

The Billboard



STARTS ON PAGE 15

JULY 17, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

Flush Crowds Rush If Albums Are Plush

Mr. Collector Takes to \$25-\$100 Sets Like John Doe Goes for 69c Records

By IS HOROWITZ

NEW YORK, July 10. — Whether for profit or prestige, the plush record package has become a common disk phenomenon, more and more occupying the attention of manufacturers. Distributors and dealers no longer are startled at a set of records that carry a list price of \$50. There are buyers, of course, for long-playing disks that sell in the corner drug store for a quick 69 cents. But there are also apparently enough around to lay out anywhere from \$25 to a whopping \$100 for a single package of records, to keep these bumper albums coming out at frequent intervals.

Pops & Classics
This record phenomenon brackets the two major repertoire categories, and is almost as noticeable in the pop area as the classical. Jazz, too, has felt its impact. Perhaps it won't be too long before the folk and blues fields will similarly be honored.

Recent experience of record manufacturers has been so encouraging that they are scheduling lavish sets on a heavier basis than ever before. They will be prominent among the albums now being readied for release later this summer and in the fall.

While recorded operas by their very nature require multi-disk treatment, one of the first non-operatic bumper packages was the initial Casals Festival set, released by Columbia Records in the early days of LP. Industry eyebrows arched quizzically at the time, but they narrowed with eagerness once it was found the sets sold, and sold well.

That was a classical package deep in the esoteric fold, but plenty of collectors wanted to add the Casals Bach readings to their collections.

Havoc Wrought
The theories advanced for the success of the plush pack are varied, and each probably holds some measure of truth. One of the most intriguing theories deals with the havoc wrought on once imposing collections by the advent of LP. For a couple of hundred dollars several feet of shelf space could once be covered with 78 r.p.m. albums. On LP the music lasted as long, but what

Victor 'Digest' Aimed 2 Ways

NEW YORK, July 10. — RCA Victor will toss its "Listener's Digest" into the market place in two different ways, one aimed at a goal of more than 500,000 buyers, and the other at a select group of perhaps 1,000.

The set of 10 extended-play 45's, holding condensed versions of 12 classical compositions, will sell for \$39.95 in a package which also includes a \$34.95 phonograph. But the records will also be made available for the ultra-plush market in a hand-tooled white leather case, suitable for use as a jewel container. The price here is also \$39.95, but sans player.

NBC-TV'S STAR LINE-UP LIKE A MILKY WAY

NEW YORK, July 10. — A number of top-name artists have been signed by Max Liebman to appear on the NBC-TV color spectaculars which he is producing once-monthly on Saturday nights. To the previous roster of Betty Hutton and Jeanmaire, and the acquisition of rights to "Lady in the Dark," have been added the New York City Center Ballet and 14 other acts.

The latter include Judy Holliday, Nanette Fabray, Janet Blair, Dick Shawn, Bill and Cora Baird, Jack Lemmon, Frank Sinatra, Jack Buchanan, Eileen Barton, Rod Alexander and Bambi Lynn, Henry Fonda, Steve Allen and two foreign artists. The foreigners are Jean Carson, English comedienne, and Jacques Teti, French comic and pantomimist.

The above talent has not been scheduled yet for any specific show, nor has billing been established, although some doubtless will be starred, while others will appear as feature supporting acts. The first two spectaculars, teeing off this fall, will feature Miss Hutton and Jeanmaire, in that order.

previously impressed visitors by bulk and flash now dwindled to a paltry several inches. Nothing visual here for the proud host to gloat over.

However, how much different the visual trappings of RCA Victor's "Pines" and "Fountains of Rome" package, with its record packaged in a hard-covered, deluxe illustrated book, and the performance led by Toscanini. Victor sold more than 100,000. This was a set to show as well as hear.

"Pines," "Fountains"

"Pines" and "Fountains," incidentally, is an example of record company prestige at stake, rather than profit. Victor insists it lost money on each of the albums it sold at \$5.72, the price of a single 12-inch LP without trimmings. But it also served to lead the line. It helped move records to dealers and bring customers into the stores.

On the pop side one of the most spectacular bumper-set sellers has been the Victor Glenn Miller memorial album. Five LP's or 14 (Continued on page 26)

Pick Your Own 'Fi'; Music's Fall Drive To Cover Them All

Competition Strong for Big Season; Stores, Mfrs. Gird for Giant Push

By JOE MARTIN

NEW YORK, July 10. — Hi-fi, low-fi or no-fi, the phonograph and record industry is now priming itself for what looks like its most competitive and biggest fall selling season.

That the last half of 1954 will be a big six months for the selling of new records and record playing equipment is a general and strong feeling among retailers, distributors and manufacturers. That the next six months will see fierce competition on all levels becomes evident from a preview of manufacturer plans and a look-see at recent changes at the retail and wholesale levels.

Mfr. List

Among the manufacturers of record playing equipment, the mammoth producers like Admiral, V-M, Crosley, Motorola, RCA Victor, Zenith, Webcor, Philco, among others, are training their big promotional guns on the mar-

ket for phonographs. The somewhat smaller phonograph producers, including those who concentrate all their efforts on players and those who turn out other electronic products, are also ready with heavy promotional and merchandising budgets. The manufacturers who handle both records and phonographs, of course, will drive hard on the marriage between the two products and sell "sound" with large-scale campaigns.

Retail Level

On the retail level, the regular outlets for phonographs will now find themselves competing with syndicate stores, drug chains and mail order houses, all of which are known to be planning more activity in this field. The renewed public interest in recorded music will undoubtedly result in stronger sales pitches being made by these outlets.

Perhaps the most dramatic changes, many of which have taken place already, are those which affect the sales of phonograph records. The mail order firms are not as strong, but in their stead have come the drug, food, and other chain outlets which handle records.

Experiments with selling standard pop records on newsstands are still being made. The biggest book mail order firm, Book-of-the-Month Club, is apparently quite serious about moving into the record business.

Bell Label

Perhaps the rack-jobber and low-priced pop label operations have shown the most dramatic results in the past year. The Bell label distributed by Pocket Books, Inc., for example, completes its first year in business in September and has already learned that it can sell its version of a pop hit for a full 90 days after the song as originally recorded is no longer in demand. Bell's average return on pop releases has been only 2.7 per cent, with the highest return run- (Continued on page 26)

NEWS OF THE WEEK

NBC Mulls Revolutionary Tape Policy as Live Radio Substitute . . .

The NBC Radio network may completely revolutionize AM web operations by putting into effect a policy whereby affiliates would be supplied with programming in advance, recorded on tape. This would eliminate virtually all live network programs except such spot news events as presidential addresses, election coverage and major sports events. Page 2

New CBS Color Tube Hastens Tint Medium's Full Development . . .

Color TV may come to fruition well ahead of schedule due to the intense competition which kicked off this week with the unveiling of the new CBS 19-inch color tube, and Motorola's announcements of three receivers using that tube. Page 3

TV Film Distributors Start Sales Drive for Nat'l Advertisers . . .

With four new national advertisers sold on syndicated film, the distributors are only just beginning the big game hunt for next season. Meanwhile, many of the leading regional sponsors of film shows are increasing the number of markets for which they buy. Page 6

Song Pluggers Tell All—A Brill Building Vignette on CBS-TV . . .

Some of the song-plugging fraternity's most colorful members turned up on TV this week as actors in a day-in-the-life-of-a-song-writer film on CBS-TV's "Morning" show. Page 12

Vienna Philharmonic Sues 3 U. S. Record Firms for \$1,000,000 . . .

A suit brought by the Vienna Philharmonic against three American record manufacturers asks an injunction barring the release of allegedly unauthorized recordings by the orchestra. Damages totaling \$1,000,000 are asked. Page 12

Disk Jockey Switch to 45 r.p.m. Slowed by Equipment Lack . . .

If it isn't one thing it's another. Just as the record companies get a few New York disk

jockeys ready to use the 45 r.p.m. disks, orders for 45 turntable conversions become so heavy that a lot of stations have to wait two months for equipment. Page 12

Las Vegas Hotels Put Bands on Notice in Answer to Wage Demands . . .

Las Vegas hotels put all their bands on notice as a reply to bands' demand for a 25 per cent raise. Gambling rooms threaten to use name bands instead. Maintenance men strike Vegas hotels and put picket lines out. Page 68

Calgary Stampede Show Heads For New Attendance Record . . .

Calgary Stampede and Exhibition was on its way to a new record attendance. Thru the fourth day of its six-day run, the paid gate was 11,000 higher than to the corresponding point last year its peak year. Page 72

Spending Was Off Despite Big Crowds at Fun Spots July 4th . . .

Fourth of July, traditional big day for the nation's amusement parks, generally brought only fair business to Eastern and Midwestern funspots. Crowds were big but spending was off at most places. Page 79

World's Coin Buyers Set Record U. S. Export Pace . . .

All-time high for first quarter tops \$3 million, 13.9 per cent above like period last year, points to fifth straight record year. Page 106

DEPARTMENTS AND FEATURES

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CASH IN ON MERCURY'S BIG SUMMER HITS! SEE PAGES 20 AND 21

PRE-TAPED WEB SHOWS TO REVOLUTIONIZE RADIO?

Hook-Up System on Way Out, Other Changes Imminent, NBC Meet Hears

By SAM CHASE

NEW YORK, July 10. — Network radio may be in the process of revolutionary changes which eventually will change the entire face of web broadcasting. This outlook is based on developments discussed at the NBC-Radio affiliates meeting here last week.

Station execs who attended the conclave came away exhilarated with some of the ideas tossed at them by NBC President Sylvester (Pat) Weaver. Not only was a glowing sales picture painted for them by radio veepee Bill Fine-shriber, but some of the future prospects suggested by Weaver and others kicked around by the station men themselves sent them back to their outlets feeling highly optimistic about the future.

Perhaps the most immediate of the radical changes discussed is one which would have the web discard the traditional use of the telephone company's long lines, which link up the stations on the skein. This would mean an immediate savings of about \$6,000,000 per year for the network. According to one of the station toppers at the session, the junking of this wire technique, which has been part of networking since webs came into existence, would mean the transformation of NBC into a virtual "tape" network.

Programs In Advance

The new method of operation, should the web press forward with the plan, likely would have a week's schedule of shows sent in advance, on tape, to each affiliate. Although the outlay for the tape would be considerable, after use the programs could be erased and the tape returned to the web for recording of new material. This would eliminate a central originating point in the sense of live, instantaneous broadcasts and virtually all web offerings would be "canned" except for such airings as presidential messages and major news coverage, including elections and sports events.

Ultimately, this system could be expected to evolve into a form of "syndicated radio," in which AM stanzas would be supplied to stations in much the same way that film syndicators supply their TV film series to video outlets. However, insofar as a network such as NBC is concerned, it would differ from the syndication of transcribed or taped radio stanzas in that all the web's affiliates would take a show for airing in the same time slot on the same evening, but the origination

would, of course, be local. Also, advertisers would continue to place orders for stations thru the network sales offices, rather than individually with outlets.

Although no timetable could be secured on the "tape web" plan, some execs thought it feasible for as early as this fall, while others indicated it might take a season or two longer to work out details.

Also these new tangents into radio's future drew the bulk of attention of those attending the sessions, other items came in for much discussion. Weaver told the execs that the editorial, or magazine concept must be applied to the radio web as it has in TV. He stressed that it is futile to continue to think along the lines of selling the traditional 15, 30 and 60-minute time periods, but that sponsors must be brought in on an insertion basis, in the way which has proved so successful in video.

Weaver also pointed up the potentials of what he called "beamed broadcasting," a continued development of the magazine concept. This calls for specialized programming for specific listening elements, which could be sold to the specific advertisers geared to reach such an audience. Thus, there will be developed more programs which do for radio what publications such as the Saturday Review of Literature, Business Week and Scholastic do

in the magazine field, and which go after much the same type of sponsors as use those publications.

Hardly discussed at all, according to station men, was the web's plan to slash compensation to affiliates by 20 per cent during evening time periods. This would enable NBC to effectuate a raise in the discount structure to clients, keeping pace with a similar move instituted by CBS. The discussion on the subject was limited, it was said, not because of lack of interest in the topic but because its adoption was regarded as a foregone conclusion and a necessity in the competitive situation existing.

The present affiliates' subcommittee was named the permanent executive committee of the group, constituting a vote of confidence in the future of web-affiliate relationships. Robert D. Swezey, of WDS, New Orleans, continues as chairman of the group. Other committee officers are Robert Hanna, WGY, Schenectady, N. Y., and E. R. Vadeboncoeur, WSYR, Syracuse, vice-chairmen; Harold Essex, WSJS, Winston-Salem, N. C., secretary-treasurer.

Also continuing on the committee are Paul W. Morency, WVIC, Hartford, Conn.; George Norton, WAVE, Louisville; Milton Greenebaum, WSAM, Saginaw, Mich., and Richard H. Mason, WPTF, Raleigh, N. C.

\$1 MILLION PER YEAR BUDGET?

That's a Topic to Be Studied at TV Sales Promotion Bureau Meet

WASHINGTON, July 10. — A budget running close to \$1 million a year may be established for the industry's new nationwide TV sales promotion bureau.

A single all-industry TV sales bureau, representing the combined efforts of the National Association of Radio and Television Broadcasters' TV Board and the executive committee of the TV Advertising Bureau will be launched further on its way at a meeting scheduled to be held here August 5 by a 10-member committee which was created last week to form the new bureau (The Billboard, July 10).

The new all-industry committee is expected to pave the way for the

vast budget for the TV sales promotion job which will be the biggest ever undertaken on an industry-wide scale.

At the upcoming meeting here, an organization table will be set up for the first time. The organization structure will be in keeping with recommendations made at last week's NARTB meeting with the TV AB's executive committee, which resulted in plans for the merging of talent of both organizations.

A major problem still lies ahead on the question of how funds will be raised and how various industry segments interested in the plan will contribute.

The bureau will operate on a budget of its own, independently of the NARTB.

The new bureau's operations will be closely related to the NARTB TV circulation project, which is expected to produce a nationwide audit of TV sets in use on a county-by-county basis.

The 10-member committee which will meet here August 5 to shape final detailed plans for the new bureau is made up as follows: Campbell Arnoux, WVAR-TV, Norfolk; Kenneth L. Carter, WAAM, Baltimore; Roger W. Clipp, WFIL-TV, Philadelphia; Merle S. Jones, Columbia Broadcasting System, N. Y.; Clair R. McCollough, WGAL-TV, Lan-

cast, Pa.; Richard A. Moore, KTTV, Los Angeles; Lawrence H. (Bud) Rogers, WSAZ-TV, Huntington, W. Va.; W. D. (Dub) Rogers Jr., KDUB-TV, Lubbock, Tex.; Henry W. Slavick, WMCT, Memphis, and George B. Storer Jr., Storer Broadcasting Company, Miami.

The union will probably try to put a damper on this by striking. TWA's deadline for getting a contract is August 3. That is the date on which its certification from the National Labor Relations Board expires. If any one of the other writer unions in the field challenges TWA's jurisdiction, another election among TV scriptwriters will be held.

Delay to October?
If this happens, it would probably be October 1 or 15 before negotiations could be resumed, since the election itself would take at least six weeks. The negotiations have been going on since October, 1953.
The networks, which originally proposed \$330 per half-hour script, on a one-shot, commercial basis, had, when negotiations halted, come up to \$425. The union, which started with a \$1,000 proposal, had come down to \$715. The negotiations had been proceeding smoothly, according to reports, until the web representatives refused to come to terms on the union shop issue. The union men are said to have promised the webs to return to the conference table any time they are ready to negotiate this issue.

UNION SHOP PLANS HALT TWA TALKS

Negotiations With Networks Break Down; Writer Board Empowered to Call Strike

NEW YORK, July 10. — A unanimous decision was expected this weekend to be reached by Television Writers of America to strike against NBC, CBS and ABC, following the breakdown today of negotiations over salary and union shop issues. The unanimous decision was predicted by TWA officials following the Western Region's non-contested vote for the strike. Effective date of which will be withheld until the organization's members can be informed 24 hours in advance.

Western Region President, Ben Starr, in Hollywood indicated that, while the current issue concerns writers of live network TV programs, the strike doubtless would affect writers of telefilms for the networks who, he said, would respect the union's picket lines. The three networks, Starr said, had been informed of the union's stand and the support of telefilm writers and other union members who, he felt certain, would abide by TWA's stand.

TWA leadership is understood to be apprehensive that the networks will take advantage of the lapse to stock up on scripts for next season on their own terms.

SONGS SOOTHE BUMS' BREASTS

NEW YORK, July 10. — The Brooklyn Dodgers' recent losing streak this week inspired a touching programming gesture by local indie WNEW. The station has scheduled a special 15-minute segment, "Music for the Dodgers," designed "to provide musical encouragement and spiritual uplift" to "dem bums" and their fans.

The program, which airs nightly over Art Ford's "Milkman's Matinee," features marches, victory songs and their ilk. Decca's new baseball disk, "Say, Hey, Willie Mays," of course, will be banned from the line-up. The station promises to give "equal time" to other teams, when and if they need similar musical consolation.

Abe Saperstein Sets Up in N. Y.

NEW YORK, July 10. — Abe Saperstein TV Enterprises has opened New York offices in Empire State Building here. Fay Saperstein and Walter Kennedy are in charge.

They have been showing the firm's first offering, a quarter-hour TV show for kids titled "Kid Magic," to advertise agencies and networks.

Meanwhile, Prexy Abe Saperstein is in Europe scouting scenic and sports films for TV release in United States in the fall and winter.

World Signs Grable-James For Hour ET's

NEW YORK, July 10. — The World Broadcasting System this week signed Betty Grable and Harry James to star in its hour daily series of transcribed shows that it is selling to its subscribers under its ComET plan. The series, which is being sold for only \$1 a disk, is due to be available for airing beginning September 15. Each hour's worth of programming has 15 spot availabilities.

Dick Lawrence, World sales manager, said that 325 station-subscribers had signed for the ComET program in the less than two months it has been on sale. This includes over 25 new World subscribers. This series will mark the Grable-James family's debut as regular radio stars.

LIVE BREAKS

Ohio Video Outlets Set to Make Them

NEW YORK, July 10. — One of the Midwest's leading video stations launches a policy next week by which advertisers can buy live chain-break announcements any hour of the day. Tad Reeves, program director of WBNS-TV, Columbus, O., said that henceforth the station will have crew and facilities available from 7 a.m. to sign-off to produce live commercials to run up to 28 seconds. The station will provide slides, film inserts, special effects and sets as required.

The reason for setting this policy, Reeves said, was to accommodate advertisers, local or national, whose needs happen to make the production of a film commercial impractical. No live spots have been sold yet. In program time, WBNS-TV is sold out for the fall.

JWT May Get Sylvania Acct.

NEW YORK, July 10. — Reports were circulating this week that the Sylvania account would move from Roy Durstine and Cecil & Presbrey to J. Walter Thompson this fall.

The account is loosely estimated at \$4,000,000. Its lamp division is handled by Roy Durstine, and the set division by C&P.

Sylvania's TV show is "Beat the Clock" which is on CBS-TV Saturdays 7:30-8 p.m.

NBC Negotiates With Buttons

NEW YORK, July 10. — Negotiations were hot and heavy this week between comic Red Buttons and NBC-TV. Buttons recently wound up his CBS-TV contract deal and is free to negotiate elsewhere.

It's understood that NBC is keen on using Buttons in its color spectaculars, rather than to star him in a show of his own.

Colgate Makes Solid Daytime Buy on NBC

NEW YORK, July 10. — Colgate-Palmolive moved solidly into daytime TV this week, but its nighttime situation is still unsettled. The advertiser made a direct buy of 45 minutes per day on NBC-TV for the fall. It ordered 12:30-1 p.m. and 4:45-5 p.m. daily. No decision was expected immediately on what programming would be installed here, but it was certain that the late afternoon strip would get a soap opera.

Colgate appeared to be as far as ever from a decision on its Wednesday, 9-9:30 p.m. period on CBS-TV. So far it has rejected every program proposal made by its agencies. The present outlook is that "Strike It Rich" will stay there until January.

The William Esty agency was reported to be negotiating for a documentary type dramatic series that might wind up as the replacement for "Strike," starting in January. Meanwhile, Colgate was re-

ported to be considering cancellation of at least some of its nighttime radio line-up on CBS.

'Hot Kine' for Color Not Yet

NEW YORK, July 10. — Although NBC-TV is now able to make color kinescope recordings of live TV shows, the time needed by laboratories to process color film prohibits the use of "hot kines" at this time, it was disclosed here this week.

This means that the NBC-TV color spectaculars and other live color shows originating in New York this fall will be aired on the West Coast live at a time three hours earlier than New York time. It was indicated, however, that this problem may soon be overcome and the use of "hot color kines" made possible.

WASHINGTON ONCE-OVER

By BEN ATLAS

3 BMI Clinic Teams Ready

NEW YORK, July 10.—Three teams, each consisting of 11 top-notch TV station execs will constitute the panel of speakers at the forthcoming Broadcast Music, Inc. TV clinics. One team will handle the clinic in New York on August 2-3, another will address the Chicago clinic August 5-6 and the third will appear at Los Angeles August 9-10.

The key problems of video programming and operation will be discussed at the clinics, the first held since 1952. Glenn Dolberg, BMI station relations chief, said that advance registration for the clinics indicate attendance from video outlets in every State. Besides the regular speakers, 12 additional TV authorities will act as alternating chairmen of the clinics.

P&G Renews Soaper

NEW YORK, July 10.—The CBS-TV soaper, "Search for Tomorrow," has been renewed by Procter & Gamble for another 52 weeks. The show, which airs 12:30-12:45 p.m. across the board, has completed nearly three years on the web.

WASHINGTON, July 10.—The Hinesaw Bill to classify subscription TV as a common carrier is headed for the congressional scrapheap. Apparently what threw it for a loss was the recent FCC report that the proposed reclassification wouldn't prevent the FCC from authorizing fee TV service, but would exempt it from many regulations on licensing practices and transmission standards which now apply to broadcast operations.

THIS EXPERT'S AN OPTIMIST . . .

Despite recurrent talk of an economic tailspin, broadcasters' revenue is likely to move upward, according to a man who ought to know. He's Dr. Louis J. Paradiso, chief statistician and assistant director of the Commerce Department's Office of Business Economics, who says people now are spending more for goods and services than they did last year and the trend is up.

"GREAT DEBATE" HEADS FOR '55 . . .

The "great debate" over whether commercially sponsored TV should have free-wheeling admittance to Capitol Hill hearings will continue without much chance of being resolved this session. A Senate rules subcommittee which heard both sides of the controversy from lawmakers, will get another earful from industry spokesmen, will leave the question for next Congress.

TV ADS LOOK BETTER TO FTC . . .

TV commercials are improving, according to the Federal Trade Commission. The percentage of TV commercials set aside by the FTC as possible false and misleading in the last 12 months fell four tenths of 1 per cent. The percentage of radio commercials set aside is unchanged from a year ago.

WHAT PRICE ENTHUSIASM? . . .

Pentagon brass have found to their chagrin that they were a little too persuasive at a Senate Appropriations Subcommittee hearing on Armed Services funds. The brasshats discovered to their surprise that they had talked the subcommittee out of appropriating \$200,000 slated for use to produce the Armed Services TV recruiting shows, "Talent Patrol,"

on the American Broadcasting Company network, and "Stars on Parade," on the Du Mont Network. When several members of the Senate Appropriations Subcommittee voiced approval of the shows, Army witnesses were carried away by their own enthusiasm and admitted that they could produce the shows whether or not they got the \$200,000 which they had sought in their budget request to Congress. The Senate the other day took them at their word, trimmed the Army budget by exactly that amount.

LOOKS LIKE POLITICS GUMMED THIS UP . . .

Murray Seasingood, long-time backer of the radio show "Cincinnati Forum of the Air," learned this week that his contributions to a non-profit organization which has sponsored the show aren't deductible from his income tax returns. The U. S. Tax Court ruled that while the radio forum program is educational, a substantial part of the effort by the non-profit league which sponsored it went into partisan political activity and thus didn't qualify as a charitable organization.

Accelerating Production Race Will Cut Cost of Color Sets

NEW YORK, July 10.—A competitive race may be shaping up which would serve to bring down the cost of color TV receivers to a point where mass circulation can develop sooner than anticipated.

The situation was set off this week when CBS-Hytron unveiled its "Colortron" 19-inch color tube. Almost immediately, Motorola, Inc. informed its distributors, meeting in Chicago, that it had secured a definite commitment from CBS-Hytron for a "major portion" of the color tube output, and that it was going into immediate production on a three-model line of big-screen color sets.

The two moves, with a Motorola topper further stating that it was getting a 90-day jump on the receiver industry in producing large-image color sets, may have many ramifications, all adding up to a lusty boost for multichrome. With Motorola getting into production of its models, the other manufacturers can hardly afford to lag far behind. Up to this point, the marketing of TV sets was pretty much on a sketchy basis, inasmuch as previous sets all utilized 15-inch tubes and the public has shown no urge to revert to screen sizes smaller than those generally used in black and white sets. With CBS-Hytron the first manufacturer to get into mass production of the larger tube, multichrome activity generally is certain to pick up fast.

While a number of other manufacturers are set or almost set to go along with the CBS-Hytron tube, others have cast their lot with other color tubes. Pressure will be exerted on them now to get production rolling.

RCA, of course, has its own 19-inch color tube, and is on record to produce a considerable quantity of sets by fall—one order from Ford Motors alone totaling 25,000 receivers. It had been slated to turn out at least 5,000 by the end of this year, but since it is estimated to have capacity for producing about 20,000 tubes by the end of the year, that initial goal may be revised upward. RCA is known to be working hot and heavy at production line problems for its new model 19-inch tube, replacing an older version which it decided a few weeks ago to drop from production.

Du Mont also has a 19-inch tube, and has been slated to start initial limited production in the fall. This date, too, may now be stepped up and production schedule likely to be increased sharply.

New 21-Inch Tube

Meanwhile, Richard Hodgson, president of Chromatic Television Laboratories, Paramount subsidiary, told The Billboard that his 21-inch Chromatron tube, largest color tube thus far developed, is wrapping up circuitry developments on the single-gun tube. Crosley is licensed to manufacture this tube here, while Phillips of Holland has the international

license. The Chromatron is the sole rectangular tube thus far.

Charles F. Stromeyer, president of CBS-Hytron, stated that productive capacity at the firm's Newburyport, Mass., plant is 10,000 color tubes per month. The new plant at Kalamazoo, Mich., is slated to have a capacity of 5,000 tubes daily. Stromeyer predicted total production of 50,000 to 60,000 tubes by the end of this year by the industry, and that CBS-Hytron will turn out better than 80 per cent of that total.

Among the set manufacturers which Stromeyer said were set to use the CBS tube are Capehart-Farnsworth, CBS-Columbia, Westinghouse, Pacific Mercury and Warwick Manufacturing. Latter two firms' products are sold thru Sears-Roebuck.

Prices Will Drop

The expanding production of color sets and the pressure of competition in the tube and receiver fields, is expected now to bring down the retail price of sets sooner than had been believed likely. The three Motorola models are all below \$1,000 with one at \$895 and the other two at \$995.

CBS president Frank Stanton predicted that there is "a strong probability" that mass production of the CBS tube will bring much closer the \$500 color set.

Jessel May Head Back to ABC-TV In Fall Program

NEW YORK, July 10.—George Jessel may be headed back to ABC-TV in a new 15-minute Sunday night berth this fall. It's reported that there's some sponsor interest in a Jessel stanza that would see Jessel interviewing and bandying wits with guest celebrities who also would be called upon to perform.

ABC-TV still has its 6-7 and 8-9 Sunday nighttime slots open, the "The Mask" is being eyed for a return visit in the 8-9 period.

Westinghouse Buys Clubtime Pkge. for 6 Outlets in East

HOLLYWOOD, July 10.—Westinghouse radio stations in Philadelphia, Boston, Springfield, Mass.; Portland, Me.; Pittsburgh and Syracuse purchased the "voice track syndication package from Clubtime Productions, Inc., this week, according to Larry Buskett, vice-president and sales manager of the company.

Sales to Westinghouse brings total station sales to 25, with Buskett closing deals in El Paso, Tex., and a package of 10 stations in Canada.

Firm this week appointed salesmen Howard Lloyd, who will cover the East Coast, and Jim

Jox Trix

Chuck O'Neil, WFEA, Manchester, N. H., has introduced a new gimmick on his show called "Where's Chuck?" Listeners are asked to identify the spot where he is hiding with the help of recorded clues given daily. The hiding spot is usually a local business area or landmark and listeners calling in to identify it are given only the length of a record to answer. . . . Pul Dubose, WKAB, Mobile, Ala., is in the middle of an amateur deejay contest at this writing.

Jimmy Kilgo, WIST, Charlotte, N. C., writes: "Just a note to explain that the songs we name are an accurate tabulation of all requests made on our night show. We receive approximately 450 pieces of mail each week for our night show, 'Kilgo's Korner.' We record each request we receive and on Saturday night present these songs in the order of their popularity on our 'Musical Stairway.' The last Saturday of each month we present the 'Musical Stairway' of the month. . . . the most requested tunes for the

whole month. Just thought you would like to know that these songs are the choice of Charlotte, N. C."

Bill Jenkins, KSTA, Coleman, Tex., also explains his format to us this week: "The big pop show here at KSTA is the 'Bandstand.' I have been told, that if nothing else, it is unique in that I feature mainly the very late tunes, hot off the press. I rarely air the old or the hit tunes. The old ones have very little sales potential and the hit tunes need no further plugging. I use the 'Bandstand Camera' which is operated by my mythical engineer, Lane Lynnburg (and he receives a good deal of mail). Mail comes in from all corners of Central West Texas, sometimes reaching more than 500 requests a week. And most important, the sponsors love the show."

Ronald A. Scully, WLBK, DeKalb, Ill., is featuring the "Armchair Disk Jockey Show." Listeners submit lists of 10 songs, and "out of that list we pick a 25-minute program. Gifts for the winners are donated by sponsors on the show. We now have a waiting list of listeners to run the show for seven weeks hence. The Billboard continues to be a great programming asset."

Jim Farr, KSTV, Stephenville, Tex., is recording listener's telephone requests and playing them back with the beeper as an intro to the disk requested.

Change of Theme

Skip Erwin, WTMV, East St. Louis, Ill., is heading for New York on his vacation. . . . Don Sherman, WLYN, Lynn, Mass., has joined Charles Roberts Associates, public relations office in Boston, in addition to continuing his deejay work. . . . Denny Walker has moved from WAVU to WCRI in Scottsboro, Ala. . . . Ray Burke, WIKK, Erie, Pa., was married last week in Cincinnati. . . . John Luther, WERC, Erie, Pa., married Linky Hess, daughter of Dr. Elmer Hess, American Medical Association prexy, on July 10.

Charlie Russell, KCHS, Truth or Consequences, N. M., has returned from a visit to Johnny Hicks and John Harper at KRLD, Dallas. . . . Fred Jeske, veteran Syracuse "wake-up man," has started his own morning show on WKAL, Rome, N. Y. . . . Lynn McDowell, staff announcer at WTUP, Lupelo, Miss., is being transferred to WBIP in Booneville, Miss. . . . Tom Kibbe, formerly from Rutland, Vt., has joined WTVN, St. Johnsbury, Vt. . . . Lad Carleton, WFGM, Fitchburg, Mass., has formed his own dance ork which debuted July 10 as the Lad Carleton ork.

Bill Siblert, WMGM, New York, has moved to the Palisades Amusement Park in New Jersey for two hours each week to air his "live" broadcast which is sponsored by Coca-Cola. . . . Ray Perkins, KIMN, Denver, was sole guest artist at the banquet of the Advertising Association of the West in Salt Lake City on June 28. . . . Rod Loudon, KPOJ, Portland, Ore., emceed the Cab Calloway show at Amato's Supper Club in Portland. . . . Stan Sweet, WSAZ, Huntington, W. Va., recently returned from a two-week vacation in the West.

Dick Kidney, WVEC, Hampton, Va., has been upped to program director. . . . Bill Randle, WERE, Cleveland, narrated "Carnival of the Animals" for some 4,000 people in Cleveland's Public Hall with the Cleveland Summer Orchestra. . . . Bill Lamb, formerly with WCCO, Waterbury, Conn., has joined WAVZ, New Haven, Conn. . . . Dave Roberts, formerly deejay at KGBX, Springfield, Mass., is working with the Down-Eifert Evangelistic Team in Florida.

This 'n' That

The "Ralph Flanagan Most Popular Disk Jockey Poll" held at Mountain Park, Holyoke, Mass., for deejays in the area closed last week with the trophy presented to Joe Hyder, WADK, Newport, R. I. Sy Levy, WACE, Chicopee, Mass., and Ed Carter, placed second and third respectively. . . . Jim Moffit, KLOG, Kelso, Wash., writes, "I enjoy filling your questionnaires out and have lots of fun putting down my pick for future hits."

Dave Estes, announcer at KWTO, Springfield, Mo., is the composer of Porter Wagoner's latest country release, "Be Glad You Ain't Me" on the Victor (Continued on page 54)

The Billboard
The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

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

Vol. 54 No. 29

Sen. Org Nearer UHF Report As Result of Meet With FCC

By BEN ATLAS

WASHINGTON, July 10.—The Senate Interstate and Foreign Commerce Communications Subcommittee headed by Sen. Charles E. Potter (R., Mich.) is closer to a report on the UHF situation as a result of the Potter group's closed-door session with members of the Federal Communications Commission this week (8).

The Potter group plans to hold an executive session Tuesday (13) in an effort to sift information gathered from the commissioners and to weigh testimony previously gathered at open hearings.

In its afternoon-long executive meeting with members of the FCC, the Potter subcommittee queried the commissioners exhaustively on nearly a score of proposals which had been offered by witnesses in the course of testimony in open hearings on the UHF situation. Although views of the FCC commissioners were widely disparate on a number of the issues, a majority of the commissioners were in accord in their views on how to deal with some of the major recommendations which had come from various witnesses for dealing with the UHF situation. Most of the commissioners voiced coolness to proposals made by UHF witnesses for the FCC to impose a freeze on VHF grants during a "transitional" period.

Also, most of the commissioners showed definite coolness to proposals made by some witnesses for "de-intermixture" of VHF and UHF channels in some communities.

General coolness was shown by most of the commissioners to recommendations which had come from UHF witnesses for a reallocation of the entire spectrum to UHF and for rules requiring operation of color TV in the UHF area of the spectrum as a boost to UHF.

The Potter subcommittee is hoping to arrive at a final report by the end of this month. It is more apparent than ever that the subcommittee will avoid recommending drastic legislative remedies. The subcommittee is averse to legislation which might hamstring the industry. The Potter group apparently hopes to offer some businesslike recommendations to encourage continued expansion of the TV industry as a step in the public service.

At this week's executive session with the FCC commissioners,

members of the subcommittee questioned commissioners individually on each of the suggestions which had come forth during the testimony at previous open hearings. There were few surprises in answers by the various commissioners. Most of the commissioners reaffirmed their disapproval of such proposed drastic remedies as moving all of TV into UHF. Also, they declined to throw their support behind proposed legislation to extend the Commission's regulatory authority to networks.

Commissioner Frieda B. Henock produced one or two surprises during the closed-door hearing. On the question of whether a VHF freeze should be imposed now, Miss Henock was somewhat less emphatic for the move than she had expressed herself during open hearings.

With the exception of Commissioner George Sterling who was on vacation, the entire Commission under Chairman Rosel Hyde was present at the closed-door session with the Potter subcommittee. Chairman Potter and Sen. Edwin C. Johnson (D., Colo.) were on hand for the entire session, with the other senators finding it necessary to absent themselves at intervals to attend to urgent business on the Senate floor.

Senator Potter said he felt it would be unnecessary to hold further hearings on the UHF situation. He said that the conference with the FCC was "most helpful and most constructive." He said he felt it would be unnecessary to stage subsequent closed-door conferences with the FCC or with industry spokesmen.

In view of Potter's comments, it seems unlikely that the subcommittee will have a confab, as had been suggested some time ago, with representatives of TV set manufacturers to determine whether manufacturers might agree to some policy of focusing production on all-channel TV receivers. Spokesmen for the Radio-Electronics-Television Manufacturers' Association in the course of open hearings had pointed out that TV set manufacturers had been stepping up production of UHF receivers steadily. It was made clear that the subcommittee has no intention to recommend legislation on this subject, with the majority of subcommittee members agreed that this particular matter is outside the province of Congress.

Senator Potter stressed that his group is "fully aware" of the extent of the UHF problem and intends to give it full deliberation.

It is held certain that the subcommittee will steer clear of drastic legislative recommendations. The subcommittee in its final report is likely to reiterate its recommendation for enactment of legislation to provide tax relief for the UHF industry. The subcommittee has already made such recommendations, but the Senate Finance Committee has failed to move on any of the proposed tax relief measures for UHF, which include Senator Johnson's proposal to remove the 10 per cent excise tax from TV sets with all-channel tuners so as to encourage set makers to discontinue VHF-only sets. The Senate Finance Committee has agreed to consider this proposal as an amendment to a House-passed tax bill.

The Potter subcommittee hasn't decided yet what recommendations it will make on Senator Johnson's bill to modify the FCC's rules on multiple ownership of TV stations. Johnson's bill proposes to set up a sliding scale formula for mul-

ELMER WINS JOB FOR AFTRA MAN

CHICAGO, July 10.—Elmer, the television elephant, was officially designated an actor this week by Ross M. Madden, regional director of the National Labor Relations Board.

Elmer became the center of a dispute between the Theatrical Stage Employees' Union, Local 2, AFL, and the American Federation of Television and Radio Artists, AFL. The case was brought to national prominence when NBC replaced the stagehand union's Kenneth Herrmann with AFTRA's Robert Cleary. The stagehand's union took the view that the elephant's head, a plastic device worked from the inside to perform various effects for TV kiddie viewers, was only a prop and that a stagehand could do the job. Under the ruling set forth by Madden, the head is an actor and the arm that works it is also an actor and therefore an AFTRA man should do the job.

Multiple ownership as a substitute for the FCC's ceiling on ownership of five VHF and two UHF stations by any single interest.

HISTORY MAY REPEAT

Hardware Group Bids For Time on ABC-TV

NEW YORK, July 10.—A scheme is in the works at ABC-TV reminiscent of the line-up of participating local drugstore sponsors on Du Mont's "Cavalcade of Stars" a few years ago.

A bid has been put in to the web for the purchase of a half hour of Thursday nighttime by the Hardware Dealers' Association which has not yet been organized.

Barton Preston, of Preston Enterprises, a Philadelphia firm, is attempting to bring the association into being. His plan is to line up three different hardware manufacturing firms each week whose products would be pushed on the ABC-TV show. The stanza being considered is "It's in the Family," a Goodson-Todman audience participation-panel package.

Part of Preston's scheme is a tie-in advertising promotion cam-

paing calling for the local hardware stores in each city carrying the show to take out a full page newspaper ad plugging the ABC-TV show and the products of the hardware sponsors of that week.

Pending crystallization of Preston's plan, ABC-TV has made no commitments on turning over any of its time.

Color TV Sets Hit 7,713 Mark

WASHINGTON, July 10.—TV set manufacturers produced 7,713 color TV sets in the first five months of this year, it was announced this week by the Radio-Electronics-Television Manufacturers' Association.

RETMA said that black-white TV set production is running behind the same period a year ago. The total number of TV sets produced by manufacturers in the first five months of this year was 2,301,005, including 7,713 color receivers. Last year in the same period, 3,309,747 black-white TV sets were produced. According to RETMA, sets equipped with UHF tuners in the first five months of this year totaled 537,052.

Output of TV sets and radio took a seasonal drop in May.

Walter Kiernan to Host Sports Show

NEW YORK, July 10.—Walter Kiernan this week was set as host of "Greatest Moments in Sports," which tees off via NBC-TV July 30 in the 10:30-11 p.m. Friday time. After September 3, however, it will begin immediately after the conclusion of the Gillette boxing bouts and run until 11 p.m.

Kiernan will leave his lot as moderator of the ABC-TV show, "Who's the Boss," and is expected to be replaced there by Mike Wallace. Producer of "Greatest Moments" is Jerry Franken. Mutual of Omaha is the sponsor.

FCC Issues 2 TV Grants; Total 694

WASHINGTON, July 10.—The Federal Communications Commission this week issued two TV grants, bringing the total authorizations to 694, of which 586 are post-freeze grants, including 30 non-commercial, educational grants. With 88 grants cancelled, outstanding authorizations now number 606.

This week's grants went to Telrad, Inc., Channel 2, Daytona Beach, Fla., and Central Plains Enterprises, Inc., Channel 2, Tulsa, Okla.

SINGLE RATE

ABC Toppers View It as More Realistic

NEW YORK, July 10.—It seemed like old times at ABC-Radio this week as web toppers once again got set to pick up the rate-cutting ball tossed its way by NBC and CBS. For the occasion, the web is taking out of moth balls its proposal for a single rate for nighttime and daytime advertisers.

Such a proposal was turned down by its affiliates two years ago when the rate-cutting race went into its first lap. It is felt that the single rate proposal has a better chance of affiliate approval this time around.

The single rate theory stems from the increasing awareness that nighttime radio can no longer be considered much more advantageous to an advertiser than daytime radio. A study of rating figures indicates that the rating differential between the nighttime and daytime shows is relatively small in a great many instances. In light of this situation today, a single rate is considered by ABC to be more realistic.

Many local stations throughout the country have already hopped aboard the single rate bandwagon.

Wage-Hour Probes Reveal Violations

WASHINGTON, July 10.—Recent inspections of radio and television stations by the Labor Department's Wage and Hour Division have resulted in "disturbing reports of a high incidence of violation," according to Charles H. Tower, employee-employer relations manager for the National Association of Radio and Television Broadcasters. Tower recommended that broadcasters use NARTB services in checking up on their conformity to the wage-hour rules in an effort to cut down the number of violations, most of which, he said, involve permitting non-exempt employees to sell "on their own time," permitting an hourly rate to evolve by practice into a fixed salary, and shift trading by employees.

Stark Shifts to ABC-TV

NEW YORK, July 10.—Dick Stark is quitting his Du Mont Network sales post to move into ABC-TV's sales staff under Chick Abry, national sales director. Stark's joining ABC-TV brings the web up to date in its expansion of its sales force.

Premiere



July 17th

CBS Television Network
9:30 P.M. EST

ARE YOU MISSING THIS NEW
BIG MARKET?

coin
metered
RENTAL
TV

FOR HOTELS
TOURIST COURTS
MOTELS—RESORTS



METER-MATIC

COIN METERS
DIRECT FACTORY SALES

GET THE COMPLETE STORY—
WRITE TODAY for Bulletin 74-P
INTERNATIONAL REGISTER CO.
2626 W. Washington Blvd., Chicago 12, Ill.

LAUGH-

RIOT



ZIV-TV'S SUNNY FUNNY FAMILY

See Page 00

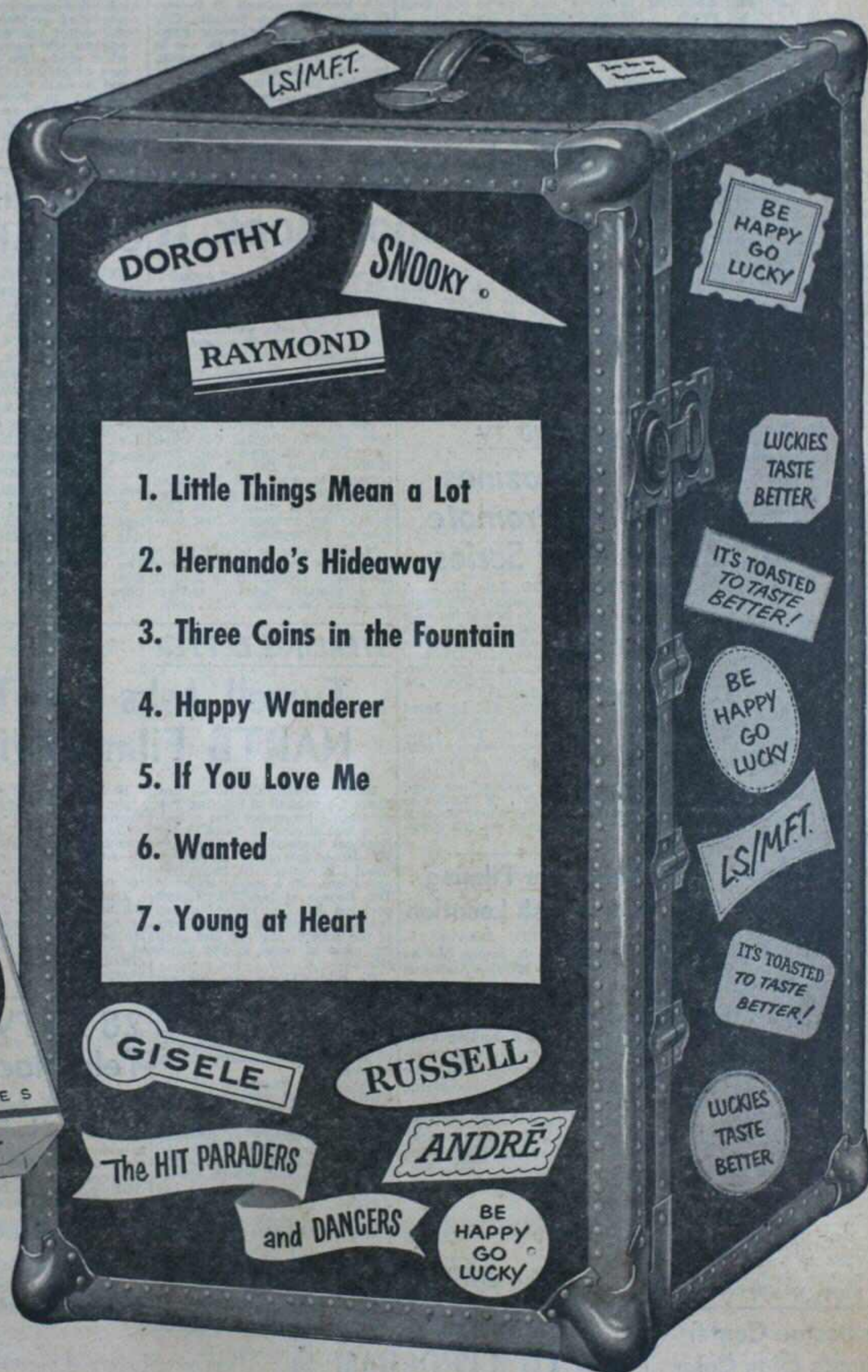
Your Lucky Strike Hit Parade says:

"So long for a while"

And presents a special summer service

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

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



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

Film Distributors See Continued Upswing in Multi-Marketers

Four New National Advertisers Break Into Field, Others Expand

By GENE PLOTNIK

NEW YORK, July 10. — The film distributors had a hefty increase in large multi-market sales to national and major regional advertisers over the past season, and there is every indication of a further upswing in big-advertiser business in the season ahead.

At the same time, the proportion of multi-market deals, large or small, to single market sales seems to be on the rise. Many that were once single-market sponsors are buying additional stations as the latter go on the air. Ziv-TV, for instance, claims that its over-all multi-market sales jumped from 30 in the 1952-1953 season to 90 in the season just ended.

During the past season there were seven national advertisers sponsoring syndicated shows in 20 markets or more. This does not include shows which sponsors controlled nationally, such as Coca-Cola's "Kit Carson" and Pacific Coast Borax's "Death Valley Days."

Two of the national advertisers on syndicated series have since cut back. These are Kent and Eversharp. Both were using "Fireside" re-runs bought from Ziv-TV. The former, which had bought 34 markets, now has ABC's "Playhouse" in seven markets.

Four New Entries

But since the windup of the season, another four national advertisers have broken into the syndication field. And the new entrants are big: International Harvester ordered "Halls of Ivy"; H. J. Heinz bought an anthology from MCA-TV; Dixie Cup bowed this month with "Cowboy G-Men," and TV Time Popcorn has ordered "Annie Oakley" on a spread that may exceed 70 markets.

The distributors right now are jumping with optimism when the subject of national spot sales comes into discussion. They believe that this is a movement that may well gather momentum as new sponsors move into it and find they like it. There are still a number of mammoth companies that are understood to want a place on the national TV scene whom the networks have failed to sew up.

Among these are reported to be Anaconda Copper, Equitable Life, Metropolitan Life, Curtis Publishing, the American Petroleum Institute, Crosley, Owens-Corning, Tenderleaf Tea and Roto-Broil. The film distributors are currently romancing these and others with attractive properties and sales plans.

The current national sponsors who are staying on into next season, are Bromo Seltzer with "Janet Dean," Shwayder Bros. with "Mr. District Attorney," Carter Products with the same show, General Tire with "Sports Time" and Canada Dry with "Annie Oakley."

Regional Sponsors

Meanwhile, larger regional sponsors are staying with and moving into spot film and expanding their coverage.

Phillips Petroleum, which has "I Led Three Lives" in 23 markets, has indicated it intends to increase its spread to 40. Rheingold Beer, which long had the Douglas Fairbanks show in four markets here in the East, has expanded to eight more markets on the West Coast with both this show and Don Sharpe's "The Star and the Story."

Chunkies, which last year had Abbott and Costello in eight mar-

kets here, is buying the new series of the same show in a spread that may go up to 20 markets. Chevron gas, which used to take six markets with the MCA-TV anthology, has hiked its spread with "Waterfront." Falstaff Beer is up to 50 markets with "City Detective" and due to add about 20 more shortly.

Pure Oil has "Badge 714" in 31 markets and "Racket Squad" in 10. And, the latest, Lay's Potato Chips, comes into film sponsorship with "Ramar of the Jungle" in 30 markets. Another "Ramar" sponsor, Quaker City Chocolate,

which had four major markets, has gone up to 10.

Special Markets

At the same time, a number of network advertisers have received help from the film distributors on special market or product problems.

A leading example is Procter & Gamble, which bought "City Detective" and "Famous Playhouse" from MCA-TV for use in 10 markets in which Gleem toothpaste was first introduced.

In all, the syndicators will be hunting big game in the season ahead.

Int'l Harvester Buys 'Ivy,' to Spot Book It

NEW YORK, July 10.—"Halls of Ivy," one of the top budgeted film series on the market, was sold this week to the International Harvester Company, the fourth largest industrial company in the U. S. The sponsor will spot book the show, probably in over 50 markets. It appears likely that the distributor,

Television Programs of America, will be able to syndicate the series in the remaining cities.

It was also reported that International Harvester would ride the show only every other week and that another national sponsor was on the verge of signing for the alternate weeks. TPA officials would not confirm or deny any of these reports.

The sale was reported to have been made in Chicago this week thru TPA's Midwest chief, Bob Hoffman, thru the Leo Burnett agency. It was said Harvester will use the show to plug its refrigerators and white goods. This will be the company's first venture in TV sponsorship.

"Ivy" is now in production in Hollywood. About six segments have been completed so far. It stars Ronald Colman and is based on the former radio show.

MAGS AND TV

Magazines To Promote Rapt Series

HOLLYWOOD, July 10. — A new vidfilm series, set this week, will be aided via promotion in a group of national magazines with a total circulation of about 12,000,000. The deal was set by Matthew Rapt, who formed a new production company to produce the series for syndication.

The new series will be based upon stories that have appeared in True magazine. The seven-year deal calls for Fawcett publications, publishers of True, to promote the series in its other publications as well as True. Rapt produced the first 26 "Letter to Loretta" films. The new series is slated to roll soon for fall showing.

Ready for Filming On Danish Location

COPENHAGEN, Denmark, July 10.—Screen comic Mischa Auer and actor William Anderson have arrived here to begin work on his series of TV films for distribution in America, which Gordon Productions is shooting at the Nordisk Film studios and on location. Working with them is the Danish comedian, Mogens Wieth, and other local film talent.

Some of the series is being built around classic European comedy tales. Denmark was selected because it offered both suitable outdoor locations and available studio facilities.

'JOHN DOE' SUIT SEEKS MPTV HALT ON FILM

NEW YORK, July 10.—Motion Pictures for Television was slapped with a real John Doe suit this week. Louise Fox Connell, the widow of Richard Connell, the author of a short story on which the movie "Meet John Doe" was allegedly based, is trying to stop MPTV from selling the picture to TV.

She charges that MPTV is infringing on the rights she inherited from her husband, who died in 1950. It seems the writer was paid for the original and successful theatrical production of the picture which stars Gary Cooper and Barbara Stanwyck. Mrs. Connell in Federal Court here asked for an injunction, an accounting, damages and impounding of prints pending determination.

'Raymar' Gets Lay on 30 Dixie Outlets

ATLANTA, July 10. — H. W. Lay & Company was this week reported to have ordered "Ramar of the Jungle" from Television Programs of America for 30 markets thruout the South. It is expected to use the show to plug its potato chips.

This is understood to be Lay's first venture at TV film sponsorship. Its agency is Liller, Neal & Battle here.

Am-British to Syndicate 3 English Series

NEW YORK, July 10.—American-British TV Movies, Ltd., which has been strictly a feature house up until now, is going into syndication with three new series—a mystery, a kiddie and a musical—all produced in England.

Seven of the 26 segments in the mystery-anthology show, "Scotland Yard," have played theatrically in Britain, distributed by Anglo Amalgamated Film Distributors, Ltd. They ran as dramatic shorts, in place of the usual second features. The theatrical bookings are believed to have put those segments in the profit category already.

The "Scotland Yard" show was produced for ABTV and Anglo Amalgamated by Alec Snowden. It has criminologist Edgar Lustgarten as narrator.

The other two are 15-minute series. The music-variety show, "Cafe Continental," stars Isabel Bigley. It was produced by Jack Buchanan. Miss Bigley made the 13 films before starring in "Guys and Dolls" on Broadway.

The kiddie show, "Muffin the Mule," has been a hit on live TV in England. It is produced by Ann Hogarth, who appears on camera at the piano, on which a troupe of animal marionettes performs. Filming on 32 segments has been completed. There will be 39 in all.

Mischa Auer Goes Knightly

NEW YORK, July 10.—Richard H. Gordon, one-time exec of World Video, has gone to Copenhagen to produce a half-hour TV film series titled "The Golden Griffon." The leading characters in the adventure series will be medieval knights in armor.

Gordon has signed Mischa Auer as the comic relief and Arthur Orntz as cameraman.

Travel Films Offered Free

NEW YORK, July 10. — The Standard Oil Company (New Jersey) has a new 12½ minute travelog-type institutional series in the works which it is offering to TV stations free. The 13-segment package, called "Journey," portrays how people live in various parts of the world and the role that petroleum plays in their lives. The series is made up of stock footage, originally shot for the company's institutional commercials on the "Esso Reporter."

TV stations west of the Mississippi can obtain the films by cutting out the Standard Oil Company's credit line in the leaders. The series is obtainable directly from the company's public relations department at 30 Rockefeller Plaza.

STERLING LETTER

Turrell Asks Full-Time NARTB Film Advisor

NEW YORK, July 10. — Saul Turrell, president of Sterling Television, is proposing that a full-time film advisor be hired by the National Association of Radio and TV Broadcasters to assist the country's stations in their film operations. In a recent letter to Ted Brown at NARTB, Turrell declared that film problems have become overwhelming for many of the smaller stations and even for some of those in the major cities.

He said, "There are just not enough specialists to go around. Proper training and intelligent direction by some consultant could start station personnel on the right road and then continue to be available when additional help is necessary."

The film committee of the NARTB is not equipped to do this, according to Turrell. In his letter, he recommended three station film directors as probably the most qualified to handle the job: Elizabeth Bain, WGN-TV, Chicago; Al Odeal, WNBK, Cleveland, and Russ Landers, Los Angeles.

Besides advising stations on the organization of their film departments and on the programing and selling of film, Turrell recommended that NARTB set up a clearing house for information on the availability and history of specific film packages.

Turrell said his letter was sent the latter part of June and that he has not yet received a reply. He said the proposal arose out of conversations with stations and distributors at the NARTB convention in May.

28 ABTV Features New for Tele Placed With WCBS-TV

NEW YORK, July 10.—American-British TV Movies, Ltd., brought in 28 feature films new to video this week and immediately made a deal with WCBS-TV here. The new imports bring ABTV's total collection to 90 pictures. The distributor previously

had 50 titles contracted to WNBT here.

Two of the pictures in the new group are currently showing theatrically here: "Edge of Divorce," with Valerie Hobson, and "Scotch on the Rocks." Two others have played the art houses until recently: "Murder Will Out," with Miss Hobson, and "The Horse's Mouth."

Others in the group that are in current theatrical release are "Miss Robin Hood" with Margaret Rutherford and Richard Hearne, "Brandy for the Parson" with Joseph Donald, "Wherever She Goes" with pianist Eileen Joyce, "Nothing to Lose" with Eddie Byrne and Hermione Baddeley; "Meet Mr. Callaghan," based on the hit song, and "The Runaway Bus" with Margaret Rutherford.

Almost all 28 were produced within the past year and are said to represent the pick of independent British production. The TV contracts on these pictures call for protection of theaters that may be presently booking them.

The Billboard

Annual

TV FILM PROGRAM

and

TALENT AWARDS

Your votes have been counted and the winners elected!

There will be plenty of surprises.

Watch for the announcement of winners in the July 31 issue of The Billboard.

Princeton Center Shoots Olds Color

NEW YORK, July 10.—Princeton Film Center has shot 10,000 feet of color film for Oldsmobile, which the advertiser will use on its NBC-TV spectaculars next season. The job was done in the Eastman process. PFC is expected to get the contract to produce the finished commercials.

THE BILLBOARD SCOREBOARD

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

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau.

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

All films shown are sold on a syndicated basis unless they are designated by a dagger (†), in which case they are nationally spot booked.

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

For further information on audience size and breakdown, please consult American Research Bureau, National Press Building, Washington 4, 351 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

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

NEW YORK 7 STATIONS

Table listing TV programs for New York, Monday thru Friday, 7 p.m. to 7 p.m. Sign-On to 7 p.m.—Monday thru Friday. Includes programs like Superman, Wild Bill Hickok, Rocky Jones, Space Ranger, Cisco Kid, The Ruggles.

Table listing TV programs for New York, Saturday and Sunday, 7 p.m. to 7 p.m. Sign-On to 7 p.m.—Saturday and Sunday. Includes programs like Abbott and Costello, Range Rider, Time for Beany, Big Game Hunt, Hopalong Cassidy, Adventures of Blinky, Drew Pearson, The Visitor, Night Editor.

Table listing TV programs for New York, 7 p.m. to Sign-Off—Monday thru Sunday. Includes programs like D Fairbanks Presents, I Led Three Lives, Dangerous Assignment, Rader 714, Racket Squad, Favorite Story, Amos 'n' Andy, Annie Oakley, Mr. District Attorney, Liberate Music, Duffy's Tavern, Boston Blackie, Little Theater, Foreign Intrigue, Boston Blackie, I Am the Law, The Unexpected, Janet Dean, Life With Elizabeth, My Hero, Heart of the City, Joe Palooka, Dick Tracy, Eversharp Theater, Story Theater, The Unexpected, Royal Playhouse, Front Page Detective, Eversharp Theater, Life With Elizabeth, Kent Theater, Boston Blackie, Into the Night, Drew Pearson, Look Photogate, International Playhouse.

(Continued on page 8)

NEW EXPANSION DUE?

CBS's Shift of Gene Autry Points to Grab of Night Bloc

NEW YORK, July 10.—The move this week by CBS-TV, by which the Gene Autry film series was shifted into the 7-7:30 p.m. Saturday time starting in mid-September, has indicated to TV film distributors that one of their worst fears is about to come about.

Ever since early spring, there were signs that the webs had eyes on occupying the entire 7 to 11 p.m. bloc. (The Billboard, April 3.) Since that time, NBC-TV has done a pretty thoro job of moving into 10:30-11 p.m. slot across the board, which CBS-TV already had filled with network shows.

Up to the current Autry move, however, only on Sundays was the 7-7:30 time being utilized for web shows, altho NBC had thrust a tentative toe into the water for soundings by carrying "Mr. Wiz-

ard" on a partial web Saturdays for any stations which desired it.

The Autry switch by CBS-TV brought confirmation from the web that it had already secured clearances from its affiliates to make the move. If the expansion into 7-7:30 now continues into the other evenings by both CBS and NBC, it will push further into fringe time periods the sponsors of syndicated film series, who are dependent upon time availabilities which are controlled by the local stations.

The Autry move was necessitated by CBS' decision to program the new "Red Skelton Revue" opposite NBC's Milton Berle in the 8-9 p.m. Tuesday time next fall. This meant shifting Autry from 8-8:30 p.m. Tuesday, and the web finally settled on the Saturday time as the solution.

The "Skelton Revue," meanwhile, tees off July 21 in the Wednesday 8-9 time as summer sub for "Arthur Godfrey and His Friends." But the network al-

ready is so hepped on Skelton in the new format that they have decided to have him do battle with Uncle Miltie in the fall. Skelton's current period is 8:30-9 Tuesdays, following Autry.

E. Montagne Plans 'I Spy' Fall Series

NEW YORK, July 10.—Edward Montagne, executive producer for the Estv Agency and former producer-director of such series as "Man Against Crime" and "The Hunter," this week was preparing a new vidfilm series for fall production. Titled "I Spy," the series will feature great true spy sagas, and will be filmed against authentic backgrounds in Europe. The major portion of studio sequences will be shot in Germany.

Scripting will be handled by Phil Reisman, who was associated with Montagne in a similar capacity on "Man Against Crime." Montagne will produce and direct the new series, which is blueprinted to start rolling in October. Negotiations are nearing completion for German studio facilities, and a distributor is expected to be named momentarily.

Kling Activity Disproves Rumor Firm's on Block

HOLLYWOOD, July 10.—Inking this week of a telefilm firm to produce its series on the lot and the putting into operation Monday (12) of 12 new editing rooms plus plans for the construction of additional sound stations at Kling Studios were cited by a studio executive as indications that Kling Studios would not be sold despite reports in the trade here to the contrary.

Lee Blevins, vice-president in charge of production at Kling Studios, issued a statement to correct what he termed a "misunderstanding" which gave the impression that Kling would "change hands, but not its name some time before December 31." The conflict arose, Blevins declared, from the "ambiguity in the firm name, Kling Studios, and the physical property in Hollywood, the old Chaplin Studios, which is now called Kling Studios."

The executive pointed out that according to contractual obligation, the physical property may change hands by the end of the year, but that even were such a negotiation to be consummated, it would have no effect on Kling Studios, the production firm, nor Kling Studios' commitments insofar as the property is concerned. Pointing out that Kling Studios is 22 years old with headquarters in Chicago, Blevins reiterated his company's large-scale, long-range building plans in Hollywood undertaken by General Manager David S. Garber for the production of telefilm and theatrical motion pictures.

"Kling Studios has unlimited faith in the future of TV and feature film market, and our building programs are an expression of this faith," Blevins stated. To underscore this, he pointed out that the construction of a new sound stage already had been completed, that additional stages are on the drawing boards, 12 new fully-equipped editing rooms go into

operation Monday (12), and the studio had signed with McGowan Productions, Inc., this week for the use of studio facilities for production of the latter's "Death Valley Days" telefilm series. Among the first to use the new editing facilities will be Abtcon Productions, headed by Herman Cohen, who starts a theatrical film Wednesday (14) on the lot. First block of 13 in the "Death Valley Days" has a mid-July production start. The McGowan company moved onto the lot yesterday (9). It was revealed that following completion of its new "Valley" series, McGowan Productions will commence on other series projects currently in preparation.

CBS-TV Film Sets 'How to'

NEW YORK, July 10.—CBS-TV Film Sales, Inc., this week set a deal with Filmways and Jerry Franken, of Lester Lewis Associates, to produce a 15-minute, 26-film series tentatively titled "How to for You." The series will star Walter Fischman, syndicated columnist of The New York Daily News, who will co-script the series with Franken, who will be executive producer.

The series, set by CBS Film topper Leslie Harris, will demonstrate such arts as papering walls, upholstering furniture and other home skills. The films will be shot in color, with the first rolling July 22 and 23.

Rheingold Inks 'Star & Story'

NEW YORK, July 10.—Official Films this week started a sales drive on its new high budgeted anthology, "The Star and the Story." Don Sharpe, producer of the show, has already sold it to Rheingold for the East and West Coasts. Under Rheingold sponsorship, Henry Fonda is host. As peddled by Official, the star of each segment introduces it.

The line-up of stars includes Judith Anderson, David Niven and Robert Stack. The 39-segment series is still in production in Hollywood.

MORE STATION TIME COVETED BY CBS WEB

NEW YORK, July 10.—With station time already invaded by CBS-TV via the shift of Gene Autry into Saturday 7-7:30 p.m. (see separate story), a new move was afoot to press the situation further immediately. General Mills is understood to be requesting Autry's sponsor, Wrigley Gum, to move back yet another half hour into 6:30-7 p.m., also station time, so GM can use the 7 p.m. slot for the June Havoc film series, "The Artful Miss Dodger." GM previously had been considering putting the series onto ABC-TV in the 7:30-8 p.m. Friday time, where it had been bankrolling the Stu Erwin show on alternate weeks. It is dropping the latter, but still retains the ABC time.

Teevee Co. Gets Going With 'Tales'

HOLLYWOOD, July 10.—With at least nine markets sold or near the closing stage, the Teevee Company this week set Monday (12) as the start of national syndication of kinescope versions of "Tales of Tomorrow," half-hour suspense teleseries.

The 26-program package already has been sold to KBTW, Denver; KOOL, Phoenix, Ariz.; WJNO-TV, Palm Beach, Calif., and KNXT, Los Angeles, with negotiations nearing consummation in Tucson, Fort Worth, Memphis; WNBK, Cleveland; WDSU-TV, New Orleans, and telemarkets in the Northwest area. Marc Frederic, general manager of the Teevee Company, said that a total of 96 audition prints have been sent to agency and station executives upon direct request and that a record number of queries is being handled thruout the Midwest by the company's Chicago sales manager, John Garamoni.

Likewise, Frederic anticipates a large demand for Teevee's new series, "This Is Charles Laughton," 15-minute reading program, for which the general manager has ordered a total of 140 audition prints for showing.

'Sewing Room' Is Low-Budget Film

NEW YORK, July 10.—TV stations seeking low-budget daytime film fare for local advertisers are being offered a new first-run, 12-minute series on home fashion sewing.

The series, "The Sewing Room," was produced by Zahler Films, Inc. in co-operation with McCall's Patterns. Talon Slide Fasteners and Cohama Fabrics. It features Elizabeth Chapin, home economist and sewing authority. Zahler Films in Los Angeles is handling sales.

MONEY-SAVING SUBSCRIPTION ORDER. Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20. Includes fields for Name, Occupation or Title, Company, Address, City, Zone, State, and a checkbox for Payment enclosed or Bill me.

LURE 'EM, SELL 'EM

Color TV for 'Ford' On Regular Basis

NEW YORK, July 10. — The "Ford Theater," produced by Screen Gems, apparently will be the first regular weekly color film series on the air.

The sponsor has passed the word to Screen Gems to start shooting all forthcoming "Ford Theater" episodes in color for airing this fall. One segment has already been shot in Eastman, and the second is now before the color cameras in Hollywood.

The move is part of a Ford Motor Company scheme to use color TV to do a selling job on the public, not only at home but right in the Ford showrooms where a sale can be clinched at the drop of a pen.

Ford's plan, which still has not been officially announced, will see two of color TV's major attributes—its novelty and its added sales impact—put to use in selling Ford cars this fall. The auto firm has already handed RCA an order for 25,000 color receivers, which it plans to place in its showrooms thruout the nation to lure potential auto buyers to the point of sale.

Both Barrels

There they will be able to watch Ford's two major TV properties—the Thursday night NBC-TV "Ford Theater" and the Monday night NBC-TV spectaculars—

in color. The Ford commercials, of course, will also be in color.

Ford hopes that many would-be car buyers in the showroom audience will, at the end of the color show, fall prey to an aroused desire to purchase a new Ford then and there.

Ford's "lure-'em-and-sell-'em-with-color TV" campaign comes hard on the heels of a stepped-up use of TV by the entire auto industry (The Billboard, July 10).

'DISNEYLAND'

To Be Shot In Color, Aired B&W

NEW YORK, July 10.—All of ABC-TV's "Disneyland" films will be shot in color, tho initially they will air in black and white until ABC-TV sets itself up for color transmission.

The web has been marking time on color, waiting for the day when it feels the audience for color shows warrants the expense of transmission.

HOLLYWOOD, July 10.—Three months before the "Disneyland" telefilm series hits the air, the ABC-TV network will start an intensive on-the-air promotion campaign with specially prepared Disney films, it was revealed here this week following three days of conference among network, agency, sponsor and Disney Studios executives.

First on-the-air promotional spots are slated for network airing July 19. Show starts airing October 27. The concerted promotional campaign has been divided into four phases and is being directed for the network by Mitch Degroot and Jack Pacey, promotional heads in ABC's New York headquarters.

Lawrence Tierney To Star in Series For Ray Gordon Co.

NEW YORK, July 10.—Ray Gordon, an actor, has formed a TV film and transcription distribution company under the name Ray Gordon Productions, Inc. The firm's first show, for both radio and TV, will be "The Concrete Jungle" starring Lawrence Tierney. It is due to go into production here next month under the banner of Rivet Productions, in which Gordon is a partner with William Hellinger.

Gordon is also planning a 15-minute sports series, and is dickering for the acquisition of feature films. Gordon will be his own sales manager, and is now organizing a sales staff.

"Jungle" will go on the market for a fall debut. The half hour series is based on the "Handbook of Criminal Investigation" by Police Colonel Maurice Fitzgerald. Tierney, as an instructor in a New York detective training school, will in each episode describe a different case which will be dramatized in flashback.

Sterling to Distribute WBNS Slide Library

NEW YORK, July 10. — The library of slides developed by WBNS-TV, Columbus, O., was turned over to Sterling Television for distribution this week. The library offers a selection of about 500 production and commercial aids, program titles and ID's. WBNS-TV has had a staff of artists developing this library for the past several years. For the past year it has been in the hands of the Vitapix Corporation, of which WBNS-TV is a member-stockholder. Vitapix placed the library on about 10 stations for testing purposes.

The reason for the switch in distributors, according to Tad

COLOR TESTS

Film Tint Definition Tops Live

NEW YORK, July 10.—Consensus among observers at a closed-circuit color television demonstration put on by NBC for the National Television Film Council this week (8) was that color film is superior to live color in the amount of color information offered by the picture.

The opportunity to compare color film and live color came as NBC-TV first showed WNBC's live stanza, "Here's Looking at You," and then switched over to color film on the closed circuit. It was also disclosed that NBC-TV, in the course of its closed-circuit tests, has gathered information on color film production which will probably be of help to producers of color films. This information will be released to producers within a few months. It will probably also be included in the report the NTFC plans to compile this year on color filming problems and methods of overcoming them.

SG Goes Into NY High Gear

NEW YORK, July 10.—Screen Gems' New York production set-up swung into high gear this week with 17 commercials and five "Big Playback" segments keeping the firm's newly expanded East Coast staff working at a rapid pace.

John Capsis is directing seven commercials for Richard Hudnut's Quick; John Gilmour is handling the production of six film plugs for Ovaltine; Howard Magwood is putting out two commercials for Burlington Mills; Don Hershey is directing the "Big Playback" episodes.

Mohr New Lead for 'Foreign Intrigue'

HOLLYWOOD, July 10.—Veteran character actor Gerald Mohr this week was inked as the new leading man for Sheldon Records' revamped series of "Foreign Intrigue," coincident with receipt here of word from Reynolds in Paris that production had begun on location in Vienna.

Mohr, a veteran of radio, TV, telefilm and theatrical motion pictures, replaces James Daly. In his new role, Mohr will portray Mike Powers, newspaper correspondent who wins a gambling casino. New format calls for the principal action to take place in and around the casino. Mohr in this past season was a regular on the "My Friend Irma" TV show.

Prockter to Make 'T-Men' a Feature

NEW YORK, July 10.—Bernie Prockter is going to make a feature-length version of his "Treasure Men in Action" after the first of the year. The picture will be shot in Europe on a script by Eleazar Lipsky. Prockter went abroad this week to inspect studios and locations there.

"T-Men" has been on NBC-TV live for the past four years. It goes on ABC-TV by film next season. The 39 films are now in production at Prockter's American National Studios in Hollywood.

THE BILLBOARD SCOREBOARD

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

Continued from page 7

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

Main scoreboard table for Harrisburg, PA. listing programs like Cowboy G-Men, Wild Bill Hickok, Jackson and Jill, Art Linkletter and the Kids, etc.

COLUMBUS 3 STATIONS

Scoreboard table for Columbus listing programs like Superman, Kilt Carson, Wild Bill Hickok, Cowboy G-Men, Annie Oakley, etc.

Broidy Leases New Quarters

HOLLYWOOD, July 10.—To handle its increased production, William F. Broidy Productions this week leased new quarters at KTTV Studios on a year-round basis while retaining three nearby stages. The company's entire production and office staffs will move into the 21-office building on Van Ness Avenue.

Broidy said the move of virtually all personnel would be made within two to three weeks. Lease deal calls for steady utilization of KTTV's stages for filming full-length theatrical movies, four of which are already set for Allied Artists release this year. His telefilm series, including "Wild Bill Hickok" and the new "Secret Service" group starring Broderick Crawford, will be shot at Broidy's present headquarters, Broco's Sunset Studios and Broco's Cedar Lake location site near Big Bear.

Four Labs Push 'Little Rascals'

HOLLYWOOD, July 10.—Four laboratories this week were assigned by Interstate Television Corporation to ease a print shortage for "The Little Rascals" telefilm series caused, according to Interstate President G. Ralph Branton, by impressive sales.

The sales, Branton said, are running ahead of print availability. Therefore he has assigned Official, Du-Art, Circle and Hal Roach Laboratories to process 16mm. footage. Meanwhile, Lloyd Lind, Interstate's general sales manager, reported from his New York office that nationwide sales of the series will be launched as soon as additional "Rascals" prints are ready.

Branton revealed here that Western station sales include KNXT, Los Angeles; KRON, San Francisco; KPHO, Phoenix, Ariz.; KETV, San Diego, Calif., and King, Seattle.

Chunky Near Abbott-Costello

NEW YORK, July 10. — The Chunky Chocolate Corporation is reported to have put in another order for the Abbott and Costello show from MCA-TV. Chunkies had the re-runs of the first 26 segments of the series in about eight markets thru New York State last summer. The new order is apparently for a first run of later episodes. It is also reported to be on a much wider market spread.

Meanwhile, the first 26 films are now on CBS-TV Saturday mornings for Campbell's Soup. Chunkies is represented by Peck Advertising Agency.

June Previous
ARR Month's
Rating Rating Title, Type and Distributor Station—Day—Time Set
to Use

CLEVELAND 3 STATIONS

Table listing TV programs for Cleveland stations (WNEK, WEWS, WBNK) including titles like 'Sign-On to 7 p.m.', 'Superman', 'Wild Bill Hickok', and 'City Detective'.

CINCINNATI 3 STATIONS

Table listing TV programs for Cincinnati stations (WKRC, WCPO, WLW) including titles like 'Sign-On to 7 p.m.', 'Superman', 'Cowboy G-Men', and 'City Detective'.

DAYTON 2 STATIONS

Table listing TV programs for Dayton stations (WLW-D) including titles like 'Sign-On to 7 p.m.', 'Superman', 'Wild Bill Hickok', and 'City Detective'.

VERSE IDEA

TV Panel to Put Posers To O. Nash

NEW YORK, July 10.—Ogden Nash, the witty poet, has packaged a new panel show in which the panel will have to ask leading questions of Nash in his own inimitable poetic style.

Auto Dealers Buy Lone Wolf

NEW YORK, July 10.—The Chevrolet Dealers here bought "The Lone Wolf" this week for airing in the fall.

Film on Fiberglass Released by Libby

DETROIT, July 10.—"Futures Unlimited," new 26-minute sound film, is being released by the fiberglass division of Libby-Owens-Ford.

Kagan Names Kean

NEW YORK, July 10.—Eddie Kean was this week named director of programming for the Kagan Corporation, packager of "Howdy Doody" and "Johnny Jupiter."

QUICK TAKES

David Siegel has resigned as promotion director of Sterling Television to set up his own ad agency with his wife. The name of the Agency: Norris & Siegel Advertising.

THE BILLBOARD SCOREBOARD

TV Film Series in Production Since May 1

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

Table with columns: Name & Type of Show, Running Time, No. Planned, No. Sold, How Selling. Lists various TV film series like 'The Lone Wolf', 'Futures Unlimited', and 'The Truth Will Out'.

Pilot Films in Production Since May 1

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

Table listing pilot films in production, including titles like 'Johnny Nighthawk', 'Sister Veronica', and 'Classified'.

TV FILM PURCHASES

International Harvester Company has purchased "Captured" from the NBC Film Division to be shown in two markets: WBTV, Charlotte, N. C., and WFMY, Greensboro, N. C.

*Fresh
as a whink!*



TWINKLING WITH

Z-I-N-G!

ZIV-TV

FUNNY SUNNY FAMILY

"MEET THE ARCHERS"

EVERY PROGRAM A HALF-HOUR
OF SIDE-SPLITTING FAMILY
SITUATION COMEDY

TV's Mightiest Selling Force!

LAVISHLY STAGED!
SPARKLING SCRIPTS!
SKILLFULLY DIRECTED!

America's favorite

BASED ON CHARACTERS



THERE'S NO
COMEDY LIKE
FAMILY SITUATION
COMEDY!

Mr. Archer: John Eldridge Mrs. Archer: Mary Brian Dexter: Bobby Elliott

LAUGH AFTER LAUGH!

's
SITUATION COMEDY

CORLISS HER

Favorite family!

WRITTEN BY F. HUGH HERBERT

HELLO,
I'M CORLISS....
MILLIONS HAVE
APPLAUDED ME ON RADIO,
STAGE, IN MOVIES, BOOKS
AND MAGAZINES! **NOW**
I'M READY TO
SELL FOR YOU
ON **TV!**



Starring
ANN BAKER
Part, Pretty, Perfect
for the part.



Equipment Jam Develops as Stations Swing Over to 45's

Hundreds of Recent Orders Cause Jam-Up

By BOB ROLONTZ

NEW YORK, July 10.—The rush orders by radio stations for studio equipment on which to play 45 r.p.m. deejay records has resulted in a bottleneck among equipment manufacturers. Stations desiring turntable converters have to wait from one to two months, depending on the specific equipment needed, in order to convert from two to three speeds. It is estimated that at least a couple of hundred stations which have placed orders for converters will have to wait until late August in order to play 45's.

The reason for the log jam is due to the sudden surge of orders for converters after the diskeries announced in May that they would switch all deejay copies to 45's from 78's. RCA Engineering Products Division, Rek-O-Kut, Presto and Fairchild all felt the same sudden rush of orders, which generally exceeded the stock on hand and current production.

RCA Engineering Products Division now has back orders for several hundred MI-11883 converters. The gear mechanism convert a 78-33 turntable to 78-33-45, and sell for \$85. The firm was able to supply hundreds of these converters in June, but the orders have exceeded the supply.

The firm has many converters on order, but some parts are critical and all present orders will not be filled until the end of August. By that time the division expects to be able to handle future orders in jg time. RCA does have the more expensive BQ micro-turntables on hand; complete units including tone arms which sell for \$396 and play LP's and 45's. The firm also has its complete 78-33-45 units available which sell for \$695.

Other Firms

The equipment bottleneck at RCA is more or fair than at Presto, Rek-O-Kut or Fairchild, since RCA turntables are in many more stations. However, Presto is one to two weeks behind on their turntable converter model 10A or 10B, which sell for \$17.50. The firm has had orders for 150 of them over the past six weeks and

(Continued on page 42)

NEWS REVIEW

Ham Hangs High at the Brill Bldg.

By JUNE BUNDY

NEW YORK, July 10.—The ham that lurks in all of us trapped some of the Brill Building's sharpest pluggers into giving their all on TV to plug another guy's song this week—and network TV at that. The gimmick was that CBS sent a film unit around to the Brill Building to shoot a documentary record of the way the song writer goes about getting a tune published

(Continued on page 45)

Cadence Signs Up 3 Vocal Groups

NEW YORK, July 10.—Cadence Records signed three groups this week, the Barry Sisters, the Top Hatters, and Jack Gold and the Esquires. The Barry Sisters, Claire and Myrna, grew up in radio, and have been on wax now and then. This is their first long-term pact.

Jack Gold of the Esquire is the music publisher and writer. He made an audition disk with a group to demonstrate a song, singing lead himself. Archie Bleyer of Cadence liked Gold's performance so much he signed him and the group.

COAST DISTRIBS GET JOCK SEGS

HOLLYWOOD, July 10.—With music men doubling numerous capacities throughout the industry, two Western distributors added a new wrinkle recently in bowing as disk jockeys.

Stan Sullman, C&C Distributing Company, Seattle, bowed via Station KAYB there with a show titled "The Modern Hour."

Bill Davis, Davis Sales Company, Denver, also preemed in a show called "Cool Bill Davis," via KTLN, Denver.

CBS and WMGM Join Stations Using 45 Disks

NEW YORK, July 10.—The solid radio station front against the 45 platter softened this week when CBS and station WMGM decided to get on the 45 kick. CBS-owned radio and TV stations will install equipment to accommodate the donut disks, and station WMGM is now readying plans to do likewise. This means that four key stations in this city—WNBC, WCBS, WMGM and WCV—are either using or preparing to use 45's.

The gradual swing of local stations here toward the 45 r.p.m. disks came as a result of some powerful selling by record company execs. However, at the same time that the manufacturers began making this progress in Gotham, equipment problems for stations that had not yet converted to 45 turntables came to the fore.

The swing of local stations towards acceptance of the 45 appears now to be a definite, if gradual, pattern. Many more than half of the stations throughout the

(Continued on page 42)

German Disks Up 20% in Yr.

BONN, Germany, July 10.—Production of phonograph records in West Germany showed an increase of 20 per cent during 1953. The total number of platters pressed during 1953 was nearly 15,000,000, against 12,500,000 in 1952.

Complete breakdown of the exportation of records is not yet available, but up to October, 1953, last year's exports were 23 per cent higher than during the first nine months of 1952.

Urania, Vox, SPA Sued By Vienna Philharmonic

NEW YORK, July 10.—Attorneys representing the Vienna Philharmonic this week served papers on Urania, Vox and SPA Records, asking them to cease distribution of records made by European orchestra, or of orchestras bearing names similar to Vienna Philharmonic.

Charging unfair competition, the orchestra asks a permanent injunction against the manufacturers and damages totaling \$1,000,000.

In part, the legal action parallels similar and still unresolved cases brought by conductor Wilhelm Furtwangler and pianist Walter Giesekeing against Urania.

The complaint charges that Urania and Vox acquired recorded performances of the Vienna Philharmonic which they pressed and released without proper authorization. The etchings referred to were cut some years ago.

ABC to Screen Band Remotes On Sat. Nights

NEW YORK, July 10.—The band business will get a sorely needed shot in the arm this fall via a new network TV show which will televise dance band remotes each Saturday night. The show, slated to be called "Band Stand" will be carried on the ABC network on Saturday nights from 8 to 9 p.m. and is scheduled to begin on September 18. Bands already booked are the Ralph Flanagan and Art Mooney orchestras.

As a result of the TV time availability, the New Yorker Hotel here is giving up its ice-show policy and will install the Ralph Flanagan band in the Terrace Room for 13 weeks. The General Artists Corporation, which set the TV show with ABC, also has the Flanagan band for the TV series for a full 13-week cycle. The second half-hour remote will emanate from the Aragon Ballroom in Chicago, with the Mooney band set for the first four weeks.

Another part of the complaint alleges that Vox and SPA engaged in unfair competition by using names similar to that of the Vienna Philharmonic on recordings made by other orchestras. Such names as the Vienna State Philharmonia are cited. This alleged practice, the complaint contends, tends to lead the public to believe the orchestra cut

(Continued on page 45)

PRESSERS ROMANCE INDIES

Distribution Deals Offered As Bait for Disk Business

By JOEL FRIEDMAN

HOLLYWOOD, July 10.—In an effort to bolster disk production, local pressing plants are currently offering new entries in the record field guarantees of distribution facilities as a means of acquiring their business.

Move is not a new one here, but has been extended to include virtually every important producer of records, with the exception of plants owned by the major recording companies. The added lure of possible distribution often is enough to induce the indie label owner to give the plant his account, however small and insignificant it may be.

The reasons for the solicitation of "limited accounts" are two-fold: (1) Plants are faced with the acute problem of maintaining a roster of trained personnel, particularly press operators. (2) In an effort to keep a full shift operating, the plants are literally beating the bushes for new business.

In most cases, the plant manages to produce the desired national distribution, largely thru contacts existing in the production and shipping of records for established labels. With many plants on the West Coast pressing and shipping to distributors thruout the nation, they are in a prime position to offer new labels much sought after national exposure of their product. While it is true that many independent platteries never get beyond the stage of a disk-jockey mailing, the few thousand records that are handled accomplishes the primary purpose of keeping the presses occupied. And much of the small-volume runs are handled on

CHURCH GIVES \$850 TO PLUG HAMBLEN DISK

INDEPENDENCE, Kan., July 10.—Stuart Hamblen, speaking as a guest preacher in a neighborhood church here, was given \$850 by the congregation to help promote a record. Disking is his reading of "This Ole House," Hamblen's first on the RCA Victor label.

Victor had the record slated for automatic distribution to country and western disk jockeys, but balked at widening promotional mailings to include pop platter spinners. The congregation passed the collection box to underwrite the cost of pop jockey distribution.

Bell to Boost Price, Enter EP, LP Field

NEW YORK, July 10.—Bell Records, the mass-merchandised low-price disk line distributed by Pocket Books, Inc., has set several major changes in its pricing and distribution policies. The diskery's August shipments of disks for September release will be priced at 39 cents instead of 35 cents as heretofore.

In addition, Bell is ready to move into the packaged record field with 45 and LP sets and is introducing a new 10-inch label on which only new song material will be tested.

The switch to a 39-cent price comes after the label tested the higher price in several markets for a few months with no change in sales. The higher price is necessary, say Bell execs, to cover the higher cost of 45 r.p.m. records and the increasing ratio of 45 to 78 r.p.m. disks now being sold. Bell now finds that 30 per cent of its volume is being done on 45 r.p.m. platters.

The 39-cent series will also call for completely redesigned sleeves—a different sleeve for the 45 and 78 disks, since both are seven-inch platters. Bell will also premiere a "personality" series in

(Continued on page 45)

Merc Mapping Big Drive for Package Goods

CHICAGO, July 10.—Mercury Record distributors attending the firm's annual distributor convention in Miami Beach, Fla., this weekend (9-11) will be informed of a heavy push being staged by the company on packaged goods.

Mercury is planning to issue two album recordings each month under the program being set before the distributors. Each of the new albums will carry thru on the art-cover policy which Mercury has pioneered and has proved so successful in the past. According to Mercury execs, these new art covers will be even greater in quality and scope than those already issued and which prompted scores of requests for reprints.

The first two among the popular albums to be released will be a 12-inch by Billy Daniels in which no tracks will be cut. Daniels will seque from one number right into another. The second release will be a 12-inch by Richard Hayman. Following these, in sets of twos, will be a 10-inch by Georgia Gibbs, a 10-inch by Ralph Marterie (with strings), 10-inch by Dick Contino, 10-inch by the Gaylords, 10-inch by the Crewcuts and a 10-inch by David Carroll and orchestra. Also to be released for fall will be six new classical albums.

Mercury plans to issue 42 LP and EP recordings of EmArcy jazz releases by August. These recordings will be by such artists as Maynard Ferguson, Patti Page, Sarah Vaughan, Errol Garner, Paul Bley, Art Blakely, Leon Sash and Paul Quinichette. This program, which was set eight months ago, will hit the dealers at an opportune time considering the current popularity of jazz items at the retail level.

Country Fan Club Meet to Cincy in Nov.

HOLLYWOOD, July 10.—Approximately 300 executives of country and western fan clubs are expected to attend the second annual Country Fan Club Association meet, November 20-21, at the Hotel Gibson, Cincinnati.

Bill Martin, president of the association, disclosed that invitations to disk jockeys and country artists have also been extended. Talent for the annual fete has yet to be set, tho Hank Thompson, Lefty Frizzell, Pee Wee King and Jimmy Smith are being mullied.

Convention committee, in addition to Martin, consists of Lillian Munz, president of the Jimmie Skinner Fan Club; Ann Kroger of the Hotel Gibson, and Ken Smith, production manager of Station WLW, Cincinnati.

LATIN LOVERS' FIELD DAY

Victor to Beat Bongo Drums For Giant Mambo Ballyhoo

NEW YORK, July 10.—RCA Victor will start beating the bongo drums next week in its biggest mambo promotion to date, part of a concerted drive to capture a larger share of the growing market for Latin-styled diskings.

For the first time in weekly the company will limit its meekly single-record release to mambos alone, with no pops, country and western or sacred sides turned out to market. The five mambo platters in the release, featuring the label's top Latin artists, will get full pop disk jockey distribution.

Plans are also being set to supply deejays with mambo disk packages of "standard" program material. Dealers will be supplied with special merchandising and promotion aids to promote the wax. And the firm's artist and repertoire and merchandising execs working the idiom will

take to the road in a personal push for their product.

The mambo release will lead off with a disk by Perez Prado of "Tomcat Mambo" and "St. Louis Blues Mambo." Other artists featured are Noro Morales, Tito Rodriguez, Al Romero and Tony Martinez. All disks go out to the entire Victor "A" deejay list.

Distrib List

At the same time, Victor is tipping each of its distributors to select jockeys interested in mambo programming, and turn in their names and stations to the home office here to be placed on a list for free library kits. The latter will comprise 25 mambo disks which have proven popularity in the field. Distribution of the kits will be made soon.

Victor is also preparing radio program cards listing mambo disks and giving time and copy-

(Continued on page 45)

Cap Sets Big Classical Drive at Sales Meeting

ESTES PARK, Colo., July 10.—Capitol Records will go on its biggest classical drive to date this coming fall, with more classical releases and a larger promotion budget than ever before for classical wax. This was stressed at the firm's national sales convention here, which started Wednesday (7) and continues thru tonight (10).

Over 240 Capitol salesmen, branch managers, district managers and executives showed up for the clambake. They came from all sections of the country,

and even from Hawaii, Canada and Europe. The agenda consisted of concentrated meetings, explaining the firm's entire fall promotional pitch.

In addition to the classical drive, stress was also laid on the firm's children's, pop and jazz lines, and on the firm's self-service promotion. On the classical level, the firm's "Full Dimensional Sound" (FDS) will be stressed in all publicity.

The kiddie line for fall is linked to the firm's new music appreciation series, and the new "Learning Is Fun" series of kiddie sets. For the new Stan Kenton jazz line the ork leader himself explained the firm's forthcoming drive to build its name in the jazz field.

Self-Service

Capitol, which has stressed self-service for the past three years, has come up with a new dealer book on the subject this year. Containing many pictures showing various types of self-service stores across the country, the book enables a dealer to use it for his own store.

At the convention, the firm's 10 top salesmen received watches from Capitol for their showing. The top 10 were: Bob Spencer, (Continued on page 43)

TELE HYPO

RCA 'Suite' Tunes to Get 'Revue' Plug

HOLLYWOOD, July 10.—Selections from Leo Diamond's RCA Victor album titled "Mediterranean Suite" is slated for extensive television coverage July 17 on the "Saturday Night Revue" teleshow. Album is currently racking up heavy sales for the platters and lists among its top 10 package goods sellers.

Music to be featured includes four selections, "Off Shore," "Dock Dance," "Casino" and "Horizon," with Diamond scheduled to offer same in a series of production numbers with dancer Lew Wills Jr. TV offering of the RCA Victor album marks the second time the medium has placed such emphasis on wax. Jackie Gleason previously aired his Capitol etching of "Tawny" on his teleshow.

'MANTECA'

Gillespie Version in Bogus Form

HOLLYWOOD, July 10.—Spurious copies of a Dizzy Gillespie rendition of "Manteca" have made their appearance in Los Angeles, tho the origin of the original master could not be determined.

Reports that the bootlegged rendition of "Manteca" were copies of the LP currently issued by Norman Granz's Clef Records were found to be untrue. The bogus etching, a 12-inch 78 r.p.m. recording, bears only the title of the song and has no label identification, orchestral or author's credits whatsoever. Wax allegedly stems from a concert played by Gillespie roughly two years ago in New York.

'X' Readies For Canada

NEW YORK, July 10.—Arrangements are now in the final stages for the distribution of Label "X" in Canada. The company expects to have its product on sale in that country before the end of the summer. The RCA International division will handle pressing chores.

Plans for European distribution are also under way, with the first wax scheduled for trans-Atlantic sales by the end of the year.

FLACK BECOMES GHOST WRITER

NEW YORK, July 10.—Ben Kemper of RCA Victor is fast staking out a claim as the necrophilic press agent. Concerned with the label's longhair output, Kemper has devoted much of his time recently to artists long dead. This spring the push was on the 50th anniversary of Enrico Caruso's first Victor waxing. He's been dead since 1921. Shortly thereafter Kemper tapped out release after release about Florence Foster Jenkins, a singer of sorts, who departed this world in 1944. And now the Red Seal hype is on soprano Elsie Houston, who died in 1943 from an overdose of sleeping pills.

DANCING IN DARK TO TUNE OF SAME NAME

HOLLYWOOD, July 10.—Maestro Billy May tells the story of brother bandsman Charley Barnett's touche during the latter's stint at the El Rancho Vegas, Las Vegas, Nev.

Seems as if Barnett's contract with owner Beldon Kattleman indicated the band was to work from 11:30 thru 5:30. Well, Kattleman reportedly changed his mind, and wanted Charlie to start at 12:30 and run thru 6:30 a.m. Charlie firmly stood by the pact, resulting in Kattleman's order to cut the lights and the room's public address system.

Charlie went along with the gag, and for a solid hour each evening the band played—you guessed it—"Dancing in the Dark."

Copyr't Code Block Stymie To UCT Okay

WASHINGTON, July 10.—The recently ratified Universal Copyright Treaty is stymied for the present by a roadblock in the path of a bill to bring the federal Copyright Code into conformity with the Universal Copyright Treaty.

The situation is almost without precedent in international treaty matters. The bill to bring the U. S. Copyright Code into conformity with the universal copyright pact must be approved by Congress before the treaty ratification can become effective.

Congressional leaders hope to remove this roadblock within a couple of weeks. In diplomatic circles, the situation is openly regarded as somewhat embarrassing. Consequently, leaders in both Houses have signaled a go-ahead on the legislation. A House judiciary subcommittee reported the bill favorably to the full committee this week. A companion bill is pending in the Senate Judiciary Committee.

M-G-M AND GIN

Seagram Ties In on New Disk

NEW YORK, July 10.—M-G-M Records' romance with the liquor industry continues for the third year, with the company tying up this time with Seagram on a joint-promotion of Billy Eckstine's record "Seabreeze."

The liquor outfit is co-pushing the disk with its new summer drink "Seagram Seabreeze, made with Seagram's gin and tonic." The firm has purchased 10,000 of the M-G-M recording, which they will have their salesmen give to bartenders for use in the juke box when they make their rounds. Seagram has also made up 10,000 bar cards and juke box stickers for use in barrooms and cocktail lounges.

The nicest thing about the whole promotion from M-G-M's point of view is that not only is

'Secret Love' Year's Biggest R-TV Tune

NEW YORK, July 10.—"Secret Love" wound up as the song with the largest radio-TV audience during the 12-month period ending July 1, according to the annual survey released this week by Dr. John G. Peatman's Office of Research, Inc. Second most played song was "Stranger in Paradise." Top standard tune by a wide margin was "Tea for Two."

Of the 35 top tunes for the year, 10 came from motion pic-

ture or legit music scores: "Love," for example, from the film "Calamity Jane" and "Stranger" from the legit musical, "Kismet." Two tunes released within the past 10 weeks have already moved into the top 35 chart: "Three Coins in the Fountain" and "Hernando's Hideaway."

The first five songs, according to Peatman, are still considered active and will rack up points for the next annual survey.

| Rank | Song Title | Publisher |
|----------------------|--|----------------------------|
| Pop Hits | | |
| 1. | Secret Love | Remick |
| 2. | Stranger in Paradise | Frank |
| 3. | Young at Heart | Sunbeam |
| 4. | Wanted | Witmark |
| 5. | Make Love to Me | Melrose |
| 6. | That's Amore | Paramount |
| 7. | No Other Love (1953) | Williamson |
| 8. | Eb's Tide | Robbins |
| 9. | Vaya Con Dios (1953) | Ardmore |
| 10. | Answer Me, My Love | Bourne |
| 11. | You, You, You (1953) | Mellin |
| 12. | I Get So Lonely | Melrose |
| 13. | Ricochet | Sheldon |
| 14. | I Love Paris | Chappell |
| 15. | Oh, My Papa | Shapiro-Bernstein |
| 16. | Heart of My Heart | Robbins |
| 17. | Oh (1953) | Feist |
| 18. | Changing Partners | Porgie |
| 19. | Many Times | Broadcast |
| 20. | Cross Over the Bridge | Laurel |
| 21. | Rags to Riches | Saunders |
| 22. | Granada (1953) | Peer |
| 23. | Three Coins in the Fountain | Robbins |
| 24. | Little Things Mean a Lot | Feist |
| 25. | I Believe (1953) | Cromwell |
| 26. | P. S.: I Love You (1953) | La Salle |
| 27. | I'm Walking Behind You (1953) | Leeds |
| 28. | Hernando's Hideaway | Frank |
| 29. | You Alone | Roncom |
| 30. | Somebody Bad Stole De Wedding Bell | E. H. Morris |
| 31. | I Speak to the Stars | Witmark |
| 32. | Song From Moulin Rouge (1953) | Broadcast |
| 33. | Man With the Banjo | Mellin |
| 34. | Lost in Loveliness | Chappell |
| 35. | C'est Si Bon | Leeds |
| Standard Hits | | |
| 1. | Tea for Two | Harms |
| 2. | Tenderly | E. H. Morris |
| 3. | White Christmas | Berlin |
| 4. | Earlter Parade | Berlin |
| 5. | 'S Wonderful | Harms |
| 6. | Lover | Famous |
| 7. | Just One of Those Things | Harms |
| 8. | That Old Black Magic | Famous |
| 9. | Birth of the Blues | Harms |
| 10. | St. Louis Blues | Handy |
| 11. | Winter Wonderland | Bregman, Vocco & Conn |
| 12. | September Song | DeSylva, Brown & Henderson |
| 13. | Tiger Rag | Feist |
| 14. | There's No Business Like Show Business | Berlin |
| 15. | On the Sunny Side of the Street | Shapiro-Bernstein |
| 16. | Begin the Beguine | Harms |
| 17. | Alexander's Ragtime Band | Berlin |
| 18. | 'Valkin' My Baby Back Home | DeSylva, Brown & Henderson |
| 19. | Lullaby of Broadway | Witmark |
| 20. | Always | Berlin |
| 21. | Way Down Yonder in New Orleans | Shapiro-Bernstein |
| 22. | Get a Kick Out of You | Harms |
| 23. | I'm Sittin' on Top of the World | Feist |
| 24. | Blue Skies | Berlin |
| 25. | Over the Rainbow | Feist |
| 26. | You Made Me Love You | Broadcast |
| 27. | Give My Regards to Broadway | Vogel |
| 28. | I Got Rhythm | New World |
| 29. | Night and Day | Harms |
| 30. | I've Got My Love to Keep Me Warm | Berlin |
| 31. | Twelfth Street Rag | Shapiro-Bernstein |
| 32. | Christmas Song | E. H. Morris |
| 33. | Gypsy in My Soul | J. J. Robbins |
| 34. | Pretty Baby | Remick |
| 35. | How About You? | Broadcast |

the promotion on the house, but Seagram paid for the Eckstine recording session as well. Last year M-G-M staged a similar tie-up with Canada Dry on Shep Fields' "Gin and Tonic" record, and the year before that with the Puerto Rican Rum Industry, on Noro Morales' "Rum and Soda" disk.

Meeting to Plan Coral Distribbs' Fall Sale Push

CHICAGO, July 10.—Coral Records is holding a meeting of its distributors here Tuesday (13) morning to discuss current record promotions and new merchandising plans for the fall. A key promotion item on the agenda is Coral's new Les Brown "Concert at the Palladium" album, which will be released August 20.

Coral's head man, Norm Weinstroer, has lined up a flock of promotional angles for the new package, which will be made available under several different sales plans.

The de luxe set (including all 24 sides cut at the Hollywood Palladium last September) will be packaged on two 12-inch LP's, priced at \$9.70. The LP's will also be sold separately at \$4.85 for each 12-inch platter and the (Continued on page 45)

HOW TO SPLIT THE PIE?

Multi-Tune LP Increase Creates Royalty Headaches for Pubbers

NEW YORK, July 10.—Diskeries are producing an increasing number of LP's containing more than the usual number of tunes per side—and the situation has created an annoying royalty problem for publishers. They are being urged to give special rates for such disks, and while many publishers have tried to co-operate, there has been a noticeable stiffening.

The usual number of tunes per 10-inch LP is four per side, or eight to the disk. Some of the

multi-song, 10-inch LP's contain up to 20 songs per disk. Some of this material is often Public Domain, but the necessity or advisability of using pop standards often brings the copyright count way up above the customary figure.

Vox Records has put out a successful multi-song LP featuring pianist George Feyer. These include "Echoes of Paris," "Echoes of Italy," "Echoes of Broadway," etc.

Oceanic Records has put out a

multi-song series, too, containing such titles as "Melody Cruise to Israel," "Melody Cruise to Latin-America," etc.

Period Quiz

Period Records produced a quiz-type musical album based on Bach. For the fall the firm plans the production of a quiz-type 12-inch LP containing recognizable snatches of 60 pop tunes.

Columbia Records has also been issuing its 500 series disks, (Continued on page 44)

MUSIC AS WRITTEN

GOODMAN 6 TO PLAY BASIN ST. DATE . . .

Benny Goodman bows for his first club date here in eight years when he opens at the Basin Street on Tuesday (13). He will be featured with this sextet, which will include Mel Powell, Charlie Shavers, Israel Crosby, Steve Jordan and Morey Feld. Goodman's sextet will be at the club for two weeks.

AUDIO TO SHOW NEW 'TALKING BOOKS' . . .

The Audio Book Company is introducing a new series in its "talking book" line of records which spin at 16 2/3 r.p.m. The firm's new release will include poems and tales of Edgar Allan Poe, "Alice in Wonderland," stories for children and poetry readings. The new series will be shown at the Chicago trade show and convention of the National Association of Music Merchants.

CORAL RE-COUPLES 'MIGHTY' DISK . . .

Coral Records is re-coupling Johnny Desmond's new disk, "The High and Mighty," with a standard tune, "Got No Time." "In God We Trust" is on the flip side now, but the feeling is that customers buying the "High and Mighty" disk would prefer another pop selection, rather than the religious tune. Coral has three

recordings out on the movie score, but Desmond has the only vocal on Coral or any other label.

DECCA BRINGS OUT NEW LP LISTING . . .

Decca Records, which issued its new EP catalog last month, brought out a new LP listing this week. The label's new country, kiddie and single records catalogs will be released some time during the next two months, this rounding out Decca's current catalog picture.

PAIR LES BROWN WITH CROSBY . . .

Coral artist Les Brown will be out shortly on the Decca label with Bing Crosby. However, it's only a lend-lease arrangement for the one disk. It seems Crosby decided Brown was the only man to back him on the two sides, so Coral obligingly lent the orchestra leader to its parent label.

DECCA HAS NEW SQUARE DANCE SET . . .

Decca is readying a set of two new square dance records featuring Ed Gilmore and His Boom-Chuck Boys, for release in two weeks on 78 and 45. One platter is devoted to instructions and practice call sessions; while the other features straight accompaniment for local callers.

New York

Decca's Norm Weinstroer will trek to St. Louis after Coral's distributor meet in Chicago Tuesday (13), and then go on vacation, returning to New York in two weeks. . . . Decca's publicity gal, Anne Reisman, also takes a vacation this week. . . . Harmonicist-composer Eddy Manson guested on "Chance of a Lifetime" (Du Mont) this week. . . . Decca's a.&r. chief, Milt Gabler, is back from his three-week vacation, most of which he spent in and around Decca recording sessions.

Five of the seven brides featured in MGM's musical "Seven Brides for Seven Brothers" will tour the country visiting deejays and dealers to plug M-G-M Records' new sound track album. Ruth Lee is covering the West Coast; Betty Carr, the Midwest; Virginia Gibson, the South; Julie Newmeyer, the Southwest, and Norma Doggett, the East Coast. . . . Alan Dean starts a one-week engagement at the Surf Club, Virginia Beach, Va., July 16. . . . Joni James heads for Hollywood where MGM plans to test her for a role in the forthcoming Hank Williams biography.

Julia Stearns, general professional manager of Broadcast Music, Inc., is on a 13-day deejay swing thru the Midwest to plug "There Never Was a Night So Beautiful." . . . Henty Okun, veteran music business publicity man, is entering the personal management and consultant business. He has taken offices here with the Artists Guild of America, and will act as consultant to record companies on all phases of the business.

Leslie Distributors of New England moved to new and larger quarters in Hartford, Conn., July 1. . . . Dr. Albert Sirmay has been appointed veepee in charge of musical productions for Chappell & Company, Inc. . . . Walter Jewels of Music Dealers Service, Inc., has just returned from his annual fishing trip with Perry Como, George Paxton and Jewels' son, Ronnie.

Tanner 'n' Texas, Distributors, San Antonio, has moved to new headquarters in the same city. The firm, which recently augmented its country and western line with rhythm and blues disks, now has its own publishing company and record process plant under one roof. . . . Irving Fields and frau Jane are expecting again for the second time.

The staff of the Music Publishers' Holding Corporation is mourning the death of Ethel G. Shapiro, advertising and promotion manager, Friday (9). . . . RCA Victor secretaries, the Misses Roslyn Hosenball and Vera Glickman, leave on a European vacation Wednesday (14). . . . Paul Siegel, of Symphony House, has assigned some of the publishing rights to "Forevermore," a ditty imported from Germany, to Mills Music.

Cora, thrush Karen Chandler starts a nine-day engagement at the Stagecoach Inn in New Jersey on July 16. Then she heads for the 86 Club in Geneva, N. Y., for the July 30 weekend. . . . Daken Broadhead, prexy of

the Allied Record Manufacturing Company, returned to Hollywood last week after a two-week trip to this city and Washington on business. . . . Catalino, not Candido, is in charge of the Latin-American department at the Shaw Artists Corporation.

Tony Bennett opens at Lake Tahoe, Calif., on August 22. . . . Bernie Wayne will write the score for the new Buick-General Motors show, "Dynarama." George Hale will produce, and Paul Dudley will do the book. Wayne did the Buick score for the "Glamorama" last year.

The Les Elgart band played Hunt's Starlight Ballroom, Wildwood, N. J., Friday (9) and tonight (10), after two weeks of recording sessions at the Columbia studios in New York. On July 18 the band moves to Convention Hall, Asbury Park, N. J., for a two-week engagement.

Chicago

Liberace and his brother, George, have been signed to headline as guest stars at the 25th Annual Chicagoland Music Festival, August 21 in Soldier Field. . . . One of the seven brides from the picture "Seven Brides," Betty Carr, will make personal appearances here, July 22-23, to plug M-G-M Records with the deejays and dealers. . . . BMI is holding an open-house for the trade at the Ambassador East here this week, at which Julie Stearns will greet the local tradesmen.

Felicia Sanders opens Tuesday (13) at the Black Orchid for a six-week engagement. She follows Gertrude Niessen, who left for the West Coast for a rest and to mull TV offers. . . . Ralph Flanagan moves into the Aragon Ballroom July 16 to August 1. . . . Dick La Salle back into the Edgewater Beach for four weeks beginning July 9. . . . Ted Weems on tour thru the South, hitting Florida, Texas, Mississippi and Georgia.

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Hollywood

Tony Travis' first RCA Victor etching bowed last week, with the plattery slating a hefty promotion for the young singer. . . . Coast ASCAP chieftan L. Wolfie Gilbert in New York for board meetings last week. . . . Les Baxter and his orchestra will record an Arthur Murray waltz album for Capitol as a follow-up to the Murray tango album etched last year. . . . Chappell Music nabbed "It Ain't Gonna Be You," penned by Max Rich and sung by Jan Sterling in the Allied Artists film, "The Police Story." . . . L. William Barnard, disk jockey with five New England radio stations during the last six years, joined the staff of Station KBIG last week. . . . Frank Sinatra checks into Warner Bros. Monday (12) to record three songs for "Young at Heart," in which he costars with thrush Doris Day. . . . Duke Ellington penciled in at the La Jolla Beach Club August 7. . . . Nat (King) Cole is profiled in the July 17 issue of the Saturday Evening Post. . . . Decca Records President Milton Rackmil checked into town over the weekend. . . . Betty Hutton inked into Atlantic City's 500 Club come July 31. . . . Patti Andrews and Frank Fontaine, appearing at the Last Frontier, Las Vegas, subbed for Martha Raye at the Sahara when she turned up ill Thursday (8). . . . Kirk Douglas etched a pair of his film tunes at Radio Recorders last week, both of which are up for sale to the major platteries. . . . Leo Diamond inked for the "Cohn Mutiny" frolics at Billy Gray's Band Box July 19. . . . The Gaylords-

(Continued on page 44)

the action seeks an injunction, damages sustained and an accounting of profits.

Abbott to Pop Via Decastros

HOLLYWOOD, July 10.—Fabor Robison's Abbot label bows in the pop field shortly, with Robinson announcing the signing of the Decastro Sisters this week. Vocal trio was signed to a three-year recording contract, and is scheduled to etch first tallow Monday (12). A veteran night club act, the Decastro Sisters are currently headlining at the Moulin Rouge here. Robison also inked another entry for his Fabor label, rhythm and blues singer Larry Evans.

JUKE BOX NEWS THIS WEEK

News of the automatic phonograph business starts on Page 100. Some of the more important stories in that section this week are:

\$7½ MILLION BUSINESS. See juke box exports for 1954 to range over 20 per cent higher than last year. New countries continue to enter the picture.

MAGNE-TRONICS-TOWERS AGREEMENT. Supplier of taped music and London firm agree to 500 tunes a year for the next five years. Will include pop favorites.

BACKGROUND MUSIC CRACKS JUKE BIZ. Magnecord, Inc., leader in field of tape-to-music-operators, appoints first juke box distributor to handle line.

ST. LAWRENCE SEAWAY. Government project to aid all juke manufacturers located in the Great Lakes region.

STAR SLUGGER

Willie Mays To Bat Out New Record

NEW YORK, July 10.—The music business is on its regular seasonal baseball kick again this month, with outfielder Willie Mays first man up at the turntables. The Giants' star slugger this week signed a recording contract with Epic Records.

His first disk, "Say Hey," featuring Mays and the Treniers, will be out shortly. The date was supervised by Epic's artist and repertoire man, Marv Holtzman. Meanwhile, Decca Records is rushing out a new platter, "Say Hey, Willie Mays," by the Wanderers.

Decca's a.&r. chief, Milt Gabler, signed the Wanderers for the label this week. The new group is managed by Lee Magid. Decca had good sales results last year with Buddy Johnson's platter tribute to Jackie Robinson. Robinson himself has cut a few sides in the past, while Joe DiMaggio, a few seasons ago, was the inspiration for "Joltin' Joe DiMaggio."

Kessler Quits Groove Label

NEW YORK, July 10.—Danny Kessler will leave his post as Groove Records artists and repertoire executive August 1. He is resigning to devote full time to music publishing and talent management. The RCA Victor subsidiary, a rhythm and blues label, has no present plans to replace him.

Kessler takes over as chief of Rush and Berkshire Music, both Broadcast Music Inc., affiliates. Berkshire holds the copyright to "Oh What a Dream," featured in a Patti Page release this week on Mercury and issued a couple of weeks ago in a version by Ruth Brown on Atlantic Records.

Currently in Kessler's talent stable are Decca artist Georgie Shaw, Okeh chanter Chuck Willis, and Mary Dell. The latter was just signed by Cadence Records.

Hill & Range Files Leeds 'Roses' Suit

NEW YORK, July 10.—Hill & Range Songs, Inc., filed suit in Federal Court this week charging that the Leeds Music Corporation had infringed upon "Bouquet of Roses," a Hill & Range copyright. The complaint claims the defendant published and placed upon the market a ditty titled "Someone Else's Roses." This latter tune was copied from the plaintiff's copyright, plaintiff avers.

The action seeks an injunction, damages sustained and an accounting of profits.

Como's 'Idle Gossip' Big Hit in England

NEW YORK, July 10.—Perry Como's waxing of "Idle Gossip," not yet released in this country, has developed into a big hit in England on His Master's Voice. The tune has jumped into the first 10 in England, close behind the Como slicing of "Wanted," another hit there. Latter, of course, was released in the U. S. first. Sheet music sales of "Idle Gossip" are also rising in England due to the Como HMV slicing.

