHOWS: Have opening for 2 Girl Shows, with or without Frame-ups. (Indian Joe Contact). Will place Side Shows, Snake Show, Fun House.

RIDES: Will book Train and other Rides not conflicting. (Cliff Knox get in touch with me).

RIDE HELP: Foremen for New Octopus and New Rock-O-Plane, also Second Men for Merry-Go-Round, Ferris Wheel, and Kiddie Rides. Salary no object if you can produce.

All Address: **H. P. HILL, Mgr., Sheridan, Wyoming, this week; then per route.**

VIRGINIA GREATER SHOWS
The Show With The Proud Reputation

Want at once Custard, Photos, Cotton Candy, American Mitt Camp, Novelties, Hoop-La, Long and Short Range Gallery, Cigarette and Penny Pitch, Bottle Ball Game, Balloon Darts. Want Man and Wife to manage Cookhouse. Want Girl Show Manager, with two or more Girls; Monkey, Unborn, Wild Life Shows. Clint Powell wants Girls for Girl Show. Agents for Grind Stores. Want at once General Motors Diesel Electrician.

POCOMOKE CITY, MARYLAND, THIS WEEK; EASTON, MARYLAND, AUGUST 3-8.

All mail and wires to
WM. C. (BILL) MURRAY

WANTED

Ball Game, Candy Floss, Snow Cones, Basket Ball, Six Cats, Duck Pond, Fish Pond, Penny Pitch, Glass Pitch, Cork Gallery, Pitch-Till-You-Win, Photo, Long and Short Range Lead Gallery, String Game, Spot-the-Spot, Age. Wanted—Girl Show, Snake Show, Crime Show, Acts for Side Show. Wanted—Ferris Wheel Foreman, Chairplane Foreman, Spitfire Foreman, General Ride Help, Truck and Tractor Drivers. Agents for office Hanky Panks. All replies to

GEORGE CLYDE SMITH SHOWS
Grantsville, Md., this week; Scalp Level, Pa., next week.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Playing PUTNAM COUNTY FAIR, Greencastle, Ind.; JACKSON COUNTY FAIR, Brownstown, Ind., following; then OWEN COUNTY FAIR, Spencer, Ind.

Solid Route of Fairs Until November

Concessions Wanted: Ice Cream, Pronto Pup, Foot Long, Snow Cones, Lemonade, Shake, Custard, String Game, Basketball, Short Range, Bumper, Cork Gallery, Hoop-La, Heart Pitch, Scale and Age and African Dip. Show Help Wanted: Side Show Acts of all kinds, also Talker; sure salary. Contact Camille Cameron, Girls for Girl Show wanted. Rides Wanted: Little Dipper or Octopus. Ride Help: Ferris Wheel Foreman for Twin Wheels. Must drive. All replies:

JOHN PORTEMENT, Danville, Indiana

F. C. BOGLE SHOWS

WANT FOR BEST KANSAS FAIRS, INCLUDING COLBY, WAKEENEY, DODGE CITY AND LIBERAL.

Shows with or without own equipment. Committee burr only if you have your own equipment and transportation. Rides—Kiddie Rides of all kinds, Train, Autos, Boats, Coaster, Live Ponies, Airplanes, etc. Concessions—Legitimate, only working for stock. Burr \$25 and \$30.

Wire or phone F. C. BOGLE, Mgr.
Phillipsburg, Kansas, Fair, this week; then as per route.

WANTED WANTED WANTED

Ride Help, including Foremen for Wheel and Octopus. Must be high type men. Top salary and bonus if you qualify. All address

C. C. GROSCURTH
BLUE GRASS SHOWS
Paris, Illinois, this week.

WANTED

C. A. STEPHENS SHOWS

For Kings Mountain, N. C.; High Point, N. C., this week.

Concessions: Six Cats, Fish Pond, Duck Pond, String Game, Basketball, Novelties, Custard, Hat Band and Swingers.

Shows: Will furnish 100-ft. top and banner line for Side Show. Must know your business. Grind Shows not conflicting.

Rides: Place set of Kiddie Rides or will buy same. Place Live Ponies, Dark Rides, Octopus.

For Sale: 75 KVA Transformer; one 18 and one 7 1/2 Kw. Gas Powered Plant mounted on trailer.

P.S.: General Cookhouse Help, Second Men on Rides who drive.

HARRISON GREATER SHOWS

Want for AMERICAN LEGION ANNUAL CELEBRATION, Salisbury, Md., followed by the GREAT TASLEY, VA., FAIR.

Can place Concessions of all kind. Good openings for Bingo, Custard, French Fries, Floss. All Slum Shows open with a few choice Concessions open. Want Skillo and Count Store Agents for office-owned Concessions. Have complete outfit for organized Minstrel Show. Robert Terrell, "Hot Papa" Johnson, set in touch. Have real Jig Show territory from now on. Want Ride Help on all Rides. Want Ferris Wheel Foreman, top salary, \$60. Joseph Hedgeboth, get in touch. Second Men, Semi Drivers, Rolloplane Foreman and Kiddie Ride Foreman. Wally White wants Annex Attraction and Bally Girls for Side Show. Want a Billposter with or without transportation. Swifty Palmer, answer. All mail and wires to

FRANK HARRISON, EASTON, MD., THIS WEEK; THEN AS PER ROUTE.

EMPIRE STATE SHOWS

Fairs start August 10, Kentucky, Virginia, Tennessee, Alabama, Georgia and Florida till December.

Want Shows: Side Show, Snake Show, Athletic Show, Unborn, Mechanical City, Illusion and Monkey Speedway. Book Shows for 25¢. Want Operator for Animal Show. Want Concessions of all kind: Candy Floss, Frozen Custard, Mitt Camp. Want Agents for Six Cat, Clothes Pin and Count Stores. Want to book Spitfire or Rides that don't conflict. Want Kiddie Rides and Pony Ride. Want Octopus and Merry-Go-Round Foremen. Help on all Rides who drive semis. Want Show Painter.

SMITHVILLE, TENN., THIS WEEK.

F. & M. AMUSEMENTS

WANT sober, reliable Foremen for Tilt-a-Whirl, and Two-Abreast Allan Herschell Merry-Go-Round. Must drive semi trailer. If you drink or have a car, stay where you are. Address

JOLIET, ILL. (Chase and Nollins Ave.)

MIDWAY OF MIRTH SHOWS

Want for Long Route of Fairs in Illinois and Arkansas

RISE HELP: Tilt Foreman and Second Men on all Rides, must drive semis. CONCESSIONS: Glass Pitch, Penny Pitch, Slum Blower, Stock Concessions of all kinds. Address: Lovington, Ill., this week; Highland (Fair), Ill., next; followed by Nashville and Greenville (both Illinois Fairs).

P.S. Chas. Kalele wants Agents for Ball Games.

DUMONT SHOWS

ORANGE, VA., AUGUST 3 TO 8—OPEN MIDWAY

Want Six Cats, Buckets, Clothes Pins, Rattle, Skillo, Glass Pitch, Penny Pitch, Duck Pond, String Game, Ball Games, French Fries.

All address **LOU RILEY, Mgr.**
FALLS CHURCH, VA., THIS WEEK.

MOUND CITY SHOWS

WANT Good Rock-O-Plane Foreman, Top Salary. Ferris Wheel Foreman, Top Salary. Can place Legitimate Concessions and Shows of all kinds. Address: SALEM, ILL., this week.

FESTIVAL OF FUN SHOWS

Want for now and balance long season: POPCORN, Candy Floss, Fish Pond, Ball Games, Punk Rack, Jewelry, String Game, Novelties. All kinds of Hanky Panks. Shows: Girl or Posing, Snake, Magic, Monkey, Mechanical, Side Shows. Especially want Shows for Greenville, Mich., Fair, Aug. 19-22, where they clean up. Have tops for capable workers. Can use sober Ride Help who drive semis. Reply Concession Manager or come on.

Playing Grayings, Mich., all this week—Army Training Base.

Serfass Still Dates Hot, Cold, But Fairs Shape Up Well

FRANKLIN, Pa., July 25.—The Penn Premier Shows made the move here from Warren, Pa. without mishap and the week has held up with local patrons providing better than average business. Good business is expected tonight which will find the week winding up in excellent shape.

Earlier in the season, the show played Binghamton, N. Y., and Syracuse. The next move to Geneva, N. Y. found the show pulling a complete blank there. The show then moved in for the July 4 celebration at Allegheny, N. Y. It was the show's seventh consecutive appearance there and the date wound up 10 per cent ahead of 1952. All shows and rides did capacity business and on Friday night (3), over 12,000 admissions were racked up.

The show then moved to Erie, Pa., where the organization played in front of the West Erie Plaza. The lot was small and several rides had to be left down. Regardless, it turned out to be a big week for the entire show. Parking facilities for 2,000 cars in front of the Plaza helped bring patrons right up to the show with a minimum of effort.

The show then moved to Warren, Pa., where the show did poor business by virtue of being pre-dated. The week-end picked up to a degree, however, and the kiddie matinee ran better than fair. A big Saturday night had been looked for, but heavy rains which started at 7 p.m. and continued for nearly two hours washed out the night.

Following the showing here, the show moves to Punxsutawney, Pa., the last still date of the season for the organization. The show then moves to the Meyersdale Fair, then moves back here for the 60th Annual Pennsylvania Firemen's Convention. Over 8,000 members will be camping on the fairgrounds during the week, and on Wednesday, when parades are scheduled, over 40,000 are expected in attendance.

Subsequent fairs include Huntingdon County Fair, Huntingdon, Pa.; Great Dayton Fair, Dayton, Pa.; Clinton County Fair, Lock Haven, Pa.; Juniata County Fair, Port Royal, Pa.; Greenwood County Fair, Emporia, Va.; Golden Belt Fair, Henderson, N. C.; Mecklenburg County Fair, Chase City, Va.; Scotland County

Fair, Laurinsburg, N. C., and the Chowan County Fair, Edenton, N. C. The Edenton date is expected to be extremely large because of the Marine Corps base there. There will be several parades and demonstrations by the Marine base personnel.

Another new building currently being erected by Charles Height, secretary of the Golden Belt Fair at Henderson, N. C., will be utilized by the show which will again winter at the fairgrounds there.

Switch to Rails A Wise Move—Mrs. Levy

McKEESPORT, Pa., July 25.—Money was showing here this week for the Metropolitan Shows after a number of less than lucrative weeks when rain dampened the enthusiasm of patrons and show personnel alike.

Shirley Levy, manager, touring a railroad organization for the first time, said that the decision to switch to train transportation had been a wise one, despite the fact that the early dates had not come up to expectations.

Rail transportation is better in every way than truck transportation, she said. The moving problems encountered in the last few years thru an inadequate supply of capable truck drivers were eliminated with the acquisition of a train. In addition, it is possible to carry more and larger equipment by train and so be in a position to compete for the largest and best fairs, she said.

Reporting the outlook for fairs very good, Mrs. Levy said that gains that will offset the slow weeks played to date are expected. There have been indications that there is sufficient money in circulation to give the show some healthy grosses. The shows' earning capacity was increased when it switched to rails thru the addition of more and larger units and this advantage is also expected to show up when the show gets to its annuals.

Gold Medal Holds to Profit

Continued from page 49

the show will move into Iowa to play three fairs—Burlington, Mason City and Davenport—in that order, after which it will head south, playing first at the Kingsport (Tenn.) Fair, then jumping into North Carolina for fairs at Hendersonville, Gastonia and Cherokee.

Two Mississippi fairs, Tupelo and Meridian, will follow, after which the show will play the National Peanut Festival at Dothan, Ala., and two Florida fairs—Panama City and Marianna—before the show's closing fair at Valdosta, Ga.

With 16 fairs ahead of it, the Denton aggregation faces the prospects of excellent business thru mid-November when it will go into the barn. The show, observers point out, carries ample earning power to do justice to the strong fair route.

Of the back end units, Bill Chalkias has four—the Side Show, Monkey, Illusion and Snake show. Office-owned shows include the posing show, managed by Pat Murphy; Diane and Her Monkey; the minstrel show, the latter managed by Fathead Williams, and the Funhouse and Glasshouse. Other back-end units are Frankie Marino's Wildlife Show, K. L. (Cotton) Harris' Motordrome and Dick Hyland's Unborn Show.

Opened Two Cities
Denton chalked up several notable achievements during the early part of the season. He opened Gadsden, Ala., which had been closed for five years, and Chattanooga, which had been down for shows for about eight years. At Chattanooga, the show was auspiced by the police department. Show, in moving north, played first in Alabama, then in Tennessee, Georgia and Kentucky before moving into Illinois.

Art Frazier is the show's business manager. Other staffers, besides Denton, are Mrs. Denton, secretary - treasurer; Marshal

Green, assistant secretary; Ben Braunstein, general agent; Leo Hout, electrician; Frank Johnson, mechanic, and Jack Pearl, mailman and The Billboard agent. Latter is slated to work as talker on the Minstrel Show starting next week.

Serfass Lists

Continued from page 49

etary fund committee, handled the details.

Current indications are that the club will be free and clear of all debts by this fall. The new membership list is increasing and indications are that the signing of new members this year is running far ahead of 1952.

Plans are also being finalized for the holding of the annual Christmas party. Present indications are that the affair this year will be the largest ever.

The first meeting of the fall has been tentatively set for the third week in November when the club will officially open for activities.

AGENTS WANTED

FOR PEEK AND COUNT STORES

Long season of fairs through Illinois, Missouri, Arkansas and Louisiana. Creve Coeur, Illinois, this week; Jacksonville, Illinois, to follow. Contact

H. M. BOOTH

in care Tivoli Exposition Shows.

WANT WANT WANT

Can place legitimate Concessions of all kinds that work for stock only. Also Hanky Panks. Starting July 30, 5 weeks to follow.

Apply **SAM TASSELL**

5839 WALNUT ST., PHILADELPHIA, PA. (PHONE: GRANITE 3-5833)
P.S.: Can place Foremen for Merry-Go-Round, Ferris Wheel, Kid Rides, etc.

C. A. GOREE SHOWS

WANT

Foremen for Ferris Wheel, Tilt and Octopus. All Shows and Concessions open. 10 Fairs and Celebrations.

FOR SALE—32-Ft. 1952 Model Three-Abreast Merry-Go-Round. All aluminum horses. Not a cut-down ride. Address: Blue Hill, Nebr., this week.

JIMMY FERENZI

Wants Girls, also Talker with Girls for my #2 Show. Highest paid salaries and tips nightly. Talker, guaranteed salary and 10%. This show has the best route and 10% in Pennsylvania, including fairs in Pennsylvania, including Hughesville, the Great Kutztown Fair, Indiana; Dallastown, Ebersberg, Verna Lov, contact immediately. Hello, Sidney —L. Morris and Bill Are, contact.

JIMMY FERENZI, Morris Hannum Shows, Chester, Pa., this week; Hughesville Fair next week.

WANTED

A-1 Griddle Man, fast-stepping Waiters and Counter Men. Also Kitchen Help for modern, up-to-date Cookhouse. (Nig and Irene, contact.) All Fairs until November. Wire or come on, will place you.

COOKHOUSE

c/o Thomas Joyland Shows
Lawrenceburg, Ind., July 26-Aug. 1.

NAIL STORE AGENTS WANTED

MUST BE CAPABLE. We work every day. Contact

ZENO CARTER

c/o World of Today Shows
Wadena, Minn., Aug. 3-6; Brainerd, Minn., Aug. 7-9; or per route.

WANTED TO BUY

ONE AFRICAN DIP—CASH

SAM HUGHES

2236 Michigan Detroit 16, Mich.

BINGO HELP WANTED

Bingo Caller, Relief Callers, fast Counter Men for long route of good Fairs. Good pay and treatment. Contact

DANNY DORSO

O. C. Buck Model Shows
Plattsburg, N. Y.

BILL MOORE WANTS

Inside Six Cat Help, liberal pay. Also Dealer and Mike Man for Cigarette P.C. Reply to

BILL MOORE

c/o Cetlin & Wilson Shows, as per route

BILL MOORE WANTS

6 Cat Help, liberal wages, and Agent and Caller for Cigarette Concession. Answer as per route.

CETLIN & WILSON SHOW.

Want for 15 Fairs

Experienced Man and Wife to operate Popcorn, Candy Apple and Floss. Must make stock. Wire this week, Binghamton, N. Y.; next week, Clearfield, Pa.

ED ERSON

JAMES E. STRATES SHOWS

VICTOR F. WOODWARD

please contact

Kenneth R. Bumgardner

or

R. C. Bryan

408 Tampa St. Tampa, Fla.

FOR SALE

1 Duck Pond on trailer, 1 Duck Pond on truck. Several Cow Jumped Over Moon, Ball Games. Write to

JOHN A. ROSE

343 W. Main St. Barrington, Ill.

WANT ADVANCE MAN

For nice Truck Show. One who can produce. Playing Ohio, Indiana and Southern spots. All replies to

BOX D-55

The Billboard, Cincinnati 22, Ohio

WANT

Wheel Foreman for Eli #5. Top salary and percentage. Pay every day. Also Second Men for Wheel, Jenny and Rolloplane. Will wire ticket if I know you. If married, can use wife on Concession. Tacoma Park, Md., all this week; Alexandria, Va., next week.

All wires and mail to

DICKIE McSPADDEN

Washington, D. C.

20th Century's Ride Biz Strong At Grand Forks

Hamilton, N. D., Fair Take Matches 1952; Langdon, N. D., Is Up

GRAND FORKS, N. D., July 25.—Rides with the 20th Century Shows have registered sturdy grosses at the Greater Grand Forks State Fair here this week. Back-end shows, however, have not registered as well and concessions generally have had light to fair business.

Threatening weather hurt Sunday (19) and rain fell Monday (21), kids' day. A second kids' day, skedded for Friday (24), offered a bicycle giveaway and produced a large turnout of mopeds. The kids' days were promoted by Jess Wrigley, 20th Century's staffer.

Patsy Elrod's Motordrome paced the shows, gross-wise, with Claude Bentley's Side Show the second highest grosser and the office-owned Scandals in third spot.

Show played two North Dakota fairs last week. The first, Hamilton, yielded as good a gross as last year, tho one of the three days was lost to rain. The second, Langdon, provided a gross that topped last year, with the fair coming up with the biggest attendance in its history. Biggest money-winners at Langdon were the rides.

Carnival Routes

Continued from page 48

Rumble Greater: Harrodsburg, Ky.; Terre Haute, Ind., 7-8.
 Schfer's: Just for Fun: (Fair) Mondovi, Wis.; (Fair) Neillville 4-9.
 Shan Bros.: London, Ky.
 Siebrand Bros.: Helena, Mont.
 Skerbeck's: Ontonagon, Mich.; Park Falls, Wis., 3-8.
 Smith's Funland: Eskdale, W. Va.
 Smith, George Clyde: Grantsville, Md.; Scalp Level, Pa., 3-8.
 Snapp Greater: (Fair) Slinger, Wis.
 Southern Valley: Jonesboro, Ark.; Blytheville 3-8.
 Star Am. Co.: Cabot, Ark.; Heber Springs 3-8.
 State Fair & Great Western: Preston, Idaho.
 Stephens, C. A.: High Point, N. C.
 Stephen's: Ollie, Ia., 30-Aug. 1; Murray 5-8; Corydon 8.
 Sterling Crown: Ashland, Ky.
 Stipe's: St. Paul, Minn., 27-29; (98th and Lyndale) Minneapolis 30-Aug. 2; Elk River 4-8.
 Strates, James E.: Binghamton, N. Y.; Clearfield, Pa., 3-8.
 Sunny Am.: Willoughby, O.
 Sunset Am. Co.: (Fair) Craig, Mo.; (Fair) Webster City, Ia., 3-8.
 Superior: Yuba City, Calif., 28-Aug. 2.
 Tatham Bros.: (Fair) Cerro Gordo, Ill., 27-29; (Fair) Roberts 30-Aug. 1.
 Tennessee Valley: Kingston, Tenn.
 Thomas, Art B.: Green Bush, Minn., 28-30; Bagley 31-Aug. 2; Northome 3-4.
 Thomas Joyland: Lawrenceburg, Ind.
 Tidwell, T. J.: Salina, Kan.; (Fair) Fairbury, Neb., 4-8.
 Tinsley, Johnny T.: Atlanta, Ga.
 Tip Top: (Fair) Green Lake, Wis., 31-Aug. 2; (Fair) Cedarburg 6-9.
 Tivoli: Creve Coeur, Ill.; (Fair) Jacksonville 3-7.
 20th Century: Minot, N. D.; LaCrosse, Wis., 3-8.
 United Expo.: Shelbina, Mo.; Moberly 3-8.
 United States: Smithers, W. Va.; Weston 3-8.
 Veterans United: New York Mills, Minn., 27-29; Milaca 30-Aug. 1; Monticello 3-5; Silver Lake 8-8.
 Virginia Greater: Pocomoke City, Md.; Easton 3-8.
 Vivona Bros.: St. Johnsbury, Vt.
 Wade Greater: Milan, Mich.; Greentown, Ind., 4-8.
 Wade, W. G.: (Fair) Muncie, Ind.; (Fair) LaGrange 4-8.
 Wallace Bros.: (Fair) Darlington, Wis.
 Wallace Bros.: (Fair) Red Deer, Alta., Can., 30-Aug. 1; (Fair) North Battleford, Sask., 2-5; (Fair) Prince Albert 6-8.
 Wallace, I. K.: Richlands, Va.
 West Coast: Firebaugh, Calif.
 West Coast: Corvallis, Ore.; Albany 3-9.
 Wilber's Wolverine: Decatur, Mich., 30-Aug. 1.
 Wilcox, Dick: Boothbay Harbor, Me.
 Williams, Ray: Burr Oak, Mich.
 Williams Am. Co.: Burnsville, N. C.
 Wilson Greater: Durango, Colo.
 Wilson Famous: (Fair) Carlinville, Ill., 29-Aug. 1; (Fair) Lewiston 4-8.
 Wolf Greater: St. Paul Park, Minn.; (Fair) Kasson 6-9.
 Wolf Greater: South St. Paul, Minn.
 World of Mirth: Augusta, Me.
 World of Pleasure: (Fair) Hale, Mich.; (Fair) Fowlerville 4-9.
 World of Today: Little Falls, Minn.; Wadena 3-8.
 Young, Monte: Weiser, Idaho; Caldwell 3-8.

Seek Martin P. Hayes

CINCINNATI, July 25.—Martin Patrick Hayes or anyone knowing his whereabouts are requested to contact his mother, Mrs. Susan Hayes, at 735 Chauncey Street, Brooklyn 7, Hayes, who has been missing since June, 1949, is believed to be with a carnival or circus. Hayes' father died six months after he left home. Mrs. Hayes says that it is possible that her son may be traveling under the name of Roache.

From the Lots

Dick Wilcox

PATTEN, Me., July 25.—Business was good here, following the busy July 4 week-end. Or, moved on to Greenville, Me., on Moosehead Lake. Many of the concessionaires camped on the lake, mixing pleasure with business. The large crowds on hand to greet the show made the stay here look like a banner one before we opened. Many of the shows' personnel visited the Mullin's Royal Pine Shows, playing 30 miles away at Dover, N. H. Next move will be Norway, Me., for the Homecoming Celebration.—GEORGE STORTS.

BIG NAVY RELIEF CELEBRATION

SAN DIEGO, CALIF.

5—BIG DAYS AND NIGHTS—5

AUGUST 5-9 INCLUSIVE

Uptown Location, 100,000 Attendance

NOW BOOKING CONCESSION SPACE
 ALL WHEELS TO WORK WITH A PRIZE EACH TIME

\$10 per foot, No P. C., Flatties or Gypsies.

CAN ALSO BOOK 2 GRIND SHOWS

WANTED: Roy Shepherd wants Ride Help in all departments. Can also use A-1 Truck Mechanics, Gas engines, Top Salary.

Write—Wire—Phone **CRAFTS 20 BIG SHOWS**

7283 Bellaire Avenue, North Hollywood, Calif. Phone: POplar 5-0909

Sunset AMUSEMENT CO.

WANT FOR FOLLOWING FAIRS, STARTING AUG. 3

Webster City, Iowa, Aug. 5 to 9; Alta, Iowa, Aug. 10 to 13; Sept. 2 to 7; Palmyra, Mo., Sept. 9 to 12; Cape Girardeau, Rock Rapids, Iowa, Aug. 14 to 18; Decorah, Iowa, Aug. 20 Mo., Sept. 14 to 19; Portageville, Mo., Sept. 21 to 26. to 23; Monticello, Iowa, Aug. 25 to 29; Columbia, Mo.,

HELP—Want Merry Foreman for 2 Abreast, C Cruise Foreman and Second Men who drive semis. RIDES—Will book Kiddie Rides for these Fairs other than Train and Pony Cart. SHOWS—Can use any Show with own equipment other than Girl and Athletic. CONCESSIONS—Want Cookhouse to join at Webster City, Can place Grab, Long and Short Range, Hats, Basketball, Buckets, Set Spindles, Ice Cream, Custard, Ball Games, Cork Gallery and Hanky Panks. Craig, Mo., this week; Webster City, Iowa, next.

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

WANT HIGH CLASS FREE ACT FOR TEN WEEKS
 STARTING ELBERTON, GA., AUGUST 17

CONCESSIONS

Want at once Walk In Bingo and Cookhouse or Sit-Down Grab. Hanky Panks of all kinds.

SHOWS

Can place Monkey Show, Wild Life, Side Show or any Grind Shows.

HELP

Can place Ride Help on all Rides.

Address JOHNNY T. TINSLEY, Mgr., Atlanta (Mason Turner & Ashby Sts.), Ga.

STERLING CROWN Shows

—CAN PLACE NOW—

FAIRS STARTING AT TRI-STATE FAIR, BRISTOL, VA., AUG. 17, AND A STRING OF SOUTHERN FAIRS UNTIL NOVEMBER 14.

CONCESSIONS

Cookhouse (Maxey Glenn, answer), Grab, Custard, Derby Racer, Long Range, Scales and Age, Jewelry, Photos, Glass Age, Fish Ponds, Ball Games and any Hanky Pank. Also Arcade.

Pitch (Cassidy, contact for Bristol, Va.)

CONCESSION AGENTS

Agent for Short Range Gallery and Set Spindle. Whitey Weiss wants Head and Agents for Pin Store, also Peek. Count Store Agents. Agents for P.C. Stores and Wheels. Useful Help for Concessions.

RIDE HELP

Foreman for Fly-o-Plane and good, sober Men for other Rides, must drive trucks.

SHOWMEN

Have well-framed and flashy front for Girl Show, complete; will turn over to capable operator; must have wardrobe. P.A. sets and people to handle same.

RIDES

Dark Ride, Caterpillar, Octopus, Spitfire, Rock-o-Plane, Kid Rides and Live Pony Ride.

SHOWS

Attractive Girl Show with wardrobe and people. Side Show, Drama, Fun House and any well-framed Grind Show not conflicting.

Reply to E. L. YOUNG, Mgr., Henry Clay Hotel, Ashland, Ky., this week

INTERSTATE Shows

Want for Richland County Fair, Olney, Illinois, August 3 to 8

SHOWS—Girl Shows with or without own equipment. Will book Motordrome, Fun House, Glass House, Penny Arcade. Committee money only. Also book any worthwhile Grind Shows. Ray Murray wants Pop Zoma or those who worked for him at Nashville Fair to get in touch. Girls for Girl Show. Complete Jig Show, good treatment and pay. All Concessions open. Open Midway through November 14. Have all Fairs until closing. Good opening for Popcorn, Candy Apples, Frozen Custard, all Eating and Drinking Stands. All Hanky Panks open.

RIDE HELP—Foremen and Second Men on all rides. Want Billposter with car or truck to join on wire. Want Lot Man to join at once. Want Show Builder to join on wire. Want Man and Wife capable of taking complete charge of up-to-date cookhouse. Must know how and will cater to show people. Replies to H. V. ROSEN Pinckneyville, Illinois.

WANTED GIRL DANCERS

For Two Girl Shows

Lee Parker and others who have worked for me, contact. 12 Fairs, then Hawaii for winter. Leave Los Angeles Nov. 16. Salary \$75.00 a week. Cecchi, boss canvasser, contact at once. Good proposition for Talker and good Single-O Worker. Top salary and P.C. Also want organized Minstrel Show, 12 to 14 people. Salary guaranteed by office. Scottie or Dennis and Homer Lee, contact me.

BILL HOLT

Ross Manning Shows
 Bridgeton, N. J., this week; Keller, Va., next week.

United Exposition Shows FAIRS—FAIRS

Want Skillo and Count Store Agents that can stand prosperities. Seale Man or Woman that knows how. Hanky Pank Agents, come on. WANT TO BUY—5 HP Electric Motor; single phase, must be in good condition. Address:

C. A. Vernon, Mgr.

Shelbina, Mo., this week; Moberly, Mo., next week.

WANTED

Sober, reliable Wheel, Spitfire and Merry-Go-Round Foremen who can drive semis. Also Second Men. Want Man to handle Derby.

CARNIVAL MANAGER

July 25-29, Diller, Nebr.; July 30-31-Aug. 1, Jansen, Nebr.; Aug. 2-4, Falls City, Nebr.

Need one (1) Pin Store and one (1) Bowling Alley Agent; also Hanky Pank Agents and Men to up and down Concessions.

RED BURTON

c/o Wolf Greater Shows
 St. Paul Park, St. Paul, Minnesota

DWIGHT BAZINET WANTS AGENTS

For Six Cats, Buckets, Balloon Darts, Pitch-Till-You-Win. Johnny, come back; R. A. not here. 10 Wisconsin Fairs starting this Friday; 6 Southern Fairs following.
 All wires to Mondovi, Wisconsin, c/o Schafers Shows.

BARNEY TASSELL SHOWS

Last call for Alexandria, Va., week of Aug. 3, right in town. Come get your winter bank roll here.
 Can use Octopus, Chairplane, Tilt, Fly-o-Plane or any other Ride not conflicting with what we have. Concessions of all kinds, including Custard, French Fries, Snow Cone or any other Hanky Pank.
 Wire this week, Takoma Park, Md., or 4501 Madison St., Riverdale, Md.
 P.S.: Can place Foreman and Second Man for Dual Ferris Wheels; also Man to up and down Bingo on percentage.

KLEIN AMUSEMENT COMPANY

Can place String Game, Duck Pond, Long Range, Photos, Spindles or other Stock Concessions not conflicting. Also want one more Show, no Girl or Athletic. No Mitt Camp or rackets. 4 big Celebrations coming up, then Fairs.
 Emery, S. D., July 27-30; Madison, S. D., July 31-Aug. 1; Sanborn, Minn., Aug. 2-4.

JAMES H. DREW SHOWS

PORTER COUNTY FREE FAIR, Valparaiso, Ind., Aug. 3 to 8 Inclusive; MARSHALL COUNTY FAIR, Moundsville, W. Va., Aug. 11 to 15 Inclusive; With Solid Circuit of Bona Fide Fairs Until Middle of November.

Will Place Drome, Arcade, Mechanical, Wild Life or any worthwhile show not conflicting. Good opening for Monkey Show.

WANT Second Man for Merry-Go-Round. Also experienced Help on other Rides.

(NOTE, If you drink, please do not join this show.)

WILL PLACE Legitimate Concessions—Custard, Photos, Novelties, Mats, African Dip, High Striker, Fish Bowl, Live Ducks. All address this week, c/o Western Union, Nappanee, Indiana.

JAMES H. DREW SHOWS

P.S.: WANT SMALL CIRCUS OR WILD WEST FOR CHARLESTON, W. VA., FAIR, SEPT. 4 to 13; CHOICE LOCATION FOR SAME.

Want--FRAME'S GREATER SHOWS--Want

FIREMEN'S CARNIVAL, NEMACOLIN, PA., JULY 27-AUG. 1; FOLLOWED BY ADAMS COUNTY FAIR, OUT UNTIL ARMISTICE DAY, WAYCROSS, GA.

Get With a Winner and Real Showman

RIDES—Need Second Men who can drive on Ferris Wheel, Merry-Go-Round, Comet, Air Circus, Kiddie Rides, Supt. of Rides, H. Mace.

CONCESSIONS—Want Novelty, Shooting Gallery, Age, Scale, Floss, Cook House, Hanky Panks, Hiram Beal, Humpty Hewitt, Red Jerkin, R. C. King for Pin Store, Dick Palmateer wants Swinger Agent.

SHOWS—Yellow, can use you; George and Sylvia, Jack Wolcott, get in touch.

WANT CONCESSIONS

NORTHERN VIRGINIA FAIR & INDUSTRIAL EXPOSITION

ALEXANDRIA, VA., LABOR DAY WEEK—SEPTEMBER 7 thru 12

THIS IS THE BIG ONE OF THE YEAR WITH OVER TWO MILLION PEOPLE IN THE METROPOLITAN AREA OF WASHINGTON, D. C.; ALEXANDRIA, ARLINGTON, FAIRFAX AND MARYLAND CITIES.

Pitchmen, Demonstrators, Grab, Popcorn, Floss, French Fries, Age, Scales, Jewelry, Custard, Novelties, Sno-Cones, Juice Stands, Foot Long, Pronto Pups for independent midway on fairgrounds. \$50 privilege on any of these Concessions full price. 1/2 deposit required. Wire—Write—Phone

NORTHERN VIRGINIA FAIR ASS'N

703 N. Washington St. Alexandria, Va. Phone: King 8-1710

OUR FAIRS ARE ON

Petersburg Free Fair last week was a dandy—30 per cent better than last year. We are using 9 Rides on our Fairs and are short of Ride Men. If you are a good Ride Man, come on, we can use you and your salary will be just as good as you are.

WANTED—Just a few more Concessions for balance of Fair season that do not conflict with what we have. The Tilt I had for sale is sold.

Would book a nice clean Show or two. We do not have any Shows and as a rule do not carry any Shows. A Show that caters to the family—we can use.

These free-gate Fairs get people—don't forget that. Oakland City, Ind., Free Fair, this week; Huntingburg Fair next week, Aug. 3-8.

LOUIS T. RILEY, MGR.

DAN-LOUIS SHOWS

HOWARD BROS.' SHOWS

One Small Show wanted to feature; Lee Huston wire. Foreman for Tilt-A-Whirl; Second Man on Caterpillar and Wheels.

Week July 27th, Fair, Proctorville, Ohio; Week August 3rd, Fair, Lucasville, Ohio.

BRANCHVILLE, NEW JERSEY, FAIR

Day and Night — August 3-8.

WANT few more Hanky Panks; space limited. Very good for all Hanky Panks and Rides. Can book three flat rides at 25%. Heller get in touch.

R. H. MINER, SR.
Trenton, N. J., till August 1

PERCELL'S AMUSEMENT PARK, INC., presents PIONEER SHOWS

Howard, Pa., Community Fair, Aug. 3 to 8, on the streets; then Dalmatia, Pa., Community Fair, Aug. 12 to 15.

Want legitimate Concessions of all kinds except Bingo. Shows of merit only. Space limited. All replies:

MICHAEL PERCELL, Pres., Fairgrounds, Troy, Pa.

Now booking for the biggest County Fair in Southern Indiana, Ohio or Northern Kentucky—Carroll Co. Fair, Carrollton, Ky., Aug. 12-15. Special events every day, extravaganza Free Acts, Fair Board 100% behind it.

Want Novelty, Custard, Taffy Candy, Eating Concessions, Photos, Ice Cream, Six Cats, Pop Corn, Drinks, Stock Concessions of all kinds, Hi Striker, Long and Short Range, Coke Bottle, Ponds, Darts, Hoop-la, Ball Games, Basketball, Can Place Girl, Midget, Wild Life, Hibbilly, Walk Thru or Grind Shows. This is a Big Girl Show date.

ROYAL MIDWEST SHOWS, PAOLI, INDIANA

P.S.: All Stock Concessions open for Miami Co. 4-R Fair, Peru, Ind., Aug. 3-7.

Want--BIG STATE SHOWS--Want

Book Hanky Panks of all kinds. Will book Blower. Want Agents for Skillo. All Fairs Kansas and Oklahoma: July 30-Aug. 1, Nicodemus; Aug. 4-8, Smith Center; Aug. 10-12, Minneapolis; Aug. 12-15, Sylvan Grove; Aug. 18-21, Stafford; Aug. 26-29, Hardtner; all Kansas, Sept. 2-5, Holdenville; Sept. 8-11, Frederick, Sept. 16-19, Cordell; Sept. 21-25, Pond Creek; all Oklahoma. WANT LEGAL ADJUSTER AT ONCE.

Wire ANNA MOORE

Nicodemus, Kans., or Hill City, Kans. This show is out all winter.

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

100,000

\$29.50

10,000 ... \$ 9.50

20,000 ... 12.00

50,000 ... 18.50

From the Lots

T. J. Tidwell

CONCORDIA, Kan., July 25.—Mr. and Mrs. W. C. Johnston, cook-house operators, took delivery on a GMC Carryall in Idaho Springs, Colo., while Whitey Dixon and family received a 50-foot, two-unit Overland house trailer from Denver. Joe and Virginia Ecloff became the parents of a son June 26 in Yuma, Colo. Mrs. Bobby Decker and her two children joined in Yuma. Shortly after arrival Barbara, the oldest, was stricken with a light case of polio and returned to the Decker home in Vernon, Tex. The three Logston brothers and their wives joined here with four concessions. Whitey Knowles has booked his concession trailer for the fairs. Roy Edsall's wife and daughter opened their two-joint trailer July 4.

Slim Anderson left the show and Mrs. Bobby Decker took over the balloon dart concession, with Margaret Watkins as agent. Mrs. Myrtle Anderson is working with Mrs. W. C. Johnston in the cook-house. Jimmy Ryan and wife left the show and Mr. and Mrs. Frank Cauley took over the Funhouse. Doc E. Johnston celebrated his 77th birthday July 8 with a party given by Mr. and Mrs. J. H. Alexander. Personnel observed the birthday of T. J. Tidwell on July 10.

Ann Smith is on the front gate. Mr. and Mrs. H. B. Williams have popcorn and cotton candy; Mr. and Mrs. W. C. Johnston and son, cook-house; Whitey Dixon family, 4 concessions; Roy Edsall family, 3; Frank Succaw, ball game; Mrs. Gaye Schneider, rat game, and Teddy Burke, Whitey Schneider and Mrs. D. A. Dale, shooting gallery. Also in the concession line-up are Dick Bayes, Fred Smith, Whitey Jacobs, Bobby Decker, Margaret Watkins, Billy Moon, Steve Miller and Joe Kirkman. Shows consist of Snake and Athletic attractions in which the Red Duren family appears; Butch and Bill Schaeffer's two girl shows and Mattie and Jake Alexander's "Monkey Show." Staff includes T. J. Tidwell, manager; Mrs. Tidwell, secretary; Whitey Dixon, legal adjuster, and B. B. Snow, booking agent.

Midway of Mirth

ALBION, Ill., July 25.—Altho the org has lost seven Saturdays to rain, personnel are optimistic now that the fair season has started.

Mrs. Buck Karland is topping the midway grosses with her live duck pitch. Mr. and Mrs. Tony Bernardi joined with their eat-and-drink trailer, and George Grose has added a coke joint to his string. Mrs. Theresa Sidenberg came on with a ball game and novelties and daughter Arlene is working the former. Charles Kahle is operating a hit-and-miss in addition to his regular line.

Mrs. J. W. Arbaugh is back with the show after suffering a heart attack. Mrs. Howard Fuller came on from Oklahoma to join her husband who has Moss diggers. Mr. and Mrs. C. V. Pope is hitting good with bingo.

Recent visitors included Pete Sutton, from Sutton Greater Shows, and Mr. and Mrs. Ed Schantz and children, from Moore's Modern Midway.—ROSIE DAVIS.

FOR SALE

One complete small Horse Show, new banners.

SAM HUGHES

2236 Michigan Detroit 16, Mich.

WANT—G. & B. SHOWS—WANT

For Belpre, Ohio, Paw Paw District Fair; Leesville, W. Va., Fair, and Cassaway, W. Va. Fair.

Want Photos, Scales, Popcorn, Apples, Floss, Hi-Striker, String Game, Buckets, Cork Gallers, Slum Spindle, Penny Pitch, Want Help for Octopus, Chairplane and Wheel.

All replies to GEO. BROAS Elizabeth, W. Va., this week

Gladstone Exp.

GLASGOW, Ky., July 25.—New additions to the show are Al Herman, concessions and Little Egypt Show; Lee Houston, Snake Show, and Mr. and Mrs. Roy Ayers, cork gallery. The Billingsleys, who have their Sky Fighters here, opened their photo gallery last week, and the Stanleys added a Coke bottle concession.

During the Springfield stand, Glen (Popeye) McKay and Florence May Wood were married at Phillips' cookhouse. The ceremony was performed by Rev. Jack Prayther, of the First Christian Church. Mr. and Mrs. Russell Phillips were witnesses. Guests included George and Jerri Ringlin, Mr. and Mrs. Otis Howell, Ernest and Leona Murray, Mr. and Mrs. Billingsley, Lee Houston, Mr. and Mrs. Clarence Krug, Mr. and Mrs. Forrest Poole, Floyd Aldrich and Johnnie and Betty O'Connor.

Sadie Clendenning, of custard fame, was hospitalized at Danville, Ky., for three days with a dislocated neck. She is back on the job dispensing frozen delight.

Members of the Page Bros. Shows, including Shotgun Page and Joe Stone, visited recently. During the Danville stand, we were honored by a visit from Mr. Hammontree and several members of his show.—F. P. Poole.

Page Bros.

STANFORD, Ky., July 25.—George Whitehead resigned as business manager and has returned to his Miami home. Betty Thompson joined the Dick Palmer gal show. Mr. and Mrs. Herbert Dun came on with their bumpers.

Elsie Barnes is now agent for Dave DiCorte's balloon store and Vernice Brown is operating Colan Leonard's cork gallery. Mrs. Pete Johns is infanticipating.

Elizabeth Johns, 20-year old daughter of Mr. and Mrs. Eli Johns, was guest of honor at a surprise birthday party recently. Guests included her parents, Mr. and Mrs. Johnny Johns, Mr. and Mrs. Pete Johns, Mr. and Mrs. W. E. Page, Mr. and Mrs. Wesley Brown, Mr. and Mrs. Frank Kenyon, Mr. and Mrs. Earl Carpenter, Mr. and Mrs. Alan Bellows, Mr. and Mrs. Howard Moore, Mr. and Mrs. Weldon Parmley, Mr. and Mrs. Al Setliff, Jack E. Lee, Frank Kenyon Jr., Dick Curtis, Boyd Baldwin, Jimmy (Lucky) White, Joe Duncan, Steve Johns, William Turner Jr., Mr. and Mrs. Nat Grey, Mr. and Mrs. Sammy Craden, Mr. and Mrs. Dave DiCorte, Mr. and Mrs. John Neil, Mr. and Mrs. James Brewer, Mr. and Mrs. James Shroute, Mr. and Mrs. Carl Weaver and Mr. and Mrs. G. W. Baker.—ART WILLIAMS.

Eastern Amusement

YARMOUTH, Me., July 25.—Personnel is still looking for another Red One like the July 4 celebration at East Millinocket, Me.

During the Houlton, Me., stand much visiting was done with folks on Beers-Barnes Circus and the Dick Wilcox Shows.

Recent additions to the back-end include Erkin York's sea monster, Al Ventre's athletic unit and a new gal show "Vanities of Burlesque." Bob Tilton and Ray McDermott are operating the latter show, which features Barbara Fay. Roxy and Ann Lee are featured in "Streets of Paris" with Jimmy Peterson on the front.

Writer is busy framing a new Side Show for fairs. All the folks are looking forward to eating plenty of lobster at the Lobster Festival in Rockland, Me., July 29-August 2.—R. W. TILTON.

SHOW T-E-N-T-S

Concession—Circus—Carnival

AMERICAN

TENT &

AWNING CORP.

132-4 W. Main St. Norfolk 10, Va.

BILL SANDERS

FOR SALE KIDDIE RIDES

Airplanes 12 seats, Swans 12 seats, Hot Rods 8 seats, Tip Top Shape. Now in operation.

\$3,000.00

SAM'S ARMY SURPLUS

72 N. Wyoming St.

Hazleton, Pa.

LION DROME

FOR SALE

Will sacrifice if sold before Labor Day. Booked in, Palisade Amusement Park. Finest motordrome and equipment ever built. 8 overhead neon signs. One large animated sign hangs over bally. Motorcycles and Austin Car for lion to ride in. Rare bargain. Come see it now. Must sell account ill health.

EARL PURTLE

1041 Briar Way Palisades, N. Y.

S. B. WEINTROUB

WANTS WANTS AGENTS

For Bowling Alley, Six Cats, Pitch-Till-You-Win, Penny Pitch, Buckets.

This Week, Allison, Iowa; Next Week, Maquoketa, Iowa.

Care GRAND AMERICAN SHOW

4 OUTSTANDING FAIRS 4

Belleville, Ill., Aug. 3-8; Springfield, Mo., Aug. 10-15; Bethany, Mo., Sept. 4-11; Caruthersville, Mo., Sept. 30-Oct. 4

WANT

RIDES—SHOWS—CONCESSIONS

Of all kinds, Long Southern Route to follow if desired. All contact:

GEM CITY SHOWS

AS PER ROUTE

LEO CARRELL

Wants at Once

Talkers and Ticket Sellers for Monkey Circus. Pat Sutherland, wire, c/o Jas. E. Strates Shows Binghamton, N. Y., this week; Clearfield, Pa., next.

WANT!

For 15 Fairs—Two or three good Griddle Men. Top wages to right help.

LOUIS STRATES

Strates Shows, Binghamton, N. Y., this week; Clearfield, Pa., next week.

COOKHOUSE

FOR SALE

Complete 10x20. New Canvas. Deep Freeze, Propane Gas, Dodge Van. All in good condition. Bargain at \$1,850.00. Can be seen at 7851 So. Bray Road, 3 miles South of Tuscola, Mich., or write: R. V. MARGOTT

6401 E. Forest Detroit 7, Mich.

RAYNELL WANTS

Two Candy Pitchmen for two large Sit-Down Shows, starting at Ionia, Mich., Fair. Please write immediately to

HENRY LINDEN

5% CETLIN & WILSON SHOWS

North Tonawanda, N. Y.

WANTED

For Wardell Cotton Carnival and Home Coming, auspices Wardell Rotary Club. Carnival with 5 Major Rides and Kiddie Rides. 20 Concessions. No flaties or gypsies. Week of October 3 to 11. "Lots Cotton—Lots of Beans." Wire or write

THOMAS N. SUDDARTH

Sec., Wardell, Mo.

