

The Billboard

AUGUST 15, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Dealers Nationwide Enjoy Brisk Summer Disk Sales

Global Sponsor-TV Hangs in Balance

By SAM CHASE

NEW YORK, Aug. 8. — The possibility of a mass swing toward commercial TV in other countries is seen dependent upon developments between now and the end of the year. Within that period of time, the British will have made their decision on introducing sponsored video, and a commercial operation in Monte Carlo should be going full blast and setting a pattern.

The Monte Carlo station, which is slated to tee off late this fall, is reported to have the active

participation of semi-official French broadcasting circles. If its operation pans out well, in terms of revenue, quality and taste, it is deemed highly likely that French video, now fully government controlled, may follow suit. The effect upon other European nations, obviously, will be considerable, inasmuch as the various government-monopoly operations are finding it difficult to progress with their present limited budgets.

In Britain, meanwhile, the government has been battered by anti-commercial pronouncements from educators and the clergy and has postponed decision on introduction of sponsored TV until fall. Meanwhile, the pro-commercial forces have been largely silent. Cited as an example of the "bad taste" which might "end the British way of life" under sponsored conditions was the wedding last month of The Billboard's London correspondent, Leigh Vance, to actress Eunice Gayson, on the CBS-TV "Bride and Groom" show. The duo were flown to New York specifically for the show, and the

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Insurance Up On Radio-TV

NEW YORK, Aug. 8.—The increasing number of legal claims being made against radio and TV shows has led to still another boost in production costs for producers generally. The rates for the liability insurance which the vast majority of shows carry are being increased by the Seaboard Surety Company, leading American underwriter of this kind of policy. The basic premium for the usual type of show has been hiked from \$324 to \$637.50 a year.

Most shows carry more than the minimum policy, so this adds up to a hefty hunk of change. For certain types of shows that are considered especially vulnerable to claims the premium is still higher.

The boost in these insurance rates is considered an indirect result of the general expansion of the industry. The more TV viewers there are and the more shows

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Martha Raye For NBC-TV

NEW YORK, Aug. 8.—Martha Raye this week was set to headline three editions of a variety stanza, which will air every fourth week in the 9-10:30 p.m. Saturday NBC-TV slot held down by "Show of Shows." This would fill out the time slot virtually until the end of the year. Leland Hayward, who recently contracted to produce a show for NBC-TV, has been busy with other obligations. It was expected his show would spell "Show of Shows," and it is now believed that this may happen beginning in January.

Meanwhile, NBC-TV's program chief, Bud Barry, is off for a week in Hollywood, where he will attempt to set the personnel and schedule for another major NBC stanza, the "Comedy Hour." The bankroller, Colgate, is anxious to have a firm schedule as soon as possible.

Sacks Named NBC Veepee

NEW YORK, Aug. 8. — At a meeting of the board of directors of NBC yesterday, Emanuel Sacks, a staff vice-president of RCA, was elected a staff veepee of NBC, as well. Sacks will serve as assistant to Brig. General David Sarnoff, chairman of the board, in connection with the latter's present duties at NBC.

Sacks will add the NBC chores to his present responsibilities as veepee and general manager of the RCA Victor Record department.

He joined RCA in February, 1950, as Director of Artists Relations for Victor and NBC, was elected staff veepee in December of that year, and was named general manager of the Victor Record department last January.

Meadowbrook Rush Traced to Video

CEDAR GROVE, N. J., Aug. 8. — Business at Frank Dailey's Meadowbrook here has bounced up 85 per cent, with the increase generally credited to the TV program, "Music From Meadowbrook," which the American Broadcasting Company picks up from this location. The ABC ainer produced by Eddie Nugent, picks up bands, singers, choral groups and features disk names. A survey at the door last week indicated the customers came as a result of the plugs via the show.

EDITORIAL

Ike's Mason Bill Veto

The rejection by President Eisenhower of the Mason Bill, exempting motion picture theaters exclusively from the 20 per cent admissions tax is, quite naturally, a keen disappointment to an industry that has fought so hard for so many months to get the bill successfully thru Congress. Seldom has Congress been exposed to a lobby as strong and well organized as that of the Council of Motion Picture Organizations. But the President courageously refused to submit to that same pressure. He refused to sign the bill on grounds that the nation cannot afford the loss in revenue involved, and it would be discriminatory to single out one industry for relief at this time.

The Billboard accepts the President's statement that the government cannot afford the loss of any taxation revenue at this time. And we admire him for his courage in his stand against discrimination.

We do know that the admissions tax is a hardship on the entire amusement industry. The motion picture business is confronted with serious economic problems in this age of inflation and television. However, certainly the legitimate theater, vaudeville, arenas, amusement parks and segments of outdoor amusements are in the same boat to varying degrees. The increased cost-of-living has made a dent in public spending and television's powerful "entertainment-at-home" influence has also had its effect. Let's face it; the 20 per cent levy is a burden to bear by everybody.

President Eisenhower has promised to recommend a revision of all excise tax laws, including the admissions tax at the next session of Congress. During the recess the House Ways and Means Committee will continue hearings on all taxes. It is the obligation of leaders in all segments of the amusement industry to present their case in a dignified, business-like manner as some did in Washington this week. If it is presented intelligently and without pressure, we are confident that Congress, like the President, will recognize this vital need for over-all relief and will act accordingly in 1954.

Over-All Tax Relief Prospects Brighten

January Congress May Get Ike's Plans For Blanket Cuts on Amusement Excise

By BEN ATLAS

WASHINGTON, Aug. 8.—The prospect for a sharp reduction or outright repeal of the federal admissions tax and other amusement excises in the January term of Congress increased sharply as the result of President Eisenhower's veto of the Mason Bill which would have exempted movie theaters from the federal admissions tax. President Eisenhower, in vetoing the theater exemption bill, promised to recommend a general reduction in the admissions tax so as to benefit all segments of the amusement industry affected by that excise. Speculation increased that the administration will re-

commend a national sales tax next year to supplant practically all existing excises.

See Blanket Cuts

The outlook brightened on other fronts for blanket cuts in all amusement excise taxes, including the levies on phonograph

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NEW TOT TEMPEST

Cycle Swings Around Again to Kid Talent

By JOE MARTIN

NEW YORK, Aug. 8. — The tempest stirred up in the entertainment world recently by the Bruce Weill recording of "God Bless Us All" and the quick follow-up records issued by other companies is seen as another sign pointing to a show business period in which child performers are top attractions. While the industry has always found room for kid performers, the last time youngsters really hit the big time was the era in which such names as Shirley Temple, Judy Garland, Bobby Breen, Baby Rose Marie and others were big box office.

Survey of Key Areas Reports Rise Over '52

Stores' Tallies in General Note 30 To 35% Increase

NEW YORK, Aug. 8. — The usual summer slump, which traditionally depresses the record industry, has failed to materialize. A check of dealers across the country indicates that a variety of local and general conditions has resulted in tremendously improved dealer business this summer. July, commonly considered the worst of the 12 months from the standpoint of dealer business—a month which is generally credited with only 5 per cent of the total business done during the year—has proved to be a brisk business period this year. Stores across the country claim their sales are up somewhere between 30 and 35 per cent as a rule.

There are variations to this picture. Some outlets claim their July business has increased as much as 75 per cent over previous years; others state the hike is about 10 per cent. Again, in certain areas of the country, the sales picture is not as firm as in other sections.

It is known, for instance, that Minneapolis; Milwaukee; Oklahoma City; Kansas City, Mo.; Scranton, Pa., and Wheeling, W. Va., are not quite up to the level of the business being done by dealers in other areas. Too, Dallas and Houston, while good for some labels, are only fair for others. But most of the other sections of the country are experiencing strong business on both major and independent label merchandise.

In reading the accounts sent by correspondents from the various areas, it will be seen that a variety of local conditions are men-

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Billboard Backstage

By PAUL ACKERMAN

For a brief spell years ago I served as The Billboard's Magic editor. Nobody thought I was magical. Since those days I have covered radio, television, burlesk, legit and, for the last five years, music. As music editor one is regarded, ipso facto, as being musical. Some squares even call me the musical editor. This of course is flattering, and in lieu of a note-for-note acquaintance with Beethoven and Brahms, I am happy to let my knowledge of Brill Building gossip pass for musical acumen. (This is classier than saying my specialty is picking hits.)

It is perhaps desirable that a music editor be musical—but certainly no more so than that a magic editor be magical. A legit editor need not be a frustrated actor, and a reviewer of burlesk need not have been a top banana. To use an analogy, one need not be a hen to know that an egg is bad.

What, then, does one really need to pursue the craft of reporting successfully, and more specifically, trade paper reporting. He needs a number of basic things, such as a workable use of the language, a degree of objectivity, a liking for the job. Of primary importance, however, is

a capacity for reportorial skulduggery.

This will surprise many. But at the risk of shocking some readers, we like to take advantage of the opportunity offered in the columns of Backstage to tell something about our work, how we get stories, what it takes, etc.

The work of the reporter is continually misunderstood. Laymen, indoctrinated by movies, romanticize it. Executives fail to grasp it. How obtuse the latter group can be is implicit in their demands upon their own press agents.

In the course of a year, many people apply for jobs at The Billboard. Some are graduates of Juilliard. These like to get into the Music department, no doubt hoping they will become musical reporters and later, musical editors. None of the applicants—for music, legit, radio, television, etc., stresses his innate skulduggery. They are generally nice, if stuffy, people.

My colleagues—those who have made their mark in their respective fields—have all acquired a commendable degree of skulduggery in the pursuit of their craft. How else could Bill Smith, our night club editor, strike terror

into the hearts of the more difficult American Guild of Variety Artists board members? Sam Chase, who packages our Radio-TV department, uses his charm and gentlemanly approach as only the first line of attack. Should this method show signs of failure, he immediately plots to get the story whether the news sources like it or not. You've seen those global TV-radio stories. That's how he gets them. (See Page 1.)

As for Ackerman, now slowing down but surrounded with men of quick step and bright eye, he grows craftier with the years. He has edged his way into many conferences. He's been thrown out of many. At Petrillo's press conference Tuesday (4) at the Waldorf, Ackerman left the hoi polloi behind and settled some news matters with Petrillo in the privacy of the men's room. Agility, not formality, is the proper point of view. And we are glad to see that such staffers who might once have been dreamers have now developed a catch as catch can quality—a type of reportorial jousting which ensures a continuous flow of news.

The availability rating on dreamers has dropped.

Legit Line-Up

By BOB FRANCIS

Hearing by the House Ways and Means Committee Wednesday (5) heard protests from Dennis King, repping Actors' Equity, and James F. Reilly, exec director of the League of New York Theaters, in regard to legit's stake in the recently passed Mason Bill (HR 157) repealing the 20 per cent federal admission tax on movies. Lawrence Langner, Theater Guild head, was also on hand.

Two Donaldson Awards winners, Tom Ewell and Karl Malden, are huddling on the notion of joining forces in the legit production field. Both obviously know their onions legit-wise from all angles. Malden has been particularly active in the directorial field. Both are currently reading scripts with an eye to the immediate future. . . . It's a current toss-up as to whether the Barrymore or the Royale Theater will be the home base for F. Hugh Herbert's comedy, "A Girl Can Tell," when it arrives on the Stem, October 29. The Aldrich-Myers firm have signed Janet Blair, Paul McGrath and Tod Andrews for top roles, with practice sessions skedded to start September 9. London, Ont., and Detroit will harbor the pre-Stem break-in. Myers returned this week from a two-month European jaunt. Other items on the firm's agenda are "Dear Charles," "Sailor's Delight" and "The Wooden Dish."

MENOTTI PREPARES NEW OPERAS . . .

It develops that the new Gian-Carlo Menotti drama, on which producer Chandler Cowles is waiting a finished draft, is a re-

write of an unproduced movie the former scripted last year for M-G-M. "The Happy Ending" is reported in Menotti's usual, E. A. Poe vein, dealing with a paralyzed matriarch who wants no interference love-wise with her dominance of her brood. Menotti's next musical effort is titled "The Saint of Mulberry Street." . . . Wally Cox has been doing a land-office business on the silo circuit in a revival of "Three Men on a Horse," and a bid was forthcoming last week to make it a Broadway revival as well. Cox, however, wants to come back to the Stem in a new play, provided a suitable vehicle turns up. The comic was voted the Donaldson Award for the best musical debut of the season three years ago in the late Dwight Deere Wiman's "Dance Me a Song."

The Stem has another house returning to the legit fold via the buying of the Avon Theater on West 45th Street by Abraham and Frederick Drier from the Avreal Realty Corporation, a subsidiary of the Columbia Broadcasting System. The Driers own the Picadilly Hotel on the same block. The house was titled the Klaw Theater up to 1929, when the late Brock Pemberton presented "Strictly Dishonorable." It was taken over for radio broadcasting in 1934. The Driers have announced a legit policy "for the time being," due to current theater shortage. The Avon seats 800.

CAST DOINGS ON MUSICAL STAGE . . .

Harry Clark leaves the cast of "Wish You Were Here" today. He goes to Chicago to replace Lionel

Stander in "Pal Joey" as of August 17. Until a permanent successor can be signed Clark's understudy will fill in on his vacated "Here" stint. "Joey" winds up in Chi August 27 and goes thence to Los Angeles. Plans are to bring the song-and-dancer back to Broadway next April. . . . Tony Bavaar will take over the romantic lead in "Hazel Flagg" from John Howard, when the musical re-opens September 1 at the Mark Hellinger. Howard goes to the movies. Helen Gallagher, Thomas Mitchell, Jack Whiting, Nancy Andrews and Sheree North will continue in major slots. Mitchell has an agreement with producer Jule Styne that he may leave the show as and when the Gross-Merrill comedy "Blow the Man Down" is ready for production.

Judith Anderson will recreate one of her finest roles, when she plays Mary in "Family Portrait," at the Intermont Outdoor Theater in Bristol, Va., next week. . . . Maurice Evans and George Schaefer have signed Mariko Niki, Japanese stage and screen actress, for the fem lead in "Teahouse of the August Moon." David Wayne and John Forsythe are co-starred, and rehearsals are skedded to begin August 27, with Robert Lewis directing. Stem unveiling is set for October 15 at the Martin Beck. . . . Annamary Dickey subs for Constance Carpenter in the "King and I," beginning Monday (10). Miss Carpenter vacations in England for two weeks. . . . Joan Diener, last seen here in "Season in the Sun," has replaced ailing Arleen Whelan in Edwin Lester's Coast production of "Kismet."

Picture Business

By LEE ZHITO

HOLLYWOOD, Aug. 8.—Pictures are better than ever, at least as far as the record business is concerned. Today's raging romance between celluloid and wax makes yesterday's association between the two media appear as a mild flirtation by comparison. The recording executives are keeping an eager ear turned to Hollywood's soundtracks since the full-blown platter successes of "Moulin Rouge," "Anna," "Ruby" and "Limelight," among others, grace the best-seller list.

But that's only part of the story. Record albums devoted to film product are holding their own and in some instances surpassing the sales of Broadway musicals. The newly blossomed interest in film music has resulted in both Columbia and RCA Victor releasing separate albums, each under the identical title,

"Music From Hollywood," Victor's under the Al Goodman baton and Percy Faith wielding Columbia's wand.

A glance at The Billboard's August 8 best selling popular albums list shows Danny Kaye's "Hans Christian Andersen" album (Decca) still holding the second spot, altho the Goldwyn film was released last autumn. Its sales, according to the chart, outrank two original-cast recordings of current Broadway hits, "Me and Juliet" and "Can-Can," in third and fourth place, respectively. Doris Day's "By the Light of the Silvery Moon," based on the Warner Bros. film of ditto title, also holds its own in the charts.

Mercury Records' exec veepee, Art Talmadge, here to button up the Columbia Pictures' Rita Hayworth-Jose Ferrer "Sadie Thompson" album rights, summed up the

recording exec's side of film platters. As Talmadge sees it, pictures have it all over legit shows for two reasons.

When a show clicks on Broadway, there's a definite ceiling on the number of people who can attend and be moved to buy the album. This automatically restricts the size of the album's potential market. A picture's audience is multiplied by the number of theaters that show the film thruout the country, thereby providing a record company with a wide and immediate potential market for the album.

To further tip the scales in Hollywood's favor, Talmadge gets down to basic economics. Demands by legit show producers are high as the skies with the odds definitely against a stage-show smashing thru to the top, a

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Washington Once-Over

By BEN ATLAS

WASHINGTON, Aug. 8.—Commercial TV in U. S. is making a deeper impression abroad than is generally known, according to insiders at United Nations Educational, Scientific and Cultural Organization. Interpreted by UNESCO staffers here as a significant sign of this is a surprise surge of popularity of Charles A. Siepmann's recent book, "Television and Education in the United States." The book is published and distributed overseas by UNESCO. Siepmann, who's done some scorching criticism of commercial TV in former years, gives U. S. telecasters a pretty favorable send-off in the new book. In Britain, the book has become top best-seller among UNESCO titles.

HISTROY REPEATS ON WEATHER AND TAXES . . .

History sort of repeated itself the other day when D. C. legalist Melvin D. Hildreth made a plea before the House Ways and Means Committee to exempt circuses from the federal admissions tax. Ten years ago he made a similar plea before that committee, then under Democratic control. He recalls that one of the star witnesses that day was actress Ruth Chatterton, who was opposing the movie admissions tax. Hildreth remembers that a congressman asked her: "If you don't like the movie tax, what tax would you like to see imposed?"

The attractive actress replied, "I'd like to see a tax on cosmetics."

Says Hildreth wistfully: She got the tax on cosmetics all right, but she got the movie tax, too."

HOUSE HEARING SURE FOR SUBSCRIPTION TV . . .

Expect a full-dress congressional hearing on pay-as-you-see TV in the January term, no matter what the Federal Communications Commission has done about it by then. The House Interstate and Foreign Commerce Committee, under Rep. Charles A. Wolverton, will air the issue. Altho it's not being advertised yet, the Wolverton committee will tee off with a hearing on Rep. Carl Hinshaw's (R., Calif.) Bill which would make fee-TV a common carrier subject to regulation by the FCC. The set-to is sure to be spectacular. FCC-ers will be among key witnesses. Theater interests as well as fee-TV groups are worried about the Hinshaw Bill.

AROUND THE CIRCUIT IN POTOMAC TOWN . . .

Federal Power Commission forgot to mention the contribution of radio and TV when the agency announced that privately-owned utilities took in over 8 per cent more money last year than the year before. A lot of the increase came about from some rate hikes in scattered places, but chief reason for bigger revenue was increased use of current. Political year and TV's expansion were factors. . . . Altho FCC is moving with terrific speed on compatible color TV, it'll be late in the year before a formal go-ahead is given for the new standards. There's a lot of paper work ahead. . . . Justice Department operatives have been quietly calling on a number of broadcast stations to find out if standard contract forms, endorsed by the American Association of Advertising Agencies and National Association of Radio and Television Broadcasters, comply with anti-trust laws. . . . FCC is hushedly looking into policies of networks on affiliating UHF stations in VHF-UHF markets. Commission staffers who initiated the look-see say that several of the UHF enterprises in dual markets are turning in some explosive complaints about networks cold-shouldering them. . . . Don't be surprised if the Eisenhower administration doesn't wait until the new term of Congress to proclaim support for a national sales tax. Treasury Secretary Humphrey is definitely sold on the sales tax as a way to get rid of the amusement levies and most other excises. President Eisenhower came close to saying just that in his Mason Bill veto memo. It's just a matter of time before the administration declares itself officially.

Legit Reps Hit Admissions Tax

WASHINGTON, Aug. 8.—House Ways and Means Committee was urged this week to recommend admissions tax relief for legitimate theaters by Lawrence Langner, on behalf of the League of New York Theaters and National Association of the Legitimate Theater; Dennis King, representing Actors' Equity Association and Chorus Equity Association, and Wolfe Kaufman, President of Association of Theatrical Press Agents and Managers, AFL.

Langner said, "Between 1949 and 1952 the number of weeks played on tour dwindled from 1,152 to 834, and since 1930 the number of legitimate theaters in New York City has dropped from 68 to 29. Since 1937 in New York City alone, 14 legitimate theaters have been taken over for radio or television performances, and are providing tremendous studio audiences with live entertainment from which the government is deriving no tax revenues.

King said the employment records kept by Equity for June 1, 1951 to May 31, 1952 "show that one actor in seven did not work at all; one actor in two worked less than 10 weeks; one actor in six, of those who worked at all, worked 26 weeks."

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BROADWAY SHOWLOG

Performance Thru August 8, 1953

DRAMAS

Dial "M" for Murder	10-29, '52	388
My Three Angels	3-11, '53	184
Picnic	2-19, '53	196
The Fifth Season	1-23, '53	237
The Seven-Year Itch	11-30, '52	300

MUSICALS

Can-Can	5-7, '53	108
Me and Juliet	5-25, '53	84
Porgy and Bess	3-10, '53	178
South Pacific	4-16, '49	1,748
The King and I	3-19, '52	1,087
Wish You Were Here	8-25, '52	469
Wonderful Town	2-25, '53	189

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

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K. Kemper Vice Pres.
M. L. Reuter Vice Pres.
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2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1953 by The Billboard Publishing Company. The Billboard, also publishes Tide, the fortnightly magazine of sales and advertising trends; one year, \$6.50, and Vend, the monthly magazine of automatic merchandising; one year, \$4.

NBC Sets Course For Battle of Webs

Blueprints AM Sales Set-Up, Works on Fall Radio Sked; Readies Plans Board

NEW YORK, Aug. 8.—The top brass at NBC this week continued to gird for the upcoming battle for web supremacy, moving on several fronts. In addition to the appointment of Emanuel Sacks as staff veepee (see Page 1), the web set up a new plans board operation, blueprinted its new AM sales set-up, and was working hard on a fall radio schedule.

The plans board will function on two levels. There will be an over-all board, consisting of the topmost echelon including General Sarnoff, Sacks, and the first-line execs from both AM and TV. There also will be separate subsidiary boards for radio and television, each being made up of the various department heads. The purpose is to pool ideas and be able to move swiftly when occasion demands. A smaller version of this board functioned during the presidency of Joseph McConnell. The new boards each will likely meet twice monthly, probably holding luncheon sessions. The AM web sales department, which is headed by Fred Horton but still understaffed, likely will get its personnel set during the coming fortnight. A sales staff of 10 has been decided upon, but the decision on which men will be culled from within the former over-all AM-TV set-up is yet to be made. It's deemed certain that additions from outside the web will have to be made.

Local Shows
Meanwhile, over 40 AM affiliates already have submitted their prize local shows to operating veepee Ted Cott, in response to his suggested "partnership of creativity" (The Billboard, August 8). The web's turntables are expected to smoke next week as disks sent in by the stations are auditioned, with an ear toward incorporating the best local stanzas into the network radio schedule.

Cott also set up auditions for six other shows for next week. These include "Back That Fact" and "Out on a Limb," two Barry, Enright and Friendly panel shows; "Last Man Out," a drama

'Game of Day' Strong Co-Op Seg for MBS

NEW YORK, Aug. 8.—Mutual this summer has been carrying what is by far the greatest co-op sponsorship in radio on its "Game of the Day," which this season has been carried seven days a week. The first four and a half innings of the show has over 4,200 sponsors per week on over 350 stations, and it is blacked out of major league cities.

Automobile agencies account for 177 of the sponsors, with auto supply firms making another 147. Coal and fuel firms and breweries are the next two largest categories. The second half of each is sponsored nationally by Falstaff Beer.

CLIENTS FORM LINE AT ABC-TV

NEW YORK, Aug. 8.—Illustrative of the almost fantastic pace being set by the ABC-TV sales department was the situation which this week confronted a prospective client. The J-B watch-band outfit was ready and willing to sign to bankroll the new Peter Donald show, "The Last Word," but got a reply which, until recently, hardly a soul in the business could have believed likely from ABC-TV.

The web had to inform the bankroller that the deal is being held up because "we're having trouble trying to find a suitable open time period." Shades of CBS and NBC!

packaged by Richard English; "Problem Clinic," a web package; a new Dee Engelback situation comedy, and a Sherman Dryer series on the electronic age.

In a move to inject big-name glamor into the radio line-up, Cott is huddling with the Eric Johnston office to discuss a "super-partnership" with the movie industry, whereby virtually every top Hollywood name would air via an NBC daytime radio strip. Cott is also meeting with Maurice Evans about a big prestige series and discussing with Gertrude Berg a new AM package she has developed and in which she would star. On the docket is a blueprint for a big block of news programing which would run several hours continuously. The new Jimmy Stewart Western series also is nearing completion.

AM Show Plans
Tex and Jinx McCrary meanwhile have submitted two projected AM show plans. One would be a weekly review of the activities of the President, originating in Washington, and the other a weekly spotlight on some major business, industrial or political figure. Ted Mack has started negotiations with the web for an AM version of "Amateur Hour."

Amid all this activity, Frank White left the web's presidency officially Friday (7) and is to depart Monday on a vacation which will last until mid-October. First stop is Canada for two weeks of fishing, then White will motor to the West Coast, Mexico, Florida and back to New York.

WINS Sold To Combine

NEW YORK, Aug. 8.—Radio station WINS here was sold this week to a group headed by J. Elroy McCaw, Seattle, for \$450,000, following months of rumors that the Crosley-owned station was on the block.

Other principals in the purchasing group are Charles Skouras, president of National Theaters, and Jack Keating, who with McCaw owns stations in Hawaii and San Francisco. Crosley bought the 50,000-watt indie from Hearst Radio in August, 1946. Name of the company that will henceforth operate WINS is the Gotham Broadcasting Corporation.

ABC AND DU MONT LOCK HORNS

Webs Compete to Clear Key Time Periods in Five Major Markets

NEW YORK, Aug. 8.—Despite the easing of the station clearance situation for the coming season, ABC and Du Mont are currently locked in a clearance struggle in a few key time periods. The bout is centered principally in the five major three-station markets, in each of which the two networks share affiliation with a single station. The clearance competition is apparently most severe in the 9 p.m. Saturday and the 9 p.m. Sunday periods, with Du Mont gaining the edge in the former and ABC in the latter.

The five cities that have the networks station relations departments in a swivet are Baltimore, Philadelphia, Columbus, Cincinnati and Cleveland.

Du Mont is managing to bump out ABC's "Saturday Night Fights" in some key markets on the strength of its Westinghouse sponsored professional football games. Du Mont has already signed up Cleveland, Columbus and Cincinnati for this attraction.

The pro football games are going on Saturday night as well as Sunday afternoon this season because of the National Football

TV Sees Fat Harvest From Growing Auto Competition

Motor Companies Find Medium Proved Method for Boosting Sales

By LEON MORSE
NEW YORK, Aug. 8.—Video networks are expected to realize a banner harvest of dollars next season from the growing competition among motor car companies for customers. Most of the big auto manufacturers are already spending large amounts for network TV shows, while the majority of those not already in it are on the verge of the plunge.

The first move was made last week when Pontiac finalized its deal with Dave Garraway. Others are now pending.

Plymouth ventured initially into video with its purchase of the ABC-TV "Album" and has succeeded so well that it has earmarked a \$2,000,000 budget for a regular show this fall. Willys, which last season partially sponsored "Omnibus" and special events, this fall in all likelihood will go for a more ambitious project, probably an hour dramatic stanza on alternate weeks. Willys, incidentally, credits its remarkable sales progress to TV entirely. Nash is expected to buy a half-hour network show this fall which

will be split between its motor car division and its Kelvinator division. Dodge, which would like very much to get into network TV, may have to wait until the first of the year because of shake-ups in its dealer organization. Hudson is another potential video client, but has not the kind of money needed for regular weekly sponsorship, tho it may go for something less costly.

Behind this video-consciousness is the lurking feeling by the motor car industry that unless it jacks up its sales, a recession, with ramifications which extend into steel and other businesses supplying it, will take place. The used car dealers already have found a dearth of customers. And because the industry's goal is 5,500,000 cars this record year, 3,500,000 of which already have been produced in the first six months, the car manufacturers must find ways and means of stimulating demand for their product if they are to get off the hook.

INSURANCE INCREASE

New Rates Hike Costs To Radio-TV Programs

Continued from page 1

there are on the air, the greater is the chance of some kind of claim against any single show, a spokesman for Surety pointed out.

The basic policy covers the holder against liability for invasion of privacy, libel, slander and copyright theft, and is good for up to \$200,000 a year or \$100,000 for any single type of claim.

The specialized legal talent that such litigations require is another factor leading to the high cost of these policies, it was indicated.

While Seaboard writes policies with program liability provisions for networks, stations, advertisers and ad agencies as well as independent producers, the last named are perhaps the hardest

hit by the rate hike, since program directors more and more are demanding that the producer be covered before they go into a deal. This, of course, is a result of the increasingly sensitive situation on plagiarism. In recent months, there have been litigations or threats of action in connection with the following shows among others "You Are There," "The Bickersons," "Double or Nothing," "Look Photoquiz," "Second Chance," "Pentagon Confidential" (changed to "Pentagon USA" before going on air), and "Rod Brown, Space Ranger."

Cars for NBC Pre-Post Grid

NEW YORK, Aug. 8.—The Oldsmobile and Pontiac divisions of General Motors have bought the pre-game and post-game periods, respectively, surrounding the forthcoming NBC coverage of college football. The games proper will be bankrolled by General Motors itself.

The Oldsmobile show will feature film of the two competing teams, with predictions of the game's outcome. The Pontiac stanza will give scores of other games, and will also have interviews with players and coaches of the televised game. Each show will run 15 minutes. Personnel for the stanzas are not yet set.

Revlon Drops 'Mirror' Segs

NEW YORK, Aug. 8.—Revlon this week decided to drop its live "Mirror Theater" dramatic series, which has three outings to go in the summer Tuesday 8 p.m. slot via NBC-TV. In its stead the sponsor will air "Wonderful John Acton," which has been getting a summer airing by the web. "John" will fill the time until the return of Milton Berle.

It's understood that Revlon will switch the "Mirror Theater" tag over to the new film series it will sponsor on CBS-TV this fall.

ABC-TV Sells Bolger, CIO Panel Shows

NEW YORK, Aug. 8.—After a quick gander at the pilot film of the new Ray Bolger show, American Tobacco this week acted on its option on the ABC-TV series and signed for alternate weeks, and Sherwin-Williams Paint immediately inked for the open weeks. The series will preem October 8 in the 8:30 p.m. Thursday time slot. The sale is the latest in a series of spectacular ABC video gains. American Tobacco is represented by two agencies—Batten, Barton, Durstine & Osborn (Luckies) and Sullivan, Stauffer, Colwell & Bayles (Pall Malls). The Sherwin-Williams billings are thru Fuller, Smith & Ross.

Also sold this week is a once-monthly panel show to be sponsored by the CIO, titled "Meeting Place U.S.A." Airing in the 10:30 p.m. Thursday slot, this show may go alternate weeks later.

'Ladies' Choice' Is NBC Mail-Puller

NEW YORK, Aug. 8.—"Ladies' Choice," NBC-TV afternoon show, has struck pay dirt in mail pull. In the first three weeks of July the show, which asks for votes from the audience to bring a performer back, pulled in 69,390 letters. The show is making a rating surge also. Its first week on the air drew an American Research Bureau average of 2.4. Its July ARB jumped to 5.9, which tops such a veteran ailer as "Break the Bank," which pulled 4.4 that month.

BBC TRIES OUT 3-D TELEVISION

LONDON, Aug. 8.—BBC-TV sprang a surprise on viewers recently with its own television version of 3-D. Called "Overlay" and developed by BBC engineer D. R. Campbell, the system blends film to the live studio scene, giving an impression of depth on the TV screen. Introduced in producer Henry Caldwell's talent show, "Shop Window," the gimmick showed all the cinema's favorite 3-D tricks—roller-coaster rides, chair-planes zooming out of the picture, the rush of Niagara Falls. Critical and viewer reaction was good, but so far BBC has no plans for developing the system for full program use.

Juvenile Jury to Shift to CBS-TV

NEW YORK, Aug. 8.—Serutan is shifting "Juvenile Jury" to CBS-TV, where it will be slotted 4 p.m., Sundays, beginning October 11.

The show has been running on ABC-TV.

slot is a half-hour show.

But a twist in favor of Du Mont in this situation is that Winchell's sponsor, Gruen Watch, is headquartered in Cincinnati, and WCPO there is a Du Mont Basic resulting in the probability that Gruen execs will experience some difficulty in viewing their own show.

Some signs of struggle are also evident in the 9 p.m. Tuesday slot, in which Du Mont is trying hard to get Philadelphia for Welch Wine. ABC will have the Danny Thomas show in this period in the fall. Some competition is also expected 9 p.m. Friday into which ABC is placing "Pride of the Family" starring Paul Hartman, but Serutan, sponsor of Du Mont's competing "Life Begins at 80," works on a flexible station line up.

Du Mont this week was reported to be trying to clear four more vital half hours on the basis of sponsor options. The slots were Sunday, 10:30 p.m.; Friday, 9:30 p.m.; Tuesday, 9:30 p.m.; and Sunday, 6 p.m. The names of the advertisers were not disclosed.

NEWS CAPSULES—COAST TO COAST

CBS First-Half Net Biggest Yet; Du M Closes Wanamaker Studios

NEW YORK, Aug. 8. — Net earnings for CBS and subsidiaries for the first half of 1953 were the greatest in the company's history. The total \$4,003,377 topped that of the same period last year by 40 per cent. Total sales of all branches of the Columbia family were 30 per cent above last year.

DU M SHUTS DOWN STORE OPERATION . . .

NEW YORK—Du Mont Television Network is closing down its studios and master control unit at Wanamaker's department store next Friday (14). Master control will begin operating at Du Mont's Tele-Center the next day. Among the shows that had been originating at Wanamaker's was "Captain Video."

STERN QUILTS NBC FOR ABC STINT . . .

NEW YORK — Bill Stern this week got a release from his NBC contract, which still had a year to run, in order to go into a new 15-minute daily show on ABC radio. Anheuser-Busch is sponsoring the 6:30-6:45 p.m., EDT, strip for 52 weeks beginning September 14.

'HOWDY' CLAIMS JUMP TO \$75G . . .

NEW YORK — The vast merchandising program now in swing in connection with the "Howdy Doody" show has led to an amendment to the four-year-old plagiarism suit on the show and has tacked an additional \$375,000 on to the total damages asked. The plaintiff, Frank Paris, claims that he created the Howdy Doody character and it ran on NBC-TV under the aegis for a few months back in 1948. He declares that despite NBC's demands and claims, he never signed the title over to them. As a result of the revenue being derived from the extensive merchandising tie-ups, Paris has boosted the total damages asked to \$575,000.

WOR COVERAGE COUNTRY'S TOPS . . .

NEW YORK — WOR's weekly audience, at 2,794,282, is still the biggest in the country, an analysis of Standard Audit and Measurement Services coverage study indicates. The station's average daily audience tops the daily circulation of every newspaper in the country except the New York Daily News.

NEW STRIP SHOW FOR DU MONT . . .

NEW YORK — Du Mont will kick off a new strip show on September 21 entitled "Marge and Jeff," which will be slotted 7:15-7:30 p.m. It stars Marge Greene, who also writes it, and Jess Cain. The slotting will necessitate cutting "Captain Video" to 15 minutes.

NEW PROGRAMING TRY-OUT AT WOR . . .

NEW YORK—WOR this week began promotion of its new "Radio Playhouse" line-up, which consists of over \$1,000,000 worth of transcribed shows supplied by Frederick W. Ziv and Harry Goodman Productions. The unique arrangement consists of three half-hour shows in the 3-5 p.m. period daily, the fourth half hour filled out by commentary on the stars involved by Frank McCarthy using the house name, Allen Granger. Advertisers participating will get a one-minute commercial in this period plus opening and closing billboards. Then, at no extra cost, a one-minute announcement is thrown in on one of three transcribed evening strips.

COLGATE AWARDS TO CROSLLEY TV . . .

CINCINNATI. — Colgate-Palmolive-Peet has awarded WLW-Television stations a plaque and \$1,500 check for merchandising and promotional efforts in connection with C-P-P shows and products. Don Madden and Ted Budach, Cincinnati managers of the company, made the presentation to Jack Frazier, Crosley merchandising chief. Recognition was based on the promotion effort which was highlighted when the mayor of Cincinnati proclaimed a "Better Health Week." A slogan, "Be Clean, Be Healthy, Be Happy," won the endorsement of educators in Cincinnati, Dayton and Columbus, O. Merchandising ef-

forts included window and point-of-purchase displays in grocery and drug outlets in the WLW-TV area, backed by on-the-air promotions, bus dashes, car cards, cab covers and stories in the WLW house organ, "Buy Ways."

DRESSER SALES CHIEF AT WNBQ, WMAQ . . .

CHICAGO—Charles V. Dresser has been appointed director of sales for NBC's WNBQ and WMAQ here. Dresser came to Chicago from New York in March as Central Division national TV spot sales manager. John McPartlin, WNBQ sales manager, and Rudi Neubauer, WMAQ sales manager, will report to Dresser, who will work under V. P. Harry Kopf.

OTHER NEWS IN BRIEF . . .

Chesterfield this week signed to sponsor the Perry Como show

on Mutual for 52 weeks, simultaneous with carrying it on CBS-TV. . . . Borden Food Products signed to sponsor Cecil Brown 15-minutes daily on the Don Lee network . . . 100 stations have already been lined up for this season's airing of Bishop Fulton J. Sheen on Du Mont, the first regular show to reach that mark. . . . Longines-Wittnauer returns to nighttime radio with "The Choraliers" twice weekly on CBS radio beginning September 29.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

Mike Roche has been named to the new post of general manager of the promotion and advertising service division of Lever Bros. . . . Bob Reitzel has been named Pacific Coast sales manager for CBS Radio. . . . Francis (Continued on page 40)

Raps FCC on Lag in Grant

WASHINGTON, Aug. 8. — The Federal Communications Commission this week got a pointed rebuke from Commissioner John C. Doerfer when it postponed the effective date of a TV grant to Arkansas Radio & Equipment Company, Little Rock. Filing a lone dissent when his fellow-members on the Commission set a hearing for August 17 on a protest by Arkansas Broadcasting Company against the Arkansas Radio & Equipment Company grant, Doerfer declared that the public interest would be better served by FCC's "prompt dispatch" of pending applications than by consideration of "fancied wrongs or split-hair" contentions of applicants.



Meanwhile, FCC issued two more TV grants this week. Recipients were North Dakota Broadcasting Company, Valley City, Channel 4, and Life & Casualty Insurance Company of Tennessee, Nashville, Channel 5.

PUBLIC AFFAIRS

Big Earnings Expected of NBC Division

NEW YORK, Aug. 8. — The public affairs division of NBC will gross \$25,000,000 in 1953, trade sources estimate, if business continues at the present pace. This is regarded as a lush figure for a non-election year, and underlines the hefty take possible from a section of the web now associated in most minds with big coin. The figure involves time and talent, both AM and TV, coming from news, sports, special events and discussion shows.

Belief of Davidson Taylor, who heads the division, is that the future is most hopeful, especially as TV continues to develop its techniques of news coverage via "new materials of reality." Radio, too, will show more strongly in the period ahead, Taylor opines, as it finds how best to exploit its elements which TV cannot rival, such as flexibility.

Station Operato
Powerful "Put-Ne
Show . . . Tony M
Rogers  Dick
Peggy Lee .
Station Operato

Ziv's New "Hour of Stars" . . . Five Fu
Week . . . Full of One-Minute Spots an
It's the Hottest Station Deal That Ev

NBC TANDEM & CBS POWER

Beville Answers Blast Of SRA Vs. Net Plans

NEW YORK, Aug. 8. — The Station Representatives' Association and the networks got into another tussle this week following the issuance of a release by SRA claiming that the NBC Tandem Plan and the CBS Power Plan were inferior to spot radio buying. This was quickly followed by a blast from Hugh M. Beville Jr., NBC research and planning director, who charged that SRA had overstated the cost of the Tandem Plan and had been misleading in the use of Pulse ratings in comparing it with spot buying.

SRA in effect declared that the "trick network plans" are nothing but spot announcement schedules plus a surcharge for the talent cost of the shows on which the announcements are carried. According to SRA, the Tandem Plan costs each advertiser ap-

proximately \$15,000 a week on a 52-week basis, whereas three one-minute Class A spot announcements on the same 194 stations would cost \$11,449.44.

Beville's reply was that the net cost to a year-round sponsor would actually be \$11,425 a week. Beville also noted that in its costs comparisons SRA had failed to include the production costs of spot announcements, which are usually estimated at 8 per cent of net time costs.

SRA further compared the cost and weekly cumulative ratings of the network plans in each of the top 15 markets with spot radio plans available in the same markets. The SRA chart showed that for comparable costs the spot plan delivered more plugs and higher ratings.

On this score, Beville charged that SRA had exaggerated the

event was the lead story in London papers the following day.

However, a poll by a London daily shows 45 per cent of viewers strongly favoring commercial video, 19 per cent undecided, and 36 per cent opposed. Thus far, 88 applications for commercial TV stations have been filed, but

individual market costs by using station rates instead of network rates. He further declared that an equal Pulse rating on a network station actually delivered a greater audience, since the higher powered station gets greater fringe coverage. He also charged that SRA had overlooked the added plugging Tandem advertisers get from opening and closing billboards and the prestige derived from identity with network stars and shows.

only four channels are available for immediate use. The 2,500,000 TV receivers in Britain would need adaptors, costing between \$15 and \$50, to catch additional wavelengths.

Costs Seen Prohibitive

A top British ad agency, which places the bulk of business for European commercial radio via Radio Luxemburg, has notified its clients to sit tight, even if Britain does add commercial TV soon. Basis of the reasoning is that the cost per thousand viewers would be prohibitive, and there is no guessing how many viewers would buy the needed adaptors. As against a 40 cents cost per thousand listeners via Radio Luxemburg, it's estimated that using a ridiculously low talent budget, such as \$1,000, on British TV, the cost would be \$2.80 per thousand viewers.

The outcome of the British battle, and how commercial TV shapes up in Monte Carlo, is seen sure to affect video developments in France, Belgium, Holland, Switzerland, Italy, the Scandinavian countries, North Africa and even Australia. All these services have had to plan their futures based on the limited funds available from government subsidy.

French government officials privately have expressed the opinion that their own system will be two years more in really getting rolling because of the scarcity of funds, and they would welcome the success of TV Monte Carlo as assuring commercial video for France. New stations are being erected thruout France, with the concentration on cities, such as Strasbourg, which can beam shows to Germany. Morocco and Algeria will tee off service by 1954, with Tunisia due to come on shortly after the first two.

Interchanging Shows

Lack of funds shows itself further in the need for interchange of shows between the systems of various nations, with plans for border outlets to use the language of the neighboring countries. A la the France-Germany exchange. A similar two-nation service is in the works between the Holland and Belgian TV outlets, while Denmark, Norway and Sweden are laying the groundwork for a pooling of shows by all three nations as soon as the latter two join the Danes with stations on the air. Italian TV, unable to swap shows, cut its Turin and Milan outlets off the air for the summer, and will resume September 1 on a limited basis. In October, Rome debuts experimentally, with permanent operation skedded for January.

Meanwhile, the Australian Broadcasting Commission investigating the problem of starting TV "down under" now leans away from commercial video, altho Australia has a flourishing commercial radio network. It has admitted that limited government funds would restrict the growth of the medium. Events in England thus are being watched carefully. Only one channel per city is deemed practical, with the current timetable, not yet approved, calling for Melbourne to start July 1, 1956; Brisbane and Adelaide, January 1, 1957; Perth, Hobart and Newcastle, July 1, 1957. This might be speeded up drastically if it were decided to okay commercial TV. The Aussies will get a sneak preview of TV via demonstrations at the upcoming Brisbane Royal Show—kangaroo equivalent of a State Fair.

WJJD Winner Last 5 Years

CHICAGO, Aug. 8.—A profit of \$250,000 a year, before taxes, for the past five years was disclosed in the operation of WJJD, Chicago AM indie, when it was sold this week by Field Enterprises, Inc., to Plough Broadcasting, Inc., Memphis.

Sale price was \$900,000. Plough is a wholly-owned subsidiary of Plough, Inc., drug concern which makes St. Joseph Aspirin and other products. The firm owns WMPS, Memphis.

Field Enterprises, owned by the Marshall Field family, thus disposes of the last of four radio stations it owned.

WJJD operates on a news and music plan.

'Webster' to Stay On Air Over KTTV

HOLLYWOOD, Aug. 8.—Death of Radio-TV personality Haven MacQuarrie will not black out his "Noah Webster Show" on KTTV. Series will be continued by its moderator, Ed Reiners. "Webster" had been on radio for 15 years and enjoyed a 19-week run on KTTV when its originator-producer died of a heart attack earlier this week. In addition to "Webster," MacQuarrie had produced "So You Want to Be an Actor" and "The Marriage Club" on radio.

rs!
ZIV's
w-Life-in-Radio"
artin
Ginger
Powell and
Offers "Smart"
rs Big Profits!



Hurry! Hurry!
Write, Wire
or Phone!
Your Market May
Still Be Available!

ours Every
hain-Breaks.
it Radio!

FCC Studying Plea For Subscript'n TV

WASHINGTON, Aug. 8.—The Federal Communications Commission is mulling a new plea for action on subscription TV, this time in a petition filed yesterday (7) by four UHF TV groups spearheaded by the Home News Publishing Company, grantee of UHF Channel 47 (WDHN-TV), New Brunswick, N. J. Declaring that UHF telecasters in VHF-served areas are faced with "extremely serious economic problems" which threaten future development of the UHF band, the petition asked the Commission to establish rule-making procedure looking toward authorization of a limited service of fee-TV at an earlier date as an aid to UHF in its fight to establish itself.

The petitioners reminded the Commission that Zenith Radio Corporation similarly asked the FCC 18 months to institute rule-

making proceedings for a go-ahead on phonevision. They voiced belief that "developmental research and experimental operations have demonstrated that subscription television is a technically feasible and practicable service."

The petitioners, besides WDHN-TV, were Pennsylvania Broadcasting Company (WIP-Gimbels), grantee of Channel 29, Philadelphia, and Stamford-Norwalk Television Corporation, Inc., WLI, Channel 59, New Haven.

Citing what they described as severe economic conditions for UHF TV thru competition with going VHF stations, the petitioners said "the future of many UHF broadcast stations is in substantial doubt" and declared that "if UHF telecasting is to be a healthy part of a dynamic television industry,

BAD TIMING ON THE FACE OF IT

LONDON, Aug. 8.—Every night at 9:30 BBC-TV viewers get a sight of the face of the House of Commons clock, Big Ben. Unknown to viewers who imagine it shot "live," the time is actually shown on a studio model, whose hands are worked by clockwork and set each night to coincide with the real clock's chimes.

This week someone forgot to correct the studio model, which showed two minutes late at 9:30. This brought a flood of protests to the BBC, and —believe it or not—an official rap over the knuckles for the hombre whose job it is to keep the real Big Ben on the dot.

the UHF broadcasters must find new ways and means of programming their stations so as to provide (Continued on page 10)

Urges General Tax in Place Of TV, AM, Phono-Set Bite

WASHINGTON, Aug. 8.—Urging elimination of the 10 per cent excise tax on TV, radio and phono sets, Glenn McDaniel, president of Radio-Electronics-Television Manufacturers' Association, told the House Ways and Means Committee yesterday (7) that RETMA favors a general tax on all manufactured goods, but asked the committee to consider tax exemption of color TV sets "in conformance with the tradition of withholding taxes temporarily from new products and industries."

McDaniel also urged the committee to support a bill introduced by Rep. Richard M. Simpson (R., Pa.) to remove the tax on parts and components of radio and TV sets other than tubes.

McDaniel said: "We believe that, within our present system of selecting excises, it is both inequitable and inexpedient to place an excise on television. In particular, we think it would be highly undesir-

able and a radical departure from the traditional solicitude shown for new industries to impose an excise on color television in its early development stages.

TNT to Carry Rocky Fight

NEW YORK, Aug. 8.—Theater Network Television this week signed to carry the Rocky Marciano-Roland LaStarza heavyweight title bout on September 24. TNT expects to line up a greater number of theaters than have ever carried a theater TV event, altho three areas will be blacked out: New York; Boston, Brockton and Lynn, Mass., and Providence.

This will be the ninth major fight carried by TNT in the past three seasons, but the first since the Marciano-Walcott fight of September, 1952, which was carried in 50 theaters.

Prockter Expands, Appoints Conne Nat'l Sales Veep

HOLLYWOOD, Aug. 8.—Edward R. Conne this week was named veepee in charge of national sales for Prockter Television Enterprises, marking the firm's first major organized sales push beyond the syndicated film field. Prockter feels that syndicated sales will continue on the upgrade, but that national net biz will also mushroom as a result of more stations coming on the air. New sales set-up will supplement the present one, which heretofore has been devoted exclusively to syndicated selling. Latter is headed by Andrew P. Jaeger, veepee in charge of syndicated sales. Conne will divide his time between Prockter's New York and Hollywood offices.

Conne is also associated with Bill Stevens in the Conne-Stevens Productions firm, currently filming at the Hal Roach Studios in Culver City.

J. D. Wilson Named By Screen Gems

NEW YORK, Aug. 8.—Screen Gems sales chief John Mitchell this week named John D. Wilson Southwestern sales manager for the firm, headquartered in Dallas. Wilson has resigned his post with the Bloom ad agency in that city to take the post.

He joins such other recent appointees as John Rohrs, Midwest sales chief, and Richard Dinsmore, West Coast sales boss. Mitchell heads for Atlanta next week to seek a man to set up the Screen Gems office for that region.

ABC-TV Extends 'Meadowbrook'

NEW YORK, Aug. 8.—The ABC-TV network has decided to run the Saturday, 7-8 p.m. remote show "Music From Meadowbrook," for at least another four weeks, with the possibility that the show will be switched to a Friday night and remain on the network thru the fall season.

Reason for the switch in plans is said to be sponsor interest in the musical-variety package emanating from Frank Dailey's Meadowbrook in Cedar Grove, N. J.

Already set for future Saturday night dates at the spot are the King Guion, George Wettling, Muggsy Spanier and Sauter-Finegan orks, Lou Monti, Sonny Curtis and the Korn Kobblers.

'DRAGNET' TITLE TO BE CHANGED

NEW YORK, Aug. 8.—The syndication title of "Dragnet" this week was reported heading for a change. It's understood that the NBC Film Division has found the Los Angeles Police Department and the Federal Bureau of Investigation sensitive to the use of "The Cop," as being undignified, and may have to pull a last-minute switch. Under consideration is "Badge 7-14," among others.

NETWORK TELEVISION By the Bell System

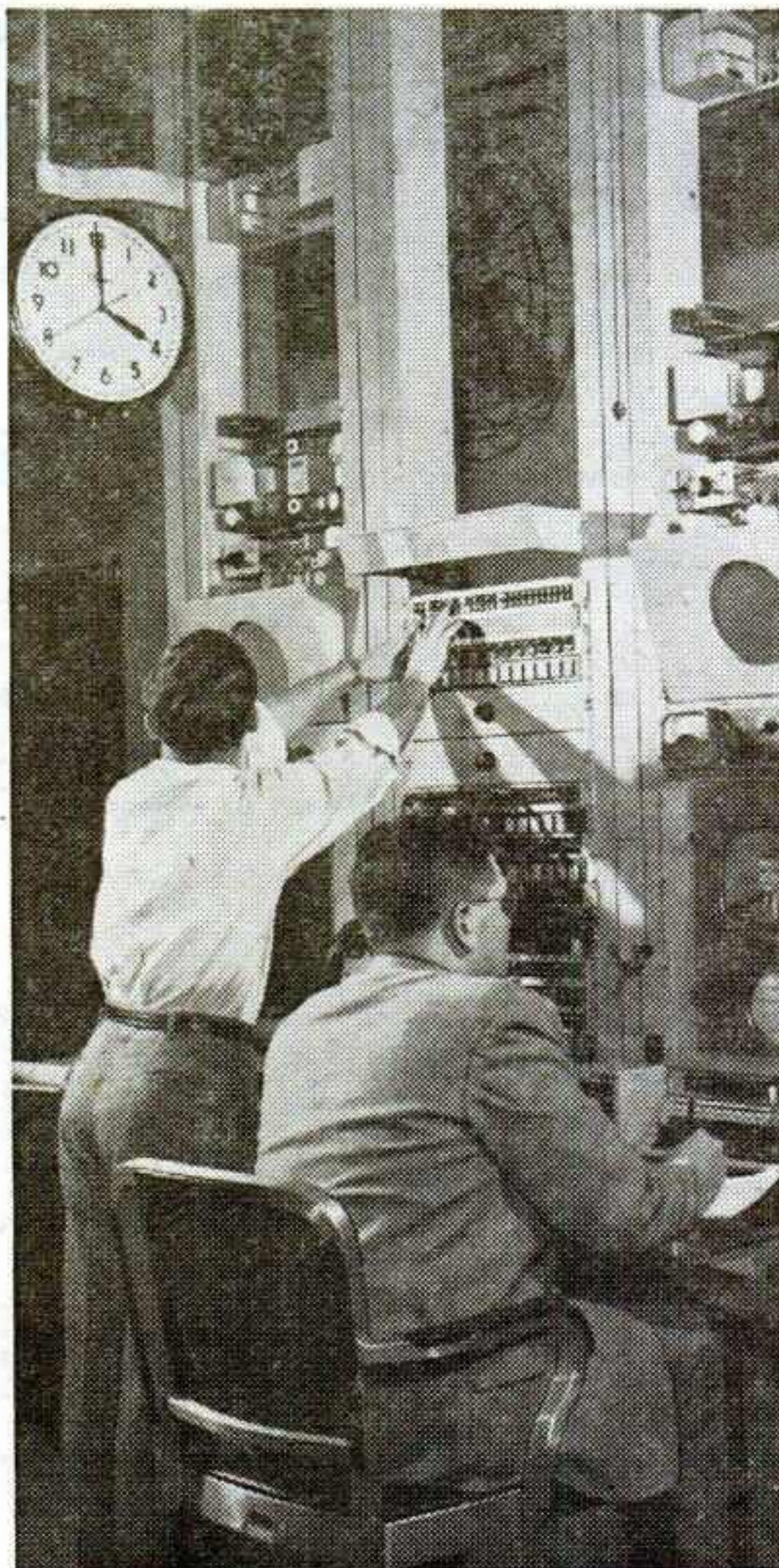
Bell System coaxial cable and radio relay routes provide the television industry with nationwide facilities making live network programs available to more than half the people in the United States. This is another of the Bell System's public service achievements.

The job, which began years before the first commercial network service in 1948, is a long and costly one. It requires huge investments of money, intricate equipment and personnel trained in special skills. Above all, it takes planning years ahead . . . channels must be engineered long before orders are received from network companies.

In addition, television plans are always integrated with future requirements for long distance telephone service . . . for private line networks for government and industry. All can use the same routes as television. Thus, the public interest and the requirements of the television industry are both factors in this development.

Equipment is complex, yet it must be highly dependable and long-lasting. The value of coaxial cable, radio relay systems and associated equipment already in use by the Bell System for television is nearly \$100,000,000. About 34,000 miles of television channels are now available and 13,000 more will be ready by the end of the year.

Charges for these facilities average about 10 cents a mile for a half hour of program time.



Technician in Bell System television control room makes a split-second switch by remote control of network facilities at radio relay station over 200 miles away.



BELL TELEPHONE SYSTEM

Providing transmission channels for the radio and television industries today and tomorrow



Your Lucky Strike Hit Parade presents a special summer service!



During its 12-week hiatus, Your Hit Parade will list in this space

THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

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

1. No Other Love
2. I'm Walking Behind You
3. I Believe
4. Vaya Con Dios
5. April in Portugal
6. P. S. I Love You
7. Song from Moulin Rouge

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



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



THE BILLBOARD Radio-TV Show Charts

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

• Top 10 TV Shows Each Day of the Week in CHARLOTTE, N. C. (267,000 TV Sets;* Panel Size 250) . . . According to Videodex Reports

WBTV.....Jefferson Standard Broadcasting Co.....ABC, CBS, Du Mont, NBC

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

JUNE, 1953				
SUNDAY, SIGN-ON TO SIGN-OFF				
				Avg. Rtg.
1. COMEDY HOUR	NBC	7:00-8:00	WBTV	48.7
2. PRIVATE SECRETARY	CBS	6:30-7:00	"	44.5
3. TIME TO SMILE	CBS	8:30-9:00	"	42.0
4. WHAT'S MY LINE?	CBS	9:30-10:00	"	40.2
5. FRED WARING	CBS	8:00-8:30	"	39.6
6. RED SKELTON	NBC	6:00-6:30	"	37.4
7. WHO SAID THAT?	CBS	9:00-9:30	"	36.8
8. SEE IT NOW	CBS	5:30-6:00	"	27.1
9. STU ERWIN	ABC	3:00-3:30	"	26.1
10. THE NAME'S THE SAME	ABC	5:00-5:30	"	24.2

MONDAY, SIGN-ON TO SIGN-OFF				
				Avg. Rtg.
1. I LOVE LUCY	CBS	8:00-8:30	WBTV	58.8
2. RED BUTTONS SHOW	CBS	8:30-9:00	"	49.8
3. STUDIO ONE	CBS	9:00-10:00	"	49.7
4. VOICE OF FIRESTONE	NBC	7:30-8:00	"	36.3
5. BURNS AND ALLEN	CBS	7:00-7:30	"	34.4
6. KIT CARSON	Non-Net	5:30-6:00	"	33.7
7. SUPERMAN	Non-Net	5:00-5:30	"	30.9
8. HOWDY DOODY	NBC	4:30-5:00	"	25.3
9. THE BIG PAYOFF	CBS	2:00-2:30	"	22.8
10. GARRY MOORE	CBS	12:30-1:00	"	20.4

TUESDAY, SIGN-ON TO SIGN-OFF				
				Avg. Rtg.
1. MR. & MRS. NORTH	CBS	8:00-8:30	WBTV	47.5
2. ARTHUR SMITH	Non-Net	8:30-9:00	"	42.2
3. DANGER	CBS	9:00-9:30	"	41.6
4. I'M THE LAW (Film)	Non-Net	7:30-8:00	"	40.2
5. CORONATION	CBS	10:00-11:00	"	38.6
6. THE UNEXPECTED (Film)	Non-Net	9:30-10:00	"	36.1
7. DEATH VALLEY DAYS	Non-Net	7:00-7:30	"	36.1
8. TALENT SCOUTS	CBS	2:00-2:30	"	24.0
9. CORONATION	CBS	2:30-6:00	"	23.2
10. STRIKE IT RICH	CBS	10:30-11:00 AM	"	22.6

WEDNESDAY, SIGN-ON TO SIGN-OFF				
				Avg. Rtg.
1. PRESIDENT EISENHOWER	CBS	8:30-9:00	WBTV	49.7
2. GODFREY & FRIENDS	CBS	7:00-8:00	"	46.4
3. STRIKE IT RICH	CBS	8:00-8:30	"	44.1
4. PABST FIGHTS	CBS	9:00-9:45	"	41.7
5. WILD BI' HICKOK	Non-Net	5:30-6:00	"	34.1
6. SPORTS SPOT	CBS	9:45-10:00	"	32.8
7. HOWDY DOODY	NBC	4:30-5:00	"	26.6
8. THE BIG PAYOFF	CBS	2:00-2:30	"	23.9
9. DOUBLE OR NOTHING	CBS	1:00-1:30	"	22.3
10. PERRY COMO	CBS	6:15-6:30	"	22.0

THURSDAY, SIGN-ON TO SIGN-OFF				
				Avg. Rtg.
1. BOSTON BLACKIE (Film)	Non-Net	8:30-9:00	WBTV	53.0
2. LUX TV THEATER	CBS	8:00-8:30	"	51.4
3. DANGEROUS ASSIGNMENT (Film)	Non-Net	9:00-9:30	"	49.8
4. GROUCHO MARX	NBC	7:00-7:30	"	47.3
5. RACKET SQUAD	CBS	9:30-10:00	"	42.1
6. GREATEST FIGHTS	NBC	7:30-7:45	"	36.1
7. CISCO KID (Film)	Non-Net	5:30-6:00	"	30.1
8. TOWN AND COUNTRY	Non-Net	7:45-8:00	"	27.2
9. HOWDY DOODY	NBC	4:30-5:00	"	24.5
10. ARTHUR GODFREY	CBS	9:00-10:00	"	24.2

FRIDAY, SIGN-ON TO SIGN-OFF				
				Avg. Rtg.
1. MAMA	CBS	7:00-7:30	WBTV	47.5
2. MY FRIEND IRMA	CBS	7:30-8:00	"	43.2
3. PLAYHOUSE OF STARS	CBS	8:00-8:30	"	41.1
4. TELESPORTS DIGEST (Film)	Non-Net	8:30-9:00	"	37.8
5. HOPALONG CASSIDY (Film)	Non-Net	5:30-6:00	"	33.5
6. EARL'S SHOW	Non-Net	9:00-10:00	"	31.7
7. HOWDY DOODY	NBC	4:30-5:00	"	25.4
8. PERRY COMO	CBS	6:15-6:30	"	23.5
9. ESSO REPORTER	Non-Net	6:30-6:45	"	22.6
10. THE BIG PAYOFF	CBS	2:00-2:30	"	21.9

SATURDAY, SIGN-ON TO SIGN-OFF				
				Avg. Rtg.
1. JACKIE GLEASON	CBS	7:00-8:00	WBTV	49.7
2. YOUR HIT PARADE	NBC	9:30-10:00	"	48.3
3. JEFFREY JONES (Film)	Non-Net	8:00-8:30	"	47.7
4. MY LITTLE MARGIE	CBS	8:30-9:00	"	46.2
5. OZZIE AND HARRIET	ABC	9:00-9:30	"	41.9
6. THE LONE RANGER	ABC	5:30-6:00	"	34.4
7. MR. PEEPERS	NBC	10:00-10:30	"	33.8
8. BIG TOWN	CBS	10:30-11:00	"	30.7
9. BEAT THE CLOCK	CBS	6:30-7:00	"	30.0
10. JUNIPER JUNCTION	Non-Net	6:00-6:30	"	28.2

*Based on NBC estimate for April, 1953.

FOR FULL INFORMATION

about all radio and television shows . . . ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part or the full services of the research organizations featured on these pages.

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

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

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

NEXT WEEK

Top 10 TV Shows Each Day in Cleveland

. . . According to Videodex

Top 5 Radio Shows Each Day in Minneapolis

. . . According to Pulse

Rule-Making Color Notice Filed by FCC

WASHINGTON, Aug. 8.—Compatible color TV standards moved a step closer as the Federal Communications Commission yesterday (7) filed its official notice of proposed rule-making looking toward adoption of the compatible system recommended by the industry. The Commission's action, while thoroly anticipated, nevertheless sent elation thru trade circles here, inasmuch as it formally touched off the official proceedings which are expected to be climaxed by FCC's adoption of National Television System Committee's color standards late this year.

With September 8 set by FCC as deadline for filing comments on its rule-making notice, it is expected that all proceedings will be avoided unless serious opposition develops. If any opposition turns up, it will be from less than a handful of manufacturers, inasmuch as nearly the entire industry is supporting the new compatible standards.

At the same time, the FCC gave Columbia Broadcasting System authorization, as anticipated, to conduct public tests of compatible color TV. The latter authorization was the final step in CBS' joining the parade in support of the new standards, which will replace the sequential color standards which the FCC adopted in 1950 at Columbia's request.

CBS intends to conduct color telecasts from September 10 to December 10, as National Broadcasting Company has been doing for several months.

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

• Top 5 Radio Shows Each Day of the Week in NEW ORLEANS (184,110 Radio Families*)

. . . According to Pulse Reports

WBOK	1,000 watts	Ind	WRCM	61,200 watts	Ind
WDUS	5,000 watts	NBC	WSMB	5,000 watts	ABC
WJBW	250 watts	Ind	WTIX	250 watts	Ind
WJMR	250 watts	Ind	WTSP	1,000 day, 500 night	Ind
WMRY	500 watts	Ind	WWEZ	5,000 watts	Ind
WNOE	50,000 day, 5,000 night	MBS	WWL	50,000 watts	CBS
			KSLO	250 watts	Ind

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

MAY-JUNE, 1953

SUNDAY, 7 P.M. to 12 P.M.

Highest Qr. Hr. Rtg.

1. BERGEN-McCARTHY, JR. MISS	CBS	7:00-7:30	WWL	10.3
2. MY LITTLE MARGIE	CBS	7:30-8:00	WWL	10.0
3. PLAYHOUSE, DEC. BRIDE	CBS	8:00-8:30	WWL	7.8
4. DRAGNET	NBC	8:30-9:00	WDSU	7.0
5. ESCAPE	CBS	8:30-9:00	WWL	6.5

MONDAY, 7 P.M. to 12 P.M.

1. LUX RADIO THEATER	CBS	8:00-9:00	WWL	13.0
2. SUSPENSE	CBS	7:00-7:30	WWL	12.0
3. BOB HAWK SHOW	CBS	9:00-9:30	WWL	10.3
3. GODFREY'S TALENT SCOUTS	CBS	7:30-8:00	WWL	10.3
5. NEWS, CEDRIC ADAMS	Non-Net	9:30-9:45	WWL	9.5

TUESDAY, 7 P.M. to 12 P.M.

1. MR. & MRS. NORTH	CBS	7:30-8:00	WWL	11.8
2. PEOPLE ARE FUNNY	CBS	7:00-7:30	WWL	11.5
3. JOHNNY DOLLAR	CBS	8:00-8:30	WWL	11.3
4. MY FRIEND IRMA	CBS	8:30-9:00	WWL	11.0
5. LOUELLA PARSONS	Non-Net	9:00-9:15	WWL	8.3

WEDNESDAY, 7 P.M. to 12 P.M.

1. FBI IN PEACE AND WAR	CBS	7:00-7:30	WWL	12.0
1. DR. CHRISTIAN	CBS	7:30-8:00	WWL	12.0
3. P.M. PLAYHOUSE	CBS	8:00-8:30	WWL	11.0
4. WHAT'S MY LINE?	CBS	8:30-9:00	WWL	10.5
5. DEC. BRIDE, EISENHOWER	CBS	9:00-9:30	WWL	6.5

THURSDAY, 7 P.M. to 12 P.M.

1. MEET MILLIE	CBS	7:00-7:30	WWL	9.5
2. BING CROSBY	CBS	8:30-9:00	WWL	9.0
3. ON STAGE	CBS	7:30-8:00	WWL	8.5
4. TIME FOR LOVE, ROMANCE	CBS	8:00-8:30	WWL	8.0
5. FATHER KNOWS BEST	NBC	7:30-8:00	WDSU	6.3
5. TRUTH OR CONSEQUENCES	NBC	8:00-8:30	WDSU	6.3

FRIDAY, 7 P.M. to 12 P.M.

1. MR. KEEN	CBS	7:00-7:30	WWL	10.0
2. TALK, MR. CHAMELEON	CBS	7:30-8:00	WWL	8.8
3. MUSIC IN THE AIR	CBS	8:00-9:00	WWL	7.5
4. JAZZ BAND, MISC.	Non-Net	9:00-9:30	WWL	6.0
5. BEST PLAYS	NBC	7:30-8:30	WDSU	5.0
5. OZZIE AND HARRIET	ABC	8:00-8:30	WSMB	5.0
5. MEET CORLISS ARCHER	ABC	8:30-9:00	WSMB	5.0
5. BOXING	ABC	9:00-10:00	WSMB	5.0
5. LET'S JOIN JILL	Non-Net	9:30-10:00	WWL	5.0

SATURDAY, 7 P.M. to 12 P.M.

1. GENE AUTRY	CBS	7:00-7:30	WWL	9.3
2. TARZAN	CBS	7:30-8:00	WWL	9.3
3. GANGBUSTERS	CBS	8:00-8:30	WWL	9.0
4. GUNSMOKE	CBS	8:30-9:00	WWL	8.0
5. BROADWAY'S MY BEAT	CBS	9:00-9:30	WWL	6.5

MONDAY-FRIDAY, 6 A.M. to 7 P.M.

1. HELEN TRENT	CBS	11:30-11:45	WWL	10.4
2. OUR GAL SUNDAY	CBS	11:45-12:00	WWL	10.0
3. ROAD OF LIFE	CBS	12:00-12:15	WWL	9.5
4. WENDY WARREN	CBS	11:00-11:15	WWL	9.2
5. DR. PAUL	CBS	11:15-11:30	WWL	8.8
5. MA PERKINS	CBS	12:15-12:30	WWL	8.8

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

1. STARS OVER HOLLYWOOD	CBS	11:30-12:00	WWL	6.3
2. GIVE AND TAKE	CBS	10:30-11:00	WWL	6.0
2. THEATER OF TODAY	CBS	11:00-11:30	WWL	6.0
2. CAMEL CARAVAN	CBS	6:30-7:00	WWL	6.0
5. GRAND CENTRAL STATION	CBS	10:00-10:30	WWL	5.5

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

1. JACK BENNY SHOW	CBS	6:00-6:30	WWL	11.8
2. AMOS 'N' ANDY, R. DIAMOND	CBS	6:30-7:00	WWL	11.0
3. OUR MISS BROOKS	CBS	5:30-6:00	WWL	8.0
4. TRUE DETECTIVE MYSTERIES	MBS	4:30-5:00	WNOE	6.3
5. THEATER, QUIZ KIDS	CBS	5:00-5:30	WWL	6.0
5. THE SHADOW	MBS	4:00-4:30	WNOE	6.0

*Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Jefferson, Orleans and Saint Bernard counties.

NBC to Distrib Vidpix Via Staggered Sked

NEW YORK, Aug. 8. — NBC Film Division this week decided to begin distribution of its 26 first-run feature films in October, it was revealed this week. NBC has set up a staggered availability schedule, by which only six of the pictures will be made available to any buyer in October and then four more a month for the next five months. The play-off

deadline for any particular film will be figured from the date the film is made available to the station, rather than from the date of the contract.

Among the titles in NBC's feature package are "No Orchids for Miss Blandish" with Jack La Rue and Linden Travers; "The Glass Mountain" with Valentina Cortese; "Folly to Be Wise" with Alastair Sim; and "Who Goes There?" with Valerie Hobson and Peggy Cummins.

Other stars in the package are Claude Rains, Francis L. Sullivan, Martita Hunt and Clive Brook.

NBC will require a contracting station to notify it three weeks in advance of the play date of each picture and will assure print delivery at least 48 hours before scheduled air time. The pictures are available in 54-minute versions as well as full length.

MPT Set on Duffy Seg for Distribution

NEW YORK, Aug. 8.—Motion Pictures for Television, Inc., took another big step in the expansion of its series syndication operation this week with the finalization of a contract to distribute "Duffy's Tavern," which Hal Roach Jr., will produce (The Billboard, August 8). MPTV will thus go into next season with at least three major series in syndication. Besides "Duffy," the firm will have a new "Flash Gordon" series as well as "TV's Baseball Hall of Fame," which went into distribution in the spring.

Another series, starring Maria Riva, which was to be produced in Israel by Montgomery Ford, fell thru last week. But Matty Fox, head of MPTV, indicated he was currently in negotiations for several more high-caliber series.

Fox is now shopping for a top exec to head sales of the program series. It is contemplated having at least one man at each of the firm's regional offices concentrating on sale of programs. MPTV now has six regional offices and will shortly open a seventh in Atlanta. It is expected that four or five more branches will be opened by the end of the year.

The present sales staff, headed by Erwin Ezzes, will continue to concentrate on sale of the company's stock of feature films and Westerns.

MCA-TV Has Sales Meeting

NEW YORK, Aug. 8.—A three-day sales meeting of MCA-TV regional sales managers was held here this week to discuss and appraise the firm's current situation and properties in the light of the coming season's market conditions. MCA veepee Taft Schreiber and MCA-TV veepee David Sutton co-chaired the sessions.

Attending were Sonny Werblin, MCA, New York, and MCA-TV execs Kirk Torney, Herbert Stern and Jack Fuller, New York; M. B. Lipsey and Raoul Kent, Chicago; Bob Greenberg, Beverly Hills, Calif., and D. G. Barton, Cleveland.

Karloff Syndication Offered by Official; Deal Near in East

NEW YORK, Aug. 8.—Official Films is putting its new Boris Karloff show up for syndication, and is close to a regional deal that would put the mystery series into 15 to 20 Eastern markets. At the same time, Official is working on several potential Midwestern deals. Herman Rush and Bud Austin, of Official, were in Chicago last week to screen the show, of which three segments are already completed, for advertisers there.

The Karloff show, based on the writings of John Dickson Carr, is tentatively entitled "Department of Queer Complaints." It is being produced in England. There actually is such a department in Scotland Yard. Another title under consideration is "D-3," which is the code name of the department.

Official this week also took over distribution of "Oh! Baby," produced by Barry, Enright & Friendly.

Foley, B-E-F Extend P'kger Drive on Vidfilm Business

NEW YORK, Aug. 8. — The growth of the TV film field, which has been forcing drastic changes in the operation of independent radio-TV program packagers, this week found two more major firms, already in film to some degree, making more ambitious steps in the direction of vidfilm. George Foley established a film syndication department, and the firm of Barry, Enright & Friendly has set up a continuing plan for program development by creating shows which can be sold either live or via film. Other packagers whose operations have made allowances, in one way or another, for film include Frederic Ziv, Music Corporation of America, William Morris, Bernard Schubert, Bernard Prockter, Rockhill, Martin

Stone, Phil Lord and Don Sharpe, among others.

