

The Billboard

JULY 11, 1953



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

Web TV Competition Stiffens As More Stations Come On

DISTANCE CALLS SAVE STAMPS

NEW YORK, July 4.—Joe E. Lewis has standing instructions with his writer, Eli Basse, to phone him collect any place, any time. The other night in Las Vegas, Nev., Lewis got such a collect call from Basse, who was in New York.

Basse had apparently little to say except chat. "Gee, I'm glad you called," said Lewis at the tail end of the conversation that had already consumed 35 minutes. "I was just writing you an air mail letter. Now you saved me 6 cents."

Sophie Eyes Miami Season

MIAMI BEACH Fla., July 4.—Sophie Tucker will work Miami Beach for the entire forthcoming winter season, if the present deal, now all but signed, is consummated.

Plan is to have Miss Tucker open at The Beachcomber, to be run by Norman Schuyler, just before Christmas and to stay there until sometime in March. The price wasn't disclosed, it is expected that salary will be her regular Miami Beach figure, in the region of \$7,500 a week. The Miss Tucker has had numerous long runs this would be the first to run a full season.

NYC Tightens Up as TV Film Booking Outlet

Time Problem Cuts Syndication Profit, Clients' Coverage

NEW YORK, July 4. — The recent acquisition of additional local time by two of the TV networks this week threatened to set up a substantial block against further spot booking of TV film series by national advertisers. The resulting shortage of availabilities on WCBS-TV and WNBT makes it even more difficult for an advertiser buying station time to get satisfactory New York coverage. And a sponsor, making a substantial investment in a film package by which he intends to reach a mass audience, usually is loath to forego the best possible penetration of the huge New York market, according to one ad agency exec.

The loss of more station time is also setting up a strong rampart against the film syndicators. Since the revenue from a New York sale is greater than for any other market, the tightness of the availability situation has made New York a claustrophobic night-
(Continued on page 8)

INMATES SEND \$500 TO WJR TORNADO PLEA

DETROIT, July 4.—A mass contribution of \$500 for Flint tornado relief, in response to a 150-minute special benefit show by WJR, was made Tuesday by some 1,000 inmates of Michigan State Prison — the scene of last year's big riot. Inmates earn from 5 to 20 cents a day, so that the total represents many days' wages.

Presentation was formally made Thursday to George W. Cushing, vice-president of the station, at Jackson. Cushing, who is moderator of the famed "In Our Opinion" panel show, took recording equipment along to transcribe a program to be made up of interviews with inmates.

N. Y. Looks for Shriner 500G

NEW YORK, July 6. — Local cafes, hotels and restaurants are preparing to welcome an anticipated 100,000 additional potential customers next week when 60,000 Shriners, plus 40,000 wives and friends, gather here for their 79th annual gathering of the Imperial Council of the Ancient Arabic Order of the Nobles of the Mystic Shrine. Convention will run from July 13 to 17.

In 1951, when the high degree Masons last gathered here, the New York Convention and Visitors Bureau estimated they spent \$12,000,000, of which about \$500,000 went to night clubs.

Chief beneficiaries of the Masonic highjinks among the local clubs is expected to be the Latin Quarter and the Copacabana. The Copa's owner, Jules Podell, is a Shriner and has a large personal following in the Masonic order. Reservations at the Copa are already pouring in and more are expected. The Latin Quarter has practically sold out a few nights to various temples of the Order and more reservations are expected on a free-lance basis.

The smaller clubs are also expected to benefit, tho to a lesser degree. The biggest beneficiaries, however will be the hotels and
(Continued on page 13)

4 Full Nets to Open Doors for Sponsors

ABC and Du Mont Can Now Offer Net Of 40 Video Outlets; More to Come

NEW YORK, July 4.—With the coming of new TV stations to cities which hitherto have had but one or two outlets on the air, a more balanced four-network competitive situation is in the offing. Where CBS and NBC, in the past, have been able to snare the most desirable sponsors on the basis of the number of stations they could clear, the coming season will find ABC-TV and Du Mont able to offer strong station line-ups as well.

The ramifications of this development, of course, are manifold. Sponsors now will be in a position to exercise considerably more independence in their choice of networks, and key sponsors are certain to show up in increasing numbers on ABC and Du Mont. The former web already has signed, in recent weeks, American Tobacco and DuPont.

The extent to which the bottleneck is being eased is evidenced by the fact that whereas there were 13 three-station markets last season, there will be about 25 next fall. Even more dramatic is the fact that the 40 cities which had only one station apiece before the freeze was lifted will have a total of 78 outlets next season (see accompanying chart).
ABC's research department has

for the past few weeks been distributing a presentation to the ad agencies documenting its argument on the improved station clearance situation. ABC says it expects to be able to deliver over 40 markets, including some of its new affiliates, next season. Du Mont, whose clearances have been steadily increasing, expects that
(Continued on page 3)

Sen. Favors Tax Relief

WASHINGTON, July 4. — Sen. Eugene D. Millikin (R., Colo.), chairman of the Senate Finance Committee, promised this week that when legislation to exempt movie theaters from the 20 per cent federal admissions tax comes from the House, the Finance Committee "will expedite consideration of it. Millikin's promise came during consideration of the Trade Agreements Act extension on the Senate floor, after Sen. Robert Kerr (D., Okla.) asked that an amendment providing such relief for movie houses be included. The tax exemption bill is bottled up in House Ways and Means Committee.

Locations Are Still Boss of Musicians

By JOE MARTIN

NEW YORK, July 4. — The State of New York has once again gained a court decision to back up the State's stand that a musician in a dance band shall be considered the employee of the location which hired the band. The State's position is aimed at collecting unemployment contributions under the New York State Labor Law. The new decision in favor of the State was unanimous and handed down by the Appellate Division on Thursday (2) in the case against the Biltmore Hotel, owned by the New York Central railroad.

The Biltmore case involved a sideman in Russ Morgan's 1948 band who put in a claim for unemployment benefits from the State and listed the hotel as his place of employment. As in similar and previous cases involving other bands and hotels, the Biltmore insisted that the musician was an employee of Russ Morgan and not the hotel. The courts, however, have consistently ruled that under the American Federation of Musicians' Form B Contract, the sidemen are employees of the location hiring the band.

Meanwhile, the Statler Hotel
(Continued on page 14)

Film Available On Effects of A-Bomb

WASHINGTON, July 4.—"Operation Doorstep," a 16mm. black-and-white sound film showing the effects of an atomic blast on frame houses, home bomb shelters and automobiles, is being distributed to TV stations throughout the nation and to regional and State civil defense officials, the Federal Civil Defense Administration announced this week.

The 10-minute documentary film, produced without cost to the government by Byron, Inc., Washington, in co-operation with FCDA, records the March 17 atomic tests at Yucca Flat, Nev. The film precedes publication of a manual on home shelters.

45,000 Hold Fate of Record Star Personal Appearances

By BILL SMITH
(The first of a two-part story.)

NEW YORK, July 4.—It takes about 45,000 people sitting in judgment today to decide whether or not a record name will get a second time around on personal appearance dates, or even assume the stature of being labeled a "record name."

A Billboard survey indicates that if a performer holds on to about 90 per cent of these 45,000 for six months after his first time

around, he has every chance of getting a return date and a real chance to make the grade in the big time.

Who are these 45,000 people? They start at the talent agencies, go thru the personal managers, record company personnel, record distributors, juke box operators, the 7,380 disk jockeys, trade press newspapermen, night club operators, theater bookers and, in fact, every person employed in a place where the performer works.

All these people may be working individually, but it is their collective force that drives the act to the dizzy heights of stardom. Any measurable loss of these people puts the act on the sidelines, perhaps even out of the competitive running.

Records are today the greatest instrument of promotion show business has ever had because of their ability to reach the masses. It is difficult to think of a name
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MONTREAL ROUND-UP

City Hot Center Of Show Business

By PAUL ACKERMAN

MONTREAL, June 27. — This great, old metropolitan center is one of the most lucrative and busiest areas in the Western Hemisphere from a show business point of view. Music, live talent, particularly in night clubs, cabarets and hotels, and record sales are thriving.

Montreal, with a population of 1,250,000 in the city proper, supports an estimated 125 night spots which use musicians and acts, a

good percentage of the latter being names from the States. According to Ed Charette, Secretary of Local 406, Montreal Musicians Union affiliated with the American Federation of Musicians, the number of locations using live talent is approximately 285 if outlying sections of Montreal are included. Counting these outlying areas, the total population hits a figure of 1,750,000.

There's actually a shortage of musicians here. Members of the local number 2,000. The local es-
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Billboard Backstage

By PAUL ACKERMAN

Last week I took a breather from my usual occupation (my specialty is picking hits) and trekked to Montreal to observe Mr. James C. Petrillo and his musicians in convention. The Far COUNTRY, as I have decided to call Canada for the nonce, is utterly charming, as are Les Canadiens, and I left the land of James Oliver Curwood with regret after some conversation and news-gathering with J.C.P. and his minions.

But it is impossible to approach the environs of 1619 Broadway without experiencing a renaissance of sorts. The boys, I quickly ascertained, were again "living it up" . . . and I found myself forthwith at the Garden City Country Club living it up with Perry Como and some 180 assorted publishers, mechanical men, deejays and other curious and wonderful segments of the pop music business.

As Joe Csida, my ex-boss, remarked, "You gotta admit these

music characters know how to live it up!"

This observation, made 'neath the Japanese lanterns in the cool of the evening, to the accompaniment of tinkling glasses and Mickey Addy's French double talk, sounded to my Billboard ear as remarkably profound. Just several weeks ago we were all living it up at Fred Waring's posh country club at Shawnee on the Delaware. In the near future the lads will be whooping at the contact men's annual clambake. Eddie Fisher has scheduled another plush outing on the green-sward, and there will be many, many more.

The music business, they say, keeps one young. This seems to be true, and despite such hazards as ulcers, high blood pressure and cirrhosis of the liver, it would appear that the music men really enjoy their work. That is why they seize every opportunity to whoop it up with their colleagues.

Granted that this is a wonder-

ful world where we should all be as happy as kings, there are nevertheless relatively few people privileged to earn their living doing the work they most enjoy. The average music man, for all his griping and frustration, is one of the fortunate few who is so privileged. He would never willingly quit the business any more than he would relinquish his pet complaints and theories.

This underlying unity — even affection — is a heart-warming phenomenon in a business so loaded with bitterness and competition.

Tonight we go back to picking hits and junk the philosophy for another four or six weeks. Gehman, Rolontz, Martin and Horowitz, Kramer and I resume with the country weepers, low down blues, pop and jazz sides. And when one publisher sues another, or cusses the mechanical men, or when the writers cuss the publishers, we will know that underneath it all they're really enjoying themselves and Living It Up.

Legit Line-Up

By BOB FRANCIS

With better than \$132,000 in the till, via public response to an appeal for funds, a 1953-1954 season at the New York City Center is now a certainty. The current goal, of course, is 200G, but contributions already received are sufficient to carry on with. New season at Center opens October 5 with five weeks of opera. Ballet will take over about the first of the year, with a drama series for spring possibly in the making. The Centerites are considering making the civic house a year-round operation via the addition of a light opera troupe. Management will revert to the \$3.60 top for all productions. Installation of new officers of United Scenic Artists, Local 829, AFL, is skedded for Monday (6) at the Henry Hudson Hotel. Newly elected officers are: Robert Rowe Paddock, president; Woodman Thompson, vice-president; George Everitt, treasurer; Virginia Halley, recording secretary; Arthur Romano; financia' secretary; O. Colombo, Peggy Clark and Al Ostrander, trustees.

Ina Hahn is subbing for Gwen Verdon all week in "Can-Can." Dancer suffered a sprained shoulder last week in show's spache number and will rest up thru Sunday. . . . Pat O'Malley will take over John William's Scotland Yard stint in "Dial 'M' for Murder" Monday (13). Williams, current winner of the Don-

aldson Award as the year's best supporting actor, leaves to play his role in the pic version of the play, under direction of Alfred Hitchcock. . . . Blevins Davis and Robert Breen have signed Cab Calloway to continue his role of Sportin' Life in "Porgy and Bess" for the '53-'54 season. . . . Patsy Kelly has signed for a revue, "High Time," which Ray Golden and Clifford Hayman will try out for a fortnight in the Catskills, starting August 1, with a Stem mark-up for late September. Phil Foster is likely for the male lead, and Gabe Dell is up for another stint. . . . Shepard Traube left Wednesday (1) for Paris to huddle with Renee Jeanmaire, who will star in his fall musical, "The Girl in the Pink Tights." Song-and-dancer skeds a November bow in New Haven. . . . Basil Rathbone will finish his current pic stint for Paramount next month and will come East in time to start late August rehearsals for his wife, Ouida's, version of "Sherlock Holmes," which is sponsored by Bill Doll. . . . Yul Brynner has resigned from Equity Council. At meeting this week, Council appointed Arnold Moss to serve in his place until annual meeting of the union next June.

After some slight repercussions this week, as to whether "Carnival in Flanders" would go to the West Coast to fill a six-week stand for Edwin Lester's Los An-

geles Civic Light Opera Association or that "Hazel Flagg" would replace it on the Lester agenda have been clarified. "Carnival" is definitely going to L. A., and "Flagg" recesses tonight at the Mark Hellinger until September 1. Producer Jule Styne announces that run will be resumed at the same house, cast intact. . . . Temporarily putting aside work on a musical based on Cleveland Amory's book, "The Last Resorts," Howard Lindsay and Russell Crouse are collaborating on a new play, "The Precott Proposals." Script is reported somewhat in the vein of their 8-year-old hit, "State of the Union." The first draft is finished, and Leland Hayward skeds it on his production agenda for fall. . . . Jule Styne has signed Mack Gordon to write the lyrics for "The Great Caresse," his musical which will star Betty and Jane Kean. Styne will do the score and Anita Loos the book. Rehearsals start in December. . . . Theatrical lawyers, A. Joseph Tandet and Bernard Friedman, have joined production ranks with an option of Franz Spencer's "The Happy Ant Hill." Pair are dickering for top Hollywood name for lead. Rehearsals sked to start in early September, with a Stem unveiling to follow a three-week road break-in. Paul Vroom has been signed as general manager.

Picture Business

By LEE ZHITO

NEW YORK, July 4.—When I wing westward next week, I wish I could bring some of the TV film distributors with me. Many of the gentlemen I have in mind have surely visited the sun-kissed land of the movie-makers. But I'm inclined to think that a good share of them have not been back recently, and if they have, that they have spent little time on the production lots talking to the producers about the problems of filming a series.

As is to be expected, many of the film distributors here are convinced that Hollywood is prying itself out of the market. For example, one company which was formed for the express purpose of selling and distributing filmed entertainment is so irked by Hollywood's high priced demands that it is now going into packaging live shows. Another feels that it can stay in the film business only by importing foreign made product.

If these gentlemen were to sit down with such TV film production veterans as Roland Reed or Guy Thayer Jr., of the Reed firm, Hal Roach or Jack Chertok, or, for that matter, any of the other successful TV film producers in Hollywood and watch their oper-

ations, they would be convinced that these men are just as penny-conscious as any good businessman. Hollywood's waste and extravagance as magnified and distorted in tales about theatrical film production in the good old days have misled many to think that these conditions exist today in TV film production.

It would do good for the distributor who screams in pain at the high cost of film to sit in with a producer and see how carefully each expenditure is weighed. He should study the producer's problems, see his cost sheets, see what present-day labor demands and then try to determine what he would do if he were the producer. And if he feels that the film unions are asking too much for their hand in picture making, see if he can answer Roy Brewer's (International Alliance of Theatrical Stage Employees' Hollywood chief) logical presentation of arguments as to why his men deserve what they are getting.

To a great extent, the myth of foreign production at low cost has been overplayed. Those who still believe that it is cheaper to make film abroad need not go to Hollywood for their facts. They can,

as I did, enjoy a discussion with NBC Film Division Vice-President Bob Sarnoff and get his thinking on the subject.

Sarnoff will agree that labor is cheaper abroad. Jobs are done at far less cost than they can be done in the U. S. But he will be quick to point out that while the cost - per - hour is considerably lower outside of the U. S. it takes the foreign film hand considerably longer to get the job done. By the time the picture is brought in, it takes far more production time than Hollywood's streamlined methods and its cost can be even greater than what they would have been had the film been made in the U. S. As in other industries, it will take some to beat the efficiency and economy of American mass-production.

It was stimulating to hear Sarnoff's comments on the TV film industry's status, its problems and how his firm intends to cope with them. His penetrating observations and his enthusiasm for the future of the infant industry left me convinced that TV film has its able champions on both Coasts, and, with such men at its helm, its future holds prosperity and strength for the men in its ranks.

Highlight Reviews

Goldbergs Back for Summer TV With Old Familiar Charm

By LEON MORSE

The open-faced warmth of Molly Goldberg is once again available to TV viewers, affording them the rare and wonderful virtues of the program that features her. They are a humanity, a life-like humor, a naturalness that seems uncanny for its lack of theatricality and artificiality—all achieved by an understatement that has the potency of life.

The light story of "The Goldbergs'" initial summer program concerned husband Jake Goldberg and his desire to go to the country at a time when Mrs. Goldberg was dedicated to holding a block party on July 4 in the spirit of good neighborliness. After she managed to change his mind and get him to help, another crisis was created when he

revolted because he could not take the pounding given him as head of the entertainment committee.

But just as important as the story were the gemlike characterizations of the supporting cast, including the butcher whose son plays the viola, the super who turns away questions about lack of hot water in the apartment with a joke, and the host of female neighbors. The program is a microcosm of tenement life, even if perhaps a bit sweetened.

The new Jake Goldberg, Robert Harris, displays qualities in the part that perhaps were not shown before, but, accepted on his own terms, does a satisfactory job of acting. Moreover, his acting personality, being less warm than (Continued on page 10)

Junior Davis Shows Brilliant Virtuosity With Mastin Trio

By BILL SMITH

There has never been any disputing Sammy Davis Jr.'s talents. The trade is well aware of it. The fact that the Will Mastin Trio of which Davis is a part is now in the \$5,000 a week class is proof of its acceptance. This time around, the spark plug of the act, Sammy Davis, was little short of phenomenal. The boy came in with practically a new act written for him by Sid Cullen. Cullen got the lad down to a "T." He used his ability as a singer, mimic and take-off artist and tied it together into a special song, "It's Hard to Be Me." With Davis' extra talents to give it life, made it a great routine. It permitted Davis to carbon not only the standard names but also Danny Kaye, Tony Martin and others whose acts are seldom imitated. Basically, however, Davis' forte is not imitation but a genuine replica of the original. Those little pieces of business long associated as trademarks by various names Davis has down gesture perfect. In fact, the take-off is so startling, it is difficult to recognize where the original left off and the carbon took over.

As a straight hooper, Davis is one of the best. As a singer, he combines the qualities of some of the hottest chanters in the business. His Jerry Lewis bits, now almost standard with him, are better than ever. For a clincher he did a drum bit, giving it plenty of bounce and hard drive for as solid a finish as an act can have. Davis showed a likable

warm humility that endeared him to the mob. Sammy Davis Sr. and Will Mastin (father and uncle of young Sammy) gave him top-flight support, but were self-effacing most of the way.

Connie Russell is now doing a single. The slim, well-stacked gal can sing. She has a warmth, tho for some reason lacks the projection. Part of it may be due to nervousness, part to overarranged music, part to other causes, but whatever the cause, there's a lack of humility that becomes irritating as she goes thru her act. About the only number that got the kind of humbleness that audiences take to was "I Believe" in which she stood perfectly still. Perhaps cutting down her movements might help. Miss Russell started off with "If You Feel Like Singing, Sing," followed by "Let Yourself Go." Then came "Don't Take Your Love From Me," followed by another up-pacer, "I'm Gonna Live Till I Die." Her "Sister Kate" with special lyrics got a startling treatment when she slipped out of her skirt to display well shaped gams in a brief outfit while she "Shimmied Like My Sister Kate."

The Amin Brothers, playing a return date, continued to display acro and balancing routines in (Continued on page 13)

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BROADWAY SHOWLOG

Performances Thru July 4, 1953

DRAMAS

Dial "M" for Murder	10-29, '52	348
My Three Angels	3-11, '53	144
Picnic	2-19, '53	156
The Crucible	1-22, '53	192
The Fifth Season	1-23, '53	197
The Seven-Year Itch	11-30, '52	260

MUSICALS

Guys and Dolls	6-27, '53 to 8-10, '53	1,157
Me and Juliet	5-25, '53	44
Porgy and Bess	3-10, '53	135
The King and I	3-19, '52	1,047
Wish You Were Here	8-25, '52	429
Wonderful Town	2-25, '53	149

RECESSING

Guy and Dolls	6-27, '53 to 8-10, '53	1,157
Hazel Flagg	7-4, '53 to 9-1, '53	165

RESUMING

South Pacific	6-29, '53	1,708
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NEW STATIONS SET IN SINGLE CHANNEL CITIES

Following is a list of major single channel markets in which clearances are due to be simplified next season by the opening of new stations. The new stations are listed for each market, along with the estimated starting dates if they are not already on the air. Opening of these outlets is expected to break the clearance bottle-neck which has plagued TV up until now. (See accompanying story.)

Market	New Stations	When On
Boston	WTAO-TV, Cambridge, Mass. (UHF)	September
Buffalo	WBUF (UHF)	August
Indianapolis	WBES (UHF)	
	WJRE (UHF)	
	WNES (UHF)	
Kansas City, Mo.	KCTY (UHF)	Now
	KCMO (VHF)	
Miami	KFEQ, St. Joseph, Mo. (VHF)	August
	WFTL, Fort Lauderdale, Fla. (UHF)	Now
	WITV, Fort Lauderdale, Fla. (UHF)	Fall
Milwaukee	WCAN-TV (UHF)	July
	WOKY-TV (UHF)	Fall
Minneapolis-St. Paul	WMIN-TV and WTCN-TV (VHF)	September
	WCOW (UHF)	
New Orleans	WJMR-TV (UHF)	
	WCNO-TV (UHF)	
	New Orleans TV Company	
Pittsburgh	WKJF-TV (UHF)	July
	WENS (UHF)	July
	WTQO (UHF)	
Providence	WSEE-TV, Fall River, Mass. (UHF)	
Rochester, N. Y.	WRNY-TV (UHF)	
Schenectady, N. Y.	WROW-TV, Albany, N. Y. (UHF)	
St. Louis	WTVI, Belleville, Ill. (UHF)	July
	KSTM-TV (UHF)	September
	WIL-TV (UHF)	December
Seattle	KTNT, Tacoma, Wash. (VHF)	Now
	KMO-TV, Tacoma, Wash. (VHF)	July

ABC Shuffles Execs in Pushing O&O Autonomy

NEW YORK, July 4. — The autonomy granted ABC owned and operated stations with the introduction of the Price-Waterhouse bookkeeping system was further implemented this week with the designation of top managerial personnel for two of its outlets. The new bookkeeping system has been introduced because of its success at United Paramount which now has a heavy stake in ABC. As a result, the jobs as head of the owned and operated stations division, both radio and TV, have been eliminated.

Ted Oberfelder, former head of the ABC radio and o's, becomes veepee and general manager of WABC here. John Mitchell takes over as veepee and general manager of WABC-TV. And Slocum (Buzz) Chapin, veepee in charge

of ABC-TV o. and o's, is to become veepee in charge of ABC's daytime video programming development.

Since these stations are to become independent bookkeeping operations and are to show their own individual profit and loss sheets, the network toppers feel that they should be independently run so that responsibility can be assumed.

Meanwhile, Phil Hoffman, manager of KECA-TV, Hollywood, the ABC-TV o. and o., will resign Monday (6) to become part owner and general manager of a new video station in the Middle West. He is being succeeded by Frank G. King, general sales manager of the station, whose post is being assumed by Elton H. Rule.

Washington Once-Over

By BEN ATLAS

WASHINGTON, July 4. — State Department's press section has been busy answering queries from newsmen ever since the agency announced appointment the other day of Leonard F. Erikson as deputy chief of International Information Administration in charge of Voice of America. What the newsmen wanted to know was why Erikson's name was spelled two ways in State's press release identifying Erikson as vice-president of the New York ad agency of McCann-Erikson. The answer, said State, is that "Erikson and Eriksson are two different people." Erikson himself, said State, has spent many years of his life explaining that his connection with the Erikson firm was strictly coincidental.

NEXT THING YOU KNOW LAWYERS WILL SELL EGGS ...

Something new on the Washington scene are hordes of bargain-hunters among prospective TV and radio station applicants. Several TV-radio legalists and engineers are telling in whispers about phone calls they've been getting from folks bluntly canvassing for information on fees charged for drawing up license applications. Said one legalist: "They just call in, ask how much we charge, and then hang up." Idea is to pick the firm with the lowest fees. Bargain-hunting among prospective bidders for lush TV stations seems funny to a lot of the legal and engineering fraternity, particularly because there's not much disparity in the going rates among rank-and-file firms. Said a lawyer: "I'm getting to feel like a clerk in a super-market."

EDUCATORS' HOPES UP AS HEARST BID FLOPS ...

Educators figure they've won a signal victory in Federal Communications Commission's rejection this week of Hearst Corpora-

tion's third bid to have Milwaukee's VHF Channel 10 converted to commercial use. The commission's judgment was that the channel should stay earmarked for educational TV. This is the first time the agency has acted on a petition of this nature. Educators are hoping that the commission will act in similar fashion on a petition submitted this week by WVEZ, Inc., New Orleans, asking the commission to knock out the assignment of VHF Channel 8 there to education and make it available for commercial use.

The Milwaukee case is an important one for educational TV. Milwaukee vocational and adult schools are likely to get FCC's green light to proceed on Channel 10. The latter applicant's claim earlier had been far from assured, due to the rival bid from Hearst, which had strong support from Sen. Joseph R. McCarthy.

WALKER'S BLACK CHAIR TAKES A SHORT WALK ...

The big black leather chair in which Paul A. Walker swiveled for many years on the Federal Communications Commission will stay in Democratic hands. Two days after Walker's term ended on the commission this week, the former chairman saw to it that his chair was sent down to Commissioner Robert T. Bartley's office. Bartley and Frieda Hennoek are the sole Democrats left on the commission. Speaking of chairs, President Harold Fellos, of National Association of Radio and Television Broadcasters, said in a speech this week that radio broadcasters ought to be "thankful" for the competition brought by TV because "it got us out of our armchairs and onto our feet. ... It thinned down and flattened out a lot of broadcasters' waistlines and put muscles back in their legs and ideas back in their heads."

New Outlets Easing Webs' Station Clearance Problems

ABC & Du M to Benefit by Delivery Of More Markets to Network Clients

Continued from page 1

its average network next season might be 35 to 40 stations

However, the situation is not yet so loosened that there might not be a clearance bout between ABC and Du Mont. A top show on either of these webs, such as

Union Snarls Block Du Mont Net Kine Plan

NEW YORK, July 4. — The Du Mont plan to carry kines of top shows of other networks has been stalled by the complications of union regulations, it was learned this week. The network had reportedly approached Lincoln-Mercury with a deal to put a kine of "Toast of the Town" on about five Du Mont stations on a night other than Sunday. But the union entanglements that such a deal would require thus far have scotched the plan.

The main consideration appears to be the requirement that the technicians involved in the broadcasting of a kine be members of the same union as those who made it. Du Mont technicians are members of the International Stage Employees, which does not hold sway at any of the other three webs. CBS and ABC are contracted with the International Brotherhood of Electrical Workers, and NBC technicians are members of the National Association of Broadcast Engineers and Technicians.

Another fact that blocked the Du Mont kine plan is the one-play-per-market regulation of the American Federation of Television and Radio Artists. The Du Mont stations that would have carried "Toast" would have received it Sunday night via CBS.

These labor involvements do not affect repeat plans such as WOR-TV's "double exposure," since that applies to film shows only.

Speidel Waits Luckies' Move

NEW YORK, July 4. — Speidel's co-sponsorship of the Danny Thomas Show on ABC-TV waits on whether Lucky Strike will exercise its option on a Ray Bolger stanza, which is owned by the same network. Speidel (watch bands) already has put in an order for half of the Thomas situation comedy.

Altho Lucky Strike has bought only half of Thomas, it has the right to purchase him in a weekly basis if the Bolger pilot does not turn out well. Should the Bolger show reveal sufficient hit potential, Lucky Strike will bankroll both him and Thomas, possibly on an alternate-week basis. Batten, Barton, Durstine & Osborn, the agency for the cigarette sponsor, will send several execs out to the Coast next week to supervise work on the Bolger pilot.

NBC Inks Writers Chevillat-Singer

NEW YORK, July 4. — Comedy writers Dick Chevillat and Ray Singer have been signed to exclusive NBC contracts. Their first assignment will be "This Is Living," a new program being readied for August presentation. Their main broadcasting credit is on the Phil Harris-Alice Faye show, but they have also scripted several films among which are "Neptune's Daughter," and "Woman of Distinction."

Du Mont's Bishop Fulton Sheen or ABC's Danny Thomas, will clear 75 to 80 stations, and the other network will probably not try to cut it out. But there will remain a number of shows on these two webs for which network clearance will still involve a struggle.

Another blind spot arises from the fact that the stations that will be opening up most of the onetime markets are for the most part Ultra High Frequency, as the accompanying chart shows. The UHF already has demonstrated a high degree of acceptance from

both advertisers and public in markets that have been established by Very High Frequency stations, there is the problem of getting set owners to convert their receivers.

Despite these limitations, ABC and Du Mont both are confident that the station clearance problem will be considerably eased during the 1953-1954 season. And if it still gives them any headaches, they look forward to the 1954-1955 season, when, because of the great number of stations that will then be functioning, network clearance will be no more difficult than it is in radio.

Propose Govt. Group to Study Global TV Use for Propaganda

WASHINGTON, July 4. — Creation of a governmental commission to explore the possibilities of expanded use of TV and a global TV network in carrying out the nation's international information program was proposed this week by a powerful bi-partisan group of senators, including Sen. Alexander Wiley (R., Wis.), chairman of the Senate Foreign Relations Committee. Sen. Bourke B. Hickenlooper (R., Ia.), introduced the proposal as a joint reso-

lution in behalf of himself, Senator Wiley, Sens. William F. Knowland (R., Calif.), who is GOP floor leader; Karl E. Kundt (R., S. D.); Lister Hill (D., Ala.); Theodore Francis Green (D., R. I.); J. W. Fulbright (D., Ark.) and Guy M. Gillette (D., Ia.).

The commission would be empowered to study possibilities of "international co-operation, both governmental and private, in the construction, maintenance and operation of facilities to link the free nations of the world in an effective international telecommunications (including television) network." The commission would study the "present status of the use of television in the information programs of this country and other nations of the world" and would see whether expanded use of TV could be achieved.

The study group would be known as the "Commission on International Telecommunications" and would consist of nine members, of whom five would be appointed by the President, two from the Senate by the president of the Senate, and two from the House by the House speaker. The commission would choose its own chairman. The joint resolution cited President Eisenhower's declaration for necessity of making the international information program more effective and it asserted that overseas information is "of continuing importance in carrying out and supporting the foreign policies of the United States."

INSURANCE

UTP Plans Shooting Color Dupes

NEW YORK, July 4. — Most of UTP's new properties distributed by United Television Program will be shot in 35-mm. Eastman color from now on. UTP series to be color-filmed include "Lone Wolf," "Gospel Singer" and the Fulton Lewis news chatter program.

The films are going to color for insurance value. While UTP believes that large-scale audience acceptance of color may be several years away, even after a Federal Communications Commission green light, the difference between filming costs for black and white and color is only about \$2,000 per half-hour video film. Consequently it believes that the extra dough will be worth the protection it gives.

No. 18 TV CP To Educators; Total at 510

WASHINGTON, July 4. — A construction permit for the nation's 18th non-commercial educational television station was among five TV grants issued this week by the Federal Communications Commission. Total authorizations now stand at 510, including 402 post-freeze grants.

Latest educational grant went to School District No. 1, city and county of Denver and State of Colorado, Denver, to operate on VHF Channel 6. Recipients of other CP's were: Kiggins & Rollins, Fairbanks, Alaska, VHF Channel 2; Richard H. Balch, Utica, N. Y., UHF Channel 19; Midessa Television Co., Midland, Tex., VHF Channel 2, and Fairmont Broadcasting Co., Fairmont, W. Va., UHF Channel 35.

At the same time, the FCC in a memorandum opinion and order denied petitions filed by Lawrence A. Harvey and Metropolitan Telecasting Co., Inc., requesting respectively an 11th TV channel for Los Angeles and an eighth channel for St. Louis. Said the commission: "We do not find that the public interest would be served by the short-term expedient of adding an 11th channel (58) for Los Angeles or an eighth channel (24 or 48) for St. Louis at this time, at the risk of precluding future assignments to other communities."

Plans to Ease FCC TV Logjam

WASHINGTON, July 4. — Two developments to ease the "logjam" of TV applications in Federal Communications Commission drew attention here this week. A joint Senate-House conference is preparing to act before Congress recesses on an appropriation bill including the FCC. Whether or not conferees agree on either the House or Senate recommendations for the FCC appropriation, it is assured that there will be provision to hire additional FCC examiners to work on the backlog of applications. Only 12 teams are currently assigned to the project.

Meanwhile the FCC has invited comment before August 10 on a rule proposed by the commission this week to accelerate the TV grant program. Rule requires an applicant for a new TV station to give public notice of his bid in newspaper ads at least once a week for two weeks in the community to which the TV channel is assigned. If no competing application is filed within 30 days after the first ad appears and the applicant is otherwise qualified, he would be eligible for a TV grant. If a competing application is filed before the 30-day cut-off date, both applications would be considered for a hearing, but competitive applications would be accepted after the cut-off date. Proposal is designed to insure that all persons have a "fair and equal opportunity to apply for available facilities," as well as stepping up TV authorizations. Comments on the ruling must be received by the FCC by August 10.

CBS Blasts Stations Which Nix TV Repeats

NEW YORK, July 4.—CBS-TV this week convinced one of its affiliates to change its mind about nixing the use of repeat shows during the summer. The unnamed affiliate had indicated to the network that it would not use summer repeats of shows already seen on its station during the winter.

CBS-TV told the station, in no uncertain terms, that its attitude was short-sighted and damaging both to its interests and that of the medium in general. The numerous concessions and inducements made by the network to get summer business, thus making TV a 52-week industry, were pointed out to the station. At CBS-TV, these include a 30 per cent summer program discount and a yearly time discount of about 10 per cent given for remaining on TV 52 weeks. The combination of these discounts naturally makes it both advantageous and cheap for a sponsor to program during the summer.

All the missionary work done toward getting sponsorship acceptance of summer TV and its rewards were thus being negated by short-sighted refusal of stations to re-use shows, web execs said. Such stations put themselves in the position of indicating that they knew the business better than the networks and that sponsors could lump their summer business unless they met certain specific conditions and demands.

Exec Adamant

The network exec was bitter about some TV station execs, especially in one-station towns, who sit back and pontificate about the likes and dislikes of their audiences and the harm being done summer repeats. He stated that these stations do not know the facts of life yet because of their unchallenged position in their

'Police Story' Change Eyed

NEW YORK, July 4.—Indications this week were that CBS-TV would allow Bristol-Myers to program a refurbished version of "Police Story" in the Sunday night 9:30-10 slot next fall. The drama will accent a documentary approach to police enforcement activities to give the program a fresh slant. CBS-TV had previously not accepted the program, because it felt its content was not strong enough.

"Police Story" was on CBS-TV several seasons ago for Ennds, but at that time it was more fiction than fact. Encouraged by the success of "Dragnet," the network would like to see its new version of "Police Story" underplay the histrionics and scenery chewing and stick closer to reality.

The probability is that Doherty, Clifford, Steers & Shenfield will service the program for Bristol-Myers. Young & Rubicam, the sponsor's other agency, reportedly has advised the dropping of that time period, a decision that the advertiser obviously did not agree with.

markets. He also said that many of these stations were not aware enough of their schedules to know which shows were being repeated, that repeats, as a rule, are top culls from series which usually are worthy of being reshown and that repeats are a vital part of TV if the standard of film programing is not to be downgraded radically.

The network execs asked how sponsors could pay large sums for shows if they could not re-use their properties. He pointed out that the alternative to good film programing which could be repeated was cheap and shoddy programing.

Walter Damm at WTMJ-TV, Milwaukee, has been a leader among the few stations that are clamoring against repeats.

WTOP-TV SETS FIGHT VS. TB

WASHINGTON, July 4.—X-rays of TV cowpoke Pick Temple and other video personalities will be on view in connection with WTOP-TV's one-day blitz on Tuberculosis scheduled for Wednesday (8). System affiliate will call attention to this community's campaign against TB on every local program that day, while every available spot announcement between net programs will be used in the "TV Fights TB" project.

WTOP-TV estimates that TV time costs alone will amount \$2,120. Station's contribution has been described by the Capital's TB association as an "unprecedented public service."

See Peak Year for TV Set Makers, Retailers

WASHINGTON, July 4.—A record year for TV set production is well under way, and a boom in retail sales volume is in the works, too. This became apparent as the Federal Reserve System disclosed a substantial upsurge in installment buying and as Radio-Television Manufacturers' Association reported that 3,309,757 TV sets had already been produced by manufacturers in the first five months of this year, topping all previous figures for the corresponding period.

It appears now that the year-end total production of TV sets will exceed 7½ million, shattering the previous peak year of 1950, during which 7,463,800 TV sets were produced. The spurt in production has taken place as a result not only of reduced defense controls but also of heavily increased con-

sumer demands, resulting from easier installment credits and from expanding TV markets.

Trade experts here are confident that the heavy retail demand for TV sets won't be dampened by color TV talk. The consensus continues to be that color TV is quite a ways off, despite the likelihood that Federal Communications Commission may be okaying compatible color standards late this year or early next year (The Billboard, July 4). TV set sales are continuing heavy in cities which have had TV stations for years, and new markets are being found in cities such as Denver, where TV stations have gone into operation for the first time.

TV-sets production is expected to take its customary, seasonal slump in June, July and August, but a sharp upturn is considered certain for the balance of the year, bringing the final figure above the 1950 record. In 1951, TV sets production totaled only 5,384,798, and in 1952 the total was 6,096,279.

The first five months total for TV sets production this year was nearly twice the total for the corresponding period last year. Meanwhile, radio production for May was estimated at 1,108,991 units, compared with 843,569 in May, 1952.

NEWS CAPSULES--COAST TO COAST

Pledge Full RCA Support to NBC; End 38-Month Walk-Out at KSTP

NEW YORK, July 4.—Climaxing a two-day meeting of the NBC sales staff, Brig. Gen. David Sarnoff this week again voiced his determination that NBC will maintain a leading position in the network field. He told salesmen that the network had the complete backing of the parent Radio Corporation of America in pioneering color TV and other technical improvements. The sales staff was addressed by a full roster of NBC execs. Sylvester Weaver Jr. said that in view of its great potential as an ad medium, color TV is today the greatest entree for any TV time salesman, since a time franchise on NBC will ultimately mean a color franchise. William Fineshriber Jr. expressed NBC's intention to maintain a leading position in network radio, and revealed "there will be a new type of specialization in radio for many at NBC, including some in the top echelon."

MINNEAPOLIS STRIKE ENDS . . .

MINNEAPOLIS—The 38-month-old strike against KSTP, radio and TV, Twin Cities NBC affiliate, ended Friday night (26), with the terms of settlement clothed in mystery. The wind-up of walk-out was started by 22 radio technicians belonging to the International Brotherhood of Electrical Workers, Local 1216, AFL. Dispute was over wage increase of \$3 per week, with Stanley Hubbard, station prexy, refusing on the ground that his men were earning \$25 a week more than those at any other station with the exception of WCCO, CBS outlet here. Bernard J. Renk, biz rep for Local 1216, said parties to the dispute simply agreed to end it. However, he indicated that the union "secured the recognition" from station that it wanted and that KSTP is permitting it to proceed with organizing present employees. An NLRB vote for union recognition several months ago was defeated by the employees. Few of the original strikers are

expected to return to KSTP, since practically all have employment elsewhere.

SHAKEDOWN IS CHARGED . . .

BALTIMORE—State's Attorney Anselm Sodaro said this week that his office is investigating charges made by Acting Mayor Arthur B. Price that someone tried to "shake down" WBAL-TV for \$15,000 to assure passage of a city ordinance that would permit the station to erect a 750-foot transmitting tower. James H. Pollack, Democratic political boss in the Fourth District, emerged from an hour's questioning Wednesday (1) in Mr. Sodaro's office and said that the charge by Mr. Price, owner of Gwynn Oak Amusement Park here, is "nothing more than a political smear." Tom White, publicity director for the station, said that Mr. Price's statement was correct. White said, "We were told that our ordinance would cost us \$15,000. We were outraged and debating what to do when Mr. Price got in touch with us."

NEW REGULATION FOR CANADA . . .

TORONTO—Reconstructed radio broadcasts of sports events, in competition with live broadcasts, were banned this week by new regulations issued by the Canadian Broadcasting Corporation. The development follows a hassle earlier this year in which CKFH charged CKEY, both Toronto stations, with "piracy" of their out-of-town hockey broadcasts. The new regulation would not apply to broadcasts of running stories on sports events, such as play-by-play news agency reports, so long as they did not purport to be on-the-spot broadcasts. Other new regulation eased restrictions on advertising content of programs and dropped a proposal to boost Canadian talent by requiring minimum amounts of Canadian broadcasts.

BMI CLINICS DOING WELL . . .

NEW YORK—Broadcast Music, Inc. Program Clinics, coming down the homestretch on Friday, will have completed 43 clinics in the U. S. and five in Canada, with an estimated total attendance of more than 4,000. Increased attendance has been noted all along the line during the past 10 days despite natural drawbacks attendant on the summer months.

NARTB MEMBER MEET ROUTE ANNOUNCED . . .

WASHINGTON—Itinerary for the 1953 annual membership meetings in the 17 National Association of Radio and Television Broadcasters districts was announced here this week by NARTB President Harold E. Fellows. Fellows and other NARTB staffers will confer with regional broadcasters on all phases of broadcasting at each stop. Meetings have been scheduled in Seattle, San Francisco and Los Angeles; Sun Valley, Idaho; Cedar Rapids, Ia.; Minneapolis, Milwaukee, Indianapolis, Cincinnati; Ardmore, Okla.; Dal-

las; Biloxi, Miss.; Atlanta; Asheville, N. C.; Philadelphia; Albany, N. Y., and Boston.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

Billie Read Palmer, gal Friday to NBC's Frank White, has left her post to await the arrival of her first child. . . E. P. Seymour, veepee and general advertising sales manager of the Crowell-Collier Publishing Company, has been named to the board of directors of the Advertising Research Foundation. . . Millie Trager departs July 3 for a six-month leave of absence from her multiple publicity-public relations duties. Miss Trager is anklng her posts as public relations director of the Raymond Spector ad agency, publicity and promotion director for Hazel Bishop lipstick and radio-TV publicity-promotion chief for "This Is Your Life." She's heading for a jaunt thru Europe, during which time she will put the finishing touches on a book she's writing. . . Hal Davis, Kenyon & Eckhardt veepee, is vacationing for one month. . . Fred Rickey, formerly executive producer in charge of color television programing for CBS television, was named producer of the "Omnibus" series. . . The recording of a farewell announcement for Lowell Thomas' final broadcast for Procter & Gamble by Nelson Case was done at his bedside at Harkness Pavillion. . . Dr. Frances Horwich, schoolmistress of "Ding Dong School"; Don Herbert, creator of "Mr. Wizard"; Norman Felton, director of "Robert Montgomery Presents," and Judith Waller, director of education and public affairs for NBC, will be guest lecturers at the Summer Television Institute of the University of Detroit in July. . . J. R. Wood, brand merchandising manager in the Lever Division of Lever Bros. Company, was upped to assistant field sales manager. . . John De Nero, previously associated with Lennen & Newell and Foote, Cone & Belding, joins Ted Bates & Company as art director. . . Florence Muller, merchandise director for "Stop the Music," has left that post to join the Character Merchandising Division of Walt Disney Productions, New York, to handle radio and television pro-

motion. . . Bob Kennedy was hired as announcer for NBC-TV's "Name That Tune" which debuts July 6. . . Former William Morris Agency staffer Jerry Stagg was named as producer of "Junior Omnibus." . . Stations WBAL and WBAL-TV, Baltimore, along with Anne Holland, director of women's activities, were presented the city YMCA's "Citation for Service." . . Stations WBAL and WBAL-TV were also presented with a "Certificate of Award" by the United States Navy Recruiting station in Baltimore for outstanding service. . . Producer Perry Lafferty was presented with a son, Stephen, at Doctors Hospital July 1. . . Newcomers to the KDUB-TV station in Lubbock, Tex., include Bob Norris as program director, Sidney Smith as film director and Bob Blauston as staff director. . . Compton Advertising welcomes newcomer Douglas Cornwell, formerly with U. S. News & World Report to the Market Development department. . . Hoagy Carmichael, star of NBC-TV "Saturday Night Revue," was honored by the Alumni Association of Indiana University for "distinguished citizenship in the use of his talents for the pleasure and relief from care of countless numbers of fellow men." . . U. S. Treasury department commended WDRG and WDRG-FM, Hartford, Conn., for a "very fine record" in promotion of savings bond sales. . . Harlan Howe, United Television Programs' account exec in charge of Pacific Coast region, will work out of the New York office during the summer. He is expected in town within two weeks. . . The O. L. Taylor Company was appointed as national representative of WORZ, NBC outlet in Orlando, Fla. . . Herbert H. Rabke, joins Harry B. Cohen Advertising after 20 years with J. D. Tarcher & Company, as assistant to the president. . . Mother Mary Alice, O.S.F., administrator of St. Clare's Hospital, Manhattan, was selected as one of six national winners "doing the most to preserve democracy" by the first annual Mary Margaret McBride Radio Project for Community Betterment. . . Frank

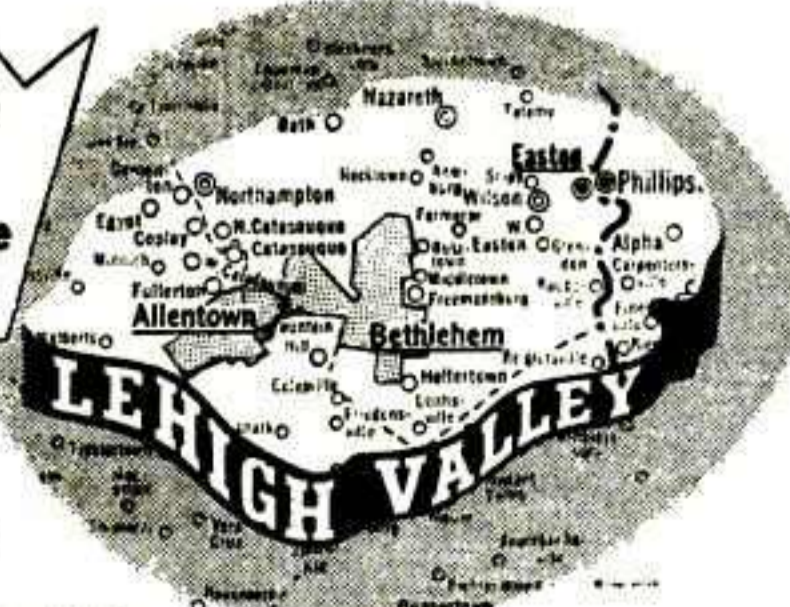
(Continued on page 7)

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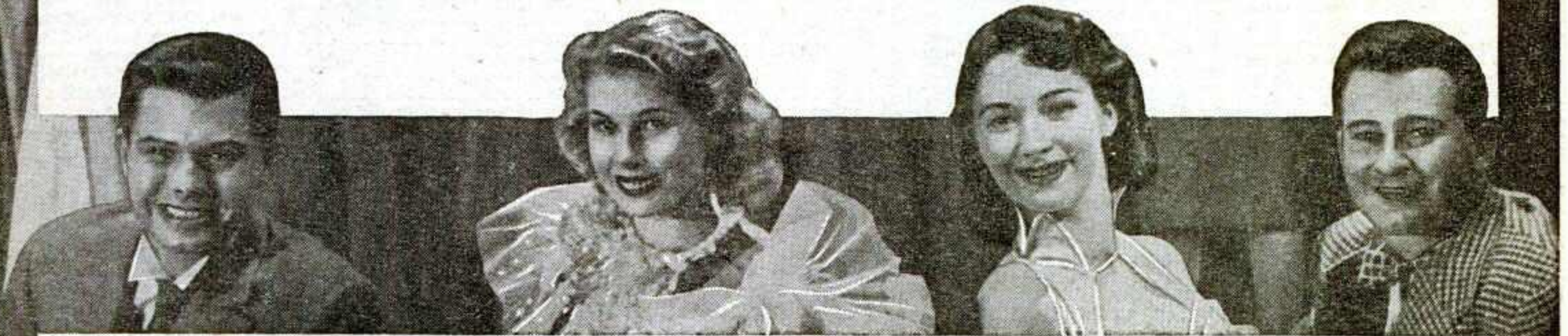
USE THIS COUPON

Name
Address
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Occupation

2160 Patterson Street The Billboard Cincinnati 22, Ohio
Yes, please enter my one-year subscription to The Billboard at \$10. Payment is enclosed.
(Foreign rate, one year, \$20)



Your Lucky Strike Hit Parade presents a special summer service!



During its 12-week hiatus, Your Hit Parade will list in this space
THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

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

- | | |
|---------------------------|---------------------------|
| 1. Song from Moulin Rouge | 5. I'm Walking Behind You |
| 2. Ruby | 6. Say You're Mine Again |
| 3. April in Portugal | 7. No Other Love |
| 4. I Believe | |

Look for this listing every week.
We'll be back on TV Sept. 12



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



WAR LOOMS: WEBS VS. SPONSORS

Restrictive Program Policies Seen Leading to Legal Fracas

NEW YORK, July 4.—A hassle between NBC-TV and Scott Paper this week seemed likely to explode into a shooting war, in the latest of a series of beefs between networks and sponsors over who can bankroll what show in which time slot. A series of skirmishes, of which this is one of the touchiest, has occurred recently as CBS and NBC, especially have pitted their programing judgment against that of sponsors. The intent of the networks, of course, is to present the strongest possible program line-ups, with the networks' packages generally preferred by the webs to an outside show.

The NBC-Scott fracas involves the 8:30-9 p.m. Wednesday slot, in which Scott has its "Music Hall" series. This was slated to have Guy Mitchell and Patti Page on alternate weeks. NBC, however, reportedly has notified Scott that in the web's opinion, no musical show can successfully buck

Arthur Godfrey, who supplies the opposition via CBS. Therefore, it is understood, NBC has notified Scott that a situation comedy or dramatic program is a must for the slot come fall, and the Mitchell-Page opus is out.

Scott, it's said, has taken this anything but gracefully, especially since fall plans already were set and announced. The bankroller is said to have the option of either going along with NBC's drama theory or bowing out of the time slot. One Scott official, who requested that he not be named, indicated that the firm has consulted its legal advisers about taking action against the web. It's reported that among the shows NBC has suggested to Scott as alternatives are three web packages: "My Son Jeep," "My Little Margie," and the new Celeste Holm film show; Scott also was allegedly advised that it could investigate outside packages. The sponsor has not yet reached a decision.

At CBS, that web and Bristol-Myers have been engaged in a running battle over the sponsor's "Police Story" film series, acquired by B-M in a deal with Bernard Prockter. B-M has been trying to shove the series into the 9:30-10 p.m. Sunday time for some time, but CBS at least twice has said no on the grounds that the show is not the type it wants there. B-M has responded that the 10 p.m. slot following is occupied by "The Web," which it considers similar. Trade reports have it that CBS would not be unhappy if B-M pulled out of the slot altogether, so that General Electric, which airs 9-9:30, could take over the full 9-10 hour.

The same series, "Police Story," is said to be the cause of Ennds getting the bounce from the 10-10:30 Friday slot on CBS some time back, so that Colgate could come in with "Mr. and Mrs. North." This is ironic, because when Colgate recently decided to bow out, Brown & Williamson wanted the time slot for the same "North" show, as recommended by its agency, Ted Bates, which also handled Colgate. CBS is reported to have told B&W that it could have the time slot, but only if it took a CBS package for the slot—"My Friend Irma," which

Camels was axing in the 8:30-9 slot Fridays. B&W finally complied.

Earlier, CBS had a beef with P. Lorillard when it eased that sponsor's show, "The Web," out of the 9:30-10 Wednesday slot to make room for a competitive sponsor with a similar show: Camels with "Man Against Crime." Lorillard brought suit against CBS, but later withdrew the action when it got the 10-10:30 Sunday time slot.

BASEBALL TV

Restrictive Legislation Gets Support

WASHINGTON, July 4.—Support for legislation to restrict baseball broadcasts and telecasts was gaining momentum this week on Capitol Hill, where Reps. A. S. Herlong, Jr. (D., Fla.) and Wilbur Mills (D., Ark.) introduced similar bills for restrictive TV. Both bills, now pending before the House Interstate and Foreign Commerce Committee, are patterned after one originally offered by Sen. Edwin C. Johnson (D. Colo.), a minor league official. The Johnson Bill, reported out of the Senate Interstate and Foreign Commerce Committee last month but denied Senate floor action when Sen. Everett Dirksen (R., Ill.) raised an objection to it, will have a second chance Monday (6) when it is again called upon the Senate calendar. Herlong and Mills also authored similar bills last month, as did Rep. C. W. (Runt) Bishop (R., Ill.).

The bills all would permit professional ball clubs or associations of baseball leagues to adopt this rule: A club may not authorize broadcasts of its games within the territory of any other club, major or minor, without the other club's consent. Semi-pro ball clubs, the annual World Series and All Star Game and ball games for charity are excluded. Purpose of the measure, say its backers, is to protect the minor league leagues from the "destructive" competition of major league games televised and broadcast in minor league territory (The Billboard, June 20). The National Association of Radio and Television Broadcasters made a strong case against the Johnson Bill during Senate hearings on the measure.

Welch Buys Dotty Mack

NEW YORK, July 4.—Du Mont this week sold one of its shows to Welch's Wine, and re-aligned its program schedule for the summer. Welch, thru the Monroe Greenthal agency, bought the Tuesday, 9-9:30 p.m. slot, in which it is placing the Dotty Mack show beginning next week (7). The contract is for 41 weeks. It is expected that the sponsor will put in another more expensive package in the fall.

"The Music Show," which had the 9 p.m. position, is being moved up to 8:30 p.m. "Meet Your Congress," the Blair Moody package, which was scheduled to replace "The Big Issue" in the 8:30 slot, will make its bow Wednesday (8) at 9:30 instead. Rounding out the Tuesday line-up, "Where Was I?" is being moved up from 10 p.m. to 9:30 p.m.

Two other program shifts are "What's the Story?" to Sunday, 10-10:30 p.m., replacing "What's Your Bid?" and "Guide Right" to Friday, 8:30-9 p.m., replacing "Jimmy Hughes, Rookie Cop."

WABD, Du Mont's station here, is dropping the Bill Silbert 11 p.m. to midnight show in another two weeks. Beginning July 20 the station will sign off at 11:15 p.m., following news.

SIGNAL CORPS LOOKING TO TV

WASHINGTON, July 4.—Army Signal Corps' mobile television section is looking into the latest electronic devices and hopes to come up with new ways of fighting wars with television. The TV unit will explore ways in which TV can be employed advantageously by the Army in intelligence and reconnaissance work, fire control, data transmission, and briefing of tactical commanders. Television will also be used to view objects with which direct contact would be highly dangerous such as contaminated or radioactive substances.

Ultimately it is hoped that frontline TV cameraman will be able to relay vital information of a critical situation or maneuver back to the divisional or regimental command post, while airborne cameras record the over-all ground situation or targets not visible from the ground.

'Father' Joins 'Lux Theater' For Coast TV

NEW YORK, July 4.—"Life With Father," recently bought by Johnson's Wax, will originate from the Coast next fall, the second live show which is to be on CBS-TV. A decision on "Father" will be made within the next two weeks. Lever Brothers has decided to do the same with its "Lux Video Theater."

With the shift of "Father" to the Coast, however, will come changes in production personnel and perhaps in the cast. Ezra Stone, who directed the pilot of the property, will not direct the situation-comedy, and there is a good chance that neither Martha Scott nor Dennis King, who played the leads in the pilot, will be used on it. CBS-TV, which owns the package, is shopping for a new producer, a new director and new leads. It has made no commitments to any of the personnel in the pilot.

Lever's View

Lever Brothers has decided that more motion picture names might be available to appear on TV, if "Video Theater" were telecast from there. The switch is obviously a step toward making the show a video counterpart of the sponsor's hour-long "Radio Theater." The sponsor has "Big Town" in the half hour following "Video Theater" and will drop that show, when and if Lever feels the time is right.

P&G in 6½-Mil. Radio Renewal

NEW YORK, July 4.—Procter & Gamble this week renewed its six daytime strips on the NBC Radio network, a \$6,500,000 affirmation of its faith in the power of daytime radio. The contract, which is for 52 weeks, covers such programs as "Welcome Travelers," "Life Can Be Beautiful," "Road of Life," "Pepper Young's Family," "Right to Happiness," and "Backstage Wife."

"Pepper Young's Family" is the oldest of these soap operas, having started in September, 1938.

Sterling to Award College Filmsters

NEW YORK, July 4.—In a move to encourage the production efforts of young TV film makers, Sterling Television Company, Inc., here is setting up an annual award for the best film short produced by students of university motion picture courses. In addition to a cash award, Sterling will distribute the film to TV stations, thus giving the school film outfits a regular source of revenue thruout the year.

Sterling, largest distributor of shorts in TV, handles many prize-winning flickers, and the producers of these pictures will sit in on the judging board. Colleges with active film departments include Ohio University, University of California at Los Angeles, University of Washington, and the University of Michigan.

WOR-AM & TV Experiences Boom in Sales

NEW YORK, July 4.—Business is booming at WOR and WOR-TV. The radio outlet is virtually sold out from 6 a.m. to 2 p.m. for the fall period beginning in September and running thru May, 1954, while WOR-TV this week chalked up a large volume of new and renewed time sales.

Biggest TV sale was made to Better Living, Inc., a household ware outfit, which signed to sponsor four 90-minute feature films a week — "Sunlight Theater" on Sundays from noon to 1:30, and "Starlight Theater" on Thursday, Friday and Saturday nights from 11 to 12:30. With the new shows, Better Living is currently bringing WOR-TV more than \$6,500 in gross billings for a weekly total of nine hours of film programing, plus 25 spots.

Other new WOR-TV business contracted for this week included Coca Rico, a beverage; Polo Grounds Motors, and Fair Clothing Exchange as participating sponsors of "Spanish Hour," a new bi-lingual musical variety series on Mondays from 11 to 11:30 p.m.; Grant Tool Company, which is buying time to spot a 10-minute film short on knife sharpening, "Gay Blades," thruout the station's programing schedule from six to eight times a week; Sun Oil Company as participation sponsor on the summer feature film edition of "Broadway TV Theater."

New buyers of saturation spot schedules on WOR-TV include Lipton's Frostee; Carter Products for Nair, Viceroy Cigarettes, Salada Tea and United Fruit. Participation renewals were signed by Beacon Wax, Gollo Wine, the Crosley Corporation and Good Humor Ice Cream.

Agencies in Pitch For Necchi Video

NEW YORK, July 4.—Necchi Sewing Machine this week was reportedly shopping for a new agency. The account is now held by Doyle, Dane & Bernbach, but several other agencies, including Benton & Bowles and Mathes, are pitching for it.

The bait is TV. Whichever agency can come up with a good alternate week network time period and a show of hit potential will undoubtedly win out. The sponsor has just bought Liberace for a summer run on WNBC thru Doyle, Dane & Bernbach.

CBS-TV May Cuff 'Let Freedom Ring'

NEW YORK, July 4.—CBS-TV this week was considering sustaining "Let Freedom Ring," which is presented Tuesdays and Thursdays 2-2:30 p.m. The program, now sponsored by Westinghouse, will be dropped at the end of its cycle sometime in August when the sponsor starts bankrolling professional football via the Du Mont network.

The program, however, has achieved a good audience reception as evidenced by its ratings. The network believes it has a salable property, and one order for a 15-minute segment is already said to be on hand. George Foley packages.

WANTED

Topflight deejay, with an original program idea, and possessing air salesmanship, alert, and looking for a good radio future in a major city with big league opportunities. If you are that dynamic personality, with that good audience building program ability, then rush your letter and audition tape to

BOX 218

Cleveland, Ohio

New Accounts For HOB&M

NEW YORK, July 4.—Hewitt, Ogilvy, Benson & Mather this week was expecting two new accounts to compensate for the loss of the \$3,000,000 Sun Oil Company business to Ruthrauff & Ryan. Lever Bros. and Philip Morris both were expected to throw some of their billings to HOB&M. It is not known whether these will be new accounts or will be shifted from other agencies already handling them.

R&R, meanwhile, has come off the floor from the haymaker it received when the Dodge and Lever Bros. accounts moved out more than a year ago. The Sun Oil business will take up the Lever Bros.' slack and several other new and smaller accounts have taken up much of the Dodge void. These latter accounts also put the agency in the position of not having all its eggs in one or two baskets, a strong defense against any repetition.

Du Mont Ups Three Execs

NEW YORK, July 4.—Du Mont made three promotions in its program department this week, following its recent top level re-alignment. Jay Merkle was named productions facilities manager, the post held by A. L. Hollander Jr. until he was raised to program operation chief last week.

John Seidler becomes assistant production facilities manager, the post vacated by Merkle. Louis Arnold, assistant to Leslie Arries Jr., who left last week to become manager of WTTG, Washington, is now assistant business manager of the department, reporting to Dick Geismar. All are promotions from within the department.

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

NY Clubs Expect 500G Windfall From Shriners

Continued from page 1

restaurants. Hotels are virtually sold out already.

On the night of July 14, Shriners will put on their own show at Madison Square Garden as part of their convention. On the morning of the same day there will be a Fifth Avenue parade ending in Times Square. A night parade down Fifth Avenue and thru Times Square is scheduled for July 16.

Harry Schooler May Return to Circus Gardens

HOLLYWOOD, July 4.—Harry Schooler, ousted operator of Ocean Park's Circus Gardens, is negotiating to return there in a similar capacity on a sub-lease basis. Deal is nearing consummation upon completion of financial arrangements involving Spike Jones and Ralph Wonders, head man of Arena Stars, both of whom are reportedly interested in the venture, and the ballroom's owner, Circus Gardens, Inc.

Schooler was released from his post Monday (15) when he and the gardens' owners agreed to disagree. Principal bone of contention was that the owners prefer to operate the huge arena for ballroom dancing, whereas Schooler insisted on a circus-type policy with variety acts being presented in addition to dancing.

Discussions have been held recently between Schooler and Roy C. Troeger, Circus Gardens proxy, and general manager of the Ocean Park Pier & Amusement Company, which financed the operation. Further talks are expected when Wonders returns to Hollywood. Jones' interest stems from the days he played the ballroom as a drummer and later worked for Schooler.

Whatever deal is made is not expected to take effect until after (Continued on page 43)

Extra Added

New York

Present Copa Show of Jimmy Nelson, Joyce Bryant and Dominique, will stay there for six weeks and perhaps eight. . . . Dominique missed shows Wednesday (1) night when he was hit by a car. Frank Fontaine, doubling from the Paramount, replaced.

Julie Wintz, of Music Corporation of America, seriously ill at Mt. Sinai Hospital. . . . Tony Martin has a new personal manager, Bill Miller. . . . Keane Sisters set for the Chicago Chez Paree July 17. . . . Barry Sisters go into the Flamingo, Las Vegas, August 27. Headliner on the show will be George Raft in his first cafe appearance since he made it in pictures.

The Sahara, Las Vegas, may soon have another booker because of the Christine Jorgenson date. Jack Katz, lawyer, is now representing Jorgenson. . . . Fran Warren will be on the Mickey Rooney, Chicago Theater date, starting July 24 for two weeks. She next goes to Atlantic City, then the Thunderbird, Las Vegas, and Ciro's in Hollywood. . . . Two record artists signed by two different picture companies are having trouble. Companies have "post-poned" indefinitely pictures they were originally signed for.

Indianapolis

Ross W. Christena's booking agency has shifted headquarters to the Marott Hotel. Jerry Allen, former Chicago agent, now handles promotion and publicity for Christena's office, which is exclusive booker for the Jaguar Room. Set for that room during the next few weeks are Mel Torme, the Beachcombers, the Red Heads, Harmonicats, Jan August and Illona Massey.

A Shriners' convention is considered one of the richest of plums among convention cities. Prior to 1951, city hadn't had a Shriners' meeting here for 65 years. Reason for the popularity of such a convention is that the majority of Shriners are well-heeled business men who spend without being too noisy.

Clubs are looking forward to a big week to help remove the curse of the present week, which saw most of them way off due to a heat wave.

Cafe Ops' Org Gains Ground In New Areas

PITTSBURGH, July 4.—Despite the failure of the actors' union to recognize it, Theater Restaurant Owners of America is moving ahead and has acquired about 35 additional members in the past few weeks. Members represent cafes in Baltimore, Cleveland and New Orleans.

At an executive board meeting held here last week, Lenny Litman, owner of the local Copa, was elected president pro tem, and Max Cohen, Baltimore, was elected second vice-president. It was also decided to step up organizing activities thru the hiring of two men who will travel thru the country recruiting new members for TROA. Dave Fox will remain as the executive secretary of the organization. Maurice Lutwack, counsel for TROA, has been signed to a three-year contract to continue representing the cafe owners in negotiations with American Guild of Variety Artists and other unions with which cafe ops, as a group, may enter into contracts.

Next meeting of TROA will be July 29 in Buffalo where preparations will be started for its first national convention.

Schatz Buying Into Frontier

CHICAGO, July 4.—Purchase of an interest in the Last Frontier, Las Vegas, Nev., by Jack Schatz, of the Chez Paree, Chicago, is understood here to be all set, pending approval by the Las Vegas' City Council.

Plans call for Schatz to buy 8 per cent of the spot. City approval is needed by all owners of clubs in Las Vegas, and action on the application is expected about July 15. In past cases, the council frequently has tabled the applications on first presentation, and if that happens in this case, approval would not be forthcoming until about August 1.

It is anticipated that once Schatz has a piece of the club the way will be cleared for future purchases of a bigger share in it.

Sennes to Coast; Rocky Takes Over

CINCINNATI, July 4.—With the departure of Frank Sennes for Beverly Hills, Calif., to open new booking offices, Rocky Sennes this week assumed management of the Frank Sennes Theatrical Agency in the Hotel Sheraton-Gibson here. Barney Rapp, ork leader, continues second in command of the local Sennes offices.

From Beverly Hills, Frank Sennes will continue to service his Las Vegas, Nev., and other Western accounts. He will also work with Leonard Goldstein, 20th Century-Fox president, on the Bob Hope and Jimmy Durante TV shows. Sennes has purchased a home in Beverly Hills and has moved his family there from Cincinnati. He will continue to commute between his offices in Cincinnati, New York, Miami Beach and Cleveland.

ON PERSONAL APPEARANCES--1

45,000 People Determine Disk Names' Staying Power

Continued from page 1

who has come up in the past few years who wasn't helped at least partially by records. Julius La Rosa got his start on radio-TV, but at least half of these 45,000 people were responsible for making La Rosa a \$2,000 a night attraction. His two big hits on the Cadence record label got their initial start via constant Arthur Godfrey plugs. But it was the big selling force of the juke box ops and the retail record stores that made La Rosa popular all over the country.

There have been arguments that TV and pictures made stars. The fact is that besides La Rosa, these media have not come up with a single new name who hasn't already been established in some branch of the showbiz field. Red Buttons, Sid Caesar, Jackie Gleason, Milton Berle, Jerry Lester, Wally Cox were all established before TV. The new medium gave them added national exposure and with it bigger salaries. These, however, were comics.

Neither TV nor pictures has created any singers. (La Rosa is again the exception.) The Billy Williams Quartet was a find on "Show of Shows," but they didn't mean much in cafes until their record "Pour Me a Glass of Tears." There were a few singers who were big in certain TV markets such as Maureen Cannon, Earl Wrightson, Al Morgan and local singers who were good in the area covered. Morgan is now staying right in Ohio, Miss Cannon is back to her pre-TV salary

and Wrightson meets just a fair demand.

Red Buttons

Red Buttons, who zoomed across the TV skies, got his biggest national lift via his Columbia recording, "The Fo-Ho Song," in which a great part of the 45,000 people helped along thru promotions and gimmicks.

Pictures have so far been just so-so in developing talent for the personal appearance field. Curiosity will always bring out ready-made audiences for a picture personality. But unless the personality has either a hot act or some hot records, he'll be good for only one time around. Judy Garland did terrific business at the Palace for various reasons. But the girl has never made it on records and on subsequent dates never quite made the hit she was at the theater. Danny Kaye was an all-around hit. But again it was his recent album, "Hans Christian Andersen," and pictures that helped keep him up there. Jane Powell did business in cafes the first time around. But on subsequent dates, she didn't justify her \$10,000 salary. The lack of records hurt her.

Rosemary Clooney got her picture break via her disk "Come On-A My House." Norman Brooks the Jolsonesque singer got his picture bid via his "Hello, Sunshine."

Disk Is Must

It is almost axiomatic in showbiz today that any singer without a record—any record, the preferably a hit—is a drug on the market. Even a small club date singer who gets \$50 a job can raise his salary to \$150 or more in a single job if he can get on some kind of label. The reason is the record lends itself to promotion gimmicks thru disk jocks, distribs, retail stores, etc. This promotion is considered important enough even if the singer has to pay for the date.

A record singer, to make a success, first, last and always, must have something distinctive; he must be a stylist. He must sell himself on the record not the song. The song is important to bring attention to the record. But for the singer to be of any value to the talent buyer, and his ultimate customers, he must be remembered for the record.

Guy Mitchell is a good example of a performer who is known for songs. Mitchell has had about as many hits as almost any singer in the business in the last few years. Eddie Joy, Mitchell's manager, selected his songs very carefully, and it was this careful selection that made the songs popular. But because of the rendition, the public couldn't identify the real selling factor in the song. So even if Mitchell is a great performer today, compared with the clumsy lad he was when he first went out, he has never been a really hot box-office property.

Patti Page

Another performer who has been given top management by Jack Rael but who, unlike Mit-

Club Inks Lewis For 3d Return

NEW YORK, July 4.—Joe E. Lewis will get his third return date at the El Rancho Vegas, Las Vegas, in a six-month period. It's the first time he's been brought back in any spot so quickly. Lewis' first date was in May. He was brought back June 26 for three weeks. He will be back for a six-week run August 12.

In order to make the El Rancho return date, the Morris office, which handles Lewis, had to juggle previous commitments. For example, comic will forego the 500 Club, Atlantic City, where he was scheduled to appear this summer.

chell, is recognizable on her records thru a series of gimmicks, is Patti Page. Her "Doggie in the Window" plus the gimmick (the dog's bark) helped push the record way up.

Joni James is also in the Patti Page category thru stylized singing. With a number of hits to her credit and a real selling factor on a disk, she's still basically a weak performer. She does big business the first time around. In fact, with every new hit, she becomes that much hotter for spots that haven't played her and for audiences who haven't seen her. But on the second time around she isn't doing too well and in most cases her \$5,000 salary isn't justified.

(Concluded next week)

HAMPTON BEACH

La Rosa Pulls 8,000 in Two Casino Nights

HAMPTON BEACH, N. H., July 4.—Julius La Rosa played to about 8,000 persons in his two-night, Friday and Saturday (28-29), appearance at the Hampton Beach Casino here. Admission on Friday night was pegged at \$1.50 and rose to \$1.80 for the Saturday session, tax included. La Rosa was in for \$3,750 for the two days.

John Dineen, Casino operator, tagged the Godfrey radio-video vocalist the hottest male singer to hit Yankeeland since Rudy Vallee.

While only mediocre results were looked for on Friday in view of the two-day stand, some 2,800 paid customers were registered. On Saturday the crowd soared to 5,200.

Deejay co-operation thruout the area, plus hefty plugs by La Rosa on his radio-television appearances, helped considerably.

'Voice' Does OK On Italy Tour

ROME, July 4.—Frank Sinatra opened his tour of Italy with a two-day stand in Turin, where he played to capacity audiences and garnered excellent reviews from the local critics. He duplicated this in Florence, Bologna, Milan and Rome. Here they had to hang out the SRO sign for his two evening shows at the huge Adriano Theater, which is really a movie house.

There was trouble in Naples, which could not be blamed on Sinatra or his manager. First the tickets were over-priced for the "depressed" Naples; second, the theater manager, on his own and without permission, widely advertised that Ava Gardner would (Continued on page 43)

Waterbury Loew's Drops Act Policy

HARTFORD, Conn., July 4.—Loew's Poli, Waterbury, Conn., first-run film theater which started an indefinite name vaude attractions policy last week-end with Sarah Vaughan and Erskine Hawkins, has dropped plans for running week-end shows.

Advance advertising stressed theme that the house was the only one in Connecticut using acts. The 4,000-seat State, Hartford, is normally closed for the summer.

Trade talk here has it that poor box-office returns last week-end influenced the decision not to continue with flesh. The house has resumed its film policy.

Locations Still Employers Of Band Musicians in N.Y.

• Continued from page 1

chain in New York is girding for another legal battle scheduled to take place shortly in Buffalo and involving the State's industrial commissioner, American Guild of Variety Artists and Hildegard. The Biltmore decision and several previous decisions which went against the Statler chain have aroused the interest of such groups as the Hotel Association, Theater Restaurant Owners of America and various unions other than AFM and AGVA.

The Biltmore case followed closely the pattern of the earlier and lengthy action of the State against the Statler. The Statler has been battling to get final clarification of what has been termed an unworkable State ruling. Hotel men point out that paying the contributions to the State is not a great financial burden since the taxes paid to the

State are deductible items on Federal income-tax reports. The hotel men insist that they can not collect the employees' share of the unemployment contributions, since they have no control over the sidemen, don't know how much they earn and, in fact, don't pay the musicians. The leader of the ork pays them.

80G Bite

Despite the arguments put up by the hotels, the State has consistently argued that the musicians are employees of the hotel. The result was a \$50,000 back-tax payment the Statler made for the period from 1941 to 1947 and an additional \$30,000 from 1947 to 1951.

Hotel people have pointed out that for Federal tax purposes the United States Government holds (supported by court cases) that sidemen are not employees of the location, but of the band leader or band owner. Most States have gone along with the Federal government. New York and a few others, however, have remained adamant. Illinois courts have recently ruled along the same lines as the earlier New York decisions.

The original Statler case goes back to 1948. The State's referee ruled, in late 1948 or early 1949, that the Statler employed the

sidemen. The case then went, on appeal, before the State Appeal Board. At that point Tiny Walters, AFM rep, was a witness at the hearings, as were Tommy Dorsey and his manager, Louis Zito.

Court Cases

Shortly after the last hearing the Statler hired the law firm of Alphonse Laporte and Ernest S. Meyers to take over the case. The firm fought thru the Appellate Division and Court of Appeals (the State's highest tribunal), and lost each time.

The hotel's attorneys argued that common law principles having a bearing on the case highlighted the fact that the hotel had not exercised any control over the musicians. And, said the lawyers, the principle of control was all-important. Zito and Dorsey either didn't remember or actually agreed that the hotel did not exercise control over the musicians. The courts, however, found "there is some evidence of rather trifling acts of control on the part of the management of the hotels where the orchestra played."

It is now believed by most legal minds that the hotels can not get their stand approved by the courts here and may be forced to legislative action.

Sen. Juke Probers Set July 15 Date

Committee Hopes to Close Proceedings In Day; Dirksen's Bill Off the Agenda

WASHINGTON, July 4. — The Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks has set July 15 as the date for the thrice-postponed hearing on juke box copyright legislation. In announcing the new hearing date yesterday (3), the subcommittee indicated that it hoped to wind up the proceedings in a day, if possible, but there is no certainty that this can be achieved. The new hearing date was set in a final eleventh-hour move to get the testimony on record before Congress adjourns. Congressional leaders are hoping for a wind-up of Congress the end of this month or early next month.

Significantly, the subcommittee, in scheduling the new date, pointed out that the hearing would be on Sen. Pat McCarran's (D., Nev.) bill alone. Thus, for the first time, the subcommittee removed Sen. Everett M. Dirksen's (R., Ill.) bill from the agenda. Dirksen is known to be indifferent to the fate of his bill (The Billboard, July 4). He had introduced his bill with a "by request" tag, a designation taken to mean that the bill

was hopped as a courtesy to some constituent without committing the lawmaker to its support.

Altho there is still some conjecture that the hearing may again be deferred, subcommittee officials are pointing out that every effort will be made to stick to the latest date. Whether the hearing

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Granz' Jazz to Shift To Clef Label Aug. 1

NEW YORK, July 4.—Norman Granz' jazz waxings, including the "Jazz at the Philharmonic" slicings, which have been issued on the Mercury label for the past three years, will be released on the Granz-owned Clef label starting August 1. All Clef diskings will be distributed by Mercury Records, handled as a Mercury subsidiary and distributed thru Mercury distributors, just as Granz' Mercury disks have been up to now.

Granz made the decision to shift his jazz waxings to his Clef label at a meeting this week in Chicago with Irv Green, head of Mercury Records. Granz's thinking is that his waxings, which are exclusively jazz, can be merchandised better as a specialty line on a separate label and that it will give the line added attention. Sir all artists that have been waxed by Granz are under contract to Clef Records, the change-over will be accomplished without any difficulty.

The new arrangement between Granz and Mercury allows Mercury to make jazz recordings on its own if it wishes to. If the diskery does decide to release its own jazz disks, Fob Shad, now heading the firm's r.&b. department, will head the sessions. Mercury will continue to sell

Morrow Draws 2,145

HOLLYWOOD, July 4.—Buddy Morrow began the Hollywood Palladium summer dancing season Tuesday (30) before a crowd of 2,145 dancers. The RCA Victor trombone-playing band leader brought along Frankie Lester and Jean Terry as featured vocalists. Sharing the spotlight in a return engagement is the Chuck Miller Trio, long a local favorite.

KWALWASSER TESTS TALENT

NEW YORK, July 4.—Jack Ecoff and Ed Adams, top Mills Music sales exec, will feature the new Kwalwasser Music Talent Test at the firm's exhibit at the upcoming National Association of Music Merchants convention. The package, consisting of a record, score sheets and instructional brochure, was designed for the pubbery by Jacob Kwalwasser, professor of music at Syracuse University. Tho its purpose is to test musical aptitude, there is no truth to rumors that Mills professional men will be required to achieve passing scores.

Remington to Press Disks In Germany

NEW YORK, July 4.—Remington Records is setting up a pressing plant in Berlin which it hopes to have in operation this fall. Diskery chief Don Gabor, just back from a business trip abroad, said the new plant will be used to supply all market areas in Europe. Sales representatives will handle Remington disks in the various countries.

Gabor's plan is to sell Remington LP's at half the prevailing prices abroad. Opposition to this plan already is said to have developed among record firms abroad, who hold a much tighter control over distribution and prices than is the practice here. Remington will import its European vinyl needs from the United States.

The label has signed the Western Germany RIAS Symphony Orchestra, which records for Deutsche Grammophon and is distributed here by Decca, to a specified number of waxings. First dates will be held in August. Lazlo Halasz, Remington recording director, is now in Venice supervising recordings of several operas to be released here in the fall.

Decca Starts R.&B. Return

NEW YORK, July 4. — The first batch of records to spearhead Decca's return in strength to the rhythm and blues field will move out to distributors next week. Five disks comprise the initial release in a program that will see a similar number issued each month on a regular basis.

Decca's intention to move back into the specialty market was disclosed here a month ago (The Billboard, June 6). At that time it was said the label mapped the return largely to meet the demands of distributors located in areas where r.&b. wax constitutes a substantial segment of total sales volume. Like most majors, Decca, over the past few years, had gradually abandoned the market to small independent diskeries who concentrated their efforts on r.&b. material.

Staff Set-Up

Tho it plans to add no new promotion or sales staffers to plug its r.&b. line, Decca is expanding its disk jockey coverage to include important r.&b. platter spinners. Paul Cohen, folk a.&r. chief and assistant to Milt Gabler, will handle creative chores for the label. It is considered likely that a new a.&r. staffer will be added later to concentrate on r.&b. wax.

The first release includes slicings by the Shadows, a group managed by Paul Kapp of General Music; saxist Coleman Hawkins; Little Donna Hightower; Toni Hollins, and a spiritual disk by Sister Rosetta Tharpe and Marie Knight.

ALIEN ALBUMS

RCA So Far Covers 30 Countries

NEW YORK, July 4. — In its program to issue at least one album of songs and music representing each foreign nation, the RCA Victor International Department has thus far issued 30 foreign language albums on 45, EP and 33 1/3 speeds. Packages are issued under the all-inclusive title of "Around the World in Music."

The line-up now includes Latin-American selections for many Central and South American nations, Spain, Italy, France, Sweden, Germany, England, etc. By fall the label will issue albums of Irish, Russian and Hungarian music. The long-range plans is for the release of four new packages each month. Additional French albums due are one by Jean Sablon and two by Maurice Chevalier.

75G Campaign To Push Drive Of 'Bandwagon'

NEW YORK, July 4.—M-G-M Records and the M-G-M movie company have set a major promotion campaign to hype sales of the sound-track album and audiences for the Technicolor musical, "Bandwagon." Package includes a \$75,000 spot campaign on deejay shows, a national song contest and a six-city tour of deejay shows by film producer Arthur Schwartz and the movie company's veepee in charge of advertising, Howard Dietz. Pair, incidentally, have been one of the country's top song-writing teams for 25 years. The kick-off of the campaign is a special network premiere of the sound-track album on NBC's "What's the Score" show on July 11.

Dietz and Schwartz will nit Boston on July 13, Philadelphia on the 15th, Washington on the 17th, Pittsburgh on the 20th, Cleveland on the 22d and Chicago on the 24th. There will be special screenings of the film for disk jockeys in various cities at about the same time.

The "Bandwagon" song contest is scheduled for the week of July 18. The movie firm is set to buy a five-minute segment each day for five days a week during a two-week period on selected deejay shows around the country. Each jockey is to play one or more of the recorded musical numbers from the sound-track album each day and ask listeners to write in the name of their favorite song and a statement on why they'd like to see the film. Listeners can win prizes ranging from \$50 to free tickets to the movie.

Jockeys can win prizes of \$60 or \$40, and station managers vie for three prizes of \$500, \$250 and \$100 in U. S. Savings Bonds

'Xmas in July' Biz RCA's Aim

NEW YORK, July 4. — RCA Victor has set in motion a summer promotion to be called "Christmas in July" and designed to take full advantage of the latest Du Droppers, Como, Fisher and Ames Brothers waxings which are getting heavy sales action for the diskery. Promotion will cover distributors, dealers and disk jockeys in various ways.

Included in the plan are trade ads on the "hot" merchandise, hype via the company's distributor-dealer bulletin, special hanger for retail stores, a special hanger for deejays listing the drive merchandise, with clearance information and playing time and "Christmas in July" stationery for dealer, deejay and operator mailings by distributors.

Nelson Riddle Joins Cap for Triple Duty

HOLLYWOOD, July 4.—Composer-arranger Nelson Riddle officially went to work for Capitol Records here Wednesday (1) as an artist whose duties will include arranging and conducting for others as well as waxing his own works.

Previous to his Capitol tie-up, Riddle had been free-lancing in a similar capacity. His first job for Capitol in his new post was Thursday (2) when he backed Pete Candoli and Gloria Wood on two sides. Thursday evening he completed waxing of four sides for Margaret Whiting.

Riddle, before joining the Capitol stable, arranged and conducted music for Betty Hutton's six sides. One, "Goin' Steady," last week was sentenced to a "hit" on Peter Potter's "Juke Box Jury." Riddle also has completed arrangements for Miss Hutton's Las Vegas stand in the Desert Inn where she opens July 7. The artist leaves July 9 for Lake Placid to attend Capitol's distributors' meeting, after which he's been set for personal appearances on deejay shows in the East.

MONTREAL ROUND-UP

City Booms as Hot Showbiz Center

• Continued from page 15

timates that monthly income from the night club-cabaret-hotel field ranges from \$125,000 to \$150,000 per month, or about \$1,500,000 annually. In addition, musicians earn \$800,000 annually from employment on the seven radio stations located within the jurisdiction.

Chief Spots

Here are some of the chief night spots using musicians and acts: Ruby Foo's, Chez Paree, The Down Beat, The Esquire Club, Mt. Royal Hotel's Normandie Room, The Ritz, The New Carlton and La Salle Hotels, The Continental, Cafe St. Jacques, The Can Can, Dagwood's, Chateau St. Rose, Club Lido, Mont Tremblant Lodge, Mt. Gabriel Lodge, Laurentide Inn, The Manor House, Alpine Inn, St. Moritz.

The need for musicians (and acts) is such that local 406 has been granting special permission to outside musicians to come in and play dates. Many of the spots operate on a 52-week basis, even those in the Laurentians, for this area attracts both winter and summer vacationists.

The spots in town generally employ five-piece orchestras, with scale varying from \$60 to over \$100 per man, with double for the leader. Many get above scale. The average weekly location nut for four or five musicians is about \$400. At the hotels, however, this figure is hiked considerably because the bands generally total about 10 men. The biggest of the clubs is the Bellevue Casino, whose band payroll is \$1,500 weekly.

6-Day Week

The musicians in the jurisdiction play a six-day week, and it is often difficult to find men to fill in the seventh day. There are no free rehearsals for a show. Rehearsals are paid at the rate of \$3 per hour and \$4.50 for leader.

Night spots generally run two shows a night—three a night in the cheaper spots. In larger spots, there is usually continuous music, which necessitates employment of a relief band, often trios.

There are a considerable number of clubs catering to the rhythm and blues field. Leading spots are the Latin Quarter, Rockhead's and Club St. Michele. Negro musicians in the local total 50.

Montreal also supports L'orchestre des Concerts Symphoniques, longhair group totaling 70 musicians, which opens a six-week season next week at The Lookout. This organization uses guest conductors from the States as Klemperer, Busch, Goldschmann, etc.

The French population have many night spots purveying Gallic atmosphere, but these give English entertainment in addition to French, and cater to the tourist trade.

Acts' Salaries

A check-up with the Montreal branch of the American Guild of Variety Artists, headed here by Armand Marion, elicits the following information. The annual total payroll of artists playing in the Montreal area and falling under the AGVA jurisdiction totals

between \$2,500,000 and \$3,000,000. According to AGVA, 90 spots in the Province of Quebec book in talent on a firm basis, and most of these are in the Montreal area. This figure does not conflict with the 125 locations given by the musicians' area, inasmuch as some of the talent in the musicians' jurisdiction would not fall under AGVA surveillance.

Playing in town last week were the following: Carlos Ramirez, at The Continental; Sugar Ray Robinson, at the Seville Theater; Billy Eckstine, at The Chez Paree; Johnny Broderick and the Kanazawa Trio and a production show with 12 girls at The Bellevue, and Bobby Maxwell, at The Mount Royal. Recently in the last six to eight weeks the following appeared at The San Souci: Johnnie Ray, who closed recently; Ilona Massey, who played prior to Ray; Lauritz Melchior, who played for two weeks, and Arthur Blake.

At The Chez Paree, prior to Eckstine, were Dorothy Lamour and Lena Horne. Harry James just played a one-nighter at The Show Mart.

According to Marion, about 80 per cent of the talent used in the spots come from the United States.

The Seville is the only theater now using flesh. The Gaiety did, but has closed for the summer; it reopens in the fall. The Roxy was torn down in order to widen a street.

Talent Agents

Many active talent agents are operating here, including Paramount Entertainment, May Johnson Associates, Frank Bass, Jim Nichols, Charley Ross, Jack Adams, Fred Norman, Sid Tapley, Jimmy Diano, Don D'Amico and Jerry Burke, Mr. and Mrs. Turner and others.

Record business in Montreal is thriving. It is estimated there are over 100 retail outlets, ranging from small record bars to such outstanding establishments as Archambault's, Jules Jacob, Morgan's, International Music Store, Ltd., Layton Brothers, Hartney's, Music Moderne and Marazza. J. Bertrand, who owns the record concession in Layton's, states there is a need for record specialists. He, as well as the Ramspenger's and Les Gardiner, of International, find the record business outlook good. The area is free of cutrating. Extended play, dealers say, is now coming along in great style. The 78's, of course, are still the bulk of the pop business; 33's are solidly entrenched, with better dealers carrying as many as 40 labels.

Hillbilly sales are brisk, and jazz sales have picked up in recent months.

American pop music gets a big play in Canada. The time was when an American hit took about one month to become established here. Now it happens rapidly. "Moulin Rouge" is currently very big.

Kiddie labels are much in evidence, and in chain stores, Kresge and Woolworth and drug stores, are seen Varsity, Royale and other similar labels.

Electronic Firms Look to Big Disk Equipment Sales Year

NEW YORK, July 4. — As additional radio-phono-TV manufacturers unveil their fall lines for distributors and dealers, it becomes increasingly evident that the electronics firms are looking for a banner year in sales of record playing equipment. In almost every instance the manufacturers have either enlarged their phono lines or developed price, style or quality leaders which are aimed at sparking consumer interest.

All this is in addition to trade predictions for a big phonograph year and the added emphasis record firms are putting on record players. This week, for example, Joseph Dworken, president of the Phonograph Manufacturers' Association, predicted a big year for phonos, pointing out that the public, accustomed to good sound reproduction on radio and TV, ex-

pect the same from phonographs and that the demand for higher quality merchandise has grown each year.

Recent additions to the wide variety of phono equipment to be offered to the consumer include the unusual Phono-Gard model (see separate story), Dean Electronics' line of 15 models ranging in price from \$19.95 to \$82.95, Shura-tone Products' line of 19 models, CBS-Columbia's two radio-phono combinations and a three-way console, Emerson's new three-speed radio-phono table model, Motorola's three-speed "Hi-fi" radio-phono table model, B. & R. Electronics' four new models and Dynavox's new hi-fi unit.

Added to the merchandise being offered are larger advertising and promotion campaigns be-

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RIGHT BILL, BUT WRONG FELLERS

NEW YORK, July 4.—Just to set things straight, Sherm Feller is a disk jockey in Boston whose wife's name is Judy. Sid Feller is Capitol's Eastern a.&r. chief, and his wife's name is Gert. Seems that both Mrs. Fellers have charge accounts in Bloomingdale's department store here. Seems, too, that Gert Feller bought \$4.50 worth of stuff and that Judy Feller's husband inadvertently got the bill with his statement. Sid Feller received this note from Sherm Feller recently: "Dear Sid, I received a bill from Bloomingdale's a few days ago for some four dollars—YOUR wife. So I sent them the following note: 'Dear Sirs: I think the world of Gert Feller, admire Sid Feller because of his great talent—but I'll be darned if I'll pay his wife's bills.'"

PARALLEL WAXINGS

Classics Field Ups Competitive Tempo

By IS HOROWITZ

NEW YORK, July 4. — The practice of one diskery quickly covering another's waxing of a potentially hot ditty is fast becoming a familiar scene in the classical field, as it has been in the pop arena. Complicated by the special problems of LP production and promotion, it is timed somewhat differently, but competition is nevertheless heated, with record companies often

bending all efforts to get their versions out first and thereby skim some of the cream from the market before competitive items hit dealers' shelves.

A typical skirmish in this battle is shaping up for the fall. Three firms are now readying versions of the Bach "St. Matthew Passion," for introduction in time for the Christmas buying season. Strangely enough, only one set has been available on LP until now. Put out by Vox, that label has re-recorded the set, comprising four 12-inch LP's, for fall release. Columbia will issue a pre-war interpretation by William Mengelberg, while Westminster also has one ready for release at about the same time. The initial sales impact will thus be watered down for each entry, until one breaks into clear public favor.

Last fall the big intra-trade hassle involved Beethoven's Ninth Symphony, with RCA Vic-

(Continued on page 41)

COLLECTORS

Col. Re-Issues 8 Classics To Lure LP \$

NEW YORK, July 4. — Columbia Records has dug deep into its 78 r.p.m. files, carefully delving into several strata of past waxings, to come up with an interesting and commercially sound set of LP re-issues for its first "Special Collectors' Series" release. There are eight records in the initial set and several could easily break out of the limited "collectors" market and jump solidly into the money.

In this category, the Mozart readings by Sir Thomas Beecham must rank at the top. For years the Englishman's version of the popular G Minor Symphony was rated a "must" album in most anybody's collection. The memories of disk collectors are long and many will want to replace their worn 78's. To younger buyers, too, Beecham's affinity for Mozart is well known. Offering, as it does, the composer's E Flat Symphony on the flip side, the disk shapes as a potential powerhouse.

Coast Band Hypo by MCA

HOLLYWOOD, July 4.—Music Corporation of America this week embarked on an intensive program to hypo the band business on the West Coast with transfer of Bob Willding to the Hollywood office to take charge of its band department.

Willding, for three years in charge of MCA's one-nighter activities in the Dallas area, will concentrate on similar bookings on the Coast. He already has commenced reorganizing the Hollywood operation preparatory to scheduling tours as far east as Colorado for MCA bands. Bands slated for bookings in the area during the next six months include those of Tex Benecke, Spike Jones, Jerry Gray, Sammy Kaye, Dick Jergens, Jack Fina, Harry James and Freddie Martin.

Costly 10-In. Classic LP's Show Decline

Cheaper Disks Jump; EP's, 12-Inchers' Variable Pitch Tackle Heavier Longhair

NEW YORK, July 4.—Over the past year there has been a noticeable decline in the production of classical waxings on higher-priced 10-inch LP disks (\$4 to \$5), as against the number issued in previous years. There has also been an upsurge in the issuance of inexpensive 10-inch LP's (at about \$3) containing lighter classical music and the shorter familiar warhorses. There is little doubt on the part of many traders that the decline of the heavy classical 10-inch and the upped sales of the cheaper 10-inch disks are related in some degree.

The slackening off on 10-inch LP production of higher-priced

disks has occurred mainly within the major labels' classical departments. Most of the indie diskeries have always shied away from 10-inch LP's, preferring to rest their hopes on the large size 33's.

The reasons for the falling off of the 10-inch, high-price classic LP is due to a number of factors, with possibly the most important and the most recent being the engineering development called variable pitch and the growing acceptance of the 45 EP platter. To these should be added dealer reluctance to push the 10-inch LP as against the 12-inch disk, and the larger market enjoyed by the

(Continued on page 41)

COMO HONORED

Fifth Golf Event Draws Tradesters

NEW YORK, July 4.—Over 180 deejays, music publishers and other distinguished members of the music business attended the Fifth Annual Perry Como Golf Tournament Tuesday (30) in honor of the golfing warbler. Held at the Garden City, Long Island Country Club here, the affair was a huge success for all attending, featuring lots of golf, food and few hours of enjoyable, relaxing poker. In addition, everyone attending had a chance to give their best regards to Como, on the occasion of his tenth anniversary with RCA Victor Records.

This year's P. C. golf day included, of course, some good golf, fair golf, and even some miserable golf by those attending on the tough Garden City course. The winners of prizes for the

(Continued on page 41)

Many Changes Loom on Foreign Collection Scene

NEW YORK, July 4. — There are a number of changes shaping up in the American representation of the Bureau International de l'Edition Mechanique, commonly known as BIEM, the foreign mechanical agency. For the last few years BIEM has maintained an office here headed by

H. de La Chappelle, who is also the SACEM representative in the U. S. Last month, it is understood, de La Chappelle indicated to the Paris office of BIEM that he was thinking of resigning his post sometime in the fall.

It is not known at this time whether de La Chappelle's resignation will actually take place around September, but it is understood that he recommended to the Paris headquarters that the Harry Fox office take over mechanical collections for the organization here in the fall. De Chappelle will meet with officials of BIEM in Paris either in July or August, at which time a decision will be reached on the above matters.

Reason for de La Chappelle's desire to leave his post as American rep for the European organization is due to two factors. One is that he feels his position here has been made difficult by the direct deals made for BIEM material with the Paris office by American diskeries, thus by-passing his authority here. Another is the fact that as representative of both BIEM and SACEM here he is working for two organizations.

For the past two years there has been little activity on waxing of BIEM material by either Columbia or RCA Victor Records here. Reason is that since the pact by these two firms with the BIEM organization ran out about two years ago, they have been unable to agree on a new contract with BIEM. The lack of much recording activity on BIEM material has been disturbing to many European publishers. This is one of the reasons that BIEM, Paris, has given direct okays to American diskeries to wax certain compositions at lower mechanical rates

(Continued on page 41)

TV Themes Stir Indie Diskings

NEW YORK, July 4.—Three indie waxings using TV themes have recently created a stir, but on two levels—the disk trade and among publishers and attorneys. Hottest item is the "TV Rhumba" waxing on Mood Records. Disk uses some 12 themes from various TV shows. Meanwhile attorneys for the TV program "Dragnet" forced Lew Chudd's Bayou label to withdraw from circulation the Jesse Allen satirical waxing of the show's theme. The attorneys, Pacht, Tannenbaum and Ross, also said they are checking Modern Records' "Dragnet Blues."

The Mood disk uses portions of such themes as Lucky Strike, Arthur Godfrey, Kate Smith, "Show of Shows," Pabst Beer, Gillette, "Dragnet," etc. At least two, the Godfrey and Smith themes, are copyrighted pop songs. Mood prexy George Badoian said that his attorney, Harold Orenstein, was handling licensing agreements and that "if royalties have to be paid, we'll gladly pay them, but some people won't care because of the plugs they get."

Music as Written

ANOTHER BMI "PIN-UP" HIT



HALF A PHOTOGRAPH

KAY STARR... (Capitol)
BILLY STRANGE... (Capitol)
GUY LOMBARDO... (Decca)

VESTA MUSIC CORP.
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THE WHEN THE RED, RED ROBIN TERRY COMES THEM BOB BOB BOBBIN' ALONG (LIMELIGHT)

BOURNE INC.

ANOTHER MILLION RECORD SELLER!!!

Georgia GIBBS FOR ME, FOR ME

MERCURY-70172

Billboard's Best Buy

Patti Page's "BUTTERFLIES"

Mercury 70183

SANTLY JOY, INC.

Another Song You'll Be Hearing

"GOOD FOR NOTHING HEART"

b/w Somewhere

CHIC LAYNE with George Williams Orch.

20th Century TC 5011

Manufactured by Gotham Record Corp.

Gladys Shelly & Abner Silver's

HOW DID HE LOOK

Recorded by FELICIA SANDERS with PERCY FAITH'S ORCH.

LINCOLN MUSIC CORP. 160 Central Park South, New York

MA Swings it ... and so does PA with the **FOUR ACES** Decca Record of

ORGAN GRINDER'S SWING

American Academy of Music

MOONDOG FREED SET FOR P.A. ...

Alan (Moondog) Freed will emcee the "Rhythm and Blues Show" when it appears at the Cleveland Arena on Monday night (20). The WJW, Cleveland, deejay will be making his first public appearance since recovering from a serious auto accident in April.

"VAYA CON DIOS" GROWING FAST ...

"Vaya Con Dios," which hit The Billboard "Honor Roll of Hits" last week, was incorrectly listed insofar as writers and publisher is concerned. It is penned by Larry Russell, Buddy Pepper and Inez James. It is published by Ardmore Music. It is on the way to becoming a big hit via the Les Paul-Mary Ford waxing on Capitol Records.

CORAL DISTRIBS TO MEET AT NAMM ...

Coral Records will hold a special meeting for its distributors in Chicago July 14 during the run of the National Association of Music Merchants' Convention. On hand will be diskery chief Mike Ross, artists and repertoire topper Bob Thiele and General Sales Manager Norm Weinstroer.

COLUMBIA FINDS MASTERWORK ...

Columbia Records' Special Products Division, headed by Gil McKean, has culled a never-before-released waxing from the Columbia Masterworks department as a special custom platter for the Philco Radio Corporation. The radio-TV firm used the record to demonstrate high fidelity equipment at its recent sales convention. Philco is planning to use the disk, Eugene Ormandy's cutting of Strauss' "Thunder and Lightning Polka," which is a preview of a soon-to-be-released Columbia classical platter as a dealer demonstration disk and as a giveaway with the firm's hi-fi sets. The Columbia Special Products Division is set up to develop disks for promotional use in industry.

ATTENTION OF PROMOTION MEN ...

The fact that record artists are grabbing off more and more display space in magazines and newspapers is not being overlooked by promotion men at the diskeries. For instance, the new Eddie Fisher window streamer, which plugs the singer's new RCA Victor album, "Irving Berlin Favorites," contains a blurb for a new article which states, "Read Eddie Fisher—Mr. Jukebox—in the July issue of Redbook." The streamer also reproduces the cover of the magazine.

JACKIE VAN WAXES 2 BRODERICK TUNES ...

Johnny Broderick, head of Nationwide Records, Chicago, has just had two of his new songs, "One-Sided Love" and "When U & I Are One," but by the firm's fem waxer, Jackie Van. Paul Chapman, recently signed by Nationwide on a three-year contract, has recorded "Love Is Like a Flower," also written by Broderick, and "Tell Me You Told Me a Lie." Both artists were backed on all numbers by Henry Brandon's 20-piece crew. Broderick and his partner, Charlotte Arren, are currently with their comedy nitery turn at the Bellevue Casino, Montreal, thru July 8.

CO-BEN RELEASES FIRST 2 SIDES ...

Charles Bennett, promotional director of Co-Ben Recording Company, a new diskery, announced the release of the firm's first two sides. Co-Ben, formed in April of this year, released "Gal, You Need a Whippin'," and "One Half Hour," written by Collenane Cosey, president of the firm. The tunes were recorded by Herbert Beard, vocalist, with Bob Carter's combo. Mrs. Cosey is also the author of "Ration Blues."

New York

Harry Gottlieb, Big Three exec, now on a week's vacation in Maine. Merle Weiss, Paul Wexler, Terry Southard and Irving Townsend will rep the firm at the NAMM convention in Chicago. A lyric has been penned for the tune, "The President's Lady," by Mack Gordon. Tune, which was composed by Alfred Newman, has already been

waxed instrumentally by the Jackie Gleason crew. It is published by Feist Music. The Negro Actors' Guild will hold its annual boat ride August 3. Affair is given to raise funds for sick and indigent members of the profession. Bernie Wayne leaves next week for a Bermuda vacation. His latest singing protege, Ray Carnay, has been pacted by Rainbow Records. Hazel Scott has been signed by Allen Records. Bibletone Records has moved to new executive offices in midtown Manhattan. The firm has also formed a music publishing company, Art-Don Music. In spite of a recent review in The Review, it is Jerry Byrd on guitar who backs Hawkshaw Hawkins on his RCA Victor slicing of "I'll Trade Yours for Mine."