WANT

Grind Shows and Hanky Pank Concessions. One of a kind for the following route of Fairs: Ogdon, Iowa, July 31-Aug. 1; Indianola, Iowa, Aug. 2-3; Grundy Center, Iowa, Aug. 6-8; Ida Grove, Iowa, Aug. 10-12; Denison, Iowa, Aug. 13-16; Algona, Iowa, Aug. 19-22; Sar Cily, Iowa, Aug. 24-26; Bloomfield, Neb., Aug. 28-30; Columbus, Neb., Sept. 1-4; Schurfer, Neb., Sept. 5-7; Guthrie Center, Iowa, Sept. 8-11; Stanton, Neb., Sept. 12-15; Albion, Neb., Sept. 16-19; Cozad, Neb., Sept. 23-24. Want Second Men on all Rides.

MERRIAM'S MIDWAY SHOWS

J. A. GENTSCH SHOWS

WANT FOR MISSISSIPPI'S BIGGEST & BEST FAIRS

Starting August 10 at Philadelphia, Miss., Neshoba County Fair. Fairs following from then on out

NO X ON ANY CONCESSION, OPEN MIDWAY

WANT—Hankie Panks of all kind. Scales & Age, Milk Bottle, Basketball, Grab Joint and any concession working for stock.

SHOWS—Want organized Minstrel Show, have top and inside. Miniature City or Working World, Fun House, Motor Drome, Side Show, Girl Show with two or more girls. Ride Men that drive Semis.

Outstanding Free Act, please contact at once. Notice—Doc. Ash contact me.

Holly Springs, Miss., week July 27. Amery, Miss., week of Aug. 3.

P.S.: Blacky Moore—Wants two good Count Store Agents.

O. C. Buck - Model Shows, Inc.

America's Finest Railroad Show

WANT—For 15 Fairs Starting at GOVERNEUR, N. Y., FAIR, Week Aug. 10.

Can place all Legitimate Concessions. Come on. Scale and Age, Novelties, Hats, all Ten Cent Game Concessions, American Palmistry.

GOOD PROPOSITION FOR DARK RIDE, UNBORN OR ARCADE MONKEY SHOW.

Can place Cat Driver, also Mule Driver, Ferris Wheel Foreman. (Briggs, answer.)

HAVE FOR SALE one 60 by 120 foot Round Top, khaki, two thirty foot Middles, all Rigging, Sidewall, Poles, etc., price \$500.00 dollars for quick sale. Also Cookhouse

24 by 20, Top, Awnings, Floor Tables, Chairs, ready to go. Can be used for small bingo.

Cheap for cash. One Factory Made Office Trailer, the finest in Show Business for sale, cost \$8000 dollars to build. Make offer. Have few more 1950 and '51 G.M.C. and Chev Tractors ready to go for sale. Also several Fruehauf Semis. All in fine condition.

Want Man and Wife to handle Popcorn and Apple Truck at all Fair Dates. Good proposition. Also Grab Joint. All answer.

O. C. BUCK-MODEL SHOWS, INC.

Plattsburg, N. Y., this week—Massena, N. Y., week Aug. 3.

JOHN BUNDY

President & General Manager

YOUNG-BUNDY MOTORS, INC.

CHRYSLER-PLYMOUTH AGENCY

806 St. Louis Ave., East St. Louis, Ill.

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Several Makes and Models of

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"Special Finance Plan for Showmen"

See Us for a Good Deal on a

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FERRIS WHEEL AND ROLLER COASTER

Miler Coaster and Easy to Handle

ALSO Second Men On All Rides

Prefer Truck Drivers, Sober Only.

GOODING AMUSEMENT CO.

1300 Norton Ave., Columbus 8, Ohio

JACK NORMAN

WANTS

Working Men for Big Revue. Also Exotic Strip to feature. Dancers of all kinds.

WIRE: c/o Jame E. Strates Shows, Binghamton, N. Y., this week; Clearfield, Pa., next week.

ATTENTION SEARCHLIGHT OWNERS

We have parts for Sperry and General Electric 60" Searchlights. Elements repaired. We stock carbons.

SUNRAY SEARCHLIGHT ADVERTISING, 4228 Sepulveda Blvd., Culver City, Calif. Telephone: Vermont 9-9813

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Police and Fire Dept. Benefit Show, UPC and Program. Pay daily—deal starting now. Contact

CHAIRMAN

Phone: Anthony 1010

FORT WAYNE, IND.

BREWER'S UNITED SHOWS

WANTED AT ONCE, Kiddie Rides, Chair Plane, Train, Trolley, Sky Fighter. Also Adult Chairplane. CONCESSIONS, Grab, Glass Pitch, Balloon Darts, Coke Bottles, Cig. Gallery, Photos, Bumper, Short Range, Scales, Nickel Roll, Cane Rack, or what have you? Phone or wire Sulphur Springs, Tex.; Atlanta, Texas, Fair next.

RIDE FOREMEN

Octopus, Wheel, Roller Coaster, Kiddie Ride. Good job for the right man. Long season. Playing Fairs after Labor Day. Must be sober and reliable. Address:

TURNER SCOTT

140 S. Ocean Ave., Daytona Beach, Fla.

WANTED

Octopus Foreman and Second Man, top salaries. Also Concession Agents for Six Cats and Buckets. Want Man and Wife for Hit-and-Miss, also Darts. Will work 10 straight Fairs. Contact LOUIS CUTLER, c/o Rumble Shows, Harrodsburg, Ky. No collect wires or calls.

Wanted-Girls-Wanted

Girls for Girl Show and Bally Girls. Man and Wife for Single O. Man for Snake Show. Want Help for Grind Show. Starting Fairs next week.

TED PORTER

52 Temple Detroit, Mich.

Phone: Temple 3-3451

BILL CHALKIAS

Wants Side Show Acts

Good proposition for Inside Man. 16 Fairs. Red Friend, Bill Silvan, James Montells and Ted Blank, wire me. Also need Cookhouse Help. BILL CHALKIAS, c/o Gold Medal Shows, Champaign, Ill., this week, or per route.

WANT

For the following State-Aid Fairs: Concessions of all kinds. Want THE Foreman at once. La Harpe, Ill., this week; Mt. Sterling, Aug. 3 to 7; Mendon, Aug. 8 to 12; Warsaw, Roseville and Le Roy to follow.

BURKHART SHOWS

GIVE TO THE RUNYON CANCER FUND

GOLD MEDAL shows

Wanted for Burlington-Hawkeye Fair, Burlington, Iowa, followed by North Iowa Fair, Mason City, and Mississippi Valley Fair, Davenport, Iowa.

Kiddie Rides, Little Dipper, Coaster, Whip, Train, Major Rides not conflicting with those we have. Want Grind Shows. Hanky Panks all open.

Address JOHN DENTON or ART FRAZIER
Champaign County Fair, Urbana, Ill., this week.

KELLER, VA., FAIR

(ON THE EASTERN SHORE)

AUG. 4-8

CONCESSIONS: French Fry Custard, Long & Short Range, Scales & Age, Novelties, Ball Games, Eats, Drinks, High Striker, String, Hankies.

SHOWS: Have New Front. Complete for Jig Show (Anna Lee King, answer), Monkey Show or Wildlife.

RIDE HELP: Want Ferris Wheel Foreman, Second Men who drive.

HAVE FOR SALE: Tractor and Trailer with 60" Searchlight and Electric Welding Outfit, in perfect condition.

Write or Wire

ROSS MANNING SHOWS

Bridgeton, New Jersey.

BEE'S Old Reliable Shows, Inc.

CLEAN AMUSEMENTS

you won't get stung!

WANTS AT ONCE FOR

Columbia, Ky., Fair, Now. Shelbyville, Ky., Fair, August 3-8; Campbellsville, Ky., Fair, August 10-15; Greensburg, Ky., Fair, August 17-22.

CONCESSIONS: Want Hanky Panks and Stock Concessions of all kinds, including Long Range, Short Range, Ball Games, Age and Weight, Jewelry, Popcorn, Cotton Candy, Ice Cream, Snow, Cookhouse, Grab, Beat Dealer, Over & Under. Can place Bingo starting Campbellsville Fair.

RIDES: Can place one Kid Ride for balance of season all Fairs; prefer Pony Cart or Train. 25% to office.

SHOWS: Want all Shows with own equipment not conflicting, 25% to office.

Phone or Wire

DAVID J. HULS, care Bee's Old Reliable Shows, Inc.

Columbia, Ky., now, then at per route

WANT—BROWN & WALLACE SHOWS—WANT

For Soldiers' Pay Week, Sumter, S. C., and 10 Fairs thru Tenn., Ala., Miss., and Georgia.

WANT: Experienced Spitfire Foreman, top salary. Can always place ride help that drives Semis.

WANT: Bingo for balance of season. Will book for open Midway, Glass Pitch, Candy Floss, Buckets, Six Cats, Long Range Gallery, Short Range Gallery, Water Games, Cig. Gallery, Age and Scales, Bumper, Ball Games and any other Concessions. Can place Concession Agents who will follow orders.

Have Beautiful Girl Show, complete Wagon Show Front, need Manager who can furnish 3 or more Girls. Will book non-conflicting Rides or Shows. Good opening for Penny Arcade and Pony Ride. All answers to

BROWN & WALLACE SHOWS

Florence, S. C., sponsored by Police Dept., then the big one, Sumter, S. C. Don't you miss it.

P. S.: Good opening for Clean Cook House for balance of season.

KLENKE AMUSEMENTS

Want for the following route: Shows and Concessions of all kinds. Also want Second Men on all Rides. Police Safety Pageant, Buckhannon, W. Va.; Wood County Fair, Parkersburg, W. Va.; Gallia Fall Festival, Gallipolis, Ohio; Merchants' Association Exposition, Columbus, Ohio; Bylesville Annual Homecoming, Bylesville, Ohio; C.I.D. Labor Day Celebration, City Park, Parkersburg, W. Va.; Lawrence County Fair, Louisa, Ky.; Greenup County Fair, Greenup, Ky.; Merchants' Free Fair, South Charleston, W. Va.; Floyd County Agricultural & Industrial Fair, Prestonsburg. All address:

FRANK GRIFFITH, KLENKE AMUSEMENTS

St. Albans, W. Va., week July 27; Buckhannon, W. Va., week Aug. 3.

ANDERSON AMUSEMENT

GERALD R. ANDERSON, Mgr., UNIT #1

Delta, Ohio, July 31 & Aug. 1; Holland, O., Aug. 7 & 9; Blissfield, Mich., Aug. 14 & 15; Meyville, O., Ox Roast, Aug. 19 to 22.

Can use Age, Scale, Photo, etc. Want Wheel Foreman and Ride Help. "Slim" Johnson, come on.

JAMES FISH, Mgr., UNIT #2

Fremont, Ohio, Aug. 1 to 3; Deerfield, Mich., Aug. 6 to 8; Fayette, Ohio, Aug. 13 to 15. Can place Candy Floss, Pop Corn, Milk Bottles, Car Rack, Pitch-Till-U-Win, etc. Want Foreman for Wheel, Octopus, Rail-o-Plane and Merry-Go-Round and Ride Help that can drive.

GERALD R. ANDERSON

1488 SOUTH AVE., TOLEDO, O., OR ROUTE.

CARL D. FERRIS SHOWS

WANT FOR TOWANDA, PA., FAIR, Aug. 3-8, and Long List of Fairs Ending Nov. 1

CONCESSIONS—Short Range, Jewelry, Photos, Duck Pond, Fish Pond, Pitch-Till-U-Win, any Concession working for stock. SHOWS—Penny Arcade, 10-in-1, Mechanical Show, Glass House, Motor Drome, Monkey Circus or any Grind Show. RIDES—Non-conflicting. Wire all answers:

CARL D. FERRIS, Elkland, Pa.

WANTED

RIDE HELP AND CONCESSION AGENTS—Second man for Ferris Wheel. Must be experienced—sober and reliable. Useful help on all Rides.

AGENTS FOR TEN OFFICE JOINTS: must know their business on 15r and 25r Hanky Panks, and can stand prosperity. Chasers and thieves stay where you are. You won't last.

LEE BECHT AMUSEMENTS

4th & Cutter, Cincinnati, Ohio—July 28 thru Aug. 2. Liberty & John, Cincinnati, Ohio—Aug. 4 thru 9. Bank & Baymiller, Cincinnati, Ohio—Aug. 11 thru 14. Permanent address: P. O. Box 92, Mt. Healthy 31, Ohio

BOONE VALLEY SHOWS, INC.

Want Concessions: Photos, Glass Pitch, Hi-Striker, Diggers, Basketball, Hucky Buck, Roman Targets, Fish Pond, Penny Pitch, Cane Rack, Penny Arcade. Log privilege. Want Shows: Glass House, Fun House, Girl Show, Athletic Show, Monkey Show, 10-in-1 or any Show of merit with own equipment. Committee money only. Rides: Will book Octopus or Roll-o-Plane. Solid route of Fairs and Celebrations through September, including Iowa's largest Labor Day at Vinton Sweet Corn Days.

Tabor, Iowa, July 28-29; Treynor, 30-31-Aug. 1; Jefferson (Fair), Aug. 3-4-5-6.

WANT FOR AMUSEMENT PARK

LAKE WACCAMAW, NORTH CAROLINA, UNTIL AFTER LABOR DAY, THEN EIGHT FAIRS IN TOBACCO SECTION IN NORTH AND SOUTH CAROLINA, BUMPER CROPS AROUND HERE, TOBACCO MARKET OPENS AUG. 3.

WANT—non-conflicting Rides. Can place Animal Show or any Grind Show that is flashy. Want few more Hanky Panks. Can place Ride Help, also Concession Agents. Want Bingo for balance season. Opening for useful Show People in all departments. Notify if you have had it rough on road. This is a good place to get even. All contact

W. C. EDWARDS

Lake Waccamaw, North Carolina

DELPHI, INDIANA, HOMECOMING

ALL WEEK, STARTING AUG. 3—ONE OF INDIANA'S LARGEST ANNUALS FOR OVER NINETY YEARS

Can place for Delphi and rest of season of Fairs and Centennials. Stock Concessions of all kinds—Fish Pond, Coke Bottle, Bumper, String Game, Six Cat, Dart Board, Over 12, Hucky Buck. Also CUSTARD, ICE CREAM, AMERICAN PALMISTRY, FRENCH FRIES, PRONTO PUP, HATS, SPECIALTIES and DEMONSTRATORS.

SHOWS: Can place any of merit with own outfit. Want Monkey, Illusion, Wild Life or large Side Show.

RIDE HELP: Roll-O-Plane Foreman and other Useful Help on all Rides.

Address: Ernie Allen, BAKER UNITED SHOWS—Clinton, Indiana, this week—or Tom L. Baker, 2257 Madison Ave., Indianapolis, Indiana—Phone Garfield 4584.

RIDE HELP WANTED

Can place good, sober, reliable Foremen for Merry-Go-Round and Roll-o-Plane. Prefer semi drivers. Can also place good Second Men on Wheel and Tilt-a-Whirl.

We have a long season with pay every week, plus good bonus. No more still dates. We play all fairs from now on. Ed Remley, Kibler, Cowboy, come on.

Can also place Man to up and down Concessions.

Address all mail and wires to

LLOYD D. SERFASS, PENN PREMIER SHOWS

General Delivery, Punxsutawney, Pa., this week; Meyersdale, Pa., Fair, next week.

P.S.: Bill Keefe wants all ride boys knowing him to come on.

FLOYD O. KILE SHOWS

WANT FOR 19 MORE FAIRS TILL NOV. 17 WANT

Cook House or Grab, Footlong, Custard, Ball-Games, Blower, High-Striker, Water Games, Stock Stores of all kinds, Diggers (Evans), American Palmistry, Set Spindles, (Rose) Basketball, Glass-Pitch. Will place you.

SHOWS: Of all kinds: with own equipment. Good opening for Fun-House, Kiddie Rides, will book one Major Ride. Good route, low percentage.

Want Foreman and Second Men, Semi Drivers for M.G.R., Eli, Twister, Kiddie Autos, (Good treatment, very good pay, long season.) If you are drunkards and run rides in that condition stay out. Otherwise come on.

Tex Grey, Bob Scanlon, Bob Lovett (Alabama is here), Warrenton, Mo., Fair, this week. Followed by Minden, Neb.; Holdrege, Neb.; then Kans., Mo., Ark., La., Miss. All bona fide Fairs till Nov. 17. All replies: FLOYD KILE, Mgr.

HEDY JO STAR

WANT'S GIRLS FOR "STREETS OF PARIS" BURLESQUE

Lie Parker, Torchy LaFaye, Dimples Darlene, get in touch with me at once; and all girls who have worked for me before. Fairs from now on out.

World of Today Shows, Little Falls, Minn., this week; then Wadena, Minn., follows.

EDDIE'S EXPO. SHOWS

Lions' Fair, Monesson, Pa., Aug. 3-8; Blairsville Victory Celebration, Aug. 10-15; Mt. Pleasant 125th Anniversary on the streets, Aug. 17-22; Washington Free Fair, Aug. 25-29; Stoneboro Fair, always on Labor Day.

WANT: Ball Games, Cat Racks, Custard, French Fries, Photo, Teddy Bear Wheel, Lamp Wheel. No Racket.

EDDIE DIETZ, Per Route

WANT—I. K. WALLACE SHOWS—WANT

Rich Valley Fair, Bland Horse Show, Lebanon Horse Show, all Virginia week. Followed by Minden, Neb.; Holdrege, Neb.; then Kans., Mo., Ark., La., Miss. All bona fide Fairs till Nov. 17. All replies: FLOYD KILE, Mgr.

WANT Chairplane Foreman, other Ride Help. Can place Ball Games, Short Range, Hoopla, Photos and Palmistry. (Miller, contact.)

WANT Salisbury wants Skillo, Country Store and Slum Store Agents. Write or wire

I. K. WALLACE, Richlands, Va., Robert Salisbury, Business Mgr.

JOHN J. CARUSO WANTS

CAN PLACE FOR SIX TOBACCO MARKET LOCATIONS AND FAIRS IN N. C., S. C., AND GEORGIA

Agents for Skillo, Razzle, Pin Store, Line-Up Table and Buckets. Walter and Griddleman for Nit-Down Grab. Agents knowing Nello and Edson, contact.

Opening Ayden, N. C., Aug. 2. Contact Farmville, N. C., this week.

Palmetto Exposition Shows

OVERSEAS REPORT

Little Chance Seen for Spanish Exhibits in U. S.

CHICAGO, July 25.—The possibility of Spanish industry exhibiting its wares at North American fairs is remote, according to Carole May, of the National Bureau for Fairs, who returned here recently after visiting the International Fair in Barcelona. Miss May said that while Spain's leather and steel products can compete with any in the world so far as quality is concerned, the backward methods of hand production prohibit any large exporting of these items. This non-mechanization also prevails in agriculture where most farmers continue to use a scythe

and bind their crops by hand. There is no comparison with U. S. fairs so far as agricultural equipment is concerned, she said. None of the large American concerns had exhibits at the fair although some German and English concerns were represented.

The fairgrounds of the Barcelona expo is located in the heart of the city and its most important attraction is the big bull ring, adjacent to the plant. According to Antonio M. Llopis, fair's president, and Jose Daurella, secretary-general, the annual drew a total of 125,000 people on one week-end. The fair is open to the public on Saturdays and Sundays only.

Miss May said the fair's buildings are all permanent. The interiors are well finished with arched doorways, sculptured ceilings and with broad aisles. The fair management offices are palatial and luxuriously furnished, compared with those in the U. S. and Canada.

U. S. cars were fairly well represented in the automobile building with Ford, Studebaker and Willys having exhibits.

No food is sold in the six exhibit buildings, this being confined to the midway. There were few tents on the midway and most of the concessions were housed in small buildings, surrounded with low white picket fences which gave the zone an appearance of a small well-kept village.

Mineola Skeds Two Sundays, Free Talent

NEW YORK, July 25.—The Mineola Fair, which this year begins its nine-day run on October 10 at Roosevelt Raceway, Westbury, L. I., will be open on Sunday for the first time in its 112-year history.

Two Sundays fall into the fair's run this year which should entice many Gothamites to foresake their city apartments for the Long Island annual. The fair, which is an amalgamation of the Queens-Nassau Agricultural Society with the three-year-old Nassau Industrial Exposition, will still bear the Mineola Fair name. It will feature in contrast to the agricultural exhibits of past years, more exhibits of an industrial type pointing up the great growth and movement of commercial firms in and to the area.

A 40-foot-square stage will be utilized in front of the grandstand for afternoon and evening entertainment. Grandstand seats will be free. Fireworks will also be displayed nightly except on the two Sundays.

Roosevelt Raceway, well known for its trotting races, was obtained as a site for the fair after Nassau County officials requested the return of property formerly used by the fair. Parking for 8,000 cars is available at the new location. The I. T. Shows will be present on the midway during the nine-day run.

Du Quoin Inks Jack Carter

DU QUOIN, Ill., July 25.—Du Quoin State Fair has signed Jack Carter to emcee its Labor Day night grandstand show, which will feature a variety show wrapped around Guy Lombardo and his ork.

Carter, comedy star of television's "Cavalcade of Stars," recently replaced Phil Silvers in the Broadway musical "Top Banana." Others in the Lombardo package include his three brothers, Carmen, Lebert and Victor, and Kenny Gardner as well as Bill Flannigan, Kenny Martin, Cliff Grass, the Lombardo Trio and the Lombardo Twin Pianos.

Name attraction for the seven night grandstand show previous to Labor Day will be Bob Crosby, plus a number of supporting acts.

Westchester Budgets 17G For Ballyhoo

PEEKSKILL, N. Y., July 25.—Slightly more than \$17,000 will be spent in advertising and promoting the Westchester County Fair, President E. D. Kelmans announced this week.

A notable selling job in the staging of the first Westchester event at Indian Point Park last year was wasted in part when a storm of almost hurricane velocity forced the closing of the grounds on Labor Day.

While a big part of the money will go into newspaper and radio advertising, all other media will also be used, Kelmans said. Television will be used extensively, as it was a year ago. More than 50 24-sheet boards have been contracted for with the locations assuring a 75 per cent saturation. Three-sheet boards on New York Central Railroad station platforms will be used from New York to Poughkeepsie, N. Y., covering about 75 miles. On the New York, New Haven and Hartford Railroad, the boards will be used on all platforms as far north as Stamford, Conn. These two lines cover all of the commuting areas within the drawing territory of the Westchester event.

All Media Included

Other billing, including window cards, will be used extensively. Bumper strips heralding the fair will be attached to all cars entering Indian Point Park beginning next week-end. The bumper strips, in vivid fluorescent colors, were used successfully last year.

Large signs advertising the fair will also be erected in the park so that the heavy influx of area residents will be made aware of the fair and its location.

Final details for the presentation of the George A. Hamid Showtime Revue were worked out last week with Joseph Hughes and Babe Rabb, agency representatives. Stand seating approximately 3,000 will be erected. The fair dates are September 6-12.

'Hayride' on Midwest Trek

CINCINNATI, July 25.—Members of "Midwestern Hayride," local WLW and WLW-T show, will soon take to the road under the direction of Ken Smith, of WLW Promotions, Inc., for appearances at Ohio and Indiana Fairs, it was announced this week.

Set for the trek are Vic Bellamy, Bonnie Lou, Buddy Ross, Jimmy Walker, Jack Rogers, Kentucky Briarhoppers, Geer Sisters, Herb and Kay Adams, Downhomers, Pine Mountain Boys and Trailhands.

Indiana annuals at which the troupe will appear are Dearborn County Fair, Lawrenceburg, July 29; Decatur County Fair, Greensburg (30); Scott County Fair, Scottsburg, August 4; Jay County Fair, Portland (5); Union County Fair, Liberty (5); Porter County Fair, Valparaiso (5), and Greene County Fair, Worthington (5). Also set are two Ohio annuals, Shelby County Fair, Sidney (6), and Crawford County Fair, Bucyrus (7).

Mrs. T. B. Glover is secretary of the fair at Roanoke Rapids, N. C., September 21-26, instead of Fay Gilsdorf, as mentioned in last week's issue.

Talent Contest Lure Slated By Reading

READING, Pa., July 25.—The Reading Fair announced today its plans for a talent contest which will offer \$875 in cash prizes in addition to a paid engagement at the fair for the winner.

The talent competition, according to John S. Giles, fair president, will be open to anyone, with both amateurs and professionals eligible for entry.

The top 10 contestants will receive prizes ranging from \$250 to \$50 and they will be selected by applause from the grandstand audience at the fair.

Anticipating an avalanche of entries, fair officials have set up elimination machinery which will include two nights of screening at the fairgrounds Skateland, two nights of preliminary judging in a local theater and two nights of semi-final judging at another film house. The contest winner, in addition to the cash prize, will be added to the roster of paid entertainers at the fair.

The talent contest will help focus attention on the up-coming fair, which will be held September 13-20.

Fem Heads Detroit Livestock Dept.

DETROIT, July 25.—Mrs. William Lundberg, secretary to the Michigan agricultural director the last five years, has been named acting director of the agricultural and livestock exhibits at the Michigan State Fair. She succeeds Harry B. Kelley, Hillsdale, who resigned last fall.

Ohio State Gets Funds For Million \$ Youth Bldg.

Columbus, O., July 25.—Ohio State Fair, as a result of the last-minute passing of the Additions and Betterments Bill by the State Legislature, has been allotted \$1,000,000 for construction of a new youth center building. The new structure will have dormitory space for 2,000 youngsters, a cafeteria, an auditorium seating 3,000 and space for ex-

hibits. The building will be used all year for youth group meetings and conventions.

The Legislature also appropriated an additional half million dollars to complete the purchase of land needed to expand the fair's total plant to 330 acres.

All buildings now under construction will be finished in time for the fair's opening August 28.

PNE Advance Ticket Sale Tops '52 by 10 Per Cent

VANCOUVER, B. C., July 25.—Pacific National Exhibition's advance ticket sales, which opened July 1, is already running 10 per cent ahead of last year, V. Ben Williams, general manager, announced. The ducats entitle holders to participate in the giveaway of new automobiles, valued at \$12,000, and sell at four for \$2.

Plans were announced for a five-mile, 18-band parade to open the big expo August 26. The British Columbia Building, originally scheduled to be ready in time for the fair, will not be completed in its entirety but parts of it are expected to be made available for use during fair week. A refrigeration room, used last year for the first time, will again be used to assure the freshness of all meats sold in eat stands.

PNE officials recently played host to 11 Portland, Ore., officials, who flew here to get some ideas for the 167 acre fairgrounds they are planning in that Oregon city. The group represented the Pacific International Livestock Exposition, which recently turned its big grounds over to the U. S.

Air Force to be used as a warehouse. The Portland expo will use three big tops for its show this fall.

Included in the party were Ormond R. Bean, city commissioner; Carvel Linden, president of the Chamber of Commerce; V. A. McNeill, manager of Portland Tourist and Information Center, and newsmen Tom Humphrey and Paul House of The Oregon Journal and Oregonian.

Storm Damage Disappears At Sedalia

SEDALIA, Mo., July 25.—The Missouri State Fairgrounds is getting a "new look," officials revealed here this week. The fair opens a nine-day stand August 22.

Damage to roofs and buildings caused by a tornado that swept the fairgrounds during the '52 fair is being repaired. New roofs are being built on the Women's Building, Coliseum, horse barn, dairy cattle barn, and the swine building.

The Floriculture Building and Philately Building have been remodeled, facilitating the handling of increasing numbers of exhibits and enabling the superintendents of the departments to arrange them in a more attractive manner.

The outstanding improvement is a street-lighting project. A new white way, consisting of 24 units, will begin at the main gate of the grounds, and extend over a loop around the main area, following a route over which the shuttle buses operated during last year's fair.

New lighting arrangements are also being installed within many buildings. Additional sidewalks are being laid around the main areas of the grounds, and improvement of plumbing, water and sanitation facilities at many points is being made.

All permanent buildings also are receiving a fresh coat of paint.

Dallas Picks Chrysler Prez For '53 Award

DALLAS, July 25.—L. K. (Tex) Colbert, president of the Chrysler Corporation, has been selected to receive the second annual "Texan of Distinction" award of the State Fair of Texas.

Colbert is a native of Oakwood, Tex., and has attended the Dallas fair, where Chrysler had a big exhibit in the Automobile Show, for the past two years.

The award will be made at the State Fair's annual banquet in the Grand Ballroom of the Adolphus Hotel October 13. Colbert has agreed to make the principal speech.

The award was inaugurated last year to honor native-born Texans, who have lived at least 15 years of their life in Texas and who have achieved distinction in industry, science or the arts. Last year's award went to Eugene Holman, president of the Standard Oil Company of New Jersey.

Actual award is swanky, expensive Stuben glass vase intricately engraved with themes symbolic of Texas.

Chrysler Corporation will have another part in the fair when the famous Kiltie Band of bagpipers from Detroit pay their second visit, boosting Plymouth cars. The band will come to Dallas a week before the fair and tour the country-side making promotional appearances. The band will play daily in Automobile Building and on the midway stage and will march in the opening day parade downtown.

Boone, Ia., Builds Barn

BOONE, Ia., July 25.—Boone County Fair has let contracts for the construction of a new beef cattle barn and the addition of a new cement floor in its hog barn. Work is scheduled to be completed in time for the August 17-20 annual. Cost of the project is estimated at \$5,150 and is part of a plant building program aimed at elimination of crowded conditions.

Escanaba Cattle Premiums Over 8G

ESCANABA, Mich., July 25.—Owners of dairy and beef cattle will compete for \$8,756 in premiums at Upper Peninsula State Fair here, August 18-23. Only dairy cattle from the Upper Peninsula will be eligible, but beef cattle from any area of the State may participate.

Fairgrounds cattle barns are expected to be filled to capacity again this year. Exhibits will include Holstein, Guernsey, Jersey, brown Swiss, Hereford, shorthorn and Aberdeen Angus breeds.

Detroit Inks Canadian Thrill Show

DETROIT, July 25.—Congress of Canadian Daredevils will play its first U. S. fair this summer when it comes in for four performances at the Michigan State Fair. The Canadian thrill show will play matinee and evening performances on the two opening days, James M. Hare, fair manager, announced.

The thrill org is a seven-year-old show which bases in Montreal. It recently completed its first tour in the U. S., which included dates in Florida, California, Washington and Oregon. Jack Wilson represented the show in signing the contract.

Florence, Ala., Names O'Steen

FLORENCE, Ala., July 25.—B. F. O'Steen has been elected president of the North Alabama Fair and Park Association, succeeding J. T. Flagg, who headed the organization for the past 17 years. Flagg resigned due to the press of business. Other officers of the fair, set for September 21-26, include O. L. Chambers, vice-president, and C. H. Jackson, secretary-treasurer.

Montgomery City, Mo., Opens on Strong Note

MONTGOMERY CITY, Mo., July 25.—Montgomery County Fair opened its three-day run here Thursday (23) with a big first-day turnout. Main attraction of the day was the fair's horse show.

Reprints of the complete 1953 FAIR DATE LIST

... featured in last week's issue, mailed anywhere in the United States or Canada, 25c each, post-paid.

Send request and payment to:

The Billboard
Circulation Dept.
2160 Patterson St.
Cincinnati 22, O.

NAAPPB Puts Off Tax Fight

Continued from page 45

efforts in seeking legislation that would benefit all segments of the entertainment industry. They note that COMPO has fought alone until the very climax when they were forced to solicit the parkmen's aid. The passage and signing of the bill will mean relief for the picture industry and promise nothing to the park and allied groups, they say.

Hamids motion picture theater holdings have been pointed up by some NAAPPB members by way of criticism of the joining action. However, Hamid's theater interests form only a small part of his amusement empire and he has attacked publicly the lone wolf action of COMPO until the present time.

Changes Possible

While it is unlikely that amendments on behalf of the park group will be offered if COMPO is successful in keeping other groups from having amendments tacked on the bill, the passive attitude of NAAPPB will be abandoned if a free-for-all action develops on the Senate floor.

As late as Tuesday agreement on the NAPPB action was still being sought from members of the legislative committee. On that day a letter over the signature of Harry Batt was mailed to all members from Chicago headquarters urging the immediate contact of senators in an effort to have an amendment favoring the park industry attached to the Mason Bill. The suggested body of a letter and a copy of the amendment were furnished.

Since the letter went to the general membership it is likely that many will comply with the request before they can be advised of the change in the official attitude of the NAAPPB.

Covers All Phases

The suggested amendment covered all phases of the outdoor amusement industry, in keeping with the pledged effort of the NAAPPB to aid all segments of outdoor show business. It reads: "The tax imposed under this paragraph (Section 1700 (a) (1) shall not apply to the amount paid for

admission to an amusement park, pier, swimming pool, beach, carnival and fair, or skating rink, and it shall not apply to the amount paid for admissions to any of their recreational features or entertainment devices operated therein."

In announcing the decision to aid COMPO by halting efforts to obtain an amendment, Hamid said that the fight to obtain tax relief for the entire outdoor amusement industry would be continued.

He urged an immediate effort with all interested groups participating and sharing in the work and cost of the movement. While saying that the hope for tax relief this year appeared to be no longer a possibility, Hamid said that the prospects for a cut in excise taxes for next season were excellent.

Saskatoon Ex

Continued from page 45

betting also was up. Total betting, however, was down from last year, when one more race per day was run.

On the midway, the Royal American Shows have been notching up new record ride and show grosses. Monday's rain hurt the midway business but the strong subsequent turnouts and heavy spending boosted the total to record heights.

Visitors to the exhibition included a delegation from the Brandon Exhibition that embraced Wilfred McGregor, president; Frank Meighan, vice-president; Sid McLennan, manager; Maurice Hartnett, and R. J. Denning, manager and director, respectively, of the Calgary Stampede, and James Paul, managing director of the Edmonton Exhibition, and Bill Muir, Edmonton director.

A large delegation of Regina Exhibition execs, among them Manager Tommy McLeod, President Bob Hutchinson, Vice-President Don Pells, and Directors Clayton McKee, Hooper Coles, Lyle Doan, W. Givens Smith, and Alec Aitken, also visited the exhibition.

Rated Best Yet

Continued from page 45

lowed by Vicki Draves, Lyle Draves, Hobie Billingsley, Charlie Diehl, Bruce Harlan, Jack Roth, Jim Strong and Tommy Thompson.

George Prentice's Punch and Judy show drew yocks as Punch lived up to his name by absorbing plenty of punch from the others in the "cast."

Martin Emsees

Altho not programmed at this point, Miss Curtis entered the pool to show how man learned to swim, starting with the dog paddle to the American crawl which won her Olympic honors. Show Emsee Tom Martin narrated the various strokes.

"Carnival in Rio," production number, centered around a South American theme, with the vocalists, stage line and posers and Aqua Dears participating, along with Tato and Julia, a fast-moving Latin dance duo that pleased.

Five and 10-meter boards diving drew loud oohs and ahs from the audience as the swimmers went thru their intricate gyrations.

Rex Ramer, music impressionist, and Eilene Marsh brought loud guffaws by their comedy antics.

Flashy Set

Most elaborate production number, "Aqua Shangri-La," had an oriental background, with the largest water prop ever used, a reproduction of the Taj Mahal, and a large revolving vase from which posers emerged.

The Four Step Brothers stopped the show with their tap and specialty dancing. Miss Curtis took to the pool for the second time with her effortless-type swimming, as Burt Hanson and Lyda DaValle sang.

Club Aqua of '53 combined with the finale to bring the entire cast on stage. The diving maniacs, featuring Orwin Harvey and all the male divers, were made part of this production instead of being featured alone as in the past. This tied the show together much better. Fireworks at 10:45 p.m. wound it all up.

Ottawa Makes Nut, Maybe \$\$

Continued from page 45

phers; Jerry Austin and Betty Jane Watson, singers, and Lou Diamond and his orchestra.

Maurice Melford, Chicago press agent, who had been associated with the Chicago Railroad Fair and other major outdoor events in the past, was the centennial's executive director. Among special events was a re-enactment of the first Lincoln-Douglas debate on the same spot where this historic event took place here, and a debate on major foreign issues of today by U. S. Senators George W. Malone (Nevada) and Paul H. Douglas (Illinois).

Other events presented under Melford's direction were an all-Illinois accordion jamboree, which drew more than 1,000 accordionists from Indiana, and Wisconsin as well as Illinois; a night parade of boats; a nine-county preliminary for the Chicagoland Music Festival; a square dance festival, featuring pro talent provided by WLS Attractions; a coronation ball with Tex Beneke's orchestra; a fashion show, many contests for youth, and exhibits of old-time farm machinery, farm equipment, furniture, etc.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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RINGLING-BARNUM REPEATS '52 MIDWEST \$\$ SPURT

Richmond, Ind.; Champaign, LaSalle, Ill., Give Top Business; Chicago Looks Big

CHICAGO, July 25.—Ringling Bros. and Barnum & Bailey Circus rolled in here Thursday (23) with a welcome week of big business to its credit and with prospects for a jam-up four-day run here.

The improvement in business was comparable to that of last year, when the show found takes light until it reached Indiana and Illinois about this time of the year.

Dayton, O., gave two three-quarter houses (15), and Rich-

mond, Ind., followed (16) with two near-capacity following much local publicity. Fort Wayne, Ind. (17), and South Bend (18), the latter being last year's turning point, were fair this time.

Kankakee, Ill., a matinee-only Sunday (19) stand, was a satisfactory three-quarters. Then came Champaign with a surprising Monday (20) score of a near-full matinee and straw night house. Peoria's matinee on Tuesday (21) was half filled, but the night house was 95 per cent full.

LaSalle, Ill., which the show had not played in years, turned out two packed houses on Wednesday (22). Advance sales for some of the smaller towns scheduled to follow Chicago were strong, indicating they may continue the duplication of 1952's big grosses in the Middle West.

The Chicago run, second time the show has played on the West Side, began Thursday (23) with a well-filled matinee and two-thirds night score. Show officials looked for big crowds for the following three days here. Advance sales were reason for

optimism about Friday and Saturday, and Sunday's matinee was expected to be good.

The revised matinee price scale was in force in several of the smaller towns played in recent days. This was the show's first time in Richmond, Ind., since 1912, and Kankakee sources said this was that town's first big one in 15 years. Heat kept some away from the matinee there. Champaign's attendance was big despite rain. Mills is booked there for August 10.

Peoria also was hit by rain, and Polack Bros. is to be there for the Shrine, starting July 31, while Mills will be in for August 15. LaSalle was played while all major factories were on mass vacation. Kelly-Morris to be in LaSalle's twin city in July 29.

Mrs. Anna Hayes was taken from the train to a LaSalle hospital following an attack of appendicitis, but hospital attendants said her condition was good and that no surgery was contemplated. Father of Arthur M. Concello, general manager of the show, visited at Peoria.

WISCONSIN \$\$ HELP

Diano Revived; Dixie Trip Set

By TOM PARKINSON
CHICAGO, July 25.—A week of good business in Wisconsin apparently turned the tide for Diano Bros. Circus. Upon leaving that State, the show was emerging from organizational difficulties and had a break in weather after six weeks of storms. General feeling was that things were on the upgrade.

While show officials won't say so, the opera was all but closed a couple of weeks ago. That is when Owner Tony Diano shipped most of his important menagerie animals and some lead stock back to Canton, O. Truck line-up was cut back slightly then, but about 40 pieces remained with the show. Employee census was at its low point, but several new staffers were joining.

The revamped organization, like the original, includes many who were with Supt. B. C. Davenport on other shows. The circus, smaller than at the outset, had been undergoing a continuous change in route since it decided against making Canada, but it now has settled down. After playing Illinois, Indiana and Ohio for a week each, the Diano show is scheduled to move quickly into the South.

Because of changes, the ad-

Vernon Reaver Dies in Iowa

DES MOINES, July 25.—Vernon Reaver, 63, former show agent, died here recently. He had been retired and ill for about five years. Services were conducted in Des Moines July 5 by the Elks.

Reaver was born at Algona, Ia., and lived in Milwaukee before coming to Des Moines 25 years ago. He was treasurer of the Princess Theater in Des Moines, and later joined the Yankee Robinson Circus as treasurer. He was a partner in Reaver & Kelly's "Uncle Tom's Cabin" company.

At one time he was manager for Robert Ringling on an opera tour. Reaver also was in the white wagon on the Ringling-Barnum show in the 1920's. At various times he was manager of movie houses in New York, a theater in Red Bank, N. J., and a vaude house in Birmingham.

vance, which includes telephone crews and billing crew, was only nine days ahead. Agent James Allen Winters is booking all dates under auspices. In addition, certain auxiliary personnel which had been with Hagen-Wallace joined Diano Tuesday (14) at Geneva, Ill., and now has begun operations.

Diano said at Geneva that the show had just closed its best week, altho early business in Texas was nearly as good. From Waupaca, Wis., it was reported the show had a capacity night (9). At Geneva, the matinee was nearly half filled and the night house was near-capacity.

At Gibson City, Ill., Thursday (Continued on page 63)

Hunt Grosses Top '52 by 30-40%

JAMESTOWN, Conn., July 25.—Hunt Bros. Circus is currently running 30 to 40 per cent ahead of last year at the ticket wagons, according to Harry Hunt, and has been running ahead of 1952 since the start of the season this year.

The show recently concluded a three-week stand on Long Island where good, even business was racked up in the highly successful appearances there. Altho Charles T. Hunt, Sr., founder of the show and currently touring with it in its 61st consecutive season, said that the Island engagements were not big, the steady and even flow of business enabled them to rack up grosses that were consistent in size and number.

Charles Sr. went on to elaborate that the show had made its nut by the 4th of July and could have gone into the barns at that time. He indicated that the show now has only to consolidate its gains and continue to play under sunny skies to permit it to wind up its season in a pleasantly prosperous state.

Connecticut Okay

Connecticut stands the past week have, like the Long Island dates, been consistently good altho not big. The show, which has only had four cold dates, has enjoyed frequent sellouts, a condition which will carry over for the show's benefit next year when it hits the current sellout towns.

A party was given in honor of the circus personnel at Niantic, Conn., on Monday (20) by circus

2 ISLAND STANDS PACK KING TENT

Prince Edward Towns Give Straws At Night, Strong Matinee Scores

SUMMERSIDE, P.E.I., July 25.—Both Prince Edward Island stands of King Bros. & Cristiani Circus brought top business, and earlier New Brunswick dates were equally good.

Matinee at Summerside Tuesday (21) had a full house and the night show was strawed. Rain

hampered the morning parade but halted farm work and brought people out for the performances.

Charlottetown on Monday (20) had a near-full matinee and straw night house in clear weather. Show made the long ferryboat trip over Sunday and was on time Monday.

At Fredericton, N. B., on Friday (18), the King-Cristiani show drew two capacity houses, with a huge crowd on hand for the parade. Thirty miles of poor roads slowed arrival of the show and the matinee was delayed.

Twin near-full houses were run up at Bathurst, N. B., (16). Truck breakdown delayed the parade somewhat. All dates are under local auspices.

Bary Zoo Hops Into Quebec; Business Okay

MALARTIC, Que., July 25.—Howard Y. Bary's British Africa Educational Zoo Train, which opened the season April 6 at Vancouver, B. C., has arrived in the province of Quebec and has been exhibiting to satisfactory business, Bary reported this week.

He said the three-car railroad show followed King Bros. & Cristiani Circus at Cochrane, Ont., and Val d'Or, Que., and that the circus apparently had stimulated interest in shows. Bary said he had good breaks in French language newspapers and radio broadcasts. Show was in Malartic on Tuesday (21).

A pair of giant hornbills have arrived at Seattle and a large tortoise is at New York. Bary said these would be added to his walk-thru show within the next several days.

Mrs. Jerome Wilson Dies of Injuries After Boat Blast

NEW ORLEANS, July 25.—Mrs. Janis Wilson, 32, wife of Jerome Wilson, operator of the Circo Americano of Puerto Rico, died here Saturday (18) as a result of burns received in an explosion aboard the couple's cabin cruiser. Funeral services were conducted Monday (20).

Surviving are her husband and their son, Jerome Jr., both of whom were seriously injured in the explosion.

Jay Gould Wins Good Grosses In S. Dakota

LE SUEUR, Minn., July 25.—Business for the Jay Gould Circus has been of record proportions, according to Gould, who said this week that South Dakota stands were the best of the 30 years he has been making them.

Marshalltown, Ia., drew big business and local sources estimated parade attendance at 100,000, he said. Spending was good. Madison and Mitchell, S. D., were good. Ipswich, S. D., Trail Days stand was the best of the series, according to the show owner.

Gould said that at Redfield, S. D., crowds stayed late on the closing night and that the show finally closed down at 1 a.m., despite continuing business, so that the jump could be made.

The show, which includes carnival rides, parades and free circus, is here for a centennial celebration this week-end (25-26). Also coming are Litchfield, Ill., Centennial, August 6-8; Aberdeen, S. D., four days, and Chicago, which has been increased from three to five days. Chicago stand will be at 106th and Mackinaw Avenue August 12-16 under auspices of the East Side Lions Club.

Sturmak Show Folds in Mont.

GLASGOW, Mont., July 25.—Hagen-Wallace Circus folded here Monday (13) after a disastrous tour of Canada. The trucks have been lined up on the lot, the same lot which the Clyde Beatty Circus is to play July 28. Neither Manager Arthur Sturmak nor Owner Frank R. Martin could be contacted for comment on future plans.

Rain Cuts Packs Crowds; Bull, 2 Performers Hurt

PARKERSBURG, W. Va., July 25.—Rain killed the middle day of Tom Packs Circus' three-day stand (16-18) at Indianapolis, but the first was big and the third drew a packed stadium, show staffer Jack Leontini said this week. The Lone Ranger proved a drawing card in Indianapolis.

The show also was hit by rain at Wheeling, W. Va., Monday (20), but still showed an increase over last year's comparable day. On Tuesday (21), the Wheeling stadium was filled, Leontini said.

This was the Packs show's first time in Parkersburg and it played a 9,000-seater under Shrine auspices. Matinee Thursday (23) pulled 2,000 and the night house was three-quarters, with all reserved seats taken.

At Indianapolis Saturday (18),

one of the Packs elephants, Tommie, slipped from a tub and injured a leg. At first it was thought to be fractured, but later diagnosis was that it was dislocated. The bull was left behind with another Packs elephant, both under care of Fred Clark. Leontini said the injured elephant would be returned to the act later.

George Scamihorn was bitten by a bear in the Hawthorne Bear act at Indianapolis, but he has returned to the performance.

George Keller, wild animal trainer, fractured his left hand at the end of his act at Wheeling Monday, but made subsequent performances as usual. The accident occurred when he carried a cat from the arena. The cat squirmed to get loose and Keller's hand was hurt in subduing it.

Fostoria, O., Big For Kelly-Miller; Staffers Return

BRYAN, O., July 25.—Al G. Kelly & Miller Bros. Circus scored two near-capacity houses at Fostoria, O., Friday (17) and fair business at Kendallville and Bryan.