Simultaneous with establishing his syndication operation, Foley signed Kingsley F. Horton as veepee in charge of the Hollywood office which the firm now will open. Horton was Coast sales chief for CBS. The new syndication operation will be headed by Maurice E. McMurray, now Foley's sales supervisor. Foley previously had launched his firm into theatrical film distribution via "Public Enemy No. 1," and is now seeking additional theatrical film.

"Tomorrow"

Foley's science fiction series, "Tales of Tomorrow," which aired live via ABC-TV, goes into film production this month, and may be the initial property made available for syndication. Foley

plans to start production soon on another series, on which no details are yet available. Dick Linker has been made executive producer of the Foley properties.

As for Barry, Enright & Friendly, its plan may be considered a virtual indie packager counterpart to the ABC-TV "Album" showcase operation of last season. It calls for a heavy investment to provide for kinescoping a number of new stanzas which are prototypes for series, encompassing all types of programs.

Choice Offered

Altho the firm is laying out heavy moola—estimated to run to six figures over the next year alone—traders look upon the move as a conservative one, representing a cautious approach. This is because the same shows, if shot as pilot films, likely would run considerably higher and irrevocably commit the packager to film production. The method used, instead, permits B-E-F to expose kines for sale in whatever manner the bankroller may prefer—film or live. The firm even will go into syndication on any of the shows as a film series, if it deems that the most profitable step.

Already, one show has been shot and five more are being prepared for the cameras. Completed is a new comedy program with an audience participation angle, titled "Back That Fact," starring Joey Adams. The program also is said to contain variety acts and music. Next to be done will be a situation comedy featuring two name stars, to be followed in turn by a panel show, a dramatic opus and two comedies. The producers are not yet ready to disclose the titles or featured players of the upcoming shows.

This project is the culmination of a period of steady growth for B-E-F, which received additional stimulus last fall when Ed Friendly left the top sales post at ABC-TV to join the partnership with Jack Barry and Dan Enright. Subsequently, writer Louis Hayward was pacted to head the firm's creative department. B-E-F's standard shows, "Juvenile Jury" and "Life Begins at Eighty," continue. The "Oh Baby" film series goes into syndication. (See other story.) And the firm has a new kidshow which is to preem via CBS-TV this fall.

If the new "two-way film-live" sales technique proves successful, it may set a trend for other packagers to follow, provided the capital for the original investment is present. The other packagers in the business will be observing the B-E-F operation carefully in future months as a gauge.

THE BILLBOARD TV FILM BUYING GUIDE

• ARB Ratings of Non-Network TV Films

and markets in which they are currently rated

Adventure	No. Sets in Market	June ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
BIG GAME HUNT (30 min.—26 rel.—Explorers Pictures Corp.)							
Detroit	848,000	8.4	54.4	WXYZ	3	Su	9:30-10:00 p. m.
CHINA SMITH (26 min.—26 rel.—PSI-TV, Inc.)							
Cleveland	751,000	12.6	36.1	WNBK	3	Th	10:30-11:00 p. m.
Columbus	261,000	18.4	44.2	WBNS	3	Su	8:30-9:00 p. m.
Detroit	848,000	1.2	61.2	WXYZ	3	Th	8:00-8:30 p. m.
New York	3,450,000	2.7	54.3	WABC	7	W	8:30-9:00 p. m.
San Francisco	630,000	19.0	59.6	KGO	3	F	9:00-9:30 p. m.
DANGEROUS ASSIGNMENT (30 min.—29 rel.—NBC Film Division)							
Detroit	848,000	25.0	40.0	WWJ	3	M	10:00-10:30 p. m.
Los Angeles	1,434,000	13.1	43.1	KNBH	7	F	10:30-11:00 p. m.
San Francisco	630,000	17.6	63.0	KPIX	3	Su	8:00-8:30 p. m.
DICK TRACY (30 min.—39 rel.—Snader Telecriptions)							
Detroit	848,000	7.4	16.2	WXYZ	3	Th	5:30-6:00 p. m.
FOREIGN INTRIGUE (30 min.—39 rel.—J. Walter Thompson)							
Boston	1,043,000	13.0	42.1	WNAC	2	S	10:30-11:00 p. m.
Chicago	1,510,000	8.9	42.5	WBKB	4	W	10:00-10:30 p. m.
Chicago	1,510,000	4.4	49.1	WBKB	4	Th	9:30-10:00 p. m.
Cincinnati	379,000	14.0	66.3	WKRC	3	M	8:30-9:00 p. m.
Cleveland	751,000	22.8	46.0	WEWS	3	Su	10:00-10:30 p. m.
Detroit	848,000	24.4	34.2	WJBK	3	Su	10:00-10:30 p. m.
Los Angeles	1,434,000	13.8	30.0	KNBH	7	Th	10:30-11:00 p. m.
New York	3,450,000	12.9	42.9	WNBT	7	Th	10:30-11:00 p. m.
Philadelphia	1,233,000	23.3	40.8	WCAU	3	S	10:00-10:30 p. m.
San Francisco	630,000	13.4	62.1	KGO	3	W	8:00-8:30 p. m.
Washington	451,000	15.3	30.6	WNBW	4	Th	10:30-11:00 p. m.
RAMAR OF THE JUNGLE (30 min.—26 rel.—Arrow Productions)							
Chicago	1,510,000	10.4	43.0	WBKB	4	Th	7:00-7:30 p. m.
Columbus	261,000	14.8	22.8	WBNS	3	Su	5:00-5:30 p. m.
Detroit	848,000	9.6	38.4	WXYZ	3	Su	8:00-8:30 p. m.
Los Angeles	1,434,000	13.1	39.6	KTTV	7	Th	7:00-7:30 p. m.
Philadelphia	1,233,000	1.0	13.3	WFIL	3	Su	11:15-11:45 p. m.
Philadelphia	1,233,000	6.6	19.0	WFIL	3	M to F	6:30-7:00 p. m.
San Francisco	630,000	4.4	69.0	KGO	3	W	7:00-7:30 p. m.
THE UNEXPECTED (30 min.—52 rel.—Ziv Television Productions)							
Atlanta	330,000	5.2	33.6	WAGA	3	F	10:30-11:00 p. m.
Chicago	1,510,000	7.8	62.0	WBMM	4	T	9:30-10:00 p. m.
Cleveland	751,000	8.3	59.5	WEWS	3	W	10:00-10:30 p. m.
Los Angeles	1,434,000	4.7	48.1	KECA	7	Th	10:00-10:30 p. m.
Philadelphia	1,233,000	11.4	32.5	WCAU	3	Th	10:30-11:00 p. m.

Drama	No. Sets in Market	June ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
CROWN THEATER (30 min.—52 rel.—CBS Tele. Film Sales)							
Los Angeles	1,434,000	7.4	54.8	KTTV	7	T	8:00-8:30 p. m.
DOUG FAIRBANKS PRESENTS (30 min.—39 rel.—NBC Film Division)							
Boston	1,043,000	13.8	37.7	WBZ	2	M	10:30-11:00 p. m.
Chicago	1,510,000	2.2	62.0	WGN	4	T	9:30-10:00 p. m.
San Francisco	630,000	23.1	65.9	KRON	3	S	8:00-8:30 p. m.
FAVORITE STORY (26 min.—39 rel.—Ziv Television Productions)							
Baltimore	410,000	10.0	43.5	WBAL	3	M	10:30-11:00 p. m.
Boston	1,043,000	13.3	54.3	WNAC	2	T	8:30-9:00 p. m.
Chicago	1,510,000	14.3	53.7	WBMM	4	F	9:30-10:00 p. m.
Cincinnati	379,000	6.7	57.8	WCPO	3	W	9:00-9:30 p. m.
Cleveland	751,000	10.5	36.1	WEWS	3	Th	10:30-11:00 p. m.
Columbus	261,000	13.6	41.0	WBNS	3	S	10:00-10:30 p. m.
New York	3,450,000	6.8	52.6	WNBT	7	Su	10:30-11:00 p. m.
Philadelphia	1,233,000	8.3	19.5	WPTZ	3	S	7:00-7:30 p. m.
San Francisco	630,000	24.1	46.6	KRON	3	F	10:00-10:30 p. m.
Washington	451,000	3.2	41.6	WTOP	4	T	10:30-11:00 p. m.
ORIENT EXPRESS (26 min.—26 rel.—PSI-TV)							
Cleveland	751,000	11.6	42.3	WXEL	3	S	10:00-10:30 p. m.
Detroit	848,000	20.4	44.0	WWJ	3	Th	9:30-10:00 p. m.
Los Angeles	1,434,000	4.4	61.0	KECA	7	T	8:30-9:00 p. m.
San Francisco	630,000	10.8	62.3	KGO	3	T	8:00-8:30 p. m.
PLAY OF THE WEEK (30 min.—26 rel.—PSI-TV)							
Los Angeles	1,434,000	3.2	57.4	KECA	7	T	9:00-9:30 p. m.
PULSE OF THE CITY (15 min.—13 rel.—Telescene Film Productions)							
Los Angeles	1,434,000	1.0	46.5	KECA	7	T	10:00-10:30 p. m.
ROYAL PLAYHOUSE (30 min.—52 rel.—United Tele. Programs)							
New York	3,450,000	1.2	50.3	WABD	7	M	8:00-8:30 p. m.
New York	3,450,000	0.3	27.8	WABD	7	F	7:30-8:00 p. m.
TALES OF HANS CHRISTIAN ANDERSEN (26 min.—26 rel.—Interstate Television)							
San Francisco	630,000	6.4	47.6	KPIX	3	Th	7:30-8:00 p. m.

Miscellaneous	No. Sets in Market	June ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
KIERAN'S KALEIDOSCOPE (15 min.—130 rel.—United Artists Television)							
Boston	1,043,000	5.9	21.1	WNAC	2	Su	6:45-7:00 p. m.
Philadelphia	1,233,000	6.7	20.6	WPTZ	3	Su	6:45-7:00 p. m.
San Francisco	630,000	12.5	59.3	KRON	3	W	7:30-7:45 p. m.

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

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

TV FILM PURCHASES

NBC Film Division has racked up eight more sales of "Captured," nine on "Douglas Fairbanks Presents," five on "The Cop," and four on "Victory at Sea" in the past week. Among the stations picking up "Captured" are WWJ-TV, Detroit, for local Nash Dealers; KLZ-TV, Denver, KRDO-TV, Colorado Springs, Colo., and KCSJ-TV, Pueblo, Colo.

NBC also made five more sales on "Dangerous Assignment," four on "Hopalong Cassidy," three on "The Visitor," and two on "Life of Riley," one of the last being KSTP-TV, St. Paul, Minn.

Consolidated Television Sales in recent weeks sold its Station Starter Plan to six new stations. "All American Game of the Week" was picked up by four stations, including WDTV, Pittsburgh. And "Crusader Rabbit" has been taken by two more stations, including WTVJ, Miami.

Screen Gems has sold "Your All-Star Theater," re-run title of "The Ford Theater," in 37 markets so far. One of the latest sales was for two runs of the 39 segments on the TV network of the Rocky Mountain Broadcasting System.

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Radio-TV Reviews

Trans-Atlantic

RADIO—Reviewed Sunday (2), 3:30-4 p.m., EDT. Sustaining via NBC. Producer, Joseph W. Meyers. Cast, Bill Sprague (New York), Romney Wheeler (London), Jack Begon (Rome), Frank Bourgholtzer (Paris).

These informal weekly round-table chats involving NBC correspondents in major world capitals are highly informative and yet informal. It's a good idea, for the most part well executed.

This weekly stanza consists of a live, extemporaneous conversation among NBC correspondents stationed in various key news centers. On the show caught, it involved the men in London, Paris and Rome, along with New York. The discussion centered for the most part upon matters economic, and all had interesting angles to impart. Bill Sprague in New York is the unifying force, calling in the men for comment.

As might be expected in a show of this kind, there were a few technical flaws, but nothing drastically detrimental. For example, London was unreadable for about 10 minutes, just after the midway mark of the show. A few times, too, the participants all wanted to make points simultaneously, and a momentary Babel resulted.

Miscellany, Too

Over-all, tho, the show has interest as well as information. Included in the miscellany offered were the prices of men's suits and a cook's hire in Paris, cigarettes and a woman's girdle in London, and spaghetti and wine in Rome. These were tied in with more vital statistics on an international scale, but brought the discussion onto a distinctly human level—something which can never hurt in a show which imparts information.

Sam Chase.

Pentagon U. S. A.

TELEVISION—Reviewed Thursday (6), 10-10:30 p.m., EDT. Sponsored by Phillip Morris thru The Bow Company via CBS-TV. Executive producer, William Dozier. Producer, Alex March. Director, John Peyser. Script, David Swift. Cast: Addison Richard, Eddie Binns, Gene Lyons.

"Pentagon U.S.A." was a fine, mature mystery-adventure with an appealing ring of authenticity. It had a lot to hold viewers, but no distinguishing features to make it stand out.

The phenomenal rating success of "Dragnet," which is based on the files of the Los Angeles police department, is assuredly sparking a trend toward documentary type mystery shows. Not only do official files provide a great quantity of script ideas, but they also appear to suggest the kind of script that viewers these days find most appealing.

In "Pentagon U.S.A.," which is

based on cases in the files of the Army's Criminal Investigation division, the sponsor has a show of which it can be proud. The preem had the necessary ring of authenticity and timeliness, a thick mystery plot and a beautiful production job all around. It was the kind of show that is sure to keep viewers glued to CBS-TV until 10:30 p.m.

Needs Gimmick

If it lacked anything it was some feature, agreeable or otherwise, that would set it off from other mystery shows and stamp it on the viewer's mind. That certain something, of course, can be a name star, which "Pentagon" does not have. Apparently the only identifiable thread that will run thru the series is an introduction by Addison Richards in the role of the colonel in charge of the department.

The leading figure in the first show was Eddie Binns as the Army investigator trying to track down a threat against the life of a general just returned from Korea. On TV, Binns has always appeared at least a capable actor. On this show he did a fine job. The script provided him with those occasional digressions that help make him appear human. Binns helped this impression along with his own portrayal of restlessness and intensity in a guy trying to stop a murder quickly.

One method of giving the show a distinguishing mark might be thru the theme music. While "Pentagon" had a most serviceable score, with frequent throbbing tones to build suspense, there was not a memorable phrase in it.

Another place in which the producers have failed to make the show stick out where it should is in the title. While the words "Pentagon U.S.A." are not inaccurate, they could conceivably give the impression that the show is news or discussion instead of mystery-adventure.

The show had frequent film inserts, excellent shots of New York locations, usually with flocks of plainclothesmen moving in. These immeasurably enhanced the impression of reality and provided lots of visual action.

In all, the show provided plenty to keep viewers once it had them tuned in, but not enough to get them to tune in to begin with.

Gene Plotnik.

Subscription TV

Continued from page 6

revenues sufficient to enable a small UHF operator to match or exceed network programs in quality and thus stimulate conversion of VHF sets.

"Petitioners are confident that this needed programing and revenues could be achieved thru the medium of subscription or pay-as-you-see television," they said. They said fee-TV should be an adjunct to the current system of TV and said they would support at a hearing "an approach calling for a limited or regulated amount of subscription telecasting by any one station or in any one community, to preserve a proper balance between 'free' television and subscription television." The petition was filed in behalf of the UHF group by the D. C. legal firms of Welch, Mott & Morgan; Dow, Lohnes & Albertson, and Brown, Lund & Fitzgerald.

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THEATRICAL

COMEDY

DON'T TRUST YOUR HUSBAND (United Artists 1948).....Quality Films, Inc.
UNCERTAIN FEELING.....Major TV
YOKEL BOY (Republic 1942).....Hollywood TV

DRAMA

ANNA KARENINA (M-G-M 1935).....Unity TV
CATMAN OF PARIS, THE (Republic 1940).....Hollywood TV
CORSIKAN BROTHERS (United Artists 1941).....Peerless TV
CROOKED WAY, THE (United Artists 1949).....TV Exploitation
ERNIE PYLE'S STORY OF G.I. JOE (United Artists 1945).....MPTV
GREAT DEFENDER, THE (British International 1934).....Atlas TV
IRON DUKE (Gaumont-British 1935).....Unity TV
I MET MY LOVE AGAIN (United Artists 1938).....MPTV
KIPPS.....Argyle TV
MINE OWN EXECUTIONER (20th Century-Fox 1948).....Unity TV
PYGMALION (M-G-M 1938).....Major TV
RAW DEAL (Eagle-Lion 1948).....Peerless TV
SEVEN DAYS TO NOON (Mayer-Kingsley 1950).....Combined TV
SWISS FAMILY ROBINSON (RKO Radio 1940).....Atlantic TV
WITHOUT HONOR (United Artists 1949).....Quality Films, Inc.

MYSTERY

JIGSAW (United Artists 1949).....Specialty Films
PASSENGER TO LONDON.....Hygo TV Films
SUSPENSE (Monogram 1946).....MPTV

Non-Theatrical Free Films

EDUCATIONAL

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RELIGIOUS

THIS IS THE LIFE.....Luthern Church, Missouri Synod, St. Louis

CAPSULE COMMENT

Suspense (TV), CBS-TV, Tuesday (28), 9:30-10 p.m., EDT.

"Suspense" has come a long way from the blood and gore days. The production of F. Scott Fitzgerald's "The Dance" was a skillfully handled half-hour in which a murder, while the key to the plot, was only incidental in the action. The show was highlighted by a large cast, perfect timing from the control room, a good adaptation by James P. Cavanagh, and particularly fine acting by Katharine Bard and John Baragray.

Producer William Dozier scored twice in combing an acceptable whodunit with the flavor of Fitzgerald's jazz age. Fitzgerald's stories always make good visual material on television, but seldom do they offer as much action as "The Dance." Shows such as this are television's best answer to the summer doldrums accusation. "Suspense" has seldom been better, summer or winter.
Jack Mabley.

ed like static. Godfrey never seemed fresher. Payoff on the show, which carried tremendous impact, was Arthur telling what the operation had done for his leg. Then he stood up, walked on crutches to the diving board, pulled himself up, and dived. Who but Godfrey could squeeze such drama from a "Let me tell you about my operation" routine? Rest of the cast was all there and good as ever.
Jack Mabley.

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TV AFFILIATE

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Palace, New York
(Friday, August 7)

Capacity, 1,700. Price range, 65 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

The current bill spots newcomers to the Palace agenda for over-all good booking. Phil Ramone, making his first 47th Street and 7th Avenue appearance, rates a real virtuoso fiddling contribution. Young Ramone has everything it takes, bow-wise, from a fast opener to show off technical skill to a really sock projection of "Gypsy Airs." However, he could well throw out his swing-cliche finish of "Humoresque" in favor of something which would show off the tone of which he is so evidently capable.

Likewise, making outstanding Palace debuts are ventro Canfield Smith and comedy team Maude Hilton and Marion Lee. Smith's dummy routine is crisp and fresh as well as top flight on the ventro beam. He should be a natural for TV slots. Hilton and Lee pack a hefty amount of fun into a fem duo patter act.

As a solid, next-to-closing anchor, Alan Carney is back to snag his usual quota of laughs with inimitable dialect impressions of a neighborhood political meeting, not to mention his Captain Bligh routine, which always lays this reporter in the aisle. Don Sinclair and Gloria Alda contribute excellent ballroom routines, which include their super-sleekly timed and executed lifts and spins. The team is rapidly becoming top-notch in the pump-and-slipper field.

Knife Tossers

The Orton's (man and wife) open bill with a solid, knife-tossing novelty. Next, the four vocalizing Brownlee Sisters work hard at harmony projection for moderate results. To this reporter's ear, their combined efforts added up to something like an over-arranged harmonica duet. The wind-up combo of eight lads, the All-American Boys, offers satisfactory, teeter-board-trampoline routines.

The pic is "City That Never Sleeps." Bob Francis.

Sands Hotel, Las Vegas, Nev.
(Sunday, August 2)

Capacity, 444. Price policy, no cover, no minimum. Operator, Jake Freedman. Booker-producer, Jack Entratter. Publicity, Grant-Freeman Associates. Estimated budget this show, \$15,000.

Red Buttons is a young fellow with that rarest of all assets for a comedian—original material. Buttons proves an adequate crowd-pleaser, with hilarious routines as fresh as they are funny. Milking a subject for maximum effect, his act is highlighted in a reprise of his theater act and a reading from an old high school autograph book. It killed them here.

His German U-boat routine started slow but picked up momentum when double talk started. A touching finale is his well-known television character, Rocky Buttons, a punch-drunk pug. Working with Alan Walker, the routine starts out with humor and winds up with a touching plea against kids becoming professional fighters.

Kitty Kallen

The second spot on the show is taken by songstress Kitty Kallen, a versatile girl with pleasant novelty numbers to lift her above the ordinary.

After a group of old favorites, including "I Can't Give You Anything But Love, Baby" and "When You're Smiling," she goes into a novelty medley using famous stage hats as props, for Harry Richman, Joe Frisco and Ted Lewis bits.

Her highlight number is a cute novelty song built around the Mother Goose tale of the "Princess and the Bullfrog." Another novelty involves audience participation cleverly, calling on the men and women to vote by chiming in with yes-yes-yes or no-no-no.

The Sands show this week features more elaborate chorus line numbers (in keeping with a popular trend on the Las Vegas strip to build up these numbers with lavish costumes and more painstaking choreography.) Their "Lovely to Look At" and "Indian Summer" routines are welcome additions to the competition.

Music is by Ray Sinatra and his orchestra. Ed Oncken.

Night Club-Vaude Reviews

Paramount, New York
(Wednesday, August 5)

Capacity, 3,654. Price range, 55 cents to \$1.60. Five shows daily. Chain booker, Harry Levine. Show played by Bobby Sherwood's ork.

Current show packs moderate over-all entertainment quotient. Two items are standouts in this reporter's book: Ballantine's comedy-magic routines and the instrumentalizing of George Shearing and his quartette of assistants. Ballantine's brand of magic clowning hardly rates any comment. It is about tops in its field and, as usual, calls for a solid reception from the customers. Shearing, likewise, is a hefty asset to the bill. Keyboard jazz virtuoso, backed with electric guitar, string bass, vibraphone and traps, contriubs sock arrangements of such matters as "The Lady Is a Tramp," "How High the Moon" and "Caravan." Incidentally, Shearing is more than somewhat of a showman in his own right.

The Four Evans (two fems and two lads) get the show off to a fast acro-terp start. Quartette combo shows some sharp stepping, with a fine precision wind-up.

Ella Fitzgerald is in the featured slot. Chantress sticks primarily to standard offerings such as "Supposin'," "My Bill," a swing-hyped "Lover Come Back to Me," and a torrid "St. Louis Blues" finish. She includes "Crying in the Chapel" for a change of pace, a matter which had this reporter crying in the press section—but not in sympathy. It must be admitted, however, in all fairness, that the pewbuyers like what Miss Fitzgerald has to sell.

Bobby Sherwood's ork cut the show admirably, if slightly on the heavy side. Sherwood makes a pleasant emcee, but is also somewhat overpowering. He seems intent on selling his own efforts at the expense of the acts he is introing.

Pic is: "The Master of Ballantiae." Bob Francis.

Ciro's, Hollywood
(Monday, August 3)

Capacity, 460. Price policy, \$2 cover. Shows at 10:30 and 12. Owner-operator, Herman D. Hover. Publicity, Jim Byron. Booking policy, non-exclusive. Estimated budget this show, \$3,200; estimated booking previous show, \$5,500.

Connie Moore, singer of sophisticated songs, headlines current bill along with the Marquis Family, composed of a man and a woman and four human-like chimpanzees of various sizes. The chimps are clever and attention-getters with their entertaining antics.

Miss Moore is a pleasant enough singer with years of experience on the boards. Her appeal, nevertheless, is largely a matter of personal taste. Thrush has the technical skill of an accomplished vocalist, assured stage presence and general show business savvy, all of which works to her advantage in delivering a tune.

In the selling of a song, tho, Miss Moore falls short of the mark. This may be attributed to an unconvincing subtleness and affected demeanor. Her 30-minute stint is a noble attempt to sell sex, with no takers, with the possible exception of "I Love the Guy." A suggestive "Do It Again" doesn't quite come off, despite double-meaning lyrics intended for sophisticated audiences. Her other numbers ranged from such as "Allez Vous En" to an unresponsive "Birth of the Blues."

Miss Moore has added two male dancers, Cass Yeager and Jack Regis, in an effort to change the pace of her songfest. The lads join her in two oldies, "Waitin' for the Robert E. Lee" and "Shine On, Harvest Moon." After the first song and dance number, Miss Moore remarked that she and the boys had just rehearsed, and it looked like it. The hoofing adds nothing to an otherwise so-so performance.

Dick Stabile's ork backs with routine arrangements, and alternates with the Bobby Ramos rumba combo for dancing. Ed Velarde.

Latin Quarter, Boston
(Monday, August 3)

Capacity, 420. Operator, Rocky Palladino. Shows at 9 and 11 p.m. Price policy, \$1 entertainment charge plus tax per person. Bookers, Lou Perry and Danny White. Show played by Charlie Wolke ork. Estimated budget this show, \$2,000.

Rocky Palladino's new policy of lowered prices and the undoubted appeal of an ice show in the dog days have bridged the traditionally heat-wilted biz gap nicely. The show, "Ice Happy," is in two stanzas, the first of which opened last June. The second, current, is a peppy hour of turns, lifts and spins, tops of its kind.

There are the usual difficulties in setting up and dismantling the cameo rink, but once the revue gets underway, the pace never lags. Opening with the Four Deicers, a quartet of long-stemmed fems, the initialer "Emperor Waltz" spots some colorful costumes, girls in pink, guys in black with Inverness capes. The really spectacular skating effects, however, don't register until the following act, with Harriet Kenney pulling out all the stops in some slick figure work. Later she returns for a "Stormy Weather" number in which black lights emphasize the agile blur of movement.

Lou Folds

Lou Folds, a juggler on blades, comes across to heavy mitts as he operates with a variety of objects—castanets, Indian clubs, a dummy leg, sticks, plates and a collapsible pole. The tempo of his act is excellent, since he manages to top each trick, winding up in a blindfold and deftly scattering rubber balls around himself, caught at the last second.

Bissel and Farley give the pure skating fans another hypo with their version of the "Cornish Rhapsody," which involves some fabulous acrobatics and half-twists in the air. Hal Stanley, a tramp comic, is at his best in the straight sight bits of humor; it would be almost impossible to improve on his whirling, sliding and very funny fumbings, with dialog. The entire troupe comes on for the South American finale in fluorescent costumes. Tho familiar, the result is still pleasant.

Slotted between acts is the singing of the new house tenor, Mickey Long. He reveals a ringing, flexible voice and an amiable, unaffected personality that rings the bell, as does, indeed, the whole show. Bob Taylor.

Hotel Last Frontier, Las Vegas, Nev.
(Monday, August 3)

Capacity 360. Price policy, no cover, no minimum. Shows at 8:30 and 12:30. Owner, Jake Kozloff. Producer, Eddie Fox. Publicity, Harvey Diederich. Estimated budget this show, \$12,000.

Billed as "Fiesta Frolics," the Romona Room show this week stars Joan Blondell, but the crowd-pleasers are veteran comic Romo Vincent and the Kirby Stone Quintet.

Miss Blondell demonstrated that a long lay-off is hardly the training needed for personals. She does only two solo numbers, backed up by Vincent and the quintet in her other offerings. Her "He Had Refinement" novelty song was okay, but a striptease number might well have been left backstage.

Her further appearances do little more than add atmosphere to the action. She portrays a lady bullfighter while the quintet sings a hilarious "Down Mexico Way," and Vincent cuts up as "Cisco Kid." She attempts a duet with Vincent to "Tampico" and "Cucaracha," but the veteran comic carries the act.

In his solo stint, Vincent vies for top applause with the quintet in such novelty numbers as "Tony the Barber" and "I Never Got to Play the Part," the latter a tale of a frustrated Hollywood ham.

Highlight of the Vincent act is his satire portrayal of a Texan, which he says "is keeping me from playing the Shamrock Hotel in Houston." Texans in the audi- (Continued on page 40)

Copacabana, New York
(Thursday, August 6)

Capacity, 610. Price policy, \$5 minimum. Shows at 8:30 and 12:30. Operator, Jules Podell. Booking, non-exclusive. Publicity, Dreyfus-DeLynn. Estimated talent cost this show, \$2,500.

Still in the summer doldrums, the club is running with probably its most inexpensive show in some time. Headliner Al Bernie, in for the third time in a year, did a pleasant, affable job. Bernie isn't basically a yock comic, but on this show he got his share of the big laughs. Working for about 30 minutes, Bernie managed to handle a couple of ringside hecklers in skillful enough fashion to capitalize on the added laughs. He apologized later, to remove the sting, which in turn got him still more hands. Bernie's situation material is well handled. Timing is good, and delivery excellent. One of his drawbacks is an apparent early nervousness, plus a localized dialect that labels him too easily. The first is a common trait among most performers; the second can and should be overcome. Basically, however, Bernie did a big job and walked off a hit.

Betty Reilly

Betty Reilly came in with her own pianist and a bongo player. Added expense was justified by the hyped bounce and projection the act got from it. Miss Reilly is a fine entertainer. When she sings those Latin bouncers or her polylingual material, she sells big all the way. On the show caught, she opened fast and big with a four-bar intro and then into a biff-bang "Penguin," a special with Spanish and English lyrics. Where she missed was in staying on too long—48 minutes—with about 10 numbers. The gal now does a lot of comedy talks, and too much talking isn't for her. When she does comedy songs without too much double entendre, she's great. When she does obvious things, the act takes on a crudity that detracts from her entire performance. If Miss Reilly would cut her act to say six of her best songs—and she's got them—she'd be a big hit here.

The Clark Brothers, also doing a repeat, now do much more comedy than dancing. Both lads take turns at take-offs on Ezio Pinza, Billy Eckstine, Louis Armstrong and Nat Cole. These Sammy Davis things need a lot more polish before they're good enough for a key spot like the Copa. In the hoofology category the two lads are still wonderful.

Strange Things

Incidentally, strange conflicts occur in the running of the show. The Clarks do take-offs; Miss Reilly does take-offs. Then the gal does "Babalú," and Bernie, who closes, also does "Babalú."

The rest of the show is basically the same. The line is gorgeously gowned, with every kid a looker. The production singing by Mace Barrett and Lee Kane is superb; the production dancing by Danii and Genii Prior continues to be fiery.

Mike Durso's band cuts the show in fine style. Frank Marti's Latin outfit dishes out the off-beat rhythms in great fashion. Bill Smith.

The London Palladium
(Monday, August 3)

Capacity, 2,200. Price range, 99 cents-\$1.82. Two shows daily. Booker and manager, Val Parnell. Producer, Charles Henry.

If, after all these years, anyone still needs an explanation of what gives Abbott and Costello their particular quality, the answer is probably in the genius they have for putting sparkle into the most ancient routines. Their current Palladium act includes an English switcheroo of their famous "who's on first" routine. Says Abbott, of the pit ork, "Who is the leader. What is the drummer," etc. Then he patiently answers Costello's puzzled screech, "Who's the leader?" with a placid "Yes." And so on into an utter chaos of I don't know who's what, and so on. To get yocks from a first night audience who've heard it so many times before, needs comic genius. Remainder of the act falls into (Continued on page 40)

Congo Room, Hotel Sahara, Las Vegas, Nev.
(Thursday, July 30)

Capacity, 500. Price policy; no cover, no minimum. Operator, Milton Prell. Booker, Bill Miller. Producer, George Moro. Director, Stan Irwin. Publicity, Herbert and Rose. Estimated budget last show, \$35,000. Estimated budget this show, \$45,000.

After an extravagant splurge which saw comic Red Skelton drawing \$25,000 a week for his two-week stint, the Hotel Sahara this week settled down to less expensive talent, altho not necessarily less entertaining.

Double headliners are former Metopera lyric soprano Marguerite Piazza and movie dancer Gene Nelson. The latter was originally billed on a show with Christine Jorgenson here, and reportedly refused to appear on the grounds the ex-G.I. is not an entertainer. Nelson was then added to the current show.

With top billing, Miss Piazza proved a crowd-pleaser, mixing her numbers to the satisfaction of longhairs and moderns alike. She opened with a sparkling "Mariana" and followed with "Song From Moulin Rouge." Working up to her climax, she delivered "One Kiss," an operetta favorite, and as her highlight number, reached into her operatic repertoire for "One Fine Day" from "Madame Butterfly," an exquisite choice.

The balance of her program included the lullaby, "All Aboard for Blanket Bay," "I Believe" and a swingly "La Paloma."

Gene Nelson

Dancer Nelson was not up to his best, possibly conserving his energy in the Las Vegas summer heat, which saps the strength of entertainers not accustomed to it.

Avoiding some of the vigorous routines for which he is known, Nelson tapped thru "This Belongs to Me" and did a smooth "Continental." An imaginary partner furnished variety, as he glided thru the music of "Laura." His most energetic offering was a leap to the top of a small upright piano in his final solo number, "Zing, Went the Strings of My Heart."

Third spot on the show is held by Harvey Stone, one of the better comics who regularly appears in Las Vegas. After a slow start, which featured gambling gags done over and overdone in Las (Continued on page 40)

Chicago, Chicago
(Friday, August 7)

Capacity, 3,900. Price policy, 46 to 98 cents. Four shows daily. House booker, Harry Levine. Show played by Louis Basil and house band.

Les Paul and Mary Ford strum and warble thru their Capitol record hits and win a warm reception from a friendly crowd, altho none of the well-done numbers brings down the house. Mary's solo, "Vaya Con Dios," scores and, of course, "How High the Moon" brings good recognition applause. "Mocking Bird Hill" and "World Is Waiting for the Sunrise" are well done in familiar manner. Paul's instrumental features go over strongly. In "There's No Place Like Home," comedy bits and guitar tricks score, altho it is a lengthy routine.

Singer Johnny Desmond, Coral artist, hits a peak with "Prisoner of Love" and "C'est Si Bon," but pause for a record trade joke in the latter passes over the head of hearers. Italian finale is well done and "No Other Love" is adequate.

Tapper Little Buck displays good rhythmic acrobatics for a warm hand. He labors long and impressively in two sets of exhibition steppings to drum accompaniment. Joe Forman's mimicry brings laughs for characterizations that are more burlesques than copies. Tom Parkinson.

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TROA Clubs Adopt Tax Deduction Plan

All Performers to Be Affected by Next Week, Except 'Independent Contractors'

NEW YORK, Aug. 8.—All performers working in cafes which are members of the Theater Restaurant Owners of America, will have "take-home pay" starting next week, instead of their usual gross salaries.

Cafe org has instructed its members, consisting of the major cafes thruout the country, that withholding deductions would be in compliance with Federal law covering employees and it would also be in accord with regulations of the American Guild of Variety Artists.

The only exceptions will be made in the case of performers who are specifically named as independent contractors. In most performer contracts the question of employee or independent contractor status is left open.

AGVA has maintained that performers working under direction as to number of shows, rehearsal time, choice of material, etc., come under the direction of the management and are therefore employees. Its contentions have been supported by New York State bodies and at least one Court of Appeals decision. Latter involved a name band working in a hotel. Principle, however, was the same.

With such deductions in effect, each performer, whether scale act or a big name, will have varying sums deducted from his weekly salary based on his annual income, after deductions for dependents, expenses, etc.

Withholding taxes, depending on the performer's salary bracket, may run into considerable money each week. An act working for \$1,000, having the average deductions (wife and one child) may get only about \$400 as take-home pay.

Some time ago the Federal Government ruled that for income tax purposes performers were considered as independent contractors. Most States have gone along with this ruling. New York, however, for unemployment tax purposes, has not gone along with the Federal interpretation. Recently New Jersey also had a few cases in which rulings followed closely the New York pattern.

An example of how big a bite the withholding tax can take was demonstrated last week when a singer opened in a Pennsylvania club for \$1,250. The talent agency representing the girl was notified that singer's take-home pay will be about \$300 (her salary bracket called for upper level deductions) unless it received a specific order that the girl was an independent contractor. The agency promptly sent such a letter.

It has been pointed out that performers will not lose because these deductions would be ap-

plied to their annual income tax. And where deductions were excessive the Federal government will rebate the difference. It is also argued that many performers, instead of scratching for their tax come March 15, will have a much easier time of it.

Nevertheless, it is expected that there will be considerable resistance to such deductions. It will be argued that there'll be no assurance that the cafe op will actually send deductions to the Internal Revenue people.

It is assumed there will be a wholesale demand by performers to term themselves independent contractors to avoid the deductions. This will run counter to AGVA's basic contract that all its people are employees.

TROA has also expressed a desire to co-operate with AGVA and AFM in a common front before Congress at the next session seeking relief from the 20 per cent amusement tax.

BALCONY SHOW MOVES MOBS

GLASGOW, Aug. 8.—It is the custom here for top headliners at the Empire Theater to make an appearance from their dressing room balconies to serenade the crowds in the streets below.

Guy Mitchell who opened here this week followed the custom Wednesday (5). The police asked the theater management to halt the custom for the time being, because of a severe traffic problem. The management agreed.

Thursday (6) police reversed their appeal. This time they asked Mitchell to come back to the balcony and sing. The reason was that where before a traffic problem existed, crowds at least moved, even though slowly. But with Mitchell not showing, the crowds just stood there and refused to move.

Management at first nixed the switch. But later it agreed, provided a police department band accompanied Mitchell. So Friday (7) the police band played Scottish airs and then Mitchell did his songs (not accompanied by band) from the balcony.

Union Deadline Set For N. Y. Niteries

NEW YORK, Aug. 8.—Night clubs operating in the Greater New York area without signed contracts with the American Guild of Variety Artists will have until September 27 to negotiate and agree on terms with the union or performers will not be permitted to work there.

Dick Jones, AGVA's Eastern regional rep, got the green light from the general membership at a meeting held Monday (3) to dicker with about 200 cafes now using acts but running without minimum basic agreements. Jones notified all club owners via registered mail to come to a meeting August 17 to be held at the Capitol Hotel to discuss terms and conditions and hear AGVA's demands. Owners who can't be present will be asked to send representatives empowered to negotiate. In the event club owners or their reps can't be present, they will receive an additional 30 days to negotiate. The deadline for all contracts, however, will be midnight September 27.

Jones, who received the approval of the rank and file to make contracts, warned that it might mean shows would have to be pulled and strikes called. The membership, however, okayed the drive which starts early next week.

Affects Many

It is estimated that several hundred night clubs will be affected by the drive. Most of the major clubs are already operating under contracts, but there are

Extra Added

New York

The Betty Grable-Harry James deal is now in the making for their joint appearance at the Chicago Theater... Hans Lederer was told to take a long rest by doctors; they fear a heart attack.

Gerardos will be on Fred Allen's first TV show, August 18... Marion Colby is leaving the Blackburn Twins. She's now married and doesn't want to travel.

Margaret Phelan has a side business in Fort Worth, "Distinctive Gifts," for which she shops all over the country while doing dates... Sam Bramson and wife, Peggy Loeb, will be in Las Vegas, Nev., for a couple of weeks starting August 15. Bramson, head of the Morris office cafe department, hasn't seen Vegas for years... The Vagabonds package asking price is \$10,000... Hank Seamon will work in Australia starting September 8... Walton and O'Rourke also will do the Down Under territory beginning the end of August... Margaret Piazza left the Sahara, Las Vegas, show because "audience was inattentive."

After last week's raids on strip-clip 52nd Street joints, biz now is bigger than ever. Since the raids, people who want to be daring or go slumming are now packing the rooms... Johnnie Ray is now being booked for hotel rooms. He starts at the Chase Hotel, St. Louis, then the Roosevelt Hotel, New Orleans, with new hotels being lined up.

The flick, "There's No Business Like Showbusiness" that 20th Fox was to start shooting with Johnnie Ray and Norman Brooks, has been postponed indefinitely. The company was worried because "Call Me Madam," expected to do big, has done business only in the big cities... William Taub, prexy of Hispano Theater, is now in Mexico City trying to line up talent... Za Za Gabor is prepping a cafe act, with Charles O'Curran producing... Inquiries for fall are coming in heavy to talent agencies. Everybody wants names... Twin Coaches, Pittsburgh, is really spending for fall shows. It has Tony Martin starting September 4, and has bids out for Sinatra, Olson and Johnson, Vic Damone and others... The Betty George bankruptcy didn't go quite thru. The referee found additional assets.

Business at the Chez is so bad that headliners in for two weeks were cut down to one.

hundreds of smaller spots that run shows on a weekly basis which have not been approached by the union.

Among the things Jones will demand is stricter observance of the AGVA no-mixing rule, limiting the number of shows and new salary scales. Clubs rated as "A" and "B" will be allowed to do three shows nightly; "C" spots will be permitted only two shows a night. Most of the grind spots in Greenwich Village and 52d Street are "C" clubs which do five or more shows a night. Jones said these will be allowed to do only two shows. "If they want to do more shows, they'll have to hire more actors."

Scale in "C" rooms is less than in the other higher classified clubs.

In order that AGVA members be fully informed of the negotiations, their progress or breakdown, Jones said that the rank and file will receive, via mail, a duplicate of all letters between the union and the club owners.

"If we have to pull them out in a strike, they won't be able to say they (the actors) don't know anything about it," said Jones.

Chi AGVA Ok's New Action Vs. Area Cafe Ops

CHICAGO, Aug. 8.—The local executive board of the American Guild of Variety Artists, at a Wednesday (5) meeting authorized a new plan of action against area cafe operators that calls for the payment of traveling expenses to acts, institution of a six-day week and a new minimum wage scale of \$125 in Calumet City bistros.

This action came out of a meeting with Ernie Fast, Midwest regional director, who was given authority to enforce the new rules, which are similar to those now prevailing on the West Coast.

Specifically, the new demands are:

1. Wage scales of performers in Calumet City should be raised to \$125 net to the performer.

2. Acts (thruout the entire area) receiving \$200 or less must receive round-trip transportation on all engagements two weeks or less. If the act is held over the third week, the act shall receive one-way transportation only. One-way transportation shall be paid the act at the end of the first week of the engagement. If the engagement is only two weeks, the act is to receive the balance of its return transportation at the close of the second week. If the act receives four weeks or more work on a contract, transportation is a matter of negotiation between the act, the owner and the agent.

3. Any act receiving \$200 or less shall only work six days a week. Any act receiving over \$200 may work seven days if it so desires.

4. All contracts by any agent must definitely stipulate the transportation arrangements. Also the six-day week must be included if the act is receiving \$200 or less.

According to Fast, enforcement of these demands can be made due to the absence of any minimum basic agreements between the clubs and AGVA.

Musical of Play for Rio

BRIDGEPORT, Conn., Aug. 8.—Nicholas Costentino, who produced "Moon Over Mulberry Street" in 1933, has made a condensed musical version of the play and will break it in at Lou Spinelli's Club Rio here this week.

The cast includes Vince Massey, Kawya Bradley, Elsie Wollman, Dee Camefon, Gina Aguglia, Bill Tregoe and Tino Valenti.

Music is by Jack Bryant, lyrics by Constance Shane, musical direction by Johnny Mucci and entire production under direction of Mr. Costentino.

TO BE DEPORTED?

Haymes Affair Has MCA And Sands Hotel in Frenzy

NEW YORK, Aug. 8.—The Dick Haymes deportation proceedings found Music Corporation of America and the Sands Hotel, Las Vegas, Nev., in a frenzy of phone calls.

The Sands, having bought Haymes for a two-weeker starting Thursday (13) and fearing he was out, tried to get somebody else to jump in. It later developed he would open, but the Sands is still scouting around for a standby.

MCA, which handles Haymes,

was faced with another problem. It had lined up about eight weeks for the singer, among them several one-nighters on the West Coast and two separate two-weekers for the Shamrock Hotel, Houston. When the deportation story broke, it saw cancellations coming in, or it feared they would come in. It still doesn't know where it is.

"Last week," said one cafe op, "I made an offer of \$4,000 for Haymes. With all that unfavorable publicity, I wouldn't pay him more than \$1,000."

Different Slant
Other ops took a different slant. They figured that with Haymes getting all that page 1 publicity, even the unfavorable, he promptly became a novelty and as such was worth \$10,000. One agent said, "That's what MCA is asking for him now." Officials at MCA refused to discuss the Haymes situation, except in off-the-record fashion.

The Sands bought him for \$4,000. Hotel insiders admit the buy wasn't made so much for the singer's drawing power as the belief that Rita Hayworth would be a daily visitor and as such would be a plus box office attraction.

Haymes was picked up in Hollywood by the Immigration authorities charging him with illegal re-entry to the U. S. from a Hawaiian trip. Haymes is an alien and as such, under the Walter-McCarran Act, cannot re-enter the continental U. S. without first obtaining a passport. Haymes' birthplace is Argentina.

Himmel Heads Chi O'Malley Office

CHICAGO, Aug. 8.—Office of David P. O'Malley, Inc., here has been reorganized, with O'Malley pulling out and Marvin Himmel becoming manager. O'Malley has returned to his Studio City, Calif., home and intends to announce soon his plans for opening his own office in Hollywood.

During a two-week Chicago stay, O'Malley confirmed a 16-week engagement at the Palmer House for George Gobel, whom he represents. Gobel opened at the Palmer House recently for eight weeks, with an option for eight more. His closing date now will be November 18.

Lynch Takes Det. Club

DETROIT, Aug. 8.—The Stage Bar, operated by Jack Flusty, has been taken over by George F. Lynch, a newcomer to the field. Flusty is moving to California. Doc Markham, Hammond organist and former theater musical director, is current at the spot.

5 FACE FINES

AGVA Probe Of For-Free Performances

HOLLYWOOD, Aug. 8.—Five performers — Donald O'Connor, Frances Langford, Marge and Gower Champion and Estrellita—face the possibility of heavy fines by the American Guild of Variety Artists in what AGVA West Coast rep Eddie Rio characterizes as a crackdown on cuffo performances at benefits without clearances thru Theater Authority and the union.

The quintet must appear at a hearing of the local AGVA executive board Wednesday (12) to answer for the alleged infraction of TA and AGVA rules.

Meanwhile, Rio, as an AGVA assistant national administrator, is investigating the quintet's appearance at the benefit for the City of Hope in Santa Barbara Friday (31). Whatever the investigation discloses, Rio said, AGVA intends to clamp down on gratis performances and police future appearances of entertainers at benefits. A pamphlet of instructions covering this problem was recently issued by Theater Authority to all talent members of TA's member unions as well as to recognized agencies which periodically sponsor fund-raising affairs.

Of the five, only O'Connor was given TA approval for an appearance, Rio said, and was limited to the making of a speech. But the Santa Barbara audiences insisted that he sing and dance. O'Connor reportedly attempted to explain such entertainment was not cleared, but was virtually forced to do a hoofing and singing number.

"It was a wonderful thing O'Connor did," Rio explained, since "he was in a spot, especially after having explained TA's rules to protect actors from being exploited."

Oslo Enjoys Vaude Boom

OSLO, Norway, Aug. 8.—This city has more big-time vaude this summer than any period since prewar days. The season closes here the end of next week, with both the Norske Theater and the Casino presenting good bills for the wind-up.

Norske Theater's program is topped by the 20-man gypsy ork of Eduardo Vandaa. Supporting acts are Wratro and Sister (held over), jugglers; La Esta and Orest, dance team; Evy and Evert, unicyclists; Albert Sturm, paper teater; Therese von Hohlen, striptease; Charlotte Dittmer, singer-emsee; the Three Reffs, equilibrists, and Mister Ralph, boy xylophonist.

The Casino is holding over Ruth Fernandez, Puerto Rican singer; the strip-glamour duo, Dorothy Neal and Paul Newington, and the Gaubier's Ballet. Wandy Tworek, violinist-comedian, is playing a return engagement. Newcomers are Frank Williams (formerly with Duke Ellington) and his Latin-American ork; The Two Silvas, serio-comic equilibrists; Jean Maric, foot juggler, and the Three Ravazzolos, zanie dance act.

Capitol Biz Booms At Record Pace

HOLLYWOOD, Aug. 8.—Capitol's business is booming at an all-time high, according to its current sales figures and its annual report to stockholders. Present figures show Cap's July sales topping all previous sales figures for that month, edging out July, 1948, Cap's top sales year.

Stockholders' report shows the company's net income in the 12-month period ending July 30 of this year was 58 per cent above the same period during the preceding year.

Net sales in the 12 months ended June 30 last totaled \$15,013,369, compared with \$13,976,768 in the like preceding period, with both figures showing less cash discounts. Cap Prexy Glenn Wallichs told stockholders that business in the early summer months this year held at a good level, with the seasonal dip partly offset by strong sales.

Net income before federal taxes on income, but after all other charges, was \$1,480,946 in the recent 12-month period, with \$806,000 provided for federal income tax. In the 12 months ended June

30, 1952, the net income before such taxes was \$948,717, and the taxes were \$524,000.

After federal taxes on income, net income for the 12 months ended June 30, 1953, was \$674,946, equal after preferred dividends to \$1.89 a share on the 476,230 shares of common stock outstanding. For the 12 months ended a year earlier, the company earned \$424,717, equal after preferred dividends to 82 cents a share.

Dividends of 50 cents a share were paid on the common stock in the 12 months ended June 30, 1953, amounting to \$238,115. This compared with 37½ cents a share for a total of \$178,586 in the preceding 12 months.

Palitz Joins Bell Records As A&R Exec

NEW YORK, Aug. 8.—Morty Palitz, former a.&r. chief for Decca Records, this week was set in a similar capacity for the new low-priced Bell pop label which will be marketed this fall by Pocket Books.

Neither Pocket Books execs nor Palitz were available at press time for comment on the deal, but it was admitted that Palitz would be cutting sessions for the new diskery, which is affiliated with the Simon and Schuster book and kidisk firm. It is believed that Palitz has a sales participation deal.

Bell label disks will retail for 35 cents and feature current pop hits and standards. The label has been making short-term or one-session deals with names and semi-names and has already waxed some standard material early release.

Col. Jazz Disks To Masterworks

NEW YORK, Aug. 8.—About 10 LP's will be transferred by Columbia Records from its discontinued GL series to the top-priced Masterworks category. The switch-over takes place at the end of the month and jumps the price of the disks from the old list of \$4.85 to \$5.45.

The move is associated with the creation of a new 12-inch pop line, the CL 500 series, made to sell at \$3.95 including tax (The Billboard, August 1). Most of the former \$4.85 sellers slip into the new category, with the exception of "collectors" slings boosted into the Masterworks class.

In the latter category are such diskings as "The Bessie Smith Story," "The Bix Beiderbecke Story" and "John Kirby and His Ork." Future collector-type waxings will also go into the Masterworks series.

COMBINE FORCES

Wurlitzer, Columbia, DJ's Seek New Singing Talent

NEW YORK, Aug. 8.—In one of the largest undertakings of its kind, a major juke box manufacturer and record company have combined forces in a nation-wide search for new singing talent. Frankie Laine is a co-sponsor of the competition, and 40 disk jockeys in as many key cities across the country will help screen entries. The Rudolph Wurlitzer Company and Columbia Records, who are co-operating in the project, will also bring their distributor nets into direct participation.

While the contest may well carry a now unknown singer into immediate prominence and launch a promising career, the project has industry importance in that it will widely publicize the interdependence of those connected with bringing recorded music to the public. On the local

Dealers Nationwide Enjoy Brisk Summer Disk Sales

Poll of Key Areas Reports Stores' Tallies Run 30 to 35% Over 1952

• Continued from page 1

tioned as responsible for the improved summer sales. In addition to these local angles, retailers and traders mention a number of general points. This is the first summer, for instance, that so great a segment of the population owns phonographs. This is a result of the great amount of phono merchandise moved last winter, particularly during the Christmas season.

Better Product

Many people claim the increased sale is indicative of a better product. This would mean, of course, better song material and better work on the artist and repertory level. Among the major labels, of course, the a.&r. picture during the last year has been fluid, to say the least, and it can conservatively be stated that competition on the a.&r. level is at an all-time peak.

With regard to song material, there have been some very interesting developments. Most noticeable, perhaps, is the trend toward the ballad type of song as against the novelty. This trend was implicit in The Billboard's Page 1 story last week, detailing

the relatively strong showing now being made by songs written by members of the American Society of Composers, Authors and Publishers. The trend toward instrumentals as well as ballads—all have made inroads on the novelties, and a study of The Billboard charts will show that these ballads and instrumentals have great staying power. Songs and disks with this type of staying power have helped to bridge the summer sales gap. Typical are such tunes as "I'm Walking Behind You," "No Other Love," "April in Portugal," "Song From Moulin Rouge," "I Believe" and many others which started back in early spring.

Level High

The phenomenon of a strong summer on the dealer level has, of course, been one of the dreams of executives on all levels of the disk business. In the last few years a number of companies, notably Columbia, have tried to plan their promotional drives so as to keep merchandise moving at a more nearly level plane thru the entire year.

Th summer has undoubtedly

been the most outstanding in years for the indie labels. Some of the majors have had outstanding months, notably Victor and Capitol. The former had the best summer in five years, with pop business the strongest and album business good. Distributor sales to dealers in June were 38.8 per cent ahead of one year ago, and in July were 42.5 per cent ahead of last year. Capitol's business (see separate story) was way up in June and July. Singles have been doing the big business, the EP sales have increased the overall album business.

Indie Disks

With Mercury and M-G-M, summer business has been up. The small indie disks, such as Essex with "Crazy, Man, Crazy" and "Tropicana," Dot with "P.S.: I Love You" and "I'd Rather Die Young," Atlantic with a series of rhythm and blues hits and Valley with "Crying in the Chapel," are all indicative of the lively nature of the indie market. Indie execs don't mince words. Dave Miller of Essex said:

"The better indies have (Continued on page 18)

Remington to Press Disks In W. Berlin

NEW YORK, Aug. 8.—Remington Records is set to begin pressing disks in its new German plant in about five weeks, according to Prexy Don Gabor. The new plant, in West Berlin, is now being fitted with the necessary equipment and will be the first on the Continent to offer LP's at prices approximately half the prevailing European levels. Tradesters are watching the project with special interest, since European diskery combines have thus far resisted any attempts to alter the prevailing price structure.

Remington has also pacted the RIAS Symphony Orchestra for a large number of recordings, with first dates scheduled to be held next Saturday (15). The contract guarantees that about 200 LP sides will be cut by the ork during the first year. First Remington RIAS LP's, cut under the direction of Laszlo Halasz, Remington recording director, will be distributed in the fall. Until now the RIAS ork has recorded exclusively for Deutsches Grammophon, distributed here by Decca.

Meanwhile, Remington has added pianist Jorge Bolet to its artist roster.

Bernie Wayne Joins Coral

NEW YORK, Aug. 8.—Coral Records added to its artist roster this week by signing composer-arranger Bernie Wayne, Brazilian conductor-composer Paulo Alencar, and 10-year old Philadelphia thrush Jill Whitney.

The pacting of Wayne and Alencar indicate a push by the label into the instrumental field. Wayne's contract, which is for a year with two one-year options, calls for him to conduct recordings of his own compositions. For many years a writer of pop tunes, including "Laughing on the Outside" and "You Walked By," Wayne has concentrated in the last year on instrumentals. His output in that period has included "Vanessa," "The Magic Touch," "Veradero" and "Rendezvous." He is currently riding with "Tropicana." He has been under contract to Broadcast Music, Inc., as a writer for the last three years.

The Coral contract calls for a minimum of eight sides a year and gives him considerable flexibility as to the size of ork he can use. For his first session, set for the first week in September, he plans to use 35 musicians.

Alencar, who will cut his first sides next week, will specialize in Latin-American recordings.

50 Sets to Kick Off EMI's Angel Label

By IS HOROWITZ

NEW YORK, Aug. 8.—Angel Records, the new label created here by Britain's Electric and Musical Industries, will release its first LP's late next month, with about 50 sets to be issued by early December. Records will be drawn from new additions to the catalogs of British Columbia, French Pathe and Spanish Odeon, all EMI subsidiaries.

Until last January British Columbia records were issued here by American Columbia. The latter diskery now has a reciprocal pact with Holland's Philips, Ltd.

EMI's Angel Records, headed by Dario Soria, formerly of Cetra-Soria Records, is meanwhile aligning its executive roster and finalizing sales and distribution plans. An initial batch of records has already been received from England and are now being processed for release.

Price Unsettled

Tho a final decision still has to be reached on the price tag to be affixed to Angel disks, the suggested list will fall somewhere between \$5.45 and \$5.95, according to Soria. He also stated that the question of fair trading the records is still undecided. Tradesters will recall that Soria pioneered recent fair trade efforts on his Cetra-Soria opera disks, since taken over by Capitol Records,

which has continued that price policy.

There is no present plan to appoint distributors to handle Angel merchandise. The line will be handled by company sales representatives, altho in some areas existing distributors may be taken on to perform a sales rep function.

For some time Angel plans to import all its records from England, collating and packaging them here in similar fashion to London Records. At some future date, however, the label is expected to take over manufacturing functions here, importing the tapes and doing its own mastering in the United States. It is already setting up a technical department under former Columbia engineer William Savory, who is now studying EMI engineering procedure in England and France.

While the Angel catalog will be heavily weighted with classical works, it will later be expanded to include lighter selections of a pop or semi-pop nature. For such material it will draw on such Continental artists as Edith Piaf and others under contract to EMI subsidiaries.

There is also a long-term possibility that Angel Records may eventually engage in recording activities here, for use in the States and for re-issue abroad. This has been standard EMI practice, with most of its foreign subsidiaries feeding the parent company's recording pool.

Highlights of Angel's initial fall release will include the following opera sets: An official La Scala recording of Bellini's "I Puritani," featuring Maria Callas, Giuseppe di Stefano and Nicola Rossi Lemeni; Donizetti's "Lucia," with Callas and di Stefano; Humperdinck's "Hansel and Gretel" and Lehar's "Merry Widow," both with Elizabeth Schwartzkopf. There will be a new recording of the Bach "B Minor Mass" conducted by Herbert von Karajan, plus a version of the Verdi "Requiem," led by Victor de Sabata at La Scala.

Other artists who will be represented in early Angel releases include the conductors, Andre Cluytens, Issay Dowrown, Paul Kletzki, Tullio Serafin and Sir William Walton; pianists, Walter Geiseking, Edwin Fischer, Marguerite Long and Witold Malcuzyński.

Angel has engaged Ernest Newman and other prominent English and French music critics to do program notes for albums, and has commissioned new librettos and translations for its opera diskings.

Mercury Into Pic Tune Field

HOLLYWOOD, Aug. 8.—Mercury Records this week invaded the original-cast film field in concluding an agreement with Columbia Pictures producer Jonie Taps for soundtrack disk rights to the studio's \$2,000,000 Rita Hayworth-Jose Ferrer starrer, "Sadie Thompson." A modernized remake of Somerset Maugham's "Rain," its soundtrack will include songs penned by Ned Washington and Lester Lee. Deal was closed here between Taps and Mercury Prexy Irving Green and Exec Veepee Art Talmadge, who came here to conclude the agreement.

Mercury intends to go after original-film-cast properties henceforth and plans to put out a special album series that will embrace its future celluloid waxings. Other properties under discussion by Mercury and in the Columbia roster include "Sister Eileen," "Pal Joey," plus other productions now in the mill at the other studios.

Mercury's "Sadie Thompson" album will be taken directly from the film soundtrack and will include four songs featuring Rita Hayworth, two dramatic sequences with Ferrer, plus two instrumentals. Tunes in the film to hit Mercury wax, according to present indications, are "Blue Pacific Blues," "The Heat Is On," "Hear No Evil" and "The Marine Song."

Production is filmed for wide-screen projection and is in Technicolor. It features stereophonic sound, thus making it the first wax take-off from a stereo track. During the Green-Talmadge huddles with Taps and Columbia Prexy Harry Cohn, plans were mapped for promotional tie-ins between the film and the album. The album is skedded for November 1 release, timed to coincide with the film's national release date.

Decca Earnings Up First Half

NEW YORK, Aug. 8.—Decca Records this week reported consolidated net earnings of \$430,063, after provision of \$22,826 for taxes, for the six-month period ending June 30. The earnings equal 32 cents a share on the 1,354,158 capital shares outstanding as of June 30. Net earnings during the same period last year were \$270,923, or 35 cents per capital share on 776,650 shares.

(Continued on page 75)

HERE COME THE KIDDIES

New Tot Tempest Brings Cycle Back to Kid Talent

Continued from page 1

paid to these youngsters involves records, music, radio, television, films, theaters, night clubs and the legitimate theater. Tin Pan Alley is turning out songs especially written for these youngsters and the record buying public the kids serve. Several of these tunes have already appeared on best-seller lists. Aside from "I Saw Mommy Kissing Santa Claus," songs like "Too Young to Tango," "Tell Me a Story," "Datin'," "Nobody Asked Me to Dance" and "Too Old for Toys, Too Young for Boys" have been recorded. A couple have been big disk sellers. The Sunshine Ruby disk on RCA Victor of "Too Young to Tango" and her follow-up with "Nobody Asked Me to Dance" have both been strong sales leaders for the label. At one point the gal led the list.

Records cut by the youngsters, since the big click of Boyd on Columbia, appear to have created an entirely new area of sales activity. These records can not be considered average kiddie items nor average pop items. Mitch Miller's coupling of Boyd with Frankie Laine and with Rosemary Clooney has resulted in big-

selling items like "Dennis the Menace" and "Tell Me a Story." More, these couplings of pop star and kid artists have not affected the concurrent sales of pop items waxed by Laine and Clooney.

TV Guesting
On television, young Gayla Peevey was signed unseen to an NBC-TV deal on "Saturday Night Revue" (The Billboard, August 8). On the same show with Hoagy Carmichael is 10-year-old Ricky Vera. Andrew Wideman was signed to a Jubilee Records contract after being seen on the "Star Time Revue" kid show here. Boyd and Molly Bee have made

several appearances on top-rated shows like "Toast of the Town." Tomorrow night, Ed Sullivan is presenting both Boyd and the Weil youngster on "Toast," after getting himself involved in a hassle over who will sing "God Bless Us All" on TV for the first time. Meanwhile, NBC-TV will get in the first TV performance of the song tonight (8) when the Peevey gal does it on "Saturday Night Revue."

How far this trend toward concentration on the youngsters will continue is impossible to predict, but there are many signs pointing toward a big future for the kids.

25 EP Sets Launch M-G-M Fall Program

NEW YORK, Aug. 8.—M-G-M Records this week gave the first indications of the label's fall merchandising program when it announced the issuance of 25 newly packaged extended play sets. The diskery also notified distributors of an additional 15 per cent return privilege on the total value of first orders on the new sets. The additional 15 per cent return privilege applies only to regular 45 r.p.m. albums now in stock.

The diskery, it is understood, will make additions to its fall merchandise and merchandising plans in several steps this fall rather than announce the program at this date.

The new EP sets are re-packagings of some of the M-G-M label's best-selling 45 r.p.m. al-

bums. Twelve of the new EP's contain the same number of selections as were in the 45 sets. These will be issued as two-pocket EP packages.

EP Singles
The remaining transfers to EP are being issued as single EP disks. Included in this latter group are M-G-M's first classical EP's, "William Tell Overture" and George Copeland playing Debussy piano music. The list price on these classical EP singles is \$1.47. Also in the single EP series are packages featuring Sarah Vaughan, Billy Eckstine, Arthur Smith, Artie Shaw, Macklin Marrow, Woody Herman and Hank Williams.

The two-pocket sets include eight movie sound track packages, including "Annie Get Your Gun," "Three Little Words," "Show Boat," "An American in Paris," "Singing in the Rain," "The Merry Widow," "Stars and Stripes Forever" and background music from "Ivanhoe" and "Plymouth Adventure." The diskery previously issued EP sets on "The Band Wagon" and "Gentlemen Prefer Blondes" sound tracks.

Crash Kills Davis Sister

CINCINNATI, Aug. 8.—Tragedy struck the ranks of country artists again this week with the death of one member of the Davis Sisters. The girls were returning to their Latonia, Ky., home from Wheeling, W. Va., where they guested on "WWVA's Jamboree" Saturday night. Just after dawn their automobile collided head-on with another whose driver reportedly had fallen asleep at the wheel. Betty Jack Davis lived only minutes after the crash. Mary Frances Penick was released from the hospital with body bruises and superficial cuts on Tuesday (4).

Funeral services for Betty Jack were held at the Decoursey Baptist Church Thursday afternoon (6). The funeral was the largest ever remembered by Covington, Ky., residents. Fifteen members of the WWVA staff from Wheeling attended in addition to other dignitaries of the country music field. Wilma Lee and Stoney Cooper with Marty Roberts furnished the music with Nelson King playing the organ for the services.

Altho the girls were not actually sisters they had lived together in the Davis home since the ages of 10. They were spotted by RCA Victor's Steve Sholes from one vocal they did for Fortune Records of Detroit. Their first Victor record had shown the top new-name sales for the label during recent weeks. They were set for appearances on the Eddy Arnold NBC-TV show from Chicago for August 18 and 20, and 20 days of booking with a "Grand Ole Opry" unit thereafter.

Gabor Revives Continental Label

NEW YORK, Aug. 8.—Don Gabor is reviving his Continental label of international diskings with 24 new titles due to be released this fall.

The firm has been dormant for about a year. Included in the fall release are records in the Polish, Slovak, German and Hungarian languages.

The 89-cent sellers will be available on both 78 and 45 r.p.m. speeds.

Rome Dealers Do Brisk Biz

ROME, Aug. 8.—With show business in the usual doldrums of summer, a poll of a dozen of Rome's leading disk dealers indicates that disk sales are continuing at a brisk rate, despite one of the hottest summers in years. For all the heat and humidity, record shops predict that this year is going to be one of the best since the war.

Dealers also indicate that the catalog exchange deal involving Capitol Records and Italy's Cetra is beginning to pay off. The Capitol label, dealers say, is climbing up the ladder fast as one of the top sellers in the foreign field. The Capitol platters are being pressed locally and distributed by Cetra Records of Torino, Italy.

Weiss' Tour
Bob Weiss, Capitol's alert European representative, passed thru Rome last week to consult with local distributors, listen to new Italian songs and meet with officials of RAI, the Italian radio network. This is Weiss' fourth tour thru Europe since last November.

Weiss said that one of Capitol's top musical attractions, Stan Kenton's orchestra, launches his European concert tour on August 22 at Copenhagen, Denmark. Kenton will play most of the major cities in Western Europe and will tour Italy from September 6 to 11. He is being booked by Harold Davison of London.

Gale Package Grosses Well

NEW YORK, Aug. 8.—Gale Agency's rhythm and blues package pulled satisfactory grosses during the third week of its current tour, altho revenue fell below levels set in the initial week (The Billboard, August 1). The attraction, Ruth Brown, Joe Louis, the Clovers, Wynonie Harris, the Buddy Johnson ork, Dusty Fletcher and other stars, covered a number of cities in the Southwest this past week.

On Friday (31), the unit netted a low \$3,000, in Austin, Tex., but recovered strongly the following night by ringing up \$8,500 in San Antonio. About 10,000 persons were attracted to the Houston date Sunday (2) for a net of \$14,800. In Dallas on Monday (3), the net was \$8,600, followed by \$4,200 in Waco, Tuesday (4) and 5,000 each in Shreveport and Lake Charles, La., on Wednesday (5) and Thursday (6).

Joe Louis stays with the troupe another 10 days, and the package continues without him until August 31.

20% Tax Knockout Urged by NBOA Rep

WASHINGTON, Aug. 8.—Asking House Ways and Means Committee to recommend repeal of admissions tax on ballrooms, J. A. Osherman, Washington counsel for National Ballroom Operators' Association, testified this week there has been a "high mortality" in ballroom business during the past six years. In a statement jointly prepared with Thomas B. Roberts, general counsel for NBOA, Osherman told the committee: "My purpose in appearing before you today is to stress the fact that ballrooms, which offer the same comparable priced entertainment as movies, have suffered the same, if not greater, decline in their business as motion picture theaters and are therefore faced with the same emergency which prompted this committee to recommend the repeal of the admissions tax on movies."

Osherman declared the number of ballrooms licensed by American Society of Composers, Authors and Publishers on December 31, 1946, was 2,152, while the number licensed by ASCAP in 1952 was 1,638, a decrease of 24 per cent.

Said Osherman: "What is the reason for this high mortality in ballrooms during this postwar period? The answer to this question may be summed up in two words: Decreased business. According to a survey of representative ballrooms in 1952 by the NBOA earlier this year, the number of persons admitted to ballrooms in 1952 was approximately 50 per cent less than the number of persons admitted in 1946."

Osherman asserted that reported admission receipts decreased 39 per cent from 1946 to 1952, despite "the increase in admission prices made to cover increased costs of operation." Osherman read letters from ballroom operators in Kansas City, Mo., and Chicago in support of this statement.

Arguing that the "principal reason for this marked decline in the ballroom business" is "tax free competition," Osherman said: "Television, the one greatest tax free competitor of the movies, is also probably the greatest single tax-free competitor of ballrooms. In addition, ballrooms have to contend with competition of bowling alleys which cater to the same age groups in both sexes as ballrooms and pay no admissions tax."

The only tax on bowling alleys is a tax on each alley of \$20 a year. Also in direct competition to ballrooms are the so-called private clubs operated by some veterans group, lodge or similar organization which regularly puts on public dances and pay no admission taxes whatever. Another competitor in the entertainment field are the drive-in movie theaters which admit children free and on other occasions admit a car full of occupants for the price of one admission."

Unless the admissions tax is removed, Osherman said, "ballrooms will have no alternatives but to close or curtail their nights of operation."

Osherman declared: "It is the opinion of the National Ballroom Operators' Association, based on the relatively small number of ballrooms in the country and the average admissions receipts of each of these ballrooms, that the admissions taxes paid by these ballrooms would not amount to more than \$5,000,000 annually. Consequently, the loss of revenue is so inconsequential that it is not a valid reason for denying the admissions tax relief sought by ballrooms."

'Cantor Story' Tunes by Cap

HOLLYWOOD, Aug. 8.—Capitol Records will release an original-cast album on Warner Bros.' "The Eddie Cantor Story," featuring Cantor in a number of songs with which he has become identified. Cantor was signed to an exclusive disking pact by Capitol last year with an eye towards grabbing disk rights to the "Cantor Story." This will make Cap's first Cantor release under its banner.

Album will contain 17 Cantor songs. Album will be released October 5 and played for the first time nationally on October 8 via Cantor's NBC half-hour show. Three-way promotion is now being mapped by Warners, Capitol and NBC in pushing the wax package as well as the film.

Basie to Make Europe Tour

COPENHAGEN, Denmark, Aug. 8.—Richard Stangerup, local impresario who has been handling big American ice revues—such as "Holiday on Ice" and the Sonja Henie revue—in Scandinavia, has lined up Count Basie and his orchestra for a tour in Europe, starting in October.

Basie's tour is skedded to open in Oslo, Norway, October 24, with a two-day stand, followed by a week in Sweden; one night in Helsinki, Finland, and two nights in Copenhagen. The band will then fill dates in West Germany, Holland, Belgium, France, Italy and Switzerland.

Count Basie is slated to bring over a 15-man unit, with the following members: Dixie Crawford, vocalist; Wendell Colly, Joe Newmann, Gydmer Campbell and Renalde Jones, trumpets; Henry Coker, Ben Powell and John Mandel, trombones; Ernest Winkins and Marshall Royen, alto sax; Edward Davis and Frank Wess, tenor sax; Charlie Fawkes, baritone sax; Count Basie, piano; Milton Hinton, bass, and Gys Johnson, drums.

Much Activity for Murray-Burrello

NEW YORK, Aug. 8.—Cleffers Tom Murray and Tony Burrello, who first kidded the music business with Horrible Records and then went on to sell their "God Bless Us All," are currently experiencing a windmill of activity. They have been hired to write, arrange and handle recording sessions for Tommie Lynn and Larry Foster; they've sold a theme song to John Conte, which he will use for his radio show and will record for Mercury with Richard Hayman's ork; they've been retained to write acts for Beth Douglas, Louise McMullen and Leona Anderson; they've been hired to do special material for Tony Bennett.

Jazzbo-Capitol Pact Seen as Result of Allen-Brunswick Deal

NEW YORK, Aug. 8.—The Al (Jazzbo) Collins' recording of "Three Little Pigs" and "Little Red Riding Hood" in the Brunswick-Coral package, "Grimm Fairy Tales for Hip Kids," has stirred up activity on enough levels of the music and record industry to create problems for many people.

Collins waxed the material written by Steve Allen for Brunswick, but never got around to signing a recording contract with the label. This week, Collins was still negotiating with the firm when he found out that the diskery had signed and cut Steve Allen as both artist and author of the follow-up, "Cinderella" and "Goldielocks and the Three Bears."

Taking a fast burn (for a cool character like Collins, that is) Jazzbo started negotiations with Capitol—a deal which appears likely to be set shortly.

Further complications which

Mercury Has 8 New Portables

CHICAGO, Aug. 8.—Mercury Records will introduce their new line of portable record players, consisting of eight models, September 1.

Included in the line will be 78 r.p.m. only, \$17.95; three-speed, single needle, \$21; three-speed, single needle, \$28; three-speed, two controls, flipover cartridge, \$32.95; three-speed radio combination, \$49.95; three-speed, automatic radio combination, \$89.95; three-speed, automatic chamber-de luxe case, \$79.95.