Fran Warren opens a two-week engagement at the Chicago Theater, July 24. Dana Records' polka orkster Frank Wojnarowski was crowned polka king at a special event attended by 800 people recently in Erie, Pa. Emsee for the crowning celebration was WLEU deejay Frank Ryan. Jo Ann Tolley opens at the Bolero Club, Wildwood, N. J., July 18. Chanter Pat Terry goes off on a three-week deejay tour to hit Boston, Philadelphia, Hartford, Conn., Providence, Pittsburgh, Cincinnati, Cleveland, Columbus, O., Detroit, Scranton, Pa., St. Louis and Chicago. All this for his latest Jubilee waxing "Love Me Again." M-G-M Records is staging special screenings for local deejays next week of the film "Gentlemen Prefer Bondes."

Maxine Gates has been set for a Las Vegas engagement with her own troupe as first date of a tour following her featured role in Paramount's musical, "Red Garters." Kem Records thrush Ellen Sutton's engagement at Tucson's Talk of the Town has been renewed for another week. Paul Dunlap will be music director for "Slade," Allied Artists release. The Whiting Sisters will coach Lucille Ball and Desi Arnaz in singing "Breezin' Along With the Breeze," tune the two stars warble in M-G-M's "The Long, Long Trailer." Music scoring of Pine-Thomas' "Those Redheads From Seattle" is under way with Irvin Talbot wielding the baton for Paramount's symphony ork. Dr. Miklos Rozsa left for a European vacation. M-G-M musical director Johnny Green is back at work following an Eastern vacation where he attended his Harvard class reunion and was guest conductor of the Boston Pops ork. Two sides cut by the Page Cavanaugh Trio, featuring the vocalizing of Connie Haines, has been sold to Coral Records by trio's manager, Ray Cavanaugh. Signed by Paramount to compose and conduct the score for "Elephant Walker" is Franz Waxman. Two new songs have been added to the original Rudolph Friml-Otto-Harbach-Oscar Hammerstein II score of M-G-M's "Rose Marie." The tunes, written especially for the production, are "I Have the Love" and "Free to Be Free," written by Friml and Paul Francis Webster. Kid Ory, New Orleans Creole jazz man, is featured in the second of a jazz biography series by Dave Manning over KGFJ Sunday (28).

Ronald Wise, Mercury Records sales and promotion rep in the classical division, returned from a two-month jaunt thru North and South Carolina, Georgia, Miami, New Orleans, Dallas, Cleveland and other cities. He specially plugged Hi-Fi—"Living Presence." Wise also spent a few days in Toronto at Quality Records, Ltd. Patti Page vacationing on her yacht with her parents, Mr. and Mrs. Charles A. Fowler, of Tulsa, Okla. Wilma Cozart, assistant to David Hall, of Mercury's classical division, off on a two-week vacation.

Duke Ellington and Count Basie will be pitted against each other in a battle of the bands at the Bandbox here starting Tuesday (7). Billy Taylor started at the Copacabana Lounge in Brooklyn on July 2. Barbour Records has pacted singer Dick Duane, now at the Boulevard in Queens. The Dude Ranch in Atlantic City is starting a name policy this year, its 20th year of operation. Names booked for the club so far include The Gaylords, Helen Forrest, Buddy Greco, The Charioteers and others. Warb-

ler Bob Petti will play 10 weeks at the Hurricane Room in Wildwood, N. J., this summer, marking his third season at the resort club.

Chicago

Jackie Searle, former Benny Goodman vocalist who recently returned from an eight-month engagement in South America, just cut a session with Dan Belloc's Dot recording orchestra. Jackie cut the vocal side of the disk, "I Got a Right to Cry." Barney Fields, local promotion man, is now handling June Valli's disking of "Crying in the Chapel." The Streamliner Club here getting to be a guest house for Stan Kenton and Duke Ellington on dates here. Featured at the club are Lurlean Hunter, fem vocalist, and Don Shirley, pianist, with Johnny Pate assisting on the bass.

Carol Bruce, singing lead of "Pal Joey," recently cut "Can't Help Lovin' That Man" for the RCA Victor Album of "Showboat." She also cut "Moanin' Low" and "Can't We Be Friends." Les Brown, Coral recording artist, plays a one-nighter tour of the Midwest and will cover Kansas City, Minneapolis, Madison and Cincinnati. Karen Chandler and Don Cornell are among the Coral artists expected to appear at the NAMM Convention here July 13.

Ralph Marterie, Mercury Record artist, in town Tuesday and Wednesday to cut eight sides for the label. Charlie Michaels, regional manager of the Coral office, just returned from a two-week vacation. Rusty Draper, whose latest on Mercury is "Gamblers Guitar," opens for a four-week stand at the Black Orchid July 21. Bobby Wayne, another Mercury artist, is currently at Jimmy Fazio's Supper Club in Milwaukee and will close there July 16.

Dan Belloc and his Dot recording orchestra open for a three-week stand at The Melody Mill July 10. Paul Chapman, of Decca, in town plugging his latest waxing on a deejay tour. Kenny Myer, Mercury disk jockey promotion, back in town after a week's vacat on. Tony Martin, RCA Victor, in town plugging "Unfair" and "Sorta on the Border." Jim Lounsberry, local deejay, will be guest jockey on RCA Victor's summer disk jockey show this week-end.

Morris Price, Mercury sales manager, back in town after a tour of the East visiting distributors in Boston and New York. Vic Daxone currently doing good business at the Chicago Theater, is visiting local deejays after a three-year absence. Helene Kellman, MCA's only lady booker, leaves MCA after 15 years on the job. Friday (3) was her last day. Joe Carlton accompanied Tony Martin on his short visit here Friday (3) on a deejay tour. Freddy Martin and his orchestra open at the Edgewater Beach Hotel this week. Clyde McCoy and his orchestra currently appearing at the Aragon Ballroom. Eddie South and his trio currently at the Driftwood on an unlimited engagement. Tony Bennett, Columbia recording star, currently heading the show at the Edgewater Beach Hotel and is backed by Charlie Spivak's Orchestra.

Hollywood

Composer David Rose has been set to conduct a 50-piece ork at four Friday evening concerts at Santa Anita Race Track in September and October. Musical event, Pasadena Pops concert, is sponsored by Pasadena's Junior League. "So This Is Love," musical movie story of the life of singer Grace Moore, will have its world premiere July 29 in Knoxville, Tenn., near Miss Moore's home town. In a deal with Frank DeVol, Derby Records has obtained distribution rights to the disks, "Wasted Tears" and "Just a Gigolo," featuring the DeVol ork and vocalist Jaye P. Morgan. Sought for the lead role in a new Broadway musical, "Marilyn," is singer Joanne Gilbert. Broadway producer Irwin Funder has made the overtures to Paramount. "The World Jances" is a new musical program featuring Lud Gluskin, general musical director for CBS's Western division, and his 26-piece ork, which made its debut Sunday (5) over the Columbia Pacific Radio Network. Lucille

Norman is featured vocalist. Composer Dimitri Tiomkin and Charles Wolcott, of M-G-M's music department, have written a special song for "Take the High Ground!" entitled "Julie," named for and based on role Elaine Stewart plays in the production. Thrush Peggy Lee's engagement at Ciro's has been extended by Herman Hoyer to July 13, to make up four days lost due to singer's illness. The Katherine Dunham troupe returns to the nitery July 14. Perry Botkin, CBS Radio guitarist on the "Bing Crosby Show," is vacationing in Honolulu. Dave Welton, harmonica player, has been tabbed by the William Morris agency for Eastern bookings. Composer George Duning has been assigned to write the background score for "Miss Sadie Thompson" for Columbia. In New York to talk exploitation plans of "Hi-Lili" is composer Bronislau Kaper. Composer's next assignment will be musical direction of the film "Saadia." Richard Hageman, noted concert conductor and composer, has been signed to appear in "Rhapsody," M-G-M movie.

George R. Brown and Fred Spielma, composers of "The Sword and a Rose" song for the Walt Disney film of the same name, are aiding the RCA Victor exploitation of the disk. Brown has been set to write the lyrics for "Shadows," current instrumental flip side of the tune. Brown also wrote with Jan Matus "Hallelujah! Brother," current Lawrence Welk wax on Coral.

THIS SMITH IS OMNIPRESENT

NEW YORK, July 4.—Bill Smith, The Billboard's diligent night club-vaude editor, joined the music publishing fraternity at the annual Perry Como outing last week. (See separate story.) That Smith is as important in the music field as the night club is now becoming rather well known. For instance, a few weeks ago he wrote a review of Joni James and The Four Lads when they were appearing at La Vie En Rose here. He suggested that the thrush needed a vocal coach and that The Four Lads had outgrown their plaid coats. This is to report that Miss James has hired a vocal coach and that The Four Lads are appearing in regular jackets. Such is the omnipresence of our Smith in the many facets of the business.

"GIGI"

Recorded by ...

LES BAXTER—Capitol
PAUL WESTON—Columbia

From the M-G-M Picture "SMALL TOWN GIRL"

MY FLAMING HEART

ROBBINS MUSIC CORPORATION

Three Great Records!
6 Hit Sides!

THE HILLTOPPERS
"I'd Rather Die Young" and "P.S. I Love You" Dot 15085

JOHNNY MADDOX
"Learning" and "8 Beat Boogie" Dot 15090

MAC WISEMAN
"Crazy Blues" and "Rainbow in the Valley" Dot 1168



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. APRIL IN PORTUGAL
SUDDENLY L. Baxter 2374
4. OH!
SAN P. Hunf 2442
5. RETURN TO PARADISE
ANGEL EYES N. Cole 2498
6. PRETEND
DON'T LET YOUR EYES GO SHOPPING N. Cole 2346
7. MY ONE AND ONLY LOVE
I'VE GOT THE WORLD ON A STRING F. Sinatra 2505
8. RUBY
A LITTLE LOVE L. Baxter 2457
9. GIGI
I LOVE PARIS L. Baxter 2479
10. LOVE ME, LOVE ME
'TIL I FIND YOU D. Marlin 2485
11. TERRY'S THEME FROM "LIMELIGHT"
PEG O' MY HEART J. Gleason 2507
12. I AM IN LOVE
MY FLAMING HEART N. Cole 2459
13. I LOVE YOU SO MUCH
LET ME HEAR YOU SAY V. Young 2478
14. BAIA
ALL ABOUT RONNIE S. Kenton 2511
15. THE NEARNESS OF YOU
GYPSY GIRL B. Manning 2383
16. I BELIEVE
THE GHOST OF A ROSE J. Froman 2332
17. LEAN BABY
I'M WALKING BEHIND YOU F. Sinatra 2450

LATEST RELEASE

No. 376

- NO MATTER HOW YOU SAY GOODBYE
GOIN' STEADY Betty Hutton 2522
- IT'S YOUR LIFE
BABY, I'M COUNTIN' Skeets McDonald 2523
- MY HEART IS A PLAYGROUND
BUTTERFLY LOVE Freddie Hart 2524
- CRYIN' MY HEART TO SLEEP
YOU ARE TOO BEAUTIFUL Bob Eberly 2525
- I'M GETTIN' MIGHTY TIRED
DOUBLE UP AND CATCH UP Leon Chappell 2526
- LOLLAPALOOZA
I WANNA BE YOUR DARLIN' Johnny Pecon 2527
- MY HEART KNOWS
WHEN LOVE GOES WRONG Margaret Whiting & Jimmy Wakely 2528

RAY ANTHONY'S
latest!

"JERSEY BOUNCE"
—featuring bari sax by Leo Anthony

**"I GUESS IT WAS YOU
ALL THE TIME"**
—the new Mercer-Carmichael song hit

Record No. 2532

TOP SELLERS—

COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. HUB-A-DUB-DUB
I'LL SIGN MY HEART AWAY
H. Thompson 2445
2. MINNI-HA-CHA
I LOST MY HEART TODAY
F. Huskey 2495
3. I CAN'T WAIT
WHAT'S THE USE TO LOVE YOU
F. Young 2461
4. THE MARSHALL'S DAUGHTER
THE SAN ANTOINE STORY
T. Ritter 2475
5. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN
GROW OLD WITHOUT YOU)
J. Shepard 2502
6. OKEE-FI-NO-KEE
UNDECIDED HEART
L. Bonds 2499
7. I FORGOT MORE THAN YOU'LL
EVER KNOW
POOR BOY, RICH LOVIN'
S. James 2508
8. I'VE GOT A LOT OF LOVE, BABY
BY DEGREES
J. Skinner 2513
9. I HAVE BUT ONE GOAL
THE SINNER'S DREAM
Smith Brothers 2492
10. THE BELLS OF MONTERREY
SWEET BUNCH OF BITTERWEEDS
D. Dickerson 2504

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 AND SONGS
FROM LOVER'S RHAPSODY
Jackie Gleason 366
4. SKETCHES ON STANDARDS
Stan Kenton 426
5. THE HIT MAKERS!
Les Paul & Mary Ford 416
6. BY THE LIGHT OF THE SILVERY MOON
Gordon MacRae & June Hutton 422
7. JANE FROMAN FAVORITES
Jane Froman 429
8. NEW CONCEPTS OF ARTISTRY IN
RHYTHM
Stan Kenton 383
9. MEMORY SONGS
Jo Stafford & Gordon MacRae 428
10. UNFORGETTABLE
Nai "King" Cole 357
11. PARTY PANIC!
Mel Blanc 436
12. THE BILLY MAY BAND
Billy May 412
13. TEX RITTER SINGS
Tex Ritter 431

BEST SELLING—

CLASSICAL ALBUMS

Based on Actual Capitol Sales Reports

1. SCRIBBIN—"POEM OF ECSTASY, OP. 54," LOEFFLER—"A PAGAN POEM"
Paris Philharmonic Orchestra Conducted by Manuel Rosenthal 8188
2. TCHAIKOVSKY—"DANCES FROM THE SWAN LAKE"
Roger Desormiere Conducting the French National Symphony Orchestra 8213
3. TCHAIKOVSKY—"ANDANTE CA'TABILE From QUARTET NO. 1 IN D, OP. 11," BORODIN—"NOTTURNO from QUARTET NO. 2 IN D"
The Hollywood String Quartet 8217
4. WAGNER—"LIEBESTOD from TRISTAN UND ISOLDE" & "Excerpt from SIEGFRIED'S FUNERAL MUSIC from GOTTER-DAMMERUNG"
The Pittsburgh Symphony Orchestra Conducted by William Steinberg 8216
5. DVORAK—"SLAVONIC DANCES"
Fabien Sevitzky Conducting The Indianapolis Symphony Orchestra 8215
6. ERNEST BLOCH—"CONCERTO GROSSO," WILLIAM SCHUMAN—"SYMPHONY FOR STRINGS"
The Pittsburgh Symphony Orchestra Conducted by William Steinberg 8212
7. ENESCO—"RUMANIAN RHAPSODY NO. 1 IN A MAJOR, OP. 11" & "RUMANIAN RHAPSODY NO. 2 IN D MAJOR, OP. 11"
Fabien Sevitzky Conducting The Indianapolis Symphony Orchestra 8210
8. WAGNER—"SIEGFRIED'S RHINE JOURNEY" & "SIEGFRIED'S FUNERAL MUSIC" & "PRELUDE AND LIEBESTOD FROM TRISTAN UND ISOLDE"
The Pittsburgh Symphony Orchestra Conducted by William Steinberg 8185
9. GERSHWIN—"THEME FROM RHAPSODY IN BLUE," "THREE PRELUDES FOR PIANO"
Leonard Pennario 8206
10. TCHAIKOVSKY-TANEI-EFF-GOU"OD — "ROMEO AND JULIET DUETS"
Franz Waxman Conducting The Los Angeles Orchestral Society 8189
11. BERNSTEIN—"FANCY FREE," COPLAND—"RODEO"
The Ballet Theatre Orchestra Conducted by Joseph Levine 8196
12. TCHAIKOVSKY—"THEMES FROM PRINCESS AURORA"
The Ballet Theatre Orchestra Conducted by Joseph Levine 8214
13. ENESCO—"RUMANIAN RHAPSODIES, OP. 11," DVORAK—"SLAVONIC DANCES, OP. 46"
Fabien Sevitzky Conducting The Indianapolis Symphony Orchestra 8209



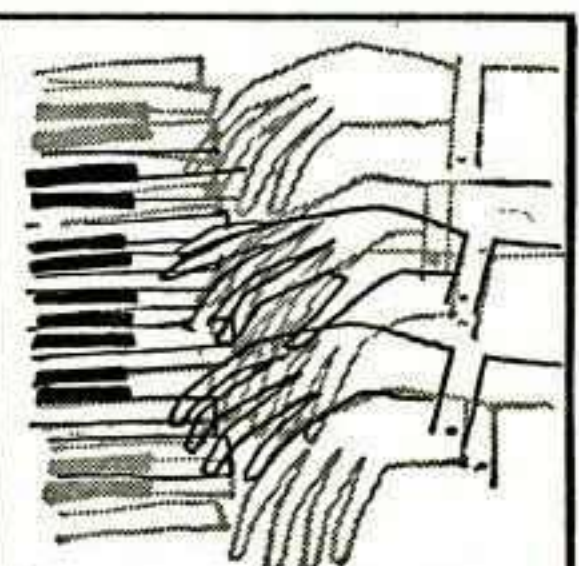
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RAG"**

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played in inimitable Light style
with instrumental accompaniment

Record No. 2530

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending July 4

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 thruout 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.

Week This		Last Week	on Chart
1.	SONG FROM MOULIN ROUGE (R) (F)—Broadcast...	1	13
2.	APRIL IN PORTUGAL (R)—Chappell.....	2	13
3.	I'M WALKING BEHIND YOU (R)—Leeds.....	3	9
4.	I BELIEVE (R)—Cromwell.....	4	9
5.	RUBY (R) (F)—Miller.....	5	10
6.	PRETEND (R)—Brandom.....	7	23
7.	SAY YOU'RE MINE AGAIN (R)—Meridian.....	9	10
8.	JUST ANOTHER POLKA (R)—Frank.....	8	4
9.	SEVEN LONELY DAYS (R)—Jefferson.....	10	13
10.	VAYA CON DIOS (R)—Ardmore.....	15	2
11.	LIMELIGHT (Terry's Theme) (R) (F)—Bourne.....	12	3
12.	YOUR CHEATIN' HEART (R)—Acuff-Rose.....	6	19
13.	NO OTHER LOVE (R) (M)—Williamson.....	11	2
14.	DOGGIE IN THE WINDOW (R)—Santly-Joy.....	14	21
15.	ANNA (R) (F)—Hollis.....	13	9

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 29 in Radio

All By Myself (R)—Berlin—ASCAP	My One and Only Heart (R)—Roncom—ASCAP
Anna (R) (F)—Hollis—BMI	Nearness of You (R)—Famous—ASCAP
April In Portugal (R)—Chappell—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
Belle of the Ball (R)—Mills—BMI	P.S. I Love You (R)—La Salle—ASCAP
Big Mamou (R)—Peer—BMI	Pretend (R)—Brandom—ASCAP
Call of the Far-Away Hills—Robbins—ASCAP	Return to Paradise (R) (F)—Remick—ASCAP
Hi-Lili, Hi-Lo (R) (F)—Robbins—ASCAP	Ruby (R) (F)—Miller—ASCAP
Granada (R)—Peer—BMI	Say Si Si (R)—E. B. Marks—BMI
I Believe (R)—Cromwell—ASCAP	Say Your Mine Again (R)—Blue River—BMI
If I Love You a Mountain (R)—Feist—ASCAP	Send My Baby Back to Me (R)—E. H. Morris—ASCAP
I'm Walking Behind You (R)—Leeds—ASCAP	Seven Lonely Days (R)—Jefferson—ASCAP
Is It Any Wonder (R)—Midway—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
Just Another Polka (R)—Frank—ASCAP	Vaya Con Dios (R)—Ardmore—ASCAP
Keep It Gay (R) (M)—Williamson—ASCAP	
Melba Waltz (R) (F)—Bregman, Vocco & Conn—ASCAP	
My Lady Loves to Dance (R)—United—ASCAP	

Top 11 in Television

April In Portugal (R)—Chappell—ASCAP	Organ Griners Swing (R)—Mills—ASCAP
Big Mamou (R)—Peer—BMI	Ruby (R) (F)—Miller—ASCAP
Hello Sunshine (R)—Erwin-Howard—ASCAP	Say Your Mine Again (R)—Blue River—BMI
I Believe (R)—Cromwell—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
Melba Waltz (R) (F)—Bregman, Vocco & Conn—ASCAP	Vaya Con Dios (R)—Ardmore—ASCAP
Mister Tap Toe (R)—Montclare—BMI	

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.

ENGLAND'S TOP TWENTY—	
1. Limelight (Terry's Theme) — Bourne (Bourne)	10. Tell Me You're Mine—Chappell (Capri)
2. Song From Moulin Rouge—Connelly (Broadcast)	11. April in Portugal—Sterling (Chappell)
3. I Believe—Cinephonic (Cromwell)	12. Windsor Waltz—Michael Raine (E. B. Marks)
4. I'm Walking Behind You—Peter Maurice (Leeds)	13. Wonderful Copenhagen—Morris (Frank)
5. Hold Me, Thrill Me, Kiss Me—Mills (Mills)	14. I Talk to the Trees—Chappell (Chappell)
6. Pretend—Leeds (Brandom)	15. Oh, Happy Day—Chappell (Bregman, Vocco & Conn)
7. Downhearted—New World (Paxton)	16. Hot Toddy—Aberbach (Coachella-Alamo)
8. In a Golden Coach—Box & Cox (Box & Cox)	17. Celebration Rag—Bradbury Wood (Chappell)
9. Pretty Little Black Eyed Susie—Cinephonic (Santly-Joy)	18. Doggie in the Window—Connelly (Santly-Joy)
	19. Have You Heard—F. D. & H. (Brandom)
	20. Queen of Tonga—Campbell (Connelly)



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Writer of

"TILL I WALTZ AGAIN WITH YOU"

b/w **DONKEY SERENADE**

The Billboard Music Popularity Charts

... For Week Ending July 4

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

- DINAH SHORE**
Blue Canary 81
V (45) 47-5390—Novelty ditty has a strange measure of corn, but it's sung sympathetically by the songstress. Not the least of the side's appeal is the odd instrumentation, full of bird calls and other strange bits of business. Etching is fetching enough to stand a good chance of breaking thru. (Valledo, ASCAP)
- Eternally** 75
Lyrics set to the "Limelight" theme are smoothly warbled by Miss Shore. Entry, tho, probably faces overwhelming odds in the Vic Damone version. (Bourne, ASCAP)
- RICHARD HAYES**
Midnight in Paris 79
MERCURY 70169 — Richard Hayes sells this pretty effort with a lot of feeling, over a first-rate ork accompaniment. With enough exploitation this one could grab spins and coins. Good wax. (Sam Fox, ASCAP)
- Matilda, Matilda** 76
The warbler turns in another fine vocal here on a bright calypso effort which has also been sliced by Harry Belafonte. Side should pull many spins. (Duchess, BMI)
- BDDY HOWARD**
Love Every Moment You Live 78
MERCURY 70176 — The easy-to-listen-to voice of Howard is backed with a mixed chorus. It's worth watching, something could happen. (Meridian, ASCAP)
- The Right Way** 76
Called "The Long Way" on other versions available, this version by Howard is a sensitive reading, again with choral support. (Hill & Range, BMI)
- THE MELACHRINO STRINGS**
Shadows 78
V 20-5362—A beautiful new instrumental tune, in the "Limelight" tradition, is handed a sweeping rendition by the smooth Melachrino Strings, with the fiddles featured all the way. The arrangement, in two tempos, is most attractive. Watch this one; with the present penchant for instrumentals, it could break out. (Fanfar, BMI)
- The Sword and the Rose** 74
Wild new instrumental effort is handed a bright rendition by the ork, which has a chance to show off its rich sounds on this side. The flip, however, has much more appeal. (Disney, ASCAP)
- BILL DARNELL**
Tonight, Love 77
DECCA 28706—Bill Darnell turns in a strong rendition of the wild new ballad based on Liszt's "Second Hungarian Rhapsody." Lyrics are good, and the chanter sells them with a meaningful vocal, with solid support from the chorus and ork. This one could grab some loot with enough exploitation. Good wax. (Kellam, ASCAP)
- Come to Me** 74
Darnell, backed by a chorus, sings this ballad pleasantly, and the ork offers good support. It's a good side for the jocks, tho the flip has the excitement. (Tannen, BMI)
- EILEEN BARTON**
I Ain't Gonna Do It 77
CORAL 61019—A swiny new riff, with r.&b. overtones, receives a wild reading from the energetic thrush, over rhythmic backing from the ork, featuring handclapping and a real beat. Tune has enough excitement to break thru and it could also get some spins in the r.&b. field as well. (Fisher, ASCAP)
- Teys** 73
Eileen Barton sells this new ballad with feeling over a good arrangement by the Jack Pleis ork. Tune was written by Bob Merrill. Title refers to toys for those who play at love, instead of meaning it. (Santly-Joy, ASCAP)
- ROBERT MAXWELL**
Rose Marie 77
MERCURY 70177 — The perennial comes thru with new lustre in a sparkling reading by the harpist. Thru multi-dubs, Maxwell gets some startling effects out of his instrument, and the platter is one that could attract much juke loot. (Harms, ASCAP)
- Ebb Tide** 70
Moody and imaginative opus, written by Maxwell, is eminently listenable. Another good side, contrasted in style to flip. (Robbins, ASCAP)
- JERRY SHARD ORK**
The Gang That Sang 77
CAPITOL 2520—A very pleasant record that includes the muted "wah-wahing" trombones and a punchy gang vocal. There's potential here, particularly on the juke box level. (Robbins, ASCAP)
- Sing High, Sing Low** 70
An instrumental featuring the trombones and bells, with the guitar setting a strong rhythm beat. (Ludlow, BMI)
- NEAL HEFTI ORK**
Cecilia 76
CORAL 61020—The Neal Hefti ork drops the bop kick to turn in a good commercial waxing of the evergreen,

helped via a strong vocal from warbler Bunny Briggs. The ork arrangement is cute and listenable, and the vocal is attention-getting. Side could stir some action with exposure, and it's a good dance record besides. If Hefti keeps on this kick, he could happen. (AEC, ASCAP)

Eb' La Bas 75
Bunny Briggs, with the help of a gang vocal from the sidemen, does a pleasant job with this happy Cajun-styled effort about New Orleans, over rhythmic support from the Hefti crew. Tune is cute and could get spins as well as some coins. (Emperor, BMI)

HUGO WINTERHALTER ORK
The Lover's Waltz 76
V 20-5369—Currently active pop ditty is done up in lush style, with Sally Ax Sweetland and Bud Doe duetting for a chorus. Vocal, however, seems like an after-thought—rather than an integral part of the disk. (Shapiro-Bernstein, ASCAP)

Music Box in Blue 71
A lovely item gets a lush instrumental go from Winterhalter and his string-heavy studio ork. Should please many fans and get plenty of spins. (Robbins, ASCAP)

GUY LOMBARDO ORK
Limelight 75
DECCA 28763 — Guy Lombardo's many fans will enjoy this typical Lombardo version of the current instrumental smash. (Bourne, ASCAP)

Gigi 75
Same comment.

RAY ANTHONY ORK
That's My Weakness Now 75
CAPITOL 2488—Two band chirps, Marcue Miller and Jo Ann Greer, are teamed for a cute vocal duet on the perennial favorite. Side is different from usual Anthony material, and could get some action. (Shapiro-Bernstein, ASCAP)

When the Saints
Go Marching in March 73
The Anthony crew has been using this for some time as sight material on (Continued on page 38)

Rhythm & Blues

JIMMY WITHERSPOON
Oh, Mother, Dear Mother 78
MODERN 909—The chanter warbles a real sad blues. He's ready to pass on after a shooting fracas, and he tells his mother to expect him soon. Witherspoon has a good side here that could break out into the money if it's promoted energetically. Bears watching. (Modern, BMI)

I'll Be Right on Down 75
Witherspoon has waxed a strong reading of slight material that should earn him spins on performance value alone. (Modern, BMI)

BILLY WRIGHT
Four Cold, Cold Walls 76
SAVOY 1100 — A sad, lonely blues weeper is sung with heart and feeling by Wright, with the help of an unnamed interlocutor and good piano backing. Good wax that should get spins due to the warbler's performance. (Savoy, BMI)

After Awhile 73
Blues rocker with a nice beat is handed a good interpretation by the chanter, while the ork backs him rhythmically. Okay for the boxes, tho it runs down after awhile. (Savoy, BMI)

BROWNIE MCGHEE
4 o'Clock in the Morning 73
SAVOY 899—Southern blues warbler McGhee tells about those lonely hours near the dawn without his gal. Could get some action in Southern locations. (Crossroads, BMI)

Sweet Baby Blues 70
Same comment. (Crossroads, BMI)

JIMMIE LEE AND ARTIS
That's Fat Jack 73
MODERN 907—Ditty built around a routine riff is waxed effectively. (Modern, BMI)

That's What Love Can Do 69
So-so warble of a slight ballad. (Modern, BMI)

EARL JOHNSON
Beggin' At Your Mercy 72
SAVOY 1102 — Pleasant side by Johnson, who explains that he is in misery without his baby. It has a little excitement, and jocks can use. (Crossroads, BMI)

Have You Gone Crazy? 69
The warbler is quite upset about his ill-treatment from his girl since he gave her both his loot and his love and she still refuses to treat him right. Johnson sings it with spirit, and when he gets a good hunk of material, something could happen. (Crossroads, BMI)

Number of Releases This Week

(Listed Alphabetically by Label)

Label	Pop	CAW	R&B
BBS	3	—	—
CAPITOL	5	5	—
CHANCE	1	—	—
COLUMBIA	2	2	—
CORAL	4	—	—
DECCA	4	2	—
DERBY	1	—	—
FORTUNE	—	1	—
IMPERIAL	—	5	—
LONDON	4	—	—
MERCURY	5	—	—
M-G-M	6	4	—
MODERN	—	—	2
RCA VICTOR	5	5	—
RED BIRD	—	1	—
SAVOY	—	—	3
VOGUE	1	—	—
TOTAL	41	25	5

Jazz

SAMMY CARLISI QUARTET
Charlie 68
DEE GEE 3404—Some of the cool cats may enjoy this rhythmic treatment of a riff effort, featuring Carlisi on tenor and Bob Miller on organ. It's rather pedestrian stuff, tho Carlisi does well on the sax. (Salvadore Music)

George 65
Same comment. (Salvadore Music)

Latin American

PEDRO VARGAS
Vereda Tropical 78
V 23-6052 — First-class waxing of ballad from flick "Hombres de Mar." Vargas with practiced ease develops dramatic climaxes out of nowhere and endows pedestrian material with feeling and credibility.

Ahora Seremos Felices 76
Love song done by Vargas in his characteristically effortless style, undistorted by exaggerated sentimentality.

GAYTAN Y SOLIS
Mi Casita Perdida 74
V 23-6051—Male duo clicks as they harmonize the melody of this up-beat polka. Ork gives them solid support.

Di 72
Smoothly blended effort which should get warm reception in this market.

TITO RIVERA Y SU ORQUESTA
Guardarraya 70
V 23-6049—A good mambo here with Tony Martinez doing a smooth job on the vocal. Rhythm is not frenzied and should make for good dancing as well as pleasant listening.

Mambo A La Carte 68
Martinez again is very effective in his light handling of the lyrics, and on this side gives the spotlight to the ork.

TRIO CALAVERA
Golondrinas Yucatecas 70
V 23-6050—Sentimental Mexican ditty delivered with feeling and conventional style by male trio.

Yo Se Que Nunca 68
An emotional ballad that gets an unpolished reading from the boys.

Sacred

BILL LOWERY AND THE SMITH BROTHERS
I Hate But One Goal 74
CAPITOL 2492—Bill Lowery cues the text for the group in a device that should pull listener participation. A good waxing that seems due for regional action. (Lowery, BMI)

The Sinner's Dream 69
The Smith Brothers chant the bouncy sacred opus in happy country style. (Beechwood, BMI)

WILMA LEE-STONEY COOPER
Are You Walking and A-Talking for the Lord 71
COLUMBIA 21131 — Sincere jazzy rendition of the Hank Williams song, with Wilma Lee asking the questions and Stoney Cooper helping with the harmony. (Acuff-Rose, BMI)

You Can't Take It With You 69
Harmonizing duo with guitar and piano backing points out some homely truths. (Acuff-Rose, BMI)

Country & Western

CARL SMITH
Darlin', Am I the One? 84
COLUMBIA 21129—Chanter pleads for assurance in his most persuasive manner. A beautifully performed side that should stir up plenty of action and attract much coin. (Valley, BMI)

Hey Joe 82
Cute ditty about a guy who likes his friend's gal is delivered with warm charm by Smith. This, too, could set cash registers ringing. (Tannen, BMI)

HANK WILLIAMS
I Won't Be Home No More 83
M-G-M (45) K 11533—This has all the earmarks of a big one for the late Williams. In a slightly up tempo it gives him the chance to sell his style in his best way.

My Love for You 77
Okay Williams material and chanting here, but not one of his best efforts on a weeper.

SLIM WHITMAN
Danny Boy 82
IMPERIAL 8201 — The traditional folk air is handed a typical Whitman go for a side that looks like a strong follow-up to his recent hits.

There's a Rainbow in Every Teardrop 73
Whitman delivers strongly, but he's not at his commercial best with this type of material—good as it may be. (Hill & Range, BMI)

HOMER AND JETHRO
I'm Walking Behind You 81
V (45) 47-5372—The comic stroke is applied broadly in this re-work of the pop click. The side is certain to win plentiful exposure and thereby brighten the days of many platter fans. Another money earner for Homer and Jethro. (Leeds, ASCAP)

Mexican Joe No. 6 79
The country smash is re-worked in typical Homer-Jethro style, and that's enough to please a good many record buyers. Tho it doesn't contain as many belly laughs as previous parodies by the twosome, it's full of chuckles. Jocks will spin, and jukes will garner coin. (American, BMI)

KITTY WELLS
The Life They Live in Songs 81
DECCA 28753—There are back street affairs of all kinds in song, but according to Kitty Wells, 'tain't so in real life, at least as far as she's concerned. A very clever idea, and the chanter sells it well. Could be a big one for her. (Acuff-Rose, BMI)

I Don't Claim to Be an Angel 78
Thrush says that maybe she had a past, but that's all over now. She projects in her usual style. There's enough power here to make this a good two-sided record. (Hill & Range, BMI)

T. TEXAS TYLER
Scratch and Itch 79
DECCA 28760—Tyler socks this one across solidly. It's a lively tune with a good solid beat, and the singer gets a lot of punch into it. Something could happen here. (Four Star, BMI)

Let's Get Married 74
Tyler pops the question right off the bat and then gives a lot of reasons why it's a good idea. He sells it as if he means it. A good side. (Four Star, BMI)

RED GARRETT
They Got Me Singin' That Way 76
V 20-5363—Good novelty has Garrett mimicking a variety of country singing styles. There are more than a few smiles in the grooves, and country deejays should spin merrily. (R.F.D., ASCAP)

Please 72
Garrett pleads for faithfulness, above a rhythmic Latin beat. A good side for listening, or dancing. (Tannen, BMI)

TED WEST
Call of the Devil's Rider 76
M-G-M (45) K 11539—In every way this is much like "Ghost Riders in the Sky." Yet it could get lots of action via the beat and West's unusual and effective warbling.

On the Wrong Side of the Road 70
Cute lyric idea makes for a listenable side via West's chanting.

WESLEY-MARILYN TUTTLE
Vaya Con Dios 76
CAPITOL 2514—Tune now breaking in the pop field via the Les Paul-Mary Ford cutting receives a listenable performance from the singing pair. Wesley Tuttle carries the tune thruout. Side is well done, and it should grab off a lot of jock spins. (Ardmore, ASCAP)

I Wonder Where You Are Tonight? 68
Old-fashioned ballad receives a warm reading from the singing duo, with the chanter taking most of the sold work. (Red River, BMI)

CURLEY DAULTON
I Traded an Angel for a Devil 76
COLUMBIA 21130—Daulton injects much emotion into his reading of the weeper, and it's certain to arouse a strong response in many listeners. Side is a good one that bears watching, since it could stir up attention. (Hill & Range, BMI)

Please Set Me Free 74
Chanter pleads for his freedom (so he can marry someone else) with conviction. A natural follow-up to the flip. (Ridgeway, BMI)

JOE BILL
Everybody Knows I Tried 77
IMPERIAL 8198—Bill impresses as a fine singer, via his handling of this fine weeper item for a strong side. (Commodore, BMI)

Who's to Blame? 73
Latin-American beat sparks this side for another strong effort. (Commodore, BMI)

CURLEY SANDERS
Love 'Em Country Style 77
IMPERIAL 8197—Cute idea about how to make love to a city gal is sung brightly by Sanders on this new waxing. Side is a good one, and it could get spins as well as some juke loot with enough exposure. (Commodore, BMI)

My Heart Is Yours Alone 74
Listenable weeper is handed a persuasive performance by Sanders, as he tells how much he loves his girl. This side too should be able to cull a lot of deejay spins. Sanders sings both tunes with spirit and feeling. (Commodore, BMI)

JIMMIE WIDENER
Backwater Blues 74
IMPERIAL 8199—Widener's chanting on this straight blues ballad is fine. The story told should hold interest. Good wax, this.

Padlock on the Door 70
Novelty-type ditty is well performed by the country chanter for another good side. (Opal, BMI)

SPEEDY WEST-JIMMY BRYANT
Speedin' West 74
CAPITOL 2519—This is a happy, rhythmic instrumental side, and West and Bryant sell it for all it's worth. It sells, and it should be able to pick up a lot of juke loot in c.&w. locations. (Opal, BMI)

Skiddle-Dee-Boo 68
Nice instrumental side by West and Bryant, with the latter doing some good work on the standard guitar. Side should grab a lot of deejay programming. (Commodore, BMI)

MAY HAWKS
Jealous Love 73
FORTUNE 173—An appealing story-ballad, with imaginative lyrics, receives a good performance from the thrush, with the aid of some "dub-ins." Side has merit and could get attention with enough exposure. With a more imaginative arrangement this could have been a great side, but it's still a good one for the market. (Four Star, BMI)

Year After Year 65
Story ballad is sung adequately by the chanter, but it doesn't have the freshness of the flip. (Triannon, BMI)

SUNSHINE RUBY
Nobody Asked Me to Dance 73
V (45) 47-5374—Hokey style of the thrush comes across well on wax. Story ballad about a wallflower who (Continued on page 37)

Spiritual

BRO. CECIL L. SHAW
In Heaven, I'll Rest 77
IMPERIAL 5242 — Brother Shaw awards the opus a vibrant interpretation above the expert harmonizing of a male vocal combo. A moving waxing that could make its mark in the field. (Commodore, BMI)

I Know He'll Answer 76
A powerful shout effort by Brother Shaw that builds in excitement. Beat is strong and persistent, and the side should appeal to many. (Commodore, BMI)

THE CARAVANS
Why Should I Worry? 73
STATES 119—The clear, high voice of Nellie Grace Danfels rises melodiously above the chorus in a graceful reading of the spiritual. A good side.

On My Way Home 71
A sincere reading of the hymn, sung convincingly by the group. Albertina Walker is the soloist.

International

JOHN WILFAHRT ORK
Sugarbush-Polka 77
DECCA 28761—The well-known Maars tune served up in polka tempo. A bright instrumental with one vocal chorus thrown in toward the end by male trio. (G. Schirmer, ASCAP)

Sailors Waltz 72
Danceable instrumental taken at a moderate pace. (Chart, SESAC)

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 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.

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending July 3.

THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
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
CANDY LIPS LET'S WALK THAT-A-WAY	Doris Day and Johnnie Ray	40001 • 4-40001
STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 • 4-39981
PLAYMATES SHOO-FLY PIE AND APPLE PAN DOWDY	Jimmy Boyd	40007 • 4-40007
GIGI SHANE	Paul Weston	40014 • 4-40014
ALPINE CLIMBER'S BALL SKYLARK POLKA	Frankie Yankovic	40012 • 4-40012
TEAR DROP IN THE RAIN BABY LET ME KINDLE YOUR FLAME	Richard Bowers	40016 • 4-40016
TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmy Boyd	39945 • 4-39945
RUBY PALLADIUM PARTY	Harry James	39994 • 4-39994
LOOK AT THAT GIRL HANNAH LEE	Guy Mitchell	40008 • 4-40008
TELL US WHERE THE GOOD TIMES ARE THERE'S NOTHING AS SWEET AS MY BABY	Guy Mitchell and Mindy Carson	39992 • 4-39992
SOMEONE'S BEEN READING MY MAIL I'M YOUR GIRL	Jo Stafford	40021 • 4-40021

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending July 3.

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
YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT COLD SHOULDER	Ray Price	21117 • 4-21117
I'D RATHER DIE YOU'G THE NIGHTINGALE SONG	Rose Maddox	21127 • 4-21127
A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU	Marty Robbins	21111 • 4-21111
I PASSED BY YOUR WINDOW HALF-HEARTED	George Morgan	21108 • 4-21108
YOU FLOPPED WHEN YOU GOT ME ALONE WE'VE GOT THINGS TO DO	June Carter	21128 • 4-21128
CALAMITY JANE ENGINEER'S SONG	Johnny Ragsdale	21123 • 4-21123
IF I SHOULD WANDER BACK TONIGHT DEAR OLD DIXIE	Lester Flatt and Earl Scruggs	21125 • 4-21125
WE CRUCIFIED OUR JESUS WHEN IT COMES TO MEASURING LOVE	Lefty Frizzell	21118-s • 4-21118-s

NEW EXTENDED PLAY RELEASES

ROSIE AND MARLENE (Clooney and Dietrich)
Dot's Nice—Donna Fight! • It's the Same • Too Old To Cut the Mustard • Good for Nothin' B-1699

ERROLL GARNER PLAYS FOR DANCING
I've Got My Love To Keep Me Warm • Stompin' at the Savoy • Cheek To Cheek B-1700

FRANK SINATRA SINGS JEROME KERN
Ol' Man River • All the Things You Are • Why Was I Born • The Song Is You B-1702

ONE O'CLOCK JUMP and DON'T BE THAT WAY
From the 1938 Carnegie Hall Jazz Concert—BENNY GOODMAN and his Orchestra A-1701

New Popular Singles

Frankie Laine HEY, JOE! SITTIN' IN THE SUM 40036 • 4-40036
Jo Stafford and Nelson Eddy WITH THESE HANDS TILL WE MEET AGAIN 40034 • 4-40034
Merv Griffin—Columbia debut! I'LL BE THERE I KISS YOUR HAND, MADAME 40026 • 4-40026
Percy Faith GAVIOTTA TROPIC HOLIDAY 40029 • 4-40029

New Folk Music Singles

Chuck Wells I'M NOT ASHAMED I'M SETTING YOU FREE 21134 • 4-21134
Johnny Hicks TOO LATE TO _____! I SWEAR 21135 • 4-21135
The Masters Family SINGING IN THE PROMISED LAND I HAVE CHANGED 21136-s • 4-21136-s

NEW POPULAR ALBUM

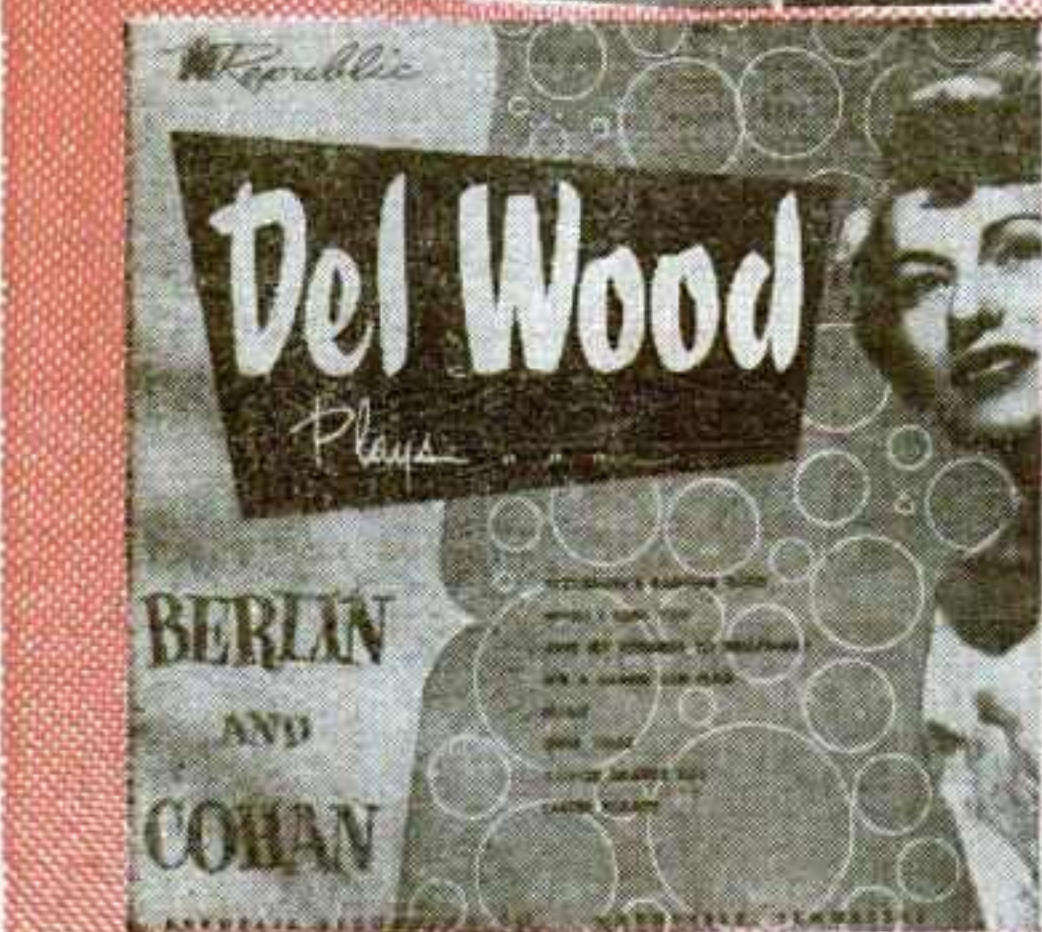
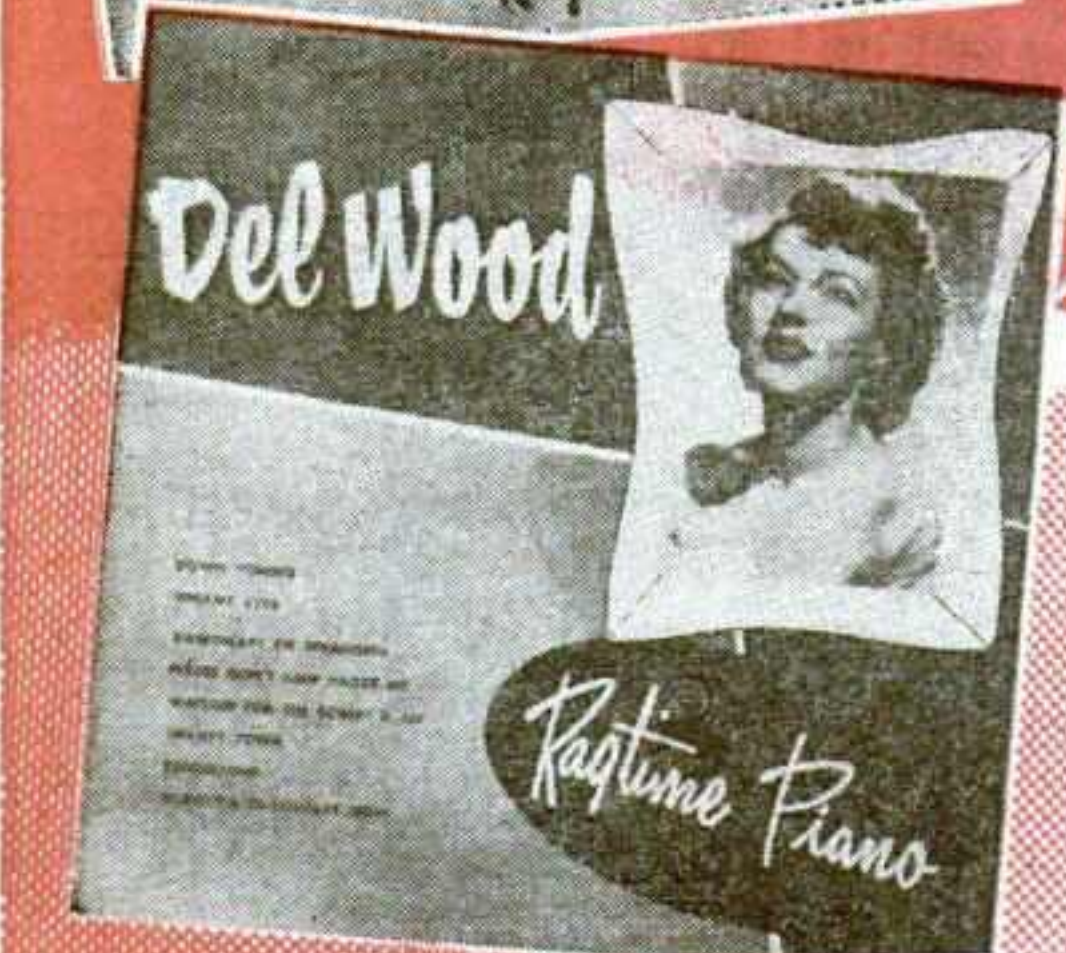
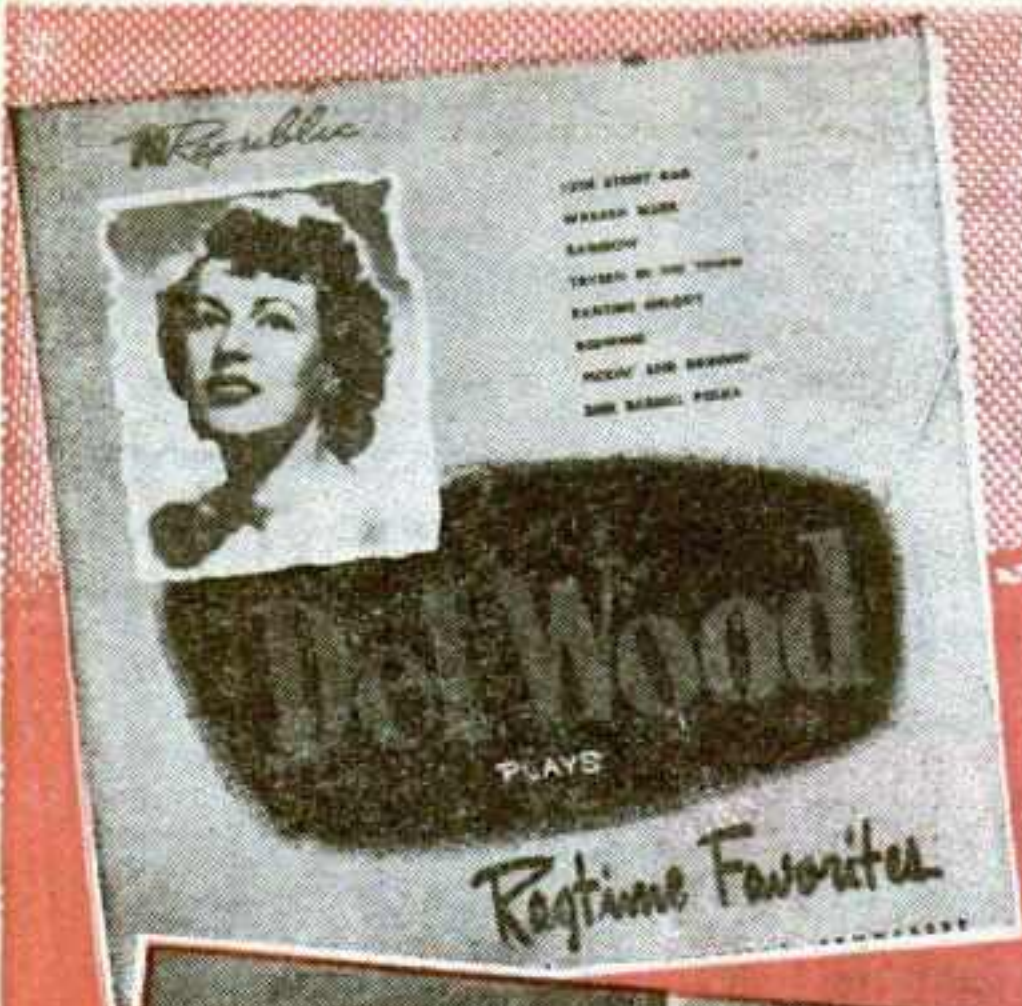
ERROLL GARNER PLAYS FOR DANCING

I've Got My Love To Keep Me Warm • Can't Help Lovin' Dat Man • Stompin' at the Savoy • Sweet Sue—Just You • Cheek To Cheek • Please Don't Talk About Me When I'm Gone, with Wyatt Ruther, Bass, and "Fats" Heard, Drums.
"Lp" CL 6259

A hit every summer!
Come On-A My House . . .
Botch-A-Me . . .
and now
ROSEMARY CLOONEY
sings
Cheegah Choonem
(I Haven't Got It)
and **Stick With Me**
with rhythm acc.
40024 • 4-40024

COLUMBIA
RECORDS

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



Republic

ALBUMS NOW AVAILABLE

by the GREAT

DEL WOOD

33-1/3 R.P.M. LONG PLAYING

L.P. #900
DEL WOOD FAVORITES
 Down Yonder
 Dreamy Eyes
 Sweetheart or Strangers
 Please Don't Talk About Me
 Waiting For the Robt. E. Lee
 Shanty Town
 Runaround
 Nobody's Sweetheart Now

L.P. #901
**DEL WOOD PLAYS
 BERLIN AND COHAN**
 Alexander's Ragtime Band
 When I Lost You
 Give My Regards to Broadway
 It's a Grand Old Flag
 Marie
 Over There
 Yankee Doodle Boy
 Easter Parade

L.P. #902
RAGTIME FAVORITES
 12th Street Rag
 Wabash Blues
 Rainbow
 Tavern in the Town
 Ragtime Melody
 Beer Barrel Polka
 Red Wing
 Pickin' and Grinnin'

45 R.P.M. EXTENDED PLAY

E.P. #2000
DEL WOOD FAVORITES
 Down Yonder
 Dreamy Eyes
 Sweethearts or Strangers
 Please Don't Talk About Me

E.P. #2002
**DEL WOOD PLAYS
 BERLIN AND COHAN**
 Alexander's Ragtime Band
 When I Lost You
 Give My Regards to Broadway
 It's a Grand Old Flag

E.P. #2004
RAGTIME FAVORITES
 12th Street Rag
 Wabash Blues
 Rainbow
 Tavern in the Town

E.P. #2001
DEL WOOD FAVORITES
 Waiting For the Robt. E. Lee
 Shanty Town
 Runaround
 Nobody's Sweetheart Now

E.P. #2003
**DEL WOOD PLAYS
 BERLIN AND COHAN**
 Marie
 Over There
 Yankee Doodle Boy
 Easter Parade

E.P. #2005
RAGTIME FAVORITES
 Ragtime Melody
 Beer Barrel Polka
 Red Wing
 Pickin' and Grinnin'

RUSH

the Greatest Version Yet!

CRYING IN THE CHAPEL

J.T. ADAMS and the Men of Texas

7052

Republic

RECORDING CO.

NASHVILLE, TENNESSEE

Just Released

SMASH

Del Wood plays

(PERSONAL MANAGEMENT: Fred Foster, Rm. 509, Stahlman Bldg., Nashville, Tenn.)

"RICKY-TIC PIANO"

VOCAL BY DON ESTES

B/W "Moonlight Cocktail" 7051

3 Great Spiritual Hits!

"AMEN" 7040

"Walk Through The Valley" 7019

And just Released ...

"IVE GOT RELIGION" 7048

B/W *Build Me A Cabin*

EDNA GALLMON COOKE

A New Star

PAT BOONE



Now... Exclusively on Republic

Carl Sanceman

"I'LL BE AN ANGEL TOO"



"FOR MY HEART BELONGS TO YOU"

B/W **"until You Tell Me So" 7049**

B/W **"A White Cross Marks The Grave" 7047**

REPUBLIC DISTRIBUTORS

Richmond, Virginia
Allen Distributing Co.
420 W. Broad Street

New Orleans, Louisiana
Amann Distributing Co.
642 Baronne Street

Portland, Oregon
B. G. Record Service
337 N.W. 6th Street

Dallas, Texas
Big State Distributors
137 Glass Street

Jacksonville, Florida
Binkley Distributing Co.
50 Riverside Avenue S.E.

Miami, Florida
Binkley Distributing Co.
301 S.W. 6th St.

Detroit, Michigan
Cadet Distributing Co.
3766 Woodward Avenue

New York City, New York
Cosnat Distributing Co.
315 West 47th Street

Newark, N. J.
Cosnat Distributing Co.
278 Halsey St.

Philadelphia, Pa.
Cosnat Distributing Co.
1710 North St.

Los Angeles, California
Diamond Distributors
1819 West Pico Blvd.

Atlanta, Georgia
Dixie Distributing Co.
445 Edgewood Ave., S.E.

Chicago, Illinois
Frumkin Sales Co.
2007 S. Michigan Ave.

Cincinnati, Ohio
Hit Record Distributing Co.
1043 Central Avenue

Indianapolis, Indiana
Indiana State Distributors
505 East Washington St.

Minneapolis, Minnesota
Lieberman Music Co.
257 Plymouth Avenue, Me.

El Paso, Texas
M. B. Krupp Distrib. Co.
309 S. Santa Fe Street

Baltimore, Maryland
Mangold Distributing Co.
215 S. Eulah Avenue

Charlotte, North Carolina
Mangold Distributing Co.
913 Clarkson Street

Denver, Colorado
Mountain Distributors
3630 Downing Street

Nashville, Tennessee
Music City Distributors
403 Lea Avenue

Memphis, Tennessee
Music Sales Co.
1117 Union Avenue

Boston, Massachusetts
Mutual Distributing Co.
1259 Tremont Street

Cleveland, Ohio
Ohio Record Distributors
1737 Chester Avenue

Oklahoma City, Okla.
Okla. Record & Supply Co.
627 N.W. Second Street

Kansas City, Missouri
Roberts Record Distributors
321 Southwest Blvd.

St. Louis, Missouri
Roberts Record Distributors
1518 Pine Street

Houston, Texas
South Coast Amusement Co.
314 E. 11th Street

Pittsburgh, Pa.
Standard Distributing Co.
1705 Fifth Avenue

Madison, Wisconsin
Tell Distributing Co.
2702 Monroe Street

San Francisco, California
United Music Sales Corp.
440 6th Street



RECORDING CO. NASHVILLE, TENNESSEE

The Billboard Music Popularity Charts

... For Week Ending July 4

NEW RECORDS TO WATCH

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

Popular

JONI JAMES

You're Following Someone My Love, My Love—M-G-M 11543 — Thrush has been hitting steadily with her disks, and this stacks up as another potential winner.

ROSEMARY CLOONEY

Cheegah Choonem (E. H. Morris, ASCAP)—Columbia 40024—It's summer again, and the bearded Mitch Miller has called on the thrush and Stan Freeman (on a hot harpsichord) to sock out another zingy tune in the "Come On-A My House" and "Botch-A-Me" tradition. We don't know if Mitch can repeat again in 1954, but this could be a big one for the summer of 1953. Translated it's "I Haven't Got It." Flip is "Stick With Me." (Roger, ASCAP).

BOB BATCHELOR ORK

TV Rumba — Mood 1011 — Here's a left-fielder that has broken wide open in Boston. It's an instrumental medley of about 10 themes of network television shows. Flip is "Cheek to Cheek."

FRANCES FAYE

Dummy Song—Capitol 2542—This is a potential winner for the juke boxes especially. It's a familiar college drinking song with a sparkling razz-ma-tazz ork backing under the guidance of Professor Dave Cavanaugh. Flip is "Uh-Huh."

Country & Western

HOMER AND JETHRO

I'm Walking Behind You All (Leeds, ASCAP)
Mexican Joe No. 6 7-8 (American, BMI)—RCA Victor 20-5372—The duo again kicks up their heels at current hit tunes, this time backing a pop winner with a parody of a country hit. "Walking" stacks up as being particularly strong. With all their records, there's pop as well as hillbilly potential here.

T. TEXAS TYLER

Scratch and Itch (Four Star, BMI)
Let's Get Married (Four Star, BMI)—Decca 28760—Two very lively sides by Tyler who really socks the ditties. Disk could spark a lot of interest in the country field.

Rhythm & Blues

THE DOMINOES

You Can't Keep a Good Man Down (Ward-Marks, BMI) — Federal 12139 — Solid performance by Ward and the group could easily collar another in the group's steady list of winners. Flip is "Where Now, Little Heart" (Ward-Marks, BMI).

BROWLEY GUY

You Look Good to Me Watermelon Weather—Checker 779 — Two excellent sides, either of which could break away. "You Look Good" has a lot of power with a distinctive wild backing and fine vocalizing while the flip is a very attractive bit of material that could catch on.

Spiritual

SISTER ROSETTA THARPE-MARIE KNIGHT

Let's Go On (Gospel Pub., BMI) — Decca 48301—A power-packed reading by the duo could pull healthy sales. Flip is "Let Go His Hand" (Affiliated Pub., BMI).

THIS WEEK'S BEST BUYS

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

Popular

C'EST SI BON (Leeds, ASCAP)—Eartha Kitt—RCA Victor 20-5358

Growing action on this disk. Very strong in Seattle and Atlanta with good action also in New York, Pittsburgh and Dallas. Movement at this stage is better than on "Uska Dara" at a comparable point. Flip is "African Lullaby" (Hollis, BMI).

WHERE THE WINDS BLOW (Montclare, BMI) TE AMO (Fran-Nan, BMI)—Frankie Laine—Columbia 40022

Very good reports on this, with most strength on "Winds." Strongest in New York, Pittsburgh, Dallas. Also good and moving up in Boston, Philadelphia and Durham, N. C. A previous "New Record to Watch."

SHANE (Call of the Far-Away Hills) (Paramount, ASCAP)

Side preference split here. "Shane" is on Atlanta chart. Tho from the same movie, tune is different from the Hayman "Shane" on Mercury, listed as "Best Buy" several weeks ago. Weston record also moving

well in Pittsburgh, Detroit, Durham, N. C., Dallas and L. A. A previous "New Record to Watch."

CRYING IN THE CHAPEL (Valley, BMI) — June Valli—RCA Victor 20-5368

Thus far the Darrell Glenn version on Valley is the leading version, making solid progress in both the pop and country markets. This was previously picked as a hillbilly "Best Buy" and also mentioned as a distinct pop possibility. The June Valli version has made good strides in the last week and the tune looks big enough to handle two versions. Victor's disk is making good progress in New York, Pittsburgh, Chicago, Detroit, St. Louis and Dallas. In most of these areas, the Darrell Glenn version, however, is the sales leader. Rex Allen's Decca version is also beginning to show some strength. Flip of Miss Valli's "Love Every Minute You Live" (Meridian, BMI). A previous "New Record to Watch."

A PURPLE COW (Artists, ASCAP) KISS ME AGAIN STRANGER (Blackwood, BMI)—Doris Day—Columbia 40020

Most action on "Cow." Already strong in Seattle and L. A. Moving well in Pittsburgh, New York, Cleveland and Chicago. A previous "New Record to Watch."

Country & Western

TENNESSEE WIG WALK (Village, BMI) HAND-ME-DOWN HEART (Fairway, BMI)—Bonnie Lou—King 1237

Very good movement on this in Cincinnati, Dallas, Nashville and Pittsburgh. Most activity on "Wig Walk."

Rhythm & Blues

SHIRLEY'S BACK (Aladdin, BMI) — Shirley and Lee—Aladdin 3192

Stepping out nicely in North Carolina, Central Tennessee, Dallas, Philadelphia and Cleveland. Shaping up as another big one in their cycle of answer songs. A previous "New Record to Watch."

JIT, JIT THAT'S HOW I FEEL ABOUT YOU—Buddy Johnson—Mercury 70173

"Jit" is on New York and St. Louis charts. Also good in Philadelphia, Dallas and parts of the South.

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

BUTTERFLIES THIS IS MY SONG Patti Page—Mercury 70183

CANDY LIPS LET'S WALK THAT-A-WAY Doris Day-Johnnie Ray—Columbia 40001

COQUETTE TELL ME THAT YOU LOVE ME The Gaylords—Mercury 70170

CRYING IN THE CHAPEL Darrell Glenn—Valley 105

DON'T CALL MY NAME THE BREEZE Helene Dixon—Okeh 6964

DOWN BY THE RIVER SIDE Four Lads—Columbia 40005

FOR ME, FOR ME THUNDER AND LIGHTNING Georgia Gibbs—Mercury 70172

GIGI I LOVE PARIS Les Baxter Ork—Capitol 2479

HE LOVES ME Jenny Barrett—Vogue 1024

LOVE ME, LOVE ME Dean Martin—Capitol 2485

PRETTY BUTTERFLY Mills Brothers—Decca 28736

RETURN TO PARADISE Nat (King) Cole—Capitol 2498

SEND MY BABY BACK TO ME I LAUGH TO KEEP FROM CRYING Billy Eckstine—M-G-M 11511

SHANE ("Eyes of Blue") LIMELIGHT Richard Hayman—Mercury 70168

SORTA ON THE BORDER UNFAIR Tony Martin—RCA Victor 20-5352

TOO MUCH MUSTARD INTO EACH LIFE SOME RAIN MUST FALL Teresa Brewer—Coral 60994

Country & Western

BUTTERFLY LOVE LET ME LOVE YOU JUST A LITTLE Jim Reeves—Abbott 137

COLD SHOULDER YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT Ray Price—Columbia 21117

CRYING IN THE CHAPEL Darrell Glenn—Valley 105

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

A HALF-WAY CHANCE WITH YOU

A CASTLE IN THE SKY Marty Robbins—Columbia 21111

THE LONG WAY Hawkshaw Hawkins—RCA Victor 20-5333

RESTLESS HEART SONG OF THE OLD WATER WHEEL Slim Whitman—Imperial 8189

Rhythm & Blues

AFTER HOUR JOINT Jimmy Coe—States 118

CHEROKEE Earl Bostic—King 4623

EARLY IN THE MORNING Roy Milton—Specialty 464

HEAVY JUICE Tiny Bradshaw—King 4621

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

MY LEAN BABY NEVER, NEVER Dinah Washington—Mercury 70175

PARADISE HILL The Embers—Herald 410

PLEASE DON'T LEAVE ME THE GIRL I LOVE Fats Domino—Imperial 5240

CURRENT TOP RECORDS

See page 28 for the current top pop records.
See page 37 for the current top c.&w. records.
See page 39 for the current top r.&b. records.



There's No Business Like Mercury Business!

WITH THIS GREAT ARRAY OF SUMMER HITS

**GAMBLERS
GUITAR
RUSTY
DRAPER**



MERCURY 70167 • 70167X45

**RUBY
RICHARD
HAYMAN**



MERCURY 70146 • 70146X45

**BUTTERFLIES
PATTI
PAGE**



MERCURY 70183 • 70183X45

**FOR ME,
FOR ME
GEORGIA
GIBBS**

MERCURY 70172 • 70172X45

**ETERNALLY
VIC
DAMONE**



MERCURY 70186 • 70186X45

**SHANE
RICHARD
HAYMAN**



MERCURY 70168 • 70168X45

**TELL ME
THAT YOU
LOVE ME
THE GAYLORDS**



MERCURY 70170 • 70170X45

**LOVE ME,
LOVE ME
BOBBY
WAYNE**

MERCURY 70148 • 70148X45

**CRAZY, MAN,
CRAZY
RALPH
MARTERIE**



MERCURY 70153 • 70153X45

**APRIL IN
PORTUGAL
RICHARD
HAYMAN**



MERCURY 70114 • 70114X45

**LOVE EVERY
MOMENT
EDDY
HOWARD**



MERCURY 70176 • 70176X45

**IS ZAT
YOU MYRTLE
THE
CARLISLES**

MERCURY 70174 • 70174X45



The Billboard Music Popularity Charts

... For Week Ending July 4

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. Lists top 20 best selling singles.

Most Played in Juke Boxes

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

Table with 3 columns: Rank, Title, Artist, Last Week, Weeks on Chart. Lists top 20 most played in juke boxes.

Most Played by Jockeys

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

Table with 3 columns: Rank, Title, Artist, Last Week, Weeks on Chart. Lists top 20 most played by jockeys.

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, Artist, Last Week, Weeks on Chart. Lists top 10 best selling popular albums for 33 1/3 R.P.M. and 45 R.P.M.

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 thruout 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, Artist, Last Week, Weeks on Chart. Lists top 15 best selling children's records.



SALES GROW
WHEN YOU GO "45"

THE BANDS ARE **BIG...**

AND **BIGGEST**

ON **RCA VICTOR**



"O"
SAUTER-FINEGAN

The Moon Is Blue

20/47-5359

Rub-A-Dub-Dub

RALPH FLANAGAN

The Stop and Kiss Dance

20/47-5361



NEW RELEASES

RCA VICTOR—RELEASE #53-28

POPULAR

THE SWORD AND THE ROSE SHADOWS
The Melachrino Strings Cond. by George Melachrino20-5362 (47-5362)*

I'M WALKING BEHIND YOU-ALL MEXICAN JOE NO. 6%
Homer and Jethro.....20-5372 (47-5372)*

JEALOUS OF YOU (Tango della Gelosia) ANGELINA
Lou Monte with Orch. cond. by Hugo Winterhalter20-5382 (47-5382)*

BLUE CANARY ETERNALLY
(Based on Terry's Theme from "Limelight")
Dinah Shore with Vic Schoen and his Orch.20-5390 (47-5390)*

CHIVIRICO—Mambo YOU TOO, YOU TOO!
(Piel Canela)
Xavier Cugat and his Orch. Vocal refrain by Stuart Foster.....20-5391 (47-5391)*

THE GOOD OLD DAYS—Polka PLEASE MARRY ME—Polka
Walt Jaworski and his Orch. Vocals by John Corvo20-5385 (47-5385)*

SACRED

ON THE JERICO ROAD THE LORD WILL MAKE A WAY SOMEHOW
The Jordanaires20-5373 (47-5373)*

COUNTRY-WESTERN

DATIN' NOBODY ASKED ME TO DANCE
Sunshine Ruby20-5374 (47-5374)*

RHYTHM/BLUES

BEGINNING TO MISS YOU RHYTHM IN THE BREEZE
John Greer and his Rhythm Rockers.....20-5370 (47-5370)*
* 45 cat. nos.

BEST SELLERS

POPULAR

I'm Walking Behind You/Just Another Polka
Eddie Fisher20-5293 (47-5293)

With These Hands/When I Was Young
Eddie Fisher20-5365 (47-5365)

No Other Love/Keep It Gay
Perry Como20-5317 (47-5317)

You, You, You/Once Upon a Tune
The Ames Bros.20-5325 (47-5325)

Soria on the Border/Unfair
Tony Martin20-5352 (47-5352)

C'est Si Bon/African Lullaby
Eartha Kitt20-5358 (47-5358)

Don't Take Your Love From Me/Under Paris Skies
The Three Suns20-5347 (47-5347)

Say You're Mine Again/My One and Only Heart
Perry Como .. .20-5277 (47-5277)

That Hound Dog in the Window/Pore Ol' Koo-Liger
Homer & Jethro20-5280 (47-5280)

April in Portugal/Now Hear This
Tony Martin20-5279 (47-5279)

The Terry Theme/Symphony of a Starry Night
Hugo Winterhalter ..20-5326 (47-5326)

Marriage Type Love/I'm Your Girl
Dinah Shore20-5335 (47-5335)

Crying in the Chapel/Love Every Moment You Live
June Valli20-5368 (47-5368)

Uska Dara/Two Lovers
Eartha Kitt20-5284 (47-5284)

The Melba Waltz/Is This the Beginning of Love
Patrice Munsel20-5360 (47-5360)

COUNTRY/WESTERN

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)

Rock-a-Bye Boogie/I Forgot More Than You'll Ever Know
The Davis Sisters20-5345 (47-5345)

Spanish Fire Ball/Between Fire and Water
Hank Snow20-5296 (47-5296)

Rompin' and Stompin'/Rocky Road to Love
Curtis Gordon20-5356 (47-5356)

South in New Orleans/Winner of Your Heart
Iohnnie & Jack20-5290 (47-5290)

From Pore to Tennessee/From One O'Clock to Midnight
Hal "Lone" Pine20-5331 (47-5331)

Broken Wings/The Cannonball Yodel
Elton Britt20-5251 (47-5251)

You Ain't Seen Nothin' Yet/You're Never Too Old for Love

Grandpa Jones20-5357 (47-5357)

How's the World Treating You/Free Home Demonstration
Eddy Arnold20-5305 (47-5305)

RHYTHM/BLUES

I Wanna Know/Laughing Blues
The Du Droppers20-5229 (47-5229)

Squeeze Me/Rock Bottom
Milt Trenier20-5275 (47-5275)

Your Mouth's Got a Hole in It/Decatur Street Boogie
Piano Red20-5337 (47-5337)

RED SEAL ALBUMS

Beethoven's NINTH SYMPHONY
Toscanini and NBC SymphonyLM-6009

MARIO LANZA SINGSLM-7015

Rachmaninoff's SECOND PIANO CONCERTO
Arthur Rubinstein, the NBC Symphony Orch., Golschmann conductingLM-1005

THE GREAT CARUSO
Mario LanzaLM-1127

GAITE PARISIENNE
Arthur Fiedler and the Boston Pops LM-1001

Grofe's GRAND CANYON SUITE
Toscanini and the NBC Symphony...LM-1004



The Billboard's Music Popularity Charts

... For Week Ending July 4

Territorial Best Sellers (Popular)

This Week's 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... BUTTERFLIES**
THIS IS MY PRAYER P. Page, Mercury 70183
- Detroit**
THIS IS MY PRAYER D. Noel, Decca 28716
- Pittsburgh... CRYING IN THE CHAPEL**
D. Glenn, Valley 105
- Los Angeles**
Seattle... PURPLE COW
Doris Day, Columbia 40020
- Seattle**
Atlanta... C'EST SI BON
E. Kitt, Victor 20-5358
- St. Louis**
Boston
Dallas-Fort Worth
Philadelphia
New Orleans
Detroit
New York... WITH THESE HANDS
E. Fisher-H. Winterhalter, Victor 20-5365
- Pittsburgh... DON'T TAKE YOUR LOVE FROM ME**
Three Suns, Victor 20-5347
- Boston... T V RHUMBA**
B. Bachelder, Mood 1011
- St. Louis... I'VE GOT THE WORLD ON A STRING**
CRYING IN THE CHAPEL F. Sinatra, Capitol 2505
J. Valli, Victor 20-5368

Territorial Best Sellers

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

New York

- Song From Moulin Rouge P. Faith, Columbia
- I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
- Limelight (Terry's Theme) F. Chacksfield, London
- April in Portugal L. Baxter, Capitol
- Anna S. Mangano, M-G-M
- Ruby R. Hayman, Mercury
- No Other Love P. Como, Victor
- Crazy, Man, Crazy B. Haley, Essex
- With These Hands E. Fisher-H. Winterhalter, Victor
- P.S.: I Love You Hilltoppers, Dot

Chicago

- I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
- Limelight (Terry's Theme) F. Chacksfield, London
- No Other Love P. Como, Victor
- Vaya Con Dios L. Paul-M. Ford, Capitol
- Ruby R. Hayman, Mercury
- Song From Moulin Rouge P. Faith, Columbia
- You, You, You Ames Brothers, Victor
- April in Portugal L. Baxter, Capitol
- I'd Rather Die Young Hilltoppers, Dot
- Limelight (Terry's Theme) R. Hayman, Mercury

Los Angeles

- Song From Moulin Rouge P. Faith, Columbia
- I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
- April in Portugal L. Baxter, Capitol
- Ruby R. Hayman, Mercury
- Anna S. Mangano, M-G-M
- Say You're Mine Again P. Como, Victor
- Allez Vous En K. Starr, Capitol
- I Believe J. Froman, Capitol
- I Believe F. Laine, Columbia
- Purple Cow Doris Day, Columbia

Philadelphia

- Song From Moulin Rouge P. Faith, Columbia
- I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
- No Other Love P. Como, Victor
- Ruby R. Hayman, Mercury
- Gambler's Guitar R. Draper, Mercury
- April in Portugal L. Baxter, Capitol
- Anna S. Mangano, M-G-M
- I Believe F. Laine, Columbia
- April in Portugal R. Hayman, Mercury
- With These Hands E. Fisher, Victor

Detroit

- I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
- Song From Moulin Rouge P. Faith, Columbia
- Oh P. W. Hunt, Capitol
- Vaya Con Dios L. Paul-M. Ford, Capitol
- No Other Love P. Como, Victor
- Limelight (Terry's Theme) F. Chacksfield, London
- Ruby R. Hayman, Mercury
- Crying in the Chapel D. Glenn, Valley
- With These Hands E. Fisher-H. Winterhalter, Victor

Boston

- Song From Moulin Rouge P. Faith, Columbia
- I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
- No Other Love P. Como, Victor
- Ruby R. Hayman, Mercury
- With These Hands E. Fisher-H. Winterhalter, Victor
- Allez Vous En K. Starr, Capitol
- April in Portugal V. Damone, Mercury
- Gambler's Guitar R. Draper, Mercury
- T. V. Rhumba B. Bachelder, Mood
- Crying in the Chapel D. Glenn, Valley

Pittsburgh

- You, You, You Ames Brothers, Victor
- P.S.: I Love You Hilltoppers, Dot
- Down by the River Side Four Lads, Columbia
- Vaya Con Dios L. Paul & M. Ford, Capitol
- Don't Take Your Love From Me Three Suns, Victor
- Crying in the Chapel D. Glenn, Valley
- Song From Moulin Rouge P. Faith, Columbia
- I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
- Gambler's Guitar R. Draper, Mercury
- Say You're Mine Again P. Como, Victor

Atlanta

- For Me, For Me G. Gibbs, Mercury
- Limelight (Terry's Theme) R. Hayman, Mercury
- I'd Rather Die Young Hilltoppers, Dot
- I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
- C'Est Si Bon E. Kitt, Victor
- Song From Moulin Rouge P. Faith, Columbia
- April in Portugal L. Baxter, Capitol
- No Other Love P. Como, Victor
- Shane P. Weston, Columbia
- You, You, You Ames Brothers, Victor

St. Louis

- P.S.: I Love You Hilltoppers, Dot
- I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
- Limelight (Terry's Theme) F. Chacksfield, London
- Vaya Con Dios L. Paul & M. Ford, Capitol
- Eight Beat Boogie J. Maddox, Dot
- Breeze T. Richards, Derby
- Song From Moulin Rouge P. Faith, Columbia
- I've Got the World on a String F. Sinatra, Capitol
- With These Hands E. Fisher-H. Winterhalter, Victor
- Crying in the Chapel J. Valli, Victor

Washington-Baltimore

- No Other Love P. Como, Victor

- I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
- Song From Moulin Rouge P. Faith, Columbia
- April in Portugal L. Baxter, Capitol
- Vaya Con Dios L. Paul-M. Ford, Capitol
- Ruby R. Hayman, Mercury
- Anna S. Mangano, M-G-M
- Limelight (Terry's Theme) F. Chacksfield, London
- I Believe F. Laine, Columbia
- I Believe J. Froman, Capitol

Seattle

- Song From Moulin Rouge P. Faith, Columbia
- You, You, You Ames Brothers, Victor
- I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
- Oh P. W. Hunt, Capitol
- Vaya Con Dios L. Paul-M. Ford, Capitol
- April in Portugal L. Baxter, Capitol
- Ruby L. Baxter, Capitol
- Down by the River Side Four Lads, Columbia
- Purple Cow Doris Day, Columbia
- C'Est Si Bon E. Kitt, Victor

New Orleans

- Song From Moulin Rouge P. Faith, Columbia
- I'd Rather Die Young Hilltoppers, Dot
- I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
- Limelight (Terry's Theme) F. Chacksfield, London
- Half a Photograph K. Starr, Capitol
- April in Portugal L. Baxter, Capitol
- I Believe F. Laine, Columbia
- P.S.: I Love You Hilltoppers, Dot
- With These Hands E. Fisher-H. Winterhalter, Victor

Dallas-Ft. Worth

- April in Portugal L. Baxter, Capitol
- Song From Moulin Rouge P. Faith, Columbia
- I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
- Gambler's Guitar R. Draper, Mercury

(Continued on page 40)

published by Village Music Company

"TENNESSEE WIG-WALK"

by BONNIE LOU on King

1237 and 45-1237

"BEST BETS" THE CASH BOX JUNE 27th

b/w "HAND-ME-DOWN HEART"



Dancin' to the TOP—The Terrific Novelty—Catching On... But Fast



RECORD STORE

SALE

Mr. Al Meyer of Town and Country Music, Westwood, New Jersey, writes:

"Yesterday we had an example of the power of The Billboard 'Today's Top Tunes.' A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she left, her daughter was back with four records checked off 'Today's Top Tunes' which we had enclosed with her purchase."

TODAY'S TOP TUNES

now includes The Billboard's

THIS WEEK'S BEST BUYS

50 COPY TRIAL ORDER ONLY \$1

Fill in and mail the coupon today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes, here's my dollar. Please RUSH sample 50-copy shipment of this week's TODAY'S TOP TUNES at once.

Name (please print)

Address

City Zone State

Occupation



*listen . . .
you will hear his
greatest record!*

If You Were Mine • Song of India

10/49-4209



SELLS MORE OF EVERYTHING THAT RECORD DEALERS BUY!

NAMM CONVENTION NUMBER The Billboard

A BONUS ADVERTISING BUY because . . .

. . . it sells twice—first to the full Billboard 52,000 weekly ABC-paid circulation, and again to the complete attendance at the convention via hand-distribution from The Billboard's own centrally-located booth—whether you exhibit or not.

. . . it is backed by high-volume Billboard promotion—a 50,000-piece direct mail campaign, plus scores of trade messages right in The Billboard itself.

. . . it delivers more buyers . . . brings actual inquiries and sales from a highly-responsive market—and all at regular weekly advertising rates!

IF YOU EXHIBIT AT THE NAMM CONVENTION



. . . Billboard advertising delivers your sales story to its full 52,000 ABC-paid circulation—including over 20,000 record dealers, distributors, disk jockeys and juke box operators—then sells again to the FULL ATTENDANCE right at the convention itself! It spotlights your exhibit . . . supports your convention sales activities.

IF YOU ARE A RECORD MANUFACTURER



. . . your Billboard ad works at its powerful best—sells the "stay-at-homes" as well as the complete convention attendance . . . supports distributor sales efforts, promotes the value of your facilities, services and personnel . . . helps increase sales of current records . . . pushes your entire record line.

IF YOU ARE NOT AN EXHIBITOR



. . . The Billboard IS your "EXHIBIT-IN-PRINT"! Your ad in the NAMM Convention Number sells to all of the Billboard's highly-responsive regular weekly buyers—and then, via full convention distribution, goes on to sell them again right from the convention floor!

IF YOU ARE A RECORDING ARTIST



. . . dealer sales of your records are an important part of your earnings . . . have a direct bearing on your popularity . . . are a strong influence on the amount of money you make in other entertainment media. Now is the time to tell the dealer you appreciate the job he is doing, and at the same time, sell him on your current and coming record releases.

IF YOU ARE A MUSIC PUBLISHER



. . . make the most of this sound opportunity to push hard on the most promising current recordings of your tunes. And remember—53% of all Billboard-dealers sell sheet music, too! Dealers are important to music publishing profits. The Billboard NAMM Convention Number is a "natural" to deliver your strongest exploitation and sales story to dealers.

IF YOU ARE A HOME INSTRUMENT MANUFACTURER



. . . an important part of your sales volume depends on Billboard's 8,000 record dealers. More than 80% of all Billboard dealers also sell Players and Changers; 65% sell Radio and Radio-Phono Consoles; 41% sell TV Sets; 44% sell Recorders. You sell these important dealers strongest when you sell thru The Billboard's Big NAMM Convention Number.

IF YOU MANUFACTURE ACCESSORIES



Just about every one (97.4%) of Billboard's 8,000 dealers sell record accessories. Their orders represent a major part of your annual sales. And The Billboard NAMM Convention Number is the prime medium to get your strongest sales story across to this important, highly-responsive group of record accessory buyers.

VOX JOX

By GENE PLOTNIK

The way a deejay can boost a record is illustrated by Ray Frazier, WXGI, Richmond, Va. Passing thru Gallatin, Tenn., last week, Frazier stopped off at Dot Records headquarters, where he heard the new pressing of a c.&w. tune, "I'd Rather Die Young," by Mac Weisman. Frazier asked to be the first jock to put the disk on the air, and he's been spinning it all week. This week Joe Sen-shneider, of Allen Distributors in Richmond, reports that, solely on the basis of Frazier's plays, the orders for "I'd Rather Die Young" have been pouring in.

A horde of deejays were in New York this week to attend Perry Como's annual golf outing. (For further details see the news section of the Music department.) . . . When the temperature reached 85 degrees at 8:30 a.m. one morning last week Bob E. Lloyd, WAVZ, New Haven, Conn., went on a straight winter kick,

deejay, traveling 400 miles round-trip weekly from Oregon to KDSB, Boise, Idaho, is still the most commuting disk spinner in the State. Residing in Boise, where he also maintains a production office, he travels 60 miles round-trip daily to do a show on KCID, Caldwell, Idaho. . . . Art Laboe, free-lance Los Angeles disk jockey, and one of his sponsors, Scrivner's Drive-In Theater, donated 300 hot dogs and an 18-pound turkey to the annual American Federation of Television and Radio Artists Frolic. . . . Bob Crane, WICC, Bridgeport, Conn., had his best interview to date on his TV show recently. It was with a horse, which belonged to a visiting rodeo. . . . Joe Hyden, WRJM, Newport, R. I., recently held an outstanding father of the year contest. He collected 154 post cards in one day and 65 phone calls in 15 minutes. The winner was awarded gifts from Newport merchants.

Chatter

Charles O'Donnell, WHAT, Philadelphia, calling himself "Sir Charles," has started a new show 8-9 p.m. called "Nights at the Turn Tables." . . . Jim Gardner has taken over the morning show at WJTN, Jamestown, N. Y., replacing Don John Ross, who is now at WSPD, Toledo, O. . . . Tommy Carlisle, WROL, Knoxville, Tenn., is producing the August 1 segment of NBC's "New Talent, U.S.A." . . . Carlisle reports that Ray Stone, a local trumpeter, is joining Ralph Flanagan's orchestra for the summer. . . . Lee Leonard, WLOW, Norfolk, has added 5-5:30 p.m. to his schedule. . . . Art Blaske, KFAM, St. Cloud, Minn., has a new theme song recorded for him by Artie Wayne of Mercury Records. . . . Tommy Dunn, WCNT, Centralia, Ill., has had another half hour added to his morning "Hit Parade." . . . George Simpson, WJNO, West Palm Beach, Fla., has added a weekly "Jam Session" to his schedule. . . . Virgil Cominic's "Virgil's Varieties" is the feature program of KNED, McAlester, Okla., on the station's new nighttime schedule. . . . Paul Melanson has taken over the morning show at WVAM, Altoona, Pa. He's calling it the "PM in the AM" show. . . . WKOX, Framingham, Mass., replaces its "Open House" this summer with the "Saturday Dance Date." Roy Leonard will handle a four-hour seg on Saturday afternoons, featuring 30-minute sessions with the nation's top bands.

YESTERYEAR'S TOPS—

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

JULY 10, 1943:

1. Comin' In on a Wing and a Prayer
2. It Can't Be Wrong
3. All or Nothing at All
4. You'll Never Know
5. Taking a Chance on Love
6. In the Blue of the Evening
7. Johnny Zero
8. Don't Get Around Much Anymore
9. Velvet Moon
10. Let's Get Lost

JULY 10, 1948:

1. You Can't Be True, Dear
2. Woody Woodpecker
3. My Happiness
4. Nature Boy
5. Little White Lies
6. Toolie Oolie Doolie (The Yodel Polka)
7. Now Is the Hour
8. The Dickey Bird Song
9. You Call Everbody Darlin'
10. Baby Face

with 30 minutes of wintry tunes, including "Jingle Bells," interspersed with reports of ski tow operations and snow conditions. The station switchboard lit up like a Christmas tree. . . . Lou Dennis, WCOU, Lewiston, Me., thru a tie-up with a local magazine distributor, is giving away copies of the new comic book, "Dennis the Menace," to the first 1,000 listeners who send in their names and addresses. . . . Milt Hale, who began in radio in 1948 as the farthest traveling

DEALER DOINGS

By JOE MARTIN

Damage & Breakage

From Leon Ferguson, Ferguson's Record Shop, Memphis, comes the following discourse on dealer problems: "I have noted recent comments about children breaking or damaging store equipment. We practically had a wave of vandalism several months ago. In one week-end, we had (1) a tone control unscrewed and stolen from a demonstrator, (2) bubble gum placed around the flip cartridge of another, and, (3) the tone-arm broken loose at the base on still another demonstrator. We were also having heavy losses from shoplifting, no matter how carefully we watched. In one night we counted empty envelopes placed back in stock with about \$21 worth of records stolen from them. We came up \$3,000 short on inventory last year—That's why I had to crack down hard or go out of business. We hired a detective agency to spot a man in the store several hours each day and almost all day on Saturday. We tried it for a few weeks, never caught anyone in the act, but cut down on losses. We also posted signs around the store asking people to return all unwanted records to the front counter. If we saw anyone trying to replace records (or empty jackets) in the shelves we called their attention to the signs. The same signs also mention that the penalty for shoplifting may be

up to five years imprisonment and for damage to store property up to \$78 in fines for each offense. Anyhow, it looks as if we now have things under control. It seems to me that if a dealer can turn down a customer because of poor credit or turn down free delivery because of distance, he can also turn down raucous or suspicious customers. The store is better off without them."

Deliveries

"Columbia Records has been filling our order about 98 percent complete for many weeks, the same goes for Capitol. Why can't all distributors do this? If they were only aware of the sales they miss and cause us to miss!"—Turntable Record Shop, Columbus, O. . . . "Where, oh where, is that advertising help that we used to get from our record distributors? Years ago we received plenty of window streamers, show cards, stuffers, etc., to give away or use for displays. We get practically nothing from our distributors these days. When they do send us something, it's not for the record we buy and sell. In fact, we see salesmen about once or twice a year."—C. A. Angelmire, Angelmire's, Nazareth, Pa. . . . "We recently completed a promotion tie-in with the local theater showings of 'Call Me Madam.' We featured al-

(Continued on page 40)

ISSUE DISTRIBUTED JULY 13 — DATED JULY 18 —
ADVERTISING DEADLINE JULY 9 —

The Billboard

The Amusement Industry's
Leading Newsweekly

Send Address, Add Name, Add Title, Add City, Add State, Add Zip, Add Country, Add Post Office, Add Phone, Add Cable, Add Radio, Add TV, Add Other.

New York • Cincinnati • Chicago
St. Louis • Hollywood

*One of the greatest
instrumentals ever recorded!*

the Melachrino
Strings

The **SWORD**
and the **ROSE**

From Walt Disney's
"The Sword and the Rose"

S H A D O W S

20/47-5362



RCA VICTOR
FIRST IN RECORDED MUSIC





The Billboard TODAY'S TOP TUNES...

makes it easier for you to sell
MORE RECORDS
and win
MORE REGULAR CUSTOMERS!

"There is no doubt in our minds but what The Billboard's TODAY'S TOP TUNES have definitely increased our sales."

D. Brant,
Ripple Record Shop,
Indianapolis, Ind.

TODAY'S TOP TUNES is The Billboard Honor Roll of Hits carried out to 30 or more top tunes. The Best-Selling renditions of each tune are listed ACCORDING TO POPULARITY. TODAY'S TOP TUNES also includes Best-Selling Folk Records, Best-Selling Albums and Tomorrow's Hits, attractively printed on 8 1/2 x 14 colored paper, two sides.

Your name, address and phone number imprinted on each copy FREE.

Many record dealers increase their record sales by using TODAY'S TOP TUNES.

- ... as a Direct Mail Piece
- ... as an Invoice Enclosure
- ... as a Counter Poster
- ... as a Purchase Enclosure
- ... as a Window Streamer
- ... as a Listening Booth Poster

"TODAY'S TOP TUNES has done more good for me than ALL other forms of advertising."

White Electric Company,
Woodruff, Wis.

USE THE CONVENIENT ORDER BLANK TODAY!

The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio

Until Further Notice
Please Print and Ship

- | | |
|--|--|
| <input type="checkbox"/> Trial Order | <input type="checkbox"/> 50\$1.00 |
| <input type="checkbox"/> Weekly | <input type="checkbox"/> 100\$2.00 |
| <input type="checkbox"/> Twice a month | <input type="checkbox"/> 250\$3.50 |
| <input type="checkbox"/> Monthly | <input type="checkbox"/> 500\$5.50 |
| <input type="checkbox"/> Charge | \$ _____ Enclosed |

IMPRINT AND SHIP AS FOLLOWS

Name _____
(Please Print)

Address _____

City and State _____

Phone _____

Ordered by _____

The Billboard's Music Popularity Charts

Classical Records

... For Week Ending July 4

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.

Week This	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	39
2.	MUSIC OF VICTOR HERBERT—Mantovani OrkLondon(33)LL-746	2	9
3.	RACHMANINOFF: CONCERTO NO. 2—A. Rubinstein, piano; NBC Symphony Ork, Golschman, conductor....V(33)LM-1005	3	22
4.	RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis Symphony Ork, Dorati, conductor. Mercury(33)MG-50009	4	15
5.	OFFENBACH: GAITE PARIS:ENNE—Boston Pops Ork, A. Fiedler, conductor.....V(33)LM-1001	5	24
45 R.P.M.			
1.	ROSSINI: WILLIAM TELL OVERTURE—NBC Symphony Ork, A. Toscanini, conductor.....V(45)WDM-605	1	42
2.	GERSHWIN: RHAPSODY IN BLUE—O. Levant, Phila-delphia Symphony Ork, E. Ormandy, conductor.....Col(45)A-251; Col(45)A-1643	1	10
2.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor, Philadelphia Ork.....V(45)WDM-1020	4	22
4.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork, A. Fiedler, conductor.....V(45)WDM-1147	3	17
4.	MUSIC OF JOHANN STRAUSS—Minneapolis Symphony Ork, E. Ormandy, conductor.....V(45)WDM-262	4	47

Reviews of the Current Classical Releases

- PROKOFIEV: SYMPHONY NO. 7: LIEUTENANT KIJE SUITE, OP. 60 (1-12")** 78
Columbia (33) ML 4683
Prokofiev's seventh, the last symphony to come from the pen of the Russian master before his recent death, has excited much interest in musical circles. Eugene Ormandy and the Philadelphia Orchestra debuted the work in this country earlier this year, and here offer it in a recording that should move a great number of copies with only the slightest urging from dealers. Performance is sympathetic and the recording excellent. Disk was rushed out by the label and contains on the flip side a good reading of the "Lieutenant Kije Suite" by Efrem Kurtz and the Royal Philharmonic. It's a plus value, but action will be due to the symphony.
- RUSSIAN ARIAS AND SONGS—Boris Christoff (1-12")** 75
V (33) LHMV 1033
Previously introduced to American discophiles on the HMV "Boris Godounoff," Christoff again impresses on this disk of Russian arias and folk songs. The purity and expressiveness of his voice certainly rank him as one of the outstanding bassos of the day. Because he is comparatively little known in this country, it may be necessary to give this disk a partial play for a prospective customer. Sales resistance should be slight from lovers of vocal music.
- MOZART: SONATA IN D MAJOR (K. 381); SONATA IN B FLAT MAJOR (K. 358)—Vitya Vronsky and Victor Babin (1-12")** 70
Columbia (33) ML 4667
Light, fresh and tuneful, these are sonatas that generations of piano students have tried their hands at. It's possible that a good many will want to hear them performed professionally. They are presented here in precise readings that sparkle in the fast movements and delineate the many melodies gracefully. Vronsky and Babin tour extensively, and the disks could well be tied in with their personal appearances around the country.

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.

a great Capitol star—and a great new record!

Betty Hutton

"NO MATTER HOW YOU SAY GOODBYE"

and **"GOIN' STEADY"** *with NELSON RIDDLE and his orchestra*

record no. 2522





WOW! ONLY MONTHS OLD
 . . . AND OUT OF THE "SMALL LABEL" CLASS

MC HITS THE BIG TIME WITH
Ish Kabibble

Famed Song-Comedy Star of Kay Kyser's Great Orchestra
NOW EXCLUSIVE WITH MC

Who Brought You "EXPRESSION IN YOUR EYES" with the THREE TWINS TRIO

JUST RELEASED—
THREE LITTLE FISHES

78 RPM—1005A 45 RPM—X1005A

Backed by
WRINGIN' THE TEARS

(THE EYEBALL SONG)
 78 RPM—1005B 45 RPM—X1005B



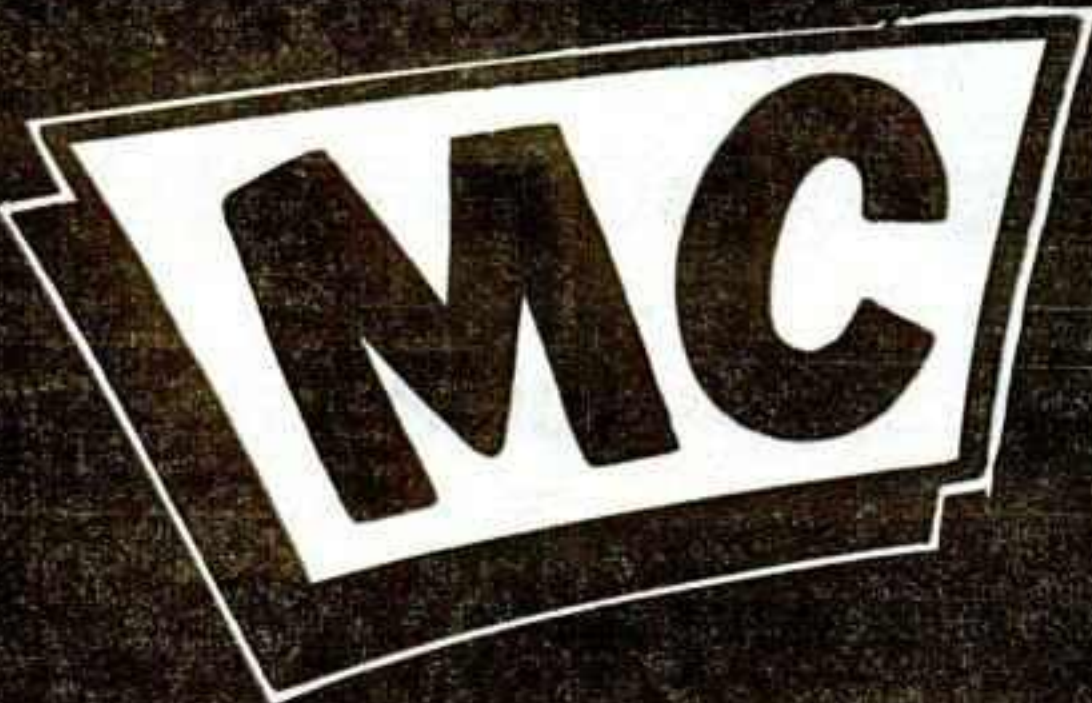
LOOK FOR
 THESE EXCLUSIVE
 MC RECORDING ARTISTS

- ★ The Ebonaires
- ★ Frank D'Rone
- ★ And Many Others

MC RECORDS NEEDS

- ★ Distributors!
- ★ Entertainers!
- ★ Songs!

WRITE! WIRE! PHONE!
 TODAY!