Tiger Bill Snyder is back with Kelly-Miller after starting the season with Diano Bros., and W. H. Woodcock again is with Kelly-Miller elephants and the Miller Baby Elephants after starting with the latter on Cole & Walters.

At Fostoria, Kelly-Miller was about two weeks ahead of Mills Bros., and at Kendallville it was about two weeks ahead of Hagen Bros. Kendallville gave a half matinee and three-quarter night on Monday (20). Bryan had a light matinee and near-capacity night on Tuesday (21), with hot weather hurting the afternoon.

New York Grotto Stands Register For Mills Bros.

OSWEGO, N. Y., July 25.—Mills Bros. Circus attracted two three-quarter houses here Tuesday (21) with Grotto auspices. Crowds packed the top twice at Watertown on Monday (20), another Grotto date. Show's Sunday arrival in Watertown drew many to the lot and gave time for extra publicity breaks.

Attendance at Cooperstown on Saturday (18) was 1,077 in the afternoon and 740 at night, according to Rotary auspices. Temperature was 97 degrees. Amsterdam (16) had two half houses, and at Altamont (15) the show drew near-capacity houses for both shows.

Kalispell Slow, 2 Others Fair For Beatty Show

KALISPELL, Mont., July 25.—Clyde Beatty Circus drew only fair business here Tuesday (21) in the face of competition from the Shrine, which sponsors Bailey Bros., this week-end (24-25). Matinee was light and night house was three-quarters. Beatty had VFW auspices.

At Wenatchee, Wash., Friday (17), the show had a half house for the matinee and capacity night turnout. No auspices was used. The Bailey show had played there July 6-7 for the Jaycees.

Sandpoint, Idaho, a Sunday (19) stand, gave Beatty three-quarter houses under Shrine auspices.

Dressing Room Gossip

Hagen Bros.

Sunday at Plainfield, N. J., found the entire personnel doing New York City. Jack and Media Banta and Jack LaPearl visited Hunt Bros.' Circus on Long Island.

Mrs. Ray Brison is on for a few weeks assisting her husband in the Side Show. Her father, Sam Dock, passed away recently. Diana Wilson's son, Teddy Allen, assists Maxine Allen on her outdoor stands.

Sam Biggerstaff, carpenter as well as contortionist, just completed a new cage for the menagerie Side Show. Popular man on the lot these hot days is our water man, Bill Brandt. L. C. Mosher, 24-hour man, gets the show thru these cities without any arrows being blown.

Louis Johnson, Milford, Conn., was guest of Mr. and Mrs. Harry Allen and Jack LaPearl. Fans and friends renewing acquaintances included: Mr. and Mrs. George Barton, Al Ruwedel, James Malone, Frank P. Healy, Neal Mowder, Albert L. House, Leo Kenny, Mr. and Mrs. Ed White, Joseph E. Minchin and Miss Dixie Wilson. —JACK LA PEARL.

Clyde Beatty

Cake, ice cream, and cold drinks were served at a party in the backyard July 16, celebrating the second birthday of Tony Cuttin, son of Buzzy and Tiny Cuttin.

Euphrata, Wash., is jinxed for this show. In past seasons show failed to play it twice due to a rail strike and big top blowing down. This year a small twister struck during the Liberty Horse act. The pad room blew down,

and one end of the bit top bounced. The show continued, and the crowd was quieted by ushers, clowns and local police officers.

Mrs. George Hanneford, Rusty Sharples and Phil Escalante suffered minor injuries when the pad room fell. This was the third time this season the pad room has gone down in heavy wind storms.

Mary Valentine was severely injured in the flying act while attempting a double somersault during matinee in Libby, Mont. Clown Duke Law has been on the sick list.

Domingo Feliz returned after attending the funeral of his sister, Betty Barrera, in Los Angeles. Personnel mourn clown Henry Bedow, who died July 9 at St. Alphonsus Hospital, Boise, Idaho. Burial will be at Lynd, Minn.

Bill Lewis, timekeeper, left for Sarasota, Fla. Floyd Lee's department has installed new lighting effects on all of the swinging ladders. Eddie Dullum and Laurence Cross were entertained by Magician Earl Peck and family at a dinner in Tacoma, Wash. —EDDIE DULLUM.

Ringling-Barnum

Illinois and Indiana give us plenty of heat and humidity. Tell Teigan and W. E. Lawson celebrated birthdays. Freddie and Mickey Freeman had a big day at their former home town, London, in Canada.

Each day finds a large group of fans and friends visiting with cameras ready. Pop Haussman showed movies during our Detroit stand. Bob Raupfer spent a number of days with the show, and Charley Geiger was with us three weeks.

Visitors the past few weeks included Mrs. Freddie Freeman Jr., Mrs. Albert Gileno, Mr. and Mrs. Frank Floyd, Mr. and Mrs. W. Ford, Bruce and Paul Ford, Mr. and Mrs. Charles Olefant, Mr. and Mrs. Ernie Bishope, Pauline Gileno, Mrs. Pearl Utter, Mr. and Mrs. Robert Amberg, Nancy and Bobby Amberg, Mr. and Mrs. Charles L. Wood, Mr. and Mrs. George Harley Wood.

Mr. and Mrs. Earl Hochradel, Johnny Hochradel, Mr. and Mrs. Hobart Hodge, Mr. and Mrs. Meinhardt, Jack and Bill Meinhardt, James Southworth, Ed Raycraft, Mr. and Mrs. Glenn H. Townsend, Mr. and Mrs. C. W. Chapman, Mr. and Mrs. Kilpatrick, Frank Earley, Miss Jean Earley, Carol Kilpatrick, Harold Chase, Rosie and Clary Bruce, Rosina Brown, Murray and Mitzi Fein, Mr. and Mrs. Unus, Harold and Minnie Alzana, Mr. and Mrs. Don Smith, Mr. and Mrs. Freddy Dubsky, Walter Pietsman, Dolores Krause, Toni and Linda Anderson, Pete Daniels, Mr. and Mrs. Norbert Kreisch, Jackie LeClaire, Mr. and Mrs. Paul Jerome.

Dave Murphy; Helen, Carla and Carl Wallenda; Margas Nicholas, Mr. and Mrs. Irv Romig, Joe Seitz, Nick and Virginia Hinig, Karen King's father, Eva Mae Lewis, Grayci and Tuffy Gendler's families, Harry Short, W. E. Lawson's family, Mr. and Mrs. Sverre Braathen, Maud Cromwell, Edith Sayles, Matt Maloney, Mr. and Mrs. Foy Wallace, Mr. and Mrs. George Potratz, Otto and Carl Haussman, Herm and Mary Linden, Zaza Correll, Mr. and Mrs. George Valentine. (Continued on page 63)

Hobsons to Mark 60th Anniversary

PACIFIC PALISADES, Calif., July 25.—Mr. and Mrs. Homer D. Hobson Sr., retired bareback riders, will celebrate their 60th wedding anniversary here Wednesday (29). Numerous circus people in the area are expected to call during the day.

Hobson started in the circus business in 1880 with his father and in 1888 was with Jerry Mugivan on the John McMahon show. Later the family had the Hobson & Hunter Show, and after the couple's marriage in 1893 they were with that outfit. Later they were with Sells Bros., Forepaugh-Sells, Walter L. Main, Ringling Bros., nine years; Sells Floto, 18 years; Main, Hagenbeck-Wallace, Floto and Tom Mix circuses.

Wallace & Clark

We are beginning our seventh week in Canada. After a seige of mud and rain, everyone took Sunday in Melfort, Sask., to wash cars, trucks and trailers and paint all props. All the big top poles also were painted.

One of Walter Jennier's seals got out, and he found it nosing around in a fish pail left beside the prop truck.

Mrs. Eddie Murello was admitted to the Grey Nuns Hospital in Regina, where she will undergo surgery. Also on our sick list are Joe Silverlake and Wayne Newman. We are glad to hear that Eva Mae Lewis is able to walk again after her accident in Detroit last winter.

Visitors have been Tom and Betty Waters of Odyson Circus, Hubert Castle, Jack and Dorothy Turner, and Happy Loter.

We have played that much-talked-of city, Flin Flon, Man., at the northern end of the highway. It is above the 53d Parallel and is called the gateway to the North. We were the first circus to play there. All of us left our trailers and lived in hotels while there. Trailers were picked up on the way back. Birthdays were celebrated by

Loyal-Repenskys Score Winner In Costa Rica; Nicaragua Next

PUNTARENAS, Costa Rica, July 25.—The Loyal-Repensky Circus left here Saturday (18) by plane and boat for Managua, Nicaragua, the next stop on its profitable tour of Central America. Jules (Papa) Loyal departed two days earlier for a three-months tour of Europe, where he will scout acts.

The show closed a successful tour of Cuba late in May. The troupe then returned to Florida for a 10-day rest before coming to Costa Rica.

Three weeks at San Jose, Cuba, brought capacity business for the two shows on weekdays, three week-ends. On the final day, July 5, a fifth performance was given at midnight to handle the turnaway crowd, according to Octavio Pedrero Jr., of the show.

A 12-car rail move was made to two other port towns in Costa Rica, including Puntarenas, where the show was loaded aboard a United Fruit Company ship for the voyage to Nicaragua. Most of the personnel made the jump by chartered plane.

Show owner Giustino Loyal said business has been highly successful and that the show would return to Cuba and Costa Rica next season. A new blue Side Show and menagerie top was received from the United States at San Jose and put into use. A new big top is to be built by the United States Tent & Awning Company, Chicago, and Papa Loyal plans to pick up ideas from European shows for its design.

To Visit France, Italy The elder Loyal planned stops in Mexico, Canada, Scotland, and England en route to Paris, where he will be at the Hotel Ferrero Bestono, Lel Lila, for some time. He also will visit Italy.

Program of the show in Central

WALLACE-CLARK SETS MORE NORTHERN DATES

MELFORT, Sask., July 25.—The Wallace & Clark Circus is following its successful dates in Northern Manitoba with a six-day swing thru the Peace River country of Upper Alberta and will not re-enter the United States until September 8. Fall route will be on the West Coast and the show will go into quarters in California or Arizona, according to present plans.

The show, owned by Norman Anderson, played to light houses here Monday (20), with rain taking the blame. Tisdale, Sask., (16) gave a near-capacity matinee and half house at night.

Wallace & Clark was the first show into Flin Flon, Man., recently. It also played The Pas, which hadn't had a circus since

Siebrand Bros.

Many vehicles overheated on the long mountain jump into Sheridan, Wyo. Bob Emerico cooled himself at a babbling brook—and caught five rainbow trout. Set-up day was a scorcher with all personnel wearing gloves to handle stakes and riggings.

Show was sponsored by the Sheridan Rodeo Association, and both midway and rodeo were packed daily. Several of the free acts playing the night grandstand show visited. Ben Thomas, ahead of the Bailey show, also visited.

Frank Roche celebrated his birthday with a big party. Tom Hodgini showed movies two evenings. Tommy Sales and Charlie Hilderra found bargains in guns.

Captain and Mrs. Harry Clark's nephew, Sonny, has joined to help them with the pony track during his vacation. Harry Froebess' Chief Thundercloud make-up was a hit with the Indians in our audience. George Vest got up at 4 a. m. a couple of mornings to go fishing with visiting relatives. —JOE HODGES HODGINI.

Wayne Newman and Melvin Silverlake, Little Salvador Murello and Susan Anderson are making spec now, and Jo-Ann Jennier is new in the web number. Water is hard to get up here, and Wingy, the waterman, is always greeted with smiling faces.—JO-ANN JENNIER.

CIRCUS ACTS of All Descriptions KNIGHTS OF COLUMBUS SAT.-SUN. AUG. 29-30 NEWARK, N. JER.

Can place Organist with organ. Good Equestrian Director. Will Hill, if at liberty on above dates, please contact immediately. Circus Office, 65 Lincoln Park Days Tel. Market 4-5712 Nite: Woodbridge 8-0416M

WANTED

Foreman and Second Man for Tilt-a-Whirl. Foreman and Second Man for Octopus. Have to drive semi and stay sober; must know the rides. BEST OF WAGES AND TREATMENT. Can also place Hanky Panks for the following Fairs: Palo, Ill., on the streets, July 29 to 30; Hamlet, Ind., Aug. 5 to 8; Greenfield, Ind., Aug. 11 to 15.

SAM MENCHIN

11 W. Division St. Chicago, Ill. Phone: SUperior 7-7243 Or see me on the lot.

PHONE SALESMAN

Experience only on U.P.C. Tickets and Ad Program on strong National Wild West Show, Aug. 28 to 29, in Bakersfield. Queen Civic Contest covered by Co-Ordinating Council of all Veteran Organizations. Car given away, so can use Street Ticket Hustlers. Reloads—cut offs assure good men \$150 to \$200 per week. Permanent work all year round. Come in now or write:

FRANK CONSTENTINE R. 304, Bakersfield Inn Bakersfield, Calif.

PHONEMEN

U.P.C.—Banners—Program

\$25,000.00 List to work from. Phones in . . . If you can't stay sober, don't waste my time. You won't last long.

The 8th Annual Groffo Circus

LOU MAIUS

Adams - 0748 Toledo, Ohio

4 PHONEMEN

U.P.C.'s and Banners. This is a downtown exchange Club Circus date.

JACK ALMOND

Phone 8-7542, Des Moines, Iowa.

Ed Larson, Tom Brennan and Al White, come in.

2 AD MEN

State-wide A.F.L. paper, Labor Day edition. Team with car preferred. Qualified renewals, continued activity.

ERMEL

4055 Dublin Rd. Columbus, O. Kingswood 1907. No collect calls.

HUNT BROS.' CIRCUS WANTS

Butchers, Ushers, Men for lights, Big Top Men (truck drivers given preference). Side Show Acts, Lithographers and other useful people. Top money. Good Cookhouse. Short jumps. Reply: Harry Hunt, as per route.

2—PHONEMEN—2

Capable, experienced; tickets, banners. 12 elephants in Main Street parade and big top. Start immediately.

AGENT

King Bros.-Cristiani Circus Eutaw Hotel Orangeburg, S. C.

Cole & Walters Circus

WANT A-1 ADVANCEMAN with small good car. No trailer. Good salary if you are worth it. Route—Hazen, N. D., July 29; Nalliday 20; Killdeer 31; New England, N. D., Aug. 1. HERB WALTERS Box 587—Hugo, Okla.

50—PHONEMEN—50

Also 10 Crew Managers and four Contracting Agents for fall and winter in South. Excellent auspices and excellent opportunity for Legitimate Workers. 25% for Phonemen; 30% for Crew Managers. Pay daily. Liberal deal for Contractors. Opening August 15; phones in and ready to go. Wire, phone or write, no collect.

Managing Director, K. & W. Enterprises Imperial Hotel, Atlanta, Ga. Phone: LAMar 1941.

CIRCUS DEAL!

U.P.C.'s and Program, Want Office Manager, or Man and Wife; sober and strictly business, experienced Phone People. Labor Day date—Cabaret Performers, Girl Singers for Associate Patriotic organizations. Others to follow. Contact

CHARLES KYLE

104 Judson Ave., New Haven, Conn. Phone: LO 2-9347

WANT ACT

That doubles like Trampoline, etc. \$250.00 each week, short jumps, have played 20 straight weeks, 12 more to go. Contact

LARRY SUNBROCK

Care Springfield, Illinois, Speedway

4 PHONEMEN

Circus, U.P.C.'s and Banners. Office ready. Wire where I can call you or come on if capable and sober.

STEVE MOORE

Rome Hotel Omaha, Nebraska (no collect)

NEW PARADE PHOTOS

First time offered. Diano Bros.' 1953 Street Parade. Beautiful old time baggage horses. Open Dens, Cages, Callopes. Complete set, size 4 by 5, \$2.00.

GEORGE HUBLER

222 Superior Ave. Dayton 6, Ohio

PHONEMEN

3 experienced Ad Men, North Virginia Fair, Book & Radio.

CHAIRMAN

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WANTED

Sober Semi-Trailer Tractor Driver. Also want to hear from small Pony Drill.

TERRELL JACOBS

222 Asylum St. Hartford, Conn.

PHONE MEN—2

Publications: Weekly—Sports & Radio—featuring Safety. American Legion sponsored. Monthly—featuring Scottish Rite bodies.

3039 Main Street, Kansas City, Mo. Logan 7446 (pay yours).

REBUILDS BALTIMORE SPOT

Price Swaps Flickers for Funspot, Wins Family Biz at Gwynn Oak

By FRANK LUPPINO JR.

BALTIMORE, July 25.—A switch from the owning and operating of motion picture theaters to the owning and operating of an amusement park has paid off handsomely for A. B. Price, head of Gwynn Oak Park here. A complete rebuilding of the park since it was purchased by him in 1936, backed by a hard-hitting plan of publicity and promotion, along with the help of two enthusiastic sons, has boosted the park to the point where it enjoys great prominence as the site for family and group entertainment and amusement.

Back in the 30's, while owning and operating some dozen theaters in Pennsylvania, Maryland and Virginia, Price was considered foolhardy by many of his friends and associates for giving up his interest in that field and switching over to the operation of an amusement park. His task was made increasingly difficult because of the state of disrepair into which the park had fallen.

The park today bears no resemblance to its former self. The physical layout of the park's rides and attractions has been

completely changed. The latest concepts in lighting and decorating have been employed. The rides and attractions are the best that money can buy, and no effort has been spared to make them the most attractive and the safest possible. Added re-inforcing and welding have been done to the majority of the rides to provide for even an extra margin of safety over and above that provided by the manufacturer.

Patron Protection

The park employs a registered nurse during its operating hours. It also provides added protection for its patrons by the use of two plainclothes policemen in addition to the three members of the uniformed park police force.

Family trade is the forte of the park, altho its list of industrial firms who have booked outings at the park reads like a Who's Who of commerce and industry. With its three picnic groves, possessing a total capacity of over 10,000, the park's line-up of commercial and industrial picnic groups includes Western Electric, Continental Can, Glenn L. Martin Aircraft Company, Procter & Gamble, Revere Copper and Ruberoid. It also enjoys a healthy play from civic, fraternal and church groups. A strong program of promotion and picnic booking is carried on under the direction of Hal Steward, who has a varied background of newspaper, magazine and radio promotion experience.

Price, who in addition to his park duties also serves as vice-mayor and City Council president of Baltimore, is aided greatly in the park operating chores by his two sons, David W. Price, park manager, and Arthur B. Price Jr.,

purchasing agent. Arthur Jr., who is a member of the Olympic Swimming Committee, is well versed in sports and recreation. He will take over the operation of the park's swimming pool, which is slated for construction shortly and which will open next year.

David, the park's manager, altho young in years, has long ago gained the insight necessary for a successful park operation. His realization is that the park must be made attractive to its patrons, that the patron must be treated with genuine hospitality, that the customer should carry away a good share of merchandise for his expenditures, and that a promotion and picnic department can only operate successfully if it is backed up by an amusement plant that provides family-type entertainment in a clean and friendly family-type atmosphere. He and Steward work hand in hand in matters concerning the park's picnics, promotion efforts and over-all park betterment.

Cash For Suggestions

A suggestion box is also provided for park employees near the time clock. Worthwhile suggestions bring cash awards to the employee responsible, and the plan has brought many workable ideas to the attention of the park's management. The area near the time clock is also used to remind employees, via posters and memoranda, of their obligation to make the patrons feel welcome and to accord them with friendly, hospitable treatment.

The park owns and operates all its rides, attractions and food and refreshment facilities. All rides and attractions utilize uni-

(Continued on page 63)

OLYMPIC GIVES UP—OKAYS GIRLS IN SHORTS

IRVINGTON, N. J., July 25.—Bob Guenther, head of Olympic Park, has finally conceded defeat in his attempt to prevent girls in shorts from being admitted to his park. Many of the girls had been dealing him a fast shuffle by wearing the shorts under their skirts and then discarding the skirts in their cars after entering the park. The elimination of the ban brought the park considerable local newspaper publicity. Guenther dropped the long-standing requirement that male patrons wear ties several years ago.

N. W. Coast Spot In Resort Area Tabs Increase

BLAINE, Wash., July 25.—Birch Bay Amusement Park, on the Seattle-Vancouver Highway is running about 10 per cent higher in attendance and over-all returns than it did last season. June was practically written off as lost to rain and cold, but July business moved into high with week-end crowds at capacity.

F. G. Sybrant, manager, with co-partners Joe Thomas and D. Burtenshaw, now in their third year as operators of the spot, have added several new attractions. Rides include Wheel, Loop, Mix-Up, train, kiddie cars and Merry-Go-Round and 14 concessions. Joe Thomas is mechanic in charge of rides. Concessions include grease joint, Lipseth Norred; slum wheel, Richard Jensen; cork guns, William Mullarkey; balloon store, William Trammell; ball game, Bill McDowell; dart board, Mrs. Mapes; photo booth, Ed Mapes; bingo, George Sybrant; penny pitch, Johnnie Mapes; Arcade, Irene Spanger; lead joint, Andy Norred; archery, John Kane; popcorn, Maxine Williamson, and floss, Peryl Sybrant.

Beach Resort Area

On the other end of Birch Bay Resort, Floyd and Art Henderson operate H and H Enterprises, and have a Merry-Go-Round, kiddie car ride, boat ride, and several concessions. Between the two along the beach are numerous other amusement concessions, roller rink, operated by Ernest Jacobs, a dance hall directed by Mr. and Mrs. Henry Meador and son, two taverns, pony rides, tennis courts and a golf course.

Business is drawn from Bellingham and Vancouver, B. C. At the resort there are 1,500 summer cottages, picnic tables, community kitchens and trailer camps.

Carroll Adds Cement Walks At Riverside

AGAWAM, Mass., July 25.—Following several tests that proved successful, Ed Carroll, head of Riverside Park, awarded a contract this week which will provide for new walkways of concrete on the park's midway. Some 5,000 square yards of walkways will be poured and about 400 tons of concrete mix will be used. The improvement job has long been under consideration by Carroll, but the work was held up by the discovery of underground springs in the midway walk area. Installation of new drainage systems earlier this year, plus a preparatory grading and foundation fill job, just completed, makes it possible for the concrete to be now utilized.

The paved area will run from the main entrance to the park thru the East-West midway and will also take in part of the North-South midway. The work is scheduled to be completed within a week.

INNOVATION

Playland, Rye, Adopts Daily Bargain Plan

RYE, N. Y., July 25.—Playland, Westchester County-owned amusement park, is running continuous bargain days for the first time in its 26-year history. Cut rates on all major rides are in effect Mondays thru Fridays and will continue until the end of the season. In previous years, only Friday bargain days were offered.

Col. Allan MacNicol, park director, said that the move has nothing to do with attendance which, he added, compares very favorably with that of past years.

Rides carrying the half-price rates are the Bubble Bounce, Miniature Railroad, Laffhouse, Magic Carpet, Old Mill, Rocket Ship, Turtle Chase, Over-the-Top, Octopus and Silver Streak. The cut-rate policy does not apply to the park's Kiddieland attractions.

Detroit Plans New Kid Spot At Belle Isle

DETROIT, July 25.—A proposed second Merry-Go-Round for city-owned Belle Isle Park blossomed into a full-fledged Kiddieland with approval by the Detroit Parks and Recreation Commission this week. The planned project is to discontinue a present nine-hole golf course and turn more than four acres over to the Kiddieland operation, installing a full complement of rides and a miniature golf course. Parking space for 700 cars would be provided under the plans, which now await formal action by the City Council.

Present money-losing status of the existing golf course was given as a reason for abandoning it. A proposed 9-cent charge for rides is under consideration, coming below the federal tax minimum. While no decision has been made, it is understood the Kiddieland would probably be operated as a concession.

Coney Island Shows Ends Cuban Season

HAVANA, July 25.—The Coney Island Park Shows have wound up the season here.

Ted Lewis, Duke Dougherty, Ben Weiss and other Americans with the show are returning to Miami this week after they see show equipment safely loaded for shipment to the States.

SECOND TIME

West View Offers House As Prize

PITTSBURGH, July 25.—A fully-equipped house, complete with all-gas appliances, is currently open for inspection to visitors to West View Park here and will remain until Labor Day, at which time it will be given to the winner of a slogan contest currently under way.

The promotion was arranged by the park management with the natural gas companies serving the greater Pittsburgh area. In addition to a Servel all-year gas air conditioner, the winner will receive five additional gas appliances—a range, water heater, refrigerator, clothes dryer and an incinerator. Second and third prizes of gas ranges will also be awarded.

A similar promotion was staged last year at the park and more than 200,000 persons visited the home. A gas range stockade, used last year, is again an exhibit feature and shows 10 deluxe automatic gas ranges of varying manufacture.

Denver Spots Score; Movie Crew at Elitch

DENVER, July 25.—Unseasonably hot weather has sent thousands of Denverites to amusement parks to make this season's takes the highest since the war. Lake-side's El Patio Ballroom has been jammed with dancers to hear the Dorsey Brothers and Woody Herman. Stock car races and rides combine with newly decorated picnic grounds and motor boat rides to keep the crowd coming back.

Elitch Gardens also reports near-capacity crowds for Dick Jurgens at the Trocadero ballroom. "Bell, Book, and Candle," the current play in Elitch's summer stock theater, has sold out nearly every performance. This week's biggest boost in returns came from the filming of sequences at Elitch Gardens for "The Glenn Miller Story," starring Jimmy Stewart and June Allyson.

Record Heat Jams N. Y. Area Parks and Beaches

NEW YORK, July 25.—Friday (17) with its temperature of 95.8, which was set at the curiously late hour of 7:15 p.m., and a Saturday (18) all-time record for the date, 96 degrees, drove New Yorkers from their homes and apartments in search of respite from the heat wave.

Sunday (19) brought temperatures in the high 80's and the exodus continued. Some luckless motorists were stranded by overheated cars along the parkways and arteries leading away from the city and to beach and resort areas. A record-breaking 185,000 persons were at Jones Beach on Saturday. At Long Beach, L. I., there were 50,000 persons present, while in the Bronx, at Orchard Beach, crowds were reported at 90,000.

The Rockaways were thronged on Saturday with a police-estimated crowd of 1,250,000. An

estimated 3,000,000 persons visited Coney Island on Saturday and Sunday, and business there, as well as at other funspots, was reported good.

Add Batting Range At Rocks' Playland

NEW YORK, July 25.—A baseball batting range, with five automatic pitching machines, has opened at Rockaways' Playland, Queens funspot.

The equipment was manufactured by the Rotary Pitching Machine Company, Garfield, N. J. The owners-operators of the range are John Cahill, Decky Brigati and John Calleo.

A clown, John Matzack, helps to bally the batting range.

Cedar Pt. Books Name Bands; Rail Excursion Brings Crowd

CEDAR POINT, O., July 25.—Blue Barron's orchestra is slated for this resort's ballroom July 29 or 30. Tiny Hill is due August 11 and Russ Morgan will return to Cedar Point on August 24.

These orchestras follow by a few weeks the appearance of the new Sauter-Finegan ork, which drew a fair crowd here for a normally quiet Monday night (13), according to resort officials. Regional bands have been playing on Saturday nights for the past month. Free round and square dancing five nights weekly have been drawing well.

A display by 35 businesses and industries of Ohio closed a 15-day sesquicentennial show at the Coliseum Wednesday (15), drawing over 100,000 visitors. Local talent was booked nightly.

The Baltimore & Ohio brought 800 people Sunday (12) from Cambridge, O., and other points. Trains, buses and autos brought 18,000 here Saturday (11) from Mansfield for the annual Westinghouse picnic. Another

B&O excursion train is scheduled for August 2.

Another Diesel ferry with 150 capacity was recently added to the Cedar Point fleet, bringing the total to three. On busy days the boats operate on a 20-minute schedule between Sandusky and the resort. On Sunday, Wednesday and Friday nights one of the boats is used for "moonlight cruises" on Sandusky Bay and Lake Erie.

Factory shut-downs for vacations has been a factor for improved mid-week business at the resort, according to W. H. Evans, public relations director.

Starting August 1, "Peter Pan Days" will be held at Cedar Point, with kids getting free or reduced price ride tickets from Colgate-Palmolive-Peet outlets. This is a new resort feature this year.

The United Labor Day Rally committee, combined union group, plans to feature three hours of free polka dancing September 7 instead of a program of speeches as in past years.

Price Rebuilds Balto Spot

Continued from page 62

versal tickets for admittance. No money is accepted at rides or attractions. The only place where money is accepted, outside of the ticket booths, is at the park's concessions and at the boat livery at the park's lake. All rides are 14 cents for adults; 10 cents for children.

There are no exceptions, except at the lake, where Ben Schiff's boats, especially constructed for the park's lake with extra-broad width to prevent tipping, are available for rental. The boats and lake are extremely popular. Free access to any part of the lake, or the stream feeding it, is permitted. The boat rental fees are \$1 per half-hour, \$2 per hour. Each boat carries two persons for this fee.

50 Acres Left Over

Only some 25 acres of the park's 75 are currently utilized. Plans now under consideration provide for a second scenic miniature train. The new train would run across the stream, coming from the lake to the area located on the other side. Here additional picnic facilities and amusement devices would be located. In addition to the pool, which is slated to be ready for operation next year, the present Coaster is earmarked for replacement with a much larger one. The new Coaster would be located in the lower, rear portion of the park, and the current Coaster's location, alongside the main road that passes the park, would be filled with other rides and new attractions.

In addition to the park's excellent line-up of major rides, a kiddie section also provides 14 rides of varied types. The park management is strong on promotional efforts aimed at getting the youngsters out to the park, but slant their radio and television programs at the mothers, since they have learned it is the mothers who control the family purse strings in the majority of families. Thus, by appealing to the women thru its advertising and promotional efforts, the park builds up its family-like atmosphere in the mind of the mothers and grandmothers, resulting in a heavy play from the distaff side and the moppets.

The help situation here, as in many amusement enterprises, is rough. Extensive utilization of high school and college students, aided by park regulars, has enabled the park to maintain an adequate staff. As an incentive to student help, a bonus is paid each student employee who remains in the park's employ for the entire season. This bonus is paid according to the number of hours the employee has worked during the season. This provides an equitable method of bonus payment for both full-time and part-time student workers.

Veteran Superintendents

The park's excellent appearance is maintained by A. C. Hulsey, park superintendent, and Lloyd Davis, construction superintendent. Both have many years in the amusement park field.

One of the top promotional efforts of the park is its annual All Nations Day. The third annual such event will be staged August 30, and it will result in the conclave of groups representing most nationalities. Co-operation is well-extended by the park to various consulates, embassies and legations, and as a result, representative groups of most countries visit the park on that day. They appear in native costume, perform their native dances, and prepare and serve the foods peculiar to their country of origin. The event has grown in size and popularity during the past two years, and the indications for this, the third such event, point up the possible necessity of staging the affair on two days next year instead of one.

The park is not employing the use of name bands due to the limited capacity of its Dixie Ballroom and the current cost of such bands. Fireworks are provided on Memorial Day, the Fourth of July and Labor Day. Free acts are utilized only on rare occasions. The "Howdy Doody" show characters, however, were the exception to the rule this year.

Party Picnic Chairmen

A unique method of acquiring the ever-lasting gratitude of the harried and harassed soul who

stages both commercial and non-commercial picnics at the park has been devised by Hal Steward, the picnic and promotion director. Realizing full well that the chairman of the picnic usually has little time for enjoyment on the day of the picnic, Steward arranges for all picnic chairmen to come to the park with their families as guests of the park. One date is set for commercial picnic and civic, fraternal and religious organizations. The plan has worked well for the park, created much good will, and resulted in repeat business from many of the groups. The invitation has also been extended to picnic chairmen of groups who have not visited Gwynn Oak Park with the mention that they are just as entitled to a day of fun for their efforts, even the Gwynn Oak wasn't chosen as the site for their picnic. This twist has worked in obtain-

ing many new picnic groups for the park.

The park, which lies a short distance over the Baltimore city line, is well supplied with transportation. A main highway passes the park, as does a city trolley line. Ample parking is provided free for patrons who visit the funspot. No admittance charge is made. In addition, many parochial and public school students are brought for outings in buses provided by the park management. Service of this type has done much in increasing the size of school picnics and the numbers of such picnics held.

With its progressive policy of providing family-like entertainment in a family-like atmosphere, backed by a policy of intelligent and business-like operation, and abetted by an astute method of promotion and publicity, Gwynn Oak seems destined for many years of successful operation. Its new pool, Coaster and other proposed improvements should help make this a certainty.

Dressing Room Gossip

Continued from page 61

Mr. Shemen, Tiny Cowan, Bob Strom, John Osborne, Snell Bros., Earl and Hattie Shipley, Elsie and Joanie, daughters of Otto Griebing, Pat Kelly, George Barlow, Amy Sullivan, Jimmy Cole, Raymond Duke.

Bert and Agnes Doss, Mr. Ashbury, Enos Renner, Gene Enos, Dorothy and Carl Durbin, Ronna and Dorita Durbin, Earl C. Gustke, Kenneth C. Hebel, William L. Kneve, Karl Larson, Arthur Mitchell, R. N. Sergeant, E. Marie Shaw, Elsie and Ben Benham, Mr. and Mrs. Herb Georg, Jack Bray, Joe Lempke, George Keller, Larry Ruhl.—MARY JANE MILLER.

Polack Eastern

Three-D pictures of Gene Randow and the Jack Joyce camels are now in packages of Muffets, put out by the Quaker Oats Company. Pete Ivanov is taking flying lessons under Curt Wicon's supervision.

Hot weather and mosquitoes greeted us in Fargo, while in Mankato it rained for both shows on opening date. Promotion for both Shrine dates was handled by Mr. and Mrs. Bill Kay, Don Taylor and crew.

Everyone misses Miss Lexi, who is in the New St. Joseph Hospital at Mankato since she fell during her act. George Brunough jumped under her and broke her fall.

Jimmy Olson has a new dog. George Cutschall is feeling better. Mrs. Arrigone has a new haircut. Lillian and Jimmy Soranson work daily on a new act that they intend doing next year. Henry Kyes shops for new clothes in every town. Everyone is looking forward to seeing the Big Show during our lay-off in Chicago.—BOB LORRAINE.

Tom Packs

Friday in Indianapolis was triple tragedy day. First, Bill Scamihorn was bitten while cleaning the Hawthorn bears' cages. Next Arden Kreisch stepped on a piece of glass and had to be treated at the hospital. Finally, Tommy, smallest of the Packs elephant herd, slipped in the ring and broke an ankle. He was left behind in a cast with Mary, an older bull, as baby sitter. A rush call was made to Dr. J. Y. Henderson in Sarasota to find the proper treatment.

Many utilized the three days off between East St. Louis and Indianapolis for hurried visits to Chicago, and almost everyone journeyed to Dayton on Wednesday (15) to visit the Ringling show. Manager Frank McClosky and General Director Pat Valdo were hospitable to everyone.

In Wheeling, Mr. Packs gave his annual party for the cast. Local Shriners prepared supper. At least 100 invited guests saw impromptu skits. The Wallendas imitated Professor Keller. The Valentines took off the Wallendas wire act, and the Zaccchinis did an impersonation of the Lone Ranger. Terry DuHaine drilled the girls in a dance number a la Peterson's dogs. Les and Peaches Simmons contributed burlesque bit, and Grover O'Day rode his unicycles.

Joining in Indianapolis for one engagement were Brace Breemer

and Jay Silverheels as the Lone Ranger and Tonto. Rejoining in Wheeling were Don Francisco, King Reynolds, Tong Bros., Asia Boys. New acts are Frisco's seals, Eastern Bros., Slim Collins. Billy O'Dell closed.

Visitors included Edna Curtis, Phil and Bonnie Bonta and Paul Thorndyke.—DAVE MURPHY.

John A. Strong

Show has had good lots for past two weeks and gets up in an hour and a half now. Ruth Strong caught a bad cold but continues to work in the show.

Felix Valee returned to Los Angeles on business. Eddie Emerson leaves soon for fair dates, and Dave Twoomey received his draft notice.

Hugh Wellington, menagerie superintendent, looks like Frank Buck in his new jungle outfit. Wellington plans to add a leopard to his act next week, Johnny Strong's Punch and Judy act continues to draw.

Recent visitors included Fred Graham, show agent, and his family, and Jim Green, former circus owner, Van Nuys, Calif.—JACK BENNETT.

Beers-Barnes

General Agent Gene Christian made a quick trip to Canada and decided against a tour of that country. Harold Barnes left the show for dates and fairs. Patsy the chimp bit Charles Barnes' thumb.

Tex Lawton spent a day in Van Buren getting a trailer fixed. Diane Beers is doing forward twisters on the trampoline. David Hoover is adding new turns to his lion act and working his cats daily after matinees. Barbara Barnes' pony ride is the last to close.

Elmer and Irene Michaud, Van Buren, spent a week on the show. Mrs. Jerome Harriman visited. Show turned south from St. Francis, Me.—LOIS BARNES.

Bailey Bros.

At Allensburg, Wash., the swimming pool was right next to the lot. We have been having a lot of heat, and everyone wears sunsuits. Bill White is looking forward to his home town.

Mario Rojas repaired his unicycle. Little Antoinette Gutierrez is practicing standing backs. Loretta LaPearl gave a party to celebrate Vern Colbert's birthday.—MAURICE MARJOLEJO.

Mills Bros.

Menagerie is enlarged with six monkeys and Hugo Schmitt's new chimp. Beautiful Lake Otesaga was nearly in our backyard at Cooperstown, while Lake Ontario's cool breezes helped beat the heat at Oswego.

Jack Mills visited Bert Cole, retired bannerman, who is in Faxon Hospital, Utica. Nate Eagles, midget king, entered Good Samaritan Hospital, Watertown, N. Y., while playing the city with Strates carnival, which left the day we moved in.

Bert Smith celebrated a birthday. Plastic swimming pools are the rage among the show's young fry. Jake Mills and Paul Nelson returned with proof of fishing success.

Kenneth Van, the pole man,

Coney Island, N. Y.

By UNO

Herman J. Garms and his 150-foot-high Wonder Wheel on Jones Walk overlooking the ocean, during the recent 95 degree hot spell found eager customers seeking to enjoy a brief cool breeze in one of his 16 swinging and eight stationary cars constantly rotating the circuit. On July 4 the ride catered to a total of 12,200 passengers who, for a few hours in the day, paid 50 cents a head. Normal price is two bits. Clientele on that day came in bus loads from Georgia, Alabama, Virginia, North Carolina, Baltimore, Washington and from many towns in New Jersey. Garms first financed his venture in 1920. Manager is his son, Alfred. Old timers on the pay roll are Paul Kleinstein, 20 years, assistant manager; Mike Mahoney, 15 years, master mechanic; Louis Mintz, 28 years, operator and controller; Jimmie Monahan, 14 years, ticket seller; Harry Harrington, 10 years, ticket seller and Danny Mellilo, 4 years, operator.

John Curran, operator of a fleet of kiddie rides on John Ward's property on the boardwalk, has added two new thrills for the youngsters that look like sure financial winners. One is a miniature auto on tracks billed as "Kids-U-Drive-It" and the other is a hand-bar propelled car. Former covers a distance of 620 feet and comes from White Plains, N. Y. and the latter, 420 feet, from Indianapolis. Both are self-engineered and are operated in conjunction with other Curran possessions including Fire Engine, Sky Fighter, Water Boat, Roto Whip, Over the Waves, a high and different Ferris Wheel and Roller Coaster. Walter McDonald is assistant manager and William Dietrich, 26 years an Islander with Jack Reiben, Garto Bros. and Tom Baker and other ops, is master mechanic. A large sign on the premises discloses that bargain rates allow for 15 rides for a dollar. Adult rides near by are Merry-Go-Round, Whip and a boat, all owned by Ward but supervised by Curran.

Fred Sindell is sending out his outside lecturer Jimmie Hurd and two attractions, one, the two-faced boy, and, the other, a large chimpanzee to be billed "King Kong, the Killer" for a tour of the fairs. Start will be August 28 at the Toronto Exposition. Thence to London, Ont., Allentown, Pa., Dallas and Fort Worth, Tex., and other towns. Transportation for the chimp will be via a 50-foot trailer with a panel front, entirely wired for lighting which Sindell says will be something new and novel in carnive exhibits.

Jack Walsh, electrician for 55 years with Steeplechase Park, is recovering from two operations at his Coney home. Phil Kravitz has closed his make-shift freak show, Surd and W. 8th, leaving the Carl Clarnet site untenanted after a few days' running that started July 4. Sarah Nadler, who becomes Mrs. Sam Wagner, wife of the late freak show operator and who took over Koster's concert hall at the turn of the century, is anxious to become active again in

some Coney spot in the amusement area. Fred Moran's new ride on the Bowery is being held up in operation because of Department of Inspection's delay in granting a go-ahead order.

Sydney Wolff, 19-year old son of Gus Wolff, studying for medicine at New York University and his ma, Sonia, are capable assists at the hot corn and refreshment concession, Surf and W. 8th, rented by Gus from the McCullough Bros. Stanley Gersh, former manufacturer and operator of "Play-the-Races," a ball-rolling game, is assisting Mrs. David Rosen in the supervision of Palace Wonders pending the return and recovery of David Rosen from an eye operation. Abe Fallas and his son, Eli and daughter, Mollie, are new operators of a watermelon and refreshment concession, Bowery and Schweickert's Walk on property of the Kaufman Bros., featuring a Fun-in-the-Dark ride. Moe S. Silberman, Chamber of Commerce prexy and Thomas H. Tesauero, head of the Board of Directors, were photoed surrounded by many candidates for "Miss Surf Maid" on the boardwalk on July 11. Choosing the winner is under the auspices of the Journal-American daily. A change in dates for Coney's court sessions for the balance of the summer will give all trials an airing locally on Mondays, Wednesdays and Thursdays and a shift to Bay Ridge, Brooklyn, Tuesdays and Fridays.

Helen Anderson is the valuable assistant to William A. Nicholson in the Surf Avenue office of the Chamber of Commerce. Nathan Handwerker and his son, Murray, of "Nathan's Famous" hot dog and sidewalk eatery, presented each visiting Shriner, during their convention last week, with a souvenir package containing a chef's hat, spoons, glass and literature on the history of a Coney frankfurter.

Harry Jacobson, operator of one of Coney's oldest Arcades on Stillwell, underwent a leg amputation last week. Marie Alfano, an assistant at Sindell's Cavalcade of Variety show, comes from a family of showfolk. Father Joe was formerly with Harry Nelson's concessions. Mother Josephine Serpenski was a high diving exhibitionist. Grandfather John Serpenski was associated with many carnies. Also new at Cavalcade is Larry Wald, supported by Herkimer and Daphne, a ventriloquist and lecturer, a recent attraction with the Ringling circus. Coney's carnival committee has extended an invitation to New York's Mayor Vincent R. Impellitteri to preside as honorary grand marshal for the Mardi Gras pageants.

FOR SALE

2 Bison (Buffalo) Cows, 3 yrs. old.
1 Bison (Buffalo) Bull, 2 yrs. old.
2 Emu, 1 yr. old.
Several Java Rice Birds.
1 Pk. Brown China Swan Geese.
1 Young Male Guena Baboon.
1 2 yr. old Sika Buck Deer.

ROSE PARK ZOO

Phone 436, Prairie du Chien, Wis.

FOR SALE

One of the finest and most up-to-date, personally owned Zoos in the country. Will finance for right party. Others need not apply.

ROSE PARK ZOO

Phone 436, Prairie du Chien, Wis.

BIG PARK APPEAL

Holmes Cook miniature golf courses have it. They're well planned and inviting for day or night play. None has ever failed, because we build only on personally approved sites of 15,000 sq. ft. or more. Inquire now.

HOLMES COOK MINIATURE GOLF CO.
Box 1463, New London, Conn.

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.

MAJOR & KIDDIE RIDES AVAILABLE

Experienced Ride Operator has beautiful set of ten major Rides and five Kiddie Rides that will be available for the 1954 season. Would be interested in placing them in an established park or a percentage basis, or will lease park outright.

Box D-52, Care The Billboard, Cincinnati 22, O.

EARRING WORKERS ATTENTION!

Rhinestone
Tailored • Pearl
Drop Buttons

\$39.00
Per gross
(No less sold)
No. E39



Don't confuse this merchandise with inferior goods made to sell at this price.

These numbers made to sell at \$81.00 per gross and are regularly sold everyone for \$1.00 retail

THIS IS A LIMITED OFFER—WHILE OUR STOCK LAST!

ALSO AVAILABLE
AT \$45.00 PER GROSS:
PINS—NECKLACES—BRACELETS

Pins asst. No. P45—Necklace asst. No. N45—Bracelet asst. No. B45. Sold only in 1 gross assortment of any number.

25% deposit required with each order, balance C.O.D.

STATE YOUR BUSINESS

144
Different styles
in each gross
assorted

BIELER LEVINE

5 N. WABASH AVE. CHICAGO 2, ILLINOIS

SI-FUN

\$1.00 Sample and catalogue.

\$7.50 Dozen P.P. Paid

Fits all gin-ger ale and soda bottles.

MANNEKEN MIXER

\$1.00 for sample and catalogue
\$6.50 Dozen P.P. Paid



Bubble Boy FOR YOUR BAR

NEW! NEW! NEW!
Bubble Boy Fountain comes to "Automatic" Life!

MYSTERIOUS - MAGIC - ACTION
No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.

Confuse Your Friends with a phoney Action Hi-ball.
Greatest Bar Gadget ever invented.

Send \$1 for sample
10-day Money Back Guarantee
1 doz. \$6.50—Gross \$78.
P.P. Prepaid
HOLLYWOOD HOUSE, Mfg.
2262 Norwic Pl.
Altadena, Calif.



Send this ad with \$2.00 with your name and address. No letter required. All 3 samples shipped P.P. prepaid. Cash, check or money order.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cones, 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.

ALMC PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

- | | |
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| <input type="checkbox"/> Acts, Songs, Parodies | <input type="checkbox"/> Instructions, Books, Cartoons |
| <input type="checkbox"/> Agents and Distributors | <input type="checkbox"/> Magical Apparatus |
| <input type="checkbox"/> Animals, Birds, Pets | <input type="checkbox"/> Miscellaneous |
| <input type="checkbox"/> Business Opportunities | <input type="checkbox"/> Musical Instruments, Accessories |
| <input type="checkbox"/> Costumes, Uniforms, Wardrobes | <input type="checkbox"/> Partners Wanted |
| <input type="checkbox"/> Food and Drink Concession | <input type="checkbox"/> Personals |
| <input type="checkbox"/> Supplies | <input type="checkbox"/> Photo Supplies and Developing |
| <input type="checkbox"/> Formulas | <input type="checkbox"/> Printing |
| <input type="checkbox"/> For Sale—Secondhand Goods | <input type="checkbox"/> Salesmen Wanted |
| <input type="checkbox"/> For Sale—Secondhand Show Property | <input type="checkbox"/> Scenery, Banners |
| <input type="checkbox"/> Help Wanted | <input type="checkbox"/> Tattooing Supplies |
| | <input type="checkbox"/> Wanted to Buy |

3 Indicate below the type of ad you wish:
 REGULAR CLASSIFIED AD—15¢ a word. Minimum \$3.00.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00 (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in..... issue

I enclose remittance of \$.....

