

The Billboard



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Industries in Fight Far Into TV Night

Webs Happy as Sponsors Snap Up Time Franchises to Knock Out Competition

By LEON MORSE

NEW YORK, July 24. — The amazing rapidity with which nighttime TV franchises have been snapped up by sponsors at the TV networks is in large measure reflective of the competitive nature of American industry in 1954.

At this moment CBS-TV only has Tuesdays 8-9 p.m., and half of Sundays 7-7:30; NBC-TV only has Saturdays at 8:30-9, which was pried away from Pet Milk to make it available to other clients, and ABC-TV, a minute factor in the trade several seasons ago, has but six and a half hours at night to go to be sold out.

For this happy state of affairs the networks can thank the impact of the medium which, in one case after another, has proved that TV moves goods. The result has been that when Sheaffer Pen does well with Jackie Gleason, Parker Pen, one of its top competitors, must go TV, as it has with "Four Star Playhouse" on CBS-TV; when Schick gets sales with Gleason and other programs both Remington-Rand and Sunbeam have to move in.

Remington-Rand

Remington-Rand just bought its latest property, "Masquerade Party," and Sunbeam only recently inked for half the Sunday night spectaculars on NBC-TV. When Reynolds achieved sensational results with its metal wrap, Dow moved into the act and started peddling a similar product which it markets, Seran-Wrap. Next season Dow will have its own network show, "The Medic," on NBC-TV.

The medium has got phenomenal results for new products. Pharmaceuticals, Inc., introduced Geritol last season, and this year has amplified its network budget considerably. Previous to that, Hazel Bishop worked wonders on TV with its non-smear lipstick. In the early days of TV, Tintair sales soared via video advertising before internal problems within the company hurt the product.

To refer to Dow, this company's Seran-Wrap was around for awhile but hadn't caught on until TV was used to advertise it.

New Titans

Now, two new titans of American industry with new stories to tell and new products to sell, Du Pont and Monsanto Chemical, have gone into video. Both have started out by purchasing participations for consumer divisions, and if TV gets results, these companies should really start pouring millions into video advertising.

The competitive nature of American industry is best reflected in the motor car business

Holdouts Near To TV Plunge

NEW YORK, July 24. — The H. J. Heinz Company and Miles Laboratories, two of the strongest holdouts, are about to get into the TV act. Heinz got rolling this spring via participation buys in "Home" on NBC-TV, but gets into second with the purchase of a nighttime half hour on a major network.

Miles Laboratories, which continued to stay with radio thru recent years, goes into daytime TV this season on both NBC and CBS by purchasing several quarter hour segments on each web,

which is now spending more money on nighttime TV than ever before.

The return of Texaco to TV with Durante-O'Connor is also indicative of the way that company feels about the medium. Texaco bowed out of Berle several seasons ago when new management took over. Evidently the new brass have come to see the worth of TV to such competitors as Gulf, Amoco and Esso.

Seller's Market

All these factors contributed to a seller's market at the two top networks early in 1954. The sharp buyers have not waited for bargains. They have been content to get good time franchises and good programing.

Consequently, many of them are in strong positions, compared with their competition, which is now forced to take what is available and make the best of it.

There is every likelihood that many clients will make TV buys out of desperation, because they feel they should be represented in the medium during the coming season. Unfortunately for them, there are only a limited number of time periods available on nighttime TV, and the "firstest gets the mostest."

STARS OF ALL FIELDS WIN TV FILM LAURELS

NEW YORK, July 24.—All facets of show business have contributed generously to TV film's talent needs, according to the top performer winners of The Billboard's Second Annual TV Film Awards.

The movies lead with the lion's share of the winners, having contributed 13 out of the 18 top performers. Included in this list are Lucille Ball, Loretta Young, Barbara Britton, Ella Raines, Dale Evans, Jane Nigh, Lois Collier, Richard Carlson, Adolphe Menjou, William Bendix, Guy Madison, Roy Rogers and Dick Powell.

The night club field served as origination point for Danny Thomas and Liberace. Radio was the springboard for Jack Webb. Local live TV gave Betty White her start. Lilli Palmer is the contribution of the legitimate theater.

Records share in the credit of two winners. In the case of Liberace, recordings share with night clubs in first bringing him to the attention of audiences. Records also deserve a portion of the credit in building Roy Rogers with most of his following created by the numerous Western films in which he starred.

TV Film Business Picks Its Winners In BB's 2d Survey

Opinions Vary With Each Branch of Industry; Over-All Tally Counts

By SAM CHASE

NEW YORK, July 24. — The man who pays the bills to sponsor a TV program frequently has very different ideas as to what constitutes a good show or an outstanding personality from the ad agency exec handling his account.

Similarly, the producer of TV films and the distributor who handles their sale have quite diverse opinions on the same subject. And the TV station manager or film buyer, who may decide what goes on the air over his facilities, often disagrees with all of them.

This was brought home clearly in the tabulation of ballots in The Billboard's Second Annual TV Film Program and Talent Awards, winners of which are announced elsewhere in this issue.

Five Categories

Five categories of voters participated in this all-industry selection of the past season's outstanding programs and personalities in TV Film. Altho the ballots were not signed nor identifiable

as to the individual or organization returning them, five different colors of ballots were utilized: Blue for TV stations, green for TV film producers, buff for film distributors, white for advertising agencies and pink for advertisers.

The tabulation of results then was broken down by category of voter, and an analysis of the voting by these different executives, all of whom are among the top in their fields, yields some fascinating information.

For example, altho "Dragnet" was easily returned as the top TV film series on the air regardless of age or how sold, it was topped by "Victory at Sea" in the ballot returns from producers. Similarly, both "Victory" and "I Love Lucy" were but one vote behind "Dragnet" in votes from advertisers. However, among TV stations, distributors and ad agencies, the champion rolled up a heavy score to take top honors.

Jack Webb

Jack Webb was an overwhelming winner as best actor in a TV film series of any kind, as well as winning four other first place awards in this competition. Yet his margin over Richard Carlson, star of "I Led Three Lives," was only one vote among ad agencies in this balloting.

The syndicated version of "Dragnet," titled "Badge 714," swept to victory as the top non-network series of the past season, with the closest competition coming from Ziv-TV's "I Led Three Lives" and from "Victory at Sea."

However, it was mainly from the station voters that "Badge" piled up its winning margin. Advertiser voters preferred "Victory" and Guild Films' Liberace, which tied with the greatest number of ballots from that group. Ad agencies gave "Three Lives" a plurality. "Victory" was tops among film producers, while distributors gave an equal number of votes to "Victory," "Three Lives" and "714."

'Lucy' Pitches

In the voting for the outstanding network film show of any type, "Dragnet" scored another of its triumphs, followed by "I Love Lucy" and ABC-TV's Danny Thomas vehicle, "Make Room for Daddy." "Dragnet" proved the favorite with all types of voters here, except for film distributors, which gave "Lucy" an equal number of tallies.

Film producers voted as frequently for the Thomas stanza as for "Lucy," while advertisers for "Lucy," while advertisers (Continued on page 15)

NEWS OF THE WEEK

High Vidfilm Costs Force Webs Into Active Film Production . . .

High cost of film programing is seen as forcing webs to step in and handle the production of their vidfilm series. CBS already dickered for actors' scales with the Screen Actors' Guild Page 15

Spectaculars' Sales Success Studied—A TV Media Revolution? . . .

The sales success of the spectaculars on all webs has made sponsor and agency alike wonder as to whether a minor revolution in TV media practices is not underway and what can be done about it. Page 18

Woman's Home Companion Enters Children's Record Field . . .

A unique tie-up on a new monthly children's record series has been set up by the Woman's Home Companion magazine, little Golden Records and the music publishing firms of Edgar, Trinity and Towne. In effect, the deal makes the magazine Golden's distributor on the series, with the publishing outfits getting an exclusive on all the tunes. Page 20

Midwest Rivals East and West Coasts as Lure for Jazzmen . . .

The Midwest is just as hot for jazz as are the East and West Coasts. A round-up of night spots using live music in the Midwest shows that jazz units are drawing bigger money and audiences, while the regular bands are being replaced in many locations. Page 20

\$500,000 Gross Seen for 3-Day Tour of 'Star Night' Package . . .

A potential gross of \$500,000 on a talent, promotion and production budget estimated at \$300,000, is seen for the 3-day tour of the Bud Arvey-General Artists Corporation package "Star Night." The Cleveland-Detroit-Chicago outdoor show may be expanded to cover 10 cities next year. . . . Page 21

Canada Musicians' Union Warns U.S. Agents: Licenses at Stake . . .

The Canadian Musicians' Union has warned American agents they are flirting with their

American AFM franchises if they book any acts into Canada. Acts are also warned if they work in Canada with non-union bands they may be jeopardizing jobs in the U.S. Page 48

Builders of Las Vegas Funspot Sorry It's Not Like Detroit . . .

It takes more than money to build an amusement park, a Detroit combine learned after sinking \$750,000 into Nevada's first funspot. Dust, strikes and lack of water have caused the promoters to go deeper and deeper into the financial hole. It's not like Detroit. Page 64

Magnecord, RCA Action Broadens Scope of Background Music Field . . .

New 8-hour continuous play RCA master tapes delivered to Magnecord this week programmed for factory, office use. First tapes in May aimed at cocktail lounge, hotels, restaurant use. Page 92

Nickel Candy Bar to Remain On American Scene 'Indefinitely' . . .

Industry competition breaks 100 per cent shift to dime price in filled bars. Solid chocolate bar makers eye dime standard. Page 68

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JULY LIST NUMBER including the year's most complete list of FAIR DATES beginning on PAGE 55

Four Shows Repeat Wins

NEW YORK, July 24. — Four programs which took first-place laurels last year were repeat winners in The Billboard's Second Annual TV Film Program and Talent Awards. Last year's champs which retained their laurels were "I Love Lucy," "Dragnet," "Victory at Sea" and "Time for Beany."

"Lucy" again was voted tops among comedy shows, which last year was split between situation comedy and other comedy shows. "Lucy's" title last year was under the situation comedy classifica- (Continued on page 2)

HEAVY BALLOTING SELECTS WINNERS IN TV FILM POLL

Total of 449 Industry Leaders Vote in 2d Popularity Survey

NEW YORK, July 24.—An industry-wide vote, in which the key executives most deeply involved in the production, sale, sponsorship and broadcast of TV film programs voted for the outstanding programs and personalities of the past season, has named the winners in The Billboard's Second Annual TV Film Program and Talent Awards.

A total of 449 industry leaders filled out exhaustive ballots in which they designated their choices for the season's best shows and talent within every program category, both for network and non-network vidfilm series.

Of those voting, 162 were TV station executives representing better than half the total number of television outlets now on the air. Advertising agency toppers from 120 key agencies participated in the voting. The men who pay the bills—the sponsors—were represented by 73 outstanding executives who shape advertising policy and are involved with the bankrolling of vidfilms. From the TV film production companies, the 47 outstanding firms in the field returned ballots, while exactly the same number from the cream of the TV film distributors also voted.

This all-industry make-up of the poll was designed to give every facet of the trade involved with TV films an opportunity to express a free opinion by secret ballot. That so many prominent people took time out from pressing duties to mark the long ballot is clear indication that the industry desires and needs an unbiased barometer such as these awards, to get the over-all sentiment of the business on who are its outstanding representatives.

Some Results

Altho the results, published in this issue, speak for themselves,

MULTI-WINNERS

4 Persons, 2 Programs Cop Firsts

NEW YORK, July 24. — Four personalities and two programs won multiple first place honors in The Billboard's Second Annual TV Film Program and Talent Awards.

The shows are ABC-TV's "Make Room for Daddy" and NBC-TV's "Dragnet," which also is syndicated by the NBC Film Division as "Badge 714."

"Daddy" won two championships, as best new network film series of the season and as best new series regardless of how sold. "Dragnet" was tops as a web mystery show and as best web show of any type; "714" was voted best syndicated mystery and also best syndicated show of any type. In combination, "Dragnet-714" was named top film show regardless of how sold.

Similarly, among talent, Jack Webb, star of "Dragnet," made a clean sweep: Best network mystery actor, best network actor in any show, best syndicated mystery actor, best actor in any syndicated show, and, finally, best actor in any film show, regardless of how sold.

Loretta Young won three first place awards for her work in her NBC-TV series, the "Loretta Young Show." She was named best actress in a network dramatic series, best actress on a network series of any kind, and the climatic award of best actress in any film series regardless of how sold.

Betty White and Danny Thomas each won two first place awards. Miss White was voted tops among actresses in a syndicated comedy series, and best actress in any syndicated series. Thomas achieved his honors as best actor in a network comedy series, and best new talent in a TV film series no matter how sold.

some observations make themselves evident. One certainty is that the TV film industry, still growing at a rapid pace, will make room for and recognize the worth of outstanding new programs and talent. Altho many of the winners of the current Awards are comparative veterans in a young business, others are personalities and shows which were on the air last season for the first time.

Among the newcomers who took championship honors are Betty White, star of "Life With Elizabeth," who was named best actress on any syndicated or nationally spot-booked film series, as well as best actress on any non-network comedy series. Loretta Young, who also made her TV film debut this past season, was named best actress on any TV film series, as well as best actress on any network series,

and best network dramatic actress.

Danny Thomas won laurels as best actor on any network comedy series, and capped that with his award as outstanding new talent in TV film, while his ABC-TV show, "Make Room for Daddy," was tabbed the best new TV film series on the air.

Richard Carlson, star of "I Led Three Lives," was voted the outstanding actor on any non-network adventure series, while his show was named best in the same category. Ella Raines, star of "Janet Dean, R. N.," was another debut performer who won a first place award, this one as best actress in any non-network dramatic series.

Some veterans, such as "Dragnet" and "I Love Lucy" continue to hold favor, but you can't keep a good new show down. The proof is in the voting.

TV FILM AWARD POLL USES IMPARTIAL TALLY

NEW YORK, July 24.—The computation of votes in a complicated all-industry poll such as The Billboard's Second Annual TV Film Program and Talent Awards is far from a simple matter.

On the voting for winning programs within each program category, such as Adventure, Drama, Comedy, Western, etc., the ballots contained the most complete possible list of eligible shows. Voters marked their first, second and third choices opposite the names of listed programs.

These votes then were tabulated on the basis of five points for each first place vote, three points for each second place vote, and one point for each third place vote.

Voting for best actor and actress within each program category was strictly by write-in vote, with no listing on the ballot of individual names. Similarly, write-in votes only were utilized in voting for over-all bests, such as best network series, actor or actress, and for the grand awards of best film show of any type, and best actor and actress appearing in any film show.

In the cases of balloting where write-in votes only were used, each vote was counted as a single point.

To illustrate, in winning the award as the best non-network adventure film series, "I Led Three Lives" secured a total of 1,113 points. This is the cumulative total of first, second and third place points. However, in winning the award as the best actor appearing regularly in a non-network adventure series, Richard Carlson, star of "Three Lives," registered 114 points. This is the exact number of write-in votes he received for his honors.

The Top TV Film Programs and Talent of the 1953-1954 Season

(Including Network, Syndicated and Nationally Spot-Booked Series)

BEST SERIES



DRAGNET (NBC) — BADGE 714 (NBC Film Division)

BEST ACTOR



JACK WEBB
Dragnet-Badge 714

BEST ACTRESS



LORETTA YOUNG
Loretta Young Show—NBC

BEST NEW SERIES



MAKE ROOM FOR DADDY—ABC

BEST NEW TALENT



DANNY THOMAS
Make Room for Daddy
ABC

Four Shows Repeat Wins In 2d Survey

'Lucy,' 'Dragnet,' 'Victory,' 'Beany' Retain Laurels

• Continued from page 1

tion; this year, the show bested comedy efforts of all kinds.

"Dragnet" topped all film mysteries last year; this time, the show not only repeated but was named the best of all TV film shows. "Victory," best of this year's syndicated documentaries, won last year in the public service category. "Beany" duplicated last year's feat of winning as best-filmed kid show.

The top five shows in each category in last year's voting, in order of final standing, were:

DRAMA

"Four Star Playhouse," a tie between "Fireside Theater" and "Ford Theater," followed by "Cavalcade of America" and "Douglas Fairbanks Presents."

SITUATION COMEDY

"I Love Lucy," "Ozzie and Harriet," Burns and Allen, "Amos 'n' Andy" and a tie between "Our Miss Brooks" and "Life of Riley."

OTHER COMEDIES

Red Skelton show, Abbott and Costello, Buster Keaton, "The Chimps" (only four shows in the voting).

WESTERN

"Death Valley Days," "Lone Ranger," Roy Rogers, and a tie between "Kit Carson" and "Wild Bill Hickok."

ADVENTURE

"Foreign Intrigue," "Dangerous Assignment," "The Unexpected," "Big Town" and a tie between "Biff Baker" and "Terry and the Pirates."

MYSTERY

"Dragnet," "Racket Squad," "Gangbusters," and a tie involving "Hollywood Offbeat," "Mr. and Mrs. North," "Boston Blackie" and "T-Men in Action."

QUIZ

Groucho Marx show, "Hollywood Guess Stars," a tie between "Headlines on Parade" and "View the Clue" and a tie between "Three Guesses" and "Viz Quiz."

PUBLIC SERVICE

"Victory at Sea," a tie between "Crusade in Europe" and "Music of the Masters," followed by "Crusade in the Pacific" and a four-way tie for fifth place.

SPORTS

"Greatest Fights," "Double Play With Durocher and Day," "All-American Game of the Week," "Sportscholar" and "This Week in Sports."

CHILDREN'S

"Time for Beany," "Smilin' Ed McConnell," "Uncle Mistletoe" and a three-way tie among "Willie Wonderful," "Foodini the Great" and "King Calico."

The Top Syndicated and Nationally Spot-Booked TV Film Programs and Talent of the 1953-1954 Season

Best Series BADGE 714

Best Actor JACK WEBB

Adventure

Best Series.....I Led Three Lives
 Best Actor.....Richard Carlson
 Best Actress.....Jane Nigh

Children's

Best Series.....Time for Beany

Drama

Best Series Douglas Fairbanks Presents
 Best Actor.....Adolph Menjou
 Best Actress.....Ella Raines

Miscellaneous

Best Series.....Kieran's Kaleidoscope

News

Best Series.....CBS Newsfilm

Religious

Best Series.....This Is the Life

Western

Best Series.....Wild Bill Hickok
 Best Actor.....Guy Madison
 Best Actress.....Gail Davis

Best Actress BETTY WHITE

Comedy

Best Series.....Life of Riley
 Best Actor.....William Bendix
 Best Actress.....Betty White

Documentary

Best Series.....Victory at Sea

Mystery

Best Series.....Badge 714
 Best Actor.....Jack Webb
 Best Actress.....Lois Collier

Musical

Best Series.....Liberace
 Best Artist.....Liberace

Quiz

Best Series.....Pantomime Quiz

Sports

Best Series.....Madison Square Garden

Women's

Best Series.....Lilli Palmer Show

Here Are Facts: Season's Hottest Show Is 'Dragnet'

Series and Re-Run 'Badge' Take All Possible Awards in 2d BB Poll

"Badge 714" won top honors for being the best of all non-network TV film series, regardless of program type, in The Billboard's Second Annual TV Film Awards. The award to the retitled version of "Dragnet," which is still running strong on NBC-TV for Chesterfield, shows the strong audience impact of a solid property, even in its second and third runs. "Badge" won out by a very close margin over another and equally potent property, "I Led Three Lives," which takes the Communist threat and shows it in operation as a subversive force. "Lives" gains a good deal of its force from its timeliness and from the running battle that the forces of the West have been having with Russia.

Third spot was won by the much acclaimed documentary, "Victory at Sea," which, like the top two shows, was an instantaneous success. It is now also a theatrical film and is expected to break new trails in that direction. "Lone Wolf," the fourth-place winner, is a dark horse because it has only been on the market for a few months. Taken from the mystery series from Louis Vance,

the show which stars Louis Hayward is said to be one of the best of its kind.

Fifth place went to a program that is a reflection of the personality of its star, Liberace, another long shot who broke thru to capture the hearts of many viewers. TV, of course, has catapulted Liberace so strongly into the American home that he is one of the most discussed entertainers in the business.

The Victory of "Badge 714" is a tribute to Jack Webb, who thru his efforts as an actor and producer has been responsible for much of the program's quality. The property recently has been adopted into a Warner Brothers feature film. The property is now owned by MCA-TV, which paid some \$5,000,000 for it.

In terms of syndicators, the honors seem to go to the NBC Film division, which has the first and third programs. The impressive Ziv-TV made its usual strong showing with "I Led Three Lives." United TV Programs did very well with "Lone Wolf," and Guild came thru once again with Liberace.

• WHICH WAS THE BEST NON-NETWORK TV FILM SERIES REGARDLESS OF PROGRAM TYPE!

Place	Program and Distributor	Points
1.....	Badge 714 (NBC Film)	41
2.....	I Led Three Lives (Ziv-TV)	32
3.....	Victory at Sea (NBC Film)	18
4.....	Lone Wolf (United Television Programs)	12
5.....	Liberace (Guild Films)	11
6.....	Life of Riley	8
7.....	Racket Squad	5
7.....	City Detective	5
7.....	Stories of the Century	5
10.....	Favorite Story	4
10.....	Foreign Intrigue	4
12.....	Annie Oakley	3
12.....	Life With Elizabeth	3
12.....	Madison Square Garden	3
12.....	This Week in Sports	3
16.....	China Smith	2
16.....	Drew Pearson	2
16.....	Colonel March of Scotland Yard	2
16.....	Janet Dean, R. N.	2
16.....	Mr. District Attorney	2
16.....	My Hero	2
16.....	Range Rider	2
16.....	The Passerby	2
16.....	Vilapix Feature Theater	2
16.....	Waterfront	2
26.....	Your All-Star Theater	1
26.....	Adventures of Blinkey	1
26.....	Amos 'n' Andy	1
26.....	Biff Baker, U.S.A.	1
26.....	Captured	1
26.....	Counterpoint	1
26.....	Cowboy G-Men	1
26.....	Death Valley Days	1
26.....	Douglas Fairbanks Presents	1
26.....	Follow That Man	1
26.....	Inner Sanctum	1
26.....	James Mason Show	1
26.....	Johnny Jupiter	1
26.....	Pulse of the City	1
26.....	Ramar of the Jungle	1
26.....	Wall's Workshop	1
26.....	Wild Bill Hickok	1
26.....	Yesterday's Newsreel	1

CBS Newsfilm Scores Upset in Syndication; Beats NBC, INS, UP

CBS Newsfilm, the newest entrant in news film syndication, scored an upset victory in The Billboard's Second Annual TV Film Awards, beating out the three older participants, NBC, INS and UP. Moving up into the top ranks at the same time is one

of the two new commentator series, Drew Pearson's "Washington Merry-Go-Round."

The network news film releases generally came out on top of the wire services in this year's voting. Running second to CBS was NBC's daily service The Telenews Daily which is no longer produced by Telenews Productions, dropped down to fourth place. The erstwhile winner in this category is now produced by Hearst Metrotone News and still is distributed by Hearst's International News Service.

• WHICH WAS THE BEST NON-NETWORK NEWS FILM SERIES!

Place	Program and Distributor	Points
1.....	CBS Newsfilm (CBS Film)	627
2.....	NBC Daily News Report (NBC Film)	441
3.....	Drew Pearson (MPTV)	340
4.....	Telenews Daily (International News)	301
5.....	NBC News Review of the Week (NBC Film)	259
6.....	United Press Movie-tone News	175
7.....	Fullon Lewis Jr.	119
8.....	Yesterday's Newsreel	106
9.....	Telenews Weekly	85
10.....	Washington Spotlight	82
11.....	Adventure in News	41
12.....	Pathe Hy-Lights	31
13.....	Clete Roberts' World Report	16

Lilli Palmer Runs Away With Non-Net Women's Competish

Voters had few titles to choose from in the women's category of The Billboard's Second Annual TV Film Awards. The Lilli Palmer show was runaway topper. Then in close running for second and third were two service-type shows of Sterling TV.

Miss Palmer's 15-minute interview series made its bow two years ago and was first bought in Eastern markets by Continental. Produced by Charles Kebbe, it was underwritten and is distributed

by the NBC film division. The format has the actress interviewing celebrities, mostly of the creative bent, and doing readings.

Sterling's "Feminine Touch" is a half-hour series of 65 episodes that gives women advice and instructions on such subjects as home economics and child care. "For the Ladies" has essentially the same format as "Touch" but in 15-minute versions. The two Sterling winners have been in circulation approximately a year and a half.

Jack Webb, Betty White Prove Best in Any Show

Among all the talent acting on TV film shows sold on a syndicated or nationally spot-booked basis during the past season, the

best were Jack Webb and Betty White.

Webb, whose low-key thespian in "Dragnet" earned him several awards in this competition, racked up his victory by out-scoring Richard Carlson, star of Ziv-TV's "I Led Three Lives." The strong showing made by Carlson in a series still under a year old marks him as perhaps the major new male star to emerge, and a real threat to Webb's laurels in the future.

Miss White, who is featured in Guild Films' "Life With Elizabeth," triumphed over personalities with more spectacular theatrical film backgrounds who are being seen in more elaborate video series. Miss White is the attractive comedienne whose simple, comely manner has made "Elizabeth" one of the better selling comedy series.

Following Miss White, there was a three-way tie for second honors among Gail Davis, the Annie Oakley of the series bearing the same title; Ella Raines, star of "Janet Dean, R. N.," and Lilli Palmer, featured in the Lilli Palmer show. Fifth place went to the Grand Dame of the American Theater, Ethel Barrymore.

Among the actors, Louis Hayward, star of "Lone Wolf," wrapped up third place laurels. He was closely followed by Liberace, in fourth place, with fifth place a tie between William Bendix, of "Life of Riley," and Rod Cameron, star of "City Detective." In close order behind these actors were Doug Fairbanks, Adolphe Menjou and Boris Karloff, who were in a three-way tie.

• WHO WAS THE BEST ACTOR APPEARING REGULARLY IN A NON-NETWORK TV FILM SERIES, REGARDLESS OF TYPES!

Place	Actor	Points
1.....	Jack Webb	65
2.....	Richard Carlson	26
3.....	Louis Hayward	11
4.....	Liberace	8
5.....	William Bendix	7
5.....	Rod Cameron	7
7.....	Douglas Fairbanks	6
7.....	Boris Karloff	6
7.....	Adolphe Menjou	6
10.....	David Brian	4
10.....	Robert Cummings	4
12.....	Preston Foster	3
12.....	Ralph Bellamy	3
14.....	Dan Duryea	2
14.....	Reed Hadley	2
14.....	Guy Madison	2
14.....	James Mason	2
14.....	Drew Pearson	2
14.....	Jerome Thor	2
20.....	Ben Alexander	1
20.....	Brian Donlevy	1
20.....	Tim Moore	1
20.....	Chester Morris	1
20.....	Charles Ruggles	1

• WHO WAS THE BEST ACTRESS APPEARING REGULARLY IN A NON-NETWORK TV FILM SERIES, REGARDLESS OF TYPE!

Place	Actress	Points
1.....	Betty White	21
2.....	Gail Davis	7
2.....	Ella Raines	7
2.....	Lilli Palmer	7
5.....	Ethel Barrymore	4
6.....	Jane Nigh	3
6.....	Marjorie Reynolds	3
8.....	Mary Castle	2
9.....	Julie Bishop	1
9.....	Peggy Ann Garner	1
9.....	Pamela Mason	1
9.....	Randy Stuart	1
9.....	Gloria Swanson	1

• WHICH WAS THE BEST NON-NETWORK WOMEN'S FILM SERIES!

Place	Program and Distributor	Points
1.....	Lilli Palmer (NBC Film)	706
2.....	Feminine Touch (Sterling TV)	137
3.....	For the Ladies (Sterling TV)	134
4.....	Inside Decoration (Hartley Productions)	42
5.....	Marion Palmer Workshop (Hartley Productions)	28
6.....	TV Kitchen	10
7.....	Health and Happiness Club	5

FUN-KISSED!

TOUCHED B

Z-I-N-G!



ZIV-TV'S
FUNNY, SUNNY FAMILY SITUATION COMEDY

LAVISHLY STAGED!

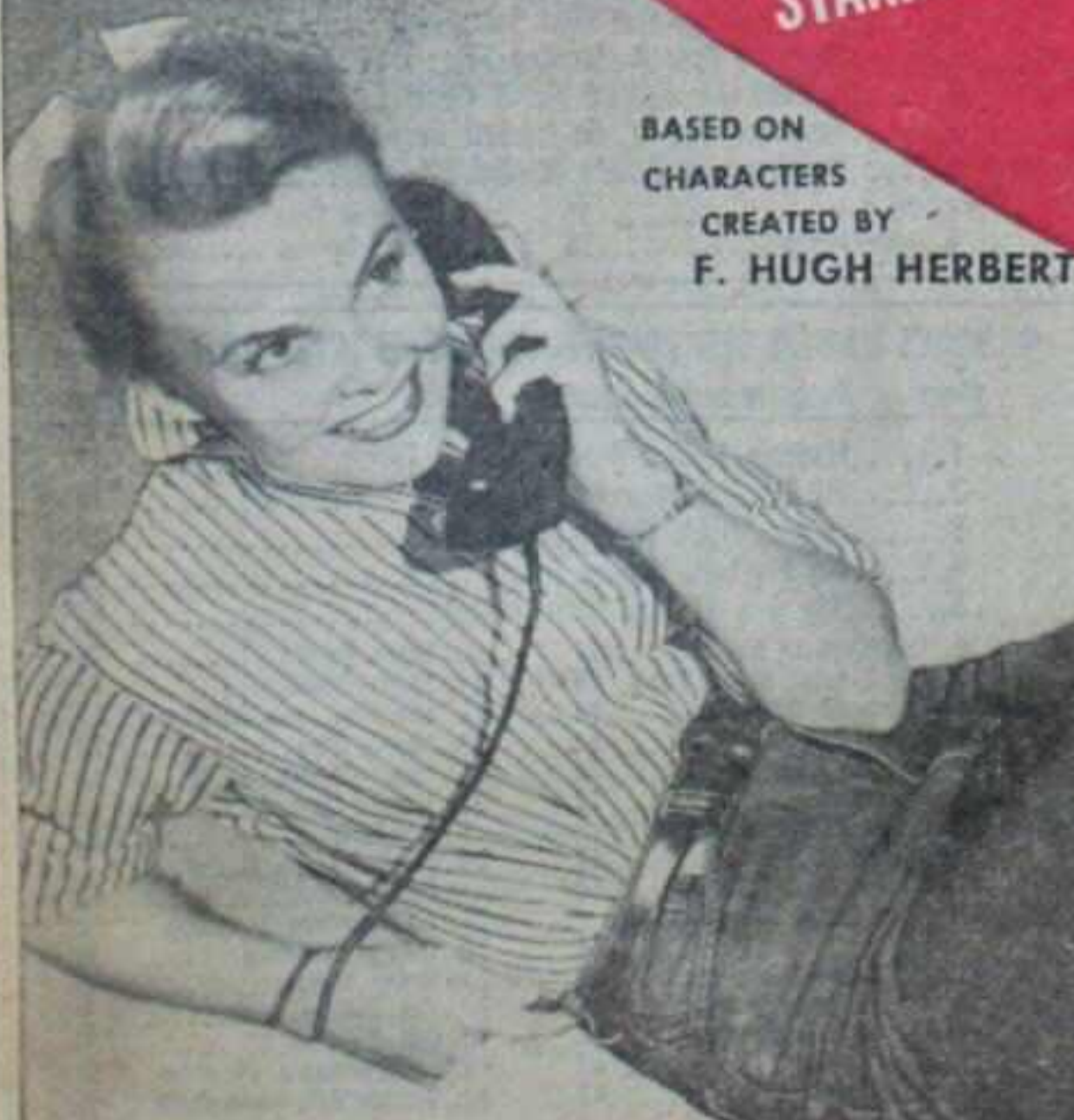
SPARKLING SCRIPTS!

SKILLFULLY DIRECTED!

"MEET CORLISS ARCHER"

STARRING PERT ANN BAKER IN THE HILARIOUS HOME LIFE OF
America's favorite family!

BASED ON CHARACTERS
CREATED BY
F. HUGH HERBERT



FRESH AS A WINK...
TWINKLING WITH LAUGH
AFTER LAUGH! EVERY
HALF-HOUR PROGRAM
A COMPLETE STORY!

THE MAGIC OF YOUTH!



DEAR MR. ADVERTISER,
 MILLIONS HAVE APPLAUDED
 US ON STAGE, RADIO, IN
 BOOKS AND MAGAZINES.
 NOW, WE'RE READY TO
 SELL FOR YOU IN TV'S
 MIGHTIEST SELLING FORCE,
 FAMILY SITUATION COMEDY.
 WHEN FAMILIES SEE THEM-
 SELVES AS THE ARCHERS,
 YOU'VE GOT THEM BY
 THE EMOTIONS. BETTER
 WRITE, WIRE OR PHONE
 TODAY. LOVE *Corliss*

NOW READY IN ZIV-COLOR BRILLIANT, COMPATIBLE

- ★ BOBBY ELLIS as DEXTER
- ★ MARY BRIAN as MRS. ARCHER
- ★ JOHN ELDREDGE as MR. ARCHER



ZIV TELEVISION PROGRAMS, INC.
 1529 MADISON ROAD, CINCINNATI, OHIO
 NEW YORK HOLLYWOOD



"FOLLOW THAT MAN!"

... to **BIGGER AUDIENCES**
... to **MORE CUSTOMERS**
... to **REAL TV IMPACT**

he's **RALPH BELLAMY**



... a great star bringing realistic, action-packed adventures that every member of the family will enjoy!
Now, 82 half-hour films available
• Made expressly for TV • Ready for 1st or 2nd run sponsorship in leading markets.

A proven success!
Originally telecast as
"Man Against Crime" with
super-sized national ratings!

That's not all!

For an extra sales-producing wallop you get MCA TV's high power pre-planned merchandising with ready-to-use promotion and point-of-sale material that will multiply the impact of every dollar you invest!

this is the way

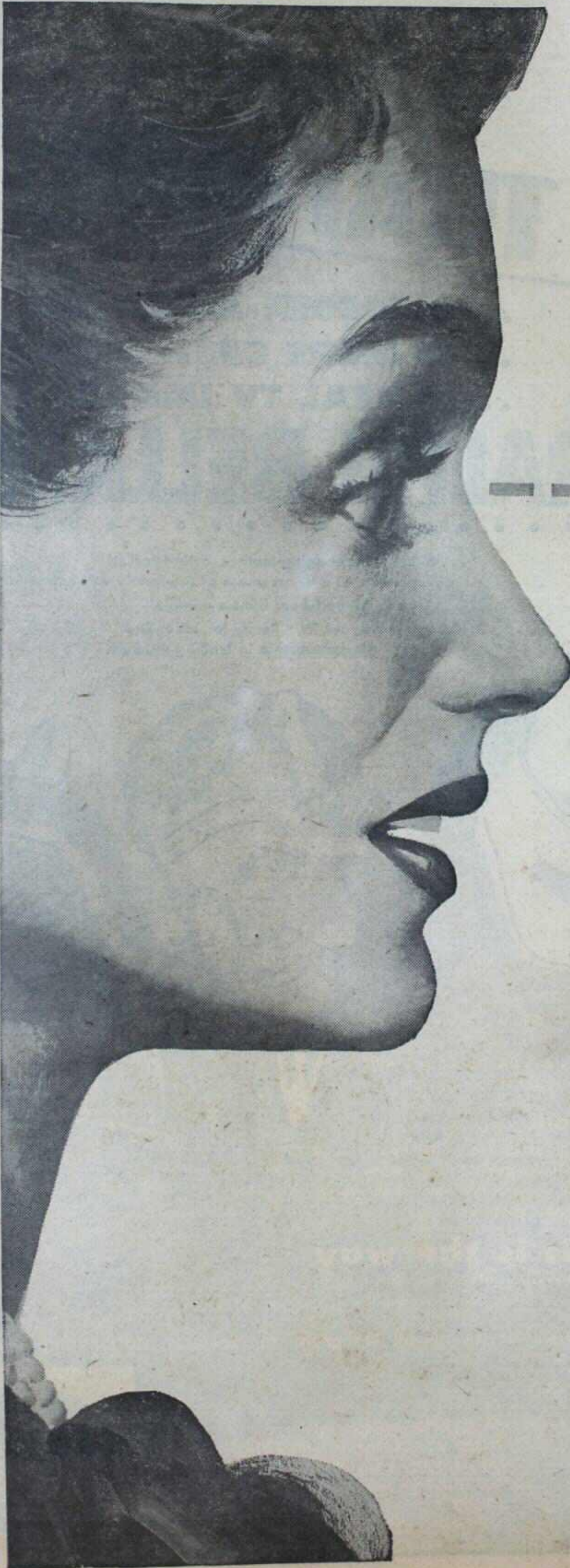
to money-making sponsorship of "Follow that Man!" Call your nearest MCA TV office about availability in your market—today!

... And now, a complete TV film distribution service for all of Canada for agencies, stations and sponsors:

MCA (CANADA) LTD.
TORONTO, ONTARIO, CANADA: 111 Richmond Street
NEW YORK: 598 Madison Avenue, PLaza 9-7500
BEVERLY HILLS:
9370 Santa Monica Blvd., CRestview 6-2001 or BRadshaw 2-3211
ATLANTA: 515 Glenn Building, Lamar 6750
BOSTON: 45 Newbury Street, CDpley 7-5830
CHICAGO: 430 North Michigan Avenue, DELaware 7-1100
CLEVELAND: 1172 Union Commerce Bldg., CHerry 1-6010

CINCINNATI: 3790 Gardner Avenue, SYcamore 9149
DALLAS: 2102 North Akard Street, Prospect 7536
DETROIT: 837 Book Tower, WOODward 2-2640
SAN FRANCISCO: 105 Montgomery Street, EXbrook 2-8922
SEATTLE: 715 10th North, MInor 5534
ROANOKE: 3110 Yardley Drive, NW, ROAnoke 2-4857
NEW ORLEANS: 5405 South Prieur, UNiversity 5104





WHAT HAPPENS



... AFTER THE

AFTER THE SHOW IS OVER COMMERCIAL'S DONE?

MERCHANDISING IS THE ALL-IMPORTANT
SECOND STEP THAT BRIDGES THE GAP BETWEEN
YOUR MESSAGE AND THE CASH REGISTER

Your commercial says, "Remember to buy me." Merchandising says, "You saw me on television . . . here I am!" Result? Many more sales than unsupported commercials will produce.

And with an NBC FILM DIVISION show, you get the most powerful merchandising package in all TV to work for you. This includes the industry's largest assortment of point-of-sale and other merchandising pieces, publicity, audience promotion, exploitation, and advertising aids.

The NBC Film Division's com-

plete merchandising packages are specially designed for each show to increase the sales effectiveness of every commercial . . . to wrap up viewers and deliver them as customers.

And because this unique merchandising comes to you on a syndicated basis, the cost to the individual advertiser is unbelievably *low*.

The combination of an NBC FILM DIVISION quality show and its companion merchandising package gives you a complete campaign designed to build more business for *your* business.

NBC FILM DIVISION

SERVING ALL SPONSORS... SERVING ALL STATIONS

30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif.
In Canada: RCA Victor, 225 Mutual Street, Toronto • 1551 Bishop Street, Montreal



EASY WIN

Kieran First For Non-Net Misc. Films

"Kieran's Kaleidoscope" won a comfortable victory in the "miscellaneous" category of The Billboard's Second Annual TV Film Awards. The 15-minute series features John Kieran explaining various and sundry curiosities of nature.

Quite a bit behind the Kieran show, there was a close race between Sterling's "The World We Live In" and United World's "Stranger Than Fiction." The former show is a giant collating job on travel-adventure footage. Each segment covers a different place in the world. Sterling is now in the process of sharpening up the series, reducing the number of episodes to 52, re-editing where desirable and shooting new titles.

"Stranger Than Fiction" is a miscellany of oddities and unusual hobbies and occupations.

• WHICH WAS THE BEST NON-NETWORK MISCELLANEOUS FILM SERIES?

Place	Program and Distributor	Points
1.....	Kieran's Kaleidoscope (ABC Film)	364
2.....	The World We Live In (Sterling TV)	167
3.....	Stranger Than Fiction (United World Films)	140
4.....	Ray Forrest Show (Sterling TV)	89
5.....	How Does Your Garden Grow! (International Film Bureau)	85
6.....	Adventures in Living..... 84	
7.....	Wonders of the Wild..... 77	
8.....	Democracy in Action..... 61	
9.....	Wildlife in Action..... 60	
10.....	Concert Hall..... 54	
11.....	Holiday..... 43	
12.....	Interviews of the Century..... 41	
13.....	M.D..... 30	
14.....	Thrill of Your Life..... 23	
14.....	Turn of a Card..... 23	
16.....	Design for Living..... 15	
17.....	Your Own Home..... 12	
18.....	What's Wrong With This Picture!..... 11	
19.....	Hollywood Is the World..... 10	
20.....	Going Places With Uncle George..... 7	
20.....	Health and Happiness Club..... 7	
22.....	Anine Comments..... 6	
23.....	Candid Camera..... 5	
23.....	Wall's Workshop..... 5	
23.....	Watch the World..... 5	
23.....	Hollywood on the Line..... 5	
23.....	Industry on Parade..... 5	
28.....	Find a Hobby..... 2	
29.....	Little Story Shop..... 1	

A WRITE-IN VICTORY

'This Is the Life' Thumping Success in Religious Poll

"This Is the Life" won a sensational write-in victory in the

religious category. Since the show is not handled by any of the regular distributors, it was not included in the ballot listing. Yet it went on to beat its closest competitor more than two to one.

"Life" is probably the highest budgeted religious show on TV. It is completely sponsored by the Lutheran Church, Missouri Synod, but is non-sectarian in content. Each half-hour episode tells a different dramatic story in the life of the Fisher family, a typical small-town American clan. The scripts point up a religious-ethical idea that is pertinent to every set.

The series is produced by Family Films in Hollywood and distributed on a public service basis by Westheimer and Block, the St. Louis ad agency. It is playing on 217 stations, according to the last count.

Running in close order for second, third and fourth positions were "Gospel Singer," "Layman's Call to Prayer" and Sterling's "Search for Christ."

WESTERN

'Hickok' 1st In Tightest Non-Net Poll

The Western category was the most closely contested in the non-network division of The Billboard's Second Annual TV Film Awards. "Wild Bill Hickok" just nosed out Ziv-TV's "Cisco Kid." Farther back in the field, another veteran, "Hopalong Cassidy," led two relative newcomers, "Range Rider" and "Annie Oakley."

"Hickok" has been sponsored nationally by Kellogg's for the past three years. Only in the past couple of months it has become available for syndication to non-Kellogg markets, by Flamingo Films. It is produced by Bill Brody.

"Cisco Kid" is one of Ziv's earliest TV film ventures. Approximately 150 segments have now been produced, most of them in color.

"Hopalong" was one of the first Western characters into TV. Bill Boyd collected more than 50 of his old feature films, syndicated them for a while, until they were bought for national sponsorship by General Mills. After a year on the network, NBC put the hour-long films into syndication. Two years ago, Boyd, in partnership with NBC, went into production of the half-hour series.

"Range Rider" is turning out to be one of the sleepers of the season. For over a year it lay in CBS-TV Film Sales vaults with only sporadic movement. This year sales began to move as fast as star Jack Mahoney's acrobatics. The show is now in almost 150 markets.

"Annie Oakley" has brought the little girls into the Western audience. Gene Autry had the pilot on hand for over a year. When Canada Dry bought it for alternate weeks in some 80 markets, Autry went into production, and CBS-TV Film Sales put on the sales drive. Earlier this month CBS sold TV Time Popcorn on an alternate week ride on "Oakley" in a spread that may reach 100 markets when all bought.

Madison Wins Close Western Tilt; Gail Davis Goes Alone

Guy Madison ("Wild Bill Hickok") won a tight race with Bill Boyd ("Hopalong Cassidy") for top Western honors in The Billboard's Second Annual TV Film Awards. The "Wild Bill Hickok" show has paved a glorious comeback trail for the young actor. Madison's movie work had slowed down to a crawl when he went into the TV series.

Bill Boyd is a phenomenon almost as old as commercial telecasting. Interestingly, in his class he as an individual came out relatively stronger than did his show. In the Western program category, "Cisco Kid" ran close behind the winner, "Wild Bill." But in the actor category, Duncan

Renaldo, who plays the title role in "Cisco," ran far behind Bill Boyd, star of the third-place "Hopalong."

In the Western fem department, only one star got a ranking score. That was Gail Davis, who, as the lead in the "Annie Oakley" series has brought the girls into the Western fold.

Behind Madison and Boyd, the rest of the voting was sparse. Jack Mahoney showed increasing strength for his colorful gymnastics as "Range Rider." Gene Autry tied with Duncan Renaldo, and Leo Carrillo, who is Renaldo's sidekick in "Cisco Kid," polled almost as strongly as the leading man.

• WHO WAS THE BEST ACTOR APPEARING REGULARLY IN A NON-NETWORK WESTERN SERIES?

Place	Actor	Points
1.....	Guy Madison	51
2.....	William Boyd	47
3.....	Jack Mahoney	25
4.....	Gene Autry	15
4.....	Duncan Renaldo	15
6.....	Leo Carrillo	14
7.....	Andy Devine	7
7.....	Jim Davis	7
9.....	Russell Hayden	4
9.....	Bill Williams	4
11.....	Jackie Coogan	2

• WHO WAS THE BEST ACTRESS APPEARING REGULARLY IN A NON-NETWORK WESTERN FILM SERIES?

Place	Name	Points
1.....	Gail Davis	55

• WHICH WAS THE BEST NON-NETWORK WESTERN FILM SERIES?

Place	Program and Distributor	Points
1.....	Wild Bill Hickok (Flamingo Films)	571
2.....	Cisco Kid (Ziv-TV)	561
3.....	Hopalong Cassidy (NBC Film)	432
4.....	Range Rider (CBS Film)	421
5.....	Annie Oakley (CBS Film)	407
6.....	Gene Autry	243
7.....	Cowboy G-Men	162
8.....	Stories of the Century	150
9.....	Tales of the Old West	47
10.....	Vitapix Western Features	26
11.....	Kit Carson	16
12.....	Death Valley Days	14
13.....	Bandits of the Old West	11

• WHICH WAS THE BEST NON-NETWORK RELIGIOUS FILM SERIES?

Place	Program and Distributor	Points
1.....	This Is the Life (Westheimer and Block)	223
2.....	Gospel Singer (United Television Programs)	96
3.....	Layman's Call to Prayer (National Telefilm Associates)	91
4.....	Search for Christ (Sterling TV)	89
5.....	Reading the Bible (Lakeside Television)	78
6.....	The Good Shepherd	55
7.....	Read the Bible	40
8.....	God's Animals	37
9.....	Symphonies in Stone	35
10.....	The Christophers	24
11.....	Humble Heart	20
12.....	Faith for Today	15
13.....	Hymnologies	13
14.....	What's Your Trouble!	12
15.....	The Pastor	11
16.....	Bible Puppets	10
16.....	Thrilling Bible Dramas	10
16.....	What One Person Can Do	10
16.....	Living Book	10
20.....	Greatest Story	5
20.....	Herald of Truth	5
20.....	Back to God	5
20.....	Let There Be Light	5
20.....	Man's Heritage	5

"Lights"
"Camera"
"Action"

and PROCESSED BY
MOVIELAB

FOR THE FINEST FILM PROCESSING IN
THE EAST — FILM MEN WHO KNOW
SAY "IT'S MOVIELAB"

Here—at MOVIELAB... efficiency and perfection are the rule. Producers, directors and technicians have at their fingertips the very best in up-to-the-minute equipment necessary to modern FILM PROCESSING techniques.

ROUND THE CLOCK SERVICES

- Negative Developing
- First Print Department
- Ultra Violet & Flash Patch Track Printing
- 16mm & 35mm Release Printing
- Quality Control
- Title Department
- 22 Cutting & Editing Rooms.

FOR COLOR
it's
Rainbowlab

MOVIELAB FILM LABORATORIES, INC.

619 West 54th Street, New York 19, N. Y. JUdson 6-0360

GIVE TO DAMON RUNYON CANCER FUND



THE ADVENTURES OF
BLINKEY

Newest and Hottest TV Film Property
Also Available for Radio

Officially Rated
EXCELLENT
by National Association
for Better Radio and
Television

TOP RATED SHOW
FOR SMALL FRY
BETWEEN AGES 4-12

26 Episodes Completed—
26 Additional Episodes in
Production

- ★ First Run in all Markets but 20
- ★ Proved successful premium draw—
Complete merchandising available
- ★ Integrated Film Commercials for
TV with Blinkey

Cost
Range
\$50 to
\$400
Depending
on
Market

WRITE PHONE WIRE

BLINKEY PRODUCTIONS INC.
106 West End Ave., N. Y. 23, N. Y.
SUsquehanna 7-4429



THE BILLBOARD SCOREBOARD

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

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

periods for TV film. Listing of films is by rank order, according to rating, under each of these time subdivisions. All films shown are sold on a syndicated basis unless they are designated by a dagger (†), in which case they are nationally spot booked. Stations, when designated by an asterisk (*), are UHF outlets.

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

BUFFALO 2 STATIONS

Table listing TV programs for Buffalo, including 'Joe Palooka-Adv.-Guild Films' and 'Wild Bill Hickok-West-Flamingo Films'.

7 p.m. to Sign-Off-Monday thru Sunday

Table listing TV programs for Buffalo from 7 p.m. to sign-off, including 'I Led Three Lives-Adv.-Ziv TV' and 'Captured-Mys.-NBC Film'.

DETROIT 3 STATIONS

Table listing TV programs for Detroit, including 'Superman-Adv.-Flamingo Films' and 'Wild Bill Hickok-West-Flamingo Films'.

Sign-On to 7 p.m.-Saturday and Sunday

Table listing TV programs for Detroit from 7 p.m. to sign-off, including 'Dangerous Assignment-Adv.-NBC Film' and 'Boston Blackie-Mys.-Ziv TV'.

7 p.m. to Sign-Off-Monday thru Sunday

Table listing TV programs for Detroit from 7 p.m. to sign-off, including 'Badge 714-Mys.-NBC Film' and 'Mr. District Attorney-Mys.-Ziv TV'.

'DANNY DEE' Kid Strip Aims for B, C Times

NEW YORK, July 24. - The first important sale of a new filmed quarter-hour kid strip, "The Adventures of Danny Dee," was made this week when Pez purchased it for Boston, Buffalo, Philadelphia and Cleveland. The show has been running here live on the Du Mont flagship station, WABD, for the past year and will continue to do so, but the producer, Irwin Rosee, has shot 26 weeks of programming in the vid-film series.

UTP Officials To Coast for Policy Huddle

HOLLYWOOD, July 24. - Top United Television Programs executives arrived here this week-end for a series of home-office policy and planning meetings and preview of new product. Set for the conclave are John P. Rohrs, vice-president and Midwestern sales manager; Tom McManus, Eastern sales manager, and Aaron Beckwith, vice-president in charge of the New York region.

While here, the executives will be shown the first episode of the new "Mayor of the Town" telefilm series starring Thomas Mitchell. Produced by Rawlins-Grant in association with Gross-Krasne, Inc., the initial segment has been filmed in two versions—with and without a laugh track.

'Daily News Report' Lost 179G and Will Be Axed by NBC

NEW YORK, July 24. - NBC last year lost \$179,000 on its "Daily News Report" and is consequently discontinuing the syndication of the news service which was distributed by the film division of the company. Instead, subscribers will have available the INS-Telenews Daily Film Service under an arrangement made with INS.

WNBT Hits Sales Peak in Half of '54

NEW YORK, July 24. - WNBT here hit an all-time record for sales during the first six months of 1954 when they soared to 16 per cent above a similar period last year. Sales Manager Jay Heiten claims that the record was achieved because TV expanded at a record pace as a primary advertising medium.

Table listing TV programs for Syracuse, including 'City Detective-Mys.-MCA-TV' and 'Famous Playhouse-Drama-MCA-TV'.

SYRACUSE 2 STATIONS

Table listing TV programs for Syracuse, including 'Wild Bill Hickok-West-Flamingo Films'.

Sign-On to 7 p.m.-Saturday and Sunday

Table listing TV programs for Syracuse from 7 p.m. to sign-off, including 'Badge 714-Mys.-NBC Film' and 'Cisco Kid-West-Ziv TV'.

7 p.m. to Sign-Off-Monday thru Sunday

Table listing TV programs for Syracuse from 7 p.m. to sign-off, including 'Liberace-Music-Guild Films' and 'Files of Jeff Jones-Mys.-CBS Film'.

'Home' Racks \$5 Mil Sales In 9 Months

NEW YORK, July 24. - As of this date, "Home" will rack up gross billings of \$4,818,000 for the first nine months of its existence on NBC-TV. The program has sold a total of 603 participations to 25 clients since it started in March. Saleswise, its leading client is Speidel, which bought 78 participations; Alcoa, which purchased 75, is another prominent advertiser.

FCC Issues Two Tele Grants; Total Now 697

WASHINGTON, July 24. - The Federal Communications Commission issued one commercial and one non-commercial, educational TV grant this week, bringing total authorizations to 697, of which 589 are post-freeze grants, including 32 non-commercial, educational grants. With 88 grants canceled; outstanding authorizations now number 609.

TWO HEADS Unity Tests If They're Better 'n One

NEW YORK, July 24. - A shifting of territorial assignments of its sales crew by Unity Television will determine whether or not "Two heads are better than one" when it comes to selling feature films. During the month of August each salesman covering a territory will be assigned a "partner" from a different territory.

Name Kay Reed Editor

HOLLYWOOD, July 24. - Roland Reed this week appointed Ellingwood (Bud) Kay as story editor for Roland Reed Productions. A former managing editor of Cosmopolitan magazine, Kay was with Warner Bros. as head of the story department for eight years after which he served as story editor for four years with Bing Crosby Enterprises.

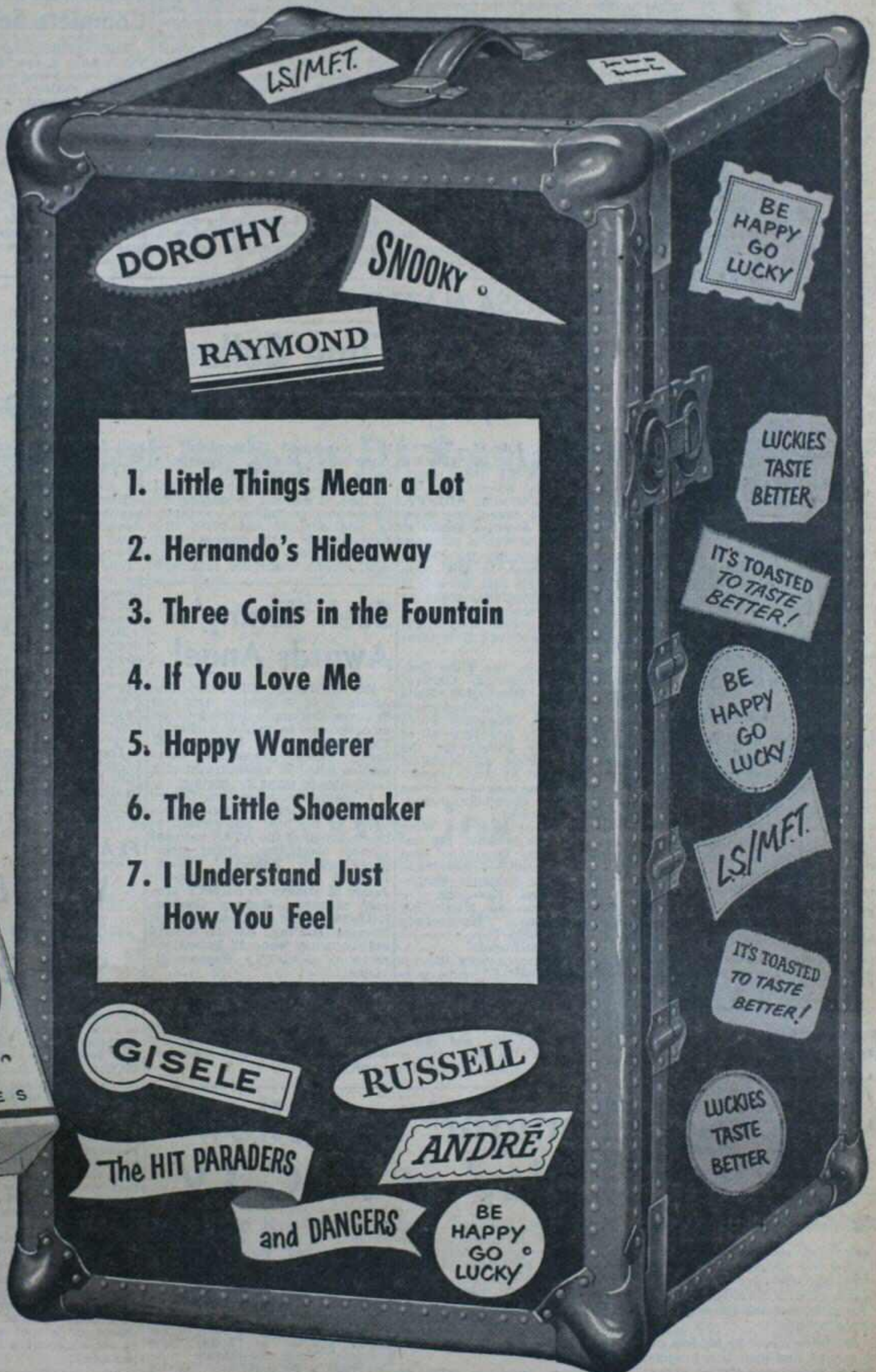
Your Lucky Strike Hit Parade says:

"So long for a while"

And presents a special summer service

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

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



1. Little Things Mean a Lot
2. Hernando's Hideaway
3. Three Coins in the Fountain
4. If You Love Me
5. Happy Wanderer
6. The Little Shoemaker
7. I Understand Just How You Feel



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

Reaction Sets In: Will the Specs Prove Worth It All?

Networks Are Sold Out, But Ad Men Grow Ulcers Waiting Public Reaction

NEW YORK, July 24.—The sales blitz is over. The network battle is won. Both NBC-TV and CBS-TV are sold out completely on their forthcoming spectacular series for fall. But the inevitable reaction is setting in—particularly among the advertising fraternity. The ad boys are beginning to wonder if they will emerge the victors or the victims of the blitz—which, whatever else, has certainly brought about a revolution in the techniques of TV time buying.

Only the size of next season's viewing public and the sales graphs of advertised products can answer the many puzzling questions which the programming of spectaculars and the emergence of the magazine concept of programming have occasioned.

One thing is taken for granted in advertising circles. The day of sponsors investing in time franchises to build for the future is dead and gone. The patient became ill when the networks first started booting him and his programs around. He died this spring when Firestone, after 25 years, was given the same treatment to make way for Monday spectaculars.

Now that this major revolution in the use of TV is under way, the agencies and their clients want to know how to move. Are they to remain with their regular weekly shows or are they too to go into extravaganza programming. Is the pattern of continuous every-week advertising on video to be discarded for occasional blockbuster programming? Will such programming generate sales or only hoopla?

One Man's Answer

The best answer given by a Madison Avenue media specialist is that TV spectaculars should be employed as part of an over-all media campaign, but that other media should carry the ball on a regular basis. His opinion was that centering an entire network TV advertising campaign around extravaganza type programming might prove to be a costly game.

Pandit Series Set For Early Lensing

HOLLYWOOD, July 24.—Filming starts Friday (30) at Samuel Goldwyn Studios here of the Korla Pandit telefilm series to be produced by Louis D. Snader with Leroy Prinz directing. The series will consist of 52 half-hour films. Harry Franklin has been set as production manager and assistant director. Orval Anderson, ABC staff announcer here, has been signed as narrator of the series. Anderson performed similar narration chores on Pandit's shows when the organist was seen live on ABC's TV outlet here.



* Take MODERN for T.V. Film Traffic Problems

Modern fills the gap between production and telecast projection to supply agencies, syndicators, and producers with a reliable custom tailored service for the traffic of television films.

Clients being served by Modern can be assured that their film program with its proper commercial content will be at the right TV station on the right date, at the right hour for advance scheduled telecast.

MODERN TALKING PICTURE SERVICE
219 East 44th St., NEW YORK 17, N. Y.
140 East Ontario St., CHICAGO, ILL.
3450 Wilshire Blvd., Los Angeles, Calif.

ble because of the expense and the unknown elements as to impact.

It is taken for granted that spectaculars will produce high ratings. One of the questions, however, is whether the rating will be high enough on a cost per thousand basis. Going beyond that, it is speculated that the extravaganza will produce an impact that cannot be measured in ratings. But this leads to the further question of how such shows are to be compared with regular TV stanzas. Are they to be measured in sales? Are sales drives to be correlated with them to see whether such programming can sell?

A further question agitating the Madison Avenue time buyers is when does a spectacular cease to be a spectacular? The implication here, of course, is that when such programming is available three weeks out of four on the weekend and in the middle of the week on CBS-TV it may cease to be spectacular.

Since sponsors are spending so much for these extravaganzas, another query is whether the

spending of money can always insure an audience. In the past Colgate and NBC-TV did not spare the horses on Sunday nights, but results were not always forthcoming. It was talent rather than money that produced the ratings.

Rewriting the Book

But TV is now rewriting the advertising textbooks. Reynolds Metals finds that "Mr. Peepers" and its satisfactory rating in the high twenties is not enough and has contracted for three spectaculars. Hazel Bishop bought half of seven Sunday extravaganzas and may drop half of "This Is Your Life," one of the top shows in the nation and an unusual cost-per-thousand buy.

It is perhaps possible that TV, under Pat Weaver's pioneering touch, is, at last, getting a chance to prove whether it has the impact that has been claimed for it. But should spectaculars achieve what NBC-TV execs maintain they will, an entirely new set of questions will have to be posed. Only time and experience will answer the questions current today.

HEY, WASSA MATTER HERE?

ABC-TV's Time Sells Like Hot Cakes; Clients Nix Net's Shows

NEW YORK, July 24.—There's a trace of irony in the glowing picture at ABC-TV these days. The fact is that advertisers, who flocking to buy time on ABC-TV, have, with few exceptions, been giving scarcely a second glance at the packages the web is offering.

What's heightening the "what gives?" atmosphere at ABC even further is the fact that the web is selling its time to advertisers so rapidly that it soon may not have enough evening time slots available to air the shows it is committed to put on.

Sterling Drugs, the Wine Corporation of America, General Mills, Brillo, Remington-Rand and Knomark Manufacturing, Florida Citrus, Exquisite Form Bra and Quality Jewelers—all of whom recently parted for the web's time—have all bypassed the lengthy list of ABC properties and chosen, instead, to bring in shows from elsewhere, including other networks.

Florida Citrus and the Wine Corporation, for instance, are importing "Twenty Questions" and "Dollar a Second," respectively, from Du Mont. Similarly, Exquisite Form and Knomark are bringing in, on an alternating sponsorship basis, "Masquerade Party" from CBS-TV.

Show Buyers
The only ones among the recent crop of ABC-TV time purchasers that have bought the web's properties are Elgin, which parted for the hour-long dramatic stanza alternating on the "U. S. Steel Hour"; Lehn and Fink, which bought the Ray Bolger show, and the three advertisers

that purchased "Disneyland"—American Motors, American Dairy and Derby Foods.

At the pace the web is selling its time, it will not be long before its evening periods are completely sold out. If and when this happens, and if the current trend for advertisers to steer clear of ABC shows continues, the web

Seek 'Emmy' Awards Angel

HOLLYWOOD, July 24.—The Academy of Television Arts and Sciences this week decided to get an early start in seeking a national TV sponsor for its 1955 national Emmy Awards presentation ceremonies with the appointment of a committee to press the matter.

Academy President Don DeFore named Tom Lewis, executive producer of Lewislor Enterprises, to be chairman of the ATAS national sponsor committee. Other members include Robert J. Black, Hicks & Greist vice-president; James T. Aubrey Jr., KNXT general manager; Rodney Coulson, KHJ-TV public relations director; Thomas McCray, KNBH general manager, and Donn B. Tatum, director of ABC-TV's Western division.

National sponsorship of this year's Emmy banquet fell thru, tho several offers had been submitted to the Academy for airing on a coast to coast network. The banquet, however, was sponsored locally.

'Tonight' to Follow 'Today' at NBC-TV

NEW YORK, July 24.—NBC TV this week definitely committed itself to present "Tonight" on the network beginning Monday, September 27. With Steve Allen as the emcee, the show will be seen 11:30-1 a.m. in the East and from 11-12 a.m. in the Midwest as far as Omaha. Polaroid has already bought nine participations on the show.

Executive producer will be Richard Pinkham, who built "Today" and "Home." The producer will be Mort Werner, currently occupying the same slot on "Today," and sales chief will be Matthew J. Culligan, sales supervisor for the two other omnibus-type shows.

Primary concentration will be

on entertainment, tho also to be offered will be news, sports, weather and various remotes, many from cities around the country. There will be five-minute station cut-ins each half hour for local news, sports and weather.

The show will be sold in the same manner as "Today" and "Home," four one-minute commercials to be made available for each half hour.

The show has been discussed ever since "Today" first started, but it was claimed that the affiliates would not clear for the program. NBC states that it was the demands from the affiliates that gave final impetus to its decision to go ahead with the show.

IT'S NO BULL, THE BULL DIED

HOLLYWOOD, July 24.—There'll be no bull on "Smilin' Ed's Gang" telefilm series as originally planned. Producer Frank Ferrin was notified this week by cable from Manila that the bull—a seven-ton elephant being shipped to him from India for use in the series—died aboard ship earlier in the week. The elephant, which Ferrin used in his feature film, "Sabaka," would have been the biggest in the U. S. since Barnum's Jumbo. Ferrin said he is not planning a replacement.

CBS-TV Daytime Schedule Almost Complete Sellout

NEW YORK, July 24.—CBS-TV is only a few quarter-hours away from being sold out completely during the daytime. Available for sale are two quarter hours of the Robert Q. Lewis strip, two segments of "Secret Storm," the soap opera; and a quarter hour of Bob Crosby, Wednesday, 3:30-3:45.

The web's last sales activity was with Miles Laboratories. The sponsor bought one quarter hour of Robert Q. and one quarter hour of Bob Crosby. Johnson's Wax also bought a quarter hour of Robert Q.

SPECTACULARS

NBC Is Still Signing Up Name Talent

NEW YORK, July 24.—NBC-TV continued this week to sign up top names for its spectaculars as Ann Sothern was pacted to play the lead in "Lady in the Dark" on September 25 to tee off its Sunday night series. Leland Hayward, who produces the Monday night spectaculars, is close to signing Tyrone Power to play the lead in "Point of No Return," the second show in his series.

The Hayward series will bow with "Tonight at 8:30," starring Mary Martin, David Niven, Joseph Cotten and Cyril Ritchard. And the property blueprinted for Betty Hutton when she debuts on the Max Liebman series is an original musical comedy, "Satin and Spurs." It was written by Billy Friedberg and Liebman. Music and lyrics are by Jay Livingston and Ray Evans.

STRIKE HALT?

TWA, TWG Jurisdiction May Arise

NEW YORK, July 24.—Whether the strike of the Television Writers of America against the networks continues after August 3 is dependent upon the Television Writers group. Should that union file with the National Labor Relations Board after that date, asking for an election, the strike will have to be called off until the question of jurisdiction is settled.

The TWA has been on strike since Wednesday and is picketing the three webs in Hollywood. It will begin picketing the networks here beginning Monday (26). The union feels that it will take some time for the networks to be affected because they buy a great deal of material in advance.

Consequently, it may be that the webs will not be affected by the strike in the least, should a jurisdictional dispute develop. The TWA won jurisdiction over the TWG for a one-year period last year.

Goodson and Todman Will Film 'The Web'

NEW YORK, July 24.—Mark Goodson and Bill Todman will probably film "The Web" for national sale as their first vidfilm project. The program is now being sponsored by P. Lorillard on the CBS-TV network Sundays 10-10:30, but the time period will most likely be recaptured by the client for "Father Knows Best," its newest property.

Consequently, Goodson and Todman have already had inquiries from clients who would be interested in purchasing the show when it goes to film. Undecided as yet is whether the show is to be filmed in Hollywood or here, with a slight preference going to the Coast.

Also being considered for film is another Goodson-Todman property, "The Lady and the Senator," which is as yet uncast.

CBS Considers One-Man Show

NEW YORK, July 24.—CBS-TV Film Sales is considering the syndication of "Into Focus," a new quarter hour property conceived by writer Harry Junkin. The program would be something of a tour de force, for only one actor is used, but the camera plays a prominent part in showing reactions to what is occurring.

FEATURES

WOR Block To Go On Sept. 21

NEW YORK, July 24.—Despite the absence thus far of sponsors to pick up the tab for the Bank of America feature films that General Teleradio has turned over to WOR-TV, the station this week set definite plans to put the 30 top features on the air starting September 21.

The station will gun for smaller advertisers by opening up the package to more sponsors, thereby cutting sponsor costs. Up to now, the station had been insisting that advertisers buy a minimum of one-quarter of the package, but it has reduced that to one-eighth.

Programming plans still call for each of the 30 films to be put on seven days a week from 7-8:30 p.m. and again from 9-10:30 p.m., giving each film an exposure of 14 times a week. A sponsor buying a quarter of the package would get a spot on each of the 14 showings at a cost of \$8,191 per week.

Coast DeeJay on Films

HOLLYWOOD, July 24.—Charles Weintraub is producing a series of 36 quarter-hour films featuring Gene Norman. The deeJay is well known on the Coast and is now broadcasting over KLAC, Los Angeles.

Woman's H. C. Going Into Kidisk Field

NEW YORK, July 24.—A precedential tie-up on a new children's record series was set here this week by the Woman's Home Companion, Simon & Schuster's Little Golden Records and Ed Burton's Edgar Music, plus its affiliate companies Trinity and Towne.

Starting with its October issue (on the stands September 25), the magazine will feature a monthly "Companion approved" children's record which can only be purchased by sending 25 cents directly to the magazine. The Companion series will be produced and manufactured by Golden Records, with Edgar, Trinity and Towne (Csida-Green Associates) supplying all of the tunes and handling promotion.

Consumer magazines have taken one-shot flyers into the record field before, but this marks

the first time a national magazine has entered the business on a regular basis. In effect the magazine will be acting as an exclusive distributor for Golden. However, it's doubtful if the Companion really expects to make any money on the deal, since mailing and promotion costs will eat up most if not all of the profit. The disks are intended primarily as an editorial service to parents in line with magazine editor Woodrow Wirsig's policy of integrating more music and service features in the book.

Judy and Jeff

Each record will feature a male and female recording artist, who will be known only as Judy and Jeff, imaginary characters specially created by the Companion for this series. They will be featured along with a record each month in a full color editorial spread in the Companion. Wirsig and Frank Pomerantz set the deal for the Companion, while Golden Records chief Arthur Shimkin acted for Simon & Schuster.

Golden reserves the right to release the Companion records thru its regular channels one month after each record is featured in the magazine, and it is expected that at least four of the disks will be released nationally during the year by Golden, Edgar, Trinity and Towne stand to benefit substantially from the arrangement, in that Golden's minimum pressing order is 100,000. The Woman's Home Companion has a circulation of more than

(Continued on page 46)

NBOA Meeting To Discuss Band Reports

CHICAGO, July 24.—One of the sessions at the forthcoming convention of the National Ballroom Operators' Association, to be held here September 20-22, promises to be a real hotbed of contention. The topic to be discussed will be the NBOA band reports.

Tom Archer, president of NBOA, has invited bookers and band leaders to the meeting. It is understood that James C. Petrillo has also been invited. This is an attempt, on the part of NBOA, to better relationships between all parties involved.

One of the big bones of contention

(Continued on page 46)

Mercury Signs Erroll Garner

NEW YORK, July 24.—Erroll Garner has been signed to a three-year contract by Mercury Records for the firm's Mercury and EmArcy labels. The jazz pianist will be recorded for both the pop and jazz catalogs with the first session slated for next week. The signing of Garner, one of the hotter disk properties, is seen in the trade as a major acquisition by Mercury. The diskery this week also signed Joe Liggins as an addition to its rhythm and blues roster.

According to Mercury jazz and r.&b. chief Bobby Shad, Garner will be recorded via solo piano and also backed by various types and sizes of orchestral combinations.

Cap Maps Pop, Classic, Kiddie Drives for Fall

HOLLYWOOD, July 24.—Capitol Records will train its promotional guns in a multi-pronged attack on fall disk markets with a heavy slate of new repertoire and artists in the pop, classical and children's fields. Material is scheduled for August 2 release.

Emphasis in the children's field will be divided among three segments: Cap's new "Learning is Fun" series, a widely expanded "Music Appreciation" series, and kiddie entertainment releases. Just as Capitol's Bozo records bear an identifying symbol, the firm's educational and music appreciation lines will be similarly labeled.

Indicative of the material to be included in the new "Learning is Fun" series is a Tex Ritter release titled "Two Little Magic Words," which deals with teaching children the words "please" and "thank you." Also included is an Eddie Cantor disk titled "Maxie the

Taxi," "Woody Woodpecker and the Truth Tonic" and "Bozo's Songs About Good Manners."

Cap's "Music Appreciation" line, designed for cultural appeal, is a most ambitious series featuring full symphonic orchestras. It includes excerpts from such pieces as Tchaikovsky's "Nutcracker Suite," Prokofiev's "Love for Three Oranges," "Lt. Kije" and a record reader, "Sparky's Magic Baton." Latter set is patterned to introduce youngsters to the musical instruments in a symphony orchestra.

Label's classical line this fall will feature the debut of the Hollywood Bowl Symphony Orchestra under the direction of Carmen Dragon, giving Capitol a unit with the name value somewhat similar to that of the Boston Pops. Additional classics include an album by Leonard Pennario

(Continued on page 46)

YOU CALL THIS CATASTROPHE?

NEW YORK, July 24.—In spite of his ominous sounding monicker, Slope Along Catastrophe of KNOR, Norman, Okla., had some good fortune this week. As third prize winner in M-G-M Records' deejay contest on Sheb Woolley's "Blue Guitar" disk, Catastrophe received a \$25 U. S. War Bond.

First prize, a \$100 bond, went to Gene Fondren of KTEA, Taylor, Tex., while Mokeay Smith, KRNT, Des Moines, walked off with the second prize award, a \$50 bond.

Garland Gets Rights to New Kitt Musical

NEW YORK, July 24.—Dave Kapp's music publishing firm, Garland Music, has acquired the score of the upcoming Eartha Kitt play to be produced this fall by Leonard Sillman. The score includes six new songs and incidental music by Jimmy Shelton, best known as the writer of "A Boy, a Girl, a Lamplight." The play, "Mrs. Patterson," is due to go into rehearsal late in August and is scheduled to open in Detroit a month later.

Tunes involved are "If I Was a Boy," "Mrs. Patterson," "My Daddy Is a Dandy," "Be Good, Be Good, Be Good"; "Tea in Chicago," and "I Wish I Was a Bumble Bee." Guthrie McClintock is directing.

NEW MIDWESTERN TREND

Hot Lick Crews Muscling Out Big Bands in Many Territorial Spots

By STEVE SCHICKEL

CHICAGO, July 24.—The Midwest is going hep in tastes and the money which was once spent on large dance bands is now paying for jazz groups and showmanship musicians.

The Midwest was formerly the mecca of dance bands with such names as Dick Jurgens, Eddy Howard and Tiny Hill finding good living in such ballrooms as the Aragon and Trianon, and such dining rooms as the Blackhawk and College Inn. True, the Midwest is still doing a good job band-wise, but a great change has taken place in the picture. Bands are still very much sought after in the Iowa ballrooms and long-established big city terperies like the Aragon. However, the bands that are winning the approval of the dancing crowd are the two-beat rhythm dance bands which stick close to the dance arrangements. In this territory, the spots that formerly played semi-name commercial bands have dwindled to a very few.

In their place, and getting good money, have stepped the jazz combos. A survey by The Billboard reveals that in almost every big city jazz names are getting top prices and many in the same spots that were formerly name band strongholds. This is mainly evident in the larger cities, college towns and suburban areas, where tastes seem to be running toward flashy musicianship. The smaller towns and out-of-the-way spots are still playing semi-name bands and very happy with them.

Here are some examples of what spots are paying for jazz. In Chicago, the Blue Note, the city's top jazz emporium, a budget of \$7,000 per week brings big name jazz outfits in regularly, and this, on a five-day-week basis. In this spot Louis Armstrong with five men and a girl gets \$5,500 per week. Stan Kenton, who is dickering now for an engagement, will probably get the full \$7,000, as did Benny Goodman. Gene Krupa's Trio, which opens here July 28, will get \$4,000, and Les Brown, who opens August 11, will go in at a reported \$6,500. Others playing the house at a \$2,000-per-week figure are the Gerry Mulligan Quartet, the Dave Brubeck Quartet, Charlie Ventura and Herbie Fields. The latter two have also been booked regularly into Chicago's Preview at the same prices.

In Milwaukee, the Three Dolls just played Muggsy Spanier and has Jack Teagarden booked for the future. Here the house works on a \$2,500-per-week budget. Schaler's New York Bar, working on a \$1,200 budget, brings in such outfits as Conte Condoli, Buddy DeFranco and the Chet Baker Quartet. Also booking jazz in Milwaukee is the White Pup which brings in such artists as Pee Wee Hunt, the Four Freshmen, Big Jay McNeely and Nellie Litcher.

The Terrace, East St. Louis, Ill., goes up to a \$6,000-per-week budget to bring patrons George Shearing, Sarah Vaughan, Louis Armstrong and Ella Fitzgerald. In Detroit there are several spots including the Flame, Crest, Parker's and the Rouge Lounge, which are reportedly paying good figures for jazz names. Typical

Broadcasters' Orgs Decry Deejay 45's

Continued from page 19

are utterly useless. They will give 45 r.p.m. speed, after moments of dismounting the equipment and reassembling it. Certainly in a busy, three-turntable, one-man control room, this is unthinkable."

Rudloff concludes, "May we respectfully suggest that you re-examine your plans and make it possible for those stations not converted to 45's to continue to get their releases on 78's? Then, as the stations get organized to handle the 45's, you could shift shipments to the new speeds and thus accomplish in a co-operative, friendly fashion, what you have tried to do by unilateral action with obviously unhappy results."

Opposition to the 45's appears to be based on two types of reasoning. One flatly believes that the 45 r.p.m. disk is unsatisfactory for broadcast use. Such things as cuing, skipping due to the smaller grooves and damage to the opening grooves after much use, thus resulting in distortion, are the main complaints. Those who feel this way about 45's appear solid against using the disks.

The other school is not against the record as such, but instead it is opposed to the cost of conversion of turntables necessary to play the records. Many stations hint that they would switch if the record companies would help pay for the conversions necessary. Others indicate that they would switch if they could get profes-

sional playing equipment at an inexpensive price.

As a whole, the record companies feel that they are gaining in the battle of 45's, with more and more stations happily using the disks. They do not deny that there is opposition, but they feel it will be overcome if they stick to their policy. Many more than half of all stations are using 45's without argument.

Most of the hassle over 45's appears to revolve about a lack of direct contact between the stations and the record companies. Many traders believe that closer public relations, comprising some personal meetings, might help swing some stations who are now opposed to 45's.

Coast Writers Hear Report From Schulman

HOLLYWOOD, July 24.—Coast airing of attorney John Schulman's report to the Songwriters of America, previously aired at the Hotel Astor in New York (The Billboard, July 24), brought a turnout of more than 200 songwriters at the Beverly Hills Hotel here Thursday (22).

L. Wolfie Gilbert served as chairman of the meet, at which Arthur Schwartz read the Schulman report. Latter could not attend due to other business in Indianapolis.

Gilbert reported that a number of BMI writers had joined the ranks of the 33 plaintiffs, and that said writers have volunteered funds and information. In addition, several music publishers have also offered to align themselves with the Songwriters of America, Gilbert said, but they have been refused because of both ASCAP and BMI affiliations.

Gilbert indicated that a rapidly moving trial calendar in New York might see the \$150,000,000 suit come to trial late this year.

2 FOR M-G-M

EP Pairs Cheesecake From Italy

NEW YORK, July 24.—M-G-M busted out with a new EP this week which should prove a great sales stimulant on the strength of its jacket cover alone. Two of Italy's famed cheesecake queens, Silvana Mangano and Eleonora Rossi-Drago, are featured in revealing poses against a background of red flames.

The fact that neither lady actually sings on the record, of course, is a minor point that only distaff dealers would be petty enough to raise. The EP couples "Anna" and "I Loved You" (from the sound track of Miss Mangano's film of the same name), with "Malasierra" and "Lamento Borincano" (featured in Miss Rossi-Drago's new picture "Hell Raiders of the Deep"), Nilla Pizzi does the actual singing for Miss Rossi-Drago, and Flo Sanders sings for Miss Mangano.

The "Anna" disk was released as a single some time ago, while the "Hell Raiders" tunes came out last week.

Tyson, Weems Join Alexander Booking Office

NEW YORK, July 24.—Jimmy Tyson and Bob Weems have joined the Willard Alexander Agency. Tyson, who will work out of the firm's offices here, was formerly with the Music Corporation of America and the Tommy Dorsey office. Weems, who will take over the Chicago office for Alexander, was formerly with the General Artists Corporation and was a concert booker.

The Willard Alexander office is now handling four bands in addition to Vaughn Monroe, now working as a single. The orks are Sauter-Finegan, Count Basie, Gene Williams and The Commanders. The latter crew went out this week on its first one-nighter tour. The band is booked solidly until it opens at the Meadowbrook, in New Jersey, in September.

JUKE BOX NEWS THIS WEEK

News of the automatic phonograph business starts on Page 92. Some of the more important stories in that section this week are:

MAGNECORDER BUILDS TAPE LIBRARY. RCA Victor completes eight master tapes from Thesaurus Library. Music directed at industrial locations. Future plans touched.

CHICAGO FETE DRAWS 600 FROM MUSIC BIZ. Distributors and representatives of disk labels, juke boxes and other coin fields flock to Chicago golf outing. Leading recording stars provided entertainment.

MOA EXECUTIVES MEET IN CHI JULY 26. Prepare to outline juke box business activities for the coming year.

DECCA
RECORDS

REPORTS THEIR BEST SELLING
RECORD SINCE "GLOW WORM"



the Mills BROS.

SMASH HIT
RECORDING OF

**HOW
BLUE**

IT'S "MONEY" BLUE...

REAL "GONEY" BLUE...

RED WHITE AND BLUE...

IT'S CRAZY BLUE...

**WHY DO
I KEEP
LOVIN'-
YOU**

DECCA 29185 (78 rpm)
and 9-29185 (45 rpm)

America's Fastest Selling Records



DECCA PROUDLY WELCOMES—(AND WITH A HIT)—
 ONE OF AMERICA'S GREATEST ENTERTAINERS
 TO ITS FAMILY OF TOP RECORDING STARS

SAMMY DAVIS, Jr.

OF THE WILL MASTIN TRIO



singing
 the song
 that's
 sweeping
 the
 country

HEY.

THERE

The BIG Hit
 Ballad from
 "The Pajama Game"

B/W

AND THIS IS
 MY BELOVED

the Beautiful Ballad from "Kismet"

DECCA 29199 (78 rpm)
 and 9-29199 (45 rpm)



America's Fastest Selling Records

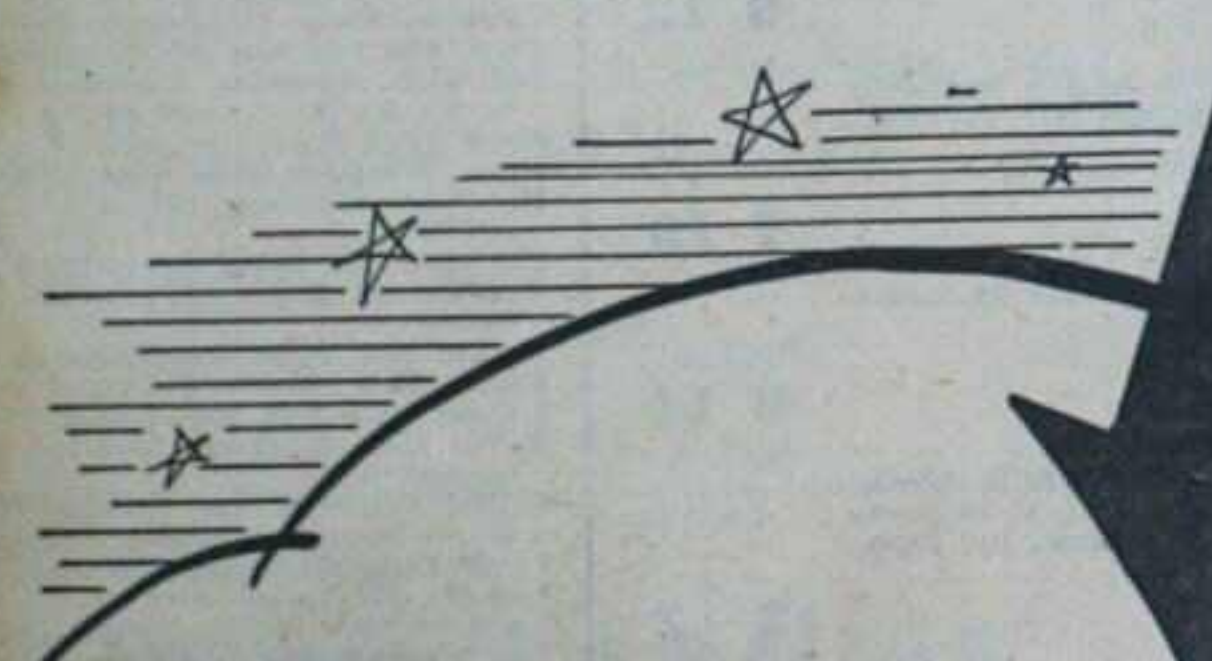


More Excitement from



...with a superb NEW Recording by
America's Most Popular Singing Group

the
**FOUR
ACES**



**IT
SHALL
COME
TO PASS**

DREAM

DECCA 29217 (78 rpm)
and 9-29217 (45 rpm)



America's Fastest Selling Records



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

Country and western artists are usually consistent disk sellers. Two of the most consistent in recent years have been Webb Pierce and Hank Snow. The latter has been on the best seller list for 10 weeks now with "I Don't Hurt Anymore," and is still holding down the top slot with this disk. In addition, Snow's lat-



HANK SNOW

est release, the sacred tune, "My Religion's Not Old Fashioned," looks as if it's headed for chart listings, too.

Webb, Decca's "Wondering Boy," is again leading his label. He has the No. 3 best-selling country disk in "Even Tho," with the flip side, "Sparkling Brown Eyes," on which he's teamed with the Wilburn Brothers, in the No. 6 spot. Then, of course, "Slowly,"



WEBB PIERCE

which is No. 4, has been on the charts for a full half-year—a feat, rarely if ever, accomplished by pop artists.

Of interest, too, is that Decca accounts for seven of the 15 slots on the best-seller list. Eddy Arnold, of course, has been on the charts for 30 weeks with the same tune, "I Really Don't Want to Know."

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. Three Coins in the Fountain	1	10
2. Little Things Mean a Lot	2	13
3. Hernando's Hideaway	3	8
4. Little Shoemaker	9	2
5. Sh-Boom	9	2
6. Happy Wanderer	4	12
7. My Friend	5	7
8. Hey There	14	2
9. Man Upstairs	7	11
10. In the Chapel in the Moonlight	—	1
11. Joey	—	1
12. Goodnight, Sweetheart, Goodnight	—	1
13. I Understand Just How You Feel	12	9
14. If You Love Me (Really Love Me)	11	12
14. Green Years	14	4

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending July 21

This Week	Last Week	Weeks on Chart
1. Little Things Mean a Lot	1	14
2. Three Coins in the Fountain	2	11
3. Sh-Boom	4	4
4. Hernando's Hideaway	3	10
5. Little Shoemaker	5	5
6. Happy Wanderer	6	13
7. I Understand Just How You Feel	7	10
8. If You Love Me (Really Love Me)	8	14
8. Hey, There	13	2
10. Goodnight, Sweetheart, Goodnight	14	3

Second Ten

11. IN THE CHAPEL IN THE MOONLIGHT	17	2
12. WANTED	8	22
13. MY FRIEND	10	6
14. I'M A FOOL TO CARE	18	2
15. CRAZY 'BOUT YOU, BABY	16	11
16. MAN UPSTAIRS	11	14
17. JOEY	—	1
18. HIGH AND THE MIGHTY	—	1
19. GREEN YEARS	15	7
20. THANK YOU FOR CALLING	—	2

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

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

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Popular Records, Singles	30	Country & Western	44
Packaged Records, Popular	47	Rhythm & Blues	45
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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

Bugler's Holiday (R)—Mills—ASCAP
Friends and Neighbors (R)—Jungnickel—ASCAP
Green Years (R)—Harms—ASCAP
Happy Wanderer (R)—Fox—ASCAP
Hey There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—ASCAP
I Could Have Told You (R)—United—ASCAP
I Love Johnny, Johnny (R)—Miller—ASCAP
I Understand Just How You Feel (R)—Jubilee—ASCAP
If You Love Me (Really Love Me) (R)—Duchess—BMI
I'm a Fool to Care (R)—Peer—BMI
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP
Joey (R)—Lowell—BMI
Little Shoemaker (R)—Bourne—ASCAP
Little Things Mean a Lot (R)—Feist—ASCAP
Magic Tango (R)—Chappell—ASCAP
Make Her Mine (R)—Bregman, Voco—Conn—ASCAP
Man That Got Away (R) (F)—Harwin—ASCAP
My Friend (R)—Paxton—ASCAP
Sh-Boom (R)—Hill & Range—BMI
Some Day (R)—Famous—ASCAP
Steam Heat (R) (M)—Frank—ASCAP
Sway (R)—Witmark—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

Cinnamon Sinner (R)—Raleigh—BMI
Crazy 'Bout You, Baby (R)—Sunbeam—BMI
Gilly Gilly Ossenfeffer Katzenellenbogen by the Sea (R)—Beaver—ASCAP
Green Years (R)—Harms—ASCAP
Happy Wanderer (R)—Fox—ASCAP
Hernando's Hideaway (R) (M)—Frank—ASCAP
Hey There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—ASCAP
Hit and Run Affair (R)—Duchess—BMI
Huckle Buck (R)—United—ASCAP
I Could Have Told You—United—ASCAP
If You Love Me (Really Love Me) (R)—Duchess—BMI
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP
Isle of Capri (R)—Harms—ASCAP
Joey (R) (M)—Lowell—BMI
Knock on Wood (R) (F)—Famous—ASCAP
Lazy Afternoon (R) (M)—Chappell—ASCAP
Little Shoemaker (R)—Bourne—ASCAP
Little Things Mean a Lot (R)—Feist—ASCAP
Man Upstairs (R)—Vesta—BMI
My Friend (R)—Paxton—ASCAP
No Soap, No Hope Blues (R)—Chappell—ASCAP
Sh-Boom (R)—Hill & Range—BMI
Stranger in Paradise (R) (M)—Frank—ASCAP
There Once Was a Man (R)—Frank—ASCAP
There'll Be No Teardrops Tonight (R)—Acuff-Rose—BMI
They Were Doing the Mambo (R)—E. H. Morris—ASCAP
Three Coins in the Fountain (R) (F)—Robbins—ASCAP
Under Paris Skies (R)—Leeds—ASCAP
Y'all Come—Starrite—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.

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



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

WER ME, MY LOVE	N. Cole	2687
GAL THAT GOT AWAY	F. Sinatra	2864
AS LOVELY	L. Baxter	2845
HIGH AND THE MIGHTY	L. Paul & M. Ford	2839
RE LOVE THAN YOUR LOVE	N. Cole	2803
A FOOL TO CARE	K. Starr	2769
PIONEER	The Four Knights	2847
KE HER MINE	T. Ernie	2810
NAVY	D. Martin	2818
MAN UPSTAIRS	F. Sinatra	2816
YOU LOVE ME		
OD		
W WRONG CAN YOU BE		
ER OF NO RETURN		
E ME YOUR WORD		
AY		
NEY BURNS A HOLE IN MY POCKET		
EE COINS IN THE FOUNTAIN		
N		

LATEST RELEASES

Numbers 430 & 431

WHEN YOU'RE NEAR IF I GIVE MY HEART TO YOU	Monica Lewis	2868
HOW LONG HAS IT BEEN AN AFFAIR OF THE HEART	Margaret Whiting	2869
THAT'S WHAT I LIKE THE PEDDLER MAN	Dean Martin	2870
BIG BANG POLKA LITTLE JOHNNY POLKA	Johnny Pecon	2872
CAUGHT AT LAST IT JUST DON'T SEEM LIKE HOME	Freddie Hart	2873
HERMENDEL'S KOCH-A-LAIN KENEH HORA	Mickey Katz	2863
I'M FLYING WHY SHOULD I CRY	Micki Marlo	2874
BUNNY HOP MAMBO IS IT A SIN!	Duke Ellington	2875
EINS, ZWEI, DREI LOSING YOU	(Tennessee) Ernie Ford	2876
I'M COMIN' OVER TONIGHT CHANGE	Rod Morris	2880
I'M SAVED GOD'S ROCKET SHIP	The Smith Brothers	2881
OINK, OINK MAMBO MOCAMBO MAMBO	Chuy Reyes	2877
DEE GEE MAMBO HORPIPE MAMBO	Chuy Reyes	2878
SAMBO MAMBO MAMBO RIFF	Billy May	2879

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 HITS OF KAY STARR	Kay Starr	45 rpm "EP" No. EAP-1-415 & EAP-2-415 33 1/3 rpm No. H-415
MUSIC FOR LOVERS ONLY	Jackie Gleason	45 rpm "EP" No. EBF-352 33 1/3 rpm No. H-352
MUSIC TO MAKE YOU MISTY	Jackie Gleason	45 rpm "EP" No. EBF-455 33 1/3 rpm No. H-455
NAT (KING) COLE SINGS FOR TWO IN LOVE	Nat (King) Cole	45 rpm "EP" No. EBF-420 33 1/3 rpm No. H-420
NAT (KING) COLE 10th ANNIVERSARY ALBUM	Nat (King) Cole	45 rpm "EP" No. EAP-1-2-3-4-5-14 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. 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. XCF-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 PLACE FOR GIRLS LIKE YOU IN THE CHAPEL IN THE MOONLIGHT	F. Young	2859
EACH TIME YOU LEAVE DECEIVED	T. Preston	2814
ETHYL IN MY GAS TANK YOU OUGHTA KNOW	J. Heap & P. Williams	2866
HONKY-TONK GIRL WE'VE GONE TOO FAR	H. Thompson	2823
I ALWAYS GET A SOUVENIR LET ME LOVE YOU	T. Collins	2806
I 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
THE TABLE NEXT TO MINE BELIEVE ANOTHER'S LIPS	S. James	2829
TWO WHOOPS AND A HOLLER WHY DID YOU WAIT!	J. Shepard	2791
YOU BETTER NOT DO THAT HIGH ON A HILLTOP	T. Collins	2701

COMING UP FAST
Listed Alphabetically

HEY LOVE	V. Young	2865
IN CELL BLOCK NUMBER NINE	R. Anthony	2860
DON'T HURT ANYMORE DANCIN'	The Four Freshmen	2832
BE SEEING YOU PLEASE REMEMBER	The Four Knights	2654
BABY MINE WOULDN'T STAY AWAY FROM YOU	A. Griffith	2855
AN LAKE, PART I AN LAKE, PART II	D. Martin	2870
IT'S WHAT I LIKE THE PEDDLER MAN	P. Hunt	2828
VAMP BLUE		

BEST SELLING—

"EP" ALBUMS
Listed Alphabetically

MANNING	45 rpm "EP" No. EAP-1-279	LIVING IT UP—Dean Martin & Jerry Lewis	45 rpm "EP" No. EAP-1-533
ICE CRAZE—Anthony, Kenton, Hunt	45 rpm "EP" No. EAP-1-518	STAN KENTON PLAYS THE COMPOSITIONS OF PETE RUGOLO	45 rpm "EP" No. EAP-1-508
FOUR HORSEMEN	45 rpm "EP" No. EAP-1-433	THREE COINS IN THE FOUNTAIN—Frank Sinatra	45 rpm "EP" No. EAP-1-542
LET SO LONELY—The Four Knights	45 rpm "EP" No. EAP-1-506	TWO FOR THE RECORD—Benny Goodman	45 rpm "EP" No. EAP-1-519
BILLY MAY TIME	45 rpm "EP" No. EAP-1-145	YOUNG-AT-HEART—Frank Sinatra	45 rpm "EP" No. EAP-1-510

BEST SELLING CHILDREN'S ALBUMS
Listed Alphabetically

BOZO AT THE CIRCUS—Pinto Colvig	78 rpm No. DBX-114 45 rpm "EP" No. EAXF-3030	EL TORITO, THE LITTLE BULL—Don Wilson	78 rpm No. DAS-3194 45 rpm No. KASF-3194	PINOCCIO—Arl Gilmore, June Foray	78 rpm No. CAS-3203 45 rpm No. CASF-3203
BOZO ON THE FARM—Pinto Colvig	78 rpm No. DBX-3076 45 rpm "EP" No. EAXF-3076	I'M-A LITTLE TEAPOT & THE TEDDY BEARS' PICNIC—Frank DeVol	78 rpm No. CAS-3083 45 rpm No. CASF-3083	ROB ROY—Arl Gilmore, Tom Conway	78 rpm No. CAS-3198 45 rpm No. CASF-3198
BOZO'S MERRY-GO-ROUND MUSIC—Pinto Colvig	78 rpm No. CAS-3173 45 rpm No. CASF-3173	I TAUT I TAW A PUDDY TAT & YOSEMITE SAM— Mel Blanc	78 rpm No. CAS-3104 45 rpm No. CASF-3104	THE SEASONS—Don Wilson	78 rpm No. CAS-3195 45 rpm No. CASF-3195
CHIN CHOW AND THE GOLDEN BIRD & LITTLE ABOUT THE CAMEL—Don Wilson	78 rpm No. DAS-3193 45 rpm No. KASF-3193	THE NAGGER—Jerry Lewis	78 rpm No. CAS-3190 45 rpm No. CASF-3190	STORY OF ROBIN HOOD—Nestor Paiva	78 rpm No. DBX-3138 45 rpm "EP" No. EAXF-3138

**DUKE
ELLINGTON**

BUNNY HOP MAMBO

"IS IT A SIN?
(MY LOVING YOU)"

RECORD NO. 2875

"Tennessee"
ERNIE FORD



'EINS,
ZWEI,
DREI'
(ONE, TWO, THREE)

'LOSING YOU'
RECORD NO. 2876

**"THE HIGH AND
THE MIGHTY"**

**LES
BAXTER**

CAPITOL RECORD NO. 2845



Essex ANNOUNCES THE GREATEST - WITH A NEW ULTRAPHONIC

SIX FANTASTIC ALBUMS ...

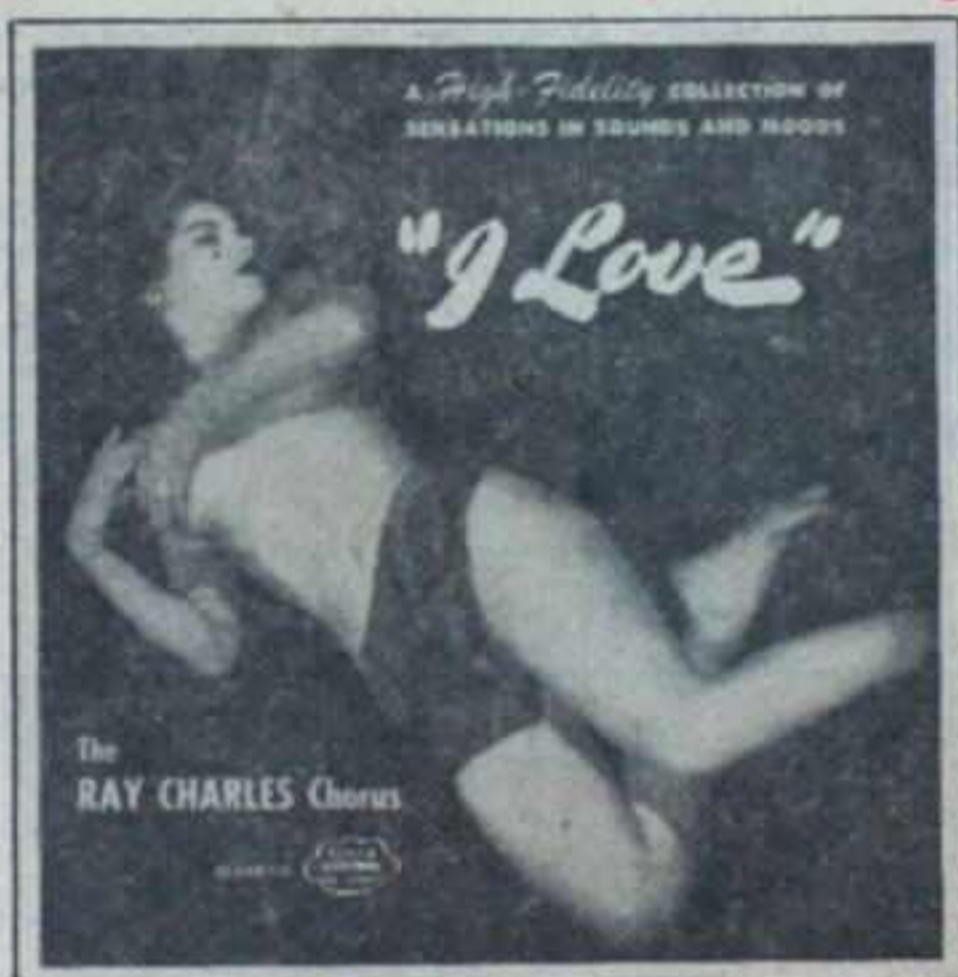
Sensations in
Sounds and Moods—

I LOVE



Monty Kelly and his Orchestra

ESLP-106 . . . Tropicana . . . **ES EXP-111**
Granada . . . Life in New York . . . Three o'Clock in the
Morning . . . Doreen . . . Snow, Snow . . .
Crosswinds



The Ray Charles Chorus

ESLP-103 . . . Long Ago and Far Away . . . Bewitched . . .
Sweet and Lovely . . . Walk With the Wind
. . . How High the Moon . . . My Funny Valen-
tine . . . Our Serenade . . . The Night Is Young



The Trumpet of Eddie Calvert

ESLP-107 . . . Mystery Street . . . Paris in the Rain . . . Cry
My Heart . . . Midnight . . . Coress . . . I
Speak to the Stars . . . I'll Be Waiting for You
. . . Oh Mein Papa



Ray Martin and his Orchestra

ESLP-105 . . . 18th Variation . . . Ecstasy . . . Tango Waltz
. . . Hi-Lili Hi-Lo . . . Veradero . . . Begorahl
. . . Swedish Rhapsody . . . Carniolito



Jay White Plays

ESLP-104 . . . Laura (Parts 1 and 2) . . . On the Trail . . .
Tosselli's Serenade . . . Claire De Lune . . .
Deep Purple . . . Estrellita . . . Over the Rainbow



Norrie Paramor and his Orchestra

ESLP-102 . . . April in Portugal . . . Callahan's Monkey . . .
Luxemburg Polka . . . Pennywhistle Song . . .
Moulin Rouge . . . Melodia . . . Wedding Day
. . . My First Romance

*** ULTRAPHONIC HIGH FIDELITY—THE ULTIMATE IN RECORDING QUALITY**

ESSEX ULTRAPHONIC high fidelity recordings assure you of the finest full frequency reproduction obtainable on records today. The most exacting quality control has been maintained in each step, from the original studio performance up to the finished pressing. This Album has been recorded expressly for

high fidelity performance. The recording studios used were chosen for each selection to accentuate all sections heard in the arrangements. Editing and transfer from tape to lacquer has been under supervision of the top audio engineers in the industry. All metal parts used

in the pressing of the finished product are solid nickel to guarantee the finest surfaces and distortion-free reproduction. We will not attempt to define the technical specifications demanded of the engineers that worked on this Album. The proof of the record is the playing.



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HIGH FIDELITY SERIES

Dynamic Five Color MERCHANDISE KIT ...

1. Display Stand
2. Kromekote Streamer
3. Twelve 10" LP's (2 of each set)
4. Window Display (if desired)
5. **FREE!** Six 2 pocket EP sets with every kit ordered



DEALER COST

Twelve 10" LP's @ \$1.86\$22.32
 Six Double EP's @ \$1.82 NO CHARGE
TOTAL\$22.32

DEALER GROSS

Twelve 10" LP's @ \$3.00\$36.00
 Six Double EP's @ \$2.94\$17.64
TOTAL\$53.64

\$31.32 PROFIT FOR YOU ON EVERY DEAL!

**ORDER AS MANY
KITS AS YOU LIKE**

But remember this offer ends
August 20th.

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Your nearest ESSEX
Distributor now!!

RECORDS

Allen Dist. Co.
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B. C. Record Service
337 N. W. 6th St.
Portland, Ore.
Big State Dist. Co.
137 Glass
Dallas, Tex.
Central Sales Co.
2104 W. Washington Blvd.
Los Angeles 18, Calif.
Chaffon Dist. Co.
1921 Grove St.
Oakland, Calif.
Commercial Music Co.
2630 Olive St.
St. Louis, Mo.
Cesnat Dist. Corp.
315 W. 47th St.
New York, N. Y.
Cesnat Dist. Corp.
1233 W. 9th St.
Cleveland, Ohio
Cesnat Dist. Corp.
1210 North St.
Philadelphia, Pa.

Cesnat Dist. Co.
278 Halsey St.
Newark, N. J.
Foyson Dist., Inc.
506-520 7th St.
Buffalo, N. Y.
Hit Record Dist.
1043 Central Ave.
Cincinnati, Ohio
Indiana State Dist.
509 E. Washington St.
Indianapolis, Ind.
M. B. Krupp Dist.
309 S. Santa Fe
El Paso, Tex.
Lieberman Music Co.
257 Plymouth Ave.
Minneapolis, Minn.
Mallory Dist. Co.
630 Baronne St.
New Orleans, La.
Melvern Dist. Co.
777 Connecticut Blvd.
E. Hartford, Conn.
Mangold Dist. Co.
215 S. Eutaw St.
Baltimore, Md.

Mangold Dist. Co.
2212 W. Morehead St.
Charlotte 8, N. C.
James H. Martin Dist.
1341 S. Michigan Blvd.
Chicago, Ill.
Music Sales Co.
117 Union Ave.
Memphis, Tenn.
Music City
80 Lafayette St.
Nashville, Tenn.
Music Service Co.
204 4th St.
Great Falls, Mont.
Music Suppliers of N. E.
263 Huntington Ave.
Boston, Mass.
H. W. Tempe
3217 Western Ave.
Seattle, Wash.
Attn: Lou Laventhal
Oklahoma Record & Supply Co.
627 N. W. 2nd St.
Oklahoma City, Okla.

Pan American Record Dist.
3401 N. W. 36th St.
Miami, Fla.
Polonia Dist. Co.
3747 Woodward Ave.
Detroit, Mich.
South Coast Dist.
314 W. 11th St.
Houston, Tex.
Southland Dist. Co.
441 Edgewood Ave.
Atlanta, Ga.
Leonard Smith, Inc.
1064 Broadway
Albany, N. Y.
Standard Dist. Co.
1705 Fifth Ave.
Pittsburgh, Pa.
Zion Dist. Co.
2667 Lincoln Ave.
Ogden, Utah
Zion Dist. Co.
1511 Welton Ave.
Denver, Colo.
Quality, Ltd.
Toronto, Canada

The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending July 21

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	16	LITTLE THINGS MEAN A LOT—K. Kallen	Mercury 70416
2	4	4	SH-BOOM—Crew Cuts	Mercury 70404—BMI
3	2	10	HERNANDO'S HIDEAWAY—A. Bleyer	Cadence 1241—ASCAP
4	3	11	THREE COINS IN THE FOUNTAIN—Four Aces	ASCAP
5	5	5	LITTLE SHOEMAKER—Gaylords	Mecque, Mecque—Mercury 70403—ASCAP
6	6	14	HAPPY WANDERER—F. Weir	London 1448—ASCAP
7	11	3	HEY THERE—R. Clooney	Col 40266—ASCAP
8	12	3	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	ASCAP
9	8	10	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	Jubilee 5132—ASCAP
10	7	15	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	Cap 2769—BMI
11	15	5	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters	Coral 61187—BMI
12	10	5	SH-BOOM—Chords	Cat 104—BMI
13	15	3	I'M A FOOL TO CARE—L. Paul-M. Ford	Cap 2839—BMI
14	22	8	I UNDERSTAND JUST HOW YOU FEEL—J. Valli	V 20-5740—ASCAP
15	9	3	LITTLE SHOEMAKER—H. Winterhalter	V 20-5769—ASCAP
16	13	9	THREE COINS IN THE FOUNTAIN—F. Sinatra	Cap 2816—ASCAP
17	14	13	CRAZY 'BOUT YOU, BABY—Crew Cuts	Mercury 70341—BMI
18	19	12	HAPPY WANDERER—H. Rene	V 20-5715—ASCAP
18	18	2	SWAY—D. Martin	BMI
20	19	16	MAN UPSTAIRS—K. Starr	Cap 2769—BMI
21	17	22	WANTED—P. Como	V 20-5647—ASCAP
22	25	7	THANK YOU FOR CALLING—J. Stafford	Col 40250—BMI
23	21	7	GREEN YEARS—E. Fisher	V 20-5748—ASCAP
24	26	7	JOEY—B. Madigan	M-G-M 11716—BMI
25	24	8	MY FRIEND—E. Fisher	V 20-5748—ASCAP
25	22	5	SOMEDAY—F. Laine	Col 40235—ASCAP
25	—	1	MAGIC TANGO—H. Winterhalter	V 20-5769—ASCAP
25	—	1	HIGH AND THE MIGHTY—L. Holmes	M-G-M 11761—ASCAP
29	—	1	HIGH AND THE MIGHTY—L. Baxter	Cap 2845—ASCAP
30	—	1	GOODNIGHT, SWEETHEART, GOODNIGHT—S. Gale	V 20-5746—BMI

This Week's Best Buys

WHAT A DREAM (Berkshire, BMI)
I CRIED (Meadowbrook, ASCAP)—Patti Page—Mercury 70416.

Patti's latest is doing very well in most sections of the country. Strong reports were received from Cincinnati, Boston, Philadelphia, Buffalo, Cleveland, Milwaukee and St. Louis. Good reports were at hand from Durham and Chicago. "What a Dream" is getting more action, tho the flip is also strong in certain territories. A previous Billboard "Spotlight."

THE HIGH AND THE MIGHTY (Witmark, ASCAP)—Les Baxter Ork—Capitol 2845

The power of the picture seems to be great enough to help more than one record of the tune to make it. With the Leroy Holmes record on M-G-M on the best-selling chart this week for the first time, this record by the Baxter crew is also well enough to make the charts. Philadelphia, Nashville, Chicago, Durham, Los Angeles, St. Louis, Atlanta and Milwaukee all come thru with solid reports on this one. Flip side is "More Love Than Your Love."

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

DREAM (Goldsen, ASCAP)—The Four Aces—Decca 29217

Out only a week, the Four Aces piatter is already taking off. From both the East and West Coasts and the South come glowing reports. Los Angeles, St. Louis, Milwaukee, Philadelphia, Cincinnati and Nashville are rating it good to strong. Flip is "It Shall Come to Pass" (O'Connor & Miller, ASCAP). A previous Billboard "Spotlight."