The entire line will be distributed thru present Mercury distributors. Prices listed are retail.

Peters Sisters Invade Sweden

STOCKHOLM, Sweden, Aug. 8.—The three Peters sisters, who are making their first appearance here since 1948, are being given an amusing build-up during their engagement here, where they are appearing on the open-air stage in Grona Lund Tivoli. The accent is on their avoirdupois—nearly 1,000 pounds—over-all heft of the trio. The billing says, "Peters Sisters sings beautifully, dance lightly, weigh heavily, and are cordially welcome."

Eddie Coleman, Baob Caver and Mack Smith, American vocal trio billing themselves as Day, Dawn and Dusk, are topping the bill at the China Theater this month.

As part of Stockholm's 700th Anniversary celebrations, Mattiwilda Dobbs, American coloratura soprano, gave a recital of classics, spirituals and selections from Gershwin's "Porgy & Bess," at the Royal Gardens, Thursday (30). On Friday night (31), the American singer, Louise Parker, gave a concert of classics and spirituals at the Skansen open-air museum. Both drew huge crowds.

'GREATEST' SAYS CAP'S PIC ON SELF-SERVICE

NEW YORK, Aug. 8.—Capitol Records' half-hour color motion picture, "Self Service—The Greatest," will stimulate, educate and amuse record dealers and sales personnel who manage to see it at one of the many special showings being set up by the record company. It will also offer many "kicks" to music publishers and song-pluggers who manage to sneak in for some of the showings. It's a film in which few professional actors, writers, photographers or directorial people were used, but it stands up well if it must be compared with some of the slick short subject work being turned out for industry by the professional filming people.

The film tells the story of a record dealer who is slowly being

strangled by impossible to-inventory stock of non-salable merchandise, all of which is buried in shelves behind the selling counter. In some detail—mostly in a fine, humorous vein—the film graphically describes the dealer's sorry condition.

Luxury's Lap

When fulfilling a shopping order for only three items requested by Mrs. Record Dealer, the disk merchant visits a food supermarket and discovers his inability to walk out without filling his shopping basket and ringing up a purchase of heavy proportions. This little lesson gets the dealer to turn his disk shop into a super, self-service operation. As a result he throws away dirty dollar bills, plays golf each day with the boys and runs a few chauffeur-driven Cadillacs in various colors.

While the film comes close to being facetious at times, it manages to stay on the humorous, yet educational, level. Scenes in the old and new record shops were filmed on location in actual retail stores. The supermarket is also an actual retail store in operation.

Actors Yet!

Music people will get a kick out of seeing Capitol a.&r. staffers acting as record customers. Dressed for laughs are such recording men as Joe Zerga, Voyle Gilmore, Lee Gillette and Dave Dexter. Mel Blanc does a fine job as the dealer, and orkster Billy May is seen in a few funny deadpan bits. Also working as "extras" in the film are Capitol President Glenn Wallichs and ad topper Lloyd Dunn. The only honest-to-goodness performer in the film is Jane Easton, who plays the role of the dealer's sales clerk.

Script for the film was written by Mel Blanc, while Dunn directed the entire affair. Wallichs handled all the photography for the label. Joe Martin.

DISK DATE

RCA A&R Men Record 'Velvet Glove'

NEW YORK, Aug. 8.—One of the most unusual disk dates staged in some time was the recent RCA Victor session handled by the label's a.&r. chief, Joe Carlton, on which a.&r. man Hugo Winterhalter, conducted the orchestra and a.&r. man Henri Rene played the accordion. The result was the coupling of "The Velvet Glove" and "Elaine."

In addition, the instrumental recording of the E. H. Morris tune, "The Velvet Glove" took on a slightly unusual flavor in that the song was originally submitted with a lyric which didn't quite please RCA Victor's a.&r. staff. Writer Harold Spina agreed to toss out the lyric and Morris topper Sidney Kornheiser fell in line. Now Spina is re-writing the lyric.

Atlantic Embarks On Pop Expansion

NEW YORK, Aug. 8.—Atlantic Records, one of the leading rhythm and blues diskeries, this week quietly embarked on its policy of gradual expansion into the pop field with the release of a waxing by Wingy Manone, New Orleans musician and personality. Wingy cut "Vaya Con Dios," backed with "Song From Moulin Rouge." The latter was done with a special verse, approved by the publisher, Broadcast Music, Inc.

There's well-established precedent for Manone to make pop hits with a semi-jazz treatment. He did this for the Bluebird label, and in recent years he has had a big one on the Kem label with "Riders in the Sky."

The Manone sides were arranged by Dick Carey, of Eddie Condon's group, and recently with Louis Armstrong's All Stars. The Town Criers, a Canadian vocal group, backs him.

On the deejay copies, the label on "Vaya Con Dios" contains the legend: "Gone Treatment." "Moulin" bears the inscription: "Knocked Out Version."

ALL THE CATS JOIN IN

NEW YORK, Aug. 8.—This is the story of five cats: A manx (Al Jazzbo Collins, WNEW jazz deejay); an alley (George Avakian, Columbia jazz recording chief); an angora (Anahid Ajemian, George's violinist wife); a tabby (the Avakian's felis lybica domestica); and a tom (an unidentified hipster listener of the manx).

It seems that the "angora" was bringing the "tabby" back from the vet, all bandaged up. The tabby pulled a quick exit from the car at 45th and Lexington and disappeared from view. Distracted, the alley asked the manx to get all the cats into the act. The alarm was raised from the "Purple Grotto" on 1240 kilocycles. Half an hour later the "tom" came up with "tabby."

All of which proves that cats dig cats.

Columbia Preps Two New Lines Of Kid Disks

Symphony Package, 'Junior' Series Set For Fall Release

NEW YORK, Aug. 8.—Columbia Records is prepping a new line of kiddie disks for release next month called "Introducing the Masters." The move is part of a general broadening of the label's children's catalog, under Hecky Krasno's direction and will be accompanied by the release of other new series for young listeners.

Meanwhile, Columbia has trimmed the suggested list price of its \$1.05 kiddie records to bring them under the dollar level. New price of the disks is now 98 cents, including federal tax.

The "Introducing the Masters" series will feature the music of classical composers and contain a (Continued on page 15)

Pacts Pending For Hilliard's Label 'X' Job

NEW YORK, Aug. 8.—Jimmy Hilliard's position as director of artists and repertoire with RCA Victor's projected label "X" appeared virtually set this week, altho contracts between the diskery and Hilliard are reported not signed. Hilliard, currently vacationing in Chicago, met with RCA Victor veepee and general manager Manie Sacks this week to iron out a few more details on the future association.

Sacks told The Billboard "We have not yet come to final terms, but I would very much like to have Jimmy with us—there isn't anyone I'd rather have with label "X." We should be able to work out details fairly soon."

NY-NJ Dealers See Decca Line

NEW YORK, Aug. 8.—Several hundred New York and New Jersey dealers attended a showing of Decca's fall line here Wednesday (5) and Thursday. Taking a page from the appliance industry book, the diskery, thru its distributing subsidiary, displayed all 88 packages in its fall line (The Billboard, August 8). Also shown were players, storage albums and other accessories.

The event here, arranged by Decca Distributing Corporation's Eastern Division, followed similar showing this week in Philadelphia and Buffalo. Another showing is skedded for Boston Monday (10). Thruout this month additional meetings will be set by other divisions. Al Simpson and Lou Sebeck, Eastern division execs, hosted the local get-togethers.

MERCURY FINDS PUBLIC DOMAIN CAN BE TRICKY

NEW YORK, Aug. 8.—Since Paganini died in 1840, it is probably a natural assumption that anything the famed violinist-composer wrote has by now reached the status of public domain. On the other hand, applying this rule of thumb to Rachmaninoff's "Rhapsody on a Theme by Paganini" has proved a booby trap diskeries and publishers periodically trip over.

Latest example involves the Jerry Murad-Richard Hayman waxing of "Story of Three Loves" on Mercury. The new disk, tagging the tune as public domain, has drawn a protest letter from Charles Foley, Rachmaninoff's publisher here, who points out that the variation quoted is a Rachmaninoff original copyrighted in 1936. Tho the composition is used in the "Three Loves" movie, special permission was granted for such usage by the publisher. Foley is asking that the Mercury disk be recalled, the master destroyed and no further copies sold.

Decca Trips

Only last April Decca released a record of Bill Snyder playing "Close to My Heart," a tune published by Bobby Mellin's Sherwin Music. Oddly enough, it, too, was based on the 18th variation of the Rachmaninoff "Rhapsody." Decca quickly agreed to destroy the

RCA, Oberstein Agree on Show

NEW YORK, Aug. 8.—RCA Victor Records and Eli Oberstein's Varsity and Royale labels reached an agreement this week involving an Artie Shaw version of "Begin the Beguine," which was originally recorded and issued on the now defunct Musiccraft label. Arrangement calls for Oberstein to stop pressing the Musiccraft version of the Shaw band recording. Oberstein is currently using this version in a 12-inch LP package, entitled "An Hour With Artie Shaw."

The arrangement, now in effect on use of the recording, dates back to an agreement reached in 1947 between RCA Victor and Musiccraft's president, Peter Hilton. That agreement stemmed from Shaw's unauthorized cutting of the tune for Musiccraft after having agreed in 1938 not to duplicate on wax for another label those items recorded for RCA Victor. Oberstein leased the Musiccraft master and is issuing it in LP and EP form on his Royale label.

When Victor and Musiccraft settled their minor hassle in 1947, it called for Musiccraft to turn over to Victor the "Beguine" master. Thru an oversight on the part of both Victor and Musiccraft, the master was not returned to Victor and wound up with Oberstein. Upon notification of the facts as described by Victor, Oberstein readily agreed to stop pressing the Shaw master.

Torme Shifts To Coral Wax

HOLLYWOOD, Aug. 8.—Mel Torme is set to sign with Coral Records after a five-year stay under the Capitol banner. Pact to be inked is for two years with options. This marks the second Capitol artist to switch to Coral. First was Peggy Lee.

Torme joined Capitol after a short term with Musicraft. His Cap contract expired a few months ago but was not renewed. Following expiration, Torme agreed to check with Capitol before concluding any other recording deal, thereby protecting Cap in the event one of the Torme disks in release happened to smash thru. Torme last week was granted a release from this post-contract agreement by Capitol prior to wrapping up final details with Coral.

Exit of Torme leaves only Nat (King) Cole as sole member of the Carlos Gastel talent stable which once dominated the label's roster. Gastel previously had Peggy Lee, Stan Kenton, Nellie Lutcher, Cole and Torme on Cap wax.

master and discontinue production when Foley beefed. Also, Foley recalls that a similar situation arose a few years back with a Hildegard recording of a supposedly new ditty, which was all set for publication by Music Publishers Holding Corporation before the unintentional infringement was discovered.

3-D GOLDSSEN

7 Island Tunes Set In U-I Pic

HOLLYWOOD, Aug. 8.—Music publisher Mickey Goldsen has discovered it's good business to concentrate on Polynesian music. Because he sold Universal-International producer Will Cowan on making a 3-D musical short using seven of Goldsen's island tunes.

The musical, whose shooting was completed this week, is tentatively titled "Hawaii Nights," and features comedian Pinky Lee and Mamie Van Doren. It also represents the first picture using the eight "Miss Universe" winners.

Goldsen not only supplied all the music for the film, but served as an advisor. In addition to three native chants, the tunes used include "Lovely Hula Girl," "The Kumu in the Muu Mu," "Minoi Minoi" and "Nohea."

Goldsen originally sold Cowan on the idea of filming the musical short featuring Polynesian music. He also was responsible for the use of entertainers and musicians from the Islander cafe here, including the Danny Stewart band, Tani Marsh and her 12 dancers and singer Alfred Apaka, who is the featured vocalist.

This marks the fourth motion picture for which Goldsen has supplied island music. Others are Dwight Long's "Tanga Tika" and an untitled one produced by James and Lotus Knott, both having been filmed in Tahiti, and "From Here to Eternity."

State Payment Delays Symp

PHILADELPHIA, Aug. 8.—Signing of a contract for the 1953-'54 season between the Philadelphia Orchestra and Local 77, American Federation of Musicians, depends on whether State employment compensation is extended to the 104 orchestra members. Orville H. Bullitt, president of the Orchestra Association, said there were indications the State would grant such coverage. The orchestra members have not been covered previously.

In January, the State Bureau of Employment Security respected a verbal request for the compensation of the orchestra. An organization such as the Philadelphia Orchestra is not automatically covered by unemployment compensation but must request it. Early last month, the Pittsburgh Symphony Orchestra became the first orchestra in the State to be granted coverage.

Under last year's contracts the Philadelphia Orchestra minimum was \$135 a week for a 32-week season. Many of the members also play with the Robin Hood Dell orchestra during its six-week season in the summer.

Bullitt's Letter

Bullitt, in a letter to orchestra subscribers, blamed the compensation question for dragging out the negotiations for this season's contract. The new season starts (Continued on page 34)

Wallichs Back From Orient

HOLLYWOOD, Aug. 8.—Capitol Prexy Glenn E. Wallichs will report back to his desk Monday (10) following a three-week trip to Japan. During his Far East junket, Wallichs investigated Capitol's manufacturing and distribution affiliations there and surveyed the Orient's disk marketing potentialities.

Sept. Hearing On Copyr't Bill

WASHINGTON, Aug. 8.—The Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks won't resume a hearing on the McCarran juke box copyright bill until late September at the soonest. There is a chance that the subcommittee may defer resumption of the hearing until the January term.

With proponents having already stated their case for the record on July 15, subcommittee officials expect that the hearing can be concluded with a day of testimony from foes of the legislation and possibly an additional half day after that for rebuttals. Delay of the resumption of the hearings is considered highly favorable to opponents, not only because it allows them more time to prepare their case but also because it reduces the time left for bringing the legislation to a vote in the subcommittee.

The subcommittee is expecting that resumption of the hearing will provide the opportunity for a full report by the Music Operators of America, Inc., and Automatic Op- (Continued on page 75)

Decca Speeds Up R&B Pace

NEW YORK, Aug. 8.—New artist signings and a stepped-up release schedule have given Decca Records' revitalized rhythm and blues department an upbeat character. Recently-appointed r.&b. chief, Bobby Shad, has just packed four new performers, bringing the roster in the category up to 10. And more are due for early signing.

Just inked are Savannah Churchill, Lightning Hopkins, The Patterson Singers and jazz trombonist Benny Green. Miss Churchill's first disk for the label, coupling "Shake a Hand" and "Shed a Tear," was cut this week and has already been rushed out to deejays. Other artists handled by Shad include Sister Rosetta Tharpe, Marie Knight, Little Esther, Louis Jordan, Arthur Prysock and Coleman Hawkins.

The diskery will release seven records in the category this month, stepping up this schedule to about 10 monthly in September.

Spike Jones Revue Booked

NEW YORK, Aug. 8.—Spike Jones' "Musical Depreciation Revue" is now set in bookings in the Western States and Canada thru September 12. As usual, most of the date being played by the Jones troupe are one-nighters in auditoriums and arenas. However, the troupe winds up a two-day stand in Lagoon Park, Salt Lake City, today and is set for two days, August 20 and 21, in Vancouver, B. C., and 5 days at the Sacramento State Fair Grounds beginning September 3.

Other Jones dates are in Idaho, Oregon, Washington, and California. On September 12 the revue will play the Russ Auditorium, San Diego, Calif.

Music—As Written

MORGAN LEAVES WLW-T, CINCY . . .

Pianist **Al Morgan**, who has been appearing on WLW-T, Cincinnati, left the station Friday (7) because he "was getting in a rut." Morgan said he wants to do some nitery work in Reno and Las Vegas, Nev. He also said he has record deals cooking in New York and that a package TV show for a network is being mulled. No replacement has been named to fill the Morgan program at the station.

SET ALLSTAR WAXERY, PUBBERY IN HOUSTON . . .

Allstar Record & Music Publishing Company has been formed at 3116 Garrow Street, Houston, by **Dan J. Mechura**, manager, who said that the firm's first release will be out about September 15. Recording under the Allstar label, the firm will specialize in country and western talent. The publishing division is a Broadcast Music, Inc., affiliate. Representing the label will 25 indie distributors covering about 30 States.

PERMO ANNOUNCES NEW KIDDIE NEEDLE . . .

Permo, Inc., Chicago, manufacturer of Fidelitone needles, has announced the introduction of an Osmium alloy-tipped, long-life needle designed specifically for 78 r.p.m. kiddie record players. The Kiddy Needle, retailing at 50 cents, may be used in either acoustic or electrically amplified units.

BRITISHER PENS U. S. NAVY TUNE . . .

British songwriter **Michael Carr**—whose "Flame of Love" won second prize in Europe's first International Festival of Popular Song, held at Knokke-e-Zoute, Belgium, has written a special tune for the United States Navy titled "Spirit of Annapolis." Carr has handed all rights from the piece to the U. S. Navy, which will split royalties between United States and Royal Naval Relief Funds.

SAN ANTONIO OPERA TO GIVE SHOW . . .

The San Antonio Opera Guild will present "Bohemian Girl" at the Sunken Garden Theater, San Antonio, August 18. **Dr. Otto Wick** will be musical conductor. **Rufus Craddock** will be stage manager, and **Ruth Matlock** will be in charge of the ballet. Reserved seats are from \$1.50 to \$2.40 and general admission \$1. Servicemen and students will have a special price of 60 cents.

NEW HAVEN SYMPH. ITURBI PACK BCWL . . .

A maximum capacity, 15,200 persons, jammed into Yale Bowl at New Haven, Conn., last Tuesday (28) to attend the pops concert of the New Haven Symphony Orchestra, with **Jose Iturbi** as featured artist. **Frank Brieff**, making his third appearance at the Bowl, conducted the orchestra.

JOEL C. KIMBALL ROCHESTER BOSS . . .

Effective September 1, **Joel C. Kimball**, of Oak Park, Ill., will take over as executive secretary for the Rochester Civic Music Association. The appointment also names him as manager of the Rochester Philharmonic and Rochester Civic orchestras.

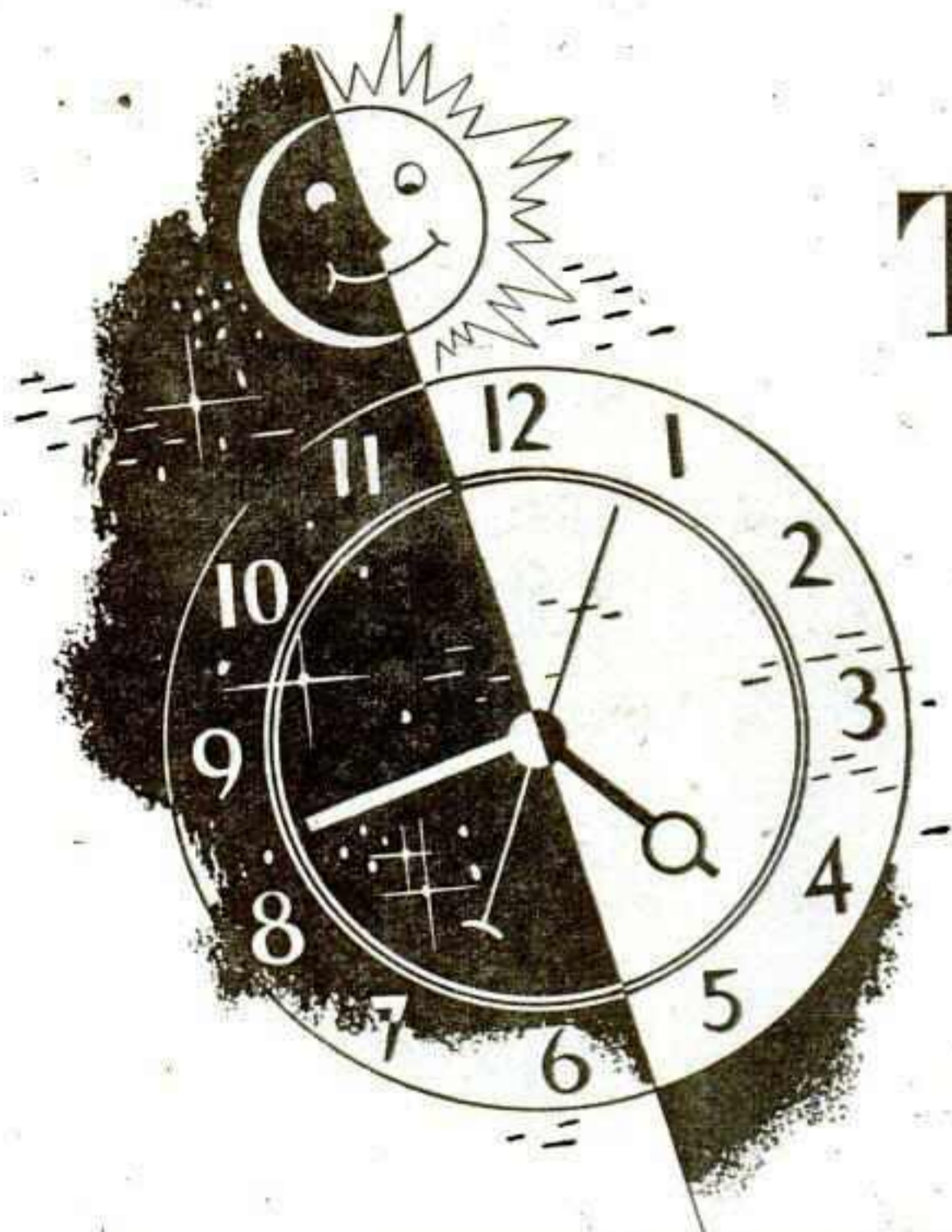
S&S DISTRIB OPENS IN DETROIT . . .

A new independent record distributing firm under the name of S. & S. Distributing Company is being established in Detroit, with quarters on "Record Row." Principals are **Merle Schneider**, formerly with Apollo Records, and **John Shepherd**, with Pan-American Distributing Company for the past seven years. The firm will handle Allegro and Trend Records, and will probably add other lines shortly.

STONE GROUP SETS SAN DIEGO RECORDS . . .

When **Cliffie Stone's** "Home-town Jamboree" gang appeared in San Diego Friday (31), it established two records—one for themselves and the other for the Bostonia Ballroom where they played. The gang played to a total of 2,908 paid admissions at \$1.80 per duca which set a new out-of-town mark for the western variety performers. It also represented a new high for the ballroom itself, according to promoter **Smokey Rogers**. Appearance was set by the Americana Corporation, whose **Steve Stebbins** also re-

(Continued on page 22)



Timed

Just Right . . .

to help dealers
make the most
of their biggest
sales season

The FALL RECORD MARKETING Issue

featuring—

the products and the fall merchandising and promotion plans of record and equipment manufacturers

and with a line-up—

valuable special articles, lists and directories that dealers will work from day-in and day-out to help stock the right kind of merchandise . . . to promote that merchandise most effectively . . . to sell more of everything to more customers this fall . . .



AUGUST
29th
ISSUE

Manufacturers' Plans to Help Dealers Stock Fall Merchandise

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

New Packaged Record Merchandise Available

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

Promotion Tie-Ins Mean Profits for Dealers

The themes, costs and workings of the ad and promotional programs of record manufacturers . . . and how dealers can work profitable tie-ins.

Plentiful Supply of Dealer Sales Aids

What materials will be offered dealers to help them sell fall packaged record

merchandise. Details of display pieces, merchandisers, racks, etc.

Most Requested Classical Works

Radio audience preferences based on surveys and mail requests received by recorded airshows featuring classical and popular packaged record items.

Jazz Record Prospects Bright

A comprehensive round-up of the packaged jazz records that will be available this fall . . . with manufacturer marketing plans.

How Concert Tours Build Record Sales

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

The Children's Record Story

A complete wrap-up on prospects in the children's record market, with fall mer-

chandise available and promotional plans of manufacturers.

Sell Players to Sell More Records

List of record players to be offered by manufacturers, with emphasis on special features and marketing data.

Hi-Fi and the Record Dealer

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

Accessories Are Basic Items for Dealers

Valuable extra profits and important customer services are inherent in record accessories. What dealers should stock . . . what new items will be available . . . where to order record accessories.

And Introducing . . .

The Billboard
Packaged Record
Buying Guide

—a further development of The Billboard Music Popularity Charts . . . covering Classical Records, Popular and Jazz Albums and Children's Records.

The FALL RECORD MARKETING Issue

dated . . . August 29

distributed . . . August 25

ad deadline . . . August 20

Write, Wire or Phone Any Billboard Office	NEW YORK 1564 Broadway PLaza 7-2900	CINCINNATI 2160 Patterson St. DUbar 6450
CHICAGO 188 W. Randolph St. CEntral 6-8761	ST. LOUIS 390 Arcade Bldg. CHestnut 0443	HOLLYWOOD 6000 Sunset Blvd. HOollywood 9-5831

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rendition of

FRIENDS

AND

NEIGHBORS

ESSEX #331

**will be
the**

BIG

**record of this
hit song**

**MUSIC UNDER DIRECTION
of the INCOMPARABLE**

**MONTY
KELLY**

**45,000 copies air freighted
within 72 hours of record-
ing session.**

Essex

RECORDS


**3208 SOUTH 84TH STREET
PHILADELPHIA, PA.**

**Manufactured and Distributed by
Pala Record Company**

MR. "B" *Billy Eckstine*

Sings... **IT CAN'T BE WRONG**

and **I CAN READ BETWEEN THE LINES**



MGM
11550 78 rpm
K11550 45 rpm

Joni James

MY LOVE, MY LOVE and **YOU'RE FOOLING SOMEONE**

MGM11543 78 rpm
K11543 45 rpm

Pat O'Day and the Four Horsemen

A DEAR JOHN LETTER

A SMASH HIT IN BOSTON

B/W NO STONE UNTURNED
MGM 11566 (78) • K-11566 (45)

SILVANA MANGANO ANNA MGM11457 78 rpm	I LOVED YOU K11457 45 rpm	JOEL GREY TOO YOUNG TO TANGO MGM11561 78 rpm	THETA-TA-TA SONG K11561 45 rpm
GEORGE SHEARING Quintet INDIAN SUMMER MGM11545 78 rpm	APPRECIATION K11545 45 rpm	BARBARA RUICK JUST YOU, JUST ME MGM11555 78 rpm	YOU CAN'T DO WRONG DOIN' RIGHT K11555 45 rpm
ART MOONEY and His Orchestra O (OH!) CLOVERLEAF SPECIAL MGM11542 78 rpm	K11542 45 rpm	BLUE BARRON and His Orchestra AIN'T NATURE GRAND? MGM11554 78 rpm	THE SENTIMENTAL THING TO DO K11554 45 rpm
THE NOCTURNES GIUSEPPE'S SERENADE AS YOU DESIRE ME MGM11525 78 rpm	K11525 45 rpm	HANK WILLIAMS I WON'T BE HOME NO MORE MGM11533 78 rpm	MY LOVE FOR YOU (Has Turned to Hate) K11533 45 rpm
ARTHUR (Guitar Boogie) SMITH HE WENT THAT-A-WAY MGM11558 78 rpm	THREE D BOOGIE K11558 45 rpm	M-G-M RECORDS THE GREATEST NAME IN ENTERTAINMENT MAKE FRIENDS WITH RECORDS	

The Billboard Music Popularity Charts
HONOR ROLL OF HITS

The Nation's Ten Top Tunes
... for Week Ending August 8

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

This Week	Last Week	Weeks on Chart
1. Vaya Con Dios	2	8
By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP) BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS: G. Lombardo, Dec 28780; B. London, Crystalette 654; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 2514.		
2. I'm Walking Behind You	1	14
By Billy Reid—Published by Leeds (ASCAP) BEST SELLING RECORD: E. Fisher, V 20-5293. OTHER RECORDS: C. Butler, Col 39993; V. Damone, Mercury 70128; D. O'Connor, Dec 28692; F. Sinatra, Cap 2450; D. Squires, Coral 60985; J. Young, London 1314.		
3. No Other Love (M)	3	9
By Richard Rodgers & Oscar Hammerstein—Published by Williamson (ASCAP) BEST SELLING RECORD: P. Como, V 20-5315. OTHER RECORDS: S. Fisher, Okeh 6979; K. Griffen, Col 40039; G. Jenkins, Dec 28746; N. Morales, V 20-5342; H. O'Connell, Cap 2487; D. Rose, M-G-M 30796.		
4. Song From Moulin Rouge (F)	4	19
By W. Engvick, G. Auric—Published by Broadcast (BMI) BEST SELLING RECORD: P. Faith, Col 39944. OTHER RECORDS: Boston Pops Ork, V 10-4166; B. DeFranco, M-G-M 11491; C. Hawkins, Dec 28713; S. Fisher, Okeh 6963; J. Hutton, Cap 2429; J. Loro Quintet, Tico 10-170; Mantovani, London 1328; N. Morales, V 20-5324; N. Perito, Coral 60984; H. Rene, V 20-5264; M. Royal, Mercury 70140; V. Young, Dec 28675.		
5. You, You, You	7	6
By Lotar Ollas and Robert Mellin—Published by Robert Mellin (BMI) BEST SELLING RECORD: Ames Brothers, V 20-5325. OTHER RECORDS: K. Griffen, Col 40039; J. Horton, Mercury 70198; K. Remo, M-G-M 11512.		
6. P. S.: I Love You	6	8
By Johnny Mercer and Gordon Jenkins—Published by La Salle (ASCAP) BEST SELLING RECORD: Hilltoppers, Dot 15085. OTHER RECORDS: J. Bruno, Banner 512; C. Cavallaro, Dec 24955; Four Vagabonds, Apollo 1057; G. Jenkins, Dec 27171; C. Stapleton, London 282; S. Stitt, Prestige 757. TRANSCRIPTIONS AVAILABLE: Gloria De Haven, Thesaurus.		
7. Crying in the Chapel	9	4
By Darrell Glenn—Published by Valley (BMI) BEST SELLING RECORDS: D. Glenn, Valley 105; J. Valli, V 20-5368; R. Allen, Dec 28758. OTHER RECORDS AVAILABLE: J. T. Adams, Republic 7052; E. Fitzgerald, Dec 28762; A. Lund, Coral 61018; Orioles, Jubilee 5122; W. Tuttle, Cap 2545.		
8. April in Portugal	5	19
By Kennedy-Feprao—Published by Chappell (ASCAP) BEST SELLING RECORD: L. Baxter, Cap 2374. OTHER RECORDS: L. Armstrong, Dec 28074; B. Barton, M-G-M 11312; G. Carr, Cap 2223; V. Damone, Mercury 70128; Y. Giraud, V 26-7107; R. Hayman, Mercury 70114; F. Martin, V 20-5052; T. Martin, V 20-5279; D. McMillan, Dec 28723; R. Senter, V 20-4898; F. Sowande, London 1340; F. Zabach, Dec 28646. TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.		
9. Ruby (F)	8	17
By Mitchell Paris—Published by Miller (ASCAP) BEST SELLING RECORDS: R. Hayman, Mercury 70115; L. Baxter, Cap 2457. OTHER RECORDS: L. Brown, Coral 60959; L. Douglas, M-G-M 11472; C. Hawkins, Dec 28713; Hot Lips Page, King 4594; H. James, Col 39994; V. Monroe, V 20-5286; N. Perito, Coral 60893; V. Young, Dec 28675. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.		
10. I Believe	10	24
By Erwin Drake, Irvin Graham, Jimmy Shiri, Al Stillman—Published by Cromwell (ASCAP) BEST SELLING RECORD: Frankie Laine, Col 39938. OTHER RECORDS: R. Foley, Dec 28694; J. Froman, Cap 2332; S. Hamblen, Col 21124; E. James, Meteor 5000. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; R. Foley, Dec 28694; S. Hamblen, Col 21124; Henry Jerome Ork, Lang-Worth.		
10. Oh	11	5
By Byran Gay-Arnold Johnson—Published by Feist (ASCAP) BEST SELLING RECORD: P. W. Hunt, Cap 2442. OTHER RECORDS: Commanders, Dec 28779; A. Mooney, M-G-M 11542; Sauter-Finegan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.		

Second Ten

12. WITH THESE HANDS Published by Ben Bloom (ASCAP)	13	5
13. LIMELIGHT (Terry's Theme) Published by Bourne (ASCAP)	12	11
14. C'EST SI BON Published by Leeds (ASCAP)	16	4
15. GAMBLER'S GUITAR Published by Frederick (BMI)	14	7
16. HALF A PHOTOGRAPH Published by Vesta (BMI)	14	9
17. BUTTERFLIES Published by Santly-Joy (ASCAP)	20	4
18. ANNA Published by Hollis (BMI)	17	17
18. ALLEZ VOUS EN Published by Chappell (ASCAP)	—	2
20. I'D RATHER DIE YOUNG Published by Randy Smith (ASCAP)	19	6
20. SEVEN LONELY DAYS Published by Jefferson (ASCAP)	—	20

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Buyboard

TOP SELLERS— POPULAR

Based on Actual Capitol Sales Reports

1. YAYA COM DIOS
JOHNNY (IS THE BOY FOR ME) L. Paul & M. Ford 2486
2. HALF A PHOTOGRAPH
ALLEZ-VOUS-EN K. Starr 2464
3. OH!
SAM P. Hunt 2442
4. A FOOL WAS I
IF LOVE IS GOOD TO ME N. Cole 2540
5. APRIL IN PORTUGAL
SUDDENLY L. Baxter 2374
6. 40 CUPS OF COFFEE
OH! YOU CRAZY MOON E. M. Morse 2539
7. GIGI
I LOVE PARIS L. Baxter 2479
8. RETURN TO PARADISE
ANGEL EYES N. Cole 2498
9. JERSEY BOUNCE
I GUESS IT WAS YOU ALL THE TIME R. Anthony 2532
10. PRETEND
DON'T LET YOUR EYES GO SHOPPING N. Cole 2346
11. MY HEART KNOWS
WHEN LOVE GOES WRONG M. Whiting & J. Wakely 2528
12. RUBY
A LITTLE LOVE L. Baxter 2457
13. MY ONE AND ONLY LOVE
I'VE GOT THE WORLD ON A STRING F. Sinatra 2505
14. NO MATTER HOW YOU SAY GOODBYE
GOIN' STEADY B. Hutton 2522
15. I LOVE YOU SO MUCH
LET ME HEAR YOU SAY V. Young 2478
16. DUMMY SONG
UH-HUH F. Faye 2542
17. LOVE ME, LOVE ME
'TIL I FIND YOU D. Martin 2485

TOP SELLERS— COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN
GROW OLD WITHOUT YOU)
J. Shepard 2502
2. RUB-A-DUB-DUB
I'LL SIGN MY HEART AWAY
H. Thompson 2445
3. I HAVE BUT ONE GOAL
THE SINNER'S DREAM
Smith Brothers 2492
4. IT'S YOUR LIFE
BABY, I'M COUNTIN'
S. McDonald 2523
5. THE MARSHAL'S DAUGHTER
THE SAN ANTONIO STORY
T. Riffer 2475
6. I CAN'T WAIT
WHAT'S THE USE TO LOVE YOU
F. Young 2461
7. I FORGOT MORE THAN YOU'LL
EVER KNOW
POOR BOY, RICH LOVIN'
S. James 2508
8. THE BELLS OF MONTERREY
SWEET BUNCH OF BITTERWEEDS
D. Dickerson 2504
9. SIXTEEN CHICKENS AND A
TAMBORINE
DON'T SAY GOODBYE
R. Acuff 2548
10. RELEASE ME
JUST TO BE WITH YOU
J. Heap 2518

BEST SELLING— POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY
Jackie Gleason 352
2. CAN-CAN
Original Broadway Cast 452
3. LOVER'S RHAPSODY AND SONGS
FROM LOVER'S RHAPSODY
Jackie Gleason 366
4. THE DESERT SONG
Gordon MacRae & Lucille Norman 351
5. THE HIT MAKERS!
Les Paul & Mary Ford 416
6. SKETCHES ON STANDARDS
Stan Kenton 426
7. STARRING JO STAFFORD
Jo Stafford 435
8. THE YOUNG MAN WITH THE HORN
Ray Anthony 373
9. POPULAR FAVORITES BY STAN
KENTON
Stan Kenton 421
10. JANE FROMAN FAVORITES
Jane Froman 429
11. BY THE LIGHT OF THE SILVERY
MOON
Gordon MacRae & June Hutton 422
12. MIDNIGHT ON BOURBON STREET
Sharkey 367
13. THE KAY STARR STYLE
Kay Starr 363

BEST SELLING— CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. NEVER SMILE AT A CROCODILE &
FOLLOWING THE LEADER
Jerry Lewis 3163
2. HOPALONG CASSIDY AND THE MAIL
TRAIN ROBBERY
William Boyd 3164
3. WALT DISNEY'S STORY OF ROBIN HOOD
Nestor Paiva, Billy May 3138
4. BOZO'S NURSERY SONGS
Pinto Colvig 3154
5. I'M A LITTLE TEAPOT & THE TEDDY
BEAR'S PICNIC
Frank DeVol 3083
6. LITTLE RED MONKEY & PUSSY CAT
PARADE
Mel Blanc 3170
7. I TAUT I TAW A PUTTY TAT &
YOSEMITE SAM
Mel Blanc 3104
8. LITTLE TOOT
Don Wilson 3001
9. ANIMAL FAIR & I WAS BORN A
HUNDRED YEARS AGO
Tex Ritter 3144
10. TWEET, TWEET, TWEETY
Mel Blanc 3118
11. BOZO HAS A PARTY
Pinto Colvig 3133
12. BOZO AT THE CIRCUS
Pinto Colvig 3030
13. BOZO ON THE FARM
Pinto Colvig 3076

LATEST RELEASE

No. 380

- WALTZ TO THE BLUES
C.O.D. Margaret Whiting 2550
- COME STRAIGHT HOME TONIGHT
INTERESTED IN LOVE Yogi Yorgesson & GeGe
Pearson 2552
- YESTERDAY'S GIRL
JOHN HENRY Hank Thompson 2553
- CHARLESTON ALLEY
CAREFUL NOW Ole Rasmussen 2554
- TILL THEY'VE ALL GONE HOME
HALF-HEARTED Gisele MacKenzie 2556

The
happiest
sound
you've
ever
heard

JOE "FINGERS"
CARR and his
RAGTIME BAND playing
"SAN ANTONIO
ROSE" and
"Doodle-Doo-Doo"

Record No. 2577

*this is the performance
you'll remember...*



**MOLLY
BEE** *sings*

*"God Bless
Us All"*

13/w
"This is My Dog"

MUSIC BY VAN ALEXANDER'S CHORUS AND ORCHESTRA

On Record No. 2567

The fastest-rising
country star...

**FERLIN
HUSKEY***

—sings
"YOU'LL DIE
A THOUSAND
DEATHS"

and
"HOW MUCH
ARE YOU
MINE"

on Record No. 2558

* he's the voice on Capitol's
"A Dear John Letter",
featuring Jean Shepard

Music as Written

Continued from page 16

ported that at least 5,000 persons were unable to gain admission for the one-nighter.

3D MILBURN DRINK SONG BY ALADDIN . . .

Aladdin Records last week released the third "drinking song" waxed by Amos Milburn for diskery whose topper, Eddie Mesner, said disk's advance orders have hit the 50,000 figure. Milburn's latest is "One Scotch, One Bourbon, One Beer." It joins his highly successful "Bad, Bad Whiskey," which sold nearly half a million copies, and "Let Me Go Home, Whiskey," whose sales reached nearly 300,000.

SINGER MIKE KAY TO AUDITION SHOWS . . .

Michael Kay, 26-year-old bass singer from San Francisco, has been set to test for the lead role in the film version of "Oklahoma!" and audition for the Broadway production of "Lil' Abner" close on the heels of his signing last week with Gabbelutz-Heller to serve as his personal manager. Preparatory to the auditions, the six-foot one-inch singer will be coached by Buck Ram, who also will arrange and write material for him. Kay currently is appearing in a San Francisco presentation of "The Desert Song."

FORSAKES DISKS FOR MINISTRY . . .

Bob Lawson, popular and classical record buyer for the American Music Company store, Hollywood, for the past two years, leaves his position next month to enter Bethany College, Lindsborg, Kan., preparatory to entering the Lutheran ministry. Upon completion of his college studies in four years, Lawson will enroll in the Lutheran seminary, Rock Island, Ill. Prior to joining American Music, Lawson was associated for five years with Bullock's department store in the record department. He is being replaced at American Music by Ray Barnes, formerly with Bullock's.

GIBSON INKED TO ALADDIN PACT . . .

Harry (the Hipster) Gibson last week was signed by Aladdin Records to record a series of "hep talk" sides based on Grimm's fairy tales. First disk, just released, carries Gibson's versions of "Goldie Locks" backed with "Cinderella." Gibson, currently appearing at the Say When Club, San Francisco, was inked by Aladdin Prexy Eddie Mesner to a one-year pact with a four-year option.

New York

Columbia Records' softball team under George Avakian's stewardship beat London in a second game this week. Columbia has now been challenged by Dana Records. . . . Bob Thiele, Coral a.&r. chief, and Eileen Barton have been visiting deejays in Philadelphia. . . . Norm Weinstroer, Coral sales manager, was in Atlanta this week visiting the diskery's new branch. . . . Mrs. Anita Gilbert Teich, secretary to Tim Gale, gave birth to a boy, Richard Mark, at Doctors Hospital Saturday (1).

Joni James does a one-nighter on Wednesday (12) at the Crystal Ballroom, Crystal Beach, Ontario. The following night she opens for a week at the Casino Theater, Toronto. . . . Nashville deejay Noel Ball was in town for two days this week. . . . Randy Wood, owner of Dot Records, in town.

Mr. and Mrs. Tony Wilson became parents of a baby boy this week. Youngster, born Wednesday (5) is called Kenneth Scott. . . . Jo Ann Tolley opens a one-week engagement at Eddie Asher's, Pittsburgh, on August 17. . . . On August 20, Jan August goes into the Capitol Theater, Washington, for one week. . . . M-G-M Records' advertising and publicity director Sol Handwerker on a vacation this week. . . . Starlet Barbara Ruick will visit disk jockeys here on Wednesday, Thursday and Friday to plug her new M-G-M disks. . . . Pat Terry guests on the Robert O. Lewis radio show on CBS tomorrow (9) as part of the promotion on her Jubilee disk, "Love Me Again." . . . The Les Elgart ork opened at the Rustic Cabin, Englewood Cliffs, N. J., yesterday (7) for an indefinite stay.

Chicago

Les Paul and Mary Ford arrived in town by boat from Michigan City Ind., for their two-week engagement at the Chicago Theater which began Friday (7). The boat was the WIND II, owned by Ralph Atlas, of radio Station WIND. A reception was held at the Wrigley Building boat dock.

Johnny Desmond, Coral recording artist who will appear on the same bill as Les and Mary at the Chicago Theater has just signed to do the movie, "The Russ Columbo Story." Johnny takes a two months' leave from the Don McNeill "Breakfast Club" to do a string of personal appearances. Pete Hanley has been signed to fill in for four weeks on the early-morning broadcast. Other name male vocalists are being considered for the other four weeks. Eileen Parker has been signed by McNeill to replace Peggy Taylor, who sails for Europe soon for an extended stay.

Mickey Rooney, whose latest waxing is "Caw Caw" backed with "Everything in Life But You," is donating the royalties to the Cerebral Palsy Fund. Jerry Fielding's orchestra does the backing. Rooney suffered from a severe case of laryngitis during the last days of his appearance here and his partner, Dick Winslow, subbed for him.

The Billboard's Music Popularity Charts

Favorite Tunes

. . . For Week Ending August 8

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. APRIL IN PORTUGAL (R)—Chappell	2	18
2. I'M WALKING BEHIND YOU (R)—Leeds	4	14
3. VAYA CON DIOS (R)—Ardmore	3	7
4. I BELIEVE (R)—Cromwell	5	14
5. SONG FROM MOULIN ROUGE (R) (F)—Broadcast	1	18
6. CRYING IN THE CHAPEL (R)—Valley	9	3
7. NO OTHER LOVE (R) (M)—Williamson	6	7
8. P. S.: I LOVE YOU (R)—La Salle	7	5
9. RUBY (R) (F)—Miller	8	15
10. YOU, YOU, YOU (R)—Mellin	10	4
11. WITH THESE HANDS (R)—Bloom	12	3
12. LIMELIGHT (Terry's Theme) (R) (F)—Bourne	11	8
13. HALF A PHOTOGRAPH (R)—Vesta	14	3
14. HI LILI HI LO (R)—Robbins	—	1
15. OH (R)—Feist	—	1

Tunes with Greatest Radio and Television Audiences

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

Top 30 in Radio

All I Desire (R)—Broadcast—BMI	Oh! (R)—Feist—ASCAP
Allez Vous En (R) (M)—Chappell—ASCAP	P. S.: I Love You (R)—La Salle—ASCAP
April in Portugal (R)—Chappell—ASCAP	Ramona (R)—Lion—ASCAP
Baby, Baby (R)—Famous—ASCAP	Return to Paradise (R) (F)—Remick—ASCAP
Call of the Far-Away Hills (R) (F)—Famous—ASCAP	Ruby (R) (F)—Miller—ASCAP
Caravan (R)—American Academy—ASCAP	Send My Baby Back to Me (R)—E. H. Morris—ASCAP
C'est Si Bon (R)—Leeds—ASCAP	Seyen Lonely Days (R)—Jefferson—ASCAP
Eyes of Blue (R) (F)—Paramount—ASCAP	Sittin' in the Sun (R)—Berlin—ASCAP
Gambler's Guitar (R)—Frederick—BMI	Somebody Stole My Gal (R)—Robbins—ASCAP
I Believe (R)—Cromwell—ASCAP	Someone's Been Readin' My Mail (R)—Witmark—ASCAP
I Guess It Was You All the Time (R)—Famous—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
I'm Walking Behind You (R)—Leeds—ASCAP	Vaya Con Dios (R)—Ardmore—ASCAP
Keep It Gay (R) (M)—Williamson—ASCAP	With These Hands (R)—Ben Bloom—ASCAP
Limelight (Terry's Theme) (R) (F)—Bourne—ASCAP	You, You, You, Too (R)—E. B. Marks—BMI
My One and Only Heart (R)—Roncom—ASCAP	You, You, You (R)—Mellin—BMI
No Other Love (R) (M)—Williamson—ASCAP	

Top 10 in Television

Belle of the Ball (R)—Mills—ASCAP	My One and Only Heart—Roncom—ASCAP
Can-Can (R) (M)—Chappell—ASCAP	Opus One (R)—Embassy—BMI
Candy Lips (R)—Milene—ASCAP	P. S.: I Love You (R)—La Salle—ASCAP
Every Street a Boulevard in Old New York (F) (M)—Chappell—ASCAP	Side By Side (R)—Shapiro-Bernstein—ASCAP
I'm Walking Behind You (R)—Leeds—ASCAP	We Have Never Met as Yet (R) (F)—Feist—ASCAP

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.

1. Limelight (Terry's Theme) — Bourne (Bourne)	11. Tell Me You're Mine—Chappell (Capri)
2. Song From Moulin Rouge—Connelly (Broadcast)	12. Have You Heard—F. D. H. (Brandom)
3. I Believe—Cinephonic (Cromwell)	13. Pretty Little Black-Eyed Susie—Cinephonic (Santly Joy)
4. I'm Walking Behind You—Peter Maurice (Leeds)	14. Say You're Mine Again—Victoria (Blue River)
5. Seven Lonely Days—Feist (Jefferson)	15. Downhearted—New World (Paxton)
6. Hold Me, Thrill Me, Kiss Me—Mills (Mills)	16. Queen of Tonga—Connelly (*)
7. April in Portugal—Sterling (Chappell)	17. Tell Me a Story—Cinephonic (Montclare)
8. Hot Toddy — Aberbach (Coachella-Alamo)	18. Wonderful Copenhagen—Morris (Frank)
9. Pretend—Leeds (Brandom)	19. Mother Nature and Father Time—Aberbach (Coachella-Alamo)
10. Your Cheatin' Heart—Bradbury Wood (Acuff Rose)	20. I Talk to the Trees—Chappell (Chappell)

NEW → KORD HITS
CRACKS THE FIELD WITH THE FIRST ARMISTICE SONG

NEW → I'M STILL A PRISONER (OF LOVE)
BILLY MIZE

COMING UP → A DEAR JOHN LETTER

NEW → RITA GOODWIN—BILL WOODS
JUKES—BOTH MONEY SIDES
DISTRIBUTORS—D. J.'s: Terrific local response leads us to believe we have big material.
WRITE—WIRE—PHONE
KORD RECORDS
120 Kentucky St., Bakersfield, Calif. Phone 26195

MAMA SAYS --

TODAY'S TOP TUNES
now includes The Billboard's **THIS WEEK'S BEST BUYS**

50 COPY TRIAL ORDER ONLY \$1
Fill in and mail the coupon today!

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

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes, here's my dollar. Please RUSH sample 50-copy shipment of this week's TODAY'S TOP TUNES at once.

Name (please print) _____
Address _____
City _____ Zone _____ State _____
Occupation _____

We Are Happy to Announce That

as a result of the overwhelming demand for our records, we have moved to the large, modern, complete plant located at

714 Allison St., Nashville, Tenn.

THE REPUBLIC RECORDING CO.

WHY?

OVER 100 INDIE LABELS DO BIZ WITH RCA VICTOR!

Flip to "Market Place" PAGE 39

" . . . on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!"

John Gale Barker
Barker Music Center
McLellan's Store
Tucson, Arizona

SUBSCRIPTION ORDER FORM
The Billboard 859
2160 Patterson St., Cincinnati 22, Ohio
Please enter my Billboard subscription for one year (52 issues) at \$10—to start with the next issue. Payment enclosed.
(Foreign rate, one year, \$20.00)

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____

NEW RECORDS TO WATCH

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

DON CORNELL

Please Play Our Song (Mr. Record Man) (Sheldon, BMI). —Coral 61030—Don Cornell does a good job with this tuneful entry, over a fine bouncy ork backing. Tune should grab a lot of jock spins and could build into a big one. Flip is a smooth ballad, "If I Should Love Again." (Starlight Songs, ASCAP.)

Don Cornell

sings . . .

PLEASE PLAY OUR SONG

(Mr. Record Man)



B/W IF I SHOULD LOVE AGAIN 61030 (78 RPM)
9-61030 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

RCA VICTOR Dealers

WESTERN UNION
W. P. MARSHALL, President

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SYMBOLS:
DL=Day Letter
NL=Night Letter
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0-SEA779 NL PD=WUX SEATTLE WASH 29
MANNY SACKS RCA VICTOR DIV
630 FIFTH AVE 32 FLR NY

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ANGELES CALIF 29 203PWP
RCA VICTOR DIV
OR 630 FIFTH AVE

BUSINESS BEST EVER SUMMER OR WINTER ATTRIBUTED
EAL TO VICTORS SUCCESSION OF HIT RECORDS
THE GOOD WORK REGARDS=
RICKLIH CALIF MUSIC CO=

WESTERN UNION
W. P. MARSHALL, President

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NA047 DL PD=W
MANNIE SACKS

MANY THANKS FOR
WITH COMO, FISH
BUSINESS IS WAY
AHEAD OF A YEAR A
INTERSTATE SU

WESTERN UNION
W. P. MARSHALL, President

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NA130 DL PD=HARTFORD CONN 29 1236PME
MANNY SACKS=RCA VICTOR
630 FIFTH AVE

DEAR MANNY THANKS FOR SUCH GREAT HITS AS SAY YOU'RE
MINE AGAIN, NO OTHER LOVE, I'M WALKING BEHIND YOU WITH
THESE HANDS, CEST CI BON AND USKA DARI, CRYING IN THE
CHAPEL AND MANY OTHER GOOD RECORDINGS. BECAUSE OF THESE
HITS VICTOR HAS BEEN MAINLY RESPONSIBLE FOR A DEFINITE
INCREASE IN OUR SUMMER BUSINESS. THANKS AGAIN FOR DOING
SO MUCH TO MAKE THIS SUMMER A BUSY ONE
RALPH COLUCCI THE RECORD SHOP

WESTERN UNION
W. P. MARSHALL, President

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NA056 DL PD=FAX ATLANTA GA 29 553PME
MANNIE SACKS=RCA VICTOR DIVISION
630 FIFTH AVE

RICH'S POPULAR RECORD SALES IN JULY BEST EVER
HIT AFTER HIT FROM RCA VICTOR OUR CONGRATULATIONS
AND BEST WISHES FOR YOUR CONTINUED SUCCESS=
DINTY MOORE RICH'S INC=

WESTERN UNION
W. P. MARSHALL, President

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SYMBOLS:
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LT=Int'l Victory Ltr

NA065 PD=WUX OKLAHOMA CITY OKLA 29 506PME
EMANUEL SACKS, VICE PRESIDENT RCA
VICTOR RECORD DEPT=RCA VICTOR DIV 630

CONGRATULATIONS AND KEEP THOSE POP RECORDS COMING
RECORDS ARE MAKING THE CASH REGISTERS WORK DOUBLE
ADDING UP TO ONE OF MY BEST SUMMERS THE THERMOMETER
MAY SAY 100 DEGREES BUT YOUR RECORDS MAKE IT SEEM LIKE
LIKE CHRISTMAS TO US THANKS AGAIN=
GLADYS LAIN JENKINS MUSIC CO OKLAHOMA
CITY OKLA=

WESTERN UNION
W. P. MARSHALL, President

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ROCKEFELLER PLAZA

TIME HIGH FOR SUMMER
CALL IS EXTREMELY ENTHUSIASTIC
CONGRATULATIONS AND KEEP THEM ROLLING
ATMOND ROSEN AND CO= 419P

DEALERS' JUNE PURCHASES UP 38.8%

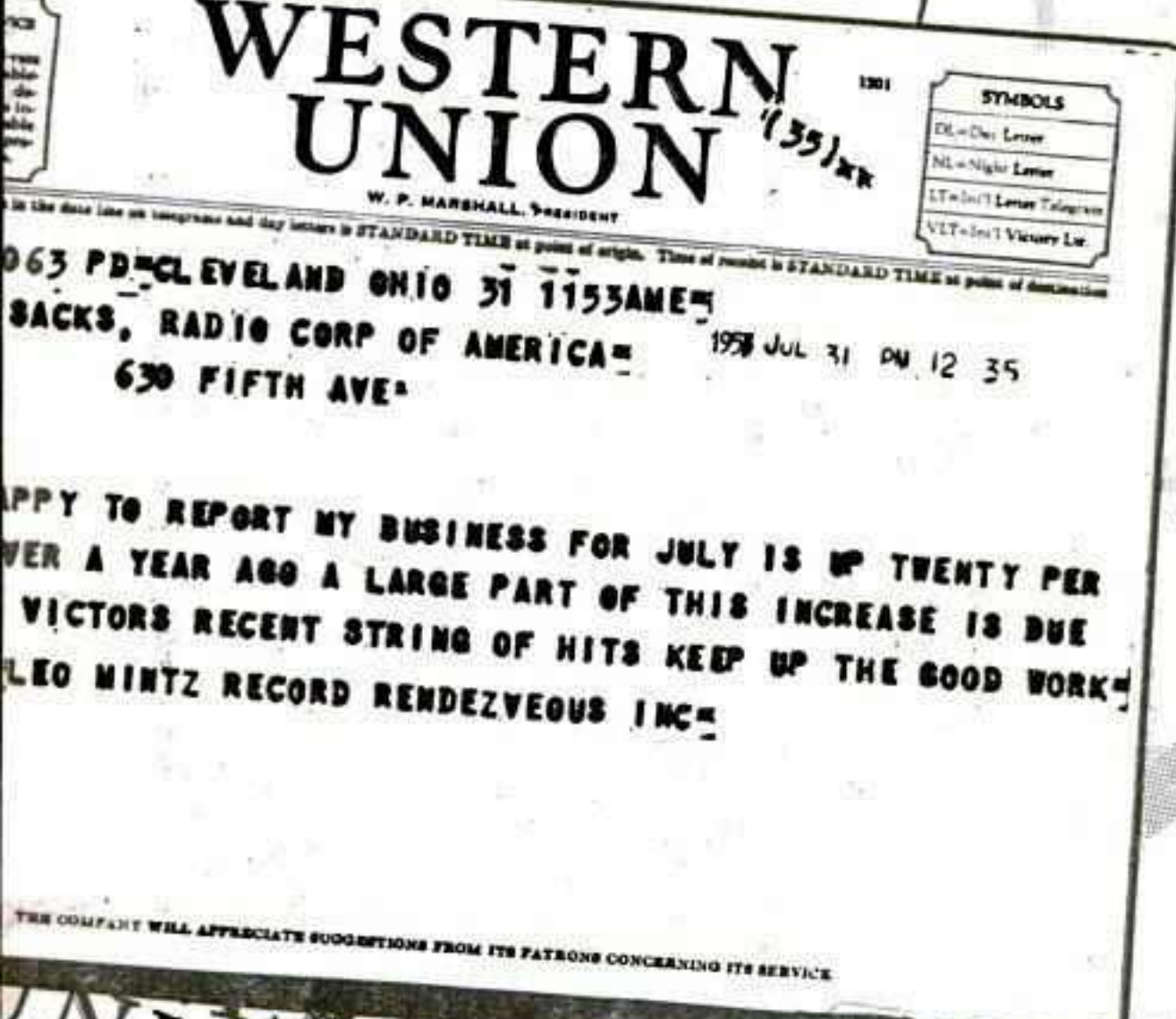
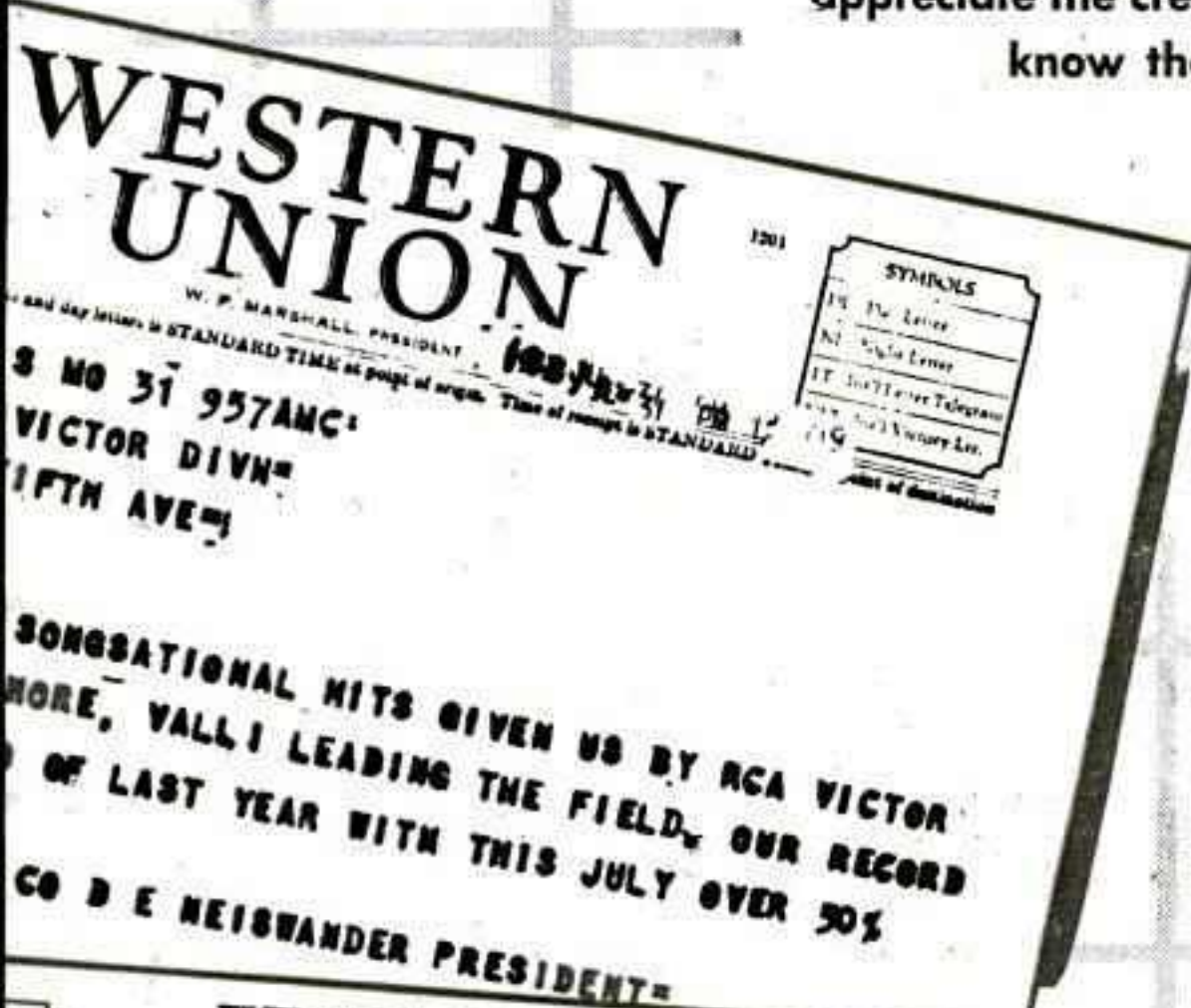
DEALERS' JULY PURCHASES UP 42.5%

beat the Summer Slump!

The "summer slump" didn't happen to RCA Victor and its dealers this year.

"Summer business best ever," says reports from all over the country. We at RCA Victor appreciate the credit you've given us for making this possible. But we know that without the help of dealers and deejays the job could not have been done.

We've sold more records this summer than ever before. And dealer enthusiasm for "Your Best Buy"—the greatest Fall Merchandise program in the industry's history—promises even greater sales to come.



The Billboard Music Popularity Charts

Best Selling Singles

This Week	Last Week	Weeks on Chart
1. I'M WALKING BEHIND YOU— E. Fisher.....	1	13
Just Another Polka—V 20-5293—ASCAP		
2. VAYA CON DIOS—L. Paul-M. Ford Johnny—Cap 2486—ASCAP	4	7
3. NO OTHER LOVE—P. Como.....	3	7
Keep It Gay—V 20-5317—ASCAP		
4. SONG FROM MOULIN ROUGE— P. Faith.....	2	10
Swedish Rhapsody—Cap 3944—BMI		
5. P. S.: I LOVE YOU—Hullopers.....	6	6
I'd Rather Die Young—Dot 15085—ASCAP		
6. YOU, YOU, YOU—Ames Brothers.....	9	6
Once Upon a Tune—V 20-5325—ASCAP		
7. APRIL IN PORTUGAL—L. Baxter.....	5	14
Suddenly—Cap 2374—ASCAP		
8. WITH THESE HANDS—E. Fisher.....	11	4
When I Was Young—V 20-5365—ASCAP		
9. OH—Pee Wee Hunt.....	18	4
San—Cap 2442—ASCAP		
10. C'EST SI BON—E. Kitt.....	16	3
African Lullaby—V 20-5358—ASCAP		

RCA VICTOR
FIRST IN RECORDED MUSIC



REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

JOHNNIE RAY All I Do Is Dream of You...83
COLUMBIA 40046 - Looks as if Johnnie Ray could have another winner here. He's back on his rhythm singing kick, which seems to be his forte now. The Buddy Cole group delivers the same kind of backing as on "Walkin' My Baby Back Home." A good one, this. (Robbins, ASCAP)
Tell the Lady I Said Goodbye...72
This ditty, penned by Ray, was one of his disk efforts but in another version. It's been re-cut with Paul Weston ork backing and might get a little action. (Carlyle, ASCAP)
BROC PETERS-THE FOUR LADS I Love You...80
COLUMBIA 40042-Broc Peters in this first effort on the label reveals a distinctive voice that listeners are not likely to mistake for any other. His low-pitched chanting has an infectious appeal. Side should receive good deejay exposure and sales action. (Emperor, BMI)
990 Miles...77
Another distinctive effort by the warbler. Also could win spins. (Feist, ASCAP)
LOUIS ARMSTRONG Dummy Song...79
DECCA 28803-Swings version of the novelty oldie will bring pleasure to many listeners. Armstrong's reading is full of spirit and humor, and his enthusiasm carries across infectiously. Should attract many air spins and pull plenty of juke loot. (Shapiro-Bernstein, ASCAP)
Sittin' in the Sun...75
Finely-phrased chanting of the bucolic Irving Berlin ballad. Another great side for Satchmo fans. (Berlin, ASCAP)
FRANK CHACKFIELD ORK Ebb Tide...79
LONDON 1358-This is, as the title suggests, a seafaring saga in music. Replete with seagulls cooing and sloshing water effects, the gimmicky item could turn out to be a big follow-up item for the English ork.
Waltzing Bugle Boy...75
No problem describing this. It's made to sound exactly like the title would describe the work. The lush ork has a lot of the Leroy Anderson feeling in the performance and the material.
RICHARD HAYMAN Hi-Lili, Hi-Lo...79
MERCURY 70196-Other versions of the pretty tune from the title flicker have so far failed to catch a solid hold. But this new entry makes the most of the haunting tenderness of the melody and could well gain a foothold in the market. Fine for deejay programming. (Robbins, ASCAP)
Something Money Can't Buy...74
Another good instrumental, with the Hayman strings bowing the listenable opus with elegance. (Sam Fox, ASCAP)
THE FOUR HORSEMEN A Dear John Letter...77
M-G-M 11566-Pat O'Day does a standout vocal on this weeper. The floodgates are really open as the soldier reads the sad news. Good coverage.
No Stone Unturned...70
Slow-paced ballad, sentimental and melodic. Tasteful vocal by Al Rawley of The Four Horsemen.
LES BAXTER ORK Tropicana...76
CAPITOL 2568-Baxter comes thru with a lush and rhythmic cover waxing of the Latin opus that's already doing mighty fine via the Monty Kelly slicing. There should still be enough demand around to make this one a profitable venture.
Julie...74
A soaring reading of the pretty melody. Baxter uses the voices of his chorus as another orchestral choir for interesting effects. Air play can be predicted.
MARGARET WHITING Waltz to the Blues...76
CAPITOL 2550-Sentimental ditty is sung prettily by Miss Whiting. She's given mighty smooth backing for a side that's due to please many and should win spins. (Sunbeam, BMI)
C.O.D....72
Swing rendition by the thrush of the cute item. A good side that could attract some juke coin. (Shapiro-Bernstein, ASCAP)
KAREN CHANDLER Transfer...76
CORAL 61034-Miss Chandler has an appealing catch to her voice as she warbles the tuneful weeper. Entry could stir a bit of action and gain plays. (Redd Evans, ASCAP)
Madonna...70
A too long intro weakens the effectiveness of the waxing, tho the songstress brings considerable charm to her interpretation. (Kelly-Stoll, BMI)
JIMMY BOYD God Bless Us All...75
COLUMBIA 40049-Fast cover waxing of the juvenile hymn is given a sincere sounding reading by Jimmy Boyd that should please those who like his style. Support by ork and chorus is appropriate. (Brewster, BMI)

Marco, the Polo Pony...74
Here's a cute ditty about a pony and his romance sung simply and appealingly by the young chanter. Platter could do business in the moppet market. (Blackwood, BMI)
SARAH VAUGHAN Linger Awhile...74
COLUMBIA 40041-The oldie proves to be an effective vehicle to display the thrush's consummate style and vocal technique. Her natural clean resonant tones, her mastery of phrasing and the ease with which she soars over every vocal obstacle are demonstrated afresh here and will bring joy to her faithful following. (Feist, ASCAP)
Time...73
A slow ballad penned by veteran folk writer Boudleaux Bryant in a polished, thoughtful rendition that combines the outstanding musicianship of Miss Vaughan and the Percy Faith ork. (Tannen, BMI)
GUY LOMBARDO ORK Blue Dancing Shoes...74
DECCA 28751 - The brisk waltz tempo set by the ork is timed right for a few peppy turns around the dance floor. Okay Lombardo wax that his fans should appreciate. (Miller, ASCAP)
There's Always Someone That You Can't Forget...73
Pleasant ballad is played at a relaxed tempo by the ork. Kenny Gardner chants the lyrics with his accustomed smoothness. (Elmore White)
JANE TURZY-GRADY MARTIN AND THE SLEW FOOT FIVE Call Me Up...73
DECCA 28792 - Thrush offers the left-handed invitation to romance with wit and sparkle. Side could prove profitable in juke boxes and should earn some deejay attention. (Advanced, ASCAP)
I've Got a Letter...71
Bouncy ditty is warbled gracefully by Miss Turzy to appropriately hokey backing by the ork. (Frank, ASCAP)
RICHARD TUCKER Carlissima...73
COLUMBIA 40040-A tender love ballad sung by the well-known Metropolitan Opera tenor. The English and Italian lyrics are sung effortlessly and with great charm and will not fail to please Tucker's public. His first pop effort. (Kellm, ASCAP)
The Loveliness of You...70
Song on the flip is built up along semi-operatic lines and offers Tucker more of an opportunity for pyrotechnics. For those who like their ballads charged with heavy emotion and melodramatic vocal display, this is their dish. (Geo. Simon, ASCAP)
DICK FREITAS ORK Baleric...72
JUBILEE 6043-Graceful, Latin-styled instrumental may catch. Jockeys will give this reading by Dick Freitas a whirl.
Zip...70
Novelty instrumental has a lot of zip, as the title suggests. Modern in conception, it's a smartly turned out performance. (BVC, ASCAP)
SPIKE JONES God Bless Us All...71
V 47-5413-This is more fast and good coverage of the Brucie Weil item which has stirred up the trade. If the Weil disk really happens, then this one will jump in for some of the action, tho the George Rock reading as a moppet singer may sound a little phoney to some people who expect yocks from Jones-not semi-sacred material. (Brewster, BMI)
I Just Love My Mommy...67
Another ditty about a little one saying his prayers doesn't measure up to the top side as material, tho Jones and thrush Marian Richman are okay. (Mellin, BMI)
RAY McKINLEY ORK Ol' Shank's Mare...70
DECCA 28788-The drummer-orkster who's been in the furniture business in recent years is now back in front of a band. His instrumental and vocal efforts on this bounce item is typical of what he's turned out in previous disk efforts. His beat is still there-and big beat. (Hub, ASCAP)
Rhythm-a-Tic...70
The ork gets off a slick reading of a neat little bouncer with some of the sounds identified with the Billy May ork. McKinley handles the vocal in his own capable style. (Hub, ASCAP)
RUSS MORGAN ORK Famous (Fiddlin') Polka...70
DECCA 28790-A bright little pop polka item is capably handled by the

Number of Releases This Week

(Listed Alphabetically by Label)
Table with 4 columns: Label, Pop, C&W, R&B
ATLANTIC 2, BELMONT 1, CAPITOL 3, CHANCE 1, COLUMBIA 6, CORAL 1, DECCA 5, DOMINION 1, DOT 2, HUB 1, IMPERIAL 3, INTRO 1, JUBILEE 2, KEM 1, LLOYDS 1, MASTER 1, MERCURY 2, M-G-M 1, RCA VICTOR 1, SUN 1
TOTAL 29 14 8

Morgan ork and gang-sing-style choral group. Should be of some interest to ops. (Claremont, BMI)
Mountain Laurel Polka...70
Another rousing effort in the same vein with a big-sounding ork. Treatment and results are the same. (Glenmore, ASCAP)

ERROL GARNER My Ideal...70
COLUMBIA 40043-Here are some more ultra-lovely pianistics by the master of this type of instrumental stuff. Garner will undoubtedly please the musicianly crowd with this reading of the oldie and could also get a good hunk of pop business if the disk is exposed on enough pop deejay shows. (Famous, ASCAP)
St. Louis Blues...70
More of the same stuff here as Garner tackles another great standard. He handles this moodily. (Handy Bros. Music, ASCAP)

BABY PAM God Bless Us All...70
MERCURY 70207 - Here's another quick coverage on the ditty which stirred up at least a trade hype. Mercury's moppet is about as effective as those on other versions. Should get a share of any action which may turn up on the song. (Brewster, BMI)
I Wanna Go to School...63
This is strictly for the kids. It's the little gal singing about wanting to go to school, tho she's not yet five years old. (Brandom, ASCAP)
(Continued on page 39)

Sacred

MADDOX BROS. AND ROSE The Unclouded Day...76
DECCA 28784-The group sings with conviction and musical style as they anticipate the life of the world beyond. This is a first-class interpretation of some powerful material and should do a handsome business in the sacred market. (Wallace Fowler, BMI)
I'll Be No Stranger There...77
The flip follows out the theme of the previous side. It also has an easy, rolling rhythm and is a beautifully harmonized effort by the group. (Four Star Sales, BMI)

DON RUTLEDGE Lord, Keep Your Hand on Me...75
SINGSPIRATION 3113 - The tenor voice of Don Rutledge is heard in a warm hymn of faith. Tune is melodious, and backing by the ork is pleasant.
Ship Ahoy...74
An interesting religious ballad, projected strongly by the chanter. Many shoppers for sacred disks should like the coupling presented on this disk.

PHIL KERR'S HARMONY CHORUS Dig a Little Deeper...70
SINGSPIRATION 3110-The voices of the large chorus blend harmoniously as they project the inspirational opus. A listenable sacred side.
When God Dips His Love in My Heart...68
Straight and rhythmic singing of the sacred selection comes across appealingly on this waxing.