ANOTHER BMI "PIN-UP" HIT



IN A GARDEN OF ROSES

Recorded by JONI JAMES MGM
PEE WEE KING Victor

Published by GODAY MUSIC, INC.

SONG FROM THE CAINE MUTINY



I Can't Believe That You're In Love With Me

By JIMMY McHUGH and CLARENCE GASKILL
MILLS MUSIC, INC.
Recorded On All Major Labels

THE HIGH AND THE MIGHTY



7 BIG RECORDS

M. WITMARK & SONS

A "HIGHLIGHT" For Every Program

LITTLE THINGS MEAN A LOT

LEO FEIST, INC.

3. Smash Hits, Coast-To-Coast!
Savoy #1128

"BLUE HOURS"
THE HOT SHOTS
Savoy #1131

"YOU WERE MY LOVE"
LUTHER BOND & HIS EMERALDS
Savoy #1132

"MAMBO BOOGIE"
JOHNNY OTIS

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

SH-BOOM
(Life Could Be a Dream)
Recorded by

The Chords Cal
The Crewcuts Mercury
Billy Williams Coral
others to come

HILL AND RANGE SONGS, INC.
1650 Broadway

"ANSWER ME, MY LOVE"

Coming Up Fast!
"THE LITTLE SHOEMAKER"

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

New Hit!
JO STAFFORD



THANK YOU FOR CALLING
words and music by Cindy Walker
Columbia Record 40250

HOLLIS

the
Voices Three

★ A B.M.I. PIN-UP HIT
★ A BILLBOARD SPOTLIGHT
★ A CASHBOX BEST BET

It's the great R.C.A. Victor Record = 20-5666

-This is why I love you-

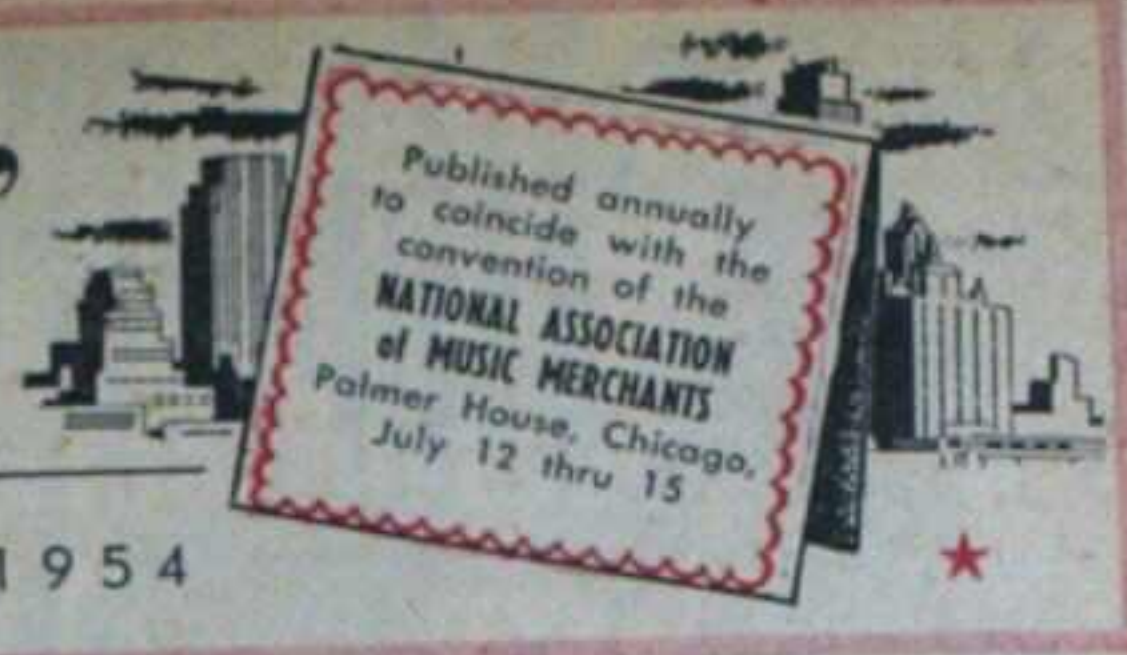
Bigger Than Ever
"SOMEBODY BIGGER THAN YOU AND I"

Fred Waring—Vocal, Frank Davis
Red Foley—Ink Spots
Decca

George Beverly Shea—Victor
Alan McGill—Sacred
Charles Turner—Georgia Lee
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MUSIC MERCHANTS' CONVENTION SECTION



SECTION 2.....JULY 17, 1954

EDITORIAL

They're Going Steady

As the music merchants of America gather in Chicago for their annual trade show and convention, two major facts come into sharp focus. First, the market potential for records and record playing equipment looks to be greater than ever. Second, the marriage between records and record players must be exploited fully.

That the potential is great becomes evident when the following factors are studied: (1) Within six years the teen-age population will increase by more than 50 per cent; (2) about half the American homes now own a record player; (3) of the estimated 22,200,000 phono-homes, 13,000,000 are equipped with obsolete players; (4) the record industry is constantly increasing its annual dollar volume; (5) the better quality phonographs have captured the public imagination; (6) there is more leisure time available, and (7) national income remains high. All these are potent reasons for the widespread optimism evident in the record and phonograph industry.

But one other fact must be pointed out. No magic formula has yet been devised whereby this extra business will automatically go to each dealer. Each merchant will have to go after it. And one of the best, if not THE best, ways so far devised is the packaging of records and phonographs into a selling unit at a single price.

One of the most dramatic steps ever taken to help further this point of view is the RCA Victor packaging of records and phonographs in their "Listener's Digest" program. The company deserves universal appreciation for leading the way with a merchandising package and plan which can work only to the advantage of the entire record and phonograph industry.

No one, certainly not RCA Victor, believes that the basic merchandising device of packaging records and phonographs for a single unit, big-ticket sale should end with "Listener's Digest." The two products, records and record players, go together like the proverbial Damon and Pythias, ham and eggs or night and day. Who buys a phonograph except to play records?

The way is clear. The method is being demonstrated. The potential is there. What remains is for the music merchant to live up to his name and begin to merchandise music, recorded music, so that his customers are happy and the transaction is profitable.

With each and every phonograph sold there should be a package of records, suited to individual tastes, and merchandised with the player at a single price. It works like this: Along with a \$139.95 phonograph, sitting right on top of the player, would be a mock-up package of a variety of records in a variety of speeds.

The price of the player is \$139.95, for example, the retail value of the record package is \$30. The single price for the entire phono-record unit is now \$169.95—a few dollars down and a few dollars a week. The additional amount of money which needs to be paid out by the customer is almost infinitesimal when spread over the time-payment period.

The very same merchandising practices have proved their value in many other industries. They'll probe their value in the record and phonograph industry. The time to find out is now.

Singles Still Vertebra Of the Record Market

By BOB ROLONTZ

In spite of the steady growth of packaged merchandise since the introduction of LP and EP records a few years ago, single record sales still constitute the largest percentage of the total record market. According to record dealer surveys, single record sales still top the sales of packaged merchandise and phonographs.

Even if single records were not the most important part of the record market from a dollar or unit volume viewpoint, they would still be of major importance to dealers, distributors and manufacturers. For single records create the store traffic that makes it possible to sell all records.

A hit record, in either the pop, country or rhythm and blues field, sparks consumer interest, creates a lot of excitement and talk about records and brings customers into the record stores.

Single records—hits—are the hub around which the record industry revolves. A customer who purchases a symphonic recording by Arturo Toscanini makes the set a permanent part of his collection, and it will be many years before he decides it is no longer worth listening to.

But a hit single has an ephemeral nature. A few months ago after a customer bought an Eddie Fisher record, it had gone out of fashion and he was back for the next one. Hit waxings pull customers into the store, and new-

er hits bring them back again and again.

In order to bring the customer back again and again for the new singles, it is, of course, necessary to have the hits. This is why the record manufacturers work so hard to put out strong records, and why the distributors, artists and deejays work so hard to get the new singles exposed to the public. There is a saying that crops up every time the music or the record business drops off, which goes, "All we need is a couple of big hits."

When there are a number of big hits going, all records sell better. The increased store traffic automatically results in more sales—not only of singles, but of packaged merchandise in the pop, jazz and even classical category. And sales of phonographs and accessories go up, too. Every customer who comes into a store for a specific record is a prospect for other record merchandise as well as a phono prospect, whether the phono be an attachment or a quality player.

On Albums, Too

Single record artists, when they are hot, sell not only their hit singles, but also turn into hot package sellers too. Eddie Fisher, Patti Page, Perry Como, Jo Stafford, Frankie Laine, Nat Cole, Frank Sinatra, the Four Aces, Doris Day, Kay Starr, Joni James, to name only a few, manage to sell a walloping amount of albums (Continued on page 18)

Want a Profit, Mr. Dealer? Carry a Full Line; Sell It Up

One of the oldest and best weapons in the book of aggressive merchandising is the "sell up" practice. The "sell up" idea has been tried and proved so many times in so many fields that no one dreams of doubting its wisdom or efficiency.

It would appear, therefore, that no editorial mention need be made of this basic premise for good salesmanship and increased profits. Yet such is not the case.

Strange as it may seem the "sell up" theme needs constant repetition and explanation. Safety-minded people have learned that constant and forceful reminders are needed to convince the public of the wisdom in such wonderful slogans as "the life you save may be your own."

Sales management in many companies and many industries have harped on the "sell up" principle for so many years—and with good results—yet insist on enforcing their past efforts with present actions.

What is needed and what must be done to effectively "sell up" in the phonograph and record industries? Just a very few simple things.

(1) **You must carry a full line.** Not just in price, but in quality, color, style, etc. Not just of one item, but of many items and of allied items.

(2) **You must consciously and completely believe in the basic "sell up" principle.** Mere acceptance of the phrase "sell up" as a hackneyed, axiomatic slogan can only work to the ultimate disadvantage of all involved.

(3) **Sell up!** Perhaps it is not as simple as it sounds in a two-word slogan, but if you have a full line and believe in the principle—do it!

A Full Line

Does carrying a full line mean a tremendous inventory which can lead to freezing or stagnation of a retail store? Obviously, not. What may be a full line for one store in a certain location in a specific town will not be a full line for another dealer in a different area and with another type of clientele.

The syndicate, variety, drug and department store chains long ago learned and have many times proved that what's good for one store is not necessarily good for another.

Not every Woolworth store carries the same merchandise and at similar price spreads. Each store constantly works at meeting the demands of its clientele and then moves toward widening its clientele by expanding types and prices of merchandise carried.

The Chrysler Motor Company has its distribution arranged so that all franchised dealers carry the Chrysler car in addition to either the Plymouth, Dodge or DeSoto. Not every dealer, however, is expected to sell the same amount of high-priced Chrysler cars in relation to the lower-priced Plymouths, Dodges and DeSotos. Appliance, drug, or soft goods manufacturers follow the same basic pattern in their distribution requirements and plans.

Record Field

Translated into the more familiar field of recorded music, the same principle becomes more obvious. Certainly each retail outlet cannot sell the same percentage of pop, classical, rhythm and blues, country and western, educational, children's or jazz records.

It is, however, equally certain that the dealer who carries no children's records will do no children's record business and stands the all-too-dangerous risk

of completely losing the pop, classical and/or jazz business of the customers who specifically want a children's record but are sufficiently interested in other records to purchase them too—and at the same time.

The American shopper, it has been said, is spoiled. Not very many years ago grocery stores sold groceries, a bakery sold baked goods, the butcher sold meat and the fruit dealer sold fruits and vegetables. Now the supermarkets carry all these lines—and so much more. One-stop shopping is here. It's here in the record business. How many supermarkets, drugstores, etc., in your town are now selling some phonographs and records?

Phonos, Too

So you agree, perhaps, that it is necessary to carry a full line. Does it end with stocking a wider variety of records in different price categories? No, for the record customer must have a good piece of equipment to get full enjoyment out of his record collection. Or better yet, the family undoubtedly needs another record player in order to keep everyone happy.

And the reverse, of course, is also true. The dealer handling phonographs is doing business with people who want a phonograph for a single purpose—to play records. They obviously cannot buy records from a phonograph dealer who doesn't carry them.

It must be said right here and now, however, that the disbelievers can twist the carry-a-full-line principle to ridiculous extremes. Those who will point out that you can sell a stove without stocking meat or sell a car without operating a gasoline station, can best be answered by the fabulous business being done year after year by the chains, syndicates and department stores of all types. You see, Sears-Roebuck does sell both stoves and meat, cars and gasoline—in certain, specific locations.

Assuming, then, that a dealer carries a full line of records and phonographs—the record line has been discussed—what about phonographs? A full line in these times will probably mean carrying sets which range in price from a low-low of about \$14 to \$300 or more, depending on the store's regular clientele and the potential clientele.

The matter of the number of brand lines to carry is easily debatable, but there is growing belief in the advisability of concentrating selling efforts on a few lines with some representation of good competitive brands.

The subject of depth of stock is also a multi-faceted topic. Decision here must ordinarily be

based on experience and past performance figures.

There is also a constantly growing belief in carrying a full line of packaged phonos and records. This is treated in greater detail in a separate article in this section, but it can be repeated that experience has proved that a phono customer will readily spend a few extra dollars for records when making a phono purchase—if the complete record-phono package is smartly presented, intelligently sold and easily financed when necessary.

How does one sell up? There are many ways. Each is completely right in a specific instance at a particular time. Perhaps the most simple method is to sell up by selling the full line. The Ford Motor Company has proved that heavy promotion and merchandising of ALL price ranges results in the greatest volume increase at the \$3,000 level—not at the \$1,800 or \$4,000 levels.

Operators of soft drinks stands have proved that the overwhelming majority of customers asking for a drink will buy the large, more expensive glass when the clerk merely asks, "A large glass?" Giving a customer a choice between the highest and lowest prices all too often results in his desire to see first the lowest priced item. Given a choice between the medium and highest priced merchandise will most often sell the medium priced item. And asked "Would you like to see one of the best phonographs we have?" usually elicits a flattered, "Yes."

Hear the Best

Just as automobile manufacturers and dealers have discovered that a customer who test drives a Cadillac finds it hard to settle for a Chevrolet, so, too, it is certain that the potential phonograph customer who hears the fine, high fidelity set will find it difficult to settle for an ordinary single-speed portable which sells for less than \$20.

And while a market for both types of phonos—and every model in between—does exist, the dealer who sells up in an intelligent fashion will have made a contented customer and a healthy sale.

And, Mr. Dealer, if you're not sure, you won't know until you try it!





More and more record dealers are stocking higher priced phonos such as this model from the Zenith line. Phonos in this category—retailing for \$100 or more—showed most dramatic gains among record outlets in the latest Billboard survey.

Billboard's Continuing Survey Of Phonographs and Records

Again The Billboard has surveyed the thousands of retailer readers to ascertain past activity and future planning in the phonograph and record market. Each of the questions and the cumulative answers is discussed on these pages. One observation, which covers almost all the questions and answers, can readily be made: The phonograph-record market is a constantly changing one. The many years of doing business at the same old stand and in the same old way ended right after World War II with the introduction of the LP and 45 records.

As recently as 15 years ago there were only three record labels in this country which issued any classical records and only a

handful of electronic manufacturers who were turning out record playing equipment. Now the list of labels issuing classical music alone runs well over 100 and there are at least 75 manufacturers of record playing equipment.

Yet the number of retail outlets handling records and phonographs has not increased in proportion to either the larger number of manufacturers or the larger dollar and unit volume being done.

The retailer has become more of a merchant. The statistical information contained on these pages spotlights this basic change in the thinking and actions of the retailer.

Just how progressive the music merchant has become is highlighted in such statistics as those which show the growing trend toward covering both the record and phonograph markets from a single location, the move in servicing record playing equipment, the dramatic shift toward self-selection selling, the expansion into tape equipment and high fidelity components.

And the statistics also show that the music merchant is read and able to make more change in his operation as they may be required by changes in manufacturers and wholesalers concepts as well as the shifting public tastes for merchandise and where and how to shop for the merchandise.

Phono Stocks

QUESTION

Please indicate which of the following types of equipment you now carry in stock.

ANSWERS Oct. '53 Feb. '54 June '54

| | | | |
|--|------|------|------|
| Kiddie phonos | 70.9 | 77.9 | 77.6 |
| 3-speed (under \$30) | 85.3 | 88.6 | 88.8 |
| 3-speed (\$30-\$90) | 84.0 | 89.6 | 86.4 |
| 3-speed (\$100-\$200) | 55.4 | 70.1 | 74.9 |
| 3-speed (\$200 and more) | | | 31.7 |
| Attachments and/or single speed phonos | 85.6 | 87.3 | 86.9 |
| Component parts | — | 13.8 | 27.7 |
| Tape recorders | — | — | 45.6 |
| Pre-recorded tapes | — | — | 8.5 |

COMMENTS

No great changes are evident in the retail stocking of kiddie models, attachments and single speed phonos and the lower-priced, three-speed models. Certainly the decline of 78 r.p.m. records has wrought changes in the phonograph selling picture. The figures for attachments and/or single speed models show the over-all picture, but it is obvious that there are more attachments (either 45 or three speed) and less single-speed models being sold. For the first time, The Billboard surveyed the higher-priced lines by checking both those from \$100 to \$200 and those selling for more than \$200. Here the gain is most dramatic. As the consumer leans more and more toward the better quality phonographs, the dealer stocking of these higher-priced models has risen strongly. For the first time, too, The Billboard surveyed the present dealer inventorying of tape recorders to find that almost half of the retailers are now carrying the tape equipment. A small percentage are handling pre-recorded tapes, truly an infant industry at this time. Of great interest, too, is the doubling of the number of retailers who carry high fidelity components.

Brand Preferences

Brand preferences for the surveyed equipment changed little from the survey of February, 1954. Capitol and Decca are the most popular brands in kiddie phonos. Columbia, Decca, Webcor and Symphonic continue to lead in phonographs listed to sell for less than \$30. RCA Victor, Columbia and Webcor took top honors in the \$100 to \$200 price range, while Magnavox and RCA Victor led in the \$200 or more phonographs.

RCA Victor still holds a commanding lead in attachments, with Columbia gaining a foothold again. Webcor has a large lead in tape recorders, with RCA Victor beginning to move in, and the

same situation exists in phonograph needles, with Fidelitone a big first and Recoton a fair second.

The component parts field sees Jensen leading with speakers, Bogen with amplifiers and Webcor with turntables. General Electric takes top honors with cartridges, with Pickering getting an appreciable number of votes for second.

Sales Progress

QUESTION

Were your sales of phonographs in the last six months bigger, smaller or about the same as in the previous half-year?

ANSWERS Feb. '54 June '54

| | | |
|----------------|------|------|
| Bigger | 58.8 | 31.1 |
| About the same | 21.9 | 29.9 |
| Smaller | 19.3 | 39.0 |

COMMENTS

Obvious reason for the changed picture as shown in the above comparison is the regular slowdown in sales following the peak selling season of the year. Even so, the replies to the current survey question shows 60.1 per cent of the dealers reported business either bigger or the same. This is against 39 per cent who report business having been smaller. It can even be considered remarkable that business has held up this well in the four months since the last survey was taken.

Sales Expectations

QUESTION

Do you expect your sales of phonographs during the next six months to be bigger, smaller or about the same as the past six months?

ANSWERS Feb. '54 June '54

| | | |
|----------------|------|------|
| Bigger | 51.9 | 53.9 |
| About the same | 42.6 | 35.9 |
| Smaller | 5.5 | 10.2 |

COMMENTS

According to the retailers replying to The Billboard's recent survey, the future for phonograph selling looks particularly bright. Noting that the next six-month period takes the dealer into the Christmas season, the reason for some of the optimism becomes somewhat obvious. However, the overwhelming percentage (some 80 per cent) of the retailers see future business being either better or the same. Four months ago the dealers were even more optimistic as they headed into a normally slow period. The note of caution which may be read into the figures is, perhaps, only a reasonable return to an optimistic "normalcy."

New Phono Owners

QUESTION

Approximately what percentage of your customers who bought a new phonograph in the past six months didn't own one before?

ANSWERS Feb. '54 June '54

| | | |
|--|------|------|
| | 37.1 | 37.3 |
|--|------|------|

COMMENTS

It may be remarkable that the apparent consumer interest had held up so strongly in the past four months. Despite the fact that the past four months are ordinarily not great months for selling record playing equipment and despite the fact that there was no gift season in March, April, May and June, the high percentage of customers buying record playing equipment for the first time speaks particularly well for the future of the business. While it must be agreed that the total phono business has been smaller, it must also be agreed that the business in the next six months should be truly great.

Influence on Records

QUESTION

Approximately how much does the average customer spend for records during the first three months after having bought a new phonograph?

ANSWERS

Average Feb. '54 June '54

| | | |
|--------------|---------|---------|
| 3-month sale | \$30.89 | \$35.81 |
|--------------|---------|---------|

COMMENTS

The rise in record purchase totals for new phonograph owners is an appreciable one as shown above. It must be noted, however, that the general price of long-playing records has increased, on the 12-inch lines, to a fairly standard \$5.95 list price. It is obvious, too, that the increase in sales of higher priced phonographs has led to sales of better higher priced records.

The big problem, however, and one which still remains, is that of exposing the customer to a wider variety of record merchandise at a bigger unit sale. Certainly RCA Victor's newly introduced "Listeners Digest" package of records and player is a great forward step in this direction. But the retailer cannot stop at this. Good as the three-month sale figure looks above, it is still only an average of \$3 worth of records per week. Is it unreasonable for the retailer to expect to sell a smartly pre-packaged collection of records for about \$50 with each new \$200 or more phonograph sold? We think not.

Store's Phono Buyer... Where Phonos Are Sold

QUESTION

Does the same person or a different person buy phonographs and records for your store?

ANSWERS

| | |
|---|------|
| The same person buys phonographs and records | 76.3 |
| Different person buys Phonographs and records | 23.7 |

QUESTION

In which section of your store are phonographs usually sold?

ANSWERS

| | |
|--|------|
| All are sold in the record department | 70.5 |
| Some are sold in the record department | 17.4 |
| Sold in separate department | 12.1 |

COMMENTS

Highlighted here is a real healthy trend—healthy for the retailer, distributor and manufacturer. When eight of 10 stores report that the very same individual buys phonographs and records, they reflect the consumer thinking. For who buys a phonograph without thinking of records? Why buy it in the first

Better than seven out of 10 record outlets sell phonos along with records in the record department, as noted by this display in the Center Music Shop, Detroit. Record accessories, too, come in for a share of the space.



place, if not to play records? The tie-in sale, of course, is made so much easier when the player and the records are purchased by the same store executive and, of course, sold in a single location. The statistics revealed by this survey prove this to be so in an overwhelming percentage of stores.

For the dealer and distributor both the placing control of records and phonographs in the same hands makes for economy of operation, a broad view of the entire picture and opens wide the opportunity to take full advantage of suggestion selling and packaged selling of records along with phonographs.

As manufacturers and distributors of records get further into the record player business the trend should accelerate. And as the phonograph manufacturers and distributors are learning, the trend toward unification of records and record players at the retail level is one which must be applauded.

Phono Service

QUESTION
How do you handle service on phonos you sell?

ANSWERS
Feb. '54 June '54

| | | |
|--|------|------|
| Own service department ... | 50.0 | 58.5 |
| Arrangement with local service store.. | 45.2 | 32.6 |
| No Service offered | 4.8 | 8.9 |



New phono owners spend about \$35 for records during the first three months following their phono purchase. Can dealers sell more to new phono owners by making the record sale with the phono sale? See separate article on the subject, "Sell Phonographs and Records as a Single Unit," elsewhere in this section.

Self-selection record selling, at least in part, is virtually industry-wide, with only 1 per cent of stores still completely reliant on sales personnel. Handsome, colorful



COMMENTS
A comparison study of the changes in dealer attitudes and actions toward servicing record playing equipment highlights the fact that more dealers either have set up their own service department or offer no service. A study of other statistical information made available thru this current Billboard survey, however, appears to explain these changes. The rise in dealers who offer no service undoubtedly reflects the rise in dealers who are now handling phonographs for the first time—new dealers who are not yet ready to handle servicing. On the other hand, the increase shown for dealers handling their own service work undoubtedly reflects the lessons learned by those dealers who have been selling phonographs steadily since the last survey period.

Payment Plans

QUESTION
Please check any of the following payment plans you offer your phonograph and record customers.

ANSWERS
Feb. '54 June '54

| | | |
|--------------------------|------|------|
| Layaway plans .. | 81.3 | 84.5 |
| Time payment plans | 75.7 | 75.3 |
| Charge accounts.. | 66.3 | 74.5 |
| Cash only | 18.7 | 14.5 |

COMMENTS
The major point quite obvious from a study of the dealer replies to the current and the previous Billboard survey of record and phonograph dealers is the necessity of offering two or more methods of paying for new record playing equipment. The demand for higher priced record playing equipment has obviously created a need for finding ways of financing customer purchases. Most dealers still prefer the layaway plans which do not charge interest to the customers and there are now substantially more dealers who offer charge accounts at no additional interest charges.

The dealers also noted that time payment plans offered to customers are most often financed by the store itself. More than half the phonograph dealers handle their own credit paper on record players. A little of 30 per cent of the dealers finance their payment plans thru local banks with a small 12 per cent dealing with finance companies. It must also be pointed up that banks and other credit institutions usually



Almost 95 per cent of dealers surveyed expect phono sales to be as good or better during the last six months of 1954 as in first six months of year. Phono gift-giving at Christmas and on other occasions will account for an appreciable portion of dealer sales volume during the second half of the year.

turn away from handling paper on items which sell for less than \$100—or many record players.

Self-Selection Selling

QUESTION
How much do you use self-selection selling techniques in your store?

ANSWERS
Feb. '54 June '54

| | |
|---------------------------------|------|
| Partially self-selection | 78.4 |
| Completely self-selection | 20.3 |
| No self-selection at all | 1.3 |

COMMENTS
The days of the old music store in which the records, phonographs, radios, instruments and music were all buried behind an inaccessible counter are gone. At least that's the obvious conclusion to be drawn from the results of this question. There are few stores which stick to the old system of selling—and there will be many less shortly. For The Billboard survey also showed that of those dealers who have no self-selection selling systems, 59 per cent intend to change over, while the remaining 41 per cent will stay as they are.

In many stores it is the record section which is self-selection, while phonograph selling still requires sales personnel. With many dealers set up so that all phonographs are connected to the current always ready to play, and also tagged with price and other information, the selling of phonographs is almost on a self-selection basis. (See separate article on self service.)

album and jacket covers, as noted in this display from Bert's Camera Store, Baton Rouge, La., add flash and genuine sales appeal to records.

Phono Maker Push Pays in Balti. Test

Proof that concentrated simultaneous advertising campaigns by phono manufacturers ultimately result in more record purchases was offered last month by the Record Industry Association of America, Inc.

Such were the RIAA's findings when it surveyed some 261 Baltimoreans, who purchased phonos during a four-week test promotion on set sales last October.

An interesting aspect of the survey was the discovery that, although in most cases the sets were purchased by adults, the decision to buy the phono in the first place was more often prompted by the children in the family.

The majority of set sales were made on straight phonos, rather than combinations or attachments, with 207 buying straight phonos; 40, player attachments; and 13, combinations.

Only 17 of the 261 surveyed already owned a phono when the new one was purchased, and it followed therefore that only a handful had purchased any records prior to buying their sets in the fall.

Lower Brackets

In releasing the survey, the RIAA stresses the fact that it is only a preliminary one, because too few of those questioned had bought a set in the \$50 or higher price bracket. As a result, the percentages of LP sets and disks sold (according to the survey) are considered unnaturally low.

The RIAA plans to take steps to correct this oversight shortly by making another survey in Baltimore, only this time covering more buyers of higher-priced sets, such as Columbia's 360.

Meanwhile, the current survey chalked up the following figures in the price bracket area. Of the 115 who answered the price question, 52 purchased a set or attachment in the \$31 to \$40 range; 37, in the \$13 to \$20 bracket; 12, between \$21 to \$30; eight, \$41 to \$50, and three, \$100 or over.

At the time of the set purchase, an average of about three records were bought, with 735 of the disks being 45 r.p.m.'s; 50 being .8's, and 12 being LP's.

6 MONTHS' RECORD

During the first six months following the set purchase, an average of 28 records were bought by each phono buyer. A total of 6,807 records were purchased by the 261 polled—6,414 of them were 45's; 329 were 78's, and 64 were LP's.

Of the 261 families interviewed only 73 were childless and, as previously noted, in 147 of the cases, children in the families were

responsible for the initial decision to buy the phono. Some 361 children were counted in all—115 over 13 years of age; 113, five years or younger, and 96, six to 12.

An overwhelming majority (248) said they were glad they had bought a set, and that if they had the decision to make over, they would do it again. Most of the phonos were reported as being regularly in use, with 111 playing them "frequently"; 94, "regularly," and only 34, "seldom."

Phonoleless Homes

At the time of the new set sale, 30 reported it had been 15 years since a phono was in their homes; 29 said it had been 10 years; 27, one year; 26, five, and 15, two. Prior to the purchase of the phonos, 226 persons interviewed said it had been at least a year since they had purchased any new records, while 27 persons said they had bought disks in varying amounts, with an over-all average of \$22.75 for the past year.

The basic purpose of the month-long drive here last October, which resulted in the sale of about 5,000 record-playing units, was to acquire names of phono purchasers, from whom the RIAA's current consumer survey was taken last month. Less than half the players sold during the October drive were low-priced attachments, and a total of well over 2,000 names were gathered.

A total of 61,935 lines of advertising on record players appeared in Baltimore papers, with the total expenditure for newspaper advertising estimated at about \$31,000, or \$6 per record-playing unit sold.

Griffin Cautions

RIAA executive secretary John W. Griffin cautions that it yet remains to be determined if concentrated simultaneous effort by all phono manufacturers in advertising and promotion during a relatively brief period of time results in greater public interest and better sales than is achieved by individual and unorganized effort.

"Only a comparison by each manufacturer of his sales in the Baltimore area with the results achieved during the same period in similar areas," says Griffin, "will provide a conclusive answer to this question."

Manufacturers and wholesalers participating in sales reports last October were Admiral, Capitol, Columbia, Decca, Emerson, Garrard, M-G-M, Motorola, Philco, RCA Victor, Sonic, Stromberg-Carlson, V-M and Webcor. Original contributors to the fund, which kicked off the campaign with an institutional ad were Magnavox, Motorola, Philco, RCA Victor, V-M, Webcor, Zenith, Jensen and Permo.

New Tape Industry Steps From Cradle

Rapid Growth Since World War II Sees 1954 Market Zooming to \$120,000,000

By STEVE SCHICKEL

The business of manufacturing recording tape, tape equipment and the use of this tape and equipment for recording and reproduction is considered by many to be a completely new industrial development.

Let it be understood that while it is still an infant industry, engineers, manufacturers and even consumers were well acquainted with this phase of the recording and reproduction industry many years ago.

Even in pre-World War II days there was activity on the tape front. Since 1946-47, the activity has been speeded up to such an extent that the trade estimates the tape market in 1954 will go well over \$120,000,000. When compared with a total record volume in 1953 of about \$225,000,000, it can be readily seen that there is "gold in them thar spoons."

Perhaps, tape fostered high-fidelity recordings and equipment. Perhaps, it was the engineering developments in high-fidelity recordings which fostered the tape industry. In either case, a completely new—and mostly untapped—market now exists for retailers, distributors and manufacturers.

There is no doubt that the buy-

ing public has a great interest in this industry. There is also little or no doubt that consumer money is available. It remains only for the dealers, distributors and manufacturers to reach out and tap the market.

Many manufacturers have already started. Some distributors are now dipping into the market, but few record dealers have yet seen the light.

The tape market is broken down into home and professional users, and into two price categories: \$100 to \$300 home sets and professional models which average around \$1,500 but range from \$500 to \$1,800. In 1952, 160,000 sets were sold to the home users (the lower price range), and 15,000 sets to the professional or higher price group, making the total for the year, 175,000.

In 1953, 275,000 sets were sold to home users and 20,000 to professionals, making the total for the year 295,000. Industry leaders have projected sales for 1954 to run up to a total of 473,000 sets with 450,000 for home use and 23,000 for professionals.

76-Mil in '53

Dollar-wise, the above figures show that the total, both for home and professional use, in 1952 came to \$49,700,000. The total dollar

(Continued on page 29)

'54 Looks Like Biggest Yet; New Phono Markets to Tap

Big Fall Promotions Give Dealers Solid Chance to Crack New Areas

The 1954 phono market should be the biggest yet, with dealers chalking up new records in sales on both sets and disks. Altho record sales today are at an all-time high, there is still a vast, untapped market of prospective phono and disk buyers.

Dealers have an unprecedented opportunity to crack that market this year, since most set manufacturers are backing their new fall lines with the most extensive consumer promotion and advertising campaigns in phono history.

There are about 160,000,000 people in the United States today, which means there are approximately 40,000,000 families classifiable as prospective phono owners.

However, as of 1953 there were only 22,200,000 phonos in use, and surveys show that little more than half of those were played on any regular basis. The "in-use" figure covers all-speeds, with 13,000,000 of the phonos for 78 disks only; 4,600,000 capable of playing all-speeds; 4,000,000 with 45 attachments; 400,000 of 78-LP com-

bos, and 200,000 with LP attachments.

Half of Potential

This represents a gain of 1,000,000 over the sets-in-use figure for 1952 (21,200,000) but is still little more than half of the market's 40,000,000 potential.

Replacing the 13,000,000 obsolete players alone represents a tremendous opportunity, while "selling up" the great majority of the remaining 9,000,000 owners to the newer and better quality equipment represents another.

It is a market primarily created by the "revolution" in the record business. Columbia Records' introduction of the long-playing record gave the record buyer about 40 per cent more record value for his money. The new speeds—LP, 45, and EP—have many other advantages of course. They are non-breakable, better packaged, easier to store and handle—all of which gives them greater consumer appeal.

Another bit of statistical information which should react to the

sales-advantage of dealers this year and many years to come, is the growth of the teen-age market. Due to World War II's high birth rate, the teen-trade becomes more extensive every year, and by 1960, it is estimated there will be more than a 50 per cent increase in our teen-age population.

RIAA Survey

The Record Industry Association of America's recent consumer survey of set buyers in Baltimore (see story elsewhere in this issue) put new emphasis on the importance of this market in the phono as well as in the record field.

Altho most of the set sales surveyed were purchased by adults, in practically every case the decision to buy the phono was initiated by the children in the family. The survey further showed that most of the sets were sold to families which did not already own a phono, another statistical reminder of the still untapped sources of set-sale revenue.

In line with this it is interesting to note that The Billboard's

most recent dealer survey shows that the kiddie phono market is more than holding its own sales-wise this year.

Kid Phonos

An important factor here is the dealers' determination to sell phono customers on the necessity of buying a separate phono for children in the family. With the higher-priced sets gaining in popularity, it is becoming increasingly easy for a dealer to sell the low-priced, single-speed, usually manually operated phonos for children to people who purchase the more expensive units for their own pleasure.

In light of the set manufacturer's increased realization of the importance of selling phonos and records as a unit, it behooves all dealers to take new stock of their phono inventories. All signs point toward the fact that more and more customers tend to buy their records where they originally purchased their set.

In short, if you want to sell records you should stock sets, and if you sell sets, by all means you should stock records. In February, dealers reported that every new phono buyer meant an average of \$30.89 in record sales within three months, and in last month's survey dealers upped this estimate to \$35.81.

It's almost impossible to generalize as to an ideal set inventory, since practically every dealer requires a different phono line-up, depending upon the individual structure of his trade.

Obviously a dealer whose operation centers almost exclusively around single records would be wise to concentrate on the more economically-priced models, while a store which does a substantial share of its record volume in packaged sales would be able to move more high fidelity equipment.

Liberty Music Shops, the lush

Manhattan retail outlet, for instance, says that about 80 per cent of the store's customers ask for hi-fi equipment. Liberty's basic phono business is now being done on phono models ranging from \$70 to \$100, with the store's stock requirements broken down so that 55 per cent of all the merchandise on hand lists for \$70 to \$139.

Inexpensive attachments account for about 5 per cent of the chain's phono business—units from \$15 to \$50, 40 per cent. Liberty advises dealers to avoid duplication of models in the same price range. The store's experience has shown that it is far better to carry a deep inventory on key items rather than a shallow inventory on a wider selection.

Hi-Fi and Tape

A breakdown of the current dealer survey figures shows that interest in hi-fi continues to build, while tape units are just beginning to create some excitement on the consumer level, with dealers anxious to promote tape recorders as hi-fi instruments rather than as expensive toys.

Practically every major manufacturer has big plans in the hi-fi and tape fields; so look for both items to attract considerable consumer interest this fall.

As previously noted, the manufacturers are going all out this year to make sure the consumer is aware of what's new on the market in the phono and tape line.

Already hundreds of aggressive record dealers have expanded their phono lines to include the higher price ranges of equipment, which open up a new volume sales and profit never before available to the record outlet.

For instance, the gross profit on a new high quality phono retailing for \$150 can be as much as \$60, while the sale of that phono will very likely give the dealer a life-time record customer.

Singles Vertebra of Disk Biz

• Continued from page 15

due to their popularity as hit-makers.

The 45 r.p.m. record helped spur the great number of sales of 45 r.p.m. players and attachments over the past four years to single record customers, and laid the foundation for the ever-increasing EP business. Altho the 45 r.p.m. record has made its greatest strides in the pop singles field, it is starting to cut into the c. & w. and r. & b. singles fields as well.

There is little question that single records are the "glamour" of the record business. Pop artists especially, and to a lesser extent country and r.&b. artists, spur the excitement and the hero worship that adds glamour to the record business.

Eugene Ormandy can walk down a main street in Philadelphia on his way to a concert, and he will merely be greeted with a few hellos. If Eddie Fisher does the same, he is surrounded by hundreds of teen-agers intent upon any sign of recognition from their idol.

Other Fields

This is as true of Webb Pierce in the country field or The Clovers in the r.&b. department. It's the single record artists who spark the record business. This is not because the single record artists are necessarily more handsome or more personable than their classical counterparts, but because it is easier to be sentimental about Patti Page than the entire Philadelphia Orchestra.

If there were no single record hits, the record business would be much smaller than it is today. But if there were no single records at all, there would be no customers in the future for any type of album merchandise—pop, jazz, classical or whatever.

Single record customers—mainly teen-agers—have a tendency to become interested in packaged goods as they grow up. Their first album purchase may be by Nat Cole or Perry Como, or whomever they favor.

After that, by the gradual process of maturing, they look into light classics and often into the

classical field. Pop tunes adapted from the classics do more to introduce youngsters to the field of classical music than many educators realize.

Build for Future

A dealer who does his best to serve well his single record customers is doing more than making an immediate profit, he is making, in many cases, a lifetime record enthusiast. As teen-agers look beyond single records to packaged merchandise, they also start to look to better phonograph equipment.

An inexpensive player is good enough for single records or popular music; more is desired for the light or heavy classics or expensive pop albums. And today's youth knows a lot about sound, having grown up with words like hi-fi, stereophonic, etc., as much a part of their vocabulary as "hip" or "square."

Single records are the key to increased sales for every record dealer. They open the door to more business in all categories. Intensive promotion of hit records is one way to insure better business all around, from packages to phonos.

Back of Store

But this does not mean that a dealer should push singles only to sell a single record per customer. Single records should be displayed at the back of the store, rather than the front, so that a customer has to pass thru the phono department and the packaged merchandise before getting to the single display.

Anyone who wants a Doris Day record will find it in the back of the store as easily as the front and, what is more important, will get a chance to see other merchandise as well.

Alert dealers will make certain that right next to the latest Les Paul-Mary Ford single is a copy of the duo's latest album set. They will place pop albums right next to the pop singles, country waxings next to country albums, jazz sets next to r. & b. disks, etc.

This type of suggestive selling helps move packaged merchandise to single record customers and thus ups business.

The dealer who concentrates on promoting and merchandising his single records will find that he is on his way to a larger volume of business in all departments. Like all good things, it takes work and imagination, but it is certainly worth-while. Sell the hits, and everything else will sell too.



Celebrating 25 Years of Pioneering and Leadership as world's oldest and largest manufacturer of Long-Life Phonograph Needles.

Thanks For Your Patronage and Support These Last 25 Years.

PERMO, INC.
Chicago 26, Illinois

CUT YOURSELF A BIG SLICE OF PROFIT

BUY AND SELL THE FIDELITONE SILVER ANNIVERSARY 1954 DEALER'S CHOICE DEALS



SEE IT...
HEAR IT!

ZENITH'S BRILLIANT NEW
HIGH FIDELITY PHONOGRAPH—



SUPER-PHONIC



If ever a High Fidelity phonograph was engineered for sales, this is it. Every last component of the Zenith Super-Phonic is brand new, designed especially for High Fidelity in the same sound laboratories that won Zenith's leadership in FM, the High Fidelity of broadcasting.

Your Customers Can Not Only Hear How Much Better Zenith High Fidelity Is...But See Why!

Here's High Fidelity you can demonstrate more effectively than any other hi-fi on the market today. Your customers can hear for themselves the superb realism of the new Zenith Super-Phonic. And you can show them how Zenith's variable speed Cobra-Matic® Record Player lets them play every record at exact recorded speed...takes the "chance" out of High Fidelity!

PRECISION TURNTABLE SPEED IS JUST THE START OF ZENITH HIGH FIDELITY. COMPARE THESE FEATURES WITH ALL OTHER TABLE MODELS:



Zenith Dual-Speaker System with 7 1/2" woofer.



Bass and Treble Controls give infinite variation of tone shadings.



Wide-Angle Sound Dispersion with front emission lets you hear actual "highs", not just reflections.



High Fidelity Amplifier gives essentially flat response from 20 to 20,000 cycles.



Vented Speaker Enclosure uses entire cabinet for sound chamber.



Cobra® Tone Arm features ultra-sensitive barium titanate pickup cartridge, 25 to 20,000 CPS.



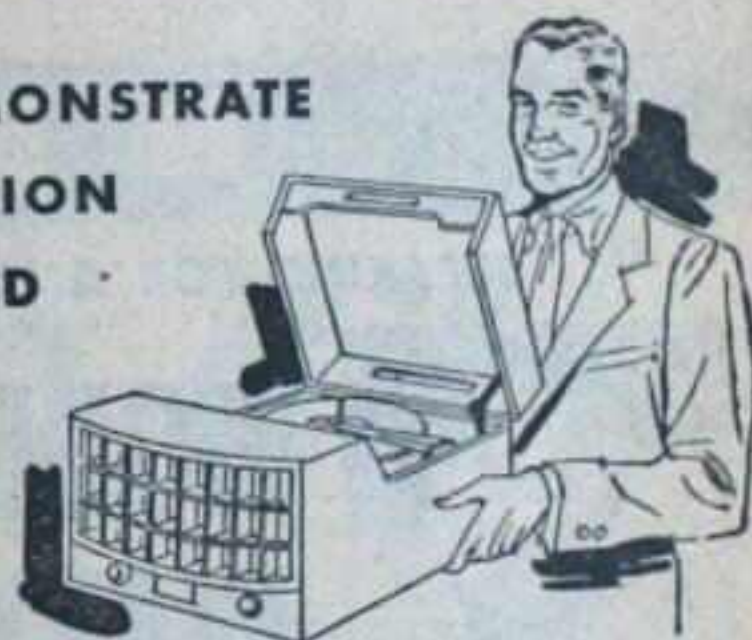
Cushion-Sealed Lid with Sound Lock provides effective acoustical seal.



Sponge Rubber Weighted Turntable prevents record slippage, assures non-varying speed.

The Custom Super-Phonic.
Model HF15E, \$159.95*
In Mahogany, HF15R, \$149.95*

BE SURE TO DEMONSTRATE ZENITH'S PRECISION TURNTABLE SPEED



Let your customer hear the record played at exact recorded speed, as shown by the Stroboscope speed indicator. Then move the control a little fast or slow, making the music flat or sharp. Explain that turntables alone can't be relied on to maintain constant speed. But Zenith adjusts for turntable error...takes the "chance" out of High Fidelity at the start!

**ONE DEMONSTRATION SELLS IT!
Any Comparison Proves Zenith Superiority!**



RADIO

The royalty of television and

Backed by 35 years of Experience in Radionics Exclusively
Zenith Radio Corporation, Chicago 39, Illinois

**Use the great Zenith Friendship Franchise —
CALL YOUR ZENITH WHOLESALE MAN NOW!**

*Manufacturer's suggested retail price (subject to change). Slightly higher in Far West and South.

From the Leadership Laboratories of Zenith — Specialists in Radionics — Backed by 35 Years of Know-How



Sizzles This Summer!

RHYTHM AND BLUES HITS!

THE EAGLES "PLEASE, PLEASE"

AND

"TRYIN' TO GET TO YOU"

MERCURY 70391 • 70391X45

A PRETTY GIRL

Any Day Now.....BUDDY JOHNSON...No. 70421

IF YOU DON'T SOMEBODY WILL

This I Know.....ARTHUR PRYSOCK...No. 70414

BLOW YOUR HORN

Hoppy Feet.....RED PRYSOCK...No. 70419

I'VE GOT YOU UNDER MY SKIN

Love Is No Dream.....THE RAVENS...No. 70413

BIG LONG SLIDIN' THING

Can't Love Two.....DINAH WASHINGTON...No. 70392

The Gaylords



"The Little Shoemaker"

AND

"MECQUE, MECQUE"

MERCURY 70403 • 70403X45

The Crew-Cuts



"SH-BOOM"

AND

"I SPOKE TOO SOON"

MERCURY 70404 • 70404X45

COUNTRY AND WESTERN HITS!

IF YOU DON'T WANT IT

Moody's Goose.....THE CARLISLES...No. 70405

WHERE THE SOUL NEVER DIES

Rock Me To Sleep.....CARL STORY...No. 70407

DON'T DROP IT

I'm Just Drifting.....BETTY AMOS...No. 70417

I'M STILL IN LOVE WITH YOU

You'll Understand.....TIBBY EDWARDS...No. 70408



GEORGIA GIBBS

"Wait For Me Darlin'"

AND

"Whistle And I'll Dance"

MERCURY 70386 • 70386X45



THE CREW-CUTS

"Crazy 'Bout Ya Baby"

AND

"ANGELA MIA"

MERCURY 70341 • 70341X45

NEW RELEASES!

BREAKING FOR A HIT!



BOBBY WAYNE

"They Were Doing The Mambo"

AND

"A STRING OF BROKEN HEARTS"

MERCURY 70401 • 70401X45

TWO GREAT SIDES!



DICK CONTINO

"LADY OF SPAIN"

AND

"SQUEEZE BOX BOOGIE"

MERCURY 70420 • 70420X45

THE FAVORITE OF AMERICA'S D.J.S!



DAVID CARROLL

AND HIS ORCHESTRA

"GRANDPA'S ROCKER"

AND

"MINE"

MERCURY 70412 • 70412X45

ANOTHER BIG HIT!



THE LAURIE SISTERS

"DON'T DROP IT"

AND

"OO WA"

MERCURY 70422 • 70422X45

A GREAT NEW VOICE SINGS!



ROCCO GRECO

"DARLIN'"

AND

"HEY CUPID"

MERCURY 70410 • 70410X45

THE "PADRE" GAL!



LOLA DEE

"You're The One"

AND

"Altar Of Love"

MERCURY 70409 • 70409X45





A Great New Side By

RUSTY DRAPER

"Workshop Of The Lord"

COUPLED WITH

"PLEASE, PLEASE"

MERCURY 70415 • 70415X45

Buzzin' For A Hit!



RALPH MARTERIE

AND HIS ORCHESTRA

'Bumble Boogie'

COUPLED WITH

"TANTILIZIN' MELODY"

MERCURY 70406 • 70406X45



MARRIAGE IS A FINE THING

Wedding of Disks and Phonos Gives Mfrs. and Dealers Happy Days

By JUNE BUNDY

Dealers and manufacturers are becoming increasingly aware that, for the best sales results, records and phonos should be merchandised together.

Dealer thinking on the matter was pointed up this month by a Billboard survey, which revealed that more than 60 per cent of all record stores are now selling disks and phonos together in the same department, while 73 per cent of those polled reported that their own record and set buying (from the distributor) is handled by the same person.

The most striking proof of manufacturers' belief in records and sets as an integral merchandising unit was provided last month when RCA Victor introduced its new "Listeners' Digest" plan, designed to help push sales on its 45 r.p.m. players this summer.

The "Digest" plan, which tees off in August with an extensive consumer advertising campaign, promises to shape up as the company's greatest merchandising program since its introduction of the 45 system five years ago.

As previously noted on these pages, the promotion offers customers buying RCA Victor 45 players a free package library of 12 well-known classical works condensed on 10 EP high-fidelity records from full-length recordings by Victor's top artists—Toscanini, Stokowski, Rubinstein, etc.

Victor Models

The offer stands on purchases of RCA's \$39.95 self-contained 45 machine, the \$54.95 portable and the \$54.95 table model. Buyers will also receive a 42-page "musical enjoyment" guide, which contains biographical notes and comments on the artists, composers and selections.

Subsequent "Digest" libraries may be issued at a later date if the initial campaign is a success. Altho the current push is pri-

marily designed to sell machines and disks as a unit, some quantity of the library in special de luxe packages will be made available, but at a cost of \$39.95, which is the exact cost of the cheapest player offer.

Victor's long-range object with the "Digest" is to create increased consumer interest in classical records and ultimately create a new market for the recorded classics in their original length.

In line with this, it is interesting to note that when RCA and Columbia brought out 45 and 33 speeds back in 1949, many dealers were convinced that the new speeds would ruin their business.

In actual fact, of course, the effect was exactly opposite. Record sales have increased steadily every year since, with package sales accounting for more and more of the dealers' gross.

Start in 1949

It was in 1949 also that manufacturers first evinced serious interest in merchandising records and phonos as a unit. During the last five years both RCA and Columbia have engineered several combination record-set promotions to help dealers push 45 and 33 platter and player sales.

In 1951, for instance, RCA set up a bonus book plan, whereby customers purchasing a 45 attachment received \$6 worth of 45 records free. The bonus operation was spread over a six-month period, with customers allowed to select one free 45 record each month from the dealers' current release catalog, thereby bringing him into the dealer's personal sales range monthly.

This "comback habit" gimmick was patterned after RCA's "Victor Record Society" plan, which helped lift lagging disk sales back in the late 1930's.

Columbia

Columbia has staged similar promotions for 33, most recent being its giveaway of a 10-inch LP album with every sale of the

Model 105 LP player attachment last fall. If RCA's "Listeners' Digest" works out as hoped, it is highly probable that Columbia and other manufacturers will announce package-library plans of their own.

It is also probable that RCA's classical "Digest" concept may be expanded to cover other musical areas—jazz, children's, etc.

Meanwhile, dealers have already begun to explore the profit possibilities of record-phonos promotions, both independently and in co-operation with phono manufacturers.

Last month, for instance, Liberty Music Shops in New York offered to give away \$29.74 worth of 12-inch LP's with every purchase of a \$198.50 Magnavox hi-fi console, and \$23.80 worth of LP's with every purchase of a \$119.50 Magnavox hi-fi table phono.

However, the basic sales compatibility between record and phonos is by no means dependent upon the giveaway principle. The real need is for dealers to strive toward a better understanding of the key role phono sales can and do play in making a lifetime record customer out of the set buyer.

Dealer Responsibility

It's the dealer's responsibility to see that the customer not only buys a set, but also take home enough "good" records ("good" meaning those he personally prefers) to keep him playing the machine until he develops a regular listening habit.

If he takes home a group of indifferently selected disks—or, even worse, the phono alone—chances are the set will soon be regarded as just another piece of furniture rather than rated along with radio and TV as an integral part of the family's home-entertainment facilities.

Before, during and after the set sale, the customer's musical preferences are of prime importance. The first thing a dealer should ask a prospective set buyer is what type of music he likes, so he'll be able to select exactly the right record to use as a demonstrator. It's difficult to close a sale while a customer is listening to music which irritates his nervous system.

Special Demos

On the higher priced hi-fi sets, where quality of reproduction is a key selling point, selection of the demonstration record is particularly important. Mercury Records recently gave dealers a hand here. The firm has made up a special seven-inch LP demonstration platter which features recorded excerpts from those selections deemed finest quality-wise in Mercury's hi-fi catalog.

Since the cost to dealers is only 10 cents a record, many stores are giving away the demos to hi-fi customers as purchase-bonuses. Other labels also have hi-fi demo items.

As soon as a set is sold, dealers should be prepared to follow up with helpful suggestions on building a basic library, taking into consideration the music the customer likes and his favorite artists, the make and price-range of the phono purchased.

It would be a good idea for dealers to work up several basic types of libraries in advance, so that with a few substitutions they could be offered to prospective buyers on the spot.

Reference Lists

There are many excellent reference lists of library "musts" in the classical field—The Saturday Review of Literature, The New York Times' annual disk book and David Hall's "Record Guide" among others—while standard pop catalogs and The Billboard's weekly charts should provide useful information on current releases in all fields.

These libraries might be offered at a slight discount with phono purchases, or the entire cost could be added on to the set's list price, either on a cash basis or as part of the time payment schedule (if any) on the phono.

If the phono customer has children, it is always a good idea to plant the thought that a child should own his own phonograph. If he balks at the additional expense, it can be truthfully pointed out that manual players are not only cheap but actually preferable, since children like to play

Basic Specifications Of Phonographs And Tape Recorders

ADMIRAL

3800 Cortland, Chicago 47, Ill.

Model: 3-G18
Design: Portable
Price: \$69.95
Specifications: 3 speed changer, 6" speaker

Model: 4-D28
Design: Portable Hi-Fi
Price: \$99.95
Specifications: 3 speed changer, 2 speaker system

Model: 4-C26, 4-C27
Design: Table Hi-Fi
Price: \$119.95, \$129.95
Specifications: 3 speed changer, 2 speaker system

Model: 5-M36, 5-M37
Design: Chairside Hi-Fi
Price: \$149.95, \$159.95
Specifications: 3 speed changer, 2 speaker system, 7 1/2 watts amplifier

Model: 5-D32
Design: Table
Price: \$79.95-\$89.95
Specifications: 3-speed changer, one 6" speaker

Model: HF6, 7, 8
Design: Console
Price: \$795 to \$845
Specifications: 3-speed changer, 15 watt amplifier, FRR: 30-17,000 cps, ceramic cartridge, 15" woofer and high frequency driver and horn

AMPEX

934 Charter St., Redwood City, Calif.

Model: 300-C
Design: Tape recorder
Price: \$2,046
Specifications: Console

Model: 300-R
Design: Tape recorder
Price: \$1,951
Specifications: Rack type (less rack)



This new table model high-fidelity phonograph (4C27) is one of three new hi-fi models added to the Admiral Corporation's 1955 line. Unit is equipped with three-speed changer, turn-over cartridge, two-speaker system and automatic shut-off. List price is \$129.95.

Model: 300-S
Design: Tape recorder
Price: \$2,063
Specifications: Portable (two-cases)

Model: 300-2C
Design: Tape recorder
Price: \$3,504
Specifications: Stereophonic (2-channel) console cabinet

Model: 300-2R
Design: Tape recorder
Price: \$3,311
Specifications: Stereophonic (2-channel) for rack mounting (less rack)

records over and over again and handle the disks themselves.

Kid Market

A basic library package of children's records, coupled with one of the kid phonos on the market today, should have particularly strong sales appeal, in that adults usually buy sets as a gift for youngsters, and a record-library package should make the gift just that much more attractive.

To sum up, there are many ways whereby a dealer can strengthen his co-ordination of set and record sales, most important being to first determine a customer's musical preferences. In addition to the direct selling techniques, many dealers carry the co-ordinated sales plan into their other promotion activities.

Smart retailers include set literature in every wrapped disk purchase, and of course, immediately add new phono buyers' names down on the store's direct mail list.

It's also a wise dealer who compares notes with local furniture stores; so he can offer phono customers advice on cabinet stylings in relation to the rest of the furniture in a room and make useful suggestions as to record storage arrangements.

Model: 301-C
Design: Tape recorder
Price: \$2,184
Specifications: Console

Model: 301-R
Design: Tape recorder
Price: \$2,090
Specifications: Rack recorder (less rack)

Model: 301-S
Design: Tape recorder
Price: \$2,200
Specifications: Portable (two cases)

Model: 305-C
Design: Tape recorder
Price: \$2,321
Specifications: Console

Model: 305-R
Design: Tape recorder
Price: \$2,228
Specifications: Rack recorder, less rack



Capitol Record's Bozo kiddie phono manufactured by Herold and a str-seller each year.

Model: 305-S
Design: Tape recorder
Price: \$2,338
Specifications: Portable

Model: 350-C
Design: Tape recorder
Price: \$1,315
Specifications: Console

Model: 350-R
Design: Tape recorder
Price: \$1,205
Specifications: Rack type (less rack)

Model: 350-P
Design: Tape recorder
Price: \$1,293
Specifications: Portable (2-case)

Model: 350-2P
Design: Tape recorder
Price: \$1,953
Specifications: Stereophonic (2-channel) portable

Model: 350-2R
Design: Tape recorder
Price: \$1,865
Specifications: Stereophonic (2-channel) rack type, less rack

Model: 350-3P
Design: Tape recorder
Price: \$2,514
Specifications: Stereophonic (3-channel) portable



The Capelhart portable phono (model 23TP35BNL), shown above, lists \$74.95. It is part of Capelhart's new hi-fi line, which also includes three phono-radios and five phono consoles.

Model: 350-3R
Design: Tape recorder
Price: \$2,393
Specifications: Stereophonic (3-channel) rack type, less rack

Model: 352-C
Design: Reproducer
Price: \$935
Specifications: Console reproducer only

Model: 352-R
Design: Reproducer
Price: \$908
Specifications: Rack type reproducer only, less rack

Model: 450-T
Design: Reproducer
Price: \$875
Specifications: Table-top console, automatic reversal

Model: 450-C
Design: Reproducer
Price: \$979
Specifications: Full height console, automatic reversal

Model: 450-R
Design: Reproducer
Price: \$743
Specifications: Rack type (less rack), automatic reversal

Model: 450-P
Design: Reproducer
Price: \$825
Specifications: Single case portable, automatic reversal

(Continued on page 38)

2 NEW LOW COST High Quality Performers!



Model 2601

• A super-engineered, low cost, portable phonograph everyone likes. You will like it, too, the first time you hear it! Gives amazing concert quality reproduction of voices and instruments! Comes complete including 3-speed "INTERMIX" record changer with automatic shut off. One of 7 phonos in the complete CRESCENT line built for every purse and purpose.

rescent
HI-FI
Portable Phono

only
\$99⁷⁵

complete with full fidelity cartridge

• Two matched 5 1/4" speakers for full frequency response • Full sound coverage for any size room • 3 tube amplifier with twice usual power, no distortion • Separate treble, bass, volume for complete frequency control.

rescent
HI-FI, 2-SPEED
Tape Recorder

• Dual, 6" high fidelity speakers • Low distortion 3 watt amplifier circuit • Dual track recording • 3 1/4 IPS or 7 1/2 IPS recording speeds • Up to two hours recording time • Fast forward and rewind • Simple operating controls

• It's the talk of the industry! Unsurpassed for simple, convenient operation! Full fidelity built in for life-like recording with play back indistinguishable from original voice or music! Magic eye recording indicator helps prevent recording failure! One of 3 CRESCENT models to meet all needs.



Model 2900

only
\$149⁵⁰
complete

Write for Information

CRESCENT INDUSTRIES, INC.

5900 West Tenth Avenue

Chicago 31, Illinois

Customer Satisfaction GUARANTEED*

by **Motorola** on this...
Masterpiece Table Model
with "FULL-CIRCLE SOUND"

for the world's first All-Directional
High-Fidelity Reproduction!

Two fine speakers, mounted over special baffle in base of cabinet, direct the sound down and out on all sides to produce true FULL-CIRCLE SOUND. Motorola guarantees satisfaction with 10-day customer return privilege. Turnover cartridge, 3-speed changer, automatic turnoff. Mahogany or blond. Model 54HF1.

\$139⁹⁵

BLOND SLIGHTLY HIGHER



...and guaranteed on this
Masterpiece Console

Guaranteed High-Fidelity at a
price never before possible

Balanced hi-fi components in de luxe cabinetry — at a price made possible only by Motorola precision production. Motorola guarantee with ten-day customer return privilege. 15" speaker, plus tweeter. Turnover sapphire cartridge. 3-speed changer. 5 tubes plus rectifier. Mahogany or blond. Model 64HF1.

\$199⁹⁵

BLOND SLIGHTLY HIGHER

*"Everything
the Ear
Can Hear"*

MOTOROLA'S TWO POPULAR-PRICED PHONOGRAPHS



Sonata
Radio-Phonograph

New 1955 version of popular radio-phono combination. Improved 3-speed changer. New Sonogap cartridge. Rich walnut finish plastic cabinet. Model 53F2.

\$99⁹⁵

Playmate
3-Speed Portable

New luggage-type going-places portable, styled for the youth market, engineered for ruggedness and performance, priced to sell. Model 34F1.

\$79⁹⁵

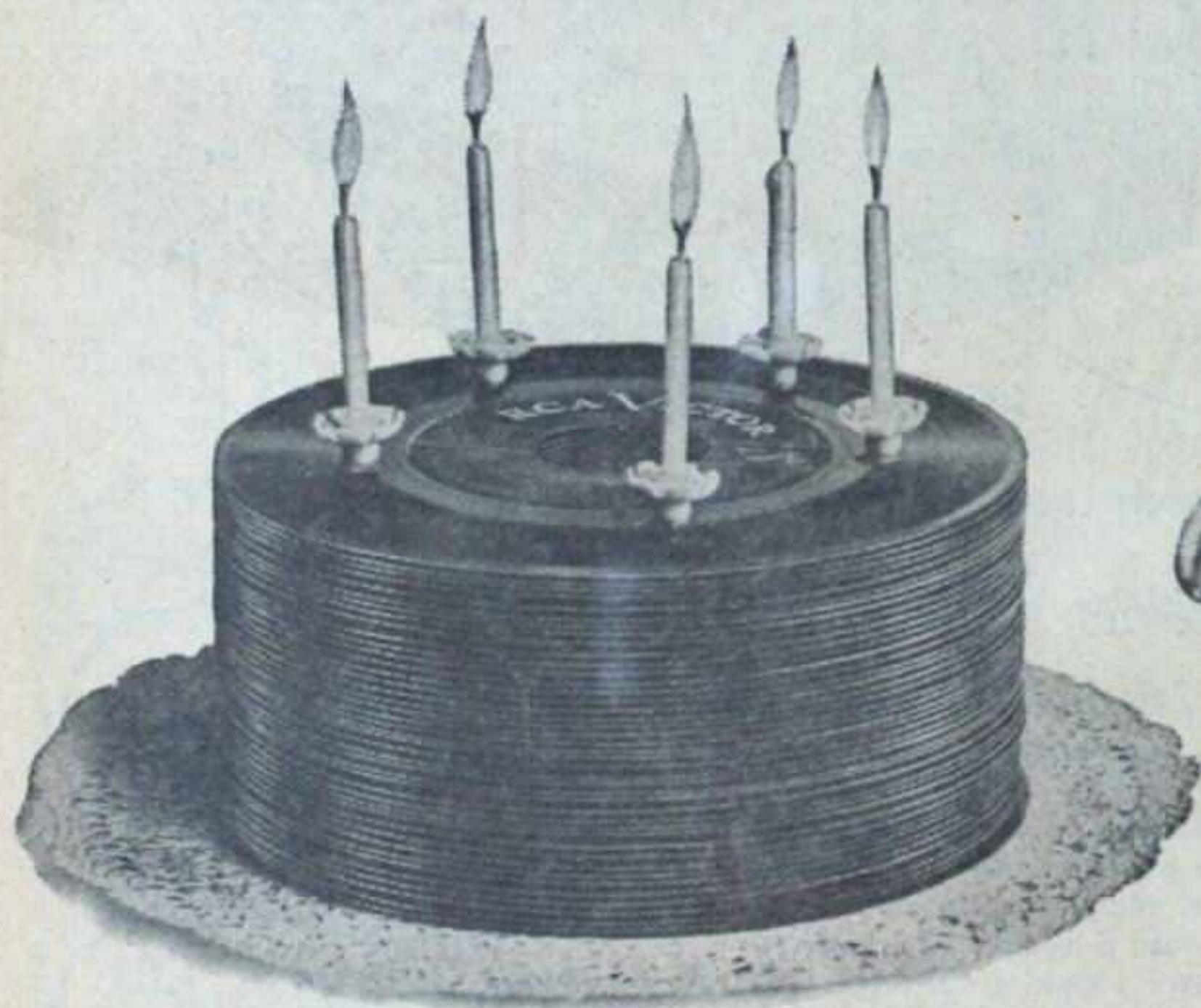
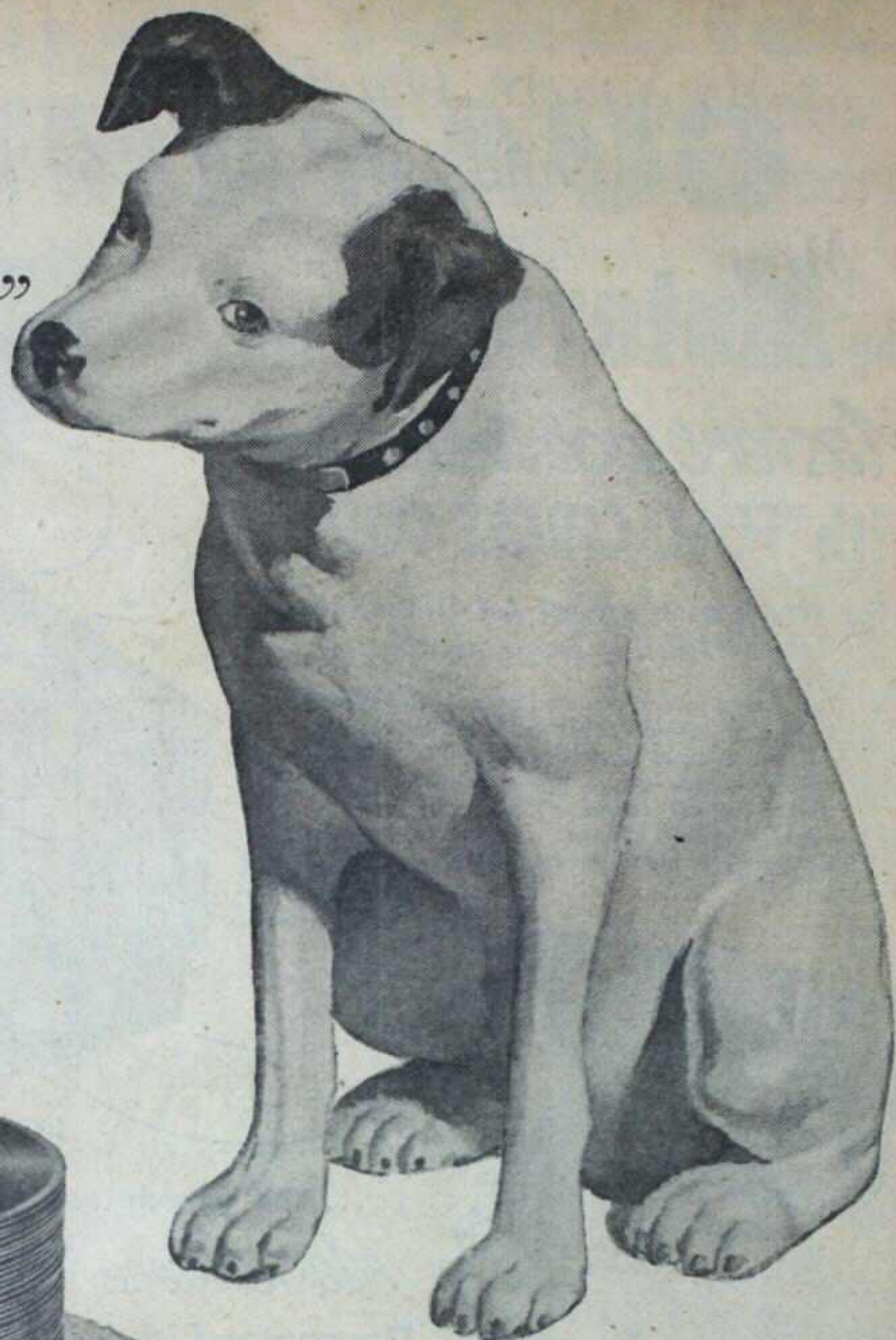


* Motorola guarantees your customer complete satisfaction with the exceptional performance of its Masterpiece high-fidelity phonographs. Motorola backs up this guarantee with a ten-day customer return privilege.

Better See Motorola

All prices include Federal excise tax. Slightly higher South and West except Console Model 64HF1. Subject to change without notice.

*the
5th Birthday
of RCA Victor "45"
brings many
happy returns
to you*



Help us make merry

at a Gala Dealer Party

Hear RCA Victor's exciting "New Orthophonic" High Fidelity recordings. See RCA Victor's newest radio and "Victrola" phonograph models. And pick up your special invitations for RCA Victor's big "45" birthday celebration (before Wednesday) in Dining Room 14 at the Palmer House.

RCA VICTOR RECORD DIVISION

RCA VICTOR RADIO AND "VICTROLA" DIVISION

OF THE RADIO CORPORATION OF AMERICA



*My Sincere Thanks
and Best Wishes to the
Music Dealers of America...*



THERE NEVER WAS A NIGHT SO BEAUTIFUL

HIT AND RUN AFFAIR

WANTED

LOOK OUT THE WINDOW

PERRY COMO

ROA VICTOR Records

Direction

GENERAL ARTISTS CORPORATION

NEW YORK • CHICAGO

BEVERLY HILLS • CINCINNATI • DALLAS • LONDON



Music's Fall Drive To Cover All 'Fi's'

• Continued from page 1

ning to only 7 per cent. Returns are far higher from independent distributors than from the chains. Bell now considers itself sufficiently well entrenched in the record industry to raise its price to 39 cents, try an 89-cent line and move into LP and EP production. (See separate stories in Music department.)

Rack jobbers, middlemen who distribute key items from any and all labels to outlets which have heretofore not handled records or to outlets which have not promoted records, created quite a trade stir a little over a year ago when they moved into some key Eastern territories.

Since then, not much noise has been made by these sub-distributors who sell plenty of records thru food and drug chains, but at least a dozen of them in as many markets are solidly entrenched and moving plenty of merchandise.

Food Chains

There are many trade observers who believe that the lessons learned by the supermarkets which have utilized the rack jobbers' services have led these food chains into selling phonographs and other electrical appliances. A recent report by the Standard Factors Corporation notes that two sales-financing companies have started working with three supermarkets which are experimenting in installment selling of appliances, phonographs and other higher-priced hard goods. Results are reported "encouraging."

The mail order selling of records has taken several setbacks (Columbia Records' club, "pitch" selling on radio and TV, etc.), but the plans being made by the Book of the Month Club surpass anything that's been tried before in this field. BOM is ready to record for itself and is also seeking to buy for resale the products of regular record manufacturers.

Perhaps the most dramatic new development is the RCA Victor "Listener's Digest" merchandising program of records and phonos as a single unit. This type of

record-phonos selling is already expected to stimulate similar packages from other competing record and phonograph manufacturers.

Competitive Challenge

Dealers are finding that they cannot meet the new competitive challenge with inactivity. In order to reap the most profit from the growing public awareness of music they are adopting, whenever practicable, those policies best suited to modern retail operation.

In this matter the individual dealer is feeling his way and is being guided by economics and local conditions. He is weighing, for example, the advantages of self-service, and measuring the cost of such installation against the fact that well-designed layouts of this type have already proved inviting to the shopper.

Few dealers are overlooking the necessity of carrying wider inventory. Tape is one of the obvious items. Diamond needles, tables, component parts and costlier accessories are being added.

Of top priority in inventory planning is the matter of carrying an extended line of phonos by those record dealers who have heretofore handled only limited quantities of such equipment, and vice versa, those phono outlets which have tended to disregard records are re-appraising their philosophy. This, of course, is dictated by the growing unity of the phono and record fields.

Traditional merchandising procedures, of course, are being revitalized. These include greater use of point of sales promotion, mailings to selected customer lists, tie-ins with radio disk jockeys and TV shows, among other sales builders. Finally, service—one of the most effective methods of building sales—is being maintained by many dealers at a consistently high level.

Few dealers are following thru on all these steps overnight, but so many have already gone so far that the way the challenge must be met is clear to all.

Flush Crowds Rush If Albums Are Plush

• Continued from page 1

EP's, cost \$24.95. More than 114,000 packs were sold. Columbia's experience with its Benny Goodman taped concert on disks also topped the 100,000-sales mark.

From the point of view of the manufacturer fighting for exposure of his product among the thousands of packages offered to dealers, the fat pack with its expensive artwork is almost certain to get favored display attention.

Currently many retailer windows have in their center spots either London's complete edition of the Vaughan Williams symphonies, Mercury's "Nutcracker" ballet, or Vox's "La Stravaganza." All comfortably sell at bonus prices.

A short while ago the Liberace velour-trimmed easel album of two 10-inch LP's held the spotlight. This was a package that could be listened to and then placed on a mantle as a mounted photo of the grinning pianist. At an \$8.95 list, Columbia has already moved some 29,000 packages.

Columbia's practice, generally, has not been to price its plush product at premium levels. In some cases, extra charges are made for librettos or descriptive booklets. Prime exception is the literary series of readings by famous authors and poets—12 LP's for \$100.

Price Problem

Some other companies have tackled the pricing problem differently. Victor's set of the nine Beethoven symphonies (Toscanini-NBC) listed at \$52.40 for seven LP's. Its edition of the four Brahms symphonies, on three LP's, carried a \$24.95 price tag. Normal price for three 12-inchers would have been just over \$17.

Decca, in its rather infrequent forays into the bumper set arena, has trimmed prices rather than increased them. A five-LP set of Beethoven sonatas listed at \$25, a bargain, rather than five times \$5.85. And the complete musical

score was included at no extra cost.

Capitol hit the jackpot with a specially-pressed edition of a high-fidelity disk, together with detailed notes on the production and phonograph reproduction of sound. This, at \$6.75 for one LP, in a special box, sold more than 35,000 copies.

Glamor Content

Perhaps the prime stimulus behind this concern with the trappings of a record album is the desire to invest the flat disk with some of the glamor of its content. Recently formed Angel Records has demonstrated the soundness of this concept with its factory-sealed package, a de luxe job that lists at \$1 more than a plainly sleeved set holding identical records. The more expensive sets are outselling the thrift units at an overwhelming rate.

And Victor now is in the process of dressing up its label, also with the purpose of slicking up the flat hunk of vinyl. After years of experimentation it has at last found a way of printing labels in four colors with ink that will hold up under the pressing procedure. And the dog itself is now bigger.

As the industry trends towards self-service, the attractiveness of the record, and the package that contains it, may often spell the difference between profit and loss for a new release.

Ork Hikes 600 Miles For U. S. Embassy Date

LONDON, July 10.—A seven-piece British band hiked 600 miles to play an Independence Day Ball for the American Embassy in Luxembourg this week. The ork, jointly led by Bernard Ebbinghouse and Tony Kaye, was booked on recommendation of Continental deejay Dick Norton, on whose program the leaders later appeared.



1 call puts all 9 at your service

RCA Victor's famous "ONE CALL" SERVICE offers you tremendous value... ask any of the hundreds of independent commercial record companies now using RCA Victor custom made phonograph records. They will tell you—only at RCA Victor are you assured of unbeatable quality recording, processing and pressing at lowest possible costs.

Glance at the dial at the top of this page—see the "Big Nine" services you receive only at RCA Victor—then pick up your phone and call the nearest RCA Victor office for fast, competitively priced "ONE CALL" SERVICE.



RCA VICTOR
custom record
sales

Radio Corporation of America • RCA Victor Record Div.

NEW YORK: JUdson 2-5011
630 Fifth Avenue, New York 20, N. Y.

CHICAGO: WHItchall 4-3215
445 No. Lake Shore Dr., Chicago 11, Ill.

HOLLYWOOD: HOLlywood 4-5171
1016 No. Sycamore Avenue,
Hollywood 38, Cal.

TM&©

Moving up fast!

TONY MARTIN

Angels in the Sky

Boulevard of Nightingales

20/47-5757

a "New Orthophonic" High Fidelity Recording



Attention: All Music Retailers

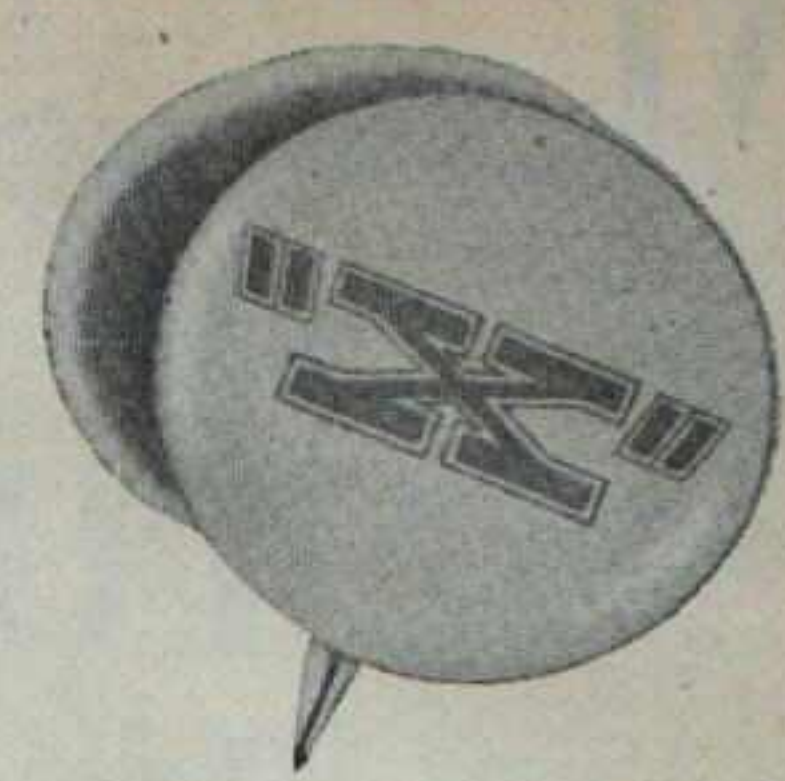
Hear this and other

RCA Victor Record Hits while you're
at the show.

RCA Victor Headquarters, Dining Room 14,
The Palmer House

RCA VICTOR
FIRST IN RECORDED MUSIC





CHECK through this complete list of

X and GROOVE

RECORD HITS



X POPULAR RECORDS

- True Love and Tender Care... You Can't Buy Happiness... All I Wanna Do... That's the Way Love Goes... Deep Blue Sea... Melancholy Me... You Told Me To Go... You're So Much A Part of Me... Strike A Match... Trumpet Sorrento... I Complained... Angel Bells... Impossible Motion... The Things I Love... No Love Will Be Real... Qu'est-ce que c'est... Back Home Again in Indiana... That Silver-Haired Daddy of Mine... Meadowlark... Hot Dog She's Mine... Slaughter On Tenth Avenue... I Don't Know... Half As Lonesome... Ondine... Happy Birthday... Georgia on My Mind... You Can Betcha Life

- Who's Gonna Be at the Door... Ou-Cafonie... I Can't Smoke You Out of My Heart

X COUNTRY-WESTERN

- I-Yi... Swami-Mooh-Lah... Don't Drop It... I Wish I Had Trusted Jesus... I Was Only 17... I Was Standing In the Station... I Traded My Heart for His Gold... The Mirror Cross the Bar... The Hydrogen Bomb

X VAULT ORIGINAL ALBUMS

- Jimmy Yancey... Rex Stewart and His Orchestra... Jimmy Lunceford and His Chickasaw Syncopators... Ben Pollack and His Orchestra... Benny Moten's Kansas City Jazz... Eddie Condon's Hot Shots... Johnny Dodds' Washboard Band... Original Dixieland Jass Band... Jelly Roll Morton's Red Hot Peppers... Backgrounds of Jazz... Fletcher Henderson and His Connie's Inn... Wingy Manone... Mezz Mezzrow's Swing Session

- Backgrounds of Jazz, Vol. 2... Jean Goldkette and His Orchestra... King Oliver's Uptown Jazz... Harlem In The Twenties, Vol. 1

GROOVE RECORDS

Rhythm and Blues

- Day Old Bread... Please Tell Me... No Dice... Just Whisper... Women Are the Root of All Evil... Lost Jawbone... Too Long... The Tout... Holding On... Where Is My Honey... Go, Mama, Go... Little Things Mean A Lot

- Decatur Street Blues... It Should Have Been Me... Candy... She's Got No Hair... Sentimental Blues... Dead Broke... You'll Never Be Mine... My Pinch Hitter... I Gotta Know... No Help... I'll Never Be Free... Straighten Up Baby... Callin' Moody Field... You Can't Stay Here... Fall On Your Knees and Pray... Hold Me Baby

X POPULAR ALBUMS

- Ben Light Salutes the States... Presenting Red Norvo... Bill Darnel Sings For You... Irving Berlin Waltzes... When Day Is Done... South of the Border



Tape Recorder Manufacturers

- Ampex Corporation**
934 Charter Street
Redwood City, Calif.
- Amplifier Corporation of America**
398 Broadway
New York 13
- Ampro Corporation**
2835 N. Western Avenue
Chicago 18
- Bell Sound System**
555 Marion Road
Columbus 7
- Berlant Associates**
4917 W. Jefferson Blvd.
Los Angeles 16
- Brush Development**
3405 Perkins Ave.
Cleveland 14
- Crescent Industries**
5900 W. Touhy Ave.
Chicago 31
- Crestwood Recorder Corporation**
221 N. LaSalle Street
Chicago
- DuKane Corporation**
St. Charles, Ill.
- Ectro, Inc.**
Delaware, O.
- Eicor, Inc.**
1501 W. Congress Street
Chicago 7
- Fairchild Recording Equipment**
154th Street & 7th Ave.
Whitestone, N. Y.
- Federal Manufacturing & Engr.**
213 Steuben Street
Brooklyn
- Galifone Corporation**
1041 N. Sycamore Ave.
Hollywood 38
- Hallen Corporation**
3503 W. Olive
Burbank, Calif.
- International Radio & Electronics**
South 17th Street & Mishauska
Road
Elkhart, Ind.
- Kinevox, Inc.**
Kinevox Bldg.
116 S. Hollywood Way
Burbank, Calif.
- LaBelle Sales Corporation**
Oconomowoc, Wis.
- Magnacord, Inc.**
225 W. Osio Street
Chicago 10
- Magnaasync Mfg.**
5517 Satsoma Ave.
N. Hollywood
- Magnetic Recording Industries**
30 Broad Street
New York 4
- Masco Sound Systems**
32-28 49th Street
Long Island City, N. Y.
- Movie-Mite Corporation**
1105 Truman Road
Kansas City, Mo.
- Pentron Corporation**
221 E. Cullerton
Chicago 16
- Presto Recording**
P. O. Box 500
Hackensack, N. J.

- Speak-O-Tone Recording & Equip.**
23 West 60th Street
New York City
- Stancil Hoffman**
1016 N. Highland Avenue
Hollywood
- Synchromatic Products**
995 Broadway
Bayonne, N. J.
- Telectrosonic Industries**
35-16 37th Street
Long Island City, N. Y.
- Three Dimension**
3512 N. Kostner Ave.
Chicago 41
- Victro Animatograph**
Davenport Bank Bldg.
Davenport, Ia.
- V-M Corporation**
Benton Harbor, Mich.
- J. C. Warren Corporation**
21 Hanse Ave.
Freeport, N. Y.
- Webster-Chicago**
5610 Bloomingdale
Chicago 39
- Webster Electric**
Racine, Wis.



The Ekotape model 205 tape recorder weighs only 28 pounds. It has two playing speeds—three and three quarter inches and seven and one half inches per second. One central control determines tape speed and direction, while an automatic interlock on the record-listen switch prevents accidental erasure of tapes.

- Westrex Corporation**
6601 Romaine Street
Hollywood 38
- Wilcox-Gay Corporation**
Charlotte, Mich.

Tape Industry's Rapid Growth

Continued from page 17

volume in 1953 was \$76,750,000. The projected figure for dollar sales in 1954 is set by industry leaders at \$111,000,000.

Another segment of the industry, which by no means should be ignored in the final dollar volume statistics, is the sale of tape itself. In 1952 dollar volume in tape was \$6,000,000, and in 1953 it was \$8,000,000. The projected sales for 1954 are expected to be \$9,600,000. Adding this to the total of set sales for 1954 brings the industry total dollar volume to a whopping \$120,600,000.

Only as far back as September, 1953, the number of manufacturers of tape recorders was estimated at 40. Industry figures of one month ago set the figure at 68. In the last month several other manufacturers have stepped into the field with new units, thus making the total closer to 75 or 80.

In September it was estimated that 13,000 retailers of all types were handling tape recorders. Today, altho a figure is not available, it is estimated that the number may have doubled or even tripled.

Foreign Firms

Several foreign manufacturers, the bulk of which are centered in Germany, have indicated or have already started to negotiate for sale of their units in this country.

The big break in the trade is expected in the home unit sale, and this in the very near future. Manufacturers are definitely spending more time and money making the units acceptable pieces of furniture for the home. The break, however, is dependent upon how soon, and in what quantity, good quality pre-recorded tapes will be available on the retailers' counters.

Evidence of the relative proximity of the boom is the recent rush of manufacturers into the recorder business and the recently published notices by several of the large recording companies that they definitely have plans to market pre-recorded tape. Other major record companies have evidenced their interest in the field, and they have begun investigations on the advisability of marketing pre-recorded tape.

Opinions Differ

Altho a recent statement by an official of the Capehart-Farnsworth Company indicated that "tape will replace records to a significant degree in about three years," reports from the other segments of the industry claim otherwise.

An official of Minnesota Mining and Manufacturing says that tape is primarily a long-playing medium, besides which, tape cannot as yet compete in price with disks. He also felt that record manufacturing officials now understand that tape, rather than being competitive with disks, is now an additional and new market.

Among the many firms now issuing pre-recorded tape are A-V Tape Libraries, New York; Tape Recording Industries, Lansing, Mich.; Concertapes, Chicago; Tempo Tapes, Hollywood; Hack Swain Productions, Sarasota, Fla.; Webcor, Chicago; Audiosphere, Livingston, N. J.; Morrison Studios, Seattle, and RCA Victor Records.

The following firms have indi-

ated plans for entry into the tape field: Columbia Records, soon; Pentron Corporation, reported as going ahead with plans; Westminster Recording Company, and Folkaway Records. Many other recording companies are known to be planning releases.

'Functional' Music

The situation in the field of background or "functional" music finds many new items of interest. Capitol records has leased its entire transcription catalog to Magnatronics for distribution. A-V Tape Libraries have announced an expansion program and the advent of a rental basis for its eight-hour tapes.

Magnacord has formed a subsidiary to provide machines and music for industrial use with the RCA library. Mizak and others are dickering for the industrial trade and home markets in background tapes.

Retailers, as well as manufacturers (both record and recorder), feel that the high-fidelity fan tops the potential audience for pre-recorded tapes. Second in line is the home user who intends to build a permanent library of musical scores and works.

Currently, sets are being manufactured with built-in radios in order to cash in on the radio replacement market which accounted for over 7,000,000 radio sales last year, exclusive of car radios. Once these people buy sets, they automatically become potential customers of pre-cut tapes.

No Deterrent

That engineering and industrial progress will continue despite objections from people on many trade levels is certain. That this progress may make major changes in the record and recording equipment market which now exists is quite possible. But the progress cannot and will not be stopped.

It remains, therefore, that the dealers, distributors and manufacturers who are ready to take advantage of the changing and growing market for recorded music and equipment are the same people who will reap the benefits of the progress.

It behooves all, however, to make the change as orderly and beneficial as is possible. Meanwhile, there is money in tape and tape equipment—for those willing to go after it.



Crescent Industries has added a new high fidelity tape recorder to its line. The unit, which lists at \$149.50, contains both playing and recording speeds, two speakers, plus "magic eye" recording level indicator.



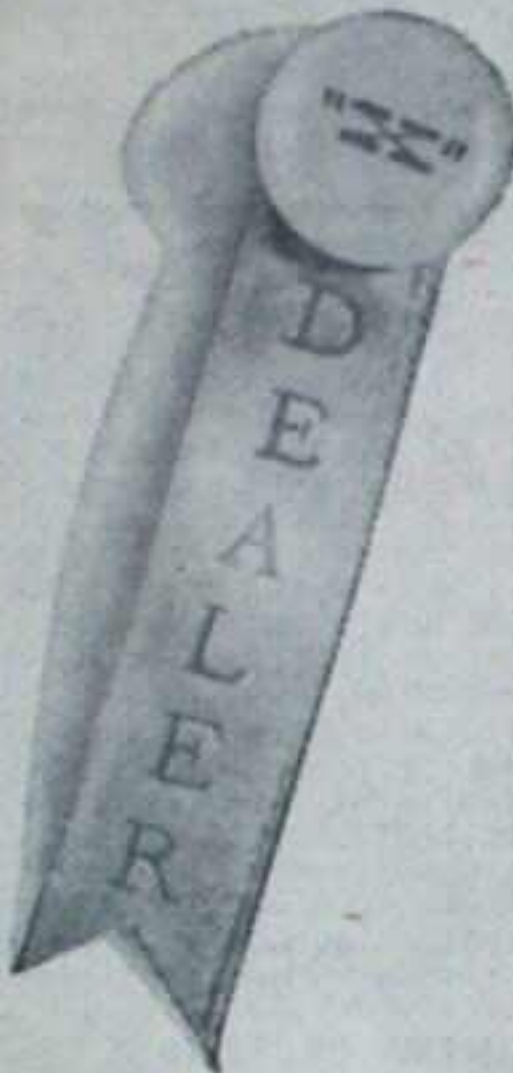
One of two portable magnetic tape recorder-playback machines introduced to the high fidelity consumer market by Magnacord, Inc., the M-33 (shown above) lists at \$329. The 35-pound portable has a built-in amplifier.

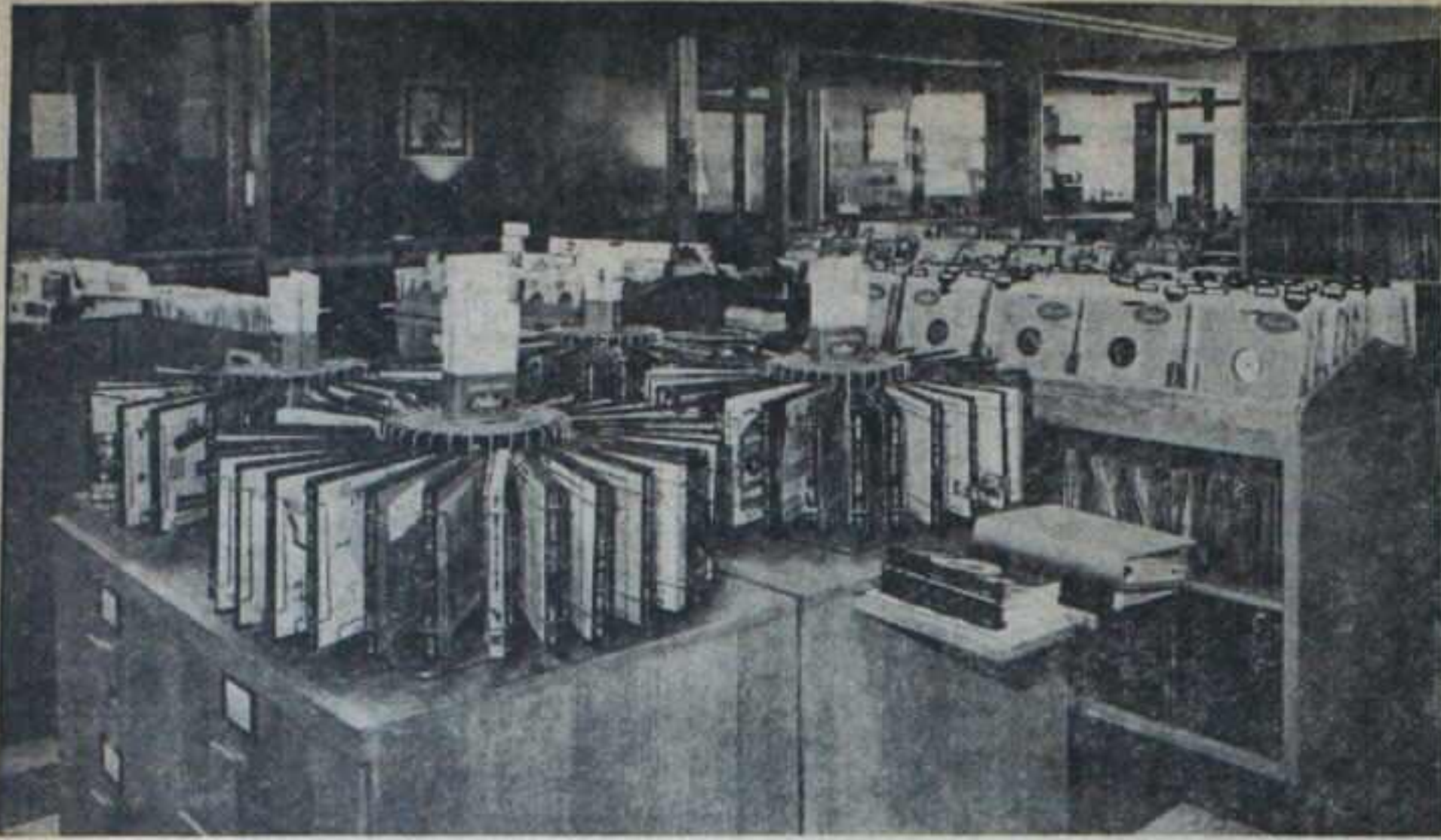
- Projectograph**
23 Church Street
Oshkosh, Wis.
- Radio Corporation of America**
Camden, N. J.
- Rangertone, Inc.**
73 Winthrop Street
Newark 4, N. J.
- Reevesound**
35-54 36th Street
Long Island City, N. Y.
- Revere Camera**
320 E. 21st Street
Chicago 16
- Shure Brothers**
225 W. Huron Street
Chicago 10

Products of Radio Corporation of America

GROOVE RECORDS

CHECK
IN AT
"X" AND GROOVE
HEADQUARTERS
DURING THE CONVENTION.
ROOM 975...
AT THE PALMER HOUSE





The wide-open view of just some of the display racks shows the amount of stock which can be handled in a small amount of space. The shop photographed here is the Record Rendezvous in Cleveland, which adheres closely to the newer principles of self-service and self-selection. Display fixtures are from the Freedman Aircraft Engineering Company.

Smart Shops Put Records in Full View, Adopt 'Help Yourself' Policy

By JOEL FRIEDMAN

When customers see more, they buy more! That explanation is the basic reasoning behind the mass change to self-service in record stores thruout the nation, a trend that has more than proved its mettle by increasing disk sales far beyond the most imaginative expectations.

The self-service theory of selling, tho comparatively new, has been tried and proved in countless other businesses—food markets, drugstores, variety chains, etc. The modern supermarket by far is the most avid reflection of the self-service principle coming of age.

Its adaptation to the record industry is reflected in the glowing words of countless dealers from coast to coast, among them Music City, Hollywood; Record Rendezvous, Cleveland; Ryall's, Inc., Upper Darby, Pa.; the Denver Dry Goods Company, Denver; Bert's Camera Center, Baton Rouge, La., and many others.

The application of self-service merchandising to the record field differs from similar principles applied to the grocery business. Self-service doesn't necessarily mean a supermarket operation, with no sales clerks and few stock clerks. It doesn't mean back-to-back fixtures, altho most stores refixture to eliminate the clerk aisle and allow for more display.

Exposure Needed

Just as record manufacturers principally require mass exposure of their product via radio, TV and juke boxes, so does the record dealer require mass exposure of his stock. The net result, proven in hundreds of stores thruout the country, has been an increase of

sales in case after case, and the arrival of "impulse buying" to the record industry.

Specifically, what has been accomplished in converting to self-service is illustrated in these plus factors:

(1) Dealers can stock up to 40 per cent additional merchandise by converting the non-productive clerk aisle to "live" sales space.

(2) It creates a more mobile—and therefore a more efficient sales force—which can move with demand instead of being frozen at sales counters.

(3) It frees personnel from the job of handling transactions where selling is not required. In few other fields can a product be as pre-sold as in the record industry.

(4) Store operation is not dependent to any extent on personnel problems, i.e., erratic employee attendance.

Advantages

Of paramount importance, the advent of self-service has made better utilization of store space, a problem that has long been a particular sore spot to record dealers. With the use of modern display racks, dealers can now carry far more stock than they previously could in far less space, and equip their stores in far more attractive fashion.

It is generally agreed that self-service is best operated in good foot traffic locations. Dealers, tho, have found that the use of self-service actually creates additional foot traffic, with window displays playing an important role in this respect. The question of filing an inventory in a record store has been made easier with self-service, because like merchandise can be grouped together and made more appealing at the source of sales impact.

A customer browsing thru a section devoted to classics is apt to discover an album long desired, resulting in what is generally termed the "impulse sale."

Contrary to most beliefs, pilferage does not increase to the degree that has been suspected. Tho of concern to the record dealer, there is better surveillance of a customer and a heightened consciousness of pilferage problems. Even in cases where pilferage is a serious problem, the loss is more than offset by the lower leakage of cash.

What of Singles?

Skeptics pose the query of what to do about singles—how best can they be displayed? While package merchandise constitutes no display problem, single disk sales which account for a dealer's great volume can also be merchandised via self-service thru the same display principle. Record racks denoting the week's Top Ten Tunes, special racks for established standards and frequent grouping of hits by a particular artist can all stimulate single sales.

Of specific importance is the type of listening booth a dealer uses. Open booths, with only a 78 r.p.m. and a 45 r.p.m. player are advised for single disk merchandise. Separate booths for long-play merchandise has been used successfully by many dealers, who reason that the more

expensive LP records warrant the additional attention. In recent months, some dealers have advocated the use of music piped into a long-play booth, with a clerk handling a sample record, and thus holding breakage to a minimum.

Disk Pioneers

All of the major recording companies are currently devoting specific attention toward the promotion of self-service. Capitol Records, a pioneer in the field of self-service merchandising, to date has sold more than 20,000 browser boxes to dealers, and, thru close co-ordination of display manager Fred Rice, continues to design new units in conjunction with many of the major display manufacturers.

RCA Victor has upped its self-service program and is currently merchandising a special 45 r.p.m. display unit completely stocked.

In the final analysis the individual record dealer must be the best judge of how far to go in converting to self-service. There is no set pattern of where to begin, what fixtures are necessary, or specific layout. Self-service can begin with a browser box of records on a counter, or a complete revamping of a store, depending upon the requirements of each dealer.

Whatever the problems and decisions relating to self-service that remain unanswered, it has been found that the basic principle applied to the new theory of selling—that of letting the customer see more—has resulted in a tremendous increase of sales at a lower operational ratio for those dealers who have made the change.



One of Capitol Record's Browser box models for dealers. The table model shown here is mounted on a wrought iron stand.



The modern, low-counter display layout of the record and phono selections of the Stix-Baer & Fuller store in St. Louis shows the advantages of the "spinner" type of album display racks, the use of browser counters and the open, spacious view of the department. Directly behind the record counters are the glassed-in phono and record demonstration rooms.

THOSE LOVELY SALES!

Big Hi-Fi Promotions Up Disks, Equipment

Aggressive high fidelity promotions by dealers this year paid off heavily both in sales on hi-fi records and equipment, and by upping store traffic in general. A report on some of the more enterprising hi-fi promotions staged by dealers across the country follows:

BOSTON

The Boston Music Company staged a three-day hi-fi show last February which featured hi-fi units for every income bracket. Over 1,000 people attended the event, which was heavily publicized in daily newspaper ads and by direct mail.

Representatives from Magnavox, Philips, Webster-Chicago, Capehart, RCA Victor and Columbia were on hand to demonstrate their various hi-fi models. The Webster-Chicago, Magnavox and Capehart models sold the best. One customer purchased an \$850 Philips combination.

Next fall Boston Music will hold its first annual hi-fi music show under sponsorship of a non-profit organization interested in the propagation of music. Patterned after the New York Audio Fair, the show will be under the direction of Lewis Kornfield, advertising manager of the Radio Shack Corporation here, with Harry N. Reizes, managing director of the Audio Fair in New York, acting as consultant.

Over 100 hi-fi exhibitors are expected to participate in the three-day event, which will be held October 22 thru 24. The non-profit group sponsoring it is made up of local radio and TV execs, music critics and the Boston "Pops" conductor, Arthur Fiedler.

NEW ORLEANS

One of the most successful hi-fi shows ever conducted was staged here by the Werlein Store this spring. The week-long affair attracted more than 16,000 people, with 5,100 in attendance on opening day, a Sunday, including guest of honor Xavier Cugat and the city's acting mayor. What's more important the store reports a great many not only came but bought.

With the advent of packaged hi-fi sets in February, 1953, Werlein's began to put sales emphasis on hi-fi, aiming its promotion primarily at the masses, its slogan being "anyone who plays records is a potential customer of hi-fi."

Hi-fi is sold as simply as possible, with technical language under-played and sound itself the main sales agent. In addition to hi-fi, the show kept traffic moving in other departments, and drew inquiries and sales from surrounding towns within a 150-mile radius of the city.

Werlein's extensive advertising and promotion campaign for the affair included 12,000 lines of newspaper ads and gratis editorial space, radio spots, deejay plugs and a door prize gimmick.

The registration list provided by the last named was used by the store as a follow-up listing for its hi-fi direct mail operation.

LOS ANGELES

More than 3,000 people attended an audio exhibit last February at the Penny-Owsley Wilshire store. About 40 manufacturers in all displayed tape recorders, components, speakers and custom TV, with customers afforded an opportunity to compare the various machines on the store's audio comparison panel.

Magnavox phonos and Mitchell record players sold particularly well, while the store greatly expanded its mailing list by asking customers desiring further information on hi-fi to fill out name-and-address cards. Periodic binaural sound demonstrations were staged, along with the second local showing of the Du Mont Duoscopic receiver.

More recently (early part of June) the Southern California Music store here conducted its own hi-fi fair, with emphasis on medium-priced packaged goods. The store reports that response was well spread across the board, with no particular model moving ahead or lagging behind sales-wise.

Medium-priced models featured in the page ad, which launched the event, included Webcor, Mitchell, Stromberg Carlson, Olympic, Hoffman, RCA Victor, and Columbia.

WILMINGTON, DEL.

Willard Wilson expects hi-fi will boost his equipment sales somewhere between a \$50,000 and \$100,000 gross for this year. Wilson emphasizes hi-fi heavily thruout his store, with a special room occupied by nothing but hi-fi sets and components, and a record stock which specializes in full-frequency disks and such "audiophile" records as Cook and Weathers.

Wilson's local ads always sell the store as the town's hi-fi headquarters. He also sponsors a weekly hour of classical music over WFLN, Philadelphia's hi-fi good music FM station. Wilmington numbers a large number of engineering graduates among its citizens, and Wilson opines that this makes it easier to interest the city in hi-fi.

NEW YORK

Manhattan's Liberty Music Shops drew more than 10,000 people to its hi-fi fair last January, in which some 26 manufacturers participated. Six weeks of planning went into the three-day affair, and subsequent sales figures indicate the event has paid off handsomely in sales on components, sets and records.

It's interesting to note that sales on hi-fi sets and components were about evenly divided, in contrast to a year or so ago when components accounted for about 70 per cent of the store's hi-fi trade.

One Little Word that Means
A Lot... *"Thanks"*



*Kitty
Kallen*

Personal Management
BUDD GRANOFF
36 Central Park South
New York City, N. Y.

Currently
**IN THE CHAPEL
IN THE
MOONLIGHT**
and
**TAKE
EVERYTHING
BUT YOU**

Decca 29130 • 9-29130

exclusively



store in
and the
record

Hits Galore in '54

★ IN THE CHAPEL IN THE MOONLIGHT

The Orioles

America's next No. 1
HIT SONG!
JUBILEE #5154



★ Acclaimed the World's Greatest Saxophonist

SIL AUSTIN
"Mr. Ping Pong"

STAGECOACH and VOLLEYBALL



JUBILEE #5153

★ A NEW STAR

PATTI JEROME

TOO YOUNG TO DIE | **JUST A FRIENDLY HELLO**



JUBILEE #5150

★ The Nation's Best Selling LP

PARDON MY BLOOPER

PRODUCED BY KERMIT SCHAFER
LP2 EP5011

NOW PARDON MY BLOOPER VOL. II
LP3 EP5012

★ Coming Soon

THE NOVELTY HIT OF '54

ROAST OF THE TOWN

WILL JORDAN



JUBILEE SP 900

Our thanks to the music dealers of America for your tremendous acceptance of Jubilee Records.

Jerry Blaine

jubilee
RECORD CO., INC. 315 W. 47th St. N. Y. C., N. Y.

on Jubilee !!!

NOW-THEIR GREATEST RELEASE!

Following their smash hit, "MARIE"
and their current best-seller,
"I UNDERSTAND JUST HOW YOU FEEL"

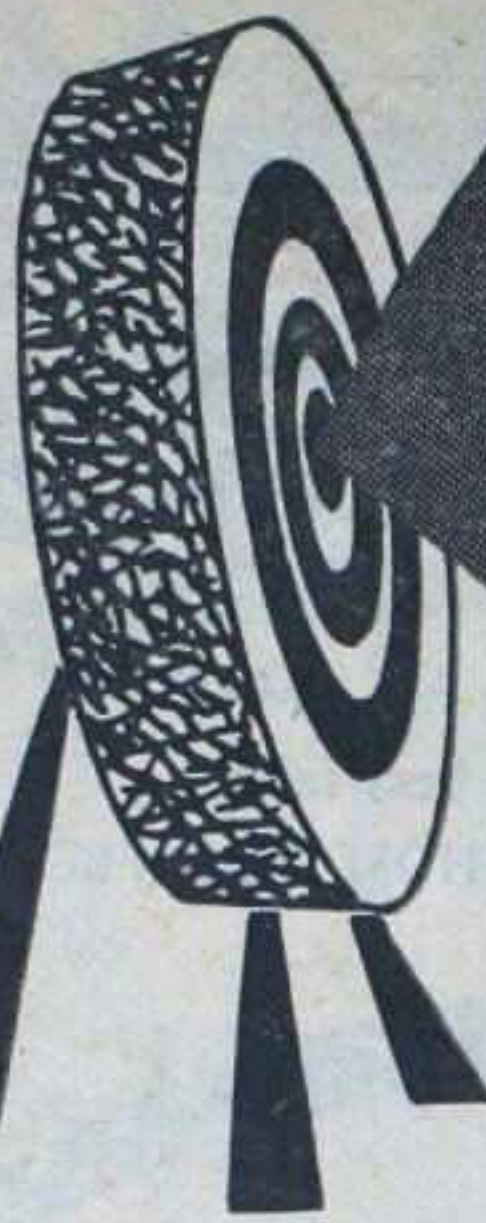
The Four Tunes



THE GREATEST
FEELING
IN THE WORLD

jubilee
RECORD CO., INC. 315 W. 47th St.
N. Y. C., N. Y.

o/w LONESOME
Jubilee #5152



A BULLSEYE EVERYTIME

*Little Miss
Hitmaker*



Teresa Brewer

- MUSIC, MUSIC, MUSIC
- TILL I WALTZ AGAIN WITH YOU
- RICOCHET
- BELL BOTTOM BLUES
- JILTED
- ... and now —

*A Million
Thanks to the
Nation's Music
Dealers —
Gratefully —
Teresa*



SKINNIE MINNIE

Fishtail

CORAL 61197

CORAL RECORDS
America's Fastest Growing Record Company



**THANKS! MUSIC
MERCHANTS OF AMERICA**

LAWRENCE WELK

AND HIS CHAMPAGNE MUSIC

ARAGON BALLROOM
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GABBE, LUTZ and HELLER

1619 BROADWAY
NEW YORK

CURRENT BEST SELLER

"UNTIL SUNRISE"

B/W

"MAN WITH A BANJO"

#61174

LATEST RELEASE

"NIMBLE FINGERS"

B/W

"DOLL DANCE"

#61207

EXCLUSIVE ON



ALBUMS

- CRL 56101 -EC82005 - NIMBLE FINGERS
- CRL 56100 -EC82004 - PICK-A-POLKA
- CRL 56088 -EC82001 - LAWRENCE WELK
- SOUVENIR ALBUM
- CRL 56045 -EC82012 - MY EXTRAORDINARY GAL
- CRL 56043 -EC82014 - ON MOONLIGHT BAY
-EC81007 - DANCE TIME



Industry Developments Open New Vistas for Dealer View

LP's, EP's Hit \$47,000,000 in '53, Hold Steady as Singles Vary

By IS HOROWITZ

The changes in the record scene since the introduction of long play some seven years ago and the more recent extended-play 45 have created new vistas of achievement for dealers.

These changes, technological in part, have very real musical and economic significance. They have made their effect felt slowly and gradually, but with the cumulative power of a pile driver when the total impact so far is measured.

And dealers generally have been aware of the changes, altering their merchandising techniques to capitalize on the new attitudes and appetites of the record consumer. But those who saw the trend earliest made it pay off best. If there are any dealers still doubtful, the sooner they look at things around them clearly, the better off they'll be.

A quick look at some statistics: In 1949 retail sales of single records, including the newly-introduced 45's, totaled \$138,144,225. By 1953, after gentle dips year by year, single record sales for that year added up to \$125,000,000.

MPTF Report

The figures used here have been taken from official reports by the Music Performance Trust Fund, which receives contributions from record companies on each and every record sold in the United States, provided the disk was recorded by members of the American Federation of Musicians.

Excluded from the figures are data concerning records pressed from masters cut abroad. The latter exception makes little difference in the single-disk area, but in albums (particularly classics) the omissions are significant.

In 1949, the \$138,144,225 volume for single disks represented 91.8 per cent of all domestic record sales, LP's taking up the difference of 8.2 per cent. As yet there were no EP's.

But in 1953 the \$125,000,000 single-disk figure accounted for only 72 per cent of total record volume. In that year \$47,000,000 worth of LP's and EP's were sold, or 28 per cent of total volume.

This 28 per cent, it is stressed, covers only records made with American musicians. The large numbers of disks made from European masters are not included, nor are re-issues from masters cut here prior to September 1, 1943. And of course, the report does not include any disks made without musicians at all—dramatic works, documentary material, etc.

If the conservative estimates of the industry are taken that MPTF figures account for about 85 per cent of all disks sold in the United States, the 1953 total sales figure rises from \$172,000,000 to \$205,000,000. The difference of \$33,000,000 almost entirely falls within the area of packaged records, of one type or another.

While it would serve no purpose to play down the prime value of the single-record business, dependence on this segment of the industry to the neglect of packages can only mean less income to the dealer.

Predictable Sales

One of the most significant effects of the rise in packaged record sales appears to be a more predictable sales pattern. There is no question that the biggest money still is in singles, the vagaries of the pop market (true also for folk and blues) are not as severe in the album business.

Lucky is the dealer who has nurtured his album business as a complement to single record turnover. When things slack off in the latter field, he usually finds that albums continue to sell, perhaps not as strongly, but still in quantity sufficient to keep him in solvent operation. Many dealers reported that albums kept them going a couple of months back when a scarcity of glamor hits wreaked some havoc with pop-single volume in many areas.

Recent trends in the package field show that considerable thought is being given to newer ways of presenting music on records. Paradoxically, two of the developments which hold great commercial promise, are almost diametrically opposed in technique—or so it would seem.

Library Edition

The older development in point or origin is the plush library edition. But while such packages have for years been noted occasionally, only in the last year or so has the pace of release stepped up to the point where the sets are common disk phenomena.

How much more difficult is it for a dealer to sell an album holding all four Brahms Symphonies, played by Toscanini and the NBC Orchestra, at \$25, than one symphony, on one record, at \$5.95? Admittedly it is more difficult. But not three or four times as hard, as many dealers have found to their profit.

More of this type of disk effort can be expected as manufacturers, distributors and dealers become convinced that a market exists for the expensive set, whether the buyer is interested in the music, the convenience of a single package or a handsome album to place in a prominent position on his shelf.

Condensed Versions

The newer development, and perhaps the most exciting, is the opposite trend of condensing and excerpting selections into pack-

ages most acceptable to the sometime buyer or the potential customer who never owned a record before.

The extended-play record, of course, has been the natural medium for such endeavor. But now with RCA Victor's "Listeners Digest" a marketable commodity, new horizons open up for many a dealer.

While it is much too early to predict what success this bid for new collectors will have, the potential looks very strong at this juncture. Classics, familiar to the collector of even moderate sophistication, are being condensed and made easy to acquire by the mass of Americans who so far have shunned "big" works. In its way, too, the "Listeners Digest" approach is the "library" method, and dealers can expect that other manufacturers will follow along if the method clicks.