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Most Played in Juke Boxes

For survey week ending July 21

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	Title	Label
1	2	12	LITTLE THINGS MEAN A LOT—K. Kallen	Mercury 70416
2	1	11	THREE COINS IN THE FOUNTAIN—Four Aces	ASCAP
3	3	9	HERNANDO'S HIDEAWAY—A. Bleyer	Cadence 1241—ASCAP
4	5	3	LITTLE SHOEMAKER—Gaylords	Mecque, Mecque—Mercury 70403—ASCAP
5	9	3	SH-BOOM—Chords	Cat 104—BMI
6	4	21	WANTED—P. Como	V 20-5647—ASCAP
7	7	12	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	Cap 2769—BMI
8	6	12	HAPPY WANDERER—F. Weir	London 1448—ASCAP
9	8	8	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	Jubilee 5132—ASCAP
10	11	2	SH-BOOM—Crew Cuts	Mercury 70404—BMI
11	12	3	LITTLE SHOEMAKER—H. Winterhalter	V 20-5769—ASCAP
12	—	1	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters	Coral 61187—BMI
13	—	1	I'M A FOOL TO CARE—L. Paul-M. Ford	Cap 2839—BMI
14	12	7	CRAZY 'BOUT YOU, BABY—Crew Cuts	Mercury 70341—BMI
14	18	4	SOMEDAY—F. Laine	Col 40235—ASCAP
14	18	13	MAN UPSTAIRS—K. Starr	Cap 2769—BMI
17	16	3	HERNANDO'S HIDEAWAY—G. Lombardo	Vas Villst Du Haben—Dec 29173—ASCAP
18	16	5	THREE COINS IN THE FOUNTAIN—F. Sinatra	Cap 2816—ASCAP
18	—	1	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	ASCAP
18	10	21	CROSS OVER THE BRIDGE—P. Page	Mercury 70302—ASCAP
18	—	3	HAPPY WANDERER—H. Rene	V 20-5715—ASCAP

Most Played by Jockeys

For survey week ending July 21

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	Title	Label
1	1	1	LITTLE THINGS MEAN A LOT—K. Kallen	Mercury 70416
2	4	4	SH-BOOM—Crew Cuts	Mercury 70404—BMI
3	3	3	HERNANDO'S HIDEAWAY—A. Bleyer	Cadence 1241—ASCAP
4	2	2	THREE COINS IN THE FOUNTAIN—Four Aces	ASCAP
5	5	5	LITTLE SHOEMAKER—Gaylords	Mecque, Mecque—Mercury 70403—ASCAP
6	7	7	THREE COINS IN THE FOUNTAIN—F. Sinatra	Cap 2816—ASCAP
7	11	11	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	ASCAP
8	18	18	I UNDERSTAND JUST HOW YOU FEEL—J. Valli	V 20-5740—ASCAP
9	6	6	HAPPY WANDERER—F. Weir	London 1448—ASCAP
10	8	8	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	Cap 2769—BMI
11	10	10	HEY THERE—R. Clooney	Col 40266—ASCAP
12	13	13	CRAZY 'BOUT YOU, BABY—Crew Cuts	Mercury 70341—BMI
13	16	16	I'M A FOOL TO CARE—L. Paul-M. Ford	Cap 2839—BMI
14	15	15	SH-BOOM—Chords	Cat 104—BMI
15	—	—	LITTLE SHOEMAKER—H. Winterhalter	V 20-5769—ASCAP
16	11	11	GREEN YEARS—E. Fisher	V 20-5748—ASCAP
16	9	9	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	Jubilee 5132—ASCAP
16	—	—	THANK YOU FOR CALLING—J. Stafford	Col 40250—BMI
19	—	—	STEAM HEAT—P. Page	Mercury 70302—ASCAP
20	—	—	JOEY—B. Madigan	M-G-M 11716—BMI



LEADING THE FIELD WITH THE HIT VERSION!

"The HIGH and the MIGHTY"

FROM THE MOTION PICTURE OF THE SAME NAME!

Richard Hayman

HIS HARMONICA AND HIS ORCHESTRA

MERCURY 70426 • 70426X45



JUST RELEASED

RONNIE GAYLORD

"I'm No Gonna Say"

AND

"DON'T YOU FORGET ABOUT ME"

MERCURY 70425 • 70425X45



GOING STRONG



LAURIE SISTERS

"DON'T DROP IT"

AND "OO WA"
MERCURY 70422 • 70422X45

BEST SELLING POPS

- SH-BOOM**
I Speke Too Soon.....THE CREWCUTS...No. 70404
- THE LITTLE SHOEMAKER**
Mecque, Mecque.....THE GAYLORDS...No. 70403
- I CRIED**
What A Dream.....PATTI PAGE...No. 70416
- WAIT FOR ME DARLIN'**
Whistle And I'll Dance.....GEORGIA GIBBS...No. 70386
- CRAZY 'BOUT YOU BABY**
Angela Mia.....THE CREWCUTS...No. 70341
- ISLE OF CAPRI**
Love I You.....THE GAYLORDS...No. 70350
- STEAM HEAT**
Lonely Days.....PATTI PAGE...No. 70360
- BUMBLE BOOGIE**
Tantillizin' Melody.....RALPH MANTERIE...No. 70406
- PLEASE, PLEASE**
Tryin' To Get To You.....THE EAGLES...No. 70391
- WORKSHOP OF THE LORD**
Please, Please.....RUSTY DRAPER...No. 70415

Without a doubt
A SOLID SMASH HIT!



Picked by The Billboard as
"THE SPOTLIGHT OF THE WEEK"

Picked by The Cash Box
Bullseye of the Week

EDDY ARNOLD

presents

- ★ The same musicians and singers he used on
 "I REALLY DON'T WANT TO KNOW" ...
- ★ The same matchless quality and sound of RCA Victor ...
- ★ Another great record of a great new ballad

THIS IS THE THANKS I GET

b/w HEP CAT BABY

RCA VICTOR
 FIRST IN RECORDED MUSIC



#20/47-5805

Personal Management
CSIDA-GREAN ASSOCIATES, INC.
 101 W. 55 St., New York, N. Y.

Management
WILLIAM MORRIS AGENCY

it's a THREE SUNS

hit!

MOONLIGHT AND ROSES

Crazy Legs

20/47-5768



RCA VICTOR
FIRST IN RECORDED MUSIC



**MGM'S FLYING
HIGH & MIGHTY
WITH THESE HITS**



M-G-M is First with the Nation's Newest Hit!
LEROY HOLMES and his Orchestra

Whistling
by
FRED LOWERY

THE HIGH and the MIGHTY

Infectious Theme from the Wayne-Fellows Production Distributed by Warner Bros.
b/w **LISA**
MGM 11761 78 rpm - K 11761 45 rpm

JONI JAMES

IN A GARDEN OF ROSES
EVERY DAY

MGM 11753 78 rpm • K 11753 45 rpm

BOB STEWART

SAID THE DANCE OF THE HOURS

MGM 11795 78 rpm • K 11795 45 rpm

BETTY MADIGAN

JOEY
and
AND SO I WALKED HOME

MGM 11716 78 rpm • K 11716 45 rpm

FRAN WARREN

THE MAN THAT GOT AWAY
and
LOVE ME, LOVE

MGM 11769 78 rpm • K 11769 45 rpm

CARLOS THOMPSON

NO ONE BUT YOU

and
PEDDLER MAN

MGM 11771 78 rpm
K 11771 45 rpm

DICK HYMAN TRIO

UNFORGETTABLE
and
OUT OF NOWHERE

MGM 11743 78 rpm
K 11743 45 rpm

SHIRLEY HARMER

VENEZUELA
and
NOBODY'S LONESOME FOR ME

MGM 11786 78 rpm
K 11786 45 rpm

DAVID ROSE
and his Orchestra

SLEEPY LAGOON

vocals by Beryl Davis

and
SATAN AND THE POLAR BEAR

MGM 30858 78 rpm
K 30858 45 rpm

HANK WILLIAMS

I AIN'T GOT NOTHIN' BUT TIME
and
I'M SATISFIED WITH YOU

MGM 11768 78 rpm
K 11768 45 rpm

**The Billboard Music Popularity Charts
POPULAR RECORDS**

• Territorial Best Sellers

For survey week ending July 21

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

Atlanta

- Hernando's Hideaway, A. Bleyer, Cdc.
- Little Things Mean a Lot, K. Kallen, Dec.
- High and the Mighty, L. Baxter, Cap.
- Three Coins in the Fountain, Four Aces, Dec.
- Three Coins in the Fountain, F. Sinatra, Cap.
- Green Years, E. Fisher, V.
- Goodnight, Sweetheart, Goodnight, McGuire Sisters, Cor.
- Hey, There, R. Clooney, Col.
- Sh-Boom, Crew Cuts, Mer.

Balti.-Wash.

- Hernando's Hideaway, A. Bleyer, Cdc.
- Hey, There, R. Clooney, Col.
- Sh-Boom, Crew Cuts, Mer.
- Little Things Mean a Lot, K. Kallen, Dec.
- Three Coins in the Fountain, Four Aces, Dec.
- Happy Wanderer, F. Weir, Lon.
- Little Shoemaker, Gaylords, Mer.
- I Understand Just How You Feel, J. Valli, V.
- In the Chapel in the Moonlight, K. Kallen, Dec.
- Three Coins in the Fountain, F. Sinatra, Cap.

Boston

- Little Shoemaker, Gaylords, Mer.
- Little Things Mean a Lot, K. Kallen, Dec.
- Sh-Boom, Crew Cuts, Mer.
- In the Chapel in the Moonlight, K. Kallen, Dec.
- They Were Doing the Mambo, V. Monroe, V.
- High and the Mighty, L. Holmes, M-G-M
- Hey, There, R. Clooney, Col.
- Sh-Boom, Crew Cuts, Mer.
- Three Coins in the Fountain, Four Aces, Dec.
- Magic Tango, H. Winterhalter, V.

Buffalo

- Hey, There, S. Davis Jr., Dec.
- Hernando's Hideaway, A. Bleyer, Cdc.
- Little Shoemaker, Gaylords, Mer.
- Sh-Boom, Crew Cuts, Mer.
- I'm a Fool to Care, L. Paul & M. Ford, Cap.

Chicago

- Sh-Boom, Crew Cuts, Mer.
- Little Shoemaker, Gaylords, Mer.
- Little Things Mean a Lot, K. Kallen, Dec.
- Hernando's Hideaway, A. Bleyer, Cdc.
- Happy Wanderer, F. Weir, Lon.

- Sway, D. Martin, Cap.
- Three Coins in the Fountain, Four Aces, Dec.
- Hey, There, R. Clooney, Col.
- Crazy 'Bout You, Baby, Crew Cuts, Mer.

Cincinnati

- Sh-Boom, Crew Cuts, Mer.
- Little Things Mean a Lot, K. Kallen, Dec.
- Little Shoemaker, Gaylords, Mer.
- Goodnight, Sweetheart, Goodnight, McGuire Sisters, Cor.
- Hernando's Hideaway, A. Bleyer, Cdc.
- Crazy 'Bout You, Baby, Crew Cuts, Mer.
- In the Chapel in the Moonlight, K. Kallen, Dec.
- Three Coins in the Fountain, Four Aces, Dec.
- Hey, There, R. Clooney, Col.
- Little Shoemaker, H. Winterhalter, V.

Cleveland

- Little Shoemaker, Gaylords, Mer.
- Sh-Boom, Crew Cuts, Mer.
- Moonlight and Roses, Three Suns, V.
- Little Things Mean a Lot, K. Kallen, Dec.
- Hernando's Hideaway, A. Bleyer, Cdc.
- In the Chapel in the Moonlight, K. Kallen, Dec.
- Happy Wanderer, F. Weir, Lon.
- Cara Mia, D. Whitfield, Lon.
- Hey, There, R. Clooney, Col.
- I'm a Fool to Care, L. Paul & M. Ford, Cap.

Dallas-Fort Worth

- Little Things Mean a Lot, K. Kallen, Dec.
- Hernando's Hideaway, A. Bleyer, Cdc.
- Three Coins in the Fountain, Four Aces, Dec.
- Bandit, Johnston Brothers, Lon.
- I Understand Just How You Feel, Four Tunes, Jub.

Denver

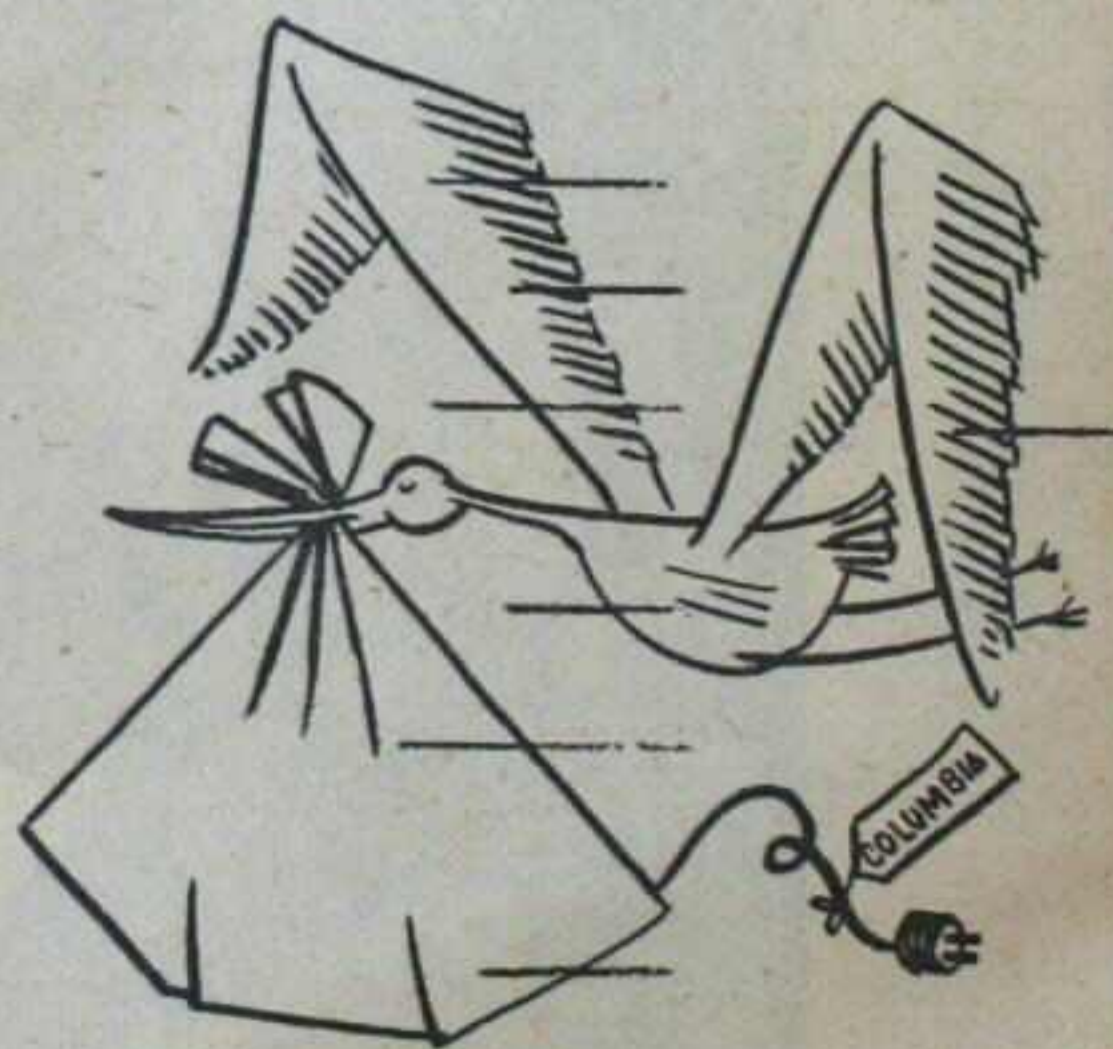
- Little Things Mean a Lot, K. Kallen, Dec.
- Hernando's Hideaway, A. Bleyer, Cdc.
- If You Love Me (Really Love Me), K. Starr, Cap.
- Happy Wanderer, F. Weir, Lon.
- Three Coins in the Fountain, Four Aces, Dec.
- Sh-Boom, Crew Cuts, Mer.
- Little Shoemaker, Gaylords, Mer.

Detroit

- Sh-Boom, Crew Cuts, Mer.
- Little Shoemaker, Gaylords, Mer.
- Hey, There, R. Clooney, Col.

(Continued on page 36)

**Great Things
Are Coming...**



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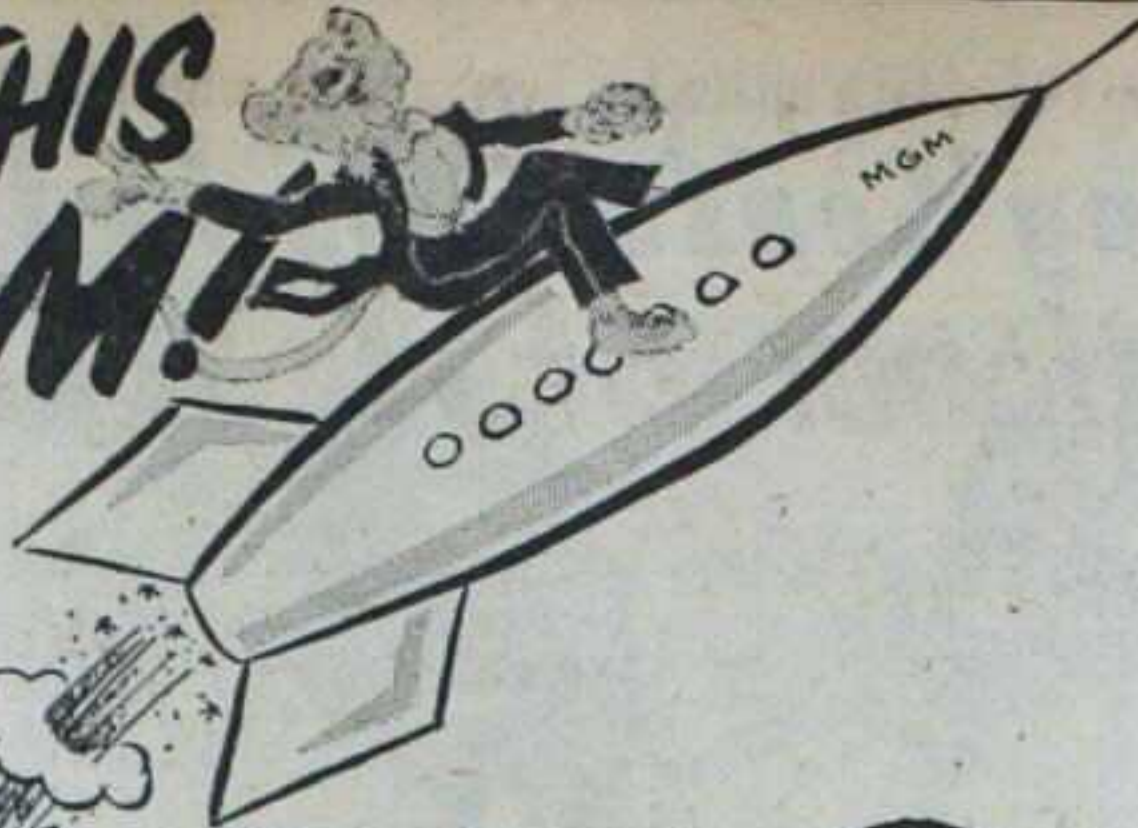
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701 SEVENTH AVE., NEW YORK 36, N. Y.

The Billboard Music Popularity Charts POPULAR RECORDS

● Pop Territorial Best Sellers

● Continued from page 34

- 4. Little Things Mean a Lot
K. Kallen, Dec.
- 5. Magic Tango, H. Winterhalter, V.
- 6. Hernando's Hideaway, A. Bleyer, Cdc.
- 7. In the Chapel in the Moonlight
K. Kallen, Dec.
- 8. Three Coins in the Fountain
Four Aces, Dec.
- 9. They Were Doing the Mambo
V. Monroe, V.
- 8. I Understand Just How You Feel
Four Tunes, Jub.
- 9. They Were Doing the Mambo
V. Monroe, V.
- 10. Magic Tango, H. Winterhalter, V.

- New York**
- 1. Little Things Mean a Lot
K. Kallen, Dec.
 - 2. Hernando's Hideaway, A. Bleyer, Cdc.
 - 3. Happy Wanderer, F. Weir, Lon.
 - 4. Sh-Boom, Crew Cuts, Mer.
 - 5. Three Coins in the Fountain
Four Aces, Dec.
 - 6. Hey, There, R. Clooney, Col.
 - 7. Little Shoemaker, Gaylords, Mer.
 - 8. Three Coins in the Fountain
F. Sinatra, Cap.
 - 9. Wanted, P. Como, V.
 - 10. In the Chapel in the Moonlight
K. Kallen, Dec.

- Philadelphia**
- 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. Sh-Boom, Chords, Cat.
 - 5. In the Chapel in the Moonlight
K. Kallen, Dec.
 - 6. Sh-Boom, Crew Cuts, Mer.
 - 7. Little Shoemaker, Gaylords, Mer.
 - 8. Green Years, E. Fisher, V.
 - 9. Happy Wanderer, F. Weir, Lon.
 - 10. Hey, There, R. Clooney, Col.

- Pittsburgh**
- 1. Sh-Boom, Crew Cuts, Mer.
 - 2. Moonlight and Roses, Three Suns, V.
 - 3. In the Chapel in the Moonlight
K. Kallen, Dec.
 - 4. Little Shoemaker, Gaylords, Mer.
 - 5. Hernando's Hideaway, A. Bleyer, Cdc.

- St. Louis**
- 1. Sh-Boom, Crew Cuts, Mer.
 - 2. Hernando's Hideaway, A. Bleyer, Cdc.
 - 3. Little Shoemaker, Gaylords, Mer.
 - 4. Hey, There, R. Clooney, Col.
 - 5. Little Things Mean a Lot
K. Kallen, Dec.
 - 6. Someday, F. Laine, Col.
 - 7. Little Shoemaker, H. Winterhalter, V.

- San Francisco**
- 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. Hey, There, R. Clooney, Col.
 - 6. Sh-Boom, Crew Cuts, Mer.
 - 7. Three Coins in the Fountain
F. Sinatra, Cap.
 - 8. Wanted, P. Como, V.
 - 9. If You Love Me (Really Love Me)
K. Starr, Cap.
 - 10. Happy Wanderer, F. Weir, Lon.

- Seattle**
- 1. Sh-Boom, Crew Cuts, Mer.
 - 2. Little Shoemaker, Gaylords, Mer.
 - 3. Happy Wanderer, F. Weir, Lon.
 - 4. Little Things Mean a Lot
K. Kallen, Dec.
 - 5. Hernando's Hideaway, A. Bleyer, Cdc.
 - 6. Three Coins in the Fountain
Four Aces, Dec.

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

- Minn.-St. Paul**
- 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. In the Chapel in the Moonlight
K. Kallen, Dec.
 - 6. Little Shoemaker, H. Winterhalter, V.
 - 7. Gilly, Gilly Ossenfeffer Katzenellen
Bogen by the Sea, Four Lads, Col.
 - 8. Three Coins in the Fountain
Four Aces, Dec.
 - 9. Isle of Capri, J. Lee, Cor.
 - 10. Hey, There, R. Clooney, Col.

- New Orleans**
- 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. Sway, D. Martin, Cap.
 - 5. Little Shoemaker, Gaylords, Mer.
 - 6. Happy Wanderer, F. Weir, Lon.
 - 7. Sh-Boom, Crew Cuts, Mer.

- 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. Sh-Boom, Chords, Cat.
 - 5. Happy Wanderer, F. Weir, Lon.
 - 6. Little Shoemaker, Gaylords, Mer.
 - 7. Joey, J. Southern, Dec.
 - 8. High and the Mighty, V. Young, Dec.
 - 9. Green Years, E. Fisher, V.
 - 10. Hey, There, R. Clooney, Col.

- Kansas City**
- 1. Sh-Boom, Crew Cuts, Mer.
 - 2. Little Things Mean a Lot
K. Kallen, Dec.
 - 3. Three Coins in the Fountain
Four Aces, Dec.
 - 4. Hernando's Hideaway, A. Bleyer, Cdc.
 - 5. Little Shoemaker, Gaylords, Mer.
 - 6. Happy Wanderer, H. Rene, V.
 - 7. I Understand Just How You Feel
Four Tunes, Jub.
 - 8. Crazy 'Bout You, Baby
Crew Cuts, Mer.
 - 9. I Understand Just How You Feel
J. Valli, V.

- 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. Sh-Boom, Chords, Cat.
 - 5. Happy Wanderer, F. Weir, Lon.
 - 6. Little Shoemaker, Gaylords, Mer.
 - 7. Joey, J. Southern, Dec.
 - 8. High and the Mighty, V. Young, Dec.
 - 9. Green Years, E. Fisher, V.
 - 10. Hey, There, R. Clooney, Col.

- 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. Sh-Boom, Chords, Cat.
 - 5. Happy Wanderer, F. Weir, Lon.
 - 6. Little Shoemaker, Gaylords, Mer.
 - 7. Joey, J. Southern, Dec.
 - 8. High and the Mighty, V. Young, Dec.
 - 9. Green Years, E. Fisher, V.
 - 10. Hey, There, R. Clooney, Col.

- Los Angeles**
- 1. Little Things Mean a Lot
K. Kallen, Dec.
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 - 3. Three Coins in the Fountain
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 - 7. Joey, J. Southern, Dec.
 - 8. High and the Mighty, V. Young, Dec.
 - 9. Green Years, E. Fisher, V.
 - 10. Hey, There, R. Clooney, Col.

STOP RECORD-SCRATCH DAMAGE
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AMERICA'S #1 VOCAL COMBINATION



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**JIMMY
SACCA**
singing

"IF
I
DIDN'T
CARE"

^{b/w}
"BETTINA"

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"THEY'RE STILL CHEERING JUBILEE'S HITS AT THE SHOW"

THE FOUR TUNES
"THE GREATEST FEELING IN THE WORLD"
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"LONESOME"
JUBILEE # 5152

getting stronger
"I Understand Just How You Feel"
JUBILEE # 5132

THE ORIOLES
"IN THE CHAPEL IN THE MOONLIGHT"
JUBILEE # 5154

The World's Greatest Saxophonist
SIL AUSTIN
"STAGECOACH" and "VOLLEYBALL"
JUBILEE # 5153

VOLUME # 2 PARDON MY BLOOPER
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LP3 EP5012
Nation's Best Selling LP
Pardon My Blooper
Vol. No. 1

Great New Star
PATTI JEROME
"TOO YOUNG TO DIE"
b/w
"JUST A FRIENDLY HELLO"
JUBILEE # 5150

Novelty Hit of '54
"ROAST OF THE TOWN"
Part 1-2
by **WILL JORDAN**
Jubilee SP 900

jubilee
RECORD CO., INC. 315 W. 47th St. N. Y. C., N. Y.

Available in Canada on QUALITY Label

The Billboard Music Popularity Chart POPULAR RECORDS

Review Spotlight on... RECORDS

RONNIE GAYLORD
I'm No Gonna Say No (Vincent, BMI)
Don't You Forget About Me (Vincent, BMI)—Mercury 70425—Latest addition to the ever-increasing list of Neopolitan-flavored disk material is this coupling. Ronnie Gaylord, who makes the charts with ease regularly. Top side is done in dialect and in Italian, with the flip, a ballad, gives the star a chance to sell pipes warmly.

TALENT

VIOLA DIXXY
The lass from New Jersey, who had cut a few sides with her sister, steps out as a soloist here and turns a slick reading of a new ballad (Everyone Is Saying) and one currently on the charts (Joey). Good disk, though on a fairly new label, Original 508.

THE VOICES THREE
In a market which literally soaks up disks done by vocal groups in a shuffle tempo, this new triumvirate should make plenty of noise. The boys sing forcefully and their intro on MGM 11793 couples the standard "Does Your Heart Beat for Me" (Mills, ASCAP) with "Devil Lips" (Village, BMI)

Reviews of New Pop Records


<p>FOUR ACES Dream 86 DECCA 29217—A Billboard "Spotlight" 7-24-'54. (M. H. Golden, ASCAP)</p> <p>If Shall Come to Pass... 80 The foursome gets solid backing from a choral group while Al Alberts takes the lead in a semi-religious item which is a switch from what the boys have been selling for the past few releases. Good wax, the flip has more power. (O'Connor & Miller, ASCAP)</p> <p>DEAN MARTIN That's What I Like 86 CAPITOL 2870—A Billboard "Spotlight" 7-24-'54. (Chappell, ASCAP)</p> <p>The Peddler Man... 77 Ditty here is from the "Flame and the Flesh" flick. Backing is slick and Martin does well with the material. (Fetis, ASCAP)</p> <p>LOU MONTE Italian Hucklebuck 85 V 20-5832—A Billboard "Spotlight" 7-24-'54. (United, ASCAP)</p> <p>Just Like Before... 78 A pretty new ballad in a sweet style by the chanter over attractive chorus and Hugo Winterhalter ork backing. Could get spins altho the flip is more potent. (Bregman, Voces & Conn, ASCAP)</p> <p>BOB STEWART Said 77 M-G-M 11795—A good vocal job on a tune based on "My Darling Clementine" with novelty lyrics and a stepped-up beat. Stewart sells this well, and it is attractive enough for many spins. (Windy City, ASCAP)</p> <p>Dance of the Hours... 72 New ballad based on the classical favorite is sung nicely by Stewart. Flip is stronger. (Pickwick, ASCAP)</p> <p>RUSTY DRAPER Please, Please 76 MERCURY 70415 — Draper comes thru with a neat pop coverage of a rhythm and blues bouncer by the label's own Eagles group. Draper leads a vocal group here thru a rhythmic reading which sounds pretty good. (Brownwood, BMI)</p> <p>The Workshop of the Lord... 76 Here's Draper delivering an attractive religious item with the full-blown ork and choral group backing. It's a powerful reading, but coupled with an item from the rhythm and blues field seems a little unusual. (Hill & Range, BMI)</p> <p>THE STARGAZERS Kisses 76 LONDON 1481 — There's a bit of corny humor etched here and it might appeal to platter spinners. Morning jocks could have some fun with it, and it could go in neighborhood boxes, too.</p> <p>Good Wholesome Beer... 69 Three-quarter beat effort about the qualities of beer is handed a gang-sing reading by the group.</p> <p>VIOLA DIXXY Every One Is Saying 76 ORIGINAL 508 — Ops should give this one a listen. A slick waltz ditty and a fine reading by the Dixxy gal and the ork add up to a neat hunk of wax. Good stuff here, with the gal particularly impressive. (Lowell, BMI)</p> <p>Joey... 65 Kind of late to hit the market, this reading of the click ditty is purported to be the original version of the tune. Miss Dixxy impresses as a first-rate thrush. Jocks might go for this one a bit. (Lowell, BMI)</p> <p>ROBERTA LEE When the Organ Played at Twilight 74 "X" 0035—The thrush delivers the oldie in fine style on her first cutting for the label. Jocks and ops will like this one—if they try it—and they should. (Joy Music, ASCAP)</p> <p>True Love and Tender Care... 72 Miss Lee makes her bow on the label via a verse-chorus ditty penned, in part, by Terry Gilkyson. Backed by a vocal group and ork, the thrush does nicely. (Montclair, BMI)</p>	<p>JACK HARRIS Something's Gotta Be Done CORAL 61223—Coral's new chart warbles a bright rhythm ditty in style startling similar to the one Crosby. Should get jockey spins strength of resemblance alone. (Ed. BMI)</p> <p>You Haven't Fallen in Love... 72 Same comment. (Edgar, BMI)</p> <p>THE MULCAYS Caravan CORAL 61221—This re-issue by Mulcays of a few years ago is one their best and it still swings tall. With the excitement about the group now, this side could get some look. (Amer. Academy, ASCAP)</p> <p>Drifting and Dreaming... 72 Smooth and sweet is this instrumental version of the standard by the Monica duo. This re-issue, too, can pull spins and some coins. (MGM, ASCAP)</p> <p>DUKE ELLINGTON Bunny Hop Mambo CAPITOL 2875—The Ellington comes thru with a snappy music styled instrumental rendition of "Bunny Hop" dance craze. It moans and it could get some attention from mambo fans and Duke's own. (MGM, BMI)</p> <p>Is It a Sin?... 69 Jimmie Grissim sells the ball sweetly, while the ork supplies smooth, danceable beat. (MGM, ASCAP)</p> <p>TONY MARTINEZ QUINTET Lean V 47-5824—The creative possibilities of the Latin-American dance form are seldom so exhaustively explored as they are in this impressive set of Drums, piano and bass each doing</p> <p>(Continued on page</p>
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Arthur Godfrey Winnetka
"THE GREATEST NEW SINGING GROUP"
THE KARAMU QUARTET
singing
"DON'T WANT NO MONEY"
and
"JERICHO"
FC-1005

FRANK NARI
sings
AL RUSS and his Orch.
play
"I LOSE CONTROL"
and
"DON'T BE A FOOL"
FC-1004

SAL BUCAREY
plays the accordion with
AL RUSS and his Orch.
on
"DEBUT"
and
"CUMANA"
FC-1001

Forest City Records
900 Union Commerce Bldg.
Cleveland, Ohio



MEMO TO ALL
PROMOTIONAL-MINDED
DEALERS

Many of you have been asking about Columbia's plans for fall. We are happy to say that the "wraps" will be taken off soon. Our Record and Phonograph Departments will be ready with their announcements in a matter of days.

This year, as in previous years, Columbia's program will be one of bringing traffic to your store through sound merchandising techniques and pre-tested advertising response. Your Columbia representative will reveal the details shortly. It will be worthwhile waiting for.

COLUMBIA RECORDS INC.

Reviews of New Pop Records

Continued from page 38

Special mention for their impressive virtuosity in this fast, dazzling mambo. (Mills, ASCAP)
NE RUSSELL
One Arabian Night ... 73
CORAL 61216—Bright new tune, with a smart show-type lyric, is handed a punching vocal by the well-stacked thrush. The backing is a good one.

strong brasses of the Morales aggregation. Without getting frantic, they put a lot of excitement into this arrangement. Easily one of their most commercial efforts. (Shapiro-Bernstein, ASCAP)
PEREZ PRADO ORK
Tomcat Mambo ... 72
V 45-5820 — The outstanding brass and rhythm sections of the Prado ork have little to exercise their talents on here, but Prado's sense of humor carries the day on this cute disk.

Losing You ... 68
Ernie sells this pretty new waltz with feeling helped by a large chorus and full ork backing. He sells it in his best pop style, which still has much country flavor. (Frank, ASCAP)
SIDNEY TORCH
Tango of Desire ... 70
CORAL 61218—A lush instrumental treatment of a vivid musical theme by the fine large ork. Good romantic programming for deejays. (Kassner, ASCAP)
ROGER KING MOZIAN
Just Mozian Along ... 70
CLEF 89118—Pleasant new riff item receives a happy gang-sing vocal from the sidemen over swiny backing by the ork. Side is bright and danceable and could grab spins and juke loot.

TITO RODRIGUEZ ORK
Adele Mambo ... 70
V 45-5822—Rodriguez fronts the ork with both stick and his pipes here, and turns in a pleasant reading on both counts. The beat is easy and restrained, punctuating the pretty melody very attractively. Will go both pop and L-A. (Peer, BMI)
ALAN DALE
Loving You Madly ... 69
CORAL 61215—A neat new ballad done in a tempo reminiscent of the soft shoe gets a smooth reading from Dale. Should get spins, too. (Raleigh, BMI)
TEDDY PHILLIPS ORK
Give a Look ... 68
DECCA 29189 — Bob Vincent sells this up-tempo novelty effort nicely with support from a fem duo over a peppy arrangement by the ork.

Other Records Released This Week

Jazz
All God's Children? Somewhere Over the Rainbow — Maynard Ferguson, Emarcy 16013
Easy Going Bounce; Indiana — Johnny Hodges Ork, Norgran 113
Gone With the Wind; I've Got the World on a String — Benny Carter-Oscar Peterson Trio, Norgran 111

Spiritual
Certainly Lord; Lord Have Mercy — Sky Light Singers, Lamp 9002
Country & Western
Cry, Cry Darling; I-Y-I — Shorty Long, "X" 0039

Number of Releases This Week

Table with 5 columns: Label, Pop, C&W, R&B. Lists labels like APOLLO, AVALON, CAPITOL, etc. with their respective release counts.

Reviews of New Sacred Records

THE SMITH BROTHERS
I'm Saved ... 75
CAPITOL 2881 — Here's a fine, sincere rendition of a rhythmic religious effort by the boys over listenable backing. This side could get many spins from sacred jocks and should appeal to the family market. (Central, BMI)
God's Rocket Ship ... 70
The sacred duo explain that they will go to Heaven in God's rocket ship when the angels call them to make the final journey. (Lowery, BMI)

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

SONNY THOMPSON
COTTON BALL
PARTS 1 AND 2
KING 4729

THE FIVE JETS
I'M STUCK
I WANT A WOMAN
DE LUXE 6053

EARL BOSTIC
MAMBOLINO
BLUE SKIES
KING 4723



THE WHOLE NATION IS TALKING ABOUT



THE JONES BOYS
SINGING
"THE SONG IS ENDED"
S & G #5007

"... Best Vocal Group in Years"
Larry Finley
KFWB, Hollywood
"... Pretty Darn Great"
Stan Dale
WJJD, Chicago

Just concluded night club appearance with the one and only KAY STARR
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FLAMINGO HOTEL — LAS VEGAS, NEVADA

Currently appearing... THE GARY CROSBY SHOW
CBS
Coast to Coast — Sunday

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Phones: CUMBERLAND 35691
FOREST 04519

JERRY LEIBERMAN
The Apartment Song (Wanted) ... 68
MERCURY 70424 — Here's a cute parody on the recent hit by comic Jerry Lieberman with a Yiddish accent in the style of Mickey Katz. The troubles the tenant described here will strike a sympathetic cord with many. Okay debut by the comic. (Witmark, ASCAP)
From the Sea Came the Fish ... 64
Same comment. (Randy Smith, ASCAP)
THE TOPPERS
Bow-Legged Boy ... 68
AVALON 63707—The Toppers turn in a first-rate reading of a cheery polka effort about a happy bow-legged boy. Tune is attractive and side could get spins. The Toppers are a good vocal group. (Monument, BMI)
I Love You, I Love You, I Love You ... 62
Slight little tune is sold in virile style by the boys. (Hill & Range, BMI)
JOHNNY DEE
I Send You Flowers ... 68
RPM 4753 — Dee and the group deliver a neat vocal and instrumental reading of a short ditty in samba tempo. It's a cute item. (Waters)
Gather Around ... 60
Instrumental reading by the combo is attractive. (Waters)
JILL WHITNEY
Oh! You Little Darlin' ... 60
CORAL 61219—Little Jill Whitney, one of the better kid singers, turns in a listenable rendition of a happy novelty effort. She is helped no end by a smart ork backing. (Sheldon, BMI)
Big Potato Idaho ... 60
Another cute novelty is sold fairly well by the thrush, once again helped by a sharp backing. (Wemar, BMI)
LEO STEPHENSON
La Comparsa ... 60
APOLLO 822—The Lecuona tune in a competent Latin-styled reading by Stephenson. (E. B. Marks, BMI)
Linstead Market ... 55
The vocalist has some bright Calypso material to work with here, but succeeds no better than on the flip side to breathe life into it. (Bess, BMI)

Other Pop Records Released This Week
Hey Cupid; D-a-r-I-n' — Rocco Greco, Mercury 70410
Mambo in Brass; Fiesta Tropical Mambo — Al Romero Ork, V 47-5823
Oink, Oink Mambo; Mocambo Mambo — Chuy Reyes, Capitol 2877
Old Devil Moon; Saturday — Sarah Vaughan, Mercury 70423
Only Yesterday; I Didn't Know What Time It Was — Louis Jordan, Decca 29166
Tantalini's Melody; Bumble Boogie — Ralph Marterie, Mercury 70406
You're the One (Forevermore); All of Love — Lola Dee, Mercury 70409

TWO BIG SONGS FROM A BIG STAR

*Just like he sings them in the biggest of all
Martin & Lewis Motion Picture hits, "Living It Up"*

WITH MUSIC BY JULIE STYNE AND BOB HILLIARD



**DEAN
MARTIN**

**1. THAT'S WHAT
I LIKE**

b/w The Peddler Man

CAPITOL 2870

**2. MONEY BURNS A HOLE
IN MY POCKET**

b/w Sway

CAPITOL 2818



TIFFANY

Vox Jox

Continued from page 19

did the same. Make 'Operation Pushpop' an annual feature in The Billboard, and you'll be doing the music biz a big favor."

Change of Theme

Gordon Baker, WSPR, and Sy Levy, WACE, Cicopee, Mass., are engaged in a battle of deejays which takes place at a 'Disk Jockey Hop' every Wednesday evening at Mt. Park, Holyoke, Mass. ... Susan Shaw, TV actress, and John Connelly, WMGM, New York, staff artist, will pinch-hit for Blossom Seeley and Benny Fields over WMGM, New York, for two weeks. ... Herb Hunter has joined KVBC, Farmington, N. M. ... Bob Ballard, formerly with KVOR, Colorado Springs, Colo., has joined KVBC, Farmington, N. M. Peter Lyman, KAAA, Red

WLAL, Minneapolis, has moved to KSTP, Minneapolis. ... Lynn McDowall, formerly with WTUP, Tupelo, Miss., has moved to WBIP, Booneville, Miss. ... Dan Skylton has joined WTUP, Tupelo, Miss. ... Ed Ellis, of Keene, N. H., has been persuaded to leave his printing business and join WTSB in Brattleboro, Vt. ... Dave Teig, WILK, Wilkes-Barre, Pa., is spending his vacation in New York this week.

Bob Maxwell, WWJ, Detroit, has taken up hot rod racing with a hard top hot rod that he enters in local races in and around Detroit. ... George Lezotte, WAVZ, New Haven, Conn., is vacationing in Miami Beach. ... Jack Schafner has taken over the "Morning Parade" on WJPS, Evansville, Ind., replacing George Feldman. ... Mike Whaley has taken over Lenny Hesterman's slot on KUTA, Salt Lake City. Hesterman has left for the Army. ... Ed Cravec, WHOK, Lancaster, O., reports for active duty this week.

YESTERYEAR'S TOPS-

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

- JULY 29, 1944: 1. I'll Be Seeing You 2. Swinging on a Star 3. I'll Get By 4. G. I. Jive 5. Amor 6. His Rocking Horse Ran Away 7. Goodnight, Wherever You Are 8. Long Ago and Far Away 9. You Always Hurt the One You Love 10. San Fernando Valley
JULY 30, 1949: 1. Some Enchanted Evening 2. Again 3. Riders in the Sky 4. Baby, It's Cold Outside 5. Forever and Ever 6. Bali Ha'i 7. Room Full of Roses 8. I Don't See Me in Your Eyes Anymore 9. A Wonderful Guy 10. You're Breaking My Heart

Wing, Minn., has been taking a vacation from deejay shows by covering four centennial parades in Goodhue County, Minnesota, during one week and averaging about a 400-mile drive to them. ... Radio Station KATL has been purchased by Stanley Ray of New Orleans, and the call letters have been changed to KYOK, Houston. ... Barry Kaye, WJAS, Pittsburgh, deejay, and Gerri Lang, a New York model, were married at the Hotel Warwick in the Catskill Mountains, New York, on July 15. ... Bruce Miller, KGAR, Garden City, Kan., is leaving for a belated vacation to California for a month.

Dick Phillips, WCBT, Roanoke Rapids, N. C., reports: "A bundle of joy (female) arrived at our residence on June 22." ... Ken Blevins and a lovely blonde student from the Leland Powers School of Radio and TV in Boston are doing a new disk show. Blevins and Sandy Gough call their new show "The Rollin' Home Show" which is broadcast over WTH, Port Huron, Mich. ... John McGowan, KOSA, Odessa, Tex., writes us that he took over this deejay post about two months ago. ... Bob Johnson, formerly with KNX, Los Angeles, and the AFRS station in Japan, has joined KICK, Springfield, Mo., to do an afternoon and night show.

Jack Eaton, Bob Martindale and Ned Steckel have joined the staff of WOLF, Syracuse. ... Bill Atkins has replaced Bob Litton at WLAR, Athens, Tenn. ... Nick Grayson reports that he is back in radio at WISC, Madison, Wis., after a four-year hiatus. ... Monte Grove has joined the staff at WLYC, Williamsport, Pa. ... Johnny Michaels, WOKY, Milwaukee, has just returned from a two-week vacation in Fort Lauderdale, Fla.

Ron Lindawood, WSL, Roanoke, Va., has had his show, "Encore," moved to the studio's new sidewalk location. ... John Hanahan is back at his old stand at WAMI, Laurel, Mass., after a three-month venture into another field. ... Bruce Telford, WTSV, Claremont, N. H., tells us that he now understands what inspired Ferde Grofe to compose the "Grand Canyon Suite." Telford just returned from a vacation which included a visit to the Grand Canyon. ... Tom Roberts is leaving WCAM, Camden, N. J., for the summer to do a show on WMIO, Atlantic City. ... Jim Fagan, WBTA, Batavia, N. Y., has been upped to program director. Bob Schulz, WKBR, Manchester, N. H., is the father of a boy, Robert Jr. ... John Morris,

This 'n' That

Ken Brown, WTMC, Ocala, Fla., writes us about his format which utilizes The Billboard's pop charts: "Just to show how valuable The Billboard is around here, read this. Each Saturday afternoon from 1:30 to 3:30 I run a show called, 'Afternoon Parade of Hits.' The records I play are taken from The Billboard's pop charts, with the top tunes of 20 years ago interspersed. I have had good comment, especially from the motorists. The Billboard gets plenty of reading around here." ... Real George, KXOB, Stockton, Calif., would like the deejays to get together and give some play to the bands. He says, "It would mean a lot toward bringing back the bands." ... Dave Manning, KGFI, Los Angeles, collapsed from the heat recently, and Art Laboe took over for him.

Bill Spangler Jr., WFRX, West Frankfort, Ill., was surprised to find that Frank Weir's "Never Never Land" and Tessie's "Hook-ey Song" were identical. He asks, "What gives?" ... Gordon Towne, WBSR, Pensacola, Fla., tells us that he would just like to see his name in print. ... Bob Hawkins, KFBK, Sacramento, is looking for a copy of an old Deanna Durbin record. It's titled, "Estranita," and he believes it is contained in an album. Can anyone help him?

CHECKER #796 "YOU'RE MINE" BY Danny Overbea FLIP SIDE IS "ROAMIN' MAN" CHECKER RECORD CO. 4122 N. LOTTALIE DRIVE, CHICAGO 12, ILL. PHONE: COVINGTON 4-2222

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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"

INTRODUCING THE GREAT NEW VOICE...

PATRICIA SCOT

WITH 2 "A" SIDES



"I'm giving all my love to you" 1306 "Point of no return"

CASH BOX

"Excellent Wax Performer... Wonderful Arrangement..."

BILLBOARD

"Miss Scot Does A First-Rate Job...Well-Recorded"



THE BUGS ON POPS!

STUBBY AND THE

BUCCANEERS

"Over and Over"*

"OPS WILL LIKE IT!" SAYS BILLBOARD-TOP RATING

b/w "LETS DRINK TO HAPPINESS" 1308

*JUKE BOX NATURAL

COMING UP BIG!

GUY CHERNEY

"With All My Heart"

b/w "CHATTANOOGA, TENNESSEE" 1305



Watch for Bob Atcher - Clark Dennis - Peggy Mann

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I COMPLAINED

I WANT YOU

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RECORDS MARK THE HITS!

The Billboard Music Popularity Chart COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending July 21

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like 'I DON'T HURT ANYMORE' by H. Snow, 'ONE BY ONE' by K. Wells & R. Foley, etc.

Most Played in Juke Boxes

For survey week ending July 21

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like 'ONE BY ONE' by K. Wells-R. Foley, 'I DON'T HURT ANYMORE' by H. Snow, etc.

Most Played by Jockeys

For survey week ending July 21

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like 'I DON'T HURT ANYMORE' by H. Snow, 'EVEN THO' by W. Pierce, etc.

Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

Plans have been completed to bring one of the largest package deals from the "Grand Ole Opry" to Greenville, Tenn. Little Jimmy Dickens, Marsha Carson, Dell Wood and Johnny Johnson will headline at the Veterans of Foreign Wars Auditorium July 28, and will follow with shows at Memorial Auditorium, Newport, Tenn., July 29, and Municipal Auditorium, Kingsport, Tenn., July 30. Shows are being promoted by Claude Day, sports editors of The Greenville Sun. Day has also booked Al (Fuzzy) St. John and Lester and Earl and their Foggy Mountain Boys for election day in Greenville, August 5. Hank Zero appearing at the Somerset Outdoor Theater, Somerset, Mass., in addition to his disk jockey work at WALE, Fall River, Mass. Joe Taylor signed to an Emerald Records contract. Kenny Wilder and his band return to the States in October after a year for Uncle Sam touring Africa. Group has already a heavy schedule of bookings lined up. Steel guitar man Noel Boggs working with Pee Wee King while Bob Kofler is on vacation in Oregon. Pee Wee, by the way, inked Bill King as his personal appearance manager recently, his first manager since Joe Frank passed away two years ago.

Ann Jones and her Western Sweethearts played to s.r.o crowds at Rogue Valley Ballroom, Medford, Ore., recently. Eddie Potts and the Blue Sky Playboys broke the house record at Silver City, N. M., recently, pulling 1,500 payees on the third night of the Grant County Sheriff's Posse there. Boys are currently working Glenwood, N. M. M-G-M Records' Norman Perry has joined the All-Star Country Roadshow in Fort Worth as a regular, along (Continued on page 45)

Reviews of New Spiritual Records

THE COLEMANAIRES

Out on the Ocean Sailing... 77 TIMELY 105—Excellent hunk of spiritual material and a fine reading by the gal and the lead singer particularly should stir up noise for this one. (Simek, BMI)

Be Ready When He Comes... 75 The group continues to impress on disk after disk as one of the best new spiritual outfits on wax. Material and reading both fine. (Simek, BMI)

JORDANAIREs

Noah... 76 DECCA 29188—The Biblical story of Noah and the building of the ark gets a very attractive musical setting here, as this fine group tells it. The material is beautifully harmonized and set to a bright jubilee tempo. (Continued on page 47)

Reviews of New Jazz Records

OSCAR PETERSON TRIO

Unforgettable... 77 CLEF 89124—No standard was ever better served than this one by Peterson. His soft, impressionistic interpretation is most appealing. Jocks will use. (Bourne, ASCAP)

Angel Eyes... 75 Peterson puts his stamp on another fine tune here, roughing in some pretty, bluesy background with the restrained aid of bassist Ray Brown and Herb Ellis on guitar. (Bradshaw, BMI)

CHARLIE VENTURA SEPTET

East of Suez... 77 DECCA 29138—The group goes pretty far out to get an unusual, exotic sound to fit this material. Tho the arrangement is uncompromisingly modern, it has a solid beat that gives structure to the progressive sounds of (Continued on page 47)

Reviews of New C & W Records

JUSTIN TUBB

I'm Lookin' for a Date Tonight... 78 DECCA 29169—Justin Tubb turns in a good reading of this snappy novelty effort which mentions the names of at least a score of girls who don't go for him. It's cute and infectious and it could get a lot of spins and plays. Good wax here. (Tubb, BMI)

Sufferin' Heart... 75 Here's another good side by the young chanter as he tells his heart to relax after a sad love affair. Tho the flip has more immediate impact, this side, too, will get some action. (Tubb, BMI)

This Week's Best Buys

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

THIS IS THE THANKS I GET—(Hill & Range, BMI) HEP CAT BABY (Alamo, ASCAP)—Eddy Arnold—RCA Victor 20-5805

The new Arnold record looks like a solid hit. Reports from almost every territory are good to strong. Cities with these fine reports include Dallas, St. Louis, Atlanta, Durham, Nashville, Chicago, Cleveland, Cincinnati, Buffalo, Philadelphia and Boston. "Thanks" the weeper, is now strongest, tho "Hep Cat Baby" active too. A previous Billboard "Spotlight."

IT'S THE MILEAGE THAT'S SLOWIN' US DOWN (Acuff-Rose, BMI) DOUBLE DATIN' (Alamo, ASCAP)—Ernest Tubb-Red Foley—Decca 29195

This one started out well and appears to be building into a winner. The disk has picked up enthusiastic reports from St. Louis, Buffalo, Milwaukee and Cincinnati, and strong reports from Boston, Philadelphia, Cleveland, Chicago, Nashville, Durham and Dallas. Both sides appear to be getting equal action overall, tho some territories expressed local preferences. A previous Billboard "Spotlight."

SACRED

MY RELIGION'S NOT OLD-FASHIONED (Hamblen, BMI)—Hank Snow—RCA Victor 20-5794

This new sacred record by Snow is doing very well in the field and is selling even beyond the sacred market. Boston, Cincinnati, Chicago, Nashville, Milwaukee, St. Louis and Atlanta all send good to strong reports. Flip is "The Alphabet" (Oxford, ASCAP). A previous Billboard "Spotlight."

Review Spotlight on... RECORDS

RED FOLEY

Thank You for Calling (Hollis, BMI) Skinnie Minnie (Wemar, BMI)—Decca 29228 — Mr. Foley, it must be agreed, can do no wrong on disks. Here he takes a pop bounce item and a country-to-pop weeper and covers the original disks so effectively as to catch plenty of action on all levels.

C & W Territorial Best Sellers

For survey week ending July 21

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

Birmingham

- 1. I Don't Hurt Anymore, H. Snow, V. 2. One By One, K. Wells & R. Foley, Dec. 3. I Loved You So Much I Let You Go, R. Price, Col. 4. Honky Tonk Girl, H. Thompson, Cap. 5. You're Not Easy to Forget, K. Wells, 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. I'm Stranger in My Home, K. Wells & R. Foley, Dec. 5. Even Tho, W. Pierce, Dec. 6. Slowly, W. Pierce, Dec. 7. I Really Don't Want to Know, E. Arnold, V. 8. Rose Marie, S. Whitman, Imp.

Cincinnati

- 1. One By One, K. Wells & R. Foley, Dec. 2. I Don't Hurt Anymore, H. Snow, V. 3. Rose Marie, S. Whitman, Imp. 4. Even Tho, W. Pierce, Dec. 5. Looking Back to See, G. Hill & J. Tubb, Dec.

Dallas-Fort Worth

- 1. I Don't Hurt Anymore, H. Snow, V. 2. One By One, K. Wells & R. Foley, Dec. 3. Even Tho, W. Pierce, Dec. 4. Slowly, W. Pierce, Dec. 5. Pretty Words, M. Robbins, Col. 6. Rose Marie, S. Whitman, Imp. 7. Thank You for Calling, B. Walker, Col. 8. Go, Boy, Go, C. Smith, Col. 9. Sparkling Brown Eyes, W. Pierce, Dec.

Houston

- 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. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V. 5. Don't Drop It, T. Fell, X. 6. Courtin' in the Rain, T. T. Tyler, FS. 7. Honky Tonk Girl, H. Thompson, Cap.

JIMMY WAKELY

It's Lonely on the Trail Tonight... 75 CORAL 61220 — A ranchero-styled ditty, with a serious feeling, receives a good reading by the warbler over good support from a femme trio. Side could get spins in both the pop and country marts. (Wakely, BMI)

Here Lies My Heart... 73 Pleasant vocal by Wakely on a listenable Western-styled ballad. He sings it with feeling and it should please his fans. Jocks will use. (Ridgeway, BMI)

JIMMIE DAVIS

Just Between You and Me... 75 DECCA 29157—A weeper about a guy who loves a girl but is marrying another because he just can't wait any longer. Davis warbles sincerely and lyric is meaningful. Good wax here. (Vern, BMI)

I Don't Know Why... 72 A haunting tune with a serious lyric and a bouncy beat gets a mighty attractive reading from Davis. Two good sides. (Peer, BMI)

AL TERRY

Show Me That You Love Me... 74 HICKORY 1012—Terry, who had a

8. I Really Don't Want to Know, E. Arnold, V. 9. Place for Girls Like You, F. Young, Cap. 10. Beautiful Dreamer, S. Whitman, Imp.

Knoxville

- 1. I Don't Hurt Anymore, H. Snow, V. 2. Even Tho, W. Pierce, Dec. 3. One By One, K. Wells & R. Foley, Dec. 4. Slowly, W. Pierce, Dec. 5. I'll Be There, R. Price, Col.

Memphis

- 1. I Don't Hurt Anymore, H. Snow, V. 2. One By One, K. Wells & R. Foley, Dec. 3. Even Tho, W. Pierce, Dec. 4. I Really Don't Want to Know, E. Arnold, V. 5. Looking Back to See, G. Hill & J. Tubb, Dec. 6. Sparkling Brown Eyes, W. Pierce, Dec. 7. Wait for Me Darling, B. Lou, Knz. 8. You Can't Have My Love, W. Jackson & B. Gray, Dec. 9. We've Gone Too Far, H. Thompson, Cap.

Nashville

- 1. I Don't Hurt Anymore, H. Snow, V. 2. Looking Back to See, G. Hill & J. Tubb, Dec. 3. Even Tho, W. Pierce, Dec. 4. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V. 5. One By One, K. Wells & R. Foley, Dec.

New Orleans

- 1. I Don't Hurt Anymore, H. Snow, V. 2. Go, Boy, Go, C. Smith, Col. 3. Thank You for Calling, B. Walker, Col. 4. Looking Back to See, G. Hill & J. Tubb, Dec. 5. Even Tho, W. Pierce, Dec.

Richmond, Va.

- 1. I Don't Hurt Anymore, H. Snow, V. 2. One By One, K. Wells & R. Foley, Dec. 3. I Loved You So Much I Let You Go, R. Price, Col. 4. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V. 5. Honky Tonk Girl, H. Thompson, Cap.

surprise hit in his first release, has turned to a light, infectious rhythmic piece of material for another try at the big money. He has a fine warm voice quality that sells this song convincingly. (Acuff-Rose, BMI) House of Glass... 73 In a more serious vein, Terry wisely urges his girl not to throw stones at (Continued on page 47)

ALL THE FIRE OF JAMBALAYA BETTY AMOS'

JOLE JOHN

Mercury 70354 FROM THE HEART OF THE CALON COUNTRY

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending July 21

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	Record	Weeks on Chart	
		Last Week	Chart
1	HONEY LOVE—C. McPhatter... Warm Your Heart—Atlantic 1029—BMI	1	7
2	WORK WITH ME, ANNIE—Midnighters... Sinner's Prayer—Federal 12169—BMI	2	15
3	SH-BOOM—Chords... Cross Over the Bridge—Cat 104—BMI	3	5
4	SEXY WAYS—Midnighters... Don't Say Your Last Goodbye—Federal 12185—BMI	5	4
5	SHAKE, RATTLE AND ROLL—J. Turner... You Know I Love You—Atlantic 1026—BMI	4	13
6	JUST MAKE LOVE TO ME—Muddy Waters... On Yah—Chess 1571—BMI	6	9
7	GOODNIGHT, SWEETHEART, GOODNIGHT—Spaniels... You Don't Move Me—Vee Jay 107—BMI	7	14
8	GOT MY EYES ON YOU—Clovers... Your Cash Ain't Nothin' But Trash—Atlantic 1035—BMI	—	1
9	I FEEL SO BAD—C. Willis... Need One More Chance—Okeh 7629—BMI	8	4
10	LOVEY DOVEY—Clovers... Little Mama—Atlantic 1022—BMI	10	20

Most Played in Juke Boxes

For survey week ending July 21

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	Record	Weeks on Chart	
		Last Week	Chart
1	HONEY LOVE—Drifters... Atlantic 1029—BMI	2	6
2	WORK WITH ME, ANNIE—Midnighters... Federal 12169—BMI	1	11
3	SH-BOOM—Chords... Cat 104—BMI	4	4
4	JUST MAKE LOVE TO ME—Muddy Waters... Chess 1571—BMI	5	8
5	SHAKE, RATTLE AND ROLL—J. Turner... Atlantic 1026—BMI	3	12
6	PLEASE FORGIVE ME—J. Ace... Duke 128—BMI	6	2
7	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes... Jubilee 5132—ASCAP	7	5
7	I'M SLIPPIN' IN—Spiders... Imperial 2591—BMI	—	1
9	GOODNIGHT, SWEETHEART, GOODNIGHT—Spaniels... Vee Jay 107—BMI	9	5
10	SEXY WAYS—Midnighters... Federal 12185—BMI	10	2
10	IF I LOVED YOU—R. Hamilton... Epic 9047—ASCAP	—	4

This Week's Best Buys

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

WHAT A DREAM (Berkshire, BMI)—Ruth Brown—Atlantic 1036. Ruth Brown has her strongest record here in a long time and it is getting steady action in almost every territory. The record has strong pop potential, too, despite the Patti Page competition. Territories reporting strong action are Philadelphia, Cincinnati, Milwaukee, St. Louis and Atlanta. Good reports came in from Los Angeles, Dallas, Durham, Nashville, Detroit, Cleveland and Buffalo. Flip is "Please Don't Freeze." (Raleigh, BMI). A previous Billboard "Spotlight."

IN THE CHAPEL IN THE MOONLIGHT (Shapiro-Bernstein, ASCAP)—The Orioles—Jubilee 5154. This new Orioles disk, tho only out two weeks, is getting excellent reports thruout most sections of the country. It is building very well in Philadelphia, Buffalo, Atlanta, Cincinnati, Milwaukee, and St. Louis, with good reaction in Cleveland, Detroit, Nashville and Los Angeles. Flip is "Thank the Lord! Thank the Lord!" (Jubilee, ASCAP). A previous Billboard "Spotlight."

Review Spotlight on . . .

RECORDS

EARL BOSTIC

These Foolish Things (Bourne, ASCAP) Mamboistic (Armo, BMI)—King 4730—Right in line with the kind of efforts which have proved effective sales getters for Bostic is this latest release. "Foolish" is, of course, the familiar standard. "Mamboistic" pairs the r&b. style with the mambo beat of the Perez Prado rhythm section.

TALENT

THE ROBBINS

The vocal outfit delivers a pair of rhythmic items in a sock fashion which should get plenty of spins for them. Both sides, "Key to My Heart" and "All I Do Is Rock," deserve attention. It's on Crown 120.

SPIRITUALS

ORIGINAL FIVE BLIND BOYS

I Wonder, Do You (Lion, BMI) All Aboard (Lion, BMI)—Peacock 1731—One of the finest spiritual groups in the business, the "Boys" add to their reputation with an ultra-lovely religious ballad for the top side and a rhythmic reading on the flip. Both are potentially big items.

Rhythm & Blue Notes

B. BOB BOLONTZ

The Midnighters, Federal's hot r.&b. group, now have two records on both of The Billboard's r.&b. charts. Latest is "Sexy Ways," and the other is "Work With Me Annie," which has been up there for almost four months now. Atlantic's Clovers also have two records on the best-selling charts—the recent "Got My Eyes on You" and the older hit, "Lovey Dovey." Rainbow Records has signed the **Walter Lane Trio** and drummer **Billy Dale**. Dale and the trio are featured on the label's new release, "Drumambo."

M-G-M has parted thrush **Baby Dee** to a new contract. The singer is now at the Cotton Club in Atlantic City and will be there until Labor Day. After that she is set to play a Las Vegas, Nevada night club. **Stan Pat** is her manager, and the Jolly Joyce Agency books the girl. Pat, by the way, is now presenting his r.&b. show over Station WTTM in Trenton, N. J., every night from 10 p.m. to midnight.

Bertice Reading, of the Groove label, is now being booked by the Gale Agency. . . . **Aladdin Records** has released an r.&b. version of the Gillette razor commercial, "Look Sharp, Be Sharp," with the **Maxwell Davis** combo. One record of the tune has been issued in the pop field by the Boston Pops ork already, and this is the first r.&b. version. The Aladdin disk will be in distributor hands next week. In case anyone has forgotten, it was the r.&b. versions of "Dragnet" about a year ago that sparked the eventual pop hits.

R & B Territorial Best Sellers

For survey week ending July 21

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.

City	Record
Atlanta	1. Honey Love, Drifters, Atl.
	2. Sexy Ways, Midnighters, Fed.
	3. Just Make Love to Me, M. Waters, Cha.
	4. Shake, Rattle and Roll, J. Turner, Atl.
	5. Sh-Boom, Chords, Cat
	6. Work With Me Annie, Midnighters, Fed.
	7. I'm Slippin' In, Spiders, Imp.
	8. I've Got My Eyes on You, Clovers, Atl.
	9. Let's Walk, C. Brown, Ala.
	10. Little Mama, Clovers, Atl.
Balti.-Wash.	1. Work With Me Annie, Midnighters, Fed.
	2. Sexy Ways, Midnighters, Fed.
	3. Honey Love, Drifters, Atl.
	4. Sh-Boom, Chords, Cat
	5. What a Dream, Ruth Brown, Atl.
	6. Shake, Rattle and Roll, J. Turner, Atl.
Charlotte	1. Honey Love, Drifters, Atl.
	2. Shake, Rattle and Roll, J. Turner, Atl.
	3. Work With Me Annie, Midnighters, Fed.
	4. Sexy Ways, Midnighters, Fed.
	5. Sh-Boom, Chords, Cat
	6. I've Got My Eyes on You, Clovers, Atl.
	7. Don't Stop Dan, Checkers, Kng.
	8. So Let There Be Love, R. Hamilton, Epl.
Chicago	1. Work With Me Annie, Midnighters, Fed.
	2. Just Make Love to Me, M. Waters, Cha.
	3. Honey Love, Drifters, Atl.
	4. Sh-Boom, Chords, Cat
	5. Honey Honey, C. McPhatter, Atl.
Cincinnati	1. Honey Love, Drifters, Atl.
	2. Work With Me Annie, Midnighters, Fed.
	3. Sexy Ways, Midnighters, Fed.
	4. Shake, Rattle and Roll, J. Turner, Atl.
One More Chance . . . 58	Brown begs his girl for another chance to restore their romance. Side never gets off the ground, however. (Law, BMI)
LARRY EVANS	Patricia . . . 60 FABOR 2001—Evans is in love with a pretty girl who doesn't belong to him. There isn't much in this routine material to draw out Evans' talents, tho the ork backing him sometimes jumps in spite of everything. (Dandelion, BMI)
	I'll Follow You . . . 50 This material is a strange mixture of r.&b., c.&w. and pop elements. Little to worry about here. (Dandelion, BMI)
He Does It Again!	After "Walking the Board" GATEMOUTH BROWN comes up with the Spinalational OKIE DOKIE STOMP b/w DEPRESSION BLUES Peacock #1637
NEW RELEASE POP & R	"FIND SOME HEAT SOMEWHERE" "WHY" BY WHIPPOORWILLS R & B "PLEASE BE SURE" "NEITHER YOU NOR I ARE TO BLAME" JOHNNY CREAM "OCEAN OF PRAYER" "GOD CAN SET THE WORLD ON FIRE" SIMS BROTHERS DOOTONE RECORDS 9514 So. Central Ave. Los Angeles 2, Calif.
CHECKER #796	"YOU'RE MINE" BY Danny Overbea FLIP SIDE IS "ROAMIN' MAN" CHECKER RECORD CO. 4700 N. CANTON STREET, CHICAGO 12, ILL. Phone: 530-2025 & 6101
SLEEPER OF THE WEEK!	GONNA LEAVE YOU, BABY BY ROY MILTON #526 #526-45 Specialty records 8508 Sunset Blvd. Hollywood 46, Calif.
THE BIGGEST HIT OF THE YEAR!	"HONEY LOVE" THE DRIFTERS #1029 Atlantic RECORDING CORP. 224 WEST 54th STREET NEW YORK 19, N. Y.
Red Hot	SMILEY LEWIS "THAT CERTAIN DOOR" b/w "Can't Stop Loving You" #5296 Imperial Records 6425 Hollywood Blvd. Hollywood 28, Calif.
	SENSATIONAL! "YOU WERE MY LOVE" LUTHER BOND & His Emeralds Savoy #1131 SAVOY RECORD CO., INC. 58 Market St., Newark, N. J.

Reviews of New R & B Records

B. B. KING

Bye! Bye! Baby . . . 54
RPM 412—A Billboard "Spotlight" 7-24-54. (BMI)
When My Heart Beats Like a Hammer . . . 51
A Billboard "Spotlight" 7-24-54. (BMI)

BONNIE EVANS

Leave Your Love to Me . . . 50
LAMP 8003 — Thrush Bonnie Evans bows on the label with a sock reading of a new rhythm effort with a familiar blues melody. The girl can project and the tune is sold well with a real beat. Watch this one, it has possibilities. (Fisher)
Good Luck to You . . . 79
Here's another potent reading by the thrush, this time on a hefty ballad with a good story line. Bonnie Evans is a fine talent who could become a top thrush with exposure. She sells. Keep your eye on this girl. (Lamp)

CLARENCE SAMUELS

Crazy With the Heat . . . 77
LAMP 8004—Clarence Samuels bows on the label with a real shouting reading of a wild novelty item about a girl who has forsaken the quiet life. Samuels is in the Witherspoon shouting tradition. Boxes could use this item. (Lamp)
Life Don't Mean a Thing . . . 73
Same comment. (Lamp)

J. T. BROWN

Boogie Baby . . . 65
JOB 1103—While this material can't boast much of a lyric, it does feature a solid beat. (Law, BMI)

Folk Talent and Tunes

Continued from page 44

with **Leon Payne** and **Bill Mack**. Show airs via WBAP there from the North Side Coliseum. . . . **Rex Allen** at Denver's Top of the Park, and has been inked for the annual exposition at San Francisco's Cow Palace, October 29-November 7. . . . **Bob and Wanda Wolfe** have completed a tour of New York and New Jersey and are set for two weeks in Omaha, Neb. . . . **Carl Stuart** drew heavy crowds at the Wolfeboro Casino, Wolfeboro, N. H., and at the Lone Star Ranch, Nashua, N. H., last week. On July 11 he drew 10,000 payees at Lake Compounce, Bristol, Conn., a record for that spot. . . . **Smiley Burnette** will play a special date for patients at the Veterans' Hospital, Dwight, Ill., during his booking there at the Blackstone Theater. . . . **Jimmy Littlejohn** has just returned to Dallas after visiting d.j.'s thruout 10 States plugging his first release on Columbia, "Tequila Mama" and "No Parkin' Here." . . . **Eddie Miller** touring thru the South and West. **Bill Carter**, Four-Star Records, is featured weekly on the "Hoffman Hayride" TV show via KPIX, San Francisco. . . . **Lon Backman**, WVOT, Wilson, N. C., returned from a trek to Norfolk and a visit with **Art Barrett** at his WCMS show.

Broadening Scope Of Chi Hi-Fi Show

CHICAGO, July 24.—The High Fidelity Show, operated by the International Sight and Sound Exposition, Inc., this year will take on an entirely new complexion at its showing to be held in the Palmer House here, September 30-October 2.

For the first time, distributors have been invited to the show, and as of this week, distributors

Cap to Supply Dealers With Demo Albums

HOLLYWOOD, July 24.—Capitol Records will henceforth supply disk dealers with albums to be used for demonstration purposes only, at a greatly reduced cost. Each album cover and record will be stamped "demonstration only," with all albums with the exception of full-length Cetra operas to be available to dealers on this basis.

Move is seen as an effort to aid dealers in combatting the problem of shopworn and unsalable merchandise. This problem in recent months has become even more acute at the dealer level, due to the fact that hi-fi enthusiasts insist on a brand new album, although they want to hear it before they buy it.

As in the case of Music City, large retail outlet here, some dealers have been setting aside their own "demonstration" albums and then giving their customers new or "safety sealed" merchandise. Latter practice has been found to be prohibitive to many small outlets.

Under the new program, dealers will be permitted to have two each of these sample albums, and can have more with the return of previous worn out copies.

Crestwood Intros Two Console Hi-Fi Tape Recorders

CHICAGO, July 24.—Two new high-fidelity console-model tape recorders have been introduced by Crestwood Recorders, a division of Daystrom Electric Corporation, Poughkeepsie, N. Y.

The new models, which are scheduled for delivery in late August, are designed for inclusion in the home as furniture pieces. According to the firm, the trend is away from luggage-styled pieces because the woman of the house is now influencing the purchase and its her taste for style that must be considered.

Both units, the 300 and the Hi Fi 400, are being offered in high-grade wood cabinets of walnut, mahogany and Korina blond. The 300 will retail at \$299.50 and the 400 will go for \$399.50. Prices west of Denver will be slightly higher. Both units have a frequency response of 30 to 13,000 cycles per second and contain extra-range dynamic speakers with a 10-watt amplified.

Woman's H. C.

Continued from page 20

4,250,000 itself, which means that at a conservative estimate the records could gross around \$30,000 each month.

With 24 sides a year assured, Edgar, Trinity and Towne should earn a sizable amount of royalties, even at Golden's regular publisher rate of a quarter of a cent. The first two tunes featured in the October issue will be "Willie the Billy Goat" by Cy Coben and "We're Off to the Little Red School House."

The sales arrangement on the Companion series is the brainchild of Ed Burton, who engineered the merchandising campaigns on "Frosty the Snow Man" and "Peter Cottontail" when he was with Hill & Range.

in 41 States have already accepted bids.

Also for the first time, record firms have decided to exhibit at the affair, with Capitol, Mercury, Westminster, London, Columbia, RCA Victor and Angel on the roster so far.

Exhibitor figures are way ahead of last year with more than two months remaining for registration in this category. In 1953 there were 90 exhibit rooms used by 72 manufacturers. Up until this week, 129 rooms have been reserved by 107 manufacturers. Last year's attendance figures showed 21,000 persons filing thru the turnstiles, and figures anticipated for this year point to a record breaking 30,000 or better. Exhibitors will include manufacturers from every phase of high fidelity, including phonographs, tape recorders, radios, television and component parts manufacturers.

An announcement by the show's management this week revealed that a 10 per cent hike in exhibit room prices will be absorbed by the management and will not be passed on to exhibitors.

Some of the phonograph manufacturers who will be exhibiting at the show include, Zenith, Admiral, Magnavox, Olympic, Mitchell, Philco, Columbia, Motorola, Hallicrafters, Capehart, RCA Victor and Webster-Chicago.

Magnavox to Accent Hi-Fi On New Sets

NEW YORK, July 24.—High fidelity will be a highlight feature of all the new radio, TV and phono models introduced by Magnavox here next week, at a showing to be held Monday thru Friday (26-30) at the Park Lane Hotel here.

The exhibition will feature a special demonstration of a new hi-fi table model TV set, along with four new console radio-phono-TV combinations, three radio-phono table models, and three radio-phono consoles. Of special interest will be a hi-fi console radio-phono model with facilities to attach a tape recorder, and two low-frequency speakers coupled to a high-frequency horn speaker.

The new radio-TV-phono models feature a four-speaker sound system utilizing two 12-inch hi-fi speakers and two five-inch high-frequency speakers. The table model radio-phonos have a two-speaker system (one 12-inch and one five-inch speaker) and range in price from \$99.50 to \$119.50.

The radio-phono consoles, priced up to \$350, feature a 14-tube AM-FM radio, a heavy duty turntable and a Piezo-Electric pianissimo pick-up.

Dealer Doings

By JUNE BUNDY

VOLUME UP

Record Supply, Sacramento, writes, "What we need most desperately is an awareness of quality in the low-priced phono field to be directed at the young (teen-age) record buyer—a phono or attachment where profit to dealers and distributors is not the most important angle, but the idea of getting more phonos in the hands of more people so that they will become steady record buyers. The cheap phono that we sell so many of does not keep people buying records. You can't sell a \$3 to \$6 LP to somebody whose machine has a three-inch speaker and a compromise needle. The example of this idea is the work we did with RCA's 45 attachment. We installed them free and literally sold thousands. These people are still buying records after three years." Carl Kitt, Reeves Music, Lebanon, Ore., reports, "By special attention to Billboard's picks and careful display we have increased our sacred sales by 300 per cent. If the local Decca distributor would give service comparable to Capitol and Victor, we would do better."

MORE ABOUT PUSHPOP

"Operation Pushpop really moved records off our shelves," says F. Buatta Music Shop, Staten Island, N. Y. "It should be a year-round operation." Similar sales results on "Operation Pushpop" were noted by Vermont Music, Barre, Vt. "However," they add, "our country and western labels account for quite a bit of our sales volume and we would welcome similar display material in this category. If 'Operation Pushpop' is going to be a successful venture for dealers, would not 'Co-Operation Classical' do something for our LP's and 45's? We have found that it is much easier to convince a classical customer to buy one \$5.95 LP than it is to try and sell a pop customer the equivalent (six and three quarters pop records)."

TRAFFIC MOVERS

Al Meyer, Town and Country Music, Westwood, N. J., is doing well with a co-op promotion on the local movie showing of "Three Coins in a Fountain." "We paid for co-op ads in return for theater passes," says Meyer. "We give out one pass with each copy of the Frank Sinatra record sold, and so far we've sold quite a few that wouldn't have been sold in the ordinary course of business."

Dolores Windham, H. L. Green, Jackson, Miss., has some constructive advice for record counters located in out-of-the-way corners of a store. "Our music counter," says Dolores, "is lo-

cated in the rear, and record buyers have to hunt for us. So we have an additional speaker in the front of the store, hooked directly to our demonstrator in the record department, and keep records playing constantly thruout store hours. We just couldn't do without our front speaker. For advertising, we use a local radio station that is not advertising any other music store; therefore we get the benefit of their requests from listeners who wish to purchase a record they hear on the air. We also furnish records for drive-in theaters to play during intermission. In return, the theater runs a series of slides crediting us with supplying the records and plugging the record counter before every show."

MILWAUKEE

Mercury Records has scheduled a flock of personal appearances at record shops here for Dick Contino during his local nitery date. His first p.a. was held at John Plimpton's Bay Music last Saturday morning. The autograph party, according to Plimpton, was the most successful ever held at his store, with crowds jamming the store for several hours. What's more, he adds, a surprising number of the fans actually purchased records.

Cap Maps Pop

Continued from page 20

playing Mussorgsky's famed "Pictures at an Exhibition," with the first printing of the pictures referred to included in the package. Other package merchandise includes Shostakovich's "Symphony No. 5," performed by the St. Louis Symphony; excerpts from Tchaikovsky's "Pathétique," by the Pittsburgh Symphony; Nathan Milstein's "Concerto in D Major," by Brahms, and excerpts from "Divertissement" and "Carnival of the Animals," with Felix Slatkin conducting.

Firm will release two complete operas in its Certa series in "La Traviata" and "Rigoletto," with additional EP's culled from both in its "Treasured Moments" line. On the pop level, Capitol will bow the first wax in its new Stan Kenton series tagged "Kenton Showcase" via two 10-inch albums. Other highlights include the first 12-inch LP by Jackie Gleason titled "Music, Martinis and Memories" and a 10-inch album by Frank Sinatra labeled "Swing Easy."

SELF-SERVICE IN FRANCE

Lion's Paris Shop Doubles Income With New System

By JUNE BUNDY

NEW YORK, July 24.—In any language self-service increases record sales, according to Jacques F. Lion, owner of the Sinfonia, one of the most important disk stores in Paris, France. Lion, who visited this country recently to obtain a first-hand view of the American record industry, says that he has doubled his business since had switched to self-service last March.

The Sinfonia has operated from its Champs-Élysées site for the last 25 years. More than 40 per cent of its current business is on American records, top U. S. favorites being Nat (King) Cole, Frankie Laine, Doris Day, Rosemary Clooney, Yma Sumac, Carmen Cavallaro and Jackie Gleason. Gleason's mood music albums are selling big strictly on their own merits, since Gleason himself is virtually unknown (as a comedian) in France. Capitol's "Can-Can," of course, also went big.

LP Introduction

Parisians are becoming more and more LP and 45 conscious, according to Lion, who has just set up a special LP department downstairs in his shop to accommodate this stepped-up market. In line with this, Lion took a

Webcor high fidelity phono back to Paris with him last month. As yet, France is not hi-fi-minded but Lion hopes to pioneer the hi-fi field there by introducing his quality-minded LP customers to it via special demonstrations at his shop.

The Sinfonia sells around 12,000 records a week, with U. S. LPs selling for almost double the amount they do here. A 10-inch LP sells for about \$6 and a 12-inch LP for \$9, while single 78's and 45's bring between \$1.25 and \$1.50 each. Since most products are scaled down to meet the lower-income standards in France, U. S. records are rapidly becoming a real luxury item abroad.

Radio, of course, is government-controlled in France, so Lion depends upon newspaper and movie theater promotion and advertising to push new records. He has an exclusive deal with 35 Paris movie houses which play his latest releases during intermissions and plug the Sinfonia each time.

Hallicrafters Bow 1st Taper

CHICAGO, July 24.—The Hallicrafters Company, Chicago, introduced a tape recorder for the first time in the firm's history in recognition of the instrument's rapid growth in the entertainment field. The unit was unveiled at a weekend sales meeting here.

Richard A. Graver, vice-president of the firm and director of marketing, said, "Tape, as a source of recorded music had been held back until recently, awaiting the development of a master recording machine which has now been perfected." With this step, he said, he could eventually foresee tape replacing records because they never wear out.

Features of the new model, 4TR 100, which will retail at \$179.95, include high fidelity response of 50 to 9,000 cycles per second at seven and one-half inches per second. A special safety device insures against erroneously erasing. Jacks are included for auxiliary speakers.

NBOA Meeting

Continued from page 20

tion is the supposedly confidential NBOA band report which is circulated among NBOA members each month. The report lists prices of bands, their conduct, the amount of business which the band did, and a general comment by the NBOA operator. Bookers and band leaders, who call the reports a self-created Frankenstein, claim some of the operators have not reported honestly. They say the operators have a tendency to grade prices lower than that which they actually pay for the bands which tends to create confusion as to the value of the attraction in the minds of other operators.

Since most of the bookers are able to get copies of the report one way or another, a lot of heat has been generated over them. The contention of bookers and band leaders is that they should be allowed to see what the operators report.

Waxers

Continued from page 21

of all time, only served to quicken the contract dangling and assure picture execs of certain box-office power. In retrospect, Fisher played the Grove at a hefty guarantee plus a percentage of cover charges.

The seldom talked about, motion pictures also give vent to the ham in all showbiz people—the payoff of seeing their names in lights.

Art Sullon, BMI, presents:

THE REVELAIRES
vocal quartette

ONLY THE ANGELS

KNOW

1001

b/w

DOWN BY THE WELL

The romantic style of

RUSS CARLYLE

SPANISH TOWN

1002

b/w

NICE KNOWING YOU

BURGUNDY RECORDS, Inc.

614 Donovan Bldg. Detroit, Mich.

CHECKER #796

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BY

Danny Overbea

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CHECKER RECORD CO.

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"DRUMS OF THE

SOUTH SEAS"

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MODEL

121

The Billboard Music Popularity Chart

PACKAGED RECORDS

Best Selling Popular Albums

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

MAGNIFICENT OBSESSION79
Movie soundtrack (1-12")
Decca DL 8678
Based on themes from Chopin, Beethoven and Johann Sebastian, Frank Skinner's sound-track score could hardly go wrong. However, most of its sales will stem directly from the audience appeal registered by the movie, which opens this month in key cities across the country. Decca is readying another all-out tie-up with Universal-International on the album—a la "The Glenn Miller Story"—which should also give it a nice sales boost. The album's cover—a striking, dramatic photo of the film's stars Jane Wyman and Rock Hudson—is another sales-plus.

NOEL COWARD FAVORITES78
Harry Arnold's Ork (10-12")
Mercury MG 25183
This listenable collection is a timely album, in that Noel Coward's latest biography, "Future Indefinite," hit the book stands this week and received excellent reviews. Promotional and display tie-ups on the album with local book stores should pay off in extra sales for dealers. Coward collectors, of course, will be interested, since the instrumentals include some of the multitalented artist's less familiar works, as well as such favorites as "Mad About the Boy" and "Zigeuner."

Jazz Records

PRESENTING RED NORVO80
(1 EP)
"X" Eva 10
There can be no doubt that the Red Norvo name is still a drawing card in jazz disk circles. But when he's fronting a big band playing Shorty Rogers arrangements and with such sidemen as Bud Shank, Mill Bernhart and Bob Cooper, the jazz customers should make a wild rush to the counters for the package. The recording, packaging and musicianship are all fine. Excellent jazz matter here.

KING OLIVER'S UPTOWN JAZZ77
(2-EP's)
"X" Eva 11-12
To many jazzmen, Louis Armstrong among them, King Oliver is still "king" even tho he has been dead for over 15 years. Oliver, as most jazz fanciers know, taught Armstrong much when Louis was a boy in New

Orleans, and it was in Oliver's ork that Louis made his big-time debut in 1922. On these waxings the king is heard when he was still playing with skill and power, on a series of waxings made in 1926. On most of the disks Oliver is featured soloist and the power and beauty of his work is still readily apparent on "West End Blues," "Frakish Light Blues," "Sweet Like This" and "New Orleans Shout." Some of the sides are made with Luis Russell's Ork, others with Oliver's own big band. Jazz fans will certainly want these rare vault copies from the RCA Victor files for their collection.

HARLEM IN THE 20's76
The Missourians (2-EP's)
"X" Eva 15-16
Back in the 1920's, from 1925 to 1926, The Missourians were the featured ork at New York's famous Cotton Club. The Missourians, all hailing from St. Louis, made the jump to the famed club after five years of playing vaudeville circuits and one-night stands thru the Midwest. The ork later was taken over by Cab Calloway. But the sides here feature the ork playing a rugged brand of Kansas City-type jazz, in the tradition of the Benny Moten crew. The band features a driving, pounding beat that still is loaded with excitement, sparked by the trumpet work of R. O. Dickerson. Jazz fans will want these EP's, taken from RCA Victor vaults for the label.

BIG BAND JAZZ OF THE 20'S75
Jean Goldkette & Ork (2 EP's)
"X" Eva 8-9
These EP packages issued by the label should attract a healthy clientele among the jazz collectors. The Goldkette recordings contained on these disks include such names as Heiderbecke, the Dorsey's, Lang, Trumbauer, Fud Livingston, Danny Polo, Vexati, Mouthouse, Volly DeFaut and others. The recordings date back to 1929 and have been dug out of the RCA Victor vaults—a lucky happenstance for the collectors.

Latin American

RIHAPSODY IN RHYTHM
Vols. 1, 2, 371
Geri Galian and His Caribbean Rhythm Boys (3-EP's)
"X" EXA-7, 8 and 9
Galian, a Latin pianist of more than usual competence sparkplugs this rhythm group in three well-programmed EP's. Besides traditional Latin tunes like "Malaguena," the ensemble has dressed up recent pop hits like "Ebb Tide" and "C'est Si Bon" and classics like Paderewski's "Minuet" and "Anitra's Dance" by Gric in Latin garb, all of them in imaginative arrangements and equipped with easy-going but compelling dance beats. Good commercial packages that will reward exposure.

Jazz Festival

Continued from page 22

with Bobby Hackett, Ralph Sutton, Bill Davison, Lou McGarrity, Pee Wee Russell and Lee Wiley; the Modern Jazz quartet with Milt Jackson, Kenny Clark, Percy Heath and Horace Silver; Dizzy Gillespie, the Lee Konitz Quartet, the Oscar Peterson Trio, the Gerry Mulligan Quartet, Ella Fitzgerald, the John Lewis Trio, and a final jam session featuring emcee Stan Kenton at the piano with many of the sidemen listed above.

On Sunday, the following held featured spots: Lester Young, Buck Clayton, Vic Dickenson and Jo Jones, Johnny Smith, the the George Shearing Quintet, the Gil Melle combo, the Teddy Wilson Trio, the Lennie Tristano combo, Billie Holiday and the Gene Krupa Trio.

Music as Written

Continued from page 22

23d year with his band and his birthday last week with a shindig at the Ambassador's Coconut Grove. . . . Frank Sinatra sliced three songs for his "Young at Heart" flicker with Doris Day at Warner Bros. . . . Peggy King, of Hunt's Tomato Sauce note, and more recently inked to a Columbia recording contract by Mitch Miller, joined the Jack McElroy show as a regular. . . . Spade Cooley's "Bubbling Over" premed on the Lawrence Welk show last week. . . . Approximately 5,000 music fans are expected to make the trip to Banning, Calif., in observance of Ben Hunter Day. . . . Film star Tony Curtis scheduled to wax a trace of sides for parent company Decca come August 4. . . . Matt Dennis will definitely make New York his home following his return from Gotham and a

LINER NOTES

B. IS HOROWITZ

The hi-fi crowd will have some new sets to try out on their fine extra-sensory equipment come the fall season. Both RCA Victor Records and Columbia Records are readying individual hi-fi sets, and are expected to release them in the fall. The Westminster and Capitol hi-fi sets, as most dealers know, have done mighty well to date and both Victor and Columbia hope to get a lot of activity on their forthcoming packages.

FUTURES
Angel Records has recorded "Norma" and the Verdi "Requiem" at La Scala. "Norma" was recorded with Maria Callas, Mario Filippeschi, Ebe Stignani, and Nicola Rossi-Lemini. The "Requiem" features as soloists Elizabeth Schwartzkopf, Oralia Dominguez, Giuseppe Di Stefano and Cesar Siepe. The work was recorded under the direction of Victor De Sabata, with the full chorus and orchestra of La Scala. The next Angel opera with La Scala will be "La Forza Dei Destino." . . . Westminster will release six new sets in August. They include a Ravel collection, Hindemuth's "String Trio Nos. 1 and 2," an album of flamenco singing, a continental set featuring Herbert Seiter and Dohnanyi's "Quartet in D Flat" and "Quintet for Piano and Strings." . . . Benida Records will bring out its first albums in the fall. These include an album with the Macy Singers, of Christmas carols, and an album featuring the Tito Martinez ork. The Macy Singers are employees of R. H. Macy's department store. Dewey Bergman, a.&r. head of Benida, will have his original composition "Horoscope in Music" played at a September concert of the Atlanta Pops Symphony. This work was recorded by RCA Victor a few years ago.

New Columbia CL Sets
Columbia Records will add a number of best-selling LP's to the \$3.95 CL series. They will do this by taking some of the fast-moving 10-inch pop platters, such as "Hollywood's Best" with Jo Stafford, and adding enough new songs to expand to a 12-inch disk. Then the newly expanded set will become part of the CL Series.

German Festival Opens
A full month of operas by Richard Wagner started this week when the annual Wagner Festival opened in Bayreuth, Germany, on Wednesday, July 21. The triple fanfare, traditional at the Wagner celebration, opened the festivities from the festival opera house balcony. The 30-day program opened with "Tannhauser" featuring Ramon Vinay in the title role. There were about 2,000 in attendance at the opera, with many visitors from foreign lands. Gary Kramer, of The Billboard's Music department, will visit the festival for two weeks, starting August 1.

Notations
Capitol Records is readying its big album guns for the fall season. Next week will see a new Frank Sinatra album, "Swing Easy." It contains eight swingy standards, and the singer is backed by the Nelson Riddle ork. The other key release is a new Jackie Gleason set, featuring the rotund comic back in his familiar groove, leading a sweet-stringed, lush ork playing soft, dreamy music. Set is "Music, Martinis and Memories," and it contains mood songs that ought to bring back memories to many even with only a few martinis. The Bobby Hackett trumpet is, of course, featured against the multi-fiddled ork. . . . RCA Victor tried an experiment at the Berkshire Music Festival in Tanglewood, Mass., this week. They placed on sale thru a local dealer advanced copies of Berlioz' "Damnation of Faust" with the Boston Symphony ork under Charles Munch, and 140 of them were moved in one day. Set will be available in September.

series of business conferences. . . . Rex Koury, ABC music director here, goes into the Coconut Grove August 25 for a 12-week stand, to be followed by the Harry James ork. . . . Moulin Rouge singer Joe Pryor joins Betty Hutton's act, with Chuck Stevens replacing him at the nitery. . . . David Rose checks in from Europe this week. . . . Mercury Records' Bobby Shad due here for recording sessions with Herb Geller and Maynard Ferguson.

Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to music's category or date of release, as determined by a survey of classical dealers in all key markets.

1. ROMBERG: STUDENT PRINCE—Lanza. RCA Victor LM 1837
2. DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini). RCA Victor LM 1778
3. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini). RCA Victor LM 1768
4. RACHMANINOFF: PIANO CONCERTO NO. 2—Rubenstein, NBC Symphony (Golschmann). RCA Victor 1005
5. TCHAIKOVSKY: THE NUTCRACKER SUITE—Minneapolis Symphony (Dorati). Mercury OL 2-101
6. ROMBERG: MANTOVANI PLAYS MUSIC OF ROMBERG—London LL 1631
7. BEETHOVEN: SYMPHONIES NOS. 5 and 8—NBC Symphony—(Toscanini). RCA Victor 1575
8. PUCCINI: TOSCA—Callas, La Scala Orchestra (de Sabata). Angel 3508
9. STRAVINSKY: LE SACRE DE PRINTEMPS—Minneapolis Symphony (Dorati). Mercury 50030
10. STRAVINSKY: FIREBIRD SUITE; MOUSSORGSKY: PICTURES AT AN EXHIBITION—Philadelphia Orchestra (Ormandy). Columbia ML 4700
11. BEETHOVEN: SYMPHONIES NOS. 1 and 9—NBC Symphony (Toscanini). RCA Victor LM 6009
12. MY FAVORITES—Fritz Kreisler. RCA Victor LCT 1049
13. TCHAIKOVSKY: VIOLIN CONCERTO IN D MAJOR—Milstein, Chicago Symphony (Stock). Columbia ML 4053
14. RAVEL: BOLERO; MA MERE L'OYE—Boston Symphony (Koussevitsky). RCA Victor LM 1012
15. HOLST: THE PLANETS—Philharmonic Promenade Orchestra (Boult). Westminster 5235
16. REUBKE: SONATA ON 94th PSALM; LISZT: FANTASIA—Biggs. Columbia ML 4620
17. TWENTY-FIFTH ANNIVERSARY ALBUM—Boston Pops (Fiedler). RCA Victor LM 1790
18. KHACHATURIAN: VIOLIN CONCERTO—Oistrakh. Angel 35100
19. OFFENBACH: GAITE PARISIENE—Boston Pops (Fiedler). RCA Victor LM 1001
20. TCHAIKOVSKY: SWAN LAKE BALLET—St. Louis Symphony (Golschmann). RCA Victor LM 1003

Reviews of New C & W Records

Continued from page 44

others when you live in a house of glass. The material is handled capably by the singer. (Acuff-Rose, BMI)

FREDDIE HART
Caught at Last73
CAPITOL 2873—Hart's roaming heart has been captured and he prepares to give up drinking and gambling and to settle down. It's a cute piece of material and presented quite effectively. (Central, BMI)

It Just Don't Seem Like Home... 68
The singer's wife has left him and he pours out his lonely feelings here. This is a tear-jerker set to a slow, bouncy beat. (Golden West, BMI)

ROCKY BILL FORD
At My Expense71
4 STAR 6519—The singer is disillusioned with the girl he married, and spills out his woes here in no uncertain terms. Ford is a good singer, but needs less routine material. (4 Star, BMI)

Have I Overstayd My Welcome?... 67

Ford asks himself some disturbing questions here, as he speculates whether his girl still loves him. (4 Star, BMI)

ROD MORRIS
I'm Comin' Over Tonight70
CAPITOL 2880—A brightly paced rhythm ditty receives an effective vocal from the chanter here. (Hill & Range, BMI)

Change... 70
Morris turns in a sincere reading of a pretty weeper on this new release. Nice wax. (Hill & Range, BMI)

JIM HALL
Swami Mook Lak70
"X" 0038—A cute novelty about a Hindu dude with a catchy beat and tongue-in-cheek vocal. It's in the vein of recent tunes in the field, and could get spins. (Sheraton, BMI)

I'm Missin' My Heart... 62
A rather expressionless vocal job on a new weeper. Hall's style is better suited to rhythm tunes. (Sheraton, BMI)

Reviews of New Jazz Records

Continued from page 44

the ensemble. (National, ASCAP)

I'm Forever Blowing Bubbles... 75
Jackie Cain and Roy Kral weave a scat vocal into this modern arrangement of the oldie. Ventura and the group give this material a light, tongue-in-cheek reading. (Remick, ASCAP)

WOODY HERMAN ORK
Mambo the Most76
MARS 1006—Herman and his boys ride solidly thru this wild material. This is an unusually well constructed composition with some attractive modern sounds—and an electrifying beat. Good wax by the Herd.

Mambo the (U) Most... 75
Simply a continuation of the material on the flip, with Herman coming in for the final riff, sending the boys to a frenzied climax. Two solid sides.

COUNT BASIE
Right On73
CLEF 89126—The Basie crew kicks

up a storm with their usual ebullience on this colorful, brassy side. The beat is the Basie jump tempo with the Count at the keyboard setting the pace.

Cherry Point... 69
Basie comes thru with a quiet reading of this quiet, tasty Neal Hefti composition. The colors are restrained and perhaps a little old-fashioned, but sound good to the ear.

ILLINOIS JACQUET ORK
Heads73
CLEF 89121—Tho the material the group works with here is not especially outstanding, Jacquet and his men please with their sound cohesive ensemble work.

Little Jeff... 73
On this side Jacquet shares the honors with pianist Raymond Acra. Side swings.

Reviews of New Spiritual Records

Continued from page 44

Rock My Soul in the Bosom of Abraham... 74
Another traditional spiritual is handled well by the group. A first-class reading, done in the bouncy pace characteristic of the Jordanaires.

SKYLIGHT SINGERS
I'm Going Back Home76
LAMP 9001—A reverent, rhythmic spiritual with impressive vocal work by the group's lead bass. The Skylight Singers bow on the label in impressive fashion. (Lamp)

Thank You, Jesus... 72
A sincere vocal by the group on a sacred item with a fervent beat. (Lamp)

SONS OF THE SOUTH
Didn't It Rain Children75
EXCELLO 2040—One of those spiritual sides, in which the singers really let themselves go, expressing their joy uninhibitedly and without losing religious fervor. This side has a solid beat and excitement. (Excello, BMI)

In My Saviour's Care... 72
The lead singer, a powerful base of wide range tells of the great blessings that have come to him by giving himself to God. He builds up a compelling, dramatic picture with able backing from the rest of the group. Should do well in this market. (Excello, BMI)

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Can. Union Battles Flare Up Again

MONTREAL, July 24. — The smouldering battle between the American Guild of Variety Artists and the American Federation of Musicians burst into flame again last week. Walter M. Murdoch, head of the Canadian AFM carrying the torch.

All American agents received a circular letter warning them not to book any AGVA acts in Canada. " . . . from Victoria, B.C., to Halifax, N. S. . . ." to work with any non-union bands under pain of getting their Canadian and their American AFM franchises revoked.

Agents were further warned and advised to pass the warning on to performers that any AGVA actor who performed in Canada with non-union bands would be liable to be placed on AFM's unfair list in the United States, as well as Canada.

Music Corporation of America, William Morris, the General Artists Corporation and the independents admitted themselves puzzled by the edict. Jack Irving, AGVA head, was out of town attending to his wife who had met with an accident. He was unavailable for comment.

Murdoch Note

Murdoch's circular letter said that any agent holding an AFM franchise who violated the ruling would be reported to the AFM international body (which rules United States as well as Canada), and action for revocation of the franchise might follow.

Actors, in turn, were faced with the threat that if they worked in Canada with non-union bands they would be placed on unfair lists in the United States as well as Canada.

The announced settlement between the Canadian National Exposition executives and AGVA, with the tacit approval of AFM, which would permit the grandstand show to play, was also thrown into the discard.

Early in June, after its Montreal convention, AGVA proposed an agreement with the Canadian AFM, whereby AGVA actors would work with union bands only, provided union bands would refuse to play for non-AGVA members. No reply was received, according to AGVA spokesmen.

Battle Start

The battle dates back some months ago when AGVA charged James C. Petrillo, AFM president, with violating a 1950 agreement, canceled it indicating a desire to discuss a new deal. Under the old agreement, qualifications of members of AFM and AGVA were to be clearly defined, with all jurisdictional problems to be settled by the top brass of both unions.

AGVA charged that various

AFM locals violated the agreement, and the international refused to intercede. Letters to Petrillo asking for meetings were ignored, said AGVA heads. The cancellation of the agreement followed.

The new Murdoch order places more than 1,000 small acts, getting up to \$500 a week, in jeopardy. Montreal with its approximately 500 small cafes uses American acts thruout the year. If the musicians working in these clubs refuse to play for them, the acts will be placed in an untenable position. If the clubs use non-union music, the acts may

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A ROSE BY ANY OTHER NAME?

NEW YORK, July 24.—Sam Jaffee and Zero Mostel were walking up Broadway when they were stopped by a group of autograph hunters.

"I saw you perform in Stockton, Calif. You were wonderful," said a gushing fan to Jaffee. "Will you please give me your autograph?"

"You saw me in California?" asked Jaffee who hadn't been West for years. "Yes, you were conducting a series of Wagner, Mr. Stokowski."

Jaffee did a double take and unhesitatingly signed "Leopold Stokowski." Then pointing to Mostel, Jaffee added, "and this is my concert master."

NEWS AT A GLANCE

Auditoriums May Put Accent on Vaude Acts

LONG BEACH, Calif., July 24.—Record crowds pulled by such acts as Liberace and Martin and Lewis in auditoriums thruout the nation has created a trend, and indications are that International Association of Auditorium Managers members will put additional emphasis on booking variety and vaudeville shows. The IAAM concluded a five-day business session here at the Lafayette Hotel Thursday (22).

Reports from the various members from all sections of the country show 1954 business to be on a par with that of 1953. The featuring of vaude shows, it was said,

could boost takes over last year. The selling point to be used by the auds is the larger capacities offered as opposed to night clubs.

SPENCER SCORES HIT IN OSLO THEATER . . .

OSLO, Norway — Kenneth Spencer, American singer, is scoring a smash hit at the Chat Noir Theater in a big vaude show, dubbed "Relax," which has been produced by B. M. Oppedal and is booked by the Lew & Leslie Grade office. Also clicking solidly is a screwball gagster from Copenhagen, Denmark, Albert Watson, who has been signed up for three months and holds down three spots on the show this month.

PALMER HOUSE WINS WITH GOBEL DATES . . .

CHICAGO — For the second year in a row, the Palmer House has hit the jackpot on a George Gobel booking.

Last year the house had Gobel booked at a set price when Gobel became a nationwide smash due to his performances on the "Saturday Night Revue." Altho he could demand a much higher figure elsewhere, Gobel not only had to play the Palmer House at the old figure, but he was also picked up for all the options.

This year he signed a contract with the house containing a 30-day clause which gave him an out

(Continued on page 51)

RAPE DAMAGES

Insurance Co. Held Liable For Inn Case

HARTFORD, Conn., July 24.—Do insurance policies cover restaurant or bar owners who serve intoxicating liquors to customers accused of committing rape shortly afterwards while drunk? In the first action of this type brought into Federal Court here, Judge Joseph Smith ruled in the affirmative.

The question was raised by the American Surety Company, New York, which had issued a Scheduled Owners, Landlords and Ten-

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VICTOR BORGE, THE ONE-MAN MINT

Standby Musicians, Idle Stagehands All Prosper on His Record Stand

By BILL SMITH

NEW YORK, July 24.—From an unknown piano player some years ago when he got his first break on a Rudy Vallee radio broadcast, Victor Borge has quietly climbed up until today he's probably the only actual one-man attraction who has made it at the box office in most major cities. He topped it with a stand at the Golden Theater setting a record for longevity in a Broadway house for this type show.

Borge opened at the Shubert house (700-seater) last October and proved his box-office value from the first night. Up to June 30, when Borge took a one-month vacation, he had grossed more than \$600,000, or an average of about \$19,000 a week for the 32 weeks. He goes back into the Golden August 2 for an indefinite stay. Silverstone and Rosenthal,

Borge's managers, and Music Corporation of America, his bookers, expect that the \$1,000,000 mark in grosses will be passed in February. Should that come to pass it will be a record for the Golden and for any one-man show playing a single Broadway house for that long a period.

That the Shuberts are aware of Borge's value was evidenced by the offer made to change the name to Borge Theater. Borge turned it down.

Borge's deal with the Shuberts calls for a \$13,000 weekly gross to hold the theater. In none of the 32 weeks was this figure even threatened. In May and June there were a couple of bad weeks while business was off all along Broadway. But even with the slump the pianist-comedian drew enough business to permit his taking out a good chunk for him-

self plus giving the Shuberts a good share of the profits.

Show Is Unique

Most one-man shows are that in name only. Liberace, the sensation of the year, works with his brother in the pit. Bea Lillie was a big hit with her show but she used intermission music. Maurice Chevalier was another sensation some years ago with his one-man show. But he, too, used music.

Borge uses music also, but he furnishes it with his own 10 fingers; this plus a sense of comedy that makes him a hot one-nighter attraction for class audiences. Ironically, despite the fact that Borge supplies all his own music, he pays four musicians \$750 a week. A union agreement calls for the Golden to use four men nightly whether they play or not. The show also pays 11 stagehands about \$1,000 weekly even tho the two sets are fixed.

The Golden maximum take is estimated at \$21,000. But with standees, particularly on week-ends, Borge has gone above that figure on various occasions.

During his month vacation Borge has a couple of one-nighters set. His most recent was July 15 at the Robin Hood Dell, outside of Philadelphia. According to concert promoters, Borge played for two and a half hours and broke every record playing to 28,000 people with more than 2,000 turned away.

Midwestern Big-Band Spots Going to Small Jazz Groups

Continued from page 20

the Streamliner and the Cloister. Both have been steady jazz spots with the Streamliner working on a \$1,000-a-week budget. A steady headliner at the Cloister Inn is Lurline Hunter.

Here's a rundown of what has happened to some of the other former name band spots. In Evansville, Ind., the Trocadero, a regular two-week spot on the band circuit, is now booking local combos and one-night attractions. The Rainbow Casino, Quincy, Ill.,

is now closed. Many of the Michigan and Indiana resorts are now staying close to local combos and one-night attractions.

The Flame, Duluth, Minn., has dropped to four and five-piece bands. The Happy Hour and the Niccolett, both in Duluth, have dropped out of the picture entirely. Muelbach's in Kansas City has closed the grill and is now only using trios and quartets. Mary's and the Play-Mor in Kansas City are also affected. Mary's is closed and the Play-Mor is operating locals a few days a week. Cincinnati, which used to have three spots, is down to an occasional name at Coney Island.

In Dayton, O., Lantz's Merry-Go-Round is closed. The Dayton Biltmore and the Van Cleve Hotel are both down to six and seven-piece bands. In Columbus, O., the Deshler Wallick, a former user of commercial bands, is now down to small groups and an occasional name.

The situation appears to be similar in other parts of the country with plenty of noise being voiced in favor of jazz from the many havens of hot music in New York (The Billboard, July 3).

Record companies have long been aware of this trend toward jazz as evidenced by the many recent issues of jazz albums. Several large recording firms have entered the field with jazz labels, including Mercury's EmArcy, RCA Victor's X and Groove. Jazz items have recently gathered more momentum on over-the-counter record sales with many outlets reporting these packages at 10 to 30 per cent over last year's figures.

All in all, a healthy outlook is being forecast by bookers, club owners and record firms for the jazz field. As long as prices for attractions remain at the present level or higher, the other two segments can rest assured of more club customers and more record buyers. At least, that is their formula.

"Show of Shows" is now with Mercury. Ditto Zero Mostel. . . . Facundo Rivero Quintet will tour 11 weeks in Europe with Xavier Cugat band.

Miguelito Valdes goes to Tropicana Club, Havana, August 18 for 10 weeks. . . . Julius La Rosa, for week of September 19, will be the attraction for the Eastern States Exposition, West Springfield, Mass. . . . If Julia, of Darvas and Julia, does a singing single, it will not be because the team is breaking up. Gal has taken vocal lessons, has a solid act and can sing. Reason is that team wants to be prepared for a Broadway show if one comes up. They'll be able to do their terp act and girl will also be able to sing. If gal works as a single her partner Nick Darvas will manage her.

Joan Brandon, hypnotic act, playing her first drive-in theater date, worked last Sunday in Oneonta, N. Y., at 4 p.m. giving her demonstration of mass hypnosis. Earlier that day same spot had church services. . . . Chet Howard and Ted Weems tune "I Got the Funniest Feeling" just recorded by M-G-M. . . . The Coltons are now working in Rome, Italy. . . . Sydney, Australia, police call most night clubs and ballrooms firetraps and

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ACTS AND ATTRACTIONS

Del Ray, a popular magician around Pittsburgh, is now doing cafes in the area. He's set for the Elmwood, Windsor, Ontario; goes then to the Skyway, Pittsburgh, and the Beverly Hills, Covington, Ky. . . . Nick Fredrics, New York Copa captain who turned "actor" to work with Dolores Hawkins in a short bit, asked Jules Podell, Copa op, for a new tuxedo. "The show is a GAC package," replied Podell. "Ask Buddy Howe (GAC veepee) to get it for you." . . . Diosa Costello package plus Georgie Kaye get the Copa starting August 26.

Jerry Rosen has become an executive veepee of Mercury Artists. . . . Office just signed Signe Hasso who is readying an act for cafes. Gal's now in summer stock. . . . Lou Capone is now handling the new bill at Brooklyn's Club Elegante. He's personal manager for Tommy Mara, Isobel Robins and Bernie Allen.

Vic Damone now being handled by Milt Ebbins. . . . Many comics who were in the \$5,000 and up class a few years ago are finding it tough getting jobs at one-fifth that figure. . . . Klein's Show Bar, Detroit, is going in for jazz units. It will change its name to Birdland Show Bar and up its budget. . . . Jack Russell ex-

The Marriage (Color TV)

Cast: Hume Cronyn, Jessica Tandy, Susan Strasburg, Malcolm Brodick, William Redfield, Mark Rydell, Margaret Feury, Diane Deering. Producer, Hume Cronyn. Director, Jack Garfein. Writer, Ernest Kinnoy. Sustaining.

(NBC-TV, 10-10:30 p.m., EDT, July 15.)

Some months ago this reporter paid tribute to the happily combined efforts of Hume Cronyn and his wife Jessica Tandy on radio. The team is newly continuing in the same pattern, a light family situation comedy series, on TV. They were fine on radio and they are just as fine visually. The real news about "The Marriage" program is that for the first time a dramatic series is being produced in color.

It may well be a smart notion as a bid for sponsorship. Color-wise, the camera work leaves nothing to be desired, and a prospective buyer can make an accurate advance evaluation of the property if he is TV color conscious.

However, in black and white or in color, "Marriage" is a real entertainment job. Its format again sparks the contretemps of an average American family: Papa mama, teen-age daughter and moppet son. It has all the warmth that the Cronyns brought to "The Fourposter" to make that comedy a stem legit smash hit a while back. Writer Ernest Kinnoy has a fine flair for an amusing line and an eye for a ridiculous situation. Director Jack Garfein gets the most out of the material supplied. It's a canny job all the way, right down to picking the right assists for its stars.

Currently, this reporter goes all-out for the performance of young Susan Strasburg as the teen-age romantic. Kinnoy has written her admirably, the kind of kid, with emotional growing pains, that you like to have around the house. Miss Strasburg is fine and so is William Redfield as her shy, high school suitor. Cronyn and Miss Tandy are top-drawer, as usual.

In sum, "Marriage" has the charm of complete naturalness. Its characters could come right out of the house next door. They are always amusing, but are never allowed to get off key for the sake of a gag. This is a seg that really ought to go places.

Bob Francis.

Teen-Age Trials (TV)

Moderator, Paul Pierce. Producer, Stanley Brady. Director, Marc Breslow. Sustaining.

(KNBH, Los Angeles, July 6, 7:30 p.m., PDT.)

"Teen-Age Trials" is an intelligent experiment in the difficult task of studying and attempting to solve the adolescent delinquency problem. It is so, for the bulk of the all too short half hour is turned over to teen-agers themselves who concern themselves, as Moderator Paul Pierce aptly put it, "with the placing on trial of the teen-age problem, not the teen-agers themselves." From this, it would appear, the youngsters most vitally concerned can realize a stature and dignity in the community that often is denied them.

Pierce, a personable, good looking chap, presides over a panel of four high school honor students, selected from among the various metropolitan area schools by their respective principals. Panel consists of two girls and two boys who give their opinions on teen-age problems presented in the form of letters from viewers of their same age bracket. An "on camera" guest or guests, their identities hidden by masks, are a principal feature. And one adult authority in the field serves as a fifth panelist whose comments are withheld until after the juvenile panel has been heard.

On show caught, the second in the series, Judge Elmer D. Doyle of the Los Angeles Domestic Relations Superior Court, was the adult panelist. The letter problems ranged from whether a student should quit school to marry, to whether a teen-ager should continue to date a boy who had served time in jail. The studio guests with a problem—a girl and her mother—were concerned about a reconciliation between the girl and her teen-age husband.

Without exception, the youngsters on the panel displayed remarkable understanding and ap-

proached each problem with keen insight and appreciation for the social, family and legal rules of conduct. Their decisions were clear, firm, yet compassionate. And with little exception their adult member was in agreement. Throughout this, Moderator Pierce comments only when necessary to keep the discussion going smoothly.

In this city, acutely aware of its juvenile delinquency problem, "Teen-Age Trials" is another noble experiment to awaken the citizenry to the fact that its youth is—or does not necessarily have to be—another "lost generation."