MOTOR CITY
 RECORDING COMPANY

2421 TUFTS Royal Oak, Mich.
 Call LINCOLN 5-2786

The Billboard Music Popularity Chart

... For Week Ending July 4

TOP COUNTRY & WESTERN 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 country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1		9	TAKE THESE CHAINS FROM MY HEART—	H. Williams	M-G-M 11479—BMI
1	5	2	IT'S BEEN SO LONG—	W. Pierce	Don't Throw Your Life Away—Dec 28725—BMI
3		14	MEXICAN JOE—	J. Reeves	I Could Cry—Abbott 116—BMI
3	8	6	SPANISH FIRE BALL—	H. Snow	Between Fire and Water—V 20-5296—BMI
5	4	4	FREE HOME DEMONSTRATION—	E. Arnold	How's the World Treating You—V 20-5305—ASCAP
6	7	7	RUB-A-DUB-DUB—	H. Thompson	I'll Sign My Heart Away—Cap 2445—BMI
7	9	2	TRADEMARK—	Carl Smith	Do I Like—Col 21119—ASCAP
8	6	8	THAT HOUND DOG IN THE WINDOW—	Homer & Jethro	Rare Ol' Koo-Liger—V 20-5280—ASCAP
9		11	BUMMING AROUND—	T. T. Tyler	Jealous Love—Dec 28579—BMI
10	2	21	YOUR CHEATIN' HEART—	H. Williams	Kaw-Liga—M-G-M 11416—BMI

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout 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		15	MEXICAN JOE—	J. Reeves	Abbott 116—BMI
2		7	RUB-A-DUB-DUB—	H. Thompson	Cap 2445—BMI
3		7	TAKE THESE CHAINS FROM MY HEART—	H. Williams	M-G-M 11479—BMI
4		2	IT'S BEEN SO LONG—	W. Pierce	Dec 28725—BMI
5		18	YOUR CHEATIN' HEART—	H. Williams	M-G-M 11416—BMI
6		1	TRADEMARK—	Carl Smith	Col 21119—ASCAP
7		3	SPANISH FIRE BALL—	H. Snow	V 20-5296—BMI
8		9	I CAN'T WAIT—	F. Young	Cap 2461—BMI
9		2	SEVEN LONELY DAYS—	Bonnie Lou	King 1192—ASCAP
10		13	LAST WALTZ—	W. Pierce	Dec 28594—BMI

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1		15	MEXICAN JOE—	J. Reeves	Abbott 116—BMI
2		9	TAKE THESE CHAINS FROM MY HEART—	H. Williams	M-G-M 11479—BMI
3		6	RUB-A-DUB-DUB—	H. Thompson	Cap 2445—BMI
3		6	THAT HOUND DOG IN THE WINDOW—	Homer & Jethro	V 20-5280—ASCAP
5		20	YOUR CHEATIN' HEART—	H. Williams	M-G-M 11416—BMI
5		2	IT'S BEEN SO LONG—	W. Pierce	Dec 28725—BMI
7		1	THAT'S ALL RIGHT—	A. Inman	Dec 28629—BMI
8		4	SPANISH FIRE BALL—	H. Snow	V 20-5296—BMI
9		3	THIS ORCHID MEANS GOOD-BYE—	Carl Smith	Col 21087—BMI
10		9	DON'T THROW YOUR LIFE AWAY—	W. Pierce	Dec 28725—BMI
10		1	TRADEMARK—	C. Smith	Col 21119—ASCAP

FOLK TALENT AND TUNES

Nashville

Spade Cooley's Western variety show was telecast Saturday (27) from the stage of the downtown Los Angeles Paramount Theater over KTLA. Telecast was in conjunction with "Western Blackouts," a joint venture of the Western band leader and Ken Murray. . . . In a two-week period, **Dub Dickerson** has made 58 guest appearances with deejays in the Oklahoma-Texas area. His guest spots were to plug his Capitol release, "Bells of Monterey" and "Sweet Bunch of Bitterweeds." . . . **Bill Prickett**, new country and western deejay at WAVU, Albertville, Ala., has been assigned four hours daily. . . . **Tennessee Ernie** celebrated one year as a wax spinner over the ABC radio network Tuesday (30). . . . **Johnny Bond's** next release will be one of the songs he wrote 15 years ago, "I Wonder Where You Are Tonight," for Columbia. . . . Making its debut Saturday (27) over the Columbia Pacific Radio Network was "Hollywood Caravan," an hour-long Western barn dance. It originated from the Lido Ballroom on the Long Beach Pike. Talent included **Eddie Kirk** and his 10-piece band, singers **Eddie Dean** and **Eddie Downs**, teen-age vocalist **Anna Mae Slaughter**, and the **Southern Bells**, singing duo. Opening night guests were **Roy Wade** and his **Ozark Mountain Boys**. . . . New c.&w. platter spinned for WTJH, East Point, Ga., is **Cliff Jenkins**. . . . **Art Young** and **Dona Lee** have started a new deejay show over WJLL, Niagara Falls, N. Y., six days a week. . . . **Doye O'Dell**, Western emcee and singing star, has returned to "Western Varieties" over tele Station KTLA, Hollywood, after a two-week vacation in his home town of Plainview, Tex. . . . **Lefty Frizzell** Saturday (27) made a repeat appearance on **Cliffie Stone's** "Hometown Jamboree" over KLAC-TV, Hollywood. . . . On Sunday (28) the **Tex Williams** show originated from the colorful Indian village at Knott's Berry Farm, telecast of Hollywood's KTNB. . . . **Elaine Dupont**, featured vocalist with **Crash Corrigan's** Western band, has been signed for a non-singing role in M-G-M's "Rhapsody." . . . **Maryville, Tenn.**, "Hillbilly Homecoming" last week showed results of promotion, attracting out-of-State tourists. Shindig was subject of **Fred Lasswell's** "Snuffy Smith" comic strip, with the cartoonist present for the entire week. Newspapers carried stories on the event. . . . **Acuff-Rose Murray** Nashes welcomed a ten-pound boy July 1. Everyone's fine. . . . **Neva** and **Jack Starns** passing out cigars as grandparents. **Jack Everitt** was the newcomer on June 24—**Jack, Jr.** is the dad—all of Beaumont, Tex. . . . **Johnny Bond** writes from Oklahoma vacation that "It's cooled off a little today—down to 105." Johnny took time out from fishing to appear on WFAA's "Saturday Night Shindig" from Dallas. . . . **Skeets McDonald** out with a new Capitol, "It's Your Life," penned by **Tim Spencer**, his first in three years. Spencer has set the song with Nashville's **Acuff-Rose** after abandoning his **Hill and Range** tie. . . . **Blackie Crawford** and the Western Cherokees appearing six nights a week at Houston's Magnolia Gardens. The Crawford group is one of several recently signed and currently released on Jack Starns' **Starday** label. Group is set for July 8, 9 and 10 dates in Victoria, Austin and Velasco. . . . **Elton Britt** taking top spot nightly at **Shorty Warren's** Copa Club in Secaucus, N. J. **Frankie Neves**, **Cy Sneed**, **Coy McDaniels**, **Smokey** and **Shorty Warren**, as "The Western Rangers" back Elton. . . . **Hy Davis**, of WJXN in Jackson, Miss., vacationing in New Orleans. . . . **The Mickie Evans** at WTTM in Trenton, N. J., is a "Miss" so correct those mailing lists. . . . **Francis Wilson** spins the country wax on WPCT's **Quinebaug Valley Jamboree** from new watter in Putnam, Conn. Station aired first on May 3. . . . **The Red** (Continued on page 38)

C & W Record Reviews

Continued from page 22

finds romance is kinda cute and seems slated for okay juke box action. (Santly Joy, ASCAP)
Datin' . . . 71
 Another bouncy side sung engagingly by the thrush. (DeImore, ASCAP)

GENE O'QUINN
I'm Stop Loving You . . . 73
 CAPITOL 2490—Weeper ditty of unusual construction is sung with the right amount of sobriety by O'Quinn, as he explains what it would take to make him stop loving his girl. Oddness of the tune could help this one get spins. It's an effective performance by the warbler. (Central, BMI)
I Don't Want Your Kisses . . . 69
 Routine effort receives a good go from the chanter, tho the flip is more effective. (Century, BMI)

JO ANN TOLLEY
I'll Go on Loving You . . . 70
 M-G-M (45) K 11535—Tuneful, romantic ballad is warbled warmly by Jo Ann.
I Don't Want to Be a Summer Sweetheart . . . 68
 Sweet piping of a slight ditty asking more than temporary romance.

BILL MACK
I'm Talking to You . . . 69
 IMPERIAL 8200—Cute material and smart chanting should get spins for this one. (Commodore, BMI)
I'm Not Free . . . 68
 The Benjamin-Weiss ballad tried as a pop not so long ago is handed a country go for a listenable reading. (Valendo, ASCAP)

JIMMY LEE
How About a Date? . . . 68
 CAPITOL 2491—Novelty ditty is sold with spirit by Lee, but the tune falls too much into a standard groove to mean much in the market. (Babb, BMI)
Cryin' Won't Change My Mind . . . 68
 Lee sings this weeper in a manner calculated to show that he is leaving his gal for good no matter how much she may weep. Okay, but unexciting. (Ark-Ta-Tex, BMI)

LES WILLARD
Double Up and Catch Up . . . 60
 M-G-M (45) K-11537—An okay hunk of lightweight ditty material is nicely done by the chanter.
It Wouldn't Mean a Thing . . . 65
 Fairly routine material results in a routine disk.

JIMMY HEAP-PERK WILLIAMS
Release Me . . . 60
 CAPITOL 2518—Appealing tune gets a warm warble from Jimmy Heap, with listenable support from the Williams crew. (Four Star, BMI)
Just to Be With You . . . 65
 Slight ballad is sung in okay style by Heap, with help from Williams and the combo. (Beechwood, BMI)

JACK TURNER
Butterfly Love . . . 60
 V 20-5384—Cover record of the hit tune waxed by Jim Reeves. Straight-forward reading, with not much sparkle added by the small instrumental group backing Turner. (Americana, BMI)
Gambler's Guitar . . . 65
 Turner bids here for a slice of the up-coming pop hit, and even tho his styling aims more directly at the c.&w. market than the Draper and Lowe disks, it's too weak to overcome their early lead. (Frederick, BMI)

JOYCE MOORE
Better Than Walkin' Home . . . 64
 V 20-5355—The rural canary shows up nicely in the cute novelty. Should get some air play. (Cedarwood, BMI)
This Heart Belongs to You . . . 50
 This could reverse the trend toward gal folk singers. Miss Moore reveals a thin voice that seems altogether out of place in weeper material. (Cedarwood, BMI)

JOE TAYLOR
Mom of Your Baby Days . . . 60
 RED BIRD 1004 — Not much of interest in this semi-patriotic opus which is not too well recorded.
Maumee Valley . . . 40
 Ode to Maumee Valley isn't strong enough to get very far.

ATTENTION

OPS, DEALERS and DJ's

Fine Artists and Songs:

"YOUR KISSES AREN'T KISSES ANYMORE"

b/w

"IF AND WHEN" (Waltz)

Pee Wee King-Vi. 20-5344

"A BEGGAR FOR YOUR LOVE"

Porter Wagoner—Vi 20-5330

"WHERE WERE YOU LAST NIGHT"

Gabby Williamson-Vi. 20-5288

"PLEASE SET ME FREE"

Curly Daulton-Col. 21130

"I'M SETTING YOU FREE"

b/w

"I'M NOT ASHAMED"

Chuck Wells-Col. 21134

RIDGEWAY MUSIC, INC.

6087 Sunset Blvd. Los Angeles, California

The Billboard Music Popularity Charts

... For Week Ending July 4

TOP COUNTRY & WESTERN RECORDS

This Week's 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.

- Nashville**
 Dallas-Fort Worth... **COLD SHOULDER** R. Price, Columbia 21117
Cincinnati... **BY DEGREES** J. Skinner, Capitol 2513
 Dallas-Fort Worth... **MINNI-HA-CHA** F. Huskey, Capitol 2495

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.

New Orleans

1. **Take These Chains From My Heart**
H. Williams, M-G-M
2. **Rub-A-Dub-Dub**
H. Thompson, Capitol
3. **Mexican Joe**
J. Reeves, Abbott
4. **Your Cheatin' Heart**
H. Williams, M-G-M
5. **No Help Wanted**
Carlises, Mercury
6. **Trademark**
Carl Smith, Columbia
7. **Bumming Around**
T. T. Tyler, Decca
8. **It's Been So Long**
W. Pierce, Decca
9. **Too Young to Tango**
S. Ruby, Victor
10. **Uh Huh, Honey**
A. Inman, Decca

Nashville

1. **Trademark**
Carl Smith, Columbia
2. **It's Been So Long**
W. Pierce, Decca
3. **Half Way Chance With You**
M. Robbins, Columbia
4. **You Weren't Ashamed to Kiss Me Last Night**
R. Price, Columbia
5. **Do I Like It**
Carl Smith, Columbia
6. **Free Home Demonstration**
E. Arnold, Victor
7. **Don't Throw Your Life Away**
W. Pierce, Decca
8. **Cold Shoulder**
R. Price, Columbia
9. **Your Cheatin' Heart**
H. Williams, M-G-M
10. **Take These Chains From My Heart**
H. Williams, M-G-M

Memphis

1. **It's Been So Long**
W. Pierce, Decca
2. **Seven Lonely Days**
Bonnie Lou, King
3. **Rub-A-Dub-Dub**
H. Thompson, Capitol
4. **Spanish Fire Ball**
H. Snow, Victor
5. **Do I Like It**
Carl Smith, Columbia
6. **Half Hearted**
G. Morgan, Columbia

FOLK TALENT AND TUNES

Continued from page 37

Jones Hoedown now takes two and a half hours each afternoon from KTAE in Taylor, Tex. Red recently joined there from an Austin station. . . . **Geno Davis** and **Ozzie Pence** share the country deejay and live honors at KBHS in Hot Springs, Ark. . . . **Zeke Clements** in Nashville last week telling of his switch from New Orleans' WDSU-TV to Atlanta's WSB, where he'll do AM as well as TV work. New duties start July 6. . . . **Norm Riley** reports big business past week with **Marty Robbins**, **Eddie Hill**, **Wayne Raney**, **Goldie Hill**, **Lou Millet** and **Bob Willis** in the KMBC-TV Theater in Kansas City. Group with exception of **Willis** was at **Hank Thompson's** newly acquired Buffalo Ranch at Independence Monday. Tuesday and Wednesday played Hutchinson and Salina, with Thursday and Friday at Cejay Stadium in Wichita, where 2 a.m. swingshift shows were done for Boeing Aircraft employees. **Minnie Pearl's** husband, **Henry Cannon**, who owns a Nashville flying service, piloted the group and doubled as **Gomer Cannon** and his Quartet on appearances. This was his music debut. . . . **Riley** also set dates for **Grandpa Jones** in Halifax, N. S., Canada, for past week and has **Johnnie and Jack** with **Kitty Wells** following Jones.

Carl Lamm, of WCKB in Dunn, N. C., writes that 40,000 spectators witnessed Annual Singing Convention at Benson, N. C., June 29. This was the 33d meeting, with **Stamps Ambassador Quartet** of Winston-Salem, N. C., taking top prize. . . . **Hank Snow** set for Chain of Rocks Park in St. Louis July 19 and August 18-22 for tour of Eastern Canada. . . . **Eddy Arnold** doing first TV'er of his new NBC contract July 7 from Chicago's Studebaker Theater. He's there for 13 weeks airing Tuesdays and Thursdays. The country boys seem to be glad to have the Tennessee Plowboy back in their field. **Jimmie Davis** in Nashville past week cutting new Decca sides. His most recent was waxed there using the **Anita Kerr** Singers with "Lord I'm Comin' Home" setting the ex-Governor in the sacred field. . . . **Sacred Records**, Hollywood, recently added **Alan McGill**, a soloist with Hollywood Christian Group, to its roster. First disk was out last week. . . . **Smiley Burnette** flies to Ottawa, Canada, July 7 for dates thru July 13. . . . **Snuffy Smith's** Vogue disk of "Answer to Cheatin' Heart" is building in the Southwest. Smith has **Slim Whitman** appearing at his Hobbs, N. M., Club Morrice July 7. . . . **The Willis Brothers** (Oklahoma Wranglers) have left Nashville for Houston under direction of **Harry Stone**. Stone has set them with WFAA "Saturday Night Shindig" appearances and a TV show from Houston for restaurateur, **Bill Williams**. . . . **Rex Allen** set for July 12-18 at Nampa, Idaho's, Smoke River Stampede with his horse, **Koko**, and Arizona Wranglers group. . . . **Pee Wee King** partied by publicists **Bea Terry** and **Del Roy** during King's California vacation. In addition to the King family, there were many RCA Victor artists and personnel in attendance along with other Hollywood country music personalities. . . . **Claude Gordon** getting recognition on his Vogue waxing of "Old Trail." It's the theme of CBS show "Gun-smoke." . . . **Johnny McIntyre** doing three shows weekly from WMOG in Brunswick, Ga. . . . **Clayton Pannell** sings country songs from KMMO in Marshall, Mo. . . . **Gwennee Winters**, long-time handler of **Stoney Cooper's** Fan Club, now managing **Jim Contenta** who works on WBVP of Beaver Falls, Pa. Gal also deejays from WRYO in Rochester, Pa. . . . **Bernie Freeman** doing country wax for WONE in Dayton, O.—an addition to their regular spinners. . . . **Al Rock** is the record man at WOTW in Nashua, N. H.

Carl Smith headed the WSM Prince Albert "Grand Ole Opry" NBC'er July 4, with **Leon Payne** taking the guest spot. **Webb Pierce** is set for the top spot July 11 with **Lonnie Glossong** and **Chet Atkins** sharing the guest spotlight. **George Morgan** repeats as head man on July 18 with **Moon Mullican** and his piano guesting. . . . WSM's "Sunday Down South" regional netter featured **Johnny Maddox**.
 The Rutherford Hospital of Murfreesboro, Tenn., is setting up a drive for their **Uncle Dave Macon Memorial Fund**. Idea stems from one of Uncle Dave's wishes before his death, to leave a place where folks could find relief from pain. Fund is to build and equip one or more rooms at the hospital where Uncle Dave died a year ago. He was an original member of WSM's "Grand Ole Opry" cast.
 WSM artists continue their park booking for Sundays with July 12 finding **Ernest Tubb** at G-Bar-C Ranch in Columbus, O. **Ray Price** will headline at **Roy Acuff's** Dunbar Cave near Clarksville, Tenn. **Jimmy Dickens** goes to Sunset Park, West Grove, Pa., with **Johnny and Jack** with **Kitty Wells** at New River Ranch, Rising Sun, Md. **Hank Snow** will be at Valley View Park at Hullam, Pa. **Martha Carson** and **Marty Robbins** will head a "Grand Ole Opry" troupe in Louisville with **Pee Wee King's** band. **Cowboy Copas** goes to Buck Lake Ranch in Angola, Ind., with **Lonzo and Oscar** at Shady Acres near Mulberry, Ind. **Carl Smith** plays Chain of Rocks Park in St. Louis. . . . WSM artists cutting down on week dates with July 6-11 showing only **Jimmy Dickens** touring Pa. and N. Y.; **The Carter Family** thru Illinois; **Ernest Tubb** in Pennsylvania; **Lonzo and Oscar** in West Virginia and **Martha Carson** playing Tennessee Drive-In Theaters. **Tommy Sosebee** headlines WSM's show for the week in Gatlinburg, Tenn.
 Nashville visitors last week included "Ramblin' Lou" **Shriver**, who switches to WHLD of Niagara Falls, N. Y., when returning home. . . . **Phil Alarie** who does country shows on WPAW of Pawtucket, R. I. . . . **Gabe Tucker** and wife in from KATL in Houston. . . . **Red Webb** who does country records from WLBG in Lauren, S. C. . . . **Owen Perry**, new Capitol name with first platter out, in for two days on jockey trip thru South.
Bonnie Lou, of King Records and WLW-T "Midwestern Hay Ride," will be one of the featured attractions at the Kentucky Hill-billy Jamboree, Kentucky State Fairgrounds, Louisville, July 12.

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Hollywood

Lefty Frizzell starts an unlimited engagement as a featured performer with **Cliffie Stone's** "Hometown Jamboree" over KLAC-TV with the Saturday (27) night show. Americana has set its **Jim Reeves** for a three-week tour of one-nighters on the West Coast. The "Louisiana Hayride" star commences his West Coast appearances with a show in Lubbock, Tex., August 7. More than 100 entertainers recently honored **Uncle Art Satherly** in Rosa's Barn, Dallas. The "grand old man of folk music" was presented with a gold record in recognition of his 37 years in the diskery business. Presentation was made by **Harry Stone**, a pioneer in the folk music field, who for 25 years headed WSM's "Grand Ole Opry." . . . **Skeets McDonald** and **Helen O'Connell** are Capitol's newest singing team of a gal pop singer and male country and western vocalist. Duo's first record is due for early release. . . . **Okeh Records** has signed **Joe Maphis** and **Rose Lee**. Their first release is "Black Mountain Rag" and "Dim Lights, Thick Smoke." . . . **Zeke Clements** on July 6 exits WDSU, New Orleans, for Atlanta and WSB where he'll have a daily radio and TV show. **Little Caesar** now records for the Big Town Label, a Four-Star subsidiary. His first Big Town release is "Big Eyes." Caesar formerly was with Recorded in Hollywood.

Popular Record Reviews

Continued from page 22

- personal appearances. Disk version is replete with spirited orking, hand-clapping and crowd noises. (Moonlight, BMI)
- EDMUNDO ROS ORK**
Valencia 75
 LONDON 1347—A spirited, infectious melodic instrumental showing off one disciplined section of Ros' ork after the other in this well-knit arrangement. Deejays should find this a natural, as it's in the groove of "marching strings."
April in Portugal 68
 Comes on the scene a little late to skim off much of the loot garnered by the oft-recorded hit. Should interest Ros' fans.
- LOU MONTE**
Angelia 74
 V (45) 47-5382—Monte warbles the slow, romantic ballad with warm appeal for an attractive side. Melody is retentive. (Frank, ASCAP)
Jealous of You 73
 The pretty ballad is phrased expressively by Monte. Lazy Latin beat is neatly projected by the Hugo Winterhalter ork. Another mighty listenable slicing. (E. B. Marks, BMI)
- THE FOUR KNIGHTS**
Baby Doll 74
 CAPITOL 2517—Lead shifts around and then the group goes to work in stepped-up tempo. Blend is sparkling in the last half. (Johnstone-Montel, BMI)
Tennessee Train 73
 Group comes thru with some pleasant harmonizing after the lead takes the first chorus. It has a nice beat. (Terl, ASCAP)
- ART LUND**
Love Every Moment You Live 74
 CORAL 61018—The warbler has a happy time with the lively ditty over a pop arrangement featuring mandolins and rhythmic ork support. It's bouncy and bright, and it could get some coins. (Meridian, BMI)
Crying in the Chapel 70
 Tune which has stirred up a lot of noise in the country field, and has now been waxed by a number of pop singers, receives an okay performance by Art Lund, with subdued chorus and ork support. Material doesn't seem too suited to the warbler, but with the excitement about the tune, it should pull some spins. (Valley, BMI)
- ANNE SHELTON-TED HEATH ORK**
The Dummy Song 74
 LONDON 1292—With the effective backing of the Ted Heath ork, the English chantress turns in a fresh, appealing performance of the humorous favorite. Her poise and smooth showmanship should draw more than usual attention.
Wonderful One 70
 Warm, stylish interpretation of the evergreen. Miss Shelton makes it sound as if it had never been sung before, giving it a fresh rendition.
- BING CROSBY**
Granada 73
 DECCA 28743—The new pop vocal version of the evergreen receives one of Bing Crosby's best vocals in a long time, backed by the Bando Da Lua. Listenable wax. (Remick, ASCAP)
It Had to Be You 73
 Another oldie by the Groaner in his own smooth style. Another side that jocks and his fans will like. Red Nichols is featured on cornet with the John Scott Trotter crew. (Peer, BMI)
 (Continued on page 40)
- EDDY ARNOLD'S**
 LATEST AND BEST
"How's the World Treating You"
 RCA #20-5305
TANNEN MUSIC, INC.
 146 W. 54th Street New York, N. Y.
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 PAGE 42

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The Billboard Music Popularity Charts

... For Week Ending July 4

TOP RHYTHM & BLUES RECORDS

This Week's 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.

- Charlotte... **SHIRLEY IS BACK** Shirley & Lee, Aladdin 3192
- New Orleans... **PLEASE DON'T LEAVE ME** Fats Domino, Imperial 5240
- Cincinnati... **I'M CRYING** B. Mitchell, Imperial 5236
- Philadelphia... **LOVE YOU DARLIN'** Cardinals, Atlantic 995
- Washington, D. C.... **YOUR CHEATIN' HEART** B. Keys, Rama RR4
- New York... **I COVER THE WATERFRONT** Orioles, Jubilee 5120
- New York... **JIT JIT** 3. Johnson, Mercury 70173

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.

Charlotte

- Clock J. Ace, Duke
- Wild, Wild, Young Men Ruth Brown, Atlantic
- Mercy, Mr. Percy V. Dillard, Savoy
- Please Love Me B. B. King, RPM
- Shirley Is Back Shirley & Lee, Aladdin
- Cherokee E. Bostic, King
- Don't Leave Me This Way Dominoes, Federal
- I Wanna Know Du Droppers, Victor
- Crawlin' Clovers, Atlantic
- Nobody Loves Me Fats Domino, Imperial

Atlanta

- Please Love Me B. B. King, RPM
- Third Degree E. Boyd, Chess
- I Found Out Du Droppers, Victor
- Clock J. Ace, Duke
- Crazy, Crazy, Crazy Five Royales, Apollo
- Shirley, Come Back to Me Shirley & Lee, Aladdin
- Early in the Morning R. Milton, Specialty
- Lucy Mae Blues F. L. Sims, Specialty
- Goin' to the River Fats Domino, Federal
- Turn the Lamp Down Low M. Waters, Chess

Detroit

- Help Me, Somebody Five Royales, Apollo
- Mercy, Mr. Percy V. Dillard, Savoy
- Third Degree E. Boyd, Chess
- I Found Out Du Droppers, Victor
- Lean Baby D. Washington, Mercury
- Is It a Dream? Vocaleers, Robin
- Goin' to the River C. Willis, Okeh
- Please Love Me B. B. King, RPM
- I Wanna Know Du Droppers, Victor
- Wild, Wild, Young Men Ruth Brown, Atlantic

St. Louis

- Please Love Me B. B. King, RPM
- I Wanna Know Du Droppers, Victor
- Clock J. Ace, Duke
- I Found Out Du Droppers, Victor
- Help Me, Somebody Five Royales, Apollo
- These Foolish Things Dominoes, Federal
- Is It a Dream? Vocaleers, Robin
- Early in the Morning R. Milton, Specialty

- Hittin' on Me B. Johnson, Mercury
- Third Degree E. Boyd, Chess

New Orleans

- Please Love Me B. B. King, RPM
- Clock J. Ace, Duke
- Please Don't Leave Me Fats Domino, Imperial
- Third Degree E. Boyd, Chess
- Goin' to the River Fats Domino, Imperial
- One-Room Country Shack Mercy Dee, Specialty
- These Foolish Things Dominoes, Federal
- Red Top King Pleasure, Prestige
- Wild, Wild, Young Men Ruth Brown, Atlantic
- Lucy Mae Blues F. L. Sims, Specialty

Cincinnati

- Help Me, Somebody Five Royales, Apollo
- Clock J. Ace, Duke
- I'm Crying B. Mitchell, Imperial
- Tin Pan Alley J. Wilson, Big Town
- I Wanna Know Du Droppers, Victor
- Love You, Darlin' Cardinals, Atlantic
- Goin' to the River Fats Domino, Imperial
- Wild, Wild, Young Men Ruth Brown, Atlantic
- Mercy, Mr. Percy V. Dillard, Savoy
- Way Back Home Big Maybelle, Okeh

Philadelphia

- Goin' to the River Fats Domino, Imperial
- Help Me, Somebody Five Royales, Apollo
- Clock J. Ace, Duke
- I'm Mad W. Mabon, Chess
- Mercy, Mr. Percy V. Dillard, Savoy
- She's Got to Go Ravens, Mercury
- These Foolish Things Dominoes, Federal
- I Found Out Du Droppers, Victor
- Your Cheatin' Heart B. Keyes, Rama
- I Wanna Know D. Cooper, Savoy

Washington-Baltimore

- Help Me, Somebody Five Royales, Apollo
- These Foolish Things Dominoes, Federal
- Wild, Wild, Young Men Ruth Brown, Atlantic
- Paradise Hill Embers, Herald
- Mercy, Mr. Percy V. Dillard, Savoy
- I Cover the Water Front Orioles, Jubilee

- Goin' to the River Fats Domino, Imperial
- My Dear, Dearest Darling Five Willows, Allen
- I'm Mad W. Mabon, Chess
- Hound Dog W. M. Thornton, Peacock

Chicago

- Help Me, Somebody Five Royales, Apollo
- I Found Out Du Droppers, Victor
- Is It a Dream? Vocaleers, Robin
- I Wanna Know Du Droppers, Victor
- Mend Your Ways Ruth Brown, Atlantic
- Please Love Me B. B. King, RPM
- Third Degree E. Boyd, Chess
- Wild, Wild, Young Men Ruth Brown, Atlantic
- Clock J. Ace, Duke
- Heavy Juice T. Bradshaw, King

Los Angeles

- Help Me, Somebody Five Royales, Apollo
- Early in the Morning R. Milton, Specialty
- Paradise Hill Embers, Herald
- Clock J. Ace, Duke
- I Wanna Know Du Droppers, Victor
- Goin' to the River Fats Domino, Imperial
- Third Degree E. Boyd, Chess
- Is It a Dream? Vocaleers, Robin
- I'm Mad W. Mabon, Chess
- If I Can't Have You Flamingoes, Chance

New York

- I Found Out Du Droppers, Victor
- Heavy Juice T. Bradshaw, King
- Can't I? Nat (King) Cole, Capitol
- I Am in Love Nat (King) Cole, Capitol
- Wild, Wild, Young Men Ruth Brown, Atlantic
- Pretend Nat (King) Cole, Capitol
- I Wanna Know Du Droppers, Victor
- Jit Jit B. Johnson, Mercury
- Goin' to the River Fats Domino, Imperial
- Lean Baby D. Washington, Mercury

RHYTHM AND BLUES NOTES

—B. BOB ROLONTZ—

Vivian Carter, r.&b. deejay on WGRY, Gary, Ind., has started a new r.&b. label, Vee Jay, in partnerships with Jimmy Bracken. First artists signed by the label are Jimmy Reed and the Spaniels. . . . George Shearing' quintet hung out the s.r.o. sign at the Rossonian Lounge in Denver last week. . . . Jerry Bryant, pianist with the Four Breezes, hospitalized in Denver last week. . . . Dinah Washington, plays the Howard in Washington July 3 and the Royale in Baltimore July 10. Mercury Records will run a "Lean Baby" contest at both theaters in honor of the canary's latest waxing.

(Continued on page 40)

ANOTHER HIT BY
The ORIOLES
"I COVER THE WATERFRONT"
b/w
"ONE MORE TIME"
Jubilee 5130: 45x5120
JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

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 rhythm and blues records. The reverse side of each record is also listed.

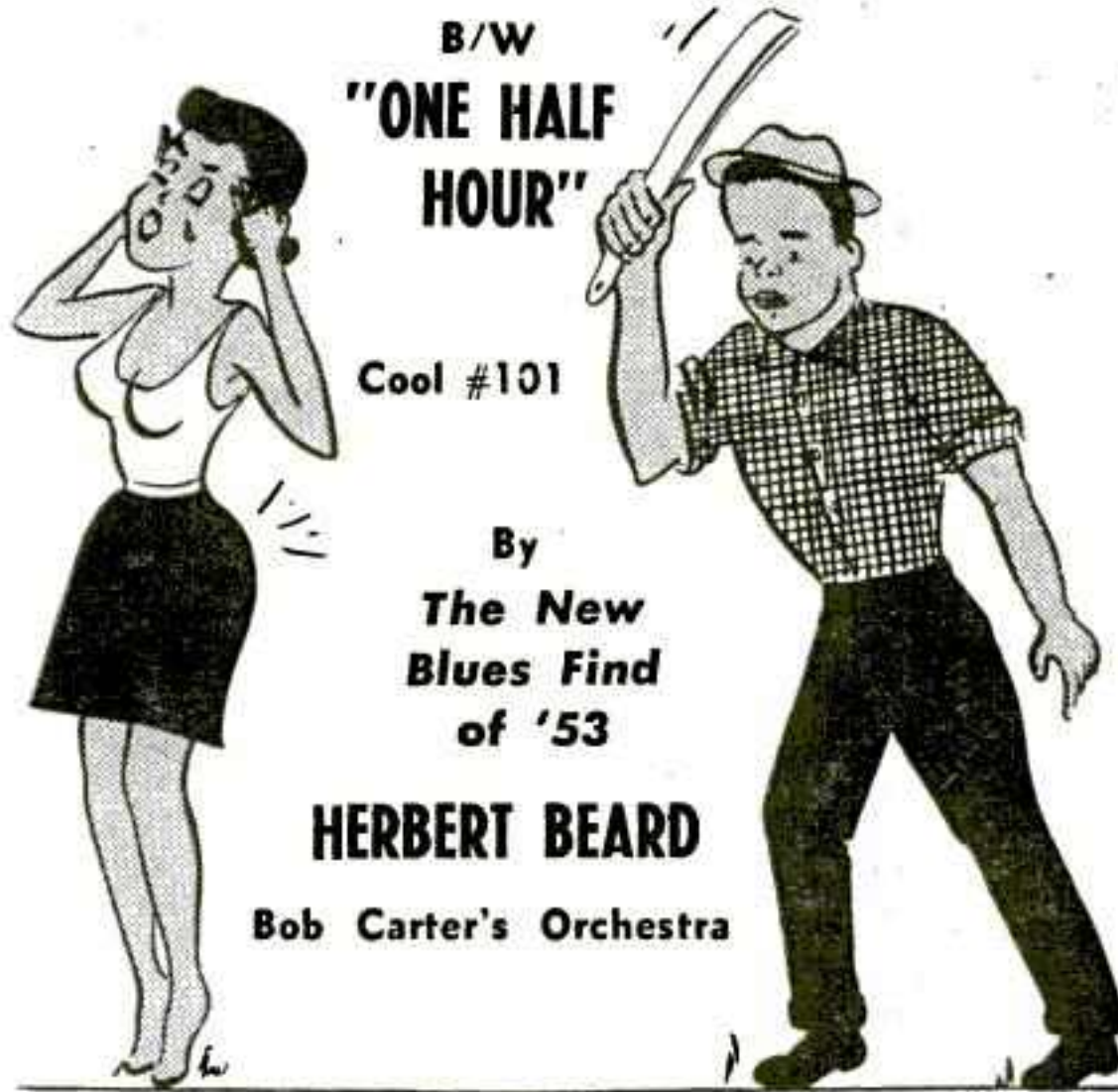
This Week	Last Week	Chart
1. HELP ME, SOMEBODY —Five Royales.....	1	9
Crazy, Crazy, Crazy—Apollo 446—BMI		
2. PLEASE, LOVE ME —B. B. King.....	2	3
Highway Bound—RPM 386—BMI		
3. CLOCK —J. Ace.....	9	2
Aces Wild—Duke 112—BMI		
4. I FOUND OUT —Du Droppers.....	3	3
Little Girl, Little Girl—V 20-5321—BMI		
5. WILD, WILD, YOUNG MEN —Ruth Brown.....	6	4
Mend Your Ways—Atlantic 993—BMI		
6. I WANNA KNOW —Du Droppers.....	5	13
Laughing Blues—V 20-5229—BMI		
7. GOIN' TO THE RIVER —Fats Domino.....	4	12
Come to the Mardi Gras—Imperial 5231—BMI		
8. THIRD DEGREE —E. Boyd.....	7	2
Back Beat—Chess 1541—BMI		
9. MERCY, MR. PERCY —V. Dillard.....	—	1
You're Just No Kinda Good No How—Savoy 897—BMI		
10. THESE FOOLISH THINGS —Dominoes.....	8	6
Don't Leave This Way—Federal 12129—BMI		

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 throught the country using a high proportion of rhythm and blues records.

This Week	Last Week	Chart
1. HELP ME, SOMEBODY —Five Royales.....	2	8
Apollo 446—BMI		
2. PLEASE, LOVE ME —B. B. King.....	1	3
RPM 386—BMI		
3. THIRD DEGREE —E. Boyd.....	3	2
Chess 1541—BMI		
4. I'M MAD —W. Mabon.....	8	12
Chess 1538—BMI		
5. RED TOP —King Pleasure.....	4	10
Prestige 821—BMI		
6. I WANNA KNOW —Du Droppers.....	4	4
V 20-5229—BMI		
7. THESE FOOLISH THINGS —Dominoes.....	6	3
Federal 12128—BMI		
7. CRAZY, CRAZY, CRAZY —Five Royales.....	—	1
Apollo 446—BMI		
7. GOIN' TO THE RIVER —Fats Domino.....	—	6
Imperial 5231—BMI		
10. CLOCK —J. Ace.....	—	1
Duke 112—BMI		
10. MERCY, MR. PERCY —V. Dillard.....	—	1
Savoy 897—BMI		

"Gal! You Need a Whippin'"



B/W
"ONE HALF HOUR"
Cool #101
By
The New Blues Find of '53

HERBERT BEARD
Bob Carter's Orchestra

CO-BEN RECORDING

1231 SO. HOMAN AVENUE CHICAGO 23, ILLINOIS
Phone: LAwndale 2-9245 or CRawford 7-2384
MIDWEST DISTRIBUTORS: SRUMKIN SALES CO., 2007 S. MICHIGAN AVE., CHICAGO, ILL.
PHONE: CALUMET 5-1616

SOON ON TOP—Coast to Coast!
WATCH THIS BABY GROW!
Savoy #897
VARETTA DILLARD
"MERCY, MR. PERCY"
b/w
"You're Just No Kinda Good No How"

IT'S RUNNING WILD
RUTH BROWN'S
"WILD, WILD YOUNG MEN"
b/w
"MEND YOUR WAYS"
Atlantic 993

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Poplar Record Reviews

Continued from page 38

NAVIER CUGAT ORK
You Too, You Too? 73
 (45) 27-5391—Familiar south-of-the-border ditty, "Piel Canela," has been fitted with a cute set of novelty lyrics which are sung warmly by Stuart Foster. A good side. (E. B. Marks, BMI)

Chivirico 70
 A rousing mambo, played with great rhythmic bounce by the Cugat ork. (Pamora, RVI)

MARGARET WHITING-JIMMY WAKELY
When Love Goes Wrong 73
 CAPITOL 2528—Maggie Whiting and Jimmy Wakely team up again for a good rendition of the new ballad, supported with a beat by the Buddy Cole ork. Side could pull spins.

My Heart Knows 69
 Another slow-beat opus is handed a pleasant duet reading by the Whiting-Wakely team. Both are listenable, but neither are very imaginative from a material or a vocal standpoint.

CINDY LORD
When the Hands of the Clock Pray at Midnight 73
 M-G-M (45) K 11536—Miss Lord faces powerful competition here, but she warbles it sweetly and intimately for an entry that should earn more than a token share of the action.

Lead Me Down the Road 68
 A warm reading of the tuneful ballad.

BILL KENNY
Do You Know What It Means to Be Lonely? 72
 DECCA 28738—Bill Kenney is tender and warm with his vocal on this new ditty, while the Ink Spots back him with soft humming. The second chorus is talked like most Ink Spots' slicings. Their fans will want this one, even tho' the format is now rather old-fashioned. (Bob Stephens, Feist, ASCAP)

Don't Mind the Rain 69
 The oldie receives a good rendition from Bill Kenney and the group, backed brightly by a rhythm combo. (Feist, ASCAP)

EDMUNDO ROS ORK
Flying Flutes 72
 LONDON 1303—Flutes are featured in this liting samba, but all sections of Ros' excellent ork come thru with their usual precision and all-around musicianship to make this another creditable addition to his repertory of distinctive instrumentals.

Chile Sauce 68
 Ros himself does the vocal on this side. Lyrics are about a donkey to which Ros plays straight man. His vocal, however, is only fair.

ANDY RUSSELL
Heaven Help This Heart of Mine 72
 CORAL 61013—Russell sells this new ballad with warmth and feeling, with quiet help from the ork. Okay side that jocks will spin. (Chappell, ASCAP)

ANDY & DELLA RUSSELL
Don't Say "Hello" 68
 Andy and Della Russell return to wax with a boy-girl tune which they sell nicely, over good help from the ork. It's cute but more in the material vein than record tunes should be these days to sell disks. (Sam Weiss, ASCAP)

Watch This One Go
ROSE MITCHELL
"I'M SEARCHING"
"SLIPPING IN"
 Imperial 5243

Imperial Records
 6425 Hollywood Blvd.
 Hollywood 28, Calif.

A New Hit
FATS DOMINO
"PLEASE DON'T LEAVE ME"
"THE GIRL I LOVE"
 Imperial 5240

Imperial Records
 Hollywood 28, Calif.
 6425 Hollywood Blvd.

Getting Hotter!
DON'T TAKE IT OUT ON ME!
 by **FRANKIE LEE SIMS**
 #459 #459-45

Specialty Records
 8508 Sunset Blvd. Hollywood 46, Calif.

MARION MARLOWE-FRANK PARKER
The Melba Waltz 72
 COLUMBIA 40032—"The Melba Waltz" (also called "Dream Time") from the forthcoming flick, "Melba," receives a pleasant enough vocal from the singers featured on the Godfrey TV show. Older folk may go for this one, but it's hardly sung with enough oomph to attract the kids. (Bregman, Vocco & Conn, ASCAP)

An Old Fashioned Picture 65
 Like the title, the song is old-fashioned, too, and the disk is strictly for the older trade. Parker and the thrush are adequate with their vocalizing on this side, with fine support from the Percy Faith crew. (Weiss & Barry, BMI)

TOMMY EDWARDS
The Lover's Waltz 71
 M-G-M (45) K 11541—Tune getting much wax action these days is capably sung by Edwards for an attractive slicing.

Baby, Baby, Baby 70
 Flick song is smoothly warbled by Edwards for another attractive effort.

TONY CRAIG
Volcano 71
 VOGUE 1031—Pretentious ballad is from the upcoming Italian film of the same name. Craig sings it full voice, and the side stands a chance if the movie clicks. (Symphony House, ASCAP)

The Melba Waltz 70
 Theme ditty from the new pic is sung with gay charm by Craig. Deejays should spin. (Bregman, Vocco & Conn, ASCAP)

SANDY SOLO
Same Old Moon 71
 DERBY 825—Singer uses an easy relaxed style in selling this standard. Makes for pleasant listening. (Forster, ASCAP)

Dream a Little Dream of Me 69
 The old favorite is handled smoothly by Solo with bouncy assist from the Don Costa ork. Could be some juke activity here. (Words & Music, ASCAP)

RICHARD BOWERS
Baby, Let Me Kindle Your Flame 71
 COLUMBIA 40016—Light-hearted ditty is sung with spirit by Bowers. Swingly arrangement adds a lot of sparkle. (Gall, BMI)

Tear Drop in the Rain 68
 In poetry and prose many things have been chronicled, so this saga of a teardrop will probably surprise few. It's rendered by Bowers (of "Gomen Nasai" fame) in a velvety voice. (Alamo, ASCAP)

FRANK PETTY TRIO
Dew, Dew, Dew Day 71
 M-G-M (45) K 11534—The oldie is treated to a bright and bouncy reading by the group. Frank Petty handles the lyrics smoothly and Mike Di Napoli supports ably at the piano. Good summer wax.

Lonesome and Sorry 67
 The small combo has another pleasant side here. Should attract some juke coin.

BUDDY DE FRANCO
Lost in the Night 70
 M-G-M (45) K 11538—With Richard Maltby handling the ork and arrangements, De Franco sticks to his clarinet for a lovely instrumental dishing which will keep his jazz followers happy, yet is suited to pop buyers looking for lush instrumentals.

I'm Gettin' Sentimental Over You 70
 Here's a clarinet version of the Dorsey-identified oldie. De Franco's musicianship is evident thruout.

LOLA AMECHE
Volcano 70
 MERCURY 70193—Movie title tune stacks up as having some potential, tho' it may take a stronger entry than this. (Symphony House, BMI)

Sticky Apple and Bubble Gum 65
 Title suggests that this might be better suited for the kiddie field. It's well handled by the songstress, and there may be some bobby soxers who still have a soft spot for their bubble gum days. (Kahl, BMI)

LITTLE JOHNNY SIMPSON
I'll Tell My Mommy 69
 BBS 5004—Little Johnny Simpson, new kid singer on the label, shows off his big pipes on this new waxing. Material, however, is more suited for a gal, than a boy singer, and the arrangement is rather slow. (Reverse, ASCAP)

Moving Away 68
 The chanter tells of his sorrow in moving away from his girl-friend, with okay support from the combo. Tune is rather solemn for a youngster, and it might help him if he were given a chance with a rhythm tune. (Dramer, ASCAP)

LE ROY HOLMES ORK
The President's Lady 69
 M-G-M (45) K 11540—Holmes, here, fronts a lush ork with strings for a neat slicing of the new flick theme instrumental. This should get some of the action which may accrue to the work.

Habanera 65
 Swing version of Bizet's "Carmen" opus is danceable.

AL MORGAN
Little Black Buggy 68
 CHANCE 3002—Mellow piping of a pleasant waltz ditty. It's Morgan's first on the label and should be welcomed by his fans. (Pine Ridge)

Disappointed in You 64
 So-so ballad, penned by Morgan, is sung in okay fashion by the orkster-cleffer. (Midway, ASCAP)

ART MOONEY ORK
O (Oh) 68
 M-G-M (45) K 11542—One of Mooney's best sides in some time is this coverage of the oldie which has been threatening to break thru for some weeks now.

Cloverleaf Special 64
 Good instrumental with a strong beat shows the ork to good advantage.

DORIS DREW
Gumbo Ya Ya 68
 MERCURY 70194—Wild Latin backing sets the stage for a neat vocal effort by Miss Drew. Good for operators with the right locations. (Santley, Joy, ASCAP)

Moon Is Blue 60
 Title tune from the movie is given a rather listless performance by both thrush and ork. (Braudon, ASCAP)

BILLY WILLIAMS QUARTET
You're the One for Me 67
 MERCURY 70180—Extracted from the Williams' Quartet "TV Album," this performance could get some single action. (Paramount, ASCAP)

This Side of Heaven 65
 Side taken from the group's album of material they've done on TV should please their fans. (E. H. Morris, BMI)

THE DUCHESS
Raging the Scale 67
 LONDON 1338—The London label's replacement for Winifred Atwell debuts with an old-fashioned player-piano styled ragtime. This looks like a fine juke side.

Kitten on the Keys 63
 Pianist races up and down the keyboard pounding out the oldie with showy pianistics and a heavy beat.

DOTTIE DUNN
You Can't Take Away My Memories 66
 BBS 5002—Reminiscent tune is given a heartfelt reading by Miss Dunn with the aid of a quiet backing by the Country Gentlemen. (Lowell, BMI)

I Walk in the Valley 66
 Tune is a delicate one and is handled quietly by both the thrush and the group. (Libra, ASCAP)

HARRY KARI
The Love Bug Will Bite You 65
 CAPITOL 2516—A parody of the oldie, in a Japanese accent by Kari. Some may enjoy it. (Santley, Joy, ASCAP)

Nishimoto at the Bat 55
 A pseudo-Japanese version of "Casey at the Bat." It's done in song and narrative. It might even tickle some funnybones. (Facit, BMI)

DOTTIE DUNN-WILL HARVEY
This Is the Day 62
 BBS 5003—Pleasant duet by Miss Dunn and Harvey is backed by the Country Gentlemen with an arrangement that apparently is designed to serve both the pop and country markets. (George Levy, ASCAP)

My Heart Knows 60
 Flavor of the arrangement suggests a setting of wagon trains crossing the prairie with the duo singing to each other in the wide open spaces.

Popular Territorial Best Sellers

Continued from page 30

5. **Shane**
R. Hayman, Mercury
6. **For Me, For Me**
G. Gibbs, Mercury
7. **With These Hands**
E. Fisher-H. Winterhalter, Victor
8. **Vaya Con Dios**
L. Paul-M. Ford, Capitol
9. **No Other Love**
P. Como, Victor

Denver

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
3. **Ruby**
R. Hayman, Mercury
4. **April in Portugal**
L. Baxter, Capitol
5. **Say You're Mine Again**
P. Como, Victor
6. **I Believe**
F. Laine, Columbia
7. **Limelight (Terry's Theme)**
F. Chacksfield, London
8. **Anna**
S. Mangano, M-G-M

Cincinnati

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
3. **Vaya Con Dios**
L. Paul-M. Ford, Capitol
4. **No Other Love**
P. Como, Victor
5. **April in Portugal**
R. Hayman, Mercury
6. **Say You're Mine Again**
P. Como, Victor
7. **Butterflies**
P. Page, Mercury
8. **Gambler's Guitar**
R. Draper, Mercury
9. **Alex Vous En**
K. Starr, Capitol
10. **This Is My Prayer**
D. Noel, Decca

Phono Disks Lead Rise In Showbiz Tax Receipts

WASHINGTON, July 4.—Receipts from the federal tax on phonograph records led a general upswing in collections from amusement excise taxes in May, according to Internal Revenue Bureau's latest figures. Reflecting a sizable increase in volume of business, the phonograph disk tax yielded \$1,051,987, nearly double the \$560,923 take for the previous May.

The latest month's tally for the phonograph records tax yield is one of the biggest in recent years. It has brought the total yield from this tax so far this fiscal year to \$7,016,742, a gain of \$582,385 over the corresponding period for the previous fiscal year.

A sizable gain was also registered for receipts from the tax on phonographs, TV sets, radio sets and components. The yield was

\$14,517,844 in May, compared with \$10,704,725 the previous May.

The federal tax on musical instruments yielded \$693,555 in May, compared with \$692,441 the previous May. The federal tax on admissions to cabarets and roof gardens yielded \$3,879,625 in May, which was \$58,369 ahead of the previous May. The federal tax on admissions to theaters and concerts, however, showed a decline. The yield was \$23,630,105 in May, \$1,723,828 below the previous May.

Federal alcohol taxes produced \$228,858,605 in revenue in May, compared with \$203,693,472 the previous May. Federal tobacco taxes yielded \$128,961,658 in May, a drop of \$5,503,168. The Federal taxes on coin-operated amusement and gaming devices produced \$158,384 in revenue, a drop of \$30,219 from the previous May.

Decca Extends Artist Roster

NEW YORK, July 4.—Decca Records has signed Sister Rosetta Tharpe to a new long-term contract. The top-ranking spiritual singer has been with the label since 1937. Milt Gabler, a.&r. topper, has also pacted thrush Marian Caruso, whose waxing of "My Favorite Song" on the Devon label stirred some regional action last year. Meanwhile, Paul Cohen has inked 13-year-old folk chanter Richard Wayne Geary to a one-year term. The Roanoke, Va., youngster is guaranteed six sides.

RHYTHM AND BLUES NOTES

Continued from page 39

Irv Marcus, Peacock exec, hits the road this week for visits with distributors in Maryland, Virginia, North Carolina, Pennsylvania, and Ohio, on his way to Chicago for the NAMM convention. The Orioles open at the Orchid Club in Kansas City July 19. Little Walter plays the Royal Peacock in Atlanta from July 21 to August 3 and then goes on a one-nighter tour thru Florida and along the East Coast.

The Gale Agency's giant rhythm and blues package starring Ruth Brown, The Clovers, the Joe Louis act and Wynonie Harris, as well as other key acts and a large ork, will tee off in Boston July 17. Here is the rest of the route for the first two weeks: Newark, N. J., 18; Baltimore, 19; Cleveland, 20; Detroit, 21; Cincinnati, 23; Evansville, Ind., 24; St. Louis, 25; Kansas City, Mo., 26; Wichita, Kan., 27; Tulsa, Okla., 28; Oklahoma City, 29; Amarillo, Tex., 30. Unit is now almost completely booked thru August 18, and there is a good possibility that it will run until September.

Willie Mabon opens July 20 at the Celebrity Club, Providence. Coleman Hawkins and his ork play Weeke's in Atlantic City starting July 24. Lester Young is set for two weeks at Birdland, New York, commencing July 3. Sarah Vaughan plays the Three Rivers Inn, Three Rivers, N. Y., July 3. Ella Fitzgerald will be at the Chicago Theater for two weeks commencing July 10. Arthur Prysock does two weeks at the Midtown Hotel in St. Louis opening July 3.

The Sarah McLawler trio is set for the Howard Theater, Washington, for one week beginning July 3. Mabel Scott is now summering at the Harlem Club, Atlantic City. She has been booked at the shore resort for a 10-week stand. The Orioles will be at the Orchid Club, Kansas City, Mo., from July 19 to 25. Little Walter does a date at the Royal Peacock, Atlanta, from July 21 to August 3, then swings into a one-night trek thru Florida. T-Bone Walker, Paul Williams and Margie Day play the Celebrity Club, Providence, August 17 to 23, then go out on one-nighters thru the East.

HUB CELEBRATES 25TH FOR 'POPS'

NEW YORK, July 4.—The City of Boston and RCA Victor disk brass in that city have scheduled a large-scale hoopla and celebration tomorrow for the 25th anniversary of the first concert of Arthur Fiedler's Boston Pops Orchestra. Seven years after the first concert, in 1935, Fiedler and his ork recorded their first session for RCA Victor, "Rhapsody in Blue."

According to Victor, The Boston Pops has sold over 8,000,000 disks in the past 18 years. The ork passed the million mark on one record, "Jalousie."

Other Records Released This Week

- Popular**
- Don't Forget Me—The Coronets (Don't Wait Too Long) Corona 1000
 - Don't Wait Too Long—The Coronets (Don't Forget Me) Corona 1000
 - I Wanna Live My Life With You—The Coronets (Until Sunrise) Corona 1001
 - Mystery Waltz—Raymond Scott Ork (Shadow Dance) Audivox 101
 - Shadow Dance—Raymond Scott Ork (Mystery Waltz) Audivox 101
 - Until Sunrise—The Coronets (I Wanna Live My Life With You) Corona 1001
- Country & Western**
- He's a Cowboy Auctioneer—Joe Taylor (The Whispering Pines) Red Bird 1005
 - Montana Skies—Harold (Lazy) Donelson (Rainbow of Roses) Red Bird 1007
 - Streets of Unwanted—Harmon Tucker (You Can't Win) Nuclecraft 113
 - Rainbow of Roses—Harold (Lazy) Donelson. Red Bird 1007
 - The Whispering Pines—Joe Taylor (He's a Cowboy Auctioneer) Red Bird 1005
 - You Can't Win—Harmon Tucker (Streets of Unwanted) Nuclecraft 113

- Jazz**
- Erudition—Stan Getz Quintet (Have You Met Miss Jones) Mercury 89059
 - Have You Met Miss Jones—Stan Getz Quintet (Erudition) Mercury 89059

DEALER DOINGS

Continued from page 32

bums in our windows, sent out mailings furnished by the theater and placed albums on sale at the theater. We did very well, despite the fact that our order was given to Decca on March 18, stipulating delivery by April 1, in time for the movie opening and the Easter Sunday crowds. We finally got our albums on April 7. For the past six years such has been the service record of Decca out here. In this same period we've been serviced by four different distributing houses (all independently owned). It seems to be that it's time that Decca got its distributing organization in shape.—I. Albert, The Record Shop, Wichita, Kan.

10-Inch Classic LP's Decline

• Continued from page 15

12-inch platter in the classical field.

Variable Pitch

Variable pitch is the cutting process which permits an engineer to get more music on an LP disk by cutting more grooves per inch on soft musical passages and using standard space between grooves on fortissimo passages. Via this method, diskeries have stepped up the music on a 12-inch LP platter from the original 45 minutes to as high as 65. This has allowed diskeries to bring out two symphonies on one king-sized LP, whereas they once placed each on a single 10-inch. It has permitted the waxing of very long works on a 12-inch platter, and the re-issuing of two

previously released 10-inch LP's on one 12-inch disk, thus offering more music for the money.

EP Disks

The introduction of the EP disk has also helped temper the production of the higher-priced 10-inch LP's. The classical EP platter sells for \$1.58 and can take up to seven minutes of music per side. This means that a two-pocket EP set, which retails for \$3.16, can contain up to 28 minutes of music. This is just about the same amount of music available on a 10-inch LP, which retails at \$4 to \$5.

Cheaper 10-inch LP's

As if to prove that the 10-inch LP has vitality when offered with the proper repertoire and at the right price, Columbia, Decca, Capitol and London, all of whom now have an inexpensive 10-inch LP line, have been experiencing excellent sales with their cheaper platters. The amount of music offered on the \$2.50 to \$3 10-inch LP's is usually less than the record could take, there are many customers who want lighter classics, from Strauss waltzes to Chopin etudes, on the less expensive 10-inch LP's. There seems to be a tendency to release the same material that is now coming out on the less expensive 10-inch LP disks on two-pocket EP disks at the same time. Thus the same lighter material is available at about the same price on both 45 EP and 10-inch LP's.

The diskeries do not intend to stop their expensive 10-inch platter releases entirely, but they believe that it is only useful for special works. They do not deny that the 10-inch classical cutting is becoming a rare commodity.

In other fields, especially pop and jazz, the 10-inch LP has shown rapid growth, with all types of popular and esoteric material being released. In this field the 10-inch has picked up sales-wise over the past year in fine style.

Alice Lon Picked As Welk's Thrush

HOLLYWOOD, July 4. — Alice Lon, Dallas thrush, is the choice of Lawrence Welk to be his "champion lady." She was selected this week from among six finalists.

As featured fem vocalist with Welk, Miss Lon stands to earn approximately \$500 weekly. Her chores will include a weekly hour-long TV show, two coast-to-coast radio shows, five nights a week at the Aragon Ballroom, Santa Monica, recording sessions and one-night stands.

Thrush started her professional career at the age of 15. She was with the "Don McNeil Breakfast Club" in Chicago for a year and also appeared frequently in the Windy City on TV.

Many Changes

• Continued from page 15

than the American office was willing to grant.

At the present time, BIEM here is negotiating with both Columbia and RCA Victor for a new agreement, but little progress has been made for a new pact. Lawyers from the BIEM and RCA Victor organizations met only a few weeks ago, but did not come to specific agreements. The dispute between RCA Victor and BIEM (and Columbia and BIEM) is, of course, over rates per composition.

The Harry Fox office has been moving of late into many foreign collection deals. They just set up representation for a number of pubbers in Japan, and have been doing a lot of collecting for European publishers, expanding greatly in the latter field over the past year.

Electronic Firms

• Continued from page 15

ing scheduled. Du Mont Television will again promote heavily its phono-jack equipped TV sets and its custom line with phono-roll-out drawers completely wired for installation of changers. RCA Victor is setting the largest ad and promotion campaign of its history for the company's new line of TV, phonograph and radio sets. The campaign includes special ads for phonos in such publications as Look and Coronet.

GIN & QUINAC

Canada Dry, M-G-M Tie In On Disk

NEW YORK, July 4.—For the third successive summer, M-G-M Records has come thru with a dog days promotion involving thirst quenchers—hard and soft drink varieties. Two years ago it was a tie-in with the rum industry on Noro Morales' waxing of "Rum and Soda." Last year it was a deal with Sunkist lemon growers on David Rose's "Serenade to a Lemonade." Now the diskery has worked out a deal with Canada Dry on a disk called "Keep Cool (Gin and Quinac)." Incidentally, Canada Dry paid all costs of the record date by the Shep Fields band, will furnish salt and pepper shakers, streamers for disk shops and Quinac dealers, truck banner plugs in Canada Dry ads and many other angles for promoting the disk.

Shipping the deejay samples along with miniature bottles of gin and Quinac (gin and tonic to the uninitiated) created a few problems for the diskery and the drink company, but it has all been worked out now to satisfy government regulations on shipping liquor across State lines. M-G-M distributors and Canada Dry bottlers in each city will work out the handling of the disks and bottles of summer refreshment.

Como Honored

• Continued from page 15

good golfers in the members division were as follows: Winner, Murray Luth with a gross of 93 and a net of 69; second and third place, Jack Spina and George Paxton, with grosses of 82 and nets of 70. Low gross was won by Sammy Kaye with 81, and high gross was taken, after much struggling, by Juggy Gale. In the guest division the winner was Nat Brandwynne with a gross of 77 and a net of 65; second place was taken by Tutti Camarata with a gross of 76 and net of 66. Don Cherry, Lou Delguercio and Bill Mangin all tied for third with gross scores of 74. High gross was awarded to The Billboard's own Bert Braun for his remarkable 151.

The putting contest winner was Jerry Johnson, with the runner-up Jack Johnstone in the members division. In the guest division, Mitchell Ayres was the winner and Milt Blackstone the runner-up. There was also a nearest to the pin contest on the 11th hole. Of the members, the winners were Martin Block, first prize; Larry Pier Jr., second, and Harry Santly, third. Guest winners were Eddie Gallagher, first, Bob Smith, second, and Don Cherry, third.

The Billboard presented the "Diogenes Award" to the "Honest Golfer" who came closest to the score he predicted he would shoot, and seven guests won The Billboard Scroll. They were: Dick Manning, Harry Garfield, Jay McMasters, Larry Canaga, Jimmy Lytell, Don Cherry and Jack Johnstone. There were also many door prizes, and Perry Como presented every guest with a money clip.

The affair was run skillfully and smoothly by the Perry Como Tournament and Testimonial Committee consisting of Jack Spina, Mickey Addy (who emceed the awards) and Murray Luth. It was, indeed, a most pleasant day.

What did Perry shoot? He had a bad day with an 80 gross.—Bob Rolontz.

Loses Appeal on 'Slow Boat' Suit

SAN FRANCISCO, July 4.—Robert E. Overman, composer, this week lost an appeal before the Ninth Federal Circuit Court in a case in which he sought to recover royalties on the song, "On a Slow Boat to China." Overman had sued Frank Loesser, composer of the ballad, on grounds of plagiarism.

Overman is the composer of a song called "Wonderful You" from which he said Loesser lifted the melody. The appellate upheld a Los Angeles Federal District Court ruling which established that Loesser's song was composed 18 months before that of Overman.

Classic Field Ups Competition

• Continued from page 15

tor, Westminster and London bringing out long-heralded sets almost simultaneously, while Columbia set new promotion behind three versions in its catalog. But it wasn't long before the Toscanini reading on Victor outdistanced its rivals to become one of the greatest classical sellers of all time.

While this competition seems logical enough where great masterpieces are concerned, the phenomenon is showing itself a more and more common occurrence in obscure works where the most optimistic hopefuls won't predict more than a few thousand sales over a long period. Within the last month, for instance, three versions have been brought out of the Beethoven song cycle, "An Die Ferne Geliebte." With the artists on each of three labels, Decca, HMV and Columbia, all of high stature, the variation in couplings will probably decide the competitive outcome.

In pop records, rush sessions can be held and a cover disk distributed, at least to deejays, in less than a week if necessary. The once relaxed tempo of classical record production has assumed an up-beat character, it still takes somewhere around two to three months to carry a new disking from the session stage to the retailer. This, manufacturers agree, is the normal time when a record is produced for immediate sale, and not cut and then canned for later use.

Step Up Tempo

Still, if the diskery runs into a competitive situation, or otherwise wishes to step up the tempo further, it can reduce this time lag to about five weeks. This is considered whirlwind pace in the classical field. Only recently, Columbia set such a hyped schedule on its recording of Prokofiev's Seventh Symphony by Ormandy and the Philadelphia ork. It was an exclusive "first," and the label wanted to cash in on the promotional backwash of Ormandy's premiere performances of the late Russian's work in this country.

Bottlenecks that can develop in classical vinyl production can show in any of the various stages a recording must go thru before it becomes a marketable package. Assuming the recording session runs smoothly, bugs can develop in the equalizing of the tapes, mastering, plating, etc. Particularly in a rush job, art work for the cover can be the critical factor. Diskeries are convinced that covers must be attractive, and processing and printing multi-color plates is time-consuming.

Ideally, when time allows, a schedule is set and flows smoothly. Art work and program notes are begun at the time of the session or earlier, and the finished package is ready before the disk. Westminster, for instance, has had its packs for the "St. Matthew" prepared for months.

Mum Is the Word

Because of this "normal" production time lag, secrecy has become an increasingly noticeable characteristic of longhair a.&r. men. The rule is to keep mum until almost all ready to release the set, or a competitor may learn of the project and rush out a cover slicing. Offsetting this reluctance to talk is the desire to start the ballyhoo early enough to stir up advance interest. The compromise between these two conflicting impulses is often reached only after soul-searching confabs between sales and creative departments.

Another natural consequence of the competitive situation in classical vinyl is the advance listing of an etching that will actually not be available for sale for many months. It is not at all uncommon today for a diskery to announce and advertise a package that it can't possibly release for many months (the recording date may not yet be scheduled). This it will do if it has learned that a competitor will shortly release a work it has planned, upon the hope that some segment of the buying public will wait until it can audition both versions before laying its cash on the dealer's counter.

Some recent examples of sudden LP duplication follow:

It is perhaps something more than pure coincidence that such a neglected work as the long-deceased Felix Weingartner's orchestral version of Beethoven's "Hammerklavier" sonata should be issued by Columbia and Urania within a two-week period. Collectors had to exercise acute comparative judgment when

Mercury and Westminster both arrived with Respighi's "Pines" and "Fountains" backed up on single 12-inchers. The identical coupling has been announced by Victor, with Toscanini the conductor.

Mahler's First Symphony was released simultaneously by Vanguard and Urania, with the coincidence further compounded by the fact that the orchestra and conductor were the same in each case. Vox also had the same work ready, but re-scheduled it for later release in the hope that new excitement could then be created among the relatively few Mahler buyers. Westminster and Urania tangled on a closely timed Mahler Seventh recently, as well.

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Album and LP Reviews

Popular

RHAPSODIES FOR PIANO AND ORCHESTRA 76
Morton Gould at the Piano and Conducting his Orchestra (12-12")
Columbia (33) ML 4657

This packaged as a Masterwork disk, the appeal of this is mainly for those who go for the lighter type of orchestral music. In this day and age of instrumentals in the pop market, there should be good prospective sales to these customers. The disk is a grouping of well-known show tunes. Gould has taken these and effectively woven a set of easy-to-take arrangements which he conducts and also leads with his adept piano work. It's a very listenable set which should pull ready sales.

Jazz

LESTER YOUNG COLLATES No. 2 72
(1-10")

JOHNNY HODGES COLLATES No. 2 72
(1-10")

ILLINOIS JACQUET COLLATES No. 2 72
(1-10")

FLIP PHILLIPS COLLATES No. 2 72
(1-10")

Mercury (33) MGC 124, 128, 129, 133

Norman Granz has packaged, or collated on 10" LP's, single waxings released by some of the top "Jazz at the Philharmonic" artists. The Johnny Hodges set includes "Duke's Blues," "Tea for Two," "Rosanne" and "Tenderly," among others. The Illinois Jacquet platter contains such hits as "Port of Rico," "The Cool Rage" and "Lean Baby." "Vortex," "Be Be," "Broadway" and "I've Got My Love to Keep Me Warm" are the top sides in the Flip Phillips set, and the Pres goes to town on some of his best waxings, including "A Foggy Day," "Little Pee Wee," "Jeepers Creepers" and "Down 'n' Adam." Jazz collectors who would prefer their favorite sides on LP and those who may have missed these slicings on 78 r.p.m. disks will be interested in adding these LP's to their collection.

CHET BAKER QUARTET 68
(1-10")

Pacific Jazz PJLP-3

Baker, young trumpet man heard previously with the Gerry Mulligan Quartet, leads the foursome in cool arrangements of standards and original music by Russ Freeman, pianist with the group. Freeman's compositions are better tailored to Baker's style than the standards and demonstrate his serious approach and emphasis on solid musical values rather than superficial display of technique. "Batter Up" is an especially successful example of brilliant solo work integrated with a swinging group. Larry Bunker and Bobby White alternate on drums; Carson Smith and Bob Whitlock switch on bass. It's for cool jazz fans only.

International

LINE RENAUD SINGS 73
(1-10")

Vox (33) VL 3200

French thrush Line Renaud shows why she is one of Paris' top songstress with this new Vox release, originally waxed on the Pathe label in France. She sings the collection of bright ballads on this set with infectious gaiety, whether they be about "La Petite Amazon" or "Mon Petit Bonhomme de Chemin." She also turns in a strong vocal on Leroy Anderson's "Blue Tango" with French lyrics by Jacques Plante. The orchestra accompanying the chanteuse, unnamed on the label, showcases her neatly with fresh and well-planned arrangements. Set should appeal to Francophiles.

ALPINE PANORAMA 65
(1-10")

Viennola (33) VNI 2005

Album consists of a variety of folk music selections from the Austrian Alps. There are marches and laendler by Karl Zaruha's peasant band, polkas by zither groups and vocals, including the expert yodeling of Leopoldine Lauth. Package has authentic flavor which will recommend it to the German-language market and perhaps to some of our many American travelers to this area, which this music nostalgically recalls.

Mills Music Signs Frank S. Perkins

NEW YORK, July 4.—Mills Music has signed Frank S. Perkins to an exclusive publishing contract. For the two it renews an association that began about 1930 when Perkins first worked for the publisher as a stock arranger. Since then, the writer has worked as arranger for Fred Waring and has been active in Hollywood as a composer, arranger and conductor.

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ADDRESS

... orders for Music-Market place advertising to: Music-Market Place, The Billboard, 1564 Broadway, New York 36 N. Y.

Shaw, Landon H & R Veepees

NEW YORK, July 4.—Arnold Shaw and Grelun Landon have been appointed vice-presidents of Hill & Range and its affiliated publishing firms. The new appointments which were announced this week by Julian and Jean Aberbach, owners of the publishing enterprise, are another in a series of planned moves designed to strengthen further the over-all operation of the company, according to the Aberbach brothers.

Shaw will be general professional manager of the firm and will head up all tune selection and exploitation for the company. He moves over from Leeds Music of which he has been a vice-president as well as general professional manager of Leeds' Duchess catalog. Landon, in his v.-p. post, will head up the administrative functions of Hill & Range and its affiliates.

For Landon it represents a merit promotion, since he has previously handled the administrative affairs of the company. He started with the West Coast

MEET HIZZONER TENN. ERNIE

HOLLYWOOD, July 4.—Yesterday Tennessee Ernie became a mayor, an honorary one, to be sure, but nevertheless top man of McCloud, Okla. And all because he played and dedicated his own tune, "Blackberry Boogie," to the town's blackberry queen who today is reigning over its Blackberry Festival.

The ABC radio deejay was given the honorary title by Mayor Lisle and McCloud's city fathers. Of course, the whole deal was set up by Pat Murphy, of ABC radio's affiliate, KWSH, McCloud.

office of Hill & Range as a stock boy six years ago, while attending the University of Southern California.

Shaw, who will move over to his new post on Monday (6), joined the Leeds office in 1945 to head up the firm's publicity and advertising activities. Previous to joining Leeds, Shaw had a similar post with the Big Three.

In addition to his publishing activities, Shaw is also known as the author of "The Money Song."



Marine S/Sgt. Archie Van Winkle Medal of Honor

ATTACKING IN DARKNESS, a superior Red force had smashed through B Company's defense line, near Sudong. Staff Sergeant (now Second Lieutenant) Van Winkle's platoon lay pinned under murderous fire. The entire Company faced destruction.

Passing a command through his platoon, the sergeant leaped from cover, led a desperate rush against the enemy. A bullet shattered his left elbow, but he kept going.

The left-flank squad got separated. Sergeant Van Winkle dashed 40 yards through heavy fire to bring it in. An exploding grenade seriously wounded his chest. Still, lying on the ground, he continued to direct the fighting.

Finally he was evacuated, unconscious from loss of blood; but the breakthrough had been plugged, the Company saved.

"I found out firsthand," says Sergeant Van Winkle, "that the Reds respect only one thing—strength. But America has plenty, thanks to our armed forces who serve in the field—and good citizens at home who invest in our country's Defense Bonds! I believe in Bonds—as savings to protect my family and as strength to protect my country. I own them—and I hope you do, too!"

* * *

Now E Bonds pay 3%! Now, improved Series E Bonds start paying interest after 6 months. And average 3% interest, compounded semiannually when held to maturity. Also, all maturing E Bonds automatically go on

earning—at the new rate—for 10 more years. Today, start investing in U. S. Series E Defense Bonds through the Payroll Savings Plan where you work; you can sign up to save as little as a couple of dollars a payday if you wish.

Peace is for the strong! For peace and prosperity save with U. S. Defense Bonds!

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TV FILM PURCHASES

Continued from page 9

to WGN, Chicago. "Crusader Rabbit" to KFMB, San Diego, Calif. "All American Game of the Week" to XETV, Tijuana, Mexico, and "TV Close-Ups" to WHAM, Rochester, N. Y.

"RCA Recorded Program Services" has sold "Foy Willing and the Riders of the Purple Sage" television film library to WTTV, Bloomington, Ind., and WNCT, Greenville, N.C.

"Rocky Jones, Space Ranger," distributed by United Television Programs, has been sold to KTYL, Phoenix, Ariz., KFEQ, St. Joseph, Mo., and WBNS, Columbus, O. United Television Programs' other recent sales include: "Look Photoquizz" to Atlanta, Columbia, S. C.; Duluth, Minn.; Yakima, Wash.; Nampa, Idaho; Lincoln, Neb.; Twin Falls, Idaho, and Bakersfield, Calif. "Counterpoint" to Honolulu; Yakima, Wash.; Asheville, N. C.; Neenah, Wis.; Houston, Longview, Tex., and Decatur, Ill. "Royal Playhouse" to Honolulu; Yakima, Wash.; Decatur, Ill.; Neenah, Wis.; Charlotte, N. C., and Longview, Tex.

Will Exhibit New Phono-Gard Unit At NAMM Meet

NEW YORK, July 4.—Grayline Engineering Company, Chicago electronics firm, will show its first production models of the Phono-Gard line of record-playing equipment at the National Association of Music Merchants trade show in Chicago. The firm unveiled some experimental models of the unusual phono unit last year, but delayed mass production until recently.

The Phono-Gard units will list at \$149.50 in mahogany and \$159.50 in blonde. In addition the firm may show special models for school and library use and for disk shop demonstrators.

According to Jack W. Meyerson, national sales manager, some Phono-Gard units to be shown will be in the high-fidelity class—capable of reproducing from 20 to 20,000 cycles per second.

Main feature of the set is the canopy which automatically slides over the turntable after a record has been placed there and before the tone arm moves. The arm can not be handled or dropped. In addition, the sets are equipped to handle large center hole disks without adapters or a special spindle, selected portions of a disk can be played via a band selector, the needle automatically passes over brush before playing and a warning signal is sounded if the machine is activated without a disk on the table.

5,000 RECORDS

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Capitol - Decca - Columbia - MGM - Victor
\$12.00 per 100. \$100.00 per 1000.

BINGHAMTON AMUSEMENT CO., INC.
221 Main St. 9-1515 Binghamton, N. Y.



It looks like the FLAMINGOS and their Chance waxing of "If I Can't Have You" are on an express train to the top of the hit list. The group has already received action in several cities with orders showing greatest strength in Detroit, Philly, Cleveland, New York, Los Angeles and Chicago. Tune was picked as Best Buy in The Billboard and listed as strongest of the week. Flip is "Some Day, Some Way."

A record soon to be busting out all over is a sure-fire side by J. B. LENORE on the J. O. B. label titled "The Mojo." This is one side you'll want to watch. Lenore does an effective job and will win his share of plays with this effort.

Give yourself the "Third Degree" and see if you can pass up this coin grabber. Chess comes thru with another smash in EDDIE BOYD'S vocalizing on "Third Degree." Disk is strong on charts of St. Louis, Detroit, Chicago, Philadelphia, Atlanta and New Orleans. Should hit all charts in the top numbers any day now. Another mover-upper on the Chess label is MUDDY WATERS' interpretation of "Turn the Lamp Down Low." Strong action from the start proves Chess and Waters a great combo.

DANNY OVERBEA sinks his doughnut into "40 Cops of Coffee" and emerges with a fast rising seller for the Checker label. Even the people that don't drink coffee will swallow this one.

Just released this week is a double-barreled smash with both sides racing for their share of United's sales records. The disk is United 152, with ROOSEVELT SYKES doing "Tell Me" backed with "Come Back, Baby." Sykes outdoes himself on a two-sided fast climber. TASSO (THE GREAT) is still climbing the chart ladder with "My Sympathy" and "Ebony After Midnight" on United 150. Tasso proves to be great on this.

Here's a treat in store for dealers and distributors both. JIMMY COE teams two of his best efforts to date in pairing "After Hour Joint" and "Come Back, Baby" on States number 118. This platter moved before the pressing cooled and hasn't stopped yet.

Your dealer has these "picks" in stock right now. See him today.—Advertisement.



This remarkable new rack displays 60 EPA's (holds counter 240) or 60 EPB's (holds 90) in smallest possible space—12" wide x 22" tall. For use on counter or wall. All metal gray hammer-tone finish.
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Hocus-Pocus

By BILL SACHS

JA PALMER and **Doreen** postal from Tokyo under date of June 23: "We are having a great trip. Leaving here for Korea in a few days for an eight-week tour." . . . **Bill Baird**, in Montreal on a scouting trip, tells of spotting **Paul Duke** at the Mount Royal Hotel there; **Del-Ray**, at the Esquire Bar; **Kuma**, who worked the Casa Loma Club under the name **Kim Yen Sue**; **Darvel**, working a local club; **Randy the Magician**, at the Crystal Theater for a week-end, and **Wing Chow**, Chinese trixster from Detroit, working clubs around the Canadian metropolis. All told, he counted 13 magi working around the town . . . **Lucille and Eddie Roberts**, after two weeks at the Park Lane Hotel, Denver, open at **Eddy's**, Kansas City, Mo., July 10 for a two-weeker. They follow with a week at the Seven Seas, Omaha, opening July 24. . . **Lady Francis** (Francis R. Francis), now on the staff of WLW-T, Cincinnati, as producer and director, was called in to bridge the gap at the

Latin Quarter, Newport, Ky., Friday thru Sunday (26-28), when one of the turns missed getting in due to illness. . . **McDonald Birch**, Malta, O., was elected president of Birch Ring No. 135, International Brotherhood of Magicians, at the organization's first meeting held at the Flamingo Restaurant, Marietta, O., Tuesday night, June 16. **Rowland Goodman**, of Montclair, N. J., international ring coordinator for the IBM, was on deck to present the new ring with its charter. In addition to Birch, for whom Ring No. 135 was named, other officers elected were **H. E. Dougherty**, St. Marys, O., vice-president; **Floyd C. McGuire**, Marietta, sergeant at arms; **Tommy Windsor**, Marietta, secretary-treasurer; **A. L. Mathias**, Cambridge, O.; **Kenneth W. Clendenin**, Parkersburg, W. Va., and **Al Snyder**, Charleston, W. Va., members of the board of governors.

RAJAH RABOID opened a three-week engagement at Ruby Foo's nitery, Montreal, Monday night, June 29, with **The Raj** heralding his engagement there with an unusual publicity stunt on the day before his opening. The latter gag apparently is highly secretive. Not even **Rajah** would divulge it. And, **Bill Braid**, who visited with **Raboid** in Montreal, asked us not to reveal **Rajah's** newest bally nifty. However, from another source we learned that it was just a new twist to the old blindfold drive stunt. On the day before his opening, **Raboid** hid himself out to the Montreal Baseball Stadium, where, while blindfolded, he took his place in the batter's box and knocked several pitched balls out of the infield. The bally brought the desired results. **Raboid's** current engagement is billed as his first in Montreal. However, our faithful Montreal correspondent, **Arthur Schalek**, remembers catch- (Continued on page 44)

CLUBS CLUBBED

Live Music Is Banned by NJ Town Officials

NEW BRUNSWICK, N. J., July 4.—All live music in clubs was thrown out last week in a surprise move by the City Commission, spearheaded by Mayor John A. Lynch, who characterized entertainment as "honky-tonk." According to local authorities, (Continued on page 44)

Harry Schooler

Continued from page 13
The Russ Morgan ork engagement which started July 3 for four weeks.

The current negotiations add another chapter to the uncertainties that have beset the ballroom's operations. Circus Gardens became a reality when Troeger and his associates of the Ocean Park Pier & Amusement Company originally invested \$50,000 to refurbish and remodel the building after acquiring it from Tommy Dorsey. Before opening May 15, an additional \$75,000 was expended.

Schooler was acquired to operate the continuous entertainment parlor. For this, 25 per cent of the corporation's stock was placed in escrow for him, making him the largest individual stockholder. When the break came over differences in entertainment policy, Schooler offered his stock to prevent the corporation's bankruptcy. He, meanwhile, had and continues to have a verbal option to sub-lease Circus Gardens.

In the first 30 days of operation, the Gardens grossed \$40,000, but lost approximately \$15,000 during that period. Dissatisfaction resulted, with Schooler bowing out.

Meanwhile, additional troubles were experienced, the latest being Saturday (20) when the fourth two-hour midnight-to-two telecast of the show over KTTV was canceled. Station canceled because of a series of disagreements and misunderstandings between the Gardens' management and the American Federation of Television and Radio Artists.

In permitting the remote telecast, AFTRA allowed a 30 per cent reduction in artists' scale to the Gardens' management in negotiations with Schooler. The concession was reportedly made with the understanding the show was to be a circus with variety acts appearing only incidentally, and because the telecast was an experimental venture.

AFTRA later contended, however, that the show consisted of a number of specialty acts and should be paid at that rate. The Gardens' contention was that acts were part of a packaged musical revue and as such should receive feature money.

Meanwhile, Schooler was let out as promoter and operator. Claude McCue, AFTRA executive secretary, demanded retroactive difference pay for the three telecasts. Failing to reach immediate settlement resulted in KTTV cancellation of the remote.

Palace, NY

Continued from page 12
somesly in ballroom routines for a delightful finish that packs imagination.

"Pigmeat" Markham and his assistants are back with his slapstick antics in a Harlem police court. Markham's timing builds with the years, and he is one of the few who knows when to stop and leave 'em wanting more. Also again on hand is Herbert Nivelli with his vet assortment of legerdemain—a solid novelty addition.

Chant-wise, Larry Marvin projects a fine baritone and use of a hand mike builds its salesmanship. However, lad would do well to avoid current club floor technique and stick to the stage, instead of invading ork aisles for direct audience approach. Also, a ballad like "For All We Know" is his dish, but a Jolson touch is not. The frere-soeur combo, Wells and the Four Fays, clicks solidly for an acro-terp wind-up. Group have become standard vaude fare, and add up to a whirl-wind finish to a good bill. Pic is "Powder River." Bob Francis.

Burlesque Bits

By UNO

Burlesque at the Paramount Long Branch, N. J., is having a troublesome time with eight pickets constantly marching outside, their signs expressing what their feelings are against this form of entertainment. Residents are awaiting City Solicitor Edward F. Juska's decision pro or con on the subject. Also, at a recent meeting, city commissioners heard a demand voiced by four representatives of a protest group that they enact an ordinance banning burly from the resort. The opening cast, booked by Belle Dow, consists of **Red Marshall**, **Tommy Bozo Snyder**, **Dick Bernie**, **Hal Perry**, **Mary Mack**, **Jo Shannon**, **Naomi**, **Gaby Williams**, **Ann Ser nes**, **Jimmie Brown**, **Dynamite Jefferson** and the **Rush Holden** 10-girl dancers. The entire production is under **Belle Dow's** supervision, with **Irving Selig** assisting. . . **Anthony Vaccarro** of the team of **Anthony and (Bill) Mason** is in his seventh month as a patient in St. Clare Hospital, New York, under treatment for a broken knee as the result of being hit by an auto. Doctors say it will take another two months before he will be able to leave. . . **Joe Hammond** and **Lorena** continue at the Rivoli, Seattle. . . **Toni Locicero**, straight man at the President, San Francisco, closed June 25 and was replaced by **Eddie Haywood**, **Charlie Fritcher**, comic, left for a visit to his brother's house in Webster, Mass., leaving **Higgy King** as the only funster in the cast. Another closing was **Penny Redwing**, who moved to the Diamond Knee, a

nitery near-by, where other graduates from the President are **Jeannine Swanson**, **Linda Lee**, **Luana** and **Vivienne Mitchell**. . . **Dave Strause**, Denver agent, is crying the blues for more girls, dancers and emsees to fill his calls from Rocky Mountain niteries.

Jessica Rogers, while playing a two-week engagement at Big Bill's, a Philadelphia nitery, took an afternoon off for a stroll on Atlantic City's Boardwalk. She wore one of those novelty wide-brimmed straw hats, lettered on the front "Jessica Rogers, the Wow Girl" and on the back, "Jolly Rogers," plus a skull and crossbones, all a **Cy Messitte** publicity stunt. Accompanying this center of attraction were **Linda Houseman**, **Jessica's** sister; her brother-in-law, **Robert**, and their three-month-old son, **Allen**. . . **Valerie French**, who is taking over booking duties while **Oscar Lloyd** vacations in Washington and Virginia Beach, Va., for the next two weeks, has set **Miles** (Continued on page 44)

Dane Group Buys Scala

COPENHAGEN, Denmark, July 4.—The National-Scala cabaret here was sold last week to the Nordisk Andelsforbund, a Scandinavian co-operative investment group, for \$1,203,500.

The National-Scala is the largest cabaret-restaurant-ballroom in Northern Europe. Its cabaret section can seat 1,500 diners and operates day-time as a restaurant, with music. The Scala-Salen ballroom, on the top floor, can accommodate 2,000 persons. In addition, there are a sidewalk dining terrace, cafe-restaurant, bar and small dining room—operating the year around.

New owners of the plot also acquired an adjoining building in which the Scala movie theater is located. Purchase of the two parcels was for investment, with a tentative project to use the entire site eventually for a seven-story department store building. Value of the buildings is listed as \$870,000 and the ground, \$580,000.

Blue Angel, NY

Continued from page 12
sly meanings into innocuous lines, pulling genuine yocks that reverberated thru the room. Much of her material is slick, perhaps even a little too chi-chi, requiring full attention; also, an almost sotto voce delivery, tho keenly effective here, would have to be stepped up somewhat in more commercial rooms. At times **Miss Cabot** works like **Imogene Coca**, then again some of her broader lines and bits are reminiscent of **Martha Raye**. But whichever, the girl is very funny.

Orson Bean and **Three Riffs**, plus **Eadie and Rack**, comprise the rest of the show. **Bean** improves every time caught. His off-hand stand-up comedy chatter is a solid laugh-getter. **Three Riffs**, comedy-songs, long a standard in the East Side rooms, are as good as ever. **Three lads** do clever parodies and bits for excellent returns.

Eadie and Rack, probably one of the best piano teams around, wind it up, playing for some of the acts and going their own spot. In the latter their piano duets on musical scores are very pleasant indeed. **Bill Smith**.

Team resorted on two occasions to background recorded bits which only served to prolong the fare. **Miss Healy's** singing, as usual, was delightful and her spouse's mimicry tops.

Coconut Grove, LA

Continued from page 12

vocal department, were impersonations of **Nelson Eddy** and **Jeanette McDonald**, **Ethel Merman** and **Russell Nye**, **Judy Holliday** and **Mario Lanza**. At other times the duo amusingly conceded having forgotten the lines, with **Healy** resorting to mimicry and gurgling sounds in a not-too subtle effort to cover up. Aside from this distraction and a plethora of old gags, act was well received and should attract good business.

Current engagement also was the debut of **Ted Fio Rito** and his orchestra. Ork's return was enthusiastically greeted, particularly with a medley of the batoneer's compositions—"Charlie My Boy," "Laugh, Clown, Laugh," "I Never Knew," "Sometime," "King for a Day," "Then You've Never Been Blue" and "Toot, Toot, Tootsie, Good-Bye."

Franklyn D'Amore and his wife, **Anita**, earned warm mitting for clever and amusing acrobatics. **Ed Velarde**.

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Lodge Vetoes Conn. Drink Bill

BRIDGEPORT, Conn., July 4.—Governor John Davis Lodge remained firm this week in opposing extension of Sunday drinking hours. For the second time in two years he vetoed a bill passed by the Legislature which would have allowed restaurants and night clubs to serve alcoholic drinks until 10 p.m. on Sundays instead of 9 p.m. A bill which the Governor vetoed in 1951 would have permitted serving of drinks until 11 p.m. In his veto message, he said that it had not been demonstrated to him that the extension of hours of drinking would be essential to the public interest.

Owners of restaurants and night clubs, especially those located near the State line, maintained that Connecticut's early Sunday closing hours was forcing customers to drive to neighboring States.

Ciro's, Hollywood

Continued from page 12

nifique." As usual, **Miss Lee** pays tribute to band leader **Goodman** with "Blues for Benny."

Her entire offering is well-paced, altho principally rhythmic. The canary-haired gal scores with the rhythmic "Why Don't You Do Right?" and two Cole Porter songs, a Latin version of "Love for Sale," which she changes to a toe-tapping beat, and "My Heart Belongs to Daddy," her latest recording effort.

"Hard Hearted Hannah" is a novelty tune **Miss Lee** does with gusto as well as "You're Driving Me Crazy," and, of course, "Mama." A pace changer, "The Nearness of You," was the contrasting number before the finale, "Lover," which she belted out to heavy mitting which required an encore.

Dick Stabile's ork backs, with brother **Joe** waving the baton. Band alternates for dancing with the rumba music of the **Bobby Ramos** group. **Ed Velarde**.

MEXICO CITY, July 4. — Inaugural show at the Virginia Fabregas Theater will be a Parisian import headed by **Colette Fleuriot**, plus 40 French performers.

The show will start from Paris in September and will go directly to Mexico, by-passing the United States. All costumes and scenery will be made in Paris.

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Auditorium Mgrs. Converge on Chi.

IAAM Conclave Expected to Draw Best Attendance; Exposition Set

CHICAGO, July 4.—Members of the International Association of Auditorium Managers this week-end (4-5) were assembling in Chicago for what promised to be the best-attended convention in the association's history. More than 100 building managers were expected to register for the sessions, Sunday (5) thru Wednesday (8).

The 28th annual meeting will get underway with a directors' meeting and reception at the Congress Hotel on Sunday afternoon. Business sessions will open Monday morning, following a registration period. The conclave will transfer from the hotel to the

International Amphitheater for its Tuesday sessions and to inspect display booths at the IAAM's first trade exposition. Wednesday meetings will be in the hotel.

Topics Announced

First session discussion topics will include wrestling, concessions, admission taxes and exposition services. Monday afternoon's schedule includes a discussion of standby orchestras and a talk about the promotion of opera and theater in auditoriums. Cancellation clauses in contracts, power of the IAAM, merits of ice shows, auditorium booking service, building cleaning and public relations will be topics for Tuesday.

On Wednesday the members will discuss television, bookings and rentals. Business schedule calls for officers' reports and selection of a 1954 convention site on Monday and election of new officers on Wednesday.

Conventioneers will attend a performance at the Music Theater, theater-in-the-round, after a dinner at suburban Villa Moderne on Monday. They will be guests at the Saddle & Sirloin Club for luncheon and the Stock Yards Inn for supper on Tuesday. Many will attend a White Sox-Tigers game on Tuesday night.

Retailer Puts Okay on Bldg. As Sale Site

CHICAGO, July 4.—The Royalton Carpet Company's retail sale, June 18-20, at the International Amphitheatre was termed successful by an executive of the firm here this week. Abe Shapiro said the idea of retail sales in arenas is good and that his firm's first experience was successful enough for them to consider a repeat engagement at a later date.

The Royalton company used 50,000 square feet of space and a heavy advertising and promotion budget for its three-day sale of rugs and floor accessories. Its plan was similar to that of the Spiegel Furniture Company's sales at the Amphitheatre last month and a year ago.

M. E. Thayer, manager of the Amphitheatre, has described retail sales as a strong potential building user in larger cities.

Hawaiian Date For Roy, Dale

HOLLYWOOD, July 4.—Roy Rogers and Dale Evans leave July 21 for Honolulu where they will play nine shows at Civic Auditorium August 4-8. They have been preceded by flack Al Rackin. Jack Hayes, musical director, leaves shortly for orchestra rehearsals.

The Rogerses will fly to the Hawaiian Islands along with Pat Brady, their TV and radio shows comedian. Also slated for the island show are four novelty acts. The Western star's Palomino stallion, Trigger, will be shipped by boat. Also traveling with the show will be Rogers' personal manager, W. Arthur Rush, and Larry Kent, executive manager of Roy Rogers Enterprises.

Clubs Clubbed

Continued from page 43

there is no law barring live entertainment but complaints made by civic groups charged that the situation was "getting out of hand." City Attorney Paul Ewing said he was drawing up an ordinance "which will ban all forms of entertainment in taverns." Local Safety Director, James Shine, said he ordered all entertainment out until the "situation is clarified." Juke boxes continued going, the doors of taverns were ordered shut to keep the sounds inside. No action was contemplated against mechanical music.

As a result of this sudden dropping of music, at least one unit, McMullen and Clark, working in Andy's appealed to Local 204, American Federation of Musicians, headed by Dominick Inzana, for aid in protecting the contract. Inzana, according to McMullen, "refused to do anything. He said, 'We live in this town and we'll do nothing to endanger our position.' But he demanded the 10 per cent traveling tax for the week I worked or he'd throw me out of the union."

Inzana characterized McMullen as a "lefty." He said, "If the orders from officials are to cut out music, what can we do about it. Only 12 musicians were involved and we won't jeopardize our position for 12 men. McMullen went to the Federation with his complaint and they threw him out."

McMullen, a member of 802, complained to his local which said it would make a token protest. "Fine thing about the president of a local to call me a 'lefty,' just because I tried to protect my job."

New Brunswick is basically a college town but recently has had an influx of G.I.'s from Camp Kilmer, about five miles away. The result was that "taverns started to go haywire" according to local authorities. "They've been warned," said a city official, "but when they disregarded the warning, we took action."

NEWS NUGGETS

Governor Signs Bills For Chicago Buildings

SPRINGFIELD, Ill., July 4.—Gov. Stratton this week signed bills appropriating \$5,700,000 for construction of fair and exposition buildings. The fund is intended for a start toward construction of a municipal auditorium and exhibition hall in Chicago.

FULLER NAMED TO HEAD MILWAUKEE DIRECTORS...

MILWAUKEE — Clyde H. Fuller has been named president of the Milwaukee Auditorium-Arena board of directors. He succeeds Elmer Krahn, who resigned to become manager of the buildings. Fuller will serve the unexpired term, which ends in April.

"CAPADES" SALE GOOD FOR MILWAUKEE WEEK...

MILWAUKEE — Advance sale for "Ice Capades" are running strong, according to promoter Ben Kerner. Show will start a seven-day run at the new County Stadium on Wednesday (15). Ticket booths have been set up at the Stadium to pitch to large crowds there for Milwaukee Braves baseball games. Downtown office also is in use. Scale is to \$3.

BRITISH COLUMBIANS SET NELSON MEETING...

NELSON, B. C. — Fifth annual meeting of the Arena Association of British Columbia will be held here in 1954. Organization formerly was the British Columbia Arena Managers' Association.

HOME SHOW PRESIDENT QUILTS BUILDERS' POST...

DALLAS — Grover Godfrey, president of National Home Shows, Inc., has resigned as executive vice-president of the Dallas Home Builders' Association. He said growth of the 40-show National operation forced him to quit the other post, which he held for 10 years.

"FOLLIES" SETS DATE FOR CANTON SHOWS...

CANTON, O. — "Follies of '53" is booked into Memorial Auditorium here for Friday (17). One-day stand is under Moose Lodge auspices. Part of the show

Hocus Pocus

Continued from page 43

ing his act at the Imperial Theater, that city, January 8, 1928, which is better than 25 years and six months ago. . . . Cardini winds up a fortnight's stand at Beverly Hills Country Club, Newport, Ky., Thursday (9). . . . Frank Garcia is still around New York with his old magic, meaning the act he did before the transition to comedian. . . . Herbert German, retired Detroit police lieutenant, who has been mixing magic with his safety programs for many years, is moving to California. . . . E. L. Sperry, who for many years has successfully piloted the McDonald Birch magic unit, is spending the summer on his citrus farm at Gotha, Fla. . . . Funeral services were held Sunday (28) for Bert Feinson, president of the Parent Assembly, Society of American Magicians, New York, who died of a heart attack at his home in that city June 26. . . . Paul Stadelman hopped into Lexington, Ky., from Chicago Saturday, June 27, to attend the wedding of his son. . . . Joan Brandon combined business with pleasure while working a series of shows in the Lake George sector of New York State last week.

New Nitery for Flesh

MILWAUKEE, July 4. — A policy change for Lakota's, a downtown nitery, is slated for this fall, when the new owner, Tom Terris, takes control on August 1. Plans call for conversion of Lakota's to a Class A room, with considerable remodeling and reported bookings of top-grade acts.

Terris will continue to run his Club Terris, leading Wells Street strip citadel, along with his new bistro.

is said to have come originally from Olsen & Johnson's "Hell's-a-Poppin'."

"VOGUES" IS FIRST ICER IN WHEELING...

WHEELING, W. Va. — "Ice Vogues" opened with good crowds at Wheeling Island Stadium here. Show was the town's first icer. It was booked by Harry Lashinsky and Lew Platt of LCL Presentations, Inc., Canton, O. Open-air stadium is owned by the school board and this year is being used only by "Vogues" and the Tom Packs Circus.

Godfrey Resigns Dallas Assn. Job

DALLAS, July 4. — Grover A. Godfrey, president of National Home Shows, Inc., and executive vice-president of the Dallas Home Builders' Association for 10 years, has resigned the latter office so that he may devote full time to his business. The home show firm has grown to a point where it now supervises and directs operation of more than 40 home shows throughout the nation. Headquarters of National Home Shows have been moved to 102 Walnut Hill Village, Dallas.

Upon his resignation from the association post, Godfrey was named life-time honorary executive vice-president and honorary director.

Drivin' Round The Drive-Ins

WITH GOVERNOR BOGGS OF

Delaware signing the bill permitting the showing of movies on Sundays outside of incorporated towns, drive-ins in suburban and rural areas thruout the State extended operations. Mel Geller and Sam Taustin, operating Brandywine Drive-In outside of Wilmington, Del., have the only operator not operating on Sundays—and only because it will take another week to reorganize their schedule since the drive-in area is used as a parking place for their Speedway races on Sundays. Geller and Taustin also revealed purchase of the Mason-Dixon Speedway, Oxford, Pa. . . . Five Philadelphia area drive-in theaters have clubbed together to sponsor a daily late afternoon radio program on WIP, Philadelphia. "Music From the Movies" is presented every Monday thru Saturday by Bob Menefee, WIP personality, giving listeners 15 minutes of the latest screen music, starting at 5:15 p.m. This is the (Continued on page 45)

Burly Bits

Continued from page 4.

Bell to emcee at Valley Stream Park Inn, Valley Stream, N. Y., for eight weeks, and Duke Norman, another emcee, to officiate at Sunrise Village, Bellmore, N. Y., also for eight weeks. . . . Across the street from the Tropics nitery in Denver is the Inferno where 6-foot Bonnie Monroe and Randy King strip three times nightly. Sonya Czar does strips at the Chez Paree, which attracts conventioners from Denver's Brown Place Hotel, near by. Current cast at the El Rey, Oakland, Calif., includes Benny Moore, Dexter Maitland, Betty DeQue, Dottie Dimples Dean, Bruce Brooks, Terry Lane, Tabora, Ginder Duval, Zo Marvell, Gypsy Russell, Neva Star, Ruby Reed and Fifi DeAubrey. . . . The Miller-Kaplan Agency has booked Rusty Marsh as feature for the Empire, Newark, N. J., Mona Corey, Carroll's Club, Philadelphia; Lee Wayne, F.E.I. Club, Providence, R. I.; Irving Harmon and Bonnie Belle, Carmen, Philadelphia, and Billy Koud, producer, Globe, Atlantic City. . . . Babe Fenton (Gertrude Hartigan) is recovering from a breakdown at her home in Rutland, Mass., and writes she expects to return to the footlights in a month.



Marine S/Sgt. Archie Van Winkle Medal of Honor

ATTACKING in darkness, a superior Red force had smashed through B Company's defense line, near Sudong. Staff Sergeant (now Second Lieutenant) Van Winkle's platoon lay pinned under murderous fire. The entire Company faced destruction.

Passing a command to his platoon, the sergeant leaped from cover, led a desperate rush against the enemy. A bullet shattered his left elbow, but he kept going.

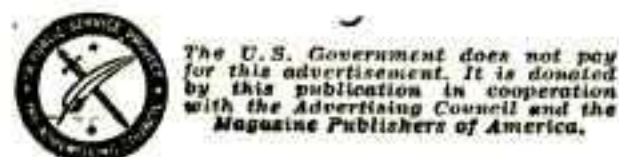
An exploding grenade seriously wounded his chest. Still, lying on the ground, he continued to direct the fighting.

Finally he was evacuated, unconscious from loss of blood; but the breakthrough had been plugged, the Company saved.

"I found out firsthand," says Sergeant Van Winkle, "that the Reds respect only one thing—strength. But America has plenty, thanks to our armed forces who serve in the field—and good citizens at home who invest in our country's Defense Bonds!"

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Henie Ruling Is Reversed

BALTIMORE, July 4.—The verdict of "not guilty" voted recently by the jury in the Sonja Henie liability trial has been partly invalidated by City Court Judge J. T. Tucker.

The judgment sustained the jury's verdict on Miss Henie's individual liability, but came up with a ruling that her firm, Sonja Henie Ice Revues, Inc., was liable for all damages resulting from the several tiers of bleachers that crashed during her ice revue at a local armory in March of last year.

Purpose of the trial was to fix liability for the crash on either Miss Henie; her Ice Revue firm; Coronation Amusements, Inc., builders of the seats, or E. P. Coronati.

Judge Tucker, in a 24-page opinion, discussed the legality of his ruling which vetoed the jury verdict. He personally accepted the blame for the "wrong" verdict and stated that the subject of the liability of Miss Henie's firm was a matter for the court to decide and should never have been presented to the jury for its consideration.

'Sweetheart' Contest To Plug M-G-M Disk

NEW YORK, July 4.—To hype sales on the recently released Jo Ann Tolley disk, "U Don't Want to Be a Summer Sweetheart," the M-G-M label, pubber Tommy Valando and agent Jolly Joyce have joined forces to present a "summer sweetheart" contest offering the winning deejay a \$100 bond.

The deal calls for jocks to plug the contest daily, asking listeners to send in letters about summer romances. The jock whose listener sends in the winning letter gets the bond. The listener gets a one-week vacation at the Ritz Carlton Hotel in Atlantic City. The contest kicked off yesterday

Dramatic & Musical Roules

Guys and Dolls: (Biltmore) Los Angeles.
Goodnight Ladies: (Geary) San Francisco.
Maid of the Ozarks: (Selwyn) Chicago.
New Faces: (Great Northern) Chicago.
Pal Joey: (Shubert) Chicago.
South Pacific: (Shubert) Detroit.

Roadshow Rep

FROM Sherbrooke, Que., E. P. Bradstreet writes that he has been out three weeks with his hall show, but that the weather has been against him. Bradstreet, who will play some fairs and celebrations, says that he has a new opus called "Crimy Mystery," which he will work this summer. He has used a feature film during the past winter and spring and it paid off during the holidays. . . . From Bentonville, Ark., H. M. Joyce, who in past years had the Joyce Family Show, writes that he will work on platform this summer and add some merchandise. Joyce says that there is money for the right kind of outdoor show, "but you can't hand them the old type show that you may have gotten away with years ago. However, I will say that the oldtime performers were good, but often managers wouldn't pay enough to have a complete show." Joyce believes that Texas is ripe for good tent show, "and I mean along with this real med shows that pay money."

H. M. SAUNDERS has a novelty tent show in Raton, N. M., area and reports fair biz. . . . From Galveston, Tex., A. A. Beaufort writes that he is getting together a med tent outfit and will move into West Texas. Beaufort says that he had a fair winter with a school show, but that schools in that area are not much on big attendance fees and the money you get is small. . . . From Mapee, Ont., Albert Royce writes that he likes the news about the old rep shows and asks someone to send in the roster of the May Belle Marks 10-20-30 show that operated in Ontario and New England. . . . From Fargo, N. D., stroller player Andy Callier pens that he has encountered terrible weather since starting his summer trek of small Dakota towns and he plans to travel south. Said Callier: "I'll never again go

into the Northwest before June for any outdoor show work, as the springs are too cold." . . . Carlo's show is operating in the Hood River, Ore., area to fair returns. . . . Gitt's show is getting fair business in Central Idaho. . . . Erlin Garso, stroller player, is active in the Laramie, Wyo., area and has some celebrations in mind for July and August. . . . George Storer, who has a store show and a wax show traveling via trailer in the Boise City, Okla., region, reports that he has about a dozen celebrations ahead of him.

"THE SHOW must go on" tradition and its application to the Brooks Stock Company, now in its 42d year of operation, was the subject of a recent feature column in the Miles (Ia.) Reporter by Elroy Whistlewater. For years, the article related, Jack Brooks rehearsed his show in Sabula, Ia., and following four days of break-in performances there, the tent attraction headed for its season in Wisconsin. With the recent death of Brooks, his widow, Maude, and daughter-in-law, Barbara, stepped in and decided to carry on the tradition in the manner in which the veteran showman would have wished. So the show is again touring the Badger State, this time with Addison Aulger, who for five years had been assistant manager, as manager. Others with the organization are Harrison Aulger, stage director and characters; Louise Aulger; Mark Lahey, leading man; Don Weage, comedian; the Musical Greys, Erman and Goldie; Barbara Brooks, leads; Maude Brooks; Dick Lewis and Carl Haynes, band members who double as juveniles; Phyllis Andersen, ingenue, and Barbara Brooks' daughter, Stephany, who represents the fourth generation of show people in the family.