In the popular field, packaged sets continue to reap fine sales, with the market still expanding. Of some special note is the flood of jazz releases, which seem never-ending. This is a phase of the record business which only in the last year has almost abandoned the single-disk arena entirely. It's just about all albums.

30.4% Packages

A recent Billboard Dealers' survey, reveals that packaged



The new V-M Tape-O-Matic, model 700, has two speeds and "10 top features." It comes in a leatherette case of rose and grey. Lists at \$179.95.

records of all types currently account for 30.4 per cent of store dollar volume, as compared to 49.3 per cent attributed to single disks. The remainder is accounted for by phonographs and accessories.

These percentages, of course, represent a mathematical average of all reports received. Many stores would veer far away from the figures shown.

But the lesson to be drawn from the data applies to all. Packaged records are a substantial part of the business today, and growing apace. It is incumbent upon all dealers to examine their operations to determine if they are pulling all the potential out of this facet of the business.

SECEDE L. A.

Heidt Threat Made in Bout With City

HOLLYWOOD, July 10.—Band leader Horace Heidt served notice on Los Angeles city officials this week that he and his show troupe of 30 youngsters, who live on a suburban 11-acre ranch, will try to "secede" from the city.

The City Planning Commission has ordered Heidt and his troupe evicted from the ranch in the Van Nuys area because of violation of zoning laws. Heidt tried but failed to have the property rezoned to allow continued use of 14 cottages for his performers in an area that is zoned for single-family dwellings only.

Neighbors complained about two pet peacocks, a public-address system and band rehearsals. Heidt gave notice to the city council that he will circulate a petition among voters of Los Angeles seeking to have the property excluded from the city limits.

"I'll start my own town—Heidt Town," he said.

WHAT-CHA-MA-CALL-IT

A Hi-Fi Thingumabob Glossary for Dealers

The new stress on high fidelity has awakened in many consumers a curiosity about the various elements that combine in what is known as a "hi-fi phonograph." Each element has its essential function. Dealers and clerks with some knowledge of these elements and their functions can approach their sales task with more confidence.

AMPLIFIER—An electronic device which supplies sufficient power to drive a loud-speaker. Its electrical signal is conditioned by what is fed to it from the phonograph pick-up. With certain types of low output cartridges (magnetic) a **PRE-AMPLIFIER** is needed to boost the signal before it is introduced into the amplifier. Amplifiers are rated by wattage. A rating of 10 watts or more is considered essential in custom hi-fi equipment.

BAFFLE—The cabinet that houses the speaker. An often neglected component, its design can affect the final sound as much as any other factor. Types such as **BASS REFLEX**, **INFINITE** and **HORN LOADED** are common in high-quality equipment.

DECIBEL—A unit measurement of sound intensity. A phonograph playing very loudly in the home would operate at about 80 decibels. A nearby riveting machine would assail the ears with some 100 decibels of sound.

DISTORTION—What you try to eliminate or hold within manageable bounds in quality equipment. Most common types are **HARMONIC**, or the propagation of overtones by the amplifier that are not present in the original music, and **INTER-MODULATION**, where one tone modifies another unrealistically.

EQUALIZER—One or more controls used to compensate for the varying recording curves used by different companies. In effect, they flatten out the distortion purposely introduced during the recording process. Some pre-amplifiers accomplish this automatically within fairly close tolerances.

FREQUENCY RESPONSE—The range of tones, from high to low, which can be reproduced by playback equipment. While most ears cannot detect any tone over 16,000 cycles, a higher rated system will normally reproduce audible notes with greater fidelity. When response is flat, or linear, the entire range of tones is produced with little or no decibel change.

LOUDNESS CONTROL—An improvement of the ordinary volume control about which there is still some controversy in hi-fi circles. Its function is to boost the bass response, and sometimes the treble, when playing equipment at low volume to compensate for normal deficiencies of the human ear.

LOUD-SPEAKER—The final element in the phonograph chain, which converts the electrical signal back into sound. Single **EXTENDED-RANGE** speakers are common in most units. In many multi-speaker systems a large **WOOFER** is used to reproduce the bass notes, while a **TWEETER** (a small speaker) takes care of the highs. When

the two are mounted on a single chassis, the system is known as **CO-AXIAL** speaker. A **DIVIDING NETWORK** is used to divert low notes to the woofer and high notes to the tweeter.

PICK-UP—The cartridge that is housed in the tone arm. Its purpose is to convert the mechanical energy of a stylus tracking a record groove into an electrical signal. Common types are **CRYSTAL**, **CERAMIC** and **MAGNETIC**.

STYLUS—The modern counterpart of the familiar needle. It comes in many forms to fit varying cartridges. Tips can be of precious metal (osmium, etc.), sapphire or diamond. There is no such thing as a permanent needle, altho the diamond most nearly approaches that end.

TONE CONTROLS—These are used to boost or cut bass or treble response. Separate bass and treble controls are provided in more expensive equipment.

BRITISH HITS

Columbia Joins Race To Cover

NEW YORK, July 10.—The race for the hits in England was joined by Columbia Records this week when Frankie Laine cut the much-publicized "My Friend" for release on the Philips label there. This the first time that Columbia has cut cover wax specifically for the English market, the Capitol Records has been following the policy for some time.

Columbia's pop a.&r. head, Mitch Miller, cut Laine on the tune due to the popularity of the chanter in England. Laine has always been a top seller in Britain; his "I Believe" has sold 700,000 copies there and is one of Britain's all-time best-sellers. The Eddie Fisher waxing of "My Friend" was just released there on HMV, and Columbia feels the Laine disking will give the Fisher record a real run.

The policy of covering American hits with American artists for the English market was initiated by Capitol. The firm covered those hits for which there was no English distribution arrangement, and often came up with winners. Of course the English diskeries often cover American hits with their own artists as soon as they see the tunes break into the Billboard charts.

Sometimes American artists who grow cold here have a sensational sale in England. Al Martino, for instance, is doing mighty well there, selling every release in solid fashion, even tho he has not had a hot item here for a long time. Capitol at the moment is cutting Martino in England strictly for the market there. Guy Mitchell is another who has frequent hits in England these days, tho his sales here are not exceptional.

DJ Randle Books Glenn for Dance

CLEVELAND, July 10.—Bill Randle, WERE deejay here, has booked Darrel Glenn for his next teen-age dance at the Vogue Ballroom July 16, 17 and 18. Glenn will arrive in Cleveland Wednesday (14) for a two-day advance promotion campaign which Randle has set up with local music stores and deejays on WERE and other stations.

Altho Glenn records for Victor's country and western department, Randle thinks the singer has appeal for pop record fans too. In line with this, Victor mailed Glenn's latest record "Once and Only Once" and "Chapel on the Moonlight" out to its pop jockey list, as well as the country and western spinners. It was Randle who first spotted Glenn's Valley disk, "Crying in the Chapel."



Manufactured by Freedman Artcraft, Charlevoix, Mich., the EP Islander Indexer displays 160 EP's, 80 on each side. Where legs touch floor, a space of only 24 by 24 inches is required. Leaves may be removed from floor stands and hung on wall.

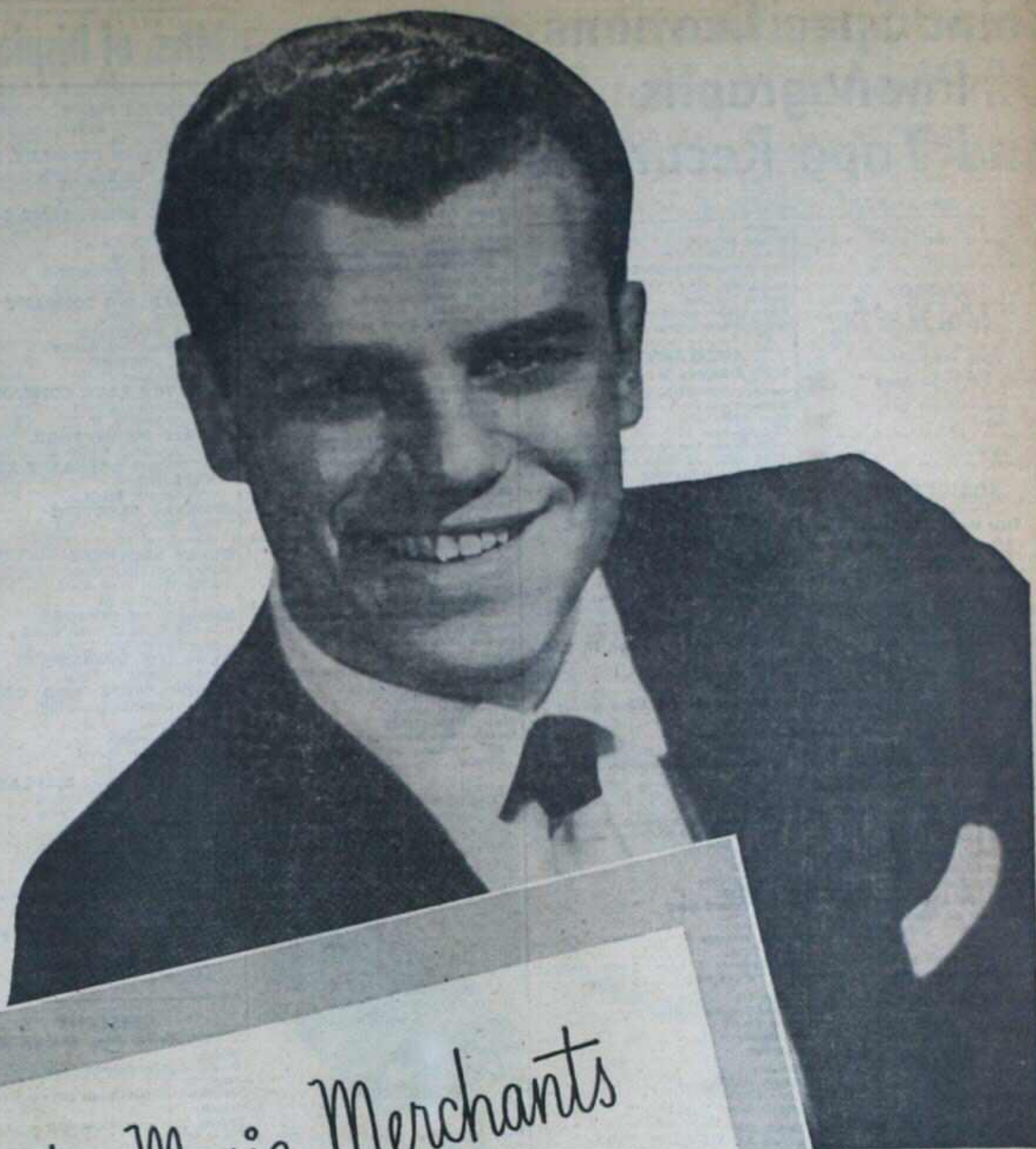
"... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!"

John Gale Barker
Barker Music Center
McLellan's Store
Tucson, Arizona

SUBSCRIPTION ORDER FORM
The Billboard 983
2160 Patterson St. Cincinnati 22, Ohio
Please enter my Billboard subscription for one year (52 issues) at \$10—to start with the next issue. Payment enclosed.
(Foreign rate, one year, \$20.00)

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Thanks Music Merchants
 for making it all
 possible ...
 Julius La Rosa

exclusively on



Current release
 MY HEART'S ON A FAST EXPRESS
 and
 IN MY OWN QUIET WAY

Cadence 1243

PERSONAL MANAGEMENT FRANK BARONE

Basic Specifications Of Phonographs And Tape Recorders

Continued from page 22

Model 600
Design: Tape recorder
Price: \$545
Specifications: Portable

AMPRO
3825 N. Western Ave.
Chicago 18, Ill.

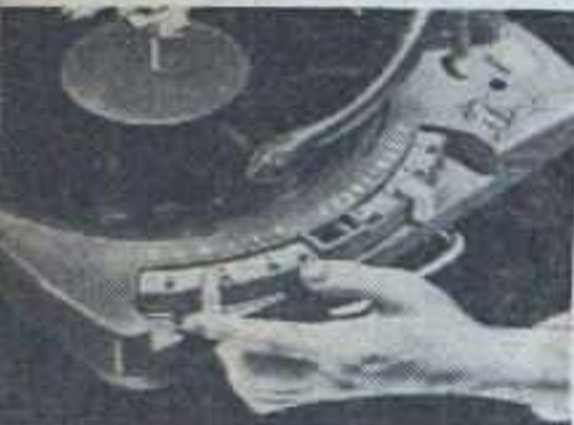
Model 757
Design: Magnetic tape recorder
Price: \$239.95
Specifications: Hi-Fi Two-Speed

Model 756
Price: \$229.95
Design: Hi-Fi

Model 755
Design: Celebrity
Price: \$219.95

AUDIOGERSH
254 Grand Ave.
New Haven 13, Conn.

Model: Miracord XA-100, Miraphon XM-100
Design: ELAC Record Players
Specifications: 3 speed changer



Zenith introduced six new high fidelity phono models this season. Every Zenith hi-fi model is equipped with the firm's own Cobra-Matic record changer (shown above), which is built-in Stroboscope, or "speedometer," for visual check on turntable speed. This is an exclusive Zenith feature.

AUTOCRAT
5024 Elm St., Skokie 8, Ill.

Model: 254
Design: Portable
Price: \$29.95
Specifications: 3 speed, dual needle, PM speaker

Model: 354
Design: Portable
Price: \$32.50
Specifications: Same as 254, with 3-tube amplifier

Model: 284
Design: Manual
Price: \$29.95
Specifications: 3 speed, 6" V speaker

Model: 352
Design: Portable
Price: \$64.95
Specifications: 3 speed PM speaker

Model: 384
Design: Manual
Price: \$32.50
Specifications: 3 speed 3-tube amplifier

Model: 160, 160-T, 252, 252-T, 252-T-2N
Design: Portable
Price: \$19.95, \$24.95
Specifications: 3 speed FM speaker

AVCO MFG. CORP.
1329 Arlington St., Cincinnati, Ohio

Model: G-200 "Enrico Caruso"
Design: Console
Price: \$900
Available Nov. 1
Specifications: 3-speed changer, 30 watt amplifier, FRR: 20-20,000 cps, magnetic cartridge, one 15" speaker

BERLANT
4917 West Jefferson Blvd.
Los Angeles, Calif.

Model: 1601
Design: Basic recorder
Price: \$495
Specifications: Two speed, direct drive

B. & R.
1701 Boone Ave., Bronx, N. Y. C.

Model: 902
Design: Portable
Price: \$39.95
Specifications: 3-speed, 8-inch speaker

Model: 903
Design: Portable
Price: \$49.95
Specifications: G. E. Cartridge, Dual needle

Model: 815
Design: 3-speed
Price: \$69.95
Specifications: 5-inch speaker, 3-tube amplifier, volume and tone controls, slumber switch

Model: 630
Design: Portable
Price: \$22.95
Specifications: 3-speed

Model: 641
Design: Portable
Price: \$27.95
Specifications: 2 tubes, 2-watt amplifier, volume and tone control, 3-speed

Model: 644
Design: Portable
Price: \$34.95
Specifications: Tone control, 3-speed, two needles

Model: 665
Design: Radio-phonograph
Price: \$44.95
Specifications: 3-speed

Model: 400
Design: Portable
Price: \$29.95
Specifications: Volume and tone control, two speakers

Model: 851
Design: Portable
Price: \$27.95
Specifications: 3-speed, two needles, 5-inch speaker

Model: 648
Design: Portable
Price: \$34.95
Specifications: 3-speed, two-watt amplifier, 8-inch speaker

Model: 600
Design: Portable
Price: \$39.95
Specifications: 3 speakers, one 8-inch, two 4-inch, volume and tone controls, 3-speed

Model: 865
Design: Portable radio-phonograph
Price: \$44.95
Specifications: 3-speed, 5-tube radio, 5-inch speaker

Model: 815
Design: Automatic phono
Price: \$69.95
Specifications: 3-speed changer, 3-tube amplifier, 6-inch speaker, slumber switch

Model: 815X
Design: Automatic phono
Price: \$59.95
Specifications: 2-watt amplifier, 5-inch speaker

Model: 915
Design: Automatic portable
Price: \$79.95
Specifications: 3-speed changer, 3-tube amplifier, volume and tone controls, hi-fi speaker, dual needles

CAPEHART
3700 East Pontiac
Fort Wayne 1, Ind.

Model: 23TP35BNL
Design: Portable
Price: \$74.95
Specifications: 3-tube amplifier, 2-watt output, full range control

Model: 16-PH55F
Design: Hi-fi console
Price: \$289.95
Specifications: Bass and treble controls, 2-way speaker system, Intermix changer

Model: 16-PH55M-B
Design: Hi-fi console
Price: \$249.95-\$269.95
Specifications: Two-way speaker system, Intermix changer

Model: 4-PH55M-B
Design: Hi-fi phono
Price: \$199.95-\$219.95
Specifications: Bass and treble controls, 2-12" woofers, 2-5" tweeters, Intermix changer



Decca's newest model is the DPS-5 (shown above), a three-speed portable phono which lists at \$19.95. The low-priced portable spearheads a special summer phono promotion by the firm.

Model: 6TP45M
Design: Hi-fi table phono
Price: \$129.95
Specifications: 4-tube amplifier, 3 1/2-watt output, three speakers

Model: 11RP125F
Design: Hi-fi, AM-FM radio phono
Price: \$549.95
Specifications: 12-tubes two-way speaker system

Model: RP154B
Design: Hi-fi radio-phonograph
Price: \$529.95
Specifications: AM-FM tuner, 12-tubes two-way speaker system, Intermix changer

Model: RP254
Design: Radio-phonograph
Price: \$239.95
Specifications: Intermix changer, dual stylus, 147 chassis radio, built-in FM antenna

Mfrs. of Display, Store Equipment

A. BITTER CONSTRUCTION
721 E. 433d Street
New York 54

THE BULMAN COMPANY, INC.
Grand Rapids 2, Mich.

CAPITOL RECORDS
Any local distributor

CENTRAL WIRE FRAME COMPANY
218 E. 26th Street
New York 10

COLUMBIA RECORDS
Any local distributor

L. A. DARLING COMPANY
Bronson, Mich.

DECCA RECORDS
Any local distributor

FRANK DUFORD
Los Angeles, Calif.

EASY VUE RACK COMPANY
4 Catharine Street
Poughkeepsie, N. Y.

FANNER METAL PROD.
Los Angeles, Calif.

FREEDMAN ARTCRAFT ENGINEERING
Charlevoix, Mich.

GENERAL ELECTRIC
Nela Park
Cleveland 12

GLASS BROTHERS
Display Associates
9325 West Pico Blvd.
Los Angeles 35

HOLLEY ASSOCIATES
Route 38 & Church Road
Merchantville, N. J.

KAWNEER COMPANY
Niles, Mich.

LIBBEY-OWENS-FORD GLASS
3724 Nicholas Building
Toledo 3

MALKIN-BEHR
310 E. 22d Street
New York City

MERCANDISING DISPLAYS
10 E. Colorado Avenue
Colorado Springs, Colo.

MERCURY RECORDS
Any local distributor

M-G-M RECORDS
Any local distributor

MODERN DEVICES
P. O. Box 109
Bel Air, Md.

MULTIPLEX DISPLAY FIXTURE
1733 Republic Building
Chicago 4

CRESCENT
5900 Touhy Ave., Chicago, Ill.

Model:
Design: Tape recorder-playback
Price: \$99.50
Specifications: Dual track, seven-inch reel

Model:
Design: Tape recorder-playback
Price: \$119.50
Specification: 3.2 ohm speaker output, two speed

Model: Hi-fi
Design: Tape recorder-playback
Price: \$149.50
Specifications: Magic Eye indicator, two speed, extra reel

CROSLLEY
1329 Arlington St., Cincinnati 25, O.

Model: F-120 BN
Design: Portable clock radio-phonograph
Price: \$124.95
Specifications: 3-speed

Model: "Enrico Caruso"
Design: Hi-fi AM/FM radio combo
Price: \$900
Specifications: 2 matching cabinet, 3-speed phono

DECCA
50 West 57th St., New York 19, N. Y.

Model: DP-46
Design: Kiddie
Price: \$11.95
Specifications: "Hans Christian Andersen" decals, one-speed

REEVE COMPANY
Rivera, Calif.

SCHLOSS BROTHERS
805 E. 185th Street
Bronx, New York

STANDARD STEEL WORKS
North Kansas City, Mo.

W. L. STENSGAARD & ASSOCIATES
346 N. Justin Street
Chicago 7

RCA VICTOR RECORDS
Any local distributor

REPLOGLE GLOBES
Chicago, Ill.

WALLACH ASSOCIATES
1532 Hillcrest Road
Cleveland 18

WOOD DISPLAYS MFG. COMPANY
225 E. 24th Street
New York City



This Modern Devices' revolving floor fixture holds 128 12-inch LP's. Brackets are interchangeable with all wall or island models. Model R-1612, shown here, is listed at \$89.95.

Model: DP-42
Design: Kiddie
Price: \$39.95
Specifications: 3-speed console

Model: DP-77
Design: Portable
Price: \$29.95
Specifications: 3-speed phono

Model: DP-79
Design: Portable
Price: \$22.50
Specifications: 3-speed

Model: DP-86
Design: Portable
Price: \$22.50
Specifications: 3-speed

Model: DPS-5
Design: Portable
Price: \$19.95
Specifications: 3-speed

DYNAVOX
40-05 21 St., Long Island City, N. Y.

Model: 507
Design: Portable, Fi-Fi
Price: \$89.95
Specifications: three-speed changer, 4-tube amplifier, dual needles, bass-treble controls

EMERSON
111 Eighth Ave., New York, N. Y.

Model: 820
Design: Portable
Price: \$49.95
Specifications: 3-speed, 2 speaker

Model: 819
Design: Portable
Price: \$49.95
Specifications: 3-speed portable phono, 2 speakers

Model: 812
Design: Table model
Price: \$29.95-\$32.95
Specifications: 3-speed, twin speakers

Model: 811
Design: Table model
Price: \$14.95-\$17.95
Specifications: 3-speed

Model: 822
Design: Table model
Price: \$29.95
Specifications: 3-speed, twin speakers, can be equipped with ear or under pillow listening attachments for \$10 extra

Model: 803
Design: Table model
Price: \$39.95
Specifications: same as above (822)

Model: 813
Design: Table model
Price: \$19.95-\$22.95
Specifications: 3-speed

Model: 810
Design: Table model
Price: \$24.95-\$27.95
Specifications: 3-speed

Model: 808
Design: Table model
Price: \$39.95
Specifications: 3-speed

Model: 815
Design: Portable
Price: \$39.95
Specifications: 3-speed, turnover needle

(Continued on page 40)

HEAR NEW SALES RECORDS IN THE MAKING!

NEW!

NEW!

Audio CLASSIC Book SERIES

- TALES OF POE
- ALICE IN WONDERLAND
- FAMOUS POEMS
- STORYTIME FAVORITES

LOOK FOR YOUR LUCKY SALES NUMBER in booth 7 AT THE MUSIC SHOW!

It's NEW! It's NEW!

... BY THE MAKERS OF *Phono-Gard*

line ENGINEERING CO.
CHICAGO 33, ILLINOIS

N.A.M.M. ROOM 973 PALMER HOUSE



Philco's new Phonorama is a hi-fi console combo, with three-speed record playing equipment and an AM-FM radio. The model features an acoustically balanced cabinet, a custom-built system of hi-fi units; Philco's patented matched tone arm system, a visual tone blender (exclusive with Philco), and jack for a tape recorder. It lists at \$500.

TO ALL THE MUSIC
MERCHANTS OF AMERICA
WE WANT TO SAY
THANKS FOR ANOTHER
WONDERFUL YEAR

Les Paul and Mary Ford

Mary is taking a little time off
to tend to some very special
business.

Les

... and Les will probably take all
the credit for it.

Mary

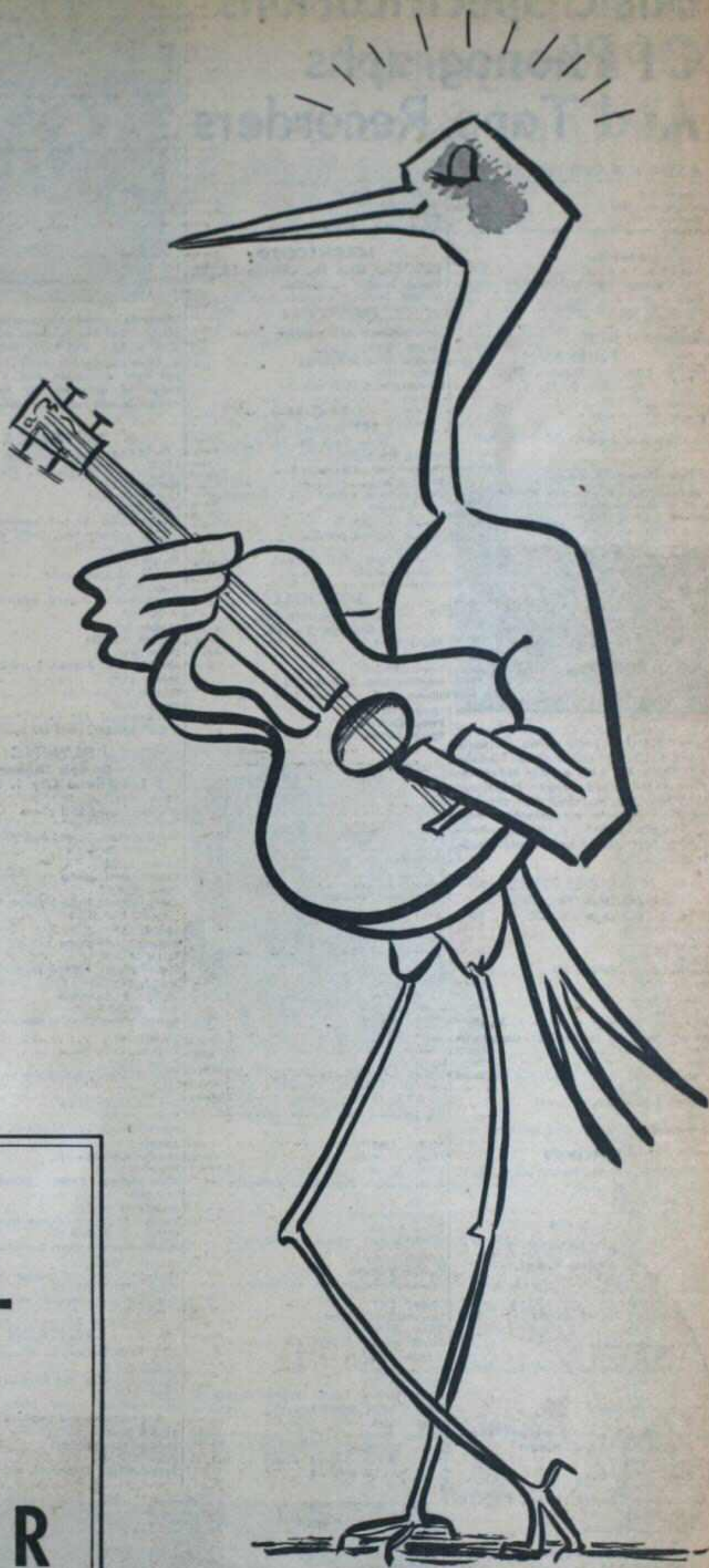
CURRENT RELEASE

I'M A FOOL TO CARE

and

AUCTIONEER

Capitol Record 2839



Exclusively on



GIBSON GUITARS



Personal Management

GRAY GORDON

667 Madison Ave.,
N. Y. City 21, N. Y.

MEL SHAUER

9120 Sunset Blvd.,
Hollywood, Calif.

Basic Specifications Of Phonographs And Tape Recorders

Continued from page 38

Model: 828
Design: Portable
Price: \$59.95
Specifications: 3-speed, turnover needle

Model: 814
Design: Phono-radio
Price: \$79.95
Specifications: 3-speed phono-radio

Model: 809
Design: Phono-radio console
Price: \$129.95
Specifications: 3-speed

FEDERAL

199-217 Steuben St.
Brooklyn 5, N. Y.

Model: FME 37B
Design: Tape recorder
Price: \$139.95
Specifications: 2-speed, dual-track, hi-fi



The Roland Radio Corporation's new high fidelity radio-phonograph console (model 10xFI) combines a 10-tube AM-FM radio with a fully automatic three-speed record changer. It features hi-fi cartridge, matched dual sapphire needles, separate compensating bass and treble controls, push-pull amplifier, coaxial woofer and tweeter loudspeakers.

HALLICRAFTERS

4401 West Fifth Ave.
Chicago 24, Ill.

Model: 6HFP-1
Design: Phono
Price: \$199.95
Specifications: 3-speed, hi-fi

Model: 6HFP-2
Design: Phono
Price: \$209.95
Specifications: Same as above in blond

Model: 1622 (maple) or 1621 (mahogany)
Design: Radio-phonograph
Price: —
Specifications: Hi-fi, 3-speed, AM-FM radio

Model: 3HFP-1
Design: Phono, hi-fi
Price: \$99.95-\$109.95
Specifications: 3-speed, dual speakers

LONDON

539 West 25th St., New York 1, N. Y.

Model: "The Piccadilly"
Design: Portable
Price: \$149.95
Specifications: 3-speed, hi-fi

MAGNAVOX

Fort Wayne 4, Ind.

Model: CP 251 M
Design: Hi-fi phono
Price: \$198.50
Specifications: 3-speed changer

Model: 252 M
Design: Radio-phonograph
Price: \$279.50
Specifications: 3-speed phono, 4-speaker radio

Model: 258 M
Design: Radio-phonograph
Price: \$345
Specifications: 4 extended speakers, 14-tube AM-FM radio, 3-speed changer

Model: 259 M
Design: Radio-phonograph
Price: \$350
Specifications: 3-speed changer, 4 speakers

Model: 260-M
Design: Radio-phonograph
Price: \$179.50
Specifications: 3-speed phono, 2 speakers

Model: TP 255 M
Design: Portable phono
Price: \$99.50
Specifications: Hi-fi phono



Columbia's top-selling 360 phono. The three-speed table model is available in blonde or mahogany.

Model: TP 254 M
Design: Phono
Price: \$119.50
Specifications: 3-speed changer

MAGNECORD

225 West Ohio St., Chicago 10, Ill.

Model: M-30
Design: Portable magnetic tape recorder-playback machine
Price: \$299
Specifications: Hi-fi recorder

Model: M-33
Design: Portable recorder
Price: \$329
Specifications: Hi-fi recorder

M-G-M

701 Seventh Ave.
New York 36, N. Y.

Model: HF 293
Design: 3-speed portable
Price: \$99.95
Specifications: 3-speed hi-fi, Collaro changer, 2 speakers

Model: HF 283
Design: 3-speed portable
Price: \$54.95
Specifications: Hi-fi 3-speed, 2 speakers, non-automatic

MITCHELL

2525 Clybourn Ave.
Chicago 14, Ill.

Model: 3-dM
Design: Hi-fi
Price: \$199.95
Specifications: 3-speed, hi-fi

Model: 3-dB
Design: Hi-fi
Price: \$209.95
Specifications: 3-speed hi-fi



M-G-M's new three-speed portable phono (model HF-283) lists at \$54.95. It has two speakers, weighs 13 pounds, and is non-automatic.

Model: 1298
Design: Portable
Price: \$27.95
Specifications: 3-speed, non-automatic

Model: 1299
Design: Portable
Price: \$34.95
Specifications: 3-speed, non-automatic

Model: 1300
Design: Portable
Specifications: 3-speed, automatic

Model: 1301
Design: Radio-phonograph
Price: \$99.95
Specifications: 3-speed automatic

Model: 1285
Design: Phono
Price: \$109.95
Specifications: 3-speed automatic, full fidelity, dual speakers

Model: 1286
Design: Phono
Price: \$119.95
Specifications: 3-speed automatic, full fidelity, dual speakers



RCA Victor's new phono line includes this hi-fi console phono, with three-speed record playing equipment and large 12-inch speaker. The low boy cabinet is of blonde tropical hardwood. A matching cabinet, which contains a supplementary hi-fi speaker is also available.



Motorola's new three-speed console phono (64HF1) features matched 15-inch woofer and three-inch tweeter, a 10-watt output with less than 1 per cent distortion and a frequency range of between 30 and 15,000 cycles. It will retail for under \$200.

MOTOROLA

4545 West Augusta Blvd.
Chicago 51, Ill.

Model: 64HF1
Design: Console
Price: \$200
Specifications: 3-speed automatic changer, hi-fi, separate bass, treble tone controls, loudness control

Model: 54H11
Design: Hi-fi automatic
Price: \$150
Specifications: 3-speed automatic, hi-fi, 2 speakers

Model: 34F1
Design: Portable
Price: \$100
Specifications: 3-speed, 2 speakers

Model: 53F2
Design: Phono-radio
Price: \$100
Specifications: AM radio, 3-speed changer, 6x9" speaker, shuts off automatically

OLYMPIC

Olympic Building
Long Island City 1, N. Y.

Model: 453
Design: 3-speed hi-fi phono
Price: \$99.95
Specifications: 3-speed hi-fi phono, portable, Garrard turntable

Model: 503M
Design: Hi-fi combo
Price: \$199.95
Specifications: 3-speed phono and AM/FM radio, 3 speakers

Model: 569
Design: Radio-phonograph
Price: \$119.95
Specifications: 3-speed phono, AM radio

Model: 567
Design: Radio-phonograph
Price: \$129.95
Specifications: Same as above—different case

Model: 568
Design: Radio-phonograph
Price: \$139.95
Specifications: Same as above—different case

Model: 573
Design: Radio-phonograph
Price: \$99.95
Specifications: 3-speed phono, manual

Model: 571
Design: Radio-phonograph
Price: \$129.95
Specifications: 3-speed phono and radio combo

Model: HF500M-B
Design: Hi-fi radio-phonograph combo
Price: \$169.95-\$179.95
Specifications: 3-speed, 2 speakers, AM radio

Model: 572-B
Design: 3-speed radio-phonograph
Price: \$169.95-\$179.95
Specifications: 3-speed changer, AM-FM radio

PENTRON

221 East Cullerton, Chicago 16, Ill.

Model: CT-1
Design: Portable tape recorder
Price: \$129.50
Specifications: 2-speed, 2-hour performance, hi-fi recording and playback

Model: PB-1
Design: Tape playback
Price: \$99.50
Specifications: Duo-speed, with pre-amp

Model: PB-A2
Design: Tape playback
Price: \$119.50
Specifications: Tape player with amplifier and speaker

PHILCO

Philadelphia 34, Pa.

Model: 1352
Design: Table model radio-phonograph
Price: \$159.95
Specifications: Dual speaker, 3-speed phono, hi-fi

Model: 1756
Design: Hi-fi radio-phonograph
Price: \$500
Specifications: Hi-fi phono, AM/FM radio, 3-speed, automatic, jack for tape recorder

Model: 1750
Design: 3-speed radio-phonograph
Price: \$229.95
Specifications: 3-speed phono, automatic

Model: 1350
Design: Table radio-phonograph
Price: \$114.95
Specifications: 3-speed automatic phono

Model: 1352
Design: Radio-phonograph table model
Price: \$139.95
Specifications: 3-speed automatic phono and radio

Model: 1750
Design: Radio-phonograph cabinet type
Price: \$179.95
Specifications: 3-speed automatic phono and radio, has table on which TV set can go for combo

Model: 1753-L
Design: radio-phonograph
Price: \$239.95
Specifications: 3-speed phono, short-wave

PILOT

Long Island City 1, N. Y.

Model: PT-1010
Design: Hi-fi portable phono
Price: \$149.50
Specifications: Dual hi-fi speakers, 3-speed changer, automatic

RCA VICTOR

RCA Building, 30 Rockefeller Plaza
New York 20, N. Y.

Model: SRT-401
Design: Portable tape recorder
Price: \$169.95
Specifications: Bi-coustic tone

Model: SRT-402
Design: Portable tape recorder
Price: \$199.95
Specifications: 2 speaker

Model: SRT-403
Design: Portable tape recorder
Price: \$229.95
Specifications: 3 speaker



The Magnavox Magnasonic high fidelity radio-phonograph (model 252M) is shown above. It has four speakers, a three-speed record changer with "pianissimo pick-up" and lists at \$279.50 in mahogany.

Model: 3HS 61
Design: "Victrola" Phonograph
Price: \$199.95
Specifications: 3 speed changer, 12 inch Olson-design speaker

Model: 3HES 5
Design: Table model phono
Price: \$139.95
Specifications: Hi-fi Victrola

Model: #3HS6
Design: Console phono
Price: \$275
Specifications: Hi-fi Victrola

Model: 5EM23
Design: Portable "Victrola"
Price: \$29.95
Specifications: 3 speed

Model: 45J 2
Design: "Victrola"
Price: —
Specifications: 45 attachment

Model: 45EY 2
Design: "Victrola"
Price: —
Specifications: 45 phono

Model: 2JS1
Design: "Victrola"
Price: —
Specifications: 3 speed attachment

Model: 2 ES31
Design: "Victrola"
Price: —
Specifications: 3 speed phono

Model: 4YS11
Design: "Victrola"
Price: —
Specifications: 45 radio-phonograph combo

Model: 45EY3
Design: "Victrola"
Price: —
Specifications: 45 portable

Model: 3US5
Design: "Victrola"
Price: —
Specifications: 3 speed radio-phonograph

Model: 2ES38
Design: "Victrola"
Price: —
Specifications: 3 speed portable

Model: 2U 7
Design: "Victrola"
Price: —
Specifications: 3 speed radio-phonograph

Model: SPK-1
Design: Speaker
Price: —
Specifications: Hi-fi speaker

REK-O-KUT

38-01 Queens Blvd.
Long Island City, N. Y.

Model: Challenger
Design: Portable disc recorder and playback
Price: \$459.95
Specifications: Dual speed, dual sapphire magnetic cartridge, 10-inch FM loudspeaker, Universal recording amplifier

Model: RT-43-VC
Design: Portable hi-fi
Price: \$309.95
Specifications: 3-speed, twin 10-inch speakers, crystal pickup with 2 sapphire stylus



The V-M Corporation, Benton Harbor, Mich., has added the Fidelis, a new high fidelity table model phonograph containing three extended range speakers, to their line. The new model 560, will retail at \$149.50.

Model: RT-43VM
Design: Portable hi-fi
Price: \$329.95
Specifications: Same as RT-43-VC, with magnetic pickup and pre-amplifier

Model: RP-43-VC
Design: Portable hi-fi
Price: \$269.95
Specifications: 3-speed, 10-inch speaker, crystal pickup with 2 sapphire stylus

Model: RP-43-VM
Design: Portable hi-fi
Price: \$289.95
Specifications: Same as RP-43-VC, with magnetic pickup and pre-amplifier

REVERE

320 East 21st St., Chicago 16, Ill.

Model: TR-1000
Design: Magnetic tape recorder
Price: \$249.50
Specifications: Built-in radio, balanced tone control, twin speakers, 7" reel

Model: T-10
Design: Magnetic tape recorder
Price: \$235
Specifications: Speed 7 1/2

Model: TR-20
Design: Magnetic tape recorder
Price: \$287.50
Specifications: Same as T-10, with built-in radio

Model: T-700
Design: Magnetic tape recorder
Price: \$225
Specifications: 7" reel, 2 hour play

Model: TR-800
Design: Magnetic tape recorder
Price: \$277.50
Specifications: Same as T-700, with built-in radio

Model: T-900
Design: Magnetic tape recorder
Price: \$199.50
Specifications: 7" reel, two-level recording indicator

Model: T-100
Design: Magnetic tape recorder
Price: \$169.50
Specifications: 7" reel

Model: T-500
Design: Magnetic tape recorder
Price: \$179.50
Specifications: 5" reel, 2 hour play

Model: T-11
Design: Magnetic tape recorder
Price: —
Specifications: Hi-fi, 10" reel, frequency response—50 to 15,000 cycles at 7 1/2"/second

ROLAND

185 Madison Ave.
New York 16, N. Y.

Model: 10XF1
Design: Console radio-phonograph
Price: —
Specifications: 3-speed record changer, hi-fi cartridge, dual sapphire needles, 10 tube AM-FM radio, coaxial woofer, tweeter

SENTINEL

Evanston, Ill.

Model: 357-TM
Design: Table radio-phonograph
Price: \$149.95
Specifications: 3-speed changer, hi-fi, AM radio, three speakers

(Continued on page 42)



The Stromberg-Carlson Hi-Fi-Et is a three-speed portable phono, in a luggage-styled case. It has an eight-inch, concert-type PM speaker and measures 15 1/4 by 9 1/4 by 19 1/4 inches.

New V-M Miracles in HIGH FIDELITY

the Voice of Music
High Fidelity



V-M Fidelis® with tone-o-matic®

Exclusive Sales Advantage! Hand-rubbed African Mahogany or rich Champagne Blonde cabinets AT SAME PRICE! Gone is the "usual" price difference! V-M, FIRST, offers you hand-rubbed African mahogany or rich Champagne blonde at the same price! And check these exciting selling exclusives: tone-o-matic lets you simultaneously balance both bass and treble tones to the degree you desire in authentic high fidelity response • power control regulates this predetermined response to provide the power level most suitable for your listening comfort • three-speaker audio system in exclusive bass reflex chamber • 5-Watt amplifier • auxiliary input and output receptacles • 40 to 15,000 cps audible high fidelity range • plus many more features that mean easy sales • Legs, black or brass, optional.

\$149.50* list

So easy to get your share of profitable high fidelity sales with these V-M miracle features

Three thrilling, new V-M models, loaded with exclusive features . . . solid selling features on which you can build steady sales, satisfied customers. They're backed by a complete promotional program plus national advertising in magazines that pre-sell your best customers. Your V-M Distributor salesman will see you soon with all details.

the Voice of Music
High Fidelity



V-M Model 556 with tone-o-matic®

Here's THE hi-fi portable for your customers who want to take good music with them. V-M 556 has: 50 to 15,000 cps range • 5-Watt amplifier • woofer and tweeter speakers in extra large cavity assure realistic reproduction • wonderful V-M tone-o-matic feature. Like the Fidelis, V-M 556 has Siesta Switch® and Lazy-Lite®. Choice of rich brown or rose and gray leatherette case.

\$119.95* list

the Voice of Music
High Fidelity



V-M tape-o-matic® TAPE RECORDER

Here's real quality! Tape-o-matic's top ten features are exclusive in the price range. Partial list includes: Precision Tape Index Timer • high fidelity woofer-tweeter speaker system • built-in magnetic pick-up pre-amp • "Pause" button • automatic shutoff! This 2-speed, dual-track recorder has "Push-Button" controls and Professional Quality mike. Beautiful rose and gray leatherette case, gold and gray accessories. Model 700 only

\$179.95* list!

**YOU MUST— See them! Hear them!
Play them yourself!
Contact your V-M Distributor
salesman for full story!**

*Slightly higher in the west
UL Approved

the Voice of Music

V-M CORPORATION BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

Basic Specifications Of Phonographs And Tape Recorders

• Continued from page 40

Model: 358-CM
Design: Console radio-phonograph
Price: \$199.95
Specifications: Hi-fi, 3-speed record changer, 3 speaker system

Model: 10
Design: Magnetic tape recorder
Price: \$124.50
Specifications: 2 speed, 7" reel, 3 watt amplifier

SPEAK-O-PHONE

23 West 60th St.
New York 23, N. Y.

Model: TD52
Design: Combination tape-disc recorder
Price: \$279.50
Specifications: 5" reel, 5"x7" speaker, hi-fi
Model: HR-48-3
Design: Disc recorder with phonograph and public address system
Price: \$199.50
Specifications: Dual speed, 12" disc

STEWART-WARNER

1826 Diversey Parkway
Chicago 14, Ill.

Model: 8179
Design: Table radio-phonograph
Price: \$119.95
Specifications: Hi-fi, 3-speed record changer, twin 6" speakers

STROMBERG-CARLSON

1225 Clifford Ave.
Rochester 21, N. Y.

Model: Hi-Fi-Et
Design: Portable
Price: —
Specifications: 3-speed record changer, 8" speaker, self contained amplifier
Model: Imperial; Royale
Design: Console television-radio-phonograph
Price: —
Specifications: Hi-fi 3-speed record changer, UHF-VHF television, 12" coaxial speaker
Model: Custom 400
Design: Console television-radio-phonograph
Specifications: Hi-fi 3-speed record changer, 12" coaxial speaker, electronic tuning indicator, acoustical labyrinth, AM-FM tuner

TRAV-LER

571 West Jackson Boulevard
Chicago, Ill.

Model: 5372
Design: Portable radio-phonograph

Price: —
Specifications: 3-speed record changer, built-in loop antenna

Model: 5310
Design: Table radio-phonograph
Price: \$69.95 to \$79.95
Specifications: 3-speed record changer, built-in loop antenna, 4"x6" speaker

Model: 7053
Design: Portable
Price: \$19.95
Specifications: 3-speed



The new Crosley Model F-120BN features an automatic electric clock, a radio and a three-speed record unit. It weighs 24 pounds and lists at \$124.95.

Model: 7054
Design: Portable
Price: \$24.95
Specifications: 3-speed

Model: 7055
Design: Portable
Price: \$49.95
Specifications: 3-speed record changer, 4"x6" speaker

Model: 9051
Design: Hi-fi portable
Price: \$89.95
Specifications: 3-speed record changer, 4 tubes, 3 speakers

Model: 9050
Design: Hi-fi portable
Price: \$69.95
Specifications: 3-speed record changer, 3 tubes, single speaker

Model: 9052
Design: Table hi-fi
Price: \$99.95 to \$109.95
Specifications: 3-speed record changer, 4 tubes, 3 speakers

Model: 9060
Design: Console
Price: \$129.95 to \$149.95
Specifications: Hi-fi 3-speed record changer, 4 tubes, 3 speakers

Model: 9061
Design: Console
Price: \$149.95 to \$169.95
Specifications: Hi-fi 3-speed record changer, 4 tubes, 3 speakers

Model: 9062
Design: Console
Price: \$199.95 to \$219.95
Specifications: Hi-fi 3-speed record changer, 7 tubes, 4 speakers with 20 watts output

VANITY FAIR

50 South Fourth St.
Brooklyn 11, N. Y.

Model: 51
Design: Portable
Price: —
Specifications: 3-speed, crystal pickup

Model: 5005
Design: Table
Price: —
Specifications: Single speed

Model: 600
Design: Portable
Price: —
Specifications: Single speed

Model: 700
Design: Table
Price: —
Specifications: Single speed

Model: 400
Design: Console
Price: —
Specifications: Single speed

Model: 515
Design: Hi-fi portable
Price: —
Specifications: 3-speed record changer, twin speakers, 3 tube amplifier

V-M

Benton Harbor, Mich.

Model: 556
Design: Portable hi-fi
Price: \$119.95

Specifications: 3-speed record changer, 8" speaker, 4" tweeter, sista switch, "45" spindle

Model: 560
Design: Table hi-fi
Price: \$149.50

Specifications: 3-speed record changer, 3 speakers, 5 watt amplifier, ceramic cartridge, twin-sapphire needles



The Melodier C-10, manufactured by Waters Conley, is an electric, open-face model, which weighs six pounds and measures 12 by 9 1/2 by 3 inches. It lists at \$11.95. The popularity of the acoustical phono was pointed up recently in a U. S. Government industrial survey, which showed that 709,000 acoustical sets were manufactured last year, representing a sales increase of 259,000 over 1952.

Model: 700
Design: Tape recorder
Price: \$179.95
Specifications: Two speed, dual speakers, automatic shut-off, precision tape index timer

Model: 131
Design: Portable
Price: \$29.95
Specifications: 4-speed

Model: 121
Design: Portable
Price: \$22.95
Specifications: 4-speed

Model: 151
Design: Portable
Price: \$49.95
Specifications: 3-speed

Model: 920
Design: Record changer attachment
Price: \$39.95
Specifications: 3-speed record changer, sista switch

Model: 972
Design: Table
Price: \$59.95
Specifications: 3-speed record changer, sista switch

Model: 990
Design: Portable
Price: \$69.95
Specifications: 3-speed record changer, sista switch, ceramic cartridge, speaker

Model: 986
Design: Portable
Price: \$86.50
Specifications: 3-speed record changer, 5"x7" speaker, sista switch, "45" spindle

WATERS CONLEY

190 N. State Street
Chicago 1, Ill.

Model: TK-2146
Design: Portable
Price: \$47.50
Specifications: 3-speed manual, 5 1/4" Alnico V speaker

Model: TK-139T
Design: Portable
Price: \$39.95
Specifications: 3-speed heavy duty Alnico V speaker

Model: TK-146
Design: Portable
Price: \$29.95
Specifications: 3-speed 6 1/4" Alnico V speaker

Model: TK-2149
Design: Portable
Price: \$83.50
Specifications: 3-speed de luxe automatic heavy duty 6" Alnico V speaker

Model: TK-236
Design: Portable
Price: \$74.50
Specifications: 3-speed portable automatic, 6" Alnico V speaker

Model: S-62
Design: Hand wound portable
Price: \$23.95
Specifications: Waters Conley master re-producer

WILCOX-GAY

70 Washington St.
Brooklyn 1, N. Y.

Model: 400A
Design: Table
Price: \$129.50
Specifications: 3-speed, 2 speaker

Model: 400B
Design: Table
Price: \$129.50
Specifications: 3-speed, 2 speaker

WEBCOR

Chicago 39, Ill.

Model: 2020
Design: Portable tape recorder
Price: \$179.50
Specifications: Input-output jacks, push button controls, tone control

Model: 2010
Design: Portable tape recorder
Price: \$207.50
Specifications: Two recording heads, one knob control, automatic stops, six-inch speaker, input-output jacks

Model: 2021, 2, 3, 4
Design: Table model tape recorder
Price: \$169.50-\$187.50
Specifications: Same as model 2020

Model: 2030
Design: Portable tape recorder
Price: \$239.50
Specifications: Same as 2010 plus three speakers, mahogany leatherette case

WEBSTER ELECTRIC

Ekotape Recorder
Racine, Wis.

Model: 101, 103
Design: Portable
Specifications: Dual channel amplifier, speaker 8"

Model: 114, 116
Design: Portable
Specifications: Two tape speeds—114 with a speed of 3 3/4" per second, 116 with a speed of 7 1/2" per second, speaker 5"x7"

Model: 205
Design: Portable
Specifications: Speaker 5"x7" oval, PM type 3 3/4" and 7 1/2" per second, output jack for 3.2 ohm external speaker

Model: 102-9
Design: Portable Ekotape announcer
Specifications: 7 1/2" per second, large size amplifier, with dual channels built in 8" speaker

ZENITH

6001 Dickens Ave., Chicago, Ill.

Model: HF-14 Super-Phonic
Design: Table phonograph
Price: \$129.95
Specifications: Speaker front-mounted, 7 1/4" woofer, 6.8 oz. Alnico magnet, 3.2 watts amplifier

Model: HF-14E Super-Phonic
Design: Table phonograph
Price: \$139.95
Specifications: Speaker front-mounted 7 1/2" woofer, 6.8 oz. Alnico magnet, 3.2 watts amplifier

Model: HF-15E Custom Super-Phonic
Design: Table phonograph
Price: \$159.95
Specifications: Speaker front-mounted 7 1/2" woofer, 6.8 oz. Alnico magnet, 3.2 watts amplifier

Model: HF-15R Custom Super-Phonic
Design: Table phonograph
Price: \$149.95
Specifications: Speaker front-mounted 7 1/2" woofer, Alnico magnet, 3.2 watts amplifier

Model: HF-M1184E The Rhapsody
Design: FM-AM radio-phonograph
Price: \$500
Specifications: Dual speaker system, 12" woofer, 20 watts amplifier

Model: HF-M1190R The Prelude
Design: FM-AM radio-phonograph
Price: \$485
Specifications: Dual speaker system 12" woofer with 2-ohm Alnico 5 magnet, 20 watts amplifier, 10 tube FM-AM tuner

Model: L2894HU The Stratosphere
Design: 4-way Combination, AM-FM radio-phonograph, 27" television
Price: \$1,250
Specifications: 27" television with Zenith Cinebeam picture, AM-FM radio plus hi-fi Cobra-Matic record player

Model: L2894HU The Stratosphere
Design: 4-way Combination, AM-FM radio-phonograph, 27" television
Price: \$1,250
Specifications: 27" television with Zenith Cinebeam picture, AM-FM radio plus hi-fi Cobra-Matic record player

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Design: 4-way Combination, AM-FM radio-phonograph, 27" television
Price: \$1,250
Specifications: 27" television with Zenith Cinebeam picture, AM-FM radio plus hi-fi Cobra-Matic record player

Model: L2894HU The Stratosphere
Design: 4-way Combination, AM-FM radio-phonograph, 27" television
Price: \$1,250
Specifications: 27" television with Zenith Cinebeam picture, AM-FM radio plus hi-fi Cobra-Matic record player

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CBS and WMGM

• Continued from page 12

country had previously converted to 45's, and a great majority of the remainder have started to do so because of the 45 deejay disks now being mailed out to the stations in place of the old-fashioned 78's.

The gradual obsolescence of 78's was pointed out this week by some figures from Columbia Records. For the first five months of 1954 only 27 per cent of the dollar volume of the firm was racked up by 78's disks, the rest was in 45's, EP's and LP's. Most firms have stopped turning out any albums on 78, and only singles are still pressed on 78's as well as 45's.

Selling Points

One of the selling points being used by the diskeries in helping to swing over the anti-45 stations to the donut disk is the lessening consumer demand for the 78. As one record exec put it, "It will only be a matter of a year or two until all records will be released on only 45 or LP, so you may as well start using them now."

Columbia Records intends to put out a cue disk for radio stations on the general order of the Capitol 45 r.p.m. cue disk. The Columbia cue disk is being designed right now by CBS engineers and should be available in August. Many jocks, even those who have been opposed to the 45 platter cues well using the Capitol or Rek-O-Cut cueing disks.

The atmosphere in this city, surrounding the 45 platters, has been rugged. Some stations have refused to play them even though keeping them. Publishers and distributors have come to the rescue for the t-p artists; as for the smaller artists, spins have been few.

Some of the stations here which have refused to play 45's are able to do so if they desired to. WNEW and WMCA are two of these. The refusal of these stations to use the platters has hurt the acceptance of 45's here.

Thruout the country as a whole, most jockeys are accepting the small platter fairly happily. However, those who oppose the 45 are the most vocal.

On another level, the custom department of RCA Victor and Columbia Records and other large plants were doing their indie customer's deejay disks. Since the cost of a 45 platter runs about 14 cents, and the cost of a 78 vinyl platter costs between 18 and 25 cents, many smaller labels were using the 45 for jocks.

Columbia Records has informed publishers that they could still obtain 78 records for deejay exploitation. However, the firm noted that the publisher had to order a minimum of 500 vinyl 78's and that it would take at least three weeks to fill the order. Publishers can order 45's in much smaller quantities and get them much more quickly.

Jam Develops

• Continued from page 12

has filled 100 orders with 50 to go as of this week.

Fairchild is about 30 days behind orders for drive conversions to change its two speed (33-78) model 524 to three speed. For this the firm supplies a drive conversion model 817A or 815A for \$290. This converter can also be used on RCA turntables. The firm's production on this converter was not high up to June, but after a large number of orders in June Fairchild has stepped up production. It is still not high enough to turn out the orders already on file in less than 30 days.

Rek-O-Kut was taking only a week or ten days to fill orders on its converter, which sells for \$15.50. This idler mechanism can be used to adapt Rek-O-Kut turntables from 78-33 to 45-33.

3,000 Conversions

The RCA Engineering Products Division back orders were the most serious of all the equipment manufacturers. They were most serious to the stations too, since most stations use RCA turntables. Once the firm breaks the present tie-up in late August, it can be expected that it will be able to supply stations with converters quickly.

Up to June of this year, it is estimated that more than 2,000 turntables in radio stations thruout the country had been converted from two-speed (33-78) to three speed. Since the announcement of 45's for jocks in late May, almost 1,000 more conversions have been ordered.

Great things are coming...



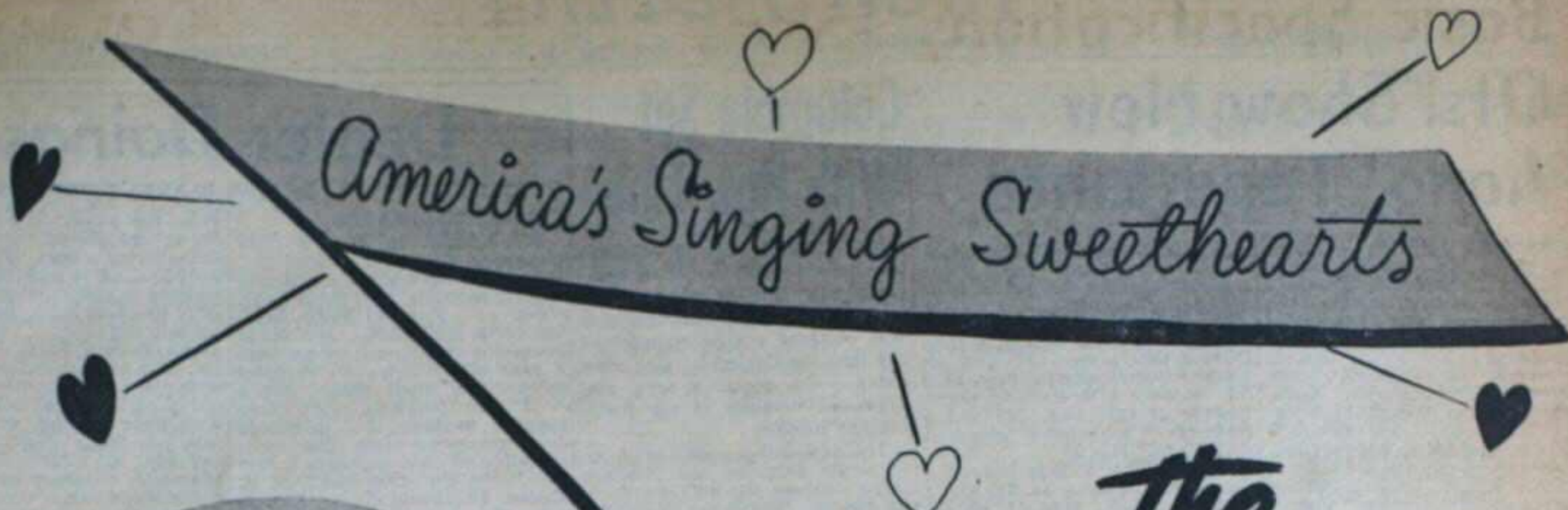
An Amazing New Phonograph Line
With A Thousand Selling Advantages!

Don't make a move until you see and hear it.
It's on the way now.

From Columbia

Phonograph Division: 799 7th Avenue, New York 19, N. Y.

"Columbia," Reg. Trade Mark U. S. Pat. Off. Various Registrations.


 America's Singing Sweethearts



the
McGuire Sisters

HEADED FOR NO. 1
 ON THE BEST SELLER
 CHARTS WITH THEIR
 SMASH HIT

**GOODNIGHT,
 SWEETHEART,
 GOODNIGHT**

b/w HEAVENLY FEELING
 CORAL 61187

exclusively on

CORAL RECORDS
 America's Fastest Growing Record Company

Mfrs. Show New Phono, Tape Lines

CHICAGO, July 10. — On the eve of the National Association of Music Manufacturer's annual convention here, Tuesday (13), manufacturers have announced new phono and tape models which will be on display throughout the week. The firms include Motorola, Philharmonic, Scott, Hedco, Crescent Industries, Westinghouse, B. & R., Packard Bell, Pentron, Majestic (Wilcox-Gay), Roland, Steelman and Dean.

Motorola this week brought out a new hi-fi "Masterpiece" line at its annual distributors convention here. The line includes a hi-fi console at \$199.95, a two-speaker table model at \$139.95 and a lightweight portable phono with two speakers and three speeds listed at \$79.95. Majestic's new line includes a battery-electric, radio-phono portable.

The new Philharmonic line features a kaleidoscopic phono retainer for \$49.50. The three-speed phono console has a screen at the bottom, on which is projected a kaleidoscopic pattern in color which varies with the vibrations of a playing record. Scott Radio's new line includes a group of radio-phono consoles and table models varying in price from \$275 to \$995.

Roland's new models include a AM-FM hi-fi console combo and a table model hi-fi AM radio-phono. Steelman is showcasing two new hi-fi table and console phonos and a new low-priced hi-fi phono model. Dean's new line spotlights a hi-fi three-speed portable phono at \$69.95. The Dean line also includes other portable phono models, radio-phono combinations and some new kiddie players.

Can. Distribution Of A-V Tape Line

NEW YORK, July 10.—Arrangements to have the complete line of the A-V Tape Libraries, Inc., New York, distributed in Canada, were completed this week under a contract between A-V and Tower Productions, Ltd., Ottawa.

Under the terms of the agreement, A-V will supply Tower with masters of all of its recorded tapes Decca company's accent on the Tower. In addition, all A-V promotion material, sales and merchandising aids will be made available to the Canadian firm.

AV also signed a contract with Joseph Plasencia, Inc., New York, giving them rights to distribute A-V tapes in all territories except the U. S., Canada and Europe. Current negotiations are underway for distribution in Italy, France and England.

Collectors' Items All

TROPIC DRUMS
DRUMS OF THE
SOUTH SEAS
DRUMS OVER
AFGHANISTAN

TEMPO
RECORD CO. OF AMERICA
3540 Sunset Blvd., Hollywood 46, California

YOU'LL LOSE YOUR HEAD OVER THE



Steelman HI-FI LINE!

SEE IT AT THE
NAMM SHOW
ROOM 946W—PALMER HOUSE
CHICAGO

STEELMAN PHONOLOGICAL & RADIO CO., INC.
330 Madison Avenue, New York 17, N. Y.

Columbia Set With New Line

NEW YORK, July 10.—Columbia Records will unveil a complete new line of phonographs later this month. The new line will embrace a tape recorder — the first for Columbia; also some inexpensive portable sets, and improved versions of the firm's current models.

The new 360 is reported to incorporate features that substantially improve the set's sound reproduction. Details are still under wraps, but the price is expected to be close to the current model's. The 360 is understood to be the highspot of the firm's 1954-'55 line.

Columbia will hold a press conference here in late July to display the new models. The firm will send dealers and distributors information about the new machines the same week.

How to Split the Pie?

• Continued from page 13

containing more than the usual number of selections. Capitol lately has been contacting publishers with a view toward multi-tune LP's.

On the normal, eight-tune, 10-inch LP, the statutory rate of 2 cents mounts up to 16 cents for the publisher. On special jobs, publishers have been asked to take considerable cuts — diskers pointing out that a rate of 1½ cents on a 20-tune disk mounts up to 30 cents — admittedly a heavy bite.

Neither publishers nor the office of Harry Fox, agent and trustee, have worked out a standard royalty rate covering medleys and multi-tune disks. They have always been subject to individual negotiation. Publishers feel that whereas they want to cooperate on such deals, the use does not really do much for the tune. This being the case, they are wary of cheapening the copyright with a low rate.

Writer Protection

Another facet of publisher thinking, of course, lies in the area of the publisher's obligations to songwriters. This came to the fore about one year ago when writers protested an attempt to obtain music gratis for the Victor "Showbiz" album. A satisfactory compromise was worked out here.

The Fox office notes that the

trend toward an increased number of tunes on LP's comes about as a result of various competitive factors, all of which tend to make the diskeries offer the consumer a greater bargain for his money.

One competitive factor, it's noted, is the operation of the various mail order record houses, such as the National Mail Order Network. These firms, via radio, sell a package of 18 selections for \$2.98. The disks are microgroove 78's, with three tunes per side. Rates are ½-cent per tune, totaling 1½ cents per side.

Back in the old days of the 78 r.p.m. record business, a similar royalty problem arose when Decca Records started production of its "Songs of Our Times" series. This line — one of the late Jack Kapp's projects tying in with the to be duplicated in quantity by "American Story" — included collections of hits of 1921, 1922, etc. They were packaged three tunes to a side.

In the pre-microgroove years, however, such uses of material were never extensive enough to become a problem. Today, however, it has become acute on the publisher level.

Music as Written

• Continued from page 14

Jerry Fielding ork—Don Cornell package, booked for the Riverside Rancho August 8. . . . Buddy Baer weekends at the Trails here.

Philadelphia

Bobby Roberts leaves the local scene to take up again at the Round-the-World Room of Atlantic City's President Hotel for the remainder of the summer. . . . The summer policy at the nearby Marlton (N. J.) Manor on the New Jersey side calls for two local bands in Don Nicholas and the Tommy Ferguson unit—both recording for the local Guyen Records.

The Overbrook Publishing Company adds to the town's music publishing fraternity. . . . Myers Music Company has been assigned as selling agent for "Beginning Tomorrow," published by the local Music Counter pubbery. Written by Eddie Khoury and Ronnie Bonner, the tune has been introduced on the Oscar label by Ed Curry and his Manhattan Quartet.

Paul Judge takes over the bandstand chore at Wagner's Ballroom, which has been air-conditioned to allow full summer terping sessions. . . . With Palumbo's nitery remaining open for the summer for the first time, Jack Verna stays on at the C-R Club adjoining.

Ground has been broken for the new \$500,000 ballroom addition to the swank Drake Hotel, scheduled for completion in November. . . . Val Frances is off to Hermann's in Wildwood, N. J. . . . Frank Capano, dean of the local music writers and publishers, is in St. Joseph's Hospital following a heart attack.

After Dean Hudson for July 3-4, and Les Elgart for July 9-10,

Dealer Doings

By JUNE BUNDY

SUMMERTIME SALES

It's difficult to form a clear picture of the summer sales picture on the basis of the conflicting reports received from dealers this week. . . . Prospect Radio Service, Little Rock, Ark., says "Sales are about 30 per cent better than a year ago." However, Prospect adds, "The small dealer has a hard time (working with three speeds) to keep his inventory from going sky-high. The accumulation of dead numbers is terrific." On the other hand, R. H. Bailey, Oklahoma Radio, Kansas City, Mo., writes, "Just got back from Oklahoma, and every record dealer I talked to was crying hard times. One owner in Tulsa told me that customers are coming in so slow that the rats are eating up his stock." Record rodents?

Back into the red column again, Dorothy Mulcahy, West Roxbury Music Center, West Roxbury, Mass., laments, "The record business in Boston has been so slow that we have not been able to determine what has moved to any appreciable extent. Since business is so bad we do not feel that the continual howling on the air by local disk jockeys about this extraordinary condition helps. Better if they take the positive approach. Wouldn't it be nice if Eddie Fisher made fewer records and in so doing regained his old sales appeal?"

"Once in a blue moon," moans A. B. Dabney, Dabney Music, Lancaster, S. C., "I begin in the first seven days to sell my new records. They are not in demand. We have to 'sell' them until they are exposed." . . . "Thank heaven for hi-fi," pens Gordon Darrah, Sinfonia Record Shop, Grand Rapids, Mich. "Business is up at least 20 per cent over last year."

TRAFFIC MOVERS

Vincent Pale, Richloy's, Philadelphia, writes, "In the recent RCA Victor promotion for Eddie Fisher we experienced a rush from the day the campaign started. We sold about 700 copies of Fisher's 'A Girl, A Girl' record and moved out about 4,000 bottles of Coca-Cola." . . . Kay Miller, Home Appliance Store, Susanville, Calif., is boosting record sales these days with a new radio show which originates from the shop's record booth. "As soon as a new record comes in," says Kay, "we play it on the show. We also feature a mystery tune gimmick. The first one to call in with the correct answer gets his choice of any 78 disk in stock. On Friday we play a medley of three songs, and the first one to give us the title of all three artists receives a 78 or 45 album free." . . . Helen Burkett, Marston's Home Appliance, Mount Jackson, Va., writes about a similar contest, which Marston's is running over the town's new local Station WSGI three times weekly. The first 10 persons who

guess the correct title or artist of the record played receive a free RCA Victor record. The winners are required to pick up the prize platters in person, thus automatically bringing many new customers into the store. . . . Stan Lewis, Stan's Record Shop, Shreveport, La., also utilizes radio promotion with good sales results. He furnishes all the local radio stations with their samples, and as a result, gets gratis plugs thruout the day over all outlets. Lewis, who advertises regularly over two radio stations, also offers package deals on the air, with a set of five disks going for \$2.98, plus a small postage and packing charge. July marks Stan's sixth year in the record business, and as an anniversary present to all his customers he is giving away a free record with each purchase thruout the month.

JUST BROWSING

Stanley Kaiser, who runs Stan's Record Shop in the Bronx, N. Y., opens a new platter store this month. . . . Jerry Joseph, Colony Record & Radio Center, New York City, has three major suggestions to help dealers boost record sales: "1. Discontinue discounts on LP's. 2. Greater conversion to self-service. 3. Closer co-operation with disk jockeys."

Self-service also appeals to Al Diamond, Long Island City, N. Y., who says "Since we installed a few self-service racks we find that more pop records are being sold. The same is true of our 45s and LPs." . . . Another recent convert to self-service is The Wurlitzer Store, Buffalo, which has set up a new self-service record department on its street floor in the center of the selling area so that general store traffic flows all around it. Special private listening booths are available to customers, and the conventional disk service department is located nearby for people who prefer to buy their platters the old-fashioned way.

DETROIT

Norbert Lesinski, owner of the Melody Manor Shop, reports an exceptionally good response to the guest appearance of Jubilee artist, Robert Crew, who is in town promoting his latest recording, "Change of Heart." . . . Charles Gray, executive vice-president of Polonia Distributing, is attending the Music Show in Chicago. . . . Dean Palmerlee, owner of Pal Record Shop, said that his recent move to a new location is working out well. . . . Walter Wright, salesman in the record department at Grinnell Bros.' Music House, returns shortly from a two-week vacation.

Hollywood

The Sherman-Clay music stores in the West are planning to convert to a self-service operation this fall, with both San Francisco and Portland, Ore., slated to undergo face-lifting within 60 days. . . . Jean Lazzio, Jean's Record Shop, Portland, is on the sick list, with her mother pinch-hitting at the store in her absence. . . . George Jacques, the Music Box, Spokane, has returned from a vacation at Yellowstone Park and is mulling the production of a new EP display rack. . . . Mr. and Mrs. E. F. Gribble, Portland, have opened a downtown music shop there called the Eighth Street Record Mart. . . . Jim Warren and Jack Andrews, Central Record Distributing Company, sky to the NAMM convention next week.

AS HOT AS A PISTOL



Roland "RIVIERA"
the portable sensation of the industry!

Don't miss it at the
NAMM SHOW
ROOM 946W, PALMER HOUSE
CHICAGO

ROLAND RADIO CORP., 718 St. Columbia Ave., St. Louis, Mo.

The Billboard Music Popularity Chart

PACKAGED RECORDS

Reviews and Ratings of New Classical Releases

MOZART: SYMPHONY NO. 40; SYMPHONY NO. 35 (HAFFNER) (1-12) London Mozart Players; Harry Black, Cond. Bluebird LBC 1869

TCHAIKOVSKY: ROMEO AND JULIET OVERTURE; 1812 OVERTURE; MARCHÉ SLAVE; CAPRICCIO ITALIEN (1-12) Vienna State Philharmonic; Josef Perlez, Cond. Vox PL 8700

DEBUSSY: CHILDREN'S CORNER; SUITE BERGAMASQUE (1-12) Walter Gieseking, Pianist. Angel 35067

BEETHOVEN: PIANO SONATAS NOS. 15, 21, 25 AND 26 (1-12) Orazio Frugoni, Piano. Vox PL 8650

SCHUBERT: QUINTET IN A MAJOR FOR PIANO AND STRINGS (THE TROUT) (1-12) Amsterdam Piano Quintet. Epic LC 3046

MOZART: CONCERTOS NO. 18 AND 19 (1-12) Hans Henckemann, Piano; Vienna Symphony Orchestra; John Pritchard, Cond. Epic LC 3047

BRAMMS: SONGS IN FOLK STYLE; DVORAK: ZIGENERMELODIEN (1-12) Amy Fehlbayer, Soprano; V. Graef, Piano. Vanguard VRS 446

LALO: LE ROI D'YS OVERTURE; NORWEGIAN RHAPSODY; NAMOUNA BALLET SUITE NO. 1 (1-12) Orchestre des Concerts Lamoureux; Jean Fournet, Cond. Epic LC 3049

News Review

Continued from page 12

today, and the pluggers couldn't resist the lure of the camera.

The results, aired over CBS-TV's "Morning Show" at 7:30 a.m. Thursday (9), were vastly entertaining, although the over-all impression it left was more fantasy than fact.

Prior to that, tho, he yodeled about his "Bayou Baby" in the celluloid presence of at least five other Brill publishers, thus making all of them willing participants in helping Lowe pile up network TV performance credits for the ditty.

Among the "thespians" were Juggy Gayles and Marilyn Boroy of Gale & Gayles; Bob Devere, Devere Music; Marty Mills, Mills Music; Zelta Schwartz, of Fred Fisher Music; Norma Penny, Jefferson Music; Fred Barovic, Bert Mann; Frankie Davis, and, of course the winners, Mac Wolfson and Eddie White of Music Hall Songs.

Acting-wise the performances indicated that most of them are in the right business. However, Juggy Gayles impressed with a Marlon Brando-type charm, while Davis put one over by singing one of his own songs back to Lowe, the only really authentic touch in the picture.

Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, as determined by a survey of classical dealers in all key markets.

- 1. TCHAIKOVSKY: THE NUTCRACKER - Minneapolis Symphony (Dorati) Mercury OL 2-101
2. RACHMANINOFF: PIANO CONCERTO NO. 2 - Rubinstein, NBC Symphony (Golschmann) RCA Victor LM 1005
3. DVORAK: SYMPHONY NO. 5 ("New World") - NBC Symphony (Toscanini) RCA Victor LM 1778
4. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME - NBC Symphony (Toscanini) RCA Victor LM 1768
5. TWENTY-FIFTH ANNIVERSARY ALBUM - Boston Pops Orchestra (Fiedler) RCA Victor LM 1790
6. STRAVINSKY: LE SACRE DU PRINTEMPS - Minneapolis Symphony (Dorati) Mercury 50030
7. RUBINSTEIN PLAYS BRAHMS - RCA Victor LM 1787
8. HOLST: THE PLANETS - Philharmonic Promenade Orchestra (Boult) Westminster WL 5235
9. BORODIN: POLOVETSIAN DANCES; STEPPES OF CENTRAL ASIA; IPPOLITIV IVANOV; CAUCASIAN SKETCHES - New York Philharmonic (Mitropoulos) Columbia ML 4815
10. LEHAR: THE MERRY WIDOW - Schwartzkopf, Philharmonia Orchestra (Ackermann) Angel 3501
11. PUCCINI: TOSCA - Callas, La Scala Orchestra (de Sabata) Angel 3508
12. BEETHOVEN: MISSA SOLEMNIS - Shaw Chorale, NBC Symphony (Toscanini) RCA Victor LM 6013
13. RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL - Detroit Symphony (Paray) Mercury 50020
14. RIMSKY-KORSAKOFF: SCHEHERAZADE - Philharmonia Orchestra (Stokowski) RCA Victor LM 1732
15. TCHAIKOVSKY: VIOLIN CONCERTO IN D MAJOR - Heifetz, Philharmonia Orchestra (Susskind) RCA Victor LM 1111
16. BRAHMS: ALTO RHAPSODY - Ferrier, London Symphony Orchestra (Krauss) London LL 803
17. TCHAIKOVSKY: SYMPHONY NO. 2 ("Little Russian") - Royal Philharmonic (Beecham) Columbia ML 4872
18. DELIUS: PARIS, IN A SUMMER GARDEN; SUMMER NIGHT ON THE RIVER - London Symphony Orchestra (Collins) London LL 923
19. COPLAND: APPLACHIAN SPRING; EL SALON MEXICO; BILLY THE KID - National Symphony (Mitchell) Westminster WL 5286
20. BEETHOVEN: SYMPHONIES NOS. 1 AND 9 - NBC Symphony (Toscanini) RCA Victor LM 6009

Reviews and Ratings of New Popular Albums

RELAX WITH VICTOR HERBERT (1-12) Al Goodman Ork (1-12) RCA Victor LPM 1023

RCA Victor has spiced up its latest Victor Herbert LP with a sexy cover, featuring a bosomy, Mickey Spillane-type redhead wearing a seductive look and a slipping negligee.

ARABIAN NIGHTS (1-10) Guy Lombardo Ork (1-10) Decca DL 3542

Decca is also releasing an original-cast version of the Guy Lombardo musical production "Arabian Nights," which plays nightly at Jones Beach, N. Y., this summer (see review in this issue).

GUY LOMBARDO PRESENTS LAURITZ MELCHOR IN ARABIAN NIGHTS Arabian Nights Chorus and Orchestra (1-12) Decca LD 9013

The primary appeal of this LP is as a souvenir album for audiences attending the Guy Lombardo production of "Arabian Nights" at Jones Beach in New York this summer.

A PARIS: SONGS OF LEMARQUE AND FERRE (1-10) Vanguard VRS 7017

Lovers of the City of Light, and there are many, many of these among Americans, should get a kick out of this soulful musical tribute to Paris compiled from the compositions of Francis Lemarque and Leo Ferre.

(The Little Dance"), but the rest, tho unfamiliar, are tuneful and listenable. Singers include Eric Amado, Michele Arnaud, Micheline Dax, Aime Doniat and Remi Clary.

CHANSONS DE JACQUES PREVERT (1-10) Vanguard VRS 7018

Jacques Prevert is one of France's top composers, known to most Americans for his popular "Autumn Leaves." This tribute to Prevert contains a lovely version of this tune plus some other fine compositions.

Jazz

THE DON ELLIOTT QUINTET (1-12) RCA Victor LJM 1007

The jazz set will undoubtedly look for this one. They won't be sorry. Elliot plays vibes, mellophone, trumpet, bongos, sings and does one in a falsetto hum, using his voice as an instrument.

THE MODERNITY OF KENNY DREW (1-12) Norgran MGN 1092

Kenny Drew is not "new" if that means a just-discovered talent. He has been around for a number of years. But on this new release he shows off some bright, modern stylings on a group of standards that should please cool collectors.

RED CAMP UPRIGHT (1-10) Cook 1089

As expected from the Cook "Sounds of Our Times" label the sound here is wonderful. Hi-fi fans will get a big kick out of the set.

Bell to Boost

Continued from page 12

a folder-type package which includes artist photos.

EP's & LP's The EP and LP lines will be priced at \$1.47 for either a two-pocket EP package or a 10-inch LP package.

The new Bell label, New-Disk, will be pressed on 10-inch 78 r.p.m. records rather than the seven-inch size and is for distribution to disk jockeys and juke box operators only.

The first platter in the series is "When I Needed You Most" backed by "Hey, Nita!" The tunes are performed by Artie Malvin and the Four Bells backed by the Sy Oliver ork.

In a series of standard blues and ballads played on a hokey old bar-room piano. It's fine.

KID ORY'S CREOLE BAND; JOHNNY WITWER TRIO (1-10) Jazz Man LJ 332X

These recordings were produced by jazz critic Dr. Frederick Erner, in 1944 and 1945. The Kid Ory sides feature two of the original members of the Ory crew of the 1920's, Mutt Carey, Ed Garland and Ory himself.

HARRY BABASIN QUINTET (1-10) Nocturne NLP-3

A most unusual experiment here as Babasin, one of the best jazz bassists in the business produces his own session featuring himself on bass and cello.

Urania, Vox, SPA

Continued from page 12

is actually the Vienna Philharmonic.

"The defendants," states the complaint in part, "conspired together and entered into a conspiracy and agreement among themselves and with others wherein and whereby they sought to deprive the plaintiff of the benefit of its business reputation, good will, names and trademarks, and to divert to themselves... the benefit of the plaintiff's business reputation... and to deprive the plaintiff of the monies which would otherwise have accrued to the plaintiff."

Forty-two records are mentioned in the suit, prepared for the orchestra by attorney Edward E. Colton.

Pressers Romance

Continued from page 12

operators are paid at a piece-rate scale, a situation which coupled with the current summer ebb in disk sales, finds many operators in a constant state of flux, moving from one plant to another where fairly steady earnings are possible.

The disk pressers are extending their facilities beyond the chief source of income, namely record companies, and more than ever before are merchandising their services to fields that include advertising agencies, industrial organizations and product promotions.

Latin Lovers

Continued from page 12

right clearance data. For dealers special hangers will be made available for point-of-sale promotion, and distributors are being advised to arrange local mambo promotions with dance studios and at record shops.

A booklet describing all Latin rhythms, in addition to that of the mambo, will also be distributed. Herman Diaz, Victor's a.&r. chief, International department, has set a promotional tour beginning next Monday (19) which will take him to Boston, Buffalo,

Coral Distribs

Continued from page 12

24 sides will be issued on EP in six individual sets, priced at \$1.78, slightly higher than regular EP's.

In addition to pushing the album, Coral hopes to stimulate sales on some of Brown's past albums. In all he has six LP's and 10 EP's on the market. Coral is backing the album push with 24 sides (three vocals, 21 instrumentals) will be issued as single disks.

De Luxe Dealers For dealers who carry the de luxe set Coral is making up special free demonstration records, which will feature excerpts from the best eight sides in the set, thus enabling dealers to speed up demonstrations and save wear and tear on the expensive album.

Johnny Desmond, Eileen Todd and other Coral artists will entertain the distributors following Tuesday's luncheon. Coral will also spin several of its latest platters. Among those attending the meeting will be Coral's artist and repertoire chief Bob Thiele; Al Aldrich, Coral's Midwestern division manager, and Johnny Thompson, the label's Southern division manager.

Capital Drive

Continued from page 13

New York; Roger Karshner, Cincinnati; Charles Wheless, North Carolina; Paul Bryant, Oklahoma City; Elwin Schaeffer, El Paso, Tex.; Dick Clemens, Chicago; Tom Morgan, Los Angeles; Pat Patterson, Baltimore; Ronald Geary, Pittsburgh, and Marvin Paylor, Indiana. The top salesman of the 10, Roger Karshner, received the presidential plaque from Capitol's prexy, Glenn Wallichs.

In addition to the sales meetings, the attendees had fun at softball. East beat West by a score of 13 to 6.

District managers of the firm will hold sales meetings with dealers after they return home next week. Wallichs heads for Paris on Sunday (11) for a two-month business trip abroad.

Cleveland, Detroit and Pittsburgh. Frank Amaru, sales exec, will junket to Philadelphia, Washington, St. Louis; Kansas City, Mo.; Chicago, and Dallas.

RECORDS, ALBUMS AND SHEET MUSIC — POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

Talent Corner

Disk talent who've been high on best-selling pop charts many times in the past are back on the hit listings this week with their latest platters. Both Rosemary Clooney and the Les Paul-Mary Ford



LES PAUL-MARY FORD

Ford team are back on the charts for the first week with their newest disks.

Mrs. Rosemary Clooney Ferrer's version of the show tune "Hey, There" is kicking up noise. Rosey herself hosted the trade press, jockeys and operators at a cocktail party in New York last week. For Mrs. Marv Ford Paul, the tune "I'm a Fool to Care" is quite familiar. Written by Ted Daffan, one of the better country and western tunesmiths, "Fool"



ROSEMARY CLOONEY

was sung many times by Mary when she worked with the Gene Autry group some years ago.

Coincidentally, both ladies have their roots in the country; Mary having worked with Western bands (as did Les), while Rosey hails from Kentucky. She and sister Betty started out doing hillbilly tunes when Grandpa Clooney was running for Mayor.

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

| Title | Week | Last on Week | Chart |
|-------------------------------------|------|--------------|-------|
| 1. Three Coins in the Fountain | 1 | 8 | |
| 2. Little Things Mean a Lot | 2 | 11 | |
| 3. Hernando's Hideaway | 3 | 6 | |
| 4. Happy Wanderer | 4 | 10 | |
| 5. My Friend | 6 | 5 | |
| 6. I Understand Just How You Feel | 9 | 7 | |
| 7. Man Upstairs | 10 | 9 | |
| 8. Wanted | 6 | 19 | |
| 9. Answer Me, My Love | 8 | 17 | |
| 10. If You Love Me (Really Love Me) | 5 | 10 | |
| 11. Young at Heart | 11 | 21 | |
| 12. Cross Over the Bridge | 13 | 20 | |
| 13. Green Years | 15 | 2 | |
| 14. Man With the Banjo | 13 | 11 | |
| 15. Hit and Run Affair | — | 1 | |

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending July 7

| This Week | Weeks on Chart | Chart |
|--|----------------|-------|
| 1. Little Things Mean a Lot By Edith Lindeman, Carl Stutz—Published by Feist (ASCAP) BEST SELLING RECORD: K. Kallen, Dec 29037. OTHER RECORDS AVAILABLE: H. Forrest, Bell 1046; D. Jacobs, Coral 61180; B. Reading, Groove 0022. | 1 | 12 |
| 2. Three Coins in the Fountain By June Styne, Sammy Cahn—Published by Robbins (ASCAP) BEST SELLING RECORDS: Four Aces, Dec 29123; F. Sinatra, Cap 2816. OTHER RECORDS AVAILABLE: T. Arden, Col 40225; Dominos, King 8474; Tommy & Jimmy Dorsey, Bell 1044; J. La Rosa, Cadence 1240; D. Shore, V 20-5755; E. Smith, Dec 29186; M. Stevens, M-G-M 11724. | 2 | 9 |
| 3. Hernando's Hideaway By Richard Adler-Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORDS: A. Bleyer, Cadence 1241; J. Ray, Col 40224; G. Lombardo, De 29173. OTHER RECORDS AVAILABLE: D. Hawkins, Epic 9049; R. Hayman, Mercury 70387; Homer & Jethro, V 20-5788; B. May, Cap 2840; A. Norman, Bell 1047; T. Rodriguez, V 20-5759; E. Smith, Dec 29186. | 3 | 8 |
| 4. Happy Wanderer By Antonia Ridge, Friedrich Moller—Published by Fox (ASCAP) BEST SELLING RECORDS: F. Weir, London 1448; H. Rene, V 20-5715. OTHER RECORDS AVAILABLE: Bob Crosby, Bell 1045; A. Drake, Cadence 1238; T. Leonetti, Cap 2788; The Oberkirchen Children's Choir, Dec 29193; L. Prima, Dec 29128. | 4 | 11 |
| 5. I Understand Just How You Feel By Pat Best—Published by Jubilee (ASCAP) BEST SELLING RECORDS: Four Tunes, Jubilee 5132; J. Valli, V 20-5740. OTHER RECORDS AVAILABLE: S. Stewart Epic 9039. | 7 | 8 |
| 6. Wanted By Jack Fulton, Lois Steele—Published by Witmark (ASCAP) BEST SELLING RECORD: P. Como, V 20-5647. OTHER RECORDS AVAILABLE: L. Becker, Prom 1078; T. Dorsey, Bell 1041; Homer & Jethro, V 20-5788; M. Mullican, King 1337. | 5 | 20 |
| 7. Little Shoemaker By Rudi Revil, Geoffrey Parsons, John Turner—Published by Bourne (ASCAP) BEST SELLING RECORDS: Gaylords, Mercury 70403; H. Winterhalter, V 20-5708. OTHER RECORDS AVAILABLE: Texor, Singers, Cap 2862; F. Weir, London, 1482. | 9 | 3 |
| 8. Sh-Boom By James Keys, Claude Franter, Floyd McRae, James Edwards—Published by Hill & Range (BMI) BEST SELLING RECORDS: Crew Cuts, Mercury 70404; Chords, Cat 104. OTHER RECORDS AVAILABLE: B. Williams, Coral 61212. | 9 | 2 |
| 9. If You Love Me (Really Love Me) By Margaret Monnot and Geos Frey Parsons—Published by Duchess (BMI) BEST SELLING RECORD: K. Starr, Capitol 2769. OTHER RECORDS AVAILABLE: H. Brooks, Okeh 7020; B. Crosby, Dec 29144; H. Forrest, Bell 1046; S. Harmer, M-G-M 11667; M. Marlowe, P. Faith, Col 40149; V. Lynn, London 1412; J. Peerce, V 20-5580. | 6 | 12 |
| 10. Man Upstairs By Dorinda Morgan, Harold Stanley, Gerry Manners—Published by Vesta (BMI) BEST SELLING RECORD: K. Starr, Cap 2769. OTHER RECORDS AVAILABLE: Blackwood Brothers, V 20-5781; Cowboy Copas, King 1306. | 8 | 12 |
| 10. My Friend By Ervin Drake and Jimmy Shirl—Published by Paxton (ASCAP) BEST SELLING RECORD: Eddie Fisher, V 20-5748; OTHER RECORDS AVAILABLE: R. Foley, Dec 29159; F. Waring, Dec 29192. | 11 | 4 |

Second Ten

| | | |
|---|----|----|
| 12. GREEN YEARS..... | 16 | 5 |
| Published by Harms (ASCAP) | | |
| 13. CROSS OVER THE BRIDGE..... | 11 | 20 |
| Published by Valando (ASCAP) | | |
| 13. YOUNG AT HEART..... | 14 | 22 |
| Published by Sunbeam (BMI) | | |
| 15. ANSWER ME, MY LOVE..... | 11 | 20 |
| Published by Bourne (ASCAP) | | |
| 16. CRAZY 'BOUT YOU, BABY..... | 15 | 9 |
| Published by Sunbeam (BMI) | | |
| 17. GOODNIGHT, SWEETHEART, GOODNIGHT..... | — | 1 |
| Published by Arc (BMI) | | |
| 18. STEAM HEAT..... | 19 | 6 |
| Published by Frank (ASCAP) | | |
| 19. OH, BABY MINE..... | 16 | 24 |
| Published by Melrose (ASCAP) | | |
| 20. HIT AND RUN AFFAIR..... | — | 1 |
| Published by Harms (ASCAP) | | |
| 20. ISLE OF CAPRI..... | 16 | 10 |
| Published by Harms (ASCAP) | | |

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

INDEX TO CHARTS

| | | | |
|---------------------------------------|----|-----------------------------|----|
| Popular Records, Singles | 48 | Country & Western | 60 |
| Packaged Records, Popular | 45 | Rhythm & Blues | 63 |
| Packaged Records, Classical | 45 | Other Categories | 66 |

Tunes with Greatest Radio-TV Audiences

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

| | |
|---|--|
| Answer Me, My Love (R)—Bourne—ASCAP | |
| Goodnight, Sweetheart, Goodnight (R)—Arc—BMI | |
| Green Years (R)—Harms—ASCAP | |
| Happy Wanderer (R)—Fox—ASCAP | |
| Hernando's Hideaway (M) (R)—Frank—ASCAP | |
| Hey There (M) (R)—Frank—ASCAP | |
| High and the Mighty (F) (R)—Witmark—ASCAP | |
| I Could Have Told You (R)—United—ASCAP | |
| I Get So Lonely (R)—Melrose—ASCAP | |
| I Speak to the Stars (R) (F)—Witmark—ASCAP | |
| If You Love Me (Really Love Me) (R)—Duchess—BMI | |
| I Am a Fool to Care (R)—Peer—BMI | |
| Joey (R)—Lowell—BMI | |
| Knock on Wood (R) (R)—Famous—ASCAP | |
| Little Shoemaker (R)—Bourne—ASCAP | |
| Little Things Mean a Lot (R)—Feist—ASCAP | |
| Magic Tango (R)—Chappell—ASCAP | |
| Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP | |
| Make Love to Me (R)—Melrose—ASCAP | |
| Man With the Banjo (R)—Mellin—BMI | |
| No One But You (R)—Feist—ASCAP | |
| Someday (R)—Famous—ASCAP | |
| Steam Heat (M) (R)—Frank—ASCAP | |
| Sway (R)—Peer—BMI | |
| Take Everything But You (R)—DeSylva, Brown & Henderson—ASCAP | |
| There Never Was a Night So Beautiful (R)—Broadcast—BMI | |
| Three Coins in the Fountain (R) (F)—Robbins—ASCAP | |
| Wanted (R)—Witmark—ASCAP | |
| Wedding Bells (Are Breaking Up That Old Gang of Mine) (R)—Mills—ASCAP | |
| Young at Heart (R)—Sunbeam—BMI | |

Television

| | |
|--|--|
| And This Is My Beloved (M) (R)—Frank—ASCAP | |
| Climb Up the Wall (R)—Sheldon—BMI | |
| Disclaim Mambo—Embassy—BMI | |
| Gilly Gilly Ossenfeffer Katzenjagen Bogen | |
| By the Sea (R)—Beaver—ASCAP | |
| Goodnight, Sweetheart, Goodnight (R)—Arc—BMI | |
| Happy Wanderer (R)—Fox—ASCAP | |
| Hernando's Hideaway (M) (R)—Frank—ASCAP | |
| Hey There (M) (R)—Frank—ASCAP | |
| I Can't Stay Mad at You (R)—Redd Evans—ASCAP | |
| I Really Don't Want to Know (R)—Hill & Range—BMI | |
| I Speak to the Stars (F) (R)—Witmark—ASCAP | |
| I Wouldn't Walk Across the Street (R)—Hawthorne—ASCAP | |
| If You Love Me (Really Love Me) (R)—Duchess—BMI | |
| I'm Gonna Sit Right Down and Cry (R)—Royal—BMI | |
| In a Garden of Roses (R)—Goday—BMI | |
| In the Chapel in the Moonlight—Shapiro—Bernstein—ASCAP | |
| It's You, It's You I Love (R)—Hollis—BMI | |
| Joey (R)—Lowell—BMI | |
| Little Things Mean a Lot (R)—Feist—ASCAP | |
| Man Upstairs (R)—Vesta—BMI | |
| Marie (R)—Berlin—ASCAP | |
| Someday (R)—Famous—ASCAP | |
| Steam Heat (M) (R)—Frank—ASCAP | |
| Summer Vacation (R)—Melrose—ASCAP | |
| Sway (R)—Peer—BMI | |
| There Never Was a Night So Beautiful (R)—Broadcast—BMI | |
| This Must Be the Place (R)—Lantern—ASCAP | |
| Three Coins in the Fountain (R) (F)—Robbins—ASCAP | |
| Wanted (R)—Witmark—ASCAP | |
| Young at Heart—Sunbeam—BMI | |

England's Top Twenty

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

| |
|---|
| Secret Love—Harms, Connelly (Remick) |
| The Little Shoemaker—Bourne (Bourne) |
| Little Things Mean a Lot—Robbins—(Feist) |
| Cara Mia—Robbins (Feist) |
| Happy Wanderer—Bosworth (Fox) |
| Friends and Neighbours—Michael Reine (Ross Jungnickel) |
| Heart of My Heart—Francis Day (Robbins) |
| Wanted—Harms, Connelly (Witmark) |
| Idle Gossip—Bron (Redd Evans) |
| Oh, Baby Mine—Edwin H. Morris, Ltd. (Melrose) |
| Don't Laugh at Me (Cause I'm a Fool)—David Toff (Leeds) |
| Someone Else's Roses—John Fields (Leeds) |
| Young at Heart—Victoria (Sunbeam) |
| Cross Over the Bridge—New World (Laurel) |
| The Book—Kassner (Kassner) |
| Changing Partners—Rohr, Mellin (Porgie) |
| Such a Night—Stedine (Raleigh) |
| Never, Never Land—Pickwick Music Corp. (Keith Prowse & Co., Ltd.) |
| Make Love to Me—Morris (Melrose) |
| Bimbo—Macmelodies (Fairway) |
| Shadow Waltz—Sterling (*) |
| Deadwood Stage—Harms, Connelly (Remick) |
| I See the Moon—Feldman (Plymouth) |
| Bell Bottom Blues—Michael Reine (Shapiro-Bernstein) |



Buyboard

Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.

TOP SELLERS— POPULAR Listed Alphabetically

| | | |
|---|-------------------|------|
| ANSWER ME, MY LOVE | | |
| WHY | N. Cole | 2687 |
| THE GAL THAT GOT AWAY HALF AS LOVELY | F. Sinatra | 2864 |
| I'M A FOOL TO CARE AUCTIONEER | L. Paul & M. Ford | 2839 |
| I'LL BE SEEING YOU PLEASE, REMEMBER | The Four Freshmen | 2832 |
| MAKE HER MINE I ENVY | N. Cole | 2803 |
| THE MAN UPSTAIRS IF YOU LOVE ME | K. Starr | 2769 |
| PERIOD HOW WRONG CAN YOU BE | The Four Knights | 2847 |
| RIVER OF NO RETURN GIVE ME YOUR WORD | T. Ernie | 2810 |
| SWAY MONEY BURNS A HOLE IN MY POCKET | D. Martin | 2818 |
| THREE COINS IN THE FOUNTAIN RAIN | F. Sinatra | 2816 |

COMING UP FAST Listed Alphabetically

| | | |
|--|---------------------------|------|
| BACKWARD, TURN BACKWARD FACE TO FACE | G. MacRae | 2760 |
| JOEY ASK ME | M. Whiting | 2853 |
| OH, BABY MINE I COULDN'T STAY AWAY FROM YOU | The Four Knights | 2654 |
| POINT OF ORDER PERSON TO PEARSON | S. Freberg & D. Buffer | 2838 |
| SWAN LAKE, PART I SWAN LAKE, PART II | A. Griffith | 2855 |
| THE VAMP SO BLUE | P. Hunt | 2828 |
| YOUNG-AT-HEART TAKE A CHANCE | F. Sinatra | 2703 |

LATEST RELEASES

Numbers
428 & 429

| | | |
|--|------------------------|------|
| JOEY ASK ME | Margaret Whiting | 2853 |
| FOGGY NIGHT IN SAN FRANCISCO ONE ARABIAN NIGHT | Connie Russell | 2854 |
| SWAN LAKE, PART I SWAN LAKE, PART II | Andy Griffith | 2855 |
| FIVE DAYS, SIX HOURS, THIRTEEN MINUTES | | |
| WHEN YOU'RE WITH SOMEBODY ELSE | Bobby Troup | 2856 |
| PERDIDO SOMETIMES I'M HAPPY | The Honeydramers | 2857 |
| ANOTHER'S WEDDING RING HOLIDAY FOR TEARS | Chester Smith | 2858 |
| A PLACE FOR GIRLS LIKE YOU IN THE CHAPEL IN THE MOONLIGHT | Faron Young | 2859 |
| THE LITTLE SHOEMAKER SOBBIN' WOMEN | The Textor Singers | 2862 |
| I DON'T HURT ANYMORE CAT DANCIN' | Ray Anthony | 2860 |
| I CRIED NOW | Tommy Leonetti | 2861 |
| THE GAL THAT GOT AWAY HALF AS LOVELY | Frank Sinatra | 2864 |
| HONEY LOVE RIOT IN CELL BLOCK NUMBER NINE | Vicki Young | 2865 |
| ETHYL IN MY GAS TANK YOU OUGHTA KNOW | Jimmy Heap | 2866 |
| THIS HEART OF MINE TWO WINGS | The Ever-Ready Singers | 2867 |

BEST SELLING— POPULAR ALBUMS Listed Alphabetically

| | | |
|--|------------------------|---|
| AND AWAAAY WE GO! | Jackie Gleason | 45 rpm "EP" No. EBF-511 33 1/3 rpm No. H-511 |
| BY THE BEAUTIFUL SEA | Shirley Booth | 45 rpm "EP" No. EDM-531 33 1/3 rpm No. S-531 |
| THE HIT MAKERS | Les Paul and Mary Ford | 45 rpm "EP" No. EAP-1-416 & EAP-2-416 33 1/3 rpm No. H-416 |
| THE HITS OF RAY STARR | Ray Starr | 45 rpm "EP" No. EAP-1-415 & EAP-2-415 33 1/3 rpm No. H-415 |
| MUSIC FOR LOVERS ONLY | Jackie Gleason | 45 rpm "EP" No. EBF-352 33 1/3 rpm No. H-352 |
| MUSIC TO MAKE YOU MISTY | Jackie Gleason | 45 rpm "EP" No. EBF-455 33 1/3 rpm No. H-455 |
| NAT "KING" COLE 10th ANNIVERSARY ALBUM | Nat "King" Cole | 45 rpm "EP" No. EAP-1-2-3-4-514 33 1/3 rpm No. W-514 |
| SOFT LIGHTS AND BOBBY HACKETT | Bobby Hackett | 45 rpm "EP" No. EBF-458 & EAP-1-458 & EAP-2-458 33 1/3 rpm No. H-458 |
| SONGS FOR YOUNG LOVERS | Frank Sinatra | 45 rpm "EP" No. EBF-488 33 1/3 rpm No. H-488 |
| SWINGIN' AROUND | Pee Wee Hunt | 45 rpm "EP" No. EAP-1-492 & EAP-2-492 33 1/3 rpm No. H-492 |
| THIS MODERN WORLD | Stan Kenton | 45 rpm No. KCF-460 33 1/3 rpm No. H-460 |
| TOP HITS OF '54, VOLUME I | Starr, Sinatra, etc. | 45 rpm "EP" No. EAP-1-9117 & EAP-2-9117 33 1/3 rpm No. H-9117 |
| TV CURTAIN CALLS | Kate Smith | 45 rpm "EP" No. EBF-515 33 1/3 rpm No. H-515 |

TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

| | | |
|--|---------------------|------|
| A FOOLER, A FAKER BREAKIN' THE RULES | H. Thompson | 2758 |
| A PLACE FOR GIRLS LIKE YOU IN THE CHAPEL IN THE MOONLIGHT | F. Young | 2859 |
| EACH TIME YOU LEAVE DECEIVED | T. Preston | 2814 |
| HONKY-TONK GIRL WE'VE GONE TOO FAR | H. Thompson | 2823 |
| I ALWAYS GET A SOUVENIR LET ME LOVE YOU | T. Collins | 2806 |
| I BOWED DOWN HE'LL PART THE WATER | M. Carson | 2825 |
| IF WE FORGET GOD SATAN LIED TO ME | The Louvin Brothers | 2852 |
| I'M GETTIN' RID OF YOU TIRED | G. O'Quin | 2843 |
| JERSEY BOUNCE SUNRISE SERENADE | H. Thompson | 2792 |
| NOLA FLY RIGHT BOOGIE | M. Moore | 2796 |
| TWO WHOOPS AND A HOLLER WHY DID YOU WAIT! | J. Shepard | 2791 |
| YOU BETTER NOT DO THAT HIGH ON A HILLTOP | T. Collins | 2701 |

BEST SELLING— "EP" ALBUMS Listed Alphabetically

| | | |
|--|-----------------------|---------------------------|
| DANCE CRAZE | Anthony, Kenton, Hunt | 45 rpm "EP" No. EAP-1-518 |
| THE FOUR FRESHMEN | | 45 rpm "EP" No. EAP-1-433 |
| HITS FROM BY THE BEAUTIFUL SEA | Cole, Baxter, etc. | 45 rpm "EP" No. EAP-1-535 |
| I GET SO LONELY | The Four Knights | 45 rpm "EP" No. EAP-1-506 |
| INVITATION | Les Baxter | 45 rpm "EP" No. EAP-1-494 |
| IT'S BILLY MAY TIME | | 45 rpm "EP" No. EAP-1-145 |
| STAN KENTON PLAYS THE COMPOSITIONS OF PETE RUGOLO | | 45 rpm "EP" No. EAP-1-508 |
| THREE COINS IN THE FOUNTAIN | Frank Sinatra | 45 rpm "EP" No. EAP-1-542 |
| TWO FOR THE RECORD | Benny Goodman | 45 rpm "EP" No. EAP-1-519 |
| VAYA CON DIOS | Les Paul & Mary Ford | 45 rpm "EP" No. EAP-1-495 |

BEST SELLING— "Specialized" HIGH-FIDELITY ALBUMS Listed Alphabetically

| | | |
|--|------------------------|-------------------------|
| FULL DIMENSIONAL SOUND—Study in High Fidelity | | 33 1/3 rpm No. SAL-9020 |
| HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists | | 33 1/3 rpm No. LAL-9024 |
| HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists | | 33 1/3 rpm No. LAL-9022 |
| HIGH FIDELITY VOCALS IN FULL DIMENSIONAL SOUND—Top Artists | | 33 1/3 rpm No. LAL-9023 |
| THE PASSIONS | Les Baxter & Bas Sheva | 33 1/3 rpm No. LAL-486 |

NEW ADDITIONS TO "1600 SERIES"

| | | |
|--|----------------------|------|
| THE BREEZE—SIDE BY SIDE | Ray Starr | 1688 |
| PRETEND—UNFORGETTABLE | Nat "King" Cole | 1689 |
| MY BABY'S COMIN' HOME MEET MISTER CALLAGHAN | Les Paul & Mary Ford | 1690 |
| OH!—THE DARKTOWN STRUTTERS' BALL | Pee Wee Hunt | 1691 |
| I BELIEVE—WITH A SONG IN MY HEART | Jane Froman | 1692 |
| COW COW BOOGIE—THE BLACKSMITH BLUES | Ella Mae Morse | 1693 |
| THE ELKS' PARADE—SHERWOOD'S FOREST | Bobby Sherwood | 1694 |
| MILE TRAIN THE CRY OF THE WILD GOOSE | Tennessee Ernie | 1695 |

"A PLACE FOR GIRLS LIKE YOU"
"IN THE CHAPEL IN THE MOONLIGHT"

Record No. 2859

Faron Young



SWAN LAKE
part I and part II

Record No. 2855

Andy Griffith



"I DON'T HURT ANYMORE"
"CAT DANCIN' "

Record No. 2860

Ray Anthony



and his orchestra

Be sure to read the fascinating story of NAT "KING" COLE in the July 17th SATURDAY EVENING POST — Now on the newsstands.

The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending July 7

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

| This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. LITTLE THINGS MEAN A LOT— K. Kallen..... | 1 | 14 |
| I Don't Think You Love Me Anymore—Dec 29037—ASCAP | | |
| 2. HERNANDO'S HIDEAWAY— A. Bleyer..... | 3 | 8 |
| S'il Vous Plait—Cadence 1241—ASCAP | | |
| 3. THREE COIN IN THE FOUNTAIN— Four Aces..... | 2 | 9 |
| Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP | | |
| 4. HAPPY WANDERER— F. Weir..... | 4 | 12 |
| From Your Lips—London 1448—ASCAP | | |
| 5. SH-BOOM— Crew Cuts..... | 8 | 2 |
| I Spoke Too Soon—Mercury 70404—BMI | | |
| 6. LITTLE SHOEMAKER— Gaylords..... | 9 | 3 |
| Mecque, Mecque—Mercury 70403—ASCAP | | |
| 7. IF YOU LOVE ME (REALLY LOVE ME)— K. Starr..... | 5 | 13 |
| Man Upstairs—(17)—Cap 2769—BMI | | |
| 8. THREE COINS IN THE FOUNTAIN— F. Sinatra..... | 7 | 7 |
| Rain—Cap 2816—ASCAP | | |
| 9. SH-BOOM— Chords..... | 13 | 3 |
| Cross Over the Bridge—Cat 104—BMI | | |
| 10. WANTED— P. Como..... | 6 | 20 |
| Look Out the Window—V 20-5647—ASCAP | | |
| 11. I UNDERSTAND JUST HOW YOU FEEL— Four Tunes..... | 10 | 8 |
| Sugar Lump—Jubilee 5132—ASCAP | | |
| 12. GOODNIGHT, SWEETHEART, GOODNIGHT— McGuire Sisters..... | 16 | 3 |
| Heavenly Feeling—Coral 61187—BMI | | |
| 13. I UNDERSTAND JUST HOW YOU FEEL— J. Valli..... | 15 | 6 |
| Love, Tears and Kisses—V 20-5740—ASCAP | | |
| 14. CRAZY 'BOUT YOU, BABY— Crew Cuts..... | 11 | 11 |
| Angelia Mia—Mercury 70341—BMI | | |
| 15. MY FRIEND— E. Fisher..... | 20 | 6 |
| Green Years—(16)—V 20-5748—ASCAP | | |
| 16. GREEN YEARS— E. Fisher..... | — | 5 |
| My Friend—(15)—V 20-5748—ASCAP | | |
| 17. MAN UPSTAIRS— K. Starr..... | 14 | 14 |
| If You Love Me—(7)—Cap 2769—BMI | | |
| 18. LITTLE SHOEMAKER— H. Winterhalter..... | — | 1 |
| Magic Tango—V 20-5769—ASCAP | | |
| 19. HAPPY WANDERER— H. Rene..... | 12 | 10 |
| My Impossible Love—V 20-5715—ASCAP | | |
| 20. THANK YOU FOR CALLING— J. Stafford..... | 19 | 15 |
| Where Are You?—Col 40250—BMI | | |
| 21. I'M A FOOL TO CARE— L. Paul-M. Ford..... | — | 1 |
| Auctioneer—Cap 2839—BMI | | |
| 22. SOMEDAY— F. Laine..... | 18 | 3 |
| There Must Be a Reason—Col 40235—ASCAP | | |
| 23. IN THE CHAPEL IN THE MOONLIGHT— K. Kallen..... | — | 1 |
| Take Everything But You—Dec 29130—ASCAP | | |
| 24. STEAM HEAT— P. Page..... | 20 | 7 |
| Lonesome Days—Mercury 70380—ASCAP | | |
| 25. YOUNG AT HEART— F. Sinatra..... | 17 | 22 |
| Take a Chance, Cap 2703—BMI | | |
| 26. ISLE OF CAPRI— J. Lee..... | 26 | 10 |
| By the Light of the Silvery Moon—Coral 61149—ASCAP | | |
| 26. HERNANDO'S HIDEAWAY— J. Ray... .. | 20 | 6 |
| Hey, There—Col 40224—ASCAP | | |
| 28. JOEY— B. Madigan..... | — | 5 |
| And So I Walked Home—M-G-M 11716 | | |
| 28. HEY, THERE— R. Clooney..... | — | 1 |
| This Ole Home—Col 40266—ASCAP | | |
| 30. ISLE OF CAPRI— Gaylords..... | 25 | 20 |
| Love I You—Mercury 70350—ASCAP | | |

This Week's Best Buys

THE HIGH AND THE MIGHTY (Witmark, ASCAP)—LeRoy Holmes—M-G-M 11761

This version of the movie tune that is now available in over a half dozen recordings is currently leading the field of contenders. It was the first out and has been enjoying excellent sales wherever the movie has been exhibited. Especially good reports have been received this past week from New York, Philadelphia, Cleveland, Detroit, Milwaukee and St. Louis. Some territories are showing fine early action on the Les Baxter, Johnny Desmond and Victor Young disks also. Flip of the Holmes record is "Lisa" (Famous, ASCAP).

SHAKE, RATTLE AND ROLL (Progressive, BMI)—Bill Haley—Decca 29204

Haley has found in this big rhythm and blues hit some sound material for building a pop success. Juke box locations, in particular, report immediate acceptance of this exciting music. New York, Philadelphia, Buffalo, Cleveland, Nashville, Durham and St. Louis were among the early territories that saw this disk take off. Flip is "A.B.C. Boogie" (Myers, ASCAP). A previous Billboard "Spotlight" pick.

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

MOONLIGHT AND ROSES (Robbins, ASCAP)—The Three Suns—RCA Victor 20-5768

This fine ensemble seems to have come up again with a record with more than usual sales acceptance. Building slowly but steadily, it has zoomed to the top of the Pittsburgh territorial chart and is also reported strong in Cincinnati, Cleveland, Milwaukee, St. Louis, Philadelphia and Providence. Flip is "Crazy Legs" (Ross Jungnickel, ASCAP).