Name.....

Address.....

City..... State.....

DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

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 can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

EMCEE ARSENAL (3RD SERIES)—NEW slurs, ribs and insults; timely quips, gusty verse and tested rib ticklers; prize raffles, peppy wheezes and spicy mots for femmecs; also racy wisecracks, snappy limericks and lusty tidbits for roving wits and social funsters. \$2. Keep 'em laughing. Buster Rothman's Universal Gag Retort Supply Works, 473 Broadway, Bayonne, N. J. aul5

PIANO VOCALS—LEAD SHEETS, ORCHESTRATIONS and band scores arranged. Val's Arranging Studio, P.O. Box 1966, Sarasota, Fla. aul5

VOICE SECRETS! PRICELESS! INFORMATION! Free! Write Studio, 14356K Jersey Ave., Norwalk, Calif.

AGENTS & DISTRIBUTORS

A BETTER DEAL—LOWEST PRICE IN the country on "Nickels to Dimes" coin trick. Best made. Beaumont, Box 8335, Los Angeles 46. aul5

AGENTS ARE NEEDED FOR BAXTONE Postcards in the following states: Connecticut, Massachusetts, Colorado, Michigan, Delaware, Montana, New Jersey, North Dakota, Rhode Island, South Dakota, South Carolina, Vermont, West Virginia, Wisconsin, Wyoming, Hawaii, Alaska, Puerto Rico, Washington. Write today for catalog and sales data. Baxter Lane Co., Box 175, Amarillo, Tex. aul22

ATTENTION, Jobbers-Distributors Men's finest leather zipper wallets, ind. boxed, \$6 dozen, f.o.b. NATIONAL DISTRIBUTORS Midway Dr. Columbus, Ga.

ATTENTION SALESMEN, WAGON JOBBERS, demonstrators, organizations, advertising Jobbers, Free catalog. Select Shaker, 16147 Segundo, San Lorenzo, Calif. oc31

BASKET EARRINGS—WOVEN STRAW, Hat Baskets, Glass, Shell, Fruit, real Coral, Mother-of-Pearl Baskets, Fruit Clusters, Apple Blossom Shell with Pearls or Fruit. Potpourri Earrings. All \$6. Pettinat Necklaces, \$12 dozen. J. J. Lastufka, Dist., Box 10248, Tampa, Fla.

BUY AT SPECIAL FACTORY PRICES! Religious Free! Rosaries, \$2 dozen, boxed; Religious Novelties, \$4.25 dozen; 4-pc. Simulated Pearl Sets, \$10.50 dozen, boxed. CUSTOMCRAFT JEWELRY MFG. CO. 76 Custom House St. Providence, R. I.

BEAUTIFUL PINS AND EARRINGS CLOSE-OUTS. Many styles in tailored and stoned earrings, \$1.25 and \$1.50 per assorted dozen respectively. Also attractive tailored and stoned pins at \$1.25 and \$1.50 respectively per assorted dozen; men's gold-plated 3-stone rings, \$3 per dozen; men's and ladies' aluminum identis, \$15 per gross. Sample dozen regular price. 25% deposit, balance C.O.D. No catalog. New England Jewelry, 9 Empire St., Providence, R. I. aul

BILLFOLDS—Assorted—Hand made by Disabled Veterans. Name, address, Social Security number, emblems, designs, etc. Top calf, goat lacing and designs, \$3 postpaid, quantities cheaper; \$2 P.P. in advance, no tooling. Write S. W. HOBBS, Walstonburg, N. C.

CARNIVAL PLASTER Kasey Provelones 723 McReynolds, Danville, Illinois Telephone 1674-J

CIRCULATION MEN—SOME GOOD TERRITORIES available. Write Gasoline News, 3134 N. High St., Columbus 2, O. aub

COSTUME JEWELRY—MANUFACTURER'S production overruns; \$1-82 retailers of bracelets, necklaces, pins, earrings; some boxed; \$42 per gross; 3 dozen samples, \$12; cash with order. Deborah Manufacturing, 188 Whitmarsh St., Providence, R. I. aub

DECALOMANIA 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 19, Mass. aub

FOR SALE—ALL NEW: ONE ELECTRIC Ad Clock with carrying case, \$45; three Ad Thermometers, \$25. Music Service Co., Box 132, Sioux Falls, South Dakota.

Chenille Bedspread Users, Attention Heavy double Peacock Chenille Spreads, gauge, \$3.95; heaviest pin point gauge, \$4.95 f.o.b. NATIONAL DISTRIBUTORS Midway Dr. Columbus, Ga.

FULL FASHIONED NYLON HOSIERY—Hirts, \$1.25 doz.; minimum 10 doz.; Chenille Bedspreads, \$26 doz.; 15" x 20" Chenille Rugs, \$6 doz.; Cotton Pillow Cases, \$3.25 doz. 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn.

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. aul

LADIES' NYLON HOSE Attention—Jobbers and Distributors Latest shade Harlem brown, fancy heels, cello bagged, special \$8.50 doz. f.o.b. NATIONAL DISTRIBUTORS Midway Dr. Columbus, Ga.

LIGHT REFLECTING SIGNS—RED HOT and sensible, 7x11", illustrated, color blended; 2,000 varieties, 15 best sellers, \$1 or 10¢ for sample and catalog. Koehler, 115 Goetz, St. Louis 23, Missouri. aul22

MONEY FOR XMAS—MAKE AT LEAST \$50 showing beautiful Elmira Christmas and All-Occasion Greeting Card Assortments. Name Imprinted Christmas Cards, Stationery, Napkins, Book Matches, Playing Cards, Gift Wraps, Books, Games, Household, Hostess Items; all unbeatable values. Make money while you make friends. No experience necessary, no risk, send us no money. Free samples, catalog. Bonus plan, display assortments on approval. Write today! Elmira Greeting Card Co., Dept. C-27, Elmira, N. Y.

NEW ULTRA-BLUE 7"x11" SIGNS—7¢, retail \$9. 2,000 slogans, comedy, religious, general; 15 samples, \$1. Lower, 812 Broadway, Dept. 758, New York 2.

OIL PAINTINGS—POPULAR PRICES. ALL sizes, all kinds; also lessons in practical oil painting. Studio-1, 1306 E. Third St., Merrill, Wis.

PATENTED, SIMPLE, EFFICIENT HOME appliances; sale, royalty, partners. Dr. Roberts, Route 3, Lake Park, Ga. aul5

PENNANTS HART PROCESSING P.O. BOX 35 Marine City, Michigan

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show friends samples of our new 1953 Christmas and All-Occasion Greeting Cards. Take their orders and earn up to 100% profit. No experience necessary; cost nothing to try. Write today for samples on approval. Regal Greetings, Dept. 39, Ferndale, Mich.

SELL MEN'S UNDERWEAR TO YOUR colleagues. Gripper and boxer shorts, knitted briefs and undershirts. Graustein, Box 77, Prince Station, New York 12.

SELLING OUT: A. C. ELECTRIC BINGO Blowers, \$49.50 complete with balls. Linka Mfg. Co., 617 E. 11th St., New York 9, N. Y. aul22

VACUUM CLEANERS—TANKS, UPRIGHTS; all makes, rebuilt like new, guaranteed. All prices; samples on request. Brand new Sewing Machines. Metropolitan, 4143 Third Ave., N.Y.C. CY 9-5960. aul

80¢ PROFIT ON \$1 SALES—AMAZING Automobile Cleaner; your name on labels; free sample. Kolamite Mfr., Box 572, Dayton 1, O.

200% PROFIT! BEAUTIFUL FEATHER pictures! Free sample. Apartado 9036, Mexico City 1, Mexico. aul29

ANIMALS, BIRDS, PETS

A BIG FRESH SUPPLY WEEKLY—FRESH, fat, Diamondbacks, Bulls, Boas, Tezinas, Dragons, Alligators, Monkeys, Coatis, Mixed Dens and complete Reptile Exhibits our specialty, "Fixed" or "Hot." Buy direct, get fresher stock and save. Tropical Import Company, Slidell, Louisiana.

A BIG SIXTEEN FOOT ANACONDA ON hand for immediate shipment, complete reptile exhibits of exotic Snakes, giant Lizards, Tarantulas, Bufo Marinus Toads, Turtles, and Alligators for \$70. A good variety of animals and birds ready for immediate shipment. This week's special, "tame baby Woolly Monkeys, \$125." Tarpon Zoo, Tarpon Springs, Fla.

ALLEN HAS JUST RECEIVED A shipment of Mexican Green Rattlesnakes. Also on Hand 25 foot Reticulated Python, Florida Pine Bulls and Yellow Bull Snakes, Blue Racers, Whip Snakes, Florida Indigos, Southern and Common Hog-Nose Snakes, Yellow, Red, Gray and Black Rat Snakes, Mexican Beaded Lizards, Baby Caimans, South American Alligators. Price List on Request. ROSS ALLEN'S REPTILE INSTITUTE Silver Springs, Florida

BABY PET MONKEYS—CINNAMON RING-tails, \$30; Spiders, \$32.50; Squirrel Monkeys, \$22.50 for \$100; Whiteface Ring-tails, \$35 each; Baby Coati-mundia, \$28 each; Baby Hill Mynahs, guaranteed best talking birds, \$42.50; 3 for \$90. Bronson Tropical Birds, 2226 Amsterdam, N.Y.C. aul22

CALIFORNIA SEALS, SEA LIONS—WILD or trained. Main suppliers zoos, circuses, trout world. Marine Enterprises, Inc., Hermosa Beach, Calif.

CHIMPANZEES—3 HUGE FEMALES, 75 pounds each; special \$350; 2 Male, 1 Female, 35 to 40 pounds, each \$300; 1 exceptionally fine intelligent chimpanzee, white face, tame, never in cage, wears clothes, shoes, etc. Special \$1000; two years old. All f.o.b. New York. Trefflich's, 228 Fulton St., New York.

AVAILABLE DUCKLINGS Thousands hatched weekly for Western carnivals. Fast service. All colors. Price 25¢; you pay the freight. HART'S HATCHERY 925 McConnell Ave., SANTA ROSA, Calif. Phone 3373M

COBRAS, INDIAN, BLACK, \$35 EACH OR \$125 for 5; Boas, \$35 each; 1 King Cobra, fat, healthy, fourteen feet, \$375; f.o.b. N. Y. Trefflich, 228 Fulton St., New York.

DOG FACE BABOONS, SPECIAL \$50 EACH; real baby Java Monkeys. We really mean babies, \$35 each or 3 for \$100; full grown Gibbons, \$225 each. Trefflich, 228 Fulton St., New York.

FOR SALE—FROGS, FISH, CRAYFISH, cane poles, cabinet lumber, dowels, handles, land Easy terms, information 10¢. Vol Brashears, Berryville, Ark.

HEALTHY, FAT SNAKES; ALSO ALLIGATORS, Armadillos, Horned Toads, Terrapins, Timber Wolf Pups, Parakeets, Coati-mundia, Peafowl, White Fantail Pigeons, Guinea Pig Rabbits, Rats, Rhinos, Monkeys, Turtles, Martin Locke, Phone 141, New Braunfels, Tex. aul15

PERIN DUCKLINGS FOR YOUR DUCK pitch; thousands available weekly at 25¢ per hundred; shipped prepaid to any town. Write, wire or phone DeVries Poultry Farm, Zealand, Mich. aul

PIGMY HIPPO, LLAMA, RHEA, BEAR Cubs, Giant Tortoises, Lion Cubs, Adult Tiger, Monkeys, Penguins, Leopards, Pythons, Baboons, Tapirs, Camel, Circus Mice. All for immediate shipment. Chase Wild Animal Farm, Egypt, Mass. aub

WIRE BRAD BRADFORD TO RECEIVE the "Biggest Deal" a Showman ever knew, especially when the going is still a little rough. "Snakes," Big, Small—even Bush-masters. A "Saw" a week can keep you going. Can't take on many new accounts because no hunter ever caught Reptiles as fast as I sell them. Brad Bradford, "Zoo Town," Fryland Park, 3647 N. W. 26th St., Miami, Florida. Dealers Note: Can supply 2600 Beautiful Pure Pink Flamingo for \$75 pair, f.o.b. Miami, lots not less than 200 Birds at a time.

BUSINESS OPPORTUNITIES

BUY FROM MANUFACTURERS, WHOLESALE, branded merchandise; thousands of items; mail order, direct selling, personal use. Business Guide, 1153 Broadway, N.Y.C.

BEAUTIFUL CROSS



MIRACLE CROSS
When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

RETAILS UP TO \$6.95 EACH
\$4.25 Doz. \$48.00 Gross

1999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links.
\$6.00 Doz. \$66.00 Gross

1999-G. Same as above, heavier chain. In beautiful gold finish.

Sensational Profits !! EVERY DAY !!



No. 185 Full of Life! First Brilliance \$3.85 doz. \$45.00 gross



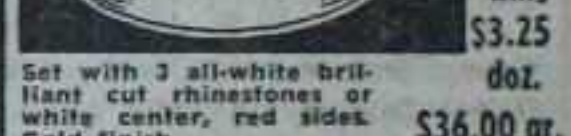
No. 712-D \$3.25 Doz. \$36.00 Gross



imi. Onyx with Fiery Chip. Gold Finish. White Stones on Sides. It's a Beauty



No. 1098 NEW FLASH! Copy of a \$500.00 Ring \$3.25 doz. \$36.00 gr.



Set with 3 all-white brilliant cut rhinestones or white center, red sides. Gold finish.

Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples. PROVIDENCE RING CO. 49 Westminster St., Providence, R. I.

ELGIN-BULOVA-BENRUS Watches

For men and women... Brand new 1953 model (lots of 6) cases with rebuild movements, guaranteed like new. \$8.95 EA. (Sample, \$9.95)

15-3—\$12.65 17-3—\$14.65 G.P. Expansion Band 6 1/2" add. Plastic Gift Box, 69¢ add.

FINEST ON THE MARKET TODAY

AA1 White gem, clear as a diamond and with more sparkle and brilliancy. Sizes 1 carat and up. Per carat \$9.50

Gent's new yellow gold mountings, additional, \$12.50 and up. The same available in ladies', \$9.50 and up. NEW 128-PAGE CATALOG, 25¢ Wholesale only—25% with order, balance C.O.D. Open account to rated houses. Midwest Watch Co. 5 S. Wabash Ave. Chicago 3, Ill.

PROF. FABIAN'S IMPROVED "Dixie" CIGARETTES

THEY SMOKE BY THEMSELVES
The Hit of the Year! A rolled up tiny piece of paper is put in the mouth of any picture and when it continues to smoke and blow smoke rings. It's a sales sensation! Don't miss it. 12 Packages on a Card. \$1.80 Dealer's Price Sample Package, 25¢.

Plus fast selling novelties catalog. JAY SALES CO. 192 N. Clark St. Chicago 3, Ill.

HOUSE OF STAPLETON

SUPPLIERS OF BETTER CLASS CARNIVAL OPERATORS
Open 24 Hours Every Day. 2236 Michigan Detroit 16, Mich. Phone: WO. 5-7388

ALL SNOWBALL FLAVORS AND SUPPLIES. \$8.50. Super Shaver that shaves into super soap and enough flavor and cups for thousands of snowballs. Illustrated circulars free. Snowball Co., 2534-K Lemay, Jacksonville 8, Fla. aul5

EARN \$15,000-\$30,000 ANNUALLY—FRANCHISE protected. Guaranteed minimum \$12,500 or money back. Live at home. No merchandise to buy. Self-employed. One of most exclusive and non-competitive businesses in United States and Canada. Send \$5 for explanatory book. Money refunded when book returned. Harrell & Co., Box A-18, Louisville, Ill. aul

FOR SALE—BEAUTIFUL DRAMATIC PET show, 40x80, complete with generator and two trucks sacrifice. Dale Madden, Lake City, Iowa. Allow for forwarding inquiries; en route Southern Wisconsin.

MAIL ORDER BUSINESS PLANS, FOLIOS—Work for yourself; send card for free details. Mail Order Sales, 7905 Birchdale Ave., Chicago 33, Ill. aul

MAKE MORE MONEY with your advertising use this eye-catching **DISPLAY CLASSIFIED** style of ad see 1st page this section

MONEY IN VENETIANS—BUILD PROFITABLE lifetime business. Laundering Venetian blouses. Start at home in spare time; new machine. Free booklet. R.G. Co., 442 N. Seneca, Wichita 12, Kan. aul

WHAT'S YOUR FIELD OF INTEREST? Specialized magazines will help you to greater success. Get latest copies of business, trade, professional, agricultural, educational, sport, hobby, or any other field covering your special interest. thru our easy-to-get-acquainted service. List free. Commercial Engraving Publishing Co., 3411 North Ritter, Indianapolis 19, Ind.

BAKED ENAMEL 18" LOW STAND FAN

Big 18" BLADE

Lots of 6 \$21.90 Ea. F.O.B. Chicago—K.D.

SAMPLE \$25.00 Ea. F.O.B.—K.D.

1/2 H.P.—G.E. Motor.

TERMS: For 24-hour service send P.O. money order or certified check in full. F.O.B. Chicago.

EMECO FAN

721 W. Randolph St. Chicago, Ill. Phone: RAndolph 6-4183

RODEO SPECIAL NOVELTIES

HOT BADGE ITEM

4 in. Cel. Cowboy & Girls Doz. \$1.00 Gro. \$10.80

Western Brooches. Gro. 3.60

Feather Dolls w/Red Shoes & Cane 4 in. Doz. \$.90 Gro. \$ 8.75

7 in. Doz. 1.50 Gro. 15.00

12 in. Doz. 3.50 Gro. 36.00

15 in. Doz. 6.50 Gro. 72.00

Lg. Coolie Hats. Gro. 29.00

Also Canes, Whips, Batons, Pin Wheels, Bombers. F.O.B. Oklahoma City 25% Deposit.

M. G. NOVELTY CO.

19 S. Walker St., Oklahoma City, Okla. Phone FO 5-5884

Attention, Promoters!

The New Retractable **BALL PEN** with New **MIRACLE INK**

Only \$36

Cross Sample Dozen \$3.50

Guaranteed Not to Leak Not to Smudge

PRESS BUTTON—IT WRITES

PRESS CLIP—POINT DISAPPEARS

Immediate Delivery—Any Quantity

25% Dep., Bal. C.O.D.—2 Samples, \$1.00

PACKARD BALL PEN

28 East 22nd St. New York 10, N. Y. SPring 7-7180

FREE! FREE!

LATEST GIANT WHOLESALE CATALOG

MONEY MAKING OPPORTUNITY

Agents—Distributors—Salesmen Deal direct with nationally known wholesale house. Originators and promoters of fast-selling novelties and distributors of **NATIONALLY ADVERTISED** merchandise! Write for FREE catalog today!

Novelties • Jewelry • Carnival Ads. • Leather Goods • Toys • Premiums.

133 Woodward Detroit 26, Mich.

OWN A GARDEN GOLF BUSINESS—EXPERIENCE unnecessary; permanent income; details. Spenser, Brockway, 112 Broadway, Seaside, Ore. aul

\$18 HOURLY FOR YOU!

Earn \$5 to \$15 hourly at home in spare time. Easy, pleasant work. No investment or experience needed. No personal selling. This method really works—PROOF has appeared in POPULAR SCIENCE and other big magazines. Hundreds of satisfied customers. Mail postcard—ask for **MONEYMAKER**. Pay postman nothing. We trust you to send \$3 in two months. Guaranteed as described. Are you going to pass up an offer like this?

MAILWAY, P. O. Box 198-BH State College, Pa.

COSTUMES, UNIFORMS, WARDROBES

BALLY CAPES, GOLD OR RED SATIN, \$3.50; Elastic Net Hose, \$3.95; Chorus or Strip Pants, \$1.25. Immediate shipment, \$1 deposit on c.o.d. Free folder. J. Day, Box 39, Times Sq. Sta., N. Y. 36, N. Y.

EXTRA HIGH HEELED SHOES, ALL 4 1/2 inch heels. Black Patent, black or blue suede pumps. Black or blue suede ankle strap sandals, \$14 pair, 1/2 with order. Heitner & Giles, 541 S. 18 1/2 St., Reading, Pennsylvania.

FOR SALE—USED GROUP SOLO AND dual Costumes. Write Henderson School, 600 Queens Rd., Charlotte, N. C. aul

5 LOVELY DRESSES FOR \$2.98, USED. 5 Children's Dresses, \$2.50, all sizes. Send no money, we ship c.o.d. plus postal charges; satisfaction guaranteed. Mallory Trading Co., 15 Attorney St., N.Y.C., N. Y. Dept. B.

FOOD AND DRINK CONCESSION SUPPLIES

For Sale **CUSTARD MACHINE**

EZE-WAY, 3 hp. with 2 hole dipping cabinet, good condition, sacrifice all for \$750

P. J. GAY

Vidalia, La. Phone 330

PRE-POPT POPCORN, "READY TO EAT," shipped everywhere. New Popcorn Machines, Supplies, Carmel Corn, terrific seller. National Pop Corn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. aul

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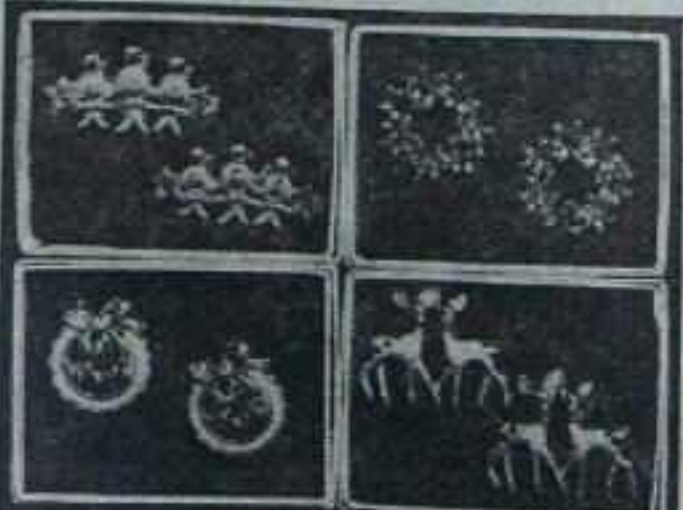
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Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

New York

N. Silverstein, of the President Novelty & Jewelry Company, Inc., announces the firm's newest line—men's cultured pearl scarf pins with rhinestones, which are manufactured in several styles. Silverstein calls the items outstanding values, priced to retail at \$1. To the jobbing trade the price is \$4.50 per dozen. The firm manufactures a complete line of men's novelty jewelry consisting of cuff links, tie clasps and combination sets to retail for \$1 to \$2.98. The firm also offers a complete line of women's costume jewelry.

Chicago

Joy Products Company has come up with what it calls the most useful and profitable item it has handled in recent years—an all-metal sugar dispenser to be used for floss machines and in restaurants. The dispenser regulates the flow of sugar directly into the nozzle, avoiding waste,

lumps and sticky fingers and adding a sanitary feature. It is priced at \$2. The firm also announces a new type fish for fishpond operators using paddle or pump-type bonds. The fish is properly weighted and already hooked, eliminating the bother of the operator doing it himself. The fish, attractively colored, will not become waterlogged, nor do they gather together, the firm states.

Standard Industries, Inc., announces publication of their 1953-'54 catalog which is illustrated with photographs of over 200 fast selling brand name items, and with separate jobber prices to dealers. It offers door-to-door salesmen, pitchmen and wagon jobbers the convenience of available stock without the cost of maintaining a major inventory. The slick cover has a blank space in which to imprint the firm name and address. A card sent to Standard Industries will bring the free catalog by return mail.

Cook Bros., has introduced a \$69.95 portable air circulator and conditioner for the premium gift trade. The noiseless 7 by 9 1/4 by 12-inch item is constructed of 20-gauge steel finished in gray hamertone. Utilizing air pressure and water, the device features evaporation-free operation, absorbing air impurities without filter. It operates on currents of 110-volt, 60-cycle, and 220-volt, 50-cycle. The conditioner treats and produces air thru nature's own process, says the firm, creating a static blanket of cool, vitalizing air effective for more than 20 feet from its source, and is ideal for home, hospitals, hotels and offices.

Los Angeles

Perma-Ice, a new product of Theo. Ross & Associates, Los Angeles, is the answer to the picnickers' hunt for a means of keeping food and drinks cold. A gelatinous substance encased in tough, pliable plastic, perma-ice will not melt and may be used over and over. It is placed in a refrigerator for freezing and will then retain its cold for eight to 24 hours. Placed in a picnic food hamper, the produce will keep fresh and appetizing.

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1953 CATALOG

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Pipes for Pitchmen

By BILL BAKER

BIG AL WILSON opens from Ottawa, Ill.: "Opened here for the big one. City 100 years old. Sunday (12) was the big day, with the parade drawing 8,000 people. Held tip 12 hours. All the boys here really got their back room rent for last winter. Kid Ward and wife, on rad, topped the midway and street."

HERE'S A BIT of sage advice from Billy Beam, who has been working East Tennessee with med and pictures. "Don't complain about bad biz. Take a gander at ol' Dr. Colby, who is 83, handicapped, and still doing okay. Billy expects to close his picture and med show for the tobacco market August 1.

"SINCE MY LAST PIPES to you," scribbles George H. (Scotty) Brooks, from Fairfield, Ill. "I left St. Louis for Springfield, Ky., arriving there June 10. I layed around, waiting for the Washington County Fair to open, June 15. After laying over for six days, I didn't get to work after all because the concession man used little boys to hustle the grandstand at 5 and 10 cents on the dollar. When I heard that he used punks, I pulled down my pup tent and took off for Metropolis, Ill. I hung around there for a couple weeks, waiting for the Massac County Fair to open June 28. It opened and, incidentally, turned out to be a stinkeroo. They didn't have a carnival, just three rides, two shows, a few concessions, races and free acts in front of the grandstand. I sold ice cream and fiddlesticks in the grandstand. My next stand was the Wayne County Fair, at Fairfield, Ill., followed by Newton and Martinsville, Ill."

JIM BROWN clown pitchman, chalked up a fair day's business with novelties at the Firemen's Tournament at Riverhead, Long Island, N. Y., July 18.

HENRY H. VARNER the 49-miler from Akron, became a 98-miler last week when he took time out to visit his old home towns of Columbus, O., and Newark, O. Early this week he was slated to visit the Hagen Bros.' Circus at New Philadelphia, O. "Let's hear from Bob Posey, of Monmouth, Ill., regarding his trips into the dust bowls of Oklahoma and Texas," Henry writes.

BIG AL WILSON scribbles an enthusiastic note about the big centennial wingding

that was tossed recently in Ottawa, Ill. The affair was highlighted by a pageant of 250 people emceed by movie star Pat O'Brien. The Chicago Tribune gave with a liberal dose of publicity which included a splash of pictures and a favorable write-up about the pitchmen. Naturally, a deal like this brought mobs from miles around and that was just what the boys were looking for. Jimmy Hickey, head committeeman for setting up pitch spots, gave the boys a break on the locations. He is a former demonstrator. Members of the fraternity who were there and reaping the geedus were Dr. Duncan, on med; Auto Polish Clemmens; Marie Ward, rad; Meyer's Glass Blowers; Frankie Lazar, Charlie Burke, Kid Leonard, Jack Davis and Mr. Stone. According to Big Al, it turned out to be an 18-karat pitcheroo paradise.

THE DESK LEARNS from Bob Roach, who is still in the hospital at Oak Forest, Ill., that Tip Hallstrom is working sales in New Jersey and doing okay. Speedy Hascal is out with a new car polish after being on the sick list for a long time. Jimmy Lobough, card worker, left California and is heading for the Midwest and the fairs. Hutch Hutchinson, who has hit the jackpot with his car polish demonstration on TV, just bought a new Cadillac. Glen Hosberg, kitchen gadget workers, is still ill in Oklahoma City.

Diano Revived

Continued from page 80

(16), matinee was light and night house drew three-quarters. Hoopston, Ill., Friday (17), had similar business. In both cases, the show did a John Robinson at night because of heavy rain. Diano has had two blowdowns this season and canvas is worn.

Campas Carry Show

Performing roster is considerably smaller than at the outset, and the Campa Family carries much of the chore. Spec is followed by a principal riding spot and clown bit. Arumi Singh shows a satisfactory six-animal cat act with pedestals, pyramid, flaming hoop and lie-down.

The Campas take side rings for ladder perch acts and foot juggling. Clowns break and Barbara Williams works a six-pony drill. Dog act is out because there's no one to work it. Emma Valdez is featured in trapeze foot balancing while two other Campa teams perform on traps at the sides. An elephant-horse combination appears in each end ring; the show's two African elephants formerly worked in the same display. Clowns fill and Allan Lightfoot presides in a Boxer dog and balloon act. After a three-web number, Lightfoot is back with Liberty horses (8).

Trampoline, Bareback

Little Robert Campa highlights the trampoline display with his forward and backward doubles and good twisters. Tumbling and a break-up bike are worked at the same time by other members of the Campa Family. Clowns work the hair gag. A tractor-elephant tug-of-war is staged as part of the concert announcement. Menage display counts four horses, and it is followed by a ladder and cloud swing number.

The show-owned Riding Martini act is cut from eight people and four horses to one horse and four people. Allan Lightfoot shows up well in principal work. Another member does a Pete Jenkins but the effect is lost since he's wearing wardrobe while in the seats.

Brownie Gudath's clown trio does well with a chicken from a cannon gag. A single bull is brought in for a hula, and three girls in grass skirts set the scene. Concert announcement and ladders follow. Then 10 Campas offer acrobatic work. Wind-up has five big bulls in the center, five small ones at one side and three extra small ones at the other end. Rex Williams is in charge of this display, which closes with a walking long mount.

Bucking Bull Used

Concert has Big Tim, the bucking elephant number which also was used on Wallace Bros. last year. Show hands use a safety rope and the bull shakes them from its back.

Animals are displayed in the Side Show top. Included now are

Under the Marquee

Continued from page 81

Hawkins, retired tent show operators, of Cincinnati; **Mary and Buck Saunders**, of Washington Court House, O.; **James McSorley**, formerly with the big one; **Henry Oosterkamp**, friend of circus showfolk, and **E. Walter Evans**, **Bill Sachs** and **Charley Wirth**, of The Billboard, Cincinnati.

Charles (Kid) Koster, currently handling the outside advertising for Michael Todd's "A Night in Venice," playing Jones Beach Theater, Wantagh, Long Island, N. Y., was the subject of a human-interest yarn in Robert Sylvester's Dream Street column in the July 9 issue of The New York Daily News. Headed "The Last Second Man," the piece cited some of the Kid's experiences as a biller with circuses and road shows and in nostalgic fashion related of the passing of the billposting art.

Irving Romig, of Tom Pack's Circus, is scheduled to do his "mule train" number on the "Big Top" TV show August 22. He has added a 32-inch Sicilian donkey to the act. **Chubby Guilfoyle** is recovering at his home in Brownsville, Tex., after undergoing an operation for a heart ailment. **Baker and Hazel Young**, CFA members, recently caught the Mills Bros., King-Cristiani, Kelly-Miller and Rogers Bros.' circuses.

Mr. and Mrs. Eddie Howe are parents of a boy born July 1 in Baltimore and named for his father. Howe was press agent for circuses and now manages a drive-in theater at Baltimore. He set an elaborate tie-in promotion for the Ringling-Barnum show.

Jim Plunkett has Diano Bros' concessions. **Buck Reager** has the banners. **Lloyd and Lucille Watson**, cornet and organ, play the show. **Milt Robbins** is equestrian director and makes Side Show openings. **Brownie Gudath** is parade marshal.

Steamboat, Avation, tied up at Pittsburgh, is using a steam calliope. **Fan James McKenna**, Pawtucket, R. I., caught Mills Bros. and visited with Jack Mills. **Paul Nelson** and **Billy Hammond**. Mc Kenna recently entertained **Al Moody**, World of Mirth trainmaster, and family.

Fred K. Moulton, press agent formerly with Cole and other shows, has been in Chicago to go thru a clinic. He recently sold his store at Siloam Springs, Ark. **Leland Antes Jr.** had his miniature circus at the Austin, Tex., July 4 celebration. **Fan Tom Lawless**, recently moved to Beloit, Wis., reports Beatty and Mills are set to play there in August. **Charles T. Underwood**, veteran circus agent whose career dates back to John Robinson, 1915, has retired from the road and now has a business in Macon, Ga.

Paul M. Conaway, Macon, Ga., attorney for shows, was in New York as a delegate to Shrine sessions. He expects to see some circuses on a side trip he's taking after the convention. **Bill Tobias**, trombone, joined **A. Lee Hinkley's** band on King-Cristiani. **Fred H. Phillips**, Frederickton, N. B., authored a story about old parades for the local newspaper and linked it with King-Cristiani's date there.

The **Buck Lucas** circus unit closed with the Hagan-Wallace Circus at Glasgow, Mont., to play fair dates, reports Faith King.

The **Hart Family** and **Zack Hale**, of Von Bros' Circus, visited friends on Hagen Bros' Circus in Watkins Glen, N. Y. Dog trailer on Von Bros. was demolished in an accident recently but none of the dogs was hurt. **Doug Hart** had just finished rebuilding the trailer. . . . **Zack Hale**

a giraffe; 15 elephants, including two young Africans; one camel, and a cage of lions, another of bears and one containing chimps, monks and wallaby. Performing lions are spotted in the backyard. Painted trucks double for banner line.

Street parade now includes a steam calliope, horse-drawn air calliope, the cages, sound car and other units. A second air calliope was lost in a truck wreck recently.

is working the dog act and pony drill with Von Bros.

Mr. and Mrs. Charlie Lockier, Auburn, N. Y., entertained **Jack LaPearl**, of Hagen Bros' Circus, and members of the Circus Model Builders' Association at their home recently. **Joe Myers**, model builders' local secretary, made LaPearl a member.

Mr. and Mrs. Don F. Smith, Detroit fans, spent four days with Ringling - Barnum and report a number of fans were on hand at Windsor, Ont., and Detroit. **Mrs. Enrique DeMell** is closing her night club work and joining her husband at New Orleans.

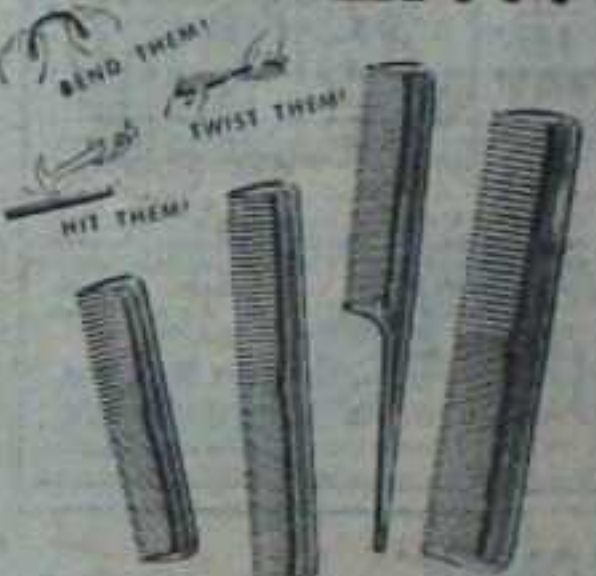
Polack Bros. have contracted Shrine dates at Philadelphia and Newark, N. J. **R. M. Harvey** is handling some business for Hagen Bros' Circus. **Jim Brown**, clown, had novelties at the Patchogue, N. Y., fair, where **Mike Beronini's** high act was free attraction. **J. Rudolph Conway**, Philadelphia, and **Jim Stutz**, press agent, visited recently. Stutz left the Morris Hanum Shows and returned to Lindenhurst, N. J.

Sam Stratton caught Mills Bros. in Connecticut. **Mr. and Mrs. Carleton F. Smith** visited with **Ray Bickford**, Bernardston, Mass. Bickford is clowning picnics and fairs. **Fred W. Mercer** and **Henry Hutchinson**, Concord, N. H., musicians, visited **Jack Sweetman** and **Bob Mills**, of the Hunt Bros' band. They brought a calliope and **Stell Wirth** tooted bally tunes. **Roger Towne**, Buffalo CFA, caught Hunt Bros. and later spent several days with Ringling-Barnum.

Thomas Baldwin, Chadron, O., was the subject of a story in a Cleveland paper recently. He is recuperating from injuries received while playing a Baltimore Kiddieland last year. The story recalled Baldwin had been with Welsh Bros., Hagenbeck-Wallace, Walter L. Main and other shows.

Bill Jones, press man with the Siebrand show, made the papers with his story on the circus ring wedding of **Esther Clare Holmes** and **John Douglas Jewett**, both of the show.

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Adams, Oscar (Skeeler) & Mrs.
Adkins, Buster
Alberts, Whitley
All American Rodeo, Inc.
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Allen, Billie, Spooks
Allen, Billy & Mrs.
Allen, Harry
Allen, Red
Amarantes, Rev. Raymond
Andrews, R. L.
Anfinson, Gene Lyle
Arger, Tom A.
Armand, Bill
Akins, Carl
Akins, Dan
August, Thomas
Baddy, Lottie
Bailey, F. R.
Baize, Latria Mae
Baker, Bill
Baker, Walter
Bares, Monica
Barnes, Charlie & Basil Walker
Barrett, Martin
Barron, Freddie
Bartels, Carl
Barton, Billie
Barton, Kid Lewis
Bass, Charles W.
Bayless, Mrs. Ruth
Beal, Joe
Beck, Robert E.
Beitman, Mrs. Ann C. P.
Bell, Anthony Fred
Bell, Mrs. Estelle
Bellows, Mrs. A. G.
Belshaw, Mrs. Gladys
Berall, Ronnie
Berry, Gene
Bickett, J. H.
Blackburn, Hedrick
Blackhall, Thos. S.
Blackhall, Thomas J.
Blackwell, T. S.
Boley, James E.
Boit, J. P. (Royal Expo. Shows)
Bous, Billie
Boun, Elzie
Bradford, Stephen
Bradley, Geo. J.
Brady, P. J.
Brewer, Mrs. Helen
Brink, Arthur Ernest
Broadway, Asla
Brook, Maury
Brooks, Capt. Bruce
Brook, Stephen B.
Buckland, Dillie
Budd, Charlie
Burgess, Mrs. Frances
Burgess, J. L.
Burk, H. E.
Butin, Paul B.
Calro, Johnny
Calver, Andrew S.
Campbell, Harvey
Cane, Johnnie
Cannon, Jackie
Caravan, Len
Carl, Robert E.
Carlie, Hank
Carr, Kenneth
Carson, Tommie
Carone, Vito
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Champion, Joyce
Chapman, E. A. & Mrs.
Cheatham, Pee Wee (Abe)
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Chief Little Bear
Christensen, Mrs.
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Church, Leon
Clark, Hubert & Ella
Clark, Johnny
Clother, Al
Cobb, Pollock W.
Cochran, Lee
Collins, Harvey M.
Collins, Robert Roy
Colson, Virgil
Columbus, Scott
Conlon, Pat
Conti, Alfred
Cooper, Richard
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Crane, Edward
Crawford, E. V.
Crawford, Robert P.
Crisa, John
Crosby, William
Crouch, Floyd
Crowe, Chas. & Mrs.
Crowe, Jessie
Danubenspeck Jr., Alvin C.
Dards, Bill
Davidson, A. F.
Davis, Tony
Davis, H. J.
Davis, Harry Z. & Marie
Davis, J. H.
Davis, James A.
Davis, Jean & Mickey
Davis, M. C.
Dawkins, Edward A.
Day, Andy
De Mitchell, O.
De Witt, Ted & Mrs.
Dean, Aloha
Dean, Mrs. Russell
Deardruff, Mrs. Alice
Decker, Joseph
Deino, Buddie J.
Denike, Harold
Deffendoll, Glenn
Dewey, Hal J.
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Divine, Harley
Dixon, Roma E.
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Dunn, Jeff & Betty
Edwards, J. D.
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Emond, George
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Fleming, Manning
Fitzgerald, Eddy
Ferguson, Vivian
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Forkum, Bill & Mrs.
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Gauvreau, Garnet H.
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Gruszyk, M. M.
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Guillano, Chas
Guntli, Ralph
Guthrie, Jack
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Hall, V. L.
Halstrom, Tip & Lyl & Mrs.
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Hangerster, Allen
Hank & Edna (Kid Rids & Photo)
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Hardy, Jewel Ray
Harrell, David
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Harrington, Charles E.
Harrington, Mrs. Theresa
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Harris, Manley S.
Harris, Tom
Harrison, Madelyn
Harrison, Jasper & E. E. Taylor
Hartley, Trio, The
Hatcher, Ward V.
Hatch, Joe
Hawkins, Dorothy
Hayes, John A.
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Heckey, Shorty Jack
Hesell, John
Hill, Will (Elephant Act)
Hinkle, Mill D.
Hitchman, Barney
Hoge, Mack & Mrs.
Hofue, Fay D.
Holtbrook, W. R.
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Kane, Mark
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Knight, Herb
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Menzel, Adolph P.

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Stevens, Daredevil
Villon, Andre
Volante, Francine
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Metzalf, Raymond
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Miller, Lucky
Miller, Paul
Miller, Sam
Miller, Tom or Tom, Miller
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Mitchell, Mrs. Jack
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Mitchell, Little Willie (Pug)
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Moore, Vernon
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Stevenson, Louise E.
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Strou, Russell G.
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Taylor, Velladier
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Tuller, Joseph F.
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Zonola, Madam
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Yoder, Fred
Youdelman, Thelma
Yongs, 4

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Baker, Charles Ed
Baker, Daniel (Fancy Dan)
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Bateman, Charles F.
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Bramlett, John
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Carey, Thomas F. Jr.
Chandler, Ward K.
Chandler, or Mildred
Charles, Mitchel
Cleary, Jimmy
Cole, David Bruce
Colegrove, V. H.
Collins, Harvey
Columbus, Nathan S.
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Conti, Alfred
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Day, Elden
Deal, Harold E.
Decker, Robert C.
Delph, Dewey
Dennis, Johnny
DeVault, Mr. & Mrs. Don
Dion, Theodore R. & Anna
Dumas, Jack
Dunay, Pamela
Eagle, Chief Ed
Edwards, Frank
Frisko, Eddie
Gilbert, Mrs. Bob
Giles, James
Gill's Reptile Shows
Gowdy, Pamela
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Jacobs, Terrell
Jones, Woodrow
Jennings, Harold
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Kane, E.
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Kelly, Kitty
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Kellogg, Ernest
Kolberg, Arnold
LaFrance, Bernard
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Little Bear, Chief Wesley
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Macarius
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McGuire, Mrs. A. R.
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Miller, Mike M.
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Murray, Mack
Murray, Mack
Napier, Allen
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Overman, Rose
Pesch, William (Bill)
Phillips, Charlotte L.
Pierce, Wendell R.
Pierce, William
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Pitre, Allen
Marsha, Mrs. Porter (Bill)
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Pruitt, Marion
Ramsay, Curley
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Rawlings, Jack
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Raymond, Miss Betty
Raymond, Charles
Redour, Mattie Pat
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Reynolds, Johnnie
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Richardson, Joseph G.
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Robertson, Paul T.
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Rosen, Jack
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Schmidt, Stanley
Scott, Mrs. B. M.
Seeger, A. L.
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Sheridan, Johnny S.
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Smith, Miss Norma
Sokolowski, Peter V.
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Sterner, Miss Connie
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Stevens, Wando
Stevens, George
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HACK SAW FRAMES Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.
\$6.00 Per Dozen No Less Sold

REGULATION SIZE HAND SAW 24 inch 8 pt. warranted tempered steel. Full size natural finish wood handle erip. Individual sleeve. Packed 4 to a carton. No less sold \$ 9.90 ea.

5 WAY CABINET SAW SET 1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mire Back Saw, 1 16" Panel Saw. \$13.50 For doz. sets. No less sold.

6 PC. MAGNETIZED Screw Driver Set Self-display individual box unit. Overall lengths ranging from 11 1/2" to 3 1/2". Includes stubby recess and square shank. 8 1/2" each (6 or more). All above items made in U.S.A. except Hack Saw Blades. 25% deposit with order, balance C.O.D. F.O.B. Chicago.

COOK BROS. 916 So. Halsted St. Chicago 7, Ill.

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7 & 10 Color Specials
4-5-6 & 7 ups
Midgets 3,000 series-7 colors
Paper & Plastic Markers
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Pencils-Crayons-Clips
5 x 7 Heavyweight Cards
Electric Blowers & Flashboards
Lapboards made to order

JOHN A. ROBERTS CO. INC. 817 Broadway, Newark, N. J.

FREE Catalog!

CONCESSIONAIRES MERCHANDISE MEN

Send for your FREE carnival merchandise catalog. Each day last costs YOU money! Our bear deal LOWEST in country! Big CASH DISCOUNT helps pay freight Sioux City-center of U S

RODIN NOVELTY CO. 814 Pierce St. Sioux City 2, Iowa

FLORIDA FLAMINGOS

Cast Aluminum-True life colors-Stand about 30 inches high, \$40.00 a dozen pair. Samples cash with order post \$3.75 pair. BLOYD MFG. CO. Valley Station, Ky.

WIRE ARTISTS: buy from Rhode Island's Largest Manufacturer of ROLLED GOLD PLATE

Compare our price. Write for prices and deliveries. 25% deposit on all orders Balance C.O.D. THE IMPROVED SEAMLESS WIRE CO. 775 EDDY ST., PROVIDENCE 5, R. I.

NEW-FAST SELLERS for Men & Women-BIG Profit

Everyone wants these beautiful copies Set your own HUGE Profits WRITE TODAY FREE CATALOG Unlimited possibilities! 30 styles of simulated diamond rings in Rolled Gold Plate and Sterling Silver, \$6.00 per dozen up Copies of expensive Diamond Jewelry. TITANIA GEM We sell only best quality stones-10K & 14K mtd DES MOINES RING CO. 1153 26th St. Des Moines 11, Iowa

ATTENTION JOBBERS AND WAGON MEN

Hosiery manufacturer has drastically reduced all prices on ladies' full-fashioned nylon hosiery. Our promotional number, which is a run of the mill, is priced at \$3.75 per dozen. Full shad e - each pair is individually wrapped in beautiful cellophane envelopes. JEANETTE HOSIERY MILLS, Chattanooga, Tennessee.

TEXAS SHOWINGS SET

S. H. Lynch Expands Coverage, Named Chicago Coin Distrib

CHICAGO, July 25.—The Chicago Coin Machine Company, thru Owners Sam Wolberg and Sam Gensburg, announced the appointment this week of S. H. Lynch & Company as distributor of its bowling games in Texas. The firm will hold premiere showings of Hi-Speed Crown Bowler August 3-4.