ERNEST KRAFT writes from Savannah, Ga., that during re-

B'port Kids Hot In NE ARSA Meet

BRIDGEPORT, Conn., July 4.—The 1953 New England roller skating championships held recently in Worcester, Mass., brought forth 11 winners from this area, all of whom will be eligible to compete in the nationals of the United States Amateur Roller Skating Association in Akron, July 6-11.

After retiring the Ernest Antigiani trophy last year, Elizabeth Honey and Charles Dannenberg, Milford, Conn., gained a hold on the new Grand-Philpot Senior Dance trophy. Second place was taken by Carolyn Macklow and Joseph Bouchard, Bridgeport, skating for Park City Skating Club.

Simmons Organist At Imperial Rollery

PORTLAND, Ore., July 4.—Din Simmons is the new organist at Imperial Roller Rink here. He has recently done club work and earlier had been organist at Oaks Rink here. Simmons replaces Cecil Teague, who retired after 15 years for health reasons.

cent travels in the Carolinas and Georgia he noticed little activity on the part of roadshows. Med is being overworked in Southern Atlantic States, altho it is going over in some spots, according to Kraft. . . . A reader wishes to know if Bert Gagnon, of the old-time Gagnon-Pollack Show, is still active. For some years the show headquartered in Seymour, Wis. . . . Ralph Clukey has a platform show in the Paris, Tex., area and reports good biz. . . . Jack J. Wheeler, stroller showman, is playing the Livingston, Mont., area. Wheeler reports a number of celebrations on his docket for the next two months.

From Austin, Tex., A. N. Morrison writes: "The notes on old-time 10-20-30 and rep-tent are just to my liking and I want to say that I'm sorry that tent rep faded in this State. But how could it stand up against its competitors? Tent rep is too short in season to get an owner out of the deep red. He has to have a week or two to get going and as soon as school opens in September the jig is up. I used to get a kick out of the Billy Young Show. He was good himself and he always picked up a good cast. He played a bill called "Movie Crazy" the last time I saw him and it was a knockout. Joe McKenney had a good show with the Sadler outfit that he had out, but Joe was up against it because the tide had turned when he got the show. I believe that if the Bill Bailey Minstrels had waited until they could have gone under tent and came to Texas they would have had bang-up business."

ROLLER BOWL, CHICAGO

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Fully equipped roller rink operated continuously since July, 1952. 100x200 black building, 15,000 square feet maple floor, complete soda fountain, bandstand, 3-acre parking lot, 250,000 population within 35 miles of college town location. Books over \$10,000 operating profit last six months, but owners desire change of occupation. Write THE STADIUM, Hillsdale, Michigan

NOW . . .

The new Orange Label skating records or tapes! Write for free, complete catalogue.

Orange Recording Co.

1253 Lewis Drive, Winter Park, Florida

Promotion Pays Off For Smittie's Roxy

PARIS, Ill., July 4.—Marvin Smith, owner-operator of the Roxy Rink here, reports good business at the spot since he took it over 15 months ago, despite the fact that the rink was a dud for the previous operator who stayed only 21 days.

Smith maintains a promotional schedule which must be one of the heaviest in the country. His big effort is a two-hour skating show held ever six months. His third show, "Everybody Skate," will be ready this month. A weekly rink newspaper, speed skating, classes in dancing and free style, carnival nights and frequent competitions all seem to be business-getters, according to Smith.

The rink's party calendar is usually full, even tho practically no effort is made in that direction. "No effort is needed," says Smith. A parent-supervised skating club has been organized with 52 charter members. First project of the club is to raise funds for an iron lung.

Smith got a real break last February when his skating show was permitted to do a polio benefit performance in the Paris High School gym. The skaters mounted rubber wheels, received plenty of newspaper publicity and packed the gym with an overflow crowd. The kids put on a surprisingly good show and raised \$164.28 for the polio fund, said Smith. He had hopes that the skating show at the school will become an annual event.

Radio Station WPRS and juke boxes here are now playing skating records. It all started when Smith took about 20 of Fred Bergin's Rinx label skating records to the radio station for an opinion on the listening merits of the disks. The disk jocks liked them, airing five sides consecutively, and later aired 14 sides in a row.

The station now has a complete file of the records and plays them regularly. The organist has been dubbed "the Organ Master" by

the deejays. One result of the airings has been to get the label in local juke boxes. Several records are spotted around town and are getting good play. The ride operator at Twin Lakes is getting on the local Rinx bandwagon and has ordered polkas and two-steps by Bergin for the Merry-Go-Round.

WE BUY AND SELL USED ROLLER SKATES

All Kinds! Best Prices!

SPECIAL!

Men's closed toe leather lined shoes, wood wheels. \$11.00 Pair

BONNY'S HUG-ME-TIGHTS \$11.00 Doz.
BONNY'S SKATING SKIRTS \$11.00 Doz.
LIGHTWEIGHT — \$18.00 Doz.
HEAVYWEIGHT — \$24.00 Doz.

Write for price list. 1/2 down, bal. C.O.D.

Authorized Distributor for "CHICAGO" ROLLER SKATE CO.

JACK ADAMS & SON, INC.
1471 Boston Road - Bronx 60, N. Y.
DAyton 9-3403

It's GLOBE for the finest WHEELS on skates

THE RINKMASTER (fiberglass) Rink tested under toughest conditions. . . . Will not swell or crack. Popular brown fibre, 2" x 1". Diamond ground tread and hard-ened backing for extra-long wear. Fits any standard ball-bearing rink skate. Guaranteed.

THE DANCEMASTER (selected White Rock Maple) A top-quality wheel with offset bearing cups that will not loosen or pull out. Maximum run-out of .003" on periphery and side-wobble.

REPLACEMENT PARTS (for rink operators) Globe offers a full line of replacement parts including axles, cones, ball-bearings, etc. IMMEDIATE DELIVERY. Write for literature and prices.

GLOBE-UNION INC.
Roller Skate Div. • Milwaukee 1, Wis.

WE BUY and SELL

NEW and USED RINK ROLLER SKATES

largest exclusive skate distributor in the country

lowest prices

By buying and selling—repairing and renovating—we pay the highest—sell for less. Write for quotations. One Day Service.

JOHNNY JONES, JR.
Representative for CHICAGO ROLLER SKATE CO.
51 CHATHAM ST., PITTSBURGH 19, PA.

CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres.
Curvecrest, Inc., Muskegon, Michigan
We invite you to bring your skates to Curvecrest and see for yourself.

B'port Skateland Anniversary Fete

BRIDGEPORT, Conn., July 4.—Park City, formerly operated by Mrs. Bill Holland, celebrated its first anniversary this week with an exhibition of skating.

Winners of Connecticut USARA competitions who performed were Valerie Buckley, Joseph Bouchard, Carolyn Macklow, William Dixon, Diana Lynch, Ronnie Cryoski, Edythe Dickerson, Eleanor Mrozek, Frank Boros, Bill Kramer, Gloria Woelfel, Richard Basque, Ellen Fortin, Larry Banks, Barbara Fyfe, Bill Kelly, Thomas Baldino, Georgianna Burrill and Richard Kistner.

Mineola Summer Sked

MINEOLA, N. Y., July 4.—Starting Wednesday (17) Mineola Roller Rink went on its summer schedule of Wednesday, Thursday and Friday night operation. Barbara Weeden Kiefer will be at the organ thruout the summer. Grand fall opening of the rink has been set for September 9.

THE "CHICAGO" DANCE SKATE

Approved by Rawson's Laboratory Built for Skate Dancers

With suggestions from the leading expert on dance skating, Mr. Perry Rawson, CHICAGO, has designed skate especially for dancing.

No. 287DD

"Not for Jumpers"

Mr. Rawson says: "This type of skate is the skate for dancing." He should know.

CHICAGO ROLLER SKATE CO.

4427 W. LAKE ST. CHICAGO 24, ILL.
Manufacturers of All Kinds of Roller Skates

The latest in Seamless Toe Roller Skating Shoes.

Send for our new catalog.

GEO. GILLIS SHOE CORP.

79 Reisterstown St. Fitchburg, Mass.

Drivin' 'Round the Drive-Ins

Continued from page 44

first time the group has sponsored time on a major station. The group includes the Ridge Pike, Starlight, 309 Drive-In, Family and Chester Pike Drive-In. The program is aimed at the "extra set" listeners—particularly the army of wage earners driving home with car radios on, as well as women listening on kitchen radios while preparing dinner. . . . The Jolly Joyce Agency, Philadelphia, has been lining up drive-in theater dates in the territory for Sunset Carson and Company, Western troupe (Pa.) Drive-In is now having its buying and booking handled by Tri-State Buying and Booking Service, Philadelphia. . . . Melvin Fox announce that he is fixing up his Bridgeton (N. J.) Drive-In for winter and summer operation. The main building has a solid glass front and the wings that spread out from the concession section accommodate 600 persons. It's an experiment in drive-ins, and with heat installed and seating arranged, the Bridgeton will be the first ozoner in the country with a summer-winter hook-up. Fox's newest open-air operation, the Langhorne (Pa.) Drive-In, U. S. Highway 1, is being rushed to completion. . . . A new drive-in on Route 309, Quakertown, Pa., was opened recently by H. and M. Enterprises, Pittsburgh, leasing a tract of land for 25 years. The spot will accommodate 800 cars.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available. No responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite • Marquee Letters, 4", 35¢; 8" 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19

SITE for a drive-in has been picked out at Sharlottetown, P. E. I., by the Spencer Company, which operates two film houses at Charlottetown. Grading is to start soon. . . . A plan is reported to establish a drive-in near Eastport, Me., on the Canadian border. . . . The Borderland, a drive-in near Woodstock, N. B., and Houlton, Me., has opened for the season. Because it is on the U. S. side of the international line, the drive-in can legally operate on Sundays, and draws chiefly from Canada, especially on Sundays. Sunday shows are illegal in Canada.

IN Reading, Pa., the Mount Penn Drive-In is again in operation on Fridays, Saturdays and Sundays. . . . Melvin Fox reports getting letters from architects all over the country in connection with his plans for making his Bridgeton (N. J.) Drive-In, a winter-summer operation. He is also experimenting with 3-D in his Vineland and Bridgeton drive-ins. Fox plans to open his Roosevelt Drive-In, Langhorne, Pa., this month. . . . The San Angelo, Tex., City Commission has given approval to the Rocket Drive-In Theater, owned by R&R and Concho Theaters companies, and the Twilight Drive-In Theater, operated by R. S. Starling, to install additional screens to make them twin screen drive-ins. . . . M. B. Miller, Waco, Tex., has purchased the Village Drive-In at Ennis, Tex. . . . Mr. and Mrs. Henry Reeve have opened the new 200-car capacity Mission Drive-In at Menard, Tex. . . . Skeeter-Cheater Company, Houston, has introduced an auto mosquito screen that will help patrons solve the problem of keeping insects out of their cars while enjoying a movie. The all-cloth screen with elastic bands automatically adjusts for any size door on all cars with solid door frame. The screen may be furnished as standard equipment or it can be sold to patrons as they drive in and pass by the concession stand. The screen can easily be folded and placed for safekeeping in the car's glove compartment.

A DRIVE-IN SHOW THAT PULLS

Two-Lite Illusion or Midnite Horror show.

En route Chicago to Spokane.

Amazing DR. KILLIP—Jekyll-Hyde Show

c/o Coon, 4111 W. Monroe St., Chicago, Ill.

In
Cherished
Memory
of



**IRVING J.
POLACK**

Who
Passed
Away
July 13,
1949

LOUIS STERN

**EDWARD (SLIM)
JOHNSON**

Died July 10, 1950

Sadly Missed By

RUTH ANN & CHESTER LEVIN

The Final Curtain

BREWER—Ray D.
53, veteran carnival man and owner of Brewer's United Shows, June 24 of a heart ailment at his home in Houston. (Details in Carnival section.)

BROWN—Catherine Hayes,
76, mother of actress Helen Hayes, July 1 in New York. She was instrumental in guiding her daughter's career. In 1940, there appeared "Letters to Mary," a biographical book of the story of Helen Hayes, as told by Mrs. Brown in letters to her now-late granddaughter, Mary MacArthur, then 10 years old. There are no immediate survivors except her daughter and son-in-law, Charles MacArthur.

BRUCE—Bert B.,
June 18 at Halstead Hospital, Halstead, Kan., of a heart attack. Deceased was an old-time manager and advance agent for road shows and stock companies. Survived by his widow, Myrtle, Hutchinson, Kan.; his father, W. A. Bruce, San Diego, Calif.; two brothers, Harry, of Nickerson, Kan., and Wallace, manager of the Fox-Lyons Theater, Lyons, Kan.

BULLINGER—Joe,
85, veteran band and orchestra director, June 18 at Bogalusa, La. Bullinger, who retired from show business 27 years ago, was connected with many prominent circuses and shows during his long career. Survived by a brother, J. X. Bullinger, Cedar Rapids, Ia. Burial in Bogalusa.

CAMPBELL—Viegh,
84, former part-owner of Campbell Bros. Circus, at Fairbury, Neb., Tuesday (30). The circus toured from 1894 until 1912. Burial in Fairbury. Survived by a daughter, Gertrude Campbell. (Details in Circus Section.)

CURTIS—Clarence L. (Rusty)
51, in Veterans' Hospital, Martinsburg, W. Va., June 17. He was for many years associated with Cellin & Wilson and John H. Marks shows. Survived by a sister, Mrs. Ethel Miller, of the Metropolitan Shows, and mother, Mrs. Mary J. Curtis. Burial in Peterson Cemetery, Weston, W. Va.

DONNELLY—Mrs. Gladys,
73, wife of Jack (Red) Donnelly and for 37 years a carnival concessionaire in the Midwest, June 30 at her home in St. Louis. Surviving are her husband; a daughter, Margaret; five sons, Donald, Anthony, Frank and Harold Donnelly, and Dick Burke by a former marriage; two sisters, a brother, 10 grandchildren and 10 great-grandchildren. Services July 2 at St. Agnes Church, St. Louis, and burial in St. Peter and Paul Cemetery.

GOES (GORDON)—Paul Louis,
62, internationally known trick bicycle rider, under the name of Paul Gordon, June 28 in California Lutheran Hospital, Los Angeles. A native of that city, he had been ill a year. He toured with USO troupes during World War II and until his illness entertained Korean veterans at service hospitals. Surviving are his mother, Mrs. Louise Knepp; a daughter, Mrs. Marie Louise Clark, and two brothers, Walter and Edward Goes. Burial at Hollywood Mausoleum.

GRAY—Mrs. Burton,
in Bridgeport, Conn., June 25. She was a veteran employee of the old Poli circuit in that city until resigning 10 years ago. She was connected with the Globe Theater. Survived by a daughter, Dorothy. Burial June 27 in Park Cemetery in that city.

GREENBAUM—Maude,
51, June 29, at Saginaw, Mich. She was the wife of Milton L. Greenbaum, president of the Saginaw Broadcasting Company and the Michigan Associated Press Broadcasters' Association.

GROSS—John L.,
veteran showman, June 24 at Robertson County Hospital, Springfield, Tenn., following a bladder operation. Before his retirement he was with Rogers Greater Shows and Page Bros. Shows. Survived by two daughters of Evansville, Ind.

HARDMAN—Mrs. Hannah G.,
73, writer, June 28 in New York. She had translated the works of Ibsen for the Yiddish stage, and wrote several educational books. Her husband, J. B. S. Hardman, survives.

HUGO—Josephine Jordan,
69, wife of Charles Hugo and sister of Jim Jordan (Pibber McGee), June 16 at Los Angeles after a long illness. Mrs. Hugo acted as secretary for her husband

on his many shows that toured the world during the past 30 years. Also surviving are two other brothers and two sisters. Burial in Peoria, Ill.

KELLY—Willard,
54, June 15 in Charlottetown, P.E.I., Canada. Kelly was director of the Annual Prince Edward Island Exhibition for many years and was active in the promotion of harness racing at that fair. Survived by his widow, a brother and a sister. Burial at Bunbury, P.E.I.

KOGAN—Jake,
veteran clown, June 7 at Veterans' Hospital, Brooklyn. He toured with circuses and also appeared in vaude and burlesque, retiring 20 years ago. Survived by his widow and two children, Joseph and Natalie.

LAVATA—Louis,
former ringmaster and announcer of Cirque d'Elver, Paris, in that city early in June. Lavata was well known among American circus acts which played Paris after World War I.

LEICESTER—Robert W.,
63, first scenic artist in the motion picture industry, July 1 in his home at Tazana, Calif. He was business manager for the Scenic Artists' Local 816 of the IATSE. A native of Rochester N. Y., he studied art in Munich and Chicago. He joined the old Essanay Film Company in Chicago in 1906 and also worked for the Sellig Film Company. In later years he was employed by most of the major studios as well as by the San Francisco Opera Company, the Los Angeles Light Opera Company, Hollywood Bowl and the Greek Theater. He was a Mason and past commander of the American Legion's Hollywood Post. Survivors include his widow, Violet Wherry Leicester; two sons, Robert Jr., New York, and William, Los Angeles; a daughter, Mrs. George Rossi, San Francisco; a brother and two sisters. Interment in Forest Lawn Memorial Park Glendale, Calif.

LUSK—Mrs. Alice Freeman,
87, June 28 in Longwood Sanitarium, Los Angeles, after a long illness. She was the mother of KLAC and KLAC-TV's Freeman Lusk. She spent many years in administration activities in the Los Angeles City School System. She is survived by three sons, Freeman, Jack D. and George W. Burial at Forest Lawn Memorial Park, Glendale, Calif.

MARTIN—Chris-Pin,
58, character actor, June 27 in Los Angeles. He had provided comedy reliefs in many Western movies, including the "Cisco Kid" series. He first joined the movies as an Indian extra, and after playing bit roles, moved up to featured parts in such films as "In Old Arizona," "The Gay Desperado," "Stagecoach," "Rimfire" and "Beautiful Blonde From Bashful Bend." He had recently been on a personal appearance tour of Europe and the Middle East. His widow, two sons, three daughters, 30 grandchildren and two great-grandchildren survive.

MAY—Marshal H.,
49, concessionaire with Wilbur's Wolverine Shows, June 25 of a heart attack

at Rogers Heights, Mich. Survived by his widow, Gertrude; daughter, Mary; son, Marshal Jr.; two brothers and two sisters. Burial at Fairmount, W. Va.

McCLUSKEY—Mrs. Catherine,
76, mother of William J. McCluskey, sales director for radio Station WLW, Cincinnati, June 28 of a cerebral hemorrhage at her home in Pittsburgh. Also surviving are three other sons, John, Edward and Michael, all of Pittsburgh, and four daughters, Mrs. Kathleen Burns and Mrs. Mary Dorrian, Pittsburgh, and Mrs. Ann Petterson, Enonclaw, Wash., and Mrs. Theresa Barquisk, Hoquiam, Wash. Services July 1 in Pittsburgh.

MORLEY—Harry William,
82, veteran actor known to the stage as Victor Morley, June 29 in New York. A native of Greenwich, England, he made his debut as a comedian in an Australian tour, and in 1903 made his American bow with Grace George in "Pretty Peggy." Later Morley appeared in "Prize of Pilsen," "The Earl and the Girl," "Quaker Girl," "The Three Twins," "The Grass Widow," "The Lady" and "Is Zat So?" Morley also spent three years in vaudeville, and from 1923 to 1935 he was a free-lance director. In 1935 he appeared in the "Ziegfeld Follies" and then spent two years in musical stock in Louisville and Detroit. For 14 summers he directed the open-air summer theater in Memphis. He was a member of the Lambs. Most recent appearances by Morley on Broadway were in 1942 and 1943 in "Student Prince" and "Blossom Time" respectively. His widow, actress Carola Parson, and a daughter survive.

MURPHY—Warren Matthew,
51, suddenly at Jacksonville, Fla., March 16. Survived by his widow.

NETCHER—Irving,
51, husband of Rosika Dolly, one of the famed Dolly Sisters, June 26 on the Isle of Capri.

FUDOVKIN—Vsevolod,
60, one of Russia's leading film directors, July 1 in Moscow. He had been a pioneer in silent films directing many classic movies. Two of his books, "Film Technique" and "Film Acting," were translated into English and were influential in Hollywood. Also an actor, his roles included Fedya, the leading character, in Tolstoy's "Living Corpse."

RANCY—Mrs. Napoleon,
83, in Marseilles, France, June 7. She was the eldest member of the Rancy circus dynasty and related to many of Europe's circus families, such as the Loyals and Houcks. Her son, Henry, has succeeded her as director of the Napoleon Rancy circus interests.

REIS—Irving,
47, prominent film director, July 3 in Hollywood of cancer. A native of New York, he came to the movies via radio. He was founder and director of the Columbia workshop on CBS in the middle '30's. Later he sold original stories to the movies and advanced from writer to director. During his career he directed such pictures as "Crack Up," "The Bachelor and the Bobby Soxer," "All My Sons," "Enchantment," "Dancing in the Dark," "New Mexico" and Stanley Kramer's "The Four Poster."

STUDEBAKER—P. A. (Lefty),
at Veterans' Hospital, Houston, June 20. He was a concessionaire on various shows for many years.

In Loving Memory
of My Dear Husband

**IRVING
J. POLACK**



Who passed away
July 13, 1949

"You are always in
my heart"

BESSIE E. POLACK

**THE GREAT
GREGORESKO**



It has been six years, Joe,
Since God lowered the
curtain on your final
Show.
He wanted you in Heaven
above.
To share in the light of
His Glory and Love.
KAYLETTA

IN MEMORY
OF
**EDWARD (SLIM)
JOHNSON**
WHO PASSED AWAY
JULY 10, 1950
RUTH and VINCE McCABE

In Fond Memory
of Our
**PAL and PARTNER
DENNY PUGH**
Who Passed Away
July 10, 1949
**JACK and KETTA
LINDSEY**

In Cherished Memory
of
My Dear Husband
Denny Pugh



Who Passed Away
July 10, 1949
MARGARET PUGH

IN MEMORY
of
DENNY PUGH
who passed on
JULY 10, 1949
**SIMMY and INEZ
CARROLL**

In Cherished Memory
of

**IRVING
J. POLACK**

called to his
heavenly home

July 13, 1949

ETHEL ROBINSON

IN FOND MEMORY
Of Our
**PAL and PARTNER
DENNY PUGH**

Who Passed Away
July 10, 1949
"Always in Our Hearts"
**JOE and SALLY
MURPHY**

IN MEMORY
of
DENNY PUGH
JULY 10, 1949

Four Years Have Passed
Since You Went Away.

You are sadly missed,
but you will never be
forgotten.

YOUR FRIENDS
OF THE MIDWAY
**Dallas Fair Park
and
State Fair of Texas**



Rain Follows Big Eastern Week-End Biz

NEW YORK, July 4.—An early evening thundershower hit the metropolitan area Sunday evening (28) as an aftermath to a week-end which brought temperatures in the 80's and saw beaches and amusement parks racking up substantial takes.

Coney Island was visited by an estimated 1,300,000 on Sunday (29) alone, and the Rockaway beaches reported 1,250,000 in the area. Rockaways' Playland, major funspot on the Rockaway peninsula, was host to 200,000, a record for its 52-year history. Palisades (N. J.) Amusement Park scored heavily, as did Indian Point Park, Peekskill, N. Y. Steeplechase Park, at Coney Island, also reported high grosses.

A heavy haze, which materialized on Sunday afternoon, blanketed a considerable area along the New Jersey and Long Island coast lines. Concessionaires in these areas reported their biggest business of the season, because many bathers refrained from entering the water because of the haze.

The Sunday evening showers, which started many city-dwellers homeward, did not materialize in metropolitan New Jersey, permitting good evening business at funspots in that section.

New Marks Seem Likely At Hampton

HAMPTON BEACH, N. H., July 4.—Records are expected to be smashed here this season on attendance. The beach spot has been playing host to 30,000 visitors daily plus a daily transient trade of around 6,000, and big red ones of 70,000 on a Sunday have been chalked up so far. The take this season is estimated to be well over \$6,000,000. Vacationists are responsible for the heaviest part of the funspot take.

Known as a family resort, the tradition has been maintained by the beach ops for over 75 years. Daily band concerts in the afternoon and evening, amateur talent shows, big-name dance bands, free swimming instruction, pyro shows, and free playgrounds for kiddies are among the many gimmicks to which concessionaires at this funspot contribute.

Food stands are doing the biggest business in years. Pizzas, new at beach stands, are catching on big.

Hampton winds up its season with Carnival Week, last week of August and first part of September.

40,000 Attend Ind. Centennial

GILLESPIE, Ill., July 4.—An estimated 40,000 attended the three-day Centennial Celebration ending here Saturday (27), according to Carl Rasor, Nokomis, Ill., representative of the Boyle Woolfolk Agency, Chicago, who booked the stagemore for the affair.

Talent supplied by Rasor included the Prairie Pioneers, Howard Nichols, Paul Stadelman, Rudolph Benzinger, the Berwicks, Tilton and Heerdink, John Lamothe, Ted and Smiley, the Lancasters, Rickey and Rooney, Gold Dust Twins, and Armida and Rex Rossi. Midway attractions were furnished by H. V. Peterson's Tivoli Exposition Shows.

Governor Stratton, principal speaker Thursday night (25), headed the parade which was one of the big first-day features. Other special events were a whisker growing contest, kiddie parade, old-time costume contest and Scotch band.

GHOST HERD INVADES CONN.

GREENWICH, Conn., July 4.—An amateur showman staged a noisy, crowd-gathering demonstration in the early morning hours in plush Cos Cob, a neighboring suburb, but neglected to pave the way for his impresario-like abilities by performing the necessary missionary work with the local gendarmes. Fred Hawley, a recording company executive, rigged up a loud speaker system in the bushes of his yard and proceeded to broadcast the wild animal noises of lions, tigers, elephants and hyenas. The stunt was devised to scare guests at a party he was giving. Neighbors, however, became nervous and scared at the sounds which had transformed their restful community into an African waterhole. They called the police, and after much hunting about, the bluecoats discovered the source of the trumpeting, growling and howling. Fortunate Fred received only a reprimand after he promised permanently to silence the ghost herd.

BRANDON, MAN., FAIR CASH TOPS '52 BY 20 PCT.

Midway, Night Grandstand Score Big Grosses as Exhibition Gets Weather

Brandon, Man., July 4.—Given good weather for all of its five days, an added preview Saturday night (27), and no handicaps, such as the hoof and mouth disease which kept farmers and their cattle entries at home in '52, the Brandon Exhibition wound up Friday night (3) a whopping winner.

Cash receipts from all sources at closing were estimated at about 20 per cent higher than last year, according to C. S. McLennan, secretary-manager, who pointed out that as of the close of business Thursday night (3) the adding machine tape showed a 22 per cent increase to that point over the corresponding period in '52.

The exhibition opened in the wake of heavy rains which had caused floods and had made roads difficult in many parts of the province. But, the only off-weather the exhibition encounter-

ed was a light rain early Monday (29).

As the fair progressed and the mercury mounted, attendance soared as traveling conditions improved each passing day. Night grandstand patronage was excellent and play on the midway, where the Royal American Shows held forth, was heavy.

The night grandstand show, presented by the Barnes-Carruthers Theatrical Enterprises, Chicago, played to excellent crowds, with two performances, as per custom, Wednesday and Thursday (1-2).

Matinee grandstand attractions were the only ones that failed to pull strongly. Harness horse races were in each afternoon thru Thursday (3) with stock car races, staged by a local promoter, in on the closing afternoon.

The exhibition presented probably the strongest agricultural show than at any time in its

history. Entries in horse, cattle, sheep and swine classes were unusually heavy, and the display of farm machinery and equipment hit record proportions.

Visitors included a party from the Regina Exhibition that embraced Robert L. Hutchinson, president; Don Pells, chairman of the grandstand attractions; D. A. R. McCannel, past president; Tommy McLeod, manager, and Bruce Peacock, city editor of The Regina Leader-Post. Other visitors included Fred McGuinness, executive director of the Saskatchewan Golden Jubilee to be observed in 1955.

UP DRINK PRICES

Hike On Pop To 15c Sparks Raise On Milk

DEL MAR, Calif., July 4.—Increase in the sale price of bottled soft drinks from 10 to 15 cents at the San Diego County Fair, which closes its 10-day run here tomorrow, resulted in the upping of the price of bulk drinks and milk. The hike was allowed on the bottles to allow more margin over the wholesale price.

However, the increase brought complaints from the bottled drink concessionaires that the bulk stands were being given an advantage. As a result the fair moved the price of cup drinks up 5 cents. These increases reacted to include milk.

While the prices were being raised over the midway, it was discovered that the dairy bar operated by the fair was still maintaining the 10-cent price on milk. The reaction spread to include this stand late Wednesday (1).

Despite the move, which was done upon the suggestion of the operators, there was still doubt as to whether more volume at a dime or the higher price would result in more take-home money.

San Antonio Again Contracts Ruback's Alamo

SAN ANTONIO, July 4.—Jack Ruback's Alamo Exposition Shows again will provide the midway attractions at the San Jacinto Fiesta (The Battle of Flowers) here in 1954. Contract was signed here recently by Ruback and Reynolds Andricks, fiesta president. The Battle of Flowers, one of the nation's major spring celebrations, will be April 19-24 next year.

Conn. Bans Retail Pyro

HARTFORD, Conn., July 4.—Children as well as adults, who have celebrated the 4th of July for years with fireworks, will do so today for the last time legally in this State.

A recently-approved ban by the Connecticut Legislature goes into effect tomorrow. Some 69 towns and cities already have bans on fireworks. Henry Backes, head of the 76-year-old fireworks firm of M. Backes & Sons, Wallingford, Conn., reported prices were down generally, as wholesale jobbers unloaded their stocks.

BOOKING PROBLEMS

Industry's Mass Vacations May Lead to Seasonal Ghost Towns

NEW YORK, July 4.—The trend toward mass industrial vacations gained impetus this week with the experimental shuttering of the Sharon Steel Corporation in Youngstown, O. Conceivably, a continued growth of this movement could leave a seasonal trail of ghost towns, insofar as prospects for traveling shows are concerned, thruout the nation's industrial belts.

The business quiet that is sure to prevail in a community on vacation en masse is likely to hit possibly hundreds of centers in July alone, the perennial favorite vacation month of the American public for management and employees alike. The booking problems that are likely to ensue could be formidable with agents hard pressed to zig-zag a route in search of areas of full employment. Circuses and carnivals moving on trains would have special problems, since logical, budgeted mileage must be planned if they are to keep abreast of the high tariffs involved.

Sharon Steel may set a pattern for the entire steel industry if its initial attempt to shut down all units, including blast furnaces and open hearths, proves successful. The steel industry has been producing at over-estimated capacity for the past several months.

Cheaper for Industry
Industry has turned to mass vacations scheduled during the past several years as management have found it more economical and more convenient to close down production lines completely for a two-week period rather than to shuffle personnel schedules thruout the summer so as to make it possible for all to go on vacation. Working with light forces and substitute labor has always proved uneconomical and wasteful.

Some major United States Steel divisions are also slated for mass

vacations. Included are the installations at Donora and Ambridge, Pa.; Gary, Ind.; Waukegan and Joliet, Ill., and the mills in the Youngstown, O., district.

Other steel facilities, located in metropolitan centers, will also button up for two weeks, but their impact on the economics of these big cities will have little meaning to show operations except for neighborhood units.

May Aid Resorts

The big pinch would be felt in towns having only one or two major industries when and if

Heat Drives Big Crowds to Hub Beaches

BOSTON, July 4.—All beaches in the Greater Boston area were jammed Sunday (28). Revere Beach had 400,000 for the second consecutive week-end. Nantasket had 200,000. A five-mile traffic jam developed, with cars crawling bumper to bumper from Revere to Lynn. Beaches in Lynn had their largest crowds in history by noon. Temperature of the water was 68 at Revere. The mercury hit in the high 80's as the Hub's heat wave continued.

After starting the season with three bad week-ends in succession, ops finally started clicking as a heat wave which came in during the middle of June continued unabated giving them red ones for two week-ends in a row. The continued heat found Boston deserted as the populace streamed to the beaches at early hours Sunday morning.

Hampton Beach, N. H., Salisbury, Mass., and Old Orchard Beach, Me., reported the heaviest crowds of the season. Ops at those spots said vacation money was beginning to make itself felt.

Hamid Act Unit Plays N. B. Dates

ST. JOHN, N. B., July 4.—Parade of Stars, a George A. Hamid unit of 10 acts, is playing a series of dates in this territory for Donald E. Frost, former secretary of the St. John Exhibition. Performances were held Friday, June 26, at the Moncton Stadium and on Saturday, June 27, at the Forum here.

1,000 See Hoaglan Show at Anderson

ANDERSON, Ind., July 4.—Jinx and Clara Hoaglan's All-Girl Equestrian Revue was the feature grandstand opening night attraction at Anderson Free Fair Monday (29) night, playing to paid attendance of about 1,000. Presentation ran an hour and a half. Royal Crown Shows occupied the midway.

In the Hoaglan line-up are three elephants trained by P. J. Jones; Mike Higgins, emcee, who also does a unicycle turn, assisted by wife Vera, and daughter, Colleen; the Riding Arnolds with the Henry Cromwell riding act; a garland entry, ball kicking mule, bareback jumpers, trampoline, wire act, high school horses, contortionists, Roman jumps, single traps, English jumpers and a clown number.

Morris Follows H-W

SALEM, O., July 4.—Kelly-Morris garnered fractional attendance at both performances here Wednesday (24). American Legion was the auspices. Hagan-Wallace played the town earlier.

Year Looms Big At Salisbury

SALISBURY BEACH, Mass., July 4.—This funspot, with its four-mile beach, is having a banner season. Promotion includes one-half reductions on all rides every Wednesday, Kiddies' Day.

On August 15, when the waters of the beach are blessed, Salisbury skeds its annual Orphan's Day, on which more than 1,000 orphans from Massachusetts and New Hampshire are given a day at the beach with everything on the house.

Coney Island, N. Y.

By UNO

Thomas H. Tesauro, chairman of the board of directors of the Chamber of Commerce, presided at a luncheon meeting Thursday (2) at Gargiulo's eatery. Under discussion was the statement from Borough President John Cashmore regarding the city's efforts to eliminate pollution. A statement from Fairfield Osborn, pertaining to the Aquarium, was also discussed, as was Councilman Vogel's invitation to attend the ground-breaking ceremonies for the new \$16,000,000-dollar Coney Island General Hospital at Ocean Parkway and Avenue Z, Brooklyn. A delegation of the Coney Island Carnival Company, headed by W. Kenneth Bourke, prexy, met with New York City's Department of Commerce, Wednesday (1), and talked over plans for the tie-in of the Mardi Gras with the city's 300th anniversary celebration. Among the Island's group were Moe S. Silberman, Thomas H. Tesauro, C. T. Hilbert, Monroe Ehrman, George C. McCullough, William G. Nicholson and Leonard G. McCullough. A try to obtain new recruits for local civil defense was engineered last week at a meeting in the 16th Assembly District club house in Bensonhurst by Victoria Rapps, Democratic co-leader, wife of Hyman Rapps. Thoroughly in support of the project is Kenneth F. Sutherland, leader of the 16th as well as all of Kings County.

Fascination game, Surf and Henderson Walk, this season represents the only air-conditioned spot of its kind on the Island. Nat Faber has also installed 48 new tables and new balls made and brought here from Los Angeles, new merchandise, and made the exterior more conspicuous with a large neon sign. Sandy Ehrman, the new and constantly alert manager, has for the personnel Artie Pilatsky and Harry Jacobs, mike men, and Herbie Kreever, Herbert Lampert, William April, Seymour Drucker and Martin James, attendants. Don Hays is expanding. Besides his Colorama Ring Toss and Doll Rack concessions in Pleasureland, he has taken over another Doll Rack, rented from John Russo, on the Bowery, where his son, Don Jr., is in charge. Leo Kaufman, of the Kaufman Brothers, a former photo studio operator on the Bowery, is the man responsible for keeping most all of the glass aquariums (fish bowls) on the Island as well as at all other near-by summer resorts, well stocked with tropical fish. Maurice Robinson is

assistant manager of Walking Charlie on the Bowery for the Garroway Brothers. Alma Sindell, the good-looking daughter of Mr and Mrs Fred Sindell, is spending her nine-week vacation away from the Mark Twain school on Coney at Camp Monroe, Monroe, N. Y. After her graduation next year, Alma moves to Lincoln High School to become proficient either as a teacher or as a language expert. Alfred Joyce is in charge of the McCullough Brothers' kiddie ride park, Surf and W. 8th, where new rides replacing the Merry-Go-Round that was shifted to Prospect Park, Brooklyn, are an Auto Racer, Miniature Train and a Jeep.

Bernie Lefkowitz is now partnered with Harry Shaw in the operation of the two Howard Johnson eateries, one on Surf and one on Stillwell. Harry's brother, Alfred, a former Johnson operator, is now only concerned with the management of the Blue Bird Casino, Surf and W. 12th, on a David Rosen lease. Sam Wertheimer's Pleasureland, a walk-thru maze of game concessions from the Bowery to Surf, is again superintended zealously by his wife, Henrietta. A new game near the Bowery end is called Pitcheroo, devised and operated by Al and Joe George who gave Coney, a few seasons back, a new ball-rolling game, Tic Tac Toe, now catering heavily to customers on Surf, one of Joe Bon-signore's many tenants. Fred (Blackie) Gregio is in his third season as Coney's ace tattooer in a constantly busy spot on Stillwell. In the winter, Blackie functions with his electric tools at Myrtle Avenue, and Hall Street, Brooklyn, where he has been the last five years. An Island opposition, a few doors away, is Max Pelz, a former light heavyweight boxer, but for this season only, as Max must retire on account of eye trouble. The Atlantis Casino and Sun Deck on the Boardwalk, newly and more flashily decorated this season by its owner, Hyman Schuchman, has for talent the two Bon Brothers, accordion and guitar players, on the day shift mostly, and Angelo Carbelo's five-piece rumba ork with Wayne Westrum, hillbilly singer, for the evenings. Mrs Lena Schuchman is general supervisor. Bob and Molly Herling are new monogrammed hat concessionaires at Surf and Stillwell. Mollie's pa and ma, Abe and Bessie Angel, have been operating for a long time a frozen custard stand at W. 17th and Surf, a Steeplechase Park concession. The Herling's son, Ronald, assists in the hat sales and operation of the sewing machine.



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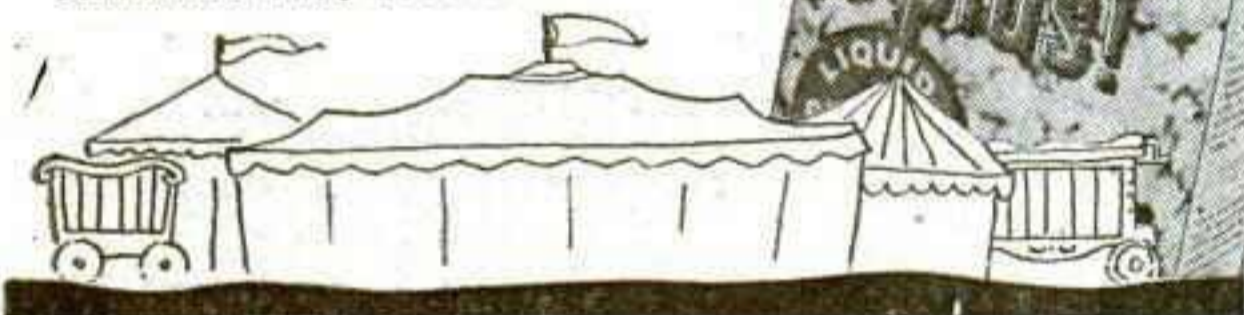
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Out in the Open

Ron Greiner, tour director for Elsie, the Borden cow, recently left New York to join the exhibit for its Midwest and West Coast stands. The tour has currently been set thru the end of November and will place the bovine attraction at many of the top fairs of the U. S.

William Shilling, New York booker, is currently on a combination business-pleasure trip to Vermont. After concluding business at the Green Mountain Sportsmens Show, Hartland, Vt., July 2-5, he will spend a few days on a fishing trip, returning to his office on July 15.

Ted Cott, general manager of radio station WNBC and TV station WNBC, New York, and his family were guests of A. Joseph Geist, president of Rockaways' Playland, Queens amusement park, on Sunday (28).

Adolph and Clare Delbosq's "musical wonder horse," Serenado, appears in a Paramount Technicolor film, "The Red Garter," starring Guy Mitchell and slated for winter release. Mitchell rides the horse in the picture. Glenn Randall, Roy Rogers' horse trainer, was honored recently by being invited to the News Photographers' Association dinner for President Eisenhower at the White House. At the affair he met the President and Vice-President Nixon.

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No. 1 Cards, heavy white, black back, 3 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, \$3, same weight as #1 in Green, Red, Yellow @ \$4 per 100. DOLLAR CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards, per set of 100 cards, tally card, calling markers, \$3.50.
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 White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 3x7, per 100, \$1.25. In lots of 1,000, \$1 per 100 Calling Markers extra, 75¢.
 Set Numbered Ping Pong Balls... \$12.00
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 3,000 Jack Pot Slips (strips of 7 numbers), Per 100... 1.25
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 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x3, M... 1.50
 Plastic Markers, Red or Green, round or square, 3/8" diameter, M... 2.50
 Scalloped Edge, Green only, M... 2.00
 Smaller Size, 3/8" diam., Red or Green Plastics, M... 1.50
 Adv. Display Posters, size 24x36, Ea. .15
 Cardboard Strip Markers, 10 M for Rubber Covered Wire Cade with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00
 Thin, Transparent Plastic Markers, Brown, 3/4-inch, Per M... 1.00
 Featherweight Thin Bingo Sheets, size 5 1/2 x 7, very large numbers, 5 colors, loose, not tabbed, M... 2.25
 Round white N.J. Cardboard Markers, 2 sizes; 1/2 inch diam., 1800 to lb.; larger size, 3/4 diam., 1000 to lb. Either size, lb... 45
 Capitol Bingo Blower, electric operated complete with 75 numbered Ping Pong Balls, weight 100#. Send for illustrated circular for 140.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted; immediate delivery.

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Rockaways Mix Beer, Pyro, Radio, TV in Group Promotion Effort

NEW YORK, July 4.—The presentation of weekly displays of fireworks at Rockaway Beach have started again after a lapse of two years thru a unique cooperative effort set in motion by the management of Rockaways' Playland, Queens amusement park.

The plan, as outlined in a presentation prepared by the park's officials, is a joint promotion effort between Rockaways' Playland, the Chamber of Commerce of the Rockaways and the makers and distributors of Schaefer Beer.

The park, thru tie-ins with local National Broadcasting key outlets, radio station WNBC and TV station WNBT, has arranged for the audio-video outlets to assist in the promotion. In addition, during the fireworks presentations, when the amusement park area has a reported captive audience of some 350,000 persons, the park will air various jingles and commercials plugging Schaefer Beer over its public address system.

The promotional plan, which could easily lend itself to many amusement parks in the country, also provides for the park to tub-thump the fireworks displays thru its own advertising schedules. The plan, as submitted to the beer company, states that "This joint promotion thru the presentation of the fireworks displays and the attendant publicity, promotion and advertisements would become an annual public service feature of Schaefer Beer and should produce cumulative values in goodwill, public relations and public acceptance."

The plan provides for the payment of the fireworks displays to be covered by the beer company. The park in no way obtains financial gain from the fireworks costs but the park actually underwrites the cost of promotion and publicity for the entire series of demonstrations.

The park, in addition, will display screen-processed signs informing the public that the beer company is presenting free displays of fireworks every Wednesday at Rockaway Beach. The park also agrees to feature the

Schaefer product in all of its locations where alcoholic beverages are sold.

The fireworks displays will be dedicated each week to a different celebrated personality who will make personal appearance at the fireworks presentation with constant publicity and tie-ups with WNBC and WNBT—resulting in added promotion via both outlets.

The park will endeavor to include announcements of the fireworks and the sponsor on the Rockaways' Playland broadcasts over the two outlets. The plan, as submitted by the park to the Schaefer firm, also included the

New Eng. Ops Expand Group Selling Effort

BOSTON, July 4.—After the second red one in a row, (Jufe 28), funspot ops in the area were set for an all-time high today. The New England Parks and Beaches Association has been pulling out all the stops on promotion for the holiday.

Heavy newspaper flacking has been done by the association this season, and John J. Dineen, prexy, attributes the success of the organization and the excellent work of promotion to Val-lace Jones, of the William P. Berry Company, Boston, and Fred Markey, of Salisbury Beach.

A "welcome mat" piece was put out in newspapers, pointing out that New England offers the most for the money in fun and relaxation. The org's aim of promoting good management and high standards of maintenance at New England resorts and to provide places of entertainment where all members of the family can find clean, healthful recreation, was played up.

Family Managements

The org, in its promotion, pointed out that many of the outstanding parks of New England have been under the same family management for over 50 years. Paragon Park at Nantasket Beach has been owned and operated by the Stone family for the past 53 years, and the Ocean Pier at Old Orchard Beach, Me., has been a great vacation attraction with visitors to the Pine Tree State for the past 50 years.

Hampton Beach Casino has been under the Dineen family leadership for the past 26 years. Other old established parks in the area are T. Leroy Gill's Norumbega Park, Auburndale, Mass.; Whalon Park, Fitchburg, Mass., under the direction of Henry G. Bowen; Canobie Lake Park, Salem, N. H., owned by the Holland family; Lake Compound, Bristol, Conn.; Julian Norton, director, and Eddie Carroll's Agawam Park, Agawam, Mass.

Among the many funspots are White City, Worcester, Mass.; John Collin's Mt. View Park, Holyoke, Mass.; Lincoln Park, North Dartmouth, Mass.; Crescent Park, Providence, and Surfside Amusements at Revere Beach, under direction of Victor Shayeb.

Daytona Beach Off

DAYTONA BEACH, Fla., July 4.—Business for Turner Scott's Sea View Amusement Park here was off from 1952 for the month of June, but the spot scored a strong increase in takes for the week-end of June 27-28, Scott said. July is usually the park's best month. Scott expects to take three or four rides on fair dates in late August.



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suggestion that one of the weekly set pieces feature the name of the beer firm.

The plan also provides for the placement of a p. a. system on the barge from which the fireworks will be displayed. Over this system, it is proposed that beer commercial jingles be played before, during and after the actual presentation of the pyro display as well as while the barge is being moved along the coast to the point of display.

Also provided for is the placing of point-of-sale advertising displays in all independent food stores with which WNBC has tie-ins. These advertising displays would plug the free fireworks shows. Additional stores would be brought into active participation in the plan under WNBC direction.

The park management proposed in the plan that all bus companies serving the area be provided with passes for distribution to riders. Wording thereon would indicate that the bearer would be entitled to view the pyro displays free. The park also is to set up point-of-sale displays in food stores in the Rockaway area, and supply free passes.

In addition to paying for the fireworks displays (this year the beer firm is paying only a share of the expenses involved, the balance is raised by the Chamber of Commerce from local business ventures) the Schaefer company is to plug the fireworks via their newspaper advertising as well as on radio and television broadcasts of baseball games. The pyro displays cost \$1,500 weekly.

The plan, which was submitted by Richard L. Geist and Martin W. Martin of Rockaway Playland, started in operation Wednesday (1) when the first of 13 off-shore pyro shows was displayed. Also working on the plan are officials of the WNBC-WNBT outlets, the Schaefer Brewing Company and the Chamber of Commerce of the Rockaways.



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PUBLIC INVITED

Wirth to Produce Big Show For Shriners' N. Y. Confab

NEW YORK, July 4.—Shriners, who will descend upon this city in numbers upwards from 100,000 beginning next week in advance of their annual convention, July 13-17, will not only again stage their entertaining antics on the city streets in demonstrations and parades, but will also permit the public to purchase tickets for the Tuesday evening (14) performance of their Madison Square Garden Oriental pageant, "Meccarabia."

Talent Topics

Irah Watkins' Chimpanzees just closed at Fontaine Ferry Park, Louisville, where they were held over. They moved to Buckeye Lake Park in Ohio. . . **Francine Volante**, who formerly had an aerial act, has joined the Watkins chimp act. They'll play Palisades Park, Palisades, N. J., during the meeting there of the National Association of Amusement Parks, Pools and Beaches.

Happy Harrison and Her Thorobreds are in Michigan. After making some horse shows there and around Chicago, she'll turn eastward for her outdoor season. **Beatrice Dante** visited Miss Harrison at Hartford, Mich., a short hop from Alma, Mich., where her chimp act is booked at Deer Lodge for the season. . . **Jon Friday**, Hartford, Mich., has joined Kelly Morris Circus with his trapeze act.

The Mother of **Berni Miller**, clown, died in Chicago recently. . . **Betty Gorham**, juggling act, is returning to the Middle West for fair dates, starting Saturday (4). She has been working in the Northwest and lost all props and wardrobe in a fire at Spokane but has replaced them.

Mighty Mite, high pole, is with Johnny's United Shows in Indiana. . . **Bob McKinley's Rodeo Wild West** will play Brazil, Ind., over July 4. **Ray and Ana Doering** are with the show. . . **Ed Percell** and his jumping and trained horses are in Clinton, Ind., where Ed is with a defense plant. He makes some Sunday dates, including those of **Amos Selby**

The free-act line-up at Olympic Park, Irvington, N. J., for the week beginning Monday (6), includes the **Aerial Chapmans**, the **Five Amandis**, the **Olveras** and **Mitzie Yay**.

The Shrine organization, which staged a similar pageant in 1951, when last they concluded here, departed from usual policy when it announced this week that the public would be admitted to the spectacle which will headline acts like the dance-duo of Darvas and Julia, Peg Leg Bates, the Florida Trio, a line of 48 girls, and carry a cast of 1,500.

The decision to permit public attendance at one of the three performances perhaps might be motivated to partly cover the cost of the lavish show, which is to be again, as in 1951, produced by Frank Wirth, local booker. John E. Lonergan will assist Wirth in staging the spectacle. Four shows will be staged at the Garden by Wirth.

Bobby Byron Emsee

Bobby Byron will be master of ceremonies for the Monday (13) and Wednesday (15) performances of the "Meccarabia" spectacle, which will find Nobility of the Shrine and ground and mounted patrols participating with the professionals of the cast. Among the acts in the show are: Darvas and Julia, Janette Hackett and Hal Sands' line of 48 chorus girls, Peg Leg Bates, Tom Barry, Elaine Barrow, Rand Elliot and Sanger, Ross and Andrea.

Others include Landon's Midgets, Ernie Wiswell's Funny Ford, Les Kimris, Captain Heyer and Starless Night, Florida Trio, Trampoloonies, Payo and Mai, Parris Trio, the Olveras, Rolando, Laddie Lamont, Les Hildayas, the Tokayers, Lebrac and Bernice, the Arriolas, Ben Dova, Count Reno, St. Leon Troupe and Mickey King. Val F. Wenning will serve as the "Meccarabia" spectacle's musical conductor.

Activities for the Shriners will get underway Monday (13) at 10:30 a.m. with a band concert by the Salaam Temple, Newark, N. J., with Joe Basile conducting. Continuous vaudeville during the day will be presented in the air-conditioned Garden, interspersed by concerts by other Temple bands.

On Wednesday (15) continuous vaudeville will again be presented during the day until 5 p.m. New specialty acts, along with mounted patrols, will appear that day.

The Shriners will hold a morning parade on Tuesday (14), and on Thursday night (16) will stage their illuminated night parade both on Fifth Avenue and on Broadway thru the Times Square area

EXTRA DAY

3-Day Holiday Week-Ends Back Next Yr.

NEW YORK, July 4. — Altho amusement operators are being cut out of one extra day of a holiday week-end today because of the 4th of July holiday falling on a Saturday, the next two years will again bring them three-day week ends. This will hold true not only for the week-end of the 4th of July, but also for Memorial Day, May 30.

In 1954, the two holidays will fall on Sunday, automatically moving them over to Monday. The result: a three-day week-end. In 1955, both holidays fall on Monday, again giving a three-day week-end to employees.

What will be done by employers in 1956, when the two holidays fall on Wednesday (because of Leap Year), or in 1957, when the holidays fall on Thursday, remains to be seen. But in 1958, the two holidays arrive on a Friday, again giving a three-day week-end. By 1959, when the holidays again, like this year, fall on a Saturday, employers will probably be better set up to deal with the time-off-for-the-holiday problem.

1942 Situation

The last time the holidays fell on a Saturday was in 1942, during World War II. As a consequence, most businesses were in the throes of war work, and the problem of giving time off for the Saturday holiday wasn't a big one.

The problem wasn't raised in 1936, because at that time most businesses were operating on a six-day week. With the confusion resulting this year from how to allow for the Saturday holiday, employers and unions will probably devise some uniform method to provide time off for the holiday by 1959.

Earl Armstrong, Ford act, is off the road this year and working at Montezuma, Ind. He and his parents, Mr. and Mrs. Roscoe Armstrong, caught the Tom Packs Circus at Evansville and visited with **Bill and Beverly Bushbaum** and **Clyde Wixom**. Armstrong is in a VFW post which sponsored Professor Wright's Musical Merry-Go-Round of Magic recently and will have a festival September 29-October 3.

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New Bus Sked To Aid Rock's

NEW YORK, July 4.—Special summer services set up by two bus companies will provide new service to Rockaways' Playland, Queens amusement park.

The Triborough Coach Company will run from the Woodside-Jackson Heights section of Queens direct to the park with only four stops. A special round-trip fare of 75 cents has been set. Hourly trips will be run to the park seven days a week.

From the city of Yonkers and with stops in the Bronx, and again in Queens, three daily buses, operated by Resort Bus Lines, will bring patrons to the park. Yonkers departures, at 9, 10 and 11 a.m., have been arranged for the seven-day-a-week trips.

Coaster Fall Kills Palisades Patron

NEW YORK, July 4.—For the second time this week, Roller Coasters in the metropolitan area have made the headlines and, in both cases, with negative publicity value.

Earlier this week, 15 persons were shaken up on the Bob Sled, the Coaster at Coney Island (see separate story).

On Thursday evening (2), a young man plunged to his death from the Coaster at Palisades (N. J.) Amusement Park. The victim hurtled some 60 feet into the crowded midway, struck a woman across the shoulders before landing on the pavement.

The man, who rode in a seat in front of two girls, evidently stood up or turned to speak to the girls as the Coaster rounded the highest curve on the ride. He was hurled from the car.

Talent Topics

George J. Keller, now with Tom Packs Circus with his animal act, reports he hasn't had an open week since January, when he opened with Orrin Davenport. He has a run of 48 consecutive weeks ahead of him. These include the Minneapolis Shrine Circus next February, the Davenport show next winter, and several dates for Polack Eastern after he returns from West Coast fairs.

Vance Jerrigan, president, reports the Malvern (Ark.) Rodeo had a successful four-day run which ended June 6 in the event's new arena. The arena is all-steel. There will be another rodeo in September in connection with the county fair.

The Flying Hartzells, trapeze quartet, open a two-week free-act engagement at Palisades (N. J.) Park, Monday (6).

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Novel Clock Displayed at Steeplechase

NEW YORK, July 4.—Currently on exhibition at Coney Island's Steeplechase Park, prior to a nationwide-tour this fall, is the 23-foot high Guinness Crazy Clock.

The elaborate time-piece stages a four-minute theatrical performance every 15 minutes, and animated figures, some lifesize, emerge from its works to perform complex maneuvers. The clock is 14 feet wide and over six feet in depth. It also keeps perfect time and chimes the hours and quarter-hours.

The clock, a replica of an original built for the Festival of Britain in 1951 for the Guinness brewery firm, will be shown on a nationwide tour this fall.

Car Jam Shakes Up Coney Island Coaster Patrons

NEW YORK, July 4.—A jam of the first of five cars on the Bob Sled, Coney Island Coaster, resulted in a shake-up to 15 persons a few minutes before midnight, Monday (29).

Five of the shaken riders were treated at the scene of the accident, Stillwell Avenue and the Bowery. Of the remaining 10 taken to Coney Island Hospital, nine were discharged and one was hospitalized for a back injury.

The five-car train had risen to the top of the highest hump of the ride, some 55 feet, when the accident happened. Somehow, the first car jammed abruptly, snapping the cable linking it to the other cars. All piled up, but none overturned. None of the passengers was thrown to the ground, and workmen helped them down a catwalk to the ground.

The ride was closed Tuesday (30), but re-opened Wednesday (1) after an inspection by the Department of Housing and Buildings, city authority responsible for the inspection of thrill rides. An inspector reported no visible defect in the Coaster's operating mechanism, but found that there had apparently been some kind of obstruction in the first chute down which the five-car train ran.

Kaydeross Adds Speedboat Rides

SARATOGA SPRINGS, N. Y., July 4.—Kaydeross Park here has added a speed boat operated by Capt. Armand Viger, who had a vaude act some years ago. Boat makes trips of seven miles each and business has been good. Dock at Kaydeross beach was extended 200 feet to make room for the landings. First trips were made June 27.

Picnic season at Kaydeross has been strong, with several new outings booked. Fireworks are booked for July 4. Schenectady Union-Star delivery boys will have an outing at the park this month.

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Carnival Routes

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- (Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)
- Alamo Expo.: Scott City, Kan.; Great Bend, 13-18.
 - American Beauty: Fort Madison, Ia.; (Fair) Wapello 13-18.
 - American Eagle: Gainesboro, Tenn.
 - Amusement Co. of America: Negaunee, Mich.
 - Badger State: Winton, Minn.; Chisholm 14-19.
 - Baker United: (Fair) Franklin, Ind.; (Fair) Sullivan 13-18.
 - Becht, Lee: Gristown, North Bend Road, Cincinnati, O.; (Deer Park) Cincinnati 14-18.
 - Bee's Old Reliable: Greenup, Ky., 6-8; Frankfort 10-18.
 - Belle City: (S. Park St.) Madison, Wis.
 - Bernard & Barry: Toronto, Ont., Can., 6-8.
 - B. & H.: Orangeburg, S. C.
 - Big Four Am.: Kenosha, Wis.
 - Blue Grass: Paducah, Ky.
 - Blue Ribbon: Edgerton, Wis.
 - Blue Valley: Hardin, Mo.; Sweet Springs 13-19.
 - Bogle, F. C.: Salina, Kan.
 - Bohn & Sons United: Madill, Okla.
 - Boone Valley: Dubuque, Ia.; Edgewood 13-15; Radcliff 17-18.
 - Brodbeck-Schrader: Gering, Neb.
 - Borderland: Del Rio, Tex.
 - Brown & Wallace: Roanoke Rapids, N. C.
 - Buck-Model: New Britain, Conn.
 - Burke, Harry: New Iberia, La.; Lake Arthur 13-18.
 - Burkhart: Colfax, Ill.; Augusta 13-18.
 - Byers Bros.: Tower, Minn.
 - Carpenter Bros.: Republic, O.; Sycamore 13-19.
 - Casey, E. J.: (Fair) Melita, Man., Can., 8-9; (Fair) Carberry 10-11; (Fair) Shoal Lake 14-18; (Fair) Russell 16-18.
 - Cavalcade of Amusements: Rock Falls, Ill.
 - Central States: South Sioux City, Neb.
 - Cetlin & Wilson: Benwood, W. Va.
 - Cherokee Am. Co.: Greenleaf, Kan., 8-11; Lebanon 15-18.
 - Coleman Bros.: Port Jervis, N. Y.
 - Collins, Wm. T., No. 1: (Fair) Pessenden, N. D., 7-10; E. Grand Forks, Minn., 13-18.
 - Collins, Wm. T., No. 2: Red Wing, Minn., 8-12.
 - Crafts Expo.: San Mateo, Calif.
 - Cross Road: Twin Lake, Mich.
 - Cumberland Valley: Lewisburg, Tenn.
 - Dan-Louis: New Harmony, Ind.
 - Del Flore: Salina, Pa.
 - Dodson's United: Boyd, Wis., 6-8; Prairie Farm 10-12.
 - Drago, No. 2: Knox, Ind.; (Fair) Fowler 13-18.
 - Drew, James H.: (Fair) Olive Hill, Ky.; Camden, O., 13-18.
- (Continued on page 62)

Circus Routes

Send to
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- Beatty, Clyde: Vancouver, Wash., 7; Longview 8; Centralia 9; Hoquiam-Aberden 10; Bremerton 11-12.
- Cole & Walters: Wyndmere, N. D., 9.
- Diano Bros.: Black River Falls, Wis., 6; Marshfield 7; Wausau 8; Waupaca 9; Berlin 10.
- Gainesville: Perrin Air Force Base, Denton-Sherman, Tex., 8-9.
- Hagen Bros.: Elmira, N. Y., 8; Binghamton 9; Plainfield, N. J., 13; Rahway 14; Raritan 15; Middlesex 16; Roseville 17; Manville 18.
- Hunt Bros.: Riverhead, L. I., N. Y., 7; Easthampton 8; Westhampton 9; Rocky Point 10; Port Jefferson 11; Lake Ronkonkomo 13; Patchogue 14; E. Meadow 15; Westbury 16.
- Kelly-Miller: Beaver Falls, Pa., 7; Butler 8; Oil City 9; Titusville 10; Corry 11.
- King Bros. & Cristiani: Richmond, Que., Can., 7; Shawinigan Falls 8; Thetford Mines 9; Drummondville 10; Levis 11; Riviere du Loup 13; Mont Joli 14; Campbellton, N. B., 16; Bathurst 17; New Castle 17; Fredericton 18.
- Packs, Tom: Flora, Ill., 8.
- Polack Bros. (Eastern): (Fairgrounds) Rapid City, S. D., 10-12; (Barnett Field) Fargo, N. D., 16-18.
- Polack Bros. (Western): (Redwood Acres) Eureka, Calif., 9-11; (Fairgrounds) Chico 14-15; (Stadium) Watsonville 17-18.
- Ringling Bros. and Barnum & Bailey: Brantford, Ont., Can., 7; London 8; Windsor 9; Detroit, Mich., 10-12; Toledo, O., 13; Lima, O., 14; Dayton 15; Richmond, Ind., 16; Fort Wayne 17; South Bend 18.
- Rogers Bros.: Knoxville, Ia., 6; Grinnell 7; Albia 8; Creston 9; Atlantic 10; Clarinda 11; Fairbury, Neb., 13.
- Strong, John A.: Granger, Utah, 7; Willard 8; Snowville 9; Malta, Idaho, 10; Declo 11.
- Von Bros.: Trumansburg, N. Y., 7; Moravia 8.
- Wallace & Clark: Flin Flon, Man., Can., 6-7; The Pas 8; Swan River 9; Canora, Sask., 10; Kamsack 11.

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KING OF THEM ALL



Some Diano Animals Returned to Canton

Show Loses Grundy Center, Ia.; Half Houses at Most Performances

OFLWEIN, Ia., July 4.—Diano Bros.' Circus lost its Grundy Center stand to rain and drew half houses at most other cities this week. The matinee here Monday (29) was three-quarters filled.

Meanwhile, reports persisted that the show was in for major changes. The featured rhino was returned to Owner Tony Diano's quarters at Canton, O., along with the hippo, cheetah, and some ponies. One Canton report was that the rhino was returned because it is calving. A second report there was that the animals were off the show in an effort to cut expenses.

Now playing in Wisconsin, the show is scheduled to make Illinois and Indiana stands to continue its eastward run since abandoning plans to tour Canada.

Change Lot Site

At Esterville on Wednesday (24), the show changed from a city location to a lot two miles out and no time was left to advertise the site. Parade drew well and the performances attracted half houses. Heavy rain began during the night show. One truck was involved in an accident.

Algona, Thursday (25), had two more half houses and a good parade turnout, plus clear weather. Rain killed the Saturday (27) stand at Grundy Center, with both shows canceled.

Moves in and out of Oelwein were delayed. In leaving, drivers shuttled show trucks, with four men handling 38 vehicles. Other trucks had made the jump earlier. Coming into Oelwein, a circus truck and a show house trailer sideswiped, both vehicles going into a ditch. Matinee was three quarters and night house was half filled.

Canada Weather Makes 3 Outfits Cancel Shows

PRINCE ALBERT, Sask., July 4.—Hagan - Wallace Circus, with Arthur Sturmak at the helm, drew good business here Monday (29), but previous stands were light and one was lost.

Rain, muddy roads and wet lot led the show to cancel Wynyard, Sask., where Wallace & Clark had played a week earlier. At Watson, Sask. (26), two half houses turned out. Two trucks were stalled and others were delayed by muddy roads, causing a late matinee.

Melfort, the Sturday (27) stand, had two one-third houses on the boards, with heavy seasonal rains letting up for the day. Show had competition from opening of two new theaters, with one showing a film of the coronation.

Connecticut Towns Treat Mills Okay; Elephant Dies

WALLINGFORD, Conn., July 4.—Mills Bros' Circus drew a strong matinee and 60 per cent night house for its appearance here Monday (29). Show was under Lions Club auspices and host to a regional CFA meeting. One of the show's elephants died while in Wallingford.

Fairfield, played on Saturday (27), had a three-quarter matinee and better night crowd under auspices of the Exchange Club. Norwalk, Conn. (26), was light in the afternoon but strong at night.

Miners Come Out At Night for K-M

PHILLIPPI, W. Va., July 4.—Al G. Kelly & Miller Bros' Circus played here Friday (26), a miners' holiday, but drew only a one-quarter matinee because of hot weather. Night performance was given before a near-capacity house.

Business was reported to have been comparable at Sutton, Weston, Elkins and Grafton, W. Va. Show continues its series of downtown ballys, including elephants, calliope, horse-drawn bear cage and shoe float with organ grinder.

Cole-Walters Bucks Dividend Meeting

OCHEYEDAN, Ia., July 4.—Cole & Walters' Circus played to light business here recently, and there was good reason. Farmers in the area chose instead to attend meeting of the co-operative grain elevator, where annual dividend pay-off was in progress.

BEATTY FINDS SUNNYSIDE UP

SUNNYSIDE, Wash., July 4.—A block - long ticket line developed into a straw house for Clyde Beatty Circus here Friday (26) and the matinee was nearly as good. Show had Kiwanis auspices in the fresh spot. Yakima, Wash. (25), topped the three-quarter mark twice.

Long Island OK for Hunt

NEW YORK, July 4.—Hunt Bros' Circus, aided by ideal weather, has been racking up good grosses during the first of its three-week stand on Long Island.

During a showing at Pleasantville, N. Y., Saturday (27), one of Leslie's seals slithered out of the tent after refusing to continue his part of the act. Moppets in the crowd joined circus hands in chasing the seal around the lot. The Pleasantville stand was under Rotary and Lions clubs' auspices, and some 4,000 persons attended.

The Associated Press is currently gathering information for a feature story on the organization, now on its 61st annual tour.

King Crowds Hold Strong in Canada

Gold Mine Town Gives Capacity; Extra Show Needed at Ont. Spot

VAL D'ORR, Que., July 4.—Top-flight business, with straws and extra shows, greeted King Bros. & Cristiani Circus this week in Northern Ontario and the show's first stand this season in Quebec.

At Kirkland Lake, Ont. (25), K-C attracted two packed houses, and a huge parade crowd. Cochran, Friday (26), had windy weather, but matinee was three-quarters filled and night house was near-capacity.

The King show pulled into Timmins on Saturday (27), day after pay day at the gold mines which employ 75 per cent of the population. The matinee pulled

a straw house and the night performance was turnaway, according to local and show sources.

Extra at Rouyn

Rouyn came up with an overflow matinee on Monday (29) and followed that with one strawed night house and an extra show which was better than three quarters. Local estimates put attendance at more than 10,000 for the three shows. The circus came in on Sunday, when it rained, but weather was clear for show day.

Starting its Quebec route here, King-Cristiani played to a strong matinee and track-filling straw house at night.

Parade was a big draw all along the route. All of these stands were under auspices of local Kinsmen clubs.

Virgil Campbell, 84, Ex-Owner, Dies After Fall

FAIRBURY, Neb., July 4.—Virgil Campbell, 84, former partner in operation of Campbell Bros' Circus, died here Tuesday (30). He had broken a hip and wrist in a fall and was in a hospital at the time of his death. Funeral services were conducted here Wednesday (1). He is survived by a daughter, Gertrude Campbell.

A native of Augusta, Ill., Campbell and three brothers lived in Fairbury when they framed a medicine show with Fred Hatfield and Lee Greer in 1894. The show was converted into a wagon circus and later moved by railroad. It was closed in 1912. After that, one of the group, Al G. Campbell, continued in circus business, largely with small shows built at the William P. Hall farm, Lancaster, Mo. Fairbury was the site of Campbell Bros' winter quarters, and Virgil Campbell made his home here since the show closed. The show, nicknamed the "Hump Show," used music of "The Campbells Are Coming" as bally.

In 1951, the Jefferson County Fair here honored Campbell with a "circus day," and several former employees of the Campbell circus attended.

Long Beach Okay for Polack; Unit Makes Rose Bowl Annual

PASADENA, Calif., July 4.—Polack Bros' Circus interrupted the regular tour of its Western unit to make its annual sell-out appearance here Saturday (4) in the Fire Department July 4 celebration at the Rose Bowl. Show ended a three-day stay

in Long Beach, Thursday (2), with an excellent score. It was the show's first appearance there since 1948 and the first for the new Shrine Temple there. Site was the Memorial Stadium, making it the fifth open-air stand so far this year.

Hagen Scores On Trip to East

ROCHESTER, N. Y., July 4.—Hagen Bros' Circus played to strong turnouts after leaving a two-day stand at Akron, where four shows included three half houses and a smaller one.

Warren, O. (26), gave near-full and overflow turnouts. Youngstown (27) had two near-capacity houses, according to the auspices. Batavia, N. Y., Tuesday (30) had two near-full houses that reflected the strong advance sale by Grotto auspices. Rochester had an overflow of youngsters for the matinee and a near-capacity house Wednesday night (1).

The Akron stand (24-25) had a \$3,000 advance sale by the Sertoma Club auspices for the show's first time in town. Lynn Theater parking lot was used. The second matinee was held to a small turnout by rain.

HUNT PROSPERS DESPITE L. I. HEAT

Unit Angles to Line Up Individually Legion Posts Which Sponsored RB

NEW YORK, July 4.—Hunt Bros' Circus survived and prospered this week at all of its Long Island dates despite heat that ranged from 90 to 109 degrees. Harry Hunt, circus manager, reported that crowds held up well at all of the dates played, even the night hours brought little relief from the heat.

The date at Westbury, L. I., Thursday (16) will be played under the auspices of the American Legion, one of the posts which participated in the sponsoring of the Ringling Circus in that town for the past couple of years. The success of this initial date under Island Legion sponsorship may lead to auspices dates under 18 separate posts, Hunt said. He said that it is his belief that the separate showings for the 18 Legion groups, all of whom participated in the Ringling showings, could earn the individ-

ual posts as much as they could earn from their joint sponsorship of the Big One.

Hunt is shooting for 80 sell-out dates and predicted that he would achieve this mark if he is successful in signing up the Island Legion posts.

May Import Animals

Charles T. Hunt Sr., circus head, last week was the guest of Mr. and Mrs. Harold Parks, at their Katonah, N. Y., home. Mrs. Parks headed up an expedition a couple of years ago which resulted in the importing of a group of baby elephants for the circus, and it is rumored that Hunt has again commissioned a trip abroad for the purpose of securing additional animals for the show's menagerie. About 40 animals are now carried by the circus.

The show is reaping considerable publicity in advance, and is likely to acquire much more, as a result of a scheduled special performance at the Veteran's Hospital, Northport, L. I., on Sunday (12). It is planned to present the entire show.

Charles T. Hunt Sr. has a new custom-built house trailer containing every possible modern convenience.

The show will remain on Long Island until the Wednesday date Thursday (16). It will then break its jump to New England for a lengthy tour with a date at Mamaroneck, N. Y., on Friday (17). Three dates will be played in Connecticut and six in Rhode Island before the show gets into the Cape Cod area of Massachusetts for its usual string of dates there.

Regional Meet At Wallingford Sets CFA Mark

WALLINGFORD, Conn., July 4.—Sixty-nine fans gathered here in what was believed to be a record crowd for a regional meeting of the Circus Fans' Association. The three-day session was climaxed by attending Mills Bros' Circus on Monday (29).

Bill Day, of New Britain, handled meeting details for Chairman Joe Minchin, Paterson, N. J. Mills Bros' clowns Coco, Sasha and Danny Williams headed a program given at a buffet supper. Fans showed still and motion pictures. Plans for attending the CFA national convention at Wichita, Kan., with Mills Bros' Circus, were discussed, and Jack Mills, co-owner of the show, addressed the group.

Swelling the turnout were members of other fan groups. Among those registered were the following:

John W. Barrett, Norman and Pauline Bigelow, Wolcott and Lily Brown, Phillip Cortese, Howard, Marjorie and Edward Chamberlain; James, Margaret and Jean Colter; Joe and Ed Daley, Bill and Hazel Day, Walter Gomes, Jim and Helen Hope, Louis Johnson, Charles and Rose McNamara, Jane Minchin, Ernest Novak, Gordon and Eleanor Peplon, Carl and Ruth Pratt, Cecelia Rondomanski, Conale Palmer, Bob Sweetser, Jim and Dorothy Tomlinson, Mr. and Mrs. Charles Amidon, Mabel Buckingham, Mr. and Mrs. Bill Brinley; Armand, Evelyn, Armand Jr., and Evelyn May Brodeur; Gil and Eva Conlin, Mr. and Mrs. Reinhart Gideon, Bill and Florine Judd, Al and Maud Loeffler, Harold and John Meah, Logan and Marueritte Page, Margaret and Lillian Roarke, Allan Rock, George Duffy, Bill Bronk, Sherm Dillenback, Edwin Gerhart, William Greene, Sam Stratton, the Rev. Ed Sullivan, Luther Musselman Jr., Charles Davitt, Joe Beach, Ben and Lynn Perkins and Charles F. Miles.

Canadian Takes Light For Ringling-Barnum

KINGSTON, Ont., July 4.—Four days in Montreal gave Ringling Bros. and Barnum & Bailey a straight run of eight half houses, and the show's business at other Canadian stands was below advance expectations.

The big show played Cornwall, Ont., on Wednesday (24) and pulled 2,000 for the matinee and 3,500 at night. The Montreal

stand began on Thursday (24) and weather was good except for the first evening. Show made the town without auspices this time but used police sponsorship in recent years.

At Kingston on Tuesday (30), the matinee was slightly less than half filled and the night house drew somewhat more than half of capacity.

Under the Marquee

Walter B. Fox, who recently celebrated his 60th birthday anniversary, writes from Mobile, Ala., where he is now in the mail order and advertising business, that he received a heavy birthday card shower from old-time circus friends, including a prized card from Jake Posey, "last of the 40-horse drivers." Fox retired from the road three years ago.

L. D. (Doc) Hall, 24-hour man on the Ringling-Barnum show, is being congratulated on the arrival of a great grandson, Lorin Davis Hall III, born June 6 in Hingham, Mass. Mrs. Doc Hall, her daughter and son-in-law, Mr. and Mrs. Ben Kimball, and grandson, Tommy Seawell, visited Scott and Phil Hall on the Ringling Show in Bangor, Me., June 19. . . La Fayette, Ind., was good to Rogers Bros.' Circus Saturday (27), according to H. J. Wilks and Mighty Dains, who caught the show. Skinny Goe's six-piece band is cutting the show.

Mrs. Rebecca Lynch, who was once a ballet member of the Ringling Circus, and whose husband, Thomas M. Lynch, was boss hostler for the Big One for 50 years, has entered Park City Hospital, Bridgeport, Conn., to undergo an operation.

George Brinton Beal is working on an article about the Hanlon Family. . . Ray Bickford visited with Felix Adler, Otto Griebling, Freddie Freeman and Walter Guice while the Ringling show was in Maine. . . New Hampshire business has been reported good for Beers-Barnes Circus.

Henry Ringling North, vice-president of the Ringling circus, was divorced by Elizabeth Palmer North in Sarasota, Fla., recently.

Fan Tom Carroll, formerly of Chicago, now is with the Signal Corps at Camp Gordon, Ga. . . Jack Sweetman, Roy Short and Bob Mills, all of Hunt Bros., visited Mills Bros. and were guests of Jack Mills. . . Ed Curnan, veteran pitcher, is ill at the Fort Dearborn Hotel, Chicago. . . Ray Bickford clowned on WHYN-TV Holyoke, Mass., recently and worked on a store date. . . Max Morris, recently-arrived Swedish wire walker, is with Alberta Slim's Circus on the Royal Canadian Shows.

Murray Burt, formerly with Ringling and Royal American, is manager of the Omar Room at the Prevue Lounge, Chicago, and is looking forward to visits of Ringling people. . . Bozo Lamont has been handling agent and 24-hour duties for Aut Swenson's thrill show. . . The Otto Zanges caught Mills and King circuses several times in Pennsylvania.

Larry Benner, with Polack Eastern, had Stanley and Maude Leshner, musicians, as guests in San Diego and Las Vegas, Nev. . . The Snell Brothers, clowns, are at Lovington, Ill., where Tommie Snell is recuperating at the home of Billie Senior. He had been hospitalized at Phoenix, Ariz.

Wallace-Clark Cancels

GLADSTONE, Man., July 4.—Wallace & Clark Circus was forced to call off its scheduled night performance here Friday (26) because of high winds which started at show time. Show was under auspices and drew a half house in the afternoon. A similar turnout on hand at night saw the first couple of acts before weather caused cancellation.

Odyson Blows One

LUMSDEN, Sask., July 4.—The Odyson Circus lost its matinee to rain here Friday (26) and drew a fractional night house. The show, of Canadian origin, was playing under auspices.

WANTED
10 PHONE MEN
Chamber of Commerce Deal, U.P.C. Tickets, 30%. Deal opens July 7. Contact Room 512, Governor Hotel Jefferson City, Mo.

WANTED PHONEMEN
Three months' work. Program Book & U.P.C. Joe Wright, call collect.
Hollywood Circus Corp.
H. W. Jacobsen
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Sheboygan, Wisconsin. Phone 5980.

Dressing Room Gossip

Hunt Bros.

Show's route and current heat wave were perfectly timed with a whole string of Long Island, N. Y., dates adjacent to cooling beaches, where show folks cavort daily. Short hauls and early set-ups make it possible for nearly everyone to get in some swimming and sunbathing daily. The temperature has been in the nineties for about a week.

Tex Rumsour, boss canvasman, is getting the big top up and down with time to spare. George Gifford, ticket superintendent, is proudly displaying the show's new marquee. Bob Mills and his band have been doing an excellent job, despite the torrid heat in the big top.

Cook house continues to get top rating from the personnel, with Lou Barton handling the menus and Cliff and Lureen Houser preparing the meals. Frank Biron is doing well with his Wild West concert, indicating to the management that this type of endeavor still has strong public appeal. John Wasowsky, master mechanic, has the rolling stock in excellent condition.

Capt. Roy Bush, who started off the season with a new trailer-truck to haul the big bulls, is now hinting for another new unit so that all seven elephants can make the jumps in style. A camel from the show will be used in ceremonies staged by the Shriners at their annual convention in Madison Square Garden next week.

Polack Western

Niki Bell returned from a visit with the Johnny Jordan family of Sacramento. Barbara Schaller gave Dougie Ashton an atomic haircut. Tom Upton took movies

Chuck Sajeta, former trouper, now in England, has been seeing many European circuses, writes Bette Leonard, Wichita, Kan. . . The Lerches caught Hagen Bros. and visited with Slim Biggerstaff, Jack LaPearl and the Barths. . . Fan Donald Marcks caught the Beatty show almost daily for three weeks around San Francisco.

Francine Volante has quit her aerial act and joined Ira Watkins' chimp act. . . Bumpy Anthony, who has been working in Washington, D. C., for 12 years, is going back to clowning. . . Vern Williams, bill car manager with circuses some years ago, is working at Arlington Park race track near Chicago. . . The Bob Noells have their Noell's Ark gorilla show on the American Eagle Shows.

Minnie Johnson, for 41 years an equestrienne with the Big One, ignored her 82 years of age at Red Hook, N. Y., on Tuesday (30), when she rode a horse for the first time in five years. Mrs. Johnson, who set a jumping record on Pegasus, a horse which jumped eight feet two inches, while with the Ringling show, is the widow of Spader Johnson, famous circus clown, who died in 1943. Five years ago, Mrs. Johnson yielded to the temptation of riding again and was thrown by her mount, breaking her back.

Attorney Cyril Coleman, Hartford, Conn., received \$200 from the Ringling Bros., and Barnum & Bailey Circus for lobbying during the past Legislature sessions in opposition to legislation concerning taxation of traveling circuses. The payment was reported this week to the Secretary of State's office at State Capitol here.

Leo Francis, clown, worked the Twin Drive-In Theater, Indianapolis, June 22-24. Appearing on the same show were Alvarados, dog act; Aquaiwa, tight-wire; Donnie Pasco, Spanish web; Donnie McLoons, dogs, ponies and monkeys; Maria Rosa, trapeze and the Fearless Falcons, high act.

The hook used by Jack LaPearl for 19 years to hoist him in the "long pants" gag was recently donated to the Walter L. Main Tent, CFA, Akron, reports Henry Varner. The hook was made by Charles (Brady) Vinson around 1932.

of the show. Lem Behler, of Stockton, paid the clowns a surprise visit. Many of us visited the Pike in Long Beach and had a big time on the rides. Lum Wong, Sonny Moore, Bob Holman and Harold Ward went deep sea fishing.

Eddy Dailey celebrated his birthday. Gilbert Fox gave a party for children on the show for his sixth birthday. Harry Quillen, Long Beach fan, took many pictures. Art Springer commuted between work and his Los Angeles home, and Albert Ostermaier kept his horses in North Hollywood and brought them to Long Beach each day.

Dollye Greene visited her parents, Mr. and Mrs. Al Karnas, at Southgate. Janice Voise was visited by her parents and relatives. June Madison kept the coffee pot working over time for visitors. Bea Konyot is working in the Triska high wire act. Alberto Zoppe is breaking new horses for the act.—HARRY DANN.

Tom Packs

Not a drop of rain has fallen so far on a Packs performance, and African sun helmets are the mark of distinction for those who put the show up in the hot sun. Four days in Nashville meant luxuriating in hotels and motels, swimming and sight-seeing. Jules Shankman put together a fine band for the date. Joining in Murfreesboro for the week were the Shyrettos, Chai and Somai, Asia Boys, Ton Brothers, Gaudsmiths, Don Francisco, King Reynolds and the Gascas.

The Jack Normans entertained at the Plantation Club, Nashville. Mrs. Norman is the former Duina Zucchini and she has been performing in her old position in the flying act this week. New singer with the show is Dean Chapin. Anna Delmonte is visiting her son who is with Peterson's dog act. Mr. and Mrs. Lee Estes, CFA; Frank Torrence and Sam Polack visited.—DAVE MURPHY.

Siebrand Bros.

The week in Denver brought many parties and excursions. Birthday party for Concha Erikson was a regal affair. It was followed by wedding anniversaries of Pancho and Danita Roche and Harry and Hertz Froebess. Bob Emerico and the Hodgins were entertained by Randy King.

Those making a veterans' hospital show were the Eriksons, Pancho and Danita, Tom Hodgini, Rudy Mueller, Bob Emerico, Tommy Sales, Charlie Hilderra and Capt. Harry Clark. George Vest has repainted the organ truck. Mrs. Clark's strawberry preserves are famous on this show. Visitors included Paul and Connie Rogers, Ted Taylor, Donna Roch, Randy King and the Marinos.—JOE HODGES HODGINI.

Mills Bros.

New England and Eastern fans entertained many of us at a buffet supper at the Wallingford convention and also took many of us swimming and sightseeing. Robert (Chunky) Patterson, Karl Heinz and Proctor Baughman celebrated birthdays. Harry Baker has a new cartoon gag.

Steve, Raymond and Jim Hill; John Meah, Stan Woodward, Art Gunther, and Paul Horseman have guested in clown alley, and Maybelle Hill rode an elephant in the spec. Visitors also included the Rev. Ed. Sullivan, Win Partello, Mr. and Mrs. Slim Somers, Lenora Hammond's brothers, Fred Stafford's parent, and Charley McNamara. Red Haddix keeps the fleet moving. Joe Minchin and Phil Cortes visited in New Jersey and the Fred Timons left after trouping with us a week.

For the second year we enjoyed the beautiful lot at White Plains. Ted Hausman, Slim Collins, Jim Hunter, Wes Hall, Louis Johnson, William Powell, Hans Lederer, Slayman Ali and Madeleine Parks were visitors. Visits also were exchanged with many of the Hunt show folks. Dick Cushman, of New London, is spending a week with us.—PROCTOR BAUGHMAN.

Wallace & Clark

After a great many small towns, most of us went on a shopping spree while we were near Brandon, Man. Our big hippo is a feature attraction for the folks up here. In Gladstone, Friday (26), a strong wind hit during the night show, causing slight damage to the Side Show top.

We are enjoying grassy lots. A number of our people are adopting the English styles. Caps and sweaters are numerous, and one man, who owns a big gorilla, was seen smoking a pipe. We notice the absence of circus fans up here and they are missed. Our big complaint is lack of United States brands of cigarettes.—JO-ANN JENNIER.

Hagen Bros.

Owner Howard Suez and family were week-end visitors. The show is making rail-show sized jumps eastward under direction of fleet boss Johnnie Keller. At Toledo, Lee Virtue, Fancher Pierce, Carl Nelson, Danny Styron, Jack LaPearl, Eddie Akins and Jean Nelson made a hospital show. Cookhouse truck blew the arrows at Akron but Frank and Emma Francois handled breakfast on time by using everything that would hold coffee and drafting a local bakery for supply of rolls.

Jeannette Wallace received cuts and bruises when thrown from her horse at Akron, but she made the next show. Jack LaPearl has been appointed umpire for the July 4 ball game between Bob Stevens' Candy Butcher squad and the Back Yard All-Stars. Bill Bard was visited by his sister.

Fans Art McCall, Harry Reinschussel and Carleton F. Smith clowned the show. Other visitors included Mr. and Mrs. Bill Sykes, Toy Wallace, Judge Charles Kelly, Mr. and Mrs. Pete Mardo, Charles and Jerry Teman, Glen Bush, Murray Powers, Carl and Junior Elwell, Ted Deppish, Roy Wied, Ray Gooding and Henry Varner.—JACK LA PEARL.

Bailey Bros.

Ted Hodgini and family left to play fairs. Linda, high act, joined at Vancouver. Little Antoinette Gutierrez is billed as the youngest bounding rope performer. Her sister, Alisia, debuted with a neck loop turn. Both were trained by Maurice Marmolejo. Jerry Harley set up his television at Renton, Ore., after leaving it stored for 18 months.

We have had nothing but rain since we entered Oregon, but we haven't missed a show. Armida Gutierrez and Shirley Stevens have bought dogs. Bob DeVeney receives more mail than anyone on the show.—MAURICE MARMOLEJO.

Polack Eastern

We were pleased to be indoors at the Civic Center, Butte, Mont., because weather was cool. Mr. and Mrs. Sam T. Polack and Sam Jr., are back with the show for a short time. Henry Kyes is giving Sam Jr. trumpet lessons. Jack Joyce has a new car. The concession department has a new semi-trailer truck. Karlo has replaced Jack Klippel for the candy pitch.

Sam T. Polack, Nat Lewis, Bill Kay, Jack Joyce and Harold Voise were made honorary members of the Shrine Temple at Butte. Harriet Lewis has her daughter, Courtney, on for a visit. Bill Naylor keeps Gene Randow and Harold Conn busy with TV and radio appearances. Bob Lorraine's English car is a novelty in these parts.

The show's fishermen are in seventh heaven in this area of mountain trout streams. Visiting Henry Kyes were Mabel Ringling Anderson and her husband and Mr. and Mrs. Frank Panisko.—BOB LORRAINE.

FOR SALE
FRANCINE VOLANTE'S
"LEAP OF DEATH" ACT
Complete with full rigging, platform, breakway secret, etc. For indoor and outdoor use. No curiosity seekers.
Box 642, The Billboard, Chicago, Illinois

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Phonemen, sober and reliable, capable of selling ads in Pennsylvania Elks' State Convention Book. We pay 25% and furnish collectors. This is a BIG ONE. If you know your business you will make big money. Malcolm J. Mollison and Ricky Hamilton, come on. Whole State to cover. Lot of good deals to follow. Keep you working all year round. Wire or phone
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For Minneapolis and other dates to follow. Contact
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WANT MAN
For Seats, also one for Popcorn; Earl Green, answer. Working Men who can drive, assistant Elephant Men.
July 8, Butler; 9, Oil City; 10, Titusville; 11, Corry; all Pennsylvania.

Need Electric Cable?

IMMEDIATE SHIPMENT from warehouse stock of every conceivable type insulated wire and cable, including portable cable for lighting and power use, single and multi-conductor types, outdoor weather-proof wire, telephone wire, etc. Prompt attention to all requests! Write for FREE CATALOG. STANDARD WIRE & CABLE CO., Headquarters for Electric Wire and Cable, 342 Overland Ave., Los Angeles 24, Calif.

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Snare Drummer; union and capable
VICTOR ROBBINS
Clyde Beatty Circus, per route

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Police deal. This deal framed to get money.
L. O. WILLOWS
Chittenden Hotel Columbus, Ohio

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3 experienced Ad Men. North Virginia Fair. Book & Radio. Deal starts July 13.
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HAGEN BROS.' CIRCUS Can Use
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ROGERS BROS.' CIRCUS

Can use Circus Mechanic or Mechanic Helper to help move the fleet. Spartan family, contact Billy Sheets. Curley Booth, contact Bert Petters or come on and join. Knoxville, July 6; Grinnell, 7; Albia, 8; Creston, 9; Atlantic, 10; Clarinda, 11; all Iowa; Fairbury, Nebraska, 12.

HUNT BROS.' CIRCUS

WANTS Main St. Billers who drive. All type Acts for Side Show. Man to run Lunch Stand. Circus Electrician. Workingmen in all departments. Top money, best food, short jumps. Drivers assured of getting on.
H. T. HUNT
Business Manager, as per route.

Del Mar Attendance Nips-and-Tucks '52

10-Day Event Gets Good Weather First Six Days; Comm. Exhibits Show Increase

DEL MAR, Calif., July 4.—Attendance at the 1953 San Diego County Fair during the first six of the 10-day run ending tomorrow (5), was nip and tuck to beat last year's figure. The current date was out in front for the first five days but Wednesday's figures were added to give the period a mark of 119,131, compared to 123,977 for the same period in 1952. Total attendance a year ago was 230,336

and, unofficially, the exposition was aiming at 250,000 this time. In its favor, the fair has good weather to help it pull a closing week-end crowd to chalk up more visitors. However, last year July 4, on a Friday, gave the area a three-day holiday week-end. With Independence Day on a Saturday, fair officials believe that the day has lost some of its punch. In 1952, the fair's record day for that year was July 4 when 35,311 traipsed thru the turnstiles.

Paul T. Mannen, secretary-manager, reported both commercial and other exhibits up from the previous run.

The fair opened Friday (26) with a rodeo in front of the grandstand for the first three days. Stock was supplied by Andy Juaregi of Newhall. Lawrence Welk and his orchestra and entertainers were featured for both the afternoon and evening shows on Monday, with Spade Cooley and his band playing a similar schedule on Tuesday. "Fiestacade," the fair's own name for its grandstand shows, opened Wednesday (1) with Andy and Della Russell headlining. The Carsony Bros. and Trio Bassi opened with the Welk aggregation and played thru tonight (4). Opening Wednesday with the Russells were Chuck Baker and his orchestra, Dwight Moore's Mongrel Revue, Tulare Lee, and the Morro Landis Dancers. Tom Hernandez, who has portrayed the fair's Don Diego for seven years, emceed the "Fiestacade" segment. The shows were produced and presented by Newton (Carolina) and Jo Brunson of the Hollywood Theatrical Agency. Stageshows, as were all other events on the grounds, free with the 85 cent gate for adults and 25 cents for children under 12.

Frank W. Babcock's United Shows, managed by Larry Ferris, played the midway.

Concession Survey
The fair followed thru on its concession survey started last year and again it was directed by Dick Washburne. A daily check was made of the stands on the independent midway with a report being filed as to cleanliness, service and the daily take. Reports are signed by the concessionaire. Washburne ex-

(Continued on page 55)

Alexandria, Va., Skeds Labor Day Week Exposition

ALEXANDRIA, Va., July 4.—Offices have been opened here for the Northern Virginia Fair and Industrial Exposition, which is to have its maiden run beginning Labor Day and continuing six days.

Sponsored by the Mount Vernon Lions Club and the Penn-Daw Volunteer Fire Department, the event is to be held at the Hyble Valley Airport, a 240-acre site on the Richmond Highway in the southern part of the city.

Paul M. Mayer, former general sales manager of the Pepsi-Cola Company, Washington, is president-general manager of the fair, with Russ Nuckols, local business man, vice-president, and Ernest S. Corso, president of the Virginia Agency, in charge of press and advertising.

Midway contract has been closed with the Metropolitan Shows and other attractions now are being lined up. Army engineers have indicated that they will have a huge exhibit and a daily special event. Steve Rose, Washington radio commentator, is set to present periodic broadcasts from the grounds.

Five large tents will be used to house industrial and livestock exhibits. Nightly giveaways of electrical appliances are planned.

Fair Dates

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The Billboard Pub. Co.
The following corrections and additions to the list of Fair Dates were received during the week ended July 3.
The complete list of Fair Dates was published in the issue dated June 27. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2180 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

Colorado
Buena Vista—Upper Ark. Valley Fair. Aug. 8-9. Francis Nachtrieb.

Georgia
Hawkinsville—Pulaski Co. Fair Assn. Oct. 26-31. Roger H. Lawson.

Iowa
Afton—Union Co. Fair. Aug. 13-15. Leo Kaster.

Missouri
Trenton—North Central Mo. Fair. Aug. 16-21. Leland McMullen.

North Carolina
Asheville—Asheville Fair. Sept. 28-Oct. 3. Joe McKennon.

North Dakota
Lakota—Nelson Co. Fair Assn. Oct. 1-3. John Coles.

Oregon
Fossil—Wheeler Co. Fair. Sept. 11-13. L. J. Marks.

Tennessee
Winchester—Franklin Co. Fair. Sept. 3-5. Hoskins A. Shadow.

CANADA
Ontario
Araprior—Araprior Agri. Soc. Sept. 1-3. Atwood—Atwood Agri. Soc. Oct. 5-9. Coldwater—Coldwater Agri. Soc. Sept. 14-15.
Dryden—Dryden Agri. Soc. Aug. 26-27.
Elmvale—Elmvale Agri. Soc. Sept. 21-23.
Hearst—Hearst Agri. Soc. Sept. 1-3.
Kenora—Kenora Agri. Soc. Aug. 21-22.
Meaford—Meaford Agri. Soc. Oct. 2-3.
Middleville—Middleville Agri. Soc. Sept. 17-19.
Napanee—Napanee Agri. Soc. Sept. 7-9.
Norwich—Norwich Agri. Soc. Sept. 29-30.
Odessa—Odessa Agri. Soc. Sept. 15-16.
Rainy River—Rainy River Agri. Soc. Aug. 13-15.
Shedden—Shedden Agri. Soc. Sept. 22-23.
Vankleek Hill—Vankleek Hill Agri. Soc. Sept. 17-19.
Warkworth—Warkworth Agri. Soc. Sept. 24-25.
Wellesley—Wellesley Agri. Soc. Sept. 15-16.
Wlarton—Wlarton Agri. Soc. Sept. 17-18.

Saskatchewan
Bengough—Bengough Agri. Soc. Oct. 8-9. Mrs. T. J. Reinke.

Harrington To Feature H. S. Bands

HARRINGTON, Del. July 4.—The Kent and Sussex County Fair, opening here July 27, will feature a band concert by a high school band for each of the fair's six nights. The bands will be selected by the State Department of Public Instruction, Music Division.

The fair management announced the following schedule of activities for the fair, with exhibits being accepted Monday (27) for all departments. Tuesday (28) will be Children's Day, with all school children admitted free.

Wednesday (29) will feature horse racing and a livestock show. Thursday (30) will be Governor's Day, with the traditional firemen's parade set for Friday (31), beginning at 4:30 p.m. Firemen will vie for \$900 in prize money. Saturday (1) will feature auto racing.

ESE Adding Sheep Barn

WEST SPRINGFIELD, Mass., July 4.—Since a 1936 flood swept away several livestock barns, fair officials of the Eastern States Exposition have been housing animals, such as prize sheep, in the racing stables.

The steadily increasing size of the sheep show, however, has necessitated the construction of a special barn. The barn, which will be ready for the up-coming run of the fair, September 20-27, will have a capacity of 500 sheep, 200 over the number that formerly were housed in the racing stables.

Exposition officials anticipate the new building will satisfy any needs for expansion within the next 10 years. Sides have been omitted on the barn to provide adequate ventilation for the sheep since the animals arrive at the fair with a full coat of wool.

SPLIT BILL PULLS 'EM

Del Mar's 3,000-Cap. Stand Packed At All Performances

DEL MAR, Calif., July 4.—With the center of its population draw 22 miles away, the San Diego County Fair, which closes its annual 10-day run tomorrow (5), divided its grandstand shows into three segments to attract new and repeat business. Only two acts, the Trio Bassi and the Carsony Brothers, played the entire week. Lawrence Welk opened the stage shows Monday, with Spade Cooley on Tuesday, and Andy and Della Russell starring Wednesday (1) as the headliners. These attractions followed a rodeo which played the field the first three days.

The policy, inaugurated by Paul T. Mannen, secretary-manager, proved sound when fairgoers packed the 3,000 seat grandstand to overflowing at each performance. The annual charges 85 cents for adults and 25 cents for kids, under 12, at the front gate with all attractions, excepting

those on the carnival lot, covered by this tariff.

Tom Hernandez, who portrays Don Diego, symbol of the fair, opened each of the shows with a brief welcome and the introduction of Dorothy Wantke, who was chosen "Fairest of the Fair."

Welk opened the stagershow presentations with a fast 70-minute show with a group of 17 bandmen. Hot as a pistol on Los Angeles television and riding the crest of record and ballroom popularity, he was on second base when he started. His reception was magnanimous and he backed up his presentation with a fast and well-paced performance.

Welk hit into the show with a fast tempoed "Two Guitars" with plenty of pizzicato and a five sax ride. Alice Lon, leading contender for selection as the new "Champagne Lady," socked with "Deed I Do" against a well-rounded background and "Baby Face," aided by the male vocal foursome. Barney Lidell's top tram work adds to the turn.

The leader's accordion pleases muchly with a group of oldies, including "Stumbling" and "Tea for Two," working to a fast end on "At the Darktown Strutters' Ball."

Personable Gene Pursell won applause with his Irish tenoring of "Where Is Your Heart?" and "Peg o' My Heart."

The Trio Bassi, two guys and a gal, take over for their expert foot juggling. A boy and gal team work cylinders with the second guy taking over for globes and hand juggling while foot balancing. Trio works with a smoothness never before seen on this stage and the turn comes to a fast conclusion with one of the guys kicking around a bed, the gal a table top and the second guy a good sized table.

The program returns to Welk's group with basso profundo Larry Hooper doing his fame-maker "Oh, Happy Day." He follows with a late recording of "Minnie the Mermaid." Turn and encore made him beg off.

"I Ain't Gonna Take It Settin' Down" was Rocky Rockwell's vocal. The lyrics are clean, clever and conclusive. Excellent for this audience as was proved by the miffing. Rockwell, trumpet man, is joined by another from that section, Norman Bailey, for novelty tooting. Rockwell is joined by Hooper for a bit of nonsense, "I'm Cuckoo Over You," with the trumpet man cuckooing from under a "clock" set over his head. Bob Lido's violin work on "Ruby" and his vocal, "Your Cheatin' Heart," boosted the Welk stock in this area.

The Carsony Brothers open their balancing work with Carl Carsony doing a one-finger stand on a champagne bottle. Follows with head stand on the bottom of a champagne bottle top-to-top on another. The main tricks are interspersed with balancing his twin brothers. With a brother wrapped around his body, Carl Carsony does a single cane stand, supporting a combined weight of 325 lbs. The trio does single cane stands for the finale. Act is good for a show stop anytime.

Accordionist Myron Floren and Welk offer fast tempoed tunes with Clyde Rogers coming on for a neat bit of balladeering. A round of polkas ended the show. Spade Cooley, whose television and ballroom popularity is also in the top bracket, offered a show pleasing to the teen-agers as well as the oldsters. Using 12 men, he hit out on his own composition, "Florida," with Brodie Shroff taking the muted trumpet feature spot. Dorene Dare, a petite vocalist, does a couple of fast folk tunes to win. Cooley's fiddle is prominent thruout her tunes.

Noel Boggs, electric guitarist, has his supporting spots as well as his solo, both assignments done to perfection. The Trio Bassi follows.

Trombonist Phil Gray does a creditable job warbling "Where Is Your Heart?" but better on the fast "Sittin' on Top of the World." Johnny Smith and his hot clarinet on "12th Street Rag" is excellent and his combined

(Continued on page 55)

Troy Hills Event Adopts New Name

TROY HILLS, N. J., July 4.—Officials of the Morris County Fair Association announced this week that the annual's new name will be the North Jersey Agricultural and Industrial Exposition.

Many revisions of the plant have been scheduled, the major one being the relocation of the midway. At the right of the front entrance, the space formerly devoted to rides and concessions will be utilized for commercial and educational exhibits. The midway, with its rides, concessions and refreshment facilities, will be moved to the far end of the entrance plaza behind the exhibit hall.

Various youth organizations, which have been located at the left of the front entrance with their exhibits, will be replaced by an automobile show and agricultural and flower shows.

A horse show has been scheduled for two closing nights of the fair, Friday and Saturday, August 21-22.

Set Up Annual For Asheville

ASHEVILLE, N. C., July 4.—Asheville, N. C., July 4.—Asheville is to have a new fair this year, arrangements having been made by recently organized October Fair, Inc., to stage a Buncombe County Fair, September 28-October 3. The association is composed of 200 farmers and businessmen of the county.

Elected recently were Joe McKennon, president; Charles Brooks, Ralph Bell and Hal Weir, vice-presidents; Morris McGough, secretary; W. Riley Palmer, assistant secretary, and R. A. Crowell, treasurer. Named to the board were Crowell, Louise Maney, McKennon, Carl Gibbs, C. E. Dockery and Bell. Also appointed is an executive committee composed of Ellis D. Fysal, Mrs. Daintry G. Allison, Carl Gibbs and J. A. Duckett.

The fair will be held as a homecoming event for former county residents and commemorate the October 3 birthdate of Thomas Wolfe, the noted author.

McKennon is a former well-known showman, having worked with a number of circuses and carnivals. He also had out his own repertoire show for a number of seasons, and in 1948 bought the Harley Sadler rep show.

A judging ring, in the center of the barn, with bleacher seating to handle 200 spectators around the ring, has been provided.