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Most Played in Juke Boxes

For survey week ending July 7

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

| This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. LITTLE THINGS MEAN A LOT— K. Kallen..... | 1 | 10 |
| I Don't Think You Love Me Anymore—Dec 29037—ASCAP | | |
| 2. THREE COINS IN THE FOUNTAIN— Four Aces..... | 2 | 9 |
| Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP | | |
| 3. HERNANDO'S HIDEAWAY— A. Bleyer..... | 4 | 7 |
| S'il Vous Plait—Cadence 1241—ASCAP | | |
| 4. WANTED— P. Como..... | 3 | 19 |
| Look Out the Window—V 20-5647—ASCAP | | |
| 5. IF YOU LOVE ME (REALLY LOVE ME)— K. Starr..... | 7 | 10 |
| Man Upstairs—Cap 2769—BMI | | |
| 6. HAPPY WANDERER— F. Weir..... | 6 | 10 |
| From Your Lips—London 1448—ASCAP | | |
| 6. CROSS OVER THE BRIDGE— P. Page..... | 5 | 19 |
| My Restless Lover—Mercury 70302—ASCAP | | |
| 8. I UNDERSTAND JUST HOW YOU FEEL— Four Tunes..... | 11 | 6 |
| Sugar Lump—Jubilee 5132—ASCAP | | |
| 9. STEAM HEAT— P. Page..... | 9 | 6 |
| Lonesome Days—Mercury 70380—ASCAP | | |
| 10. OH, BABY MINE— Four Knights..... | 8 | 23 |
| I Couldn't Stay Away From You—Cap 2654—ASCAP | | |
| 11. LITTLE SHOEMAKER— Gaylords..... | — | 1 |
| Mecque, Mecque—Mercury 70403—ASCAP | | |
| 12. CRAZY 'BOUT YOU, BABY— Crew Cuts..... | 14 | 5 |
| Angelia Mia—Mercury 70341—BMI | | |
| 13. MAKE LOVE TO ME— J. Stafford..... | 12 | 24 |
| Adi-Adios Amigo—Col 40143—ASCAP | | |
| 14. MAN UPSTAIRS— K. Starr..... | 10 | 11 |
| If You Love Me (Really Love Me)—Cap 2769—BMI | | |
| 14. MAN WITH THE BANJO— Ames Brothers..... | 12 | 18 |
| Man, Man Is for the Woman Made—V 20-5644—BMI | | |
| 14. HERNANDO'S HIDEAWAY— J. Ray... .. | — | 1 |
| Hey, There—Col 40224—ASCAP | | |
| 14. LITTLE SHOEMAKER— H. Winterhalter..... | — | 1 |
| Magic Tango—V 20-5769—ASCAP | | |
| 18. SH-BOOM— Chords..... | — | 1 |
| Cross Over the Bridge—Cat 104—BMI | | |
| 18. HERNANDO'S HIDEAWAY— G. Lombardo..... | — | 1 |
| Vas Villat Du Haben—Dec 29173—ASCAP | | |
| 18. SOMEDAY— F. Laine..... | 18 | 2 |
| There Must Be a Reason—Col 40235—ASCAP | | |
| 18. YOUNG AT HEART— F. Sinatra..... | 19 | 19 |
| Take a Chance—Cap 2703—BMI | | |

Most Played by Jockeys

For survey week ending July 7

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

| This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. LITTLE THINGS MEAN A LOT— K. Kallen..... | 1 | 14 |
| I Don't Think You Love Me Anymore—Dec 29037—ASCAP | | |
| 2. THREE COINS IN THE FOUNTAIN— Four Aces..... | 2 | 9 |
| Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP | | |
| 3. HERNANDO'S HIDEAWAY— A. Bleyer..... | 3 | 9 |
| S'il Vous Plait—Cadence 1241—ASCAP | | |
| 4. LITTLE SHOEMAKER— Gaylords..... | 9 | 3 |
| Mecque, Mecque—Mercury 70403—ASCAP | | |
| 5. SH-BOOM— Crew Cuts..... | 12 | 2 |
| I Spoke Too Soon—Mercury 70404—BMI | | |
| 6. IF YOU LOVE ME (REALLY LOVE ME)— K. Starr..... | 7 | 13 |
| Man Upstairs—Cap 2769—BMI | | |
| 7. WANTED— P. Como..... | 6 | 20 |
| Look Out the Window—V 20-5647—ASCAP | | |
| 8. THREE COINS IN THE FOUNTAIN— F. Sinatra..... | 4 | 8 |
| Rain—Cap 2816—ASCAP | | |
| 9. HAPPY WANDERER— F. Weir..... | 5 | 11 |
| From Your Lips—London 1448—ASCAP | | |
| 10. I UNDERSTAND JUST HOW YOU FEEL— Four Tunes..... | 14 | 7 |
| Sugar Lump—Jubilee 5132—ASCAP | | |
| 11. GREEN YEARS— E. Fisher..... | 8 | 5 |
| My Friend—V 20-5748—ASCAP | | |
| 12. I UNDERSTAND JUST HOW YOU FEEL— J. Valli..... | 11 | 5 |
| Love, Tears and Kisses—V 20-5740—ASCAP | | |
| 13. CRAZY 'BOUT YOU, BABY— Crew Cuts..... | 17 | 8 |
| Angelia Mia—Mercury 70341—BMI | | |
| 14. LITTLE SHOEMAKER— H. Winterhalter..... | — | 2 |
| Magic Tango—V 20-5769—ASCAP | | |
| 15. HAPPY WANDERER— H. Rene..... | 10 | 11 |
| My Impossible Love—V 20-5715—ASCAP | | |
| 16. MY FRIEND— E. Fisher..... | — | 2 |
| Green Years—V 20-5748—ASCAP | | |
| 17. IN THE CHAPEL IN THE MOONLIGHT— K. Kallen..... | — | 1 |
| Take Everything But You—Dec 29130—ASCAP | | |
| 18. MAN UPSTAIRS— K. Starr..... | 16 | 14 |
| If You Love Me (Really Love Me)—Cap 2769—BMI | | |
| 19. SH-BOOM— Chords..... | — | 1 |
| Cross Over the Bridge—Cat 104—BMI | | |
| 20. THANK YOU FOR CALLING— J. Stafford..... | 12 | 2 |
| Where Are You?—Col 40250—BMI | | |

The same winning combination that brought you "THE GLENN MILLER STORY" joins again to bring you

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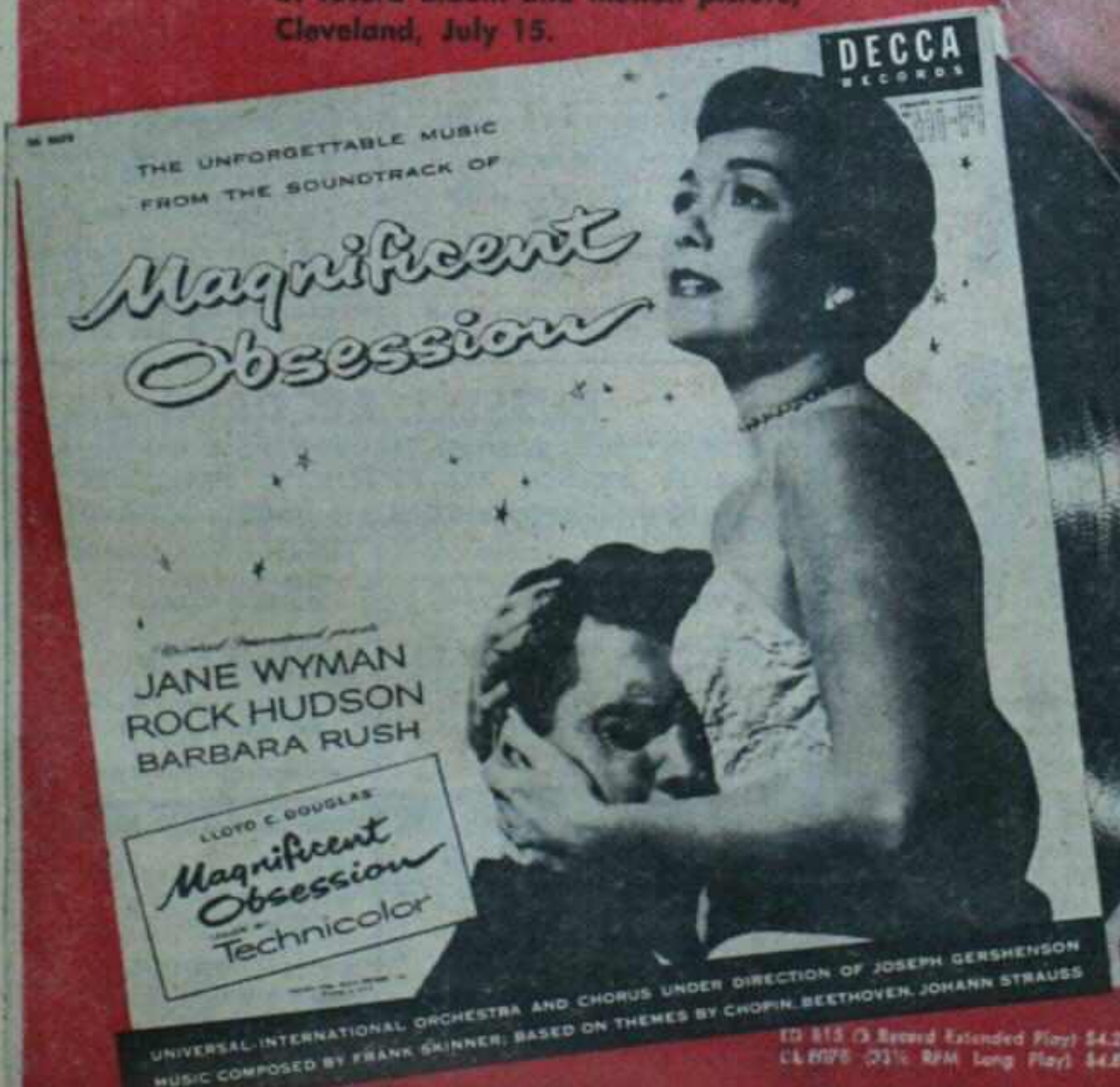
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**Magnificent
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the talk of the trade



Fran Warren

sings ...

THE MAN THAT GOT AWAY

(From Warner Brothers Picture "A Star is Born")

b/w
LOVE ME, LOVE

MGM 11769
K 11769

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 35, N.Y.

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending July 7

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

Atlanta

1. *Hernando's Hideaway*, A. Bleyer, Cdc.
2. *Little Things Mean a Lot*, K. Kallen, Dec.
3. *Three Coins in the Fountain*, Four Aces, Dec.
4. *Little Shoemaker*, Gaylords, Mer.
5. *Three Coins in the Fountain*, F. Sinatra, Cap.
6. *My Friend*, E. Fisher, V.
7. *Goodnight, Sweetheart, Goodnight*, McGuire Sisters, Cor.
8. *If You Love Me (Really Love Me)*, K. Starr, Cap.
9. *Isle of Capri*, J. Lee, Cor.
10. *Thank You for Calling*, J. Stafford, Col.

Balti.-Wash.

1. *Hernando's Hideaway*, A. Bleyer, Cdc.
2. *Little Things Mean a Lot*, K. Kallen, Dec.
3. *Goodnight, Sweetheart, Goodnight*, McGuire Sisters, Cor.
4. *Happy Wanderer*, F. Weir, Lon.
5. *Sh-Boom, Crew Cuts*, Mer.
6. *Three Coins in the Fountain*, Four Aces, Dec.
7. *I Understand Just How You Feel*, J. Valli, V.
8. *If You Love Me (Really Love Me)*, K. Starr, Cap.
9. *Three Coins in the Fountain*, F. Sinatra, Cap.

Boston

1. *Little Things Mean a Lot*, K. Kallen, Dec.
2. *Little Shoemaker*, Gaylords, Mer.
3. *Happy Wanderer*, F. Weir, Lon.
4. *Sh-Boom, Crews*, Cat.
5. *Hernando's Hideaway*, A. Bleyer, Cdc.
6. *Three Coins in the Fountain*, Four Aces, Dec.
7. *They Were Doing the Mambo*, V. Monroe, V.
8. *Green Years*, E. Fisher, V.

Buffalo

1. *Little Things Mean a Lot*, K. Kallen, Dec.
2. *Sh-Boom, Crew Cuts*, Mer.
3. *Hernando's Hideaway*, A. Bleyer, Cdc.
4. *Little Shoemaker*, Gaylords, Mer.
5. *Baby, Don't Do It*, J. P. Morgan, Der.
6. *Three Coins in the Fountain*, Four Aces, Dec.

Chicago

1. *Sh-Boom, Crew Cuts*, Mer.
2. *Hernando's Hideaway*, A. Bleyer, Cdc.
3. *Three Coins in the Fountain*, Four Aces, Dec.
4. *Little Shoemaker*, Gaylords, Mer.
5. *Little Things Mean a Lot*, K. Kallen, Dec.
6. *Crazy 'Bout You, Baby*, Crew Cuts, Mer.
7. *Isle of Capri*, J. Lee, Cor.
8. *Happy Wanderer*, H. Rene, V.
9. *Leave It to Your Heart*, Ames Brothers, V.
10. *Happy Wanderer*, F. Weir, Lon.

Cincinnati

1. *Hernando's Hideaway*, A. Bleyer, Cdc.
2. *Little Things Mean a Lot*, K. Kallen, Dec.
3. *Sh-Boom, Crew Cuts*, Mer.
4. *Goodnight, Sweetheart, Goodnight*, McGuire Sisters, Cor.
5. *Three Coins in the Fountain*, Four Aces, Dec.
6. *I Understand Just How You Feel*, J. Valli, V.
7. *Happy Wanderer*, F. Weir, Lon.
8. *Little Shoemaker*, Gaylords, Mer.
9. *Crazy 'Bout You, Baby*, Crew Cuts, Mer.
10. *Money Burns a Hole in My Pocket*, D. Martin, Cap.

Cleveland

1. *Little Things Mean a Lot*, K. Kallen, Dec.
2. *Little Shoemaker*, Gaylords, Mer.
3. *Hernando's Hideaway*, A. Bleyer, Cdc.
4. *Three Coins in the Fountain*, Four Aces, Dec.
5. *Happy Wanderer*, F. Weir, Lon.
6. *Goodnight, Sweetheart, Goodnight*, McGuire Sisters, Cor.
7. *Sh-Boom, Crews*, Cat.
8. *Sh-Boom, Crew Cuts*, Mer.
9. *Thank You for Calling*, J. Stafford, Col.

Dallas-Ft. Worth

1. *Little Things Mean a Lot*, K. Kallen, Dec.
2. *Three Coins in the Fountain*, Four Aces, Dec.
3. *Hernando's Hideaway*, A. Bleyer, Cdc.
4. *Wanted*, P. Como, V.
5. *I Understand Just How You Feel*, June Valli, V.
6. *Happy Wanderer*, F. Weir, Lon.

Denver

1. *Little Things Mean a Lot*, K. Kallen, Dec.
2. *Hernando's Hideaway*, A. Bleyer, Cdc.
3. *Happy Wanderer*, F. Weir, Lon.
4. *I Understand Just How You Feel*, J. Valli, V.
5. *Crazy 'Bout You, Baby*, Crew Cuts, Mer.
6. *Three Coins in the Fountain*, Four Aces, Dec.
7. *Little Shoemaker*, Gaylords, Mer.
8. *Wanted*, P. Como, V.
9. *Young at Heart*, F. Sinatra, Cap.

Detroit

1. *Sh-Boom, Crew Cuts*, Mer.
2. *Little Shoemaker*, Gaylords, Mer.
3. *Hernando's Hideaway*, A. Bleyer, Cdc.
4. *Little Things Mean a Lot*, K. Kallen, Dec.
5. *Magie Tango*, H. Winterhalter, V.
6. *Goodnight, Sweetheart, Goodnight*, Spaniels, VJ.
7. *Someday*, F. Laine, Col.
8. *Three Coins in the Fountain*, Four Aces, Dec.
9. *Goodnight, Sweetheart, Goodnight*, McGuire Sisters, Cor.

Kansas City

1. *Little Things Mean a Lot*, K. Kallen, Dec.
2. *Hernando's Hideaway*, A. Bleyer, Cdc.
3. *Three Coins in the Fountain*, Four Aces, Dec.
4. *Happy Wanderer*, H. Rene, V.
5. *I Understand Just How You Feel*, Four Tunes, Jub.
6. *Wanted*, P. Como, V.
7. *Goodnight, Sweetheart, Goodnight*, McGuire Sisters, Cor.
8. *Happy Wanderer*, F. Weir, Lon.
9. *Steam Heat*, P. Page, Mer.
10. *If You Love Me (Really Love Me)*, K. Starr, Cap.

Los Angeles

1. *Little Things Mean a Lot*, K. Kallen, Dec.
2. *Hernando's Hideaway*, A. Bleyer, Cdc.
3. *Three Coins in the Fountain*, Four Aces, Dec.
4. *Happy Wanderer*, F. Weir, Lon.
5. *If You Love Me (Really Love Me)*, K. Starr, Cap.
6. *Happy Wanderer*, T. Leonetti, Cap.
7. *Sh-Boom, Crews*, Cat.
8. *Money Burns a Hole in My Pocket*, D. Martin, Cap.
9. *Sway*, D. Martin, Cap.
10. *Young at Heart*, F. Sinatra, Cap.

(Continued on page 56)

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and AND SO I
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HOLMES
and
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701 SEVENTH AVE. NEW YORK 35, N.Y.

The Billboard Music Popularity Charts POPULAR RECORDS

Review Spotlight on... RECORDS

PATTI PAGE

What a Dream (Berkshire, BMI)
I Cried (Meadowbrook, ASCAP) — Mercury 70416—
Patti can sing any type of tune and sing it with feeling,
and she proves this again with her two fine vocals on
this new release. "Dream" is a bluesy onus sung beau-
tifully by the thrush; "I Cried" is sold as only Patti
can. Strong wax here.

THE FOUR TUNES

The Greatest Feeling in the World (Spier, ASCAP)—
Jubilee 5152—The boys are hot with "I Understand
Just How You Feel" and they should stay that way
with this bouncy reading of the bright new tune. The
side is a ripe one for the r.&b. as well as the pop field.

TALENT

JERRY WALLACE

Runnin' After Love
Dixie Anna—Allied 5023—Here's a boy with a voice,
a style and a lot of feeling in his singing. He has yet
to get the material that is strong enough to put him
over, but when he does he could come thru handily.
Worth watching.

Reviews of New Pop Records

TONY BENNETT

Take Me Back Again 87
COLUMBIA 40272 — A Billboard
"Spotlight" 7-10-'54. (Jefferson,
ASCAP)

Cinnamon Sinner... 86
A Billboard "Spotlight" 7-10-'54.
(Raleigh, BMI)

JACKIE LEE

The Donkey Serenade 86
CORAL 61214—A Billboard "Spot-
light" 7-10-'54. (G. Schirmer, ASCAP)

Mr. Hot Piano... 79
Much less effective, but still good for
coin machines, is this original item
which is basically boogie blues.
(Copyright Owner Jackie Lee) (IND)

BILL HALEY ORK

Shake, Rattle and Roll 86
DECCA 29204—A Billboard "Spot-
light" 7-10-'54. (Progressive, BMI)

A.B.C. Boogie... 85
A Billboard "Spotlight" 7-10-'54.
(Myers Music, ASCAP)

LEROY ANDERSON ORK

Hugler's Holiday 79
DECCA 29206—Here is an infectious
new Anderson tune with slick, triple-
tonguing trumpet work which makes
for good listening. This side will un-
doubtedly get plenty of spins. First-
rate wax that could break thru.
(Mills, ASCAP)

Summer Skies... 71
Here's a lovely instrumental item in
typical Anderson programmatic style.
The jocks will get plenty of use out
of it. (Mills, ASCAP)

DIMITRI TIOMKIN ORK

The High and the Mighty 79
CORAL 61211 — Dimitri Tiomkin,
who penned the piece, hands the
movie theme a concerto-like reading
which is listenable. The competition
is tough, but this version should get
much of the action. (Witmark,
ASCAP)

Dial "M" for Murder... 72
Another Tiomkin film theme is
handed a similar reading, but the mel-
ody line isn't as obvious and there's
no gimmick. (Witmark, ASCAP)

EYDIE GORME

Chain Reaction 78
CORAL 61213 — The thrush socks
over the fast lyric of a cute hunk of
rhythm material which should get
plenty of air play and could happen.
(Pincus, ASCAP)

Sure... 75
A lovely ballad gets a most attractive
reading from the thrush. It's fine
wax and could get many, many spins.
(Mellin, BMI)

CONNIE RUSSELL

One Arabian Night 77
CAPITOL 2854 — Connie Russell
comes thru with a persuasive per-
formance on a lively novelty item
about a night in the land of the

Sheiks. Ork backing keeps the mood.
Side could pull spins and juke coins.
Good wax. (Meridian, BMI)

Foggy Night in San Francisco... 74
Mood tune from the forthcoming
flick "Dragnet" is sung pleasantly by
the thrush over a lush backing. Could
get spins when the picture opens.
(O'Connor and Mill Music, ASCAP)

PETULA CLARK

The Little Shoemaker 76
KING 1371—If this side had come
out some weeks ago it could easily
have pulled a good part of the action
on the tune. Petula Clark warbles
the opus with a smile in her voice
and she's backed wonderfully by the
large ork. Disk, an English import,
could still garner loot if exploited.
(Bourne, ASCAP)

Helpless... 68
Miss Clark pleads for another chance
in sympathetic style. (B. F. Woods,
ASCAP)

THE HONEYDREAMERS

Perdido 75
CAPITOL 2857—The Honeydreamers
bow on the label with a smart ren-
dition of the jazz classic backed neatly
by a snappy combo. Side should pull
bundles of jock spins especially on
jazz shows. (Tempo, ASCAP)

Sometimes I'm Happy... 75
Here's a fresh and appealing reading
of the evergreen by the Honeydream-
ers supported stylishly by a rhythm
combo. Sweet chanting should help
this waxing grab much jock action.
Good debut wax. (Harms, ASCAP)

RAY ANTHONY ORK

Cat Dancin' 75
CAPITOL 2860—The trend toward
"cat" music probably inspired the
band on this wild instrumental. The
ork plays it well but the movie-styled
opening and the cat wails throat
detract from the platter. (Moonlight,
BMI)

I Don't Hurt Anymore... 74
The current country hit is sung
satisfactorily by thrush Marcie Miller,
over smooth backing by the Anthony
crew. Danceable wax. (Hill & Range,
BMI)

ART CARNEY

Them 75
COLUMBIA 1204—Comic Art Carney
has a cute and promising novelty
disk in "Them." It's loaded with
kiddie appeal and should sell in that
market. (Spinlan, ASCAP)

The Dodo Bird... 73
Same comment. (Eastbrook, ASCAP)

DOLORES GRAY

One 74
DECCA (45) 9-29205—Cute ditty is
wafted along its bouncy way prettily
by the thrush. This one could attract
frequent deejay spins. (George Lee,
ASCAP)

(Continued on page 56)

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B/W NEAR YOU

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exclusively



Vox Jox

Continued from page 3

label. . . Henry Sampson, WSHB, Stillwater, Minn., and Eloise Benson will wed on August 15. . . Russ Coglin, KROW, Oakland, Calif., recently became a father again, this time to a boy, Kevin. . . Diana Ritter, KLAN, Renton, Wash., writes, "Just wanted to let you know that I certainly enjoy reading 'Vox Jox' each week. Since my name appeared in this article, I have received all kinds of information about artists and records, which have been a great help on my show. Thanks again."

Radio-TV star, local musician, emcee and deejay Chuck Collins was cited this week by State officials for his work as chief of rehabilitation service for the blind. Collins, totally blind since he was five years old, has a deejay show over KTLN, Denver, daily on which he spins records, chatters and fills in with piano patterns.

Lou Barile, WKAL, Rome, N. Y., would like to know the

name of the trumpeter on Eddie Fisher's record of "O Mein Papa."

Jim Travis, WFIN, Findlay, O., appeals to us for help "Where and how can I acquire a copy of Don Redmond's 'Chant of the Weed?' Years back this tune was on a 12-inch Victor disk. Local music stores here have been cooperative but can't seem to locate a copy anywhere."

Calling all Formats

Harry Preston, free-lance deejay, at 5656 Lovers Lane, Apt. 3, Dallas, is looking for deejays with unusual formats. He writes, "A friend of mine who does news spreads for national magazines is working on a feature which is tentatively titled 'New Ideas in the Disk Jockey Field,' in which he intends to spotlight the deejay shows which are different. In other words, not just a straight show with gimmicks but a show with a definite format that is unusual. I wondered whether you would be good enough to assist by giving it a little publicity in your column, mainly to contact deejays who have something to offer. It will be good publicity for the jockey and we would like a good glossy photo, plus details about the show and the background of the jockey. We will return all material submitted with a self addressed return envelope. I think the deejays who have already established themselves have found their pot of gold, and it's time some publicity was given to the others who are still climbing up that rainbow."

Record KBIG Billings

HOLLYWOOD, July 10.—June gross billings for KBIG were the highest of any month since the radio station started broadcasting June 1, 1952, it was announced here this week. They showed a rise of 20 per cent over June, 1953, and 7 per cent over May, 1954. The first six months of this year registered a 36 per cent increase over the first half of 1953.

YESTERYEAR'S TOPS—

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

JULY 15, 1944:

1. I'll Be Seeing You
2. Swinging on a Star
3. I'll Get By
4. Long Ago and Far Away
5. G. I. Jive
6. Goodnight, Wherever You Are
7. Amor
8. I Love You
9. San Fernando Valley
10. You Always Hurt the One You Love

JULY 16, 1949:

1. Riders in the Sky
2. Some Enchanted Evening
3. Again
4. Forever and Ever
5. Baby, It's Cold Outside
6. Bali Hai
7. I Don't See Me in Your Eyes Anymore
8. "A"—You're Adorable
9. The Four Winds and the Seven Seas
10. A Wonderful Guy

ATTENTION, OPS!!!

" . . . THERE IS LITTLE QUESTION THAT THE INTEREST STIRRED UP IN PROGRESSIVE JAZZ—BY A NEW GENERATION OF JAZZ MEN SUCH AS CHET BAKER, GERRY MULLIGAN AND DAVE BRUBECK HAS BEEN LARGELY RESPONSIBLE FOR THE CURRENT JAZZ BOOM."

—The Billboard, June 5, 1954

BEST BETS FOR OPS. FROM THE GREAT PACIFIC JAZZ CATALOG (78 and 45 RPM)

CHET BAKER QUARTET

DOWNBEAT AND METRONOME AWARD WINNER—1953

605(45-605) "THE LAMP IS LOW"

b/w

"MAID IN MEXICO"

610(45-610) "IMAGINATION"

b/w

"RUSS JOB"

CHET BAKER SINGS

615(45-615) "THE THRILL IS GONE"

b/w

"HAPPY LITTLE SUNBEAM"

GERRY MULLIGAN QUARTET

DOWNBEAT AND METRONOME AWARD WINNER—1953

601(45-601) "LULLABY OF THE LEAVES"

b/w

"BERNIES TUNE"

602(45-602) "FRENESI"

b/w

"NIGHTS AT THE TURNTABLE"

HARRY EDISON QUARTET

612(45-612) "SEPTEMBER IN THE RAIN"

b/w

"PENNIES FROM HEAVEN"

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A New Musical Extravaganza

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DL 9013 (12" 33 1/3 RPM Long Play Record) \$5.85
ED 816 (Three Record 45 RPM Extended Play) \$4.20

ALSO AVAILABLE

GUY LOMBARDO and His Royal Canadians
Play Hit Songs From Guy Lombardo's Musical Extravaganza



"ARABIAN NIGHTS"

Selections Include:

- It's Great to Be Alive
- A Thousand and One Nights
- The Hero of All My Dreams
- A Whale of a Stor
- How Long Has It Been
- Teenie Weenie Genie
- Marry the One You Love
- A Long Ago Love

DL 5542 (10" 33 1/3 RPM Long Play) \$3.00
ED 687 (Two Record 45 RPM Extended Play) \$2.80

Prices shown are suggested list price. Long Play prices include Federal Excise Tax but no state or local tax. All other prices do not include any tax.



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GUY LOMBARDO and his Royal Canadians
Sing and Play 4 Great Hits From the Musical Extravaganza

"ARABIAN NIGHTS"

HOW LONG HAS IT BEEN?

and

A THOUSAND AND ONE NIGHTS

DECCA 29176 (78 RPM) and 9-29176 (45 RPM)

MARRY THE ONE YOU LOVE

and

IT'S GREAT TO BE ALIVE

DECCA 29215 (78 RPM) and 9-29215 (45 RPM)



America's Fastest Selling Records

The Billboard Music Popularity Charts

POPULAR RECORDS

• Pop Territorial Best Sellers

• Continued from page 50

Milwaukee

1. Sh-Boom, Crew Cuts, Mer.
2. Little Things Mean a Lot, K. Kallen, Dec.
3. Little Shoemaker, Gaylords, Mer.
4. Happy Wanderer, F. Weir, Lon.



THE MIDNIGHTERS

SEXY WAYS
DON'T SAY YOUR LAST GOODBYE

FEDERAL 12185

BONNIE LOU

WAIT FOR ME, DARLING
BLUE TENNESSEE RAIN

KING 1365

BILLY WARD

and His Dominoes
THREE COINS IN THE FOUNTAIN
LONESOME ROAD

KING 1364

EARL BOSTIC

MAMBOLINO
BLUE SKIES

KING 4723

5. Three Coins in the Fountain, Four Aces, Dec.
6. Hernando's Hideaway, A. Bleyer, Cdc.
7. Little Shoemaker, H. Winterhalter, V.
8. Hernando's Hideaway, G. Lombardo, Dec.
9. I'm a Fool to Care, L. Paul-M. Ford, Cap.
10. Crazy 'Bout You, Baby, Crew Cuts, Mer.

Minn.-St. Paul

1. Happy Wanderer, F. Weir, Lon.
2. Little Things Mean a Lot, K. Kallen, Dec.
3. Sh-Boom, Crew Cuts, Mer.
4. Hernando's Hideaway, J. Ray, Col.
5. Hernando's Hideaway, A. Bleyer, Cdc.
6. Three Coins in the Fountain, Four Aces, Dec.

New Orleans

1. Little Things Mean a Lot, K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Happy Wanderer, F. Weir, Lon.
4. Three Coins in the Fountain, F. Sinatra, Cap.
5. Three Coins in the Fountain, Four Aces, Dec.
6. I Understand Just How You Feel, Four Tunes, Jub.
7. Thank You for Calling, J. Stafford, Col.
8. If You Love Me (Really Love Me), K. Starr, Cap.
9. Man Upstairs, K. Starr, Cap.
10. Goodnight, Sweetheart, Goodnight, McGuire Sisters, Cot.

New York

1. Little Things Mean a Lot, K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain, Four Aces, Dec.
4. Happy Wanderer, F. Weir, Lon.

TEEN CROWDS CRY:

"IT'S A
TIFFANY!"



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332 S. Michigan Ave., Chicago

5. Three Coins in the Fountain, F. Sinatra, Cap.
6. Sh-Boom, Crew Cuts, Mer.
7. Little Shoemaker, Gaylords, Mer.
8. Sh-Boom, Chords, Cat
9. Wanted, P. Como, V.
10. If You Love Me (Really Love Me), K. Starr, Cap.

Philadelphia

1. Sh-Boom, Chords, Cat
2. Three Coins in the Fountain, Four Aces, Dec.
3. Little Things Mean a Lot, K. Kallen, Dec.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. Somebody Else's Love Song, G. Shaw, Dec.
6. If You Love Me (Really Love Me), K. Starr, Cap.
7. Happy Wanderer, F. Weir, Lon.
8. In the Chapel in the Moonlight, K. Kallen, Dec.
9. Little Shoemaker, Gaylords, Mer.
10. Green Years, E. Fisher, V.

Pittsburgh

1. Moonlight and Roses, Three Suns, V.
2. Sh-Boom, Crew Cuts, Mer.
3. Sh-Boom, Chords, Cat
4. Little Shoemaker, Gaylords, Mer.
5. Three Coins in the Fountain, Four Aces, Dec.
6. Little Things Mean a Lot, K. Kallen, Dec.
7. Sweethearts, Hilltoppers, Dot
8. Happy Wanderer, F. Weir, Lon.
9. In the Chapel in the Moonlight, K. Kallen, Dec.
10. Hernando's Hideaway, A. Bleyer, Cdc.

St. Louis

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Sh-Boom, Crew Cuts, Mer.
3. Someday, F. Laine, Mer.
4. Little Shoemaker, Gaylords, Mer.
5. Little Things Mean a Lot, K. Kallen, Dec.
6. Three Coins in the Fountain, Four Aces, Dec.
7. Three Coins in the Fountain, F. Sinatra, Cap.
8. Happy Days and Lonely Nights, Fontane Sisters, Dot

San Francisco

1. Little Things Mean a Lot, K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Happy Wanderer, F. Weir, Lon.
4. Three Coins in the Fountain, F. Sinatra, Cap.
5. If You Love Me (Really Love Me), K. Starr, Cap.
6. Wanted, P. Como, V.
7. Sh-Boom, Chords, Cat
8. Three Coins in the Fountain, Four Aces, Dec.
9. Isle of Capri, Gaylords, Mer.
10. I Understand Just How You Feel, J. Valli, V.

• Reviews of New Pop Records

• Continued from page 52

Too Bad...71
Miss Gray warbles the ballad gently and her fans should reach for it eagerly. (Simon House, BMI)

ROBERTA LEE
You Can't Stop Me From Dreamin'...73
DECCA 29165—First-rate ork backing and a slick vocal make this version of the fine old standard one which should get plenty of spins for Miss Lee. (Remick, ASCAP)

I Was Just Walkin' Out the Door...71
Miss Lee delivers a smooth vocal on an attractive country-like ballad. The gal has a sound and the material suits her well. (Golden West, BMI)

THE STUARTS
How About Me?...73
M-G-M 11782 — This Irving Berlin tune gets a vigorous, smoothly harmonized work-out at the hands of this male vocal group with a Hilltoppers-like sound. The boys have a good commercial product here that, with enough exposure, could do well in the boxes. (Berlin, ASCAP)

Get Out and Get Under the Moon...71
Another fine tune in a swiny, slightly old-fashioned arrangement that rests easily on the ears. LeRoy Holmes and the ork provide a bright backing in both cases. (Bourne, ASCAP)

JERRY WALLACE
Dixie Anna...72
ALLIED-ARS-5023F—Newcomer has a showmanly vocal style reminiscent of the early Frankie Laine with a dash of Jolson. He sells this bouncy item well. Could get attention if exploited.
Runnin' After Love...68
Same comment.

VICKI YOUNG
Honey Love...72
CAPITOL 2865 — The r.&b. hit receives a solid reading by the thrush

Seattle

1. Sh-Boom, Crew Cuts, Mer.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Little Things Mean a Lot, K. Kallen, Dec.
4. Little Shoemaker, Gaylords, Mer.
5. Three Coins in the Fountain, Four Aces, Dec.
6. Three Coins in the Fountain, F. Sinatra, Cap.
7. I Understand Just How You Feel, Four Tunes, Jub.
8. Sway, D. Martin, Cap.

with pounding backing quite similar to the original r.&b. version. Some jocks may not spin it tho.

Out in Cell Block No. 9...68
More rhythm and blues material here—this one about a riot in Taha-chapee State Prison for Women. Miss Young pounds out a first-rate vocal, too. Ops should like both sides.

WILLIE GIBSON AND THE BOYS

Melancholy Baby...72
BENIDA 5016—The corn is applied liberally in this waxing featuring backroom piano and wah-wah trumpet. But the beat is steady and the spirit friendly. Should do well in tavern coin boxes. (Shapiro-Bernstein, ASCAP)

I Cried for You...70
The same treatment is given another fine old standard, with the result also listenable. (Miller, ASCAP)

ALEC TEMPLETON

Big Ben Bounce...71
ATLANTIC 1034 — Templeton, on his first release for the label, comes thru here with an original bouncer based on the familiar chimes of a clock. Using a gimmicked piano and multi-track recording the pianist has come up with a likely item. (Templeton, ASCAP)

Ida...71
Here is a smart, fresh version of the oldie by the 88-er, and it could grab a lot of jock spins. Good debut wax by Templeton on the label. (E. B. Marks, ASCAP)

THE NOCTURNES

The Knicka Knicka Song...71
M-G-M 11783 — A bouncy novelty with a catchy lyric. Boys sing it with spirit and good humor. Could get spins and some coins. (Olympia, BM)

Whodat (Buck Dance)...68
The rhythm oldie gets a likable group vocal treatment. Both it and the flip should get some play from the jukes. (Mars, ASCAP)

OTTO CESANA ORK

Whirlwind...70
COLUMBIA 49313—One of the more dramatic selections from the album "Sugar 'n' Spice." Good listening here. (Modern, ASCAP)

Devotion...67
The lush strings and expanded orchestra of Cesana give a gorgeous sheen to this lovely melody. Fine background music. (Modern, ASCAP)

(Continued on page 58)

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and
Miser's Serenade
81291



Ask Me
and
Chiquita
81293

RAY DE MENO
What Might
Have Been
and
Pigtails
81292



BEULAH SWAN
Don't Steal
My Heart
and
Hip Shaking
Mama
81296



BERT BRYSON
One-Sided Heart
and
I Was Burned
In Carolina
81294



SIMMONS TWINS
Broken Hearted
Waltz
and
Echoing Mailbox
81297



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• Reviews of New Pop Records

• Continued from page 56

ELLIOTT BROTHERS ORK
Row, Row, Row Your Boat70
M-G-M 11779—The familiar round opens to water sounds and then twines off strongly in a full ork treatment. Close has water gimmicks, too. Good Dance wax. (Lion, ASCAP)

ELEONORA ROSSI DRAGO
Malaserra 70
M-G-M 11781—An exciting, emotional tune from the Italian flick, "Hell Raiders of the Deep." While in the picture Miss Drago appears to sing this song, it is actually the warm voice of Nilla Pizzi accompanied on guitar that was dubbed on the sound track. (Hollis, BMI)

Lamento Borincano... 68
This "lament" is a haunting melody, sung, like the flip, in Italian. (Peer, BMI)

KAY PENTON
That's You, My Love.....70
MERCURY 70418 — An appealing vocal job on a pleasant ballad. The thrush sings with plenty of heart. (International, ASCAP)

Why Don't You Be Good?... 65
Thrush warbles with spirit on a pleasant revival-meeting effort. (Tanen, BMI)

BOBBY TROUP
Five Days, Six Hours,
Thirteen Minutes69
CAPITOL 2856—A hunk of special material is sung in Billy Daniel-ish style by Troup over a wild backing by the ork. Side could get spins with adventurous deejays. (Joy, ASCAP)

When You're With Somebody Else... 69
Troup sings the oldie here in his night club style, but it sounds rather artificial. The ork backing is coolish. (Feist, ASCAP)

MONICA LEWIS
If I Give My Heart to You69
CAPITOL 2868—Satisfactory reading of the pretty new ballad by the thrush over a listenable ork arrangement.

When You're Near... 65
The thrush sounds insincere and artificial on her reading of this new ballad, both in slow and fast tempo.

DAVID ROSE ORK
Satan and the Polar Bear.....69
M-G-M 30858—A provocative instrumental with a spirited pace and some vivid musical imagery. Interesting programming for deejays. (David Rose, ASCAP)

Sleepy Lagoon... 67
A lush treatment of the oldie, with Beryle Davis contributing a rich, meaningful vocal. Should get spins. (Chappell, ASCAP)

ROGER COLEMAN
L'Amour Toujours L'Amour68
DECCA 29150 — Coleman, a fine

baritenor, does a smooth job in reading off the lyrics of the lovely old Rudolf Friml operetta number. (Harms, ASCAP)

As You Desire Me... 68
Another standard and another good reading. (Words & Music, ASCAP)

VAN CLEAF SISTERS
Angels in the Sky 65
BENIDA 2087—The girls blend pleasantly on the pretty sacred ditty with a Western beat. (Ridgeway, BMI)

If You Believe... 65
An inspirational treatment of a sacred tune, with the sisters appropriately reverent on the vocal. A brief sermon by an unidentified masculine voice makes for an interesting bridge. (Tee Pee, ASCAP)

CHRIS CONNOR
Ask Me 68
BETHLEHEM 1293 — The ex-Stan Kenton canary sings the rather coy, ditty with ease and tasteful phrasing. She might click big with better material. (Riveria, BMI)

Chiquita From Chi-Wah-Wah... 66
Same comment. (Melomusic, ASCAP)

REMO
Line of Life 68
M-G-M 11778—The vocalist puts a lot of fire into this dramatic gypsy-styled material. The romantic lyric is effectively showcased against madly swirling violins. (Brandom, ASCAP)

It Was Meant to Be This Way... 64
Remo sings this intimate ballad with tender restraint. If the material itself were fresher, he would have made a stronger impression. (Brandom, ASCAP)

SHIRLEY HARMER
Nobody's Lonesome for Me67
M-G-M 11786—The Hank Williams tune proves to be a good vehicle for Miss Harmer's voice and style. She brings out its humor lightly and without forcing. Very pleasant listening. (Acuff-Rose, BMI)

Venezuela... 65
A pretty ballad, with a restrained L-A beat and color in the backing. Miss Harmer projects a lot of emotion into this attractive ditty. (Moonlight, BMI)

MIKE VARELLO
Without Your Love59
SPIN 2001—Mike Varello displays an attractive voice which he uses ably in this sentimental ballad.

All of My Life... 55
Okay reading of a fair ballad. (Vancel, BMI)

SPENCE BARE
Superstition 30
LIBERTY BELL 9004 — Chanter Spence Bare is barely adequate on this amateur effort about the Lost Dutchman Mine in Superstition Mountain.

CONNIE CONWAY
I Should Not Be Seeing You... 25
The warbler turns in a very weak reading of a poor piece of material.

• Reviews of New Spiritual Records

DIXIE HUMMING BIRDS
Prayer Wheel84
PEACOCK 1727—A Billboard "Spotlight" 7-10-'54. (Lion, BMI)

Live Right, Die Right... 83
A Billboard "Spotlight" 7-10-'54. (Lion, BMI)

ZION TRAVELERS
If I Could Hear
My Mother Pray Again80
SCORE 5055—The boys turn in an exciting vocal on this jubilee effort, sparked by two fine leads singing over solid chanting by the group. The tune builds all the way, and there is little doubt that this waxing should grab action in the field. (Aladdin, BMI)

I May Never Pass This Way Again... 80
Here's another outstanding rendition by the Travelers, once again sparked by the lead singers, with the boys supporting them strongly. Two exciting sides here that should do mighty well with their fans. (Aladdin, BMI)

THE SENSATIONAL NIGHTINGALES
I'm Going On With Jesus 80
PEACOCK 1728 — An up-tempo spiritual is sung with a tremendous amount of life and spirit by the group with Ernest James in the lead. This side is an infectious one, and the boys sell it vigorously. A solid side for the market. Watch it. (Lion, BMI)

Another Year... 78
The Nightingales come thru with a

rhythmic warble of a jubilee spiritual effort, with Ernest James handling the lead. It's a good side and one sure to appeal to their fans. Fine harmony here. (Lion, BMI)

THE FAMOUS WARD SINGERS
I'm Climbing Higher and Higher79
SAVOY 4055—Here's a fine new waxing by the Famous Ward Singers. They sing of their climb to Heaven, aided by a remarkable lead singer. This first-rate side by the girls is a good one for the market and should become a steady seller. (Savoy, BMI)

God's Amazing Love... 77
On this side the Ward Singers, with the help of two good lead singers, turn in a sincere reading of a pretty new spiritual backed by organ and rhythm. The girls sing out with vigor, and this side, too, should interest gospel fans. (Savoy, BMI)

THE PRISONAIRES
There Is Love in You73
SUN 207—A pretty ballad is sung skillfully by the Prisonaires, sparked by a baritone lead. This is one of the group's best to date. Side could get spins and some juke loot with exposure. (Hi-Lo, BMI)

What'll You Do Next?... 69
The Prisonaires sing the unusual effort well enough, helped by a big beat that makes up for a vocal that lacks emotion. The members of the group are inmates of Tennessee State Prison. (Hi-Lo, BMI)

WATCH SOMETHING THESE DIFFERENT



JEANNINE sings
"MY MAMA SAYS NO"
b/w
"I WONDER IF YOU LOVE ME"
KEN MOORE sings and plays
"RESTLESS HEART" (The Original)
b/w
"I'M YOURS ALONE"
"SPRING MAY COME"
MOORE HOLLYWOOD SONGS
843 Maltman Hollywood 26, California

• Reviews of New Polka Records

JOHNNY VADNAL ORK
Number One Polka69
V 47-5787—The Vadnal Trio chauts about their No. 1 gal while the ork bounces thru a happy polka. (New World, ASCAP)

A Million Roses Polka... 66
Another gay waxing for polka fans. (Pine Ridge, ASCAP)

EDDIE HABAT ORE
Too Hot to Handle66
DECCA 9-29191—Lively polka gets spirited vocal treatment. Catchy backing. (Starrite, BMI)

The Cuddle Song... 64
An old-fashioned waltz with gay vocal and German beer garden-type backing. Should get spins in areas catering to this market. (Arcot, ASCAP)

David Hughes Set For American Tour

LONDON, July 10. — Singer David Hughes, who recently recorded two sides for Columbia with Jo Stafford, is lining up an extensive American tour starting in the fall. Plans include personal appearances and cabaret dates in Las Vegas, Reno and Hollywood. The tour is scheduled to follow the warm-up Columbia will give the lad when his sides, "Let Me Hear You Whisper" and "One Love for Ever," are released in September. Hughes, tagged here with the label of "The British Mario Lanza," is currently working out a tight concert schedule.

Haley and Comets Switch Managers

PHILADELPHIA, July 10.—Bill Haley and the Comets, local instrumental-vocal unit which hit the jackpot with their "Crazy, Man, Crazy" platter, will follow up their label switch with a change in managerial capacities. The Haley group, which originally recorded for the Essex label, recently switched to Decca. Starting September 6 they'll have a new personal manager and booker in the Jolly Joyce Theatrical Agency, which maintains offices both here and in New York. Jolly Joyce, agency head, will personally handle the Haley group.

RCA Stock Pays 25c Per Share

NEW YORK, July 10.—Holders of common stock of the Radio Corporation of America were voted a quarterly dividend of 25 cents per share at a board of directors meeting last week. The dividend is payable August 23 to stockholders of record July 16. A dividend of 87½ cents per share was also declared on the first preferred stock for the period July 1 thru September 30, and payable October 1 to stockholders of record at the close of business September 13.

Reyer Sets Group For Aussie Dates

HOLLYWOOD, July 10.—Package consisting of Jerry Colonna, Artie Shaw, Ella Fitzgerald and Buddy Rich has been inked by Benny Reyer for the World Entertainers' Circuit for a week of dates in Australia. Troupe has been set for the Sydney Auditorium, July 23-24; Melbourne, July 26-28, and Brisbane on July 29.

Miss Brewer and Auld Start Vogue, Coral Disk Tie-In

LONDON, July 10. — Vogue Records will issue its first disks here in two weeks under a tie-in recently arranged with Coral Records. Initial sides include Georgie Auld's "Manhattan," Les Brown's "Gal From Joe's" and a Teresa Brewer waxing. The record will be released under a special Coral-Vogue label.

Altho 78 r.p.m. disks will be released first, plans call for the later introduction of LP's. Coral's affiliate label, Brunswick, will also figure in the tie-in arrangement.

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8000 Sunset Boulevard, Hollywood

RCA Victor's Minnie Pearl set for the Purina Mill openings by Jamboree Attractions. . . Tommy Sands visited with Johnny Hicks during his recent visit to Dallas for a recording session. . . Davis Sisters worked the Circle A Ranch, Camden, N. J., and trek to Knoxville, Tenn., for the Hillbilly Homecoming Celebration. . . Hal Lone Pine and Betty Cody set for the Maine Broiler Festival, Belfast, Me., this month. . . Col. Tom Parker, president of Jamboree Attractions, added to his string of show ponies by acquiring seven more during the recent auctions at Nashville. . . Disk Jockey Lee Sutton, WWVA, Wheeling, W. Va., back at his old stand following his honeymoon to Nashville, with his bride, the former Shirley Webb. Lee guested on "Mr. Disk Jockey," in addition to the "Grand Ole Opry," Eddie Hill's disk show and Ernest Tubb's Record Shop airtel. . . Andy Wilson, formerly with WLAC, has joined the Martha Carson unit. Martha played the Hillbilly park at Birmingham July 4 to overflow crowds. . . Nat Vincent, West Coast manager for Ralph S. Peer music publishing firms, back at his desk following a major eye operation after his visit with Mrs. Jimmy Rodgers at the Meridian, Miss., shindig.

Texas Bill Strength played a string of 10 dates in Ohio, Kentucky and Indiana with Jimmy Skinner recently. . . Skeeter Bonn signed to an RCA Victor wax pact recently on the strength of his showing with "Honey Baby." . . The Stanley Brothers drew a good house at Estel Lee's Barn Dance at the Rex Theater, Felicity, O. . . Jimmy Crane, Abilene, Tex., inked to a recording contract with Imperial Records. . . Bob Nash, Marshall, Tex., auditioned for the "WFFA Shindig" in Dallas last week. . . Dub Dickerson signed to etch a series of 65 half-hour transcriptions for Johnny Meredith, Philadelphia. . . Smokey and Shorty Warren skied to Linden, N. J., upon learning of the passing of their father. Surviving are Mom Warren and Steve Warren, Phoenix, Ariz.; Mary Kopy, Granada Hills, Calif., and Andy Warren, Linden. . . Maddox Brothers and Rose laying over in Hollywood for a month, following a successful tour of Oregon, Washington and Idaho. Troupe pulled 1,736 at the Division Street Corral, Portland, Ore., recently. Rose will enter a hospital in Hollywood for a throat and appendix operation.

Jimmie Williams, WNOP, Newport, Ky., has added an hour to his programing. . . Thorne Hall has taken over Carl Shook's "Cornbread Matinee" at WKYW, Louisville. Annual "Cornbread" popularity poll placed Webb Pierce and Hank Snow in the No. 1 and 2 spots respectively, with Jimmy Logsdon, Jimmy Osborne and Carl Smith tied for third place. . . Jack Gale, formerly emcee at the Cleveland "Hillbilly Jamboree," expanding his retail store operation with an outlet in Charleston, N. C. . . Eddie Briggs, ex-KCHJ, Delano, Calif., d.j., now with the Far East Network in Japan, has switched stations and now holds forth at Hokkaido, Japan. Polly Possum and Joe Wolverton recently appeared as guest on Briggs' show. . . Denver Bill Clarke now airing via WFMJ, Youngstown, O., in addition to recording for Dome Records. . . Jack Hunt and his Rhythm Ranch Hands are now playing six days weekly at KBLO, Hot Springs, and doing appearances in Arkansas, Texas and Louisiana. Troupe played for the (Continued on page 65)

EMERALD RECORDS

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Best Sellers in Stores

For survey week ending July 7

| This Week | Record | Last Week | Weeks on Chart |
|-----------|--|-----------|----------------|
| 1 | I DON'T HURT ANYMORE—H. Snow My Arabian Baby—V 20-5698—BMI | 1 | 8 |
| 2 | ONE BY ONE—K. Wells & R. Foley I'm a Stranger in My Home—Dec 29065—BMI | 2 | 9 |
| 3 | EVEN THO—W. Pierce Sparkling Brown Eyes—Dec 29107—BMI | 3 | 7 |
| 4 | I REALLY DON'T WANT TO KNOW— E. Arnold I'll Never Get Over You—V 20-5525—BMI | 5 | 28 |
| 5 | SLOWLY—W. Pierce You Just Can't Be True—Dec 28991—BMI | 4 | 24 |
| 6 | SPARKLING BROWN EYES— W. Pierce Even Tho—Dec 29107—BMI | 6 | 6 |
| 6 | ROSE MARIE—S. Whitman We Stood at the Altar—Imperial 8236—ASCAP | 7 | 12 |
| 8 | LOOKING BACK TO SEE— J. Tubb-G. Hill I Miss You So—Dec 29145—BMI | 8 | 3 |
| 9 | HONKY TONK GIRL—H. Thompson We've Gone Too Far—Cap 2823—BMI | 9 | 3 |
| 10 | YOU BETTER NOT DO THAT— T. Collins High on a Hilltop—Cap 2701—BMI | 11 | 20 |
| 11 | BACK UP BUDDY—C. Smith If You Tried As Hard to Love Me— Col 21226—BMI | 10 | 12 |
| 12 | RELEASE ME—R. Price I'll Be There—Col 21214—BMI | 12 | 13 |
| 13 | THANK YOU FOR CALLING— B. Walker Pretend You Just Don't Know Me— Col 21256—BMI | 15 | 2 |
| 13 | WE'VE GONE TOO FAR— H. Thompson Honky Tonk Girl—Cap 2823—ASCAP | — | 1 |
| 15 | MUCH TOO YOUNG TO DIE— R. Price I Loved You So Much I Let You Go— Col 21249—BMI | 13 | 4 |

Most Played in Juke Boxes

For survey week ending July 7

| This Week | Record | Last Week | Weeks on Chart |
|-----------|--|-----------|----------------|
| 1 | I DON'T HURT ANYMORE—H. Snow V 20-5698—BMI | 1 | 7 |
| 2 | ONE BY ONE—K. Wells-R. Foley Dec 29065—BMI | 4 | 6 |
| 3 | EVEN THO—W. Pierce Dec 29107—BMI | 2 | 6 |
| 4 | I REALLY DON'T WANT TO KNOW— E. Arnold V 20-5525—BMI | 5 | 27 |
| 4 | SPARKLING BROWN EYES— W. Pierce Dec 29107—BMI | 7 | 3 |
| 6 | SLOWLY—W. Pierce Dec 28991—BMI | 3 | 21 |
| 7 | ROSE MARIE—S. Whitman Imperial 8236—ASCAP | 6 | 10 |
| 8 | BACK UP BUDDY—C. Smith Col 21226—BMI | 8 | 10 |
| 9 | YOU BETTER NOT DO THAT— T. Collins Cap 2701—BMI | 8 | 20 |
| 10 | HONKY TONK GIRL—H. Thompson Cap 2823—BMI | — | 1 |

Most Played by Jockeys

For survey week ending July 7

| This Week | Record | Last Week | Weeks on Chart |
|-----------|---|-----------|----------------|
| 1 | I DON'T HURT ANYMORE—H. Snow V 20-5698—BMI | 2 | 6 |
| 2 | EVEN THO—W. Pierce Dec 29107—BMI | 1 | 7 |
| 3 | ONE BY ONE—K. Wells-R. Foley Dec 29065—BMI | 3 | 6 |
| 4 | CRY, CRY DARLING—J. Newman Dot 1195—BMI | 4 | 5 |
| 4 | BACK UP BUDDY—C. Smith Col 21226—BMI | 4 | 10 |
| 6 | SPARKLING BROWN EYES— W. Pierce Dec 29107—BMI | 7 | 4 |
| 7 | I'LL BE THERE—R. Price Col 21214—BMI | 12 | 19 |
| 8 | I REALLY DON'T WANT TO KNOW— E. Arnold V 20-5525—BMI | 9 | 26 |
| 9 | OH, BABY MINE—Johnnie & Jack V 20-5681—ASCAP | 6 | 15 |
| 10 | SLOWLY—W. Pierce Dec 28991—BMI | 9 | 23 |
| 11 | ROSE MARIE—S. Whitman Imperial 8236—ASCAP | 8 | 7 |
| 12 | LOOKING BACK TO SEE— Maxine-J. E. Brown Fabor 197—BMI | — | 2 |
| 13 | GOODNIGHT, SWEETHEART. GOODNIGHT—Johnnie & Jack V 20-5775—BMI | — | 1 |
| 13 | COURTIN' IN THE RAIN—T. T. Tyler Four Star 1660—BMI | — | 1 |
| 15 | THANK YOU FOR CALLING— B. Walker Col 21256—BMI | 14 | 4 |

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The Billboard Music Popularity Charts **COUNTRY & WESTERN RECORDS**

• This Week's Best Buys

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

RIVER OF NO RETURN (Simon House, BMI)—(Tennessee) Ernie Ford—Capitol 2810

Not many artists straddle the pop and country markets as successfully as Tennessee Ernie does, and now again he has recorded a tune that is moving nicely among customers of both persuasions. While strongest reports have been received from Southern sources like the Carolinas, Atlanta, Richmond and Nashville, highly profitable action on this record is also reported in St. Louis, New York and Milwaukee. It is therefore recommended for operators and retailers in both the pop and country fields. Flip is "Give Me Your Word" (Shapiro-Bernstein, ASCAP).

SACRED

THE MAN UPSTAIRS (Vesta, BMI)—The Blackwood Brothers—RCA Victor 20-5781

The popularity of this tune in the pop market made it a "natural" for the country field also. While the material is "sacred," its appeal is proving to be quite a broad one, this record by the Blackwood Brothers, for instance, being quite popular on many juke box locations. Highly favorable sales reports of it have been received this past week from Atlanta, Durham, Nashville, St. Louis, Cleveland, Chicago—and even from the East and New England. Flip is "How About Your Heart?"

HUB'S BATHERS GO FOR GEORGE

NEW YORK, July 10.—The Allied Appliance Company, Columbia Records Distributors for Massachusetts, really decided to promote the new plush Liberace album, "Sincerely Yours, Liberace." Paul Bishop, head of the distribution branch, hired two planes to fly over the Boston beaches towing banners advertising the set. One banner read "Hear Columbia's New Liberace Album"; the other read "Thank You, George." The promotion was so effective that Allied Distributor's salesmen have been besieged with orders from dealers who want a Liberace album titled "Thank You, George."

• Review Spotlight on . . . RECORDS

EDDY ARNOLD

This Is the Thanks I Get (Hill & Range, BMI)
Hep Cat Baby (Alamo, ASCAP)—RCA Victor 20-5805
—Arnold has two new efforts worthy of his talents here and he sings them mighty smoothly. Top side is a wonderful weeper, flip is a rhythmic up-tempo item. Both sides are sure to snare sales.

SUNNY BURNS

Waltzing With Sin (Starrite, BMI) — Starday 152—Sunny Burns comes thru with a sock rendition of a moralizing weeper. He sells it with emotion and it could break thru as a solid hunk of wax. Flip is "Another Woman Looking for a Man" (Starrite, BMI).

• C & W Territorial Best Sellers

For survey week ending July 7

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

Birmingham

1. I Don't Hurt Anymore, H. Snow, V.
2. We've Gone Too Far, H. Thompson, Cap.
3. One By One, K. Wells-R. Foley, Dec.
4. Looking Back to See, G. Hill-J. Tubb, Dec.
5. I Really Don't Want to Know, E. Arnold, V.
6. Slowly, W. Pierce, Dec.

Charlotte

1. One By One, K. Wells-R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Sparkling Brown Eyes, W. Pierce, Dec.
4. River of No Return, Tennessee Ernie, Cap.
5. Looking Back to See, G. Hill-J. Tubb, Dec.
6. Even Tho, W. Pierce, Dec.
7. Back Up Buddy, C. Smith, Col.

Cincinnati

1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, K. Wells-R. Foley, Dec.
3. Rose Marie, S. Whitman, Imp.
4. Even Tho, W. Pierce, Dec.
5. Sparkling Brown Eyes, W. Pierce, Dec.
6. Slowly, W. Pierce, Dec.
7. I Really Don't Want to Know, E. Arnold, V.
8. You Better Not Do That, T. Collins, Cap.

Dallas-Ft. Worth

1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, R. Foley-K. Wells, Dec.
3. Even Tho, W. Pierce, Dec.
4. I Really Don't Want to Know, E. Arnold, V.
5. Cry, Cry Darling, J. Newman, Dec.
6. Slowly, W. Pierce, Dec.
7. Honky Tonk Girl, H. Thompson, Cap.
8. Sparkling Brown Eyes, W. Pierce, Dec.
9. Thank You for Calling, B. Walker, Col.

Houston

1. Even Tho, W. Pierce, Dec.
2. One By One, K. Wells, R. Foley, Dec.
3. I Don't Hurt Anymore, H. Snow, V.
4. I Really Don't Want to Know, E. Arnold, V.
5. Don't Drop It, T. Fell, X
6. Beautiful Dreamer, S. Whitman, Imp.
7. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V.

8. Cry, Cry Darling, J. Newman, Dec.
9. This Ole House, S. Hamblen, V.

Knoxville

1. One By One, K. Wells-R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Even Tho, W. Pierce, Dec.
4. Thank You for Calling, B. Walker, Col.
5. I'll Be There, R. Price, Col.
6. Pretty Words, M. Robbins, Col.
7. You Better Not Do That, T. Collins, Cap.

Memphis

1. I Don't Hurt Anymore, H. Snow, V.
2. Even Tho, W. Pierce, Dec.
3. Much Too Young to Die, R. Price, Col.
4. I Really Don't Want to Know, E. Arnold, V.
5. We've Gone Too Far, H. Thompson, Cap.
6. One By One, K. Wells-R. Foley, Dec.
7. Looking Back to See, G. Hill-J. Tubb, Dec.

Nashville

1. Even Tho, W. Pierce, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Looking Back to See, G. Hill-J. Tubb, Dec.
4. One By One, K. Wells-R. Foley, Dec.
5. You're Not Easy to Forget, K. Wells, Dec.
6. Much Too Young to Die, R. Price, Col.
7. I Get So Lonely, Johnnie & Jack, V.
8. We've Gone Too Far, H. Thompson, Cap.

New Orleans

1. Looking Back to See, G. Hill & J. Tubb, Dec.
2. Thank You for Calling, B. Walker, Col.
3. Honky Tonk Girl, H. Thompson, Cap.
4. Even Tho, W. Pierce, Dec.
5. One By One, K. Wells-R. Foley, Dec.
6. Sparkling Brown Eyes, W. Pierce, Dec.

Richmond, Va.

1. I Love You So Much I Let You Go, R. Price, Col.
2. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V.
3. One By One, K. Wells-R. Foley, Dec.
4. Honky Tonk Girl, H. Thompson, Cap.
5. I Don't Hurt Anymore, H. Snow, V.

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• Reviews of New C & W Records

ERNEST TUBB-RED FOLEY
It's the Mileage
That's Slowin' Us Down86
DECCA 29195—A Billboard "Spotlight" 7-10-'54. (Acuff-Rose, BMI)
Double Datin'85
A Billboard "Spotlight" 7-10-'54. (Alamo, ASCAP)

TEX WILLIAMS
They Were Doing the Mambo77
DECCA 9-29202—No more square dancing, notes Tex. Now it's the mambo and the novelty is swung spiritedly by the chanter for the country market. Could pull retail loot and lots of juke play. (Mayfair, ASCAP)

JIM REEVES
Padre of Old San Antonio80
ABBOTT 168—To a beautiful backing that includes organ and vibes, Reeves recounts a meeting with the angelic padre of San Antonio. The material has a beautiful melody and fresh lyrics. Strong rack. (Gaviola, BMI)

That's the Good Lord Sayin' "Good Mornin'"72
Cute little ditty about the happy feelings generated by a country morning is sung pleasantly by Williams. (Ridgeway, BMI)

Mother Went A-Walkin'75
On this side, Reeves reads a touching lyric in which an adult tries to explain to a child the meaning of his mother's death. The singer handles this material with delicacy and reverence. (Dandellon, BMI)


JIMMY HEAP-PERK WILLIAMS
Ethyl in My Gas Tank78
CAPITOL 2846—A mighty cute tune is handed a bright reading by Heap, with Williams contributing some pretty instrumental work. Tune has a good set of lyrics and it has a chance for juke coin via Heap's performance. (Commodore, BMI)
You Oughta Know77
A tearful weeper is handed a warm vocal by the chanter with Williams once again supporting him well. (Beechwood, BMI)

ALL THE FIRE OF JAMBALAYA
BETTY AMOS'
JOLE JOHN
Mercury 70354
FROM THE HEART OF THE CAJUN COUNTRY

(Continued on page 66)

Greetings to the NAMM Convention from
JEAN SHEPARD

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and
"WHY DID YOU WAIT?"
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The Billboard Music Popularity Charts **RHYTHM & BLUES RECORDS**

• **Best Sellers in Stores**

For survey week ending July 7

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

| This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. HONEY LOVE—C. McPhatter..... | 1 | 5 |
| Warm Your Heart—Atlantic 1029—BMI | | |
| 2. WORK WITH ME, ANNIE—Midnighters..... | 2 | 13 |
| Sinners Prayer—Federal 12148—BMI | | |
| 3. SHAKE, RATTLE AND ROLL—J. Turner..... | 3 | 11 |
| You Know I Love You—Atlantic 1026—BMI | | |
| 4. SH-BOOM—Chords..... | 4 | 3 |
| Cross Over the Bridge—Cat 104—BMI | | |
| 5. JUST MAKE LOVE TO ME—Muddy Waters..... | 5 | 7 |
| Oh, Yeh—Chess 1571—BMI | | |
| 6. IF I LOVED YOU—R. Hamilton..... | 6 | 6 |
| So Let There Be Love—Epic 9047—ASCAP | | |
| 7. SEXY WAYS—Midnighters..... | 9 | 2 |
| Don't Say Your Last Good-Bye—Federal 12185—BMI | | |
| 8. I FEEL SO BAD—C. Willis..... | 10 | 2 |
| Need One More Chance—Okeh 7029—BMI | | |
| 8. GOODNIGHT, SWEETHEART, GOODNIGHT—Spaniels..... | 7 | 12 |
| You Don't Move Me—Vee Jay 107—BMI | | |
| 10. LOVEY DOVEY—Clovers..... | 8 | 10 |
| Little Mama—Atlantic 1022—BMI | | |

• **Most Played in Juke Boxes**

For survey week ending July 7

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

| This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. WORK WITH ME, ANNIE—Midnighters..... | 1 | 9 |
| Federal 12148—BMI | | |
| 2. SHAKE, RATTLE AND ROLL—J. Turner..... | 2 | 10 |
| Atlantic 1026—BMI | | |
| 3. HONEY LOVE—Drifters..... | 4 | 4 |
| Atlantic 1029—BMI | | |
| 4. JUST MAKE LOVE TO ME—Muddy Waters..... | 5 | 6 |
| Chess 1571—BMI | | |
| 5. GOODNIGHT, SWEETHEART, GOODNIGHT—Spaniels..... | 6 | 3 |
| Vee-Jay 107—BMI | | |
| 6. YOU'LL NEVER WALK ALONE—R. Hamilton.... | 3 | 20 |
| Epic 9015—BMI | | |
| 7. SH-BOOM—Chords..... | 9 | 2 |
| Cat 104—BMI | | |
| 8. LOVEY DOVEY—Clovers..... | — | 16 |
| Atlantic 1022—BMI | | |
| 9. I UNDERSTAND JUST HOW YOU FEEL—Four Tunes..... | — | 3 |
| Jub 5132—ASCAP | | |
| 10. GEE—Crows..... | 7 | 11 |
| Rama 5—BMI | | |
| 10. IF I LOVED YOU—R. Hamilton..... | 8 | 3 |
| Epic 9047—ASCAP | | |

• **Rhythm & Blue Notes**

By BOB ROLONTZ

The rhythm and blues diskeries are sparking action in all segments of the business. The Chords' "Sh-Boom" on Cat is hot enough in the r.&b. markets and has broken thru powerfully in the pop field. And the tune is going solidly in a pop version by the Crew Cuts on Mercury. Now it has been cut for the pop field by the Billy Williams Quartet on Coral, and Bobby Williamson has cut it for the country field on RCA Victor.

But this is only one instance of the wide influence exerted these days by the r.&b. field. "Goodnight, Sweetheart, Goodnight" is coming along solidly in pop, due to the McGuire Sisters' cutting on Coral, and new pop records have been released on such r.&b. hits as "Honey Love"; "Shake, Rattle and Roll"; "I Understand Just How You Feel" and "Lovely Dovey."

It appears that the pop and the country a.&r. men pay a lot of attention to what goes on in the r.&b. field. In fact, according to some r.&b. execs, they pay too much attention, staying as close to the original r.&b. arrangement as possible when they cover the tune. Maybe it's time to adapt an old slogan to read "What's good for the r.&b. business is good for the record industry."

Jimmy Witherspoon was signed by the Checker label this week. . . . Lamp Records, Aladdin's new label, pacted thrush Bonnie Evans and warbler Clarence Samuels recently, and will issue their first wax next week. Both singers are from the East, and Jesse Stone arranged the tunes. Lamp's first spiritual records will feature two recordings by the Sky Light Singers, a new group from whom the label expects big things.

Johnny Ace and Willie Mae Thornton are now playing one-nighter dates in the Texas, Louisiana and New Mexico territory.

. . . The Clovers and the Dominos will be packaged for a trek thru the South and Texas starting August 31. The two powerful r.&b. groups will play the Southern States from August 31 to September 6, and will start their Texas one-nighters on September 12. . . . Cecil Bowen, Eastern promoter, will head out to Chicago in a few weeks to look over the Midwest territory, preparatory to setting up booking tours thru the area.

Everyone of note in the r.&b. field is heading out to Chicago this weekend for a few days at the annual National Association of Music Merchants convention which starts there on Monday (12). All the execs will visit to chat about artists and hits and to see dealers, distributors, one-stops and deejays. Should be fun for all.

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YI"**

b/w

"IT AIN'T HAY"

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LEWIS**

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CERTAIN
DOOR"**

b/w

**"CAN'T STOP
LOVING YOU"**

#5296

Imperial Records

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Hollywood, California

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

R & B Territorial Best Sellers

For survey week ending July 7

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

Atlanta

1. Honey Love, Drifters, Atl.
2. Just Make Love to Me, M. Waters, Chs.
3. Sexy Ways, Midnighters, Fed.
4. Work With Me, Annie, Midnighters, Fed.
5. Let's Walk, C. Brown, Ala.
6. Goodnight, Sweetheart, Goodnight Spaniels, VJ.
7. Lovers Doves, Clovers, Atl.
8. Shake, Rattle and Roll, J. Turner, Atl.
9. I Feel So Bad, C. Willis, Okc.
10. Sh-Boom, Chords, Cal.

Balti.-Wash.

1. Work With Me, Annie, Midnighters, Fed.
2. Honey Love, Drifters, Atl.
3. I Can't Hold Out Any Longer, L. Baker, Atl.
4. Hold Me, Baby, O. Black-S. Allen, Grv.
5. Sh-Boom, Chords, Cal.
6. Shake, Rattle and Roll, J. Turner, Atl.
7. I Feel So Bad, C. Willis, Okc.

Charlotte

1. Honey Love, Drifters, Atl.
2. Shake, Rattle and Roll, J. Turner, Atl.
3. Work With Me, Annie, Midnighters, Fed.
4. So Let There Be Love, R. Hamilton, Epi.
5. Don't Stop, Dan, Checkers, Kng.
6. I Feel So Bad, C. Willis, Okc.
7. Shim, Sham, Shimmy, J. Dupree, Rb.

Chicago

1. Work With Me, Annie, Midnighters, Fed.
2. Just Make Love to Me, M. Waters, Chs.
3. Honey Love, Drifters, Atl.
4. If I Loved You, R. Hamilton, Epi.
5. Goodnight, Sweetheart, Goodnight Spaniels, VJ.

Cincinnati

1. Honey Love, Drifters, Atl.
2. Shake, Rattle and Roll, J. Turner, Atl.
3. If I Loved You, R. Hamilton, Epi.
4. Sexy Ways, Midnighters, Fed.
5. Work With Me, Annie, Midnighters, Fed.
6. Let's Start All Over Again, B. Johnson, Mer.
7. I Feel So Bad, C. Willis, Okc.
8. Goodnight, Sweetheart, Goodnight Spaniels, VJ.
9. Warm Your Heart, Drifters, Atl.
10. Sh-Boom, Chords, Cal.

Detroit

1. Honey Love, Drifters, Atl.
2. Work With Me, Annie, Midnighters, Fed.

3. Just Make Love to Me, M. Waters, Chs.
4. Sh-Boom, Chords, Cal.
5. Sexy Ways, Midnighters, Fed.
6. I'm Stuck, Five Jets, Del.
7. Shake, Rattle and Roll, J. Turner, Atl.
8. You'll Never Walk Alone, R. Hamilton, Epi.
9. Let's Walk, C. Brown, Ala.

Los Angeles

1. Sh-Boom, Chords, Cal.
2. Honey Love, Drifters, Atl.
3. Shake, Rattle and Roll, J. Turner, Atl.
4. Just Make Love to Me, M. Waters, Chs.
5. Sugar Lump, Four Tunes, Jub.
6. Goodnight, Sweetheart, Goodnight Spaniels, VJ.
7. Hey, Little Girl, R. Lewis, Atl.
8. If I Loved You, R. Hamilton, Epi.

New Orleans

1. Work With Me, Annie, Midnighters, Fed.
2. Just Make Love to Me, M. Waters, Chs.
3. Honey Love, Drifters, Atl.
4. If I Loved You, R. Hamilton, Epi.
5. Shake, Rattle and Roll, J. Turner, Atl.
6. Baby, Please, Fats Domino, Imp.

New York

1. Honey Love, Drifters, Atl.
2. Sh-Boom, Chords, Cal.
3. Work With Me, Annie, Midnighters, Fed.
4. I Understand Just How You Feel, Four Tunes, Jub.
5. If I Loved You, R. Hamilton, Epi.

Philadelphia

1. Honey Love, Drifters, Atl.
2. Work With Me, Annie, Midnighters, Fed.
3. Sh-Boom, Chords, Cal.
4. Shake, Rattle and Roll, J. Turner, Atl.
5. Sexy Ways, Midnighters, Fed.
6. I Feel So Bad, C. Willis, Okc.
7. I Understand Just How You Feel, Four Tunes, Jub.
8. Please Forgive Me, J. Ace, Duk.

St. Louis

1. Sh-Boom, Chords, Cal.
2. Work With Me, Annie, Midnighters, Fed.
3. No Place to Go, H. Wolf, Chs.
4. Wish Me Well, Memphis Slim, Unl.
5. Honey Love, Drifters, Atl.
6. Just Make Love to Me, M. Waters, Chs.
7. Shake, Rattle and Roll, J. Turner, Atl.

Reviews of New R & B Records

THE CLOVERS

I've Got My Eyes on You 87
ATLANTIC 1035 — A Billboard "Spotlight" 7-10-54. (Progressive, BMI)
Your Cash Ain't Nothin' But Trash 85
A Billboard "Spotlight" 7-10-54. (Progressive, BMI)

RAY CHARLES

Don't You Know 85
ATLANTIC 1037 — A Billboard "Spotlight" 7-10-54. (Progressive, BMI)
Losing Hand 79
A melodic, after-hours weeper-blues is sung mightily smoothly by the chanter over some attractive piano and guitar work. Side isn't as potent as the flip, but it should get many, many spins. Fine performance by Charles. (Progressive, BMI)

RUTH BROWN

Oh What a Dream 80
ATLANTIC 1036—The thrush has a potent disking here that could put her back on top of the heap with exposure. The tune is a powerful ballad and she sings it with a lot of feeling supported solidly by a male vocal group. This side has a real chance; watch it. (Berkshire, BMI)
Please Don't Freeze 79
Ruth Brown socks across the swinging rumba blues with a lot of power, over pounding support from a male vocal group and a solid rhythm combo. Side is in the tradition of some of the thrush's big hits and this one could break thru, too. Two good sides. (Raleigh, BMI)

MARVIN AND JOHNNY

Cherry Pie 80
MODERN 933—The beat here is insistent and above it the boys chant a strong hunk of material with lots of impact. Side also has a good sound and it could grab plenty of attention and loot. (Modern, BMI)
Tick Tock 76
The chanters ask that love be as constant as time in this boisterous and rhythmic opus. Juke boxes can use. (Modern, BMI)

THE HONEY BEARS

One Bad Stud 77
SPARK 104 — Here's some fine rhythm and blues material from a new group on a new label. Disks like this one can get the label off the ground quickly. (Quintet Music, BMI)
It's a Miracle 76
Semi-religious item gets a fine reading from the group. A fine lead singer sparks the outfit in a disk which could make noise with proper exposure. (Quintet Music, BMI)

PRINCE PATRIDGE

Cooperation (Part 1 and 2) 77
CAT 105—It's been some time since a talking record clicked in this field like "Open the Door Richard" did. This is as good an attempt as has come thru in a long time, with most of its humor on the second side. It could grab both spins and juke loot with exposure. Watch this one—it could be a sleeper. (American Music, BMI)

THE RAVENS

I've Got You Under My Skin 75
MERCURY 79412—The boys warble the standard at a stepped-up tempo and a solid beat. Could catch juke loot. (Chappell, ASCAP)
Love Is No Dream 71
A typical Ravens vocal with treatment of a new ballad with provocative backing. (Margo, BMI)

THE FIVE C's

Goody, Goody 75
UNITED 180—While advertising his girl's virtues, the lead singer at the same time warns all competitors "hands off." The harmony of this

B B Spotlight On ...
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This Week's Best Buys

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

GOT MY EYES ON YOU (Progressive, BMI) — The Clovers—Atlantic 1035
After so many successful records, one after the other, it is perhaps not surprising that this latest Clovers release should be showing so much unquestioning dealer and operator acceptance. There was an almost unanimous report of good and strong sales in the first week after delivery in every part of the country checked. Flip is "Your Cash Ain't Nothin' But Trash" (Progressive, BMI). A previous Billboard "Spotlight" pick.
MAMBOLINO (Armo, BMI)—Earl Bostic—King 4723
Bostic is another artist who has built up a large personal following that can never seem to get enough of his recordings, many of which are steady catalog sellers for dealers over long periods of time. "Mambolino" is reported seeing good action over the counter and in the boxes in most parts of the country, especially Atlanta, Cincinnati, Cleveland, Philadelphia, Nashville, St. Louis, Philadelphia and Upstate New York. Flip is "Blue Skies" (Berlin, ASCAP). A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

BUDDY JOHNSON ORK
Any Day Now (Geanette, BMI) — Mercury 70421—Buddy Johnson fans will go for this swinging side featuring a solid vocal by thrush Ella Johnson. It goes, and so will the loot toward this one. Flip is "A Pretty Girl" (Geanette, BMI).

THE ORIOLES
In the Chapel in the Moonlight (Shapiro-Bernstein, ASCAP)—Jubilee 5154—This could be the group's biggest platter since "Crying in the Chapel." The Orioles sing it with the sweetness and style that made "Chapel" such a hit and it could move up pop-wise as well as r.&b. Flip is "Thank the Lord! Thank the Lord!"

group is very smooth and has pop appeal, as well as r.&b. (Pamlee, BMI)
My Heart's Got the Blues . . . 73
In quieter vein, this ballad expresses a melancholy thought very prettily. The group has an excellent lead who reads this material in an almost straight pop style. (Pamlee, BMI)
SONNY THOMPSON ORK
Cotton Ball (Part 1 and 2) 74
KING 4729—Here's a neat slow-blues instrumental item which is particularly danceable yet retains a retentive melody line. The strongly repetitious bass figure and drum backing spark the various solo efforts for a slick hunk of wax. For the jazz and r.&b. markets. (Jay & Cee, BMI)
CLARENCE (GATEMOUTH) BROWN
Depression Blues 74
PEACOCK 1637—With mock seriousness, Brown warns the girls who have only been looking for money in a man, to get set for the big let-down if a depression comes on. It's a fairly funny bit sold convincingly to a strongly rhythmic backing by the Pluma Davis ork. (Lion, BMI)
Okie Dokie Stomp . . . 71
A good instrumental with a fast, solid beat that will please operators. (Lion, BMI)
BILL ROBINSON
Somewhere Somebody Cares 74
DE LUXE 6057—Slow and moody ballad is sung with lots of feeling by
(Continued on page 66)

NEW RELEASE—NUMBER 105

THE POP RECORD OF TOMORROW

EXCELLO 2038
by THE CASTAWAYS
"I WISH"
"TEASIN'"
The Pop Record of Tomorrow

"CRY SOMETIMES"

b/w IN MY HEART
SWANEE QUINTET
NASHBORO 546

"IN MY SAVIOUR'S CARE"

"DIDN'T IT RAIN CHILDREN"
SONS OF THE SOUTH
EXCELLO 2040

"TOO MANY KEYS"

"PLEASE GIVE ME YOUR LOVE"
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LOUIS JORDAN

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CHARLES BROWN

"Let's Walk" AI. #3235

AMOS MILBURN

"Glory of Love"

b/w
"Baby, Baby All The Time" AI. #3248

LLOYD GLENN

"Chocolate Drop" AI. #3236

Our New Lamp Label Is Going Places—"Watch It"

New Releases on LAMP

BONNIE EVANS

"Good Luck To You"

b/w
"Leave Your Love To Me" Lamp #8003

CLARENCE SAMUELS

"Life Don't Mean A Thing"

b/w
"Crazy With The Heat" Lamp #8004

AND THESE SPIRITUALS ON LAMP

SKY-LITE SINGERS

"I'm Going Back Home" | **"Certainly, Lord"**

b/w | b/w

"Thank You, Jesus" | **"Lord Have Mercy"**

Lamp #9001 | Lamp #9002

Aladdin RECORDS

- THE CLOVERS • RUTH BROWN
- THE DRIFTERS • JOE TURNER
- RAY CHARLES • LAVERN BAKER
- TOMMY RIDGLEY • CHOKER CAMPBELL • ARNETT COBB
PROFESSOR LONGHAIR • CARMEN TAYLOR • HAL PAIGE

"Thanks
Music Merchants
for another
Noteworthy
year"



Folk Talent and Tunes

Continued from page 60

rodeo in Springhill, La., and drew 8,700 in three days. . . . **Chuck Sechrist**, Canton, O., premed his song, "An Old Fashioned Girl," via WEWS-TV, Canton, last week. . . . **Loyie Lee**, formerly with KLBA, Little Rock, has joined **Courtney Bailey's** *Midwestern Ramblers*. . . . **Mike Post**, Longview, Tex., played a return engagement at **Murl Alexanders'** Picnic Park, Waco, Tex., with **Clyde Chesser** and gang via KCEN-TV, Temple, Tex. . . . **Sonny Houston**, WORC, Worcester, Mass., played to 7,000 at Lake Compounce, Bristol, Conn., and is slated for another date there this season. . . . **Herb and Kay Adams** appeared as guest stars at WWJ-TV, Detroit, recently. . . . **Nathan Street**, cousin of **Kitty Wells**, airs e.&w. wax via WKSR, Pulaski, Tenn. . . . **Holly Honfburg**, KLIK, Twin Falls, Idaho, booked solid for the summer with the **Double H Buckaroos**. . . . **Jon Farmer**, WAGA, Atlanta, left for a Colorado vacation last week. . . . **Jimmy Heap** back at KTAE, Taylor, Tex., after a West Coast tour with **Carl Smith**, **Ray Price**, **Hank Locklin** and **Marty Robbins**. . . . **Cliff Rogers**, WHKK, Akron, guested on the **Pee Wee King** radio show from Louisville recently. The "Opry" shows from the Akron Armory resume September 22,

with **Hank Thompson** and his band inked in. . . . **William Betts**, KCLF, Clifton, Ariz., played the big July 4 weekend at Wilcox, Ariz., at the annual **Rex Allen Day** there. . . . **Ari Barrett**, **Uncle Ted Tater** and **Sheriff Tex Davis** have joined the staff of WCAV, new Norfolk station. . . . **A. J. Winn**, College Station, Tex., worked an average of 40 personal appearances each month, in addition to his two-hour daily show via WTAW there. . . . **Paul Simpkins**, WGIC, Centreville, Miss., airs two-and one-half hours of country music daily on his "Jack's Jamboree." . . . **Merton Pierce**, KCLV, Clovis, N. M., promoting folk music by giving artist photos to his many listeners. . . . **Mal Jones**, WMDC, Hazelhurst, Miss., using **Spade Cooley's** "Carmen's Boogie" as a theme on his show. . . . **Al Roberts**, WPAW, Pawtucket, R. I., reports that **Slim Whitman** garnered top honors in a recent popularity poll in his area. . . . **Pee Wee King** visited with **Rosalie Allen** at Cimmaron Ranch in up-State New York recently. . . . **Johnny Talley**, WYVE, Wytheville, Va., guested with **Johnny and Jack** during their visit last week. **Talley** plans a Nashville vacation come the first week in August.

Reviews of New C & W Records

Continued from page 62

BILLY BARTON
That World Called Love77
ABBOTT 166—Wanda Wayne teams up with Barton for a humorous portrayal of the troubles that ensue from a careless use of the word "love." The solid-beat and pretty harmonizing make for a disk with commercial potential. (American Music, BMI)
You're You76
Barton gets carried away here as he tries to explain to his girl why he's in love with her. It's pleasing material and gets a sound from Barton that is all his own. (Dandelion, BMI)

bouncy item, with interesting train whistle effects both vocally and instrumentally. Should get spins. (Hawthorne, ASCAP)
Trailing Arbutus74
A pretty ballad with a lyrical swing. Attractive vocal and yodeling chorus. Bound to please Britt fans. (Vaughn, Horton, ASCAP)
TEXAS JIM ROBERTSON
Automatic Woman76
M-G-M 11787—He likes to have some science applied to the creation of a fem robot capable of proper loving. It's a cute idea as expressed here infectiously by Robertson. This side should win lots of spins and earn some juke coin. (Peer, BMI)

ELTON BRITT
One Way Ticket76
V 47-5795—An appealing vocal on a

★ Thanks, operators, for the spins ★
Keep calm
cool
and Collect on
"BLUE TENNESSEE RAIN"
Recorded by
BONNIE LOU—KING No. 1365

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Hide-a-Way Love74
The bass pipes of Robertson are heard in a warm reading of the ballad of back street love. Another attractive side. (Southern, ASCAP)

ALVADEAN COKER
Funny Little Things75
ABBOTT 167—The country thrush brings warmth and style to this cute material. She has a pleasant voice over which she has excellent control. (Dandelion, BMI)
Pinnolo the Puppy69
While Miss Coker comes thru with another fine reading here, the lyric is closer to kiddie material than anything, and consequently will have less general appeal. (Dandelion, BMI)

MOON-MULLICAN
I'm Hanging Up
All My Working Clothes75
KING 1366—He's about to join his loved one in the hereafter and wants her to ease his entry, despite his lapse from the straight and narrow. An appealing ballad, well sung. (Acuff-Rose, BMI)
No Stranger70
Mulligan sings warmly of his search for love. A listenable side that will be welcomed by fans of the chanter. (Jay & Cee, BMI)

HARMONICA FRANK
The Great Medical Menagerist74
SUN 205—This one could get some chuckles in the country field. The warbler tells of the pitch he used to give when he was selling hair tonic, soap, etc., with a show. The gags are a bit corny, but it's novel and some deejays should have a good time with it. (Hi-Lo, BMI)
Rockin' Chair Daddy72
This side is an unusual mixture of r.&b. and country music. The singer is a country artist, instrumentation is the type used for down-home blues wax. Poor recording doesn't help the warbler's vocal. (Hi-Lo, BMI)

T. TOMMY CUTRER
You're Not the Girl for Me74
ABBOTT 165—Cutrer brushed off the girl, telling her he's not the marrying kind and not worth worrying about. There's a good sound on this disk, and the deadpan style of the chanter has an attraction all its own. (Dandelion, BMI)
Why Should I Cry71
Weeper is half talk, half song. Another good performance. (Dandelion, BMI)

BETTY AMOS
Don't Drop It74
MERCURY 70417—An infectious reading of a cute romantic opus. Betty Amos will win fans with this one and the side should get good air exposure. (American, BMI)
I'm Just Drifting72
Pretty ballad is projected attractively by the thrush in a double-track etching. (Acuff-Rose, BMI)

HAL (LONE PINE)
Columbus Stockade Blues74
V 47-5796—Quick two-beat group chant with plenty of yodeling and fast guitar work is mighty listenable. A happy side that many will enjoy.
In Sunny Tennessee73
Another happy ditty in the same style is cut brightly. Fem assistance is provided by Betty Cody. Good pair of juke sides. (Hill & Range, BMI)

ARTHUR SMITH
Sobbin' Women73
M-G-M 11784—Cute rhythm ditty from "Seven Brides for Seven Brothers," new CinemaScope movie, is handed a joyous reading by Smith and the group. Should get lots of spins. (Robbins, ASCAP)
Red Headed Stranger71
Story ballad about a tough hombre grieving his lost love is appealing. Delivery here is good. (Pine Ridge, ASCAP)

CHESTER SMITH
Another Wedding Ring71
CAPITOL 2858—He can't laugh or sing, says the chanter on this weeper, because his love is wearing another's ring. Satisfactory vocal by Smith. (Central Songs, BMI)
Holiday for Tears69
Same comment. (Central Songs, BMI)

RAY HANEY
I'm Sorry, Sorry Now65
M-G-M 11785—Haney warbles the ballad in soft and gentle fashion for a soothing effect. (Pine Ridge, ASCAP)
Rose's TV Song65
A novelty, with Haney lamenting the fact that his sweetie would rather watch TV than romance. A cute idea that doesn't come off. (American Academy, ASCAP)

COLLEEN CARROLL
Broken Hearted Waltz65
CAMARK 505—A pleasant tune is sung pleasantly by the thrush, but her voice is masked by an overly heavy use of echo. Still she creates an appealing and sentimental mood. Could attract some juke nickels. (Camark, BMI)
It Isn't Fair60
An okay effort on a slight ballad. (Camark, BMI)

JOHNNY BALMER'S ORK
Metro Polka58
OLD TIMER 7003—High stepping polka is played gayly by the combo. An okay juke side.
Juke Box Rag56
Banjos, etc., strum out the brisk opus energetically.

Reviews of New R & B Records

Continued from page 64

chanter and group. Many should like the waxing and it ought to gain spins. (Lois, BMI)
A Little Bit of Love70
Robinson is supported by a group called the Quails in a musical appeal for romance. The grunts they insert might intrigue juke listeners. (Jay & Cee, BMI)

JIMMY McCRACKLIN
Give My Heart a Break73
MODERN 934—While there is little unusual in the vocal, the ork achieves a really outstanding beat and "sound" that would make this side a good juke box attraction. (Modern, BMI)
Darlin' Share Your Love70
A sad, slow blues in which the ork is again impressive. (Modern, BMI)

JOHN LEE HOOKER
Let's Talk It Over72
MODERN 935—Hooker asks for another chance in a Southern style blues with great appeal. Should do fine in the right territories. (Modern, BMI)
I Tried Hard71
Hooker impresses in another finely delivered lament. (Modern, BMI)

JAMES COTTON
Hold Me in Your Arms72
SUN 206—Solid up-tempo effort here. Cotton pounds out the lyric while the combo turns in a strong backing. Listenable wax for the Southern market. (Hi-Lo, BMI)
Cotton Crop Blues70
Cotton delivers a low-down blues with feeling over some fine guitar backing. (Hi-Lo, BMI)

JUNIOR DENBY
If You Only Have Faith in Me71
KING 4725—This blues creates an appealing mood in this good rendition by the chanter. The backing is spare with piano doing most of the work. A listenable side. (Jay & Cee, BMI)
This Fool Has Learned70
More of the same sentimental and

intimate singing by Denby. Wax is good for late-hour spots. (Jay & Cee, BMI)

RED PRY SOCK
Happy Feet72
MERCURY 70419—An okay jam-instrumental with a good beat and outstanding sax work. (Marjay, BMI)
Blow Your Horn69
Same comment. (Motion, BMI)

JAMES REED ORK
You Better Hold Me69
FLAIR 1042—A fast bouncy blues with a solid beat and showmanly vocal. (Flair, BMI)
Dr. Brown67
A slow blues, with Reed warbling a sad tale about a medic who brought him the news that his girl had left town. A sincere performance. (Flair, BMI)

THE FLAIRS
Let's Make With Some Love69
FLAIR 1044—A lively reading by the boys and a good beat could get this novelty some juke play. (Flair, BMI)
This Is the Night for Love67
A listenable version of a routine ballad, with the group providing its lead singer with smooth backing. (Flair, BMI)

CHOKER CAMPBELL ORK
Have You Seen My Baby?68
ATLANTIC 1038—Harold Young delivers a blues vocal for an okay vocal-dance item. (Progressive, BMI)
Jackie Mambo68
Instrumental on this side, and as the title denotes, it's mambo-ish, but not strictly Latin-American since it goes off into a straight riff wind-up. Okay dance stuff. (Progressive, BMI)

BLINKY ALLEN ORK
High Gear66
FLAIR 1043—Instrumental has infectious rhythm, good title and effective sax work. (Flair, BMI)
Chop House65
Same comment. (Flair, BMI)

Reviews of New Sacred Records

HANK SNOW
My Religion's Not Old Fashioned83
V 47-5794—The infectious tune penned by Stuart Hamblen is handed a potent warble by Snow, helped by the chorus. The tune is a fine one and the chanter sells it with feeling. Solid wax here. (Hamblen Music, BMI)
The Alphabet79
The chanter turns in another strong rendition of an up-tempo sacred effort, supported here by a good mixed chorus. The tune concerns the alphabet taken from the Bible. Both sides should get action in the field. (Oxford, ASCAP)

THE EVER-READY SINGERS
This Heart of Mine73
CAPITOL F2867—A fervent reading of a traditional spiritual with the group warbling at a spirited pace. (Beechwood, BMI)
Two Wings71
A sincere rendition of another traditional spiritual. Tempo is more leisurely than on flip. Good performance. (Beechwood, BMI)

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CORAL SESSION

Whiteman's Date Full Of Nostalgia

NEW YORK, July 10. — Paul Whiteman's recording date for Coral last week had a nostalgic gimmick. The veteran showman and a group of 10 musicians cut four of his old hits including "Whispering" and "You're Driving Me Crazy," following note for note the arrangements Whiteman used in the 1920's.

RED MUSICIANS CATCH HELL IN CRACKDOWN

WASHINGTON, July 10.—A new crackdown on musicians in the Soviet Union is taking place, the U. S. Information Agency said this week.

The USIA reported that Soviet arts are being swept by new restrictions reminiscent of the notorious Zhdanov Decrees of 1946-48, which brought an abrupt end to the wartime relaxation of ideological controls. Within the last two months, the agency noted, four well-known Russian authors have been expelled from the Union of Soviet Writers—officially for "unethical conduct"—and a number of others have been sharply criticized for deviating from the Communist Party line.

Townsend Joins Sanborn

CINCINNATI, July 10.—Marvin Townsend has resigned as branch manager of Capitol Records, Cleveland, to become manager of Sanborn Distributing Company, formerly Mid-States, this city. Sanborn firm is distributor for M-G-M and London labels.

Clef to Push Basie Catalog

HOLLYWOOD, July 10.—Norman Granz's Clef Records will train its promotional guns on its vast catalog of Count Basie material this month, with Marv Schwartz, the label's promotion chief, directing the activity.

Firm is currently offering to a select list of approximately 250 disk jockeys three new Basie LP's which the d.j.'s can use as give-away contest material on their shows. Latter LP's have a retail value of \$15. Promotion will also be directed at both the dealer and distributor level.

Granz left here Tuesday (6) on a swing around major stops that his upcoming fall series of Jazz at the Philharmonic concerts will make.

Klick Emphasis on Masters, Not Wax

CHICAGO, July 10. — Klick Records, a new label recently formed by orchestra leader Buddy Laine, will not enter the distribution field as a competitor to major labels or established independents, it was learned this week.

The label has issued a call to unknown writers for material and since has been deluged with inquiries by aspiring songwriters. It was made known, however, that the material used by the label will only be sent to disk jockeys and juke box operators as an exploitation measure. If the song gets off the ground, then the masters will be sold to major labels. All material will be published by a newly formed firm, Mac Music Company.

Box-Cox to Handle Eng. Maurice Pub

NEW YORK, July 10. — Box and Cox Music will represent the Peter Maurice Music Company in this country starting this month. The English firm was formerly handled here by Lou Levy's Leeds Music. The agreement to represent Peter Maurice was set this week between Jimmy Phillips, head of Maurice, and Sunny and Mickey Cox here.

Box and Cox, an English firm, has had offices in this country for the past two years. They will handle the Maurice catalog for the entire Western hemisphere. Representation includes the Macmelodies Music Firm, a Peter Maurice subsidiary which was reactivated a week ago.

CANADA SCHOOL MUSIC

Educators Aid Growth Of Sheet, Disk Sales

TORONTO, July 10.—An important market for music is being created by the educational system of the Province of Ontario. It is in two directions—sheet music and records.

Thru the use of radio, choral groups, music festivals and special radio programs piped into all school rooms, a taste for good music is being created.

For instance, in the town of Barrie, 45 miles north of this city, with about 18,000 people, the pride and joy of the town is the Barrie Collegiate band. This aggregation has won competitions at the Chicago Band Clinic, sweeping the scoreboards in its appearances. From its success, other school bands in the province are being built to provide competition.

Out of these groups grow smaller aggregations interested in forming dance bands, and individuals eager to continue in music, either professionally or as amateurs. They become an important market for sheet music. Publishers have noted at music festivals, the kids participating always head for the displays where they spend their money on sheet music rather than on candy.

While the interest is nothing in the U. S., it is new for this country. It is 15 years behind the activities south of the border, but the interest is being built and is forming an important market for the whole music industry.

For instance, the six appearances by the Toronto Symphony Orchestra which schedules special programs for the high school students are s.r.o. An interesting sidelight to these concerts is that one sees zoot-suiters among the most interested in the music being played. And the music is chosen thru committees formed by representatives from all the high schools in the area.

While music in the schools was once something for after school hours, it has become part of the curriculum. Those interested in learning an instrument or partaking in some form of musical activity gain credit for their work just the same as if they were studying mathematics.

In Ontario, publishers have noticed an increasing sale of popular arrangements of the standards, tho the Western provinces are still conforming to the English choral arrangements. These latter have the tendency of steering youngsters away from their interest in music. The former, however, teach the kids music they hear every day on radio and TV

At one time there was dearth in this province of teachers qualified to teach music. This matter, too, is being taken care of thru a special three-year course offered by the Royal Conservatory of Music, a branch of the University of Toronto. And every person coming thru this course finds a position waiting for him. A whole new conception in the teaching of music in the schools has grown from this teaching.

Assisting the musical education of the school children in this province—in fact, right across the whole of Canada—are the school broadcasts on music by the Canadian Broadcasting Corporation, conducted by Dr. G. Roy Fenwick. These broadcasts are piped into every classroom of the province.

Philips Announces Entry Into LP Field With Heavy Sked

LONDON, July 10. — Philips Records have ended the current crop of rumors by announcing their entry into the LP field with an impressive list of projects. Heading the items planned for release is the long-awaited waxing of Johnnie Ray's Palladium show, followed by Benny Goodman's famed 1938 Carnegie Hall recording, and selections from "The King and I" sung by film star Valerie Hobson, Herbert Lom and Muriel Smith, of the British version of the show.

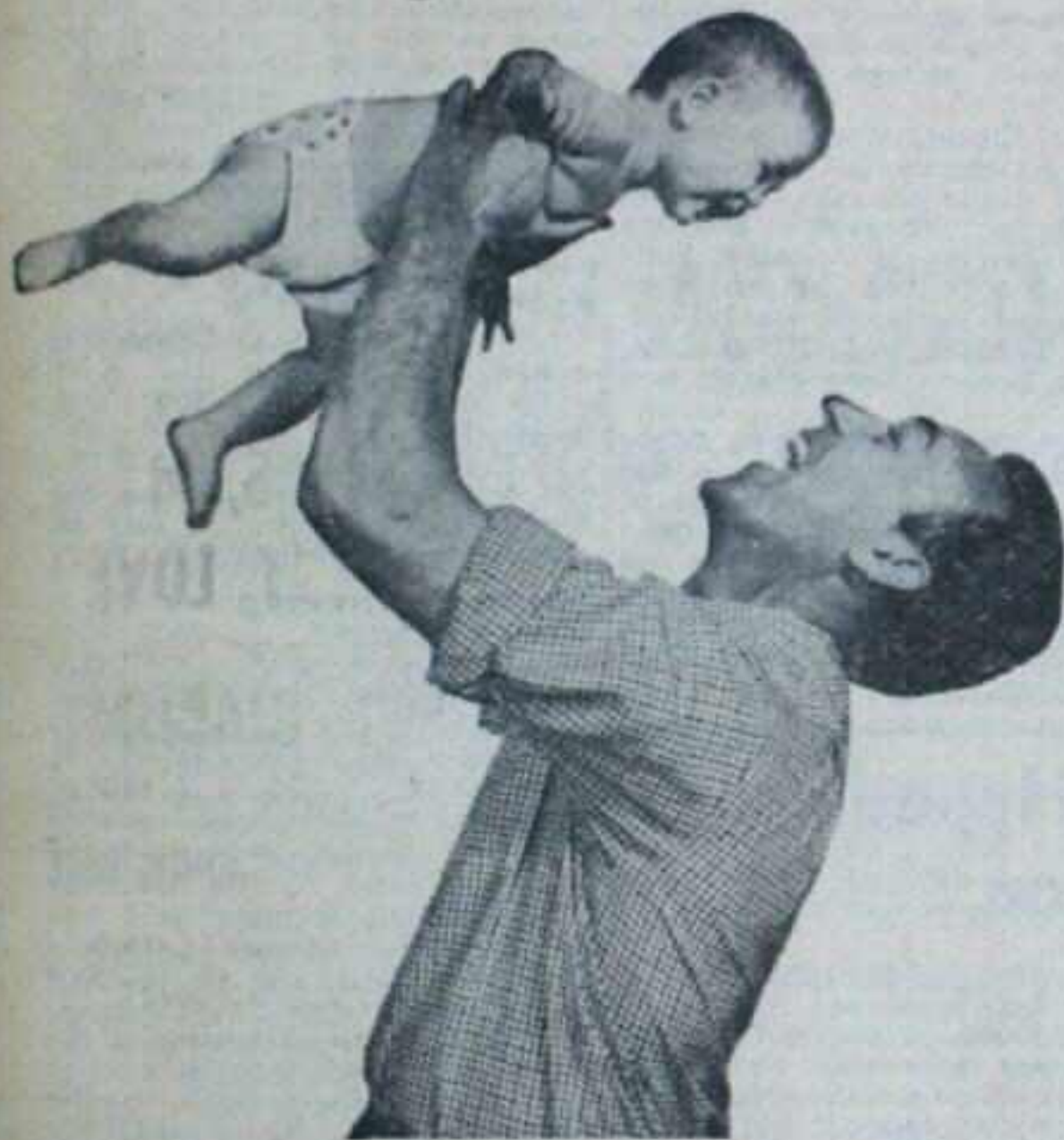
In addition to these items, Philips has scheduled a number of classical pressings which will be on the market shortly.

Franke Tops RCA Radio & 'Vic' Div.

NEW YORK, July 10. — The Radio Corporation of America's newly formed radio and "Victrola" division this week appointed John L. Franke as chief engineer and Thomas S. Weeks as general plant manager. Alexander D. Burt also was named manager of record changer engineering, both reporting to Franke.

Franke, formerly manager of radio and phonograph engineering, joined RCA Victor in 1930 as a draftsman. Weeks, who assumes his new post August 1, is currently serving as manager of RCA's Bloomington, Ind., TV receiver plant. He joined the firm in 1933.

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Vegas Inns Struck; AFM Threatens

LAS VEGAS, Nev., July 10.—A sudden strike by maintenance men broke here Friday (9) and was aggravated by a simultaneous demand for higher rates by the musicians in all the major resort hotels by July 31 with a strike implied if the demands weren't met.

The hotels retaliated by putting all the bands on notice and flatly said they would use name bands rather than pay the higher scales demanded by Local 369 of the American Federation of Musicians.

Hotels affected were the Sahara, El Rancho, Thunderbird, Desert Inn, Sands and Flamingo. The Last Frontier wasn't involved in the musicians' demand, because its band, Garwood Van, is in on a six-month contract which still has some months to run.

At present most of the maintenance work is being done by the hotel employees not affiliated with any unions. But if the air conditioning breaks down and needs attention, the trouble could be quite serious. With summer temperatures here frequently up in the three figures, absence of proper working cooling systems could throw the gambling rooms out of action.

Sympathy Asked

Maintenance people are now picketing all the hotels and have asked the musicians to walk out in sympathy. Both the musicians and the maintenance people are members of the AFL. It is extremely doubtful, however, if the musicians will walk out except to enforce their own demands.

Local 369 has placed the hotels on notice that after July 31 all musicians were to get a 25 per cent hike in wages. New pay scales for sidemen working six hours a night, six nights a week were to be \$136.25. Leaders are asking \$204.38. Overtime and rehearsal dough is pegged at \$5.31 per hour for sidemen and \$7.97 for leaders. Rehearsals are to be limited to three hours and no free rehearsals.

The name band threat by hotel operators was labeled by musicians as "spite." A name band would obviously cost more with the 10 per cent traveling tax which would have to be paid by the hotels.

Petrillo View

Whether a musicians' strike here would get the support of the national AFM and President James C. Petrillo was a subject of varied speculation. At the recent AFM convention Petrillo

warned musicians against walking out because of the scarcity of work.

Petrillo's position on name bands taking jobs is also a matter of record. At the recent convention Petrillo said, "Don't place any restrictions on traveling bands. They create work. They draw crowds..."

There was some talk here that if the musicians walk out the hotels will be put on the unfair list. On that subject Petrillo's remarks at the convention were, "What good does it do to put an employer on the unfair list? That's just another place where union men can't work and scabs can."

DAVIS & SPOUSE JUST TOO BUSY

NEW YORK, July 10.—Martha Davis and Spouse (her husband) were brought to the Blue Angel from the West Coast for four weeks. They were held over for four more. At the end of that period, they were looking forward to getting back home for a long visit.

But when the second four weeks ended, the couple were re-signed to go back to the Angel. In the meantime, they were hired for 13 weeks on the Garry Moore show; will do the Blue Angel TV shows and will do a spot for the Faye Emerson show. The result was they gave up the hope of getting home for a visit and have brought their folks to New York instead.

NEWS AT A GLANCE

New Hampshire Spots Booking Name Talent

NEW YORK, July 10.—Major talent offices are looking happily at the Salisbury Beach, New Hampshire, operations since the Bowery opened as competition to the established Frolics. Both rooms operate on an admission basis and pay artists a guarantee plus a split. The Bowery, recently enlarged, is paying Kitty Kallen \$3,000 for seven days, starting July 30, against all admissions. Latter range from \$1 up. Spot also has Jack Carter, Jack E. Leonard and Charlie Applewhite set. Room has about 500 capacity. The Frolics, with about 1,000 capacity, puts up bigger guarantees.

It has Eartha Kitt, Paul Winchell, Billy Daniels and similar names set. It is estimated that acts can walk out with \$7,500 and upwards for working these rooms.

SEX CONVERTS PLAY NEW ORLEANS...

NEW ORLEANS—The "Battle of the Convertibles" is going on here. Christine Jorgensen opened at Club Silver Slipper July 9, and Charlotte McLeod heads the show at Frank Ferrara's Sho Bar. Both sex converts converged upon New Orleans with big publicity—McLeod because she formerly lived here and is now the most recent edition of the famous Denmark operations; Jorgensen because she gets \$5,000 a week and is already an established performer. A slight hitch developed when Elmo Baden, of Moulin Rouge, was granted a temporary injunction—claiming he had prior rights to McLeod's services as a result of a verbal agreement.

LATIN CASINO TO BE REMODELED...

PHILADELPHIA—The Latin Casino has changed its mind about moving to Camden, N. J. Instead it will spend about \$150,000 to remodel the existing room. Stage, flow way down front, will be moved to the side. Bar will be moved back, and checkroom will be shifted upstairs.

DETROIT GETS 1ST NAME IN 3 MONTHS...

DETROIT—Lionel Hampton orchestra, headlining the first major starshow in any Detroit theater in three months at Broadway-Capitol grossed about \$22,000 doubling normal business. No further spot bookings are now in prospect for local theaters.

GAMBLERS DENIED VEGAS PERMIT...

LAS VEGAS—A planned resort hotel on Las Vegas' famous Strip has been all but knocked out of the box before it started by a State edict banning a gambling license to Tony Cornero Stralla, who has announced plans for a \$5,000,000 hotel. Stralla, one-time owner of the gambling boat Admiral, which operated off the Southern California shore, had asked the Nevada Tax Commission for routine clearance of his background and associations, as he began selling stock in the Stardust Hotel. He immediately ran afoul of the Federal Securities and Exchange Commission, for selling stock without filing a certificate of registration. At a meeting of the State agency which licenses gamblers, the chairman, Governor Charles H. Russell, said, "As far as I am concerned, this applicant is not going to get a gambling license now or at any time." After the edict, county officials in Las Vegas were asked to approve architectural drawings for the hotel, as Stralla's partner—Katherine Kastris, a one-time secretary of Governor Russell—told them the Stardust will proceed as planned. Miss Kastris did not discuss what Stralla has in mind to overcome the statement of the governor.

THE LITTLE ACTION ELSEWHERE

Atlantic City Due to Cash In on Martin & Lewis Flicker Premiere

By BILL SMITH

NEW YORK, July 10.—The 500 Club, Atlantic City, will undoubtedly cash in from a tremendous nationwide publicity campaign that will cost it comparatively little, focused around Martin and Lewis opening there for 10 days starting July 16.

The drum-thumping, tho shared by the club, will be handled almost exclusively by Paramount Pictures' publicity staff who are already in Atlantic City lining up special events and importing a flock of press, radio and TV reps to give the Martin and Lewis flick, "Living It Up," the proper treatment.

Tho the stress will naturally be on the pic, which preems July 15 at Atlantic City's Warner, there will be enough excitement generated to jam the 500 Club for the following 10 days when the two comics will work. The stunts are planned to spill over into the 500 right after the picture.

The M & L salary isn't talked about because the boys made their first formal appearance there as a team back in 1948—so a certain amount of sentiment is attached, making the money secondary. But the chances are they're getting about \$7,500.

See Big Season

With the comics giving the club a play, it is virtually certain that the 500 will draw business for the rest of the summer season.

It should also act as a lure to name performers who obviously prefer a hot room rather than working in a spot where all the pressure is on them to deliver and draw.

Following the two boys, Skinny D'Amato, club owner, has Betty Hutton set for \$17,500. After her comes the Will Mastin Trio with Sammy Davis Jr. Talks are now progressing for Jimmy Durante and Frank Sinatra, tho nothing has been confirmed.

City fathers in Atlantic City are looking forward to helping out because of the added business resort expects to do. With conventions plus usual run of summer tourists other showbiz enterprises, including hotels, are expecting a big summer.

Little Action Elsewhere

There is little else in the name department stirring this summer

elsewhere in the country except Las Vegas. Wildwood, N. J., has a flock of semi-names and recording people lined up and talking about getting the biggest available.

But if the summer is limited to a few cities, the fall has Boston spotted as the key city that plans to put out for talent. Boston's Latin Quarter is opening September 9 with Ann Sothern. Spot also has deals for Howard Keel, Helen Traubel, Nat (King) Cole, Sophie Tucker, Tony Martin and others.

Blinstrubs, Boston, with probably the largest capacity in the country, which was also one of the best operations among night clubs last season, will also go along with its big record names, among them Frankie Laine, Patti Page, Les Paul and Mary Ford and others.

N. Y. Show Fields Hyped By Lions' Convention

NEW YORK, July 10.—The Lions International convention that winds up here this week was one of the best boosters of showbiz the town has had since the first big American Legion whiz-bang.

The more than 30,000 Lions from all over the country and Canada, including families, helped sell out theaters, gave restaurants a boost and gave niteries a big week.

The legit houses, even those with so-so shows, reported one of their best weeks in months. Mackey's ticket agency said that demand for matinee tickets were so great "that each of the shows that gave matinees could have sold out four times."

Unlike other conventions, the Lions seemed made up chiefly of solid businessmen of standing

who patronized the better restaurants and were not disorderly. Vet detectives assigned to the Broadway area said there was less disorder than they have seen from any convention that has hit New York. "One thing we noticed," said one police official, "the Lions didn't patronize the side-street saloons."

The Latin Quarter said its business increased 15 per cent because of the Lions. "We expect a decrease in business this time of the year," said Edward Risman, manager. "With the Lions coming in, and we had them in all week, our business was up by at least 15 per cent over what it was last year for the same period."

The Copacabana was equally elated by the Lions. "If the impression they made is any yardstick of the membership we can use more of them," said Jules Podell, Copa owner.

Highway Loop Of Stem Hits?

WASHINGTON, July 10.—A highway circuit for Broadway shows may be in the offing if the tour of "Oklahoma," slated to open in Bridgeport, Conn., September 17, pans out.

Nick Mayo, co-producer of the show, says he will use truck-trailers and buses to transport costumes, scenery and the cast of 60 on the circuit which will include performances in 140 cities. One hundred of the cities on the route have never had a Broadway production.

If the highway tour comes up to expectations, Mayo said he and his partners, Philip Mathias and Jean Barrere, will set up a permanent highway circuit to present other Broadway hits to a greater number of cities. The Truck-Trailer Manufacturers' Association quoted Mayo as saying, "The savings which are possible thru the use of highway transportation are really what makes this tour possible."

SPEAKING OF LEGIT

By BOB FRANCIS

The 10 Broadway shows giving a holiday mat this week did an unexpected land office business, according to reports. The other four which gave their regular mats on Wednesday did business described by one brokerage house as "sensational." Any of the four could have sold out four times over. Over-all ticket sales have been generally encouraging all week, with estimates given that business is 15 per cent better than at this time last year.

The changeable weather has likely been largely responsible, with more people shunning resorts for hometown holidays. The Lions, currently in town for convention, have been a help, too. Unlike the Shriners and other groups, the latter go for the theater as much as sports events.

Backers of "Arsenic and Old Lace," presented here 14 years ago, are still on the bonanza end. Another profit melon of \$25,200 was recently split. "Arsenic" angels have already taken down a profit of over 1,700 per cent on an original investment of 35G. The Lindsay-Crouse comedy-melo has made a total profit of \$1,250,000.

Shelley Winters, last seen here when she played Ado Annie in "Oklahoma!" seven years ago, is coming back in the fall to play the lead in William Machant's comedy, "Faster! Faster!" The screen star is in London on a pic assignment, but cabled producer Jay Julien her availability for late August or September rehearsals. Frank Corsaro will direct the play. The plot concerns a divorcee who befriends a singer

with the idea of regaining her former husband.

Hollywood reports have Michael and Fay Kanin making a play out of the prize-winning Japanese film "Rashomon." They will sponsor it for Broadway for the fall. The movie won the grand prize at the Venice Film Festival in 1951. If the play is successful, the pair may make an American film version of it.