The Lynch company is headed by S. H. Lynch, currently in Europe, and is one of the largest and oldest distributing companies. Its top management is under the direction of Arthur C. Hughes, vice-president in charge of the coin-operated equipment division and also general manager. Also a key member of Lynch's top management is E. D. Furlow, vice-president, who closed the deal with Chicago Coin while here last week.

The Lynch company has its headquarters at 2900 Gasten, Dallas, and two other fully staffed offices at 910 Calhoun, Houston, and 414 Dolorosa, San Antonio. The office managers at the three addresses are: Bill O'Connor, Dallas; Anderson Sage, Houston, and B. J. Nichol, San Antonio.

Prior to contracting for the Chicago Coin line, the Lynch organization had concentrated on the distribution of Seeburg phonographs. For 18 years prior to June, 1951, the firm had distributed Seeburg machines over six States. At that time the company officials decided to intensify their efforts in Texas on the old line phonograph line and also the distribution of Schlitz beer in the Lone Star State. Among many other lines it dropped in the middle of 1951 were the following foreign, make

automobiles—Rolls Royce, MG, Morris and Jaguar—and china-ware. To reduce its scale of activities, the Lynch organization gave up its interest in New Orleans, Oklahoma City and Memphis branches.

Chicago Coin was founded by Sam Wolberg and Sam Gensburg in 1931 and has expanded its activities steadily. In the last two decades the company has not only developed new types of skill amusement games but also has been a factor in the production of music machine accessories. During World War II, Chicago Coin manufactured precision instruments for the Air Force and was one of the initial manufacturers to get defense contracts after the Korean War started. For meeting its production commitments promptly and efficiently, the firm has received several citations from the Armed Forces.

In recent years Chicago Coin has concentrated on the shuffle bowling games with notable success. Last December the firm purchased another major games manufacturer, Genco. The firms are run under separate managements and are competitive. Ed Levin, with Chicago Coin virtually its entire history, is director of sales, and Frank Mencuri, another old line coin machine sales executive, is sales manager.

Chicago Coin Sets Premiere Of New Bowler

Levin, Mencuri To Attend Lynch Texas Showings

CHICAGO, July 25.—Hi-Speed Crown Bowler, a new shuffle bowling game, is in production at the Chicago Coin Machine Company, Ed Levin, director of sales, announced Thursday (23). It can be used as either a five-or 10-frame game at the operator's discretion. This will be the first Chicago Coin product shown by S. H. Lynch & Company, Texas distributor.

Hi-Speed incorporates all the top features of Chicago Coin's recently introduced Crown Bowler. It has such proven shuffle play appointments as direct dial scoring for all six players; a triple match play feature (number, star and crown); strike and spare flasher boxes; hinged pin compartment, hinged door with protected coin box; lighted coin box compartment for meter reading; Formica playfield and jumbo flyaway pins. In addition it has provisions for triple score in the fifth and 10th frames and also any combination of third, fifth, seventh and 10 frames.

Levin will represent the factory at the Lynch showing for operators in Dallas August 3-4. Meanwhile, Frank Mencuri, sales manager, will be at the Lynch showing in Houston August 3 and the San Antonio event August 4.

Chicago Coin also is in production on Gold Cup Bowler, Triple Score Bowler and the Super Jet kiddie ride.

Court Holds Free Play Legal in Cincinnati

CINCINNATI, July 25.—Operators and distributors here won a major legal battle Tuesday (21) when Judge Charles S. Bell held in Common Pleas Court that pin-ball machines awarding free games were not in violation of the laws of Ohio nor the ordinances of Cincinnati.

The judge's 20-page opinion was handed down in an injunction suit against the city by a local coin machine firm. The operating company asked an injunction and declaratory judgment after police seized one of its five-ball units. Judge Bell termed the amusement game, a flipper model, a "game of skill." He likened it to billiards and bowling.

The decision stressed that the matter of cash pay-offs were not involved in the case. It pointed out that since the machines did not violate local ordinances, the city could not revoke the license of the company which pays \$25 per machine on location.

A demonstration of the game at the court hearing "clearly disclosed that from the time each of the five balls is put in motion . . . all are at all times under the control of the player," the opinion pointed out.

"Devices such as here in evidence, offer the opportunity to play a game, primarily one of skill, with little element of mechanical chance and so long as

OPERATORS REPORT

Conn. Summer Trade Above '52

By ALLEN M. WIDEM

HARTFORD, July 25.—Connecticut coin machine trade in the summer resort area is up substantially from past seasons.

Paul Rechtshafer, of Reliable Coin Machines, Hartford, and the Connecticut State Coin Association, attributes the business increase to one basic factor:

More and more operators, small or large, are realizing that new equipment, even in the tiniest of potential-business locations, brings in more trade than beat-up, antiquated machines.

"For too many years," asserts Rechtshafer, "too many operators,

who should have known better, were content to haul old, poor-looking equipment into their summer situations. They contended that the short-time haul in business just didn't warrant the transfer of good equipment.

"But this year, after a bit of argument pro and con in CSCA meetings, enough coin operators realized that regardless of location, new equipment, kept serviced and clean, is essential. The upbeat in business so far this season shows that our CSCA argument was justified."

Vacations End At Keeney

CHICAGO, July 25.—The J. H. Keeney & Company plant was set to resume full production on its shuffle games—Carnival and Domino Bowlers—Monday (27) following a two-week vacation period for all assembly line personnel.

Paul Huebsch, sales manager, stated the firm is formulating plans for one of its most active fall sales campaigns on coin machine products.

Trans-World Set to Export Hand Dryers

PHILADELPHIA, July 25.—The American Dryer Corporation has appointed the Trans-World Trading Corporation, Chicago, distributor in Canada and several South and Central American countries.

American Dryer is headed by Bill Kane and manufactures hand dryers for rest rooms in typical coin machine locations. Several major coin equipment distributors already handle the line in their areas in the United States. Trans-World specializes in exporting games, music machines and vendors and also equipment related to the coin-operated field.

The dryer not only eliminates the need for towels but also has a 24-hour deodorizer.

A.B.T. Intros Two Free View Coin TV Meters

CHICAGO, July 25.—The A.B.T. Corporation is now in production on two free view meters for coin-operated television sets in hotel, motel and other similar transient locations, George Kozy, sales staffer, announced Friday (24).

One model automatically turns the set on for three minutes at half hour intervals when the set is not in play. The idea is that the potential customer after seeing a bit of a program will drop in a quarter for a half hour's viewing. The second model has a button which is actuated by the potential viewer. Purpose of the button is to let the customer manually turn on the TV receiver for three minutes with the hope that he will become interested enough to insert a quarter for a half hour's viewing.

A.B.T. also is making the Pay-meter. This is for timing appliance use from 15 minutes to 24 hours. It has had wide success in the selling of appliances on time payments and also in timing of appliances frequently used on location on a coin-operated basis. These include sun lamps at pools and beaches, washers and dryers in apartment houses and TV sets.

Kozy said all three meters would be on display at the National Automatic Merchandising Association convention at the Conrad Hilton Hotel, Chicago, August 23-26.

Game Ops Find Good Wis. Resort Pickings

MILWAUKEE, July 25.—While most operators in this area have shown limited interest in resort music locations there has been a noticeable trend toward amusement game expansion in the hinterlands.

Generally, Milwaukee coinmen, who have both extensive game and juke routes, point out that amusement units such as shuffle games, arcade pieces and related skill games, do a pretty heavy volume business compared with local locations. For this reason the expense of moving some equipment far away from the home base is feasible. Conversely, they say that music collections in Milwaukee and suburbs hold up well during the traditional vacation months and there would be little to gain thru moving boxes to the resort areas.

One of the noticeable facts about summer business here is operators with headquarters on the outskirts of the city seem to go for it more than others. A typical example is Red's Novelty Company, West Allis, headed by Red Jacomet. He states that the lake spots covered by his service staff are a major factor in keeping his over-all routes on the receipts beam thru the summer. He pointed out many of the choice bowling establishments close for the hot months and something has to be done to pick up the slack.

Another major operator in this area, who likes resort stops, is George Schroeder. He would make a strong effort to expand

3-D Arcade Piece Tested By Capitol

NEW YORK, July 25.—Three-dimension movies have invaded the coin machine field. Sam Goldsmith, an executive of the Capitol Projector Corporation, announced that his firm would have a 3-D arcade piece, similar to their pin-up midget movie machine, available within 30 days.

The machine, which employs a new optical system to obtain the depth effect, is currently undergoing location tests. Two pilot models are now being used to test customer interest and acceptance. The Capitol organization also makes the necessary films for the 3-D machine and Goldsmith said that since the machine's projector was of the same type as that used in their firm's previous midget movie machines, conversions could be made to the new system.

While the exact price was not announced, Goldsmith indicated that the new 3-D piece would sell for approximately the same figure as their pin-up model.

Gottlieb Reps Start Showing Marble Queen

CHICAGO, July 25.—Distributors of D. Gottlieb & Company this week starting showings of Marble Queen, a new type stepped up action five ball game.

Key to Marble Queen play is the skill hole award which records a replay when all five balls end up there. This section is located in the center of the playfield and offers skilled players extra incentive to play several games. Other important features of Marble Queen are its rotation sequence of 1-9, which lights the skill hole and roll-over button for a replay. Another way to score replays is to make the A-B-C-D roll-over series.

Marble Queen has four pop bumpers, two flippers, two-cyclonic bumpers and high score of over seven million. In addition special points are tallied by completing a series of six roll-over buttons in the lower playfield area.

ANNOUNCING . . .

The Billboard—Dated August 22

NAMA-NABV CONVENTION NUMBER*

with extra editorial services timed to coincide with the

National Automatic Merchandising Association Convention

(Conrad Hilton Hotel, Chicago, August 23 thru 26)

and the

National Association of Bulk Venders Convention

(Congress Hotel, Chicago, August 22 and 23)

* This special vending edition will be distributed to the complete attendance at both conventions.

(Continued on page 38)

BIG TV PROFITS FOR YOU

WITH *Reemtsma* **TEL-A-VUE** SYSTEMS

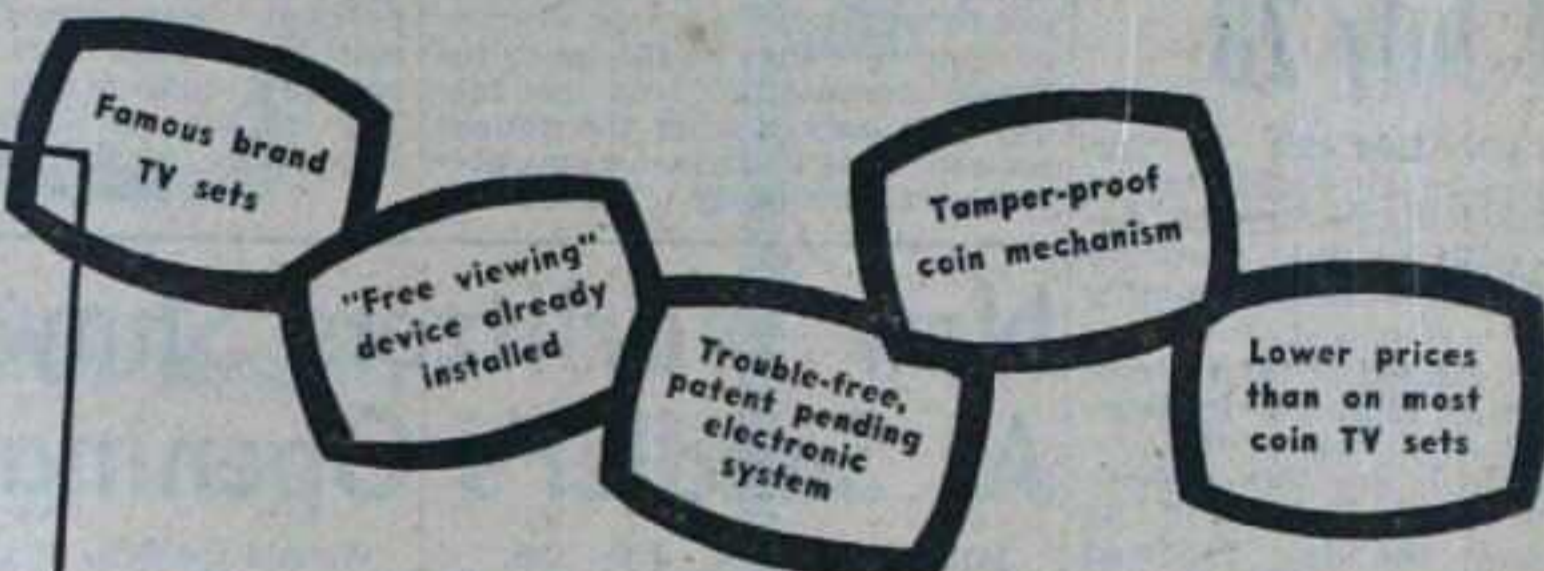
FEATURING NEW "FREE-VIEW" MECHANISM



New 17-inch screen television sets are used. These nationally advertised brand sets are available in a variety of grains and finishes. These sets are rugged, heavy-duty commercial sets, carefully checked and pre-tested before they leave Reemtsma Tel-A-Vue headquarters.

GENERAL ELECTRIC

BLACK-DAYLITE TV
WITH STRATOPOWER CHASSIS



New "Free-View" Feature Plus Quality T-V Sets and Coin Mechanisms Make Greater Profits

Now you can offer really profitable coin-operated television to your present hotel, motel and club locations. Reemtsma Tel-A-Vue Systems, Inc. offers a revolutionary device and plan which increases revenue of coin-operated TV 200% to 400%. Reemtsma Tel-A-Vue Systems' device automatically gives the guest 5-minutes of free viewing every half hour, thus calling attention to the TV set. This arouses interest; to see the complete program, one or more coins must be inserted A sure-fire profit builder!

GREATEST VALUE IN THE INDUSTRY



1 Guests completely overlook TV in room. They do not know what programs are on or if set is working properly



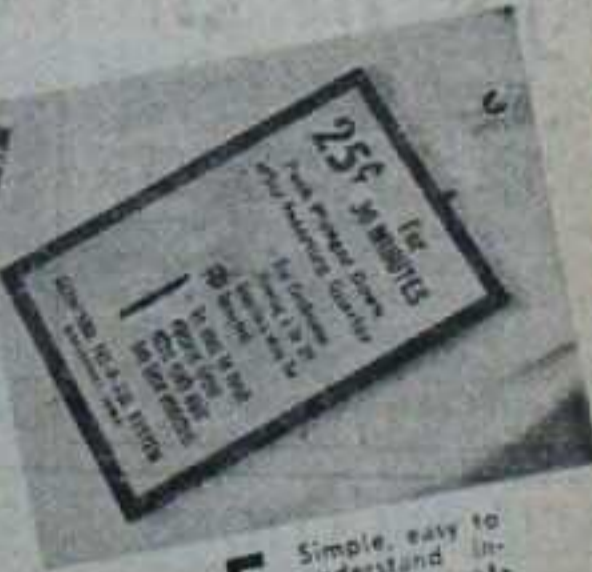
2 Reemtsma Tel-A-Vue System starts set working for 5-minute "Free View" getting guests attention, arousing interest.



3 Guests deposit quarter for next 30 minutes play so they can watch rest of program.



4 This is the magic device that means up to 400% greater returns from your TV installations.



5 Simple, easy to understand instructions attached directly to top of set.

These units come complete—Ready for delivery now! The Reemtsma Tel-A-Vue Systems' electronic device and coin meter mechanism comes already installed in the nationally advertised, modern 17-inch screen television consoles. The coin meter is not just

"hung" on the side of the set—it's concealed *inside* the set where it should be. If you have TV sets on location now, you will soon be able to get the Reemtsma Tel-A-Vue electronic unit for installation in your present sets.

HERE'S WHAT HAPPENS!

Letters from motel men and individual investors, plus a comprehensive survey show that the intermittent viewing system is a revolutionary force of influence on human behavior. Visual suggestion provokes a desire for more

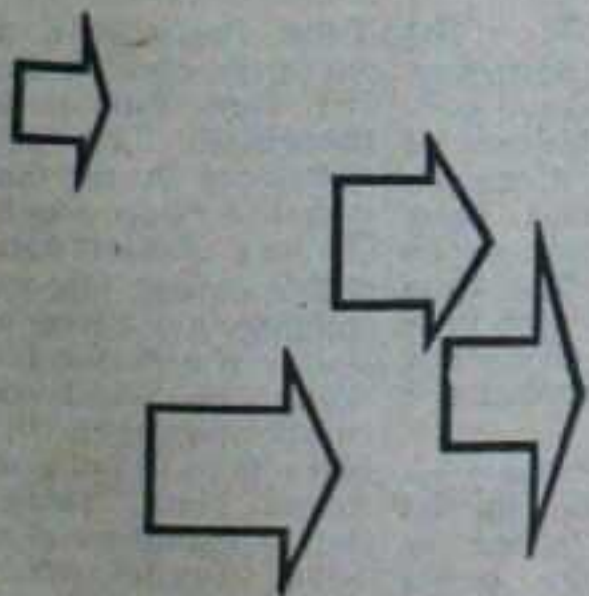
television and television is the most entertaining and interest absorbing of all coin-operated machines. Reemtsma Tel-A-Vue Systems' electronic device takes full advantage of these factors—increases revenue tremendously!

STATE FRANCHISE DISTRIBUTORS WANTED

Exclusive state franchises, offering immediate returns and sustained income for many years, now available. Moderate investment required, fully secured by equipment. These franchises are now being assigned. Act now to get into the wholesale "TV PROFIT PIC-

TURE". For complete details write, wire or phone

Reemtsma **TEL-A-VUE** SYSTEMS INC
SUITE 208 UNION ARCADE BLDG - DAVENPORT, IOWA



SUMMER LOCATIONS LUCRATIVE

Oregon Ops Get Higher Price Per Play, Plus Percentage in Resorts

By BUFORD SOMMERS

PORTLAND, Ore., July 25.—Summer trade is a lucrative business for those music operators in Oregon whose experience has given them the know-how. For many it means a higher price per play and a larger percentage to the operator.

The term "summer music" as it describes operation in Oregon

refers chiefly to those locations with increased volume resulting from tourist and vacation trade. Actually, the Oregon climate makes music pretty much a year-around enterprise. The mountain resorts cater to winter sports fans as well as summer recreation seekers, while the beach locations—most being within easy driving distance from the cities—draw a steady patronage the year around.

While 5-cent play is still general in Portland, 10-cent play is common at the beach resorts. In these locations, too, some operators are able to demand as much as 30 per cent more of the gross than is the practice in city locations.

Any expansion of operation in resorts is generally handled by operators already serving those locations. There is a lack of class of operators that might be called "rural operators," who go into business only during the tourist season. This condition eliminates any great inventory of boxes that

lie in mothballs during the winter to be reactivated only for the summer trade. There is, however, considerable shifting of machines as location conditions require. Usually, a marked increase in play will prompt an operator to move a better-class machine into that location.

Operators, who serve this field, find the summer trade a vital part of their business. Its loss might mean the difference between staying in business and operating profitably.

Operators are understandably slow in offering advice to a competitor, but discussion among members of the trade brings out these points:

1. A summer location should have the best model machine the operator can afford. Tourists are perhaps more sensitive to atmosphere than are customers regularly patronizing a location. The music selections and the appearance of the juke box are

(Continued on page 76)

40,000 JUKE BOXES DELIVERED IN 1952

WASHINGTON, July 25.—Commerce Department reported this week that 40,000 coin-operated phonographs valued at \$23,589,000 were shipped by manufacturers last year. Commerce's report was contained in the agency's first census ever taken of shipments by manufacturers of all types of phonographs, record players, TV and radio sets.

Inasmuch as this was Commerce's first survey of its kind, the agency had no comparable figure for previous years. However, Commerce reported that the shipments of juke boxes constituted 88 per cent of the value of all phonographs shipped last year.

The number of all other electronic phonographs shipped was reported as 199,000, valued at \$2,050,000. Phonographs employing mechanical reproduction were numbered at 69,000, with a value of \$797,000.

GOING, GOING, GONE

Wurlitzer Distributor Stocks Depleted

CHICAGO, July 25.—The effects of the strike at the North Tonawanda factory of the Rudolph Wurlitzer Company are now being felt by Wurlitzer distributors all over the nation.

The strike, now in its seventh week, has depleted stocks at distributor showrooms across the country. Most of the distributors reported they had no stock left.

The plant at North Tonawanda meanwhile was besieged with phone calls from distributors asking for more juke boxes or possibility of trades with other distributors having models that are sought in other areas. The model 1500, which was in the process of a dome change at the time of the

walkout, is now out of stock entirely.

United, Inc., Milwaukee distributors for Wurlitzer, report business at a stand-still. The strike has even taken its toll on used equipment here with United reporting it was almost out of stock in that department.

Coven Distributors, Chicago distributors for Wurlitzer, were also cleaned out. Coven had been rationing the machines to his customers.

Reports from St. Louis and other parts of the country indicated similar situations.

Cincy Juke Box Ops and Union Fail to Agree

CINCINNATI, July 25.—Refusal of the Automatic Phonograph Owners' Association to deal with Harry E. Friedman, new business agent for Local 122, Vending Machine Service Employees (AFL), terminated negotiations Thursday (23) for a new contract between the APOA and the union.

Lawrence A. Kane, APOA counsel, met Thursday with George P. Starling, president of Local 100, Teamsters' Union (AFL), with which Local 122 is affiliated, and William Presser, president of the Ohio Council of Teamsters. APOA reportedly told the union representatives that it would not negotiate with Friedman because of his police record. Cleveland police records sent to Cincinnati police show that Friedman was convicted for violation of the Dyer motor vehicle theft act, the local press reported.

In answer to the APOA, Friedman said: "I'm here to stay. Neither the association nor anyone else is going to dictate to the union. . . I think I've earned my chance. I want to work here and want to bring my family here. I see no reason why I couldn't do so."

Kane said that contract talks had been scheduled because Local 122 had left the Electrical Workers (AFL) and affiliated with the Teamsters' Union when the late Alfred Salupo was business agent

(Continued on page 74)

Miami Group Ties in With 3 Radio Shows

MIAMI, July 25.—Willie Blatt, president of the Amusement Machine Operators' Association of Dade County, is lining up a three-way project among three local disk jockeys, the distributors of the major phonograph records, and the AMOA.

Blatt believes the project will attract considerable attention among juke box operators all over the country. The plan is to have the deejays—one featuring popular songs, another hillbilly and the third rhythm and blues selections—spin the top 10 tunes in their respective categories with due acknowledgement to the AMOA and to the labels. They will also mention the record numbers and where they may be purchased.

The big feature of the project is a "mystery tune." The first person phoning each of the three stations with the correct title, gets a package containing the 10 top tunes played by the deejays.

Distributors have agreed to supply the records gratis. "With such a program broadcast daily over three different stations," says Blatt, "the benefits to be reaped by the participating parties and the potential extra record sales which will result are vast."

New Wurlitzers Shown At Sandler's Opening

MINNEAPOLIS, July 25.—Formal grand opening of Sandler Distributing Company offices in Minneapolis for the distribution of Wurlitzer phonographs was held here Sunday (19), with about 100 guests filing in to the place during the afternoon.

Irving Sandler, head of the firm which has its headquarters in Des Moines, was on hand for the grand opening. He got his start in the coin machine business in Minneapolis about a dozen years ago.

The Sandler firm is located in the remodeled Roxy movie theater at 405 Plymouth Avenue in Minneapolis. The place has 7,500 square feet of space on the main floor.

Arnold Golden, of Minneapolis, new to the coin machine business, has been named manager of the Minneapolis office by Sandler, with Harold Harter, formerly with the Wurlitzer firm, as service manager.

The Sandler firm will distribute Wurlitzers in Minnesota, Western Wisconsin, North and South Dakota and Eastern Montana. Sandler's return to Minneapolis

(Continued on page 74)

Jensen Elected Chairman of Trade Group

CHICAGO, July 25.—Karl W. Jensen, vice-president of Jensen Industries, Inc., Chicago, was elected chairman of the Associa-



EARL W. JENSEN

tion of Electronic Parts and Equipment Manufacturers, trade association of 120 Midwest firms.

Jensen succeeds Francis F. Florsheim, of the Columbia Wire and Supply Company, Chicago, Theodore Rossman, general manager of Pentron Corporation, Chicago, was elected vice-chairman, the position formerly held by Jensen.

Helen Staniland Quam, distributor sales manager of the Quam-Nichols Company, Chicago, was re-elected treasurer of the association for her sixteenth annual term, and Kenneth C. Prince was renamed executive secretary.

Jensen also was named EP&EM representative on the board of directors of the Radio Parts and Electronics Equipment Shows, Inc., thru which the association co-sponsors the annual Electronic Parts Show with four other trade groups.

Chevrolet Mag Shows Old Time Juke Boxes

CHICAGO, July 25.—The Chevrolet division of General Motors Corporation thru its magazine, Friends, gave the juke box industry a public relations boost by publishing a pictorial story of old-time music machines.

The pictures were all taken in the private collection of Louis Kerstein, of Freehold, N. J. Among the machines were the Hesaphone, the player piano, the double violano virtuoso, the hurdy gurdy, self-playing banjo, the Orchestrion, and the Multi-phone.

Also included in the coverage was a brief history of the juke box.

JENSEN PLAN SHOWS HOW TO HYPE INCOME

CHICAGO, July 25.—Jensen Industries, Inc., Manufacturers of Jensen phonograph needles, recently issued the following bulletin to servicemen:

How to increase your income yet stay out of jail.

In recent months a comprehensive survey has been underway to determine the most effective ways a serviceman can increase his annual income and hence his standard of living. The investigators looked into the following suggested methods among others:

- Income tax evasion
- Horses
- Prospecting for gold at Fort Knox
- Selling Marilyn Monroe calendars
- Safe-cracking

The bulletin went on to state that the investigators found these methods impractical. However, they did find a good method, in spite of the fact that it showed the least imagination, was to carry a supply of needles. The mere fact that the serviceman carries a supply of needles with him, the bulletin pointed out, can increase the sale of needles by approximately 20 sales per week.

PUBLIC RELATIONS

Ratajack Guests on Radio And Television in Chicago

CHICAGO, July 25.—Many radio and television listeners in this area got a better understanding of the juke box industry as a result of two appearances on WGN and WGN-TV by Ed Ratajack, Western regional manager of AMI, Inc.

Ratajack's first appearance was made on the Danny O'Neill radio show over WGN last Saturday at midnight. Vince Lloyd, who substituted for O'Neill, interviewed Ratajack, bringing out facts about the industry, AMI, and Ratajack's background in the banking business before he entered the juke box field.

Last Tuesday, he guested on Jack Payne's "Hi, Ladies" TV show over WGN-TV at noon. The highlight of the show, from a public relations standpoint, was the production number built around a new AMI model E 120-selection juke box. The cameras panned in on the machine and came to rest on the turntable. As the record started to spin, a shot of Baby Pam's face (Mercury child artist) was superimposed on the record. The camera then faded into a full view of Baby Pam singing her latest Mercury release, "God Bless Us All."

DON CORNELL WINNER AT OHIO HIT TUNE DAY

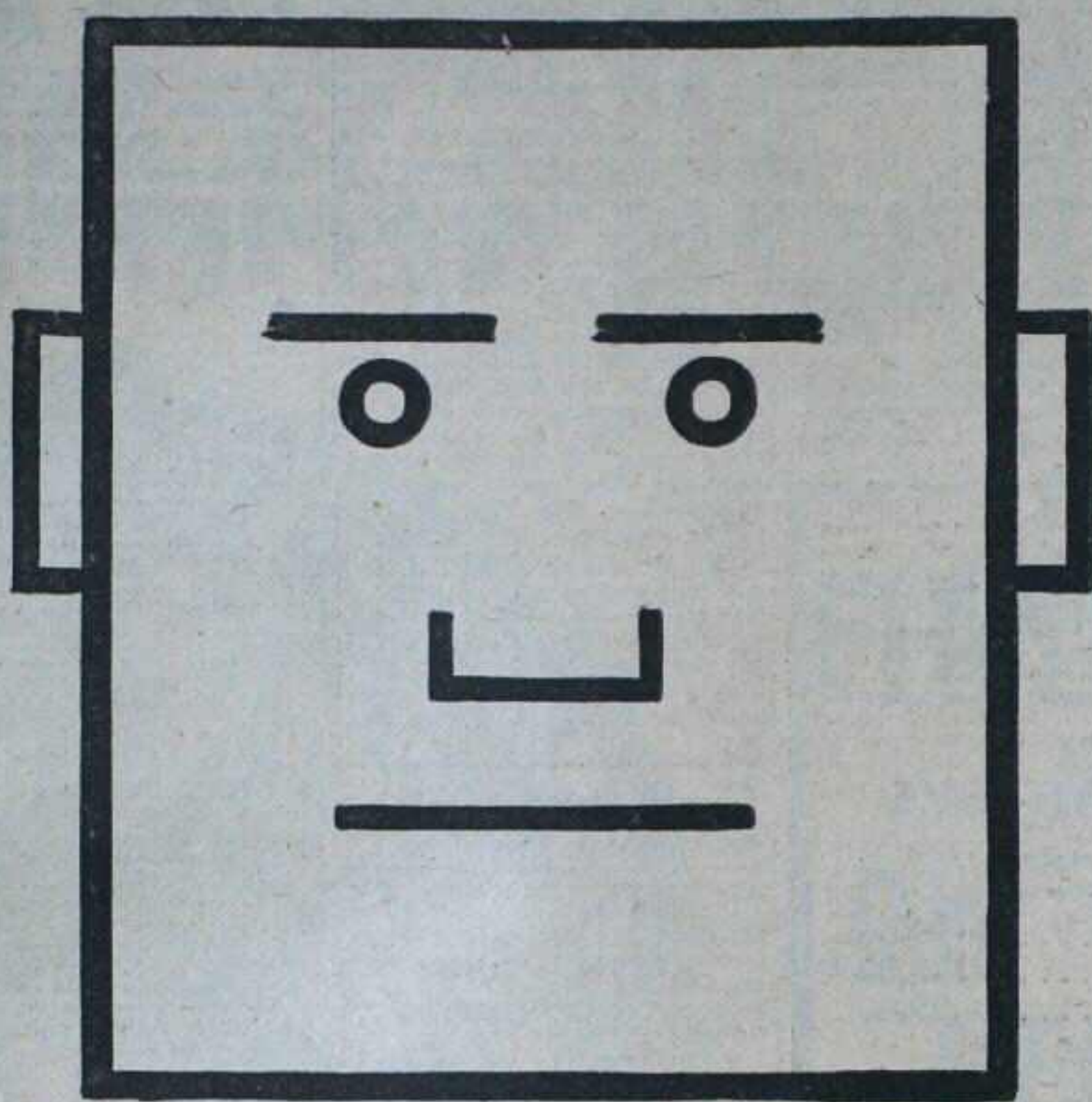
CLEVELAND, July 25.—The July Hit Tune Day last Saturday, in which seven disk jockeys participated, found the residents of Cleveland voting Don Cornell's version of "If I Should Love Again" on Coral, the winner in a walk-away contest. The tune selected by a popular ballot vote of the listeners of six Cleveland radio stations was designated the Hit Tune for August.

Promotional plans for the winning tune include 10,000 special title strips, black and green, to be placed in 7,000 juke boxes thruout Ohio, plus specially prepared location cards. In addition, a series of four ads will be run in the Cleveland Press. The affair, which replaced the Hit

Tune Party, will run thru the summer, and in September, the Hit Tune Parties will again be presented. The affair was co-sponsored by the Cleveland Press and the Ohio State Phonograph Owners' Association.

The second place winner in the judging was Victor's "There Must Be a Way," with Doris Martel doing the vocal. Others in the competition were "I'll Be There," Merv Griffin, Columbia; "Borrowed Time," Gary Wells, Capitol; "Dummy Song," Frances Faye, Capitol, and "Giuseppe's Serenade Song," Tony Pastor, Decca. The Hit Tune for July, which was voted winner at last month's affair, "Why, Daddy, Why?" by

(Continued on page 77)



UP TILL NOW, THIS MAN HAS NEVER DROPPED A COIN IN A JUKE BOX

Sure, he's heard juke boxes play. But up to this minute he has never dropped a quarter in the coin chute—nor a dime or a nickel.

You think this fellow's a rare bird, an unusual sort?

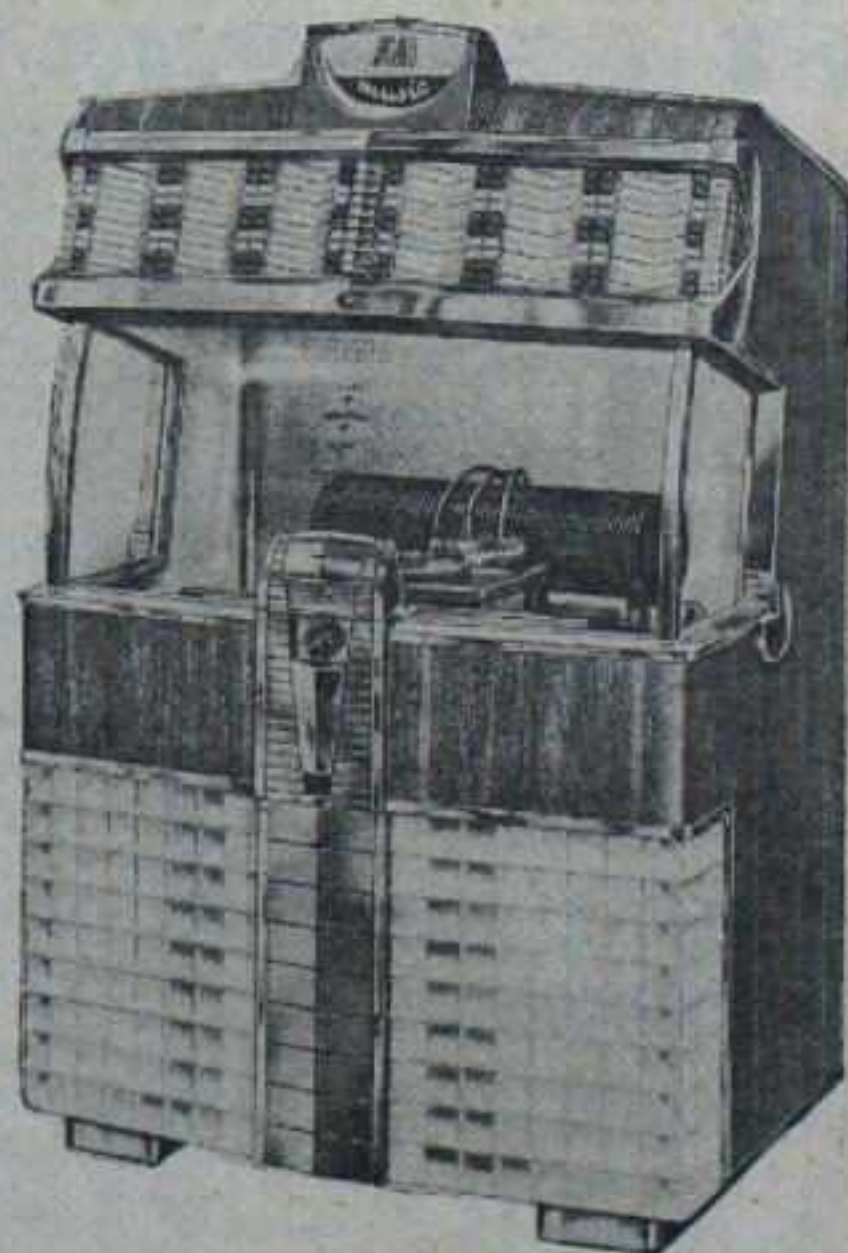
He isn't. There are millions like him.

The new Model "E" juke box, just introduced by AMI, changes all that. This beautiful instrument is designed not only for lifelong juke addicts, but also for that large group of potential patrons who should know the thrill of selecting and playing and *paying* for their own music.

The new "E" converts this cool, aloof type of patron.

It commands his attention and respect and attracts his play with a universal appeal that's irresistible.

Model "E" is a habit-forming juke box that turns the music mooch into a steady customer.



AMI Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

INSURANCE
ALL RISK
JUKE BOXES
BROADWAY
BROKERS CORP.
 150 Broadway, New York 38
 REctor 2-2195

ROUTE FOR SALE
 Along rear-round tourist paradise, Colorado River in Western Arizona. 15 locations of music with cig. and mixed games. New or latest equipment. Plenty of room for expansion. Sickness in family dictates our move and sacrifice of route. 39000 will handle complete.
 Write: **JULIA ELL**
 310 1/2 East Clarendon Phoenix, Arizona

Over 67,000 ACTIVE BUYERS read
 The Billboard classified columns each week

Results of 65th Anniversary Drive Good—Steinberg

250,000 Families in New Jersey Given Data on Juke Industry

NEWARK, N. J., July 25.—“The 65th Anniversary of the Juke Box Industry proved that a planned public relations drive can be carried out at practically no cost,” Dick Steinberg, editor of the Music Guild states in a newsletter published by the Music Guild of America.

Steinberg pointed out that the prepared copy sent to newspapers, heralding the anniversary celebration, was an inexpensive and effective means of bringing about a closer relationship with the public. The news-

letter also stated that the editor of the Newark Evening News (largest circulation in the State of New Jersey) thought the celebration newsworthy enough to send a reporter to interview Steinberg. The result of the interview was printed in the June 16 issue with a 1,000 word article showing the juke box industry in a favorable light.

“This,” said Steinberg, “acquainted 250,000 families in New Jersey, for the first time, with some interesting data about an industry that they knew very little about. It was the kind of publicity that erased some bad impressions, and that is good public relations.”

“By all means we should keep the industry clean and let’s tell our story,” Steinberg also made mention that the article appearing in the Newark Evening News would be reproduced and copies could be had by operators from him.

Cincy Juke

Continued from page 72

for the local. The change, Kane said, was done without notification of the APOA or union members, thus canceling the original contract. Kane said no new meeting between the APOA and union has been set.

Friday (24) it was announced that the Teamsters’ Union had withdrawn from the juke servicing field rather than discharge a business agent which was objectionable to the APOA. Starling said that Friedman would remain as business agent of Local 122.

This leaves three alternatives to union employees: (1) Let the union negotiate with individual operators, (2) seek affiliation with another union, or (3) form an independent union. Reports were circulating Friday of an independent organization. Tradsters said that members were getting tired of paying the \$13 a month dues. This money has been in escrow since Salupo’s death. It will probably be refunded.

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of July 25	Issue of July 18	Issue of July 11	Issue of July 4
AMI				
Hideaway	\$245.00	\$199.50	\$199.50	\$195.00
Model A	195.00	195.00	195.00	\$195.00
	225.00(2)	225.00(2)	225.00(2)	225.00(2)
	239.00 239.50	239.00	239.00 295.00	279.00 295.00
	295.00			
Model B	219.50 325.00	325.00	325.00 350.00	325.00 350.00
	350.00			
Model C	359.50 365.00	349.50 359.50	375.00(2)	375.00(2)
	375.00	365.00		
Model D		409.50		
MILLS				
Constellation	109.50 169.50	169.50	169.50	
PACKARD				
Manhattan	79.50 95.00	79.50	79.50 95.00	75.00 79.50
RISTAUCRAT				
Ristaucrat		65.00	65.00	65.00
ROCK-OLA				
1-A 142B	390.00			
1b		119.50	119.50	119.50
52 Rocket		550.00	550.00	550.00
1422	79.00 89.50	79.00 119.50	79.00 89.50	89.50 119.50
	119.50	120.00	119.50	
1426	109.50 149.50	149.50	109.50 149.50	149.50
1432	379.50 395.00	389.50 395.00	389.50 395.00	395.00
SEFBURG				
H-14A " Hideaway	75.00	75.00	75.00(2) 89.50	60.00 75.00(2)
47 Hideaway		69.50		
H 147 M Hideaway			99.50	99.50 125.00
H-148 M Hideaway	179.00	179.00	124.50 179.00	124.50 175.00
				179.00
H 148 M	199.50	199.50	199.50	199.50
M-100-A 78 RPM	565.00 589.50	565.00 575.00	550.00 589.50	550.00 565.00
	625.00	569.50	650.00	589.50 650.00
M-100-B 45 RPM		695.00 750.00		695.00
146	150.00	129.50	150.00	129.50 150.00
146 Hideaway	125.00		125.00	125.00
146 M	99.00 115.00	99.00 115.00	99.00 115.00	99.00 115.00
			129.50	
146 S	99.00	99.00	99.00	75.00 99.00
147	175.00	159.50	175.00	159.50 175.00
147 M	135.00 139.00	135.00 139.00	135.00 139.00	75.00 90.00
			159.50	135.00 139.00
147 S				90.00
148				200.00
148 Hideaway		185.00		
148 Blonde	225.00		225.00	225.00
148 M	185.00	185.00	185.00	185.00
148 ML	215.00	215.00	215.00	215.00
148 ML Blonde		209.50	209.50	
148 SL	199.00	199.00	199.00	199.00
1946 Hideaway		89.50		
1947	175.00	175.00	175.00	175.00
WILLIAMS				
Music Mite	110.00	110.00	110.00	110.00
WURLITZER				
1015	109.50 119.00	119.00 125.00	99.50 105.00	99.50 109.50(2)
	125.00 150.00	135.00 139.50	119.00 125.00	119.00 125.00
			150.00	150.00
1080	125.00 139.00	139.00	99.50 125.00	99.50 125.00
			139.00	139.00
1100	250.00(2)	250.00(2)	219.50 225.00	219.50 225.00
	275.00		250.00(2)	250.00(2)
			275.00	275.00
1217 Hideaway		229.50		
1250	329.50 345.00	329.50 345.00	345.00 350.00	345.00 350.00
	350.00 359.00	359.00	359.00 375.00	359.00 375.00

OK ★ **SAVE MONEY ... EARN MONEY ...**
 Reconditioned Music Equipment from
MUSIC SYSTEMS
 It's Clean! Ready to go! 1/3 deposit—balance C.O.D.
 WRITE—WIRE—PHONE. Export Inquiries Invited

SEEBURG	148SL	\$199.00
	147M	139.00
	146M or S	99.00

Hideaways

H148M	\$179.00
H146M	75.00
AMI Model A	\$225.00
ROCK-OLA 1432 (50 selections)	395.00
ROCK-OLA 1422	79.00
WURLITZER 1015	119.00
WURLITZER 1250	395.00

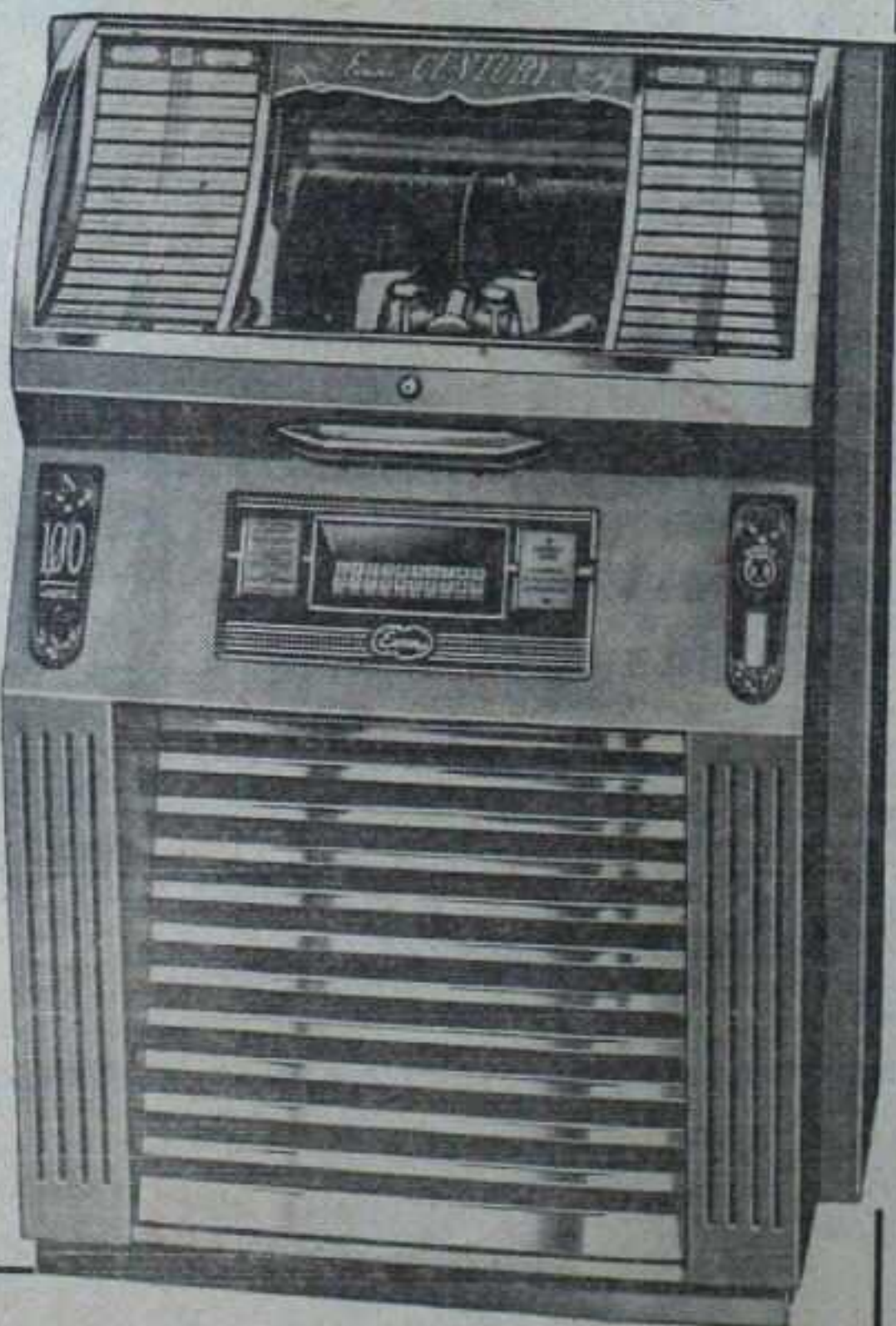
Wall Boxes

3W7-L56 (5-10-25e 3-wire)	\$34.50
3W2-L56 (5e 3-wire)	12.50
W1-L56 (5e wireless)	5.00
W6-L56 (5-10-25e wireless)	29.50
Packard Chrome Wall Boxes	5.00

MUSIC SYSTEMS, INC.
 Detroit, Mich. • 10217 Linwood
 Lansing, Mich. • 1224 Turner
 Toledo, Ohio • 1302 Jackson
 Cleveland, Ohio • 2600 Euclid
 Tulsa 3-3900
 Cherry 1-3801
 Lansing 5-4243
 Main 6192

Why LOCATIONS Prefer EVANS' PHONOGRAPHS

From the very first days of operation Evans' Phonographs inspire location confidence. The reason may be stated in one word . . . **DEPENDABILITY!** Evans' Phonographs keep patrons pleased and playing, thanks to trouble free mechanisms and rich, true-to-life tone reproduction. In Evans' locations there are no frequent emergency service calls to disturb normal business routine. And as days grow into months, Evans reliable Quality is emphasized, again and again, in consistently satisfying revenue for both locations and operators.