Ed Velarde.

What's in a Word? (TV)

Moderator, Clifton Fadiman. Panel: Faye Emerson, Audrey Meadows, Mike Wallace and Jim Moran. Producer, Peter Arnell. Director, Lamar Caselli. Sustaining.

(CBS-TV, 8-8:30 p.m., EDT, July 22.)

As summer filler, CBS-TV's new panel show, "What's in a Word?" is entirely acceptable. The program, conceived by Peter Arnell, uses word association as the basis of a guessing game its panelists play.

Contestants brought on to the show give the panelists word clues which can, in some way, be connected with the word that is flashed on the screen. For example, the first word was "meatball," and the players were told that it was "small" as the first clue.

If the panelists don't make progress, the hints are then broadened. A final part of each game is a rhyme which is made up to go along with each word. In all cases the rhyme was bad, as for example "Ivanhoe, scarecrow," and seemed dragged in needlessly. And because the rhyme is usually so forced, panelists come up with equally forced rhymes.

Good Clip

Moderator Clifton Fadiman and panelists Mike Wallace, Audrey Meadows, Faye Emerson and Jim Moran together kept the game moving along at a good clip. The word association aspect of each game was usually quite diverting, with Miss Meadows forging to the head of the class for some of her bright guesses. Moran and his beard were on conspicuous display, as were his relating of his professional eccentricities.

Leon Morse.

Gamble on Love (TV)

Cast: Denise Darcel. Various guests. Producer, Robert K. Adams. Director, Harry Coyle. Sustaining.

(Du Mont TV Network, 10:30-11 p.m., EDT, July 23.)

A new summer sustainer has a somewhat similar format to one currently on another net. Three couples are picked, married, engaged or on the way thereto. In this case they are asked certain questions, plus the spinning of a wheel of fortune, which determines what their answers are worth in prizes.

The grand prize for high score and answer to the "cupid question" is a mink coat. Other giveaways run anything from a trip to Mexico to a gas stove.

There is nothing particularly novel anywhere in the whole setup, nor is it either produced or directed engagingly. Denise Darcel, Gallic to the point of unintelligibility, stands behind a table with the various contestants, makes Parisianly with the eyes, propounds such questions as: "Who wase ze leetle caporal?" (Napoleon, obviously, even to a nitwit), "What Eengleesh statesman wase also called Deezy, lak Deezy Dean in American baseball, n'est-ce-pas?" (the guy answered Disraeli; ain't that something?). Anyway, the whole idea wouldn't be too good in English. With a French overlay, with La Darcel intent on selling La Daxel, it is considerably for the birds.

Bob Francis.

Gangbusters (TV Film)

Cast: Mike Healey, Don Harvey, Sam Edwards, Frank Gerstle, Frank Richards, Rusty Wescoatt, Robert Bice, William Justine, Ed Hinton, Mike Ragan, Bob Carson. Director, Bill Karn. Producers, William J. Faris, William H. Clothier. Created by Phillips H. Lord. Distributor, General Teleradio Film Division, 1440 Broadway, New York.

(Reviewed at special screening. Running time 30 minutes.)

The same degree of qualitative directing in evidence in many

top-flight feature films has been captured in the new batch of "Gangbusters" TV films, or at least in the one episode caught by this reviewer. There's a visual element in many of the shots, which are documentary and realistic in nature, that's not too often encountered in films made especially for TV.

Additionally, the acting jobs turned in all along the line are outstanding, adding immeasurably to the sense of realism engendered by the skillful use of the camera. It would not be amiss to state that from the looks of the episode caught, "Gangbusters" has the makings of a hot item.

The format of the new show has the police officer who's heading up the manhunt of the evening acting as narrator for the opening and closing of the show. The segment reviewed was one of three based on the criminal activities of John Omar Pinson.

Pinson's Break

Using narration over picture, the episode caught briefly outlined several of Pinson's escapes from prison. It then moved into the actual story—Pinson's latest escape with a prison companion and the police manhunt that was set up to snare the two desperados, both of whom are wounded by gunfire.

After eluding the police, Pinson tells his companion to get a shovel, and then promptly dies. The other convict buries Pinson in the woods and continues on his way. Sometime later, his jaw paining him considerably, he consults a doctor and discovers he is dying from cancer. The police catch up with him and he tells them of Pinson's death and burial. When they dig up Pinson's grave, the police discover that Pinson has disappeared. Thus the episode ends, leading into the next week's showing about Pinson's escape from the grave.

Loyal Characters

The no fault can be found with the film's story, directing or acting, it might be noted that both Pinson and his desperado friend somehow appear as rather sympathetic characters, human and loyal to each other. Pinson is another Willie Sutton. It is likely that viewers seeing this show would be prone to root for the escaped convicts rather than the police. On the other hand, the human light in which the two criminals are presented adds considerably to be realism of the film.

Jack Singer.

It Happened to You (Radio)

Cast: Jay Overholt, Mary Howard, Harry Hall, George Palmer, others. Producer-director, Charles Lammers. Writer, Rod Serling. Sustaining.

(NBC, 8-8:30 p.m., EDT, July 13.)

On the basis of the sample caught of this new half-hour series of original radio plays, a reporter can rate "It Happened to You" as no better and no worse than most similar undertakings.

Writer Rod Serling had an amusing notion which he titled "And Then Came Jones." The yarn had to do with a lad of that name who stood New York City on its ear by claiming title to about half the town via ancient family grants. The Supreme Court backed him up, too. However, it seems that he didn't do it for the money but just for the excitement of it, and when he is accused of faking up the claims he marries the gal reporter in the case and lets it go at that. The switch is that he tells her privately that his claims really are on the level.

This was quite a mouthful of yarn to get into a half-hour of telling, and as usual there were back apd forth jumps that made for some listening confusion. However, the script was competently read and its direction in general was well paced. A reporter would rate it as moderate summer air entertainment.

Bob Francis.

Strictly From Dixie (Radio)

Host, John Hicks. Guest, Eddie Condon. Writer, Arlene Wood. Director, Telly Savalas. Producer, George Vesco.

(ABC, 11:30-11:55 p.m., EDT, July 10.)

ABC, with its "Strictly From Dixie" stanza, is successfully solving one of the dilemmas that program planners constantly face—how to cater to the tastes of a specialized audience and yet keep a show interesting enough so that it appeals to a mass audience.

The "Dixie" show does it by

devoting a goodly share of its playing time to the most popular jazz recordings, thereby giving both the jazz enthusiasts and the average music listener little cause to complain. The segment caught, for instance, included such old standbys as "Way Down Yonder in New Orleans" and "When the Saints Come Marchin' In."

Format of the show has an interview-type gabfest with a well-known jazz personality coming off during the breaks between the music numbers. Eddie Condon was the gent interviewed on the episode caught.

Canned applause and crowd noises in the background are calculated to suggest that the show originates from a club and the interview from a ringside table. Unfortunately, however, the crowd recordings must have been selected hastily, because the "audience" sounds as if—in number and in spirit—it is witnessing a boxing bout rather than a jam session.

It's disconcerting and detracts from, rather than adds to, the aura of authenticity the producers are seeking. However, it ought to be a simple matter to straighten out.

Jack Singer.

Carmen Abel Show (Radio)

Cast: Carmen Abel. Producer, Lawrence Cohen. Accompanist, Evelyn Kling. Announcer, David Niles. Sustaining.

(WEVD, New York, 9:30-10 p.m., EDT, July 8.)

If a good singing voice is all it takes to make a good show, then this little stanza on WEVD would do really well. For Carmen Abel, a young lyric soprano, has all the vocal accoutrements necessary for enjoyable listening. Unfortunately, however, there's not enough production value in the show to make it anything more than a showcase for Miss Abel's voice.

To the extent that it does this, however, it succeeds admirably. She put across a varied program, ranging from Broadway show tunes to an operatic aria, in a manner that showed she really has talent. If there's anybody around looking for a good lyric soprano, capable of handling all sorts of vocal numbers, then he could probably do worse than to check up on this Abel gal. She's got talent.

Jack Singer.

Reunion '54

A new comedy by Justin Storm. Directed by Lee Bowman. Settings by Marvin Reiss after designs by William and Jean Eckart.

Cast list including Tom Helmore, Halls Stoddard, Carl White, Ana Clark, Parker McCormick, Ted Clark, James Hagerman, Lee Bowman, George Mathews, Frank Tramutola, Daniel Selznick, Drummond Erskine, William Hall, Wayne McIntyre, and Hart Sprager.

(Westport Country Playhouse, Westport, Conn., July 19.)

If the future producers of "Reunion '54" plan to take this one to Broadway, they'll need a massive rewrite. Justin Storm, who authored this comedy, has thrown in some amusing lines, even if the plot itself is pretty hard to swallow. Yet, it has the makings of a fairly amusing film, and picture rights, if it ever gets that far, aren't to be lightly shrugged off.

The plot has a former stock broker, now penniless, living with his wife in a leaky barn in Westport, trying to write a book on how to manage a fortune. All the couple have between them is \$6 which the budding author uses to buy a couple of raffle tickets for an old Winton car.

On the day of the couple's eviction for non-payment of rent, the author takes off for his Yale class reunion in striped prison costume called for by his class. Incidentally, he conveniently wins the ancient vehicle, solving his transportation problem.

Meanwhile, the lady in the case finds an old book of poems given her by a former swain, also a stock broker, now serving a sentence in Sing Sing, because he signed a financial statement without reading it. She sends the book off and the convicted ex-broker immediately breaks out of the pokey and comes to her. If there was implausibility before, it became sheer madness from there on.

Lee Bowman

Lee Bowman, who directed and played the escaping jail-bird stock broker, did all right as a

thesp. Tom Helmore, as the husband, was outstanding, and Halls Stoddard gave what plausibility there was to the fantastic plot.

In fact, every one of the actors did a good job, particularly Carl White as the bumbling sheriff. George Mathews, as the prison trustee sent after the escaping prisoner to coax him back because he was needed to pitch against Alcatraz, was also well cast.

The chief trouble wasn't in the casting but in the loose writing and trying to get the actors to believe some of their lines.

Bill Smith.

Radio City Music Hall, New York

Larry Griswold, Roberto De Vasconcellos and Erika, Marilyn Murphy, Milan Timotich, Nanci Crompton, Hal Norman.

(Reviewed July 22.)

The Hall's new stageshow has a vaude and circus interlude, both of which are sure-fire crowd pleasers. Larry Griswold's acrobowning via diving board and trampo are completely sock with the customers. Griswold has managed to figure a new approach to trampo salesmanship. His act is now running smoothly with laughs ticking like clockwork. The only trouble with the routine is that his antics on board and platform are so solid, that when he gets to trampo tricks, at which he is obviously top-notch, the results are a bit anticlimactic.

Fine also is Roberto De Vasconcellos' exhibit of horsemanship. With partner, Erika, he puts on one of the best dressage acts in the business.

However, Leon Leonidoff's surrounding show leaves a lot to be desired. For some reason best known to himself he has been inspired to do a Holland motif, and a Dutch background is a sad handicap for the dance patterns. As a result choreographer Margaret Sande is able to do little for the usually sumptuous corps de ballet, beyond some excellent commercial soloing by ballerina Nanci Crompton. The Rockettes, too, suffered considerably, since their precision stepping has to be gaited to a restricted Netherlands groove.

Songwise, there are usual competent contributions from Marilyn Murphy, Milan Timotich and Hal Norman, altho the chanting of The Lord's Prayer by the Glee Club seems more than somewhat out of taste in a show of this sort. Particularly as it follows on the heels of a comedy number.

Over-all, the production has color and is generally up to the M. H. standard of handsomeness. It seems to please the clientele. But it is woefully lacking in the imagination that has gone into many of its predecessors.

The pic is "Seven Brides for Seven Brothers."

Bob Francis.

Palace, New York

The Graysons, Bob Whalen, Benny Meroff, Gehrig and Weissmuller, Sibyl Bowan, the Helene Vernon Trio, Harris and Moreland, the Novellos, Jo Lombardi and his ork.

(Reviewed, July 23.)

This is one of Palace's banner weeks on booking. Over-all it's a better show than the house has unveiled in weeks, without a soft spot in the line-up.

Two of the acts are new to the house, but have been solid elsewhere. The opener spots the Graysons, man and fem acro team, who work smooth as silk. The act is close to perfection in balance timing and gets the bill off to a smash start.

Another house debut follows, via the chanting of Bob Whalen. The lad has a splendid lyric tenor set of pipes. The late Chauncy Olcott or John McCormick would likely give him a pat on the back for his way with a ballad. Whalen has superlative control and modulation, plus the good sense to lay off plugging Irish ditties at which he is obviously a knock-out. "Danny Boy" is his sole salute to Eire, and he leaves the customers asking more of same.

On the repeat agenda, the impersonations of Sibyl Bowan top the bill. Miss Bowan is a pro of the first water, and clicks accordingly. She offers half a dozen sharply etched vignettes, most of which are familiar, but never stale. Currently best, from this pew, are cartoons of Bea Lillie and Eleanor Roosevelt. Her Swedish nightingale is broadly

amusing, as usual, and for paths her fading pic star bit is a fine comedy pace-breaker. The lady, as always, is a real show woman.

Benny Meroff

Benny Meroff is back, assisted by his ultra-shapely spouse, with the routines he has been perfecting over the last three years. The act is becoming progressively solid. Meroff is an experimenter with gags and doesn't rest on his oars, while sticking to his overall pattern of the Ted Lewis impression, the hat bit, the trick instruments backed by mama's strip-tease and a duo finale comedy patter. In sum, it's another of this reporter's faves.

Likewise tops are the contributions of Gehrig and Weissmuller, fem and man terp team, and the Helene Vernon Trio, one of the really fine adagio combos on current exhibit. The former pack imagination into what could be just another ballroom act. Their work looks as the Agnes De Mille at some time or other has had them in hand on dance patterns.

La Vernon and her two male partners put adagio tosses and catches into the virtuoso class. Back, also, for a hefty click are Bud Harris and Mantan Moreland, one of the really smart comedy acts in the business. The duo continue their standard routine and, as usual, have the good sense to leave the pew-sitters asking for more. Fred and Herma Novello provide an excellent finish with their trapeze and ladder balance routines.

Pic. "Silver Lode." Bob Francis.

Felicia Sanders

Dr. Arthur Ellen, Stan Wilson, Rudy Kerpays and Al Piskonska backing, and Irving Joseph, accompanist for Miss Sanders.

(Black Orchid, Chicago, July 13.)

Maybe this reporter is a push-over for Felicia Sanders, but it appears that even tho she was rated high on her last performance here, this trip found her in even better voice and with more poise. Her singing took over the house completely. Her renditions are flawless and her delivery leaves nothing to be desired.

Included in her repertoire are "That Old Devil Moon," "That's the World I Lost," "I'm Gonna Love You" and "Speaking of Love." For an encore, she did her record hit, "Moulin Rouge." Her between songs patter is good and shows plenty of improvement over her last frame here.

Dr. Arthur Ellen, a hypnotic mentalist, got plenty of attention for his turn which highlights a brain-trust bit which astounds the seatholders. With the aid of a blackboard and clues from the seats he proceeded to recall all items mentioned and the number and sequence in which they were mentioned. His big hand was received for his "clinical" display of hypnosis. He claims to be able to stop people from smoking, biting nails, etc. From seven volunteers, he picks the most susceptible subject and proceeds to display his hypnotic powers. The subject responds to his every wish, making the show a highly entertaining turn. His only fault is his lack of speaking flair. His faltering delivery detracts heavily from the real value of the act. More concentration on his lines and less on convincing people he is a clinical hypnotist and this act will stand a much better chance.

Stan Wilson, a new balladist, performs his task well. He comes off much like Josh White, even to his looks, mannerisms and dress. However, in spite of that handicap, his voice is good and his delivery is fine. He did "Scarlet Ribbons," "Calypso," "John Henry," "Jerry" and his own tune, "The Rollin' Stone." Two recalls attest to his impression.

Steve Schickel.

Al Bernie

Dolores Hawkins, the Delta Rhythm Boys, Bob Warren, Kathy Collin, Ramona Lang, Jack Purcell, Michael Corso's band, Frank Marti's ork.

(Copacabana, New York, July 22.)

Al Bernie is the headliner, but he had a tough time against Dolores Hawkins who works ahead of him. Bernie's soft start, plus some new material, drew giggles from the bus parties (two side balconies were jammed with them), tho he didn't register with the regulars until midway in his act.

One of Bernie's gags was a beaut. "I've got a new pro, and already he's shown me how I can take nine strokes off my golf game—play one hole less." As Bernie warmed up he improved, finally walking off a hit with the tourists.

Dolores Hawkins has become so much better, she hardly resembles the kid singer who was looking for a break a few short years ago. She now works with assurance, heart and salesmanship like a big name headliner. If she ever comes up with a hit record, she won't have to worry how to work to audiences.

With her looks (and her chassis practically poured into a stunning yellow job), she's a cinch for the eyes. With the singing (she's only fair on ballads), she's easy on the ears.

Ups and Downs

The gal came on with a driving "Let's Get Away From It All" and immediately followed it with "Hernando's Hideaway," handling the castanets like a Latin. Her pace came down a little with "Nearness of You," almost losing them, but she got them back with an up tempo "I'd Do Most Anything," followed by the Jolson-esque "Rock-a-Bye."

Her topper was her latest Columbia recording, "Anything Can Happen Mombo," in which waiter-captain, Nick Fredrics, did a bit. He became the boy (he's a handsome young lad) resting up to Miss Hawkins as she sang the lyrics, and then they both did about eight bars of the mombo.

It was a wonderful bit; it got laughs and tremendous applause. Maybe the gal should carry Nick around with her on future jobs. After all waiter captains are seldom handsome. And her manager Don Seat, is hardly a doll.

Delta Rhythms

The Delta Rhythm Boys (four voices; one piano) showed wonderful voice blendings. But either first night jitters tightened them up or their routine needs a revamp. They were in and out too much, getting them on their rhythmic vocals and losing them on specials including their "Old Man River" and a parody on "Nothing Like a Dame." The former was meaningless; the latter has some delightful lyrics but not for them.

They were great on bounce tunes, semi-spirituals and some pops arranged for their voices. Their "Side by Side" is good but could be a rouser with a different arrangement. A Dixieland arrangement adding a clarinet for backing could tear the house down. Oddly enough the Delta lads were virtually show-stoppers in the upstairs room. On the show caught in the lounge they were on for almost 50 minutes and held them all the way.

Yes, the Copa has a fine show—no heavyweights in the marquee class, but solid, genuine entertainment.

The Doug Coudy productions, singers and dancers were hold-overs.

Bill Smith.

Dick Contino

Lou Math's band. (Jimmy Fazio's Supper Club, Milwaukee, July 16.)

Jimmy Fazio debuted his newly enlarged and remodeled Supper Club this weekend. The first act to play the expanded suburban bistro, accordionist Dick Contino, played to full houses for both shows, and, judging by audience reaction, his two-weeker will go a good way toward paying off the carpenters.

The face-lifting job of this spot has transformed it into a big (500 capacity) nitery, finer than anything north of Chicago.

Contino displayed potent showmanship thruout his stint, which ran over an hour. Handsome, flashy smiles coupled with his blazing technique thru items like "Gay Ranchero," "Saber Dance" and "Lady of Spain" won salvos of applause from his audience.

Fans Swoon

The entire performance had an air of excitement about it. When the perspiring Contino removed his coat and tie midway during the show, his fan club groups collectively swooned.

The listenable vocal job turned in by Contino was big surprise of the evening. He sang several Italian ditties and then "Wanted" to appreciative mitts.

Working to a genuine beg-off, Contino cleverly wrapped it up with a humble intro to his impressive final accordion offering, "Ave Maria," which was beautifully done.

Emcee chores were handled by the boss, Jimmy Fazio. A few more good one-liners and he could hit the "New Acts" section.

The show's backing job by the Lou Math five-piece ork was little short of sensational, considering the brief rehearsal time available before the show.

Benn Ollman.

Dave Barry

Ann McCormick, Johnny Black Trio. (Charley Foy's, Sherman Oaks, Calif., July 21.)

Dave Barry's back in town, and a welcome visit it is. A-veteran of local bistros, Barry's sock impressions, coupled with a riotous fable concerning poor entertainers, draws a heavy mitt. Tho a slow starter, it didn't take long for Barry to warm up. His closing bit, "Why don't they write a song called Dave?" was well delivered.

Ann McCormick (songs) is a show stopper (see New Acts). Johnny Black Trio backstops adequately.

Joel Friedman.

DRAMATIC & MUSICAL ROUTES

King And I (War Memorial) San Francisco. Power Pan (Curret) 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 Oinger (Harris) Chicago. Wonderful Town (Shubert) Chicago.

The Busketeers

Asta Lindelow, Jean Maric, Two Alvarez, Dos Dedios, Hans Kaufman and Aage Juhl Thomsen's band.

(National - Scala, Copenhagen, July 19.)

The Busketeers, a Swiss mouth-organ duo, are the smash hit of this bill. In either of their two appearances during the show they could chalk up a show-stop, but bow off after an encore. Their repertory consists of classics and pops, in both of which they are tops. A comedy bit, a la Spike Jones, is also good but brief. Outstanding are renderings of a medley of Gershwin tunes, "Donkey Serenade" and an Offenbach composition. These boys are big-time and swell showmen.

Also outstanding is a clever antipodist, Jean Maric, who not only is a good performer but uses striking, electric-lighted props which would be effective on video. Audience applauded every trick and sent him off to big hand.

Asta Lindelow, Swedish singer, is a fave here and her handling of Scandinavian songs is excellent. Hans Kaufman, pianist, doubling from the National-Scala Bar, does okay as relief for Thomsen's band, which cuts the show and plays for dancing.

Two Alvarez, nifty fem and male, offer good balancing stunts on double trapeze rigging but are not very funny in comedy gags. Dos Dedios also fail with overstressed souse routine. Male member is good in rubber-jointed falls, but act needs more polish and less rowdiness.

Ted Wolfram.

Herb Shriner

Lisa Kirk, the Marcellis, Garwood Van ork.

(Last Frontier Las Vegas, Nev., July 21.)

Returning to sell-out crowds this place hasn't enjoyed lately is the Indiana hayseed, Herb Shriner, who tries hard to be a latter-day Will Rogers but is too carefully homespun.

Shriner continues to draw largely thru his TV appeal, altho his material seems less funny than in the past. Several familiar gags are pure Indiana corn but they bring down the house, regardless.

For the musical fans, Lisa Kirk saves the night, accompanied by Buddy Pepper at the piano and in duet. Miss Kirk draws top applause with the likes of "They Can't Take That Away From Me"; "Hi Lilli, Hi Lo"; "Life Is Just a Bowl of Cherries," "Always True to You in My Fashion." "You're Just Too Wonderful," "If I Could Be With You," and a medley of old-timers delivered in a cute duster costume. The last of these is a clever duet with Pepper, who might well be given a bigger part of the act.

The Marcellis are capable tumblers billed as "fresh from France," and their routine is a welcome change from the over-worked stunts of fill-in acts of this type.

The Frontier Girls of the chorus line try and try, but they just don't have it, either choreography or what goes with it.

Ed Oncken.

Sam Levenson

Frances Langford (with The Fellas), Chuck Nelson, Sands, Ray Sinatra ork. (Sands Hotel, Las Vegas, Nev., July 20.)

This is the third and last seg of "Ziegfeld Follies," tho there's little if anything reminiscent of Ziggy or his shows here except the handle. But whatever the name, the fact is that Sam Levenson is a smash here. Even the boys, trying hard to make hard six in the outer room, take a rest to grab a listen when Levenson is on. The chubby ex-school teacher works for about 30 minutes, and if the applause is a barometer, he could stay on for another 30 minutes without tiring listeners. But with the activity in the casino, nobody does too much time here, or any other hotel on the Strip.

Levenson's humor is elemental as it is nostalgic and immediately identifiable with one's own childhood. Maybe the listeners didn't all have eight in the family, but the situations that Levenson describes so well, apply almost universally.

The touch of years adds to the nostalgia. Add to it a believable naiveite which was a part of childhood, plus gags which don't sound contrived, even tho they are, and the result is socko.

Frances Langford

Frances Langford and her new act, four guys she calls The Fellas, has come up with an act

NEW ACTS

ANN McCORMICK (songs), Charley Foy's, Sherman Oaks, Calif., July 21.

Thrush is a winner in every department. She's got poise, showmanship and knows how to sell a song to the hilt. Vocally, she eschews the pop ballads for the up-tempo standards, and could refrain from belting as much. Her stage presence is highlighted by especially expressive eyes. A natural for records, this gal is a must for the name circuit.

J. F.

that has plenty to see and hear. Miss Langford makes up much of the sight department with a well-conceived wardrobe. Her pipes are still caressing and wonderful to hear.

Much of the songalogue seemed over-arranged, but one special, "Pity the Poor Little Rich Girl," was easily the whipped cream on a very nice dish. In the bounce department it was such evergreens like "Blue Skies," "Chattanooga Choo Choo" that pulled juicy mitts. The four lads add vocal backing and probably give Miss Langford moral support. Basically, it is the gal who still wows 'em.

The "Venus" production number, a standout in the previous show, is still an eye-pinner. Chuck Nelson does a creditable job in the singing department in the "Venus" number, with the stacked Kim Smith making like the "Venus."

Dave Fleischman, backing Miss Langford on the piano, gave her a hefty assist. The Ray Sinatra band did its usual good job of cutting the show.

Bill Smith.

Dinah Washington

Slappy White. (The Oasis, Los Angeles, July 16.)

The dish of jazz this gal puts down is hard to top and should put mileage on the waiters during her run. Dinah skillfully bats 11 numbers in the space of 20 minutes, all of which are handled in shaded overtones that please.

Repertoire largely consists of her established disk material, and runs the gamut from "Such a Night" to "Foggy Day in London Town." There's rhythm on the pop side of the ledger, too, via "Cold, Cold Heart" and "Too Soon to Know." It's good blues all the way, sung as few can.

Bill is rounded out by the comedics of Slappy White and a six-man musical layout backstopping.

Joel Friedman.

Sophie Tucker

Ted Shapiro, Dick Stabile orchestra, Bobby Ramos rumba band. (Ciro's, Hollywood, July 21.)

A star-studded audience of show people, young and old, packed up to overflow as an expression of the regard held for Sophie Tucker in the buxom one's "golden jubilee" engagement opener, Hollywood style. It was Sophie's big night, good fun and humor prevailing. But before the hour's funfest was over, the spotlight was shared by others, while only momentarily nonetheless as much or more enthusiastically.

Not once during the entire evening's festivities, however, was there any question but what Miss Tucker was the drawing card. Draw she did, not only in cover payers but in understandable enthusiastic response for her brand of bawdy entertaining. Here was the usual offering of tawdry talk-songs, some borscht circuit gambols and an overabundance of nostalgic absurdities, both in song and repartee, plus a liberal sprinkling of patriotic fever. But that's Miss Tucker, and that's what the people want to see and hear. And that's what the people got, take it or leave it, including a garishly red gown and headdress to match.

In her intro and liberally spaced thruout her stint, Miss Tucker traced her 50 years in show business. She did not neglect the young people, however, with at least one number devoted to the beginners, "Don't Despair, There'll Be a Brighter Day." But the major portion of her program consisted

(Continued on page 32)

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BURLESQUE BITS

By UNO

Tizza took time out from her Wine Bath and closing shows with the Prell Broadway carry and her pet shop on Coney Isle to attend the wedding of her son, Bobbie, to Ina Silverstein in Miami, recently. . . . The Casino, Toronto, opened July 15 with Charlene and her fans and an eight-girl chorus line. . . . Two Detroit burly theaters may be doomed as a result of extension of city plans for building of the Civic Center to take in three additional blocks. The Gayety, the only major burly house there operated by Arthur Clamage, is threatened, as is the smaller Em-press operated by Joseph Ellul. . . . Evonne, The Ooh-La-La-Girl, is the added attraction at the Club Nocturne, and Gung-Hai is back by popular demand at the Moulin Rouge, both New York nighteries, thru Trixie Rogers. . . . Nate Tash, concessionaire for over 20 years in burly houses for Oscar Markovich and now with the Berlo Vending Company at the Warner in Washington, writes from Atlantic City where he attended the Shriner's Convention as a member of Alma Temple of Washington. "Met all the folks from the Globe Theater including manager Jack Beck. Also talked

with Bennie (Wop) Moore, who recently returned from the Coast where, while making a pic with Abbott and Costello, he broke an arm. He is going back to make another film in October. Looks like a real romance between my daughter Sandra and Barry Ridley, son of Bob Ridley, singer at the Globe. . . . Ariana, recovered from injuries sustained in an accident on February 17 in Chicago, would like to hear from LaVesta Vesta Voorhees via P. O. Box 5765, Pittsburgh 8.

Gypsy Rose Lee is starring in "The Women," the Claire Boothe Luce comedy playing the summer theater circuit. . . . Harry Wald, operator of the World pix theater in St. Louis, returned last week from the Quality Pictures studio in Hollywood where he completed shooting a feature length burly pic, "Tiajuana After Midnight," produced in Mexico and Hollywood and starring Fita Ravell and Misty Ayers. Other talent includes an eight-girl line, several old-time favorites and a few acts entirely new to films. Assisting in the direction were Marie Connell and Phil Tucker. . . . Alberta Striker, eight-year-old daughter of Al Striker, made her TV debut July 18 on "Contest Carnival" program originating from WCAU-TV, Philadelphia, over CBS. In her act she did her dad's original contortion feats plus her own head stands with legs folded. . . . Gus August, Miami Beach booker, has placed Sheila (The Peeler) Ryan for a return date into the City Club, Miami, and Lucille Finley, who gave birth to a girl six weeks ago, into the Gaiety Club also in Miami. Another August booking is Ginger Lee in her 23d week at the Life Bar, Melena, Fla. . . . Renee Wilson, a front liner at the Hudson, Union City, N. J., during the winter, is a bally attraction on weekends over the summer at "Cavalcade of Variety" show on Coney Island. . . . Lynn York shares the principal spot with Camille, the previous feature at the Palace, Buffalo, where the rest of the cast includes Eddie Innes, Grace Reid, May Joyce, Sammy Price, Dick Dans and Jimmie Ferguson, vocalist. . . . Lili Ann replaced Tanya at the Havana Casino, and Irma, The Body, followed Diane Ross at the Casa Nova in Buffalo.

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BROADWAY SHOWLOG

Performances Thru July 24, 1954

DRAMAS

Table listing drama performances: Anniversary Waltz, Cameo Meeting Court, Martial, King of Hearts, Oh, Men! Oh, Women!, Sabrina Fair, Tea and Sympathy, The Seven-Year Itch, The Solid Gold Cadillac, The Teahouse of August Moon

MUSICALS

Table listing musical performances: Arabian Nights, By the Beautiful Sea, Can-Can, Carousel, Kismet, Paloma Game, The Golden Apple

RECESSING

Table listing recessing performances: John Murray Anderson's Almanac, Comedy in Music, Fifth Season

Rape Damages

Continued from page 48

ants Liability policy to Thomas and Mary Rodek who operate the Blue Plate Restaurant at Plainville, Conn.

A 16-year-old girl entered the restaurant on June 5, 1953, with a party of people. In a Superior Court suit, it is alleged that a man in the party, already intoxicated, was served additional intoxicating beverages. After the party left the restaurant, the girl charged she was raped by the drunken man. She has filed suit against the Rodeks. The suit has not yet gone to court.

The American Surety Company claimed its policy to the Rodeks does not cover rape off the premises resulting from intoxication.

In a memorandum of decision handed down last week, Judge J. Joseph Smith ruled against the insurance company. This means the firm will be liable for damages if the girl plaintiff wins her Superior Court suit.

ACTS AND ATTRACTIONS

Continued from page 48

have ordered major renovations or shutterings.

Peggy Taylor, currently at the Chase Hotel in St. Louis, opens at the Park Lane, Denver headlining for two weeks, on July 29. From there she goes into the Baker Hotel, Dallas for two frames beginning September 13. . . . Janet Brace, whose latest recording is "Popcorn for You," opens at the Chase, August 11, for two weeks. . . . Ann Southern opens at the Chez Paree, Chicago, on August 3, with Shekly Green and Sid Krofftt on the bill.

The last day of the session before hearing officer L. L. Broadwin. Earlier in the week witnesses were called for the AFM and their testimony indicated that members of the CBS musical group, the Modulators, took the stand Friday (23) and testified that they and others were definitely told by an AFM board that they were not allowed to join AFTRA.

SPEAKING OF LEGIT

Continued from page 48

man. No star or director has yet been set. . . . Gypsy Rose Lee, absent from Broadway since "The Naked Genius" (1943), is pondering a return. She is considering "Darling, Darling," the freely adapted farce which Anita Loos has contrived from the Barillet-Gredy 1950 Paris hit. Miss Lee has not yet signed, but a summer tryout is booked to start August 16 at the Westport (Conn.) Country Playhouse. . . . The report that Rodgers and Hammerstein were interested in acquiring the

Hellinger Theater from Anthony B. Farrell appears to have been the equivalent of the title of their next show, "Pipe Dream." O.H. 2d insists that the partners are neither interested in buying or booking the house for the show. "Pipe Dream" is set for the Majestic Theater as of next April. . . . "The Fifth Season" will not reopen at the Cort August 22 as skedded. Comedy will relight with Sunday mat September 5. Joseph Buloff, who played the lead role in the London edition, is a leading candidate to replace star Menasha Skulnik. . . . Tentative opening date for Mary Martin as "Peter Pan" is penciled for the week of September 20 at the Winter Garden. . . . Francis Sullivan has signed with Gilbert Miller for "Witness for the Prosecution." Rehearsals start November 1.

HOCUS-POCUS

By BILL SACHS

THE ROBERTS, Lucille and Eddie, will make their first trip to England late this summer. They will sail on the Liberte August 26 to begin an indefinite engagement at the Colony Club, London. Their nine-year-old daughter, Pat, will accompany them. Lucille and Eddie opened in Denver July 13 for a fortnight's stand, moving there from the Mount Royal Hotel, Montreal. . . . T. Donald Rowe, Stratford, Conn., was elected president of the Royal L. Vilas Assembly, Society of American Magicians, Bridgeport, Conn., at a recent meeting. Other officers elected were Fred Schwartzkopf, vice-president; W. C. Weber, secretary, and Stuart Dube, scribe. . . . Bob Nelson, of the Nelson Enterprises, Columbus, O., grabbed a neat piece of publicity in the July 6 issue of The Ohio State Journal, Columbus, in an article written by Jackson S. Elliott. In it Nelson was touted as one of the three members of the International Brotherhood of Magicians who received the 25-year-medal at the organization's recent convention in Louisville. Yarn also outlined Nelson's experiences as a magician and a magic dealer. An accompanying photo had Bob demonstrating the chopper illusion, with his assistant, Betty Michaels, as the victim. . . . Jack Ryan, our 14-year-old magic friend of Summit, Miss., is working part time this summer writing radio continuity at the ABC outlet in Summit. Young Jack also keeps busy with his magic in the Summit sector. . . . "Scrubboard" Roy Wallace, hillbilly magician, recently visited Renfro Valley at Mt. Vernon, Ky., to negotiate with John Lair, of Renfro Valley Enterprises, for placing his combination illusion and Side Show there on a permanent basis to entertain the overflow from Lair's barn-dance patronage. Wallace is still located at Greenwood, Ind., where he emcees and manages the White Cloud Jamboree there on Sunday nights. Wallace says he recently enjoyed a pleasant visit with Nardini and Nadyne, who stopped off in Greenwood for a few days' rest before going on to the recent International Brotherhood of Magicians' convention in Louisville.

CARLOS MIRANDA, of the comedy magic and dance team

of Marianne and Carlos Miranda, is recuperating in Hialeah, Fla., after undergoing a major operation for removal of an advanced tumor at Mount Sinai Hospital, Miami Beach, Fla., July 9. He is reported progressing satisfactorily. Friends may write to him at R.F.D. Box 281, Hialeah. . . . Marcus Block (The Great Marco) has set up a school of magic at his Rivington Street headquarters in New York. He is also keeping occupied with club dates in the area. . . . Al Flosso's recent appearance at Ak-Sar-Ben Coliseum, Omaha, went over like a house fire, judging from clippings from the dailies there. "Two veteran showmen, Al Flosso and Joe Termini," said one of the sheets, "proved between them that good basic theater never grows old. Both men earned more applause for their performances than the rest of the Ak-Sar-Ben membership show combined. Mr. Flosso, a sleight-of-hand artist, managed neatly to entertain spectators scattered thru the vast grandstand. Normally such an act requires close-in attention, but with the aid of two willing shills from the audience plus some fast patter the magician bridged the broad gap between him and the stage. . . . Lee Richards typescribes from Easton, Pa.: "Willard the Magician has been working on a full-scale magic and illusion show for clubs for the last two years, and plans to spring with it in the near future. Normally, he does a small club act with his wife. I've been hopping over to his place in Allentown, Pa., quite regularly in recent weeks to give him a hand. He recently took delivery on a new specially built aluminum-body truck, and things are shaping up nicely with the show. He is using the levitation, sawing a woman, fire and water (a spectacular thing wherein a girl is transformed from a cage of blazing fire to a tank of water on the other side of the stage), the triple trunk illusion, a big ghost cabinet and many others. He is also carrying his own portable stage, lights, curtains and backdrops. In fact, it's a theater on wheels. I will be with it. We will do two completely different hour-long shows in clubs each night."

Can. Union

Continued from page 48 will be faced with an AFM black-list in the United States.

Few Exceptions With the exception of spot bookings or expositions, few Canadian clubs or theaters use name acts. The Chez Paree, Montreal, and the Casino Theater, Toronto, use big name attractions when available. The Chez has recently changed owners and has indicated it will use musical acts. . . . The Casino Theater doesn't know what to do. Montreal's biggest cafe, Bellevue Casino, will remain unaffected for the time being, because its contract with its musicians runs until December. . . . AGVA people hinted they may declare all of Canada off limits for American acts if musicians aren't available. At the same time, the actor's union my start legal action against Murdoch to force him to change his stand.

The Associated Actors and Artists of America (Four A's) the parent union of AGVA, said, "the matter will have to go up before the executive board of the AFL. A peculiar situation exists there, however. The AFM has reps on the AFL board; the Four A's have none. Efforts made in the past to have the jurisdictional battle placed the AFL board by the Four A's have all been fruitless.

Indie Agents Individual agents who asked their names be kept secret said that they intend to book acts in Canada or any other place. One agent said, "We book them; what union they belong to is their own business." Murdoch has set up a Canadian auxiliary to his AFM for non-musical acts. AGVA acts are told to join this auxiliary and resign from AGVA. Efforts are now being made by top talent agencies to meet with Murdoch to iron out the difficulties.

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THE FINAL CURTAIN

BENEDICT—Claire.
actress known in private life as Mrs. Helena Benedict Callamors, wife of actor Jerome Callamors, July 18 in New York. She made her debut with her father, Lew Benedict, in the Boston Minstrels, later appearing in vaudeville on the Orpheum circuit. In 1913 she appeared with Walter Hampden in "Hamlet," playing later in "Clarence," "Hippolytus," "Romance," "Cearina," "Starlight," "Magda," "The Riddle: Woman" and "Kreutzer Sonata." She retired in 1930.

BERNHARD—Joseph.
65, motion picture company executive, July 13 in Mount Sinai Hospital, New York. A former real estate operator in Philadelphia, his ownership of several theaters there took him into the real estate department of Warner Brothers. He became general manager of WB Theaters and then vice-president of Warner Brothers, Inc. In 1942 he became an efficiency expert with the Navy Bureau of Yards and Docks, and after the war entered the field of motion picture production. With Milton Sperling, he founded United States Pictures, Inc.

In 1947 he became president of Film Classics but resigned the following year to head up the Cinecolor Corporation. He produced three films during recent years: "Journey Into Light," "Japanese War Bride," "Ruby Gentry." Since January of this year he had been consultant on management relations for the Stanley Warner Corporation. Survived by his widow and four sons.

BROYLES—Loretta V.,
50, wife of George E. Broyles, veteran concession operator, July 9 in Denver of a heart attack. For more than 14 years she worked with her husband at West Coast amusement parks and traveled with shows thruout the West and Rocky Mountain region. For the past several seasons she and her husband operated concessions at Long Beach and Balboa, Calif.

BURN—Alice,
92, widely known organist thruout Southern Connecticut July 12 in Bridgeport, Conn. Burial in Union Cemetery, Easton, Conn.

CARE—Ralph,
36, songwriter, July 22 in New York. (See Music department for details.)

CARTER—J. G.,
71, promoter of Rock City tourist attraction near Chattanooga, at his home July 21 after a long illness. (Details in Outdoor section.)

COHEN—Max,
58, a motion picture film distributor for more than 29 years, July 13 in Emergency Hospital, Washington. Five years ago he had established the Minerva Film Exchange there. Surviving are his widow, a son, a daughter, two brothers and a sister.

DUCASSE—Roger,
51, French composer, July 20 in Burdoux, France. In 1902 he won the Prix de Rome and in 1909 was appointed inspector of singing instruction in Paris schools, later being promoted to inspector general. Besides orchestral works, he wrote a four-act opera, "Cantegril," produced by the Opera Comique in 1931.

FIELDS—Sam,
38, film editor at Allied Artists, of a heart attack July 15 in Van Nuys, Calif. He was in the film industry since 1927. Survived by his widow, Verma; two sons, Kenneth and Richard, and a brother, Jackie, ex-welterweight boxing champion, Chicago.

Goldstein—Leonard,
51, motion picture producer, July 23 in Hollywood of cerebral hemorrhage. An exponent of the assembly line technique of film production, he made more than 100 low-budget pictures for several studios within the past six years. He was stricken while in conference with Spyros Skouras and Darryl F. Zanuck at 20th Century-Fox, where he was employed two years. Previously he had been with Universal-International, and before that was a booking agent. Among his productions were the "Francis the Mule" series, and the "Ma and Pa Kettle" series. Three brothers and two sisters survive.

MARRIAGES

FADDIS-GODOWSKY—
Ensign Charles Franklin Faddis and Sandra Gershin Godowsky, in Easton, Conn., July 18. She is a daughter of Leopold Godowsky, well known musician; granddaughter of Leopold Godowsky, the composer, and niece of Ira Gershin and the late George Gershin.

KEENAN-NERZ—
Albert Keenan and Josephine Nerz, recently in Chicago. She is daughter of Charles Badler, well known tab show musician and orchestra leader.

LORINCZ-JUNE—
Andrew R. Lorincz, musician, and Mrs. Ruth Lobell June recently in Bridgeport, Conn.

YOST-PESLAK—
Alan John Yost, orchestra leader at the Fireside Restaurant, Milford, Conn., and Wanda Peslak, pianist and entertainer, July 19 in Bridgeport, Conn.

BIRTHS

BAGLI—
A daughter, Elizabeth LaPorte, to Mr. and Mrs. Vince Bagli, July 11 in Baltimore. Father is sportscaster on Station WBAL, that city.

FINLEY—
A son to Mr. and Mrs. Larry Finley July 23 in Cedars of Lebanon Hospital, Los Angeles. Father is radio-TV deejay.

High Cost

now is carrying even a stronger torch than ever.

Should CBS move into film production, such producers as Desilu, which has "Our Miss Brooks" would be affected. And should ABC go into filming, Hal Roach and Desilu would be hurt. In most cases the big independents would be compelled to create and sell more film properties if they wished to keep their current plants going.

What the entrance of CBS and the other webs would do to accentuate the trend toward vid-film programming is anyone's guess. It has been believed in the past that the ultimate interests of the webs lie in keeping "much of their programming live. Whether this is equally true now that network film programs have won such strong acceptance is another question.

McCANN—J. J.,
former secretary of the St. Louis County Fair, Hibbing, Minn., and a member of the Minnesota State Fair board, July 29 at Hibbing. Funeral July 26 at Hibbing.

MONTGOMERY—Mrs. Gertrude Mellington,
former New York stage actress, July 29 in Los Angeles. She began her career in 1904 and played in several productions by the Placer Opera Company. Mrs. Montgomery retired in 1930.

FERKINSON—Ceel D.,
50, vaudeville and carnival trouper, suddenly July 21 in New York. He traveled with a number of road shows, including World of Today, and was a member of the Showmen's League of America. His widow, Anna, survives.

REED—Axel H.,
71, promoter of Rock City tourist attraction, Des Moines auditorium, president of the International Association of Auditorium Managers, and former manager of the Rochester (Minn.) Auditorium, July 21 in Rochester.

TOTTLE—Floyd Hamilton,
46, a saxophonist in the Ray Bloch orchestra, July 15 in Massapequa Park, N. Y. He was found dead in his car. His widow survives.

VARLEY—Ellis C.,
former Detroit musician, July 18 in Jacksonville, Fla. He was an organist and choir director. Survived by his widow, Dorothy, and a son, David. Burial in Akron, O.

P. Skinner Shifts To WHBL Post

MILWAUKEE, July 24.—Paul Skinner, member of the WTMJ and WTMJ-TV announcing staff for more than 12 years, resigned his post to take over the job of general manager of WHBL, Sheboygan, Wis. Skinner previously had been a band singer and general manager of stations in Marinette, Wis., and Dubuque, Ia. Skinner is replacing Ben Hovel at the Sheboygan station. Hovel is switching over to WKOW and WKOW-TV, Madison, Wis., where he will assume the general sales manager's post. Hovel will continue as vice-president of WHBL, Inc.

Garden Sports Sold

NEW YORK, July 24.—Robert Burns Cigars became the first advertiser to buy into the Madison Square Garden package for the 1954-55 season this week. It will sponsor one-quarter of the 69 sports events which are to be telecast over WPIX, here as usual.

Sophie Tucker

Continued from page 50

of old standbys—"Robert E. Lee," "Some of These Days" and "That Business Called Love." Her too frequent moments of nostalgia, she well received, were maudlin.

After three-quarters of an hour, Miss Tucker made her curtain speech, thanking her "wonderful friends," then introducing celebrities in the audience. Here it was that Jimmie Durante received an ovation for having given Sophie "my first big break." Suitable tributes followed to show business people ("including the disk jockeys"), the public and the press "without whom none of us could attain success."

Words of advice Sophie had for Betty Hutton, who joined the star for six minutes of just plain wonderful entertaining. The advice, Sophie said in music, was that "There'll Always Be a Red Hot Mama," because Miss Hutton will portray Sophie in a motion picture. Here was where the two romped, cavorted and exchanged bits that had the crowd yelling for more. Here are some samples; Miss Hutton, dancing around Miss Tucker, "I feel like a jaguar passing an oil truck." Sophie's retort: "Long after you've run out of gas, this old truck will still be delivering."

Miss Tucker: "Sophie, is it true you wear falsies?"
Miss Hutton: "When I start wearing falsies I'll have to start doing my act in the open fields."

At the conclusion, Miss Hutton received an ovation when Sophie asked the audience, "Did I make the right choice?" The audience thought she had, the some must have wondered, as did the reviewer, how some of Miss Tucker's choicest nifty entertainment pieces could be brought to the screen.

Ted Shapiro, Miss Tucker's associate at the piano for 33 years, had his fair share of the lime-light. The Dick Stabile ork gave its usual high caliber backing as well as for the dancing sessions. Alternating was Bobby Ramos rumba band which scored with a special lyric piece, "Sophie, the Last of the Red Hot Mambos."

Ed Velarde.

QUICK TAKES

Frank Bibas, who has been in charge of film production in McCann-Erickson's New York radio-TV department since 1951, is being transferred on August 15 to the Hollywood office of the agency. Bibas will supervise the production of all TV commercials which will be filmed on the West Coast.... Frances O'Brien, public relations and sales promotion director of Phil Davis Musical Enterprises, has moved to Goldswan Productions as public relations director and account exec.

Filming will begin this month on a new motion picture for the Sinclair Refining Company by the Atlas Film Corporation. Lou Marlowe will handle the color film.... Screen Gems has just purchased the first story by writer L. A. R. Wylie ever to be sold for television, "—And Son."

TV FILM PURCHASES

The CBS Film Division this week reported sales of "Amos 'n' Andy" to three markets. They are: WISH, Indianapolis, for Bennett Furniture; KTAG, Lake Charles, La., for United Gas, and WDSU, New Orleans, for Kirschman Furniture. "Gene Autry" was sold to WTOK, Meridian, Miss., to be sponsored by Brookshire Ice Cream, and to KELO, Sioux Falls, S. D.

Other CBS Film sales included: "Files of Jeffrey Jones" to WJBK, Detroit, for Household Finance, and to WMIN, St. Paul; "Art Linkletter and the Kids" to WDBO, Orlando, Fla., for Abco Aluminum; "Annie Oakley" to WCHS, Charleston, W. Va., and "Range Rider" to WMT, Cedar Rapids, Mich., for Peterson Baking.

"Badge 714," an NBC Film Division property, was sold to WFIE, Evansville, Ind.; KFSA, Fort Smith, Ark., and WBAL, Baltimore. Other NBC sales this past week included: "Captured" to WMUR, Manchester, N. H.; "Dangerous Assignment" to WMUR, Manchester, N. H.; "Hop-along Cassidy" in its one hour version, to WHBW, Washington; "Life of Riley" to KOTV, Tulsa, Okla., and to KSWO, Roswell, N. M.; "Victory at Sea" to WHO, Des Moines, Ia., and WBKB, Chicago.

Day's Tailor-D Clothing, Inc., of Tacoma, one of the largest trouser manufacturers in the West, has purchased "All American Game of the Week" for the Los Angeles and San Francisco markets to start the week of September 13-19. Series is a post-game football telecast, produced and distributed by Sportsvision, Inc., of San Francisco.

Study of Tele in Congress Continues

WASHINGTON, July 24.—A Senate rules subcommittee's hearings on whether congressional proceedings should be televised will go into their second month when the subcommittee hears from spokesmen of the television industry on August 4.

The committee expects to hear from Ralph W. Hardy, vice-president of the National Association of Radio and Television Broadcasters, and representatives of several networks during the industry session, and then hopes to wind up the hearings with testimony from Sen. Karl E. Mundt (R., S. D.) and Ray Jenkins, counsel for Mundt's subcommittee during the Army-McCarthy row, on August 11.

MCA-TV Into Sport Distrib With Tel Ra

NEW YORK, July 24.—MCA-TV made its first move into the field of sports film distribution this week with the acquisition of two sports TV newsreel series from Tel Ra Productions of Philadelphia. The shows are "Touchdown" and "Telesports Digest." Both of them, for the past several years, have been distributed on limited basis by Tel Ra itself.

The "Touchdown" package consists of 13 half-hour films, each of which covers the highlights of five top college football games of the week. TV stations receive each weekly film on the Tuesday following the Saturday on which the games are played. The first film shipment is scheduled to go out at the end of September.

The other new MCA half-hour sports property, "Telesports Digest," contains footage of recent weeks' sports events from all over the world. It is available on a year-round basis.

Talent Notes on Air and Screen

Max Liebman, producer of the new NBC spectaculars, has wrapped up the assembling of his production staff for his special, which opens September 12, starring Betty Hutton. The new writing staff will be Billy Friedberg, Fred Saidu and William Jacobson. Bill Hobin has been promoted to associate producer director, and Hal Janis will be the NBC supervisor.... De Newcombe, Brooklyn Dodger hurler, signed for a new sport series over WNJR, Newark, N. J. The only full-time operated Negro station in the New York metropolitan area.

John Doyle has been set for the juvenile role of the "Telltale Clue" show.... Renay Granville will do the Lily commercial for "Brighter Day"... Danny Kay and Sylvia Fine, vacationing in Hawaii, guested on "Today in Hollywood" with Betty Smyse on KGMB, Honolulu.... Arthur Fiedler, Boston Pops conductor, is emceeding his own half-hour weekly show on KEAR, San Francisco.

'STAR NIGHT' BIG IN DETROIT

CHICAGO, July 24.—First-night attendance of "Star Night" at Briggs Stadium, Detroit, was 45,000. No receipts have as yet been tabulated. Latest reports from Chicago indicate 80,000 to 100,000. Cleveland's outlook is for around 40,000.

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Park Owner Seeks Public Pyro Okay

SAN ANTONIO, Tex., July 24.—James E. Johnson, owner of Layland Park, has mailed the bird in a series of three letters seeking current opinions of San Antonians who signed a petition protesting issuance of a city fourth of July fireworks display permit to the park.

The letter said "thousands" of persons saw the display. It asked the petition signers if they "sincerely believe that this free and colorful display should be banned in order to satisfy a few who declare it should be eliminated because of some purely selfish or social reason." An answer card was attached to each letter.

The permit was issued to Johnson for the fireworks display. Another permit for a Labor Day fireworks display is hinging upon current public opinion and the letters are being sent by Johnson so that the petitioners may withdraw their petitions and objections to the fireworks display.

J. G. Carter Of Rock City Passes at 71

CHATTANOOGA, July 24.—J. G. Carter, one of the country's fabulous promoters who parlayed a stone pile into profitable Rock City, died at home Wednesday (21). He was 71 and had been in failing health for several months.

Property holder on Lookout Mountain for many years, Carter in the 20's opened his Tom Thumb Golf Course there, operating a game invented by his wife which has become popular today as miniature golf.

He converted a 10-acre region atop the height into a million-dollar enterprise, banking on lavish advertising schemes. Using his black-and-white format, Carter had barns, poles, homes, hill-sides and even buses thruout the South plastered with Rock City slogans.

It has been reported that Carter purchased Rock City-imprinted (Continued on page 61)

23 Exhibitors At Aud Confab

LONG BEACH, Calif., July 24.—Twenty-three exhibitors showed their wares to the convening membership at the 29th annual convention of the International Association of Auditorium Managers, here July 18-22.

Displays by suppliers and manufacturers of auditorium equipment were visited by members thruout the five-day session, and altho actual sales were light, both the exhibitors and aud managers indicated satisfaction with the '54 convention exhibits.

Represented with booth space at the Hotel Lafayette headquarters were: American Seating Co.; National School & Equipment Co.; Griggs Equipment Co.; North American Van Lines; Clapp & Poliak, Inc.; RCA Sound Systems; Chief Manufacturing Co.; Springer Paint Co.; United Exposition Service Co.; E. L. Bruce Co., Inc.; Finnell Floor Maintenance Systems; Easterday Supply Co.; Clarin Manufacturing Co.; M. E. Taylor & Son, Inc.; Brede, Inc.; American Decorating Co.; Mello Peanut Co.; Owens-Corning Fiberglas; Arena, Auditorium & Stadium Guide; Southwestern Decorators; Municipal Auditorium, Fort Worth, Tex.; Coca-Cola, and Sico, Inc.

Fem Hypno Pulls Crowds To Eldridge

ELMIRA, N. Y., July 24.—Eldridge Amusement Park pulled more than 35,000 people during the five days following July Fourth on the strength of hypnotist Joan Brandon's act.

The free attraction was an effective entertainer with Miss Brandon putting groups of spectators thru their paces on the stage as they imagined themselves eating watermelon, riding bucking broncos, driving racing automobiles, etc. Manager Oscar Bittler termed it one of Eldridge's greatest hot-weather weeks.

Shilling Lists Acts for Five Sports Shows

NEW YORK, July 24.—Partial booking of acts into three Campbell-Fairbanks sports shows was announced this week by agent Bill Shilling, as well as a full talent line-up at the Philadelphia Motorboat and Sportsmen's Show.

Shilling so far has Sandy the Seal, the Nissons, and the (5) Nova Scotia and French Canadian guides in the Campbell-Fairbanks shows in Boston, New York and Detroit. The Philadelphia event, next March 4-12 in Convention Hall, will have Bob O'Laughlin's retrievers, Bradford's sheep herding dogs, Ann Marsten Trio, archery; Tubby & Spatz, acro novelty; Annalee Crusey, fly and bait casting, and Mark Scala and Company, judo.

Six acts have been booked so far by the office into the next Toronto sports show, including Sharkey the Seal, Frank's retrievers, Jan Risko and Nina, plate balancing on pole; the Atomics, tumblers, and Joan Salvato, fly casting.

Billetti-Headed Firm Enters Display Field

TAMPA, July 24.—Eddie Billetti (Edward S. Habeler), of the Circus Supply & Hardware Company, recently became president of the company and announced its entry in the display field, specializing in mechanisms for animated displays, with the Cisco line of bubble-blowing machines and fluids as its leading items.

The company will continue to confine itself to supplying show business only. For the past three years it has produced all the floats, spec props, performers equipment, aluminum tent poles and midway fronts for the Side Show and ticket wagons on the Ringling-Barnum circus. It also developed the winch system for raising and lowering the Ringling big top and the show's rest room wagons.

Under construction currently are several stainless steel concession wagons for the Coastal Trading Company (Miller Bros.) and new all-steel chairs for the Ringling show. These chairs, in the development stage for the past nine months, are to be delivered to the show en route in a few weeks. They come in single, as well as multiple units, will work on inclined ramp-type grandstand as well as flat surfaces and are de-

Fire Damages Nissen Plant

CEDAR RAPIDS, Ia., July 24.—A fire of undetermined origin flashed thru the second floor of the Nissen Trampoline Company here Saturday (17). Owner George Nissen has been unable to estimate the loss but said it was partly covered by insurance. A large quantity of stock on the second floor was damaged.

SASKATOON EXHIBITION CHALKS UP NEW RECORDS

Grandstand, Betting, Midway Biz Hit Highs; Profit to Be Up 25%

SASKATOON, Sask., July 24.—The record-smashing Saskatoon Exhibition tonight closed its six-day run after setting new high marks in virtually every money-producing department.

As a result, Steve MacEachern, exhibition manager, estimated that profit would top that for last year's highly successful run by at least 25 per cent.

Grandstand 16%
Thru Friday (23), fifth day, grandstand receipts were 16 per cent higher than last year to the same point, pari-mutuel betting was up 18.7 per cent and, the actual attendance lagged by 5.2 per cent, gate receipts were up almost 90 per cent. The big jump in gate receipts stemmed from the 50-cent admission charge, double last year's fee. Midway business, moreover, was up substantially over last year. Thru

Thursday (22) rides and shows of the mighty Royal American Shows had climbed 11 per cent higher than for the first four days last year, and thumping attendance Friday jumped the increase further.

Single-Day Marks
Friday was a record-breaker on several counts. Attendance hit 29,395 to eclipse the previous single-day high of 27,595. Grandstand patronage totalled 20,386 persons, topping by 16.3 per cent the previous peak of 17,538. More cars were parked on the exhibition grounds than ever before, with the count showing 4,410 parked.

Judging by indications at noon today, figures for the closing day would boast attendance sufficiently high for the exhibition to wind up with a new gate high for the full run. MacEachern es-

timated that the final day's midway business would hike the Royal American ride and show gross to 20 per cent over last year.

The record-shattering run is particularly notable because the exhibition encountered light rains Tuesday and Wednesday and a heavy rain Thursday, Farmers' Day, traditionally a big one. Many of the farmers who could not or would not navigate the treacherous dirt roads late Thursday or early Friday because of the rains showed up today.

Introduction of tote machines was credited with hiking the pari-mutuel betting and spurring attendance. Canadian government price supports for wheat buoyed confidence of farmers and city folk alike and was also credited with being a factor in the exhibition's strong run. The government's price support announcement was made a few days before the exhibition opened.

For the Royal American Shows, the event here provided the third successive week of thumping business, Calgary's stampede and Edmonton's exhibition, played the previous two weeks, also having yielded bang-up business. All segments of the midway shared in the brisk spending here.

Grandstand attractions here were an Ernie Young revue at night and running horses with betting in the afternoon.

Heat, Storm Belts Mills At Pa. Town

CORRY, Pa., July 24.—Mills Bros' Circus ran into hard luck here Wednesday (14) when heat and a violent windstorm combined to hold the total crowds for two shows to less than 1,000. And to top it, the show's big top was threatened with damage by the big blow.

The temperature soared to 94 during the day, the highest recorded in Corry this year. As a result, less than 900 turned out for the performance.

Due to threatening weather the night show was started early but when winds of gale velocity blew up, the performance was shortened to 30 minutes with everything over by 8:30 p.m. The big top was dropped immediately after the tent was cleared of its 104 customers.

Stand was under Kiwanis Club auspices.

Packs Scores At Pittsburgh, Wheeling Okay

INDIANAPOLIS, July 24.—Tom Packs Circus, riding the crest of good business, moved here this week for a two-day stand under Police auspices and ran into a big advance sale. Cisco Kid and Pancho were featured attractions during the two-day run.

Shows' Pittsburgh stand, which wound up Saturday (17), was 10 per cent ahead of last year and show officials reported it topped all previous showings at the Steel City.

Wheeling, W. Va., played July 19-21, was hurt somewhat by rain on two days but in both cases the skies cleared in time for the performance. Business was on a par with that of last year, officials reported.

M. E. Thayer Picked To Head Aud Mgrs.

LONG BEACH, Calif., July 24.—Members of the International Association of Auditorium Managers, holding their 29th annual convention here, mourned the death of Axel Reed, 1953-'54 president; named Denver as the next meeting spot and elected a new slate of officers. The five-day business session with headquarters in the Lafayette Hotel ended Thursday (22).

Reed, who was manager of the Mayo Civic Auditorium in Rochester, Minn., died in that city Tuesday following an operation. He was scheduled to move soon to take charge of the multi-million dollar Veterans' Memorial Audi-

torium in Des Moines.

M. E. Thayer, manager of the International Amphitheater, in Chicago, and vice-president from the third district, was named president. Re-elected vice-president from their districts were James E. Walsh, Randalls Island, N. Y., three; Winifred E. Corey, manager, Leinhan's Music Hall, Buffalo, N. Y., two; William A. Coker, Municipal Auditorium, New Orleans, five; Emmett M. Rocco, Municipal Auditorium, Fort Worth, six, and Lindsley Lueddeke, Municipal Auditorium, Oakland, Calif., seven. Louis J. Gualdoni was named vice-president of the fourth district to succeed Thayer. Charles A. McElvray, Municipal Auditorium, Memphis, was again named secretary, for his 17th year.

The officials are ex officio members of the board of directors. Named to the directorate were Ed Paul, St. Paul, Minn., District 3; C. W. Van Lopik, Detroit, District 2; Fred H. McCallum, Birmingham, District 5, and Dee Fuller, Oklahoma City, District 6. Thayer serves as chairman of the group.

Pick Denver for '55
Denver was selected as the next convention city following a hotly contested fight that ended in the managers voting unanimously for (Continued on page 61)

TOP HONOR Aud Mgrs. Award Stark 1954 Trophy

LONG BEACH, Calif., July 24.—William B. Stark, manager of the Onondaga County War Memorial Auditorium, Syracuse, N. Y., was named "Auditorium Manager of 1954" Tuesday (20) at the 29th Annual Convention of the International Association of Auditorium Managers.

Stark was presented with a trophy at the second day's business session at the Pasadena (Calif.) Civic Auditorium, by C. W. Van Lopik, chairman of the promotion committee and manager of the Masonic Temple, Detroit. The competition, previously won by Don Myers of the Allen County Memorial Auditorium, Fort Wayne, Ind., was the second annual event of its kind for the group.

Following a luncheon, the membership spent a day sight-seeing in Los Angeles, which included a tour of Television City and the Hollywood Ice Capades Studios in Hollywood, cocktails at the Pan Pacific Auditorium and dinner at the Moulin Rouge.

Axel Reed Dies; New Aud Mgr. At Des Moines

ROCHESTER, Minn., July 24.—Axel H. Reed, 51, newly appointed general manager of the new Veterans' Memorial Auditorium, Des Moines, now under construction, died here Wednesday (21) at Methodist Hospital.

Reed had been scheduled to assume his post at Des Moines July 1 but had been ill of a heart ailment for the past three months. He underwent a gall bladder operation here July 18.

He had resigned as manager of the Mayo Civic Auditorium at Rochester to take the Des Moines post. He was the retiring president of the International Association of Auditorium Managers.

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Equipment

- * Rodeo Ride
- * Choo Choo Ride
- * Speed Boat Ride
- * Kiddie Auto Ride
- * Rocket Ride
- * Pony Cart Ride
- * Army Tank Ride
- * Miniature Trains
- * Kiddie Coasters
- * Shooting Galleries

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HEAVY 1954 BOOKING
10 Units, 80 Dates
For Dancing Waters

NEW YORK, July 24. — The mushrooming popularity of Dancing Waters, water spec which premed in this country on January 15, 1953, at Radio City Music Hall, has grown to where a total of 80 dates will be played this season at parks, fairs, exhibitions, expositions, on carnivals and with a touring variety show. The Harold Steinman-Sam Shayon promotion will have as many as 10 units in operation before long, it was reported.

Riverview Amusement Park in Chicago and Coney Island in Cincinnati currently are featuring units which will go on the road later in the season. Another touring unit will go out as a feature attraction in the promoters' Hippodrome show.

So far Dancing Waters has been shown at the Exposition & Home Show of Southern California in Los Angeles, Carter Barron Amphitheater in Washington, D. C., Philadelphia Inquirer Charities Show in Municipal Auditorium, San Diego County Fair in Del Mar, Calif., the Lions International Convention in Madison Square Garden, Rotary International Convention in Memorial Stadium, Seattle, and the Annual Rose Festival in Multnomah Stadium, Portland, Ore.

The spec is booked into the following spots: Ak-Sar-Ben Celebration, Omaha; All-Iowa Fair, Cedar Rapids; Wisconsin State Fair, Milwaukee; California State Fair, Sacramento; Michigan State Fair, Detroit; Los Angeles County Fair, Pomona; Eastern States Exposition, Springfield; Lumber Dealers' Exposition, Kingsbridge Armory, New York City; Texas State Fair, Dallas; Cheyenne (Wyo.) Round-Up; Missouri State Fair, Sedalia; Nebraska State Fair, Lincoln; Kansas State Fair, Hutchinson; New Mexico State Fair, Albuquerque; Oklahoma State Fair, Tulsa; Arizona State Fair, Phoenix.

On the carnival routes the spec will show with Conklin Shows at both the Canadian National Exhibition, Toronto, and the Western Canada Fair, London, Ont. It is playing the Royal American Shows' fair route in Memphis, St. Louis, Davenport, Ia.; Brandon, Canada; Calgary, Edmonton, Regina, St. Vital and Fort William, Canada; Superior, Wis.; St. Paul, Minn.; Topeka, Kan.; Oklahoma City, Little Rock, Jackson, Miss., and Shreveport, La.

With World of Mirth Shows at fairs in Bangor and Presque Isle, Me.; Ottawa, Burlington and Rutland, Vt.; Brockton, Mass.; Allentown, Pa.; Trenton, N. J.; Greens-

boro and Winston-Salem, N. C.; Columbia and Anderson, S. C., and Augusta and Savannah, Ga.

With Amusement Corporation of America at fairs in Chippewa Falls, Wis.; Springfield, Ill.; Des Moines, Ia.; Louisville, Ky.; Chattanooga, Tenn.; Laurel, Miss.; Birmingham, Ala., and Beaumont, Tex.

With Gooding Amusement Company at fairs in Atlanta, Ionia, Mich.; Berea, O.; Indianapolis, Knoxville and Nashville. In addition, there are five European locations where Dancing Waters is being shown this year.

TOUR SET

Hippodrome
To Preem at
Quebec Ex

NEW YORK, July 24.—Hippodrome of 1953 will entrain from Grand Central Station late next month to open a tour which gives indications so far of being a solid six months. First stop will be the Provincial Exhibition in Quebec, September 3-12, and producer Harold Steinman has laid the groundwork for a 25-week season, with the date furthest ahead being one for early February.

Steinman said the show will cost \$200,000 and have an operating out of \$30,000 weekly for expenses including travel and a 150-person payroll. He said last season's first attempt wound up well in the black as an auditorium-arena show.

The Skating Vanities portion of the variety show will go into rehearsal shortly in the County Center, White Plains, with company manager Merrill Steinman weeding out applicants for the roller skating posts. Nancy Lee Parker will star in this phase of Hippodrome.

Waters Again in Show
Dancing Waters will again be integrated into the show. It will be placed in the foreground of arenas played, with the show's principal sets placed at the arena ends. Surfacing for the production will be Hippodrome's portable flooring.

The show will be billed as "The Big Show, Second Edition of Hippodrome of 1955." It will feature Dancing Waters and the 13th Skating Vanities. Dancing Waters has had its routine changed to avoid repetition which would be noticeable at repeat dates. Besides Miss Parker, acts signed so far include Tony and Carolyn, adagio skating, and the Trio Olympiads, imported statue posing act.

With Harry Miller in charge of public relations, the show's publicity staff will be rounded out by George and Dee Poli, John Keller and Lon Hall. Transportation will be strictly by rail, with three baggage cars needed as well as sleepers.

The revived Hippodrome played six months last year, opening in Quebec in early September and giving its last show March 7 in Grand Rapids.

Circo Union
Plays Before
Good Turnouts

REYNOSA, Mexico, July 24.—Circo Union is drawing good crowds despite unsatisfactory economic conditions along the border. Cotton harvest is late and as a result, money is not in abundance.

Show opened here Friday (16) in competition with the Circo Jack Blunder but reported good business the early part of the stand. Org is scheduled to play one more border town, Villa Hermosa, before heading back for the interior.

Org featured a parade which included all the show personnel, around 100. Elephants, horses and lions and other animals participated and a 15-piece band provided the music. Show moves on show-owned trucks, big top seats approximately 4,000 and the performance runs slightly over two hours.

Jesus Fuentes is owner with Armando Lorca, general agent. Clown alley has Chorizo, Papito, Chalupin, Ricauter, Chayito, Pin Pon and Tono. Senor Ramiro works the lions and elephants; Maria Rose Fuentes, aerial; Beto Martinez, trapeze; Honos Gasca Brothers, unicycle; Manuel Fuentes, balancing and juggling; Tolin, balance and contortion; Dos Cobetes, tumbling. Show has two elephants, one being Charlie, formerly owned by Ben Davenport. Two lions, a pony act, a three horse Liberty act and several high school horses make up the balance of the animals.



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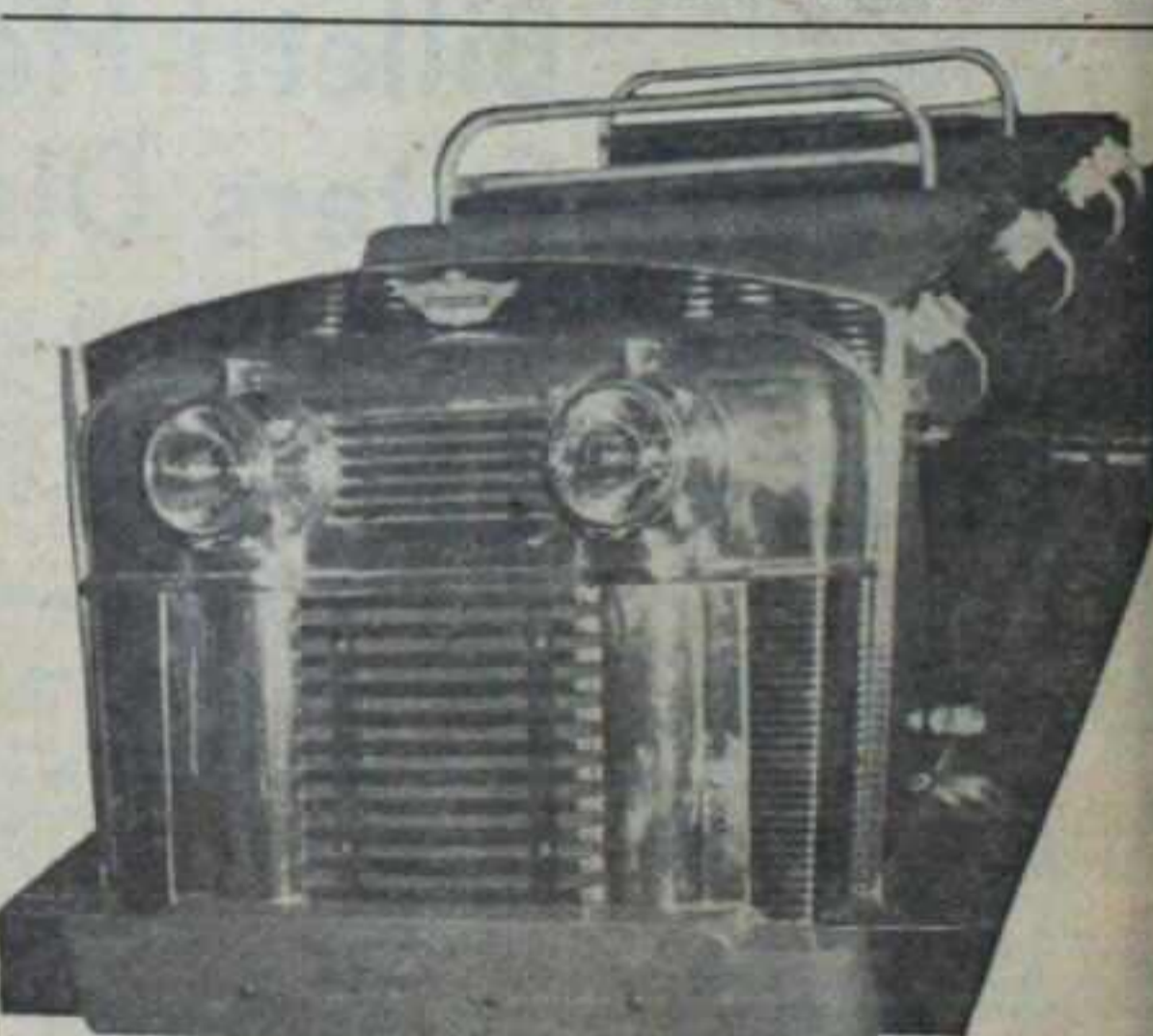
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Sarasota Fair
Abandons Track

SARASOTA, Fla., July 24.—Announcement was made that auto racing at the Sarasota County fairgrounds "has been stopped for good" by the fair association, following protests on the part of nearby home owners.

Directors of the Sarasota Junior Chamber of Commerce, which makes up the fair association, voted to abandon the race track, which was built at the fairgrounds on a lease basis several months ago.



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1954 Fair Dates

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Alabama

Adelphia-Covington Co. Fair Assn. Oct. 18-22. W. A. Reynolds.
 Andalusia-Caldwell Co. Fair Assn. Sept. 27-Oct. 1. A. B. Maxwell.
 Anniston-Limestone Co. Fair Assn. Sept. 8-11. Allen Bradley.
 Auburn-Alberta Fair Assn. Oct. 4-8. J. O. Lumpkin.
 Bienville-Etowah Co. Fair Assn. Oct. 4-8. James Walters.
 Birmingham-Alabama State Fair, Oct. 4-8. R. H. McIntosh.
 Sellersburg-Talladega Co. Fair Assn. Sept. 27-Oct. 1. J. D. Warren.
 Silas-Montgomery Co. Fair Assn. Oct. 11-16. L. J. Linsford.
 Tallapoosa-N. Alabama State Fair, Sept. 28-30. C. H. Jackson.
 Wetumpka-Cherokee Co. Fair Assn. Sept. 15-18 (Sun). Fred Smith.
 Wetumpka-Madison Co. Fair & Tann. Valley Expn., Sept. 27-Oct. 2. Marie Dickson.
 Jasper-Northwest Ala. Fair Assn. Sept. 27-Oct. 1. Christie W. Summers.
 Wetumpka-Crenshaw Co. Fair Assn., Nov. 1-4. W. J. Berk.
 Montgomery-South Alabama Fair, Oct. 18-23. William R. Lynn.
 Moulton-Lawrence Co. Agrl. Fair, Sept. 27-Oct. 1. J. P. Robertson.
 Opelika-East Ala. Fair, Oct. 28-30. Frank Chippper.
 Wetumpka-Jackson Co. Fair Assn., Oct. 4-8. J. P. James.
 Fry-Fair Co. Fair Assn. Oct. 18-23. James H. Newman.
 Tuscaloosa-Tuscaloosa Co. Fair Assn. Oct. 11-16. Mike Neasey.

Arizona

Belleville-Navajo Co. Fair, Sept. 10-12.
 Kingman-Mohave Co. Fair, Sept. 4-6. Harry B. Phillips.
 Phoenix-Arizona State Fair, Nov. 5-14. Geo. W. Blake.
 Yavapai-Yavapai Co. Fair Assn. Sept. 17-19. Allice Townsend.
 Tucson-Pima Co. Fair, Oct. 21-24. John D. Prakes.

Arkansas

Arkadelphia-Clark Co. Fair & Livestock Assn., Sept. 2-4. George B. Dews.
 Batesville-Independence Co. Fair & Livestock Assn., Sept. 15-18. Mrs. Bertie Gray.
 Benton-Saline Co. Fair Assn., Sept. 8-11. V. E. Floyd.
 Bentonville-Benton Co. Fair Assn., Sept. 16-17. Verlie Rose.
 Berryville-Carroll Co. Fair & Livestock Show, Sept. 8-11. Kathleen Simpson.
 Blytheville-N. E. Ark. Dist. Fair, Sept. 21-26. Robert H. Slaylock.
 Booneville-Logan (South) Co. Livestock Show & Fair, Sept. 16-18. John Holman.
 Camden-Ouachita Co. Fair & Livestock Show, Sept. 12-15. Bill Pryor.
 Carlisle-Lonoke Co. Fair & Livestock Show, Sept. 8-11. Ward Amaden.
 Clarksville-Johnson Co. Fair Assn., Sept. 20-25. Everett Stewart.
 Conway-Faulkner Co. Fair Assn., Sept. 29-Oct. 1. Jim Brewer.
 Crossett-Ashley Co. Fair & Livestock Show, Sept. 16-18. Ben Poesy.
 Danville-Yell Co. Free Fair Assn., Sept. 29-Oct. 2. J. E. Chambers.
 DeQueen-Sevier Co. Livestock Show & Fair Assn., Sept. 8-11. Mile B. Carroll Jr.
 De Witt-Arkansas Co. Fair, Oct. 11-16.
 El Dorado-Union Co. Livestock & Poultry Assn., Sept. 20-25. Guy O. Dunn.
 Fayetteville-Washington Co. Fair Assn., Sept. 21-24. John I. Smith.
 Foreman-Little River Co. Fair Assn., Sept. 16-18. Marlon Crank.
 Forrest City-St. Francis Co. Jr. Livestock Show Assn., Sept. 27-Oct. 1. Jack Porter.
 Fort Smith-Arkansas-Oklahoma Livestock Expn. & Free Fair, Sept. 26-Oct. 1. Pat Cudren.
 Glenwood-Pike Co. Fair Assn., Sept. 16-18. Robert Cassidy.
 Hamburg-Ashley Co. Fair Assn., Sept. 23-25. Ben Poesy.
 Hampton-Calhoun Co. Fair Assn., Sept. 23-25.
 Harrison-Poinsett Co. Agrl. Fair Assn., Sept. 27-Oct. 1. A. L. Waddell.
 Harrison-Boone Northwest Arkansas Dist. Fair, Sept. 23-25. Ruth Wilson.
 Heber Springs-Cleburne Co. Livestock Show, Sept. 23-25. T. T. Edwards.
 Hope-Third Dist. Livestock Show, Sept. 27-Oct. 1. Bob Shivers.
 Hot Springs-Carlisle Co. Fair Assn., Sept. 20-25. A. B. Jeffries.
 Hottelville-Madison Co. Fair Assn., Sept. 17-19. Ewell Boyd.
 Jonesboro-Craighead Co. Livestock Show Assn., Sept. 12-15. Norman Wimpy.
 Little Rock-Arkansas Livestock Show, Oct. 4-8. Clyde E. Byrd.
 Lonsdale-Lonoke Co. Fair, Sept. 8-11.
 Magnolia-Columbia Co. Fair & Livestock Show, Sept. 27-Oct. 1. Vrs Godley.
 Marine-Crittenden Co. Negro Fair, Sept. 13-18.
 Mayfield-Phillips Co. Fair Assn., Sept. 20-25. Ike Van Melt.
 McCrory-Woodruff Co. Fair Assn., Oct. 15-16. Jack Ingram.
 McGee-DeWitt Co. Fair, Sept. 20-25.
 Mena-Polk Co. Free Fair Assn., Sept. 16-18. W. W. St. John.
 Monticello-Drum Co. Livestock Show & Fair Assn., Sept. 28-Oct. 1. Jack Shelton.
 Morrilton-Conway Co. Fair Assn., Sept. 8-23. M. C. Jones.
 Mount Ida-Montgomery Co. Fair Assn., Sept. 23-25. Hudolph Bates.
 Mountain View-Stone Co. Free Fair Assn., Sept. 16-18. E. B. Watts.
 Mulberry-Crawford Co. Fair Assn., Sept. 23-25. C. D. Chastain.
 Nashville-Howard Co. Fair, Sept. 20-23. Jay Toland.
 Newport-Jackson Co. Fair & Livestock Show Assn., Sept. 27-Oct. 1. Mollie Minkie.
 Oark-Franklin Co. Fair Assn., Sept. 20-25. C. C. Wooten.
 Parksville-Greene Co. Fair Assn., Sept. 15-18. Donald Cox.
 Perryville-Perry Co. Fair & Livestock Assn., Sept. 20-25. Walter Paul.
 Piggott-Clay Co. Fair Assn., Aug. 28-30. Ira Hartness.
 Pine Bluff-South Arkansas Livestock Show, Sept. 20-23. George Heustan.
 Pocolinas-Randolph Co. Fair Assn., Sept. 8-11. A. C. DeClerk.
 Prescott-Nevada Co. Fair Assn., Sept. 23-24. Jada M. McGuire.
 Russellville-Pope Co. Fair Assn., Sept. 15-17. John V. Turner.
 Searcy-White Co. Fair Assn., Sept. 29-Oct. 2. Joe Melia.
 Blount-Lafayette Co. Fair & Livestock Show, Oct. 4-8. Don Nunn.
 Star City-Lincoln Co. Fair Assn., Sept. 17-19. C. E. Pich.
 Waldron-Scott Co. Fair Assn., Sept. 23-25. Mrs. Nuben Parker.
 Warren-South Arkansas Fair, Sept. 27-Oct. 1.

California

Anderson-Shasta Dist. Fair, Aug. 24-28. Joseph J. Speer.
 Antelope-Casta Co. Fair, July 28-Aug. 1. M. D. Sandberg.
 Auburn-Auburn Dist. Fair, Sept. 17-18. A. J. Chubbett.
 Bakerfield-Kern Co. Fair, Sept. 27-Oct. 1. William A. Struck.
 Bishop-Tri-Co. Fair, Sept. 1-4. Ralph C. Yelton.
 Bonaville-Mendocino Co. Fair & Apple Show, Sept. 24-28. M. J. June.
 Colusa-Yuba Co. Fair, Aug. 27-28. Roland J. Christensen.
 Cloverdale-Cloverdale Citrus Fair, Feb. 19-22. J. LeRoy Wehr.
 Crescent City-Del Norte Co. Fair, Aug. 20-22. L. W. McClure.
 Ferndale-Humboldt Co. Fair, July 30-Aug. 1. Dr. J. N. D. Hindley.
 Fresno-Fresno Dist. Fair, Oct. 1-18. T. A. Dodge.
 Grass Valley-17th Dist. Agricultural Assn., Aug. 26-28. Leyle E. Freeman.
 Gridley-Golden Feather Fair, Aug. 24-28. J. E. Whitaker.
 Hanford-Kings Co. Fair, Oct. 14-17. Jim King.
 Hayfork-Trinity Co. Fair, Aug. 28-31. J. D. Henry.
 Hemet-Farmers Fair of Riverside Co., Aug. 14-22. Harry Hofmann.
 Heildersheim-San Benito Co. Fair, Oct. 1-3. Thomas J. Medford.
 Imperial-California Mid-Winter Fair, Feb. 27-Mar. 7. D. V. Stewart.
 Lodi-Hiverside Co. Fair & Natl. Date Festival, Feb. 17-22. R. M. C. Fullenwider.
 Lancaster-Antelope Valley Fair & Alfalfa Festival, Sept. 8-12. A. G. Marguardt.
 Lakeport-49th Dist. Agricultural Assn., Sept. 3-8. P. P. Lewis.
 Lodi-Lodi Grape Festival & Natl. Wine Show, Sept. 17-19. C. S. Jackson.
 Los Angeles-48th Dist. Agricultural Assn., Great Western Livestock Show, Nov. 27-Dec. 1. A. M. Mathews.
 Madera-Madera Dist. Fair, Sept. 23-26. J. T. O'Shaughnessy.
 Mariposa-Mariposa Co. Fair, Sept. 4-8. Dale K. Campbell.
 McArthur-Inter-Mountain Fair of Shasta Co., Sept. 4-6. Mrs. Frances A. Gassaway.
 Merced-35th Dist. Agricultural Assn., Aug. 25-28. W. C. Wozberg.
 Monterey-Monterey Co. Fair, Aug. 24-29. George T. Wise.
 Napa-Napa Dist. Fair, Aug. 12-15. Lowell Edgington.
 Orland-Glenn Co. Fair, Sept. 15-18. R. E. Walker.
 Paso Robles-San Luis Obispo Co. Fair, Aug. 19-22. Lawrence W. Lewin.
 Petaluma-Fourth Dist. Fair, July 25-Aug. 1. Dolph Young.
 Placerville-EI Dorado Co. Fair, Sept. 16-19. Guy W. Davenport.
 Plymouth-Amaeor Co. Fair, Aug. 27-29. George Winkler.
 Poona-Los Angeles Co. Fair, Sept. 17-Oct. 1. B. C. Shepherd.
 Quincy-Plumas Co. Fair, Aug. 12-15. Tulsa E. Scott.
 Red Bluff-Tehama Co. Fair, Aug. 8-8. Joseph A. Soares.
 Sacramento-California State Fair and Expo., Sept. 2-12. E. P. Green.
 Santa Ana-Orange Co. Fair, Aug. 10-15. R. M. C. Fullenwider.
 San Francisco-Grand Natl. Livestock Expn. Oct. 29-Nov. 7. Nye Wilson.
 San Fernando (Northridge)-San Fernando Valley Fair, Sept. 2-8. Max P. Schonfeld.
 San Jose-Santa Clara Co. Fair, Sept. 13-18. Russell E. Pettit.
 San Mateo-San Mateo Co. Fair Assn., Aug. 6-14. William M. Wilson.
 Sonoma-Mother Lode Fair, Aug. 5-8. Cecil B. Mathews.
 Stockton-San Joaquin Co. Fair, Aug. 28-30. E. G. Vollman.
 Susanville-Lassen Co. Fair & Livestock Show, Aug. 17-22. A. A. Jensen.
 Tulare-Tulare Co. Fair, Sept. 21-26. A. J. Elliott.
 Tulare-Tulare-Butte Valley Fair, Sept. 8-16. William O. Whitaker.
 Turlock-Stanlaus Dist. Fair, Aug. 9-14. C. A. Rigbee.
 Ukiah-13th Dist. Fair, Aug. 15-22. P. F. Slipp.
 Ventura-Ventura Co. Fair, Oct. 6-10. L. E. Ver Husen.
 Victorville-San Bernardino Co. Fair, Aug. 25-28. Oren Robertson.
 Watsonville-Santa Cruz Co. Fair, Sept. 23-26. E. P. Johnson.
 Woodland-Yolo Co. Fair, Aug. 19-22. Stuart B. Walta.
 Yreka-Siskiyou Co. Fair, Aug. 27-29. Edward B. Mathews.
 Yuba City-Yuba-Sutter Fair, July 28-Aug. 1. Roy Welch.

Colorado

Akron-Washington Co. Fair & Rodeo, Aug. 13-14. Brandt Wentz.
 Brighton-Adams Co. Fair & Rodeo Assn., Aug. 13-15. Jim Green.
 Burlington-Kit Carson Co. Fair Assn., Aug. 12-14. Melvin D. Butterfield.
 Calhan-El Paso Co. Fair Assn., Aug. 20-22. Fred Wagner.
 Castle Rock-Douglas Co. Fair Assn. Sept. 16-12. Charles E. Kirk.
 Cheyenne Wells-Cheyenne Co. Fair and Rodeo, Sept. 3-4. Byron Hudson.
 Cortez-Montezuma Co. Fair Assn. Sept. 23-25. Fred Filastimmons.
 Eads-Kiowa Co. Free Fair, Sept. 8-11. T. T. Robinson.
 Fort Morgan-Morgan Co. Fair, Aug. 15-21. Hayden - Routt Co. Fair, Aug. 20-21. George A. Simmonson.
 Holyoke-Phillips Co. Fair, Aug. 19-21. Hotchkiss-Deila Co. Fair Assn. Sept. 7-18. Mark H. Clay.
 Hugo-Lincoln Co. Fair, Aug. 19-21.
 Julesburg-Sedgewick Co. Fair, Aug. 16-18. Klews-Ebert Co. Free Fair, Aug. 12-14. Mrs. Homer M. Jessup.
 Lamar-Southeast Colo. Livestock Assn., Aug. 21-22. Allan H. Pitt.
 Las Animas-Bent Co. Fair and Rodeo, Aug. 15-15. Robert Carter.
 Littleton-Arapahoe Co. Fair Assn. Aug. 12-14. Guy T. Owens.
 Longmont-Boulder Co. Fair & Rodeo Assn., Aug. 19-21. George Rottmeister.
 Loveland-Larimer Co. Fair & Rodeo Assn., Aug. 16-18. Denny D. Washington.
 Manitou-Spruce Co. Fair, Sept. 19-21. Lynn Burr.
 Meeker-Rio Blanca Co. Fair, Sept. 3-4. Jim White.
 Pagosa Springs-Archuleta Co. Fair & Rodeo Fair Assn. Sept. 4-5. Vernon Conforth.
 Pueblo-Colorado State Fair, Aug. 25-29. W. H. Kittle.
 Rocky Ford-Ark. Valley Fair Assn., Aug. 31-Sept. 3. Ted Chensuit.
 Sedgewick-Sedgewick Co. Fair, Aug. 16-18.
 Springfield-Haca Co. Fair Assn. Aug. 20-21. Chester R. Pichan.

Connecticut

Berlin-Berlin Orange Fair, Sept. 17-18. Mrs. Esther G. Lamb.
 Berlin-Berlin Fair, Oct. 1-1. Louis R. Goodrich.
 Berlin-Norfolk Fair, Oct. 1-2. William Popper.
 Bethel-Bethlehem Fair, Sept. 11-12. Miss Anne Smith.
 Brooklyn-Brooklyn Fair, Sept. 17-18. Mrs. Eleanor H. Struck.
 Chester-Chester Fair, Aug. 20-26. William G. Blaik.
 Danbury-Great Danbury Fair, Oct. 2-10. John W. Leahy.
 Durham-Middlesex Co. 4-H Fair Assn., Aug. 21-22. Gladys Kelsey.
 Durham-Durham Fair, Sept. 24-28. Robert White.
 East Hampton-Haddam Neck Fair Assn., Sept. 6. Leonard Seiden.
 Goshen-Goshen Fair, Sept. 4-6. Theodore C. Ellis.
 Guilford-Guilford Fair, Sept. 17-18. Marie E. Griswold.
 Harwinton-Harwinton Fair, Oct. 2-3. Merle Plasket.
 Hazardville-Union Agrl. Soc. Fair, Sept. 28-29. D. Everett Neizana.
 Lyme-Hamberg Fair, Aug. 21. Carolyn Conc.
 Madison-Future Farmers Fair, Sept. 11. John Deffe.
 Mansfield-Echo Grange Fair, Sept. 11. Fred Bonebrooks.
 Marlborough-Marlborough Grange Fair, Aug. 28. Mrs. Gladys E. Danouss.
 Meriden-Meriden Grange Fair, Sept. 17-18. Bertha B. Tinkham.
 Monroe-Fairfield Co. 4-H Fair, Aug. 20-21. Dorothy Berne.
 North Haven-North Haven Fair Assn., Sept. 9-12. Gertrude N. Miller.
 North Stonington-New London Co. 4-H Fair Assn. Sept. 3-4. Patricia Cushman.
 North Haven-New Haven Co. 4-H Club Fair, Aug. 13-14. Audrey Melbourne.
 Norwalk-Norwich Grange Fair, Sept. 1-4. Lucille P. Browning.
 Old Lyme-Old Lyme Co. Fair and Horse Show, Aug. 7. M. R. Sheffield.
 Orange-New Haven Co. 4-H Fair Assn., Aug. 13-14. Audrey Melbourne.
 Pachaug-Pachaug Grange Fair Assn., Sept. 11-12. Edward L. Thurston. Jewett City, Conn.
 Portland-Portland Agrl. Fair, Sept. 18-18. Karl S. Newsum.
 Riverton-Riverton Fair, Oct. 9-10. Grace D. Seymour.
 Rocky Hill-Rocky Hill Grange Fair, Sept. 10-11. Mrs. Dorothy B. Herrick.
 Rocky Hill-Rocky Hill Grange Fair, Sept. 10-11. Richard M. Griswold.
 South Glastonbury-Glastonbury Grange Fair, Oct. 9. Henry H. Anders.
 South Woodstock-Woodstock Fair, Sept. 4-8. Donald B. Williams.
 South Woodstock-Windham Co. 4-H Fair, Aug. 6-8. Lucille St. Martin.
 Southbury-Pomperaug Grange Fair, Aug. 6-7. Jerome Keech.
 Southington-Union Grange Fair, Sept. 10-11. J. M. Carley.

Delaware

Harrington-Kent & Sussex Co. Fair, July 24-26. T. B. Holloway.

Florida

Bonifay-Holmes Co. Fair, Nov. 1-4. Walter Willett.
 Crestview-Legion Harvest Fair, Inc. Oct. 4-9. H. A. Iberti King.
 De Funiak Springs-Walton Co. Fair Assn., Nov. 10-12. H. O. Harrison.
 East Palatka-Palm Beach Co. Fair & Youth Show, Nov. 9-13. H. E. Balby.
 Orlando-Central Florida Fair, Feb. 21-26. C. T. Rickard.
 Pensacola-Pensacola Interstate Fair, Oct. 18-24. J. E. Frenck.
 Quincy-Osborne Co. Tobacco Festival and Fair Assn., Oct. 16-16. Fred Brinkman.
 Tallahassee-North Florida Fair Assn. Oct. 24-28. Lloyd Rhodes.
 Tampa-Florida State Fair, Feb. 5-18. J. C. Hunkinson.

Georgia

Athens-Athens Agrl. Fair, Oct. 12. H. H. Williams.
 Atlanta-Southeastern Fair Assn., Sept. 26-Oct. 1. John W. Beay.
 Augusta-Exchange Club Fair, Oct. 25-28. T. W. Oshmore.
 Bainbridge-DeKalb Co. Fair Assn., Oct. 18-24. Tom E. Rich.
 Brunswick-Exchange Club Five-Co. Fair, Oct. 18-21. R. B. Henderson.
 Columbus-Chattahoochee Valley Expo., Oct. 11-14. Felix L. Jenkins.
 Conyers-Rockdale Co. Assn. Legion Fair, Sept. 27-Oct. 2. J. W. McCollum.
 Dalton-North Georgia Fair, Sept. 27-Oct. 7. Earl Scroggins.
 Dublin-Oconee Fair Assn. Oct. 25-28. O. N. Lewis.
 Elberton-Elberton Fair, Sept. 6-11. L. V. Haines.
 Griffin-Spaulding Co. Kwanza Fair Assn., Oct. 18-23. J. B. Brown.
 Habersham-Habersham Community Fair, Oct. 11-16. C. F. Surveys.
 Hartwell-Hart Co. Agrl. Fair, Sept. 27-Oct. 2. C. W. Campbell.
 Milledgeville-Georgia State Fair, Oct. 18-23. E. Ross Jordan.
 Manchester-Tal Co. Fair, Sept. 27-Oct. 2. Willy Griffith.
 Metzler-Candler Co. Fair Assn., Oct. 11-18. L. C. Anderson.
 Montezuma-Macon Co. Fair Assn. Inc. Oct. 11-16. Clarence H. Hair.

Idaho

Blackfoot-Eastern Idaho State Fair, Sept. 14-18. Mrs. Ruth Hartkopf.
 Boise-Western Idaho State Fair, Aug. 24-28.
 Burley-Cassia Co. Fair & Rodeo, Aug. 28-30. Truman Bradley.
 Emmett-Orem Co. Fair & Rodeo, Aug. 12-14.
 Filley-Twin Falls Co. Fair & Rodeo, Sept. 1-4.
 Gooding-Gooding Co. Fair & Rodeo, Aug. 18-21.
 Grace-Caribou Co. Fair, Aug. 27-28.
 Malad-Onetide Co. Fair, Sept. 2-4.
 New Plymouth-Payette Co. Fair, Aug. 18-21.
 Neperce-Lewis Co. Fair Assn., Sept. 22-23. Gordon Dalley.
 Parkville-N. Bonanza Co. Fair, Sept. 3-4.
 Preston-Franklin Co. Fair, Aug. 26-28.
 Hira-Jefferson Co. Fair, Sept. 3-4.
 Salmon-Lemhi Co. Fair, Sept. 9-11. Bernice & Banks.

Illinois

Albion-Edwards Co. Fair Assn., Aug. 9-13. Ley L. Throad.
 Aledo-Mercer Co. Fair Assn., July 27-30. C. O. Ford.
 Alton-Marshall Co. Fair Assn., Aug. 9-12. Earl Albert.
 Arthur-Moultrie-Douglas Co. Fair Assn., July 20-24. H. E. Hood.
 Belleville-St. Clair Co. Fair Assn., July 21-Aug. 1. George G. Peck.
 Belvidere-Belvidere Ill. Fair Assn., Aug. 13-15. Mrs. Frieda Spencer.
 Benton-Franklin Co. Fair Assn., July 26-30. Earl Doly.
 Bloomington-McLean Co. Fair Assn., Aug. 5-12. Roy Barclay.
 Bridgeport-Lawrence Co. Fair Assn., Aug. 23-27. Orver C. Gross.
 Cambridge-Henry Co. Fair Assn., Aug. 10-12. Mrs. Esther Werbach.
 Carlinville-Macoupin Co. Fair Assn., July 28-31. Mrs. Joe Tostberg.
 Carmi-White Co. Fair Assn., Aug. 16-20. Ben B. Berfield.
 Charleston-Coles Co. Fair Assn., Aug. 1-8. Robert Blackford.
 Cullom-Livingston Co. Fair Assn., Aug. 12-14. Everette Sandusky.
 Danville-Vermilion Co. Fair Assn., Aug. 1-4. Harv. Pearson.
 Decatur-Macon Co. Fair, July 29-31. Mrs. Bernard Donovan.
 DuQuoin-DuQuoin State Fair Assn., Aug. 29-Sept. 6. D. M. Hayes.
 Egin-Kane Co. Fair Assn., Aug. 4-7. A. H. Brant.
 Elizabeth-Community Fair Assn., Aug. 4-6. R. J. Starns.
 Fairbury-Livingston Co. Fair Assn., Aug. 24-26. Bob Masner.
 Farmer City-DeWitt Co. Fair Assn., Aug. 1-7. E. S. Wightman.
 Franklin-Groves-Lee Co. Fair Assn., Aug. 26-28. LaVerne Baker.
 Freeport-Stephenson Co. Fair Assn., Aug. 25-28. Roy Hefty.
 Georgetown-Georgetown Agrl. Fair Assn., Aug. 16-22. G. E. Blayney.
 Greenup-Cumberland Co. Fair Assn., Aug. 23-28. W. E. Freeman.
 Greenville-Bond Co. Fair Assn., Aug. 22-27. T. T. Dewey.
 Hampton-Rock Island Co. Fair Assn., Aug. 25-28. Wayne Peaster.
 Henry-Marshall-Putnam Co. Fair Assn., Aug. 31-Sept. 3. H. H. Mosier.
 Harrisburg-Galline Co. Fair Assn., Aug. 2-7. Hughie Walker.
 Highland-Madison Co. Fair Assn., Aug. 4-8. J. H. Wilson.
 Jacksonville-Morgan Co. Fair Assn., Aug. 3-5. William C. Cochran.
 Kankakee-Kankakee Fair Assn., Aug. 7-13. Roy H. Robinson.
 Knoxville-Knox Co. Fair Assn., Aug. 2-7. Ray Swanson.
 Lewistown-Pulaski Co. Fair Assn., July 27-31. Chester Boone.
 Lincoln-Legan Co. Fair Assn., Aug. 7-12. Wilbur E. Layman.
 Mason-Grundy Co. Agrl. Dist. Fair, Sept. 2-4. W. F. Carter.
 Marion-Williamson Co. Fair Assn., Aug. 9-14. Sam Dunaway.
 Marshall-Clark Co. Fair Assn., Aug. 6-13. Fred Hufington.
 Mason-Grundy Co. Fair Assn., Sept. 2-6. W. F. Carter.
 Melvin-Pond Co. Fair Assn., Sept. 8-11. G. D. Thompson.
 Mendon-Adams Co. Fair Assn., Aug. 7-11. I. M. Brumbach.
 Mendota-Tri-County Fair Assn., Sept. 4-6. E. A. Lerack.
 Milford-Iroquois Co. Fair Assn., Aug. 3-6. Kenneth T. Rickard.
 Milledgeville-Milledgeville Dairy Days & Fair, Aug. 16-17. Mrs. Esther Boyd.
 Monroe-Will Co. Fair Assn., Aug. 26-28. Jack Rooney.
 Morrison-Whiteside Co. Fair Assn., Aug. 18-21. V. M. Dearinger.
 Mount Carmel-Wabash Co. Fair Assn., July 25-31. H. Guy Pixley.
 Mount Sterling-Brown Co. Fair Assn., Aug. 3-6. T. O. Jackson.
 New Berlin-Sangamon Co. Fair Assn., July 28-31. Chas. Reimer.
 Nashville-Washington Co. Fair Assn., Aug. 16-20. Wilbur Smith.
 Oblong-Crawford Co. Fair Assn., Aug. 20-30. T. O. R. Price.
 Odel-Livingston Co. Fair Assn., Sept. 1-11. Frank Fairfield.
 Oregon-Ogle Co. Fair Assn., Sept. 3-6. E. D. Landers.
 Olney-Richland Co. Fair Assn., Aug. 3-6. Arel Preston.
 Okawville-Okawville Agrl. Fair Assn., Sept. 19-19. L. L. McDonald.
 Octavia-LaSalle Co. Jr. Fair Assn., Aug. 10-12. Kenneth Fleming.
 Pana-Christian Co. Fair Assn., Sept. 2-6. W. H. Ameling.
 Paris-Edgar Co. Fair Assn., July 28-31. Ora Rafferty.
 Peoria-Heart of Ill. Fair, July 27-Aug. 1. Bob Bartholomew.
 Peoria-Will Co. Fair Assn., Aug. 27-29. Robt. Lotte.
 Peralton-Winneshago Co. Fair Assn., Aug. 19-22. Wallace Belshaw.
 Petersburg-Menard Co. Fair Assn., Aug. 24-27. G. B. Watkins.

Indiana

Akron-Akron Agrl. Fair Assn., Sept. 14-18. Ivan Boylan.
 Alexandria-Madison Co. 4-H Assn., Aug. 18-23. Walter C. Haynes.
 Angola-Sieuben Co. Farm & Home Assn., Aug. 19-23. Roscoe Deller.
 Argos-Marshall Co. 4-H Fair Assn., Aug. 16-18. Otto H. Gates.
 Auburn-DeKalb Co. Free Fair Assn., Sept. 27-Oct. 2. Harry L. Province.
 Aurora-Aurora Farmers Fair Assn. Sept. 29-Oct. 2. Robert Evans.
 Hickory-Knox Co. Fair Assn., Aug. 10-14. Erwin Scott.
 Bloomington-Monroe Co. Fair Assn., Aug. 17-20. Justin Graves.
 Bluffton-Bluffton Free Street Fair & Agrl. Assn. Sept. 21-25. Robert O. Venta.
 Booneville-Big Booneville Fair Assn., Aug. 1-6. Albert Derr.
 Howell-Benton Co. Fair Assn., Aug. 24-28. Lendl Lowman.
 Bourbon-Bourbon Fair Assn., Sept. 14-18. Wayne Metheny.
 Brazil-Clay Co. 4-H Fair Assn., Aug. 17-20. R. D. McHarue.
 Brookville-Franklin Co. 4-H Fair, July 27-30. Mrs. Boyd Frita.
 Brownstown-Jackson Co. Free Fair Assn., Aug. 7-14. Richard Elliott.
 Cannelton-Ferry Co. 4-H Fair, Aug. 11-13. Hassel Oager.
 Centerville-Wayne Co. 4-H Fair, July 1-6. Mrs. Doris Cleveland.
 Columbia City-Whitley Co. 4-H Fair, Aug. 26-28. Rose C. Kerch.
 Connersville-Payette Co. Free Fair Assn., Aug. 15-20. G. Ross Dorsett.
 Converse-Miami Co. Agrl. Assn., Aug. 9-12. G. L. Knox.
 Corydon-Harrison Co. Agrl. Soc., Aug. 23-28. John Walker.
 Covington-Fountain Co. 4-H Fair, Aug. 3-5. Mrs. Dallas Livingston.
 Crown Point-Lake Co. Central States Fair, Aug. 31-Sept. 3. H. Johnston.
 Danville-Hendricks Co. 4-H & Agrl. Fair Assn., Aug. 3-4. Edgar Heitler.
 Denver-Denver Community Assn., Aug. 30-Sept. 4. Mrs. Walter Ramsey.
 Ellettsville-Monroe Co. Fair Fest. Assn., Sept. 18-18. Mrs. Bernice Hudson.
 Ellettsville-Daviess Co. Fair, Aug. 2-7. Kermit Williams.
 Evansville-Tri-State Agrl. & Industrial Expn. Sept. 17-22. C. J. Becker.
 Frankfort-Clinton Co. Fair, Aug. 23-28. Russell B. Brandt.
 Franklin-Johnson Co. 4-H & Agrl. Fair Assn., Aug. 2-7. L. A. Winslow.
 Fort Wayne-Allen Co. 4-H Fair Assn., Aug. 9-12. Mrs. Esther Solomon.
 Goshen-Kirkhart Co. Fair, Aug. 16-21. D. K. Bemenderfer.
 Greencastle-Putnam Co. Fair & 4-H Assn., Aug. 2-7. Thomas R. Hendricks.
 Greenfield-Hancock Co. 4-H Agrl. Assn., Aug. 9-13. Mrs. Loren Matlock.
 Greensburg-Decatur Co. Agrl. Fair Assn., Aug. 10-14. Dwight Williams.
 Greentown-Howard Co. 4-H Fair, Aug. 3-7. Burk Miller.
 Hamlet-Starke Co. 4-H Fair, Aug. 4-7. Tom Bell.
 Hartford City-Blackford Co. 4-H & Open Fair, Aug. 17-21. Ralph Kessler.
 Hartsville-Dubois Co. Fair Assn., Aug. 8-13. Kermit R. Rutiker.
 Homeplace & Street Fair, Aug. 2-7. Max A. Patten.
 Indianapolis-Indiana State Fair, Sept. 2-10. Kenneth Blackwell.
 Kendallville-Noble Co. Fair, Aug. 16-21. Clinton Rimmel.
 Kentland-Newton Co. Fair Assn., Aug. 31-Sept. 3. John Connell.
 La Fayette-Tiptecanoe Co. 4-H Exhibit Assn., Aug. 15-20. Mrs. Sarah Jane Norris.
 LaGrange-LaGrange Co. Corn School, Sept. 13-18. Arnold L. Ford.
 La Porte-La Porte Co. Agrl. Assn., Aug. 16-21. Robt. Morse.
 Lawrenceburg-Dearborn Co. Fair, July 30-31. Harold Carlson.
 Legendsport-Cass Co. Fair Assn., July 28-31. Wm. Thomas.
 Lyons-Lyons Community Club Fair, Aug. 24-28. Robert Gilliam.
 Marion-Grant Co. Fair Assn., Aug. 3-7. Guy T. Harris.
 Martinsville-Morgan Co. Fair & 4-H Assn., Aug. 16-26. W. J. Hardy.
 Mt. Vernon-Posey Co. Agrl. Improvement Center, July 27-30. Harley Kauffman.
 Muncie-Delaware Co. Agrl. Fair, July 30-Aug. 7. Ray Brookman.
 New Albany-Floyd Co. 4-H Club Corp., Aug. 13-14. Glen Barkes.
 New Bethel-Marion Co. Fair Assn., Aug. 8-14. M. W. Wabour.
 New Castle-Henry Co. 4-H Assn., Aug. 9-12. W. Smith.
 Oakland City-Oakland City Community 4-H Fair, July 28-31. Sam B. Williams.
 Osgood-Hipley Co. Agrl. Assn., Aug. 1-7. Rollin C. Rum.
 Paris-Orange Co. Fair Assn., Aug. 16-14. Charles Sager.
 Peru-Miami Co. 4-H Club & Livestock Show Assn., Aug. 3-6. Gene Kerrick.
 Portland-Jay Co. Fair Assn., Aug. 8-12. C. E. Holsapple.
 Princeton-Gibson Co. Hort. & Agrl. Soc., Aug. 9-15. Floyd Strickland.
 Remsen-Remsen Co. Fair Assn., Aug. 18-30. Phil Wood.
 Reynolds-White Co. Agrl. Assn., Aug. 11-14. Kathryn Harroon.
 Roans-Roans Booster Club Fair, Sept. 23-25. George W. Guttier.
 Rochester-Fulton Co. 4-H Fair Assn., Aug. 3-7. Robert P. Moore.
 Rockport-Spencer Co. Fair Assn., July 28-31. Max Schumacher.
 Rockville-Park Co. Fair Assn., Aug. 9-18. Howard Berman.
 Rushville-Rush Co. Agrl. Assn., Aug. 2-8. E. E. Prived.
 Salem-Farmers-Merchants Fair Assn., Aug. 15-20. Loring Hudson.
 Scottsburg-Scott Co. Agrl. Soc., Aug. 3-8. W. H. West.
 Shelbyville-Shelby Co. Fair Assn., Aug. 8-13. Chas. D. Campbell.
 South Bend-St. Joseph Co. 4-H Fair, Aug. 4-7. Oscar Valentine.
 Spencer-Owen Co. Fair Assn., Aug. 16-21. Dick Wood.
 Sullivan-Sullivan Co. 4-H Agrl. Fair Assn., Aug. 3-4. Mrs. O. D. Patton.
 Terre Haute-Wabash Valley Fair Assn., Aug. 15-22. E. J. Acres.

WARNING WARNING WARNING
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THE BILLBOARD PUBLISHING CO.

Tipton-Tipton Co. 4-H Fair. Aug. 10-12. Mrs. Glen True.

Eldora-Hardin Co. Fair Assn., Aug. 17-20. Emmetsburg-Palo Alto Co. 4-H Show. Aug. 22-25. H. E. Barringer.

Harper-Harper Co. Agril. Fair Assn., Aug. 26-28. R. E. Dresser.

Warsaw-Gallatin Co. Fair Assn. Aug. 26-28. Estil Noffsinger.

Annapolis-Anne Arundel Co. Fair Assn. Sept. 29-Oct. 2. W. Garrett Larrimore.

Iowa

Afton-Union Co. Fair. Aug. 11-14. John A. Leininger.

Albia-Adair Co. Fair Assn., Aug. 10-12. P. E. Harms.

Harper-Harper Co. Agril. Fair Assn., Aug. 26-28. R. E. Dresser.

Warsaw-Gallatin Co. Fair Assn. Aug. 26-28. Estil Noffsinger.

Annapolis-Anne Arundel Co. Fair Assn. Sept. 29-Oct. 2. W. Garrett Larrimore.

Massachusetts

Blackstone-East Blackstone Fair. Sept. 18-20. Jessie E. Deacon.

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Michigan

Adrian-Agricultural Co. of Lenawee Co. Sept. 20-25. H. H. Hungerford.

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Maine

Acton-York Co. Agril. Assn. Sept. 9-11. Leon E. Crawford.

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TENTS ALL SIZES-ALL TYPES Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

WRITE TODAY GEO. W. JOHNSON S. T. JESSOP

UNITED STATES TENT & AWNING CO. 2315-21 W. Huron CHICAGO 12 Chicago's Big Tent House Since 1870

POWERS TENTS SEND US YOUR SIZES Tents well reinforced. 12.63 oz. army duck. Vivatex treated. Sewed with heavy sail thread.

SHOW TENTS CENTRAL Canvas Company 516-518 EAST 18th ST. Kansas City 6, Missouri Phone: Harrison 3026 HARRY SOMMERVILLE

FOR SALE NEW SIDE WALL Water and Mildew Proof 7x100 Feet \$49.00 8x100 Feet \$4.00 9x100 Feet \$3.00 1/3 Deposit Required. MAIN AWNING AND TENT CO. 230 MAIN ST. CINCINNATI, O.