NEW EMPHASIS

Newport Maps Model Public Service Run

NEWPORT, Tenn., July 4.—At the request of the Association of Tennessee Fairs, officials of Cocke County Fair here, September 21-26, will attempt to make the annual a model fair, according to President Charles Shipley and Jack Vinson, secretary.

With emphasis on making fairs more educational, much planning has been devoted to the program, and premiums have been increased in every department. Plans call for payments in 11 breeds of cattle, as well as for many other types of exhibits, so that every citizen of the county will have an opportunity to exhibit.

A major exhibition feature will be "Dairyland," a display by several groups and commercial concerns telling the complete story of the dairy industry. All types of schools will exhibit on the theme of community and school relations. A combined automobile and style show is expected to attract wide interest. In addition, home exhibits will be displayed in home show windows. Opening night will offer a parade called "Preview of the Fair," in which the queen of the fair and other guests will be presented.

The James H. Drew Shows will be on the midway, and for added entertainment there will be dog, baby and horse shows, as well as grandstand attractions and a folk festival.

Expansion of fair facilities calls for a new pavilion for cattle and grandstand shows, an "upstairs" in the present cattle barn and a building to house food concessions. These additions will bring total fair buildings to eight on the large, well-lighted grounds which includes a hillside stadium seating 1,500, enclosed horse show ring and ample parking space.

Bob Crosby Set To Top Du Quoin Night Program

DU QUOIN, Ill., July 4.—Bob Crosby has been packed to head the night grandstand show at the Du Quoin State Fair here for seven nights. Crosby has been set for August 31 thru September 6. Fair opens August 30 and closes Labor Day, September 7. A different revue will be in for the closing night.

Ebensburg Stand Burns, But Execs Push Plans

EBENSBURG, Pa., July 4.—Altho the grandstand on the grounds of Cambria County Fair and Industrial Exposition here burned to the ground Saturday (27), officials are going ahead with plans for the 1953 annual, September 7-12. J. A. Wilkinson, association president, said this week.

Split Bill Pulls 'Em In

Continued from page 54

clarinet-saxophone work novelty enough to win a beg-off hand.

Pretty Anita Aros does a superb violin job to well justify an encore for a symphonic arrangement of "The St. Louis Blues." With Cooley on fiddle, and Boggs on electric guitar, Miss Aros shows her versatility by expertly handling a hoedown. Wally Ruth, without the feminine decor, offers a bit of his Lotta Chatter characterization. Material was brief and snappy. Janice Dillon, a recent acquisition, does well on "Deed I Do" and "It's Wonderful."

Cooley proved himself a superb showman when the performance was stopped for the mopping of the dew from the stage. Striking up "In the Mood," Cooley clowns it up. Giving his fiddle to the cleaning man, he takes over the mop. Beverly Hudson proves herself a good comedienne with the mugging and vocalizing of a couple of oldies. The Carsonys follow. It's an all on for the finish.

The four-day segment opening Wednesday (1) is called "Fiesta-cade." It is the variety type presentation. Tom Hernandez, who is Don Diego, the symbol of the fair, emceed but leaves much to be desired. His announcements are repetitious and cold.

Chuck Baker's orchestra worked hard to do a good job but the result was one that needed more rehearsing. The Morro

Landis Dancers (8) were on for a Gay Nineties number. The costumes are excellent.

Dwight Moore's Mongrel Revue is fast and snappy. The dogs work with enthusiasm and the tricks are difficult. Moore works in a college sweater. The Trio Bassi does its usual good work. And the Landis Dancers are back for a well-decked rumba routine.

Tulare Lee ushers in her act by calling for help from the audience and is assisted by George. It is a comedy balancing turn that continues to build from the outset and moves along at a fast clip to a sock finish. The Carsony Brothers, in their usual good form, follow.

Andy Russell took over for vocalizing some of the tunes associated with him and including "Besame Mucho." This work won a hand. He is joined by his most attractive wife, Della, and together they offer special material. They have top material and it is presented in an expert fashion. But here, it is possible, that it was too sophisticated. The act is designed for intimate spots—of which a fair is not one. The Morro Landis Dancers on for the finale.

The shows were produced and presented for the third year by Newton (Carolina) and Jo Brunson of the Hollywood Theatrical Agency in Hollywood. —SAM ABBOTT

Anderson, Ind., Fair Gate Holds To '52 Level

ANDERSON, Ind., July 4.—Rain washed out the harness race program Wednesday night (1) but attendance at the Anderson Free Fair thru this morning, the final day of the six-day fair, was about even with '52.

All factories in the city shuttered Friday (3) to give the fair a big day. A kids' day, originally skedded for Wednesday but rained out, was re-skedded for Friday and that, too, boosted the day's turnout.

Midway receipts are away off from last year, Secretary Bill Hutton said. He pointed out that the Royal Crown Shows, in on the midway, lack the earning power of previous shows here, and that the smaller number of rides would account for a drop-off in midway receipts of "a good 20 per cent."

Night Show

A night fair, the event offers no afternoon grandstand attractions excepting today. In for the matinee today were motorcycle races, staged by the Anderson Motorcycle Club, with Jack Kochman's thrill show as the closing night grandstand lure.

Harness horse races were staged Tuesday, Thursday and Friday nights. Entries were unusually large, according to Hutton, who pointed out that actually they were too large for half-mile track competition.

Jinx Hoagland's Circus and Hippodrome was the opening night attraction, Monday (29) and gave a performance that delighted patrons to such an extent that the fair has already decided to bring it back next year. The grandstand crowd Monday night, traditionally a light night attendance-wise, was light and Hutton said that the fair had not publicized the attraction sufficiently.

Fire Destroys Eensburg Stand But Fair Will Run

EBENSBURG, Pa., July 4.—Fire leveled the grandstand at the Eensburg Fair here early Sunday (28) but the fair will be held as scheduled this year, officials announced.

The fire, which did damage estimated at \$200,000 by local firemen, started about two hours after 2,500 had left the grounds after witnessing stock car races. By the time firemen arrived five minutes later, the structure was enveloped in flames.

Firemen could do nothing to halt the grandstand blaze but drenched other fairgrounds buildings and prevented a spread of the fire.

Fair officials reported that less than \$5,000 worth of insurance was carried on the grandstand. Besides the stand, which seated about 3,000, stored bleachers, equipment, supplies, etc., were lost.

SAN FRANCISCO WORLD'S FAIR PLAN GETS PUSH

SAN FRANCISCO, July 4.—The finance committee of the Board of Supervisors has approved a resolution calling for a citizens' committee to arrange a fitting celebration of the 100th anniversary of the city's incorporation. The measure was introduced by George Christopher, supervisor, who hopes to see the celebration result in a World's Fair in 1956.

Christopher said the fair might be staged on 750 acres of reclaimed tidelands. The fair idea has the endorsement of the San Francisco Hotel Association and the executive council of the American Federation of Labor.



JUDY CANOVA

Exclusive Management FOR PERSONAL APPEARANCES.

WILLIAM H. KING

Del Mar Business Nip 'n' Tuck

Continued from page 54

plained that the figures are being compiled to ascertain the importance of certain locations in order that a more equitable charge for space may be made.

Publicity coverage this year exceeded previous pre-fair campaigns with the Los Angeles dailies, 130 miles to the north, giving generously of space for editorial and pictures. Eddie

Read and Walter Dauchy, who have headed the department since 1947, were in charge with Jim Richmond assisting.

The selection of the queen, Fairest of the Fair, was held this year with the Junior Women's Clubs sponsoring the contest in the various communities. The competition got underway late in March with the Fairest being named and crowned at a big Coronation Dinner May 23. Moving ahead of the final selection gave ample time for the planting of pictures and stories in the county's weeklies and the region's dailies. William Arbella, of the promotion department, handled much of the preliminary work.

Mannen continued his policy of offering community events with seven stages featuring amateur talent. Jack Shafton, of Shafton's Puppets, emceed the shows on the main stage near the new and modern administration building. A horse show was held each afternoon thruout the entire run.

A fireworks display, presented by Pat Lizza, of the Golden State Fireworks Manufacturing Company in Saugus, marked the July 4 holiday. Joe Chitwood's Auto Daredevils will wind up the exposition's run tomorrow with two performances in front of the grandstand.

N. Webster Event Attracts 50,000

NORTH WEBSTER, Ind., July 4.—From the opening Mermaid Ball Saturday, June 20, to final coronation of the Queen Saturday (27) an estimated 50,000 persons witnessed the series of events at the Mermaid Festival here.

To plan, promote and stage the event, the North Webster Lions Club, sponsor of the annual, received support of neighboring Lions clubs, American Legion posts, schools, Chambers of Commerce, clubs, sororities, business firms, the press, radio, resort owners, band directors, amateur show contestants, tractor pulling contestants, basketball teams, photographers, parade judges, amateur show contestants, Queen of the Lakes contestants and public officials. Purpose of the event is to promote and dramatize recreation facilities of the Indiana lake region.

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WANT for August 21 and 22 at ARMSTRONG COUNTY FREE FAIR Small Rodeo or Circus Unit with Western Acts to work as Grandstand Attraction. We have already signed Carnival, "Thrill Show" and High Acts for first part of the week. Address all replies to D. H. LONG, Sec., Armstrongs Raceway 104 Northern Ave., Kittanning, Pa. P.S.: Any attraction wishing to play this fairground or Raceway at any time, contact the above Secretary. This is a good spot to break your jump east and west through Pennsylvania.

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49-YEAR TEST FOR PLARR RECIPE

Blend of Old and New Provides Nifty Crowd-Pleasing Formula

By FRANK LUPPINO JR.

ALLENTOWN, Pa., July 4. — Talk about duck raising, grist mills operating on water power, wheat threshing, apple butter making, oxen roasting over open spits and 50 deer roaming over acres of land, and it sounds like the days of yore. Yet all these things are currently taking place on the outskirts of this city of 110,000.

These varied activities, altho seemingly far removed from any facet of the amusement industry, are part and parcel of Dorney Park, an amusement park only 10 minutes away from the heart of

this city. The park, headed by Robert L. Plarr, is now in its 69th year of continuous operation and has been under his direction for 49 of the 69 years of its existence.

The park's setting, in a valley between the rolling hills of the Pennsylvania Dutch countryside, is further enhanced by the stream which meanders thru the park and provides a home for thousands of Pekin ducks as well as power for two grist mills that are still profitably operating.

Good Food

The ducks, fresh from their near-by home on the stream, are available to tempt the gourmet's palate in the dining room of the park's hotel. Dining at the hotel is in itself a strong attraction to bring visitors to the park, for varied and tastefully prepared selections listed on the menu are prepared from prized Pennsylvania Dutch recipes of the area.

But for those who do not wish to avail themselves of food at the hotel dining room or at the numerous food and refreshment facilities in the park, ample provision has been made by Plarr for picnics in the four groves provided by the park.

To facilitate the booking of picnic groups, whether large or small, and also to enable the small fry to locate accurately their source of parental guidance when they return after straying to ogle the many rides and attractions in the park, Plarr has set up a system to prevent confusion. Each grove is identified by a color—orange, blue, green and silver. All the tables, benches and buildings in each grove bear the identifying color. Even subsections are provided in each grove so that smaller groups may be assured of reaching the particular accommodations that have been reserved for their use.

Cover Provided

But Plarr doesn't stop at providing out-of-doors cooking and eating facilities. Knowing full well what happens to picnickers when summer thundershowers materialize, he has provided shelter buildings, 70 feet by 195 feet, in the event of inclement weather. These buildings, complete with tables and benches, also have a stage for the use of the picnicking groups in staging their own impromptu entertainment. Plarr even provides a public address system in each of the buildings for use by the groups.

Over \$30,000 has been invested in rest-room facilities, newly opened this season. Modern stone-faced buildings have been built to house the rest rooms and are fronted by landscaped lawns, shrubbery and blacktop walks with natural stone walls.

In addition to the sound system and speakers found in most parks to provide music and announcements to funseekers, Plarr has gone them one better thru the installation of a \$30,000 electronic carillon system. In addition to frequent broadcasts of the bell music by means of automatically operated music-roll-type belts, Plarr also permits qualified visitors to operate the system via the keyboard located in the administration building. An illuminated 90-foot tower houses special speakers which permit the projection of the sound for seven miles.

Drops Bands, Acts

For the current season Plarr has dropped name bands and free acts. He does, however, participate in a talent search with the National Broadcasting Company, wherein local talent takes part in elimination contests staged at the park. In lieu of free acts, Plarr has substituted free corn games. These are run on Sunday, both afternoons and evenings, in the park's outdoor theater, which

seats over 3,000 persons.

Midget and stock car races are also held at the park. A one-fifth mile track is used for racing purposes, and stock car races are currently being held every Wednesday and Saturday night. Ample parking facilities are provided at the park for 5,000 cars. A newly constructed terraced parking lot accommodates 1,000 cars, and additional parking space is to be provided in the future.

The stream which runs thru the park and a lake are used for boating and provide a scenic setting for the park's miniature train which winds along the water at frequent intervals. A spring-fed pool also provides bathing facilities for 2,500 swimmers at the park.

Covered Kiddieland

A six-ride kiddie section, back-dropped by an extensive acreage devoted to farming, provides a strong attraction to the moppet set. The rides are housed in a roofed-over building 165 feet in length. Some 200 gayly painted 4-6 foot wooden soldiers decorate the fence surrounding the kid-ride area which is also heavily decorated with nursery rhyme scenes.

Over 50 deer roam a special preserve in the park. Visitors are permitted to pet and feed the tame animals, which are a strong attraction for adults as well as children.

The park receives much national publicity, especially from its Pennsylvania Dutch festivities such as the apple butter making. This event is annually held on Labor Day, and the open-air preparation of the apple butter is done in large kettles by Pennsylvania Dutch women in authentic costume. The park leans heavily toward food extravaganzas. For large employee picnics as many as 100 chopped-beef sandwiches can be prepared at one time over large charcoal fires. Salads, baked beans and other dishes are also available at the park to provide the visiting groups with complete meal service.

The park also sports a famous building known as Castle Garden. It is used for dancing, skating and for large banquets. This building is available the year round for special events.

Many Ride Units

In addition to the pool, lake and race track, the park has a long list of rides. Among them are Rocket Ship, Coaster, Skooter, Miniature Train, Whip, Merry-Go-Round, Devil's Cave, Midget Auto Cars, Scooter Boats, Pony Ride, Mill Chute, Flying Scooter and Cuddle-Up. For the children, the kiddieland boasts a Ferris Wheel, Pony Cars, Rocket Ship, Scooter Boats, Automobiles and a Toonerville Trolley. The usual concession and refreshment stands are strategically located thruout the park's expansive acreage.

Plarr, altho capably assisted by a large staff, takes a very active part in the direction of the park and its activities. He is also one to personally ascertain that visitors are always accorded genuine and hospitable treatment. He is aided in his chores by Margaret P. Lehr, secretary-treasurer of the park.

Plarr, president and general manager of the funspot, leans heavily on the use of highway signs to advertise his park. A map of the area reposes in his office and is marked with colored pins marking the location of the 200-odd reflector-type signs that advertise the park. Don and Sam Miller, co-publishers of the Call-Chronicle Newspapers in Allentown, annually publish a special section of their papers devoted to the park. Their circulation of 83,000 well blankets the area, and the special section does much to promote the park.

Plarr is also active in the activities of the National Association of Amusement Parks, Pools and Beaches and is currently serving as a member of its insurance committee. He is a frequent visitor to other funspots of the country and is constantly seeking new rides, attractions and innovations to present to the visitors to his 40-acre park.

N. E. MEET SET FOR JULY 28 AT COMPOUNCE

BRISTOL, Conn., July 4. —The annual summer meeting of the New England Association of Amusement Parks and Beaches will be held at Lake Compounce here, Tuesday, July 28. As in the past, the emphasis will be on informality. A luncheon and dinner will be scheduled. Other features will be announced shortly by the association and Julian Norton, Compounce operator and host.

DIAPERS, TOO

Kiddie Comfort Station Opens At Kennywood

PITTSBURGH, July 4. — A highly decorated kiddie comfort station, with small size toilet facilities and even diaper service, has been put into operation at Kennywood Park here this season.

The round building's decorations include neon and spot lights. A large mother goose figure on the roof turns counterclockwise while a line of story book characters revolves the opposite direction. Only children are to use the facilities, but mothers are permitted to enter the building with youngsters.

Special room for babies is serviced by the Tiny Tot Diaper Service. Tables are available for changing diapers. Scales, bottle warmers and baby food sterilizers are at hand. Other supplies include oil, cotton, powder and pins, provided by an attendant. New diapers are sold for 25 cents and other services are free, according to Carl Hughes, park press man.

Also new in Kennywood's big Kiddieland section this year are a Kiddie Handcar ride and Kiddie Boats. New Rodeo ride carries both adults and children. All of the Kiddieland has been revamped, with a new front of toy soldier figures.

LaRosa Packs 'Em in 2 Nights At Hampton

HAMPTON BEACH, N. H., July 4. —Julius LaRosa drew 8,000 persons to the Hampton Beach Casino in his appearances there Friday and Saturday nights (28-29). Admission of Friday was \$1.50, on Saturday \$1.80, tax included.

John Dineen, Casino operator, termed the Friday night turnout of 2,800 surprising in view of the two-day engagement. The crowd on Saturday numbered 5,200.

The co-operation of arena disk jockeys, plus plugs by LaRosa on his radio and video segs, helped sell the date.

Contest Hypes Jantzen Trade

PORTLAND, Ore., July 4. — Jantzen Beach Park pulled heavy kiddie trade with a month-long drive that ended this week. Campaign was tied to a collection of shoes for needy Koreans.

Park Manager Erle G. Swanson said that the increased children's trade partly offset the affects of poor weather. Kids competed for bicycle prizes, with awards going to those who brought in the most shoes. Shoes entitled a contestant to a free ride. Drive netted 2,300 pairs, with the winner kicking in 500 pairs. Deal was tied in wit' the American Friends Service Committee.

Free Acts Set Thru Labor Day At Cedar Point

CEDAR POINT, O., July 4. —With the engagement of the Flying Valentines now over, E. S. Starr, park manager at Cedar Point on Lake Erie, has announced booking of other free acts between July 20 and Labor Day, the closing date. One week, August 3-9, remains to be signed, with Poodles Hannaford's riding act under consideration. Finding a spot with enough solid ground for horses is proving a problem, as the resort is built mostly on sand between the lake and Sandusky Bay.

Los Aeros, high novelty airplane act is due July 20-26, followed by the LaBlonde Trio, comedy bars, July 27-August 2. The Sensational Albon, sway pole, is due August 10-16, while Kirk Adams' dogs and ponies are slated for August 17-23.

The Sensational MacDonald, high dive, is set for August 26-30, with Willie Lamberty winding up the season with his high wire act, September 1-7.

Free acts are staged at the rear of the coliseum and near the midway, with adequate room for thousands of viewers. The Flying Valentines drew well during their stay, especially over the weekend.

Ride, Gallery Added

Leonard Jefferson, who operates a miniature steam train at the edge of Sandusky, purchased a Little Dipper ride and truck and set it up at Cedar Point this week.

With youths in the area in mind, Teddy Goeltz has opened a sling shot gallery next to his basketball concession on the resort midway. Stand is about 25 feet deep and 20 wide. He installed 20 metal birds on wires at the back. Players get several small rubber balls to fire with metal sling shots.

FUNSTERS

Atlanta Ops Organize Social Club

ATLANTA, July 4. —The concessionaires of Fun City, Lakewood Park, met here last week to organize a group which would foster better relationships and understanding in their ranks and assist in the improvement of business at the park thru constructive suggestions and ideas to the park management.

The social club has been named "The Funsters." Tom Blackwell was named president of the group, Oscar Mills, vice-president; Madeline Feldman, secretary-treasurer, and Mrs. Morris Hankins, entertainment committee chairman.

Following the organization meeting, a later conclave was held at the Mayfair Club here, at which time Mike Benton, president and general manager of the park, spoke to the members of the new group and expressed his hearty enthusiasm of the organizational move.

Elitch Theater Opens

DENVER, July 4. —The 62d consecutive Elitch Gardens Summer Stock theater season opened with Haila Stoddard in "Affairs of State." At Elitch Patio Ballroom, Eddie Howard, recovering from a nervous collapse and still under a doctor's care, is fronting his band for record-breaking crowds.

MIKE BOSCO WANTS P. C. AGENTS

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Novelty Sales At Del Mar Up To Expectations

DEL MAR, Calif., July 4.—Sale of novelties on both the independent and carnival midways at the San Diego County Fair was up to expectations, Alex Freedman of Freedman Concessions in Los Angeles, said. He had the novelties fence-to-fence here for the first time this year.

Last year Freedman had the novelties on the carnival midway only, the privilege going along with his agreement with Crafts 20 Big Shows. This year he was successful bidder for the independent with the boundary-to-boundary deal being in effect because of his agreement with Frank W. Babcock's United Shows on the midway. On the show midway Freedman also had the monogrammed hats.

Biz Satisfactory

Freedman said that he had no figures with which to compare his sales. However, on the basis of his estimate, business was satisfactory. Big item was the Fido Dogs, an import; plush monkeys, and pirate flags. He had seven novelty stands on the independent and one on the carnival midway. He had one hat stand on the show lot.

This concessionaire who confines his dates to California and the Arizona State Fair, will make a Utah spot for the first time. He is booked for the novelties at the Pioneer Days celebration in Ogden for eight days, starting July 18.

Monogrammed hats were handled on the independent midway by Dottie and Newt Stone. Harry Flax, who booked thru the fair office, pitched Hum-a-Tunes and Dave Fine had the scales.



MARIANNE VERNON, daughter of Mr. and Mrs. C. A. Vernon, owners of the United Exposition Shows, has been named by that organization to represent it in the Miss Outdoor Show Business contest sponsored by the Showmen's League of America.

Del Mar Yields Okay Biz First Four Days

Frank Babcock's United Shows Uses 20 Rides, 4 Shows, 55 Concessions

DES MAR, Calif., July 4.—Business for the Frank W. Babcock United Shows, playing the San Diego County Fair here for the first time under that title, was satisfactory, Larry Ferris, manager, said. Take thru Monday (29), fourth of 10-day run, exceeded the same period in 1951 when Ferris played the date last with his Ferris Greater Shows.

Frank W. Babcock, owner, declared that the top ride on the midway was the Ferris Wheel, located near the entrance at the west end of the fairgrounds. A

PERSONNEL INVESTS 30G IN TRAILERS

Fine Management, Weather Breaks Aid Coleman to Pile Up Winnings

By JIM McHUGH

KINGSTON, N. Y., July 4.—More than \$30,000 worth of new house trailers, many in the 35-foot category, have been bought this season by persons with the Coleman Bros.' Shows. The concessionaires are all holding more money than they had a year ago at this time and few, if any, are beholden financially to the office. The back end, heavily on the nut when the show exited its winter quarters at Middletown, Conn., just a couple of months ago, owes the office no more than a meager fistful of money.

The season to date has been very good, and the prospects are even better. Owner Dick Coleman is of the opinion that it will

take some awful bad breaks in the weather for the show to blank out on the season. The best dates, including fairs, lie ahead, of course, and the personnel is looking to bonanza business once they get to the annuals, all signs pointing that way.

The show remained in its home State of Connecticut until a week ago. The big interest and spending of crowds in that highly-industrialized area were big from start to finish and, perhaps even more important, the show was extremely fortunate in getting good weather. The show will remain in New York until the completion of its early fair dates, which include a Labor Day stand at Fonda.

Family Management

Factors in the continuing success of the Coleman Bros.' Shows includes Dick's 35 years of owner-manager experience and the helpful assistance of two partner sons, and the wives of all. In a sense, it would take twice as many tough breaks to seriously hamper the Coleman Shows as it would most other carnival organizations, because the operational nut faced by the former has been set at an absolute minimum.

Dick is the boss, the mastermind of the entire operation. He does his own booking and handshaking, thus eliminating the luxury and expense of two agents in the higher-priced category. He performs another important job in laying out the lot.

Dick's sons are equally helpful. One will take a crew out on Tuesday after set-up and when the show is operating smoothly, and bill a town to be played in two weeks. One will lead the advance to the next town and lot to supervise the spotting and setting up of equipment, while the other will remain to see that the exodus is carried on without a hitch. Both are schooled in every phase of the mechanical end of the business, and a shortage of help or other problems does not faze them.

Women Handle Office

The office is also family operated, thus eliminating another costly personnel factor. As a result, the shows' winnings can pretty much revert to the family. If times are bad, they can rough it out longer with an unlikely slackening in enthusiasm and interest.

Dick maintains that the success of an area carnival operation must lie in its reputation. He has been playing virtually the same territory for most of the 35 years that he has been touring a show. As might be expected, he knows his territory and the key people in it. As a result, his operation is unusually smooth.

He has his finger on the pulse at this date. The first part of the week ran slow, as expected, but,

Dick says, the final days and the holiday play today in particular, will be very good. Two fireworks displays, last night and tonight on plots adjacent to the show grounds, will stimulate activity, especially since they are fired as soon as it gets dark.

Uses Free Act

The Coleman organization is one of the few that uses a free act regularly thruout the still date season. Featured this year is Mike Keith, booked thru the Al Martin agency, Boston,—a twin-tower high act which culminates with the two partners working together on a single sway pole extending from the top of the apparatus.

Equipment-wise, Coleman is in excellent shape, having recently added an Allan Herschell Kiddie Water Boat ride. The show is clean and neat looking both because of good maintenance and the dry weather encountered.

Unlike most other Eastern organizations, Dick reports that his show hasn't lost a single day to rain. At times it was close, with heavy rains hitting after 11 p.m.

Babcock, Crafts To Merge Units At Sacramento

DEL MAR, Calif., July 4.—The Frank W. Babcock United Shows and Crafts 20 Big Shows will be combined to play the California State Fair in Sacramento, starting September 3, Frank W. Babcock, owner of the former organization, said. The contract was let earlier this year with Babcock's unit being the successful bidder.

Babcock said that his organization would put in about 22 rides, including 12 majors. Crafts Shows, owned by Orville N. Crafts of North Hollywood, supplies 20 devices.

Announcement that Crafts would supply rides spiked rumors that Superior Shows, the Wyatt Sheperd - Charles Albright organization, would be the supplementing organization.

Babcock's unit, managed by Larry Ferris, will move from the date at the Orange County Fair in Santa Ana toward Sacramento, playing a still date in-between. Ferris said that he planned to move onto the Sacramento lot early because of the labor situation. The jump from Santa Ana to Sacramento is about 500 miles.

SAYS IT'S CHEAPER

No Diesels for Serfass; He's Fused to Utilities

ALLEGANY, N. Y., July 4.—While many shows smaller than his carry their own Diesel light plants and manufacture their own electricity, Lloyd Serfass, head of the Penn Premier Shows, said that his 53-truck show would not add light units.

Atho the local electrical utility company supplied him with juice at his recent Philadelphia stand, he admitted that the cost was quite high there. Power lines capable of carrying the requirements of his show terminated some 10 blocks away, so the cost of stringing the required lines to his show ran over \$700, in addition to the cost of the electricity

consumed during the week-long stand.

He added, however, that such cases were few and far between, and that power was usually available at lots utilized by his organization. He further went on to amplify his remarks by saying that without a light plant, the show needed no Diesel mechanic-electrician to operate self-contained power equipment. He also pointed out that no electrical plants meant no fuel oil to operate them.

With the savings that would otherwise go to a light plant operator, for fuel oil and overhaul of equipment every several years, not to mention high initial purchase costs, Serfass feels that he can buy electrical power for his show and still come out ahead. He also pointed out that the local power sources in cities where he plays do not break down as frequently as the light plants used by most shows. All show owners, he said, realize full well what happens when a light plant kicks out when the midway is crowded and sections are plunged into darkness. Diesels start roaring and real estate holders start beefing, not to mention the possibility of being unable to place the light plant back into operation immediately if serious trouble materializes.

Serfass has had his transformers revamped during the past winter, so that they are capable of handling the higher voltages the power companies are adopting in many areas, and he said that they are now sufficiently flexible to provide trouble-free service in any locality, regardless of power voltage.

The Penn Premier owner is well acquainted with motors and power, with his knowledge going outside of the outdoor amusement industry. He also owns a 32-foot cruiser in Florida waters, which is powered by two 160-horsepower engines and is capable of skimming at 45 miles per hour.

second wheel, bought Tuesday night from Ritter's United Shows in San Bernardino, was set up Thursday to take care of the combined week-end and July 4 crowds.

The show put 20 rides on the grounds with 10 in the midway area and 10 kiddie rides placed in the Kiddieland, just off the Avenue of Flags. Also featured were four shows, Animal Oddities, Girlie Revue, Monkey Motordrome and two-headed cow. There were 55 concessions.

Ferris said that the installation of a new entrance and exit to the north of the carnival lot aided in bringing early and late crowds into the area. The fair also installed two new and large rest rooms in the area.

The show, in addition to the Ferris wheel, added new 40-foot light towers and its own cook-house, complete with annex.

The stand marked the fifth year for Ferris to play the spot. It was the first time, however, since he became manager for Babcock. Following his annual custom, even last year when the contract was handled by Crafts 20 Big Shows, Ferris personally was host to the moppets of the Crippled Children's Hospital. They were transported in three busses, given free rides and supplied with ice cream.

On Sunday (28) the show hosted 1400 newspaper boys with each receiving four free rides.

A show-within-a-show was staged Thursday night in the girlie revue top with the proceeds being equally distributed to two Los Angeles clubs, Pacific Coast Showmen's Association and Regular Associated Troupers.

Rain Hampers Prell Efforts On Long Island

RIVERHEAD, N. Y., July 4.—Untimely showers on two days cut in on the potential earnings of Prell's Broadway Shows here this week. Owner Sam E. Prell said that the weather breaks had been bad for his organization since the start of the season.

Prell reports business pretty good when clear weather prevails. However, he expressed the opinion that money at times appeared to be somewhat tighter than it was a year ago.

The outlook for fairs is good, Prell said. The show gets an unusually early start this year when it starts its fair route July 27 at Harrington.

A couple of more Long Island stands are on the Prell route-card and these are expected to be good.

N. J. Solons OK Resolution To Amend Bingo Legislation

TRENTON, N. J., July 4.—The New Jersey Legislature has adopted a resolution calling for a constitutional amendment to legalize bingo.

The action was taken in the Assembly, since the Senate endorsed the measure earlier in the week. There was little or no debate on the bingo resolution, which was adopted by a vote of 38 to 5.

Gov. Alfred E. Driscoll now will be asked to sign enabling legislation under which the amendment covering bingo will be placed on the ballot for approval of voters at the November election. Governor Driscoll, however, has long been opposed to legalizing any form of gambling, and there is a possibility that he may not sign the enabling legislation. In that case, legislators warned, the measure will be approved over his veto.

Passed, Withdrawn

Another bill that would have legalized bingo without a constitutional amendment was passed by the Assembly earlier in the week, but was withdrawn with

adoption of the above resolution.

The adopted resolution provides for legislation of not only bingo, but raffles and other minor games of chance when operated by and solely for the benefit of religious, charitable, fraternal, civic and veterans' organizations and volunteer fire companies.

Action on the bingo question was placed on top of the Legislature's agenda in April after the State's 21 county prosecutors had opened an all-out drive to end such games. Their action was prompted by the State Supreme Court decision, March 30, when a Bergen County prosecutor was indicted for his failure to move against syndicate gamblers.

The Department of New Jersey, Veterans of Foreign Wars, and its auxiliary, in a joint meeting at Wildwood, N. J., Thursday (25), voted approval of a constitutional amendment permitting the Legislature to authorize bingo, raffles and other games of chance. The VFW and its auxiliary are holding their 35th annual convention there this week.

Penny Stands Give Hannum Two Big Ones

LEVITOWN, Pa., July 4.—A second big week was being put together here by the Morris Hannum Shows after that org registered some of the best takes of this season last week at the Cahill Field location in Philadelphia.

Last week, all units got well with the crowds big and spending brisk. There is a possibility that this stand might be even better, in view of the location alongside of a huge shopping center which services the new town built here to harbor steel company personnel. There is parking available for several thousand cars adjacent to the show grounds.

Business here started off good, but the peak is naturally looked for with the turnout of holiday crowds today.

DELAWARE COUNTY FAIR

MUNCIE, INDIANA, 7 DAYS AND NIGHTS, SUNDAY, JULY 26, TO SATURDAY, AUGUST 1

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WANT SHOWS, CONCESSIONS

WANT—All kinds Hanky Panks and other legitimate Games, Photos, High Striker, Huckly Buck, Fish Bowl, Glass Pitch, Darts, Basket Ball, Cat Rack, Spill the Milk, Coke Bottles, Fish or Duck Pond, Cigarette Pitch, Hoopla, No X, but not over two of a kind. Also Snow Cones, Popcorn, Floss, Custard, French Fries, Taffy Candy, Jewelry, Age-Weight, Name on Hats, Novelties and Gas Balloons. Can use Pitchmen and Kitchen Gadget Workers.

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 OTHER GOOD CELEBRATIONS TO FOLLOW

STERLING CROWN Shows

CAN PLACE FOR SEASON, WITH FAIRS STARTING IN AUGUST AND RUNNING THRU NOVEMBER, INCLUDING TRI-STATE FAIR AT BRISTOL, VIRGINIA

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Bingo, Frozen Custard, Ice Cream, Ball Games, Duck Ponds, Long Range, Hoop-La, Glass Pitch, Scales and Age, or any Hanky Panks.

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Whitey Weiss can place Count and Peek Store Agents, also Agents for Buckets, Six Cats and Percentage Tables.

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Ten-in-One (George Vogsted, contact), Motordrome, Illusion or any worthwhile Grind Shows not conflicting. Good proposition for live-wire Showmen. Can use capable Help for Monkey and Snake Shows.

RIDE HELP

Ride Men for office-owned Rides. Must drive trucks and be sober. Long season and good treatment.

All reply to **E. L. YOUNG, Mgr. MAYSVILLE, KY.**, this week; then per route.

O. C. Buck-Model Shows, Inc.

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 15 FAIRS—15. ENLARGING FOR OUR FAIR ROUTE

WANT MAN WITH RIDER TO OPERATE MOTORDROME. GOOD PROPOSITION.

Place Unborn, Wild Life, Arcade, Dark Ride, Scale and Age open for balance of season—including all Fairs. Will book Monkey Show or Speedway. Or purchase for Cash. Place Chorus Girls, Ride Help, Come On, Circus Promoter.

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 New Britain, Conn., This Week.

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Want legitimate Concessions of all kinds. All Flat Stores discontinued on this show. Everything open except Cookhouse, Popcorn, Snow Balls and Candy Floss. Good proposition for flashy Bingo and Grab. Want Photos, Hi-Striker, Ball Games, Novelties, Jewelry, Pan Game, Rat Game, Bowling Alley and any Stock Concession. Privilege \$21.00. Want Foremen for Spitfire, Octopus and Chairplane, Second Men on all rides. Top salaries. Lewey Duchene wants Girls for Girl Show. Want experienced man for large Wild Life Show.

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 Mighty Hammontree Midway, Mount Sterling, Ky., this week.

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ROXY'S AMUSEMENT RIDES Want

Ferris Wheel and Chairplane Foremen and reliable, sober Ride Help. Short moves, best working conditions, highest wages. We don't push our help. Drunks do not answer. Tona-wanda, N. Y., Centennial, July 7 to 11.



FOR THE PAST TWO MONTHS H. P. (Punk) Hill, owner-manager of the show bearing his name, has been managing the org the hard way—on crutches. He fractured his leg in six places on a booking trip early in April and now faces two more months on crutches. In a now-typical pose for him, Hill has laid in a supply of fly-swatters and is prepared to sweat out the two months before he is back on his feet.

WEATHER CUES BIZ

Royal Canadian Scores When Given Clear Skies

REGINA, Sask., July 4.—Rain and unsettled weather minimized the money-making of Royal Canadian Shows during a one-week still date here, but fine weather on the final day (27) helped put the gross 25 per cent ahead of last year's weather-whipped stand.

Org. operated by Jerry and Dick Crawshaw, of Vancouver, played Market Square, a small lot close to the heart of the city. Date was right on the heels of that played by J. P. Sullivan's Wallace Bros.' Shows, which had bad weather all the way.

First two days were better than last year for the Royal Canadian, despite threatening weather; Wednesday was a blank because of heavy rain; Thursday and Friday the weather was bad but business was up slightly, and Saturday was a winner.

Regina Games Up

For the week, ride business was about the same as last year and concession play was up. Alberta Slim's Circus and his Fun House did good business. Both units have held up well since the start of the season. Slim's major acts this season are a well-trained baby elephant and Max Morris, young Swedish slack wire artist.

The Crawshaw org opened its season April 6 with a week's stand at Central Park, between Vancouver and New Westminster. Weather was cold and business was about the same as last year. A series of three-day dates that followed went like this: Haney, rain, business not so good; New Westminster, weather and business good; Cloverdale, rain, business not so good; Hope, showers, business good; Vernon, weather fair, business good; Kelowna, rain, business fair; Penticton, weather good, business poor; Grand Forks, rain one night, business good on the other two.

Hockey Play-Off Hit

Odd deal at Penticton was that late-season hockey play-offs kept people away from the lot. With the hometown team playing crucial games on two nights of the carnival's three-day stand, everybody stayed at home by their radios.

Org did okay during a one-week stop at Trail, B. C. It's the only carnival allowed. At Cranbrook, a three-day halt was under Gyro Club auspices. Opener was Victoria Day, a national holiday, which was good. Other two days were slack.

Shows played two good days at Blairmore, Alta., and lost one because of rain while three days at Red Deer were all rain and business was poor. One-week stand at Edmonton was under Maple Leaf Athletic Association auspices. Business was fairly good but down from last year, due mainly to the fact that two shows had played earlier. Coronation Day business was bad because of rain.

At Wetaskiwin, Alta., weather was good and three-day business was okay. A two-day halt at Stettler, Alta., saw rain on both days and business was poor.

For the first time, a lot at Sutherland, Sask., on the out-

skirts of Saskatoon, was played. Business for the week was regarded as fairly good, considering the weather which included wind on two days and rain on one. A mid-week Children's Day was a blank because of high winds and concessions had to be tied to the wagons.

Business to date has been about the same as last year, the Crawshaws report. Receipts would have been away up if the weather had been the same as last season, they say. The route is better and has eight stampedes as against four last year.

Goes Into Fairs

Org left Regina for Swift Current, Sask., to open its first fair date Monday (29). Alberta Slim's reptile show was to make its debut on the date. Shows will be the only organized unit at the Pacific National Exhibition, Vancouver, August 26 to September 7. Tour concludes at Victoria, B. C., October 4.

Show, which moves on 20 trucks, has a Merry-Go-Round, Tilt-a-Whirl, Octopus, kiddies' car ride, kiddies' rocket ride, 3 shows and 28 concessions. Org has a new Diesel power plant and for the first time is using fluorescent lighting on its rides and three towers.

Springfield, O., Proves Larry for Cetlin & Wilson

SPRINGFIELD, O., July 4.—Cetlin & Wilson Shows played a poor date in Springfield this week due to a lost location known as Jack's Corner, an out-of-way place. Show was sponsored here by American Legion, which proved active and co-operative. Riply Dodge Agency sponsored weekly radio talent show. A huge fireworks show was presented on the midway last night.

The show was applauded by Putt Sandles, Clark County fair manager, for general appearance. Other visitors in Sandles' party were Charles Donn, member of the county fair board, and Donald Six, building contractor. Six is a brother of Norman Six, Tampa architect and designer of the Tampa Showmen's clubhouse.

Eighty children of Clark County Children's Home were guests of the show Tuesday evening (30). The kids were escorted to rides and shows and presented with refreshments.

The regular Saturday kid matinee was held Friday due to the Saturday holiday.

Grace & Eddie LeMay

Of Gibsonton, Fla., wish to thank all their friends for the many floral tributes and the sympathy extended to them in the death of Grace LeMay's mother
STELLA MANNING

Midway Confab

Frank W. Peppers, owner-manager of Alabama Amusements, writes from his July Fourth town of Aliceville, Ala., that his org had satisfactory grosses at Linden, Ala., the previous week and that the town has been rebooked for 1954. Show will remain in Alabama until after Labor Day, when it heads toward Georgia tobacco towns. . . . William Breeze, who is trail-blazing for Eddie Young's Sterling Crown Shows, cards from Cleveland that the org's northward trek has been okay despite much bad weather and unsettled business conditions along the route.

Princess Luana, snake dancer, left her home in Lindenwood, N. J., to visit her sister, Mrs. Holland, in Houston. While in the Lone Star State she will also visit with her husband, Otis LaBerta, on the Don Franklin Shows. . . . Frank Daniels, former carnival man, is showing progress in his battle for health at the Chicago Tuberculosis Hospital, 5601 Pulaski Road, according to Frank Smith. Daniels would like to hear from friends.

Mrs. Fred W. Wright, who suffered a broken hip in four places in a fall on the midway of B & H Amusement Company in Kershaw, S. C., June 22, is confined in Camden (S. C.) Hospital and will be laid up for some weeks. She would like to receive mail from friends.

Mrs. Ed (Princess Kelo) Ferreri recently underwent surgery in Baltimore, where she and her husband stopped en route to Passaic, N. J., from Miami. After she recovers, the Ferreris will go out on fairs. . . . Charles T. Goss joined the 20th Century Shows recently at Mankato, Minn., with his Fly-o-Plane. Goss plans to frame another attraction within the next few weeks to operate on the 20th Century. . . . A daughter, Linda Lou, was born to Mr. and Mrs. James Brewer June 24 at Mercer General Hospital, Harrodsbury, Ky. Brewer is ride superintendent with the Page Bros. Shows.

Dolly Young, William (Shotgun) Page and Specks Groscurth were recent visitors to the Gem City Shows. Johnny Cousins, Gem City billposter, has purchased a new trailer and vows it beats packing and unpacking and living in hotels. . . . Verna Schantz, Estelle Regan, Minnie Quillan and Peggy Grimm were recent visitors to the Midway of Mirth Shows.

Whitey Beardsley, concessionaire with the Coleman Bros. Shows, reports a fine season to date, with figures showing sizable increases over 1952. A second unit, similar to the toy store he operates with Coleman, is being prepared to join with the World of Mirth Shows at fairs, starting at Ottawa. . . . Doc Jones, Coleman Side Show operator, recently acquired a new Chevrolet panel truck.

Birthday of Lynne Ann Moser, 2-year-old daughter of Mr. and Mrs. M. M. Moser, co-owners of the Central States Shows, was celebrated June 25 at a party during the show's stand at McCook, Neb., with 24 young guests in attendance. . . . Mrs. Lee Goldstein, wife of the manager of the Majestic Shows, is under a doctor's care. Leonard Gould and his wife, of the Majestic organiza-

tion, have ordered a new house trailer. . . . Lloyd Blankenship is the new mailman and The Billboard agent with Majestic.

Pearl Lake, jewelry concessionaire, left the Vivona Bros. Shows at Wilkes-Barre to undergo surgery and would like to hear from her friends at Room 37, Geisinger Memorial Hospital, Danville, Pa. After hospitalization she will be at Box 294, Sunbury, Pa. In all, she will be off the road from six to eight weeks. . . . Mrs. Nancy Wagner and her daughter, Judy Anne, are visiting Nancy's mother, Mrs. Fred Kuhn, who had the grab joint with Central States Shows. Nancy and her husband, Jack, are on the Don Franklin Shows. . . . Glen D. Wythe, of the Hiawatha Shows, recently purchased a Tilt-a-Whirl, which ups the ride line-up to five major and two kiddie devices.

Pvt. Melbie Burns, former concessionaire, visited friends on the Crafts Exposition midway recently in Reedley, Calif. Burns currently is a patient in the Camp Roberts Army hospital. . . . Col. George Harrison's free act was an added attraction with the Page Bros. at the July 4 celebration at La Grange, Ky. Page aggregation also offers Jimmy Schaffer as a free act.

Ralph Hoffman visited the Tivoli Exposition Shows at Gillespie, Ill., and reported several members of the front end crew had purchased new cars and house trailers.

A surprise stork shower was given Mrs. Elmer Koenig by Mr. and Mrs. Don Jurdon by the management of the Wolf Greater Shows at Blue Earth, Minn. Included among those in attendance were Mrs. Faith Wolf, Mr. and Mrs. Rodney Johnson, Mr. and Mrs. Kenneth Dean, Howard Burton and family, Lee Campbell and family, Mr. and Mrs. Billy Boucher, Mr. and Mrs. Stanley Warwick, Mr. and Mrs. Thornton, Mr. and Mrs. Swenson, Mr. Hess, Ole Olson, Richard Roberts, the Shepard twins, Jim Olsen, Roger and Wayne Miller, Marion Thompson, and Eddie Coy.

Anthony J. Buzzella Jr., son of Tony Buzzella, on Virginia Greater Shows, has purchased a new home in Hialeah, Fla. . . . Dickie Sue and Debbie June Havins arrived from Spokane, Wash., June 17, to spend their summer vacation with their grandparents, Mr. and Mrs. J. R. Carroll, concessionaires on Gooding Amusement Company No. 3. Their parents are with Leader Shows of Canada.

Billy Togston gave a surprise baby shower for Mrs. Ruby Cuellar (Mrs. Tony Marino) in the Side Show of Charles Hodges on W. G. Wade Shows recently. A buffet luncheon was served and Mrs. Cuellar received numerous gifts. The guests included Mr. and Mrs. Tony Marino, Mr. and Mrs. Charles Hodges, Stub and Helen Frazee, Harry and Ruth Swank, Jim and Ruth Escobar, Jo Jo Jordan, Noma Niles, Jerry Hosselo, Clementine Coffee, Wayne White, Marsha Schultz, Jessie Rankin, Floyd Young, Samuel Bickel, Cecil Quesenberry, Howard Weis, Renee Grant, Joy Hodges, Jack Milton, Glenn Berrier, Alyce Anderson, Junior Hassett, Charles Flanders and June Tearney. . . . The tiny tots on American Eagle Shows staged a bathing party in a rubber boat recently. Many gurgles of delight and much splashing was heard. Those present were Bobbie Carl Noell, Baby Carl Edwards, and Donna and Junior Western. Chuckie Bates celebrated his fourth birthday recently. The entire show turned out to help him eat his cake and ice cream. . . . E. G. Blessinger, veteran general agent, is seriously ill at his home, 423 E. Charles Street, Muncie, Ind.

Irene Moore and Rose Lange arrived in Springfield, O., last week from Miami, to join their husbands Bill Moore, concession chief of Cetlin & Wilson, and Lew Lange, concessionaire. . . . Pearl and Rhody Ridings celebrated their fifth wedding anniversary July 1. . . . Izzy Cetlin and Rhody Ridings fired away in earnest on the Fourth of July, when they celebrated their birthdays. . . . Mrs. Ruth Bergman drove into Springfield, O., last week to visit son, Leo. She motored from Casey, Ill., to surprise him.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

WANT FOR THE FOLLOWING FAIRS AND CELEBRATIONS

Veedersburg, American Legion Street Fair, July 13 to 18.
 Jasonville, Tri-County Fair, July 20 to 25.
 Elnora, Daviess County Fair, July 27 to August 1.
 Worthington, Green County Fair, August 3 to 8.
 Bicknell, Knox County Fair, August 10 to 15.
 Martinsville, Morgan County Fair, August 17 to 21.
 Frankfort, Clinton County Fair, August 23 to 29.

Bedford, Lawrence County Fair, August 31-September 5; week September 7 to 15 open.
 Bourbon, Marshall County Fair, September 14 to 19.
 Versailles, Pumpkin Show, September 23 to 26.
 Aurora, Farmers' Fair, October 1 to 3.
 Columbus, Pioneer Days, Main Streets, October 6 to 10.

All the above dates are in Indiana

Concessions—Want all kinds, Eating Stands, Custard, Ice Cream, Cotton Candy, All Hanky Panks open, Wire. If we can use you will wire you same day. Privilege reasonable. Shows—We have girl and Funhouse, all others open, 300% plus tax.

All replies wire Western Union, no phone calls.

THIS WEEK: KOKOMO, IND., W. R. GEREN

Cleanest Finest Most Dependable

James H. DREW SHOWS

Camden Homecoming and Street Fair, Camden, Ohio, July 13 to 18

With Long Circuit of Fairs North and South as Follows:

COVINGTON FREE STREET FAIR, Covington, Ind.
 CHAMBER OF COMMERCE FAIR, Nappanee, Ind.
 PORTER COUNTY FREE FAIR, Valparaiso, Ind.
 MARSHALL COUNTY FAIR, Moundsville, W. Va.
 FAIRMONT FALL FESTIVAL, Fairmont, W. Va.
 GREAT PENNSBORO FAIR, Pennsboro, W. Va.
 SOUTHERN WEST VIRGINIA A & I FAIR, Charleston, W. Va. (Two Weeks)

ESTILL COUNTY FAIR, Irvine, Ky.
 COCKE COUNTY FAIR, Newport, Tenn.
 FRANKLIN COUNTY FAIR, Lavonia, Ga.
 EMANUEL COUNTY FAIR, Swainsboro, Ga.
 CANDLER COUNTY FAIR, Metter, Ga.
 OCMULGEE FAIR, McRae, Ga.
 PEACH COUNTY FAIR, Fort Valley, Ga.
 BERRIEN COUNTY FAIR, Nashville, Ga.

Will place Stock Concessions, Ball Games, Photos, Novelties, Short Range, Derby, African Dip, High Striker, Age and Weight, Basket Ball, Foot Long, Custard, Fish Bowl, Live Ducks, Direct Sales, Pitchmen, etc.

NOTE—Camden and Covington are both street fairs. Will place any legitimate amusements that can set on streets. (No phone calls, all wire.)

Address all his week

JAMES H. DREW SHOWS Olive Hill, Kentucky

GEORGE CLYDE SMITH SHOWS

Fulton County Fair, McConnellsburg, Pa., Sept. 2 to Sept. 5.
 Northern Neck Agricultural, Warsaw, Va., Sept. 14 to Sept. 19.
 Five County Fair, Farmville, Va., Sept. 21 to Sept. 26.
 Durham Colored Fair, Durham, N. C., Sept. 28 to Oct. 3.

Firemen's Fair, Enfield, N. C., Oct. 5 to Oct. 10.
 Vance County Colored Fair, Henderson, N. C., Oct. 12 to Oct. 17.
 Tidewater Colored Fair, Suffolk, Va., Oct. 19 to Oct. 24.
 Seven County Fair, Elizabeth City, N. C., Oct. 26 to Oct. 31.

Want Ball Games, Fish Pond, Duck Pond, Penny Pitch, Hoop-La, Balloon Darts, Pitch Till You Win, Bumper, Buckets, Spot the Spot, Glass Pitch.
 Want Girl Shows, Monkey Show, Snake Show, Crime Show, Penny Arcade.
 Ferris Wheel Foreman, Spit Fire Foreman, General Ride Help, Truck and Tractor Drivers, Agents for Office Owned Hanky Panks. All Replies

GEORGE CLYDE SMITH SHOWS
 Boswell, Pa., This Week, Saxton, Pa., Next Week

HAPPYLAND SHOWS

SHOWS WANTED Side Show, Monkey Show, Motor Drome, Miniature Show and others not conflicting with those we have, to play the following Celebrations and Fairs. All in Michigan.

22nd Annual Elks Festival, Downtown Pontiac, July 13 to 25.
 Wayne Homecoming, July 27 to Aug. 1.
 Eastern Michigan Fair, Imlay City, Aug. 3 to 8.
 Bad Axe Fair, Aug. 10 to 15.
 Midland Free Fair, Aug. 17 to 22.

Tuscola County Fair, Caro, Aug. 24 to 29.
 Northwestern Michigan Fair, Traverse City, Sept. 1 to 5.
 Northern Michigan Fair, Cadillac, Sept. 7 to 11.
 Allegan Fair, Sept. 14 to 19.

WE DO NOT NEED CONCESSIONS, RIDES OR HELP

Address: Centennial Celebration, St. Louis, Michigan, this week; Pontiac, Michigan, next week. Permanent address, 3426 Iroquois, Detroit, Michigan. Phone Walnut 1-7924.

NORTHERN EXPOSITION SHOWS

"NORTHWEST'S FINEST MIDWAY" **BUSINESS IS GOOD**

WANT FOR THE FINEST ROUTE IN THE NORTHWEST. Wild Horse Stampede, Wolf Point, Mont., July 9-12. Followed by the entire "B" Circuit of 14 top Montana Fairs. Our tenth year at these fairs. Long season.

WANT: Motordrome. Will offer attractive proposition to well framed Drome that can stand prosperity and move fast. Will place Mechanical Show. Helen Golden can place useful 10-in-1 people.

WANT: Hanky Panks that don't conflict.
 WANT: Boat Ride. Can not use any other rides.
 WANT: Can always place good Ride Men who can drive.

WIRE AS PER ABOVE. DO NOT TELEPHONE.

MIKE SMITH, Owner **LAWRENCE LA LONDE, Manager**

HANKY PANKS

ON HAND AND READY FOR YOUR FAIRS

3 Ball Mechanical Buckets. \$55.00 ea.
 6 Cats—Packed with hair-wool sewed all around. 15.00 ea.
 Polka Dot—6 cat—wool sewed all around. 12.00 ea.
 Huchley Buck Kegs—This is a real money maker for hustlers. 60.00 pr.

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RAY OAKES & SONS
 7731 OGDEN AVE. LYONS, ILL.
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HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts State salary and all particulars in first letter

From the Lots

Dick Wilcox Shows

CARIBOU, Me., July 4.—After a long, fruitless spring trek, show hit its banner week-end of the season here. Spending was at its highest in this town crowded with Air Force men and their wives and construction workers. Weather the first four nights was also grand.

Last week in Ashland, Me., business was up to last year in spite of three nights of rain.

Personnel includes Bill (Slim) Chapas, cookhouse; Mr. and Mrs. Fred Stanton, photos; David Slotner, cat rack; Jack Hannigan, bowling; Mrs. (Grandma) Edgerston, milk pails; Justin (Mustash) Edgerston, short range; Germain Edgerston, candy wheel; Filly Kirkpatrick, doll store; Mac Stone, basketball; Sam Edstine, pea pool; Louis Ginsberg, pan game; Keith Mather, milk bottles; Don Watson, beans; Jessie Watson, balloons; Mr. and Mrs. Tennessee, cork and pitch; Mrs. Charles Gingsberg, novelties; Charles Michels, slum spindle; Charles Gingsberg, jewelry; George (Foxy) Storin, scales; Mrs. McGillicuddy, guess-your-age; Jo Ann Deane, popcorn; Ruth Yettan, floss; Mr. and Mrs. Chris Welcome, French fries; Andy Stone, penny pitch; Kid Malone, long range; Al Ventres, wrestling; Larry Saunders with Joe LaCroix and Kay Martin, girl show; John Brown, ten-in-one.

Ride roster includes Clayton Devoe, kiddie car; Slim (Tex)

Wilson, foreman, and William Wiel, Ferris Wheel; Smoky McGrager, Merry-Go-Round; Junior Devoe, foreman, and Ralph Devoe, Tilt-a-Whirl; Charles McMann, foreman, and John Patten, Swings; Martin Black, Loop.

Mr. and Mrs. Dick Wilcox handle their own office. Staff includes Sam Edstien, mail and stock clerk; Don Watson, sound and publicity; Fred Stanton, ride foreman; Charles McMann, electrician; George (Foxy) Storti, correspondent, and Arlene Edgerston, mascot.

Recent visitors were Pat Hanlon, Herbie (Steck) Noble, Mike Daizy, Mrs. Yvonne Storti, and Sam Joe, and a large delegation from Limestone, where the show plays July 4.—GEORGE STORTI.

Vivona Bros.

WEST HAVERSTRAW, N. Y., July 4.—The week ending June 20 at Pittston, Pa., was a big disappointment. Despite a big payday and plenty of people, spending was extremely low. Being the first show on the playground lot in the heart of the city, everyone connected with the show felt sure that the week would be a big one, but instead, it appeared the city residents had little left for entertainment after they paid their weekly bills.

John Dempsey has completed one of several new 50-foot light towers. The towers will have two tiers of 500-watt bulbs and four rows of fluorescent tubes. This first tower is being used at the front gate. Pete Hendrix has completed overhauling the Diesel plants and has them operating in tip-top shape. Tony Masiello has all the rolling stock in perfect condition, and his duties have been increased by Co-owner John Vivona's purchase of two new tractors and one more trailer. Victor Palmer is doing his usual fine job in advance publicity for the show via his billposting endeavors.

On Monday (22), Ann Wilkens staged a surprise party for Mickey Hawken, who celebrated (according to Mickey) her 38th birthday. Those attending included Marie Vivona, Ann Detwiler, Josephine Masiello, Angie Vivona, Marion Vivona, Rosalie Vivona, Frankie Harris, Florence Girard, Dorothy Dempsey, Edith Cunningham, Betty Hendrix, Effie Thompson, Mrs. Joe Moore, Mrs. James Badget, Margie Wright, Rhea Carson and Peggy Wilson. Mrs. Hawkins was the recipient of many beautiful gifts at the party during which refreshments were served.

The entire personnel of the show was greatly saddened to learn of the death of the mother of Mrs. Grace LeMay, "Mother" Manning, who passed away last week in Gibsonton, Fla.

Jack Ferkins, who has toured the U. S. in a hearse in which he eats and sleeps as a means of raising blood donor pledges, will be sponsored in his latest blood donor program by this show, beginning Monday (29).

Majestic Greater

COLLEGE CORNERS, O., July 4.—Business here has been good. Spotted on the main street, rides and concessions have been receiving a good play. Rides are being dolled up under the supervision of Sailor Evans.—LLOYD BLANKENSHIP.

Moore's Modern

BALD KNOB, Ark., July 4.—Show played five spots in Texas, then jumped to Oklahoma for good business when weather permitted. Kitty Kelley and Joan Nix recently gave a surprise party for Mrs. Ellen Moore. All the women on the show attended. Jack B. Moore presented Mrs. Moore with a new car as a birthday gift.

Mrs. Joan Nix is sporting a new trailer, a gift from her husband. Della Martin also has a new car. Fat Martin's flashy bingo is doing good business. Kitty Kelley's

Side Show and the "Parisian Follies" are running neck and neck in grosses. Mr. and Mrs. Archie Frederick joined at Seminole, Okla.

We have two more still dates, then on to the fairs. Jake Moore and crew are repainting and building in preparation for fair dates, with new canvas ordered for the Side Show and Girl Show. Visitors on the lot at Okmulgee, Okla., were Mrs. Pete Lance and Fritz Bolis. Mrs. Jewel Moore is leaving for a visit with her mother, Mrs. Johnny Bates, at Blythesville, Ark.—FRED MEYERS.

State Fair-Grt. Western

FRANKLIN, Idaho, July 4.—Shows moved here for the Idaho Days Celebration. Perfect weather brought good crowds. From here, show moved on to Logan, Utah, for Junior Chamber of Commerce to good weather and large attendance. Show played Round-Up at Lehi, Utah, June 23-27. Then on the streets at Rupert, Utah, thru July 4.

Seven new trucks have been added to the rolling equipment this year. Both the Wheel and Merry-Go-Round trucks have been equipped with seat hangers. Bill Tompkins has revamped the M-G-R and the new top will go at Rupert. All horses have been rebuilt. Light towers have also been added.—SAMMY RICHARDSON.

Gem City

DANVILLE, Ill., July 4.—Show moved in here with the jig show bearing the scars of a near blow-down last week at Clinton, Ill. Jig show set-up was torn severely by the blow but a local tent and awning company worked on it here and the show was ready for opening day here.

Lloyd Burge has joined with a new Scooter and has been getting good business. Shows opening here included Lola and Satan's Daughters, a Wild Life show and a new Side Show. Ray Marsh Brydon's French Casino has been whipped into a solid show and it has been pulling strongly. Kitty Docen's new photo top, which was delivered recently, adds to the appearance of the back-end.—GEORGE LEONARD.

Ray Williams

BRIGHTON, Mich., July 4.—This stand, topped by a Fourth of July celebration, is the show's first Michigan date of the season. Show entered Ohio at Marion, its first road stand after early-April dates in Detroit and spent eight weeks in the Buckeye State, going as far east as Salem. Ten fairs will be played in Michigan during the next three months. Then the show jumps to the Deep South for fairs in Mississippi, closing December 1. Business has been fair. Plans had been made to play a repeat date at Lima, O., but a last-minute change put the show into Kenton, which proved a winner, with rides doing the best business of the season.

Personnel: Ray Williams, owner; Earl Kelly, manager; Perry Greely, secretary-treasurer and press agent with the show; J. C. Adaire, agent and press man ahead; John Anderson, electrician and chief mechanic; Dick Everhart, ride superintendent; D. D. Frost, marquee and night watchman; Joe Crockonelli, lot superintendent; Sam Housner, legal adjuster, and A. Littleton, advertising agent.

Show is carrying 4 shows, 35 concessions and 18 semis. Rides consist of Merry-Go-Round, Ferris Wheel, Octopus, Chairplane, Caterpillar, Rolloplane and four kiddie rides, including live ponies.—D. D. FROST.

Bob Hammond

HOUSTON, July 4.—Org has been successfully playing lots here since opening in February, with the exception of treks into San Antonio for the Battle of Flowers and Charro Days at Corpus Christi. From here it moves into Texas, Oklahoma and Kansas, returning to Houston in November for the annual Shriners' circus.

Owner Bob Hammond recently purchased a new 33-foot trailer for front arch and Roll-o-Plane. Delivery also is expected soon on a new Merry-Go-Round.

Colton and Pauline Ellis have returned to the show with their cigarette gallery and post office.

Club Activities

National Showmen's Association

1564 Broadway, New York

NEW YORK, July 4.—Your secretary visited the Strates shows at Stamford, Conn., Saturday (27) and was cordially received by owner James E. Strates. Everyone with the show was in excellent spirits, as the weather had been good all that week and business had also been good. NSA members seen at the show included L. James Quinn, Edward Keck, Sam Applebaum, Clemens F. Schmitz, Ben Hoff, Jack Siegel, Joseph DeLeo, and Louis Segal. Also visiting the show that day was James E. Strates' daughter, Elizabeth, who was visiting her father. A pleasant chat was enjoyed with Frances Fournier, of the Ladies Auxiliary.

Frank Rappaport stopped off for a day this week and brought receipts for the many award books he has sold as well as payments for dues from members of the club whom he had contacted. Frank also left the membership application of William Mills, whom he is sponsoring.

Letters have been received from Arthur (Roy) Gries, Herman Moskowitz, Bernard Becker, Ralph Edson and Bill Powell. Powell wrote from Amsterdam, The Netherlands, that he will be returning soon to the U. S., after covering the globe in a tour started last winter.

Louis G. King, who is working in Maine, writes that the weather is wonderful and wishes that all the club members were there with him enjoying the cool weather. Al Burt sent a postcard from Sault Sainte Marie, Ont.

The television room is getting a heavy play from members who come in from their shows to watch the ball games.

Recent visitors included Max Sharp, Edward Turbin, Doc Morris, Louis Elias, Sam Rothstein, Al Janpol, Edward Elkins, Jack Allen, Charles Reich, Irving Pearlstone and Stanley Wathon.

Dues for 1954 are being accepted now, and members are reminded that dues are payable by July 15. Membership cards for 1954 will be sent immediately upon receipt of dues.

Crafts 20 Big

OAKLAND, Calif., July 4.—Show had been running into some torrid weather. Both here and at Reedley, the previous stand, temperatures bounced high. On set-up day at Reedley, mercury hit 110 degrees and the ride-men were slowed down in handling the hot pig iron.

Personnel had a wiennie roast and swim after the show's closing Thursday night (25) at Reedley. The party lasted until 4 a.m.

Ray Leefe has completed a new concession. Joe Doran finished remodeling and installing a cooler in the front end of his house trailer. James Lantz, assistant manager, took delivery on a new Mercury.

Carol Ann Warren is spending five school vacation weeks with her parents, Manager Roger and Catherine Warren. The writer as the highest bowler in the show's competition at Shafter.—VINCENT KUROPATWA.

Mr. and Mrs. Thomas Dever joined with a cookhouse. Lou Moran has a new novelty concession. Jack and Virginia Barnes report good business with sno-cones, popcorn and floss. This is their second season on the show. Mr. and Mrs. Stutzeman, fish pond operators, are the parents of a boy. William Dowell.

Jimmy Carlsen, concession manager, has been ill with a skin infection. Ollie Meisterman, seriously hurt in an automobile wreck recently, is back on her feet. Eddie Meisterman was a recent visitor. Martin and Topsy Rozzell are regular visitors on the lot.

Mrs. Hammond presented her husband, Bob, with a new Chevrolet for Father's Day.

Gee Hammond, son of the owner, is now in Heavy Artillery Division of the Army.

Due to the terrific heat here for the past month, Jimmy Carlsen, Bob Hammond, Jack Barnes and Jimmy Thomas have installed air-conditioners in their trailers.—V. BARNES.

Miami Showmen's Association

3170 S.W. Eighth St., Miami

MIAMI, July 4.—The July issue of the club bulletin is now in the works and will be ready for a July 15 mailing to all members. It will contain many stories and articles concerning the history and growth of our organization. Your secretary requests that all members send in their current addresses to insure a copy of the bulletin reaching them.

Clip Wilson, building committee chairman, reports that the plumbers are now working on the sewer pipes and that the work of pouring foundation concrete is continuing. He said that the work is right on schedule, according to the contract with the builder, and that work on the walls will begin shortly.

A report from the Coleman Bros. Shows indicates that they are co-operating 100 per cent with the club in the raising of funds for the new building as well as for the sick and burial funds.

A pleasant surprise was the receipt of a letter from Harry (Beef) Sobel, of the Clyde Beatty Circus, currently playing in Oregon and Washington. He forwarded the application of Donald Lakin for membership and asked for an additional supply of application forms.

Membership cards for 1954 are now ready, and the secretary urges members to send in their dues now, so that he can mail out the 1954 cards before he leaves for his annual road tour of August 4.

William Red Hicks, well-known general agent, business manager and former show owner, is seriously ill at the Veterans' Hospital, Coral Gables, Fla. He would like to hear from all of his friends.

The following applications have been received: William Althausen proposed by Eddie Horowitz, Donald Lakin proposed by Harry Sobel and Eugene B. O'Donnel proposed by Tommy Carson. George E. Priest, the park operator, was reinstated.

Missouri Show Women's Club

ST. LOUIS, July 4.—President Teresa Sidenberg and daughter, Arlene, now with the Midway of Mirth Shows, report that all committee chairmen have been getting favorable responses in their drives for the fall affairs. Verna Schantz, chairman of the ways and means committee, has completed arrangements for the forthcoming card party and has donated a beautiful afghan which she made.

Secretary Joan Lipsky is visiting her husband, Morris, in Ohio but will return here to await the arrival of their first child. A boy was recently born to Mr. and Mrs. Willard Germain.

Ida McCoy, chairman of the sick and hospital committee, reports the death of Charles Thompson, brother of Mary Thompson.

Wind, Lightning Hits Collins Org

RUGBY, N. D., July 4.—A storm that struck the William T. Collins Shows on the fairgrounds here this week did considerable damage, but personnel pitched in and succeeded in saving much of the equipment, reports Hazel Timmons.

High winds blew down some concessions and lightning struck Ernie Slavin's Motordrome, burning the top and a motorcycle and damaging the interior. The Slavins were en route here from Chicago, where they had been visiting.

Bill Powell, currently touring Europe, writes from Berlin that it is currently the most exciting city in the world. He was in the Russian sector of the city when the recent riots broke out, and says that the lead was flying fast and furious. The Russians sealed up all sector exits with tanks and he had to wait three days before making his way back to the American zone at 3 a.m. Powell went into the Russian zone to see Mrs. Ritter, who once had the midget show on the Rubin and Cherry Shows. He further reported phone service, mail and transportation at a standstill between East and West zones of the city.

Thank You
GENE AND HARRY ERGIGIO
Concessionaires with Cettin & Wilson Shows for your Buick Roadmaster purchase.
JOHNNY CANOLE
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Monessen, Pa. Phone 2590
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WANT BINGO
For Harrisburg, Pa., July 13 and rest of season.
LOU RILEY
Dumont Shows, Ephrata, Pa.

For Sale—Custard King
Mounted on GMC truck; has all necessary equipment, neon front with flashers. Priced to sell, \$2,500.00.
H. L. GRIMM
c/o Harry Burke Shows, New Iberia, La., July 6-11; Lake Arthur, 13-20.

AMERICAN READER
Join immediately. Good route of fairs. Could use Mentalist who can read. Write
"ZULIEKA"
Siebrand Bros., Circus-Carnival, Deadwood, South Dakota, this week; then Sheridan, Wyoming, and Butte, Montana.

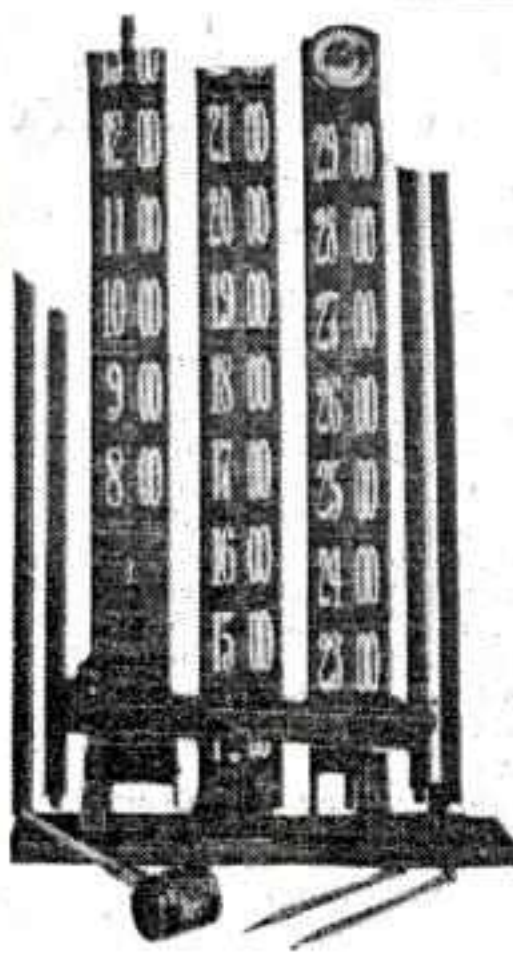
HUTCHENS' MODERN MUSEUM
WANT TO JOIN AT ONCE
TICKET SELLER, GIRL FOR BLADE BOX, ONE MORE ATTRACTION: Fire Eater, Juggler, Impalement Act, or any Act not conflicting. Long season. All fairs starting this week. Address
JOHN T. HUTCHENS
c/o Snapp Greater Shows, Prairie du Chien, Wis., this week; then per route. P.S.: Good proposition to Musical Act.

WANT
Merry-Go-Round Foreman, Tex. contact.
Sunset Amusement Co.
Winona, Minn., July 6-11, or per route.

RIDES FOR SALE
1930 Ell Wheel, \$5500; 1947 sixteen tub Octopus, \$5500; Tilt, \$4,000, with trailers; Kiddie Wheel, \$800; Rockets, \$550; Car Ride on trailer, \$500; Jeeps, \$900; Automatic Donut Machine, \$200; Junction boxes, transformer, etc. Fly-o-Plane with transportation, \$1500.
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Phone 4-5508

FLOYD O. KILE SHOWS
Can place Grind Shows and Stock Concessions of all kinds. Excellent opening for Sildown Crab and Custard, Merry-Go-Round Foreman and Second, Kiddie Auto Man, Semi Drivers Join at once. 19 fairs; out till Thanksgiving. All replies
FLOYD O. KILE
Vandalia, Missouri, July 6-11th.

BEAM'S ATTRACTIONS
HELP WANTED
Joe DuPont wants Second Man for Caterpillar. Lou Arner wants Bingo Counter Men. Good opening Talker on Side Show. Foreman for Kid Rides. Walter Marks needs Drome Help. Write or wire care Beams Attractions, Confluence, Pa., this week; Winchester, Va., next week.



EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

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NOW BOOKING

ANTHONY, KANSAS, FAIR AND RACE MEET, JULY 20 TO 25

Concessions—Want Cookhouse due to disappointment, or large Sit Down Grab, Frozen Custard, Root Beer, Long and Short Range Gallery, Six Cats, Buckets, Penny Arcade, Photos, Glass Pitch, Cigarette Block, Maxie Harris or Charley Levine, contact me. Shows—Want Funhouse, Snake Show, Hillbilly or any show of merit. Rides—Can use Man who knows Pretzel Ride. Must drive semi. Will book Little Dipper and Boat Ride. We play twelve more fairs and celebrations after Anthony.

Contact **JACK RUBACK, Mgr.**

SCOTT CITY, KAN., JULY 6 TO 11; Great Bend, Kan., July 13 to 18.

We hold contract for 1954 Battle of Flowers Streets of San Antonio, Texas. E. D. Mack, contact me at once.

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, Cookhouse, Grab, Popcorn, Floss, French Fries, Age, Scales, Jewelry, Custard, Novelties, Hats, Sno-Cones, Juice Stands, Foot Long, Pronto Pups for independent midway on fairgrounds.
 THIS IS THE SPOT TO MAKE YOUR WINTER BANKROLL—IF IT TAKES PEOPLE, WE HAVE THEM. Wire—Write—Phone

NORTHERN VIRGINIA FAIR ASS'N

703 N. Washington St. Alexandria, Va. Phone: King 8-1710

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"America's Most Modern Midway"

WANT AT ONCE

NICELY FRAMED WALK-IN BINGO (Works every week for Party who wants to make real money). COOKHOUSE OR SIT-DOWN GRAB, ALSO HANKY PANKS OF ALL KINDS.

Address **JOHNNY T. TINSLEY, Mgr.**
 Humphrey Street Lot, Atlanta, Ga.

KLENKE AMUSEMENT WANTS

FOR HUNTINGTON, W. VA., DOWNTOWN LOCATION, JULY 12 THRU 18

Concessions: Hi Striker, Ball Games, Ponds, Novelties, Hanky Panks of all kinds.

Shows: Any clean show of merit.

Rides: Can use Kid Rides and one Flat Ride for future Fairs and Celebrations. Ride Help, sober, dependable Second Men on all Rides, especially A-1 Jemy and Wheel Foremen, \$60.00 salary if you qualify; must be licensed semi driver. No drunks, chasers or cheats tolerated.

Amherstside, W. Va., July 6th thru 11th, Huntington, W. Va., July 12th thru 18th. Address all wires to

FRANK GRIFFITH, General Manager

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ANYTHING IN CANVAS
 Manufacturing Show Canvas for Over Fifty Years.
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 3 DAYS' SHIPMENT ON MOST SIZES

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FOR SALE

FRENCH FRY POTATO MACHINE

CRISPUDS MODEL 400, conveyor type, with stainless steel cabinet, main drive motor, Master Motor Co. 115/230 volt. Geared for variable production. All motors, connectors and heating elements in excellent condition. Priced at \$1,000 for quick sale. THIS MACHINE HAS TREMENDOUS VISUAL SALES APPEAL

CONEY ISLAND, Inc.

205 E. SIXTH STREET CINCINNATI 2, OHIO

FOR SALE FUN HOUSE

Mounted on 28' Trailer
 Opens to 50' front

SHARP FRONT SACRIFICE

Frank W. Betz
 5613 So. Loomis Blvd.
 Chicago, Illinois

SHOW

T-E-N-T-S

Concession—Circus—Carnival
AMERICAN TENT & AWNING CORP.

132-4 W. Main St. Norfolk 10, Va.
BILL SANDERS

S. B. WEINTROUB

Wants-AGENTS-Wants
 For Pan Game
 Pea Pool
 Bowling Alley

NOTICE, LIBERAL REWARD

Will be paid for information of whereabouts of Bobby Brooks and Charlie Ridings.

Care GRAND AMERICAN SHOW
 This week Toledo, Iowa; next week Iowa Falls, Iowa; then Sumner, Iowa.

MARKS SHOWS

ELECTRICIAN WANTED

Have General Motors plants. Best condition. Man must have references. Address . . .

Art Lewis
 Necho Allen Hotel,
 Pottsville, Penn.

WANTED

For Western Pennsylvania's Biggest Gala Italian Street Celebration

Bingo, Rides and Concessions of all kinds. Week of July 26th to August 1st. Write, wire or phone

NANCY MULLEN
 4630 Bayard St. Pittsburgh 13, Pa.
 Phone Museum 2-5978
 P.S.: ANCELO INTONTO, please contact.

DORSO'S BINGO DELUXE

WANT

Bingo Countermen, Relief Caller. Best treatment. Long season, good wages. Join on wire.

DAN DORSO
 Thomas Joyland Shows
 This week Williamson, W. Va.

AGENTS WANTED

Basketball, Balloon-Darts, Hucky-Buck, Six Cats, Buckets.

JOHN ERNEST

c/o Brodbeck-Shrader Show
 Gering, Nebraska, this week; then per route. All Celebrations and Big Fairs.

WANT

For our show, Cotton Candy, Popcorn, Hanky Panks, Side Shows of any kind. We play Fairs or Watermelon Festivals every week. Contact

ELMER WINCKLER
 Attica, Kan., July 6-11; Blanchard, Okla., next.

Merry Midway Shows

GOODLAND, IND., JULY 7-11

Want Concessions: Basketball, Coke, Age and Weight, Balloon Dart, Long Range. Will book one Ride, Roll-o-Whirl, Roll-o-Plane. Contact

ALBERT BARKER

WANTED TO BUY

Number 5 Eli; Merry-Go-Round, center poles all iron and bearings, two or three abreast.

S. B. RHODES

1701 Harrison Amarillo, Texas

WANTED

Sober, capable Wheel and Spitfire Foremen who can drive semis and get ride-up and down

Carnival Manager
 July 6-11, Blue Springs, Nebraska

THIS IS YOUR LAST CHANCE...

THE BIG FAIRS of AUGUST, SEPTEMBER and OCTOBER make the BIG PROFITS for all OUTDOOR SHOWBUSINESS



Perfectly timed to sell your biggest customers of outdoor showbusiness week after week—when they are constantly restocking and replenishing for the greatest fairs of the season. Sell them again and again in

The Billboard **JULY LIST NUMBER**
 Dated July 25 • Ad Deadline July 15

WIRE OR PHONE YOUR RESERVATION TODAY

The Billboard

CINCINNATI 22, O. 2160 Patterson St. DUnbar 6450
 CHICAGO 3, ILL. 188 W. Randolph St. Central 6-8761
 HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. Hollywood 9-5831
 NEW YORK 36, N. Y. 1564 Broadway PLaza 7-2800
 ST. LOUIS 1, MO. 390 Arcade Bldg. Chestnut 0443

SOUTHERN WEST VIRGINIA A & I FAIR

CHARLESTON, W. VA., SEPT. 4 to 13 Inclusive

Ten Big Days & Nights—Ten, Two Saturdays—Two Sundays and Labor Day. Huge Attendance—Mammoth Labor Day Celebration—Action Day and Night Will place Independent Rides, Shows and Stock Concessions. Will place all kinds of legitimate Merchandise Concessions. Will sell exclusive on some items. Everything from Cookhouses to Novelty Items are open.

NOTICE—Novelties, Age and Weight for sale Exclusive. Hymes & Desplenter Bros., answer. Also have choice location for Iron Lung. Last Supper or Wild Life Exhibit.

For booking arrangements, contact **JAMES H. DREW JR.**

JAMES H. DREW SHOWS

Olive Hill, Ky., this week; Camden, Ohio, July 13th to 18th.

BUFF HOTTLE SHOWS

WANT WANT WANT

For Unit #1 to start now or at Beardstown, Ill., Fish Fry starting July 20

SHOWS—That do not conflict, especially Monkey, Motordrome, Unborn, Fun or Glass House for committee money. CONCESSIONS—Long and Short Range, Penny Arcade, Age, Weight, Novelties, all kinds of Hanky Panks that work for stock. RIDES—Looper or any ride not conflicting.

For Unit #2, organizing and opening at 12th & Broadway, East St. Louis, Ill., July 13, with solid string of Fairs until November

SHOWS—One or two small Grind Shows. CONCESSIONS—Especially small Cookhouse, Custard and Mug. All Hanky Panks except Set Spindle, Floss, Snow or Bingo. Can use capable Ride Men on either Unit. Hal Dillon, Romeo wants you immediately.

WANT TO BUY 8-Tub Octopus and Coaster. All replies to

BUFF HOTTLE, Madison, Ind., this week

WM. T. COLLINS SHOWS #1

Want for Outstanding Route of Fairs Including Two State Fairs. People joining now will be given preference at the State Fairs.

SHOWS—Wild Life, Monkey Show, Unborn or any Show of merit with own equipment. Low P.C. Want Manager and Girls for revue; must have wardrobe and sound system. We have wagon-type front for same. SIDE SHOW ACTS OF ALL KINDS AND ONE FREAK TO FEATURE. Will book LIVE PONY RIDE, COASTER, SPITFIRE, Looper, Pretzel, Foreman and Second Man for Caterpillar. Second Men on all rides who are licensed drivers. Hanky Panks of all kinds open.

All replies to **WM. T. COLLINS, Mgr.**

Fessenden, N. D., July 7-10; East Grand Forks, Minn., July 13-18.

TIVOLI EXPOSITION SHOWS

Want for route of 16 big fairs in Illinois, Missouri, Oklahoma, Arkansas and Louisiana, including Eunice, La., the middle of October. Get with us now if you want a season's work and make some money. Privilege reasonable.

Want Hanky Panks of all kinds, Mug, Popcorn, Basketball, Penny Arcade, String Game, Hats, Hi-Striker, Bumper, Country Store, or what have you. SHOWS—Can place Monkey, Athletic, Mechanical, Wild Life and Motordrome.

Contact **H. V. PETERSEN**

Sparta, Ill., Fair this week; Pinckneyville, Ill., Fair to follow.

Want—F. & M. AMUSEMENTS—Want

MAN CAPABLE OF HANDLING RIDES AND RIDE HELP. (Must be reliable and sober. \$100.00 per week to right man.) HANKY PANKS OF ALL KINDS. GOOD OPENING FOR BALL GAMES. All Street Celebrations and Fairs balance of season.

Address **F. & M. AMUSEMENTS**

Minonk, Ill., this week; then per route.

GOLD MEDAL Shows

CAN PLACE CAN PLACE

Girl Show with panel front. Must have three or more girls. Good opening for Wild Life, Glass House.

Concessions: Lead Gallery, Novelties, all other legitimate concessions open.

Wire **JOHNNY DENTON** or **ART FRAZIER** Fairfield, Ill., this week, followed by Mattoon, Ill.

BARNEY TASSELL UNIT SHOWS

Booking now for Alexandria, Va., week of Aug. 3, right in town. Anything worthwhile. Rides, Shows and Concessions. Week of July 13, Lively, Va., Firemen's Festival. Parades, Fireworks, Hillbilly Shows, Two Cars given away, etc. Week of July 20, Langley Park, Md., on Washington, D. C., line. A real hot one. Don't let size of town fool you. This week, Solomons, Md.

BARNEY TASSELL UNIT SHOWS

NOW BOOKING FOR THE INDIANAPOLIS COLORED FAIR

City Park, July 20 to 26

RIDES — SHOWS — CONCESSIONS

Write, wire or call

CONCESSION MANAGER

1006 Fletcher Ave. Phone Franklin 6556 Indianapolis, Ind.

BROWN & WALLACE Shows

WANT FOR BALANCE OF SEASON

Concessions of all descriptions. This show will play ten fairs thru Alabama, Mississippi, Louisiana and Georgia. Want flashy Bingo for balance of season. We have complete wagon Girl Show and Minstrel Show. Want Managers with performers for same. Will book any non-conflicting Rides. All answers **Brown & Wallace Shows**, Roanoke Rapids, N. C., this week.

JOHNNY'S SHOWS
"HONESTY IS OUR POLICY"

New starting solid route of fairs after Jasper, Ind. Still date next week; then Spencer County, Rockport, Ind., following; Danville, Ind., Still Fair next.

CONCESSIONS WANTED—Pronto Pups, Foot Long, Ice Cream, Custard, Sno Cone, Candy Floss, Short Range, Scale and Age, Basketball, Hi-Striker, African Dip, Long Range, Air Gallery, Bumper, Cork Gallery, Ball Games, Hoopla and String Games. SHOWS WANTED—Drome, Snake, Monkey or any clean Grind Show. HELP—Caterpillar Foreman and Second Men. All replies

JOHN PORTEMONT, Delphi, Ind., this week

ROYAL MIDWEST SHOWS

WANT FOR OHIO COUNTY FAIR, RISING SUN, IND., JULY 14-18, AND TEN BIG PROVEN MONEY-WINNING COUNTY FAIRS

Can place Photos, Basketball, Stock Concessions of all kinds, Spitfire, independent Rides. SHOWS—Good proposition for any worthwhile Show. Girl Show, Motordrome, Funhouse, Wild Life, Mechanical Show, Animal Show, Monkey Show, Gorilla Show. Fraker, wire.

ROXIE HARRIS, Williamsport, Ind.

FERRIS WHEEL MAN WANTED

Also Ride Men for Tilt, Chairplane and other Rides; come on. Good wages.

MORRIS HANNUM SHOWS

SPRING MILL FAIR AT CONSHOHOCKEN, PA.
Phone Philadelphia, Chestnut Hill 7-8176.

FESTIVAL OF FUN SHOWS

Want for Ludington, Mich., right downtown—City Park, July 6-11; Sanford, Mich., Homecoming, July 16-19; Shepherd, Mich., Homecoming on the streets, July 22-25; fairs following.

HANKY PANKS—All kinds, Fish Pond, Glass Pitch, Cork Gallery, American Palmistry. Percentage open. No flats. Book Monkey, Mechanical or any good show.

Replies to **CONCESSION MANAGER**

Or come on, Ludington, Mich., this week.

RIDE HELP WANTED

Second Man for Merry-Go-Round, Man for new Kiddie Auto Ride, useful Help on all rides. Can also use a few Hanky Panks, Cat Rack, Darts, High-Striker or any non-conflicting Concession that throws stock and works for 15¢ or 25¢. Need Agents for office-owned Concessions.

LEE BECHT AMUSEMENTS
P.O. Box 92, Mount Healthy, Ohio. Phone Jackson 5484
Deer Park, Ohio, July 14-18.

Happyland Up 10% Over 1952; Early Dates Aid

DETROIT, July 4.—Despite adverse weather which has plagued outdoor shows in this area, business to date for the Happyland Shows tops '52 by 10 per cent, according to owner-manager, John F. Reid.

A helpful factor was the series of dates played early in the season while carrying rides only.

The personnel follows: John F. Reid, owner-manager; Virgil L. Dickey, assistant manager; Ethel Stager, secretary; Russell Stager, mailman and agent for The Billboard; R. J. Quick, electrician; Clarence Worden, electrician helper; B. W. Ellsworth, billposter; Paul Sprague, press representative; Arthur Danton, searchlights.

Office-owned rides — Ferris Wheel, Llewellyn Smith; Caterpillar, Mason Miller Jr.; Tilt-a-Whirl, William Gerard; Merry-Go-Round, Ward Cummings; assistants, Gerald Cummings, Harold Cummings, Lando Burnia, Gene Moore.

Vernon L. Dickey, attractions operator—Kiddie Rides, 3, Freddie Gerard, foreman, Carl Peak Jr., and Joseph Riley; Funhouse, Jimmie Dickey, Harold Lucas, ride operator—Rock-O-Plane, James E. Davis and Ronald Holmes; Screwball, John Kelly. Concessionaires—Paul Sprague, 5; Buster Kelly, wheel; Mary Kelly, pitch-tilt-you-win; Grace Walker, glass pitch; Bob Walker, clown pond; Alan Holt, scales and age. Frank Sitwinski, 3; Frank Allen, Bill Allen, and Mrs. Sitwinski, agents; Al Sitwinski 2; Burt and Merle Lamson; Bill Lamson, cigarette wheel; Buster Anleron, wheel. Pat Anderson, mug joint; Billie Gerard Jr., dark room; Claudia and George Sierman, ball game and slum blower. R. J. Quick, cigarette shooting gallery; Don Garner, long range shooting gallery; Russell Stager, novelties; Cliff and Dollie Yorty, pickout.

George Stavros, popcorn and candy apples; Nan Rankin, mitt camp; George and Winifred Phillips, jewelry; Richard Swain, cookhouse and two grab joints; Roy Claywell, James Owens, Nate Cohen, and Will Truitt, helpers; Pete and Lill Norman, 3; Leonard and Douglas LaPratt, agents; Nat and Evelyn Fryou, Derby Racer; Edward N. Marks, 3; Eddie H. Miller, 3; June Miller, Ray Story and Ardella Story, agents.

Shows—Edward N. Marks, owner, animators, and freak animal show, Marie Marx and Gene Mason, operators; Gilbert and Noma Tracy, midget animals; Neil McTaggart, Monkey Motordrome and Mickey Mouse Show; Eddie H. Miller, Double Bubble Revue; June Carter and Imogene Andrews, cast; Bernard Danton, tickets.

HEAP BIG HAUL

Can. Woman Hits Jackpot In Fair Visit

LETHBRIDGE, Alta., July 4.—Mrs. J. R. Firth, of this city, is long on winning ways. A patron at the Lethbridge Exhibition last week, she visited Jimmy Sullivan's Wallace Bros.' Shows on the midway and tried her hand at bingo. She ended up the winner of (1)—a roaster, (2)—three serving platters, (3)—a blanket, and (4)—a set of dishes.

As Sullivan observed "That goes to show how we shove out merchandise," Mrs. Firth clutched her winnings and ambled over for the drawing in the fair's car raffle. Yes—you've guessed it, her ticket stub was drawn—to make her winner also of a new automobile.

Mrs. Firth's run of luck crashed the papers not only locally but thruout the province, giving fairs—the one here in particular—and carnivals, especially the Wallace organization, a big publicity break.

Ray D. Brewer Succumbs to Heart Attack

HOUSTON, July 4.—Ray Brewer, veteran of the carnival business for 35 years and for the past 10 years owner-manager of Brewer's United Shows, died June 24 of a heart ailment at his home here.

Brewer suffered a heart attack recently and had been hospitalized for two weeks. He died two days after dismissal from the hospital. His widow, Helen, and son, Frank, plan to continue operation of the show. Other survivors are another son, Don; three brothers and two sisters.

Carnival Routes

Continued from page 51

Dumont: Ephrata, Pa.
Eastern Am. Co.: E. Millinocket, Me.
Eddie's Expo.: Reynoldsville, Pa.
Empire State: Rosiclare, Ill.
Emshoff: Capron, Ill., 9-11; Waterford 17-19.
Ferris, Carl D.: Belfast, N. Y.
Festival of Fun: Ludington, Mich.
Fleming, Mad Cody: Atlanta, Ga.
F. & M. Am. Co.: Minonk, Ill.
Foley & Burk: Pleasanton, Calif.
Franklin, Don, No. 1: Barnesville, Minn.; Fertile 12-15.
Franklin, Don, No. 2: Valley Mills, Tex.
Garden State Rides: Trenton, N. J.
Gayland: Kamsack, Sask., Can.
G. & B. Rides: Reedsville, W. Va.
Gem City: Effingham, Ill.
Georgia Am. Co.: Cornelia, Ga.
Gladstone Expo.: Warsaw, Ky.; Cloverport 13-18.
Gold Medal: Fairfield, Ill.; Mattoon 13-18.
Gooding Am. Co. No. 1: Fort Recovery, O.
Gooding Am. Co. No. 2: Bloomington, Ind.
Gooding Am. Co. No. 3: Arnold, Pa.
Gooding Am. Co. No. 4: Natrona, Pa.
Gooding Am. Co. No. 5: Marion, Ind.
Gooding Am. Co. No. 6: Jeanette, Pa.
Gooding Am. Co. No. 7: (Fair) North Vernon, Ind.
Gooding Am. Co. No. 8: Cleveland, O.
Gooding Am. Co. No. 9: Parma Heights, O.
Gopher State: South Shore, S. D., 10-12; St. Cloud, Minn., 16-18.
Grand American: Toledo, Ia.; Iowa Falls 15-18.
Great Sutton: Moberly, Mo.; Lebanon 13-18.
Hale's Shows of Tomorrow: Albany, Mo.
Hames, Bill: Roundrock, Tex., 9-19.
Hammond, Bob: San Angelo, Tex.; Abilene 13-18.
Hannum, Morris: Conshohocken, Pa.
Happy Attrs.: New Washington, O.
Happyland, No. 1: Traverse City, Mich.
Happyland, No. 2: St. Louis, Mich.; Pontiac 13-18.
Heth, L. J.: Terre Haute, Ind.
Hiawatha: (Dorr & Secor Sis.) Toledo, O.; Whitehouse 13-18.
Hottle, Buff: Madison, Ill.
Ideal Rides: Arcadia, Ind.
Imperial: Alton, Ill.; (Fair) Carrollton 12-17.
Interstate: Chrisman, Ill.
Johnny's United: Delphi, Ind.
Joyland Midway Attrs.: Pigeon, Mich.
Key City: Demotte, Ind.
Keystone Attrs.: Milton, Pa.; Sunbury 13-18.
Kile, Floyd, O.: Vandalia, Mo.
Klenke Am. Co.: Amherstdale, W. Va.; Huntington 13-18.
Lee United: Comestock Park, Mich.
Majestic: Hartford City, Ind.; Port Huron, Mich., 13-18.
Manning, Ross: Livingston Manor, N. Y.
Marks, John H.: Pottsville, Pa.; Harrisburg 13-18.
Marvel: Streator, Ill.
Meeker: Helena, Mont.; Kalispell 13-18.
Merriam's Midway: Grand Meadow, Minn., 6-8; Blooming Prairie 10-12; Northfield 14-18.
Merry Midway: Goodland, Ind.
Metropolitan: Morgantown, W. Va.
Midway of Mirth: Carlyle, Ill.
Midwest: Malad City, Idaho.
Mighty Hamontree: Mt. Sterling, Ky.
Mighty Hoosier State: Kokomo, Ind.
Mighty Page: Asheboro, N. C.
Model of Canada: Lac Megantic, Que., Can.
Moore's Modern: Litchfield, Ill.
Moshier Am. Co.: Marlette, Mich., 6-8; Kinde 9-11; Millington 15-18.
Motor State: Paulding, O.
Mound City, No. 2: Pawnee, Ill.; Morrisonville 15-18; Collinsville 17-18.
Mullins Royal Pine: Hallowell, Me.
Nelson, George W.: Corwith, Ia., 8-9; Northwood 12-15.
Northern Expo.: Wolf Point, Mont., 10-12; Page Bros.: Carrollton, Ky.
Parada: Gallatin, Mo.
Park Am.: Tacumseh, Mo.; Cabool 13-18.
Paul's Am. Co.: Weaubleau, Mo.
Penn Premier: Erie, Pa.; Warren 13-18.
Pioneer: Muncy, Pa.
Powelson Greater: Mt. Vernon, O.
Prel's Broadway: Huntington Station, L. I., N. Y.; Oceanside 13-18.
Raines Am. Co.: Greenwood, Ark.
Rainier: Lynnwood, Wash.
Redwood Empire: Grangeville, Idaho.
Reithoffer: Schuykill Haven, Pa.
Robinson, John L.: Centerville, Ia.
Rockwell, Mike: Altus, Okla.; Mangum 13-18.
Rogers Bros.: Ironton, Minn., 7-8; Cambridge 9-11; Onamia 13-14; Parkers Prairie 16-18.
Rose City Rides: Seymour, Mo.
Royal American: (Exhn.) Calgary, Alta., Can., 6-11; (Exhn.) Edmonton 13-18.
Royal Crown: (79th & Cicero) Chicago, Ill.
Royal Midwest: Williamsport, Ind.; (Fair) Rising Sun 13-18.
Royal United: Anamosa, Ia., 9-11; Tripoli 13-14; Aiden 15-18; Baxter 17-18.
Rox's Rides: Tonawanda, N. Y.
Rumble Greater: Orleans, Ind.
Schafer's Just for Fun: East Chicago, Ill.
Shan Bros.: Pikeville, Ky.
Slebrand Bros.: Deadwood, S. D.
Skerbeck's: Newberry, Mich.
Smith, George Clyde: Bowell, Pa.; Saxton 13-18.
Snapp Greater: Prairie du Chien, Wis.
Star Am. Co.: Pocatohas, Ark.
State Fair & Great Western: Murray, Utah.
Stebens, C. A.: Marion, Va.
Sterling Crown: Maysville, Ky.
Stine's Woodville, Wis., 9-11; Gillmorton 17-18.
Strates, James E.: Albany, N. Y.
Sunset Am. Co.: Winona, Minn.; Clinton, Ia., 13-18.
Sunny Am.: Campbell, O.
Superior: Hollister, Calif.
Tassell, Barney: Solomons, Md.; Lively, Va., 13-18.
Tatham Bros.: Havana, Ill.
Tennessee Valley: Tellico Plains, Tenn.
Thomas, Art B.: Canistota, S. D., 8-9; Tyndell 10-11; Elk Point 13-14; Bellingham, Minn., 15-16; Groton, S. D., 17-18.
Thomas Joyland: Williamson, W. Va.
Tip Top: Horicon, Wis., 10-12.
Tinsley, Johnny T.: Atlanta, Ga.
Tivoli: (Fair) Sparta, Ill.; (Fair) Pinckneyville 13-18.
United States: Bluefield, Va.
Virginia Greater: Annapolis, Md.; Dover, Del., 13-18.
Vivona Bros.: Bennington, Vt.
Wade, W. G.: Two Rivers, Wis.
Wallace Bros.: Tuscola, Ill.
Wallace Bros.: Portage la Prairie, Man., Can., 6-8; Carman 9-11; Yorkton, Sask., 12-15; Melfort 16-18.
West Coast: Bend, Ore.
West Coast Expo.: Modesto, Calif., 6-12.
Western: Quincy, Wash.
Wilber's Wolverine: Mattawan, Mich., 9-11.
Williams Am.: Sylva, N. C.
Wilson Famous: Vermont, Ill.
Wilson Greater: Shiprock, N. M.

COMING EVENTS

California
Ballinas—Ballinas Big Week. July 16-18. R. J. Wallace, Box 1648.

Colorado
Durango—Spanish Trails Fiesta. July 31-Aug. 2. Franklin McKelvey.
Gunnison—Cattlemen's Days. July 17-18. M. J. Versuh.

Georgia
Atlanta—Southeastern Gift Show. July 19-22. F. B. Steward, 1036 Peachtree St., N.E.

Illinois
Bunker Hill—Home-Coming. July 10-11. R. E. Bigg.
Chrisman—Home-Coming. July 6-11. Stanley R. Kent.
Davis—Celebration. July 30-Aug. 1. W. H. Ham Brault.
East Dundee—Firemen's Festival. July 22-25. Max C. Freeman, Dundee.
Kansas—Kansas Centennial. July 15-19. Clayton Ankerman.
Morrisonville—Home-Coming & Picnic. July 15-18. Keith Kastein.
Salem—Soldiers-Sailors Reunion. July 27-Aug. 1. Omar J. McMackin, 310 N. Broadway.
Stockton—Lions Club Celebration. July 16-18. Frank C. Niemeyer.
Victoriaville—Celebration. July 16-17.
Wenona—Wenona Centennial. July 26-Aug. 2. Alyce Holmstrom.

Indiana
Hymara—Old Soldiers Reunion. July 9-11. Charles Davis, Shepherd Russell Post.
Marshall—Home-Coming & Fish Fry. July 8-11. Louis P. Jackson.
Orleans—Am. Legion Home-Coming. July 6-11. Gene Compton.

Iowa
Clinton—Lyons Comm. Birthday Party. July 15-18. Stanley Mayer, Ia. State Bank Bldg.

Kansas
Downs—Downs Celebration. July 22-25. Paul R. Gorey.

Kentucky
Lexington—Junior League Horse Show. July 13-18. Mrs. Lawrence Crump, 453 W. 3d St.

Michigan
Baroda—Berry Festival. July 6-11. Am. Legion.
Perrinton—Firemen's Home-Coming. July 24-25. George Cutler.
Port Huron—Blue Water Festival. July 14-19. Floyd B. Walters.
Waterford—Annual C.A.I. Fair. July 17-19. B. W. Martin, Box 5.

Minnesota
Henderson—Sauer Kraut Days. July 31-Aug. 2. Elmer E. Brabs.
Minneapolis—Minneapolis Aquatennial. July 17-26. Emerson N. Townsend, 116 Times Bldg.

Missouri
Albany—Old Soldiers & Sailors' Reunion. July 7-11. Junior Clark.
Canton—Lewis Co. 4-H Show. July 24-25. Jesse Franks.
Craig—Annual Reunion. July 23-26. Don Whetzel.
Eldorado Springs—Picnic & Celebration. July 20-22. George W. Nafus, 306 S. Main St.
Hillsboro—Horse Show & Festival. July 31-Aug. 2. D. A. Parkman.
Humansville—Reunion. July 29-Aug. 1. Ralph Burnett.
Louisburg—Old Settlers Reunion. July 23-24. Harry W. Atchley.
Macon—Junior Fair. July 23-24. O. E. Alsbaugh.
Maryville—Northwest Mo. Horse Show. July 22-23. Mrs. Lester Swaney.

Montana
Whitefish—Golden Anniversary & Gala Days. July 23-25. A. F. Evey.

New York
Limestone—Old Home Week Celebration. July 27-Aug. 1. Circus Saints & Sinners, Bradford, Pa.
Livingston Manor—Fire Dept. Celebration & Old Home Week. July 6-11. Leonard Sherwood.
Narrowsburg—Tusten Centennial. July 26-Aug. 1. Jim Purcell.

Ohio
East Canton—Lions Club Home-Coming. July 8-11. George Marlow.
Fort Recovery—Harvest Jubilee. July 6-11. B. B. Burke, Box 175.
Gibsonburg—Vol. Fire Dept. Home-Coming. July 24-27. Clarence E. Mathna.
North Industry—Vol. Fire Dept. Home-Coming. July 21-25. George Marlow, Canton, O.

Oklahoma
Pawhuska—Int'l. Round-Up Clubs Cavalcade. July 24-26. Frank I. Raley.

Pennsylvania
Beach Creek—150th Anni. Celebration. July 13-18.
Farrell—Am. Legion Celebration. July 8-11. Ray Young.
Malvern—Fire Co. Fair. July 8-18. Chas. Hartshorne, 159 Woodland Ave.
Muncy—Firemen's Celebration. July 6-11.
New Galilee—Firemen's Carnival. July 27-Aug. 1. J. A. Fusetti, Box 67.
Pittsburgh—Police Circus, Forbes Field. July 30-Aug. 1. Chester B. Morley, 332 City-County Bldg.
Salisbury—Firemen's Celebration. July 19-25. George E. Bowersox Jr.
Saxonsburg—Vol. Firemen's Carnival. July 20-25. George K. Smith.
Shade Gap—Soldiers & Sailors Fair. July 27-Aug. 1. A. L. Blackmon.