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-69, Satisfactory; 0-39, Poor

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

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

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

Country & Western

HANK THOMPSON John Henry...82
CAPITOL 2553-Interesting treatment of the folk song by Hank Thompson and the Brazos Valley Boys. Thompson's vocal has excitement. (Brazos, BMI)
Yesterday's Girl...80
Hank Thompson does a standout performance with this side. His vocal has heart-throbbing sincerity, and the ditty itself is a wonderful piece of material. This will stir plenty of excitement and grab loot. (Brazos, BMI)
LEFTY FRIZZELL Two Friends of Mine...80
COLUMBIA 21142 - Lefty Frizzell gives one of his highly individualistic vocal performances. Will get a lot of play. (Hill & Range, BMI)
Before You Go, Make Sure You Know...78
A fetching country item. Rhythmically, the ditty is similar to a ranchero. Lefty Frizzell is in fine form as he cautions his darling to make sure she knows. (Hill & Range, BMI)
JOHNNY HORTON Red Lips and Warm Red Wine...80
MERCURY 70198-This sounds as if it could make noise for the chanter and the label. It's a strong vocal effort by Horton on a fine hunk of country blues material. (Acuff-Rose, BMI)
You, You, You...77
Horton, one of the better country chatters, has a good chance to make some noise with this beautiful country item. He sells the lyrics from note one. Good backing is another asset. (American, BMI)
KITTY WELLS Hey Joe...79
DECCA 28797-Another country item with that ranchero rhythm. Kitty Wells does an excellent vocal to lively backing. Merits plenty of play. Watch it. (Tannen, BMI)
My Cold, Cold Heart Is Melted Now...79
The late Hank Williams collaborated on this tune, which is essentially "Cold, Cold Heart." Kitty Wells gives it a fine rendition, with plenty of warmth. (Acuff-Rose, BMI)
AUTRY INMAN A Dear John Letter...75
DECCA 28798 - Inman covers the current hit by Jean Shepard with a lively performance that ought to share in the loot that this tune is grabbing in the various versions now available. (Central, BMI)
Brown Eyed Baby...73
The folk chanter describes his sweetheart in a swiny ballad that has cute lyrics, a smooth vocal and a bright arrangement to recommend it. (Brenner, BMI)
EDDIE HILL Hit and Run Lover...73
MERCURY 70195-Colorful country weeper, this is, with an excellent lyric idea. Disk was produced well, with good sound. One to watch.
High, Wide and Handsome...73
Eddie Hill belts out another good side here. It has beat, but really scores because the lyric is fresh. Like the flip, this side has good production. (Acuff-Rose, BMI)
BILL HARVEY They Call You Honey...71
MASTER 367 - Tune and rendition sound like something out of an old vaudeville bill. Bill Harvey belts out the old-timey lyric. (Fairway, BMI)
Kissable Kate...71
Ditto this side. (Fairway, BMI)
GRIFFIN BROTHERS Move It On Over...71
DOT 1171-The ork comes up with a slick reading in a semi-shuffle beat of a bluesy item which could get some coin. The vocal by one of the boys is well-suited to the entire effort. The ork rocks, too.
Bouncing Home...71
Another big beat effort by the ork-this time it's instrumental all the way.
TIBBY EDWARDS Why Can't You Be Mine?...70
MERCURY 70189 - Edwards has a backwoods sound and style which could please many a buyer. The material is above average, too. (Acuff-Rose, BMI)
Come On Chere...70
Ditty manages to name some of the Louisiana towns in the Cajun territory, tho the ditty doesn't have too much Cajun feeling, despite the title. Edwards impresses with his singing and French. (Acuff-Rose, BMI)

ROCKY STARR Rock-a-Bye Boogie...68
MERCURY 70192 - Good as it is, this coverage on the ditty may be just a bit too late to make much noise. The other versions have been out and selling for some time in both the pop and country markets. Starr, the ork and echo-chamber recordings, are all good. (Terl, ASCAP)
Lonesome Childhood...68
More good blues. Again it sounds like coverage on the original coupling of the "Rock-a-Bye" disk. Starr could do well with this one, since the competition isn't as strong-but then, neither is the material. (Terl, ASCAP)
OLE RASMUSSEN Careful Now...67
CAPITOL 2554-Litling country item with a fetching vocal advises would-be swains. Plenty of beat is put into the arrangement by Ole Rasmussen and His Cornhuskers. (Central, BMI)
Charleston Alley...65
Pleasant and very danceable country instrumental. (Indigo, BMI)
PAUL & ROY I'm Lost Without You...67
MERCURY 70197-The boys develop a good sound here on a waltz item. (Continued on page 39)

Rhythm & Blues

LITTLE JUNIOR'S BLUE FLAMES Feelin' Good...85
SUN 187-The chanter fairly shouts for joy in this happy, rollicking rocker. Beat is catchy thruout, and the slicing contains a few novelty gimmicks that could launch it quickly. The label has a hot entry here that could well earn a bundle of loot. (Delta, BMI)
Fussin' and Fightin' Blues...72
Little Junior does well here too, but the slow blues doesn't have near the impact of the flip side. (Delta, BMI)
THE FLAMINGOS That's My Desire...83
CHANCE 1140-This, of course, is the ditty revived into hit status a few years ago by Frankie Laine. The group comes up with a good reading in ballad style which should get big action. (Mills, ASCAP)
Hurry Home, Baby...80
Boys have a rocker here which they pound out vocally and instrumentally for a likely item. (Joni, BMI)
CARMEN TAYLOR Ding Dong...83
ATLANTIC 1002-The thrush comes up with a mighty likely hunk of wax here in rumba-blues tempo. She delivers a power-house vocal in a raucous, low-down style. Watch this.
Lovin' Daddy...76
Miss Taylor continues to impress with her chanting style of this side. Gal is bound to break thru soon with a real big one. The blues material here is fine.
JOE TURNER Crawdad Hole...76
ATLANTIC 1001-Turner shows his usual powerful style as he tackles this clever slow-jump opus. Side bears watching, since it could easily steer some attention its way.
Honey Hush...74
Another good side to Turner, with a solid beat and movement to add to the excitement. (Progressive, BMI)
PAT VALDELER Baby, Rock Me...70
MERCURY 70201-Good beat-blues material and a strong reading add up to a good hunk of wax for the chanter. (Gallatin, BMI)
Keep Your Hands on Your Heart...68
Valdeler impresses as a first-rate blues shouter. The guy comes off fine on this effort, as he delivers the blues lyric with effectiveness. (Leeds, ASCAP)
BLAZER BOY Waiting for My Baby...70
IMPERIAL 5244-A bright, driving rendition of a blues with a happy ending. Blazer Boy has a fine rich voice that is backed solidly here by the ork. (Commodore, BMI)
Surprise Blues...60
The chanter is less convincing on the flip side. The beat is draggy, and the total effect somewhat monotonous. (Commodore, BMI)
HERB FISHER Cryin' in My Sleep...65
IMPERIAL 5246 - This is a real tear-jerker about a guy who dreams he loses his chick, but wakes up to find it isn't so. (Commodore, BMI)
You Don't Live but Once...62
An exhortation to have fun while you can. Emphasis on this side is on the ork, but it creates little excitement here. (Commodore, BMI)
J. D. EDWARDS Hobo...65
IMPERIAL 5245-A rollicking tune with a strong beat sung by a guy with an itch for travel. Edwards has a rough voice, but he handles the material capably. (Commodore, BMI)
Crying...60
A slow, melancholy blues with a strong Southern flavor. (Commodore, BMI)

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales for week ending August 8

HEY, JOE SITTIN' IN THE SUN	Frankie Laine	40036 • 4-40036
THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
DOWN BY THE RIVER SIDE TAKE ME BACK	The Four Lads	40005 • 4-40005
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
CANDY LIPS LET'S WALK THAT-A-WAY	Doris Day and Johnnie Ray	40001 • 4-40001
CHICKA-BOOM CLOUD LUCKY SEVEN	Guy Mitchell	40035 • 4-40035
YOU YOU YOU NO OTHER LOVE	Ken Griffin	40039 • 4-40039
WHERE THE WINDS BLOW TE AMO	Frankie Laine	40022 • 4-40022
GIGI SHANE	Paul Weston	40014 • 4-40014
KISS ME AGAIN, STRANGER A PURPLE COW	Doris Day	40020 • 4-40020
RUBY PALLADIUM PARTY	Harry James	39994 • 4-39994
TEAR DROP IN THE RAIN BABY, LET ME KINDLE YOUR FLAME	Richard Bowers	40016 • 4-40016
CHEEGAH CHOONEM STICK WITH ME	Rosemary Clooney	40024 • 4-40024
TIPTOE THRU THE TULIPS WITH ME CLARINET POLKA	Jimmy Carroll	40028 • 4-40028
STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 • 4-39981

BEST SELLING FOLK RECORDS

Based on actual sales for week ending August 8

HEY, JOE DARLIN', AM I THE ONE	Carl Smith	21129 • 4-21129
TRADEMARK DO I LIKE IT!	Carl Smith	21119 • 4-21119
THIS ORCHID MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE	Carl Smith	21087 • 4-21087
HIDE ME, ROCK OF AGES THERE'S GLORY ON THE WINNING SIDE	The Chuck Wagon Gang	21133-s • 4-21133-s
IF I SHOULD WANDER BACK TONIGHT DEAR OLD DIXIE	Lester Flatt and Earl Scruggs	21125 • 4-21125
I'LL DANCE AT YOUR WEDDING I'M MAKING LOVE TO A STRANGER	"Little" Jimmy Dickens	21132 • 4-21132
A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU	Marty Robbins	21111 • 4-21111
YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT COLD SHOULDER	Ray Price	21117 • 4-21117
I'D RATHER DIE YOUNG THE NIGHTINGALE SONG	Rose Maddox	21127 • 4-21127
MY MAMA SAID I'LL STAY SINGLE	Vin Bruce	21120 • 4-21120

NEW EXTENDED PLAY RELEASES

HAWAII CALLING—HARRY OWENS with Hilo Hattie and Gil Mershon
Sing Me a Song of the Islands • Hilo Hattie • Hawaii Will Be Paradise Once More • The Cockeyed Mayor of Kaunakakai
B-1713

LA VIE EN ROSE—EDITH PIAF
La vie en rose—Les amants de Paris • Adieu mon coeur • Un refrain courait dans la rue
A-1714

MAMBO BY MORALES
Jungle Mambo • Guili Guili: Humberto Morales • Mambo Riff • Mambo Loco: Nora Morales
B-1715

KEN GRIFFIN'S LATIN AMERICA
El Choclo • Yours • La Golondrina • Siboney
B-1716

GENE AUTRY
Deep in the Heart of Texas • The One Rose • It Makes No Difference Now • When It's Springtime in the Rockies
H-1721

LOUISE MASSEY and the Westerners
Put Your Little Foot Right Out • Little Brown Jug • Starlight Schottische • Honeysuckle Schottische
H-1722

NEW FOLK MUSIC RELEASES

Johnny Bond	I WONDER WHERE YOU ARE TONIGHT LIVE AND LET LIVE 21150 • 4-21150
Ray Price	THE WRONG SIDE OF TOWN WHO STOLE THAT TRAIN 21149 • 4-21149
Eddie Zack and his Dude Ranchers	LITTLE DONKEY YOU KNEW ME WHEN YOU WERE LONELY 21148 • 4-21148

NEW POPULAR ALBUM

KEN GRIFFIN'S LATIN AMERICANA
El Choclo • Yours • Green Eyes • La Paloma
Jalousie • Until Tomorrow • La Golondrina • Siboney
"Lp" CL 6263

COUNTER POINTS

**DON'T MISS JIMMY BOYD'S
GOD BLESS AMERICA
THE RECORD THAT IS SWEEPING THE
COUNTRY**

NEW POPULAR RELEASES

Doris Day with Paul Weston	THIS TOO SHALL PASS AWAY CHOO CHOO TRAIN 40063 • 4-40063
Sammy Kaye	NO STONE UNTURNED IN THE MISSION OF ST. AUGUSTINE 40061 • 4-40061
Percy Faith and Mitch Miller	ELAINE (Gifano) ROSA MARIE 40060 • 4-40060
Ken Griffin	"O" (Oh!) CRYING IN THE CHAPEL 40062 • 4-40062
Champ Butler with Percy Faith	IT HAPPENED ONCE BEFORE YA HA BIBITI BABY 40055 • 4-40055

JIMMY BOYD

**GOD BLESS US ALL
MARCO, THE POLO PONY**

40049 • 4-40049

**COLUMBIA
RECORDS**

Trade Marks "Columbia," "Masterworks," "Entre" © Reg. U. S. Pat. Off. Marcas Registradas

The Billboard Music Popularity Charts

... for Week Ending August 8

THIS WEEK'S BEST BUYS

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

Popular

DRAGNET (Schumann, ASCAP) — Ray Anthony Ork—Capitol 2562

Strongest of this week's selections. Strong movement reported from L. A., St. Louis and Cleveland. Durham, Dallas and Boston say good. Flip is "Dancing in the Dark" (Harms, ASCAP). A previous "New Record to Watch."

EBBTIDE—Frank Chacksfield Ork—London 1358

Complete with sea gulls and lapping waves, this has still to get complete distribution but reports are good where the record is. New York is very strong. So was a Chicago and Cleveland report. Good action in Cincinnati, and it's starting in Boston and Atlanta. It bears some watching in smaller towns since thus far it's proved itself only in big cities. Flip is "Waltzing Bugle Boy."

TOO LONG (Rytvoc, BMI)—Bob Dini—Derby 826

This is recommended primarily for juke

box operators. Sales to operators are reported strong in St. Louis, Boston and Philadelphia. Good in Cincinnati. No retail reports to speak of at the moment. Flip is "Remember Me" (Vogue, BMI). A previous "New Record to Watch."

Country & Western

CARIBBEAN (American, BMI) — Mitchell Torok—Abbott 140

Very strong in Texas, on both Houston and Dallas charts. Also very good reports from L. A., St. Louis and Durham. Flip is "Weep Away" (American, BMI).

LET ME BE THE ONE (Four Star Sales, BMI) —Hank Locklin—Four Star 1641

Very strong in Texas, in both Houston and Dallas-Fort Worth. Cincinnati report also strong. Moving up on national retail chart. Flip is "I'm Tired of Bummin' Around" (Four Star Sales, BMI).

TWO FRIENDS OF MINE (Hill & Range, BMI) **BEFORE YOU GO, MAKE SURE YOU KNOW**

(Hill & Range, BMI) — Lefty Frizzell — Columbia 21142

Good action reported from Eastern Pennsylvania, Cincinnati, Central Tennessee, Durham and Dallas. Almost all activity on "Two Friends." A previous "New Record to Watch."

Rhythm & Blues

DREAMS AND WISHES (Beacon, BMI) **WHEN I MET YOU** (Beacon, BMI)—Crickets—Jay Dee 777

Good movement reported from Philadelphia, Durham, Tennessee, Cleveland, Dallas and Cincinnati. All reports show growing activity. Side preference varies by area. A previous "New Record to Watch."

CHERRY (Pamlee, BMI)—Tab Smith—United 153

Strong in St. Louis. Good in Cincinnati, Cleveland, Chicago, Detroit and L. A. Flip is "I've Had the Blues All Day" (Pamlee, BMI).

NEW RECORDS TO WATCH

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

Popular

TERESA BREWER

Too Young to Tango (Hill & Range, BMI) **Ricochet** (Sheldon, BMI) — Coral 61043—Two fine vocal efforts on tunes well-suited to the thrush. Either one could pop out into a big one. "Tango" was a hillbilly hit several months ago.

HENRI RENE-HUGO WINTERHALTER

The Velvet Glove (E. H. Morris, ASCAP)—RCA Victor 20-5405—Label's two a.&r. staffers combine (Rene on a Musette accordion and Winterhalter conducting) for a very pleasant instrumental. Should catch plenty of air time. Flip is "Elaine" (Hill & Range, BMI).

BOBBY WAYNE

Miserable Love (Goday, BMI) — Mercury 70211—Wayne pulls out the stops on a rousing hand-clapper type performance. Could pull a lot of action. Flip is "His Business Is Love."

Country & Western

KITTY WELLS

My Cold, Cold Heart Is Melted Now (Acuff-Rose, BMI) — Decca 28797 — A re-write on "Cold, Cold Heart" is warmly handled by the thrush. Some good reports already received on this. Flip is "Hey, Joe" (Tannen, BMI).

FERLIN HUSKY

You'll Die a Thousand Deaths (Central, BMI) — Capitol 2558 — A real tear-jerker, and singer warbles it for all he's worth in his distinctive style. Bears close watching. Flip is "How Much Are You Mine" (Central, BMI).

Rhythm & Blues

FAYE ADAMS

Shake a Hand—Herald 416—There's very good action already reported from Philadelphia, Cleveland and Durham on this side. Flip is "I've Gotta Leave You."

Popular Album

ANDRE KOSTELANETZ

Music of Cole Porter—Columbia ML 4682—The combination of this music interpreted by the solid-selling ork leader seems likely to add up to some more healthy sales.

Jazz Album

JAZZ AT THE PHILHARMONIC (Vol. 15)—Mercury MG Vol. 15—This is a complete taping of the last JATP concert in Carnegie Hall except for the Ella Fitzgerald portion (who is, of course, under contract to Decca). It's a three-record package and should find a ready market with jazz devotees.

COMING UP IN THE TRADE

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

(Listed Alphabetically)

Popular

CRYING IN THE CHAPEL
The Orioles—Jubilee 5122**DON'T TAKE YOUR LOVE FROM ME****UNDER PARIS SKIES**
Three Suns—RCA Victor 20-5347**ETERNALLY**
Vic Damone—Mercury 70186**FALSE LOVE**
Four Aces—Decca 28744**A FOOL WAS I**
IF LOVE IS GOOD TO ME
Nat (King) Cole—Capitol 2540**FOR ME, FOR ME**
THUNDER AND LIGHTNING
Georgia Gibbs—Mercury 70172**FRACTURED**
PAT-A-CAKE
Bill Haley's Comets—Essex 327**HEY, JOE!**
Frankie Laine—Columbia 40036**I LOVE PARIS**
GIGI
Les Baxter Ork—Capitol 2479**IF YOU WERE MINE**
SONG OF INDIA
Mario Lanza—RCA Victor 10-4209**LIGHTHOUSE**
I LOVE TO JUMP
Rusty Draper—Mercury 70188**PRETTY BUTTERFLY**
Mills Brothers—Decca 28736**THREE LITTLE PIGS**
LITTLE RED RIDING HOOD
Al (Jazzbo) Collins—Brunswick 86001**TONIGHT, LOVE**
Bill Darnell—Decca 28706**TOYS**
Eileen Barton—Coral 61019**TROPICANA**
Monte Kelly—Essex 325
YOU'RE FOOLING SOMEONE
MY LOVE, MY LOVE
Joni James—M-G-M 11543

Country & Western

DANNY BOY
THERE'S A RAINBOW IN EVERY TEARDROP
Slim Whitman—Imperial 8201**DATIN'**
NOBODY ASKED ME TO DANCE
Sunshine Ruby—RCA Victor 20-5374**FOR NOW AND ALWAYS**
A MESSAGE FROM THE TRADEWINDS
Hank Snow—RCA Victor 20-5380**HOT DOG RAG**
THAT OLD RIVER LINE
Red Foley—Decca 28759**I'M WALKING BEHIND YOU-ALL**
Homer & Jethro—RCA Victor 20-5372**PRIVATE PROPERTY**
Johnnie and Jack—RCA Victor 20-5357**TENNESSEE WIG WALK**
HAND-ME-DOWN HEART
Bonnie Lou—King 1237**MY WASTED PAST**
DON'T BRUSH THEM ON ME
Ernest Tubb—Decca 28777

Rhythm & Blues

DRAGNET BLUES
Johnny Moore—Modern 910**EARLY IN THE MORNING**
Roy Milton—Specialty 464**I'LL HELP YOU, BABY**
Christine Kittrell—Republic 7044**MELANCHOLY SERENADE**
WHAT! NO PEARLS
Earl Bostic—King 4644**MY DEAR, DEAREST DARLING**
The Five Willows—Allen 100**MY LEAN BABY**
Dinah Washington—Mercury 70175**RENT MAN BLUES**
Mercy Dee—Specialty 466**THAT'S MY DESIRE**
HURRY HOME, BABY
The Flamingos—Chance 1140**WHY, OH WHY?**
The Kings—Jax 314**YOU CAN'T KEEP A GOOD MAN DOWN**
The Dominoes—Federal 12139

CURRENT TOP RECORDS

See page 30 for the current top pop records.
See page 35 for the current top c.&w. records.
See page 38 for the current top r.&b. records.

TA TA TA TA TA

**A GREAT
RECORD BY**

**VIC
DAMONE**



coupled with SIMONETTA

MERCURY 70186 • 70186X45



The Billboard Music Popularity Charts

... for Week Ending August 8

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. VAYA CON DIOS—L. Paul-M. Ford...	1	9
Johnny—Cap 2486—ASCAP		
2. I'M WALKING BEHIND YOU—	2	15
E. Fisher Just Another Polka—V 20-5293—ASCAP		
3. NO OTHER LOVE—P. Como.....	3	9
Keep It Gay—V 20-5317—ASCAP		
4. YOU, YOU, YOU—Ames Brothers....	6	8
Once Upon a Tune—V 20-5325—BMI		
5. P. S.: I LOVE YOU—Hilltoppers.....	4	8
I'd Rather Die Young—Dot 15085—ASCAP		
6. SONG FROM MOULIN ROUGE—	5	20
P. Faith Swedish Rhapsody—Col 39944—BMI		
7. OH—Pee Wee Hunt.....	7	6
San—Cap 2442—ASCAP		
8. C'EST SI BON—E. Kitt.....	9	20
African Lullaby—V 20-5358—ASCAP		
9. WITH THESE HANDS—E. Fisher.....	11	6
When I Was Young—V 20-5365—ASCAP		
10. GAMBLER'S GUITAR—R. Draper.....	10	7
Free Home Demonstration—Mercury 70167—BMI		
11. APRIL IN PORTUGAL—L. Baxter.....	8	20
Suddenly—Cap 2374—ASCAP		
12. CRYING IN THE CHAPEL—D. Glenn..	12	5
Hang Up That Telephone—Valley 105—BMI		
13. CRYING IN THE CHAPEL—J. Valli... 18	3	
Love Every Moment You Live—V 20-5368—BMI		
14. HALF A PHOTOGRAPH—K. Starr.... 14	10	
Allez Vous En—Cap 2464—BMI		
15. LIMELIGHT (Terry's Theme)—	13	10
F. Chacksfield Limelight (Ballet Music)—London 1324—ASCAP		
16. I'D RATHER DIE YOUNG—Hilltoppers 15	10	
I Love You—Dot 15085—ASCAP		
17. ALLEZ VOUS EN—K. Starr..... 17	7	
Half a Photograph—Cap 2464—ASCAP		
18. CRYING IN THE CHAPEL—Rex Allen 19	2	
I Thank the Lord—Dec 28758—BMI		
19. RUBY—R. Hayman..... 16	19	
Dansero—Mercury 70146—ASCAP		
20. RUBY—L. Baxter..... —	9	
Little Love—Cap 2457—ASCAP		

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. I'M WALKING BEHIND YOU	1	15
E. Fisher Just Another Polka—V 20-5293—ASCAP		
2. VAYA CON DIOS—L. Paul-M. Ford....	2	8
Johnny—Cap 2486—ASCAP		
3. SONG FROM MOULIN ROUGE—	3	17
P. Faith Swedish Rhapsody—Col 39944—BMI		
3. YOU, YOU, YOU—Ames Brothers.....	5	7
Once Upon a Tune—V 20-5325—BMI		
5. NO OTHER LOVE—P. Como.....	4	7
Keep It Gay—V 20-5317—ASCAP		
6. P. S.: I LOVE YOU—Hilltoppers.....	7	8
I'd Rather Die Young—Dot 15085—ASCAP		
6. OH—P. W. Hunt.....	9	5
San—Cap 2442—ASCAP		
8. APRIL IN PORTUGAL—L. Baxter.....	6	17
Suddenly—Cap 2374—ASCAP		
9. WITH THESE HANDS—E. Fisher.....	11	6
When I Was Young—V 20-5365—ASCAP		
10. GAMBLER'S GUITAR—R. Draper	12	7
Free Home Demonstration—Mercury 70167—BMI		
11. SAY YOU'RE MINE AGAIN—P. Como	8	16
My One and Only Heart—V 20-5277—BMI		
12. CRYING IN THE CHAPEL—D. Glenn..	19	2
Hang Up That Telephone—Valley 105—BMI		
13. HALF A PHOTOGRAPH—K. Starr....	10	11
Allez Vous En—Cap 2464—BMI		
14. RUBY—R. Hayman.....	13	12
Dansero—Mercury 70146—ASCAP		
14. CRYING IN THE CHAPEL—Rex Allen	13	3
I Thank the Lord—Dec 28758—BMI		
14. BUTTERFLIES—P. Page.....	19	5
This Is My Song—Mercury 70183—ASCAP		
14. CRAZY MAN CRAZY—	—	10
B. Haley's Comets What'Cha Gonna Do—Essex 321—BMI		
18. SEVEN LONELY DAYS—G. Gibbs....	15	23
If You Take My Heart Away—Mercury 70095—ASCAP		
18. I'D RATHER DIE YOUNG—Hilltoppers	15	6
I Love You—Dot 15085—ASCAP		
18. RUBY—L. Baxter.....	—	11
Little Love—Cap 2457—ASCAP		

Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart
1. NO OTHER LOVE—P. Como.....	2	8
Keep It Gay—V 20-5317—ASCAP		
2. VAYA CON DIOS—L. Paul-M. Ford...	1	8
Johnny—Cap 2486—ASCAP		
3. I'M WALKING BEHIND YOU—	3	14
E. Fisher Just Another Polka—V 20-5293—ASCAP		
4. P. S.: I LOVE YOU—Hilltoppers.....	5	10
I'd Rather Die Young—Dot 15085—ASCAP		
5. YOU, YOU, YOU—Ames Brothers.....	6	7
Once Upon a Tune—V 20-5325—BMI		
6. SONG FROM MOULIN ROUGE—	4	17
P. Faith Swedish Rhapsody—Col 39944—BMI		
7. GAMBLER'S GUITAR—R. Draper.....	7	6
Free Home Demonstration—Mercury 70167—BMI		
8. C'EST SI BON—E. Kitt.....	9	5
African Lullaby—V 20-5358—ASCAP		
9. CRYING IN THE CHAPEL—J. Valli..	12	3
Love Every Moment You Live—V 20-5368—BMI		
10. WITH THESE HANDS—E. Fisher.....	10	5
When I Was Young—V 20-5365—ASCAP		
11. OH—P. W. Hunt.....	8	5
San—Cap 2442—ASCAP		
12. HALF A PHOTOGRAPH—K. Starr..	11	7
Allez Vous En—Cap 2464—BMI		
13. CRYING IN THE CHAPEL—D. Glenn..	15	2
Hang Up That Telephone—Valley 105—BMI		
14. ETERNALLY—V. Damone.....	12	2
Simonetta—Mercury 70186—ASCAP		
15. RUBY—R. Hayman.....	14	18
Dansero—Mercury 70146—ASCAP		
16. BLUE CANARY—D. Shore.....	17	3
Eternally—V 20-5390—ASCAP		
17. APRIL IN PORTUGAL—L. Baxter....	16	19
Suddenly—Cap 2374—ASCAP		
17. CRYING IN THE CHAPEL—R. Allen..	—	1
I Thank the Lord—Dec 28758—BMI		
19. BUTTERFLIES—P. Page.....	—	3
This Is My Song—Mercury 70183—ASCAP		
19. TROPICANA—M. Kelly.....	—	1
Life in New York—Essex 325—BMI		

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

This Week	Last Week	Weeks on Chart
33 1/3 R.P.M.		
1. MUSIC FOR LOVERS ONLY—J. Gleason—Cap H-352.....	1	31
2. ME AND JULIET—Original Cast—V LCC-1012.....	3	7
3. HANS CHRISTIAN ANDERSEN—D. Kaye-G. Jenkins—Dec DL-5433.....	2	31
4. CAN CAN—Original Cast—Cap S-452.....	4	6
5. MUSIC FROM HOLLYWOOD—P. Faith—Col CL-6255.....	5	4
6. EARTHA KITT—E. Kitt—V LPM-3062.....	8	2
7. GENTLEMEN PREFER BLONDES—J. Russell-M. Monroe—M-G-M E-208.....	—	1
8. LIBERACE AT THE PIANO—Liberace—Col CL-6217.....	10	49
9. LIBERACE BY CANDLELIGHT—Liberace—Col CL-6251.....	7	5
9. LOVER'S RHAPSODY—J. Gleason—Cap H-366.....	—	2
45 R.P.M.		
1. MUSIC FOR LOVERS ONLY—J. Gleason—Cap EPB-352.....	1	26
2. EARTHA KITT—E. Kitt—V EPB-3062.....	4	3
3. LIBERACE BY CANDLELIGHT—Liberace—Col B-336.....	5	6
4. HANS CHRISTIAN ANDERSEN—D. Kaye-G. Jenkins—Dec 9-364.....	2	29
5. ME AND JULIET—Original Cast—V ECC-1012.....	6	6
6. BY THE LIGHT OF THE SILVERY MOON—Doris Day—Col B-334.....	3	15
7. LIBERACE AT THE PIANO—Liberace—Col B-308.....	7	20
8. MUSIC FROM HOLLYWOOD—P. Faith—Col B-1692; Col B-1693.....	8	3
8. CAN CAN—Original Cast—Cap EDM-452.....	9	4
10. GENTLEMEN PREFER BLONDES—J. Russell-M. Monroe—M-G-M X-208.....	—	1

Best Selling Children's Records

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throught the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

This Week	Last Week	Weeks on Chart
1. PETER PAN (2)—B. Driscoll-Original Cast—V VY-4001.....	1	25
2. HANS CHRISTIAN ANDERSEN (4)—D. Kaye—Decca A-919.....	3	25
3. DOGGIE IN THE WINDOW (1)—Patti Page—Mercury 70070.....	2	17
4. ROBIN HOOD (2)—B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins—Cap DBX-3138.....	11	49
5. TELL ME A STORY (1)—J. Boyd-F. Laine—Col MJV-161.....	4	14
6. PETER AND THE WOLF (2)—Sterling Holloway—V Y-386.....	8	108
6. LITTLE RED MONKEY (1)—R. Clooney—Col MJV-164.....	—	12
8. TWEETY PIE (1)—M. Blanc-B. May—Cap CAS-3074.....	5	25
8. CINDERELLA (2)—I. Woods & Others—V Y-399.....	—	176
10. TRAIN TO THE ZOO (1)—N. Rose—Children's Guild 1001.....	6	49
10. NURSERY RHYMES (2)—Frank Luther—Dec CS-5.....	—	7
12. THUMBELINA (1)—D. Kaye-G. Jenkins—DEC K-96.....	6	3
13. DENNIS THE MENACE (1)—R. Clooney-J. Boyd—Col 39988.....	8	8
13. SNOW WHITE AND DOPEY (1)—Dennis Day—V Y-448.....	11	74
13. BOZO HAS A PARTY (2)—B. May Ork-P. Colvig—Cap DBX-3133.....	11	44



SALES GROW WHEN YOU GO 45

THEY CAN DANCE TO

BUDDY MORROW'S DRAGNET

c/w **YOUR MOUTH'S GOT A HOLE IN IT**
20/47-5398

The SELLING Version of the Fast-Breaking Novelty Hit!



8 GREAT STARS + 8 GREAT SONGS
IN ONE GREAT ALBUM!
"TOP POPS"

The Ames Bros.—You, You, You • Perry Como—No Other Love • Eddie Fisher—With These Hands • Homer & Jethro—I'm Walking Behind You-All • Eartha Kitt—C'est Si Bon • Dinah Shore—Blue Canary • The Three Suns—Don't Take Your Love From Me • June Valli—Crying in the Chapel.
45 EP EPB-3173—10" LP LPM-3173

NEW RELEASES

RCA Victor—Release #53-33

POPULAR

THE VELVET GLOVE

ELAINE (Gitane)

Henri Rene and Hugo Winterhalter
Musette Accordion: Henri Rene

20-5405 (47-5405)*

ONE STEP

(Toward The Lord)

INVISIBLE HANDS

The Three Suns
Vocal: Mary Mayo and Buddy Nee

20-5417 (47-5417)*

CUMANA

EL CUMBANCHERO

Al Caiola with Rhythm

20-5400 (47-5400)*

SACRED

IT TOOK A MIRACLE

HIS EYE IS ON THE SPARROW

George Beverly Shea with Orch.
and Choir cond. by Marvin Hughes

20-5401 (47-5401)*

COUNTRY/WESTERN

MAYBE I WAS WRONG

I FEEL THE BLUES COMIN' ON

Elton Britt20-5402 (47-5402)*

MANHUNT (Dragnet Closing in on Me)

TUMBLING TUMBLEWEEDS

Bob Nolan20-5403 (47-5403)*

CARIBBEAN

AS GOD IS MY WITNESS

Eddie Kirk20-5412 (47-5412)*

RHYTHM/BLUES

IT WENT DOWN EASY

WHY DO THESE THINGS HAVE TO BE

Melvin Smith20-5406 (47-5406)*

DON'T TAKE ME FOR A FOOL

TWO GUITAR BOOGIE

Rene Hall Orchestra

Vocal: Courtland Carter
.....20-5407 (47-5407)*

*45 rpm cat. nos.

BEST SELLERS

POPULAR

You, You, You/Once Upon a Tune

Ames Brothers20-5325 (47-5325)

C'est Si Bon/African Lullaby

Eartha Kitt20-5358 (47-5358)

I'm Walking Behind You/Just Another Polka

Eddie Fisher20-5293 (47-5293)

No Other Love/Keep It Gay

Perry Como20-5317 (47-5317)

Crying in the Chapel/Love Every Moment You Live

June Valli20-5368 (47-5368)

With These Hands/When I Was Young

Eddie Fisher20-5365 (47-5365)

Don't Take Your Love From Me/Under Paris Skies

The Three Suns20-5347 (47-5347)

I'm Walking Behind You-All/Mexican Joe No. 6 1/2

Homer & Jethro20-5372 (47-5372)

Blue Canary/Eternally

Dinah Shore20-5390 (47-5390)

Relax/Caribbean

Tony Martin20-5414 (47-5414)

If You Were Mine/Song of India

Mario Lanza10-4209 (49-4209)

There Must Be a Way/The Hard Way

Dolores Martel20-5399 (47-5399)

Say You're Mine Again/My One and Only Heart

Perry Como20-5277 (47-5277)

Dragnet/Mama Don't Want No Rice, No Peas

Buddy Morrow20-5398 (47-5398)

Rub-A-Dub-Dub/The Stop and Kiss Dance

Ralph Flanagan20-5361 (47-5361)

COUNTRY/WESTERN

For Now and Always/A Message From the Tradewinds

Hank Snow20-5380 (47-5380)

Rock-A-Bye Boogie/I Forgot More Than You'll Ever Know

Davis Sisters20-5345 (47-5345)

Private Property/Don't Say Goodbye If You Love Me

Johnnie & Jack20-5375 (47-5375)

How's the World Treating You/Free Home Demonstration

Eddy Arnold20-5305 (47-5305)

Dalin'/Nobody Asked Me To Dance

Sunshine Ruby20-5374 (47-5374)

Spanish Fire Ball/Between Fire and Water

Hank Snow20-5296 (47-5296)

Too Young To Tango/Hearts Weren't Meant To Be Broken

Sunshine Ruby20-5250 (47-5250)

The Cannonball Yodel/Broken Wings

Elton Britt20-5251 (47-5251)

Did I Do Wrong/That Love Makin' Melody

Wade Ray20-5377 (47-5377)

The Long Way/I'll Trade Yours for Mine

Hawkshaw Hawkins20-5333 (47-5333)

RHYTHM/BLUES

Greedy Pig/It Rains

Buddy Lucas20-5396 (47-5396)

Beginning to Miss You/Rhythm in the Breeze

John Greer20-5370 (47-5370)

Squeeze Me/Rock Bottom

Milt Trenier20-5275 (47-5275)

RED SEAL ALBUMS

Beethoven's Ninth Symphony

Toscanini and NBC Symphony .LM-6009

Mario Lanza Sings

.....LM-7015

Rachmaninoff's Second Piano Concerto

Artur Rubinstein, the NBC Symphony

Orch., Golschmann conducting
.....LM-1005

The Great Caruso

Mario LanzaLM-1127

Gaite Parisienne

Arthur Fiedler and the
Boston PopsLM-1001

Grofe's Grand Canyon Suite

Toscanini and the NBC
SymphonyLM-1004

ALBUM

TOP POPS

Eight top stars LPM-3173 EPB-3173*

Eight top tunes



**LADDER OF
Best Sellers
FROM
King
AND
Federal
RECORDS**

Popular

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

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

STEVE LAWRENCE
KING FOR A DAY
YOU CAN'T HOLD A MEM-
ORY IN YOUR ARMS
1252 and 45-1252

Folk/Western

MOON MULLICAN
I DONE IT
GRANDPA STOLE MY
BABY
1244 and 45-1244

CHARLIE GORE
OH! MIS'ERABLE LOVE
I DIDN'T KNOW
1256 and 45-1256
EACH TIME I PRAY
I KNOW SOMETHIN'
1218 and 45-1218

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

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

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

Rhythm/Blues

TINY BRADSHAW
OFF AND ON
FREE FOR ALL
4647 and 45-4647

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

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

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

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

Federal

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

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

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

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

DISTRIBUTED BY



The Billboard's Music Popularity Charts

... For Week Ending August 8

Territorial Best Sellers (Popular)

This Week's New Territorial Best Sellers to Watch

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

- Boston**... DEAR JOHN LETTER P. O'Day, M-G-M 11566
Detroit... THREE LITTLE PIGS A. (Jazzbo) Collins, Brunswick 86001
St. Louis... SONG OF INDIA M. Lanza, Victor 10-4209

Territorial Best Sellers

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

Atlanta

- For Me, for Me G. Gibbs, Mercury
- No Other Love P. Como, Victor
- Crying in the Chapel J. Valli, Victor
- Vaya Con Dios L. Paul & M. Ford, Capitol
- You, You, You Ames Brothers, Victor
- Gambler's Guitar R. Draper, Mercury
- P. S.: I Love You Hilltoppers, Dot
- C'Est Si Bon E. Kitt, Victor
- Anna S. Mangano, M-G-M

Boston

- Dear John Letter P. O'Day, M-G-M
- No Other Love P. Como, Victor
- Vaya Con Dios L. Paul-M. Ford, Capitol
- I'm Walking Behind You E. Fisher, Victor
- Song From Moulin Rouge P. Faith, Columbia
- Hey Joe F. Laine, Columbia
- Crying in the Chapel Rex Allen, Decca
- C'Est Si Bon E. Kitt, Victor
- Crying in the Chapel D. Glenn, Valley
- Oh P. W. Hunt, Capitol

Chicago

- You, You, You Ames Brothers, Victor
- Vaya Con Dios L. Paul-M. Ford, Capitol
- No Other Love P. Como, Victor
- Crying in the Chapel J. Valli, Victor
- C'Est Si Bon E. Kitt, Victor
- I'm Walking Behind You E. Fisher, Victor
- Ruby R. Hayman, Mercury
- Oh P. W. Hunt, Capitol
- P. S.: I Love You Hilltoppers, Dot
- Allez Vous En K. Starr, Capitol

Cincinnati

- No Other Love P. Como, Victor
- I'm Walking Behind You E. Fisher, Victor
- Vaya Con Dios L. Paul-M. Ford, Capitol
- P. S.: I Love You Hilltoppers, Dot
- Song From Moulin Rouge P. Faith, Columbia
- You, You, You Ames Brothers, Victor
- C'Est Si Bon E. Kitt, Victor
- April in Portugal R. Hayman, Mercury
- Gambler's Guitar R. Draper, Mercury
- This is My Prayer D. Noel, Decca

Dallas-Ft. Worth

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

Atlanta

- P. S.: I Love You Hilltoppers, Dot
- No Other Love P. Como, Victor
- Crying in the Chapel D. Glenn, Valley
- Limelight (Terry's Theme) E. Chacksfield, London
- Anna S. Mangano, M-G-M

Denver

- I'm Walking Behind You E. Fisher, Victor
- Song From Moulin Rouge P. Faith, Victor
- Vaya Con Dios L. Paul-M. Ford, Capitol
- P. S.: I Love You Hilltoppers, Dot
- You, You, You Ames Brothers, Victor
- I'd Rather Die Young Hilltoppers, Dot
- Limelight (Terry's Theme) F. Chacksfield, London
- Butterflies P. Page, Mercury
- Ruby R. Hayman, Mercury

Detroit

- Oh P. W. Hunt, Capitol
- Vaya Con Dios L. Paul-M. Ford, Capitol
- Crying in the Chapel D. Glenn, Valley
- No Other Love P. Como, Victor
- P. S.: I Love You Hilltoppers, Dot
- Crying in the Chapel J. Valli, Victor
- C'Est Si Bon E. Kitt, Victor
- Three Little Pigs A. (Jazzbo) Collins, Brunswick
- With These Hands E. Fisher, Victor
- Little Red Riding Hood A. (Jazzbo) Collins, Brunswick

Los Angeles

- Vaya Con Dios L. Paul-M. Ford, Capitol
- No Other Love P. Como, Victor
- C'Est Si Bon E. Kitt, Victor
- You You You Ames Brothers, Victor
- Song From Moulin Rouge P. Faith, Columbia
- I'm Walking Behind You E. Fisher, Victor
- I Love Paris L. Baxter, Capitol
- April in Portugal L. Baxter, Capitol
- Allez Vous En K. Starr, Capitol
- Ruby L. Baxter, Capitol

New Orleans

- Crying in the Chapel D. Glenn, Valley
- Oh P. W. Hunt, Capitol
- Vaya Con Dios L. Paul-M. Ford, Capitol
- No Other Love P. Como, Victor
- I'm Loved Liberate, Columbia
- Gambler's Guitar R. Draper, Mercury
- P. S.: I Love You Hilltoppers, Dot
- Half A Photograph K. Starr, Capitol

New York

- I'm Walking Behind You E. Fisher, Victor
- No Other Love P. Como, Victor
- Song From Moulin Rouge P. Faith, Columbia
- Limelight (Terry's Theme) F. Chacksfield, London
- P. S.: I Love You Hilltoppers, Dot
- Vaya Con Dios L. Paul & M. Ford, Capitol
- April in Portugal L. Baxter, Capitol
- With These Hands E. Fisher, Victor
- Gambler's Guitar R. Draper, Mercury
- Anna S. Mangano, M-G-M

Philadelphia

- I'm Walking Behind You E. Fisher, Victor
- Vaya Con Dios L. Paul-M. Ford, Capitol
- No Other Love P. Como, Victor
- You You You Ames Brothers, Victor
- Half A Photograph K. Starr, Capitol
- Crying in the Chapel Orioles, Jubilee
- Song From Moulin Rouge P. Faith, Columbia
- P. S.: I Love You Hilltoppers, Dot
- Gambler's Guitar R. Draper, Mercury
- April in Portugal L. Baxter, Capitol

Pittsburgh

- You You You Ames Brothers, Victor
- No Other Love P. Como, Victor
- Crying in the Chapel D. Glenn, Valley
- Vaya Con Dios L. Paul-M. Ford, Capitol
- Don't Take Your Love From Me Three Suns, Victor
- With These Hands E. Fisher, Victor
- My Love My Love J. James, M-G-M
- Oh P. W. Hunt, Capitol

St. Louis

- Oh P. W. Hunt, Capitol
- Crying in the Chapel Rex Allen, Decca
- Little Red Riding Hood A. (Jazzbo) Collins, Brunswick
- With These Hands E. Fisher, Victor
- Tropicana M. Kelly, Essex
- Vaya Con Dios L. Paul-M. Ford, Capitol
- Gambler's Guitar R. Draper, Mercury

- No Other Love P. Como, Victor
- Song of India M. Lanza, Victor

Seattle

- You You You Ames Brothers, Victor
- Vaya Con Dios L. Paul-M. Ford, Capitol
- Song From Moulin Rouge P. Faith, Columbia
- Oh P. W. Hunt, Capitol
- April in Portugal L. Baxter, Capitol
- No Other Love P. Como, Victor
- P. S.: I Love You Hilltoppers, Dot

Washington-Baltimore

- Vaya Con Dios L. Paul-M. Ford, Capitol
- I'm Walking Behind You E. Fisher, Victor
- C'Est Si Bon E. Kitt, Victor
- With These Hands E. Fisher, Victor
- Song From Moulin Rouge P. Faith, Columbia
- You You You Ames Brothers, Victor
- Crying in the Chapel J. Valli, Victor
- Limelight (Terry's Theme) F. Chacksfield, London
- No Other Love P. Como, Victor
- I'd Rather Die Young Hilltoppers, Dot

Columbia Preps

Continued from page 15

dramatization of the lives of the writers with narration by Milton Cross. The music will be played by an orchestra composed largely of members of the New York Philharmonic conducted by Rudolph Goehr. They will be issued in packages of two 10-inch 78's at \$2.14 and one EP at \$1.47. Two sets will be coupled on a 10-inch LP and offered at \$3. The first entry will feature the music and life of Mozart and will be followed by a similar treatment of Haydn, with others due later. Scripts are by Diane Young.

Another new series to be debuted by Columbia in September is a 49-cent "Junior" line, to be offered at both 45 and 78 r.p.m. speeds. Standard kiddie material will be used and the initial release will comprise 15 titles.

Krasno has also pacted Tom Glazer for a series of activity records for pre-school children to be sold at 98 cents each. Lu Ann Simms, too, has been signed to cut kiddie sides.

Further action in the category includes the addition of 12 new titles this fall to Columbia's "Playtime" 25-cent line and the transference of much catalog material to EP. The diskery is now preparing a new and comprehensive catalog devoted to its kiddie records.

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Mike Pedicin Quartet

TC 5009

Manufactured by Gotham Record Corp.

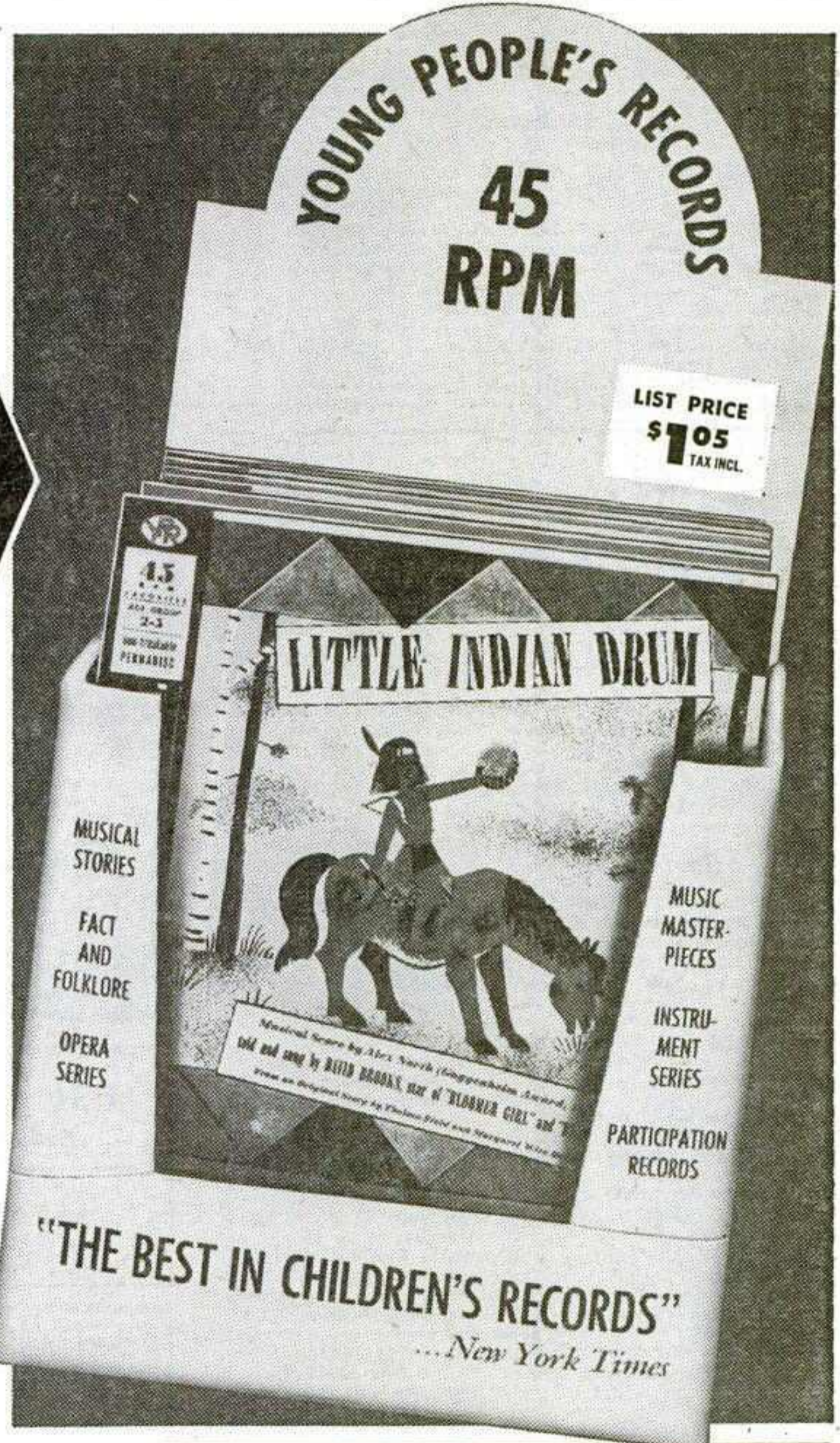
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MUFFIN IN THE COUNTRY... YPR 603. Sounds of the country as heard by a little dog from "The Country Noisy Book..."



THE LITTLE FIREMAN... YPR 615. Dramatic play record about fire engines and firemen.



CIRCUS COMES TO TOWN... YPR 713. A circus record with all the fanfare and excitement.



THE LITTLE COWBOY... YPR 716. Real cowboy experiences... dramatic play with plenty of song and story.

"Excellent standards of test and musical value..." *New York Times*
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 "A major cultural achievement..." *The National Critics Award*

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The Billboard's Music Popularity Charts

Classical Records

... For Week Ending August 8

Best Selling Classics

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

This Week	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri- man, J. Pearce, N. Scott, R. Shaw, Chorale; A. Tos- canini, conductor, NBC Symphony Ork. V(33)LM-6009	1	44
2.	MUSIC OF VICTOR HERBERT—Mantovani Ork London(33)LL-746	2	14
3.	OFFENBACH: GAITE PARISIENNE—A. Fiedler, con- ductor, Boston Pops Ork. V(33)LM-1001	2	29
3.	RIMSKY-KORSAKOV: SCHEHERAZADE—Dorati, con- ductor, Minneapolis Symphony Ork. Mercury(33)MG-50009	4	20
5.	RIMSKY-KORSAKOV: SCHEHERAZADE—P. Monteux, conductor, San Francisco Symphony Ork. V(33)LM-1002	5	26
45 R.P.M.			
1.	GERSHWIN: RHAPSODY IN BLUE—O. Levant, Phila- delphia Symphony Ork, E. Ormandy, conductor. Col(45)A-251; Col(45)A-1643	1	15
2.	TCHAIKOVSKY: NUTCRACKER SUITE—Philadelphia Ork, E. Ormandy, conductor. V(45)WDM-1020	1	27
3.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri- man, J. Pearce, N. Scott, R. Shaw, Chorale; A. Tos- canini, conductor, NBC Symphony Ork. V(45)WDM-6009	3	19
3.	ROSSINI: WILLIAM TELL OVERTURE—A. Toscanini, conductor, NBC Symphony Ork. V(45)WDM-605	4	47
5.	MUSIC OF JOHANN STRAUSS—E. Ormandy, conduc- tor, Minneapolis Symphony Ork. V(45)WDM-262	5	52

Reviews of the Current Classical Releases

STRAUSS: OVERTURES, MARCHES AND POLKAS — The Philadelphia Orchestra "Pops"; Eugene Ormandy Cond. (1-12") Columbia (33) ML 4686

Of dealer interest here is that the recordings in the package are new and sparkling in sound. It should be obvious that Straussian overtures, marches and polkas have a large market waiting for them. Since the orchestra and conductor are so familiar and the packaging is striking, it should be difficult to keep from stocking and selling this one. A good deal of the material is readily available in other versions on this and other labels, but a few items are not so heavily waxed. These include "Queen's Lace Handkerchief" overture, "Explosions Polka" and "Egyptian March."

MENDELSSOHN: SYMPHONY NO. 4 (Italian); BEETHOVEN: SYMPHONY NO. 8—The Royal Philharmonic Orchestra; Sir Thomas Beecham, Bart, Cond. (1-12") Columbia (33) ML 4681

There can't be said there's a dearth of satisfactory waxings of these concert staples in the L catalog. And many are very fine, indeed. For many dealers, however, it would be a mistake to bypass this entry. Firstly, the coupling is unique and powerful. And then, the Beecham readings, sensitive and brilliant in eminent proportion, are a contribution to recorded literature many will not want to do without. Activity should be good over a long period of time.

BACH-LISZT: FANTASIA AND FUGUE IN G MINOR AND OTHER BACH TRANSCRIPTIONS—Gyorgy Sandor, Piano (1-12") Columbia (33) ML 4684

This album is likely to be greeted with some scorn by Bach purists, but with unbridled enthusiasm by many others to whom tradition is not sacrosanct. The works were all originally written for organ, but here they are presented in lavish piano versions that successfully recreate their architectural grandeur. Tho the arrangements contain passages of frightening technical difficulty, Sandor vaults these hurdles in amazing fashion. Included are two Busoni arrangements, two by Liszt and one of the famous "Toccatina and Fugue in D Minor," by Sandor himself. It's an album that pianists and those who like the instrument will drool over.

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

State Payment Delays Symph

Continued from page 15

in October. In the letter Bullitt said this season's negotiations were following the same pattern as last year's when a contract was not signed until six days before the opening.

James Perry, secretary of Local 77, said, "We are still in the midst of negotiations; nothing has been held up." Frank Liuzzi, president of Local 77's board of directors, said that the union had an

appointment to continue negotia- tions next week. Benefits under the State's unemployment compensa- tion range from \$10 to \$30 a week for a period running from 12 to 26 weeks. A spokesman for the New York Philharmonic, which has been covered by that State's compensation since 1952, said that its members go on compensa- tion after completing their 30 weeks with the orchestra.

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

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 WHY?
 Flip to "Market Place" PAGE 39

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VOX JOX

By CHARLOTTE SUMMERS

Cliff Sessions, WFOR, Hattiesburg, Miss., ran into an emergency at midnight. He accidentally broke the theme for his disk show, "A Session With Sessions." He would be glad to make a trade to get another etching of Jack Finna's "Canadian Capers." . . . Doug Matthews, WFRX, West Frankfort, Ill., says Norman Brooks is going great guns in this area. He complains that he hasn't received anything from Mercury in quite some time. . . . Another beef about Mercury comes from Lonnie Barron, WSDC, Marine City, Mich. He

"Yawn Patrol" deejay on WNOR, Norfolk, has been promoted to program director of the station.

Jox Trix

Star Yelland, KOA, Denver, features a long distance call to a celebrity on his "Denver Calling" show. Recently Lionel Barrymore had Yelland's listeners in stitches with his reminiscences about his days in Denver. . . . Joe Flynn, night-time deejay at KFEL, Denver, came up with 255 pledges for the second annual "Share Your Blood for Independence" campaign. . . . Gene Amole, morning deejay at KMYR, Denver, introduces Liberate recordings with "Here's 15 minutes of dimples. I'm going out for coffee." . . . The competition to find a male teen-ager to share spinning chores with Niki Hull on her Saturday afternoon "Fellow and Girl" show on KCID, Caldwell, Idaho, wound up with the selection of a lad named Randy Madden, of near-by Houston, Idaho.

This 'n' That

Bill Bainter, KIT, Yakima, Wash., was married last month to Jean Scott. . . . Hal Murray, WHHK, Akron, recently put in an appearance at the local Parka-Tenn Hall, which resulted in an increase of 300 visitors. . . . WDAD, Indiana, Pa., has a problem with the town's suburbs. It seems most of the population in the outskirts of the city are either directly from Europe or first generation. As a result the station has to run at least an hour a day of polkas.

Guestings

Stan Kenton recently conducted his own 30-minute session on "Saturday Dance Date" via WKOX, Framingham, Mass. Roy Leonard, deejay-host of the show, also recently had Lenny Forrest as a guest. Forrest added over 50 new members to his fan club following this appearance. . . . Frank Pollack, KOOL, Phoenix, Ariz., recently interviewed Red Nichols on his show, which is entitled "The North Central Street Society for the Preservation and Encouragement of Dixie and New Orleans Jazz in Phoenix." Another recent guest on "NCSS-FTPEDNOJIP" was Harry Barris, writer of "I Surrender, Dear" and member of the original Rhythm Boys.

YESTERYEAR'S TOPS—

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

AUGUST 14, 1943

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

AUGUST 14, 1948

1. My Happiness
2. Woody Woodpecker
3. You Can't Be True, Dear
4. You Call Everybody Darlin'
5. It's Magic
6. A Tree in the Meadow
7. Love Somebody
8. Little White Lies
9. Twelfth Street Rag
10. Maybe You'll Be There

says he's not getting any country and western records from Columbia, Victor and M-G-M either, and his most requested tunes are on those labels.

Change of Theme

Will Shawver, WARN, Fort Pierce, Fla., has added "Music in the Afternoon," 5:15-6 p.m. daily, to his spinning chores. . . . Art King is the new deejay at WBSM, New Bedford, Mass. . . . Jerry White, former deejay with WOR, WABC and WNYC in New York, has been named program director of WKBR, Manchester, N. H. . . . Joe Deane, for the past seven years with WHEC, Rochester, N. Y., joins KQV, Pittsburgh, on August 31. He will handle two shows daily, "The Morning Mayor," from 6:30 to 9 a.m., and "Deane-Agers" from 4:20 to 5:45 p.m. . . . Art Ross,

Other Records Released This Week

Popular	International
Gotta Keep an Eagle Eye on You—Shirli Santos (I'm So Afraid) Crystal 407	Circus Polka—Eddie Zima (Picnic Grove Polka) Dana 3130
Guiltfiddle Glide—Remo Biondo Ork (John Henry Blues) Decca 28794	Felicidad—Lita Luna (Vaya Con Dios) Imperial 637
I'm So Afraid—Shirli Santos (Gotta Keep an Eagle Eye on You) Crystal 407	Linda Coqueta—Armando Toledo (Siguiendo Tus Pasos) Imperial 636
I'm Waiting—Don Buzzell (It's Wonderful to Know) Crystal 411	Picnic Grove Polka—Eddie Zima (Circus Polka) Dana 3130
It's Wonderful to Know—Don Buzzell (I'm Waiting) Crystal 411	Siguiendo Tus Pasos — Armando Toledo (Linda Coqueta) Imperial 636
John Henry Blues — Remo Biondo Ork (Guiltfiddle Glide) Decca 28794	Vaya Con Dios—Lita Luna (Felicidad) Imperial 637
Country & Western	Sacred
Between You and the Birds—Polly Possum-Joe Wolverton (Castanets) Columbia 21140	He Keeps Me Singing—Phil Kerr's Harmony Chorus (Wait 'Till You See Me in My New Home) Singpiration 3111
Castanets—Polly Possum-Joe Wolverton (Between You and the Birds) Columbia 21140	Known Only to Him—Don Rutledge (Satisfied) Singpiration 3112
Crying in the Chapel—J. T. Adams (Rock-A-My Soul) Republic 7052	Satisfied—Don Rutledge (Known Only to Him) Singpiration 3112
His Love Is Real to Me—The Harmonaires (Just Over the River) Master 368	Wait 'Till You See Me in My New Home—Phil Kerr's Harmony Chorus (He Keeps Me Singing) Singpiration 3111
Just Over the River—The Harmonaires (His Love Is Real to Me) Master 368	
Rock-A-My Soul—J. T. Adams (Crying in the Chapel) Republic 7052	
Rhythm & Blues	
I Need You Baby—Lollipop (You Done Me Wrong) Mercury 70200	
You Done Me Wrong—Lollipop (I Need You Baby) Mercury 70200	
Jazz	
Blue and Dreamy—The Jackson Trio (Screwdriver) Crystal 405	
Screwdriver—The Jackson Trio (Blue and Dreamy) Crystal 405	

Sidney Bechet to Return to States

LONDON, Aug. 8. — Sidney "Pops" Bechet, who ended his current season at the Metro Club, Paris, last week, is reported headed for home in September. Bechet's American plans are not known, but they may be linked to the recent European visit of his agent, Billy Shaw.

The Billboard's Music Popularity Charts

TOP C & W RECORDS

... For Week Ending August 8

National Best Sellers

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

This Week	Last Week	Weeks on Chart	Record
1	1	7	IT'S BEEN SO LONG—W. Pierce Don't Throw Your Life Away—Dec 28725—BMI
2	2	4	HEY, JOE—Carl Smith Darlin' Am I the One?—Col 21129—BMI
3	3	3	DEAR JOHN LETTER—J. Shepard-F. Huskey I'd Rather Die Young—Cap 2502—BMI
4	5	4	I WON'T BE HOME NO MORE—H. Williams My Love for You—M-G-M 11533—BMI
5	5	7	TRADEMARK—Carl Smith Do I Like It?—Col 21119—ASCAP
5	7	12	RUB-A-DUB-DUB—H. Thompson I'll Sign My Heart Away—Cap 2445—BMI
5	10	2	CRYING IN THE CHAPEL—Rex Allen I Thank the Lord—Dec 28758—BMI
8	—	1	CRYING IN THE CHAPEL—D. Glenn Hang Up That Telephone—Valley 105—BMI
9	—	1	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters
10	4	19	MEXICAN JOE—J. Reeves I Could Cry—Abbott 116—BMI
10	8	9	FREE HOME DEMONSTRATION—E. Arnold How's the World Treating You?—V 20-5305—ASCAP

Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart	Record
1	1	7	IT'S BEEN SO LONG—W. Pierce Dec 28725—BMI
2	5	3	HEY, JOE—Carl Smith Col 21129—BMI
3	2	4	DEAR JOHN LETTER—J. Shepard-F. Huskey Cap 2502—BMI
4	5	5	HOW'S THE WORLD TREATING YOU?—E. Arnold V 20-5305—BMI
5	2	4	IS ZAT YOU MYRTLE?—Carlisles Mercury 70174—BMI
6	4	4	CRYING IN THE CHAPEL—D. Glenn Valley 105—BMI
7	10	12	RUB-A-DUB-DUB—H. Thompson Cap 2445—BMI
8	5	20	MEXICAN JOE—J. Reeves Abbott 116—BMI
9	8	12	TAKE THESE CHAINS FROM MY HEART— H. Williams M-G-M 11479—BMI
9	—	3	TRADEMARK—Carl Smith Col 21119—ASCAP

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Record
1	2	20	MEXICAN JOE—J. Reeves Abbott 116—BMI
2	4	7	IT'S BEEN SO LONG—W. Pierce Dec 28725—BMI
3	1	11	RUB-A-DUB-DUB—H. Thompson Cap 2445—BMI
4	—	1	I WON'T BE HOME NO MORE—H. Williams M-G-M 11533—BMI
5	7	3	HEY, JOE—Carl Smith Col 21129—BMI
6	8	6	TRADEMARK—Carl Smith Col 21119—ASCAP
7	5	3	FREE HOME DEMONSTRATION—E. Arnold V 20-5305—ASCAP
8	6	9	SPANISH FIRE BALL—H. Snow V 20-5296—BMI
8	8	3	CRYING IN THE CHAPEL—D. Glenn Valley 105—BMI
8	10	12	BUMMING AROUND—T. T. Tyler Dec 28579—BMI

LOADED WITH LISTENING VALUES!

Roy Acuff's
SIXTEEN CHICKENS AND A TAMBOURINE
b/w
DON'T SAY GOODBYE
Capitol 2548

The Amber Sisters'
CHEROKEE EYES
b/w
USELESS
Capitol 2538

Wesley Tuttle's
FOR ME, FOR ME
b/w
CRYING IN THE CHAPEL
Capitol 2545

Capitol RECORDS

The Billboard Music Popularity Charts

... for Week Ending August 8

TOP COUNTRY & WESTERN RECORDS

Folk Talent and Tunes

Nashville

WSM begins origination of a new CBS netter August 14, when the "Duke of Paducah Show" premieres.

Between fair broadcasts, deejays will take over with records from the booth supplying music for the grounds.

Pardoy toppers, Homer and Jethro, WLS, Chicago, are set for Eddy Arnold's TV show from Chicago as guests, August 11, after playing Sleepy Hollow Park in Quakertown, Pa.

dens has left his spinning duties at WETO in Gadsden, Ala., to become program director at WAGC, Chattanooga.

Skeets McDonald is back home after a successful Northwestern tour. He did Salinas and El Cerro dates last week and currently has the No. 2 selling record for Capitol in his "It's Your Life"....

Atlanta news from Bill Martin sets the Fan Club Convention for Nashville. Bill has invited all artists and their fan club officials to attend....

Connie B. Gay, WARL, Arlington, Va., is promoting the National Championship Country Music Contest at the Warrenton, Va., Horse Show Grounds today.

Carl Smith is set for top place on WSM's "Grand Ole Opry," Prince Albert NBC'er, August 15, with Johnnie and Jack as a guest feature.

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts.

- Dallas-Fort Worth... CARRIBEAN M. Torok, Abbott 140
Houston... CARRIBEAN M. Torok, Abbott 140
MARRIAGE OF MEXICAN JOE C. Bradshaw, Abbott 141

Territorial Best Sellers

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

Cincinnati

- 1. It's Been So Long W. Pierce, Decca
2. Trademark Carl Smith, Columbia
3. Crying in the Chapel R. Allen, Decca
4. Free Home Demonstration E. Arnold, Victor
5. Tennessee Wig Walk Bonnie Lou, King
6. I Won't Be Home No More H. Williams
7. I Forgot More Than You'll Ever Know Davis Sisters, Victor
8. Dear John Letter J. Shepard-F. Huskey, Capitol
9. Is Zat You Myrtle? The Carlises, Mercury

Dallas-Ft. Worth

- 1. It's Been So Long W. Pierce, Decca
2. Crying in the Chapel D. Glenn, Valley
3. Dear John Letter J. Shepard-F. Huskey, Capitol
4. Hey Joe Carl Smith, Columbia
5. Mexican Joe J. Reeves, Abbott
6. I Won't Be Home No More H. Williams, M-G-M
7. That Hound Dog in the Window Homer & Jethro, Victor
8. Carribean M. Torok, Abbott
9. Take These Chains From My Heart H. Williams, M-G-M
10. Spanish Fire Ball H. Snow, Victor

Houston

- 1. Let Me Be the One H. Locklin, Four Star
2. It's Been So Long W. Pierce, Decca
3. That's All Right A. Inman, Decca
4. Carribean M. Torok, Abbott
5. I Won't Be Home No More H. Williams, M-G-M
6. Hey Joe Carl Smith, Columbia
7. Marriage of Mexican Joe C. Bradshaw, Abbott
8. Take These Chains From My Heart H. Williams, M-G-M
9. Let Me Love You Just a Little J. Reeves, Abbott
10. Spanish Fire Ball H. Snow, Victor

Memphis

- 1. I Forgot More Than You'll Ever Know Davis Sisters, Victor
2. Dear John Letter J. Shepard-F. Huskey, Capitol
3. Tennessee Wig Walk B. Lou, King

where he studied TV production for three weeks. He'll head the station's new TV'er upon his return in addition to regular duties.

- 4. Is Zat You Myrtle? Carlises
5. Trademark Carl Smith, Columbia
6. Hey Joe Carl Smith, Columbia
7. Crying in the Chapel R. Allen, Decca
8. I Won't Be Home No More H. Williams, M-G-M
9. Seven Lonely Days B. Lou, King
10. Do I Like It? Carl Smith, Columbia

Nashville

- 1. It's Been So Long W. Pierce, Decca
2. Hey Joe Carl Smith, Columbia
3. I Forgot More Than You'll Ever Know Davis Sisters, Victor
4. I Won't Be Home No More H. Williams, M-G-M
5. Crying in the Chapel R. Allen, Decca
6. How's the World Treating You? H. Williams, M-G-M
7. Is Zat You Myrtle? Carlises, Mercury
8. Dear John Letter J. Shepard-F. Huskey, Capitol
9. Crying in the Chapel D. Glenn, Valley
10. Gambler's Guitar R. Draper, Mercury

New Orleans

- 1. Dear John Letter J. Shepard-F. Huskey, Capitol
2. Hey Joe, Carl Smith, Columbia
3. Trademark Carl Smith, Columbia
4. I Don't Claim to Be An Angel Kitty Wells, Decca
5. I Won't Be Home No More H. Williams, M-G-M
6. How's the World Treating You? E. Arnold, Victor
7. It's Been So Long W. Pierce, Decca
8. Rub-A-Dub-Dub H. Thompson, Capitol
9. That's All Right I. Inman, Decca
10. Danny Boy S. Whitman, Imperial

Two Great Ingredients!

"CRYING IN THE CHAPEL"

THE BLUE RIDGE QUARTET



Hillbilly's Collector Item

Sure Fire on PERFECT Label see BB reviews Aug. 8, 1953, pg. 37
#101-Carter Family, "Homestead on the Farm"/Roy Acuff, "Will the Circle Be Unbroken"
#102-Carter Family, "Beautiful Isle O'er the Sea"/Coon Creek Girls, "Pretti Polly"
Sole Distributors: F-I RECORD CO. 1967 Third Ave. New York 29, N. Y.

TOWN HALL PARTY

NBC coast to coast

presents

JACK LOYD



in person, singing his latest Eastman record release

ACT 1, ACT 2, ACT 3

Sat. Nite, Aug. 15, 8:30 P.M.

It's the flip side of 1953's most widely advertised and most controversial song

DIVORCE GRANTED

and it's the side the D. J.'s are playing.

(Thanks, Tex Ritter, Texas Tiny, Carrot Top Anderson, Wesley Tuttle and many others for your enthusiastic reception and spins!)

D. J.'s: If you haven't received this record (Eastman 778-00), write us—we want you on our list. Same to distributors.

EASTMAN RECORDS

11700 Olympic LA 64, Calif.

THE NATION'S TOP HIT!

DARRELL GLENN

and the Rhythm Riders

"CRYING IN THE CHAPEL"

b/w

"HANG UP THAT TELEPHONE"

Valley V-105

DISTRIBUTION IN ALL AREAS!

VALLEY RECORDS

Box 10033, Kingston Pike Knoxville, Tennessee

A Recording That Should Interest DJ's and Dealers

DRIFTING BACK TO THE RANGELAND

b/w

I'M GONNA TIE MY HEART TO YOUR SADDLE

Recorded by WESTERN RANCH MUSIC Thornton, Calif.

with music by The Westernaires Prof. copies from Ernest A. Rork & Son

DRAGNET!



Ray Anthony

Jack Webb

"Ray Anthony is a long time favorite of mine, and I hope you enjoy his version of our 'Dragnet' theme as much as we do."

Jack Webb

It's a Capitol Record



No. 2562

The Billboard Music Popularity Charts

... for Week Ending August 8

TOP RHYTHM & BLUES RECORDS

This Week's New Territorial Best Sellers to Watch

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

Detroit... BABY IT'S YOU

Spaniels, Chance 1141

Territorial Best Sellers

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

Atlanta	Chicago
1. Please Love Me B. B. King, RPM	1. Clock J. Ace, Duke
2. Clock J. Ace, Duke	2. Help Me Somebody Five Royales, Apollo
3. Good Lovin' Clovers, Atlantic	3. Don't Deceive Me C. Willis, Okeh
4. Crying in the Chapel Orioles, Jubilee	4. Good Lovin' Clovers, Atlantic
5. Please Don't Leave Me Fate Domino, Imperial	5. Crying in the Chapel Orioles, Jubilee
6. Don't Deceive Me C. Willis, Okeh	6. Please Love Me B. B. King, RPM
7. Mend Your Ways Ruth Brown, Atlantic	7. Please Don't Leave Me Fats Domino, Imperial
8. Mercy Mr. Percy V. Dillard, Savoy	8. Get It Royals, Federal
9. One Room Country Shack Mercy Dee, Specialty	9. These Foolish Things Dominoes, Federal
10. I Found Out Du Droppers, Victor	10. Wild, Wild Young Men Ruth Brown, Atlantic

Charlotte	Cincinnati
1. Good Lovin' Clovers, Atlantic	1. Clock J. Aces, Duke
2. Please Love Me B. B. King, RPM	2. Crying in the Chapel Orioles, Jubilee
3. Crying in the Chapel Orioles, Jubilee	3. Don't Deceive Me C. Willis, Okeh
4. Clock J. Ace, Duke	4. Please Love Me B. B. King, RPM
5. Wild, Wild Young Men Ruth Brown, Atlantic	5. Get It Royals, Federal
6. Rot Gut W. Harris, King	6. Good Lovin' Clovers, Atlantic
7. Help Me Somebody Five Royales, Apollo	7. Heavy Juice T. Bradshaw, King
8. Mercy Mr. Percy V. Dillard, Savoy	8. Dragnet Blues J. Moore, Modern
9. Please Don't Leave Me Fats Domino, Imperial	9. Wild, Wild Young Men Ruth Brown, Atlantic
10. Don't Deceive Me C. Willis, Okeh	10. These Foolish Things Dominoes, Federal

(Continued on page 39)

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

The Shaw Agency has signed Little Esther, who is now recording for Decca... Ruth Brown is headed for California, where she will do an eight-day tour of the West Coast with Billy Eckstine. The tour opens on September 11... Fats Domino begins a three-week California tour on August 30... Errol Garner opens a three-and-a-half-week engagement at Tiffany's, Los Angeles, August 14. It's his first date in that city in over two years... The Orioles, Paul Williams' ork, Margie Day and T-Bone Walker are going to the Howard Theater, Washington, for a week on September 18, followed by a stand at the Royal Theater, Baltimore... The Five Keys and the Woody Herman ork begin a one-nighter tour of 10 dates on October 23... Savannah Churchill has been signed by Decca. She formerly recorded for RCA Victor.