Kentucky

Alexandria - Alexandria Fair, Sept. 4-8. J. W. Shaw.

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Beattyville - Lee Co. Fair, Sept. 23-25. Lee Tyler.

Beattyville - Lee Co. Fair, Sept. 23-25. Lee Tyler.

Booneville - Owsley Co. Fair Assn., Sept. 16-18. Fred Gabbard.

Booneville - Owsley Co. Fair Assn., Sept. 16-18. Fred Gabbard.

Bowling Green - Warren Co. Fair Assn. Aug. 10-14. E. R. Russell.

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Broadhead - Brodhead Fair, Aug. 17-21. Jim Messer.

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Burkesville - Cumberland Co. Fair Assn., Aug. 31-Sept. 4. Earl Kilbourne.

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Burlington - Boone Co. Fair Assn. Aug. 5-7. Mrs. Lou Pope.

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Calhoun - McLean Co. Fair, Sept. 23-25. J. Estil Clark.

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Louisiana

Abbeville - La. Dairy Festival & Fair Assn., Oct. 15-16. Roy R. Theriot.

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Alexandria - Central La. State Fair Assn., Oct. 14-15. L. L. Waters.

Alexandria - Central La. State Fair Assn., Oct. 14-15. L. L. Waters.

Amite - Tangipahoa Parish Fair Assn., Sept. 30-Oct. 4. Harvey Hutchinson.

Amite - Tangipahoa Parish Fair Assn., Sept. 30-Oct. 4. Harvey Hutchinson.

Baton Rouge - Baton Rouge Parish Fair Assn. Jan. 27-29. C. L. Flowers.

Baton Rouge - Baton Rouge Parish Fair Assn. Jan. 27-29. C. L. Flowers.

Berwick - Berwick Com. Fair, Oct. 8-9. Guy McDonald.

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Clinton - East Feliciana Parish Fair Assn., Oct. 21-23. A. R. Cain.

Clinton - East Feliciana Parish Fair Assn., Oct. 21-23. A. R. Cain.

Coushatta - Red River Parish Fair, Sept. 22-25. Don Carter.

Coushatta - Red River Parish Fair, Sept. 22-25. Don Carter.

Covington - St. Tammany Parish Fair Assn., Oct. 1-4. Oliver Hebert.

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Maryland

Blackstone-East Blackstone Fair. Sept. 18-20. Jessie E. Deacon.

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Michigan-Canton-Kalamazoo Co. Agri. Assn. Aug. 2-8. Daniel Bratt.

Hillsdale-Hillsdale Co. Agri. Soc. Sept. 20-25. O. E. W. Kelley.

Hudsonville-Hudsonville Community Fair Aug. 25-27. Robert Van Noord.

Isaac City-Eastern Michigan Fair, Aug. 3-7. Kenneth D. Hubby.

Jenks-Jenks Free Fair, Aug. 9-14. Ross Barlow.

Iron River-Iron Co. Agri. Soc. Aug. 21-25. E. V. C. Vaughan.

Dowagiac-Dowagiac Co. Fair, Aug. 13-23. W. B. Paull.

Jackson-Jackson Co. Agri. Soc. Aug. 28-Sept. 3. Mrs. Dora Starnes.

Kalamazoo-Kalamazoo Co. Agri. Soc. Aug. 23-28. Edward McNamara.

Kimberly-Chippewa Mackinac 4-H Club Fair, Sept. 4. Mrs. Elizabeth Kennedy.

Lowell-Kent Co. 4-H Fair, Aug. 17-20. Gerald Brian.

Ludington-W. Mich. Fair Assn. Sept. 1-4. Emmet E. Briggs.

Marion-Berlin Fair, Aug. 26-Sept. 1. R. M. Oestermeier.

Marshall-Calhoun Co. Fair, Aug. 23-28. Don Sweeney.

Marion-Marion Farm Exhibits' Assn. Sept. 2-8. Paul S. Timbush.

Mason-Ingham Co. Fair, Aug. 17-22. Jay O. Davis.

Merrill-Merrill Community Fair, Nov. 4-5. Henry C. Mead.

Muskegon-Muskegon Agri. Expa. Sept. 24. Cecil F. Kerr.

Midville-Thompson Community Fair, Nov. 12. Elton W. Lawrence.

Midland-Midland Co. Fair, Aug. 17-21. H. D. Parish.

Monroe-Monroe Co. Fair, Aug. 9-14. Gene Anderson.

Mount Pleasant-Mount Pleasant Fair Assn. Sept. 24-25. Fred Titcomb.

Mount Pleasant-Isabella Co. Youth & Farm Fair, Aug. 24-28. Richard Hickman.

Newburgh-Garffield Community Fair, Sept. 25-28. Mrs. Ben Ridderman.

Newberry-Luce Co. Fall Harvest Show, Oct. 15. Karl Lawson.

Norway-Dickinson Memorial Co. Agri. Soc. Sept. 2-6. Frank J. Molinare.

Onkama-Mandaree Co. Agri. Soc. Aug. 26-28. Ward O. Geiger.

Oswego-Siawassee Valley Mid-Winter Fair, Dec. 8-10. Lawrence Hanna.

Peek-Peek Agri. Fair, Sept. 20-Oct. 2. Mrs. Elbel Frank.

Pfeiffer-Emmett Co. Fair, Aug. 23-28. Winfield S. Hinds.

Piscataway-Piscataway Fair, Sept. 10-11. Henry Uhlman.

Pontiac-Oakland Co. 4-H Fair, Aug. 10-14. John K. Bray.

Ravenna-Ravenna 4-H Fair, Aug. 18-21. Samuel McNitt.

Richmond-Richmond Fair, Sept. 4-6. Vern Krause.

Saginaw-Saginaw Fair Sept. 12-18. C. H. Harnden.

St. Johns-Clinton Co. 4-H Club Fair Assn. Aug. 18-19. Donald J. Walker.

Saline-Saline Community Fair, Sept. 28-Oct. 2. C. H. Ougood.

Sandusky-Sandusky 4-H Agri. Soc. Aug. 17-21. Keith C. Sawyer.

Scottville-Scottville Harvest Fair, Sept. 23-24. W. A. Pratt.

Sparta-Sparta High School Agri. Assn. Aug. 4-5. Fred Hummelton.

Stendish-Arenac Co. Fair, Aug. 17-21. Paul R. Pennock.

Traverse City-Northwestern Michigan Fair, Aug. 31-Sept. 4. Arnell Engstrom.

Unionville-Unionville Agri. & Hort. Soc. Oct. 7-8. John Joachim.

Wayland-Wayland Community Fair, Sept. 24-25. Donald Rice.

Minnesota

Aitkin-Aitkin Co. Agri. Soc. Sept. 16-12. F. C. Kaplan.

Albert Lea-Frederick Co. Agri. Soc. Aug. 23-28. Herman D. Jensen.

Alexandria-Douglas Co. Fair Assn. Aug. 23-28. Clifford McDonald.

Anoka-Anoka Co. Agri. Soc. Aug. 13-15. Henry Hammet.

Appleton-Swift Co. Fair Assn. Aug. 24-29. J. G. Anderson.

Arlington-Bible Co. Agri. Assn. Aug. 12-13. Louis Kill.

Austin-Mower Co. Agri. Soc. Aug. 10-13. F. J. Holand.

Bagley-Clearwater Co. Agri. Soc. Aug. 19-22. Mrs. Margaret Davids.

Barnum-Carlton Co. Agri. & Ind. Assn. Aug. 12-14. Claude R. Poston.

Baudette-Lake of the Woods Co. Fair Assn. Aug. 4-6. Lloyd L. Wenset.

Bayport-Washington Co. Agri. Soc. Aug. 13-15. Fred S. Lambers.

Bemidji-Bemidji Co. Agri. Assn. Aug. 9-11. G. E. Quynn.

Bird Island-Renville Co. Agri. Soc. Aug. 23-25. Harold Baumgartner.

Blue Earth-Faribault Co. Agri. Soc. Aug. 16-18. A. J. Elliot.

Brainerd-Crow Wing Co. Fair Assn. Aug. 11-14. B. C. Wilkins.

Breckenridge-Wilkin Co. Agri. Soc. July 28-Aug. 1. Wm. E. McCullough.

Caledonia-Houston Co. Agri. Soc. Aug. 25-28. Merle O. Almo.

Cambridge-Isanti Co. Agri. Soc. Aug. 23-28. Robert S. Parker.

Candy-Yellow Medicine Co. Fair Assn. Aug. 13-15. Derwin L. Englund.

Clinton-Big Stone Co. Agri. Soc. Aug. 13-15. Robert L. Wells.

Detroit Lakes-Becker Co. Fair Assn. Aug. 25-28. A. I. Bore.

Elk River-Sherburne Co. Agri. Soc. Aug. 3-6. E. E. Bluge.

Fairmont-Martin Co. Free Fair, Aug. 9-9. John Livermore.

Farmington-Dakota Co. Fair Assn. Aug. 12-15. E. W. Ahlberg.

Faribault-Rice Co. Agri. Soc. Aug. 5-8. Frank Duncan.

Fergus Falls-Otter Tail Co. Fair Assn. Aug. 30-Sept. 3. Ernie Hanson.

Garden City-Belle Fourche Co. Agri. Soc. Aug. 16-18. Daniel J. James.

Glenwood-Pope Co. Agri. Soc. Sept. 17-19. Gilman Ganderud.

Grand Marais-Cook Co. Agri. Soc. Aug. 25-28. Mrs. O. H. Johnson.

Grand Rapids-Itasca Co. Agri. Soc. Aug. 18-22. Francis Mullins.

Herman-Grant Co. Agri. Assn. Aug. 24-29. Dean Brenner.

Hibbing-St. Louis Co. Fair Assn. Aug. 13-15. Sule Olakuraza.

Hopkins-Hennepin Co. Fair Assn. July 30-Aug. 1. Mike W. Zippy.

Howard Lake-Wright Co. Agri. Soc. Aug. 12-15. Paul L. Sudy.

Hutchinson-McLeod Co. Agri. Assn. Sept. 11-15. Everett Olson.

Jackson-Jackson Co. Fair Assn. Aug. 19-22. Anton C. Geiger.

Jordan-Scott Co. Good Seed Assn. Aug. 13-15. D. P. Rice.

Kasson-Dodge Co. Free Fair, Aug. 3-8. Harold Lynard.

Le Center-Le Center Co. Fair Assn. Aug. 9-11. R. D. Eves.

Litchfield-Lake Co. Agri. Soc. Aug. 17-19. D. E. Murnst.

Little Falls-Morrison Co. Agri. Soc. Aug. 15-18. D. T. Bargraut.

Littlefork-Northern Minn. Dist. Fair Assn. Aug. 6-8. Mrs. Harold Humming.

Long Prairie-Todd Co. Fair Assn. Aug. 10-12. Logan O. Snow.

Luverne-Rock Co. Agri. Soc. Aug. 10-12. George A. Oella.

Madison-Lac qui Parle Co. Agri. Soc. Sept. 9-12. H. W. Swanson.

Maple Lake-Tul. Co. Fair & Show Earth Co. Agri. Assn. Sept. 2-25. Mrs. J. Jones.

Marshall-Lyon Co. Agri. Soc. Aug. 28-29. F. J. Mease.

McIntosh-Chippewa Co. Fair, Aug. 19-22. S. Svensson.

Marsh-Rush Co. Agri. Soc. Aug. 16-18. Violet Estrom.

Marion-Stevens Co. Agri. Soc. Aug. 20-21. Ralph E. Smith.

New Ulm-Brown Co. Agri. Soc. Aug. 19-22. E. J. Herrington.

Northome-Kanabec Co. Agri. Assn. Aug. 3-4. Betty Buggelt.

Owlshead-Stebe Co. Agri. Soc. Aug. 17-21. Brian Muskie.

Paré Rapids-Shell Prairie Agri. Assn. Aug. 18-18. Miss H. E. Brewer.

Perham-Perham Agri. Soc. July 26-Aug. 1. C. W. Weber.

Pillsbury-Cass Co. Agri. Soc. Aug. 19-21. E. J. Black.

Pine City-Pine Co. Agri. Soc. Aug. 9-11. E. J. Wandell.

Pine River-Cass Co. Agri. Assn. Aug. 23-25. Wayne Hall.

Pipestone-Pipestone Co. Agri. Soc. Aug. 23-25. R. E. Owen.

Preston-Fillmore Co. Agri. Soc. Aug. 23-25. Ernest Wabaska.

Princeton-Mille Lacs Co. Agri. Soc. Aug. 6-8. L. R. Omsradi.

Proctor-Duluth-St. Louis Co. Community Fair Assn. Aug. 1-8. H. M. Jensen.

Red Lake Falls-Red Lake Co. Agri. Soc. Aug. 10-22. Irene I. Glen Peltman.

Redwood Falls-Redwood Co. Agri. Soc. Sept. 9-12. E. J. Henderson.

Rochester-Olmsted Co. Agri. Assn. Aug. 11-15. Gordon E. Reynolds.

Rush City-Chicago Co. Agri. Soc. Aug. 5-7. Geo. W. Larson.

St. Charles-Winnona Co. Fair Assn. Aug. 18-21. Roger Anderson.

St. James-Watonwan Co. Agri. Soc. Aug. 30-28. Richard Nieland.

St. Paul-Minnesota State Fair, Aug. 28-Sept. 8. Douglas K. Baldwin.

St. Peter-Nicollet Co. Fair Assn. Aug. 27-29. Dr. Roy A. Dean.

St. Vincent-St. Vincent Union Ind. Assn. Sept. 15-17. L. C. Ward.

Sauk Rapids-Benton Co. Agri. Soc. Aug. 20-22. C. H. Varner.

Sauk Centre-Sioux Co. Agri. Soc. Sept. 9-12. Jerry Daniel.

Shakopee-Scott Co. Agri. Soc. Aug. 12-14. R. T. Schumacher.

Slayton-Murray Co. Agri. Soc. Aug. 19-22. W. M. Lehnava.

Tyler-Lincoln Co. Fair Assn. Aug. 19-22. Therkel Jorgensen.

Two Harbors-Lake Co. Agri. Soc. Sept. 1-4. Torstein Orinager.

Waconia-Carver Co. Agri. Assn. Aug. 19-22. L. E. Schreiber.

Wadena-Wadena Agri. Soc. Aug. 3-6. Don Brown.

Wabasha-Wabasha Co. Agri. Free Fair, July 30-Aug. 1. Matt Metz.

Waseca-Waseca Co. Fair Assn. Aug. 3-8. Leon Sexton.

Whitson-Traverse Co. Agri. Assn. Sept. 9-12. A. W. Vye.

White Bear Lake-Ramsey Co. Agri. Soc. July 29-Aug. 1. Mrs. Flora K. Luedke.

Willmar-Kandiyohi Co. Fair Assn. Sept. 15-18. Albert Thompson.

Windom-Cottonwood Co. Agri. Soc. Aug. 23-25. H. J. Vossen.

Worthington-Nobles Co. Fair Assn. Aug. 23-25. L. A. Hons.

Zumbrota-Goodhue Co. Fair Assn. Aug. 26-29. A. E. Collinge.

Mississippi

Aberdeen-Monroe Co. Fair & Livestock Assn. Sept. 21-25. Robert C. Couch.

Columbus-Lowndes Co. Fair & Livestock Show, Sept. 29-31. Paul E. Atkins.

Corinth-Alcorn Co. Fair & Livestock Show, Sept. 28. C. R. Caviness.

Forest-Scott Co. Fair Assn. Sept. 20-29. Ananias Ware.

Fullon-Itawamba Fair & Livestock Assn. Sept. 27-Oct. 2. H. L. Holland.

Greenville-Washington Co. Fair & Livestock Show, Sept. 1-4. G. A. Vanderford.

Jackson-Miss. & State Fair, Oct. 11-18. J. M. Dean.

Kosciusko-Central Miss. Fair & Stock Dairy Show, Sept. 27-Oct. 1. R. T. Bennett.

Laurel-South Miss. Fair, Sept. 27-Oct. 2. R. B. Jeffries.

Liberty-Amite Co. Fair & Livestock Show, Oct. 23-28. Clinton McGeehe.

Macon-Monroe Co. Fair, Aug. 18-21. T. S. Higgins.

Meridian-Mississippi Fair & Dairy Show, Sept. 27-Oct. 2. B. Smurklet.

Natchez-Adams Co. Fair & Livestock Show, Oct. 4-9. C. L. Barry.

New Albany-Union Co. Fair Assn. Sept. 13-18. I. C. Willard.

Philadelphia-Neshoba Co. Fair, Aug. 9-13. F. W. Hays.

Ripley-Tippah Co. Fair & Livestock Show, Sept. 14-18. William M. Best.

Starbuck-Oktobena Co. Fair Assn. Oct. 4-9. O. F. Parker.

Tupelo-Miss-Alabama Fair and Dairy Show, Oct. 5-9. Jas. M. Savery.

Vicksburg-Warren Co. Fair & Livestock Show, Oct. 4-9. W. R. Lominick.

Waynesboro-Wayne Co. Fair, Oct. 4-9. S. S. Cassell.

West Point-Clay Co. Fair & Livestock Show, Sept. 28. T. E. Akers.

Yazoo-Yazoo Co. Fair Assn. Oct. 4-8. J. N. Ballard.

Missouri

Albany-Gentry Co. Fair, Aug. 25-28. Warren Lainhart.

Appleton City-Appleton City Fair & Stock Show, Aug. 31-Sept. 3. C. D. Foster.

Aurora-Aurora Tri-Co. Fair, Sept. 28. Rufus A. Buffalo.

Ava-Douglas Co. Fair, Sept. 9-11. E. L. Hestorfe.

Belle-Belle Fair, Aug. 4-7. R. L. Backus.

Bethany-Northwest Mo. State Fair, Sept. 4-10. L. M. Maple.

Boonville-Boonville Fair Assn. Aug. 18-19. Harry Shretz.

Bowling Green-Pike Co. Fair Assn. Sept. 9-11. Stanley D. Balban.

Buffalo-Dallas Co. Fair, Aug. 4-7. Howell L. Wayne.

California-Monitead Co. Fair, Aug. 15-18. Harold Kinsle.

Cantop-Lewis Co. 4-H Show, July 20-31. Joe Frank.

Canton-Fall Festival, Aug. 31-Sept. 4. Robt. E. Snow.

Cape Girardeau-Southeast Mo. District Fair Assn. Sept. 15-18. Herman W. Keffer.

Carrillon-Carrillon Co. Fall Festival, Sept. 16-17. Eric Chaney.

Caruthersville-American Legion Fair, Oct. 4-10. Harry Malloure.

Clinton-Henry Co. Agri. Soc. Aug. 9-12. Mrs. C. W. Faines.

Cole Camp-Cole Camp Fair, Sept. 9-11. John W. Bagland.

Columbia-Boone Co. Fair Assn. Aug. 10-13. Ed Huberson.

Concordia-Fall Festival, Sept. 23-25. Dr. F. G. Giermann, Box 315.

Dexter-Stoddard Co. Fair Assn. Sept. 20-23. James Q. Donahagan.

Farmington-St. Francois Co. Fair Assn. Sept. 9-11. Joe Grandhomme.

Fayette-Howard Co. Fair Assn. Aug. 9-7. J. C. Omer.

Fulton-Caltaway Co. Fair Assn. July 26-31. Carl Davis.

Galt-Community Fair, Sept. 9-11. Q. O. Maxwell.

Grant City-Worth Co. Fair Assn. Sept. 3-4. Meredith King.

Hannapolis-Hannapolis Fall Festival, Sept. 18-21. Carl Brady.

Home-Home Fair Sept. 3-3. Logan Wilson.

Hunter-Home Fair & Festival, Sept. 10-11. J. D. Sagg.

Juniata-Community Fair, Sept. 3-4. Ruth F. Platt.

Kalona-Clark Co. Agri. Assn. July 29-31. W. F. Stevenson.

Kansas City-American Royal Livestock & Horse Show, Oct. 18-23. C. M. Woodard.

Kennett-Kennett Fair, Sept. 2. M. K. Hancock.

Kirksville-Northeast Missouri Fair, Aug. 10-12. Chas. I. Krueger.

Lamar-Lamar Farm & Ind. Exposition, Sept. 16-18. Bud Moore.

Loredo-Community Fair, Sept. 2-4. J. M. Robertson.

Levi's Summit-Jackson Co. Fair, Horse Show, Aug. 11-14. G. E. Rhodes.

Lincoln-Harvest Festival & Horse Show, Aug. 17-18. Glen R. Lehman.

Linn-Ozark Co. Fair, Aug. 1-7. Francis Knudtmeyer.

Lutesce-Lutesce Stock Show, Aug. 26-28. K. K. Blanchard.

Mason-Mason Co. Jr. Fair, July 29-30. C. H. Alepaugh.

Manchester-Wright Co. Fair Assn. Sept. 1-4. Robt. L. Tester.

Marshall-Webster Co. Fair, Sept. 1-4. Ellis O. Jackson.

Maryville-Nodaway Co. Fair, Aug. 18-21. Dr. W. L. Landfahner.

Mendon-Northwestern Fall Festival, Sept. 17-18. Mrs. Ebb Best.

Merion-Adair Co. Fair, Aug. 3-8. James H. Higgs.

Moberly-Randolph Co. Jr. Agri. Show, July 21. Carl Henderson.

Montgomery City-Montgomery Co. Fair, July 29-31. Walter McGuire Jr.

Neesh-Southwest Mo. Harvest Fair, Sept. 23-25. D. E. Shariel.

Norborne-Norborne Farm & Farmyard Fair, Sept. 14-15. Pauline Kruse.

Oregon-Autumn Festival, Sept. 3-4. Mrs. Donald Greiner.

Oswego-St. Clair Co. Fair, Sept. 21-23. Edgar A. Hinote.

Owensville-Gasconade Co. Fair, Aug. 19-21. Oscar H. Halleman.

Paris-Fall Festival & Livestock Show, Aug. 23-27. Russell L. Jackson.

Perry-Ralls Co. Jr. Fair, Aug. 25-26. O. L. Rader.

Pilot Grove-Community Fair, Aug. 8-7. Clarence H. Ries.

Prarie Home-Prarie Home, Fair, Aug. 3-5. M. H. Baedel.

Richmond-Hay Co. Free Fair, Sept. 1-9. Howard Hill.

Rolla-Central Mo. Fair, Aug. 11-14. J. R. Smith.

Six Genevieve-Six Genevieve Co. Fair, Assn. Sept. 3-4. C. H. Krasnale.

St. Charles-St. Charles Co. Fair Assn. Sept. 8-12. Kurt E. Schneider.

Savannah-Andrew Co. Am. Legion Fair, Aug. 11-15. Fred C. Chambers.

Safe-Community Fair, Aug. 19-21. Emmett Dillon.

Salisbury-Fall Festival, Aug. 26-27. D. T. Blake.

Sedalia-Missouri State Fair, Aug. 21-29. Ross C. Ewing.

Shelby-Shelby Co. Fair, July 27-30. A. T. Buckman.

Springfield-Ozark Empire Fair, Aug. 14-20. Glen B. Boyd.

Stover-Fall Festival, Sept. 16-18. E. H. Bauer.

Tindall-Fall Festival, Sept. 17-18. Mrs. Carl Ricketts.

Trenton-N. Central Mo. Fair Assn. Aug. 15-19. L. I. McMullen.

Unionville-Putnam Co. Agri. Soc. Sept. 7-10.

Versailles-Morgan Co. Fair, Sept. 1-4. James R. Scribner.

Vienna-Maries Co. Fair, Sept. 3-4. Roy L. Hager.

Warrensburg-Johnson Co. Fair, Sept. 9-11. E. F. Low.

Warrenton-Warren Co. Fair Assn. Aug. 5-7. Marvin Stikrod.

Washington-Washington Fair, Aug. 12-15. Reynolds Hamlin.

West Plains-Howell Co. Fair Assn., Inc. Sept. 1-4. Mrs. Ann Alworth.

Montana

Baker-Fallon Co. Fair, Aug. 27-29. Gene Hoff.

Billings-Midland Empire Fair & Rodeo, Aug. 9-14. Harry L. Pitton.

Ober Lodge-Powell Co. Fair, Aug. 20-22.

Dodson-Phillips Co. Fair & Rodeo, Aug. 1-2.

Forsyth-Rosebud Co. Fair, Aug. 18-20. Harley W. Roath.

Fort Benton-Chouteau Co. Fair, Sept. 10-12. W. J. Shirley.

Glasgow-Valley Co. Fair, Sept. 3-4.

Oliveville-Dawson Co. Fair, Sept. 5-7.

Great Falls-North Mont. State Fair, July 29-Aug. 1. Leo C. Dalley.

Hamilton-Ravalli Co. Fair, Sept. 4-6.

Havre-Hill Co. Fair, Aug. 13-14.

Kalispell-Northwest Montana Fair, Sept. 9-11.

Lewistown-Central Montana Fair & Rodeo, July 29-31. James M. Schultz.

Libby-Western Lincoln Co. Fair, Aug. 27-29. Clarence Moody.

Miles City-Eastern Mont. Fair, Aug. 27-29. J. H. Bahling.

Plains-Sanders Co. Fair, Aug. 13-15.

Sidney-Richland Co. Fair & Rodeo, Aug. 30-Sept. 1. D. G. Nutter.

Terry-Prairie Co. Fair, Aug. 21-22.

Twain Bridges-Madison Co. Fair, Aug. 20-22.

Nebraska

Albion-Boone Co. Fair Assn. Sept. 18-18. Floyd Gilmer.

Arlington-Washington Co. Fair Assn. Aug. 20-27. H. C. McClellan.

Arthur-Arthur Co. Fair Assn. Sept. 2-4. W. H. Doeris.

Auburn-Nemaha Co. Fair Assn. Aug. 19-21. O. E. Cudington.

Aurora-Hamilton Co. Fair Assn. Aug. 30-31. L. J. Casakins.

Barstow-Webster Co. Fair Assn. Sept. 16-18. Ernest R. Collins.

Basett-Rock Co. Fair Assn. Aug. 5-7. Earl L. Anderson.

Beatrice-Oak Co. Fair Assn. Aug. 27-28. Eldon F. Goble.

Beaver City-Fornas Co. Fair Assn. Aug. 23-25. Earl Lester.

Benkelman-Dundy Co. Fair Assn. Aug. 13-15. Lloyd Boswell.

Bladen-Webster Co. Fair Assn. Aug. 19-22. Mrs. B. B. Boyd.

Bloomfield-Knox Co. Fair Assn. Aug. 29-31. P. E. Steppes.

Broken Bow-Custer Co. Fair Assn. Aug. 24-27. M. L. Gould.

Hurley-Oakfield Co. Fair Assn. Aug. 11-14. H. D. DeLashmuit.

Central City-Merrick Co. Fair Assn. Aug. 19-18. Dick Lippincott Jr.

Chambers-Holt Co. Fair Assn. Aug. 18-19. Edwin A. Wink.

Chappell-Deuel Co. Fair Assn. Aug. 26-27. Albert Williams.

Clay Center-Clay Co. Fair Assn. Aug. 19-22. Leslie Hanna.

Columbus-Platte Co. Fair Assn. Aug. 21-Sept. 3. W. L. Buetlicher.

Concord-Dixon Co. Fair Assn. Aug. 20-27. Ray E. Johnson.

Chry-Ballou Co. Fair Assn. Aug. 19-22. George Fuchs.

Chubbuck-Nichols Co. Fair Assn. Aug. 19-22. Ervin Coyte.

David City-Butter Co. Fair Assn. Aug. 26-28. Julian C. Myers.

Deebley-Thayer Co. Fair Assn. Aug. 19-21. M. E. Buckler.

Dunning-Blaire Co. Fair Assn. Sept. 1-5. Vernon Johnson.

Elwood-Casper Co. Fair Assn. Aug. 19-20. M. H. Muggan.

Estlin-Frontier Co. Fair Assn. Aug. 19-18. Dean Hoeftle.

Fairbury-Jefferson Co. Fair Assn. Aug. 3-4. Emil R. Schoen.

Franklin-Franklin Co. Fair Assn. Aug. 28-31. Cliff Ashburn.

Fullerton-Nemaha Co. Fair Assn. Aug. 17-19. E. M. Black.

Geneva-Fillmore Co. Fair Assn. Aug. 1-3. Howard W. Hamilton.

Gordon-Sheridan Co. Fair Assn. Sept. 10-12. Geo. E. Conner.

Grand Island-Hall Co. Fair Assn. Aug. 24-27. Howard Rainforth.

Grant-Berks Co. Fair Assn. Aug. 18-21. W. W. Allen.

Harrison-Stacy Co. Fair Assn. Aug. 26-28. Dean Lundy.

Hastings-Adams Co. Fair Assn. July 27-30. John R. Fittinghoff.

Hemingford-Sheridan Co. Fair Assn. Aug. 26-29. Paul Stull.

Holbrook-Phelps Co. Fair Assn. Aug. 9-12. Edgar M. Berg.

Homer-Dakota Co. Fair Assn. Aug. 26-28. James Allaway.

Humboldt-Richardson Co. Fair Assn. Sept. 15-17. L. E. Watson.

Hyannis-Grant Co. Fair Assn. Aug. 27-29. Mrs. Earl Hayward.

Imperial-Chase Co. Fair Assn. Aug. 25-28. Herman Brull.

Johnstown-Brown Co. Fair Assn. Sept. 4-6. Kenneth Graff.

Keavy-Buffalo Co. Fair Assn. Aug. 30-Sept. 3. W. S. Wimberley.

Kimball-Kimball Co. Fair Assn. Sept. 3-4. Kyle Sweet.

Leigh-Coffey Co. Fair Assn. Aug. 27-29. George Kumpf.

Lewellen-Garden Co. Fair Assn. Sept. 3-5. James Patterson.

Lexington-Dawson Co. Fair Assn. Aug. 31-Sept. 3. Montie Kiffin.

Lincoln-Nebraska State Fair, Sept. 5-10. Edwin Schultz.

Lincoln-Lancaster Co. Fair Assn. Sept. 5-10. Clarence Patterson.

Loup City-Sherman Co. Fair Assn. Aug. 14-17. Clark S. Reynolds.

Madison-Madison Co. Fair Assn. Aug. 11-13. Earl J. Moyer.

McCook-Red Willow Co. Fair Assn. Aug. 11-13. Don Thompson.

Mitchell-Scotts Bluff Co. Fair Assn. Sept. 3-5. William Hickman.

Neligh-Antelope Co. Fair Assn. Aug. 26-29. Clinton Stonebraker.

Nelson-Nuckolls Co. Fair Assn. Aug. 2-4. H. McAdam.

Norden-Keya Paha Co. Fair Assn. Sept. 10-12. Leonard McCormick.

North Platte-Lincoln Co. Fair Assn. Aug. 15-19. H. B. Manners.

Oakland-Burt Co. Fair Assn. Aug. 24-27. Orrin Kohlmeier.

Ogallala-Keith Co. Fair Assn. Aug. 16-18. Roy G. Nelson.

Omaha-Ak-Sar-Ben Live Stock and Rodeo, Sept. 24-Oct. 3. J. J. Laxson.

Ord-Valley Co. Fair Assn. Aug. 3-5. Stanley Nolte.

Orleans-Harlan Co. Fair Assn. Aug. 18-21. James Mitchell.

Oswego-Polk Co. Fair Assn. Aug. 2-5. Harold Klingman.

Pawnee City-Pawnee Co. Fair Assn. Sept. 23-24. J. Tom Sawyer.

Pierce-Pierce Co. Fair Assn. Aug. 29-31. Herman Scheer.

Scribner-Dodge Co. Fair Assn. Sept. 15-17. Otto J. Schellenberg.

Seward-Seward Co. Fair Assn. Aug. 16-18. Norman Gerkenmeyer.

Sidney-Cheyenne Co. Fair Assn. Aug. 26-29. W. E. Cunningham.

Spalding-Greeley Co. Fair Assn. Aug. 18-21. Don C. Smith.

Spencer-Boyd Co. Fair Assn. Aug. 23-25. Richard Jones.

Springfield-Sarpy Co. Fair Assn. Aug. 28-28. Elmer F. Wittmus.

Stanton-Stanton Co. Fair Assn. Aug. 22-24. Walter Layton Pitzer.

Stapleton-Logan Co. Fair Assn. Aug. 26-26. V. K. Magnuson.

Stockville-Frontier Fair Assn. Aug. 26-31. Ted Current.

St. Paul-Howard Co. Fair Assn. Aug. 31-Sept. 3. H. E. Elstermier.

Syracuse-Otoe Co. Fair Assn. Aug. 21-Sept. 2. Frank Sorrell.

Tecumseh-Johnson Co. Fair Assn. Aug. 9-11. Lloyd D. Halsted.

Valentine-Cherry Co. Fair Assn. Aug. 21-22. Wm. A. Cumbow.

Wahoo-Saunders Co. Fair Assn. Aug. 23-25. B. E. Noorenberg.

Walsh-Thurston Co. Fair Assn. Sept. 1-4. Ronald K. Samuelsen.

Wayne-Wayne Co. Fair Assn. Aug. 23-28. Al Babo.

Waterloo-Douglas Co. Fair Assn. Sept. 15-18. R. D. Herringham.

Weeping Water-Cass Co. Fair Assn. Aug. 24-27. Joe Bender.

West Point-Cuming Co. Fair Assn. Aug. 28-Sept. 3. Ed. M. Baumann.

York-York Co. Fair Assn. Aug. 12-14. E. H. Littrell.

Nevada

Eiko-Eiko Co. Fair & Livestock Show, Sept. 3-4. James M. Olin.

New Hampshire

Canaan-Nascooma Valley Fair Assn. Aug. 27-28. Lynn Webster.

Ceasar Sandwich - Sandwich Town & Orange Fair Assn. Oct. 12. Doris L. Benn.

Contoosook-Contoosook Valley Fair Assn. Sept. 4-6. Charles A. Jones.

Deerfield-Deerfield Fair Assn. Sept. 20-Oct. 3. William C. Maxwell.

Dover-Dover Agri. Fair, Aug. 11-15. Franklin Dames.

Keene-Cheshire Fair Assn. Aug. 26-28. Clifford Coles.

Lancaster-Cook & Essex Agri. Soc. Sept. 3-6. Albert J. Kenney.

Madbury-Madbury Orange Fair, Sept. 9-13. Charlotte Harr.

North Haverhill-Pink Granite Fair Assn. Aug. 18-17. Everett Sawyer.

Northwood-Northwood Fair Assn. Aug. 28-31. Hugh J. Preidler.

Plymouth-Union Grange Fair Assn. Sept. 15-18. Delbert B. Gray.

Rochester-Rochester Fair Assn. Sept. 18-21. Albert Brown.

Sandwich-Sandwich Town and Grange Fair Assn. Oct. 12. Doris Benn.

New Jersey

Asa-Gloucester Co. 4-H Fair, Aug. 11-12. J. L. Chas.

Berkeley-Sussex Co. Farmers' Fair, Aug. 18-21. Harry E. Seifan.

Branchville-Sussex Co. Farm & Horse Show, Aug. 18-19. John W. Baah.

Bridgeton-Cumberland Co. Fair, Sept. 14-18. Raymond R. Riedy.

Burlington-Burlington Co. Farm Fair, July 29-31. D. L. Kronitt.

Caldwell-Essex Co. 4-H Fair, Aug. 10-11. James W. Gearhart.

Clemiston-Camden Co. 4-H Show, July 21. John H. Rodgers.

Cold Spring-Cape May Co. 4-H Fair, July 23-25. Mrs. Louis Dickinson.

Fat Hills-Stanley Co. 4-H Fair, Aug. 13-14. Mrs. Stanley Voorhees.

Plainfield-Plainfield Fair, Aug. 31-Sept. 5. Lloyd Wessott.

Freehold-Mountmouth Co. 4-H Fair, July 18-17. L. B. Williams.

Lakewood-Ocean Co. Fair, Aug. 4-5. Fred Wessomill.

Morristown-Morris Co. Fair, Aug. 10-11. C. Allen Thompson.

New Brunswick-Middlesex Co. Fair, Aug. 18-21. Mrs. Fred O. Heyl.

Paterson-Passaic Co. 4-H Fair, Aug. 13-14. Melville Lockwood.

Pomona-Atlantic Co. 4-H Fair, Aug. 19-21. Doris Gustafson.

Trenton-Mercer Co. 4-H Fair, Aug. 13-14. Joseph B. Turpin, Court House, Trenton.

Trenton-New Jersey State Fair, Sept. 24-Oct. 3. Norman L. Marshall.

New Mexico

Alamogordo-Cerro Co. Fair Assn. Sept. 17-18. Joseph Heester.

Albuquerque-New Mexico State Fair, Sept. 25-Oct. 3. Leon H. Harms.

Clovis-Curry Co. Fair, Sept. 15-18. John Gause.

Farmington-San Juan Co. Fair Assn. Sept. 17-19. Janet Bage.

Lovington-Lovington Fair, Sept. 13-18. Portales-Portales Fair, Sept. 20-25.

New York

Afton-Afton Fair, Aug. 14-21. Frederick Crane.

Altamont-Tri-Co. Fair, Aug. 23-28. Stuart Romboough.

Angelica-Allegany Co. Fair Assn. Aug. 4-7. L. L. Stillwell.

Alexander-Genesee Co. Fair Assn. Aug. 24-28. J. W. Keller.

Avon-Genesee Valley Breeders' Assn. Sept. 3-4.

Ballston Spa-Saratoga Co. Fair Assn. Aug. 30-Sept. 3.

Bath-Steben Co. Agri. Soc. Aug. 23-28. J. Victor Faint.

Bonnyville-Bonnyville Fair Assn. Aug. 2-7. Charles Pickhohm.

Brookfield-Madison Co. Agri. Soc. Aug. 25-28. Raymond Burdick.

Caledonia-Caledonia Fair Assn. Aug. 10-14. Victor Scroger.

ANCHOR

Canandaigua—Ontario Co. Fair Assn. Aug. 3-7.
 Chatham—Columbia Co. Fair Assn. Sept. 2-6.
 Cobleskill—Cobleskill Agri. Soc. Sept. 12-18. Dr. D. W. Beard.
 De Huyter—Thoughtless Carnival & Fair. Aug. 19-22. Ray E. Wells.
 Dundee—Dundee Fair Assn. Sept. 23-25. Lewis R. Hamner.
 Dunkirk—Chautauque Co. Fair Assn. Sept. 6-11. C. J. Larson.
 Ponda—Montgomery Co. Agri. Soc. Sept. 4-8. Fred L. Lowe.
 Genesee—Livingston Co. Fair Assn. Aug. 11-14.
 Gouverneur—St. Lawrence Co. Fair Assn. Aug. 9-14. Bligh A. Dodds.
 Greenwich—Cambridge Valley Agri. Soc. Aug. 16-21. P. J. Houlton.
 Hamburg—Erie Co. Fair Assn. Aug. 16-21. Hemlock—Hemlock Lake Union Fair Assn. Aug. 27-30.
 Henrietta—Monroe Co. Fair Assn. Aug. 17-21. Albert Lockner.
 Hertsheads—Chemung Co. Fair Assn. Aug. 15-21.
 Ithaca—Tompkins Co. Agri. & Hort. Soc. Aug. 9-14. Richard Blatchley.
 Kingston—Ulster Co. Fair Assn. Aug. 18-19. Little Valley—Cattaraugus Co. Agri. Soc. Aug. 31-Sept. 4. J. W. Watson.
 Lewisville—Lewis Co. Agri. Soc. Aug. 16-21. Asa Gordon.
 Malone—Franklin Co. Agri. Soc. Aug. 23-28. Maurice Finnegan.
 Middletown—Orange Co. Agri. Soc. Aug. 8-14. Fred Germain.
 Morris—Osage Co. Fair Assn. Aug. 21-24. Fenl 4.
 Norwich—Chemung Co. Agri. Soc. Aug. 9-14. Percy Woodruff.
 Owego—Tioga Co. Agri. Soc. July 25-31.
 Palmyra—Palmyra Fair Assn. Aug. 24-28.
 Peun Yan— Yates Co. Agri. Soc. July 21-24. H. Constock.
 Pike—Wyoming Co. Fair Assn. Aug. 24-27. H. M. Wagenblaus.
 Plattsburgh—Clinton Co. Agri. & (Ind.) Fair. Aug. 10-14.
 Rhinebeck—Dutchess Co. Fair Assn. Aug. 21-24. Richard C. Murray.
 Sandy Creek—Sandy Creek Fair Assn. Aug. 17-21. Seymour S. Hicks.
 Schaghticoke—Schaghticoke Fair Assn. Sept. 6-11. Gordon L. Banker.
 Syracuse—New York State Fair. Sept. 4-11. Harold L. Cress.
 Trumansburg—Trumansburg Fair Assn. Sept. 15-18.
 Walton—Delaware Valley Agri. Soc. Aug. 24-28. Carl Williams.
 Waterloo—Seneca Co. Agri. Soc. Aug. 10-14.
 Watertown—Jefferson Co. Agri. Soc. Aug. 24-28.
 Westport—Essex Co. Agri. Soc. Aug. 17-21. Keeton B. Lordbill.
 Westbury—Nassau Co. Agri. Soc. of Queens-Nassau Cos. Oct. 11-16. H. G. Fish.
 Whitney Point—Broome Co. Agri. Soc. Aug. 2-7. Ormer J. Brooks.

Hamlet—Richmond Co. Agri. Fair Assn. Oct. 11-16. J. C. Worley.
 Henderson—Golden Belt Fair. Oct. 4-10. C. M. Hight.
 Henderson—Vance Co. Colored Fair. Oct. 11-16. Brooks Hawkins.
 Hendersonville—Western N. C. Fair. Sept. 14-18. Frank L. Fitzsimons.
 Hickory—Catawba Fair. Sept. 27-Oct. 2. Corbin Green.
 High Point—High Point Agri. Fair. Sept. 27-Oct. 2. T. O. Potts.
 Lenoir—Catawba Co. Agri. Fair, Inc. Sept. 14-18. J. A. Marshall.
 Lexington—Davidson Agri. Fair. Sept. 20-25. Curtis A. Leonard.
 Littleton—Littleton Tri-Co. Fair Assn. Oct. 4-9. T. R. Walker.
 Louisville—Franklin Co. Fair Assn. Sept. 27-Oct. 2. A. H. Fleming.
 Lumberton—Farmer's Festival. Sept. 20-25. W. G. Hall.
 Madison—Madison Agri. Fair. Sept. 20-25. W. N. Schulta Jr.
 Monroe—Union Co. Fair Assn. Oct. 18-23. M. W. Williams.
 Morganton—Burke Co. Fair. Sept. 20-25. Corbin Green.
 Mount Airy—Greater Mount Airy Agri. Fair. Sept. 20-25. James R. McNeill.
 New Bern—Tri Co. Fair. Oct. 18-23. W. A. Godley.
 Raleigh—North Carolina State Fair. Oct. 19-24. Dr. J. B. Dorson.
 Roanoke Rapids—Halifax-Northampton Agri. Fair Assn., Inc. Sept. 14-18. R. E. Ollendorf.
 Rocky Mount—Rocky Mount Agri. Fair. Sept. 27-Oct. 2. Norman Y. Chambliss.
 Rutherfordton—Rutherford Co. Agri. Fair. Sept. 13-18. John H. Jones.
 Sanford—Lee Co. Agri. Fair. Sept. 27-Oct. 2. Ray A. Wood.
 Shelby—Cleveland Co. Fair. Sept. 21-25. J. S. Dorson.
 Shelby—Cleveland Co. Negro Fair. Oct. 6-9. A. W. Foster.
 Statesville—Irredell Co. Agri. Fair. Sept. 27-Oct. 2. Clyde Smyre.
 Warrenton—Warren Co. Fair Assn. Sept. 20-25. Duke Miles.
 Washington—Beaufort Co. Fair. Sept. 8-11. Blount S. O'Neal.
 Wilson—Wilson Co. Fair Assn. Oct. 11-16. Ernest Patton.
 Winston-Salem Fair. Oct. 19-18. Jim Graham.

North Dakota

Carrington—Foster Co. Fair. Sept. 14-17. C. H. Duntley.
 Fargo—Red River Valley Fair. Aug. 29-Sept. 4. A. D. Scott.
 Forman—Sargent Co. Fair. Sept. 6-8. Odin Stutsrud.
 Minnewaakan—Benson Co. Fair. Sept. 3-4. V. A. Heiberg.

Ohio

Andover—Andover Street Fair. Sept. 10-11. W. S. Grabert.
 Ashland—Ashland Co. Fair Assn. Sept. 28-Oct. 2. Harry Detsen.
 Athens—Athens Co. Fair Assn. Aug. 11-14. Emory Allen.
 Attica—Attica Fair Assn. Aug. 11-14. Otis Heiser.
 Barlow—Barlow Fair Assn. Sept. 24-25. F. H. Procter.
 Bellville—Bellville Fair Assn. Sept. 15-18. Charles Smith.
 Berea—Cuyahoga Co. Fair Assn. Aug. 18-22. Wm. H. Kroenen.
 Bellefontaine—Logan Co. Fair Assn. Aug. 23-27. Myron B. Loffer.
 Bowling Green—Wood Co. Fair Assn. Aug. 9-14. John L. Clarke.
 Bucyrus—Crawford Co. Fair Assn. Aug. 3-7. James Gebhardt.
 Burton—Geauga Co. Fair Assn. Sept. 3-6. Thane Atwood.
 Cadis—Harrison Co. Fair Assn. Sept. 16-18. L. H. Barger.
 Caldwell—Noble Co. Fair Assn. Sept. 3-4. J. K. Walkenshaw.
 Canton—Stark Co. Fair Assn. Sept. 6-10. Mrs. Fern Saal.
 Canfield—Masoning Co. Fair Assn. Sept. 2-6. E. R. Zeiger.
 Carrollton—Carroll Co. Fair Assn. Sept. 23-Oct. 2. E. Weaver Casper.

North Carolina
 Asheville—Atlantic Dist. Fair Assn. Oct. 12-16. C. E. Rebbina.
 Asheville—Center of N. C. Fair. Sept. 6-11. W. C. York.
 Asheville—October Fair, Inc. Sept. 20-26. Joe McKennon.
 Beaufort—Carteret Fair, Inc. Oct. 4-9. T. E. Kelly.
 Charlotte—Southern States Fair. Oct. 5-9. J. S. Dorson.
 Cherokee—Cherokee Indian Fair Assn. Sept. 21-25. Woodrow Welch.
 Concord—Cabarrus Co. Agri. Fair. Sept. 20-25. Pete Gravely.
 Edenton—Chowan Co. American Legion Fair. Sept. 12-18. B. E. Leary.
 Enfield—Furman's Agri. Fair. Sept. 27-Oct. 2. W. H. Burchett.
 Fayetteville—Cape Fear Regional Fair. Oct. 3-9. R. H. Smith.
 Gastonia—Spindletop Center Agri. Fair. Sept. 27-Oct. 2. W. H. Robbins.
 Goldsboro—Wayne Co. Fair. Sept. 13-18.
 Greensboro—Greensboro Agri. Fair. Oct. 5-9. Mrs. Clyde Kendall.
 Greensboro—Greensboro Colored Fair. Sept. 4-11. Bob Lee.
 Greenville—Felt Co. Agri. Fair. Oct. 11-16. Norman V. Chambliss, Rocky Mount.

Celina—Mercer Co. Fair Assn. Aug. 14-19. W. F. Archer.
 Chillicothe—Ross Co. Fair Assn. Aug. 23-27. Chas. J. Betsch.
 Cincinnati—Carthage Fair. Sept. 15-18. O. A. Peters, 410 Court House, Cincinnati.
 Circleville—Blickaway Co. Fair Assn. Sept. 15-18. Henry Reid Jr.
 Columbus—Ohio State Fair. Aug. 27-Sept. 3. A. L. Sorenson.
 Coshocton—Coshocton Co. Fair Assn. Oct. 6-9. C. V. Croy.
 Croton—Hartford Co. Fair Assn. Aug. 10-14. William Arter.
 Dayton—Montgomery Co. Fair Assn. Sept. 6-9. Goldie V. Scheible, 709 Reibold Bldg.
 Delaware—Delaware Co. Fair Assn. Sept. 20-24. William B. Deal.
 Dover—Tuscarawas Co. Fair Assn. Sept. 19-25. W. G. Pindley.
 Easton—Preble Co. Fair Assn. Sept. 14-17. William B. Pryor.
 Findlay—Hancock Co. Fair Assn. Sept. 6-10. Wade Marshall.
 Fremont—Sandusky Co. Fair Assn. Sept. 5-10. Russell S. Hull.
 Gallipolis—Gallia Co. Fair Assn. Aug. 12-14. Jimmie Evans.
 Georgetown—Brown Co. Fair Assn. Oct. 6-9. Luther Kestel.
 Greenville—Darke Co. Fair Assn. Aug. 21-27. Gilbert A. Lease.
 Hamilton—Butler Co. Fair Assn. Sept. 26-Oct. 1. Barton Truster.
 Hicksville—DeLancey Co. Fair Assn. Aug. 23-27. Gerald Massey.
 Hilliards—Franklin Co. Fair Assn. Aug. 18-21. Arch. A. Griffith.
 Hillsboro—Highland Co. Fair Assn. Sept. 8-11. Clarence Larkin.
 Jefferson—Ashland Co. Fair Assn. Aug. 10-14. E. F. Walburn.
 Kenton—Hardin Co. Fair Assn. Sept. 27-Oct. 1. J. H. Jackson.
 Lancaster—Fairfield Co. Fair Assn. Oct. 13-16. Russell W. All.
 Lebanon—Warren Co. Fair Assn. Aug. 21-Sept. 3. C. Nixon.
 Lebanon—Columbiana Co. Fair Assn. Aug. 24-28. Clarence Crosser.
 Lima—Allen Co. Fair Assn. Aug. 21-26. Harold W. Peiling.
 Logan—Hocking Co. Fair Assn. Sept. 29-Oct. 2. J. E. Matheny.
 London—Madison Co. Fair Assn. Aug. 22-26. Robert Hines.
 Loudonville—Loudonville Fair Assn. Oct. 5-7. Donald L. Nash.
 Lucasville—Scioto Co. Fair Assn. Aug. 4-7. A. S. Moulton.
 McConnelsville—Morgan Co. Fair Assn. Sept. 8-11. Ray G. Smith.
 Mansfield—Richland Co. Fair Assn. Aug. 11-14. Mrs. Elmer Snively.
 Marietta—Washington Co. Fair Assn. Sept. 5-8. V. C. Schriber.
 Marion—Marion Co. Fair Assn. Aug. 21-26. Clifford Campbell.
 Marysville—Union Co. Fair Assn. Sept. 15-18. Luther L. Liggett.
 Maumee—Lucas Co. Fair Assn. Aug. 4-9. Orville W. Dishar.
 Medina—Medina Co. Fair Assn. Sept. 8-11. C. W. Mapes.
 Millersburg—Holmes Co. Fair Assn. Aug. 18-21. Verie H. Spreng.
 Montpelier—William Co. Fair Assn. Sept. 12-15. Woodrow Schlegel.
 Mount Gilead—Morrow Co. Fair Assn. Aug. 18-21. Dwight McClarren.
 Mount Vernon—Knox Co. Fair Assn. July 26-31. Henry O. Richards.
 Napoleon—Henry Co. Fair Assn. Aug. 18-21. James D. Murray.
 Norwalk—Huron Co. Fair Assn. Sept. 14-18. Mrs. Elfrieda Crayton.
 Old Washington—Guernsey Co. Fair Assn. Sept. 29-Oct. 2. Thomas E. Gracy.
 Ottawa—Putnam Co. Fair Assn. Sept. 22-25. Aaron Donaldson.
 Owensville—Clermont Co. Fair Assn. Aug. 18-21. J. W. Evans.
 Painesville—Lake Co. Fair Assn. Aug. 23-29. Herbert Belcher.
 Paulding—Paulding Fair Assn. Sept. 1-4. A. E. Allenworth.
 Plain City—Plain City Fair Assn. Aug. 4-7. Walter Minshail.
 Pomeroy—Meigs Co. Fair Assn. Aug. 18-21. C. L. Heaton.
 Proctorville—Lawrence Co. Fair Assn. July 28-31. Owen Griffith.
 Randolph—Randolph Fair Assn. Sept. 10-12. R. P. Hamilton.
 Richwood—Richwood Fair Assn. Sept. 4-6. Dana D. Lowe.
 St. Clairsville—Belmont Co. Fair Assn. Sept. 9-11. W. R. Butcher Jr.
 Seaman—Seaman Fall Festival Assn. Sept. 22-25. H. M. Satterfield.
 Sidney—Shelby Co. Fair Assn. Aug. 1-6. Robert Kaser.
 Smithfield—Jefferson Co. Fair Assn. Aug. 18-21. W. E. Rose.
 Springfield—Clark Co. Fair Assn. Aug. 18-21. B. P. Sandles.
 Tiffin—Seneca Co. Fair Assn. Aug. 22-26. Ralph D. Stacy.
 Troy—Miami Co. Fair Assn. Aug. 14-19. L. J. George.
 Upper Sandusky—Wyandot Co. Fair Assn. Sept. 14-18. Ross A. Winter.
 Urbana—Champaign Co. Fair Assn. Aug. 8-13. Howard Goddard.
 Van Wert—Van Wert Fair Assn. Sept. 6-10. N. E. Stuckey.
 Warren—Trumbull Co. Fair Assn. Aug. 3-7. Frank M. Neal.
 Wapakoneta—Auglaize Co. Fair Assn. Aug. 8-13. Harry Kahn.
 Washington C. H.—Payette Co. Fair Assn. July 27-31. Frank E. Ellis.
 Wauseon—Pulston Co. Fair Assn. Sept. 5-9. C. Ackerman.
 Wellington—Lorain Co. Fair Assn. Aug. 23-27. Clair L. Hill.
 West Union—Adams Co. Fair Assn. Aug. 24-27. Charles S. Kirker.
 Wilmington—Clinton Co. Fair Assn. Aug. 10-14. A. A. Veith.
 Woodsfield—Monroe Co. Fair Assn. Sept. 22-24. Ralph Schumacher.
 Wooster—Wayne Co. Fair Assn. Sept. 14-18. W. J. Buss.
 Xenia—Greene Co. Fair Assn. Aug. 3-7. Mrs. J. Robert Bryson.
 Zanesville—Muskingum Co. Fair Assn. Aug. 17-21. Peri D. Elliott.

Duncan—Stephens Co. Free Fair Assn. Sept. 13-18. Edward Gregory.
 Enid—Garfield Co. Fair Assn. Sept. 10-17. Roy W. Davis.
 Fairview—Major Co. Free Fair Assn. Sept. 14-16. Harold Miller.
 Guthrie—Logan Co. Fair Assn. Sept. 16-17. Harold Casey.
 Guymon—Tex. Co. and Panhandle Dist. Free Fair. Sept. 14-18. Robert G. Sheets.
 Holdenville—Hughes Co. Free Fair. Sept. 9-11. Jesse M. Barbre.
 Hugo—Cherokee Co. Free Fair. Sept. 9-11. Robert Massengall.
 Hydro—Hydro Dist. Fair Assn. Sept. 2-4. Mrs. Grace R. Felton.
 Madill—Marshall Co. Free Fair. Sept. 16-18. Dale Orment.
 McAlester—Pittsburg Co. Fair Assn. Sept. 8-11. M. W. Priddy Jr.
 Medford—Grant Co. Fair Assn. Sept. 26-23. J. D. Edmondson.
 Miami—Ottawa Co. Free Fair Assn. Sept. 7-11. J. D. Hlakemore.
 Mountain View—Mountain View Free Fair Assn. Aug. 25-28. Karl K. Koba.
 Muskogee—Oklahoma State Fair. Sept. 19-26. M. E. Tweedell.
 Newkirk—Kay Co. Fair Assn. Sept. 14-18. W. R. Hutchinson.
 Nowata—Nowata Co. Fair Assn. Sept. 20-22. Mrs. C. W. Morley.
 Oklahoma City—Oklahoma State Fair & Expo. Sept. 25-Oct. 3. C. O. Baker.
 Okmulgee—Okmulgee Co. Free Fair. Sept. 27-30. Bob Smith.
 Pauls Valley—Garvin Co. Free Fair. Sept. 8-11. James T. Jackson.
 Pawhuska—Seagrave Co. Fair Assn. Sept. 13-17. A. A. Sewell.
 Pawnee—Pawnee Co. Free Fair. Sept. 22-25. Merle Johnston.
 Perry—Noble Co. Fair Assn. Sept. 13-16. Emil Voigt.
 Pond Creek—Grant Co. Free Fair. Sept. 20-23. J. D. Edmondson.
 Purcell—McClellan Co. Fall Festival. Sept. 13-14. L. J. James.
 Shawnee—Pottawatomie Co. Fair Assn. Sept. 20-23. Mrs. H. L. Swink.
 Taloga—Dewey Co. Free Fair. Sept. 18-18. Donald Tallent.
 Tulsa—Tulsa State Fair. Oct. 3-8. Clarence C. Lester.
 Walters—Cotton Co. Free Fair. Sept. 9-11. Jasper Harl.
 Watonga—Blaine Co. Fair Assn. Sept. 13-16. Vance Deaton.
 Waurika—Jefferson Co. Free Fair Assn. Sept. 15-17. Hugh DeWoody.
 Wewoka—Seminole Co. Free Fair. Sept. 13-16. R. Dale Martin.
 Woodward—Woodward Co. Free Fair Assn. Sept. 15-17. Bill Taggart.

Oregon

Burns—Harney Co. Fair. Sept. 17-19.
 Canby—Clackamas Co. Fair. Aug. 25-30.
 Clifton—Gilliam Co. Fair. Sept. 23-25.
 Eugene—Lane Co. Fair. Sept. 14-18. Mrs. Hallie Huntington.
 Gold Beach—Curry Co. Fair. Aug. 26-28.
 Grants Pass—Josephine Co. Fair. Aug. 11-14.
 Gresham—Multnomah Co. Fair. Aug. 12-21.
 Duane Hennessee.
 Heppner—Morrow Co. Fair. Sept. 2-4.
 Hermiston—Umatilla Co. Fair. Aug. 18-21. H. E. Bierman.
 Hillsboro—Washington Co. Fair. Aug. 25-29. Mary E. Hadley.
 Hood River—Hood River Co. Fair. Aug. 17-19.
 John Day—Grant Co. Fair. Sept. 23-25.
 LaGrande—Union Co. Fair. Sept. 16-18. Mrs. Vivian Hartle.
 Madras—Jefferson Co. Fair. Aug. 13-15. Steve Stivers.
 Moro—Sherman Co. Fair. Sept. 9-12. Mary O. Coons.
 Myrtle Point—Cooch Co. Fair. Aug. 18-21.
 Newport—Lincoln Co. Fair. Aug. 19-21.
 Prineville—Crooked River Roundup & Fair Assn. Aug. 5-8. Clyde Gumpert.
 Redmond—Deschutes Co. Fair Assn. Aug. 27-29.
 Rickreall—Polk Co. Fair. Aug. 27-29.
 Roseburg—Douglas Co. Fair. Aug. 27-29.
 St. Helens—Columbia Co. Fair. Aug. 8-9.
 Salem—Oregon State Fair. Sept. 4-11.
 Tillamook—Tillamook Co. Fair. Aug. 11-14. H. G. Smith.
 Tygh Valley—Wasco Co. Fair. Aug. 26-29.

Pennsylvania

Abbottstown—East Berline—Adams Co. Fair. Aug. 10-14. Mary E. Elder.
 Alexander—W. Alexander Fair. Sept. 15-18. Scott E. Egan.
 Allentown—Great Allentown Fair. Sept. 20-25. R. D. Schall.
 Albion—Albion Community Fair. Sept. 16-18. C. C. Harry.
 Arden—E. Mountain Fair. Sept. 7-11. Harry E. McDannell.
 Bangor—Blue Valley Farm Show. Aug. 18-21. Millard L. Gleim.
 Barnesville—Barnesville Fair. Aug. 23-26.
 Beaver Springs—Beaver Community Fair. Sept. 22-25. Frank Gill.
 Bedford—Bedford Co. Fair. Assn. Aug. 9-14. John H. Jordan.
 Bellwood—Bellwood-Antis Farm Show. Sept. 17-19. Mrs. Paul Kurta.
 Blair—Sinking Valley Farm Show. Oct. 14-16. John S. Loiz.
 Bloomsburg—Bloomsburg Fair Assn. Sept. 27-Oct. 2. Harry B. Correll.
 Bloomsburg—Junior Achievement Show. Aug. 19-21. Harry Everett.
 Butler—Butler Farm Show. Aug. 18-20. Leroy Miller.
 Butler—Butler Fair & Agri. Assn. Aug. 9-14. Don Osterling.
 Carlisle—Carlisle Fair. Aug. 16-21. Beaufort S. Swartz.
 Centre Hall—Orange Encampment & Centre Co. Fair. Aug. 28-Sept. 2. R. G. Homan.
 Claysburg—Greenfield Community Fair. Sept. 16-18. Mary Burket.
 Clearfield—Clearfield Co. Fair Assn. Aug. 3-7. Joseph Hogenotler.
 Cochranstown—Cochran Community Fair. Sept. 15-18. Mrs. Neil Oakes.
 Connelestown—Pleasant Valley Grange Fair. Sept. 7-11. Eugene V. Krefer.
 Cookport—Green Twp. Community Fair. Sept. 9-11. Eugene Forzythe.
 Coopersburg—South Lehigh Home Fair. Sept. 16-18. W. R. Cooper.
 Dallastown—Great Dallastown Fair. Aug. 27-28. J. H. Kell.
 Dalmatia—Lower Mahanoy Twp. Fair. Oct. 7-9. Mrs. Ruth Tressler.
 Dayton—Dayton Agri. & Mech. Assn. Aug. 17-21. Mrs. Maine Jordan.
 Ebensburg—Cambria Co. Fair Assn. Sept. 6-11. Walter Good.
 Edinboro—Edinboro Community Fair. Sept. 16-18. J. C. Ondrey.
 Elizabethtown—Elizabethtown Kiwanis Community Farm Fair. Sept. 15-18. Lew Benzel.
 Ephrata—Ephrata Farmers Day Assn. Sept. 22-25. R. U. Passnacht.
 Forksville—Sullivan Co. Agri. Soc. Sept. 1-4. Laurence Hiegly.
 Gilbert—West End Fair. Aug. 25. Edward Doney.
 Graetz—Graetz Fair. Sept. 21-25. Ford Leitser.
 Greensburg—Harrod Fair Assn. Aug. 25-28. Mrs. Jacob L. Errett.
 Greenville—D. Perkinson Valley Fair. Sept. 22-25. V. B. Ensminger.
 Harford—Harford Agri. Fair. Sept. 9-11. Elton Robbins.

Hatfield—Montgomery Co. Fair. Sept. 6-11. George Marshall.
 Hollidaysburg—Hollidaysburg Community Fair. Oct. 5-7. Robert W. Walker.
 Honesdale—Wayne Co. Fair Assn. Sept. 13-18. R. W. Gammell.
 Hopewell—Northern Bedford Co. Fair. Oct. 7-9. Mrs. Blaine Cesna.
 Hughesville—Lycoming Co. Fair Assn. July 26-31. Clarence F. Stolz.
 Huntingdon—Huntingdon Co. Fair. Aug. 16-21. Geo. Mullen.
 Indiana—Indiana Co. Fair Assn. Aug. 25-28. L. R. Felton.
 Iona—South Lebanon Community Fair. Oct. 5-8. A. L. Lamm.
 Jamestown—Pymatuning Fair. Sept. 16-18. K. K. McElhaney.
 Jennerstown—Jenner Fair. Aug. 16-21. A. O. Lape.
 Kimberton—Kimberton Fair. July 30-31. Kenneth Smiley.
 Kutztown—Kutztown Fair Assn. Aug. 16-21. Elmer Kline.
 Lakewood—Northern Wayne Community Fair. Sept. 9-11. Everett E. Nicklow.
 Lampeter—W. Lampeter Fair. Sept. 23-24. Wayne B. Reentschler.
 Laurelton—Union Co. West End Fair. Sept. 8-11. Charles W. Teichman.
 Lehighton—Lehighton Fair. Sept. 6-11. G. E. Hornberger.
 Little—Little Community Show Assn. Sept. 14-18. John W. Keehn.
 Martinsburg—Morrison Cove Community Fair. Oct. 13-15. Ella S. Eberole.
 McConnellsburg—Fulton Co. Fair Assn. Sept. 1-4. Henry W. Daniels.
 Mansfield—Mansfield Fair Assn. Sept. 1-4. Philip W. Parris.
 Meadville—Crawford Co. Fair. Aug. 24-28. Roland Tittmore.
 Mechanicsburg—Grangers Picnic Fair. Aug. 29-Sept. 4. Bob Richwine.
 Meyersdale—Somerset Co. Fair. Aug. 30-Sept. 4. H. A. Finegan.
 Mill City—Falls Overfield Fair Assn. Sept. 16-18. Doris Gregory.
 Mill Hall—Clinton Co. Fair. Aug. 18-21. Verna R. Dettler.
 Millport—Oswayo Valley Rural Community Fair. Sept. 3-6. Laura B. Hemphill.
 Montandon—Tri-Township Fair. Sept. 22-25. John B. Frederick.
 Mount Joy—Mount Joy Community Exhibit. Oct. 15-18. Joseph G. Shaeffer.
 Myerstown—Myerstown Community Fair. Oct. 6-8. John R. Sherman.
 Nazareth—Nazareth Farm Products Show. Nov. 18-20. Paul R. Seibert.
 New Bethel—F&M Agri. Show. Aug. 11-13. Louise Schum.
 New Stanton—Stanton Community Fair. Aug. 11-14. Mrs. A. W. Kauffman.
 Nazareth—Nazareth Fair Assn. Aug. 3-7.
 Newfoundland—Greene Dreher Community Fair. Aug. 26-28. Henry G. Botjer.
 New Holland—New Holland Farmers Fair Assn. Sept. 29-Oct. 2. S. O. Zimmerman.
 Oil City—Apple & Farm Products Show. Oct. 30-32. Charles H. Fisher.
 Oley—Oley Valley Community Fair. Sept. 22-25. Carl W. Blank.
 Oriental—P.O.S. of A. Fair. Aug. 18-22. Wallace Hokenbroch.
 Ox Hill—Ox Hill Community Fair. Sept. 6-8. David W. Simpson.
 Pitsburg—Allegheny Co. Free Fair & Industrial Expo. Sept. 2-6. Betty Colosimo.
 Port Royal—Junata Co. Agri. Soc. Sept. 6-11. Dwight B. Hower.
 Reading—Reading Fair. Sept. 13-18. Charles W. Sweyer.
 Rostraver—Rostraver Twp. Free Fair. Aug. 17-19. Mrs. Henry Bush.
 Shade Gap—Soldiers and Sailors Fair. Aug. 2-7. A. L. Blackman.
 Shanksville—Stoney Creek Community Fair. Sept. 8-11. Mrs. Donald Stull.
 Smethport—McKean Co. Fair Assn. Sept. 6-10. Lloyd Mulvihill.
 South Park—Allegheny Co. Free Fair. Sept. 2-6. Betty Colosimo.
 Sparsburg—Sparsburg Community Fair Assn. Sept. 9-11. Henry Bailey.
 Stoneboro—Stoneboro Fair. Sept. 1-4. O. W. Ibbes.
 Tionesta—Forest Co. Fair. Sept. 16-18. Karl W. Powers.
 Towanda—V. F. W. Farm Fair. Aug. 2-7. Leonard Gowin Jr.
 Troy—Troy Agri. Soc. Aug. 9-14. H. D. Holcombe.
 Turbotville—Turbotville Community Fair. Sept. 14-17. Charles F. Glass.
 Unionville—Unionville Community Fair. Oct. 14-18. Mrs. Mae Woodward.
 Washington—Washington Co. Agri. Fair. Aug. 24-28. Chas. R. Morrison.
 Washingtonville—Monteur Delong Fair. Oct. 6-8. E. P. Power.
 Wattsburg—Wattsburg Fair. Aug. 31-Sept. 4. H. M. Burrows.
 Waterford—Waterford Community Fair. Sept. 8-11. C. L. Bowman.
 Waynesburg—Greene Co. Free Fair. Aug. 18-21. Charles R. Clark.
 Wellsville—Tioga Co. Fair. Aug. 10-14. Carl H. Forrest, Tioga.
 West Alexander—West Alexander Agri. Assn. Sept. 15-18. Scott E. Egan.
 West Goshen Twp.—Goshen Country Fair. Aug. 2-7. Howard F. Riley.
 Wind Ridge—Jacktown Fair. Aug. 11-14. Thomas Tharp.
 Yellow Creek—Northern Bedford Co. Fair. Oct. 7-9. Mrs. Blaine Cesna.
 York—York Fair. Sept. 14-18. Mrs. O. Morgart.
 Youngsville—Youngsville Community Fair. Aug. 25-28. Myrtle Davis.

Rhode Island

East Greenwich—Rocky Hill Fair. Aug. 24-29. Warren P. Moorehead.
 South Carolina
 Anderson—The Anderson Fair. Nov. 1-2. Mrs. Maude B. Barton.
 Bennettsville—Marlboro Co. Agri. Fair. Sept. 20-25. J. Murray Jackson.
 Camden—Kershaw Co. Fair. Oct. 11-16. J. D. Crawford.
 Charleston—Charleston A.S.I. Fair. Oct. 31-Nov. 6. W. M. Frampton.
 Chester—Chester Co. Fair. Sept. 27-Oct. 2. J. S. Colvin.
 Columbia—South Carolina State Fair. Oct. 18-23. Paul V. Moore.
 Columbia—South Carolina State Colored Fair. Oct. 25-30.
 Florence—Eastern Carolina Agri. Fair. Oct. 25-30. E. D. Sallenger Jr.
 Greenville—Greenville Co. American Legion Fair. Sept. 27-Oct. 2. Karl E. Nuzzener.
 Greenwood—Greenwood Co. Fair. Oct. 4-9. J. L. Wash.
 Kingstree—Willamsvore Co. Fair. Oct. 11-16. H. C. Crawford.
 Lancaster—Lancaster Co. Fair Assn. Oct. 18-23. Robert B. Knight.
 Laurens—Laurens Co. Fair. Oct. 4-9. John G. Gethin.
 Manning—Clarendon Co. Agri. Expo. Sept. 20-25. James E. Gamble.
 Newberry—Newberry Co. American Legion Fair. Oct. 4-9. Frank Sutton.
 Orangeburg—Orangeburg Co. Fair. Oct. 25-30. W. A. Schiffley.
 Orangeburg—Orangeburg Co. Colored Fair. Oct. 4-9. W. C. Lewis.
 Rock Hill—York Co. Fair. Oct. 11-16. H. D. Black.
 Spartanburg—Piedmont Interstate Fair. Oct. 11-16. Thos. M. Craig.
 Sumter—Sumter Co. Fair. Nov. 1-3. J. Cliff Brown.
 Union—Union Co. Fair Assn. Oct. 18-23. Hydrick L. Kirby.
 Waterboro—Colleton Co. Fair Assn. Oct. 25-30. Bruce Hiers.

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Fill in This Coupon Now

South Dakota

Aberdeen—Brewer Co. Fair, Aug. 25-28.
Aberdeen—Union Co. Fair, Aug. 17-18.
Chryseum Agency—Chryseum River Fair & Rodeo, Sept. 1-2.
Edgemont—Fall River Co. Fair Assn. Sept. 1-4. Bob Tisdale.
Faith—Faith Fair, Aug. 11-23.
Georgetown—Potter Co. Fair, Assn. July 28-29. Carl P. Rytberg.
Hermosa—Custer Co. Fair, Aug. 26-27.
Kinross—Brode Co. Fair, Aug. 18-21.
Martin—Bennett Co. Fair, Aug. 25-28.
Merrima—Custer Co. Fair Assn. Aug. 27-28. R. J. O'Hann.
Huron—South Dakota State Fair, Sept. 8-11. Kenneth Salgeman.
Niand—Butte Co. Fair, Aug. 19-21.
Onida—Sully Co. Fair Assn. Aug. 23-25. John F. Wea.
Parke—Turner Co. Fair Assn. Aug. 19-21. L. Montgomery.
Rapid City—Black Hills Expo., Rodeo, Horse Show & Fair, Aug. 19-23. Kenneth L. Roberts.
Rosebud—Sioux Fair & Rodeo, Aug. 27-29.
Sioux Falls—Sioux Empire Fair, Aug. 23-29.
Tripp—Hutchinson Co. Fair Assn. Aug. 21-25. S. Samuel Schmidt.
Webster—Day Co. Fair, Aug. 24-28.

Tennessee

Adamsville—Adamsville Livestock Show, Aug. 14. J. D. Perkins.
Alexandria—DeKalb Co. Fair Assn. Aug. 4-7. Stella Carter.
Ashland City—Cheatham Co. Fair, Sept. 3-4. Mrs. T. Williams.
Athens—McMinn Co. Fair, Sept. 13-18. Mrs. Jim Buttram.
Athens—McMinn Co. Jr. Dairy Show, Sept. 8. John Lodge.
Bullair—Hardeman Co. Fair, Sept. 20-23. Paul Vaughn.
Hendryville—Jesse Bluff Community Fair, Sept. 4. Erin Lusk.
Brownsville—Haywood Co. Colored Fair, Oct. 11-16. F. E. Jeffries.
Byrdstown—Pickett Co. Dairy Show, Aug. 14. A. C. Clark.
Caden—Benton Co. Fair, Aug. 30-Sept. 4. Sara Holliday.
Carthage—Carthage Fair, Aug. 10-14. Stanton Hunter.
Centerville—Hickman Co. Fair Assn. Sept. 8-11. J. L. Flinn.
Chattanooga—Chattanooga Inter-State Fair, Sept. 20-23. Maude Alwood.
Chattanooga—Hamilton Co. Dairy Show, Sept. 18. Robert Childress.
Clarksville—Montgomery Co. Negro Fair, Aug. 19-21. Pope G. Garrett.
Clarksville—Montgomery Co. Fair, Sept. 9-11. Louise Booth.
Clinton—Anderson Co. Fair, Aug. 26-28. R. B. Johnson.
Coalfield—Morgan Co. Fair, Aug. 23-24. Ross H. Wilson.
Columbia—Mauzy Co. Fair, Sept. 13-18. H. H. Hardwick Jr.
Cookeville—Putnam Co. Agr. Fair Assn. Aug. 25-28. Doreen Boyd.
Cordova—Cordova Community Fair, Sept. 15-16. Kathryn Banners.
Covington—Tippeco Co. Fair Assn. Sept. 6-10. Blaney Shoat.
Crosbyville—Cumberland Co. Fair Assn., Inc. Sept. 3-4. Mrs. Ruth Turner.
Decatur—Meigs Co. Free Fair, Sept. 2. Mrs. Herman Woody.
Dickson—Dickson Co. Fair, Aug. 25-28. Maurice Harris.
Dunelson—Dunston FFA Rally & Fair, Nov. 12. J. H. Tucker.
Dunlap—Sequatchie Co. Fair, Sept. 17. Inez H. Campbell.
Dyersburg—Dyer Co. Fair, Sept. 6-11. George O. Wilson.
Dyersburg—Dyer Co. Colored Fair, Sept. 16-18. Dorothy Herring.
Elizabethton—Carter Co. 4-H Fair, Sept. 9-10. Colen A. Perkins.
Fayetteville—Lincoln Co. Fair, Sept. 13-18. G. L. Taylor.
Gainesboro—Jackson Co. Fair Assn. Sept. 16-18. Billy Myers.
Gallatin—Sumner Co. Fair, Inc. Aug. 28-29. Edw. V. Anthony.
Greenville—Greene Co. 4-H Fair, Sept. 10. Barbara Russell.
Greenville—Greene Co. Agr. Fair, Sept. 2-4. Bonabelle Barkley.
Harriman—Roane Co. Fair Assn. Sept. 1-4. W. B. Stout.
Harriman—Harriman Jr. Dairy Show, Aug. 12. F. L. Paris.
Henderson—Chester Co. Fair, Sept. 8-11. R. C. Darnall.
Huntington—Carroll Co. Fair Assn. Sept. 20-25. J. F. Walters.
Jackson—West Tenn. Dist. Fair, Sept. 13-18. A. U. Taylor.
Jackson—Madison Co. A & M Fair Assn. Sept. 27-Oct. 2. J. E. McNeely.
Jamestown—Fentress Co. Fair, Sept. 9-11. P. G. Crooks.
Johnson City—Appalachian 4-H Fair, Sept. 9-10. M. W. Krieger.
Jonesboro—Washington Co. Fair, Aug. 18-21. Mrs. Paul A. Dillow.
Kingsport—East Tennessee Dist. Fair, Aug. 22-28. A. B. Coleman.
Knoxville—Tennessee Valley Agr. & Ind. Fair, Sept. 13-18. Pat W. Kerr.
Lawrenceburg—Middle Tenn. Dist. Fair, Sept. 13-18. Thomas H. Locke.
Lawrenceburg—Middle Tenn. Dist. Fair, Sept. 13-18. T. H. Locke.
Lebanon—Wilson Co. Colored Fair, Aug. 13-14. Clarence Crutchfield.
Lebanon—Wilson Co. Fair Assn. Sept. 14-18. A. W. McCartney.
Livingston—Overton Co. Fair, Sept. 9-11. D. E. Benson.
McMinnville—Warren Co. Agr. & Livestock Fair, Sept. 15-18. Bobby Smartt.
Manchester—Coffee Co. Jr. Dairy Show, Aug. 14. James L. Taylor.
Martin—Weakley Co. Dairy Show, Aug. 13. Wade Barton.
Maryville—Blount Co. Fair, Aug. 26-Sept. 4. H. A. Smith.
Memphis—Mid-South Fair, Sept. 23-Oct. 3. L. H. Dilla.
Memphis—Colored Tri-State Fair, Oct. 7-10. E. C. Jones.
Milan—Milan Community Fair, Aug. 26-27. Mrs. Jean Daniels.
Morristown—Hamblin Co. 4-H & FFA Fair, Sept. 10-11. Jesse E. Francis.
Moss—Clay Co. Fair, Aug. 23-28. S. E. Heftand.
Murfreesboro—Mid-South Colored Fair, Aug. 25-27. William H. Butler.
Murfreesboro—Rutherford Co. Dairy Show, Sept. 11. Leroy Hight.
Nashville—Tennessee State Fair, Sept. 25-28. L. E. Griffin. P. O. Box 90.
Newport—Cocke Co. Fair, Sept. 20-25. Jack Vinson.
Oneida—Scott Co. Fair, Sept. 1-3. E. C. Terry.
Parsons—Decatur Co. Fair Assn. Sept. 31-25. B. C. Dailley.
Pulaski—Giles Co. Fair, Sept. 8-11.
Rogersville—Hawkins Co. 4-H Fair, Sept. 9-11. Mrs. Ben Alley.
Rothledge—Grainger Co. Fair, Sept. 9-10. Grace Dalton.
Savannah—Hardin Co. Agr. Fair, Sept. 13-15. F. B. Carrington.
Sevier—McNairy Co. Dairy & Livestock Show, Aug. 28. Mildred Petty.
Serrinsville—Sevier Co. Fair, Sept. 8-11. Ernest Thurman.
Shelbyville—Bedford Co. 4-H Fair, Aug. 19-20. Mrs. Grace Pfy.
Somerville—Payette Co. Colored Fair, Nov. 14. Cressett Franklin.
Sparta—White Co. Fair Assn. Sept. 8-11. T. S. Hale.

Sumner—Van Buren Co. Fair Assn. Sept. 1-4. C. E. Rogers.
Spring City—Rhea Rural Fair, Sept. 2-4. Mrs. Ler Alley.
Springfield—Robertson Co. Fair Assn. Sept. 13-18. Carter Burnett.
Sweetwater—Monroe Co. Fair, Aug. 20-22. S. R. B. Dumas.
Tracy City—Grundy Co. Fair Assn. Aug. 19-21. E. J. Cunningham.
Trenton—Olson Co. Fair, Sept. 9-11. Mrs. Rachel Holt.
Wartrace—Wartrace 4-H Club Jerry Cagle Show, Aug. 28. Edgar C. Lane.
Waynesboro—Wayne Co. 4-H & FFA Fair, Oct. 1. Roy Morrow.
Waverly—Hamphreys Co. Fair Assn. Sept. 8-11. Henry Geitry.
Westmoreland—East Sumner Fair, Sept. 18-21. Orestine Simmons.
Woodbury—Cannon Co. Fair, Sept. 16-18. Mrs. J. H. Cummings.
Yorkville—Yorkville Jersey Cattle Show, Aug. 28. M. R. Forrester.

Texas

Amesville—Tri-State Fair, Sept. 20-23. Rex B. Baxter.
Angelton—Brewster Co. Fair, Oct. 1-3. N. Leslie Kelley.
Baytown—Baytown Fair, Oct. 8-9. Nelson McKroy.
Beaumont—South Tex. State Fair, Oct. 14-23. Karl D. Schwartz.
Blanco—Blanco Valley Fair & Stock Show, Aug. 12-14. Henry Bandale.
Brownham—Washington Co. Fair Assn. Sept. 30-Oct. 2. Billy Sohns.
Boers—Kendall Co. Fair, Sept. 4-6. A. M. Gilliat.
Bowie—Montague Co. Fair Assn. Sept. 23-25. Mrs. Earl Sansom.
Cleburne—N. Cent. Tex. Fair & Rodeo, Sept. 8-11. E. L. Heid.
Corsicana—Corsicana Livestock & Agr. Show, Sept. 28-Oct. 2. R. W. Knight.
Dallas—State Fair of Tex., Oct. 9-24. S. B. Cox.
Dallas—Dallas-Hartley Fair, Sept. 3-4. Nick P. Craig.
Doss—Doss Community Fair, Aug. 14.
Edna—Jackson Co. Fair Assn. Sept. 14-16. Willie Mae Marthiljohn.
Fredericksburg—Olliepe Co. Fair, Aug. 20-22. Wm. M. Gillespie.
Gainesville—Coke Co. Fair Assn., Aug. 30-Sept. 4. Leroy Robinson.
Huntsville—Walker Co. Fair, Oct. 8-9. Maurice E. Torner.
Iowa Park—Tex.-Okla. Fair, Sept. 27-Oct. 2. Gordon Clark.
Johnson City—Blanco Co. Fair, July 21-Aug. 1. George Byars.
Levelland—Hockley Co. Fair & Jamboree, Sept. 18-19. Pat J. Ryan.
Liberty—Trinity Valley Expo. & Rodeo, Oct. 13-16. Archie Pittman.
Longview—Greene Co. Fair, Sept. 27-Oct. 2. L. T. Williams.
Lubbock—Panhandle South Plains Fair, Sept. 27-Oct. 2. A. B. Davis.
Marshall—Central E. Tex. Fair & Livestock Expo., Sept. 6-11. Joe L. Mock.
McKinney—Collin Co. Fair, Oct. 4-7. Leon B. Doliens.
Nacogdoches—Nacogdoches Co. Fair & Livestock Expo., Oct. 6-9. Ben Ritterskamp.
Navasota—Grimes Co. Fair Assn. Oct. 21-23. M. S. Croft.
New Braunfels—Comal Co. Fair, Sept. 24-26. Marcus J. Adams.
Palestine—Anderson Co. Fair, Oct. 18-23. C. O. Miller Jr.
Paris—Red River Valley Expo., Oct. 11-16. Jack V. Woodridge.
Pasadena—Livestock Show, Fair & Rodeo, Sept. 8-11. John P. Pachtkefer.
Perrytown—North Plains Fair, Aug. 20-22. John Mayfield.
Plainview—Hale Co. Fair, Oct. 7-9. Wayne B. Smith.
Richardson—Community Fair, Aug. 23-28. T. R. Hickmann.
Rosenberg—Fort Bend Co. Fair Assn. Sept. 29-Oct. 2. A. L. Richter.
Seguin—Guadalupe Co. Agr. Fair, Oct. 7-9. F. W. Stewart.
Seminole—Gaines Co. Fair, Oct. 8-9. H. C. Kyle.
Stonewall—Community Fair, Aug. 15.
Temple—Cen-Tex Fair, Sept. 20-25. Maxwell C. Jones.
Texarkana—Four States Fair, Sept. 10-18. L. E. Gilliland.
Tomball—Harris Co. Fair Assn. Sept. 3-4. H. Buecher.
Tyler—East Tex. Fair, Sept. 13-18. Bob Murdoch.
Waco—Heart of Tex. Fair, Oct. 2-9. Othel M. Neely.
Wharton—Wharton Co. Fair, Sept. 21-25.

Utah

Hurricane—Washington Co. Fair, Sept. 3-4. Waldo Hirschi.
Kayville—Davis Co. Fair, Aug. 27-28. LaVar Godfrey.
Logan—Caine Co. Fair & Rodeo, Aug. 18-20. Kenneth R. Gordon.
Manti—Sanpete Co. Fair Assn. Aug. 12-14. Alan Smith.
Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Feldstedt.
Orderville—Kane Co. Fair, Aug. 27-28. Mary Lee Eplin.
Panguitch—Garfield Co. Fair and Livestock Show, Aug. 20-21. Hea Dodda.
Salt Lake City—Utah State Fair Assn. Sept. 18-28. J. A. Theobald.

Vermont

Barton—Orleans Co. Fair, Aug. 18-22. Mildred Baker.
Bradford—Connecticut Valley Exposition, Aug. 13-15. J. Arthur Peters.
Essex Junction—Champlain Valley Expo., Aug. 30-Sept. 4. Harris K. Drury.
Hartland—Hartland Fair, Aug. 19-22. M. P. Rogers.
Lyndonville—Caledonia Co. Fair Assn., Aug. 26-28. H. E. Ross.
Rutland—Rutland Co. Agr. Soc. Sept. 8-11. Arthur B. Porter.
Tunbridge—Union Agr. Soc. Sept. 23-25. P. A. Farnham.

Virginia

Bland—Bland Co. Fair Assn., Sept. 8-11. T. E. Maloney.
Chatham Hill—Rich Valley Fair Assn., Aug. 25-28. J. T. Gardner.
Chesterfield—Chesterfield Co. Fair Assn., Danville—Danville Fair Assn., Oct. 12-16. Brantley P. Barr.
Dungannon—Scott Co. Fair Assn., Inc., Sept. 15-18. P. W. Collins.
Farmville—Five Co. Fair Assn. Sept. 20-25. Mrs. E. R. Spillman.
Sept. 18-18. D. W. Murphy.
Fredericksburg—Fredericksburg Fair Assn., Aug. 30-Sept. 8.
Galax—Galax Agr. & Industrial Fair, Aug. 16-21. S. C. Eddins.
Gooseland—Gooseland Poughatan Fair Assn. Sept. 8-18. R. C. Waitt.
Grundy—Buchanan Co. Fair Assn., Aug. 19-21. Mrs. Lee Edie Sturgill.
Kiefer—Kiefer Fair, Aug. 23-28. Rocco Masucci.
Lebanon—Russell Co. Fair Assn. Sept. 16-18. Ralph S. Rasmie.
Luxey—Palm Co. Fair, Aug. 23-28. Mrs. E. H. Fogleman.
Manchester—Prince William Co. Fair, Aug. 16-21. J. R. Beahm.
Martinsville—Martinsville 4-Co. Colored Agr. Fair, Sept. 8-11. S. H. Baldwin.
New Castle—Craig Co. Fair Corp., Sept. 1-4. Haden Sublett.
Pennington Gap—Lee Co. Fair Assn. Sept. 6-11. R. C. Carter.
Petersburg—Petersburg Fair, Oct. 4-8. H. Willard Eades.

Richmond—Atlantic Rural Expo., Sept. 26-Oct. 2. J. A. Mitchell.
Roanoke—Roanoke Fair, Aug. 30-Sept. 4. Arthur C. Walker.
Rocky Mount—American Legion Amuse-Entertainment Corp., Aug. 30-Sept. 4. Wm. Sam H. Bernard.
South Boston—Harris Co. Fair Assn. Oct. 18-22. W. W. Williams.
Staunton—Augusta Co. Agr. Fair, Inc., Sept. 8-11.
Suffolk—Tidewater Fair Assn. Oct. 18-22. R. C. Eddins.
Tusculum—Tusculum Co. Agr. Fair, Aug. 17-21. Herbert Ward.
Wartow—Northern Neck Agr. Fair, Sept. 6-11. Mrs. J. L. Eason.
Westwood—Westwood Fair, Aug. 9-14. Wm. V. F. W. Wise Co. Fair, Aug. 12-14. J. M. Robinson.
Woodstock—Shenandoah Co. Fair Assn., Aug. 20-Sept. 4. Marvin W. Henshale.

Washington

Centralia—Chehalis—Southwest Wash. Fair Assn. Aug. 22-29. Arthur W. Ebert.
Davenport—Lincoln Co. Fair Assn. Sept. 8-11. C. Ross Trout.
Deer Park—Deer Park Fair Assn. Sept. 9-12. Marion Mix.
Elensburg—Kittitas Co. Fair, Sept. 3-6. Wendell W. Prater.
Elma—Grays Harbor Dist. Fair, Aug. 20-22. Mrs. Gardiner Jones.
Friday Harbor—San Juan Co. Fair Assn., Sept. 9-11. Cecil L. Carter.
Langley—Island Co. Fair Assn. Aug. 27-29. Benjamin M. Herring.
Longview—Columbia Empire Fair, Aug. 16-21. W. E. Rosebraugh.
Lynden—Northwest Wash. Fair Assn. Aug. 18-21. Peter Meenderling.
Menlo—Pacific Co. Fair, Aug. 18-21. Mrs. Marvin Sexton.
Moses Lake—Grant Co. Fair Assn. Sept. 10-12. George E. Dougherty.
Mount Vernon—Skagit Co. Fair Assn. Aug. 28-29. Mrs. Julia Terwill.
Orcutt—Lincoln-Adams-Grant Co. Livestock Fair, Aug. 27-29. T. C. Anderson.
Olympia—Thurston Co. Fair, Aug. 29-31. Herb Legg.
Puyallup—Western Wash. Fair Assn. Sept. 15-20. J. H. McMurray.
Port Angeles—Clallam Co. Fair, Aug. 26-29. Nellie Parr.
Republic—Ferry Co. Grange Fair Assn., Sept. 3-5. O. M. Wilson.
Spokane—Spokane Interstate Fair, Inc., Sept. 3-6. Herbert Welch.
Walla Walla—Southeastern Wash. Fair Assn. Sept. 3-6. Leslie L. Stewart.
Waterville—North Central Wash. Fair Assn. Sept. 17-19. C. Marton Dick.
Yakima—Wash. State 4-H Fair, Sept. 23-26. Charles T. Mernach.

West Virginia

Bellington—Bellington Community Fair, Sept. 15-18. Bill Williams.
Berkeley Springs—Morgan Co. Fair, Aug. 19-21.
Charleston—Southern West Virginia Fair, Sept. 3-11. Harry L. Payton.
Charles Town—Jefferson Co. Fair Assn. Sept. 20-Oct. 2. Mrs. H. P. McGarry Jr.
Circleville—North Fork Community Fair, Oct. 6-9. Byrl L. Law.
Clay City—Clay Co. Fair Assn. Aug. 23-28. W. M. Smith.
Dallas—Dallas Community Fair, Sept. 3-4. Mrs. Robert L. King.
Elkins—Mountain State Forest Festival, Oct. 7-9. Philip K. Harness.
Fairview—Clay Dist. Fair, Aug. 25-28. Mrs. Dave Moore.
Gasaway—Gasaway Lions Club Community Fair, Aug. 16-21. Fred L. Deip.
Glennville—Gilmer Co. Fair, Inc. Aug. 4-7. G. C. Marsh.
Grantville—Cathoon Co. Fair, Aug. 30-Sept. 4. B. A. Henaley.
Green Sulphur Springs—Green Sulphur Dist. Fair, Aug. 19-21. Wm. J. B. Stimmons Jr.
Helvetia—Helvetia Community Fair, Sept. 19-22. Mrs. Arnold Bester.
Kingwood—Freston Co. Buckwheat Festival, Sept. 30-Oct. 2. Elene M. Herzman.
Lewisburg—Renovertie—State Fair of West Virginia, Aug. 23-28. C. T. Sydenstricker.
Lewisburg—Renovertie—State Fair of West Virginia, Aug. 23-28. C. T. Sydenstricker.
Mannington—Mannington Dist. Fair, Aug. 24-28. Paul M. Hess.
Martinsburg—Berkeley Co. Youth Fair, Sept. 2-4. John J. Harvey.
Marionton—Pocahontas Co. Fair, Aug. 16-21. John White.
Matewan—Magnolia Fair, Inc. Aug. 9-14. T. L. Hoehling.
Matewan—Magnolia Fair, Aug. 9-14. P. M. Allers.
Moundsville—Marshall Fair, Inc. Aug. 4-7. Paul T. Sullivan.
New Hope—Beaverpond Dist. Co-Op Fair, Sept. 3-4. C. P. Elyton.
New Hope—Beaver Pond Dist. Fair, Sept. 2-4. C. P. Elyton.
Parkersburg—Wood Co. Fair Assn., Inc., Aug. 31-Sept. 3. Miss Adele Bigelow.
Pennsboro—Hitchcock Co. Agr. Fair Assn., Aug. 27-28. Denton Hall.
Petersburg—Tri Co. Fair Assn. Sept. 15-18. R. E. Spencer.
Phillippi—Barbour Co. Street Fair, Sept. 23-25. General Froodford.
Pt. Pleasant—Mason Co. Farm Youth Show, Sept. 15-18. Virgil V. Siders.
Pruntytown—Taylor Co. Fair, Aug. 24-28. Paul C. Bartlett.
Riverside—Faw Paw Dist. Fair, Aug. 10-14. Mrs. Frank Arnett Jr.
Sandston—Green Sulphur Dist. Fair, Aug. 19-21.
Summersville—Nicholas Co. Fair, Aug. 9-14. Jessle D. Hume.

Wisconsin

Antigo—Langlade Co. 4-H Club Leaders Assn., Aug. 20-22. Ira V. Goodell.
Athens—Athens & A. Assn. Aug. 26-29. David Braun.
Baraboo—Sauk Co. Agr. Soc. Sept. 2-6. A. H. Thayer.
Beaver Dam—Dodge Co. Fair Assn., Sept. 8-12. Forrest Knapp.
Black River Falls—Jackson Co. Agr. Soc. Aug. 19-22. Douglas Curran.
Bloomington—Blair's Prairie Agr. Soc. Aug. 27-29. Robert O. Brodt.
Cedarburg—Sauk Co. Agr. Soc. Aug. 13-15. David Hoshman.
Chester—Calumet Co. Agr. Soc. Sept. 3-5. Herbert C. Harter.
Chippewa Falls—Northern Wis. Dist. Fair Assn., Aug. 3-6. A. L. Putnam.
Crandon—Forest Co. Agr. Soc. Sept. 9-12. Lester Grandline.
Darlington—Lafayette Co. Agr. Soc. July 29-Aug. 1. Joe Sauer.
De Pere—Brown Co. Agr. & Fair Assn., Aug. 18-22. H. O. Plesner.
Durand—Pepin Co. Junior Fair, Aug. 17-18. Eugene River—Vilas Co. Agr. Soc. Aug. 27-29. Herman H. Smith.
Eau Claire—Eau Claire Co. Jr. Agr. Soc., Aug. 9-12. Willard Hamm.
Ekhorn—Walworth Co. Agr. Soc. Sept. 3-6. R. H. Harris.
Elsworth—Pierce Co. Fair Assn., Aug. 20-22. H. O. Seyforth.
Elyria—Elyria Fair Assn., Aug. 8-8. Lawrence Amberg.
Florence—Florence Co. Fair Assn. Sept. 4-8. Fritz Johnson.

Fond du Lac—Fond du Lac Co. Agr. Soc., Aug. 11-15. Harold J. Wills.
Friendship—Adams Co. Agr. Soc. Sept. 8-12. Ruth W. Roseberry.
Gays Mills—Crawford Co. Fair & Agr. Soc. Sept. 9-11. Paul L. Paulson.
Giletsville—Oconto Co. Youth Fair, Aug. 28-29. Otto Neuman.
Greenwood City—St. Croix Co. Fair Assn., Aug. 9-11. Geo. Steffen.
Dreuxburg—Barnett Co. Co-op Agr. Soc. Fair, Aug. 28-29. Alvin Christopherson.
Green Lake—Green Lake Co. Junior Fair, Aug. 6-8. Francis J. Frack.
Hayward—Bayview Co. Agr. Fair Assn., Aug. 25-28. Sherman W. Weiss.
Iron River—Bayfield Co. Fair Assn., Aug. 29-22. Harry Lowe.
Janesville—Rock Co. 4-H Junior Fair, Aug. 18-14. Hugh G. Alberta.
Jefferson—Jefferson Co. Fair, Aug. 13-15. Horace Burt.
LaCrosse—LaCrosse Inter-State Fair Assn., Aug. 4-8. Joseph W. Frisch.
Ladysmith—Stuck Co. Fair Assn., Aug. 23-28. F. J. Manning.
Lancaster—Grant Co. Agr. Soc. Sept. 9-12. A. B. DeBahr.
Luxemburg—Kewaunee Co. Agr. Soc. Sept. 4-6. Elroy C. Nepp.
Manlywau—Manlywau Co. Fair, Aug. 23-28. Dr. A. F. Rank.
Marquette—Ashland Co. Fair, Aug. 13-13. David Holt.
Marshfield—Central Wis. State Fair, Sept. 3-7. W. A. Uthmeier.
Mauston—Juneau Co. Agr. Soc. Aug. 13-13. Francis Pfaff.
Medford—Taylor Co. Co-Op Youth Fair, Aug. 13-13. Joe Tusa.
Menomonie—Dunn Co. Agr. Soc. July 29-Aug. 1. Henry Borden.
Merrill—Lincoln Co. 4-H Free Fair, Aug. 16-19. Wm. Steckling.
Milwaukee—Wisconsin State Fair, Aug. 21-29. Willard M. Masterson.
Milwaukee—Milwaukee Junior Fair, Aug. 4-6. E. C. Farmbinter.
Mineral Point—Southwestern Wis. Fair Soc., Sept. 3-6. C. L. Winn.
Mondovi—Buffalo Co. Agr. Soc. July 29-Aug. 1. Harry Fitzgerald.
Monroe—Green Co. Agr. Soc. Aug. 4-8. Wm. A. Brown.
Neillsville—Clark Co. Agr. Soc. Aug. 6-8. Harold Huested.
Onkosh—Winnebago Co. Fair Assn., Aug. 31-Sept. 3. Taylor G. Brown.
Phillips—Price Co. Agr. Soc. Aug. 26-29. L. F. Wiemer.
Plymouth—Sheboygan Co. Agr. Soc. Sept. 3-6. W. H. Eldridge.
Portage—Columbia Co. Fair Assn., July 29-Aug. 1. Harold Lochner.
Rhineclander—The Hodag Fair, Aug. 13-13. J. M. Reed.
Rice Lake—Barron Co. Co-Op. Agr. Soc. Aug. 25-29. Bruce Dalrymple.

Richard Center—Richard Co. Agr. Soc. Sept. 18-19. H. R. Madson.
Rosholt—Rosholt Free Community Fair Assn. Sept. 4-8. Russell Wrostad.
Saxon—Iron Co. Fair Assn., Aug. 27-30. Mrs. Florence Harbin.
Seymour—Outagamie Co. Fair Assn., Aug. 8-8. Michael Burns.
Shawano—Shawano Co. Agr. Soc. Sept. 6. Louis W. Casteau.
Slingshot—Washington Co. 4-H Club Fair, July 29-Aug. 1. E. E. Skallyey.
Spencer—Washington Co. Junior Fair, Aug. 18-18. Wm. H. Dougherty.
St. Croix Falls—Polk Co. Fair Assn., Aug. 8-8. John Clayton.
Sturgeon Bay—Door Co. Fair Assn., Aug. 26-29. John H. Miles.
Superior—Douglas Co. Fair Assn., Aug. 1-22. Segar Swanson.
Tomah—Monroe Co. Fair Assn., July 2-Aug. 1. Wm. H. Roder.
Union Grove—Hastine Co. Agr. Soc., 3-8. A. E. Diltshner.
Virgo—Vernon Co. Agr. Soc. Sept. 28. Jerome L. Biedy.
Wausau—Marathon Co. Agr. Soc. Aug. 10-23. C. J. McAlvey.
Wausaukee—Marinette Co. Agr. Soc. Aug. 27-28. Victor Quick.
Waunakee—Washara Co. Fair, Aug. 18-22. Burnett Johnson.
Webster—Central Burnett Co. Fair Assn., Aug. 19-21. Wm. C. Bockmeyer.
Westfield—Marquette Co. Youth Fair Assn., Aug. 13-15. Al Tschudy.
Weyauwega—Waupaca Co. Agr. Soc. Sept. 9-13. A. A. Strossheim.
Wilmett—Kenosha Co. Fair Assn., Aug. 13. Henry Frank.

Wyoming
Afton—Lincoln Co. Fair Assn., Aug. 27-28. Orrin Jenkins.
Basin—Big Horn Co. Fair Assn., Aug. 18-19. Buffalo—Johnson Co. Fair & Rodeo, Aug. 20-23. Bill Perry.
Casper—Central Wyoming Fair, Aug. 17-21. R. S. Latta.
Cheyenne—Western Plains Fair, Aug. 13-21. Martin Peterson.
Cody—Park Co. Fair Assn., Aug. 24-25. Douglas—Wyoming State Fair, Sept. 1-Gordon L. Roush.
Gillette—Campbell Co. Fair, Aug. 25-26. Bill Parks Jr.
Newcastle—Weston Co. Fair Assn., Aug. 21-22.
Pinedale—Co. 4-H Fair, Aug. 23.
Powell—Powell Fair Assn., Aug. 24-25.
Riverston—Fremont Co. Fair Assn., Aug. 26-28. W. L. Duncan.
Sundance—Crook Co. Fair Assn., Aug. 27-28. Dorothy Twiford.
Torrington—Goshute Co. Fair Assn., Aug. 26-28. W. H. Woodworth.

1954 Canadian Fairs

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CANADA

Alberta

Athabasca—Athabasca Exhn. Aug. 5.
Battle River—Battle River Exhn. Aug. 10-11.
Camrose—Camrose Exhn. Aug. 2-4.
Cardston—Cardston Exhn. Aug. 21.
Darwell—Darwell Exhn. Aug. 21.
Donnelly—Palmer-Gloucester - Donnelly-Palmer-Gloucester Exhn. Aug. 4-5.
Goose Creek—Goose Creek Exhn. Aug. 11.
Grand Centre—Grand Centre Exhn. July 28.
Grande Prairie—Grande Prairie Exhn. Aug. 3-4.
Lamont—Lamont Exhn. Aug. 3-4.
Lethbridge—Lethbridge Exhn. Aug. 9-11.
Louisa—Louisa Exhn. Aug. 18.
Olde—Olde Exhn. Aug. 6-7.
Pincher Creek—Pincher Creek Exhn. Aug. 17-18.
Pridia—Millerville—Pridia-Millerville Exhn. Aug. 21.
Red Deer—Red Deer Exhn. July 29-31.
St. Paul—St. Paul Exhn. July 29-30.
Vegreville—Vegreville Exhn. July 26-28. E. F. Morton.
Westlock—Westlock Exhn. Aug. 11-12.
Wetaskiwin—Wetaskiwin Exhn. July 27-28.
Wildwood—Wildwood Exhn. Aug. 29.
Willingdon—Willingdon Exhn. Aug. 19.

British Columbia

Abbotsford—Central Fraser Valley Fair Assn. Sept. 7-8.
Agassiz—Agassiz Agr. & Hort. Assn. Sept. 17.
Alberni—Alberni Dist. Fall Fair, Sept. 2-11.
Aldergrove—Aldergrove Agr. Assn. Sept. 24.
Armstrong—Interior Provincial Exhn. Sept. 14-16. Mat. Hansen.
Arrow Park—Arrow Park Agr. Soc. Sept. 4.
Bella Coola—Bella Coola Fair Assn. Sept. 6.
Bridle Lake—Bridle Lake Farmers' Institute, Sept. 4.
Burns Lake—Lakes Dist. Fair Assn. Sept. 3-4.
Castlegar—Castlegar Fall Fair, Aug. 27-28.
Cawston—Cawston Fall Fair, Sept. 9.
Chase—Chase Women's Institute, Sept. 8.
Chilliwack—Chilliwack Agr. Assn. Aug. 19-21. E. J. Vowles.
Cloverdale—Lower Fraser Valley Agr. Assn. Sept. 17-18.
Cobble Hill—Shawnigan-Cobble Hill Agr. Assn. Sept. 8.
Courtenay—Comox Agr. & Ind. Assn. Sept. 3-4. W. H. Lind.
Coombs—Arrowsmith Agr. Assn. Sept. 19-21.
Crawford Bay—Crawford Bay Fall Fair, Sept. 14.
Creston—Creston Valley Fall Fair Assn. Sept. 17-18.
Dawson Creek—Dawson Creek Exhn. Assn. Aug. 13-14.
Duncan—Cowan Exhn. Sept. 9-11. William G. Sharp.
East Kelowna—East Kelowna Fall Fair, Sept. 8.
Edgewood—Edgewood & Inonoklin Valley Fair, Sept. 6-7.
Fruitvale—Fruitvale Fall Fair, Aug. 28.
Ganges—Islands Farmers' Institute, Sept. 1.
Gibson's—Howe Sound Farmers' Institute, Aug. 20-21.
Henty—Maple Ridge Agr. Assn. Aug. 12-14.
Invermere—East Kootenay Agr. & Ind. Exhn., Aug. 30-31.
Kelowna—Kelowna Fall Fair, Sept. 8-11.
Ladner—Delta Agr. Soc. Sept. 24-25.
Ladysmith—Ladysmith Agr. Soc. Sept. 22-23.
Langley—Langley Agr. Assn. Sept. 19-21.
Lasqueti—Lasqueti Island Agr. Assn. Sept. 14.
Lillooet—Lillooet Fall Fair Assn. Sept. 18-17.
Louis Creek—North Thompson Fall Fair Assn. Sept. 6.
Luxton—Metochia Farmers' Institute, Sept. 11.
Mayne Island—Mayne Island Fall Fair, Aug. 18.

McBride—McBride Dist. Agr. Fair Assn. Aug. 24-25.
Mission—Mission & Dist. Agr. Assn. Sept. 19-18.
Montney—North Peace River Fair, Aug. 13.
Nanaimo—Vancouver Island Exhn. Aug. 21-28. Lois M. Morgan.
Nelson—West Kootenay Agr. & Ind. Exhn. Sept. 9-11.
North Burnaby—North Burnaby Hort. Soc. Sept. 17-18.
North Delta—North Delta Fall Fair, Sept. 16-17.
Oliver—Oliver Hort. Soc. Sept. 16-17.
(Continued on page 75)

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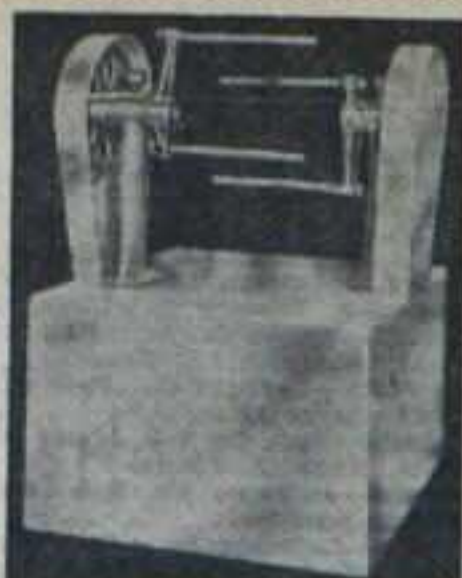
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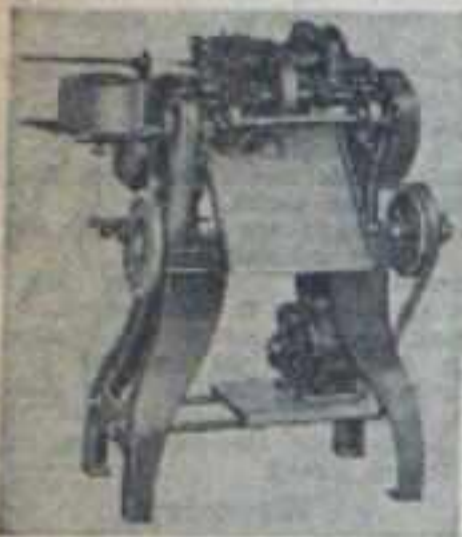
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**Pop in Cans Gains
From Coast to Coast**

CHICAGO, July 24.—Despite the fact that the soft drink business is well into its peak season, more and more bottlers are joining the canned beverage field.

One of the latest to make the switchover is Bireley's, General Foods' non-carbonated beverage, which is now putting out its non-carbonated orange drink in a different package—a nine-ounce can that is being sold in California. The firm stated that the different-

sized container is the result of more than two years' research and study and pointed out that they believe the present 12-ounce container is too large for an average single drink and slightly too small for two servings.

Another non-carbonated orange, Tru-Ade, is test-marketing its product in 12-ounce flat tops in Washington, D. C., and Baltimore in six-can carry-home cartons. Cantrell & Cochrane, leaders in the trend to tinned containers, recently invaded the Atlanta market with its Super line.

Golden Age Beverage Company, Akron, O., is canning four flavors—orange, grape, root beer and cherry—and is distributing in that part of Ohio. Pabst Brewing Company, which introduced its Tap-a-Cola cans in New York State this spring, is now servicing metropolitan New York and expects to start canning soft drinks in Milwaukee soon.

Activity in the Middle West is also increasing. The Can-A-Pop Beverage Company in Hutchinson Kan., was recently incorporated to can pop and in Garden City, Kan., a canned soft drink plant known as Shurtz-Meeker Beverages is now operating. The latter is featuring lemon-lime, cola, root beer, black cherry and orange flavors under a franchise from Shasta Water Company, San Francisco, and distributes thru Kansas, Nebraska, Oklahoma, Missouri and the Northern half of Texas.

One of the first bottlers in the Northwest to turn to cans is the Western Bottling Company of Spokane, Wash., which handles Pepsi-Cola and Canada Dry but has developed a new line of flavors being canned on new machinery. And in California where the tinned pop is getting a big play, one of the first food processors has entered the picture. United Processors, Inc., Anaheim, Calif., food packer, is reported to have closed a two million case contract to can 16 flavors for two firms in the Pacific area. Opponents of canned pop have feared that food canners, with plenty of off-season time, may eventually become big factors in the soft drink business.

**Manley Intros
New Beverage
Dispensers**

KANSAS CITY, Mo., July 24.—Manley, Inc., concession equipment manufacturer, has added two new model "Ice-O-Bar" beverage dispensers to its line. One is equipped with a push-button device that automatically draws each drink, the other is a smaller version of the firm's regular drink dispenser.

The push-button model has a syrup capacity of 12 gallons, and is designed to serve more than 1,000 seven-ounce drinks at a temperature under 40 degrees when the incoming water temperature is 80 degrees. A reserve cooling capacity will chill 700 additional drinks if the ice bank is increased to take care of extra heavy traffic.

It is designed to serve automatically both a small and large size drink, the first with one push of the button; the second by two. An automatic counter keeps records of each drink served. Syrup is pre-cooled in a tube before it enters the mixing chamber and a new pressure feed for the syrup line is said to prevent breakdowns and unnecessary repairs.

The unit is cooled by a Servel or Tecumseh condensing unit. Dimensions are 45 inches high, 32 wide, and 27 1/2 deep.

The new medium-sized dispenser is a two-faucet machine with 4-gallon syrup capacity. It has all the features of the "Ice-O-Bar" line except that it serves only two flavors of drink and has a slightly smaller capacity—800 drinks per hour. It is 45 inches high, 28 wide and 23 deep.

**Custard Moves
South of Border**

MONTEREY, Mexico, July 24.—Frozen custard has been introduced south of the border by a new concern, Chopos, S. de R. L., which has opened two outlets here in this city of upward of 400,000. Owners of the firm are Manuel Campuzano and Manuel Alanis.

The stores are equipped with Mills machines and import their mix from the United States. The custard is expected to give ice cream, a relatively expensive item here, a good race. Small cups are being sold at a half peso, equivalent to 2 cents in U. S. currency with the next size going at one peso. Coca-Cola sells here for .25 centavos, or 2 cents in American money.