South Dakota
Custer—Gold Discovery Days. July 24-26. W. J. McCracken.
Deadwood—Days of '76. July 31-Aug. 2. Nell Ferrigoue.
Dell Rapids—Cootie Days. July 31-Aug. 1.
Madison—Yankee Doodle Days. July 31-Aug. 1.

Wolf Greater: Des Moines, Ia.; Fort Dodge 13-18.
World of Mirth: Portland, Me.
World of Pleasure: Cadillac, Mich., 6-14; Muskegon 15-25.
World of Today: (Fair) Fosston, Minn.
Young, Monte: Nephi, Utah, Ogden 13-25.

Thank You

I. T. SHOWS
for your purchase of five Chevrolet Tractors
JOHNNY CANOLE
Altoona, Pa.
Phone Altoona 9347

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

NEW
WORLD OF PLEASURE SHOWS
 MICHIGAN'S FINEST AND LARGEST MIDWAY!

10 DAYS—MUSKEGON, MICH.—10 DAYS
 July 15 thru July 25th
—CAN USE HIGH-CLASS SHOWS—
 Such as Side Show, Snake Show, Glass House, Motordrome, Midget Show and Grind Shows of all kinds. Will reap a harvest here. Girl shows booked. Our usual string of outstanding FAIRS start after Muskegon, Cadillac, Mich., thru July 12th.

BILL HAMES SHOWS

WANT FOREMEN AND SECOND MEN FOR ALL RIDES

RIDES FOR SALE
 MERRY-GO-ROUND, DODGE 'EM, OCTOPUS, CATERPILLAR, MIX-UP, DIPPER (LIKE NEW), ALL KINDS OF KID RIDES. Can be seen in operation at Lakeworth Park, Fort Worth, Texas. Rides can be left in park or moved. Priced right for quick sale.
 Address **BILL HAMES, Mgr.**
 Round Rock, Texas, this week.

GRAND AMERICAN SHOWS

Want for Iowa Falls, Iowa's Largest Annual July Street Fair and Celebration, July 15-18.
 WANT—Glass or Fun House, Snake, Monkey, any Grind Show with own equipment; 25% to office. WANT—Jewelry, Ducks, Basketball, Juice, Custard or Ice Cream, Snow Cone, any Skill Game that works for Stock, No Count Stores on this show. No Mitt Camps. WANT—No. 5 Wheel and Kiddie Train; 25% to office for all fairs and celebrations. WANT—Ride Help who drive. Jackie Coleman can use two girls for Girl Show.
 FOR SALE—Two 14x8 outfits, one 14x12 4-way outfit; brand new canvas; used 7 weeks.
 Toledo, Iowa, now; Iowa Falls, Iowa, next.
 Wire **L. O. WEAVER, Mgr.**

WANTED MECHANIC AND RIDE HELP

MECHANIC
 Can place sober, reliable Show Mechanic. Must have own tools and keep fleet repaired. All our trucks are practically new.

RIDE HELP
 Can place Foreman for Merry-Go-Round, also for Wheels, Tilt and a good man for Kiddie Rides. Following men contact me: Eddie Remley, Cross and others who worked for me. Good salaries plus bonus.
 Address all mail and wires to
Lloyd D. Serfass, Owner-Mgr., Penn Premier Shows
 Erie, Pa., this week; Warren, Pa., next week.

Want—SIDE SHOW PEOPLE—Want
 FOR LONG BEACH, CALIF., AND RIVERVIEW PARK, CHICAGO, AND A GOOD ROUTE OF FAIRS THIS FALL
 TALKERS, TICKET SELLERS, FREAKS AND ACTS OF ALL KINDS.
 (C. F.: Wired you—Contact us at once)
 All answer to:
BEST & WANOUS SHOW #1
 c/o RIVERVIEW PARK, CHICAGO, ILL.

EXCELLENT CONDITION
WHIP • FERRIS WHEEL • CHAIRPLANE
 FOR SALE SEPARATELY OR AS A GROUP
 Write for particulars:
 Box 870, The Billboard, 1564 Broadway, New York 36, N. Y.

Want—GREAT SUTTON SHOWS—Want
 CONCESSIONS OF ALL KINDS, ESPECIALLY STOCK STORES AND BALL GAMES, SIX CATS, BUCKETS AND MITT CAMP. SHOWS OF ALL KINDS WITH OWN EQUIPMENT AND TRANSPORTATION. RIDE HELP ON ALL RIDES—MUST DRIVE.
 WANT COOKHOUSE OR SIT DOWN GRAB. ALSO PONY RIDE.
 We have 14 Fairs in Missouri and Arkansas, immediately following Lebanon, Mo.
 Address: Moberly, Mo., this week; Lebanon, Mo., next week.

WANTED FOR LARGE ILLUSION SHOW
 Ticket Seller, also man to train for stage assistant. Both must drive trucks. Can place young ladies small enough to work cabinet illusions; must weigh under 150 lbs. Long season, top salary paid every week. No drinking. Playing fairs with Foley & Burk Shows until late August; then independent until November. Alameda County Fair, Pleasanton, California, until July 11; then California Rodeo, Salinas, California, until July 19. Mail care General Delivery. Wires care Foley & Burk Shows.
A. W. McASKILL

EMPIRE STATE SHOWS
 WANT SHOWS—Side Show, Funhouse, Geek Show, Mechanical City, Girl Show, Unicorn Show, Athletic Show and Illusion. WANT CONCESSIONS—Frozen Custard, Candy Floss, Popcorn, Jewelry, Lead Gallery, Buckets, Hanky Panks of all kinds and Bingo. WANT RIDE HELP—"Frenchie" Rendelle, John Rogers and Bill Hicks, answer or come on. Want Show Painter, Electrician and Mechanic. All this week Rosiclare, Ill.

HELP WANTED
 FOREMEN for FERRIS WHEEL—ROLL-O-PLANE—RIDEE-O
 Good Salary and Bonus Every Week.
 CANVASMAN to handle Big Top and Front.
 Train Hands—Other Ride Help.
 Wire or Come in
METROPOLITAN SHOWS, Morgantown, W. Va., this week

Fish-Pond Operators!
 Your Troubles Are Over . . .
 The Newest and Greatest Fish ever made for pump and paddle-type tanks. No more sweating and fussing to weight your fish and put the hooks in.
 • Waterproof, Rustproof
 • Non-Breakable
 • One-pc. rubberized plastic construction
 • Properly weighted
 • Beautiful, assorted colors

Unnumbered—6 or more . . . \$1.00 ea.
 Numbered to your specifications—6 or more . . . \$1.05 ea.
 Sample \$1.25 ppd.
JOBBERS-DISTRIBUTORS—Write for Quantity Prices
 Terms: 25% with order, bal. C.O.D.
 F.O.B. Chicago
JOY PRODUCTS CO., Al Gilbert
 4411 N. Drake Chicago, Ill.
 Phone: JUniper 8-2168

Mound City Shows #2
WANT
 CONCESSIONS OF ALL KINDS, such as High Striker, Mug, String Game, Short Range Gallery, Bumper, Slot Roll-Down, Fish Pond, Glass Pitch and others not conflicting. **RIDE MEN ON ALL RIDES.** Especially want Second Man on Ferris Wheel. Address
Whitey Slaten, Mgr.
 Pawnee, Ill., July 7-11; Morrisonville, Ill., 15-16; Collinsville, Ill., 17-18; Farmersville, Ill., 23-25.

RIDE MEN WANTED
 First and Second Men for #5 Eli Wheel. First Man for 3-Abreast Allan Herschell Merry-Go-Round. Pay \$50-\$50 per week. No drunks. Must be semi drivers. Pay day every week here. All replies to
Troy E. Williams
WILLIAMS AMUSEMENT COMPANY
 SYLVA, NORTH CAROLINA

LEGION HOMECOMING
 Right in town
MERCER, PA., JULY 14 TO 18
 Parades—Raffles—Band Concert
 Mammoth Fireworks Display
LAST CALL
 Can use Jewelry, Popcorn, Custard, Taffy Candy, Novelties, Ball Games and Hanky Panks. Wire or phone
GEO. LOCKHART
 Lowellville, Ohio Phone Lehigh 6-6407

★ Ohio's Largest ★
NORTH INDUSTRY, O., HOMECOMING
 July 21-25th inclusive
 Want 2 Educational Shows, Jewelry, Scales and Guess Your Age, Photos and Games for Merchandise. Silence a poitite negative.
George Marlow
 911 Payne Ct., N.E. Canton 5, Ohio

FREE ACT WANTED
AI BYESVILLE HOMECOMING
 August 31 through September 5, 1953, Byesville, Ohio. State full particulars, including price in first letter.
H. L. McCreary, Chairman

WANT
 Ride Foreman and Second Man for Ferris Wheel. Also Man to handle Kiddie Rides. Top salary. Address mail or wires
W. E. BUNTS
 Central Valley, N. Y., July 6-11.

STOCKTON, ILLINOIS ANNUAL STREET CELEBRATION
 Wants Concessions
FRANK C. NIEMEYER
 Stockton, Ill. Phone: 3 or 4
 (20 Miles West of Freeport, Ill.)

Due to Circumstances Beyond Our Control
 We are sacrificing following: Chevrolet Truck, new motor, 28 foot Fruehauf Trailer; nine concessions: Pan Game, Pea Pool, Under and Over, Heart Pitch, Penny Pitch, Glass Pitch, Cigarette Gallery, two tops and frames (booked on Wolfe Amusement Shows), all for \$1850 cash. Contact Mary Mumford, Cape Charles, Va., this week.

Swinging Ball Agents
WANTED FOR COMPLETE SEASON
 Wire: Turkey Red c/o World of Mirth Shows, Portland, Maine.

AGENTS WANTED
 FOR SIX CATS AND BUCKETS 17 STRAIGHT FAIRS
ROY T. DUFFY
 c/o GOLD MEDAL SHOWS
 Fairfield, Ill., this week.

JACK RUFF
 WRITE—WIRE
A. W. MORRIS
 GENERAL DELIVERY
 PATCHOGUE, L. I.

GIVE TO THE RUNYON CANCER FUND

WORLD OF TODAY SHOWS
 WANT FOR BEST COUNTY AND STATE FAIR ROUTE IN MIDWEST
 ENLARGING FOR THE BIG ONE
 CONCESSIONS: Slum Concessions of all kinds, privilege in keeping with kind, Basket Ball, Fish Pond, Darts, Six Cats, Buckets, Hoop-La, Watch-La, High Striker, Custard. SHOWS: Can place GIRL SHOW, with or without own outfit, Must be up to standards of Show. Also Grind Shows, Ding Shows and Motordrome. Will finance anything new or novel to reliable party. RIDES: Can place a few more Kid Rides. HELP: Useful People in all Departments, Carpenters and Builder's Helpers. First and Second Men on all Rides.
LONG SEASON—MAJOR FAIRS NOW UNTIL NOVEMBER
WORLD OF TODAY SHOWS
 Polk County Fair, Fosston, Minn., July 7-12

8—EASTERN CANADA FAIRS—8
CONKLIN SHOWS
WILL PLACE SHOWS AND CONCESSIONS AT
 LEAMINGTON—Aug. 10-15
 QUEBEC CITY—Sept. 5-13
 BELLEVILLE—Aug. 17-20
 RENFREW—Sept. 15-18
 THREE RIVERS—Aug. 21-27
 LINDSAY—Sept. 22-26
 SHERBROOKE—Aug. 29-Sept. 4
 CHATHAM—Sept. 28-Oct. 3
 Legitimate merchandising and refreshment concessions—and modern shows which do not conflict—will find this to be the most productive and best fair route anywhere!! Apply:
FRANK R. CONKLIN
 P. O. Box 31, Brantford, Canada.

PERCELL'S AMUSEMENT PARK, INC., presents
PIONEER SHOWS
 BEECH CREEK, PA., JULY 13 TO 18TH, 150TH ANNIVERSARY CELEBRATION
 Want legitimate Concessions of all kinds. Shows of merit only.
FIRST FAIR, TROY, PA., JULY 27 TO AUGUST 1
 Space limited. All replies this week, Muncy, Pa.
MICHAEL PERCELL, President

BAKER UNITED SHOWS.
 "A CLEAN MODERN MIDWAY"
WANT FOR OUR ROUTE OF INDIANA FAIRS
 CONCESSIONS—Long Range, Photos, Scales & Age, Ice Cream or other specialties. Also a few Hanky Panks open. SHOWS—Any good ones with own outfits. HELP—Always room for good, sober Help in all departments.
 Address **Ernie Allen**
 Franklin Fairgrounds, Franklin, Ind., this week; then Sullivan County Fair, Sullivan, Ind. Or **TOM L. BAKER**, 2257 Madison Ave., Indianapolis, Ind. Phone GARfield 4584.

CENTENNIAL, KANSAS-ILLINOIS
JULY 14-18
 Want Hanky Panks, Pronto Pups, Ice Cream, Taffy, Apples, Mechanical Show. Strong route of fairs following.
 Arcadia, Indiana, this week.
IDEAL RIDES

WANT—JOHN ROBINSON SHOWS—WANT
 ANY WORTHWHILE SHOWS NOT CONFLICTING. CAN PLACE MOTORDROME RIDERS. SECOND MEN FOR FERRIS WHEEL AND OCTOPUS. GOOD OPENING FOR COOK HOUSE AND POPCORN.
 AGENTS FOR BUCKETS, ONE GRIND STORE, AND HANKY PANKS. Also need useful Concession Workingmen.
 One more Still Date, then all Fairs.
 All address **DAVE PICARD, Bus. Mgr.**
 c/o Continental Hotel, Centerville, Iowa, this week.

MOTOR STATE SHOWS
WANT WANT WANT
 FOR PAULDING, OHIO, JULY 7-11, AND A CONTINUOUS ROUTE OF OHIO AND INDIANA CELEBRATIONS AND FAIRS.
 Hanky Panks not conflicting. Ride Men, one more Wheel Man, Man for Kiddie Whip and Arcade. #2 Unit needs Merry-Go-Round Foreman.
 All replies to Paulding, July 7-11; Bradner, Ohio, July 14-19.
JOE FREDERICKS, Owner and Manager

WANTED FOR 18 FAIRS, ALL MINNESOTA & NORTH DAKOTA
 GIRLS—For Girl Show, good P. C. with "2-a-week"
 WRESTLERS—For Athletic Show.
 Guarantee. Contact Dale Parrish. Contact Cliff Travis.
ROGER BROS.' SHOWS
 Want Second Men, on all Rides, Come on. Ironton, Minn., July 6-7-8; Cambridge, Minn., 9-10-11.

HOLLY AMUSEMENT CO.
WANT WANT WANT
 Will place Scales, Age, Coke Bottle, String, Balloon Darts, Ball Game, Cork Gun and Novelties. No gypsies, P. C. or flats tolerated.
FOR SALE: One Kiddie Boat Ride, \$1,000 cash; and will book on show.
F Hollingsworth Mgr. Montezuma, Ga., week July 6th

SUNSET AMUSEMENT CO.
CAN PLACE
 Small shows that can set on streets for Steamboat Days, Winona, Minn., July 9 to 12; Clinton, Iowa, Street Fair, July 15 to 18, and balance of fair season.
 Can place Basket Ball, African Dip, Ball Games and Cream Custard and Derby, all kinds of Hanky Panks



The Reds Broke Through

*Marine S/Sgt.
Archie Van Winkle
Medal of Honor*



ATTACKING IN DARKNESS, a superior Red force had smashed through B Company's defense line, near Sudong. Staff Sergeant (now Second Lieutenant) Van Winkle's platoon lay pinned under murderous fire. The entire Company faced destruction.

Passing a command to his platoon, the sergeant leaped from cover, led a rush against the enemy. A bullet shattered his left elbow, but he kept going.

The left-flank squad got separated. Sergeant Van Winkle dashed 40 yards through heavy fire to bring it in. A grenade seriously wounded his chest. Still, lying on the ground, he continued to direct the fighting.

Finally he was evacuated, unconscious from loss of blood; but the break had been plugged, the Company saved.

"I found out firsthand," says Sergeant Van Winkle, "that the Reds respect only one thing—strength. But America has plenty, thanks to our armed forces who serve in the field—and good citizens at home who invest in our country's Defense Bonds! I believe in Bonds—as savings to protect my family and as strength to protect my country. I own them—and I hope you do, too!"

★ ★ ★

Now E Bonds pay 3%! Now, improved Series E Bonds start paying interest after 6 months. And average 3% interest, compounded semiannually when held to maturity. Also, all maturing E Bonds automatically go on earning—at the new rate—for 10 more years. Today, start investing in United States Series E Defense Bonds through the Payroll Savings Plan; you can sign up to save as little as \$2.00 a payday if you wish.



Peace is for the strong! For peace and prosperity save with U.S. Defense Bonds!

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Fizz Kids DIZZIEST - FIZZIEST BAR GADGET EVER BRAND NEW! Amuse and confuse friends with Fizz Kids. SENSATIONAL NOVELTY provides laugh-a-minute when Fizz Kid does his stuff... automatically! Ten to 30 minutes of MYSTERIOUS MAGICAL ACTION. Use ordinary faucet water for bubbles of fun. AVAILABLE IN BOY OR GIRL models individually packaged with simple directions and a Fizz tablet for action aplenty. JOBBERS, DISTRIBUTORS: Be first to sell this new hilarious novelty - write, wire or phone for quantity prices.

G & S Mfg. Co. NASHVILLE 3, TENNESSEE

LITTLE ATOM World's Smallest Pistol Biggest Profit Producer Ever Offered! BANG! UP YOUR PROFITS WITH "LITTLE ATOM" - IT SELLS ON SIGHT WITH A BANG! The Tiny Pistol 1 1/2 Inch Long Uses Ammunition (Blank Cartridges) That Actually Shoots. JOBBERS, DISTRIBUTORS: Write, Wire, Phone for Quantity Prices.

Dr. Lee Model Western Gun... Standard Model Duetting Gun... Standard Model Western Gun... \$18, \$12, \$12

G & S Mfg. Co. NASHVILLE 3, TENNESSEE

Bulova • Waltham Elgin • Benrus Gruen Watches for men & women \$9.95 EA. Yellow Expansion Band, 95¢ add. SPECIAL \$50 DEAL 4 asst. above Watches & 6 Exp. Bands to match. You save an extra \$15.40. New model watches, case and dials. Reconditioned and guaranteed like new. Closeout of Men's Gold Finish Rings. Doz. \$3.95

New Big 1953 Wholesale Catalog, 25c Wholesale only - \$1 additional for samples. 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied. S. S. Washburn Av. Dept. B-11 Chicago 10, Ill. Joseph Bros. "The Watch and Diamond House"

Jobbers Distributors Wholesalers Sub-Mfrs. ONLY Agents—Aluminum and Brass Plaques or Ladies and Men's Trench Bands Law Brass or Polished and Plated, With or without Push Pins Souvenirs, Novelty Jewelry. Sun Mfg. Co. 09 Nicholson, N.W. Washington, D. C.

SIGN ON THE LINE With our NEW RETRACTABLE BALL PEN At the lowest price Precision Push Button Action! Smudge Proof Leak Proof per gross Sample Doz. \$2.50 Assorted Colors A CHILD CAN WRITE WITH IT! Ask for FREE Catalog of Tremendous Bargains BURKE 10 W. 27 ST., N. Y. C.

WANT TO MAKE REAL MONEY! Make up to \$50.00 in a day selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. Sustained by national publicity program Write for free details today to UTILITY DURAWEAR CO. 53 West Jackson Blvd. Dept. BB-711 Chicago 4, Illinois

DISPLAY-CLASSIFIED SECTION A MARKET PLACE FOR BUYERS AND SELLERS REGULAR CLASSIFIED ADS... DISPLAY-CLASSIFIED ADS... 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 FOR SALE—VENTRILOQUIAL DIALOGS, wholesale and retail; Monologs, Stories, etc. Tizzard, 110 W. 76th St., New York 23, N. Y.

AGENTS & DISTRIBUTORS AGENTS DISTRIBUTORS SALESMEN Sea Shell and Starfish Lamps RELIGIOUS and TROPICAL Styles SPECIAL DISCOUNT FOR JULY Sample Assortment: 14 LAMPS for \$27.50 (Retail Value \$67.00) (F.O.B. Miami, Fla.) FREE Samples included 1/2 Deposit on all C.O.D. orders WRITE TODAY FOR CATALOG "B" LOS TROPICALS Established 1927 940 N. Miami Ave., Miami, Fla.

AGENTS ARE NEEDED FOR BAXTONE Postcards in the following States: Connecticut, Massachusetts, Colorado, Michigan, Delaware, Montana, New Jersey, Maine, New York, Pennsylvania, 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.

AGENTS - ACT NOW! STAMP SOCIAL Security Plates; Stamping Outfits; sample with Name and S. S. Number, 50¢; literature free. General Products, 11 N. Pearl BB-36 Albany, N. Y.

AMAZING MONEY MAKING OFFER—\$50 or more selling 100 boxes America's Leading Christmas Cards. Samples on approval. Complete Line. Free Samples Personal Christmas Cards and Stationery. Sensational Bonus. Write, Larkin Studios, Dept. 101, Vermilion, Ohio.

ASSORTED SUMMER EARRINGS, VAL. TO \$1; gross \$15; 3 dozen samples, \$5 postpaid; cash with order. Jacobi, 1715 E. Mercer, Seattle 2, Wash.

ATTENTION SALESMEN, WAGON JOBBERS, demonstrators, organizations, advertising jobbers. Free catalog. Select Shaker, 16147 Segundo, San Lorenzo, Calif.

ATTENTION, HOSIERY—LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery, Nylon, 10 dozen up; same order and dozen slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn.

BARGAINS - TERRIFIC SAVINGS; JOB lots, closeouts; also save up to 50% on druggists, clothing, hosiery, notions, drugs, toiletries, fits, jewelry, television, 2000 items. Send 25¢ for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311 H-39 North Desplaines, Chicago 5.

BASKET EARRINGS - WOVEN STRAW Baskets; Hat Baskets; Glass Baskets; Coral Shell Baskets, New Colorful Fruit Baskets, Fruit Clusters, Real Coral Baskets, Mother-of-Pearl Baskets. Unusual Hoop Earrings—White, Pearl, Coral, Fruit; Petalcoat Earrings. All \$6. Petalcoat Necklaces, J. J. Lastujka Dist., Box 10248, Tampa, Fla.

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 stone rings, \$3 per dozen; men's and ladies' aluminum idents, \$12 per gross. Sample dozen regular price. 25% deposit, balance c.o.d. No catalogs. New England Jewelry, 9 Empire St., Providence, R. I.

COMIC POST CARDS—CONTAINING LAT est gags, printed in colors on krome stock; 5¢ retail; price to trade, \$25 per 1000. Jobbers wanted. Samples \$1. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa.

"GUARANTEED YEARS" Billboards—Prison Hand Made Personalized, top calf with goat lacing, secret pocket and necessary properties; assorted designs—emblems plain, any tooling. Sample \$3, postpaid; retail \$7.50; quantities cheaper. Cash or 25% deposit, balance c.o.d. PASS THE GOOD WORD ON Write, other leather goods. S. W. HOBBS, WALSTONSBURG, N. C.

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio.

MAKE \$5 PER HOUR SELLING ULTRA-Blue "X-11" Signs; general, religious; 50¢ sellers; 15 samples \$1. Lowry, 812 Broadway, Dept. 751, New York 3. jyl8

MAKE \$50, \$75, \$100, MORE! SELL NEW different Christmas, All Occasion Greeting Cards. Big Profits. New type Bonus-Premium Reward. Write for Feature samples on approval, free samples Name Imprinted Christmas Cards, exclusive Stationery, free color illustrated Catalog, Selling Guide. New England Art Publishers, North Arlington 733-C, Mass.

MEXICAN RESURRECTION PLANTS—SPECIAL for making money, \$20 thousand; 15 samples, \$1. Dial 3-4022. General Mercantile Co., Laredo, Tex.

MEXICAN CURIOS AND NOVELTIES—IF you need, send stamp for price list. General Mercantile Co., Laredo, Tex.

NEW BATHROOM DEODORIZER—HANGS on wall; banishes odors bathroom, kitchen. Lightning seller; samples sent on trial. Kristee 122, Akron, O.

OIL PAINTINGS—POPULAR PRICES. ALL sizes, all kinds; also lessons in practical oil painting. Manigold, 207 N. Poplar, Merrill, Wis.

PENNANTS DO YOU USE THEM? If so you need our price list and illustrated booklet and a sample pennant. HART PROCESSING Marine City, Mich.

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; costs nothing to try. Write today for samples on approval Regal Greetings, Dept. 5, Ferndale, Mich.

SALESMEN, PITCHMEN, DEMONSTRATORS. Up to 1400%. 10 products. New all-purpose rub-on Silverplating Liquids. Wonderful demonstrators. NuSilver, 508-BB7, Aurora, Ill.

SELL BIG MONEY MAKER TO MEN AND women. Easy handwork makes fast-selling useful articles. Sample free. Sun-made Company, Brockton 64, Mass. np

SELLING OUT! ELECTRIC BINGO BLOWERS, \$49.50 complete with balls. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. jy25

SHINE SHOES WITHOUT "POLISH"—NEW invention. Lightning seller; shoes gleam like mirror. Samples sent on trial. Kristee 121, Akron, O. np

SIDELINE SALESMEN - FREE WHOLESALE catalog watches, jewelry, auctioneer, pitchman merchandise. Casey Hofferer Corp., Dept. 40, 618 Jackson, Chicago 61 (Chronograph Watch, \$3.88.) jyl1

VACUUM CLEANERS—TANKS, UPRIGHTS; all makes, rebuilt like new, guaranteed. Any quantity, all prices; samples on request. Brand New Sewing Machines. Metropolitan, 4143 Third Ave., N.Y.C. CY 9-5960. aul

10c COMIC BOOKS—OFF SALE COPIES JUST TO ADVERTISE COMPLETE FULL COPIES A LARGE VARIETY WITH EACH ORDER WRITE—WIRE—OR CALL FOR DETAILS GRODDY SALES COMPANY 1338-42 FORBES STREET PITTSBURGH 19, PA.

WALLACE FLATWARE - 18% NICKEL-Silver, 26 piece set, \$3.75; 34 piece, \$4.90. With 2¢ Bonus; Mahogany Chests, \$2.50 double value. American Products, 18 W. 23 St., N. Y.

YOU MORE THAN DOUBLE YOUR MONEY on this nationally advertised \$1.49 seller. Korosel Cowboy and Cowgirl togs. Hot sellers at carnivals, hostess parties, door-to-door. Write: Jingle Products, 3840 Fullerton, Chicago 47.

YOUR OWN BUSINESS - SUITS, \$1.50. Overcoats, 55¢; Mackinaws, 35¢; Shoes, 12¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 558-AF Roosevelt, Chicago.

ANIMALS, BIRDS, PETS A BIG COLORFUL DEN EXOTIC SNAKES for only \$25. Guaranteed to be the largest den on the market for your money. Tame Tayra, Honey Bears, Pacas, Coati Mundi, Agouti, Giant Anteaters, Quipus Monkeys, Brazilian Capuchins, and Squirrel Monkeys. This week's special, "Brazilian Red Costumundis, \$30, and Adult Squirrel Monkeys, \$15." Tarpon Zoo, Tarpon Springs, Fla.

ALASKAN WOLF PUPS, OTTER, WOLVERINE, Canadian Lynx, Fisher, Martin, Mountain Lions, any size—Bear Cubs. Crates must be returned. Wm. E. Green, Professional Hunter, Guide and Outfitter, Fairlee, Vt.

ALLEN, ON HAND FOR SALE—SNAKES: Anacondas to 13 feet; Red Tailed Boa Constrictors to 9 feet; Emerald Tree Boas to 6 feet; Cook's Tree Boas, Rainbow Boas, Indian Rock Pythons up to 7 1/2 feet; Western and Eastern Diamondbacks, Canabrake, Tiger, Python, South American snakes, Copperheads, Moccasins, Corals, Fer-De-Lance; Green, Banded, Brown and Red-Bellied Water Snakes; Florida, Brooksii, Speckled, Chain; Georgia, Texas King Snakes; Florida, Texas Indigo; Yellow Tailed Cribos, common and Southern Hog-Nose, Coachwhips, Blue Racers, Black snakes, Garters, Green and Gray Vines; Everglades, Yellow, Red, Gray, Black, Tropical and Mahogany Rat Snakes; Florida and Western Bull Snakes; Green, Rainbow, Red-Bellied Mud and Ribbon Snakes. Baby Caimans, Box Turtles, Gopher and Red Footed Tortoises, large Terrapins. Large Green Iguanas, Mexican Beaded Lizard, Blue-Fongued Skink. Also Snake Skins and preserved specimens. Price list on request. Ross Allen's Reptile Institute, Silver Springs, Fla. Phones: MARion 2-6369, MARion 2-7080.

ALLEN'S SPECIAL OFFERS Boa Constrictors, 5, 6 and 7 ft., \$1.50 per ft. Tegu Lizards \$10.00 ea. Red-Footed Tortoises \$7.00 ea. 8-Foot So. Am. Indigo \$20.00 ea. Minimum order at these low prices 25.00 New Summer Price List on Request ROSS ALLEN'S REPTILE INSTITUTE Silver Springs, Fla. Phones: MARion 2-6369, MARion 2-7080

BABY PET MONKEYS—CINNAMON RING-Tails, \$30; Spiders, \$32.50; Squirrel Monkeys, \$22, 3 for \$100; Baby Hill Mynahs, guaranteed best talking birds, \$42.50, \$3 for \$90. Bronson Tropical Birds, 2228 Amsterdam, N.Y.C. jyl8

BABY ELEPHANTS, CHIMPANZEES, SEA Lions, Deer, Antelopes, Birds, Animals, all varieties. World Jungle Compound, Thousand Oaks, Calif. np

FEMALE AFRICAN LION, 3 YEARS; adult female Timber Wolf, mated pair Green Monkeys, Coyote Pups, Coatis, Badgers, Raccoon, Decayed Skunks, Parakeets, other animals and birds. Charone Animal Ranch, Burlington, Wis.

FOR SALE—WHITE HORSE LIBERTY ACT; High School Palomino, Trappings, Carb. Trade for Ponies, Carnival, Circus Equipment. Nipper, 6651 Enright, St. Louis 5, Mo. jyl1

FOR SALE—4 LEGGED ROOSTER, WHITE, tame, \$50. Bertelle's Birds, WMNE Radio Station, Menomonee, Wis.

JUMBO FROGS—FISH RAISING; PROFITABLE breeders for sale. 100 page book on raising frogs, \$3, information 10¢. Vol Brashers, Berryville, Ark.

MEXICAN YOUNG TAME BURROS FOR sale, \$45 ea., Laredo, or \$90 prepaid. Mexican Saddles for Burros and Ponies, \$35. Dial 3-4022. General Mercantile Co., Laredo, Tex.

NOW THAT YOU READ ALL THE ADS, write to Tropical Hobbyland for new spring price list. Here is a sample of what it contains: 5 young Cinnamon Ring-tails, \$135; 5 young Squirrel Monkeys, \$100; 100 (S. A. Caiman) Baby Alligators, \$85; Boas from 150 ft. Live delivery guaranteed. We have an opening for experienced animal manager. Tropical Hobbyland, 1525 27th Ave., Miami, Fla.

ORANGUTANS, BLACK PANTHERS, LEOPARDS, Tigers, Lions, Pumas, Bears, Malayan, Sloth, Grizzles, Monkeys, Llamas, Camels, others. World Jungle Compound, Thousand Oaks, Calif. np

H. B. DAVIS EXPANDS AGAIN takes over entire 8-story building fully illustrated NAME BRAND CATALOG This large, handsome, 64-page catalog has more than 1,000 NAME BRAND items beautifully illustrated. The attractive cover has blank space for you to imprint your own name and address. Send for your copy... with confidential dealers' price list—NOW!!! Send 50¢ in coin or stamps (will be credited to your first order).

THE HOUSE OF NAME BRANDS Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY

H. B. DAVIS CO. 145-B West 15th Street, New York 11, N. Y.

CARNIVAL SUPPLIES COOLIE HATS No. B45N13 12" Coolie Hats \$24.00 Gr. No. B45N14 16" Coolie Hats 30.00 Gr. TINSEL HEAD INSIDE HUMMER FLYING BIRDS No. B38M37 \$ 7.20 Gr. CELLULOID FEATHER DRESSED DOLLS With High Hats, Earrings and Canes. No. B34N7 4" \$ 8.40 Gr. No. B34N3 7" \$ 16.50 Gr. No. B34N9 9" \$ 27.00 Gr. FUR MONKEYS WITH HIGH HAT No. B38N81 7 1/2" \$ 7.20 Gr. No. B38N18 12" \$ 27.00 Gr. With Celluloid Head, Hat and Pipe. No. B38N24 7 1/2" \$ 8.40 Gr. No. B38N25 9" \$ 15.00 Gr. HAWAIIAN LEIS No. B44N27 11/16" (imp.) \$ 1.75 Gr. PARASOLS No. B26N26 18" Paper Parasols \$ 9.00 Gr. No. B26N7 23" Paper Parasols 16.50 Gr. No. B26N11 24" Rayon Parasols 3.75 Dz No. B26N9 32" Rayon Parasols 6.00 Dz

WRITE FOR NEW CATALOG Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. Please State Business. (Catalogs not sent to individuals.)

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

WE OFFER SPECIAL VALUES BN4354—Multicolor 18-Inch Garden Hats \$ 2.70 Dozen BN1668—Multicolor 8-Point Pinwheels 9.60 Gross BN2717—Multicolor 17-Inch Plush Bear 16.00 Dozen BN936—Multicolor 36-Inch Clown Dolls 19.20 Dozen BN9483—Inside Whistle Flying Bird 7.25 Gross BN955—2 1/2-Inch Bronze Western Horse 19.50 Gross

WRITE FOR OUR NEW CARNIVAL CATALOG. 25% DEPOSIT REQUIRED WITH C.O.D. ORDERS. BE SURE TO ALLOW ENOUGH FOR POSTAGE.

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

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: Acts, Songs, Parodies Agents and Distributors Animals, Birds, Pets Business Opportunities Food and Drink Concession Supplies Formulas For Sale—Secondhand Goods For Sale—Secondhand Show Property Help Wanted Instructions, Books, Cartoons Magical Apparatus Miscellaneous Musical Instruments, Accessories Partners Wanted Personals Photo Supplies and Developing Printing Salesmen Wanted Scenery, Banners Tasting Supplies 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. Minimum \$6.00. (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: I enclose remittance of \$ Name Address City State

OUR NAME BRAND LIVES INCLUDE:
 Jacque Kreisler
 Blue Heaven
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 And many more

Gold Plated Powerhouse Antique Type JEWELLED BRACELETS
Only \$13.50
 Dozen Assorted
 Retail \$3.60 Each
 And Worth It

A royal selection for women who take pride in handsome accessories... a powerhouse for sales. Exclusively styled by a master craftsman who has spent a lifetime creating antique-type jewelry.

Assortment of five magnificent link-chain multi-jeweled bracelets—pearls* and garnet* hearts—vari-colored jewel stones with pear shaped fiery opals*—pear shaped jet stones—single row of pearls*—double row of pearls*. A grand buy. Minimum order one dozen.

Minimum order \$20. Federal Tax additional if not for resale 25% deposit, balance C.O.D., F.O.B. Philadelphia.

SEND FOR FREE COPY OF TEMPLE'S SUPPLEMENT
 Visit our showroom when in Philadelphia

708 Sansom Street
 Philadelphia 6, Pa.
TEMPLE COMPANY INC.
 Market 7-8242

OVER 600 PINS AND IDENTS FOR ENGRAVING

Boys', Girls', and Baby Expansion Ident, \$5.64 per dozen, Nickel Plated.
 \$6.60 per dozen, Gold Plated, Bulk.

1953 CATALOG WITH NEW NUMBERS READY

DEXECO, INC. FOR ENGRAVERS & DEMONSTRATORS
 Manufacturers of engraving jewelry
 191 SOUTH STREET, PROVIDENCE 3, R. I. State your business.

SEND FOR FREE 1953 CATALOG
 Lowest possible prices on Gruen, Benrus and Dumont Watches. Also Diamond Rings.

YORMARK SALES CO. 131 WEST 46TH STREET
 NEW YORK 36, N. Y.

ENGRAVERS with it since 1907
DAY and NITE SERVICE
 \$13.00 Complete With Aluminum No. 102
 \$7.50 No. 14 All-Aluminum Grab Bag Ident (not second)

WATCH for Sensationally LOW-PRICED Grab Bag Bracelet!

MILLER CREATIONS 7739 Avalon Chicago, Ill. Phone: Waterfall 8-8855

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW 1953 CATALOG

CONCESSIONAIRE'S, OPERATORS, STREET WORKERS

Don't fail to send for your Free Copy of our General Catalog that is now ready for mailing. It illustrates the most extensive line of Novelties and Premium Merchandise ever offered at amazingly low prices

GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.

PRICE LIST NOW READY
 Whips, Batons, Canes, Hats, Balloons, Flying Birds, Leis, Mexican Bird's Nest Hats, Slum, etc. Write today

ADVANCE NOVELTY CO.
 7000 W. WARREN AVENUE Phone: Tyler 8-5240 DETROIT 10, MICH.

ANIMALS, BIRDS, PETS
 Continued from page 65

PEKIN DUCKLINGS FOR YOUR DUCK
 pitch; thousands available weekly at \$25 per hundred; shipped prepaid to any town. Write, wire or phone DeVries Poultry Farm, Zeeland, Mich.

PEKIN DUCKLINGS MAKE BIG PROFITS
 for carnival men. Everybody from 6 to 60 will pitch for these cute yellow baby ducklings. Can supply immediate weekly shipments, \$25 per hundred. Write or phone us today. (Phone Vanlue, Ohio 32A.) Free catalog. Hile Duck Hatchery, Dept. 4, Carey, Ohio.

SIX ACTS—BEAR, HORSE, LADY ACROBAT. Always have trained stock for sale. Will train to order. Herman Miller, Wilton, Wis.

WANTED—TAME, COLLAR, CHAIN
 broke Monkeys. State age, breed, sex and lowest price wanted. F. Kiefer, Box 181, Lancaster, Pa. jyl1

BUSINESS OPPORTUNITIES

ALL SNOWBALL FLAVORS AND SUPPLIES; \$8.50 buys I've Shaver that shaves into paper cup and enough flavor and cups for thousands snowballs. Electric Shaver and flavor and cups, \$75; other outfits, \$2.50 up; free illustrated circulars. Snowball Co., 9534-H Lemturner, Jacksonville 8, Fla. jz25

A REAL BARGAIN
 Houston County Fairgrounds at Dothan, Alabama, consisting of about fifty acres, Grand Stand and all buildings, etc., for only \$65,000. Terms.

J. Whitley, Realtor
 P. O. Box 1022
 Dothan, Ala.

BUY FROM MANUFACTURERS, WHOLESALERS, branded merchandise; thousands of items; mail order, direct selling, personal use. Business Guide, 1153 Broadway, N.Y.C. Terms.

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 50¢ for explanatory book. Money refunded when book returned. Harrell & Co., Box A-14, Louisville, Ill. jz25

EXPERIENCED RINK OPERATOR AND Instructor with complete skating rink equipment, 200 pair shoe skates, all with toe stops; 80 watt tape-record sound system, six speakers; skate wheel grinder, pop box, electric signs, etc., needs a partner to help start a rink or a building as a ballroom to lease or buy. Will go anywhere. State-side or overseas. State size of building, location, type of floor, or interested partner. Write James Hildreth, 2022 "P" St., Sacramento 14, Calif. jz18

FOR SALE—IDEAL PARK LOCATION; 19 acres; about 20 miles north of Harrisburg, Pa., on Route 14. New swimming pool, dance hall, refreshment bldg., large ballroom, bldg., concession stands, open-air stage; now booking hillbilly shows; good water. Geo. Belt, Halifax, R.D. 1, Pa. Phone Halifax 4282. jyl1

LOT FOR RENT
 45 feet deep and 80 ft. long in the amusement section of Old Orchard Beach, Maine, for season of 1953.

F. F. SMITH
 P. O. Box 3 Old Orchard Beach, Maine

MODERN DOWNTOWN THEATER FOR sale in fastest growing city on West Coast of Florida. Could be used for 2-D or Legitimate. Write Capitol Theatre, 140 First St., No., St. Petersburg, Fla. jz18

NEW ELECTRIC MACHINE BAKES greaseless doughnuts attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn. jz18

START VENETIAN BLIND LAUNDRY—Profitable lifetime business. New machine. Free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan. jz18

WILL SELL KIDDIE PLAYLAND, Southern Long Island, or working partner. Five rides, good opportunity. Contact David Shapiro, 60 Clinton St., Brooklyn 1, New York, or call Triangle 5-9623.

1 40x100 PORTABLE SKATING RINK—Floor 1st grade maple, 1 year old, sacrifice for \$2,500, to sell by July 15. Inquire Denton Roller Rink, Box 484, Girard, Ill. jz18

\$5 PER HOUR MANUFACTURING DRIFT wood lamps; everything furnished. Ready cut. Completed Lamp for concessionaires. B. Patchett, 2187 N W 24 Court, Miami, Fla. jyl1

\$15 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-B
 State College, Pa.

COSTUMES, UNIFORMS WARDROBES

BEAUTIFUL ISLAND GRASS HULA SKIRT, \$5; send \$1 balance c.o.d. Hawaiian Hula Shop 3650 18 St., San Francisco Calif. jyl1

LOWNS, BURLESK COMICS' PROPS, Wigs, Hats, Free Lists! (Boxful Clown Oddments, \$3.) "Happy" Morgan's Clown Headquarters. 2404 N 15th, Philadelphia 1918

COSTUMES! \$5 UP. LITERATURE FREE. Photo Bikini Catalog, 50¢; Photo Lingerie Catalog, 50¢; also Men's Bikini Suits, photos, 5¢. Maureen, 140 So Alvarado, Los Angeles 57, Calif. jz18

Doesn't this ad GET YOUR ATTENTION?
 It's called a **DISPLAY CLASSIFIED** and you can use it to increase sales results. See first page this section

ELASTIC NET OPERA HOSE, \$3.95. Chorus or Strip Panties, \$1.25, black or flesh. Rhinestone G-Strings, \$5; Spangle G-Strings, \$4. Stamp brings folder. Immediate shipment on orders. J. Day, Box 39 Times Square Station, N. Y. 36, N. Y.

FOOD AND DRINK CONCESSION SUPPLIES

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. jz18

ATTENTION, JOBBERS
There Are Big Profits in Decals when you deal direct with manufacturer!
COMIC DECALS, GIRLIE DECALS, TWO-SIDED DECALS, TOURIST DECALS, SOUVENIR DECALS, GAG DECALS, DECAL SIGNS. Send 25¢ today for generous assortment of samples

IMPRINT ART PRODUCTS, Inc.
 611 Manhattan Ave., Brooklyn 22, N. Y.

FORMULAS & PLANS
 ANY FORMULA, \$3. FORMULA CATALOG and Chemical Instruction Sheet, 10¢. Joseph H. Belfort, 216 W. Jackson Blvd., Chicago 6.

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. au15

FOR SALE—ARCADE MACHINES, LONG Range Shooting Gallery, Pinballs, Mutoscope Photomatic. Cheap. Arcade, 397 North St., Pittsfield, Mass.

HAVE 5 ELECTRO PITCH BASEBALL Pitching Machines, almost new. Will trade for another Kiddie Ride or sell outright. Reasonable. David Shapiro, 60 Clinton St., Brooklyn 1, N. Y. Triangle 5-9623.

TRAILER, COOK—TWENTY FOOT VENDOR type; Popcorn, Carmel Corn, Root Beer, Carbonator; all in perfect condition; ideal for park, stationary location, or concession work. Electric Brakes, Commercial Hitch, all supplies on hand included. First \$1,550 takes this deal. Bottled Gas Equipped. Krispy Korn Company, 120 S. Halsted, Chicago 6, Ill.

FOR SALE—SECOND-HAND SHOW PROPERTY

ALLAN HERSCHELL'S LOOPER FOR SALE. This ride is not junk. Will take \$4,000 complete or trade for Scooter (portable) and cars. Will pay the difference. Forest Amusement Park, Inc., 31 N. Atlantic Ave., Daytona Beach, Fla. jyl1

ALL 16MM. SOUND—WESTERNS, 518; Features, \$21-\$24; Serials, \$5 episode. Used projectors cheap; program rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn. jz25

BUILD YOUR OWN CONCESSIONS— Frames, canvas, games; Shallow Joint (23 games), 4-Way Joint (11 games), Ball Rack (13 games), African Dip, \$5 each; High Striker, \$3; all \$20. Free circular. Brill, Box 875, Peoria, Ill. jz18

FOR SALE, BARGAIN—PORTABLE SKATING Rink, 40x100, maple floor. See at Eloise, Fla. Call Hollis Brannen, 5942, Dunedee, Fla. \$2,200.

FOR SALE—LONG RANGE, ALL STEEL Shooting Gallery, complete; also several other joints. Bargain. Chas. R. Cain, Box 86, Vining, Kan. jz18

JUST RECEIVED FOR SALE—500 USED 16mm. Sound Feature Pictures; many never before available on sale basis! Priced from \$29.95! Good used 16mm. Sound Projectors, all leading makes, priced from \$129.95. All sorted in Film, Equipment, necessary bargains. Our big new catalog A free! Blackhawk Films, 700 Eastin Bldg., Davenport, Iowa. jz25

KIDDIE RIDE—PONY CYCLE, HOLDS 12, must sell, \$500. Phone mornings, Bigelow 2-2322, Newark, N. J. jz18

KING PONY CART RIDE—GOOD CONDI- tion; booked in Grade A park thru Labor Day. New canvas, \$1,500. Box C-366, c/o Billboard, Cincinnati 22, Ohio.

MANUFACTURE, REPAIR, TRADE ANY- thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. se12

NEED CASH—SACRIFICE ONE NEW P.D.G. Photo Master, Lotin Supplies, all only \$65. Popcorn Machine, Creators Giant 241 Model, A-1 shape, \$150. Curiosity seekers, lay off. Rush answer, Dewey Cravens, General Delivery, Lubbock, Tex.

NEW SIX CAT JOINT
 14x12, for sale. Used only 4 times; best offer takes it.
 7443 Southpark Chicago, Ill.

NEW KIDDIE CHAIRPLANE, \$400; Toledo Floss Machine, new Sno-Cone machine and supplies, counter Popcorn Machine, 12 Qt. Saratoga Kettle Popper, Junge Show, Magic Show, P. A. System, Hilly Striker; very reasonable. Beebe, Box 505, Keego Harbor, Mich. jz18

SHORT RANGE TARGETS—NEW SAM- ples free; shipped the same day service Fine Art Press, 115 Donald, Peoria, Ill. np

8x12 BLUE ANCHOR TENT AND FRAME; Fish Pond Tank, Motor, Fish Milk Bottles, \$150. State Route 28, Box 76, 4 1/2 miles above Milford, O.

16MM. SOUND FILMS—SOLD, RENTED, traded. Write for bargain lists. Rogers Films, Lombard, Ill. aul

INSTRUCTIONS BOOKS & CARTOONS

IT IS ONE THING TO HAVE A SHOW and quite another to get the money for it. New and old ideas for promoters to get real money for shows, circuses, carnivals and special promotions. All for \$5 C. S. Karland, 338 Boush St., Norfolk, Va.

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG, 10¢; Magic, Joker's Novelties; fast-selling Specialties! (Pitchmen's Slum Headquarters, Ariane Mfg. Co., 4462-B Germantown, Philadelphia. jz18)

A BRAND NEW #23 CATALOG—MIND- reading, Mentalism, Spoons, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic, 144-page illustrated catalog Buyer's Guide, both 50¢ wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio.

ATTENTION!
 If you want to **INCREASE RESULTS** use this eye-catching **DISPLAY CLASSIFIED** style of ad see first page this section

MAGIC HEADQUARTERS FOR ACCES- sories, books, tricks, escapes, nite club and stage illusions, circus and carnival side show acts. Magic as a Hobby, \$1 James P. Kane, Box 275B, Phila. 5, Pa. jz25

SIDE SHOW PEOPLE—SELL LOOK-BAKS, Trick Cards, Magic Books and Novelties. List free; samples 25¢. Warrpress, Warwick, R. I. jyl1

SUB MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 B, S. High, Columbus, Ohio. jz18

VENTRILOQUIAL FIGURES, PAPER mache heads, cats, dogs, novelties and instruction. Ask about used bargains. Brown, 1711 S.W. 18 St., Miami, Fla. jyl1

VENTRILOQUIST FIGURES CREATED TO your special order. Ventriloquist courses. Frank Marshall, 192 N. Clark St., Chicago 1, Ill. jz18

MISCELLANEOUS

PROMOTION MANAGERS ATTENTION please: Ideas galore on promotions of shows, circuses, carnivals, real estate, etc.; all for \$5. C. S. Karland, 338 Boush St., Norfolk, Va.

SELL OUR ILLUSTRATED COMIC BOOK- lets, 10-51. Skeptical? Receive sample with particulars, 10¢. Distributors, Box 152-VB, Levittown, New York jz18

KIPPS SLUM Specials

Comic Buttons, 1 1/4", 100 \$1.00; 1000 9.00 Imported Hawaiian Leis Gr. 1.95
 Carton of 15 Gr. 34.00
 Comic Hat Bands 100 \$1.40; 1000 13.50
 Pocket Combs Gr. 95¢; 10 Gr. 9.00
 Wire Puzzles Gr. 1.00
 Large Finger Traps Gr. 1.00
 Miniature Rubber Dagger Gr. 1.00
 Assorted Key Chains, with charms Gr. 2.75
 Butterfly Pins Gr. 1.00
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 Magic Paddles Box of 2 Gr. 1.00
 Magic Water Shell Flowers Gr. 1.80
 Whistling Jet Box of 2 Gr. 1.00
 Feather Ticker Gr. 1.00
 4" Darts Gr. .95
 6" Flower Fan Gr. 1.00
 Rubber Razor Gr. 1.00
 Crickets Gr. 1.00
 Mustache Blowout Gr. 4.65
 16" Blowout with wood mouth-piece Gr. 2.25
 12" Blowout Gr. 1.00
 Swiss Bird Warbler, Gr. 85¢; 10 Gr. 7.50
 Plastic Police Whistle Gr. 3.60
 Whistle Assortment, metal Gr. 1.00
 Assorted Dangling Toys Gr. 2.75
 Auto Suction Birds Gr. 4.50
 Assorted Bisque Animals Gr. 1.00
 Flexible Push Monkey Gr. 2.50
 Box of 3 Dz. \$2.40; Gr. 9.00
 Long Glass Necklace Gr. 2.75
 Western Brooches Gr. 2.75
 Flying Birds, outside whistle Gr. 4.00
 7" Rubber Daggers Gr. 4.50
 Miniature Pocket Knife Gr. 4.50
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 GIVEN: 1 gross Arm Buttons with every 10 gross or more Slum order!

Write for new catalog include postage with order. 25% deposit with c.o.d. orders.

KIPP BROTHERS
 Wholesale Distributors Since 1880
 240.42 SOUTH MERIDIAN ST.
 INDIANAPOLIS 25, INDIANA

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KILLS INSECTS

New Government Law Allows Easy Sales to Homes
 Say good-bye to FLIES—MOSQUITOES—MOTHS—ANTS—SILVERFISH and other small flying INSECTS with NEW WALKO PRODUCTS for HOME and INDUSTRIAL insect control. HOME CONTROL opens a brand-new field of 60,000,000 prospects never before legally allowed. YOUR Specialty Opportunity of the year—Don't Miss this one! Both machines manufactured and designed by people with years of PEST CONTROL experience. Our President is a licensed EXTERMINATOR by the CHICAGO BOARD OF HEALTH. Write today for free information—or for quick action—send for Salesman's sample HOME UNIT \$3.00—INDUSTRIAL UNIT \$6.00. Samples are shipped prepaid.

WALKO INDUSTRIES, Dept. J-93
 Box 652, Highland Park, Illinois

Home Unit \$5.95 (Industrial unit)

\$10.95 (Industrial unit)

SPECIAL!
 Full Size, 17 1/4" x 11 1/4"
HORSE CLOCKS
 In Two-Toned Bronze or Gold Finish with popular electric movement
 \$5.60 Ea. in Lots of 6
 Sample, \$6.25.

NEW LOW PRICE ON BRONZE HORSES
 Send for free 1953 catalog. 25% deposit, balance C. O. D., F. O. B. Brooklyn, N. Y. Open account to rated concerns only if not for resale add federal tax.

HOUSE OF BRONZE
 1497 Myrtle Ave., Brooklyn 37, N. Y.
 Glenmore 6-1840

1000 PIECES OF SLUM
 ONLY \$6.75
 ASSORTED TOYS NOVELTIES GIFTS
 GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES
 Dart Balloons Gro. \$.75
 Corks, #3 1000 2.75
 Cork Gun Ea. 3.75
 French Darts Doz. 1.00
 Wood Milk Bottles, 1 1/2 Lead Ea. 1.25

25% deposit with order, bal. C.O.D. Send for FREE C-53 Carnival Catalog.

OPTICAN BROTHERS
 SINCE 1909
 300 W. NINTH ST., KANSAS CITY 6, MO.

NEW—FAST SELLERS for Men & Women—BIG Profit
 Everyone wants these beautiful copies Set your own HUGE Profits.

WRITE TODAY FREE CATALOG
 and details Mds for resale only. Unlimited possibilities! 50 styles of simulated diamond rings in Rolled Gold Plate and Sterling Silver, \$6.00 per dozen up. Copies of expensive Diamond Jewelry. We sell only best quality stones—10K & 14K mtd.

DES MOINES RING CO.
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FLORIDA FLAMINGOS
 Cast Aluminum—True life color—Stand about 30 inches high, \$40.00 a dozen pair. Samples cash with order post paid \$3.75 pair

BLOYD MFG. CO
 Valley Station, Ky.

3 WAY SAW
 1-14" 8 pt. Compass Saw Blade
 1-12" 8 pt. Compass Saw Blade
 1-10" 8 pt. Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherry-wood natural lacquer finished handles.

\$5.00 Per Doz. Sets
 No Less Sold

HACK SAW FRAMES
 Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.

\$6.00 Per Dozen
 No Less Sold

16-Inch Hack Saw Blades \$3.60 Per Gr
 Sold in gross lots only.

REGULATION SIZE HAND SAW
 26 inch 8 pt. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeve. Packed 6 to a carton. No less sold... **\$1.00 ea.**

5 WAY CABINET SAW SET
 1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 16" Panel Saw. Packed 6 to carton—no less sold... **\$1.25 Per Set.**

6 Pc. MAGNETIZED Screw Driver Set
 Self-display individual box unit. Overall lengths ranging from 1 1/2" to 3 1/2" includes stubby recess and square shank **\$1.00 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.

MAGNIFICENT WATCH BRACELET



Simulated diamonds cover entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order — balance C.O.D.

Only **\$12.50** each
 in lots of three.
 \$13.95 for sample.

NATIONAL DIST. CO.
 222 Calumet Bldg. Miami, Fla.
 Phone: 82-6473

ART PHOTOS

Gorgeous models. Clean and sharp. No shadows. All art poses.

4x5 GLOSSY **\$5** per HUNDRED assorted
 SPECIAL—\$35 PER THOUSAND

2x2 KODACHROME **\$45** per THOUSAND assorted
 SLIDES.....

SAMPLE ASSORTMENT..... **\$5**
 (Cash With Order)

Shipped by R. R. Express.
 50% Deposit on C.O.D. Orders.
 F.O.B. St. Louis. Immediate Delivery.

Demun Products Co.
 Dept. 9, 1010 DeMun, St. Louis, Mo

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 • Toys • Novelties • Leather Goods • Carnival Premiums

GEM SALES 533 Woodward Detroit 26 Mich.

STATE SOUVENIRS

Low prices—high profit Ash Trays, Coasters, etc. Designs 48 States and Parks. DECALS, 600 designs. Send 50¢ for 12 decal samples.

National Souvenir Mfg. Co.
 P. O. Box 284 North Miami, Fla.

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HAMMOND ORGAN SPEAKER — MODEL A-20, like new, cost \$550, will sell for \$175 or trade for Solovox. Green, 366 High, Wadsworth, Ohio.

PERSONALS

AROUND THE WORLD REMAILINGS— Letters from Chicago, 25¢; Package, 50¢; Laying from other U. S. A. cities, 75¢; Monthly Business and Personal Address. Inquiries send 10¢. C. Mack's M. O., 5656 North Hermitage, Chicago, Ill. au22

DANIEL BURGE, "COUNTRY BOY"— Please contact mother, "emergency." Anyone with information write or wire collect. Mrs. Elaine Walters, 114 So. Sycamore, Grand Island, Nebraska.

LETTERS REMAILED FROM BEAUTIFUL Fla Juana, Mexico or San Diego, California; each Bob Tato, Box 13002, San Diego 13, Calif.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. au22

COMBINATION DeVRY MAGIC EYE AND Street Snapper; 16 pictures a second at 1/100 to 1/1000; 1.5, 3.5 and 4.5 telephoto lens; all accessories for street snapping; also developing outfit. Perfect condition; cost \$700; any offer will be considered Small Press contact enlarger, \$85. F.D.Q. 3-minute Camera, never used, \$45. Box 345, R. 1, Waukegan, Ill.

DIRECT POSITIVE PHOTOGRAPHERS— We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. au22

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, New York. jy25

P.D.Q. QUICK FINISH STREET CAMERA. 2 1/2 x 3 1/2 photo, like new; cost \$89, will take \$60; \$30 cash, balance c.o.d. Henry Karstedt, 1642 W. Lemoyne St., Chicago, Ill. jy25

PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. au22

PRINTING

ALWAYS SPEEDY, RELIABLE SERVICE, lowest prices, 14x22 three-color window cards for all indoor and outdoor amusement purposes, \$8 hundred; larger 17x26 size, \$12.50 hundred. Bumper cards. Tribune Press, Dept. BB-J2, Earl Park, Ind. jy25

BUSINESS CARDS AND OTHERS, \$2.50 1,000 postpaid. Free use cuts. Black, blue or red. Samples free. Signal, 927Q, Los Altos, Calif. jy11

THERMOGRAPHED BUSINESS CARDS — Distinctive, top quality; 1,000, \$5.50. Free sample folder. Diehl Imprints, Box 64, Glenolden, Pa. jy11

SALESMEN WANTED

ANYONE CAN SELL HOOVER DUPONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others. In white and colors. Exclusive styles. Top quality. Low priced. Exceptional income. Real future. Equipment free! Write fully. Hoover, Dept. P-109, New York 11, N. Y. jy25

IS \$210 A WEEK WORTH A POSTCARD to you? Then rush card with name and address for special Free Trial Plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes!" Write to Mr. Lewis D. Frost-O-Matic Corp., Dept. D-106, 173 W. Madison, Chicago 2, Ill. au22

OVER 1000 ITEMS—FAST SERVICE, LOW prices. Carded Mds., Assort. Supplies, Aspirins, Combs, Handkerchiefs, Pocket Knives, Pipes, Shoe Laces, Razor Blades, Nylons, Novelties. Free price lists. Maloney & Sons, Dept. BB, 1063 W. Broad, Columbus 3, Ohio. au22

SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS— The best not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 6-2544. jy18

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — DESIGNS, colors, needles, outfits; genuine German Pelican Ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. au15

For advertising that SELLS and SELLS and SELLS Try Billboard classified ad see first page this section

LEARN TATTOOING—15 BASIC LESSON course, \$25. Illustrated brochures, 25¢ of course and tattooing supplies, 25¢. Zeis Studio, 728 Lesley, Rockford, Ill. au15

WANTED TO BUY

MUSIC, FOLDING TYPE, CARDBOARD, for 86 or 96 Key Organ. Size 6 1/2 x 15 1/2 inches. Harry Beach, Box 2602, Myrtle Beach, S. C. au1

WANT BALL RETURN FOR REGULATION Bowling Alley. Frank R. Nagel, 108 5th St., Salisbury, Mo. au1

WANTED — GENERATORS, 16.5 KW. DC Generators. We also want 60 inch Searchlights. Publicity Searchlight Co., 52 West 53 St., New York 19, N. Y. Plaza 5-6990 jy11

WANTED TO BUY—NEW OR USED MA-chine that wraps 5¢ peanut butter-chese cracker sandwiches, machine that wraps 5¢ bags of peanuts, also 1 small revolving bakery oven, use gas. Spurgeon W. Ramsey, 22nd and Rochester, Middlesboro, Ky

I FUN HOUSE, I DARK HIDE—SEND full information. James Harries. General Delivery, Campbellville, Ky.

GET THIS SPECIAL BUY!
 box of 21 good Xmas Cards or Box of 15 pretty Everyday Cards.

100 BOXES \$17.50
50 BOXES 9.00

Will add extra goods to help pay express charge.
 1/2 Deposit on C.O.D.
 Sample Boxes \$1.00 sent postpaid.

CHARLES UBERT
 98 Park Place N. Y. C.
 HANover 2-7619

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

SUMMER SPECIALS!
 Rubber Monkeys

\$2.00 Per. Doz.
\$21.00 Per Gross

BRAND NEW IDENT BRACELETS

Closing out below cost. Write for prices and full description. 1/3 deposit required with all orders. Write for new wholesale catalog

Heath Distributing Co.
 3253 Vineville Ave. Macon, Ga

FREE Catalog!

ACE Toy Mfg. Company
 122 W. 27th St. N. Y. 1, N. Y.

No extra charge for samples.
6 Bears, 18 Dogs for \$35.00

Send for FREE 32-pg. catalog. 25% dep., C.O.D. if not rated F.O.B. N.Y.C.

SENSATIONALLY NEW!

AMERICAN GIRL DOLL

#500 The American Girl
 Almost 3 ft. tall

F. O. B. \$25.00 doz.
 East

F. O. B. \$28.00 doz.
 Milwaukee

Made of stars and striped satin material. Plastic face. Cotton stuffed, large ribbon bow.

WISCONSIN DELUXE CO.
 1902 N. THIRD STREET MILWAUKEE, WISCONSIN
 PHONE LOCUST 2-5431



OUR BIGGEST SELLER



12"x10" Real Fur PEKIN-DOG or BLACK SCOTTY attractive red plastic collar and leash. \$15 per doz. In gross lots. **\$13.50**

30" Real Fur GRIZZLY BEAR, \$28.50 per doz. In gross lots. SPECIAL **\$27.00**

ACE Toy Mfg. Company
 122 W. 27th St. N. Y. 1, N. Y.

EARRING WORKERS, ATTENTION!

RHINESTONE • TAILORED • PEARL
• DROPS • 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.

144 Different styles in each gross assorted

THIS IS A LIMITED OFFER—WHILE OUR STOCKS LAST!

ALSO AVAILABLE AT \$45.00 Per Gross: PINS—NECKLACES—BRACELETS
 Pin assl. No. P45—Necklace assl. No. N45—Bracelet assl. No. B45
 Sold only in 1 gross assortment of any number

25% deposit required with each order, balance C. O. D.

—STATE YOUR BUSINESS—
BIELER-LEVINE
 5 N. WABASH AVE. CHICAGO 2, ILLINOIS

ENGRAVERS—CONCESSIONAIRES AND OPERATORS

SEND FOR OUR GENERAL CATALOG LISTING IDENT-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

RINGS \$5.50 Per Gross (incl. up) **HAND POLISHED IDENT \$7.50** Per Gross and up



No. 2400, assorted styles—per gross \$5.50 No. 2000, aluminum Idents—per gross \$7.50

WE PAY POSTAGE ON ALL PREPAID ORDERS WITH THE EXCEPTION OF AIR MAIL
 Free Vibro-Graver Outfit With Each Order Amounting To \$100.00 Or MORE
 Free Parking For Our Customers in Parking Lot—Directly Across The Street

FRISCO PETE 604-606 W. Lake St., Chicago 6, Illinois All Phones—Franklin 2-2567

Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63.

JUST OFF THE PRESS—NEW CATALOG
 No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstrators. Division of Mahren Ring Company Showing Over 750 Ring Styles. Orders shipped same day at Providence prices plus 10% discount. Consult catalog.

McBRIDE JEWELRY CO.
 1261 Broadway at 31st St. N. Y. 1, N. Y.





GREATEST NOVELTY ITEM SINCE "KING TUT"

The Amazing

BARREL OF FUN

FUN GALORE!
SCIENTIFIC!
HILARIOUS!
AMAZING!
IT'S MAGICAL!

Actual size of Barrel 2 1/4" x 1 3/4"
Handy to carry around.

It will mystify all when only YOU can control the movements of this hilarious fun maker.

\$4.80 per doz.

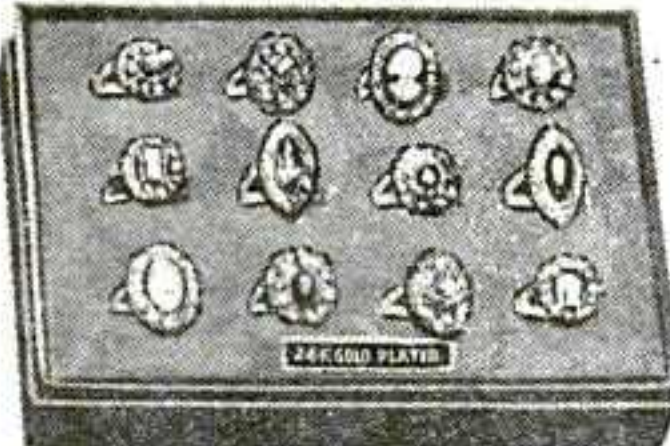
Add 20¢ per doz. for postage.

25% Deposit on C.O.D. orders.

1661 Broadway, New York City

JOBBER WRITE FOR QUANTITY PRICES

CIRCLE MAGIC



DIRECT FROM MANUFACTURER LADIES' ADJUSTABLE RINGS

TIFFANY COPIES—

\$3.50 per dozen. 12 ass't'd in attractive display—\$39.00 per gross. Finest machine cut Rhinestones set in flashy gold-plated settings. Large Opal, Cameo, Onyx and Simulated Diamond center stones. Will fit any finger. Also Bridal Set-Imitation Diamond Wedding and Engagement Set in plastic gift box, \$5.00 per dozen.

WE HAVE... MEN'S RINGS in the latest styles.

Assortment A—Gold-plated settings with simulated Diamond center stones—\$3.00 per ass't doz. in display box.

Assortment B—Simulated Diamond and Ruby stones in flashy gold-plated settings. De luxe imitation \$3.50 per ass't doz. in jeweler's hinged box.

Assortment C—Large double Cameo, hematite and Onyx centers in brilliant settings with side imitation diamonds. \$3.50 per dozen ass't in jeweler's hinged tray.

25% with all orders—Balance C.O.D.

EXPANSION IDENTIFICATION BRACELETS
MEN'S—Rhodium finish—\$5.00 per dozen. De luxe quality (rhodium)—\$5.75 per doz. De luxe quality (gold plate)—\$6.50 per doz.
LADIES AND GIRLS—Rhodium finish—\$3.50 per doz. Gold plate—\$4.50 per doz.
WATCH TYPE DISPLAY BOX for above—\$1.10 per doz.

OTHER SENSATIONAL ITEMS
Retractable Ballpoint Pens—\$3.50 per dozen. Rhinestone, charm and dangle Bracelets—\$6.00 per dozen, boxed. Scatter Pins, in pairs—\$3.50 per doz. Hoop, dangle and pierced Earrings—\$2.50, \$3.50 and \$4.00 per doz. Necklaces and Earrings Sets—\$7.50 per doz., boxed.
50 OTHER ITEMS OF COSTUME JEWELRY, 3-4-5-piece Sets in all Rhinestone, Goldplate and Pearls. All Sets handsomely gift boxed!
SPECIAL ANNOUNCEMENT—Our NEW, ENLARGED CATALOG with HOUSEHOLD APPLIANCES, RADIOS, CLOCKS, CUTLERY, WATCHES and WATCH SETS... NOW READY!

PACKARD JEWELRY CO. 220 5th Ave., New York, New York

HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

AVAILABLE? SEND \$1 FOR LATEST Listing of Theatrical Agencies who have work! World Wide Theatrical Guide, P.O. Box 59, Chicago 90. j18

BOY OR GIRL WANTED TO TRAIN FOR high act. Write Box 869, The Billboard, 1564 Broadway, NYC.

PIANO, TWO BEAT DRUMMER, THIRD Alto, Double Barl. Top locations, guarantee, cut or no notice. Don't misrepresent. Others write. Leader, Box C-368, c/o Billboard, Cincinnati 22, O. j18

6 TELEPHONE SALESMEN

Want for Special Labor Day Edition—Good Leads—High Commission—Pay Daily

FLORIDA LABOR JOURNAL

5 East Church Street, Jacksonville, Fla.

THE BROADWAY MUSICAL MINSTRELS. Vandyke, Michigan, need Comedians, Bandmaster, Musicians for musical extravaganza; long season. Show opens in October Write for details.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL

RELIABLE MAN — TICKETS, TALKER, Lecturer, Show or Concession Helper. Looking for live wire outfit. Can leave Seattle about July 10. Sober and dependable. Write or wire Tom Durant, Moore Hotel, Seattle, Wash.

NOVELTY DOG ACT — LADY TRAINER and clown for indoor, outdoor affairs. Clara's Novelty Dog Act, 341 Climax, Pittsburgh 10, Pa.

MUSICIANS

A-1 RINK ORGANIST AVAILABLE FOR year 'round operation; twelve years' experience best rinks; locate anywhere. Box C-369, c/o Billboard, Cincinnati 22, Ohio.

ARRANGER, TENOR, ALTO, CLARINET, Flute. Experienced both band and combo; resort location preferred but will travel; have car and all offers considered. Wire, write or phone. Paul R. Simmons, Court St. Trailer Pk., Montgomery, Ala.

BARI MAN AVAILABLE, DOUBLING Tenor, Alto, Clar. Musician, 3227 Washburn, No., Minneapolis, Minn.

COMMERCIAL FAN PARTS

Start Your Own Business

Full or Part Time—Make Your Own

We supply you with all parts. All you need is 1/4 or 1/2 HP split phase motor... Easy to assemble... All parts machined to fit.

A SURE-FIRE HOT WEATHER SELLER

Sell to Taverns, Laundries, Restaurants and Factories.

2-PIECE FAN GUARDS

Beautiful finish—Heavy duty steel wire spot-welded for 18"-20"-24" Blades.

GUARDS:	Price		Lots	
	ea.	1	6	6
18"	\$4.90	\$3.58		
20"	5.90	3.98		
24"	6.90	4.98		

ALUMINUM BLADES —3 WING

Specify size of blade and bore on your order.

Blade Size	Bore	Blade Prices (each)	
		Motor Lot	Lot 6
18"	3/8-1/2-3/8	1/2-1/2	\$5.90 \$3.10
20"	3/8-1/2-3/8	1/2-1/2	7.39 3.79
24"	3/8-1/2-3/8	1/2-1/2	9.68 5.89

ALL-STEEL LOW COUNTER FAN STAND

With motor base—Baked even finish.

15" Dia.—21" High	Lots of 1	Lots of 6
	\$5.90 ea.	\$3.97 ea.

JUST PURCHASED 1,000 NEW

1/3 HP GE MOTORS from washing machine mfr. 1725 RPM Split phase—60cy.—110 volt AC—with rubber mount. List price \$31.00.

Lots of 1	Lots of 6
\$12.75 ea.	\$10.75 ea.

This is a special price subject to prior sale

TERMS: For 24-hour service send PO or Western Union, Money Order or Certified Check in full.

EMECO FAN

721 W. Randolph St. Chicago, Ill. Phone: RAndolph 6-4183

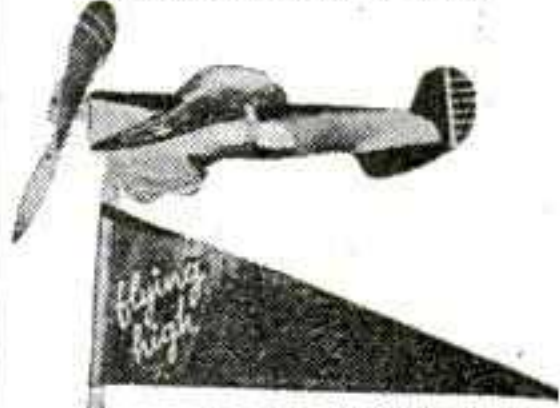
SPECIAL ELGIN-WALTHAM
7 Jewel, New Model Watches, Cases & Dials Reconditioned, Guaranteed Like New, With Expansion Band.

\$7.50 ea.

CHRONOGRAPHS—1 Jewel Stop...\$2.1
LUCERNE—1 Jewel Men's Round, all yellow case, expansion band... 4.1
LUCERNE—Geo. Wash. Case, all yellow with expansion band... 5.1
LUCERNE—17 Jewel, all yellow... 8.1
Electric Shavers 2.1
Costume Sets 2.1
Wholesale Only, \$1 additional for samples.
25% with Order—Balance C.O.D.

MURRAY SALES CO.
Alan Hofburg in Inchon Korea, Hopes to come home soon.
Los Angeles 13, Calif.
Phone: MUTual 6074

OGDIN announces another ORIGINAL IDEA



NO. 170—PENNANT PLANE
Plastic 2-color Airplane with whirling propeller combined with felt souvenir pennant on extra long handle create double sales appeal while making splendid advertisement for any purpose. Pennants made to order for any party beach, circus or fair.

JOBBER... WRITE TO OGDIN MFG. CO.
1801 Catalpa Drive Dayton 6, Ohio
FOR COMPLETE INFORMATION

FIVE Rods for the Price of ONE!



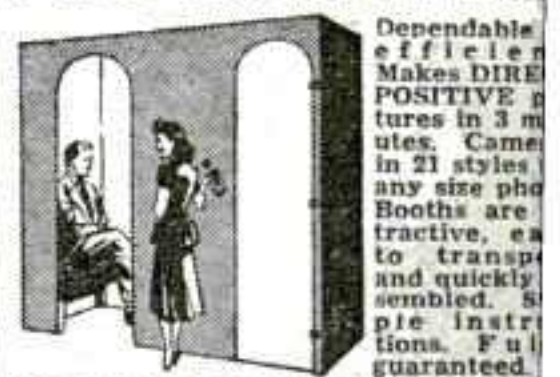
A single 38" tube becomes 5 complete and separate rods in seconds.
Made of hollow fibreglass by Libby-Owens-Ford, the most beautifully balanced, resilient rods a fisherman ever held in his hands. So compact that it fits into a suitcase. Weighs only 11 ounces and comes in a sturdy handsome aluminum case for protection.

The 5 Different Rods:
1. 4 1/2 ft. Casting Rod
2. 6 1/2 ft. Casting Rod
3. 6 1/2 ft. Fly Rod
4. 7-ft. Boat Rod
5. 8 1/2 ft. All-Purpose Fishing Pole

Only \$11.40 in lots of 6
Sample \$12.50

STEINBERG-ROSS CO. ALL IN ONE
628 W. Roosevelt Road J-3, Chicago 7, Ill.

P D Q—World's Greatest PHOTO BOOTH CAMERA



Dependable efficient Makes DIRE POSITIVE pictures in 3 minutes. Comes in 21 styles any size photo Booths are attractive and quick to assemble. Simple instructions. Full guaranteed.

Also portable cameras. Write for details

P D Q CAMERA CO.
1165 N. Cleveland Ave., Chicago 10, Ill.

Big Prof
Own your business stamp key chains, plates, social party plates. Sell with a name address, 25¢.

Bart Mfg.
303 DeBraw Brooklyn 2, N.Y.

WATCH BARGAINS

10 Swiss or 5 American Ladies' and Wristwatches, needing minor repairs, \$1.00
10 lbs. of Broken Costume Jewelry, \$1.00
Write for prices.
For Dealers Only

B. LOWE
Holland Bldg St. Louis

FREE! MONEY-MAKING CATALOG
BIG CASH PROFITS FOR YOU
Write today for our latest 32-page illustrated catalog of the fastest selling Religious Jewelry and Novelty line ever offered. Sell the year 'round. No competition. Amazingly low prices. Tremendous profits. No experience needed. Don't miss this opportunity to make big money. Act NOW!

STEPHEN PRODUCTS CO.
1947 Broadway, Dept. B, New York 23, N.Y.

SI-FUN
\$1.50 Sample and catalogue.
\$9.50 Dozen P.P. Paid

MANNEKEN MIXER
\$1.00 for sample and catalogue.
\$6.50 Dozen P.P. Paid.

Bubble Boy FOR YOUR BAR
NEW! NEW! NEW!
Brussels 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.

SPECIAL OFFER
All 3 samples \$2.00
P.P. Paid, Cash, Check or Money Order.

CARNIVAL and FAIR MEN COMMITTEES
TOMMY PAYNE
Carries a complete line of items to serve all your needs. CLOCKS—WATCHES—JEWELRY—LAMPS—KITCHENWARE—DISHES—GLASSWARE—TOYS—NOVELTIES—SLUM—You name it.
Price our merchandise before you buy
TOMMY PAYNE (Next to Gold's Restaurant)
808 W. ROOSEVELT RD. (Phone: CAnef 8-6411) CHICAGO, ILLINOIS

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, Canes, Ball Game Specials, Bingo Merchandise.
Catalog Now Ready—Write for Copy Today
IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

**GIANT AIRSHIP
BIG FLASH
BALLOON**



A GOOD JOINT!

No. 1242 SAG

BIGGER-FLASHIER-SURE STOPPERS!

- Available S-T-R-E-T-C-H-E-D for bigger value at the handout.
- Made from a brand new compound especially developed for outdoor selling.
- Priced right... ask your jobber for these and other hot selling

BIG FLASH Balloons

The OAK RUBBER CO
RAVENNA, OHIO.

Oak Balloons

For Immediate Shipment.
Write for FREE Catalog.

STATE NOVELTY CO.
618 W. St. Clair Cleveland 13, Ohio

bingo

SUPPLIES and EQUIPMENT

- 7 & 10 Color Specials
- 4-5-6 & 7 ups
- Midgets 3,000 series—7 colors
- Paper & Plastic Markers
- Wire & Rubberized Cages
- Pencils—Crayons—Clips
- 5x7 Heavyweight Cards
- Electric Blowers & Flashboards
- Lapboards made to order

JOHN A. ROBERTS CO INC.
817 Broadway, Newark, N. J.

LAZY BABIES

Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll supplied in an individual cellophane front bag. Height, 15 inches.

\$5.00 doz
Minimum Order

25% deposit, balance C.O.D.
F.O.B. Chicago.
WRITE FOR NEW 1953 ILLUSTRATED CATALOG.

BELL SALES CO.
1107 SO. HALSTED ST.
Chicago 7, Ill.

**GUMMY WORKERS
PITCHMEN OR WOMEN
DEMONSTRATORS**

Terrific money maker in a new type gite. Not affected by weather conditions, can be worked outside any place. Large profits for YOU from this attractively packaged 50¢ seller. Pitchmen now making \$400 to \$800 in sales weekly. We have listings in the leading Chain Stores. Write for quantity prices—sample 50¢.

INSTANT GRIP CO.
2313 First National Bank Bldg.
Pittsburgh 19, Pa.

Use **GLOBE TICKETS—CLUB DEALS—**
BINGO TICKETS—TIP BOOKS—JAR GAMES
ORDER FROM YOUR JOBBER

or Write for Complete Information
2241 So. Indiana Ave., Chicago 16, Ill.
Victory 2-9550

GLOBE MFG. CO.

Mdse. Topics

From All Around

Cook Bros., Chicago, offers premium and prize users what it describes as the finest values in fishing sets for 1953. One 48-piece set includes a nine-foot sectional bamboo pole, 10 yards of nylon leader material, 12 Pflueger split shot, 20 Keystone fishing hooks, hard braided stringer, metal scaler and wire cable leader. The set, No. KB, sells for \$2.50. No. KG-40, selling for \$7.25, is a 51-piece bait casting outfit. It includes a glass rod, slip fit chuck take-apart handle, level wind reel, cork arbor and 20 hooks. No. KG-51, a 102-piece combination salt water and fresh water trolling set offered at \$11.50, includes a 4½-foot heavy duty glass bait or trolling rod, free-running reel, 600-foot capacity adjustable line guide, reversible quick acting drag and tempered steel gaff hook.

Danco Engineering Company, Chicago, says you will save 25 cents a day on king-size cigarette costs by using its combination case and cutter which cuts king-size smokes in half for 40 quick smokes. A concealed razor knife does the cutting. The item is handsomely enough to use as a case alone, the firm reports, being beautifully styled in glossy plastic in red, blue, black and yellow. A sample case sells for \$1. . . . **Missouri Meerschaum Company,** Washington, Mo., manufacturer of corn cob and hickory pipes, has bought **Phoenix-American** of Boonville, Mo., a firm manufacturing similar products. The acquisition enables Missouri Meerschaum to expand present production and add an entirely new line of pipes. The firm plans to continue Phoenix-American's popular numbers, such as Dixie and Dewey.

No longer is it necessary to climb ladders, risking accident, to change light bulbs, says the **J. B. Sebrell Corporation,** Los Angeles. With the firm's new amazing, easy-to-use light bulb changers, you can remain safely on the floor and change bulbs, even broken ones, that are 42 feet or more above the floor. By using lightweight aluminum sectional poles with the proper sized bulb changer attachment on the end, you can change bulbs at any height. . . . **Campro Sales Company,** Canton, O., has introduced a product combining lustrous plastic with black wire to make an appealing multi-purpose container. Called the multi-use bowl, it is available in transparent green or soft amber. The bowl measures 15 inches in diameter and rests on a three-legged modern black wire form base. Rubber feet provide protection from scratching surfaces. Besides its use as a fruit or floater bowl, it is ideal for serving sandwiches, snacks, etc. It is priced to retail for \$2.95.

Chicago

Joy Products Company, operated by Al Gilbert and Richard Kay, Chicago, and Stanley Lutz, South Bend, Ind., is manufacturing a new fish for fish pond concessions. The firm reports that the one-piece item is made of rubberized plastic, already weighted and equipped with hook. It claims that the material won't break and that it is water-proof and rust-proof. Joy Products is also making a sugar dispenser for floss machines that eliminates the necessity of the operator pouring "blind" into the spinner opening while the machine is in operation.

JOBBERS!

5 DIFFERENT ANIMATED
SIDE SHOWS—BRAND NEW!
\$3.00 PER DOZ.

Send \$10.00 for 20 assorted samples. No C.O.D.'s. Jobbers: Write for Quantity Discounts and New Catalogue.

HAWAIIAN NUDIE DOLL
7½" High \$12.00 Dz.
SAMPLE: \$1.25; 3 for \$3.50

PARISIAN ART PRODUCTS
141 Fulton St., Dept. 10
New York 38, N. Y.

Pipes for Pitchmen

By **BILL BAKER**

ART (DOC) MILLER . . . scribbles from Waterloo, N. Y.: "While billing Honeoye Falls, N. Y., I came across an old blacksmith shop that still boasts of a small tack card advertising Hamlin's Wizard Oil. The walls were well studded with time-eaten tack and leather collars but their bills were doubtless long since snitched."

THIS COLUMN . . . is always receiving squawks for more pipes from some of the old-timers. Let's hear from Horace Braziel, Pat Paterson, Curly Kanthe Henry (Pat) Dana, B. W. Manning, Frank, Earnie and Francis Desplinters, Andy Day, Chuck Fester, Mickey Hepburn, George Lunsford, E. A. Burnett, Bill Smith, Joe Hawkins, Marshall J. Lockey, Al Harvey, Sen. Ben Dixon, Hon. A. J. Howe, H. E. Wiggins, Bill Buttons, Big Al Wilson, Neil Cohan, Red Gunn, Kid Ward, Ruth Anthony, Swede Swanson, Jack Branscomb, Madaline Regan, Doc Roberts, Charlie Halligan, Dr. Harry Stringer, Jack Holderness, Bob Lillison and John (Slim) Taylor. What's going on, boys? Let's hear from you.

"THE GORILLA SHOW . . . scores a new story again, only this time with a happier note," pens Mrs. Robert Noell, of Noell's Ark Gorilla Show, from Red Boiling Springs, Tenn. "M'Jingo, the gorilla which was bought as a female, turned out to be a male. After quite a bit of dickering, Noell, the buyer, and Mr. Said, father of the deceased seller, came to a final agreement in a little town in Tennessee that was founded as a trading post in the old river boat

days. So when M'Jingo was paid for it made news. Business has certainly not been up to par for the gorilla show this year. Maybe it's because we're forty-milers at heart and belong back in the Old North State. We've tried it on carnivals all spring, but it's no good. We are getting too old to break in new territory. We have spots where we're met with a handshake and the old "Glad you're back" routine. Here we have to convince the people, and by the time we are ready to leave, they then believe. I had a letter from my dad who is back in Erwin, N. C., visiting his boyhood buddy L. F. West. My brother wrote to say he had a visit with Hoxie Tucker on the Bartok Med Show. Hellon, my sister-in-law, had an operation for the removal of an external tumor. She's getting along nicely. Bob's hand will never be the same. He will never do magic, juggling or balancing again. We've been right in the middle of the storm areas several times this season but so far the Lord has been good to us. We were only 35 miles from Nashville when it was hit. We got the tailwind but no damage. Just thought you might like to see how big our gorilla is getting to be. (Editor's note: Judging from the picture Mrs. N. sent us, M'Jingo is quite a handsome-looking gink). If the rumor that the Ringling show left their babies in quarters is true, M'Jingo is the ohly gorilla on the road. We've been having a tremendous amount of hot weather here in Tennessee. Recently a hit-skip, hot-rod-happy jerk ran over the gorilla's pet Boston terrier, Buster.

HENRY H. VARNER . . . the Akron home guard, posts that he visited the Hagen Bros. Circus recently and did a little fat-chewing with Jack La Pearl, producing clown. Henry was pretty much impressed with the show's flash.

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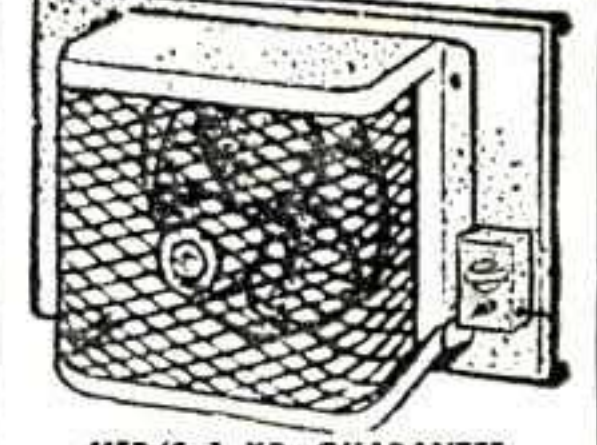
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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held; Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

Broudy, Paul M., 6c
Bullock, J. S., 30c
Egan, Amelia (17 License Plates)

Acme Trained Animal Circus
Adams, Alfred Burl
Adams, E. J. (Eddis)
Adams, George
Adams, Ned
Adams, Nellie W.
Adams, O. M. & Mrs.
Adkins, B. E.
Adkins, Roy
Alexander, A. & Jackie

Allard, Maurice
Allen, Ann
Allen, Mrs. Barney
Allen, Henry
Allison, J. B.
Amarantes, Ray
Ames, Geo. L.
Archer, Joseph
Are Bill
Argus, John
Ayers, Homer C.
Ayers, Ray (Girl Show)

Bacon, Mrs. Jean
Baker, R. C.
Baker, Mrs. Ruth
Baker, Walter
Balmer, Carl
Barbetta, J. C. (Rusty)
Barrett, Martin
Barnes, Charlie & Basil Walker
Barnes, Theodore
Barrett, Martin
Barron Freddie
Barron, Al
Barry, Martin E.
Barry, Mike (Shows)
Batchelor, Mary
Bauman, R. A.
Beall, Hiram
Beal, Joe
Beaty, Walter (Con-
sulting Agent)

Beck, Robert E.
Beckwith, Gerard L.
Bell, Mrs. Paul
Bengor, Nickolas
Bennett, Bruce
Bennett, Ronnie
Bernard, Bill
Bennard, Bill
Bible, Dr. Overt R.
Birdell, Marion
Blair, Zora
Blanchard, Geo.
Blanton, J. W.
Blough, Mrs. F. E.
Borgia, Sherry
Boun, Elzie
Bouvier, Thos
Bray, White Big Boy
Bridges, Ann
Brice, Jack
Brightwell, Tennie
Brink, Arthur Ernest
Brown, Earl C.
Brown, Mrs. Edna
Bruce Greater Shows
Brid, A. G.
Burd, Charlie
Buffington, R. S.
Bunch, Robt.
Burdick, Mrs. Ermalee
Burge, Danial Eugene
Burke, Jim
Burrige, F.
Burton, Preston
Butler, Peaches
Butters, Ed & Mrs.
Butts, Paul B.
Campbell, Levi
Campbell, Thos. L.
Cannon, Mrs. Ollie
Cantwell, Chas.
Capell, Mrs. Norma
Carr, Catherine L.
Carlisle, H.
Carlisle, Henry & Mrs.
Carroll, Chuck
Carper, Chas. Ruper Jr.

Mullins, J. J. & N
Murray, George
Mvers, William
Neilsen, Vince
Nolan, Jr. James
Norton, Frank A.
Novak, Mrs. Matthew
O'Brien, Eddie
O'Connell, John
Olson, C. J.
Owens, Jo Ann
Palmeri, Joseph
Parker, Beverly or Lee
Parker, Lee
Parker, Mrs. Thelma
Parroff, Harry
Paul, Robert
Paulino, James J.
Payson, Le Roy
Pearman, Mike & Mrs.
Peers, Antonietta Mrs.
Pennington, Charlie
Perkins, Frank & Ruth
Perkins, Vic
Peters, Frank E.
Peika, A. R. & Mrs.
Phillips, Goody
Phillips, G.
Phillipi, Russell
Picard, David
Pike, W. D.
Poling, Wanda Lee
Poplin, Chas. M. & Mrs. (Tournament of Thrills)

Porter, Chas. J.
Posey, Jake
Potter, N. S.
Price, Miss Stormy
Price, W. R.
Pugh, Mrs. Sheila
Pumohrey, Mrs. Irene
Quells, Sam
Rasor, Eddie & Mrs.
Ravelli, E. D.
Rawes, Harry
Ravis, Harry
Ray, Amy
Ray, W.
Reagan, Dolly
Ream, Mrs. Penny
Reed, Edward L.
Remley, S. V. & Mrs.
Reno, Albert & Mrs.
Rice, Ernest (Shorty)
Rice, Louis
Richards, Franco
Roach, C. M.
Roberts, Nicholas
Robinson, Chris
Roeder, Geo.
Rogers, Martin
Rogers, Mermin
Rooks, Harry
Rowley, Mrs. Glen
Royal Canadian Shows
Ruem, Doty
Russell, Curtis
Russell, James A.
Russo, Mike
Saver, Frank
Saul, Morris
Saulsberry, Mrs.
Sawyer, R. F.
Scherer, Mrs. Pat
Schulbo, Joe
Schultheis, Grover
Schultz, E. O. & Mrs.
Scott, Frances
Schulz, Thomas A.
Schulz, William
Scotterday, R. O.
Seavers, Roy
Seitzer, Mrs. Helen
Shaffer, Capt. Billy
Shaffer, Mrs. Peggy
Shay, Nick
Shay, Dorothy
Shelton, Marvin
Sherman, Leon
Shipman, Everett
Sickels, Bobby

Holden, Tommy
Hrinada, George
Johnson, Silver's Pro-
ducing Clown
Klemperer, Miriam
Keeler, Chuck
Philbert, E. H.
Purcell, Jas. A.
Rieoff, Mr. & Mrs.
Rod
Sienberg, S.
Stanley, May
Tague, Lammie
Vallant, Vera
Zabelin, Leo
Zimmer, H. E.

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St Chicago 1, Ill.

Anderson, Ruth
Barfield, Willie
Be Gar, Harry
Connors, Bertha
Crabtree, Harry E.
Cucco, John
Debriato, Dorothy
Demster, Wenonah
Dyle, H. C.
Dunlavy, J. J.
Gordon, Dixie
Hall, Edna
Heiman, H.
Hightower, H. D.
Holden, Tommy
Hrinada, George
Johnson, Silver's Pro-
ducing Clown
Klemperer, Miriam
Keeler, Chuck
Philbert, E. H.
Purcell, Jas. A.
Rieoff, Mr. & Mrs.
Rod
Sienberg, S.
Stanley, May
Tague, Lammie
Vallant, Vera
Zabelin, Leo
Zimmer, H. E.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 19, N Y

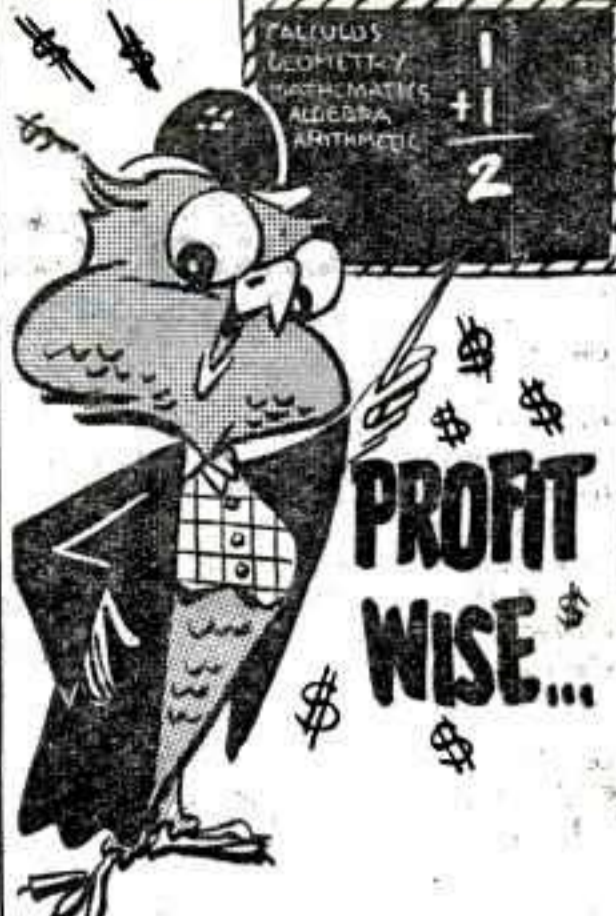
Abbott, Hazel
Alberta, Albert
Balmer, Carl
Bevans, Mr. & Mrs. J.
Blumstein, Morris
Bowen, Roy W.
Britton, Sherry
Calyer, Andrew S.
Carlo, Carol
Casey, Jean
Delaney, Joe W.
Dulac, Raymond
Fairchild, Sam
Fox, Bennie
Franklin & Jack
Franklyn, Wilbur
Hale, Walter
Jones, H. W.
Kunkel, Billy
Lombardy, Al
Lumpkins, Katherine
McCarthy, Gilbert
McConnell & Moore
MacLeod, Margaret
Maxello, Helen
Milton, Betty Real
Morgan, Lamont
Munn, Fred (Animal Act)
Perry, W. L.
Philbert, E. H.
Russell, Marie
Smith, Irene
Stone, Charles (Animal Act)
Williams, C. L.
Yoder, Floyd

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Allen, Mr. & Mrs. Billy
Allen, H. S.
Armstrong, John
Ayers, Homer C.
Baer, Jack "Dutch"
Bateman, Charles F.
Barnes, Mrs. J. A.
Batchelor, Mary
Beckner, C. E. & Estelle
Bennett, Charles
Bostwick, Grover F.
Breitsprecher, Merle O.
Brown, Royal T.
Burge, Lloyd W.
Burns, William J.
Carl, Robert E.
Carpenter, Clifford R.
Carter, W. M.
Chaney, Fiorella
Chapman, Archie
Cissom, Floyd (Tennessee)
Cleator, John
Coe, Carlton C.
Columbus, Nathan S.
Conti, Alfred
Cooper, Floyd E.
Crabtree, Harry E.
Cummings, Chuck or Ted
Cutler, Louis & Rose
Davis, Mr. & Mrs. Oscar
Downey, Norman
Downey, Mr. & Mrs. Arthur
Drain, G. C.
Dudley, Harry G.
Duncan, H. D.
Franklin, G. W.
Fraker, Charles W.
Fulton, J. L.
Goggin, Max
Golden, Miss Helen C.
Goodwin, Maurice
Goody, Andrew
Gray, Earnest
Grogan, W. E.
Guile, Francis A.
Hampton, Dudley
Henderson, Les & Vera
Hennies, Daisy
Herrington, Lawrence (Jimmy)
Hyland, Richard C.
Hyman, Harry H.
Ingalls Amusement Co.
Jenks, John
Jennings, Harold
Joynes, Carroll P.
Kahle, Mrs. Charles Jr.
Kingsley, Ralph
Kelly, Michael
Knepe, Walter
Krieger, Albert
Korman, Carroll
Laughlin, R. E.
Lee, Buddy
Lee, L. T.
Leslie, Edward N.
Lewis, Norma
Lewis, Robert
Livesay, R. A.
Little, Rosie & Gracie
Litvin, A.
Livesay, Miss Jeanne
Loney, Duke
Lott, Lee
Lucas, Mr. & Mrs. H. C.
MacEachern, Roderick
McClure, Harry D.
McDaniel, Norman

McKinnon, John D. Jr.
McManus, J. & Judy
McMillan, Mrs. R. J.
Malke, Mrs. Alex
Marba, Curtis
Mayberry Wayne
Mays, Walter
Melton, W. R.
Merritt, B. H.
Meyers, Roy
Middleton, Odell
Miles, David H.
Miller, C. M.
Miller, James E.
Miller, W. A.
Miner, C. C.
Mitchell, H. J.
Moore, Mrs. Irene
Moorhead, Mr. & Mrs. C. L.
Morris, Redmond
Mower, Llewlyn C.
Murray, G. A.
Myers, Ralph
Naylor, Gilbert John
Needles, Arthur J.
Neill, Mr. & Mrs. L. K.
Nelson, Hoarold
Nielsen, Henry N.
Noble, Mrs. Kit
Norwood, Wm. H.
O'Neil, Patrick J.
Osteen, Rufus Myer
Owens, Claire Fuller
Owen, Buck
Parris, Dale
Patterson, Dean
Perkins, Clifford
Peters, Ray M.
Philippus, Miss Gerry
Pierce, Vivian
Pinkerton, Victor
Pope, Ernest H.
Pruitt, Marlon
Reed, Ivan
Reynolds, Duke
Robinson, Ralph
Rocco, Ross W.
Ross, Jack R.
Rowe, Anne
Rowe, Jack
Rudisill, Charles K.
Russell, Emil B.
Smyly, Mary W.
Schwacha, Charles
Schaefer, W. C. Jr.
Schick, Mrs. Frank W.
Schwacha, Charles
Seavers, Roy
Shipley, Leonard L.
Silcox, Joseph
Simmons, Herman
Smith, Henry Norman
Sokolowski, Peter & Rebecca
Smith, Christine
Spain, Jacquelin
Stacy, W. A.
Stanley, George
Stewart, R. A.
Stewart, Carla
Stewart, Jim Riley (Tex)
Stockdale, Floyd
Sutton, Bradley E.
Talbott, Mrs. Vivian
Taylor, Dewey C.
Taylor, Robert
Teska, Adam & Edward
Thornton, R. B.
Thurman, Brad W.
Tomblin, Lawrence T.
Tweed, Harry L.
Vaughn, Mrs. J. C.
Viallobes, Marcos Drogueit
Vinson, Jack E.
Webster, Frank
Welch, William Mitchell
Welde, Johnny
West, Mrs. Clyde
Wheelock, Mr. & Mrs. R. C.
White, Edward F.
White, R. I.
Williams, Mark
Wilson, Harvey T.
Wright, Robert J.
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son Jr.



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NEW YORK 36, N. Y. 1564 Broadway PLaza 7-2800
ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 0443



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Also a winner for ball games \$21.60 gross

EXTRA SPECIALS

2-bladed pocket knives, \$9.00 gr.; midjet harmonicas w/key chains, \$6.00 gr.; midjet knife w/key chains, \$6.00 gr.; cub hunter knives w/sheaths, \$21.00 gr.; metal telescopes, \$7.20 gr.; compass w/spy glass, \$8.40 gr.; opera glasses, \$1.75 dz.; telescopes w/compass, \$8.40 gr.; gold and silver loving cups, \$13.50 gr.; rubber lapel monkeys w/ball, \$18.00 gr.; 1000 assorted slum, \$6.00; rubber dagger w/sheaths, \$7.20 gr.
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CORRECTION NOTICE

The Telephone number of the UNIVERSAL DISTRIBUTING, INC. ad in the June 27, 1953 issue is incorrect. The correct number is RAndolph 6-4093
UNIVERSAL DISTRIBUTING, INC.
729 W. Randolph St. Chicago 6, Ill.

Calendar for Coinmen

July 16—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.

Why Indiana Court Declared Gambling Law to Be Invalid

Exemption for Religious, Other Clubs Made Act Unconstitutional

INDIANAPOLIS, July 4.—Here are some of the key provisions of Indiana's controversial anti-gambling act—provisions providing distinctions which caused the Indiana Supreme Court to declare the act unconstitutional (see separate story on this page). The Hasbrook law was entitled an act concerning the crime of gambling, and providing penalties therefor.

The Legislature set forth its own general policy in the first section of the act: "It is hereby declared to be

the policy of the General Assembly, recognizing the close relationship between professional gambling and other organized crime, to restrain all persons from seeking profit from gambling activities in this State; to restrain all persons from patronizing such activities when conducted for the profit of any person;

"To safeguard the public against the evils induced by common gamblers and common gambling houses; and at the same time to preserve the freedom of the press and to avoid restricting participation by individuals in sports and social pastimes which are not for profit, do not affect the public and do not breach the peace.

"All the provisions of this act shall be liberally construed to achieve these ends, and administered and enforced with a view to carrying out the above declaration of policy."

Define Gambling

The Hasbrook law defined gambling to mean "risking money, credit, deposit or other thing of value for gain contingent in whole or in part upon lot, chance or the operation of a gambling device," but specifically excluded "bona fide contests of skill, speed, strength and en-

High Court Rules Indiana Anti-Gambling Act Invalid

Decision Wipes Out Privileges Of Religious, Charitable Clubs

INDIANAPOLIS, July 4.—Indiana's Supreme Court ruled Monday (June 29) that the State's recently-enacted anti-gambling bill is unconstitutional.

Commonly called the Hasbrook law, the statute became effective April 13. The law made it a felony to possess coin-operated equipment which paid out cash or prizes or offered free plays, but excluded "bona fide religious, patriotic, charitable and fraternal clubs."

The high court decision involved the case of Frank H. Fairchild, prosecuting attorney of the 19th Judicial Circuit, appellants, versus Leo J. Schanke doing business as the Novel Printing Company.

"The purpose of the act," the court held, "is clearly stated in the title (see separate analysis in this department)... and is to restrain all persons from seeking profit from gambling activities in this State."