Flair Records' new vocal group, The Flairs, is composed of five 16-year-old high school students, who will make their first professional appearance at the upcoming Gene Norman jazz concert at the Shrine Auditorium, Hollywood. Flair topper Joe Bihari has signed the boys to a two-year pact. The lads, Obie Jesse, Cornelius Gunter, Thomas Fox, Beverly Thomson and Richard Berry, write their own material.

WXYZ to Air Sat. Top Band Series

DETROIT, Aug. 8.—A string of top name band dates has been set by WXYZ for Saturday night broadcasts. The series kicked off last week with the Les Brown orchestra. Programs emanate from Edgewater Gardens, new ballroom opened last year with a top name band policy, running for a 25-minute period, starting at 9:35 p.m. Dates skedded are Buddy Morrow, August 15; Woody Herman, August 22; Ray Anthony, August 29, and Ralph Flanagan, September 5.

National Best Sellers

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

This Week	Last Week	Weeks on Chart
1. CLOCK —J. Ace	1	7
2. CRYING IN THE CHAPEL —Orioles	2	3
3. GOOD LOVIN' —Clovers	4	4
4. PLEASE LOVE ME —B. B. King	3	8
5. PLEASE DON'T LEAVE ME —Fats Domino	6	4
6. DON'T DECEIVE ME —C. Willis	8	4
7. MERCY MR. PERCY —V. Dillard	7	6
8. HELP ME SOMEBODY —Five Royales	5	14
9. WILD YOUNG MEN —Ruth Brown	9	9
10. GET IT —Royals	10	3

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. CLOCK —J. Ace	1	5
1. PLEASE LOVE ME —B. B. King	2	8
3. CRYING IN THE CHAPEL —Orioles	3	3
3. HELP ME SOMEBODY —Five Royales	5	13
5. GOOD LOVIN' —Clovers	9	2
6. PLEASE DON'T LEAVE ME —Fats Domino	4	3
7. TOO MUCH LOVIN' —Five Royales	—	1
8. THIRD DEGREE —E. Boyd	6	6
8. DON'T DECEIVE ME —C. Willis	7	4
10. GET IT —Royals	—	1

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 - "4 COLD, COLD WALLS" #1100 BILLY WRIGHT
 - "I KNOW IT WAS THE LORD" #4045 WARD SINGERS
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Distributor for

"CRYING IN THE CHAPEL"

b/w "HALLELUJAH"

G741 FOUR KINGS OF HARMONY

GIVE TO THE

RUNYON CANCER FUND



Nelda Dutuy is feeling real good these days over the way everyone is taking to her latest waxing for United (157). Her two sides, "Stop Feeling Sorry for Yourself" and "Riding the Blues," are catching on like wildfire. Very strong reaction in Cleveland. Should be a real big coin grabber. States 123 features Cliff Butler and his Singing Doves doing a fine version on "People Will Talk," backed with "When You Love."

Memphis Slim's United (156) waxing of "The Comeback," flipped by "Five o'Clock Blues," is taking off like jet propulsion. California and Chicago are going wild over him. No kidding, these two sides are the best since his "Messing Around."

If lucky numbers are any indication of success, Elmo James should be the most. His latest record is numbered 777. It features Elmo doing a clever job on "Country Boogie," backed with "She Just Won't Do Right." James won't need the lucky numbers tho, the disk will sell itself. Keep your eyes on Jimmie Rogers singing on Chess 1543. Pleasant earful here is "Left Me With a Broken Heart" and "Act Like You Love Me." Both very good and listenable.

A dub of The Coronets waxing on Chess 1549 was played in Cleveland and Chicago resulting in orders of 5,000 each, and that's only the beginning. The five boys do a slam-bang job on "Nadine" and "I'm All Alone." Watch this hit the charts.

A "pick" of this column several weeks back is now listed on The Billboard's Best Buys chart. That is the Flamingos Chance (1140) waxing of "That's My Desire," backed with "Hurry Home, Baby." The boys are currently on a one-nighter around Cleveland. Rudy Green, currently playing in Milwaukee, has a fine disk running for him. Dig his Chance (1139) waxing of "Love Is a Pain" and "No Need of Your Crying." It's really good.

JOB 1014 delivers Snooky Pryor's fine job on "Crying Shame," flipped with "Eighty Nine Ten." This biscuit is showing good strength in the South and is starting to break up north. Keep your eyes on this one's progress. Pryor has all the qualities for a hit on this one.

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

(Adv.)

Get HOT with ATLANTIC

4 New BIG ONES!

JOE TURNER

#1001 Honey Hush
Crowdad Hole

CARMEN TAYLOR

#1002 Ding Dong
Lovin' Daddy

THE DIAMONDS

#1003 Two Loves Have I
I'll Live Again

LAVERN BAKER

#1004 Soul on Fire
How Can You
Leave a Man Like This

Plus These Hot-Selling Items—All on
Current Billboard and Cashbox Hot Charts !!!

#1000 The Clovers
Good Lovin'

#993 Ruth Brown
Wild, Wild Young Men

#999 Ray Charles
Mess Around

Hal Paige
Drive It Home

#995 The Cardinals
Lovie Darlin'

#989 The Clovers
Crawlin'

ATLANTIC RECORDING CORP.

234 WEST 56th St. NEW YORK 19, N. Y.

Album and LP Reviews

Popular

MUSIC OF COLE PORTER84
Andre Kostelanetz Orchestra (1-10")
Columbia (33) ML 4682
Little comment is needed here. This entry will probably sell in quantities to gladden the heart of most any dealer. Display it and it will move. And buyers will tell their friends of the delicious Kostelanetz treatment of such great tunes as "Begin the Beguine," "All Thru the Night," "Night and Day," "I've Got You Under My Skin," etc. A money-maker.

This follow-up to Cesana's first album for Columbia, "Ecstasy," should increase his audience among record buyers. Again we are offered a demonstration of the composer-conductor's solid talent in writing short and descriptive selections that can only please those who like sophisticated and popular musical fare. The tunes, some sprightly and others reflective and romantic, are all played lushly by the large orchestra under his command. Good for background or careful listening.

LES' DANCE74
Les Brown Orchestra (1-10")
Coral (33) CRL 56094
Musically this album is in the same class as Brown's previous packages

issued by the label. It follows then that sales for this set should be just as good. Material, again, is standard, but gleaned from swing band material rather than standard ballads made up for dancing. Brown and the boys tackle such fine items as "Jersey Bounce," "Cherokee," "One o'Clock Jump" and "Flying Home" for excellent results. It takes lots of confidence to attempt to re-hash such evergreens in new sounding arrangements. The confidence was well-placed.

DREAM STUFF 63
Claude Thornhill Orchestra (1-10")
Trend (33) TL 1001

If Thornhill had been working steadily as a band leader and getting records out regularly, this package might be more salable. For many people, tho, the name and sound of the Thornhill crew will be very dim. This is a new band and new label. The material is good, and Thornhill still lays down some fine, listenable music. His piano solos are excellent fare for dancers, listeners and even musicians. Packaging is just fair, and promotional effort is needed to make this more than a shelf item.

JERRY FIELDING AND HIS GREAT NEW ORCHESTRA58
(1-10")
Trend (33) TL 1000

Could be that this album would get a better numerical rating if the Fielding band as it's been recorded could be heard or seen in person or on radio or TV. Right now, it is just a recording group to most of the people, and it doesn't have the unusual sound necessary to grab off the attention of the masses. It's a fine band, with clean sounds and a strong dance beat. Vocalists are not impressive, but Fielding's arrangements are, for the most part, sparkling. A few guys like Don Lodice, Sam Donahue and Red Callander are in this band. It's good listening and fine for dancing.

Jazz

JAZZ AT THE PHILHARMONIC84
(Volume No. 15)
Norman Granz (3-12")
Mercury (33) MG VOL. 15

Here is a massive set of JATP concert material wrapped up in a first-rate package which should intrigue the regular JATP buyers and many more who'll see the material for the first time. Granz, here, has put together the complete concert in Carnegie Hall last year, with the exception of the Ella Fitzgerald portions. Even the inimitable Granz introductions and screaming crowd noises are on wax. The group playing is standard, but the stuff they put down is anything but standard. The trumpet battle between Charlie Shavers and Roy Eldridge, the drum battle between Buddy Rich and Gene Krupa and Peterson and Krupa trios and the entire ensemble come thru with great performances. Sadly, however, it seems to taper off a bit in excitement after the first side of the six LP sides. Packaging is just fine. It's gotta be a big JATP seller despite the price.

RAGTIME PIANO MASTERPIECES ...75
Wally Rose (1-10")
Columbia (33) CL 6260

For the many who get kicks from authentic-sounding ragtime played on a piano with a true honky-tonk sound, Columbia has prepared an album that should be received with great eagerness. Wally knows whereof he plays, and he brings to his interpretations a gay spirit and solid musicianship that injects vibrant life in these old jazz classics (circa 900). Tunes include "Hot House Rag," "Scott Joplin's New Rag," "Rooster Rag," "Hot Chocolate" and others of like quality. The informative program notes by George Avakian round out an album of considerable interest. Jazz collectors should sample generously.

CLAUDE THORNHILL ORCHESTRA .60
(1-10")
Jeru; Rose of the Rio Grande; Five Brothers; Poor Little Rich Girl; Mambo Nothing; Family Affair; Adios.
Trend (33) TL 1002

This is one of the first albums turned out by Al Marx' new West Coast diskery. He has the names here to attract the jazz fans in Thornhill, Gerry Mulligan and Ralph Aldridge. The latter two did the arrangements for the new Thornhill ork. The band still has French horns and wind instrument sounds. It's also got a tuba and bongo drums to fit the new requirements from the cats. The mixture of standards and originals is strictly for the avid collectors. Some of the stuff has been cut on singles, it seems. Packaging is fair.

C & W Record Reviews

Continued from page 26

with a beat. Good backwoods stuff. (Acuff-Rose, BMI)
The Flower of Old Tennessee...65
The team comes thru with a listenable reading of a routine type of country ballad. (Babb, BMI)

TOMMY WARREN
I'm Gonna Fall
Out of Love With You.....65
COLUMBIA 21141—The ditty tells an interesting story, and Warren is okay, but it's all just about par for the course. (Fairway, BMI)

Popular Record Reviews

Continued from page 26

MOLLY BEE
God Bless Us All70
CAPITOL 2567—Molly Bee's interpretation of the much-waxed new opus is easier to take than some of the others. Still, it's doubtful if it will climb high unless the tune takes off soon. (Brewster, BMI)

This Is My Dog...69
Recitation about all kinds of dogs and how they're so lovable even when mischievous. It's cute enough and might have appeal for confirmed dog lovers and kids.

JO-ANN JORDAN
Ecstasy 68
DOMINION 26—A big, lush ork backs the Canadian thrush's smooth reading of a ballad which manages to rhyme "Ecstasy" with "next to me." In any case, it's a pleasant sounding disk, which probably is now available only in Canada. Rating is for that market.

When We Said Goodbye in the Rain...67
Again the Neil Chotem ork comes thru with a lush backing for la Jordan. The ditty is a light bounce item, but here the ork may be overdoing it to the extent that the beat is not sufficiently evident.

DICK PIERCE ORK
Does Your Heart Beat for Me?68
KEM 2724—The oldie is best known as the Russ Morgan ork theme. It's handed a fine dance reading here by the Pierce ork which sports a clean sound and a nice beat. Vocal is a gang-sing effort, plus the agreeable chanting of thrush Peggy Holms. (Mills, ASCAP)

Lullaby of the Leaves...65
This is instrumental. The ork does a nice dance band job with the standard material. (Bourne, ASCAP)

TERRY RYAN
Limehouse Blues65
DOT 15094—The great standard is given an exciting reading. Terry Ryan's vocal gets excellent backing. Jocks should take interest. (Harms, ASCAP)

Funny Things...65
Terry Ryan belts out a fair vocal to a danceable backing. (Boulevard, BMI)

PRISONAIRES
Baby, Please65
SUN 186—This is the much-publicized group of long-term convicts who've formed a vocal group. The boys sound pretty good on this ballad effort. (Worham, BMI)

Just Walkin' in the Rain...65
Another ballad, and the boys deliver it in a warmly blended effort for some more good listening. (Worham, BMI)

MARVIN HUGHES
You Can't Be True, Dear65
DOT 15088—Three beat instrumental which has atmosphere and flowing melody.
By the Fireside...62
An instrumental with good beat and color.

MICKEY DEANE
I Fell in Love but Good65
JUBILEE 6045—The thrush, in her debut record, proves to have the makings of a good song stylist. Her excellent phrasing and sense of timing could have been more profitably employed with better material, however. (TV Music, ASCAP)

He Wants My Lovin'...62
Miss Deane turns to a more intimate type of song here and tries to project it in a soft, half-whispered style that she has not yet mastered. (Foremont, BMI)

THE FOUR VAGABONDS
P.S. I Love You64
LLOYDS 102—The group sets a lazy beat, but project the hit revival nicely. (La Salle)
Lazy Country Side...62
Relaxed style of the combo comes across okay in this rendition of the attractive ballad. (Santly-Joy, ASCAP)

PAGE CAVANAUGH TRIO
She Had to Go and Lose It at the Astor60
HUB 501—It figured that sooner or later there'd be an attempt to revive this hunk of semi-suggestive material, in any event the Page Cavanaugh group handles it well. (Leeds, ASCAP)

Hot Jaw, That Made Her Mad...58
More novelty material here. This side has a better chance to get air play, but it's not nearly as strong an item as the top side. (Leeds, ASCAP)

I'm Trying to Tell My Heart...63
Okay reading of an ordinary ballad. (Peer, BMI)
TOMMY DUNCAN
I Reckon I'm a Texan64
INTRO 6080—No doubt but what this one should do pretty good in the Lone Star State. Duncan protests that he won't leave Texas even for a movie contract. (Intro, BMI)
Stars Over San Antonio...62
Another ode to Texas serves as good backing. (Brazen Valley, BMI)

JERRY ALLEN
I Found a Little Darling58
BELMONT 16—Slow waltz ballad has some sentimental appeal, but it's indifferently presented on this etching. (ASCAP)
I Can Tell a Vision...55
Slight but cute ditty is sung simply by Allen to slim backing. (ASCAP)

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R & B Territorial Best Sellers

Continued from page 38

Detroit

1. **Good Lovin'**
Clovers, Atlantic
2. **Crying in the Chapel**
Orioles, Jubilee
3. **Get It**
Royals, Federal
4. **Clock**
J. Ace, Duke
5. **Please Love Me**
B. B. King, RPM
6. **Too Much Lovin'**
Five Royales, Apollo
7. **Help Me Somebody**
Five Royales, Apollo
8. **Lean Baby**
D. Washington, Mercury
9. **Mercy Mr. Percy**
V. Dillard, Savoy
10. **Baby, It's You**
Spaniels, Chance

Los Angeles

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

New Orleans

1. **Clock**
J. Ace, Duke
2. **Please Love Me**
B. B. King, RPM
3. **Please Don't Leave Me**
Fats Domino, Imperial
4. **Good Lovin'**
Clovers, Atlantic
5. **Don't Deceive Me**
C. Willis, Okeh
6. **Third Degree**
E. Boyd, Chess
7. **Crying in the Chapel**
Orioles, Jubilee
8. **Goin' to the River**
Fats Domino, Imperial

9. **Get It**
Royals, Federal
10. **You Can't Keep a Good Man Down**
Dominoes, Federal

New York

1. **Crying in the Chapel**
Orioles, Jubilee
2. **Clock**
J. Ace, Duke
3. **C'Est Si Bon**
E. Kitt, Victor
4. **Goin' to the River**
Fats Domino, Imperial
5. **Good Lovin'**
Clovers, Atlantic
6. **Help Me Somebody**
Five Royales, Apollo
7. **Mend Your Ways**
Ruth Brown, Atlantic
8. **Soft**
T. Bradshaw, King
9. **Too Much Lovin'**
Five Royales, Apollo
10. **Can't I?**
Nat (King) Cole, Capitol

Philadelphia

1. **Crying in the Chapel**
Orioles, Jubilee
2. **Good Lovin'**
Clovers, Atlantic
3. **Clock**
J. Ace, Duke
4. **Please Don't Leave Me**
Fats Domino, Federal
5. **Mercy Mr. Percy**
V. Dillard, Savoy
6. **Why, Oh, Why**
Kings, Jax
7. **Help Me Somebody**
Five Royales, Apollo
8. **Goin' to the River**
Fats Domino, Imperial
9. **These Foolish Things**
Dominoes, Federal
10. **Early in the Morning**
R. Milton, Specialty

St. Louis

1. **Crying in the Chapel**
Orioles, Jubilee
2. **Please Love Me**
B. B. King, RPM
3. **Clock**
J. Ace, Duke
4. **Don't Deceive Me**
C. Willis, Okeh
5. **Good Lovin'**
Clovers, Atlantic
6. **Too Much Lovin'**
Five Royales, Apollo
7. **After Hour Joint**
J. Coe, States
8. **You Can't Keep a Good Man Down**
Dominoes, Federal
9. **Jit Jit**
B. Johnson, Mercury
10. **Help Me Somebody**
Five Royales, Apollo

Washington—Baltimore

1. **Crying in the Chapel**
Orioles, Jubilee
2. **Clock**
J. Ace, Duke
3. **Good Lovin'**
Clovers, Atlantic
4. **Get It**
Royals, Federal
5. **Wild, Wild Young Men**
Ruth Brown, Atlantic
6. **Help Me Somebody**
Five Royales, Apollo
7. **Please Don't Leave Me**
Fats Domino, Imperial
8. **Mercy Mr. Percy**
V. Dillard, Savoy
9. **These Foolish Things**
Dominoes, Federal
10. **Paradise Hill**
Embers, Herald

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Burlesque Bits

By UNO

Sammy Price and Betty Jo Morgan, chaperoned by their son, Mark (Junior) Price, after five weeks in niteries, returned to burly at the Palace, Buffalo, for two weeks, with the Rialto, Chicago, to follow on August 13. Lee Leonard and Robin Raye closed at the Chez Paree, Denver's midtown nitery, after 10 days of excellent crowds. Rita Ravell is at Evelyn Wadsworth's Beach Club in Galveston, Tex., for two weeks. The Joe Burns Theatrical Agency monopolize the bookings of nitery acts on the one New York block (52d Street, between Sixth and Seventh avenues), with Tirza, Jeanne Saunders, Jean Yorke, Betty Colton, Lydia, Mar-Shan, Mai, Lunia, Betty Jerome, Peaches LaMont and Jean Brady, at the Harem; Yvette Dare, Bonnie Belle and Terry Lewis, at the Ha-Ha; Jean Kelly and Soude, at the French Quarter; Lili Paree and Marie Allen, at the Famous Door, and Nora Manning at the Samoa. Lou Karns, acro-table balancer, wound up 13 weeks of nitery work in Montreal on August 9 and opened a week's stand at the Palace, Buffalo, August 13, following which he starts with the Gooding Amusement Company's shows August 22 in Milwaukee thru Jack Montgomery in Chicago. Benita Frances played the 85 Club in Pueblo, Colo., and bowed last week at Navajo Hogan's nitery in Colorado Springs, Colo., thru Dave Strouse. Next is Rita's Supper Club in Denver for a return engagement. Shanghai Synrex, the China Doll, who now is completing two weeks at the Club Rialto, Louisville, is in receipt of a gorilla costume which she plans to use in a new routine with a partner under the billing, "Beauty and the Beast." Jeanine Camille Swanson moved from the Rivoli, Seattle, to the Star, Portland, Ore., last week.

Jessica Rogers turned down several attractive offers for a needed rest from lengthy summer engagements and is now on her way to California for a month's vacation, after which she bows at the Samoa, New York, early in September. Harold Minsky is slated to start his burly policy going at the Adams, Newark, N. J., on August 21, with Joe Ross as stage manager. Al Avalon is doing his "Capers With Papers" burley act on TV in Santa Monica, Calif., with Spade Cooley, cowboy star. Serena, underwater stripper, closed last week at Warren St. Thomas' tropics, Denver, where she shared the spotlight with Betty Shay, exotic contortionist. Bob Hart replaced Bob Goodman as house singer at the Rialto, Chicago, where other principals are Joe DeRita, Irving Benson and Danny Jacobs. Stars from stage, radio and TV and the sports world will gather to pay tribute to Sugar Ray Robinson on September 12, when Robinson will be honored by Freddie Fulton at the latter's New York studio with a testimonial.

Last Frontier

Continued from page 11

ence may have considered it heresy to the Lone Star State, but everyone else found it screamingly funny. The quintet ably carried the longest portion of the show, proving once again to Las Vegas audiences that they are unmatched in this type of foolishness. Following a couple of regular musical numbers, "Ballin' the Jack" and "Them There Eyes," the act features Kirby Stone in a Cockney dialect version of "Ole Man River" as it might be done in an English Music Hall. For jive fans, they deliver "Pennies from Heaven," a la Louis Armstrong, and a blues medley which wound up into a brief jam session—the noisiest thing heard in the Romona Room since the last appearance of Xavier Cugat. Line numbers are performed by Jean Devlyn Dancers, featuring Dolores Frazzini. Music is by Skinny Ennis and his orchestra.

London Palladium

Continued from page 11

a similar pattern except for the final sketch in which Costello slaps paint over Abbott with a smug relish which he seemed to enjoy as much as the audience. Rest of the bill, opening on a British National (Bank) Holiday was otherwise disappointing. The Merry Macs, who climaxed the first half, seem to have lost whatever it was which put them on the top. Veteran British comic Billy Russell from the walrus-moustache - and - red - nose era proved that whatever the music hall of 40 years ago had over the present day's, it certainly wasn't wit. It was left to Alan Clive giving old impressions a new twist, and wire walker Eldino to lift the supporting acts out of a complete doldrum. Leigh Vance.

CALIF. PROBE

Kids Working Clubs Catch Agency Eyes

HOLLYWOOD, Aug. 8.—California night clubs where intoxicating beverages are served are getting the once-over from at least two State agencies to determine if under-age entertainers are being employed in violation of this State's liquor and labor laws.

Quiet investigations are reportedly being conducted by the California State Labor Law Enforcement Division and the Board of Equalization. The latter agency enforces California's liquor laws, among other things.

It is known the two agencies have sought the co-operation of various talent unions to determine legal ages of certain performers who have played nitery dates here recently. While reticent to discuss details, Deputy Labor Commissioner Samuel Kalish yesterday (7) said significantly that "so far" no violations of employing minors (under 21) have been discovered. The investigation is continuing, he indicated, with the prospect that while violations may very likely not be uncovered, the division would more closely scrutinize the matter.

It was indicated that the original investigation was set off by certain San Diego operators who complained about what they believed was employment of minors in at least two Hollywood niteries, while they were prohibited from so doing.

Set Dorseys as First U. S. Band In British Swap

NEW YORK, Aug. 8.—Right on the heels of James C. Petrillo's statement that he would recommend an interchange of bands between England and the United States, the London Palladium made a deal for the Dorsey Brothers band to play the theater next September.

While deal calls for about \$15,000—Palladium's top salary—it will be the first time that a band leader will be allowed to bring all his sidemen into the country.

Lew Grade, of Lew and Leslie Grade, English bookers, set the deal and said they were ready to send British bands to the U. S. if the requests come thru. Grade New York office also indicated it now has feelers out for most of the American name bands, among them, Harry James, Stan Kenton, Billy May, Flanagan, Anthony, etc.

The question is what British bands would be considered attractions here. It is expected that there will be interest in bringing Mantovani, Wally Stott, Cyril Stapleton, Ray Martin or similiar names over.

Norman Granz, promoter for "Jazz at the Philharmonic," had attempted many times to bring the whole package to London but was always turned down. At one point he offered to import Ted Heath, British fronter, and his outfit to play them here if he got an okay for "Jazz." Now with the interchange of bands permitted, it is expected that the deal will go thru.

"For every English band we bring in," said Eddie Elkort, American rep for the Grade office, "we figure we can send four bands across."

Congo Room

Continued from page 11

Vegas (i.e., "I'm here to visit my money"), Stone's tempo picked up, and he won a few more laughs.

The usual Sa-Harem chorus excellence was noted in two effective and well-staged numbers, "I Left My Hat in Haiti" and "Lover," the latter with a fine black light finish.

Music is by Cee Davidson and his orchestra. Ed Oncken.

Night Club-Vaude Reviews

Hotel Thunderbird, Las Vegas, Nev.

(Friday, July 31)

Capacity, 350. Price policy: no cover, no minimum. Owner, Marion Hicks. Producer-booker, Hal Braudis. Estimated budget last show, \$7,500; this show, same.

Billed as the Thunderbird Hotel's "Summer Festival," the current show gives shoppers a bargain, with a half dozen acts in the longest show on the Strip.

The top spot is held by young Norman Brooks, the boy who owes his fame and fortune, if any, to vocal cords which produce the musical gymnastics of the late Al Jolson.

Brooks naturally stays mainly with the Jolson favorites, imbuing nostalgia in the audience with "Rainbow 'Round My Shoulder," "It Had to Be You," "Redhead" and "I Can't Give You Anything But Love, Baby."

Henny Youngman

Backing up Brooks as the co-star is Henny Youngman, who rattles off gags like a machine gun, altho not all of them are as effective. It might be said that nobody is as adept as Youngman in milking old jokes for fresh laughs.

A crowd-pleasing act was the ballroom dance team of Artini and Consuelo, who use the clever method of calling for the audience to select dance routines. Highlights are their Charleston and Latin-American numbers.

The second vocalist on the show is petite, redheaded Karen Rich, who is the bridge between two dance acts, delivering "It's Just the Gypsy in My Soul," "That Old Feeling" and "After You've Gone."

Opening dance is by the Dunhills, a male trio of talented tap-acro-performers. They are effective in getting the audience in an applauding mood for those to follow.

Chorus numbers are by the Kathryn Duffy Dansations, featuring house vocalist Barney Rawlings. Music is by Al Jahns and his orchestra.

Ed Oncken.

Hocus Pocus

of Magic and Magi

By BILL SACHS

JOAN BRANDON, who has put in a busy summer playing a series of one-woman shows, headlined the Shrine Circus in Providence August 3-8. Miss Brandon has just completed work on her book, "Help Yourself Thru Hypnotism and Self-Hypnosis," which is being published by Brandon Enterprises, New York. Bearing a \$2 price tag, the book is slated for release August 15. Miss Brandon recently did a special show in the Empire Room at the Waldorf Astoria Hotel, New York, and played her third return engagement at the Nautilus Hotel, Atlantic Beach, N. Y. Arnold Furst cracks his fall tour in Grants, N. M., in September, and after a few dates in that State, invades Texas and Colorado. He winds up the trek in the Lone Star State around the middle of December. Mr. and Mrs. S. H. Houdeen, now playing Northern California with their mystery unit, report that their son, Jack, professionally known as Jackie Crest, was recently featured on an open-house program at Fort Ord, Calif., where he is taking his basic training. Doc Weiss, assisted by Miss Terry Lee, did his escapes at the Paramount Theater, Long Branch, N. J., August 4-5. Robert Orben's latest material book for comedians and emcees, titled "The Working Comedian's Gag File," has just left the presses bearing a \$4 price tag. There are enough gags in the 140-page book to permit anyone to cull his money's worth. Paul Duke, who Monday (10) began a week's stand at the 500 Club, Atlantic City, is joining the Anna Russell "Little Show," which has its out-of-town premiere at the Shubert Theater, New Haven, Conn., August 25. The show is slated to move into the Vanderbilt Theater, New York, September 8.

Cocoanut Grove, Ambassador Hotel, Los Angeles

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

Every night will be Saturday night with Marge and Gower Champion racking up the s. r. o. biz. Judging by the opening night turnout, the Champions will be drawing heavily on the top-spending film colony crowd. Pair's highly polished choreographic routines wowed the first nighters.

Twosome is far more relaxed and confident in its work than when first caught a few years ago at the Mocambo. Humor and a story line is interwoven in all the offerings, providing dimension to the flawless dancing.

As ever, the Champions' "County Fair" number emerged the top hand getter. Others included their "Clock" number and "Let's Dance," highlighting the duo's lightness and grace in executing the highly intricate steps.

The Cheerleaders, a youthful vocal quartet, clicked in their Grove debut, providing zest and freshness to standard tunes. Their cappella version of "These Foolish Things" kept the house at pin-drop silence. Vocal group joined with the Champions in a sock finale that left patrons clamoring for more. Les Baxter's ork capably backed the performers and provided suitable dance tempos for the customers. Lee Zhitto.

Rio Heads AGVA Group

HOLLYWOOD, Aug. 8.—Eddie Rio, West Coast assistant national administrator of the American Guild of Variety Artists, heads his union's delegation to the American Federation of Labor's California convention in San Francisco, August 10-14. Others in the delegation will include Larry Rio, national AGVA board member; James Kelly, Western regional outdoor rep, and Irving Mazzei, Rio's assistant.

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'Ice Follies' Likes 2-Matinee Sundays

To Substitute for Night Shows At Los Angeles, Denver, Others

SAN FRANCISCO, Aug. 8.—Scheduling of two matinees and no night shows on Sundays here has proved highly successful for "Ice Follies" and prospects are that most stands on the 1954 tour will follow the same policy, it was learned this week.

The Shipstads and Johnson icer starts its 18th tour on September 17 at the Pan Pacific Auditorium, Los Angeles. New Sunday matinee policy will be followed there. Also scheduled to substitute extra matinees for Sunday night shows are Denver, Cincinnati and Cleveland, with the likelihood that other cities will be added to the list.

Plan was tested at some spots during the past tour and the current San Francisco run was termed a further test. Press chief Bob Hickey stated that both matinees on each of five Sundays played here so far have been sell-outs.

He pointed out that both the 1:30 and 5:30 p.m. shows draw heavy proportion of youngsters, who would not be in the seats for a night performance.

Business for the show has been good here, where it is playing its annual extended summer run at Winterland. Rehearsals of the new edition are underway.

Idea of avoiding the usual slack Sunday night period has been mulled and tested by several shows and some sports events. Some observers believe it likely that the plan will become widespread.

NEWS NUGGETS

Philadelphia Arena Plans In-Round Date

PHILADELPHIA, Aug. 8.—Arrangements have been virtually completed for St. John Terrell's Music Circus to present its musical in-the-round at Philadelphia Arena, October 12 and possibly October 13. The musical, "Show Boat," will be presented by the Philadelphia Inquirer Charities, Inc.

SAXTON AGENCY HOLDS MILWAUKEE CONTRACT . . .

MILWAUKEE—The Saxton Agency has contracted to manage the Milwaukee Home Show for the next three years. The agency also had the show for the past four years. Next edition is scheduled for March 13-20, 1954. H. Ellis Saxton said the contract calls for his firm to handle all management and executive details for the show.

ONTARIO ARENA GROUP PLANS SEPT. MEET . . .

PRESTON, Ont.—Members of the Ontario Arena Association will meet here September 13 for their annual session at the residence of George Hipel, arena builder. Wes Allsopp, manager of the Barrie Arena and president of the association, announced the meeting.

WEATHER HURTS DATE AT DENVER AUD . . .

DENVER—A. M. Oberfelder, Denver concert agent, reported reserved seat sales of more than 8,000 for the recent one-week run of "Good Night Ladies" at Denver Auditorium. Business for the eight performances was reduced by hot weather. Robert F. Lotito, assistant to Oberfelder for two years, became manager of the Denham Theater this week.

Fall Garden Bow For 'Ice Capades'

NEW YORK, Aug. 8. — "Ice Capades of 1954" will usher in the fall season at Madison Square Garden. The John H. Harris presentation, to run September 10-20 with matinees Saturdays and Sundays, will have a cast of 187, with 10 production numbers and 20 acts, as well as a condensed skating version of a Broadway musical.

The show, nine months in the making, will take off on a 24-city tour after the September 20 windup.

Dramatic & Musical Routes

Carnival in Flanders: (Curran) San Francisco.
Good Night, Ladies: (Geary) San Francisco.
Guys & Dolls: (Russ Auditorium) San Diego, Calif.
Maid of Ozarks: (Selwyn) Chicago.
New Faces: (Great Northern) Chicago.
Pal Joey: (Shubert) Chicago.
South Pacific: (Shubert) Detroit.

Suppliers See Rest of 1953 Business Good

CLEVELAND, Aug. 8.—Cheered by well-filled order books and a better year than 1952 thus far, manufacturers and distributors showing their wares at the July 31-August 1 RSROA convention and national championship at the Rollerade here expressed no fear of an immediate cut in sales volume.

Eli Fackler, for example, president of Eli Toe Stops Company, Clinton, Mich., is more optimistic about the future. "Until recently," said Fackler, "we had to use scrap rubber, we could not get good aluminum and we couldn't produce a proper quality product. The shortage of materials not only affected our product, but also our sales. But that's all changed now. Today we're getting real rubber and good metals. I expect business to be good."

Good news came also from other exhibitors who reported business at the convention to be either equal to or, in some instances, far ahead of last year's. One major producer tempered the optimism by saying, "Unless there is a precipitous drop, a sharp, sudden break in the overall economic picture, I don't think business in this industry will back up."

Suppliers and their representatives included:

Jack Adams, Jack Adams Skate Supply Co., New York, jobber and producer of skating clothes; Al Tiber, American Metal Box Co., skate cases; Joe Shevelson and Mil Hansen, Chicago Roller Skate Co.; Sam Asad, Cleveland Skate Co.; Bill Lenox, Bob Ripp, G. R. Gardner, Ted Maddox and Mr. Snyder, Douglas-Snyder Skate Co., Dayton, O.; M. Monroe, Densoll Co., plastic coating for rink floors; Vernon Fowlkes, I. M. Caldwell, B. W. Bender, W. T. Pearl, F. Mac, Inc., Tulsa, Okla., wheels; Sam Borodkin Bud Powlesland, Mrs. R. E. Powlesland, Gateway Luggage Co., Chicago; George and Mid Gillis, George Gillis Shoe Co., Fitchburg, Mass., skating boots; Max Lubin, Caven Hill and Murphy Post, Hyde Athletic Shoe Co., Cambridge, Mass., skating boots; Milton Aronson and Ira Hirsch, Johnny Jones Jr., Co., Pittsburgh, general skate supplies; Jerry Nista, Frank Crook, Jerry Brush, William Simpson and E. S. Allen, Raybestos Co., Bridgeport, Conn., skate wheels, and Paul F. Riddell, Mrs. P. F. Riddell, Fred Wichlarz, Mr. and Mrs. N. B. Tonkin and Mr. and Mrs. C. Tonkin, Riedell Shoe Co., skating boots.

Plane Crash Kills Skater En Route To Cleveland Meet

CLEVELAND, Aug. 8.—George W. Stricklen, 17, Middletown, O., who had won places in the national RSROA competitions with wins at a regional meet in Dayton, O., was killed instantly when a private plane piloted by a skating companion, James B. Lloyd, 19, Youngstown, O., crashed following a takeoff from a field near Salem, O., on July 31. Lloyd, co-owner of the plane, is in serious condition at a Salem hospital.

Stricklen and his skating partners, Frances Recker, Maxine Dorn and Gary Houck, from Middletown's Midway Roller Rink, had appeared ticketed for more honors in this year's championships. The foursome had won novice honors at Cleveland in 1951, took the intermediate championship in a new age group at Denver in 1952, and upset the defending senior fours team from Detroit this year in the regional at Dayton.

Stricklen also had placed third in men's singles at Dayton and he and his partner, Miss Recker, took third in the senior pairs competition. He would have competed in all those divisions at the Cleveland meet.

Arena Routes

Jones, Spike, Show: Idaho Falls, Idaho, 11; Boise 12; Baker, Ore., 13; Yakima, Wash., 14; Spokane 15; Pendleton, Ore., 16; Wenatchee, Wash., 17; Kelowna, B. C., Can., 18; Kamloops 19; Vancouver 20-21.

Skidding Biz Boom Eyed by RSROA Ops

Days of Easy Buck Over, Says Martin; Maps Promotion, Anti-Tax Campaign

CLEVELAND, Aug. 8.—An old member not seen in years sat with the Roller Skating Rink Operators' Association at their 16th annual convention in the Dalton-Reynolds Rollerade, July 25-August 1. He sat thru all sessions. His name is Seriousness.

Altho the spirit of good fellowship and unity prevailed, a more-than-usual intentness to the business at hand was noticeable, particularly those sessions devoted to discussions about business and forums on promotion.

Analysis of the economic scene gave operators some cause for dyspeptic rumination and created cautious agitation regarding the possibility of a lag in next year's profit pattern.

R. D. Martin, secretary-treasurer of the RSROA, warned that the day of easy income in roller skating is over. The rink industry must fight for its dollar from here on in and develop ways and means of meeting the threat of an economic slide in the months ahead, he said.

Martin stated that reports from operators throught the country indicate a downturn in business conditions. There has been a levelling off in the rink operator's take in many areas. In some metropolitan areas rinks are now cutting back. For the first time in years some have shuttered for the summer. The contrary is still the case in a few sections of the country. For these operators business is still good and the anticipated slowdowns is not yet in sight. But they expect it. The long-term outlook, Martin concluded, is not a boom one.

The association also decided to keep a weather-eye on other factors affecting the rolling wheel business such as TV, the automobile and outdoor recreation during the hot months to offset the usual summer doldrums that sets in.

Maps Promotion

The convention also shaped up the idea of a major promotion to hypo business this fall. Plan is to co-ordinate the promotion and publicity among all rinks in conjunction with as many manufacturers and wholesalers as can be persuaded to go along in a promotional and publicity week, probably in October. Object is to time the flow of individual publicity and promotion to hit the public from all sources with impact and hang the roller skating picture on the American scene at a time when it would be of greatest value to the industry.

Another important convention item was a decision to house the association headquarters in its own building. A fund involving several thousand dollars was set aside for this project.

The RSROA unanimously decided to take positive and immediate action against the 20 per

cent federal tax to which skating is now subjected. It was pointed out, among other things, that city-owned rinks, in many cases in direct competition with privately owned rinks, are not subject to the tax.

Finally, the association pledged itself to exert every effort to provide the best possible environment for young skaters; to bring about a reduction in the cost of roller skating equipment; to improve equipment, and instruction in the sport.

Bids for next year's convention and national championships were received from Philadelphia, Toledo, Denver, Oakland, Miami and Ft. Worth. A decision will be made at the Board of Control semi-annual three-day meeting slated to be held the first week of December in Miami.

New Officers Elected

RSROA newly elected officials for the coming year are Robert Y. Gould, Des Moines, president; Charles Sanford, Ft. Lauderdale, Fla., first vice-president; George Breet, Dearborn, Mich., second vice-president; William Logan Jr., Toledo, third vice-president; Claude Robinson, Ft. Worth, fourth vice-president, and Arthur Litzemberger, Philadelphia, sergeant at arms.

Membership of the 1953-1954 Board of Control now includes Jack Dalton, Cleveland; Victor Caille, Wilmington, Del.; Walter J. Wolfe Sr., Pottstown, Pa.; William T. Brown, Portland, Ore.; Phil J. Hayes, Milwaukee; H. D. Ruhlman, Pittsburgh; J. W. Norcross, Greeley, Colo.; Benj. F. Morey, New Haven, Conn.; Thomas S. Boydston, Lincoln, Neb.; and R. D. Martin, Detroit.

Operators who attended the convention were:

Anthony and Alice Anselmy, Pontiac, Mich.; Rolladium; Mr. and Mrs. Roger Adams, Roller Bowl, Tacoma, Wash.; F. E. Baker, Long Beach, Calif., Skating Palace; Victor W. and Martha Bacon, Center Roller Rink, Gresham, Ore.; Herbert and Ella Bale, Rainbow Roller Rink, North Tonnawanda, N. Y.; Mr. and Mrs. Jesse Bell, Walled Lake, Mich.; Mr. and Mrs. Joseph Bell, Bell's Rink, Ft. Wayne, Ind.; Mr. and Mrs. E. Birdwell, Gulf Rink, Corpus Christi, Tex.; Robert and Ruth Bollinger, Oaks Park Rink, Portland, Ore.; Thomas Boydston, Lincolnlink, Lincoln, Neb.; Troy Braswell and Troy B. Braswell, Troy's Rollerdom, Little Rock; M. M. Breegle, Skateland, Wichita Falls, Tex.; Mr. and Mrs. George Brett, Dearborn, Mich., Rollerdom; Victor J. Brown, New Dreamland Arena, Newark, N. J.; Robert L. Broyles, Broyles Arena, Pittsfield, Mass.; Ted Bruland, Ferndale, Wash., Arena; Cloye A. Bryant, Casino Roller Rink, Vallejo, Calif.; Victor and Dorothy Caille, Ritz Roller Way, Holly Oak, Del.; Al Campana, Skateland, Cleveland; Reba Chalfonte, Gayety Roller Rink, West Palm Beach, Fla.; J. Cicero, Cicero's Crystal Ball Rink, Edensburg, Pa.; Mrs. Lyle Corey, Dell's Rink, East Lansing, Mich.; Charles A. Cruet, Triangle Skateland, Dayton, O.; Harry Denis, Coliseum Rink, Mansfield, O.; Everett Dunn, Wooster, O., Skateland; John Fasiska, Broadway Rink, Glassport, Pa.; Al Foster, Lind Arena, Zanesville, O.; H. L. Garlock, Rocket Skating Club, Oklahoma City; Robert Gosnell, LaTrobe, Pa., Roller Gardens; Daniel Gay, Gay's Skate-

(Continued on page 42)

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The Final Curtain

ABERNATHY—Emmett, 55, owner of Dreamland and Colonial ballrooms, Los Angeles, of a heart attack August 3 in Queen of Angels Hospital, that city. Survived by his widow, Alice; two sisters and three brothers, all of Denver.

BATES—Melville, 51, theater owner of Lumberport, W. Va., July 30, in that city of a heart attack. Survived by his widow and a son, who is stationed in Korea.

BELLI—Mrs. Meta, 64, owner of Denmark's tent circus, Circus Belli, of a heart ailment July 28 in Aarhus, Denmark. Widow of Giovanni Belli, circus figure and trainer of performing horses, she began her circus career 49 years ago. (For details, see story in Circus Section.)

BILLINGS—Galen (Gay) Lemuel, 84, retired circus and vaude performer, former circus owner and the father of Mrs. Eva Davenport, one of the former owners of Daley Bros.' Circus, August 2 in St. Mary Hospital, Quincy, Ill. Services August 4 and burial in Greenmount Cemetery, Marblehead, Ill., on the outskirts of Quincy. (Details in Circus section.)

BORGEN—Christian, 64, a top executive of the Royal Theater of Copenhagen, Denmark, in that city, August 1. He was associated with the Royal Theater for 56 years, starting in 1897 as a pupil of the Danish Royal Ballet.

BUDDY—Edward, 46, general manager of the Columbia Broadcasting System News Film Division, July 29 while being taken in an ambulance to Norwalk Hospital, Norwalk, Conn., after a heart attack. Survived by his widow, Juliet; two sons, Marvion Adams and Michael V.; three daughters, Julie, Nancy and Kate, all of Westport, Conn.; a sister, Mrs. Hugh McClure-Smith, Cairo, Egypt, and a brother, Charles, Jacksonville, Fla. Burial at Vinewood Havens, Mass.

CLARK—Barrett H., 62, executive director of the Dramatists' Play Service, New York, August 5, in Briarcliff Manor, N. Y. An authority on the theater, he was author or editor of a number of books on the subject, including the exhaustive 20-volume work, "America's Lost Plays." He was working on a review of the off-Broadway theater for "Theater: 53"; Annual survey edited by John Chapman. "The Dramatists' Play Service" was set up in 1936 by the Dramatists' Guild of Authors' League of America to handle non-professional rights to plays written by its members. In 1912, Clark was an actor and assistant stage manager with Minnie Maddern Fiske. He was drama instructor at Chautauque, N. Y., for eight years, and in 1918 became literary editor for Samuel French, where he served until the inception of the Dramatists' Play Service. He was a member of the Town Hall Club, and a director of the Drama League of America. His wife, two daughters, a son and two brothers survive.

DAVIS—Betty Jack, 21, member of the Davis Sisters singing team, August 2 in Cincinnati when an automobile crashed into the one in which she was riding. In 1950 and '51 the team had appeared on "Mid-City Merry-Go-Round" over WCPO-TV, Cincinnati, and later sang on a Lexington, Ky., radio station and performed in Cincinnati supper clubs. Under contract with RCA Victor, the singers' first disk, a recent release, was "Rockabye Boogie," backed by "You'll Never Know."

FISHER—Al W., veteran pitchman, July 7 in Veterans' Hospital, Syracuse, of apoplexy.

FOX—Josephine, 84, former Broadway and radio actress, August 2 in Englewood, N. J. She began her career as a child in 1873 and continued into the 1930's on Broadway and in such hits as "Reunion in Vienna" and "Shanghai Gesture." From 1940 to 1946 she played Estelle in the radio serial, "When a Girl Marries." A sister, actress Elizabeth Malone, survives.

GORDON—Paul, 62, well-known trick bicyclist, recently in California Lutheran Hospital, Los Angeles. Services under the direction of Silver Trowel Lodge 415, F&AM, and burial in Hollywood Mausoleum.

GRUSSNER—Nicholas, (Nick Hall) 63, in Veterans' Hospital, New Orleans, July 28 of cancer of the lungs and brain. Born in Schenectady, N. Y., he was a composer and for many years a night club singer and piano player. Survived by his widow, Mary; a son, Jack, Detroit, and two brothers, Alex, New Brunswick, N. J., and Arnold, Los Angeles.

GUTTENBERG—Samuel, 84, retired head of Louis Guttenberg's Sons, one of the oldest costume houses in the country, August 4 in Lawrence, N. Y. The firm has been supplying theatrical costumes since 1869. Samuel and William Guttenberg took over the concern in 1885, and at one time such actors as Willie Howard and David Warfield adopted the superstition that they must wear something on stage from the firm for good luck. A son, Harry, now runs the company. Five daughters are survive.

JACKSON—Harry, 57, veteran motion picture cameraman, August 3 in Hollywood Presbyterian Hospital of a blood disease after a five-week illness. He had been with 20th Century-Fox for 13 years. He resided in Laguna Beach, Calif. Survived by his widow, Susan, and a son, Allen.

JENNINGS—Mary E., July 27 of a heart attack. She was the wife of George E. Jennings, stagehand at television station WXYZ-TV, Detroit, who survives.

KLINE—Mrs. Joel Wallis, 51, sister of movie producer Hal Wallis, of cancer, August 5 in Cedars of Lebanon Hospital, Los Angeles. She is survived by her brother and a sister, Minna. Interment in Forest Lawn Memorial Park, Glendale, Calif.

LIBROS—Oscar, 65, retired owner of the National Poster Exchange and Penn Posters Company, theatrical and movie poster printers,

July 31 in Atlantic City, suddenly. He founded the poster firms 40 years ago and was a member of the Motion Picture Associates and the Variety Club in Philadelphia. Surviving are his widow, Tillie A., and a son. Funeral services, August 3 in Philadelphia, burial in Roosevelt Cemetery, there.

MELLAURIN—Onie Hubert, 20, member of the Golden Jubilarians, Chicago Negro singing group, August 4 at Moberly, Mo. He drowned at a rock quarry near the place where the group had been booked.

MILLMAN—Sam, veteran jewelry concessionaire, suddenly, August 1 at Clearfield, Pa. Survived by his wife, Rose; two daughters, Mrs. William Fershtman, South Orange, N. J., and Mrs. Leo Reichgott, Newark; three brothers, Simon, and Harry, Newark, and Louis, Belmar, N. J., and two sisters, Mrs. Thomas Levinson, Belmar, and Sylvia, Newark. Burial in Newark.

RENNIE—William A., July 17 in Detroit. He was for years with the Brenkert Light Projection Company (subsequently taken over by RCA), manufacturers of projection equipment. For the past several years, he has operated the Amo Theater, Detroit, survived by his wife, Ada; two sons, and a daughter.

STEIN—David B., 47, account executive of Station WNEW, New York, July 31 in that city. Formerly a stock broker and an advertising exec at Gimbels' department store, he had been an executive of Station WHN, New York, before joining WNEW. His widow, a brother and sister survive.

STEWART—Mrs. Elizabeth, 78, mother of movie actor James Stewart, August 1 at Indiana (Pa.) Hospital following a heart attack. Also surviving are two sisters, Mrs. Virginia Tiranoff, New York, and Mrs. Mary Perry, Erwinna, Pa.

WHEELER—Myrtle B., 53, actor who played a leading role in the "Old Homestead" play at Swansey, N. H., July 30. He had been a member of the cast since 1939.

WILSON—Grace W., August 2. She was an organist and concert pianist, making her home at Jackson, Mich. A daughter, Mrs. Arthur P. Patterson, survives.

Births

ALLISON— To Mr. and Mrs. George Allison a daughter July 14 in St. John's Hospital, Santa Monica, Calif. Father is media director at Young & Rubicam. Mother is the former Jessie Willsey of the Y&R secretariat.

BRODNEY— A son, Robert Brodneal, July 12 to Mr. and Mrs. Oscar Brodneal at Cedars of Lebanon Hospital, Los Angeles. Father is a writer at U-I.

BROKAW— To Mr. and Mrs. Norman Brokaw, a son, July 1 in Cedars of Lebanon Hospital, Los Angeles. Father is with the William Morris Agency.

BRONTE— A daughter, Eleni, July 12 to Jim and Delta Bronte in Cedars of Lebanon Hospital, Los Angeles. Father plays the role of Squire Cribbs in "The Drunkard."

CONNOR— A son to Mr. and Mrs. Joe Connor, July 8 in Philadelphia. Father is a singer and mother is a former dancer, professionally known as Emily Carr.

COPELAN— To Mr. and Mrs. Jodie Copelan, a son, June 26 in Cedars of Lebanon Hospital, Los Angeles. Father is a film editor.

DEESPA— A daughter, Linda Jean, to Mr. and Mrs. Ernest M. Deespa in Alachua General Hospital, Gainesville, Fla. Father is a retired double-somersault leaper.

ECLOFF— A son June 26 in Yuma, Colo., to Mr. and Mrs. Joe Eloff. Father is Tidd-a-Whirl operator on the T. J. Tidwell Shows and mother is a ticket seller with the show.

FREES— A son July 21 in Cedars of Lebanon Hospital, Los Angeles, to Mr. and Mrs. Paul Frees. Father is a radio actor.

GATTO— A daughter, Patricia Ann, to Mr. and Mrs. Lawrence W. Gatto August 2 at Good Samaritan Hospital, Cincinnati. Father is secretary of The Billboard Publishing Company, Cincinnati.

GENSON— A girl to Mr. and Mrs. Don Genson, June 30 in St. John Hospital, Santa Monica, Calif. Father is vice-president of Lead's Music Publishers. Couple also have a son.

GILBERT— To Mr. and Mrs. Herschel Burke Gilbert a son, Paul Samuel, July 2 in St. Joseph Hospital, Santa Monica, Calif. Father is film composer-conductor.

GREGG— A son, Michael Morrow, July 31 at Our Lady of Mercy Hospital, Cincinnati, to Mr. and Mrs. Fred Gregg. Father is promotion director for WLW, Cincinnati.

GUNIER— A daughter, Johette Jean, to Mr. and Mrs. Johnny Gunier, of Glouier's Entertainment Agency, July 20, Sioux City, Ia.

HAWTHORNE— To Mr. and Mrs. Jim Hawthorne, a daughter, Deone, July 1 in Hollywood Presbyterian Hospital, Los Angeles. Father is with KNX and KNBH.

HEALEY— A boy, Alfred Leroy, to Mr. and Mrs. Alfred Healey July 1 in West Haverstraw, N. Y. His parents are members of the Vivona Bros.' Shows.

HENDERSON— A son, Douglas Jr., to Mr. and Mrs. Douglas (Jocko) Henderson, July 4 in Woman's Medical Center, Philadelphia. Father is deejay on Station WHAT in that city.

HOVER— A daughter to Mr. and Mrs. Herman D. Hover August 2 in Cedars of Lebanon Hospital, Los Angeles. Father is owner-operator of Ciro's Hollywood night club.

HOWE— A son, Edward Hilton, to Mr. and Mrs. Edward H. (Eddie) Howe, in Baltimore June 30. Father is former circus press agent and presently manager of Hiway Theater in Baltimore. Mother is former Cole Bros.' Circus aerialist.

LOWENSTEIN— To Mr. and Mrs. Norman Lowenstein, a daughter, July 1 in Cedars of Lebanon Hospital, Los Angeles. Father is executive secretary of the Society of Motion Picture Art Directors.

MATSON— A daughter, Melissa, to Mr. and Mrs. Jimmy Matson, in San Antonio, July 29. Father is engineer with WOAI there.

MONACHINO— A son to Mr. and Mrs. Frank Monachino recently in Brooklyn. Father is a singer in Michael Todd's "A Night in Venice."

RUPERT— A son, Dallas Edward, to Mr. and Mrs. Deway D. Rupert at Shenandoah, Va., June 2. Father is a veteran showman, now with Binnie Wolf Shows.

SANDERS— A daughter, Susan Tracy, July 22 in Los Angeles, to Mr. and Mrs. George Sanders. Father is announcer on KPOL.

SANFRATELLO— A daughter, Deborah Sue, to Mr. and Mrs. Joe Sanfratello June 19. Father is concession manager on the Thomas Joyland Shows.

SCOTT— A daughter, Carmen, July 16 to Mr. and Mrs. Vita Scott in Queen of Angels Hospital, Los Angeles. Father plays the title role of "Life With Luigi" for CBS-TV.

SEBASTIAN— To Mr. and Mrs. Ray Sebastian a daughter, Magdalena, July 16 in St. Joseph's Hospital, Burbank, Calif. Father is a Columbia Pictures make-up man.

Marriages

BOURQUE-MARTIN, Mary Jo Martin, manager of record sales at Angott Sales Company, Detroit, recently to Walter Bourque, of the Ford Administration Building. They spent their honeymoon touring Northern Michigan.

BRADLEY-PARQUETTE— Pat Bradley, staff member of KGUL-TV, Galveston, and Mary Parquette, vocalist, July 26 in Galveston.

CLIFFORD-ROTH— Bill Clifford, band leader, and Ruth Roth, non-pro, July 20 in San Francisco.

CROSY-VAIREN-EDEN— Stanley Albert Crosby and Louise Vairen-Eden, composer, July 18 in Darien, Conn.

FLAGELLO-DANESE— Nicholas Flagello, instructor in the Manhattan School of Music, and Dianne Danese, musician and music instructor, July 18 in Norwalk, Conn.

GEARTY-PERRY— Donald Gearty, former saxophone player with Ted Herbert's band, and Jean Perry, former vocalist with the same band, recently in Londonderry, N. H.

LANGILL-DOYLE— Jack Langill, former Playtime Shows employee, now serving with the U. S. Air Forces in England, and Gerry Doyle, concessionaire, July 1 in Milton, Mass.

MARTIN-CINELLI, James H. Martin, Independent record distributor, and Angelina Cinelli, non-professional, Monday (27) in Chicago's City Hall.

RANDALL-BENNETT— Robert Livingston (Bob) Randall, cowboy actor, and Barbara Bennett, former actress and sister of Joan and Constantine Bennett, July 14 in Las Vegas, Nev.

RITZ-LEE— Jimmy Ritz, member of the Ritz Brothers comedy team, and Judy Lee, non-pro, July 19 in Beverly Hills, Calif.

SANFORD-WHITE— Ray Sanford, assistant manager of Desbro Shows, Inc., and Rosabelle White, non-pro, of Gowanda, N. Y.

SHEINNESS-McLEOD— Marvin Sheinness, of the NBC-TV engineering staff, New York, and Tish McLeod, member of the Radio City Music Hall ballet, recently in New York.

SOSKIN-SOSKIN— Alan Soskin, son of Leonard Soskin, former owner of the Amsterdam Theater, Detroit, and formerly associated with his father in a theatrical insurance business, and Gail Hyman, July 26 in Detroit.

WISCH-ABSHIRE— Oliver L. Wisch and Anette Abshire, former dancer, July 18. The bride is a niece of B. C. and Virginia McDonald, the former a well-known circus and carnival secretary-treasurer-auditor, and the latter a pianist and singer.

Roadshow Rep

BISBEE'S COMEDIANS, now in its 16th week, has been equaling last year's business over the same route, according to reports from the show. The cast is unchanged, with **J. C. Bisbee,** owner-general manager; **Boob Brasfield,** producer and featured comic; **Bill and Vera Choate,** Maxine Lee, **Leo Lacey,** Charles McDowell, **Vivian Delmar,** Octavia Powell, **Otis Arnold,** **Otto Imig,** **Esther Imig,** **Mary Bisbee,** **Neva Brasfield,** **Audra and Virginia Hardesty,** **Dick and Virginia Tanas,** **Mickey Lacey,** **Marvin and Ginny Girard,** special vaude turns; **Cliff and Mable Malcomb,** concessions, and **Carvelee Osbourne,** hillbilly singer. The canvas crew includes **Leonard Houston,** **Calvin Smiley,** **Gordon McGough,** **Curtis Jackson** and **John Harris.** It was recently discovered

that five-year-old **Welby Choate** has a good singing voice. As a result, he is now doing three doubles with his father. **Welby** is a fourth-generation Choate in the rep business, his ancestry dating back to the Choates Comedians of 1900. Show is now moving on four semi-trucks, a special canvas truck and a new three-quarter ton panel to pull a new sleeping trailer for the canvas crew. Other equipment includes a 10-kw. light plant for emergency use and 14 privately owned house trailers. Recently visited included **Clarence Baleras,** of Casey-Hoefeller; **Mr. and Mrs. Arlie Choate,** **Gene and Jerry Smith,** **Rod Brasfield** and the **Smithhart** brothers of radio Station WSON, Henderson, Ky. The show will stay in Kentucky for another six week and then jump into Western Tennessee for its closing weeks.

Drivin' 'Round the Drive-Ins

W. B. GOATES has opened the new 600-car capacity Cherokee Outdoor Theater at Longview, Tex. . . . **Don Bryson** and **Mrs. Earleen Weathers** have opened the 208-car capacity Don Juan Drive-In at Barksdale, Tex. . . . A new low-priced aluminum screen, suitable in all kinds of weather for both regular and 3-D pictures at drive-in theaters, has been developed by **D. J. Matrangola,** Houston. First installation is at the **Jack Farr Trail Drive-In** where tests have proven successful. Another screen is to be installed at the **Bryan**, operated by **Farr. . . . Tex Drive-In** is being constructed at **Port Arthur, Tex.** Owners are **Howard L. Arthur,** **Robert M. Rogers** and **Jack W. Wolder.** The theater is expected to be completed within four to six weeks. . . . **Roy L. Hall** has been named manager of **Oaklawn Drive-In Theater,** Waco, Tex. He succeeds **Jerry Cobb. . . . J. C. Capps,** owner-operator of **Mustang Drive-In,** Denver City, Tex., has increased the theater's capacity by 50 cars. He has also installed new sound and projection equipment.

THIRD-dimension has made its appearance at three San Antonio drive-ins. First was the **Roxy** with "Bwana Devil," followed by the **Alamo** and **Mission** drive-ins with "House of Wax." . . . The **Red Bluff Drive-In** has been opened at **Houston** by **Phil Isley** Theaters. Drive-in has 650-car capacity. **Bill Stone** is Houston manager for the **Isley** circuit and will also manage the drive-in. . . . **John Hopkins,** manager of the **Sunset, Post, Tex.,** has curtailed his showings to Saturday and Sunday nights. . . . As part of the third anniversary celebration of the **Rancho Drive-In,** **Refugio, Tex.,** **Marvin Gollehon,** manager, admitted each car, regardless of how many there were in it, at the special price of 50 cents. . . . **C. D. Leon** has opened a twin drive-in at **Fort Worth.** Built on an 18-acre tract, it has 1,631 within-car speakers and will accommodate between 4,500 and 5,000 persons, figuring three people to a car, according to **Bob Bowers,** manager.

Picture Business

Continued from page 2

record company takes a big gamble in toying with Broadway. The picture companies, on the other hand, don't look to disk rights to make their money. Instead, they welcome recordings basically as a promotional medium, and if a record company can offer solid distribution and high-powered promotion, the film exec is eager to listen.

A third element involved, and one of major significance to the record company, is the stature of talent featured in films as opposed to many of Broadway's stage offerings. While the stellar potential of the stage is great, it can not compare to the marquee value afforded by the screen. For example, Mercury can bask in the dollar-pulling potential of Rita Hayworth and Jose Ferrer in its original-cast soundtrack recording of "Sadie Thompson."

Capitol Records, headquartered in the heart of the film colony, has long recognized the sales value of picture tie-ins, and its catalog of album numbers many of the screen favorites of the past decade. Alan Livingston, its artist-repertoire veepee, buttoned up Eddie Cantor to an exclusive recording contract last year when studio discussions were reaching the serious stage at Warner Bros. over the filming of "The Eddie Cantor Story." Livingston has closed a deal with Warners for the original-cast soundtrack and Capitol will soon issue an album aimed at the market created by the film.

Fit it, if you will, to 3-D, wide-screen, stereophonic sound and all the other engineering wonders, but apparently the theater patrons not only enjoy their movies but like to have an album at home to relive their film pleasures.

Skidding Biz

Continued from page 41

land, Des Moines, and Gary Blad Rink, St. Petersburg, Fla.; Merle and Gerald Gillis, Brockway Roller Rink, Saginaw, Mich.; Shaw D. Hakim, Fairview Gardens, Detroit; Betty and Henry Hand, Star Roll Arena, Springfield, Mo.; Phil Hays, Pallow Rink, Milwaukee; James Hoare, Rallob Rink, Mechanicsburg, Pa.; Roy Hodges, Hodges Rink, Springfield, O.; Mr. and Mrs. Bill Holleman, Arcadia, Detroit; George Horvath, Rollerland, Columbus, O.; Charles Horvath (inactive), Cleveland; Mr. and Mrs. Bernard Houck, Midway Rink, Middletown, O.; Kess Hudgons, Colleeview Roller Palace, Marysville, Calif.; James and Steve Kalesky, Rollerade, Youngstown, O.; Frank Kastner, Rollerland, Oakland, Calif.; Harry Klenman, Staten Island Rolladium, New Dorp, N. Y.; Richard Landsman, Midtown Rollerodrome, San Antonio; Ed. H. Laventure, Whalom Rink, Pitsburg, Mass.; N. N. Leontini, Skateland, Pittsburg, Calif.; Art Litzinger, Crystal Palace, Philadelphia; Mr. and Mrs. William Logan, Rollerade, Toledo.

James Loretto, Mammoth Gardens, Denver; Earl King, (inactive) Ft. Lauderdale, Fla.; C. M. Lowe, Lowe's Rink, Birmingham; Frank G. McGonnell, Mack's Roller Club, Youngstown, O.; Fred A. Martin, (inactive) Detroit; Henry Mason, Mercury Rink, Norfolk; Mr. and Mrs. J. P. Meagher, Ludend Roller Drome, Shreveport, La.; Lloyd Meservey, Rol-Arena, Hannibal, Mo.; Cecil Milan, Arena Recreation Center, Washington, Pa.; William Mooney, Rollerland, Alliance, O.; Mr. and Mrs. George Moran, Skateland, Ft. Worth; Mr. and Mrs. Benj. Morey, Ell Skating Club, New Haven, Conn.; Frank and George Negri, Hillside Rollerodrome, Richmond Hill, N. Y.; C. W. R. Pattison, Rollerade, Spokane; John Paxton, Merryland Rink, Glasgow, Del.; Frank Pruett, Skateland, Pueblo, Colo.; E. L. Pruet, Rainbow Rink, Houston; W. C. Robinson, Robinson's Rink, Ft. Worth; C. J. Robinson, Skate-A-Drome, Roanoke, Va.; Gene B. Rousseau, Dance-Rand Rink, Mt. Vernon, O.; H. D. Ruchman, Lexington Rink, Pittsburgh; Mr. and Mrs. Arthur Russell, Southgate Rollerodrome, Seattle; Charles Sanford, Sanford's Rink, Ft. Lauderdale, Fla.

William Schalle, Skateland, Canton, O.; Jos. P. Seifert, Bay Ridge, Brooklyn; M. S. Shattuck, Skateland-at-the-Beach, San Francisco; Mrs. May Sloan, Puncerst Wellsville, N. Y.; Charles Smith, George P. Skating Pavilion, Johnson City, N. Y.; Ruth Smithson, Prim Rink, Peoria, Ill.; J. Harper Spencer and M. Spencer, Hill Mich., Park Rollerade; Jos. A. Spillman, North St. Mary's Rink, San Antonio; Mr. and Mrs. Ed. Stoilery, Rolladium, San Mateo, Calif.; Mr. and Mrs. H. W. Stang, Roll Arena, Elyria, O.; James Stefan, Arcadia, Hazelton, Pa.; Don Thompson, Roller Drome, Coffeyville, Kan.; M. B. Thompson, (inactive) Saginaw, Mich.; Walter J. Wolf, Ringing Rocks Park Rink, Pottstown, Pa.; Gordon Woolley (inactive), Salt Lake City; N. A. Youngst, (inactive) Knoxville, Tenn.; Charles Young, Alcarado Rink, Richmond, Calif. and Mr. and Mrs. J. W. Shields, Silver Star Rink, Mattoon, Ill.

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Over-All Tax Relief Prospects Brighten

• Continued from page 1

disks, phonograph sets, TV sets and radios. The House Ways and Means Committee, which has been gathering testimony for weeks, received its strongest appeal from diverse elements of the amusement industry, urging tax relief. The parade of witnesses from the amusement industry included Harry J. Batt, National Association of Amusement Parks, Pools and Beaches; J. A. Osherman, D. C. counsel for National Ballroom Operators' Association and Arena Managers' Association; Melvin D. Hildreth, past president, Circus Fans' Association of America; Glen D. McDaniel, president, Radio-Electronic-Television Manufacturers' Association; James F. Reilly, executive director, League of New York Theaters; Watson Washburn, Ballet de Russe de Monte Carlo, Inc.; Wm. Roberts, secretary, tax committee, Motion Picture Association of America; Benjamin M. Becker, Martin Nelson, and Bailey Walsh, representing pinball manufacturers; and A. E. Litzenberger, Roller Skating Rink Operators' Association (see separate stories for details on testimony).

Practically all amusement industry spokesmen outside the TV industry cited TV as competitive and necessitating tax relief.

Altho President Eisenhower's disapproval of the Mason Bill came as no surprise, it had the effect of setting in motion a concerted industrywide drive to persuade Congress next term to kill outrightly the federal admissions tax. A united-front move in this direction was already in the making (The Billboard, Aug. 8). With the Council of Motion Picture Organizations, Inc., having pushed its drive solely for movie theater exemption from the admissions tax, spokesmen for other elements of the amusement world, who had been silent, have now become highly vocal. A sympathetic note was struck by President Eisenhower who declared in his Mason Bill disapproval message that a strong case could be made for relief not merely of the motion picture industry but of all other industries subject to excise taxes, including the admissions tax.

There is strong belief that the Eisenhower administration may find it possible to recommend a down-the-line slash of all excises if Treasury Secretary Humphrey comes out in favor of a national sales tax. Humphrey has already indicated that he might favor such a tax, which would be in the form of a retail levy on consumer items. The National Association of Manufacturers is strongly behind a retail sales tax, but several retail federations are opposing it. RETMA President Glen McDaniel told the House Ways and Means Committee yesterday (7) that his association would support a national retail sales tax if the 10 per cent tax on TV-radio-phonos sets is eliminated.

COMPO officials, dejected by the President's disapproval of their bill, lost no time in joining the solid-front move to wipe out the federal admissions tax. COMPO, in pressuring the Mason Bill through Congress, had persuaded

several amusement industry organizations to suspend their demands for last minute amendments to the bill so as to extend the tax relief. In return, COMPO promised to support an industry-wide drive for repeal of the admissions tax next session.

Bolstering the outlook for general excise slashes next year, President Eisenhower in his veto message declared that he could not see how tax relief could be given to motion picture theaters without giving widespread relief elsewhere. He recalled that he had stated in his tax message of May 20 that "the wide variety of existing excise rates makes little economic sense and leads to improper discrimination between industries and among consumers," and he issued a reminder that "specific proposals for a modified system of excise taxation will be included in the recommendations for tax revision that will be submitted to the Congress next January."

"The Treasury analysis has already progressed to the point where I can say that I will include a recommendation for a reduction in the admissions tax in my proposals for a modified system of excise taxation," stated the President. "Action could be taken by the Congress early in 1954 and relief could be given at that time."

Spokesmen for amusement groups outside the motion picture industry are jubilant over the President's comments, which came practically at the wind-up of their outpouring of testimony before the House Ways and Means Committee. The latter committee, headed by Rep. Daniel A. Reed (R., N. Y.) is certain to hand up a report this year strongly recommending slashes or outright repeal of the amusement excises. Since President Eisenhower allowed the Mason Bill to die by using a "pocket veto" which automatically is effective ten days after a bill is sent to the White House, the President's action cannot be reversed by Congress. While a direct veto can be overridden, a pocket veto is final.

RINGLING WAITS BEATTY IN MINN.

DULUTH, Minn., Aug. 8.—The nation's two railroad circuses crossed paths here, and Ringling-Barnum used a large wait ad against Clyde Beatty. Beatty had scheduled Duluth for August 1, but cancelled and made Superior, the twin city, a two-day stand (1-2). Ringling plays Duluth on Monday (10).

The R-B ad included the line "once every four years, like the Presidential election, it comes (to Duluth)". It also said "you've seen the picture, now see the fabulation, it comes (to Duluth)." Braden handled press for Ringling here.

TAX FIGHT

Hamid Calls For United Battle Effort

NEW YORK, Aug. 8.—George A. Hamid, president of the National Association of Amusement Parks, Pools and Beaches, yesterday called for a united effort by all show business interests in seeking the elimination of the 20 per cent federal excise tax in 1954.

Hamid, a leader in the fight to obtain exemption for fairs, parks and other outdoor show business enterprises, made his statement after being informed that the controversial Mason Bill, designed to exempt motion picture theaters only, had been vetoed by President Eisenhower.

Hamid said that the motion picture group, COMPO, had persisted in following a selfish course, despite the appeals of the parkmen and other groups. A second error was committed, he said, when the motion picture industry acknowledged that no benefits would be passed on to the public should the tax be eliminated.

Chippewa Falls, Wis., Points to Good Fair Season in Midwest

Outpaces '52 on Clear Days; Biz Holds Up Despite Loss to Weather

CHIPPEWA FALLS, Wis., Aug. 8.—If, as in the past, the Northern Wisconsin District Fair proves a barometer of what's ahead for fairs of the Midwestern and the Central States, fairs of those sections are in for a good season.

The sturdy fair here tonight wound up its fifth night of its six-day run with gate attendance about even with that of the corresponding period last year, and with midway receipts slightly higher and grandstand attendance down by a small margin from '52.

The totals served up for the first five days were impressive because during that period the fair caught a heavy rain one day (Friday, 7), intermittent showers Thursday, plus menacing skies that day and also this morning. Friday's rain came at about 4:15 p.m. and it lasted about an hour and a half, thus routing midway patronage and discouraging night attendance and with it attendance in the partially covered grandstand.

Face Big Closing

Prospects are for the fair to close tomorrow with higher figures than last year for gate, grandstand and midway receipts, as forecasts are for good weather,

whereas last year the event caught rain on its closing day, which is usually its biggest one.

In for two successive matinees, the Tournament of Thrills, managed by Leo Overland and Earl Newberry, will be the closing-day afternoon attraction. At night, Barnes-Carruthers will wind up its six nights' engagement. The Barnes-Carruthers offering includes Martell and Mignon, four-people adagio act; Nita and Peppi, with Charley, acrobats; Bob Barnett and Company, clowns with midget car; Adrian and Charley, trampoline, and Ethel D'Arcy. Unit is emceed by Preston Lambert, and managed by Sam J. Levy Jr. Besides the revue, fireworks by Thearle-Duffield Fireworks Company, Chicago, repped by Jack Duffield, were programed for six nights.

Harness horse races were presented each afternoon Tuesday thru Friday. The Amusement Company of America is on the midway.