**Lower Prices Seen
For Frankfurters**

WASHINGTON, July 24.—Price declines on hamburger and frankfurters are expected in the coming months as a result of sharply increased meat production, the Department of Agriculture announced.

Hamburgers and franks, which are produced from lower grades of beef, are expected to be in abundant supply as farmers and feeders ship more than a normal supply of cattle into market due to the lack of feed on grazing land. For the week ending July 17, production of meat was 18 per cent over the previous week and 6 per cent over the same week a year ago, the department reported.

**CELEBRANTS
EAT HEARTY**

KEWANEE, Ill., July 24.—Typical of appetites created at outdoor amusements were the ones at the Centennial celebration here Saturday (17). At a barbecue on the final day of the event Saturday, 10,800 pounds of fresh pork was made into approximately 50,000 sandwiches which were consumed in a little over two hours. Thirsty drinkers also made away with 18,300 bottles of pop and 30,000 cups of coffee. And 48 gallons of vinegar was used in barbecuing the pork.

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A modern eat-and-drink set-up is the above \$135,000 refreshment building at the new Westbury (L. I.) Drive-In Theater. Features include direct concession-to-car service by attractive car-hops and a large outdoor terrace for dining service while viewing the movies. Choice of food includes pizza, hot dogs, shrimp rolls and hamburgers.

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High Speed Shaver and Plexiglas Case, as pictured—\$127.50. Price of Machine only \$75.00, Stands, \$12.50.
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Sandwich Unit Boasts Output of 240 Per Hour

BROOKLYN, July 24.—A sandwich kitchen that reportedly can serve up to 240 sandwiches in four varieties of meat and similar fillings in one hour...

Small Griddle Has Big Output ...

SAN FRANCISCO — Using a minimum of counter space, Wells Manufacturing Company's "Savoy" griddle is designed to put out a large quantity of food...

Portable Stove Is Versatile ...

REDLANDS, Calif.—Gill Electric Manufacturing Corporation is marketing a new portable electric stove that measures 22½ by 11 inches, yet can bake, roast, broil or toast...

Food Server Has Varied Uses ...

NEW YORK—A conical-shaped food disher that operates and is maintained simply, is being offered by the Shore Machine Corporation...

Small Fryer Is Self-Basting ...

MIDWAY, Wash.—A chicken fryer that is self-basting and browns the outside while leaving the inside moist, is being marketed by Cornelius Cafe, Inc...

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helical removable heating units below the cast cooking surface. Outside body walls are finished in stainless steel.

French Fry Cutter Is Speedy ...

FORT DODGE, Ia. — Large quantities of potatoes can be cut into French fries automatically without bruising, without waste and without lost time...

Sandwich Bar Has Refrigerator ...

MUNCIE, Ind.—A new sandwich bar, called the Glasco, is a product of Glascock Bros. Manufacturing Company, and incorporates eight stainless steel salad pans...

Milk Dispenser Holds 10 Gallons ...

MINNEAPOLIS—A new stainless steel milk dispenser that has two five-gallon containers, is being manufactured by Norris Dispensers, Inc.

J. G. Carter

cashier's checks for \$3 a thousand and turned around to sell them to jobbers for \$2 a thousand. The latter resold them at a profit but Carter achieved his aim.

Siegel Heads Popcorn Assn. Trade Exhibit

TORONTO, July 24.—A committee to direct the exhibition of refreshment equipment at the convention and trade show of the International Popcorn Association...

Carl Siegel, of the Stanley Warner Service Corporation, New York, has been named exhibition chairman. On the committee are Bert Nathan, Theater Popcorn Vending Corporation...

Also Van Myers, Wometco Theaters; Irving Mirisch, Theater Candy Company; Irving Cohn, Jefferson Amusement Corporation; Bob Harris, Florida State Theaters...

Thayer Picked

Thomas L. Seymour to be the host. New England was a strong contender with El Paso seeking to be the 1956 site. Cleveland was also mentioned as a possible location.

McElvray said that 17 new members were received into IAAM in 1954, bringing the total membership to 111 with six associate and honorary members.

Following the close of the business session at noon Thursday, members were scheduled to visit the United States Naval Base here and make a boat trip of the harbor.

A post convention program included trips on Friday to San Diego with luncheon at the Balboa Bay Club in Balboa. After visiting the Mission in San Juan Capistrano, a tour of the Marine Camp Pendleton was an afternoon feature.

Social highlights included a beach party and luau on Monday; Columbia Television City tour, cocktail party at Pan-Pacific Auditorium in Los Angeles, tour of Icecapades Hollywood studio, and dinner at Moulin Rouge in Hollywood...



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CLOSE-UP: LEW ALTER

Fiddle Just Too Slow For Col. Lew's Blood

By IRWIN KIRBY

ONE would imagine that after spending nearly 40 years in the Side Show business, a person would almost begin to look the part. In Lew Alter's case there is, in fact, a show owner who could pass for an attraction, in a pinch. "It's Buffalo Bill," Col. Lew admits. "With this long hair and Van-dyke some folks think I'm a ringer for him, and sometimes it hypnotizes them into following me inside the top."

Be that as it may, the Wild West get-up, topped alternately by nautical cap and fez, is an easy one for anyone to recognize who has seen or heard of Alter. Now playing the East after a good many years, he strolled along



COL. LEW ALTER

Coney Island's Surf Avenue recently to view the freakeries, and caused a small commotion.

Great to Be Popular

"The people didn't raise much of a fuss over me, but the attractions sure did. I was yelled at and waved at from every bally. If I had the capacity for it I could have walked off Coney with the biggest collection of attractions anyone ever saw. It's great to be popular," he grins.

Alter has been an outstanding figure in his chosen field for decades, but might never have gotten into the business without the surprise generosity and benevolence of two showmen who befriended him back around 1920. "It was Morris B. Lag and Joe

Levine of the Knickerbocker Shows," Alter says. "Out of a clear blue sky they turned over to me a spanking new Side Show, complete, and said that if I'd run it for them all season I could keep it."

This surprising offer resulted in Alter being launched on a long and colorful career. The show prospered to such an extent that the following year a No. 2 show was added. Its manager, Chambers, worked at 10 cents a head and Alter's show had 20 cents admission. Sometimes, he admits, the dime show outgrossed him, and it is one of the rare admissions that anyone could outdraw him with a similar-type show on the same midway.

Van Dyke Incident

Interesting incidents dot Alter's career. He likes to recall showing with Leo Bistany and Jack Perry on their Van Dyke Show in Florida. At first it was disturbing but after a while Alter got to enjoy the routine the pair pulled on him. It seems that persons coming up with unpaid bills would naturally inquire for Mr. Van Dyke. In kidding reference to Alter's chin shrubbery, Perry and Bistany developed the habit of jerking their thumbs toward the Side Show and muttering: "That's Van Dyke over there."

"And don't think I didn't play my part. I did everything but pay the bills. They couldn't get me on that."

Prides of Llewelyn (Lew) and Helen Alter are their huge show van and their home in Reading, Pa. Wed since each was 17, the couple have shared their ups and downs without complaint, and their bally and lecture talks don't hold a candle to the pride they exhibit in pointing out that they don't owe a cent to any showman.

"We're free and clear," Alter boasts, "and it's partly due to our system. Helen handles the outside money, and I handle the inside. And our records are accurate and open at all times. Look how complete, day by day just how we did, complete to all the details. Look here it rained that day, here it was too cold, here one of our men left us, here we got another."

Brothers Went Musical

Alter came from a family of three brothers, and has two grown sons, but none has shown any desire to join him in the Side Show business. Brothers Lawrence, no longer living, and Stuart both turned to music, providing entertainment for weddings, parties, social affairs and the like. They started their brother off "with a fiddle, but I wouldn't have none of that. Too slow." And sons Llewelyn Jr. and Thomas have gone into the rug business, as evidence the plush carpeting in Alter's house trailer.

Too slow has been one of the prime elements in the Alters' lives. It resulted in their traveling when they are no longer in serious need of money. It has sent them East to the Coast.

"We just can't stay off the road. But don't think we're bad off for territory. After showing for several years running in the same places, you like to let them cool off a while before returning."

Alter last year traveled with a multitude of shows, starting on the Morris Hannum Shows for four weeks. Then Blue Ribbon in Wisconsin for nine weeks. Then Ed Farrow's Wallace Bros. Shows for many fairs, then a 700-mile hop to play one week with Don Franklin Shows, and back to Farrow. Then two weeks with Blue Grass.

With Vivona, Isser

In Reading last winter during the Pennsylvania fair meet, Alter renewed acquaintances with an old friend, Phil Isser, of I. T. Shows, whom he had known a good many years ago from the latter's concession days with the World of Mirth Shows. They came to an agreement and then the Side Show toured a few weeks with Vivona Bros. Shows until Isser

CATCH PHRASE OF ALTER HAD TRICK ORIGIN

NEW YORK, July 24.—Altho the Lew Alter Side Show banners blare out the enticing message, "Can It Be Possible?" the phrase started out having nothing whatever to do with the nature or authenticity of the attractions within. It was a good many years back. Alter recalls that a carnival friend of his looked the layout over and said "Lew, can it be possible? I mean, how can you get all this junk into that little truck?" Alter seized on the sentence and parlayed it into a winning come-on. He is playing the New York area with I. T. Shows.

pulled out of the city here and onto Long Island.

The New York area has turned out some bonanza still date weeks and the Alter clan elated with the one produced recently in Elmont. The banner line, 12 double-banners wide, stretched along Hempstead Turnpike across from Belmont Race Track and could be seen for a good distance.

"We have done \$1,000 and \$1,200 on some still date weeks in the past elsewhere and thought we had struck gold," Alter marvels. "But Elmont made them all look silly. We seem to have come around at the right time for a Side Show."

Alter places a lot of credit for his success to methods he learned from the late Ted Metz, under whose guidance he entered show business back in 1917 with Punch & Judy magic.

The Alters Banners

Banners have been turned out practically since the start of the Alter show by Fred Johnson of the O. Henry Tent & Awning Company, Chicago. Alters makes color sketches on cardboard, fits them together to represent miniature banners, and Johnson follows the sketches to a T. The banners turned out are faithful reproductions of the art work Johnson receives from the showman. Johnson recently made up the 10th set for Alter and since new banners are purchased every year—one year a tent, the next year banners—that makes 20 years Johnson has held down the job. And canvas prices have skyrocketed since the start, with Alter visibly affected by every price rise. The first Alter banners were made by Rube Merrifield of Coney Island.

"I used to pay \$400 for a top. Same thing now costs me \$1,900 or nearly four times as much. But my admissions aren't four times as much."

Alter is loaded with stories and anecdotes, and has enough depth of humor to admit to embarrassing situations. His past misfortunes are just as interesting to him now as was his good luck of the past. I don't mind, he says; what's over is over. "Like my eye," indicating his left one. "Not many people know about that day in 1925 when a baboon just plumb scratched it out." And as the conscious of possible dirt specs on the replacement, he reaches habitually to rub it with his sleeve or a handkerchief.

Alter Brothers Side Show, "Can It Be Possible?" will take on a new name when the next banners are painted up. It will be Col. Lew Alter over the entrance. The Alter Brothers name will be discontinued, never having referred to a show business trio but just a creation of fancy.

"I've spent nearly 40 years building up my name," he says. "That day at Coney recently was a convincer. Carney people know me, the public knows me, and the attractions know me. It's time for Col. Lew Alter to capitalize on his name."

Nat'l Dairy Cattle Congress 2 Acres

WATERLOO, Ia., July 24.—The National Dairy Cattle Congress has purchased two additional acres of ground to increase the present site to 85 acres, it was announced by E. S. Estel, secretary-manager of the Congress.

The Congress first purchased 10 acres of ground in 1912 when the show was moved from the Coliseum to its present location. Since that time it has purchased land 12 times to bring the site up to the 85 acres.

DOES IT AGAIN

Al Sheehan Rings Bell With 15th Aqua Follies

MINNEAPOLIS, July 24.—Al Sheehan keeps pulling rabbits out of his production hat year after year and his current 15th annual edition of "Aqua Follies," which premed Wednesday night (14) before a near-capacity house in Theodore Wirth Park pool here, continues the same high caliber Sheehan has set for it over the years.

"Aqua Follies" have become the major attraction of the Annual Aquatennial, the Minneapolis summer festival, opening officially today, and this year's version gives good indication why. Just when everyone thought Sheehan and his staff had run out of ideas for spectaculars and talent, he comes up with an earthy—or perhaps watery is better—presentation such as the 1954 edition which sent each of the 4,600 pew-sitters home after the show extolling its fine qualities.

Drilled By Helen Starr

Again, as always, the high spot of the show, which ran two hours and 31 minutes on opening night, is the outstanding water demonstration of the 24 Aqua Dears, pool ballet ensemble ably trained by Helen Starr, University of Minnesota physical education instructor.

Precision swimming by the young gals has been taken for granted from year to year, but each season they come up with a new gimmick as a crowd-pleaser and this year they have two. First is the splash turn-around spin in the opening production number. Second is the water square dance during the Western sequence. Mitting for both was loud and long.

Opener is tabbed "Aqua Broadway," a production number built around top musicals currently on Broadway. Virginia Sellers, lyric soprano, who appears thruout the entire show both solo and in duet with tenor Burt Hanson, is perhaps the best gal vocalist with high range voice ever to appear in the "Follies." The gal has the ability to move from straight pop to standards to semi-classics and classics with great agility and never miss a high note. Honson's tenor voice is good, as usual.

The Aqua Darlings, stage line made up of 16 hoofers and eight posers, outstandingly costumed, do various routines from such Broadway shows as "Can-Can," "Pink Tights," "Pajama Game," with the Aqua Dears in the pool taking over for some fancy swimming to the tunes of melodies from "Kismet." Four Aqua Guys, vocal quartet, handle their chores in top style.

The production is followed by the first diving sequence featuring Norma Dean, Charlie Diehl, Orwin Harvey, Joe Marino, Bob Maxwell, Johnny Simpson, Jim Strong and Tommy Thompson, each the winner of some championship or other for diving. The breath-taking swans, full and half gaynors, pike and tuck plunges always are crowd pleasers and the current crop of divers didn't disappoint.

Ted and Flo Vallett, baton twirlers, came on stage next for fast routines in their specialty, coupled with intricate acro dancing by her sharply-timed juggling of twirling sticks by both. They got good reception.

"Aqua Round-Up," second production number, is a Western set-up featuring the show's vocalists, the stage line in some intricate dance routines and the pool girls doing their water square dance highlighted by a cleverly designed number to the Hanson-sung "You Do the Hokey." Don Strong, rope spinner, captured the crowd. Back prop was a spinning roulette wheel.

Rufe Davis, Hollywood Hillbilly with his throaty imitations of everything from farm animals to musical instruments, was a show-stopper. He had the house rolling with his tom-foolery which failed to conceal for even a second his highly-trained ability to mimic with his voice. Davis has developed the art of poking fun at himself to the point where pew-sitters love it and demand more and more.

Third production number is the Great Aqua Waltz, the most elaborately costumed and propped of the lot. It's in this set that Miss Sellers shows herself off as an outstanding vocalist with some fine work on semi and classics. Sabina, bowing a white violin,

did an excellent job with the instrument, backed up by the posers on stage sawing away at prop fiddles. Her "Hot Canary" rendition came near show-stopping.

The Aqua Dears in the pool startled the audience when suddenly eight medium-sized costumed dolls, lressed for a ball, came "waltzing" out "on top" the water. Of course, the dolls wore head-dresses for eight swimmers under water, but they looked so realistic the audience mitted heavily. A large rock-garden prop added to the scenery and the 24 gals wound up under high-spraying prop water lillies.

Howard Hardin, show master of ceremonies, moved in for some juggling nonsense, as he called it, and hefty tho he is the emcee worked himself into a frazzle with his constant line of chatter which didn't hide the fact that he's an excellent juggler. Mitting was very good.

June Taylor, international swimming solo championship and femme water lead of the show, entered the pool next and veteran viewers of this production contended—with every right—that her performance tabbed her the best precision single ever to appear in "Aqua Follies." Each move was effortless. She showed few spectaculars, too, like floating half the length of the pool, propelled only by the movement of her fingers stretched back of her head. Another was crossing the pool with one leg in the air. The gal is the most graceful ever seen here.

Finale was Club Aqua, 1954, a night-club scene, with the entire cast participating on stage and in water and concluded by the crazy antics of the diving maniacs headed up by Eddie Chamberlain and Orwin Harvey. A Thearle-Duffield fireworks display concluded at 11:53 p.m., following an 8:22 p.m. start.

Ben Barnett's local ork did extremely well with the chores, especially for opening night. Fourteen productions run thru Sunday night, July 25, after which Sheehan moves the entire cast to Seattle for the Sea Fair there.

Credits are due Helen Starr for her fine water ballet sequences; Dorothy Lundstrum, stage line direction; Johnny Williams for his usual top job of costuming; Fred Smith for excellent stage and water prop designs; James McLeod musical arrangements; Lyle Wright, treasurer, is associated with Sheehan in production of the show.—JACK WEINBERG.

Richards Org Gets Charter

MACON, Ga., July 24.—An order for incorporation of Richards Bros. Circus was signed in Bibb Superior Court Monday (19) on application of Franco Richards and Joseph Smiga, of Pensacola, Fla., and Kenneth Kirk, of Macon.

The charter provides for minimum capitalization of \$5,000 and the corporation is authorized to engage in outdoor and indoor circus operations.

An application for a charter for National Circus Equipment Company has also been filed. This corporation will have a minimum of \$50,000 capitalization and maximum of \$100,000. Those applying for this corporation are Robert S. (Bobby) Hall, Sarasota, Fla.; Mrs. Bonnie Jean Elwood, Duluth, Minn., and Clark Reeder, of Macon.

Corn Palace Reports Heavy Advance Sale

MITCHELL, S. D., July 24.—Advance ticket sales for the 14-show, 5-dance engagement to be presented by Lawrence Welk and his ork and TV show at the Corn Palace here in September have been heavy, according to Corn Palace execs.

Officials are optimistic that the Welk-headed show will outpull Guy Lombardo, who headed the '52 program that drew an estimated 150,000 to the Corn Palace midway. W. T. Wilt, in charge of concessions, maintains that a good small grain crop is in the bag and a big corn crop is in the making, all of which he said adds up to good possibilities for concessionaires.

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Pass-Out Lamp Inks Introduced

SOUTH PASADENA, Calif., July 24.—A new low-cost, high-intensity lamp, together with a line of extra-brilliant invisible inks for use with invisible identification and pass-out systems, have been announced by Ultra-Violet Products, Inc., here.

According to the manufacturers, the new Blak-Ray Model MX has several advantages over former types of pass-out lamps. The new one burns cool, and tubes are rated at 7,500 hours. It requires no warm-up period to reach its peak, and can be re-started instantly. The unit, which weighs seven pounds, comes in a grey hammertone finish with chromium trim.

The new extra-bright inks, available in five colors, are invisible on cloth, but glow brilliantly under activation from the Blak-Ray lamp. Non-toxic and harmless, the inks reportedly will withstand two or three hand-washings. The system may be used in normally lighted areas.

Smith Band Date Set For Windsor Centennial

WINDSOR, Ont., July 24.—As its contribution to this city's centennial year now in progress, the Chrysler Corporation of Canada, Ltd., is sponsoring a concert by the renowned Leonard Smith Band of Detroit in Windsor's Jackson Park the evening of August 18.

Windsor's Mayor Arthur Reame, centennial General Chairman Harry Rosenthal and several members of the centennial executive committee are scheduled to participate in the ceremonies.

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42-Day Strike Ends; Rocky Glen Buses Roll

MOOSIC, Pa., July 24.—A 42-day strike that halted bus transportation to Rocky Glen Park here has ended. The strike was terminated after Ben Sterling, park owner, arranged an arbitration meeting with county judges that led to a compromise settlement.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

(Routes are for carnival week unless noted. In same instances, possible mailing points are listed.)

A. C. of A.: Berrens Publ., Wis.; Chicago Falls, Aug. 3-4.
Alamo: Hays, Kan.
American Beauty: (Fair) Kabona, Mo.; (Fair) Fayette, Aug. 3-7.
A. M. P.: Clarkburg, W. Va.; Davis, Aug. 3-7.
Badger State: (Fair) Henderson, Minn., 31-Aug. 1; (Fair) Wauson, Aug. 3-4.
Baker United: (Fair) Clinton, Ind.
Beam's Atlas: Blairville, Pa.; Confluence, Aug. 3-8.
Bechtel, Lee: (Fair) Kenyon, Cincinnati, O.; (Hark & Reynolds) Cincinnati, Aug. 3-7.
Ber's Old Reliable: (Fair) Columbia, Ky.; Shelbyville, Aug. 3-7.
Belle City: Mukwonago 26-29; Mukwonago, Wis., 30-Aug. 1; (Fair) Greendale, Aug. 3-5.
Bernard & Betty: Carthage, Ont., 27-31; St. Hyacinthe, P. Q., Aug. 3-4.
B.H.H.: Johnsonville, Ill.
Big Four: Chicago, Ill.; Berkeley, Aug. 3-4.
Big State: Marshall, Kan., 28-Aug. 4.
Bill's Greater: Kershaw, S. C., 30-Aug. 1.
(Continued on page 72)

Circus Routes

Send to
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Beatty, Clyde: Edmonton, Alta., 27-28.
Lacomb 29; Calgary 30-31; MacLeod, Aug. 2; Medicine Hat 3; Swift Current, Sask., 4; Moose Jaw 5; Weyburn 6; Estevan 7.
Cole, Geo. W.: Jamestown, O., 27; Maumt. Sterling 28; Bainbridge 29; Peebles 30; Flemingsburg, Ky., 31; Vanceburg, Aug. 1; Greenup 2; Grayson 3; Louisa 4; Paintsville 5; Salyersville 6; West Liberty 7.
Condit, Jay: Gettysburg, S. D., 27-28; Fergus Falls, Minn., 30-31.
Hagen Bros.: White Hall, N. Y., 27; Saratoga Springs 28; Colonie 29; Hudson 30; Kingston 31; Poughkeepsie, Aug. 2; Newburgh 3.
Hunt Bros.: Stamford, N. Y., 27; Margaretville 28; Fleischmanns 29; Phenixia 30; Saugerties 31.
Kelly-Miller: Fort Benton, Mont., 27; Chinook 28; Glasgow 29; Poplar 30; Sidney 31; Culbertson, Aug. 1; Scobey 2; Plentywood 3; Crosby, N. D., 4; Kenmare 5; Stanley 6; Watford City 7; Killdeer 8; Hansen 9; Hebron 10; Mott 11; New England 12; Beach 13.
Kelly-Morris: Roaring Springs, Pa., 28; Central City, 29; Everett, 30; Hancock, Md., 31; Cumberland, 2; Beckley Springs, W. Va., 3; Martinsburg, 4.
King Bros.: Potsdam, N. Y., 27; Massena 28; Ogdensburg 29; Watertown 30; Oswego 31; Utica, Aug. 2; Amsterdam 3; Troy 4; Albany 5; Poughkeepsie 6; Newburg 7; Allentown, Pa., 9; Reading 10.
Mills Bros.: North Adams, Mass., 27; Pittsfield 28; West Stockbridge 29; Westfield 30; Chicopee 31, Ware, Aug. 2; Clinton 3; Framingham 4; Canton 5; Whitman 6; Middleboro 7.
Parks, Tom: Columbus, O., 27; Parkersburg, W. Va., 28; Fairmont 29; Toledo, O., 31-Aug. 1; Akron 2; Easton, Pa., 4; Warren, O., 5; Williamsport, Pa., 10.
Polack Bros. Eastern: Rockford, Ill., 27-29; Quincy 31-Aug. 2; Bloomington 4-5; Peoria 7-10.
Polack Bros. Western: Chico, Calif., 27-28.
Ringling Bros. and Barnum Bailey: Jacksonville, Ill., 27; Decatur 28; Charleston 29; Terre Haute, Ind., 30; Indianapolis 31-Aug. 1; Marion 2; Fort Wayne 3; Defiance, O., 4; Postoria 5; Sandusky 6; Canton 7; Akron 8.

Variety Show for New Almaden Fete

NEW ALMADEN, Calif., July 24.—A free variety show staged by Joe Fazio, a Western-style barbecue and concessions are planned for a September 5 anniversary celebration started by quicksilver miners in this old mining community 105 years ago.

One of the celebration highlights will be a large parade thru the city. Prizes will be awarded for entries of horse-drawn vehicles and old-time automobiles.

J. Paul Ashbrook, circus fan of Campbellville, Ky., reports he caught the Ringling-Barnum show in Clarksville, Ind., July 22.

MEXICO NEWS

Border Tour Yields Okay For Blunder

REYNOSA, Mexico, July 24.—Circo Jack Blunder moved here last week during its tour of border towns after a long stay in Monterrey where attendance was good. Show came in here to day and date Circo Union which is set up just seven blocks away.

Performance is in one ring with seating in European style, boxes up to the ring curbs with the second section being chairs on the ground and bleachers all around the top. Tickets in American money are \$2.40 for boxes; 60 cents for chairs with back chairs at 40 cents. General admission is 32 cents with children paying from 12 to 20 cents.

Staff, in addition to owner Jack Blunder, includes Julio Canseco, general agent; Jimmy Blunder, general director; Hanery Reynolds, representative; Jose Diaz, electrician, and Jorge Bolanos, musical director.

The performance includes Troupe Olguin, acrobatics; Los Rodriguez, casting and parallel bars; Los Caballeros, balance and strong arm; Diana Krista-Hay, menage; Jimmy Blunder, jumping palomino; Rafael Marquez, trapeze, juggling and spinning rings; Okey Boys, acro; Adriana and Charley, trampoline; Los Abuhadba, foot juggling; Jimmy Trio, juggling; Pompoff Thedy, comedy musicians; International Trio Ferreira, flyers, and Munoz, finger stand.

Org carries no animals except dogs and monkeys. It moves on trucks and the performance runs approximately two hours.

Yorkton Gate, Grandstand Down

YORKTON, Sask., July 24.—Attendance at the 69th annual, three-day Yorkton exhibition was off 13.8 per cent from last year and the grandstand attendance was down 25.4 per cent, according to official figures.

The gate figure was 20,878, as compared with 24,209 last year, and the grandstand total was 13,155, compared with 17,631 in 1953.

Opening day gate was 5,616 against 4,771 last year; second day, 8,385 against 11,784; and final day, 6,875 against 7,654.

Monday's gate was the highest for an opener since 1940.

Weather was good all the way. Denton's Gold Medal Shows were on the midway and Charles Zemater had the grandstand show. Two grandstand performances were presented on the second night.

Admire Jaunt to Bow in Deep South

BRAZIL, Ind., July 24.—The Rice Bros.-Joe Mix Circus will open its season August 23 in the Deep South, according to J. J. Admire, operator. Joe Mix will again manage the unit.

As in the past, the show will play three high school gymnasiums daily. Admire says that he will attempt to book the show into drive-in theaters on Saturdays. Concessions will be handled by George E. Turley and wife and Admire's brother-in-law.

Featured in the talent line-up will be Joe Mix and family, trick pistol and rifle shooting, bull whips and rope spinning; Indian dance numbers, and Seven Haver-camps, trampoline, bars, bike, tumbling, contortion and teeter-board. Admire reported that he is also dickering for an animal act.

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CAR-HAULED RIDE

New Trailer Carrousel Scores as Sales Gimmick

NEW YORK, July 24.—Companies in many parts of the nation are offering customers free rides as a tie-in, using an eight-seat, two-abreast kiddie ride having these features: The ride is circular. It weighs 2,100 pounds, distributed on a three-wheel trailer that can be bumper-hitched onto any automobile. It is seven feet wide, 14 long and eight and a half tall.

The companies plaster the units, called Musical Carrouseles, with their slogans and emblems, and drive them to supermarkets. In the case of drink bottlers, the usual practice is to give a moppet one ride for six bottle caps, five rides for an empty 24-bottle case. The results so far have been staggering and rides are now being sold to individuals to work on a street-to-street basis, as a business.

A departure from its usual products, the Musical Carrouseles are being made by the Bert Lane Company of Miami at the rate of six per day, and production will probably increase and level off at a daily output of a dozen, according to Lane sales manager Philip van Kuller. The firm has set up an office here to handle the new ride.

Highly Mobile Unit
Expense of the ride, \$5,200, may be a deterrent to some interested would-be showmen, but its mobility and simplicity of operation offer a strong temptation. Push-button controlled, it comes with two sources of power. It has a 50-foot line for plugging into sockets in stores or outside of markets, and comes with its own generator, capable of running the ride 24 hours on three gallons of gasoline.

The electrical equipment, public address system, and an automatic record changer are all housed on end of the trailer, making the ride a completely self-sufficient unit. All that needs to be done is plug it in and go to work. Production has been going on for two months.

Van Kuller said about 100 Musical Carrouseles are in use, 35 of them by Pepsi-Cola bottlers. Cott Beverage bottlers in Baldwin, N. Y., and the Bronx have them, as have National Dairy and Continental Baker locations.

Fiberglass Horses
Horses used on the platform are the same moulded Fiberglass ones as on Lane's coin kiddie rides, the outer four being "jumpers" and the inner ones being anchored to the floor. The trailer has tail lights to be connected to the pulling car's wiring system.

Altho no boon to the kiddie parks which will feel the impact of these new, easily movable rides being offered on a free basis in their neighborhoods, the innovation will naturally find many tak-

ers among persons wanting to get into the ride business. Commercial users have already discovered the device.

The idea of an intermediate-sized ride, smaller than the customary kiddie and truck-mounted unit and more mobile than the coin-operated device, has been worked on by the Lane people for more than three years. Having developed the basic trailer they intend to move forward and equip it in the near future with a variety of rides, the next of which will probably be a Ferris Wheel.

Prices Compared

What the new unit will do to the truck-mounted ride business remains to be seen, but at first glance it compares favorably in price and mobility while lacking the capacity and size of the truck rides. The latter usually sell for from \$2,000 to \$3,500 with the highest price tagged in a 24-passenger Ferris Wheel. A 10-horse Merry-Go-Round goes for around \$3,250. These prices do not include the chassis which is customarily a 1.5-ton chassis with wheelbase of from 150 to 180 inches, depending on the ride employed.

An incentive to the individual, however, is the Lane unit's detachability which allows it to be parked in the family garage until being hitched to any car and hauled off to busy streets, parks and shopping centers. This will enable the owner to operate it either full time or part time without sacrificing the use of his automobile.

Licensing is required in many communities for persons who wish to operate a ride for a profit. As a sales promotion, in the New York area at least, no license is required, but when used as a business the owner here must take out a \$50 trailer license, \$10 ride license, and a musician's license.

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PARKS-RESORTS-POOLS

Cedar Point Hypos Lure With Name Bands

CEDAR POINT, O., July 24.—A hypoped program of entertainment is in store for visitors and guests as Cedar Point goes into its final five weeks of the season.

A trio of name bands will play one-nighters in the ballroom in coming weeks. The Commanders are due in on August 3 with Freddie Martin to follow a week later. Charlie Spivak is set for August 19. Previous names were Wayne King, Shep Fields and Johnny Long, all drawing good crowds. George Duffy's trio opens August 4 at the Tavern Terrace patio, where dancing by starlight is offered next to the Breakers Hotel.

Motorboat races from Cleveland to the resort are scheduled for August 7 with \$1,000 in awards being offered the winners in three classes. A marathon swim of 18 miles from Pelee Island in Canadian waters to Cedar Point is planned for August 21, winner getting \$500. A water skiing race was held this weekend (24) from Edgewater Beach Park, Cleveland, a distance of more than 60 miles.

Free Acts

Free acts on the books so far for August include Capt. Roland Tieber's sea lions from August 9-15 and Widaman's three elephants from August 29-September 22, this being the first time that elephants have ever trod the resort sands.

The Muncie (Ind.) Star-News takes the record this year for bringing their newsboys the longest distance for an outing here. Other carriers will come by bus or train from Cambridge (O.) Jeffersonian, Ashland (O.) Times-Gazette, Columbus Dispatch and Citizen, Toledo Blade and Cleveland News.

The Farm Bureau Co-Operative Associations of Indiana will start

a convention at the Point August 8 while the Cleveland Whist Club will start its annual tournament August 20. The Ohio Elks Association is to start its yearly outing on August 22. The State Knights of Columbus outing was held this weekend (23-25) while a 10-point Western horse show was held Sunday (25) by the Erie-co Riding and Driving Club.

The large "O" gauge model railroad of the Baltimore and Ohio Railroad is being exhibited in the Coliseum thru August 1 after opening July 17. Several area manufacturers also have exhibits near the model "pike."

PARKS GARNER NATIONWIDE PUBLICITY

CHICAGO, July 24.—Parks last week came in for some potent nation-wide publicity. Life magazine featured a page in color on Chicago River-view's Flying Cars (issue dated July 19) and the American Weekly, tab-sized supplement (dated July 18) put out by Hearst Publishing Company, front-paged a painting showing a ticket box, with rides and a show top in the background, and carried on Page 2 a by-lined article by George A. Hamid on "How Safe Are Our Amusement Parks?"

Olympic's Turnout Down, Spending's Up

IRVINGTON, N. J., July 24.—Olympic Park will view its July returns as a yardstick by which to compare this season's with those of the past. July, usually the park's top month, appeared to be holding its own thru this week in comparison with 1953, manager Bob Guenther said.

Guenther reiterated his observation that per capita spending at the park has swung upward this season, altho gate figures show a decline in attendance.

One of the season's best days was Monday (5) when large crowds turned out for the evening fireworks display after a weekend marred by rain and threatening weather. It has not been decided whether to put on another pyro show for Labor Day.

Taystee Outing Good

In excess of 10,000 persons turned out Wednesday (14) for the annual outing of the Newark branch of the Taystee Bread firm. The outing received reduced strip tickets with which 15-cent rides were offered at a nickel, 20-cent rides for 10, and 25-cent rides for 15, with the reduction being effective on all units at the park.

Confined to Wednesday, the outings are held at Olympic during six or seven weeks by different firms during the year. There are no special events or name en-

NOT LIKE DETROIT

Water, Strike, Sand Foul Las Vegas Park

LAS VEGAS, Nev., July 24.—The first permanent amusement park in Nevada has been opened now for a month, and its discouraged promoters at times had wished they were back in Detroit, or that they had taken more time to learn the intricacies of creating an enterpris in the raw desert.

Funland was built four miles from Las Vegas on the road to Boulder Dam, at an estimated cost of \$750,000. Sam Pearlstein is president, Sam Lipkin is secretary-treasurer, and Phil Jordan is general manager. All are Detroiters who never tangled with Nevada's rugged desert before, particularly with the sun bearing down in July at 110-plus in the shade.

Biggest cause of worry is the bad luck with water. Altho artesian water flows from wells not far from Funland, the operators already paid to sink three wells without suitable results.

The deepest was put down to 900 feet, and brought forth water with such high alkali and salt content, that it killed the trees and grass planted around the park before the poor quality was realized. Needless to say, the water is undrinkable. This required an emergency measure of having drinking water trucked in, at a cost of \$70 a day.

Strikes brought on further troubles. An Oregon lumberman's walkout halted shipments of timber and the Roller Coaster could not be completed. An electrician's strike on the local level caused installations to be made too quickly, and three serious outages resulted.

Crowds Okay, Spending Off At Kaydeross

SARATOGA SPRINGS, N. Y., July 24.—Altho attendance is holding up in line with last year, spending is off sharply at Kaydeross Beach and Amusement Park.

Cut-back in available money is due to unemployment in near-by Albany, Troy and Schenectady. Picnic season was cut into by some cancellations brought about by rain and several other groups did not schedule an outing this summer.

The Casino currently has Dave Denny and Anna Marie Thomas, of Station WPTZ, in person on Wednesday nights and Eddie Alexander and His Radio Raskals as the Friday night attraction. Ray Miller, disk jockey from Station WSPN, does a platter show and brings in local musicians on Saturday nights.

The promoters underestimated their power needs and as a result, lines were strung by the local utility, with insufficient capacity to light the park properly and still operate the rides.

Perhaps the worst trouble has been from desert blow-sand, unknown in Detroit. Jordan said the maintenance crew has spent most of its time trying to keep the mechanical parts free of the fine sand, which blows in clouds at the slightest wind.

Things can't get worse, however. By next summer a water line from Lake Mead will be laid down the highway in front of Funland. Adequate power will be in. The strike (the promoters hope) will be over, and while the sand will still be blowing, wetting down of near-by acreage will minimize the difficulty.

ROSENTHAL FORMULA

Free Gate and Names Cure The Week-Day Weak Days

PALISADE, N. J., July 24.—Julius LaRosa's name had a magical effect on Monday's (19) date at Palisades Amusement Park, when the popular vocalist performed as part of a free attraction line-up on the Bill Silbert Show over WMGM. It's part of Owner Irving Rosenthal's formula of something special every weekday.

About 8,000 of Silbert's fan club, Saints and Spinners, presented their Monday membership cards which got them into the park free. The weather was clear and a satisfactory amount of spending was noted by the teenagers, mostly on food and drink items.

Besides LaRosa, the show featured Chris Martin, Sandy Sole, Roger Coleman, Richard Hayman and Chris Connor. The previous week's Silbert show had Fran Warren, Shirley Harmer, Dolores Hawkins, Dean Parker, Pat Terry and Stuart Foster. Silbert is aided by Charlotte Lord.

Must Draw 6,000

Rosenthal estimates that the free attraction-free admission policy is worth its salt if it draws 6,000 persons onto the grounds. The plan operates on Mondays and Fridays, with Murray Kaufman's WMCA show being aired from the park on the latter days. Both personalities have their fan clubs to which have been distributed cards good for free admission during the season either on Monday or Friday. Normally Palisades admission at the gate is 20 cents on Saturdays, Sundays and holidays, and a quarter on weekdays.

The philosophy employed by the management is that while the average 6,000 teenagers represent \$1,200 in admission money, they might not turn out without the lure of name attractions and free admission. And whatever they spend once they get to the park is gravy. So far the policy has paid off.

Kaufman in recent weeks has presented the following performers on his shows from the park's free act stage: Lou Monte, Mitzi

Mason, Tommy Edwards, the Woodside Sisters, Kitty Kallen, the Crew Cuts, Bob Carroll, Freddie Martell, Eileen Barton and Steve Lawrence.

Free Acts, Dancing

Recent free acts have been Ira Watkins' Chimps; Billy Outten, high dive into fire; the Amazine Hoger high bike act. Bands playing for free dancing have included the Joel Herron, Larry Fotine and Kenny Sheldon groups. Competition in New Jersey for the National College Queen Contest title will be held Saturday afternoons in August at Palisades.

Also boosting weekday turnouts are the Tuesday and Thursday bargain days, and the Wednesday night "Summer in the Park" Du Mont TV show emceed by Virginia Graham.

CONEY ISLAND, N. Y.

By UNO

Jack Reiben and his lawyer-son, Stanley, continues to attract crowds to their varied amusement installations which cover the entire block on the Bowery from W. 12th to Jones Walk. Starting on the W. 12th Street corner is their poker roll that employs Yama Uchiyama, in his 20th year; Joe Shelse, Jerry Goldblatt, Dave Solomon and Dave Sabath. Next comes Skee-Ball Alleys, manipulated by Fred Bohner in his 18th year; John Tria, brother of Leonard Tria, treasurer of the Chamber of Commerce; Celia Helfand, Rodney Morris; Paul Rosenfeld, Stanley Ross and Steve Umlas. Further on are the Reiben rentals including Charles Feltman and the Meinch Brothers and their machine guns; Maurice Piecen, former skee-ball alley manufacturer, operating a Bullpen ball game; Sam (Dynamite) Goldstein and Jimmie Salvatore, duck game; Blackie Baum, Greyhound Racer; Bob Garmisa, penny pitch and, on the Jones Walk corner, Isaac Benjany, bar and grille.

ertainers used to draw people on other week-days, the management banking on its twice-daily line-up of free acts and the daily concerts of Joe Basile's band.

Big annual promotion at Olympic is the Baby Parade that has been a feature for more than 30 years. This year it will be held Saturday, August 21. Special band concerts have been set for next Sunday (1) when Basile will offer a Victor Herbert program, and for August 22 when Sousa marches will be played.

The Guenther's are holding to their price line during the hot months, with cutrates going only to company outings and to groups of 25 or more, which get a separate ticket rate.

ILLEGAL?

N. Y. Tax Law All Fouled Up By 'Breakage'

NEW YORK, July 24.—A development to further foul up the city's 5 per cent amusement tax occurred yesterday in the question of "breakage." Altho the 10-cent ticket is exempt, it had already been developed that the law ignored completely the application of the tax on strip tickets (The Billboard, July 17).

The question now is over the provision that if the tax amounts to a half-cent or more on a ticket, then the city shall receive a full cent. If it's less than a half-cent then the operator keeps the fraction.

Queens Supreme Court held, however, that if the city keeps the breakage as provided, it will be getting more than 5 per cent and violating its own law by illegal collections. On a 15-cent ticket, for instance, the tax of .075 cent will result in the city getting a penny, or actually close to 7 per cent.

It is expected that the city will appeal the decision. The protest was filed by a group of motion picture theater operators. Justice Nicholas Pette issued a temporary injunction forbidding the city to collect any tax on tickets where the city's take would in fact wind up being more than 5 per cent.

Hamid Slates Distance Swim

ATLANTIC CITY, July 24.—The Steel Pier Distance Swim around Absecon Island will be held Monday (26) over a 25-mile course, with George A. Hamid posting \$5,000 for the winner.

Other prizes will total \$10,500 cash. Hamid is promoting the event.

Spokane Spot Sets 4-Day Swim Show

SPOKANE, Wash., July 24.—Natatorium Park has scheduled a four-day water show that will open here August 4. Lloyd Vogel, owner-manager, announced. The attraction, which will feature name swimmers and divers, is being booked thru Dave Sobol, of the agency bearing his name.

Main events will be a water ballet, stagershow, comedy and straight diving. Harry Todd will emcee. Performers will include Frank Foster and Sam Kerman, comedy divers; Patti Taylor, paddleboard expert, and eight-year-old Barbara Hawkins.

In the dry-land portion will be Dell O'Dell, magician; Charles Carrer, juggler; Sheldon Allman, singer-comedian, and an animal act. Mrs. Bess Milton is training 10 local gals for the water ballet.

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Reading Cuts 'Stand And Gate for Groups

READING, Pa., July 24.—Admission prices will be lowered for employee groups at the Reading Fair this year, dates September 12-19. President John S. Giles, releasing the price scale, said the only times the reductions will not be in effect will be for the fair's beauty contest finals Saturday night, September 18, and for the AAA big car races the following afternoon.

Front gate admission, priced at 75 cents each, will be offered for 50 cents in blocks of 100 or more, for any day or night.

On grandstand reserved seats for any time except the events already noted, there will be a 20 per cent reduction on blocks of 25 or more. The seats will go for \$1.40, \$1.60 and \$2.20 in afternoons where normally the prices are \$1.75, \$2 and \$2.75. For evening shows the prices are the same except for a top of \$2.50 which

will go at \$2 under the cut price scale.

Jack Kochman's Hell Drivers will perform on opening Sunday afternoon. Joie Chitwood and his thrill show will perform on Monday and Saturday afternoons, and there will be Grand Circuit racing Tuesday thru Friday afternoons. The grandstand revue will be shown every night except the final Sunday.

4-H Show to Use Dubuque's New Permanent Site

DUBUQUE, Ia., July 24.—The newly leased site for Dubuque County's permanent fair will be put to use this year for the annual Tri-State Exposition and 4-H Achievement show to be held August 17-19.

Tri-State Exposition, Inc., officers are planning the annual affair while keeping their sights on the construction of permanent fairgrounds for Dubuque County.

The Dubuque County board of supervisors leased 66 acres of county farm property (five miles west of Dubuque on highway 20) to the Exposition for a county fair. Leasing of the land is the first tangible step toward giving the county a full-fledged fair in more than 20 years. The exposition officers also started legal proceedings to change the name of the group to the Dubuque County Fair Association, Inc.

For this year the exposition will be held in tents and temporary structures as has been the practice in recent years but engineers have already started surveying the property for permanent buildings to be constructed later.

Hemet, Calif., Pacts Circus

HEMET, Calif., July 24.—Bell Bros.' Circus featuring Floyd Humeston and his motion picture lion, Fearless Fagan, will be featured the first two of the five-day Farmers' Fair of Riverside County here. The event opens August 18, Harry Hofmann, secretary-manager, said.

In addition to Humeston, high-lighted attractions with Bell Bros. include Sheba, the elephant; boxing kangaroo, web act and clowns. The show's miniature circus wagons will be used in a street parade on Wednesday (18) with local entries and the pet parade augmenting.

Friday's features will be a 1/4 midget racing in the afternoon and the 3/4 midgets that night. Saturday and Sunday will be the California Horsemen's Association gymkhana and horse show, being tried for the first time in Southern California. Pinto Colvig, Bozo the Clown of Capitol Records, will appear thruout the run.

Bands scheduled to appear include the Sixth Army Kilty Band on the weekend and the Camp Pendleton Marine Band on Sunday.

Leo Pearlstein, of Lee & Associates, Los Angeles, is publicity director.

Prince Albert Spends 19G on Improvements

PRINCE ALBERT, Sask., July 24.—Improvements costing \$19,000 have been made at the Prince Albert fairgrounds.

A pig barn has been built at a cost of \$6,500 and a movable grandstand platform at a cost of \$3,500. The platform is on wheels. New electrical switches have been installed for the grandstand, a cement floor has been added to the cattle barn and the youth activity center has a new roof.

Other improvements include a new road near the grounds to provide parking space for 1,500 cars, lighting changes in the barns, new showcases for women's exhibits,

ALL BARS DOWN IN READING'S GIRL CONTEST

READING, Pa., July 24.—Beauty and beauty alone will be the yardstick used for choosing the beauty queen of this year's Reading Fair, worth \$1,000 cash to the winner. In 1946 it was a one-county contest, last year girls from six counties could enter, and this time all stops are out. The girls can enter from anywhere on earth, be married or single, and will be based solely on good looks, having only to meet the requirement that they be older than 16. There will be other cash prizes amounting to \$1,300 and merchandise gifts valued at \$2,000, according to Russ Moyer, who is handling the promotion.

Hoosier Board Approves Plans For 361G Bldg.

INDIANAPOLIS, July 24.—Plans for a \$361,000 Farmers' Building at the Indiana State Fair here have been approved by the fair board. The proposed building, scheduled to be built following the 1954 State Fair, will house a cafeteria, foyer and display area, auditorium, stage, projection room, rest rooms and dressing rooms, and will be located in the machinery field area.

The cafeteria will seat 400 and will have adequate kitchen space for dish washer and refrigeration facilities. The auditorium will seat 1,000 people and have a 22 by 74 foot stage for plays and acts during the fair. Foyer and display space measuring 46 by 118 feet can be used during the fair as well as thruout the year.

Plans for the new building were made by Lennox & Matthews and Association, Inc., Indianapolis architect-engineers.

WLW-T Talent Booked

CINCINNATI, July 24.—The "WLW-TV Revue," featuring Walter Phillips, has been set for two Midwestern fair dates by WLW Promotions, Inc. Phillips and his gang, which includes Zeke and Red Turner, Marian Spelman, Ruby Wright, Dave Hamilton and Bob Bell, have been set for Shelby County Fair, Sidney, O., August 5, and Delaware County Fair, Muncie, Ind., August 7.

Coney Island, N. Y.

Continued from page 54

concessions in that territory. . . . Dan Lane of Lane's Irish House on the Bowery was honor man at the wedding of his daughter Dorothy to Frederick Kerr, chemistry teacher, in the St. Rose of Lucia Church in Brooklyn on July 17. Back in his former position as manager of the Irish House is Maurice Lowery after four years' absence. Mickey Sheridan continues as head waiter. This is his 24th year. Mickey's wife, Lillie, formerly Tiny Sheridan, a ballet dancer, continues as chief dietician.

The remains of the whale which was virtually destroyed by fire July 13 comprised a free exhibit on Stillwell Avenue. Currently what is left of the exhibit is on view free of charge. Harry Siegel, owner to the Seagull fishing bait and tackle shop on W. 15th, deriving financial gain thru the sale of whale photos and text books. . . . George Geneva, old-time Scooter ride owner-operator, is in a New York hospital recovering from an eye operation. . . . Replacing Albert-Alberta as the extra attraction at Fred Sindell's Cavalcade of Variety show is the Bear Girl. Retirement of the former was due to personal reasons.

and partitioning in the armory building to provide more space for exhibits.

Grand Forks, N. D., Tops Past Averages

20th Century Midway Receipts Up 10% Over '53; Winkley Gets Peak Cash Crowd

GRAND FORKS, N. D., July 24.—The Greater Grand Forks Fair did better than its average business thru Friday (23), the sixth day of its seven-day run, despite hot daytime weather. Nighttime weather was good. Skies were clear every day except Thursday afternoon (22) when rain cut into business.

Midway receipts were 10 per cent higher than last year for the 20th Century Shows, according to Ralph Lynch, fair secretary. The 20th Century enjoyed a big Sunday (18) and a briak kids' day Monday (19).

Night grandstand patronage for the Barnes-Carruthers revue hit above average levels. Daytime grandstand patronage was rated as "about average" by Lynch. Sole exception was stock car races staged by Frank Winkley Sunday (18). They yielded the biggest receipts in history, tho the crowd was off slightly from '53. Higher prices accounted for the increase, with all admissions at \$1.50. Here-

to, the prices were scaled up to \$1.25.

Other matinee attractions were two afternoons of horse races, one performance by the Tournament of Thrills, managed by Leo Overland, and one stock car program, with local drivers participating. The thrill unit drew a good crowd in keeping with past standards.

Winkley returns this afternoon with another auto racing program, with indications pointing to another bumper cash grandstand.

Hypnotist Set As Tent Show At Hutchinson

NEW YORK, July 24.—An under-canvas presentation will be tried this season for the first time by hypnotist Joan Brandon, when the act plays the Kansas State Fair in Hutchinson, September 18-23.

Handled by brother Jack Brandon, the act will show for 50 cents admission beneath a top to be provided by the fair. It will be a guarantee against percentage deal.

Miss Brandon has long been showing in theaters, night clubs and auditoriums, and last fall made her first outdoor attempt. She was a free act on the grounds of the Saratoga County Fair, Ballston Spa, N. Y., and was well received.

This season the outdoor emphasis has been continued, Miss Brandon showing at a New York State amusement park, also as a free act. She is a third-generation hypnotist who specializes in putting large groups under her spell on stage, and having them go thru odd gyrations by suggesting experiences to them.

New Okla. City Bldgs. Hit by Fire; Loss Put at 20G

OKLAHOMA CITY, July 24.—The 4-H Club and FFA dormitory buildings at Oklahoma City's new fairgrounds, gutted by fire this week (19), caused a loss estimated at \$20,000. Spontaneous combustion was blamed. The aluminum panels being installed were stacked out in the sun in shipping packages, and the blaze started in packing materials surrounding the panels.

C. G. (Pete) Baker, fair manager, said the \$20,000 loss, estimated by Dunning Construction Company, contractors for the dormitories, was covered by insurance.

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Occupation



Detroit's Home Arts Bldg. to Be Razed

DETROIT, July 24.—Razing of the architectural gem of the Home Arts Building of the Michigan State Fair here is planned by the management, prior to fair opening in September. The structure, a large two-story building with elaborate porch construction and galleries on all four sides, has been partially condemned. It has a long show history, dating back to the St. Louis Exposition of 1905 when it served as the Michigan Building there, being removed to the Detroit site the next year.

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CARNIVALS

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Refurbishing for Fairs Pushed; Still Date Season Termed Okay

WESTBROOK, Me., July 24.—Rumors of the impending sale of World of Mirth Shows, which spread thru the country this week, proved to be just that. General manager Frank Bergen, pushing a refurbishing program that will be nearly completed for the beginning of the shows' fair route next week at Bangor and aimed at the season's focal point, the Central Canada Exhibition at Ottawa late next month, did describe some of the sale negotiating.

Admitting to placing a price tag of \$350,000 on his interest in the show, Bergen added that he had been offered a third of this sum down by realtor Irwin Knohl, who this season purchased White City Amusement Park in Worcester, Mass., from George A. Hamid. Knohl is said to have extensive Long Beach, N. Y., interests among his business activities.

Talks Dormant

Negotiations were to have continued here this week but failed to materialize, and there was no evidence that any serious action would take place in the near future.

Bergen has often talked of sell-

ing the giant Eastern organization but reiterated here that no such action would be taken without considering effect it might have on his contracted fairs, several of which have awarded pacts for periods extending up to five years. The dollar worth of the show is tied directly into its fair route as with every similar organization, and it is well known that the success of the show in this respect has hinged directly on the per-

sonalities of Bergen himself and of his associate, Bernard (Bucky) Allen, World of Mirth's physical properties manager. While extensive, these actually represent only a small portion of the adjudged value of the shows in their operational set-up.

Bergen Stamina

While Bergen has frequently mentioned exiting the business, (Continued on page 67)

Hannum Biz Better After Poor Spring

PHILADELPHIA, July 24.—The Morris Hannum Shows, on the verge of another season of annuals and street fairs over established Pennsylvania territory, was grossing on a par with last year thru this week, after a miserable spring trek.

Hannum reported spending down badly at most early dates, but said recent stands—Emmaus, Conshocken, Flourtown—have been up around 20 per cent over last year to bring up the earning level. Show will open its fairs the first week in August at the York County Fair in Manchester, and close October 15.

Biggest dates will be the Ebensburg Fair, a Labor Day spot played for the second time by Hannum, and Kutztown. At the former, about 50,000 customers are expected on the closing Saturday due to a State CIO rally-outing. Kutztown will also work heavily

on its closing Saturday, having booked old Dutch-style and big name wrestling.

The No. 2 show will play a big church festival next week in Roseto, with several independent units booked in, as well as the Bill Sechrist aerial free act. Show will field 12 rides, six shows and about 40 concessions, being limited somewhat in space on a lot directly across from Our Lady of Mt. Carmel Church.

There are 17 trucks, mostly semis, toting the equipment. Just about all the rides are office-owned with the exception of Lehman Katzenmoyer's kiddie rides. Staff includes Ben Herman, concession manager; J. Harry Elliott, advance; Lehman Moor, lot superintendent; Homer Dixon, Diesels and electrician, and Mrs. Garnet Hannum, secretary and treasurer.

Dorothy Miller has six concessions on the show, Irving Berg has four and Stanley Mazurkewicz has three. Among the others are MacWethy's bingo, Green's chocolate malt, Lehman Katzenmoyer (4) and Paul Kellow's popcorn, custard, French fries and long range gallery. Shows include a Wild Life, DeBrois' Side Show, MacWethy's Fun House, Gambri's Wild Animal Show, and the Donninger, Duffy and Clarence Thanen Girl Shows.

Eastern Amuse. On Upgrade At Mid-Season

YARMOUTH Me., July 24.—Eastern Amusement Company, in here this week following a good stand at Ellsworth, finds the mid-season weeks a welcome improvement after 10 weeks of dismal weather and business in the spring months. The Thomaston July 4 celebration proved a solid winner with shows and rides working to capacity both before and over the holiday. Concessions with James West as supervisor got a generous share of the liberal spending.

Chase's Penguin Show featuring Mr. and Mrs. Penny and the Tuxedo Kids is topping the midway. These birds work in a specially built pool to full houses. Chase also handles the Mickey Mouse Circus as well as Bobby the baboon and Susie the rhesus. Tully's Monkey Motordrome is a runner-up for top gross.

Co-owners M. S. Earl and C. R. Ross are highly optimistic over prospects for the still dates which remain before going into the fairs in early August. List of annuals already contracted includes the Union Fair, South Windsor Fair, also the South Paris and Litchfield events.

The Rockland Lobster Festival, August 6-8, draws big crowds annually and has proved equal to a fair for the show. At this event King Neptune comes out of the sea to crown a queen of the festival. The attendant pageantry takes place at the public landing adjacent to the show lot and for the past four years Rockland has been a red letter date for those org.

Mr. and Mrs. Sal Lauria joined in Ellsworth for the season. David Lauria, 10-year-old mascot, is enjoying his vacation until his return to school in Connecticut. The show has taken delivery on a new top for the Beano, managed by Bernard and Margaret Tully.

C&W Awaiting N. Y. Dates as Slump-Breaker

WARREN, Pa., July 24.—Upcoming fairs were being eagerly awaited by Cetlin & Wilson Shows personnel this week, as the show struggled thru another still date at which both attendance and spending have proven disappointing.

The Show's Pennsylvania route has yielded grosses far lower than those expected, and New York dates ahead, in North Tonawanda and Niagara Falls, are being banked on to help somewhat to pull c.&w. out of its slump.

Repainting and other refurbishing is going on en route in preparation for the fair opener in Ionia, Mich. Show is carrying 20 rides and about 15 show units, and will get bigger as Ionia approaches. A new Minstrel Show and a Horror Show will join in North Tonawanda.

Two weeks in Erie were the worst experienced in many years by c.&w. folks, it was reported.

Burke Trial Set for Oct.

PENSACOLA, Fla., July 24.—A third continuance was ordered Tuesday (20) in the Court of Record trial of William O. Burke, show painter, charged with the murder last April of Al Wagner, owner of the Cavalcade of Amusements.

The new trial date was set as October 26.



EVIE BELEW has been entered by the Royal American Shows as their candidate for "Miss Outdoor Show Business of 1954" in the contest sponsored by the Showmen's League of America. Evie is the widow of Sparky Belew, former concessionaire with the RAS and other shows. For the past several years she has been a concessionaire on the RAS and prior to that was a show girl with the Sells-Floto Circus, half of a sister team with an Ed Schooley revue, Ernie Young revue, Camille La Villa grandstand units, and Frank Wirth and George A. Hamid grandstand shows.

HORSED UP!

Lexington, Ky., Nets Poor Biz For Shan Bros.

FRANFORT, Ky., July 24.—Shan Bros. day-and-dated a society horse show in Lexington last week and came out second best. Extreme heat also hurt. Customers, however, spent freely. Show personnel planning to sleep in their house cars on the lot were jolted by a board of health ruling, nixing that practice, and the house cars were scattered in different tourist courts.

Visitors at Lexington included Jack Turner, agent of the George Cole Circus; C. A. Stephens, carnival owner, and Hobe Cobe, Dutch Wilson and Jeff Keiser, of the Page Shows.

The show is carrying 14 rides, including a new Sky Fighter. A new Silver Streak is slated for delivery about August 15.

Owner-manager Shan Wilcox is assisted by a staff consisting of William Hunter, business manager; Mrs. Wilcox, secretary; Fred Cantrell, ride superintendent; Pat Brady, chief electrician, and Charles O'Brien, billposter. Concessioners include Luther Church 3, Pat Brady 2, and Mrs. William Hunter 5. Majority of the concessions, including the corn game, are office-owned and operated.

The show winds up its still date season here this week, opening at fairs at Harrodsburg, Ky. Fair route will take the show thru Kentucky, Tennessee, Virginia and Georgia, with the closing fair at Douglas, Ga.

AGENTS 40% OF MIAMI CLUB'S 2137 MEMBERS

MIAMI, July 24.—Who belongs to the Miami Showmen's Association? After a laborious auditing of the records, executive secretary Phil Cook last week came up with this breakdown: Concession agents, 853 or about 40 per cent of the total; back-end show operators, 139; concession owners, 86; show owners, 62; business managers, 37; circus men, 27; novelty men, 26; grab joint operators, 22; bingo operators, 22; general agents, 21; carnival supply men, 15; girl show operators, 14; park operators, 12; retired show owners, 12; show secretaries, 11; lot superintendents, 9; booking agents, 8; fair secretaries, 8; billposters, 7, and insurance men, 5. That makes 1,396 of a total membership of 2,137 and leaves 741 "others."

World of Today Gets Mixed Biz At Minn. Fairs

Hallock Is Good; Thief River Falls Take Disappoints

VALLEY CITY, N. D., July 24.—The Pennington County Fair, Thief River Falls, Minn., provided a disappointing take for the World of Today Shows in the four-day run ending July 15, but the Kittson County Fair, Hallock, Minn., played July 7-11, yielded excellent business.

Midway receipts at Hallock topped '53 by 30 per cent, with all of the back-end units sharing in the good attendance and equally good spending. At Thief River Falls only children's day Tuesday (13) provided brisk business, with Williams' kiddie rides and the Skooter turning in top grosses.

John Martin resigned as assistant manager and left with his family to play in Missouri with his concessions. Edward Gore has been appointed ride superintendent. Jack Edwards joined here as advance advertising agent.

Mrs. Dick Dillon and her hat concession is the newest addition to the front end. Mr. L. C. Reynolds and Blackie Scofield suffering slight indispositions, were out of the line-up here but are due back to duty after a couple of days.

McCarter Joins Gem City Shows As Asst. Mgr.

MARTINSVILLE, Ill., July 24.—R. C. McCarter joined the Gem City Shows here this week as assistant manager. He had been with the Marks Shows until July 6, when his contract with that show terminated.

Paul Kelley's circus menagerie, used as a free attraction by Gem City at its still dates, is working at fairs as a paid attraction. Besides operating the unit, Kelley has frozen custard and a grab stand with the show.

Other back-end attractions in the line-up here are a Motor-drome, illusion show, Funhouse, French Follies, Streets of Paris, and a war crime show. Two additional shows are expected to join soon.

The ride line-up embraces six kiddie rides, Merry-Go-Round, Screwball, Rock-o-Plane, Octopus, Tilt-a-Whirl, Twin Ferris Wheels, and Roller Coaster. The show is carrying six light towers and two searchlights.

About 50 concessions are in operation. Included among them a new addition, a portable miniature golf course.

Mike Krekos No. 1 To Open Fair Tour At St. Helens, Ore.

SPRINGFIELD, Ore., July 24.—West Coast Shows, the Mike Krekos No. 1 unit, moves into nine weeks of fairs week after next with St. Helens being the first exposition.

Business on still dates has been running hot and cold with the Medford engagement ending July 11 being 25 per cent ahead of last year. In Roseburg for the stand ending July 18, business fell off because lumber mills were shut down due to strikes.

The Medford run followed a successful Fourth of July week in Klamath Falls, a spot the show has played for most of its 26 years on the road.

Show plays Corvallis next week and then moves into St. Helens and its fair dates, which include the Multnomah County Fair in Gresham.

COUPLE FETED

Party Honors Prells on 50 Wedded Years

CLIFTON, N. J., July 24.—A grand time was had by all last Sunday night (18) as close to 50 celebrants, most of them members of the huge Prell clan, joined Mr. and Mrs. Sam Prell in observance of their 50th wedding anniversary.

The scene was Gene Boyle's roadside place, where a cocktail hour was followed by a sumptuous steak dinner, just about the best eating that anyone present could recall.

Joe Prell was master of ceremonies and his wife, Bea, put everyone under a spell of silent sentiment as she sang "You'll Never Know" and "Young at Heart." Aggie Ross, wife of concessionaire Joe Ross, also proved the possessor of a fine voice by singing "When Your Old Wedding Ring Was New."

Gag Backfires

He only had \$3.65 when he got married, Sam Prell recalled, but (Continued on page 70)

Cook Readies Fund-Raising MSA Junket

MIAMI, July 24.—Phil Cook will take off August 4 on his annual fund-raising and membership tour on behalf of the Miami Showmen's Association. The energetic executive secretary will push for as many jamborees as possible—five are already pledged—and expects to visit more than 30 shows while covering 8,000 to 10,000 miles.

Much work on the clubhouse has been going on under supervision of the emergency building committee. The restaurant and lunch counter have been completed and neon tubing has been installed all around the building, with a large sign erected in front of the place.

The office wall has been replaced with a large window, and doors to the television room have been removed, and the two rooms behind the office converted into a lounge. The large wooden enclosures in the foyer have been placed in front of the building. A tiger and lion will be placed in them and spotlights will illuminate the figures at night.

OFFICE TOWED IN

Continental's Season Okay Thru Tupper Lake Opener

TUPPER LAKE, N. Y., July 24.—Continental Shows opened here Monday night (19) to a good crowd which spent favorably when compared with last year's opener. Weather favored the opener, and outlooks were for a good week if the weather held up.

Show arrived okay after a long haul from Morrisville, Vt., and most equipment was put up on Sunday (18). Only mishap on the haul was the rear end trouble developed by the office pickup

truck, which had to be towed in. Owner Roland Champagne bought a new International truck in Morrisville and will use it to tote a new ride which has yet to be purchased. He termed his season satisfactory to date with recent still dates doing better than the disappointing spring tour to up the earnings to a good level. Everyone here is eagerly awaiting the fair season.

Morrisville's business was a boost for the shows' personnel who experienced a let-down the previous week. Attendance and spending were disappointing over the July Fourth week up in Woodville, N. H., with the show having expected more than it got after a pretty fair holiday week-end. Rides and shows did best on the midway.

Dada King Is Made Interim NSA Chaplain

NEW YORK, July 24.—Louis (Dada) King has been named National Showmen's Association chaplain by President Joe McKee, and will serve out the unexpired term of the late Fred C. Murray.

King, a former chaplain, will perform the duties until after the annual banquet in November. Elections for all positions will be held after the banquet, instead of prior to the affair as was the custom thru this year.

Mount Vernon Proves Best Still For Pan-American

MOUNT VERNON, Ind., July 24.—The Pan-American Shows chalked up their best still date of the season here the week ending July 17. All departments registered good business.

The Octopus was top-grosser among the rides, with the Circus Side Show topping the tented attractions. The kiddie rides enjoyed solid business. Bill Coleman, cookhouse operator, reported an excellent week.

Mrs. Frank Gaskins, wife of the show's general agent, has been released from a Norfolk, Va., hospital and is reported recuperating satisfactorily.

Manchester, O., Is Okay for Page

MANCHESTER, O., July 24.—The Page Bros.' Shows, showing on the streets here, enjoyed highly satisfactory business the week ending July 17. The stand was auspiced by the American Legion.

West Coast Show Personnel Picnics; Fems Win Game

ROSEBURG, Ore., July 24.—Personnel of the West Coast Shows held its 25th annual picnic here on the Umpqua River Thursday (15). It was attended by those on the unit as well as friends from this city.

Plenty of food was on hand for the event. Included on the menu were 125 pounds of ham, roast beef and cheese, 10 gallons of potato salad, olives, pickles, and 50 cases of soft drinks, according to Mrs. Barbara Hellwig, show secretary and wife of Eddie Hellwig, show manager.

Guests included George Trapalis, chairman of the American Legion and carnival promoter; Mr. and Mrs. J. T. Rex, Mrs. Bellows, Jack Crafton, L. Leinon, Kenny Swesm; Cal Baird, Douglas County sheriff, and Robert Stults, county attorney.

A soft ball game was featured with the following show people on the teams and with the women winning 16 to 9: Shirley Guffey, Marge Latiker, Virginia Herron, Elsie Herron, Rose Young, Grace Scarberry, Joan and Ethel Hilliard, Elsie Station, Lucille Jackson and Dee Herring. The men's team included Feathers Greer, Steve Fisher, Slim Max, Paul Herron, Earl Chedester, Johnnie Barritt, Frank and Brownie Ristick, Johnnie Ristick, Bob Carter and Harry King. Home runs for the women were credited to Virginia Herron, Grace Scarberry, Marge Latiker and Shirley Guffey. Ed Hellwig umpired.

Harry Myers, general manager, and Everett W. Coe, business representative, acted as judges in all events. Sam Dolman was chairman of the entertainment committee.

Food was served by Isabel Myers, Johnnie Miller, Alice Miller and Mrs. Hellwig.

WOM Sales Talks Fizzle

• Continued from page 66

close associates and friends discredit the possibility, since the robust owner continues active on a full-time basis with no show of a lack of interest in a career that has encompassed some 45 years.

It is understood that talks of any sale that might be made in the future would necessarily include clauses that would protect old-line employees, some of whom have been with Bergen for nearly the length of his career, and also the interests of Allen. Members of the Bergen clan have continued to join in recent years in active capacities with another nephew added this year.

The show actually has spent and is continuing to spend more money on rebuilding and redecorating of its physical equipment this year than in any recent season, with paint, new fronts, two new light towers, flashing neon strips and general representative Gerald Snellen's biggest land yacht ever, a Cadillac.

Dancing Waters will be added to the lineup next week at Bangor, to make the show features the strongest WOM has fielded in many years. New canvas is being added for this unit as well as for the Dixie Gordon Club 18, the featured girl presentation. The latter also has some \$4,000 worth of new stage equipment and costum-

ing for fairs. The minstrel show will also sport new stage equipment.

Show Doing Well

The show will go into fairs in not-too-bad financial shape considering the weather so far, altho it suffered a two-week bloomer in Upper Darby, Pa. Except for that date it has done well in its unprecedented late opening in Plainfield and at New Brunswick. At Lowell, Mass., a three-day July 4 celebration, the show racked up an estimated \$30,000 gross. In four days in Worcester the following week, the grosses were nearly as healthy.

Folks here have been obviously anxious to give the show a good week but rain and threatening weather have held down the turn-outs. Rain Thursday (22) cut heavily into the week's potential, altho with a break in the weather last night and today the week should turn out okay. Some diversion was available for disgruntled personnel in that nearby Scarborough Downs opened the same day as World of Mirth with nightly running races.

Show execs judge the earning power of the ride-show lineup the strongest in many years, with the end result expected that the potential of fairs is very good, possibly at least as good as last year's successful season.

A VOTE for

“Miss OUTDOOR SHOW BUSINESS of 1954”

is a vote for YOURSELF!

. . .

Support Your Organization

THE SHOWMEN'S LEAGUE OF AMERICA



MRS. JUNE REYNOLDS
GENL. AGENT & REPRESENTATIVE
THE WORLD OF TODAY SHOWS
"The Aristocrat of Outdoor Shows"
Our entry in MISS OUTDOOR SHOW BUSINESS OF 1954 CONTEST
Your vote will be appreciated

Vote often . . . vote for your favorite. She may win the contest . . . and your votes will help to increase and expand the activities of the League.

WORLD of TODAY SHOWS

Now Playing a Star-Studded Route of America's Great Fairs

PECK AMUSEMENTS

LOOK

OFFER YOU YOUR LAST CHANCE TO BOOK FOR THE LARGEST 100th YEAR CENTENNIAL HELD IN ILLINOIS THIS YEAR

LOOK

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 at City Park.

WANT—Hanky Panks, privilege, \$60.00; Long Range Gallery, privilege, \$75.00; Dish Pitches, \$5.00 per lineal ft.; Snow, Floss, Popcorn booked. Need one good size Cookhouse. Gypsies, P. C. and controlled Concessions, do not waste my time.

WANT SHOWS—Fun House, Snake, Monkey, Animal, Illusion or any other worthwhile Shows, 20%; Iron Lung, Motordrome booked. No Girl Shows.

CONTACT

C. S. PECK

Box 63, Kankakee, Ill. Phone 3-6874 or call me Chenoa, Ill., Care Key City Shows

Jackie Winn Hurt In Auto Accident

TULSA, Okla., July 24.—Jackie (Darling) Winn, Girl Show operator of the Royal Midwest Shows, is at her home here following an automobile accident at Veedersburg, Ind., in which she suffered a lacerated right eye, a broken left arm and body bruises. The accident occurred when her car struck a bridge.

One Killed, Two Injured

HOLLYWOOD, July 24.—James Harris, 30, driver for Crafts 20 Big Shows, suffered possible skull and leg fractures and gasoline burns here Monday (19) in a free-way crash that killed a Department of Water and Power employee and injured two others. The 14-wheeled three-ton truck Harris was driving went out of control on a downgrade near the Hollywood Bowl. It careened and splintered a bus waiting bench and swerved back into traffic, hitting a sedan. Two women, police said, were injured in the second crash.

WANT WANT WANT

FOR ONE OF THE BIGGEST CELEBRATIONS IN THE ENTIRE EAST
GOLDEN JUBILEE ITALIAN FEAST OF ASSUMPTION
MECHANICVILLE, NEW YORK
AUGUST 9-15

THREE NIGHTS SPECTACULAR, COMPETITION FIREWORK DISPLAYS.
DRAWS FROM ENTIRE CAPITOL DISTRICT—EXPECTED CROWD 25,000.
ASK ANYONE WHO EVER MADE THIS SPOT.

HANKY PANKS OF ALL KINDS—AGE & SCALE—LONG & SHORT RANGE—GLASS
PITCH—DIRECT SALES. CONTACT AT ONCE—MIDWAY SELLING FAST!

ROBERT D. KELLOGG SHOWS

STILLWATER, N. Y.—MECHANICVILLE 1106

JAMES H. DREW SHOWS

PORTER COUNTY FREE FAIR, VALPARAISO, IND., Aug. 2 to 7 Inclusive
ANNUAL BUSINESS MEN'S CELEBRATION, COLUMBUS, OHIO, Aug. 9 to 14 Inclusive
Followed by a long circuit of Topnotch Southern Fairs until late November
WILL PLACE SHOWS. Any Grind Show not conflicting. Good opening for Monkey, Wildlife, Fat and Midget. CONCESSIONS—Will place Merchandise and Hanky Pank Concessions of all kinds. Good opening for Arcade, Fitch-Till-Win, Derby, Novelties, String, Bumper, Break-a-Plate, Fish Bowl, Cat Rack and outright Sales Concessions. NOTE—Want to hear from Rodeo or Wild West for Pennington Gap, Va.; Newport, Tenn.; Murphy, N. C.; Swainsboro and Brunswick, Ga., Fairs. (TEX CARSON, WILD WEST, PHONE ME.) All address this week, c/o Western Union.

JAMES H. DREW SHOWS, Lowell, Indiana

HELLER'S ACME SHOWS

Heart of Town, Avenue C at Second Street, Seven Days, July 26 to August 1, Bayonne, New Jersey; then 24th Street and Broadway, August 3 to 8, Bayonne. Opens Tuesday and closes Sunday night, 6 Days; then Passaic County Fair, 4 Days, August 11 to 14; then Warren County Fair and Horse Show, August 17 to 21.
WANT SHOWS—No Girl Shows, American Palmist, no Gypsies. CONCESSIONS—Frozen Custard, Popcorn and Candy Apples, French Fries, Hanky Panks, no Flats. All address for Bayonne, contact at 9 Virginia Avenue, West Orange, New Jersey, or phone Orange 45447, then as per route.

HARRY HELLER, General Manager

DOUG ELLIS SHOWS

MADISON, IND., 4-H FAIR, held at Deputy, Ind., July 28-31;
BURLINGTON, KY., FAIR, August 5-7.

Want Concessions of all kinds. What have you? Ride Foreman for Merry-Go-Round and Second Man for Ferris Wheel. Fair Secretaries in Indiana and Kentucky, have a few open dates in August and September. All wires and mail as per route.

DOUG ELLIS

Webster City, Ia., Fair & Rochester, Minn., Free Fair

Can place Fun House, Motordrome, Side Show and Mechanical Show. Opening for Cashed, Long Range, Foot Longs, Hanky Panks and Ball Games. Can use Grab Stands. Have opening for Six Cats or Buckets; must have Hanky Panks to go with them. Want Second Man on Tilt, Merry-Go-Round and Ferris Wheel who stay sober and can drive a semi. No automobiles or hotels. Beardstown, Illinois, Fish Fry this week; Webster City, Iowa, Fair, next.

SUNSET AMUSEMENT CO.

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co.

Send Cash With Order. Stock Tickets, \$24.00 per 100,000.

100,000
\$31.50

10,000 ... \$10.00
20,000 ... 12.75
50,000 ... 19.75

GIRL SHOW WANTED

We can place for our route of Fairs organized unit with three or more Girls. We have complete outfit. Must join not later than August 12 at Skowhegan, Maine, State Fair.

MONKEY SHOW OPERATOR

To handle Monkey Speedway for our Fairs. Can join immediately or report in Skowhegan, Maine, August 12. Real proposition to capable Showman.

SIDE SHOW ACTS

Want complete line-up of Novelty Acts, Musical Acts, Freaks, Inside Lecturer, useful People. Can join immediately or report to Skowhegan, Maine, August 12.

FUNHOUSE OPERATOR

To handle brand new Funhouse.

KING REID

This week Woodstock, New Brunswick, Canada, August 2-7; Newcastle, New Brunswick, Canada.

BILL CROKER

Call at once. Other useful Ride Help wanted. Top pay. Join now at Wayside Amusement Park, Route 98, West Panama City, Florida. Five more weeks in park, then eight big Fairs. Act now. Wire or come in immediately. All wires

JULIUS S. WATTS

Care Western Union, Panama City, Fla.

WANT TO BUY

Set of 8 Octopus Tubs, must be in good shape; also one Spitfire or Flying Scooter. Have for Sale one Kiddie Street Car Ride. Can use a few Stock Concessions and Side Shows. Have all Fairs from now on. Dale Hanson, come at once.

BURKHART SHOWS

Stranghurst, Ill., Fair this week; Blandinsville, next; then the last County Fair in Illinois—Mendon, Ill.

60" SEARCHLIGHT CARBONS
GET THE BEST! CLEAN-DRY PERFECT.
OUR LOW PRICE IS \$3.75 per can.
(25 sets per can—8 cans to a case)
Complete tested Lamp Mechanisms, \$95 each. 60" Searchlights, Generators and all spare parts for sale. We sell them thoroughly checked and adjusted for long trouble-free life.

PUBLICITY SEARCHLIGHT CO.
52 West 33rd St., New York 19, N. Y.
PLaza 5-4990

WANTED

Small Carnival or will book Rides for CULPEPER, VA., FARM SHOW, September 2-3-4. Contact
JACK WALL
Box 609 or Phone: 9052

AUCTION

At Carnival Winter Quarters, 2867 St. Stephens Road, Neely's Station, Mobile, Alabama, Thursday, August 12, 1954, at 10:00 a.m.

Properties used in connection with the late Al Wagner's Cavalcade of Amusements

CONSISTING of Railroad Rolling Stock, Rides, Shows, Games, Merchandise and Miscellaneous Carnival Equipment and Paraphernalia. The properties will be offered first as a whole, then in lots, parcels and units; all sales to be free and clear of liens and encumbrances. Right reserved to withdraw any property from sale and to reject any or all bids. Terms of sale, cash, subject to the approval and confirmation of Federal Court. All available information will be furnished on request and inspection of properties permitted at any time to extent feasible.

Richard L. Butt, Receiver

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MOBILE, ALABAMA

DOWN RIVER SHOWS

MICHIGAN'S CLEANEST MIDWAY

Legitimate Stock Concessions of All Kinds, Novelties
SHOWS—Motordrome, any worthwhile Grind Show

July 27-August 1—Albion, Mich. August 24-29—Roseville Metropolitan Club, Roseville, Mich.
August 3-7—Homecoming, Augusta, Mich. August 31-September 4—Fair, Crosswell, Mich.
August 10-14—Fair, Cassopolis, Mich. September 6-12—Labor Day Week, New Baltimore, Mich.
August 17-22—Wayne County 4-H Fair, Belleville, Mich.

WRITE OR WIRE AS PER ROUTE

BARNEY TASSELL SHOWS

Look these over and positively don't let size of town fool you

WEEK AUGUST 2, QUANTICO, VA. Civilian and Marine Paydays.
WEEK AUGUST 9, CHILLUM, MD. Right on the Washington, D. C., Line and Riggs Rd. Then two more big, well-known Celebrations where they give away cars, television sets, deep freezes, etc. Television performers from Richmond, Va., station; parades, fireworks, etc. Week August 16, Hague, Va.; week August 23, Whitestone, Va. Two real big ones.

WHAT HAVE YOU NOT CONFLICTING?

Wire this week, Maryland Park, Md., or 4501 Madison St., Riverdale, Md.

BILL HAMES SHOWS

WANT FOR LONG SEASON—ENDING IN NOVEMBER
CAN PLACE SIDE SHOW, FUN HOUSE AND OTHER SHOWS NOT CONFLICTING WITH WHAT WE HAVE. CAN PLACE RIDE HELP ON ALL RIDES.
WANT FREE ACT STARTING IN SEPTEMBER FOR 8 OR 10 WEEKS.

ADDRESS: Box 1377, Fort Worth, Texas
Phone: Valley 6649 or Northcliff 5512

COLONEL LEW ALTER

(Finest Circus Side Show on Road)

WANTS FOR FAIRS

Starting this week (26-31) Haverstraw, N. Y., with I. T. Shows. TATTOO MAN, fast worker. RED BRAMER, come on. WALLY MILLER, contact me. Middletown, N. Y., next. Ruby and Sandy, join at once. Good proposition. CAN USE all useful Side Show People. All who worked for me please answer.
COLONEL LEW ALTER, c/o I. T. Shows, Haverstraw, New York.

HOWARD BROS.' SHOWS

WANT FOR PENNSBORO, W. VA., FAIR, AUGUST 24 TO 28

CONCESSIONS—Pitch Wins, Blankets, Duck Pond, Ball Games, Popcorn, and Cook Houses. Corn Game sold. SHOWS—Use Girl Show with own outfit. Want Foreman for new Merry-Go-Round. FOR SALE—Caterpillar with transportation, can be seen at Procterville, Ohio, Fair, week July 26; Lucasville Fair, week Aug. 2.

RAY S. HOWARD, Mgr.

MIDWAY CONFAB

Ray Luty replaced Tony (The Great) Zarlengo on Carl Lauther's 10-in-1 as fire-manipulator at Pontiac, Mich., when the Happyland Shows opened the Elks' 20th annual festival there. The Great Zarlengo closed at Roseville, Mich. Lee Hayford, veteran talker with Lauther's unit, is working the front alone. Lee suffered a serious hip and leg injury two years ago when a truck he was driving blew as he stood beside it and the leg still bothers him. Goldie Fitts, inside lecturer with the Lauther unit, rejoined at Roseville after being hospitalized with a heart attack at Ypsilanti. During his absence his inside chores were handled by Frances Lauther and Lucky (Pappy) Laurendeau. Jack Halstead, Happyland's cookhouse operator, also was back in harness at Pontiac. He had been hospitalized in Ann Arbor, Mich., because of a severe throat illness. Ace Jones, who opened the season with Lauther on the No. 2 paybox, has gone inside as pin cushion. Bobbie Rescott, mitt reader with the unit, suffered slight leg injuries at Roseville when a platform he was working from collapsed.

Johnny Kinsey, talker with the Continental Shows, recently resigned and said he planned to hop-scootch Eastern fairs with age and weight concessions. Others who left the Continental Show recently were Harold Long, operator of the Patee Girl Show, and Phil Delano, who departed with his rat game to play fairs in Maine. . . . The Dyer Greater Shows is flashing much new canvas, according to Tom (Red) Mayfield, who cards that Dude Brewer has framed several new concession tops obtained from Anchor Supply Company. Delivery was being awaited on a new top for the Merry-Go-Round to replace the old top lost in a storm early in June at Clinton, Ia.

Recent callers at Smith & Smith, Inc., Springville, N. Y., to pick up a trailer-mounted Auto Ride were Mr. and Mrs. Normand Lajoie, of the Lagasse Amusement Company. The Lajoies plan to add a Smith & Smith Boat Ride later in the season. . . . During a recent

four-day layover of the Sterling Crown Shows, Harry Rubin and Windy Kirksey visited the Pan American Shows in Mount Vernon, Ind., where Florence Rubin is living with her 92-year-old mother.

Pete Burkhardt, who underwent a serious stomach operation in St. Joseph's Hospital, Tampa, June 30, is recuperating at his home there. He will be laid up for a couple of months and expresses appreciation of the cards and flowers he received from friends. . . . Joseph Lehr, spot worker, reports that Neal Carr is working a spot store in a park outside of Philadelphia. He also says that Jerry Gerard is prepping his concessions for fairs which Prell's Broadway Shows will play.

Frankie Tilyou, former worker with Dorothy Miller's six-cat game, is stationed with the Army at Fort Sam Houston, Tex. . . . Al (Whitey) Hunt will leave a Gooding unit soon to join the Pinky Pepper attraction on the W. T. Collins Shows as chauffeur, according to Pepper. . . . Billy Logsdon, of the W. T. Collins Shows, reports the recent death from old age of his dog, G-String.

Charles Potts, son of Mr. and Mrs. Wilbur Potts, of the Brodbeck and Schrader Shows, was tendered a going-away party July 12 at Lake Minators near Gering, Neb., by personnel of the show. Potts was to join the U. S. S. Kearsarge at San Diego, Calif. Attending the party were Mr. and Mrs. Don Taylor, Dean Taylor, Mr. and Mrs. Tom Simpson, Mr. and Mrs. Earl Connor, Mr. and Mrs. Andy Crandall, Mr. and Mrs. John Ernest, Mr. and Mrs. Clarence Mortimer and daughters, Mr. and Mrs. Eddie Young, Roseanna Young, Mr. and Mrs. Bill Kuhns, Mr. and Mrs. Loyde Whelan, Mr. and Mrs. Lee Kimball, Punky Kimball, Mr. and Mrs. Jim Elliott, Lynn Elliott, Mr. and Mrs. Wilbur Potts, Al Whitlock, Gil Naylor, Tom Quick, Doug Miller, Bill Miley, Joanne Melton, Bill Woods, Mrs. Elizabeth Woods, Ralph Forsythe, Mary Stowell, Neva Carl, M. O. Williams, Alvin Taylor, Jack and Kenny Nasworthy, Bill Patterson, Tim Ellis, Bob Smothers, Jack Curtis, Ronnie Proberts, John Dixon, Ronnie Blake, Bill Bough, Jean Foslun, Bea and Steve Davis, Jacob Cagle and Pretty Boy Rocque.

Ronda Randell, annex attraction with Gene Knight's 10-in-1, reports good business for the unit on the Canadian B circuit of fairs with the Gold Medal Shows. . . . Bill Shea is in his 15th year as operator of the concession stand at Heekin Park Muncie, Ind. Assisting him are Gary Phillips, Bobby Longfellow, Joe Dye and Victor Long.

Several Midwestern shows were visited recently by Roy B. Jones, Pepsi-Cola's outdoor manager, who reports business off at all early fairs he dropped in on, in Illinois. Hardest hit were front-end units, he said, with rides and shows not as badly off. Among others, Jones visited Eddie Young's Sterling Crown Shows in East St. Louis; Tivoli Shows in Centralia where he jawed with Peterson, Sam Greco and Frank Spina; Buff Hottle and Leo Bispany at the former's midway, and Paul Powell, secretary of the Metropolitan Fair.

"Watch out for the cake," drew laughs at every mention Sunday (18) by Sam Prell at his Clifton, N. J., 50th wedding anniversary party. The words of caution were a result of two guests getting cake smeared on their clothing as they came up to wish him well at the head table. First concession manager Patty Finnerly dragged his sleeve in the icing when he reached across the table to shake Prell's hands. Then Charley Guttermuth, ride superintendent and concessionaire, also picked up some cake smeared when he went forward to extend greetings. From that point on, every time someone was on the way to shake hands, Prell muttered, "Watch out for the cake."

Borderland Shows were visited by Howard Deason's mother, Mrs. Effie Gilbert, of Fort Worth, and Mr. and Mrs. Frank Deason of Aransas Pass, Tex., while playing Fort Davis, Tex. Jack and Vi Arnet joined at Fort Davis with their glass pitch. George and Irene Young took delivery of a Ford during the Grand Falls, Tex., stand. . . . Mr. and Mrs. (Continued on page 71)

CONCESSIONERS AND SHOWS, LOOK THIS LIST OVER

CRAFTS 20 BIG SHOWS CAN PLACE FOR THE FOLLOWING FAIRS:

NOW BOOKING SHOWS AND CONCESSIONS. WILL FURNISH OUTFITS FOR SIDE SHOW AND GIRL SHOW. CAN BOOK TWO GRIND SHOWS, MOTODROME, ILLUSIONS. WHAT HAVE YOU?

CRAFT HAS CONTRACT FOR UTAH STATE FAIR SALT LAKE CITY SEPT. 16-26 Inc.

Attendance 250,000. Uptown location. Now booking Rides that do not conflict. Shows and Concessions, Space \$12.50 per ft. for this MAJOR WESTERN FAIR. No girl shows or Matties here.

7283 Bellaire Ave. North Hollywood, Calif. Phone: POplar 3-2929 Or Crafts per Billboard route.

Wire-Write or Phone **CRAFTS 20 BIG SHOWS**

FRANK W. BABCOCK UNITED SHOWS

WANT SHOWS AND CONCESSIONS that do not conflict for ORANGE COUNTY FAIR SANTA ANA, CALIF., AUG. 10-15 INC. SHOWS AND CONCESSIONS FOR NO. 2 UNIT Van Nuys, Calif., Aug. 4-8 and other dates. Contact: FRANK W. BABCOCK UNITED SHOWS BALTIMORE HOTEL—501 So. Los Angeles St., Los Angeles 13, Calif. Phone: Trinity 5941

WANTED TO BUY MAJOR RIDES—Tilt-a-Whirl, Whip, or what have you? Kiddie Rides FOR SALE 30 Electric Scooter Cars

NEW WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST AND LARGEST MIDWAY!

WANTED LOOK WANTED

SHOWS to play a proven route of Fairs. Your equipment must be first class and your attraction in keeping with one of America's most beautiful midways. Particularly interested in performing Midgets, Glass Blowers, Big Snakes (NO GEEKS), Walk Throughs such as Wildlife, Lord's Last Supper or any other attraction that prefers to work the ding. If you care to book, let us know what you have; we answer all correspondence.

CONCESSIONS—Can place Hanky Panks of all kind that work for stock. (NO RACKET.) HALE, Mich., Wednesday, July 28, through Saturday, July 31. FOWLerville, Mich., Tuesday, Aug. 3, through Saturday, Aug. 7. BAY CITY, Mich., Tuesday, Aug. 10, through Saturday, Aug. 14. SANDUSKY, Mich., Tuesday, Aug. 17, through Saturday, Aug. 21. MOUNT PLEASANT, Mich., Tuesday, Aug. 24, through Saturday, Aug. 28. LUDINGTON, Mich., Tuesday, Aug. 31, through Saturday, Sept. 4. ALPENA, Mich., Monday, Sept. 6, through Saturday, Sept. 11. COLDWATER, Mich., Tuesday, Sept. 14, through Saturday, Sept. 18. TWO GOOD STILL DATES TO FOLLOW, WILL BE ANNOUNCED LATER.

Address all correspondence to CHARLES STEWART, General Manager, or O. BUCK SAUNDERS, Public Relations.

14 FAIRS Capitol City Shows 14 FAIRS

WANT FOR BIG BOONVILLE FAIR, BOONVILLE, INDIANA, AUGUST 1 TO 6, FOLLOWED BY DUBOIS COUNTY FAIR, HUNTINGBURG, INDIANA, AUGUST 8 TO 13. THEN SOUTH FOR THE FOLLOWING FAIRS UNTIL NOVEMBER 13

CLAY COUNTY FAIR, Manchester, Ky. KNOX COUNTY FAIR, Barbourville, Ky. GREENE COUNTY FAIR, Greeneville, Tenn. AMERICAN LEGION FALL FESTIVAL, Dalton, Ga. WALKER COUNTY FAIR, LaFayette, Ga. RHEA COUNTY FAIR, Dayton, Tenn. HART COUNTY FAIR, Hartwell, Ga. BEN HILL COUNTY FAIR, Fitzgerald, Ga. SUWANNEE COUNTY FAIR, Live Oak, Fla. TERRELL COUNTY FAIR AND PEANUT FESTIVAL, Dawson, Ga. RANDOLPH COUNTY FAIR, Cuthbert, Ga. COLUMBIA COUNTY FAIR, Lake City, Fla.

SENSATIONAL HIGH ACT FOR BALANCE OF SEASON. CONCESSIONS—Legitimate Stock Concessions of all kinds. Good opening for HATS, Chocolate Dip, Derby, Fish Ponds, Live Duck, Gadgets and French Fries. SHOWS—Wild Life, Monkey, Mechanical, good proposition to Side Show with own equipment, or any non-conflicting Show. RIDES—TILT, DARK RIDE, ROCK-O-PLANE, LIVE PONY, KIDDIE BOAT, COASTER, SKY FIGHTER and TRAIN. HELP—LOOPER FOREMAN, Second Man who drive semis. ALL REPLIES J. L. KEEF c/o HENRY CLAY HOTEL, LOUISVILLE, KY., WEEK JULY 26th to 31st; Then BOONVILLE, IND., FAIRGROUNDS.

WANT CONCESSIONS August 2-7, Franklin Ind., Johnson County 4-H Fair. Games of all kinds. August 2-7, Elnora, Ind., Daviess County Fair. Games and Confections. August 16-17, Corunna, Mich., Shiawassee County Fair. Games only. GOODING AMUSEMENT CO., INC. 1300 Norton Ave., Columbus, O. Phone University 1193

Strange and Weird Attractions Shrunk Heads, Age Box, Wolf Boy, Devil Child, Many others. Your ideas made up. Write for Folder Free. TATE'S CURIOSITY SHOP 1638 E. Van Buren St. Phoenix, Ariz.

WILL PAY CASH For LITTLE DIPPER OR SCHIFF COASTER Wire Holly Amusement Co. Decatur, Ga.

SHOW PAINTER Want Scenic Artist and Show Painter to join at once for balance of season. Transportation repaid on arrival. KING REID SHOWS This week, Woodstock, N. B., Canada

SLIM APRIL Please wire your address this week. KING REID SHOWS This week, Woodstock, N. B., Canada

Lumberland Valley Shows

* SHOWS * RIDES * CONCESSIONS For County Fairs, Homecomings and Celebrations

FAIRS FAIRS FAIRS FAIRS CAN PLACE

FOR THE GREATEST ROUTE OF BONA FIDE COUNTY FAIRS IN THIS PART OF THE COUNTRY. NO PROMOTIONS. Alexandria, Tenn., Aug. 2-7 Crossville, Tenn., Aug. 30-Sept. 4 Cedar town, Ga., Sept. 20-25 Carthage, Tenn., Aug. 9-14 Sparta, Tenn., Sept. 6-11 Dalton, Ga., Sept. 27-Oct. 2 Tracy City, Tenn., Aug. 16-21 Cookeville, Tenn., Aug. 23-28 McMinnville, Tenn., Sept. 13-18 Summerville, Ga., Oct. 4-9

CONCESSIONS—Hanky Panks, Prize-Every-Time, Camos of all kinds. Open Midway to legitimate Operators. ESPECIALLY WANT PENNY ARCADE. SHOWS—WANT MOTODROME. RIDES—Will consider booking Rock-o-Plane, Roller Coaster or Moon Rocket. Whitey Minnear wants Hanky Pank Agents. Critters and gypsies, do not answer. Ervin Heller, contact immediately regarding the Organ. Address all mail and wires to LAVOY WINTON, Mgr., Murfreesboro, Tenn.

It's the Original!

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JUMBO DICE WHEEL

THE FINEST EVER MADE

Here's Chuck Luck in its most popular form. Richly ornamented and trimmed, Evans' Original Jumbo Dice Wheel has the extra brilliant, iridescent flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

Shipped anywhere in the United States.

H. C. EVANS & CO.

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PARRAKEETS—CANARIES—CAGES

For Live-Wire Concessionaires!
ORDERS FILLED SAME DAY RECEIVED.

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MACAWS, MONKEYS, MYNAH BIRDS,
PARROTS, FINCHES, etc.

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LANCASTER, NEW HAMPSHIRE, FAIR

SEPTEMBER 3-4-5-6

THE KING REID SHOWS

Will present our New England Unit for the first time at this Fair. We still have a limited amount of choice space available. Only high-class attractions will be located. . . no racket. Want Comet, Rolloplane, Octopus or Flat Ride. One additional Kiddie Ride. Can place extra Wheel with one of our own. Want Motordrome and one other Show of real merit. Please describe in full.

Wire or Write

KING REID SHOWS

This week, Woodstock, New Brunswick, Canada

1st BIG FAIR IN NEW ENGLAND

Marshfield, Mass., August 8-14

Hanky Pank and Shows • Wild Life or Health.

Big Cape Ann Celebration, Gloucester, Mass., August 16-21.

6 other Fairs follow.

PLAYTIME SHOWS

Orleans, Mass., week of July 26; Buzzards Bay, Mass., week of August 1.

2 SPECIAL TENTS FOR SALE

WE HAVE ON HAND FOR IMMEDIATE SALE THE FOLLOWING TENTS, BOTH IN A-1 CONDITION.

64x204 Ft. Square End Pole Ring Tent of 10-Oz. Khaki Vivatex, 9-Ft. Khaki Sidewalls, Complete.

60x200 Ft. Square End Push Pole Tent of 1.90 Khaki Flame Resistant Twill, 8-Ft. Khaki Flame Resistant Sidewalls, Complete.

Contact us for your Tent and Canvas requirements.

CAPITAL CITY AWNING & TENT CO.

2065 HELENA ST. MADISON 4, WIS.

VICTORY EXPOSITION SHOWS

WANT FOR SPANISH TRAILS FIESTA, August 2 thru 8, Durango, Colorado

Parades Every Day

Can place Long Range, Ball Games, Fish Pond, Cigarette Gallery, Hanky Panks of all kinds. Have two choice locations on main street for Novelties, etc. Can place Shows with own outfits. This date followed by Belen, New Mexico, Fiesta, Aug. 10-16.

Address **ALVIN VANDIKE, Mgr., Aztec, N. M., July 26-30**

INDIANA STREET CELEBRATIONS

DELPHI, August 11-14 HARTFORD CITY, September 14-18

Both bona fide CHAMBER OF COMMERCE and RETAIL DIVISION ANNUALS,

HELD AROUND THE PUBLIC SQUARE.

All PRIVILEGE Under EXCLUSIVE Booking and Supervision of

Tom L. Baker, Baker Amusement Enterprises

2237 MADISON AVENUE, INDIANAPOLIS, IND. PHONE: GARFIELD 4584

All Concessions open except Bingo. Check your dates for these spots.

OPEN MIDWAY—SALEM, IND., FAIR

WEEK OF AUGUST 16th

WANT CONCESSIONS of all kinds. Concessions working for less than 25 cents—\$20.00 privilege. Wonderful opening for Bingo at very reasonable privilege. What have you? Don't write, phone or wire. Come on in. Booking Agent will be on grounds from August 30th until Fair starts. Can use live Pony Ride. Other Rides are booked.

STOCK TICKETS	We Manufacture TICKETS of every description	SPECIAL PRINTED Cash With Order. Prices
1 Roll \$ 1.50	Wheel tickets carried in stock for immediate ship- ment.	2,000 \$ 4.90
5 Rolls 4.50		4,000 7.80
10 Rolls 8.25		6,000 8.75
25 Rolls 18.75		8,000 9.60
50 Rolls 34.50		10,000 10.50
100 Rolls 64.25		30,000 15.50
ROLLS 2,500 EACH		100,000 22.00
Double Coupons		250,000 32.00
Double Prices		500,000 32.00
No C.O.D. Orders	THE TOLEDO TICKET CO.	1,000,000 35.00
Size: Single Tkt., 1x3	Toledo 12, Ohio	

Couple Feted

• Continued from page 66

that gag backfired when concessionaire Jack Russell called out that the privilege was a lot cheaper in those days. The Prells were united in Paterson, N. J., on July 3, 1904. Other concessionaires dug at Prell by commenting that they haven't earned much with him, but he sure has a clean midway.

Many gifts were presented, and the head table was decorated by flowers sent from Joe and Maggie McKee of Palisades Amusement



MR. AND MRS. SAM PRELL

Park, the Vivona Bros.' Shows gang, and the Cambria County Fair in Ebsenburg, Pa., which Prell's Broadway Shows had played for several years. The McKees head the National Showman's Association and its Ladies' Auxiliary, while Sam Prell is next president of the Miami Showmen.

Mrs. Prell—Mother Prell to all present—received a gold necklace with matching earrings from her children, and Sam Prell was given a gold watch. The Billboard gave the couple a suitably lettered plaque, as did the Men's Club of the Israel Community Center in Levittown, N. Y., where the show was playing at the time of the affair.

Many Guests

Show folk present were Mr. and Mrs. Jack Russell, Mr. and Mrs. Joe (Ross) Grosso, Mr. and Mrs. Jack Levine, Mr. and Mrs. Paul Prell, Mac Prell, Johnny Hoffman, Pat and Dorothy Finerty and Mr. and Mrs. Charley Guttermuth. Other guests included Irwin Kirby, Mr. and Mrs. Jack Goodman, Miss Viola Van Ness, Dr. and Mrs. Irving Schneider, Mr. and Mrs. Kahn, of Port Chester, N. Y.; Mr. and Mrs. Sidney Krowitz, Mr. and Mrs. Herman Prell and Mr. and Mrs. Charles Michaels.

Sons and daughters were Mr. and Mrs. Cy Goodman, Mr. and Mrs. Joe Prell, Mr. and Mrs. Abe Prell, Mr. and Mrs. Bennett Prell and Mr. and Mrs. William Sylvester. Grandchildren present were Carl, Marion, Sandy and Barbara Prell, Lois Sylvester, and Carol, Dolores and Michael Goodman. Pinky Sylvester, the youngest at the party, presented the first gift. The Russells gave Mrs. Prell a gold, engraved charm.

There was no shortage of food or drink, and the affair broke up with all agreeing to assemble again for the couple's 75th anniversary.

Round-Up Is Set For CNE Midway

SALEM, Ore., July 24.—Frank Hrubetz, of Frank Hrubetz & Company, Salem manufacturers of the Round-Up ride, announced this week that on a recent trip to Toronto he closed negotiations with J. W. (Patty) Conklin, Canadian National Exhibition midway operator, to have a Round-Up at the CNE this year. The unit is being purchased by Harry Prince, Boston ride operator.

Hrubetz also reported the factory here is running in high gear and that deliveries of Round-Ups were made recently to L. G. Chapman, of the Foley and Burk Shows, and Fred Mortenson, with the West Coast Shows.

CLUB ACTIVITIES

Miami Showmen's Association

1799 N. W. 28th Street, Miami

MIAMI, July 24.—Everyone here was shocked to hear of the passing of Simon Krause. He was owner of a show bearing his name in and around Philadelphia for the past 30 years, and was a brother of the well-known Ben Krause. He died July 13 and was buried July 15 at the Har Nebo Cemetery in Philadelphia. Many showmen in the Philadelphia area attended the rites, including Jack Essner and John Quinn.

Also on a sad note is the death of Hank Sylow, well-known show operator who toured with the leading shows. Mrs. Gloria Dougherty, wife of Duke Dougherty, passed away suddenly July 20. She was 25 and was known to many show folks.

On the sick list are Jim McHugh, at home at Lake Allendale, Peekskill, N. Y.; Steve Homan, Otto Mack Magendant and Bob Hunter, Lantana (Fla.) T. B. Hospital; Pete Richardson, McGuire Hospital, South Richmond, Va.; Robert C. Hazzard, Veterans' Hospital, West Haven, Conn.; Joe Vernick, V. A. Hospital, Rutland Heights, Mass.; Frank (Hamilton) Paskow, 255 Beach Street, West Haven, Conn.; Vince McCabe, Veterans' Hospital, Hines, Ill.; Pete Burkhardt, St. Joseph Hospital, Tampa.

There is mail in the office for John Applebaum, Tommy Allen, Sam Bordon, Ramond Bona, Michael Baccamazzi, Sam Barrett, Ben Cohn, Rudy Geiger, James Harris, Michael Karr, Maxwell Kane, Louis Kramer, Albert Lytton, Ben Levine, Jimmy Sakobie, Joseph Baccaro and Louis Zuckerman.

Recent visitors included Fred Barrett, George Barnett, Ray Sigler, Jack Rose, Al Beck, Harry Stecke, William Tucker, Dutch Holtzman, Cliff Wilson, Bob Lilliston, Pud Hartman, Louis Shafkin, Eddie Coachman, Max Goodman and Hy Meyers.

The ways and means committee wants everyone to sell Award Books on all shows to help raise funds for the extensive alterations taking place here this summer.

There have been 177 new members brought in this year, says the membership committee, and the goal is 700. President Bill Moore wants the club to reach a membership of 2,500 by the end of the year. This is the tally of those who are going for Gold Life cards: Dutch Whiteside, 25; Irving Sherman, 15; Specs Groscurth, Sydney Daniels, John Keeler and Charles Wright, each 11; Al Dorso and Pete Norman, each 10; Whitey Byus and Leonard Lampell, each 8; Ben Prell, 9; Tobey Turbin, 6; Joe Aarons, 5; Sam Bordon, 4; Charles Travis, 2, and Johnny Denton, 1.

MULLINS' Royal Pine SHOWS

WANT—BEANO—WANT

For rest of season including six bona fide Fairs. Hanky Panks of all kinds; any Grind Show; Ride Help who drive. All replies:

C. W. MULLINS

Eastport, Maine

GIRLS — WANTED — GIRLS

FOR HENNIES A. C. A. SHOWS

Enlarging Girl Revue for Fairs. Want Girls for Bally, no experience necessary if you have youth and looks. Want Novelty, Tap, Toe or Acrobatic Dancers (No strips). Convoimen for big top wanted.

Write or wire:

HAROLD WETHERBEE or SCOTTY McNEIL

c/o A.C.A. Shows, Stevens Point, Wis., This Week; Chippewa Falls, Wis., Aug. 3 Thru 8.

Now Booking For

CORTLAND COUNTY, N. Y., JUNIORS AGRICULTURAL FAIR, AUG. 13 TO 17;
THEN THE BIG FRANKFORT, N. Y., AGRICULTURAL FAIR, AUG. 19-20-21.

CAN PLACE Merry-Go-Round and Major Rides, Popcorn, Photos, Long and Short Range Galleries, Arcade, Age, Weight, Jewelry, Hanky Panks, \$2 a ft. with 10-ft. minimum. No racket or girl shows, Eats and Drinks sold, \$10 deposit on all stands.

1400 BREWERTON RD. **FRED ALLEN** SYRACUSE 11, N. Y.
Call 54-3000 Monday, Tuesday, Wednesday.

MOSHER'S AMUSEMENTS

Want for the following Michigan Celebrations: Grant (Onion Festival), Aug. 4-5; Linden (Celebration), Aug. 4-7-8; Millington (Centennial), Aug. 11-12. Followed by Street Celebrations and Homecomings.

Can place Hanky Panks of all kinds, Scales & Age, French Fries, Long and Short Range Galleries, Punk Rack, Auction Sales, Cookhouse, any Slack Concession, also Popcorn and Cotton Candy. (No flats or grapes). Will book Motordrome and Side Show. Address

HUGH R. MOSHER, Mt. Clemens, Mich., Per Route.

MIDWAY CONFAB

Continued from page 69

Williams joined the Interstate Shows with their new boat ride at Glasgow, Ky., Bill Boom info-... Tex Fetta cards that the Ke-wanee, Ill., Centennial was a smash success for the Burkhardt shows.

Counsel Max Cohen, making one of his swings out of Rochester, recently visited Carl Ferris and Ralph Decker, of the Ferris Shows, the Strates org in Niagara Falls, and Leonard Sprague, operator of Holman's Rides in Barnards, N. Y.

Continental Shows was joined in Tupper Lake, N. Y., by Mr. and Mrs. Larry Brailey, who are working with Joe Mooney in the Girl Show, and by James Mitchell and his crew who brought on two concessions and started building

another for the fairs. Agent Paul La Cross was visited for a few days by Mr. and Mrs. Armond Guay, of St. Albans.

Joe Sciortino was in Chicago recently, handling details connected with opening a Hawaiian show on the W. G. Wade Shows. The Hawaiian show is to join at the Muncie, Ind., fair July 29 and will give Sciortino two back-end units, as he already has a girl show in the Wade line-up.

George Johnson, of the U. S. Tent and Awning Company, Chicago, and Bill Carsky, of the Casey Concession Company, Chicago, were among the visitors to the Amusement Company of America at Oshkosh, Wis. A baby shower was held recently on the Amusement Company's midway for Dot Johnson, wife of Charlie Johnson. Among those who attended were Rosa Bloodgood, Marion Shuford, Virginia Gamble, Ann Rice, Jewel McCurdy, Skeeter McAllan, Nettie Barfield, Cora Bozeman, Mary Smith, Jo Ann Early, Jean Weid-erman, Thelma Frezzelle, Catherine Mays, Elsie Powell, Colleen Yeager, Esther Young, Elaine Demitro, Sue Van Ness, Polly Robbins, Blanche Lemish, Belle Roberts and Elizabeth Mallman.

Jim Gould, of the Nolan Amusement Company cards that the show ran into considerable rain last week at West Jefferson, O., after registering good biz at Mt. Sterling, O., and being hit by a big blow at Obetz, O. Lee Turner and family are enjoying the Colorado scenery with the Rocky Mountain Empire Shows, with Lee observing "it is quite a change" from Texas. Hank Dyle, concessionaire on Dyer's Greater Shows, is confined to the U. S. Veterans' Hospital, Iowa City, Ia., with a kidney and gall bladder ailment and would appreciate letters or visits from friends.

Mrs. Ella Stoppel has been released from St. Mary's Hospital, Cincinnati, and has returned to the Lee Becht Amusements.

THE MIGHTY GEM CITY SHOWS

A SEASON'S WORK IN AUGUST - 3 BIG ONES IN A ROW

BELLEVILLE, ILL., FREE FAIR, OPENING JULY 31-8 BIG DAYS AND NIGHTS (300,000 attendance)
 BURLINGTON, IA., FAIR, OPENING AUGUST 9-6 BIG DAYS AND NIGHTS (120,000 attendance)
 DAVENPORT, IA., FAIR, OPENING AUGUST 16-7 BIG DAYS AND NIGHTS (190,000 attendance)

- CONCESSIONS
- SIX-CATS
- SHOWS
- FERRIS WHEEL
- SIDE SHOW

Hanky Panks and Prize Evertime Games of all types such as Basketball, Water Games, Cork Gallery, Cake Battles, Milk Battles, etc. Also Eating Stands and Juice Stands, Cookhouses, Grub, Dog-on-a-Strick, Snow, Floss, Candy Apples, etc. No gypsies or racket, please.

Will book thru office on percentage well managed Six-Cat Concession that throws stack for these three spots or balance of season.

Grind Shows, Little Dog, Big Dog and Little Horse, Monkey Motordrome and Grind Shows of all types with merit including Ding Shows.

Will buy or book \$5 Ferris Wheel for balance of season. Must be in good shape. Get in touch immediately.

Will book well framed Side Show worthy of our Fair route for balance of season for committee money only, will show operator our contract every week.

Will hold space until Monday, Aug. 2, in Belleville, Ill., with adequate deposit. R. C. McCortner will be on lot in Belleville starting Wednesday, July 28.

Wire THOMAS D. HICKEY, Mgr., or DON GRECO, Con. Mgr.
 GEM CITY SHOWS, PALMYRA, ILL. 413 E. Jefferson St. (Phone: 2-0500) Springfield, Ill.

WHEELS
 ALL SIZES—ALL NUMBERS
 CARDINAL PRODUCTS CO.
 Les Berger
 49 West 27th Street
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 CONCESSION, CIRCUS, CARNIVAL
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TENT & AWNING
 CORPORATION
 One of America's Largest Builders of Fine Show Tents.
 201 E. Water St. Norfolk 10, Va.
BILL SANDERS

W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

FAIRS FAIRS FAIRS
 WANT FOR THE FOLLOWING FAIRS
 Hanky Panks, Shows, Pottery or Glass Pitch, Live Ducks and Derby. Wire, no phone calls
 Worthington, Ind., Greene County Fair, July 27-31
 Peru, Miami County 4-H Fair, August 2-7
 Bicknell, Knox County Farm Fair, August 9-14
 Martinsville, Morgan County Fair, August 16-20
 Frankfort, Clinton County Fair, August 22-28
 Denver, Fair & Fall Festival, August 30-September 4
 Bremen, Free Fair, September 6-11
 Versailles Pumpkin Show, September 22-25
 Aurora Farmer's Fair, September 30-October 2
 Contract all space now as per route for the above Fairs.
 FOR SALE—Two 60-Kw. GMC Diesel Light Plants mounted in 24 ft. all aluminum semi, in perfect condition, priced to sell.
 All replies Wire Western Union **W. R. GEREN**

LAST CALL W.G. WADE SHOWS LAST CALL
 DELAWARE CO. FAIR, COMBINED WITH 4-H FAIR, MUNCIE, INDIANA
 10 Days and Nights, July 29 thru August 7
CAN PLACE
CONCESSIONS OF ALL KINDS
 Legitimate Merchandise Games. Very limited space left. Few locations available for outright sales privileges of most kinds.
RIDES: Have location left for one more Major Ride, such as Looper, Flying Scooter, Caterpillar, Moon Rocket, Spitfire or Ridee-O or other novelty Ride. LASH LA RUE WANTS TALKER FOR FRONT. (Eddie Lloyd, contact.)
 All replies by wire or phone Fairgrounds to
D. WADE, W. G. WADE SHOWS, MUNCIE, INDIANA, this week

20TH CENTURY SHOWS

WANT for the FOLLOWING ROUTE OF TOP-FLIGHT FAIRS:
LA CROSSE, WIS. ALBERT LEA, MINN. TULSA, OKLA.
MASON CITY, IA. MUSKOGEE, OKLA.
OWATONNA, MINN. OKMULGEE, OKLA.
SHOWS
 Caterpillar, Octopus, Rock-O-Plane or Fly-O-Plane.
RIDES
 Good proposition for Glass Pitch. Will book Legitimate Concessions of all kinds.
CONCESSIONS
 Contact **E. B. McCRARY, Mgr.** Chisholm, Minn., this week; La Crosse, Wis., next week.