Alice Ghostley, who drew fine notices for her work in "New Faces," has been signed to co-star with David Brooks in the double bill of "Trouble in Tahiti," by Leonard Bernstein, and "13 Clocks," by James Thurber. The show will get a thoro silo tryout before Cheryl Crawford brings it in for a fall unveiling. Rudy Vallee starts an eight-week silo tour Monday (12) at Ogunquit (Me.) Playhouse in "Jenny Kissed Me." Constance Bennett starts the same date at Triple Cities (Binghamton, N. Y.) Playhouse in "Sabrina Fair." Native son Myron McCormick stars in "Born Yesterday" at Town and Country (Indianapolis) Theater the week of July 20.

Edward Gerber has been signed for leads at the Penn (Meadville, Pa.) Playhouse.

Barring a slip-up, come August 25 the Theater de Lys will belong to Lucille Lortel, for the last seven years operator of the White Barn (Westport, Conn.) Theater. However, while owning the property, Miss Lortel will not start operating; the Christopher (Continued on page 70)

ACTS AND ATTRACTIONS

Jackie Miles signed with Music Corporation of America. He's also acquired a new personal manager, Jack Bertell. Harry Steinberg now co-operator of a new club in Atlantic City, Sugar Hill, is going to Rome with John Gregory to make a deal with Erroll Flynn and Pat Wymore. There's a possibility that both may go into the Palace if a deal, now just in the thinking stage, gets anywhere.

And while talking about the Palace, there's a major shake-up going on. RKO Theater brass are seriously considering selling most of its theaters and putting the cash where it can earn interest. In preparation it is already shifting personnel around, firing some who've been with the company for more than 30 years, and putting others in such untenable positions that they're forced to resign.

A couple of new acts made up of former singles are now getting

their initial break-in dates. There's Ray Malone and Fletcher Peck now working together. And then there's Danny Rogers and Jerry Cooper. Latter start at the Glen Casino, Buffalo, July 26 and have a Las Vegas date to follow. Las Vegas Patio folded owing a bundle. Henry and Syd Slame seeking backing to take the room over themselves.

Don Cornell's Coral recording "Hold My Hand" gets a wonderful plug in RKO's flick "Susan Slept Here." Camera pans on the disk and vocal announcement is made mentioning Cornell as the singer. Incidentally, Paramount in L. A. wants Cornell package including the Gaylords and Jerry Fielding ork to come in for a week. Press agent claims that Marti Stevens' job at the London Colony Restaurant has brought her bids from the London company of "Can-Can" and Paris cafe offers. Irving (Continued on page 70)

As Others See U.S. (TV)

Cast: John Wingate, Ettore ella Giovanna, William Herbert, Pierre Crenesse, Krishna Balaramm. Producers, Herb Moss and Pierre Crenesse.

(WNBZ, New York, 3-3:30 p.m. EDT, June 27.)

Manhattan's WNBZ has made some notable contributions to high caliber educational programming in the past, and this experimental one-shot has the makings of another standout series in that field.

The title "As Others See U. S." aptly sums up its provocative format. Correspondents of four leading foreign newspapers in India, England, France and Italy discuss current news events—each presenting his individual slant on the stories—while an American, John Wingate, presides as moderator. The panel includes Pierre Crenesse of La Parisien, Bill Herbert of the London Daily Mirror, Ettore ella Giovanna of the Journal d'Italia and Krishna Balaramm of the Hindu, Madras, India.

All four reporters were unflinchingly honest in airing their opinions on the show caught, which made for the kind of lively controversial debate that put "Meet the Press" over with the video public. However, if the program is picked up on a regular basis, it would be more effective in an evening time period, since its appeal is mainly cerebral.

Watch Diction

The producers should also caution its panelists to pay particular attention to their enunciation. All four men were personable and obviously intelligent on Sunday's show, but in times of emotional stress there accents sometimes obscured the sense of their arguments.

The fast-paced discussion Sunday centered about the Indo-China situation and Churchill's visit, two issues obviously tailored to stir up a maximum of disagreement among the four newspapermen. The quartet might have been type-cast for their roles.

Britain's Herbert underplayed for the most part with flashes of sardonic wit, India's Balaramm was quietly aloof and rather inscrutable, Italy's Giovanna was intense and volatile and France's Crenesse was urbane and discreetly witty.

Wingate Sums Up

Wingate wisely stayed in the background until it came time to sum up the panel's views, a task he handled with an admirable lack of partiality.

The most interesting part of the show for many viewers occurred at the finish, when each reporter related the U. S. story he had found most amusing that week, thereby revealing a fascinating insight into the part-nationality plays in deciding what's funny. June Bundy.

Blue Angel (TV)

Cast: Martha Wright, Orson Bean, Jonathan Winters, Jane Dulo, Martha Davis and Spouse, David Powell and the Norman Paris Trio. Executive producer, Richard Lewine. Producer-director, Burt Shevelove.

(CBS-TV, 10:30-11 p.m. EDT, July 6.)

Putting an intimate supper club show in front of TV cameras will pose a series of problems that may trouble the producers. Night clubs give performers a latitude and atmosphere they obviously cannot get on TV. Choice of material is also important, and the length of each bit is equally vital. On the first show it was apparent that somebody was on too long, because the show ran so close to its allotted time it was almost cut off.

In the material department some of the funniest bits and business so capably done by a Jane Dulo, Orson Bean and Jonathan Winters were left out. But even with these handicaps, the package had big-time written all over it, even if the performers, well-known to the trade, are not exactly heavyweights in the marquee league.

Orson Bean's series of non-sequitur comedy lines was as funny as always. His emceeing was surprisingly skillful for a comic who usually does his spot and goes off. Martha Wright's singing and looks were pleasant in both departments. Jonathan Winters' sound-effects comedy registered authoritatively. Hi Gas Station Attendant was very funny. Martha Davis (piano) and

Spouse (bass) both plus voice is one of the better man-wife teams around. Miss Davis' flair for comedy, plus her keen pianistics, was quite listenable. Jane Dulo's "Lady Wrestler" was funny, even tho it was cleaned up for the TV trade. Dave Powell's drumstick act on chairs and other props gave the show a little speed.

The Norman Paris Trio backstopped in effective by unobtrusive fashion. All in all, it's a good commercial show that could attract sponsors. Bill Smith.

Stage Show (TV)

Cast: Tommy and Jimmy Dorsey ork. Kitty Kallen, the Lancers, Wells and the Four Fays, Johnny Morgan, Larry Griswald. Executive director, Jack Philbin. Assistant, Stanley Poss. Director, Frank Saitenstein. Producer, Jackie Gleason Productions. Sponsors, Nestle Company, Inc.; W. A. Schaeffer Pen Company; Schick, Inc.

(CBS-TV, 8-9 p.m., PDT, July 3)

As a summer replacement for Jackie Gleason, "Stage Show" manages to stir synthetic excitement with the appearance of several top showbiz names. Essentially a showcase for newer performers, the variety format moves briskly enough, tho its lack of better material could not be concealed.

The band numbers presented by headliners Tommy and Jimmy Dorsey, who also emcee the show, were suitable, altho the substitution of another yesteryear hit would have enhanced their turn. As in the case of the Lancers, a vocal group who followed, the Dorseys apparently are aware of the live TV plug for their new wax material. This is all well and good, but it should not take precedence over songs the public has long identified them with. The Lancers' use of perhaps "Sweet Mamma, Tree Top Tall," a disk click for them, would have been more appropriate than the newer offering.

Kitty Kallen's all too brief chirping of "Chapel in the Moonlight" and "Little Things Mean a Lot" contributed the brightest spot of the show. She certainly could have carried another, or perhaps two more numbers, with few complaints.

The acro work of Wells and the Four Fays, along with the comedy fare provided by Johnny Morgan, is undistinguished, as well is the slapstick routines of Larry Griswald.

The revue sparked some zing at the close in which the Dorseys presented a mambo, with two unidentified exponents of the dance craze faring rather well.

With the Dorseys helming the proceedings for the next 12 weeks, the talent along with the emcee patter should get better. Joel Friedman.

Concerning Miss Marlowe (TV)

Cast: Louise Albritton, Jane Seymour, Helen Shields, John Gibson, Patti Bosworth, Eddie Brian. Producer, Tom McDermott. Director, Larry White. Writers, John Pickard, Frank Provo.

(NBC-TV, 3:35-4 p.m. EDT, July 5.)

NBC-TV has lined up an impressive new soap opera block for its daily 2-4:30 p.m. time period. "Concerning Miss Marlowe," sponsored on an alternate-day basis by Procter & Gamble, is the most glamorous entry, with Louise Albritton playing a celebrated actress as contrasted with the suburban housewife-white collar motif of the other epics.

However, the ladies don't mind a little glamour if the heroine's swank outer trappings mask plenty of inward torment. In fact, a you-can't-buy-happiness theme has its compensations, since it probably enables the little woman to face a sinkful of dirty dishes with less animosity than usual, comforted by the thought that sometimes it's rough to be rich.

Miss Albritton is a decorative and accomplished actress, altho the opening scene (wherein she gazed soulfully at some unidentified photos) required her to bear down a bit too hard on registering silent emotion. Monday's show spotlighted her return from a successful engagement in England, with plans to retire from the stage and raise a family.

Tragic Day!

However, sponsor forbid that any poor girl's life should run smoothly on daytime video. The finish found her stunned with

grief, after a friend (Bill Cooke) broke the news that the man she planned to marry had died four days ago.

This seemed a rather drastic device to stir up excitement, but it certainly made it obvious that Miss Albritton wasn't going to settle down in a vine-covered cottage for the next few episodes.

The apartment setting was appropriately expensive looking and the sheet-covered furniture gave the star some effective business on her first entrance, as well as firmly establishing the fact of her return home after a long sojourn abroad. June Bundy.

Welcome Travelers (TV)

Tommy Bartlett and Bob Cunningham. Sponsors, Oxydol and Camay.

(CBS-TV, 12:30-1 p.m., CDST, July 5.)

Tommy Bartlett and Bob Cunningham took over on CBS this week exactly where they left off on NBC last week. The initial offering follows the same format known so well by housewife audiences.

The show, still originating from the Porterhouse Room of the Hotel Sherman, Chicago, remains a selling medium aimed at the apron and dish-washing set. The interviews with visitors to Chicago as usual tend to highlight either a sad story or happy message that might be of interest to women. In this particular segment, the guests featured the story of a woman who almost lost her husband's love, with explanations of how she solved the situation, and the story of a childless couple and how they found happiness helping other people's children. As usual, guests were showered with give-aways. Steve Schickel.

The Seeking Heart (TV)

Cast: Scott Forbes, Dorothy Lovett, Flora Cambell, Chris Plummer, Les Damon, Judith Braun, Bob Webber. Producer, Minerva Ellis. Director, James Yarbrough. Writer, Welbourn Kelley. Sponsor, Procter & Gamble, thru Compton Advertising, Inc.

(CBS-TV, Monday thru Friday, 1:15-1:30 p.m., EDT, July 5.)

This reporter wouldn't know what's cooking on Procter & Gamble's newest visual soap opera, "The Seeking Heart." Author Welbourn Kelley tried to pack so much into it's introductory 15 minutes that it left a viewer considerably confused.

However, a reporter got the impression that the series' central characters for the immediate future will be: (1) A medico-criminologist (played by Scott Forbes), (2) his wife (played by Dorothy Lovett), (3) a local police lieutenant (played by Chris Plummer), (4) a local editor (played by Les Damon), (5) a neurotic young gal (played by Judith Braun), (6) her playboy-boyfriend (played by Bob Webber).

It seems that the neurotic youngster is overbending the elbow, because she is afraid of her mother and stepfather, and at the end of the first quarter-hour was convinced that she'd better call in the medico-criminologist, altho it has been pointed out that her step-papa doesn't get on with him. What's to come of this is anybody's guess, but this pew will lay seven to three that something very skulduggerous is in the wind.

Good Production

Production-wise, the first sample was well presented, altho James Yarbrough's direction was necessarily at a break-neck pace. This will doubtless get on an even keel, when the characters and their motivations are thoroly established. Plugs for P&G products, Crisco and Ivory Flakes, were ably presented. Bob Francis.

First Love (TV)

Cast: Pat Barry, Val Dufour, Frederic Downs, Hal Currier, Henrietta Moore, Joe Warren, Scotty McGregor, Henry Stanton, John Duiira, Howard Smith. Producer, Al Morrison. Director, Joe Behar. Writer, Anya Starr. Sustaining.

(NBC-TV, 3:30-3:45 p.m., EDT, July 5.)

Once more in the soap chips, NBC launched four new TV suds operas this week, including this sustainer, "First Love." Produced by the web's former daytime program chief, Adrian Samish, and originated from Philadelphia, the new series is distinguished by top-flight production and excel-

lent thesping. It should have no trouble landing a sponsor.

The story line, penned by veteran soap opera scribe Many Starr, concerns a sweet young bride (nicely played by pretty Patricia Barry), whose new husband (Val Dufour) neglects her for his job. The plot, of course, is far from original, but it's bound to strike a sympathetic note with more than one lonely hausfrau.

Both Miss Barry and Dufour handle their roles well, managing to create a convincing simile of young love without being overly coy about it.

The first sequence mainly sets the stage for the basic situation, with the husband leaving his wife on a Sunday to work in the office. While there was little action, the character delineations were interesting—albeit conventional—and the apartment setting attractive. June Bundy.

TOAST OF THE TOWN (TV)

CBS-TV, Sunday (4) 8-9 p.m., EDT. (Caught Again)

Teletasting from the deck of the U.S.S. Iowa, Ed Sullivan put together an Independence Day variety seg that had plenty of color and zip. Dolores Grey and Bill (Inkspots) Kenny got matters off to a fast start with appropriate snatches of the late George M. Cohan's songs. A precision drill by a picked Marine detachment followed, to lead into the local debut of a duo of French acros, the Marcellos. The last named are terrific, and obviously one of the best knockout acro acts in the business. Magico Jay Marshall was back with his super-slick manipulation of the Chinese rings. Cutting his time to such a minimum was the one piece of bad showmanship on the bill. Eileen O'Dare contributed her excellent acro-limberback routine, and Jackie (a London import) added some good hand-balancing. Kenny and Miss Grey returned with further vocalizing, the former offering a particularly splendid arrangement of "September Song." The four Step Brothers, Negro tapping quartet, provided a smash wind-up.

The battleship locale made for wonderful backgrounding, with acts working atop gun turrets, on deck, etc. Sullivan's Fourth of July show was a really good one. Bob Francis.

The Jack Carson Show (Radio)

Cast: Jack Carson, Doris Drew, Tony Romano, the Taylor Maids, orchestra directed by Roy Chamberlain. Producer-director, Bill Brennan; Bob Stewart, announcer. Sustaining.

(CBS, 6:30-6:55 p.m., PDT, July 6.)

Jack Carson is a versatile performer, as a comic or dramatic actor with a mastery of timing and the double take. As such it is reluctantly reported that he was ill prepared on his initial radio segment. Since the credits noticeably omitted a writer, it can be fairly assumed that the show was truly what it was billed to be—a completely ad lib offering.

Format had Carson presiding over an informal 25 minutes of stand-up comments and jokes—some subtle, some plain corny—with the questionable assistance of thrush Doris Drew and guitarist-turned-singer Tony Romano. There's no denying the studio audience liked the repartee, tho it was difficult to tell whether it was the jokes they understood or what must have been Carson's visual mugging. At any rate, what came over the radio airways was anything but hilarious.

Carson's easy going style, almost too easy, had a tendency toward lethargy. Well prepared writing would have enhanced the offering tremendously, for it was obvious Carson's talents are better displayed when he's amply equipped with material.

Miss Drew scored on the vocalizing scene with "Little Things Mean a Lot," which Carson later soaked out with a take-off. Romano displayed a good pair of pipes with "I Got a Pocket Full of Dreams." Ed Velarde.

DRAMATIC & MUSICAL ROUTES

Caine Mating: (United Nations) San Francisco.
King and I: (War Memorial) San Francisco.
Picnic: (Geary) San Francisco.
Porgy and Bess: (Philharmonic) Los Angeles.
Seven-Year Itch: (Biltmore) Los Angeles.
South Pacific: (National) Washington.
Time Out for Ginger: (Harris) Chicago.
Wonderful Town: (Shubert) Chicago.

NEW ACTS

THE THREE TWINS (instrumental-vocal trio), Old Heidelberg, Chicago, July 8.

The act can fall under any of the following classifications for they perform excellently all chores involving comedy, pops, novelties, spirituals, impersonations and straight rhythm numbers. The trio doubles on six instruments and scores well both on instruments and vocals. The team has plenty of special material, including much sight stuff and is a sure bet for bigger bookings in theaters and night clubs. It is also a natural for TV. A top response-getter is a routine in which each of the three sing a different tune simultaneously. Also good fare are their renditions of "Jezebel," "Kiss of Fire" (hillbilly style), and "I Believe" (done a cappella). A definite asset to the group is their able mugging and more than adequate costuming and props. S. S.

PEDRO AND DURAND (balancing), Southern California Exposition, Del Mar, July 1.

Pedro and Durand have been around for years with their zany hand-to-hand and head-to-head work. The act recently added Peter Morales Jr., Pedro's eight-year-old son, who takes some of the spotlight from his papa and partner. Peter and Durand do showmanly hand balancing with wind-up of the moppet holding 180-pound Durand in an acrobatic stand. S. A.

THE FOUR COMETS (tumblers), Palace Theater, New York, July 9.

This quartet (four gals) obviously know their trade. Act is well dressed and projects at a fast pace. However, there is a distinct lack of imagination in selling individual tricks. Even the finale, rope-skipping via somersaults has nothing of the punch it should have. Act needs the services of a smart pro to whip it into shape. The basic material is all there.

Hollywood to Broadway (TV Film)

Emcee, John Conte. Guests, Kitty Carlisle, Una Merkle, others. Director, Myron Brown. Producer, Emanuel Demby. Distributor, Atlas Television Corporation, 15 West 44th Street, New York.

(Reviewed at special screening. Running time 15 minutes.)

This show is a fan-magazine attraction. The format consists of a 5 to 10-minute slice from a current movie, an interview of a currently working star and a line of inside dope on name performers. The distribution plan is that the movie clip will be out of a picture just opening in town. Obviously, it has enormous tie-in potential with the picture business—probably the greatest since Ed Sullivan did his last salute.

But the interview footage needs work. Kitty Carlisle and Una Merkle were charming enough in the two segments caught. But John Conte tackled his question-throwing role with an excess of determination. Maybe he was just uncomfortable. He and his guests sat in wing chairs that completely overshadowed them, and the rest of the furniture arrangement was as graceless. Gene Plotnik.

THE LONE WOLF (TV Film), KTTV, Los Angeles, 8-8:30 p.m., PDT, Saturday (25). (Caught Again.)

By now the pattern of Mike Lanyard's adventures in the person of Louis Hayward is pretty well established. He's a two-fisted soldier of fortune who moves in and out of all sorts of tight situations, all the while the object of design by the fairer sex.

Episode caught, as expected, fell into this mold. Lanyard, invited to the Malibu home of an international gambler (Tony Barrett) for a weekend of relaxation, finds instead intrigue and murder. The host gambler is concerned about priceless family jewels, and his wife (Marjorie Lord) with less prosaic things such as Lanyard. A house full of off-beat characters serve to lend the tense air of mystery that is a requirement of "The Lone Wolf" yarns.

Hayward is his usually convincing self, tho it must be pointed out he deviated somewhat in the closing minutes, giving the impression that shucks, it really was (Continued on page 70)

HOCUS-POCUS

By BILL SACHS

NARDINI and **Nadyne** are playing a summer tour under canvas for the Kentucky Rural Electric Co-Ops, featuring their magical bar act. They are carded to play 22 dates, carrying them up to August 21. . . . At a special meeting called recently by President **Milbourne Christopher**, Parent Assembly No. 1, Society of American Magicians, elected the following officers for the ensuing year: **A. Larry Berman**, president; **Walter Coleman**, first vice-president; **Dr. Ben B. Braude**, second vice-president; **George J. Cook**, secretary; **Nathan H. Mitchell**, treasurer; **Harry Levine**, controller; **Ben Dalgin**, trustee; **Don Runyon**, **Percy Haldeman Jr.**, and **Joseph Zinman**, board members; **Dick DuBois**, **John Cannon**, **Jerome Lukins**, **James Drilling**, delegates to the national council; **John Cannon**, **Nick Post** and **Norman Nagel**, sergeants at arms; **Sam Aaronson**, reporter, and **Jean Hugard**, archivist. Following the

election, **Frank Garcia** gave a lecture on close-up magic. . . . **Fritz Dude (Fritz the Magician)** flew into Dallas recently to catch **Channing Pollack**, who was appearing there with the **Jack Benny** show. Fritz also visited with **Marvin Roy**, well known for his work with light bulbs, who is appearing in the ice revue at Hotel Adolphus in Dallas. "He does his entire act in pantomime," Fritz scribbles, "and it's the most original turn I've ever seen." . . . And what's become of **Sir Edwards (Ramon LaRue)**? . . . **Fred (Manipo) Harris** is back in the Side Show on the Ringling-Barnum circus. He is doing his magic and Punch and says the pitch is good on both. . . . **Robert Mason**, now doing his magic and Punch with the **Hunt Bros.** Circus, takes his mystery turn into North Dakota schools in September and will remain in that sector all winter. He will follow with his usual spring dates in the New York area. Mason returns to his headquarters in Dayton, O., in August to prep for the new season. He recently took delivery on a new house trailer.

GEORGE MARQUIS writes from his Clifton, Tenn., headquarters to expound upon one of the great illusion builders of all times, **Ed M. Bayliss**, 88-year-old owner of Alpine Lodge and Tennessee's famous Natural Bridge at Waynesboro. "Around the turn of the century," writes Marquis, "Bayliss was the builder of illusion spectacles that thrilled world's fair crowds at Omaha, St. Louis and Buffalo. His massive elevator that seemingly lowered 72 people 'thousands of feet' down to the realms of his Satanic Majesty was the largest illusion and used more plate glass than any effect ever built to mystify the public. His Flying Angel used more equipment than the **Kellar-Thurston** or **Blackstone** levitations. Bayliss' Land Of the Midnight Sun was a scenic display dramatized and the illusionary lighting would be a revelation to our present-day master's of illusion and spectacle. Here at Natural Bridge, where **Davey Crockett** gave his first speech, where the Creek and Cherokees held their councils, where the outlaws of the Natchez Trace hid away from their pursuers, here at night Ed Bayliss sits upon the spacious porch of his Alpine Lodge, smoking a big, fat cigar, and relating tales of the golden era of illusion and spectacle." . . . **Dr. Arthur Ellen** is reported pulling good crowds with his hypnotism in the Top O' the Park of the swank Park Lane Hotel, St. Louis. . . . **Joan Brandon** played the **Del-Sego Drive-In** at Oneonta, N. Y., July 1-4, with a special matinee, without pictures, on the Fourth. On July 5 she moved into **Eldridge Park**, Elmira, N. Y., for a week's stand. . . . **Frank J. Morgan**, who died recently in Detroit of a heart attack, was considered the dean of Michigan magicians, and from 1905 to 1920 played the vaude circuits with a single magic act. In 1920 he opened the **Detroit Trick & Novelty Company** in partnership with **John Matthews** and **Val Seewald**, and continued to present his magic before clubs and organizations for many years.

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BROADWAY SHOWLOG

Performances Thru July 10, 1954

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'Lone Wolf'

Continued from page 69

nothing at all to solve the case. This minor deviation is quite out of character for Lanyard. Supported by a better than average cast, Hayward's underplaying and that of Miss Lord, Barrett, Rhys Williams, Peter Coe and Gena Gilbert served to create the proper guileful mood. Ed "elarde.

Salvation on a String

A trilogy by Paul Green. Staged by C. W. Christenberry Jr. Settings by Ray Temple. General manager, Michael Goldreyer. Stage manager, John L. Moorhead. Press representatives, Max Eisen and Marian Graham. Presented by C. W. Christenberry Jr. and David B. Graham.

| Chair Endowed | |
|---------------------|------------------|
| Bud Hargrave | John Kellogg |
| Mabel, his wife | Sylvia Leigh |
| Henry | Dickie Olsen |
| The No 'Count Boy | |
| Pheelle | Betty Ackerman |
| Enos | Skegde Miller |
| The Boy | Wright King |
| An Old Woman | Diane Deering |
| Supper for the Dead | |
| Fess Oxendine | Frederick O'Neal |
| Vonie, his wife | Rosetta Le Noire |
| Queenie | Evelyn Ellis |
| Lil | Ellen Long |
| Fury | Gretchen Long |
| Miny | Janice Long |

(Theater de Lys, New York, Tuesday, July 6)

There is no question as to Paul Green's scripting ability. Much of his past contribution to the American theater has been fine, some of it even great. But just what he is driving at with these three one-acters, which he collectively titles "Salvation on a String," has this reporter fairly baffled.

In sum, "String" is a trio of vignettes of what presumably may be classified as folk drama. Since Green can write, they have their moments of harsh vitality, but in none of them does a pew-sitter ever give a remote tinker's dam as to what happens to any of Green's characters. "String's" stay at the de Lys looks to be short.

It is easy to understand why some excellent vet players and some up-and-coming ones should be interested in taking part in these proceedings. In two instances Green has supplied opportunities for some rugged emoting, in the third there is a chance for some nice folksy comedy playing. On paper the parts likely look fat and handsome.

"Chair Endowed"
 The first item is an emotional dilly, called "Chair Endowed," a sordid quarrelsome duolog between a mill-hand husband who drinks for escape and his slut of a wife, who has eight squalling off-stage brats and another on the way. John Kellogg and Sylvia Leigh pair in this one for solid contributions of downright misery.

The wind-up, pleasantly titled "Supper for the Dead," is a gruesome combination of ju-ju black magic, murder and incest in a Negro cabin on the edge of a Carolina swamp. Since it has the assistance of such fine players as Frederick O'Neal, Evelyn Ellis and Rosetta Le Noire, it does project a rather horrible aura of violence and superstition, but, of course, nobody believes any of it.

In between, Green goes light with an amusing, if wispy, fable of farmland courtship, "The No 'Count Boy" where in a dumb, but romantically minded, lass is set to leave her dull swain in favor of seeing the world with a fast-talking pixy who likes to imitate funeral trains. When the

BURLESQUE BITS

By UNO

Trixie Pearl, soubret in many former Columbia wheel shows, is now **Trixie Rogers**, conducting a booking agency the last three years in the Earle Bulding, New York. Her principal placements are strips, 42 of which are currently working in Manhattan niteries. . . . The old time comedy-straight man team of **Collins** and **Peterson** has split for good, with **Marty Collins** doing a single in niteries and **Harry Peterson** retiring. . . . **Frank Scannell**, former burly comic, and **Tom Dugan**, of the films, have opened a Gay 90's in Hollywood. . . . **Bob Goodman**, former house singer for **Harold Minsky** at the Rialto, Chicago, now an associate for booker **Milt Schuster**, sends his latest bookings which include **Dolly Rio** and **Delilah**, for the **Follies**, Chicago; **Leslie Lynn** and **Camille**, Gayety, Detroit; **Vi Vickers**, Palace, Buffalo; **Lana Richards**, Crystal Terrace, Duluth, Minn.; **Louise Sharee**, Moulton Rouge, Chicago; **Rusty Lane**, Frolics, Minneapolis; and **Maria Vilands**, Wichita, Kan., the latter four for indefinite stays. Goodman is also supplying two big fairs with exotics and vaude acts. . . . **Suey Welch** and **Bob Briggs** have installed a new runway at their New Follies in Los Angeles. First to prance on it were **Doris DeLaye**, **Suzie Shirley** and **Tempest Storm**, who opened July 2. Due to come in July 16 is **Busty Brown**, and July 30, **Renee Andre**. . . . **Sequin** opened July 6 at **Steve Brodie's**, Philadelphia, introducing for the first time in niteries

her "Portrait of DahliZ" act. . . . **Ayesha**, exotic snake and dove dancer, just closed a lengthy engagement at the Turf Inn, Troy, N. Y.

Jennie Lee, the Bazoom Girl, who annexed a six-page layout in the July issue of **Modern Man** mag, according to **A. Bennett**, public relations representative of Hollywood, recently played four weeks at the Castle Club, Anaheim, Calif., at the highest salary ever paid any performer there.

Bob Rowland and his wife, **Kittie Day**, vocalists with many Broadway musicals, are spending their off stage time acting as executives for **Wolfie's** famous eating palace in Brooklyn, owned and operated by **Harry Gilman**, **Sam Pollack** and **Joe Gershman**.

Syd Linden has appointed **Milt Weil** manager of the Vagabond theater in Los Angeles. . . . **Bob Collins**, former comic, long in retirement because of a heart condition, will become active again, this time as producing director for **Israel Rosenberg**, Jewish comedian, producer and playwright, who has acquired the **Elsmer** theater in the Bronx, a former Loew pic house. The **Elsmer**, now dark, is due to reopen early in October with a new policy of Jewish and English continuous vaude, with a burly comic and straight man plus a line of six or eight girls playing weekends only, one on a Friday night and three on Saturdays and Sundays. Collins will also be casting director and purchaser of rights to plays, together with a partner, **Martin Smith**, for the Feature TV Corporation, presenting hourly Jewish dramatic shows and a variety show on alternate weeks, the dialog in English and the singing in Jewish, over TV Channel 13 every Thursday 9-10 p.m. . . . **Fran Guerlain**, fashion model for **William Schuller's** agency, was titled **Miss Sweden** at the Lion's Convention in Madison Square Garden, New York, July 7. She is a **Joe Kaliff**, caricaturist, find.

Valentina, under the personal direction of **Don Williams**, closed a three-week stand at the **Gayety**, Detroit, to move on to the **Frolic's**, Chicago.

SPEAKING OF LEGIT

Continued from page 68

Street house on that date. **John Pos** has a lease running to April 30, 1959. . . . Trio of young producers, **Sybil Trubin**, **Robert Merriam** and **Warren Enters**, have leased the **Cherry Lane Theater** in Greenwich Village for the coming season. Under trade name of **Proscenium Productions**, they launch their first venture, **Congreve's "The Way of the World,"** September 22. Their second production will be **Anouilh's "Thieves' Carnival."** The American Theater Wing has bought out "The Pajama Game" for evening of July 22, as the first of a series of benefits to raise funds for its service activities.

Paul Vroom has brought the **Norman Brooks** play, "The Fragile Fox." **Bernard Straus** will be associated with him in production, with rehearsals starting August 24. . . . **Leon Belasco** and **Henry Lascoe** have been signed for supporting stints in **Cole Porter's** new musical, "Silk Stockings."

ACTS AND ATTRACTIONS

Continued from page 68

Mansfield wants out from **MCA**. But agency said "nerts."

Henny Youngman held over for two more weeks at the **Aquacade** in **Flushing Meadow**. . . . **Martin and Lewis** in for their new pic are spending their days differently. **Jerry Lewis** is up in **Sullivan County**, laughing it up. **Dean Martin** is playing the local golf courses not laughing it up at all. **Singer** finally lost the slice; he's now hooking. . . . **Joni James** doing a real burn at **Kitty Kallen**. Claims latter "stole" her style. We don't know about this "stealing" but we do know a performer and **Miss K** is all of that. She could work anywhere long before she had a hit record. . . . **Lucille and Eddie Roberts** now in their eighth appearance at **Normandie Room**, Mt. Royal Hotel, Montreal. . . . **Ralph King** ork gets the **Waldorf** August 24.

Chirp Dolores Hawkins headlines at the **Copacabana** for four weeks, beginning July 22. She does a guest shot on the **Tommy and Jimmy Dorsey** show July 31. . . . **The Redheads (Sol Striks, Robert Robinson and Major Short)**, featuring **Somethin' Smith**, move into **Elmwood Casino**, Windsor, Ont., July 19 for two weeks, followed by a like stint at the **Downbeat Club**, Montreal. They are slated for a shot at the **Copa** in the fall.

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HARLEM BROWN'S MINSTRELS WANTS

Experienced Colored Minstrel People: Musicians, Blues Singer, Chorus Girls, first-class Comedian who can produce Shows. Few weeks carnival, then overnight stands. Will also consider organized troupe on percentage. **Johnny B Williams**, **Peewee Parker** no longer here. Drunks, agitators and forty-milers, stay where you are as you won't last here. No collect wires. Tickets if I know you.

CHARLIE E. WEBB Southern Valley Shows, Pine Bluff, Ark., this week; then as per route.

In Person * **TIM HOLT** and His Western Wrangler Revue CHOICE DATES AVAILABLE FOR JULY & AUGUST
JOLLY JOYCE
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 Dye Drops, Flat Sets, Cyclorama Draw Curtains, Operating Equipment.
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'Salvation'

Continued from page 70

latter's mother turns up with a switch, and the lad proves to be a monumental liar, the gal presumably settles for hum-drum security.

Good Theatres

There's a lot of fun in "Boy," almost enough, and Betty Ackerman, Skedje Miller and Wright King play it for all it's worth. Miller's portrait of a bewildered and bedeviled suitor is a particular bright spot.

Christenberry has done an over-all good job of direction, and Ray Temple's primitive sets and lighting suit the varying moods. However, despite everybody's efforts, "String" is no hot-weather b.o. magnet. Bob Francis.

The Cretan Woman

A tragedy by Robinson Jeffers. Staged by Theodore Marcuse. Setting by Jay Venezia. General manager, Zelta Dorfman. Stage manager, Charles McCawley. Press representative, Arthur Cantor. Presented by The Players Theater, Inc.

- 1st Woman Amanda Steel
2d Woman Martha Farrar
3d Woman Blanche Cholet
Selene Katherine Byrnes
Phaedra Jacqueline Brookes
Aphrodite Barbara Walde
Hippolytus William Andrews
Alcyon Jim Oyster
Andros John Harkins
Messenger Roy Poole
Attendant to Theseus William Myers
Theseus Charles Aidman

(Provincetown Theater, New York, Wednesday, July 7.)

Robinson Jeffers is poetically fascinated by ancient Greek myths. His trouble, in this reporter's book, is that a vast deal of sonorous versifying comes out of his efforts, but very little drama. "The Cretan Woman," as presented by the Players Theater, Inc., a new group intending to establish itself in the local rep field at the little Provincetown Theater, runs true to the previous Jeffers pattern — all talk, with much of it pitched to a screaming tempo, makes for a very, very dull play.

Great Pique

Way back there, when goddesses got annoyed with humans who paid them insufficient respect, Aphrodite got sore at a lad named Hippolytus, because he looked down his nose at the tender passion. He preferred his boy friends and hunting. So she put a hex on his young step-mother, Phaedra, and made her fall in love with the lad.

This was a bad business because his father, Theseus, although away on a trip, was likely to take a dim view of incest. Anyway, Phaedra made a very direct pass at her stepson, and he turned her down cold. So she got even madder than Aphrodite, and when Theseus came back, she told him the lad had climbed, willy-nilly into bed with her.

Theseus, a sucker for a pretty face, believed her and killed the boy. Then she got the horrors and hanged herself, and Theseus also felt very bad about the whole thing. But Aphrodite was very smug about it, because humans better watch out when they thumb their noses at goddesses.

Shrine Worship

All of this Jeffers has put down in meticulous rhythm, and the actors for the most part treat its projection as if they were worshipping at a shrine, with Theodore Marcuse directing them the same way. Jacqueline Brookes makes a handsome Phaedra, with stamina to match her looks. And stamina she needs to carry her thru the rantings and roarings of two acts. No lady scorned has exhibited such fury, since Judith Anderson played Medea.

William Andrews is classically picturesque as the Galahad-hearted Hippolytus. It's a stuffy part, and no one can blame him for obviously doing what he's told. Best of the evening, in this corner, is the performance of Charles Aidman as the aging and frustrated Theseus. Here is an actor who really knows his trade.

Unfortunately, Jeffers has contrived his appearance too late to do the play any real good. The supporting players are generally competent, but all of them go at matters as if they were dealing with the Holy Writ.

This reporter was taught that Greek tragedy was modeled to inspire pity and terror. There is nothing going on at the Provincetown to hypo either.

Bob Francis.

Palace, New York

Four Colleenos, Roy Rogers, the Marvellos, Miller and Lee, Helen Kane, Jay Marshall, Gus Van, the Four Comets, Jo Lombardi and his ork.

(Reviewed July 8.)

The current bill has only one "new faces" act, the Four Comets, reviewed elsewhere under New Acts. The remaining seven-eighths of the agenda are all Palace vets.

Featured in next-to-closing is Gus Van, whom old-time Palace fans greet vociferously before he can open his mouth. When he does open it, they keep right on giving him continuous hands, particularly when his chanting gets into nostalgia with such items as "Beautiful Doll," "Dinah," "Me and My Gal" and other Van memorabilia. He's still a great performer.

The Four Colleenos (two gals and two boys), youngest generation of the celebrated circus family, are back to get matters off to a slick juggling start. The quartet has been born into the business and knows exactly how to project. Back also is Roy Rogers with his familiar comedy antics via paper and goldfish swallowing. He once more gets a full quota of laughs.

The Marvellos (two men and a fem) follow with their excellent combo of instrumental and illusion nonsense. A solid standard act, Negro comics Miller and Lee wind up the show's first half with their usual fine brand of comedy patter.

Helen Kane

Let this reporter be forgiven if he objects to two nostalgic singing acts on the same bill. Van is great. But Helen Kane, spotted two stanzas ahead of him, is anything but smart booking. Miss Kane doubtless has her admirers, but the "Boop-Boop-a-Doop" school of chant projection went out a good many years ago, if indeed it was ever really in.

However, Jay Marshall, that Palace hardy perennial of magic who follows her, gets the bill right back on the beam. Marshall has left his Chinese rings at home this time and substituted his "troublewit" paper routine, at which he is equally skillful, and winds up with his top-flight "Lefty" ventro bit. He has the customers eating out of his hand as usual.

Pic. "Return From the Sea." Bob Francis.

Ann Sothern

The Escorts, Doodles and Skeeter. Bob Ellis ork. (El Rancho Vegas, Las Vegas, Nev., July 6.)

Another night club act built around a familiar Hollywood name bowed in this week at El Rancho Vegas. Ann Sothern departs largely from her dumb blonde type for a bit of glamor, a bit of comedy, and a couple of character routines.

The act is supported by the Five Escorts, who are unspectacular enough to make the star stand out after a fashion, what with her new platinum hair-dye.

Entertaining numbers include an Irving Berlin medley which reaches all the way back to 1911; a routine built around Miss Sothern's well-known Susan McNamara act; her Maizie Revere in a number called "Too Darn Hot," and a climax billed as "Lily of Laguna."

Doodles and Skeeter, the silent "interpreters" of offstage recorded numbers, have a bit of trouble with scratchy records in spots, but come off with the biggest hand with a funny take-off on Lili St. Cyr.

Several new faces, and what goes with them, have been added to the El Rancho chorus line for a nice improvement.

Ed Oncken.

Lander and Leanna

Steckels Brothers. Three Svendys, Rosita May, Carmen Cattanni, Hans Victor and Svend Coster, and Svend Nicolaisen's band.

(Valencia, Copenhagen, June 21.)

Lander and Leanna are one of the classiest dance teams seen here in a long time. They make full use of the large dance floor for their first number, come back for a slow fox to "Embraceable You" and then take to the elevated stage for a sizzling rumba and an amusing polka. They have talent, looks, personality and sales ability.

Steckels Brothers present a brief melange of good tumbling and balancing tunts but score a

In Loving Memory of

My Darling Husband

IRVING J. POLACK

Who Passed Away July 13, 1949

I Miss You Very Much BESSIE E. POLACK

BAKER—Fred G., 62, former outdoor showman, June 13 in Ebensburg, Pa., of a heart attack. At one time he was with the Al G. Fride Minstrels and the Ringling circus. Survived by a foster daughter, Mrs. Mildred H. Banya.

BOONE—F. E. Sr., 61, the man who made the chant of the tobacco auctioneer familiar to the public, July 1 in Robersonville, N. C. He appeared in broadcasts of a national radio network from 1937 to 1951. His widow and two sons survive.

BREWER—James, 33, ride foreman on Baker's United Shows, July 3 in Olive Hill, Ky., of injuries sustained in a motorcycle accident. Survived by four children. Burial in Campton, Ky.

CORRELL—John Joseph, 1, son of Charles J. Correll, the Andy, of radio's Amos 'n' Andy, July 3 in Santa Monica, Calif.

FINNAN—Thomas F., 74, stagehand and maintenance man, July 1 in Roosevelt Hospital, New Brunswick, N. J. During old vaude days he worked as a stagehand in the old Shortridge, State and Albany theaters, New Brunswick. Burial July 3 in St. Peter's Cemetery that city.

HANLEY—Norman, 67, show musician and band leader on Von Bros.' Circus, June 13 in a Clearfield, Pa., hospital after being found unconscious on the show grounds. He was arranger for Tige Hale's circus band for about 15 years and formerly directed the North Carolina State Prison band. Burial in Raleigh, N. C., with combined Shrine and Municipal bands, both of which he had directed, taking part in services. Survived by a brother in Minnesota.

HELLER—Adolph, 52, internationally famed pianist, conductor and authority on opera, in an auto accident near Santa Barbara, Calif., July 1. Born in Czechoslovakia, he began a spectacular musical career there and was director general of the Moravian State Opera in 1938, when Hitler invaded his homeland, forcing him to flee to the U. S. He became associated here with the Hollywood Bowl, serving as assistant conductor in 1945 and 1946, and again in 1948-49. Survived by his widow, Mildred, American opera singer whom he married in his native land.

HURST—John, 74, former drummer in the Ringling circus band, June 20 in Louisville. Survived by a sister, Mrs. Jean Sloan. Burial June 22 in Zachary Taylor National Cemetery, Louisville.

KING—Leslie G., 63, hillbester who had traveled with many leading carnivals, recently in New York. (Details in Carnival section.)

LATKOWSKI—Onisia, mother of Capt. Jack Latkowski, former high diver and currently a concessionaire on Majestic Greater Shows, July 6 in Albany Memorial Hospital, Albany, N. Y.

LISSAMAN—Frank, 84, Brandon, Man., contractor, at Brandon June 29. His work included the main grandstand, display building and several barns at the Provincial Exhibition grounds, Brandon, which were built in 1913 in preparation for the Dominion Fair held that year. Survived by his widow, two sons and two daughters. Burial in Brandon.

MANNING—Eleanore, 38, operatic tenor, July 1 in Vienna, Austria. English-born, he won several

music scholarships, and was a member of the Metropolitan Opera Company for three years under the name of Richard Manning. He also sang with the New York City Center Opera Company for two seasons. His most recent New York appearance was in the City Center's production of "La Cenerentola" in 1953. He had also sung widely abroad.

MAXWELL—Mrs. Hilda Hollies, 51, former operetta star and widow of William Forrest Maxwell, music publishing executive, July 4 in Los Angeles. The daughter of opera singer Hedford Hollies, she had sung in many operettas, including some composed by her uncle, Julian Edwards, whose most popular work was "When Johnny Comes Marching Home." She had also starred in England in "Madeline" and in the U. S. in "Pit, Pat, Pout," with Eddie Fog. A sister, Mrs. William Le Baron, survived.

McLENDON—Jeff D., 77, radio station and theater owner, July 8 in Dallas. A former criminal lawyer and county judge, he founded the Tri-State Theater Chain, operating 28 houses in Texas, Oklahoma and Louisiana in 1920. He also owned interest in several regional radio stations. He is survived by his widow, a son and two brothers.

MORGAN—Frank J., 72, dean of Michigan magicians, June 18 in Detroit of a heart attack. He appeared in vaude from about 1908 to 1920, doing a single magic act. In 1920 he opened the Detroit Trick & Novelty Company in partnership with John Matthews and Val Seewald. Survived by his widow, Jean.

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In Cherished Memory of

IRVING J. POLACK

So many things you did for me, No single day goes by, That memory fails to hold its mirror Before my grateful eye. ETHEL ROBINSON

WARMACK—Paul E., 64, leader of the "Grand Ole Opry" group, The Gully Jumpers, on Station WSM, Nashville, July 2 in Vanderbilt Hospital, Nashville, of a heart attack. Survived by his widow and a son.

WATKINS—Gut, 71, former Canadian orchestra leader, recently in Glendale, Calif. A blind drummer, his Art Harmony Seven was widely known through Western Canada during the 1920's. Survived by his widow, a son and a daughter. Burial in Glendale.

WHITE—Albert F. (Red), advertising salesman for Station KFKJ, Grand Junction, Colo., June 21 there. He had been with the radio-TV company for the past four years.

IN MEMORY of my Husband

HARRY R. WINTERS

Who passed away July 14, 1948. Sadly missed by wife and sons. Ruth, Dick & Elmer Winters-Grimsell

BIRTHS

EDWARDS—A daughter, Mindy, to Mr. and Mrs. Merle Edwards recently in St. Paul. Father is deejay on Station WMIN, St. Paul.

FARREN—A son, Douglas, to Mr. and Mrs. Jack Farren June 28 in New York. Mother is a former radio and TV actress. Father is associate producer of the "Winky Dink and You" TV program.

FAY—A son, Frank Jr., to Mr. and Mrs. Frank Fay April 28 in Santa Monica, Calif. Father is in the novelty and jewelry business.

NOELL—A son, Christopher Eugene, to Mr. and Mrs. Bobby Noell June 28 in Largo, Fla. Grandparents are Mr. and Mrs. Robert Noell, of Noell's Ark Gorilla Show.

MARRIAGES

COHN-VOGEL—Abraham Cohn, non-pro, and Mrs. Jeanette Friedman Vogel, known professionally as Oinka Vogel, featured television performer on Station WTMJ-TV, Milwaukee, June 27 in that city.

LISKEN-LASKY—Elliot Lisken, non-pro, and Joyce Lasky, private secretary to singer Jane Prodan, July 4 in New York.

TABORI-LINDFORS—George Tabori, writer, and Viveca Lindfors, screen star, July 4 in Malibu Beach, Calif.

IRVING J. POLACK In Memory of I. J. Polack, who passed away July 13, 1949, but whose spirit lives on in Polack Bros.' Circus. LOUIS STERN

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

CALGARY STAMPEDE LEADS 1953 RECORD GATE YEAR

First Four Days Are Up 11,000; Sonja Henie Icer Is Added Lure

CALGARY, Alta., July 10.—Given the best run of weather the Calgary area has had in weeks, the Calgary Stampede and Exhibition thru Thursday (8), fourth day of its six-day run, was piling up greater attendance than last year, its previous peak year.

At the close of business Thursday, the paid gate was running 11,000 ahead of the corresponding point last year. With prospects for continued good weather, Maurice Hartnett, Stampede manager, forecast that each of the two closing days would yield attendance which would enable the event to add to its gate increase over '53.

Credit to Icer

New this year is an ice show—Sonja Henie and Her Ice Revue—presented in the Coliseum as a new departure in Stampede policy. In prior years, apart from the midway, the grandstand show was the sole night amusement attraction.

Despite the double night attraction, both the icer and the grandstand show have enjoyed big business. The grandstand has been a sellout every night for a bargain program consisting of the Stampede's famous chuck wagon races, a revue, plus acts presented by Ernie Young, Chicago booker, and fireworks presented by the Thearle-Duffield Fireworks. Moreover, the grandstand show is expected to be a sellout each of the last two nights of the fair. All of the seats in the covered grandstand for the six nights were sold out before the Stampede opened.

The icer played to good crowds during the first four nights, and is expected to be sold out the closing two nights and for the icer's sole matinee today.

The ice show is being credited with playing a large part in upping the Stampede's attendance. It starts each night at about 8:30 p.m., immediately following the conclusion of the chuck wagon races in front of the grandstand. Many people, who in the past ordinarily attended only one night, have repeated this year in order to catch the ice show, as

well as the grandstand revue. Afternoon grandstand program consists of a rodeo and horse races.

On the midway, where the Royal American Shows again hold forth, the RAS was running close to its record '53 ride and show gross here. Midway play was off slightly the first two days, compared to last year, jumped Wednesday and climbed 20 per cent Thursday over the same day last year to put the Carl Sedlmayr midway aggregation's gross at or about the same total as last year for the corresponding period.

"Dancing Waters," new featured show with the Royal American, was given a strong reception here. The unit now has Murray Cohen, who joined recently as talker.

Visitors to the exhibition included a large delegation from the Edmonton Exhibition, Manager James Paul and Mrs. Paul, President Walter Bissell and Mrs. Bissell, William Muir, Mr. and Mrs. Harry Maddison, Mr. and Mrs. Gordon McDonald, Mr. and Mrs. Fred Kemp, and W. G. Montgomery, and also Dr. Leech, Edmonton circus fan, and Mr. Leech.

Del Mar, Calif., Paid Gate Hits All-Time High

181,598 Pay as Fair Pulls 231,491; Peak For Exhibits, Too

DEL MAR, Calif., July 10.—The annual Southern California Exposition and San Diego County Fair Combined ended its 11-day run here Monday (5) with a total attendance of 231,491 and a record paid mark of 181,598, Paul T. Mannen, secretary-manager, said. With a total of 5,271 kids Monday (28), a new mark in moppet patrons was also established. Largest day was the first Sunday (27) with 32,651.

In announcing the results of the event, Mannen also revealed that the 1955 fair would be held June 24 thru July 4. He added that following the close of the 40-day Del Mar Turf Club racing season September 11 a \$1,000,000 construction program would get underway on the fairgrounds. Work will include addition of 4,500 seats to the 8,500 seater grandstand, renovation of the clubhouse and enlargement of the Turf Club. The improved facilities will be ready in time for the 1955 fair.

In addition to the attendance record, other marks were established. There were more than 13,000 non-commercial entries not including a record 1,500 participants in the National Horse Show.

The fair featured its one-pay gate with a charge of 85 cents. (Continued on page 79)

Nat'l Speedways July 4 Races Hit By Hot Weather

SEDALIA, Mo., July 10.—Al Sweeney, of National Speedways, here this week to prepare for an auto race meet at the fairgrounds, reported that extremely hot weather took a deep cut in his organization's July 4 weekend business.

The mercury hit 107 degrees at Topeka July 4 and the turnout of 8,500 was down 20 per cent from last year. Two drivers passed out from the heat and Sweeney's wife, who assisted in the officiating, collapsed following the event.

Heat pruned the crowd at Belleville, Kan., to 5,000 people for big car races. Hot weather also hurt at Kansas City's Riverside Stadium Monday night (5),

NY RODEO SLICED TO 18-DAY RUN

Rogers and Dale Evans to Star; Week Is Cut Due to Lagging Biz

NEW YORK, July 10.—The year-by-year downhill slide of the World's Championship Rodeo has resulted in a severely curtailed program this year. There will be fewer days, far fewer performances, and a proportionately slashed prize list, according to Manager Frank Moore.

The 28th annual will be held from September 30 to October 17 in Madison Square Garden, 18 days, with Roy Rogers, Dale Evans and Trigger being the headliners. The event had been a 26-day one since before World War II.

Prize money will be \$74,400, compared with last year's \$100,800 in purses. There will be 28 performances whereas last year there were 42.

The rodeo has been on the decline since its peak showing in 1946 when it grossed \$1.3 million, and the year has long passed

when show officials last saw a turnstile figure of \$1 million.

Altho held for as few as 19 days during the 1930's the show prospered and grew to a 33-day event during the World's Fair years, then hit its level of 26 days, held until this year.

Business-wise, the event has suffered from Sunday night and mid-week doldrums, raking in its heaviest coin on weekends. In an attempt to hypo the Sunday night turnouts the management last year resorted to early night performances, but this fared poorly. The switch to an earlier Sunday performance was picked up by Ringling Bros. and Barnum & Bailey Circus when it went into the Garden this year but it, too, pulled out of town with the realization that New Yorkers are simply not Sunday night showgoers. During the tail end of the Rodeo run, half-priced admissions for children on Wednesday and Friday matinees succeeded in increasing the attendances but they (Continued on page 87)

Conklin Signs For Canada's 1st Roto-Jet

MONTREAL, July 10.—Negotiations were completed last week for a Roto-Jet ride, one of about a half dozen on this continent, to be operated at several locations this season by J. W. (Patty) Conklin. The ride is expected to arrive this weekend and be installed in Belmont Park here for a four-week run.

Arrangements were made between Conklin and importer Eric Wedemeyer last week in Toronto, after which Conklin negotiated for the park showing with Rex Billings of Belmont.

After the four weeks the ride will be shown at the Canadian National Exhibition, Toronto, August 27-September 11, and the Great Western Fair, London, Ont., September 13-18. It is the first Roto-Jet to be shown in Canada.

Other locations of the ride are Riverside Park, Agawam, Mass.; Coney Island; Kiddie City, New York; and the Ontario Fair, Oshawa, Ont.

Hassle on Name Goes On as Chitwood Sues

PHILADELPHIA, July 10.—Joie Chitwood has filed suit in Common Pleas Court against the Ford Motor Company and his old outfit, Joie Chitwood Auto Daredevils, Inc., for damages and an injunction to prevent the use of his name.

The suit was filed Tuesday (22) and must be answered within 20 days.

Last January at the Pennsylvania Association of Fairs meeting the hassle was paramount in the activities of the several thrill show people booking into fairs. At that time front-page notice was given that Chitwood and the Joie Chitwood Auto Daredevils, Inc., Philadelphia promoters, had adjusted their differences.

The stories then were that Chitwood would operate his own shows—he has two units on the road—using his own name, and that the corporate set-up would also have the privilege to use his name. An agreement was entered into before County Court Judge Warren E. Hess.

In the current suit, Chitwood is demanding that the contract which ex-

Kochman Sees Good Season For Thrillers

GRIGGSVILLE, Ill., July 10.—Jack Kochman and his thrill show crew, on the basis of their first two fair dates, are predicting a good season at annual events this year. Opening with a 22 per cent hike on gross business at the Metropolis Fair (29), the show followed with another red one at the Western Illinois Fair last week.

Kochman claimed a 41 per cent rise in attendance over previous thrill show performances here. He said that altho the fair season is just getting under way, the thrill show business should enjoy a liberal helping of prosperity this year.

Du Quoin Inks Illona Massey, Buddy Lester

In Seven Nights; Fisher, Mills Bros. In Closing Nights

DU QUOIN, Ill., July 10.—Ilona Massey, film-TV songstress, has been signed by the Du Quoin Fair to head its night grandstand show seven nights, August 30-September 5. Buddy Lester, comic, will also be featured on the bill.

Other acts set for the show are Willie West and McGinty, the Ghezis, the New Yorkers, Ross and LaPierre, the Seven Ashtons; Los Gatos, Nellie Arnaut and Brothers, the Bernadette Phelan Dancers, Hal Sand's 24 Manhattan Rockets and Lou Breese and his ork.

A completely different show, headed by Eddie Fisher and the Mills Brothers, will be offered Labor Day night, the fair's closing night.

The afternoon attractions will be motorcycle races Sunday, August 29, with Grand Circuit harness races following the next five days; a 100-mile AAA stock car race Saturday, September 4; AAA big car sprint Sunday, and a 100-mile AAA big car race Labor Day.

Camden Gives Bingo Green Light

CAMDEN, S. C., July 10.—City Council unanimously agreed to forbid any gambling at the Kershaw County Fair henceforth, with the exception of bingo, and to ban obscene shows. Council instructed City Manager Max Holland to notify the fair association management to that effect.

L. A., Pasadena Holiday Shows Attract 115,000

Legion Coliseum Event Pulls 70,000, Rose Bowl 45,000

LOS ANGELES, July 10.—Approximately 115,000 people attended two Independence Day celebrations here Sunday and Monday (4-5) when shows and fireworks displays were staged in the Coliseum here and the Rose Bowl in Pasadena.

The Coliseum event, staged by Harry Myers under the auspices of the American Legion, drew 70,000 people Sunday night. The fireworks display was directed by Art Briese, of the Thearle-Duffield Fireworks Company of Chicago.

The Pasadena show Monday night was attended by 45,000, about 5 per cent under 1953. Robert Pyle, general manager of the show for the Pasadena Fire Department of which he is a member, said that the slight loss was expected in lieu of the three-day weekend. The expanded holiday time curtails last minute ticket sales.

Pasadena Show

The Rose Bowl show was the 28th annual event for the firemen of Pasadena. The stadium, which seats about 100,000, was roped off, with approximately one-fourth being devoted to the fireworks displays by the Atlas Fireworks Company of this city. The spectacles were designed by Bernard Well of that company and daylight pilot aerial bombs with parachutes, paper maiche dummies and flags were featured during the first of the show. Well recently imported the pilots from Japan and they were debuted on this date.

Cost of the football stadium show was set at \$37,500 with \$15,000 going for the entire presentation, plus added acts of the Polack Bros.' Shrine Circus. The remainder was spent on fireworks, bowl rental, publicity and advertising. Louis Stern was in charge of the presentation with George Hunt. (Continued on page 79)

Aud Managers To See Contest At Long Beach

LONG BEACH, Calif., July 10. David Olmstead, manager of the Long Beach Municipal Auditorium here, is expected to return Wednesday from his annual vacation to make the final arrangements as host manager for the International Association of Auditorium Managers convention here. The session opens July 18 for five days and runs concurrently with the Miss Universe Pageant.

With business practically out of the way when the final selections in the pageant are made, many of the 100 visiting aud managers will attend the festivities at which "Miss United States" is picked on Thursday night and "Miss Universe" Friday. The coronation ball is slated for Saturday with many of the managers remaining over for it.

John T. Webb, local city auditorium business manager, said that a number of social events are being arranged for the conventioners.

20,000 at Ohio Show

EATON, O., July 10.—Attendance hit the 20,000 mark at the June 11-13 All-American Palomino Show here, according to Lloyd Pitsinger, chairman. For the first time horses other than Palominos took part in the show, which featured Luciana and Friedel's educated Lippizann horses. Following the show they were presented with a trophy in recognition of their performance.

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A ROLLER COASTER construction supervisor last year, now a minister of Guatemala, Martin Prado Velez (left) is shown with Aurel Vaszin, of the National Amusement Device Company, Dayton, O., at the latter's Dayton home. Vaszin designed a Roller Coaster, and Velez, a college professor and civil engineer, supervised its construction in Guatemala last summer. As a result of the recent revolution in Guatemala, Velez is now Minister of Public Works in the new government. Building Roller Coasters apparently is good training for the ups and downs of Latin American politics.

YOU CAN'T DO THAT

'Honorary Members' Issue in N. J. Bingo Case

NEWARK, N. J., July 10.—New Jersey's Bingo-Raffles Commission heard testimony last week on the first announced violation of the State's new gaming laws which legalized the games under certain conditions. So far there has been no decision in the matter.

As the measure was passed on April 20, bingo to be allowed must be held for the benefit of charitable, civic, religious, veterans and volunteer fire organizations, and official first aid and rescue squads. Net proceeds of the games must be devoted entirely to "educational, charitable, patriotic, religious or public-spirited uses. Those conducting the games must be members of the organization involved.

The case at issue is the still date played in Perth Amboy last month under auspices of Keasbey Protection Fire Company 1 of Woodbridge, by Penn Premier Shows.

Heated comments from commission members followed the revelation that five members of the show were sworn in as honorary members of the fire company in order to have the bingo conducted. The commissioners stressed that there be no misunderstanding about the intent of the law, which is to prohibit "professionals."

LOSS CITED

Flower Show Cancels N.Y. Armory Date

NEW YORK, July 10.—The New York International Flower Show has canceled out of the Kingsbridge Armory, and says it probably won't show in this city until the projected completion of the New York Coliseum at Columbus Circle, expected for 1956.

The show was one of those forced to move from Grand Central Palace when that exposition hall was taken over by the federal government. It said the Bronx Armory date resulted in its first financial loss in 30 years.

The New York Convention and Visitors' Bureau reported, however, that most expositions which moved from Grand Central Palace to Kingsbridge did so without any loss. It said the flower show's time has already been contracted for and that the new occupants will be announced next week.

Detroit Company Forms to Handle Business Expos

DETROIT, July 10.—Show Promotions, Inc. has been set up here to handle sale of exhibit space, promotion of attendance and over-all management of trade shows and business or industrial expositions.

Head of the firm is Athel E. Denham, who has headed his own advertising and public relations agency here since 1935, now will operate both firms. He said growth of the field for packaged industrial shows led to functions alien to the regular agency operation and formation of the new company.

In the past he has handled such shows as those of the American Society of Tool Engineers and the National Office Management Association. The new company will operate nationally and has events lined up now ranging from Atlanta to Toronto, Ont.

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The workmanship of this machine is very fine throughout, the paint job is excellent and the lighting effect creates a tremendous flash at night. We had many compliments from the newspapers, the Committee and our friends in Springfield. They were very elaborate, with such remarks as "the most beautiful Merry-Go-Round they had ever seen."

The Indian heads on the inside scenery are very attractive and the outside metal cornice should last a lifetime. Needless to say the all-aluminum horses should last forever. The electric power fluid drive and timer function perfectly.

We are very proud of this ride. Please accept our sincere thanks for furnishing us such a splendid product. It is a job well done.

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(Signed) F. E. Gooding
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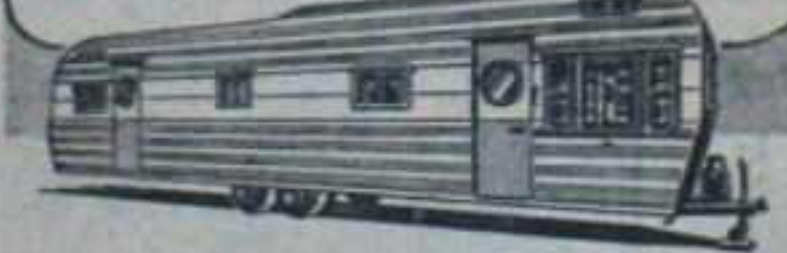
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THAT CRAZY, MIXED-UP WEATHER ESTEVAN'S JANUARY IN JULY

ESTEVAN, Sask., July 10.—The three-day Estevan Exhibition, which ended here Saturday (3), experienced the most mixed up weather in its 43 years of operation. On opening day the mercury hovered at 51 degrees or 23 degrees colder than any other July 1 on record here. The second was even worse, with rain, plus cold. But, on the closing day weather was good.

Attendance matched the weather, with a gate of 2,792 opening day, 2,053 the second day and 5,050 closing day. Grandstand attendance for the same days was 673, 420 and 3,900. Grandstand attraction was Charlie Zemater's "Continental Holiday." Johnny Denton's Gold Medal Shows did slim business Thursday (1), remaining shuttered until 5 p.m. Friday, but it did okay Saturday.

"It's the first time we've worn overcoats in July," cracked Art Frazier, the Gold Medal's business manager.

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Pro Paid Shows Will Continue On G. I. Bases

Sports Car Races Only Are Barred By Air Force Rule

WASHINGTON, July 10.—Professional shows for the entertainment of G.I.'s or in order to raise money for some charity will continue to be put on at Armed Forces bases despite a recent Air Force ban on the holding of sports car races.

A survey of Special Service branches of the three Armed Forces in Washington disclosed that except for the sports car race ban, whether or not professional shows are held depends on the decision of the local base commander.

Carnival Routes

Send to
2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

A. C. A.: Ironwood, Mich.
Alamo: Aurora, Colo.
American Beauty: Warrenton, Mo.; Jefferson City 19-24.
A. M. P.: Elkins, W. Va.; Weston 19-24.
Babcock United, No. 2: Linda Vista, Calif., 21-25.
Badger State: Fertile, Minn., 12-14.
Baker United: (Fair) Franklin, Ind.
B. & D.: Uniontown, Pa.
Beam's Attra.: Connellsville, Pa.; Hyndman 19-26.
Becht, Lee: Deer Park, O.; (Court & Cutter) Cincinnati 20-25.
Bee's Old Reliable: Mount Sterling, Ky.; Lawrenceburg 19-24.
Belle City: North Lake, Wis., 12-14; Waterford 15-18; Hartland 22-25.
Bernard & Barry: Montreal 12-19; Valleyfield, P. Q., 21-25.
B. & H.: Dillon, S. C.
Big Four Amusements: Melrose Park, Ill.
Big State: Great Bend, Kan.
Blue Grass: (Fair) Salem, Ill.; Gibson City 19-24.
Blue Ribbon: Sturgeon Bay, Wis.
Blue Valley: Buckner, Mo., 15-17.
Bogle, F. C.: Minneapolis, Kan.
Boone Valley: Unionville, Ia.; Donnellson 19-24.
Borderland: Fort Davis, Tex.
Briggs, A. R.: Brookside, O.
Buck O. C.: Model: Ashtabula, O.
Burke, Harry: Oakdale, La., 12-19.
Burkhardt: Kewanee, Ill.; (Fair) Fisher 19-20; Augusta 22-25.
Capital City: (Fair) Scottsville, Ky.
Caravelle Amusements: Bellefonte, Pa.
Carpenter Bros.: Sycamore, O.
Casey, E. J.: Clear Lake, Man., 12-14; (Fair) Russell 15-17; (Fair) Rossburn 19-20; (Fair) Shoal Lake 21; (Fair) Strathclair 22; Clear Lake 23-24.
Callott Greater: Barnard, Mo., 14-17.
Central States: Linn, Kan., 15-17; Hanover 19-21.
Cetin & Wilson: New Castle, Pa.
Chanos, Jimmie: Muncie, Ind.; New Bremen, O., 19-24.
Cherokee Am. Co.: Frankfort, Kan.; El Dorado Springs, Mo., 19-23.
Coleman Bros.: Pittsfield, Mass., 12-20.
Collins, Wm. T.: Langdon, N. D., 10-14; Hamilton 15-17.
Continental: Morrisville, Vt.
Crafts Expo.: Riverbank, Calif., 14-18.
Cross Roads: Belview, Mich., 14-17.
Cumberland Valley: Paris, Tenn.
Davis Am. Co.: La Grande, Ore., 14-18; Elgin 21-25.
Del-Flore Am.: Everson, Pa.; Beaver Falls 19-24.
Desbro: Watkins Glens, N. Y.
Dixie Expo.: Castleberry, Ala., 12-20.
Dobson's United: Turtle Lake, Wis., 12-14; Augusta 16-18; Colfax 21-24.
Douglas: Wenatchee, Wash.
Down River Am. Co.: Stockbridge, Mich.; Jackson 20-25.
Drago Am., No. 2: Lebanon, Ind.; Kouts 19-24.
Drew, James H.: (Fair) Camden, O.; (Fair) Covington, Ind., 19-24.
Dudley, D. S.: (West Colfax Ave.) Lakewood, Colo., 13-18.
Dumont: Hopewell, Va.
Dyer's Greater: Amboy, Ill.; DeKalb 19-24.
Eastern Am.: Ellsworth, Me.
Eddie Dietz: Reynoldsville, Pa.; Seneca 19-24.
Eddie's Expo.: Reynoldsville, Pa.
Ellis, Doug: South Newport, Ky.; (Fair) Orienton 21-24.
Emshoff: Walworth, Wis., 15-18; Lakemills 23-25.
Ferris, Carl D.: Danville, N. Y.; Wellsville 17-24.
Fidler's United: Minook, Ill.
Franklin, Don, No. 1: (Fair) Stoughton, Wis., 14-18; Dubuque, Ia., 19-26.
Franklin, Don, No. 2: Marshalltown, Ia.
Frontier: Richfield, Utah, 14-17.
Gayland: Plin Flon, Man.
G. & B. Rides: Grantsville, Md.
Gem City: Richmond, Ind.
Gentsch, J. A.: Huntingdon, Tenn.
Georgia Am. Co.: Cornelia, Ga.
Gladstone Expo.: (Fair) Orleans, Ind.
Glass City: Grass Lake, Mich., 15-18.
Gold Bond: (Fair) Peasport, Minn., 19-21.
Gold Medal: Yorkton, Sask., 12-14; Melfort 15-17; Lloydminster 19-21; Vermillion, S.D., 22-24.
Gooding Am. Co., No. 1: Greenfield, O.
Gooding Am. Co., No. 2: Bloomington, Ind.
Gooding Am. Co., No. 3: Arnold, Pa.
Gooding Am. Co., No. 4: Cleveland.
Gooding Am. Co., No. 5: Marion, Ind.
Gooding Am. Co., No. 6: Cosopolis, Pa.
Gooding Am. Co., No. 7: North Vernon, Ind.
Gooding Am. Co., No. 8: Cleveland.
Gooding Am. Co., No. 9: Washington, Pa.
Gopher State: Mantorville, Minn., 15-18.
Grand American: Iowa Falls, Ia., 14-17; Clarion 22-24.
Great Southern Expo.: Orange, Tex., 12-19.

ANCHOR



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| ST. LOUIS 1, MO. 390 Arcade Bldg. CHesnut 1-0443 | HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. Hollywood 9-5831 | |

Weather Pelts Weyburn, Sask.

WEYBURN, Sask., July 10.—Heavy rain on the second day of the three-day 46th annual Weyburn Agricultural Society's Exhibition, which closed Wednesday (30), forced cancellation of many features and kept attendance down. Grandstand turnout was a weak 200.

Monday, Kid's Day, was threatening but attendance was 2,879, with 1,015 in the grandstand. Wednesday the weather was better and the gate total was 3,900. The grandstand drew 1,700.

Tuesday's rain forced a two-day cancellation of the harness races, washed out the light horse show, and caused the downtown parade to be put over for a day. The midway area was a sea of mud. It was the third straight year rain has curtailed activities at the Weyburn fair.

Charles Zemater's "Continental Holiday" was in the grandstand and Johnny Denton's Gold Medal Shows on the midway. Features included pony races on the opening day, a bicycle giveaway, farm boys' and girls' camps, a poultry show, machinery displays and fireworks. It was Weyburn's first three-day fair in years.

The show ring for light and heavy horses was enlarged prior to the fair, toilet facilities were improved and a pari-mutuel booth was built. Entries were up in nearly all classes.

(Continued on page 86)

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Ice Cream Cones Born In Outdoor Showbiz

ST. LOUIS, July 10.—Ice cream cones, a basic American refreshment that has grown into an industry that annually produces more than three billion cones, got its start in outdoor show business at the 1904 St. Louis World's Fair.

This fact and others were brought to light at a recent meeting called here by the International Association of Ice Cream Manufacturers with cone manufacturers to commemorate the 50th anniversary of the highly profitable item.

At the meeting were relatives of the man who rolled the first ice cream cone, one of the members of a pioneer Missouri family that ate the forerunner of the ice cream cone at the 1904 fair's concession stand and later made them as a business enterprise. Also present was the son of the man who furnished ice cream to all concessions at the big exposition.

Findings indicate the first one was made by Ernest A. Hamwi, who had a stand located next to an ice cream booth at the big exposition. Hamwi, from Syria, had a concession on a product known as zalabia, a crisp, wafer-like pastry baked on a flat waffle iron served thin with sugar or other sweets.

Necessity

The cone was actually born of necessity. Prior to its development, ice cream was served in dishes retailing at 5 and 10 cents. Hamwi watched the operation and on one occasion when the ice cream booth ran out of dishes, he quickly rolled one of his waffle-type cakes into a cornucopia. This hardened in a few seconds and the ice cream vendor placed a spoon of ice cream in it. It was handed to a customer and his reaction was spontaneous. The cone was on its way to becoming an American institution.

The success of the World's Fair cornucopia spread quickly. St. Louis was a foundry town and soon special type baking equipment for making the cone was devised.

The further development of the modern ice cream cone followed two patterns. One of the cones was known as the rolled cone. This type of product was a baked

waffle in round shape which was at first rolled by hand, later mechanically, as soon as it came off the griddle. In a few seconds this hardened in the form of a crisp cone. The second type was one which was molded either by pouring batter into a shell and then inserting a core on which the cone was baked and later withdrawn or in a mold which was split so that the cone in the form or pin could be removed.

Variations thruout the 50-year history of the cone include the sugar-coated cone, introduced in 1930. In 1938 a completely automatic baking and rolling machine was developed and today millions of the cones are turned out on machines capable of producing about 150,000 every 24 hours.

Popcorn Mold Firm Retools Novelty Set-Up

NEW YORK, July 10.—Hand-operated molds will be discarded soon when Popcorn Service Company starts using its new automatic stamping machine. The firm, a long time in the popcorn novelties field, started last winter on its molded figures and has been operating with a capacity of 300 dozen a day.

What the machine will do to the production figures, according to President Henry Metzger, will result in an important lowering of wholesale prices for the items.

Popcorn Molds

Metzger markets four figures: puppy, kewpie doll, bunny and Teddy bear. Ground popcorn mixed with sirup is poured into the mold and the figure is pressed out. Candy eyes, nose and mouth are added and the items are shipped in boxes of 12, individually packaged in cellophane bags. They come in pink and yellow, hold their freshness well and vary in height from seven to 10 inches. Prices to concessionaires vary around \$3.50 per dozen, and the items retail at 49 cents and up.

Ohio Rules Custard Ops Are Not Mfrs.

COLUMBUS, O., July 10.—The State Board of Tax Appeals has ruled that operators of frozen custard stands making their own products are not in the manufacturing business.

The question, posed in a tax case involving Jer-Zee, Inc., of (Continued on page 79)

PRONTO PUPS

Pre-Fab Hot Dog in Bun Catches On as Novelty

CINCINNATI, July 10.—A one-piece hot dog built on a stick in two minutes! That briefly and aptly describes Pronto Pups, a concession item that has been showing steady growth in popularity since its introduction during World War II. Originated in Portland, Ore., by the Pronto Pups Company, the firm sells a secret flour mix and territorial franchises for the unique sandwich.

Locally, the franchise holder is Pronto Pups, Inc., headquartered in the Phoenix Building in near-by Deer Park, O. Incorporated for \$100,000 in 1946 by William C. Duval, president, an inactive Navy officer, and Carl Oberhelman secretary-treasurer, the firm has registered consistent growth. Today it boasts several hundred outlets to which it sells spot licenses and the batter mix which is baked around a wiener. The Duval-headed firm has the rights in Ohio, Indiana and Kentucky, plus super-

NEW DEVELOPMENTS

Snack Bar Provides For Beverages, Food

ROCHESTER, N. Y., July 10.—A new snack bar of the stand-up variety has been introduced by the Richardson Corporation which incorporates three sections—root beer end, orange drink end and food service center. The root beer section is self contained, including a refrigeration system, carbonator, refrigerated meat storage cabinet, two vertical manifolded CO-2 tanks, cup dispenser and Richardson keg which can dispense another carbonated drink.

The orange drink end provides counter space for a refrigerated orange dispenser, a cash register if desired, and customers' packages. It also contains a sink equipped for hot and cold water and illuminated under-counter storage space. The counter is constructed of Formica.—Richardson Corporation, 1069 Lyell Avenue, Rochester 3.

Orange Juice Sticks Introduced . . .

WINTER HAVEN, Fla.—Orange Products Sales, Inc., has introduced a new refreshment called Orange Juice Stik. According to the firm, it contains the same amount of vitamin C as three ounces of liquid juice. The item is also available in lime and other flavors.—Orange Products Sales, Inc., Winter Haven.

Griddle Has Big Capacity . . .

CHICAGO—A heavy duty griddle that is claimed will turn out 12 hamburgers per minute on its 615 square inches of cooking surface, is being marketed by Hotpoint Company. According to the manufacturer, it preheats to 400 degrees Fahrenheit in 17 minutes and has twin thermostat controls that enable operation either at the right or left side independently. A new 75 per cent thicker grid acts as a heat balance, holding temperatures in adjustment. The griddle, finished in chrome, occupies 22 by 37 inches of space and can be mounted upon a stand to provide 35 inches of working

Hotpoint Takes Cue From Showbiz

CHICAGO, July 10.—Hotpoint Company is taking a cue from show business in promoting its latest deep-fry equipment, and is touring an audience-participation show billed as "French Fry Fiesta."

A joint project of Hotpoint and Procter & Gamble, the unit recently began a nation-wide tour that will ultimately take it into most key cities in the country.

Colorfully staged and presented in an easy manner, the production introduces the latest techniques and new methods of cutting food and labor costs. Not only does the cast demonstrate the regular types of deep frying but also gives tips on doughnuts, apples, corn-on-the-cob, dumplings and turnovers.

height.—Hotpoint Company, 227 South Seeley Avenue, Chicago 12.

Button Operates Drink Dispenser . . .

NEW YORK—Canada Dry Ginger Ale, Inc., is marketing its Type B fountain sirup dispenser which exposes the inverted sirup jug above the base. Large decals identify the brand name and the flavor contained. The manufacturer states the unit provides either pre-measured or continuous flow of sirup thru a single push-button control. It delivers a meas-

(Continued on page 79)

Form Co-Op To Can Pop

NEW YORK, July 17.—The first co-operative canning program for soft drinks has been set up on the East Coast under the name Cue Beverages, Inc., and involving five independent soft drink firms.

The organization has set up offices here and plans to begin canning cap-top quart beverages in a Newark, N. J., plant in four flavors—grape, black cherry, root beer and orange. Distribution plans call for concentration in the East, with outlets at Boston, Philadelphia, Newark, Baltimore, Philadelphia, Washington and in Southern New Jersey.

Meanwhile, the Mission line of beverages was recently introduced in cans in Philadelphia and a plant is scheduled to be opened here in New York in the near future. Mission uses a 12-ounce flat-top can with flavors being orange, grape and lemon-lime.



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Denver Ozoner Features Food

DENVER, July 10.—A drive-in theater with a capacity of 850 cars and auditorium seating an additional 502 people requires a king-size concession set-up. And C. K. Lee, head of the Lee Theaters, Inc., this city, has installed that type of eat-and-drink facilities at his recently opened Wadsworth Drive-In, just north of Denver.

Located in the main building is the refreshment section. Included is a cafeteria-type stand where a broad menu is served and a snow cone bar that operates independent of the main service center.

Variety is the by-word and offerings include pizza pies, shrimp, chicken, popcorn, sandwiches, soft drinks, coffee, ice cream and frankfurters in addition to the snow cones.

Equipment includes Magic Chef ranges, a J. J. Connolly roller grill, a toastmaster bun and food warmer, Hot Point deep freezer, J. H. McKie coffeemakers, Cretors' popcorn machines, Frigidaire ice cream cabinets, and snow cone equipment by the General Manufacturing Company, Dallas. Walls are of Masonite and Celotex and the ceiling is Celotex squares in pink and green.

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YOUNGSTERS LEARNING, EARNING

Third Generation Tilyous Abounding at Steeplechase

NEW YORK, July 10.—There is a mild rib-tickler making the rounds at Coney Island, and it goes like this: Three things are sure—Death, Taxes and Tilyous.

A lot of water has lapped the beaches of Coney Island since 1897 when George C. and Mary O'Donnell Tilyou opened their Steeplechase Park, and the island's old-timers agree it seems like the family's 25-acre entertainment landmark will go on forever. Also due for a long existence is the family name, for the park is literally jumping with young Tilyous all season long.

Over at the parachute jump one of the young men who loads the hoist chairs and operates the mechanism is a Tilyou. If you have a complaint or a compliment and wish to discuss it at the office, chances are a Tilyou will confront you over the counter. And when you toss the rings at the Coke bottles, that will be George Tilyou III operating the concession.

No. 1 Ride Sampler

That little fellow who can't bear to tear himself away from the Steeplechase horses? It's Peter Tilyou, aged 9, and the park's No. 1 ride sampler.

Outside of being related, the aforementioned gentlemen have another important characteristic in common, for they are all third generation Tilyous, descended from the storied George C. whose name is emblazoned on all sides of the amusement spot.

This having the family's young trained at the business, has been a habit since the park's early days. Frank Tilyou, son of the founder and handler of publicity and advertising, recalls the early decades of the park's existence, when he had been pushed thru a stiff season's work and was appreciating the post-Labor Day doldrums.

"I figured it was as much my park as anybody's so why not take the winter off? Then my big brother came over and said, 'Fella, don't you think you ought to go out and get yourself a job?'"

Busy Generation

Frank wound up an unspoiled young man for all of his hard work, and his brothers and sisters were likewise employed at the park during the summer and pastured gainfully elsewhere in

the off-season. The founding couple had five children, three of them boys. It is the grandchildren, who are being primed to carry on the park's operation and traditions.

Frank Tilyou's two boys are Peter, mentioned as the moppet ride-tester, and Ned, the parachute ride mechanic. A 17-year-old junior at Scotsdale (Ariz.) High School, he dons his coveralls every day and toils in the sun with the other ride workers. The park is the apple of his eye and he has taken a fancy to the mechanical end of it, especially since it holds more interest than the job he was started at.

Two years ago Ned was taken on at the Roller Coaster. His job was to push a pedal which locked the protective bars across the riders' laps. "Very exciting work," he recalls, dryly.

Sales Talk

Then comes the youthful sales talk: "There are more than 60 pieces of rubber in each chute mechanism just for comfort. See those shock absorbers? The ride is so safe we can cut all the shocks and the seat won't even hit the ground. How can anyone pay the prices anywhere else on the Island when we offer all this cleanliness, atmosphere and economy?"

Why does he spend his summers crawling inside ride mechanisms anyway? "It may be mine someday," is the candid explanation. That may sound conceited to some observers, but if they hang around the ride long enough every day, they will see that it's young Ned Tilyou, the mechanic, who is sent out for coffee.

Ned's brother Peter is known best for his indefatigability and snappy speech. This pre-teen aged Levant has a boundless supply of witticisms ranging from his stereotyped greeting for publicist Milton Berger ("Hiya, Fashion plate") to the shriek he let out at a family dinner when his father stalked after him, belt in hand, after some particularly uninhibited cracks by Peter ("Head for the hills, Ned, Pop's loose!").

It was one of the clambakes presided over by Marie O'Donnell Tilyou, matriarch of the family, who remains actively concerned with the business even tho she is

in her 80's. Mrs. Tilyou is consulted on all important matters at her Brooklyn residence, 35 Prospect Park West, where she lives with two of her remaining five children, son Edward having passed on in 1944 while holding the managerial reins. Also occupying the Brooklyn home are daughter Marie Tilyou, and son George C. Tilyou, his wife and their four children.

Other offspring of the founding couple are Frank Tilyou, who lives on his Arizona ranch during the off-season with his wife and sons Ned and Peter, and Eileen Tilyou McAllister. Mrs. McAllister wed in 1952 and has been managing the family's Steeplechase Pier in Atlantic City.

Third Generation Busy

The original George C. Tilyou, who died in 1914, is also a forebear of two other grandsons whose presence is continually in evidence at Steeplechase. George III operates a concession and Paul works in the office, both being sons of George C. Tilyou Jr., the park's present manager.

Now 28 years old, George III is a veteran of about 12 years' experience in the amusement location, a continuous string with the exception of three years recently during which he was establishing himself as a salesman of frozen foods. He took on the concession this season as a sideline. "Paying the same rent as everyone else. I don't have anything to compare my grosses with, not having tried this before," he explains, "but we're making out."

He looks back wryly on his beginning days—a runner out of the office at 2 cents a week. "You can say that again, they sure don't spoil us boys. If we ever get into the top level phase of this business you can bet we will have learned the hard way."

And the hard way for George has been virtually every kind of assignment from ride operator to pool manager to work hand. That was the winter he put in for general superintendent Jimmy Onerato, helping tear down a burned-out section of the Steeplechase Horses ride and re-roofing the 14-acre pavilion. Education-wise, George is a graduate of Brooklyn Prep and Seton Hall University. He is a Brooklyn Dodger fan, is married to a Brooklynite and is the father of still another little Brooklynite, a 16-month-old girl.

Natural for Office

Also a Brooklyn Prep alumnus is Paul Tilyou, 19, who is majoring in economics at St. Bonaventure University, "just because I wanted to get out of town."

Paul at his age has been tabbed as a "natural" for the office work he is doing. He likes bookwork and paperwork and is easy to get along with. And the work gang at the park doesn't spoil this Tilyou either, as evidenced by the comments given out when Paul was being photographed recently.

"Shoot him with his hand in the cash register," one old-timer cracked.

"Get him in the vault, holding the family gold," another said.

Paul's function in the office covers many things. He is bookkeeper, receptionist, tour guide, ticket seller, and operator of the complaints and lost-found departments. The complaint division provided him with his most interesting experience and biggest scare in the years he has held down the job. As Paul explains it:

"This gruff fellow called and said he had been injured the previous day and wanted to see someone about it. Next morning I was called out to meet the guy and was warned on the way that it looked like a rear bad case.

Looked Like Trouble

"Well, there he was, all bandaged up and on crutches. His leg was swathed on wrappings and his head looked bruised also. I figured 'Boy, this it it.' I thought he'd sue us for \$50 million at least.

"You know what he wanted? He wanted to know if his combination ticket was still good, because he still had a couple of rides coming."

Naturally the Tilyous saw to it that their customer got the best of treatment for the day.

That accounts for the third-generation Tilyous-by-birth, but

Ohio State Fair Buys Grandstand Show From Levy

COLUMBUS, O., July 10.—For the first time in 10 years the Ohio State Fair this year has gone outside Ohio to book its night grandstand show, it was disclosed here with the announcement by Sam Cashman, fair manager, that contracts had been signed with the Barnes-Carruthers Theatrical Enterprises, Chicago.

Sam J. Levy Sr. closed for the Barnes-Carruthers office. The night bill will be split, with a combination circus-sports type presentation to be staged the first three nights, beginning August 27, and with a revue, plus vaude and circus type acts the following four nights. An automobile thrill show, as yet unsigned, will be presented in front of the grandstand the final night of the fair.

The program for the first three nights will include Miller's elephants, Haag's chimps, the Melody Farms bears, Haushalter's Golden Retriever Dogs, Frisco's Seals, Hank Hanson's ski slide and somersault leap, Noble-Les Bon, parallel bars-unsupported ladder act, and Ethel D'Arcy, aerial act.

The revue, to be featured the last four nights of the Barnes-Carruthers program, will have a line of 16 girls, plus an array of acts. Included among the latter will be Arren and Broderick, comedy; Martells and Mignon, adagio; Larry Griswold, trampoline; the Barrons, Risley, Rietta, high pole; Hap Hazard and Mary, comedy; Terena and Eric, aerial act; Lopez Trio, comedy bar; Adams Duo with Woola, chimp, and Woody and Lorane, novelty.

not the Tilyous-by-assimilation. These included superintendent Jimmy Onerato and his son, Michael. One of the idiosyncrasies of the operating family is the traditional way they do things. Jobs and assignments rarely change, but are occupied year after year. For instance, John Miller has handled the Steeplechase advertising account for more than 50 years, and tho he had changed agencies a couple of times, the account always has been and will be his because the Tilyous want it that way. Berger will hold down the promotional assignment probably as long as he wants it. Onerato has been at the park 35 years and is still going strong. In fact, Michael Onerato, in his late teens, is showing an interest in the park operation by showing up for various work on weekends and during evenings after putting in full days at a bank.

Tilyou has been gone since 1914 and his landmark remains virtually unchanged altho several riding devices have been replaced. As long as it stands, certainly in view of the family's past rate of productivity and incidentally in view of the way things have been going, the park will be in excellent hands. Most of them stand to be Tilyous.

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COMING EVENTS

Arizona

- Eloy—Mex. Independence Day Celebration, Sept. 13-16. Gila Bend—Celebration, Sept. 6. Glendale—Mex. Independence Day Celebration, Sept. 13-16. Nogales—Mex. Independence Day Celebration, Sept. 13-16. Tucson—Mex. Independence Day Celebration, Sept. 13-16.

Arkansas

- Heber Springs—Cleburne Co. Livestock Show, Sept. 23-25. J. T. Edwards. Hope—Third Dist. Livestock Show, Sept. 29-Oct. 1. Robert Shivers.

- Jonesboro—Craighead Co. Livestock Show, Sept. 20-25. Norman Wimpy. Lake City—Watermelon Festival, Aug. 30-Sept. 4.

- Madison—St. Francis Co. Jr. Livestock Show, Sept. 27-Oct. 2. Jack Porter. Pine Bluff—S. Ark. Livestock Shows, Sept. 20-25.

California

- Linda Vista—Kiwanis Celebration, July 21-25. Long Beach—International Association of Auditorium Managers' Convention, July 18-22. Los Angeles—California Gift Show, Billmore and Alexandria hotels, July 25-30. Chamber of Commerce. Los Angeles—Do It Yourself Show, July 23-Aug. 1. Salina—Rodeo, Horse Fair and Stock Show, July 15-18. San Francisco—Flower Show, Aug. 25-26. Alfred Stettler, Room 278, City Hall. Santa Barbara—National Horse Show and Flower Show, July 13-18.

Colorado

- Arvada—Harvest Festival, Sept. 10-11. Ralph H. Lonecker. Brighton—Adams Co. Open Horse Show, July 24-25. Delta—Delatando Days, July 30-31. Denver—Antique Show, July 23-25. L. Verne Slout, Vermontville, Mich. Denver—Gift and Jewelry Show, Hotel Albany, Sept. 23-26. Allied Exhibitors, 3832 Wilshire Blvd., Los Angeles. Fairplay—Gold Days Celebration, July 30-Aug. 1. Kit Carson—Kit Carson Day, Sept. 18. Paul Bock. La Junta—Koshare Indian Spring Festival, July 16-18. Littleton—Homecoming, Sept. 17-18. Stan Brodd. Walsenburg—Spanish Peaks Fiesta, July 28-31. Woodland Park—Ute Train Stampede, July 24-25.

Georgia

- Atlanta—Southeastern China, Glass & Gift Show, July 18-21. Poster B. Steward, 1401 Peachtree St., N.E.

(Continued on page 91)

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Swift Current Hit by Rain Two of Three Days

SWIFT CURRENT, Sask., July 10.—Rain on two out of three days held down attendance at the annual Swift Current Three Days celebration, which opened Saturday (3). The rodeo and agricultural fair had Royal Canadian Shows on the midway "Parade of Stars," produced by Bob Di Paolo, of Calgary, in front of the grandstand.

On the opener, a Dominion holiday attendance was 9,525, against 413 last year. Grandstand performers did the best they could opening night but were forced to call it quits on the second night, with the reserved seats sold out. All tickets were cleared Saturday night. The Canadian Congress of Daredevils gave a capacity turnout Saturday afternoon and Di Paolo's show also played to capacity at night. Weather was excellent all day.

Rodeo prize money totaled \$3,000. Gib Potter, trick roper, and Tom Fritzer, bull fighter and clown, assisted. Rodeo chairman was Ralph Desbrisay.

Entries in all classes were better than ever, with the livestock show almost double last year. The barns had to be built for the first livestock.

Features included an opening parade, chariot races, livestock parade, light horse show and fireworks. Event was opened by Provincial Agriculture Minister I. C. Nollet.

Manager of the fair was Irving Rosen and arena manager for rodeo events was Gerry Myers.

One-Day Pay Gate Set Again at Hemet

HEMET, Calif., July 10.—The annual Farmers' Fair of Riverside County to be held here for five days starting August 18 will feature the one-day gate for the second consecutive year, Harry Hoffman, secretary-manager, said. The charge will be 75 cents for adults and cover all entertainment on the grounds except the carnival.

A show headlined by Hank Penland and Sue Thompson will be presented along with a "horseman's jubilee," including gymkhana events, will be staged August 21-22.

Frank W. Babcock United Shows is the midway contract.

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PIPE THIS PUBLICITY PUFFED BY DANZIGER

WEYMOUTH, Mass., July 10.—The pipe of Karl E. Mundt, something of a trademark of the senator from South Dakota during the recent Army-McCarthy hearings, has been donated to the Weymouth-Massachusetts State Fair here as a prize for its Third International Pipe Smoking Contest to be held Sunday, August 15, the fair's second day.

Mundt in sending the pipe to Milton Danziger, secretary of the Weymouth Pipe Smokers' Club and, not incidentally, a veteran fair executive, stated: "It is a pleasure to make this contribution to Massachusetts' fine agricultural fair. The pipe is one that has served me well on many trips over my home State and one which carried me thru some of the trying and tiring sessions of the Army-McCarthy hearings."

Last year at the fair here, John Caveney of Stoughton, Mass., smoked his pipe with 3.3 grams of unidentified brand of tobacco uninterruptedly for 70 minutes, 40 seconds, and Miss Betty Paine, of Temple, Tex., established the women's record with an old-fashioned corn cob for 40 minutes, 16 seconds. The Mundt pipe, together with prizes offered by David P. Ehrlich Company of Boston, 86-year-old tobaccoists, will be awarded to the winners.

New High Total in Making For Needlecraft Contest

NEW YORK, July 10.—A record number of participating fairs is expected in the 13th National-wide Crochet Contest, according to the National Needlecraft Bureau.

Thru last week-end there were 786 fairs whose entries had been received, compared with the record total of 825 registered last season. President Herbert Osmer said there are 99 entries from

annuals which have never participated in the event. With several more weeks to go, he said, both new and delayed entries should easily push the figure over 825.

The bureau is supported by needlecraft equipment manufacturers who remain anonymous thruout the contests. It is a public relations organization which works on an institutional basis toward broadening the nation's interest in crocheting.

Kits provided to participating fairs include a loving cup for the best entry, 16 blue ribbons covering all classifications, and a National Crochet Contest banner. The bureau also provides all prize money.

Fairs provide their local judges, and the bureau provides judges for the national finals. Any fair which produces a national winner in any of the 16 categories receives \$50, divided equally between the fair secretary and the women's department manager.

Fair Dates

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The Billboard Pub. Co.

The following changes and additions to the list of Fair Dates were received during the week ending July 9.

The complete list of Fair Dates was published in the issue dated June 26. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for changes and additions.

Pennsylvania

Hatfield—Montgomery Co. Fair. Sept. 6-11. George Marshman.

CANADA

Ontario

- Ancaster—Ancaster Agri. Soc. Sept. 28-29. Roy A. Moffat.
- Aylmer—Aylmer & East Elgin Fall Fair. Aug. 23-25. Howard R. Lashbrook.
- Beamsville—Lincoln Agri. Soc. Sept. 9-11. O. B. Annable.
- Delta—Delta Fair. Sept. 6-8. T. M. Grant.
- Drumbo—Drumbo Fair. Sept. 29-30. W. A. Coekburn.
- Dundalk—Dundalk Agri. Soc. Sept. 8-9. Mrs. A. D. Kochler.
- Fergus—Wellington Co. Fair. Sept. 10-11. W. McD. Tall.
- Ingersoll—Ingersoll North & West Oxford Agri. Soc. Sept. 7-8. John G. Montgomery.
- Listowel—Listowel Agri. Soc. Sept. 27-28. W. J. Rolenia.
- Marmora—Marmora Agri. Soc. Sept. 4-6. Thomas Bateman.
- Mount Forest—Mount Forest Agri. Soc. Sept. 11-13. H. A. Ross.
- Norwood—East Peterborough Agri. Soc. Oct. 8-11. David A. McNeil.
- Oakwood—Mariposa Agri. Soc. Sept. 20-21. W. E. Weldon.
- Orangeville—Orangeville Agri. Soc. Sept. 14-15. J. E. Cooney.
- Pictou—Prince Edward Agri. Soc. Aug. 25-28. Philip Duddy.
- Roseneath—Roseneath Agri. Soc. Oct. 1-2. C. W. Varcoe.
- Schomberg—Schomberg Agri. Soc. Oct. 8-9. Wilfred P. Altchison.
- Tara—Tara Agri. Soc. Sept. 29-30. C. M. Merriam.
- Tweed—Tweed Agri. Soc. Sept. 21-22. John A. Sager.
- Uxbridge—Scott Agri. Soc. Sept. 28-29. H. N. Archibald.

50th Anniversary Program Scheduled For Fertile Annual

FERTILE, Minn., July 10.—To mark its 50th anniversary Polk County Fair Association has scheduled special programming for the July 11-14 running of this year's annual, said Reynold Erickson, secretary. In connection with the event the Fertile Journal published a special anniversary edition on July 1.

Set as midway attraction is the Badger State Shows, while a Charles Zemater revue, "Varieties of 1954," will be the principal grandstand attraction.

The fair will open Sunday with a large parade, depicting 50 years of progress, passing before the grandstand. It will be followed by a concert given by high school bands, to be a daily feature of the fair; a baseball game and a speech by George Grimm, Minneapolis Star-Journal columnist. Monday will be Children's Day, with a special grandstand show for them at a 10-cent price. Tuesday will be Crookston Day, offering dairy and beef cattle competition, 4-H activities, baseball, a demonstration by the Crookston Drum and Bugle Corps and livestock parade. An anniversary queen will be named Wednesday, the winner to receive a \$100 prize.

Crowds Up, Spending Off at Anderson, Ind.

Plant Layoffs Blamed for Tightened Purse Strings; Buck Show Draws Praise

ANDERSON, Ind., July 10.—Crowds were larger than in '53 at the Anderson (Ind.) Fair, which Saturday (3) opened its eight-day run. Spending was down. Grandstand attendance fell below last year almost every night and concessionaires generally reported business below '53 levels.

Lay-offs in manufacturing plants in the area served by the fair were blamed for the lower spending. "Most people in the fair's drawing territory have money but even tho they themselves are unaffected by the layoffs the knowledge of such layoffs has tightened up their purse strings," one fair exec pointed out.

On the midway, O. C. Buck's Model Shows, packing far more earning power than provided by another show here last year, registered solidly with local fair officials who pointed out that the show's greater earning potential was enabling it to hold up ride and show grosses which otherwise would have dropped sharply.

Many representatives from other fairs were visitors, coming in to view the Buck aggregation playing its first fair in the Central States. Bill Hutton, fair secretary here, was highly complimentary of the show, its line-up of attractions and the capability of its staff.

Weather, except late Saturday night (3) and late Wednesday afternoon (7), was good. Rain hit at about 10 p.m. Saturday, forcing cancellation of two heats of the motorcycle races, the grandstand attraction that night. Rain Wednesday mired the track so that it was necessary to cancel the first of four nights of harness horse races, but the midway operated that night.

Jack Kochman's thrill show was in for performances Sunday and Monday nights and in the two nights drew about as many people as a thrill show did on one night last year. The Happy Valley TV Jamboree of Bloomington, Ind., was the grandstand attraction Tuesday night and played to a crowd rated as fair.

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Propose New Site At Dubuque, Ia.

DUBUQUE, Ia., July 10.—A permanent fairground site for Dubuque County has been proposed by Gus Meyer, newly elected president of the Tri-State Exposition, Inc. Meyer reported that a site is needed for erection of county permanent livestock housing and exhibit halls. The president has appointed a committee to investigate the availability of sites and to make recommendations.

Kennedy Jr. Elected Clinton, N. C., Prez

CLINTON, N. C., July 10.—A. E. Kennedy Jr., is the new president of the Sampson County Fair here. Other officers are Hamp Britt, vice-president, and Thomas L. Johnson Jr., the latter re-elected secretary-treasurer. J. F. Chestnut will again serve as general manager. A contract has been closed with the John Marks Shows to apply the midway attractions for the 21st year.

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July 4 Weekend Business Levels At Most Spots; Season's Gross Off

Attendance Increases, Spending Sags; Weather Is Prime Factor, Survey of East, Midwest Shows

CHICAGO, July 10.—Park operators in the Middle West found July 4 weekend business this year was spotty, following no clear pattern altho weather affected some spots. In the same way, parkmen indicated in The Billboard's holiday survey that so far the season as a whole has been erratic.

Some funspots are holding their own with the big 1953 figures. Some have moved slightly ahead, but the general rule shows a drop of 10 or more percentage points as the season passes the half-way mark.

One of the brighter spots was Springlake Amusement Park in Oklahoma City. There Manager Roy Staton said that business for both the holiday and the season was about even with 1953. The weekend was clear and sultry, and free acts were used. On the season, weather generally was cold and rainy thru June 20. If the current hot, dry weather continues, Staton looks for a substantial increase over his 1953 business.

Spending Drops
Tom Spackman reported from his Indiana Beach at Monticello, that business was strong. He said holiday grosses topped 1953 because of a larger crowd. Per capita spending was down, he stated. Much newspaper advertising and a

PLARR VOWS EIN GROSSE PA. WINGDING

ALLENTOWN, Pa., July 10.—Bob Plarr started taking motel reservations this week for the joint midsummer meet of the National Parks, Pools and Beaches, and the Pennsylvania Amusement Parks' Association. Dates will be Tuesday and Wednesday, August 10-11, at Dorney Park with Plarr, the host, promising plenty of interesting doings and sumptuous food for those attending. The Pennsylvania Dutch hospitality motif is in evidence liberally in his invitations.

fireworks show on Monday helped draw the people, he pointed out.

July 4 at Pontchartrain Beach, New Orleans, was off a hefty 25 per cent, according to Harry Batt, manager, and the July 5 business ran to only one-third of normal. Batt blamed this on threatening weather on Sunday (4) and rain Monday (5).

He said that good weather and business in June made up for losses during a cold May, but that this holiday business was a new setback to overcome.

Coney 10% Off on Year
From Cincinnati's Coney Island, Manager E. Schott said that altho weather was threatening at times, the spot was fortunate in staying dry Sunday and Monday. Business-wise, he said two days this year totaled about 12 per cent better than did three days last year. Fireworks were used. On the season to date, Schott said his place was running about 10 per cent behind.

At another Ohio park, Akron's Summit Beach, Manager Ed Palmer said this year's three-day holiday period nearly equaled two days of last year. As Palmer sees it, attendance has remained good but per capita spending is off about 25 per cent. Summit Beach used fireworks on Monday night. Palmer said that his experience for the season followed the same spending and attendance pattern as for the holiday.

Numerous Midwestern funspots were running behind last year's business. This included such locations as Indianapolis, Detroit and Minneapolis.

The holiday was the biggest in history for Carter Lake Pleasure Pier, Omaha. Weather was fair and warm both days and all attendance and per capita spending records were topped, according to Manager James D. Carpenter. On the season per capita spending is off about 10 per cent. New U-Drive boats have received good acceptance and a new luncheonette has doubled restaurant take of a year ago. Pre-season weekend figures, Easter to Memorial Day, topped last year's marks for attendance and spending, but June business was spotty due to weather conditions. Increasing attendance and a heavy picnic schedule is expected to produce a record season.

NEW YORK, July 10.—Weather woes produced business that ranged from fair to poor at amusement spots in the East over the July 4 weekend. In virtually every case operators agreed it was nothing to write home about.

Where it wasn't raining it was threatening, and where the sun shone it did not last long. Operators and concessionaires voiced the opinion that business was off from preceding Independence Day holidays.

Northern reaches of New England were not hit too hard but on selected days, and in some cases the entire weekend, it was either rainy or dismal-looking weather. Long Island Sound's borders were overcast every day which kept down the crowds at Playland, Rye, with the park serving about 40,000 people for the Saturday-thru-Monday (3-5) stretch.

The Rockaways, Coney Island and the North Jersey coast did fair on Saturday but intermittent showers hurt the attendance and grosses on Sunday. Monday was a clear day with the spending public turning out in good numbers to help operators recoup somewhat.

R. I. Area

Good weather helped all parks in the Rhode Island area—Rocky Point, Crescent, Oakland Beach, Goddard, Lake Mishnoc—with big crowds turning out and no shortage of spending money. The observation that per capita outlay by customers was all right justified the park people's predictions that getting the turnouts is the big problem this season, with the spending taking care of itself.

Fireworks went off as scheduled wherever slated for Monday night (5), altho downpours in inland Massachusetts discouraged crowds from venturing far from home to see the displays.

Rainfall spared Northern Jersey early in the weekend and on the big Sunday, but the weather was unsettled on that day and took a turn for the worse on Monday. It cleared during the afternoon and both Palisades and Olympic parks reported a healthy rush to the midways late in the day as family groups and parties hurried to get in their holiday spending.

Million \$ Pier Ahead of 1953

ATLANTIC CITY, July 10.—The Million Dollar Pier management observed its fifth anniversary last week and drew July Fourth business that was as good as any since Beach Amusement Corporation has been the operator. Max Tubis noted season's grosses nearly 10 per cent ahead of 1953's.

Featured this year is the Italian Village, a cluster of 20 shops covering 2,000 square feet on the ocean end of the pier. The structures contain handicraft, jewelry, housewares, ceramics, apparel and other items for sale from Italy.

Two Parks Ink Pro Wrestler As Free Act

NEW YORK, July 10.—Lakewood Park and Dorney Park, both in Pennsylvania, will show wrestler Gene Stanlee (Mr. America) as a free act in coming weeks. A new outdoor attraction booked by Abe Feinberg, the grappler, will appear with the Massive Twins, a hand-balancing act.

The trio will exhibit physical culture poses and Stanlee will demonstrate holds he uses in the ring. He will distribute to children autographed copies of the Pledge of Allegiance which bear likenesses of both President Eisenhower and himself.

Dates are for Lakewood, Mahanoy City, on July 25, and Dorney and Allentown on August 1.

TAX COMBO TIX?

Dime Rate OK But N. Y. Hazy On Combinat'n

NEW YORK, July 10.—What to do about combination tickets, as regards the city admissions tax, was an unresolved question at the Bureau of Excise Taxes this week. Questioners at the bureau learned that it, too, had discovered the matter was not covered by the regulation which went into effect July 1.

The regulation clearly states that the dime ticket will not be taxed, but does not touch on whether the total price is subject to the tax if an operator sells six tickets for 50 cents, three-for-a-quarter, or any other combination ranging on up to season books.

One unofficial opinion was that so long as the combination price is not printed on the ducat then it is not taxed when sold in multiples. If the expectant official ruling supports that theory, then "Admit One" and "10 Cents" tickets will escape the 5 per cent impost if sold in groups of three, six or more. But this is strictly a personal opinion of someone in the bureau.

The matter was being studied last week by tax officials who were expected to come out with a ruling shortly. In the meantime, not much satisfaction was received by worried ride operators who want to do the right thing but cannot get an official answer to their problem.

Biggest Crowd In Years Packs Sandusky Spot

CEDAR POINT, O., July 10.—An estimated 60,000 people crowded onto the Cedar Point resort grounds over the Independence Day weekend with Sunday's (4) throng being the largest in several years. Fun seekers came to the Lake Erie resort by auto, bus, excursion train and ferry.

A new record was established Sunday for hotel registrations, 1,776, which was higher by 200 than the 1953 holiday mark. When the Hotel Breakers was filled to its 1,000-room capacity other guests were housed in the Cedars Hotel. Several hundred had to be turned away.

Upward to 20,000 persons witnessed the July 4 night display of fireworks under the supervision of E. S. Starr, park manager. The displays were shot off on the beach with the resort using one of its ferry boats to carry a capacity load into the lake for "grandstand seats." A fleet of cruisers and several sailboats dotted the lake during the shooting.

Trains Crowded

More than 900 were aboard the Baltimore and Ohio public excursion from Cambridge and Zanesville. Due to the response, J. Casey, Columbus B.&O. passenger agent, announced that additional trips would be booked this summer.

Disney Plans Copter Service, TV to Use Disneyland Theme

BURBANK, Calif., July 10.—Walt Disney, president of Disneyland, the \$9,000,000 amusement center to be constructed near Anaheim, is not waiting for "The World of Tomorrow" to be one of the features of the unique park. He put it into reality by launching his personal helicopter shuttle service between his studio here and the park.

Disney used a three-place Hiller helicopter in a test flight, taking off from the lawn of his studio and covering the 31-mile distance to Disneyland in 20 minutes, about one-third the time required by automobile over the freeways. Phil Johnson was the pilot for the Hiller Helicopter Company.

Certain this will be the mode of travel, Disney has blueprinted a permanent copter terminal at the 160-acre park.

Pennsylvanians To Join NAAPP At Plarr's Spot

Cancel Plans for Oct Meeting at Hershey August 11 Scheduled

ALLENTOWN, Pa., July 10.—The Pennsylvania Amusement Parks' Association will meet at Dorney Park with the National Association of Amusement Parks, Pools and Beaches. The meeting was decided upon in order to help Robert Plarr observe 50th year in the business and 70th year of the park. The session will be August 11.

Paul H. Huedepohl, secretary of NAAPPB, said in Chicago at advance indications were that the Allentown meeting would draw between 150 and 175 persons.

Previously, the Pennsylvania group had scheduled a separate meeting September 8 in Hershey Park, but that has been canceled in view of the Allentown plan.

Kid TV Act Packs Bronx Ride Spot

NEW YORK, July 10.—Local attraction Rottie Kazootie made his initial public showing Sunday (26) at Funland on Broadway Boulevard, and the result was a thoroughly jammed kiddie park. Booked in by Don Becker of the park's operating family, who will be handling the attraction, the puppet show entertained crowds estimated at between 3,000 and 5,000.

Two shows were performed during which there was virtually no ride business. But after the afternoon and evening, weather was favorable, and temperatures hovered around 90 at mid-afternoon.

The Beckers invested \$500 in the local tabloids. They booked two-column display ads for days running and distributed 20,000 throwaways in the area.

Captain Video will appear at the kiddie park next Saturday (24) and the Merry Mailman show later in the summer. The personal appearance policy is being stepped up this year, the family having used Clarabell successfully two years ago at a park of theirs near by.

Locker space at the bath was exhausted early Sunday as sun-seekers had to use pay lockers in the Coliseum or else lock clothes in cars. Ohio Circus Builders had a family outing and model display on Sunday.

The temperature over the holiday was ideal.

MIDGETS BOOKED

Fourth Fair For Olympic; Pyros Help

IRVINGTON, N. J., July 10.—Olympic Park's attendance was still trailing last year's slightly during the week, but the deadline was not hurting grosses any.

The holiday weekend suffered somewhat due to rain on Monday (5) and wound up behind last year's by a small margin. Unsettled weather conditions on Sunday (4) discouraged potential patrons and a good rush of business did not materialize until Monday night. The night's fireworks display went off without a hitch and was well attended, and the crowds drawn for the pyros helped salvage the weekend.

Hardest hit on both days was the pool which generally does well if mornings are pleasant and warm.

The Wagner Pie Bakeries in Newark held their outing on Wednesday (7) and next week, also on Wednesday (14) about 10,000 are expected for the annual Taystee Bread outing. Most Wednesdays are booked for the remainder of the season, according to Secretary Albert E. Fox.

Hermine's Midgets are the free act this week, prior to their going out with the James E. Strates Shows for the rest of the season. The park normally presents four acts but changed the policy this time.

Searle's Suburban Runs Slightly Under '53 Gross

MANLIUS, N. Y., July 10.—Suburban Park here, serving the Syracuse area, has been playing a good business, altho the grosses are somewhat less than those of 1953, according to Fred W. Searle, owner-manager.

He said June was a good month for school picnics but that industrial outings dipped because of a general slowing of employment. Over the July 4 holiday it took the four-day weekend this year to equal last year's three-day business.

Park's improvements this year include a new No. 2 Eli Wheel which went into operation June 7. Two sets of kiddie horses have been added to the large Merry-

Go-Round. New fireplaces and other general improvements have been added, Searle said.

Promotion-wise, the park is using a Kid Day each Wednesday, when rides go for 5 and 10 cents with giveaways including a bike. Fireworks are scheduled for Wednesdays and holidays. On Fridays a giveaway plan comes up with \$200 weekly and tickets for an auto which will be given away on the final Sunday in September. Top weekly prize is \$100, but this is added to the next week's if the first winner isn't present. Barn dances on Fridays and Saturdays have held up reasonably well. Roller skating is scheduled on other nights.

Pronto Pups Catch on Rapidly

Continued from page 75

product a delightful and intriguing sandwich and point out that it is extremely wholesome for children and adults. Contained in the secret batter formula are such ingredients as sugar, eggs and milk in powdered form, corn meal and wheat flour. During the actual cooking process a Pup is not touched by hand. Each pound of batter mix will make about 20 Pups.

Meatless Fridays and other religious days do not present a problem to Pronto Pup concessionaires. The firm's franchisees include rights to the concessionaire for the sale of Pronto Fish and Pronto Cheese sandwiches. These look the same and are the same as the Pup except that rectangular pieces of fish and cheese are skewered, dipped into batter and baked in oil in place of wieners.

The Pronto Pups organization also offers hungry patrons a package deal advertised as a complete meal at a 40-cent price. This includes Pronto Copa (an orange drink), Pronto Papata (French fries) and a Pronto Pup, the whole deal embodying bread, meat, potatoes and drink.

Outlets serviced by the Duval firm encompass about 100 fairs in Ohio, Kentucky and Indiana, including the State annuals; some amusement parks and State parks; drive-in theaters, roadside eating stands, race bowls and stadiums catering to sporting events, and variety chain stores. These outlets operate under temporary and permanent franchises. Some large concession operating firms also

handle Pronto products in limited areas, according to Duval.

Wide profit margins are available to Pronto operators. Established stores handling the Pronto line get 15 cents for the built-in hot dog. At fairs and other events the tariff is usually 25 cents. Since the complete cost is only about 8 cents, profit per sandwich varies from 100 to 300 per cent.

Duval estimates that an investment of \$250 to \$300 will put a concessionaire in business. This covers all costs, including the franchise. Exclusive licenses for fairs, a one-shot deal, are sold for a nominal sum to concessionaires. Lifetime franchises, which cost more, are sold to such permanent locations as chain stores, drive-in theaters, etc.