New Poultry Building

Managed by the capable Archie Putnam, the fair reflects his progressive direction. New this year is a poultry building which follows the design of two other structures, the conservation and commercial exhibit buildings, built since the end of World War II. The new poultry building resulted in a 100 per cent increase in poultry entries and also brought in considerable added revenue from commercial exhibits, for one side of the building is devoted entirely to such displays.

Already Putnam is preparing for the construction of another new building, one to house the women's fine arts department, which has outgrown its facilities. This building, as with the others constructed since the war, is to have a large area set aside for commercial exhibits, as well as for non-commercial exhibits, and thus will pay for itself in revenue from the commercial displays.

Sales of commercial space thru-out the grounds and in the buildings this year exceeded that of last year. Notably are many exhibits of TV sets, spurred by the fact that a TV station (WEAU) is to go into operation soon in nearby Eau Claire. The station plugged its coming start by televising at the fair via cable from a tent, and many of the set exhibitors tied in with these telecasts.

Visitors to the fair included Harry Frost, concession manager of the Minnesota State Fair, and Bill Masterson, manager of the Wisconsin State Fair.

Southern Maps Tour Following Resort Finale

PANAMA CITY, Fla., Aug. 8.—A tour for Southern States Shows, in its sixth season at Long Beach here, is being mapped for the organization following the Labor Day close of the resort, reports John B. Davis. All equipment, including nine rides, are being put into shape for the tour. The local season opened May 1.

Mrs. Pearl Davis, wife of the manager, has been released from a hospital following an illness of several days. Personnel includes Bill and Billie Rice, Frank and Louise Randall, James G. and Effie Thompson, Helen Surlen, James and Susie Deal and daughter Pamogean; Willie Edmonson, assistant to ride superintendent Jimmie Deal; Johnny and Ellen Edmonson, and Tige Hale and Norman Hanley, former band leaders, the former operating a ride and the latter acting as head ticket seller. Personnel lives in trailers parked on the beach.

RINGLING EQUALS 1952; FIRST 9 WEEKS MEDIOCRE

CHICAGO, Aug. 8.—Receipts for Ringling Bros. and Barnum & Bailey's road season so far have been approximately the same as last year's, it was learned here. A show official said it was not better than the first half of 1952.

In 1952 the show limped along to poor business at most Eastern spots, with a steel strike hurting in part of the area. First half of last season was well below the 1951 takes.

This year, the show suffered in Canada, but, still following last year's pattern, attendance spurted upward as the circus made Indiana, Illinois and Wisconsin territory. If the show continues to par last year thru the remainder of the season, Western stands will serve to overcome early weak grosses and send the aggregation home a winner.

Side Show business this year has been somewhat better than in 1952. The first nine weeks of the road tour grossed as much as the first 12 weeks last year, it was reported.

130 Attend NAAPPB Confab, Report Okay Year in All Areas

By JIM McHUGH
NEW YORK, Aug. 8.—Operators representing every section of the country attended the annual summer meeting of the National Association of Amusement Parks, Pools and Beaches here Tuesday and Wednesday (4-5). For the most part they were able to give happy reports on business to date, mirroring the consensus gathered at the summer meeting of the New England Association of Amusement Parks and Beaches a week ago.

About 130 members and their friends were registered, making the meeting one of the largest summer gatherings. The personnel of the hosting funspot, Jack and Irving Rosenthal's Palisades (N. J.) Amusement Park, joined in on the late evening festivities to swell the ranks, as did many persons associated with A. Joseph Geist's Rockaways' Playland.

The program pleased, and at

times even awed, the attending parkmen. The first scheduled event was a meeting with Mayor Vincent Impellitteri in City Hall. In a 20-minute program the Mayor credited the parkmen with being valuable allies in the fight to curb juvenile delinquency, accepted a ride model presented by George A. Hamid, NAAPPB president, and Irving Rosenthal and took time out from a busy schedule to pose for a number of photographs.

Lunch at Mayor's Home
A conducted tour of the United Nations followed. After that the party was escorted to Gracie Mansion, official residence of the Mayor, for cocktails and a luncheon on the spacious lawns. Mrs. Impellitteri as hostess, and Mr. and Mrs. Rosenthal and Mr. and Mrs. Hamid were on the receiving line.

After a brief stopover at the headquarters hotel, the New Yorker, the party journeyed to Palisades Park for cocktails, a roast beef dinner, attendance at the on-location airing of the Strawhatters, Du Mont Coast-to-Coast TV seg, and a general examination of park units and operation. At midnight the group journeyed to Bill Miller's Riviera for sandwiches and the late show. The windup, depending upon each individual's stamina, came about 3 a.m.

Three buses were used for transportation. Each carried a banner reading "Palisades Park Plays Host to the Nation's Parkmen." A police motorcycle escort remained with the party thru-out the day. They provided the most thrilling part of the program by guiding the bulky buses thru traffic without regard to red lights or other impediments. The thrill rides in amusement parks were acknowledged tame by comparison, especially when the trip from Gracie Mansion down Fifth Ave.

(Continued on page 57)

Detroit Inks T-D Fireworks

DETROIT, Aug. 8.—Michigan State Fair this week awarded the fireworks contract for this year's fair to Thearle-Duffield, Inc., Chicago. Jack Duffield, T-D rep, handled negotiations for the pact, which calls for a pyro display on all 10 nights of the big annual.

Lawrenceburg Sets Sesqui Cele

LAWRENCEBURG, Ind., Aug. 8.—This Southern Indiana city will mark its 150th birthday, August 23-29, with a celebration that will be mainly centered on the grounds of the Dearborn County Fair. Featured attraction of the seven-day fete will be a historical pageant presented nightly in front of the grandstand. A giant parade is scheduled for the final day. A midway is also planned.

Gray Show Set For Four Ky. Shrine Dates

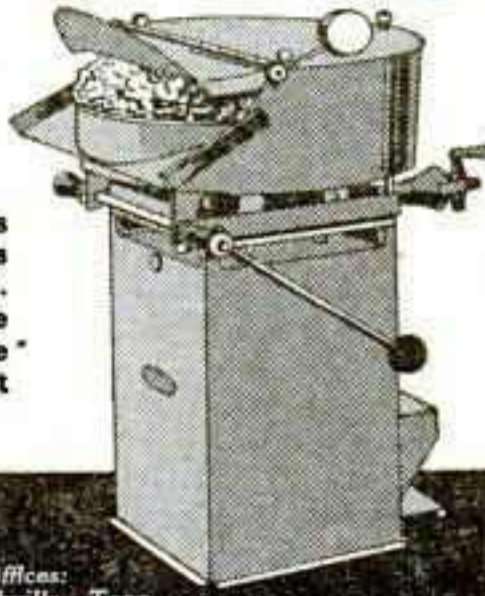
EVANSVILLE, Ind., Aug. 8.—E. R. (Pops) Gray has announced four Kentucky dates for his third annual Shrine Circus. The two-and-a-half-hour show, produced and managed by Gray, has been set for Franklin, August 10-12; Hartford, August 13-15; Madison, the week of September 14, for Ritzpah Temple, and Hopkinsville, the week of September 21 for the Shrine Club. The show will offer 20 acts, but six turns and additional clowns will augment performances at Madisonville and Hopkinsville, said Gray.

Already signed for the show are Jacobs' Military Ponies; Don Phillips, unicycle and juggling; Phil and Bonnie, balancing and South American numbers; Lew Henderson, chimp act and juggling; the Morales, trampoline; Los Aeros, novelty act; Felix Morales, head slide; Miss Jacobs' Baby Elephant; Aerial Solts; the Christensens, trapeze cradle; Flying Siegrests and clowns Charles Baker, Lew Christensen, Terrell Jacobs Jr., Mamye Baker and Spangles LaTour.

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NSA Signs Lease For New Quarters

NEW YORK, Aug. 8.—The National Showmen's Association this week signed a lease for quarters located at 317 W. 56th Street between Broadway and Eighth Avenue. The club will move from its present quarters at 1564 Broadway after the completion of an extensive renovation program. The new rooms are expected to be ready for occupancy about the middle of next month.

The lease-signing ends the club's long search for new headquarters. Originally the proposed move from the Broadway location was stimulated by the desire of organization leaders to purchase their own building. At one time the purchase of a large building, the Sharon Hotel on W. 46th Street, was nearly consummated. Other buildings were later investigated with a view toward their purchase before

plans to buy a building were abandoned.

A five-year plan was adopted by both the parent organization and the Ladies' Auxiliary for the purpose of raising sufficient funds for the purchase of a building at the end of that period. Accordingly, the lease signed for the 56th Street quarters covers a five-year period.

Good Location

The new location has the advantage of being located on the street floor. This will eliminate the need for elevator service. The rooms contain about 4,000 square feet. Plans call for dividing the area into an assembly room, board of governors room, lunch room, television room, office, and quarters for the auxiliary.

The association has operated in extremely cramped quarters since relinquishing its main assembly room to make possible the expansion of the New York offices of The Billboard. The search for new quarters pointed up the fact that suitable sites at nominal rentals were very scarce.

The new location is judged by most of the members to be nearly equal to the old site in convenience. It is located between two subway lines and close to the theatrical district and to Madison Square Garden.

Hildreth Asks Tax Exemption For Circuses

WASHINGTON, Aug. 8.—In a plea to grant federal admissions tax exemption to circuses, Melvin D. Hildreth told House Ways and Means Committee this week that "the circus as an institution" is in danger of becoming extinct. Hildreth, who is past president of Circus Fans' Association, said "It is doubtful if the circus can continue as an institution unless relief is granted."

"There are only two railroad circuses left in the United States," Hildreth stated, "Ringling Bros. and Barnum & Bailey, and Clyde Beatty. There are 10 circuses that travel by truck."

"Already this year two circuses have failed and others are finding it exceedingly difficult to keep going."

Urging relief from what he termed "a multiplicity of taxes," Hildreth said: "The circus is a family amusement and its prices of admission must fit the average family's purse."

Since the appearance of members of the Circus Fans' Association before the same committee "a number of years ago," Hildreth claimed, seven of the nine railroad circuses in America have failed. "It is to be hoped," he said, "that on the occasion of our next appearance it will not be necessary for us to report the deaths of other circuses. It represents an amusement born with the Republic and continuing for generations in its traditional form."

"It is the one amusement which has never needed a censor and we beg earnest consideration to its fight for existence."

Hildreth told the committee that Circus Fans Association "has no connection, directly or indirectly, with any circus. Its 1,000 members represent each State in the Union, do not accept passes, but reserve the privilege of purchasing their own tickets of admission."

Billings Fair Threatened by Picket Line

BILLINGS, Mont., Aug. 8.—The Midland Empire Fair and Rodeo, beset this week by pickets from local 98 of the Hod Carriers and Construction Laborers' Union went ahead with all plans for its Monday (10) opening. Harry L. Fitton, fair's secretary-manager, said they would open as scheduled and run thru Saturday (15).

The union was asking higher wages for between 40 and 60 workers in the common labor category during fair week. In a letter prepared by the county attorney, fair board members said the budget was set and workers hired and there would not be sufficient time before opening day to determine whether the board legally could enter into an agreement with the union on wages.

The union, which began its picketing Wednesday night (5), asked that pay rates for laborers under union jurisdiction be not less than \$1.76 per hour.

Attractions booked into the fair include Siebrand Bros.' Carnival and Circus, a Barnes-Carruthers night revue and fireworks by Thearle-Duffield.

Billy Williams, partner with his wife, Gladys, in Williams & Lee Attractions, St. Paul, is remaining off the road this season due to illness.

Packs Rolls Up Record For Pittsburgh Stand

PATERSON, N. J., Aug. 8.—Tom Packs' Circus rolled up a powerful 94,540 attendance for three days at Forbes Field, Pittsburgh, under police auspices, to set new records and to prompt a field concession butcher to remark "it's good to see people again."

Proving a potent drawing card for the date were the Cisco Kid and Pancho, who headlined the circus. Newspaper critics said the circus' pulling power held attendance down at two other major attractions in the city.

Jack Leontini, Packs executive, said the show played to 18,000 on Friday (31), 23,500 Saturday afternoon and 21,500 Saturday night. The run opened Thursday (30).

Cleveland Signed Again
Johnstown, Pa., a first-timer, drew satisfactory business with fire department auspices on Mon-

day (3). The Cleveland stand (4-6) was washed out on the first day, but Wednesday and Thursday were okay, Leontini said, and the show has contracted to return in 1954. Police auspices were used.

Show laid off Thursday (6) for the long jump to Paterson for Friday and Saturday (7-8). Final stand of the circus' current trek is Monday (10) at Easton, Pa.

Cisco Kid and Pancho will play a fair date at Bristol, Va., August 20-22, and Leontini will make the date with them as agent for the Packs office, thru which they are booked. They also will make a St. Louis date, August 30-September 7 for Packs.

Leontini said this trip by the Packs circus has been highly successful and considerably better than last year's. He said that only Wilkes Barre, Pa., fell below anticipation.

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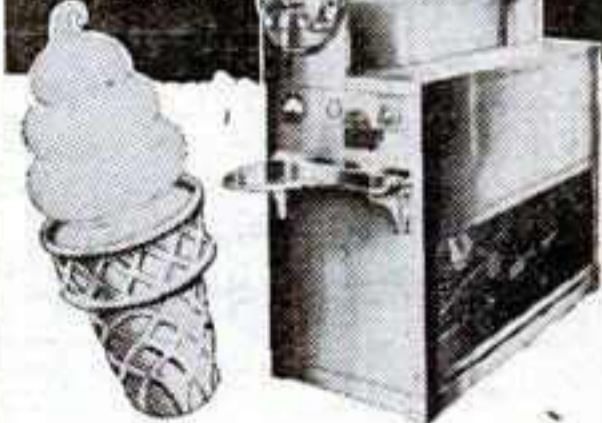
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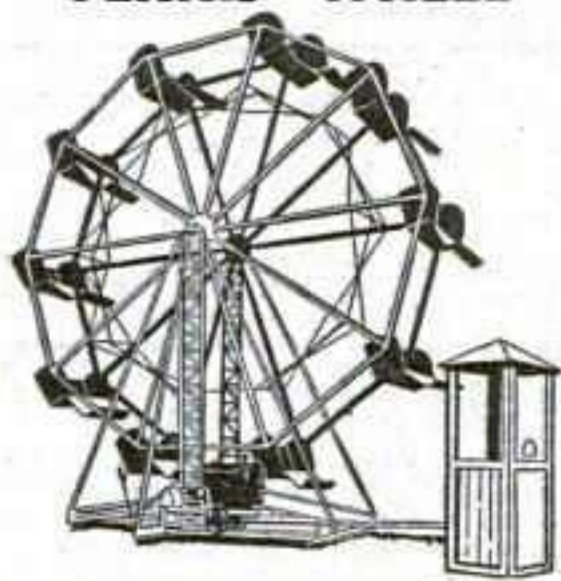
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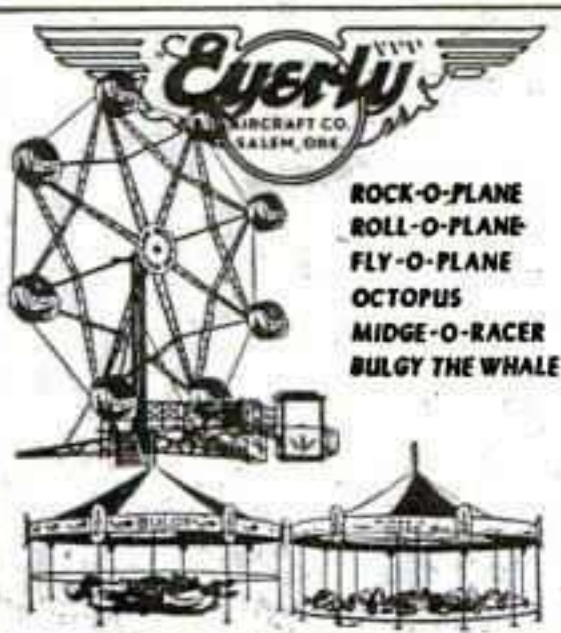
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Police Show Draws 78,000 At Detroit

DETROIT, Aug. 8.—The 27th annual Police Field Day, staged by the Detroit Police Department Saturday and Sunday (1-2), drew a reported 78,000 persons to the University of Detroit Stadium, despite rain Saturday night.

Downpour started about showtime, but a heavy advance sale of tickets, the total at \$1 a person, was not hurt. Revenue from the advertising program added another \$150,000 to the total, according to a spokesman for the department.

The production was under the direction of Inspector Herbert W. Case, in charge of the Censor Bureau, and included a complete program of grandstand attractions: Leo and Josephine Gasca, and the Great Smetona, slack wire; All American Boys, and St. Leon Troupe, teeterboard; Aquamaniacs, springboard act; Nemeth Duo and Latin Duo, high perch and rolling globe; Aerial Snyders; Haig's Movieland Chimps; Hollywood Bears; Marcus Troupe and the Unicyclans, wheel act; Miss Luxem, sway pole; Jumping Southern, and Sonya and Company, trampoline; Ceplar Family, high wire; Wayne University Musical Pageant, directed by Graham T. Overgard, musical director of the Michigan State Fair; Cy and Sarah, the Original Michigan Rubes; Luigi Bosco and Company, juggling and Bud Leach and His Hollywood Wonder Horse.

New Orleans Signs Rogers For Sesqui Spec

POSTORIA, O., Aug. 8.—John B. Rogers Producing Company has been awarded the contract to produce the pageant for the 150th Anniversary of the Louisiana Purchase in New Orleans, October 18-31, Harry E. Munsey, of the producing firm, announced. E. V. Richards Jr., general chairman of the celebration, and Irwin Poche, president of the New Orleans Sugar Bowl Association, represented the celebration association in negotiations.

The spec, "The Louisiana Purchase Sesquicentennial," will have a free gate for its 10 performances. According to Munsey, a special script is being prepared along with scenery and lighting for the New Orleans fete. Leo Spaeth, of the Rogers staff, will serve as promotional director for the pageant, which is to be staged in the baseball park of the New Orleans Pelicans.

Crosley Talent Set in Midwest

CINCINNATI, Aug. 8.—Crosley Broadcasting Corporation, operator of WLW and WLW-T here, announced this week outdoor bookings thru Ohio, Indiana and Kentucky for station talent.

Already set are Bill Thall, Bonnie Lou, Kentucky Briarhoppers, the Downhomers and Kentucky Boys for Champaign County Fair, Urbana, O., August 13; Bill Thall, Hartford Fair, Croton, O. (14); Jimmy Walker, Downhomers, Herb and Kay Adams, Geer Sisters, and the Briarhoppers, Pike County Fair, Picketon, O. (14); Pine Mountain Boys, Lakewood Beach Park, Springfield, O. (16), and Jack Rogers at the same spot (23); Kay and Herb Adams, Clinton County Fair, Frankfort, Ind. (23) and Harrison County Fair, Corydon, Ind. (26); Downhomers, Le-Sourdesville Lake Park, Middletown, O. (29); Buddy Ross, Hill-billy Park, Newark, O. (30); with Jimmy Walker and the Kentucky Boys following there on September 6 and 13, respectively, and the Swanee River Boys, Danville, O., August 30.

ILLIONS ADDS RIDES TO POMONA MIDWAY

Looper, Whip, Ridee-O to Be Shipped West From Buffalo, Jamestown, N.Y.

POMONA, Calif., Aug. 8.—Three major rides from Celeron Park in Jamestown, N. Y., and New Liberty Park in Buffalo will be brought to the Los Angeles County Fair here for operation during its annual 17-day run starting September 18, Harry Illions, operator of the World's Fair Midway there, said.

A contingent of rides also will be supplied by Superior Shows and Jockey Pludo. Illions recently returned here from a two-week trip to the East to make ready for the shipment of the rides from his parks in New York State.

Illions said the rides would be dismantled soon after the Labor Day closing. Arrangements have been made for shipping them to the West Coast. Included in the shipment will be the Looper and Whip from New Liberty and Ridee-O from Celweon.

The plan for the permanent installation of amusement rides

on the fairgrounds started last year with Illions in charge. There are now 13 devices there with the new three making a total of 16.

The Superior Shows equipment along with the kiddie rides of Pludo's will bring the total number of devices in the area to over 40. Superior is expected to bring in about 10 major and 8 kiddie rides. Pludo will supply 12 moppet devices. The smaller rides will be installed in the special areas—one west of the Fun Zone and the other east and near the Mexican Village.

The illusion show of A. W. McAskill will be one of the midway features. Show will come here from the Northwest. It has a 125-foot front.

Cecchini & Levaggi, veteran concession firm headed by Louis Cecchini and Johnny Levaggi, will again have the permanently installed games buildings.

Talent Topics

Larry Ruhl, who is at his home in Muskegon, Mich., after tearing a shoulder muscle while setting up his rigging at an Illinois fair a few weeks ago, reports that his shoulder is showing improvement and that he hopes to be doing his high act before long. . . . Pedro and Durand, comedy acro act featuring Pedro Jr., closed recently at the Alpine Village, Cleveland, and are now appearing at the Horizon Room at the Greater Pittsburgh Airport.

Lou Karns, single table acrobatic, opened a one-week stand Thursday (13) at the Palace Theater in Buffalo, then is booked for 10 weeks with Gooding Shows starting August 22 in Milwaukee, both bookings thru Jack Montgomery, Chicago. Karns completed 13 weeks of nitery work in Montreal on August 9.

Irah Watkins and his Educated Chimpanzees are performing in the free outdoor stagershow at Palisades (N. J.) Amusement Park. . . . Bill Silbert, who features recording artists on his "Silbert at Six" at the park's casino, plans to have between 35 and 50 top performers there to greet fans at an August 29 "Saints and Spinners" day. . . . The Johnny Reo orchestra has been alternating with Gene Williams and his Band of Tomorrow this week in the Casino. . . . they followed Don Rodney and his ork.

Les and Beverlie Farris, trampoline, and their 2-year-old son, Garry Lee, scored a good publicity break in a recent edition of the Dallas Times Herald, while playing State Fair Park as a free attraction. The duo and their youngster were subjects of a feature piece complete with a three-column photo of them teaching Garry the fine arts of the trampoline.

Victor Heisler, Los Angeles, is booked to perform his balloon ascension at the Spokane (Wash.) Interstate Fair; Utah State Fair, Salt Lake City, and the Western Washington Fair, Puyallup. . . .

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Out in the Open

William D. Breese, son of William M. Breese, veteran outdoor show agent, and Grace Breese, will be married to Lois Grace Soukup August 14 in Shaker Heights, O. Young Breese returned recently from a three-year hitch with the U. S. Coast Guard which included a year's service in the Arctic Ocean.

C. B. Lewis, farm radio and television editor of the N. J. Extension Service, has resigned to assume duties as show manager of the New Jersey Mid-Atlantic Farm Show which will be held in Convention Hall, Atlantic City, December 9.

A. Joseph Geist, president of Rockaway's Playland, Queens funspot, was a recent guest of Rudy Schaefer, president of the Schaefer Brewing Company, at the Long Island plant of the brewing company. They discussed, at a luncheon, the co-operative fireworks displays held weekly offshore at the Rockaways which are staged thru the efforts of the brewing firm, the Rockaways Chamber of Commerce and Geist.

Maj. Lenox R. Lohr, top man at Chicago '33-'34 world's fair and the Railroad Fair of '48 and '49, has edited a book on the Centennial of Engineering, a report on the proceedings of the centennial held under his direction in Chicago last year.

Honeymooning in Virginia Beach, Va., after their July 25 marriage in Collinsville, Ill., are William J. Daly, who assists in the operation of the Zits Ticket Company, Collinsville, and his bride, the former Elizabeth Ogden, also of Collinsville.

Thomas J. Hillery, of Boonton, a New Jersey Assemblyman, has been named by Governor Alfred Driscoll as that state's representative at the Eastern States Exposition in Springfield, Mass., to open September 20. Hillery has been a Morris County Fair official for several years. President Eisenhower has said he will give an address at the Springfield expo.

Harry Batt, George Whitney and Bill de L'horbe sponsored the membership of Dave Simon and his Kiddie City Park in the NAAPB during the parks organization's summer meeting in New York last week.

Earl Armstrong, top man in the Roscoe Armstrong Ford Act, which is off the road this season, recently helped to put over the Montezuma, Ind., PVF celebration as adjutant of the sponsoring vet post. Professional talent used during the one-day event included Ed Percell, high school horse and Roman riding; Joan Wirth, trick rider; Al Rimmel's Hawaiian band; Wabash Senators and Aunt Mirandy.

Raymond Lusse, Philadelphia Skooter manufacturer, was the guest Thursday (30) of A. Joseph Geist, president of Rockaways' Playland, Queens amusement spot.

Dot and Hank Keenan are touring with Larry Sunbrock's rodeo. . . . Bozo Lamont, sans clown make-up, has been ahead of the Aut Swenson Thrillcade for the past couple of months. Lamont closed to do a series of television shorts. He recently met Mel Henry in New Orleans and also visited Les Hidalys and the Farias Duo at Pontchartrain Beach there.

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Carnival Routes

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(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)
Alabama Am. Co.: Warrior, Ala.; Gunterville 17-22.
Alamo Expo.: Kansas City, Kan.
American Beauty: (Fair) Kirksville, Mo.; (Fair) Bloomfield, Ia., 18-21.
American Eagle: (Fair) Lexington, Tenn.; Clarksville 17-22.
A. M. P.: Kitzmiller, Md.; Keyser, W. Va., 17-22.
Amusement Co. of America: (State Fair) Springfield, Ill., 14-23.
Babcock, Frank W.: Santa Ana, Calif., 11-16.
Baker United: (Fair) Hartford City, Ind.; Bm's Attrs.: Sperryville, Va.; Bel Air, Md., 17-22.
Becht, Lee: (Bank & Baymiller) Cincinnati, O.; (Fair) Owensville 18-22.
Bell's Old Reliable: (Fair) Campbellsville, Ky.; (Fair) Greensburg 17-22.
Bee's Farm: (Fair) Greenwich, N. Y., 17-22.
Belle City: (Jackson St. Fiesta) Milwaukee, Wis., 13-16; (State Fair) Milwaukee 17-23.
Bernard & Barry: Victoriaville, Que., Can., 13-16; Oshawa, Ont., 19-22.
B. & H.: Hemingway, S. C., 10-22.
Big Four Am.: Gilman, Ill.; Momence 19-22.
Big State: (Fair) Minneapolis, Kan., 10-12; (Fair) Sylvan Grove 12-15; (Fair) Stafford 18-21.
Blue Grass: Princeton, Ind.; Carmi, Ill., 17-21.
Blue Ribbon: (Fair) Wausau, Wis.; Es-Blue Valley: Linneus, Mo. Canabua, Mich., 17-22.
Bogle, F. C.: Colby, Kan.; Wakeeney 17-22.
Bohn & Sons United: Rosenberg, Tex.
Boone Valley: (Fair) Pocahontas, Ia., 10-12; Redfield 13-14; Brooklyn 17-18.
Broder's United: Winoosboro, Tex.
Brodbeck & Schtrader: Ness City, Kan.
Borderland: (Fair) Beville, Tex.; (Fair) Kenedy 17-22.
Brock & Wallace: Sumter, S. C.
Brun, O. C.-Model: Gouverneur, N. Y.; Elmira 17-22.
Burke, Harry: St. Martinsville, La.
Burkhart's: (Fair) Mendon, Ill., 10-12; Warsaw 13-16.
Byers Bros.: Savage, Minn., 14-16.
(Fair) Wabash 17-22.
Capitol City: (Fair) Scottsville, Ky.; (Fair) Manchester 17-22.
Carlin Expo.: Pataskala, O.; Youngstown 14-16; No. 2: Cleveland, O., 19-22.
Carpenter Bros.: Edgerton, O.; Green Springs 17-22.
Casey, E. J.: Pine Falls, Man., Can., 10-12; (Fair) Rainy River, Ont., 14-15; (Fair) Emo 17-19.
Cattlett Greater: Lee's Summit, Mo.; Onaga, Kan., 16-18.
Cavalcade of Amusements: Cedar Rapids, Ia., 15-23.
Central States: Burwell, Neb.
Cetina & Wilson: (Fair) Ionia, Mich.; (Fair) Sedalia, Mo., 20-30.
Cherokee Am. Co.: Osawatimie, Kan.; Osage City 17-22.
Chanos, Jimmie: (Fair) Converse, Ind.
Coleman Bros.: (Fair) Norwich, N. Y.
Collins, Wm. T., No. 1: (Fair) Fairmont, Minn., 13-16; (Fair) Worthington 17-19.
Collins, Wm. T., No. 2: (Fair) Le Centre, Minn., 10-12; (Fair) Howard Lake 13-16; (Fair) Wadena 17-19.
Conklin Leavinton, Ont., Can.; Belleville 17-20.
Continental: (Fair) Plattsburg, N. Y.; Westport 19-22.
County Fair: (Fair) York, Neb., 11-14; (Fair) Geneva 18-21.
Crafts Expo.: (Fair) Riverbank, Calif., 11-16.
Crafts 20 Big: (Fair) Hawthorne, Calif., 13-16.
Cross Road: Muskegon Heights, Mich.
Cumberland Valley: (Fair) Carthage, Tenn.; (Fair) Tracy City 17-22.
Dan-Louise: Brandenburg, Ky.
Davis United: Omaha, Neb.
Del Flore: Youngstown, O. Y.; (Fair) DesBro: (Fair) Waterloo, N. Y.; (Fair) Lowville 17-22.
Dobson's United: St. Croix Falls, Wis.
Drago, No. 1: Bremen, Ind.
Drago, No. 2: Cicero, Ind.
Drew, James H.: (Fair) Moundsville, W. Va.; (Fair) Fairmont 17-22.
Dumont: Altavista, Va.
Dyer's Greater: (Fair) Fairfield, Ia., 10-14; (Fair) Boone 17-20.
Eastern Am. Co.: Skowhegan, Me., 15-22.
Eddie's Expo.: Blairsville, Pa.
Emshoff: Wilmet, Wis., 13-16; Rock Falls, Ill., 19-22.
Evans United: Beloit, Kan., 10-14.
Ferris, Carl D.: Ithaca, N. Y.; (Fair) Sandy Creek 17-22.
Festival of Fun: Augusta, Mich.; (Fair) Greenville 19-22.
Fleming, Mad Cody: Jasper, Ga.
F. & M.: Avon, Ill.; Brimfield 19-22.
Franklin, Don, No. 1: Fairbault, Minn.
Franklin, Don, No. 2: Blanco, Tex., 13-15; Fredericksburg 19-23.
Funland: Buffalo, Mo., 13-15.
Garden State: (Fair) Harmony, N. J.
G. & B.: Rivesville, W. Va.; (Fair) Gassaway 17-22.
Gem City: (Fair) Springfield, Mo., 10-21.
Gentsch, J. A.: Philadelphia, Miss.
Georgia Am. Co.: Vidalia, Ga.
Gladstone Expo.: (Fair) Russellville, Ky.; (Fair) New Castle 17-22.
Gold Bond: (Fair) Hibbing, Minn.; (Fair) Grand Rapids 19-23.
Gold Medal: (Fair) Mason City, Ia.
Gooding Am. Co., No. 1: (Fair) Urbana, O.
Gooding Am. Co., No. 2: (Fair) Connersville, Ind.
Gooding Am. Co., No. 3: (Fair) Monroe, Mich.
Gooding Am. Co., No. 4: (Fair) Wapakoneta, O.
Gooding Am. Co., No. 5: (Fair) Rockville, Ind.
Gooding Am. Co., No. 6: (Fair) Wilmington, O.
Gooding Am. Co., No. 7: (Fair) Jefferson, Mich.
Gooding Am. Co., No. 8: (Fair) Jefferson, O.
Gooding Am. Co., No. 9: (Fair) Centennial, North Royalton, O.
Gopher State: (Fair) Nevis, Minn., 11-13; (Fair) Pillager 18-20.
Gore & Sons: (Fair) McCook, Neb.
Grand American: Waverly, Ia.; Northwood 17-19; Nashua 20-22.
Great Sutton: Rolla, Mo.
Greater Dixieland: Independence, Ia., 10-14; Groves 17-20.
Groves Greater: DeQuincy, La.
Hale's: Maryville, Mo., 12-15; Auburn, Neb., 18-22.
Hames, Bill: Alvarado, Tex.; Sherman 17-22.
Hammond, Bob: Rush Springs, Okla.; (Fair) Anadarko 17-22.
Hannum, Morris: Mansfield, Pa.; Kutztown 17-22.
Happy Attrs.: (Fair) Bowling Green, O.; Mount Gilead 17-22.
Happyland: (Fair) Bad Axe, Mich.; (Fair) Harrison 17-22.
Harrison Greater: (Fair) Salsbury, Md.; Tinsley, Va., 17-22.
Hartsock Bros.: Bucklin, Mo., 13-15.
Heth, L. J.: Altamont, Ill., 9-14; (Fair) Mayfield, Ky., 17-22.
Hlawatha: Sylvania, O.; Wauseon 17-20.

Circus Routes

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Hill's Greater: Rapid City, S. D.
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Hottle, Buff, No. 1: Lincoln, Ill.
Hottle, Buff, No. 2: Belvidere, Ill.
Howard Bros.: Picketon, O.
Huff's: Centerville, Ia.
Hugo's Expo.: (Fair) Seneca, Kan., 10-12; (Fair) Wetmore 13-15; (Fair) Oskaloosa 19-22.
Ideal Rides: (Fair) Mount Ayr, Ia.; (Fair) Greenfield 18-20.
Imperial: Princeville, Ill., 12-15.
Interstate: Linton, Ind.
I.T.: (Fair) Middletown, N. Y.; (Fair) Troy Hills, N. J., 18-22.
Johnny's United: (Fair) Brownstown, Ind.
Joyland Midway Attrs.: Petoskey, Mich.; Big Rapids 17-22.
Ken-Penn Am.: Waynesburg, Pa.; Kittanning 17-22.
Key City: Tipton, Ia., 11-14.
Keystone Attrs.: (Fair) Abbotstown, Pa.; Bellefonte 17-22.
Kile, Floyd O.: (Fair) Holdrege, Neb.; (Fair) Holton, Kan., 17-22.
Klenke Am.: Parkersburg, W. Va.; Gallipolis, O., 17-22.
Lagasse Am. Co., No. 1: (Fair) Brandford, Vt., 14-16.
Lee Am.: Pell City, Ala.
Madox Bros.: (Fair) Cumecsue, Neb., 12-14; North Platte 16-20; Clay Center 21-22.
Manning, Ross: Salisbury, Md.; Manassas, Va., 17-22.
Marion Greater: Dallas, S. C.
Marks, John H.: Staunton, Va.; (Fair) Covington 17-22.
Merriam's Midway: Ida Grove, Ia., 10-12; Denison 13-16; Algona 19-22.
Merry Midway: (Fair) Williamsport, Ind.
Metropolitan: Butler, Pa.
Midway of Mirth: Highland, Ill.
Midwest: Mt. Pleasant, Utah.
Mighty Hammonree: Guthrie, Ky.; (Fair) Gallatin, Tenn., 17-22.
Mighty Hoosier State: (Fair) Bicknell, Ind.; (Fair) Martinsville 17-21.
Mighty Page: Rocky Mount, Va.
Milliken Bros.: Waycross, Ga., 10-12.
Moore's Modern: Marshall, Ill.
Mosher Am.: Cedar Springs, Mich., 12-13; Morley 14-16.
Moser-Rundle: Hopkinton, Ia., 11-12; Canton, Minn., 14-15; Ottosen, Ia., 18-19.
Motor State, No. 2: Argos, Ind.
Mound City, No. 2: Beaver, Mo.
Motor State, No. 1: Fort Wayne, Ind.
Mound City, No. 1: Elsberry, Mo.
Mullins Royal Pine: (Fair) Presque Isle, Me.
Nelson, George W.: Elora, Ia., 10-12; Osceola 13-15; Emmetsburg 17-19.
New England Am. Co.: Woburn, Mass.
Northern Expo.: Chinoook, Mont., 14-16; Forsythe 18-20.
Oklahoma Expo.: Drumright, Okla.
Page Bros.: (Fair) Burkesville, Ky.; McMinnville, Tenn., 17-22.
Palmetto Expo.: Roseboro, N. C.; Minturn, S. C., 17-22.
Parada: Erie, Kan.; (Fair) Paola 17-19; (Fair) Mount City 20-22.
Park Am.: Lebanon, Mo.; (Fair) Cuba 17-22.
Paul's Am. Co.: (Fair) Carthage, Mo.
Playtime: Buzzards Bay, Mass.; Plymouth 17-21.
Pioneer: (Fair) Delmatia, Pa.
Smithfield Greater: (Fair) Croton, O.; (Fair) Broadway: (Fair) Bedford, Pa.; (Fair) Carlisle 17-22.
Raines Am.: Waverly, Kan.
Reid, King: Skowhegan, Me.
Robinson, John L.: Clarinda, Ia.
Rockwell, Mike: Halstead, Kan., 10-13; Arma 14-16.
Rocky Mountain Empire: Casper, Wyo.
Rogers Bros.: Pine City, Minn., 10-12; Farmington 13-16; Princeton 17-19; Mora 20-22.
Rose City Rides: Puxico, Mo.
Royal American: (Fair) Fort William, Ont., Can.; (Fair) Superior, Wis., 18-23.
Royal Crown: (Fair) Kankakee, Ill.
Royal Midwest: (Fair) Carrollton, Ky.
Royal United: Maxwell, Ia., 11-12; Gladbrook 13-15; Wilton Junction 17-18; Charlotte 19-20.
Schaefer's Just for Fun: (Fair) Wausaukee, Wis.; (Fair) Merrill 17-20.
Shan Bros., No. 1: Broadhead, Ky.
Shan Bros., No. 2: Wise, Va.
Shugart, Beebe, Am. Co.: (Fair) DeLeon, Tex.
Sierbrand Bros.: (Fair) Blair, Mont.
Skerbeck's: Crystal Falls, Mich.
Smith, George Clyde: LaVale, Md. (Cumberland, Md. P. O.: Somerset, Pa., 17-22.
Smith's Funland: Matewan, W. Va.
Snapp Greater: Fond du Lac, Wis.; DePere 17-22.
Southern Valley: Osceola, Ark.; DeWitt 17-22.
Standard: Ennis, Mont.
Star Am. Co.: (Fair) Marshall, Ark.
State Fair & Great Western: (Fair) Heber, Utah, 13-15.
Stephens: North English, Ia., 12-13; What Cheer 14-17.
Stephens, C. A.: Black Mountain, N. C.
Sterling Crown: Jenkins, Ky.; (Fair) Bristol, Va., 17-22.
Stipe's: Hammond, Wis., 10-12; Cambridge, Minn., 13-15; Webster, Wis., 20-22.
Strates, James E.: (Fair) Bath, N. Y.; (Fair) Hamburg 17-22.
Sunset Am. Co.: (Fair) Alta, Ia., 10-13; (Fair) Rock Rapids 14-18.
Superior: Quincy, Calif.; Susanville 17-23.
Tassell, Barney: Maryland Park, Md.; Kin-sale, Va., 17-22.
Tatham Bros.: (Fair) Bloomington, Ill., 8-12; (Fair) Cullom 13-15; (Fair) Rock Island 17-22.
Tennessee Valley: Oliver Springs, Tenn.
Thomas, Art B.: St. Charles, Minn., 13-16.
Thomas Joyland: Wanamaker, Ind.
Tidwell, T. J.: (Fair) Norton, Kan.; (Fair) Osborne 17-22.
Tinsley, Johnny: Atlanta, Ga.
Tip Top: (Fair) Iron River, Wis., 14-16; (Fair) Spooner 17-19.
Tivoli Expo.: (Fair) Houston, Mo.; (Fair) Mommouth Springs, Ark., 17-22.
20th Century: Menomonee, Wis.; Owatonna, Minn., 17-22.
United Expo.: (Fair) Clinton, Mo.; (Fair) Trenton 17-22.
United States: (Fair) Glenville, W. Va.; (Fair) Summerville 17-22.
Van Billard, D.: Shows: Greensboro, Md.; Cambridge 17-22.
Veterans United: (Fair) Arlington, Minn., 13-16; Kokato 17-19; (Fair) Tyler 21-23.
Vivona Bros.: St. Albans, Vt.
Wade's Greater: (Fair) Buffton, Ind.; (Fair) Mason, Mich., 17-22.
Wade, W. G.: (Fair) Cassopolis, Mich.; (Fair) La Porte, Ind., 17-23.
Wallace Bros.: Sudbury, Ont., Can.; (Fair) Three Rivers, Que., 16-28.
Wallace Bros.: (Fair) Jefferson, Wis.
W. B. J.: Red Key, Ind.; Summitville 18-22.
West Coast: Napa, Calif.
West Coast Expo.: (Fair) St. Helens, Ore.; (Fair) Gresham 17-23.
Western: Snoqualmie, Wash.
Westphal, Gravitt S.: Ogleby, Ill., 15-16; Amboy 18-20; Polo 21-22.
Williams, Dick: Three Rivers, Mich.
Wilcox, Ray: Eastport, Me.
Wilson Famous: (Fair) Cambridge, Ill., 11-14; Sheffield 18-21.
Wolf Greater: (Fair) Anoka, Minn., 13-16; (Fair) Garden City 17-19; (Fair) Montpelier 20-23.
Wolfe Am. Co.: Exmore, Va.
World of Mirth: Presque Isle, Me.
World of Sandusky: (Fair) Bay City, Mich.; (Fair) Sandusky 17-22.
World of Today: (Fair) Austin, Minn.
World, Monte: Gooding, Idaho; Murray, Utah, 17-22.

Circus Routes

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Beatty, Clyde: Janesville, Wis., 10; Freeport, Ill., 11; Elgin 12; Joliet 13; Gary, Ind., 14-15; Elkhart 16; Jackson, Mich., 17; Battle Creek 18; Kalamazoo 19; Benton Harbor 20; Holland 21; Muskegon 22; Ionia 23.
British Africa Zoo: Galt, Ont., Can., 11; Kitchener 12-13; Acton 14-15; Guelph 17; Cole & Walters: Rosette, S. D., 13.
Diano Bros.: La Plotte, Tenn., 13; Clinton 14; Harrison 15.
Gould, Jay: (E. 106th St. & Mackinaw) Chicago 12-16; Carroll, Ia., 19-20; Sheldon 21-22.
Hunt Bros.: Millerton, N. Y., 11; Amenia 12; Brewster 13; Nyack 14; Pearl River 15; South Amboy, N. J., 17; Keansburg 18; Leonardo 19; Fair Haven 20; Manasquan 21; Avon 22.
Hagen Bros.: Wheaton, Ill., 10; Elgin 11; DeKalb 12; Belvidere 13; Freeport 14; Clinton 17.
Kelly-Miller: Newberry, Mich., 11; Manistiquette 12; Munising 13; Marquette 14; Ishpeming 15; L'Anse 16; Calumet 17; Ontonagon 18; Crystal Falls 19; Iron Mountain 20; Oconto, Wis., 21; New London 22.
King Bros. & Cristiani: Pittsfield, Mass., 11; North Adams 12; Gloversville, N. Y., 13; Glens Falls 14; Fort Plain 15; Patterson, N. J., 17.
McKinley, Bob: Rodeo & Wild West: (Fair) Kankakee, Ill., 12-13; (Fair) Lewistown 15-16.
Mills Bros.: Decatur, Ill., 11; Normal 12; Washington 13; Canton 14; Peoria 15; Rockford 17; Dundee 18; Lombard 19; Park Ridge 20; Palatine 21; Park Forest 22.
Polack Bros. (Eastern): (Stadium) Dubuque, Ia., 12-13; (Univ. Field House) Iowa City 14-15; (Ball Park) Paducah, Ky., 18-20; (Ball Park) Owensboro 21-22.
Polack Bros. (Western): (Ball Park) Kennewick, Wash., 14-16; (Ice Arena) Seattle 19-23.
Ring Bros.: Stanfield, N. C., 11; Oakboro 12; Mount Gilead 13; Biscoe 14; Vass 15; Maxton 17.
Ringing Bros. and Barnum & Bailey: Brainerd, Minn., 11; Moorhead 12; Grand Forks, N. D., 13; Devils Lake 14; Minot 15; Bismarck 17; Jamestown 18; Aberdeen, S. D., 19; Huron 20; Yankton 21; Sioux City, Ia., 22; Council Bluffs 23.
Rogers Bros.: Grand Junction, Colo., 11; Delta 12; Montrose 13; Telluride 14; Silverton 15; Cortez 17; Farmington, N. M., 18; Aztec 19; Pagosa Springs, Colo., 20; Chama, N. M., 21; Espanola 22; Albuquerque 23.
Von Bros.: Maybrook, N. Y., 11; Riverdale, N. J., 12; Rockaway 13.
Wallace & Clark: Westlock, Alta., Can., 15.

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WOM IN STRONG START AT FAIRS

Bangor Gross Pars '52 in Rain; Bergen Adopts Optimistic Outlook

BANGOR, Me., Aug. 8.—Frank Bergen's World of Mirth Shows got off to a good start at the Bangor Fair this week despite considerable rain and cold. The earnings at the event, the first annual on the show's route, prompted Bergen to predict a good fair season for his organization.

It wasn't until yesterday that the show got its first real break in the weather. When the skies did clear the crowds came out and spent freely with the result that the gross will very likely par that of last year.

Several new attractions are scheduled for operation before the show leaves here tomorrow for the Presque Isle (Me.) Fair. The new water show is already operating and proving popular, Bergen said. Fred Keating's Illusion Show is

nearing completion. Two new rides have been added, a Tumble Bug and a new swinging boat ride. The latter was flown into New York's Idlewild airport from Florida and picked up there by show personnel. Reilly's Iron Lung has also been added and Dick Dillon will join in Ottawa with his Working World.

Will Split Train

The show train and units will be split in order to make overlapping events. Thirty cars are scheduled to leave here tomorrow for Presque Isle. Ten cars will go to Valleyfield, Can., for the fair there. They will be supplemented by a number of other show and ride attractions.

The train sections will be joined in Ottawa for the Central Canada Exhibition. That event will open on a Saturday this year instead of a Monday.

Show personnel is saddened by the illness of Ralph W. Smith, long-time treasurer, who is ill in a Fort Lauderdale, Fla., hospital with a heart condition. Bud Sollenberger, Bergen nephew who trained uncle Smith for the secretary-treasurer post, flew to Florida to visit with his mentor.



JEANNE WELLS is the entry of William T. Collins Shows in the contest sponsored by the Showmen's League of America to select Miss Outdoor Show Business of 1953.

Pioneer Shows, Acts Set For McClure Fete

McCLURE, Pa., Aug. 8.—Percell's Pioneer Shows have been booked for the 62d annual Bean Soup Celebration here, September 16-19, and the Cooke & Rose office has been signed to supply 10 attractions from the radio, TV and high act fields for the event. More than a ton of beans will be used in soup served thruout the affair, which has a free gate.

ACA Bucks Weather But Holds to 1952 Chippewa Falls Biz

Sturdy Ride, Show Patronage Seen as Indicator of Grosses at Coming Fairs

CHIPPEWA FALLS, Wis., Aug. 8.—Despite inroads made by either rain or menacing skies, the Amusement Company of America registered slightly higher ride and show grosses at the Northern Wisconsin District Fair here thru today, the fifth day of the six-day event, than for the same period last year.

On the days when the show was given good weather, Tuesday and Wednesday (4-5), the rides and shows actually piled up better takes than for the same days in 1952, to offset those days when either the skies menaced or rain fell.

Business Barometer

The fair here is the first of the really good ones to be staged each season in the Midwest and the Central States. It is widely regarded as a well-balanced, capably managed and solidly en-

trenched event, and for years many veteran showmen have used it as a indicator of business to come at other fairs.

These veterans were enthused over the business registered. They saw in the grosses of the first two days, when weather was favorable, the prospects that midway business at fairs thruout the Midwest and Central States will be at least as good, if not slightly better than last year.

Rain lashed the fair Friday and a combination of threatening skies and showers thinned turn-outs Thursday. The rain hit about 4:15 p.m. Friday, killed off late afternoon play and discouraged night attendance. Thursday's showers whittled both afternoon and night patronage and cut short the stay of many fairgoers.

Western Unit Leads

Biggest money-getter among the back-end units was the Western Show, which packs far more appeal and talent than the like unit carried by the Amusement Company of America last year. The unit features Kenne Duncan, Randy Brooks and Ben Patti.

Charlie Taylor's Cotton Club Revue was running in the No. 2 spot, with "Paris After Dark," featuring Roxanna, in third position. The Scooter paced the rides, with the Kiddieland accounting for the second largest piece of the ride income.

Added Attraction

Besides the eight added-attraction regular rides for the small fry, the Kiddieland here offers for the first time a battery of six coin-operated rides manufactured

(Continued on page 52)

Siebrand Up 15 Per Cent At Great Falls

Rides, Shows Rack Up Big Earnings; Concessions Lag

GREAT FALLS, Mont., Aug. 8.—Siebrand Bros.' Carnival and Circus hit pay dirt here at the North Montana State Fair this week, and thru Thursday (6), midway grosses were up a substantial 15 per cent over last year. Rides and shows, particularly the Siebrand circus, were leading the line-up with concessions running in third place. Weather, with the exception of a heavy rain for about an hour Tuesday, has been generally good.

Show moved here from Helena, Mont., where it played under American Legion auspices and drew an estimated 16,000 patrons thru its front gate. The stand, shortest it ever had there, was only for three days, July 29-31. In addition to the total attendance, a special free matinee was held for children of two orphanages and several hundred other moppets who received passes as a tie-in with an automobile dealer.

Rides and shows were the leading money-getters at Helena, but a tighter buck was apparent to concessionaires. Circus played to three full houses. Most popular among the ride devices was the Little Dipper, altho the old standbys, Whip, Dodgem and live ponies also got their share of the coin.

Elliott Shows recently moved back to its winter quarters in Portal, B. C., where it set up on the Pacific Highway to good business. Org is carrying five rides, a dozen concessions and an animal act using three lions and an athletic show which features a wrestling bear.

Mighty Page Ends Varied Still-Date Trek

WELDON, N. C., Aug. 8.—With business off an estimated 50 per cent thru Thursday (6), the Mighty Page Shows were counting on a big wind-up to take up some of the slack.

While it has been a hot and cold season, with the emphasis on the latter, Owner Bill Page is looking for a good fair season. This is the last still date with fairs starting next week at Rocky Mount, Va.

The show will have capacity for earnings at fairs with 11 rides, 8 shows and 42 concessions.

Drew Hits Pay Dirt After Rough Spring

Rain Cuts Into Early Business At Valparaiso, Ind., Annual

VALPARAISO, Ind., Aug. 8.—James H. Drew Shows, buffeted by the usual rain and cold, plus some snow and a flood this spring, has been beating its '52 pace since mid-May, Owner Drew said here this week.

Most of the increase was the result of big weeks at the Buckhannon, W. Va., Strawberry Festival and the Covington, Ind., fair, both of which produced grosses 20 per cent ahead of last year.

Org was here this week at the Porter County Fair which started off just so-so due to rain on Tuesday night (4). Given good

weather the balance of the week, however, the show expected to more than make up any loss. Drew is playing this spot for the fifth consecutive year, ever since the show was organized and the fair revived.

Show trucked here from the Nappanee, Ind., fair where business was up 20 per cent over last year, and will make a big 375 mile jump from here to the Moundsville, Va., fair, which opens Tuesday (11). Following Moundsville, org has 12 more fairs to play, including the big 10-day stand at Charleston, W. Va., September 4-13.

Expenses Up

While total grosses are running ahead of last year for the season thus far, Drew readily admitted that operating expenses were cutting into profits. For one thing, the show's advertising budget this year has been upped and now includes considerable litho paper, cards, radio and newspaper promotion.

Midway line-up is sporting a new Octopus bought this year from Eyerly Aircraft Corporation, Salem, Ore., and the new device has been topping the midway in most spots. Other rides carried include a Merr, -Go-Round, Little Dipper, Ferris Wheel, Tilt-a-Whirl, Chairplane, Pony Cart and Kiddie Autos, all office-owned. B. V. Nessler, former owner of

(Continued on page 52)

CANADA STILL BOOMS

15th Loop of A Fairs Yields Top \$\$ for RAS

REGINA, Sask., Aug. 8.—Winding up five weeks on the Western Canadian Class A fairs circuit here Saturday (1), Royal American Shows could look back on the biggest money-making trek the org has made in its 15 times around the loop.

With Western Canada enjoying a financial boom and the weatherman co-operating most of the way, RAS racked up hefty increases at every stop—Brandon, Calgary, Edmonton, Saskatoon and Regina—with the latter being one of the best.

Revenue here was reported to be at least 25 per cent ahead of

last year's big business.

"We set high marks last year, and now, at every spot, we've beaten our own records," said owner Carl J. Sedlmayr before leaving for Winnipeg where the carnival was to play a six-day date for the first time in the St. Vital district, under auspices of St. Vital Agricultural Society. From there the show goes to Fort William, Ont., which is affiliated with the Class A circuit, and then back into the United States.

"Rouge" Big

In Regina, as around the rest of the circuit, the biggest winner was "Moulin Rouge" which broke all its own records at every spot, including the outstanding grosses of the Sally Rand and Gypsy Rose Lee days. Show has caught on as a "must" for fairgoers and night performances here had the

(Continued on page 52)

6G Tornado Loss To Lopez, Farmer At Oberlin, Man.

OSBERLIN, Kan., Aug. 8.—Linda Lopez and Jimmie Farmer sustained a \$6,000 loss Tuesday night (4) when a tornado struck their Side Show and Girl Show which were operating with the F. C. Bogle Shows at the fair here. The wind hit at 9:30 p.m., flattening both shows and destroying three midway concessions. A new Side Show top has been ordered by the owners from Kansas City.

Crowds Off at Boonville But Coleman Earnings Pace '52

BOONVILLE, N. Y., Aug. 8.—Altho rain diluted the opening days at the Boonville Fair, causing the earnings of the Coleman Bros.' Shows to fall some 75 per cent on a single day, the midway organization had just about caught up with last year's figure by yesterday.

Owner Dick Coleman said that a good finish today would very likely send the show earnings above last year. In any event it is now unlikely that the midway gross will fall below the 1952 figure.

The big dip was on Wednesday (5) children's day, when mud bogged a number of scheduled activities. The moppets stayed away

in droves. Even so a count at the end of the night showed that Coleman earnings for that day were only about \$100 under those of last year.

On Thursday (6) the show registered a definite gain as the weather improved somewhat. On the basis of spending here Coleman said that the outlook for business at fairs was considered very good.

The entire midway had to be closed on Tuesday night (4) when heavy rains turned the fairgrounds into gluey mud.

The show played its last still date at Gloversville, N. Y., before coming here. Business there was reported good by Coleman.

Harrington Clicks; Prell Signs for '54

HARRINGTON, Del., Aug. 8.—Prell's Broadway Shows hit pay dirt at the Harrington Fair last week. Attendance at the annual was reported up by 30 per cent and spending among the fun units was brisk from the opening Sunday (26) thru Saturday (1).

The Prell organization reported signing the date for 1954 at the conclusion of the run. The award was made by Jacob Williams, president, and Crett Holloway, manager.

Show owner Sam E. Prell said that if the show's earnings at its remaining fairs reflected the same upsurge experienced here then the season would possibly be a record one for his organization.

Many Concessions

The show moved in here from Oceanside, L. I., three days before the scheduled opening. Manager Joe Prell had the midway laid out

and a large number of concessions in place. A preview was held Saturday (25).

On Sunday (26) an estimated 20,000 gave the show a big day with rides, food and straight sales concessions all sharing in the winnings. On closing Saturday (1) some 30,000 persons attended and everyone had a big day.

Refurbishing operations had been completed in time for the opening of the fair and the midway was both large and attractive. On Friday (21) show officials staged a party for the fair execs. The sessions, which lasted into the small hours of the morning, featured a show staged by Austin Clatinger.

Helping to stimulate fair attendance were the appearance of a George A. Hamid revue, the Irish Horan Lucky Hell Drivers and automobile races.

Routes So-So, Eastbound B&W Eyeing Fairs

SUMTER, S. C., Aug. 8.—Personnel of the Brown & Wallace Shows are looking to fairs for winnings after a rocky still date season.

Owners Fitzie Brown and Al Wallace routed into the west but turned around to come back east in search of crowds and spending. While a number of good weeks have been played, mediocre dates in between have licked up the cream.

The show has 10 fairs lined up in Georgia, Alabama, Mississippi and Louisiana. Six rides, seven shows and 30 concessions are carried.

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Record Rain Cuts Winnipeg Grosses

Royal American Biz Hit; Sullivan, Casey Operations Jolted Severely by Weather

WINNIPEG, Aug. 8.—For years Winnipeg has been one of, if not the best carnival still date cities in Canada. But the Prairie City this year is not running true to form, due to rains which have been more numerous and heavier than any ever recorded here. Weather records go all the way back to 1874.

Biggest losers thru the heavy rains are the Royal American Shows, currently playing here; Jimmie Sullivan's Wallace Bros.' Shows, which still-dated here for three weeks in late spring, and the E. J. Casey Shows, which have their base here.

Kildonan lot, one in which it had dumped much money and effort over the years to make it a good show site. But no fair charter was available for that lot. Sullivan's org, being a Canadian show, continues to show at West Kildonan, a section generally conceded far more potential than the St. Vital site.

Changes Schedule
 Until this season, Royal American came in here in late June, en route to Brandon to begin its tour of the Western Canadian A Fair Circuit. But an enforced switch caused the RAS to move in here after, instead of before, playing the A circuit.

The Western Canadian A Fair Circuit at its recent Regina meeting went on record as strongly opposed to the high license fees charged against U. S. rides, shows and concessions, and it will carry its fight for license reductions to Ottawa this winter. Circuit fairs themselves absorbed the fees charged against the Royal American this year, so that they, rather than the show, actually felt the financial impact of the new rate schedule.

Coming in this week, RAS arrived in the wake of heavy rains that had mired its lot, a new one at St. Vital, just outside of the city limits. On the opening night Monday (3), even tho the lot surface was something less than could be desired, RAS pulled a good turnout that augured well for the stand. But, then, the weather turned.

H. P. Hill Adds Octopus, Rock-o-Plane

Tuesday was cold, Wednesday was a wash-out, and it drizzled Thursday. The night temperature was low and the dampness made the weather anything but favorable. Skies cleared Friday and tossed out the promise of continuing clear thru Saturday, which should enable RAS in part to recoup its earlier losses.

BUFFALO, Wyo., Aug. 8—Hill's Greater Shows moved in here this week with a new Octopus and Rock-o-Plane, recently purchased by Owner H. P. Hill, at the Eyerly Aircraft Corporation, Salem, Ore. Addition of the rides makes a total of 17 on the midway, and, according to Hill, is part of a program to enlarge the line-up in anticipation of a new and larger route next season.

Circuit Weather Off
 The Royal American can take the bad weather jarring here. Its swing over the A fair circuit was tremendously successful, with higher grosses reported even tho the weather—particularly at Regina, Saskatoon and Edmonton—had been far less favorable than in any recent years.

From here the org treks to its first fair at Rapid City, S. D., to be followed by three in Wyoming, one in Nebraska and four in Texas. Show is also signed to play the South New Mexico Fair at Roswell and plans to remain on the road until mid-November.

Wallace Bros.' Shows was ruffed up badly by the weather in its early-still date here. Normally, the Sullivan organization starts to hit pay dirt here before going into its Western B fair circuit. But, it went out of here a loser, with the blame going to Jupe Pluvius. During practically all of the three weeks of the stand, the Wallace aggregation got little more than rain.

Bonnie LaCree recently came on with a girl show as did Stan Jober with his midgets, and Hedy Joe Starr is scheduled to come on with two shows, according to Hill. Capt. Art Spencer with his lion-Motordrome has been leading the back-end, with Fuller's snakes and Side Show doing good business. Mr. and Mrs. Bill Carter are due to return with their Cookhouse.

Casey Yields Date
 The record-breaking stretch of rains has put a sizable dent in the earnings of the E. J. Casey Shows based here. The unit plays a considerable number of early dates in the area, but the rains that hit this city extended just as severely thruout Manitoba. Owner Casey, at a visit this week to the Royal American Shows, allowed that his touring show is barely out of the red—with still a month to go before it winds up its tour.

Along concession row, Foots Reeves has added a new cork gallery to his string and Jimmy Tier has two new joints, slum jewelry and a count store. W. H. (Bill) Bonta recently returned to the show after a quickie business trip to Oklahoma. Pat Bonta is handling the front gate and mail in addition to being agent for The Billboard. Owner Hill still has his broken leg in a cast.

Casey, incidentally, yielded the St. Vital Fair to the Royal American Shows so that the Carl Sedlmayr org could show here. A new Canadian revenue act adopted this past winter slapped prohibitive license fees on rides, shows and concessions coming from the U. S. The fees are higher for still dates than for fairs, and fairs generally absorb the fees placed on U. S. units, leaving fairs as the only sponsoring organization under which a U. S. show can reasonably come into the country.

MSA New Member List Passes 300

Much Work on Site
 Casey had played the St. Vital fair for 17 years, and he stepped aside so that the Royal American could come in. Chartered 48 years ago, the fair is only one of two chartered in the Winnipeg area. Actually, the St. Vital Fair is a small two-day doings, consisting of a flower show Friday, a horse show closing day.

WELDON, N. C., Aug. 8.—Phil Cook, executive secretary of the Miami Showmen's Association, this week reported that the new members secured during the current year had surpassed 300. Cook is currently on a tour visiting shows and fairs for the purpose of signing up new members and raising funds for the organization.

The Royal American Shows did much preliminary work on the St. Vital Fair site. It had some 200-odd trees ripped up and it leveled a wide area. But the rains that preceded the date made it impossible to use the land thus prepared. It was necessary to shoehorn shows, rides and concessions into locations due to the space limitations.

Work on the new home in Miami has progressed to a super structure. Dutch Hotzman is supervising construction work in the absence of Clif Wilson, building chairman.

In previous years the Royal American had played the West

A bingo party staged on the Mighty Page Shows here last night netted a sizable sum. Cook reported that Owner Bill Page had promised contributions from his organization totalling \$1,000 before the end of the season.

Huntingdon County Fair HUNTINGDON, PA., AUG. 17-22	Dayton County Fair DAYTON, PA., AUG. 24-29
--	--

CONCESSIONS	Can place all legitimate Concessions—Derby Racer, Fish Pond, Jewelry, Short Range, Eats, Drinks and Novelties, Hats. Percentage if you have Hanky Panks. Also Demonstrators and Pitchmen.
SHOWS	Can place Wild Life, Mechanical, Fat Show or any Show not conflicting. Can place Man with cycles to take over Motordrome. Earl Meyers can place Acts for Side Show. (Reward for information as to whereabouts of Mickey Donohue, Motordrome Operator.)
HELP	Can place Foremen for Merry-Go-Round and Octopus. Place Second Men for Wheels, Tilt and Kiddie Rides. Prefer drivers. Long season, pay every week, plus bonus. Can place Help for Griddle and Waiters in Cookhouse. Also Help for Cotton Candy and Sno Cone. Virginia Bennett and Benny, call Buster.

Address all mail and wires to
Lloyd D. Serfass, PENN PREMIER SHOWS
 BROOKVILLE, PA., THIS WEEK; HUNTINGDON, PA., NEXT WEEK.

All phone calls **HARRY (BUSTER) WESTBROOK, Bus. Mgr.**
 IMPERIAL HOTEL, REYNOLDSVILLE, PA.

Sunset AMUSEMENT CO.

GREAT JONES COUNTY FAIR, MONTICELLO, IOWA, 100TH ANNIVERSARY, 5 DAYS, AUGUST 25 TO 29

Can place Hanky Panks of all kinds—Ice Cream, Custard, Buckets, Six Cats, Set Spindles, Ball Games of all kinds.

SHOWS—Can place any independent Show except Athletic and Girl Shows.

HELP—Want Octopus Foreman and Ride Help who can drive semis. Stanley wants

Cat Boy; Benny Taylor, contact. Alta, Iowa, Fair, Aug. 10 to 13; Rock Rapids, Iowa, Fair, Aug. 14 to 18; Decorah, Iowa, Fair, Aug. 20 to 23.

P.S.: Can use Shows and Concessions at all spots; ones joining now get preferred locations at Monticello Fair.

FRANK W. BABCOCK United SHOWS

WANT—HIGH CLASS SHOWS
 for the Best Fair in the West

CALIFORNIA STATE FAIR, SACRAMENTO
 Sept. 3-13 incl.

Now playing Orange County Fair, Santa Ana, Calif., Aug. 11-14.

If you have a show of merit—contact NOW for the big date.

FRANK W. BABCOCK, UNITED SHOWS
 Baltimore Hotel, 501 South Los Angeles St., Los Angeles, Calif. Telephone: TRinity 5941

O. C. Buck - Model Shows, Inc.

America's Finest Railroad Show

15—FAIRS NOW FAIRS—15
 (ELMIRA, NEW YORK, FAIR NEXT WEEK)

CAN PLACE—Hanky Panks, American Palmistry, Novelties, Scales and Age. Balance of season. Want Arcade, Unborn, Monkey Show or Mechanical City. Need Wheel Foremen, Ride Help, Tractor Drivers. Come on. Can place Chorus Girls for big Revue. Office paid. Top salaries. Clarence Samuels wants for Hi-Hat Revue to strengthen for Fairs Colored Performers, Girls, Comedian, Canvas Man, Talker, Musicians. All answer to:

O. C. BUCK, Model Shows, Inc., Gouverneur, N. Y., this week.

WANT RIDE HELP

Ferris Wheel, Tilt-a-Whirl, Octopus

\$75 week and bonus

Greenfield, Ind. Aug. 11-15;
 Brazil, Ind. Aug. 18-21.

See
SAM MENCHIN
 on grounds.

Midway Confab

Sandra Lee, Side Show operator on the John Marks Shows, was visited by Millicent Desmont when the show played Washington recently. . . . Angelo Desidero is back on his Desbro Shows after a buying trip on which he purchased a Tilt-a-Whirl, tractor and trailer. . . . G. O. Case has joined Brewer's United Shows as The Billboard and mail agent.

"Came from Salem, Ore., to take over the front of LeRoy Watts' "Holiday in Harlem" revue on the James E. Strates Shows," pens Gene Padgett from Clearfield, Pa. Padgett has made the Strates org's fair dates for the past three years. . . . Ed and Susie Strange have opened a trailer park on Highway 41, Springfield, Tenn.

Peter and Dot Masucci returned to their New Jersey home after assisting in the operation of the cook house on the Virginia Greater Shows. C. Young, spindle operator with the unit, was laid up for a couple of days with a sprained shoulder. Cloe Minelli, niece of Rocco Masucci, show owner, visited with her husband, Philip.

Mrs. Geraldine (Jerry) Michils is recuperating at St. Joseph's Hospital, Kokomo, Ind., following a recent major operation. Jerry's mother passed on three weeks ago. Marty Michils is doing a good job of taking care of little Alice while her mother is in the hospital.

Concessionaire Bill Powell, back in New York after six months abroad, says show business in Europe is having a fine season. . . . While in Copenhagen, Powell visited Ted Wolfram, correspondent of The Billboard.

Charlie Lee is recovering from a broken ankle sustained July 24 while getting out of his skillo concession. . . . While playing the Muncie (Ind.) Fair, Estelle and Louis Bell had an air-conditioner installed in their trailer. . . . Richard J. Steinmetz, Side Show op-

erator and concessionaire with Carpenter Bros.' Shows, was inducted into the Army recently, and is now with the Signal Corps in Camp Gordon, Ga. . . . Curley and Alice Stevenson are grateful to their friends, including the personnel of Drago Amusements, who helped them get back in operation again after their two concessions were destroyed by fire at Flora, Ind.

Harry H. Zimdars, former operator of Zimdars Greater Shows, is now in his 11th year as owner-manager of the Arkansas Amusement Park, Hot Springs. Zimdars, who has nine kiddie rides and several concessions, infos that business has been good. . . . Mr. and Mrs. L. P. Smith, concessionaries on Dyer Greater Shows, are framing a diplomatic act to play indoors during the winter. The Smiths plan to take a crack at TV and radio if all works well.

William R. (Bill) Dyer, owner of the shows bearing his name, reports their stand at the Wenona, Ill., Centennial Celebration was a winner. The Athletic Show took top money, followed by Hornsby's mechanical unit. All rides shared in the grosses with the live ponies doing tops and the Dodgem leading the major rides.

John Francis, former owner-operator of the shows bearing his name, is doing two-fold work this season. In addition to serving as general agent for Schafer's Just for Fun Shows, he has several kiddie and major rides booked independently at various fairs and celebrations.

Sidney Lazar, son of Mr. and Mrs. Edward Lazar, of Chicago's Riverview Park, was guest of honor at a recent party to celebrate his return from a year's service with the Army in Korea. Guests on hand included Mr. and Mrs. Sam Battaglia and family, Augie Rizzo, Frank Laysidus. (Continued on page 50)

CONTINENTAL SHOWS

WANT FOR THE FOLLOWING FAIRS

WESTPORT, N. Y., AUGUST 19-20-21-22

All kinds of Concessions including Custard, Long Range in particular

CANAAN, NEW HAMPSHIRE

3 BIG DAYS AND 3 BIG NIGHTS, INCLUDING SUNDAY

OPEN MIDWAY **AUGUST 28-29-30**

CAN PLACE WHEELS AND COUNT STORES—VERY GOOD BINGO FAIR—CAN PLACE GOOD BINGO OPERATOR—CUSTARD—LONG RANGE—EATING STANDS—POPCORN—OR WHAT HAVE YOU. SOL BARON, Business Mgr.

CHATHAM, N. Y., FAIR—SEPT. 4-5-6-7—LABOR DAY

LARGER THAN EVER. LARGEST FAIR IN THIS TERRITORY

We positively hold exclusive contract at this date. 200 Fire Companies and Bands participating on opening day Sept. 4.

Want Athletic Show and Legitimate Games of all kinds. Space limited at this date.

Contact **ROLAND CHAMPANE**

Cumberland Hotel, Plattsburg, N. Y., August 10 to 15

PERCELL'S AMUSEMENT PARK, INC.

Presents

PIONEER SHOWS

WILLIAMSPORT, PA., DUBOISTOWN SECTION, AUGUST 17TH TO 22D; THEN RENOVIA, PA., AUGUST 24TH TO 29TH

WANT legitimate Concessions.

SHOWS of all kinds, including Girl Show.

RIDES not conflicting. All replies

M. PERCELL

900 Main Street

Phone 34010

South Williamsport, Penn.

CORRECTION: Dates of Dalmatia, Pa., Community Fair are August 11 to 15. Typographical error in our ad last week.

BLUE GRASS SHOWS

WANT WANT

FOR CARM, ILL., FAIR, AUG. 16 TO 21, FOLLOWED BY GREENUP FAIR, THEN THE BIG 9 DAY FAIR AT DU QUOIN, ILL., STARTING SUNDAY, AUG. 30.

CONCESSIONS

Prize-Every-Time Concessions of All Kinds. Age & Scales, Novelties, High Striker, Derby Racer, Direct Jewelry Sales Open on exclusive basis.

SHOWS

Can place Side Show with own equipment.

RIDES

Can place Foremen and Second Men on All Rides, must be licensed Semi Drivers.

All address: **C. C. GROSCURTH, Mgr.**
Princeton, Ind., This Week

HARFORD COUNTY FAIR

BEL AIR, MARYLAND, AUGUST 17-22

One of the best agricultural fairs in the East. For the first time in 10 years are permitting a carnival to furnish midway. Grandstand seats 5,000. Exceptional opportunity for legitimate game Concessions, Novelties. FROZEN CUSTARD and SHOWS APPEALING TO FARMERS.

MONTGOMERY COUNTY FAIR — GAITHERSBURG, MD., follows this event.

Contact **BEAM'S ATTRACTIONS**

SPERRYVILLE, VIRGINIA. TEL. 3232.
Rep. will be at Bel Air Friday.

WANTED—Concessions, Shows CORN PALACE WEEK, SEPT. 21-26

MITCHELL, S. D.

7 Block Paved Main Street Independent Midway—150,000 People

Legitimate games of all kinds working stock—Age, Arcade, Custard, French Fries, Novelties, Striker, Grab, Pronto Pups, Short Range, Hats, Jewelry, Glass Pitch, Candy, Unborn and other small shows.

Wire or Write: **W. T. WILT, Mitchell, S. D.**

E & B AMUSEMENTS

WANT FOR LONG SEASON AROUND NEW YORK CITY

Caterpillar Foreman and Foremen for other Rides. Also Second Men for all Rides. Custard Dipper wanted on percentage basis—good proposition.

People who worked for me last year, please contact.

JOHN A. BASS

PHONE: Fieldstone 7-0457, NEW YORK CITY

World of Mirth

SHOWS

Largest Midway on Earth

FRANK BERGEN

Gen. Mgr.

WANTED: SILVER STREAK FOREMAN. TOP SALARY AND TWO PERCENT OF GROSS. Or, will sell Silver Streak and will book ride on show.

FOR SALE: MONKEY SPEEDWAY, 50x80 TOP with Monkeys, and FOUR BRAND NEW CARS plus old cars. SHOW in perfect condition.

FOR SALE: ROLL-O-PLANE IN EXCELLENT CONDITION.

FOR SALE: KIDDIE CHAIRPLANE. This is a good opportunity for Canadian Ride Men, as the rides may be seen at the Ottawa Exhibition the week of August 24.