CONTINENTAL SHOWS
GIRL OPERATOR WANTED
 Have complete equipment, new blue top and truck, etc. Want Operator with at least Two Girls. Saranac Lake, N. Y., July 26-31; Newport, Vt., Aug. 2-7. Call me at hotel.
ROLAND CHAMPAGNE

WANT FOR THE BIG ONE THE GREAT EASTERN ILLINOIS FAIR—DANVILLE, ILL.
6—BIG DAYS—6 OPENING SUNDAY, AUGUST 1 THRU 6 6—BIG NIGHTS—6
 TO BE FOLLOWED BY ANOTHER BIG ONE
THE JOHNSON COUNTY FAIR, MARION, ILL.
 TWO OF THE BEST COUNTY FAIRS IN ILLINOIS. WIRE RESERVATIONS EARLY
CONCESSIONS
 Bingo, all kinds of Eating Stands, Frozen Custard, Snow, Popcorn, Floss, Ice Cream, Glass Pitch, Jewelry, Novelties, Age and Scales and Merchandise Concessions of all kinds. No exclusives.
RIDES
 One more Eli Ferris Wheel, Rock-O-Plane, Scooter, Octopus, Round-Up or any Ride not conflicting. Can use Sky Fighter, Bulgy or Dipper in Kiddie Rides.
SHOWS
 Drama, Side Show (with or without own outfit), Monkey Show, Wildlife, Fun House, Glass House or any well-framed Show not conflicting. People who have contacted me about Side Show, answer again. This is it!
RIDE HELP
 First and Second Men for office Rides. (Must be licensed semi drivers.) Also Mechanic's Helper. (No drunks.)
 ALL REPLIES TO **STERLING CROWN SHOWS**
E. L. YOUNG, Mgr., FLORA, ILL., this week; then DANVILLE

VOLUNTEER SHOWS
 WANT FOR THE FOLLOWING FAIRS
 Moss, Tenn.; Church Hill, Tenn.; Cookeville, Tenn.; Sunbright, Tenn.; Ashland City, Tenn.; McMinnville, Tenn.; Limestone, Ala.; Ft. Payne, Ala.; Ft. Gaines, Ga.; Lexington, Ala.
CONCESSIONS—Fish Pond, Balloon Dart, Milk Battle, Bumper, Hi-Striker, Short and Long Range Gallery, Custard, French Fry, and all other Hanky Panks. Want Pin Store, Count Store, 6-Cat, Swing Ball, Buckets, Roll Down, Need Percentage Dealers. Will book Tilt or set of Kiddie Rides, Octopus. **NEED LEGAL ADJUSTER:** prefer one with own concessions. Ray Ayres, Buckets Bob Wyrick, contact C. E. Ross, Sahara Home needs Talker for front of Single-O Girl Show. Humpg Ehrbridge, contact Al Bellows.
ELMER REID, Hampton, Tenn.

PLAYLAND PARK, LAWTON, OKLA.
 Soldiers' Pay Day Combined With Big Annual Celebration Featuring Rodes, Aug. 1-7. Want Girl Show with own wardrobe and girls who can Dance and not strip. Will book live Pony Ride and Fun House. Also want Long and Short Range Shooting, Glass House, American Family, Tattoo Artist, Hanky Panks of all kinds, Want Count Store and Peek Store Agents. Will book thru Celebration, Six Cats, Buckets, Swinger, Contact
ROLAND SMITH
 1296 SO. 2ND ST. PHONE: 4422-W LAWTON, OKLA.

WANTED FOR BALANCE OF SEASON AND ALL WINTER'S WORK PLAYING AMERICAN KEY CITIES
 American and European Freaks, Novelty Acts, anything suitable for this type Show. Advise salary expected for all year around work. Want Man who knows his business and can set this Show on main streets after Show season closes, salary no object. Contact **WA. (BILL) CHALKIAS, c/o Don Franklin Shows, Tamah, Wis.** This Week; Then Fairbault, Minn.

HUTCHENS MODERN MUSEUM WANTED TO JOIN THIS WEEK
 Lecturer that can handle inside of big Side Show for 12 Fairs ending in Louisiana. Also Ticket Seller and Girl for Slide Box; Man and Wife preferred. Also want Tattoo Artist. We have 12 Attractions. If you drink, don't answer, for you won't last here. Address
J. Y. HUTCHENS
 c/o Snapp Greater Shows, Slinger, Wis.

THE MONTE YOUNG SHOW
 Can Place for the Following Five Outstanding Fairs: Weiser, Caldwell, Gooding, Burley, all Idaho, and Utah's Biggest Labor Day Celebration, Payson, Utah.
SHOWS: Any Grind Shows of merit. **CONCESSIONS:** Duck Pitch, Glass Pitch, Long and Short Range Galleries or any Hanky Panks not conflicting. All Concessions have exclusive. **JOE WILLIAMS** can place Agents for Buckets, also Help for Cookhouse and Bingo. All rest!
MONTE YOUNG SHOWS, Preston, Idaho, this week; then per route.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Hannum Shows
One of the Great Eastern Shows

LIONS' CLUB GALA WEEK, Manchester, York Co., Pa., Aug. 2 to 7
NIGHTLY VAUDEVILLE SHOWS—FREE GATE—FREE ACTS SHOWS

Can place one more Girl Show. Your equipment must be first class. Do not hesitate if you want to play Ebsburg and Kutztown fairs. Good opening for Motordrome, Arcade, Mechanical and Animal Show. RIDES, CONCESSIONS, HELP

CARROLL COUNTY FAIR, AUG. 11-15, CARROLLTON, KY. CORBIN, KY., FAIR AND NIBROC FALL FESTIVAL, AUG. 18-21 WEST LAFAYETTE, OHIO, HOMECOMING, AUG. 4-7

WANT RIDES, SHOWS, CONCESSIONS CONCESSIONS—Scales and Age, Six Cats, Buckets, Coke Bottles, Basketball, Darts, Short Range, Long Range, Hi-Striker, Photos, Jewelry Sales, Milk Bottles, etc.

NOLAN AMUSEMENT CO. Fred Nolan, c/o Western Union, London, Ohio, July 26-31.

Marion Greater Shows

WANTED WANTED WANTED For Cream of Northwest North Carolina Spots Hanky Panks, Novelties, no exclusives; Glass Pitch, other Concessions of all kinds.

ROSS MANNING SHOWS

SPRAY, N. C., FAIR AUG. 3-7 MARTINSVILLE, VA., FAIR AUG. 9-14 MANASSAS, VA., FAIR AUG. 16-21 LURAY, VA., FAIR AUG. 23-28

C. A. STEPHENS SHOWS WANT

HARRIMAN, TENN., THIS WEEK. ALL FAIRS FOLLOW UNTIL DECEMBER 5 Concessions—Photos, Pitch-Till-You-Wins, Novelties, Bumper, Coke Bottle, Ball Games, String Game, Water Game, Six Cats.

GROVES GREATER SHOWS

Alexandria, La., July 26-31 Can place for good route of Still Dates and Fairs—Hanky Panks, Balloon Darts, Bowling Alley, Watch-La, Ball Games, Candy Floss, Apples, Pronto Pup, Shows with own equipment.

WANTED SIDE SHOW ACTS WANTED

WORKING ACTS OF ALL KINDS, FREAKS TO FEATURE, LECTURER, TICKET SELLERS, TALKERS. WANT FAT PEOPLE FOR FAT SHOW, ALSO MAN TO HANDLE FAT SHOW.

MOTOR STATE SHOWS

Want for Lucas County Fair, Toledo, Ohio, Aug. 4-8; Argos, Ind., Fair, Aug. 10-14. Hankies. Can place one more Show on #2 Unit.

BIRDS-BIRDS

Carnival Birds PARAKEETS CANARIES FINCHES and CAGES

CONRICK BIRD FARM 8900 South Western Ave. Los Angeles 47, Cal.

ALL TYPES OF WHEELS Mds. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue

LEERIGHT'S MIDWAY SHOWS WANT NOW Stock Concessions, Agents, Percentage Dealers, Six Cats, Buckets, Photos.

RIDES WANTED

for KIRKWOOD, ILL., CENTENNIAL AUGUST 6-7 Contact: VERN CONWAY

FOR SALE

International Diesel Light Plant, 60 kw., A.C., 110-220, in A-1 condition, mounted on 1950 Ford F6 Tractor.

POPCORN—CANDY APPLES—FLOSS Want experienced Couple take over these Concessions. Have X at Fairs.

BEAM'S ATTRACTIONS BLAIRSVILLE, PA.

WANT CARNIVAL For Newaygo, Michigan, Labor Day weekend Celebration, sponsored by the Chamber of Commerce.

\$50.00 REWARD

For information leading to recovery of 1944 Chevrolet Truck, 1804 motor #3088771, license number 2-12197, South Carolina.

Carnival Routes

Continued from page 63

- Blue Grass: Urbana, Ill.; Charleston, Aug. 2-7. Blue Ribbon: (Fair) Fortage, Wis. Blue Valley: Browning, Mo., 26-Aug. 1. Bogie, F. C.: (Fair) Downs, Kan., 28-31. Boone Valley: Spencer, Ia., Jefferson, Aug. 2-5.

- Marion Greater: Boone, N. C.; Sparta, Aug. 3-7. Marks, John H.: Washington, Pa., 28-Aug. 7. McKenna's Rides Am.: Plymouth, Wis., 27-Aug. 2; Elroy, Aug. 3-9.

AGENTS

For Hanky Panks and Buckets, Also capable Foreman for new "Scrambler" Ride. ALTON PIERSON c/o World of Mirth Shows, Augusta, Maine, July 24-31; then all fairs.

United Amusement Shows

FAIR—Dover, New Hampshire—FAIR

August 12 thru 15

CAN PLACE

CONCESSIONS—Bingo, Novelties, Age, Scale, Pond, Long and Short Range, Wheels, Swinger, Six Cat, Nail Store, Pin Store, Buckets, Cookhouse, Grab, P. C., or any other stock store and straight sales.

RIDES—Can Place Tilt, Octopus, Train or any other ride that does not conflict with what we have.

SHOWS—Motor Drama, Animal, Snake, Mechanical, or any show except Girls.

A. J. APRIL

19 Woodland St., Pawtucket, R. I.

GEORGE CLYDE SMITH
shows

WANT

WANT

WANT

WANT

FOR THE FOLLOWING BONA FIDE FAIRS

Bartholomew Agricultural Fair, Warsaw, Va., Week Sept. 6
Five County Fair, Farmville, Va., Week Sept. 20
Enfield Firemen's Fair, Enfield, N. C., Week Sept. 27

Chatham County Agricultural Fair, Pittsboro, N. C., Week Oct. 4
Vance County Colored Fair, Henderson, N. C., Week Oct. 11
Tidewater Colored Fair, Suffolk, Va., Week Oct. 18

WANTED—Ball Games, Cook House, Grab, Age and Scales, Swinger, Buckets, Six Cats, Photos, Pitch-Till-You-Win, Spot the Spot, Cork Gallery, Glass Pitch, Balloon Darts, Cake Baffle, Hoop-La, Hi-Striker, Slum Spindle, Fish Pond, Duck Pond, Side Show, Monkey Show, Snake Show, Wild Life, Motor-drome, Mechanical City, Girl Show.
Will book Octopus, Tilt, Pony Ride, Cat.

General Ride Help, Truck and Tractor Driven, Agents for Hanky Panks. All Replies

GEORGE CLYDE SMITH SHOWS

MT. SAVAGE, MARYLAND, THIS WEEK.

PRELL'S BROADWAY SHOWS

WANT WANT WANT
for NAZARETH FAIR, WEEK of AUG. 2-7th
Shows that don't conflict. RIDES—Kid Rides, Dark Ride and "12 Wheel for balance of season. CONCESSIONS—All kinds, Age and Scales, Photos, Palmistry, Eat and Drinking Stands, Show Cookhouse.
All Address: SAM E. PRELL, Nazareth, Pa.
BEDFORD FAIR TO FOLLOW.
Booking now for GREAT BLOOMSBURG FAIR, week of Sept. 27th-Oct. 2nd
HIGH CLASS GIRL REVUE ALSO HIGH CLASS COLORED SHOW WITH OWN OUTFITS.

VIRGINIA GREATER SHOWS
The Show With The Proud Reputation

SNOW HILL, MARYLAND, LEGION FAIR, AUGUST 2-7
WEIRWOOD, VIRGINIA, FAIR, AUGUST 9-14
KELLER, VIRGINIA, FAIR, AUGUST 23-28
WANT—American Camp, Cotton Candy, Photo Gallery, String Game, Coca-Cola Bottle, Dart Balloons, Bowling Alley, Short Range, Cigarette Shooting Gallery, Bottle Ball Game, Bumper, Hurkley Buck, Hoop-La, Jewelry Spindle, Basketball. Want Percentage Dealer, Jimmy Murphy, come in or answer.
WANT—Side Show Manager with Acts for same, Unborn Show, Monkey, Snake, or any good Platform Show of merit. Want Girl Show Manager with two or more Girls. Glenn Maynard wants Girls for Girl Show. Want Dancing Girls for Colored Minstrel Show. Griddle Man for Cookhouse; must drive semi. All mail and wires
WM. C. (BILL) MURRAY
CAMBRIDGE, MARYLAND, This Week.

FLOYD O. KILE SHOWS
WANT FOR THE FOLLOWING FAIRS
TIPTON, MISSOURI, JULY 26-31; CORNING, IOWA, AUG. 4-8; CENTERVILLE, IOWA, AUG. 11-13; WHAT CHEER, IOWA, AUG. 14-16; MT. AYR, IOWA, AUG. 17-21; then Missouri, Arkansas, Mississippi, Louisiana, all Fairs till November 15.
CONCESSIONS of all kinds, Custard, Ice Cream, Novelties, Pronto-Pups, Glass Pitch, Cork Gallery, Bumper, Dart, Scales, Hanky Panks of all kind. Bingo after Iowa. SHOWS—10-in-1, Mechanical Show, Big Snake, Girl Show, must have flash and ability. RIDES—MAJOR Ride not conflicting, Fun House, Train, Live Ponies. RIDE HELP—Merry-Go-Round, Kid Rides, Wheel; must drive and stay sober. AGENTS—Jimmie Davidson wants capable Grind Store Agents now. Want clean Cookhouse or Sit Down Grab, Sno-Floss, Coke Bottles. All replies.
Floyd O. Kile, Mgr. Jimmie Davidson, Concession Mgr., as per route.
Committees in Arkansas and Mississippi, have open time in October due to cancellations. Contact now.

SHADE GAP, PA.
Soldiers and Sailors'
Fair and Picnic for 1954
AUGUST 2 TO 7
NOW BOOKING LEGITIMATE CONCESSIONS.
ALSO HAVE SOME SPACE IN EXHIBIT BUILDING.
A. L. BLACKMON, Shade Gap, Pa.

A.M.P. SHOWS
Suggs
BOOKING FOR ANNUAL FIREMEN'S GALA FESTIVAL—Parades, Jamborees all week
Want Hanky Panks, namely Penny Pitch, String Game, High Striker, Hoop-La, Buckets, 6-Cats, Photos and others not conflicting. Want Ferris Wheel and Tilt-a-Whirl-Foremen who drive semi. Want Girl Show, Side Show, Snake, Fat, Unborn or other family-type Shows.
All replies to A. M. PODSOBINSKI
Clarksburg, W. Va., this week; Davis, W. Va., next week.

A. R. BRIGGS SHOWS
GARVER PARK, DOWNTOWN BRYAN, OHIO, AUGUST 11-14
Cash Awards, Free Acts, Matinees Thursday and Saturday.
DUNKIRK, OHIO, AUGUST 18-21
New Plymouth Given Away, Free Acts, Parades, Cash Awards.
Want High Striker, Photos, Cat Rack, Milk Bottles, Basket Ball, Glass or Plaster Pitch, String Game or any non-conflicting Concessions. CAN USE GIRL SHOW FOR BRYAN. Help on Rides, contact Russell Smith.
Salineville, Ohio, Firemen's Festival this week.

DRAGO SHOWS #2
Want Scales, Pitch-Till-U-Win, Coke Bottles, Fish Bowl, Live Ducks, Penny Pitch, Mug Outfit, Novelties, Short Range and Buckets. Any Concessions that work for stock. Contact CHET PIERCE, Monon, Ind., this week; Stark County 4-H Fair at Hamlet, Ind., next week; then as per route. All Fairs and Celebrations to follow.
P.S.: Flick, get in touch with me. Can use everything you have.

WANTED—WILBER'S WOLVERINE SHOWS—WANTED
Want for Fish Lake, Indiana, July 28-31; Cadillac, Mich., Paul Bunyan Celebration, Aug. 2-7; Lakewood Fair, Aug. 9-10; Central Lakes, Aug. 12-14; Newaygo, Mich., Sept. 4-8. All downtown on streets, backed by All Civic Organizations.
CAN place Hanky Panks, Prize-Every-Time Concessions. Will book Shows with own equipment. Want clean Girl Show for all spots except Cadillac. COMMITTEES, PLEASE NOTE—We have Aug. 16-21 open, also September. Must be a bona fide Homecoming or Fair. Have Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Chairplane, 2 Kiddie Rides, 20 to 30 Concessions.
HENRY O. WILBER, Owner-Mgr.
318 LAKE BLVD. (Phone: 3-5534) KALAMAZOO, MICH.

Beautiful Healthy
PARAKEETS
PRICED FOR
CONCESSIONAIRES
WELLS BIRD FARM
2143 South Myrtle Ave.
Monrovia, Calif.
Phone: Elliott 8-6185
Orders accompanied by Cashiers
Check or Money Order
SHIPPED SAME DAY

MONKEY SPEEDWAY FOR SALE
Only **\$500.00**
Complete with Banners and Cars. Ready to operate. Come and get it.
CASINO ARCADE PARK
Wildwood, N. J.

RIDE HELP WANTED
Merry-Go-Round and Ferris Wheel Men especially. Must drive. As of next week we will be in New Berlin, Ill. Following week, Jacksonville, Ill.
SAM MENCHIN
Lake Shore Amusements

SMITH & SMITH KIDDIE AIRPLANE
Ride for sale. Can be seen in operation. Price \$700. Apply at
Thresher's Pony Farm
22 Depot St. Buckland, Conn.

SANITARY GRAB
on wheels—STAND—would like to join small Carnival without Cookhouse for remainder of season.
E. E. WILEY
Rte. 2, Box 233 Williamsburg, Va.

WANTED
Cotton Candy and Popcorn exclusive. Location on Boardwalk at Long Beach, L. I. Millions of people. Reason for Concession—Illness.
Gruberg Funland, Inc.
Boardwalk and Boardwalk Long Beach, L. I., N. Y.

VETERANS UNITED SHOWS
WANT
Foreman for Octopus. Second Men on all Rides. Top wages and bonus. Can place a few more Hanky Panks. Address
CHARLES H. CARROLL, Mgr.
McHenry, N. D., 26-28; Hoffman, Minn., July 30-Aug. 1.

FIDLER SHOWS
Want Foreman for 2-Abreast Allan-Herchell Merry-Go-Round, must drive semi-trailer. Want Hanky Panks of all kinds for Italian Street Fairs (Chase & Collins Sts., Illinois, Ill., Tuesday thru Sunday, Other Street and City Park Celebrations to follow. Contact
SAM FIDLER, Jeist, Ill.

HOWARD CO. 4-H FREE FAIR
Greentown, Indiana
August 3 thru 7

WELLS CO. 4-H FREE FAIR
Bluffton, Indiana
August 10 thru 14

These 4-H Free Fairs are two of Indiana's finest. Excellent concession spots. Full fair programs at both fairs.
— **CAN PLACE** —
CONCESSIONS: Can place any type of legitimate Merchandise Game, Ball Games, Hoop-La, Duck Pitch, Glass Pitch, Balloon Darts, Cork Gallery, Long and Short Range and others and all types of outright sales: Grab, Floss, Snow, Novelties, Names on Hats, Root Beer, Photos, Ice Cream, etc.
SHOWS: Flashy Arcade with front, Monkey Show or Drome, Freak Animal, Unborn, Glass House or other like attractions.
RIDES: One more Major Ride for these Fairs (same can play Michigan State Fair in Detroit), Spitfire, Loofer, Ridee-O, Screw Ball, Caterpillar or Moon Rocket or any other Novelty Ride not conflicting.
WADE GREATER SHOWS
All replies by Western Union to
C. D. MURRAY, MGR., FAIRGROUNDS, MILAN, MICH., all this week

SOUTHERN VALLEY SHOWS
WANT FOR 14 CONSECUTIVE FAIRS AND REUNIONS STARTING AUGUST 9, HOUSTON, MO.
CONCESSIONS—Want Hanky Panks of all kinds, Custard, Gadgets, Ball Games, Popcorn, Set Stands, Buckets, Lead Gallery, Short Range, Bumper, Fish and Duck Ponds, Six Cats, Hi-Striker, Strings, Cork Gallery, Balloons, Novelties, Glass Pitch, Foot Long, Scales and Age, Hafa, Penny Arcade, Bingo open, Hoop-La, Blower, Coke Bottles, Jewelry Sales, African Dip. SHOWS—Want Colored Musicians and Entertainers for large Minstrel Show (Salaries out of office). Also want Motor-drome, 19-in-1, Monkey Show. RIDES—Want to book Chairplane for season. HELP—Can use General Carnival Help in all lines. Contact
EDDIE MORAN, MGR.
Jonesboro, Ark., This Week; Walnut Ridge, Ark. (Band Club Celebration in Ball Park), Aug. 2-7; Then Houston, Mo. (Reunion).

DESBRO SHOWS, INC.
WANTS FOR SOUTHEASTERN FIREMEN'S CONVENTION, Salamanca, N. Y., August 2-7, Three Parades; SENECA COUNTY FAIR, Waterloo, N. Y., August 10-14
Concessions—Popcorn, Waffles, Candy Apples, Fishpond, Bowling Alley, Pitch-Till-You-Win, Dart Balloon, Break Dish Ball Game or any Concessions that work for stock. Whitey Rogers wants Girls. Ride Help wanted and Wives to work in concessions.
ANGE DESIDERIO, Clinton House, Ithaca, N. Y.

CATLETT GREATER SHOWS
WANT for No. 1 UNIT | **WANT for No. 2 UNIT**
Shows and Rides—Big Snake, Mechanical, anything except Girl or Athletic Show. Cook House, Jewelry, Long or Short Range, Photos, Age and Scales, Diggers, Hi-Striker, Novelties, Mitt and any Hanky Pank not conflicting with what we have. No flats, please.
If you have gift, please do not answer, as you cannot work on this show.
William G. Catlett | **Charley K. Klausen**
PER ROUTE

HOLLY AMUSEMENT CO.
WANTS FOR 100th YEAR CENTENNIAL AND COMBINED FANNIN COUNTY FAIR of Blue Ridge, Georgia, August 9. North Georgia's Biggest Event.
CONCESSIONS: Novelties, Age, Scales, Hoop-La, Coke Bottles, Balloon Darts, Bingo, any legitimate Concessions.
SHOWS: Mechanical City, Big Snake or any Educational Shows. No Girls. Whitey Knolle and Jack Orr, answer.
RIDES: Will book one Major Ride, Octopus, Tilt or Loofer.
Wire c/s Western Union, Decatur, Georgia, now.

CHARLES KENDALL, EARLE ASHLEY
ADVISE IF YOU CAN JOIN IN SPRINGFIELD
DUTCH STIENKEMP COME ON
ALSO WANT OTHER USEFUL COOKHOUSE HELP.
EDDIE YEAGER
AMUSEMENT CO. OF AMERICA, Stevens Point, Wis., this week; then to Springfield, Ill., thru Aug. 32.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

WANT FOR LAKE FRONT LOT, ALTON, ILL., NEXT WEEK; then the BIG TERRE HAUTE, IND., FAIR TO FOLLOW, with All Fairs Balance of Season.

- | | |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CONCESSIONS | Frozen Custard, Long and Short Range, American Palmistry, Derby, Chocolate Dip, Hanky Panks of all kinds, Six Cats and Buckets. |
| RIDES | Octopus, Tilt-a-Whirl, Live Ponies or any Rides not conflicting with what we have. (Thompson, contact me.) |
| SHOWS | Organized Girl Show (must be of merit to play our fairs), Diane and her Monkey, contact: Wildlife (Johnson, contact Snake Show). |
| HELP | Foreman for Ferris Wheel and Caterpillar, Carvasmen for Big Top, Scenic Artist, Show Builder (Rocky, contact), Night Watchman, EP GLOSSER wants to hear from his Agents. |

All reply **SAM LEVY, Mgr.**
FULTON, MO., this week; then ALTON, ILL.

CARL D. FERRIS SHOWS

TIOGA CO. FAIR, TOWANDA, PA., AUGUST 2-7

With five New York Fairs to follow, then South for nine fairs

Want Age & Scales, Novelties, Souvenir Hats, Eating Stands. We control all our Fairs from fence to fence. Place Hanky Panks at "live and let live" prices.

RIDES: Can place Tilt or any Flat Ride. Good deal to ride operators. This is real ride territory.

SHOWS: Place Snake Show, Wildlife, Unicorn or any Show with own equipment. Want Girls for Girl Show. Operator with two or more girls, will turn over complete Show.

HELP: Place Agents for newly framed Bucket Store, Six-Cat Agents, Ball Boy and Inside Help for Six-Cats, Rebel, get in touch. Useful Carnival Help, can always place you. All address:

Ralph Decker, Carl D. Ferris Shows
Sherwood Hotel, Hornell, New York, this week.

LAST CALL—NORTH VERNON, IND., CENTENNIAL

AUGUST 1-6

16,000 Advance tickets sold—Bands—Governor's Day—Pageant—Parade. Carnival located in park with entire program.

Will book Kid Rides—Merry-Go-Round, Coaster or Octopus.

CONCESSIONS WANTED—Popcorn, Foot Long, Cookhouse, Ice Cream, Floss, Fish Pond, Cork Gallery, Dart Game, Bumper, Ball Game, Hi-Striker and Basketball.

SHOWS WANTED—Monkey, Snake or any good Grind Show. All replies **JOHN PORTEMONT** Rockport, Ind.

WANT—AGENTS—WANT

Count Store, Pin Store, Wheel Agent with full crew for only wheel on show; Buckets, Basket Ball, Age & Scales, Duck Pond and PC Dealers. Want good sober Man to take charge of concessions, salary guaranteed.

P. S.: Ralph Warn, Red Bryant, Paul Baker, Red Keeling, come on.

Address all mail and wires to

All phone calls to

JIMMY ACKLEY, Bus. Mgr.

H. KENNEDY

Geo. Clyde Smith Shows,

Windsor Hotel,

Mount Savage, Md., July 26-31.

Cumberland, Md.

WANT WANT WANT

ALL FAIRS AND CELEBRATIONS

California, Mo., Aug. 10-14; Mound Ridge, Kans., Aug. 16-18; Canton, Kans., Aug. 19-21; Kingman, Kans., Aug. 23-25; Harper, Kans., Aug. 26-28; Appleton City, Mo., Aug. 30-Sept. 1; Hydro, Okla., Sept. 2-4; Coary, Okla., Sept. 9-11; Coweta, Okla., Sept. 23-25.

Coke Bottles, Cork Gallery, Bingo and Concessions not conflicting. Merry-Go-Round, Live Ponies, Girl Show, Athletic Show with own equipment.
HAGENSICK'S MIDWAY OF FUN
C. E. HAGENSICK, Mgr.
Lenora, Kans., July 26-28; Nicodemus, Kans., July 30-Aug. 1; Nelson, Nebr., Aug. 2-4; Corland, Nebr., Aug. 6-7.

STATE FAIR SHOWS

WANT QUICK FOR 13 FAIRS AND CELEBRATIONS

We are showing Fairs and Celebrations NOW—not next year

Stock Concessions of all kinds (no racks). Girl Show, Side Show, Grind Shows or people for some. Operator for Fun House. Will book, buy or lease Kiddie Car Ride. Ride Help for Ferris Wheel and Roll-a-Plane. Agents for office-owned Concessions. Also Bingo Help starting Aug. 12 for balance of season. C. A. Gorce wants Bucket Agents who will work for fifty cents.

Wire **E. J. MORRIS, Owner**

Blue Hill, Nebr., this week; Geneva, Nebr., Fair, next, to be followed by Arapahoe, Nebr., Street Celebration; then 4 Fairs in Kansas, 4 in Oklahoma, 3 in Texas; out until Nov. 11.

ROYAL MIDWEST SHOWS

New booking for Clark County Fair, Marshall, Ill., open Sunday, Aug. 8, to 12, and Henry County Fair, New Castle, Ky., Aug. 17 to 21; followed by Oldham County Fair, La Grange, Ky., and Grayson County Fair, Litchfield, Ky.

Stock Concessions of all kinds, Eat and Drinks, Long and Short Range, Buckets, Six Cats, Novelties, Age & Scales, Ball Games, Custard and Diggers. Want Pony Ride, Girl Show, Fun House, Mechanical and Wildlife.

Roxie Harris, West Terre Haute, Indiana, this week

WANT—UNITED EXPOSITION SHOWS—WANT

Agents for office-owned Hanky Panks, Swinger and Six-Cat Agents, also Count Store and Skillo Agents. Can place Diggers, SIDE SHOW, Have complete Side Show frame-up. New top, 120-ft. banner line with banners. What do you have to put in it? Join at once. Can always place sober, reliable Ride Help who drive. 6 more weeks of factory payroll towns, then south.

Address **C. A. VERNON, Mgr.**

Bradley-Kankakee, Ill., this week; then per route.

I. K. WALLACE SHOWS

Want Grind Show, small percentage, Ride Help for Ferris Wheel, Chairplane and Kiddie Rides. Can place Hanky Panks, Duck and Fish Ponds, Cigarette and Lead Galleries, Bumper, Darts, Novelties, Hoop-La, Floss and Popcorn, Photos, Ball Games, Mitt Camp. Frank Johnson, contact at once—your friend on here.

I. K. WALLACE SHOWS

Honaker, Va. Write or call Hotel, Honaker, Va.

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BIG SOLDIERS' PAY DAY—GUTHRIE, WEEK AUGUST 2; BRODHEAD, KY., "LITTLE WORLD'S FAIR," AUGUST 16-21

Want Hanky Panks of all kind, Bingo, Long Range Gallery, Photo and Palmistry, Agents for Grand Store, Skillo and a Cafe. Want Musical Show, Union, Mechanical City and other Shows. Acta for Show. Want Balloplane, Caterpillar, Tilt and Novelties. Foreman for Merry-Go-Round and Ferris Wheel. Help on all Rides. Address: **Carl, Ky. Fair, this week; Guthrie, Ky., next week.**

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Bought New in 1952. Price \$1500.00.

Strong's Amusement Co.
Clarks, Nebr., Aug. 2-4; Wisner, Nebr., 6 to 8.

ANYONE KNOWING PRESENT

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JAMES CLAYTON OLIVER
(Carnival)
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For 2 Days Celebrations and Fairs
Eat, Photos, Coke Bottle, Scale, High Striker, Fish Pond, Balloon Dart, Mitt Camp, etc. Also Athletic Show, Fat Show, Mechanical Show. Contact
SHORTER'S SHOWS
Clayton, Minn., July 26, 27, 28; Burt, Iowa, 29, 30, 31; Mallard, Iowa, Aug. 1, 2.

FOR SALE SEMI TRAILER HOUSE

26-foot trailer, 114-gallon water storage, gas and electric, hot water heaters, full-size bath tub and shower, toilet with 80-gallon tank, refrigerator, Maytag washing machine. Built to live on show lot. \$2500.00, with 1947 Chevrolet Tractor. W. P. STEPHENSON, Newcastle, Wyo., till July 31.

WANT CARNIVAL

Warren County Colored Fair Board has open dates for August or September for Free Fair. Very good location. Address:

S. M. STAMPS

102 Holly St. McMinnville, Tenn.

WANT RIDE HELP

Foremen for Merry-Go-Round, Octopus, Fixing Scooter and Loop-o-Plane. Second Men on all Rides.

NOLAN AMUSE. CO.

Fred Nolan, c/o Western Union, London, Ohio, July 30-31.

THANK YOU

Mr. & Mrs. Lloyd D. Serfass

Owners of Penn Premier Shows, for your new Buick Station Wagon purchase.

"Save Money With Johnny."

JOHNNY CANOLE

Altoona, Pa.

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WANTED

All Foreman for Kid Rides, Wheel, Fix-o-Plane and Chairplane. Also Fun House Man, Man for Front and Tower. Long season for sober, reliable Men. All must drive semi.

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Savannah Beach, Ga., until Labor Day

WANTED FOR CASH

Carnival size Electric Train.

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Adena, Ohio

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AGENTS WANTED

Six Cat and Hanky Pank Agents for Chippewa Falls, Wisc.; Springfield, Ill., State Fair, and Iowa State Fair. Contact

TEX ROBERTS

c/o Hennies Shows
Stevens Point, Wisc., July 26-31

FOREMAN WANTED

For Tules of Fun and other large Rides; Second Men on all Rides, must drive. Want Shows. What have you? Independent Concession and Concession Agents, come on. All must be "Clean as a Whistle." Can place Pony Ride. Fulton, Ill., this week; Manchester, Iowa; Tipton and Boone follow. All Fairs now. Contact
Dyer's Greater Shows

WALTER PITCHFORD COBLER

PLEASE CONTACT

K. R. BUMGARDNER

OR

R. C. BRYAN

IN TAMPA, FLORIDA

MOUND CITY SHOWS #2

WANT BINGO FOR FOLLOWING FAIRS:
Könn, Mo., Aug. 4-7; Columbia, Mo., Aug. 10-13; Marshall, Mo., Aug. 16-20.
CAN ALSO PLACE CAPABLE RIDE MEN. Address:

A. G. (WHITEY) SLATEN, Mgr.

Linn, Mo., July 29-31; then per route above.

AGENTS

Want Agents for Skillo, Ball Down, Raffle and Nail Concession. Volunteer Firemen's Festival, West Terre Haute, Ind., this week. Location on Highway #40.

BILL HARRIS

ROYAL MIDWEST SHOWS

West Terre Haute, Ind., this week.

BLUE GRASS SHOWS

Want for Coles County Fair, Charleston, Ill., week Aug. 1; followed with Princeton, Ind., Fair, week Aug. 8; then Carmi, Ill., Fair, and a continuous route of Fairs.

CONCESSIONS—Hanky Panks, Prize-every-time games of all kinds, Grab, Foot Long, Custard, Ice Cream on a Stick, Direct Sales. Open Midway for Legitimate Concessions.

SHOWS—Monkey, Snake, Wild Life or any good Grind Show with own equipment.

HELP—Tilt Foreman, must be licensed semi driver, and Help in all other departments. Floyd Woolsey wants Fire Act, Mind Act who can work magic and handle inside, or any good Freak Act. All wires

C. C. GROSCURTH

Urbana, Ill., all this week.

JOHNNY'S SH OW S UNITED

"HONESTY IS OUR POLICY"

Now playing Spencer County Fair, Rockport, Ind.; Putnam County Fair, Greencastle, Ind., follows; then Jackson County Free Fair, Brownstown, Ind., with an outstanding solid route of Fairs until November.

CONCESSIONS WANTED—Foot Long, Ice Cream, Sno, Scale and Age, Ball Game, Hanky Panks of all kind.

SHOWS WANTED—Monkey, Fun, Fat or Illusion, any good Grind Show. **RIDE HELP NEEDED—**Ferris Wheel Foreman, Second Man; Octopus Foreman, Second Man. Top salary and bonus paid. Must drive. Other useful experienced Ride Men wanted. All replies (no phone calls).

JOHN PORTEMONT

Rockport, Ind.

MARSHALL CO. FAIR, MOUNDSVILLE, W. VA. AUGUST 2-7

Followed by BUTLER CO. FAIR, BUTLER, PA.

Can place Eating Concessions of all types, Grab, Age & Scales, Short Range Gallery, Hanky Panks, American Palmistry and any other Concessions.

CAN PLACE IMMEDIATELY MAN TO TAKE OVER UNBORN SHOW, FRAMED COMPLETELY. Can also place good Monkey Show. Have complete outfit except Animals. 15 more legitimate Fairs to follow. No more Still Dates. Can place good, sober, reliable Ride Men who drive semis. Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr.

PENN PREMIER SHOWS, Dravosburg, Pa., this week; then Moundsville, W. Va.

FOR SALE—WELL-KNOWN COMPLETE CARNIVAL

Consisting of Allan Herschell Merry-Go-Round, Eli Ferris Wheel, Smith & Smith Chairplane, 8-Ton Octopus, Super Sidloplane, Allan Herschell Auto Kiddie Ride, Kiddie Swings, 60 kw. International Diesel Light Plant mounted in trailer. Have complete Jig Show, 40x60 top; 20x100 Sideshow Top, two 20x30 Girl Show Tops with banner lines, 40x24 Marquee, new Popcorn Concession complete. All shown canvas less than six weeks old. Tractors and Trailers for all Rides. Plenty of wire and junction boxes, lots of miscellaneous too numerous to mention. Must sell on account of ill health. Will sell complete, ready to go, \$22,500.00 or make best offer. If interested wire

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WANT

For Big Stone County Fair, Clinton, Minn., Aug. 13-14-15. Girl Show, 10-12-1, or any Show not conflicting, a few Concessions not conflicting. 2 Mitt Camps. Write

MURPHY'S TRI-STATE SHOWS

Madison, South Dakota

WALTER L. WANOUS WANTS FOR SIDE SHOW

OR WORLD OF MIRTH

TALKERS, TICKET SELLERS, NOVELTY ACTS, especially Juggler or any good Side Show Act. Closing date Nov. 15, Savannah, Ga. All replies to

WALTER L. WANOUS
c/o World of Mirth Shows, Augusta, Maine, this week; then per route.

LIBERTY UNITED SHOWS

"Rides Again"

WANT—WANT—WANT
For Mammoth Annual Celebration, Newburg, Mo. 40,000 soldiers and families. Hanky Panks of all kind. Will book Mitt Camp and Girl Show, anything worthwhile. Celebration opens July 29-30-31—then two weeks for big pay day with eight Celebrations to follow. Need Agents for Skillo, Raffle and Pin Store. Call immediately.

JIMMY NOLAN, Mgr.
HOTSY GLOW ACKY, Supt.

WANT

Carnival—Five Rides, etc., for AMERICAN LEGION, October 4-9.
S. J. MIDDLETON, Adjt.

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FOR SALE or WILL BOOK

One 75-seat Bingo Stand complete and six 7x10 Shed Roof Stands and other Concessions.

Charles C. Bresley

Blue Star Shows, Mundelein, Illinois

FOR SALE

Life-sized clothed statues, table, cover and settings of the Lord's Last Supper under black light. Light fixtures included. Price \$1,000. Stored in Denver, Colo. W. P. STEPHENSON, General Delivery, Newcastle, Wyo., this week; Box 155, Wymore, Nebr., permanent address.

FOR SALE

No. 5 Ferris Wheel, Smith & Smith Chairplane, fine Miniature Train, Kiddie Autos, Kiddie Airplane; A-1 condition, good transportation, other equipment. Cheap for each because of illness. All replies to

BOX D-61

c/o The Billboard Cincinnati 22, O.

1954 Fair Dates

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Continued from page 59

Peasland—Peasland Women's Institute, Aug. 27.
Penticton—Penticton & Dist. Peach Festival Assn. Aug. 20-21.
Port Coucilium—Meridian Heights Farmers' Institute, Sept. 6.
Port Alberni—Alberni Dist. Fall Fair Assn. Sept. 9-11. Miss P. Dorstey.

Manitoba

Winnipeg—Red River Exhibition, July 24-31.

New Brunswick

Albert—Albert Fair, Sept. 23-24. W. A. Simard.
Bathurst—Gloucester Co. Fair, Sept. 15-18. Allison Branch.
Cambridge—(Gagetown)—Queens Co. Fair, Sept. 15-17. Fred Hyatt.

Nova Scotia

Amherst—Maritime Winter Fair, Oct. 30-Nov. 6. R. F. MacCunn.
Annapolis—Annapolis Exhn. Sept. 21-24. R. H. Gibson.
Antigonish—Antigonish Exhn. Sept. 21-22. Rod MacSweeney.

Ontario

Almonte—N. Lanark Agri. Soc. Sept. 9-11. Howard Giles.
Ancaster—Ancaster Agri. Soc. Sept. 28-29. Roy A. Moffat.
Aymer—Aymer & East Elgin Fall Fair, Aug. 23-25. Howard R. Lashbrook.

Midland—Ting & Tay Agri. Soc. Sept. 16-18. Robert G. Nichol.
Milverton—Milverton Agri. Soc. Sept. 24-26. George O'Connell.
Mount Forest—Mount Forest Agri. Soc. Sept. 11-13. H. A. Ross.
Norwood—East Peterborough Agri. Soc. Oct. 8-11. David A. McNeil.

Presque Isle

Chicoutimi—Agri. Soc. of Chicoutimi, Aug. 25-29. Marcel Tremblay.
Richmond—Richmond Co. Agri. Soc. Aug. 12-14. Antoinette Linahan.

Prince Edward Island

Alberton—Alberton Exhn. Sept. 1. Charlottetown—Provincial Exhn. and Old Home Week, Aug. 9-14. O. H. Buntain.

Quebec

Ayers Cliff—Stanstead Co. Agri. Soc. Aug. 19-21. Mrs. Eloise Corey.
Aymer—Gatineau Agri. Soc., Div. A, Sept. 9-11. R. Elwood Eddy.
Bedford—Missisquoi Agri. Soc. August 26-28. Alfred Rousseau.

St. Hyacinthe—St. Hyacinthe Regional Fair, July 21-Aug. 5. Alphonse Deschamps.
St. Jean—St. Jean Agri. Soc. Sept. 4-6. J. R. M. Armand.
St. Léonard—Yamouville Agri. Soc. Aug. 28. Paul W. Bélanger.

Saskatchewan

Beechy—Beechy Exhn. Aug. 3. Mrs. A. H. Meaden.
Churchbridge—Churchbridge Exhn. Oct. 15. Sam Beaton.

Arkansas

Little Rock—Ark. Livestock Show & Rodeo, Oct. 4-9. Clyde E. Byrd.

California

Los Angeles—L. A. Co. Sheriff's Rodeo, Aug. 25. E. W. Biscailous.
Merced—Merced Rodeo, Aug. 27-28. Glenn Fountain.
Petaling—Petaling Rodeo, July 21-Aug. 1. San Diego—San Diego Rodeo, Aug. 27-29.

Colorado

Akron—Akron Rodeo, Aug. 13-14.
Boulder—Pow Wow Days, Horse Show & Rodeo, July 21-Aug. 2. Bob Butz.
Brighton—Brighton Rodeo, Aug. 14-15.
Buena Vista—Buena Vista Rodeo, Aug. 7-8. Castle Rock—Castle Rock Rodeo, Sept. 11-12.

Florida

Perry—Perry Rodeo, Oct. 16-17.

Idaho

Burley—Burley Rodeo, Aug. 26-28. Truman Bradley.
Caldwell—Caldwell Night Rodeo, Aug. 10-14. F. L. Blomquist.
Downey—Marsh Valley Rodeo, Aug. 27-28. Emmett—Emmett Rodeo, Aug. 12-14.

Iowa

Fort Madison—Fort Madison Rodeo, Sept. 10-12.
Sidney—Iowa's Championship Rodeo, Aug. 17-21. Ralph Travis.

Kansas

Abbotsford—Wild Bill Hickok Rodeo, Aug. 23-26. C. S. Peck.
Coffeyville—Coffeyville Rodeo, Sept. 4-8.
Culbly—Culbly Rodeo, Aug. 7-8.
Parsons—Parsons Rodeo, Aug. 20-22.

Louisiana

Alexandria—Alexandria Rodeo, Aug. 24-28. West Monroe—West Monroe Rodeo, Sept. 15-18.

Missouri

Brookfield—Brookfield Rodeo, Sept. 4-8. La Belle—La Belle Rodeo, Aug. 8-8. St. Joseph—St. Joseph Rodeo, Sept. 24-26.

Montana

Billings—Midland Empire Fair Rodeo, Aug. 19-24. H. L. Pfitzer.
Dodson—Dodson Rodeo, Aug. 7-8.
Forsyth—Forsyth Rodeo, Aug. 18-20. Great Falls—North Montana State Fair Rodeo, July 20-Aug. 2. Leo C. Dalley.

Nebraska

Burwell—Burwell Rodeo, Aug. 11-14.
Genoa—Genoa Rodeo, Aug. 13-15.
Gordon—Gordon Co. Fair & Rodeo, Sept. 11-12. Geo. B. Comer.
Johnston—Johnston Rodeo, Sept. 8-8. Omaha—At-Sar-Ben Rodeo, Sept. 24-Oct. 1. J. J. Isaacson.

Katow—Katow Exhn. July 28. Mrs. A. M. Elliot.
Grandell—Grandell Exhn. Oct. 27. Mrs. J. O. Kent.
Invermay—Invermay Exhn. Aug. 4. Mrs. O. Birrell.
Kelvington—Kelvington Exhn. Aug. 8. H. H. Boyd.
Lucky Lake—Lucky Lake Exhn. July 28. Mrs. V. M. Boyart.
Mossburn—Mossburn Exhn. Sept. 23. Mrs. J. E. Smith.
Nakomis—Nakomis Exhn. Aug. 8. W. C. Dennis.
Nipawin—Nipawin Exhn. Aug. 10-11. Mrs. A. Schullis.
North Battleford—North Battleford Exhn. Aug. 2-4. N. W. Symonds.
Paddockwood—Paddockwood Exhn. Aug. 11. Mrs. Jean Wicker.
Perdue—Perdue Exhn. Aug. 4. Mrs. Harry Johnson.
Prince Albert—Prince Albert Exhn. Aug. 9. T. D. P. Kelly.
Punnichy—Punnichy Exhn. Aug. 4. Howan McK. Glen.
Radisson—Radisson Exhn. July 27-28. J. R. Imboden.
Regina—Regina Exhn. July 26-31. T. H. McLeod.
Rosthern—Rosthern Exhn. Aug. 18. Ambros Siemens.
St. Walburg—St. Walburg Exhn. Aug. 10. Mrs. E. F. Friston.
Silver Stream—Silver Stream Exhn. July 28. Mrs. Louise Fisher.
Smegton—Smegton Exhn. Aug. 4. Anthony Ahle.
Somme—Somme Exhn. Aug. 11. D. B. Butterfield.
Swift Current—Swift Current Exhn. June 20-July 2. G. E. Kerley.
Tantallon—Tantallon Exhn. Aug. 3. Mrs. F. M. Goodwin.
Turtelford—Turtelford Exhn. Aug. 11. T. F. Richardson.
Unity—Unity Exhn. July 28. John Cold.
Wapella—Wapella Exhn. July 29. H. D. Dadd.

Primeville—Crockett River Roundup, A. G. & Don Yancy.
Redmond—Redmond Rodeo, Aug. 13-28.
South Dakota

South Dakota

Buffalo—Labor Day Rodeo, Sept. 5-8. Clear Lake—Crystal Spring Ranch Fair, Aug. 24-27.
Deadwood—Days of '78, Aug. 6-8. N. Fortitude.
Faith—Tri-Co Stock Show & Rodeo, Aug. 13-15.
McLaughlin—McLaughlin Rodeo, Sept. 8. Ostrich—Last Roundup, Sept. 13-15. Rapid City—Black Hills Range Days, Aug. 19-22. K. L. Roberts.
St. Ouge—Rough Riders Rodeo, Aug. 28-28. Sturgis—Sturgis Rodeo, July 17-18.

Tennessee

Memphis—Memphis Rodeo, Sept. 29-Oct. Memphis—World's Championship Rodeo Mid-South Fair, Sept. 23-Oct. 2.

Texas

Carthage—Panola Cattlemen's Rodeo, Aug. 12-14. All Jernigan.
Clarksburg—Clarksburg Rodeo, Aug. 4-7. Cleburne—Cleburne Rodeo, Sept. 1-11.
Dublin—Dublin Rodeo, Sept. 1-4. Georgetown—Georgetown Rodeo, Sept. 2-4. Naples—Naples Rodeo, July 29-31. Nocona—Nocona Rodeo, Sept. 6-8. Pampa—Top of Texas Rodeo & Kid Show, Aug. 3-7. E. O. Wedgworth.
Taylor—Taylor Rodeo, Aug. 5-7. Waco—Waco Rodeo, Oct. 3-9. Waxahachie—Waxahachie Rodeo, Aug. 26-31. West—West Rodeo, Sept. 3-4.

Utah

Pricer—Pricer Rodeo, July 29-31. Tremonton—Tremonton Rodeo, Aug. 27-31.

Washington

Cusick—Cusick Rodeo, July 31-Aug. 1. Ellensburg—Ellensburg Rodeo, Sept. 4-5. C. E. Anderson.
Kennewick—Kennewick Rodeo, Aug. 27-31. W. R. Ross.
Monroe—Monroe Rodeo, Sept. 3-6. Omak—Omak Stampede, Aug. 14-15. W. Wristen.
Walla Walla—Southeastern Washington Rodeo, Sept. 4-6. Milton Loney.

Wyoming

Casper—Central Wyoming Fair Rodeo, Aug. 19-21. R. S. Latta.
Douglas—Wyoming State Fair Rodeo, Sept. 1-4. Gordon L. Roush.

CANADA

Alberta

Barrhead—Barrhead Rodeo, Aug. 7. Cochrane—Cochrane Rodeo, Sept. 8. Coleman—Coleman Rodeo, Aug. 7.
Clear Lake—Clear Lake Rodeo, July 28. Gem—Gem Rodeo, July 28. Grande Prairie—Grande Prairie Rodeo, Aug. 18-20.
Sandy Lake—Sandy Lake Rodeo, Aug. 7. Stony Plain—Stony Plain Rodeo, Aug. 2.

WANTED

6 CAT AND BUCKET AGENTS
AL BROWN
Care Royal United Shows as per route.

MILLER BROS.' AMUSEMENT CO.

WANTS FOR RIPLEY COUNTY FAIR, OSGOOD, IND., AUG. 2-7

Rides—Tilt, Dark Ride, Rocket, Spitfire, Fun House.

Shows with own equipment, Monkey, 10-in-1, Illusion, Mechanical.

Concessions—Cook House, Bingo, Hanky Panks of all kinds.

Top salary to experienced Ride Help. Wire or call.

PAUL MILLER

Guyon Hotel, Chicago, Ill.



Want Shows: Side Show, Monkey Show, Snake Show or any Show not conflicting.
Want Rides: Boat Ride, Want Ride Help; Second Men on all Rides. Must be licensed semi-trailer drivers.
Concessions: Cookhouse, Custard, Novelties, Ice Cream Dip, Glass Pitch, Scales, Coke Bottles, Hanky Panks of all kinds. Whitey Team, can now place you. All replies:

MT. CARMEL, ILL., NOW; HARRISBURG, ILL., NEXT WEEK.

BEAM'S ATTRACTIONS

Confluence, Pa., Old Home Week, Aug. 2-7. 2 Parades—Fireworks—Special Events.
Want Water Games, Long Range Gallery, Age and Scales, Novelties, Hi-Striker or any new legitimate Game. Capable show people can be placed on Rides and Concessions.
Our Fairs follow this big celebration.

Contact M. A. BEAM, Blairsville, Pa., this week

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CIRCUSES

King Scores Big
In New EnglandTurnouts Near Capacity in N. H., Me.;
Parade Pulls Patrons From Wide Area

BERLIN, N. H., July 24.—King Bros. Circus is chalking up a winning run on its tour thru New England, playing to almost full houses in most towns visited. Touting of the show is taking it to towns where workers are employed full time and as a result the show is racking up good takes long the way.

Typical is the town of Berlin where heavy billing and publicity and full pay checks almost filled

the big top for both Monday (19) performances. The parade here, as in most towns, attracted big attention and is reported to have pulled people in from a 50-mile radius. Street concessions prior to the parade did big business and an extra detail of police was called out to handle the crowds. According to the Chief of Police, it was the biggest circus crowd he had ever seen.

The pattern was similar Saturday (17) in Rumford, Me., where again both shows were almost capacity. Show was the first one that Augusta, Me., had seen in three years and as a result the seats were almost completely taken for both shows. George Taylor, former trouper, visited.

The Thursday (15) stand at Bangor, Me., was helped by a big tourist trade. Good weather helped swell the crowds and 75 per cent of the matinee seats were occupied and more than that for the night performance.

B. C. Stands
Perk Up for
Clyde BeattyGood Weather
Helps Pull Top
Crowds on Route

NANAIMO, B. C., July 24.—Business for Clyde Beatty Circus, which had been running poor for a while, is perk up since the show's entered British Columbia and three-quarter and full houses have been the rule rather than the exception.

Despite opposition here Saturday (17) from boat races, a boat regatta and lacrosse games, the show pulled two crowds that filled the seats by 75 per cent. Earlier the show drew a half-house matinee at Duncan but almost filled the tent that evening.

Weather was in its favor at both towns as well as at Port Alberni on the 12th. Turnouts at the latter spot were estimated at better than a half house in the afternoon and close to a full one that evening.

Three modes of transportation were used to transport the show from Vancouver Island to the mainland—boat, bus and trains. Don Hayman and Jack Dolan closed. Personnel are looking forward to catching the movie "Ring of Fear." Vickie Hanneford and Bernadette Scott missed the program one day due to their having dental work finished.

Hunt Crowds
Still Okay

CARTHAGE, N. Y., July 24.—Hunt Bros. Circus continued to run ahead of its opposition this week and was racking up pretty good business in most spots.

Show played here Thursday (15) to good takes. Afternoon weather was ideal and a half house resulted. Despite cloudy skies that evening and lower temperatures, patrons turned out to give the show a three-quarter filled seats.

Cincinnati Gives R-B
Strong Two-Day Biz

CINCINNATI, July 24.—Ringling Bros. and Barnum & Bailey Circus overcame a number of obstacles during its two-day stand here Monday and Tuesday (19-20) and ended up with strong business. Heat in the high 90's was one obstacle, the other was a new lot outside the limits of a city that has never been a strong spot for the big show.

The show registered one-third filled houses for the two matinees but racked up capacity business for both night shows. Strong publicity in the newspapers and on the radio was credited with bringing out the crowds. Also giving a strong assist was the use of chartered buses which brought people from various sections of

town. Lot was on Kellogg Avenue near Lunken Airport.

Despite rain at Springfield, O., on Sunday (18) and a delay in arrival caused by railroad troubles, the big top was three-quarters filled for both performances. Much the same pattern was the case at Columbus the day previous where the show broke in a new lot near the State Fairgrounds. And a three-quarter house turned up at the Saturday night performance there.

Show racked up strong crowds for both Thursday (15) performances at Charleston, W. Va., despite high temperatures. It was reported that Robert Weber, of Auburn, N. Y., a worker with the show died of heat prostration in a Huntington, W. Va., hospital.

KARL KNECHT
HONORED AT
EVANSVILLE

EVANSVILLE, Ind., July 24.—Karl Kae Knecht, prominent cartoonist and one of the organizers of the Circus Fans' Association of America, was honored at a luncheon here Wednesday (21) as a climax to Karl Kae Knecht Day, a city-wide observance. City officials, civic leaders, circus fans and circus officials turned out to honor Knecht as the "dean of American cartoonists." Decorations in the luncheon room of the Hotel Vendome were in a circus motif, in observance of Knecht's great interest in that branch of show business. Circus posters and balloons were used for decoration and a uniformed circus band provided the music. Dozens of congratulatory wires were read from Indiana's Governor Craig and other State and national figures. In addition to many circus fans Ed Kelly, assistant vice-president of the Ringling Bros. and Barnum & Bailey Circus, and Mrs. Kelly were on hand, as was Bev Kelley of the RB press staff.

Bailey-Cristiani Show Sustains
Big Business at Fairbanks Stand

FAIRBANKS, Alaska, July 24.—Bailey Bros. & Cristiani Circus continued to make circus history this week at the second stop on its two-city tour of Alaska.

The arrival here, after a 438-mile run from Anchorage, was again top news, altho the welcome was somewhat tempered by the city's celebration of "Golden Days," with U. S. Secretary of Interior Douglas McKay and Adlai Stephenson, '52 Democratic presidential nominee, as guests.

The caravan pulled in here late Sunday and was all set to go for the following day's matinee. First show pulled a slim crowd but the night turnout filled every seat. Light rain the following day cut into attendance but both shows were held and Griffin Field was well filled for the two performances.

The circus elephants and some performers tied in with Fairbanks' parade on Monday between shows. The procession was led by Stephenson and McKay and was seen by a turnout that was called the largest crowd in the city's history.

Shrine Sponsor

In many respects, the hoopla accorded the show at Anchorage, was repeated here. The show is under auspices of the Fartherest North Shrine Club and hundreds of children are being brought in from miles around by plane and bus under UPC promotion. In addition to the youngsters, many adults are flying in from several hundred miles away to see their first circus.

Publicity has been big on radio and television as well as in the newspapers. Pathe News covered the trip here from Anchor-

age, stopping the elephant truck in front of the Tazalina glacier to shoot the first motion pictures of bulls that close to a great mass of ice. Collers and Life also covered the trip.

Many people in Anchorage paid to see the show four and five times and four patrons flew in from the Aleutian Islands, a distance of 800 miles, to catch the performance. Prices are \$2.50 for adults and \$1.50 for children with reserves at \$3.50. Servicemen in uniform pay \$1.50 plus \$1 for reserves.

Second only to the elephants, attraction-wise, is Ben Davenport's Snake Show, which he is operating with Mogador Cristiani and Dave Budd. Almost everyone coming to the lot pays \$1 to see this novelty.

Prices High

Prices of food and lodging are substantially higher than in the States and the circus' concessions department has upped rates. Going price for coffee is 25 cents; hot dogs and hamburgers, \$1; popcorn and peanuts, 25 cents, and Coca-Cola, 25 cents. Snow cones and cotton candy are big sellers on the lot. Hotel rooms run \$10 for a single. Wages, however, are high with the working class getting \$250 to \$300 per week.

Hagen Hits
Ups and Downs
In N. Y. State

SOUTH GLENS FALLS, N. Y., July 24.—Business and weather has been spotty for Hagen Bros. Circus in New York State. The stand here Saturday (17) produced a half house in the afternoon and slightly less than that at night, altho the weather was excellent.

Light attendance was attributed at least in part to the June 15 showing of Ringling at nearby Glens Falls.

Weather at Perth, N. Y., the day previous was cloudy and cool, yet the seats were about half full in the afternoon and a near full house turned out that evening. Two half houses were scored at Utica Thursday (15) where the show played under Legion auspices and beat Mills Bros. Circus in by about a week.

Good weather and a three-quarter house was scored at Oneida on the afternoon of Wednesday (14) but rain at night cut into attendance and seats were about half filled. Jaycees sponsored.

Cooler Breezes Aid
Kelly-Miller Business

LIVINGSTON, Mont., July 24.—Al G. Kelly & Miller Bros. Circus, hit by torrid heat and stormy weather for quite a spell, received the benefit of cool mountain air in Montana with a resulting step-up in business, particularly for the matinees.

Stand here Saturday (17) was one of the best in recent weeks. Weather was good and not too warm with the result that the top was filled for both performances.

Columbus, played the day previous, came up with half-filled stands for the matinee and almost a full stand that night. Rain in the afternoon apparently had little effect on the turnouts.

Red Lodge came up with surprisingly good business on the 14th. As the doors opened for the matinee, it started raining and continued thru the performance. The natives, however, were so glad to see the moisture, they came out to rack up a half house. And the night show topped all expectations as the patrons flocked in to leave few seats empty.

Roundup was one of the less lucrative spots on July 13, when

hot weather held down the afternoon crowd to a quarter but the evening show played to seats that were 75 per cent filled. Gourmets on the show, however, were pleasantly surprised when they dined on venison, bear, elk and buffalo.

Most of the jumps of late have been thru mountainous country. Going into Red Lodge, the show had 25 miles of three per cent grade all the way. From Lewiston to Roundup was a hilly jump of 132 miles and the other from Red Lodge to Columbus totaled 113 miles. Despite the rough runs, Pete Smith and his gang is getting the top up and ready to go by 1 p.m.

Recent visitors included Johnny and Ruth Strong who were en route to New York from Los Angeles; Mr. and Mrs. Harold Barbre, Mr. and Mrs. Jimmie Carrol, Carl Balmer, Andy Halversham and Mr. and Mrs. Paul Ringling.

Braly Show
Sets Route,
Staff, Talent

LAWRENCEBURG, Tenn., July 24.—The Braly Circus will open its fair route at the Franklin County Fair, Winchester, Tenn., the week of August 30, with a full week stand, E. R. Braly, president and general manager, announced.

The unit has also been booked for week stands at the Limestone County Fair, Athens, Ala.; Middle Tennessee District Fair, Lawrenceburg; North Alabama State Fair, Florence; Tri-State Fair, Corinth, Miss.; and the Alabama-Mississippi Dairy Show and Livestock Exposition, Tupelo, Miss. Individual acts will play fairs at Philadelphia, Miss., and at Galatin and Manchester, Tenn., Braly said.

Braly reports he has recovered from his recent illness. Other staffers are Fred Goldsmith, secretary-treasurer, and John Morrison, in charge of correspondence.

Talent set includes Buck Lucas, dogs, ponies and horses; Ferdinand the Bull; Bert and Corrine Dearo, slack wire and cloud-swing respectively; Aerial Alcidos; Wilfred Mae Trio, hoops, juggling and chimp; Cycling Sidneys; Dick Clemens and his lions; Roy Barrett, producing clown, aided by Jack Harrison; Princess White Cloud, organist, and Tommy Thompson, sound engineer.

Beers-Barnes
Biz Below '53

PORT CLINTON, O., July 24.—Beers-Barnes Circus drew two half houses when it played here Thursday (15) under auspices of auxiliary police. The show is playing near towns hit a month ago by Ring Bros. Circus. Roger Barnes said business this year has mostly been below the 1953 average.

NOBLESVILLE, Ind., July 24.—Alverado Circus, plagued by poor business for some time, shuttered here recently. Personnel has since scattered.

Gil Gray Pulls Strong
Turnouts at Bismarck, N. D.

BISMARCK, N. D., July 24.—Gil Gray Circus closed its four-day stand here Saturday (17) after doing business that started out on the slow side but built quickly and closed on a strong note. Afternoon crowds lagged behind the night turnouts presumably due to the daytime heat in the 10,000-seat Mandan rodeo arena.

A small crowd came out for the opening matinee and the afternoon shows were not better than half full for the balance of the run except Saturday when the

seats were almost filled. Night shows pulled nothing less than three-quarter houses all week and Friday night's turnout was an overflow.

Mrs. Max Craig, 34, fell 25 feet Friday when a hook in her rigging came loose. She suffered two broken vertebra and a fractured heel and is expected to be out of action for some time.

Show was sponsored by the Missouri Slope Shrine Club and it was reported 4,000 free tickets were handed out to youngsters.

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UNDER THE MARQUEE

By TOM PARKINSON

From Ringling Bros.' and Barnum & Bailey Circus, Mary Jane Miller reports the show hit the heat peak in Huntington, W. Va., where the official temperature reached a torrid 106. Carmen Ferroni rejoined but will be unable to remove the cast on her back for several weeks. Willie Weldon came in for much publicity when the show played her home town of Columbus, O. Mr. and Mrs. Braathen, circus fans, are back at their Wisconsin home after vacationing on the show. Mrs. Walter McClosky is currently vacationing with the org. Jeannie McClosky is currently vacationing with the org. Jeannie Sleeter Ferroni and daughter, Isabel, are back in Sarasota where Jeannie will await the stork. Agnes Stewart has been busy entertaining her visiting daughter and others. Word from Tampa is that Curley Stewart is up and around again. Les Thomas is also doing well. Tell Teigen, Leo Ortiz and Lilli Plato celebrated birthdays with parties. Pat Lombardi is on the sick list. Visitors: Mr. McElwee, Frank and Johnna Bohart, E. Walter Evans, Don Hayman, Mr. and Mrs. Don C. McIver and family, Bert and Corrine Deoro, Win Green, Jack and Ruth Meinhart, Mike Patrick, Rusty Bader and mother, Mrs. Utter and family, and Pat Lombardi's family.

King Bros.' Circus: Mr. and Mrs. Milt Herriott left from Rumford, Me., for Peru, Ind., to start fair dates. . . Mr. and Mrs. Gilman of Manchester, visited Mrs. Hincley in Berlin, Vt. . . Judy Hall celebrated her birthday in Rumford with a party for the small fry. . . Petunia King takes a daily rest between shows. . . Jimmie Douglas is keeping busy working in the pie car, making wardrobe and clowning. . . Mr. and Mrs. Larkin are sporting a new trailer. . . Carl Tyler has discarded his colorful vest.

Jo Jo Lewis reports that the Mills Circus performers really enjoyed their stay at Lake Luzon near Jamestown, N. Y., where the anglers wet their lines and a fish fry was enjoyed. Eva Lewis pulled in eight breem and Abe Goldstein came up with a good sized bass. . . Softball contests are being resumed with Jake Mills heading up the Red Caps and Harry Mills managing the butchers. . . At Rochester, N. Y. Mr. Griffin, of clown shoe note, was in on some deals in clown alley. . . Visitors: Betty Leonard, Wichita, Kan.; Mr. Lerch, Bellevue, O.; Roger Town, Buffalo fan; Ed Fel, Buffalo; Mr. and Mrs. Harry Lind, Jamestown, N. Y.; Dr. and Mrs. Al Voeghle, J. H. Dunn, Art Gunther, Ward C. Shaffer, Mr. and Mrs. Stephen Konder, Mr. and Mrs. Vern Orton and James Cole.

Charles Davitt and Joe Beach at Springfield, Mass., caught the Ringling and King Bros.' shows in New England. They also dropped in on the Aerial Ortons, Johnny Weldon, the Gretonas, and Sonny Moore and Riverside Park in Agawam, Mass. Two Mills Bros.' workers were injured slightly when a trailer carrying bleachers overturned in Rochester. They were driver George Norman and helper Lenzie Burgess. The tractor and trailer were uprighted in short order by elephants Jenny and Burma, under direction of trainer Virgil Segraves.

Billy Barton and Duane, serial duo, escaped uninjured recently when high winds struck Buckeye Lake (O.) Park. For a while they feared for their house trailer and rigging when the blow uprooted trees but everything wound up okay. The Sensational Keys, high wire, followed the act in Great Eugene, high wire, was a neighbor for a week. Barton and Duane visited the Ringling show in Zanesville, O., and chatted with Dennis Stevens, Albert White, Gene Lewis, Frank Cromwell, Barbette, Dick Anderson, Roland Tiebor Jr., Francis Hogan, Josephine Berosini, Clayton Beehee, Alex Konyot and Arthur Bursom. Visitors at Buckeye Park included Frank Cook and the Cycling Paiges. Barton act is now playing Pennsylvania fairs for Frank Wirth.

Clyde Carlton, manager of the Ringling No. 2 advertising car, suffered two broken ribs last week when the carryall he was driving skidded on a wet, oiled road near Decatur, Ill., and hit the ditch. . . Bill Green was a recent Chicago visitor, in to han-

die publicity on Cinerama. He was recently named regional advertising-publicity manager for Cinerama. Besides Chicago, he handles Minneapolis, St. Louis, Cincinnati and Detroit, maintaining an operation base in Detroit. . . Bill Naylor, press agent for the Polack Bros. Eastern unit also was a recent Chi visitor, stopping over en route from Escanaba, Mich., to Rockford, Ill.

Gene Holter, of ostrich training note, hit the front page of the Peru (Ind.) Daily Tribune, Tuesday (20) when his trailer-truck, occupied by three ostriches, a camel, zebra and monkey, broke down en route to Danville, Ill. While the kids had a big time, Peru old-timers said the sight was commonplace when that Indiana town was the base for a number of shows.

Beverly Allen reports the personnel of Hagen Bros.' Circus enjoyed their sojourn in the Adirondacks and the weather helped by being just about perfect. Miss Judy Merrick of Malone, N. Y., was a guest at Oneida, N. Y. . . Clown alley has a new walk-around in the form of a pink and blue rabbit with the credit going to Danny Styron. . . Allen's bear act added a new performer and now has a quartet of bears. . . Jean Nelson is now singing "You're a Grand Old Flag" in the opening spec. . . Visitors included Charles Hunt Sr. and Jr. and William F. Machaddo and family.

Poodles Hanneford, Harold Voise and Bill Naylor, all of Polack Eastern, chatted with movie people George Sherman, Victor Mature and John Lund at Rapid City, S. D., where the show played while a film company was working. Hanneford and Voise have been in a number of movies.

Hagen Bros.' Beverly Allen reports that New York State has brought both good weather and good business. . . Owner Howard Suez and family are back after closing the Cyde Bros.' stadium unit. . . The Bert Wallaces also have returned with the show-owned horse and dog acts. . . Rochester, N. Y., had two straw houses. . . Tom Maloy clowned at Auburn, N. Y. . . Sunburst Charlie Lockier has joined to paint the trucks again. . . Relatives of organist Fancher Pierce, the George Locks and Mrs. J. Oliverio, visited. . . The Wayne Newman act has new wardrobe. . . Visitors included Ted Maynard's mother, Lola; the Corky Fraziers and daughter, the James Maynards, and Dottie Rosenheim.

Activity on Polack Eastern continues according to Henry Kyes, show's correspondent. Visitors included Vernon McReavy, Mr. and Mrs. Frank Torrence, James (Jay) Ryan and K. A. Rasmussen. . . Rose Murphy and son left to join the Flying Walkos. . . Harold and Elsen Voise have gone all out on Western togs. . . Plenty of visiting between the show and Gil Gray org during the Fargo and Jamestown dates. . . Anglers scored big catches at Fergus Falls and guests at the fish fry included Ernest Hitchcock, Eva and Arline Walker, Gene Randow, Sam Warden and Henry Kyes. . . Mrs. Heinz Seeburg is working with the Wallendas. . . Mike Sardon is gin rummy champ of the week. . . All saddened by the death of Ruby Catchesall's mother. . . Nate and Harriet Lewis hosted a birthday party for Courtney on her sixth birthday.

Hunt Bros.' correspondent, Lou Nelson, writes that Agnes Oliver, of the hand balancing duo Luis Arley and the Oliver Sisters, was married recently to David Sidney, non-pro, in ceremonies at Lake Placid, N. Y. . . Allan Allen, trumpet, and Doss Gibson, drums, joined the band. . . Charles T. Hunt visited the grave of old-timer George S. Cole near Canton, N. Y. . . Bannerman George Foster had Roger Towne, CFA member, as his guest for several days. . . fishing members of the troupe report big catches. . . Don Francisco, equestrian director, left for a week to handle the

grandstand show at the Sealingforth, Pa., fair, July 19-24. . . Many of the personnel took a tour of the 1,000 Islands on Friday (16) in a chartered launch.

Ray Bickford visited. . . Loyal-Repenksy Troupe joined, reporting their long jaunt from Sarasota was made without incident. . . John Kasowski, driver and mechanic, had a few bad moments Sunday (18) while en route from Adams to Fulton. The left rear wheel of the elephant trailer he was driving left the vehicle but he managed to brake it to a stop. . . Among those who caught the circus movie "Ring of Fear" at Syracuse were Mr. and Mrs. George Foster, Mr. and Mrs. Roy Bush, David Weiss, Ray Sinclair and Nelson. . . Visitors: Floyd McClintock, Mr. and Mrs. Bill Machado, New Bedford, Mass.; Bob Dickman of the Hagen Show and Bill Beacock, fan from Brockville, Ont.

Henry Kyes, Polack Eastern, writes that Rene Geraldo's father is visiting from France. . . Rose Murphy's trailer was sideswiped by a tourist. . . Harold Voise celebrated his July birthday in Yellowstone Park. . . Kids and adults on the show are seeking swimming pools between shows, and the kids had a great time snow-balling each other as we crossed the Great Divide. . . Mrs. Hanneford is doubling at the popcorn stand with Rose Murphy and son. . . Fred and Betty Proper caught the dog races at Rapid City, S. D. . . Checking bulbs in the aerial hoop skirt number is a new job for the youngsters. . . Hans Merky's wife arrived from Munich and will work on the No. 1 stand. . . Mike and June Kuciak visited at Rapid City. . . The Al Perrys are in Bloomington, Ill.; Henry Barrett has Peoria, Rockford and Quincy; Bill and Pat Kay are in Fargo, N. D.; Mrs. Heller has Escanaba, Mich., and Clyde and Nelda Harrison are in Eau Claire, Wis. . . Gene Randow is taking some Masonic work. Al Ackerman is trainmaster. . . Larry Benner is working his musical saw and paper tearing bits on TV shows. . . Frank DeRue has a new walkaround. . . Sir Frederick Gless has added a juggling bit. . . Arnold Jess is the Wallendas' boss rigger. . . A

(Continued on page 82)

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ACTS WANTED
For late Fairs in Florida, Alabama, Georgia. Also Acts for Cuba and South America. Send permanent address.
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One more Contracting Agent (must be capable of setting good sponsored. See Miller, contact, Wild West People for Concert, Hammond Organist, Animal Men (Harry Hosaka and Jimmie Hamster, contact), Elephant Men. Truck Drivers and Working Men, come on.
Address: BILL MORRIS, c/o Kelly-Morris Circus, Roaring Springs, Pa.; 28; Central City, Pa.; 29; Everett, Pa.; 30; Hancock, Md.; 31; Cumberland, Md.; Aug. 2; Beckley Springs, W. Va.; 3; Martinsburg, W. Va.; 4; Waynesboro, Pa.; 5; Frederick, Md.; 6; Hanover, Pa.; 7; Carlisle, Pa.; 9; Harrisburg, Pa.; 10; Steelton, 11; Myerstown, Pa.; 12; Pottstown, Pa.; 13.

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RSROA Raises 50G In Anti-Polio Drive

NEWARK, N. J., July 24.—The National Foundation for Infantile Paralysis received close to \$50,000 this year from members of the Roller Skating Rink Operators' Association, according to Vic Brown, operator of New Dreamland Arena here, who headed the roller drive. Approximately half was turned over to the rink owners' group for relay to the

Heat Can't Crimp Ludwig Skating Biz

CARROLL, Ia., July 24.—Despite hot weather ranging from 95 to 100 degrees, Parkview Roller Skating Palace, a year round operation here, has continued to register business only slightly below winter figures, according to Charles C. Ludwig, owner-operator.

Based on his experience this summer, Ludwig anticipates a sharp increase in winter patronage, especially in equipment sales, since skaters' purchases in recent months have been off from those of previous years. Ludwig also bases his prediction on good crop conditions, the mainstay of the area's economy. "Crops look good, prices are strong and there should be plenty of folding money in circulation this winter," he said.

One of the larger of the State's rural rinks, Parkview sports an organ and recorded music. Ludwig, a veteran rink man who has operated in big cities and country towns, says that his Carroll Skating Club is showing solid growth. Already its members are at work in preparing for their eighth annual show which is offered at Parkview and in other area rinks as a business stimulant.

anti-polio people and the balance went directly from individual operators to local chapters throughout the country.

Monies were raised by a variety of methods, but mostly by shows, chance books and hustling March of Dimes containers.

"The success of our drive was due to the dimes and dollars of individual skaters and to wonderful co-operation by rink owners who helped collect them," said Brown. "The anti-polio cause is especially close to us, because sound limbs and roller skating belong together."

High on the list of contributions were \$1,529.11 from Fourth Avenue Roller Rink, Louisville; \$1,061 from Mercury Roller Rink, Norfolk; \$521 from Skateland, Gloucester, Va.; \$518 from the Portsmouth (R. I.) Rink and \$400 from Rollerland, Columbus, O.

A New York City chapter contest, with plaque for the winning rink, was taken by Shore Roller-drome, Neptune, N. J., with a contribution of \$332. With a dozen rinks participating, the Gotham competition accounted for some \$2,000 of the U. S. total.

Road Show Seeks Fem Skaters; 7 Months Booked

NEW YORK, July 24.—Girl roller skaters are wanted for "Hippodrome of 1955," a touring show which goes into rehearsal August 1 in the County Center, White Plains. Applicants should be 17 or older, high school graduates, and preferably with professional experience.

Merrill Steinman, company manager, is conducting interviews at Room 824, 1775 Broadway. The show opens in Quebec in September and is booked thru March so far.

Laval Summer Spot Bows in Montreal

MONTREAL, July 24.—Summer ice skating has just been inaugurated here and marks a first for the province of Quebec. Laval Summer Skating School, 10 miles from downtown Montreal, in St. Vincent de Paul, will operate until September 3.

So far the public hasn't been too enthusiastic, but it's a boon for professional or amateur skaters who wish to keep in trim during hot months. At the location is a pool, bowling alley, dining room, lounge and snack bar, plus a supervised skaters' dormitory on the top floor. Another first for Laval is that all skaters except single-sessioners are automatically insured against accident to a maximum of \$500.

Myers Season Big At Oak Ridge Site

OAK RIDGE, Tenn., July 24.—Myers Bros. Roller Rink, a portable, closed for the summer here July 17 after a season that was the best in several years, according to owner Lacy Myers. The rink had been under the management of Doug Morrow, who brought in his own organ, credited by Myers as being a factor in the increased gross. The rink is slated to reopen in September under the same management.

Fire Destroys Pitt Flamingo; \$50,000 Loss

PITTSBURGH, July 24.—Flamingo Roller Palace, a 50-year-old landmark in the east end of town, was destroyed by fire last weekend and less than an hour later its owner, Julius Navari, was seized on the order of Police Superintendent James Slusser.

Slusser said that a neighbor saw Navari burning rubbish near the rink Saturday (17), shortly before it burst into flames that later threatened the entire neighborhood. Navari, 46, denied burning trash at his rink. Instead he blamed the fire on youngsters whom he said he saw playing near the rink's tarpaper-covered walls. Slusser indicated that the arson squad would investigate the fire.

Several firemen suffered smoke prostration and Navari himself received a scorched forearm while battling the fire with a hand extinguisher.

The fire swiftly enveloped the building, racing thru its frame walls and rafters. In less than an hour its roof crashed.

Fire Chief Stephen Adley estimated the loss at \$50,000. Navari said the building was insured for \$30,000, "but it's worth \$100,000." He said he had \$6,000 worth of skates in the building.

Volunteer workers were credited with averting a major neighborhood disaster. The volunteers quickly helped unroll hose and train water on the blaze to prevent its spread to frame flats adjacent to the rink. Even so, cinders ignited shingles on a half-dozen nearby homes. Navari's adjoining home was the most seriously damaged.

Navari told police he had been repairing his kitchen before he noticed "four or five kids playing against the rink's wall. Then I saw smoke and ran over and they scampered away," he said. "The flames started creeping up that tarpaper covering and I got an extinguisher. But it was too late."

Navari said the rink had been closed temporarily for the summer. During its history the building had been used as a dance hall (the Bryn Mawr), a hotel and a fight arena before becoming a rink.

DRIVIN' 'ROUND THE DRIVE-INS

THE TROUBLES of Robert H. Baronoff, who built a \$90,000 drive-in near Morrisville, Pa., last year only to find out about two acres of the seven-acre tract in the residentially zoned section of Makefield Township, and the rest, including the screen and about half the parking space, in unzoned Falls Township, and had the Makefield board of supervisors turn down his request to permit use of the portion of the drive-in in that township, continued when his appeal to Bucks County Common Pleas Court on the Makefield decision was also turned down. Baronoff, facing the loss of half of his customers potential, has 20 days in which to file an exception. . . . Bill Whyte, former owner of the Star, Harrisburg, Pa., is in charge at the Roosevelt and Lincoln Drive-Ins in the Philadelphia area for the Neil Hellman interests. . . . Mrs. Jerry Reynolds recently purchased the Rocket Drive-In at Strawn, Tex. . . . CinemaScope equipment has been installed at the Park Drive-In, Abilene, Tex., according to Wally Akin, manager for the Interstate Theater Circuit. . . . The Skyway Drive-In, Houston, owned by Jack A. Farr, was robbed of \$334.42 by thieves who broke into the office safe. . . . CinemaScope has been installed at the King Drive-In, Kingsville, Tex., according to Chester Kyle, of Joseph & Kyle. He also announced that the construction was nearing completion on the Rancho Drive-In there. . . . A new 80 by 40-foot fiber glass screen has been installed at the Circle Drive-In at Beaumont, Tex., according to Frank Fritsche, manager. The drive-in is operated

Report Progress in World Contest Fund

ELIZABETH, N. J., July 24.—William Schmitz, general manager of the America on Wheels chain of rinks, who was named to the committee to promote world championship skating contests during the recent convention of the United Rink Operators in Washington, said this week that he has already been in contact with Mr. Gilbey in London and received word that the next world meet will probably be held in Germany in October, 1954.

Named to the committee with Schmitz, who represents rink operators, were George Apdale, president of the United States Amateur Roller Skating Association, to represent amateur skaters; Jean Van Horn, Mineola (N. Y.) Roller Rink, representing professionals, and Joseph Shevelson, Chicago Roller Skate Company, representing manufacturers.

Schmitz said that lack of funds has prevented American participation in European skating events which have been carried on in recent years. However, several substantial contributions were made at the URO-USARSA

Washington meeting toward financing the cost of U. S. participations in the October events.

Milt Aranson, of the Johnny Jones Jr. Company, Pittsburgh, donated \$100 toward the fund at the Washington gathering. Jack Adams, New York skate equipment supplier, pledged the payment of round trip expenses for one skater amounting to \$600, while America on Wheels pledged \$1,200 to pay expenses of two skaters. Earl Van Horn, operator of Mineola Roller Rink, reported that a representative of Raybestos-Manhattan also came in with a pledge of a substantial amount to the contest fund, while Sam Sholes, operator of Riverview Roller-drome in Massachusetts, donated \$10 because he had "mis-laid" his URO pin which he is required to wear at association meetings.

Schmitz expressed belief that publicity derived from the promotion will be beneficial to both operators and manufacturers. "It may be the needed 'shot in the arm' for the rink business that everyone is talking about," he said.

ROADSHOW REP

BOB AND PEARLE LA-THEY'S

U-Lik-A Players are now in their eighth week of a tour slated to close October 2, at which time Mr. and Mrs. La-They will take a short vacation before resuming their established route of school dates. In addition to the La-Thays the cast includes Buster and Kay Doss, Charles and Lois Hale, Ray W. Smith and Billy Ward Smith. Show has eight pieces of rolling stock, including three cars, three trailers and two trucks. Business has been consistently good since the May 17 opening, according to La-They. Recent visitors on the show included Merle Webster, L. O. Gunn, magician; Mr. and Mrs. C. L. Williamson, Marilyn Arnold, Mrs. Myrtle Arnold and sons Lowell and Wayne, Lillian and J. B. Bobo, and Leon and Betty Pinter, of the Zarlinton show. . . . Abbott Marshall writes from Boston: "Thru the kindness of George Steele, Ashland, Ky., I finally got the roster of Mack's Minstrel Show that opened September 17, 1953, at Chester, S. C. It included Slim Williams, Lou Tortoro, Don Paige, Possum Gill, Danny Evans and Johnnie King, endmen, and Dick Purcell, Lonny Branch, Pat O'Hara, Danny Evans and Harry Mack, singers. The show was directed by Henry Mc-Iver. The show was well received at Chester but it reportedly had a short season owing to the shortage of advance help. . . . A. N. Newman writes from Fort Scott, Kan.: "Have been in this area trying to break even with a museum road show, but the sector is not prosperous and I am going to hustle toward the Northwest. Kansas is far from the show State that I knew it to be in the old days of stock and rep. . . . Wilbur Carroll writes from Philadelphia: "I read with interest about the old tent shows, but few mention those of the East. They included such outfits as the Buddy, Billy Blythe, Roe Nero, George Bishop, Murdoch Bros., Craig Bros., Tyler, Dave Costa, J. C. Rockwell, Perry & Patten, Hank Keene, Crawford, Henri La Vine, Chris Tate, George Spicer, Berry, Mabel McIntire, Leighton and Robert Warren shows. These shows were more of the city type and played city lots. If Ohio were added there would be perhaps 25 more, as the State was choked with tenters."

to ask whether any former members of the old Snow-Heron rep show are still active. . . . C. C. Caldwell, who has a trailer caravan-type show with his wife, writes from Kendall, Tex.: "I feel that I had a very lucky break in moving north and out of the Laredo area just before the Rio Grande went out of its banks. We had been doing okay, but hot weather drove us north just before the flood. The Lone Star State is far from being the State it was 20 years ago when I first arrived from Minnesota. The Western sector has been hurt by dust storms that have killed off good show country. I haven't seen a tent show this summer. It's just as well, because the weather would have licked them. Met a few strollers who were doing okay. They carry little baggage and can pick up and get when necessary. . . . Gordon McKay, who has a wall tent show in the Foreman, Ark., area, reports biz that is only average. McKay is mulling the idea of dropping his tent to play street dates on a platform. "Cattlemen and farmers are complaining and no amount of billing seems to bring the people out," says McKay. He hopes to fatten the bank-roll by playing some celebrations. . . . Carl Griffin reports so-so biz in the area around North Bay, Ont. He plans a move West soon. "Canada is shutting off street showings by hiking licenses beyond what the little fellow can pay," says Griffin. He features the bill, "Expose," done by three people. Some celebrations are upcoming for the show, Griff reports

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MERCHANDISE TOPICS

Write The Billboard's Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Customcraft Jewelry Manufacturing Company, Providence, R. I., suggests that no experience is needed to earn more money with its line of men's jewelry, costume jewelry, pearl sets, religious goods, etc. The line can be sold year round and the company will send its catalog free to anyone wishing a copy.

Milwaukee Novelty Company specializes in identification bracelets of all kinds. The firm has them in aluminum, nickel plate, nickel silver plus six styles in chromeplate. Included in the stock are signet rings, heavy-weight Mexican rings, anklets and related items that engravers use at carnivals, circuses, fairs, etc. For \$2 the firm will send a representative group of samples.

National Distributing Company, Miami, reports heavy sales volume on its yellow cased wrist watch. This is a wafer thin model with genuine leather band which the firm claims has plenty of flash. There is a one-year guarantee with every watch which come with 17 jewels. Sample price is \$7.50, but the price to quantity buyers is \$6.95.

Gellman Bros., Minneapolis, is offering free its new general catalog, which "assembles the greatest line of novelties in the history of the firm." The book is bound and should prove an asset to those who require novelties and premium items at low prices.

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Kenway Products, Milwaukee, has introduced its Mile-O-Dial sales stimulator. This is a pocket-sized indicator that quickly gives the automobile driver the exact miles per gallon at a glance. The firm says that because everyone is interested in how many miles per gallon his car gets, this is a perfect item for premium or give away purposes. The indicator is made of soil resistant stock with enough room for an advertising message. The firm will send three samples for 25 cents.

Bingo King Company, Littleton, Colo., says that it has a complete line of quality bingo supplies and equipment. The firm features its automatic bingo boards and will send a catalog and price list on request.

Central Flag & Banner Company, Cincinnati, reports a strong volume of orders for its felt souvenir pennants which it makes to order. Quality merchandise and low prices at which the pennants are offered are responsible for the wide acceptance, according to the firm. General Flag also makes T-shirts and emblems to order and has a price list available for anyone who will drop them a postcard.

Cel-Max, Inc., Memphis, importer and wholesaler, has a line of reconditioned nationally advertised watches. The firm offers them complete with gold-filled American made expansion band at \$9.95 each. Fancy watch boxes are available at 95 cents each and the firm invites inquiries, saying it will be glad to send a price list.

Manar Sales Company, Seattle, has imported "Hunter's Friend," a combination axe and hunting knife. The axe has an adjustable wrist strap, perfect balance handle, forged and hardened steel blade and leather protector case. The knife has a surgical steel blade which the firm claims will hold its razor edge. The knife sheath not only protects the edge but also has a small pocket into which a compass is fitted. The five items, axe protector, hand axe, hunting knife, leather sheath and compass may be had at the competitive price of \$8.95 each. The firm offers to pay shipping charges if cash accompanies order.

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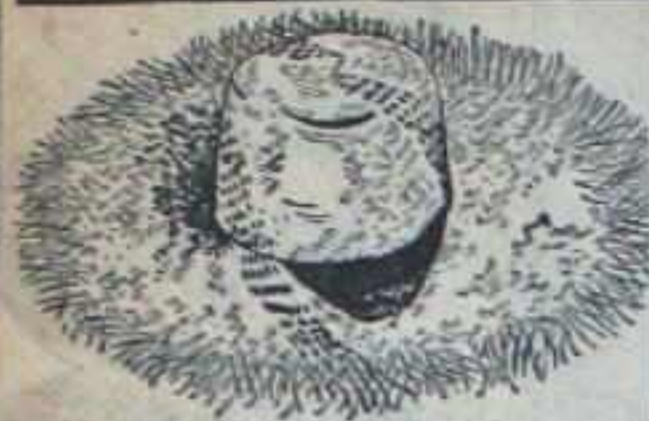
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COMING EVENTS

Continued from page 54

Walsenburg—Spanish Peaks Fiesta, July 29-31. District of Columbia Washington—Legion Festival, July 28-Aug. 1. Illinois Avon—Pat Steer Show, Aug. 19-21. Nick Yacca. Beardstown—Fish Fry, July 26-31. 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. 23-28. Galva—Centennial, July 29-Aug. 1. G. P. Bailey. Grand Tower—Homecoming, Aug. 6-8. Grayville—Tri-State Oil Show, Sept. 4-8. Vanell Smith. Hoopston—Sweet Corn Festival, Sept. 7-9. Johnston City—Tri-County Labor Day Celebration, Sept. 1-7. Ralph Cooksey. Olney—Conservation Day and Flow Matches, Sept. 16-18. Palmyra—Terry Park Industrial Fair, July 26-29. Rantoul—Centennial, Aug. 1-7. Roodhouse—Jaycee Homecoming, Aug. 19-21. Sullivan—Moultrie-Sullivan Homecoming, Aug. 6-7. Paul M. Krowa. Indiana Charleston—Firemen's Benefit, July 26-31. Huntington—VFW Homecoming & Street Fair, Aug. 3-7. Max A. Patten. Lowell—VFW Festival, July 26-31. North Vernon—Centennial, Aug. 1-7. Philip Fox, Fifth Street. Odon—Old Settlers Meeting, Aug. 19-31. Lex Seneff. Terre Haute—Miners Picnic, Aug. 6-8. Alex Oliver, 1461 N. 9th St. (Continued on page 59)

Iowa Charles City—Centennial, Aug. 15-21. Hartley—Diamond Jubilee, Sept. 9-13. Muscatine—Celebration, Sept. 6-7. A. J. Duffy, 719 E. Sixth St. Sioux City—Centennial, July 24-31. Waterloo—National Dairy Cattle Congress, Oct. 2-9. Kansas Marysville—Centennial, Aug. 16-21. Wichita—Territorial Centennial, Sept. 19-26. Harry Peebles, 431 S. Main. Wichita—Territorial Centennial, Sept. 19-24. 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 27-30. Maryland Elkton—Cecil Co. Breeders Fair, Sept. 11. William Shelton. Michigan Ann Arbor—Gladiolus Show, Aug. 8-9. Baraga—Baraga Co. Dairy Show, Aug. 12. Theodore Sadelin. Coloma—Gladiolus Show, Aug. 21-22. East Lansing—Gladiolus Show, Aug. 1. Parelwe—Celebration, Sept. 6. Flint—Holy Redeemer Festival, Aug. 6-8. Grand Rapids—Guernsey Breeders Show, Aug. 1 Raymond Jost. Hillsdale—S. Eastern Mich. Guernsey Breeders Show, Aug. 12. Bill Bradstreet. Lmlay City—Mich. Ayrshire Breeders Show, Aug. 4. Alice Taylor. Ishpeming—Centennial Celebration, July 25-31. Howard Varvli, Woolworth Bldg. Lakeview—Lakerview Jr. Livestock Show, Aug. 10. H. W. Reading. Lapeer—Thumb Dist. Guernsey Breeders Show, Aug. 4. Harold L. Kingsbury. Menominee—Menominee Dairy Show, July 31. Gall E. Bowers, Courthouse. Midland—Mich. Gladiolus Show, Aug. 15-18. Millington—Millington Centennial, Aug. 11-14. Dale F. Stewart. Ruyard—U. P. Jr. Pat Stock Show, Aug. 12-13. Missouri Braymer—Celebration, Aug. 17-20. Calhoun—Coil Show, Sept. 18-11. M. L. George. Cassville—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. Gault—Celebration, Sept. 8-11. Hannibal—Street Celebration, Sept. 20-25. Chamber of Commerce. Jamestown—Celebration, Aug. 6-7. Joplin—Jr. Beef Show, Sept. 27. Chas. Joffiff, 112 W. Fourth St. King City—Tri-Co. Livestock & Horse Show, Aug. 12-13. Bud Procter, Box 154. Kirksville—Celebration, Sept. 23-25. Laredo—Celebration, Sept. 1-4. Maryville—Baby Beef & Pig Show, Sept. 30. K. Walkup. Milan—Jr. Livestock Show, Sept. 11. Mrs. P. M. Marr. Moberly—Lawrence-Barry Co. Dairy Show, Sept. 3-4. Helen Sager. Paris—Celebration, Aug. 18-14. Parnell—Celebration, Aug. 2-4. Patsburg—Jr. Livestock & Home Economics Show, Aug. 22. Paul Lineberry. Portageville—National Soybean Festival, Sept. 3-6. St. Joseph—Buchanan Co. Livestock Show, Sept. 18. Webb Embrey. St. Joseph—Interstate Baby Beef & Pig Show, Sept. 21-23. H. M. Garlock. St. Joseph—Interstate Home Economics Shows, Sept. 11-23. Webb Embrey. Shelbyville—Celebration, Aug. 25-28. Skidmore—Pumpkin Show, Aug. 26-28. Sam R. Albright. Tarkio—Livestock Show, Aug. 27-28. Rankin Sheets. Tindell—Celebration, Sept. 16-18. Union—4-H Livestock & Home Economics Show, Aug. 3-4. Albert Schulte. Urbana—Four-Co. Dairy Show, Sept. 25. H. R. Klein. Nebraska Omaha—Centennial, May 31-Sept. 6. Shelton—Celebration, Aug. 2-4. Trenton—Pow Wow, Aug. 5-8. Nevada Elly—Nevada Pair of Industry, Aug. 24-28. P. F. Hoover. New Jersey Atlantic City—Miss America Pageant, Sept. 7-11. Cape May—Antique Show, July 25-31. Hammonton—Our Lady of Assumption Celebration, Aug. 5-14. Ralph Santelli, 211 French St. Wharton—Celebration, July 28-31.

New York Deposit—Delaware Co. Firemen's Convention, Sept. 7-8. Haverstraw—Centennial, July 26-Aug. 1. Morgan Demarest. Mechanicville—Italian Feast of Assumption, Aug. 9-15. Monticello—Sequelentennial, Sept. 6-11. New York—International Gift Show, Astor Hotel, Aug. 22-27. Niagara Falls—Home Show, Sept. 11-18. Anthony P. Sohori. Tonawanda—Tonawanda Carnival & Fair, Aug. 19-22. Ray Wells. North Carolina Asheville—Buncombe Co. Festival, Aug. 30-Sept. 4. Ohio Cleveland—Lions Club Festival, Sept. 2-4. M. M. Romick, 31 Public Square. Cincinnati—Food and Home Show, Aug. 16-29. G. J. Fredrika. Dunkirk—Community Park Festival, Aug. 19-20. Roy Wilson. Forest—Centennial, Aug. 2-7. Magnolia—Homecoming, Aug. 11-14. New Lebanon—Dixie Booster Club Celebration, July 26-31. Troy—Miami Valley Food & Appliance Show, Sept. 17-19. Uhrichville—National Clay Week, Aug. 3-7. Wauseon—Centennial, Aug. 16-21. Oklahoma Anadarko—Indian Exposition, Aug. 16-21. Enid—Quarter Horse Show & Race Meet, Aug. 4-7. Epid—Sooner State Dairy Show, Aug. 30-Sept. 3. Henryetta—Labor Day Celebration, Sept. 3-6. Mangum—Pioneer Reunion & Rodeo, July 29-31. Rush Springs—Watermelon Festival, Aug. 9-14. Oregon Joseph—Chief Joseph Days, July 30-Aug. 1. Stayton—Santiam Bean Festival, July 27-31. Pennsylvania Altoona—Road Celebration, Aug. 16-21. Homer City—Centennial, July 26-31. Latrobe—Western Pa. Firemen's Convention, Aug. 8-14. M. E. Saxman.



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New Plastic Whistling Birds, American made, Dozen \$9.00, Gross 9.00
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Long Silk Lash Whips, Dozen \$14.00, Gross 14.00
12" Fur Monkeys with Fez and Pipe, Dozen \$2.50, Gross 2.50
7" Fur Monkeys with Fez and Pipe, Dozen \$9.00, Gross 9.00
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American-made Flying Birds with Whistle, Dozen \$9.00, Gross 9.00
Pennant Canes, good grade, Per 100 \$1.50, Gross 12.00
Squirt Rubber Dog and Ball, It lifts its leg, Dozen \$2.00, Gross 21.00
Bubbling Baby, newest novelty, Dozen \$2.00, Gross 19.00
Large size Indian Headdress, Dozen \$2.00, Gross 2.00
Large plastic silver Gun and Holster Set with Badge, Dozen \$3.50, Gross 39.00
Imported Leis (10 gross), Dozen \$1.30, Gross 1.30
Novelty Tinsel Knives on key chains, Dozen \$2.50, Gross 2.50
Ladies' Plastic Wallets, with change purse and four card holders, pastel colors, Dozen \$ 4.00
Pearl-handled two blade Knives, key chain attached, Dozen \$ 3.00
Scatter Pins, beautiful designs, Dozen \$3.25, Gross 37.50
Earrings, gorgeous designs, Dozen \$3.25, Gross 3.25
Large size Crying Towels, lots of fun, Dozen \$ 5.00, Gross 5.00
30-inch Plush Bears, cotton stuffed, assorted colors, Dozen \$20.00, Gross 20.00
Spotted Dalmatian Dogs, with chain, Dozen \$11.50, Gross 11.50
Large Sleepy Dogs, assorted colors, Dozen \$7.50, Gross 7.50
New Chenille Dolls in plastic carrying cases, Dozen \$8.75, Gross 8.75
Slum Key Chains, Dozen \$2.50, Gross 2.50
11" Red Plush Circus Monkey, Dozen \$3.50, Gross 3.50
Confederate Hats, Dozen \$5.00, Gross 5.00
Large size Tess-Up Mickey Mouse Balloons, Dozen \$9.50, Gross 9.50
Zippo-type Lighters, Dozen \$5.50, Gross 5.50
Confederate or Pirate Flags, muslin, 12x18, Dozen \$2.00, Gross 2.00
Medium size Rubber Horses, Dozen \$3.25, Gross 3.25
Rubber Squawking Animals, Dozen \$3.50, Gross 3.50
12" Inflated Rubber Elephants with moving eyes, Dozen \$3.00, Gross 3.00
Dart Balloons, 10 gross, Dozen \$ 50, Gross 50
Lots, made in U.S.A., Gross \$19.50, Gross 19.50
Miniature "Hit" Camera, with leather case, Dozen \$15.00, Gross 15.00
Small Rubber Horse, Inflates, Dozen \$ 2.00, Gross 2.00
Small Rubber Monkeys, Inflates, Dozen \$ 2.00, Gross 2.00
Trading Cards, Baseball Players, Airplanes, etc., Gross \$ 8.50
Comic Buttons, assorted, 1,000 \$ 9.00
Gorgeous 5-piece Jewelry Set, Dozen \$18.00, Gross 18.00
4-Piece Utility Screw Driver Set, plastic case, Dozen \$ 7.00, Gross 7.00
4-Piece Table Cutlery Sets, stainless steel, ivory handles, boxed, Dozen sets \$15.00, Gross 15.00
Large Mexican Sombrero, Dozen \$5.00, Gross \$5.00
Fine Quality Yacht Caps, Dozen \$ 7.00, Gross 7.00
Motorcycle Caps, Dozen \$ 6.00, Gross 6.00
Slum Click Guns, Dozen \$ 3.00, Gross 3.00
46 Ligma Comic Buttons, 1,000 \$ 9.00, Gross 9.00
Jumbo Comic Buttons, 100 \$ 8.00, Gross 8.00
Men's and Boy's Baseball Caps for any team, Dozen \$ 2.75, Gross 2.75
Lancaster Batons, Dozen \$14.50, Gross 14.50
American-made Flying Birds, with loud whistle, Dozen \$ 8.00, Gross 8.00
4-point Pin Wheels, Dozen \$ 8.50, Gross 8.50
8-point Pin Wheels, Dozen \$ 9.50, Gross 9.50
216 Fiddle Balloons, Dozen \$ 7.00, Gross 7.00
29 Round Balloons, Dozen \$ 2.75, Gross 2.75
15 Pioneer Mickey Mouse Balloons, Dozen \$ 8.00, Gross 8.00
Bow Pin Flags, Dozen \$ 1.00, Gross 1.00
Army Air Force-type Sun Glasses, in leatherette cases, Dozen \$ 5.50, Gross 5.50
Small Rubber Inflated Monkey, Dozen \$ 2.00, Gross 2.00
Small Rubber Inflated Horses, Dozen \$ 2.00, Gross 2.00
Slum Necklaces, Dozen \$ 2.00, Gross 2.00
14" Plush Majors, Dozen \$10.50, Gross 10.50
14" Plush Bears, Plastic Nose, Dozen \$10.50, Gross 10.50
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 Shade Gap—Soldiers-Sailors Fair & Picnic, Aug. 2-7.

South Carolina

Gaffney—Bi-centennial, Sept. 12-18.
South Dakota
 Burke—Homecoming Days, Aug. 20-21.
 Edinburg—15th Anniversary Celebration, July 27-28.
 Croton—Harvest Festival, Aug. 20-21.
 Kennison—Lynan Co. Fall Festival, Sept. 17-18.
 Lake Preston—Diamond Jubilee & Watermelon Festival, Sept. 5-8.
 Madison—Yankee Doodle Days, July 20-21.
 Martin—15th Anniversary Celebration, July 20-22.
 Mitchell—Corn Palace Festival, Sept. 19-24.
 Leon Harmon.
 Parkston—Community Days, Aug. 20-21.
 Salem—Harvest Festival, Aug. 23-24.
 Timber Lake—Days of '36, Aug. 24-29.
 Vermillion—Days of '36, Aug. 24-27.
 Wagner—Celebration, Sept. 5-8.
 Yankton—Free Pancake Day, Sept. 20-Oct. 1.

Tennessee

Gallatinburg—Handicraft Fair, July 25-28.
 Jackson—Masonic Picnic, Aug. 12.
 Tullahoma—Celebration, Aug. 23-24.

Texas

Dalhart—ITT Reunion and Hoken, Aug. 9-10. Nick P. Craig.
 Dallas—Allied Gifts & Jewelry Show, Hotel Adolphus, Sept. 2-3. Allied Exhibitors, 3632 Wilshire Blvd., Los Angeles.
 Flores—Peanut Festival, Sept. 24-25. Robert F. Spence.
 Fredericksburg—Angers Goat Show & Sale, Aug. 5-7. Price Guiley, Uvalde.
 Hico—Reunion, Aug. 23-28.
 Junction—Hill Country Race Meet & Goat Sale, Aug. 12-14. Fordtran Johnston.
 Kerrville—Southwest Sheep Dog Trials, Sept. 24. Jim Thacker.

Utah

Brigham City—Preach Days, Sept. 10-11. Chamber of Commerce.

Virginia

Raymarket—St. Paul's Partib Horse Show, Aug. 28.

West Virginia

Charles Town—Horse Show, July 29-31.

Wyoming

Cheyenne—Cheyenne Frontier Days, July 27-31.
 Evanston—Cowboy Days, Sept. 6-8.
 Shoshoni—Water Carnival, Aug. 7-8.
 Thermopilis—All American Indian Days, Aug. 7-8.

CANADA

Alberta

Calgary—Home Show, Sept. 10-18. George Coullis, 1189 1/2 Division St.
 Edmonton—Home Show, Sept. 24-Oct. 2. Johnny Scallan, 11311 110th Avenue.

New Brunswick

Woodstock—Old Home Week, July 26-31.
 Windsor—Emancipation Day Celebration, July 21-Aug. 2.

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 Place Voice Thrower on tongue against roof of mouth, wide and towards angle of mouth. Blow through it. Lips then close.

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PIPES FOR PITCHMEN

By BILL BAKER

WE DON'T KNOW what has happened this week but nevertheless a couple of the old-time pitchmen have crawled out from behind the woodwork to let us know where they have been. First, Merton Craig sneaks in and now, from Dallas, Chic Denton has this to say: "It's been many years since I've sent in a pipe—Thomas G. Pasha (Alexander the Great Astrologer). We still own the Osage Herb Store at 2306 Elm St., Dallas—the old rocking chair store. We wore out the old rocking chair but we still have many more comfortable ones around the place and the welcome mat is always out for all the pitchmen. Fred Hudspeth, who also lives in Dallas, visits us often and our old friend of many years, Edward St. Mathews, visited us a few weeks ago. Merchandise was Ed's line and he really knew his business when it came to tossing the stuff around. My last fair was a blommer at Louisville in 1929. Alex and I are sleeping in the same bed every night and have a regular roof over our heads. We are dyed-in-the-wool home guards now and we get quite a kick out of seeing all the J.C.L.'s working the stores around here. Remember, boys, the welcome mat is always out for you here."

POSTALING FROM Alma, Ga., Chief Grey Fox says that he's had his show open down there for four weeks and that, in spite of the hot and dry weather, business has been on the fair side. The Chief reports that Byron Braun, Little Doc Roberts and about six other med shows are anchored around South Georgia. What a mess of jackpots those characters must be cutting up.

MERTON CRAIG SAYS... "In a past issue of The Billboard, I sent in a pipe and brother Bill Baker said 'Get a load of this stuff.' Well here is another load. I'm still in Vermont enjoying nice mountain air and water and will be here until August 1 then I'm going to move into New York State and make a home and stay put for a bit. I have traveled all over the country during my lifetime and have done nothing but shack up in Pullmans and trailers. I started in show business in 1907 and believe me, I've seen plenty during all that time. Now, did any of you guys and gals ever think that you might have a new field to work, namely—drive-in theaters. My reason for the idea is this. I spent quite a bit of time last winter around a drive-in and I can see where it might pay off if you had some of the automobile items that are on the market, such as polish,

spark intensifiers, novelties, etc. As I noticed, many of the customers come early to get a good spot for their car and while waiting would like to be entertained and perhaps buy an item. Then comes the intermission of about 15 minutes. This would be the time for another pitch. After the show started again you could fold up and take off for your trailer or hotel room. I may be dreaming but remember that a lot of money-making ideas have developed from dreams. At a drive-in, the crowds change nightly and methinks I sure would try 'em out if I were active. Since most of the theaters are beyond the city limits, they are out of the clutches of the city fathers. There are thousands of them all over the country now and there are more being built right along. In the South, they stay open 12 months out of the year so it seems to me that the opportunities that they afford are limitless. A few weeks ago I met Glen B. Payne, one of the best sheet writers and demonstrators that I have ever known. He was on my show during the 1920 and 1930 season. Glen is now in semi-retirement and is living in Mohawk, N. Y. This guy could really write some pipes but like so many who could write 'em and send 'em just fall to do so. We all miss some of the good reading from some of you old-timers. Here are some others I would like to hear from: George Sands, Doc White and Vic Irollie. You boys and many of the others, send in your pipes and keep the good lad at the desk happy." (Editor's note: Our good friend Merton has a great idea there so we'll not only be looking forward to hearing from him again but also from the boys whose names he has mentioned.)

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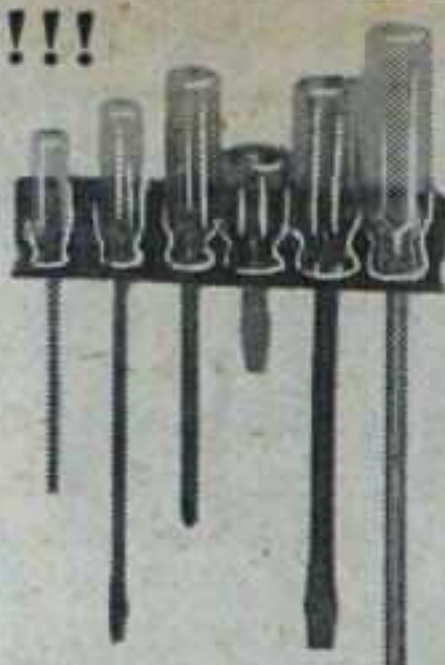
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UNDER THE MARQUEE

Continued from page 77

utensil shower was given for Jimmy and Joan Olson. . . Pool tournament winners last week were Mike Landon, Harold Voise and Gene Randow.

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cently on a tour of fairs that will take it into North and South Dakota, Iowa, Minnesota, Nebraska, Wisconsin and Kansas. Featured in the show are Lee Slade, manager and emcee; Bonnie Brooks, organist; Frank J. Schalk, drummer and stage manager; Joe



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- 32" GIANT RAYON PLUSH BEAR Cotton Stuffed \$24.00 doz.

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Captain John Tiebor was forced to work a solo seal act recently at Mountain Park, Holyoke, Mass., when his 13-year-old seal, Charlie, died, apparently from drowning following cramps. . . . Bobby (Hi-Brown) Burns, former circus and minstrel man, is working back stage at the Central City (Colo.) Opera. . . . John Dyar, formerly with the Reubins-Bailey minstrel troupe, is singing at the opera. . . . Tim Boaz, billposter, is still posting 'em, this season for the summer stock company at Elitch Gardens in Denver.

M. G. Garrow played host for Bob Loeffler and George Chindahl last weekend at his camp near Escanaba, Mich. The trio cut up jackpots for several days. . . . Theodore T. Wendt of the Hagen clown alley recently joined the Circus Clown Club thru Danny Styron. . . . W. Tard

Northrop, assisted by Bruce Griffin and John Hatch, clowning for the Shinhopple, N. Y., community picnic. . . . Charles Miller, veteran rigger, was the subject of a feature story in a recent edition of the Huntington, W. Va., Advertiser. . . . Jimmy Morgan and a nine-piece band has been re-skedded to play for the Tom Packs' Circus at Parkersburg, W. Va., July 28 and at Fairmont, W. Va., the following day.

Ed Hiler, veteran agent, is now contracting for King Bros. Circus. . . . A number of elephant men had a get-together recently at Joyland Park, Sheboygan, Wis. The huddle included Ed Wedman, Jim Reynolds and Bill Woodcock, who were guests of George Thompson. Woodcock had his elephants at the Waterford, Wis., festival last week along with Low Christie and his comedy bike act and the Aerial Christensens.

Dick Tanas, former drummer with a number of shows, recently caught Hagen Bros. Circus in Michigan where he renewed acquaintances with Francher Pierce and Tex Maynard. . . . Cookie the Clown has been booked for the Los Angeles County Fair at Pomona. . . . Paddy the Clown is working ad stunts in the Los Angeles area.

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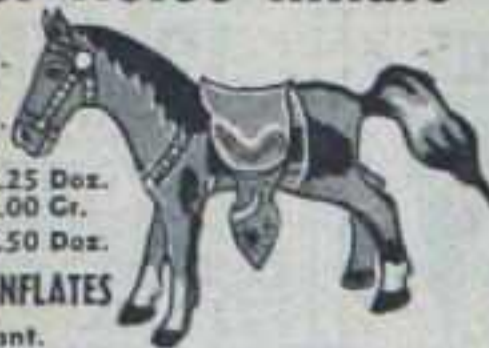
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2" PIDDLE PUP—Terrific demonstrator (boxed) 1 1/2" with beer or water. He lifts leg and wets. \$27.00 gr. — \$2.50 dz. (\$2.75 postpaid.) Little Oscar Award Label carded and pin boxed 90c dz. extra. 2 samples 10c. 25% dep. on C.O.D. gross lots only.
STEVENS ENTERPRISES
1611 W. 4th St. Los Angeles 17, California 1 sample each above \$1 P.P.D.