Altho the Cincinnati firm confines its work principally to Ohio, Indiana and Kentucky, it ranges far afield on occasion to supervise and service Pronto installations in such States as Pennsylvania, New York, New Jersey, Virginia, West Virginia, Tennessee and Michigan. In fact, it has gone as far north and south as Minnesota State Fair, St. Paul, and Florida State Fair, Tampa. Incidentally, Duval reported that concessionaires at those locations have recorded some whopping Pup grosses in recent years.

Duval's company ships batter mix to concessionaires upon order. Usually, other necessary items are obtained locally. However, the firm does carry a broad line of concession supplies, including skewers, napkins, utensils, etc.

New Equipment Developments

Continued from page 75

ured ounce and reloads automatically. A recessed guide provides automatic glass centering under the pouring spout, while the base is padded to prevent counter surface. Canada Dry Ginger Ale, Inc., 100 Park Avenue, New York.

Ice Crusher Is Versatile . . .

ST. LOUIS—An ice crusher that stresses versatility is being marketed here by Dazey Corporation. The unit can be wall-mounted or, when combined with a matching stand, can be used as a portable unit. Rubber feet on the stand guard against marred surfaces and a hinged bracket permits easy removal of the full cup of ice. The crusher comes in chrome with black trim, or in a choice of colors.—Dazey Corporation, Warner and Carter Avenues, St. Louis 7.

Fruit Cutter Speeds Operation . . .

LOS ANGELES—A hydraulic dicing machine has been introduced that is said to be capable of stripping, slicing cutting or chopping up to 1,100 pounds of food per hour. A dial can be set for the desired cut after the food is dropped into the machine. The unit is available on a wheeled stand built of stainless steel and aluminum.—O'Brien Food Service Products, 3925 W. Slauson Avenue, Los Angeles 43.

Heater For Instant Coffee . . .

HARTFORD, Conn.—The Silax Company is marketing a new instant water heater that is thermostatically operated and delivers up to 120 cups of hot water for instant coffee, making 12 cups at

a time. The firm describes the unit as a ready, dependable source of hot water, yet is compact, easy to install and assures maximum service in limited space. The base is 5 1/2 inches in diameter; the tank measures 4 1/2 by 5 inches. The operator need only empty the contents of a 12-cup instant coffee pack in a glass server, fill with water from the heater, stir and serve. Features include a pull-forward faucet with an aerator for instant diffusion.—Silax Company, Hartford 2.

Barbecue Fuel Is Flavored . . .

SPOKANE, — A new, clean, hickory-flavored barbecue fuel, Bar-B-Kets, has been developed by Pres-To-Log Company. The pure wood pellets, one inch in diameter and two to three inches long, come packaged in 10 and 20-pound cartons and 40-pound bags. They are distributed by the subsidiary Western Chef Products, Inc. The pellets are said to ignite easily, burn without sparks and leave no ash, in addition to giving barbecued foods a zesty hickory flavor.—Pres-To-Log Company, Spokane, Wash.

Huedepohl Resting After Illness

CHICAGO, July 10. — Paul H. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, was resting this week following a five-day hospitalization for a recent illness. He said he probably would take it easy for another week. He has been going to the NAAPB office for a few hours daily.

Holiday Shows

Continued from page 72

of Hunt-McCafferty Agency here, supplying the added acts.

Rose Bowl prices were \$1 and \$2 for adults and 50 cents and \$1.50 for children. All seats were reserved.

Monte Blue emceed and Art Springer served as the ringmaster. The band was under the direction of Bee Carsey. Acts included Lou Jacobs, Rudy Oocky, Harry Dann, Charley Cheer, clowns; Prof. George Keller's mixed animals group; the Spangellettes, aerial ballet; LaNorma and the Sikorska Duo, Al Antonucci's Chimpanzees, Bob Nelson's Trained Pigs, Janet's Pony and Dog Revue, Harold Alzana and Company, Freddy Troupe, Boliano-Ivankos, Mellitta and Wicon; Jacqueline Hurley, contortion; Ward-Bell Flying Act; Bessie Babby Elephants with Peggy and Mac MacDonald, and the Aerial Keenans, sway pole. Vocals were by Ginny Lowry with Dale Wood the organist.

Agawam Draws Okay 3d, 4th; Then Rainfall

AGAWAM, Mass., July 10.—Rain on Monday night (5) put a halt to Riverside Park's hopes for a record July 4 weekend after business at Ed Carroll's fairspot had been encouraging the previous days. Saturday (3) was good and Sunday (4) drew excellent turnouts and spending, but this was cut short before the best part of Monday could roll around.

The rains hit about 5:30 p.m. and washed out the evening's business, including the 200-lap late model auto races. Fireworks went off at 11 p.m. as scheduled and altho a perennial crowd-puller, the pyro display could not overcome the raindrops.

Highlight of the Saturday program was the 100-lap stock car feature which drew the season's biggest race crowd. Free acts over the weekend were Jan Risko and Nina, and the Albanis on Saturday; circus acts plus the Azaleas Trio and a Punch and Judy show on Sunday, and Risko and Nina and the Bokaras on Monday.

Westinghouse takes over Saturday (10) for the park's largest outing with 15,000 participants expected, and Sunday (11) will feature a midway parade plus an annual drum corps competition.

Joyce Notes Bookings of Country Names

PHILADELPHIA, July 10.—With the Western-styled and folk parks and groves in full summer swing, Jolly Joyce Agency here reports a bumper crop of name attractions in the area with the emphasis on recordings and television names. At Sleepy Hollow Ranch near Quakertown, Pa., it's Jimmy Wakely heading the show tomorrow (11); Elton Britt and Jack Valentine, July 18; Rex Trailer, July 25; Hawkshaw Hawkins, August 1; Marty Roberts and Nelson King, August 8; Little Jimmy Dickens, August 15, and Pee Wee King for August 22. At Circle-O Ranch across the river on the New Jersey side, Grandpa Jones and Ramona headline July 18; Ferlin Husky and Gene Sheppard share the August 8 spotlight; Mindy Carson and Gang, August 15; Little Jimmy Dickens, August 22, and Ray Price, September 5.

Joyce agency also reports booking Smiley Burnette at the Kirkville (N. Y.) Fire Company Carnival, August 21, and at Sunset Ranch, Broadalbin, N. Y., August 22. Also, in association with the George A. Hamid office, booked the Homer and Jethro team and Hawkshaw Hawkins for the Pittsburgh (Pa.) Fair, September 2-6.

Ohio Rules

Continued from page 75

Marion and Kenton, O., was settled by the decision. The tax appeals board ruled the machinery, used to turn out the frozen dessert, is not manufacturing equipment because the "mix" is changed into a palatable mixture by physical rather than mechanical means.

The board also ruled that if the frozen dessert is allowed to melt, it assumes its old form of being a "mix." One of a number of different operators selling frozen custard, Jer-Zee appealed a tax assessment of the State tax commissioner.

The company contended it manufactured the delicacy and thus its machinery should be taxed at 50 per cent of book value. The tax commissioner said the company didn't manufacture anything and thus the machinery should be taxed at 70 per cent of book value.

The amount of taxes involved for the tax years of 1951 thru 1953 was not given in the decision, which upheld the tax commissioner.

CONEY ISLAND, N. Y.

B. UNO

CONEY ISLAND, N. Y., July 10.—Independence weekend, despite an occasional shower, brought the expected rush of visitors to keep all cash registers busy and concessionaires happy. As usual there were the regular holiday busloads of money-spending Negro excursionists from as far off as Alabama.

Louis J. Molinas and his basketball playing sons, Jack and Julian, list a host of talented entertainers at their Eagle Bar and Grille, Surf and West 12th. In the line-up are Victor Benak, accordion player in his 14th successive season; Walter Simons, at the solo-vox, back to Coney after three years in Albany; Carry Madsef, vocalist, and Steve Banyak and Charlie Vachur, cowboy singers. Still serving as barkeep (this is his ninth year) is Charlie Hall, with Ray Miller. Loius Moskowitz is head waiter.

Fred Sindell, promotion committee head, would like suggestions for a suitable theme for this year's Mardi Gras and ideas for promotions toward a better and more attractive Coney. He can be addressed, Cavalcade of Variety Show on Surf. . . Arthur Pilatsky, chief announcer at Faber's Fascination group game, is teaching a newcomer, Clark Kane, a costume jewelry merchant, the art of being a floor man, and Joseph Monturo, a University of Pittsburgh student, how to be a successful mike man. . . Bill Nicholson, executive secretary of the Chamber of Commerce, did a TV stint last week via the Dodger baseball broadcast, announcing the details of the Mardi Gras and fireworks programs.

Stanley Gersh, who introduced, manufactured and operated Play the Races, a group ball-rolling game, on Coney and before that was associated with Herman Rapps at Eddie's 5-Star Final, then left to enter the building construction biz, has definitely decided to return to Coney, this time in some executive capacity for Dave Rosen's freakeries. His daughter, Brenda, 15, is a recent graduate from Mark Twain's school in Brooklyn. Shet was tendered a reception at Lincoln High and is about to round out further educational courses in a private school.

Max E. Buck, director of advertising, merchandising and promotion for the National Broadcasting Company, has sent a proposition to the Chamber of Commerce, which will be in all likelihood accepted, to televise and broadcast over WNBC and WNBT just be-

fore and during Mardi Gras festivities. For all that, he asks the Chamber to reciprocate with a float, decorated appropriately, in the parades. . . Mack Goldman at his Electric Ring Toss game, Bowery and Kensington Walk, is introducing some valuable merchandise. His assistants are Jack Mapoch and Charles Ingber.

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Occupation

Gooding's 10 July 4 Spots All Win \$\$

Good Business Seen Ahead at Fairs; Adds Shows, Preps for Heavy Schedule

COLUMBUS, O., July 10.—The Gooding Amusement Company, headed by Floyd E. Gooding, had rides in operation on 10 different locations in Indiana, Ohio, Pennsylvania and Michigan over the July 4 weekend and every one was given good weather and excellent business.

"Up to that point, our business had been spotty," Gooding said at

the organization's headquarters here.

Commenting on prospects for future business, Gooding added, "I look for good business for rides, shows and outright sales concessionaires at fairs and well-established annual events. I am not confident, tho, that business will be nearly as good for games concessionaires."

Gooding himself has personally been busier than in any of his many years in the business, preparing for the heaviest fair season in his career.

He has been contracting shows (Continued on page 83)



LORENE HAMPEL is the latest entry in the contest sponsored by the Showmen's League of America to pick Miss Outdoor Show Business of 1954. She is the candidate of Al Sweeney's National Speedways, where she works in the advertising-publicity department.

DEL MAR POINTS WAY

Babcock to Add More Kid Rides to Line-Up

LOS ANGELES, July 10.—The kiddie ride complement of the Frank W. Babcock United Shows will be increased immediately, Frank W. Babcock, owner, said. The move to buy more moppet devices followed this carnival owner's statement that these accounted for one third of the gross at the Southern California Exposition and San Diego County Fair Combined in Del Mar. Business was "satisfactory" for the 11-day run which ended Monday (5).

The Babcock organization, managed by Larry Ferris, had 10 adult rides on the carnival midway and another 10 kid rides in the Kiddieland separate from the amusement area. Babcock added that the "isolated" kid land proved a good attraction with the fair's Kids' Day on Monday (28) turning in a gross four times that of 1953. The event also set a new moppet record with nearly 6,000 attending that day.

Babcock declared that kid rides in the future will go at 15 cents and 10 cents on Kids' Day rather than the 9 cents that has been charged. He added that 9 cents was unprofitable except on days when there was a concentrated drive for the little ones.

The organization is debuting the second unit in Linda Vista, starting July 21. Howard Coffelt is in charge of this show.

Babcock and Ferris played host to the Regular Associated Troupers of Los Angeles on Thursday

(1). A show-within-a-show staged with Clarence Allton acting as chairman and St. Vaughn co-chairman. About \$1,000 was cleared for the organization.

Delays Cost Two Openers For Sullivan

KITCHENER, Ont., July 10.—Jimmy Sullivan's Wallace Bros. Shows look forward to breaking the spring's weather washout in this city's centennial as a potential big one. Playing in the streets town, the free midway is a joint effort of Wallace Bros. and Conklin Shows.

Roll tickets did not begin to unwind until Tuesday (29) due to late arrival. Weather was hot and warm, however, and the crowds were on hand.

Previous stand was Sault Ste. Marie, Ont., (21-26) which was also a late starter due to delay arrival from Winnipeg. Weather in the Sault was cold with intermittent rain and light business thru the week followed by a storm Saturday night closing.

Show was loaded and out of Sault Ste. Marie at 8 a.m. Sunday (27) for its 493-mile jaunt to Toronto, but a derailment of one car and the pulling of a draw kept the train in the Toronto yard until the following noon. Event arrival here was not until after 2 p.m. Monday (28) for unloading. Tiny Jamieson, superintendent, transportation was credited with a good job in getting things moving after the mishap.

Big Portable M-G-R Clicks For Gooding

SPRINGFIELD, O., July 10.—Capacity business on several nights at the recent Mercy Creek Hospital Benefit Bazaar here by a new Allan Herschell Merry-Go-Round, said to be the largest portable ride of its type ever built, was reported this week by Floyd E. Gooding, president of the Gooding Amusement Company. Gooding took delivery on the ride several weeks ago from the North Tonawanda, N. Y., manufacturer and the device made its debut here.

Trips checked averaged \$15 per load at a 20-cent-per-ride price and the over-all capacity was approximately \$200 per hour, said Gooding.

The device is a four-abreast with 60 aluminum jumping horses and is equipped with an electrical power fluid drive and a timer. The ride is 45 feet in diameter excluding fence space. It is designed to load in two semi-trucks and is trimmed with steel cornice with enameled white fixtures over zinc plating.

STRATES NAME LURES GREEK JOB REQUESTS

ENDICOTT, N. Y., July 10.—The James E. Strates Shows this week claimed further evidence to support its claim of being world renowned. It got an application for a job written in Greek and air mailed from Athens, Greece. The writer said he was a Greek Army veteran just returned from service in Korea, and was employed as a newspaper salesman. He didn't specify the job he had in mind but asked to join up right away. The applicant said he recognized the Strates name while scanning the ads in The Billboard.

Reynolds' Show Turns in Win At First Fair

Ada, Minn., Annual Yields Good Biz; Mull Rail Move

ADA, Minn., July 10.—The World of Today Shows, headed by L. C. (Curley) Reynolds, notched off the first of its many fairs here at the Norman County Fair, registering good business in perfect weather, with the three-day holiday weekend aiding in building grosses.

Show officials reported that the ride and show receipts topped '53 figures by 22 per cent.

The show had moved in here from Grand Forks, N. D., where it had wrapped up its still date season with a successful stand.

Mrs. June Reynolds has added to her many duties by producing and managing the latest back-end addition, "To the Ladies," a show (Continued on page 83)

Spending Off For Strates In Upper N. Y.

ENDICOTT, N. Y., July 10.—Thru midweek here the James E. Strates Shows were still looking for a solid stretch of clear weather in which to lift their earnings. Crossed fingers had become the rule as threatening weather continued to follow the outfit.

Monday and Tuesday (5-6) drew better crowds than had been expected but spending was noticeably down. The weather began to act up in a discouraging fashion again Wednesday.

Utica closed well, with Friday night (2) ahead of last year and the Saturday afternoon and evening holding up despite overcast skies. The week had started slickly but built up to a satisfactory pitch for the weekend.

FIVE OUT OF SIX QUERIED 'FOR IT'

PERTH AMBOY, N. J., July 10.—Five out of six persons queried by The Perth Amboy News for its feature, "Thumbnail Interviews," voiced approval of touring carnivals.

Sole dissenter—a mechanic—responded that traveling carnivals should be banned, advancing as one argument the oldie that "they bring no money into a municipality, except perhaps the small percentage they leave with charitable organizations which sponsor them. (Apparently, the man doesn't know that show people need and buy food, clothes, shelter and entertainment like other people and that they need gas and oil for their cars and even mechanics to repair them.—Editor.)

Those who were for carnivals were a housewife, office secretary, two students and a machine operator.

WOM Hits Winning Stride in Mass.

WORCESTER, Mass., July 10.—A bonanza holiday date followed by good pickings in this city enabled World of Mirth Shows to recoup nicely after its near-blank showing in Upper Darby, Pa. The Lowell, Mass., July 4 celebration grossed better than last year's, thanks to an added day for the stand, and early business here gave evidence of a successful weekend to come.

A new show lot is being used in Worcester and chances are it will be used many times over in the future. Well in the heart of town, it is a former New Haven Railroad switching yard and not so close to private residences that they are apt to complain of noise, as they did two years ago.

Parking looked like a problem when the week opened, but it resulted that space aplenty was available on nearby streets once the business traffic was done with for the day. The week shapes up as one of the season's best at midweek, due in part to a healthy children's business.

Good Kiddie Biz

Wednesday's kiddie matinee drew hordes of free-spending moppets and the days were re-

scheduled for Thursday, Friday and Saturday as well.

There was money for all in Lowell, being played for three days this year, and the only dampener was on Monday night (5) when the midway was made to close at midnight. The celebration's fireworks display jammed the South Commons but slowed midway business until it ended at about 11:40 p.m. The result was a very short flurry of business, with the carnival closing down, altho plenty of customers were on hand. Rain earlier Monday had cost the show, and the after-fireworks play would have helped greatly if allowed.

Top back-end gross was scored by Nate Eagle's midgets, first time on the show. With Dixie Gordon's "Club 18" inoperative in Lowell, the midget show occupied the "Club 18" big top and kept it virtually at capacity over the weekend. Also kept from working were wheels. Independently booked count stores also were closed.

The Upper Darby fiasco was blamed on the lateness of the date and the torrid weather. Neighborhood residents stayed indoors in droves, keeping their fans and TV sets going steadily, or were at shore spots.

The show routes next into Maine for a series of one-week still dates. In order, they will be Lewiston, Portland and Augusta.

Death Claims Louis G. King, Billposter, 63

NEW YORK, July 10.—Louis G. King, long-time billposter who had served with many leading shows, died last weekend in his room at the Men's Residence Hotel on West 56th Street, adjoining the National Showmen's Association headquarters. He had not been ill.

King would have been 63 August 13. He had been a member of the NSA since 1940 and was a familiar face at the clubrooms for many years. He was a member of the Americus (Ga.) Elks. Among the many shows he had gone out with were Ross Manning, Lawrence Greater, Gem City, Mullins' Royal Pine, Granite State and others.

The death was discovered Tuesday morning (6) by a maid, after which the hotel manager and NSA were notified. The coroner estimated death to have occurred shortly after Friday night (2) when King was last seen at the club. He is survived by a sister, Mrs. Mollie Granofsky, of Revere Beach, Mass., who arranged for services and the burial on Thursday (8) in Mount Richmond Cemetery, Staten Island.

Bolt a Stroke Victim

AUGUSTA, Ga., July 10.—J. P. Bolt, owner of the Royal Exposition Shows, suffered a light stroke Wednesday (7) and is a patient in University Hospital here, it was reported by Hazel B. Remlinger,

Tight New Englanders Spoil Continental Fourth

WOODSVILLE, N. H., July 10.—Continental Shows followed a rich one with a poor one, winding up a profitable week at Lancaster, N. H., and then getting off to a dismal start at this spot's July Fourth celebration.

Lancaster, used as a still date for the first time in many years according to the local folks, proved to be almost like a fair in many respects, with only the exhibits and cattle tents missing from the scenery. With American Legion sponsorship, attendance and spending were good to everyone's surprise and pleasure.

The week closed with the shows' fireworks display which got Lancaster's holiday weekend off to a bang-up start.

Woodsville opened very poorly altho the date had been plugged via three radio stations and newspapers, with emphasis on Sunday's (4) big evening bonfire and Monday fireworks. The bonfire was poorly attended and spending was very light. Show opened at 7:30 p.m. and shut down after four hours.

The city's parade Monday morning was well attended after which the show opened for business, but the crowds stayed away until after dinner. Then a freak thunderstorm killed the afternoon, clearing about 5 p.m. and putting the show's personnel to work getting the lot in shape for the evening.

It built very slowly, with most of the locals apparently coming out only for the fireworks and not

Weather Ideal For ACA in Marquette

MARQUETTE, Mich., July 10.—The Amusement Company of America opened here this week to ideal weather. Prospects were bright for good business, as the show is the first railroad show to play here in many years.

"Naughty New Orleans Show" was the biggest money-getter the first few nights of the stand. The "Snow White and Seven Dwarfs" show registered big with the small fry. Leading grosser among the rides was the Tilt-a-Whirl.

even getting out of their cars. Spending thruout the evening was almost nil everywhere, with Joe Mooney's new Donna Stuart Girl Show getting the best part of a mediocre gross.

General Manager Roland Champagne wasn't looking forward to much here after the disappointing start. Several concessions joined for this date including George Igoe with a percentage and Phil DeLano with a rat game. A new girl show top arrived for the Donna Stuart Show. Mooney also has a second girl show going here.

Bob Parker Snares Second Best Score In Blue Goose Play

DELANVAN, Wis., July 10.—Robert K. Parker, of Miami, Sunday (4) won second place here in the ninth annual Blue Goose Golf Tournament named after the putter of the late G. L. (Mike) Wright, Eli Hartenstein, Milwaukee, took top honors.

Other participants included Ned E. Torti, Bernie Mendelson, Frank Legois, Joe and Ed Kollross, Bill Yario, and Bill Torti. William Snapp, of the Snapp Greater Shows, was unable to make the Blue Goose but did play the previous day in a four-some. Bill Townsend, a regular player, was unable to compete this year.

MIDWAY CONFAB

Blinky Bernstein has deserted the bistros of Milwaukee to join Thomas Joyland Shows where he is assisting Morris Lipsky in his legal adjusting chores. . . . Mrs. Ethel Weir, accompanied by her sister and family, were recently visitors to Bill Dyer's show at Maquoketa, Ia. Mrs. Weir formerly trouped with a number of the Dyer show personnel on the Brandage and Dodson orgs.

Mrs. Scotty La Brake was in Cincinnati visiting her sister, Mrs. Lora Brown, while her husband, a concessionaire on the O. C. Buck-Model Shows, was playing the Anderson (Ind.) Fair. . . . Al (Whitey) Hunt is skedded to join the Billy Logsdon attraction on the W. T. Collins Shows at North Dakota State Fair, Minot. . . . Capt. Douglas A. King and his wife held a surprise birthday party in the Monteleone Hotel, New Orleans, recently for Ruby Neal. Guests included Mr. and Mrs. Robert Brownlee, Mr. and Mrs. Ward Ramey, Shirley Brannon, Joyce Coventry, Elsie McLaugh, Sam Marcus, Jesse Ritchie, Mrs. Crow, Vera Ricker and Sandy Lindfors.

Ray Sigier has pulled back into Miami, claiming business was very poor on the road. The Miami Showmen's Club has received membership applications from Fred Hollingsworth, owner of the Holly Amusement Company, proposed by Executive Secretary Phil Cook, and George Kenneth Wenner, of Coleman Bros.' Shows, sponsored by Eddie Horwitz.

Paul Meeker, of the Meeker Shows, cards that Bobby Miller's skating show is drawing good crowds. The Meeker show hosted orphans in Helena, Mont., recently with Ralph Meeker furnishing the trimmings. Personnel enjoyed good fishing and good business at Helena. Manager Howard Clifford's son, Chuck, joined for the summer. . . . Mr. and Mrs. Mutt Coleman's daughter, Denise, was given a party recently on Don Franklin's No. 2 unit on her first birthday. . . . Visitors to the Dixieland Exposition Shows in Tulsa, Okla., recently included Mr. and Mrs. Johnnie McCain, Mr. and Mrs. Art Newland and Grandma Clark; Mr. and Mrs. Raymond Newland and their two daughters, Caroline Sue and Patty, and Mr. and Mrs. Ernie Newland.

Mr. and Mrs. Al Lefebure, of the Dick Wilcox Shows, were given a surprise party on their 20th wedding anniversary recently in Watson's beano top. Hostesses for the party were Mrs. Jessie Watson, Mrs. Fred Stanton, Lillian and Dolores Lefebure, and Mrs. Wilcox. The Lefebures plan to leave the Wilcox show soon to prepare their cookhouse for the Bangor (Me.) Fair. . . . A surprise birthday party was given Eddie LeMay by his wife, Grace, at Eddie's Hut recently in Gibsons-ton, Fla. Guests included Mr. and Mrs. Phil LeMay, Mr. and Mrs. Rod Fass; Mr. and Mrs. Tony Plastic and their children, Mike, Phillip and Jimmie; Mrs. Mary Plastic, Mr. and Mrs. Jack Shaffer, and Mr. and Mrs. Rodger Young; Mr. and Mrs. Harold Reams, Brooksville, Fla.; Mr. and Mrs. T. W. Kelley, Sarasota, Fla.; Mr. and Mrs. Merk Ellis and their children, Judy, Bobbie and Pixie, Cleveland; Peter Ellis, Cleveland, and Joe Mutafcio, South Orange, N. J.

The Mickey Show closed with Continental Shows following the Lancaster, N. H., date last week (3). Joe Mooney now has two units in operation, the Donna Stuart Show, which he manages, and also the Paree show fronted by Harold Kaughon and featuring Wanda Lee and Debby Kane. Denise Doucette was given a birthday party in the bingo top during the Oswego, N. Y., engagement, and Paula LaCrosse was similarly feted at Ogdensburg. Marilyn Forrest and daughter visited the show for the week in Woodsville, N. H. George Bonneau, formerly with Kellogg Amusements, joined in Glens Falls with his Serpentarium.

Louis Berger was a frequent visitor to the Wallace Bros.' Shows of Canada when that unit played Sault Ste. Marie, Ont., June 21-26. Louis was piloting the Amusement Company of America into Sault Ste. Marie for the following week.

Al Baysinger, for many years ride operator, concessionaire and former owner of the Al Baysinger Shows, currently is enjoying fishing at Regina, Sask. He plans to leave Canada next week for Minnesota and more fishing before returning to his El Dorado, Ark., home about August 1. . . . Ralph and Mickie Ryder have left the Continental Shows and now have their Girl Show on the Ross Manning unit.

Mrs. Raymond Drischer, concessionaire on the Rogers Bros.' Shows, left the week of July 5 for her home in Princeton, Minn., to await the arrival of the stork. . . . A new ride, Tubs of Fun, has been added to the line-up of the Dyers' Greater Shows. It replaces a ride sold recently to the Dairyland Shows of Wisconsin. Red Matria trucked the new ride from St. Louis to the Dyer show. Sandy McKay, of the Dyer organization, recently ordered a new house trailer, Ellsworth McAtee infos.

Mr. and Mrs. A. C. Hill, and Mrs. Charlie Griggs and Mr. and Mrs. Starr de Belle were recent visitors to the James H. Drew Shows. . . . Paul (Peg) Netterfield and Alonzo (Buster) Kelly were recent visitors on the Happyland Shows at Ypsilanti, Mich. Welcoming them were old friends Jack Halstead, Popcorn George Stavros, Buster Anderson and John F. Reid, the shows' owner. . . . The Mike Rockwell Shows registered their best stand of the season recently at Miles City, S. D., Robert E. Jacobs advises. Everything on the midway had four big days, Jacobs reports.

Mrs. Earl Rogers and her daughter, Jackie, and Earl Rogers, father of the Rogers brothers, visited the Rogers Bros.' Shows over the July 4 weekend at Bemidigi, Minn. Another holiday weekend visitor to the show was Patricia Rogers, daughter of Mrs. and Mrs. Bud Rogers, who, accompanied by friends, came from Minneapolis, where she is employed. . . . M. B. Homsley and family joined the Star Amusement Company at Portia, Ark., during the July 4 celebration there and will continue with the show thru the remainder of the season, operating a duck pond, bumper store, ball game and snow cone concession. Mrs. G. Robinson also has snow cones and Harvey Seigrest has two ball games on the show.

Art Frazier, business manager of Johnny J. Denton's Gold Medal Shows, cards from Estevan, Sask., that during a recent cold snap in West Canada Johnny Denton could always be found standing alongside a gas range in the shows' cookhouse singing "On Top of Old Smoky." Johnny's home is Knoxville in the Old Smoky country.

Frank Koyama, former agent with Fred Canfield's concessions at New York's Coney Island, is touring with Carl Lauther's 10-in-one on the Happyland Shows for his second season. A performer last season when the Lauther's attraction was on the World of Mirth Shows, Frank now works the No. 2 pay box but still doubles inside in emergencies. Don (Ted) Blake, on the No. 1 pay box with the Lauther unit, took advantage of Happyland's six-week stand in suburban Detroit to visit relatives frequently in the Motor City. While the show was playing Roseville, Mich., Blake invited Eddie Kratz of Mount Clemens, Mich. Violet Stager, annex attraction with Lauther, was visited by her parents, Labon and Daisy Stager; her brother, Butch, and sister, Marlene, during Happyland's July 4 stand at Ypsilanti, Mich. Recent additions to the Lauther line-up include Dorothy Kratz-Luty, illusion; Hal Chase, stick; Jerry Bingham, Miss Electra; Joe Cabrussio, swords and glass, and Bobbie Garron, mitt camp.

Sam (Insurance) Solomon is back at his Chicago headquarters, raving about the hospitality of Jack Huback, whose show, Alamo Exposition, he visited at Lackmont, Colo. The Lackmont date, Solomon reports, was a winner for Ruback.

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Followed by all fairs till end of season; no more still dates. Can place Cotton Candy, Long and Short Range Gallery, Novelties, Hats Gadgets, one Mitt Camp with small family and Hanky Panks of all kinds. SHOWS—Can place large Side Show, Monkey Show and Funhouse, 25% to office. Have for Sale—Smith & Smith Chair-a-Plane, four Power Units, International Truck with 16 foot Van Body, complete Cookhouse with stainless steel Steam Table, Bottle Gas Equipment, Top and Frame, Counters, Stools, etc. Will sell all or any part. Address

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Mount Sterling, Ky., this week; then as per route. No phone calls, please.

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The Show With The Proud Reputation

WANT EXCLUSIVE on Frozen Custard, American Mitt Camp (gypsies, do not answer), Novelties, Cotton Candy, Photo Gallery. WANT Basket Ball, Short Range Gallery, Fitch Till Win, Cigarette Shooting Gallery, Duckpond, Fishpond, String Game, Battle Ball Game, Bowling Alley, Coca-Cola, Bumper, Balloon Darts, Penny or Cigarette Fitch, Hoops, Hoop-La. Want Beat the Dealer Agent.

WANT Griddle Man, also Man and Wife to manage Cookhouse; must drive Semis. Our Fairs start August 9.

WANT Acts to strengthen Side Show, also strong Act for Annex (Trump Haxie and Fanny Penny no longer connected), Monkey Show, Snake Show, Unborn Show, any good Grind Platform Show of merit.

George W. Johnson wants two Comics and four Chorus Girls to strengthen Minstrel Show. Also Two-Piece Band.

Will book any Ride not conflicting for our string of Southern Fairs.

WEIRWOOD FAIR, WEIRWOOD, VA., August 9-14; KELLER FAIR, KELLER, VA., August 23-28; HERTFORD LIONS' FAIR, HERTFORD, N. C., August 30-Sept. 4; SUFFOLK, VA., PEANUT FESTIVAL, Sept. 6-11 (very big for Show); WEST POINT FAIR, WEST POINT, VA., Sept. 13-18; FIREMEN'S FAIR, AHOSKIE, N. C., Sept. 20-25; TOBACCO FAIR, FARMVILLE, N. C., Sept. 27-Oct. 2; MURPHYSBORO LIONS' FAIR, MURPHYSBORO, N. C., Oct. 4-9; MARTIN COUNTY FAIR, WILLIAMSTON, N. C., Oct. 11-16; FIREMEN'S FAIR, WINDSOR, N. C., Oct. 18-23. Two more Fairs pending. Closing November 13.

All Mail and Wires to **WM. C. (BILL) MURRAY**
DENTON, MARYLAND, this week; CHESTERTOWN, MARYLAND, July 19-24.

Strange and Weird Attractions

Shrunken Heads, Ape Boy, Wolf Boy, Devil Child, Many others. Your ideas made up. Write for Folder Free.

TATE'S CURIOSITY SHOP

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Phoenix, Ariz.

NOTICE

Making room for new rides, so have the following for sale at bargain prices: 1 complete Pony Ride, 7 ponies, Tex tan saddles, wheel pony stage coach, new set harness; can cross the price of this ride at one good fair. 1 Little Dipper, like new, must be seen to be appreciated. Come see this equipment in action. 1 all-steel Circus Wagon, was formerly Cole Bros' seal den, first \$200.00 takes it. Contact O. J. Russell at Uncle John's Kiddieland, P.O. Box 472, Vincennes, Ind.

GROVES GREATER SHOWS

LAKE CHARLES, LA., JULY 12-18

Can place Ride Help, Foreman for Tilt and Chairplane. Can place a few Hanky Panks, Popcorn, Snow Balls, Cotton Candy, Candy Apple. Join now and get the benefit of fair privilege, good crops and plenty of money. All replies:

GROVES GREATER SHOWS

Lake Charles, La., till July 25; then as per route. Phone 7-3009.

PECK AMUSEMENTS WANT WANT

For the biggest 100th year CENTENNIAL

Held in Illinois this year

RANTOUL, ILL.

August 2nd thru 7th

6 Days and Nights. 150,000 attendance expected. This is the home of the Chanute Air Force Base with 25,000 Personnel paid on the first. All Centennial activities held in the City park.

WANT—Hanky Panks of all kinds, privilege \$60.00. Long Range Galleries, privilege \$75.00. Dish Pitches, privilege \$5.00 per line foot. Snow and floss booked. Can still use one Pop Corn.

Gypsies, P. C. and controlled concessions do not waste my time. Contact

C. S. PECK

495 So. Yates Ave., Kankakee, Ill. Phone 3-6874

WANT CONCESSIONS

FOR FOLLOWING FAIRS

- JULY 21-25—ANNUAL HOMECOMING—FRASER, MICH.
- JULY 26-31—FIREMEN'S BENEFIT—CHARLESTOWN, IND.
- AUG. 2-7—JOHNSON CO. 4-H FAIR—FRANKLIN, IND.
- AUG. 2-7—DAVIESS CO. FAIR—ELMORA, IND.
- AUG. 9-14—MONROE CO. FAIR—MONROE, MICH.
- AUG. 16-21—OWOSSO CO. FAIR—CORUNNA, MICH.

BINGO AVAILABLE AT CASS CO. FAIR, LOGANSPORT, IND., JULY 25-31.

GOODING AMUSEMENT CO.

1320 WORTON AVE. UNIVERSITY 7712 COLUMBUS 8, OHIO

WANTED

Experienced Ferris Wheel Operator

who can take care of one Wheel, one roller and drive Semi. If you have handled 4 or 5 Wheels for some big railroad show, I can't use you. Will start you at \$12.00 a week and pay you more if you are worth it. Can also place Games of Skill and Hanky Panks for Centennial at Rantoul, Illinois, July 15 to 17; Carthage, Illinois, July 21 to 24. Others to follow. Can also use 2 or 3 Kid Rides.

Lake Shore Amusements

Rantoul, Illinois, or as per route.

JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

RED LION, PA., FAIR, Week July 19-24

WASHINGTON, D. C., Annual American Legion Festival, 11 days, July 28-Aug.

Followed by Outstanding Circuit of Southern Fairs until Nov. 8. CONCESSIONS: Have opening for Eats-Drinks and all other legitimate Merchant Concessions. No exclusive for balance of season. SHOWS: MONKEY, have complete outfit except Animals. WILDLIFE, MOTOR DRONE, SNAKE or any other most getting attraction. RIDES: OCTOPUS, TILT-A-WHIRL or any other Ride, conflicting. RIDE HELP: Foremen for Caterpillar, Whip, Dipper and depend. Help on all Rides. Want experienced Searchlight and Tower Men.

Address all replies:

JOHN H. MARKS SHOWS

Chester, Penn., this week; Red Lion, Penn., next week.

GRAND AMERICAN SHOWS

Want for BUTLER CO. FAIR, Elletts, Iowa, July 29-August 1; JACKSON CO. FAIR, Muscatine, Iowa, August 4-8, and all fairs thru August and September in Iowa.

Want Grind Shows with own equipment. Want Concessions: Hanky Panks that put out stock. Want Ride Help: Special proposition for First and Second Wheel Men. Second Help who drive trucks on all Rides.

Iowa Falls, Ia., next; Clarion, Ia., next; then Scribner, Ia. All three Annual Celebrations at streets.

L. O. WEAVER, Mgr.

SCHAFER

JUST FOR FUN SHOWS

WANT

Roll-a-Plane Foreman, First and Second Men on all Rides. Top salary. All Concessions that operate in Wisconsin. Want Hanky Pank Agent, Grinders for Grind Shows and Six Car Agent.

Contact

W. A. SCHAFER

East Gary, Indiana

Spartan Greater Shows

CONCESSIONS: Want Hanky Panks of all kinds. SHOWS: Want Girl Show, Snake Show, Monkey Show, Fun House or Miscellaneous. Will book for committee money. RIDE HELP: Want Ferris Wheel Foreman and Chairplane Foreman. Rusty Wagner wants Hanky Pank Agents. Leonard Higg wants Agents for Pin Shows, Bowling Alley and Swings. All replies to

L. M. HIGGS

Ev. Wisc., July-12 to 15; then as per route.

UNITED EXPOSITION SHOWS

WANT

WANT

CONCESSIONS—Hanky Pank Agents, Balls, Candy Store and Clifton Pts Agents. Can place Long Range Galleries, Water Games, Sun & Seaside, Glass Pitch, Ice-Cream, Novelties, Food concessions, desirable SPECTACLE Foreman, also Men for Merry-Go-Round. Second Men for other Rides who can drive trucks. Good openings for Concessions Agents and Operator for Pinch Pies. Contact

All wire C. A. VERNON, Mgr.

Joliet, Ill., This Week; Elgin, Ill., Next; then Per Route.

BEAM'S ATTRACTIONS

SCHWERTZ CO. FIREMEN'S CONVENTION—HYNDMAN, PA., JULY 19-24. Can book Long Range Galleries, Water Games, Sun & Seaside, Glass Pitch, Ice-Cream, Novelties, Food concessions, desirable SPECTACLE Foreman, also Men for Merry-Go-Round. Second Men for other Rides who can drive trucks. Good openings for Concessions Agents and Operator for Pinch Pies. Contact

M. A. BEAM, Conneville, Pa., this week

DRAGO AMUSEMENTS #2 UNIT

WANTS

Pinch Pies, Photos, Buckets, Pinch Pies, Scales, Clifton Pies, Tilt Wheel, Live Ducks, Novelties, Dishes, Cake Batters and any Backs Pies. BINGO—Can use Clifton Pies for balance of season. All replies to CHET PERCE, Lakewood, Ind., this week. East, Ind., Homecoming, next week; then as per route.

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. SHIMON, PA. DEPT. B

Send Cash With Order. Stock Tickets, \$24.50 per 100,000.

100,000

\$31.50

50,000 17.75

25,000 11.25

DELPHI, Indiana

On the Public Square Again

August 11-14—One of Indiana's Best

ALL CONCESSIONS OPEN EXCEPT BINGO. EXCLUSIVE CONTRACTS open on POP CORN, COOK HOUSE, NOVELTIES, CUSTARD, GLASS PITCH, DERBY. Can place LEDTINKTE Game Concessions of all kinds. SHOWS: Good ones that can set on street. All replies to

TOM L. BAKER

2257 Madison Avenue, Indianapolis, Ind. Phone: Garfield 4284

Wanted For Southern States Shows

Experienced Ride Help, especially Merry-Go-Round, Ferris Wheel, Chair-a-Plane and Loop-a-Plane Operators for balance of season here and on road until November. Preference given those who can and will drive trucks. Now seeking Stock Concessions of all kinds to join Sept. 15th. All communications to

JOHN B. DAVIS

Long Beach Resort, Panama City, Florida, until Sept. 15th. Then as per Route

JIMMIE RUSSELL

Come to work immediately. Permanent.

JIMMIE MONROE

Phone: Water Hill
S. W. S. Hank, Bay St. Louis, Miss.

Desbro Shows WANTED

For Central Firemen's Convention, July 12-17, Watkins Glen, N. Y.
For Yates County Fair, July 20-24, Penn Yan, N. Y.

Concessions that work for Stock. Whitey Rogers wants Girls for Girl Show.

Ange Desiderio, Jefferson Hotel, Watkins Glen, N. Y.

FOR SALE

Fly-a-Plane, perfect condition, \$4,500. 40-foot Trip for Merry-Go-Round, \$1,500. Trip and Side Wall for Allan Henschel Auto Ride and Pony Cart Ride, \$75.00 a set. Trip for Jordan Hobby Horse Ride, \$25.00. Ten Canvas Covers for National Amusement Device Train Cars, \$15.00 each. Canvas Covers for Mangle's Roto-Whip, \$12.50 each. Five Smith & Smith Aviators, \$100.00. Jordan Hobby Horse Ride after Labor Day, \$800.00. New Motor for Sky Fighter, never used, \$1,300.00. Spiders and Hot Hangers for Parker Merry-Go-Round, \$1.00 each.

MIKE DOOLAN, 4001 W. 95th, Oaklawn, Illinois

LEGION FREE STREET FAIR, Covington, Ind., July 19 to 24 Inclusive

V. E. W. FESTIVAL AND FAIR, Lowell, Ind., July 26 to 31 Inclusive

Will place legitimate Concessions: Arcade, Custard, Bait, High Striker, Bumper, Ice Cream, Jewelry (none here now) and other good Hanky Panks. Will place Shows: Monkey, Drone, Iron Lung, Mechanical.

Address this week, c/o Western Union.

JAMES H. DREW SHOWS

CAMDEN, OHIO

DIXIE EXPOSITION SHOWS

Now seeking Shows and Concessions of all kinds for their spots in Alabama. Operating throughout Fairways, New York and two seasons starting July 26. Have 7000 seats and Celebrations to follow. Out until Christmas. Will book Girl Show, Snake Show, Monkey Show or any show of merit. Best Street Vendor, Miller Johns, 30 Ketchum Street, Clarion, Pennsylvania, D. Bain, contact. Can use Ride Help who drive. Also see Entertainment. All replies to

C. W. HENDRICK, Wm. W. J. WILLSAP, Asst. Mgr., Carthage, Ala., until July 26.

WILSON FAMOUS SHOWS

Want Concessions of all kinds to join at once. No gypsies or strong outfits.

This week, Annual Soldiers & Sailors' Reunion, Cuba, Ill.; Galva Centennial, week of July 26. All fairs to follow.

CARPENTER BROS.' SHOWS

WANT FOR GIBSONBURG, OHIO, JULY 21-22-23-24. Legitimate Concessions of all kinds. Taster Ball, Hoop-La, Number Darts, Car Rack, Lead Colors, or what have you?

CHARLES NORMAN CARPENTER

SPICANDRE, OHIO, JULY 14 THRU 17. Free Auth. contact Neal F. Richards, Warraville, Indiana, for Aug. 25-27-28.

BIRDS-BIRDS

Carnival Birds
PARAKEETS
CANARIES
FINCHES
and
CAGES

DRICK BIRD FARM

400 South Western Ave.
Los Angeles 47, Cal.

Phone: Pleasant 8-5294

—24 Hour Service—

WHEELS
ALL SIZES—ALL NUMBERS
CARDINAL PRODUCTS CO.
Les Berger
49 West 27th Street
New York 1, N. Y.
MU 6-8268

WILL PAY CASH

Exhibit or Bally

ONY RIDES

Phone. Write. Wire

STANDARD ASSOCIATES, INC.

2201 FIFTH AVE.
PITTSBURGH 19, PA.

WANTED FOR CASH

go, complete outfit. No

State capacity. Can

Callers and Counter-

Canada and States.

HARRY H. AGNE

Liverpool, New York

AGENTS

Hanky Pank Agents of all kinds.
Bottles, Ball Games, Ring-a-Bottle,
& Over 20; Cat Rack, Man and
for Pitch-Till-You-Win, etc. Any
who knows me, wire. Starting

CHAS. KREKELER

etc. O., this week; Cygnel, O., next.

WANTED

one day only, Masonic Day Picnic,
Sunday, August 18th, Ball Park,
no. Train, Rides—Major and Kiddie
Shows of merit. No concessions.
Proposition. Contact

HERBERT WATERBURY

Recorder, Al Chymia Temple
Pleasant Ave. Memphis, Tenn.

FOR STATE SHOWS

for Cygnel, Ohio, Celebration, July
Bingo and few more legitimate
shows. Address:

JOE FREDERICK

Bradner, Ohio, this week.

HELP WANTED

for Merry-Go-Round and
re, secured on Kiddie Rides. Must
and. Positively no drinkers. Good
and honest. Man or Woman for
Empower and Apple Concession,
needed only. Treaton, Ma., till
Lexington, Mo., 19-24; Tipton, Mo.,
26-31. All replies:

FLOYD O. KILE

yd's Amusement Co.

WANTS

and Concessions for Galesville,
Wis., Fair, July 22-24-25.

RS. PEARL WEYDT

Wis., Musinee, Wis., July 15-16-17-18

WALKTHRU

d for Revere Beach, Boston, Mass.

port season. Also want A-1
Punk Man to place two outfits.

RIEN SHOW BLDG.

Telephone Revere 8-1927

Reynolds'

Continued from page 80

with a revolving stage and a front
treated heavily with fluorescent
lighting. Bob Vance is talker
with the unit.

Good Business
Mrs. Robert Ward, who has
both the Snake Show and the live
pony ride, has garnered good busi-
ness. Lou Weiss is managing the
American Beauties attraction. Pee
Wee Sutrain has completely re-
modeled the Fun House and is also
handling the Glass House.

Walter and Geneva Williams
have continued as the pacesetters
for early tear-downs with their
kiddie rides. The Musgrove fam-
ily have their Auto Scooter ride
and several concessions booked on.
Ben Hazen is aiding Reynolds
in the transportation and purchas-
ing departments. Mr. and Mrs. H.
Wells have two concessions to
which Wells devotes some atten-
tion in addition to his front-end
managerial activities.

John Martin has assumed the
duties of assistant manager. Robert
(Twisto) Morgan is handling
welding duties in addition to his
performances in the Side Show.

Officials of the Northern Pacific
Railway and Reynolds have been
conferring regarding plans to
make the show's long move
from Wadena, Minn., to Spring-
field, Mo., by rail.

Gooding's

Continued from page 80

to work under his banner, and
recently added "Priscilla, the
Monkey Girl" and "Emmett, the
Alligator Boy." A new front for
this attraction is being built in
quarters, with the show and front
to be in readiness for the Fayette
County Fair, Washington Court-
house, Ohio.

An illusion show headed by
Tony Moreno opened at the
Chillicothe, O., July 4 celebra-
tion, and was the top grosser on
the midway. The show, front,
special lighting was built in the
Gooding quarters under the super-
vision of Bert Miner, with Jimmy
Wolfe doing the art work.

Delivery of the new four-
abreast Merry-Go-Round manu-
factured by the Allan Herschell
Company, Tonawanda, N. Y., was
made recently and the ride was
tested at a benefit for the Mercy
Crest Hospital, Springfield, O.,
then returned to quarters here
where work was started to build
racks in the two semis that will
be used to transport it.

The new M-G-R was enthusias-
tically received at Springfield, and
Gooding was pleased with its
performance. It did a steady busi-
ness, carrying more than 70 per-
cents on some occasions, he re-
ported.

WOLF SHOWS

Stanley Warwick, Lessee

WANT

Rolltoplane, Caterpillar or any Ride not
conflicting for Celebrations and Fairs
solid until Labor Day. Also few more
Hanky Panks. Can use Mechanical Show,
Fun House or any Show of merit.
All address:

STANLEY WARWICK

Sleepy Eye, Minn., or as per route.

WANT TO BUY

SIX-CAT

Must be decent, no rag-bags. Fourteen
ft. 114" or under. Positively do not
want gunner. The boom's long gone,
price is right. I'll buy within 300 mile
radius.

A. C. RILEY

1c/o James H. Drew Shows

Camden, Ohio, July 12-17; Covington,
Indiana, July 19-24.

AGENTS

And other help for Skills; also one
Court Store Agent.

JAMES N. MORGAN

Hotel Danville Danville, N. Y.

Phone: 179 or 90

Wanted Small Carnival

or group of Rides for Annual Road Cele-
bration, week of August 16-21, 1954.
Good all week, two top days. \$5,000
registered last year.

Phone: Altoona 2-7137

TOM SHUTE

319 E. Plank Road Altoona, Pa.

FOR SALE OR WILL TRADE

What have you? One super Roll-o-Plane,
has both single and 3-phase motors; also
Smith & Smith Chairplane. Both Rides
in excellent condition. All inquiries:

N. E. Amusement Co.

Box 726, East Long Meadow, Mass.

DELAWARE CO. FAIR, COMBINED WITH 4-H FAIR, MUNCIE, INDIANA

10 Days and Nights, July 29 thru August 7

Played by Railroad Shows for Many Years One of the Largest County Fairs in the United States

THEN THE FOLLOWING FAIRS

ROSCUSHO CO. FAIR

WARSAW, INDIANA

Aug. 9 thru 14

LA PORTE CO. FAIR

LA PORTE, INDIANA

Aug. 16 thru 21

KALAMAZOO CO. FAIR

KALAMAZOO, MICHIGAN

Aug. 23 thru 28

FOLLOWED BY

MICHIGAN STATE FAIR AT DETROIT, September 3 thru 12, and
LAGRANGE, IND., CORN SCHOOL AND STREET FAIR, September 14 thru 18.

CAN PLACE

FOR THIS UNSURPASSED ROUTE OF FAIRS IN THIS SECTION OF THE COUNTRY

RIDES

OCTOPUS or SCREWBALL
FLYING SCOOTER
ROLL-O-PLANE
CATERPILLAR
RIDE-O or MOON ROCKET
WHIRL WIND
or any other non-conflicting Major
Rides.

Can Use

SKY FIGHTER and/or ROTO WHIP
BUGGY or FIRE ENGINE
TOONERVILLE TROLLEY
SCHIFF or MILLER COASTER

HELP

EH Wheel Foreman for one Wheel,
also General Ride Help who drive
semis.

CONCESSIONS

Legitimate Merchandise Games of all kinds,
also outright sales privileges. Can par-
ticularly use some of the following: Fish
Pond, Duck Pond, Six-Cats, Milk and Coke
Bottle Ball Games, Fan Games, Monkey
Loop, Punk Rack, Scale & Age, Jewelry,
Ballon Darts, Block Pitch, Over and Under,
Cigarette Block, Long Range, Short Range,
Cotton Candy, Ice Cream, Names on Hats,
Foot Long, Hot Dogs, Fronts Pups, Huckley
Buck, French Fries, Crab, Sne Cones, Duck
Pitch, Diggers, High Striker, Auction, Pot-
tery, Cork Gallery, African Dip, Pop Corn,
Set Spindle, Taffy Candy, Root Beer, Fish
Bowl, Basket Ball Add-a-Ball, Photos,
String Game, Spot the Spot, Break-a-Plate,
Cigarette Pitch, Pawling Alley, Ping Pong
Ball Gun, BB Range, Pitch TIR You Win,
Color Games, Fan Games and any others
you might have.

SHOWS

Class and/or Fun House (Stewart Kipp and
Norman Smith, contact).
PENNY ARCADE (with front).
WILD LIFE (Walter Steffel, answer).
MONKEY DROME and/or SPEEDWAY.
FAT FAMILY or SINGLE-O.
SWISS VILLAGE or RING CIRCUS.
SLOTH (Cash Miller, wire).
MIDGET FAMILY.
ILLUSION (Helf's Belles, where are you?).
FREAK ANIMAL (Johnny Rae, wire).
WILD WEST.
Lash LaRue, am new ready for your propo-
sition. Contact at once.
MINSTREL SHOW. Excellent route for same.
Prefer operator with own equipment.

Reasonable rates and privileges. Will sell "X" on
some items. Each fair charged according to its merits.
Make sure you make money during the fair season.
Reserve your space NOW.

Any of the above can play the Osceola
County Free Fair, Ewart, Michigan, July 20
to 24, prior to Muncie.

W.G. WADE SHOWS

★ ★ ★

★ ★ ★

All replies to Western Union, Ludington, Michigan, July 12 thru 17; Ewart (Fair), Michigan, July 19 to 24.

GIRL SHOW WANTED

Have complete outfit for good operator.

SALLY RAND, GET IN TOUCH WITH ME.

Join at RED RIVER EXHIBITION, Winnipeg, Manitoba, July 24.

Then the following Fairs

SUDBURY PETERBOROUGH BELLEVILLE THREE RIVERS
SHERBROOKE QUEBEC CITY RENFREW LINDSAY

and closing at SIMCOE, October 9

Will also place other worthwhile Shows that do not conflict.

Contact J. P. SULLIVAN

WALLACE BROS.' SHOWS OF CANADA

Ft. Williams, Ont., week of July 12 to 17.



JAMES E.

STRATES

SHOWS

LAST CALL FOR FAIRS

WANT NOW AND FOR OUR ROUTE OF 14 STATE AND COUNTY FAIRS

Want single Grind Shows with own equipment. Animal Show, good Wild West Rodeo. Any
new Shows that do not conflict with what we have now. Interested in any good Show that
can produce worth-while grosses. Opportunity is here and will furnish necessary equipment.

Will book Round-Up, Fly-a-Plane, Rock-o-Plane. Also any Kiddie Rides that do not conflict.

Will book any legitimate Merchandising Concession, Hanky Panks, Hi-Striker, Fish Pond,
Cola Bottle, any Prize-at-a-Time Concession.

Experienced Carnival Help in all departments. Talker for Monkey Show. Motordrome Talker.
Want experienced Boss Concessionaire for Midget Show. Chorus Girls for office-paid Girl Revue.
Outstanding name attraction for our fairs.

All reply to JAMES E. STRATES

c/o James E. Strates Shows, Niagara Falls, New York, week of July 12.

BLUE RIBBON SHOWS

FORMERLY
BODART
SHOWS

WANTED—One or two more Shows. Pete Schuch wants
Acts for Ten-in-One, especially Tattoo Artist. Salaries paid
through office.

RIDE HELP—Foreman for Merry-Go-Round and Foreman
for Caterpillar. Other useful Ride Help; must drive semi-
trailers.

WANT Cook House that caters to show people.

This week STURGEON BAY, WIS.; then SUPERIOR, WIS., CENTENNIAL CELEBRATION, July 19 through 25

2
GREAT
SHOWS
COMBINED
INTO ONE

CARAVELLA * AMUSEMENTS

SAXTON LIBERTY CENTENNIAL
EBENSBURG SESQUICENTENNIAL

LATROBE WESTERN PENNSYLVANIA'S
FIREMEN'S CONVENTION

WANT * WANT

CONCESSIONS—Bingo, Cookhouse, French Fries, Custard, Photo, Fish Pond, Dart, Age and Scales, Novelties, Jewelry, P.C. Games.

RIDES—Can place First and Second Man for brand-new No. 5 Ell Ferris Wheel, good pay and only reliable, sober help apply. First Man on Roller Coaster. Preferably semi drivers.

SHOWS—Man and Wife to operate Unborn. Attractive Girl Shows with own equipment. Side Show and other Shows of merit.

Contact **F. F. CARAVELLA**

Caravella Amusements at Bellefonte, Pa., this week.

BLUE GRASS SHOWS

WANT FOR GIBSON CITY, ILL., SOYBEAN FAIR, week July 19, followed by CHAMPAIGN-URBANA, ILL., FAIR and CHARLESTON, ILL., FAIR

Can place Legitimate Prize-Everytime Concessions of all kinds, Glass Pitch, Grab, Foot Longs, Root Beer, Custard, etc.

Dorothy Miller, we can place your Concessions for balance of season.

Open Midway to all Legitimate Concessions. Can place non-conflicting Shows with own equipment.

Have equipment available for first class organized Colored Show, must have own sound equipment and transportation.

Can use sober, reliable Ride Men on all Rides, must be licensed drivers. (Col. Stahler, please contact me).

All address **C. C. GROSCURTH, Gen. Mgr.**
SALEM, ILL., ALL THIS WEEK, THEN PER ROUTE.
No phone calls, please

BOONE VALLEY SHOWS

Unionville, Iowa.
July 15-17.

**FAIRS—ALL FAIRS
WANT—HANKY PANKS
WANT—GOOD RIDE HELP**

THIS IS IOWA'S GREATEST SHOW

DONNELSON, IOWA, JULY 19-24
SPENCER, IOWA, JULY 26-31
JEFFERSON, IOWA, AUG. 2-5
ROCKWELL CITY, IOWA, AUG. 6-8
POCAHONTAS, IOWA, AUG. 8-11
REDFIELD, IOWA, AUG. 12-14
ATLANTIC, IOWA, AUG. 16-18
OSAGE, IOWA, AUG. 19-22
HUMBOLDT, IOWA, AUG. 23-26

MORE FAIRS—LATE SEASON
FAIR SECRETARIES—LOOK THIS SHOW OVER
FOR 1955—GETTING MORE RIDES.

GEORGE CLYDE SMITH SHOWS

WANTED—Ball Games, Hoop-La, Pitch-Till-You-Win, Cork Gallery, Balloon Darts, Age and Scales, Photos, Candy Floss, Snow Cones, Long Range Lead Gallery, Slum Spindle, High Striker, Swingers. WANTED—Side Show, Snake Show, Girl Show, Monkey Show, Wildlife. Agents for office Hanky Panks, Truck and Tractor Drivers. General Ride Help. All reply:

GEORGE CLYDE SMITH SHOWS
LILLY, PA., THIS WEEK.

COUNTY AMUSEMENT COMPANY

AMERICAN LEGION FESTIVAL, MERIDEN, CONN., JULY 19 THRU 24
FIRST SHOW IN FIFTEEN YEARS

Want Shows of merit. RIDES—Anything not conflicting. CONCESSIONS—Hanky Panks of all kinds. We don't overbook.

Contact **Manager**

31 Annawan St., Hartford, Conn. Phone CHapel 7-5043

NOW BOOKING

For Sioux City, Iowa, 100th Anniversary Centennial, July 24 thru 31. Downtown at City Auditorium.
Any Grind Shows, Motor Drome. Will book any Rides not conflicting with what we have. Cookhouses, Grab Stands, Novelties, Hi-Strikers, Balloon Dart, String Game, Ball Games, Hit and Miss, Hoop-La, Glass Pitches and any other legitimate Concessions. Bob Little needs Agents. All replies to:

ART B. THOMAS

As per route: Deep River, Iowa, Celebration, July 12-13; Clinton, Iowa, Celebration, July 14-17; Montezuma, Iowa, Celebration, July 19-20; Adair, Iowa, Celebration, July 21-22, and then Sioux City, July 24-31.

SKERBECK SHOWS

Want neatly framed live Pony Ride. Good proposition to Major Rides not conflicting. Shows—Grind Show, Snake, Monkey, Mechanical, etc. All Celebrations and Fairs to follow. Escanaba, Mich., July 12, 13 and 14; Crystal Falls, Mich., 16, 17 and 18; Bessmer, Mich., U. P. Firemen's Tournament, 20-23; Ishpeming, Mich., Centennial, 25-31. All these spots on downtown lots or on streets. Tilt-a-Whirl for sale with transportation, \$5500 takes all. Good running condition. Must be seen to be appreciated. Reason for selling, new purchase.

Contact **EUGENE or PAULINE SKERBECK**
No phone calls after 6 p.m. We pay ours, you pay yours.

WANT ORGANIZED GIRL SHOW IMMEDIATELY

With at least five girls and own sound equipment. Have complete outfit, with seats for high type show. Diana Ross, Honey Lee Walker, Mitzy Porter, let me hear from you

WIRE BOX 717

c/o Billboard Pub. Co., 390 Arcade Bldg., St. Louis 1, Mo.

SAM CARSON WANTS

Agents for Six Cat, Buckets and Slum Stores. Want Man to sell Banners for Calliope Wagon. Seven-ride show playing two Celebrations or Fairs per week. Reply as per route.

GEORGE W. NELSON SHOWS

ALL TYPES OF WHEELS



Mds.
Big Sizes
Double
Wheels
Laydowns
Ask for 1954
Catalogue

Operated by
Joseph Mandel

CARDINAL MFG. CO.
2944 West 28 St., Brooklyn 34, N. Y.
ESplanade 2-7510

WANT GIRLS

For Girl Revue

Strippers and Dancers. Inexperienced Girl for Posing. Salary \$75.00 to \$100.00 week and bonus. Work evenings only, 5 and 6-day week. Best job in the business. Wire or come on.

EDDIE MILLER

c/o Happyland Shows
Elks' Temple Lot, Pontiac, Mich.

WANTED

Side Show Acts, Magic, M.C. who can sell show inside, Fire-Eater, Sword Swallower, Talkers, Ticket Sellers; wives on Bally. Real live Freaks. Following people contact me—John Strikes and Beverly, Mike Salerno; any other useful Side Show Act.

All Fairs including Muncie, Ind., Warsaw, Ind., La Porte, Kalamazoo, Mich., and Michigan State Fair, Detroit. All replies

L. B. MALOTT

Side Show, c/o W. C. Wade Shows,
Ludington, Mich., this week;
or per route.

STAR AMUSEMENT CO. WANTS AT ONCE

Photos, Corn Game, Stock Concessions. We have plenty Shows and Rides and the best territory from now on. If you want to make money, join now. Answer by phone or wire. All Concessions contact

B. E. MILLER or KID BURNS

As Booth Cutler is no longer connected with this Show.

Reyno, Ark., July 12-17;
Tuckerman, 19-24.

T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL
**AMERICAN
TENT & AWNING
CORPORATION**

One of America's Largest Builders
of Fine Show Tents.
201 E. Water St. Norfolk 10, Va.
BILL SANDERS

WANTED

Ferris Wheel Foreman, \$60.00 per week, extra for driving semi trucks. Also Allan Herschell Aulin and Kiddie Plane Foreman. Concession Man, \$30.00 per week. Have never missed a pay day. Other jobs open, also Agents. WILL BOOK HANKY PANKS, Delmar, Del., until July 17; Fruitland, Me., July 19 to 24; Princess Anne, Md., 24 to 31.
D. Van Billiard Shows

PLASTER

Fairs and Carnivals, 5, 10, 15, 20 and extra large. Gift Shops—Duck, Hen Sets and a variety of Animals and Banks. Just 1/2 mile off Highway 41.

TRI-STATE NOVELTY CO.

Phone 1131-W Princeton, Indiana

RIDE HELP WANTED

Foreman for Octopus. Top wages and bonus. Also Second Men on all Rides.

Contact
CHAS. H. CARROLL, Mgr.
Veterans United Shows, Per Route.

TILT-A-WHIRL FOR SALE

In good shape. Can be seen in operation. Make me an offer. Phone 4-6910 or write to 212 Oak Grove Rd., Norfolk, Va.

**2 COUNT STORE AGENTS
and
2 SWINGER AGENTS**

Contact
PHILIP GILSON
Nixon Hotel
Milaca, Minn.
No Lashes

INTERSTATE SHOWS

WANT FOR BARREN COUNTY AMERICAN LEGION FAIR,
GLASGOW, KY., JULY 19-24

SHOWS—Want organized Minstrel Show, Jones, get in touch. Have good opening for Penny Arcade and Funhouse. **RIDES**—Will book Roller Coaster, Spitfire, Octopus or any Ride not conflicting with what we have. Will give good proposition to set of Kid Rides. **RIDE HELP**—Want Foreman for Merry-Go-Round, Twin Ferris Wheels, Tilt, Second Men on all rides, Must be licensed semi drivers. **CONCESSIONS**—All legitimate Hanky Panks open. All eating and drinking stands open. Good opening for Popcorn, Candy Apples, Floss, Sno Cone, Foot Long Dogs, Frozen Custard, Ice Cream, Hi-Strikers, Novelties, Hats, Gadgets Jewelry. Will give head of store to capable men on Count Store, Peek Store and Skillo. Want Cook and Griddle Man for Cookhouse to join on wire.

All replies to **H. B. Rosen, Interstate Shows**
LEBANON, KY.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

Want for 2 More Choice Still Dates and Our Route of Fairs

CONCESSIONS

All Concessions open, Age & Scales, Long and Short Range Gallery, French Fries, Photos, Six-Cats and Buckets, P.C. open.

SHOWS

Have complete outfit for Snake Show, Motordrome with gyries. Want Operator for Monkey Show. Have complete outfit for same. Can place Wildlife. Johnson, get in touch. Ray Cramer wants to hear from reliable Show People.

RIDE HELP

Want Caterpillar and Ferris Wheel Foremen. Can place Second Men on all Rides.

Tom Bush wants to hear from his old Train Help

Eddie Benzell, come on. Can see Tractor and Mule Drivers, Johnny Wilson, get in touch with Fitzie. F. Brown wants to hear from Alley and Blower Agents. New Orleans Baby, get in touch. Want General Help for all Concessions.
Sam Levy, Owner **Fitzie Brown, Conc. Mgr.**
Galesburg, Ill., July 12-17; then as per route.

F. C. BOGLE SHOWS

NOW BOOKING FOR FIVE BIG COUNTY FAIRS: DOWNS, Kan.; PHILLIPSBURG, WAKEENEY, STOCKTON, COLBY. All Kansas Wheat Counties.

CONCESSIONS—Hanky Panks, \$28.00, Especially want Water Games, Hi-Striker, Scales, Balloon Darts, Novelties, etc. Can place Popcorn, Sno Cones, Cotton Candy. **RIDES**—Live Ponies, Autos, Coaster, Boats and Kid Rides. **SHOWS** with own equipment, Girl, Mechanical, Drome, Snake, Animal, etc. Extra special deal for Side Show that can furnish 110 foot banner line. **HELP**—Foremen and Second Men on all Rides. You will be placed if sober and capable. Must drive. Wire, don't phone

Manager, F. C. Bogle Shows

Minneapolis, Kansas

P.S.: Jack Naisworthy, Bob Simms, wire Show at once, important.

BUFF HOTTLE SHOWS #2

WANT FOR ARTHUR, ILL., FAIR, FOLLOWED BY PARIS, FARMER CITY AND LINCOLN, ILL., AND 12 MORE OUTSTANDING FAIRS.

CONCESSIONS: Will book Concessions of all kinds that work for merchandise. Also Photos. Will sell "EX" on Glass and Pottery Pitches. Will book Six Cats and Buckets that work for stock. **SHOWS**: Want Girl Show and two Grind Shows that do not conflict. Jimmy Johnson, answer and come on.

Address **ROMEO DUNN, Mgr.**
WESTVILLE, ILL., THIS WEEK.

FAIR SECRETARIES, NOTICE IN ILLINOIS

We have the week of Aug. 15 open. Now playing Fairs in Illinois, have six more to play. This is one of the finest truck shows on the road. All painted white, three big Diesel light plants, light towers, search lights, 12 rides, 8 shows. The best of references. Get in touch with us at once.

E. L. YOUNG, Mgr., STERLING CROWN SHOWS
Vienna, Ill., July 13-24; then Flora, Ill.

AMERICAN BEAUTY SHOWS

WANT FOR FAIRS STARTING AT WARRENTON, MO., JULY 15, FOLLOWED BY JEFFERSON CITY AND KEHOKA, MO., FAIRS.

Can place Concessions of all kinds. Ride Help on all rides. Also want Agents for Stock Stores and Cookhouse Help.

Contact **H. W. Bartholomew, Warrenton, Mo.**

WANT—AGENTS—WANT

For Count Store, Clothes Pin, Wheel; experienced Girls for Six-Cats and Buckets. Couple for Pan Game, prefer man and wife; also General Concession Help. This show has long route of fairs, closing first week of November. Need these Agents to join at once.

DOLLY YOUNG

Buff Hottle Shows, Newton, Ill. (Fair), this week.

DRAGO AMUSEMENTS

WANTED FOR KNOX, INDIANA, JULY 19-24

Two Girl Shows. Also all Concessions working for stock. Will book any Show for committee money only. Want Monkey Show for free privilege for Fulton County 4-H Fair at Rochester, Ind., Aug. 3-7. This show is booked solid with Fairs up to October 2. All replies:

PAUL DRAGO

1711 E. Markland, Kokomo, Ind., or as per route.

P.S.: No gypsies.

B & D SHOWS WANT

All types Game Concessions, \$25 per week. No grift or gypsies. Foreman for Merry-Go-Round and Allan Herschell Coaster. Have outfit for Side Show, good proposition for couple to operate show. Cookhouse: Jim Owens, wire. Use couple of Show People. Contact

B & D SHOWS
UNIONTOWN, PA.

DEL FLORE AMUSEMENTS

Want Concessions and Shows of All Kinds

French Fries, Glass Pitch, Ball Games, Six Cats, Bumpers, Fish Pond. Write or wire this week. Everson, Pa. Chippewa Township Fair, Beaver Falls, Pa., July 19-24. Homer City, Pa., Centennial, July 25-31. Navell, Pa., Firemen's Fair Aug. 2-7. Homocoming, Magnolia, Ohio, Aug. 11-14; St. Vitus Church Celebration, New Castle, Pa., Aug. 15-18; downtown Youngstown, Ohio, Aug. 23-28; Delroy, Ohio, Fair Sept. 1-2-3-4.

THANK YOU CHAS. COOPER
Side Owner & Inventor with World of Month Shows for your Chevrolet Tractor purchase.
"Save Money With Johnny"
JOHNNY CANOLE
Altoona, Pa.
Phone 5347 or 3-0002

LEO W. RAINS
Please contact
R. C. BRYAN

WANT INFORMATION
on whereabouts of
DOROTHY LEE PARKER
and
IZZY FIRESIDES
BERMAN SALES COMPANY
Pennsburg, Pa.

WANTED
For Henries' A.C.A. Shows. Enlarging Girl Show for Fair; want Novelty, Top or Acrobatic Dancers (no Strips); also Girls for Ball. No experience necessary if you have youth and looks. Also need two Working Men for big top who can help Candy Pitchman. Write or wire **HAROLD WETHERBEE** or **SCOTTY McNIEL**, c/o A.C.A. Shows, Ironwood, Mich.

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

NOW CONTRACTING SHOWS, RIDES AND CONCESSIONS FOR THE BALANCE OF OUR STILL DATES AND CELEBRATIONS FOLLOWED BY THE FINEST ROUTE OF SOUTHERN FAIRS EVER OFFERED BY A

MOTORIZED SHOW
Washington County Fair, Jonesboro, Tenn., August 16-21 | Gwinnett County Fair, Lawrenceville, Ga., Sept. 13-18 | Cowetta County Fair, Newnan, Ga., Oct. 11-16
East Tennessee District Fair, Kingsport, Tenn., Aug. 23-28 | West Central Ga. Fair, Thomason, Ga., Sept. 20-25 | Spalding County Fair, Griffin, Ga., Oct. 18-23
Buncombe County Festival, Asheville, N. C., Aug. 30-Sept. 4 | Calhoun County Fair, Anniston, Ala., Sept. 27-Oct. 2 | East Alabama Fair, Opelika, Ala., Oct. 25-30
Elberton Nine County Fair, Elberton, Ga., Sept. 6-11 | Troup County Fair, LaGrange, Ga., Oct. 4-9 | Crenshaw County Fair, Luverno, Ala., Nov. 1-6
Closing with the Biggest Armistice Celebration in the Entire South, November 8-13

SHOWS
Midgut, Circus or Revue, Circus Side Show, Fat Show, Monkey Circus, Illusion, Glass House, Fun House, Society Circus or Wild West, Wild Life, complete Minstrel Show. Doc. Thomas, contact us at once.

MOTORDROME
Manager with Riders for nicest Drome on road.

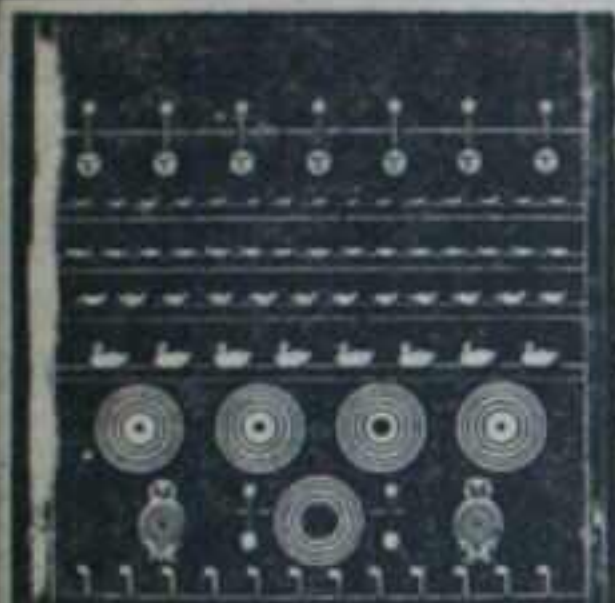
RIDE HELP
Can place useful and competent Ride Men. Foremen for Merry-Go-Round, Twin Wheels, Fly-a-Plane and Rock-a-Plane. Must be sober and interested in a long season. Bill Brandon, contact at once.

WANT
Boat Ride, Coaster, Sky Fighter, Train, Live Ponies. (Tom Evans, contact us now).

KIDDIE RIDES
French Fries, Pronto Pops, Cotton Candy, Ice Cream Dip, Long Range, Novelties, Mats, Age and Weight, Heart Shape Pitch, Watch-La, Hoop-La, Photos, Pitch-Till-U-Win, Pottery, Cannon Rack, String Game, Toy Pitch, Huckly Buck, African Dip, Punk Rack, Six Cats who work for stock, or any other Hanky Panks working strictly for stock. (No buy backs, no put backs).

CONCESSIONS
Moon Rocket, Dark Ride, Tilt-a-Whirl, Scooter, Round-Up, or any up to date Major Ride not conflicting.

RIDES
All Address **JOHNNY T. TINSLEY SHOWS, Spencer, N. C., all this week**



ATTENTION—SHOOTING GALLERY OPERATORS!
IF YOU NEED GALLERIES
ACT NOW!

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do... assure your future with Evans—the Gallery built to last.

Complete details in our **FREE CATALOG**
Parts and Targets also available.
Write Today.

H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

IMMEDIATE DELIVERY—NO WAITING for These EVANS' Quality LONG RANGE GALLERIES

GALLERY "L"—3 ft. high, 10 ft. wide. One of the best small units. Good assortment bull-eyes, moving and stationary targets, spinners. With or without motor and bell.
GALLERY "E"—10 ft. high, 12 ft. wide. One of the most popular medium sized, with plenty of targets of every kind for real appeal! With or without motor and bell!

SUNSET AMUSEMENT CO.

Tama, Ia., 5th Annual Fair, July 21 to 24; Beardstown, Ill., Fish Fry, July 26-31; with nothing but Fairs and Celebrations until Caruthersville, Mo., Fair, October 5.

Concessions—Woni Cookhouse, Custard, Foot Longs, Grab, Long Range, Photos and Hanky Panks of all kinds. Shows to join at Beardstown, July 26, and balance of season. Help wanted for Second on Rides who can drive.
CALEDONIA, MINN., THIS WEEK; TAMA, IOWA, NEXT.

DOUG ELLIS SHOWS

OWENTON, KY., FAIR, JULY 21-24; BURLINGTON, KY., FAIR, AUGUST 5-7

CONCESSIONS—Scales, Age, Custard, Basketball, Slum Spindle, American Palmistry, Photo Gallery, Lead Gallery. WANTED—Foreman and Second Man for Merry-Go-Round and Ferris Wheel who drive semis. Good salary for sober, reliable Men. Can book two Grind Shows.
All replies to P. O. Box 121, Newport, Ky.; Owenton, Ky., to follow.

DOUG ELLIS

WANT CONCESSIONS, SHOWS

LEGION and V. F. W. CELEBRATION, Farrell, Pa., July 19 to 24

Want all kinds Hanky Panks and other legitimate Concessions, Age, Weight, Jewelry, Photos, Short Range, Custard, etc. Sunset Rides on midway. Also now booking for Conneaut, Ohio, July 26 to 31, and Lawrence County Exposition and Fair, New Castle, Pa., Aug. 2 to 7.

GEO. LOCKHART
4055 South Ave., Youngstown, Ohio Phone: Day—LE. 46407. Night—ST. 89198

DUMONT SHOWS

Victoria, Va., July 19 to 24; Chase City, Va., July 26 to 31

WANT Concessions: Ball Games, Cotton Candy, Hoop-La, French Fry, Pitch-Till-Win, Coke Bottle, Swinger, Six Cat, Buckets and Penny Pitch. WANT Manager with Girls for Girl Show. Johnnie Ryan, come on. Goody Phillips or Frenchie Moore and capable Agents, get in touch with Hardy Brady. Want Bingo. Can use one good Spindle Player. Bill (C. V.) Cox no longer connected with Show. All address:
LOU RILEY, Hopewell, Va., July 12 to 17

AGENTS--WANTED--AGENTS

FOR SIX CATS, BUCKETS, OVER 12. WEEK OF JULY 15 FOR CHICAGO, ILL.

BOB K. PARKER
BOX 111 (Phone 801-J) DELAVAN, WIS.

Eddie Young's STERLING CROWN Shows

WANT FOR FOLLOWING FAIRS—18 MORE TO GO
VIENNA, ILL., JULY 17-24 DANVILLE, ILL., AUGUST 1-6
FLORA, ILL., JULY 26-30 MARION, ILL., AUGUST 8-14
AND TWO MORE IN ILLINOIS, THEN 12 IN SOUTHERN STATES. OUT UNTIL LATE NOVEMBER IN FLORIDA.

CONCESSIONS Eating joints, Popcorn, Scales, Age, Novelties, Fish Ponds, Ball Games, Arcade, Custard and any Merchandise Concession.
SHOWS Will book Drome, Side Show, Monkey Show, Freak, Wildlife or any worth-while Show not conflicting. Also have Banner Line, Top and Semi Truck for Side Show (no Banners or P.A. Sets). Also have a 60-ft. Front and Top, also Semi Truck for a Grind Show.
RIDES Will book an Eli Wheel (due to accident with ours), also Scooter, Dark Ride, Caterpillar, Spitfire, Rock-a-Plane and one or two kind Rides other than Autos and Airplane. Reserve space now.
Reply to E. L. YOUNG, Mgr., Vienna, Ill.

Royal Exposition Shows

WANT TO JOIN IMMEDIATELY FOR AUGUSTA, GA., JULY 19-24
Then five weeks of Tobacco Markets to follow.
Ten weeks of Georgia Fairs, starting August 30.

CONCESSIONS of all kinds, Jewelry, Long and Short Range Galleries, Custard, Candy Floss, Photos (note, Ben Gross), Fish or Duck Ponds, Pitch-Till-U-Win, Ball Games. SHOWS—Funhouse, Snake Show, Trained Animal Show or any worth-while Grind Show. People to take Girl Show, must have two or more girls. Concession Help—Man and Wife to work in Diner. Glass Pitch Help. Agents for Peek, Count, Line-Up, Skillo and Buckets. Joe Zeno, Rudy Johnston, Bill Slate, Bobby Bloom, Leon Ichenholtz, Humpy E, get in touch. Red McKinney wants boys to answer.
All answer Covington, Ga., thru July 17; then Augusta, Ga. All answer Western Union, W. H. "Splinter" Royal.
ROYAL EXPOSITION SHOWS
COVINGTON, GA., THEN AS PER ROUTE.

WANTED FOR THE 21st ANNUAL FIREMEN'S FAIR & OLD HOME WEEK
July 27-31. Two Big Parades. A few more Hanky Panks, String Game, Hoop-La, Glass Pitch, Fish Bowl, Pitch, Mug Outfit or what have you? Wild Life Show. All people who contacted me, write again. No flats. Write or wire me at Reynoldsville, Pa., July 12-17 and Seneca, Pa., 19-24.
JOLLY JAILLET
c/o Eddie Dietz Show
P.S.: Mr. Eagleman, write.

LEONARD McCOY
JOE NOEL
TOM & RACE GREEN
BILL GUFFY
Contact immediately. Very important.
MARY KLENKE
Lowellville, Ohio, this week; Farrell, Pa., next.

All persons who witnessed the fatal shooting of **MR. AL WAGNER** which occurred in Pensacola, Florida, kindly be in Pensacola, Florida, on July 29, 1954 to testify at the trial of **W. O. BURKE** who is charged with killing Mr. Wagner. You may contact Deputy Sheriff Hump Gandy or County Solicitor John L. Reese, Pensacola, Florida.

WANTED
Carnival outfit at your convenience of one week standing. Situated in rich farm country of York County, Pa. Can use Free Act. Sponsored by local band.
E. E. GLADFELTER
R.F.D. 23, Stewartstown, Pa.
Phone: 9597-R-2



WANT FOR MARTINSVILLE, ILL., FAIR, JULY 19-24. 120,000 ATTENDANCE LAST YEAR

LOT MAN
A "Take Charge" type Man who can handle lot at big Fairs. Good salary to right man.
SIDE SHOW
Will book a well framed Side Show with good Legitimate Acts for committee money only for balance of season.
SHOWS—Will book Fun House, Glass House, Snake Show or any Grind or Ding Show of merit. **CONCESSIONS**—Hanky Panks, Eating Stands and Prize-Everytime Concessions of all types.
OPEN MIDWAY AT FAIRS—NO RACKET, NO GYPSIES.
Martinsville, Ill., followed by Palmyra, Ill. THEN THE BIG ONE—BELLE-CLAIR COUNTY FREE FAIR, BELLEVILLE, ILL., 350,000 ATTENDANCE LAST YEAR.
Wire **THOMAS D. HICKEY, Mgr.** OR Call **DON GRECO, Conc. Mgr.**
GEM CITY SHOWS OR LELAND HOTEL
RICHMOND, IND., THIS WEEK. RICHMOND, IND.

SPECIAL PROPOSITION for WATER SHOW, MOTOR DROME and MINSTREL SHOW

for the **RED RIVER EXHIBITION**
WINNIPEG, MAN., July 24-31
Phone or wire **FRANK R. CONKLIN, Brantford, Canada**

FLOYD O. KILE SHOWS
Will place the following
CONCESSIONS—Bingo, Custard, Novelties, Hoop-La, Bumper, Targets, Hi-Striker, and other Hanky Panks. **SHOWS**—Want high-class Girl Show, Big Snake, Mechanical, 10-in-1, Sun Harris, Helen Golden, contact. We have Show territory, setting money. **RIDES**—Octopus, Tilt, Fly-a-Plane, Spitfire or Roll-a-Plane, Train, Ponies. No other Rides conflicting. Fun House, low percentage. **HELP**—Man for Kid Rides who drives. All replies **FLOYD O. KILE, Mgr.**; **JIMMIE DAVIDSON, Concession Mgr.**
TRENTON, MISSOURI, July 13-17; LEXINGTON, MISSOURI, July 20-24; TIPTON, MO., FAIR, July 26-31; then IOWA, FAIRS.

C.S. PECK presents **KEY CITY SHOWS**

Want for the following route of Centennials and Fairs. Valley Mills, Ind., Fair; Chenoa, Ill., Centennial; then Marion, Ind., Fair, others to follow. All Fairs.

CONCESSIONS—Photo, Bottle Game, Bumper, Hoop-La, Short Range, Long Range. Others that do not conflict, only one of kind booked. No gypsies.

RIDE HELP—Want Wheel Foreman, Octopus and Chairplane Foremen, salary \$60.00; must have license and drive semi.

Hymera, Ind., this week; Valley Mills, Ind., July 19th-24th. Wire

ROBERT or C. S. PECK

BARNEY TASSELL SHOWS

WANT FOR ALEXANDRIA, VA., RIGHT IN TOWN. HERE IS THE ONE YOU'VE BEEN WAITING FOR, WEEK OF JULY 19; THEN MARYLAND PARK AND WASHINGTON, D. C., TO FOLLOW.

Rides not conflicting. Concessions of all kinds. No Wheels or Percentages. Shows of merit. No Girl Show. This is a free gate and sensational free acts nightly. Wire this week, Lively, Va.

PENN PREMIER SHOWS

WEEK OF JULY 19-24, YOUNGSTOWN, OHIO; FOLLOWED BY DRAVOSBURG, PA., JULY 26-31. THEN ALL FAIRS UNTIL NOVEMBER 1.

CAN PLACE COOKHOUSE TO JOIN ON WIRE. MUST BE IN KEEPING WITH THE SHOW AND CATER TO SHOW PEOPLE. Can also place Short Range Gallery, Glass Pitch, Derby Racers and any other legitimate Concessions.

CONCESSIONS SHOWS

Can place Man to take over and manage complete Snake Show. We have everything complete.

Only two more still dates, then 15 weeks of solid fairs. Address all mail and wires to

Lloyd D. Serfass, Penn Premier Shows
Du Bois, Pa., this week, or phone General Pershing Hotel, Du Bois, Pa.

CARL D. FERRIS SHOWS

WANT FOR 14 FAIRS STARTING NOW. WELLSVILLE, N. Y., JULY 17-24

RIDES—Can place Tilt, Whip or any Flat Ride. SHOWS—Want Side Show, Wildlife, Unicorn or any novel show with own equipment. Lee Alter, can offer you real deal plus A-#1 route. CONCESSIONS—Place any and all Hanky Panks at live and let live prices. HELP—Want Agents for Pin Store, Skillo and Razzle. Only three Stores on show. Can place Ride Men, Lee Cross, call me. Want Operator for Girl Show with two or more girls or will place girls alone.

All address **RALPH DECKER**
Danville, N. Y., this week; then as per route.

STATE FAIR SHOWS

HELP: Want Foremen and Second Men on Eli Wheel, 32-ft. Merry-Go-Round, Roll-o-Plane, Dipper. All must drive. SHOWS: Want Operator with Girls for Girl Show, I have equipment. Will book any Grind Show with own equipment. CONCESSIONS: Want Operator for Cookhouse or will book yours. Will also book Concessions that can and will work for stock. THIS SHOW HAS 12 BIG DATES, LAST FAIR ENDS LAST WEEK IN OCTOBER IN TEXAS. WE SHOW OXFORD, NEBR. (ON MAIN STREET), JULY 19-24. OTHERS TO FOLLOW. ALL FAIRS AND CELEBRATIONS. WE CARRY FREE ACT, FREE GATE, NO RACKET.

Wire, do not call, **E. J. MORRIS, Mgr.**
ALMA, NEBR., THIS WEEK.

P.S.: WILL BUY ANY ONE-TRUCK RIDE.

ULEY REITHOFFER SHOWS

Want legitimate Concessions of all kinds. Want Wildlife, 10-in-1, etc. Beech Creek Community Fair, July 19-24. Free gate, different free entertainment every night, firemen's gigantic parade. Don't let the size of the town fool you. This is a red one.

J. REITHOFFER, ULEY REITHOFFER SHOWS, Kingertown, Pa.

RIDE HELP WANTED

Experienced Ferris Wheel Man and other Ride Help.

Drivers preferred.

MORRIS HANNUM SHOWS

Conshohocken, Pa., this week; Flourtown, Pa., July 19-24.

A.M.P. SHOWS
Juggly

Want Hanky Panks, especially String Games, Buckets, Six Cats, Hi-Striker, Penny Pitch, Lead Gallery, Hoop-La and others not conflicting. Want Ferris Wheel, Tilt-a-Whirl and Chairplane Foremen. Semi drivers preferred. Good opening for Snake Show, Animal, Monkey, Fat or any other worth-while family-type Shows.

Elkins, W. Va., this week; Weston, W. Va., next week.

PAN AMERICAN SHOWS

WE PLAY BRODHEAD, KY., LITTLE WORLD'S FAIR

Want Bingo, Glass Pitch and Candy Floss. Ride Foremen for Octopus and Ferris Wheel. Help on all Rides. Want Girl Show, Operator for Funhouse and Wildlife. Wally White wants Side Show Acts, Annex Attraction, Inside Lecturer, Bally Girls, good proposition. Want Front Man for Snake Show. Want Pony Ride, Train, Roll-o-Plane, Tilt, Caterpillar. Want Hanky Panks of all kinds, Photos, Custard and Lead Gallery. Want Operator for Popcorn and Floss. Agents for Six Cats, Seales and office-owned Hanky Pank. Mt. Vernon, Ind., this week; Marion, Ky., next week; then Cadiz, Ky., Fair, week of July 26.

WANT TO BUY OR LEASE

Tilt, Spitfire, Roll-o-Plane in good condition.

CHAS. WINN, Jr.
General Delivery Danville, Indiana

BERT EDWARDS

Wire me where I can contact you by telephone. Important.

Johnny Richmond
c/o Carnival, Concessions, Pa.

Carnival Routes

Continued from page 74

Great Wallace: Moundsville, W. Va. Greater Dixieland Expo.: (Fair) Wapello, Ia. Groves Greater: Lake Charles, La., 13-23. Hale's Shows of Tomorrow: Liberty, Mo.; Overland Park, Kan., 20-24. Hames, Bill: Round Rock, Tex. Hammond, Bob: Okmulge, Okla.; Cherryvale, Kan., 19-24. Hannum, Morris: Conshohocken, Pa.; Flourtown 19-24. Happy Attrs.: New Washington, O.; Mansfield 19-24. Happyland: Pontiac, Mich., 12-24. Hartsock Bros.: Kellerton, Ia., 14-17; Decatur 22-24. Helman United: New Sharon, Ia.; Keosauqua 19-26. Hoth, L. J.: (Fair) Pinckneyville, Ill.; (Fair) Sturgis, Ky., 19-24. Hiawatha: Postoria, O.; Grand Rapids 19-24. Hill's Greater: Ogallala, Neb. H. & M. Am.: Hiller, Pa. Hottle, Buff, No. 1: Newton, Ill.; Peoria 20-25. Hottle, Buff, No. 2: Westville, Ill.; Arthur 19-24. Hugo's Novelty Expo.: Agency, Mo., 15-18; Flate City 22-23. Ideal Rides: Kansas, Ill.; (Fair) Carlyle 20-24. Imperial: (Fair) Carrollton, Ill.; Taylorville 18-23. Interstate: Lebanon, Ky.; Glasgow 19-24. Johnny's United: Madison, Ind. Kellogg, Robert D.: (Fair) Fairhaven, Va., 19-24. Ken-Pen: Stevens, Pa. Key City: Hymera, Ind.; Valley Mills 19-24. Kile, Floyd O.: Trenton, Mo.; Lexington 19-24. Klenke Am.: Lowellville, O.; Farrell, Pa., 19-24. Lagasse Am. Co., No. 1: Worcester, Mass. Lakeshore Am.: Niantic, Ill., 15-17; Carthage 21-24. Lee United: Big Rapids, Mich. Lewis, Ted: Coplague, L. I., N. Y. Louis, Dan: New Harmony, Ind. Majestic Greater: Port Huron, Mich., 12-18; Cuyago, Ind., 21-25. Manting, Ross: Hammonton, N. J. Marion Greater: Newland, N. C. Marks, John H.: Chester, Pa., 13-18; Red Lion 19-24. Marvel: Danvers, Ill., 15-17. McKenna's Rides & Am.: North Pond du Lac, Wis., 13-19; Kaukauna 20-27. Merriam's Midway: Pine Island, Minn., 12-14; Northfield 15-17; Comfrey 19-21; Buffalo 22-24. Metropolitan: Galesburg, Ill. Midway of Mirth: Murphysboro, Ill. Mighty Hoosier State: Shoals, Ind. Mosher Am.: Sebawaing, Mich., 13-15. Motor State: Bradner, O.; Cygnat 19-24. Myers, Souny: St. Joseph, Mo.; Fairfax 21-24. Nelson, George W.: Corwith, Ia., 13-14; Lohrville 16-17; Winnebago, Minn., 19-21. New England Am.: Brookfield, Mass. Nolan Am. Co., No. 1: Obeta, O.; Canal Winchester 21-24. Nolan Am. Co., No. 2: Mount Sterling, O., 15-17; West Jefferson 19-24. Northern Expo.: Plentywood, Mont., 13-15. Norton's Rides: McLaughlin, S. D.

Pan American: Mount Vernon, Ind.; Marion, Ky., 19-24. Pan American Am. Corp.: (Fair) San Rafael, Calif., 14-18; (Fair) San Carlos 21-25. Penn Premier Shows: Du Bois, Pa.; Youngstown, O., 19-24; Dravosburg, Pa., 28-31. Playtime: Falmouth, Mass.; Provinceton 19-24. Powelson Greater: Reynoldsburg, O., 13-17; New Holland 20-24. Prael's Broadway: Levittown, L. I., N. Y., 12-21. Putaka, A. H.: London Mills, Ill., 21-24. Rained Am. Co.: Bixby, Okla.; Stilwell 19-24. Riley, Harold: Calypso, N. C. Reid, King: Edmundston, N. B. Reithoffer: Schuykill Haven, Pa. Rocky Mountain Empire: Gunnison, Colo., 15-18. Rogers Bros.: Staples, Minn., 15-17; Battle Lake 18-20; (Fair) Lisbon, N. D., 22-24. Rose City Rides: Herman, Mo., 17-18. Royal American: Edmonton, Alta. Royal Expo.: Covington, Ga.; Augusta 19-24. Royal Midwest: Veedersburg, Ind.; Oakland, Ill., 20-24. Royal United: Clinton (Lyons), Ia., 14-17; New Hampton 19-20; Lansing 21-22; Coggon 23-24. Rumble Greater: Jasper, Ind.; English 19-24. Schafer's Just for Fun: Gary, Ind. Shamrock: Campbell, Neb., 12-14; Crete 15-18. Siebrand Bros.: Kallispel, Mont. Silver Dollar: Sallisaw, Okla. Skerbeck: Escanaba, Mich., 12-24; Crystal Falls 16-18; Bessemer, Mich., 20-23. Smith's Funland: Webster Springs, W. Va.; Onsted 19-24. Smith, George Clyde: Lilly, Pa. Snapp Greater: Prairie du Chien, Wis. Southern Valley: Pine Bluff, Ark.; Balesville 19-24. Spartan Greater: Ely, Minn., 13-18. Star Am.: Reyno, Ark.; Tuckerman 19-24. Siale Fair: Alma, Neb.; Oxford 19-24. Stephens, C. A.: Appalachia, Va. Stephens, Otto: Winterset, Ia., 14-16. Sterling Crown: Vienna, Ill., 13-24. Stipe's: Gilmanton, Wis., 16-18; Pepin 23-25. Strates, James E.: Niagara Falls, N. Y. Strong's Am. Co., No. 1: Fairmont, Neb., 15-16; Valpariso 23-25. Strong's Am. Co., No. 2: Able, Neb., 17-18; Orchard 21; Ciedonwater 22. Sunset Am. Co.: Caledonia, Minn., 13-18; (Fair) Tama, Ia., 19-24. Tassell, Barney: Shows: Lively, Va.; Alexandria, Va., 19-24. Taham Bros.: Gardner, Ill.; (Fair) Lexington 20-24. Tennessee Valley Am.: Dover, Tenn.; Erin 19-24. Thomas, Art B., No. 1: Belle Plaine, Minn., 16-18; Long Lake, S. D., 20; Ellendale, N. D., 21-22; Hulton 23-24. Thomas Joyland: Lima, O. Tidwell, T. J.: Watanga, Okla. Tinsley, Johnny T.: Spencer, N. C. Tip Top: Oshkosh, Wis., 15-18; Barron 23-25. Tivoli: Tuscola, Ill.; (Fair) Mount Vernon 19-24. United Expo.: Joliet, Ill.; Elgin 19-24. United States: Anstead, W. Va. Van Billiard: Delmar, Del.; Fruitland, Md., 19-24. Veterans' United: (Fair) Plaxton, N. D., 12-14; (Fair) Crosby 15-17; (Fair) Bottineau 19-21; Maddock 22-24. Virginia Greater: Denton, Md.; Chester-town 19-24. Vivona Bros.: Lebanon, N. H., 12-18. Volunteer: Sneedsville, Tenn. Wade Greater: St. Clair, Mich., 14-18; (Fair) Carleton 20-25. Wade, W. G.: Ludington, Mich.; Evert 19-24. Wallace Bros.: S. Beloit, Ill. Wallace Bros. of Canada: (Fair) Dauphin, Man., 19-21. West Coast: Roseburg, Ore., 12-18; Springfield 20-25. West Coast No. 2: Tracy, Calif., 16-20; Firebaugh 22-25. West Coast Expo.: Sacramento, Calif., 13-19. Wilcox, Dick: Greenville, Me.; Norway 19-24. Wilcox, Shan: Lexington, Ky.; Frankfort 19-24. Williams Am. Co.: Wytheville, Va. Wilson Famous, No. 1: Cuba, Ill.; Hanna City 22-24. Wilson Famous, No. 2: Athens, Ill., 20-23. Wolf Greater: Coombs, Minn., 12-14; Sleepy Eye 16-18. World of Mirth: Lewiston, Me. World of Pleasure: Grand Rapids, Mich. World of Today: (Fair) Thief River Falls, Minn., 12-18; Valley City, N. D., 18-24. Young, Monty: Ogden, Utah, 14-24.

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Must have girls. We have complete outfit.

MARKS SHOWS

Chester, Pa., this week; Red Lion, Pa., to follow.

SHAMROCK SHOWS

Want for Central Nebraska's Biggest Celebration, AMERICAN LEGION JUBILEE, Crete, Neb., July 15-19. Car given away

Any Ride not conflicting. Novelties, Photos, Hi-Striker, Bumper, Frozen Custard, Ice Cream, Watermelon, French Fries, Basketball and other legitimate Concessions. Monkey Show, 10-in-1, Grind Shows with own outfits. Helen Golden, come on. Also want Hanky Pank Agents and Ride Help. No drunks, flats or gypsies wanted. For Sale—Hi-Lo Kiddie Airplane Ride, excellent condition. Thru July 14, Campbell, Nebr.; July 15-18, Crete, Nebr.

BUFF HOTTE SHOWS #2

Want for Heart of Illinois Fair, Peoria, Ill., July 20-25, and for balance of season.

CONCESSIONS: Want Concessions of all kinds that work for stock. Especially want Penny Arcade, Long Range, Strings, Bumper, etc. SHOWS: Especially want Side Show. Have tent for anyone who has something worth-while. Will book one or two more Grind Shows not conflicting with own outfit. HELP: Ed Hife wants Griddleman, Cooks and Waiters. John Phillips, call me at River Park Motel, Newton, Ill. All replies:

BUFF HOTTE, Mgr.
Newton, Ill., this week.

WANTED—WANTED

Pin Store, Count Store and Six Cat Agents. Only Stores on the show. Will place wives in Hanky Panks. All wires to

Jimmy Chanos Shows

Muncie, Indiana, this week; New Bremen, Ohio, next week.

Nuts and Bolts

Want a few Second Men on Rides who will do some work and drive semis. Shows—Want Silodrome, Monkey Dromes, what have you? Concessions—Hi-Striker, Novelties, Picture Gallery open. Talent for Art Show. Dude Brewer wants Agents. Amboy, Ill., this week; De Kalb, follows; then the Big One. Contact

DYERS GREATER SHOWS

CARNIVAL FOR SALE

Eight rides — wonderful circuit, real money-getting. Also second unit—three rides. Ill health reason for selling.

Write to **BOX D-52**
c/o The Billboard Cincinnati 22, O.

FOREMEN WANTED

Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Rolloplane, \$60.00 per week. Only sober men need apply. For Sale—Merry-Go-Round.

ARROWHEAD SHOWS
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100 AMPERE ARC SPOTLIGHTS
KLEIGLS—MESTROMS, ETC.
LOW PRICES

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For Annual Homecoming, Aug. 6-7-8, Grand Tower, Ill.

Dr. M. J. Hughes
Call: Murphysboro, Ill., County 31F13, 2:00 to 4:00 p.m.

DORSO & GOODMAN

WITH CETLIN & WILSON SHOWS

WANTS

2 Bingo Callers, also Countermen. Long route—good fairs. Address: New Castle, Pa. this week.

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IDA E. COHEN
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CHICAGO, ILLINOIS

BARDEX MINSTRELS

Want Colored — two more Trumpet Players, one more Trombone, one Alto, one Baritone. Enlarging show for long Southern tour. Other useful people write or wire. No collect.

DOC THOMAS, Bandleader
New Bern, N. C.

ATTENTION DICK WALDRON

Please contact **ED DEIBERT** at once. Important.
c/o General Delivery, Daytona Beach, Fla.

WANTED

Girl, Snake and Monkey Shows. Also Cookhouse, Popcorn, Floss and Snow. Want Hanky Panks of all kinds. Open midway. 15 Fairs. Les How wants Agents. Address:

Silver Dollar Shows
Sallisaw, Okla., this week.

CONCESSIONS WANTED

Hanky Panks of all kinds for Fair, week July 19-24, within 50 miles of St. Louis, and other Fairs to follow. Phone:

MRS. JOHN K. MAHER
CA#field 1-6956 or Prospect 6-8042
St. Louis, Mo.

WANT

Two capable Count Store Agents and two Pin Store Agents who will follow orders for

BLACKIE MOORE
with Dwight Bazinet, Wade Greater Shows, St. Clair, Mich., this week.

ROYAL MIDWEST SHOWS

Can place for V.F.W. Street Fair, Oakland, Ill., July 20-24, Eats and Drinks and Stock Concessions of all kinds.

ROXIE HARRIS
Veedersburg, Ind., this week.

Circus Routes

Send to **2160 Patterson St. Cincinnati 22, O.**

Bailey Bros. & Cristiani: Anchorage, Alaska, 13-17; Fairbanks 19-26. Beatty, Clyde: Courtenay, B. C., 13; Victoria 14-18; Duncan 16; Nanaimo 17; New Westminster 19; Chilliwac 20; Kamloops 21; Vernon 22; Kelowna 23; Revelstoke 24. Cole, Geo. W.: Watervliet, Mich., 13; Three Oaks 14; Cassopolis 15; Colon 16; Butler 17; Antwerp, O., 18; Oakwood 19; Rockford 20; New Bremen 21; Fort Recovery 21; Versailles 22; Covington 24. Gould, Jay: Lakota, N. D., 13-14; Forman 15-17; Oakes 19-21; Wishek 22-24. Hagen Bros.: East Syracuse, N. Y., 13; Oneida 14; Utica 15; Amsterdam 16; Glens Falls 17. Hunt Bros.: Canton, N. Y., 13; Star Lake 14; Carthage 15; Alexandria Bay 16; Adams 17. Kelly-Miller: Roundup, Mont., 13; Red Lodge 14; Columbus 15; Big Timber 16; Livingston 17. Kelly-Morris: Greenburg, Pa., 14. King Bros.: Lewiston, Me., 13; Waterville 14; Bangor 15; Augusta 16; Rumford 17; Berlin, N. H., 18; St. Johnsbury, Vt., 20; Montpelier 21; Burlington 22; Plattsburg, N. Y., 23; Saranac Lake 24. Mills Bros.: Titusville, Pa., 13; Corry 14; Jamestown, N. Y., 15; Brocton 16; Orchard Park 17; Rochester 18; Geneva 20; Auburn 21; North Syracuse 22; Yorkville 23; Fort Pitt 24. Packs, Tom: Plattsburgh 14-17; Wheeling, W. Va., 19-21; Indianapolis 22-24. Polack Bros. Eastern: Fargo, N. D., 15-18; Mankato, Minn., 19-20; Eau Claire, Wis., 21-22; Escanaba, Mich., 24-25; Rockford, Ill., 27-29. Polack Bros. Western: San Jose, Calif., 13-14; Santa Cruz 16-17; Eureka 22-24; Chico 27-28. Ring Bros.: Point Pleasant, N. J., 15. Ringling Bros. and Barnum & Bailey: Parkersburg, W. Va., 13; Huntington 14; Charleston 15; Columbus, O., 16-17; Springfield 18; Cincinnati 19-20; Lexington, Ky., 21; Jeffersonville, Ind., 22; Evansville 23; Paducah, Ky., 24; Marion, Ill., 25.

ROADSHOW REP

IN LOOKING over a recent issue of The Billboard I read with pleasure the names of old-time rep folks, but failed to see the name of **Monroe Hopkins**, writes **Jack McClaskey**, a former member of the Hopkins show, who is now located in Hillboro, Tex., as a salesman of billboard advertising. McClaskey enclosed in his letter a clipping of a 1952 Houston Press amusement column written by **Paul Hochull**. The column recounted many of the ups and downs of that show and mentioned such well-known performers of yesteryear as **Bob and Dayne Tetheroh**, **Meck Long** and **Red Ford**. **Mrs. Monroe Hopkins**, who was known professionally as **Lola Axtell**, and her sister, **Mrs. Hila Morgan**, are now living in Houston. McClaskey reports that this past spring he had a grand session visiting with **Hank Brunk** and **Harve and Roland Havenstock** in Wichita Falls, Tex. The **Tilton Comedians**, formerly the **Tilton & Guthrie Players**, are playing established summer territory in Iowa under canvas. Rains and storms in recent weeks have cut attendance. At **Webster City, Ia.**, recently the show encountered the worst flood in years and was forced to obtain a new lot. All roads but one were closed. However, despite the tough going everyone on the show is in good spirits and is looking to the future for an improvement in business. "The short pieces about old-time Tom shows make good reading," writes **E. M. Casey**, Cambridge, Mass. "Around 1910 I took on a job as advance agent for a Tom show that played out of Boston. It was floated by **Joe Hall**, who came from **Lowell, Mass.**, and had been an actor and musician with many Tom outfits. Two days before the opening some of the performers disappeared, but in true showbiz tradition, **R. J. Milliken**, an old-timer, volunteered

to take over a couple of roles. A couple of other substitutions put the show on the road for a short but paying tour. Those old-timers sure get out of tight spots."

ARCHIE McMILLAN writes from Seattle: "I read with pleasure news of the old 10-20-30 shows. In my travels thru Oregon, California and Washington I occasionally run into a family show and always attend the performance. Most of them come from the East and carry worthwhile talent. In a small Oregon town last winter I met the **Wass** family of four performers and traveled to three towns that they played. The family came from New England and changed the bill nightly as the sponsor was a group that had membership in each of the towns. The family gave three of the best dramatic bills I have seen since the days I was with **Rowland & Clifford** out of Chicago. They also did a few vaude numbers that were good. If the road ever comes back it will be with these clever family shows."

S. A. (Sandy) Crowell writes from Gillette, Wyo.: "Things seem better in this area than they did last year. Having a stroller type show, I make small towns and am getting more play than I did in 1953. I take on some indoor dates but work outside most of the time. At **Rawlins, Wyo.**, I met **Neal Silver** and family. They have a good trailer set-up and work in busking fashion, with some merchandising at the finish. Silver is an old minstrel musician and likes to recall the time when the **Haverly Minstrels** played Western mining towns. The **Silvers** winter in California. . . . From **Beaver, Utah**, **Gitt's Family Show** reports that an outdoor platform show has been set up for the summer after a season of school and auspicious dates that was poor. The show handles merchandise.

Douglas Okay For Rabons

DOUGLAS, Ga., July 16. — Rabon's Dixie Roller Rink, a portable, has been playing here for the past five weeks to fair business and expects to stay on for the tobacco sales which start July 15, according to **Bill Rabon**, manager.

The rink is located four blocks from the main part of town on **Peterson Avenue** and is sponsored by the **School for Handicapped Children of Coffee County**. Owners of the rink are **Bill and Cecil Rabon, Fitzgerald, Ga.**, with **Julius Ball** as floor manager. The rink has a new 40 by 100-foot maple floor.

Philly Chrystal Does Away With Member Cards

PHILADELPHIA, July 10. — Owners of **Crystal Palace Roller Rink** this week agreed to do away with requiring membership cards for skaters. The decision came as a further hearing was about to begin on charges of discrimination against Negroes before a three-man committee of the city's Human Relations Commission.

Seven Negroes filed the charges with the Commission, stating that they had been refused admission and had to file applications for membership cards. White witnesses testified at previous hearings that they gained admission and were issued membership cards immediately upon application.

After a 45-minute conference with Commissioners **Nathan L. Edelstein** and **Francis J. Coyle** yesterday, **Julian E. Goldberg**, attorney for the complainants, asked that the hearings be continued to October 15.

"The respondents should be given an opportunity to demonstrate complete non-discrimination because of race or color," he declared.

Abraham J. Levy, attorney for **Arthur E. Litzenger**, rink president, and **Mary Haller**, its secretary, also attended the conference. **Levy** announced complete agreement to the postponement and added that a notice would be posted on the rink noting that "all persons are welcome."

Levy said **Litzenger** had also agreed to do away with the membership card system. **Edelstein** said the full nine-man commission would have to act on the request for suspension of the hearings, but that he expected that they would agree to it.

Barber Heads New URO Officer Slate

Members Vote to Hypo Skating Interest Thru Civil-Social Group Participation

WASHINGTON, July 16. — **Norman Barber, Cranston, R. I.**, was elected president of the **United Rink Operators** at that organization's 13th annual convention held July 6 and 7 in the **Willard Hotel** here concurrently with the national championships of the **United States Amateur Roller Skating Association**.

Others elected to serve for the coming year are **Robert Black**, first vice-president; **George D. Yoder**, third vice-president; **Kenneth Trueman**, secretary, and **Perry Giles**, treasurer, with **James Wall**, **Connie Macklow**, and the retiring president, **Joseph Barnes**, completing the executive board.

Two business sessions were held in which plans were made to increase interest in roller skating thru the participation of civil and social groups. During the past year members of the URO have adopted the policy of awarding merit badges for skating activities to organizations such as the **Girl Scouts**. **P. Aluise**, of the **Bladensburg (Md.) Arena**, reported outstanding success with **Girl Scout** groups in his classes.

Membership in the URO showed a gratifying increase during the previous year, particularly in the **Midwestern area**, where there has been a good deal of activity among members.

It was brought to the attention of the organization that some of the events in the national skating competitions were without trophies, and it was decided that the URO would select a permanent challenge trophy to be presented to the club winning the most points in racing events.

Luncheons were given by the URO to members and guests at both meetings, and at the conclusion of the sessions all members, manufacturers' representatives, professionals and officials of the **USARSA** were guests of

the **Chicago Roller Skate Company** at a dinner held at the **Willard Hotel**.

Among those attending the dinner were **Robert Black**, **Huntington, W. Va.**; **Harry Black**, **Ashland, Ky.**; **Mr. and Mrs. Ross**, **Danbury, Conn.**; **Mr. and Mrs. Perry Giles**, **Muskegon, Mich.**; **Mr. and Mrs. Earl Van Horn**, **Mineola, N. Y.**; **Mr. and Mrs. Don Victor**, **Mt. Vernon, N. Y.**; **Bruce Irwin**, **Washington**; **Tom Brown**, **Alexandria, Va.**; **Patry Aluise**, **Bladensburg, Va.**; **E. V. Regalia**, **Floram Park, N. J.**; **Mr. and Mrs. Robert Baker**, **Lansing, Mich.**; **Mr. and Mrs. Joseph Barnes**, **Philadelphia**; **Mr. and Mrs. James Wall**, **Ft. Wayne, Ind.**; **Mr. and Mrs. Kenneth Trueman**, **Marion, Ind.**; **George D. Yoder**, **Sinking Springs, Pa.**

Connie J. Macklow, **Bridgeport, Conn.**; **J. W. Brush**, **Raybestos Corporation**, **Bridgeport**; **George Gillis**, **Indianhead Shoe Co.**, **Cleveland**; **Bill Skelly**, **Arcadia Sports Enterprises**, **Detroit**; **Jack Adams**, **New York**; **Paul Riedell**, **Riedell Shoe Co.**, **Red Wing, Minn.**; **Gloria Brushell**, **Bonny Skating Apparel**, **New York**; **O. W. Lemay**, **Livonia, Mich.**; **Mr. Fowlkes**, **Fomac Wheel Co.**, **Tulsa, Okla.**; **Sam Sholes**, **Dorchester, Mass.**; **Mr. and Mrs. Norman Barber**, **Cranston, R. I.**; **Elmer Byrnes**, **Chicago**; **Mr. and Mrs. William Schmitz**, **Elizabeth, N. J.**; **Mr. and Mrs. Jack Edwards**, **Elizabeth, N. J.**; **Vi Koch**, **Skating Reporter**, **Dumont, N. J.**; **Max Hyde** and **Max Lubin**, **Hyde Shoe Co.**; **Joseph Shevelson**, **Chicago Roller Skate Co.**; **Mr. Miller**, **Hyde Shoe Co.**; **Ben Goldstein**, **Roller Derby Skate Co.**; **Milton Aronson**, **Johnny Jones Jr.**, **Pittsburgh**, and **George Apdala**, president of the **USARSA**.