FRANK BERGEN, General Manager, Presque Isle, Maine this week.

THIS IS IT!

CONCESSIONS OF ALL KINDS WANTED. CAN PLACE GIRL SHOW AND BINGO FOR

THE GREAT LACKAWANNA COUNTY FAIR

(Member of the Penna. Assn. of County Fairs)

SCRANTON, PA., SEPTEMBER 20 TO 26 INCLUSIVE

7 BIG DAYS

7 BIG NIGHTS

• BIG CAR RACING • STOCK CAR RACING • HORSE RACING

THIS IS SOLID TERRITORY . . . EVERYONE WORKING . . . PLENTY OF MONEY IN CIRCULATION . . . FOR CHOICE LOCATIONS—FIRST COME—FIRST SERVED.

Contact: **JOSEPH O'HARA, President**

P. O. Box 905, Scranton, Pa. Phone: Scranton 3-1181—Extension 726.

GOOD AGENTS WANTED

Contact

TOM GAITHER

c/o Snapp's Greater Shows,
Fond du Lac, Wisc., this week;
De Pere, Wisc., next week.

NEW CARNIVAL ITEM

SPECIAL FOR CARNIVAL WORKERS

Miniature Felt Pennants with chrome plated cane head jumbo 14" pencils. Pennants in 5 colors of felt, 4x8". Comic and state subjects. A fast two-bit seller.

Write for details.

LINDGREN-TURNER CO.

W. 902 BROADWAY

SPOKANE 1, WASH.

FOR SALE

Allan Herschell 3 abreast M.-G.-R., Allan Herschell Boat Ride, Allan Herschell Car Ride, Allan Herschell Little Dipper, Caterpillar, Dodgem, Rockplane, Flyoplane, Octopus, No. 5 Eli Wheel, Super Rolloplane with 3 phase generator. No ride older than 1947.

29 Tractors, 20 Semi Trailers, 2 straight Trucks.

All Rolling Stock in good condition

Fun House on semi trailer, Snake Show on semi trailer, Monkey Show, Circus Side Show.

Complete with Banners

Combination Office and Transformer Trailer. All necessary Cable and Junction Boxes, 3 Downey Towers.

Will build arch for entrance
Many other items

WILL SELL ABOVE COMPLETE FOR

\$65,000.00

or will sell equipment separately. Terms to responsible parties. All equipment must stay booked on show till September 15th.

WANT—Man to refinish 4-abreast Merry-Go-Round. Want several converters for Semi-Trailers. Also want Pullman and 2 Flats in good condition.

WANT—General Agent that knows the Middle West.

BLUE RIBBON SHOWS

Wausau, Wis., Aug. 12-16

Escanaba, Mich. Aug. 18-23

WANTED

GALLIPOLIS, OHIO, FALL FESTIVAL, week August 17th. Downtown location.

CONCESSIONS: Office privilege \$18.00 and \$21.00. Photos, Jewelry, Ball Games, Water Games, Age and Scales, Novelties, Hats, Long and Short Range Gallery, Cork Gallery, Snow Cone, Custard. Excellent opportunity for Sit-Down Grab balance of season. SHOWS: Side Show, Snake, Illusion, Mechanical or any good Grind Show. RIDE HELP on all Rides. Top wages

KLENKE AMUSEMENTS

FAIR GROUNDS, PARKERSBURG, W. VA., THIS WEEK.

FOR SALE

30-foot Low-Boy Semi Trailer, absolutely like new, especially designed and made by Trailmobile for maximum inside space. One side elaborately lighted, making a beautiful front for Arcade, Girl Show or Gate. Nothing to up or down; just pull on location. Also perfect for Cookhouse Kitchen, Bingo or Glass Stock. Lighting effect can be easily removed if not wanted. Price \$2,200.00. Write or wire for photo and complete details. Also have for sale 20-foot Kentucky Flat Top Trailer, new floor, good shape, \$350.00.

P. O. BOX 927

Youngstown, Ohio

FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS

Wants—CUMBERLAND VALLEY SHOWS—Wants

SHOWS: Snake Show, Glass House, Motordrome, Fat Show, Mechanical City or any Grind or Bally Show not conflicting with what we have.

HELP WANTED: Foreman for Ferris Wheel. Ride Help on all other Rides. Top salary if qualified.

CONCESSIONS: Good opening for Penny Arcade and have opening for few more legitimate Concessions. Address all mail and wires to

LAVOY WINTON, Carthage, Tenn.

FLOYD O. KILE SHOWS

CAN PLACE NOW, ALL FAIRS TO NOV. 15

Grab or Cookhouse, Popcorn, Apples, Snow, Custard, etc. Hanky Panks of all kinds. Fish Pond, Coke, Glass Pitch, Hoop-La, Pitches, etc. Privilege is right, season long. Get set here now. Shows of all kinds, Eli Foreman at once, Second Men, Drivers, good equipment. Holdrege, Nebr., this week; Holton, Kan.; Blue Rapids, Kan.; all Fairs.

WANT AGENTS

For Peek Store and Count Store and Six Cats; Art Quicksall, answer. Can place good Wheel Agent. Have fifteen good weeks of Fairs. Dutch Wilson, answer. Jack Cook wants Agents for Hanky Panks.

SOUTHERN VALLEY SHOWS

OSCEOLA, ARKANSAS, THIS WEEK.

BEAM'S ATTRACTIONS

HELP — HELP — HELP

For our Fairs starting next week want Bingo Countermen, Side Show Help, Concession Agents, Spitfire Foremen and Second Men for all rides; wages above average if you drive semis. Capable Show People can always be paced. Contact

BEAM'S ATTRACTIONS

Sperryville, Virginia, this week; Fair, Bel Air, Maryland, next week. P.S.: Walter Marks wants Motordrome Help and Riders.

GEORGE GORDON

Wants Bingo Countermen and Concession Agents for Duck Pond, Ball Games and Under Eleven and Over 30. No time to wire or write. Come on to

Fairgrounds

Germantown, Kentucky

Midway Confab

Continued from page 49

George Starr, Max Hirsch, Russ Johnson, Mrs. Esther Leibe and son, George, and Sid's brother, Sheldon Lazar.

Cecil and Ray Turner, former co-owners of Turner Bros. Shows were recent visitors to the Buff Hottle Shows. Cecil, who was injured around 18 months ago, is still getting around with the aid of crutches.

Mr. and Mrs. Loyd Kelley, concessionaires and agent for The Billboard on Johnny's United Shows, recently took delivery on a new 30-foot American house trailer. Mr. and Mrs. Harley Devine, of the same organization, are sporting a new Cadillac, while Mr. and Mrs. Harold Wadsworth, gal show ops, are now living in a new Alma house trailer.

The Petersburg, Va., Hospital is \$850 richer as the result of a benefit held Wednesday (29) in the Raynell girl show top on the Cetlin & Wilson Shows. Entertainment was provided by the Raynell cast as well as performers from Jerrie Jackson's show. Jack Wilson spoke briefly and Al Dorso, bingo manager, provided the midnight lunch.

More than 100 persons attended the funeral services for Leonard Ross in Miami last week. Phil Cook, executive secretary of the Miami Showmen's Association, read the services in the funeral chapel. Members of the Ladies' Auxiliary formed an honor guard.

Janice Schafer, daughter of the owner of Schafer's Just For Fun Shows, celebrated her ninth birthday with a party at the Clark County Fair, Neillsville, Wis. Over 30 of the midway showfolk were on hand to help with the festivities... Dolly's butter chip

stand on Gold Medal Shows, has become the gathering place for personnel. Tom Allen's layout of the Gold Medal midway at the Burlington, Ia., fair drew good reviews from many.

Walter Fleck, advance man for Siebrand Bros. Circus and Carnival, renewed acquaintances with Will Steege in Helena, Mont., recently. Steege, retired showman, was former manager for the Northwestern States division of the Fox Theaters and also managed the Liberty Theater in Great Falls.

Sue - Dan annex attraction, with Capt. Frank Allen's Side Show on Virginia Greater Shows. J. C. Admire, now with Ray Williams Shows, infos the organization is using two half-ton billing trucks in advance of the show. First unit, managed by Clyde York, is operating 30 days ahead while the second one, with Ed R. Littleton, is a week ahead of the show.

Jim Mason is in Ward 212B, City Hospital, Newark, O. Myrtle Strickland recently joined Frances Jablonski's Side Show on Dumont Shows with her contortion act and 13-foot python.

Patricia Bonta is The Billboard sales agent and front gate ticket seller on Hill's Greater Shows.

Mr. and Mrs. Dudley Hampton, of the William T. Collins Shows, visited Mr. and Mrs. S. Warwick, of Wolf Greater Shows, at Kasson, Minn. Mrs. Hampton is still recuperating from surgery. Mr. and Mrs. Ray Keen were also visitors. Harry Taylor has joined Mosher Amusements as caller on Bob Braddock's bingo. Mrs. Mosher has discontinued her nightly calliope concerts due to the rush of other activities during the show's route of celebrations.

JAMES H. DREW SHOWS

FAIRMONT, W. VA., AUGUST 17 TO 22; GREAT PENNSBORO FAIR, PENNSBORO, W. VA., AUGUST 24 TO 28; SOUTHERN WEST VIRGINIA A & I FAIR, CHARLESTON, W. VA., SEPTEMBER 4 TO 13

With long circuit of southern Fairs until middle of November.

WANT—Experienced Ferris Wheel Foreman to join at once. Also need Chair-Plane Foreman and Help on other Rides.

WANT SHOWS—Monkey, Glass, Animal, Crime, any Grind or Bally Show. ACT NOW—Wire and tell us what you have. Will answer.

NOTE—Charles H. Hodges, your wire not received until Monday 3 at Valparaiso. Answer. Need Sideshow for Charleston and other large Fairs on our route. Address

JAMES H. DREW SHOWS

Moundsville, W. Va., This Week.

JOHN ROBINSON SHOWS

WANTED WANTED

Will book Monkey Show or any worthwhile Show not conflicting. Also place Diggers, Long Range Gallery. Want Agents for Hanky Panks, also two Grind Store Agents and Concession Working Men.

Contact: DAVE PICARD

c/o Linderman Hotel, Clarinda, Iowa, this week.

FAIRS! FAIRS! FAIRS!

Want for 11 bona fide Fairs starting August 10-12 thru October 18. Clean Grab or Cook House, Photos, String, Bumper, Sets, Jewelry, Scales, Hi-Striker, Pronto Pups, Glass Pitch, Hats, Shows—Wild Life, Monkey, Big Snake, Unborn, Motor Drome or nicely fashed Girl Show. Rides—Any Ride not conflicting with what we have. Want Wheel and Merry-Go-Round Foremen who are sober and know their business, must drive. Also Second Men. No gypsies or flats. Can use Hanky Pank Agents.

CARNIVAL MANAGER

Aug. 10-12, Madison, Nebraska; Aug. 15-18, Loup City, Nebr.; Aug. 21-23, Valentine, Nebr.; Aug. 25-28, Broken Bow, Nebr.; Sept. 1-4, Lexington, Nebr.

FOR SALE COMPLETE CARNIVAL

Four Rides, Shows and Concessions, Trucks, Wire, etc. Show booked until after Labor Day. 16 years' reputation behind this Show in New York and Pennsylvania. Buyer can play this territory as long as he likes to good business and wonderful committes. This Show is not broke or short of help; reason for selling, other business. For full information write or wire:

MRS. HELEN STEPHENS

2032 ELM STREET

SALAMANCA, N. Y.

COOKHOUSE HELP WANTED

Fry Cook, Dinner Man and general all around Help. Wire me in Ft. William, Ont., or join in Superior, Wis. Jack Richmond, wire me at once. No Managers, Head Waiters or Stewards needed.

DON MCGIMPSEY

c/o Royal American Shows, Ft. William, Ontario, Can., this week.

LEE AMUSEMENT COMPANY

WANT SHOWS—For 12 Bona Fide Fairs—WANT SHOWS

Starting Pell City, Ala., Aug. 10; close North Florida Fair, Tallahassee, Fla., Oct. 31. Motor Drome or Globe of Death, Ten-in-One, Crime Show, Mechanical, Midget, Monkey Show, Glass House, Snake Show, Illusion. Those contracted protected. Write and state when you can join. Amos Youngblood, contact. Next week, Calhoun County Fair, Anniston, Ala.

All replies as per route to N. L. CRESON, Owner.

HANKY PANKS

HOOP-LA BOXES, Set of 30 \$50
DAM FAMILY BALL GAME 50 unit
PUNKS FOR PUNK RACKS 36 doz.
HUCKLEY BUCK KEYS, \$30 set. 60 pr.
SIX CATS packed with hair; beautiful with wool trim all around 15 ea.
SIX CATS, Polka-Dot Style 12 ea.
4" BEAR BLOCKS 2 ea.

Biggest name in HANKY PANKS is RAY OAKES & SONS—Write for Your New Catalog.

Send deposit with ALL orders, please.

RAY OAKES & SONS

7731 OGDEN AVE. LYONS, ILL.
Day Phone: Lyons 3-4632
Nite Phone: Brookfield 8860

ELECTRICIAN WANTED

Must be sober, reliable, capable and Semi-Driver. We use transformers. No Diesel experience necessary. Good salary if you can produce. Address inquiries

GOODING AMUSEMENT CO.

1300 Norton Ave., Columbus, Ohio. Tel. University 1193.



Strange and Weird Attractions
Shrunken Heads,
Age Boy, Wolf
Boy, Devil Child,
Many others.
Your ideas made
up. Write for
Folder. Free.
Tate's Curiosity
Shop
3858 E. Van Buren
St.
Phoenix, Ariz.

FOR SALE CONCESSION TRAILER

Like new. 12 1/2 x 7 in. Open 3 sides. Reasonable.
J. McDUFFEE
515 W. 46th Place Chicago, Ill.
Phone: ATLantic 5-2928

FOR SALE—CHEAP

1948 Merry-Go-Round. 2-abreast; 1948 Tilt-a-Whirl. Very good condition. These rides are not junk.
L. MATURO
3417 S. Western Ave. Chicago
Phone: YARDs 7-1600

Stumbo's Tri-State Shows WANT

Hanky Panks of all kinds, Shows with own transportation, Kiddie Rides. Bayard, Neb., 12-13; Lyman, Neb., 14-15; Holyoke, Colo., 17-18-19; Julesburg, Colo., 20-21-22; then as per route.

BOB COLEMAN

WANTS AGENTS

For Pin Store and Skillo. For fair route starting Gallatin, Tenn., August 17. c/o HAMMONTREE SHOW This week, Guthrie, Ky.

HALL & LEONARD SIDE SHOW

Wants Bally Girls, Runt or Midget working acts and Freaks, Mitt Camp and Glass Blower. No drinking, chasing or habits. Agitators, stay where you are. Long route of big Fairs starting now.

HALL & LEONARD

Cavalcade of Amusements Cedar Rapids, Iowa, now; then per route.

MADDOX BROS.' SHOWS

Want Concessions of all kinds for Fairs in Nebraska and Kansas. Contact O. W. MADDOX, Mgr. Tecumseh, Nebr., Aug. 12-14; then per route.

WANTED

Merry-Go-Round Foreman who can drive semi, also Man to take care of Kid Auto Ride, Second Men for 5 Major Rides. Long season, good pay and good treatment.

SAM GOLDSTEIN

Majestic Greater Shows Antler's Hotel Indianapolis, Indiana

WANTED

ALL KINDS OF RIDES FOR CENTENNIAL CELEBRATION, SEPT. 13-20

Write or Wire COMMITTEE 33 Bedford St. Fall River, Mass.

Dyer's Greater Shows

Want Caterpillar Foreman, Second Men, Pony Ride, Side Shows, Athletic Show talent; Concessions, no exclusives here. No grab 'em, smart boys, all must be "clean as a whistle." Show booked until November. Fairfield, Iowa, Fair, Aug. 10-13; Boone, Iowa, Fair, next week; then Elkader, Iowa, Fair.

THE MIGHTY GEM CITY SHOWS

OZARK EMPIRE DISTRICT FAIR

SPRINGFIELD, MISSOURI, AUG. 15-21

THE FIRST IN THE MIDWEST FAIR CIRCUIT. BUSINESS IS GOOD IN THE OZARKS, SO GET YOUR SHARE OF THE MONEY HERE.

Can place Concessions of all kinds, no exclusives. Prize-Every-Time Concessions of all types, Glass Pitches, Jewelry, Derby Racers, Eating Stands, Novelties, String Game, Pitch-Till-You-Win, etc., etc. Have terrific opening for Bucket and Six Cat Agents, contact at once.

Can also place several Grind Shows. Especially want Fun House and Glass House on which will sell exclusive. Also Wild Life, Mechanical City, etc.

Can always use reliable and sober Carnival Help for Shows and Rides. Have terrific proposition for Drome Riders.

IN AS MUCH AS FAIR OPENS ON AUG. 14, ANYONE DESIRING TO JOIN AUG. 16 OR 17, SEND DEPOSIT AND WE WILL HOLD SPACE.

CONTACT: TOM HICKEY, Gen. Mgr.
OZARK EMPIRE FAIRGROUNDS

SPRINGFIELD, MISSOURI, AUG. 10-21

WANT FOR THE FOLLOWING TWO BIG MONEY-MAKING EVENTS. LAST CALL! HURRY - HURRY - HURRY

BIG CENTENNIAL CELEBRATION

CENTRALIA, ILLINOIS, AUG. 23-29, on the downtown streets

This will positively be the biggest celebration ever held in Illinois. One million attendance expected, with over 200,000 on the opening day, Sunday, Aug. 23. Parades daily, 93 participating Bands, Free Acts, Fireworks, nationally known speakers, many other attractions all week.

Want Concessions of all kinds, no exclusives. Tell us what you have, we will book you.

Can also place Rides and Shows not conflicting.

ATTENTION, CARNIVAL OWNERS

WILL BOOK A COMPLETE SET OF RIDES AND SHOWS, FOR COMMITTEE MONEY, TO AUGMENT OUR SHOW FOR THE NORTHWEST MISSOURI STATE FAIR, BETHANY, MO., STARTING SEPT. 5-11. CARNIVAL OWNERS OR INDIVIDUAL OPERATORS, CONTACT IF INTERESTED.

DON GRECO, Concession Mgr.
NEW HAVEN MOTOR COURTS

THE NEW ARMSTRONG FREE FAIR
Kittanning, Pa.—Starts Tuesday, ends Sunday—Aug. 18-23

CRAWFORD COUNTY FREE FAIR
Meadville, Pa., Aug. 25-29

WEST ALEXANDER FAIR
Sept. 16-19

Want eating and drinking stands, legitimate concessions of all kinds. Side shows—Rides not conflicting.

Ralph D. Sanders, Mgr.
Ken-Penn Amusement Co.
Waynesburg, Pa., Aug. 10-15.

CONCESSIONS
OF ALL KINDS THAT WORK FOR STOCK

This is a good chance to get a winter bankroll.
Greenfield, Ind. Aug. 11-15;
Brazil, 18-21; Lyons, 26-29.

Apply
SAM MENCHIN
We have other spots to follow where we hold the X.

DESBRO SHOWS, INC.

WANTED WANTED

Concessions all open. Concessions that work for stock. Want Cookhouse and Grab, Frozen Custard. Want Rides that don't conflict. Want several more Ride Help, wives on concessions. Want Bingo Caller and Help for our route of Fairs. Waterloo, N. Y., Aug. 11-15; Lowville, N. Y., Aug. 17-22; Brookfield, N. Y., Aug. 26-29; Hemlock, N. Y., Sept 2-5. 5 more to follow. This week, Waterloo, N. Y. Wanted to buy or lease Tilt. Address

ANGE DESIDERIO, Gen. Mgr.
Care Seneca Hotel, Geneva, N. Y., or Ray Sanford Sr., Fairgrounds, Waterloo, N. Y.

Ingham County Fair, Mason, Michigan
AUGUST 17 THRU 22
ONE OF THE OLD ESTABLISHED FAIRS

CAN PLACE one more major Ride not conflicting, such as Octopus, Caterpillar, Screw Ball, Rolloplane, Roller Coaster, etc. Have locations for two large Bally Shows or four small Shows. Would prefer Wild Life, Arcade, Pit, Mechanical, etc. Good locations still available for Cookhouse, Grab, Sno Cones, Floss and other food stands, also outright sales as well as all other Concessions which will operate. Especially want African Dip.

Wire C. D. MURRAY, Mgr.
WADE GREATER SHOWS
Bluffton, Indiana, Fair Grounds, all this week.
P.S.—The Great Kalamazoo County Fair at Kalamazoo, Michigan, follows Mason.

W. B. J. SHOWS
Wm. B. Jacobs, Mgr.

WANT CONCESSIONS & EXHIBITS

Red Key, Ind., Aug. 11-15.
Summitville, Ind., Lions' Annual Free Fair, Aug. 18-22.
Upland, Ind., Street Legion, Aug. 25-29.
Pemberville, Ohio, Free Fair, Sept. 2-5.

METROPOLITAN SHOWS
AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

Want for Huntington, W. Va., Fair, and Roncoverte, W. Va., State Fair to follow.

CONCESSIONS All legitimate Concessions. Eating and Drinking, French Fries, Long and Short Range Gallery. Everything open for our Fairs.

RIDES Octopus and Little Dipper.

HELP FERRIS WHEEL FOREMAN Useful Help in all departments. Can use one more Pole. Also Head Porter on train. Lot Man.

SHOWS On account disappointment can use MINSTREL SHOW. Leonard Duncan or Dudley, get in touch. MONKEY SHOW Operator. Have monks and complete outfit. Manager for DROME or will place complete Drome. Any good Grind Show.

METROPOLITAN SHOWS, Butler, Pa.

GEORGE CLYDE SMITH SHOWS

Want Ball Games, Glass Pitch, Pitch Till You Win, Cork Gallery, Hoop-La, Snow Cones, Candy Floss, Balloon Darts, Swinger, Buckets, Scales, Long Range Lead Gallery, Basketball, Spot the Spot, Penny Arcade. Want Girl Show, Posing Show, Wild Life. Mack's Bingo wants Counter Men. Want Chairplane-Foreman, Ferris Wheel Foreman, General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks.

All reply:
GEORGE CLYDE SMITH SHOWS
Cumberland, Maryland, this week; Somerset, Penna., next week.

WANTED BINGO HELP

Due to enlargement of Bingo and long top notch Fair Route through October. Top salaries and percentage, wonderful opportunity for young Man and Wife. Must be sober and reliable. Following Men, please contact: Bert Jamison, Larry Brock, Dan Odem, contact

GUS TUCKER
Care DON FRANKLIN SHOWS
Faribault, Minn.

ALABAMA AMUSEMENT
WE CLOSE DECEMBER 12. WE PAY IN FULL EVERY TUESDAY

Want Ride Men. Foreman for Ferris Wheel; Second Men for Merry-Go-Round, Octopus and Chairplane. Whitey Britton, formerly with the Dyers Shows, contact Red Snow. Only sober and reliable men need apply. Must drive and have license. Can place wives on office-owned Concessions and tickets. CONCESSIONS WANTED—Need Bingo, Sit-Down Grab (must be neat and clean), Hi-Striker, Fish Bowl, Dart Game. Attention: Will sell ex on Popcorn, Candy Floss and Candy Apples. Must be framed on a neat trailer. Can place any Stock Concession that doesn't conflict with what we already have. Join on wire.

Warrior, Ala., this week; Guntersville, Ala., Aug. 17-22.

F. W. PEPPERS, Mgr.
P.S.: Larry Schaff wants Agents for Stock and Percentage Concessions. Drivers preferred. My agents are aware of this ad.

PAGE BROS.' SHOWS
WARREN COUNTY FAIR, McMinnville, Tenn., NEXT WEEK
52,000 paid admissions last year, followed by 8 more Fairs.

WANT Cookhouse, Bingo, Eating Stands, Jewelry, Arcade, Lead Gallery, Slum Concessions of all kinds. WANT Live Pony Ride—no other Rides needed, as we have 10 of our own. WANT Operator for office-owned Fun House and Monkey Show on semis. Dave DeCorte wants Agents. RIDE HELP, come on. Top salaries.

Burkesville, Ky., Fair, now; McMinnville, Tenn., Fair, next week.

SHOTGUN PAGE, Mgr. **MACK HOUSE, Bus. Mgr.**

CLIF WILSON
DALLAS, TEXAS, FAIR, OCT. 9-25

Independent Showmen with complete Shows not already contracted can reach me at the Atlantic Hotel, Chicago, Aug. 14-24; Angus Hotel, St. Paul, Minn., Aug. 27-Sept. 5. Will also visit all Fairs as previously advertised in The Billboard. Variety revue-type show with at least 20 people and name feature, contact me.

GIRLS GIRLS
JACK GALLUPPO ENLARGING SHOWS FOR FAIRS

Three Piece Band or Man with Organ. Want for Revue and for Hawaiian Show, Rhumba, Hawaiian, Tap, exotic Semi-Strip only, no Back Shows. Candy Man, Canvas Help. Trenchel, if you are back from Hollywood, wire, lost address. Tickets if I know you. Work for someone with a reputation. Not promoters. We pay every week. Wire

JACK GALLUPPO, John H. Marks Shows
Staunton, Virginia, this week; Galax, Virginia, Fair, next week.

CARL D. FERRIS SHOWS
WANT FOR SANDY CREEK, N. Y., FAIR
AUGUST 17-22 AND LONG LIST OF FAIRS ENDING NOVEMBER 1

Want all kinds of Hanky Panks, Photos, Hats, Waffles and Ball Games. Want any kind of Grind Show. Want non-conflicting Rides for balance of season. All answers: Western Union, Ithaca, N. Y.

TILT-A-WHIRL FOR SALE

7 car, 1947 model, in A-1 shape. With or without two 28' Kentucky semi trailers.

PRICE \$8500 without transportation. Now operating. Can be seen in operation by appointment. Available after September 1, 1953. Address:

NELSON BREEZE
Box 10, Falmouth, Ky.

HELP WANTED HELP WANTED

HELP WANTED—FOREMAN FOR FLY-O-PLANE, FERRIS WHEEL AND CATERPILLAR TO JOIN AT ONCE. ALSO RIDE HELP ON ALL OTHER RIDES. (G. A. Brickgeman, call us collect.) (Robert Roscoe, when will you be in?) CONCESSIONS—Scales, Penny Arcade, Bumper, Hi Striker, Hoop-La, Fish Pond, Basket Ball, Hats and Glass Pitch. SHOWS—E. T. (Tuffy) BARNETT, join us with your Show any time now. Can place Monkey, Mechanical, Wild Life or any other worth-while Shows. Join now for our Southern route of big Fairs. Now booking Concessions and Shows for the District Live Stock Show at Pine Bluff, Ark., and for the Southwestern Louisiana Fair at Eunice.

Contact **H. V. Petersen, Mgr., TIVOLI EXPO. SHOWS**
Houston, Mo., Fair, this week; Mammoth Springs, Ark., Fair, next week.

WANTED

Railroad Show. Lot in city, unload on street in front of lot. No haul. Good location. Good committee.

W. B. STOUT
Box 67 Harriman, Tenn.

Mighty Hammontree Midway
WANTS FOR GALLATIN, TENN., FAIR, AUGUST 17 THROUGH 22

Want legitimate Concessions of all kinds. Want Popcorn, Custard, French Fries, High Striker, Ball Games, Penny Pitch, Jewelry, Novelties, Lead Gallery. Want Fun House, Gass House, Penny Arcade or any Grind Show with own equipment. Will book on small percentage. Want Foremen for Spiffire and Chairplane, Second Men on all Rides. Top salaries paid every week. Good treatment. All wires and replies to

WILLIAM O. HAMMONTREE, General Manager
Cuthrie, Ky., this week; Gallatin, Tenn., Fair, next week.

Announcing

Canada's Outstanding Celebration of 1954

WINDSOR, ONTARIO, CENTENNIAL


JUNE 28 THRU JULY 6TH, 1954

Including July 1st, Dominion Day in Canada and 4th of July Holiday in U. S. This event sponsored entirely by City of Windsor, Canada's largest border city. Midway contract awarded to

Bernard & Barry Shows

Inquiries invited from worthwhile Side Show operators for this date and also a 22-week season in Canada.

Write: **BERNARD B. ARENT**
Bernard & Barry Shows
Box 367, Adelaide St. Toronto, Canada.



ROSS MANNING SHOWS

MANASSAS, VA., FAIR	WASHINGTON, D. C.'s Favorite—August 17-22	HIGH POINT, N. C.	Sept. 21-26
LURAY, VA., FAIR	Aug. 24-29	MADISON, N. C.	Sept. 28-Oct. 3
WOODSTOCK, VA.	Aug. 31-Sept. 5	HAMLET, N. C.	Oct. 5-10
SALISBURY, N. C.	Sept. 7-12	LANCASTER, S. C.	Oct. 12-17
LEANSVILLE, N. C.	Sept. 14-19	KINGSTREE, S. C.	Oct. 19-24

Concessions: Popcorn, Long and Short Range, Eats and Drinks, Custard (will give X), Hanky Panks, Novelties, Guess Your Age and Weight, Fish and Duck Pond, Glass Pitch, Derby, Gold Fish Bowl. Ride Help: Want Foreman for Chairplane, Second Men for 2 Wheels, Merry-Go-Round Foreman and Men who drive semis. Rides: Will book Tilt or Cat. Any Ride that does not conflict. Shows: Wild Life, Iron Lung. Also need Colored Show. Have new front and facilities.

Write or wire, **ROSS MANNING, Salisbury, Maryland**

WANTED WANTED WANTED

COLORED MUSICIANS AND DANCING GIRLS

Musicians must read. Needed in each section: Reeds, Brass and Rhythm. State your instrument and experience. Must read, fake and be able to stay sober.

In order to match girls already in line, girls must be experienced dancers, brown to light brown. Send photo. Salary sure. Berth and board free.

Wire or Write **LEON CLAXTON**

ROYAL AMERICAN SHOWS, Ft. William, Ont., Can. Aug. 10-15; Superior, Wis., Aug. 18-23; St. Paul, Minn., Aug. 29-Sept. 7.

WANT RIDES

DUE TO DISAPPOINTMENT CAN PLACE MAJOR RIDES—KIDDIE RIDES FOR

The Great Lackawanna County Fair

(Member of the Penna. Assn. of County Fairs)

SCRANTON, PA., SEPTEMBER 20 TO 26

7 BIG DAYS—7 BIG NIGHTS—HORSE RACING—BIG CAR RACING—MAJOR ATTRACTIONS.

Call Collect: **JOSEPH O'HARA, President**
Scranton 3-1181-Ext. 726 or P. O. Box 905, Scranton, Pa.

AMERICAN BEAUTY SHOWS

Can place a few more Stock Concessions. Also Shows of all kinds, low P. C. (Bill Tieman, contact at once.) Want Bingo now. (Charles Chaney, contact.) Want Tilt Foreman.

Contact: **JOE SHARP, Mgr.**
Northeast Missouri Fair, Kirksville, Mo., this week.

WANTED—FOR ST. CHARLES, MO., BIG FAIR—WANTED

SEPTEMBER 9-13

CAN PLACE 2 OR 3 NICE CLEAN SHOWS. ALSO NICELY FRAMED LEGITIMATE CONCESSIONS.

Contact: **CHAS. OLIVER, Mgr., Mound City Shows**
ELSBERRY, MO., THIS WEEK.

WANTED

Hanky Panks of all kinds. Wheel Foreman and Top Man; also Second Men on other Rides.

Mt. Ayr, Greenfield and Harlan, Iowa, Fairs.

IDEAL RIDES

MOUNT AYR, IOWA, This Week

<p>STOCK TICKETS</p> <p>One Roll \$ 1.50 Five Rolls 4.50 Ten Rolls 8.50 100 Rolls 40.00</p> <p>ROLLS 2,000 EACH Double Coupons Double Prices No C.O.D. Orders Size: Single Tkt., 1x2</p>	<p style="text-align: center;">We Manufacture</p> <h2 style="text-align: center;">TICKETS</h2> <p style="text-align: center;">of every description</p> <p>Wheel tickets carried in stock for immediate shipment.</p> <p style="text-align: center;">THE TOLEDO TICKET CO. Toledo 12, Ohio</p>	<p>SPECIAL PRINTED</p> <p>Cash With Order Prices</p> <table style="width: 100%;"> <tr><td>2,000</td><td>.....</td><td>\$ 6.90</td></tr> <tr><td>4,000</td><td>.....</td><td>7.80</td></tr> <tr><td>6,000</td><td>.....</td><td>8.70</td></tr> <tr><td>8,000</td><td>.....</td><td>9.60</td></tr> <tr><td>10,000</td><td>.....</td><td>10.50</td></tr> <tr><td>100,000</td><td>.....</td><td>15.50</td></tr> <tr><td>100,000</td><td>.....</td><td>33.00</td></tr> <tr><td>500,000</td><td>.....</td><td>133.00</td></tr> <tr><td>1,000,000</td><td>.....</td><td>250.00</td></tr> </table> <p style="text-align: right; font-size: small;">Double Column, Double Price</p>	2,000	\$ 6.90	4,000	7.80	6,000	8.70	8,000	9.60	10,000	10.50	100,000	15.50	100,000	33.00	500,000	133.00	1,000,000	250.00
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100,000	33.00																											
500,000	133.00																											
1,000,000	250.00																											

Canada Still Boom Country

• Continued from page 47

patrons standing along the sidewalks at every session.

Right on the heels of "Moulin Rouge" all over the loop has been Leon Claxton's "Harlem in Havana," a perennial favorite in Western Canada, which outstripped its previous highs by a wide margin and also lined them up along the sides for every show.

Surprise this season, Sedlmayr reports, is Glen Porter's auto-racing monkey show which has been consistently in third position since RAS hit the road in the spring. On Children's Day here, it was reported to have edged into second position. Another surprise has been the drawing power of a fat girl and midget billed as "the world's strangest married couple."

Children's rides did well throughout Western Canada, according to Sedlmayr, and good steady business was reported for the other rides.

Lots Crowded

With RAS bigger than ever, the lots in Edmonton and Regina posed problems. In both spots the Screwball ride was left on the flats and in Regina some of the show fronts were reduced.

Two heavy rains on opening day here, Children's day, failed

ACA Bucks

• Continued from page 47

by the Meteor Machine Company, Brooklyn, and booked on by Ken Wilson, Midwest sales manager for Meteor. The six rides were given a whopping play on Kids' Day and good patronage on other days. The machines operate with a 10-cent coin chute.

Three more shows are scheduled to be added to the amusement company's line-up next week when it moves into the Illinois State Fair, Springfield. One, an ice show, will be produced by Charles Campbell, who also is producer of the Western Show. The icer, to be staged on a 20 by 20 rink, will have a company of 12 headed by Ruth Noland.

Other shows to join at Springfield are the John Wixom circus and the Betty Lou Williams show, the latter owned and operated by Dick Best.

Drew Clicks

• Continued from page 47

the shows bearing his name, was here with an Auto Speedway and one concession. His Ferris Wheel is currently with Gem City Shows. Eddie Hirsch, local ride op, had his Rollowhip and Sky-fighter in the Drew line-up and Coy Fultz his Miniature Train.

Ted Reed joins here with his Reed Bros.' Miniature Circus. Mr. and Mrs. Jack Orr's snakes and the show-owned Funhouse rounded out the back-end.

Staff

Staff, in addition to Drew, includes Mrs. Eula Drew, secretary-treasurer; Mr. and Mrs. Tom Niswender, advertising agents; Ernie Roberson, head electrician, and Albert Johnson, head mechanic. Recent visitors included Dolly Young and Lorow Manos from Royal Crown Shows; Lee Becht, owner of the show bearing his name, and Pete Lindemann, contracting agent for the Al G. Kelly & Miller Bros.' Circus.

Operating the rides here were Clyde Roberson, James Stover, Albert Johnston, Irvin Stephens, Ted Purkey, Robert Davis, Ernest Dowdell, Bill Nurney and Ernest Roberson.

Eddie Schultz is operating a well-flashed bingo and Mr. and Mrs. Bill Stephens have their cookhouse in operation. Also on the cookhouse staff are E. H. Yawn, chef; Viola Yawn, counter; Arthur Thomas, griddle; Bernard (Red) Midkiff, counter, and Goldie Cummings, cashier.

Others along concession row include Max and Rose Levine with 5; Helen and Erwin Eule, cork gallery and pitch-till-you-win; Eddie Hackett, 2; Bill Huges 2; Clarence Poplin, 5; Morris Gilnea, 4; Vic Opleak, 1; Charley Wren, 1, and Bob Coleman, 2.

ART B. THOMAS SHOWS

WANT

Legitimate Concession and worth-while Side Shows for proven route of Fairs and Celebrations. Contact by wire at St. Charles, Minn., August 13-16, or as per route.

WANTED

Two or three Kiddie Rides for **FALL FESTIVAL, Dana, Indiana** September 11-12, 1953. Contact **LUTHER MATHES** Editor, Dana News Dana, Indiana

FOR SALE

One Taylor Custard and/or Ice Cream Freezer mounted on combination frozen and cold storage cabinet. All electric. Bargain for cash.

G. M. PETERS
Twin Lakes Beach, Route #2, Lake Park, Ga.

FOR SALE OR TRADE

Gasoline Streamlined Train, 40x80 ft. track, \$1250.00; Kiddie-Junior 10-Seat Chairplane, \$475.00; Gasoline Streamlined Train, 40 ft. circle track, \$650.00; Auto Kiddie Ride, built on trailer, \$550.00. All rides fair to good condition. Band Organ, \$100.00. 10 Penny Card Machines, \$25.00. Will trade for Merry-Go-Round or Kiddie Rides. **HARRY H. ZIMDARS, 1001 Whittington Ave., Hot Springs, Ark.**

CARLIN EXPOSITION

2 UNITS CONCESSIONS WANTED

Pataskia, Ohio, Street Fair, Aug. 12-15; Youngstown, Ohio, St. Rico Church, Aug. 14-16, No. 2 Unit; Cleveland, Ohio, Church, Aug. 19-22; Junction City, Ohio, Street Fair, Aug. 26-29; Groveport, Ohio, Street Fair, Sept. 3-4-5-7; Warren, Ohio, Grace M. E. Church, Sept. 9-12. Pat Davis wants Agents for Hanky Panks and Ride Help for No. 2 Unit. Wires and mail per route. **JACK CARLIN, Owner-Manager**

BARGAIN

Live Pony Ride, 6, fat, well broken, average 44 in., new \$75.00 saddles, new sweep fence, factory-built 12-ft. tandem trailer, all \$1850.00 or will sell separate. Perfect matched small Donkeys, factory made small covered chuck wagon, brass trimmed harness, perfect for advertising, banners, hay rides (18 kids), complete \$650.00. Can be seen north side U. S. Highway 460, 13 and 159, across from Fairgrounds.

CACTUS JACK KIDDIE CORRAL
General Delivery Belleville, Ill.

FAIR—BUFFALO, MO.

AUG. 13-14-15

Want Bingo, Concessions of all types, Shows, Agents, Side Show, People, Ride Help; Semi Drivers on Spiffire, Eli Wheel, Jenny, Mixup; 4 Kid Rides.

FUNLAND SHOWS

CAR WORKERS WANTED

Screens, have best of Fairs, must be capable. No drunks. Gene Berry, contact.

W. L. (Skipper) Robson
General Delivery, Springfield, Ill.

WANTED

FOR 3rd ANNUAL FESTIVAL AND CELEBRATION of SOUTH CHICAGO CHAMBER OF COMMERCE

Games of Skill—all kinds. Will include Celebrity Nites, Free Circus, Free Ride Nites for Kiddies and Parade.

TEN BIG NIGHTS

August 21 thru 30

Contact **L. MATURO**
3417 S. Western Chicago, Ill.
Phone: YArds 7-1600

Blue Ribbon Shows WANT

SEVERAL RIDE FOREMEN. GOOD WAGES, BEST OF TREATMENT. Also other useful Ride Help. CAN PLACE CONCESSION AGENTS.

Wausau, Wis., Aug. 12-16; Escanaba, Mich., Aug. 18-23.

ROD LINK

WANT AGENTS

for Hanky Panks, Six Cat, Buckets Swinger.

Leo Florck call
Gene Williams call

THE BIG ONES ARE COMING

c/o Thomas Joyland Shows.
New Bethel, Ind., this week (Fair)

FOR SALE

Tilt and transportation, \$5000.00. Octopus and transportation, \$3500.00. 1952 Model 32-Ft. Merry-Go-Round, Texas built, aluminum horses, \$3500.00. Fun House, 26-Ft. Lowboy Trailer, \$750.00. Kid Cage Wheel on Trailer, Texas built, \$750.00. Also Bingo, Cookhouse (with roof van), Show Fronts, Tents, Banners, Transformers. Will sell complete Carnival, Eli Wheel included. All late model Chevrolet Tractors. Will accept Eli Wheel on any of above.

HAVE 8 MORE FAIRS. BOOKING SHOWS, CONCESSIONS, CAN PLACE RIDE HELP. CONTACT **C. A. GOREE** McCook, Nebr., this week.

FOR SALE OR TRADE

Late model Warner Ferris Wheel, 18-ft. Smith & Smith Chairplane, Allan Herschell 10-car Auto Kiddie Ride, Indiana B12 Miniature Train, 3 Live Ponies, Concession Tents and plenty of Ground Cable. Sacrifice for quick sale.

GEO. HELLER
P. O. Box 215 Kennett, Missouri
Phone: 8-9507

BILL CHALKIAS WANTS

For 14 more bona fide Fairs.

Side Show Acts and Cookhouse Help. No drunks. Red Friend, Bill Syldan, Homer Sharar and Charles Sharpton, wire Mason City Iowa, this week; next week Davenport, Iowa.

WANT

Concessions, Rides and Shows of merit for **McCLURE, PA., BEAN SOUP FAIR** Sept. 15-17-18-19; Day and Night. Pennsylvania's Largest Free Fair.

Reply to **M. PERCELL**
900 Main St. Williamsport, Pa.

RIDES WANTED

At Richmond, Minnesota, 75 miles N.W. of Minneapolis, for Labor Day Celebration held Sunday and Monday, September 6 & 7. Would like 4 to 6 Rides, no Concessions. Features for day include parade, horse show, queen contest, free street dance. If you can help us, contact **ED. PARRY**

Phone 2433 or write c/o Civic and Commerce Assn., Richmond, Minnesota.

For Sale Or Trade

Dark Ride. Will take Ferris Wheel, Spiffire, Kiddie Rides or Light Plant. What have you of equal value?

Mr. & Mrs. Geo. L. Trotter
Casper, Wyo., followed by Goodland, Kans.; then St. Francis, Kans.

Early Fairs Good For 20th Century

LA CROSSE, Wis., Aug. 8.—The 20th Century Shows, co-owned by E. D. McCrary and Velma Martin, have been hitting pay dirt at their early fairs.

Faced with many sturdy fairs to come and toting ample earning power to make the most of these, the show figures to be a consistent money-winner until the season's wind-up.

Working the fair here this week, the front-end battery is smaller than normal to conform to Wisconsin concession regulations, but the show has a strong line-up of rides and shows and, judging by the first day's business, should pile up a satisfying gross here.

Double Wheel On
For this spot, the Dowis Sky

Wheels (Double Ferris Wheels) are included in the 20th Century line-up. The McGrary-Martin aggregation on its own carries sufficient units but the Dowis ride was booked on here as an added attraction. Consistently, the Scooter has been the biggest money-getter among the rides.

The show is staffed with some old hands at the business. Besides the co-owners, there are Keith Chapman, business manager; Noble Fairly, lot superintendent; and Snake Show operator; Art Signor, in charge of the back-end, and Jess Wrigley, who doubles as general agent and special agent.

All of the show's many fair dates had been bagged by Al Martin before his tragic death in a plane crash in February. Besides fairs already played, Minot, N. D., and several others in North Dakota, the show is to play annuals at Menominee, Wis.; Owatonna, Minn.; Albert Lea, Minn.; Fargo, N. D.; Huron, S. D.; Spencer, Ia.; Tulsa, Okla.; Monroe, La., and Tallulah, La.

The Minot fair played last week yielded a ride and show gross only slightly under last year's takes. The slight difference in grosses for the two years was attributed to tighter spending caused in part by the effect of rust on the wheat crop in the Minot area. Other North Dakota fairs — Jamestown, Rolla and Langdon — were better or as good as last year.

Of the show's still dates, Dubuque, Ia., played just before it went into its fairs, proved the biggest surprise. It yielded a whopping take, even tho the show had been pre-dated into the city.

Kid's Days Click

Jess Wrigley has been introducing special kid's days, with bike or pony giveaways, at some fairs, and they have hyped business. Some events, Owatonna, Minn., among them, have noted the success of the show's kid promotions and have okayed like days with a midway tie-in.

The show presents an excellent appearance, which is highlighted by the generous use of fluorescent, newly introduced on practically all rides. New entrance is outstanding and creates a brilliant flash at night. Show fronts as a whole toss out strong appeal. Particularly notable is the appearance of the office-owned Motordrome, which is managed by Patsy Elrod.

Other shows include a revue, nudist colony and posing show, all operated by Joe Sciortino; Claude Bentley's Side Show, Norman Smith's Funhouse, Ray Raybuck's two-headed bull and Life Show and Noble Fairly's Snake Show.

SHOW
T-E-N-T-S
Concession—Circus—Carnival
AMERICAN
TENT & AWNING CORP.
132-4 W. Main St. Norfolk 10, Va.
BILL SANDERS

THOMAS JOYLAND SHOWS
WANT for Following Fairs:
WARSAW, CROWN POINT, KENTLAND, BOONVILLE, IND.
All proven spots for Hanky Panks, Hoop-La, Water Games, Ball Games, Short Range, Penny Arcade, High Striker, Balloon Games.
Want High Pole Act or good Ground Act at once.
Can place Indiana-style Cookhouse for Warsaw, Kentland, Boonville fair dates.
Wire or call:
L. I. THOMAS, MGR.
New Bethel (Indianapolis Suburb)
Phone: IRvington 0057, 0773 or 0985.

A.M.P. SHOWS
Booking Hanky Panks, Water Game, Lead Gallery, Devil's Bowling Alley, String Game, Photos, Jewelry, Dart Store, others not conflicting. Wants Agents for office-owned Razzle and Pin Store. Want Animal Show, Monkey, Glasshouse, Funhouse. This week Kitzmiller, Md.; next week State Firemen's Convention, Keyser, W. Va.
A. M. Podsobinski

United Exposition Shows
All Fairs for Balance of Season
WANT
Girls for Girl Show, Outside Help for Athletic Show, Skillo and Count Store Agents. Wire Cliff Vernon or Shorty Brown. Want Clothes Pin Agents (Andy Kelly, contact Charlie McCarthy). Can use a few Second Men on Rides.
C. A. VERNON, MGR.
Clinton, Mo., this week; then Trenton, Mo.

ARCADE FOR SALE
Complete with transportation. Can be seen at Bedford, Pa., Fairgrounds, August 10th thru 15th.
H. C. GNAGI

Thank You
Mary Ellen O'Rear
Owner Trade Winds Trailer Park for your purchase
JOHNNY CANOLE
Altoona, Pa.
Phone 9347 or 3-0003

GIVE TO THE RUNYON CANCER FUND

FOR SALE
SPITFIRE
AND
LOOPER
First-class condition
JOYLAND PARK
Lexington, Kentucky
CECILE CARMINE, Owner
(Phone 3-1250)

ALL IOWA FAIR
CEDAR RAPIDS, IOWA, AUG. 16-23
Can place Hanky Panks of all kinds. Scales and Ace open. Want Foremen for Rocket and Roll-o-Plane. (Red Cox, wire me.) Can place Griddleman and Waiters for Cookhouse. Want Ticket Sellers and Canvasman. (Walter Dill, come on.)
Al Wagner, Mgr.
Cavalcade of Amusements (Fairgrounds) Cedar Rapids, Iowa

WANTED
RIDE HELP WHO CAN DRIVE for Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl. Also Hanky Panks of all kinds. Ottawa, Ill., this week, or phone
D. J. ROHR
Chebanse 11, Chebanse, Ill.

LAST CALL! LA PORTE COUNTY FAIR LAST CALL!

LA PORTE, IND.—7 DAYS, MONDAY, AUG. 17, TO SUNDAY, AUG. 23

PLAYED BY RAILROAD SHOWS FOR OVER 40 YEARS



Kalamazoo, Mich., Fair; Michigan State Fair, Detroit; Northeastern Indiana Fair, Fort Wayne; Mid-South Fair at Memphis follows La Porte.

CAN PLACE:	SHOWS	RIDES	CONCESSIONS
➔	Circus Side Show (must be A-1)	Looper	Ball Games
	Penny Arcade	Caterpillar	Fish Ponds
	Class House	Little Coaster	Balloon Darts
	Wild Life		Add-a-Ball
	Monkey Circus		And all other games.
	Freak Animal		All out and out sales open, including Food, Gadgets, etc.
	Mechanical		
	And other good		
	Worthwhile Shows		

Want to hear from:
Dic Dillon
Rex Barnes
Cash Miller
Dick Best

WIRE OR PHONE NOW!

W. G. WADE SHOWS —OR— **D. WADE**
(Secretary's Office) —OR— Detroit—Leland Hotel, Detroit, Michigan
Cassopolis, Mich., Fairgrounds Phone WOODWARD 2-2300

Morris Hannum Shows

One of the Great Eastern Shows

Kutztown, Pa., Fair, August 17-22; Dallastown, Indiana, Ebensburg, Ephrata fairs follow in that order

SHOWS—Want Drome Riders or any independent Motordrome. Want Wild Life, Monkeys, Arcade, Fun House, Illusions, Big Snakes and one more Girl Show for Kutztown, the Big One, next week, and the balance of our route.

RIDES—Want set of kid Rides and extra Ferris Wheels for Indiana and Ebensburg. Will book any flat Rides not conflicting with Caterpillar or Tilt.

CONCESSIONS—Fish and Duck Ponds, Cork Gallery, String Game, any and all Concessions that can work for stock; no exclusives.

HELP—First-class Ferris Wheel and Chairplane Foreman at once. Top wages and bonus. Also experienced Help on Tilt, Caterpillar and Merry-Go-Round. All replies by wire to

Morris Hannum, Mansfield, Pa., Fairgrounds this week.

Next week, phones and wire to Kutztown, Pa., Fairgrounds, August 17-22.

INTERSTATE Shows

Want for Georgetown, Ill., Agricultural Fair, Aug. 17-22. Our Illinois Fairs end Sept. 4, then into Tennessee, Alabama, Georgia, Florida for our Southern route of fairs.

Want sensational Free Act to join on wire.

Shows: Side Show. Will furnish top, front and banners for same or will book one with own equipment. Excellent proposition. Girl Shows with own equipment or will furnish equipment. Have good Girl Show territory. Will book any worth-while Grind Shows. Want organized Minstrel Show having not less than 15 people, including band. Salary paid out of office. Will give attractive proposition to Motordrome.

Ride Help: Will pay top wages and bonus to Foremen for Fly-o-Plane, Dark Ride, Twin Wheels. Second Men on all Rides. Will book for balance of season Octopus, Spitfire,

Roller Coaster, Scooter. Will give good proposition to set of Kiddie Rides, Live Pony Ride. George Booth, I wired you: received no answer; join Georgetown; answer.

Help: Want Carpenter and Show Builder with tools to join on wire. Want Lot Man, Assistant Manager combined to join at once. General Help in all departments, Man to handle front gate and sound truck.

Concessions: All Concessions open. Long Range, Short Range, Hanky Panks, Eating and Drinking Stands. Open midway through November 14. Reply:

H. B. ROSEN, AMERICAN LEGION PICNIC, LINTON, INDIANA

WANTED
Foreman and Second Men, join at once. Ray Maddox, come.
Wilson Famous Shows
Cambridge, Illinois, this week.

WANT TO BOOK
Rides for week of August 24. Also Concessions of all kinds. Wire or contact
MIDWAY OF MIRTH SHOWS
Mansfield, Ill., this week

Midway of Mirth Shows
WANTS FOR NUMBER TWO UNIT
Ferris Wheel Foreman, Tilt Foreman; also Second Men who drive. Address: Highland, Ill., until Aug. 12; then Nashville, Ill.

JOHNNY'S UNITED SHOWS
"HONESTY IS OUR POLICY"
Owen County Fair, Spencer, Indiana, next week; Mound, Ill., following; then Camden, Tenn., Fair, with Limestone County Fair, Athens, Ala., following.
Solid route of top Southern Fairs until November.
Concessions Wanted—Foot Long, Custard, French Fries, Ice Cream, Scale and Age, Photo, Short Range, Long Range, Bumper, Heart Pitch, Cork Gallery, Penny Pitch, Duck Pitch, Basketball and Clothes Pin Pitch. Joe Saladino wants Griddleman. Shows Wanted—Motordrome, Fun House, Arcade and Freak Show. Help Wanted—Spitfire Foreman; Second Men on Merry-Go-Round, Tilt and Kiddie Rides. (George Mullen-dorf, come on.) General Side Show Help. All replies:
JOHN PORTEMONT, Brownstown, Indiana

F & M AMUSEMENTS
Want Hanky Panks. Can also place Cookhouse. Want Foremen and Second Men that will drive and respond to good treatment. Top salary. Long season in the South. Fat Stock Show, on the streets, Avon, Ill., Aug. 12 thru 15; Old Settlers' Reunion, Brimfield, Ill., Aug. 19 thru 22; Rantoul, Ill., Annual Chamber of Commerce Festival, on the main streets, Aug. 26 thru 29. Gov. Stratton Day and other dignitaries Aug. 27. Oceans of radio and newspaper publicity.
ADDRESS: AS ABOVE.

LYNCHBURG, VA., FAIR

AUGUST 17-22

SHOWS

MONKEY SHOW: We have first-class outfit with exception of Animals. Good route for **WILD LIFE, ARCADE, UNBORN and GIRL SHOW**—have A-1 equipment for same.

RIDES

DARK RIDE, TILT-A-WHIRL and can also use one or two Novelty Rides.

CONCESSIONS

Can place legitimate Merchandise Concessions for our route of twelve "proven" FAIRS. Openings for Ball Games, Pitch Tilt Win, American Palmistry, Basketball, Photos, etc.

ALLEGHENY CO. FAIR
COVINGTON, VA.
AUG. 24-29

ENLARGING SIDE SHOW

For ALL FAIRS until closing. Sandr Lee wants A-1 Front Talker—Ernie Hudspeth, answer. Freak to feature. Also experienced Side Show People.

MARKS SHOWS

JOHN H. MARKS
GEN'L MANAGER
STAUNTON, VA.

MIGHTY PAGE SHOWS

WANTED WANTED

For Marlinton, W. Va., Fair, followed by Leaksville, N. C., Fair and 12 more first-class fairs to follow. No more still dates.

CONCESSIONS—Booking all Concessions. Open midway. Eating and Drinking Stands, Hanky Panks, Nail, Buckets, Swinger and choice Wheels. Can place 1 Mitt Camp, also Penny Arcade. Caldwell, can place all your Concessions. **CONCESSION HELP**—Need 2 Working Men to up and down Concessions. Pay every night. Need 2 experienced Grind Store Agents and 1 Pin Store Agent. Contact **CURLEY GRAHAM, SHOWS**—Big Snake, Fat Show, Wild Life, Fun or Glass House, Monkey Show and Motordrome. Mulholland, Las Evans, Speedy Sayre, get in touch. Want Sideshow Operator with people or will book Sideshow. **RISE HELP**—Ride Foreman for Little Dipper and Second Men on all Rides who can drive. Top salary.

All replies to **BILL PAGE, MGR.**
ROCKYMOUNT, VA., FAIRGROUNDS, THIS WEEK.
P.S.: Col. Lew Alters, contact.

LAST CALL

LAST CALL

WANT FOR TRI-STATE FAIR, BRISTOL, VA., AUG. 17 THRU 22. THE BIGGEST FAIR IN THIS PART OF THE COUNTRY. ATTENDANCE AT LEAST 150,000. **PANCHO AND CISCO KID RODEOS. GET SPACE NOW.**

CONCESSIONS—Cookhouse, Custard, Ice Cream, Grab, Pronto Pups, Jewelry, Scales and Age, Glass Pitch, Derby Racer, Arcade Fish Ponds, Ball Games and any kind of Merchandise Concession. Wire deposit now.

SHOWS—Motordrome, organized Jig Show, Wild Life, Fun House, Glass House or any well framed Show not conflicting. Must have own Equipment and transportation.

RIDES—Will book one more Eli Wheel, Caterpillar, Octopus, Spitfire, Tilt-a-Whirl, Rock-o-Plane, Kid Rides and Live Pony Ride.

HELP—Capable sober Ride Men that drive. Side Show Help. Agents for Concessions.

Wire: **E. L. YOUNG, Mgr., Sterling Crown Shows**
Jenkins, Ky., this week.

WANTED—FERRIS WHEEL FOREMAN

Must be capable of handling one or two wheels. Top salary and bonus if you can cut it. Boozers and wineos, stay where you are.

Address **C. C. GROSCURTH**
BLUE GRASS SHOWS
Princeton, Indiana

C-A SHOWS

LAST CALL LAST CALL LAST CALL

ORIENTAL FAIR (Free Gate)—August 19-23 inclusive

RIDES—Can place Ferris Wheel, Octopus, Roll-o-Plane. Can use three Kiddie Rides. Will book or buy above rides. **CONCESSIONS**—Cookhouse, Popcorn, Bingo, Arcade, Darts, Ball Games, Novelties, Six Cats, Glass Pitch. **SHOWS**—Motordrome, Side Show, Monkey Show, good proposition for Girl Show with at least two or more girls. We have wagon front and top. Phone or wire:

F. H. CARAVELLA, Mgr.
PHONE 2063, SUNBURY, PA.

WANTED FOR KNOXVILLE COLORED FAIR

MOUNTAIN CITY, TENN., BEAN FESTIVAL FOLLOWS

Concessions working for stock, Custard, Novelties, Fish Pond, Roly Poly, Pitches, French Fries, High Striker, Six Cat, Cookhouse Help, Griddle Man and Counter Man. Caller for Bingo. Rides: Will book any Major Rides or Kiddie Rides not conflicting with what we have for our Fairs ending in Florida in December. Second Men on Rides who drive semis. Shows: Place Side Show, Glass House, Fun House, Penny Arcade.

BLACK MOUNTAIN, N. C., THIS WEEK.

C. A. STEPHENS

FESTIVAL OF FUN SHOWS WANT

For Greenville, Mich., Fair, Aug. 19-22, one of the best last year. Big Labor Day spot, Chessenings, Mich.

Hanky Panks of all kinds they always work. Book only limited number at reasonable privilege. **COOKHOUSE** that caters. American Palmistry, Popcorn, Ball Game. **SHOWS:** Clean up at Greenville. Want Girl, Geek, Wild Life, any good Show. Ride Help for Tilt, Second Men who drive semis. Capable and sober. Long season south. Playing Augusta, Mich., all this week.

Repy **CONCESSION MANAGER** or come on. Phone 390.

GIVE TO DAMON RUNYON CANCER FUND

Heat Hurts Hottle Takes At Danville, Ill., Fair

DANVILLE, Ill., Aug. 8.—Buff Hottle Shows ran into 90-plus degree heat here this week at the Eastern Illinois Fair and during the early days of the run patrons stayed away in droves. Sunday (2), normally one of the biggest days of the week for the midway, was off approximately 20 per cent at the outside gate and this drop-off showed up in carnival receipts.

Both Hottle units merged here for the fair and the show was loaded with potential money-making devices. A total of 14 rides were in operation, including 9 major and 5 kid devices. R. J. McDonner had two gal shows operating along with Whitey Sutton's Side Show, an office-owned Dark Ride and one other grind show. Concession line-up included upwards of 50 booths with John Gallagan's bingo stand.

The Hottle No. 1 Unit, came in here from the Benton, Ill., fair where it racked up satisfactory grosses and will move from here to the Lincoln, Ill., fairs. Additional fairs include one each in Missouri, Mississippi and Indiana with the balance in Louisiana.

Staff here, in addition to Owner Hottle, included J. T. (Whitey) Richards, office secretary, mailman and agent for The Billboard; Leo Bistany, business manager, and Red Rector, ride superintendent and electrician. Romeo

Dunn, manager of the No. 2 unit was on hand here to assist with the operations.

Hottle recently purchased a Motordrome in the East and it was expected to be delivered here before the week ended.

Gem City Off To Big Start At Belleville

BELLEVILLE, Ill., Aug. 8. — Gem City Shows thru Thursday (6) were showing a 19 per cent increase in grosses at St. Clair County Fair here, with fair officials looking for new records on the midway and in general attendance to be set during the remaining two days of the run, barring bad weather.

The fair's president, Paul Wagner, and Secretary George Gerkins based their hopes on Friday's Children's Day and a big Saturday close. The annual opened strong Saturday (1) with a big 1 p.m. parade and the midway was thronged with a spending crowd until after midnight. Sunday was a repeat with capacity business in all departments. Play slumped Monday and Tuesday, but made a comeback Wednesday and Thursday.

Tom Hickey, Gem City manager, said that arrivals here brought the line-up to 17 rides and seven shows. Don Greco, concession manager, reported fine business by all front-end units, with eating stands and hanky panks leading the way. Burge's new Scooter has been top money-getter among major rides, while Dillon's kiddie rides, as well as show-owned units, have been getting their top grosses of the season.

Ray Marsh Brydon's units and McAllister's Harlem Minstrels have been getting heavy grosses, while Harn's snake, Lisa's Side Show, Tommy Stewart's Motordrome and Duke's Illusion Show have also been doing above-average business.

Mrs. Frank V. Vogt, of O. C. Buck-Model Shows, is in Seneca Falls, N. Y., Hospital, after being seriously hurt in an automobile accident. Friends are asked to write.

SECOND MAN

On #12 Wheel

Top salary to man who is sober and reliable and licensed semi driver. Must know top and handle clutch.

Lee Becht Amusements
Bank & Baymiller, Cincinnati, O., this week; Clearmont Co. Fair, Owensville, O., Aug. 18-22.

UNITED STATES SHOWS

FAIRS FAIRS FAIRS

Want Free Act at once. Need legitimate Concessions of all kinds. Want Photos, Long Range, High Striker, Novelties, etc. This week, Glenville, W. Va., Fair, August 12-15. Next week six (6) day fairs starting Summerville, W. Va.; Clay, W. Va.; Sutton, W. Va.; Webster Springs, W. Va.; then our route of Carolina Fairs.

All answers, phone or wire

L. P. Brady, UNITED STATES SHOWS
Glenville, W. Va.

HARRISON GREATER SHOWS

Want for the Great Tasley Fair, biggest fair on the eastern shore, day and night fair, Tasley, Va., Aug. 17-22; followed by Murfreesboro Community Fair, Murfreesboro, N. C., Aug. 24-29. Everything open.

Want Concessions of all kind, Eating and Drinking Stands, Photos, Novelties, Age and Scale. Good opening for large Cookhouse that caters to show people for balance of season. Want A-1 Billposter, Swiftly Palmer, A. L. Sykes, get in touch at once. Want organized Jig Show for balance of season. Have complete outfit. Will book any Show with or without outfit. Wally White wants Annex Inside Lecturer and Bally Girls for Side Show. Will book or buy No. 5 Eli Wheel to dual with mine. Martin Lozier, get in touch. Can always use reliable, sober Ride Help and Semi Drivers. Good treatment, long season. Want Skillo and Razzle Agents for office-owned Concessions. All mail and wires to

FRANK HARRISON, Salisbury, Md., this week; then Tasley, Va.

DON'T LET SIZE OF TOWNS FOOL YOU

Want Rides not conflicting, Shows of merit and legitimate Concessions of all kinds for Kinsale, Va., week of August 17; White Stone, Va., week of Aug. 24. Both big Firemen's Celebrations. Fireworks, hillbilly shows, prizes every night, with automobiles given away on Saturday nights. Better than some Fairs.

Wire **BARNEY TASSELL UNIT SHOWS**
Maryland Park, Md., or 4501 Madison St., Riverdale, Md.

GIVE TO DAMON RUNYON CANCER FUND

Eastern Shore Spots Pay Off For Va. Greater

EASTON, Md., Aug. 8. — The Virginia Greater Shows hit pay territory after exiting New York and heading back toward the South. Business was good at several Eastern shore stands, despite the fact that pre-dating by other units was expected to skim the cream.

In all, the show has scored about five consecutive weeks of healthy business leading the personnel to believe that the prospects for the remaining dates and fairs are excellent.

The towns played are Pocomoke City, Chestertown, Annapolis and Aberdeen, Md. and Dover, Del. This week the show got off to fair start here in Easton. The show by-passed contemplated Jersey stands after leaving New York because of the continuing ban against bingo in that State.

New personnel and units joining the concession line for the Southern trek include P. J. Delano and his bingo, replacing the Bill Jones unit; Frisch and Joffe with novelties, age and scale and basketball; Buddy and Betty Monroe, ball game and J. Allaway, duck pond.

Clinton Powell is now operating the girl shows formerly operated by Lou Pease. Jesse and Caledonia Brown joined recently to operate the Cotton Minstrel Revue. Capt. Frank Allen has added new faces to the Side Show.

Cavalcade Opens To Okay Business At Marshalltown

MARSHALLTOWN, Ia., Aug. 8.—Al Wagner's Cavalcade of Amusements got off to a good start here Wednesday (5) at its last still date before entering its fair route. Org is in for an eight-day engagement under VFW auspices.

Show's still dates in Iowa, including Dubuque, Muscatine and Waterloo, were classed as satisfactory by Wagner. First fair is the All-Iowa Fair at Cedar Rapids, August 16-23, to be followed by annuals at Nashville; Meridian, Miss.; Columbus and Rome, Miss.; Tuscaloosa, Ala., and the American Legion fair at De Funiak Springs, Fla.

A new girl show, managed by Bob Winkler, joined at Waterloo. Hal Newton is emcee and magician; Princess Maria and Amy Fong are dancers. Hall and Leonard's Side Show and "Torrid Zone" gal show, have been scoring okay.

Vivona First In Burlington Since VE Day

BURLINGTON, Vt., Aug. 8.—The appearance here this week of Vivona Bros.' Shows marks the first instance since World War II in which a license has been issued to a traveling org of this kind. Credit goes to Harry E. Wilson whose appearance before the City Council resulted in a favorable decision.

Last week at St. Johnsbury was mediocre. Early portion of the week was dull and during the latter part, when improved business was anticipated, the temperature dipped to the 30's and business suffered. The eight rides on the lot did only sporadic business.

Irving Phillips, Snake Show, received a new shipment of reptiles. Other shows playing the stand were Bobby Reynolds with his Fun House; Whitey Latham's Monkey Show, and Tony Mancella's Tina Show, featuring Tina and ginger, and with Glen Maynard in charge. Monica Daye is manageress and star of the Parisian Nights show. Purdin's Congress of Wonders is the 10-in-1 attraction.

AGENTS WANTED

For Ice Cream, Foot Long, Popcorn, Candy Floss and Snow Ball, on percentage for fairs in Wisconsin, Michigan, Indiana, Mississippi, Alabama, Georgia and Florida. Need 1 Stock Man to help with joint and drive semi. \$60 a week. Can use a few more goodstand hustlers for Warsaw, Wis. Contact

R. A. MAC EACHERN
Warsaw, Wis., 12 to 17; Escanaba, Mich., 18 to 23.
PS.: B. F. you can always make it here on the independent.

WANTED FOR CENTENNIAL

AUGUST 31-SEPT. 5 Inc.

Will book exclusive Novelties, Sno-Cone, Candy Floss, Taffee, Scales, Photo, Ice Cream Stick, Foot Long, etc., on downtown street.

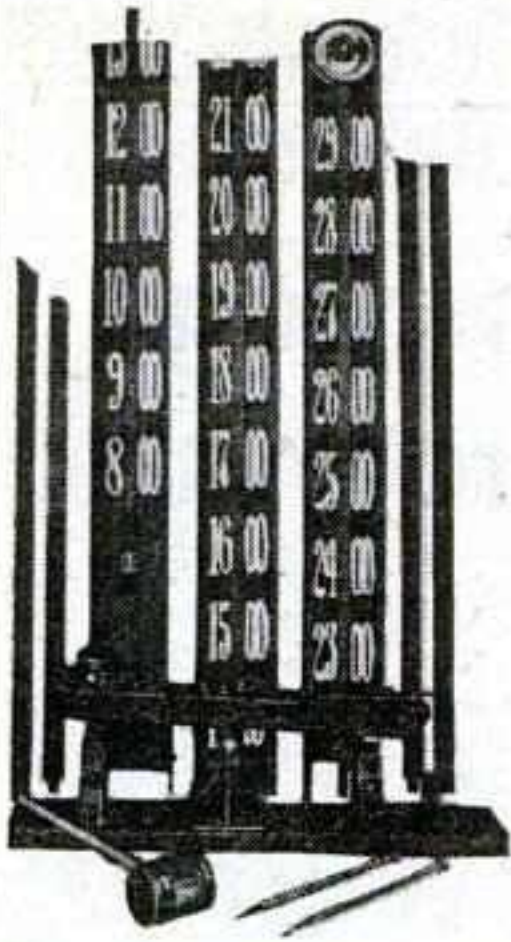
LINCOLN, ILLINOIS, CENTENNIAL CORPORATION
W. E. Layman, Concessions

1950 CHEV TRACTOR

C. O. E., 5100 Model, 2-speed rear, 825/20 tires, mechanically perfect, not abused junk. \$725.00 full price.

JOHNNY CANOLE

Altoona, Pa.
Phone 9347 or 3-0003



EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

SEND FOR CATALOG
H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

FOR SALE
One set of Rides consisting of the following: ONE TWO ABREAST MERRY-GO-ROUND, NOT THREE YEARS OLD; ONE NO. 5 BIG ELI WHEEL AS GOOD AS NEW; FOUR KIDDIE RIDES, ONE TRAIN, ONE PARKER BUILT FAIRY SWING WITH 10 SEATS, ONE BOAT RIDE, ONE BABY FERRIS WHEEL. All of these rides are as good as new, in perfect condition. Will sell with or without transportation, all transportation is first class and as good as new. Also have several Hanky Panks will sell. Have a 75 K.V.A.G.M. Diesel Light Plant, about a thousand hours on same, like new. No letters or wires, please; if you are interested in this equipment come and see it in operation in Waycross, Ga., on City Auditorium lot week of August 10th through August 22nd. I will not quote anyone a price over phone, wire or letter. There are no debts or any kind of obligations against this equipment. Not able to operate any longer on account of my health.
J. A. MILLIKEN
c/o Milliken Bros. Shows, Waycross, Ga.

MIDWEST AMUSEMENT CO. CONCESSIONS WANTED
For Greenfield, Ill., Street Homecoming, starting August 11, and Pleasant Hill, Ill., Fair, starting August 24. Many Celebrations to follow.
CONTACT PER ROUTE, OR ROBERT L. HENZE
1320 N. 51st St. East St. Louis, Ill.
(Phone: Upton 3-0668)

WANT AGENTS
For Guess Your Age, Guess Your Weight and Novelties for Sedalia, Mo., Fair; West Virginia State Fair; Indiana State Fair; Reading, Pa.; Richmond, Va., Fair; Trenton State Fair. Apply
A. HYMES
c/o General Delivery, Ionia, Mich., or c/o Western Union, Ionia, Mich.

WANT TO RENT RIDES
BOX D-61, Billboard, Cincinnati references

D. D. HALE WANTS
Bucket Agents for the nicest flashed 28 ft. store on the road; all new buckets and flash. If you can stand prosperity, get in touch with me at once. Three "red" ones to follow beginning Aug. 15th at Springfield, Mo., then the 100 Year Centennial at Centralia, Ill.; then Soldiers' pay day at Clarksville, Tenn. No drunks, no chasers or comicbook readers. No ups or downs. All replies to D. D. HALE, Springfield, Mo. c/o Gem City Shows.

WANTED
For 48th Annual Old Settlers' Meeting
Odon, Indiana
Aug. 19, 20, 21, 22
Long and Short Range Lead Gallery, Pitch-Tilt-U-Win, any small Shows, Fun House, Arcade, a few Hanky Panks not conflicting. We use an independent midway. A successful annual for 67 years and still going strong.
H. O. MARSHALL, Secy.

RIDE HELP
Wanted by Cherokee Amusement
Foreman and Second Man for Wheel, Second Man for Jenny, Mix-Up and Tilt. Earl Armstrong, I can use you now. All Help must be able to drive, also to stay sober, for I have had enough drunks. Good pay, and no doubling on rides. Contact **J. W. MAHAFFEY, Osawatimie, Kansas, Aug. 10th to 15th; Osage City, Kan., Aug. 17th to 22nd.**

FOR SALE
1952 Tilt-a-Whirl, never been moved; #10 Eli Ferris Wheel. Both rides for \$15,000.00.
M. D. BOLTON
227 Radio Bldg. Wichita Falls, Texas

BURKHART SHOWS
All Hanky Panks, Popcorn, Candy Floss open for the Strasburg Homecoming on Main Street, August 19 to 22. Need Second Men on all rides.
Warsaw, Ill., this week; Strasburg & Farmington, Ill., next week.