ON DISPLAY AT YOUR EVANS DISTRIBUTORS
100-SELECTION CENTURY
 50 RECORDS 45 RPM
 and
40-SELECTION JUBILEE
 20 RECORDS 78 or 45 RPM

OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.

H. C. EVANS & CO.
 1556 W. Carroll Ave. Chicago 7, Illinois

Sandler Shows New Wurlitzer

Continued from page 72

as a Wurlitzer distributor highlights a saga that began when he spent more than three years on his back as tubercular patient in Glen Lake Sanatorium, just outside Minneapolis.

Following his discharge, Sandler joined the Bush Distributing Company, operated by Ted Bush, then in Minneapolis, in what Sandler likes to refer now as a "mercy job to give a guy who was down and broke a chance to make a living."

Music machines and Sandler hit it off almost immediately and Sandler has moved up the ladder in the intervening years as one of the Midwest's top distributors of jukeboxes. During the years he lived in Minneapolis, he was with the old Mayflower Distributing Company, and Hy-G Amusement Company, as he moved about in the music machine business.

His break as a Wurlitzer distributor, based in Des Moines, came several years ago and he has built deep roots there for himself, his wife and their growing children. One son is already in college.

On hand for the grand opening in Minneapolis was Bert Davidson, of North Tonawanda, N. Y., regional manager for the Wurlitzer firm. The Chordettes, four singing gals of the Arthur Godfrey radio-television show, now

appearing in the Hotel Radisson Flame Room, Minneapolis, were among the guests. Among flowers received was a large bouquet from Bob Bear, of North Tonawanda, Wurlitzer sales manager.

The new Wurlitzer 1500A, 1650 and 1600 models were shown here for the first time and, according to Sandler, aroused considerable interest among operators. Several orders were written, but delivery will have to await settlement of the strike at North Tonawanda factory of Wurlitzer.

Sandler said that for the time being, at least, he would concentrate on music, with the result that only juke boxes were displayed at the grand opening. Addition of pin games probably will come later. In the fall he hopes to add at least one and probably more salesmen to the staff, he said.

Among those who visited the new quarters were John McCarthy, of Waterloo, Ia.; Avis Fike, office manager, and Bob Crosby, service manager of Sandler's Des Moines office; Ed Kubec, of New Prague, Minn.; Morris Berger and family from Duluth; Mr. ad Mrs. Arnold Tessmer, of St. Paul; Bill Welch, of Chippewa Falls, Wis.; Mr. and Mrs. Les York, of Mitchell, S. D., and Wallie Huffman, of White Bear Lake, Minn.

Wurlitzer



from its
FIRST COST
 to its
**LOW UPKEEP
 RECORD**

With its low price, Wurlitzer's new 48-selection phonograph is paying operators the highest dividends per dollar invested of any model in the industry's history.

More than that, due to its time-tested chassis, it's *saving* money, too, with an astoundingly low upkeep record.

This high income, low out-go phonograph is available as Model 1650 playing straight 45 RPM records, or as Model 1600 playing either 45 or 78 RPM records.

SEE YOUR WURLITZER DISTRIBUTOR



Wurlitzer

1650 48-SELECTION
 STRAIGHT 45 RPM PLAY

1600 48-SELECTION
 PLAYS 45 OR 78 RPM RECORDS

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

PROMOTION MINDED

California Operator Reports Juke Situation

CRESCENT CITY, Calif., July 25.—William A. Davidson, head of the ABC Music Service in Crescent City, Calif., and formerly of Chicago, recently made a survey of his operation.

Davidson's territory covers the extreme Northwestern part of the State of California from the Oregon line down to Orick, Calif., which includes all of Del Norte County and part of Humboldt County. He has most of his best locations along the coastline. However, he reports, the area is still too remote for proper record buying. He said, "I'm really isolated as far as buying records is concerned and I really believe we could sell more records for the various companies if we could get some releases fast."

Davidson found that the territory is still about 90 per cent Western in music taste. Being from Chicago, he tried to incorporate something else besides this type of music. Some of it caught on, but the people still prefer the Western tunes, even in the newest and finest restaurants from San Francisco to Portland. The top tune in the majority of his spots is "Bumming Around" by T. Tyler.

Davidson also reports he is using mostly older machines. "There are not enough people per square mile here to support many new phonographs. I think another reason for my success here,

more so than other operators, is because I keep a book on each location. I keep tab on how many times each tune is played as well as types of tunes, and I must say, it pays off."

The local radio station in Crescent City gets its top tune list directly from Davidson's location, and several times he himself has been asked to comment over the air on music. Davidson has tried putting together a collective radio program under his sponsorship for a two-hour-per-week show. He found there was not enough comment by the station for the locations and consequently canceled the deal. He did, however, get plenty of phone calls while the show was being aired. He said, "there was a lot of interest, but until I get co-operation, no go. I still think it's a swell idea."

Chi Music

• Continued from page 72

be afforded the event as was displayed at last year's event.

Recording stars scheduled to make appearances at the affair are Eartha Kitt, June Valli, Homer and Jethroe, and Eddy Arnold, RCA Victor; Baby Pam, Rusty Draper, Lola Ameche and Ralph Marterie, Mercury; Doris Day, Mitch Miller and Art Van Damme, Columbia; Dan Belloc and Jane Kelly, Dot, and the Flamingos, Chance Records. Dan Belloc's Dot recording orchestra will appear thru the courtesy of Jimmy Martin, local independent record distributor. Also appearing on the show will be the Johnstons, a comedy magic act. Mickey Sharpe will emcee the affair.

Coinmen You Know

Miami

Harry Siskind, Master Music Company, Brooklyn, and his wife are vacationing at the Nautilus Hotel, Miami Beach. . . . **Milty Green** and **Dave Stern** took off for the North, Green for Brooklyn, and Stern for Elizabeth, N. J. Stern recently sold out his half interest in Supam Music to **Lucky Skolnick** but Green retains the other half interest.

Willie Blatt, Supreme Distributors, and his wife, **Sydelle**, are off to Hendersonville, N. C., to enjoy the restful, cool mountain atmosphere for a couple of weeks. . . . **Walter Wheeler**, shopman at Supreme Distributors, spent his vacation loafing and fishing in the Everglades area.

W. J. Herring, A & S Amusement, is recuperating from injuries suffered when his truck collided with a gasoline truck recently. Herring spent some time in the hospital after the accident. . . . **Bobbie Schwartz**, partner in B & B Vending, returned from a vacation in the North. . . . Eagerly looking forward to the imminent completion of his new home in Coral Gables is **Morrie Hurwitz**, Bishop Amusement Company.

Back on the job and apparently none the worse for his stay in the hospital is **Jack Kauffman**, C & L Amusement Company, who was operated on for a hernia. . . . **Sammy Marino**, Marino Music Company, and the missus expect a visit from the stork most any day now.

One of the most cheerful guys around town and one who extends full co-operation to the

Ore. Resort Locations Big

• Continued from page 72

among the most important factors in making a favorable impression.

2. Locations patronized by tourists and vacationers are the easiest stops in which to inaugurate dime play. These customers expect such a charge, and the location owners do not offer the resistance met in city locations with regular patronage.

3. The location owner in the resort belt is, if anything, more dependent on music than his city colleague in keeping up his own volume of business. Music has been demonstrated as keeping a crowd of customers present in a location that might otherwise quickly empty. And music heard outside is an important factor in pulling customers hesitant about where to take their business. With the location owner mindful of these factors, he is more amenable to the operator's arguments for needing a higher guarantee to meet his rising costs and to justify investment of a modern machine for the location.

4. Good housekeeping habits are more important than ever in summer locations. The location owner should be exhorted to keep the music section of the room clean and appealing. And the operator will press upon his service people the necessity of policing the equipment itself.

AMOA in its endeavors is **Tod Mahoney**, of Capitol Vending Company. . . . **Harold Carson**, Juke Box Company, has joined the ever-growing number of Miamians who switch from "working stiff" to "vacationer" status on week-ends. Carson, his wife and a group of their friends check into a swank motel on the northern end of Miami Beach

(Continued on page 77)

5. A stop with a transient trade will present problems in music selection different from one with a steady clientele. Changes may not be required so frequently as in a stop where the steady trade may require freshness in program. But the operator must be more sensitive to the arrival of hits. A tourist accustomed to hearing the latest hits at home must find them on his travels if his interest is to be sustained thru continued play.

Don Cornell

• Continued from page 72

June Anthony on Okeh, is currently being heard on the juke boxes of Ohio as well as on the programs of the deejays who take a part in the event.

In this month's voting, there were six who guessed correctly the order in which the records finished in the voting. These persons will be awarded a package of the records included in the competition as well as June Anthony's record which won last month.

The records which competed in this month's Hit Tune Day were chosen by the seven disk jockeys, Dorothy Heron, Cleveland Press staff; Henry Levine, WTAM music director; and Blanche Young of the Record Mart. The records were chosen from a field of 20 new releases on the basis of music, performance, orchestration, lyrics, interpretation, and over-all impression.

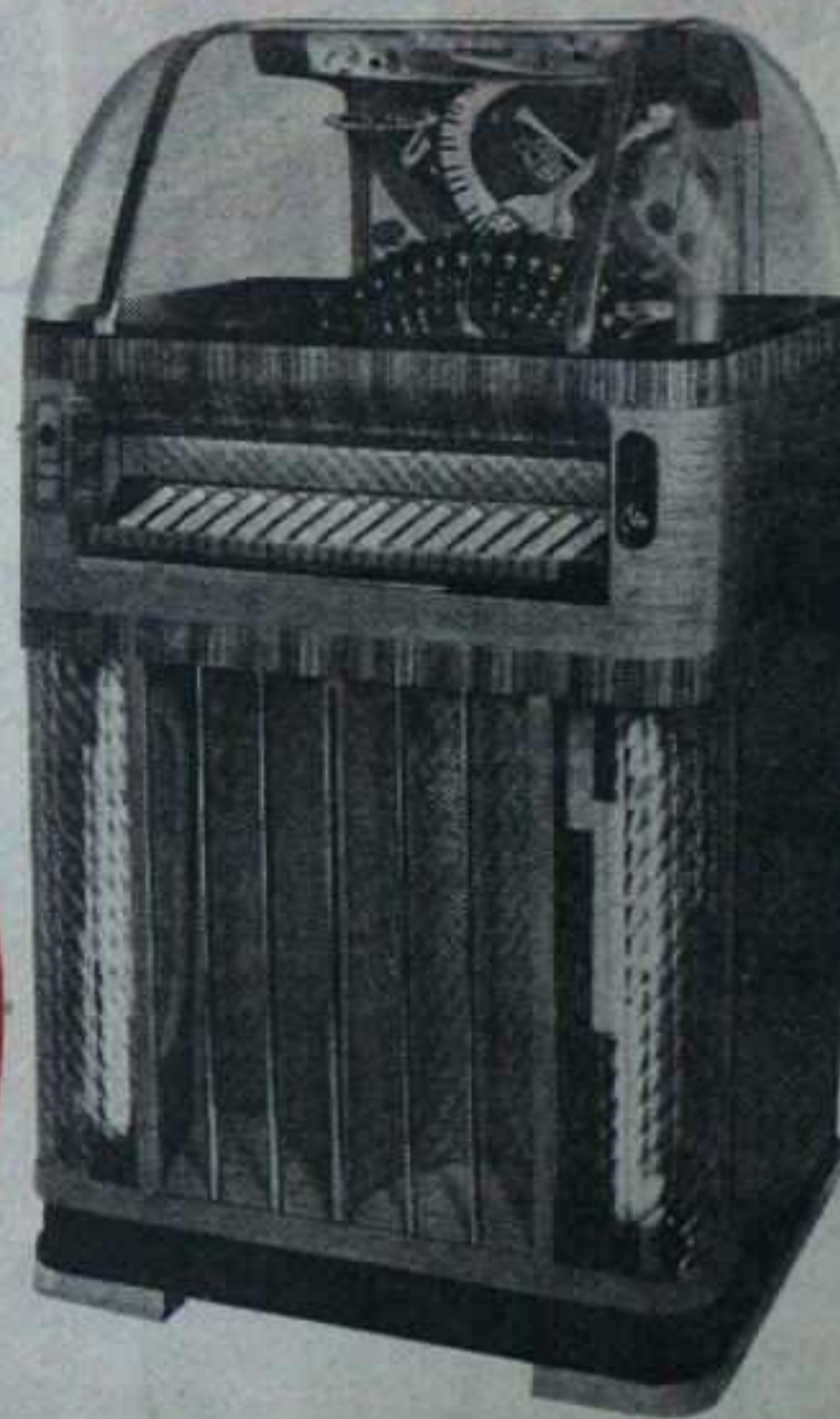
Disk jockeys participating were Bob Smiley, WGAR; Alan Jenkins, WHK; Virgil Brinnon, WJW; Joe Mulvihill, WTAM; Bob Forrster, WWSW; Howie Lund, WJW and Phil McLean, WERE.

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

ROCK-OLA

120

FireBall



Model
1436
*

The *original* Phonograph with **120** Selections

SIMPLE SELECTION

with the Single Button Line-O-Selector

SIMPLE OPERATION

with the amazing revolving record drum

SIMPLE SERVICING

with 3-Way service accessibility thru top, front and rear

Proven Performance
Proven Profits

• Available in two models
for 78 RPM and 45 RPM records

THE BILLBOARD Index of 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 orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of July 25	Issue of July 18	Issue of July 11	Issue of July 4
Ace Bomber (Mutoscope)....	\$125.00	195.00	\$195.00	\$195.00
Art Show.....	49.50	49.50	49.50	49.50
Astronaut, 10c.....	125.00	125.00	125.00	125.00
Athletic Grip Tester (Mercury)		49.00		
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Big Bronco (Exhibit).....	450.00	550.00	595.00	
Big Lining (Bally).....	150.00	150.00	150.00	150.00
Bulascore (Supreme).....	95.00	95.00		
Bomber.....			65.00	
Boomerang.....	45.00	45.00	45.00	45.00
Challenger (ABT).....	20.00	29.50	20.00	29.50
Chicken Sam (Seeburg).....	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Counter Grip (Mercury).....	110.00	150.00	150.00	150.00
Cross Country Race.....			395.00	
Defender (Bally).....	125.00	125.00		
Dale Gun (Exhibit).....	45.00	65.00(2)	49.00	59.00
Derby, 4 Player (Chicago Coin).....	155.00	195.00	155.00	195.00
Electric and Grip Tests.....	79.50	79.50	79.50	79.50
Electricity Is Life.....	129.50	129.50	129.50	129.50
Fists Striker.....	125.00	125.00	125.00	125.00
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope).....	150.00	150.00	150.00	150.00
Field Goal (Scientific).....	175.00	175.00		
Glider.....		45.00		
Goalie (Chicago Coin).....	95.00(2)	119.50	95.00(2)	119.50
Gun Patrol (Exhibit).....	125.00	125.00	125.00	125.00
Gun Range with 3 Rifles (ABT).....	75.00	175.00	175.00	175.00(2)
Heavy Hitter (Bally).....	39.50	65.00	39.50	65.00
Hi Ball Striker (Exhibit).....	69.50	69.50	69.50	69.50
Hockey (Chicago Coin).....	89.50	89.50	89.50	89.50
Hot Rods.....	75.00	75.00	75.00	75.00
Jet Gun (Exhibit).....	159.50	195.00	185.00	195.00
Jitter (Exhibit).....	225.00	225.00	225.00	225.00
Kicker & Catcher.....	125.00	125.00	125.00	125.00
Leaping Lena.....			25.00	
Lite League.....	99.50	99.50	99.50	99.50
Low Meter (Exhibit).....	39.50	39.50	39.50	39.50
Widget Movies.....	165.00	225.00	165.00	225.00
Widget Ski Ball (Chi Coin).....	295.00	295.00	225.00	295.00
Widget Racer.....	185.00	185.00	185.00	185.00
Miss America (Lante).....			425.00	425.00
Panarams.....	275.00	275.00	275.00	275.00
Periscope.....	120.00	120.00		
Photomatic (Mutoscope).....	250.00	250.00	250.00	250.00
Pikes Peak.....	250.00(early)	250.00(early)	250.00(early)	250.00(early)
Pistol Pete (Chicago Coin).....	625.00(early)	625.00(early)	625.00(early)	625.00(early)
Pitch Em & Bat Em (Scientific).....	650.00(early)	650.00(early)	650.00(early)	650.00(early)
Polerino (Scientific).....	185.00	185.00	185.00	185.00
Polerino Jr.....	85.00	95.00	85.00	95.00
Pony Express (Exhibit).....	75.00	75.00	75.00	75.00
Pool Table (Edico).....	250.00			
Quizzer.....	75.00	75.00	75.00	75.00
Rapid Fire (Bally).....	95.00	95.00	95.00	95.00
Rapid Fire 3 Target Conversion (Bally).....	125.00(3)	125.00(2)	125.00(2)	125.00(2)
Recordio (Wilcox-Gay).....	125.00	125.00	125.00	125.00
Rifle Range Ray Gun.....	105.00	105.00	105.00	105.00
Shoot the Bear (Seeburg).....	199.50	209.50	150.00	209.50
Shoot the Monk Ray Gun (Seeburg).....	235.00	249.50	225.00	235.00
Silver Bullet (Exhibit).....	250.00	269.50	245.00	249.50
Silver Gloves.....		269.50		
Six Shooter (Exhibit).....	135.00	139.50	135.00	139.50
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Skill Gun (ABT).....	39.50	39.50	39.50	39.50
Skill Jump.....			49.50	
Sky Fighter (Mutoscope).....	195.00	195.00	195.00	195.00
Star Series (Williams).....	100.00	139.50	49.50	100.00
Sub Gun (Keeney).....	95.00	120.00	120.00	120.00
Sugar Bomber, Super.....	125.00	275.00	275.00	275.00
Target Gun (ABT).....				50.00
Target Hunter.....				125.00
Target King.....				195.00
Target Skill (Genco).....				195.00
Team Hockey (United).....				135.00
Telequiz.....	125.00	165.00	125.00	165.00
Ten Pins (Rock-Dia).....	169.50	169.50	169.50	169.50
Ten Strike (Evans).....	99.50	99.50	99.50	99.50
3-Way Gripper (Gottlieb).....	75.00	75.00	75.00	75.00
13-Way Athletic Scale (Mercury).....	79.00	79.00	85.00	85.00
Tommy Gun Deluxe (Evans).....	95.00	95.00		
Undersea Raider (Bally).....	125.00		95.00	95.00
View-A-Scope.....			39.50	
Voice-o-Graph (Mutoscope).....	525.00	525.00	525.00	525.00
Western Baseball.....	85.00	85.00	85.00	85.00

Coinmen You Know

Continued from page 76

every other week-end and have a whale of a time for a tiny fraction of what it would cost to occupy the same quarters during the winter season. With an air-conditioned room, swimming pool, the Atlantic Ocean at one's doorstep, and television, what more could a guy ask for, says Carson.

Any doubts that this would be a good summer tourist season have already been dispelled by the bumper crop of visitors in evidence at Miami Beach. As one coin operator put it, "The town is jumping, and while the tourists aren't spending like the winter visitors, business is pretty good." It's another indication of the way Miami is becoming a year-round business town instead of just a seasonal one.

Dave Engle, Dade Vending Company, returned from a vacation trip to New York City.... Samuel Isenberg is back from Massachusetts.... Moon Mullins, Mullins Amusement Company, also just returned from a trip.... Keith Nelson, M & N Amusement Company, and his family moved into their new home in North Miami. Keith is secretary of the AMOA.... X. Zeverly and Al Cassorla, Radio Center, are expanding their juke box route. Cassorla took a week off to go apartment hunting, so Zeverly found himself working twice as hard.

An old-timer in the juke box business in Miami is Charles W. Revell, Revell Music, who operated electric player pianos put out by Seeburg and Wurlitzer way back in 1926, then joined the swing to automatic phonographs and has been at it ever since. Right now, says Revell, the top tune on his route in the pop category is "I'm Walking Behind You"; "Big Mary" in the rhythm and blues list, and "A Dear John Letter" leading the hillbillies.

It's remarkable how the AMOA has grown in two years. Visitors to the business office at 811 SW Eighth Street, Miami, get prompt, courteous service from busy Doris Shapiro, secretary, who also handles a constant stream of telephone calls from members checking locations, etc., and asking varied questions which Mrs. Shapiro can usually answer by consulting the master file on her desk. A few veteran coin machine ops like Charles W. Revell, Revell Music, say the AMOA is the best-operated organization of its type ever set up in Greater Miami.

Homestead Air Force Base, a

few miles south of Miami, is expected to be reactivated in the coming months now that Congress has appropriated the necessary funds. This should afford coin operators many new installations for music, game and vending equipment.

Al Albertelli, Super Vending Company, is putting out a number of additional games on his route.... Jimmie Bonnie, business manager of the AMOA, can remember years ago when Miami practically folded up in the summer months and there was little business to speak of once the winter tourists took off for the North.

Ed McFadden, outside man for the AMOA, believes the suburban areas are getting better all the time for coin-operated equipment. He points to Hialeah, Miami Springs, Miami Shores and similar small municipalities which ring Miami and which are growing rapidly. From his years of experience as a music operator, McFadden notes that the race stops consistently yield the most money in the coin box, with hill-billy and popular locations following in that order.

Ted Bush, of Bush Distributing Company, tells of an incident which reflects the nicest compliment any distributor of music machines ever received. It seems a New York exporter who books overseas orders for Bush Distributing's reconditioned juke boxes had a complaint. He says one customer in Colombia wrote stating that he was having a battle with customs officials who insisted they weren't used machines at all, but new ones! The refinishing job had been done so well by the Bush shopmen that they looked brand new and the customs men insisted they were. That type of complaint, says Bush, is music to his ears.

Pittsburgh

Novo Vending Service is expecting improved conditions in vending this fall.... Robert Haser, of Allegheny Amusement, says dime play is one of those things patrons have to get used to, and he has been looking forward to going to dime play with the rest of the boys for some time.... Thomas Moffat, formerly office manager for Mills Automatic Merchandising Corporation, is living in the Oakland district and getting around of late with a cane.

Art Vowinkel notices many people patronize the chain groceries because those customers are receiving high pay and have

the money to spend, making vending more profitable for these locations.... Sal LaScola reports there are more than 300 labels today under which records are being sold, whereas "in the old days," comparatively speaking, there were only three or four companies marketing records.... Most good operators, says William F. Hamel, Cole Products, Inc., check their drink machines every day to see that they are clean and that they operate properly.

Michael Ballinger, Acme Vending Machine Company, says teenagers sometimes are quite surprised when Mom starts humming one of the tunes they think is new, and discover it's the same tune Mom used to dance to 20-30 years ago.

Morty Nevins, doing publicity for the Three Suns, dropped in Stedford's for half-an-hour recently.... Surveying future outlook of the Greater Pittsburgh Airport merchants' activity including the Penny Arcade, County Aviation Director John B. Sweeney reported he thought any deficit in "take" at the airport would be wiped out by early 1954.

Chicago

Skits and a "both sides of the fence" discussion will be at least two session highlights of the August 23-26 National Automatic Merchandising Association convention at the Conrad Hilton. O. Glenn Leach, public relations director, reports.... Bel E. Hall, head of Belvend Manufacturing Company, states that his firm's Jolly Boy ice cream vender is set to roll. It will be debuted next month.

Jack Kelner, Kelner Vendors and distributor for National Vendors cigarette machines, notes that the more selective models are garnering the most sales-attention from operators.... Completion of the Bert Mills plant outside St. Charles, Ill., is due in matter of days. Vice-President Herbert Chadwick says that when production of the firm's Coffee Bar equipment follows first pilot output, order backlogs will be whittled. New vending ideas for industrial feeding are also on the books in the expanded engineering department in the new plant.

Also introduced late this season by Mike Munves, the Air Hockey and Air Football games manufactured for him are moving well, he reported this week. Also high on his list of sales is the Set Shot Basketball game, which is also manufactured for him.

(Continued on page 85)

How Was Your Timing on...

"C'EST SI BON"

EARTHA KITT
RCA VICTOR 20-5358

Now on Billboard's "Most Played in Juke Boxes" 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



Title Strips
Ready for Top
Juke Profits



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 weeks)	(Cost for 3 months)	(Cards per weeks)	(Cost for 3 months)
20 (400 strips)...	\$ 9.00	70 (1400 strips)...	\$29.00
40 (800 strips)...	13.00	80 (1600 strips)...	33.00
50 (1000 strips)...	17.00	90 (1800 strips)...	36.00
60 (1200 strips)...	21.00	100 (2000 strips)...	39.00

Yermie Stern, 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.

849

Name _____

Address _____

City _____ Zone _____ State _____

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

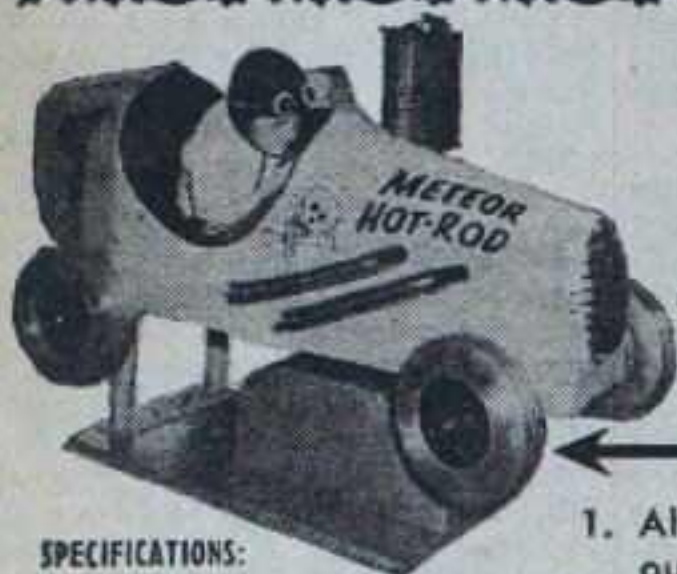
Calendar for Coinmen

July 28—Recorded Music Service Association, annual golf party, Southmoor Club, Palos Park, Ill.
 August 2-6—National Candy Wholesalers' Association annual convention, exhibit, Conrad Hilton Hotel, Chicago.
 August 6—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
 August 22-23—National Association of Bulk Vendors, annual convention, exhibit, Congress Hotel, Chicago.
 August 23-26—National Automatic Merchandising Association, annual convention, exhibit, Conrad Hilton Hotel, Chicago.
 September 18-20—Texas Merchandise Vending Association, 3d annual convention, Adolphus Hotel, Dallas.

HOLD EVERYTHING!

Don't buy another kiddie ride till you've seen
THE LATEST RIDE SENSATION

METEOR HOT-ROD RACER



All the thrills of sizzling speed on the racing track—fires the kiddies' imaginations—completely original broad sliding semi-elliptical motion exactly simulates an auto racer taking the turn!

TERRIFIC FEATURES!

1. All steel construction throughout!
2. Exact replica of championship Offenhauser Special Racer!
3. Wheels actually steer right and left by movable steering wheel!
4. Chrome super-charger tubes—flashy dashboard!
5. Gas pedal actuates electronic sound maker!
6. Heavy Duty 1/4-H. P. Direct Motor Drive—No gears—No belts—No pulleys!
7. UL APPROVED!
8. FREE LIABILITY INSURANCE OF \$25,000-\$50,000 FOR ONE YEAR!
9. ONE YEAR UNCONDITIONAL WRITTEN GUARANTEE!

TUNG-GO IS COMING!

THE METEOR LINE IS THE PROFIT LINE!
 Meteor Flying Saucer (Pat. Pend.)
 Meteor Rocket—Meteor PT-BOAT—METEOR PONY BOY
 WRITE, WIRE or PHONE TODAY FOR FULL PARTICULARS!

METEOR MACHINE CORP.

319 Hinsdale Street Brooklyn 7, N. Y. Phone: HYacinth 5-2756

New Boat, Horse Added By Capitol

NEW YORK, July 25. — Sam Goldsmith, sales manager of the Capitol Projector Corporation, announced this week that the firm was currently producing two new coin-operated kiddie rides.

One of the two new devices is a Moto-Boat. It is of fiberglass construction and is available now. The second, a horse, will be available in about a week, and will feature a novel method of providing additional interest to the moppets over and above the usual ride-qualities of such a device. Goldsmith would not divulge the new feature of the horse ride.

Bowery Boys, Atomic Jet In Flicker

NEW YORK, July 25. — The Atomic Jet, coin-operated kiddie ride manufactured by Conat Sales, figures prominently in the opening scene of an Allied Artists motion picture, "Clipped Wings," which features the Bowery Boys. The film was privately screened for Nat Cohn, Conat president, and Allied Artists brass here this week. It will be shown shortly at the New York Theater on Broadway prior to its nationwide release in August.

The Bowery Boys, Leo Gorcey and Huntz Hall, are shown in a candy store. Hall, an aviation aficionado via the correspondence course method, is dressed in a leather jacket and a flier's helmet. Conversation between them leads the viewer to believe they are about to go for a plane ride. The flight actually is taken in one of Cohn's Atomic Jets instead, and a wild ride it is, because of Hall's use of a slug instead of a coin to activate the kiddie ride. Further dialog brings out the fact that a normal and enjoyable ride would have been provided had a coin, instead of a slug, been used.

Plans are now being worked out between Cohn and Murray Goldstein, publicity head for Allied Artists, for the use of Atomic Jet rides in front of theaters during the showing of the film. The use of the rides at theaters is expected to hype moppet interest in the film as well as stimulate

PACT WITH LLOYDS

Meteor Ride Sales Include Insurance

NEW YORK, July 25.—Meteor Machine Corporation has just concluded an arrangement with Lloyd's of London whereby every coin-operated kiddie ride sold by Meteor will carry a one-year insurance policy. The insurance coverage provides a liability of \$25,000 for one person; \$50,000 for two or more persons.

Al Blendow, an executive of the firm, said that the insurance policy will run concurrently with the one-year guarantee provided on their rides, the latest one, a hot-rod racer, just being placed on the market.

The racer, a replica of the famous Offenhauser racing car, is of all-steel construction and is powered by a one-fourth horsepower motor. No gears, belts or pulleys are employed. Blendow said the ride has an original ride movement of a broad, sliding, semi-elliptical nature.

Electronically produced noises, comparable to those of a souped-up motor, are an integral part of the ride. The noise increases as the accelerator pedal is depressed. The front wheels also turn from the steering wheel.

Exhibit Supply Plans New Rudolph, Gun Game

CHICAGO, July 25.—Exhibit Supply will soon introduce two new units of particular interest to kiddie ride operators. They are Western Gun and Rudolph the Red-Nosed Reindeer with music.

Western Gun is a new type game with many of the proven play features developed on Space Gun. It has a compact cabinet with the switch step feature which thru sound effects and automatic scoring permits youngsters to get as much fun out of shooting as their elders. The targets in this unit are Western characters on horseback. The special lighting on the gun game is the bright type instead of the black light used on Space Gun. It is suitable for all types of locations but because of the step feature, the factory stated, is considered a natural for kiddie parks, kiddie areas in stores and other top locations for coin rides.

Tests on the Western Gun made while a Space Gun was on location indicated that it not only had strong play appeal but boosted Space Gun receipts as well.

The factory pointed out that one of the reasons why it is bringing out the Rudolph with music (the music involved is the famous Christmas song after which the ride was named) is to have operators ready well in advance of the late October,

their ride activity at other locations.

The film, which later puts the Bowery Boys in the Air Force, has appeal to all members of the family.

November and early December shopping period. Last year this ride was introduced in the final two weeks of the Christmas shopping season and proved a strong draw not only then but also in the first few months of 1953.

Exhibit Supply will not accept orders on the new Rudolph until September 1 but is informing ride operators and distributors early because production will be limited.

The Canteen Company has hit a seasonal slump, says manager Joseph O'Neil, but one segment balances the other. Norman Hayter, of the Dr. Pepper Bottling Company, is pleased over Washington's warm, humid weather. Sales of his beverage are mounting steadily.



THE ORIGINAL Space Patrol Scout Ship



- SAFETY SEAT**
Unit will not operate unless child is firmly seated.
- FIBER GLASS BODY**
Smooth, strong and quiet.
- 10c PLAY**
National slug rejector.
- SIXTY SECOND RIDE**
Electric counter records each ride.
- TEN FLASHING TAIL LIGHTS**
- TROUBLE FREE MECHANISM**
Exhibit's famous mechanism proven by years of use in thousands of locations.
- LICENSED BY RALSTON'S SPACE CONTROL**
Official Scout Ship on weekly national television hook-up.

- AIRPLANE STEERING WHEEL**
Gives pilot full control of zoom, dip and roll action.
- PUSH-GUN BUTTON**
Fires disintegrators—flashes lights—makes realistic sound effects.
- TWIN DISINTEGRATORS**
Movable—chrome plated—flashing lights and sound effects.
- REALISTIC SOUND AND LIGHT-UP EFFECTS**
Hot gas burning in rocket motor located in translucent nose.
- LIGHT UP INSTRUMENT PANEL**
- SAFETY STEP PLATES**
Rubber tread—no slipping.
- CRADLE MOUNTED**
For unusual action.
- SCREEN WIRE FLOORING**
Heavy screen wire floor for ease in cleaning.
- PLASTIC UPHOLSTERY**
Easy to clean—rod duran.
- RETRACTABLE CASTERS**
Easy to move anywhere—by one person.

EXHIBIT SUPPLY

4218-30 W. Lake Street Chicago 24, Illinois
 Established 1901

LIBERAL FINANCE TERMS AVAILABLE

NEW CUSTOMERS EVERY DAY!



"I'm bored! I'll be glad when I can ride Bally Kiddy-Rides."



"I'm getting there! In a couple of years I'll be riding Bally Kiddy-Rides."



"Up on my hind legs! In a year or so I'll be riding Bally Kiddy-Rides."

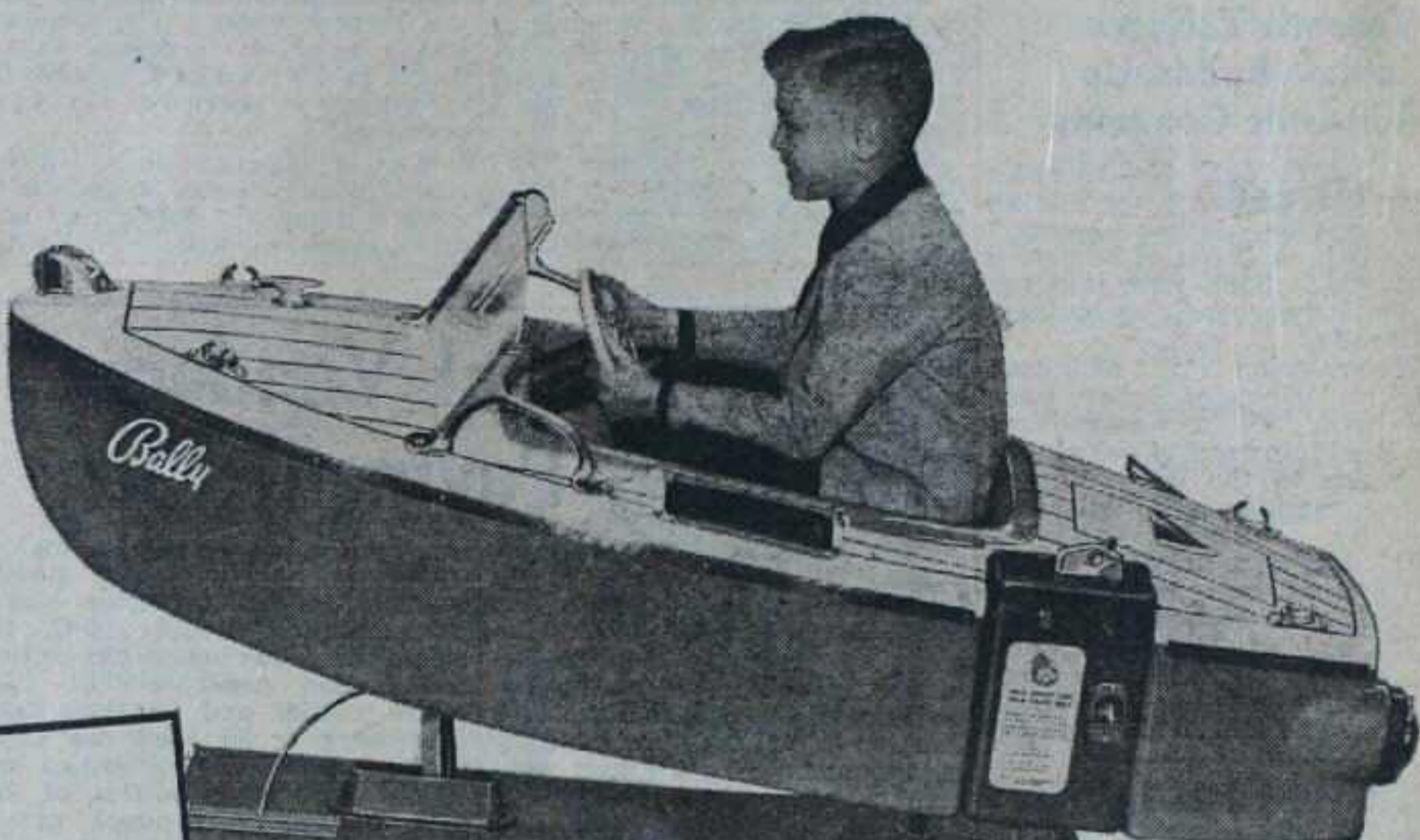


"Next year I'll be this big—big enough to ride Bally Kiddy-Rides."



"Dolly's a baby, but I'm big enough now to ride Bally Kiddy-Rides."

Bally Kiddy-Rides operation is a permanent year-after-year business for operators. Every day of the year, dozens of youngsters in every shopping-area graduate from babyhood to kiddy-ride age. 4,000,000 babies born this year will be kiddy-riders within 3 or 4 years. And Bally Kiddy-Rides are built extra-strong to insure years of trouble-free, money-making operation. Babies born tomorrow will ride Bally Kiddy-Rides you buy today. Start a steady-income route of Bally Kiddy-Rides now. Finance-Plan available through leading Bally Distributors.



4 REASONS WHY

Bally® KIDDY-RIDES

EARN BIGGEST PROFITS YEAR AFTER YEAR

- 1. Flashiest Eye-Appeal
- 2. Thrillingest Action
- 3. Simplest Mechanism
- 4. Sturdiest Construction



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

New Approach Keys NAMA Sessions

CHICAGO, July 25.—The 1953 National Automatic Merchandising Association convention will feature new treatments for at least two business sessions. One will use a skit method of presentation, the second the "other side of the fence" approach.

Canadian Cig Vending Route Booming Along

Toronto Tobacco Jobber Builds Up 300-Unit Company

TORONTO, July 25.—Knowles Bailey Ltd., tobacco jobbers doing three million dollars business annually here, is one of numerous firms which have gone into the automatic merchandising business in Canada.

"We are going into it with both feet," said Knowles Bailey, company head. "We have established Kay Bee Automat Ltd. which has the rights to the Rowe line of vending machines. We will vend cigarettes, candy and a miscellany of articles."

At present the company has its own offices in Toronto, Hamilton, Orillia and St. Catharines, and proposes, as its automatic merchandising business grows, to

(Continued on page 88)

NCSA Elects

J. W. Winters

ATLANTIC CITY, July 25.—Joseph W. Winters, Baltimore, was elected president of the National Confectionery Salesmen's Association which recently concluded its convention here. Other officers elected were Abe Josephson, New York, vice-president, and James F. McHugh Jr., New York, assistant secretary and treasurer.

Robert M. Kelly, New York, was later named secretary by the board of governors.

Members of the board elected by the affiliate clubs are James Hart Jr., Boston Confectionery

(Continued on page 83)

SIGN LAST TWO NAMA EXHIBS

CHICAGO, July 25.—The signing of two additional firms for exhibit space at the National Automatic Merchandising Association convention last week resulted in the space sell-out and brought the number of exhibitors to 123 firms.

The last two companies added were Cigar-O-Mat Corporation of America, Philadelphia, showing cigar venders, and Burrows Adding Machine Company, Chicago, featuring business machines.

NAMA NAMES 123 FIRMS SHOWING AT '53 MEET

CHICAGO, July 25.—With National Automatic Merchandising Association's 1953 exhibit space completely sold out (The Billboard, July 25), the first full exhibitor listing was released this week.

NAMA officials pointed out, however, that other firms may be listed prior to the actual opening of the convention at the Conrad Hilton Hotel here August 23-26. This will be possible because a waiting list now being created will furnish other companies which could replace firms canceling out before show time.

The list includes 123 companies which have contracted for exhibit space. This year, displays will be arranged on one floor, covering 42,000 gross square feet in the hotel's air-conditioned exhibit area.

The full list is carried elsewhere in this issue.

The second day of the meeting, August 24, John W. Mock, business consultant, will moderate the discussion following a special skit, starring routemen. Under the title "Hold That Location," servicemen will portray the effectiveness of trained, compared with untrained, personnel during a regular location visit. Routemen from established operations will participate.

The final day of the convention, August 26, will feature a panel discussion "As the Customers See Us; A Public Reaction to Automatic Merchandising." Operators will hear key plant officials and representatives of the general buying public discuss vending from a buyers' and a consumers' viewpoint.

Among those participating will be C. N. Skidmore, director of purchasing, Northwestern University, and Mack G. Collins, manager of concessions, New York Central System.

The keynote address, "The Challenge of Change," will be delivered on opening day, August 23, by I. H. Houston, president of Spacarb, Inc.

Set New Ideal Vender, No Down Payment Plan

BLOOMINGTON, Ill., July 25.—Ideal Dispenser Company will introduce a new combination bottle-carton vender to supplement its present two-model selective machine line and a no-down-payment plan at the August National Automatic Merchandising Association convention.

Priced at \$599.50, the new

KING-SIZE CUT UPS; OR WHAT LENGTH NEXT?

CHICAGO, July 25.—The king-size cigarette is due for a "cut" if a new device introduced by Danco Engineering Company becomes popular.

The device, a combination plastic case and cutter, is said to "cut king-size cigarettes in half for 40 quick smokes and save the user 25 cents a day in the process." The unit has a concealed razor, selling for \$1.

Cont'l Coin Hikes 1c Refunder Output

CICERO, Ill., July 25.—Continental Coin Devices, Inc., reported a 60 per cent rise in its Penny Dispenser production during the last several weeks. The step-up was a result of increased shipments to Canadian operators, according to Bernard Kiley, president.

Most of dispenser units, which refund penny change on odd-cent vended items, are being used on drink machines in Canada, Kiley said.

Pat. Office Kills Coke Suit

WASHINGTON, July 25.—Proceedings brought by the Coca-Cola Company, Atlanta, Ga., in an attempt to stop competitors from using the word "cola" in their brand name, was dismissed by the patent office.

The companies involved were: Victor Syrup Corporation, Long Island City, N. Y., which registered the trade mark "Nutri-Cola" and National Nu-Grape Company, Atlanta, Ga., for "Tropicola."

Examiner-in-chief L. P. McCann held that "cola" was descriptive of a type of drink and hence could not "be appropriated exclusively by any user thereof."

PM 6-Month Sales Ahead of 1952

RICHMOND, Va., July 25.—O. Parker McComas, president of Philip Morris & Company, Ltd., Inc., told PM stockholders here that sales for the six months ending June 30 were \$159,692,000, compared with \$151,007,000 for the similar period last year — an increase of 5.75 per cent.

The company's fiscal first quarter, he added, showed sales

(Continued on page 88)

machine is designed to make installation profitable in small industry, school or office locations. Called Model 300-C, it offers the following carton-bottle combination capacities: 51 12-ounce bottles and 50 Pure-Pak containers, or 60 American Can containers, 68 half-pint bottles, or 60 one-third quart bottles, or 56 pint bottles. A pre-cool compartment is included for combination storage of any two types of containers used.

Ideal also will feature its two selective units at the show; Model 300M at \$530 and Model 70M at \$438.33. Both of the latter are available in standard cabinet colors of white, blue, red, orange, green or yellow.

Also announced was a no-down-payment plan for established operators or other responsible persons. The new plan will be made available thru Ideal sales representatives in various areas. Payments may run over 36 months.

LETTER TO THE EDITOR

Gentlemen: We bring to your attention under the Vending Machine Section in The Billboard on page 89 of your July 4 issue, your report that Rudd-Melikian is producing General machines.

The article reads: "General Vending Machine Corporation bottle venders are now being produced under contract by Rudd-Melikian, Inc., at the same plant here (Philadelphia) in which the latter's coffee machines are manufactured."

We beg to advise you that we do not know of any General Vending Machine Corporation or any allied functions similar to it. We are not engaged in sub-contract work or in the manufacture or fabrication of anyone else's equipment and we have no plans at the present writing to engage in sub-contract work or in the manufacture of anyone else's equipment.

As a matter of fact, our present facilities are so over-taxed and overburdened that we are engaged in the construction of a new building of substantially greater size to house our facilities.

We know of no General Vending and we would appreciate your accepting this communication for purposes of the record.

Very truly yours,
Rudd-Melikian, Inc.,
K. C. Melikian,
Executive Vice-President

SPOTLIGHT ON VENDING

'53 Popcorn Meet Eyes Auto. Merchandising

CHICAGO, July 25.—For the first time in several years vending is set for an important role in the annual National Association of Popcorn Manufacturers convention. The 1953 meeting, to be held at the Conrad Hilton Hotel here October 11-14, will also launch the International Popcorn Association designed for theater and/or concession operators and other segments of the industry. NAPM members will automatically become charter members of the new organization.

Bert Nathan, convention program chairman, stated that six two and a half hour sessions to be held during the meeting will cover some 30 different topics pertaining to concession stand management, popcorn, candy, ice cream, soft drinks and drive-in theaters.

"New Ideas to Promote Vending in Theaters" and "What's New in Popcorn Equipment?" lead off the afternoon business sessions on October 14. The morning session, October 13, will include discussion on "Coin-Operated Vs. Manually-Operated Drink Machines" and "Are We Getting the

Most Out of Our Drink Machines?"

Discussion leaders, still to be named, will be recognized national authorities in their respective fields, Nathan said.