"Is there any substantial distinction," the decision continued, "between a bona fide religious, patriotic, charitable or fraternal club seeking and receiving profit from the conduct of a lottery, the operation of slot machines, or any other gambling device, and an individual, a social club, or professional gambler, who operates a similar lottery enterprise, slot machines or other gambling devices?"

"We can see none. Nor has any valid distinction been pointed out to us by appellants."

"Appellants attempt to justify the exclusion on the ground that the consequences to society are not the same, if the profit from activities which constitute

gambling, goes to buy new athletic equipment for a Sunday school, as if such profits went to organized gambling. They further suggest that the threat or danger to society is different from that posed by professional gambling."

Following this, the high court went on to quote a New Mexico Supreme Court decision on this point:

New Mexico Decision

"... the gambling spirit feeds itself with as much relish upon a charity lottery as upon any other kind. If the average person be consumed with a desire to take a chance and get something for nothing, it matters not to him whether the promoter makes a profit or that the profit goes to charity."

"Indeed, if it does go to charity, his participation wears a cloak (Continued on page 88)

Plan Coin TV for Hospitals in St. Louis

ST. LOUIS, July 4.—Patients in St. Louis hospitals will be able to enjoy the advantage of "private" television sets shortly, as a result of a new service offered by Hospital Coin TV, Inc., here. The new enterprise is headed by D. L. Cummings, a veteran (Continued on page 88)

Name Bolles Sales Head For D. Simon

NEW YORK, July 4.—William P. (Bill) Bolles, one of the coin machine industry's pioneers, ended a three-year absence from business this week to become sales director for Dave Simon, Inc., distributors for United Manufacturing.

Bolles spent the past week in Chicago at the United plant and



WILLIAM P. BOLLES

plans to start out thru Simon's extensive territory next week.

Until the Packard Manufacturing Corporation, Indianapolis, stopped producing juke boxes, Bolles held that firm's advertising and sales promotion post. Earlier, he was credit manager for the Rudolph Wurlitzer Company. For 16 years prior to his association with Wurlitzer, Bolles was with Holcomb and Hoke Manufacturing Company, Indianapolis.

COIN, TOBACCO FEDERAL TAX YIELD DROPS

WASHINGTON, July 4.—Receipts from the federal tax on coin-operated amusement and gaming devices totaled \$158,384 in May, Bureau of Internal Revenue reported this week. This was a drop of \$30,219 from receipts for the same month last year.

A drop was also shown in receipts from the federal tobacco taxes, which totaled \$128,961,658 in May, compared with \$134,464,827 the previous May. Internal Revenue Bureau's tax figures showed a production of 30,791,141,383 small cigarettes in May, compared with 32,156,696,797 the previous May. Output of cigars totaled 6,211,400 in May, compared with 7,115,000 the previous May. Snuff produced in May totaled 3,090,348 pounds, compared with 3,246,145 pounds the previous May.

New Jersey Firm Starts Output On Dart Game

PENNSAUKEN, N. J., July 4.—Graycoach Amusement Devices here is now making immediate deliveries on a coin-operated electric dart game, Poker Dart, with a realistic poker scoreboard. The firm is a subsidiary of Taylor & Coach, Inc.

It is a two-player game and each gets five darts. Tests have indicated that on nickel play the game will average from \$8 to \$10 daily. The playfield is composed of a material which automatically seals after each dart has been removed from the target area.

Frank Coach, Graycoach official, is now appointing distributors for Poker Dart.

ROUTE TO SUCCESS

Detroit Op Finds Promotion Keys \$

DETROIT, July 4.—Ingenious promotional activity, plus special attention to customer playing pleasure, are worthwhile, according to Maurice J. Feldman, of Central Coin Machine Exchange, one of the city's leading amuseboard operators.

A true scale model of a long amuseboard is an example of Feldman's individualized promotion. He has had this constructed on the scale of six to one, so that the board is 44 inches long, representing the standard 22-foot one. All parts are made to fit together closely the large board, and the whole is a finely finished piece of cabinet work. Mounted on the top of his rollout desk facing the visitor as he enters the salesroom in Feldman's office, it is an eye-catching piece of work.

fields on location is a continuing program for Feldman, and one that pleases the patron as well as the location owner, he finds. This program is now at its peak, designed to be timed to tie in with the familiar drop of business in the summer months. Instead, the placement of a new playing field serves as an effective counter-stimulant to offset this drop, making it more enticing to people to play.

SHIP GOLD CUP GAME

Chicago Coin Names Mercuri Sales Mgr., Promotes Levin

CHICAGO, July 4.—President Sam Wolberg, of the Chicago Coin Machine Company, announced this week the appointment of Frank Mercuri as sales manager and the promotion of Ed Levin as director of sales. The firm also announced it had started deliveries on Gold Cup Bowler.

Mercuri has been a sales executive for 19 years. He was with Exhibit Supply from February 1, 1946, until last week (The Billboard, July 4) when he resigned to join the Chicago Coin organization. He started as assistant sales manager of Exhibit

Supply under John Chrest. He later became assistant sales manager of the Arcade division under Perc Smith. When Smith passed away in June, 1948, he was appointed sales manager of the Arcade division. On May 15, 1950, Mercuri was named sales manager of both Exhibit's Arcade and game divisions. In the past few years Exhibit Supply concentrated on coin-operated kiddie rides and Mercuri was a major factor in building up this new trade segment.

Levin has been a sales executive for Chicago Coin for a number of years. Altogether he

SETS PRECEDENT?

'Secondary Picketing' Of Locations Unlawful

BALTIMORE, July 4.—A ruling handed down by Judge S. Ralph Warnken of the Circuit Court, Baltimore, may well set a precedent in the labor law relative to picketing of establishments which have coin-operated devices serviced by non-union men.

Warnken issued an injunction restraining a local coin machine workers' union from picketing a North Point Road tavern and restaurant on the grounds that "secondary picketing" of the establishment was unlawful.

The judge declared that the "effort of the union to reach its

goal by coercion and intimidation of the complainant, which is financially detrimental to her, can not be justified and should be enjoined."

Isadore Roman, counsel for the Coin Machine Workers' Union, Teamsters Local 426, announced that the decision would be appealed. The decision sets a precedent in the labor law, attorneys said.

Editor's Note: William E. Bufalino, president of the Teamsters Local 985 in Detroit, whose operations in the coin machine field are currently under congressional investigation, appeared in this case as an associate counsel taking an active part in the union's defense at the hearing which lasted three days.

The picketing complaint was filed in the Circuit Court by Mrs. Dorothy Wischhusen, owner of (Continued on page 72)

Wans Sets Club Model

CHICAGO, July 4.—H. C. Wans & Company has added a club model of its Saddle Turf game to its production schedule.

Like the regular model, the new version is a seven-player table, featuring a horse racing background. It has a single drop chute for nickel or coin play and is equipped with a rug rejector.

La. Firm Bows Conversion

NEW ORLEANS, July 4.—Coin Machine Service announced, thru Albert C. Huffine, initial deliveries on Miami Beach, a jumbo pin game converted from Turf King.

Among the features of Miami Beach are automatic electric ball lift, ball purchase plan, mystery selections and its hammeroid finished rails. It lists for \$295 and is also available on a trade-in with Turf Kings.

MILLER AND MOA FAVOR NATIONAL PR PROGRAM

Co-Operation of Entire Industry Needed for Success of Program

CHICAGO, July 4.—George A. Miller, president of the California Music Guild and Music Operators of America, came out this week in favor of a national public relations program for the entire music machine industry.

Miller declared, he would do "all in his power to bring about a public relations program in conjunction with all other interested segments of the automatic phonograph business."

The complete text of Miller's announcement follows:

"The recent 65th Anniversary public relations program presented to the juke box industry by The Billboard is one that should be used continuously by both the Phonograph Manufacturers' Association and the Music Operators of America. The potential of this particular public relations program is far more

reaching than it appears on the surface. It would seem to me, since MOA and the PMA have been discussing a public relations program for years, that an anniversary of the juke box industry each year could become so large in scope that the entire nation would automatically become juke box conscious.

"The Billboard has set the pattern and certainly if the music operators and all others affiliated with the automatic phonograph industry are sincere about a public relations program, the foundation has been laid thru various Hit Tune parties and the anniversary each year of this particular industry.

"Speaking for myself as national president of MOA, I will do everything possible to bring about such a public relations program in conjunction with all other interested segments of the automatic phonograph business. I believe that I would be lax and short-sighted if I didn't realize the great possibilities from the standpoint of good will in such a program, and I further

state that The Billboard should be highly complimented for pointing out the way.

"This type of program, of course, calls for the fullest co-operation of all State and local associations. It calls for the co-operation of the various manufacturers of phonographs, and I might even go so far as to say that various record companies could add to the success if they, too, took a part.

"The thing that is most lacking in all music operators' associations and other parts of the industry is 'the right kind of public relations.' This has been proved many times and most recently on certain types of national legislation. Until the general public is fully acquainted with the juke box industry, we will always be faced with certain types of legislation and unnecessary resistance on the part of a few.

"I'd be very interested in reading statements from other association representatives or allied organizations regarding such a program."

EDITORIAL

Let the Public Know

The need for an aggressive, continuing public relations program for the juke box industry was never more clearly evident than during the past two weeks.

During that period, newspapers thruout the Middle West told their readers that the juke box business was a racket, that it is controlled by hoodlums who take a fortune out of the phonographs.

The newspapers got their stories from Detroit where a congressional subcommittee investigated the activities of Coin Machine Workers Local of the Teamsters' Union (AFL).

Testimony before the committee declared the Teamsters' local "controlled" Detroit's juke box business. Operators testified they were forced to join the union "or else." They said they paid \$50 initiation fees and \$20 monthly dues for themselves and for each of their employees.

We do not propose to judge either the Coin Machine Workers' Union or Detroit operators. Something obviously is rotten in Detroit's juke box business since its history is marred with incidents of bombings, of threat, intimidation and investigation.

Who to blame is not the concern of this editorial. The important thing is that Detroit needs a housecleaning and the industry needs to let the newspapers and the public know that this sort of thing is so untypical that the average operator finds it difficult to believe.

Newspapers and the public forever ask: Is the juke box a hoodlum business?

The newspapers and the public deserve to know the answer to that question.

Bombings and other practices described before the congressmen are not typical of the industry. The thousands of small businessmen who earn their livelihood from music machines by hard work and financial risk resent the implication that they are hoodlums or that their service is a racket.

They know better, but the public does not.

Where a small segment of the juke box industry needs a thoro cleanup, as appears to be certain in Detroit, every member of the industry ought to be concerned that the clean-up is prompt and effective.

But only thru a long-range campaign to tell the juke box story can the industry expect the public and the newspapers to recognize the difference between an unfortunate local situation and the true national picture.

Elsewhere on this page is a statement from George Miller, president of Music Operators of America, repeating MOA's belief in the need for a public relations program. We previously suggested MOA and the juke box manufacturers launch such a program as a joint undertaking. The past two weeks give added weight and urgency to that suggestion.

TEASER VIEWING

Transvision Markets Coin Operated TV

NEW ROCHELLE, N. Y., July 4.—David Gnessin, sales manager for Transvision, Inc., of New Rochelle, N. Y., this week announced the release of a new model coin-operated television set, the C-1, for sale to hotels, motels, and points of public congregation. The set is designed for specific application where operation by non-familiar users might affect adjustments on normal receivers. These sets have built-in automatic compensation to handle such difficulties.

The sets have rubber casters
(Continued on page 74)

MARCH 8, 9, AND 10

MOA Convention Site And Time Selected

CHICAGO, July 4.—Plans for the fifth annual Music Operators of America convention were announced this week by George A. Miller, national president of MOA. The convention will be held in Chicago at the Palmer House, March 8, 9 and 10, 1954.

Miller said that the entire eighth floor of the Palmer House would be set aside for exhibits and display space. He added that several hundred rooms would be reserved for music operators, their wives, and guests.

"Altho the planning and the thinking behind the activities of the convention are not complete as yet," Miller declared, "this convention will be the best ever held. We will have a different program from that used at previous gatherings. We are also arranging more social events than have been held in the past. In view of the fact that no convention was held this year, we are doing all within our power to make the 1954 meet the most memorable occasion yet."

Reservations, Exhibits

Miller announced that reservations for exhibit space or hotel rooms could be made thru Ray Cunliffe, of the Brown Music Company, 3018 E. 91st Street, Chicago, or thru the office of MOA at 128 E. 14th Street, Oakland, Calif. A card or wire to either will be handled as quickly as possible for the convenience of operators and exhibitors.

No reservations will be handled thru the hotel. The method of writing MOA or Cunliffe was decided upon in order to have readily available knowledge as to how many operators are registered and where they can be located.

Rates and entrance fees will be announced at a later date. The program for the convention will be released as soon as committees have had time to complete their work.

SETS PRECEDENT?

'Secondary Picketing' Of Locations Unlawful

• *Continued from page 71*

the property at 817 North Point Road. She has three coin machines in the restaurant that are serviced by non-union workers, the evidence disclosed. Judge Warnken pointed out that the restaurant was located in a heavily commercial area and that many union truck drivers were regular patrons.

The evidence disclosed that two of the coin machines were owned and serviced by Sam Gensler, a self-employed individual, and the third was owned by Jerry Benesch, who operates a coin machine business. The picketing resulted from efforts of the union to organize owners and operators of coin machines in the Maryland and District of Columbia areas, according to the judge.

He held that neither Gensler nor Benesch could be legally

subjected to peaceful picketing and consequently it was unlawful to engage in "secondary picketing" against the restaurant, an innocent victim.

There have been numerous similar court cases, particularly in New York, Ohio and Michigan. But this is the first time in recent years that a court failed to uphold the union's right to picket locations being serviced by non-union operators or their employees.

Senate Juke Box Copyright Hearing Slated for July 15

• *Continued from page 14*

can be wound up in a day is highly uncertain. There is strong indication that an extra day will be necessary in order to allow time for opponents. Proponents say they will be able to present a streamlined case in as little as half a day in order to save time.

At the present time, it appears that American Society of Composers, Authors and Publishers will lead off the witnesses. Other witnesses in support of the legislation will be: Arthur Fisher, Register of Copyrights; Sidney Watenberg, counsel to the Music Publishers' Protective Association; Sidney Kay, counsel to Broadcast Music, Inc.; John Schulman, counsel to Songwriters' Protective Association, and Authors' League of America. ASCAP had been hoping to be represented by Oscar Hammerstein II, but it is now

uncertain whether Hammerstein will be able to be on hand. Herman Finkelstein, counsel to ASCAP, and Stanley Adams, ASCAP president, will be at the hearing.

The lineup of opponents of the legislation is still incomplete. It is likely that Hammond Chaffetz, counsel to the Automatic Phonograph Manufacturers' Association, will be lead-off witness. Opponents will include spokesmen for juke box operators and distributors.

The McCarran bill, which will be the focal point of the hearing, proposes to extend the copyright law to juke boxes but exempts operators of single juke boxes. This bill is viewed by proponents as merely a starting point for possible legislation. It is expected that proponents will be questioned by the subcommittee as to their

HIGH TEMP-BIG PLAY

Local Resort Play 3 Weeks Ahead of Sked

CHICAGO, July 4.—A spot check by The Billboard revealed resort locations in the Chicago area were ranging from better than average to an actual three weeks head of last year in receipts.

Reason for the upsurge in resort attendance and resultant juke box play was attributed to the heat wave which broke a 40-year record locally. By July 1, the area already had experienced 10 days over the 100 degree mark.

Bob Lindelof, president of the Music Operators of Northern Illinois, said, "This year has been good so far, thanks to the weather we've been having over the week-ends." Lindelof explained that 1952 was a better year than the several that preceded it and that 1953 to date was shaping up as an equally good year.

Locations, according to Lindelof, are mostly year-round in operation with only approximately 25 per cent of them closing down for the winter entirely. In the top summer locations, those which get considerable play both

during the week and on week-ends, the newer multiple selections machines are installed. These are the same locations that are likely to carry a year-round trade. In the smaller locations those which receive only a week-end trade and close for the winter, generally receive an older machine which in some cases is left in the location over the winter months in spite of a complete shutdown. There is some attempt to shift equipment to other locations rather than let them remain idle over the winter.

Roland Cope, of Town and
(Continued on page 74)

Union Charges Wurlitzer With Being Unfair

NORTH TONAWANDA, N. Y. July 4.—Charges of unfair labor practices were filed against the Rudolph Wurlitzer Company here by the International Union of Electrical Workers, on strike against the firm for the past three weeks.

The charges were filed with the National Labor Relations Board by Attorney Richard Lipsitz. The company is accused of failing to bargain in good faith as required by the Taft-Hartley Act. The action was based on the refusal of Wurlitzer to meet with mediators, Lipsitz said.

Meanwhile, the company sent a letter to employees contending that the issues should be submitted to arbitration, and was signed by C. O. St. Clair, the North Tonawanda plant manager. The letter denied the issue could be settled in meetings with the State mediators.

A company spokesman said "We're willing to live up to our contract with the union, as stands today. In this contract there is an arbitration provision which states that the plant will remain in operation while disputes are settled by arbitration."

JUKE SILENCE IS GOLDEN

CHICAGO, July 4. — Evidently the staff of The Chicago Herald American are believers in the old adage "silence is golden." Featured on the front page of the July 2 issue was a story concerning a British juke box firm which has one of the selector panels labeled "Silence." For the price of one play, the customer can buy himself a record that just spins—silently. All models turned out by the firm will include a three minute silence space.

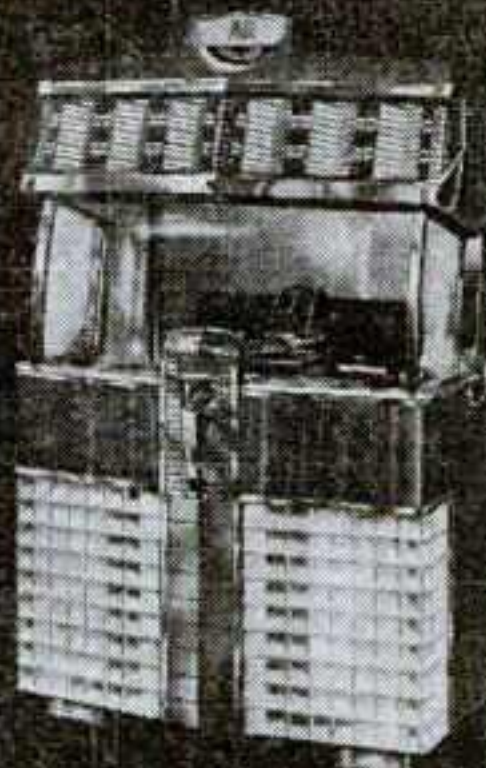


Cut Time and Costs with
AMI Dual-title Strip

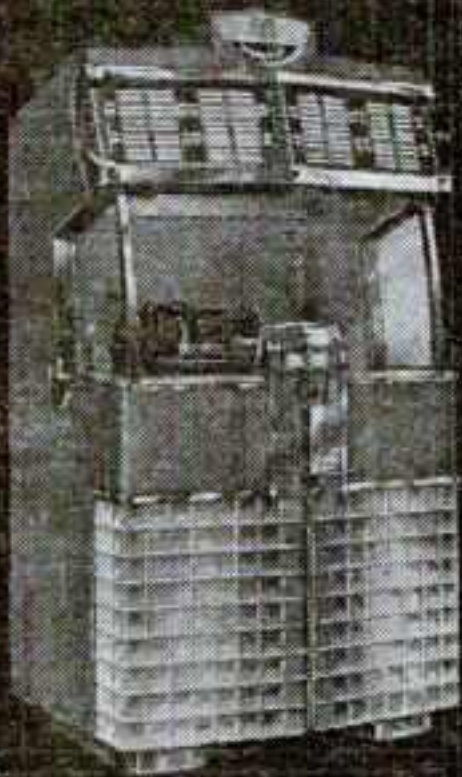
EFFICIENCY

Busy operators now reduce time spent on the route with AMI's handy new 2 3/8" x 1" title strips. Each strip has ample space for two titles to speed preparation and handling. Cuts time wasted on old-fashioned title strips up to 50%! Available everywhere in blanks and in "Best Buys" and "Hit Parade Program Service!"

E-120



E-80



E-40



AMI *Incorporated*

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

120 120

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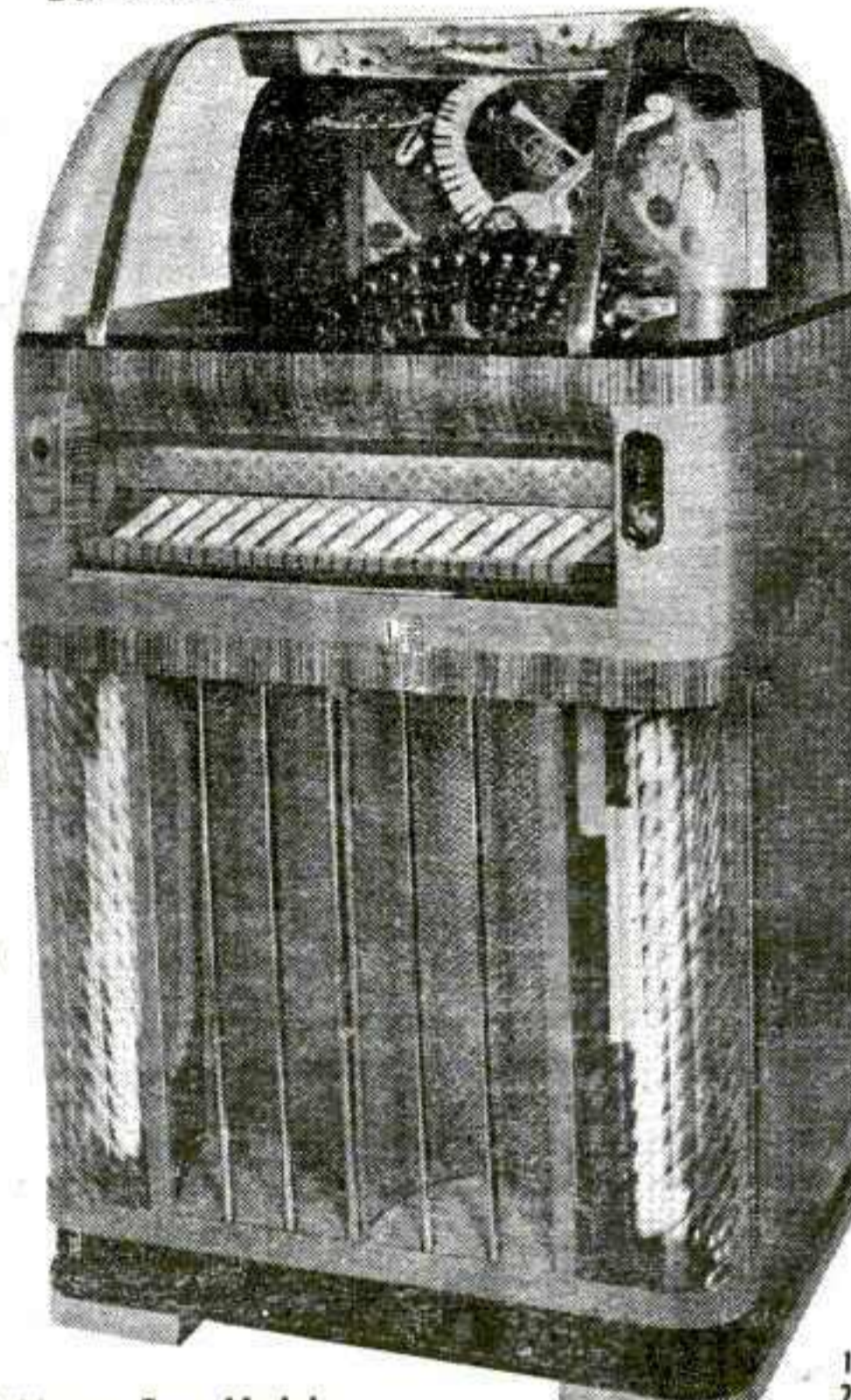
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The Industry's Greatest Phonograph Achievement

ROCK-OLA MANUFACTURING CORPORATION

800 North Kedzie Avenue Chicago 51, Illinois

Pierce Says National PR Program Needed

CHICAGO, July 4.—Clinton S. Pierce, vice-president of the Music Operators of America and president of the Wisconsin Phonograph Operators' Association, while in Chicago this week with George A. Miller, MOA national president, to finalize plans for the fifth annual convention of the MOA, issued a statement concerning his views on a national public relations program for the juke box industry.

His statement follows: "I think the juke box operators need a public relation program now more than ever in the history of the juke box industry."

We are now aware of the fact that we can expect detrimental legislation which we as operators must have some means of coping with.

"I would also like to state that we hope The Billboard will continue with the anniversary idea because we, the Wisconsin operators, think much good was obtained from the program."

Pierce announced the next meeting of the WPOA would be held in Eau Claire, Wis., either the first week in August or the last week in July. The July meeting was delayed because of Pierce's trip to Washington on juke box legislation.

At the May meeting of the WPOA, the entire board of directors was re-elected. The board, in turn, elected the officers for the next term which included Clinton S. Pierce, president; Cliff Bookmier, Green Bay, vice-president, and Ed Dowe, Beaver Dam, secretary-treasurer. A vote of thanks was given to Doug Opitz, who served as secretary-treasurer for seven years. Because of the stress of business he declined re-election.

Miami Group Gets Assist From Dee Jays

MIAMI, July 4.—Two more deejays this week lent their talents to the Amusement Machine Operators' Association's campaign to acquaint the public with its work in the community.

Cracker Jim, a disk jockey, who spins hillbilly records over Radio Station WMIE every day except Sunday, agreed to set aside a portion of his Wednesday program from 6.15 to 9 p.m. in the interest of AMOA. The plan is to supply Cracker Jim with the top 10 hillbilly tunes once a week with background information on the AMOA — its aims, accomplishments and plans.

In the first broadcast Wednesday (24), Cracker Jim called attention to the fact that AMOA members operate between 3,500 and 4,000 music boxes in Greater Miami.

Also assisting the AMOA on WMIE is deejay Dave Miller, who plays hillbilly tunes from 10 a.m. to 12.15 p.m. Monday thru Friday. Miller recently came here from New York where he made many friends among juke box operators thru his radio work. He too plugs the AMOA on his shows and was one of the most co-operative in the recent Miami celebration of Juke Box Week.

An old friend of the association and one who promotes its best interests five days a week on his "Juke Box Serenade" and "Burge Cage" programs is Harry Burge, of WQAM. Burge helped to plan local activities during Juke Box Week and interviewed AMOA President Willie Blatt on his show.

Les Montooth Re-Elected Guild Prexy

PEORIA, Ill., July 4.—An election of officers was held at the June 22 meeting of the Central States Music Guild in Peoria.

Les Montooth was re-elected president of the Guild and Bill Fleming was elected vice-president. Chuck Sisney was elected to the post of secretary-treasurer.

Elected to the board of directors were Merle Davis, John Bush and Don Knott.

Following the meeting, a discussion on dime play was held. Montooth stated, "Dime play, as I consider it, is the only alternative eventually for all operators in view of industry today."

Resort Play

Continued from page 72

Country Music, stated that altho the firm has only been in existence since December, business has been running on a par for the first part of the summer season. Most of the summer locations held by Town and Country are year 'round operations, which to date have shown no big change in play.

Lou Casola, head of Midwest Distributing Company in Rockford, Ill., stated that his resort locations were already three weeks ahead of last year due to the heat wave and perfect conditions over the week-ends. "Resort play started to pick up about three weeks ahead of schedule this year," Casola said, "and already things are shaping up as tho this may be a good year for our resort spots."

"Most of my summer locations open for business about May 1 and close down anywhere between October 1 and Christmas, depending on the weather. Those that run on out to December, however, only open on week-ends in the latter months."

Casola noted that altho resort trade picked up during the last three weeks, city play dropped off. He pointed out that as far as city play was concerned, the higher the temperature, the lower the play. "Evidently," he said, "the customers I lose in the city, I gain at the lakes and resort areas."

Teaser Viewing

Continued from page 72

for hospital use. Separate pull-out remote control boxes make it possible for the bed-ridden patient to tune in a program even tho the set may be on the other side of the room.

Incorporated in the set is a Free Viewer, a device which automatically turns on the set for four minutes of free viewing every half hour. This is designed to attract attention to the set. The four minutes is intended to create viewer interest. It is reported by Transvision that this feature raises the revenue 200 per cent over ordinary coin-operated TV sets.

Transvision is currently negotiating for local distributors for local handling of the C-1. David Gnessin stated, "We are still in the process of looking for distributors. We hope to have local investors as well as established coin machine operators place the C-1 on location. We expect the individual distributor will make financing arrangements with the operator."

The C-1 has 26 tubes with oversize chassis on a straight AC operation. Tube size is 17-inch rectangular shaped with a black-faced screen.

Are You Missing the New Profit Opportunities in Coin Machines?



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825

Name _____ Address _____ City _____ Zone _____ State _____ Occupation _____

How Was Your Timing on ...

Gambler's Guitar

RUSTY DRAPER MERCURY 70167

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
30 (600 strips)...	13.00	80 (1600 strips)...	33.00
40 (800 strips)...	17.00	90 (1800 strips)...	36.00
50 (1000 strips)...	21.00	100 (2000 strips)...	39.00
60 (1200 strips)...	25.00		

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. 830

Name _____

Address _____

City _____ Zone _____ State _____

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.

AMI	Issue of July 4	Issue of June 27	Issue of June 20	Issue of June 13
Hideaway		\$199.50	\$199.50	\$295.00
Model A	\$195.00	225.00(2)	219.50	275.00
	239.00 295.00	239.00 325.00	225.00(2)	275.00
			239.00 275.00	
Model B	325.00 350.00	325.00 375.00	325.00	375.00
			319.50	
Model C	375.00(2)	375.00(2)	375.00(2)	350.00 375.00
		379.50 395.00	375.00(2)	
			395.00	
MILLS				
Constellation			150.00 169.50	150.00 169.50
Empress		39.50		
Throne		39.50		
PACKARD				
Manhattan	75.00 79.50	79.50	79.50	79.50
RISTAUCRAT				
Ristaucrat	65.00	65.00	65.00	
ROCK-OLA				
46	119.50		125.00	125.00
48 Magic Glow Blonde			295.00	295.00
52-50 Rocket			419.50	419.50
52 Rocket	550.00	550.00		
1422	89.50 119.50	79.00(2) 119.50	79.00(2) 119.50	79.50(2) 119.50
1426	149.50	99.00 149.50	99.00 149.50	99.00 149.50
1928			125.00	
1428 Blonde			150.00	209.50
1432	395.00	395.00	250.00	395.00
1434			395.00	419.50
SEEBURG				
M-146 M Hideaway	60.00 75.00(2)	75.00	75.00	75.00
M-147 M Hideaway	99.50 125.00			
M-148 M Hideaway	124.50 175.00	179.00	179.00	179.00
	179.00			
M-148 M	199.50	199.50	199.50	199.50
M-100-A 78 RPM	550.00 565.00	565.00 589.50	564.00 585.00	564.00 585.00
	589.50 650.00	595.00(2)	589.50	595.00(3)
		650.00	595.00(2)	
M-100-B 45 RPM	695.00	695.00	650.00	795.00(2)
46			795.00	125.00
47			125.00	125.00
146	129.50 150.00	150.00	99.50 150.00	150.00
146 Hideaway	125.00	125.00	125.00	99.50
146 S	99.00 115.00	99.00(2)	99.00(2)	99.00(2)
146 S	75.00 99.00	99.00(2)	99.00(2)	99.00(2)
147	159.50 175.00	159.50 175.00	175.00	159.50
147 M	75.00 90.00	115.00 139.00	115.00 139.00	115.00 139.00
	135.00 139.00			
147 S	90.00	115.00	115.00	115.00
148	200.00			
148 Hideaway		185.00	185.00	
148 Blonde	225.00	250.00	250.00	
148 M	185.00			
148 ML	215.00	199.00		199.00
148 ML Blonde				209.50
148 SL	199.00	199.00	199.00	199.00
1941 Hideaway		49.00	49.00	49.00
1946 Hideaway				89.50
1947	175.00	175.00	175.00	175.00
1948 Blonde				245.00
WILLIAMS				
Music Mite	110.00	110.00	110.00	
WURLITZER				
Hideaway				295.00
500 K				35.00
850			25.00	25.00
950			25.00	25.00
1015	99.50 109.50(2)	115.00 119.00	109.50 115.00	119.00
	119.00 125.00	125.00 135.00	119.00 125.00	125.00(2)
	150.00	150.00	135.00	150.00
			150.00(2)	
1017 Hideaway			99.00	99.00
1080	99.50 125.00	125.00(2)	99.50 125.00(2)	125.00 150.00
	139.00		150.00	
1100	219.50 225.00	225.00	225.00	249.50
	250.00(2)	250.00(2)	250.00(2)	250.00(2)
	275.00	275.00	275.00 395.00	395.00
1217 Hideaway		249.00	249.00	249.00
1250	345.00 350.00	345.00	319.50	350.00 359.00
	359.00 375.00	350.00(2)	350.00(2)	365.00
		359.00 395.00	359.00 365.00	

MOA President Addresses Two Chi Op Groups

CHICAGO, July 4.—George A. Miller, national president of the Music Operators of America, this week addressed both of Chicago's operator groups.

On Tuesday night, June 30, he spoke before 65 members of the Recorded Music Service Association. His talk covered the ASCAP situation and his recent trip to Washington. Other speakers at the meeting, which was held at the Como Restaurant, were Ray Cunliffe, president of RMSA; Clint Pierce, vice-president of MOA; Les Montooth, secretary-treasurer of MOA and several others. Another subject on the agenda was the forthcoming RMSA Annual Golf Outing July 28 at the Southmoor Country Club.

The following night, Miller addressed the assemblage of ABC Music Service, and once again the principal topic of conversation was ASCAP legislation. Other speakers at this meeting were Bob Gnarro, president of ABC; Bob Lindelof, of the Northern Illinois group, and Ray Cunliffe, of RMSA. Other topics discussed during the session were equipment, records, and 45 r.p.m. availability. The meeting was held at the association's headquarters, 1515 W. Grand Avenue.

Okay TV Sets For Lincoln Tavern Sites

LINCOLN, Neb., July 4.—Juke box operators here are feeling the competitive force of tavern television for the first time.

Until recent weeks, Lincoln taverns were not permitted to install TV sets under restrictions imposed some years ago by the city council.

On June 21, however, the council passed an ordinance permitting TV in taverns, and the sets began to appear shortly thereafter.

Lincoln tavern owners told the city council they were losing business to establishments on the outskirts of the city because they offered video.

Lincoln has two TV stations and also receives from Omaha's two stations.

Lot President Honored at Portland Fete

PORTLAND, Ore., July 4.—Leading phonograph operators were prominent among guests at a cocktail party given at the Multnomah Hotel here this week by Berta Gribble, record distributor, in honor of Randy Wood, of Gallatin, Tenn. Wood is president of the Dot Record Company.

Miss Gribble is the operator of B-G Service, distributor of independent labels. Beside Portland area operators, the more than 100 guests included phonograph distributors, disk jockeys from local stations, and other radio people. Hit records were played on an AMI Model E 120-selection phonograph provided by Budge Wright, of Western Distributors.

SAVE MONEY...ON

OK

Reconditioned Music Equipment
from
MUSIC SYSTEMS

Clean Equipment—Ready To Go
Write, Wire, Phone
1/3 Deposit, Balance C. O. D.

SEEBURG	148SL	\$199.00
	147M	139.00
	146M or S	99.00

Hideaways

H148M	\$179.00
H146M	75.00

AMI Model A

ROCK-OLA 1432 (50 selections)

ROCK-OLA 1422

WURLITZER 1015

WURLITZER 1250

Wall Boxes

3W7-L56 (5-10-25r 3-wire)	\$34.50
3W2-L56 (5r 3-wire)	12.50
W1-L56 (5r wireless)	5.00
W6-L56 (5-10-25r wireless)	29.50
Packard Chrome Wall Boxes	5.00

Export Inquiries Invited

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Tulsa 3-3900	Lansing 5-4243
Cleveland, Ohio • 2600 Euclid	Toledo, Ohio • 1302 Jackson
Cherry 1-3801	Main 6192

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Why LOCATIONS Prefer EVANS' PHONOGRAPHS

Smart, modern cabinetry ranks high among the many reasons why locations take to Evans' Phonographs. Created to attract, rather than overwhelm, Evans' Phonographs present an artful, working blend of design factors—trim, compact lines—beauty-retaining materials—appealing color—smoothly "actionized" lighting. Impressive without bulk an Evans' Phonograph enlivens a drab location interior or fits naturally into any "plus" decor!

ON DISPLAY AT YOUR EVANS DISTRIBUTORS

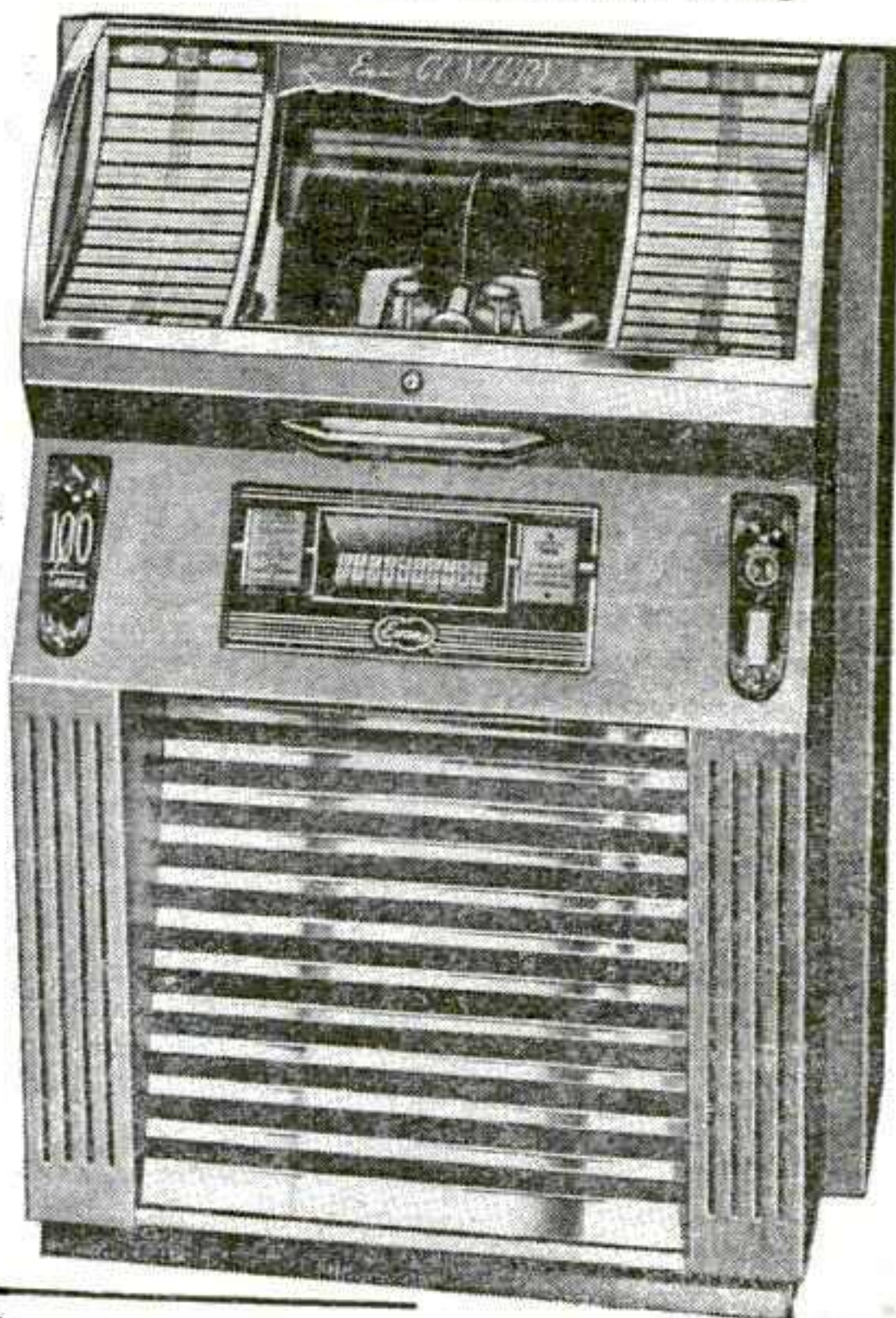
100-SELECTION CENTURY

30 RECORDS 45 RPM

and

40-SELECTON JUBILEE

20 RECORDS 78 or 45 RPM



OPERATORS! Ask your distributor for the new Full-Color Brochure on Evans' Century or write Factory direct.

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WHAT ARE THEY GETTING FOR USED EQUIPMENT!
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!**

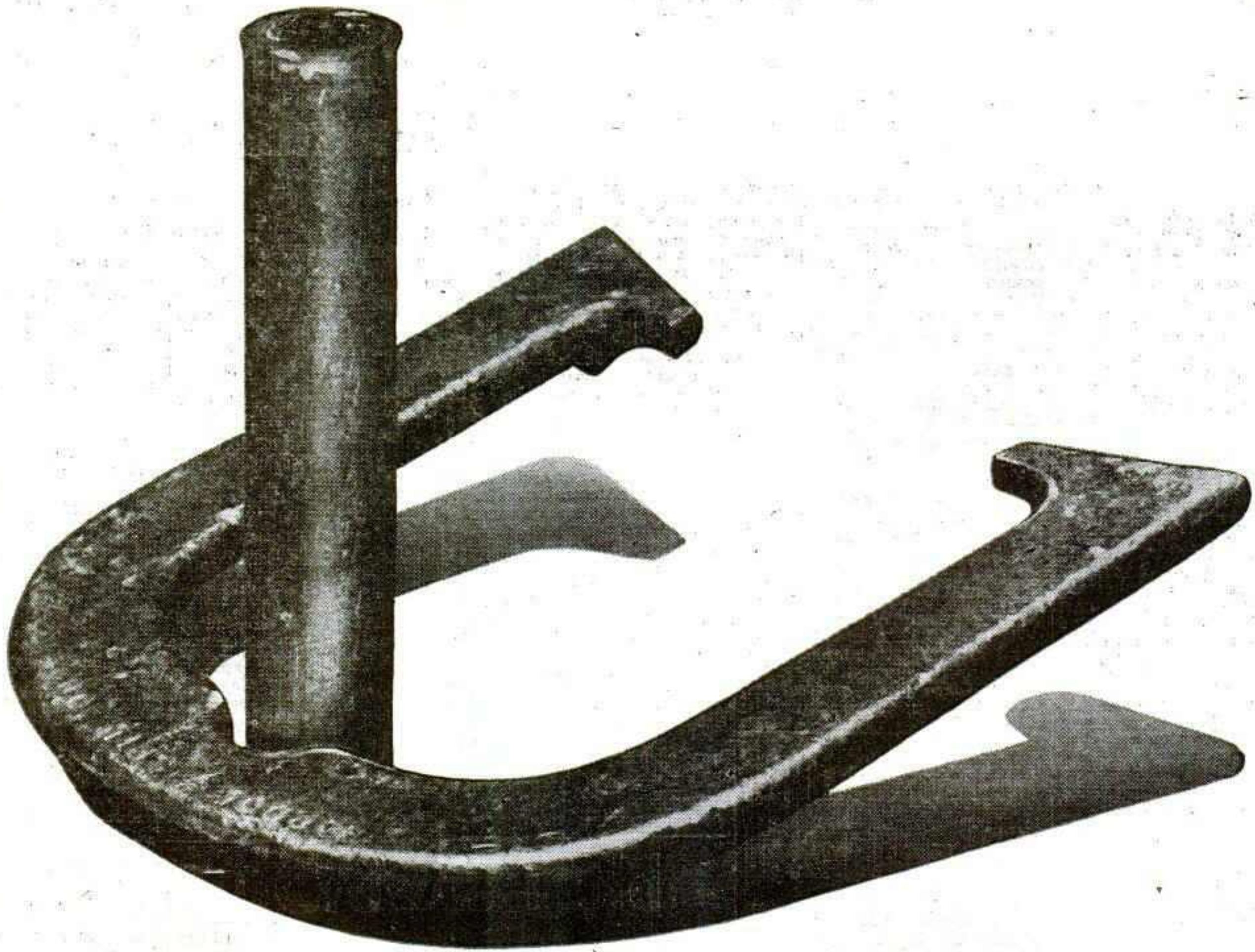
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Fill in and Mail Coupon Today!

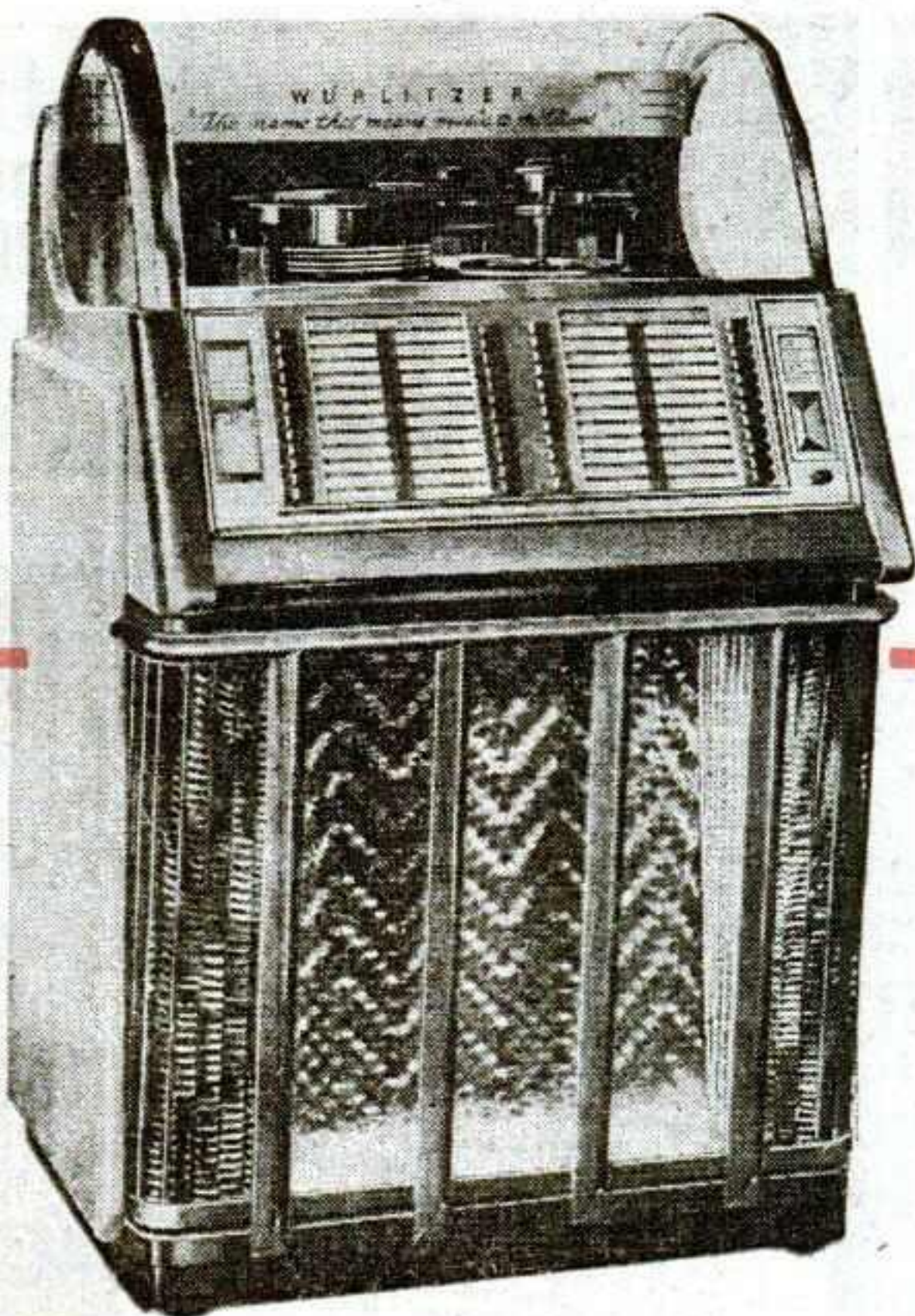
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Yes Please send me The Billboard for one year at \$10.
(Foreign rate, one year, \$20)

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Address
City Zone State
Occupation





Right In There **TO STAY!**



That's the position an operator finds himself in with a location once he installs a 48-selection Wurlitzer.

Makes no difference whether it's the straight 45 RPM Model 1650 or the 1600 playing 45s or 78s.

Credit the styling or the tone, we don't care, or maybe it's a combination of all its features including built-in volume control. Most likely it's that eye-popping pile-up in the cash box. Anyway, give it a few days play—it's **THERE TO STAY!**

See your **WURLITZER** Distributor

Wurlitzer

1650 48-SELECTION
STRAIGHT 45 RPM PLAY

1600 48-SELECTION
45 OR 78 RPM PLAY

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Coinmen You Know

Hartford

Francis E. Stern, president of Stern & Company, has been re-elected president of the Hartford Jewish Federation. . . . **George Navickas**, of Navickas Amusements, coin machine concern in Bristol, Conn., passed his pilot's examination at Hartford's Brainerd Field. Navickas recently completed over 100 hours in the air over Connecticut. George's brother, **Eddie**, is back from a Northern Maine fishing trip. "They were really biting this time," Eddie said.

A. J. Berube, Ajay Service, Hartford juke box and postage stamp vending machine operator, is marking his fifth year of tie-up with a Hartford restaurant. "Lucky" stamp wrappers are inserted in some of Berube's 150 postage stamp vending machines, with "lucky" units good for a steak dinner at Puritan Maid Restaurant.

Abe Fish, owner of General Amusement Games, Hartford, and Connecticut State Coin Association executive, checked out of Mount Sinai Hospital after an eight-day stay for surgery and headed for a brief rest at home before tackling accumulated mail on his desk.

Norman Batchelder has joined the service field staff at Reliable Coin Machine, Hartford. . . . **Ralph Colucci**, owner of Seaboard Distributors, Hartford, and the Record Shop, downtown retail record store, was subject of a Hartford Courant sales promotion ad outlining success of an

advertising campaign for the retail outlet thru the newspaper.

The Robbins Vending Company is displaying civic pride by donating enough candy to last the entire season at the Hartford Times Camp, summer camp for the city's underprivileged children. The newspaper, proud of the vending machine firm's participation, gave the story of the contribution a two-column head on Page 1, under the heading of "Times Camp Candy Plentiful—But It's Rationed for Health!"

John Colucci, Mattatuck Music, Waterbury, in town to see his brother, **Ralph**, reported his daughter, **Joan**, is planning a trip down the aisle shortly with a Connecticut man.

Miami

Eli Ross and **Marvin Lieber**, both of Taran Distributing, have dates with the stork. They already have one child each. . . . **Joe Mangone**, All-Coin Amusements, is keeping a weekly photographic record on the construction of his new home on Brickell Avenue, by means of a three-dimensional still camera used by his mechanic, **Irving Lemlich**.

Morris Marder, M & M Amusement Company, says the hottest number on his colored juke box route is "These Foolish Things," by the Dominoes. Marder tossed his nautical interests overboard when he disposed of his Chris Craft cruiser. . . . Maybe it's the summer influence, but two of the "big boys" on the Miami music

scene got tired of toting around excess poundage so they went on diets, stuck to them, and achieved their goal. **Harry Silverman**, Ace Music Company, shed 58 pounds and **George Caravasio**, Southern Phonograph Company, lopped off an amazing 90 pounds.

Vacationing in Lawrence, Mass., for a month with his wife and family is **Samuel Issenberg**, of Issenberg Music. Before Issenberg departed, he, his son, **Phil**, and **Harry Silverman** went on a fishing trip and caught a total of 116 pounds of barracuda, kingfish and dolphin.

Jack Lipsiner, of Coin-Operated Service, has plenty to keep him busy these days. Besides caring for his own route, he has taken over "Moon" Mullins' operation while Mullins is vacationing. He also repairs all types of coin-operated equipment including kiddie rides for other ops in the area.

(Continued on page 78)

Oregon Ride Ops Hit by Stiff Fee

Ask Hearing as Tax Commission Mails Bills for \$50 per Unit Annually

PORTLAND, Ore., July 4.—Kiddie ride operators in Oregon were startled this week by bills from the State Tax Commission demanding payment of \$50 annual license fees on each ride.

Operators planned to ask an audience with tax commission attorneys at Salem in an effort to obtain clarification of the commission's thinking in levying the tax on coin-operated equipment, which, operators here report average a weekly gross of \$15. The \$50 license fee is the same as that levied by the State on games.

Confusion was apparent among officials in the Portland office of the tax commission. It requested payment of the license fee for the year, beginning July 1. Action was authorized by the commission at Salem without explanation. Imposition of the fee was deemed here to be technical

application of a 1943 law, later revised in 1947. Operators pointed out that the kiddie rides were not in existence in this area when the law was passed or revised.

The action this week marked the first attempt by the State to collect such a tax, altho the city of Portland began taxing kiddie rides the first of the year. The city requires a \$25 operator's fee, plus \$1 for each machine. Most operators, however, hold \$25 licenses covering other coin-operated devices and on these they pay \$1 per machine annually.

Bally Starts 1st Delivery Of Speed Boat

CHICAGO, July 4.—Initial deliveries on the Speed-Boat kiddie ride were made this week by Bally Manufacturing Company, Jack Nelson, general sales manager, announced. The firm also is in production on two other rides—Space-Ship, a rocket, and The Champion, mechanical horse.

The Bally boat is an authentic model of a real motor boat and is constructed of a permanent plastic. The hull is bright red with a white striped deck over a sea blue base. It has sea lights fore and aft and authentic nautical hardware. It has a National dime coin chute.

After the youngster climbs in the Bally Speed-Boat a push of the horn button starts the ride at a simulated speed of 10 knots per hour. To increase the speed the child pulls a handy throttle. This not only increases the feeling of going faster but also registers on the nautical speedometer which reads up to 50 knots per hour.

Nelson pointed out the action of the Speed-Boat is realistic. It bounces thru the water, occasionally spanking the waves. This illusion is accentuated by the motor boat sound effects.

The mechanism on the Bally Speed-Boat is sturdy and simple to handle from the service angle.

Set Williams Vacation Plan

CHICAGO, July 4.—The Williams Manufacturing Company closed the factory for group vacations Friday (3) and will resume production Monday (13).

Sam Stern, vice-president, stated a skeleton crew would be on hand to handle emergency parts requests.

Mencuri, Levin Get Key Chi Coin Posts

(Continued from page 71)

recently celebrated its 21st anniversary. In addition to the shuffle games the company is now in production on Super Jet, a coin-operated kiddie ride.

The Gold Cup Bowler is now on display at all Chicago Coin distributors. It is a six-player game with a triple matching feature. It has a new replay button at the right front of the cabinet which should prove a hit

scoring, strike and spare flash boxes, jumbo fly-away pins, Formica playfield, rebound 20-30 scoring and triple score for the fifth and 10th frames. At the operator's discretion, this game can also be used with triple scoring in the third and seventh frames. The player must match the last digit only to make a good score in the matching feature. A better score is made if the player matches the last digit



ED LEVIN

with players, operators and location owners alike. With this button simple replays registered during a game can be played off without consulting the location attendant.

Gold Cup Bowler has all the proven features of shuffle games such as direct individual dial



FRANK MENCURI

and a star lights over it. The best score possible would include matching the number, the star and then have the gold cup light over them.

Vacation Period Cut

CHICAGO, July 4.—Joe Kus, general manager of United Manufacturing Company's Broadway plant, announced this week that the group vacation period was cut to one week instead of two this year.

Kus explained that the heavy production commitments of the main United factory on California Avenue was responsible for the vacation period.

president by P. Lorillard Company, New York.

Harry Friedman was appointed secretary-treasurer by the Vending Machine Service Employees' Union Local 122, AFL.

Bayard Pope was elected by Benson & Hedges, New York.

Art Weinand was appointed sales manager by Exhibit Supply, Chicago.

Frank Mencuri was appointed sales manager by Chicago Coin Machine Company, Chicago.

Ed Levin was promoted to director of sales by Chicago Coin Machine Company, Chicago.

Robert B. Young was appointed development engineer by National Rejectors, Inc., St. Louis.

Trade Directory

For ready reference, here is guide to new products, new firms and office and personnel changes in The Billboard issues June 27 thru July 11.

New Equipment

Boat ride, Speed-Boat, Bally Manufacturing Company, Chicago.

Rocket ride, Space Patrol Scout Ship, Exhibit Supply, Chicago.

Shuffle game, 10th Frame Triple Score Bowler, Chicago Coin Machine Company, Chicago.

Shuffle game, Gold Cup Bowler, Chicago Coin Machine Company, Chicago.

In-line game, Tropics, United Manufacturing Company, Chicago.

Shuffle game, Olympic, United Manufacturing Company, Chicago.

Shuffle game, Classic, United Manufacturing Company, Chicago.

Shuffle game, Domino, J. H. Keeney & Company, Chicago.

Shuffle game, Carnival, J. H. Keeney & Company, Chicago.

Trap hole game, Fairway, Williams Manufacturing Company, Chicago.

In-line game, Yacht Club, Bally Manufacturing Company, Chicago.

Target game, Try-Dimensional, I. S. Seidman, New York.

Coin TV, 17, 19, 21 and 27-inch models, Bendix, Towson, Md.

Ring game, Boing, Greenwich Game Guild, New York.

Coffee vender, Delcare 300, Del Manufacturing Company, Los Angeles.

Sandwich vender, Grill King, American Vending Corporation, Chicago.

Coin changer, Triple Play, Globe Manufacturing Company, Chicago.

Distributors, New Offices

S. L. Stiebel Games, Inc., Nashville, covering Nashville trading area for Chicago Coin Machine Company, Chicago.

Pan American Distributing Company, Miami, covering Florida for Okeh Records, Bridgeport, Conn.

Penny King Company, Pittsburgh, covering North and South America for Oak Manufacturing Company, Culver City, Calif.

Williams Distributing Company, Memphis, covering Nashville trading area for the Rudolph Wurlitzer Company, North Tonawanda, N. Y.

Cleveland Coin Machine Exchange opened new quarters at 2021-2025 Prospect Avenue, Cleveland.

Taran Distributing Company opened new quarters at 3401 NW 36th Street, Miami.

J. A. Butler, Toledo, covering Ohio for American Shuffleboard Company, Union City, N. J.

T & L Distributing Company opened new quarters at 1663 Central Parkway, Cincinnati.

National Rejectors, Inc., opened a branch office at 1551 Eglinton Avenue, West, Toronto.

Associations

The International Union of Electrical Machine Workers, Local 465, nominated James Cagiano for president.

Personals

Dean P. McKenzie was appointed Western sales representative by Central Music Distributing Company, Kansas City, Mo.

A. Garrick Alex was elected president of Tool & Stamping Corporation, Chicago.

Alden James was elected vice-

QUALITY DURABILITY APPEARANCE

That is what Kiddy-Ride operators must have, and that's what they get with Bally SPACE-SHIP and THE CHAMPION. Big profits, too!

Write for Prices Terms Available

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Bally Distributors for Wisconsin and Northern Illinois

METEOR RIDES HAVE EVERYTHING!

- Lifetime ALL STEEL Construction!
- Service-Free Mechanisms all with INTE-GRATED Gear-Box Motors!
- Sensationally ORIGINAL Ride Movements!

RUGGED ATTRACTIVE SAFE METEOR FLYING SAUCER

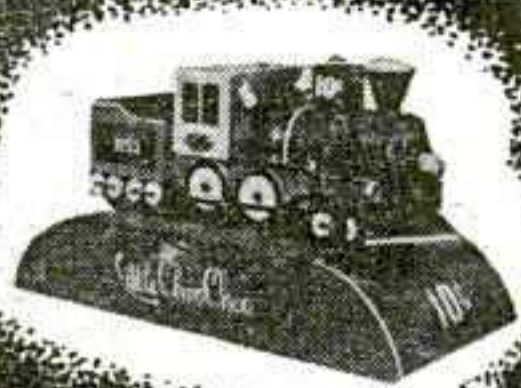
Flying Saucer

Pat. Pend.

DISTRIBUTORS! OPERATORS! WRITE—WIRE—PHONE TODAY for full particulars

METEOR MACHINE CORP.
319 Hinsdale Street Brooklyn 7, N. Y. Phone: HYacinth 5-2756

LITTLE CHOO-CHOO



Designed by
World Famous Manufacturer of
Amusement Rides

Sensational new coin-operated Kiddie Ride for Dime Store and Super Market locations. Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for complete information.

KING AMUSEMENT CO.
Mt. Clemens, Mich.

ATTENTION KIDDIE RIDE OPERATORS

WE BUY, SELL AND REPAIR HORSES—ROCKETS—BOATS, ETC. QUICK SERVICE ANYWHERE.

ALL WORK GUARANTEED.

"Your old equipment made new again."

NATIONAL VENDING MACHINE CO.
2214 No. Western Ave., Chicago, Ill.
Phone: Humboldt 6-2810

WANTED OWNERS

Will book in existing Kiddie Park, near Chicago, for balance of season. Any Mechanical Kiddie Rides. Write for details.

F. JOHNSTON
3017 E. 79th St. Chicago, Illinois

Coinmen You Know

• Continued from page 77.

Juke box operators are glad to see **Jack Greenwood** back on the job at the Coral Record Shop. He suffered a heart attack recently and had been confined to his home. . . . **Gloria Weber**, formerly a clerk at Coral Record Shop, became the bride of a chief petty officer in the Navy at Key West and now works in Al's Record Shop in the Southwesternmost city.

A visitor to the Bush Distributing Company this week was **Juan Isaza**, of Colombia, one of the firm's export account. . . . **Ken Willis** returned from a business trip to Tampa. . . . **Ozzie Truppan** also is back at his desk after a vacation trip to Minneapolis and Chicago. . . . Also on the list of returned vacationers is **Willie Blatt**, president of the AMOA and head of Supreme Distributors, who visited friends and relatives in New York City.

When secretary **Mildred Marks**, Brooke Distributors, took off for New York on vacation, **Mrs. Estelle Brookmire**, wife of **Mannie Brookmire**, stepped into the breach and pinch-hit for Mildred. Mildred wrote her friends in the office that she visited the Decca headquarters in New York (Brooke is Decca distributor for this area) and had lunch with **Syd Goldberg**, Decca's sales manager.

Overton Gonong, of Florida Record and Music Company, distributor of Capitol records, doesn't mind taking time from a busy day to spread some good cheer. He has been donating records to the Veterans' Hospital, Coral Gables, so the former G.I.'s and gals can enjoy music. Hill-billy tunes are a particular favorite, he says.

Ed Russell, assistant Southern divisional manager of Decca records, Atlanta, visited distributor **Mannie Brookmire** this week.

Russell believes that the new **Gordon Jenkins** instrumental version of "No Other Love" is destined for a ride to the top. **Russell** travels Florida, Georgia, Alabama and Tennessee—a slice of territory which goes big for country and western tunes.

Record distributors love to trot out the "colossal" and "terrific" superlatives at the drop of a hat, but **Martin Novak**, distributor of King records, swears that this time he really means it. He reports that "Hand-Me-Down Heart" and "Tennessee Wig-Walk" by **Bonnie Lou** is positively the hottest number he has handled since the office was opened three years ago. Juke box ops have caused him to reorder the number several times from the factory, he said. **Novak** just purchased a new car.

The AMOA has engaged **Eddie MacFadden** as outside representative. **MacFadden** has had extensive experience in the coin machine business. . . . **Ronnie Shapiro**, son of AMOA secretary **Doris Shapiro**, is spending the summer working in an Arcade at Rockaway, N. Y. . . . **Harry Silverman** and **Jack Lipsiner** say the new AMI phonograph is the finest ever put out by that company. **Silverman** prefers the 120 while **Lipsiner** leans to the 80.

Bill Fullick, who formerly owned Zebra Music, is now working for Florida Amusement Company as a routeman. . . . On **Joe Mangone's** planning committee for the AMOA banquet, tentatively scheduled for the Saxony Hotel in November, are **Buster Anshell**, **Morris Marder**, **Eddie Petrocine**, **Harry Steinberg**, **Harold Carson** and **Harry Zimand**.

New York

William Blatt, head of the Miami Automatic Music Operators'

Association, was in New York last week for a wedding. Formerly a local operator, **Blatt** has been in Florida for eight years. While here he visited his friends on 10th Avenue. . . . **Bill Marmer**, Marmer Distributors, Cincinnati, and **Herman Paster**, Mayflower Distributors, St. Paul, also were 10th Avenue visitors.

Milton Green's son, **George**, was Bar-Mitzvahed last Saturday (27). . . . **Nat Cohn**, Conat Distributors, says that arcades on New Jersey beaches are currently the biggest buyers of his kiddie rides. . . . **Morris Rood**, Runyon Sales, who has been in the hospital for several weeks, is back at work. **Morris** attended the UJA Coin Machine Industry dinner at the Plaza Hotel Tuesday (23).

Art Odwak, local operator, is getting a good over-all tan. **Art** is a member of a New Jersey sunbathers' association. . . . **Harry Ross**, vice-president of the Associated Amusement Machine Operators of New York, is recuperating from an operation in Mt. Sinai Hospital. . . . **Nat Cohn**, Conat Distributors, says that the motion picture, "Clipped Wings," which features the Atomic Jet, will be released in a couple of weeks. . . . **Sid Gordon**, Brooklyn operator, is trying his hand at a Catskill Mountain route.

Victor Vanderleen, Triboro Amusements, has two visitors—his mother-in-law, **Mrs. B. Burke**, Manchester, England, and his brother-in-law, **Allan Burke**, of Israel. . . . **Barney Sugarman**, Runyon Sales, will hold showings of the new AMI line at his New York and Newark, N. J., offices, July 20-25. **Vince Massey**, the singer, was a recent visitor at Runyons. . . . **Gertrude Brown**, Paramount Vending, Peekskill, N. Y., and **Irv Holzman**, Flushing operator, were recent 10th Avenue visitors. . . . **Nat Sugarman**, son of **Barney Sugarman**, is working at

Runyon for the summer. **Nat** is a sophomore at Bucknell University, Lewisburg, Pa.

Washington

Business is quiet at **Michael Coin** these days, says owner **Michael Bushdid**. The firm has taken over several small locations, but hot weather has cut collections. . . . **Sid Lotenberg**, head of the Westway Vending, is spending his spare time on the golf course. Business continues steady, says **Sid**.

The G. B. Macke Corporation is doing a steady business and expects to close a large deal soon, says **Meyer Gelfand**. . . . **Jack Spitzer**, who operates in near-by Virginia, recently acquired one of the AMI's 120's, and is pleased with it. He hopes to place a large number of this model soon.

James Bowen, head of Kwik Kafe of Washington, reports a good reception of his counter model coffee vender. **Bowen** expects big things of the machine, and plans to go after the restaurant, cafeteria and snack bar trade.

Detroit

Otto Wisner, jukebox operator at Mount Clemens, took his degrees in the Shrine, at Bob-Lo Island Park during the special conclave held there. . . . **Bill Van Koughnet** has organized the Union Coin Machine Service Company. He will handle service work only.

Henry Perkins, Perkins Music, operating in Grand Rapids and Muskegon, was in town with his family on a buying expedition. . . . **Bub Cocking**, operating the Century Music Company, jukebox operators in the Flint area, is

(Continued on page 85)

WANTED USED MEMPHIS CRUSADER PONIES

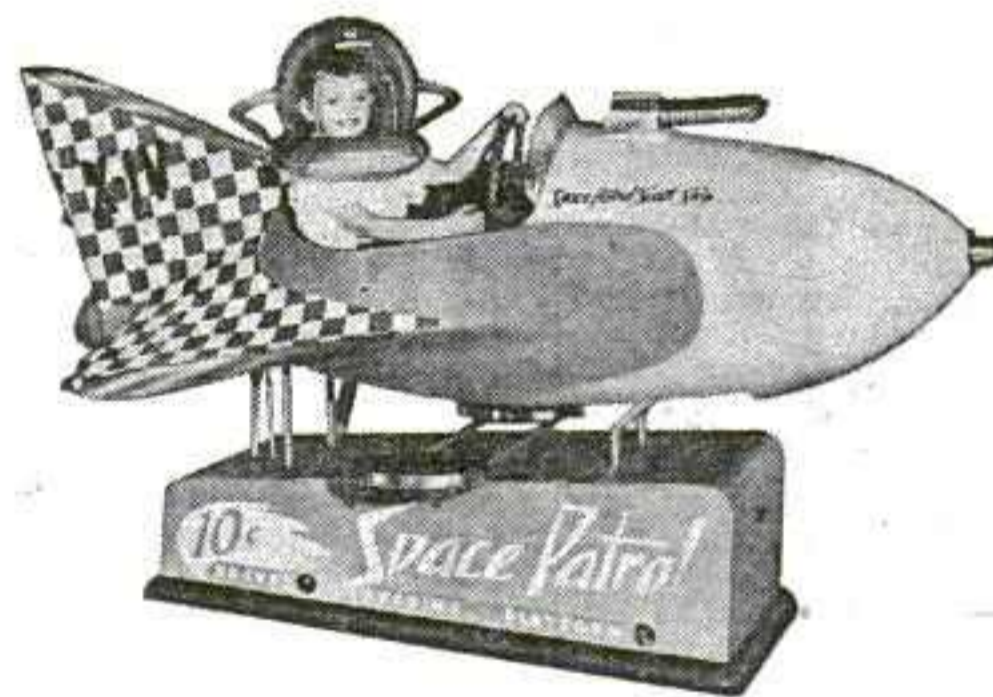
Advise Price,
Condition and Quantity
BOX D-49

c/o The Billboard Cincinnati-22, Ohio

ZOOMING INTO THE FUTURE!

EXHIBIT'S

SPACE PATROL SCOUT SHIP



New—revolutionary—exciting Kiddie Ride—roll-dip-zoom action completely controlled by young pilot. Revolving colored wheel inside translucent nose of ship attracts more customers—more profits.

Let us tell you about
Exhibit's liberal finance plan

EXHIBIT SUPPLY

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Exhibit has been successful in building amusement devices for children for over a half century. Our reputation was built on mechanical perfection, design, know-how and constant research and development.

Now featuring the following mechanically perfect Kiddie attractions:

- Big Bronco
- El Toro
- Rawhide
- Trigger
- Rudolph the Red Nosed Reindeer
- Ferdy
- Space Patrol
- Pete the Rabbit
- Space Gun
- Sea Skate

**FLASHY
EYE-APPEAL**

**EXCITING
ACTION**

**SIMPLE
MECHANISM**

**STURDY
CONSTRUCTION**

Bally

KIDDY-RIDES EARN BIGGEST PROFITS

NEW SPEED-BOAT

- Realistic motor-boat with authentic nautical hardware in gleaming polished metal gets immediate attention.
- Realistic action . . . rolling, bouncing, wave-spanking motion . . . keeps kids coming back again and again.
- Colorful eye-appeal . . . bright-red hull riding a sea-blue base, realistically striped deck.
- Variable-speed controlled by pulling gear-shift lever.
- Realistic speedometer—needle actually moves to indicate speeds from 10 "knots" up to 50 "knots."
- Double sound-effects: realistic motor-purr and boat-horn.
- Genuine sea-lamps fore and aft.
- Boat is special-formula reinforced plastic, strong as steel.
- Simple, sturdy mechanism built for continuous heavy-duty operation.
- Tamper-proof National coin-mechanism.



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Colorful Flash! Exciting Action! Big Profits!



Junior space-pilots prefer Bally SPACE-SHIP, because of realistic appearance and exclusive 4-in-1 dive-dip-roll-swing action. Ruggedly built for trouble-free operation.

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NOW AVAILABLE
THROUGH
BALLY DISTRIBUTORS**

THE CHAMPION



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Bally **MANUFACTURING COMPANY**
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Electric Versus Mechanical Operation: Cig Ops Report

New York, Portland, West Coast "Electrified"; Pros and Cons

CHICAGO, July 4.—Cigarettes remain the single product that is merchandised in volume thru both mechanical and electric vending equipment. Since the advent of the fully automatic, electric model in late 1945, cigarette vending has been rife with pro and con views as to the respective merits of either type of machine; some telling points have been scored on both sides. It is with the intention of presenting both sides of the mechanical and the electric cig-

arette vender story that The Billboard presents the report in this and related articles in this issue. Operators in principal metropolitan areas were surveyed to acquire factual information on the subject. Over-all, electric operation is continuing most strongly as an industry trend in New York City, Portland, Ore., and along the West Coast. Advocates in these areas, admitting to a somewhat higher maintenance cost on electric, nevertheless state that better location and customer acceptance are ample reward.

Proponents of electric models point out that earlier "bugs" have been for the most eliminated in the newer machines. Substantial improvement in all electric models has been made in the past year and a half, especially, they state. Proponents of mechanical models cite service problems and costs as disadvantages of the electric machine. They say the comparative simplicity of the manual models result in fewer and less expensive servicings.

Electric models are mainly used in the non-industrial type location. In factories, and in intensely industrial areas, the mechanical machine has held its top position in all-round favor hands down. This may account

for such wide variations in placement of the two machine types as follows: One third, of New York City's cigarette venders are electric, while only 7 per cent of Detroit's approximately 10,500 machines are of this type. Following the first big spurt in electric cigarette vending during the 1945-47 period, operators became increasingly selective in their purchase and placement of electric. Higher first cost, maintenance evolved the placement pattern, reserving the automatic units for top volume locations.

On an individual route basis, the nation's cigarette operators report having from 1.5 per cent to as high as 50 per cent electric equipment. Most routes including electric, however, average about 3 to 5 per cent. While some operators report a steady build-up in electric equipment, others indicate they have reduced the number of such units in the last two years. On a nationwide basis, according to operators surveyed, electric cigarette vending is expanding, but on a slower, more stable basis than formerly. Operators say, unlike the mechanical machine, electric have definite location limitations; this is seen as preventing their becoming the dominant type in the field in the immediate future.

ELECTRIC VS. MECHANICAL

A thumb-nail check of operator opinion on electric and mechanical cigarette venders.

Electric Advantages	Mechanical Advantages
Ease of operation for customer. Electric display lighting. Location demand.	Minimum service requirements. Relative ease of repair, maintenance. Wider placement possibilities of location (requires no electric outlet).
Disadvantages	Disadvantages
More service calls. Higher servicing cost. Greater servicing skill required. More working parts. Installation limited to electric outlet area.	Lack of lighted display signs. Push-pull delivery mechanism causes parts wear. Delivery mechanism frequently used with excessive force by customer, resulting in occasional jamming, pack damage.

Test German Bev Units in Swiss Stores

BERNE, Switzerland, July 4.—The first models of two German cup drink venders, introduced last year at the Hannover Technical Fair, are reported to be performing satisfactorily in retail store locations here.

Called the Bierquelle and Bergquelle, the machines are manufactured by Schöninger Maschinenfabrik, Schöninger, Germany. Both venders are operated electrically; like U. S. drink equipment, they automatically vend beverages in "hygienic waxed paper cups." Each model has a 400-cup capacity and includes an automatic blocking plate which covers the coin chute when they are empty.

The machines vend carbonated fruit juices, lemonades, beer, cider, wine and milk. It has a 22-gallon beverage tank.

Huyler's Sold To Ex-Official

NEW YORK, July 4.—Acquisition of all rights to the Huyler name, trademarks and other properties, including its chain of six restaurants, was announced by John S. Swersey. Resigning as an official of Huyler in 1950, Swersey formed his own candy firm, Swersey's, Inc., in Maspeth, N. Y.

Swersey stated that the two firms will be independent of each other. A new corporation, Huyler's Distributors, Inc., resulted from the purchase. It will merchandise products in the candy, cookie, soft drink, frozen food and ice cream fields.

Servicing No Problem: Pro-Electric Cig Ops

PORTLAND, Ore., July 4 — The trend in the Portland area is toward replacement of manual cigarette machines by the electric type. Operators estimate 50 per cent of all cigarette units now on location are electric.

Conversion to electric is the policy of larger operators. Smaller operators, with a greater number of marginal locations, show a preference for the manual. The larger operators state they are buying only electric in new purchases. Mechanical models are incorporated only to the extent they are present in routes taken over from retiring operators.

In the last two years the percentage of electric to manual has steadily increased in this area. One major operating firm states it has "not bought a new manual in the last three years." (Continued on page 83)

NEW YORK, July 4.—Operators here have gradually added electric cigarette vending equipment over the past eight years until they now constitute approximately one-third of all cigarette equipment in the city. This 33 per cent ratio of electric will go even higher, operators state, and point to the 20 per cent level held by the automatics as recently as 1951.

On the whole, servicing and maintenance problems on the electric machines have been minor. Usually, they are the simple blowing of a fuse, and since newer models have eliminated fuses, this source of trouble is expected to disappear in the future.

Contrary to most reports from other areas, Manhattan operators claim that sales have risen sharply when electrically actuated machines have replaced manual. However, they noted that most locations where the electric were installed have been top spots, a factor in the sales picture.

Fewer Problems

The fewer service problems inherent in the mechanical cigarette vender, say New York operators. (Continued on page 89)

Service Experience Keys Op Attitude on Electrics

DETROIT, July 4.—Service problems are advanced as a drawback to wider acceptance of electric cigarette venders in the Detroit area. When the new type came on the market six years ago, immediate acceptance was good and operators were eager to switch over their good locations. But experience with early electric machines produced a history of service calls that tended to turn many operators against the type.

Local operators seem to feel, however, that there has been a substantial improvement in all electric models in the past year or so. They report the number of service calls on new machines has decreased 50 per cent.

Out of about 10,500 cigarette machines in the Detroit area based upon available licensing figures, it is estimated that about 7 per cent are electric. The percentage for individual operators varies, with some having none, while a major operator may have a quarter of his operation in electric units, as does Howes-Shoemaker.

The percentage devoted to electric operation seems to have remained fairly constant with (Continued on page 82)

MILWAUKEE, July 4.—While the total number of electric cigarette machines is steadily increasing, their popularity among Milwaukee operators appears to be a matter of debate. Practically every cigarette operator has within the past few years had some experience with electric. Each is strongly opinionated either pro or con.

The major cigarette vending firms report no plans at present for adding more electric models to their routes. When the electric models first made their appearance a few years back, most operators placed orders. Experience with them has not been entirely satisfactory, due to their higher maintenance costs and more frequent "out of order" periods, the operators state. 5-10 Per Cent Electric

The percentage of electric cigarette equipment being employed on local routes runs approximately 5 to 10 per cent for individual firms. One of the most prominent exceptions is the Metropolitan Amusement Company, headed by Melo Curro. Curro, until recently was strictly a music and games operator, but added cigarette venders to diver- (Continued on page 82)

\$205 for Nat'l 11-Col. Cig Unit

ST. LOUIS, July 4.—National Vendors, Inc., announced this week its new 11-column manual cigarette vender will list for \$205 f.o.b., including stand and fluorescent light. Without stand or light it is \$185.

Ordered separately, stands are \$20, fluorescent light fixture \$5. Other optional accessories include a penny match-box attachment at \$10 and a nickel changemaker at \$10.

A. F. Diederich, vice-president and general manager, also announced that both the National plant and offices will be closed for the annual employees' group vacation from Saturday, August 1, to Monday August 17. During this period there will be no shipments either of machines or parts from the factory, nor can shipments be received at the factory, he said.

MOVIE MGR. REPORTS:

Ice Cream Vender Ups Weekly Sales 65 Pct.

PARK FOREST, Ill., July 4.—Maximum instead of minimum dollar volume on ice cream novelty sales resulted when the movie theater here replaced counter selling with automatic merchandising. Bill Mallers, manager of the Holiday Theater, reported an average 65 per cent increase in weekly ice cream volume since a vender was installed last March.

Mallers, who is an executive in his family's 21-house Maller Theater Circuit thru Illinois and Ohio, stated that vending was an important profit factor in each—including the seven drive-in theaters which are part of the chain.

Why did Mallers request the installation of an ice cream vender? He put it this way:

First, it is modern, attractive, and the growing trend in theater lobby merchandising.

Second, it attracts patronage that otherwise would have been lost via counter sales as his weekly dollar gross proved.

Third, this plus-business is largely realized because the vend-

er is out on the floor, directly in reach of the customer who passes a counter out of habit but finds an attractively lighted vender at his elbow "more compelling and convenient."

Fourth, because points "1" to "3" make simple sales arithmetic; they add up to higher net profit. Actually, counter sales of ice cream moved from \$30 to \$45 in dime cups and bars a week, whereas the single vender has been consistently selling from \$72 to \$108 in bars only each week.

Mallers said that the final figure depends upon two main factors: The feature film itself in (Continued on page 89)

Set Sub-Distrib Plan On Kenro Ice Cream Unit

NEW YORK, July 4.—W. E. Warren, national distributor for the Kenro ice cream vender here, announced this week an increased sales and production program will follow the completion of a subdistributor arrangement now being set up. Warren will appoint 25 subdistributors thruout the country. In addition, a direct mail program aimed at operators is also being instituted.

The Kenro machine was introduced in 1949 by Eastern Engineering & Sales, Inc., Philadelphia. It was re-designed last year and is being produced at the Turbo Machine Division of the Dexdale Company, Lansdale, Pa. The new model lists for \$895 f.o.b. Lansdale, is 34 inches wide, 29 inches deep and 67 inches high. Bar capacity is 380, with 140 in the vending and 240 in storage sections. Shipping weight is 500 pounds. Cabinet finish is gray hammer-tone, with chrome and red trim.

New Nat'l Coin Changer Rolls

ST. LOUIS, July 4.—National Rejectors, Inc., announced this week its new mechanical coin changer, series 6500, is in production. The unit, designed specially for use in non-electric type venders accepts pennies, nickles, dimes and quarters; it can be converted to vend at various prices, giving even or odd cent change.

Tube capacity on the new changer is \$3 in nickles. When the vender is sold out, or the change tube has been reduced to five nickles, an empty indicator and a coin return arm are activated.

Natl. Better Business Bureau Adopts Vending Ad Program

NEW YORK, July 4 — The National Better Business Bureau, Inc., in a move to discourage "blue sky" promoters of vending equipment, has put its official sanction on a seven-point program for the consideration of newspaper advertising managers. The points were originally presented by the Portland branch of the BBB (The Billboard, May 30). The seven points follow:

1. No reference may be made directly or indirectly to specific earnings from unlocated vending machines. Any statements... of an established vending machine business... must be factual and based upon the last accounting period.
2. All advertisements... shall affirmatively disclose that any investment required involves the purchase of vending machines (and not an offer of employment).
3. All advertisements designed to sell merchandise to investors under a franchise arrangement providing for the purchaser's servicing of vending machines

shall affirmatively disclose that such investors are required to purchase merchandise and that potential earnings are dependent upon sales.

4. Advertisers who buy vending machines... for resale... shall not represent themselves as agents or representatives of any such vending machine manufacturer.

5. No reference may be made... to locations of vending machines or routes unless machines have actually been located... or unless contracts have been secured for bona fide locations.

6. No reference should be made to the manufacturer of a product or products dispensed by such a machine... unless evidence is submitted that the manufacturer has given permission for such use of name.

7. No advertisement shall claim sponsorship of any civic, charitable, philanthropic or religious organization unless such offer is factual... and has complied with local and State ordinances.

R-M to Produce Coffee-Cup Juice Combo in Sept.

PHILADELPHIA, July 4.—A combination coffee-juice vender to sell for "about \$850" will be coming off the production line at Rudd-Milikian, Inc., in September, according to Jack Manning, sales manager.

The unit will have a 200-cup coffee and a 150-cup orange juice capacity. Dimensions are 22 inches wide, 28 inches deep and 51 inches high; weight 200 pounds.

The coffee section of the unit will operate as do other R-M units. The juice section will contain an agitator, with the concentrate first poured in the cup and the water added under a pressure of eight pounds per square foot.

Machine Features

The steel cabinet, painted maroon and cream, will have a plastic door. A 10-cent coin mechanism is standard but a changemaker will be optional at extra cost.

Rudd-Milikian officials are currently said to be conferring with officers of a major frozen fruit concentrate manufacturer to set up an arrangement whereby the new R-M units will feature one nationally-advertised brand. The deal is expected to be completed within the next two weeks.

One pilot model of the vender has been completed. The first public showing is set for the National Automatic Merchandising Association's convention in Chicago, August 23-26.

NAMA SERIES

L. A. Ad Club Holds Vending Day Luncheon

LOS ANGELES, July 4.—The Advertising Club of Los Angeles will sponsor an Automatic Merchandising Day August 11, the club's general chairman, George S. Seedman, of Rowe Service Company here, reported this week.

The principal speaker at the luncheon meeting, scheduled for noon at the Los Angeles Statler Hotel, will be Robert Z. Greene, president of the Rowe Corporation.

Seedman said the meeting is one of a series arranged by the National Automatic Merchandising Association to inform key people of various cities of the scope and development of vending, and to broaden understanding and acceptance of the industry.

In addition to members of the advertising club, NAMA members of Regions 10, 11 and 12, comprising California, Nevada, Utah, Wyoming, Arizona, New Mexico, Washington, Montana and Idaho, are also invited. Also, representatives of numerous civic organizations and service clubs will be present. Leaders in commerce and industry have accepted invitations to attend. It is expected total attendance will number approximately 1,200.

A charge of \$2.50 per plate has been set for the luncheon.

NCWA Gives 10c Bar Sales Test Results

NEW YORK, July 4.—If any parallel may be drawn between over-the-counter and vending sales, 10-cent bars will sell better when displayed in a separate vender and best when displayed in larger variety. That's the conclusion of a survey conducted by the Wholesale Confectionery Industry Foundation, the research branch of the National Candy Wholesalers' Association.

For the survey, a special wire rack was designed to create a 10-cent bar department separate from nickel bars. The racks were placed in 500 outlets in 37 States. In 46 retail stores in seven States where both 5-cent and 10-cent bars were sold prior to and during the test and where both were displayed together, and where essentially the same brands of 10-cent bars were sold during the test as before, the stores showed an increase of 61 per cent in the sale of dime bars.

Another group of 24 stores in a major Eastern city was tested. The stores were similar to those in the first group, except that they handled an average of only two varieties of 10-cent bars. There the increase in 10-cent bar sales was 268 per cent, with an average variety during the test of eight bars.

All NCA Officials Re-Elected for '53

CHICAGO, July 4.—National Confectioners' Association, during its 1953 convention in New York City, re-elected all officers. Philip P. Gott, as he has since elected for the 1951 term, remains as president; Theodore Stempel, E. J. Brach & Sons; Harry Chapman, NECCO, and W. W. Cassidy, Sweet Candy Company, remain as vice-presidents. Richard Kimbell, Kimbell Candy Company, was re-elected secretary-treasurer.

Eppy Bows Two New Charm Items

NEW YORK, July 4.—Samuel Eppy & Company, Inc., has announced two new charm items—a Jumbo Luminous Bulb and a Loving Cup Trophy. The bulb will vend for 5 cents in an all-charm unit, while the loving cup, nickel plated and mounted on a plastic base, is for ball gum venders.

Lyon Readies 3-Drinker for Aug. Delivery

Features Include 'Electric Heart,' 1,400-Cup Capacity

NEW YORK, July 4.—Lyon Industries, Inc., has completed a pilot model of its new 1400-3F three-selection cup vender, plans initial delivery of the units in August, Stuart G. Lyon, president, announced this week. The price has not yet been determined.

The new Lyon model will have a 1,400-cup capacity, will vend either three carbonated or two carbonated and one non-carbonated drinks. Two sirup tanks hold 3.5 gallons each, the third 5.5 gallons. Each tank has a separate sirup level control.

Three dime coin mechanisms are standard, one for each selection, while a changemaker is optional at extra cost. Automatic delivery is made upon insertion of a coin in the mechanism controlling the flavor desired. Empty indicators are built into each selection unit.

Cabinet Features

The cabinet is 24 inches wide, 30 inches deep and 69 inches high. It features a marbled front panel blending into either a red or blue cabinet. A lucite door is used, with some models to include a mirror across the upper section.

An electric heart unit has been incorporated in the new model. The unit, which may be replaced on location, contains a group of lights which indicate which part requires repair should the mechanism fail.

Lyon stated that while the vender is being made for his firm by the Worthington Corporation, Holyoke, Mass., some assembly work has been started in the New York office. Lyon has taken over most of the seventh floor of its building for assembly and storage.

Select Studio To Film NAMA P-R Feature

CHICAGO, July 4.—Kling Studios was selected to prepare a presentation of a proposed public relations film for National Automatic Merchandising Association, it was announced this week by NAMA's film project subcommittee.

Tom Hungerford, chairman of the special committee, stated that the choice was made following presentations of five industrial motion picture producers at a committee meeting here.

The Kling presentation will be made at a luncheon of vender manufacturers and suppliers August 24 in conjunction with the NAMA convention. Cost of the presentation, it was agreed, was not to exceed \$1,200. No contract for the actual production of the movie, however, will be signed until sufficient funds have been made available, it was stated.

A proviso, to be met by Kling Studios, is that it present proof of contracts with the Screen Actors Guild and with the International Alliance of Theatrical Stage Employees, thus insuring acceptance of the film for television and theater showings.

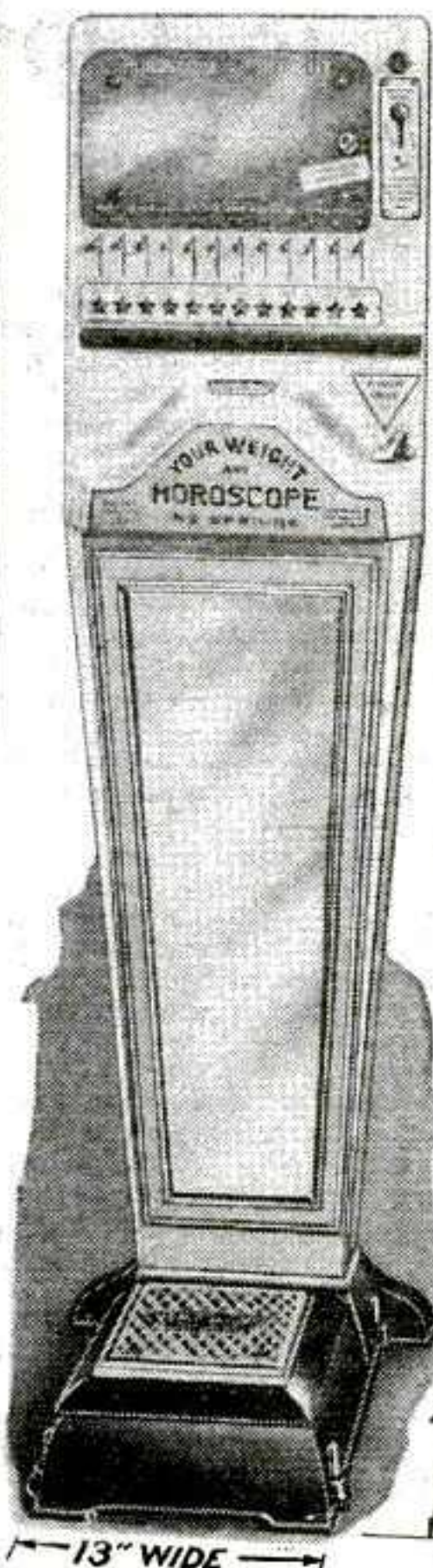
When completed, the NAMA film will be a 13.5 minute, 16-mm. movie in sound and color.

Harvey Melster Resumes Reins of Candy Firm

CAMBRIDGE, Wis., July 4.—Harvey A. Melster, president of Melster Candies, Inc., has returned as active head of the firm after a two-year absence due to illness.

Melster, who will take charge of sales and production operations, reported that extensive changes and improvements are being made in the plant. New equipment is being installed to speed production. He said that a number of new items would be introduced this fall.

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

AN OLD FRIEND—A GOOD FRIEND—GROCERY STORE CHARMS



Charms come, Charms go—but GROCERY STORE CHARMS Go-On-Forever, Bless 'em.

In our Sales Records it's still the "Winner and Champion." It still holds the record for GREATEST VOLUME OF SALES in our entire business career.

\$10.00

per 1,000 f.o.b. Jamaica, N. Y. Or: At Your Distributor.

Here are 58 different Grocery Store Charms, covering the most famous Brand-Names of American products. Beautifully made, beautiful in the machines. NO MACHINE should EVER be without them. Your machines are missing a bet if you are overlooking this always-popular series of Charms.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 2, New York

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREETS VENDOR

ORDER TODAY **VEEDCO SALES CO.**

2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

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KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES—WRITE!

SPECIAL
Uneda Monarch—Vends All King or Regular Size, 6 cols., 380 pack cap. \$87.50
8 col., 510 cap 97.50

ALL MACHINES LISTED BELOW WILL VEND KING SIZE OR REGULAR SIZE CIGARETTES IN ALL COLUMNS

Rowe Crusader, 10 col., 475 cap. \$155.00
National 9-A, 9 col., 350 cap. 115.00
DuCrenier V, 7 col., 210 cap. 87.50
DuCrenier 5, 7 col., 210 cap. 80.00
Add \$5.00 to Above Prices for 30¢ Vending.

CANDY MACHINES

DuCrenier Candyman (with base), 72 Bar Cap. \$49.50
Uneda Candy Vendor (wall model), 5 Col., 102 Cap. 65.00
WE HAVE A FINE STOCK OF 6 & 8 COL. NEW CANDY VENDERS—WRITE!

SPECIAL!
DuCrenier Champion, 9-11 Cols., includes 6 king size cols., 380 pack cap. \$97.50

Our Paints Are VENDERIZED Prevents Peeling Flaking & Rusting.

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Bal. C.O.D.

UNEDA VENDING SERVICE, INC.

The Nation's Leading Distributor of Vending Machines
NEW RECONDITIONED LIKE NEW
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Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED!

SILVER-STREAK

BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.

11411 Knightsbridge Ave., Culver City, Calif.

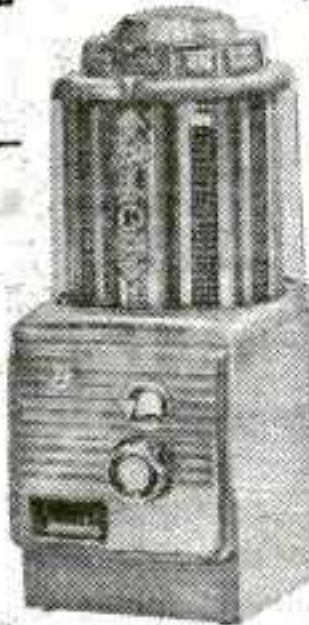
Pacific Coast Distributor:
OPERATORS' VENDING MACHINE SUPPLY
1023 S. Grand Ave., Los Angeles

Northwestern

SELECTIVE TAB GUM VENDER



"BETTER THAN ALL THE REST!"



READ WHAT THIS OPERATOR HAS TO SAY

"Here's my order for 25 more of your new Tab Gum Venders. The first ten I got are paying out better than all the rest of my route put together. They're mighty easy to service, too."

V. H. W., Ohio

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2700 West Lake Street, Chicago 12, Illinois
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249 15th Street, S.E.
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- Peanut Products Company**
1123 West 21st Street, Indianapolis, Ind.
- Peanut Products Company**
910 Harney Street, Omaha, Nebraska
- Rake Coin Machine Exchange**
609 Spring Garden Street
Philadelphia 23, Pa.
- J. Rosenfeld Company**
3220 Olive Street, St. Louis, Missouri
- Viking Specialty Company**
530 Golden Gate Avenue
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816 West 31st Street
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4709 East 27th Street
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MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$13.95
N.W. #39 1c Porc.	7.95
Master 1c Bulk Porc. B.G.	7.45
Master 1c Bulk Porc.	7.45
Master 1c & 5c Bulk Porc.	7.95
Columbus 1c Bulk	7.45
Silver King 1c B.G. or Mds.	7.45
Silver King 5c	15.00
Advance #12 1c B.G.	7.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.88
Pistachio Nuts, Vendor's Mix	\$.81
Cashew Whole	\$.65
Cashew Butts	\$.57
Peanuts, Jumbo	\$.28
Spanish	\$.28
Mixed Nuts	\$.55
Almonds 480 ct. 5 lbs. vac. pk.	\$.85
Baby Chicks	\$.34
Rainbow Peanuts	\$.30
Boston Baked Beans	\$.30
Hobby Mix	\$.28
Jelly Beans	\$.25
Licorice Lotenges	\$.25
M & M	\$.44
Assorted Fruit Charms, 100 ct.	\$.42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	\$.28
Adams Gum, all flavors, 100 ct.	\$.42
Wrigley's Gum, all flavors, 100 ct.	\$.47
Suchard Chocolate, 200 ct.	1.20
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.
L.Ongacre 4-6447

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

Milwaukee

Continued from page 80

sify his route. All cigarette equipment, with the exception of one machine, is electric. Most of Curro's locations are tavern and restaurant stops and he reported that electric models were well suited for such installations.

Maintenance problems, he adds, have not been a major obstacle for him. Previous experience in the music and games field has given Curro and his servicemen a good background in servicing electrically operated equipment. Earlier work with complicated wiring circuits in such equipment has stood the Metro firm in good stead and simplified working with the electric cigarette machines, Curro stated.

Several of the larger vending firms report complete absence of electric cigarette machines in their equipment inventories. Canteen's head man, Eric Rakow, states that he has none at present. Some of the Canteen franchises in other parts of the country are using them with varying degrees of success, he added.

A factor against electric cigarette units, Rakow believes, is that Canteen specializes primarily in industrial locations which might be "too rough on the more sensitive electric models."

Anti-Electric

Grouped in opposition to the addition of more electric for their own routes are Herb Geiger, Geiger Automatic Sales, Nick Novasic, West Allis Vending, and Nick Stacy, Stacy Vending. The trio's holdings comprise a major portion of the cigarette venders in Milwaukee. Each claims that the manual machines "offer a better chance, dollar and cent-wise, for the operator."

The three operators reported using about an average of 10 per cent or less electrical equipment, all obtained via initial purchases a few years back.

Altho critical, Novasic constructively pointed out that one of the big hurdles could be properly laid to the location rather than the manufacturer. "A good many locations don't have adequate electrical wiring, and this often causes the troubles we have with electric machines. When the refrigerator kicks in, for example, just as a customer is buying a pack of cigarettes the machine may fail right in the middle of a sale." Operators should make a careful check of the electrical layout before placing any electric machines, Novasic believes.

A summation of the general attitude found among Milwaukee operators regarding electric machines might be: "There is more to go wrong, and when it does go wrong, it generally costs more to fix."

PHILADELPHIA — Most Philadelphia cigarette operators claim that electric machines have "proven troublesome on location and their manufacture and distribution has been 'premature.'"

Martin Savar, of Savar Brothers and president of the Automatic Cigarette Venders Association of Eastern Pennsylvania, stated that his firm has only about 1.5 per cent of its machines electrically operated now. He said, "The only reason we can't switch these over to manual models is because the locations demand that we keep the electric type."

Savar pointed out that his firm started to make use of the electric cigarette venders when they were first placed on the market in 1945-46. "It was the trend then, Savar says. "However, these machines were at least five years ahead of their time. More important than the maintenance problem is that they can be beat," Savar claims.

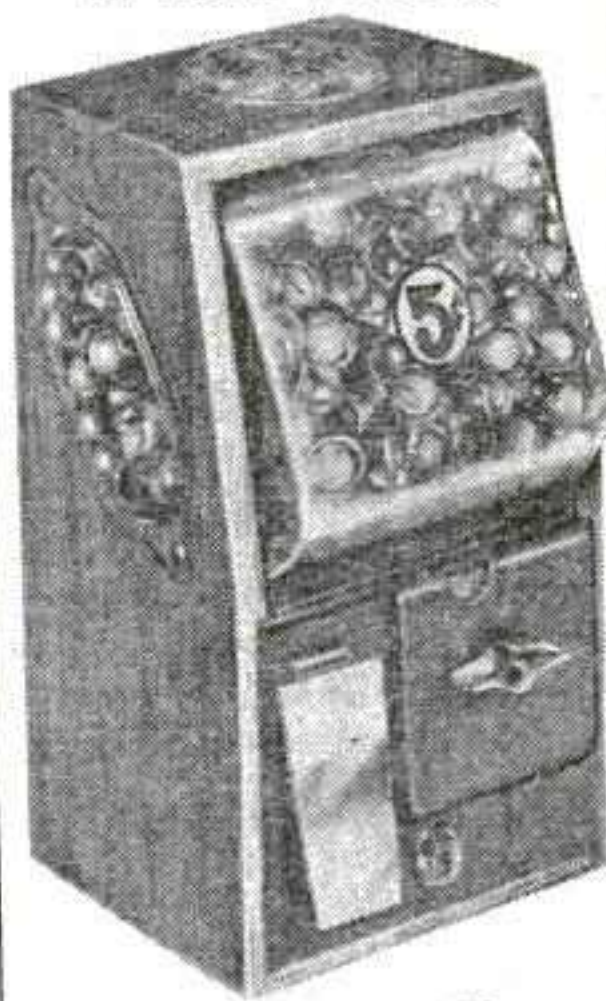
A few years ago electric cigarette venders made up about 50 per cent of the Savar Brothers' operation. Experience with the machines has resulted in their gradual removal from locations, Savar declared.

Jack Ginsberg, manager of Union Vending, reported that electric now make up only about 3 per cent of his operation.

"We first started to use electric machines when they were introduced to the trade immediately after the war. However, the maintenance problems proved too involved," Ginsberg stated.