A PERFUME SENSATION!
Full ounce bottle of WORLD FAMOUS FRAGRANCE—in a bottle of distinctive design—and plush, gold-trimmed container. \$35.00 VALUE EA. Yours at \$2.50 ea. 6 for \$12.00
TREMENDOUS PROFIT OPPORTUNITY
Assortment includes 8 Sibonne fragrances resembling nationally advertised perfumes.
Also available in 1 1/2-gram gold-top bottles at \$7.00 dozen. Original fragrances sell at \$3 to \$6 per 1 1/2 gram.
Order your first shipment today!

Calling All Pitchmen!
Calling All Demonstrators!
Here is the HOTTEST item in America!
You've seen it at leading department and housewares stores all over the country! You've seen it advertised in newspapers and magazines! Now we offer it to you to sell! A one-minute demonstration sells dozens!
You just can't miss at carnivals, bazaars and fairs with the sensational Swisshouse Onion and Food Chopper! The handiest gadget that ever entered a kitchen—it chops and minces all food easily, quickly and safely all coarse or fine as you like it. Ideal for parsley, celery, pickles, eggs, nuts, baby food, etc. And, of course, onions—without tears! Self-clearing blades! Just rinse to clean! No rusting parts! No disassembling!
It's just what every housewife needs! Get started now on the BIG PROFITS! Send in your order RIGHT AWAY! Send \$1 for a sample chopper or \$11.40 for a one-dozen trial order. Sells nationally for \$1.98! Net cash with order—we pay postage. Pitch and flash available.
THRIFTOOL SALES CO.
122 E. 25th St., NEW YORK 10, N. Y. ORegon 3-2813

MEXICAN JUMPING BEANS
They rated THREE pages of pictures in LIFE magazine. They have been in the movies, on the radio, in newspapers. Truly they are a wonder of nature, they grow on bushes, yet live and jump for months. Thousands who have read of this mystery of nature have never had the opportunity of seeing them and buying them. After a crop failure the last two years, we have a chance to clean up this year. Counter displays contain 20 dime packages with 5 beans and historical game chart in each package, plus FREE demonstration beans with each display. Carded beans \$1.25 per card Postpaid. Jobbers and wagon men, write for quantity prices. Loose beans from us, 1000, \$7.00; 500, \$4.10; \$1; all prepaid. Orders filled in rotation while harvest is on. Rush yours today!

ALIVE!-ALIVE! MEXICAN JUMPING BEANS
10¢ 10¢

Punch Work Demonstrators
You can make MORE money selling our PERFECTED ART NEEDLES, ALSO IDEAL NEEDLES
Set consisting of holder and 4 points, \$22.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set \$1 cash with order. Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Mustin Pillow and Colored Burial Rug Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories.
HOME ART and NOVELTY CO.
1140 FARWELL AVE. CHICAGO 34, ILL.

NEW and HOT BUBBLING BABY

SENSATIONAL NEW NOVELTY HAS A LAFF A MINUTE. GRASP BULB IN BACK & HE GOES INTO ACTION. A NATURAL FOR BARS & FUN STORES.



No. 3893 Size 3 in. high. \$20.00 per gross \$2.00 per dozen (No less sold)



No. 4995 BASHFUL MONKEY \$14.00 per gross \$1.50 per dozen



No. 3927 SHAKE BOW TIE \$14.00 per gross \$1.50 per dozen



No. 3810-SQUIRT DOG Rubber Dog with Bulb. Dog goes into action when bulb is squeezed. Sells on sight. Gross \$20.00; Doz. \$2.00. Include postage with remittance; will refund any difference.

WISCONSIN DELUXE CO.

1902 North Third St. Milwaukee 12, Wisconsin

GOING GOING GOING



Put in your bid now for our 1954 catalog. hot off the press and free of charge. Here's the pitch! Beautifully illustrated in this catalog are over 200 name brand items. This catalog offers you the opportunity of setting up your own business, full or part time. There is a blank space on the cover for you to imprint your firm name and address. All items listed in the catalog are stocked for same day shipment out of one of our Coast-to-Coast warehouses. No inventory necessary! Each catalog is complete with your own confidential price list. Just a Card for Your Copy! Send It Today to Dept. B-U STANDARD INDUSTRIES, INC. 2118 So. Wabash Ave., Chicago 16, Illinois

30" GIANT PLUSH BEAR



Terrific value. Ass. colors. 1 doz. \$20.00. 21" FLAPPER PLUSH BEAR new Vinyl Rubber painted nose. \$12.38 doz. in 4 doz. \$12.00.



19"x15" LARCE ALL FUR SCOTTY DOG \$21.75. 12"x10" ALL FUR SCOTTY OR PEKE DOGS \$11.75.

TEE JAY TOYS, INC.

48 West 20th St. New York 11, N. Y.

A SALESMAN'S DREAM!

Interview qualified leads by appointment on day calls only. Fabulous new program for "recession-minded" housewives eager to earn spare-time money at home. A "Natural" for intangibles, books, FFA and all other callers. \$69.50 sale pays you \$50.00 - you average \$300 to \$400 every week.

PITCHMEN and NOVELTY STORES!

Wholesale Catalog of MACHINES, JOKES, PUZZLES, NOVELTIES. Rush \$2 (refundable) for 14 different samples of fast selling Magic Tricks, Jokes and Puzzles. Actual \$4 retail value. Also free Wholesale Catalog No. 10. Mention your line of business.

D. ROBBINS & CO., 127-B W. 17 St., N.Y.C. 11

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps. RATE: 15c a word—Minimum \$3

CASH WITH ORDER

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted. RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER

(Unless credit has been established)

ACTS, SONGS & PARODIES

KEEP AHEAD FOR THE SUMMER SMART "Hit of Business" Folio, \$3. "Parody Song Titles," \$2. Both ordered together, \$4. Showbiz Comedy Service, 1813 East 29 St. Brooklyn, N. Y.

AGENTS & DISTRIBUTORS

AAA AMAZING BARGAINS

Tailored Earrings, assort. \$1.15. Tailored Pins, assort. \$1.15. Stone Earrings, assort. \$1.15. Stone Pins, assort. \$1.15. Stone Neck & Earring Sets, boxed doz. \$9. Bracelets, Round & Link, assort. \$1.30. Sample dozens reg. price, 20% deposit, balance c.p.d. No catalog. NEW ENGLAND JEWELRY, 9 Empire St., Prov., R. I.

AMAZING BATH SPONGE - WASHES

back easily; aids as it washes; uses soap scraps. Big profit. Whirlwind seller. Write for free sample offer. Magic Products, Quincy, Mo.

ASSORTED EARRINGS-DIRECT FROM

manufacturer, gross, \$18; 3 dozen different samples, \$6. postpaid, cash with order. Jacobi Industries, 1715 E. Mercer, Seattle 2, Wash.

AT LAST, SOMETHING NEW AND SENSATIONAL IN Christmas Cards! Make extra money fast! Show Satins, Velours, Metallics. Gets easy orders. Pays up to 100% cash profit. 20 free samples. With name \$6 for \$1.50. Big line. Amazing new Glitter Brille Ornaments, Napkins, Gifts, Stationery. Several \$1 boxes on approval. Pure Greetings, 2801 Locust, Dept. 4121-J, St. Louis 8, Mo.

ATTENTION-HOSIERY-LOW PRICES FOR

jobbers, pitchen and salesman complete line Ladies', Men's, Children's Hosiery. Nylon, \$1 dozen up; sample order one dozen, slightly imperfect Nytons, packed beautiful cello bags, \$2; prompt shipments and satisfaction guaranteed or money refunded. S. F. Ford & Co., 5-17411, 1525 Market St., Chattanooga, Tenn.

BARGAINS, JOB LOTS, CLOSE-OUTS!

Save up to 20% on Clothing, Hosiery, Notions, Drugs, Toiletries, Gifts, Jewelry, Television, etc.; 2,099 items; 25c brings wholesale bargain catalog with special get acquainted offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311-H North Dearborn, Chicago.

HIGHER PROFITS SELLING GREETING

Cards—Get list of sensational factory surplus bargains. \$1.25 boxes for 50c, \$1 boxes for 35c, while they last! Big line new 1954 Christmas Cards, Stationery, Gifts. Assortments on approval; personalized samples free! Midwest, 1113 Washington, Dept. G-128, St. Louis, Mo.

BRACELETS GALORE - BANGLE EXPANSION, charm, cuff, other styles; set

first quality stones; \$1 retailers; production overruns, limited quantity; \$42 gross; 3 dozen samples; \$12; satisfaction guaranteed. Dehumair Jewelry Company, 188 Whitmarsh St., Providence, R. I.

CLOSEOUT-EARRINGS, \$1 RETAILERS;

pierced and screw type. Send \$1 for sample of both and quality prices. Hurst Company, 413 Ayers Road, Mason G. 1931

DECALCOMANIA TRANSFERS NOW OFFERED

in small quantities at quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples, "Raidco," X-L, Boston 10, Mass.

ELGIN, WALTHAM, BULOVA-POCKET

and Wrist Watches. Wholesale watch repairing. Max Present, 21 N. State St., Vault Floor, Chicago 2, Ill.

ELECTRIC TESTER-CHECKS RADIO AND

TV tubes, appliances, resistors, condensers, voltage, etc. Complete with test leads and instruction manual. Factory wired. Direct from manufacturer. Sample \$4. 6 for \$21. "SmittyKits," 525 Bonnie View, Rialto, Calif.

MONEY FOR EXACT MAKE 500 AND MORE

during spare time. Friends, neighbors, everyone buys from Elmira's exquisite new sparkling line. Imprinted Christmas Cards for as little as \$1. Personalized Stationery, Napkins, large gift wrappings with free accessories ribbon ties; all fine quality money saving values. No experience needed. Send name and address for free portfolio, catalog, assortments on approval. Bonus plan. Elmira's "Portable Gift Shop" makes money first day. Write today. Elmira Greeting Card Co., Dept. C-104, Elmira, N. Y.

NEW HOME BINGO GAME-TWELVE CAN

play. High quality; \$2.95 Denver. Agent's discount, 50%. Sample, \$2.25. Western Sales & Supply, 4615 Washington, Denver, Colo.

PERFUMES-COSMETICS - BUY DIRECT

from manufacturer. Maurer perfumes in three alluring fragrances. Beautiful, spill-proof deluxe bottle, individually gold boxed. No leakage, no evaporation, \$3 per dozen. 1 free with every dozen; also standard perfume bottles at lower price. Send \$1 for samples all perfumes and 25c deluxe bottles, 3 in standard. Get details on complete line of cosmetics and perfumes. Other fabulous offers. Send at once. Apollon Laboratories, Dept. 447E, 2312 N. Lincoln Ave., Chicago 14, Ill.

PREMIUM PROMOTION-FAMILY SIZE

ELECTRIC FRENCH FRYER COOKER

High retail value. Low jobber prices. Write BLEIER SALES CO., Box 307, Neenah, Wis.

RUN SPARE-TIME GREETING CARD AND

Gift Shop at home. Show friends samples of our samples all Christmas and All-Occasion Greeting Cards and GIFTS. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 3, Ferndale, Mich. 1931

SELL BEAUTIFUL COLOR FILTERS-PUTS

your television in color; cuts the glare; glowing soft tones, easy on the eyes. Agent wanted, Monthly Supply, 3028 Mesquite Rd., Fort Worth 11, Tex. 1931

SOCIAL SECURITY PLATES, \$10 100;

Letter Box Plates, \$8 1000; Stamping Machine circular free. Bonomo, 94 Jefferson St., Brooklyn 6, N. Y.

TOY GRAB BAG, \$1.20 DOZEN; KIDDY

Card Decks, \$1.20 dozen; Plug Cleaner Craft, \$1.80 dozen; Big Drawing Sets, \$4.80 dozen. Ross, 22 E. 17, N. Y. C.

VALUES AND FEATURES GALORE! SIX

genuine Diamonds, 14kt. gold, nationally advertised, 1721 Incubator, Ladies' Watch. Free, additional famous white \$9.95 expansion band, Large, Velvet Box, \$150. Tag, only \$29.75; sample \$22.75. Franklin Watch Corp., 500 Fifth Ave., New York 1931

WORLD'S FAMOUS PERFUMES

That sell at \$10 to \$25 reproduced for 50c. Reproductions of 5 costly French-type fragrances, individually gold boxed, \$1 sellers, costs you \$3 dozen. You make \$9. Mammouth Treasure Presentation R.R. Thrilling Fragrances in one fabulous Gold Box, \$2 sellers. Costs you \$5 dozen. You make \$30. \$1 brings samples both, prepaid. "HUSK" O'HARE, 5722 N. Kenmore Ave., Chicago 40, Ill.

YOUR OWN BUSINESS-SUITS, \$150;

Overcoats, 65; Mackinaws, 25; Shoes, 12 1/2; Ladies' Coats, 20; Dresses, 13c. Enormous profits. Catalog free. Moro, 1128AF South Jefferson, Chicago.

1,000 SENSATIONAL TIPS FOR CASH!

Security, profits. A treasure of ideas. Information, 50c. Fortune Mart-BB744, 221 Lincoln, Worcester 3, Mass. 1931

ANIMALS, BIRDS, PETS

AAA EXOTIC REPTILE DENS AND EX-

hibits with plenty of color and variety; \$25 and up. We have for immediate shipment Two-Toed Sloths, Octopods, Agouti, Turtles, Pigs, Guinea, Capibara, Tamandua Anteaters, Prehensile Porcupines, Giant Anteaters, Jaguars, Monkeys and Birds of all kinds. This week's special, Coat Mundi, \$22.50, and one dozen assorted colors and sizes of exotic Coi's Tree Boas, \$25. Tarpon Zoo, Tarpon Springs, Fla.

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in case of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

HEALTHY SNAKES, ARMADILLOS,

Horned Toads, Alligators, Kangaroo Rats, Prairie Dogs, Guinea Pig, Wild Cats, Coati-mundi, Puma, White Fawned Pigeons, Peafowl, Parakeets, Ostrich, Rhesus Monkeys, Dog-faced Baboon, Agoutis. Decoraized Skunk, Octopus, Selling by shows for 40 years. Otto Martin Locke, Phone 141, New Braunfels, Tex. 1914

PARAKEETS-\$18 AND \$24 DOZEN; ANY

amount. Brown's Bird Aviaries, 5232 Valley View Drive, Overland Park, Kan. 1931

PEKIN DUCKINGS MAKE BIG PROFITS

for carnival men. Evedybody from 6 to 80 will pitch for these cute yellow baby ducklings. Can supply immediate weekly shipments; \$25 per hundred. Write or phone us today. (Phone Vanites, Ohio 32A, Free catalog. Mite Duck Hatchery, Box 115 Carey, Ohio 1931

PEREZ BROTHERS, INC., IMPORTERS-

Animals, Birds, Reptiles, Tropical Fish. F.O.B. 497, Miami 48, Fla. Phone 64-8894. Price lists on request.

SHETLAND PONIES-WE CARRY ES-

pecially to circuses and shows; purchase stock that will train; home of those pure white ponies. Fred Wilmot, Richards, Mo.

TWO FEMALE CINNAMON BEARS, TWO

pair Giant Rhesus Monkeys, Choo Choo Train, one Female Coyote, four Young Grey Foxes. Monkeyland, Crescent Beach, S. C.

ALABAMA MINSTREL SHOW FOR SALE-

New Tent, Seats, Trucks, Light Plant. Ready to go. Contact Helene Naylor, Eudora, Ark.

ALL FOR \$8.50-ICE SHAWER THAT

shaves into paper cup, with flavors and cups for thousand snowballs. Other outfits, \$2.50 up. Free illustrated Snowball equipment and supplies catalog. Snowball Co., 9534-B Leonturner, Jacksonville 8, Fla. 1931

AMUSEMENT ARCADE FOR SALE-ALL

clean games; only one in Duluth; priced right for cash. Archie Meitz, 1903 Garden St., Duluth, Minn. 1931

AQUARIUM FOR LONG TERM LEASE-

Buildings, tanks, pump to sea water; will build slum joint adjoining, plus seal pool. Rent on present building, \$90. Fronts for S. 101 and ocean beach; a gold mine for someone with know how and small cap'l outlay. Rubin Reed, Box 171, Delake, Ore. 1931

ARCADE BLDG. FOR SALE-40 MA-

chines; 4 partners disagree. Box 941, c/o Billboard, N. Y., N. Y.

BEST BARGAIN OF THE YEAR! COSTU-

me shop selling for half price in Southern California. Climate free. Large stock theatrical, masquerade and fiesta costumes. Everything from cash register to sequins included; racks, closets, fixtures thrown in. Asking price \$22,500. Write New York Costume Co., 1041 Seventh Ave., San Diego, Calif. Phone: Belmont 2-0745. 1931

CARNIVAL AND JEWELRY WORKERS-

Rebuilt flashy name-brand Watches, Boxes, Lighters, Straps, Bands, etc. Watches repaired cheaper. Deal with Watchmaker, save plenty. What do you need? Free list. Mich. Beresh, 2537 Woodward Ave., Detroit 1, Mich. 1931

CONCESSIONS NEEDED FOR BEST OF

season-All good jobs; you always make good money. Needed: Novelty, Duck Wraps, Basketball, Bumper Game and what have you. All must be legitimate and not conflicting. Contact the following address: Phil Danilewicz, Box 65, Solvay, N. Y.

Park Row Novelty Co.

431 Pearl Street, New York 38, N. Y. Phone: WOrth 4-3686 HOUSE OF SERVICE 25% DEPOSIT, BALANCE C.O.D. -FAIR SPECIALS-

Table with 2 columns: Item and Price. Includes 6" Top Hat, Feather Dolls, Top Hat, Fur Monkey, etc.

TERRIFIC VALUES!

Men's WATCH SET

Advertisement for Men's Watch Set featuring a watch image and pricing details.

BROOKS PRODUCTS

92 LIBERTY STREET NEW YORK 6, N. Y.

Take the lines of least resistance with NAME BRANDS

Advertisement for Name Brands featuring a grid of product images and text.

BRONZE WESTERN SADDLE HORSES

Advertisement for Bronze Western Saddle Horses featuring a horse image and pricing.

COOK BROS.

918 S. Halsted St. Chicago 7, Ill.

PLASTIC LAMINATING

This remarkable Plastic Laminating Machine will save \$18 an hour right in your home...

(Continued on page 85)

Priced For A Profitable Pitch

PIONEER Qualatex Spray Balloons

Flashy four-color polka dots or stripes on either a transparent or white balloon. A sure sale wherever you pitch 'em.



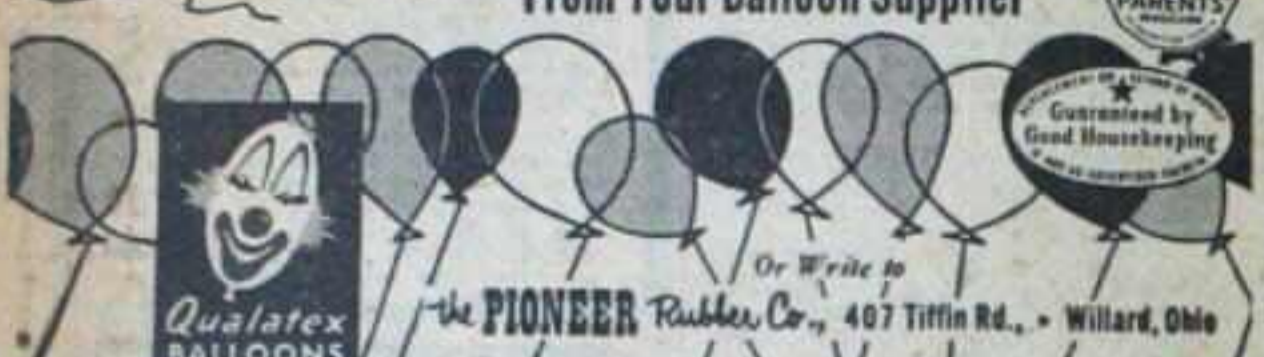
Order These Four Color Wide Stripes

- 9" dia. Transparent No. 9-AS
9" dia. White No. 9-ASW
11" dia. Transparent. No. 11-AS
11" dia. White No. 11-ASW

And Four Color Polka Dots . . .

- 9" dia. Transparent No. 9-AJ
9" dia. White No. 9-AJW
11" dia. Transparent. No. 11-AJ
11" dia. White No. 11-AJW

From Your Balloon Supplier



PRICE LIST READY

Send for Your Copy at Once

SLUM Greatest Line Ever Assembled.

PLUSH TOYS and DOLLS Superb Values.

FLASH—NEW ITEMS When They Are New.

If you have not dealt with us in the past, ask those who have.

BERNY NOVELTY CO.

114 West 14th St. New York 11, N. Y. Phone: ALgonquin 5-8290

AUTOMATIC BINGO BOARDS

and the most complete line of quality Bingo Supplies & Equipment in the world.

Send for catalog and price list THE "BINGO KING" CO., INC., DEPT. 20, LITTLETON, COLORADO AIRMAIL US FOR APPROVED T. V. BINGO IDEAS

PLASTER — PLASTER

PLENTY OF STOCK ON HAND IN ALL SIZES. SMALL FLAT—MEDIUM FLAT—LARGE FLAT—MEDIUM FLAT—LARGE ROUND. Over 100 different items. Flashy finish. FEATURING "UNTARNISHABLE" TINSEL. Drive in—plenty of stock at all times—save money. (Send for Catalogue.)

ST. LOUIS ART NOVELTY CO.

4520 MANCHESTER AVE. ST. LOUIS 16, MO. PHONE: Jefferson 1-6510—Night, Jefferson 3-2474. We Are Open Sundays 10:00 A.M. to 1:00 P.M.

To Order Classified or Display-Classified Ads

USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

- 2 Check the heading under which you want your ad placed: Acts, Songs, Parodies; Agents and Distributors; Animals, Birds, Pets; Business Opportunities; Costumes, Uniforms, Wardrobes; Food and Drink Concession Supplies; Formulas; For Sale—Secondhand Goods; For Sale—Secondhand Show Property; Help Wanted; Instructions, Books, Cartoons; Magical Apparatus; Miscellaneous; Musical Instruments, Accessories; Partners Wanted; Personal; Photo Supplies and Developing; Printing; Salesmen Wanted; Scenery, Banners; Tattooing Supplies; Wanted to Buy

3 Indicate below the type of ad you wish: [] REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00. [] DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio

Please insert the above ad in issue.

I enclose remittance of \$

Name Address City State

BUSINESS OPPORTUNITIES

Continued from page 85

6x12 CONCESSION TRAILER — SANDWICHES, drinks, fully reconditioned; equipped, bottle rack, electric lights; good condition. A real money maker, \$650, or best offer buys all. Send self addressed envelope for full information. Wm. Smith, 1419 1/2 (rear) South Belmont, Indianapolis, Ind.

COSTUMES, UNIFORMS, WARDROBES

CURTAINS—ASSORTED COLORS; SATEN 9.4x30, \$25; Bally Strip, velvet Coats, \$7; bundle Clown Odds, \$7; beautiful rayon Curtains (8x36), \$73; red Wig, Minstrels. Wallace, 2453 N. Halsted, Chicago.

WILL BUY PERIOD, BAND OR COLORFUL Uniforms. Must be in good shape and reasonable. Also anything in costume line. H. C. Worth, P. O. Box 7773, Dallas, Tex.

FORMULAS & PLANS

ANY FORMULA, \$3; FORMULA CATALOG and Manufacturing Treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

FOR SALE SECOND-HAND GOODS

FLOSS MACHINES (NEW), \$175—DOUBLE spinnerhead, direct drive, double brushes, stainless steel pan; two extra free ribbons. Used machines also; new nichrome ribbons, 4 for \$10, \$21 dozen. Jones Equipment Company, 330 Mattison Ave., Ambler, Penn.

FOR SALE—15 FT. STAINLESS STEEL Popcorn Trailer, 10 weeks old. Loaded on show with carnal corn peanuts and snow cones; reasonable. Edw. Murria, c/o Fred Nolan Shows, Mount Sterling, Ohio. Jy31

HAND CAR RIDE—LIKE NEW; WILL trade on Allan Herschell Boat Ride. Jimmie Thompson, Alexandria, La.

THEATRICAL WARDROBE AND PACKING Trunks—Taylor, H&M, etc.; bought, sold, rented, repaired. Jimmie's Second Hand Trunk Market, 250 W. 47 St., N. Y. C. Est. 1925.

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement parts for all Poppers. Krissy Kern, 120 S. Halsted, Chicago, Ill. au21

ALLAN HERSCHELL SKY FIGHTER—3 seasons old, used only in parks, excellent condition. See it in operation, price \$3600; will not dicker. Write J. Swartz, 231 Market St., Wilmington, Del. Phone 4-6522.

A PAIR OF GOOD 35 HOLMES PROJECTORS—New; amplifier and speaker complete, \$300. Mary Whittier, Rt. 1, Greenville, Ky.

BUILD CONCESSIONS FROM TESTED Plans: Shallow Joint (23 games), Four Way (11 games), Ball Rack (13 games), African Dip, \$5 each; High Striker, \$3; all \$20. Free circular. Brill, Box 875, Peoria, Ill.

DEVILS BOWLING ALLEY (COMPLETE with balls), \$60. Set of Slot Roll Downs in crate, \$50. John Quinn, P. O. Box 1046, Wyandotte, Mich.

FOR SALE—120,000 FEET ONE AUGHT single conductor power cable, 25¢ ft.; excellent for welding lead and other portable installations. \$2,500,000 stock Sperry Searchlight parts, new in original over-seas packing; lamps assemblies; lamp operation assemblies, all other parts, carbon and glass; 60 in. Sperry Searchlights, new, crated, with spares, tools and manuals, \$550 each. Anderson Brothers, 15400 Hesperian Blvd., San Lorenzo, Calif. Jy31

FOR SALE—60 WATT AMPLIFIER, Two Large Marine Horns, 50 ft. wire on each horn; turn table-automatic exchanger, good Mike. Suitable for large auditorium, side show or could be mounted on advertising truck in A No. 1 condition. Original cost, \$350, will sacrifice for \$150. Twenty-five dollars deposit and balance c.o.d. Write or wire Mrs. Helen Hason, Ocean View Amusement Park, Norfolk, Va.

FOR SALE—CONCESSION TRAILER 16'; fully insulated, contains large Manley theater Popcorn Machine, Hamburger Grill, Hotdog Steamer, Pop Case, Refrigerator, Sink. Now working; complete deal, \$950. Norton, P. O. Box 539, Jamestown, Pa.

IDEAL FOR KIDDIS PARK OR CARNIVAL—Electric Miniature Street Car, seats twenty, cost \$1750. Like new; will take \$875 for quick sale. Address: The Auction Dist. Company, 2025 Jackson, Dallas, Tex.

JUMPING HORSE MERRY-GO-ROUND—24 horses, 2 carved stiches; 34 ft. diameter; ready to operate; good paint; excellent canvas; sacrifice, \$2,650 cash; no propositions; come get it. New Kiddie Airplane Ride, Brill, 228 North University, Peoria, Ill.

"LITTLE DIPPER"—BOUGHT LAST SEASON; good as new; run very little. Price, \$6,000; would consider terms. W. P. Osburn, 8 Elk Path, Manitow, Colo. Jy31

MAGICIAN'S TRICKS, BOOKS, ETC.—600 Wuritzer life-up; running order. Retiring. Sacrifice; make offer. Brownies' Court, Rt. 2, Franklin, Ohio.

MANUFACTURER, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. se18

MINIATURE TRAIN—GASOLINE, EXCELLENT condition; 270 feet track, 14 passengers, \$2250 cash. R. R. Reigleman, Jamestown, Pa. Phone 2371. Jy31

MINIATURE TRAINS — ALL SIZES, gauges; new, used, custom built. Photos, details, \$1 bill refunded. Miniature Trains, 33B Winthrop, Rehoboth, Mass. Jy31

MONKEY LOOP BALL GAME—WITH trained Monkey on Trailer; with or without Trailer. Robert Preston, 538 Logan Ave., Sharon, Pa.

RECORDS FOR THE OUTDOOR SHOWMAN—Calliope, Band Organ and Hammond, 6 for \$5, or send for list. Carnival Record Company, 903 N. 7th, Springfield, Ill. au14

SHORT RANGE TARGETS — NEW Samples free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. np

SHORT RANGE GALLERY—ON TRAILER; Signs, Targets, B Front, heavy gauge steel, \$125. Davis, 5503 M. St. S. E., Washington, D. C. Jordan 84948.

STEEL BLEACHERS, CHAIRS, FOLDING, theater and stadium. Complete Tent outfit with seats. Lone Star Seating Co., Box 1734, Dallas, Tex.

8 FT. ALLIGATOR—36 3 FT. ALLIGATORS and Show Trailer, all in real good condition. Guy Feasel, 5365 Allison, Phone Harrison 4-8877, Arvada, Colo.

26 SMALL PONIES—NONE OVER THREE years old; all for \$1000. Will deliver for small charge. Won't have anymore like these; phone now; no time for letter writing. P. L. Cobb, Hotel Ponder, Amilo, La. Day phone 7742; night 2061.

3505 TAKES ALL; 2 PHOTOMATICS, 2 Booth Recorders, 2 Chicken Sams, 2 short Skee-Balls, Air Raider, Rapid Fire, parts, chemicals, blanks. Mrs. LaBarre, 12683 Terry, Detroit 27, Mich.

INSTRUCTIONS BOOKS & CARTOONS

CLOWN GAGS—FIRE EATING, IRON Tongue Act, Pseudo Sword Swallowing, Knife Throwing etc. Manly, 200 So. Ave. 56, Los Angeles 42, Calif.

MAKE MORE MONEY—"FINANCIAL SEcrets" shows how. "Master Plan for Success" included. Both guaranteed. Send \$1 today. Best Books, 6711-E Sunset, Hollywood 28, Calif.

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 B. S. High, Columbus, Ohio. au7

SUBMINIATURE RADIOPHONE FOR MENTALISTS; weighs less than pound; easily concealed; illustrated brochure, specifications, price Nelson Enterprises, 336 B. S. High, Columbus, Ohio. au7

MISCELLANEOUS

NEW G. E. AND SPERRY SEARCHLIGHT Assemblies; parts; control boxes, carbons, cable. Very reasonable. Sky-Lights Advertising, 617 2nd Ave. N., Minneapolis, Minn. Jy31

NOTICE—WANT EXCLUSIVE RIDE CONTRACT at small beach or zoo for three kid and three major rides for 1955. Box C-75, c/o Billboard, Cincinnati 22, Ohio.

RHINESTONE STRIP PANELS W/BRA, \$5 —Rhinstone Net Bras, \$1.50; genuine Derbies, \$2; Full Dress Suits, cheap. Leroy Carpenter, 10 Eldorado Place, Weekawken, N. J.

M. P. FILMS & ACCESSORIES

OLD-TIMER BUYS, SELLS, TRADES Movie Films, Projectors, Silent-Sound, regardless of size, age, condition. Lists free. Johnny Allen, Park Ridge, N. J. Jy31

BIG DISCOUNT SALE! THE BEST IN NEW and used 16mm. Sound Films since 1930. Waverly Films, 5707 So. Christiana, Chicago 29.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—NEW TUNED MUSICAL Bells—Unusual sound effects. David Workman, 7037 Indiana, Kansas City, Mo.

FOR SALE—BAND ORGAN; NO DRUMS, cheap. Will consider taking worn out organ in on trade. Johnnie Sims, Spencer, Ind.

PERSONAL

ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic religion. Paulist Instruction Center, Dept. B, 21 East Van Buren, Chicago, Ill. Jy31

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS. Large assortment in stock; illustrated circular free to photographers. Direct Positive Camera, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties Miller Supplies, 1595 Franklin, St. Louis 6, Mo. se4

COPYING, PHOTO, DOCUMENT OR sketch, \$4.10, \$1; with coloring, \$2; c.o.d. or prepaid; original returned. Johnson, Box 3355, Washington 10, D. C. au14

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. Jy31

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Seio St., Rochester, N. Y. Jy31

PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain! PDQ Camera Co., 1161 N. Cleveland Ave. Chicago, Ill. Jy31

PRINTING

AMERICA'S FASTEST POSTER PRINTER—Always lowest prices. Flashy Window Cards in three colors for all amusement purposes; 14x22 size, \$5 hundred; larger 17x26 deluxe cards, \$12.50 hundred. Also bumper cards. Tribune Press, Dept. J3, Earl Park, Ind. au28

ATTRACTIVE, USEFUL—NAME AND ADDRESS Stickers. Three lines of copy; neatly boxed; 1000 for \$2. Thornrose, 4406 North Albina, Portland, Oregon.

GUEST CHECKS—10,000, \$4.95; 50,000, \$21; 100,000, \$37.95. 40% deposit; balance c.o.d. Chester Snyder, 77 Lincoln Ave., Newark, N. J.

MIMEOGRAPHING—200 8 1/2x11 CIRCULARS, Letters, etc., on 20¢ white or colored bond, \$1.95 postpaid. Samples free. Robert Bailey, Monterey, Tenn. Jy31

MULTI-COLORED POSTERS—FOR ORCHESTRAS, Carnivals. Used thruout Midwest. Send for free samples. Lino-Litho Color Press, Sacred Heart, Minn. Jy31

SHOW PRINTING WITH MAXIMUM IMPACT—Emphatic designs in brilliant Day-Glo colors on card or paper; any size, any quantity. Quick service; union label. Special designs on felt pennants, drinking glasses, banners, balloons, T-shirts, etc. Herbert Robinson & Co., "Dixie's Superior Screen Process Printers," 119 Third Ave., N. Nashville 3, Tenn.

1000 RAISED-LETTER (EMBOSSED) BUSINESS Cards, \$3.99 delivered. Blue or black. Two-color (red and blue or red and black), \$4.99. Satisfaction guaranteed; send check with copy. Samples free. M-P Distributing Co., 130-E. Sutphen St., Santa Cruz, Cal. Jy31

SALESMEN WANTED

AGENTS, SALESMEN WANTED—TIES, \$3-\$8.50 dozen; free catalog. Loren Specialties, 4351-H7 Flournoy, Chicago 24, Ill. Jy31

AGENTS, CANVASSERS, SALESMEN—AT-Lentini. Attractive deal on Swiss Pin-lever Watches. Expensive looking. Low prices. Transworld, 365-5 Ave., N. Y. C. Jy31

SELL EMBROIDERED, PLASTIC BUSINESS Cards, Thimbles, Ash Trays; pocket kit, 50¢. Details free. Montyman Parkhurst, 824 Lincoln, Lansing 10-B, Mich. au28

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 2. au28

HUNTER'S FRIEND

A Hot Seller from Now Thru Christmas



RETAILS FOR . . . \$12.95 YOUR COST \$8.95

Sells on sight. Three-way Hunter's Friend includes hand axe balanced perfectly for the hand, with forged and hardened steel blade, hardwood handle, adjustable wrist strap; surgical steel blade hunting knife that holds razor edge longer; true compass. Entire unit imported from Solingen, Germany, heart of cutlery world. Entire unit individually gift boxed. Beautiful saddle leather sheath for knife and axe.

SEND FOR SAMPLE ORDER ● 25% down, bal. C.O.D. Open acct. to well rated firms. We pay shipping charges if cash accompanies order. Jobber inquires invited.

MANAR SALES CO. 2412 3rd Ave. Seattle 1, Wash.

LAZY BABIES 25" TALL



Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll supplied in an individual cellophane front bag.

\$10.00 DOZ. Minimum Order

Dart Balloons—1st quality 75 gr. 29 Balloon—ass'd. colors 2.00 gr.

Plush Bear \$25.00 per doz. Assorted Colors, Approx. 28".

Rainbow Glamour Dolls, \$30.00 doz.

OPEN SUNDAYS TILL 3 P.M. 25% dep., bal. C.O.D., F.O.B. Chicago.

BELL SALES CO.

1107 SO. HALSTED ST. Chicago 7, Ill.



ATTENTION DEMONSTRATORS AND PITCHMEN: A Money Getter for FAIR-STORES FOUR TOOLS IN ONE Adjustable Vegetable Slicer, Chopper, Shredder and Grater SELLS for \$7.00 Write for Prices. NU-AGE PRODUCTS COMPANY Brooklyn, Michigan

DRAKE PENNANTS

FEZ & FELT NOVELTIES

● BASEBALL ● FOOTBALL ● COLLEGE pennants In Stock.

Specials Made To Order.

Advertising Flag Co. 415 So. Clark St., Chicago 5, Illinois

EVERYBODY with two feet is a HOT prospect For this Gimmick!

A New & Ideal Item For BARKERS

With a market like this—how can you miss? Every body's a prospect for this quick-selling impulse item—Walk-Easy Foot Rest Pads!

Prevents or Rests TIRED FEET

AT FAIRS, CARNIVALS, BUSINESS SHOWS

Summer's the time for outdoor events—which means lots of tireless "hot weather" walking.



Grand Opportunity If you are interested in selling this terrific item, we'll sell direct to you on special contract and get other pitchmen working for you.

Walk-Easy FOOT REST MFG. CO.

629 Del Monte Way St. Louis 12, Mo.



Quick Photo Invention! PHOTOMASTER

PDQ CHAMPION Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour.

Finished Photos in 2 Minutes Write quick, get details about the great PHOTOMASTER Dept. 98

PDQ CAMERA CO. 1161 N. Cleveland Ave., Chicago 10, Ill.

1000 PIECES OF SLUM ONLY \$6.75 ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES Dart Balloon... Gro. \$.75 Beacon Mohawk Blanket... Ea. 1.80

OPTICAN BROTHERS SINCE 1909 300 W. NINTH ST., KANSAS CITY 6, MO.

SPECIAL! Full Size, 17 1/2" x 11 1/4" HORSE CLOCKS In Two-Toned Bronze or Gold Finish with 40-hour wind movement

NEW LOW PRICE ON BRONZE HORSES Send for free 1954 catalog. 25% deposit, balance C.O.D., P.O.B. Brooklyn, N. Y.

BULOVA-GRUEN-ELGIN FREE Write Today for Free 40-Page Catalog. Please State Your Business.

WE WILL NOT BE UNDERSOLD MURRAY SALES CO. 413-415 SO. LOS ANGELES ST. LOS ANGELES 13, CALIF.

GIANT 32" BEAR \$19.75 doz. 4-LEGGED POODLES, Asst. Colors... 21.50 doz. DREAM DOLLS, DALMATIAN DOGS, ALSO MANY OTHER BUYS AT MFRS.' PRICES.

HOT ITEM! 40" TOY AT LESS THAN MFR. PRICE Hottest Number in the Field Today. BEN SALES CO. 2930 West 15th St., Brooklyn, N. Y. Coney Island 6-0043

WANTED TO BUY

DIETS HAND POWERED GASOLINE HEAT-ED Iron machine. Must be complete. Will buy or swap for anything in our catalog.

WANTED—USED 500W BABY SPOTS. Improved in either used Lighting Equipment. What do you have? Penders Players, 127 Park Place, DeSator, Ill. au7

OVERSEAS BUYER INTERESTED IN BUY-ING large quantities of Legation... S. M. Pines, 2-1431 20th Street, St. Louis, Mo. or 1401 Broadway, New York 5, N. Y.

WANT LORD'S PRATER PENNY STAMP-ING Machine, or name of manufacturer. Send full particulars with samples, if possible. All replies answered. Carolyn Hop- per, 4805 E. 24, Spokane, Wash.

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY. DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch.

Forms Close Thursday for the Following Week's Issue

BODY BEAUTIFUL GIRLS WANTED—FOR movies and stills. Experience not necessary, but must be attractive and shapely. Plan to tour entire Western hemisphere.

CIRCULATION MEN—SOME GOOD TER-ritories available. Write Gasoline News, 3124 N. High St., Columbus 2, Ohio. ju31

GIRL MUSICAL TRIOS—QUARTETS, pianist, female voice, soprano, strapper, exotics. Lee Ransdovous, Marlton, Grand Waterbury, Conn. 4-3677. All kinds of acts. ju31

GIRL PIANO, DOUBLING VOCALS; OTHER girl musicians write, especially vocalists. Steady location. Fred Thomas, 512 Saratoga Drive, Lexington Park, Md. au21

LEAD TRUMPET FOR TENOR BAND—Guaranteed salary; no layoffs. Contact Jess Geyer Orchestra, 2023 N. Huston, Grand Island, Nebr.

IMMEDIATE OPENING FOR COMMERCIAL drummer and trombone; other chairs open. August, Midwest territory bound. Write or wire 184 N. 41st, Omaha, Neb.

MUSICIANS WANTED FOR SEMI-NAME Band—Salary and steady work. Box C-72, c/o Billboard, Cincinnati 22, Ohio.

PIANO MAN—GUARANTEED SALARY, good sleeper bus; Mickey style. Steady work. Bob Colame, 2107 N. 18 St., Omaha, Neb. ju31

PIANO, BASS MAN—UNION, TRAVEL; double other instruments helpful. Swing, clean sound; all around men; jazz, some dinner, dance; cut own show. Co-op trio. Knowledge comedy helpful. Group whiever sing. Book out Chicago. John Simas, 2302 University Ave., Madison, Wis.

WANT YOUNG MAN—LEARNER; PRES-ent bird dog act. Pamahaska Studio, 3504 N. 8 St., Philadelphia, Pa.

PIANO—IMMEDIATELY. MUST READ well, good modulation. Combo; steady work; location. No misrepresentation. Contact Chuck George, c/o Ideal Trailer Park, 232 South Fowler, Hobbs, New Mexico. Phone 2-9288.

RIDE HELP WANTED—ELI #3 FERRIS Wheel and Parker Sabrest Merry-Go-Round and Kiddie Rides. Experience not required; must drive. Steady pay every week. Commission help also needed. Contact by mail this address, Phil Daniels Show, Box 65, Solvay, N. Y.

WANT TV TALENT CONTEST WINNERS—For guest spots in shows touring under circle auspices. Send details and photos to Marks, 3908 Ebright St., Muncie, Ind.

WANTED—PIANIST TO ACCOMPANY entertainer. Must be able to play stand-ards, special material and new songs. Have rhythm and ability to transpose. No drunk. Send your phone and address to Eddie Mead, c/o Dubonnet Music Publisher, 1819 Broadway, New York, N. Y.

WANTED, SHOWGIRLS—FOR OUTSTAND-ING revue opening Aug. 8. Send picture and full particulars. Playing fairs; the theaters. Bill Kmas, United Stage Arts, 299 Taylor Rd., Mansfield, Ohio.

WANTED—GIRL TO PLAY WESTERN and hillbilly music. 187 W. Van Buren St., Chicago, Ill. Call Webster 9-7094 after 10 p.m.

WANTED—CALLIOPHE REPAIR MAN; also old steam and air Calliopes. Matthew Carlock, Gen. Del., Morristown, N. J.

WOMEN—TO MAKE PERFUME AT HOME. Good salaries; profitable sparetime work. Write International Manufacturing Com-pany, 5347 Parnell Bldg, Chicago 21, Ill.

YOUNG LADIES BETWEEN AGES 18 AND 28, athletically inclined; over six foot tall; good wages plus expenses for lengthy period; send all information and photo in first letter. Capitol, Box 1395, Blomarch, N. D. ju31

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

TOP COUNTRY, WESTERN TV BAND—Presently on TV and Radio in Eastern Ohio. Versatile; wardrobe. Available all types bookings. Brochures, photos request. Bonafide agents write. Musician, 180 W. Evergreen Ave., Youngstown, Ohio. ju21

MISCELLANEOUS

D. J. — YOUNG, SINGLE, SEMI-EXPERI-enced; good comic tape recording of voice on request; also pictures. Vary re-liable, sober. Write Donn Gregg, 206 So. Gray Ave., Wilmington, Del.

PROFESSIONAL SHOW PROMOTER—Pro-ducer; casts of 150; 8 states. All ex-perience levels, age groups. Air time com-puter; plus good editorial background and uplift. Anxious to settle Chicago. Salary open. Call LI 9-9168 or LI 9-8902. Owen Sanderson.

RIDING ACT—TWO SUPERB DRESSAGE horses; never been shown commercially. Capt. Von Alenich, Rt. 2, Box 292, Albu-querque, N. M. au7

MUSICIANS

ALTO SAX MAN—DOUBLING CLARINET, flute. Exp. directing, cutting shows. Girl vocalist, young; ex. wardrobe. Both name band experience; desire location work; will consider traveling if interesting; ex. refer-ences; married. RP, Apt. 10, McKay Hotel, Duluth, Minn.

AT LIBERTY—TRUMPET AVAILABLE July twenty sixth; name band and combo experience. Play lead, read, fake; play jazz or commercial. Write or wire Musicians, 118 S. Banker, or phone 1188, Effingham, Ill.

DRUMMER—WOULD LIKE TO JOIN BAND that reserves "kicks" for occasions; big fat beat, conservative style. Will appreciate name or semi-name audition. Excellent references; experienced and dependable. Write, wire, or phone Jack Reardon, Box 6208, Aberdeen, Miss. Phone 253-J.

EXCELLENT MAN AND WIFE TEAM—Guitar, vibes, conga drums, vocals. Tiny & Tiny, 206 Oakdale Trailer Village, John-son City, N. Y. au7

GERALD FRANKLIN WRIGHT, 728 PLUM Street, Eau Claire, Wisconsin. Telephone Eau Claire 8996. Organist, pianist, accom-panist, bassist, guitarist, mandolinist, ban-jolist, vocalist. Anywhere.

LEAD ALTO OR TENOR, DOUBLING flute, bass clarinet, jazz clarinet; pick up commercial style and cut shows on night preferred. Available Aug. 1. Eddie Beau, 345 Wunshage Dr., Food 4u Lac, Wis.

NAME AND SEMI-EXPERIENCE BARI-tone—Register, shows are my meat; any style unit. Available August 1. East. Mid-west preferred. All replies acknowledged. No parties; please reason this ad. Bill Sharpe, Room 210, Brighton Hotel, Water-town, N. Y.

ORGANIST—BAND, RADIO; READ; 1900 tunes; pianist for commercial band; se-quence. 324 Gruber Place, West Palm Beach, Fla. Telephone 25-2121 ju31

PIANIST—EXCELLENT READER. SOLID using style. Latin and novelty solos, classical sections. Willard E. Connor, Bayliss, Minn.

TAKE-OFF GUITAR; NAME WESTERN EX-perience, sober, dependable. Go any-where. Call or write, Musicians, c/o White Front Cafe, Little Falls, Minn.

TRUMPET—CIRCUS OR LOCATE, ALSO play bass or snare drum; union. William F. Brooks, 222 West Magnolia St., Lake-land, Fla.

TRUMPET—ARRANGE, PLAY SHOWS; Latin, any style. Can sing in vocal group. Bill Pierson, General Delivery, Granby, Mo. Phone 2-2552. au7

WESTERN STEEL GUITARIST, SINGER—Desires position in traveling outfit. Have radio, TV, stage, recording experience. Slim Martin, Station WAAT, 604 Market St., East Paterson, N. J.

PARKS & FAIRS

AFRICAN LION ACT—STEEL ARENA; Dog and Pony and Monkey Acts; Acrobatic and Acrobatic Novelty Acts. 2015 Oliver St., Ft. Wayne, Ind.

AVAILABLE AFTER AUGUST 15—FOR fairs, celebrations; three outstanding acts; comedy acrobatic act, foot juggling act, wonderful big dog act. Miller Troupe, 1890 North Kansas, Springfield, Mo. Phone 44734. ju31

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indian-apolis 21, Ind. au7

CHARLES LA CROIX — OUTSTANDING Trapeze act (platform required); available outdoor celebrations; flashy paraphernalia; real act. Parachute, Illiana. Address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Phone Eastbrook 3212.

CLOWN—AVAILABLE FOR FAIRS, AUTO thrill shows, parks, centennials. Some open time August and September. Do while or character work, come-ins. Have twenty-five comedy figures for parades. Frank Cain, 2301 West Ave., Burlington, Iowa.

PAMAHASKA PRESENTS AMERICA'S greatest birds, Cockatoos, Macaws, Pama-haska's Studio, 2504 N. Eighth St., Phila-delphia 40, Pa. Telephone SAgmore 5534. ju31

MANLY'S COMEDY CLOWN ACTS, Clown Gags, Hollywood Punch and Judy Show, Ventriologist, Magic, 15 minutes to an hour show. Lou Manly, 290 So. Ave. 26, Los Angeles 42, Calif. au14

PALMIST—DESIRES WORK WITH COLOR-ed or white fairs or clubs. Cleopatra-like charm and beauty; age 30; also do half and half. Rose Davis, Phone 8223, Avelta, Pa.

PROF. PAMAHASKA WILL NOT RETIRE. He will present the famous birds, thanks to the many friends that were interested. George E. Roberts, Pamahaska's Studio, 2504 N. 8 St., Philadelphia 40, Pa.

SENSATIONAL HIGH DIVING—FEATUR-ed by Fox Movietone and New York Press. Summer-venting backwards, fire, spears; shallow tank, nicknamed "suicide pool"; no body protection or safety de-vices; results impressive; consistently rating 100 per cent on the public applause meter, and the cost is just slightly more than the ordinary run of acts. Capt. Earl McDonald, 426 Lamphier Place, Warren, Ohio. Tele-phone 4-5227. au14

3 FEARLESS STARS—WORLD'S HIGHEST contortion (trapeze act); the attraction worth witnessing. For open time contact Jerry D. Martin, c/o Billboard, Cincinnati, Ohio. au22

VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR REVUE—OPEN for Night Club bookings; cast of six; M.C. Singers and Dancers. One hour show; A.G.V.A. acts; no booking less than four weeks in one club; no agents; salary \$800 net per week. Send phone. Wesley Davis, Phone Wabash 2-8654, 411 S. Wabash Av., Chicago 5, Ill. au21

Barber Hair Clippers, 8c each; extra fine quality steel, highly polished, terrific value. Ladies' Compacts, \$5.90 dz. Men's Cuff Link & Tie Clasp Set, \$2.25 dz. RAZOR Blades, 3 in box, \$2.50 per M. 4000 other closeouts, 50% off.

Paul Cohen Co., Inc. 821 Broadway New York 2, N. Y.

ENGRAVE REALLY BIG PROFITS WITH THESE Brand-New Nickel-Silver Signets



These two outstandingly beautiful signets have maxi-mum flash with sparkling stone to make EVERYONE A BUYER.

\$3.50 dz., \$36 gr.

\$4 dz., \$42 gr.

EVERY RING PLAINLY STAMPED "NICKEL-SILVER"



\$2.75 dz., \$27 gr.

\$2.75 dz., \$27 gr.

\$3.75 dz., \$42 gr.

Every Ring Will Engrave Beautifully 25% Deposit With Order, Balance C.O.D. SEND FOR CATALOG. 44 E. LONG ST. COLUMBUS, OHIO

PICTURE EXPANSION IDENTS No. 900



Domestic photo ident with imported band Nickel Plated \$7.20 Dz. Gold Plated \$8.40 Dz. Bulk Imported photo ident Chrome Plated .. \$5.00 Dz. Boys' or Girls' Styles 1954 catalog ready

DEXECO, INC. FOR ENGRAVERS & DEMONSTRATORS State your business

Manufacturers of engraving jewelry 191 SOUTH STREET, PROVIDENCE 5, R. I.

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW '54 CATALOG ...



GELLMAN BROS. 119 N. FOURTH ST., MINNEAPOLIS 1, MINN.

The NEW Olympic GYRO-TOP



Will Spin in Individual Box. Stand and String Included. DESIGNED EXCLUSIVELY FOR PITCHMEN All Metal. Precision Made. Gleaming Gold With New Colorful Rotor. CONSISTENT MONEY MAKER Sample Worker 50c ppd.

LOU J. COOPER & ASSOCIATES F.O.B. South Gate, Calif. Immediate Delivery. Guarantee Your Stock. Orders Accepted for Future Delivery. 25% With Order, Balance C.O.D. c/o DeRoy Mfg. Co. 7228 Atlantic Blvd. South Gate, Calif.

ATTENTION FAIR & FOOD CONCESSIONAIRES



Tested and proven fast seller. "30 in 1" kitchen necessity does the work of 20 necessary kitchen utensils. Specially designed to keep a spring, a torsional, a vibratory and a centrifugal motion. Year's Best Seller—over 8" long. Send 25c for sample and sales plan.

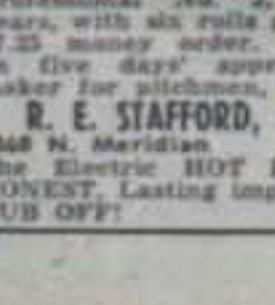
NEW METHOD MFG. CO. 88-7, BRADFORD, PA.

MEN—Build a Wholesale Route GET INTO A Big Pay Business



Sell Nationally Advertised Long Profit Carded Necessities to Stores Make good weekly earnings selling stores big line of 500 products, carded goods, novelties, sundries, toys, watches jewelry, drugs, school supplies, etc. Retailing \$5, 10c and up just cut with new Aspirin and Comb rack. You and the merchant more than double your money. Also Layman's new 25 Ball Point Pen setting new records. Territory open. Regu-lar or sidelin. No experience needed. AA rated firm, in business over 20 years. New bargain deals and sales help regularly. Send for FREE Booklet today. WORLD'S PRODUCTS CO. Dept. 2-R Spencer, Indiana

ELECTRIC PENCIL



Engraves fine, medium, big lettering in gold on leather, plastic, silk, books, etc. Professional No. 3, famous for 22 years, with six rolls gold foil, postpaid, \$7.25 money order. Guaranteed. Sent on five days approval. Big money maker for wholesalers, demonstrators. R. E. STAFFORD, Electric Pencil 2348 N. Meridian Indianapolis, Ind. The Electric HOT POINT makes an HONEST, Lasting Impression. WILL NOT RUB OFF!

BILINGUE

SUPPLIES and EQUIPMENT

7 and 10 color specials 4-5-6 and 7 ups Midgats 3,000 series—7 colors Paper and Plastic Markers Wire and Rubberized Cages Pencils—Crayons—Clips 5x7 Heavyweight Cards Electric Blowers & Flashboards Lapboards Made to Order Free Catalog Available.

JOHN ROBERTS CO. INC. 817 Broadway, Newark, N. J.

Cigarette Table Lighters, Antimony Silver, Western boat shape. Retail to \$2.99. Bargain price! Gross \$48.00. Dozen \$4.99. * FREE CATALOGS * UNSURPASSABLE VALUES. Gifts, Toys, Novelties, Jewelry, Etc.

MILLS SALES CO. Cut Rate WHOLESALERS Since 1916 26 West 23rd St., New York 10, N. Y.

CONCESSIONAIRES—SLUM USERS CLOSEOUTS—ASST. KEY CHAINS Free delivery anywhere in the U.S.A. \$1.50 per 100. Min. order 1,000. Send cash or check with order.

Hopkins Novelty Co., Inc. 294 Branch Ave. Providence 4, R. I.

Candy Mfrs. Probe 10c Field, Agree 5c Bar Here to Stay

Competition Stops All-Out Conversion; See Ready Markets for Both Prices

CHICAGO, July 24.—The nickel candy bar is here to stay—for a while at least—because of the pressure of competition, a survey by The Billboard of leading candy producers revealed this week.

Manufacturers who would like to go all out for dime bars hesitate to because of the likelihood that a few firms would stick with the 5-cent bar, offering a price

advantage to the consumer which would limit the true potential of the dime bar.

So despite the problem of higher ingredient costs and narrower profit margins, bar manufacturers for the present will hold back any full-scale conversion to the dime price and are therefore committed to a two-price retail business.

High Cocoa Price

The candy producers are looking hard at the nickel-dime question from all angles. The chocolate bar giant, Hershey Chocolate Corporation, "reviously silent on the matter, is thought-

fully eying the high cocoa bean price. Hershey's general sales manager said "We are not prepared to make a statement at present (on the nickel-dime bar question), but if the present high price of cocoa beans remains constant it will eventually eliminate the 5-cent bar."

William Carlton Sr., general sales manager of Hollywood Brands, Inc., agreed: "In our opinion if cocoa bean prices continue to increase...they will eventually eliminate most 5-cent bars."

Some manufacturers declare (Continued on page 105)

Cig Op Buys 900-Unit Stern Vending Firm

NORWOOD, O., July 24.—Stern Cigarette Vending Machine Company was sold to Sam. W. Klein, Huntington, W. Va., cigarette vending operator, it was announced Wednesday (21). The amount of money involved in the transaction was not disclosed.

The Stern Company, largest of its type in Hamilton County, operating 900 cigarette machines, was owned by Maurice and Mrs. Ruth Levitch and Earl and Eugene Greenwald. The firm employs 18 driver-salesmen and solicitors. Not involved in the sale was a wholesale tobacco division and Stern Sales Company, a firm which specializes in gifts, premiums, and prize merchandise for sales incentive programs. Levitch and Greenwald will continue to operate these businesses.

Klein has had a cigarette vending operation for the past 15 years—now operating between 650 and 700 machines in and around Huntington—which he will operate along with the newly purchased firm.

J. Alex, Chief Vendorlator Co. Engineer, Dies

FRESNO, Calif., July 24.—Jack Alex, chief engineer of the Vendorlator Manufacturing Company, Inc., died in a recent automobile accident here.

Alex joined Vendorlator in 1947, worked in the production and design departments until May, 1950, when he was promoted to chief engineer. Prior to joining the bottle vender manufacturer, he was associated with the vending industry in its operating and machine manufacturing phases. From 1929 to 1939 he was a partner with a brother, A. Garrick Alex, in a Chicago candy operation. Later he worked with his brother on the design of the Vendall candy vender.

Survivors are his brother, who heads Vendall Service Corporation, Chicago; his mother, Eva; his widow, Constance; daughters Barbara and Donna, and a son, Terry.

NABV Eyes Broadened Group Insurance Policy

CHICAGO, July 24.—National Association of Bulk Vendors is conducting a member survey with the object of broadening its group insurance coverage.

Introduced a year ago to give bulk operator members a lower premium on property damage, premises and product liability coverage, the association is now seeking to include group life,

weekly indemnity and hospitalization for operators, their employees and employees' families.

Also being considered is machine loss or damage thru fire or theft.

Joseph Lipshutz & Company here, the underwriter for the present NABV group policies, is making mailings of a special questionnaire to determine operator interest in the additional coverage.

Unfair Competition Hit at NATD Meet

Discuss How to Combat Unethical Practices; Kolodny Rakes 'Racketeering Religion'

NEW YORK, July 24.—Objectionable elements and publicizing of commissions were among the topics discussed Saturday (17) at a regional meeting of the National Association of Tobacco Distributors in the Hotel Statler. Presided over by Managing Director Joseph Kolodny and Charles Cooper, head of the vending division, the group of nearly 30 arrived at no concrete decisions, but developed various aspects of problems confronting the distributors.

On the competitive side, methods were discussed for the combating of so-called "racketeering" elements which were said to be using unethical practices to project themselves into the vending field. These persons were described as having made their money at endeavors since made unlawful by federal and State legislation, and who are trying to "go legitimate."

Several Wavering

While there was no concern over competition of firms per-

forming purely as vending firms, it was brought out that several distributors in the vending field have questioned the advisability of remaining in it. Their businesses are in healthy financial and operating condition, Kolodny commented, but a "racketeering religion, one alien to the distributor businessman," is making serious inroads into their operations.

This unwanted philosophy was characterized as that where the "racketeer" offers a couple of threatening choices to the outlet: "Take my machine or else, or take my machine or I will pull out (Continued on page 104)

Cup Units Do 14% of Hires Syrup Volume

PHILADELPHIA, July 24.—Cup venders accounted for 14.3 per cent of total Hires fountain sirup sales last year, according to C. D. Clarke, general sales manager of Hires fountain division. Clarke added that Hires volume in cup machines "continues to climb in 1954."

Clarke stated that cup vender patrons are more conscious of nationally advertised brands than ever before and that "past beliefs that non-advertised products would sell in venders have been disproved."

According to Clarke, surveys show that the future of beverage venders lies in machines vending more than one flavor which "will increase business anywhere from 35 to 85 per cent over a single-drink machine where national brands are used."

DRINK MACHINE UPKEEP

Bottler Repair Plan Plugs Profit Leaks

ROCK HILL, S. C., July 24.—A completely systematized plan for bottle vender maintenance has eliminated many of the headaches and "profit leaks" from this phase of operation at the Coca-Cola Bottling Company here.

Vender repairs, unless they are very carefully recorded and planned for, can knock a sizable hole in vending profits, according to W. M. Mauldin Jr., plant manager.

King & Co. New Mercury Distrib

CLEVELAND, O., July 24.—Mercury Vendors has named King & Company, Chicago, a distributor for its cigarette vender. King will cover Illinois and Wisconsin.

The 9 column manual Mercury vender has a 340-pack capacity, accommodates regular and king-size brands. List price is \$185 f.o.b.

DEVICE TO FOIL VENDER CHEAT

WASHINGTON, July 24.—A device patented here prevents a thief from emptying a vending machine by dangling a coin on a thread.

Christian Gabrielsen, of Whippany, N. J., invented the device for the Rowe Manufacturing Company. It provides a stop to be inserted in the chute below the slug rejector. The coin, striking the stop, causes an arm to reach overhead and to catch the thread.

FOR 'PLUS' SALES

Wis. Dairies Take to Milk, Ice Cream Machs.

MILWAUKEE, July 24.—Dairies are going after milk and ice cream vending machines in Wisconsin—the dairy State.

They are both operating and supplying the venders.

The Golden Guernsey Dairy Cooperative here recently installed two pint package ice cream machines made by Pint-O-Matic Company, and according to Gavin W. McKerrow, the firm's president, plans are set to add locations.

The Mari-Gold Dairy in Racine has two outdoor milk venders. Robert W. Buhler, vice-president, said they sold as many as 126 half-gallon cartons a day on weekends. Mari-Gold plans, said Buhler: "Add as many more machines as our accounts can stand."

Mari-Gold charges 35 cents for a half-gallon carton, a penny under the firm's store price. The Davelmar dairy farm near Mukwonago sells about 45 half-gallon bottles of milk a day from its outdoor milk machine in East Troy. David Scheel, a partner, said that production of the dairy has risen from 120 gallons a day

to 140 because of the vender. Davelmar's machine vends a half-gallon at 33 cents.

Hudson Holtje, Racine gas station operator, thoroly approves the milk machine which Mari-Gold has located at his station. He declared that sales were better at night than during the day when stores are open. Holtje said his agreement with the dairy was that he would get a guarantee plus a percentage of profits when they got high enough.

UNIQUE TRAP

Arrest 3 Men Using Slugs In Venders

DETROIT, July 24.—A unique trap, involving a T-Man, a Detroit police lieutenant and a vending manager, resulted in the arrest of three men charged with violating Michigan's law prohibiting slugs.

Arrested were Steve Malik and Merle Chism, employees for 28 and 12 years respectively of the Packard Motor Company. Malik was charged with using slugs in a vending machine; Chism and a third man, Al Shankus, with manufacturing the phony coins.

The trap consisted of a thin partition behind which the two officials and the vending manager waited, patiently watching coins fall thru an opening in the partition into a glass container. On the other side of the partition was a cigarette machine like any other with one important difference: After the coins had passed thru the mechanisms they were deflected from the coin box and carried down a chute into the room where the men sat waiting.

Before long, as the men (Continued on page 105)

Daily Bisects N. Y. Subways Vending Biz

NEW YORK, July 24.—The Brooklyn Eagle uncovered these statistics about the subway vending industry in New York:

Pounds of peanuts vended each month, 15,000; total vending units in the subway system, 12,000 outside of drink venders; gum machines 5,000; candy machines 2,000; peanut machines, 1,500; pieces of penny gum sold monthly, 9 million; 5-cent packages, 1,500; other nickel packages, 500,000.

The story refers to the importance of the penny vend business as bringing in about \$140,000 monthly. Facial tissues have expanded in the subways from 12 machines used for test purposes a year ago to 100 at present, with a goal of 300 set.

King Re-Elected CAMA Head at Annual Meet

MONTREAL, July 24.—The Canadian Automatic Merchandising Association re-elected Alan M. King president at its recent annual general meeting here. M. P. Box was officially installed as executive director.

Elected directors were L. Dettner, E. A. Goodeve, L. Duquette, P. Havlik and N. F. Leach.

King reviewed the history of the association, cited the abolition of the Canadian 15 per cent excise tax in April as a result of CAMA activity, and also the recognition of automatic merchandising as a

separate industry by the government.

The Minister of Finance, King stated, had assured CAMA that the mint would stop production of a steel 5-cent piece. Latter, King noted, had been causing operators unnecessary service problems.

The business session was preceded by a dinner in the Mount Royal Hotel. Both the dinner and a party following were sponsored by the Pepsi-Cola Company. Bill Emerson of Pepsi-Cola hosted association members at both functions.

Map Cigarette Vending Topics for NAMA Show

CHICAGO, July 24.—Cigarette vending will have a front seat at the National Automatic Merchandising Association annual convention and exhibit, to be held in Washington, D. C., October 10-13.

So far 16 manufacturers of cigarette machines and cigarettes have signed up for the meet, James Teshan, Eastern Electric Company, chairman of the trade show advisory committee, announced this week.

"What's Ahead in Cigarettes?" is the subject of a speech on the convention program to be discussed by a tobacco company official not yet announced.

Location Sales

The problem of direct sales of cigarette machines to locations will be discussed by a panel of operators who have had experience in meeting this problem. A special "Brass Tack Idea Exchange Clinic" for cigarette operators has been planned.

Exhibit space has been reserved by the American Tobacco Company, Brown & Williamson Tobacco Corporation, P. Lorillard Company; Philip Morris & Company, Inc., and Universal Match Corporation.

Cigarette machine manufacturers signed up to date are Cigaretomat Corporation of America, Coan Manufacturing Company, Eastern Electric, Inc.; J. H. Keeney & Company, Inc.; Lehigh Foundries, Inc.; Mercury Vendors, Inc.; National Vendors, Inc.; Rowe Manufacturing Company, Inc., and Smokeshop Corporation.

Workshop Sessions

Also featured on the program will be workshop sessions on "Blueprinting Key Management Problems," "Blueprint for Full-Line Vending" and "Blueprinting the Best Ideas," to be moderated by John W. Mock, management consultant, Chicago, and address entitled "Blueprint for 'Designed' Selling Habits," by Ralph D. Myrick, of Ralph D. Myrick & Associates, Buffalo, N. Y.

A "Brass Tack Idea Exchange Clinic" on "Blueprinting the Problems of Food and Beverage Vending" and one on "Management Problems" will also be featured on the program.

H. A. Montague, president, Fred B. Prophet Company, Detroit, will

give a talk entitled "In-Plant Food Specialists and Vending Specialists Can Work in Close Harmony to Mutual Advantage," and William Penn, Home Insurance Company of New York, will speak on the topic "Protecting Your Business: Sound Operational Insurance."

Dr. Kenneth McFarland educational director, General Motors Corporation, will deliver the closing address at the convention, "The 'U' in BUssiness."

For the first time, a completely sponsored program for the ladies will be offered. A ladies' luncheon with entertainment will be sponsored by Apco, Inc., and the Pepsi-Cola Company will sponsor sightseeing tours and luncheons for the family.

2-Day Distrib, Sales Meet at Bert Mills Corp.

ST. CHARLES, Ill., July 24.—The Bert Mills Corporation hosted 18 distributors during a two-day meeting at plant headquarters Friday and Saturday (23-24). Herbert Chadwick, vice-president, said the new 200-cup Economy Model and an optional hot chocolate vending unit were introduced.

Discussion centered on an expanded sales program, including the Deluxe 500 cup Coffee Bar, the new 200-cup model and the hot chocolate unit.

Decision to add the chocolate unit as an optional feature on new machines, and as an attachment to Model 500 and M54 Coffee Bars now in the field, was made following an operator survey, Chadwick stated.

THIS IS NEW!



5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE... A 5c horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH

NOT A NOVELTY BUT AN INVESTMENT
WATLING MFG. CO. 4650 W. FULTON ST. CHICAGO 14, ILLINOIS

We Have Newer CHARMS!

- NEW DESIGNS
- NEW IDEAS
- NEW FINISHES

send 35¢ Complete Sample Kit

Quality filled Capsules, F.I.B. Badges, Flicker Action Pictures, Initial, Military, Cameo and Jewel Rings.

National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

VICTOR'S TOPPER

The world's finest bulk and charm vendor 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.
2137 5th Ave. Pittsburgh 19, Pa. ATLantic 1-2540

CAPSULES (Filled)

All Items **\$10.00 per 500** All Items

Silver Flashlights
Gold Plated False Teeth
Purses Wood Tops Balloons
Assorted Rings (Initials, Jewels, Etc.)
Puzzles Cards (Complete Set)

Write for Free 32-Page Vending Machine Catalog

One-Third Deposit on All Orders.

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

Immediate Delivery VICTOR'S TOPPER

100 or more... **\$12.00** Each
Less than 100... **\$12.50** Each

Packed 4 to case. Time payment plan available. Trade-ins accepted. Prices subject to change without notice. All Victor Machines available. Write for our FILLED CAPSULE LIST for Victor Baby Grand Capsule Machines.

Pioneer Vending Service
590 Albany Ave. Brooklyn 3, N. Y. Phone: PResident 4-5358

Vender Kit for Navy Locations

BALTIMORE, July 24.—The Vaire Company here reported this week that its radio interference reduction kits for electrically operated vending machines have received U. S. Navy approval.

The kits, installed mainly on drink venders located on Navy bases, eliminate interference from such equipment with sensitive electronic equipment used by the Navy.

It was noted that a recent Navy directive, MIL-1-16910, requires all electrical vending machines on Navy bases to be modified by approved radio interference reduction kits.

Special kits for venders are supplied upon receipt of the following information: Type of vender, model and serial numbers.

Nehi Names Cooper Sirup-Fount. Mgr.

COLUMBUS, Ga., July 24.—Nehi Corporation appointed J. B. Cooper manager of the sirup and fountain division. T. H. Stanley, vice-president, announced this week.

Cooper succeeds Stanley Reehling, recently named vice-president by Apco, Inc.

Cooper attended law school in Atlanta, has an extensive sales background in the soft drink field.

N. D. Cig Tax Down 4%

BISMARCK, N. D., July 24.—State cigarette and snuff tax revenues were off 4.17 per cent for a total \$2,951,303 for the fiscal year ended June 30, J. Arthur Engen, State tax commissioner, reported.

Total tax collections in the State were down about 3 1/4 per cent over the fiscal 1954 collections.

MANDELL GUARANTEED USED MACHINES

- N.W. Deluxe 1c & 5c Comb. \$12.00
- N.W. 239 1c Parc. 7.95
- N.W. 232 1/2 Parc. B.G. 6.50
- Master 1c Bulk Parc. 6.50
- Master 5c Bulk Parc. 6.50
- Master 1c & 5c Bulk Parc. 6.95
- Columbus 1c Bulk 6.50
- Silver King 1/2 B.G. or Mds. 7.45
- Silver King 5c 7.45
- Exhibit Post Card (Metal) 15.00
- Advance 2D 1c B.G. 6.45
- Advance 211 Mds. 5.95

MERCHANDISE & SUPPLIES

- Pistachio Nuts, Jumbo Queen \$.80
 - Pistachio Nuts, Vendor's Mix65
 - Pistachio Nuts, Shell50
 - Cashew Whole48
 - Cashew Butts48
 - Peanuts, Jumbo38
 - Spanish28
 - Mixed Nuts15
 - Almonds, 48 ct., 5 lbs., vac. pk.32
 - Baby Chicks30
 - Rainbow Peanuts30
 - Boston Baked Beans30
 - Jelly Beans28
 - Licorice Lozenges25
 - M & M44
 - Assorted Fruit Chews, 100 ct.42
 - Rain-Bis Ball Gum, all sizes, 300 ct. \$.28
 - lbs. minimum. Prepaid, per lb.44
 - Adams Gum, all flavors, 100 ct.47
 - Wrigley's Gum, all flavors, 100 ct.47
 - Beech-Nut, 100 ct.47
 - Hershey's Chocolate, 300 ct. 1.30
 - Minimum Order, 25 Boxes Assorted.
- Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
- 1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 25th St., New York 18, N. Y. LOngacre 4-6467

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

GIVE TO DAMON RUNYON CANCER FUND

CHARMS that Charm CUSTOMERS and EMPTY MACHINES

FILL CHARMS	GIMMICKS	FILLED CAPSULES
PLASTIC Series #3, 90 Assorted, 6 Colors \$1.50	PLATED GIMMICK-LIKE CHARMS, Series #4, 40 Assorted \$ 7.50	KEYCHAIN VARIETIES \$22.50
PLASTIC Series #3, Iridescent 1.65	PLATED OFFICIAL BADGES 10.00	BADGES, With Keychains 22.50
PLATED, Series #5, 60 Assorted, Half Copper, Half Silver, Newest. 3.00	PLATED MONKEYS 7.50	MONKEYS, With Keychains 21.00
GOLD PLATED, Series #2, 52 Assorted 3.75	ELECTRIC FANS 12.50	GROCERY CHARMS, With Keychains 22.50
SPECIAL MIX, Very Many Items, Rich Mixture 5.00	IRONS & TOASTERS 15.00	BOOKS & MAGAZINES, With Keychains 22.50
	SKELETONS IN CLOSET 15.00	IRONS & TOASTERS 20.00
	BULLETS, Vacuum-Plated 10.00	ELECTRIC FANS 20.00
	BELLS, Vacuum-Plated 15.00	SKELETONS IN CLOSETS 20.00
	SPARKLE RINGS, Vacuum-Plated. 15.00	SPARKLE RINGS 20.50
	INITIAL RINGS, Vacuum-Plated. 15.00	INITIAL RINGS 20.50

F.O.B. Jamaica, N. Y. Immediate Shipment.
SAMUEL EPPY & CO., Inc. 91-15—144th Place, Jamaica 2, L. I., N. Y.

VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDER



Less than 25 cases (packed 4 to the case). Per Case ... \$60.00
25 cases or more. Per Case ... \$7.00
See your nearest authorized VICTOR distributor.

Victor Vending Corp.

5701-13 W. Grand Ave.
Chicago 39, Ill.

Conversion Kit For New National Cup Dispenser

ST. LOUIS, July 24.—National Rejectors, Inc., has announced a conversion kit for its new Simplex Cup Dispenser, including all mounting brackets, harness and instruction sheet for installation.

The kits permit installation on coffee venders. Dispenser mechanism can be converted to vend hot or cold cups.

The kits are being stocked at National branch offices in Atlanta, Chicago, Dallas, Los Angeles, Toronto and New York.

W. Va. Cig Tax Take Falls \$445,000 in Year

CHARLESTON, W. Va., July 24.—According to official figures compiled by Tax Commissioner Milton J. Ferguson, the State's net cigarette tax collections for the fiscal year, ended June 30, were about \$445,000 below those for the preceding 12 months.

Ferguson said that collections for the year just completed amounted to \$6,895,671, as compared to \$7,340,786 in net collections in fiscal 1953. Net collections in June were \$765,945, as against a figure of \$890,770 for the same month a year ago, it was stated.

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES VENDING MACHINES

	Issue of July 24	Issue of July 17	Issue of July 10	Issue of July 3
Acorn Tab Gum (10 col.)...	\$21.95	\$21.95	\$21.95	\$21.95
Adams Gum Vender (6 col.)...	6.45	6.45	6.45	6.45
Advance Model D Ball Gum.	5.95	5.95	5.95	5.95
Advance No. 11 Mds.	8.50	8.50(2)	8.50	8.50
Advance Stick Gum, 1c.	150.00			125.00
Atlas (8 col.)	6.50	6.50		
Atlas Ace 1c Mds.	49.50	49.50	49.50	49.50
25c Ball Point Pen Vender..				135.00
C-B Electron	12.00	12.00		6.50
Cigar Vender.....	6.50	6.50		
Columbus 1c.....				
Daval Roll Stamp (3 col.)...	25.00	25.00		
DuGrenier Model W (9 col.)...	125.00	87.50 125.00	87.50 125.00	87.50 95.00
Exhibit Card Vender, 1c....	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
Hershey 1c (2 col.).....		6.50	6.50	6.50
Keeney Electric (9 col.)....				150.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Master 1c & 5c.....	6.95 8.50	6.95 8.50		6.95
Master 1c	6.50	6.50		6.50
Master 5c	6.50	6.50		6.50
Mills Candy (8 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
Northwestern Deluxe 1c and 5c.....	12.00(2)	12.00(2)		12.00
Northwestern Model 39, 1c..	6.50 7.95	6.50 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 Roll Type Stamp (2 col.).....	35.00	35.00		
Northwestern 40, 1c Mds....	6.50	6.50		
Northwestern Stamp	69.00	69.00	69.00	69.00
Northwestern Tab Gum.....	25.95	25.95	25.95	25.95
Plastic Globe.....		6.50		
Pop Corn Sex.....	69.00	65.00	69.50	65.00
Pop-N-Hot Popcorn		65.00	65.00	65.00
25c Razor Blade	19.50	19.50	19.50	19.50
Rowe Candy (8 col.).....	80.00	80.00	80.00	80.00
Rowe Diplomat Electric (8 col.).....				150.00
Rowe President (8 col.)....	155.00	155.00	155.00	155.00
Rowe President (10 col.)...	155.00	155.00	155.00	155.00
Rowe Royal (8 col.).....				85.00
Rowe Royal (9 col.).....				100.00
Schermack Roll Type Stamp (1 col.).....	15.00	15.00		
Silver King, 1c Bulk.....		8.50	8.50	8.50
Silver King, 5c Bulk.....		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 Mds.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	7.45	7.45	7.45
Silver King Hot Nut.....	29.95	29.95	29.95	29.95
Smoke Shop La-Boy.....	249.50	249.50	249.50	249.50
Stamp Folder (2 col.).....	12.50	12.00		
Uneda Challenger (8 col.)...				110.00
Uneda Model E (6 col.)....				50.00
Uneda Model E (9 col.)....		80.00	80.00	80.00
Uneda Model 500 (9 col.)...				110.00
Unestapak Model 500 (9 col.).....	135.00	135.00	135.00	135.00
U-Select-It	49.50	49.50	49.50	49.50
Victor 1c (Victor).....	8.50	8.50		

Pritz Bows New Pencil Vender

AMBLER, Pa., July 24.—Pritz Vending Manufacturing Company announced a new pencil vender, the P.V. 200.

The new unit holds a capacity of 300 pencils, is push-button operated, vends for a nickel and rejects pennies and dimes.

It lists for \$49.50. Suction cups, pedestal or wall mountings are optional. The machine uses a Corbin lock.

AN INSTANT HIT . . . GUGGENHEIM'S



FRIENDSHIP RINGS!

Vends in capsule, bulk or
rocket machines.
Gold and silver-mixed

\$16.00 PER THOUSAND
F.O.B. N.Y.

Order from your distributor
or from

Guggenheim
INC.

33 UNION SQUARE

N.Y.C. 3, N.Y. • AL. 5-8393

SCHOENBACH STAMP VENDORS Folder Type



ATTRACTIVE
OUTSTANDING

Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vender
(as illustrated)

\$24.50 ea.

3 Col. Vender

\$32.50 ea.

STAMP FOLDERS

Very Low Prices

1/3 With Order, Balance C.O.D.

J. SCHOENBACH

Distributors of Advance Vending
Machines.
1447 Bedford Ave., Brooklyn 25, N. Y.

IN STOCK VICTOR'S



New
Deluxe
Model
BABY
GRAND
CHICLE
TREETS
VENDOR

ORDER TODAY

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

—SCALES—

Peerless Ticket Scales, \$125.00 each, crated, F.O.B. FREE—\$150 worth of Tickets with each Scale. These Scales in excellent condition, ready for location. Fully guaranteed. Rush order, limited supply. 1/3 deposit, bal. C.O.D. Immediately delivery.

DON FARR SCALES

Farr Apts., Middletown, Pa.

Fla. Goes After Cig Tax on Mail Order Purchases

TALLAHASSEE, Fla., July 24.—Beverage Director A. E. McKinney Jr. announced Monday (19) that approximately 4,000 Floridians who have been enjoying bargain smokes thru mail order cigarette purchases "are going to have to dig up the 5-cents-per-pack tax due the State."

Asserting that his office has the names of all persons in the State who have bought cigarettes by mail from out-of-State dealers and the amount they have purchased, McKinney said that all are being sent notices calling on them to pay Florida the tax due on each package.

"It is a violation of State law to receive from other States cigarettes on which the Florida tax has not been paid," he continued. "The mail order cigarette buyers owe the State a total of about \$15,000 in taxes.

"They will be given 10 days to pay the taxes they owe. The letters demanding payment of the tax point out that under the law the beverage department may have tax warrants issued against real and personal property to insure collection of unpaid cigarette levies.

"Agents of the beverage department have confiscated about 10,000 packs since opening a drive two weeks ago against non-tax paid cigarettes.

"These cigarettes have been confiscated for one of three rea-

Beech-Nut Net Hits \$1,988,616 for 6 Mos.

NEW YORK, July 24.—Beech-Nut Packing Company reported net earnings for the six-month period ending June 30, of \$1,988,616, equivalent to \$1.30 per share.

This total amount includes non-recurring income of \$528,776 equal to 35 cents a share from the refund of excess profits taxes and interest for years 1940 thru 1945.

The balance of \$1,459,840 or 95 cents a share represents net income from regular operations which compares with \$1,656,021 equivalent to \$1.08 a share reported for the same period of 1953.

Tenn. Cig Taxes Dip

NASHVILLE, Tenn., July 24.—The State Tax Department reported that collections on the tobacco tax for the fiscal year ended June 30 totaled \$13,420,719, a decline of 1.96 per cent as compared with collections for the preceding fiscal year.

sons," McKinney said.

"They were either transported into the State of Florida illegally or are the product of a stolen cigarette meter machine which this department believes is flooding the market with counterfeit tax imprints or else these cigarettes have illegible tax imprints.

"The campaign against illicit cigarettes will continue until I am satisfied the State is receiving its tax on every package sold."

RECONDITIONED MACHINES

FOR LIMITED TIME ONLY!

ATLAS 5c
ALMOND
TRAY
VENDOR



Special Deal! 1 Mach. &
5 lbs. of Almonds
(700 count).
\$10.95

★ We Carry a Complete Line of Capsule
Vendors, Capsules, Charms, Etc., in Stock!



6 Col.
G.V. Gum
VENDOR
with 500
pieces of
assorted
Adams
Gum.
ONLY
\$17.25
EA.

SILVER
KING
1c or 5c
Bulk completely
reconditioned
\$8.50 EA.



Write for Catalog of New & Used Vendors, Accessories & Supplies
Full Cash With Order Less Than \$20.00. All Others 1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBAR D 3-2676 PHILADELPHIA 23, PA.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a
piece—when you subscribe to Vend—the
magazine of automatic merchandising!
Fill in—tear out—mail today!

MONTHLY
FEATURES
Candy Gum &
Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Yes—Please sign me up for Vend for

1 year at \$4. 2 years at \$6. 3 years at \$7.50
(Foreign rate, one year, \$8)

997

Name

Address

City..... Zone..... State.....

Occupation



PUT THIS IN YOUR PIPE AND SMOKE IT! THE HOTTEST CAPSULE ITEM EVER--SMASH HIT OF NABV CONVENTION

PRICE'S INIMITABLE

MINIATURE PIPE IN VENDING CAPSULE



\$22.00 Per 1,000

Complete Stem and Bowl in Capsule. WRITE, WIRE, PHONE YOUR ORDERS

PAUL A. PRICE CO. 55 Leonard St., New York 13

Harold Walsh To Resign as Beich Co. V-P

BLOOMINGTON, Ill., July 24.—Harold E. Walsh, vice-president in charge of sales, Paul F. Beich Company, this week announced his resignation from the firm as of September 23.

Walsh has been with the Beich Company 31 years. Because of illness, he has been working on a restricted basis since early this year. He recently entered Mayo Clinic for a complete physical examination.

Walsh started with the Beich Company as a young man. He has served as retail credit manager, general credit manager, office manager, a member of the board of directors, Western sales manager, and general sales manager.

"My future plans are indefinite," Walsh said. He said he expects to take it easy, will spend some time looking after his own farm interests in Livingston County. He also looks forward to a Mediterranean cruise which he had to cancel a year ago for business reasons.

Vender Sales Aid Mfr. to Open New York Office

CHICAGO, July 24.—Carter & Galantin, manufacturers of the Sellavox, a midget portable phonograph for point-of-sales messages, will open a New York City sales office, Henry E. Carter, president, announced.

Rowe Corporation recently announced it had acquired exclusive rights for vender use of the phonograph called the "Rowe-Corder" (The Billboard, June 19).

Edgar Bolduc Jr., sales manager of the firm's products division, will be in charge of the new office. He was formerly located at the Chicago headquarters of C&G.

The new location will facilitate promotion of the Sellavox, Carter said.

Besides supervising distribution of the phonograph unit from New York on a national basis, Bolduc will have charge of new business development in the Eastern area for the firm's other services.

C&G has production facilities in Chicago and Los Angeles and a sales office in Detroit.

Ulrich Appointed Beech-Nut Ad Mgr.

CANAJOHARIE, N. Y., July 24.—John A. Ulrich was appointed advertising manager this week of Beech-Nut Packing Company. Ulrich joined the firm in 1949 as head of the market research department. He became assistant to the advertising manager in 1952, was named acting advertising manager two years ago.

Austin Packing Names Berkley Nat'l Sales Dir.

BALTIMORE, July 24.—Paul I. Berkley was named to the newly created post of national sales director of the Austin Packing Company, Ernest H. Fox, president, announced Friday (23).

Berkley will work directly with Fox in all matters relating to sales, sales promotion and advertising.

Associated with the vending machine industry for 18 years, Berkley, 38, is a graduate of St. Lawrence University and a former regional chairman of the National Automatic Merchandising Association.

Berkley is married, has three children, and lives in West Orange, N. J.

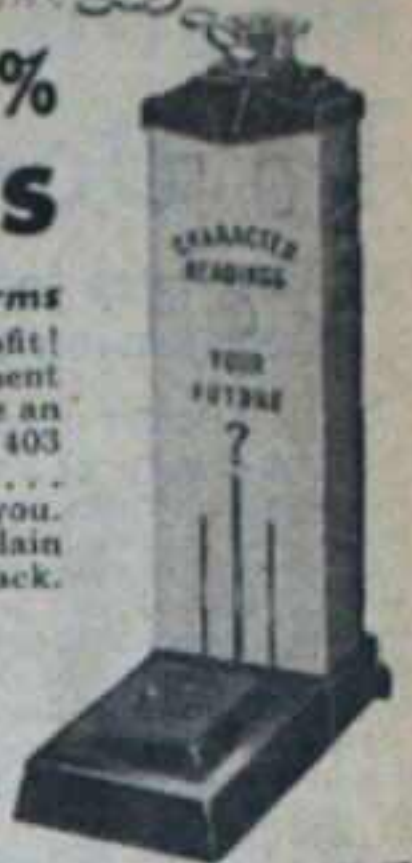
Ala. Tobacco Tax Take Down 3 1/2% for June

MONTGOMERY, Ala., July 24.—Revenue Commissioner Joseph M. Edwards reports that income from the State's tobacco tax for June was \$647,569, down 3.45 per cent as compared with the same month a year ago. Edwards speculated "both economic and health factors entered into the decline in tobacco sales."

There's a SMALL FORTUNE in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1... Fortunes and Weight
★ Fully Automatic & Patented
★ No Knobs, No Handles, No Trouble

Yours for Only \$25 DEPOSIT

AMERICAN SCALE MFG. CO. 3206 Grace St., N. W., Washington 7, D. C. Check one of the following: Attached find check for \$25 payment on one model 403 scale. Ship at once. Please send further details immediately. NAME ADDRESS CITY ZONE STATE

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BALL and VENDING GUMS New LOW Factory Prices

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Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb.
Chicle-Vend Ball Gum, 140 & 210 ct. 40¢ lb.
Chicle-Vend Chicks, 275 & 320 ct. 45¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 30¢ lb.
F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS

READY FOR DELIVERY NOW! 1c or 5c ACORN ALL-PURPOSE BULK MERCHANDISER Featuring the new Silver Streak BRUSH HOUSING

Empire COIN MACHINE EXCHANGE 1012 Milwaukee Ave. • Chicago 22, Ill.

oak's DONT DELAY ORDER NOW! 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 vend tab gum, charm candies, Hersheys. Guaranteed mechanically. Convert your present Acorns to vend tab gum.

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MAKE MORE MONEY IN VENDING! Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now! Fill out this coupon and mail today.

Saves you more than 20% on newsstand price. The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 995 Name Address City Zone State Occupation

Get set for the Biggest... the BEST 1954 N.A.M.A. CONVENTION October 10-11-12-13 IN WASHINGTON, D. C. The most complete program for increasing your profits and expanding your operation! Largest array of new equipment ever displayed! Largest display of vendible products! McNulty's Nightmare! Sponsored Ladies' Program! You will gain new ideas from the countless exhibits—you will learn many new ways of developing more business and increasing your profits! You will find the personal BLUEPRINT FOR PROGRESS. LOOK AT THESE PROGRAM FEATURES! -Sales Training Talks! -Unique New Panel Sessions! -Industry's Top Name Speakers! -Brass Tack Clinics! -Sightseeing Tours! -Full Sponsored Program of Ladies' Activities! -Gala Banquet and Entertainment! -Premiere of Industry's Motion Picture! MAKE THIS N.A.M.A. CONVENTION A VACATION, TOO! Washington, D.C. is the showplace of the nation, particularly attractive in October when the weather is beautiful and all government agencies are in session. Schedule CONVENTION WEEK as part of your vacation and take in all the sights and events programmed for you! McNulty's Nightmare... -A dramatic fantasy highlighting in swift revue style some current problems in automatic merchandising. For all information concerning hotel reservations, exhibition space, rates, and program of events... Write at once to: National Automatic Merchandising Association 7 South Dearborn Street, Chicago 3, Ill., Financial 6-0370

Miami License Fees To Double on Jukes

New Fees Include All Coin Equipment; Commission to Hear Ops Before August 4

By ALBERT E. DENNY

MIAMI, July 24.—The Miami license fee for juke boxes, pinball machines and other coin-operated devices was doubled in an ordinance approved on first reading by the city commission Wednesday (21), but may be softened before final passage August 4.

Mayor Abe Aronovitz introduced the measure to raise the present fee of \$12.50 a year per machine to \$25, and the commission passed it unanimously. However, the Mayor and the other four concurring commissioners indicated that they were willing to listen to arguments against the boost before taking final action.

Willie Blatt, president of the Amusement Machine Operators' Association of Dade County, told

The Billboard he believes the ordinance will undergo radical revision before it comes up for a final vote August 4.

The commissioners left undisturbed the present \$250 occupational license (master fee) required of all coin machine operators.

Major Provisions

The new legislation contains the following provision of top importance to coinmen: Henceforth, licenses will be made out in the name and business address of the location owner and are not transferable. When a piece of equipment is moved to another location, the operator must obtain another license, paying a transfer fee of \$25. The AMOA hopes to either knock out this provision entirely

(Continued on page 98)

Record 600 Turnout At Chicago Golf Fete

CHICAGO, July 24.—Recorded Music Service Association teed-off its fifth annual golf outing last Wednesday (21) drawing a record turnout of over 600 members and guests. Thruout the day operators, distributors, and members of allied industries literally took over the club house and fairway of nearby Bunler Hill Country Club.

Before the day was over, guests had 18 holes of golf, a buffet luncheon, an evening banquet, about two hours of entertainment

by leading artists, and dancing tucked away under their belts. At least two dozen persons left the clubhouse loaded down with radios, fans, portable aluminum tables, barbecue grills and home phonographs. The grand prize for the evening was a half-ton room air conditioner.

Supplying the entertainment for the evening were Tommy Leonetti, Capital Records; Jean Strange and Jane Kelly, Dot Records; and Helen Merrill, Lola Dee, Gary Mann, Nick Noble and the Leon Sash Trio, of Mercury Records. Music for the evening was supplied by Buddy Morrow and his orchestra, of RCA Victor.

Guests Attending

Among the members and guests who attended the event were Burt Bondioli, B & B Novelty; Jack and Al Paschke, of Paschke Phonograph; Earl Kies, Apex Music; Bob Lindelof, General Music; Andy Hesch, A. H. Entertainers; Andy and John Oomens, of

(Continued on page 94)

DIVERSIFY

Colo. Op Finds Steady Profits In Mixed Route

AURORA, Colo., July 24.—Diversification: The key to steady amusement game and juke box profits. That's what Jack Arnold, operator in the Denver suburbs and head of American Amusement Company, thinks about a mixed route.

New machines every year, and as many as possible, is the principle by which Arnold operates one of Colorado's leading routes—a 230-piece operation circling the city of Denver.

Arnold's machines include juke boxes, pinballs, shuffle bowlers, novelty games and kiddie rides. Says Arnold, "In almost every location, there are as many units as are practicable. For example, in a typical tavern location there may be a bingo game, a bowling game and a 100-record juke box, side-by-side. And when play goes down on one, there is invariably a pick-up on the others,"

(Continued on page 98)

Rockford Assn. Skeds Monthly Meet August 5

ROCKFORD, Ill., July 24.—Music operators of the Illinois Amusement Association will meet here August 5 at the offices of Lou Casola, head of Midwest Distributing Company and president of the association, to discuss future public relations campaigns in regard to next year's polio fund and other charitable organizations.

At the last meeting, members devoted most of the evening to the problem of commissions. No

(Continued on page 94)

HOW TO SHOOT 'BIRDIE' GOLF

CHICAGO, July 24.—Getting a birdie in golf is as easy as shooting a sitting duck, says Bill Olsen, of Chicago Music Company. And to back up this statement, Bill gave a few lessons to non-believers last Wednesday (21) during the Recorded Music Service Association's annual golf outing.

But, because of the scarcity of ducks around Chicago, Bill had to demonstrate his point with a red headed woodpecker. A hard hit drive from the second tee failed to steer clear of a nearby oak—not to mention the "birdie" in its branches.

Ready and willing to verify Bill's powers of golf are eye witnesses Eddy Foy, Tom Bennett and Don Mack, all from Chicago Music.

L. A. Assn. Ops Study Monthly Hit Tune Panel

Air Plans to Build Local Publicity; New Members Added

LOS ANGELES, July 24.—Members of the Los Angeles Division of the California Music Merchants' Association went on record here Tuesday night (20) as favoring a "Hit of the Month" tune selected by a panel of operators and made a definite move toward obtaining more publicity for the music machine field. The session, conducted by Walter Hemple, local president, was held in the Silver Room of the Hotel Glendale in Glendale.

Nearly 75 operator-members and prospective members attended. Plans for obtaining more publicity for the organization

(Continued on page 94)

Miami Op Aids Elderly Couple Hit by Fire

MIAMI, July 24.—E. M. "Cliff" Deale, owner of Deale Automatic Music Company, performed a good deed the other day which not only reflected credit upon him but also upon the entire coin machine industry.

The veteran juke box operator gave shelter to a 60-year-old World War I veteran and his wife who lost all their possessions in a fire. On the heels of Deale's generous act, which was reported in the local papers, other offers of cash and furniture poured in for the unlucky veteran, Anthony Tadda. Deale sent one of his trucks to pick up the furniture, and turned over the cash to Tadda.

Deale said that when the offers first came in, Tadda did not want

(Continued on page 94)



WESTERN DISTRIBUTORS, Portland, Ore., commemorated its 22d anniversary last week (The Billboard, July 24). Pictured above is Budge Wright, head of Western, who celebrated his 22d year in the coin machine industry at the same time.

9th WEEK

Air Picket Threat in Juke Box Union Trial

DETROIT, July 24.—Testimony by auto wash owners again dominated the juke box union conspiracy trial here this week.

The nine-week-old trial of William E. Bufalino, president of Local 985, of the Teamsters Union, AFL, and six others charged with extortion and conspiracy to monopolize the Detroit juke box business, moved unusually slow. The trial, which was to have lasted only six weeks, is now estimated to reach the 15-week mark.

Early in the week five auto wash owners testified that representatives of Bufalino had threatened them with picket lines if they didn't join the union. The witnesses were Harry D. Natkowski, owner of Harry's Auto Wash; Earl L. Silverman, who with his brother Albert, operates the Tower Auto Wash; Bernard Bial-

kin, owner of the Cass Auto Wash; Robert J. Nester, owner of Bob's Car Wash, and Ben Green, owner of a service station.

Bernard Bialkin testified that Bufalino and other defendants had threatened to "get him" if he did not co-operate. He quoted Bufalino as saying he had to collect a \$5 initiation fee and \$3 monthly dues for each employee because after he paid the international union \$1 "there would be nothing left for me."

Before Bialkin left the witness stand, defense attorney Lawrence Welsh, claiming intimidation by the witness, made a motion for a mistrial. Recorder's Judge Joseph A. Gillis denied the motion but told the witness to stop drawing conclusions from his brushes with Bufalino and or-

(Continued on page 94)

Op Gives Country Spots New Jukes, Cuts Costs

SOLDIERS GROVE, Wis., July 24.—Is it a wise policy to depend on old equipment in country locations? Do rural and small town spots show as good, or better results with old model juke boxes as with new?

Mike Young, head of Mike's Music Service, has positive answers to the questions: "A smart operator working in an outlying territory can do a lot to keep his route in a healthy condition by constantly weeding out old and unserviceable equipment."

What masquerades as lower operating costs because of fewer new machine purchases, says Young, may actually turn out to be a more expensive procedure when it keeps unappealing machines on the floor. In the long run, he adds, time and money spent keeping antiquated machines ticking along invariably overshadows the cost of replacements.

Another prime consideration commonly overlooked by opera-

tors large and small, declared Young, is the fact that new, sparkling, up-to-date equipment lends a touch of pride to all involved. The operator and his servicemen are proud to be working with top caliber equipment.

The location owner, meanwhile, knows that he is offering his patrons the finest machines on the market—equal to those in his competitors' establishments. As a result he will tend to respect its

(Continued on page 96)

MIAMI

R&B Disks Get \$\$ Hotter All the Time

MIAMI, July 24.—Rhythm and blues records are getting hotter all the time, according to Mrs. Jo Hiller, who restricted her comments, however, to the selling end of the business only.

Mrs. Hiller, of Binkley Distributing Company, which handles Atlantic and Aladdin labels in addition to M-G-M and London, notes that in the past couple of months the buying pattern of operators has changed considerably. The ratio of 80 per cent pops and 20 per cent r.&b.'s no longer exists, she says, with many or more r.&b.'s than pops.

"The reason for the change," explains Mrs. Hiller, "is that more and more locations are finding better results, collection-wise, from the r.&b.'s than from the pop and classical disks. Locations that once turned up their noses to this music are now clamoring for a change."

Another point to remember, remarked Mrs. Hiller, is that many of the pop tunes heading for the hit parade started out as r.&b. recordings. She pointed out the now popular "Sh-Boom," which was first cut by the Chords on a Cat label.

Detroit Music Ops Map Program to Revive UMO

DETROIT, July 24.—Leading music operators in the Detroit area met here this week to lay the ground work for reviving the United Music Operators' Association of Michigan, UMO, which once served as the leading juke box trade association, has been inactive for nearly 10 years.

Chairman of the proposed association, Edward Carlson, of Carlson Music Company, announced that a special meeting had been scheduled for all operators in the area Monday (26), at the Veterans' Memorial building, for temporary office elections.

Another key figure in the proposed association is Roy Small, who was public relations counsel-

Small released the following four-point program of action immediately following the meeting.

1. All operators in the Detroit area are eligible to join the new association, and all will have an equal vote on all activities.

2. Temporary officers and committees will be elected at the first meeting.

3. Temporary officers and committees will prepare and submit recommendations for further organization activity.

4. All recommendations will be decided upon by a majority vote of operators present at the meetings.

In addition to the program, Small prepared a reprint of edi-

(Continued on page 94)

Calendar for Coinmen

August 1-5—National Candy Wholesalers' Association, Inc., annual convention, exhibit, Hotel Commodore, New York.

August 5—Illinois Amusement Association, monthly meeting, Midwest Distributing Company, Rockford.

August 12—Summit County Music Operator's Association, Inc., regular meeting, Mayflower Hotel, Akron.

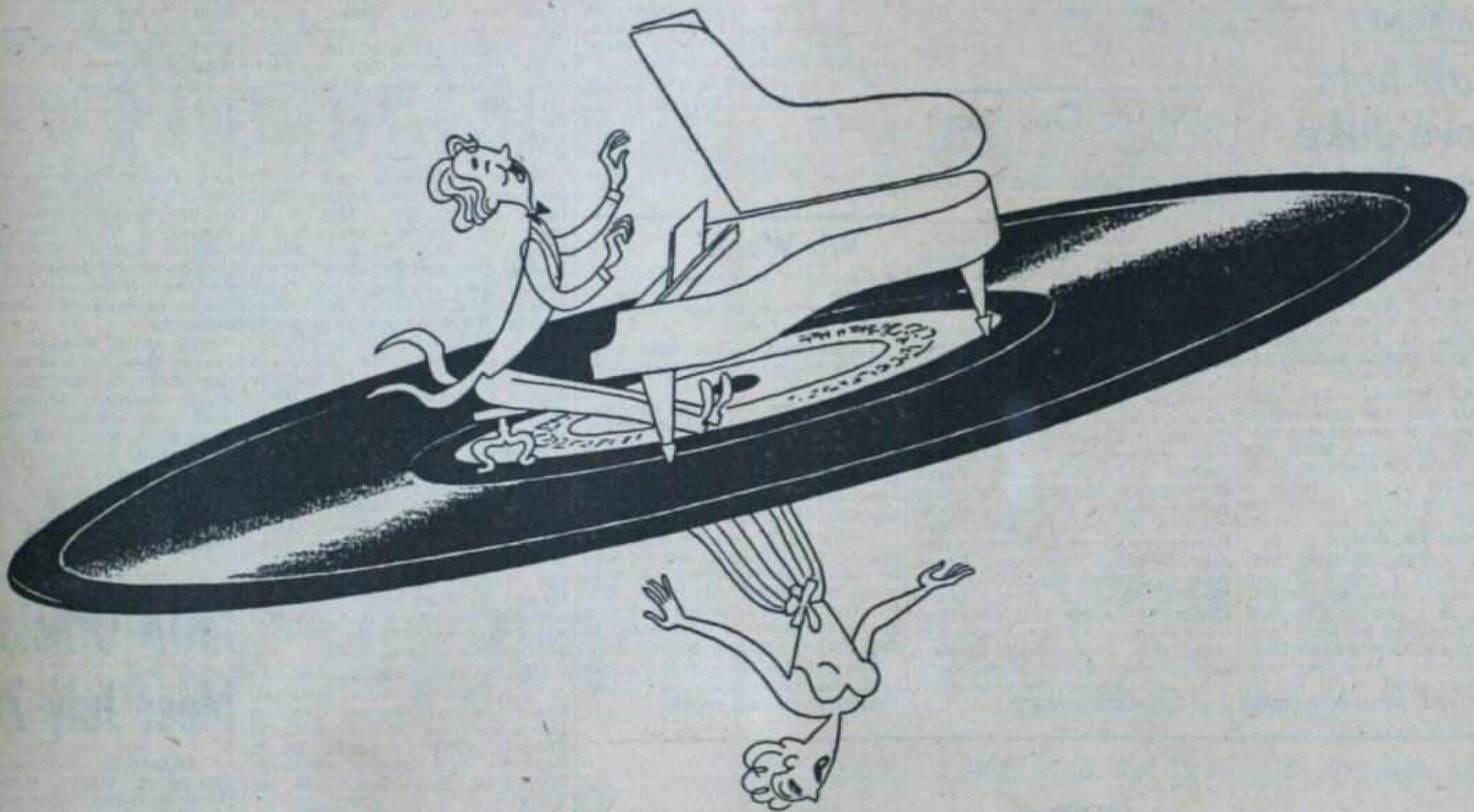
September 2—Music Operators of Connecticut, monthly meeting, site to be announced, Hartford.

September 11-12—Nebraska Music Guild, quarterly meeting, site to be announced, Scotts Bluff, Neb.

October 10-13—National Automatic Merchandising Association, annual convention, exhibit, National Guard Armory, Washington, D. C.

October 25—Summit County Music Operators' Association, Inc., annual banquet, Mayflower Hotel, Akron. (Tentative date.)

first



Operators cut their record costs in half . . . doubled their program offerings . . . thanks to AMI pioneering and leadership in two-sided record play.

*Originator of the Automatic
Selective Juke Box in 1927*
AHEAD THEN — AHEAD NOW

You can always look to AMI for the developments in juke box design and performance that make more money for operators . . . year after year.

AMI *Incorporated*

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the TMA-AMI Juke-Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

L. A. Assn. Ops Study Panel

Continued from page 92

were outlined by Sam Abbott of The Billboard in a 15-minute talk that urged the operators to make known their donations of records and juke boxes to charitable organizations.

The group was entertained by the Salmas Brothers, an instrumental and vocal quartet heard on Epic records, and Jeri Southern, Decca recording artist. They were presented by George Jay, KFWE disk jockey and record promotion man. Miss Southern introduced her husband, Ray Hutchinson, Chicago disk jockey.

New Members

Ben Chemers, local business representative, reported that membership in the association was continuing to grow. Five new applicants were received. They were Richard Tuck, Bill Yedlin, Irving Marley, Bob Reynard and Bern Calvert.

Pete Pellegrini, an operator, suggested that a committee be appointed to select a "Tune of the Month" with the idea of distributing this information to local newspapers as well as the trade papers.

COIN MAGNET

Snapshots Prove Juke Play Boost

BOSTON, July 24—Max Polansky, general manager of Poole Distributors, Inc., Wurlitzer outlet, reports that Saul Hurwitz, head of Neptune Music Company, in nearby Lynn, came up with a new method of merchandising juke box play that is really paying off.

Hurwitz, looking for the unusual, hit upon the unique idea of drawing customers to his machines with pictures. With the aid of his Polaroid Camera, Hurwitz visits his locations, snaps a picture or two of the customers, and in 60 seconds has prints pasted inside the domes.

Does it work? Hurwitz says there is always a crowd around the machines looking at the pictures and, as a result, juke box play has increased by leaps and bounds. In addition, claims Hurwitz, the pictures go a long way in building good will among customers and location owners.

It was agreed that Sam Ricklin, head of California Music, serve on the committee. Screenings would, no doubt, be at Ricklin's business place and a report made on the top contending songs at the following meeting.

In the discussion about publicity, Ricklin as well as Pellegrini reported they had co-operated with youth and civic groups by donating machines and giving free music for special occasions. Ricklin urged that donations be announced so they could be reported in the local and trade press.

Records were on hand for the operators to sample. Joe Dale, of Vito Records made a brief talk about his line and its artists. He left platters for distribution. Other disks made available were Capitol, Faber and Abbott.

On the motion of Al Cohn, it was seconded to dispense with the readings of the previous meeting prepared by Mrs. Ernest Bryant, secretary.

A board of directors meeting will be called within the next two weeks, Hemple said. The regular meeting will probably be held August 17, the third Tuesday of the month.

Music Ops Map

Continued from page 52

torials published about the UMO when it was active.

Officers of both existing music operator associations in Detroit—Music Operator Guild and Michigan Automatic Phonograph Owners' Association—were present at the first meeting.

Operators attending the confab included James Rothis, Rothis Music Company; Walter Cassidy, Cassidy Music Company; Sidney Ketchum, Morris Music Company; Jack Chaskim, Shamrock Music Company; Frank Staffe, Lincoln Park Amusement; Carl J. Angott, Angott Sales Company; Frank Stankiewicz, Ace Music Company; Arthur Weston, Wess Music Company; A. W. Grenier, Art's Music Company; Harry L. Norton, Lincoln Vending Company; Frank Alluvot, Frank's Music Company; Sammy Sapienza, Eagle Music Company; Joseph Brilliant, Brilliant Music Company; Frank Antaya, AA Phonograph Service; Louis Fisher, Fisher Music Company and Gordon Fruitman, Gordon Music Company.

New RCA Tapes Boost Library At Magnecord

CHICAGO, July 24.—Continuing its rapid expansion in background music, Magnecord, Inc., added eight new RCA Victor master tapes to its library this week. The master tapes, each capable of playing eight hours of continuous music without repetition, mark the second delivery made by RCA within the past two months. The first, programed for cocktail lounges, hotels and restaurants, was completed last May. The last delivery consisted of music suitable for factories and offices.

William L. Dunn, president of Magnecord, said that the RCA masters were being transcribed on individual reels of magnetic tape at the rate of five million linear feet a month. He added that additional programs were underway, covering such categories as churches, department stores and mortuaries.

RCA Victor master tapes are transcribed from RCA's Thesaurus library, Ben Selvin, music program director, selecting.

Magnecord has distribution rights to RCA's library of recorded music, for commercial use only, in Canada as well as throughout this country. Distribution of the tape is handled on a lease basis.

9th Week

Continued from page 92

dered references to threats stricken from the record.

Testimony from the other wash owners followed the same pattern as Bialkin's.

Later in the week, the prosecution put Frank Hanosh, a former juke box operator, on the witness stand. Hanosh testified that Bufalino had attempted to drive him out of the business and boasted of stench bombings.

Friday (23), defense attorneys ripped into Hanosh, forcing him to change his testimony. Hanosh made a belated admission that he had been convicted for a crime in spite of testimony to the contrary at an earlier date.

The defense charged the police and the prosecution of hiding Hanosh's criminal record.

600 Turnout at Chi Golf Fet

Continued from page 92

Oomens Sons; Ray Cunliffe, Brown Music; Phil Levin, Caryl Music, and Louis Arpaia, of Austin Music.

Frank Padula, Melody Music; Bill Nyland, Western Automatic; Chris Tiessen and Ben Coven, of Coven Distributing; Ed Ratajack, of AMI; S. Lockurn and C. Fland, of South Central; O. Herbert, Blue Bird; J. Lightfoot, Gaines Music; H. Fair and C. Maithurn, Regal; C. Alexander, Gaines Music; V. Ban Sampson; H. T. Mohill and H. H. Wanchy, Star Music, and J. White, Sampson.

Bill Hood and Les Rieck, of H. C. Evans; L. Quigley, Apex Music; Mr. and Mrs. Peiri, Monarch Coin; Larry Swanson, Consolidated Music; Phil Holman, Dick Wainwright, and Morri Goldman, of Martin; Bob Ballheime, Decca; S. Walsh, C. Graffy and B. McNichols, of Paschke Phono; Andrew Bruno, A & B Automatic Amusement; W. De Vry, Metropolitan; R. Kitt and P. Wow, of Suburban Music, and Art Sheridan and Sid Sheridan, of Sheridan Distributing.

Sid Fohrman, of Fohrman Motors; Tony Bennett, Don Mack, Eddie Foy, Norm Foy, Bill Olsen and Carol Olsen, all of Chicago Music; Art Weinand, Exhibit Supply; Fred Minter, Automatic Phonograph; Mr. and Mrs. Gino Menconi, of G. & M. Automatic; Mr. and Mrs. Carl Christiansen, Coven Music; Mario Santacaterina, South Side Phono; and Harold Schwartz, of Atlas.

M. G. McDermott and M. T. Salstone, M. S. Distributing; Mrs. Dale; Mrs. S. Hale; Mrs. T. P. Parkinson; Joanne Huff, of B & B Novelty; Henry Dwyer, Apex; J. Brenner, Empire; Ben Greenhouse, Sampson; and Mary Travers, Admiral Music; R. L. Anderson, A. M. Anderson, M. Sipiora, and J. Holmstrom, all of Singer; William Warren; Irv Sands, of Tri County Music; J. Sipiora, Singer; Caryl Levin; Louise Kennedy; A. P. Nage, Bally, and A. J. Donovan, White Way.

Marilyn Boyce, RCA; John Davidson, RCA; J. Fitzsimmons, Belmont Central Record Shop; Mr. and Mrs. A. Oldrich, Coral Records; and Mrs. Janet Goldberg, Decca Records; Mr. and Mrs. E. F. Gilligan, Chicago Music; Michael Detaek, Champion Music; M. Blumberg, Atlas Music; Joe Salerno, La Rue Novelty; Alice Coleman, La Rue Novelty; Barney Fields, label "X."