Drivin' 'Round the Drive-Ins

DOUGLAS AMOS, Hartford, Conn., division manager, **Lockwood & Gordon Theaters**, has announced plans for wide-screen facilities in all drive-in theaters in Connecticut. Slated for installations: **Norwalk Drive-In**, from 60 feet wide and 42 feet high, to 92 by 42; **Danbury Drive-In**, from 60 by 42 to 65 by 42; **Sky-Vue, Torrington**, from 60 by 42 to 88 by 42, and **East Windsor**, from 60 by 40 to 90 by 40. . . . **Floyd K. Bengston**, manager of the **Decker Drive-In**, **Baytown, Tex.**, was robbed of between \$400 and \$600 by two teen-aged bandits. He was slugged and had to have four stitches taken in his scalp. . . . Much friendly rivalry is developing over who is to have the biggest outdoor screen in **San Antonio**. Just as the **Varsity Drive-In** was taking the wraps off its giant screen, 40 by 100 feet, announcement was made by the **South Loop 13 Drive-In** that it will install a screen 46 by 102 feet. . . . An 18-year-old youth has been charged with burglarizing the **El Rancho Drive-In**, **Vernon, Tex.**. . . . About 1,200 feet of pipe was laid by the **Twin Peak Drive-In**, **Alpine, Tex.**, to pipe water from a nearby well. Previously the water was hauled in. **General Theaters, Inc.**, **West Hartford, Conn.**, has opened its

first outdoor theater, the \$175,000, 800-car capacity **Mansfield (Conn.) Drive-In**. The theater's screen, 60 feet high and 72 feet wide, is the largest of its type in Eastern Connecticut. Principals in the corporation are **Morris Keppner**, partner in the **Burnside Theater Corporation**, **East Hartford**, and **Lou Lipman**, **West Hartford** automobile dealer. **Harry Finger**, formerly on the staff of **Hotel Bond**, **Hartford**, has been named manager. . . . Initial Eastern drive-in theater use of **CinemaScope** was slated for Sunday (9) at the **Perakos Circuit's** newly opened \$200,000, 1000-car **Plainville (Conn.) Drive-In**. **Sperie Perakos**, general manager of the **Perakos** interests, booked **Warner Bros.** "The Command," with numerous **Warner Bros.** and **20th Century-Fox** home office representatives slated to attend the screening.

WESTBURY (N. Y.) Drive-In, claimed to be the world's largest, premiered June 23 with a hospital benefit. Owned by the **Drive-In Westbury Corporation**, headed by **Saul Lerner**, the spot is on the **Northern State Parkway**. Featured are a free playground and nursery. Nursery offers free bottle warming, free bottles and nipples and free diaper service, all supervised by a registered nurse.

Westbury's screen can accommodate conventional and wide-screen films. It is 124 feet wide by 56 feet tall. The 2,000-car area is black-topped and covers 28 acres. **ABC Vending** operates the food concession building. **Lerner** said bids are being studied for a swimming pool to be operated on a club basis. Memberships will go to 300 families for \$100 per season. Theater admissions will be 75 cents weekdays and 85 on Fridays, Saturdays, Sundays and holidays. Manager is **Harvey Elliot**, formerly of the **E. M. Lowe** and **Redstone** drive-in chains, both of **Massachusetts**. . . . **Red Raider Drive-In**, **Lubbock, Tex.**, was recently burglarized of an undetermined amount of money. . . . **Leon Drive-In** circuit, which operates three drive-ins in **Dallas**, has installed wide screens. New lenses were included for the 200-foot booth-to-screen throw. . . . **Jack Dahmer**, city manager for

Competition Looms For Hartford Spots

HARTFORD, Conn., July 10. — The **Hartford** public playground program has added a new attraction, supervised roller skating to music nightly at the empty wading pond at **Pope Park**.

City Recreation Director **James H. Dillon** said Tuesday (6) that this is the first time an event of this kind is being offered in any city park. He added that supervised skating will be tried later at two other playground areas.

N. Y. Rodeo Cut to 18 Days

• Continued from page 72

still were far short of the previous year's.

When last year's **September 23-October 18** stand was over, the cowboy classic's grosses had nosedived more than 10 per cent below the 1952 figure which itself had been wided with alarm.

The 18-day run this time is just about as short as the management could schedule without antagonizing the cowboy entrants since the competitors' union demands that at least six competitive events be held. It would take that many days to pare down to the finals, and things would have to be kept moving pretty fast to accomplish this.

It will be a return after a year's layoff for **Rogers** who is not in favor of repeating in cities too often in order to maintain his popularity level at the box office. He showed from 1942 to 1945, the **Jefferson Amusement Company**, **Beaumont, Tex.**, has announced that **CinemaScope** has been installed at the **South Park Drive-In** there which is managed by **John E. Price**. . . . **Tito Munoz** has opened the **Tito's Drive-In** at **Hebronville, Tex.** **Munoz** will feature Spanish-language films. . . . **A. M. Gaines**, owner of **Bronco Drive-In**, **Beville, Tex.**, has announced he will build a second drive-in on the **Refugio Highway** near that city. **Gaines** will install wide screens in both theaters.

then returned to the **Garden** in 1952.

The **Rodeo's** worst year was 1951 when **Gene Autry** would sign for only 12 days. **Vaughn Monroe** was thrown into the gap and the gate did dismally. Last year, with **Autry** as headliner, **TV's "The Range Rider"** and **Dick West** seconded him but the pair's value faded somewhat when their video series presented in this area was allowed to lapse six weeks prior to the **Rodeo's** opening. In **Boston's Garden**, as stars of the show, they packed them in with their **TV show** there helping to swell the ranks of moppet admirers.

It will be the first appearance in the **Rodeo** for **Dale Evans**, and also in the troupe will be **Pat Brady** who appeared with **Rogers** in the past. **Manager Moore** will line up another two acts, altho no more than three, to support the top names.

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Holiday 'Lull' Brings Business for King

Norwood, Lowell Crowds Fill Top; Hyannis Turns Out Near-Capacities

MANCHESTER, N. H., July 10.—Anticipated dip in business immediately after the July 4 holiday weekend failed to materialize for the King Bros. Circus, with the Arnold Maley-Floyd King show playing to big business in Massachusetts.

Plymouth, Mass., on Friday (2) was only fair. Falmouth followed

'RING OF FEAR'

Film Uses Old 'Jinx' Plot; Acts Credited

HOLLYWOOD, July 10.—"Ring of Fear," the CinemaScope Wayne-Fellows Production starring Clyde Beatty, Pat O'Brien and Mickey Spillane, follows the usual motion picture story policy of having an outdoor show two steps ahead of the law. Filmed in WarnerColor, the show runs 98 minutes and was recently premiered in Phoenix, Ariz., where much of it was filmed.

Circus-wise the show is heavy with credits which list the George Hanneford riding act, the Zucchini flying act, the Wallenda high-wire act; Maris Cutten, trapeze artist; the Phil Escalante Troupe, the Aerial Kentons, the Vicki perch act, the Montalvos bar act, the Beattyettes iron-jaw display, the Clyde Beatty Elephants presented by Milonga Cline and Colleen Alpaugh, and the Clyde Beatty Liberty horses presented by Johnny Cline.

The film opens with the show arriving in a town and the tent going up. There is a pitch, somewhat corny, about how the circus brings cheer and pleasures to people of all ages everywhere.

Getting into the story, Dublin (Sean McClory) escapes from a mental institution, kills a railroad worker and takes his clothes. Dublin returns to the circus and from then on the plot takes on the psychological treatment, with Spillane called on the show to solve several mysteries being credited to jinxes.

Kathy Cline Shines

Valerie St. Denis (Marian Carr) supplies the love interest and Gonzalez (Gonzalez-Gonzalez) makes an unsuccessful attempt at comedy. Emmett Lynn, as Twitchy, carries his part as a toothless wino who will sell out for a pint of red.

There is, however, one outstanding participant, Kathy Cline, who carries well both her lines and part as Suzette.

The non-circus performers overlap the parts of the tanbarkers. O'Brien struggles to slice his con-

(Continued on page 92)

Penguin Show Doing Okay

GRAND FORKS, N. D., July 10.—The McLaughlin Penguin show, operated by Tom McLaughlin, has been drawing good business since its early March opening in Texas. Show came here from Fargo, N. D., and went to Devils Lake. Stand here was July 2-3. Show displays five penguins in a special trailer. A new tractor was purchased at McCook, Neb., recently.

The show has been using much radio and newspaper space and it recently had two appearances on television. McLaughlin said crops were excellent in this part of North Dakota.

On the show here were McLaughlin, agent; Dick McLaughlin, his son and partner; Elizabeth McLaughlin on tickets, and Bobbie Reflogal, inside. He said there was no foundation to a report he was to return to the Kelly-Miller advance.

with light turnouts July 3. After July 4 dinner in the cookhouse on Sunday (4), the show played to twin near-full houses at Hyannis, Mass., on Cape Cod, Monday (5). This was followed by Taunton, Tuesday (6), with a pair of two-thirds houses on a lot three miles out.

Norwood, according to show sources, was a "sleeper." It was not expected to produce much altho it was several years fresh, but it came thru with two full houses.

At Lowell Thursday (8), the show had a turnaway matinee and near-full house at night. It followed a three-day celebration played by the World of Mirth Shows in Lowell. Manchester had a strong matinee Friday (9).

Paul Pyle joined to handle the Side Show canvas.

Mills Attracts Three-Quarters, Half of Capacity

KITTANNING, Pa., July 10.—Three-quarter houses in the afternoons and half houses at night represented the business Mills Bros. Circus was rolling up in Pennsylvania stands.

With a combined veterans' group as auspices, the show played Greensburg, Pa., to that kind of attendance on Friday (2). Weather was good and show was well received.

Kittanning was the Monday (5) stand and firemen's group was the auspices. Business was three-quarters and half. Afternoon show was delayed briefly because of a contract misunderstanding. The circus continued to play close to Ringling-Barnum dates. Butler, the Tuesday (6) stand, had Mills three days ahead of Ringling. At DuBois, Thursday (8), they were day and date.

RINGLING DENIED PERMIT AT AKRON

City Protects Pacts Engagement, Would Okay R-B at Another Lot

AKRON, July 10.—The city denied application by Ringling Bros. and Barnum & Bailey Circus to play here August 8. While the city said the Akron Airport lot already was rented to a hot-rod car club, it was generally recognized that the city was blocking Ringling because of its potential competition for the Tom Pacts Circus.

Pacts will play inside the city-owned Rubber Bowl, August 2,

under auspices of several Boards of Trade here. These groups, plus Leo G. Walter, city service director, believed a Ringling date would cut attendance at the Pacts show. The city not only will earn rental for the Rubber Bowl from the Pacts show but also will share in the concessions there.

Pacts has been seeking an annual engagement in Akron. If this year's show is successful, it is anticipated that the show may be an annual affair. Local sources report the Rubber Bowl has been in need of profitable attractions.

Credits "Competition"

It was Walters who denied the permit in a session Friday (9). He said "competition" was the reason. Other city officials and circus contracting agent William J. Lester attended the hearing. The Rubber Bowl adjoins the airport lot. Walter said he would grant a license to Ringling if it could find another lot.

The Ringling show's next move was not determined Friday. Canton is booked for August 7 and Cleveland for August 9-11.

Bonnie Bonta Injured in Fall On Hunt Bros.

ROUSE POINT, N. Y., July 10.—Bonnie Bonta sustained a compound fracture of the left leg in a fall at the end of the perch act which she and her husband, Phil Bonta, were working with Hunt Bros. Circus. The accident occurred at Port Henry, N. Y. (2), and she was taken to the hospital at Ticonderoga, N. Y., where the show had appeared the day before.

Phil Bonta received possible injuries as he struggled to keep the perch balanced. Another performer, Luis Arley, came to his aid in an effort to steady the pole. Bonta was hospitalized for a few days' observation. A bone specialist from Albany was being flown to Ticonderoga to examine Mrs. Bonta. Their son, Don Phillips, is continuing with the show, working juggling and dog acts.

Telethon Promotion

Meanwhile, business for Hunt Bros. has been fair in Upper New York, an area not played by Charles T. Hunt in 27 years. Hunt said he noticed vast improvement in highways and disappearance of

(Continued on page 92)

Diano Animals Quit Carnival

LOWELL, Mass., July 10.—Most of the Tony Diano menagerie has closed with the World of Mirth Shows and returned to its home base, Canton, O., it was reported this week. Diano elephants and zebras, it was understood, are to stay on the carnival under a rental agreement. The giraffe, rhino, hippo and other major animals plus the show's tent have been returned to Canton.

Kelly-Miller Staffers Move; Business Better

POWELL, Wyo., July 10.—Personnel on Al G. Kelly & Miller Bros. Circus has shuffled in the past several days, with three persons leaving, two of them after being with the show a number of years.

Charles Cuthbert, band leader, left K-M and joined Clyde Beatty Circus, where he is working banners and Side Show door. Joe Lewis, whose pit show was on Kelly-Miller since immediately after the war, left here. Gail and Skee Dunbar left in Casper, Wyo. They came recently from Clyde Beatty Circus. He was lot superintendent.

New layout man is Whitey Hailey. Bubba Voss has been appointed bandmaster.

Straw, Turnaway

Meanwhile, business for the show has turned upward. In

King-Cole Bulls Completing Film

HOLLYWOOD, July 10.—The 10 King Bros.-Cole Bros. elephants brought here early last month for the filming of "Jupiter's Daughter" at Metro-Goldwyn-Mayer studios winds up work July 24.

The pachyderms were booked for the work by George Emerson, head animal trainer at M-G-M. Bert Pettus accompanied the animals along with Lou Regan and John Herriot and eight handlers. The elephants will rejoin the King Bros.

BEATTY BUSINESS FAIR IN WASH.

Side Show Reorganization Told; Cox, Alexander Announce Roster

EVERETT, Wash., July 10.—Clyde Beatty Circus played to fair business here and in Tacoma in recent days. The Tacoma stand, Thursday (1) gave a half house in the afternoon and two-thirds at night. Knights of Columbus was the auspices.

At Everett on July 5, holiday business amounted to a three-quarter afternoon and half house at night. American Legion auspices had arranged for the circus parade to be added to the local July 4 observance, but since the show had discontinued its street march and no longer carried the equipment, it was able to contribute only elephants and a sound truck.

Reorganization of the Beatty Side Show recently put Charles G. Cox Jr. and Sam Alexander in as co-managers. Their line-up now includes Takyama, Japanese top spinner; Freddie Kenton, Holland juggler; Alex Linton, sword swallower; Betty Broadbent, tattooed lady; Frances O'Conner, armless girl; Gilbert Reichert, giant; Anna Lee, sword box; Mary DeSilva, rag pictures, and Bozo the Monkey Boy. R. V. Lopez left in Everett, with Bob Emerico taking the magician position. On the front door are Charles Cuthbert, Norman Wolf and Ronald Breitzman. Cox handles openings and Alexander

has the blow-off. Cuthbert also is working banner sales. Frank (Jersey) Shank has rebuilt and repainted the interior of the show. Bingo Hinkle works the Side Show sound system for music which accompanies each act.

\$100,000 Fee Ends R-B Fire Litigation

HARTFORD, Conn., July 10.—Litigation over the 1944 fire here came to a virtual end last week with the approval of a \$100,000 fee to be paid out by Ringling Bros. and Barnum & Bailey Circus.

Judge John T. Cullinan approved the judgment for Julius B. Schatz of Hartford, counsel for Edward S. Rogin, who had served as receiver for the Big Show after the fire. Back in March the State Supreme Court held that Rogin himself was entitled to \$60,000 for his services.

The judgment was agreed upon after a two-hour session in Cullinan's chambers attended by John Ringling North, president of the circus; Schatz; a group of lawyers representing the circus, Cyril Coleman, William E. Glynn, Jr., Gordon Judge, John F. Reddy, Jr. and Robert Thrun, and Arthur Weinstein, law partner of Schatz.

North expressed complete satisfaction with the settlement and complimented Schatz for contributing to the rehabilitation of the circus and for the fair treatment extended to those who claimed damages as a result of the blaze.

Rubens Show Closes in N. C.

REIDSVILLE, N. C., July 10.—Si Rubens' latest show, the "Star Over Harlem" minstrel, folded here this week. The equipment was reportedly stored at Ruffin, N. C. Rubens opened the show after his Bill Bailey Minstrel shuttered. He formerly had Rogers Bros. Circus.

Barnum Festival Ends Successful Five-Day Program

BRIDGEPORT, Conn., July 10.—Officials here termed the local five-day Barnum Festival, honoring Bridgeport's most famous citizen, the most successful in the annual history.

P. T. Barnum's descendent, 10-year-old Beverly Barnum Seeley, great-great-grandniece, rode in the festival parade July 5. A wreath was placed on Barnum's grave. Attendance estimates for the various events follow:

Ballyhoo show, 14,700; Junior Olympics, 2,500; fireworks, 50,000; Parade of Champions, 16,000; Tallgo train exhibit, 39,885; U. S. Ship Husell, 330; parade, 200,000; regatta, 5,000, and concert, 5,000.

Ringling Girl Injured In Aerial Ballet Fall

PITTSBURGH, July 10.—Carmen Faerone, 21, Ringling-Barnum ballet girl, was seriously injured in a fall Thursday (1) from aerial rigging while the circus was appearing at the Heidelberg showgrounds here.

At St. Clair Memorial Hospital her condition was described as fair. It was said she sustained possible fractures of several vertebra.

She fell about 25 feet while working in the aerial ballet num-

ber, "Rocket to the Moon." On the next day, Friday (2), rigging of the same act swung downward as guy wires snapped and three other girls narrowly averted injury. They were lowered to the ground safely, however.

The Ringling show's Pittsburgh stand started slowly, with one quarter and one-half houses on Thursday (1), but attendance was up sharply for Friday and Saturday (3).

UNDER THE MARQUEE

By TOM PARKINSON

Sam Freed caught Hunt Bros. Circus recently at Saratoga Springs, N. Y., and visited with an old friend, Happy Spitzer, who had the mule act on the show. . . . The Bailey-Cristiani show which played three days in Casper, Wyo., recently under Shrine auspices was followed the next day by the Kelly-Miller circus which drew turnaway crowds at afternoon and night shows. Albina Beatty and her husband are handling the parking lot on the K-M show. . . . Jess Stevens reportedly has reduced 85 pounds via a new slenderizing system. Dick Scatterday is out of the hospital and feeling better.

Charles Veivin Turner, manager of the Ringling-Barnum advertising car No. 3, stopped off for a visit with old Billboard friends while in Cincy Tuesday (6) of last week spreading the word for the coming of the Mighty, Mighty, Garner, who in the off season doubles as projectionist at a St. Louis emporium, is a veteran circus advertising man. Prior to entering the circus field, he piloted for many years the old Burns & Paden tab show over the old Gus Sun and Joe Spiegelberg circuits. The Burns & Paden unit was one of the best known of the old-time tabs.

Paul Conway, Macon, Ga., attorney and circus enthusiast, passed thru Cincinnati last Friday (9) en route to Washington, Pa., for a visit with his friend of long standing, Noyles Burkhardt, of the Ringling show. Conway caught the R-B show a second time at Zanesville, O., Monday (12).

The Charltons worked the Solano County Fair, Vallejo, Calif., in place of the Paroffs. Also there were the Great Ceplars, high wire. . . . Beatrice Dante's chimp act is working all summer at the Kiddie Zoo, Fairlawn, N. J., after opening last week. She plans to make a TV appearance while in the East and also appeared July 5 at Belleville, N. J.

Matt Saunders, one-time Buffalo Bill press agent and now a theater circuit manager in Bridgeport, Conn., enjoyed circus atmosphere during the Barnum Festival there last week. One of his theaters entered a float in the parade. . . . J. C. Admire will open his Rice Bros. indoor school circus

unit August 16 in the South, using his formula for basing in one town a week and hopping from there to three schools daily. . . . Jack Harris writes that the Tom Packs Circus was slowed down in Terre Haute, Ind., by rain, storm warnings and lack of bus service.

Kelly-Miller's A. L. Thompson advises that the jumps have taken this show thru beautiful country, with the best being the run from Thermopolis to Roverton, Wyo. . . . Pinky Barnes wheels Mabel Barnes into the big top each day and she enjoys seeing the performance. . . . Shirley Logan's sister is visiting. . . . One of Sylvia Thompson's dogs had a pup on July 4 and it was named Miss Fourth. . . . Snowy peaks are visible from the lots but temperatures have been over 100. . . . Dean Fulton, water superintendent, is kept busy. . . . Syd Stevenson and Dave McIntosh have been on the sick list.

Dick Slayton, manager of the Ringling-Barnum Side Show, reports that Fred (Manipo) Harris joined to work magic and Punch, replacing Chandu, who closed in Springfield, Mass. . . . George Davis Hensley caught Kelly-Miller in Wyoming.

H. C. Halliburton, Little Rock, recently clowned the Pine Bluff date with Clyde Bros. Circus. He belongs to the Circus Clown Club.

Terre Haute, Ind., is having a "war" about its show grounds, Bert Lindsey writes. The "new" lot is advocated by the city and county fair board, but it is three miles from town. The "old" lot has been used 40 years by circuses and is closer to town and has bus service. . . . M. D. (Doc) Howe passed thru Chicago this week on his way to Canada. . . . Mike C. Piccolo caught Ringling in Pittsburgh with his brothers, Silvius and Charles. They visited Charlie Schuler. . . . Mickey McDonald, clown with the Gil Gray show, spoke to the members of Rotary Club at Dickinson, N. D., recently.

The Geo. W. Cole Circus is doing good business in Michigan, according to Leona Hill, July 4 at Hart produced big houses. The hippo was a big attraction there, as was Anderson's baby leopard for the kids. Hope Brown and Harvey Boucher were married recently in Onaway and are now on concessions for Norman Anderson, Mr. and Mrs. Ernest Wiegand, the banner couple, are back with the show after a week's absence. Mrs. Wiegand was released from the hospital in Cheboygan. The show has one more week in Michigan for a total of seven and then moves into Ohio. Mrs. Doris Smith, the sister of Mrs. Bob Grubb, and her son, Jimmy, visited on the show. They had been on the O. C. Buck Shows.

Little Bob Stevens' mother and daughter have been visiting in Vincennes, Ind. His mother recently returned from Europe. He is on the Hagen Bros. Circus. . . . Jack LaPearl visited two days on Hagen Bros. . . . Joe Meyers, Auburn, N. Y., vacationed on the Hagen show.

Bailey-Cristiani is booked for Tacoma, Wash., August 14-15. . . . Clyde Beatty is booked for Moose Jay, Sask., August 5. . . . CFA Merle A. Sprague is confined by illness to his Sacramento home. . . . Bill White, Sheridan, Wyo., visited Kelly-Miller there recently, chatting with Terrell and Jean Jacobs, the Gutierrez family, Maurice Marmolejo, Grace McIntosh and Mary Enos. Calliapist Tommy Comstock stopped in Sheridan to see White while en route to Alaska with Bailey-Cristiani.

The Novellos and Toni the Monkey will play the California State Fair, West Washington State Fair and Fresno, Calif., District Fair and later will appear on the TV show, "You Asked for It". . . . The Aerial Solts will play Peru, Ind., August 3-6. . . . Billy Barton and Dunne, high act, played Washington for Frank Wirth and now is at Buckeye Lake Park in Ohio. . . . Alverado Wonder Circus reportedly didn't make some of the Indiana towns in which it was routed, but did make others.

Playing the Hollywood Wild Animal Circus at the 49th State Fair, Honolulu, for 10 days were Howard Bryant, chimps; Paul and Paulette, trampoline; Loretta

LaPearl, dogs; Floyd Platino, sway pole; Dick Walker, lions; Larry White, elephant; DeWavnes, teeterboard; Mack McCafferty, announcer, and Vernon Colbert, Loretta LaPearl, and Howard Bryant, clowns.

Jethro Almond, Albe marie, N. C., parakeet breeder who used to own circuses and tent shows, writes that he heard recently from his former partner, Al F. Wheeler, and also from Henry W. Schwab, one-time showman. . . . Gladys Smuckler, who works with her husband, Jack, as the Original Michigan Rubes, and their son, Dwight, are visiting Jack's family at Daytona Beach, Fla., while he remains in Detroit with the Beverly Theater. . . . CFA Ken Schwarm, Fairmont, W. Va., visited Mills and Ringling-Barnum circuses.

Jake Posey, Baldwin Park, Calif., has received hundreds of letters from show people thruout the nation in observance of his 91st birthday. The post office delivers them in bundles of 40 and 50 each, writes Jim Young. The Billboard, circus fan papers and other publications carried reminders of the birthday. Jake is vacationing a week at Ventura, Calif.

Convention of the Circus Historical Society, July 24-27, at Columbus, O., will headquarter at the Hotel Fort Hayes and meet with Tom Packs' Circus. . . . Tom Packs will be five days ahead of Ringling-Barnum at Akron. . . . "The World's Fair," British show paper, celebrated its 50th anniversary recently with an issue which included summaries of circus business there in the past 50 years, photos of some show fronts and mechanical band organs and a story about the steam tractors used to haul show wagons in England.

Vin and Winnie Carey and Lou Meyer, Baltimore, made the International Jugglers' Association convention in Elkhart, Ind.; went with Mrs. Art Jennings and Stuart Reynolds to Colon, Mich., to visit the Abbott Magic Company; caught Hagen Bros. in Michigan, Ring Bros. in Ohio and Mills Bros. in Pennsylvania during a single day; checked in at Baltimore briefly before making the Shrine convention, where Vin played his bass drum, and visited Steel Pier, Atlantic City, talking with Harold Barnes, Charlie Frank, Jack Monzey, the Atterburys, Sylvia and Pat Watkins, and Fred Bates.

From King Bros. Circus, Col. Harry Thomas advises that weather has been fine and jumps have been short. . . . Harold Johnson, old-time trouper; Dutch and Dorrie Orton, and Blondie LaBlonde and his troupe caught the show. . . . Matt Laurish gave a thrill in the Roman chariot race when his chariot overturned at the front end and Matt took a header into the menagerie. He ran back into the tent, caught up with the empty chariot and finished the race. . . . Jim Conway rode in parade at New Bedford, recalling the days he was parade marshal on the show. . . . Keller Pressley is marshal now and gets the march out each morning. . . . Frank Scallion, Ernie Burch and Charlie Crowley have been on the sick list but are back in clown alley now. . . . John Toy has added a bunch of big heads to the walkarounds. . . . The Funny Ford with Cook and Enos is clicking. . . . Herbie and Chatta Weber visited. . . . Jim Conley was out of the riding act a week because of illness. . . . Ernie Burnett and Ronnie vacationed on the show and clowning. . . . Mrs. Merle Cook has returned home to recuperate from an illness. . . . Lee Hinckley and Mrs. Harry Thomas celebrated birthdays. . . . Mr. and Mrs. Howard King observed a wedding anniversary. . . . The Milt Herriots and the Whitey Havens leave with horses and elephants soon for fair dates, while Johnny Herriot and the Bert Pettuses return with elephants from picture-making in Hollywood. . . . The Aero Stilites have joined and the "Goddess of the Moon" is being featured in the web number.

From Clyde Beatty Circus and Laurence Cross: Weather has turned better and guylines look like wash lines in Hogan's alley. . . . The big top is like a beehive with many practicing. . . . Ed and Virginia Vess and Georgie and

PITCHES, TOO

GI Describes Small Circus At Yokohama

YOKOHAMA, Japan, July 10—A Japanese circus featuring an elephant, chorus girls in place of clowns and a nine-person flying act has been described by Pvt. R. J. Steinmetz, former carnival concession and show owner now on duty here with the U. S. Army.

Steinmetz compared the front to a ten-in-one with show banners forming stalls in which were shown the elephant, four Liberty horses, monk and pony combination and Motordrome. Balcony held a three-piece band which served both as bally and accompaniment for the show. Arena was a structure of poles lashed together and covered with pieces of canvas and sheet tin.

Tickets sold for 56 cents and Steinmetz said it was like an American show in that reserves went for 10 extra yen inside. Capacity was only 300 and show had turnaways repeatedly. The reserves were straw mats on an elevated platform. Others stood or sat around the single ring.

Four-Hour Show Performance, he said, ran four hours but "could have been given in 20 minutes." Included were single trap, ladders and aerial ballet, chair balancing and foot juggling, slide for life, girl magician, rosin back, Liberty horses, monkey and pony, and the elephant; which bolted at one performance and frightened much of the audience when it charged back into the arena.

Steinmetz said there was a Japanese version of "Dancing Waters," a fast Motordrome cage turn and the slow flying return act. The six-girl chorus line worked on the stage during rigging breaks where U. S. shows would use clown walkarounds. But like U. S. circuses, there was a candy pitch, an advertising pitch and concert announcements.

Vickie Hanneford are working out a new perch routine. . . . Eddie Dullum was out a few days with an infected tooth. . . . Rusty Vasoldi is laid up with a broken ankle. . . . Tommy Hanneford has eye-catching wardrobe for his announcing role. . . . Jack Klippel visited relatives in the Portland area. . . . The goose in Scotty Davis' act had a fine time in Lewiston, where the padroom was next to a river. . . . After working in secret several weeks, Mingo Felix has sprung with a new Oriental cape for spec. . . . With all the poles and rigging in the big top getting new paint, it looks like we had just opened the season. . . . A ladies' principal riding act has been added to the performance.

Henry Kyes writes from Polack Bros.' Eastern unit that Don Edwards came on from Siebrand Bros. and joined Al Perry's promotion staff at Idaho Falls, Idaho. . . . Harold and Eilene Voise have a new camera and will tour Yellowstone Park en route. . . . Jackie Bostock is doing a somersault from horse to horse in the Poodles Hanneford riding act. . . . Fred Zumwalt, old trouper, now is working in a State liquor store at Idaho Falls. . . . Aches and Pains joined the butchers. . . . There have been a number of showers and parties for the two newly married couples. . . . All (Continued on page 92)

WANTED FOR AUGUST 6-7-8
Rodeo Acts, Thrill Acts, Circus Acts for Ashford Grotto Rodeo Thrill Circus
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People in all departments. Producer who knows how to produce a Minstrel Show, w/ a burlesque. Band, Leader and Musicians, must be able to read. Comedian and Chorus Girls and Specialties. State all in first letter, send photo. Also General Agent who knows the South. This show opens Sept. 20th, out all Winter. Those who worked for me last year, get in touch. Want to use Folding Chairs for cash. Parade and Chorus Wardrobe. Small 20-30 Cook House Top. Write, don't wire
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D. A. BLACKWELL
42 Haddington Bldg., Norfolk, Va. Phone 2-6958. No collect. P.S.: Ed Stafford, Ray Parks, Doc LeRoy, Bob Crouse, answer.

WRESTLER WANTED FOR CONCERT
ALSO WILD WEST PERFORMERS, WITH OR WITHOUT STOCK, MEALS AND SLEEPER BERTH FURNISHED.
Address King Bros.' Circus
Bangor, Maine, July 15; Augusta, Maine, 16; Rumford, Maine, 17, and Berlin, N. H., 19.

WANT PROMOTERS AND PHONEMEN
Book, banner, tickets. Show working seven days a week. Booked solid months in advance. Good auspices. Pay 35 per cent daily, no holdbacks. Contact
J. F. KELLY, Promotion Manager, Tommy Scott Show
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PROVIDENCE RING COMPANY
44 Westminister St., Providence, R. I.

COMING EVENTS

Continued from page 76

Illinois

Alex—Pat Stock Show, Aug. 13-21. Nick Yacon.

Chicago—Italian Festival (Grand & Crawford), July 21-Aug. 1.

Chicago—International Pet Fair, Sept. 21-26.

Dwight—Centennial, Aug. 16-22.

El Paso—Sweet Corn Festival & Centennial, Aug. 22-28.

Farmersville—Irish Day Picnic, July 23-24.

Galva—Centennial, July 28-Aug. 1. C. F. Bailey.

Grayville—Tri-State Oil Show, Sept. 4-6. Vanal Smith.

Hoopeston—Sweet Corn Festival, Sept. 7-8.

Johnston City—Tri-County Labor Day Celebration, Sept. 1-3. Ralph Cooksey.

Kewanee—Centennial, July 13-18.

Lexington—Homecoming, July 21-24.

Olney—Conservation Day and Plover Match, Sept. 16-18.

Palmyra—Terry Park Industrial Fair, July 26-29.

Randolph—Centennial, Aug. 1-7.

Roodhouse—Jaycee Homecoming, Aug. 18-21.

Stockton—Street Celebration, July 15-17. Frank C. Niemer, Lions Club.

Sullivan—Monsieur-Sullivan Homecoming, Aug. 9-7. Paul M. Evans.

Waterman—Harvest Jubilee, July 16-17.

Indiana

Charleston—Firemen's Benefit, July 26-31.

Covington—Legion Street Fair, July 18-24.

Huntington—VPW Homecoming & Street Fair, Aug. 2-7. Max A. Patten.

Muncie—Amvets Celebration, July 13-17.

North Vernon—Centennial, Aug. 1-7. Philip Fox, Fifth Street.

Odon—Old Settlers Meeting, Aug. 19-21. Lex Bennett.

Salem—VPW Celebration, July 13-17.

South Marion—Street Fair, July 12-17. Don Marshall.

Terre Haute—Miners' Picnic, Aug. 6-8. Alex Oliver, 1461 N. 9th St.

Veedersburg—Am. Legion Fair, July 13-17.

Iowa

Adair—Celebration, July 21-22.

Charles City—Centennial, Aug. 13-21.

Clarion—Celebration, July 22-24.

Clear Lake—Governor's Day, July 24-25.

Clinton—Celebration, July 14-17.

Hartley—Diamond Jubilee, Sept. 9-10.

Humeson—Watermelon Day, July 22.

Iowa Falls—Celebration, July 14-17.

Montezuma—Celebration, July 19-20.

Montezuma—Horse Show, July 27.

Muscatine—Celebration, Sept. 6-7. A. J. Duffy, 719 E. Sixth St.

Sioux City—Centennial, July 24-31.

Sumner—Celebration, July 26-27.

Toledo—Celebration, July 8-10.

Kansas

Cherryvale—Reunion, July 19-24.

Wichita—Territorial Centennial, Sept. 19-26. Harry Peebles, 431 E. Main.

Wichita—Territorial Centennial, Sept. 19-26.

Kentucky

Renfro Valley—Homecoming, Aug. 30-Sept. 6.

Kentwood—Florida Parish Dairy & Agri. Festival, Sept. 15.

Villa Platte—Cotton Festival, Sept. 25-26. Mervin E. Vidrine.

Maine

Camden—Craftsmen's Show, July 26-Aug. 7.

Camden—Antique Show, July 21-26.

Maryland

Arcadia—Volunteer Firemen's Expo., July 13-17.

Elkton—Cecil Co. Breeders Fair, Sept. 11. William Shelton.

Michigan

Ann Arbor—Oladinus Show, Aug. 8-9.

Baraga—Baraga Co. Dairy Show, Aug. 12. Theodore Badelin.

Charlotte—Mich. Swine Breeders Show, July 21. H. F. Moxley.

Coloma—Gladious Show, Aug. 21-22.

East Lansing—Gladious Show, Aug. 7.

Farwell—Celebration, Sept. 6.

Flint—Holy Redeemer Festival, Aug. 6-8.

Fraser—Homecoming, July 21-25.

Freemont—Centennial, July 23-24.

Grand Rapids—Quernsey Breeders Show, Aug. 1. Raymond Jost.

Grass Lake—Homecoming, July 15-18.

Hilldale—E. Eastern Mich. Guernsey Breeders Show, Aug. 12. Bill Bradstreet.

Imlay City—Mich. Ayrshire Breeders Show, Aug. 4. Alice Taylor.

Iron Mountain—Legion Festival, July 7-10.

Ishpeming—Centennial Celebration, July 25-31. Howard Varvil, Woolworth Bldg.

Lakeview—Lakeview Jr. Livestock Show, Aug. 18. H. W. Reading.

Lapeer—Thumb Dist. Guernsey Breeders Show, Aug. 4. Harold L. Kingsbury.

Ludington—Legion Festival, July 12-17.

Menominee—Menominee Dairy Show, July 31. Gail E. Bowers, Courthouse.

Midland—Mich. Gladious Show, Aug. 15-18.

Millington—Millington Centennial, Aug. 11-14. Dale P. Stewart.

Port Huron—Blue Water Festival, July 12-18. Floyd B. Walters.

Rudyard—U. P. Jr. Pat Stock Show, Aug. 12-13.

St. Clair—Water Festival, July 14-18.

Minnesota

Caledonia—Centennial, July 14-18.

Edgerton—Dutch Festival & Diamond Jubilee, July 21-22.

Lake Benton—Diamond Jubilee, July 8-11.

Minneapolis—Aquaticennial, July 16-23.

Winona—Steamboat Days, July 8-11.

Missouri

Callahan—Call Show, Sept. 10-11. M. L. George.

Caaxville—Reunion, July 26-31.

Crane—Reunion, Aug. 2-7.

Deepwater—Labor and Harvest Picnic, Sept. 6-7. Dr. C. R. Townsend.

Gallatin—Jr. Livestock Show, Sept. 8-9. Geo. H. Schmitt.

Hannibal—Street Celebration, Sept. 20-23. Chamber of Commerce.

Joplin—Jr. Beef Show, Sept. 27. Chas. Joffitt, 113 W. Fourth St.

King City—Tri-Co. Livestock & Horse Show, Aug. 12-13. Bud Procter, Box 154.

Louisburg—Old Settlers' Reunion, July 23-24.

Maryville—Horse Show, July 21-22. Mrs. Lester Swaney.

Maryville—Baby Beef & Pig Show, Sept. 20. E. Walkup.

Milan—Jr. Livestock Show, Sept. 17. Mrs. F. M. Marr.

Monett—Lawrence-Berry Co. Dairy Show, Sept. 3-4. Helen Sager.

Plattsburg—Jr. Livestock & Home Economics Show, Aug. 22. Paul Lineberry.

Portageville—National Soybean Festival, Sept. 3-8.

St. Joseph—Buchanan Co. Livestock Show, Sept. 13. Webb Embrey.

St. Joseph—Interstate Baby Beef & Pig Show, Sept. 21-23. H. M. Garlock.

St. Joseph—Interstate Home Economics Show, Sept. 21-23. Webb Embrey.

Nebraska

Omaha—Centennial, May 31-Sept. 8.

Nebraska

Elk—Nevada Fair of Industry, Aug. 24-28. F. F. Hoover.

Nevada

Elk—Nevada Fair of Industry, Aug. 24-28. F. F. Hoover.

New Jersey

Atlantic City—Miss America Pageant, Sept. 7-11.

Cape May—Antique Show, July 23-25.

Hammonilton—Fest of the Lady of Mount Carmel, July 12-17.

Hammonilton—Our Lady of Assumption Celebration, Aug. 9-14. Ralph Bastein, 211 French St.

Wharton—Celebration, July 28-31.

New York

Depue—Delaware Co. Firemen's Convention, Sept. 2-4.

Frederick—Firemen's Celebration, July 21-24.

Haverstraw—Centennial, July 26-Aug. 1. Morgan Demarest.

Mechanicville—Italian Fest of Assumption, Aug. 9-15.

Monticello—Biocentennial, Sept. 8-11.

New York—International Gift Show, Astor Hotel, Aug. 22-27.

Niagara Falls—Home Show, Sept. 11-18. Anthony P. Solari.

Thousand Oaks—Thousand Oaks Carnival & Fair, Aug. 18-22. Ray Wells.

North Carolina

Asheville—Craftsmen's Fair, July 26-28.

Ohio

Camden—Homecoming & Street Fair, July 12-17.

Canal Winchester—Street Fair, July 21-24.

Cleveland—Lions Club Festival, Sept. 2-8. M. M. Romick, 31 Public Square.

Cincinnati—Food and Home Show, Aug. 16-20. G. J. Fredrick.

Dunkirk—Community Park Festival, Aug. 19-20. Roy Wilson.

Findlay—Centennial, July 12-17.

St. Sterling—Street Fair, July 15-17.

New Bremen—Woodmen of World Celebration, July 19-24.

New Lebanon—Dixie Booster Club Celebration, July 26-31.

North Industry—Homecoming, July 20-24.

Troy—Miami Valley Food & Appliance Show, Sept. 17-19.

Uhrichsville—National Clay Week, Aug. 2-7.

Wauson—Centennial, Aug. 16-21.

West Jefferson—Street Fair, July 19-24.

Oklahoma

Anadarko—Indian Exposition, Aug. 16-21.

Cushing—Indian Pow Wow, July 23-25.

Henryetta—Labor Day Celebration, Sept. 6-11.

Pawhuska—Int'l. Roundup Club Cavalcade, July 23-25.

Rush Springs—Watermelon Festival, Aug. 9-14.

Shawnee—VPW Celebration, July 12-17.

Oregon

Joseph—Chief Joseph Days, July 30-Aug. 1.

Stayton—Sant'Ami Bean Festival, July 27-31.

Pennsylvania

Arnold—Old Home Week, July 11-17. Arthur F. Fleeger.

Avonmore—VPW & Firemen's Fair, July 19-24.

Coudersport—Potter Co. Sesquicentennial, July 18-24.

Du Bois—Firemen's Celebration, July 12-17.

Homer City—Centennial, July 26-31.

Latrobe—Western Pa. Firemen's Convention, Aug. 8-14. M. E. Saxman.

New Eagle—Firemen's Convention, Aug. 16-21.

Norvelt—Firemen's Fair, Aug. 2-7.

Pittsburgh (Herr's Island)—W. Pa. Pig Roundup, Aug. 17-18. Chas. L. McAdams.

Ringtown—Horse Show, July 17-18.

Saxton—Saxton-Liberty Centennial, July 18-24. W. E. LaSalle.

Shade Gap—Soldiers-Sailors' Fair & Picnic, Aug. 2-7.

South Dakota

Burke—Homecoming Days, Aug. 20-21.

Custer—Gold Discovery Days, July 26-27.

Elkton—75th Anniversary Celebration, July 27-28.

Groton—Harvest Festival, Aug. 20-21.

Kennebec—Lyman Co. Fall Festival, Sept. 17-18.

Lake Preston—Diamond Jubilee & Watermelon Festival, Sept. 5-8.

Madison—Yankee Doodle Days, July 30-31.

Marion—75th Anniversary Celebration, July 28-29.

Mitchell—Corn Palace Festival, Sept. 19-26. Leon Harmon.

Parkston—Community Days, Aug. 30-31.

Salem—Harvest Festival, Aug. 23-24.

Timber Lake—Days of 1910, Aug. 26-29.

Vermillion—Days of '38, Aug. 26-27.

Wagner—Celebration, Sept. 5-6.

Yankton—Free Pancake Days, Sept. 30-Oct. 2.

Tennessee

Gallinburg—Handicraft Fair, July 25-31.

Tullahoma—Celebration, Aug. 23-28.

Texas

Dalhart—XTT Reunion and Rodeo, Aug. 9-10. Nick P. Craig.

Dallas—Allied Gift & Jewelry Show, Hotel Adolphus, Sept. 5-9. Allied Exhibitors, 3032 Wilshire Blvd., Los Angeles.

Flores—Peanut Festival, Sept. 24-25. Robert P. Spence.

Fredericksburg—Angora Goat Show & Sale, Aug. 5-7. Pete Guley, Uvalde.

Hico—Reunion, Aug. 23-28.

Junction—Hill Country Race Meet & Goat Sale, Aug. 12-14. Purditan Johnston.

Kerrville—Southwest Sheep Dog Trials, Sept. 24. Jim Thacker.

Utah

Brigham City—Peach Days, Sept. 10-11. Chamber of Commerce.

Virginia

Haymarket—St. Paul's Parish Horse Show, Aug. 28.

Washington

Belleveue—Bergonia Show, July 17-18.

West Virginia

Charles Town—Horse Show, July 29-31.

Wyoming

Cheyenne—Cheyenne Frontier Days, July 27-31.

Evanston—Cowboy Days, Sept. 3-6.

Shoshoni—Water Carnival, Aug. 7-8.

Thermopolis—All American Indian Days, Aug. 7-8.

CANADA

Alberia

Calgary—Home Show, Sept. 16-18. George Colmar, 1103 1/2 Division St.

Edmonton—Home Show, Sept. 24-Oct. 1. Johnny Scallan, 11311 110th Avenue.

New Brunswick

Woodstock—Old Home Week, July 26-31.

Windsor—Emancipation Day Celebration, July 31-Aug. 1.

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| <input type="checkbox"/> Business Opportunities | <input type="checkbox"/> Musical Instruments, Accessories |
| <input type="checkbox"/> Costumes, Uniforms, Wardrobes | <input type="checkbox"/> Partners Wanted |
| <input type="checkbox"/> Food and Drink Concession Supplies | <input type="checkbox"/> Personals |
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The Billboard
 2160 Patterson St.
 Cincinnati 22, Ohio

Please insert the above ad in issue.

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PIPES FOR PITCHMEN

By BILL BAKER

SLIM PATTERSON . . . with the aid of the St. Johns, Newfoundland, Chamber of Commerce, pens the following from that Canadian city: "I have run into everything up here outside of pitchmen, demonstrators and balloon peddlers. If you like fishing, this is the country for it. It's a real tourists' paradise. I would like to say hello to all my friends—Curly Hayes, Red Davison, Carmen Marina, Jimmy Piccolo, and all the rest of the boys I know." At the present time Slim is on tour with the Congress of Hollywood Dare Devils, a bunch of gentlemen who live dangerously trying to prove it's a pretty tough job to tear an automobile apart without the aid of a sledge hammer.

MRS. BOB NOELL . . . of Noell's Ark Gorilla Show drops us an announcement to the effect that she has become a grandma (she didn't mention whether this is the first time or whether it has happened before). Nonetheless, her son Bobby and his wife have become the proud parents of a new little stranger who, for the next many months, will be around the household brightening up the dark spots and dirtying up the laundry. The brand-new abbreviated little gentleman made his appearance in this vale of tears June 28 in Largo, Fla., and has been named Christopher. Our hearty congratulations to ma, pa, grandma and grandpa.

WE HAVE ALWAYS . . . been aware of the fact that the average pitchman does a helluva lot of traveling during the years that he plies his trade, covering every nook and corner of the country. However, we just had a note from one of the boys who seems to have gone into New York several years ago and then forgot to stop at the harbor. The following yelp for help comes

from J. Goldstein who wound up in Amsterdam, the Netherlands, and who is now operating an export and import business in that country. Says our foreign friend, "As a pitchman, having lived for many years on Court Street, Brooklyn, and known as the Dutch Whistler, I am looking for the maker of the tin plates for the photos which used to be delivered immediately at the fairs and other spots." Goldstein goes on to say that in his Brooklyn he hustled stretchers. It seems that during the last war he lost all of his records and addresses, so if anyone knows where he can buy the stuff, you can contact him by dropping him a line in care of The Billboard, Cincinnati. Goldstein explains that the gizmos that he's looking for are impossible to get in Amsterdam, so any help that he might receive here would certainly be considered a gesture of international goodwill.

UNDER THE MARQUEE

Continued from page 89

Landon's pad dog, Pasha, works come-in with Gene Randow. . . . The pastebord club has added Spit in the Ocean to the dealers' choice game. . . . Chicken and noodles for the Gourmet Club Sunday. . . . Joyce Breidenbush is due back from the hospital. . . . Whitey and Edith Boyd are making a number of the long jumps by plane. . . . Sam Wardino gave a birthday party. . . . The Boginos and Wallendas gave parties. . . . Hans Vlecky's wife arrived from Germany. . . . Larry Benner has been busy on TV.

Lou Nelson, for Hunt Bros.' Circus, writes that Welby Cooke, Bob Mason, Gail Cloutman, Hazel Case, June Badger, Ray Sinclair and John Meah attended the opening of a summer stock company's "Oklahoma!" near the Northville lot. . . . On the fishing party July 4 at Rouses Point were Eddie Hunt, Marvin Case, Nick Oughton and George Foster. . . . Bonnie Bonta, perch artist, would like to hear from friends. She is at a hospital at Ticonderoga, N. Y. . . . Luis and Reggie Arley made a Sunday visit to friends in Montreal. . . . Visitors included CFAs John Boyle of Cleveland and Don Francis of San Francisco.

Jo Jo Lewis on Mills Bros. writes that the July 4 banquet staged by George Davis was an occasion, and the menu included tomato juice, fried chicken, hot cross buns, pineapple and cheese salad, ice cream, cake, ice tea and coffee. . . . Davis kept the cook-house up so his crew could see the holiday entertainment. . . . Virgil Sagraves, boss bull man, received new jungle-style wardrobe and his assistants received similar wardrobe. . . . Paul and Chris Hudson visited friends on Ringling-Barnum in Pittsburgh. . . . At the July 4 event, Abe Goldstein was emcee, all kids performed comedy acrobatics, Harry and Jeff worked comedy, a barbershop quartet sang, two fan visitors were burlesqued, a mid-gal burlesqued Ray Goody's act, several dance duos performed and acrobats built a pyramid to a break-away. . . . Contests were judged by John Boyle and C. L. Sangston, CFAs, with Props Bill winning the web climb, the Side Show trio winning the stake driving, and Bedford Wallace winning the watermelon eating. Vistors included T. L. and T. S. Sangston, Richard Evangelista, and, from the Ringling show, the Allen Lesters, Edward Knoblaugh and Willie Carr.

Siebrand Bros.' Joe Hodges Hodgini writes that weather ranged from high winds at Rawlins to bitter cold at Pocatello to sweltering heat at Idaho Falls and Helena. . . . Siebrand people criss-crossed with Bailey-Cristiani and Polack Eastern. . . . Concha Erikson's birthday party was a big success. Madeline Long, Kay Myers, Joe Hodges, Lanny Larkin, Pam Horstmann, Lola and Marvin Freeman, Pancho Roche, Joe Hodges Hodgini and Carl, Hans and Herbie Erikson took part in the floorshow. Carl Erikson doubled as fortune teller and created chos with his predictions. . . . Tommy Joe Hodgini's third birthday was observed with a party. Patsy Siebrand provided the entertainment. . . . Steve and Pauline Enyearl, Peru, Ind., parents of Betty Hodgini, were vistors. . . . Rudy Mueller lost a truck but

Ring of Fear

Continued from page 88

versation abruptly and portray a fictional manager. There are good shots of Beatty in arena, and the parade sequences are highlights. Beatty's speaking parts are laborious to himself and the audience. Spillane does have a trick and effective ending to this saga. However, much of the plot can be figured in advance. The marquee value of the circus acts should pull in many customers. It should sell a lot of popcorn. "Ring of Fear" was produced by Robert M. Fellows and directed by James Edward Grant with D. Ross Lederman, associated producer. Paul Fix, Philip MacDonald and Grant wrote the screen play with Edwin DuPar the photographer. Fred McDowell edited, and Francis J. Scheid handled the sound recorded by Edson Borschell, Victor Gangelin was set decorator with music by Emil Newman and Arthur Lange. Beatty acted as technical advisor. Sam Abbott.

neither he nor the elephants were injured in a wreck. Oakie Larkin, Chuck Cooper, Dolores Gordon and Pancho Roche helped out at the scene of the accident. . . . Visitors included Al Perry, the Gino Boginos, Benny Boginos, Wallenda Troupe, the Jimmy Olsens, Leroy Frey and Bill Jolly.

Beverly Allen writes from Hagen Bros. that they were nine miles from Ring Bros. on July 4 and many visits were exchanged. . . . High spot of the recent CFA convention on Hagen was the dinner dance given for show personnel by the CFA. . . . Harry Reimschuesser, Francis Olsen and Earl Tegge clowning during the convention. Carlton Smith clowning at a later stand. . . . Lee Virtue and Charles Allen were subjects of stories in the New Philadelphia newspaper since they used to live in the town. . . . Weather in New York State has been cool and cloudy and business has been good. . . . Visitors included John B. Harrop, Bert Ewing, Kenneth Waite, Stanley Book, Murray Powers, R. E. Bingham, the Joseph Myers family with Joanne and Sharon and grandson Kenneth Wood, Happy Davis, Dean Pearson, Joe and Betty Sullivan, Kenny Ikert, Red Haffords, Mr. and Mrs. Franco Richards and John H. Harris.

Jack and Ruby Landrus, mid-gal clowns with the Gil Gray Shrine Circus, celebrated their 25th wedding anniversary July 11 in Jamestown, N. D.

James Rapple, publicity agent for Vivona Bros.' Shows, renewed acquaintances with friends when he visited King Bros.' Circus June 26 at Pawtucket, R. I. Vivona moved onto the lot the next day for a week's stand.

Leo Grund, of the Hamid Booking Agency, arrived in Copenhagen July 4 on a talent-hunting tour, beginning his visit at Circus Schumann and Tivoli. Grund had already toured England and Stockholm, and after a week in Copenhagen was to hit Germany, Austria and France. He said the pickings were slim in his first two stops abroad.

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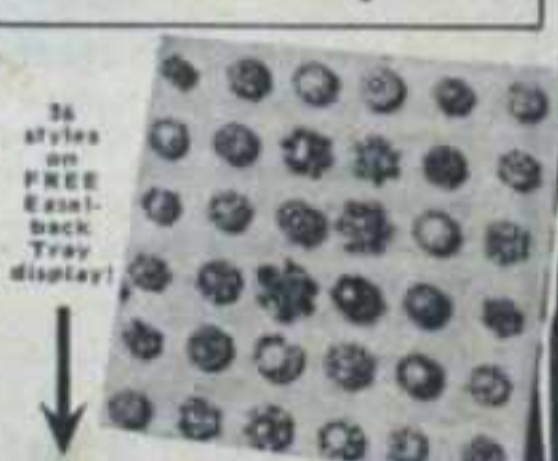
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Sample dozens reg. price 20% deposit, balance c.o.d. No catalog. NEW ENGLAND JEWELRY, 9 Empire St., Prov., R. I.

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First Quarter Vender Exports Hit \$426,706 for New Top

See Record Year; Canada Leads With 2,964 Units for \$360,410

By ROBERT DIETMEIER

CHICAGO, July 10.—Nudged by a robust market, vending machine exports continue to show a healthy disregard for precedent as they flip aside old records and come up with new ones.

With a considerable boost from Canada, vender exports rounded out the first quarter this year with a new all-time high for any quarter (see chart showing quarterly comparisons for last three years in this section).

Altho vender shipments dipped during January and February, compared to those months of 1953, the record March total of 3,183 units valued at \$290,201 brought the first quarter to 5,874 venders shipped for \$426,706.

Of the March figure, Canadian imports accounted for 1,712 units with a total value of \$264,913; of the first quarter total: \$360,410 (see accompanying chart showing complete market breakdown).

Foreign Trend

The trend of foreign buyers to import more expensive venders continues, particularly purchases of the electrically-operated, heated or refrigerated models. The average price per machine shipped in the first quarter of 1952 was \$46.23, in the same

period of 1953 it came to \$54.57 and during the first quarter this year it hit \$72.64.

While official U. S. Department of Commerce figures released to date cover only the first three months of this year, the dollar volume total for that period is impressive enough to indicate that 1954 may well see vending exports carry off a new record for the seventh consecutive year, perhaps \$500,000 above last year.

Yet the potential of vending exports remains untapped. Of some 150 American vender manufacturers, somewhat under 10 per cent export their equipment. Of these 10 per cent, none export more than 10 per cent of their annual output. The explanation:

(Continued on page 98)

Ind. Tax Body Urges State Vender License

INDIANAPOLIS, July 10.—An attempt to require the licensing of vending machines will be renewed in Indiana when the General Assembly convenes in January, 1955.

The move was recommended by the Indiana Commission on State Tax and Financing Policy in a report sent this week to members of the Legislature.

In its report the commission proposes that:

"Merchandising vending machines be licensed by the county at an annual fee of \$1 and that an adhesive stamp indicating the name and address of the owner be affixed to each machine. Further, that county treasurers be required to furnish the State Department of Revenue with a list of owners of vending machines registered in their counties."

(Continued on page 97)

FCM Backs 2,600 Orange Juice Units

Parrish Says Mills to Build 600-Cup Juice Vender; Production in 4 Months

NEW YORK, July 10.—The Florida Citrus Mutual finance program for vending operators, started about a year ago, is responsible for the placement of 2,600 orange-juice venders, some 400 of which have been placed on location in the last 90 days, according to Hagen Parrish, head of the FCM dispenser division.

Parrish was in New York this week to attend the 37th annual convention of the Lions International. The only vending machine on exhibit at the convention floor at Madison Square Garden was a Snively Dispense-o-Lator, manned by Parrish and Paul Sullivan,

Snively Groves sales manager.

Meanwhile Parrish said that A. E. Tregenza, executive vice-president of Mills Industries, Inc., Chicago, had informed him that Mills is currently working on a single-selection, 600-cup juice vender, with production slated to get under way in four months.

Parrish said that purchasers of the forthcoming Mills unit would be eligible to take advantage of the FCM finance plan. Other vending machines financed by the plan are the Snively unit and

(Continued on page 98)

Tru-Ade to Debut Canned Orange in Balt., Wash. Areas

BALTIMORE, July 10.—Tru-Ade, Inc., will introduce a flat-top 12-ounce non-carbonated orange drink can in the Baltimore and Washington markets in the near future, according to Lee C. Ward, Tru-Ade president.

Ward predicted that soft drinks in cans will enlarge the soft drink market in the same degree that cans contributed to the increase in beer consumption without disturbing bottle sales.

An intensive advertising program is planned for the cans and for Tru-Ade bottle drink venders, he said.

Vender Exports by Countries

October, 1953-March, 1954

| 1954 MARCH | | | 1953 DECEMBER | | |
|--------------|-------|-----------|---------------------|-------|-----------|
| | Units | Value | | Units | Value |
| Canada | 1,712 | \$264,913 | Canada | 1,459 | \$71,001 |
| Belgium | 800 | 6,930 | Cuba | 100 | 1,790 |
| Venezuela | 500 | 6,083 | Venezuela | 11 | 3,394 |
| Cuba | 131 | 2,472 | United Kingdom | 2 | 1,000 |
| West Germany | 13 | 3,400 | France | 37 | 1,246 |
| Salvador | 4 | 2,500 | Totals | 1,609 | \$78,431 |
| Colombia | 2 | 1,180 | NOVEMBER | | |
| Mexico | 1 | 523 | Canada | 478 | \$51,168 |
| Others | 20 | 2,200 | Colombia | 20 | 7,115 |
| Totals | 3,183 | \$290,201 | Belgium | 120 | 42,032 |
| FEBRUARY | | | Salvador | 26 | 11,401 |
| Canada | 792 | \$50,253 | Japan | 2 | 2,990 |
| Venezuela | 30 | 8,414 | Philippine Republic | 10 | 4,025 |
| Mexico | 600 | 4,500 | Costa Rica | 1 | 1,035 |
| West Germany | 10 | 1,000 | Panama | 10 | 3,770 |
| Others | 70 | 9,480 | Others | 3 | 795 |
| Totals | 1,442 | \$67,117 | Totals | 730 | \$144,516 |
| JANUARY | | | OCTOBER | | |
| Canada | 460 | \$45,244 | Canada | 806 | \$45,519 |
| Venezuela | 29 | 7,509 | Mexico | 39 | 14,580 |
| Mexico | 98 | 6,080 | Belgium | 182 | 5,740 |
| Salvador | 2 | 960 | Venezuela | 11 | 4,040 |
| Cuba | 100 | 525 | France | 114 | 2,852 |
| Others | 560 | 9,070 | Salvador | 5 | 2,032 |
| Totals | 1,249 | \$69,358 | Japan | 6 | 1,830 |
| | | | Costa Rica | 3 | 1,235 |
| | | | Others | 40 | 716 |
| | | | Totals | 1,206 | \$78,544 |

CANADIAN MARKET

Vender Tax Death To Up U. S. Imports

TORONTO, July 10.—Canada's vending manufacturers and distributors look for industry expansion and stepped-up U. S. imports as result of the government's lifting of the 15 per cent government excise tax on vending machines in April.

But it's still too early now for the Canadian vending industry to feel the effects of the government action. Not only that, but business conditions in Canada have softened considerably in the interim. That does not help the operator who is interested in placing machines on industrial

locations. While Canadian imports of American vending equipment hit a record high of \$264,913 in March, figures for subsequent months have not been released to date by the U. S. Department of Commerce, altho the excise tax action does reduce the price of venders in the Canadian market and should help increase imports considerably.

Canadian distributors are unanimous on two effects the government action has had on business:

(Continued on page 99)

BULK COSTS UP

Distrib Urges Ops To Look at 2c Vend

By AARON STERNFIELD

BROOKLYN, July 10.—With operation costs soaring and profit margins narrowing, Sid Rubenstein, head of the Pioneer Vending Service here, warns bulk vending operators to take a good look at the 1-cent vend and see if a higher tab isn't justified.

Rubenstein, a Victor distributor since 1938, feels that the penny business is the foundation of automatic merchandising, the seed from which the \$1.5 billion a year industry grew.

He doesn't suggest that penny vending be discontinued—it's more a matter of which items warrant a

2-cent price and which are low enough in cost to hold the line at a penny.

Quality nuts, pistachios, for example, should not vend for a cent, Rubenstein maintains. He pointed out that a 2-cent vend would give the operator a fair profit and allow him to give the purchaser a decent serving, thus encouraging repeat business—and a profitable one.

He said that 2-cent bulk vending was tried after World War II, when the nation's economy was booming, but was discontinued when money became a little tighter.

(Continued on page 98)

Lennox Unveils New Cup Vender

Starts First 200-Unit Production Run On 4-Flavor, 2,000-Cup Machine

CHICAGO, July 10.—With the first 200 machine production run under way this week, Lennox Manufacturing Company took the wraps off a new 2,000-cup four-flavor soft drink vender. Robert Thorne, president, said the unit had been under development over the past three years by Don Reynolds, research and development engineer, and Lennox.

Thorne also announced the appointment of Reynolds as executive vice-president Friday (9).

Called the Lennox V-2,000, the vender will be produced and sold by Lennox. John Faucette, recently named sales manager of Lennox' vending division, will handle direct factory sales.

Preem New Hot Drink Vender

LOS ANGELES, July 10.—A new 600-cup hot drink vender which dispenses coffee and either hot chocolate, soup or tea was announced by the Coffee Time Company here.

The unit mixes both coffee and hot chocolate in the cup, uses no mixing bowls. Selector dial indicates black coffee, coffee with cream, with sugar and with cream and sugar. The unit shuts off automatically when empty, and is equipped with an empty indicator light. A second light flashes on when the coin changer is empty.

Housed in a steel cabinet with baked enamel finish and chrome trim, the unit lists at \$595 f.o.b. Los Angeles. The coin changer is available at extra cost.

Bonanza Named Cole Distrib

CHICAGO, July 10.—Cole Products Corporation this week announced the appointment of Bonanza Vending Company, Kansas City, Mo., as distributor of its line of Cole-Spa cup venders in Nebraska, Kansas, half of Missouri and part of Iowa.

A staff of three district managers under Bonanza Sales Manager O. J. Cheely will cover the territory for Cole.

Bonanza, an independent subsidiary of Dr. Pepper Bottling Company of Kansas City, held a two-day premier showing in Kansas City attended by 223 operators. Present were C. H. Chapman and Paul Leathers, Bonanza executives; Cheely; Richard L. Cole, executive vice-president; Stanley Gaines, vice-president, and Kenneth Strate, field engineering, all of Cole.

Following their appointment as a Cole distributor for six New

(Continued on page 99)

Monthly Vender Exports

Quarterly Comparison

1951-1954

First Quarter

| 1954 | | 1953 | | 1952 | | 1951 | |
|---------------|-------------------------|---------------|-------------------------|---------------|-------------------------|---------------|-------------------------|
| No. Vendors | Value | No. Vendors | Value | No. Vendors | Value | No. Vendors | Value |
| January | 1,249 \$ 69,388 | January | 1,352 \$ 102,359 | January | 1,048 \$ 30,332 | January | 620 \$ 74,247 |
| February | 1,442 67,117 | February | 1,695 90,642 | February | 1,056 59,742 | February | 458 22,077 |
| March | 3,183 290,201 | March | 2,157 91,614 | March | 938 50,783 | March | 1,736 76,898 |
| Totals | 5,874 \$ 426,706 | Totals | 5,204 \$ 284,615 | Totals | 3,042 \$ 140,757 | Totals | 2,874 \$ 173,222 |

Second Quarter

| | | | | | |
|---------------|-------------------------|---------------|-------------------------|---------------|-------------------------|
| April | 1,885 \$ 123,312 | April | 4,103 \$ 87,832 | April | 1,035 \$ 54,883 |
| May | 1,200 83,742 | May | 1,821 65,345 | May | 584 70,654 |
| June | 667 112,397 | June | 3,832 81,769 | June | 550 51,192 |
| Totals | 3,752 \$ 319,391 | Totals | 8,756 \$ 234,946 | Totals | 2,169 \$ 176,730 |

Third Quarter

| | | | | | |
|---------------|-------------------------|---------------|--------------------------|---------------|-------------------------|
| July | 896 \$ 44,718 | July | 4,618 \$ 67,630 | July | 693 \$ 41,640 |
| August | 1,598 49,873 | August | 4,745 84,598 | August | 378 32,751 |
| September | 1,127 93,926 | September | 4,265 91,666 | September | 655 27,610 |
| Totals | 3,621 \$ 188,517 | Totals | 15,628 \$ 243,894 | Totals | 1,726 \$ 102,001 |

Fourth Quarter

| | | | | | |
|-------------------|---------------------------|-------------------|---------------------------|-------------------|-------------------------|
| October | 1,206 \$ 78,544 | October | 5,804 \$ 138,348 | October | 387 \$ 52,047 |
| November | 730 144,516 | November | 3,782 144,899 | November | 292 20,837 |
| December | 1,609 78,431 | December | 3,001 82,076 | December | 305 18,799 |
| Totals | 3,645 \$ 301,491 | Totals | 12,587 \$ 365,323 | Totals | 984 \$ 91,683 |
| Year Total | 16,222 \$1,093,474 | Year Total | 38,350 \$1,073,708 | Year Total | 7,753 \$ 543,635 |

*Estimated total for remaining nine months based on average of first three months: 17,622 units valued at \$1,280,142

Totals... *17,622 *\$1,280,142
Year Total... *23,496 *\$1,706,824
*Estimated.

MANDELL GUARANTEED USED MACHINES

| | |
|------------------------------|---------|
| N.W. Deluxe 12 & 32 Comb. | \$12.00 |
| N.W. 229 1/2 Part. | 7.95 |
| N.W. 233 1/2 Part. B.G. | 4.50 |
| Master 12 Bulk Part. | 4.50 |
| Master 12 & 32 Bulk Part. | 4.95 |
| Columbus 12 Bulk | 4.50 |
| Silver King 12 B.G. or Mide. | 7.45 |
| Silver King 32 | 7.45 |
| Patrol Post Card Metal | 15.00 |
| Advance 10 1/2 B.G. | 4.45 |
| Advance 211 Metal | 3.95 |

MERCHANDISE & SUPPLIES

| | |
|--|--------|
| Pistachio Nuts, Jumbo Queen | \$.80 |
| Pistachio Nuts, Vendor's Mix | .65 |
| Pistachio Nuts, Shell | .50 |
| Cashew Whole | .50 |
| Cashew Butts | .40 |
| Peanuts, Jumbo | .38 |
| Spanish | .38 |
| Mixed Nuts | .35 |
| Almonds, 480 ct. 3 lbs. w/c. pk. | .85 |
| Baby Chicks | .31 |
| Rainbow Peanuts | .30 |
| Boston Baked Beans | .30 |
| Jelly Beans | .30 |
| Licorice Licenses | .30 |
| M & M | .42 |
| Assorted Fruit Charms, 100 ct. | .42 |
| 1 lb. minimum. Prepaid, per lb. | .38 |
| Rain Bow Ball Gum, all sizes, 300 | .44 |
| Adams Gum, all flavors, 100 ct. | .44 |
| Wrigley's Gum, all flavors, 100 ct. | .47 |
| Beech-Nut, 100 ct. | .47 |
| Hershey's Chocolate, 100 ct. | 1.30 |
| Minimum Order, 35 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. 26th St., New York 18, N. Y.
LOngacre 4-6467

Ind. Body Urges Licenses

Continued from page 96

A somewhat similar proposal was ignored by Hoosier legislators in the 1953 session of the Assembly. Courtney Johnson, Studabaker automobile executive, is chairman of the commission, an agency created by the Legislature in 1951.

As in its 1952 report, the Commission pointed out that under the State's chain store fee law, it would be conceivable for the State to demand as much as \$150 per vender.

Graduated Fees

The commission warns that the graduated rates of the chain store law—which imposes fees of from \$3 to \$150 per outlet—depending upon the number of stores—applies, in theory at least, to vending machines, but there has been no insistence on payment where the machine is operating on premises already licensed.

In many cases, machines are located in known establishments, but are owned by some outside

individual or company, the commission observed. The commission found further that while the tax assessor has the legal responsibility of assessing these machines, the owner of the premises often denies ownership or, at times, all knowledge of ownership.

Vender Ownership

The commission report continues.

"If the actual owner cannot be ascertained, assessors are instructed to assess the merchandising vending machines against the owner of the premises upon which they are located. There is considerable evidence, however, that this is rarely done. The result is that many of the merchandising vending machines are not assessed for personal property taxation. It is estimated that there are between 10,000 and 25,000 such machines in the State ranging in value from small amounts to hundreds of dollars each."

The commission's recommendation proposes that licensing provisions be administered by the county. Each machine would require an adhesive tax stamp, showing the name and address of the actual owner. If the machine did not belong to the owner of the premises, the assessor would assess its value against the individual or company whose name appeared on the stamp. Machines bearing no stamp would be assessed against the owner of the premises.

"This is not a revenue raising measure," the commission explained. "Rather, it is a device to tighten the collection procedure of the personal property tax; and because of the special effort involved, to defray the administrative costs by a nominal fee."

FTC Rules Vs. Coin Companies

WASHINGTON, July 10.—Five companies were ordered by the Federal Trade Commission Wednesday (17) to cease their combination in fixing prices and restricting competition in the coin lock field.

They are the Nik-O-Lok Company, Indianapolis, and its subsidiary, the Nik-O-Lok Company, Inc., Los Angeles; the General Service Company, Inc., and its subsidiary, the General Service Coin Lock Company, both of Boonton, N. J., and the American Coin Lock Company, Inc., Pawtucket, R. I.

The order affirmed a hearing examiner's initial decision. The Commission said the companies had filed answers to the original complaint admitting all the material allegations and waiving further hearings. The order bans such practices as fixing prices or terms for leasing, engaging in collusive bidding, and allocating customers.

The companies named are engaged in the production, leasing and maintenance of coin locks in public rest rooms.



IMMEDIATE DELIVERY
VICTOR CAPSULE VENDORS \$60.00
Case of 4.
Complete line of Victor's filled capsules at lowest market price at time of shipment. Write.

CHAMPION NUT CO.
1194 Tremont St., Boston 20, Mass.

NEW

... NOTHING ELSE LIKE IT!



Northwestern

SELECTIVE TAB GUM VENDER with "QUICK CHANGE" MERCHANDISE DRUM

Wire or write for details
THE NORTHWESTERN CORPORATION
EAST ARMSTRONG ST. • MORRIS, ILLINOIS

oak's

Rainbow

pulls the pennies



Precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines. You'll find it easy to sell locations with OAK's streamlined Rainbow, 10-columns to vend tab gum, charm candies, Hersheys, Guaranteed mechanically.

DON'T DELAY ORDER NOW!

Convert your present Acorns to vend tab gum.

OAK Manufacturing Company, Inc.
11411 Knightsbridge Ave., Culver City, California

Eastern Office
PENNY KING COMPANY
2538 Mission Street • Pittsburgh 3, Pa.

12 WAYS TO BOOST BUSINESS

| | |
|---|---|
| EPHY CHARMS | EPHY FILLED CAPSULES |
| OFFICIAL BADGES, Silver Plated. \$10.00 | OFFICIAL BADGES, with Keychains \$22.50 |
| THREE MONKEYS, Plated & Oxid 7.50 | THREE MONKEYS, with Keychains 21.00 |
| ELECTRIC FANS 12.50 | ELECTRIC FANS 20.00 |
| IRONS & TOASTERS 15.00 | IRONS & TOASTERS 20.00 |
| SKELETONS IN CLOSET 15.00 | SKELETONS IN CLOSET 20.00 |
| INITIAL RINGS 15.00 | INITIAL RINGS 20.50 |
| SPARKLE RINGS 15.00 | SPARKLE RINGS 20.50 |
| NAIL PUZZLES 7.50 | NAIL PUZZLES 16.00 |
| GROCERY CHARMS 10.00 | GROCERY CHARMS, with Keychains 22.50 |
| BULLETS 10.00 | BALLOONS 22.50 |
| SERIES #4, Big Gimmick-Like.. 7.50 | DOLLS 20.00 |
| SERIES #5, Newest & Best.... 3.00 | KEYCHAIN VARIETIES, Gimmicks with Keychains 22.50 |

ALL PRICES PER 1,000
TERMS: F. O. B. JAMAICA, N. Y.

SAMUEL EPPY & CO., INC.

91-15 144th Place
Jamaica 35, L. I., N. Y.

THANKS

to our many friends whose gratifying response made our showing at the convention a wonderful success!

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

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For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

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Saves you more than 20% on newsstand price.

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978

Name

Address

City..... Zone..... State.....

Occupation



GIVE TO DAMON RUNYON CANCER FUND



The World Famous STANDARD TOPPER

That attractive ensemble—is finished in smooth, hard Duramite and chrome... steel construction, precision built and amazingly durable.

Less than 25 cases ... \$50.00 per case of 4 25 or more cases ... 48.00 per case of 4

SEE YOUR NEAREST AUTHORIZED VICTOR DISTRIBUTOR VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Illinois

THANK YOU ONE and ALL

for the Consideration, Appreciation and Orders you so kindly gave us at the Convention.

Samuel Eppy George Eppy

Urges Study of 2c Vend

Continued from page 96

Rubenstein also lashed out at the commission set-up which is common with New York bulk operators—a third to the location.

According to his figures, an operator must compute his costs in thirds—one third for the merchandise, one third for profit, and one third for commission.

There is but one other factor to consider—the 8 per cent which must be figured for operating costs. According to Rubenstein, it then becomes a question of which end does the 8 per cent come from.

If the operator tries to take it off the cost of his merchandise, he risks vending an inferior product and losing out on the long haul. If he attempts to take it off his own profit, he's operating a bulk route on too narrow a margin for safety.

This narrows the choice down to one—the commission. Rubenstein feels that if locations were paid 25 per cent instead of 33.3 per cent, the bulk operator would be doing business on a safe margin.

The fly in the ointment, of course, is the competitive situation here. While most operators would rather give 25 per cent than 33.3 per cent, and most locations would take the lesser figure if it was the best they could do—nobody wants to be a trail blazer.

Rubenstein thinks if operators concerned themselves more with their own locations, and stopped worrying about the other fellow's, or what the other fellow is thinking about his locations, everyone would be better off.

An operator with a 300-machine route, explained Rubenstein, must net 60 cents a machine a week after commission to break even. In 1938, when Rubenstein opened his Victor distributorship, the figure was 25 cents.

Looking at the problem another way, Rubenstein figures that an operator must gross three times as much per machine as he did in 1938 to maintain the same profit margin. He just isn't doing that.

The bulk vending business is the only part of the automatic merchandising industry where decentralization, not consolidation, is the rule, according to Rubenstein.

He estimates that 40 per cent of the machines in the New York area are owned by part-time operators, which means, of course, that the

great majority of operators have routes as a sideline, since the large operators have routes often running into four figures.

Rubenstein feels that the relatively low profits in bulk vending keep away many of the big boys, while the little fellow, looking for a sideline where he can snag a few extra dollars, is entering the field in increasing numbers.

Many New York operators made their big mistake, reflected Rubenstein, when they concentrated on Manhattan and Brooklyn after World War II, when suburban Nassau County was in the throes of the biggest housing boom in history. The few that ventured into Nassau, he added, have never regretted it.

Bulk vending, he said, is more than holding its own, with chain stores and supermarkets providing excellent new locations.

In this connection, he added, capsule vending is making an historic contribution to the industry. Rubenstein explained that the capsule makes it possible to vend a diversified line of goods, and he feels the day is not far off when goods at various price ranges will be dispensed thru capsule venders.

However, he warned against using the capsule as a showcase for charm items of inferior quality and filling them with whatever happens to be at hand.

According to Rubenstein, you can't fool the youngsters, and while an operator may get away with an inferior product for a while without the take falling off, in the long run he will kill the location—just as soon as the kids smarten up.

Then, too, he added, adults patronize capsule machines when buying charms for their children. When they get inferior products, they will not only refrain from patronizing the venders themselves, but they will admonish their children to keep away from the mechanical merchants.

Pioneer currently handles Victor venders and parts, jobs other lines, and sells several make charms, including some made for its exclusive use.

The firm will soon preem baseball mascot press-on charms for the National, American and International leagues. They will be vended in capsule form, with an instruction sheet accompanying each charm.

Rubenstein theorizes that the capsule should contain a charm that allows the child to perform a function—such as transfer an emblem to his jersey or T-shirt—which the conventional charm often failed to do.

Pioneer at one time did a sizable export business, but foreign sales have now stabilized to about 5 to 10 per cent of the firm's gross.

FCM Backs

Continued from page 96

the Rudd-Melikian coffee and juice machine.

The finance plan requires a down payment of 20 per cent on the part of the operator, with the balance paid at a simple interest of 6 per cent over a 24-month period. Parrish said the annual interest comes to 3.2 per cent.

A million dollars is available for financing, with the Florida National Bank providing funds and other State banks endorsing the plan, Parrish said.

On the House

Many of the 30,000 Lions and their families who attended the convention demonstrated their liking of Florida orange juice. On Wednesday (7) the Snively machine was in operation for an hour and a half and dispensed more than 1,000 drinks, 310 of them in a 27-minute period. The drinks were on Snively, with the Lions merely pushing a button to get their juice.

That same day FCM was passing out juice at the booth, with 1,400 Lions lining up for drinks in three hours. For the rest of the week the vender operated from 9 a.m. until 5 p.m.

Parrish said that FCM is setting up an industrial and trade relations program to aid juice operators get locations. He plans to visit large plants thruout the country to help pave the way for local operators in the placement of venders.

Juice venders have been financed in all sections of the country, Parrish added, but the greatest concentration is in metropolitan areas.

NAMA Briefs Ops on '54 Feather Push

CHICAGO, July 10.—National Automatic Merchandising Association's fifth annual participation in the nationwide Red Feather drive got under way as NAMA sent operators a brochure urging them to place orders for Red Feather matches, cups and labels for local campaigns that will begin in September.

George M. Seedman, Rowe Service Company, Inc., Los Angeles, chairman of NAMA's public relations committee, announced that so far six cup and match manufacturers had accepted an invitation to participate in this year's Community Chest drive. They will imprint their products with Red Feather slogans for vending operators in the 1954 campaign.

The firms are Dixie Cup Company, Lily-Tulip Cup Corporation, Maryland Cup and Maryland Match companies, Lion Match Company and Universal Match Corporation.

Said Seedman: "Without the strong support of co-operating book match and paper cup manufacturers, it would be impossible for NAMA to continue and expand Red Feather participation, reflecting credit upon the entire automatic merchandising industry. We extend our appreciation to them, and urge all operators interested in earning good will while performing a needed community service to place their orders promptly for Red Feather materials."

Attesting to the contribution of hundreds of co-operating operators in 1953, Clarence Francis, national chairman of United Community Campaigns, awarded a citation to NAMA "in recognition of outstanding volunteer service to Community Chests."

First Quarter

Continued from page 96

Manufacturers are hard put to keep pace with the growing domestic market, let alone an expanding export market.

Export Activities

Still, more and more U. S. manufacturers are turning special attention to the export field. During the past two years, vending firms have set up special export divisions, special crating programs (or employ facilities of export houses), and spent more time figuring out ways and means of handling foreign business.

Before 1952, Cole Products did not export equipment. Last year that firm showed an increase in exports of its soft drink vender which was shipped to Germany, Cuba, Venezuela and Panama and accounted for roughly 5.5 per cent of the firm's volume for 1953.

Spacarb, Inc., figured that of its 1953 volume, about 5 to 10 per cent was exported. About 3 per cent of the Fred Hebel Corporation's 1953 volume went out of the country. Its ice cream vender was shipped to European, South American and Canadian buyers.

Both Rowe and Stoner have entered the export market; Rowe concentrating on its cigarette line in such markets; Stoner shipping its Univendor line to customers in Europe, Africa and Canada.

Future Growth

Expectations are high for rapid future growth of the vending export market.

While foreign markets are beginning to demand more automatic merchandising equipment, American vending manufacturers develop a greater capacity to produce more machines. The record of expanding vender exports since 1948 provides good cause for high hopes of a tremendous future vending export market as shown by the figures:

Table with 2 columns: Year and Value. 1948: \$332,059; 1949: 451,923; 1950: 501,843; 1951: 543,635; 1952: 1,073,708; 1953: 1,093,474

L. & M. Names Ringler

NEW YORK, July 10.—Eugene C. Ringler this week was elected a director of the Liggett & Myers Tobacco Company. He joined L.&M. in 1924 and has been auditor since 1936.

Advertisement for Charms! featuring a cartoon character and text: 'We Have Newer CHARMS!'

Advertisement for National Sales Agents for ACORN CHARM VENDOR parts and accessories. Includes 'NEW DESIGNS', 'NEW IDEAS', 'NEW FINISHES' and 'send 35¢ Complete Sample Kit'.

Advertisement for PENNY KING COMPANY, 2538 Mission Street Pittsburgh 3, Pa.

Advertisement for VEEDECO SALES CO. featuring 'IN STOCK VICTOR'S' and 'New Deluxe Model BABY GRAND CHICLE TREETTS VENDOR'. Includes address: 2124 Market St. Philadelphia 3, Pa.

Advertisement for BALL and VENDING GUMS. 'New LOW Factory Prices'. Features 'BUBBLE • CHICLE CHLOROPHYLL'. Includes 'AT BIG SAVINGS' and 'AMERICAN CHEWING PRODUCTS'.

Advertisement for ACORN ALL-PURPOSE BULK MERCHANDISER. 'Featuring the new Silver Streak BRUSH HOUSING'. Includes 'EMPIRE COIN MACHINE EXCHANGE' and address: 1012 Milwaukee Ave. Chicago 22, Ill.

Advertisement for UNEEDA VENDING SERVICE, INC. 'Silver Quarter Operation—King Size Included'. Lists models: ROWE CANDY, DuGRENIER MODEL W, UNEEDA MODEL E. Includes 'SODA and COFFEE MACHINES' and 'Our Paints are VENERIZED'.

Advertisement for UNEEDA VENDING SERVICE, INC. 'The Nation's Leading Distributor of Vending Machines'.

Advertisement for RECONDITIONED MACHINES. 'FOR LIMITED TIME ONLY!'. Lists 'ATLAS 5c ALMOND TRAY VENDOR' and 'SILVER KING'.

Advertisement for RAKE COIN MACHINE EXCHANGE. 609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

Lennox Unveils New Unit

Continued from page 98

ufacturer. Latter activity is being continued.

With the exception of the coin mechanism, National Rejectors, Lennox is producing the entire machine in its own plant. The 16-stack cup mechanism (125 cups per stack), an oblong chain-driven unit, was designed by Reynolds and is produced by Lennox. The complete cabinet is also fabricated in the plant.

Features of the vender: Separate electric pumps for metered delivery of each sirup flavor to dispensing tube; high-low carbonation switch on three flavors (for other than cola drinks); ice-making type refrigeration system (as used in commercial air-conditioning systems) which maintains from 80 to 100 pounds of block ice for circulating water lines; top-cabinet position of the refrigeration unit; stainless steel sirup tanks, with 30 gallon total capacity, under refrigeration; built-in water line filter; circular 16-inch illuminated plastic sign on upper door panel (operator can specify sales message).

Thorne said other design features include on location removal of damaged side, back panels and front door from under frame for replacement of spare units without inactivating the machine.

Safety features include a triple latch door lock, anti-cup theft flap under cup delivery tube and an anti-overflow control which automatically shuts off the machine when the overflow container is three-quarters full.

The cabinet is mounted on steel casters, has two inch fiberglass insulation on sides and top, cork insulation at the base. It is finished in red and dark green. Machine weighs 775 pounds, is 73 inches high, 36 inches wide and 25 inches deep.

It will be available with a non-carbonated drink selection, and also as a one, two or three-flavor model on order, Thorne stated.

A second production run of 500 units will be started in late August, he said.

Thorne, who has headed Lennox Manufacturing since its formation 20 years ago, traces his association with the coin control equipment and coin machine fields for more than a decade earlier. In the 1920's he did research and development work for the Johnson Fare Box Company. In 1927 he formed Bell & Thorne, a sheet metal and stamping firm which he still heads and which is active as a supplier in the coin equipment field.

Don Reynolds also has a background of design and engineering, mainly in the cup beverage phase of automatic merchandising. Before setting up his own company, Reynolds Engineering, in 1949 (which he still heads), he was with Douglas Aircraft as a designer during the war years. Later he became head of research for Lion Manufacturing Corporation (now Lyon Industries), beverage vender division. Leaving this post with the organization of his own firm, Reynolds did research and development work for Coca-Cola's fountain and vending divisions. Also under the Reynolds Engineering banner, he developed conversion kits for single flavor Lyon and Westinghouse cup machines.

Fla. Runs Cig Tax Check on State Venders

TALLAHASSEE, Fla., July 10.—The State Beverage Department Tuesday (6) started a door-to-door check on cigarette retailers and vending machine operators in Florida in an effort to block the suspected sale of non-tax paid cigarettes.

Director A. E. McKinney Jr. said every enforcement officer in the department had been assigned to the cigarette detail.

He said the beverage department, which is charged with collecting the Florida tax of 5 cents a pack on cigarettes, had reason to believe that large quantities of untaxed cigarettes were being smuggled into the State.

McKinney also stated the department suspects that counterfeit stamps are being used on many of the cigarettes sold in Florida.

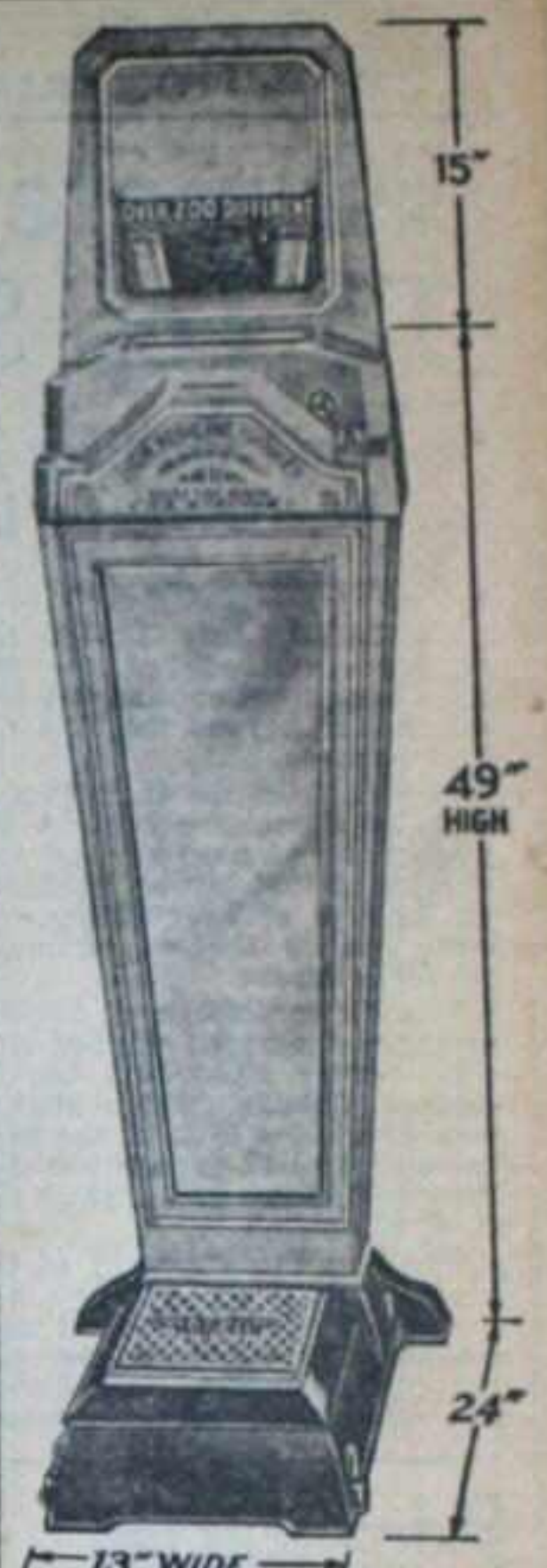
In contrast to revenue from other Florida consumer taxes, which showed substantial increases during the year ended June 30, receipts from the cigarette tax fell off about \$3,000.

In each of the two previous fiscal years, the cigarette tax had shown an annual increase of about \$1,000,000.

McKinney said the canvass of retailers and cigarette vending machines would continue about 10 days.

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES VENDING MACHINES

| | Issue of July 10 | Issue of July 3 | Issue of June 26 | Issue of June 19 |
|----------------------------------|------------------|-----------------|------------------|------------------|
| Acorn Tab Gum (10 col.) | \$21.95 | \$21.95 | \$21.95 | \$21.95 |
| Adams Gum Vender 16 col. | 17.25 | 17.25 | 17.25 | 17.25 |
| Advance Model D Ball Gum | 6.45 | 6.45 | 6.45 | 6.45 |
| Advance No. 11 Mide | 5.95 | 5.95 | 5.95 | 5.95 |
| Advance Stick Gum, 1c | 8.50 | 8.50 | 8.50 | 8.50 |
| Alsa (2 col.) | 125.00 | 125.00 | 125.00 | 125.00 |
| 25c Ball Point Pen Vender | 49.50 | 49.50 | 49.50 | 49.50 |
| C-B Electra | 135.00 | 135.00 | 135.00 | 135.00 |
| Columbus 1c | 6.50 | 6.50 | 6.50 | 6.50 |
| DuGrenier Champion (16 col.) | 97.50 | 97.50 | 97.50 | 97.50 |
| DuGrenier (5 col.) | 85.00 | 85.00 | 85.00 | 85.00 |
| DuGrenier Model W (19 col.) | 87.50 125.00 | 87.50 125.00 | 95.00 125.00 | 95.00 125.00 |
| Eastern Electric (16 col.) | 15.00 | 15.00 | 15.00 | 15.00 |
| Exhibit Card Vender, 1c | 15.00 | 15.00 | 15.00 | 15.00 |
| Foot Ease | 129.50(late) | 129.50(late) | 129.50(late) | 129.50(late) |
| Hawkeye Hot Popcorn | 55.00 | 55.00 | 55.00 | 55.00 |
| Hershey 1c (2 col.) | 6.50 | 6.50 | 6.50 | 6.50 |
| Kenny Electric (19 col.) | 150.00 | 150.00 | 150.00 | 150.00 |
| Kleins 5c or 10c | 49.50 | 49.50 | 49.50 | 49.50 |
| Master 1c & 5c | 6.95 | 6.95 | 6.95 | 6.95 |
| Master 1c | 6.50 | 6.50 | 6.50 | 6.50 |
| Master 5c | 6.50 | 6.50 | 6.50 | 6.50 |
| Master 5c | 6.50 | 6.50 | 6.50 | 6.50 |
| Mills Candy (16 col.) | 198.50 | 198.50 | 198.50 | 198.50 |
| Mills Tab Gum | 27.50 | 27.50 | 27.50 | 27.50 |
| National 930 | 130.00 | 130.00 | 130.00 | 130.00 |
| National 950 | 145.00 | 145.00 | 145.00 | 145.00 |
| Northwestern 33 Ball Gum | 6.50 | 6.50 | 6.50 | 6.50 |
| Northwestern Deluxe 1c and 5c | 12.00 | 12.00 | 12.00 | 12.00 |
| Northwestern Model 39, 1c | 7.95 | 7.95 | 7.95 | 7.95 |
| Northwestern 49, 1c | 17.35 | 17.35 | 17.35 | 17.35 |
| Northwestern 49, 5c | 17.35 | 17.35 | 17.35 | 17.35 |
| Northwestern Stamp | 69.00 | 69.00 | 69.00 | 69.00 |
| Northwestern Tab Gum | 25.95 | 25.95 | 25.95 | 25.95 |
| Pop Corn Set | 65.00 69.50 | 65.00 69.50 | 49.50 65.00 | 49.50 65.00 |
| Pop-N-Hot Popcorn | 65.00 | 65.00 | 65.00 | 65.00 |
| 25c Razor Blade | 39.50 | 19.50 | 19.50 | 19.50 |
| Rose Candy (16 col.) | 80.00 | 80.00 | 80.00 | 80.00 |
| Rose Diplomat Electric (16 col.) | 150.00 | 150.00 | 150.00 | 150.00 |
| Rose President (16 col.) | 155.00 | 155.00 | 155.00 | 155.00 |
| Rose President (10 col.) | 155.00 | 155.00 | 155.00 | 155.00 |
| Rose Royal (16 col.) | 85.00 | 85.00 95.00 | 85.00 95.00 | 85.00 95.00 |
| Rose Royal (19 col.) | 100.00 | 100.00 | 100.00 | 100.00 |
| Silver King, 1c Bulk | 8.50 | 8.50 | 8.50 | 8.50 |
| Silver King, 5c Bulk | 8.50 | 8.50 | 8.50 | 8.50 |
| Silver King | 13.95 | 13.95 | 13.95 | 13.95 |
| Silver King 1c Ball Gum | 7.45 | 7.45 | 7.45 | 7.45 |
| Silver King 1c Mide | 7.45 | 7.45 | 7.45 | 7.45 |
| Silver King, 5c | 7.45 | 7.45 | 7.45 | 7.45 |
| Silver King Hot Nat. | 29.95 | 29.95 | 29.95 | 29.95 |
| Smoke Shop La-Boy | 249.50 | 249.50 | 249.50 | 249.50 |
| Uneda Challenger (16 col.) | 110.00 | 110.00 | 110.00 | 110.00 |
| Uneda Model E (16 col.) | 50.00 | 50.00 | 50.00 | 50.00 |
| Uneda Model E (19 col.) | 80.00 | 80.00 | 80.00 | 80.00 |
| Uneda Model 500 (19 col.) | 110.00 | 95.00 110.00 | 95.00 110.00 | 95.00 110.00 |
| Uneda Model 500 (19 col.) | 135.00 | 135.00 | 135.00 | 135.00 |
| U-Select-It | 49.50 | 49.50 | 49.50 | 49.50 |



WEIGHT 165 LBS.
\$25 DOWN
Balance \$10 Monthly
400 DE LUXE
PENNY FORTUNE SCALE
NO SPRINGS
Invented and made only by
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Manufacturing Company
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Greatest Time-Saving PENNY WEIGHING SCALE
CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED.
HEAVY SHEET METAL BASE.
TIN SCOOP.
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.
There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.
ORDER TODAY
1/3 Dep., Bal. C.O.D., P.O.B. N. Y. Distributors, Write for Prices.
J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

Price Presents
A Complete Line of...
CAPSULE MERCHANDISE
We boast of the strongest Capsule on the market—won't break—won't jam the machine!
● SOUND MAKERS
● GIMMICKS
● RINGS
AND MANY HOT ITEMS!
Also the most extensive CHARM line in the country.
WRITE FOR PRICES!
PAUL A. PRICE CO.
55 Leonard St., New York 13

VICTOR'S TOPPER
The world's finest bulk and charm vender at these low prices.
DELUXE
\$14.25 each
Cases of Four (Minimum Order)
\$13.50 each
100 or more.
HALF CABINET STYLE. SAME PRICE AS GLOBE STYLE.
STANDARD TOPPER
\$12.00 each 100 or more
\$12.50 each less than 100
EQUIPPED WITH LARGE GLOBE.
Sidmor Vending Co.
3127 5th Ave. Pittsburgh 19, Pa. Atlantic 1-3548

Brand New! Victor MODEL HMS
1c and 5c Combination.
\$16.95 each
Less than 100
\$16.50 each
100 or more
Write for free 32 page catalog.
Parkway Machine Corp.
715 Emor St. Baltimore, Md.

Canadian

Continued from page 96

1. The government shows that it recognizes the coin-operated vending industry.
2. By its recognition, the industry should be able to induce new money into it.

Whether any new money has been attracted by the wiping out of the excise tax is still problematical, according to distributors.

And at present, various large industries are cutting back on production, which means shorter work weeks, layoffs and unemployment, as well as an awareness by every employee of the value of his money and a desire to stretch his dollar.

A definite expansion of the vending industry is looked for by Alan King, president, Polarmat, Ltd., and president of the Canadian Automatic Merchandising Association. Altho he said there were no signs yet of the effect the tax action had, he pointed out: "We now enjoy considerable stature in the recognition by the government of us as merchandisers."

N. F. (Bud) Leach, Vend-O-Matic Canada Ltd., stated that in the long run advantages of the government's action is a certainty. "It will provide numerous advantages to the industry, and will definitely attract new money."

Distributors have been able to lower the prices on the equipment as result of the tax action. But Lawrence Hoffman, Perumatic Company, Ltd., pointed out that his machine price has to remain at the same level, for almost coincidental with the dropping of the 15 per cent tax his firm started marketing a new machine with a number of improvements.

Prices would be lowered still further, according to Harvey Springer, whose Century Prod-

ucts, Ltd., has a variety of vending machines, "if the government would lower the present duty of 22 per cent on each machine brought into this country. The high tariffs hurt our business."

"In any case, with the lowering of prices due to the government's recognition of our industry, new operators are going to be increasingly interested in the business as they will be able to more quickly pay off their investment," Springer said.

Bonanza

Continued from page 96

England States, Poole Distributing Company, Boston, Mass., hosted 375 operators at a two-day premier showing. Attending were Harry Poole and Charles Suesnes, Poole principals; D. W. Donohue, treasurer; Jerry Miller, sales manager, and Dennis Nagy, chief field engineer.

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Estimate 1954 Juke Exports To Top \$7½ Million Mark

First Quarter Sets New Record; W. Germany Leads in \$\$ Volume

By JIM WICKMAN

CHICAGO, July 10.—A conservative estimate of the 1954 juke box export volume will total somewhere beyond the \$7½ million mark.

Reports from the U. S. Department of Commerce confirm this prediction, showing the first quarter of 1954 hitting \$1,876,670, an increase of over 20 per cent compared to the corresponding period last year.

The dollar volume of coin-operated phonographs shipped from this country since 1949 has increased steadily. From slightly over \$1 million in 1949, the price tag on juke box exports has doubled, re-doubled and then nearly doubled again.

The first three months of this year, in addition to setting a new first quarter record, showed what concentrated effort on the part of manufacturers, distributors and exporters could produce.

Basically the markets remained unchanged compared to last year, yet the number of machines shipped during that period rose from 3,079 to 4,079 and climbed approximately \$376,000.

The effects of additional distributors in foreign markets, numerous visits by leading coin machine officials, better service departments and special advertising promotion has paid off. Strong importers have become stronger, and the number of countries purchasing machines has grown.

One country in particular skyrocketed the first quarter of this

year. For the first time in its history, Western Germany found itself on the top of the juke box export list. Ranging from \$1,000 to \$3,000 in the years 1950, '51 and '52, Western Germany recorded a whopping increase last year when it hit \$138,932. But it really stole the show last February when it turned in a \$257,511 volume.

The quarter total of Western Germany was 448 machines, valued at \$317,597. Average unit cost topped \$700, over \$240 higher than the over-all average, indi-

(Continued on page 102)

Export Shipments Via St. Lawrence An Industry Boom

To Cut Shipping Costs, Delivery Date on Jukes, Games, Venders

BUFFALO, July 10.—A boom to coin machine exports. That's the general trade consensus on the completion of the St. Lawrence Seaway a few years hence.

Last May the Rudolph Wurlitzer Company had an opportunity to ship five tons of machines from Buffalo to Europe by way of a small freighter on the St. Lawrence. Fleets of larger vessels will be able to ply the seaway when it is completed.

Arthur C. Rutzen, general export sales manager of Wurlitzer, had this to say: "The saving in

transportation costs on just five tons was more than \$300."

The big factor in shipping via the Great Lakes is that shipping rates vary only slightly from various ports in a country. An example of this would be a shipment made by Pillsbury, the world's largest flour exporter. It costs 29 cents to ship a 100 pound bag of flour from Buffalo to New York by rail and an additional 78 cents to ship by water to Venezuela. By using the seaway the cost would be approximately 84 cents—about 78 cents for shipping and 6 cents for seaway toll charges—from Buffalo to Venezuela, a saving of 23 cents a bag.

The effects of the St. Lawrence Seaway would be tremendous. It would stimulate an entirely new economic development thruout the Great Lakes region. All industries would benefit.

But to the coin machine business it would be an opportunity to expand its export trade to a point where today's multi-million dollar market would look small.

Aside from embargos and import duties, the cost of shipping

(Continued on page 106)

Price Names 13 Distributors Thruout U. S.

LOS ANGELES, July 10.—Following a rapid expansion program, the D. W. Price Corporation, manufacturers of the Nelson Modernization Kit, announced that 13 distributors had been appointed thruout the country this far.

Distributors named were Advance Automatic Sales Co., San

(Continued on page 104)

Magne-Tronics Buys Towers Tape Library

NEW YORK, July 10.—Magne-Tronics, Inc., supplier of taped music, this week announced an agreement with the Harry Towers organization in London whereby Towers will turn over 2,000 tape selections to the New York firm and add selections to the library at the rate of 500 a year for the next five years.

The deal was negotiated thru Ziv Television, Inc. According to S. L. Deutsch, Magne-Tronics president, the pact will enable the tape firm to keep abreast with pop favorites and allow a constant turnover in tape.

This is not the first library deal negotiated by Magne-Tronics.

Shortly after the firm was organized early this year, it purchased the 2,000-selection tape library of Capitol Records.

10 Eight-Hour Tapes

Deutsch said that the current Magne-Tronics tape library consists of 10 eight-hour tapes, all Capitol, with the total to be doubled by the end of the year. Categories include factory, hotel and cocktail lounge and banks.

Magne-Tronics distribution is handled by the Graybar Electric Company, with 130 outlets. The tape can be used in Magnecord and Presto players.

In charge of programing for Magne-Tronics is Joe Hards, formerly programing head of the World Broadcasting System and Muzak. Selections will be recorded directly on tape, said Deutsch.

Deutsch formerly headed the World Broadcasting System and Audio-Video. The tapes are twin-track recordings wound on 14-inch reels, with a playing speed of 3.75 inches a second.

Conn. Ops Drop Summer Meet

HARTFORD, Conn., July 10.—Music Operators of Connecticut announced this week that its association meetings would be discontinued during the summer months, returning to its regular schedule September 9.

Abe Fish, president of the association, said that the move had been decided upon because of the large number of operators who had planned out-of-State vacations.

N. J. Ops, Union Near on Pact

NEWARK, N. J., July 10.—A new contract between the Music Guild of New Jersey and Local 1477, AFL-IBEW, appears in the offing, according to Dick Steinberg, executive director of the operators' association.

The MGNJ labor committee and union representatives recently discussed the pending pact, and, according to reports, are not too far apart.

Maurice Schapira, MGNJ counsel, represented the operators, while S. Golat and Edward Pecora represented the union. Steinberg and Sam Waldor, Herbert Brauch and Jules Rusoff, MGNJ labor committee members, were present during the negotiations.

Meanwhile MGNJ President H. J. Ellington named the following members to the budget committee: Harold Chasen, Herman Halperin, Jules Rusoff, and Sam Waldor, chairman.

EDITORIAL

New Orleans Scores

They won't soon forget Play Your Juke Box Week in New Orleans.

The city's administration, and the powerful daily newspaper, Times Picayune, joined the Crescent City's music-machine companies to celebrate "Music Box Week." Mayor deLesseps S. Morrison issued an official proclamation and The Time-Picayune editorialized on the juke box as a "national institution."

Credit for the city's memorable celebration belongs to all of the operators and distributors who worked together to make the week a success.

On page 102 of this week's Music Machine section there is a reproduction of Mayor Morrison's proclamation and a picture of the presentation of that official document. It is significant that the picture includes a representative of the city's music operators as well as representatives of local distributing companies. Teamwork is the vital factor in the success of any good public relations effort.

The Billboard is proud of New Orleans' music machine men and proud to have played a part in their celebration.



PHILIPPINE JUKE BOX DISTRIBUTORS have faced war, government restrictions and the problem of importing new and used equipment, but in spite of these obstacles the business has gained a steady foothold and is on the way up. Probably the three men most active in the music business are (left to right) John W. Spakowski, Seeburg; Gary Yupangco, Wurlitzer, and William Suter, AMI (The Billboard, June 12).

Lieberman Named 1st Magnecord Distributor

MINNEAPOLIS, July 10.—Lieberman Music Company, AMI distributor, was appointed a three-county distributor by the commercial music division of Magnecord, Inc., here last Thursday (8), marking the first known appointment by Magnecord in juke box field.

Magnecord, which introduced its magnetic tape recorder to operators last March, has aimed its entire promotion at the juke box operator, expanding its sales and engineering personnel by leaps and bounds in recent months.

The appointment followed negotiations between Harold Lieberman, head of Lieberman Music, and Charles Schlicht, newly appointed regional sales manager of Magnecord.

Lieberman announced that an operator showing would be held July 19, 20 and 21 in the firm's showrooms and that a Magnecord representative would be on hand to explain the equipment.

Lieberman said that operators in his area had been asking questions about the possibilities of background music tied-in with a juke box route and that he

was quite sure the system would work out.

He pointed out that background music of this type did not compete with juke box locations but offered new spots for the operators.

The sales policy will be as follows: Lieberman will sell the units directly to operators the same as he does juke boxes. The operators will then be in a position to offer the units to locations thru a lease or a direct sale. In both, the operator will use a service contract. The tapes for the machines will not be sold by Magnecord, but leased. Operators will be leased three tapes with their purchase for variety in programming.

ANGLERS

Trout Aids Juke Play In Colorado

DENVER, July 10.—Juke boxes in this area are receiving better than expected play as a result of an all-time record number of fishermen, according to Ray Samuelson, head of Grand Music Company in Granby.

The reason: The creation of two huge lakes, both well stocked with pound-or-better mountain trout.

Government reclamation engineers converted the Long Shadow Mountain Valley below Colorado's famous Grand Lake into a six-mile-long irrigation lake, which was held back as a fishing spot until June 1.

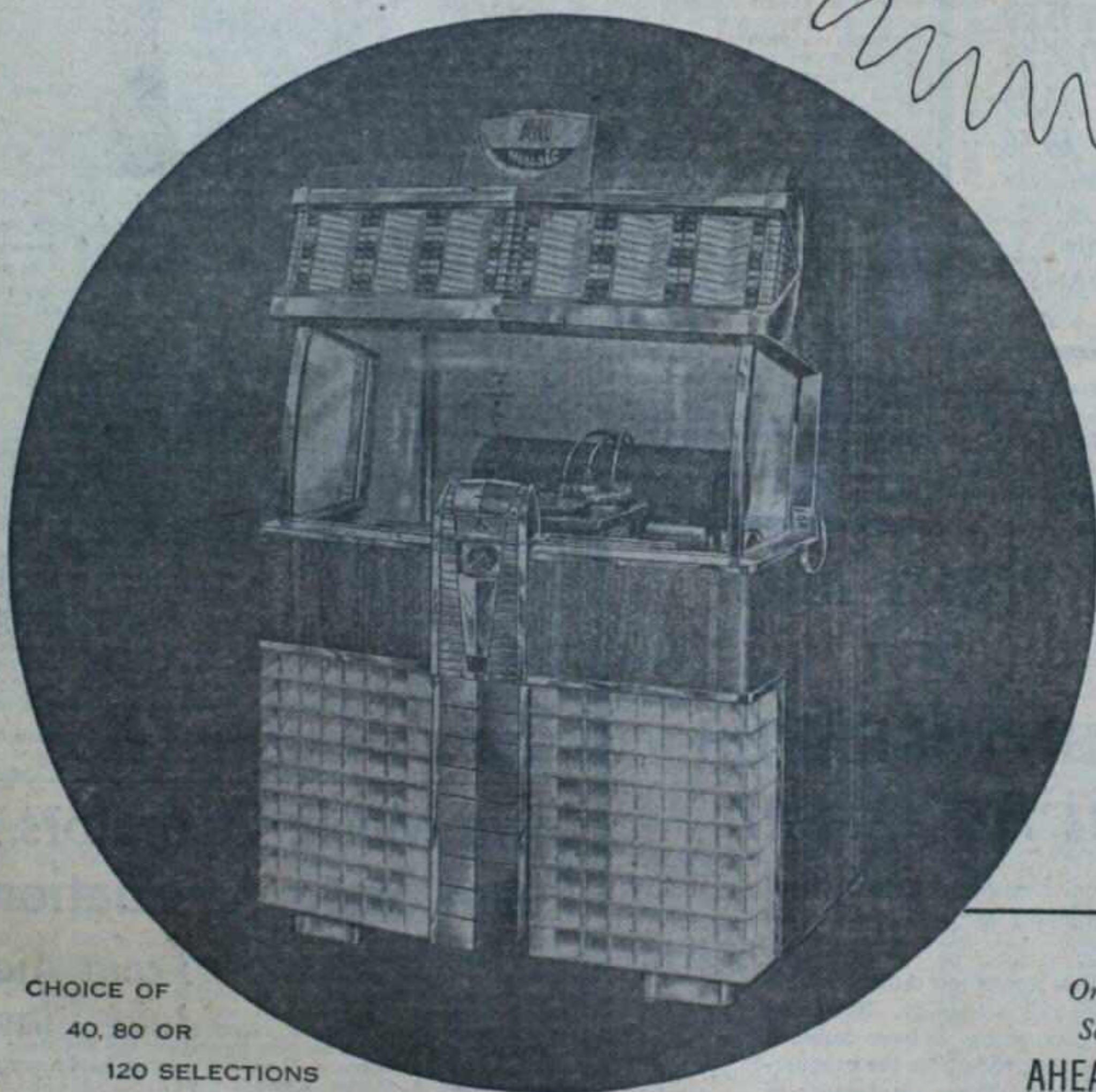
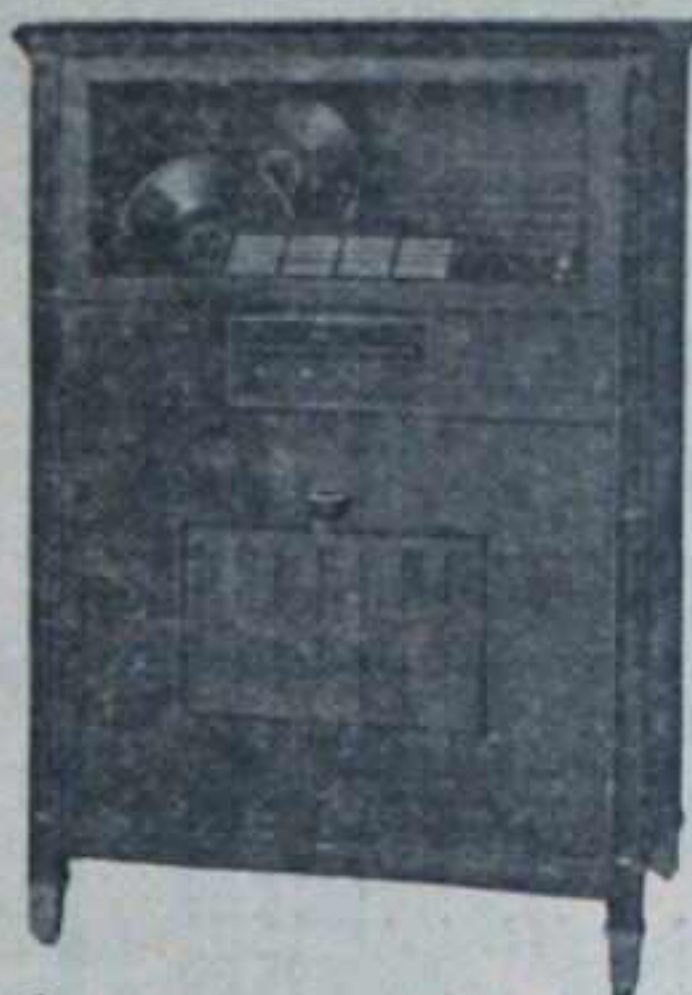
Thousands of anglers have found juke box play in restaurants, taverns, mountain lodges and even service stations, a big part in their evening's relaxation. Samuelson says he is having trouble spotting enough machines to meet the demand.

Monthly Phonograph Exports

6-Month Comparison

| | 1953 | | 1952 | | 1951 | |
|--------------------|-------|-------------|-------|-------------|-------|-------------|
| | No. | Value | No. | Value | No. | Value |
| October | 1,366 | \$ 544,686 | 1,268 | \$ 516,413 | 502 | \$ 224,323 |
| November | 1,912 | 812,621 | 902 | 382,379 | 776 | 223,329 |
| December | 1,603 | 771,218 | 1,098 | 454,246 | 822 | 333,609 |
| Totals | 4,871 | \$2,128,525 | 3,268 | \$1,353,038 | 2,100 | \$ 781,261 |
| January | 1,251 | \$ 519,949 | 943 | \$ 462,409 | 924 | \$ 264,439 |
| February | 1,644 | 809,999 | 1,183 | 589,337 | 852 | 379,573 |
| March | 1,184 | 546,722 | 953 | 448,978 | 813 | 334,527 |
| Totals | 4,079 | \$1,876,670 | 3,079 | \$1,500,721 | 2,589 | \$ 978,539 |
| Final Totals | 8,950 | \$4,005,195 | 6,347 | \$2,853,759 | 4,689 | \$1,759,800 |

first



AMI designed and manufactured the first automatic, selective, coin-operated juke box in 1927. The knowledge and experience gained in the 27 years since is reflected in the many advantages for a successful music business brought to operators by Model "E"

CHOICE OF
40, 80 OR
120 SELECTIONS

*Originator of the Automatic
Selective Juke Box in 1927*
AHEAD THEN — AHEAD NOW

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

NEW ORLEANS

Juke Box Week Hits Peak in P-R Drives

NEW ORLEANS, July 10.—In what turned out to be one of the juke box industry's greatest public relations efforts ever staged, Play Your Juke Box Week proved a smashing success here during the week of June 20-26.