Philly Readies Action Against Charms Venders

PHILADELPHIA, July 25.—A city-wide campaign against charms-using bulk venders is planned here following an opinion handed down by the district attorney's office claiming the machines were used to "mule children of pennies and therefore were violative of State law."

First Deputy City Solicitor Jerome J. Shestack declared, in his opinion, "Vending machines that offer an element of chance by dispensing either gum balls or trinkets are gambling machines in the eyes of the law."

Captain Howard R. Leary, head of the Juvenile Aid Bureau, started an investigation of the machines after he received complaints from parents and A. B. Anderson, secretary and business manager of the Board of Education, that children in the elementary grades were spending their ice cream and milk money in the ball gum units.

Leary said that in some cases one puts a penny in the machine and if a gum ball of a special color comes out, it is exchangeable in the store for a prize, such as a chocolate bar or other delicacy. In other stores, after inserting their pennies, youngsters get a chance to flip five balls to a mechanical man holding a bat. Those who score hits receive one or more sticks of gum

(Continued on page 88)

Fruit-O-Matic Sets Jr. Model

LOS ANGELES, July 25.—Fruit-O-Matic Manufacturing Company announced a two-selection Junior fruit vending machine to supplement its four-selection model.

The first 10 production units of the new vender are scheduled for August installation in the recreation or day rooms at Camp Kilmner, according to J. C. de Graaf, sales manager. Price of the smaller model was not reported.

Both Fruit-O-Matic models will be featured at the firm's exhibit at the National Automatic Merchandising Association convention in Chicago August 23-26.

Nat'l Biscuit Sales Up, Profit Down

NEW YORK, July 25.—Altho sales were up from \$171,230,351 for the first half of 1952 to \$176,419,131 for a like period this year, the National Biscuit Company reported this week that profits for the same period dipped from \$8,737,649 or \$1.25 a share to \$8,452,800 or \$1.21 a share this year.

Substantially larger sales for the three, six and 12 months ended June 30 were reported, but earnings were little changed from the corresponding period of the previous year.

Net profit for the June quarter was \$4,550,259, equal to 69 cents a common share, against \$4,512,608 or 65 cents a share for the second quarter of 1952. Net sales were \$98,896,139, compared with \$85,777,928.

Lunch-O-Mat Adds 12 New NY Locations

NEW YORK, July 25.—Lawrence Reiss, head of the Lunch-O-Mat Corporation of America, announced this week that a dozen of his firm's complete luncheon venders have been placed on location during the last month. There are now 25 in the New York area.

New locations include the Liberty Street Terminal, the Hayden Chemical Company and the Burroughs Adding Machine Company, all in Manhattan, and the administration building of Eastern and Colonial Airlines, La Guardia Field.

Reiss said that mass production of the vender will begin soon, with general marketing plans to be announced in September.

New Vending Regulations In Effect in Copenhagen

COPENHAGEN, Denmark, July 25.—The local sanitary department Tuesday (14) issued and put into immediate effect a new set of regulations covering the use of coin-operated venders used or dispensing cake and sandwiches.

The regulations areas follows: All machines must be set 30 inches above ground level; All machines must be emptied by 8:30 a.m. and not refilled prior to 5:30 p.m. All items must be adequately wrapped, and machines must not be exposed to direct sunlight.

As practically all such machines are primarily used for all-night service and are almost exclusively owned and serviced by owners of the stores in front of which they are located, the new rules have met with little opposition. Bakery and sandwich retail stores are open every day, including Sun-

days, until 6 p.m., so the new rules should have little effect on business.

In midtown, most of the vending machines are practically cleaned out long before morning, but it is possible that in outlying sections this is not the case. The rules also provide a curb on operators who fail to maintain sanitary conditions.

For the first time, the city has granted permission to a chain system sandwich firm to operate one of its midtown retail stores on a 24-hour basis—which, however, doesn't seem to affect the sales from venders in the vicinity. As all eating places, excepting a very limited number of night clubs, close at or before midnight, the sidewalk sandwich vending machines are a real convenience and show good profits.

THE BILLBOARD Index of 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 July 25	Issue of July 18	Issue of July 11	Issue of July 4
Acorn, 5c.....				\$10.00
Advance Model D Ball Gum.....	\$7.45	\$7.45	\$7.45	6.95 7.45
Advance No. 11.....	5.95	5.95	5.95	5.95
Ajax Hot Nut, 5c.....				39.50
Alkuna Cracker Machine.....	27.50	27.50	27.50	27.50
Asco Hot Nut, 5c.....				7.50
Bonanza Pop Corn Vendor.....	75.00	75.00	75.00	75.00
Cash Tray, 5c.....				4.95
Chlorophyll 5c Tab Gum.....				14.75
Columbus 1c.....	7.45	7.45	7.45	7.45 8.00
Columbus 5c.....				8.00
Columbus Ball Gum, 1c.....				6.95
Columbus Tri-Mors, 1c (3 col.).....				22.50
Craig Ice Cream Vender, 5c & 10c.....	250.00	250.00		250.00
C-8 Electric.....	135.00	135.00		
DuGrenier Adams Gum, 1c (6 col.).....				17.50
DuGrenier Adams Gum (4 col.), 1c.....				17.50
DuGrenier Candyman.....		49.50	49.50	49.50
DuGrenier Champion (11 col.).....	97.50	97.50	97.50	97.50
DuGrenier V (7 col.).....	90.00	87.50	87.50	82.50
DuGrenier S (7 col.).....	85.00	80.00	80.00	77.50
DuGrenier Champion (9 col.).....	97.50 125.00	97.50 125.00	97.50 125.00	97.50 125.00
DuGrenier Model W (9 col.).....	115.00	115.00	115.00	115.00
Eastern Electric.....				129.00
Exhibit Card Vendor, 1c.....	15.00	15.00	15.00	15.00
Jewel 5c (2 col.).....				10.00
Keezy Electric (9 col.).....	185.00	185.00		
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Lucky Boy's 1c.....				6.95
Lehi PX (8 col.).....	135.00	135.00		
Lehi PX (10 col.).....	145.00	145.00		
Marion Scale.....	89.50	89.50	89.50	89.50
Master 1c & 5c.....	7.95	7.95	7.95	7.95 10.00
Master 1c.....	7.45	7.45	7.45	7.45 8.50
Master 5c.....	7.45	7.45	7.45	7.45 8.50
Mills Adam Gum, 1c (6 col.).....				17.50
Mills Candy (5 col.).....	89.50	89.50	89.50	89.50
Mills Tab Gum.....	16.50	16.50	16.50	16.50
National 9 A.....		115.00	115.00	115.00
National Candy (6 col.).....	65.00	65.00		
National Candy (9 col.).....	95.00	95.00	89.00	
National King Ball Gum.....	9.95	9.95	9.95	9.95
National King Candy.....	19.50	19.50	19.95	19.50
National Electric.....	95.00 99.50	95.00 99.50	99.50	99.50
National 750.....				79.50
National 930.....	95.00 110.00	95.00 130.00	130.00	130.00
National 950.....	125.00 145.00	125.00 145.00	145.00	145.00
Northwestern 33 Ball Gum.....		7.95	7.95	7.95 7.95
Northwestern 33 Peanuts 1c.....			7.50	
Northwestern Deluxe 1c and 5c.....	13.95	13.95	13.95	8.50 13.95
Northwestern Model 39, 1c.....	6.50 7.95	6.50 7.95	7.95	7.95 8.50
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Pop Corn Sez.....	49.50	49.50	69.50	69.50
Revco Ice Cream Vender, 10c.....	155.00	150.00		
Revco Ice Cream Vender, 2 col., 10c.....	495.00	495.00		
Rowe (8 col.).....	125.00			
Rowe (10 col.).....	145.00			
Rowe Crusader (10 col.).....	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.).....	175.00			
Rowe President (8 col.).....	155.00	155.00	155.00	155.00
Rowe President (10 col.).....	135.00 155.00	155.00	155.00	155.00
Silver King Charm King, 1c.....				8.50
Silver King 1c Ball Gum.....	7.45	7.45	7.45	7.45
Silver King 1c or 5c.....				8.50
Silver King 5c.....	7.45	7.45	7.45	7.45
Silver King Hot Nut, 5c.....	6.95			5.00
Siro's Brush Up.....	50.00	50.00	50.00	50.00
Stamp Vender, 1c & 3c.....				17.50
Stamp Vender (4 col.).....	18.50	18.50	18.50	18.50
Star Candy.....	10.95	10.95	10.95	10.95
Stick Gum.....	9.95	9.95	9.95	9.95
Super Vend Selective Drink Vender.....	350.00	350.00	350.00	
Uneda Candy, 5 col., 5c.....		65.00	65.00	65.00
Uneda Model A (6 col.).....	87.50			
Uneda Model E (8 col.).....	85.00			
Uneda Model E (9 col.).....	90.00			
Uneda Model 500 (9 col.).....	135.00	135.00	135.00	135.00
Uneda Monarch (6 col.).....	87.50	87.50	87.50	87.50
Uneda Monarch (8 col.).....	97.50	97.50	97.50	
U-Select-It.....	49.50	49.50	49.50	49.50
Vendor-Bar, 8 col., 10c.....	119.50	119.50		
Victor Model V Cabinet, 1c.....				9.50
Victor Model V Globe, 3c.....				8.95

"Smokeshop Lo-Boy"

THE NATION'S FINEST CIGARETTE VENDOR!

486 PACK CAPACITY

Tear Out and Mail This Ad for Details

Smokeshop Corp.
AUTOMATIC PRODUCTS CO.
350 West 57th Street, New York 19, N. Y.

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style

1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct. 24c lb
Clor-o-Vend Ball Gum, 140 & 210 ct. 40c lb
Clor-o-Vend Chicks, 275 & 320 ct. 45c lb
Chicle Chicks, 320 & 520 ct. 36c lb
Bubble Chicks, 320 & 520 ct. 30c lb

These LOW prices F.O.B. factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves.
Newark 4, N. J.

CHARM OPERATORS

We're Now Delivering the Most Sensational Charm Item Ever Made . . .

SILVER PLATED NAME STAMPS

88 Different Names—Works on Any Ink Pad!

\$7.50 PER M

Plastic Name Stamps \$6.00 Per M
Write, wire, phone your orders!

OAK SALES CO.
3033 Fifth Ave. Pittsburgh, Pa.
IN CANADA:
INTERNATIONAL VENDING CO., LTD.
740 Gerrard St. E., Toronto, Ontario
Phone: Hargrave 2179

ROCKET RINGS

Beautiful JEWELLED RING with BIRTHSTONE

Holds marble firmly. A Ring that anyone will treasure.
Real 10c Value.

NICKELPLATED \$16.50 Per M
GOLDPLATED \$17.50 Per M

All prices FOB, NYC

PAUL A. PRICE CO.
55 Leonard St., New York 13

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry—

Enter a Money-Saving Subscription Now!
Fill out this coupon and mail today.
Saves you more than 20% on newsstand price.

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

Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

Name 845
Address
City Zone State
Occupation

THIS IS NEW!

5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE . . . A 5c horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

SMALL DOWN PAYMENT. BALANCE \$10.00 PER MONTH

NOT A NOVELTY BUT AN INVESTMENT

WATLING MFG. CO. 4650 W. FULTON ST. CHICAGO 44, ILLINOIS

SUMMER SPECIALS IN CIGARETTE 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.)

ROWE President, 10 Cols., 475 Cap. \$135.00 Crusader, 10 Cols., 475 Cap. 155.00 Diplomat, Electric, 8 Cols., 340 Cap. 175.00	NATIONAL 9-A, 9 Col., 350 Cap. \$115.00 9-30, 270 Cap. 110.00 9-50, 350 Cap. 125.00
UNEEDA Model E, 8 Cols., 240 Cap. \$85.00 Model E, 9 Cols., 270 Cap. ... 90.00 Model A, 6 Cols., 180 Cap. ... 87.50	DUGRENIER Model S, 7 Cols., 210 Cap. ... \$85.00 Model V, 7 Cols., 238 Cap. ... 90.00 Champion, 9-11 Cols. (6 Cols. King Size), 380 Cap. 97.50

KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES—WRITE!

We carry a complete line of all makes of Candy Machines in stock—Write!

Our Paints Are VENERIZED Prevents Peeling Flaking & Rusting

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW . . . RECONDITIONED LIKE NEW

106 Clymer Street, Brooklyn 11, N. Y. • EVergreen 7-4568

Precision-Built for PROFITS!

ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mase.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

NEW! SILVER STREAK
BRUSH HOUSING & BALL GUM WHEEL

OAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

Pacific Coast Distributor OPERATORS VENDING MACHINE SUPPLY
1023 S. Grand Ave. Los Angeles 15
Eastern Office: Nat'l Sales Hqes. PENNY KING CO. 2528 Mission St. Pittsburgh 3, Pa.

IT'S NEW! IT'S A BEAUTY! IT'S A MONEY HONEY!

New CHAMPION BULK VENDOR



- VENDS CHARMS AND MERCHANDISE LIKE MAGIC!
- MOST PRACTICAL BRUSH HOUSING EVER DESIGNED FOR BULK VENDING
- LARGER OPENING IN GLOBE MAKES PACKING CHARMS FAR EASIER
- SIMPLE, FOOL PROOF COIN MECHANISM ELIMINATES COSTLY SERVICE CALLS
- GLOBE ASSEMBLY BREAKS DOWN FROM BODY FOR QUICK "SERVICE-HEAD" SERVICING!

DISTRIBUTORSHIPS AVAILABLE
CHAMPION VENDORS SUPPLY CO.
"EASILY THE BEST"
1119 EAST HOUSTON ST. • SAN ANTONIO, TEXAS

Ball Gum or Merchandise Wheel

EAST OF MISSISSIPPI CONTACT

LEO F. LEARY

H. K. HART CONFECTIONS

540 39th St.

Union City, N. J.

WEST OF MISSISSIPPI CONTACT

ISH KIMBRIEL

AMERICAN BULK CONFECTIONS

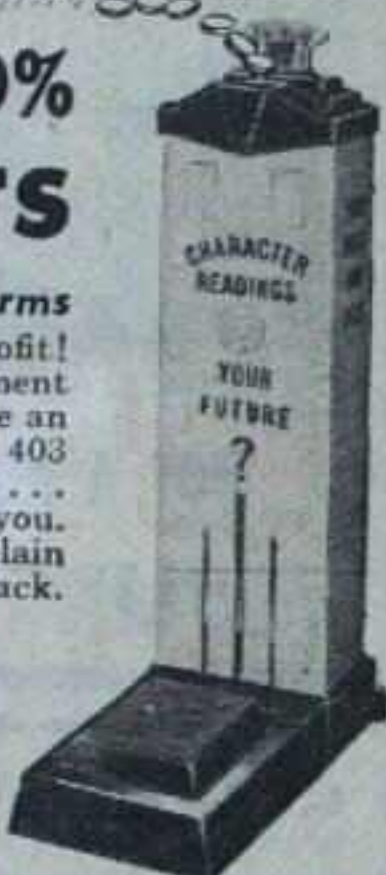
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There's a **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1 . . . Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached find check for \$25 payment on one model 403 scale. Ship at once.
- Please send further details immediately.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

YOUR ONCE-IN-A-LIFETIME OPPORTUNITY!

The most profitable, stable and consistent money makers in the coin-operated field are personal weighing machines!

We are the largest penny weighing machine business in the world!

We are releasing OUR OWN WORKING ROUTES—complete with our finest machines, latest models, of all types—every one an active PROFIT MAKER RIGHT NOW!

If you are located—or wish to be located—in any of the following territories, then here's your real once-in-a-lifetime opportunity:

- ALABAMA • ARKANSAS • IOWA • INDIANA • KANSAS • KENTUCKY • MINNESOTA • MICHIGAN • NEBRASKA • NEW YORK STATE • OHIO • OKLAHOMA • PENNSYLVANIA • TENNESSEE • WISCONSIN

Write, Wire or Phone TODAY for Full Particulars! Don't Delay—They're Going Fast!

PEERLESS Weighing & Vending Machine Corp.

29 28—41st Avenue • Long Island City 1, N. Y. • Phone: Stillwell 4-1620

SHIP IN BOTTLE

ACTUAL SIZE



FOR THE MOST COMPLETE CHARM LINE SEE US AT THE CHICAGO NABV SHOW!

ROULETTE WHEEL

ACTUAL SIZE



PLASTIC PROCESSES CORP. 83 HANSE AVE., FREEPORT, N.Y.

MILK VENDING

Complete First Test Year on Outdoor Spots

MINNEAPOLIS, July 25.—The Land O'Lakes Creameries report an increase in fluid milk sales in the Twin Cities area and attribute this to outdoor milk venders.

The automatic milk dispensers have a capacity of 1,000 to 2,000 gallons and are thermostatically controlled.

Popularity of indoor milk vending led to the Land O'Lakes experiment. The Refrigeration Engineering Company, Montgomery, Minn., developed the machines and completed a test year with what they called "more-than-satisfactory results."

The venders, lined with aluminum, are placed at locations where they are easily accessible for service and stocking and at the same time convenient for customers.

Statistics on the first machines put into operation showed sales at an average of 226 half-gallon cartons daily. Cost of servicing, stocking, repairs, etc., come to an average cost of .01948 cents per quart from the plant to the consumer.

Video Vender Contains Novel Sound System

MILLDALE, Conn., July 25.—A refrigerated vending machine with a sound system has been developed by the Barth Engineering & Manufacturing Company.

Called the Video Vender, the unit is completely automatic in operation. It is designed to dispense ice cream, frozen foods, dairy products, or, its makers say, anything else requiring temperature control. Up to six varieties of products can be handled. A glass panel in front makes it possible to display all of the products.

The incorporation of an electronic recorder permits the unit to "speak" or play music. Everything from a sales message to a symphony can be reproduced with the approach of the patron setting off the recorder.

The Video Vender also features an automatic coin changer and a slug-proof coin mechanism.

Penny King Sets New Charms for NABV Confab

PITTSBURGH, July 25.—Two new charm items will be introduced by Penny King here at the National Association of Bulk Vendors' annual convention in Chicago, August. They are replicas of U. S. road signs and a baby bottle, complete with red nipple.

Also on display at the Penny King suite at the Congress Hotel will be a complete line of Acorn bulk vending machines, for which Penny King has recently been appointed national sales agent.

Representing the Oak Manufacturing Company, maker of Oak venders, will be S. H. Bloom, M. H. Kelly and L. O. Hardman will represent Penny King.

Schenley Vending Buys Auto. Cig Sales Route

PITTSBURGH, July 25.—Schenley Vending Company announced its purchase of Automatic Cigarette Sales Company this week.

Schenley Vending was headed by Lawrence and Albert Daurora. Following the purchase, brothers John and James Daurora joined the firm for a four-brother partnership.

Schenley, formed in 1941, adopted the trade name of the 20-year old Automatic Cigarette Sales. The latter was headed by Herbert Cohen and Jack Bloom.

Automatic, under the Daurora management, now covers Allegheny County, plus the cities of Jeannette, Donora, McKeesport.

KOOLS PLAY UP HOT WEATHER

LOUISVILLE, July 25.—Brown and Williamson Tobacco Company came up with a new idea for cigarette venders locations these hot summer days.

The company is offering a decal with the Kool penguin and the phrase, "Come in—It's Kool inside," with the word Kool appearing as tho the letters were chunks of ice.

The decals will be printed in blues, greens and yellows. Distribution will be handled by Brown and Williamson's sales promotion force.

Four Vending Aids Offered By Old Gold

NEW YORK, July 25.—Four Old Gold merchandising aids, designed to attract customers to vending machines, are being offered to operators thruout the country by the P. Lorillard Company.

They include small price stickers covering any machine price from 20 to 30 cents and any combination of coin requirements, a multi-color window and wall poster pointing up that cigarettes are on sale at the location and inviting patrons to treat themselves to Old Gold at the location vending machine, and a red-and-gold window and door decal which reads, "Cigarettes Sold Here, Vending Machine Inside." The reverse side of the decal reads, "Thank You, Call Again." The fourth aid is a sticker which reads, "Now Old Gold King-Size Here."

Vending machine operators may obtain the sales aids from local Old Gold representatives or direct from the P. Lorillard office here.

New Point-of-Sale Oscillator Marketed As Vending Aid

NEW YORK, July 25.—The Postage Stamp Machine Company here is marketing a point-of-sale oscillator along with its stamp venders. The oscillator costs \$1, exact list varying with quantity ordered.

The oscillator is made by the J. W. Glaser Corporation, Yonkers, N. Y., for Gale Dorothea Mechanisms, Elmhurst, L. I. It operates on a conventional flashlight battery and is provided with a special magnet-holder switch which can be used to turn the unit on and off. The firm claims the battery will power the unit 24 hours a day for more than four weeks.

The device may be mounted by stapling to a backboard or dropping it into a simple glue pocket. Swinging starts automatically upon the removal of the special magnet holder. Speed and distance of swing can be varied somewhat by changing the position and weight of the counterbalance.

The action is stopped by replacing the magnet holder switch to prevent further drainage of the flashlight battery which supplies the power to the mechanism.

The manufacturer claims the unit can be used as a point-of-sale aid for food and merchandise venders.

WHAT'S NEW (in) CHARMS?

GUGGENHEIM

has TWO NEW SERIES

BE THE FIRST WITH THEM IN YOUR AREA!

WRITE FOR PRICE LIST AND SAMPLES



Guggenheim
33 UNION SQUARE • NEW YORK 3, N. Y.

VICTOR'S



DELUXE MODEL BABY GRAND

\$14.25 Ea. less than 100

\$13.25 Ea. 100 or more

Available with 1¢ or 5¢ slot

Write for lowest prices on Gum and Charms

H. B. Hutchinson Jr.
860 North Ave., N. E. Atlanta 6, Ga.
Tel.: Emerson 4300

New Arrangements in JAPAN

Allow these new low freight prepaid prices on our famous "clear tone" Ohio brand 2-hole vending harmonicas:
1 to 10 gross. Per gross. . . . \$3.49
11 to 25 gross. Per gross. . . . 3.44
26 to 50 gross. Per gross. . . . 3.35
51 to 75 gross. Per gross. . . . 3.20
100 gross. Per gross. . . . 2.99

Free samples on request. All shipments are prepaid by us. Via parcel post or express when full payment accompanies order.

OHIO GUM CO.

P. O. Box 3621 Cleveland 19, Ohio

WE HAVE NEWER CHARMS!

NEW IDEAS—NEW DESIGNS—NEW FINISHES

We take pride in producing the finest and most complete line of charms in the country

IMMEDIATE DELIVERY!

Send 35¢ for complete samples and low, low prices. FALSE TEETH—SILVER TIPPED BULLETS—SHIP-IN-A-BOTTLE—LIGHT BULB—CAMEO RINGS—RECORD ALBUMS

PENNY KING CO.

2538 MISSION STREET
PITTSBURGH 3, PA.



MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$13.95
N.W. 233 1c Porc.	7.95
N.W. 233 1c Porc. B.G.	7.95
Master 1c Bulk Porc.	7.45
Master 5c Bulk Porc.	7.45
Master 1c & 5c Bulk Porc.	7.95
Columbus 1c Bulk	7.45
Silver King 1c B.G. or Mide.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance 2D 1c B.G.	7.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	.85
Pistachio Nuts, Vendor's Mix	.78
Cashew Whole	.45
Cashew Butts	.57
Peanuts, Jumbo	.36
Spanish	.28
Mixed Nuts	.55
Almonds 480 ct. 5 lbs. vac. pk.	.85
Baby Chicks	.34
Rainbow Peanuts	.30
Boston Baked Beans	.25
Hobby Mix	.30
Jelly Beans	.28
Licorice Lozenges	.35
M & M	.44
Assorted Fruit Charms, 100 ct.	.42
Bain Rio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	.38
Adams Gum, all flavors, 100 ct.	.42
Wrigley's Gum, all flavors, 100 ct.	.42
Suchard Chocolate, 200 ct.	1.29
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

VICTOR'S Baby Grand Rocket Style (5c)

4 to 99, \$14.25 ea.
100 or more, \$13.25 ea.
ROCKET BULBS
Large bulbs that glow in the dark, \$20 per 1000.

All machines packed and sold 4 to the case, f.a.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandise list.
Pioneer Vending Service
590 Albany Ave., Brooklyn 2, N. Y.
Phone: PResident 4-5358

ATTENTION Perfumatic Operators!!

Brand New Perfumatics, in original cartons, stored in American Warehouse.
NEVER USED \$65 Ea. delivered to you
Star Novelty Mfg. Co.
2773 Ontario St., East, Montreal, Canada

GIVE TO THE RUNYON CANCER FUND



Get VENDOR Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, 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 \$47
2160 Patterson St., Cincinnati 22, Ohio
Please enter my subscription to VENDOR for
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me
Foreign rate, one year, \$20.

Name
Address
City Zone State
Occupation

Hospital Specialty Names Sales Aid

CLEVELAND, July 25.—The Hospital Specialty Company this week appointed James K. Printz associate sales director. He will work with L. E. Emsheimer, executive vice-president and sales manager, and with sales offices in major cities. Printz was formerly associated with sales and sales management work with the Printz Biederman Company of Cleveland.

The Hospital Specialty Company, formed in 1918, manufactures sanitary napkin vendors and also supplies the packaged product.

Brock Readies New 10c Pkge. Candy

CHATTANOOGA, July 25.—A new line of 10-cent package candies will be marketed this fall, Brock Candy Company announced this week. Called Brock Dream Boats, it was sold on an experimental basis thru vendors last spring in several areas. At that time, small changes in the packaging were found advisable.

The line consists of four packages with chocolate-covered candies individually wrapped in printed cellophane. Separate packs feature peanut butter chips, mints, caramels and coconut.

NCSA Elects

Continued from page 30

Salesmen's Club: John G. Pentz, Confectionery Salesmen's Club of Baltimore; Julius Brody, Empire State Candy Club; Ralph R. Colman, Central Pennsylvania Candy Salesmen's Club; John A. Bruens, Confectionery Salesmen's Club of Philadelphia; Stanley Marks, New York Candy Club; Walter Suter, Buckeye Candy Club, and Joe Green, Kansas City Candy Club.

Ex-officio board members are C. C. Larson, past president, and Rufus Gillett, liaison director.

Permanent committee members include Ed Reid, Havertown, Pa.; Walter R. Keefe, New York; John J. Gallagher, Scranton, Pa.; Frank A. Harstone, Boston; J. A. Stone, Buffalo, and Jack M. Shaffer, Bethlehem, Pa.

The marketing committee is composed of Stanley Marks, Jesse Hamburger, Jack Dubin, Fred Gisburne, Daniel Fitzpatrick, Sidney Goldberg, James Hart Jr., Rufus Gillett and Walter Keefe.

The convention approved a resolution which would oppose any weakening of the Robinson-Patman Act, thereby jeopardizing salesmen's commissions.

SPECIAL! WHILE THEY LAST! RECONDITIONED & REFINISHED AS ONLY RAKE CAN DO IT!

Victor TOPPER
Deluxe Cabinet Model
1c, with ball gum and charm wheels.
\$11.50 ea.
10 or more, \$11.00 ea.

ACORN
Jumbo Cabinet Model
1c, with ball gum and charm wheels.
\$10.50 ea.
10 or more, \$10.00 ea.

Send for Your **FREE** Copy of **RAKE'S NEW 1953 CATALOG TODAY!**

A guide to efficient and economical operation of coin operated machines.

WANT TO BUY
• MODEL 49
• TOPPERS
• MODEL V
• ACORNS
• SILVER KINGS
• OTHER BULK VENDORS
SEND LIST AND PRICES WANTED

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Phila. 22, Pa.
Lombard 3-2676

SOLVE ELECTRONICS PROBLEM

Navy Venders No Longer Jam Radio Transmission

NEW YORK, July 25.—Electrically operated vending machines have been giving the U. S. Navy a few headaches, according to Sam Kressberg, president of APCO, Inc. He said that the Navy had discovered that disturbances, caused by the operation of the machines when dispensing commodities, had interfered with radio transmissions on ships and at Navy air bases.

He said that as a result of findings promulgated by the Navy's Bureau of Ships, his firm had hired engineers who had worked four months to solve the problem. As a result of their work, he was able to submit his firm's Soda-Shoppe drink machine to the Naval facility at Annapolis, Md., where tests were made to determine if the machine was free of radio-interference radiations. His machine was given a clean bill from Naval testers at Annapolis and as a result, he now holds a certificate from the Navy's Bureau of Ships attesting to its having met Naval requirements.

Kressberg also said that vending

machines on location at civilian airports had also been discovered interfering with tower-to-plane radio transmission and reception.

He pointed out that the solution was reached by APCO's engineers thru a system of filtered shielding. The cost of shielding such machines involves a material and labor cost of approximately \$100.

Money-Making, Money-Saving IDEAS FOR OPERATORS!



Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

Northwestern

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



CONVENTION TIME IS BUYING TIME FOR VENDING OPERATORS

National Automatic Merchandising Association Convention

(Conrad Hilton Hotel, Chicago, August 23 thru 26)

National Association of Bulk Venders' Convention

(Congress Hotel, Chicago, August 22 and 23)

... Sell vending machine operators right at the start of their heavy Fall buying season.

... Sell to the combined attendance at both these annual industry-wide sales events—Plus all the thousands of regular Billboard buyers as well.

... Boost your Fall season profits with a hard-selling ad in:



The Billboard NAMA-NABV Convention Number

Issue Dated August 22

Advertising Deadline August 13

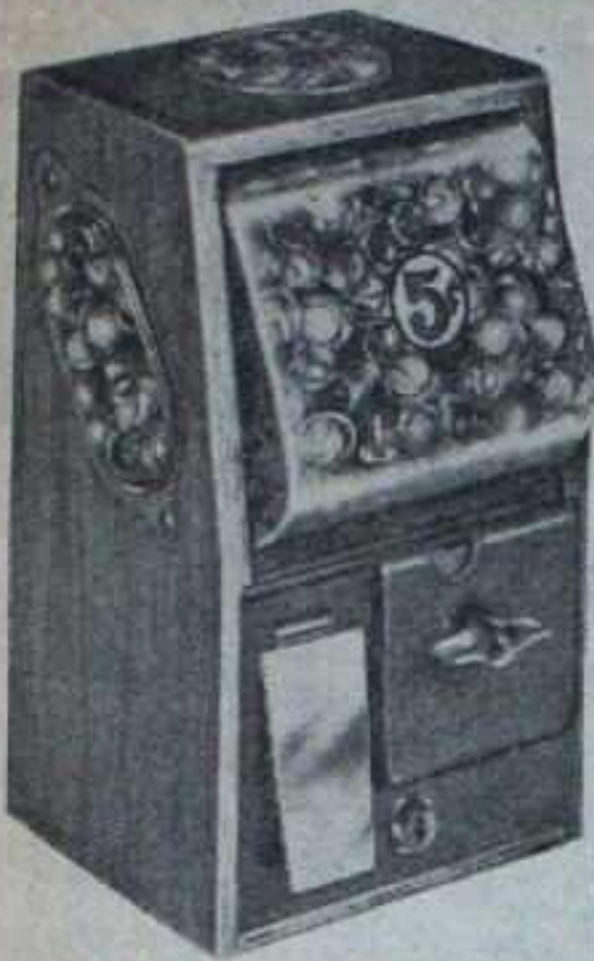
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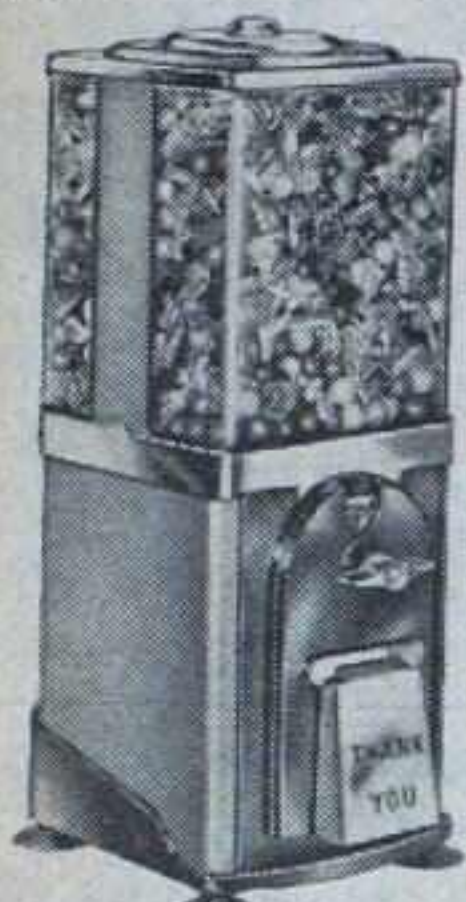
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They're All VICTORS
The Finest
in Bulk Vending



BABY GRAND DELUXE and ROCKET CHARMS (TRADEMARK)

That fabulous money maker... vending Rocket Charms with the special wheel of 3¢ per play... featuring all the earning power that can be built into a bulk vendor. Also vends Chiclé Treats 2 for 1¢ and Chloro Treats 2 for 3¢ or 4 for 5¢.



TOPPER DELUXE Twin Window Style



TOPPER DELUXE GLOBE STYLE (GLASS GLOBE)



TOPPER DELUXE HALF-CABINET STYLE

TOPPER DELUXE... The perfect combination of steel and lucite... finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

VICTOR VENDING CORPORATION
5701-13 W. GRAND AVE.
CHICAGO 39, ILLINOIS

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

	Issue of July 25	Issue of July 18	Issue of July 11	Issue of July 4
Baseball (Bally).....			\$75.00	\$75.00
Baseball, 2 player.....				
(Chicago Coin).....	\$49.50	\$49.50	49.50	49.50
Big League Bowler (Keeney).....	145.00	115.00		115.00
Bowl-A-Ball (Chicago Coin).....	350.00	380.00	375.00	380.00
Bowl-A-Ball, 6 player (Chicago Coin).....		229.50	425.00	
Bowlette (Gottlieb).....		10.00	20.00	40.00
Bowling Alley (Chicago Coin).....			35.00	10.00
Bowling Alley, 2 player (Chicago Coin).....			50.00	
Bowling Alley, 6 player (Chicago Coin).....	220.00	250.00	220.00	250.00
	295.00	295.00	295.00	255.00
Bowling Champ (Keeney).....		35.00	75.00	35.00
Bowling Classic (Chicago Coin).....	59.50	89.50	55.00	59.50
		89.50	59.50	89.50
De Luxe League Bowler (Keeney).....	235.00	235.00	265.00	235.00
Deluxe League Bowler, 4 player (Keeney).....			275.00	
Deluxe League Bowler, 6 player (Keeney).....			195.00	
Double Bowler (Keeney).....	49.50	79.50	49.50	79.50
Double Header (Williams).....	39.50	49.50	49.50	49.50
Double Header, 2 player (Williams).....			69.50	
Double Score Bowler, 6 player (Chicago Coin).....			485.00	
Double Shuffle Alley Express Rebound (United).....	99.50	99.50	99.50	99.50
Five Player Shuffle Alley (United).....	160.00(2)	175.00	160.00(2)	160.00(2)
	175.00	160.00(2)	175.00	185.00(3)
	185.00(2)	175.00	190.00	225.00
	195.00	185.00(2)	225.00	195.00
		229.50w/p		
Four Way Bowler (Keeney).....	225.00	215.00	225.00	225.00
Four Player Shuffle Alley (United).....	125.00	135.00	125.00	160.00
	175.00	165.00	195.00	125.00
	75.00	59.00	95.00	165.00
Hi-Score Bowler (Universal).....	75.00	95.00	75.00	115.00
Hook Bowler (Bally).....	149.50	79.50	95.00	149.50
		149.50		
League Bowler (Keeney).....	95.00	115.00	95.00	115.00
	139.50	115.00	139.50	125.00
League Bowler, 4 player (Keeney).....	149.50	149.50	125.00	149.50
Matched Bowler, 4 player (United).....	260.00	260.00	260.00	260.00
Matched Bowler, 6 player (Chicago Coin).....	295.00	350.00	295.00	360.00
		375.00	295.00	360.00
Name Bowler, 6 player (Chicago Coin).....			450.00	
Official Shuffle Alley (United).....	295.00	310.00	290.00	310.00
		295.00	310.00	295.00
Shuffle Alley Deluxe (Keeney).....	225.00			
Shuffle Alley Deluxe, 6 player (United).....	210.00	220.00	219.00	220.00
	245.00	265.00	235.00	245.00
	275.00	285.00	245.00	300.00
		299.50	285.00	315.00
		299.50	315.00	
Shuffle Alley Express (United).....				45.00
Shuffle Alley Express, 2 player (United).....	89.50	39.00	59.00	89.50
		89.50	59.00	89.50
Shuffle Alley, 6 player (Keeney).....	195.00	240.00	225.00	240.00
			250.00	
Shuffle Alley, 6 player (United).....	180.00	179.00	180.00	185.00
	185.00(2)	185.00	195.00	185.00
	195.00	200.00	195.00	200.00
	220.00	259.50w/p	225.00	225.00
		39.00		
Shuffle Champ (Bally).....			89.00	
Shufflecade (United).....				
Shuffle Horseshoe (Chicago Coin).....			100.00	100.00
Shuffle Line (Bally).....	75.00	75.00	109.50	75.00
Shuffle Slugger (United).....			65.00	109.50(2)
Shuffle Target (Genco).....			59.00	69.50
Single Shuffle Alley Rebound (United).....	49.50	69.50	69.50	95.00
Six Player 10th Frame (United).....	345.00	350.00	345.00	350.00
		425.00	345.00	375.00
Skee Alley (United).....	75.00	59.00	75.00(2)	75.00
Speed Bowler (Bally).....	295.00	295.00	45.00	85.00
Star Bowler, 2 player.....	325.00	319.00(2)	295.00	45.00
Star 6 Player (United).....		375.00	319.00	295.00
			375.00	375.00
Super Deluxe League Bowler (Keeney).....	255.00	255.00	275.00	255.00
Super Deluxe, 6 player (United).....	265.00	265.00	265.00	265.00
Super Matched Bowler, 6 player (Chicago Coin).....			415.00	
Super Six Shuffle Alley (United).....	285.00	290.00	239.00	269.00
	295.00	325.00	285.00	285.00
		325.00(2)	325.00	325.00
		335.00		
Super Twin Bowler (Universal).....			45.00	45.00
Super Twin Bowler (United).....			59.50	
Team Bowler, 10 player (Keeney).....	375.00			400.00
Tenth Frame (United).....				
10th Frame Bowler (Chicago Coin).....	350.00	350.00	360.00	360.00
Trophy Bow (Chicago Coin).....	59.50	75.00	55.00	75.00
	99.50	75.00	99.50	99.50
Twin Bowler (United).....			49.50	
Twin Bowler (Universal).....		25.00	39.00	25.00
				100.00
Twin Rotation Exhibit.....	225.00	225.00		
Twin Rotation (United).....				
Twin Shuffle Alley Rebound (Universal).....	49.50	49.50	49.50	49.50
Twin Shuffle Alley Rebound (United).....	95.00	115.00	75.00	125.00
	145.00	129.50w/p	115.00	145.00
		145.00		
Twin Shufflecade, 2 player (United).....			79.00	
Twin Shuffle-Cade (United).....	150.00		150.00	150.00
Two Player (United).....	75.00		100.00	110.00

American Cig Use Booming Thru Europe

NEW YORK, July 25.—American cigarette sales in Europe are at an all-time high and are steadily increasing, according to Lewis Gruber, sales director and vice-president of the P. Lorillard Company, who just returned from an extensive tour of Europe.

The progress in foreign countries with U. S. brands has been made, he said, despite currency restrictions, high prices set by government tobacco monopolies, competition from both domestic and other imported brands, limitations on promotion and advertising, and from dollar shortages.

Gruber explained that with thousands of their customers going abroad each year, American tobacco companies now find it more important than ever to keep fully informed about European conditions, if only in pure self-interest. If one company fails to keep the European market supplied, it stands a chance of losing tourist-customers to another, and accessible, American brand.

Attend Congress

During his European trip, Gruber attended the Second International Congress of Food Distribution at Ostend, Belgium, where he discussed American cigarette merchandising methods. Belgium was the leading European importer of American-made vendors the first four months this year, according to U. S. Department of Commerce figures (The Billboard, July 25).

Gruber said that cigarette sales generally are increasing throughout Europe. The high prices there for U. S. brands—57 to 60 cents a pack—have permitted the black market to continue, since cigarettes from clandestine sources sell for about 20 cents per pack less than the official monopoly-set prices mentioned above.

The government tobacco monopoly in France, Italy, Spain, North Africa and Sweden forces sales thru licensed tobacconists, and in no country, as yet, can cigarettes be picked up conveniently by the housewife from a display rack in a grocery store, as in the U. S. Tobacconists also sell chewing gum and lottery tickets in France, and several other European countries, in addition to cigarettes and other tobacco products.

In Belgium, Gruber said, the average tobacconist carries up to 200 or more brands and sizes. In Switzerland, the number runs up to 600. Fortunately, American vending operators and retail outlets are not faced with the problem of offering such a high number of brands and sizes.

Wyo. Bottler Bows Flat-Top Can Line

SHERIDAN, Wyo., July 25.—Sheridan Brewing Company here, which owns the local Coca-Cola bottling company and also bottles Seven-Up, introduced a line of flat-top canned soft drinks this week.

The new line of beverages, unlike those in the previously introduced crown top can using standard bottle caps, requires the use of an opening device.

The Sheridan line of canned soft drinks was introduced in the 12-ounce size. The 6-ounce size may be added later, it was indicated.

Tex. Firm Readies New Cola Drink

ALAMO, Tex., July 25.—"Texacola," a new cola flavor beverage has been announced by the Texacola Company. It will be introduced during the coming tourist season in the Lower Rio Grand Valley.

Ray Babcock, chief formulator for the company, stated that the drink has a new ingredient known as a "flavor sensitizer." He added that associate bottlers will be franchised and that warehouses for the sirup will be established across the country.

Chi Candy Club Picnic

CHICAGO, July 25.—The Chicago Candy Club has set Sunday, August 30, for this year's annual picnic. It will be held in Cary, Ill., at the Fox River Picnic Grove.

The Time Has Come to
THINK CONVENTION
TALK CONVENTION
PLAN TO ATTEND
N. A. B. V.
CONVENTION
in Chicago
at the CONGRESS HOTEL
August 22-23, 1953

By all means, please come. When you arrive—SEE EPPY FIRST. Make a bee-line call on us.

SEE—TEN BRAND NEW GIMMICKS
SEE—Our NEW CHARM SERIES #3 (Amazing New Series—lowest prices)
SEE—Our NEW ROCKET RINGS
HEAR—about 5c ALL-CHARM VENDING
HEAR—about 5c ROCKET VENDING
We have THE MOST & THE BEST of NEW CHARMS & GIMMICKS

That's why MOST DISTRIBUTORS and OPERATORS SEE EPPY FIRST at the Convention.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 3, New York

SCHOENBACH STAMP VENDORS Folder Type



ATTRACTIVE OUTSTANDING
Built to last for years. Perfect slug detection mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$22.50 ea.
3 Col. Vendor \$32.50 ea.

STAMP FOLDERS Very Low Prices

1/3 With Order, Balance C.O.D.

J. SCHOENBACH
Distributors of Advance Vending Machines.
1447 Bedford Ave., Brooklyn 25, N. Y.

IN STOCK VICTOR'S



New Deluxe Model
BABY GRAND CHICLE TREATS VENDOR

ORDER TODAY
VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa.
Phone: LOcut 7-1448

SPECIAL!

* Whole Cashews, 450 count, 30 lb. 62c
* Jordan Almonds, 600 count, 30 lb. 82c
* Virginia Peanuts, 30 lb. 32c
* Spanish Peanuts, 30 lb. 26c
Pistachio Nuts, Ball Gum, Adams & Wrigley's Gum, Chiclé Treats, Chloro Treats. Everything for the Operator at lowest market price at time of shipping. 1/3 deposit, bal. C.O.D., F.O.B. Boston.

CHAMPION NUT CO.
1194 Tremont St. Boston 20, Mass.

20 BRAND NEW 5c Hot Nut Machines

Slug proof. White enamel \$12.50 Each finish, 4-lb. capacity.
Terms: 1/3 deposit, balance sight draft.
Seacoast Distributors
1200 North Ave. Elizabeth, N. J.