Mr. and Mrs. Graf, Skokie; Mr. A. H. Hansen; Steve Schickel, The Billboard; Clarence Golding, Decca Records; Ed Walker, Coral Records; Herb Chapman, Decca Records; Russ Gawne, Crescent Industries; Herb Gottschalk, of Transilcap.

William Knapp, Allied Distributing; W. R. Autan, R. L. Stewart, and Doug Hudson, Permo; George Stewart, Sampson; George Walsh, Paschke Phono; James Lawlor; J. L. Filitte, J. M. Douglas Sr., J. M. Douglas Jr., and J. Beam, Blackstone Music; Edward Johalski, and Edward Zagar, Swing Music; Everett A. White, Hiram Walker Distributing Company; Robert E. Dance, Old Rose Distributing Company; Lloyd and Mary Campbell, and A. Robinson, Empire Liquors.

Mike Spagnola and John Havilla, of Automatic Phonograph; Bob Blie, Decca Records; John Gaski, Western Automatic; F. Lants, Western Automatic; Jim Fischer, Western Automatic; Ralph Heft, Automatic Amusement; C. J. Bassler, Rockwood; Arthur Velasquez, Automatic Mu-

Miami Op Aids

Continued from page 92

to take them, but that he was finally prevailed upon to accept help in the emergency.

Tadda, who has not been able to work for the last six years because of heart trouble, and his wife live on a \$63-a-month veteran's pension, plus a few dollars a month which Mrs. Tadda earns by typing.

The garage apartment which Tadda and his wife had occupied was next door to the Deale home. The burned-out vet will stay with Deale until his apartment is repaired or he finds other quarters. Meanwhile the cash will help the Tadda couple to get a fresh start.

Deale is one of the oldest coinmen in South Florida, having come here from Georgia some 25 years ago. Over the years he has built an excellent reputation for fair dealing and ethical practices.

sic; Ransom Century Music; C. McNowar, Century Music. B and Mrs. Paul Golden, La Novelty; C. Paschke, Paschke Phono; Roy Bloemquist, Metropolitan Music; Leo L. Kau Koner's Office, and L. R. Garm

Jim Wickman, The Billboard; Harry Fille, ABC; Clarence Habel, ABC; Phil Weisman, AM; Michael Dale, Commercial Photo Survey; Jacob Nomden, Nomden & Sons; S. W. Hershman, Franklin Park Bank; Don Hassler, Capitol Records, and Herbert S. Franklin Park Bank.

Steve Hegedus, Capital Records; Ed Crowley, Permo; Katakuska, Capital Records; and Mrs. Martin Fryer, Acti Music; Ed Thomas, Oomens Sons; Frank Mitidiero, South Side Phono, and H. Feldman, Pasti Music.

J. Hoffman, and C. Hoffman; Caryl Music; C. E. Erickson, L. Holl, and Joe Vauchon, of Ericson & Holl; Casey Rolf, RC Victor; Joe Giaccone; Mr. and Mrs. Jerry Shea; Mrs. J. A. Fischer, Coral Records; H. E. Brown, Exhibit Supply; Evelyn Alquist, RCA Victor; Jane McFadden, RCA Victor; Mr. and Mrs. Henry Lonie, Eastern Music; M. and Mrs. Daniel Gaines, Gain Music, and Mr. and Mrs. Mot West, Purveyor.

Stanley Levin, Empire Coin; Tom Viviano, Tom Agres; Bob Markus, of Forest Music; Mr. and Mrs. Jones, of Jom Music Shop; Morris S. Price, Mercury; Dorothy Beening and Chelene Pisarek, A. H. Hansen; Frank Graben, Southtown Music; Glad Hansen, A. H. Hansen; Irene Sorrentine, Singer; Sam Faruggi, Melody Music; Jack De La Mat; Dominick Russo and Robert Lemeyer, of Apex, and Dan Palag Century.

Mrs. M. R. Hebert, Blue Bird Phono; Herman Klebba, Dependable Music; Mr. and Mrs. S. Weinstein, Carmen Music; Rosal Weinstein, Royal Music; Rosenblatt, Royal; M. R. Hebert, Blue Bird Phono; Hal Fakto, Fakto Distributing; Vincent Angelo Angeleria, of A. A. Swin time; Julia Kelly, J. H. Keene and William Gayles, of United Record Distributors.

MOA Officials Meet July 26

OAKLAND, Calif., July 24. George A. Miller, president, Music Operators of America, left for Chicago early this week to complete the groundwork for meeting.

Twenty out of 21 officers MOA are expected to attend the meeting, which will outline the association's activity for the coming year. Highlighting the event will be an eight-point program (see The Billboard July 24).

The meeting will be held at the Morrison Hotel.

Denver Op Finds Record Sales Okay

DENVER, July 24.—In spite of a general slow-down in consumer spending thruout this area, phonograph record sales are holding well, according to Pete Garry, head of Mountain Distributing Company.

Garrett, a veteran music operator and now proprietor of a "no stop" record service, had expected to see record sales fall off during the summer months, but says found sales for the first 6 months of '54 on par with the corresponding period last year.

Rockford Assn.

Continued from page 92

over-all method was adopted, it was agreed that all concerns would try to introduce suggestions at the next meeting.

Other plans in the fire include Christmas food baskets and operator picnic sometime August.

Members attending the 14th meeting included John Dochk, John Demia, Marvin Woolf, K. Lundberg, George Dochkus, Harold Hildebrand, Charles Mar Roy Brown and Lou Casola.



*Less than 30 inches wide

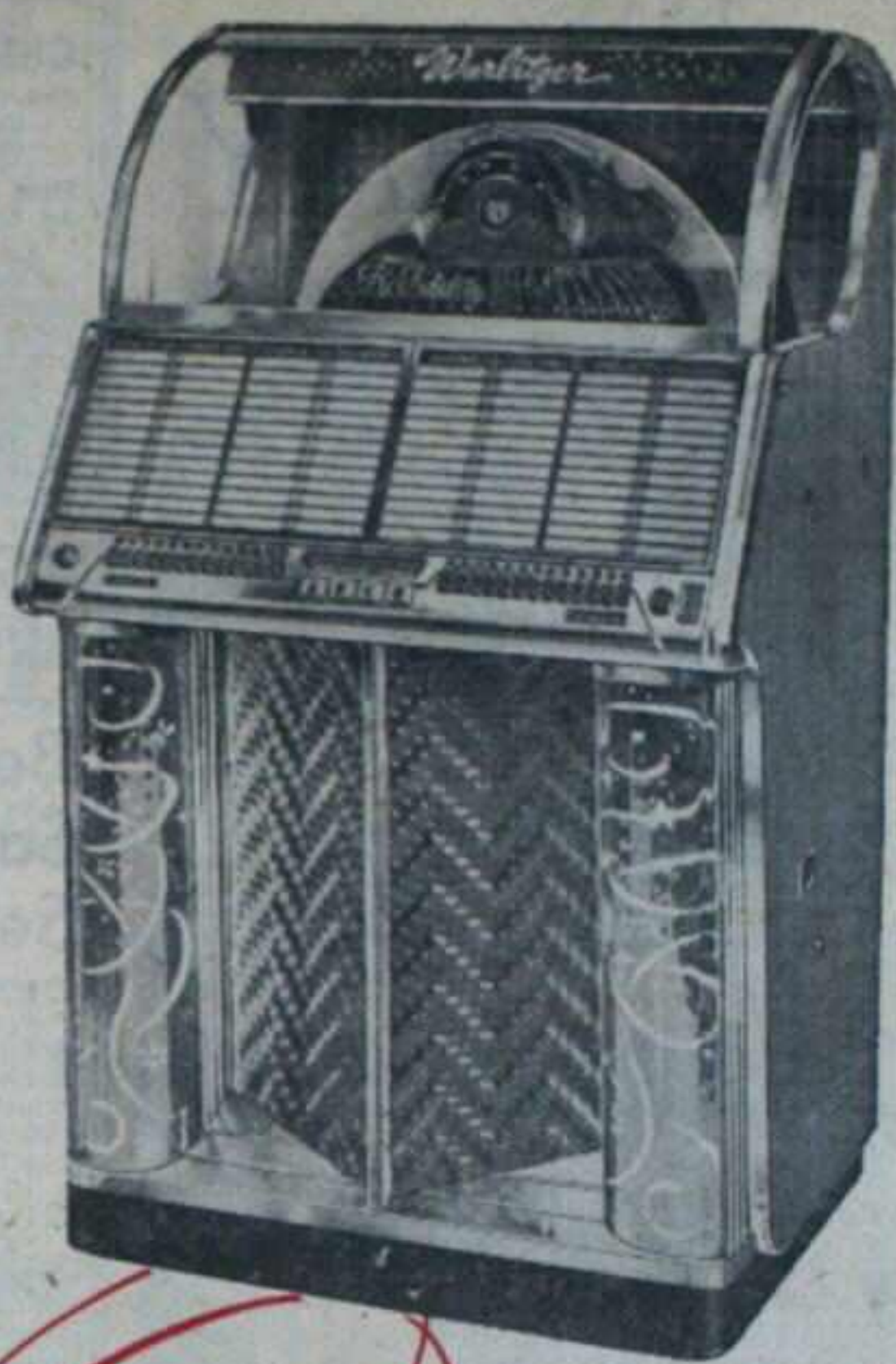
SO LITTLE in size... yet with so much to offer!

The largest number of selections... 120!
The smallest console phonograph in the world!
3-way service accessibility, top-front and back!
The single button line-o-selector for easy plays and more profits!



ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 31, Illinois

Every
Wurlitzer
1700 HF
Phonograph
to go on
location
has topped
the Earning
totals of
the Phonograph
it replaced



ONLY THE
FABULOUS HIGH FIDELITY

Wurlitzer

1700 HF

OFFERS YOU
ALL THESE MONEY-MAKING
FEATURES

- NEW...** ALL New—Phonograph
- NEW...** Carousel Record Changer
- NEW...** Gorgeous Cabinet Design
- NEW...** Ultra Simplified Mechanism
- NEW...** Full High Fidelity Sound
- NEW...** Color-Styled Selector Panel
- NEW...** Size for all Locations
- NEW...** Weight—308 Pounds
- NEW...** Increased Earning Power

SEE IT, HEAR IT and BUY IT
at your Wurlitzer Distributor

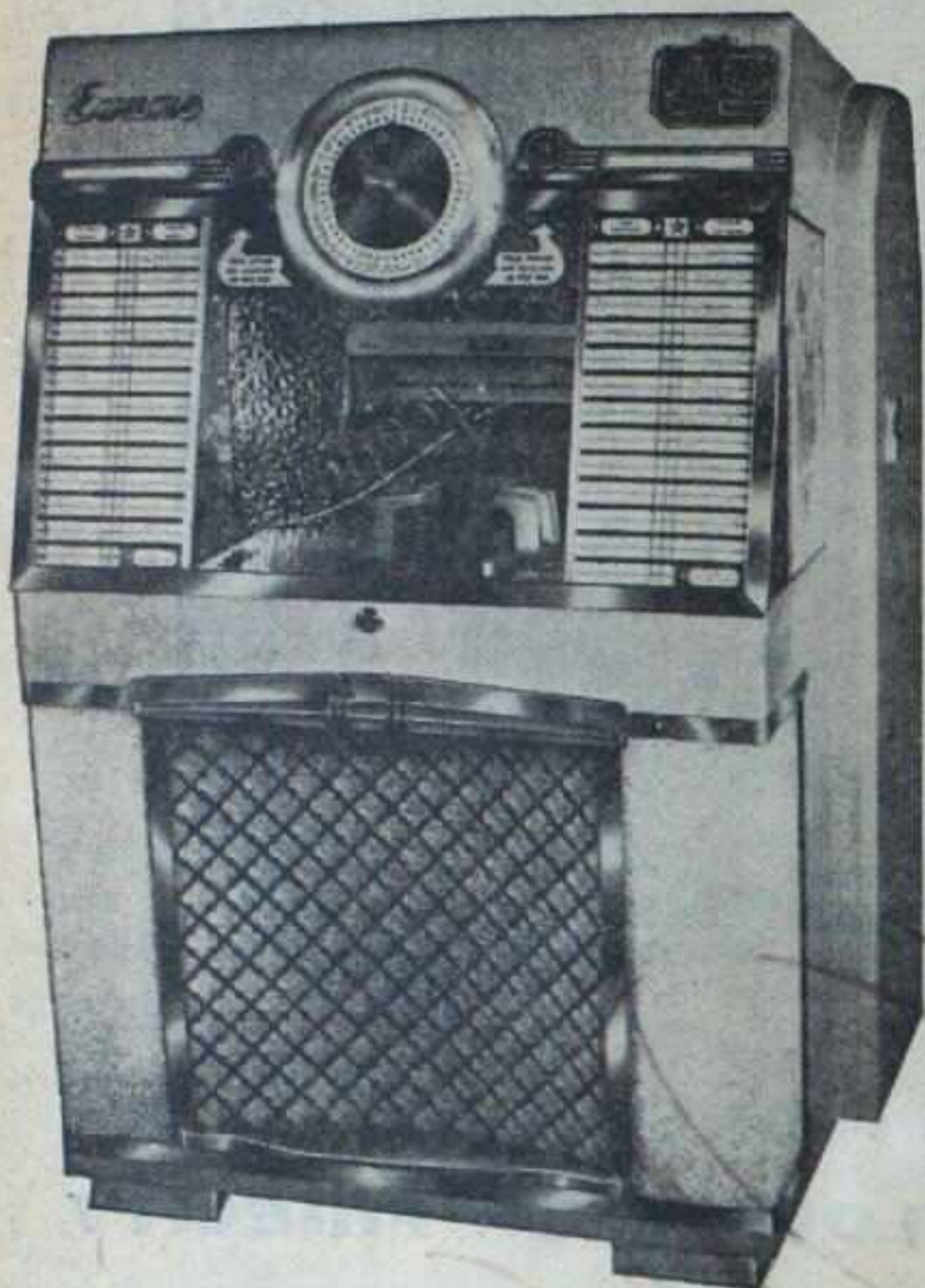
THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

NEW—ALL THE WAY THRU!

EVANS'

HOLIDAY

100 SELECTION • 45 RPM



OPERATORS

If you do not have a local distributor handling Evans' HOLIDAY write direct to factory for full information, etc.

Do not fail to contact us immediately for complete details.

WRITE, WIRE OR PHONE

H. C. EVANS & CO. 1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS

SAY YOU SAW IT IN THE BILLBOARD!

COINMEN YOU KNOW

Chicago

Communications to: Ken Knauf Central 6-8761

Host Record Crowd At Chi Golf Outing

A record crowd of 600 attended the fifth annual golf outing of the Recorded Music Service Association last Wednesday (21), making the event just about the biggest local promotion ever staged.

Ray Cunliffe, Phil Levin and Earl Kies can take a bow. This

trio wore themselves ragged setting up the golf outing, but it showed without a doubt what a little hard work and effort can accomplish.

Mary Gillette, of Gillette Distributing Company, and daughter off to Florida Monday (26) for vacation. Ben Coven, of Coven Distributors, reports Lake Geneva getting better every year.

Paul Brown, head of Western Automatic, roughing it up in the wilds of Canada. A quiet little cabin, a camera and a trusty bear gun—put them all together and they spell good vacationing, says Paul.

Two more teams have been added to the Chicago Automatic Phonograph Bowling League, reports Johnny Oomens, of Oomens Sons and secretary of the league. That brings the total to 14 next year.

George Kozy, sales manager, announced that the A.B.T. Manufacturing Corporation is working overtime to get delivery schedules out before the summer vacation shut-down which will run from August 2-15.

Best to Come, Says Eastern Seeburg Rep.

HARTFORD, Conn., July 24.—According to Jack Gordon, Eastern division sales manager of Seeburg, the juke box industry, which grew from less than 350,000 machines to a figure crowding the half-million mark within a 10-year span, is on the threshold of even greater development.

Gordon also pays tribute to the new artistic skills of recording companies, who are turning out the finest music in the world. The introduction of new sound reproductions—citing Mary Ford and Les Paul dubbings—are an example of this improvement, he said.

Music Op Turns Arcade Head Too

DENVER, July 24.—Bill Erskine, head of Bell Music Company, diversified his music route recently when he added his first "shooting gallery" operation in a Penny Arcade at Lakeside Park.

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES MUSIC MACHINES

Table with columns for Model, Issue of July 24, Issue of July 17, Issue of July 10, Issue of July 3. Rows include AMI Model A, Model B, Model C, Model D-40, Model D-60, ROCK-OLA 1422, 1426, 1428, 1434, 1436, SEEBURG 46, 47, 48, M 100 A, M-100-B, M-100-C, 146, H 146 Hideaway, 147, H 148 Hideaway, 148, 148 M, 148 ML, WURLITZER 1015, 1080, 1100, 1250, 1400.

Op Gives

(Continued from page 92)

value to a higher degree and encourage its use.

A coinman since 1930, Mike Young is particularly proud of the fact that virtually every piece of equipment he owns and operates is of postwar vintage.

Mike's Music Service covers a prosperous farming section of the Badger State. Small towns dot the area: Spring Green, Elroy, Boscobel and Fennimore, are typical.

Incentive Plan

Routemen have all put in an average of five years' service with the firm. Their remuneration is based on salary, plus an annual bonus figured on total company earnings at the end of the fiscal year.

and inducing his men to stay with the firm, says Young.

Multi-play juke boxes now make up the biggest portion of the music equipment and 45 r.p.m. disks are gradually taking over from the 78's.

A tip passed along by Young demonstrates one technique he uses to create a more personal relationship with his music locations. An attractive sign is posted inside the cabinet of most of his juke boxes directly behind the record changer.

How Was Your Timing on . . .

"SH-BOOM"

THE CREW CUTS MERCURY 70404

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.

Spotted as a Billboard BEST BUY

JUNE 30, 1954

Title Strips Ready for Top Juke Profits

JUNE 30, 1954

Form for Sterling Title Strip Co. with fields for Name, Address, City, Zone, State, and Date.

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Table with columns for Cards per Week, Cost for 3 months, Cards per Week, Cost for 3 months. Rows include 20 (400 strips), 30 (600 strips), 40 (800 strips), 50 (1000 strips), 60 (1200 strips), 70 (1400 strips), 80 (1600 strips), 90 (1800 strips), 100 (2000 strips).

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:

MIDWEST TURNS TO JAZZ. Taste changing from large dance bands to groups and showmanship musicians (Music department).

MOTION PICTURES GRAB DISK STARS. Celluloid industry continues to sign more platter artists (Music department).

GIANT "STAR NIGHT" UNIT TO TOUR. Big traveling extravaganza to hit three cities in three nights (Music department).

And many other informative news stories, as well as the Honor Roll of Hits and pop charts.



America's NEWEST UTILITY...

sells so readily to everyone because it sounds so **LIVE** thanks to **RCA PLANNED MUSIC**... music planned, produced, blended and programmed with *"the Selvin touch"*

Since every selection is planned to blend perfectly with the mood, the type, and the key of the selections played before and after it, special orchestral arrangements and recording techniques are called for. Here Norman Cloutier and Ben Selvin check timing.



In RCA's New York studios Norman Cloutier, left, and Ben Selvin, right, take a hand-picked orchestra through the first rehearsal of the composer's newest creations - music specifically commissioned for Magnecord's "Packaged" Background Music Service.

Ben Selvin follows the score as Freddy Martin rehearses his orchestra in some new arrangements of familiar tunes. This is just one of the fine orchestras heard on Magnecord's magnetic tape reels in new, fresh recordings of America's best-known, best-loved, best-hummed and best-bought music.

* Ben Selvin, who personally pioneered the early Background Music effort almost 20 years ago... the man known throughout the industry for "the Selvin touch" - a unique professional blend of musical artistry and science... is the man who now personally plans, selects, and supervises every selection of RCA Planned Music used by Magnecord's "Packaged" Background Music Service.

One reason this service is so easy to sell, so easy to operate, and so easy to make money with, is because no subscriber could have greater assurance of the best in Background Music than in this fact: only Magnecord offers you and your subscribers RCA Planned Music. Remember, there are no franchises to buy, no population minimums, no transmission facilities' problems, no music performance or operational licenses to handle, no "snoopers" to annoy you or your subscribers. Unrestricted opportunity is yours because any plant, any business, any location that has AC electricity is a ready prospect for Magnecord's Background Music... music placed right on the location via practical, economical, fool-proof magnetic tape reels... with continuing income and profit for you.

* Ben Selvin, Manager of Artists and Repertoire for Custom Record Department, RCA Victor Record Division.

Ben Selvin and Freddy Martin listen attentively as RCA engineers play back what has just been recorded. One tiny flaw, one small miscue and the entire piece will be recorded again! These top professional standards pay off in the LIVE sound that's the hallmark of RCA Planned Music, delivered by Magnecord's continuous magnetic high fidelity tape reproducer.

MAGNECORD
high fidelity continuous reproducer and
RCA Planned Music
A "PACKAGED" BACKGROUND MUSIC SERVICE

"The next 10 years of Background Music opportunity will be decided within the next 9 weeks. If you want to be a part of that future, rush this coupon to me, TODAY. There's no obligation."

"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 _____

DIVERSIFICATION

Op Finds Mixed Route Key to Steady Profits

Continued from page 92

with the result that the take remains about the same the year around. Most spots have at least two units, and some have as many as six.

Altho Arnold believes coin machine play is less seasonal than other amusement enterprises, he points out that there are definite seasonal trends, which favor one machine over another. During cold weather competitive games pull the play, and during the summer, juke boxes take the spotlight.

"When an operator can afford it," says Arnold, "the wisest step to make is to diversify equipment in every location—even if at first glance only one machine seems suitable."

The Colorado operator does not believe in operating old equipment, pointing out that 93 per cent of his juke boxes are new, multi-selection machines. Being interested in high fidelity equipment, Arnold recently purchased 15 hi-fi machines. These machines, he said, have already found their way into new "plush" locations.

The fact that American Amusement Company had such a wide choice of equipment gained Arnold entry into many of his locations. "When I first began," stated Arnold, "there was naturally a lot of competition for every good location. Instead of

trying to compete with other operators, I set up operations in the Aurora suburb and simply grew with the community, contacting owners of possible locations almost as soon as building construction began."

Emphasizing that he would be handy to service the machines, and that nothing but the best of equipment would be used, Arnold was able to get new locations as fast as they came along.

Naturally, the operator who diversifies his route in this way must expect to burn the midnight oil, and to be on a more rigorous work schedule. Arnold maintains a four-man staff and operates five vehicles for servicing, collecting and repairing equipment. He has one full-time checker, another who spends part of his time as a mechanic, and two full-time mechanics.

Two panel trucks, a pick-up truck, Arnold's own car and one checker's car operated on a gas-allowance basis, insure quick service for locations.

Another factor that has been significant in building up Arnold's successful operation is his penchant for "joining." He is a member of a number of civic organizations and clubs and active in community affairs.

Gottlieb Ships Daisy May, New Pin Game

CHICAGO, July 24.—Distributors of D. Gottlieb & Company this week are receiving the new Daisy May repeat play five-ball game.

The game, featuring a hillbilly background, gives the player a chance to score replays on roll-overs and special holes.

Three advancing buttons in a row on the playfield light the player's way to replays. Each time bumpers numbered 1-6 are hit by a ball one of the advancing buttons lights up. When all are lighted, the bottom roll-over lights up in turn, for replays. A ball thru the bottom roll-over also lights one of the top roll-overs for added scores.

Five roll-overs at the top of the playfield light up two special holes along the sides for replays. Two side roll-overs score added points. A pair of double flippers operated by buttons on the sides of the game shoot the ball back up the playfield for more action.

The player may insert a second coin which will double all free-play awards. The game operates on nickel play.

BIG 1-CENT BUSINESS

Penny Cards Hike Arcade, Show \$

CHICAGO, July 24.—Penny picture cards are big business. Millions of the cards are sold at arcades, amusement parks, beaches, traveling shows, novelty stores and school supply stores in the United States every year.

Herb Tekip, Arcade manager at Riverview Amusement Park, reported that 92,000 cards were sold thru nine Exhibit Supply card vendors located there from May 19 to June 10.

Card sales of one Exhibit distributor on the East Coast exceeds 15 million cards a year.

The S. S. Kresge Company store at 95th and Western streets, Chicago, sold 8,000 of the cards in 20 days—mostly of TV and radio stars. One vender at the Kresge store is set up next to the music department, where record buyers can also get pictures of favorite artists.

Exhibit Supply, the oldest card producer, designs, prints and sells a big share of these cards which feature pictures of film stars, TV and radio stars, cowboys and Indians, jet planes, baseball and boxers, scenic views, and novelty and gag items.

50 Series

Exhibit prints 50 different series of cards. Two different series are generally vended by one machine. Two series of novelty cards, for instance, one series slanted to men, and one to women patrons, may be used with one machine.

Cowboy pictures may include as many as 32 different photos of one favorite as Roy Rogers or Gene Autry.

Most of the cards, which are sold at \$3.98 per 1,000, are vended for 1 or 2 cents, but a number of cards are vended for 5 cents. Lincoln Park, Chicago, has a special set of cards made pictur-

ing animals at the park zoo, which sell for 5 cents each.

Chester Gore, affiliated with the firm's printing division for 17 years, manages that division. Paper for the cards, made of a special texture of cardboard, is purchased by the carload for the printing division, where all the work on the cards is done in the modern equipped printing shop.

Thousands of dollars are spent each year in revising the series of cards to the patrons' tastes, and in keeping the cards—especially the sports pictures and photos of stars and starlets—up to date. Each series of cards is cut and gathered by hand, so that the cards are arranged in regular order, with no repetition of identical cards in the series.

Traveling Shows

As traveling shows go on the road, orders come in for thousands of cards. Exhibit keeps track of road dates thru

(Continued on page 99)

Salt Lake City Delays Action On Pinballs

SALT LAKE CITY, July 24.—The Salt Lake City Commission has postponed decision on renewal of pinball game licenses, continuing to hold up a recommendation of Public Safety Commissioner Lyle B. Nicholes that licenses be issued on 114 pinballs in the city.

There is now less than a month left of a 45-day grace period on expiring licenses. All applications for licenses are being screened.

The city administration plans a further study of the issue, said Mayor Earl J. Glade, "because we want to make sure we have been fair to all parties concerned."

"While pinball operations may seem to some a trivial matter," said the mayor, "it is actually one of many ramifications. Three hundred business firms in the city are involved. Extraordinary as it may seem, the elimination of the machines may close some of these places of business."

Johnson Bows New Coin Box

CHICAGO, July 24.—Johnson Fare Box Company this week announced a new lock box for all types of coin-operated equipment. Fred J. Burt, sales manager, said the unit incorporates features "proved over the years by the company in building revenue-protection systems for the transportation industry."

It includes the Cleveland four-way lock with registered keys (which can be duplicated only by the manufacturer for holders of record), an automatic locking device which prevents tampering with revenue, and availability in several compact sizes for use with specific machines. Price was not set at press time.

ON-THE-AVENUE

Wis. Fun Spot Changes Hands, Gets New Look

MILWAUKEE, July 24.—New owners, new games, and a refurbishing of the Avenue Arcade, 720 W. Wisconsin Avenue, is sure to make it a more attractive future fun spot.

Doug Opitz, of Hilltop Coin Machine Company, and Ken Kulow, announced their purchase of the Arcade this week. The purchase was made from Bill White, who had previously taken it over from its original owner, Bob Roehl.

Since the change of hands, the big emphasis has been on clean-up and installation of more recent pieces of equipment. A number of machines have been moved out for repair or replacement and new installations include baseball games, a new Auto Photo picture machine, new target guns and targets on the rifle range.

Business looks promising, stated Opitz, who added that heaviest play so far has been going to the voice recording machine, photo machine and the rifle range.

Additional room for games will be available when space at the side of the Arcade which formerly housed an appliance outlet is put to use.

Public Relations Ads Win Good Will for Ops

CHICAGO, July 24.—The success of a public relations advertisement which Bally Manufacturing Company offered free of charge to operators throught the country has prompted the company to offer a second advertisement for use of operators in local newspapers.

The advertisements are designed to develop good will for the coin machine business and promote amusement game play. Herb Jones, Bally vice-president and

advertising manager, is the originator of the idea.

The first advertisement was entitled, "Good Fun for Good Neighbors." (The Billboard, April 3.) It was received enthusiastically by operators in most of the 48 States and used in local newspapers. Over 200 requests were received from operators for the printing plates. The ad pictured a group of people playing a pinball game and explained why coin-operated amusement games offered a community pleasant recreation.

Relaxation

The new advertisement emphasizes the low-cost relaxation provided to the public by coin-operated pinball and bowling games, and features a picture of a typical housewife who comments on how the games ease the pressure of the day's work for her husband who often plays the games before coming home from work, relaxed and cheerful.

Bally furnishes printing plates of the advertisement without cost, to operators and operator associations. Jones stated that if the new ad enjoys the success of the first, Bally would continue to develop new ads for the service of amusement game operators.

Said Jones: "Because the operator of pinball games so seldom takes the trouble to introduce himself in print to the people in his community, he is always a target for sensationalism and wisecracks of the press. People, unfortunately, can easily be persuaded to think ill of a man they do not know, a man they never see. On the other hand, people do not readily believe ill of a man they have learned to respect as a decent citizen.

"The operator's story—the job that his advertising should do—is the simple truth that he is a businessman like the movie owner, the tavern owner, the grocer, the druggist."

Wis. Baseball Craze Matched In Coin Games

SOLDIERS GROVE, Wis., July 24.—Coin-operated baseball games are the current rage in the Wisconsin amusement game field, according to Mike Young, head of Mike's Music Service.

He estimates baseball collections to be as high today as were shuffle alley collections when those games first hit the market. Approximately 30 baseball games are now on location in the city of La Crosse alone, he said.

Interest in baseball, Young believes, is a direct result of the State-wide fervor to the Milwaukee Braves. "The whole State is baseball crazy," he said, "making this type of game a natural."

Double Miami License Fees on Jukes, Games

Continued from page 92

or scale the transfer fee down to \$2.50 before the second reading.

Two other important points embodied in the ordinance are:

1. Every license must appear "under transparent glass or clear plastic and be attached to the machine so that it is visible at all times."

2. If the contract between the operator and the location owner is terminated by one of the parties within 90 days after the license is issued, no new license shall be issued for another 90 days after the notification, unless both parties to the contract notify the city license department that the contract has been terminated mutually.

Location owners are made responsible for seeing that machines have valid licenses clearly displayed.

The ordinance provides penalties up to \$500 or 60 days imprisonment for violators.

Expected Revenue

The 1538 licensed machines now in Miami produced \$19,325 in fees this year. Federal tax collector W. E. Nichols said that the new ordinance would raise that amount to more than \$38,000, plus another probable \$12,500 in transfer fees.

If approved on second reading, the ordinance would be effective October 1, the beginning of the new license year.

ABT to Show 2 New Rejectors At NAMA Meet

CHICAGO, July 24.—A. B. T. Manufacturing Corporation will exhibit two new coin rejectors for both the vending and amusement game field at the National Automatic Merchandising Association show in Washington, D. C., this October. George Kozy, sales manager, announced that A. B. T. would occupy Booth 409 at the show.

Canadian City Okays Pins; Cite High Court Precedent

CALGARY, Alta., July 24.—A search of Canadian court precedents, conducted by a city magistrate, revealed that the Supreme Court of Canada and the Quebec and Ontario appellate courts have decided that pinball units which are strictly amusement games are not prohibited under the criminal code.

In a subsequent judgment handed down in police court here, Magistrate R. V. Read decided that a pinball game which returns nothing but amusement and a free game to a high scoring player is not prohibited under the

gaming house section of the criminal code.

The decision meant dismissal of a charge against Maurice Weiss of keeping a gaming house. Six pinball games being operated on the premises, a restaurant, were the basis of the charge, and one of these, seized by police, was presented as an exhibit in court.

"It provides only amusement and the possibility of further amusement to the player," Magistrate Read concluded in ordering dismissal.

Weiss is a director of Alberta Vending Machines, Ltd.

Big One-Cent Business

Continued from page 98

listings in The Billboard... ships the cards on ahead of...

heavy response to the new Sentry slug rejector... Alvin Gottlieb, D. Gottlieb & Company...

Bill De Selm just returned from St. Ignace, in Michigan's Upper Peninsula... Art Arrigo and wife...

Shoshone Misses Coin Machine Levy... SHOSHONE, Idaho, July 24.—The mayor of this town...

Mutoscope Names Redd N. E. Distrib... NEW YORK, July 24.—Herb Klein, sales manager of International Mutoscope Corporation...

CANADIAN OPS HAPPY WITH NICKEL NICKEL... TORONTO, July 24.—The news of the introduction of a new nickel...

COINMEN YOU KNOW

Continued from page 96

heavy response to the new Sentry slug rejector.

Alvin Gottlieb, D. Gottlieb & Company, reports Nate Gottlieb and wife at Eagle River, Wis.

Visitors at United Manufacturing Company are happy to see receptionist June Collier back at work after recovering from a bad sunburn.

Bill De Selm just returned from St. Ignace, in Michigan's Upper Peninsula.

Mich. Ken Sheldon is vacationing in Colorado. Leo Golin-aki went thru the New England States.

Claire Brandt of United was married last week and is spending two weeks touring Florida on a honeymoon.

Ed Levin, director of sales at Chicago Coin Company, recently returned from a vacation sprint to Atlantic City.

The wedding bells are reportedly due to ring for Binks Indus-

tries office secretary, Marie Mittl, and a lucky guy named George. Art Weinand, Exhibit Supply,

Jack Eigne, broadcasting from the Chez Patee lounge the other night, was looking for Herb Perkins.

Lloyd Kieffer, Wausau operator, dropped in at First Coin Machine Exchange during the

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING

ADVERTISING RATES

Table with 3 columns: REGULAR CLASSIFIED ADS, DISPLAY CLASSIFIED ADS, IMPORTANT INFORMATION. Includes details on rates and ad specifications.

Business Opportunities... ARCADE FOR SALE—PERMANENT ARMY city in Southwest. At inventory, Box M-73, c/o Billboard, Cincinnati, Ohio.

Used Coin-Operated Equipment... ARCADE MACHINES—100 PENNY AND nickel type: Photomatic, Recorded. What do you need? Write for list and prices.

Parts, Supplies & Services... COIN OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind.

Help Wanted... WANTED — DEPENDABLE MAN FOR Shuffle Alley, Pin and Music Route located in Akron.

Routes for Sale... GUMBALL, CHARM ROUTE—300 VICTORS on location. Must sell; other interests. Call or write Allen Cipinka.

Wanted to Buy... CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices.

Wanted to Buy... JOCKEY CLUB Cottlieb Panoram Wanted

Wanted to Buy... GLAUSSER MUSIC CO. 300 Gearing Ave. Pittsburgh, Pa.

Wanted to Buy... WANTED—MILLS VEST POCKET Machine; new and used. State price and condition.

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form. 1. Clip your ad to this form. 2. Check classification you want your ad to appear under.

Randolph Dillon Dies; Co-Founder American Scale

WASHINGTON, July 24.—The American Scale Company, Washington, D. C., marked the loss of its vice-president and co-owner on July 16.

In addition to his brother, W. P. Dillon Jr., president of the American Scale Company, his survivors include his wife, Mary M. Dillon,

Salt Lake City Licenses Under Study

SALT LAKE CITY, July 24.—The Salt Lake City Commission is studying up all license renewal applications for pinball machines.

Table listing various items and prices: WIDE RANCH. Each... \$325.00, BEACH CLUB. Each... 325.00, PALM SPRINGS. Each... 395.00, GOLF CLUBS. Each... 495.00, SUNSHINE PARKS. Each... 85.00, SECURITY. Each... 65.00.

J. & M. SPECIALTY CO.

832 Camp Street New Orleans 13, Louisiana

CENTRAL OHIO SPECIALS

Table listing various items and prices: Printed Star 10th Frame... \$125.00, Printed Clover S.A. 273.00, Printed Cascade S.A. 265.00, Printed Royal S.A. 215.00, Money 2 Player S.A. 273.00, Money 10 Player S.A. 150.00, Whittier Silver Bullets 123.00.

BINGO GAMES

Table listing various bingo games and prices: Burt Clubs, Like New... Write, Beach Club... \$425.00, Beauty... 215.00, Atlantic City... 175.00, Big Lite... 95.00, Five Lites... 89.28.

CENTRAL OHIO COIN MACHINE EXCH.

25 S. HIGH ST. COLUMBUS, OHIO Capital 4-7254

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 columns for machine names and prices for four issues: July 24, July 17, July 10, and July 3. Includes machines like ABC (United), All Star, Arabian Knights, Army & Navy, Atlantic City, Basketball Champ, Bating Practice, Beach Club, Beauty, Be Boop, Bermuda, Solers, Boston, Bowling Champ, Bright Lights, Bright Spot, Buffalo Bill, Cabana, Camerons, Caravan, Champion, Chinatown, Circus, Citation, Coney Island, County Fair, Coronation, Cross Roads, Cyclone, Dallas, Dealer, Deluxe Baseball, Dew-Wa-Ditty, Double Action, Double Feature, Dreamy, Domino, Dude Ranch, 8 Ball, Fairway, Five Star, Floating Power, Flying High, 400, Football, Four Horsemen, Frolic, Gismo, Gold Cup, Golden Nugget, Grand Champion, Grand Slam, Green Pastures, Golden Gloves, Gyps-Dolls, Happy Days, Havana, Haybarner, Hit 'n' Run, Holiday, Hong Kong, Ice Frolics, Jeopardy, Jecky Specials, Joker, Judy, Jumping Jack, Just 21, Knock Out, Lazy Q, Leader, Lite-o-Line, Long Beach, Lowly Lucy, Lucky Inning, Madison Square Gardens, Majorette, Maryland, Merry Widow, Miami Beach, Miretrol Man, Monterey, Mystic Marvel, Nine Sisters, Dikahoma, Dimples.

COINMEN YOU KNOW

Continued from page 99

week. Lloyd has his hands full these days, not only with his 150-unit juke box and shuffle game route, but with a set of four-year-old triplets as well.

Back in 1949 Kieffer and his wife, Mary, found themselves presented with four children in one year, one born in February, and the triplets—two girls and a boy, born just before Christmas. There are five children in all. Kieffer came here from California a year ago to take over the coin operations run by his father, Ray Kieffer, since 1933.

Wally Finke reports First's game business showed an encouraging increase this week with increased sales on used bingo and shuffle games. Marvin Rosenstein, office manager, and Joanne Cipolla, order manager in the merchandise division, are both on vacation. Mel Finke, of the merchandise division, is working on the new 1955 catalog to be mailed in September. The division will have an important announcement in the next few weeks.

Mort Levinson, National Coin Machine Exchange, says Sheldon Spira is busy on the road this week in Indiana and parts of Illinois. Joe Schwartz, National owner, is about ready to take off on a week's fishing trip to Eagle River, Wis. Mort is doing some advance planning on a California-by-car vacation in about three weeks.

Milwaukee

Communications to: Benn Ollman Uptown 3-6018

Automatic to Add Milk Machines

Milk vending is proving to be a profitable venture for Automatic Merchandising Corporation, according to one of the firm's own-

ers, Asher Rabin. Rabin reports that he and his partner, Carl Millman, both find that their first venture into milk dispensing via Vendo machines has encouraged them to the extent that they would like to add more locations. Excellent co-operation is being received from Dairy Lane firm supplying them with one-third quart containers of milk. All of locations are industrial and office spots.

Les Reder, of L & R Distributing Company, making the rounds of downtown disk houses, reports music and games receipts showing signs of uplift in recent weeks. Reder narrowly missed being selected for jury duty recently, a duty which he claims he would have enjoyed performing.

Bob Markwardt, Mercury Records up-State salesman is currently spending a week or two making the rounds of the Western territory. Bob was switched into that area by bossman Johnny O'Brien to insure proper coverage of the smash hits the label is now enjoying, "Sh-Boom" by the Crew Cuts and "Shoemaker" by the Gaylords. Also making for lots of operator business, according to O'Brien, is the new waxing by Patti Page.

Reid Whipple, factory man for the Wurlitzer Music Company, is currently spending some time in this area. Whipple has set up schedules for school dates for operators interested in learning more about their Wurlitzer equipment. Whipple will hold class at the United, Inc., Vilet Street showroom and office and will then journey up to Green Bay to cover the operators in the Fox River Valley region.

Harry Jacobs Jr., is calling on operators up in the Northern part of Wisconsin this week. Sales reports resulting from this trip, ac-

ording to Harry Jacobs Sr., managing office matters meanwhile show good operator response to the Wurlitzer music boxes. Other member of the Jacobs family, Don Jacobs, is also away on business up North. He is making installations for several new operators who recently entered the juke box business.

Red Jacomet, of Red's Novelty West Allis music and games firm reports a noticeable upsurge in business lately. Over-all cash box totals show that receipts are at least equal to last year, says Jacomet.

Plans for route expansion, adds Jacomet, are forcing him to be on the lookout for a good route man to add to his payroll. Near-ing Wisconsin State Fair will be responsible for a boost in coin machine action in his territory. Fair week is always a big week for Red's Novelty, and he says he'd like to have the new routeman before the fair opens in late August.

Doug Opitz says that his route experience currently showing business about the same as last year. Closer breakdown might reveal, he adds that games are slightly down and music on a slight upturn. Baseball games are showing some profitable action, he says.

Banaco Music staff is practically all on vacation this week. Holding down the fort meanwhile, are Johnny Zanewski and Mrs. Frank Banaco. Alice Antczak, record buyer, is vacationing, as is Frank Bartnik. Bartnik and his teen-agers, Roger and Gerald flew up to the family's hunting lodge near International Falls, Canada, for several weeks of angling.

Sam Hastings says things are picking up in all departments at the Hastings Distributors on Blum-mound Road. Biggest action coming from the firm's red-hot "Grab Bag" premium board deal which is making a big impression on operators all over the State according to Hastings. Stopping in this week for preem and machine replenishments at Hastings were: Bob Klement, Blackhawk Novelty, Fort Atkinson, Wis.; Ar Vaillancourt, Gem Novelty, Racine; Tony Hirt, Sheboygan; Le Bartol, Waupaca; Nellie Tompking, Two Rivers; Bill Miller, Appleton, and Cliff and Roger Bookmeier, Green Bay.

Candy broker, Joe Dellosso, reports that the Badger Candy Club's Fifth Annual Fall Candy Carnival is all set to go July 31 and 31 at the Astor Hotel. Previous years have seen a representative number of candy vendors from thruout the State making an appearance at the Candy Carnivals. Larger quarters at the Astor Hotel this year will permit greater number of candy lines to exhibit their wares—75 booths in all, according to Dellosso.

Al Lucarelli, sales boss here for Lucky Strikes Cigarettes hired a new man recently to cover the North Side of town. Newcomer is Gene Tarachow.

Herb Geiger reports that his ice cream vending machines at the County Stadium where the Braves hold forth are selling a lot. Bendfeldt ice cream bars. Bars are specially packed for Geiger.

Washington

Communications to: Delores Newcomb EMerson 3-7451

Hot Spell Ups Soft Drink Sales

Hot weather is pushing up sale of soft drinks, according to Norman Hayter, manager of the local Dr. Pepper-Tru Ade Distributing Company. He says business is fine. Westway Vending, headed by Sid Lotenberg, continues to expand its line. Newest additions are machines to dispense canned juice. Sid adds that collections are good.

Joseph O'Neil, of the Canteen Company, is transferring to Boston to handle regional sales work. Joe's many friends wish him every happiness and lots of success in his new job. He'll be replaced by Jack Edgar, formerly of Texas Business at Canteen continues steady.

Hirsh Machines, headed by Hirsh de la Vies, has not been

Table with columns for machine names and prices for four issues: July 24, July 17, July 10, and July 3. Includes machines like Palm Beach, Palm Springs, Paradise, Pennant Baseball, Photo Finish, Pin Wheel, Poker Face, Red Head, Quarterback, Quartette, Queen of Hearts, Quintette, Rag Mop, Red Shoes, Rio, Rodeo, Rose Bowl, Sally, Saratoga, Screwball, Shanty Town, Shindig, Shoe Shoo, Silver Skates, Skill Pool, Slapfest, South Pacific, Special Entry, Spot Bowler, Stop 'n' Go, Spot-Lite, Starlite, Stars, Stardust, Struggle Buggy, Sunshine Park, Summertime, Super World Series, Sweep Stakes, Tampico, Tahiti, Telecard, Tennessee, Texas League, Three-of-a-Kind, Three Musketeers, Thrill, Times Square, Triplets, Tropics, Tumbleweed, Turf King, Utah, Virginia, Wild West, Winners, Yanks, Yacht Club, Zingo.

badly hurt by the summer slump. Collections are increasing gradually.

James Bowen, of Kwik Kafé, of Washington, is vacationing at North Beach, Md. Coffee sales are all holding up well, his firm reports.

Meyer Gelfand, of the G. B. Locke Corporation, says that the recent 1-cent tax increase on each pack of cigarettes has not affected business in any way. Routes expand constantly and collections are good, he adds.

Mrs. G. L. Sinclair, of the Northern Virginia Music Company, is pleased that business is picking up after a few slow months. She and her husband recently became the proud owners of a 124-acre farm in Loudon County, Va. Their three sons are really making use of the pond as a swimmin' hole!

Dick Zigler, of the Canteen Company, combined business with pleasure on a recent trip to Hershey, Pa.

Los Angeles

Communications to: **Joel Friedman**, Hollywood 9-5831

Keeney Rep Ends 1-State Tour

Dave Wallich, regional representative for the J. H. Keeney & Company, has returned from an extensive tour of the 11 Western states, covering Denver, Seattle, Salt Lake City, San Francisco, Phoenix, Portland and Las Vegas. Wallich reports operators are receiving Keeney's new Century bowler with enthusiasm.

Charley Daniels, Paul Laymon Company, delayed his vacation a week while **Jimmy Wilkins** and **Carol Johnson** make a road trip to San Diego. Ed Wilkes is in the midst of a surge of business created by Bally's new Hi-Fi game.

Adolph D'Este is back at his post in Badger Sales vending department after his recent Chicago trip. **Mary & Kay Solle**, Leuenhagen's Record Bar, gleefully report that their niece, **Barbara**, will be at the record counter again this summer.

Jack Gutshall, Corona music operator, was reminiscing about the days when he was the only national independent record distributing firm. **Jack Simon**, Simon Sales Company, continues raving about the tremendous growth of Las Vegas. Jack's export volume has likewise grown by leaps and bounds.

Lyn Brown, Lyn Brown Company, busy expanding his route of kiddie rides to include the Exhibit Fun line. **Ray Powers** has taken on the distribution of the new coin-operated alarm clock, On Time.

Operators in Los Angeles this week included **Oscar Tetzloff**, Manning; **Jack Faust**, Santa Ana; **Pop Burris**, Montebello; **T. H. Loo**, El Centro; **Charley Gaiger**, Ventura, and **Al Cicero**, of Santa Maria.

There was a reason for **Sid Bloom**, Oak Manufacturing Company, pacing the floor around the company's booth at the NABV convention in Chicago. He was about to become a grandfather for the third time. Bloom's traipsing at the booth paid off for a granddaughter, **Lauren Beth** Leicher, was born here July 15. Infant **Lauren Beth** waited for grandpa Bloom to return to his home here before her entrance into the world.

Lincoln, Neb.

Communications to: **John J. Burke**, 3-1804

Job Sponsors 50 Vending Units

A new operation of considerable importance has recently appeared in the Lincoln scene. **Vince Kamath**, **Mark Odell** and **Dale Hedrick** are operating approximately 50 Select-O-Vend 1-cent gum and candy venders under the sponsorship of the Exchange Club of Lincoln.

Mike Stangi, of the Kyes-Nichols Company, has increased his operation with several new juke boxes and three new Bally shuffle games.

Dick Taylor, of Amusement Service Company, has added several new Seeburg and Wurlitzer honos to his route. There was

also an addition to his household: **Dick Jr.**, who weighed in at 7 1/2 pounds on June 21.

L. G. Longman, Lincoln's leading bulk vending operator, has expanded from 1-cent to 5-cent bulk venders and is now starting an operation of bulk charm venders, via the capsule method.

Steve Gorka, who a few months ago sold his phonograph operation, is now re-entering the juke box operating business.

Jack Clark, Omaha, is operating his Photomatic route in Lincoln and Omaha. He bought the route from **L. R. Truax**.

Miami

Communications to: **Al Denny**, 83-3996

Suggests Pin Mfrs. Get Ops' Ideas

Irving Pearl, A & T Vending Company, believes there could be a widespread resurgence of pin game popularity if the manufacturers would travel around the country interviewing operators to get the benefit of their ideas on how to make the devices more popular with the players. "Don't get me wrong," explained Pearl. "I'm not complaining. Since purchasing this all-games route several months ago, we've expanded and we're now doing far more than the business done by the former owner. But I believe the operators could give the manufacturers a few tips that would benefit the industry." Pearl is planning to diversify his equipment by putting out some juke boxes. He is a veteran New Jersey operator who settled here a few months ago.

The son of **Jack Kauffman**, C & L Amusement Company, faces a long period of convalescence after an operation which followed severe injuries in an automobile accident. **Meier (Buddy) Kauffman** dozed off while driving his car and the vehicle smashed into a building. Also seriously injured was **Buddy's** girl friend, who was the only other passenger in the car.

AMOA President **Willie Blatt** is planning a visit to Chicago for the Music Operators of America executive meeting, July 26, then a quick trip back home for two days before taking off with his wife on a two-week pleasure jaunt to Mexico. While in Chicago, Blatt will arrange for deliveries of materials so as to get his gun game, **Bull's-Eye**, into full production. The piece has done well in location tests, Blatt reports.

Syd Nathan, president of King Records, wound up a 21-day Miami Beach vacation just as his friend, **Charles Kanter**, of Cincinnati, arrived for a visit. Kanter owns Ace Sales Company and is one of the largest music box operators in his territory. **Marvin Novak**, King Records distributor in Miami, accompanied Nathan on a talent-hunting expedition for hillbilly artists while the disk executive was here.

Jack Lipsiner, Coin-Operated Service, turns gentleman farmer when the day's work is done. Lipsiner and his family recently moved into their new home in North Miami Beach and they're still planting trees and shrubbery. "We'll have a good crop of mangoes in a year," Lipsinger promised.

Patti Page's newest release, "Oh, What a Dream," is bringing smiles to **Steve Brookmire** at Mercury Record Distributors. "It's a rhythm and blues number and sure to click in the juke boxes," opines Brookmire.

Coinmen are blazing vacation trails these days. **Moon Mullins**, Mullins Amusement Company, is on a trip to Canada; **Cliff Deale**, Deale Automatic Music, is hibernating in the mountains of North Carolina.

"Mink Shmink," the latest **Eartha Kitt** recording (RCA Victor), is proving very popular on Miami Beach, according to **Isadore Stone**, of R & S Music Company.

Dave Engel, Dade Vending Company, has words of praise for Chicago Coin's Star Lite Bowler and Williams' 6-Player Baseball game. He says they're crowd pleasers. Another piece which is still going strong despite its age, says Engel, is Gottlieb's Queen of Hearts pin game—"a real money maker," in his words. Engel's son, **Max**, who ran a very strong race in the

recent school board election but finished second, is building up a substantial law practice. His clients include many coinmen. Max used to help his dad on the route years back.

Juke box collections are still running well below a year ago, altho most operators experienced a marked increase during the week of July 4. Actually, the ops in this area haven't been hit hard due to the system of established minimums in effect, but the location owners have seen their share of the receipts fall off in the past few months.

Lucky Skolnick, Supam Distributing Company, plans to visit New York for a couple of weeks beginning August 14, along with his wife and children.

Willie Blatt, Supreme Distributors, purchased one of the first new Drivemobile games from **Bill Rabkin**, International Mutoscope, and installed it in his Arcade at Fun Fair. The first week it took in 22 per cent of the entire Arcade's receipts. Business at the Arcade has been holding up well thruout the summer, Blatt reports. Owner of Fun Fair is veteran coin operator and kiddie ride manufacturer **Bert Lane**. Incidentally, Blatt has served notice that he will not run for re-election to a fourth term as president of the AMOA, come October.

Coinmen drop in often at the AMOA office to enjoy the air conditioning system and to chat with **Jimmie Bonnie**, business manager, and **Doris Shapiro**, secretary. The AMOA sent flowers to **Duke Luker**, of Taran Distributing, who is ailing at Jackson Memorial Hospital.

Jean Carson, whose husband operates Juke Box Company, is on the mend after a gall bladder operation. She was stricken shortly after she and her husband, **Harold**, returned from a six-week motor trip to the West and Mexico.

Vacationing in New York are **Morris Marder**, M & M Amusement Company, and **Willie Levey**, of Mellow Music. Marder's wife, **Mary**, and their daughter, **Ellen**, were in the big town for several weeks before Marder arrived.

Music operator **Isadore Samet** reports that "Little Things Mean a Lot" (Decca) is the top nickel-puller on his route, with "Hernando's Hideaway" (Cadence) in the runner-up spot. On **Jack Lipsiner's** route, however, "Sh-Boom" (Mercury) is the No. 1 hit, with "Little Shoemaker" (RCA Victor) also doing good business. Lipsiner says that the recent siege of rain has been an added factor in the dip in music collections.

Hardest working man at Brooke Distributors is **Larry Eula**, shipping clerk and jack of all trades. Celebrating birthdays in the Decca and Coral distributor's office are **Mildred Marks**, **Helen Marion** and the boss himself, **Mannie Brookmire**. Miss Marks notes that juke box ops are calling for "High and the Mighty" (Decca) and "Good Night, Sweetheart, Good Night" (Coral).

Irving Wasserman is keeping busy with his shuffleboard route. Joining the vacationers was **Milton Adler**, Lor-Roy Amusement Company, who took his family to Lake Hopatcong, N. J.

Legs Biggers, A & T Vending Company, says he is getting more mileage out of Gottlieb's "Mystic Marvel" pin game than even the manufacturer would vouch for.

Hartford, Conn.

Communications to: **Allen Wisdom**, CHapel 9-8211

MOC Contributes Juke to Boys' Club

Paul Rechtshafer, of Reliable Coin, Hartford, public relations chairman for the Music Operators of Connecticut, attended ceremonies at the Goddard Boys' Club, Hartford, recently and turned over a juke box complete with records to the group. The good will gesture started the long-projected distribution by MOC of 50 juke boxes to hospitals and other worthy institutions thruout the State.

Mac Perlman, Hartford branch manager for Seaboard-New York Corporation, is planning a Bermuda vacation with **Mrs. Perlman**.

Ed Navickas, of the Navickas Amusement, Bristol coin operators, is back from a Maine fish-

(Continued on page 103)

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Thrilling Drive Yourself
Road Test
Most exciting amusement machine introduced in years... new earning amazing profits on location. Appeal for both adults and children... tests skill, reflexes and grades performance. Is highly competitive and lots of fun too.
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Atlantic City \$150.00
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Beach Clubs 385.00
Bally Beauty 385.00
Palm Springs 400.00
Bally Hi-Fi Write
Coney Island 45.00
Bright Lite 90.00
SHUFFLE GAMES
Chicago Coin Deluxe \$110.00
Chicago Coin Matched Bowler \$140.00
Chicago Coin 10th Frame Bowler 140.00
Chicago Coin Super Matched Bowler 155.00
Chicago Coin Name Bowler 185.00
10th Frame Special 195.00
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Triple Frame Bowler 285.00
Gold Cup Bowler 300.00
Advance Bowlers 345.00
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Rock-Ola 1436 Fireball, 45 RPM, 120 Selections \$395.00
Rock-Ola 1434 Rockets, 78 RPM, 50 Selections ... 375.00
Rock-Ola 1428 Magic-Glo 175.00
Seeburg M100 Model B1 595.00
Seeburg M100, Model B 545.00
Seeburg M100, Model C 725.00
Seeburg 100 Select. WB, Chrome 65.00
SHUFFLE ALLEYS
United Imperial \$325.00
United Classic 275.00
United Clover 250.00
Keeney Bonus Bowler 375.00
Keeney Pacemaker. 300.00
Bally Champion ... Write
Bally Victory Write
Chicago Coin Advance 385.00
Chicago Coin Criss Cross 400.00
BINGOS
Brite Lights \$ 65.00
Ice Follies 445.00
Yacht Clubs 250.00
Dude Ranch 375.00
Coney Island 95.00
Palm Springs 425.00
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Surf Club Write
Bright Spot 110.00
Beach Club 355.00
Beauty 265.00

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Un. Imperials..... 355	Un. Del. Lux..... 123	Ex. Six Shooter..... 125	
Un. Classics..... 385	Un. 10th Fr. Star..... 143	Ex. Gun Patrol..... 163	
Un. Clover..... 245	Ky. & Play Shuff..... 85	Seeburg Bear Gun..... 169	
Un. Teams..... 425	Ky. Diamond..... 415	Pop Corn Vender..... 69	
Un. League..... 418	Chicoin Criss Cross..... 415	Satting Prac..... 45	
Un. Olympic..... 340	Gen. Shuff. Pool..... Write		

QUICK DELIVERY—WRITE! Hi Fi, Genco Rifle Gallery, Evans Saddle & Turf, United Ark, United Rainbow, Keeney Century, Chicoin Starlite, Chicoin Feature Bowler, Chicoin Home Run, Zig Zag, Gottlieb Dragonsitz, Wms. Screamo & Big League Baseball.

CLAYT NEMEROFF • CHARLEY PIERI Write for Latest List.
Monarch Coin Machine, Inc. 2257-39 N. Lincoln, Chicago 14, Ill. Lincoln 9-2946-7-8

GIVE TO DAMON RUNYON CANCER FUND

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES ARCADE EQUIPMENT

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	Issue of July 24	Issue of July 17	Issue of July 10	Issue of July 3
ABT Challenger.....	\$19.00	20.00	\$19.00	75.00
Atom Jet.....		75.00		\$24.00
Baseball (Scientific).....		79.50		79.50
Bat-a-Score (Evans).....	139.00	165.00	165.00	250.00
		250.00	250.00	145.00
				250.00
Bear Gun (Seeburg).....		195.00		
Best Hand.....		10.00		
Big Tossing (Bally).....		150.00		150.00
Boomerang.....		45.00		45.00
Card Vender (Exhibit).....		49.00		49.00
Challenger (ABT).....		20.00		19.00
Champion Horse (Bally).....				20.00
Chicken Sam (Seeburg).....		450.00		75.00
	65.00	110.00	65.00	110.00
Dale Gun (Exhibit).....	55.00(2)	94.50	55.00	94.50
				94.50
Drivemobile (Mutoscope).....		195.00(2)		195.00
Flash Hockey (Colinet).....		75.00		75.00
Flying Saucer (Mutoscope).....		159.00		159.00
Goalie (Chicago Coin).....	75.00	100.00	75.00	100.00
	119.50	110.00	119.50	119.50
Gun Club.....		160.00		165.00(2)
				185.00
Gun Patrol (Exhibit).....	165.00(2)	165.00	185.00	
	185.00			165.00(2)
				185.00
Heavy Hitter (Bally).....	40.00	69.50	40.00	69.50
Hi-Ball (Exhibit).....		75.00		75.00
Hit-a-Homer.....				18.50
Jeep Gun (Exhibit).....	175.00	195.00	175.00	195.00
K-9 Fighter.....				195.00
Kicker & Catchers (Baker).....		49.50		
Lite League.....	75.00	99.50	75.00	99.50
Mercury Counter Gripper.....		20.00		
Metal Typer (Haward).....				150.00
Metal Typer (Roovers).....		250.00		250.00
Widget Movies.....	185.00	295.00	185.00	295.00
		295.00(2)		295.00
Night Fighter (Genco).....	295.00(2)	295.00	310.00	
				295.00(2)
				310.00
Panoram (Mills).....		250.00		250.00(2)
				250.00
Pea Wee (Genco).....		20.00		20.00
Photomatic (Mutoscope).....		250.00		200.00
	650.00(late)	650.00(late)		300.00
				350.00
				545.00
				650.00(late)
				650.00(late)
Pistol Pete (Chicago Coin).....	85.00	95.00	85.00	95.00
	99.50	99.50	54.50	85.00
			95.00	99.50
Pitch 'Em & Bat 'Em.....		185.00		185.00
Pool Table (Edrick).....		75.00		75.00
Pop Up.....	18.50	24.50	18.50	24.50
Punching Bag (Mills).....		189.00		189.00
Q Ball Pool Table.....		125.00		125.00
Quizzer.....		95.00		95.00
Rapid Fire (Bally).....				125.00
Rifle Range Ray Gun.....		65.00		65.00
Six Shooter.....				75.00
Shocker (Acme).....		24.50		24.50
Shipman Art Show.....	45.00	49.50	45.00	49.50
Shoot the Bear (Seeburg).....		195.00(3)		135.00
				195.00(2)
Silver Gloves (Mutoscope).....				225.00
Silver Bullets (Exhibit).....		125.00	135.00	125.00
Six Gun Rifle Range (ABT).....		550.00		550.00
Six Shooter (Exhibit).....		125.00	145.00(2)	85.00
				99.50
				135.00
	145.00(2)			145.00(2)
				145.00(3)
Skee Ball (Williams).....		150.00		150.00
Ski Roll (Evans).....		95.00		95.00
Skill Gun (ABT).....		20.00		25.00
Sky Fighter (Mutoscope).....				125.00
Sky Gunner.....	249.00	250.00	275.00	395.00
		275.00		
Space Gun (Exhibit).....		129.00		
Spark Plug.....		75.00		75.00(2)
Star Series (Williams).....		75.00	109.50	35.00
				75.00
				109.50
Submarine Gun (Keeney).....				125.00
Target Skill Gun.....		18.00		
Telegist.....		169.00		169.00
Ten Strike (Evans).....		65.00		65.00
Three Way Gripper (Gottlieb).....	18.50	24.50	18.50	24.50
Tam Tom.....		95.00		95.00
13-Way Athletic Scale (Mercury).....		89.50		89.50
Twin Shoe-Shine.....		150.00		150.00
Undersea Raider.....		150.00	125.00	150.00
Voice-o-Graph (Mutoscope).....		525.00		525.00
Whiz Bowler.....		69.50		69.50
Whizz (Genco).....		29.50		
Whizz (Genco).....		20.00		20.00
Wizzard.....		18.50		18.50
Zipper (Binks).....		79.50		79.50

WANTED FOR CASH

Seeburg
M-100A • M-100B
M-100BL • M-100C

AMI
Model D-40—D-80

Wurlitzer
Model 1100—Model 1250

Send Lowest Price Desired.
All Machines Must Be in Good Working Condition.

NEW YORK DISTRIBUTING CO.
625 10th Ave. New York 36, N. Y.
Circle 6-2144

For Everything You Need in new and used equipment Write for Our Lists

DAVID ROSEN
Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET, PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

FOR SALE

PALM BEACH \$150.00
TAHITI 300.00
BEACH CLUB 300.00
BRIGHT SPOT 75.00
CONEY ISLAND 75.00
YACHT CLUB 200.00
BRIGHT LIGHTS 55.00
RIO 330.00

FIRST-CLASS CONDITION
NASTASI DISTRIBUTING CO.
1010 Poydras Street, New Orleans, La.
Magnolia 6386-7459

READY FOR LOCATIONS

3—ATLANTIC CITY \$160.00
4—YACHT CLUB 215.00
3—BEAUTY 270.00
5—BEACH CLUBS 340.00
3—DUDE RANCH 365.00
1—UNITED CABANA 165.00
1—UNITED A. B. C. 40.00
1—UNITED LIBERTY BOWLER,
6 Player same as Cascade 205.00
1/2 Deposit, Bal. C.O.D. or S/D.

MICKEY ANDERSON
314 East 11th St. Erie, Pa.
Phone 5-7549

SALESMEN WANTED

Salesmen, with good record selling rides to chain stores, super markets, etc., can earn top dollar representing manufacturer of GRANDMA, sensational, life-like, animated, mannequin fortune-telling machine. Write, giving details past experience.

MUNVES MFG. CORP.
722 Broadway, New York, N. Y.
ALgonquin 4-0370

PANORAM FILMS
NEW SUBJECTS—NO DUPES
COMPLETE 16MM FILM LAB
Negative & Positive developing,
35-16 reductions—color reproductions.
Write for list.

VIDEO FILM SERVICE
1532 N. Western Ave.
Hollywood 28, Calif.

WANTED TO BUY

PENNY SCALES
WEIGHING
1 or 100 Used Weighing, Pace, Mills, Rock-Ola, Hamilton, etc. Advise condition and lowest cash price.

Box D54, Billboard, Cincinnati 22, O.

FOR SALE

A large, top-flight coin machine route. Partner's health reason for selling. The route consists of Phonos, Amusement Machines and Bingoes. If you are interested in owning one of the best routes in the country, equipped with cars, trucks and late equipment, write to

BOX D52, The Billboard
Cincinnati 22, Ohio

Mechanic Available

25 years' experience on all coin-operated equipment. Repair and rebuild. Have my own tools. Suber, reliable, honest and willing to work. No Quarter, married and originally from Ohio. Will be anywhere and have car.

THEODORE ANDERSEN
312 Adams St. Strasburgville, Ohio
(Phone: ATLantic 3-7457)

GIVE TO DAMON RUNYON CANCER FUND

Your key to **SALES RESULTS—**
the advertising columns of **THE BILLBOARD!**

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 24	Issue of July 17	Issue of July 10	Issue of July 3
Advance Bowler (Chicago Coin)	\$319.50 375.00	\$375.00 385.00	\$395.00(2)	\$395.00(2)
Big League Bowler, 4 player (Keeney)	69.00	69.00	69.00	69.00
Bonus Bowler (Keeney)	375.00 395.00	375.00 395.00	395.00	395.00
Bowl-a-Ball (Chicago Coin)	135.00	135.00	135.00	135.00
Bowl-a-Matic (Universal)	345.00	375.00	345.00	345.00
Swirling Alley (Chicago Coin)	59.50	59.50	59.50	59.50
Carnival Bowler (Keeney)	225.00	225.00	225.00	225.00
Cascade Shuffle Alley, 6 player (United)	189.50 210.00	225.00(2)	225.00 235.00	225.00 245.00
Classic Shuffle Alley, 6 player (United)	270.00	270.00	270.00 285.00	270.00 275.00
Claver Shuffle Alley, 6 player (United)	229.50 235.00	240.00	245.00 250.00	240.00 245.00
Club Bowler, 10 player (Keeney)	195.00	195.00	195.00	195.00
Col Cup-Reply Model (Chicago Coin)			365.00	365.00
Cross-Cross Bowler (Chicago Coin)	400.00	400.00	415.00 425.00	415.00 425.00
Crown Bowler (Chicago Coin)	259.00	275.00(2)	275.00 295.00	275.00 285.00
Domino Bowler (Keeney)	250.00	250.00	250.00	250.00
Double Header (Williams)	50.00	50.00	40.00 50.00	40.00 50.00
Double Score Bowler 10th Frame (Chicago Coin)	229.00 239.00	239.50 275.00	249.00 280.00	235.00 249.50
Five Player Shuffle Alley (United)	45.00 69.50	45.00 75.00(2)	50.00(2) 75.00	50.00 75.00w/p
Four Player Keeney	75.00	75.00	75.00	75.00
Four Player Shuffle Alley (United)	60.00(2) 89.50	60.00(2) 89.50	35.00 60.00	40.00 60.00
Gold Cup (Chicago Coin)	325.00	325.00		
Hi-Score, 6 player (Chicago Coin)			95.00 125.00	125.00
Hi Score Bowler (Keeney)	45.00	45.00	50.00	
Imperial Shuffle Alley (United)	325.00 350.00	325.00 355.00	355.00 365.00	355.00
League Bowler (United)	410.00 425.00	410.00 425.00	410.00 425.00	410.00 425.00
Leader Shuffle Alley (United)	385.00 395.00	410.00	410.00	410.00 425.00
Matched Bowler, 6 player (Chicago Coin)	150.00		165.00	165.00
Name Bowler (Chicago Coin)	210.00	210.00	210.00	210.00
Official Shuffle Alley, 4 player (United)	110.00	125.00	125.00	135.00
Olympics Shuffle Alley (United)	224.50	260.00 265.00	260.00 269.50	265.00 269.50
Pacemaker Bowler (Keeney)	300.00 325.00	300.00 325.00	325.00	325.00
Royal Shuffle Alley (United)	335.00 345.00	335.00 345.00	345.00(2)	345.00(2)
Shuffle Alley Deluxe, 6 player (United)	59.50 95.00(2)	95.00 115.00	65.00 95.00	95.00 95.00w/p
Shuffle Alley, 6 player (Keeney)	69.00 85.00(2)	85.00(2) 95.00	55.00 85.00(2)	85.00(2)
Shuffle Alley, 6 player (United)	85.00 95.00	85.00 95.00	85.00 109.50	85.00 109.50
Shuffle Alley, 10 player (Keeney)	150.00 195.00	150.00 195.00	150.00 195.00	150.00 215.00
Six Player 10th Frame (United)	134.50 150.00	150.00	150.00	160.00
Star Bowler, 2 player (United)	129.50 135.00	135.00	135.00 165.00	150.00(2)
Star 6 Player (United)	149.00 150.00	165.00(2)	175.00	160.00 165.00
Star 10 Frame, 6 player (United)	150.00 165.00	160.00 165.00	160.00 165.00	175.00 185.00
Super Matched Bowler (Chicago Coin)	175.00	175.00	200.00	200.00
Super Six Shuffle Alley (United)	99.50	125.00(2)	140.00 149.50	140.00
Super Twin Rotation (Exhibit)	95.00	95.00		
Team Bowler (United)	395.00 425.00	425.00 449.00	425.00 465.00	425.00 465.00
Team Bowler, 10 player (Keeney)	175.00	175.00	175.00	175.00
Tenth Frame Special Bowler (Chicago Coin)	200.00 225.00	225.00	235.00	235.00
10th Frame Super Shuffle Alley (United)	150.00 164.00	150.00 185.00	165.00 189.50	165.00 185.00
10th Frame Bowler (Chicago Coin)	150.00	150.00	165.00	165.00
Triple Score Bowler (Chicago Coin)	265.00 300.00	265.00 300.00	275.00 330.00	275.00 330.00
Twin Rotation	125.00	125.00	125.00	125.00

COINMEN YOU KNOW

Continued from page 101

ing expedition. Also in the vacation and relaxation mood: Win Gaffney, of Norwich, has been cruising on Long Island Sound aboard his yacht.

Milton Moore, dean of New Haven operators, is in high gear these days with his summer locations.

Martin Rose, the Waterbury operator, is finding business on an active scale, what with his coin route and a flourishing used-car business.

4 Ark. Firms Ask for Lower Border Cig Tax

LITTLE ROCK, Ark., July 24.—Pulaski Chancery Court has been petitioned by four Northeast Arkansas firms to force the State Revenue Department to comply with a 1951 law regulating the sale of cigarettes in border areas.

The firms in question are seeking court permission to sell cigarettes without collecting the 60 cents a package Arkansas tax.

According to State Revenue Commissioner Vance Scurluck, the law referred to tax "rate" and that Missouri had no tax. Texas has a 4-cent tax and Oklahoma has a 5-cent tax, he said, and Arkansas merchants within 300 feet of those States are allowed to charge that rate.

Plaintiffs in the action are W. C. Culp, J. C. Culp and W. W. Culp, all of St. Francis; Roy C. Barnhill, of Corning; Richard Greer, of Paragould; Elvis Lowry, of Leachville, and Leonard W. Johnson, of Blytheville.

Juke Op Promotes Show For Walter Reed Vets

WASHINGTON, July 24.—Hirsh de La Vriez, head of Hirsh Coin Machine Corporation, added another notch in his record of jobs well done recently when he promoted recording stars Tony Bennett and Marilyn Mitchell to give a benefit show at the Walter Reed Army Hospital.

Hirsh, who is chairman of the entertainment committee of the Columbia Variety Club, in addition to a strong supporter of local and national coin promotions, makes it a point to see that the veterans at Walter Reed receive regular visits from stars appearing in Washington.

EVANS' LATEST

"CLUB MODEL" Saddle & Turf

- New "Cheat-Proof" Selector
- New Replay Counter
- New Large Service Door On Both Sides For Easy Service

SINGLE COIN DROP (WITH SLUG REJECTOR)

easily accessible on push button plate 5c or 10c play. High scores possible with single coin for top-play incentive.

GUARANTEED REPLAY AWARDS every game when 7 coins are played. Especially designed for locations demanding liberal Replay awards.



COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

SHUFFLE GAMES

NEW
Genco
SHUFFLE MATCH POOL
Write for Special Price
Chicago STARLITE
C.C. FEATURE BOWLER
"First-Conditioned"
UNITE
Regular Play
OLYMPIC \$365
CASCADE 275
SUPER 10TH FRAME 185
SUPER 115
DELUXE S.A. 45
1 PLAYER 45
Match Play
TEAM, 10w/25e \$449
IMPERIAL 345
CLASSIC 385
CLOVER 255
STAR 10TH FRAME 195
STAR 165
CHICAGO COIN
CRISS CROSS Match \$415
ADVANCE BOWL 395
CROWN Match 275
TRIPLE SCORE 365
DOUBLE SCORE 325
2 PLAYER 99
KEENEY
DIAMOND Write
BONUS Match \$295
PACEMAKER 225
DOMINO Match 250
CARNIVAL 225
CLUB 10 PLAY 195
TEAM 10 PLAY 175
4 PLAY w/Form 99
4 PLAYER 85
BIG LEAG. BOWL 65
MISCELLANEOUS
Univ. HI SCORE \$45
BOWL



FIRST DELIVERS MOST FOR YOUR MONEY! See Us FIRST!



PRIZE BOARDS
World's Flashiest and Finest Merchandise Beautifully Mounted by Experts. Greatest play stimulator. \$25 to \$50. Satisfaction Guaranteed. Designed especially for Shuffle Game Operators.

WANTED

Bally FROLICS
United CIRCUS

BINGO 5 BALLS

NEW
Bally Hi-Fi
United HAWAII
"First-Conditioned"
BALLY
SURF CLUB Write
PALM SPRINGS \$475
ICE FROLICS 450
BEACH CLUB 275
YACHT CLUB 320
PALM BEACH 185
FROLICS 185
ATLANTIC CITY 185
BRIGHT LIGHTS 95

ARCADE

Genco 2-PLAYER BAS-KETBALL
"First-Conditioned"
Genco NIGHT FIGHTER \$295
Genco SKY GUNNER 275
Rever's METAL TYPER, Tape Model 280
MIDGET MOVIES 185
EX. JET GUN 175
EX. GUN PATROL 145
Sea. SHOOT THE BEAR 155
EX. 6-SHOOTER 145
EX. SILVER BULLETS 125
Chicago PISTOL PETS 85
Chicago GOALIE 75
RIFLE RANGE RAY GUN 65
Sea. CHICKEN SAM 65
ZINGO 45
EX. CARD VENDOR 45
ABY CHALLENGER 19



SHOOTING GALLERY
Exhibit's Great Money Making Sensation!
Now Delivering!
KEENEY
SHUFFLEBOARD CONVERSIONS
4-WAY BOWLER \$125
BOWL'O CHAMP. 45

FIRST COIN MACHINE EXCHANGE

Joe Kline & Wally Finke
1750 W. NORTH AVE. * CHICAGO 22, ILLINOIS * Dickens 2-0500

ELECTRIC SCOREBOARDS
Overhead, 15-21 pts. Horseshoe, \$125 ea. 15-21-50 pts. \$125 ea.
Wall Model, 15-21 pts. and 15-21-50 pts. \$95.00 ea.
50 pts. \$95.00 ea.
PLA-POOL, New, Belgian Pool Game, \$275 packed.
Q-BALL, Belgian Pool Games, record, and re-finish ed. \$149.50 ea., packed.
TICKETS
2500 7-11 \$1.15 bag
2178 R.W.&B. 1.00 bag

SHUFFLEBOARDS
22' New National Shuffleboard, with accessories, crated \$225.00
22' Monarch Shuffleboard, like new top, crated \$149.50
20' American Shuffleboard, refinished top, crated \$159.50
Shuffleboard, Adl., set \$12.00
Pucks, (set of 8) 12.00
2-Faced Pucks, Ea. 1.50
Terms: 1/2 dep., bal. C.O.D. or S.D., F.O.B. Chicago.
MID-STATE COMPANY
2369 Milwaukee Ave.
Tel.: Dickens 2-3444
Chicago 47, Ill.

PHONOGRAPH REPLACEMENT PLASTICS for A.M.I., Wurliizer, Rock-Ola, Seeburg Domes, 146-147-148.

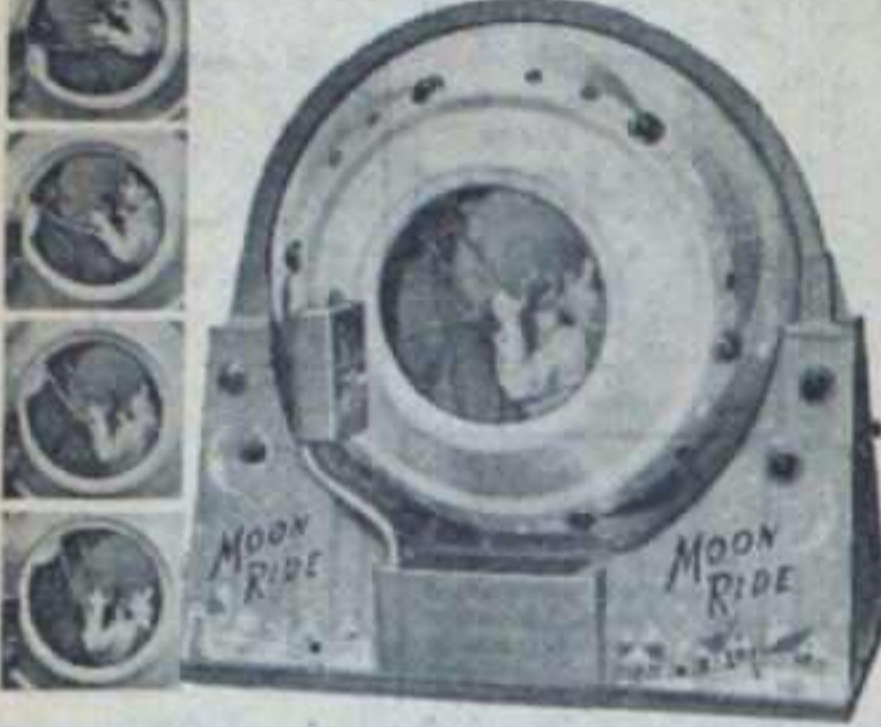
ZIG-ZAG
Counter Game \$55.00
United Classic \$260
Keeney 4 Pl. Deluxe 75

WANTED FOR CASH
United Circus—Rodeos—Show Boats—Spot Lite—HIGHEST PRICES PAID
ADVANCE AUTOMATIC SALES CO.
1350 Howard St. Phone: HEMlock 1-1750 San Francisco 3, Calif.

Bally MOON-RIDE FASTEST MONEY-MAKER EVER BUILT IN KIDDY-RIDE CLASS

"Flying Saucer" Fuselage Spins Round and Round Cockpit Swings Back and Forth, Up and Down

An age version of the ultra-green Kiddie ride in history—the one popular today—Moon-Ride gets immediate attention on location, gets repeating day after day, month after month, gets bigger, constant profits even second in kiddy-ride field. Get your share of the Moon-Ride money! Get Moon-Ride on your location now!



FLASHY EYE-APPEAL

- SPACE-GUN SOUND-EFFECTS
- POSITIVELY SAFE
- ADJUSTABLE WIG-TIME
- ALL-METAL CONSTRUCTION
- NATIONAL COIN-MECHANISM
- RETRACTABLE CHAIRS

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

YOU DON'T NEED MONEY to DO BUSINESS WITH REDD! We will TRADE with you!

WE WANT	WE'VE GOT
SEEBURG 100-A, 100-B, 100-C WURLITZERS—All Models from 1015-1500-A BALLY HORSES	BALLY MOON RIDES BALLY SPACE SHIPS BALLY BINGO—Reconditioned SHUFFLE ALLEYS—Reconditioned

WRITE-WIRE-CALL for details

REDD DISTRIBUTING CO., INC.
298 LINCOLN STREET
ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for **AMI BALLY-UNITED**

WANTED!

GENCO
Shuffle Pool and Match Pool
Advise Quantity and Price

5-BALLS

-BINGOS-

UNITED HAWAII	Bright Spot	Price
BALLY HI-FI	Coney Island	130
Palm Springs	Spot Lite	110
Dude Ranch	Bright Lights	95
Yacht Club	Long Beach	95
Beach Club	Mexico	Write
Beauty	Havana	450
Palm Beach	Rio	395
Frelles	Tropics	350
Atlantic City	Stars	150
	Bolero	125

GOTTIEB	GENCO	Price
Flying High	Puddin' Head	554.50
Happy Days	Screwball	49.50
Hill 'n' Run	Floating Pwr.	49.50
4 Horsemen	Merry Widow	49.50
Joker	UNITED	
Knockout	Red Shoes	379.50
Double Feat.	Utah	74.50
3 Musketeers	Tampico	69.50
Bowling Ch.	Oklahoma	69.50
Buffalo Bill	Montenrey	49.50
Just 21	Paradise	49.50
	Rondeevoo	49.50
	Star Dust	49.50
	Summertime	49.50
WILLIAMS	EXHIBIT	Price
Red Map	Judy	394.50
Dreamy	Be Bop	84.50
Lucky Inning	Campus	84.50
Boston	Tumbleweed	74.50
Dallas	CHICAGO COIN	
Virginia	Thrill	349.50
Yanks	Sally	49.50
Dew-Wa-Ditty	Bermuda	49.50
Saratoga		
Tennessee		
Genoa		

ARCADE

GENCO RIFLE GALLERY	Price
GENCO 2 PL. BASKET BALL	
AUTO-PHOTO	
PITCHING PRACTICE	
MIGHTY MIKE	
AIR FOOTBALL	
AIR HOCKEY	
SET SHOT BASKETBALL	
RITWAY 3-D THEATRE	
CHI. 6 PL. HOME RUN	
EXH. SHOOTING GALLERY	

Photomatic, Late	\$650.00
Voice-o-Graph	325.00
Midget Movies	295.00
Ev. Bat-a-Score	250.00
Ch. Basketball Champ	250.00
Photomatic, Pre-War	250.00
Muto, Drivemobile	195.00
Shoot the Bear	195.00
Esh. Jet Gun	195.00
Telequiz & Film	169.00
Muto, Flying Saucer	159.00
Undersea Raider	150.00
Exh. Foot Ease, Late	129.50
Goalie	119.50
Wms. Star Series	109.50
Chi. Pistol	99.50
Life League	99.50
Exh. Dale Gun	94.50
Batting Practice	89.50
Mer. 13-Way Ath. Scale	89.50
Scientific Baseball	79.50
Flash Hockey	78.50
Wms. Quarterback	75.00
Exh. Hi-Ball	75.00
Heavy Hitter & Std.	69.50

SHUFFLE GAMES

UNITED RAINBOW S. A., HIGH SCORE	
UNITED ACE S. A., MATCH	
GENCO MATCH POOL	
GENCO 4 PLAYER SKEEBALL	
United Team, 3/25c	\$450.00

United Imperial, Match Score	\$369.50
United Royal, High Score	349.50
United Classic, Match Score	289.50
United Olympic, High Score	269.50
United Clover, Match Score	269.50
United Cascade, High Score	249.50
United Star 10th Frame	209.50
United Super 10th Frame, 6 Pl.	189.50
United Star & Player	165.00
United Super & Player, 2 A.	149.50
United De Luxe S. A., 6 Player	119.50
United 4 Player w/Formica, 7-10	109.50
United 5 Player w/Formica, 7-10	99.50
United 4 Player w/Formica, 7-10	89.50
Chicago Bowling Alley w/Formica	59.50
Keeney 4-Player, Big Lighted Pins	89.50
Universal 18' Bowls-Matic	345.00
Genco Shuffle Pool	Write

VENDERS

ACORN VENDER, 1c or 5c	WRITE	
ACORN 10 COL. TAB GUM	\$21.95	
Mills & Col.	U Select II	\$49.50
Candy	N.W. Tab Gum	25.95
Mills Tab Gum	U-Pop-It	Write
25¢ Ball-Point	N.W. Stamp	69.00
Pen Vender	Kleenex 3c	49.50
Silver King	or 10c	49.50
25¢ Razor Blade	Smokeshop	49.50
N.W. 49, 1c, 2c	Lo-Boy	249.50
S.K. Hot Nut	Ajax & Col. Elec.	150.00
	Cig. New	150.00

COUNTER GAMES

Art Show & Film	\$49.50
Art Challenger	75.00
Acme Shocker	24.50
Texas Leaguer	49.50
Gold 3-Way Grip	24.50
Pop-Up	24.50
Binks Zipper	75.50
Binks Whiz Bowler	49.50

I-BALLS

Turf King	\$109.50
Champion	89.50
Citation	79.50
Gold Cup	59.50
Special Entry	49.50
Jockey Special	54.50

CTA Extends

Continued from page 88

chines may not always be in operation. When the equipment was first installed by Howe Vending Corporation in late January, both gum and candy units were used. With the advent of warm weather, tab gum only was vended. Under the test program, there are six to eight venders per bus. They are mounted along each side of the bus at regular intervals. The machines are produced by Transportation Vendors, have a 50 tab or gum capacity, and are non-selective.

CIGARETTE VENDERS

FACTORY REBUILT, 25c, KING SIZE COLS.	
Rowe President, 10 Col. or 8 Col.	\$155
National Model 950, 9 Col.	125
Universal 930, 9 Col.	125
Unodapak Model 506, 9 Col.	125
DuGreenier Model "W", 9 Col.	125

CLOSING OUT
GENCO'S "400"
\$69.50

Like New!
EV. SADDLE AND
TURF\$395

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. CHICAGO 22, ILL.

Unfair Competition Hit

Continued from page 88

my juke box and pinball equipment.

Improved service to the outlet was cited by one member as a means of warding off unfair competition. "Have a salesman keep on top of the location in a friendly way, not merely a serviceman. Build a happy and healthy relationship with the location. Use the personal touch."

It was emphasized that in most cases it takes more than merely a gratuity to insure the location's keeping the vending machine.

"What it boils down to," said one distributor, "is simple good business practice. Don't wait until racketeering becomes a cancer."

Get out and see your locations. Don't leave it up to a \$50 to \$75-a-week man."

What's Your Commission?

Publicizing of commissions was brought up as another method for combating undesirable competition. The subject was emphasized by the knowledge, learned thru an NATD survey, that 94 per cent of the vending locations do not know how much they get for commissions.

This was held a weakness in the position of the distributor-operator. One large vending firm man said his firm issues a commission scale to the locations. Another said it gives out yearly statements showing the locations how much they have earned during the year.

One concept brought out is that an uninformal location is a sitting duck for the representative who approaches him with the question, "Do you know how much commission you are paid?" While not a knock to the opposition, the very question raises in the location owner's mind an inference that he is being taken advantage of, and he is frequently susceptible from that point on to the sales talks.

Among other subjects discussed were these: As to the method for getting into the vending business, it is generally better and cheaper in the long run for the distributor to purchase an established route than to establish one himself.

Direct Sales Okay

As to the advisability of selling equipment, it is perfectly okay to inform the location that he can buy a unit if he wishes, so that by servicing the machine the distributor still maintains contact with the location.

As to the value of vending sundries, this is a mushrooming

field which can be profitably entered by the distributor-vender, especially at plant locations. It is important, however, that the distributor keep in mind that the one-package service is most attractive to the location. He either serves the plant's entire line of vending equipment, it was stressed, or someone else will before long.

As to the method for evaluating the price of a going route before purchasing it, it was suggested that the highest going rate for the equipment be considered, as well as depreciation, inventory, plus cash per location. Just as the gratuity is offered the location, it was said, so is it passed along to the new route owner.

Premiums to Salesmen

As to the premium to offer salesmen for placing machines in locations, it was said that this varies from \$2.50 to \$100, altho the firm representative discussing this range said it averages out at about \$25. Another method, it was pointed out, is so much per pack for the first 60 days.

One note of humor came up when a member asked, "You mean you would give \$25 to land a gas station location?" The answer, cold and simple, was "That's right. You get the location or you don't. And if you don't, someone else will."

URGES MILK VENDERS IN WIS. SCHOOLS

MADISON, Wis., July 24.—State Sen. Warren Knowles of New Richmond this week proposed the installation of milk venders in all schools as part of a program to increase the income of Wisconsin dairy farmers.

He said one way to improve milk consumption is to place milk venders in all schools of the State. He also advocated the machines for places of business and public places.

Knowles, a candidate for lieutenant governor, said Wisconsin "topped the 15 leaders in milk production but that it was only 12th in milk consumption."

Wrigley Income Up

CHICAGO, July 24.—William Wrigley Jr. Company earned a net income of \$2,924,838 for the quarter ended June 30, compared with \$2,461,602 for the like period a year earlier.

For the six months ended June 30, Wrigley's net earnings were \$5,791,608, against \$5,833,185 in the 1953 period. Latter, however, included a net gain of \$905,891 from sales of investments.

Drink Machine Upkeep

Continued from page 88

as well as saving substantially in preventing an over-accumulation of seldom-needed parts.

Keeping Records

Keeping the record requires only a few seconds when each shipment comes in, and is actually a "necessity" because the Kardex files are invariably consulted to learn the bin number where the received parts should be placed.

Servicemen make it a point to subtract each part as it is taken from stock, gladly spending the extra time to guard against customer disappointments which might otherwise result. Use of the files has helped this organization to balance its coin-operated vendor parts stock neatly with the actual need. When the system was started, it was found that a half dozen seldom-needed parts would be on hand and a sorely needed part for the busiest line of venders used would be represented by only one or two pieces. Now, both the physical and recorded inventory are such that there will be no such thing as a cooler "out of service waiting for parts."

Inventory Control

Even more important, H. F. Moore, who is parts manager and service director, indicated, is the ability to "control the inventory."

He points out that parts, motors, coin chutes, and accessories for the several brands of coolers operated by the firm can readily add up to scores of different items.

In ordering replacement parts, it is all too easy to go "overboard" and order too many of one, not enough of another. For this reason, Rock Hill uses a Kardex system to keep a fingertip record of the number of parts on hand, and to insure automatic re-ordering whenever the inventory becomes low.

There are two of the handy metal books, with flip-out cards, arranged so that every pocket contains from 1 to 10 cards, each visible without touching them, to give a graphic representation of the stock on hand.

Classifying Parts

All parts are grouped together by the brand name of the cooler case on which they are to be used, and further sub-classified into the type of unit, and the type of installation, whether service station, resort area, amusement park, industrial building location, or other location.

With the inventory properly entered on each card, and the figure denoting the stock on hand crossed out and reduced by one as each part is removed, it is not difficult to get a clear idea of the inventory "of the moment," according to Moore. Most important, it has prevented the Rock Hill Coca-Cola Bottling Company from running out of needed parts during the busy summer season.

Diamond Match Forms 2 Divisions

NEW YORK, July 24.—The Diamond Match Company announced this week the merging of several separate operations into two new divisions. Production and sales of matches, book match advertising and woodenware products were merged into one division.

Bradford O. Preu, vice-president, was named general manager of the division, Robert G. Fairburn, president, announced. General sales manager of the division will be William M. Howard, formerly sales manager of the book match advertising department.

Production and sales of molded pulp and paper facilities were also merged into one division with Dr. James E. Foote as general manager. E. B. Howard was named general sales manager of this division.

S. A. Cigarette Firm Gets Snap-Open Pack

PHILADELPHIA, July 24.—The snap-open cigarette pack—introduced in the United States by Philip Morris—soon will be available to smokers of foreign cigarette brands.

Bernard J. Tamarin, inventor of the package and president of Pull-Packaging, Inc., here, announced this week that the new pack will be manufactured by the Compania Anonima Venezolana de Tabaco, Caracas, Venezuela, following an agreement Tamarin made with the firm.

Tamarin said that the company will start use of the new pack in September. He said the firm is Venezuela's largest cigarette producer, manufactures Fortuna, Cavet and York cigarettes.

Candy Mfrs. Probe Field

Continued from page 88

that dime bars would give great profit margins. A typical comment came from Carlton: "It would be possible for us to greatly increase the margin of gross profit on 10-cent bars if it were possible for us to equal our present 5-cent bar production."

Dual Market

W. E. Boyer, president of Boyer Brothers, Inc., sees a definite market for both nickel and dime bars. Said Boyer: "Apparently, the 5-cent candy bar is here to stay, which has been made possible by the use of confectioners' special coating."

"There are some type candy bars," Boyer added, "that will not remain in the nickel class and will be made in 10-cent size or will be discontinued until such time as they can be made profitably. In many instances a very good eating piece of candy can be developed which will take the place of the regular 5-cent bar coated with so-called pure chocolate. Therefore, we do not feel that cocoa bean prices will eliminate the nickel bar. Our firm does not plan to eliminate the 5-cent candy bar from our line at present."

"Before the nickel bar is eliminated, the price will force retail sales to 6 or 7 cents," Boyer predicted. But Boyer believes the dime bar is the answer to the vending operator—not from the operator's angle—but from the consumer's.

"No Extra Profit"

"The 10-cent bar offers little or no so-called extra profit under existing chocolate prices," said Boyer.

At Curtiss Candy Company, a pioneer in the nickel bar field, thinking hues close to the lower price line. Philip Schnering, vice-president, said flatly that his firm "has no plans to abandon the nickel field."

He said Curtiss' leading nickel bar—Baby Ruth—accounted for a \$10 million volume in 1953. "That does not look like the 5-cent bar dead or is a profitless item."

Schnering, like others, sees a market for both nickel and dime bars: "There is a definite market for nickel bars and an equally definite market for dime bars; in view of this, we will continue to

concentrate on both, each in its proper direction and market."

The Curtiss executive still holds to the firm's policy set in January at the time of the big jump in cocoa bean prices:

"The boost in cocoa bean prices does not mean the end of the 5-cent candy bar and Curtiss will continue to hold on to its 5-cent bar line at present weights. Conditions in this respect will have to get a lot more serious before Curtiss makes any changes or adjustments in its bars. We were a pioneer in the 5-cent bar and the last thing we would do is to let go of our nickel bars."

Schnering added that "Curtiss is in a favorable position, moreover, because it has used Curtiss Supreme Coating—manufactured with vegetable fat—on its Baby Ruth and Butterfinger bars for the past 18 years."

H. K. Phillips, vice-president in charge of sales of the Nestle Company, Inc., went on record: "Our aim is to provide chocolate bars in each size (nickel and dime)."

At the same time, however, Nestle has gone several steps further on the dime bar path than other candy firms. On July 1 it withdrew all nickel goods from a seven-State area on the Pacific Coast and concentrated on dime bars.

Mar, Inc., is continuing to produce both nickel and dime bars, and will supply both with no change contemplated at present, according to sales manager B. A. Bouchard.

Unique Trap

Continued from page 88

watched, a slug came tumbling down.

The T-Man and the police lieutenant stepped out and arrested the man who made the purchase. In a little while, a second man was pulled in.

The story began early this year when the Automatic Merchandising Company branch here made its first vending installation for Packard. Shortly thereafter, an unusual number of slugs popped up in the collections.

The slug rejector manufacturing company was notified, and the slug mechanisms were changed from rather liberal control to a tighter control. Then the type of slugs was changed and the mechanisms were further adjusted. Each adjustment in the rejectors brought forth a different batch of slugs. AMCO figured it lost something like \$900.

At this point, the National Automatic Merchandising Association and its legislative counsel, Fred Brandstrader, were called in, and subsequently Treasury Department agents and the Detroit police. The Treasury Department was called in because using a slug in a vending machine is a federal offense.

Fruit Vender Factory Goes Up in Australia

SYDNEY, Australia, July 24.—A factory is being erected in suburban Punchbowl for manufacturing fruit vending machines, it was reported here this week.

It was understood that the move was taken because of the government's restrictions on importing vending machines from dollar areas.

It was also reported that Rural Plant Holdings has arranged with endorlator to make and sell beverage venders in Australia.

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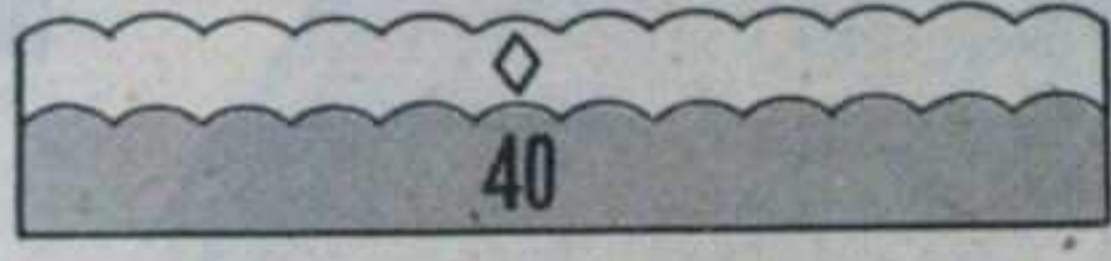
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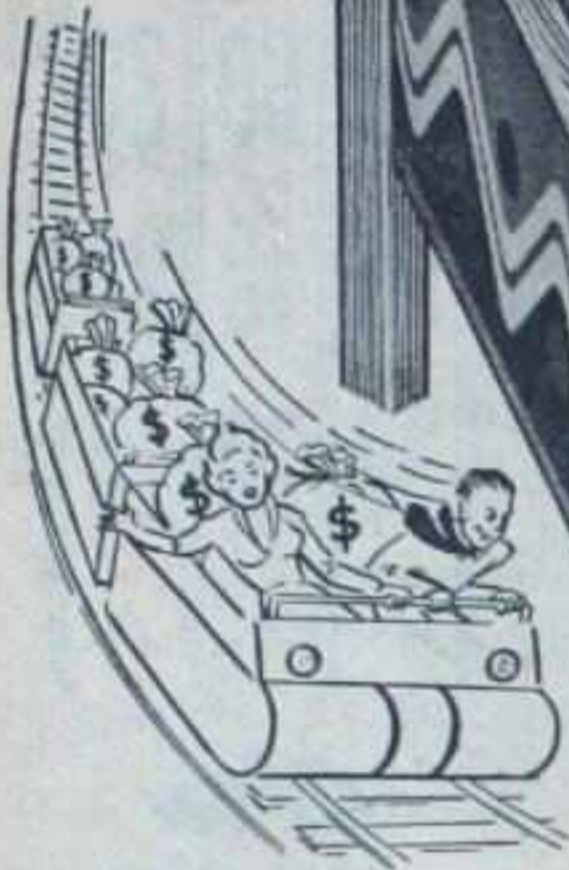


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Straight 10c;
or 10c, 3 for
25c Play

★ Player gets double thrill from lighting up to 6 stars and a top score of 900.

★ 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!

★ STAR-LITE BOWLER contains CHICAGO COIN'S build-up advance scoring features.

New front hinged score frame glass for easier servicing!

New light up bulbs for drum scoring unit!

Special Light on Front Panel Illuminates Coin Chute and Front of Game

chicago coin's
100% SKILL
**FEATURE
BOWLER**

With the
EXCITING
NEW
EXTRA
FEATURE
FRAMES!

chicago coin

MACHINE COMPANY

chicago coin's
**SUPER
HOME
RUN**

6 PLAYER
BASEBALL GAME
with the
3 WAY
"MATCH" &
"FREE PLAY"
FEATURES!

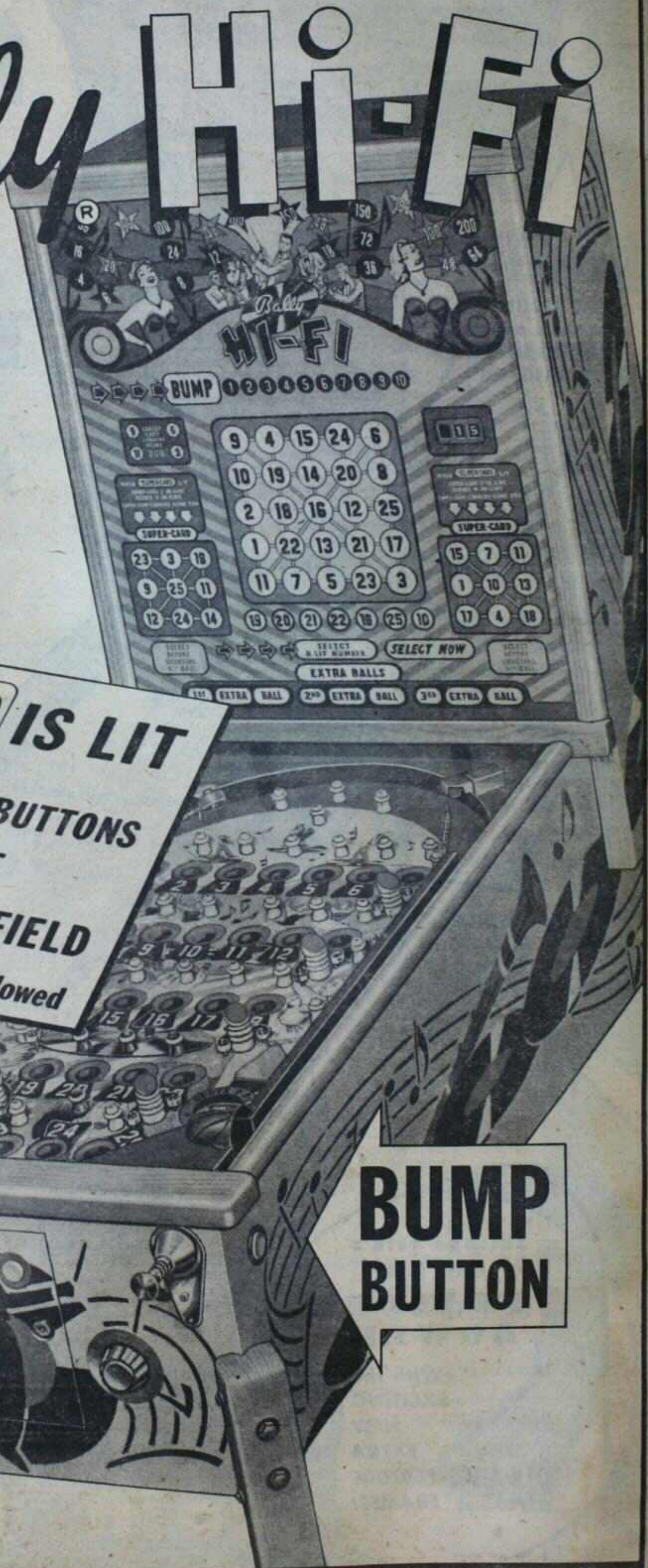
1725 W. DIVERSEY • CHICAGO 14

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

UNITED'S

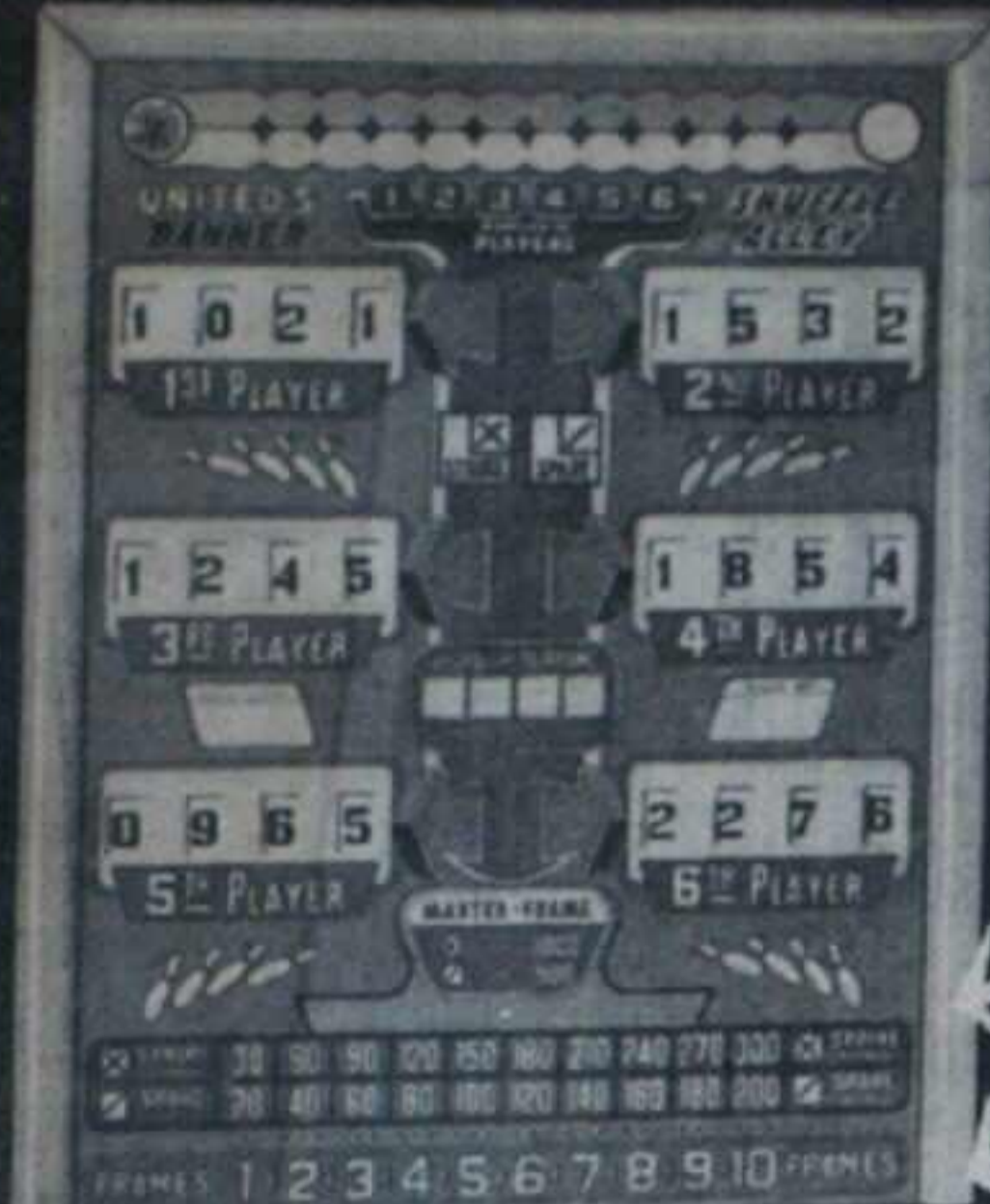
BANNER

SHUFFLE ALLEY

Features Special, New Multiple Scores

NEW

NEW



<input checked="" type="checkbox"/> STRIKE	30	60	90	120	150	180	210	240	270	300	<input checked="" type="checkbox"/> STRIKE
<input checked="" type="checkbox"/> SPARE	20	40	60	80	100	120	140	160	180	200	<input checked="" type="checkbox"/> SPARE
FRAMES 1 2 3 4 5 6 7 8 9 10 FRAMES											

TENTH FRAME FEATURE

CAN SCORE 900

MASTER FRAME

SCORE 1000
 SCORE 500

REGULATION 1 TO 9 AND 20-30 SCORING

FAMOUS TRIPLE MATCH FEATURE

Available in 10¢-3 for 25¢ Models

KING-SIZE, FAST RE-SET BOWLING PINS

24 BIG, BOLD SCORING REGISTERS
4 FOR EACH PLAYER

ONE TO SIX CAN PLAY

Equipped with United's
Famous E-Z Service Features

TWO SIZES:
8 FT. BY 2 FT.
9 FT. BY 2 FT.

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NOW!**

United's SPEEDY Shuffle-Alley
has all the features of BANNER
except Triple Match Feature

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UNITED'S HAWAII
FAST ACTION
IN-LINE GAME

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UNITED'S DeLuxe JUNGLE GUN
WITH
MATCH-A-SCORE
Feature

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NOW AT YOUR
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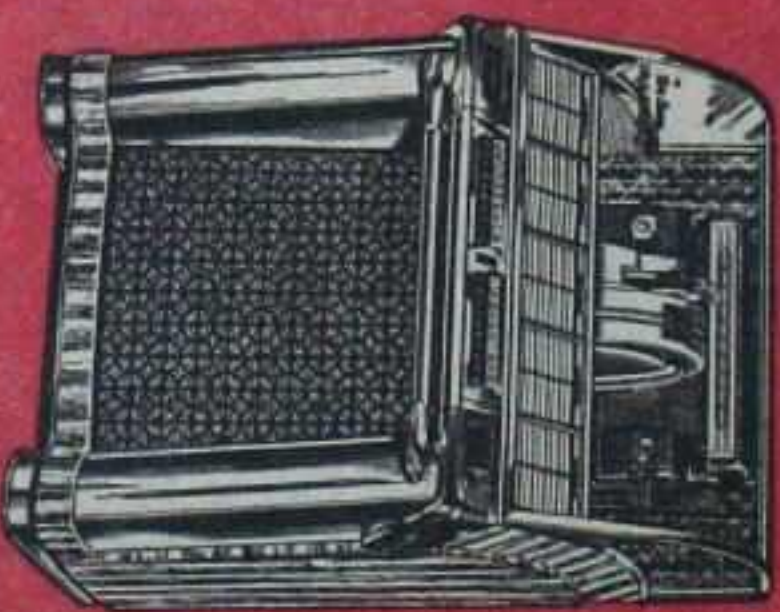
HIT TUNES		OLD FAVORITES		WALTZES & POLKAS		FOX TROTS & RUMBAS		CLASSICAL SELECTIONS	
J1	Swing Time	Q1	Swing Time	71	Swing Time	61	Swing Time	J1	Swing Time
J2	Swing Time	Q2	Swing Time	72	Swing Time	62	Swing Time	J2	Swing Time
J3	Swing Time	Q3	Swing Time	73	Swing Time	63	Swing Time	J3	Swing Time
J4	Swing Time	Q4	Swing Time	74	Swing Time	64	Swing Time	J4	Swing Time
J5	Swing Time	Q5	Swing Time	75	Swing Time	65	Swing Time	J5	Swing Time
J6	Swing Time	Q6	Swing Time	76	Swing Time	66	Swing Time	J6	Swing Time
J7	Swing Time	Q7	Swing Time	77	Swing Time	67	Swing Time	J7	Swing Time
J8	Swing Time	Q8	Swing Time	78	Swing Time	68	Swing Time	J8	Swing Time
J9	Swing Time	Q9	Swing Time	79	Swing Time	69	Swing Time	J9	Swing Time
J10	Swing Time	Q10	Swing Time	80	Swing Time	70	Swing Time	J10	Swing Time
J11	Swing Time	Q11	Swing Time	81	Swing Time	71	Swing Time	J11	Swing Time
J12	Swing Time	Q12	Swing Time	82	Swing Time	72	Swing Time	J12	Swing Time
J13	Swing Time	Q13	Swing Time	83	Swing Time	73	Swing Time	J13	Swing Time
J14	Swing Time	Q14	Swing Time	84	Swing Time	74	Swing Time	J14	Swing Time
J15	Swing Time	Q15	Swing Time	85	Swing Time	75	Swing Time	J15	Swing Time
J16	Swing Time	Q16	Swing Time	86	Swing Time	76	Swing Time	J16	Swing Time
J17	Swing Time	Q17	Swing Time	87	Swing Time	77	Swing Time	J17	Swing Time
J18	Swing Time	Q18	Swing Time	88	Swing Time	78	Swing Time	J18	Swing Time
J19	Swing Time	Q19	Swing Time	89	Swing Time	79	Swing Time	J19	Swing Time
J20	Swing Time	Q20	Swing Time	90	Swing Time	80	Swing Time	J20	Swing Time
J21	Swing Time	Q21	Swing Time	91	Swing Time	81	Swing Time	J21	Swing Time
J22	Swing Time	Q22	Swing Time	92	Swing Time	82	Swing Time	J22	Swing Time
J23	Swing Time	Q23	Swing Time	93	Swing Time	83	Swing Time	J23	Swing Time
J24	Swing Time	Q24	Swing Time	94	Swing Time	84	Swing Time	J24	Swing Time
J25	Swing Time	Q25	Swing Time	95	Swing Time	85	Swing Time	J25	Swing Time
J26	Swing Time	Q26	Swing Time	96	Swing Time	86	Swing Time	J26	Swing Time
J27	Swing Time	Q27	Swing Time	97	Swing Time	87	Swing Time	J27	Swing Time
J28	Swing Time	Q28	Swing Time	98	Swing Time	88	Swing Time	J28	Swing Time
J29	Swing Time	Q29	Swing Time	99	Swing Time	89	Swing Time	J29	Swing Time
J30	Swing Time	Q30	Swing Time	100	Swing Time	90	Swing Time	J30	Swing Time

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