Before the week was over, coinmen thruout the city had accomplished results previously included in many a campaigner's list of things to do. The promotion here started as in many cities thruout the country. Disk jockeys plugged the event over radio and television, posters were displayed in locations and in record shops, and newspapers published stories calling attention to the event.

Then, Mayor deLesseps S. Morrison officially proclaimed June 20 to 26 as Juke Box Week, and Councilman James Fitzmorris presented the proclamation to members of the juke box industry at a special meeting during the week. Following the announcement of the proclamation, The Times-Picayune published a full length editorial praising

the juke box industry. The editorial follows:

Nickel In the Nickelodean

"Word that the juke boxes are having a 'week' recalls that the juke box industry has had a record-breaking year, altho happily the reference is to the nickel volume and not to platter casualties.

"Despite the stern competition offered by other media, the juke box remains solidly entrenched as a national institution, gracing thousands of cocktail lounges, drugstores and other tonsil-cooling oases thruout the nation.

"Over the years they have become more streamlined, eye-catching, spacious and melodic. The gaudy kind with the shimmering lights hang on. And the 100-record models offer a variety of selections aimed to meet any taste.

"So people harken in ever larger numbers to the injunction of the song: 'Put Another Nickel In. In the Nickelodeon!'"

Estimate

Continued from page 100

ating an effort on the part of suppliers to ship new machines. Leading importers for the first quarter of this year include:

| | |
|------------|-----------|
| W. Germany | \$317,597 |
| Venezuela | 251,586 |
| Mexico | 234,551 |
| Colombia | 228,160 |
| Belgium | 177,434 |
| Canada | 122,495 |

Venezuela, long a leader among the top importers, continued its record of heavy buying with Belgium, Canada, Colombia and Mexico following suit.

Recently, new government restrictions in Mexico were added to the already tight embargoes there and the peso was devalued 40 per cent. With machines costing 40 per cent more in terms of pesos, plus new restrictions, a drop in exports to this country is expected. However, judging by the figures of the first quarter, the drop will be negligible.

Excise Taxes

In Canada, coinmen have succeeded in eliminating the 15 per cent excise tax on vending equipment. And while the tax still exists on juke boxes, the potential revenue of coin-operated equipment has been studied and has paved the way for possible reductions of this tax at a later date.

Latin America, which appears to be the greatest potential market in the future as well as the largest market today, continues to intrigue all delving in juke box exports.

Every juke box manufacturer, either thru their own channels or thru an export representative, is making frequent trips to these countries to study methods for aiding service problems, improving record programming, and building a strong juke box business foundation.

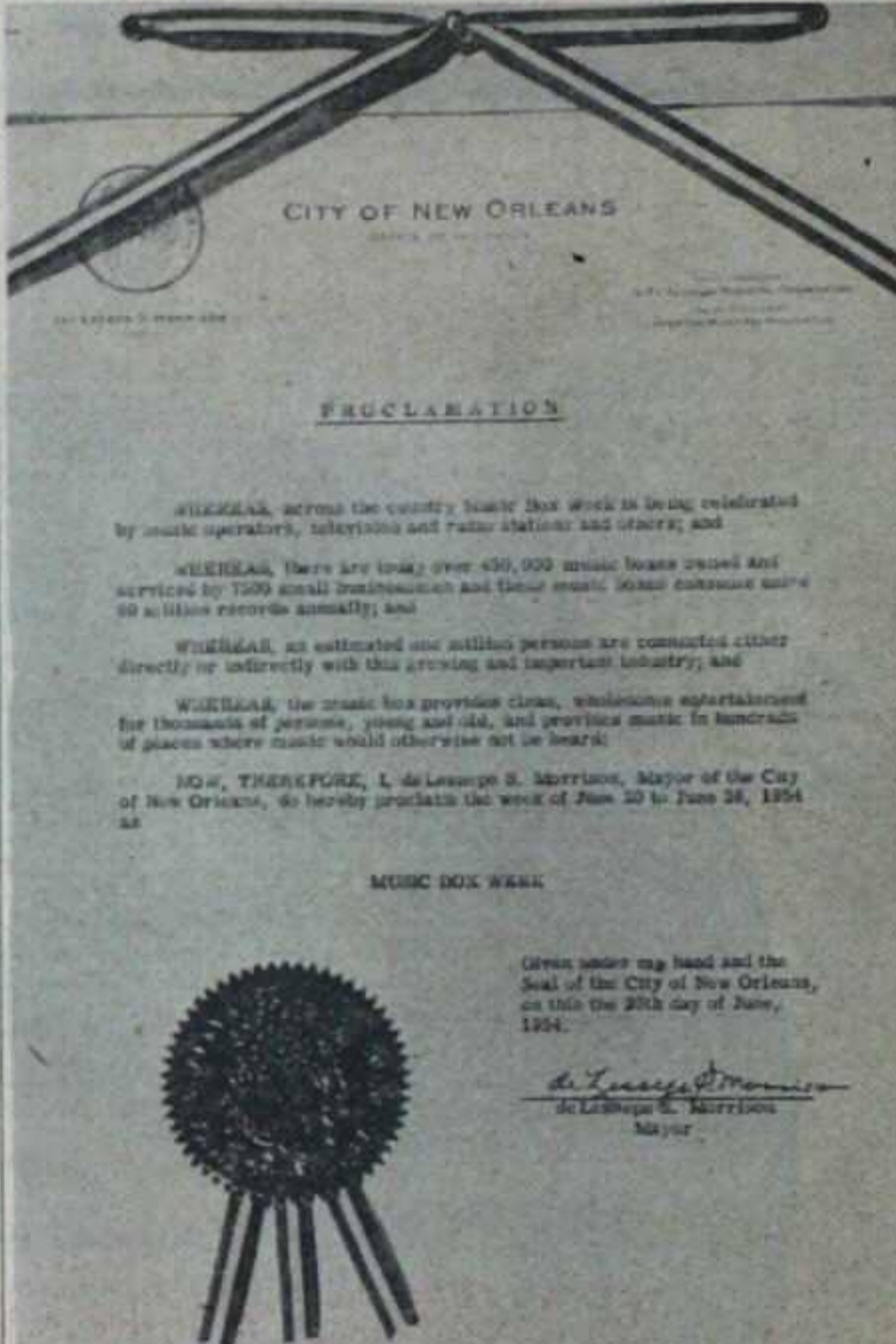
Special interest has been devoted to revamping distributor set-ups in the Latin American countries. Last week, O. O. Malleg, exporter of coin-operated equipment and outlet for H. C. Evans & Company, sent a representative on a two-month tour of the country with instructions to negotiate new distributorships in 10 Central and South American countries.

All in all, the juke box export business has become an integral part of the juke box industry. It offers markets for old and new equipment, keeping re-sale values up along with greater production.

Certainly, \$7½ millions is big business.



THE COMBINED efforts of New Orleans coinmen in supporting Play-Your-Juke-Box Week resulted in an official proclamation by Mayor deLesseps S. Morrison. On hand to receive the proclamation were (sitting) Councilman James Fitzmorris; J. Pat Ricks, Tac Amusement Company, representing the operators in the area; Vaughn Monroe, recording star; (standing) Robert G. Dupuy, of F.A.B. Distributing Company, Wurlitzer distributor; M. J. Chaffee, of Dixie Coin Machine Company, AMI distributor, and John Lynch, of Lynch & Zander Company, Seeburg distributor.



PROCLAMATION signed by Mayor deLesseps S. Morrison, New Orleans, proclaiming Play-Your-Juke-Box Week June 20-26.

Ready for Delivery!

| | |
|----------------|----------|
| Seeburg M-100A | \$375.00 |
| Seeburg M-100C | 695.00 |
| Wurlitzer 1250 | 295.00 |
| Wurlitzer 1500 | 595.00 |
| Wurlitzer 1015 | 69.50 |

Terms: 1/3 deposit, balance sight draft. Write us for our free export brochure.

COVEN DISTRIBUTING COMPANY

Main Office: 3181 Elston Ave., Chicago, Ill. Branch Office: 1301 N. Capitol Ave., Indianapolis, Ind.

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES

has been sold in The Billboard

WHAT DO YOU HAVE TO SELL? Write Box 666, 2160 Patterson St., Cincinnati, Ohio

FOREIGN BUYERS, PLEASE NOTE!

New EVANS' PHONOGRAPHS

NOW AVAILABLE FOR EXPORT

Abroad, as well as in the United States, Evans' Coin-Operated Automatic Phonographs are enjoying a sensationally swift rise in popularity.

Back of their phenomenal success stands our truly enviable reputation for matchless Quality and Reliability. Beginning in 1892 and throughout the 60 years since, we have designed and manufactured only the finest equipment for the commercial operator of amusement devices. These six decades of experience and the resultant high standards of craftsmanship are your assurance of dependability in Evans' Phonographs.

Here are but a few of the many advantages offered by these superior instruments . . .

- rugged, trouble free mechanisms . . .
- unflinching true-to-life Tone Reproduction . . .
- freedom from excessive service calls . . .
- low operating overhead.

In your country, as elsewhere, it is profitable to distribute and operate Evans' Phonographs!

FOR COMPLETE INFORMATION, WRITE:

H. C. EVANS & CO.

1556 W. Carroll Ave., Chicago 7, Illinois, U.S.A.

Iowa Music Operators Form State Association

DES MOINES, July 10.—Juke box operators representing the entire State held a meeting here at the Savery Hotel last week and formed the Iowa Automatic Music Operators' Association.

Directors, elected at a meeting held June 7 (The Billboard, June 19), presented a charter which operators immediately adopted. Because of local floods thruout the State attendance was lower than expected, and as a result officer elections were postponed until the next meeting to be set later.

It was formally agreed that the association would join the Music Operators of America.

Operators discussed various tax problems, including a 2 per cent amusement tax and a 2 per cent sales tax, paid solely by operators; the McCarran hearings and a future public relations program. Directors of the association are Maurie Rosenstein, of Marshalltown; Don Hall, of Spencer; Bob Treiner, of Sioux City; Bic Jorgensen, of Mason City; Don Reese, of Carroll; John Sanderlie, of Fort Dodge, and Al Lamberti, of Des Moines.

Info in Other Departments

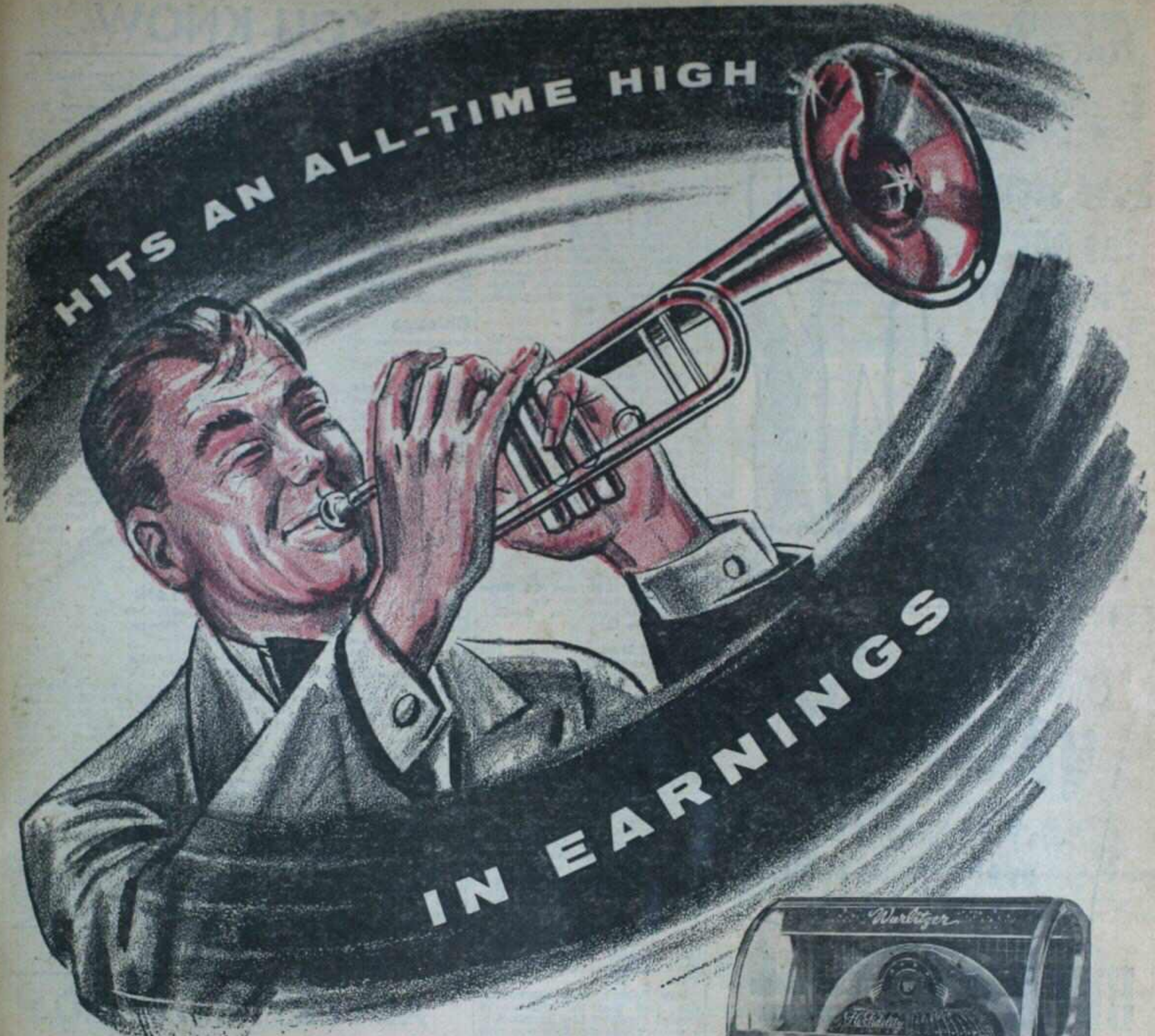
Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

"SECRET LOVE" BIGGEST FOR YEAR. Peatman survey rounds up top tunes on radio and television (Music department).

BELL MAKES MAJOR CHANGES. Boosts price to 39 cents, readies move into EP, LP field (Music department).

"X" READIES FOR CANADA DISTRIBUTION. Arrangements near final stages for fall plans (Music department).

COLOR RACE SHAPES UP. Competition may bring down the cost of sets within public reach (Radio-TV department).



When it comes to collecting cold cash, the hottest thing in the juke box business is the 104-selection, all 45 RPM Wurlitzer 1700HF. It's got what it takes to make patrons stop, look and start playing. As for good listening, the music this beauty turns out makes repeat play a solid certainty.

With the simplest mechanism the industry has ever devised—the Wurlitzer 1700HF turns music into money at a rate faster than any other phonograph in history.

**SEE IT—HEAR IT—BUY IT AT
YOUR WURLITZER DISTRIBUTOR**

THE FABULOUS HIGH-FIDELITY

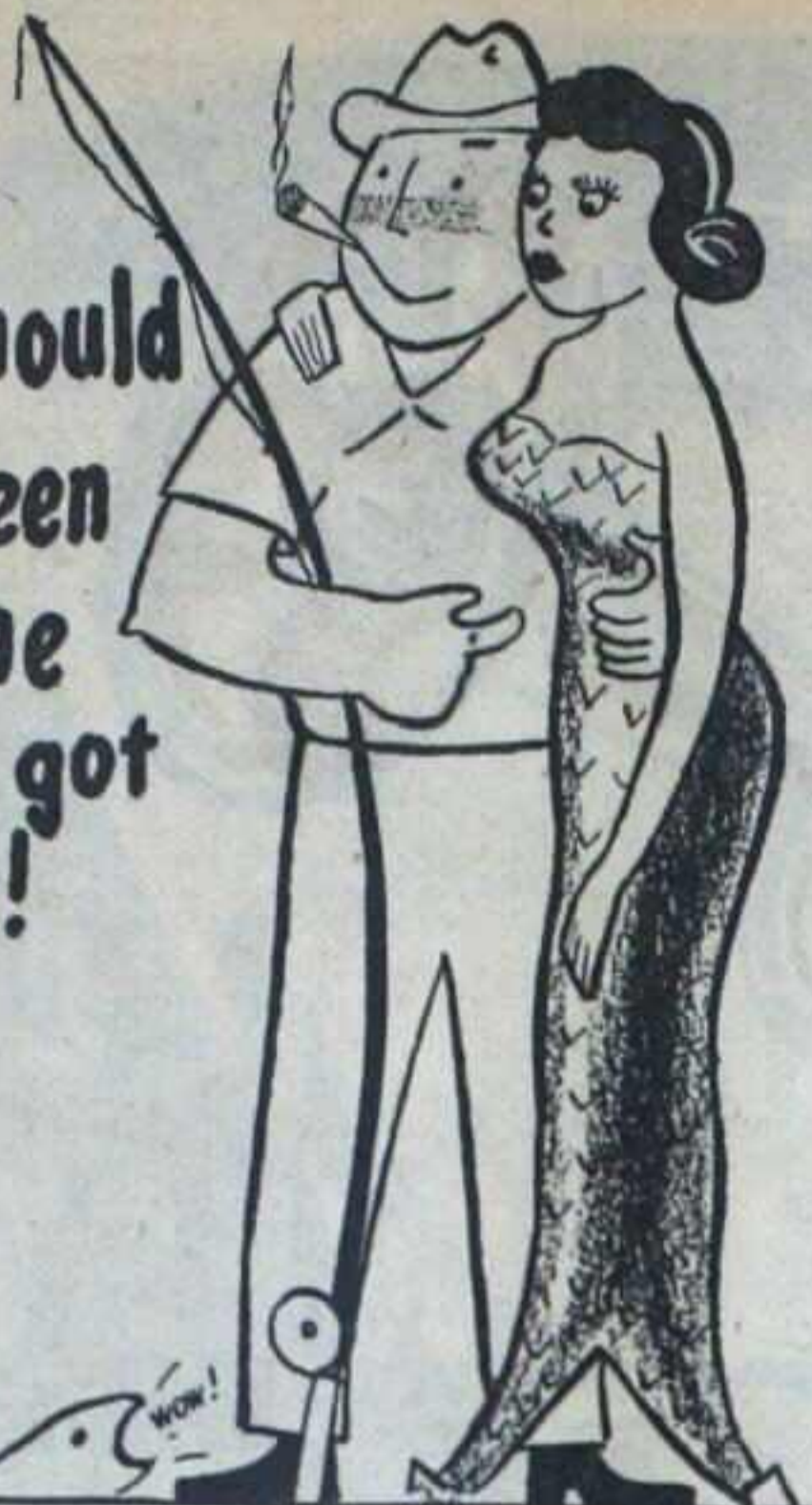
Wurlitzer **1700HF**



**TAKES THE MASK
OFF THE MUSIC**

COINMEN YOU KNOW

You should have seen the one that got away!



Denver

Communications to:
Robert A. Latimer
PEarl 3-0090

Coin Play Booms In Ghost Towns...

Howard Holt, head of Draco Sales Company, Wurlitzer distributors here, spent mid-June in the high Rocky Mountain area centered by Salida, Colo., on business. Coin machine play of all types, particularly phonographs, is booming in Colorado's "Ghost Town" mountain communities, such as Leadville, Salida, Silverton and Georgetown, according to Holt.

Visitors in Denver were Mr. and Mrs. J. A. Schaeffer, operators of the No-Name Music Company, Glenwood Springs, Colo.

Schaeffer reports substantially expanded phonograph play in the Glenwood Springs area, which includes the world-famous mountain skiing resort of Aspen. Whereas these communities were, at one time, only winter resorts, the stocking of streams in the region with fighting rainbow trout, and the development of the Aspen Music Festival, a month-long classic each year, have drawn heavy patronage to taverns and sports centers.

Mike J. Savio and his wife were guests of Mr. and Mrs. Elton Dines, operators of the Dines Music Company, in Boulder, Colo., June 12.

Dines Music Company has reported a steady climb in business, largely as the result of greatly increased undergraduate enrollment at the University of Colorado.

Price Names

Continued from page 100

Francisco; Automatic Games Supply Co., St. Paul; Banner Specialty Co., Philadelphia; California Music Co., Los Angeles; Central Music Co., Temple, Tex.; Dunis Distributing Co., Portland, Ore.; Empire Coin Machine Exchange, Chicago; Midwest Distributing Co., Rockford, Ill.; Taran Distributing Co., Jacksonville, Fla.; Western Distributors, Portland, Ore., and Riteway Sales Co., Runyon Sales Co., and National Amusement Co., New York.

Ray Powers, sales representative, said that the number of foreign inquiries had increased to a point where the firm was now contemplating overseas distributors.

The Nelson Modernization Kit is designed to convert Seeburg M-100 A phonographs to 45 r.p.m.

Antigone Dikeou, operator of Dikeou Bros. Wholesale Candy & Tobacco Company here, has sold his home at 178 Ash Street and moved to a new home at 300 Bellaire Place. With his brother Panayes Dikeou, Antigone has been a prominent figure in cigarette vending in the Denver area for more than 10 years.

Robert Bear, sales phonograph manager of Wurlitzer, was in Denver combining "business and pleasure." Planning to visit the mountain fishing grounds with Bear and his wife was Garry Sinclair, Rocky Mountain Wurlitzer representative.

Chicago

Communications to:
Ken Knaut
Central 6-8761

Mencuri, Chi Coin Traveling Midwest...

Frank Mencuri, Chicago Coin Machine Company, is acting as a goodwill ambassador these days. He's in Cincinnati this week and will continue on to Pittsburgh, Cleveland and Detroit, meeting operators and distributors, handling their problems and pointing out new features of the Chicago Coin products. Frank is expected back in Chicago in a few weeks. Ed Levin, director of sales, is planning a pleasure trip to Atlantic City.

Mel Binks, Binks Industries, has been spending weekends at his summer place at Lake Geneva. Mel says it's been a little cool for swimming tho.

Art Weinand, Exhibit Supply, says the company is in production on the first kiddie ride ever built just for toddlers. It's called Junior Jet, a tiny merry-go-round jet plane.

Lou Urban, Jennings & Company, spent the July 4 holidays at his Dundee (Ill.) farm. Jennings is closing July 26 for a two-week vacation.

The vacation season at Marvel Manufacturing Company is running in relays. Right now the company is without the services of office secretary Mrs. Estelle Bye. Ted Rubenstein, Marvel, reports the company is busy producing replacement plastics for

phonographs and is working in new models of plastics.

Herb Perkins, Purveyor Distributing Company, is back at work in Chicago after his recent trip to the West Coast. Herb's next trip will be to the East—New York and New York State, Philadelphia, Washington, Baltimore and parts of West Virginia. Monte West is traveling the Midwest this week.

Chicago coin machine operators had mixed diversions over the July 4 weekend. Phil Schwartz, Amusement Sales, shuffle game operator, said he spent a quiet holiday resting up at home. Jimmy Johnson, Globe Distributors, reported that he passed most of the holiday time at work.

Vince Shay, Empire Coin Exchange, says since the holidays are over more visitors and buyers are dropping in and shuffle alleys are going better. Howard Freer, Empire, is in Oregon on vacation.

Paul Huebsch, sales manager at J. H. Keeney & Company, reports that Chester Biezad, chief engineer in the games division, and Al Albritton, Keeney Southern representative, joined C. O. Moon, of Variety Distributing Company, Atlanta, who acted as host at Variety's Keeney showing at the Savannah Hotel, Savannah, Ga., July 8-9.

New York

Communications to:
Aaron Sternfield
PLaza 7-2800

Simon and Cohn Share Shop...

Dave Simon, Simon Sales, and Nat Cohn, Riteway Sales now share offices and showrooms at 631 10th Avenue. The move was arranged to pare operating expenses for both firms. Simon previously had smaller floor space a couple of shops down the street. Both firms, of course, will continue to operate as separate entities.

New members of the Associated Amusement Machine Operators of New York are Sid and Sam Antonoff, S. S. Amusement Corporation, and Joe Barone. Barney

(Continued on page 107)

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

| | Issue of July 10 | Issue of July 3 | Issue of June 26 | Issue of June 19 |
|---------------------------|------------------|-----------------|------------------|-------------------|
| AMI | | | | |
| Model A..... | | | | \$155.00 |
| Model B..... | | \$275.00 | | |
| Model C..... | \$235.00 | 235.00 249.50 | \$275.00 | 275.00(2) |
| Model D-40..... | 369.50 | 369.50 | 369.50 | |
| Model D-80..... | 475.00 495.00 | 419.50 495.00 | 419.50 495.00 | 475.00 495.00 |
| ROCK-OLA | | | | |
| Fire Ball, 45 RPM..... | | | 395.00 | |
| 1422..... | 49.50 89.00 | | 89.00 | 89.00 95.00 |
| 1426..... | | 109.00 | 109.00 | 109.00 130.00 |
| 1428..... | | | | 175.00 |
| 1434..... | | | 375.00 | |
| 1436 Fireball 45 RPM..... | 445.00 475.00 | | 475.00 | 475.00(2) |
| SEEBURG | | | | |
| M 100 A (78 RPM)..... | | | 439.50 | 425.00 495.00 |
| 146..... | 79.50 99.00 | | 99.00 | 99.00 95.00 99.00 |
| H 146 Hiway..... | | 75.00 | 75.00 | 75.00 75.00 |
| 147..... | 129.00 | 129.00 | 129.00 | 129.00 130.00 |
| H 148 Hiway..... | 95.00 | 95.00 | 95.00 | 95.00 95.00 |
| 148..... | | | | 175.00 |
| 148 M..... | 189.00 | 189.00 | 189.00 | 189.00 |
| 148 ML..... | 149.50 199.00 | 199.00 | 199.00 | 199.00 |
| WILLIAMS | | | | |
| Music 411A..... | | | 49.00 | |
| WURLITZER | | | | |
| 1015..... | 69.50(2) | 125.00 | | 120.00 130.00 |
| 1080..... | 99.00 | 99.00 | 99.00 | 99.00 |
| 1100..... | | 189.50 | | 225.00 |
| 1250..... | 250.00 265.00 | 219.50 295.00 | 219.50 265.00 | |
| 1400..... | | 399.50 | 399.50 | 465.00 |

How Was Your Timing on...

"THE LITTLE SHOEMAKER"

THE GAYLORDS
MERCURY 70403

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money... you'll be riding only the winners for top play the year around!

Spotted as a
Billboard
BEST BUY

JUNE
23, 1954

Title Strips
Ready for Top
Juke Profits

JUNE
23, 1954

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

| (Cards per Week) | (Cost for 3 months) | (Cards per Week) | (Cost for 3 months) |
|-----------------------|---------------------|------------------------|---------------------|
| 20 (400 strips)..... | \$ 9.00 | 70 (1400 strips)..... | \$29.00 |
| 30 (600 strips)..... | 13.00 | 80 (1600 strips)..... | 33.00 |
| 40 (800 strips)..... | 17.00 | 90 (1800 strips)..... | 36.00 |
| 50 (1000 strips)..... | 21.00 | 100 (2000 strips)..... | 39.00 |
| 60 (1200 strips)..... | 25.00 | | |

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date.....

Please start sending me.....title strip cards of Billboard's "Best Buys" to cost \$.....for 3 full months. Payment is enclosed.

Name.....

Address.....

City.....Zone.....State.....

day or night,
near or far... on every location
in town



AMERICA'S NEWEST UTILITY

makes money for you

Airports Banks Schools Factories Retail Shops

In judging the money-making possibilities of any Business Utility, it pays to ask 3 questions:

- 1** Is this Business Utility widely available? Magnecord's "Packaged" Background Music Service is available to *any* location, *right on location*, at *any* time of day or night, thanks to its magnetic tape reels and Magnecord's *special, continuous magnetic tape playback*.
- 2** Is this Business Utility truly useful? Background Music is a *proven* business tool. It can boost productivity or morale, cut down accidents or absenteeism. It can help people work, play, or just plain relax.
- 3** Is this Business Utility really first class? Only Magnecord's "Packaged" Background Music offers *RCA Planned Music*. Music expertly planned, programmed, and produced by RCA itself to be psychologically correct and properly diversified.



"There's never been anything like this Business Utility before and there's nothing else like it today! And, America's Newest Utility can make money for you. For the first step, send me this coupon **RIGHT AWAY!**"

"Heinie" Roberts

magnecord, inc.

Henry ("Heinie") T. Roberts, General Manager—Commercial Music Division
225 W. Ohio Street, Chicago 10, Illinois • Telephone: **Whitehall 4-1889**

Mail Today To:
Magnecord, Inc.
225 West Ohio Street
Chicago, Illinois

Dear "Heinie":
Please RUSH me complete details on how I can fit into the Magnecord, Inc. Background Music Service.

I am a Music Operator Distributor
and I handle these coin operated phonograph lines:

Name _____
Street _____
City _____ Zone _____ State _____

'54 1st Quarter Coin Exports Top \$3 Million for New High

Total Shipments 13.9% Ahead of '53 Period; Venders, Jukes Soar

CHICAGO, July 10.—Vending and juke box exports in the first quarter of 1954 reached a new high as total coin exports hit \$3,044,971, a boost of 13 per cent over the same period in 1953. Exports of amusement games slumped in the first quarter this year, but the average value per game continued its upward surge. Vending exports showed the biggest dollar volume increase this year, running 33.41 per cent over last year's first quarter total (see story in vending section). A total of 5,874 venders were shipped in the first three months of 1954, valued at \$426,706. Average price of venders has climbed from \$46.23 in 1952, to \$54.57 in 1953, to the top average this year of \$72.64.

Juke box exports hiked from a total of \$1,499,721 in the first quarter of 1953 to a \$1,876,670 total this year, an increase of 20

per cent (see story in music section). Average price for jukes dipped slightly this year from last year's first quarter average of \$487.08. This year's first quarter mark of \$460.08 is still a healthy jump from 1952's \$378.93 figure. The amusement game export market took a sharp cut-back in

the first quarter of 1954 compared to total dollar volume at this time last year.

U. S. Department of Commerce reports for the first quarter of this year show that total dollar volume of game exports fell from \$943,048 in 1953, to \$741,595 this year, a drop of 21.26 per cent. (Continued on page 111)

Seek Injunction In Conn. Pin Ban

Ops Give Testimony, Demonstration Before Superior Court Judge Thim

BRIDGEPORT, Conn., July 10.—Judge John R. Thim of Superior Court this week ordered counsel to submit briefs on questions of law involved in a petition for an injunction to restrain State's Attorney Lorin W. Willis from banning the use of free-play pinball machines in Fairfield County.

Briefs were ordered after Judge Thim had listened to testimony and witnessed the operation of a free-play machine.

The demonstration was staged by Nicholas Mainero who, with his business associate, Joseph Friedman, is seeking the restraining order on the ground that free-play machines are games of skill and not gaming devices within the meaning and intent of the Connecticut gambling statute.

At the conclusion of the hearing Judge Thim expressed the belief that arrest and trial of an operator might be the better way of determining the issues raised by the petitioners.

Prosecutor's View

Willis did not take the witness stand, but told the court that in (Continued on page 111)

Keeney Names New Distributors In East, South

CHICAGO, July 10.—New distributors were appointed in New England and in Louisiana and Southern Mississippi by J. H. Keeney & Company, Paul Huebsch, general sales manager, announced this week.

J. J. Golumbo & Company, Boston, was named to handle Keeney products in New England. Golumbo plans to conduct a Keeney showing in the near future.

Nick Carbajal, Crown Novelty Company, New Orleans, was appointed Keeney distributor in Louisiana and Southern Mississippi.

Exhibit Readies Special Ride For Wee Tots

CHICAGO, July 10.—A special kiddie ride "for the tots mom has to lead in by the hand" is in production by Exhibit Supply, Art Weinand, vice-president, announced this week.

The new Merry-Go-Round type kiddie ride, Junior Jet, is designed for toddlers only. The tot will have control over the tiny jet ship, being able to move it forward and backward under his own direction.

Junior Jet is now being location tested and more information will be released in the near future, it was announced.

Charter Game Firm

GREENVILLE, S. C., July 10.—Airport Enterprises, Inc., here has obtained a State charter to own and operate all types of sports, games and recreations. O. L. Andrews is president of the company, which has an authorized capital stock of \$2,500.

FREE RIDE FUN

Coin Merry-Go-Round Spurs Kid Shoe Sales

MAPLEWOOD, Mo., July 10.—"A five-minute ride on the Merry-Go-Round costs us 6 cents, but the good will developed is worth dollars."

These are the words of William Hale, children's shoe buyer at Golde's Department Store here. Hale had a Merry-Go-Round installed in the shoe department, offering a free ride with every purchase, and the kids are hep to the idea.

The Merry-Go-Round was moved in when an electrically-powered "bucking horse," which had grown rickety in three years of service, finally "expired." Set in the center of the department where it can easily be seen, the Merry-Go-Round is supplied by a coin machine operator on a 60-40 basis.

Instead of utilizing the machine as a source of dimes, however, the majority of coins clinking into the slot are provided by Hale and his salesmen from the department cash register. Each salesman is supplied with a pocketful of dimes to begin the day.

The Merry-Go-Round is a miniature two-horse model providing music with an automatically-changing record player in the base, and giving pleasing-fidelity volume loud enough to be heard throughout the entire department.

A colorful sign points up the ride privilege to the customers and there is no question, reports Hale, that a large percentage of mothers bringing their youngsters in for the first time have done so because of "Merry-Go-Round appeal."

Seaway Will Cut Coin Export Cost

Continued from page 100

a juke box, a game or a vender overseas has always been the biggest drag on the number of machines leaving the country. With the seaway completed, manufacturers, distributors and exporters would be handed a new selling aid in foreign markets: Prompt delivery.

Another important factor in exporting is time. Delay caused by loading and unloading freight cars, then transferring the equipment to ships, plays a big part in selling a product. When delivery can be promised within a certain date, buyers are more inclined to order in bigger lots.

Rutzen stressed the time element. He explained that because the juke box business was so competitive, customers were likely to buy equipment from other sources if delivery wasn't fast and prompt.

Rutzen added that this same situation existed in most industries, but in the case of the coin machine industry, equipment must be on location before it can make money.

"Another thing," Rutzen said, "is that payment for equipment often comes after delivery. We can't afford to have a large amount of working capital tied up in juke boxes wandering

around on slow ships or some loaded pier."

With the coin machine export total over \$11 million in 1953, and still rising, a project such as this would add much to the business. It is possible even to estimate the possible results.

Certainly it will bring the foreign countries closer to this country.

Sheriff Ruled Coin Territory, Miss. Op Claims

LAUREL, Miss., July 10.—Sheriff Morgan Holifield of Jones County was charged with controlling territory rights for operators of coin machines and named a defendant in a \$10,000 suit.

The charge was made in a Chancery Court complaint by Sam Bowers that a juke box he had placed at a tavern just outside the city limits was unplugged and disconnected by O. J. Ford, another defendant.

Ford allegedly installed his own juke box at the tavern on grounds that the territory had been exclusively assigned to him by the sheriff.

Master-in-Chancery Winds Up Chicago Pinball Hearings

CHICAGO, July 10.—Master-in-Chancery William J. McGah, who has been conducting hearings on the Chicago pinball legality case, said this week that the hearings would wind up Monday (12). Attorneys for the group of

operators seeking an injunction to restrain the city from interfering with the operation of pin games agreed with the city's counsel to complete the evidence in the case on Monday.

McGah said it would be about 30 days before his report would be completed. Originally the re-

(Continued on page 107)

Drivemobile's First Production Run Sold Out

NEW YORK, July 10.—Herb Klein, sales manager for the International Mutoscope Corporation, has reported that the first production run of the firm's new Drivemobile has been sold out, and large-scale production on the second run is underway.

The unit is a coin-operated game which rates the player's skill in keeping the car on the road. It is an outgrowth of a similar Mutoscope game developed shortly after the end of World War II. Klein said the new ride contains several recently patented mechanical features and a moving seat.

Dimensions are 29 inches wide, 5 feet long and 5 feet high. Weight is about 300 pounds, and list price is \$795.

Klein said the new unit has been location tested in parks and Arcades, as well as non-amusement locations such as 5 and 10-cent stores and department stores. He added that one is slated to be installed in a bus depot.

Tourneys Give Gotham Operators Shot in Arm

NEW YORK, July 10.—The recent decision of the New York Licensing Board to go along with the Alcoholic Beverages Control Board in approving the giving of prizes for shuffleboard tournament competition is giving the operators a sorely-needed shot in the arm, according to George Ponser, head of the Associated Amusement Machine Operators of New York.

Ponser disclosed that the operator association is making available to members a tournament kit consisting of score pads, tournament rules and ABC rules governing the legal requirements of tournament play. Harry Berger, West Side Distributors, is also distributing a tournament kit (The Billboard, July 10).

Ponser feels that, within a few months, most locations will be conducting tournaments, whether the operator or location owner wants them now or not.

He explained that when a tournament is set up in one bar, the neighboring bar owner will feel that he too must conduct a tournament to meet the competition. He is in a position to put pressure on the operator to set one up.

Most common prizes consist of clocks, traveling bags, rods and reels, cutlery and liquor dispensing sets. Premium dealers, of course, are undergoing a minor boom.

Ponser said route collections

have increased as much as 25 per cent since tournament play has been started and that two routes were sold this week at the highest prices ever. There are many would-be buyers, he added, but few sellers.

Amusement Game Exports

First Quarter Comparison Leading Countries 1952-1954

| | 1954 | | 1953 | | 1952 | |
|---------------------------------------|-------|-----------|-------|-----------|-------|-----------|
| | No. | Value | No. | Value | No. | Value |
| Canada | 1,731 | \$331,968 | 2,163 | \$402,833 | 1,616 | \$235,341 |
| Japan | 292 | 84,756 | 233 | 97,291 | 217 | 51,218 |
| Venezuela | 328 | 84,199 | 327 | 83,724 | — | — |
| France | 117 | 31,000 | 1,537 | 129,309 | 155 | 13,531 |
| Belgium | 173 | 22,524 | 683 | 28,966 | 138 | 12,527 |
| French Morocco .. | 88 | 21,288 | 26 | 4,957 | — | — |
| Netherlands | 299 | 15,134 | 149 | 7,763 | 142 | 11,050 |
| Sweden | 305 | 12,465 | 100 | 4,000 | — | — |
| New Zealand | 250 | 11,687 | 435 | 20,010 | — | — |
| Philippine Republic | 44 | 11,301 | 47 | 7,625 | — | — |
| Panama | 28 | 10,977 | 13 | 1,119 | — | — |
| Italy | 97 | 9,996 | 22 | 2,620 | — | — |
| Mexico | 101 | 7,661 | 55 | 5,790 | — | — |
| Cuba | 91 | 10,822 | 199 | 25,611 | — | — |
| Switzerland | 38 | 6,730 | 372 | 77,362 | 141 | 31,882 |
| British Malaya | 77 | 4,980 | — | — | — | — |
| Canal Zone | 12 | 4,335 | 13 | 3,599 | — | — |
| Honduras | 14 | 3,675 | — | — | — | — |
| Totals (including other countries) .. | 4,867 | 741,595 | 6,937 | \$943,048 | 3,805 | \$462,397 |

Colma Bows New 1-Col. Spray Mach.

WORCESTER, Mass., July 10.—Colma, Inc., manufacturer of coin-operated spray venders, this week announced a new one-column spray unit for vending hair tonic, hand lotion or cologne.

The unit—Model V-1—comes equipped with a dime coin chute, is available with a two-ounce or four-ounce bottle. A two-ounce bottle delivers about 800 atomized sprays of cologne or 300 sprays of hair tonic. A two-ounce refill costs about \$1.

It features an all-metal cabinet with pink-rose enamel finish and chrome trim, which measures 5½ inches wide, 7 inches deep and 12 inches high. It carries a full year's guarantee against defects in material and workmanship.

The firm also produces five-column and two-column spray machines.

COINMEN YOU KNOW

Continued from page 104

Sugarman and Irv Kempner, Runyon Sales, are scouting business in up-State New York.

Mike Munves has completed a successful season of Arcade sales and is currently busy with parts and supplies. Target games, he said, have turned out to be hot Arcade items.

Perry Lowengrub, Runyon salesman, is waiting for a call from Skip Hardy for a cruise on Hardy's boat which is moored in Long Beach. James Caggiano, local 463 executive, said the union and the Associated Amusement Machine Operators of New York are agreed on terms of a contract renewal.

Murray Kaye, Atlantic-New York, is spending long weekends at his summer bungalow at Monroe, N. Y. He says the juke box export business is good and helps maintain prices on used equipment domestically in addition to providing a sales source for boxes which have no market here.

Recent visitors to 10th Avenue include Harry Pugliese, H&M Automatic Music, Huntington, L. I.; William McCarthy, Jurleyville, N. Y., and Ray Giladeau, Ray's Amusement, Monticello, N. Y. Operators with summer locations report good takes in the mountains, but only fair business at the seacoast. Anthony Herna, 63, Elkay Music, died recently.

Miami
Communications to:
Al Denny
83-3096

Dade Vending Company
Splits Music Route . . .

Dave Engel, of the Dade Vending Company, split up his music route and consummated separate sales to Jerry Weintraub and Murray Gold, both newcomers* to the Miami area. Approximately 35 pieces were purchased by Weintraub, who Gold acquired approximately 25 other locations.

Harold Carson, of the Juke Box Company, and his wife, Jean, returned from a six-week automobile trip thru the Far West and Mexico. Shortly after their arrival in Miami, Mrs. Carson suffered a gall bladder attack and underwent an emergency operation. She is now reported on the mend.

La. Senate OK's Tax Refund to Slot Operators

BATON ROUGE, La., July 10.—A bill appropriating \$122,000 to refund a portion of the tax paid by owners of bell machines destroyed by the State, passed the Louisiana Senate by 23-9 vote here recently.

The bill, now going to Gov. Robert F. Kennon for signature, would refund the bell owners for a proportionate part of the license tax, depending upon the unexpired portion at the time of seizure.

The bill, according to Sen. Guy G. Gardiner, Crowley, would permit the State collector of revenue, Rufus W. Fontenot, to reimburse the owners. "This is a moral obligation," Gardiner told the Senate. "It is something everyone in the State believes should be paid."

Master

Continued from page 106

port was to be submitted by next week.

The case was referred to McGah for a hearing and a report on the law and facts when Superior Court Judge George M. Fisher vacated an earlier order for an injunction restraining the city from interfering with the operation of pinball games June 16 (The Billboard, June 26).

Plaintiffs in the case is a group of coin machine operators, Nels A. Nelson, Elmer Larson, James P. Garrity and Ray Nicolet. In contention is 1953 State legislation, which eliminated pinball games from classification as gambling devices, and an old city ordinance which banned the games.

Albert Denny, reporter for The Billboard, discovered the truth of the saying, "It's a small world," while vacationing in his home town of Baltimore. During a conversation with a next-door neighbor of his sister, he learned to his surprise that she has a brother in the coin machine business in Miami. It turned out to be Harry Silverman, of Ace Music Company. Alho Denny and Silverman have known each other for several years, neither was aware that the other hailed from Baltimore. Silverman is still a bachelor—a matter of deep concern to his devoted sister in Baltimore.

Harry Pearl, who recently purchased A & T Vending Company, reports that collections are up on his all-games route. . . . Joe Handelman, of Century Amusement Company, has been under the weather for a few weeks with a virus infection.

Joining the July 4 holiday trek out of town were Eddie Petrocino, North Dade Vending Company, and his wife, Virginia, who traveled to Key West with friends.

C & L Amusement Company's boss, Jack Kauffman, received bad news this week when his son, Buddy, was seriously injured in a car accident. Latest reports, however, indicate that Buddy is recovering. The youth served a hitch in the Navy a few years ago.

Capitol Vending's Todd Mahoney is back on the job after a lengthy vacation. Some local operators prefer to relax in the cool breezes of Miami in preference to the higher temperatures of the North and Midwest. One of them is Irving Wasserman, who operates a route of shuffleboards. Wasserman merely closed his Miami home for a month and checked the family into an air-conditioned ocean-front hotel in Miami Beach.

Speaking of the beach, Harry Zimand, of Acme Music & Vending Company, says collections are picking up there now that the influx of vacationers is gaining momentum. Holiday business over the July 4 weekend was termed "excellent" by top hotel managers, with the airlines sold out on flights into this resort area.

The staff at Supreme Distributors is doubling up now that summer vacations are under way. Route man Raoul Shapiro is slated for a trip the first week in August.

Another Albertelli has entered the coin machine business. This time it's Jerry, whose dad, Al, and brother, Al Jr., are also associated with Super Vending Company.

Bernie Koganofsky, of Jay Bee Amusement Company, proved he really has Florida sand in his shoes by purchasing a home at North Miami Beach, which is rapidly becoming residential headquarters for coinmen. Koganofsky and his father, Joseph, operate a music route.

Altho he's in an entirely new field, Irving Shapiro, of A & I Service, is doing a first-rate job with the music and games route he recently purchased from Gene Lane Enterprises.

Behind the wheel of a spanking new Cadillac which is California bound is Willie Levey, of Mellow Amusement Company. Levey has been on the sick list lately and expects to be away from Miami about two months, visiting the West Coast and later New York.

Over at Brooke Distributors customers are complimenting Mannie Brookmire on the snappy office remodeling job just completed. The Decca and Coral record distributor revamped the front portion of the building in order to permit more space in the back section for merchandise. Brookmire also built a private air-conditioned office for himself. Among the nation's Decca distributors, Brooke ranked second in sales in May and was first among the country's Coral distributors.

"Now we've taken on the Florida distributorship for Hohner harmonicas," said the ever-hustling Brookmire. Brookmire added that effective July 1 his firm had

expanded its Decca distribution to the entire State. Formerly it was confined to the area from Orlando and Tampa, south to Key West.

Ed Mercer, Orange Blossom Music Company, believes his collections will triple when the Air Force base at Homestead, south of Miami, is completed reactivated. He said that the government has allocated \$9,000,000 for the World War II base. Mercer had a few good words for Bonnie Lou's new King number entitled "Blue Tennessee Range," which, he says, is proving a big draw on his route.

George Caravasio, Southern Phonograph Company, is sticking diligently to his diet in an effort to take off additional weight. Altho inclined to be on the portly side, Caravasio has tapered off.

Morris Marder, M & M Service, is "batching" it these days. His wife, Mary, and their daughter, Ellen, are in New York visiting relatives. Marder intends to join them in Manhattan in a couple of weeks.

Mercury record distributor Steve Brookmire didn't have far to travel to attend the annual Mercury convention, July 9-11,

which was held at the Empress Hotel, Miami Beach. Brookmire reports business is excellent for this time of year. "Juke box operators are really going for 'Little Shoemaker' (the Gaylords) and 'Sh-boom' (the Crewcuts)," he said.

Contemplating a trip to Canada soon is X. Zeverly, of Radio Center.

As a matter of fact, this seems to be a particularly happy time for most record distributors in Miami. A combination of hit numbers and an upward trend in music collections is producing a high level of disk sales. Popular on the Decca label are "Little Things Mean a Lot" and "Three Coins in the Fountain"; on London, "Happy Wanderer"; on King, "Sexy Ways" and "Blue Skies."

An extensive street-wrecking project along coin row has disrupted business for three weeks. The city is installing huge water mains in connection with a big sewer program and the resulting tearing up of streets is affecting most of the city. This week things were getting back to normal on S.W. Eighth Avenue, where, in one block, are located the following: Supreme Distributors, A & T Vending, H & G Vending, Mercury Record Distributors, Brooke Distributors (Decca) and King Record Distributors.

Syd Nathan, president of King Records, is vacationing at Miami Beach. Over the July 4 weekend he and Marvin Novak, King rec- (Continued on page 108)

'GUN GAMES' TEST AF GUNNERS

DENVER, July 10.—Testing devices that operate like gun games are being used in Uncle Sam's Air Force to help select aerial gunners.

The armament system's personnel research laboratory at Denver's Lowry Air Force Base devised the machines, which are similar in principle to the amusement machines in which the player inserts a coin, shoots a gun at airplanes appearing on a screen ahead of him.

KIDDIE RIDES
(COIN-OPERATED)

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Business Opportunities

COIN RADIOS AND TELEVISION—BUY
direct from manufacturer and save! steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City 1931

DUE TO PRESSURE OF OTHER INTERESTS this partnership will sell its coin-operated television route. Well secured locations; in operation one year; ideal for TV serviceman or for anyone interested in part time business. Cincinnati vicinity; first time offered. Will sacrifice for \$12,500. Terms can be arranged. Box M-67, Billboard Magazine, Cincinnati, Ohio. dh

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradin, Inc., 196 Alhamb Ave., Paterson, New Jersey. 1931

ARCANE MECHANIC—CARNIVAL OPERATION; must be good mechanic for good pay; willing worker. Walter Long, 301 Southwest Third, Richmond, Ind.

MECHANIC, INCLUDING ROUTE WORK, Phonographs, Pin Games, Bowlers; top salary for right man, age 25 to 40; no drinkers or floaters wanted; answers by mail, giving reference and qualifications. Key Amusement Co., 304 Taylor Ave., Farmington, Mo. 1937

Help Wanted

ARCANE MACHINES—180 PENNY AND nickel type; Photomatic, Recorder. What do you need? Write for list and prices. Furland Arcade, 503 Market St., Pittsburgh 22, Pa. 1931

ADVANCE 25¢ MACHINE, \$15—ROCK BOTTOM; freight prepaid, merchandise prices on request. McDonald Distr. Co., 2418 W. Davis, Dallas, Tex. 1934

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. 1931

Routes for Sale

JUKE BOX-GAME ROUTE — NORTHERN California; \$30,000, easy terms. Average take, \$3000 monthly; ill health forces sale. Write or wire P. O. Box 531, Crescent City, Calif. 1931

PERSONAL WEIGHING SCALES: 200 ON location in the State of Nebraska, 30 on location in the State of Colorado; these are all operating and in perfect condition. Can be sold for low cash price or on deferred payments. These scales operate have been in operation for several years and must be sold before October 1st. Wire, write or phone, Bernard K. Bitterman, 4709 East 27 St., Kansas City, Mo. Armour 2900. 1937

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINE—\$25 and up. Other vending machines, \$5 up. What have you to sell? MACK H. POSTEL Chicago 18, Ill. 7455 Milwaukee Ave. 1931

ARCANE MACHINES—180 PENNY AND nickel type; Photomatic, Recorder. What do you need? Write for list and prices. Furland Arcade, 503 Market St., Pittsburgh 22, Pa. 1931

ADVANCE 25¢ MACHINE, \$15—ROCK BOTTOM; freight prepaid, merchandise prices on request. McDonald Distr. Co., 2418 W. Davis, Dallas, Tex. 1934

Background Music—AMI CONTINUOUS play unit, 33 1/3 r.p.m.; 30 AMI latest model speakers; 12 AMI Amplifiers, used two months. Box M-68, c/o Billboard, Cincinnati 22, Ohio. 1934

CIGARETTE MACHINES—6 COLS. ROWE Imperial, \$45; 12 cols. E. Uneda, Pa. \$60; 9 cols. 500-Uneda, Pa. \$60; 9 cols. 5-30 Nationals, \$50; 7 cols. VD DuGreniers, \$55; 9 cols. WD DuGreniers, \$57.50. These machines have just been pulled from locations, all set on quarter operation and have at least one King Size Column; one third deposit with order, bal. c.o.d., c.o. Phila. Central Vending Machine Service Co., 3967 Parrish St. Phila. Pa. EVERgreen 6-4244

CLOSING OUT MY ARCADE—ALL MACHINES for sale at a real bargain. Send for list. Better come with your truck and make a deal. Have 12 very nice Panoramas. Better see these. H. E. Loebuck, 150 N. Main, Wichita, Kan. 1937

FOR SALE—38 ATLAS BV-306 TRAY Vendors for gum, nuts or candy; cheap, for quick sale. Box M-69, c/o Billboard, Cincinnati 22, Ohio.

JUKE BOXES, BOWLERS, PINS, BINGO, One Ball, Truck Parts—65 pieces on location; on blue sky around Denver, Colo.; reason, other business. Price \$20,000; 1/3 down. Box M-70, c/o Billboard, Cincinnati, Ohio. 1931

19 DRINKOMATS—1000 CUP CAPACITY Just off locations; comprised of 14 single drink models, \$175 each and 3 three drink models, \$275 each. C.o.b. Phila. Banner Specialty Company, 199 West Girard Ave., Philadelphia 23, Pa. GArfield 3-2706. au7

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. 1934

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form
- Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
 - Routes For Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 - Regular
 - Display
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only

\$ _____ Payment enclosed

Name _____

Address _____

City _____ Zone _____ State _____

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with 5 columns: Machine Name, Issue of July 10, Issue of July 3, Issue of June 26, Issue of June 19. Lists various amusement games like ABC (United), All Star, Arabian Knights, etc., with their respective prices across different issues.

COINMEN YOU KNOW

Continued from page 107

ord distributor in Miami, went on a fishing trip to the Keys. Nathan loves South Florida and makes about seven trips here a year. This time he was accompanied by his wife and children.

The mother of Cliff Deale, Deale Automatic Music, is in a convalescent home following an illness.

AMOA Secretary Doris Shapiro found that even a hobby can sometimes be hazardous. She's nursing a fungus infection on her fingers and ear as the result of pulling up weeds on her lawn.

King record distributor Marvin Novak returned from Key West where he called on juke box operators and record dealers. He says that business in the Southern-most city is good. "Cripp" route man for juke box operator Raoul B. Garcia, told Novak that Earl Bostic's "Blue Skies" on the King label is doing top business. Novak reported that Jean Jones, record buyer for the Overseas Radio & Appliance Company in Key West, was stricken with polio and is now recovering at Variety Children's Hospital in Miami.

Henry Stone, a.&r. man for De Luxe Records, was in Jacksonville, where he called on juke box operators. A few days later he took off for Cincinnati for a recording session with Bill Robinson and the Quails, who made "A Little Bit of Love" for De Luxe.

Milton Adler, Lor Roy Amusement Company, got in a round of gin rummy with Jack Kauffman, C & L Amusement Company.

Ray, one of the Frenchy brothers, is spending some time with his in-laws in Ohio.

Twin Cities

Communications to: Jack Weinberg HYland 2896

Lieberman Named Magnecord Distrib...

Lieberman Music Company has been appointed Twin Cities distributor for Magnecord, Inc., with Charles Schlicht of Chicago in Minneapolis this week to close the deal. A premier showing for this area of the Magnecord product has been set for July 19 at the Lieberman showrooms. (See separate story in Music section.)

Mel Cardinal, head of the record department at Lew Bonn Company, where M-G-M and Label X disks are jobbed, is up to his ears in carpenters, painters and other workmen as a remodeling program is under

way. When completed, it will mean a new display room, office and stock room for him and his crew. Meanwhile, while trying to avoid being hit by falling pieces of lumber or sprayed by paint, Mel and his staff are busily filling demand orders from operators for "Joey" by Betty Madigan, "High and the Mighty" by LeRoy Holmes, "Garden of Roses" by Joni James, and "Don't Drop It" by Terry Fell. Cardinal and John Rogers of Disk N Needle, Minneapolis, are planning to attend the NAMM convention in Chicago.

Arnie Golden, of Sadler Distributing Company, reports that nearly 50 operators and servicemen attended the recent service school at the company's offices in Minneapolis. Irv Sandler, head of the firm, is in the Twin Cities from his headquarters in Des Moines. Amos Heilicher, of Heilicher Bros., operators of Advance Music, Mercury Records, etc., who is one of the larger combination operators-record distributors in Miami this week. Tuesday he plays host to Don Cornell and the Gaylords at a party in the Nicollet Hotel Arizona Room here. "Sh-Boom," by the Crew Cuts on Mercury is the hottest tune in the juke boxes since "Doogie in the Window," the Heilicher staff reports.

Dick Maxwell, record department manager for the RCA Victor line at the F. C. Hayer Company distributing firm, is in Asbury Hospital recuperating from an emergency appendectomy. He's been bedded now for the second week. Lu Welch, Maxwell's assistant, is due to return to work Monday following a two-week vacation in Texas and Kansas. Fast-selling Columbia records at Foster Distributing Company, Minneapolis, where Woody Larson is manager, are Rosemary Clooney's "This Old House" and Johnnie Ray's "Going, Going, Gone," with Tony Bennett's "Cinnamon Sinner" catching on in a hurry.

Ozzie Wurdeman, Minneapolis operator, is receiving congratulations on the marriage of his son, Tom, June 26. Lynn Jenks, former salesman for Capital Records here, has gone into the retail end of the disk business in St. Paul. Herb Sandel, of Lieberman Music Company, says operators are clamoring for Archie Bleyer's "Hernando's Hideaway" on Cadence, and Mantovani's "Cara Mia" on London.

Larry Johnson, of Canteen Company of Minnesota, reports that the American Cancer Society blast at cigarette-smoking a few weeks ago has hurt machine sales by at least 20 per cent. However,

other vending business has been holding up in excellent shape with Coca-Cola machines getting heavy play during the hot and humid weather of recent weeks. Summer bars in the candy machines are hitting on all four too, he said.

Operators who came to market here this week included C. T. Terveer, of Winona, Minn.; Ken Ferguson, Stillwater, Minn.; Mr. and Mrs. Morris Rosenstein, of Marco Music Company, Marshalltown, Ia.; Mr. and Mrs. Ike Sundem of Montevideo, Minn.; Arno Miller of Sooner, Wis.; Lester York of Mitchell, S. D.; Glenn Bischell of Chippewa Falls, Wis.; Frank Mager of Grand Rapids, Minn. July 4 weekend vacationers at Breezy Point resort on Gull Lake, Minn., included, among others, M. M. (Doc) Berenson, of Harmony Music Company, Minneapolis, and his two children; So Stone, Gopher Novelty Company, Minneapolis, and his wife, Harold Lieberman reports Bally's Hi-F game moving fast to ops.

Milwaukee

Communications to: Benn Ollman Uptown 3-6018

Baseball Boosts Summer Coin Biz...

Summer coin machine business according to most reports, has slumped noticeably. Drop-off which is expected each year, has not, however, hit quite as low a level as it has done in previous years. One bright spot noted by several games operators was the action on baseball games on locations with heavy traffic. The local interest in the big league Braves seems to have inspired play in many spots, it was pointed out.

Sam Hastings, Hastings Distributing Company, reports that his son, Jack, is at home on leave from the Navy. Jack is due to be discharged in August and they will most likely resume the work he formerly did as a civilian with the Hastings firm.

Minut-Bun-Bar-B-Q sales are continuing to climb. Lyle Reddick, in charge of the Minut-Bun department for Hastings, has been doing an excellent job of lining up new franchise holders all over the State.

Elmer Enzel held down the fort at the Vic Manhardt Company the early part of this week. Both Vic Manhardt and son, Dick, were out in the State territory running down prospects for equipment sales. According to Elmer, operator reception of the new Evans Holiday phono have been building nicely.

Frank Bartnik, head man of the Banaco Music firm, is planning his vacation. Bartnik and his sons Roger and Jerry, are to fly in their private Cessna to their hunting lodge near International Falls.

Alice Antczak, music buyer for the Banaco firm, informs that this week saw a lot of requests from locations for Dean Martin's "Sway."

Bob Puccio, partner in the P. & P. Distributing Company, took in the first ball game of his life last week. Now, says Puccio, he is really interested and expects to see lots more of the Braves in action.

Joe Pelligrino, the other half of P. & P., just returned from a fishing trip up North. His own success with the rod and reel remains a mystery, but he does report that his teen-age son, Paul, landed a good-sized muskie.

Johnny O'Brien, Mercury Records boss, is aglow over the terrific sales pattern of several recent Mercury diskings. All of the operators in the State, he says, are buying heavy on the Crew Cuts "Sh-Boom" and the Gaylords waxing of "The Little Shoemaker." Recent stoppers at the Mercury stronghold for more wax included Herb Wagner, Otto Hadrian, Les Rader, Les Haese, of Regal Music, and Louie Albasonte of Racine.

July has always been the peak sales month for the United, Inc. Wurlitzer distributors, according to Harry Jacobs Jr. Operators looking ahead to increased fall (Continued on page 110)

Table with 5 columns: Machine Name, Issue of July 10, Issue of July 3, Issue of June 26, Issue of June 19. Lists various amusement games like Rag Map (Williams), Red Shoes (United), Rio (United), etc., with their respective prices across different issues.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

| | Issue of July 10 | Issue of July 3 | Issue of June 26 | Issue of June 19 |
|----------------------------------|------------------|-----------------|------------------|------------------|
| Atom Jet | \$24.00 | | | |
| Atomic Jet Space Ship | | | \$195.00 | |
| Baseball (Scientific) | 79.50 | \$79.50 | 79.50 | \$79.50 |
| Basketball (Chicago Coin) | | | | 295.00 |
| Box-a-Score (Evans) | 245.00 250.00 | 145.00 145.00 | 165.00 250.00 | 155.00 165.00 |
| Big Bowling (Bally) | 150.00 | 150.00 | 150.00 | 150.00 |
| Bowling Alley | 45.00 | 45.00 | 45.00 | 45.00 |
| Card Vender (Exhibit) | 49.00 | 49.00 | 49.00 | 49.00 |
| Challenger (ABT) | 19.00 20.00 | 19.00 20.00 | 19.00 20.00 | 19.00 20.00 |
| Chumline Horse (Bally) | 450.00 | 75.00 | 75.00 | 75.00 |
| Chicken Sam (Seeburg) | 110.00 | 65.00 110.00 | 65.00 110.00 | 65.00 110.00 |
| Dale Gae (Exhibit) | 39.50 35.00(2) | 55.00(2) 94.50 | 25.00 35.00(2) | 55.00(2) 94.50 |
| Derby, 4 player (Chicago Coin) | 94.50 | 95.00 | 94.50 | |
| Delemobile (Matscope) | 195.00 | 195.00 | 195.00(2) | 195.00 |
| Electric Shocker (Monarch) | | | | 340.00 |
| Flash Hockey (Colson) | 75.00 | 75.00 | 75.00 | 75.00 |
| Flying Saucer (Matscope) | 159.00 | 159.00 | 159.00 | 159.00 |
| Gaoler (Chicago Coin) | 75.00 100.00 | 75.00 110.00 | 75.00 100.00 | 75.00 100.00 |
| Gas Club | 119.50 | 119.50 | 110.00 119.50 | 119.50 |
| Gas Patrol (Exhibit) | 165.00(2) | 160.00 | 125.00 | 165.00(2) |
| Heavy Hitter (Bally) | 185.00 | 165.00(2) | 165.00(2) | 185.00 |
| Hi-Ball (Exhibit) | 40.00 69.50 | 40.00 69.50 | 40.00 69.50 | 40.00 69.50 |
| Hi-a-Homer | 75.00 | 75.00 | 75.00 | 75.00 |
| Hot Rod Automobile | 18.50 | 18.50 | 18.50 | 18.50 |
| Jack Rabbit | | | | 99.50 |
| Jug Gun (Exhibit) | 175.00 195.00 | 175.00 195.00 | 175.00 195.00 | 175.00 195.00 |
| K O Fighter | | 195.00 | | |
| Lite League | 75.00 99.50 | 75.00 99.50 | 75.00 99.50 | 75.00 99.50 |
| Metal Typer (Harvard) | | 150.00 | 150.00 | 150.00 |
| Metal Typer (Rommers) | 250.00 | 250.00 | 250.00 | 250.00 |
| Midget Movies | 185.00 195.00 | 185.00 295.00 | 185.00 295.00 | 185.00 295.00 |
| Midwest Skee Ball (Chicago Coin) | | | 295.00 | 175.00 |
| Miss America Boat | | | 295.00 | |
| Night Fighter (Genco) | 295.00(2) 310.00 | 295.00 310.00 | 295.00 310.00 | 295.00 310.00 |
| Pararam (Mills) | 250.00(2) | 250.00 | 250.00 | 250.00 |
| Pop Wee (Genco) | 20.00 | 20.00 | 20.00 | 20.00 |
| Photomatic (Matscope) | 300.00 350.00 | 650.00(late) | 650.00(late) | 650.00(late) |
| Pyral Pete (Chicago Coin) | 54.50 85.00 | 85.00 95.00(2) | 85.00 95.00 | 85.00 95.00 |
| Pitch 'Em & Bat 'Em | 95.00 99.50 | 99.50 | 99.50 | 99.50 |
| Pool Table (Edical) | 185.00 | 185.00 | 185.00 | 185.00 |
| Pop Up | 75.00 | 75.00 | 75.00 | 75.00 |
| Punching Bag (Mills) | 18.50 24.50 | 18.50 24.50 | 18.50 24.50 | 18.50 24.50 |
| Q Ball Pool Table | 189.00 | 189.00 | 189.00 | 189.00 |
| Quizzer | 125.00 | 125.00 | 125.00 | 125.00 |
| Rapid Fire (Bally) | 95.00 | 95.00 | 95.00 | 95.00 |
| Rifle Range Ray Gun | | 125.00 | 65.00 | 65.00 |
| Sea Jockey | 65.00 | 65.00 | 65.00 | 65.00 |
| Shucker (Acme) | 75.00 | 75.00 | 75.00 | 75.00 |
| Shipman Art Show | 24.50 | 24.50 | 24.50 | 24.50 |
| Shooting Bear (Seeburg) | 45.00 49.50 | 45.00 49.50 | 45.00 49.50 | 45.00 49.50 |
| Silver Gloves (Matscope) | 135.00 | 195.00(2) | 195.00(2) | 195.00(2) |
| Silver Bullets (Exhibit) | 195.00(2) | 225.00 | | |
| Six Gun Rifle Range (ABT) | 125.00 135.00 | 125.00 135.00 | 125.00 135.00 | 125.00 135.00 |
| Six Shooter (Exhibit) | 550.00 | 550.00 | 550.00 | 550.00 |
| Ski Ball (Williams) | 85.00 99.50 | 135.00 | 135.00 | 135.00 |
| Ski Roll (Evans) | 135.00 | 145.00(2) | 145.00(2) | 145.00(2) |
| Skill Gun (ABT) | 145.00(2) | 150.00 175.00 | 150.00 | 150.00 |
| Sky Fighter (Matscope) | 150.00 | 95.00 | 95.00 | 95.00 |
| Space Gun (Exhibit) | 25.00 | 25.00 | 25.00 | 25.00 |
| Space Ship (Bally) | | 125.00 | 125.00 | 125.00 |
| Spark Plug | 145.00 | 145.00 | 145.00 | 145.00 |
| Star Series (Williams) | 75.00(2) 75.00 | 75.00(2) 95.00 | 75.00(2) 95.00 | 75.00 95.00 |
| Star Table (Williams) | 35.00 75.00 | 75.00 109.50 | 75.00 109.50 | 75.00 109.50 |
| Submarine Gun (Keeney) | | 125.00 | 125.00 | 125.00 |
| Tenquet | 169.00 | 169.00 | 135.00 169.00 | 169.00 |
| Ten Strike (Evans) | 65.00 | 24.50 65.00 | 65.00 | 65.00 |
| Three Way Gripper (Gottlieb) | 18.50 24.50 | 18.50 | 18.50 24.50 | 18.50 24.50 |
| 13-Way Athletic Scale (Mercury) | 89.50 | 89.50 | 89.50 | 89.50 |
| Twist Shoe-Shine | 150.00 | 150.00 | 150.00 | 150.00 |
| Undersea Raider | 125.00 150.00 | 150.00 | 125.00 150.00 | 150.00 |
| Vector-a-Graph (Matscope) | 525.00 | 525.00 | 525.00 | 525.00 |
| Willow (Genco) | 20.00 | 20.00 | 20.00 | 20.00 |

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 - PALM SPRINGS 475.00
 - DUDE RANCH 425.00
 - BEACH CLUB 395.00
 - PALM BEACH 195.00
 - ATLANTIC CITY 175.00
 - BRIGHT LIGHTS 85.00
- UNIVERSITY COIN MACHINE EXCHANGE
854 N. High St. Columbus 8, Ohio Tel.: UNiversity 6900

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 - DUDE RANCH 365
 - YACHT CLUB 225
 - BEACH CLUB 350
 - ATLANTIC CITY 160
 - FROLICS 185
 - BRIGHT SPOT 110
 - BOWLING GAMES
 - UNITED CLASSICS \$275
 - UNITED CLOVERS 240
- ALLIED Coin Machine Co. 786 Milwaukee Ave., Chicago 22, Ill. CANal 4-2294

SHUFFLE GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

| | Issue of July 10 | Issue of July 3 | Issue of June 26 | Issue of June 19 |
|---|------------------|-----------------|------------------|------------------|
| Advance Bowler (Chicago Coin) | \$395.00(2) | \$395.00(2) | \$395.00(2) | \$395.00(2) |
| Big League Bowler, 4 player (Keeney) | 69.00 | 69.00 | 69.00 | 69.00 |
| Bonus Bowler (Keeney) | 395.00 | 395.00 | 395.00 | 395.00 |
| Bowl-a-Ball (Chicago Coin) | 135.00 | 135.00 | 135.00 | 100.00 135.00 |
| Bowl-a-Matic (Universal) | 345.00 | 345.00 | 345.00 | 345.00 |
| Bowling Alley (Chicago Coin) | 59.50 | 59.50 | 59.50 | 59.50 |
| Carnival Bowler (Keeney) | 225.00 | 225.00 | 225.00 | 245.00 |
| Cascade Shuffle Alley, 6 player (United) | 225.00 235.00 | 225.00 245.00 | 225.00 245.00 | 225.00 235.00 |
| Classic Shuffle Alley, 4 player (United) | 270.00 285.00 | 270.00 275.00 | 270.00 | 270.00 |
| Clover Shuffle Alley, 6 player (United) | 245.00 250.00 | 240.00 245.00 | 250.00 255.00 | 250.00 |
| Club Bowler, 10 player (Keeney) | 195.00 | 195.00 | 195.00 | 185.00 195.00 |
| Col Cup-Reply Model (Chicago Coin) | 365.00 | 365.00 | 365.00 | 365.00 |
| Cris-Cross Bowler (Chicago Coin) | 415.00 425.00 | 415.00 425.00 | 415.00 425.00 | 425.00 |
| Crown Bowler (Chicago Coin) | 275.00 295.00 | 275.00 285.00 | 265.00 275.00 | 260.00 270.00 |
| Domino Bowler (Keeney) | 250.00 | 250.00 | 250.00 | 245.00 |
| Double Header (Williams) | 40.00 50.00 | 40.00 50.00 | 40.00 50.00 | 40.00 75.00 |
| Double Score Bowler 10th Frame (Chicago Coin) | 249.00 280.00 | 235.00 249.50 | 249.00 280.00 | 245.00 249.00 |
| Five Player Shuffle Alley (United) | 50.00(2) 75.00 | 50.00 75.00w/p | 50.00 75.00w/p | 50.00 75.00w/p |
| Four Player Keeney | 75.00w/p 99.50 | 85.00 99.50 | 109.50 | 85.00 109.50 |
| Four Player Shuffle Alley (United) | 75.00 | 75.00 | 75.00 | 75.00 |
| Gold Cup (Chicago Coin) | 35.00 60.00 | 40.00 60.00 | 40.00 60.00 | 40.00 65.00w/p |
| Hi-Score, 6 player (Chicago Coin) | 65.00w/p 89.50 | 65.00w/p 89.50 | 65.00w/p 99.50 | 90.00 99.50 |
| Hi Score Bowler (Keeney) | 95.00 125.00 | 125.00 | 125.00 | 285.00 |
| Imperial Shuffle Alley (United) | 50.00 | | | 125.00 |
| King Pin (Chicago Coin) | 355.00 365.00 | 355.00 | 360.00 | 360.00 |
| League Bowler, 4 player (Keeney) | 369.50 | 365.00(2) | 365.00(2) | 365.00(2) |
| League Bowler, 6 player (Keeney) | 369.50 | 369.50 | 379.50 | 375.00 379.50 |
| League Bowler (United) | | | | 50.00 |
| Leader Shuffle Alley (United) | 410.00 425.00 | 410.00 425.00 | 425.00(2) | 425.00 |
| Matched Bowler, 6 player (Chicago Coin) | 410.00 | 410.00 425.00 | 425.00(2) | 425.00 |
| Name Bowler (Chicago Coin) | 165.00 | 165.00 | 165.00 | 165.00 |
| Official Shuffle Alley, 4 player (United) | 210.00 | 210.00 | 210.00 | 210.00 |
| Olympics Shuffle Alley (United) | 125.00 | 135.00 | 125.00 135.00 | 135.00(2) |
| Pacemaker Bowler (Keeney) | 260.00 269.50 | 265.00 269.50 | 265.00 279.50 | 265.00 279.50 |
| Royal Shuffle Alley (United) | 285.00 289.00 | 285.00 289.00 | 285.00 289.00 | 285.00 289.00 |
| Shuffle Alley Deluxe, 6 player (United) | 295.00 | 295.00 | 295.00 | 295.00 |
| Shuffle Alley, 6 player (Keeney) | 325.00 | 325.00 | 325.00 | 325.00 |
| Shuffle Alley, 6 player (United) | 345.00(2) | 345.00(2) | 345.00(2) | 345.00(2) |
| Shuffle Alley, 6 player (United) | 349.50 375.00 | 349.50 395.00 | 359.50 395.00 | 359.50 |
| Shuffle Alley, 6 player (Keeney) | 65.00 95.00 | 95.00 95.00w/p | 95.00 95.00w/p | 95.00 95.00w/p |
| Shuffle Alley, 6 player (United) | 95.00w/p 119.50 | 110.00 119.50 | 125.00 129.50 | 110.00 125.00 |
| Shuffle Alley, 6 player (Keeney) | 119.50 | 125.00 135.00 | 135.00 | 129.50 135.00 |
| Shuffle Alley, 6 player (United) | 125.00(2) | | | |
| Shuffle Alley, 10 player (Keeney) | 55.00 85.00(2) | 85.00(2) | 85.00(2) | 75.00 85.00 |
| Six Player 10th Frame (United) | 89.50w/p 99.00 | 89.50w/p 99.00 | 89.50w/p 99.00 | 99.00 100.00 |
| Star Bowler, 2 player | 150.00 | 99.00 195.00 | 99.00 100.00 | 195.00 |
| Star 6 Player (United) | 85.00 109.50 | 85.00 109.50 | 85.00 119.50 | 85.00 119.50 |
| Star 10 Frame, 6 player (United) | 150.00 195.00 | 150.00 215.00 | 150.00 215.00 | 150.00 |
| Star Bowler, 2 player | 150.00 | 160.00 | 160.00 | 160.00 |
| Star 6 Player (United) | 135.00 165.00 | 150.00(2) | 150.00 | 150.00 160.00 |
| Star 10 Frame, 6 player (United) | 175.00 | 160.00 165.00 | 175.00(2) | 175.00(2) |
| Super Deluxe, 6 player (Keeney) | 175.00 | 175.00 | 225.00 | |
| Super Matched Bowler (Chicago Coin) | 160.00 165.00 | 175.00 185.00 | 185.00 | 175.00 185.00 |
| Super Six Shuffle Alley (United) | 195.00(2) | 190.00 195.00 | 195.00(2) | 195.00 200.00 |
| Target (Genco) | 209.50 | 209.50 | 219.50 | 219.50 |
| Team Bowler (United) | 200.00 | 200.00 | 200.00 | 200.00 |
| Team Bowler, 10 player (Keeney) | 140.00 149.50 | 140.00 | 125.00 | 140.00(2) |
| Tenth Frame Special Bowler (Chicago Coin) | 169.00 | 149.50 169.00 | 140.00(2) | 159.50 169.00 |
| 10th Frame Super Shuffle Alley (United) | | | | 50.00 |
| 10th Frame Bowler (Chicago Coin) | 425.00 465.00 | 425.00 465.00 | 450.00 465.00 | 465.00 495.00 |
| Triple Score Bowler (Chicago Coin) | 175.00 | 175.00 | 175.00 | 170.00 175.00 |
| Twin Rotation | 235.00 | 235.00 | 235.00 | 235.00 |
| Twelve Frame Special Bowler (Chicago Coin) | 235.00 | 235.00 | 235.00 | 235.00 |
| 10th Frame Super Shuffle Alley (United) | 165.00 189.50 | 165.00 185.00 | 165.00 199.50 | 165.00 180.00 |
| 10th Frame Bowler (Chicago Coin) | 209.00 | 189.50 209.00 | 209.00 | 199.50 209.00 |
| Triple Score Bowler (Chicago Coin) | 165.00 | 165.00 | | |

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|---------------|-------|
| NEW SURF CLUB | WRITE |
| ICE FROLIC | \$460 |
| PALM SPRINGS | 415 |
| DUDE RANCH | 375 |
| YACHT CLUB | 345 |
| BEACH CLUB | 305 |
| BEAUTY | 285 |
| FROLIC | 195 |
| ATLANTIC CITY | 155 |
| PALM BEACH | 145 |
| BRIGHT SPOT | 95 |
| BRIGHT LITE | 75 |
| SPOTLITE | 75 |
| UNITED LEADER | 75 |
| CABANA | 335 |
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|-------------|-------|------------------|-------|--------------|-------|
| SHINDIC | \$165 | QUEEN OF HEARTS | \$125 | ARMY & NAVY | \$145 |
| GUYS-DOLLS | 145 | MINSTRELMAN | 95 | GUN CLUB | 160 |
| QUINTETTE | 135 | LAZY Q | 215 | FAIRWAY | 115 |
| HIT 'N' RUN | 115 | NINE SISTERS | 185 | HONG KONG | 75 |
| ROSE BOWL | 75 | STRUGGLE BUGGIES | 175 | TIMES SQUARE | 110 |
| CHINATOWN | 135 | | | | |

TERMS: 1/3 Deposit, Balance Sight Draft.



Home: Verglade 4-2300

Chicago 41 2330 N. Western Ave

COINMEN YOU KNOW

Continued from page 108

business and a stepping up of factory shipments of new Wurlitzers are two of the factors causing the annual July upsurge in sales, he says.

O'Brien is getting set for his flight to Miami next week. He will join the rest of the Mercury family of distributors there for their annual sales confab.

Jacobs just returned to his desk after a two-week bout with the flu, reports conditions look promising. To celebrate his return to good health, he walked off with four prizes at the Bluemound Country Club golf tourney this weekend. Bertha Malaszewski, veteran office employee and bookkeeper for the United, Inc. firm, is taking a vacation this week.

Chuck Meyers, sales representative for the King Records label, hit Milwaukee this week. Working out of Chicago, Meyers is on his regular swing thru the Badger State territory. High on the operators' list of records to buy this time, says Meyers, is "Wait for Me, Darling" by Bonnie Lou. Another winner is the Jack Cardwell disk of "Whiskey, Women and Loaded Dice."

Sam Cooper, the topper at Paster Distributing Company, is set to take a two-weeker commencing this weekend. Standing in for him while he is vacationing will be the head of the firm himself, Herman Paster.

Another coinman reporting spotty cash box receipts the past few weeks is **Erv Beck**, front office man for the Mitchell Novelty firm. Definite progress is being made, he adds in the firm's newest venture, cigarette vending. A gratifying number of ciggie locations have been landed in the relatively short time since Mitchell Novelty announced its entry into the smokes field.

Two new record labels hit out boldly for music operators patronage here this week. One of them is being run by an employee of the George Schroeder Company, **Emil Sauler**, and band leader **Marty Zivko**. They call their label Mono, and its first release is already on a fair share of juke boxes in the Southern part of the State, featuring **Delores King** and the **Zivko bandsters**. Its title is "If I Knew You Cared," backed by "Marty's Polka."

Potter Records' first issue is a Lawrence Duchow item which is also proving popular with operators using old-time music and polkas. It is called "Just Another Polka."

Nick Kramer and **Arnold Cutter** are recent additions to the Hilltop Coin Machine employee rosters. Kramer is in charge of the newly set up cigarette route, while Cutter, a former L. & R. Distributing Company routeman, will work on music and games.

Washington

Communications to: **Delores Newcomb** Emerson 3-7451

Music Guild Hits Op-Location Rate...

The Washington Music Guild at its meeting last week discussed a plan to clamp down on operators who offer large sums to locations

for placement of their music machines.

James O'Neil, manager of the Canteen Company, and **Dick Ziegler**, his "Town Crier," are pleased with the increase in ice cream and beverage sales. Coffee has hit its usual seasonal slump. Dick hopes to spend more time in his home town, **Hershey, Pa.**, now that Washington's terrific heat is here.

Michael Bushdid, head man of B&L Coin Devices, is increasing the number of machines on location in an effort to keep collections up. The game room which Michael installed at the Washington National Airport is doing good business with the increase of tourists arriving at the airport.

The local Dr. Pepper-Tru Ade Distributing Company is doing a tremendous business, says manager **Norman Hayter**. May was a rough month for his company in comparison with other years, Norman says, but he looks forward to a good summer. He recently used direct mail to increase sales and the venture was successful.

Evan Griffith, owner of Pioneer Novelty, says business is steady.

Hartford, Conn.

Communications to: **Allen Widem** CHapel 9-8211

MOC Meetings Off for Summer...

The Music Operators of Connecticut has discontinued monthly meetings until September 9. In the meantime, vacations are taking the trade spotlight.

Frank Marks, New London coin operator, who serves as MOC assistant treasurer, has invested in a plumbing supply business in that shoreline city. He will continue his coin interests, however.

Samuel Roskin, president of Roskin Distributors, Inc., of East Hartford, has been elected president of the Hartford Jewish Federation. **Francis E. Stern**, formerly president of Stern & Company, the Columbia Records distributor, has been named chairman of the HJF board of directors.

Allan Stewart, formerly vice-president of Cole Products Corporation, Chicago, soft drink vending machine manufacturers, will serve as managing director of New Parsons Theater, downtown Hartford legitimate playhouse, during the 1954-'55 season. Stewart, now living in West Hartford, has completed local financing arrangements to present a minimum of 20 attractions, including pre-Broadway tryouts, starting in September.

Associated with Stewart are a number of metropolitan Hartford businessmen.

Los Angeles

Communications to: **Joel Friedman** Hollywood 9-5831

200 S. Calif. Ops At Keeney Showing...

More than 200 operators from all points in Southern California attended the two-day showing of the Keeney line at Minthorne Music Company here last week, June 29-30. **Dave Wallich**, regional representative for Keeney, and **Pete Sagan**, factory serviceman, were on hand, with hosts **Jean and Dolores Minthorne**.

Red Creswell and **Don Gilbertson**, Paul Laymon Company, off on their vacations, while **Jimmy Wilkins** makes plans for a visit to Illinois with his family shortly. Laymon firm has added **Frank Murray** in its shipping department.

Phil Robinson, regional representative for the Chicago Coin Company, returned from his hiatus to Chicago and points west. **Ray R. Powers** Sales Company handling distribution of electric clock. **Bruce Cane**, Cane Distributing Company, off on the road visiting music operators in behalf of Rock-Ola phonographs.

Operators along coin row this week included **Ken Ferrier**, Oxnard; **Harry Irwin**, Ventura; **Doc Dockins**, Santa Ana, and **Ray Anderson**, of Bakersfield.

Frank Lamb returned from a vacation in Mexico. **Clyde Denlinger**, Balboa, returned from a trip to Midwest with his wife and daughter.

L. A. Op Assn. Meets July 20

LOS ANGELES, July 10.—The Los Angeles Division of the California Music Merchants' Association will hold a general meeting at the Hotel Glendale in Glendale Tuesday evening, July 20, Ben Chermers, business manager, announced.

Chermers said that dinner would be served at 6:30, with the meeting getting under way, conducted by **Walter Hemple**, local president, at 8. Members are being urged to bring an interested operator to the session to acquaint him with the work of the organization.

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- MILWAUKEE 8 Wis.
S. L. London Music Co., Inc.
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Hermtainer Music Co.
423 Broad St.
- NEWARK, Wayne County, N. Y.
Blotta Dist. Co.
224 No. Main St.
- NEW YORK 18, N. Y.
Northwestern Sales & Service Co.
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- OKLAHOMA CITY, Okla.
Copeland Distributors
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- PHILADELPHIA 30, Pa.
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N. J. Bill Would Ban Flat-Top Cans, Venders

NEWARK, N. J., July 10.—The New Jersey Bottlers of Carbonated Beverages is up in arms over a bill, introduced in the State legislature, which would, in effect, prohibit the sale of soft drinks in flat-top cans and, conceivably, outlaw all cup drink vending.

Assembly Bill No. 405 reads that "It shall be unlawful for any person who manufactures or distributes... soft drinks... to sell and place them on the market for consumption in any bottle or other container designed or intended for use by consumers, unless bottled or otherwise placed in the container at the place of manufacture, and unless the bottle or container be sealed with a cap or other device which completely covers the pouring lip of the bottle or container."

All Beverages

Both carbonated and non-carbonated beverages would be included in the law.

NJBCB said the bill would be opposed by the soft drink industry, brewers, fruit juice canners and can manufacturers.

Altho no mention of vending was made in the bill, and the bottler group said nothing of vending in its statement of protest, the language of the bill clearly would make cup venders illegal.

'54 First Quarter

Continued from page 106

In the face of the cut-back in dollar volume, the average value per unit of amusement games exported showed a steady increase from \$121.52 in 1952, to \$135.94 in 1953, to the new first quarter high of \$152.37 this year.

This is accounted for by the increasing number of new games shipped; while quantity of games shipped is down. New machine shipments is at a new high.

A total of 4,867 games were exported during the first three months of this year, with a dollar volume of \$741,595. Last year the first quarter total was 6,937 games with a dollar volume of \$943,048. Both years' totals are climbs from the 1952 totals of 3,805 games exported at a dollar volume of \$462,397.

Top Markets

Top market countries for amusement games over the three-year period have been Canada, Japan, France, Venezuela and Belgium, in that order, according to dollar volume totals in the first quarter of each year.

Canada has been the top market in each of the three years. Exports to the neighbor to the north totaled \$331,968 in the first quarter of this year, a dip of 10.75 per cent from the same period last year, but still \$247,212 ahead of Japan, the second highest market for exports so far this year. Japan also dropped from \$97,291 in 1953 to \$84,756 in this year's first quarter.

Following is a table showing total first quarter amusement game exports in 1954, 1953, and 1952 in that order:

| Amusement Games Totals | | | |
|------------------------|-----------|-----------|--|
| No. | Value | Av. Price | |
| 4,867 | \$741,595 | \$152.37 | |
| 6,937 | 943,048 | 135.94 | |
| 3,805 | 462,397 | 121.52 | |

The leading countries importing the games and their dollar volume during the first quarter were:

| | 1954 | 1953 | 1952 |
|---------|-----------|-----------|-----------|
| Can'da | \$331,968 | \$402,833 | \$235,341 |
| Japan | 84,756 | 97,291 | 51,218 |
| France | 31,000 | 129,309 | *13,531 |
| Vene. | 84,199 | 83,724 | |
| Belgium | 22,524 | 28,966 | 12,527 |

Here are the first quarter juke box and vending machine exports for 1954, 1953, and 1952 in that order:

| Juke Box Totals | | | |
|-----------------|-------------|-----------|--|
| No. | Value | Av. Price | |
| 4,079 | \$1,876,670 | \$460.08 | |
| 3,079 | 1,499,721 | 487.08 | |
| 2,585 | 978,539 | 378.93 | |

| Vending Machine Totals | | | |
|------------------------|-----------|-----------|--|
| No. | Value | Av. Price | |
| 5,874 | \$426,706 | \$72.64 | |
| 5,204 | 284,015 | 54.57 | |
| 3,042 | 140,757 | 46.23 | |

Calendar for Coinmen

- July 20—Los Angeles Division of the California Music Merchants' Association, general meeting, Hotel Glendale, Glendale, Calif.
- July 21—Recorded Music Service Association, 5th annual golf outing, Bunker Hill Country Club, Chicago.
- July 26—Executive board of directors of MOA, Morrison Hotel, Chicago.
- July 26—Central States Phonograph Operators' Association, monthly meeting, Peoria Telematic Company's offices, Peoria.
- July 26—Amusement Machine Operators' Association of Baltimore, bi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- August 1-5—National Candy Wholesalers' Association, Inc., annual convention, exhibit, Hotel Commodore, New York.
- September 11-12—Nebraska Music Guild, quarterly meeting, site to be announced, Scotts Bluff, Neb.

Seek Injunction in Pin Ban

Continued from page 106

response to a request from the Bridgeport police department he had voiced the opinion that free-play machines were gambling devices and their use might result in the arrest of operators and confiscation of the machines.

Mainero and Friedman ask for an injunction to restrain Willis from interfering with the operation of free-play machines in the Crystal Palace Amusement Center on Main Street, which they own and operate.

Mainero, under direct examination of his counsel, George A. Saden, said that free-play pinball machines represent approximately one-third of his gross business.

The petitioner testified he removed the free-play feature about April 1 on advice of his attorney, with a consequent loss of about \$300 a week in receipts. He asserted that he never allowed betting or gambling of any form in his place of business. The free-play machines dispense no tokens, slugs, merchandise or money.

Demonstrates Game

Stating that he regards himself as an expert pinball player, Mainero demonstrated on a machine set up in the courtroom that use of a "flipper" button on the side of the device enabled a player to get a longer play on the ball and amass a higher score.

Cross-examined by Assistant State's Attorney Otto J. Saur, counsel for Willis, he admitted that if there were too many free plays, the machines could be adjusted to make a winning score more difficult. He also agreed that the removal of the free-play

feature reduced the inducement to play.

On direct examination, he stated that his company "liked to establish a fair percentage on payoffs." He estimated "a fair percentage" as one free game for every five nickels placed in a machine. Each game costs 5 cents. Asked why he removed the free-play feature from his machines, he said that he was fearful of arrest and that he did not want to break the law.

Friedman's testimony was similar to that of Mainero. He said present day free-play machines require far more skill in operation than the old devices. Other witnesses testifying were Abraham Fish, Hartford pinball machine operator, and Henry Gazer, of Shelton, who operates in New Haven County.

Judge Thim suggested a criminal test case, and Attorney Saden for the petitioners replied that operators might be subjected to continued arrests under such a procedure.

Judge Thim answered that it was not likely that Willis would continue to make arrests if he arrested one operator on a bench warrant and the defendant was subsequently found not guilty.

Jennings & Company Skeds Vacation

CHICAGO, July 10.—Jennings & Company has scheduled a two-week vacation period. Lou Urban, sales engineer, announced that the Jennings plant would be closed, beginning July 26.



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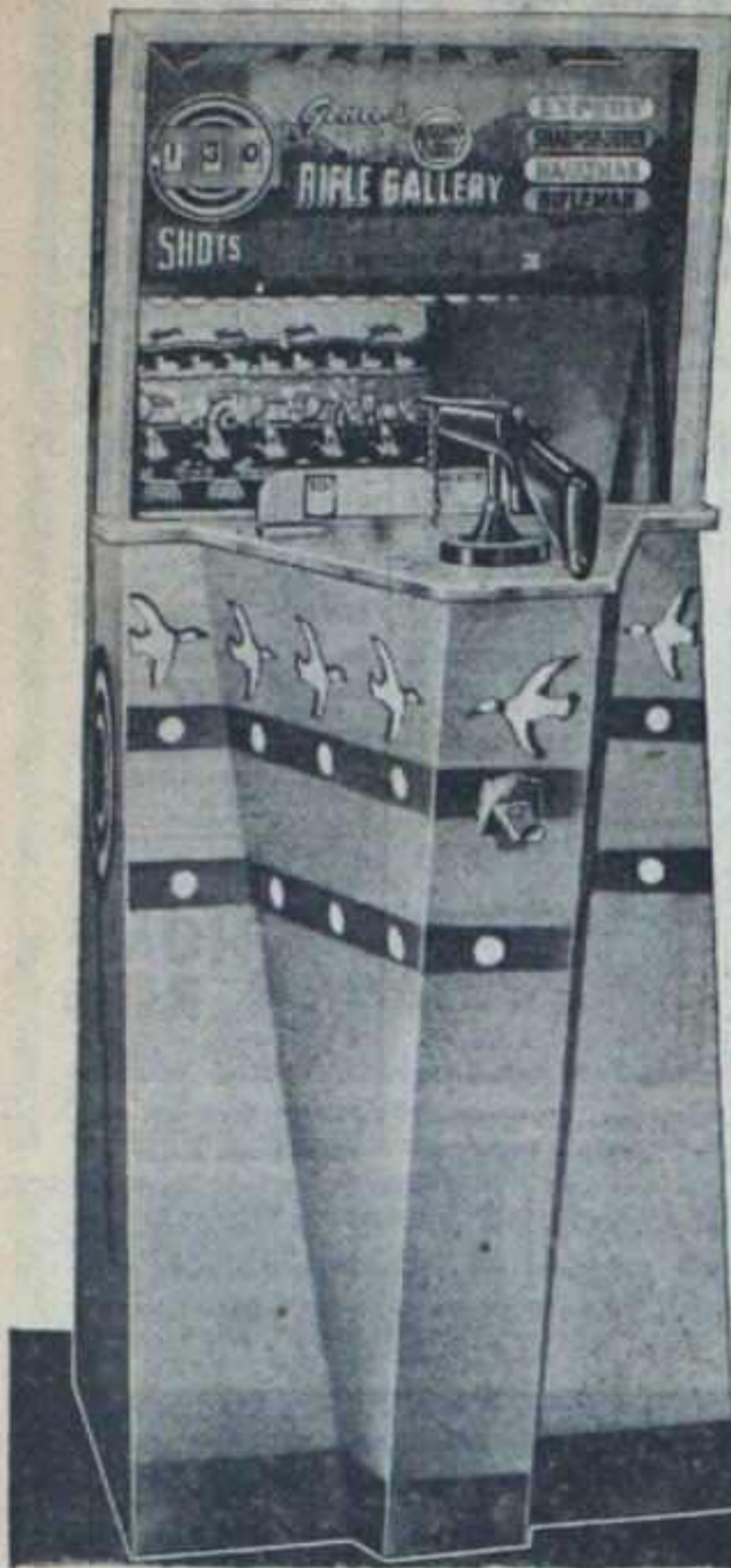
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| GENCO MATCH POOL | |
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| United Super 10th Frame, 6 Pl. 189.50 | |
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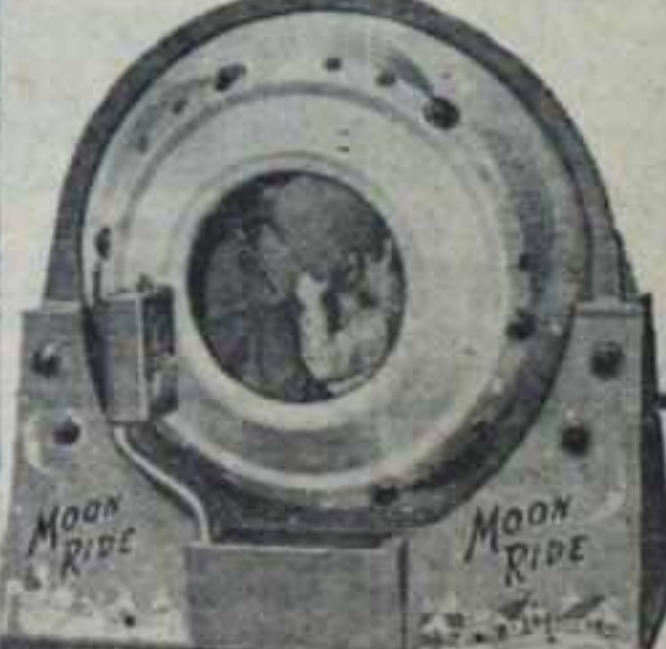
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| FACTORY REBUILT, 25c, KING SIZE COLS. | |
| Rowe President, 10 Col. or 8 Col. \$155 | |
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Frozen Orange Juice
Consumer purchases of frozen orange juice are continuing to rise, the Agriculture Department reported. Purchases in April this year were 31 per cent higher than a year ago. Supplies also are increasing, with nearly 36,800,000 gallons in cold storage on June 1, up 9,000,000 gallons from the previous month. Retail prices of frozen orange juice are expected to advance during the summer, the agency said

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write for prices and quantity

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M-100-A
148-ML
147-M
146-M
SHOOT THE BEAR

AMI

D-80
D-40
AMI-C
AMI-B
AMI-A

WURLITZER

1500
1400-1450
1250
1100
1015

ROCK-OLA

Fireball
1428
1426
1422

WALL BOXES

SEEBURG

3W5-L56, 5/10/25, 3 Wire
W4-L56 5/10/25, Wireless
3W2-L56, 5c, 3 Wire

AMI

5/10
Steppers
D-80 Wall Boxes

WURLITZER

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| 3020 (24) | 252 Steppers |
| 3020 (48) | 253 Steppers |
| 4820 (48) | 219 Steppers |
| 5204 (104) | |
| 5205 (104) | |

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CONCLUSIVE EVIDENCE ...

DOUBLE AWARDS

Proven Play Incentive! Inserting second coin **DOUBLES ALL AWARDS!**

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From 1 to 8 lights bottom Roll-Overs for **REPLAYS!**

5 TRAP HOLES

4 trapped balls in square awards **REPLAY!** Making 5 holes awards an additional **REPLAY!**

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- Hitting bottom Roll-Overs "A" and "B" lights top Roll-Over for **SPECIAL!**
- **NEW MULTIPLE TYPE POINT SCORE!**
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| 147 | 129 |
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White dome, re-conditioned and refinished \$99
With four 5¢ wall boxes (3-wire or wireless!)
FREE

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| Yacht Club | 210 |
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NOVEMBER 1954

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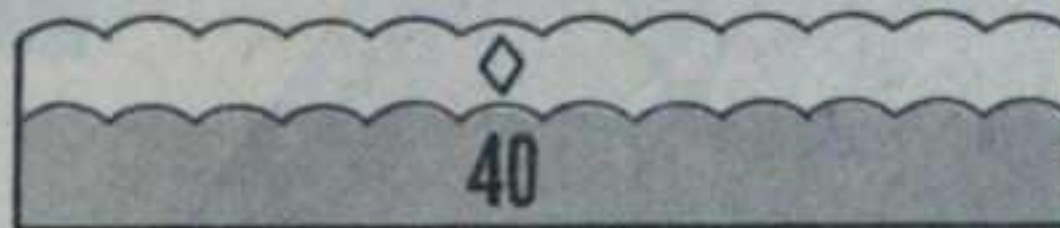
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| X | / | BLOW |
| 300 | 200 | 100 |
| 120 | 80 | 40 |
| 90 | 60 | 30 |
| 60 | 40 | 20 |
| 30 | 20 | 10 |

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A large, top-flight coin machine route. Partner's health reason for selling. The route consists of Phoenix, Amusement Machine and Bingham. If you are interested in owning one of the best routes in the country, equipped with cars, trucks and late equipment, write to
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We are in the market for brand new Mills Bells. Write, giving full description, price, etc., to
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ATTN: E. STEWART
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NEW SENSATIONALLY DIFFERENT!

RIDE WITH
Williams
SCREAMO



Williams

"SCREAMO"

the game that "spots" numbers for a big "come-on" to players!

- Hitting all 7 bumpers scores 500,000, spots a number on the square and resets the bumpers.
- Shooting ball in center Skill Hole scores 500,000 and spots a number on the square.
- Each time 7 bumpers are hit an additional number is spotted on the square and bumpers are reset.

More

NEW SCORING FEATURES:

- ★ Completing any 3 numbers in-line on center card scores one replay.
- ★ Lighting up criss-cross on card with center and 4 corners scores an additional 5 replays.
- ★ Completing entire card 1 to 9 scores an additional 20 replays.
- ★ All 5 balls in Skill Hole scores 1 replay.
- ★ Ball in side kickout pockets and bottom side rollovers when lit, spots number on square.

OPERATE
Williams
BIG LEAGUE

with the new exclusive
BASE RUNNING UNIT...
REPLAY OR NOVELTY
plus
TRIPLE MATCH
feature!



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.



ORDER FROM YOUR
DISTRIBUTOR TODAY!

FOREIGN BUYERS

Cable for
Special Price Lists

Parts and Service
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It's smart to do business
with THE firm that
does the most for YOU

At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience... know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. That is why we have satisfied customers everywhere.

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PHILADELPHIA 30, PA.

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for FOREIGN BUYERS

Exclusive
WURLITZER
DISTRIBUTORS
in Delaware, S. Jersey and
S. E. Pennsylvania

for IMMEDIATE
DELIVERY of...

WURLITZER { 1500's
1400's
M100A's
M100B's
M100BL's
M100C's

SEEBURG

ACTIVE

AMUSEMENT MACHINES CO.

666 N. BROAD ST. Phila. 30
FRamont 7-4495
WRITE OR WIRE FOR PRICE

"You can ALWAYS depend on Active—ALL WAYS!"

Headquarters for **BEST BUYS**
in **USED Bally GAMES**

Just buy one, see why you pay a little more—and be glad you did! ½ deposit with all orders. MONEY BACK IF NOT SATISFIED. Write, wire or call.

HIGHEST PRICES PAID
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| | |
|---------------|----------|
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| BEACH CLUB | 395.00 |
| ATLANTIC CITY | 175.00 |
| BRIGHT LIGHTS | 85.00 |
| SPOT LIGHTS | 95.00 |
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Name

Address

City Zone State

Occupation

Another HIT from chicago coin

100% SKILL

FEATURE BOWLER

with the
exciting, new EXTRA FEATURE FRAMES!

• Player by shooting skillfully in the 11th Frame gets 1-2 or 3 Extra FEATURE Frames to add Points to his score!

- | | | |
|---|---|---|
| 1 | 2 | 3 |
| EXTRA FRAME | EXTRA FRAMES | EXTRA FRAMES |
| can add 300 for strike or 100 for spare to Score! | can add 600 for strike or 200 for spare to Score! | can add 900 for strike or 300 for spare to Score! |

Player by shooting skillfully in the 11th Frame can add 900 points to his score!

Feature Bowler Contains all the ADVANCE Scoring Features! New Top Scoring Thrill of 1900.

Multiple Scoring on Strikes and Spares plus the "Time Tested" actual 1-9 Pin Scoring.

100% Skill Play for EXTRA Frame Scoring!

New Front Hinged Score Frame Glass for Easier Servicing!

You Get Increased Revenue from 10c 3 for 25c Play!



chicago coin's STAR★ LITE BOWLER

NEW MATCH BOWLER WITH ENTIRELY NEW MATCHING PRINCIPLES!

- Individual player by matching one or several numbers lights up one or several Stars in each game!
- Each of 6 players have the same opportunity to match numbers and light up stars under their individual scores!
- Matching features begin in the first frame and continue in every frame until the game is over!

4 STAR-LITE BOWLER contains CHICAGO COIN'S build-up advance scoring features. Top score of 900.

AVAILABLE IN STRAIGHT 10c; -- or 10c 3 for 25c PLAY!



chicago coin's SUPER HOME RUN

6 PLAYER BASEBALL GAME with the 3 WAY "MATCH" & "FREE PLAY" Features!

(1) Match a Number! (2) Match a Number with a Star! (3) Match a Number with 2 Stars!

Game can be set to operate at 1, 2 or 3 innings per game. Each inning constitutes 3 outs.

Single player continues at bat until game is over — Multiple players alternate as in bowling games after 3 outs are made.

Player hitting ball into Lower Grand Stand gets a HOME RUN plus RUNS for every man on base!

Player hitting ball into Upper Grand Stand gets a HOME RUN plus RUNS for every man on base . . . plus 3 EXTRA RUNS!

Player hitting ball OVER the ROOF gets a HOME RUN plus RUNS for every man on base . . . plus 5 EXTRA RUNS!

AVAILABLE IN STRAIGHT 10c; -- or 10c 3 for 25c PLAY!

chicago coin

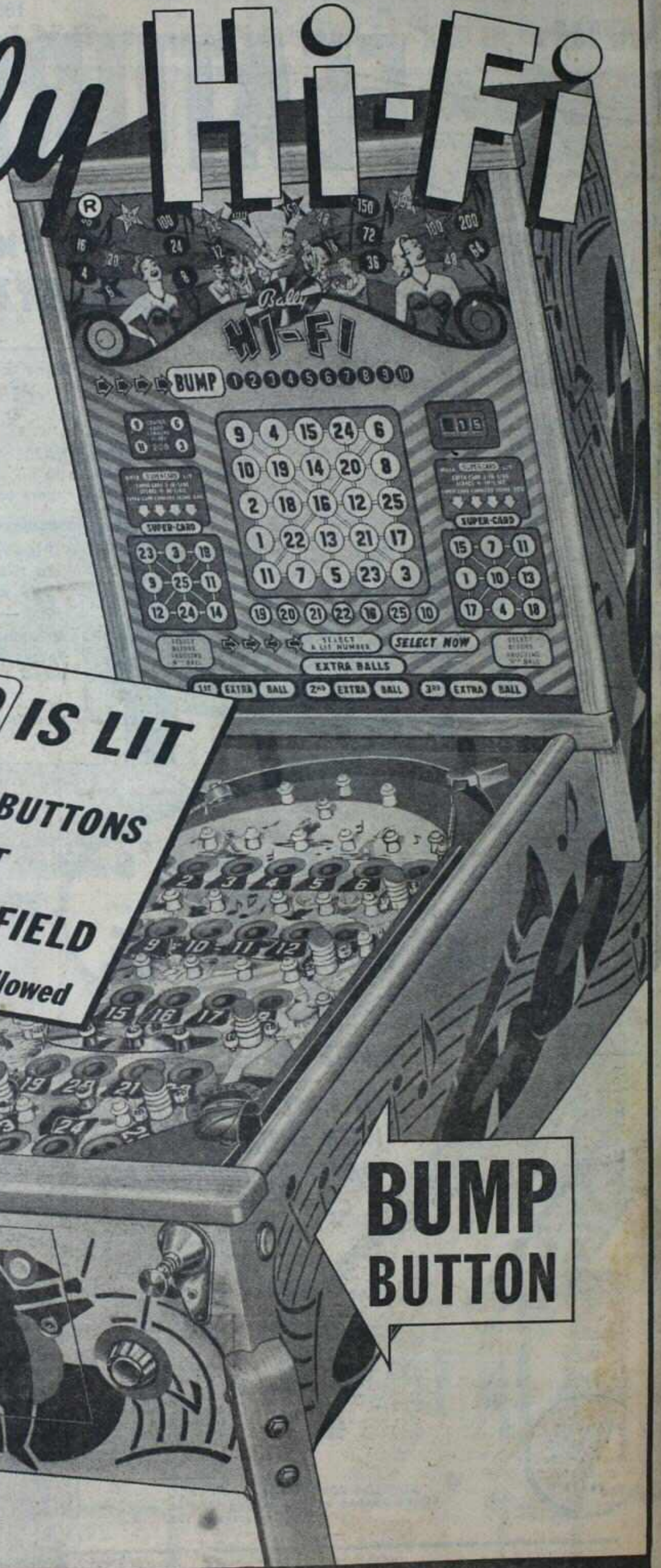
MACHINE COMPANY

EARN MORE MONEY

WITH

Bally HI-FI

Famous IN-LINE SCORE Features PLUS



WHEN BUMP IS LIT
 PLAYER MAY PRESS BUMP-BUTTONS
 ON SIDES OF CABINET
 TO BUMP OR JIGGLE PLAYFIELD
Lit number indicates number of bumps allowed

Operators report biggest earnings
 since BEACH CLUB!
 Get HI-FI busy for you today!

**BUMP
 BUTTON**

**BUMP
 BUTTON**

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

HAWAII

UNITED'S

15

with sensational new scoring features

2 SUPER-CARDS INCREASE IN-LINE SCORES

4 CORNERS SCORE 5-IN-LINE

19

NEW

20

NEW! NEW!

DIAMOND DIAGONAL

CENTER CARD

SCORES

25

22

3-IN-LINE
4-IN-LINE
5-IN-LINE
SCORES

21

ALL BALL RETURN FEATURE

5

PINEAPPLE SPOT FEATURE
SPOTS 5-8-15
ON CENTER CARD
INCREASES DIAMOND DIAGONAL SCORING

Number Selection Feature!

SUPER-SELECTION Feature

PERMITS CHOICE OF
EXTRA BALL
4-IN-LINE SCORES 5-IN-LINE
BOTH SUPER-CARDS
RETURN ALL BALLS

SELECTION
BUTTONS

Lite-A-Name Feature
Advancing Scores
Extra Time Feature
Up to 3 Extra Balls per Game

NEW, SPECIAL
E-Z SERVICE FEATURES

See Your
Distributor Now!

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



SEE UNITED'S
ACE

AND
RAINBOW
SHUFFLE
ALLEYS

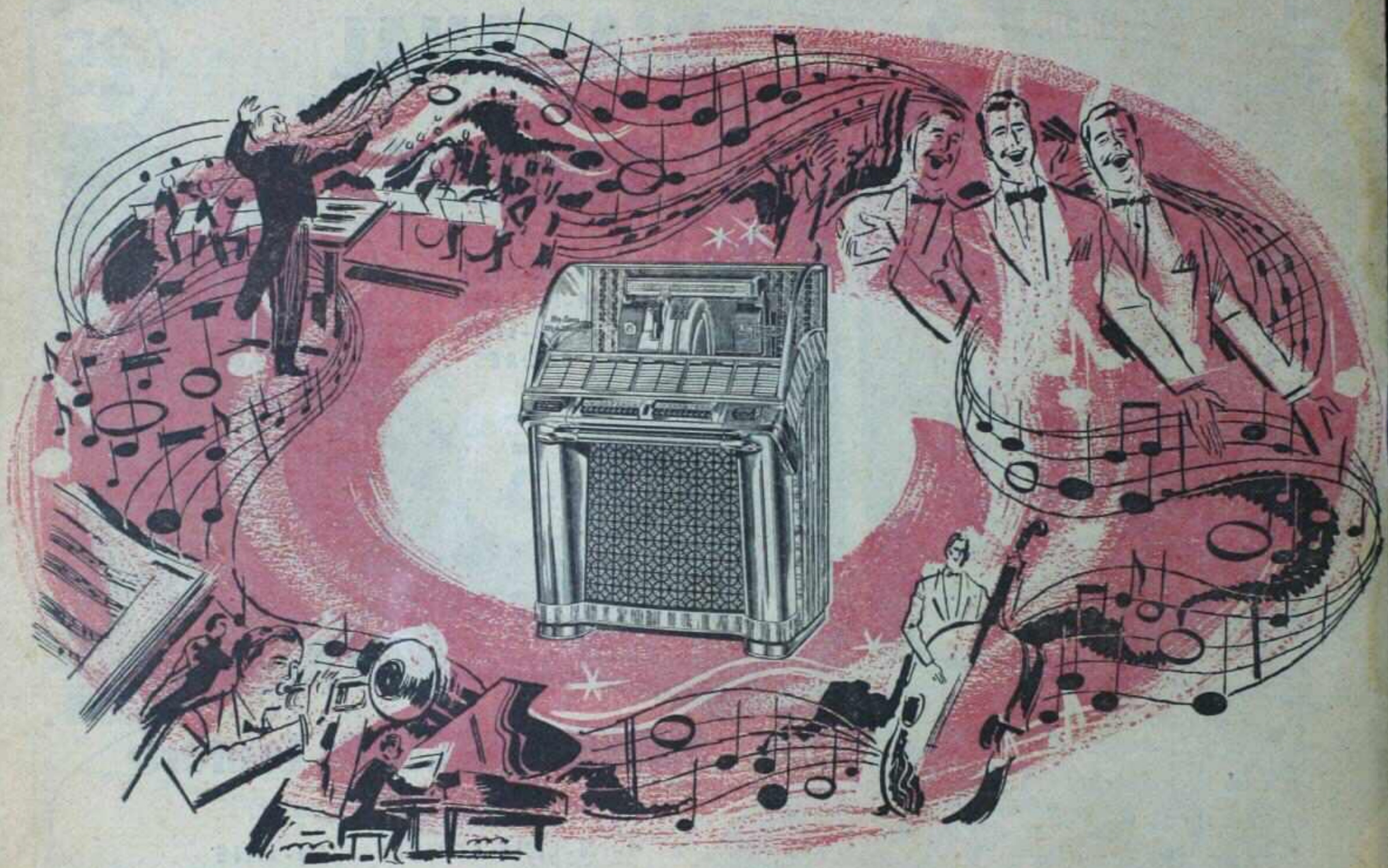
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Distributor



TWO
SIZES

8 FT. BY 3 FT.
9 FT. BY 3 FT.

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Latest in the impressive list of Seeburg firsts. In 1953 Seeburg offered the coin-operated music industry a music system that is high fidelity all the way — a music system that gives new tonal realism and added presence to records.

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DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois



America's finest and most complete music systems