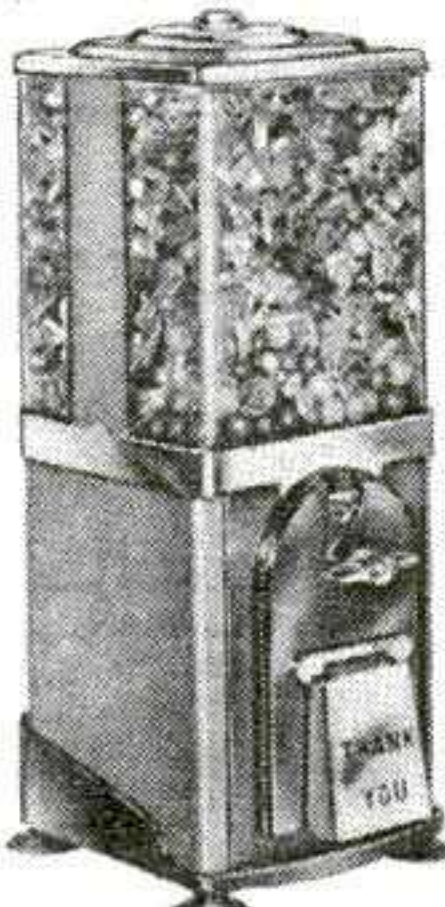
They're All VICTORS

The Finest in Bulk Vending



BABY GRAND DELUXE and ROCKET CHARMS (TRADEMARK)

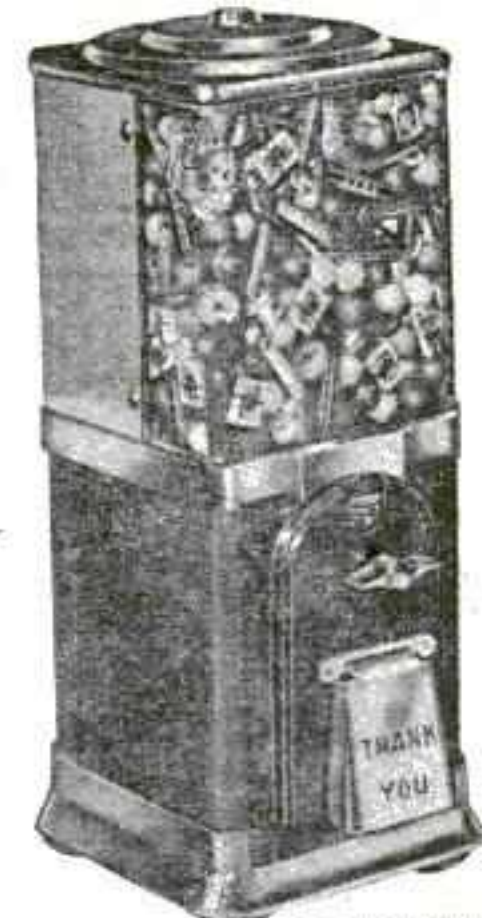
That fabulous money maker... vending Rocket Charms with the special wheel at 5¢ per play... featuring all the earning power that can be built into a bulk vender. Also vends Chiclé Treats 2 for 1¢ and Chloro Treats 2 for 5¢ or 4 for 5¢.



TOPPER DELUXE Twin Window Style



TOPPER DELUXE GLOBE STYLE (GLASS GLOBE)



TOPPER DELUXE HALF-CABINET STYLE

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

Detroit

Continued from page 80

individual operators during the past couple of years. The build-up from zero was accomplished in the first three or four years after their introduction. Nevertheless, there is a constant demand for electric. Some of the new sales, operators revealed, are replacements of early electric models, some of which developed recognized faults.

Benny Koss, supervisor at Howes-Shoemaker, commented, "We feel that the electric machine will work longer and steadier than the manual, because there is not the pull and jerk that there is on the manual."

Op Views

Surveying the present status and acceptance of electric machines in the area, a number of specific factors were cited by operators. Some of the varied factors are inter-related.

1. The operator must provide an electric outlet for the machine. This is unnecessary for the manual machines, and often means that the position of the machine is restricted, so that it may be impossible to place it in the most desirable location. Also, the location owner is likely to tell the operator to pay for the cost of installing the line and outlet necessary if he wants the location.

2. The low console type of electric machine sometimes defeats its own purpose, especially when it is placed near the wall. It is inviting as a place to park coats and hats, especially in the winter.

3. Present electric models are inoperable in some of the most profitable locations because they are generally equipped only for alternating current operation. Yet the central part of Detroit, including virtually the entire downtown district, operates almost entirely upon direct current.

4. Electric machines are often unjustly blamed for line trouble by location personnel. Because they know that the cigarette machine is a valuable concession, and because they realize that the operator goes out of his way to maintain an efficient service organization, the operator is called first when trouble develops on the line. Usually, it is an overload, and it may be the refrigerator, cooling equipment, or some other device, which, added to the load, caused trouble and burned out the fuse.

5. Many service calls are simply a request to change an ordinary type fuse. Any competent person at the location could do it, but the operator or serviceman is called out.

6. One type of electric vender, operators stated, presents a special difficulty when servicemen are employed, because of human nature. This machine utilizes a platform which is lowered when the machine is opened and serviced, and the cigarettes are loaded on the top. The tension on the shelf pulls the stock up, and the cigarettes are then dispensed off the top. To service properly, the remaining packs in the unit should first be removed and fresh stock placed at the bottom, so the old stock will be dispensed first.

7. Electrical supply conditions may cause the machine to function inefficiently. The typical building, especially older and smaller structures, will probably have the conventional 110 volt circuits, and will be loaded with refrigeration units, room cooling, perhaps cooking or heating devices, and other apparatus. The result in the increase of the load is to decrease the pressure, reducing the voltage. A genuine test of the line with a voltmeter might show the operating voltage to be as low as 90 or even 80 volts. Under these conditions, the electric vender does not function with the speed and precision for which it is designed.

WASHINGTON — On the surface, electric cigarette venders are top priority models here. Operators report they have increased the percentage of electric on their routes during the last two years, but only because of location preference—operators maintain they prefer mechanical units because they require "less servicing less often."

Currently, local routes incorporate electric until at the rate of 20 to 55 per cent of their total

cigarette equipment. As in other cities, electric venders were initially added as they became available after the war because they were "something new with plus location and customer appeal."

The increase in electric models on routes will continue at a gradual pace, operators believe. While the bulk of replacements and/or route expansion will be of the mechanical type, the fully automatic units will remain a factor due to their demand by individual locations.

Consensus of Washington operators: electric and manual models are both vital if the location is to be satisfied.

Send for Your **FREE** Copy of **RAKE'S NEW 1953 CATALOG TODAY!**

RAKE'S AUTOMATIC MERCHANDISER

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

Your Best 5¢ Sellers for Biggest Profits!

WESTCOTT DELUXE

SALTED VIRGINIA • SUGAR TOASTED
SALTED RED SKIN • SPANISH

peanuts

For the Vending Trade

WESTCOTT 5¢ PEANUTS \$2.88 for 120 pack carton

SPECIAL: 1 carton free with each 50 carton order!

*Tasty, tempting, crisp.
*Attractive cellophane bags.
*Bulk nuts for vending machines.

Freight prepaid East of Mississippi. Minimum order: 25 cartons. Terms: 2% discount—10 days. Write for details and prices.

WESTCOTT PACKING CO. Irvington 11, N. J.

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

Bubble Ball Gum. 140-170 & 210 ct.	24¢ lb
Clor-o-Vend Ball Gum. 140 & 210 ct.	40¢ lb
Clor-o-Vend Chicks. 275 & 320 ct.	45¢ lb
Chicle Chicks. 320 & 520 ct.	36¢ lb
Bubble Chicks. 320 & 520 ct.	30¢ lb

These LOW prices F.O.B. factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves.
Newark 4, N. J.

SPECIAL!

- Whole Cashews, 450 count, 30 lb. 62¢
- Jordan Almonds, 600 count, 30 lb. 82¢
- Virginia Peanuts, 30 lb. 32¢
- Spanish Peanuts, 30 lb. 26¢

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

Stug proof. White enamel \$12.50 Each
finish 6-lb. capacity

Terms: 1/3 deposit, balance sight draft.

Seacoast Distributors
1200 North Ave. Elizabeth, N. J.

SILVER-KING "GIANT ACE"



AT LAST — a vendor that permits easy placement of charms! It's the new SILVER-KING "GIANT ACE" BALL GUM AND CHARM VENDOR — with 7 lb. globe and extra large top. Offers greater earnings and simplified operation. (Giant Ace conversion sets available to convert all standard 5-lb. tapered globe vendors — \$3.00 per set.)

- 1/4 CHLOROPHYLL BALL GUM VENDOR—TODAY'S SENSATION (Vends 210 Count)
- 1/4 "CHARM KING"—BALL GUM & CHARMS (Time-tested and proved)
- 5/4 PISTACHIO or MIXED NUTS (The busiest nickel snatcher)
- 1/4 "SUPER-VENDOR" KING SIZE BALL GUM (To wake up "sleepy" locations)
- 1/4 CANDY BAKED BEANS VENDOR (Fine companion for ball gum machines)
- 5/4 SILVER-KING "HOT NUT" (For that "Extra-Special" spot)
- 1/4 or 5/4 SILVER-KING NUT VENDORS (Best bet for bars)

Vendors for All Foreign Coins
Immediate Delivery at
Best Dealers Everywhere
SILVER-KING CORP.
622 Diversey Parkway
Chicago, Illinois

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. Vendo (as illustrated) \$22.50 ea.
3 Col. Vendo \$32.50 ea.

STAMP FOLDERS Very Low Prices

1/3 With Order, Balance C.O.D.

J. SCHOENBACH
Distributors of Advance Vending Machines.
1647 Bedford Ave., Brooklyn 25, N. Y.

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 4.	Issue of June 27	Issue of June 20	Issue of June 13
Acorn, 5c.....	\$10.00	\$10.00	\$10.00	\$10.00
Advance Model D Ball Gum.....	6.95 7.45	6.95 7.45	6.95 7.45	6.95 7.45
Advance No 11.....	5.95	5.95	5.95	5.95
Ajax Hot Nut, 5c.....	39.50	39.50	39.50	39.50
Alkuna Cracker Machine.....	27.50	27.50	27.50	37.50
Asco Hot Nut, 5c.....	7.50	7.50	7.50	7.50
Atlas Bantam, 5c.....				10.00
Bonanza Pop Corn Vendor.....	75.00	75.00	75.00	75.00
Cash Tray, 5c.....	4.95	4.95	4.95	4.95
Chlorophyll 5c Tab Gum.....	14.75	14.75	14.75	4.95
Columbus 1c.....	7.45 8.00	7.45 8.00	6.95 7.45	7.45 8.00
Columbus 5c.....	8.00	8.00	8.00	8.00
Columbus Ball Gum, 1c.....	6.95	6.95	6.95	6.95
Columbus Tri-Mors, 1c (3 col.).....	22.50	22.50	22.50	22.50
Craig Ice Cream Vendor.....	250.00	250.00	250.00	250.00
DuGrenier Adams Gum, 1c (6 col.).....	17.50	17.50	17.50	17.50
DuGrenier Adams Gum, (4 col.) 1c.....	17.50	17.50	17.50	17.50
DuGrenier Candyman.....	49.50	49.50	49.50	49.50
DuGrenier Champion (11 col.).....	97.50	97.50	97.50	97.50
DuGrenier V (7 col.).....	82.50	82.50	82.50	82.50
DuGrenier S (7 col.).....	77.50	77.50	77.50	77.50
DuGrenier Champion (9 col.).....	97.50 125.00	125.00	125.00	125.00
DuGrenier Model W (9 col.).....	115.00	115.00	115.00	115.00
Eastern Electric C-8.....				115.00
Exhibit Card Vendor, 1c.....	15.00	15.00	15.00(2)	129.00
Jewel 5c (2 col.).....	10.00	10.00	10.00	15.00(2)
Kleenix 5c or 10c.....	49.50	49.50	49.50	10.00
Lucky Boy's 1c.....	6.95	6.95	6.95	49.50
Marion Scale.....	89.50	89.50	89.50	5.95
Master 1c & 5c.....	7.95 10.00	7.95 10.00	7.95 10.00	89.50
Master 1c.....	7.45 8.50	7.45 8.50	7.45 8.50	10.00
Master 5c.....	7.45 8.50	7.45 8.50	7.45 8.50	7.45 8.50
Mills Adam Gum, 1c (6 col.).....	17.50	17.50	17.50	8.50
Mills Candy (5 col.).....	89.50	89.50	89.50	17.50
Mills Tab Gum.....	16.50	16.50	16.50	89.50
National 9 A.....	115.00			16.50
National 9 E.....		75.00		
National Candy (9 col.).....				89.00
National King Ball Gum.....	9.95	9.95	9.95	9.95
National King Candy.....	19.50	19.50	19.50	19.50
National Electric.....	99.50	99.50	99.50	99.50
National 750.....				85.00
National 930.....	130.00	130.00	130.00	130.00
National 950.....	145.00	145.00	145.00	145.00
New York Stamp, 1c & 3c.....				15.00
Northwestern 33 Ball Gum.....	7.50 7.95	7.50 7.95	7.50 7.95	7.50 7.95
Northwestern 33 Peanuts, 1c.....	7.50	7.50	7.50	7.50
Northwestern Deluxe 1c and 5c.....	8.50 13.95	8.50 13.95	8.50 13.95	8.50 13.95
Northwestern Model 39, 1c.....	7.95 8.50	7.95 8.50	7.95 8.50	7.95 8.50
Northwestern Stamp.....	69.00	69.00	45.00 69.00	69.00
Pop Corn Sez.....	69.50	69.00 69.50	49.50 69.00	69.00 69.50
Rowe Crusader (10 col.).....	155.00			155.00
Rowe President (8 col.).....	155.00	155.00	155.00	155.00
Rowe President (10 col.).....	155.00	155.00	155.00	155.00
Rowe Royal (8 col.).....		90.00	90.00	90.00
Rowe Royal (10 col.).....		95.00	95.00	95.00
Silver King Charm King 1c.....	8.50	8.50	8.50	8.50
Silver King 1c Ball Gum.....	7.45	7.45	7.45	7.45
Silver King, 1c or 5c.....	8.50	8.50	8.50	8.50
Silver King 5c.....	7.45	7.45	7.45	7.45
Silver King Hot Nut, 5c.....	5.00	15.00	15.00	15.00
Siro's Brush Up.....	50.00	50.00	50.00	50.00
Stamp Vendor, 1c & 3c.....	17.50			
Stamp Vendor (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
Uneeda Candy, 5 col., 5c.....	65.00	65.00	65.00	65.00
Uneeda Model A (6 col.).....		87.50	87.50	87.50
Uneeda Model E (8 col.).....				80.00
Uneeda Electric (9 col.).....		125.00	125.00	125.00
Uneeda Model 500 (9 col.).....	135.00	135.00	135.00	135.00
Uneeda Monarch (6 col.).....	87.50	87.50	87.50	87.50
U-Select-It.....	49.50	49.50	49.50	49.50
Victor Model V Cabinet, 1c.....	9.50	9.50	9.50	9.50
Victor Model V Globe, 1c.....	8.95	8.95	8.95	8.95
Warline Fortune Scale.....		119.50	119.50	119.50

Portland

Continued from page 80

The trend to electrics gained momentum here in 1949 with most operators. Ease of operation by the customer was advanced as the main incentive for the switch; efficiency of the automatic mechanism was also cited.

Operators, however, are unable to trace directly to the electrics the increases made in cigarette sales in this area, but they do give the "modern machines" credit for some of the gains. A break-down would be difficult owing to a city ordinance, now eliminated, that prohibited vendor sales in public places unless the machines were behind counters and were operated by an attendant in the establishment. With removal of this ordinance the automatic sales of cigarettes boomed.

Service and maintenance experience on electrics has been satisfactory. On an average, no more difficulties have been encountered with the electrics than with the manuals, operators report. Where electrics have been properly installed and efficient servicemen employed, they have given even less trouble than the manuals, it was stated.

Va. City Ups Cig Tax, To Boost Business Levy

LYNCHBURG, Va., July 4.—A hike of 1 cent per pack in the cigarette tax, from 2 to 3 cents per pack, became effective here Wednesday (1). The City Council also made known that a 20 per cent increase in business license taxes would become effective January 1.

Officials said the levies were made in order to meet an anticipated \$225,000 deficit in the public school system.

Charter New La. Firms

BATON ROUGE, La., July 4.—The secretary of state has issued a charter to Dixie Vending Service, Inc., of Harahan, La., which has been organized with capital stock of \$20,000.

Southern Vendors, Inc., New Orleans, has received a certificate of incorporation to "deal in vending machines." Authorized capital stock is \$10,000.

RALEIGH, N. C., July 4.—A charter was issued to Vita-Vend, Inc., Fayetteville, by the secretary of state to operate vending machines. Authorized capital stock was listed at 1,000 shares of no par value by Garvin P. Kierman, Charles B. O'Connell, of New York City, and J W Bunn, Raleigh.

"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.)
230 West 37th Street, New York 19, N. Y.

Depend on Pioneer for Profits

VICTOR'S Topper Deluxe Globe Style (1c)
(also available in Half-Cabinet 1c Style)
4 to 20, \$14.20 Ea.
24 to 44, \$14.00 Ea.
48 to 96, \$13.75 Ea.
100 or more, \$13.20 Ea.

Topper Models can be obtained with 5c mechanism, 25c additional per machine.

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.

PIONEER'S SPEC'L CHARM MIX!
Consists of 21 different items, approx. 570 pcs. \$2.65 per to bag. (Minimum shipment, 10 bags)

All machines packed and sold 4 to the case, f.o.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 3, N. Y.
Phone: PResident 4-5358

VICTOR'S TOPPER DE LUXE
GLASS GLOBE STYLE \$14.20 each
Cases of four (minimum order) \$13.20 each
100 or more, HALF-CABINET STYLE
Same price as Globe Style
TWIN WINDOW STYLE, 50c EXTRA
Write for lowest prices on gum and charms

H. B. HUTCHINSON JR.
860 North Ave., N. E. Atlanta 6, Ga.
Tel.: Emerson 4300

New! Plastic Police
New! WHISTLE

Empty your machines faster! Sounds like real police whistle. Made of two-tone color combination. Everyone will want one!

\$15 per M (FOB, NYC)
New JET SERIES 120 ASSORTED CHARMS
Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

Plastic \$2.00 Per M
Copper 3.00 Per M
Silver 3.25 Per M
Dominoes, Sirens, etc (minimum order \$10)
Complete line of charms

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.....
Address.....
City..... Zone State.....
Occupation.....

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!
- ★ In process of reorganization we are THROWING OPEN OUR OWN ROUTES TO YOU — this will not happen again!

1. Finest, latest models, all types of machines.
2. All machines are within YOUR TERRITORY.
3. Every machine is in active profitable operation right now.
4. Locations include: chains, supermarkets, department stores, rail road and airline stations, bus terminals, theaters, etc.

Write, Wire or Phone for Full Particulars — TODAY!

PEERLESS Weighing & Vending Machine Corp.
29 28-41st Avenue Long Island City 1, N. Y. • Phone: STillwell 4-1620

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 35c 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

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 4	Issue of June 27	Issue of June 20	Issue of June 13
ABC (United).....	95.00(2) 150.00	85.00(2) 95.00	85.00 95.00	85.00(2) 110.00
Across-the-Board (United)...	225.00	225.00	225.00	225.00
All Stars (Gottlieb).....	34.50	34.50	34.50	34.50
Allice in Wonderland (Gottlieb).....	49.50	49.50	49.50	49.50
AM Star Basketball (Gottlieb).....	145.00			145.00
Aquacade (United).....	39.00 39.50	39.50 59.50	39.50 59.50	39.50 59.50
Atlantic City (Bally).....	289.50 294.50	300.00(3) 300.00(2)	300.00(2) 325.00(2)	325.00(2) 335.00
	299.50	325.00(2) 335.00	335.00 339.50	339.50 350.00
	300.00(2)	335.00 339.50	349.50	339.50 350.00
	309.50 345.00	339.50	350.00(2)	365.00(2)
	350.00	340.00	365.00	374.50
	365.00(3)	350.00(2)	375.00(3)	375.00(3)
	375.00(2)	365.00(3)	385.00 395.00	385.00 395.00
		375.00(3)	415.00	415.00
Baby Face (United).....	49.50	49.50	49.50	49.50
Batteries (Bally).....	49.50	49.50	49.50	49.50
Bank-a-Ball (Gottlieb).....	85.00			75.00
Barnacle Bill (Gottlieb).....	34.50	34.50	34.50	34.50
Basketball Champ (Chicago Coin).....	175.00 195.00	175.00 195.00	195.00 250.00	195.00 235.00
	250.00	250.00	235.00	250.00
Basket Ball (Chicago Coin).....	19.50			275.00
Bar-A-Ball Jr. (Gottlieb).....	275.00	275.00	275.00	275.00
Bar-a-Score (Evans).....	89.50	69.50 89.50	69.50 89.50	69.50 89.50
Betting Practice.....		95.00	95.00	95.00
Beach Club (Bally).....	495.00	425.00	425.00 450.00	465.00 474.50
Beauty (Bally).....	399.50 409.50	450.00(3) 450.00(2)	450.00(2) 475.00(2)	475.00(4) 485.00
	475.00	475.00(2)	475.00(2)	485.00
	485.00(2)	485.00(2)	485.00(2)	495.00(3)
	495.00	495.00(2)	495.00(3)	495.00(3)
Be Boy (Exhibit).....	65.00 84.50	84.50	84.50	84.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Big Top (Genco).....	54.50 64.50	54.50 64.50	54.50 64.50	54.50 64.50
Bing-a-Roll (Genco).....		45.00		59.50(2)
Black Gold (Genco).....	59.50(2)	59.50(2)	59.50	59.50(2)
Boaters (United).....	144.50 150.00	150.00	150.00 165.00	165.00(2)
	175.00(2)	165.00(2)	175.00(2)	175.00(3)
	195.00	175.00(2)	195.00 200.00	195.00
		195.00		225.00
Boston (Williams).....	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb).....	50.00 74.50	50.00 74.50	50.00(2) 74.50	49.00 50.00
			55.00 74.50	55.00 74.50
Bright Lights (Bally).....	124.50 129.50	135.00	135.00 149.50	149.50 150.00
	130.00 135.00	150.00(2)	150.00(2)	165.00
	150.00(2)	164.50	164.50 165.00	175.00(3)
	175.00(2)	165.00(2)	175.00(4)	185.00(3)
	190.00(2)	175.00(2)	190.00(3)	190.00
	195.00(2)	195.00	225.00(2)	225.00
Bright Spot (Bally).....	199.50 225.00	200.00 215.00	200.00 225.00	200.00
	245.00	239.50 245.00	239.50	225.00(2)
	250.00(3)	250.00(3)	250.00(4)	240.00 245.00
	275.00(2)	275.00(2)	275.00 285.00	250.00(3)
	290.00	290.00	290.00 295.00	275.00(2)
				285.00 295.00
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
Buckets & Bows (Gottlieb).....	35.00 69.50	69.50	69.50	69.50
Bumper (Exhibit).....	84.50	84.50	84.50	84.50
Canasta (Genco).....	35.00 89.50	89.50	89.50	89.50
Carolina (United).....	34.50 39.00	34.50	34.50	34.50
Carnival (Bally).....	35.00 49.50	49.50	49.50	49.50
Catalina (Chicago Coin).....	35.00			40.00 45.00
Champion (Bally).....	39.50 40.00	40.00 45.00	40.00 45.00	40.00 45.00
	45.00 89.50	89.50	75.00 89.50	89.50
	40.00 65.00	40.00 65.00	40.00 65.00	40.00 64.00
Champion (Chicago Coin).....	40.00 65.00	40.00 65.00	40.00 65.00	40.00 65.00
Chinatown (Gottlieb).....	190.00(2)	190.00 195.00	195.00(2)	195.00 210.00
Cinderella (Gottlieb).....	29.50	29.50	29.50 49.50	29.50 49.50
Circus (United).....	350.00	250.00 275.00	375.00 395.00	275.00(2)
		350.00	375.00 395.00	375.00 395.00
Citation (Bally).....	30.00 79.50	30.00 79.50	30.00 55.00	25.00 30.00
			79.50	79.50
			89.50	89.50
College Date (Gottlieb).....	89.50	84.50	89.50	89.50
Coney Island (Bally).....	195.00 199.50	200.00(3)	195.00	200.00 225.00
	200.00(2)	229.50 240.00	220.00(2)	239.50
	214.50 240.00	245.00	229.00 240.00	250.00(3)
	245.00	250.00(2)	250.00	250.00(3)
	250.00(2)	275.00(2)	275.00(2)	255.00
	275.00(2)	290.00	285.00 290.00	275.00(2)
		290.00	295.00	285.00 295.00
				305.00
Central Tower (Williams).....	119.50	95.00 119.50	100.00 119.50	100.00 119.50
Comet (Gottlieb).....	200.00 205.00	200.00 210.00	210.00(2)	210.00 220.00
Cross Roads.....	149.50	159.50	159.50	175.00 185.00(2)
Cross Roads.....	175.00(2)	175.00(2)	175.00(2)	140.00 150.00
Cyclone (Gottlieb).....	140.00 159.50	140.00 150.00	140.00 150.00	140.00 150.00
		159.50	159.50	159.50
Dallas (Williams).....	44.50 69.50	44.50 69.50	44.50 69.50	44.50 69.50
De-Lux (Williams).....	99.50	99.50	99.50	99.50
Dev-Wa-Ditty (Williams).....	34.50 49.50	34.50 49.50	34.50 49.50	34.50 49.50
Disc Jockey.....		220.00	220.00	225.00
Domino (Williams).....		165.00	165.00	165.00
Double Action (Genco).....	95.00		100.00	100.00
Double Feathers.....		95.00	100.00	100.00
Double Shuffle (Gottlieb).....	49.50 60.00	9.50 60.00	49.50 65.00	49.50 65.00
	65.00		75.00	75.00
	89.50	89.50	89.50	89.50
Jeany (Williams).....			69.00 89.50	69.00 89.50
El Paso (Williams).....	39.50 59.50	39.50 59.50	39.50 59.50	39.50 59.50
Fighting Irish (Chicago Coin).....				95.00
Five Star (Universal).....	74.50 85.00	74.50 75.00	74.50 75.00	74.50 75.00
		85.00	85.00	85.00
		29.50 69.50	29.50 69.50	29.50 69.50
		44.50 49.50	44.50 49.50	44.50 49.50
		225.00	235.00	235.00
		49.50	49.50	49.50
		145.00 150.00	145.00 165.00	170.00
		195.00(3)	185.00	175.00(2)
		225.00	195.00(3)	195.00(3)
			225.00	225.00



NOW AVAILABLE IN 90 COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs... simplifies wiring diagrams... Facilitates field repairs... Insures positive accuracy... Saves time. Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS... our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications. We specialize in Telephone cords, wire and cable. Inter-Com. cable requirements solicited.

RUNZEL
Cord and Wire Co.
4723 W. MONTROSE AVE
CHICAGO 41, ILL.

COPELAND DISTRIBUTORS, Inc.
Exclusive Seeburg Distributor
900 North Western
Oklahoma City, Oklahoma
Phone: FOrest 5-3456

SEEBURG
M100A-78 Seeburg Select-O-Matic 100 - Completely Shopped and Refinished... **550.00**

WURLITZER
Model 1250 \$375.00
Model 1100 219.50
Model 1015 99.50
Model 1080 99.50

WALL BOXES
Wurlitzer Model 4851 \$ 40.00
Wurlitzer 3020 Converter. 35.00
Wurlitzer 3020 25.00
AMI 5-Cont 10.00
219 Wurlitzer Stepper \$ 15.00
Twin Rotation-Floor Sample... 100.00
Seeburg Bear Gun 175.00

RECONDITIONED
Ready for Location

FIVE STARS	74.50
BRIGHT LIGHTS	129.50
SPOT LITE	175.00
LEADER	189.50
ATLANTIC CITY	299.50

MERMAID \$125.00
PARATROOPER 139.50
BIG HIT 149.50
CROSSROADS 149.50
DOMINO 159.50
SPARK PLUGS 124.50

WURLITZER 1015 \$109.50
WURLITZER 1100 225.00
ROCKOLA '44 119.50

One-third deposit required
PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md.

ARCADES' BEST
Air Hockey
Air Football
Set Shot Basketball

The season is really just beginning. Buy these great games now and they will pay for themselves by the time the next season rolls around.
1953 Catalog 200 Illustrations FREE.

MIKE MUNVES
577 Tenth Ave. (at 42nd St.)
New York 36, N. Y. Bryant 6677

41 YEARS SERVICE - EST. 1912

MECHANIC
Permanent position, experienced on Seeburg Phonographs and Pin Ball Machines. Excellent salary, hospitalization, life insurance benefits. Full consideration given to right type of man. No floaters or drunks apply. Reference required.

B AND B NOVELTY CO., INC.
715-17 West Main Street, Louisville, Ky.

	Issue of July 4	Issue of June 27	Issue of June 20	Issue of June 13
Four Corners (Williams).....				
Four Horsemen (Gottlieb).....	59.50 129.50	124.50 129.50	124.50 129.50	124.50 129.50
Four Stars (Gottlieb).....		160.00 185.00	185.00(2)	185.00 195.00
Freddie (Williams).....	55.00	55.00	60.00	60.00
Frolic (Bally).....	314.00 324.50	325.00(2)	325.00	340.00(2)
	325.00(2)	329.50 335.00	350.00(2)	350.00(3)
	330.00(2)	340.00 350.00	360.00 365.00	360.00
	355.00 360.00	355.00	375.00(3)	375.00(3)
	365.00(2)	360.00(2)	385.00	385.00 390.00
	375.00	375.00(3)	395.00(3)	395.00(3)
Futurity (Bally).....	175.00 199.50	125.00 175.00	169.50 199.00	199.50 220.00
	220.00 235.00	199.50 220.00	220.00 235.00	235.00
		235.00	235.00	235.00
Georgia (Williams).....	99.50	99.50	99.50	99.50
Gizmo (Williams).....	35.00			175.00
Glamour (Bally).....	159.50	159.50	175.00	175.00
Globe Trotter (Gottlieb).....	129.50 145.00			59.50
Gold Cup (Bally).....	59.50	59.50	45.00 59.50	59.50
Golden Gloves (Chicago Coin).....	75.00	75.00	75.00	75.00
Golden Nugget (Genco).....	235.00 250.00	235.00 335.00	235.00 335.00	235.00 300.00
	335.00			335.00
Grand Award (Chicago Coin).....	35.00			
Happy Days.....		200.00	200.00 215.00	215.00 225.00
			220.00	235.00
Happy Go Lucky (Gottlieb).....	159.50	159.50 220.00	159.50	159.50
Harvest Time (Genco).....	65.00			
Harvey.....	109.50	65.00 99.50	65.00 79.50	79.50 105.00
Hayburner (Williams).....			100.00 105.00	129.50 149.50
			115.00 149.50	24.50
Hit-a-Homer.....	20.00	20.00 24.50		24.50
Hit and Run (Genco).....	59.50	59.50	145.00	145.00
Hit 'N' Run (Gottlieb).....	139.50	145.00	145.00	145.00
Hit Parade (Gottlieb).....	29.50	29.50	29.50	29.50
Holiday (Chicago Coin).....	35.00 39.50	39.50 59.50	39.50 59.50	59.50
	59.50			
Holiday (Keeney).....	195.00 235.00	195.00 215.00	215.00 235.00	215.00
	259.50	235.00 259.50	259.50	235.00(2)
		165.00 180.00	165.00 180.00	175.00 180.00
Hong Kong (Williams).....	25.00			

	Issue of July 4	Issue of June 27	Issue of June 20	Issue of June 13
Spot-Lite (Bally).....	179.50(2) 180.00 200.00 225.00(2) 235.00 250.00 265.00 275.00(2)	180.00 199.50 200.00(2) 205.00 225.00(3) 229.50 250.00(2) 255.00(2) 275.00(2)	185.00 190.00 200.00(2) 205.00 225.00 229.50 245.00 249.50 250.00(2) 275.00(3) 295.00	185.00 200.00 205.00 210.00 225.00 245.00 249.50 250.00(4) 265.00 275.00(2) 295.00
Starlite.....		220.00	220.00	220.00
Stars (United).....	199.50 215.00 250.00(2) 275.00	225.00 235.00 245.00 250.00(2) 275.00	235.00 250.00 275.00(3)	225.00 235.00 250.00 265.00 275.00(3)
Steeple Chase (United).....			150.00	
Stop and Go (Genco).....	59.50	59.50	70.00	70.00
Summer Time (Gottlieb).....	34.50 49.50	34.50 49.50	34.50 49.50	34.50
Sunshine Park (Bally).....	195.00	195.00	239.00	239.50 260.00 319.50 59.50
Super Hockey.....	59.50	59.50	59.50	59.50
Super World Series (Williams).....	225.00	125.00 225.00	125.00(2)	195.00 225.00 89.50
Sweetheart (Williams).....	89.50	89.50	89.50	89.50
Tampico (United).....	64.50 79.50	64.50 79.50	64.50 79.50	64.50 79.50
Telecast (Gottlieb).....	49.00 69.50	49.00 69.50	49.00 69.50	49.00 69.50
Tennessee (Williams).....	29.50 49.50	29.50 49.50	29.50 49.50	29.50 49.50
Texas Leaguer (Keeney).....	29.50 50.00(2)	39.50 49.50 50.00 69.50	49.50 50.00(2)	49.50 50.00 69.50 89.50
Thing (Chicago Coin).....	45.00 89.50			45.00 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).....	69.50			
Thrill (Chicago Coin).....	29.50 35.00	29.50	29.50	29.50
Totalizer.....	25.00			
Trade Winds (Genco).....	29.50	29.50	29.50	29.50
Trinidad (Chicago Coin).....	35.00			
Triplets (Gottlieb).....	59.50 95.00(2)	95.00 109.50	95.00 109.50	95.00 100.00 109.50
Tri-Score (Genco).....	35.00 69.00 89.50	89.50	89.50	89.50
Tumbleweed (Exhibit).....	65.00 69.50 74.50	69.50 74.50	74.50 75.00	74.50 75.00
Turf King (Bally).....	40.00 50.00 59.50 75.00(3) 85.00 149.50	40.00 50.00 69.50(2) 75.00(3)	40.00 69.50(2) 74.50 75.00(3)	69.50(2) 74.50 75.00(3) 90.00 95.00 149.50
Tucson (Williams).....	44.50	44.50	44.50	44.50
Twenty Grand.....	195.00	195.00	195.00	195.00
Utah (United).....	59.00 84.50	84.50	84.50	89.50
Virginia (Williams).....	49.50	49.50	49.50	49.50
Whirl-A-Ball.....	22.50			
Whizz Kid (Chicago Coin).....		149.50		
Wild West (Gottlieb).....	169.50	169.50	169.50	169.50
Winner (Universal Industries).....	49.00 55.00 60.00 99.50	49.00 50.00 60.00 99.50	49.00 60.00 99.50	49.00 60.00 99.50
Wisconsin (United).....	34.50	34.50	34.50	34.50
Yanks (Williams).....	49.50	49.50	49.50	49.50
Zingo (United).....	125.00 175.00	125.00 175.00	125.00 175.00	125.00 175.00

Coinmen You Know

Continued from page 78

commuting to Indian River in Northern Michigan's resort area each week-end. Joseph Budd-Jack, now in the frame and molding manufacturing business, is disposing of his Charact-O-Graph, an analysis machine which he developed a number of years ago.

Sam Kressberg, president of Apco, became a grandfather for the third time Sunday (28) when his daughter, Loretta, wife of Buddy Rosenthal, gave birth to a son, Glen, at Columbia Hospital, Washington.

ELECTRIC SCOREBOARDS

NEW DELUXE MODELS WITH 36" FLUORESCENT LIGHTS, Models O-D-1, 15-21 point, Model O-D-2, 15-21-51 point Horseshollar.

Hinged Front Panel for Maintenance

Lights operate automatically or continuous—5¢ or 10¢ play

Overhead and Wall Models

Wall Models Model O-W-1, 15-21 point, \$90.00.

Horseshollar, 15-21-51 point, \$95.00.

Model O-W-2

Orders: 1/3 Deposit, Bal. C.O.D.

All Models Adjustable 5¢ or 10¢ Play

Overhead Models Model O-C-1, 15-21 point, \$115.00.

Horseshollar, Model O-H-1 15-21-51 point, \$125.00.

Replacement Control Buttons. \$5.75 per set.

S & S MANUFACTURING CO., P. O. Box 6081, Flint 3, Mich. Ph. 58293

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 24 insertions, per word......18
52 CONSECUTIVE insertions, per word......16

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.....\$7.00
3 or more CONSECUTIVE or 24 insertions, per agate line......95
52 CONSECUTIVE insertions, per agate line......90
1 inch equals 14 agate lines.

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.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

GET ON OUR MAILING LIST

For New and Used Bargains in Coin-Operated Equipment

Now Delivering Sensational New Bally YACHT CLUB

DONAN

DISTRIBUTING COMPANY

5007 N. Kedzie Avenue, Chicago 25, Illinois. Phone JU 6-5211
Bally Distributors for Wisconsin and Northern Illinois

Are You Missing the New Profit Opportunities in Coin Machines?



Look to every issue of The Billboard for news, equipment offerings and reference data that lead you to valuable extra coin machine profits. Don't miss a single weekly issue of The Billboard.

Out Next Week THE BILLBOARD COIN MACHINE SUMMER EXPORT QUARTERLY

Subscribe Today and SAVE \$3.00

The Billboard
2160 Patterson Street • Cincinnati 22, Ohio

Yes, start sending me The Billboard right away—every week for one full year. \$10 payment enclosed (a saving of \$3 over single copy rates). Foreign rate: \$20 per year.

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____

Parts, Supplies & Services

1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD.

Cast Iron Stands, \$4.25 ea.; 6 or more \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1¢ or 5¢, \$1.45 ea. prepaid. Tubular Coin Wraps, 1¢ to 50¢, 85¢ per M; 10,000 or more, 80¢ per M.

ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES

TAB GUM—MIN. 25 BOXES.

All Wrigley, 47¢; All American Chicle, 42¢; Teaberry, 42¢; Chloro Tab (200 ct.), 90¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1¢), \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.20

Ball Gum: 210, 170, 140—25 lb. cases, 26¢ per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 45¢ per lb. Asst'd Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 38¢ per lb. Chloro Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 47¢ per lb. King's Hard Shell Coated Choc's., 500 ct.—22 lb. cases, 38¢ per lb. All prices—F.O.B. Chicago—1/3 Dep., Bal. C.O.D.

KING & CO.

Direct Factory Distributors for Northwestern Venders, U-Select-It Candy and Cookie Venders, Supervend 3-Drink Cup Dispensers, PX Cigarette Venders.
2702 W. Lake St., Chicago 12, Ill.

Stamp Folders, direct from manufacturer: unlimited quantities, immediate delivery write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

Positions Wanted

Mechanic Available—24 years' experience on all types of coin machines. Car and tools. Will go anywhere.
D. E. HUGHES
1713 12th St., Portsmouth, O. Phone 4-4793

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

If You Want MORE SALES & PROFITS Take a Tip—Use this standout DISPLAY CLASSIFIED style of ad See rates above

Cigarette Machine, 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.

Cigarette Machines, quarter operation: Uneda, latest model, \$55; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45; Statler 9-Col. Cookie Machine, \$35 Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

For Sale or Trade—Nut and Candy Bulk Vending Machines. Write Box 159, Winchester, Ky.

SALE!!

9-column, 270-pack capacity "W" Model Cigarette Venders with 7 king columns, silver quarter operation, free book match delivery, completely refinished and reconditioned, only \$75.

7-column, 210-pack capacity "S" Model with 5 king columns, silver quarter operation, free book match delivery, like new, only \$65.
Terms: 1/3 deposit, balance C.O.D.

JACK KELNER
3730 Division St. Chicago 51, Ill.

2 excellent late Deluxe Photomatics; also fine arcade pieces; cash bargain. Box 982, Indio, Calif.

9 Coradios; perfect condition; sacrifice for \$30 each. Write William Brashear, Spencer, N. Y. Phone Ithaca 47236.

10 Atlas Lighter Fluid Machines, good condition, will sell best offer; will trade for clock or other coin radios or metal radio tables. P.O. Box 641, Dayton, O.

10 Q-Ball Pool Tables—\$600 takes them; A-1 shape, A & M Amusement, 2400 25 Ave., St. Petersburg, Fla.

24 slightly used 1¢ Acorn Jumbo Venders, like new, \$9.95 each; cash with order. Jack Allen, 111 W. Columbus, Tampa, Fla.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

- Display Classified
 Regular Classified

2: Now check off the classification you want your advertisement to appear under:

- Agents and Distributors Wanted
 Help Wanted
 Parts, Supplies and Services
 Positions Wanted
 Routes for Sale
 Used Coin-Operated Equipment
 Want to Buy

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

- Next 6 issues Next 4 issues Next 3 issues Next issue only

\$ _____ Payment enclosed Bill me on 3 or more issues only!

Name _____

Address _____

City _____ Zone _____ State _____

SPECIAL CLUB MODEL WITH ADDED WINNERS

NOW AVAILABLE FOR PRIVATE CLUBS,
FRATERNAL AND SERVICE ORGANIZATIONS



Saddle and Turf

SEVEN PLAYER
SPIN
TABLE

COLORFUL CABINET
OCCUPIES LESS SPACE
THAN ORDINARY PIN TABLE

- ★ Sensationally new Replay AMUSEMENT MACHINE. Fast-colorful Flashing lights and high speed action attract and hold players as well as spectators.
- ★ High scores possible with single coin for top play incentive!
- ★ As many as 7 players can deposit coins.
- ★ LOCATION TESTED AND OK'd for mechanical perfection and top earnings.
- ★ Single coin drop with slug rejector for 5c or 10c play.

SEE YOUR DISTRIBUTOR QUICK!
OR WRITE FACTORY DIRECT

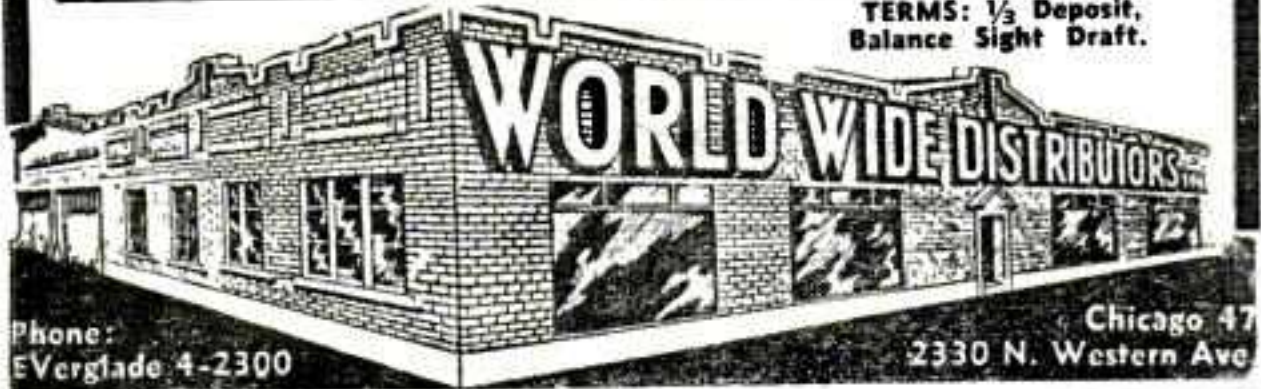
H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SENSATIONAL CLOSEOUT— LATE PIN GAMES

All Star Basketball	\$145	Minstrel Man	\$125
Coronation	195	Paratrooper	135
Crossroads	165	Quintette	185
Cyclone	145	Shoot the Moon	95
Disk Jockey	195	Silver Skates	185
Four Corners	185	Skill Pool	210
Hong Kong	150	Starlite	210
Majorettes	95	Twenty Grand	195
Williams Deluxe BASEBALL	\$325.00	Bally TURF KING	\$75.00
Williams MUSIC MITE, BRAND NEW	\$125.00	Ace COIN COUNTER, BRAND NEW	\$159.50
Williams HAYBURNER	\$75.00	Williams SPARK PLUG	\$95.00

TERMS: 1/2 Deposit,
Balance Sight Draft.



COIN OPERATED TIMING METERS

EASILY ADAPTABLE TO THE
APPLIANCE OF YOUR CHOICE

- WASHERS • T. V. SETS • IRONERS, ETC.

Available settings seconds to hours. Slotted for both
dimes and quarters. Dust proof—rust proof—tamper proof.

MONROE COIN MACHINE EXCHANGE

2423 PAYNE AVE., CLEVELAND 14, OHIO SU. 1-4600
Write—Wire—Phone

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 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 4	Issue of June 27	Issue of June 20	Issue of June 13
Ace Bomber (Mutoscope)....	\$195.00	\$195.00	\$125.00	\$125.00
Air Raider (Keeney).....			95.00	100.00
All Star Baseball (Williams).....			125.00	125.00
Art Show	49.50	49.50		
Astroscope, 10c.....	125.00	125.00		
Atomic Bomber (Mutoscope)...			125.00	125.00
Auto-Shoot			75.00	75.00
Ball Grip		75.00	75.00	75.00
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Big Inning (Bally).....	150.00	149.50	150.00	149.50
Bolascope (Supreme).....	95.00	95.00	95.00	95.00
Blow Ball		75.00	75.00	75.00
Bomber	65.00	65.00	65.00	65.00
Boomerang	45.00	40.00	45.00	40.00
Challenger (ABT).....	20.00	22.50	20.00	27.00
Chicken Sam (Seeburg)....	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Counter Grip (Mercury).....	150.00	150.00	150.00	110.00
Dale Gun (Exhibit).....	65.00(2)	94.50	59.00	65.00(3)
Derby, 4 Player (Chicago Coin).....	155.00	195.00	155.00	195.00
Drop Picture Machine (Mills).....		240.00	240.00	295.00
Electric and Grip Tests....	79.50	42.50	42.50	42.50
Electricity Is Life.....	129.50	79.50	79.50	79.50
Fists Striker	125.00	125.00	125.00	125.00(2)
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	175.00
Glider		45.00	45.00	45.00
Goalie (Chicago Coin).....	95.00(2)	119.50	85.00	95.00
Grip Tester (Gottlieb).....	125.00	115.00	119.50	119.50
Gun Patrol (Exhibit).....		125.00(2)	15.00	
Heavy Hitter (Bally).....	175.00(2)	175.00	175.00(2)	175.00(2)
Hi Ball Striker (Exhibit)....	39.50	65.00	39.50	49.50
Hockey (Chicago Coin).....	89.50	65.00	69.50	69.50
Hockey (Mutoscope).....	75.00	89.50	89.50	85.00
Hockey (Seeburg).....	425.00	49.50	75.00	425.00
Hot Rods		425.00	425.00	425.00
Jack Rabbit			100.00	
Jet Gun (Exhibit).....	195.00	225.00	185.00(2)	185.00
Jitters (Exhibit).....	125.00	195.00	200.00	225.00
Kicker & Catcher.....	25.00	225.00	295.00	225.00
K O Fighter			125.00	
Leaping Lena	425.00	425.00	425.00	425.00
Lite League	99.50	90.00	99.50	75.00
Love Meter (Exhibit).....			39.50	39.50
Love Pilot (Mutoscope)....			75.00	
Midget Movies.....	199.50	225.00	225.00	295.00
Midget Ski Ball (Chi Coin)...	295.00	165.00	165.00	195.00
Midget Racer.....	425.00	425.00	225.00	425.00
Miss America (Lane).....	575.00	575.00	425.00	575.00
Night Bomber (Success)....			575.00	145.00
Panorams	275.00	250.00	275.00	275.00
Photomatic (Mutoscope)....	250.00	250.00	250.00	250.00
Prizes 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)
	650.00(early)	650.00(early)	650.00(early)	650.00(early)
	20.00	20.00	29.50	29.50
	75.00	119.50	75.00	90.00
			115.00	119.50
Pitch Em & Bat 'Em (Scientific).....	185.00	185.00	95.00	185.00
Pokerino (Scientific).....	85.00	85.00	99.50	85.00
Pokerino J.....	75.00	75.00	75.00	75.00
Pony Express (Exhibit).....		175.00		
Pool Table (Edelco).....	75.00	75.00	75.00	75.00
Quizzer	95.00	95.00(2)	85.00	95.00(2)
Rapid Fire (Bally).....	125.00(2)	105.00	125.00(2)	105.00
Recording (Wilcox-Gay).....	125.00	125.00	125.00	125.00
Rifle Range Ray Gun.....	105.00	105.00	105.00	105.00
Rocket Patrol		375.00		
Shoot the Bear (Seeburg)...	175.00	225.00	209.50	224.00
	235.00	245.00	225.00(2)	235.00
	249.50	269.50	235.00	249.50
			269.50	269.50
Silver Bullet (Exhibit).....	125.00	125.00	125.00	125.00
Silver Gloves		125.00	175.00	175.00
Six Shooter (Exhibit).....	129.50	135.00	135.00(2)	135.00(2)
	150.00	155.00	165.00	165.00
	175.00(2)	175.00	175.00	175.00
	150.00	150.00	150.00	150.00
Skee Ball (Wurlitzer).....		39.50		39.50
Skill Gun (ABT).....	49.50			
Skill Jump	195.00	195.00	195.00	195.00
Sky Fighter (Mutoscope)....		545.00		545.00
Space Rangers (Deco).....		139.50		139.50
Star Series (Williams).....	100.00	139.50	75.00	100.00
Sub Gun (Keeney).....		125.00		120.00
Super Bomber		125.00		125.00
Target Hunter.....	27.50			
Target King.....	27.50			
Target Skill (Genco).....	95.00	95.00	95.00	95.00
Team Hockey (United).....	85.00	85.00	85.00	85.00
Telequiz	125.00	145.00	125.00	165.00
	165.00	169.50	165.00	169.50
	99.50	99.50	99.50	99.50
Ten Pins (Rock-Ola).....	75.00	75.00	75.00	75.00
Ten Strike (Evans).....	22.50			
3-Way Gripper (Gottlieb)...				
3-Way Athletic Scale (Mercury).....		79.00		79.00
Tommy Gun (Evans).....				125.00
Torpedo (Bally).....				95.00
Undersea Raider (Bally)....	95.00	95.00	95.00	95.00
View-A-Scope		39.50		39.50
Voice-o-Graph (Mutoscope)...	525.00	525.00	525.00	525.00
Western Baseball.....	85.00	85.00	85.00	75.00

Cancer strikes 1 in 5

Strike back

Give

Your gifts to the American Cancer Society help guard those you love.

Your dollars support research in a hundred laboratories and universities... spread life-saving information... ease pain and suffering... provide facilities for treatment and care of cancer patients.

It is a sobering fact that cancer may strike anyone tomorrow: strike back today with a gift to the American Cancer Society. You may mail it, simply addressed CANCER, c/o your local post office.

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- 2 Seeburg Shoot the Monk Ray Guns, each
 - 3 Gottlieb College Daze, each
 - 2 Gottlieb Knockout, each
 - 1 Gottlieb Robin Hood
 - 3 C.C. Foot Ball, each
 - 1 C.C. Golden Gloves
 - 1 Un. Acquacade
 - 2 C.C. 2 Player Bowler, each
- ALABAMA VENDING CO
Tuscaloosa, Ala.

Ohio Seizes Non-Licensed Free Plays

CINCINNATI, July 4.—Inspectors of the Ohio Liquor Control Board this week seized free-play pinball games in the non-licensed areas of Hamilton County, contending that free games are prima facie evidence of gambling.

Signaled out for particular attention were bingo-type games. Tavern owners in the area announced they would not contest the action. Bert Hermann, president of the Buckeye Liquor Dealers' Association, declared his group was not involved since the machines were owned by operators.

In areas where pinballs are licensed — including Cincinnati and suburban Norwood — the liquor board agents did not disturb games.

Meanwhile, it appeared certain other communities in Ohio would consider ordinances to license pinballs.

New Label Seen Shuffleboard Aid To Detroit Ops

DETROIT, July 4.—“The newly adopted label of identification for the Detroit Shuffleboard Association is your badge of distinction,” Fred Chlopan, president, told the membership this week.

Referring indirectly to the current wave of official inquiry and investigation which has hit other phases of the amusement industry, Chlopan said that the sign “is notice to the people of Detroit that you believe in upholding the law regulating your business.”

“It is notice to everyone that you are aware of the need for unity to protect your business interest the same as other professions and businesses do in their respective groups.”

New Line for Angott

DETROIT, July 4.—The Angott Distributing Company, operated by Carl Angott, is taking over the distributorship for the American Hand Drier for this territory. The firm, which has been Wurlitzer distributors in the Detroit area for a number of years, has added the line in order to provide an additional source of revenue for operators. This is a wash-room service facility, incidentally installed as a service unit, and is not coin-operated, according to Ted Parker, sales manager of the Angott firm.

Coin TV Mfr. Moves

DETROIT, July 4.—Hotel Radio Corporation, manufacturers of coin-operated radio and television sets, moved this week to 1040 West Fort Street, R. D. Carrithers, sales manager, announced.

Shuffle Games

	Issue of July 4	Issue of June 27	Issue of June 20	Issue of June 13
Bank Shot (American).....				\$275.00
Baseball (Bally).....	\$75.00	75.00	75.00	75.00
Baseball (Chicago Coin).....				15.00
Baseball, 2 player (Chicago Coin).....	49.50	69.50	69.50	69.50
Baseball, 2 player (Bally).....				49.50
Big League Bowler (Keeney).....	115.00	185.00	145.00	185.00
Bowl-A-Ball (Chicago Coin).....	395.00	395.00		380.00
Bowl-A-Ball, 6 player (Chicago Coin).....				275.00
Bowlette (Gottlieb).....	40.00	40.00	40.00	25.00
Bowling Alley (Chicago Coin).....	10.00			65.00
Bowling Alley, 2 player (Chicago Coin).....		10.00	35.00	
Bowling Alley, 6 player (Chicago Coin).....	220.00	255.00	220.00	225.00
Bowling Champ (Keeney).....		295.00	225.00	245.00
Bowling Classic (Chicago Coin).....	59.50	89.50	295.00	255.00
		35.00	295.00	295.00
		55.00	75.00	75.00
		59.50	70.00	59.50
		75.00	89.50	89.50
De Luxe League Bowler (Keeney).....	265.00	245.00	250.00	245.00
Deluxe 6 player (Chicago Coin).....			299.50	245.00
Double Bowler (Keeney).....	49.50	79.50	79.50	79.50
Double Bowler, 2 player (Keeney).....		29.50	79.50	79.50
Double Header (Williams).....	49.50			79.50
Double Header, 2 player (Williams).....		49.50	69.50	49.50
Double Shuffle Alley Express Rebound (United).....	99.50	119.50	119.50	119.50
8 Player (Genco).....		125.00	125.00	125.00
Five Player Shuffle Alley (United).....	160.00(2)	159.50(2)	160.00(2)	160.00
	185.00(3)	160.00(2)	185.00(2)	185.00(2)
	195.00	175.00	195.00	195.00
	225.00	185.00	225.00	210.00
		190.00	225.00	225.00
		225.00		
Four Way Bowler (Keeney).....	225.00		215.00	215.00
Four Player Shuffle Alley (United).....	125.00	165.00	175.00	150.00
	195.00	195.00	195.00	175.00
	115.00	115.00	115.00	115.00
Hi-Score Bowler (Universal).....				49.50
Hi-Score Bowler, 2 player (Universal).....	75.00	95.00	115.00	149.50
Hook Bowler (Bally).....	149.50	99.00	149.50	149.50
King Pin (Keeney).....		35.00	35.00	
League Bowler (Keeney).....	95.00	115.00	125.00	139.50
	125.00	139.50	115.00	125.00
			125.00(2)	139.50
League Bowler, 4 player (Keeney).....	125.00	149.50	95.00	125.00(2)
			149.50	110.00
League Bowler, 6 player (Keeney).....			225.00	
Match Bowler, 4 player (Keeney).....			185.00	
Matched Bowler, 4 player (United).....	260.00	260.00	260.00	275.00
Matched Bowler, 6 player (Chicago Coin).....	295.00	360.00	295.00(2)	295.00
		360.00	360.00	365.00
Official Shuffle Alley (United).....	295.00	310.00	325.00	325.00
Shuffle Alley (United).....		10.00	45.00	45.00
Shuffle Alley Deluxe 6 player (United).....	220.00	245.00	220.00	245.00
	285.00	300.00	295.00	315.00
		315.00	295.00	315.00
		45.00	45.00	
Shuffle Alley Express (United).....				45.00
Shuffle Alley Express 2 player (United).....	89.50		109.50	109.50
Shuffle Alley, 6 player (Keeney).....	225.00(2)	250.00(2)	250.00	265.00
	250.00			250.00
Shuffle Alley, 6 player (United).....	185.00	190.00	185.00	190.00
	215.00(2)	195.00	215.00	215.00
	225.00	225.00(2)	225.00(2)	235.00
			250.00	240.00
Shuffle Horseshoe (Chicago Coin).....	100.00	100.00	100.00	100.00
Shuffle Horseshoes, 2 player (Chicago Coin).....				55.00
Shuffle Line (Bally).....	75.00	109.50(2)	109.50(2)	109.50
Shuffle Slugger (United).....		65.00	79.50	65.00
Shuffle Target (Genco).....	69.50	95.00	95.00	69.50
Shuffle Target, 2 player (Genco).....				95.00
Single Shuffle Alley Rebound (United).....	49.50	89.50	89.50	89.50
Six Player 10th Frame (United).....	345.00	375.00	345.00	375.00
		349.00	375.00	385.00
		375.00		
Skee Alley (United).....	85.00	75.00	79.00	45.00
Speed Bowler (Bally).....	45.00	45.00	45.00	79.00
Star Bowler, 2 player.....	295.00	295.00	295.00	50.00
Star 6 player (United).....	350.00	375.00	375.00	350.00
Super Deluxe League Bowler (Keeney).....	265.00	275.00	369.50	375.00
Super Six Shuffle Alley (United).....	285.00	285.00	325.00	285.00
	325.00(2)	385.00	335.00	299.50
	335.00			335.00
Super Deluxe, 6 player (United).....	265.00	265.00	265.00	285.00
Super Twin Bowler (Universal).....	45.00	35.00	69.00(2)	69.00
Super Twin Bowler (United).....			45.00	69.00(3)
Super Twin Rotation (Exhibit).....				59.50
Team Bowler, 10 player (Keeney).....	400.00	400.00(2)	400.00	425.00
10th Frame Bowler (Chicago Coin).....	360.00	360.00	360.00	365.00
Trophy Bowl (Chicago Coin).....	59.50	75.00	59.50	70.00
	99.50	70.00	59.50	70.00
	25.00	99.50	75.00	99.50
		25.00	49.00(2)	49.00(2)
		49.50(3)	35.00	49.00(2)
			49.50	49.50
Twin Bowler (Universal).....				49.50
Twin Rotation Exhibit.....	100.00		245.00	
Twin Shuffle Alley Rebound (Universal).....	49.50			
Twin Shuffle Alley Rebound (United).....	75.00	145.00	99.00	125.00
		145.00	75.00	125.00
		145.00(2)	99.50	125.00
Twin Shuffle-Cade (United).....	150.00	150.00	150.00	145.00
Two Player (United).....	110.00	110.00	110.00	110.00

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Overhead, 15-21 pts. Horsecollar \$125 ea.
15-21-50 pts. \$125 ea.
Wall Model 15-21 pts. and 15-21 50 pts. \$95.00 ea.Shuffleboard Adjusters, set \$12.00
Fluor. Shuffleboard, Lights (set of 4) 12.00
Shuf. Scorepads, Ea. .25
Pucks (set of 8) 12.00
Wax, dozen 3.00

TICKETS
2500 7-11 \$1.15 bag
2170 R.W.&B. 1.00 bag
2460 Lucky 7 1.10 bag

22' Chi. Coin Shuffleboard cabinet, reconditioned, new maple top, complete and crated. Each \$160.00

8' Side Cushion Shuffleboards, New, Crated \$89.50
22' Maple Tops, brand new, crated 90.00
Keeney 4-P. Leag. Bowler, 9 ft. 125.00
Bally Shuffle Line 109.50
Genco Shuf Target 69.50

Jumpin' Jacks \$275.00
Lite-A-Line \$79.50
Keeney Holiday 259.50
Bright Lights 190.00
Bright Spot 290.00
Coney Island 290.00
Spot Lite 275.00
Leader 269.50
Atlantic City 375.00
C. C. Holiday 39.50
Un. Football 49.50
Un. Summertime 49.50
Got. Bowl. Champ 50.00
Genco Mercury 54.90
Genco 1-2-3 34.50

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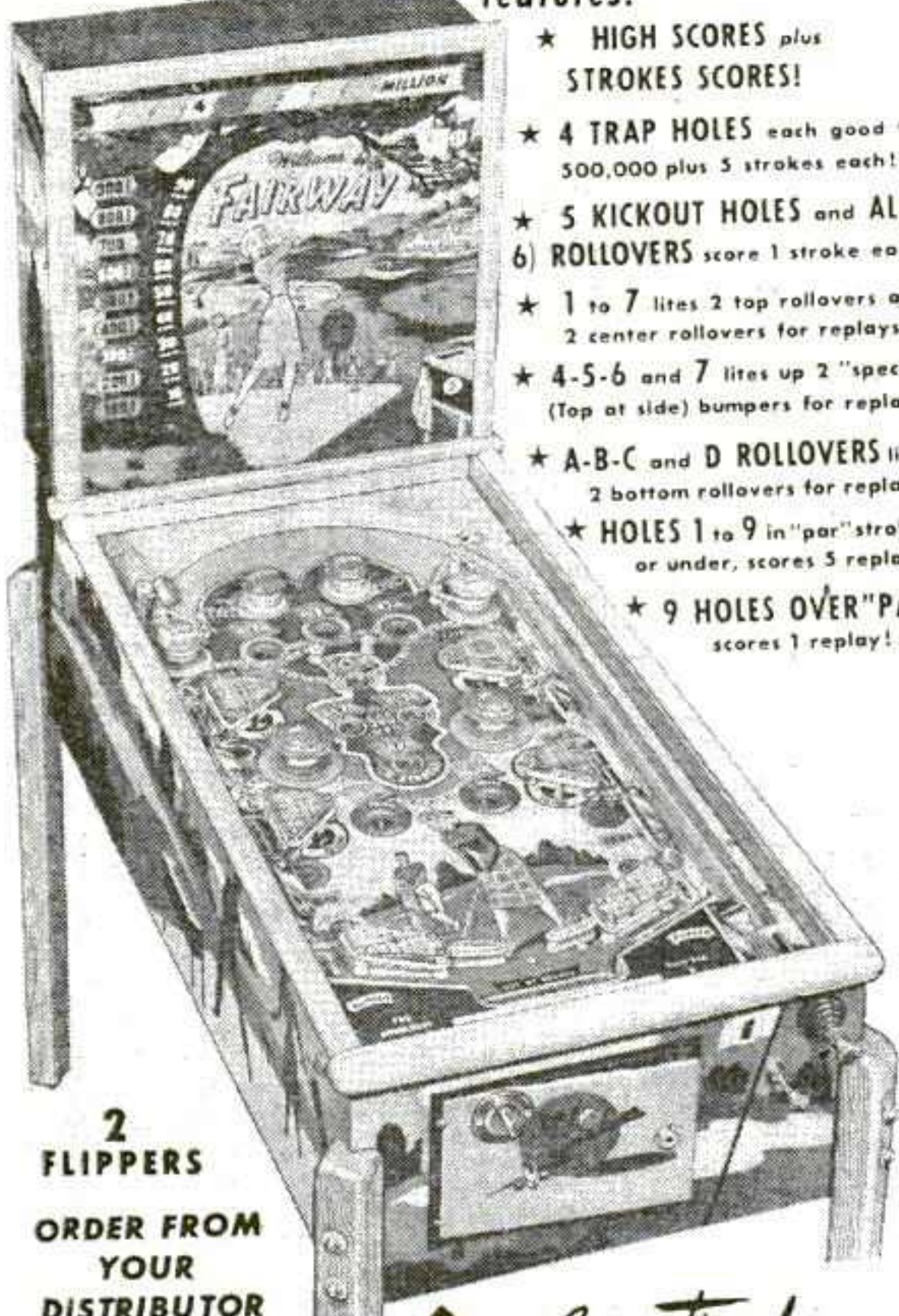
Detroit Service Firm Set by Van Koughnet

DETROIT, July 4.—Bill Van Koughnet has established the Union Coin Machine Service Company here. He will specialize in service work for the local operating trade.

Before going into business for himself, Van Koughnet was service manager for the Metone Music Company.

N. H. Ops Eye New Biz From Ad Fund

CONCORD, N. H., July 4.—Coin machine operators of games, music machines and venders are expected to gain much new income this summer from a \$200,000 fund for advertising the State's recreational advantages. The fund was authorized by the New Hampshire Legislature at the recently adjourned 72 days' session.



- features:**
- ★ HIGH SCORES plus STROKES SCORES!
 - ★ 4 TRAP HOLES each good for 500,000 plus 5 strokes each!
 - ★ 5 KICKOUT HOLES and ALL 6) ROLLOVERS score 1 stroke each!
 - ★ 1 to 7 lites 2 top rollovers and 2 center rollovers for replays!
 - ★ 4-5-6 and 7 lites up 2 "special" (Top at side) bumpers for replays!
 - ★ A-B-C and D ROLLOVERS lites 2 bottom rollovers for replays!
 - ★ HOLES 1 to 9 in "par" strokes, or under, scores 5 replays!
 - ★ 9 HOLES OVER "PAR" scores 1 replay!

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NEW SELECTION FIVE BALLS NEW PRICES!

Double Shuffle	\$49.50	El Paso	\$39.50
Carnival	49.50	Dallas	44.50
Hit Parade	29.50	Maryland	49.50
One-Two-Three	34.50	Screwball	34.50
Aquacade	39.50	Black Gold	59.50
Tampico	64.50	Trade Winds	29.50
Playland	89.50	Mardi Gras	29.50
Floating Power	44.50	Merry Widow	29.50
Serenade	34.50	Puddin' Head	39.50
Tennessee	29.50	Three Feathers	44.50
Super Hockey	29.50	Big Top	64.50
Thrill	49.50	Wisconsin	34.50
Sharpshooter	49.50	Summer Time	44.50
Buccaneer	34.50	Oklahoma	34.50
Cinderella	29.50	Dew-Wa-Ditty	34.50
Ali Baba	34.50	Saratoga	39.50
Barnacle Bill	34.50	Tucson	44.50
St. Louis	44.50		

PHONOGRAPH SPECIAL! PACKARD MANHATTAN \$79.50

USED SPECIALS
CHICAGO COIN Trophy Bowl \$59.50
Bowling Classic 59.50
KEENEY League Bowler ... \$139.50
Double Bowler ... 79.50

WALL BOX SPECIALS!
Seeburg Postwar 5c Wire \$9.95
Packard Boxes \$7.50

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- GOTTLIEB** In the State of Wisconsin.
- CHICAGO COIN** In Wisconsin and Upper Michigan.
- KEENEY** In Wisconsin, Minnesota, North and South Dakota and Upper Michigan.
- WILLIAMS** In Wisconsin and Upper Michigan.

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2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Anti-Gambling Act Invalid

Continued from page 71

of piety otherwise denied it. He thus may be persuaded to purchase tickets oftener and in larger volume because operated in the name of charity or religion.

Hits Charity Lottery

"The point we seek to make is that widespread participation in a charity lottery is just as baneful in its effect upon the public as widespread participation in any other kind of lottery." The Indiana court held the same reasoning applied to the Hasbrook law.

"Appellants further assert," the Indiana decision stated, "that the purpose of said act is to stamp out professional gambling, hence the exclusion of certain clubs is valid."

"We do not so construe the act."

Miami Ops Hold Final Summer Business Meet

MIAMI, July 4.—The Amusement Machine Operators' Association at its regular monthly meeting Thursday evening (25) admitted Ron Rood, of the Southern Music Distributing Company, as an associate member. Rood has headquarters in Orlando.

The meeting held at the AMOA business office at 811 SW 8th Street was the final gathering until October.

A start has already been made in plans for the association's annual banquet tentatively scheduled in November. Chairman Joe Mangone said the event would probably be held at the Saxony Hotel, Miami Beach. Work on the advertising journal will get under way in the near future, Mangone reported.

Members were notified that due to increasing expenditures, the dues for the second half of 1953 is to be increased to 50 cents a month per machine, effective July 1. The old rate was 35 cents.

Vice-President Eddie Petrocine presided at the meeting in the absence of President Willie Blatt, who is vacationing in New York City.

Capezzolla and Hartnett Named to AAMONY Board

NEW YORK, July 4. — Vince Capezzolla and Bart Hartnett this week were elected to the board of directors of the Associated Amusement Machine Operators of New York.

They replace Lucky Skolnick, who is leaving the area to operate in Miami, and Milton Green, who resigned because of the pressure of his business.

The next board meeting is set for Thursday (9) at Savanough's Restaurant. Newest member of the association is Tobias Talpern, To-bern Automatic Music.

Plan Coin TV

Continued from page 71

in the St. Louis coin machine field, who has incorporated the company with several partners. First installation of the coin-operated sets will be at the Incarnate Word Hospital in St. Louis thru a "test agreement" worked out with the management.

Sets will be installed by Ball Radio & Television Company, St. Louis.

Set Mfrs.

All sets will be 20-inch console models, manufactured by American Television, Inc., and Telequip Radio Company of Chicago, as well as other sets by Majestic Radio & Television Company, and Trad Television Company of Asbury Park, N. J. All receivers will be mounted on easter-equipped tables.

Cummings plans to charge patients 25 cents per hour. Later, when the necessary electronic equipment is available, the amount of viewing time purchased for 25 cents will be increased. However, the only coin-operated timers available cover the one-hour period, Cummings said.

"It clearly appears from the provision of the act that it was intended to apply to all persons except those clubs (specifically excluded).

No Real Difference

"We are aware of no inherent differences in relation to gambling which require or necessitate different legislation with respect to religious, patriotic, charitable, or fraternal clubs than for other clubs with like situations as those in the excluded class."

The court pointed out it could not reason why "an individual or a club of a kind, not included in the exception, which solicits or induces another to engage in gambling, should be subject to a penalty, while a religious, patriotic, charitable, or fraternal club, which engages in a similar enterprise, is exempt from punishment."

In conclusion, the court declared:

"Are we to say that when an enterprise is conducted by a religious, patriotic, charitable, or fraternal club and proceeds therefrom are devoted to a religious, patriotic, charitable, or fraternal purpose that such enterprise is not gambling, but if the same enterprise is conducted by an individual or club not within the excluded class, it is gambling?"

"We can see no reasonable or logical basis for such a distinction."

Keeney School Held at First

CHICAGO, July 4.—More than 30 operators and servicemen from Chicago and suburbs attended the service school on Keeney games held in the headquarters of First Distributors Monday (29). A similar school is scheduled for Monday (6).

The school was conducted by Chester Biezad and Dick Bukowski, Keeney engineers, who were assisted by the entire service staff of First Distributors. Biezad started the program with a general talk on the simplicity of service on Keeney games and followed up with discussion of schematics and related wiring diagrams. He and Bukowski divided the operators and servicemen into small groups and had them work out realistic problems in trouble shooting and preventive maintenance.

Wally Finke and Joe Kline, First owners, and Paul Huebsch, Keeney sales manager, were on hand to welcome the coinmen. Refreshments were served at the end of the session.

Olshain Appoints Traveling Rep

ALBANY, N. Y., July 4.—The Olshain Distributing Company has appointed Sidney Simon as traveling sales representative. J. Olshain, owner, announced this week.

Simon was in the coin machine industry several years ago and is in effect re-entering the field. He will specialize in both the sale of parts and equipment to operators in this State.

Invalid Ind. Law

Continued from page 71

duration in which awards are made only to entrants or the owners of entrants."

Further defining its terms, the act attempted to set religious, charitable and fraternal clubs apart and exclude them from the law.

Provide Exemptions
"Whoever and person," the act stated, "include natural persons, partnerships and associations of persons or corporations; and any corporate officer, director or stockholder who authorizes, participates in, or knowingly accepts benefits from any violation of this act committed by his corporation."

"Whoever and person as used herein shall not be construed to mean bona fide religious, patriotic, charitable, or fraternal clubs, which are expressly excluded from the provisions of this act."



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United Twin Rebound, formica	115
United 4-Player, formica	160
United 5-Player, formica	190
United 6-Player, Deluxe	275
East'n Elec. Cigaret Vend.	129
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Chi Coin Bowl-A-Ball	379.
Keeney Conversions for Long Board (4 Player)	229.

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New Firm Enters Juke Insurance

NEW YORK, July 4. — Martin Grossman, head of the Broadway Brokers' Corporation, announced this week that his firm is entering the juke box insurance field and has circularized some 130 distributors by direct mail.

Grossman said his firm would insure a juke box for fire and extended coverage at the rate of \$1.50 per \$1,000 per year. Lloyd's of London is the underwriter.

Broadway Brokers has insured local amusement parks, including the Kiddieland operated by Max Seskin in Brooklyn, and the Circle D-R Pony Ranch, a West New York, N. J., kiddieland.

Cagiano Renamed Local 465 Head

NEW YORK July 4. — James Cagiano, president of Local 465, Coin Machine Employees' Union, was unanimously re-elected head of the group for 1953-'54 at the Capitol Hotel, Wednesday (1).

Other officers elected were Richard McNamara, vice-president; Al Gilbert, secretary-treasurer, and George Kalibash, recording secretary.

The executive board consists of the officers and Ed Samplin, John Como and Morris Bloom. No meetings will be held until after Labor Day.

New York

ators, are counter-balanced by the "flexibility offered by electrics—different columns at different prices, any combination of nickels, dimes and quarters, etc."

The majority of cigarette operators indicate they plan to buy electric venders in greater numbers. Within two years, most of the cigarette machines on Gotham routes should be of the electric type, they predict.

Mechanical models will be used mainly as marginal location equipment when electrics assume the major role in the cigarette vending field, New York operators feel.

LOS ANGELES.—Ten, 20 and 25 per cent increases in electric cigarette venders on individual routes sums up the trend in this field here over the past two years. Operators are divided on the value of electrics as sales booster; some say they have aided sales because of the "ease with which cigarettes can be bought," others find no gain in volume after adding the automatic units.

Consensus is that servicing of electric models is "just as easy as mechanicals when done by experienced men." Several operators suggested simplification as an improvement they would like to see in new electric machines.

With the average cigarette operator announcing intentions of buying both mechanical and electric venders in the future, several emphasized that they planned to buy nothing but electric as new cigarette equipment is needed.

50-50 Ratio

Following increased placement of electric models over the past 24 months, many California routes now report they constitute 50 per cent of their equipment. One firm, Accurate Vending, of Glendale, has 60 per cent of its cigarette operation "electrified." This is a 10 per cent increase since 1951.

Two years ago, Weymouth Services, Los Angeles, reported electrics made up 25 per cent of its route; they now account for 50 per cent of the operation. Coast Cigarette Service, Los Angeles, increased its electric units even more, 30 per cent. It now makes up about 50 per cent of the firm's cigarette equipment.

Generally, West Coast operators minimized the service problem on electrics. Several did point out, however, that in some locations, they had to be grounded, necessitating the use of polarized plugs.

What does the future hold for the electric cigarette vender? Operator opinion ranged from "mechanical and electrics have their places" to "electric machines will predominate the field with manuals being delegated to shops and similar spots which would not benefit by electrical operation."

SKEETERS STING MIAMI PLAY

MIAMI, July 4. — Mosquitoes are proving a problem in this area and operators, particularly those with outdoor locations, report it is holding down play on coin machines.

Many thousands have been spent by the State and Dade County to wipe out the insects. While the efforts have met with some success experts say it will take a stiff southeast wind to banish them to the Everglades.

Ice Cream

Continued from page 80 drawing power and its appeal to children), and the weather or season.

During July and August, Mallers expects the vender to move anywhere from 120 to 135 dozen bars weekly, for a gross of \$144 to \$162.

The biggest demand for ice cream bars occurs during a three-day period each week. This is on Saturday and Sunday, when in his theater matinees supplement the evening shows, and Friday when the new feature for the week is introduced.

Week-end matinees and evening shows account for approximately 300 bars of the total, but Friday has been found to be the heaviest period. From 180 to 240 bars are vended during the Friday performances.

An interesting side-light is the effect the ice cream machine has on sales of the four-selection cup vender, also in the lobby. Installed immediately across from the ice cream unit, the same position it had prior to the latter's installation, beverage sales went down 7 to 8 per cent the first week ice cream was vended. Thereafter, however, beverage volume went back to its former average and has held at this level since.

Mallers declared that the paper sacks, from the ice cream bars, have not proved a housekeeping problem in the lobby. Most customers buy the bars on their way into the theater, consume them in the auditorium, but there has been no problem of seat soilage.

Bars are delivered twice a week and are placed in the special cooler behind the candy and popcorn counter. The cooler was installed to store butter (for popcorn) and the ice cream bars and cups formerly sold over the counter. The vender's storage compartment is not used.

Mallers or one of his staff has the key to the vender's merchandise compartment. They load the vending section as required.

To date, Mallers observed, the only extra service required by the vender was the two or three times "over-enthusiastic youngsters jammed the coin mechanism." Such failures, due mainly to too forceful pressure on the manual delivery lever, were quickly remedied by a serviceman, however.

Mallers summed up his views on vending with the statement: "In dollars and cents and customer satisfaction, my opinion of ice cream vending can best be put this way: It has earned the right to become a permanent fixture in our lobby."

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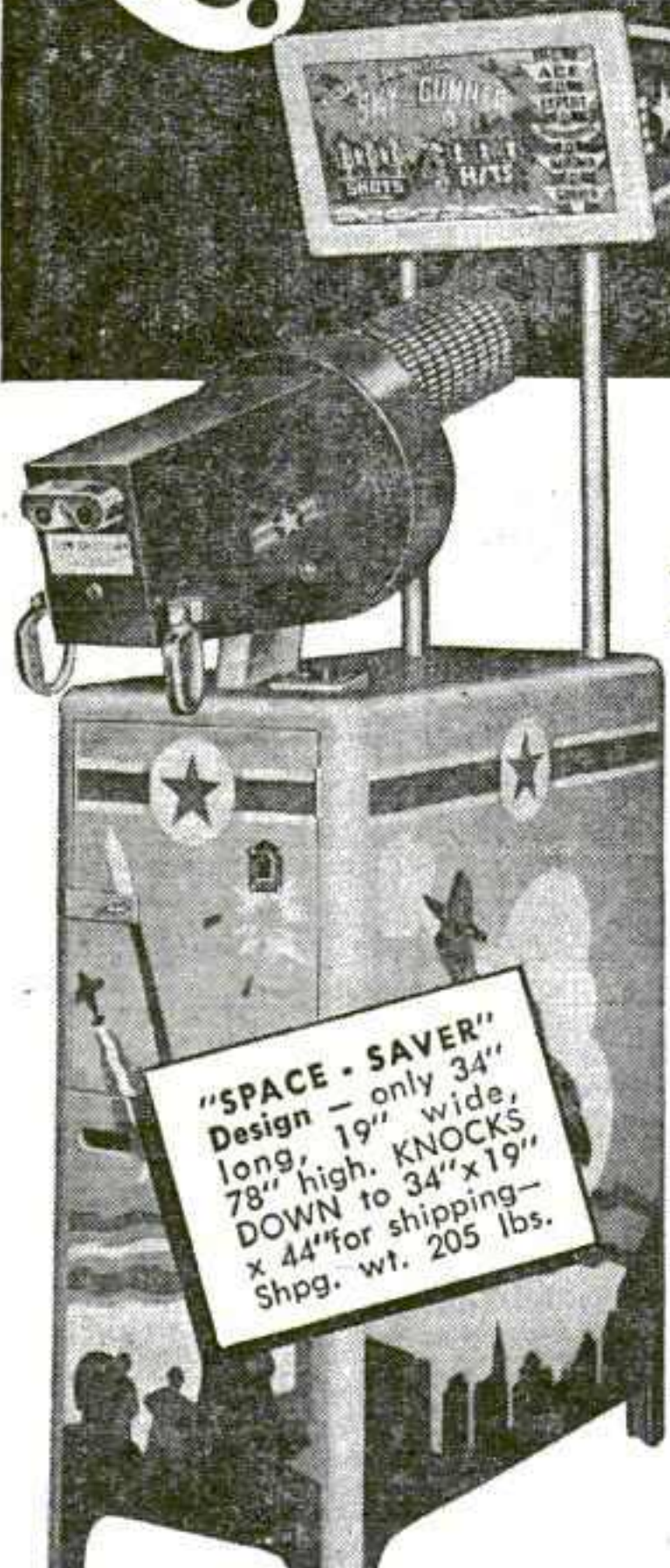
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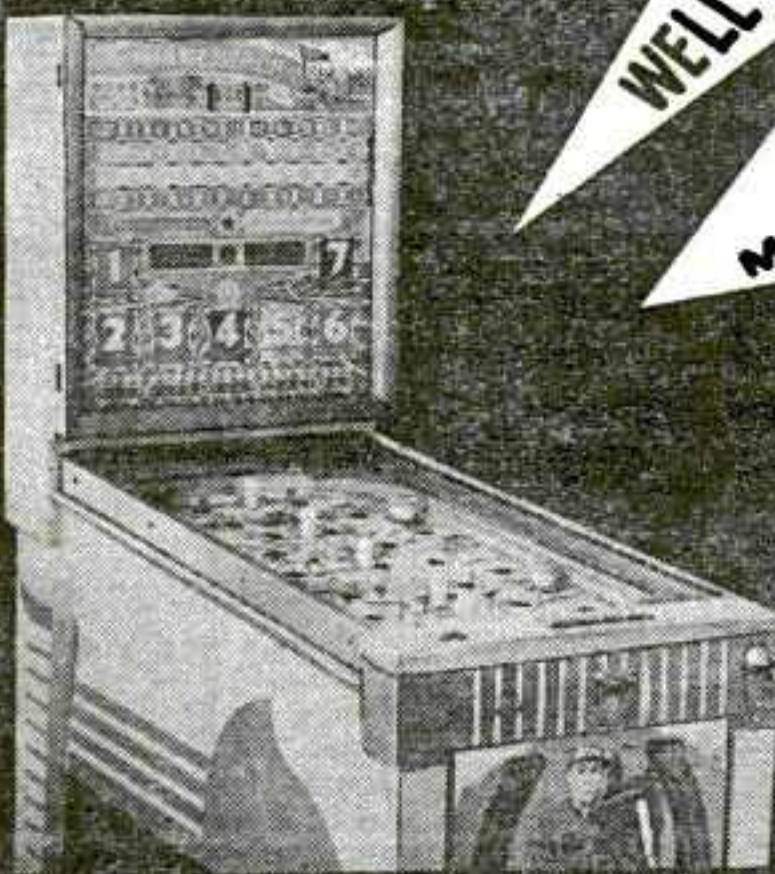
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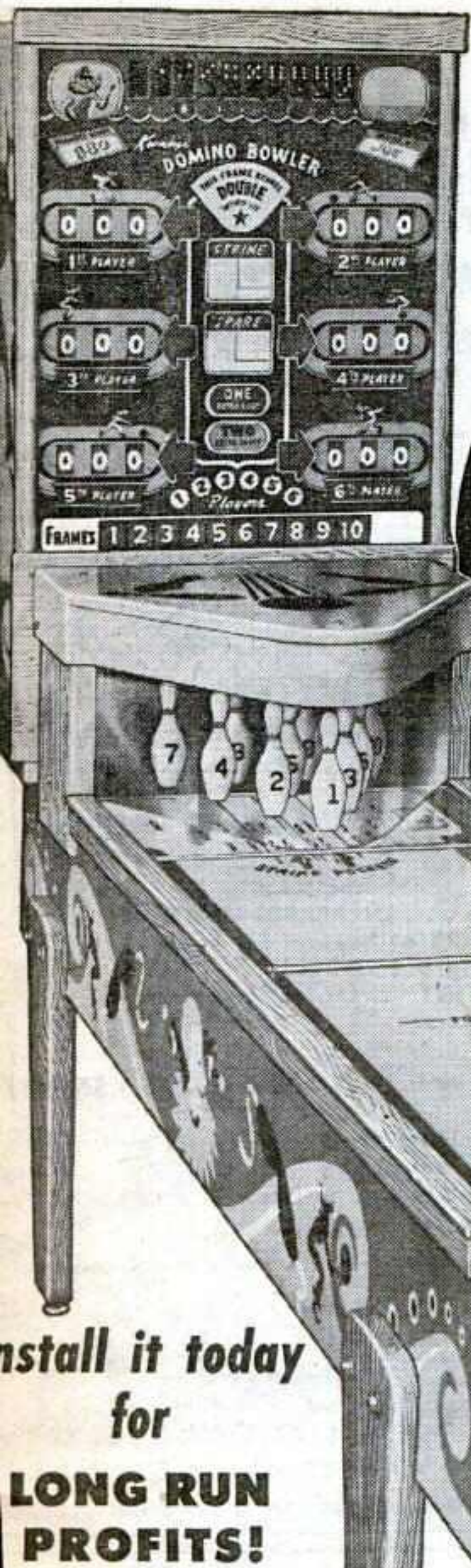
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Black Gold	59.50
Big Top	54.50
Scrawball	49.50
1-2-3	49.50
Floating Pwr.	49.50

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Shoot the Moon	\$159.50
Shoo Shoo	119.50
Control Twr.	119.50
Dreamy	89.50
Georgia	99.50
De-Icer	99.50
Rag Mop	99.50
Pinky	99.50
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Lucky Inning	84.50
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St. Louis	69.50
Dallas	69.50
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Virginia	49.50
Yankee	49.50
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Saratoga	49.50
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AUTO-PHOTO	325.00
WMS. DELUXE BASEBALL	395.00
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ABT RIFLE SPORT	269.50
ABT CHALLENGER	250.00
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Star Series	139.50
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Bally Rapid Fire	125.00
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Hack-Ola Ten Pins	99.50
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Mercury 13-Way Athletic Scale, New	99.50
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Lite League	99.50
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Batting Practice	89.50
Marion Scale	89.50
Quarterback	89.50
Exh. Hi Ball, Striker	89.50
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Hit-A-Homer	\$ 24.50
View-a-Scope & Film	39.50
Art Show & Film, New	49.50
Mercury Counter Grip, New	34.50
ABT Challenger	29.50
Pokerino, New	29.50
ABT Skill Gun	39.50
Ex. Love Meter	39.50
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Rowe "President", 10 Col. or 8 Col.	\$155
National Model 950, 9 Col.	145
National 930, 9 Col.	130
Unedapak Model 500, 9 Col.	135
DuGrenier Champion, 9 Col.	125
DuGrenier Model "W", 9 Col.	115

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SHUFFLE GAMES

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CHI. TRIPLE SCORE BOWLER, 6 PLAYER
KEENEY CARNIVAL BOWLER, 6 PLAYER
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Chicoin Bowling Classic 89.50
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S.K. Hot Nut	29.95
72-Bar	49.50
U-Select-It	25.95
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Kleenex, 5 or 10c	49.50
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PLAY THAT SPARKLES
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RESETTING SEQUENCE FROM 1 TO 9—

ADVANCES BONUS for high score . . . INCREASES VALUE of point lanes . . . LIGHTS ROLL-OVERS at bottom for replays . . . AWARDS REPLAYS for spelling out "DOLLS" . . . EACH RE-SET lights one letter . . . MYSTERY "SPOT-EM" spots one letter intermittently at start of game.

A - B - C - D SEQUEN

creates dazzling ball action . . . marvelous recovery shots . . . induces repeat play.

Lights bonus h
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4
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- all Reconditioned—Refinished
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- Wurlitzer 3031, Reconditioned . . . 9.95
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Bally Base Ball . . . 75.00		Golden Nuggets . . . 400.00
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with **REPLAY** feature

More FEATURES! More ACTION!

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Player in 10th Frame can Add up to 270 Points to Total Score!



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- 5th and 10th Frame Score TRIPLE Feature!
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- MATCH A NUMBER!
- MATCH A NUMBER AND STAR!
- MATCH A NUMBER, STAR and CROWN!

5th and 10th Frame DOUBLE Score Feature!

Player in 10th Frame can Add up to 180 Points, to Total Score!

chicago coin

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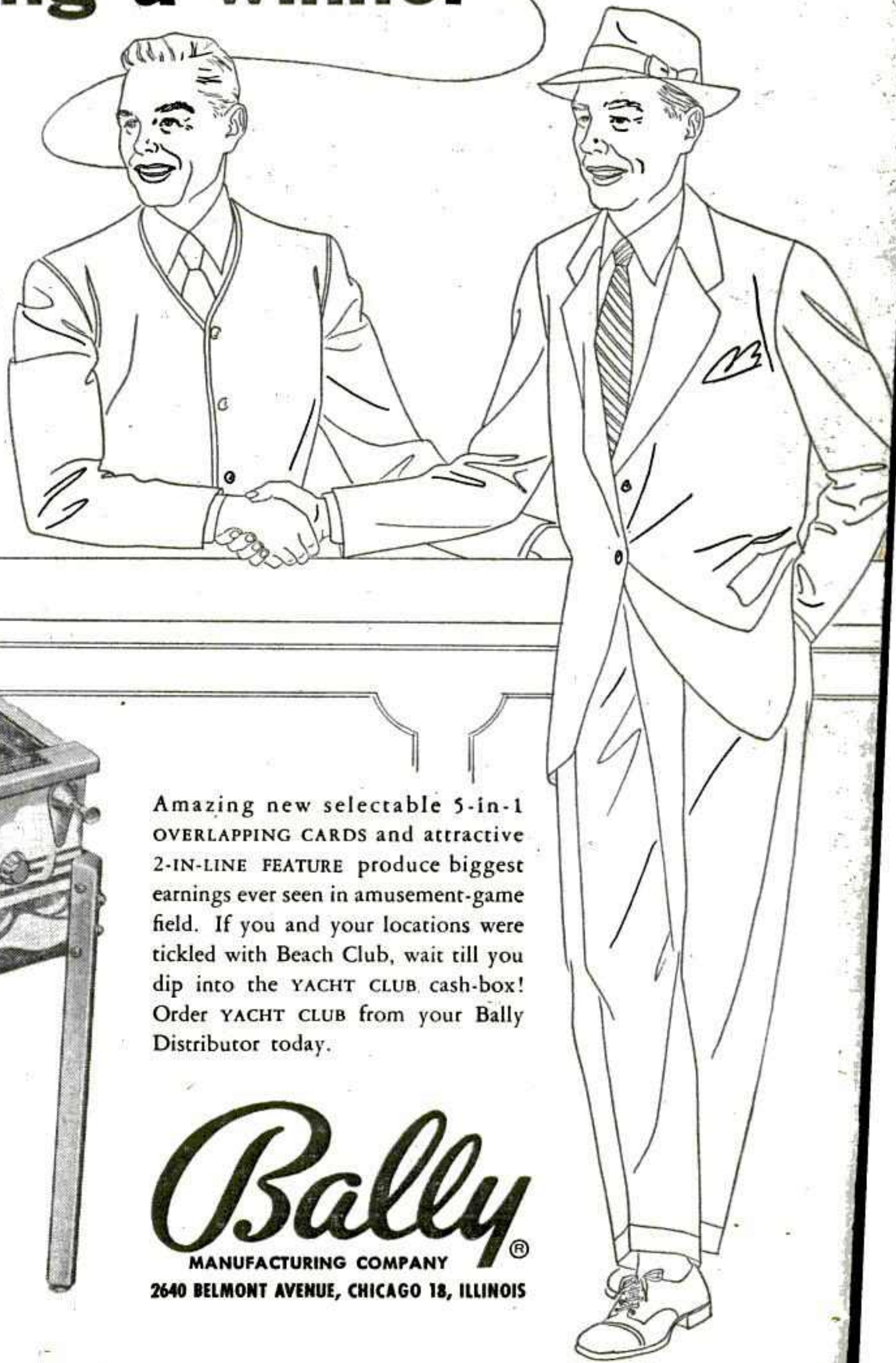
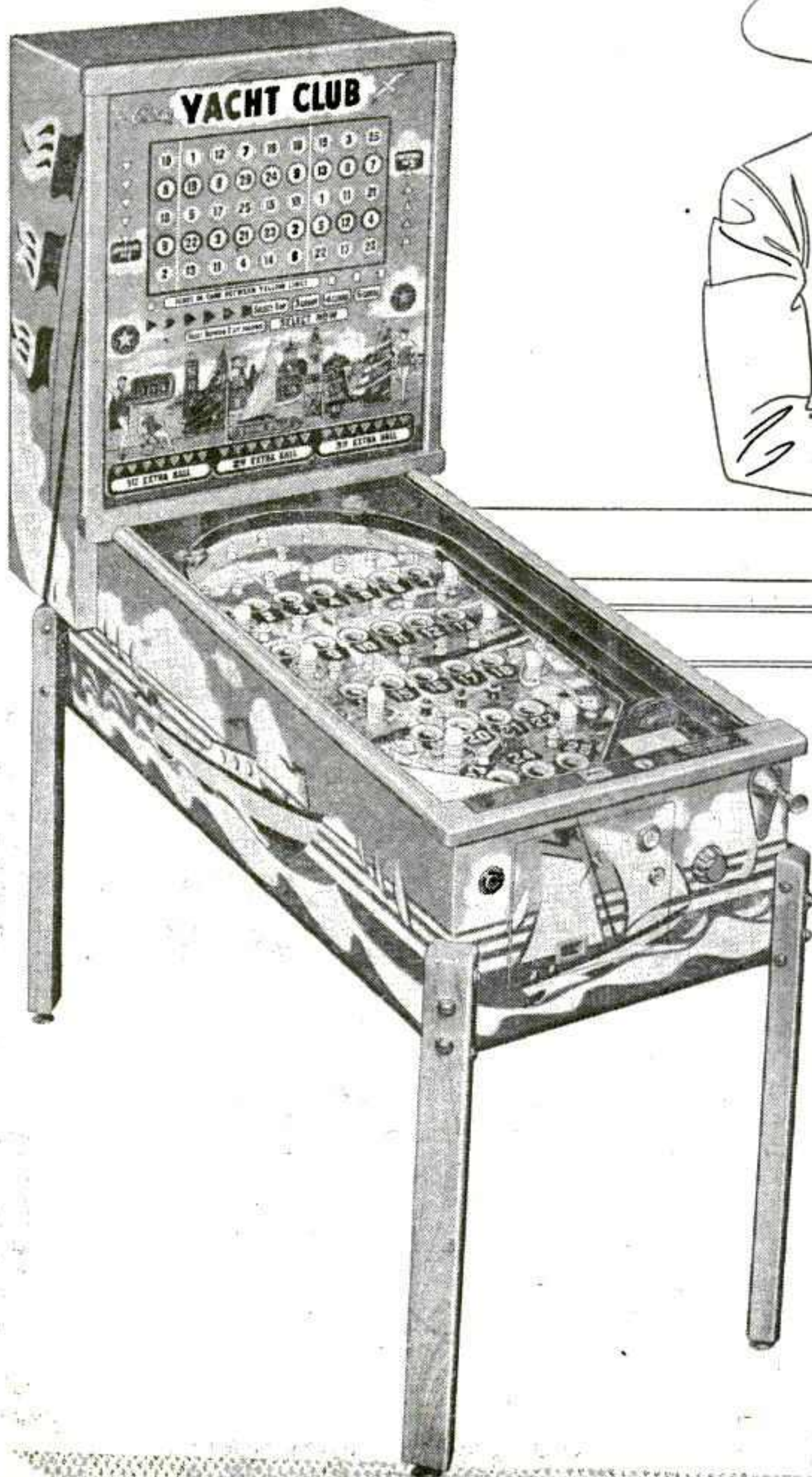
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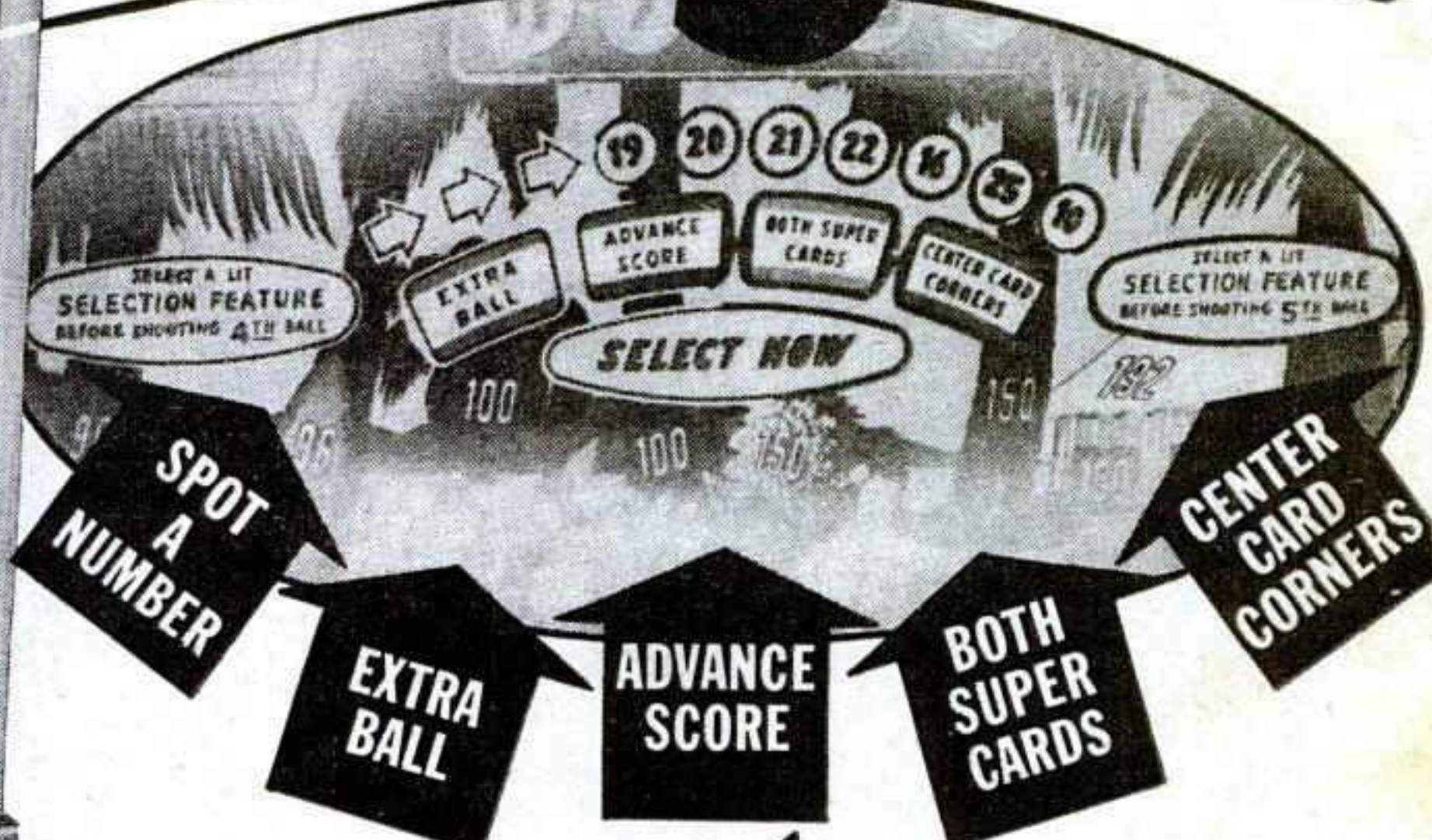
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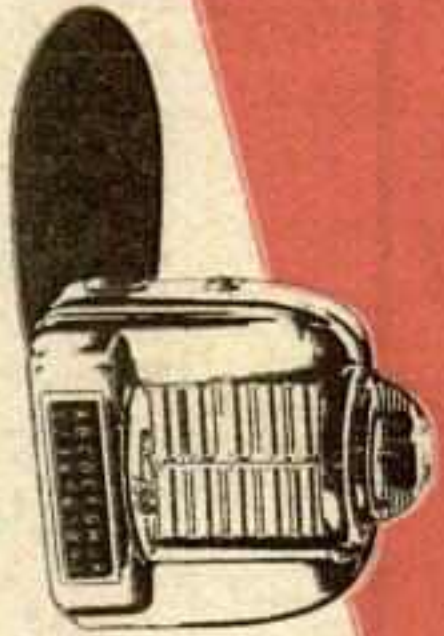
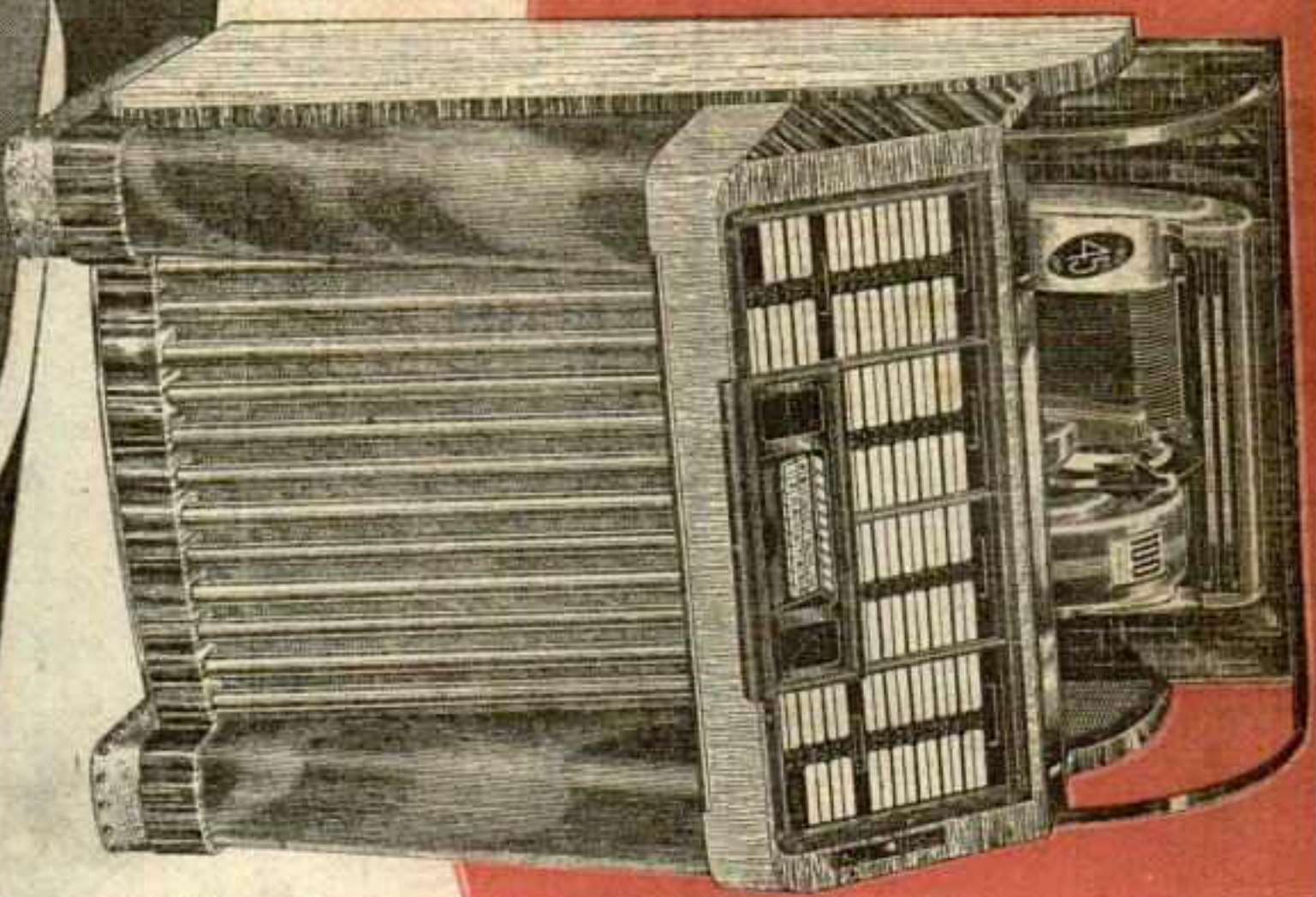
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