THE BILLBOARD Index of 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 July 18	Issue of July 18	Issue of July 11	Issue of July 4
ABC (United).....	\$50.00 95.00(2) 150.00	\$50.00 85.00 95.00(2) 125.00	\$95.00(2) 150.00	95.00(2) 150.00
Across-the-Board (United).....	225.00	225.00	225.00	225.00
Ali Baba (Gottlieb).....	34.50	34.50	34.50	34.50
Alice in Wonderland (Gottlieb).....	49.50	49.50	49.50	49.50
All Star Basketball (Gottlieb).....	125.00 145.00	145.00	145.00(2)	145.00
Aquacade (United).....	39.00 39.50 59.50	20.00 39.00 39.50 59.50	25.00 39.00 39.50 59.50	39.00 39.50 59.50
Atlantic City (Bally).....	240.00 250.00 270.00 280.00 295.00(2) 300.00 310.00 350.00(2)	275.00 280.00 289.50 295.00(2) 300.00(2) 325.00(2)	289.50 295.00 299.50 300.00(2) 309.50 345.00 350.00(2)	289.50 294.50 299.50 300.00(2) 309.50 345.00 350.00
Baby Face (United).....	49.50	49.50	49.50	49.50
Ballerina (Bally).....	49.50	49.50	49.50	49.50
Bank-a-Ball (Gottlieb).....	85.00	85.00	85.00	85.00
Barnacle Bill (Gottlieb).....	34.50	34.50	34.50	34.50
Basketball Champ (Chicago Coin).....	195.00 250.00	195.00 250.00	195.00 250.00	175.00 195.00 250.00
Bat-A-Ball Jr.....				19.50
Bat-a-Score (Evans).....	165.00 275.00	165.00 275.00	275.00	275.00
Batting Practice.....	89.50	89.50	89.50	89.50
Beach Club (Bally).....	465.00	465.00 500.00	495.00	495.00
Beauty (Bally).....	365.00 375.00 395.00 425.00(2) 435.00 450.00 460.00 475.00(2)	395.00 425.00(2) 435.00 450.00(4) 475.00	399.50 425.00 450.00(3) 475.00(2) 485.00 495.00	399.50 409.50 450.00(3) 475.00 485.00(2) 495.00
Be Bop (Exhibit).....	65.00 84.50	65.00 84.50	65.00 84.50	65.00 84.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Big Hit (Exhibit).....			149.50	
Big Top (Genco).....	54.50 64.50	20.00 54.50 64.50	54.50 64.50	54.50 64.50
Black Gold (Genco).....	59.50(2) 125.00	59.50(2) 125.00 129.50	59.50(2) 135.00 150.00	59.50(2) 144.50 150.00
Boiero (United).....	150.00(2) 195.00	150.00(2) 165.00 195.00	165.00 195.00	175.00(2) 195.00
Boston (Williams).....	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb).....	35.00 74.50	74.50	50.00 74.50	50.00 74.50
Bright Lights (Bally).....	125.00(2) 135.00 139.50 145.00 150.00 175.00 195.00(2)	125.00(2) 139.50 150.00(2) 175.00 195.00(2)	145.00 150.00(2) 175.00 185.00 190.00	130.00 135.00 150.00(2) 175.00(2) 190.00(2) 195.00(2)
Bright Spot (Bally).....	175.00 210.00 225.00(2) 245.00(2)	175.00(2) 199.50 225.00(2) 235.00 245.00(2)	199.50 200.00 225.00 235.00 245.00(2) 250.00(2) 290.00	199.50 225.00 245.00 250.00(3) 275.00(2) 290.00
Buccaneer (Gottlieb).....	34.50 59.50	34.50 59.50	34.50 59.50	34.50 59.50
Buffalo Bill (Gottlieb).....	74.50	74.50	74.50	74.50
Build Up (Exhibit).....		20.00		
Buttons & Bows (Gottlieb).....	69.50	35.00 69.50	69.50	35.00 69.50
Cabana (United).....	425.00 495.00	425.00 434.50 495.00	495.00	495.00
Campus (Exhibit).....	84.50	84.50	84.50	84.50
Canasta (Genco).....	89.50	35.00 89.50	89.50	35.00 89.50
Caravan.....		169.50		
Carolina (United).....	39.00	39.00	34.50 39.00	34.50 39.00
Carnival (Bally).....	49.50	35.00 49.50	49.50	35.00 49.50
Catalina (Chicago Coin).....	35.00	35.00	35.00	35.00
Champion (Bally).....	40.00 89.50	40.00 75.00 89.50	40.00 45.00 89.50	39.50 40.00 45.00 89.50
Champion (Chicago Coin).....	40.00 64.00	40.00	40.00 59.50	40.00 65.00
Chinatown (Gottlieb).....	145.00 190.00 195.00	175.00 185.00 190.00	190.00	190.00(2)
Cinderella (Gottlieb).....	29.50	20.00 29.50	29.50	29.50
Circus (Exhibit).....	30.00	30.00		
Circus (United).....	250.00 275.00 295.00	250.00 295.00	250.00 295.00	350.00
Citation (Bally).....	30.00 79.50	30.00 55.00 79.50	30.00 79.50	30.00 79.50
College Daze (Gottlieb).....	89.50	60.00 89.50 175.00(3)	50.00 89.50 185.00 200.00	89.50 195.00 199.50 200.00(2)
Coney Island (Bally).....	170.00 175.00 195.00 200.00 210.00 225.00 239.50 240.00 245.00(2)	179.50 189.50 200.00(2) 225.00 239.50 240.00 245.00(2)	214.00 225.00 235.00 240.00 245.00(2) 250.00(2)	214.50 240.00 245.00 250.00(2) 275.00(2)
Control Tower (Williams).....	119.50	85.00 119.50	119.50	119.50
Coronation (Gottlieb).....	185.00	210.00	195.00 205.00	200.00 205.00
Cross Roads.....	155.00 175.00	175.00(2)	149.50 165.00 175.00	149.50 175.00(2)
Cyclone (Gottlieb).....	145.00 159.50	159.50	145.00 159.50	140.00 159.50
Dallas (Williams).....	44.50 69.50	44.50 69.50	44.50 69.50	44.50 69.50
De-Icer (Williams).....	99.50	99.50	99.50	99.50
Dew-Wa-Ditty (Williams).....	34.50 49.50	20.00 34.50 49.50	34.50 49.50	34.50 49.50
Disc Jockey.....	150.00 195.00	200.00 140.00	195.00 159.50	95.00
Domino (Williams).....		45.00 95.00	75.00	95.00
Double Action (Genco).....	95.00	49.50 65.00	49.50 65.00	49.50 60.00 65.00 89.50
Double Feature.....		49.50 65.00	49.50 65.00	49.50 60.00 65.00 89.50
Double Shuffle (Gottlieb).....	49.50 65.00	89.50	69.00 89.50	
Dreamy (Williams).....	69.00 89.50			
Eight Ball.....		100.00		
El Paso (Williams).....	39.50 59.50	20.00 39.50 59.50	39.50 59.50	39.50 59.50
Five Star (Universal).....	85.00	59.50 75.00 85.00 99.50	74.50 85.00	74.50 85.00
Flip Skill.....	69.50	69.50	69.50	44.50 49.50
Floating Power (Genco).....	44.50 49.50	44.00 49.50	44.50 49.50	210.00 49.50
Flying High (Gottlieb).....	195.00	195.00 225.00	49.50 50.00	145.00 150.00 195.00(3) 225.00
Football (Chicago Coin).....	300.00 140.00	100.00 150.00	145.00 150.00	145.00 150.00
400 (Genco).....	195.00 225.00	195.00 225.00	225.00	225.00
Four Corners (Williams).....	150.00 165.00	190.00 195.00		
Four Horsemen (Gottlieb).....	195.00	129.50	129.50	59.50 129.50
Four Stars (Gottlieb).....	135.00	149.50		55.00
Freshie (Williams).....				

Coinmen You Know

Continued from page 77

Detroit

Max Lipin, who heads Allied Music Sales Company, coin machine distributors, has taken over distribution for the Laundry Queen automatic washers and other equipment in Eastern Michigan and Northern Ohio. Joseph Siwak and Harry Bloomfield have been added as partners in the Kiddie Rides Company, founded by Joseph Kanterman. Siwak is proprietor of Joe's Coin Machines. Carl Angott, head of Angott Distributing Company, was host to local operators and others in the music field Tuesday, when Pee Wee Hunt, Capitol Records star, whose new hit "Oh" is zooming here, was guest artist. A buffet luncheon was served. Hunt has been appearing at the Crest Lounge.

Hartford

Abe Fish, president of the Connecticut State Coin Association and owner of General Amusement Games of Hartford, is expected back at his office on a full-time basis by early September. He's been recuperating slowly after surgery at Mount Sinai Hospital by taking short trips.

Act on 2 Coin Bills

FRANKLIN, N. H., July 25.—Action was taken on two coin machine bills introduced at a City Council meeting here. An ordinance requiring the licensing of pinball machines was given a second reading. An objection by one member of the council delayed the bill's third reading and passage. Another ordinance outlawing bell machines was tabled, having received its first and second reading. Solicitor Thompson pointed out that a State law, covering that issue, was passed and signed by the governor. The new law provides penalties of \$20-\$500 fine and one year in prison.

Abe presided at a July 23 gathering of CSCA officers and delegates at the White Cedar Steak House, Hartford.

Paul Rechtshafer, of Reliable Coin and public relations chairman of the CSCA, is back from a vacation trip thru up-State New York. Jim Tolisano, of Superior Music, and honorary president of CSCA, is planning a late August vacation along the Connecticut shore.

Norman Batchelder, of Reliable Coin, is back from a brief vacation in the Connecticut countryside. Ralph Colucci, of Seaboard Distributors, was a New York business visitor.

Marvin Ginsburg, of Seaboard Distributors, took a dip in Long Island Sound at Ocean Beach Park, New London. He came back to his office following a week-end trip looking well-tanned and rested.

Milwaukee

With the Wurlitzer factory strike still on, business was grinding to a slow halt at the United, Inc., headquarters on Vliet Street. Harry Jacobs Jr., took advantage of the lull to go up north to Minocqua for a vacation. Meanwhile Harry Jacobs Sr., is keeping a watchful eye on the business.

Joe Beck, head man at the Mitchell Novelty Company, voices the opinion that part of the lack of action on the coin machine front can be attributed to the Braves baseball team. "Nobody plays the juke boxes in the barrooms when the games are being broadcast," he moaned.

New York

Perry Wachtel, head of DePerri Advertising, left Wednesday (22) for a short vacation trip to Vermont.

BETTER BUY from BANNER

Shuffle Alleys! FIVE BALLS? KIDDIE RIDES?

YOU NAME IT— WE HAVE IT! PRICE? VERY ATTRACTIVE INDEED!

Write—Wire—Phone BANNER SPECIALTY COMPANY

Endorsing Only the Best Home Office 199 W. Girard Ave., Phila. 23, Pa. Branch 1508 Fifth Ave., Pittsburgh 19, Pa.

READY FOR LOCATIONS

Genco Silver Chest (New) WRITE Genco Golden Nuggets (New) \$225

Frolic \$300 Palm Beaches 300 Spot Lites 150 United Cabanas 400 United Boleros 100

1/2 Deposit, Balance C.O.D. Marmer Dist. Co. 300 W. Court St., Cincinnati 2, Ohio Phone DUbar 5152

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 (Minimum \$3) Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light. Per word\$.20 3 or more CONSECUTIVE or 26 insertions, per word18 52 CONSECUTIVE insertions, per word16 Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

DISPLAY CLASSIFIED (Minimum \$4) Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more. Per agate line\$1.00 3 or more CONSECUTIVE or 26 insertions, per agate line95 52 CONSECUTIVE insertions, per agate line90 1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Agents, Distributors

Open territories available for experienced venter salesmen; leading manufacturer of coin-operated radios and TV will appoint commission salesmen who have proven background in \$20,000 to \$30,000 income bracket; write, wire or phone: Hotel Radio Mfrs., Inc., 1040 W. Fort St., Detroit, Mich.

Business Opportunities

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.

Help Wanted

Mechanic Wanted—Must be thoroughly experienced on all types of coin-operated machines, including Seeburg 100s, Wurlitzer 1500s, Amplifiers, etc.; no drinkers or drifters; state qualifications and references in letter. A.M.I. Distributing Co., 540 S. Division, Grand Rapids, Mich.

Parts, Supplies & Services

CHALLENGER HOT NUT OPERATORS Don't let broken jars eat up your profits. Our break-resistant glass jars solve your problem, improve your machines. SADLER, 651 Arbor Rd., Cheltenham, Pa.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Vendo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448

We will move your coin machines anywhere, anytime; ask about our low rates. Arcadia Movers, 4357 N. Drake, Chicago, Ill. Irving 8-6101.

500 TOP VENDING PLATES FOR 2 MACHINES

60¢ each F.O.B. Mohawk Vending, 462 Fourth Ave., Elizabeth, New Jersey.

Positions Wanted

Air Force officer reverting to civilian status desirous of selling job with distributor or manufacturer; 5 years' selling and managing experience with leading distributor; excellent references Box 643, The Billboard, Chicago 1, Ill.

Routes for Sale

For Sale—Complete route, game machines, amusement devices and music boxes; highly profitable income; located in Northern Arizona; priced low for quick sale. Phone or write David A. Foil Jr., Box 216, Show Low Ariz.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postal, 2952 Milwaukee Ave., Chicago Ill.

Cigarette Machines, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Free Gum Vendors, almost all makes, like new; buy contents only. R. Westmoreland, Box 1016, Jackson, Tenn.

For Sale—5 Shuffle Targets, 5 Shuffle Liners, 5 Skee Alleys, make us an offer. Birmingham Vending Co., 540 Second Ave., No., Birmingham, Ala.

For Sale—7 Panorams, \$150 ea.; 1 Shoot-the-Bear, \$100. Write Richard Silver, Box 1470, Leesville, La.

For Sale—25 used Mercury Counter Grip Scales, like new, \$22.50 ea. C. H. Hess, Box 726, Conway, Ark.

Mercury Grippers, like new, \$24.95; Kicker-Catcher, \$19.95; Basketball Game, \$24.95; Fortune Teller, \$24.95; Dale Exhibit Pistols, \$65; Fist Striker, \$75. 1/2 deposit. Dixie Machine Sales, 4026 Gulf St., Houston, Tex.

Mutoscope Photomat, real money maker, four months old; replacement cost, \$2150; will sell on top location for \$1500. Gray Scale Co., 921 145th St., East Chicago, Ind.

Sacrifice 5 King Candy Bar, \$49.75 ea.; 3 Hot Nut, \$19.75 ea.; 2 Hunter Gum, \$29.75 ea.; all like new. Parrish, 2526 Franklin Rd., Nashville, Tenn.

Special Close-Outs—Late model ABT Challenger, \$17.50; latest model electric ABT Challenger, \$35; 1 Mercury Athletic Scale, wrist, grip and lift, \$57.50; 3 two-column 25¢ Advance Cigarette Vendors, \$27.50; Advance Ball Gum and Peanut Machines, close-outs, \$7.50; Gottlieb 3-Way Grippers, \$17.50; 1 col. 25¢ Advance Cigarette Vendor, brand new, \$17.50; 2-col. new, \$35. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky.

Two Silver King Hot Coffee Vendors; used one month cheap. Hazel Soare, 160 S. Jackson St., Denver, Colo.

20 Silver King Jr. filled with tummy tabs and chlorophyll pellets, some used three months, some like new, \$100 for all. F. H. Terral, 3336 Youree Dr., Shreveport, La.

30 Silver King 5¢ Nut Vendors, good condition, \$5 ea.; 1/2 deposit on C.O.D. orders. Sam Berliner, 139 E. 57th St., Savannah, Ga.



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GENCO SKY GUNNER
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SEEBURG SHOOT THE BEAR \$225
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CHI COIN BAS-KETBALL CHAMP 195
CHICOIN MIDGET SKEEBALL 185
EX. SIX SHOOTER 173
EX. GUN PATROL 175
CHI COIN 4 PLAYER DERBY 155
TELEQUIZ 165
CHICKEN SAM RIFLE RANGE 185
RAY GUN 105
CHI COIN GOALEE 95
UN. TEAM HOCKEY 85
EXHIBIT DALE GUN 65
WMS QUARTER-BACK 65
MERCURY 12-WAY GRIP 79

CONVERSIONS

CLOSEOUT!
New Match Score Conversions for Shuffle Games.
United LITE A SCORE Orig. \$57.50 **\$37.50**
New King's MATCH THE WHEEL Orig. \$55.00. **\$35.00**

IT PAYS TO BUY THE BEST!

GENUINE SUPER DELUXE FORMICA TOPS
Absolutely highest quality! Instructions, gaffer and strike zones silk screened during manufacturing process. Available for United 2, 4, 5, & 6 Players; Keeney, Chicago Coin and Universal games. Complete with cement. 8" & 9" sizes. **\$17.50**

Ajax Moves To New Site

NEWARK, N. J., July 25.—Ajax Distributing Company, headed by Al Cohen, has acquired the space formerly held by Runyon Sales, at 123 West Runyon Street, and began moving to the new quarters on Saturday (18).

The acquisition, with its 5,000 square feet of floor space, gives the Ajax organization approximately three times the space it formerly held in its previous site.

The firm, which handles both new and used equipment of all types, has set up a new export department at the new location, which is completely air conditioned.

Cohen announced that a formal opening will be held on Monday, September 14. At that time, he expects to have acquired several new lines in addition to the wide range of coin-operated equipment currently handled by the firm. Cohen said that the new quarters would enable his firm to finalize its long-proposed expansion plan.

New Lyons Unit Has Nickel Slots

NEW YORK, July 25.—A story in the July 11 issue of The Billboard described the new Lyon 1400-F cup vender as having three dime coin mechanisms. The unit has three nickel coin mechanisms. Also, the electric heart unit in the vender does not contain a light panel for repair diagnosis. This panel is used on a testing device.

Game Ops Find

Continued from page 70

his summer business if he could find more dependable routemen in the resort country, he said. This would cut down the long service jumps, he said, which run up the overhead. Schroeder also finds that the resort places have a pretty rapid turnover in ownership and this poses a problem since there is always a scramble by operators for these places each spring.

Despite the efforts of Jacomet, Schroeder and others to build resort business, there is a general reluctance among Milwaukee firms to spread their operations. The result is that many coinmen working out of Waukesha, Burlington, Kenosha, Pewaukee and even some from Northern Illinois have many of the profitable summer locations.

	Issue of July 25	Issue of July 18	Issue of July 11	Issue of July 4
Frotic (Bally).....	150.00 275.00	285.00 290.00	285.00 325.00	319.00 324.50
	285.00	295.00 299.50	335.00(2)	325.00(2)
	295.00(2)	325.00(3)	350.00(2)	350.00(2)
	315.00	335.00(3)	350.00(2)	355.00 360.00
	335.00(2)	350.00		365.00(2)
				375.00
Futurity (Bally).....	\$140.00 175.00	\$145.00 175.00	\$175.00 199.50	\$175.00 199.50
	220.00 235.00	220.00 235.00	225.00 235.00	220.00 235.00
Georgia (Williams).....	99.50	99.50	99.50	99.50
Gizmo (Williams).....	35.00	20.00 35.00	35.00	35.00
Glamour (Bally).....	159.50	159.50	159.50	159.50
Globe Trotter (Gottlieb).....	145.00	145.00	145.00	129.50 145.00
Gold Cup (Bally).....	59.50	45.00 59.50	59.50	59.50
Golden Gloves (Chicago Coin).....			30.00	75.00
Gold Mine.....		20.00		
Golden Nugget (Genco).....	175.00 225.00	250.00	200.00 250.00	235.00 250.00
	250.00	250.00(2)	295.00	335.00
Grand Award (Chicago Coin).....	35.00	35.00	35.00	35.00
Handicap.....		200.00		
Happy Days.....	175.00			
Happy Go Lucky (Gottlieb).....	159.50	159.50	159.50	159.50
Harvest Time (Genco).....	65.00	65.00	65.00	65.00
Harvey.....				109.50
Hayburner (Williams).....	75.00 85.00	100.00 150.00	75.00	75.00
Hit-a-Homer.....	20.00 24.50	20.00 24.50	20.00 24.50	20.00
Hit and Run (Genco).....				20.00
Hit 'N' Run (Gottlieb).....	135.00	145.00		159.50
Hit Parade (Gottlieb).....	29.50	29.50	29.50	29.50
Holiday (Chicago Coin).....	59.50	20.00 35.00	39.50 59.50	35.00 39.50
		59.50		59.50
Holiday (Keeney).....	195.00	225.00	195.00 225.00	195.00 235.00
			259.50	259.50
Hong Kong (Williams).....	145.00 150.00	165.00 180.00	150.00	
Hopes (Genco).....				25.00
Hot Rod (Bally).....	99.50		99.50	99.50
Humpty Dumpty (Gottlieb).....	49.50	49.50	49.50	49.50
Jalopy (Williams).....	165.00	165.00	165.00	165.00
Jeanie (Exhibit).....		94.50	94.50	94.50
Jockey Special (Bally).....	54.50	45.00 54.50	54.50	54.50
Judy (Exhibit).....	94.50	94.50	94.50	94.50
Jumping Jack (Genco).....	175.00 250.00	119.50 175.00	199.50 225.00	225.00(2)
		225.00 250.00	250.00(2)	250.00(2)
			275.00(2)	275.00(2)
			59.50	59.50
Just 21 (Gottlieb).....	59.50	20.00 59.50		
King Cole (Gottlieb).....	49.50	49.50	49.50	49.50
King Pin (Chicago Coin).....	124.50 135.00	95.00 124.50	124.50 135.00	124.50 135.00
		135.00		
Knock Out (Gottlieb).....	75.00	75.00	50.00 75.00	65.00 75.00
Leader (United).....	150.00(2)	150.00(2)	169.50 269.50	269.50
		164.50		
Lite-a-Line (Keeney).....			79.50 80.00	79.50 80.00
Long Beach (Williams).....	225.00	225.00(3)	225.00	250.00
Lucky Toning (Williams).....	84.50	20.00 35.00	84.50	35.00 84.50
		84.50		
Mad Cap.....				145.00
Madison Square Garden (Gottlieb).....	95.00	85.00 95.00	95.00	95.00
Majors (Chicago Coin).....	74.50	74.50	74.50	74.50
Majors of '49 (Chicago Coin).....	45.00	45.00	45.00	45.00
Majorette.....	85.00	110.00 140.00	95.00	95.00
Mardi Gras.....	29.50	29.50	29.50	29.50 49.50
Maryland (Williams).....	49.50(2)	20.00 49.00	49.00 49.50	49.00 49.50
		49.50 84.50	84.50	84.50
			54.50	54.50
Mercury (Genco).....	125.00	125.00	125.00(2)	125.00 130.00
Mermaid.....	29.50	29.50	29.50	29.50
Merry Widow (Genco).....	149.50	95.00 215.00	25.00 149.50	79.50 125.00
Minstrel Man (Gottlieb).....		149.50		149.50
Monterrey (United).....	49.50	49.50	49.50	49.50
Moon Glow (United).....	49.50	20.00 49.50	49.50	49.50
Mystic.....		75.00		
Nevada.....		35.00		35.00
Niagara (Gottlieb).....				144.00
Nifty (Williams).....	89.50	89.50	89.50	89.50(2)
Night Owl (Williams).....	64.50 69.50	64.50 69.50	64.50 69.50	64.50 69.50
Oklahoma (United).....		169.50		
Olympics (Williams).....	34.50 45.00	34.50 45.00	34.50(2) 45.00	34.50(2) 45.00
One, Two, Three (Genco).....	49.50	49.50	49.50	49.50
Palm Beach (Bally).....	285.00 300.00	285.00 309.50	285.00 325.00	319.50
	325.00	325.00 350.00	339.50 365.00	325.00(2)
	375.00(2)	375.00(2)	375.00 385.00	349.50
				375.00(3)
				385.00 400.00
Paratrooper (Williams).....	110.00	160.00	135.00 139.50	
Photo Finish (Universal).....	39.00 40.00	39.00 40.00	39.00 40.00	39.00 40.00
Pin Bowler (Chicago Coin).....	55.00 99.50	99.50	99.50	75.00 99.50
Pinky (Williams).....		99.50	99.50	82.50 99.50
Play Poker.....				22.00
Playland (Exhibit).....	64.00 89.50	89.50	69.00 89.50	89.50
Playtime (Exhibit).....	45.00	45.00	45.00	45.00
Pop Up.....				22.00 22.50
Puddin' Head (Genco).....	39.00 39.50	39.00(2)	39.00 39.50	39.00 39.50
Punchy (Chicago Coin).....	89.50	89.50	89.50	59.50 89.50
Quarterback (Williams).....	85.00(2)	89.50	85.00(2)	89.50
Quartet (Gottlieb).....	185.00	185.00	185.00	185.00
Quon of Hearts.....	165.00 225.00	235.00	185.00	225.00
Quintette.....	200.00 243.00			
Rag Mop (Williams).....	35.00	35.00	35.00	35.00
Rainbow (Williams).....	39.00	39.00	39.00	39.00
Ramona (United).....				70.00
Red Shoes (United).....			25.00	
Robin Hood (Gottlieb).....	79.50	79.50	79.50	79.50
Rocket (Genco).....		109.50	109.50	109.50
Rockette (Gottlieb).....	49.50	20.00 49.50	49.50	49.50
Rodeo (United).....	75.00 139.50	139.50 169.50	139.50 169.50	139.50 169.50
Rice Bowl (Gottlieb).....	169.50			
St. Louis (Williams).....	44.50 69.50	20.00 35.00	44.50 69.50	35.00 44.50
		44.50 69.50		69.50
Sally (Chicago Coin).....	49.50	20.00 49.50	49.50	49.50
Samba (Exhibit).....	49.50	49.50	49.50	49.50
Saratoga.....	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
Screwball (Genco).....	34.50 35.00	34.50 35.00	34.50 35.00	34.50 35.00
	49.50	49.50	49.50	49.50
Sea Jockey (Williams).....	85.00	150.00		
Select-a-Card (Gottlieb).....	55.00	55.00	55.00	55.00
Serenade (United).....	34.50	34.50	34.50	34.50
Shantytown (Exhibit).....	85.00	85.00	85.00	85.00
Sharpshooters (Gottlieb).....	49.50 65.00	20.00 49.50	49.50 65.00	49.50 65.00
		65.00		
Shoot the Moon.....	159.50	159.50	95.00 159.50	159.50
Shoo Shoo (Williams).....	95.00 119.50	95.00 119.50	95.00 119.50	85.00 95.00
				119.50
Show Boat.....		20.00		
Show Boat (United).....	325.00 350.00	325.00 350.00	325.00 350.00	325.00 375.00
Silver Skates (Williams).....	175.00 195.00	200.00 225.00	185.00	
Skill Pool (Gottlieb).....	150.00	175.00	195.00 209.50	195.00 209.50
	195.00(2)	195.00(2)	210.00	
	209.50	209.50		
Sluggest.....	85.00	110.00 125.00		
South Pacific (Genco).....	69.00 79.50	69.00 79.50	69.00 79.50	69.00 79.50
Spark Plug (Williams).....	85.00 95.00	150.00(2)	95.00 124.50	124.50
Special Entry (Bally).....	49.50	45.00 49.50	49.50	49.50
Sportsman (Williams).....		65.00 99.50		75.00
Spot Bowler (Gottlieb).....	95.00 119.50(2)	95.00 119.50(2)	95.00 119.50(2)	95.00 119.50(2)
Spot Bowler (United).....	39.00	20.00 39.00	39.00	39.00
Stardust (United).....	140.00(2)	140.00 164.50	175.00 179.50	179.50(2)
Spot-Lite (Bally).....	150.00 175.00	169.50	180.00 190.00	180.00 200.00
	195.00(2)	175.00(3)	195.00 225.00	225.00(2)
	210.00 225.00	180.00 195.00	235.00	235.00 250.00
	235.00(2)	225.00(2)	250.00(3)	265.00
	239.50	235.00(2)	275.00	275.00(2)
		239.50 275.00		

SHUFFLE GAMES

NEW
Chi Coin CROWN BOWLER..... 325
Chi Coin 10TH FRAME TRIPLE SCORE BOWLER..... 325
Chi Coin GOLD CUP BOWLER..... 325

KEENEY
"First-Conditioned"
SIX PLAYER..... \$249
SUPER DELUXE LEAGUE BOWLER..... 255
DELUXE LEAGUE BOWLER..... 225
LEAGUE BOWLER..... 115

UNITED
STAR 4 PLAYER..... \$375
SUPER 4 PLAYER..... 325
OFFICIAL S.A. DELUXE SIX PLAYER..... 235
SIX PLAYER..... 195
FIVE PLAYER..... 175
SKEE ALLEY..... 75

CHICAGO COIN
SIX PLAYER..... \$350
TROPHY BOWL..... 75

UNIVERSAL
HIGH SCORE BOWLER..... \$95

BALLY
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BRIGHT SPOT..... 245
CONEY ISLAND..... 245
BRIGHT LIGHTS..... 195

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SHOWBOAT..... \$325
BOLERO..... 175
A.B.C..... 95

GENCO
JUMPING JACKS..... \$350
GOLDEN NUGGET..... 250

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Uneda Electric Cigarette Machine, 3 Col. \$125
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Candy King (Wall Mod.) 20

All types vendors available. Write for information. State your requirements.

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New Match Score Conversions for Shuffle Games.
United LITE A SCORE Orig. \$57.50 **\$37.50**
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	Issue of July 25	Issue of July 18	Issue of July 11	Issue of July 4
Starline	185.00	185.00	210.00	210.00
Stars (United).....	210.00(2)	210.00(2)	210.00	199.50
	275.00	275.00	275.00	250.00(2)
Stop and Go (Genco).....				275.00
Summer Time (Gottlieb).....	34.50	20.00	34.50	34.50
Sunshine Park (Bally).....	240.00	225.00	49.50	49.50
Super Hockey.....	59.50	59.50	59.50	195.00
Swear World Series (Williams).....	225.00	125.00	225.00	225.00
Sweepsstakes (Williams).....	195.00	195.00	195.00	195.00
Sweetheart (Williams).....	89.50	55.00	89.50	89.50
Tampico (United).....	64.50	79.50	64.50	79.50
Telecard (Gottlieb).....	49.50	49.00	69.50	49.00
Tennessee (Williams).....	29.50	49.50	29.50	49.50
Texas Leaguer (Keeney).....	39.50	50.00	39.50	50.00
	69.50	69.50	69.50	59.50
Thing (Chicago Coin).....	45.00	89.50	45.00	89.50
		89.50	89.50	89.50
Three Feathers (Genco).....	64.50(2)	64.50(2)	64.50(2)	64.50(2)
Three Musketeers (Gottlieb).....				54.50
3-4-5 (United).....		64.50		69.50
Thrill (Chicago Coin).....	29.50	35.00	29.50	35.00
Times Square.....	225.00	185.00	29.50	35.00
Torpedo (Bally).....	100.00		29.50	35.00
Totalizer.....				25.00
Trade Winds (Genco).....	29.50	29.50	29.50	29.50
Trinidad (Chicago Coin).....	35.00	35.00	35.00	35.00
Triplets (Gottlieb).....	65.00	95.00(2)	95.00(2)	109.50
		109.50	95.00(2)	109.50
Tri-Score (Genco).....	69.00	89.50	69.00	89.50
		89.50	89.50	89.50
Tumbleweed (Exhibit).....	65.00	74.50	65.00	74.50
			65.00	69.50
Turf King (Bally).....	40.00	50.00	40.00	50.00
	75.00	85.00	75.00(3)	85.00
	149.50	149.50	149.50	149.50
Tucson (Williams).....	44.50	44.50	44.50	44.50
Twenty Grand.....	160.00	175.00	195.00	195.00
Utah (United).....	59.00	84.50	59.50	84.50
			59.00	84.50
Virginia (Williams).....	49.50	20.00	49.50	49.50
Whirl-A-Ball.....				22.50
Whiz Kid (Chicago Coin).....	149.50	149.50	149.50	149.50
Wild West (Gottlieb).....	169.50	169.50	169.50	169.50
Winner (Universal Industries).....	25.00	49.00	25.00	49.00
	60.00	99.50	49.00	55.00
		60.00	99.00	50.00
		99.50	99.50	99.50
Wisconsin (United).....	34.50	15.00	20.00	34.50
		34.50	34.50	34.50
Yanks (Williams).....	49.50	20.00	49.50	49.50
Zingo (United).....	125.00	125.00	175.00	125.00
		175.00	175.00	175.00

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Golden Nugget .. \$175.00	Futurity .. \$150.00
Genco 400 .. 140.00	Sunshine Park .. 245.00
Atlantic .. 275.00	May .. 90.00
City .. 270.00	Burners .. 90.00
Spot Lite .. 150.00	Jumping Jack .. 145.00
Bright Lights .. 135.00	Heavy Hitter .. 35.00
Bally Beauty .. 425.00	Stardust .. 15.00
Coney Island .. 170.00	Saratoga .. 35.00
Freic .. 275.00	Banjo .. 18.00
Turf King .. 30.00	Arizona .. 35.00

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Atlantic City ..	\$275.00
Frolics ..	275.00
Spot Lite ..	195.00
United Leader ..	175.00
United Stars ..	225.00
Twin Rotation ..	195.00
Coney Islands ..	175.00
Keeney's Super Deluxe League Bowler (4 Player) ..	225.00
Keeney Conversions for Long Board ..	175.00

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CONY ISLANDS* ..	\$225.00
HOLIDAYS ..	195.00
GENCO 400's (see below) ..	225.00

The Genco 400's now perfected by us—better than Gold Nuggett, Silver Chest or latest Bingos. You use three weeks, if not satisfied return them to us. We refund full purchase price.
1/3 Deposit, Balance C.O.D.
W. E. KEENEY MFG. CO.
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Tel.: Hem 4-3844

COMPLETELY RECONDITIONED MACHINES
GUYS-DOLLS (new) .. WRITE
GRAND SLAM .. \$205
HAPPY DAYS .. 185
GLOBE TROTTER .. 135
FOUR CORNERS .. 155
SHOOT THE BEAR .. 185
HOT RODS .. 49
Choice of ST. LOUIS, SELECT-A-CARD, JACK & JILL, TRI-SCORE or CAR-NIVAL, \$25 Ea.
COIN MACHINE SERVICE
1101 N. 10th St. Quincy, Ill.

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Marvel Score (15-21 pts.)

\$95.00 each

Terms: 1/2 dep., bal. C.O.D.
or S.D.

Canadian Cig Route Booming

Continued from page 80

establish offices in all major cities of the country.

Fast Growth

For eight years Bailey watched the vending machine business in the U. S. grow. He realized the potentialities of the business. But all the time he was waiting for the right moment to enter the Canadian field. Six months ago his company bought out a route of 50 Vend-O-Matic cigarette machines made in Canada. Today they have 300.

Knowles has machines in Hamilton, St. Catharines, Toronto and Ottawa. Locations include restaurants, industrial spots, gasoline service stations, bars and taverns.

While the Kay Bee company has entered only the gum and cigarette vending fields, with candy installations coming up, they intend to expand further to include in-plant feeding. They have designed their own machines for this plan, using the innards of Rowe company machines.

Indicative of the growing importance of the automatic sales of the Knowles Bailey company is the fact that 20 per cent of their sales are vended, as compared with six months ago when it was nil. Although they are jobbers, they are also their own operators. In some spots they will sub-contract.

33-Cent Price

Canadian cigarettes for the most part sell for 33 cents. With the pennies thus made available, the Knowles Bailey company doesn't miss a trick, for beside their cigarette machines they tie in penny gum machines.

Kay Bee is now planning to bring on the market a completely redesigned mechanism to fit Canadian packs of cigarettes. Canadians prefer the flats as against the American style of pouch cigarettes. The new machine will hold 600 packs, and stand on a base of 27 1/2 inches

by 11 1/4 inches.

Every driver with the company is a salesman. He is the point of contact with the location-owner. The man who sold the location is secondary in Bailey's opinion.

License Fees

Licenses for the machines in Toronto cost \$25 a year, and these are paid for by the location owner. In other cities of the provinces, the licenses are only \$5 a year.

In selling the machines, there is no attempt by the Kay Bee company to state the machines will give greater income, but rather will supplement the location's income. They cut down pilferage, cut out the necessity for bookkeeping and cut out the worry about fresh stock.

Often when a machine is placed on location, it has been found that sales drop about a third. After while sales pick up. "But if the location-owner allows us to place the machine where we think it should go, he will find little or no drop," according to Bailey.

Plans New Building

Plans are underway for a new building, especially designed for "our entry into vending business." This building is to be located about a block from the firm's present location and will have 15,000 square feet.

Associated with Knowles Bailey in his automatic merchandising business are his son, Howard, and Alex Miller. Miller is a veteran in the Canadian coin-machine business.

Philly Readies

Continued from page 80

as prizes. In other cases, charms are on view in a ball gum machine, according to Leary, and "are used to entice the small fry into spending more pennies."

The city solicitor's opinion was submitted to First Assistant District Attorney Michael Von Moschzisker.

At a conference between Leary and Von Moschzisker it was agreed that any storekeeper who keeps such machines on his premises is violating a State law.

Raids on similar devices were made in November, 1951, by Inspector George J. Kronbar. Eighty-four machines were confiscated after parents were said to have registered similar complaints.

PM Sales

Continued from page 80

of \$77,357,000, compared to last year's figure of \$78,655,000. However earnings were \$3,322,251 or \$1.23 per share, compared to \$2,716,318 and \$.98 last year.

McComas spoke of the growth of the filter-tip market and said that Philip Morris research laboratories were directing a substantial part of their efforts in that direction (see separate story).



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NOW for the FIRST TIME, at Operator's Option, Hi-Speed Bowler is easily adjustable to Play 5 or 10 Frames!

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● 5th and 10th Frame Score TRIPLE Feature!

● Player in 10th Frame Can Add up to 270 Points to Total Score!



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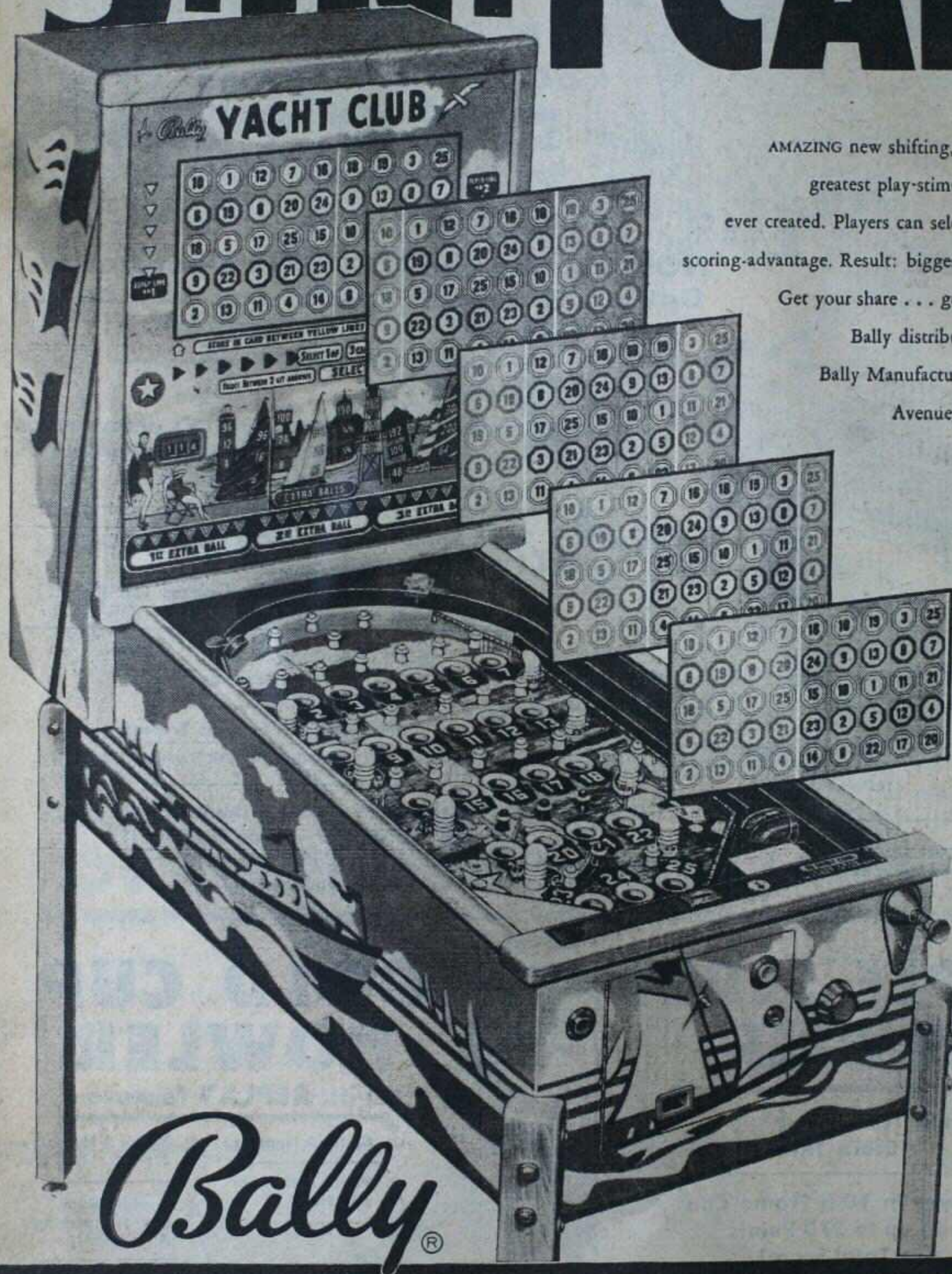
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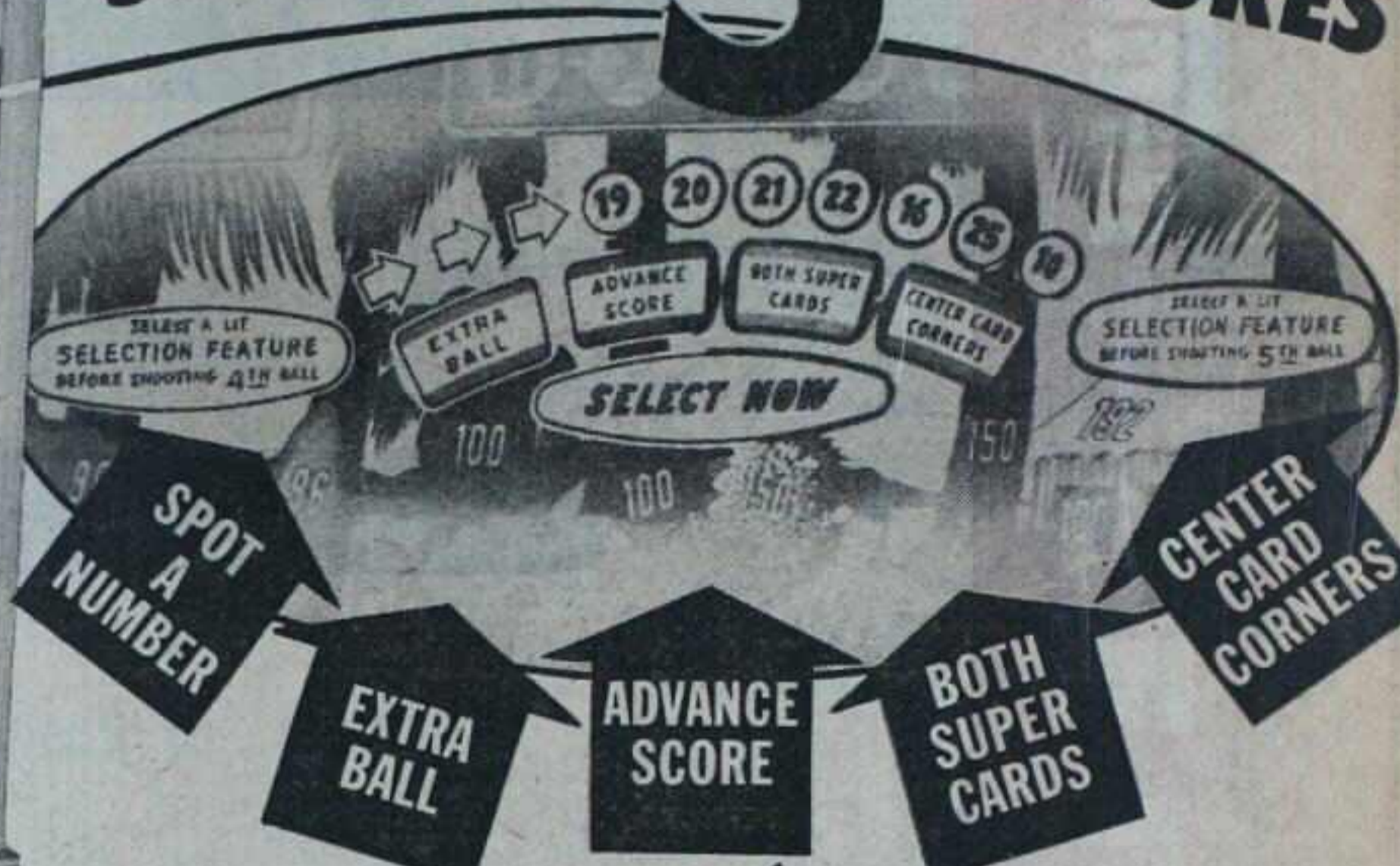
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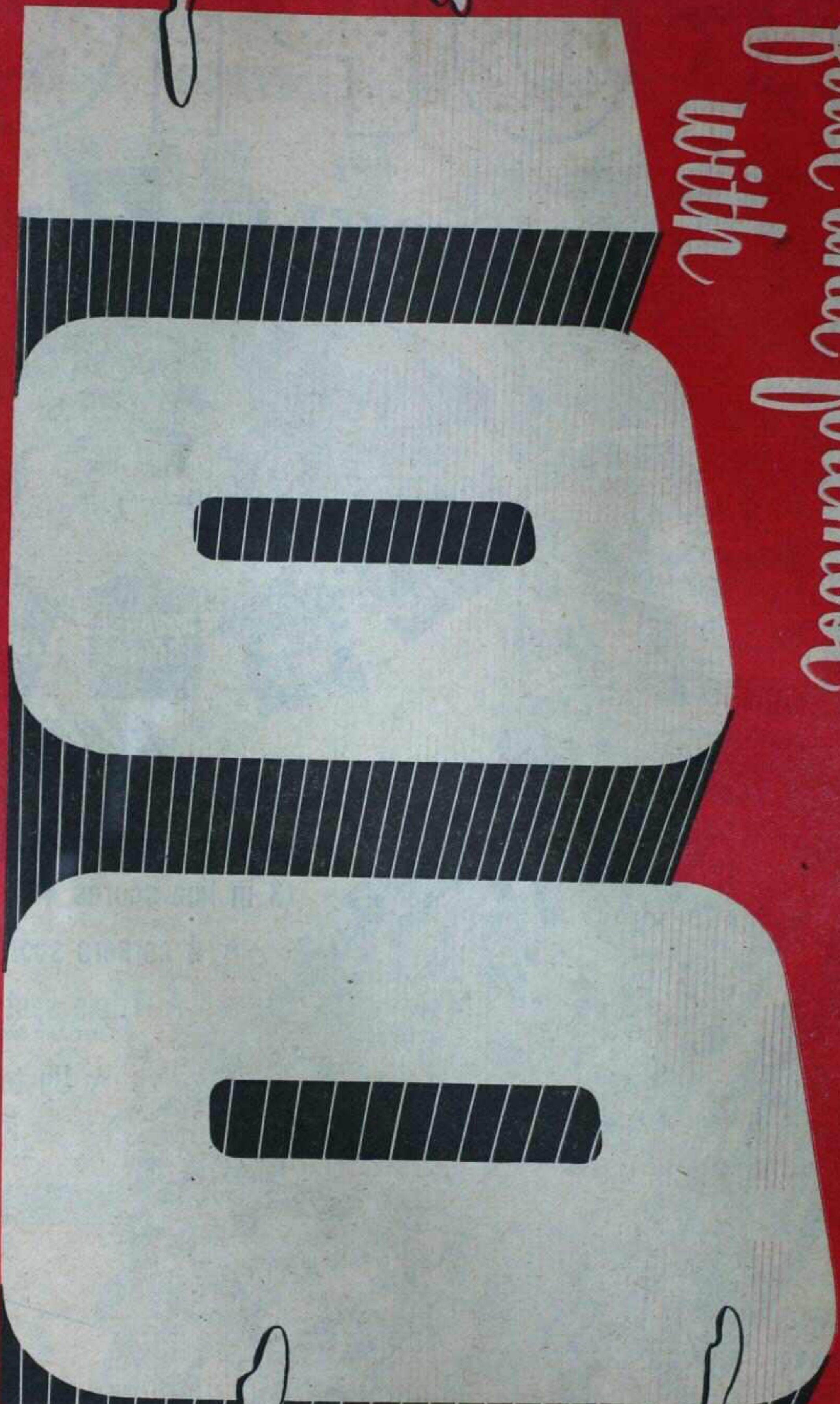
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