HUNTSVILLE, ALA.
SEPTEMBER 28-OCTOBER 3
For choice space Independent Concession area. Write or call
MARIE DICKSON, Sec. & Treas.
P. O. Box 104 Telephone 386

WANTED
Ferris Wheel Foreman, 3 small Kiddie Ride Foreman, Man to erect 14 Committee Stands. This is a small, clean 5 Ride Carnival. Auspices run stands. Can place Agents and legitimate Concessions only. Lead Shoot, Hoop-La, Dart, Candy Cotton, etc., open. No gypsies.
D. VAN BIRD, SHOWS
Greensboro, Md. Aug. 10 to 15; Cambridge, center of town, Aug. 17 to 22.

FOR SALE-KIDDIE RIDES
One Jeep Ride, mounted on trailer, with top, side walls and ticket box. One #12 Rensselaer Train with extra track. Both in good mechanical condition, with new paint. Can be seen at 3157 Fisher Rd., Columbus, Ohio. Phone: Jordan 2720.

Polio Season Is Back Again!
Dreaded Disease Insurance To Reimburse you up to \$10,000
for expenses incurred because of any of these diseases:
**Polio—Spinal Meningitis—Small Pox
Diphtheria—Tetanus—Leukemia—
Encephalitis**
Cost for Two Years Family Group Policy, \$16.50
Cost for Two Years Individual Policy, \$10.00
R. WALKUP & R. WOHLBERG
214 N. 4th St. (Main 5000) St. Louis 2, Mo.

Name of Applicant
Address
Are the Person or Persons To Be Covered In Good Health?.....
If cover required for other than yourself or your household, who is to be covered
Individual, \$10.00 — Household, \$16.50
Signature
Date.....
Address
Premium for Policy Must Accompany This Application.

BILL HAMES SHOWS
WANT FREE ACT WANT
STARTING MIDDLE OF AUGUST FOR OUR BIG FAIRS THE BALANCE OF SEASON.
WANT TO BOOK LITTLE DIPPER, CAN PLACE FIRST AND SECOND MEN ON ALL RIDES.
WILL PLACE MONKEY SHOW OR ANY SHOW NOT CONFLICTING WITH WHAT WE HAVE.
GEORGE GOLDEN WANTS AGENTS FOR CONCESSIONS OF ALL KINDS.
Address: BILL HAMES, Mgr.
P. O. Box 1377, Ft. Worth, Texas

AGENTS WANTED WISCONSIN STATE FAIR
AUG. 21 thru AUG. 30
To work Over 12, Huckley Bucks, Dart Games, Balloon Dart, Under 11, Over 30 Tables, Coke Pitch, Hoop-La Glass Pitch, Ball Games.
Contact HANK SHELBY
Tower Hotel, Milwaukee, Wisc.
Phone Broadway 1-3972 after 5 p. m.
Day phone Greenfield 6-3034
ARCHIE GAYER WANTS TALKERS FOR SHOWS SAME DATE

GRAND AMERICAN SHOWS
Want for Montgomery County Centennial, Red Oak, Iowa, Aug. 25 thru 29 and Six Sept. Fairs to follow.
Want Grind Shows, Fun or Glass House, Arcade, Wild Life.
Want Concessions—Photos, Long Range Lead Gallery, Cork, Ducks, Cigarette, Novelties, Ice Cream, Grab or Cook House, any Hanky Pank.
Want Ride Help, Truck Drivers, Wheel Foreman.
Wire, L. O. WEAVER, Mgr.
Waverly, Iowa, now; Northwood, 17-19; Nashua, Iowa, 20-23.

SOUTHERN STATES SHOWS WANT
For seven weeks of the best Fairs and Celebrations in North Florida and South Georgia. Immediately after we close the season here at Long Beach Resort Labor Day. Ride Men who can drive trucks and have license will be given preference. We pay what you are worth in cash every week, not promises or meal tickets.
Shows—Will book any high class Shows with own equipment and transportation. No Girl Shows.
Concessions—Long and Short Range Lead Galleries, Ball Games, Photo Gallery, Age & Scales; small Cook House, must be clean and cater to show people; Bingo. No Jackpots, strictly stock. Have opening for several other Stock Concessions. Positively no P.C., Milt Camps or gypsies. High class Free Act that does not require much space, as we play in town and the lots are small. Route will be furnished to interested parties on request. Pay your wires, I pay mine. No phone calls, please. All communications to **JOHN B. DAVIS, Mgr., Southern States Shows, Long Beach Resort, Panama City, Fla., until Labor Day, Sept. 7th, then as per route.**

LEO LANE SHOWS
"The South's Finest"
WANTED
For the Aiken Co. Fair, Aiken, S. C., starting Sept. 11th to 19th, eight days and nights; with 12 more Fairs in South Carolina, Georgia and Florida to follow.
All Hanky Panks open. No X, but will not overload. "NO FLATS TO BUCK ON THIS SHOW" Will sell X on Bingo, Custard, Cookhouse, Grab, Photos, Long & Short Range, Age & Weight, Novelties or any straight sales.
We close at Belle Glade, Fla., Fair in December. Open January 15, 1954, for a strong route of Florida Fairs.
Want clean Shows, "NO GIRL SHOWS." RIDES—Want Octopus, Caterpillar, Coaster, 2 or 3 Kid Rides, Live Pony Ride, Mr. R. J. High, write, RIDE HELP—Second Men on all rides, must drive semi. Experienced inside Man for Monkey Motordrome, also Fun House Operator; both must drive semi. All address:
LEO LANE SHOWS, Box 12, Savannah Beach, Ga., until Labor Day.

ROLL TICKETS
PRINTED TO YOUR ORDER
Keystone Ticket Co. SHAMOKIN, PA. DEPT. B
Send Cash With Order. Stock Tickets, \$22.50 per 100,000.
100,000 \$29.50
10,000 ... \$ 9.50
20,000 ... 12.00
50,000 ... 18.50

FOR SALE— —FOR SALE
TROPICAL WORLD EXHIBIT
Consists of thousands of tropical creatures mounted in 48 glass-topped trays, 35x40 ft. top (used 2 seasons), 30 ft. Nabors Van (like new), beautiful tropical scene painted each side of van, 1951 Chevrolet tractor, 60 ft. bamboo front, plenty of sound equipment. Can be worked out of van on streets. Can be worked ding or tickets. Already booked several sportsmen's shows coming winter. Everything complete, ready to roll. Reason for selling, other business. You can see this money-maker at the following Fairs: Illinois State Fair, Ohio State Fair, Kentucky State Fair, Tennessee State Fair, Texas State Fair, Dallas, or write
JAS. E. MILLER
415 N. 13th St., E. St. Louis, Ill., or GEO. GUN, Box 197, Channelview, Texas.
P.S.—Delray, please contact us.

WANTED FOR BARTON, VERMONT, FAIR
AUGUST 20, 21, 22, AND 23
We have the show contract and the choicest locations available for all types of Percentages, Razzles, Rolldowns, Buckets. Will not overbook Percentages as they are exclusive with us. Contact at once
GILLETTE BROS.
Phone 29471 — 60 Sheffield St., Pittsfield, Mass.

DON FRANKLIN SHOWS #2
Want for the following Texas Fairs: Blanco Valley Fair, Aug. 13 thru 15; Fredericksburg Fair, Aug. 19 thru 23; Boerne Fair, Aug. 26 thru 30; Tomball Fair, Sept. 1 thru 5; Bryan Fair, Sept. 14 thru 19; then the big one The Heart of Texas Fair, Waco, Sept. 25 thru Oct. 4; Crocket Fair, Oct. 6 thru 10; Bellville, Oct. 13 thru 17.
RIDES—Octopus, Tilt-a-Whirl or any flat ride, Live Ponies, Kiddie Auto Ride. Can use sober Ride Help for the Merry-Go-Round and Spitfire.
SHOWS—Any good clean Show with own outfit.
CONCESSIONS—Hanky Panks of all kinds. Can place capable Agents for office owned Concessions. Can place Six Cat and Bucket Store Agents. All replies to
DON FRANKLIN SHOWS #2
RALPH WAGNER, Mgr., as per route.

WANTED SIDE SHOW DUE TO DISAPPOINTMENT
Can place Side Show Manager with Acts and Sound Equipment. We will furnish new outfit complete with Top, Banners, etc., or will book party with own outfit. Liberal percentage and long season. Must open immediately.
C. C. GROSCURTH
BLUE GRASS SHOWS
Princeton, Ill., this week.

JOE SCIORTINO WANTS
GIRLS for GIRL SHOW. Must be experienced. Wardrobe and transportation furnished. Salary \$75.00 per week. GIRLS for POSING SHOW. Experience not necessary but must be attractive. Everything furnished. TICKET SELLERS with show experience. Must drive semi. Want Man to handle small Show. PITCHMAN wanted to work combinations in sit-down Posing Show. State experience. MAN wanted to take over beautifully framed NUDIST COLONY. Must be able to grind, sell tickets and stay sober. Percentage paid on this show and our biggest fairs are coming up.
All Answers: **J. SCIORTINO 20TH CENTURY SHOWS, Menomonie, Wis., this week; then Owatonna, Minn.**

WANTED - WANTED - WANTED
For Gilman, Ill., Aug. 12 to 16; Momence, Ill., Aug. 19 to 22; Dixon, Ill., Aug. 24 to 26. Hanky Panks that work for stock, Long and Short Range, Scale and Age, Photo, Milk Bottle, Novelty, High Striker. Also Help on Ferris Wheel, Tilt and Merry-Go-Round.
BIG FOUR AMUSEMENTS

ROCKET & CARNIVAL FOREMEN
LYMAN MORGAN—CONTACT
Can place other Ride men. Also have excellent opportunity for Ride Man experienced with all type rides to supervise erection and upkeep of rides, trucks and park equipment. Start working March, 1954, WRITE OR WIRE STATING EXPERIENCE AND SALARY.
AMUSEMENTS—P. O. BOX 282, BALTIMORE 3, MD.

PADLICKS TAKE OVER

Name Change, Expert Management Bring Prosperity to Owasco Lake

B. FRANK LUPPINO JR.
AUBURN, N. Y., July 25. — Owasco Lake Park, located on the outskirts of this city and on the shores of the lake from which it obtains its name, has made a rapid and successful comeback during the past seven years it has been under its present ownership.

The park, formerly known as Island Park, had fallen into a sad state of disrepair under its previous owners. It also had suffered a lack of business due to a privately endowed park which operated next to it. The demise of the other park, with a removal of all its amusement equipment and its subsequent transfer of ownership to the county, gave Owasco Lake Park a helping boost.

John Padlick, present owner of Owasco Lake Park, has completely rebuilt the park and revamped its physical layout. In this job he has been aided by two sons, Joseph, who serves as park manager, and Paul, who operates the park's lakeside hotel and restaurant.

The Padlicks, who operated various rides and amusement enterprises in Pennsylvania and at Sea Breeze Park, Rochester, N. Y., before taking over the operation of the park here, changed the name of the park in deference to the lake on which it borders. The near-by lake, connected to a dock in the park proper by means of a channel, is used for both speedboat and sightseeing boat rides.

The channel also separates Owasco Lake Park from the county-owned Emerson Park, named for a president of the Enna Jettick Shoe Company. Emerson originally founded the park and named it Enna Jettick Park in deference to the trade name of the shoes his plant produced. The park was an operation designed to provide relaxation for his plant employees. It fell, however, some 10 years ago, under the auctioneer's hammer and all rides and equipment were sold. The park's acreage was turned over to the county which operates the park as a bathing area.

By virtue of its extensive acreage and its proximity to their park, the Padlicks enjoy the drawing power of the parking and bathing facilities of the

county park without being involved in the cost of operation. Their fun area draws strongly from those visiting the county-owned park.

New Rides Added

Joseph Padlick, park manager, has added three kiddie rides this year, a Sky Fighter, Boat Ride and Merry-Go-Round. He moved a larger three-abreast Merry-Go-Round from his park into a building at the adjoining county-owned park. This he operates under a lease from the county.

Other rides at the park include a Dodgem, Hey Dey, Rocket and a Ferris Wheel. The park's miniature train is a strong crowd pleaser. It operates over nearly a mile of track thru a wooded area, the park's spacious picnic groves and along the shores of the lake. A Cagney steam locomotive, recently converted to gasoline operation, operates one train while a modern Diesel-type locomotive powers the second train, which is operated on busy days.

A building, formerly housing a Merry-Go-Round, has been turned into an Arcade. It features shadow boxes lighted with fluorescent fixtures in which prize merchandise is displayed with striking effect. A battery of 20 Pokering tables lines one side of the Arcade. Skee Ball alleys fill the other side of the building. Other Arcade equipment is located in an island in the center of the large building and glass showcases in the rear of the building display additional prize merchandise.

Add Picnic Facilities

Picnic facilities at the park have been greatly enlarged during the Padlick's tenure. Addi-

tional land has been cleared for picnic use and new tables and benches have been provided throughout the area. The park has been successful in obtaining increasing numbers of church, school and industrial picnics each year. This year has been no exception.

In addition to the increasing number of picnic bookings, the Padlicks are also pleased with park patronage during the seven-year period they have been operating the park. They pointed out that many area residents had falsely felt no amusement facilities were available in the area following the demise of the adjoining park.

A barrage of advertising and publicity, aided by word-of-mouth reports from pleased patrons, has helped the park build up its popularity and patronage. The park's clean appearance and diversified amusements has strongly aided the park in its progress.

Uses Area Bands

The hotel's ballroom is utilized for dancing. Local orchestras provide music as the building's capacity is not large enough to guarantee the profitable appearance of name bands.

The park provides free acts during the season and also displays fireworks on special occasions.

The park is continuing to grow in size as new buildings are erected and additional rides are bought. The park's management has a systematic plan already in operation which will provide for the construction of new buildings and the purchase of new rides each year. Even more picnic facilities will be provided next year. It is also planned to increase the size of the miniature train layout.

Backed up by a policy of giving patrons more diversified amusements in a clean setting of natural beauty, and aided in publicizing this by a strong advertising and promotion campaign, it appears evident that the park will continue to prosper under its current ownership while serving the recreational needs of the Central New York area.

Rides Prosper Altho Cold NE Routs Bathers

BOSTON, Aug. 8.—After six hot week-ends, funspots in New England caught a near-freeze drop on Sunday (2), but the cold snap failed to keep the crowds home.

While the Hub and all Northern New England was enveloped in freakish low temperatures, the mercury hitting 58 in Boston, outlying communities experienced lows of 46 degrees, and Concord, N. H., saw the mercury drop to 40.

Police here said the low temperature did not hold down crowds at Nantasket, while Revere Beach also did normal business, altho in both cases there were fewer bathers than usual.

New Hampshire and Maine beaches fared worst as temperatures were lower at those points.

Woodside, TV Join in Stunt

PHILADELPHIA, Aug. 8.—The studio audience on WFIL-TV's Bandstand show will travel to Woodside Park on Thursday (20) for a "WFIL-TV Bandstand Picnic". There will be a day-long outing with the telecast from Woodside being the high point. There will also be a picnic supper. Planned as promotion for both the TV disk jockey show and the park, the outing's proceeds from ticket sales, at \$1 per person, will go to the Children's Heart Hospital of Philadelphia.



GIFT ROCKET RIDE is presented to New York's Mayor Vincent Impellitteri by George A. Hamid (left), president of the National Association of Amusement Parks, Pools & Beaches, and Irving Rosenthal (right), operator of Palisades Amusement Park, Cliffs, N. J., during a visit to the Mayor's Gracie Mansion residence by NAAPPB convention-goers Wednesday (5). The gift was made by a group of underprivileged children at Palisades.

NAAPPB NOTES

Rosenthals Stage Notable Program

NEW YORK, Aug. 8.—Perfectionists in everything they do, the Rosenthals, of Palisades Amusement Park, went all out in making the visit of out-of-town parkmen a happy one. The close affiliation of the Rosenthals with Mayor Impellitteri accounted for the kind of civic treatment and display that probably hasn't been seen since the days of Mayor Jimmie Walker. Arthur Halpin, husband of Anna, park manager and niece of the Rosenthals, is the mayor's right-hand man.

Tax Fight Continues

Ed Kuntz, West View Park, Pittsburgh, attorney; Allan MacNicol, Playland, Rye, N. Y.; Brady McSwigan, Kenneywood Park, Pittsburgh, and Harry Batt, Ponchartrain Beach, New Orleans, were heard by the House Ways and Means Committee in a special session on Tuesday night (4). Now that the President has vetoed the Mason Bill, designed to exempt only the motion picture theaters, the parkmen can be expected to intensify their efforts.

Jackpot Session

Emery Jones, the new manager of Forest Highlands, St. Louis, was very much interested in Eastern operations. He was accompanied by Ed Pratt, an old-timer who spent several hours reliving old and odd experiences with Al McKee, manager of Fairyland, New York kidspot.

No Clarabelle

Joe McKee, Palisades superintendent, and the life of most parties he attends, joined the Rosenthals in playing host at the park dinner. Those who did not know Joe personally were not helped by the inscription on his name tag. It said: "Howdy Doody."

Lame Back, Much Talk

Mrs. George A. Hamid didn't miss a thing, despite a lame and taped back. She was planning to forego further medical treatment to get back to her summer home in Maine. Husband George, association president, almost set a record for speeches. He spoke at the meeting with the mayor, the luncheon, the dinner and the Du Mont telecast from the park.

Wall St. Journal Rep

Stanley Clitchfield, writer for Wall Street Journal, was busy interviewing parkmen thruout the evening. He was told that business was good and story with this theme will probably soon appear in the financial journal.

Nevins Celebrate

The Bert Nevins publicity office was well represented by Master Bert himself, Sol Abrams and Helen Beringer. Bert and Mrs. Nevins were celebrating a wedding anniversary—it was never made clear just which one.

Special Service

The screaming buscade was halted at 48th Street and Fifth Avenue to allow Mr. and Mrs. William Schmidt, of Riverview Park, Chicago, to get off. The Schmidts squeezed in some shopping before rejoining the party for dinner.

Rough Weather

The hot, humid weather had the group wilted any number of times. The air-conditioning of the United Nations, a little breeze at Gracie Mansion and the coolness of Palisades helped to revive it.

Anxious Betty

Betty Impellitteri, the mayor's wife and luncheon hostess, had a few anxious moments when ominous clouds hung over the tables for 150 set outdoors.

Good Year for Ride Sales

Bill de L'horbe, of National Amusement Device Company, reported ride sales as good this year, "as they are whenever the economic situation in the nation is good." He noted sales follow the same general trend as that of national prosperity.

Loaded With Folders

The E. A. Arneths, of Fischer's Pool, Lansdale, Pa., and the Vernon D. Platts, of Sommeron Springs, Pa., were encumbered with travel folders, a sign of their impending tour of Europe. They have a light British car purchased and waiting for them in Paris... they'll use it on their trip and ship it home.

Bad-Weather Dancing

Gerald Price, of Glen Echo Park, Washington, reported that despite a rainy night, the Ray Anthony

orchestra drew 1,500 patrons to the ballroom Tuesday (4).

'One of Those Years'

Several members commented on attendance being generally good this year, altho most ops have experienced a few bad days weatherwise. Larry Stone, of Paragon Park, Nantasket Beach, Mass., said that Sunday (2) was overcast but the spot still did three-quarters business at beachside. "They were even hitting the rides in the rain," he said. "We usually get them when rain drives them off the beaches, but Sunday was unusual... This is just one of those good years." Stone's description was mild alongside that of Mrs. Minnette Dixon and T. J. Tomblin, of Lake Winnepesaukee, Chatahooga. "We had about 10 rainy days," said owner Mrs. D., "and still did wonderfully." She added that this is the best season in the 29 years she has run the spot... A little more reserved, but still enthusiastic, was Robert Hammer, of Fountain Ferry Park, Louisville, which has enjoyed perfect weather this season.

Hot Rods Plugged

Mickey Hughes talked up business for his German-made Hot Rods, which attracted numerous NAAPPB people during the night. Most questions were about availability of parts, which he said will be plentiful next year. Usual comeback by manufacturer-exporter-importer-salesman-operator Hughes was: "Why not buy \$1,000 worth of parts when you order the buggies, and not have any worries about next year?"

Nine From Rye

The delegation of nine from Playland, Rye, N. Y. was among the largest to attend. Happiest of all were the A. W. Abbotts, custard concession, over the success of their Preakness winner, Blue Man... \$277,000 in the till so far from the steed, who's being readied for the rich Widener Handicap... Keep an eye on his Sweet Cleo, Abbott urged, as the horse has placed in all seven starts... Emanuel Deutsch, of Playland, handwriting analyst, said he never saw the free acts or fireworks in his 22 years there. Others present from Rye were Col. Allen MacNicol, director; Howard Grundack, Funhouse; Mr. and Mrs. Anthony Lofaro, refreshments, and Mr. and Mrs. Bob Boehm.

Swim Publicizes Cedar Point; Bands Booked

SANDUSKY, O., Aug. 8.—Cedar Point on Lake Erie tabbed wire service publicity this week when William Sadlo Jr., attempted to swim from Ontario to the Ohio resort. Attempt was given up because of rough water at the one-third point, and another try is to be made soon. The 30-mile distance never has been made by a swimmer.

D. M. Schneider, general manager of Cedar Point, began a bargain days schedule Wednesday (5), with kiddie rides going for 7 cents and the major devices rolling for 10 and 14 cents. Refreshment prices also were cut. Policy will continue on Wednesdays thru August.

Free acts were resumed with the Great Albon, sway pole, working a week (10-16). LeBlond Trio, comedy bars, closed Sunday (2). Two more name bands have been signed for one-nighters at the Cedar Point ballroom. Tommy Tucker is booked for Friday (14) and Frankie Carle comes on August 19. Announced earlier were Tiny Hill (11) and Russ Morgan (24). Blue Barron and Sauter-Finegan bands played here earlier.

Retail Tie-Ins Pull Kid Crowds To Jantzen Park

PORTLAND, Ore., Aug. 8.—A stepped-up policy of tie-ins with commercial firms is hyping business at Jantzen Beach Park, particularly among the moppet trade, Manager Erle G. Swanson said this week.

A tie-in with Armour & Company brought 26,000 children to the park to break kiddie attendance records. Thru retailers, Armour distributed tickets that were exchanged at the park for rides, the park being turned over to the company for a four-hour period. The project will be repeated Thursday (27).

Another tie-in was with Colgate-Palmolive-Peet to push a new brand of soap. Three wrappers entitled the holders to five free rides. Ride tickets distributed by the Fairview Farms Dairy to its customers brought a large number of children to the park.

Another business builder has been with Pepsi-Cola, whereby a bottle cap serves as the price of admission.

Swanson is enthusiastic over results of the tie-in policy, saying, "Commercial concerns are becoming more park-conscious, recognizing the attraction they exert for children and families."

Business on slack Tuesdays is enlivened by a two-for-one plan. Swanson is using this plan in place of Kiddies Day, which he finds has lost its pulling power.

Batt Makes Tax Appeal Before House Committee

WASHINGTON, Aug. 8. — The 20 per cent admissions tax is "inequitable" to American children and to the amusement park industry, Harry J. Batt, chairman of the Special Tax Committee of the National Association of Amusement Parks, Pools & Beaches, told the House Ways and Means Committee this week. As a result of the tax, Batt claimed a child "gives up" one out of every five rides, while operators of amusement parks lose "one unit in sales out of every five."

Batt said in part: "The amusement park, beach and pool business is a privately financed tax paying recreational and entertainment medium for the masses. We can see no reason for ever having been placed in a luxury tax classification."

A Wartime Measure
Asserting that the admissions tax "was placed on our industry as a wartime revenue measure," Batt said that "it is now evident that were it to become a permanent part of our tax structure it would be highly inequitable."

"The public interest is our primary concern, as it is yours," Batt told the committee. He declared: "The reason is obvious. Only so long as we properly serve the public by giving them clean, modern means of recreation can we survive. The public which we serve are the family groups, the middle and lower-income groups, and by far the most important group, the youth of the nation."

"Our patronage is fully 80 per cent children and teen-agers. Yet, under the law, we must charge a child over 12 an adult fare, and with the luxury tax added, these kids are taxed in the same category as one who buys an imported bottle of champagne or rare perfume."

"Instead of 10 cents for a Merry-Go-Round ride we must collect 12 cents. Out of every five rides a child gives up one ride in taxes."

Business Seasonal
Describing the amusement park industry as "seasonal" and "at the mercy of the elements," Batt de-

clared, "We are an established nickel-and-dime industry, and any increase in price loses patrons. The 20 per cent excise tax not only serves as a price increase but in effect, as I mentioned before, eats up one unit of sales out of every five. Not only does the child lose two additional rides from his dollar, but we, in turn, lose the income to pay our costs and our hope to make a profit. This is in direct contrast to the situation of our higher-priced competitors in the amusement field who can operate the year around regardless of weather."

"During our long inoperative period of nearly eight months, high labor costs have placed extra heavy maintenance burdens upon us. I don't think one new park a year has been built in the past 10 years."

Batt asserted that the Revenue Act of 1951 granted "exemption from the admissions tax to our most direct competitors, municipal parks and pools. We did not feel Congress knowingly intended to inject the federal government into such a competitive situation on one side or another."

Batt said his statement was made on behalf of 169 amusement parks, 15 pools and 12 beaches located in 40 States.

James H. Dickson, NAAPPB member and operator of a swimming pool in Birmingham, told the committee the admission tax is a "severe handicap" to privately owned pools and that it "penalizes" those who "wish to swim in a pool run by a private enterprise."

"I have been unable to find anyone who can explain to me just why a swimmer who pays for his admission to my pool, a privately operated pool, should have to pay a 20 per cent tax on his admission. Whereas the same swimmer can go down the street a few blocks to a pool operated by the Birmingham Park Board and pay his admittance and not have to pay this tax."

CAR ADS SPOT STEEPLECHASE

NEW YORK, Aug. 8. — Coney Island's Steeplechase funspot is featured in 5,000 car ads placed by Consolidated Edison Company in city buses, trolleys and subways. The idea was dreamed up by Bill McDermott, of Con Ed's ad department, who spotted a picture of a couple on the Merry-Go-Round, which was used in the 1952 summer newspaper ad series.

Wording on the card ad reads: "Fun time: At Steeplechase or at home . . . Con Edison electricity helps bring you low-cost entertainment. Two and a half hours of TV cost only 1 cent."

Both picture and card layout were produced by the Batten, Barton, Durstine & Osborn agency.

Hershey Maps Baby Parade

HERSHEY, Pa., Aug. 8.—Prizes totaling \$180 will be awarded winning contestants in Hershey Park's 17th Annual Baby Parade on Saturday, September 5. The parade will be held in conjunction with Hershey Park's annual Kiddie's Day program.

George W. Bartels, park manager, said that a \$50 prize, plus a gold trophy, will be awarded the prettiest baby. The \$50 award is being made in connection with Hershey's 50th anniversary celebration. In addition, there will be a dozen other prizes totalling \$130 for twins, costumed couples, decorated and original floats, and fancy, original and comic costumes. Children under five years of age are eligible. There will also be free rides for children 11 years of age and under.

Special entertainment will offer Jimmy Johnston, trained doves and dog; Brock, European musical comedy clown, and Marianne, French magician and puppeteer.

Coney Island, N. Y.

By UNO

A noticeable decrease in attendances on fireworks night (July 28) and over the week-end (August 1-2) was blamed, according to Neil Krymes, of Krymes' Ride Park, and a few other big ops, to a combination of causes. These included the increased cost of transportation, current industry strikes and the rise in food prices, all serving to keep the wage earner and his family at home before his TV, Krymes said.

A colorful and elaborate Mardi Gras, 50th anniversary of that event on Coney, looks to be a certainty for the week beginning Labor Day, September 7. Many important chapters were satisfactorily closed at recent meetings of representatives of the Carnival Committee with key officials of the City's departments. The theme will be the "300th Anniversary of New York City," according to a resolution drawn up last week by W. Kenneth Bourke, chairman of the Mardi Gras committee and endorsed by Frank J. Connaughton, first deputy Commissioner of Commerce; James A. Sauter, honorary deputy commissioner of commerce and prexy of the USO Camp Shows; Royal W. Ryan, executive vice-president of the New York Convention and Visitor's Bureau; Morgan J. Sheeham, deputy commissioner; Frank Donoghue, of the Department of Commerce; Lester Stone, of the 300th Anniversary Celebration Committee and Moe S. Silberman, Coney Chamber of Commerce prexy. Program of events lists a big fireworks display preceded by a parade of city fireboats, on the first night, a parade of police uni bands and floats for Tuesday, Department of Sanitation units with other groups for Wednesday, Fire Department units plus veterans' orgs for Thursday, American Legion for Friday and a baby parade for Saturday afternoon. Also for Thursday a special group of mobile units, auxiliary firemen and police and air wardens headed by Herbert R. O'Brien, director of civil defense. Mixed with these groups will be decorative floats carrying attractive girls, 30 ani-

mated novelties such as Bugs Bunny, Mother Goose, Straw Man, Upside Down Man and a 15-foot alligator. Saturday night will be reserved for spontaneous merrymaking.

Steeplechase Park's many concessionaires this season include Bessie Angel, frozen custard on the Surf Avenue exterior; James DePolo, head of B. & D. Concessions, Inc., restaurant and bar; Max Brenner, penny pitch; James Corines, food stand on Surf; Mary DePolo of the DePolo concessions, soda stands; Joseph and Amielo Garguilo, parking lot; S. Joseph Frigenti, who shelved 20 Scientific Pockerinos for a shooting gallery; Ralph Haim, soft drinks and souvenirs; Peter Pappas, frozen custard on the beach front; Louis Rifkin, poker roll on the boardwalk; Beatrice Saltzman, ball game on the boardwalk; Stratos Vergos, souvenirs; S. Theil, bar and grill on the boardwalk; Gus Tallam, confectionery; James Vanvakos, cotton candy; Peter Weissman, Penny Arcade on the boardwalk and Louis Fox, another Penny Arcade.

James Tesoriero, insurance tycoon, is vacationing from his Coney office in the mountains. . . . Tuesday night of Mardi Gras week, before parade time, will find city and Coney officials and celebs gathered at a dinner in Feltman's Park with Mayor Vincent R. Impellitteri as guest of honor and installed as Grand Marshall. . . . The Bowery from Jones Walk to W. 16th, like Surf and Stillwell, has been strung with overhead incandescents. . . . Jack Gross, an Islander for 12 years, is enjoying his first season as a ticket seller for Joe Bon-signore's Bob Sled on the Bowery. . . . Take it from Mrs. Ida Sindell, the constantly busy and helpful wife of Fred Sindell at his Cavalcade of Variety Show, Edith Esposito is the best ticket taker and the best all-around worker in the place as well as in all Coney. . . . Eunice Martin, who is Princess Pepooli, snake expert at Cavalcade of Variety Show, is recovering from a recent bite by one of her reptiles.

130 at NAAPPB's New York Confab

Continued from page 43

nue was made mostly in the left lane with only inches to spare as the buses squeaked thru heavy lines of traffic.

Impact on City

With so much attention and cooperation from the city, the parkmen, despite their scant numbers, made a bigger impression than some conventions attracting 10,000 or more. And the nation was also made aware of their outing thru the Strawhatter program, as emcee Johnny Olsen made constant mention of their presence and cameras were focused on individuals thruout the hour-long show.

James L. Cadigan, director of programing and production of the Du Mont Television Network, was awarded a silver plaque acknowledging "the magnificent contribution the Du Mont network has made to the outdoor amusement industry thru its direct telecasts of the Strawhatters from Palisades Amusement Park." George A. Hamid made the presentation, with Irving Rosenthal participating midway in the program. In making the presentation Hamid said, "The Du Mont network is bringing a true and clear picture of the highest caliber outdoor fun into millions of American homes thru the Strawhatters show."

Many of the attending parkmen arrived in town on Tuesday. Some managed to make side trips to Rockaways' Playland and Coney Island. Free boat transportation was provided Thursday (6) for those wishing to visit Playland, Rye.

The tax question was injected into much of the conversation. Many of the parkmen rightly predicted the vetoing of the Mason Bill, which would have eliminated the tax from motion picture theaters only.

Those registering were: Mr. and Mrs. Vernon D. Platt, Somerton (Pa.) Springs; Mr. and Mrs. William Rabkin and Martin Rabkin, International Microscope Corp., Long Island City; Ida H. Cohen, insurance, Chicago; Hattie Longchart, State Fair of Texas, Dallas; Paul H. Huedepohl and Belle Cohen, NAAPPB, Chicago; Mr. and Mrs. E. King, King's Park, Norfolk, Neb.; Mr. and Mrs. George K. Whitney, Whitney's Playland-at-the-Beach, San Francisco; Mrs. Minnette Dixon and T. J. Tomblin, Lake Winnepesaukee, Chattanooga.

Also, R. M. Spangler, Rolling Green Park, Sunbury, Pa.; Mrs. Morris Hankin, Amusement Vending Co., Atlanta; William J. Donlon, W. J. Donlon & Co., Utica, N. Y.; Fred T. Lauerman, Lauerman Bros., Chicago; E. E. Poehl and Joseph L. Barnes, Willow Grove, (Pa.) Park; A. W. Ketchum, St. Louis; Silvio Williams and Henry G. Bowen, Whalom Park, Pitchburg, Mass.; Gerald P. Price, Glen Echo Park, Washington.

Also, Mr. and Mrs. H. Larned, Trout Pond Park, Muncy, Pa.; John Logan, Campbell, NAAPPB insurance consultant, Baltimore; William de L'horbe Jr., National Amusement Device Co., Dayton, O.; Mr. and Mrs. William F. Cassidy, Pretzel Amusement Ride Co., Bridgeton, N. J.; Edwin P. Pratt and E. Jones, Forest Park Highlands, St. Louis; Irving and Jack Rosenthal and Joseph McKee, Palisades Amusement Park, Cliffside, N. J.; Julian H. and Irving W. Norton, Lake Compounce, Bristol, Conn.; Mr. and Mrs. L. A. Cavalier, daughter, Lann and son Leonard, Idora Park, Youngstown, O.; Robert Sherman and Samuel Simmons, Sammy's Amusement Center, Nantasket Beach, Mass.

Also, J. J. Worthington, Lewis K. Schwartz, Robert F. Irwin Jr., and E. F. Strunk, all of Woodside Park, Philadelphia; Mr. and Mrs. John Collins and Mr. and Mrs. William Spence, Lincoln Park, North Dartmouth, Mass.; Mrs. Marie Brinkman,

Mr. and Mrs. J. R. Singhiser and Robert Hammer, Fontaine Ferry Park, Louisville; George M. Harton, Alan F. Leonard and Edward Bettie, West View Park, Pittsburgh; Harry C. Battin, Globe-Ticket Co., Philadelphia; Mr. and Mrs. Alfred Unger and Mr. and Mrs. Dave Gottlieb, Jad Rubber Service, New York.

Also, Laurence Canfield and Larry Canfield Jr., Santa Cruz (Calif.) Seaside Park; Nathan Faber and guest, Mr. and Mrs. Stanford Faber, Mr. and Mrs. Burt Beal and Mr. and Mrs. Sam Spilka, all of N. Faber & Co., New York; Harry G. Traver, New Rochelle, N. Y.; Fred L. Markey and John Carpio, Dodgem Corp., Lawrence, Mass.; Mr. and Mrs. Harry J. Batt and guest, Pontchartrain Beach, New Orleans; Jim McHugh, Frank Luppino and Irwin Kirby, all of The Billboard, New York.

Also, Mr. and Mrs. George A. Hamid, G. A. Hamid & Son, New York; Frank Felt, insurance, Brooklyn; Mr. and Mrs. William B. Schmidt, Riverside Park, Chicago; B. W. Dittrich, New York; Lawrence Stone, Paragon Park, Nantasket Beach, Mass.; Russell G. Jones, William B. Berry Co., Boston; Holmes G. Cook, Cook Miniature Golf Co., New London, Conn.; Philip Gladeau, Elmer Vaughn and Mrs. Pendleton, Crescent Park, Riverside, R. I.; Mr. and Mrs. H. P. Schmeck, Philadelphia Toboggan Co.; Carl Sinclair, Meyers Lake Park, Canton, O.; William W. Mear, Roseland Park, Cananadigua, N. Y.; Mr. and Mrs. E. A. Arnath, Fischer's Pool, Lansdale, Pa.; Max Gruberg, Gruberg's Kiddieland, New York.

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BEATTY BLOWS 3 TO RAIN, JUMPS

Parades Canceled in Most Spots; Business There When Show Opens

GREEN BAY, Wis., Aug. 8.—Railroading snafus and weather ganged up on the Clyde Beatty Circus in Wisconsin this week. Heavy rain killed Monday (3) at Ashland and things were rough the rest of the week.

Hurley's Tuesday (4) matinee was canceled because the train

was late and earlier rains mired the lot. Parade was canceled because of delays and weather. But at night the circus pulled a capacity house.

Mud and reported slow rail move delayed arrival in Rhinelander on Wednesday (5) by four hours and the matinee was two hours late. Despite this, it was nearly filled and the night house was as large. The street parade was canceled, however.

Green Bay, the Thursday (6) stand, was lost. Train was late leaving Rhinelander and didn't arrive at Green Bay until nearly noon. Then it was discovered that a cut of flats had been loaded backward for the local siding and an hour's delay was caused by necessary switching. Parade and both shows were canceled, and train pulled out at 5 p.m. for Appleton (7).

Detroit Lakes, Minn., played earlier (31), had a three-quarter matinee and near-full night house despite rain. Street parade was augmented with local floats. All dates were under local auspices.

Canadian Seeks White Elephants; Export Okayed

PENTICTON, B. C., Aug. 8.—Two white elephants will be brought to America if plans now being worked out by Henry Meyerhoff, former show owner and booking agent, materialize. The last white elephant exhibited in the United States and Canada was one which Ringling-Barnum circus owned in the '20's.

Meyerhoff said new plans call for him to sail from Los Angeles September 8 for the Orient, where he will make an extensive search for strange people and wild animals. He said numerous circus owners and other showmen already have indicated they want to bid on animals and acts he will obtain. He will be overseas for more than eight months.

Meyerhoff plans to tour Japan, the Philippines, Hong Kong, Korea, Red China, India, Borneo, Thailand, Malaya and Pakistan. He sold his Crescent Show three years ago. Recently, he set up a large fund for scholarships to universities.

Animals will be imported from Pakistan, where export licenses already have been arranged. Meyerhoff said. Two Pakistan officials recently were contacted in Canada, and much red tape was straightened out, he said. One of the white elephants already has been located. In the past, export of these animals, considered sacred by some Orientals, has been prohibited or highly restricted.

Mrs. Meta Belli, Show Owner, Dies

COPENHAGEN, Denmark, Aug. 1.—A heart ailment claimed the life of Mrs. Meta Belli, 64, in Aarhus on Tuesday (28). Widow of impresario and horse trainer Giovanni Belli, she was the owner of the Danish tent show, Circus Belli.

Mrs. Belli started her career 49 years ago and in 1917 she and her husband formed their organization. Among performers she presented were horsemen Albert

BARRIE CELE HAS BARY ZOO

BARRIE, Ont., Aug. 8.—Howard Y. Bary played Barrie with his British Africa Educational Zoo Train as a Centennial Celebration attraction this week. Show train was spotted between the city and fairgrounds, where the celebration centered and the committee was reported pleased with business.

In other Ontario stands, the animal show has had good publicity breaks, including front page art in the North Bay newspaper. Business has been satisfactory where the zoo cars have been spotted at prominent locations. Len Humphreys, Canadian representative of Hamid - Morton Circus, has been a frequent visitor.

Publicity was high-pointed when Bary took delivery on a giant turtle and a rare hornbill bird. The bird was one of two shipped from Siam; the other died en route. They were said to be the first shipment of the kind to be made directly from the Orient to Canada. Trans-Canada airline made the delivery.

Rain, Braves Beat R-B in Milwaukee

Weather Hurts Wisconsin Stands; Madison Holds to Usual Big Crowds

MADISON, Wis., Aug. 8.—Baseball and rain combined to cut Milwaukee business for Ringling Bros. and Barnum & Bailey Circus, but Madison followed up with two strong turnouts and business thru Wisconsin generally has been good.

Rockford, Ill., (30) had rain and a half house in the afternoon but a near-full house at night. Racine, Wis., where the Friday (31) stand was the show's first there in 25 years, gave a half matinee and near-capacity night.

Then Oshkosh came thru Saturday (1) with a three-quarter matinee and 70 per cent night house while an all-day rain flooded the lot. Manitowoc, a Sunday stand (2), had two three-quarter houses in more rain.

Ringling went into Milwaukee while the baseball Braves were

and Max Schumann, now directors of Circus Schumann. After her husband's death in 1929 she disposed of horse entertainment and concentrated on circus acts.

The unit will continue under direction of Mrs. Belli's brother, Ejnar Jensen; executive director Adolf Conradi, and Mrs. Belli's niece. The circus will continue its tour and wind up its season in Tivoli, Copenhagen, in late September.

at home to play the Brooklyn Dodgers. The Monday (3) game drew 34,000 persons, including conventioning VFW members, and Ringling had a three-quarter matinee. At night rain held business to half of capacity. On Tuesday (4) in Milwaukee, the show bucked the VFW parade and more rain to draw a light matinee and half house at night.

Trains were reported late in arriving at Rockford. Rain at Oshkosh created a mire in which the showboat spec float became stuck and some floats, which followed it, were omitted. Manitowoc rain forced elimination of the finale when part of the track became muddy. Mud hampered the entire Milwaukee run.

HORSE TRADING, TOO

Diano Out; Winters Davenport Operate

JACKSON, O., Aug. 8.—Diano Bros.' Circus played here Monday (3) under new management after Tony Diano pulled out of the organization Sunday (2). Under the new set-up, it will be operated as Diano Bros. until August 18 and then will change to the Wallace Bros. title.

It was understood that B. C. Davenport, superintendent until Sunday and now owner, will lease the title and equipment to James Allen Winter, who has been general agent. Davenport, however, will continue on the show.

In the Sunday settlement, Diano took his giraffe, seven elephants, trucks and some other equipment back to Canton, O. In addition, he bought a young male elephant and a camel from Davenport for \$4,500. Diano also traded his cookhouse truck to Davenport for three draft horses, harness for a six-up hitch and the truck which carried the horses. He already owned the other three horses of the calliope hitch.

A \$4,200 bill for special paper on the shelf was presented at Chillicothe on Saturday (1), and Diano's personal automobile was

Troubles Catch Up; King Loses Matinee

New England Business Holds Okay; Parades Delayed Until 3, 5 p.m.

GLOUCESTER, Mass., Aug. 8.—Delays and truck troubles kept snowballing for King Bros. & Cristiani Circus this week, and the show's record of making every performance finally cracked at Belfast, Me., Saturday (1), where the matinee was lost.

Business for the circus continued strong as it moved out of Canada after a lengthy tour. Final dates in New Brunswick and early days in the States brought good business.

At Moncton, N. B. (29), a small section of seats slipped but there were no important injuries. St. Johns, N. B., brought two straw houses on Thursday (30), but only after more accidents involving trucks on narrow roads had delayed arrival until after noon. Show paraded at 3 p.m. and matinee went on at 5 p.m. The night show also was late, and wind damaged big top canvas.

Move across the border was

made at Calais, Me., for Friday (31). Menagerie top was not used in Calais because part of it was used to repair the wind-damaged dome of the big top the day before. Night house was stayed.

Belfast's Saturday (1) matinee was canceled because numerous trucks had been held up on the jump. Show picked up its schedule with a 5:30 p.m. street parade, however, and played to a full night house.

Bath, Me., was a more routine stand for Monday (3). And business continued strong, with near-full and capacity houses. Gloucester, on Wednesday (5) had a large parade crowd, near-full matinee and three-quarter night house.

Kelly-Miller Rolls Smoothly To Straw Takes

TRAVERSE CITY, Mich., Aug. 8.—Al G. Kelly & Miller Bros.' Circus rolled along in routine fashion this week, in contrast to other major operas, and played to generally good business in Michigan. Show took some rain, but its schedule wasn't upset.

Show had a three-quarter matinee and hefty night straw at Mount Pleasant on Friday (31). Saturday (1) at Midland was good for a near-full matinee but a 6:30 p.m. rain held night business to three-quarters. The Sunday (2) matinee-only stand at Gladwin brought out a straw house.

Traverse City, on Tuesday (4), had a three-quarter matinee in rain and the night house was another straw. Show plans to make Upper Michigan, move to Wisconsin for late this month and hop back into Indiana by the end of August.

Nicaragua Okay For Loyal Show

MANAGUA, Nicaragua, Aug. 8.—The Loyal-Repensky Circus played to strong business here despite daily showers. Three shows were given on Sundays. Local run ended Sunday (2), and the show moved to San Salvador. Upcoming stands will be via a new section of the Pan American Highway.

Remo Loyal was stricken with appendicitis July 25 and was reported to be recovering rapidly. Owner Giustino Loyal said he had received word of the arrival in Paris of Papa Loyal, who is on a scouting trip in Europe.

Breaks Bad, Turnouts Good For Plagued King-Cristiani

BATH, Me., Aug. 8.—Everything has been bad but business for King Bros. & Cristiani Circus on its Canada-Maine tour. Main body of the unit packed tonight to head for New Hampshire and Massachusetts after a week of mishaps that saw vehicles and equipment strewn along a line

from Maine to Nova Scotia. Attendances, however, have been very good, including the date at Halifax, N. S., where five shows were put on Monday (27).

Latest accident to befall the show was in Hampton, N. B., where a truck carrying the main tent struck a soft shoulder and overturned. The vehicle was righted two hours later. On Wednesday (29) a bleacher section collapsed in Moncton, N. B., but the 25 patrons who fell were uninjured.

The Calais, Me., night show drew a straw house, with plenty of overflow sitting on the ground as much seat lumber had been left in a New Brunswick creek bed into which a truck tumbled. There was no menagerie in Calais, either, as its canvas was used to close a gap in the big top, part of the top's side having been ripped by wind or blown into the Bay of Fundy at St. John, N. B.

HUNT, 80, FETED BY CIRCUS FANS

AVON, Conn., Aug. 8.—Owner Charles T. Hunt, of Hunt Bros.' Circus, was honored last night (7) with a party celebrating his 80th birthday. Hunt, whose years have been spent in show business, was cheered by his three sons and their families as well as circus fans and received more than 100 telegrams of congratulations.

Mills Bros. Plays Girard, Pa.; Recalls Career of Dan Rice

GIRARD, Pa., Aug. 8.—Tribute was paid to America's famed clown, Dan Rice, Thursday (30) when Mills Bros.' Circus played Girard, where the showman lived and wintered his circus. Mills was said to be the first show there in 25 years.

Show grounds were on Rice Street, named for the clown. Tributes to Rice were paid by the mayor, auspices chairman, circus owner Jack Mills, editor of the local newspaper founded by Rice and Coco Jr., the latter representing English clowns. Also taking part were Bandmaster Joe Rossi, a local minister, and others. A Mills elephant, Burma,

placed a wreath on a Civil War monument which Rice himself erected close to the old quarters site. It is reputed to be the first statue ever erected to Civil War veterans and was put up at a time Rice was combatting rumors that he was pro-South in the conflict.

Show had better than half of capacity in the afternoon and a near-capacity night at Girard. Garfield Heights, O., on Saturday (1) had two half houses with Legion auspices. Troy, O., on Wednesday (5) turned out a full matinee and two-thirds night crowd.

Gay Billings, Vet Showman, Trouper, Dies

QUINCY, Ill., Aug. 8. — Galen (Gay) Lemuel Billings, 84, of Marblehead, Ill., retired circus and vaude performer, former show owner and the father of Mrs. Eva Davenport, Quincy, one of the former owners of Dailey Bros.' Circus, died August 2 in St. Mary Hospital here.

Billings and his wife, the former Isabelle Burbridge, also a trouper, lived in near-by Marblehead most of their 63 years of married life. It was there that Billings met his future wife when he and a partner were there to put on a specialty act. After their marriage on January 14, 1890, the Billingses took to the road, playing under the big tops and in vaude. Billings was a singing and talking clown and at various times had med shows. In 1904 he organized Gay's One-Horse Circus, which grew into a show carrying 50 horses and 50 performers.

Two children were born to the couple, Mrs. Davenport and Mrs. Fred A. Stock, the former Eva and Ethel Billings. After Eva's husband, Billy Merrian, died, Mrs. Billings returned to Marblehead to care for her grandchildren, Galen and Billie, and Billings remained on the road until his retirement about 12 years ago.

Billings was born in Jessup, Ia., March 16, 1869. He was a member of the Quincy Masonic Lodge. Beside his widow and daughters, survivors include 14 grandchildren, 17 great-grandchildren and 3 great-great-grandchildren. Services August 4 and burial in Greenmount Cemetery, Marblehead.

Harvey M. Lankford, former band leader on Cole Bros.' Circus, opened his second retail record store, the Norie Art Shoppe, August 4 in Corona, N. Y., **Dorothy C. Lankford** is general manager.

Joe Rossi, Mills Bros.' bandmaster, was guest of **Ed and Irene Feldbauer**, Rochester, N. Y., fans, at their home. . . . **George Hubler** advises that he has done a lot of building on his concessions and shows and plans to promote some winter dates. He has been playing fairs and celebrations since completing circus dates with the **LaBlonde** bar act. Hubler has a couple of antique circus wagons at his Dayton quarters. He caught the Packs and Diano shows recently.

Billy Senior and **Edna Curtis** caught **Diano Bros.** at Paris, Ill. . . . **Ralph Green's** circus, formerly called **Pawnee Bros.** and now **Rudy's All-American**, is stored at the Springfield, O., fairgrounds. He and **Carl Stoltz** dropped plans for putting it on the road.

The Atayda Circus in Mexico City this winter again will include the **Flying Malkos**. . . . **Cole & Walters' Circus** and the **North Dakota State Fair**, Minot, got into a hassle over covering of paper. . . . The **Flying Voices** worked in the picture, "Story of Three Loves," now playing theaters in many cities. **Harold and Eileen Voise** doubled for the stars and trained them for the flying scenes in which they take part. **Catcher Dick Anderson** has a part in the film. . . . **A. F. (Red) Davis** caught **Tom Packs' Circus** at Fairmont, W. Va., his seventh show this season. . . . **Rex N. Ingham**, Ruffin, N. C., animal showman, reports **Jack LaGuardia** still is a patient at the Rutherford, N. C., hospital. He was injured in a fall from high rigging last September.

Ray Bickford, Bernardstown, Mass., recounts that The Philadelphia Inquirer of July 19 carried a yarn about **Bobby Lewis**, son of **Dick Lewis** of the Beatty show, and that **Lou Jacobs** was featured in a story about Ringling in the August issue of General Motors' Friends magazine. Bickford is making fairs and plans a school show. He's also clowning at **Suzie's Kiddieland**, South Deerfield, Mass., and at stores. A member of the **Circus Clowns Club**, he reports organization of junior clown clubs is to get underway.

Harry and Esther Duncan had **Theo Forstall**, Ringling-Barnum treasurer, as a dinner guest during the show's Chicago run. . . . **Pat Valdo** was a house guest of **Orrin Davenport's** in Chicago. . . . **Richard J. McGarrity** has joined the Ringling-Barnum legal department as assistant to **Noyelles Burkhardt**. . . . **Bill Ballantine** was busy in Chicago handling Ringling radio and TV appearances set up by **Charles Schuler**, radio-TV agent for the show. Ballantine is working on a circus novel and articles while touring with the show. He is to redesign the Side Show interior and midway concession stands for the 1954 R-B edition. For his work this year in completing the new banner line, Ballantine used his two children as models for the Punch and Judy panel.

Ernie (Count Ernesto) Wiswell and **Frieda** visited the Mills Bros. Circus when they were playing Westfield, N. Y., and were treated royally by **Jack and Jake Mills**. They also had time to chat with **Paul Nelson**, **Alabam**, the **Namedils**, and **Joe Rossi**, bandmaster.

Tom (Pat) Patterson, former coronet soloist on the Lee Brothers and **Walter Main Shows**, is now working as a radio technician in the Williamson County Sheriff's Office, Marion, Ill. He also has a rope spinning act which he puts on occasionally at the local Western Horse Show.

Mr. and Mrs. Jack Smukler, the Original Michigan Rubes, have added their six-month-old son, **Dwight**, to their street clown bally act, and are working Detroit streets daily for several weeks in advance of the annual Police Field Day.

Bozo Kelly, clown performer at the Milford, Conn., Drive-In, pinch-hit for clown **Ray Sinclair** of Hunt Bros.' Circus recently so

that **Sinclair** could visit his mother, who was ill at her home in Bridgeport, Conn.

Hagen Bros.' Circus will play the grandstand at evening performances at the **Blackwell, Okla.**, Fair September 16-18. In afternoon show will furnish acts for free gate. Owner **Howard Suesz** attended high school in that city.

Bert L. Lano, who was injured seriously by a hit-and-run driver in 1945 and forced to retire from the road, is residing at 322 Partidge Street, Flint 3, Mich. . . . **Clara Stevenson** has returned to Hagen Bros.' Circus after a brief visit with her parents in Jacksonville, Fla.

Ira Gaskill, former trouper and now a salesman in Fort Wayne, Ind., is spending his vacation in New Orleans with **Phyllis Darling**, with whom he trouped on **Roger Bros.' Circus** in 1948. Miss Darling, who also has retired as a performer, makes her home in New Orleans. . . . When **Hagen Bros.' Circus** played **Mike C. Piccolo's** home town of Uniontown, Pa., he visited with **Jack LaPearl** and **Capt. Bert Wallace**. Also on the lot were **E. E. Meredith** and **K. W. Schwarm**, Fairmont, W. Va., and **T. L. Sanoston** and **John Jamison**, McClellandtown, Pa.

Howard Gusler, Elgin, Ill., member of the Circus Historical Society, while in Cincinnati August 3, called at The Billboard. He took a trip to the old John Robinson Circus quarters at Terrace Park and looked over old Billboard files.

Ringling-Barnum is using a 16-page courier again this season. The mail-away piece is sent to rural route box holders near most of the show's stands, but no mailing is made for dates in major cities.

This marks the first time in years that no circus has carried an AC model **Bulldog Mack** truck. The one **Ringling-Barnum** retained last year now has been replaced by a new model. Once the stubby trucks were standard equipment on all railroad circuses.

Dr. B. J. Palmer, Davenport, Ia., is planning to move to Sarasota, Fla. . . . **Shreveport, La.**, Shrine Temple has announced its circus dates will be October 7-11. . . . **Clown Jo-Jo Lewis**, back in the States with **King-Cristiani** after the Canadian tour, reports he had a fine time in the Dominion. . . . **Dick Clemens** has sold his cat act. . . . The **Columbia Tableau** bandwagon, which **John Kelley**, Baraboo, Wis., recently bought from **Bill Brinley**, Meriden, Conn., is stored at **Cole Bros.' quarters**, Peru, Ind.

Frank Johnson, former teamster with the old **Robbins show**, has written a poem called "That Old Eight-Horse Hitch of Mine."

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Under the Marquee

He lives in Jackson, Mich., now. . . . **Cuneo's Hawthorne-Melody** animal acts have been augmented by addition of a mixed bear act, using 15 animals of 12 species, including polar bears. Act is worked by **Mr. and Mrs. Joe Walch**, who broke it in at an East Peoria, Ill., date and now have it headed for fair dates at **Yakima, Wash.**, **Toronto, Savannah, Ga.**, and **Atlanta**.

Dare Devil Diavok of New York is anxious to hear from **Emma Raymond** and other friends of the late **Jose La France**, former aerialist, who died July 23 in New York.

Tom Packs made a present of two new iron jaw swivel riggings to **Karl Wallenda** at Wheeling, W. Va. The rigging had just been completed by an East St. Louis, Ill., maker.

Carey C. Emrie, old-time trouper residing in Cincinnati, is vacationing in Tafton, Pa. He expects to spend some time in Washington before returning home. . . . **Byron Gosh's All-American Dog & Pony Circus** recently played a 16-day celebration in Kingsport, Tenn., and seven-day event at Elizabethtown, Tenn. Both dates opened to poor business, but it picked up enough to make them paying engagements. The **Barretts**, high act, played both dates. Acts recently appearing with the Gosh unit were **Capt. Frank Doss** and his ponies, dogs and monkeys; **Hal Crider** and **Gracie**; **Gil and Lillian Wilson**, canine revue, and **Smokie Davis** and the **Southern Mountain Boys**. . . . **Frank T. (Cookhouse) Kelly**, vet circus man, writes from Lincoln State Hospital, Lincoln, Neb., that he is itching to get back on the road and would like to hear from friends.

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GREAT FALLS, MONT. BEATS '52 PACE

Attendance, Mutuels, Midway Up Sharply; Grandstand Receipts Run Slightly Behind

GREAT FALLS, Mont., Aug. 8.—North Montana State Fair, thru Thursday (6), fourth day of its six-day run, was topping '52 at its front gate, the pari-mutuels and the midway, but was slightly down on over-all receipts. Traffic thru the gate for the four days totaled 87,009 admissions, compared with 73,121 for the same period a year ago. Wagering was up with a total of \$146,158 passing thru the wickets during the four days, against \$136,212 last year. And Siebrand Bros.' Carnival and Circus was having a winning stand with its gross showing a substantial 15 per cent increase. Only department slightly off was the grandstand, which included a Barnes-Carruthers night revue, and horse races and a Leo Cremer rodeo in the afternoon.

Valparaiso, Ind., Gets Off Okay Despite Rain

VALPARAISO, Ind., Aug. 8.—Porter County Fair opened its five-day run here Tuesday (4) to a good turnout despite rain in the evening and expected to pick up steam as the week progressed. John A. Jones, fair's secretary, and a veteran of 25 years with circuses, reported this year's attraction program was one of the most ambitious it has had since the annual was revived in 1948. Outside gate is free.

James H. Drew Shows were on the midway for their fifth year. Tuesday evening (4) the horse show in front of the grandstand was hurt somewhat by rain. A WLW "Hayride" unit came in for Wednesday evening and Jinx Hoaglan's all-girl horse troupe, with the Cole Bros.' elephants was the grandstand entertainment for Thursday evening. Jimmie Lynch Death Dodgers, under Bill Reed are skedded for the finale Saturday night.

Friday was 4-H day with a dress parade, home talent shows and Bud Jones and his high school horse as the featured attraction. In addition, John White and his six-horse hitch from Michigan City, Ind., was on hand thruout the week.

The fairgrounds here, which lay idle from 1928 to 1948, have been improved considerably in the past five years. Main improvement has been the construction of a 1,500 capacity concrete grandstand. Two new cattle barns have also been added to the 33-acre plant.

Fair drew an estimated 20,000 attendance last year.

Chitwood Unit Hits Boom Day At Tioga Fair

OWEGO, N. Y., Aug. 8.—A record closing day crowd for a thrill show brought the Tioga County Fair to an end here Saturday (1). Attendance at Buddy Wagner's Tournament of Thrills, featuring the Joie Chitwood stunt drivers, was 50 per cent above the unit's draw here in the past two years, according to manager Wagner.

Fair attendance was good despite competition from the James E. Strates Shows in near-by Binghamton.

Wagner's Eastern Chitwood unit also chalked up its biggest gross in recent years at the Selinsgrove (Pa.) Fair on July 21, putting on two night performances before overflow crowds.

DON'T SHOOT THAT 'BULL'

REGINA, Sask., Aug. 8.—An encounter with a "mad bull" enlivened the stay here of Joe Godin, president of the Interstate Fireworks Company, Springfield, Mass., and Toronto.

Godin, who presented the fireworks displays at the recent Regina Provincial exhibition, ran into the exhibition office in a highly agitated state to report that he couldn't put up his set-pieces because he was being chased around the infield by a "mad bull."

Attendants, who went to the rescue, escorted a frightened young heifer back to the barn. It had strayed away from its mother.

Warren, Ark., Sets New Event

WARREN, Ark., Aug. 8.—The South Arkansas Fair and Marketing Association has been organized to sponsor a South Arkansas Fair here next fall.

The association purchased a 24-acre tract west of here to be used as a fairgrounds. Garland R. Blankenship, this city, has been named president. Other officers include Otis Cash, vice-president; M. C. Singer, treasurer; Jack Nelson, secretary; A. L. Moody, W. C. Haris Jr., Martin Hankins, Lawrence Haynie, Albert T. Weiss, Hal Bibbs and Louis Wilson Ederington, directors.

Thermometer a Factor In Mineola Oct. Stand

NEW YORK, Aug. 8.—The weatherman will serve double-duty this fall for the Mineola Fair, which will be exploiting a period of the calendar that could be cold as well as wet: October 10-18. Also new for the Long Island annual will be its combination with the Nassau Industrial Exhibit, the events to be held simultaneously at Roosevelt Raceway, in Westbury. As in past years, I. T. Shows will be the carnival attraction.

Later date and industrial addition were forced by the seizing last year of the Nassau County-owned property on which the fair had held forth for many years.

Construction work for the fair will begin after the Roosevelt trotting season closes September 26. J. Alfred Valentine is president of both the fair and the raceway.

Also many garden and field products will be exhibited due to the lateness of the event, there will still be exhibits of vegetables, fruits and staples. Home crafts will also be shown.

Long Island's many aircraft plants will exhibit the latest in weapons, and there will be first-time displays of new developments in the science of war and peace. Some plants have requested permission from the government to show previously-secret devices.

Plans are for all industrial displays to be animated, to appeal to spectators' eyes. International Business Machine Company will show a mechanical brain in operation.

Parking space at the raceway will accommodate 10,000 cars, which eliminates one of the major problems of the former fair grounds behind the Nassau County Courthouse.

Five Injured At Mich. Event

IMLAY CITY, Mich., Aug. 8.—Five spectators were injured at the Eastern Michigan Fair here Tuesday night (4) when the bleachers collapsed during the performance of a thrill show. According to officials, the supports had apparently been weakened by rain and settled slowly thus keeping injuries down to a low figure. About 200 were in the section which collapsed but most were able to reach the ground because of the slow settling.

Regina Ex Chalks Up 186,287 Gate Mark

Pari-Mutuel Take Hits New High; Grandstand Turnouts Slip 3,076

REGINA, Sask., Aug. 8.—A new high attendance record was set when the Provincial Exhibition, which closed here Saturday (1), drew 186,287 paid admissions for six days, an increase of nearly 15,000 over last year's 171,303, the largest previous mark.

Pari-mutuel betting for five days totaled \$589,192 against last year's high of \$573,669 for six days. The race card on Tuesday (28) was cancelled when jockeys refused to ride on a track they considered too dangerous because of heavy rain the night before.

Saturday's pari-mutuel total was \$149,859. The old record for the same day, set last year, was \$133,266. In addition, the \$21,564 wagered on the fifth race, was the largest amount ever handled for a single race in Regina.

Grandstand attendance was off, totaling 67,369 for afternoons and evenings, 3,076 less than last year's figure of 70,445. It is probable that had Tuesday's races been run, the grandstand total would have topped the 1952 mark.

Business on the Royal American Shows was reported to be 25 per cent ahead of last year, with "Moulin Rouge" and "Harlem in Havana" exceeding previous high grosses. The grandstand revue was Barnes-Carruthers' "1953 Cavalcade of Stars," with the Zacchini double cannon act and fireworks by Joe Godin's Interstate Fireworks Company.

Saturday was the deciding factor in pushing the attendance total to an all-time high. Admissions on the final day totaled 37,251, topping by almost 3,000 the 34,475 figure on Saturday of last year. It was regarded as a record one-day attendance for the Regina exhibition.

Second biggest day was Wednesday, Citizens' Day, when 36,477 attended, compared with 31,654 on the same day last year. Biggest day on the grandstand was Saturday, with 14,741 against 14,371 on the final day in 1952.

Wickets Busy
Pari-mutuel play on Thursday was \$95,218, an increase of \$11,389 over the same day last year, and on Friday the total was \$128,576, an increase of \$27,120. Biggest pari-mutuel play of the week was Wednesday's \$157,536, an all-time betting record for any one day.

Friday, Travelers' Day, was a big one with 34,859 persons on the grounds, as against 32,917 last year. Annual Travelers' Day parade downtown in the morning attracted thousands.

Friday night, a 1½ inch down-pour soaked the fairgrounds and left the midway area a mess Saturday but there was no slackening off of business.

Friday's storm broke at midnight when the midway was getting ready to close and the shows were already filled with customers from the grandstand. Show people finished their stints, donned slickers and rubber boots, and waded to the train thru the deluge, leaving patrons in the tents. Hundreds of fairgoers were stranded on the grounds until nearly 3 a.m., waiting for taxi accommodation.

Weather Okay
Weather on the whole was good. Only other heavy rain was Monday afternoon and evening. The day was Children's Day and the moppets didn't let the weather bother them. Attendance and spending were only slightly off.

Fair this year was tied in with the city's 50th anniversary and a locally-produced pageant was presented each night just before the grandstand revue. A Thursday night feature was a parade of livestock entries before the grandstand.

Thruout the week, tickets were sold on the grounds by the Regina Kinsmen Club and merchandise awards, topped by the giveaway of two cars, were drawn each night.

Prize money this year totaled \$30,292, more than double last year's figure of \$13,530. Increase was due largely to the return of livestock competitions, cancelled last year because of hoof and mouth disease. Entries in all departments this year were high.

Knoxville Event Pushes Completion Of Amphitheater

KNOXVILLE, Aug. 8.—Work on the new open-air theater at the Tennessee Valley Fair is running ahead of schedule and should be completed in time for the September 14-19 fair.

The amphitheater, with a capacity of 4,500, will more than double the seats available in the old theater. Plans are to offer 312 box seats at \$1; 100 reserved seats at 75 cents, and 3,500 general admission seats 50 cents. In prior years all seats were unreserved.

Construction on the new Women's Building is also progressing and will be ready for the fair, officials announced.

Rain Ruins First Days At Boonville

BOONVILLE, N. Y., Aug. 8.—The weather submarined the Boonville Fair this week. Thru Thursday (6) business was estimated to be some 25 per cent behind last year. Friday (7), despite an overcast, business and crowds were picking up and officials expressed the hope that today's closing sessions would give the fair an additional boost.

Despite the drop in attendance Coleman Bros.' Shows on the midway reported business just about on a par with last year. On children's day, a washout thru evening, the gross was reported only \$100 off from a year ago.

On Tuesday (4) the scheduled night rodeo was lost to rain and the grounds became so mired that it was decided to close the event. On Wednesday (5) the grounds were still in bad shape but a massed display of 18 bands was presented in ankle deep mud on the race track.

Managers Long and Ryder said that there were enough special events and a strong Al Martin grandstand show to lure people if the weather turned clear and warm.

Torrid Heat Hurts Early Days at Danville, Ill.,

DANVILLE, Ill., Aug. 8.—Eastern Illinois Fair was hard hit by soaring temperatures during the early part of its run this week and business at the gate, grandstand and midway, was off sharply from the same period a year ago.

Harvey Pearson, fair secretary, said attendance for the first three days of the fair, which opened its six-day run Sunday (2), was off approximately 20 per cent. Opening day, usually one of the biggest of the run, suffered from the heat, and big car races, produced by National Speedways, Inc. (Al Sweeney-Gaylord White) were down an estimated 30 per cent, Pearson said. Some of the drop-off was attributed to the lack of a roof on the new grandstand, which has replaced the one destroyed last fall by fire.

Sunday evening, a revue produced by Barnes-Carruthers Theatrical Enterprises, helped by the after-sundown coolness, drew a good crowd into the stand, topping the same night a year ago when a Western horse show was the attraction. Due to the light turnout on the grounds Monday afternoon, the scheduled perfor-

mance of Jinx Hoaglan's all-girl equestrienne revue, was cancelled. Hoaglan's performance Monday night was under the stock car races of last year and Tuesday night's turnout was termed fair.

The Jack Kochman thrill show came in Wednesday night for three performances, including a matinee on Thursday, Danville Day, normally the biggest day of the week. Local stock car races were set for Thursday evening and running races and a variety of stunts for Friday afternoon and evening.

The fair's new grandstand, due to the addition of 400 bleacher seats, and 344 reserves on a track platform, has approximately the same capacity as the old stand, just under 3,000.

Pearson said entries of beef cattle this year were slightly ahead of '52 while dairy cattle on hand was slightly under last year's figure. Swine on exhibit was up sharply from a year ago. Commercial space sales were excellent, he said.

Buff Hottle Shows provided the midway attractions.

Saskatoon Ex Cracks Records On Final Day

SASKATOON, Sask., Aug. 8.—Final day of the Saskatoon Exhibition, Saturday (25), was a big one with records broken in all departments.

Pari-mutuel take on the final day was the highest ever, \$122,098 as against \$111,409 last year, an increase of 9.6 per cent. Other figures were: Gate, 25,765 as against 20,930, an increase of 23.1 per cent; autos, 3,000 as against 2,636, up 13.8 per cent; grandstand, 11,777 (10,490), up 12.2 per cent; midway, \$12,150 (\$9,410), up 39.7 per cent.

Records Set

On the week, new records were set in gate, auto and grandstand admissions. Money spent on the midway and going thru the pari-mutuels came within a fraction of last year when records were set.

Pari-mutuel play was \$498,335 against \$499,550, down 2.4 per cent, according to Manager S. N. MacEachern. Gate was 128,589 (123,649), up 4 per cent; autos totaled 16,877 (15,621), up 8 per cent, and grandstand total was 67,535 (64,948), up 4 per cent.

The Saturday night midway crowd was estimated to be the largest in the history of the Saskatoon Exhibition. Midway business on the opening day was light because of rain.

Rolla, Mo., Expects '53 Run to Iron Out Financial Bumps

ROLLA, Mo., Aug. 8.—Central Missouri Regional Fair executives expect their August 12-15 run to indicate that the annual has come out of its financial difficulties that have existed since its inception in 1947.

The association, which had a rough beginning, now has assets of \$19,275 and liabilities of \$14,945. Assets include land, valued at \$8,000, buildings at \$6,000, roads and fences worth \$2,500, a well worth \$1,150, and electrical equipment valued at \$1,500.

Attractions this year include the Great Drisco, sway pole, and the Great Sutton Shows on the midway.

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Waco, Tex., Sets Plans for Maiden Run

WACO, Tex., Aug. 8.—An attendance of more than 200,000 has been predicted for the first annual Heart O'Texas Fair here September 26 thru October 4, according to Executive Vice-President M. D. Corbin.

Fair will be held on a 253-acre tract on the outskirts of this city of about 85,000, located in the center of a rich blackland agricultural region. Main building of the layout is the brand new million-dollar Heart O'Texas Coliseum, seating 7,638 and the second largest in Texas. Coliseum has been completed for about six months and already has been used for a number of still dates, including an ice show.

The fair was organized by and has the backing of Waco businessmen. President is Pat Taggart, general manager of the two Waco newspapers. Commercial department manager will be Horace Black of Dallas and Boyce House, publicity director of Southwestern Exposition and Fat Stock Show at Fort Worth, has been employed to handle publicity and special events.

The nine-day fair will have one performance daily of a rodeo produced by Tommy Steiner, of Austin, except on Monday, September 28. Rodeo will be presented in the coliseum.

Don Franklin shows will be on the midway and aerial free acts sponsored by Pepsi-Cola will be presented twice daily on an open-air stage. Fireworks will be presented nightly.

Set-up of special days and events includes a Rural Youth Day for 4-H members, FFA and FHA members, Negro Achievement Day, Armed Forces Day, School Children's Day, Boy Scouts' Day, Girl Scouts' Day, Campfire Girls' Day, Press-Radio-TV Day. More than 100 small cities and towns in the vicinity also have been asked to plan special days. Service clubs and fraternal organizations, too, are being urged to have special days.

Baylor University is being counted on for a day and Armed Forces Day is beamed at the huge Connally Air Force Base a few miles north of town.

Fifty thousand free tickets will be distributed in schools in a radius of 60 miles from Waco for School Children's Day.

Space, Ducat Sales Climbing Steadily At Spokane, Wash.

SPOKANE, Aug. 8.—With the Spokane Interstate Fair set to open its four-day run September 3, advance space sales total \$5,185 with more contracts to be signed within the next two weeks. Herb Welch, manager, declared. Inside-the-building space leads with \$2,540 with food next with \$1,685, followed by outside machinery at \$960.

Advance admission ticket sales is moving along with a goal of 100,000 expected to be reached. Burt Searl constructed a portable booth to be used with the truck and car to boost the sale. Harold McCollum contributed another car to be used for advertising purposes.

Welch is conducting a contest to select a name for the new exhibit building. A prize of \$25 is offered with all residents of the Inland Empire eligible to submit as many entries as they wish. Employees of the fair and their families are excluded from the competition.

Ray Barber's Shows will play the midway, Welch announced.

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Minot, N. D., Posts New Mark at Gate

MINOT, N. D., Aug. 8.—Attendance records were smashed at this year's North Dakota State Fair which wound up its six-day run here Saturday (1).

Fair Secretary Bob Finke said unofficial attendance figures showed some 84,978 persons passed thru the outside gate during the week.

Grandstand attendance both afternoon and evening, was up over a year ago and all attractions pulled well. Seven performances of the Barnes-Carruthers night show were given, with a double header Thursday evening. After a slow opening Monday night, the show played to packed houses the remainder of the week, with the SRO sign out for three of the performances.

Record Gross

Threat of rain Saturday evening (1) was believed to have kept the crowd down somewhat but Finke noted that the night show set a record gross for the week, outpulling the 1950 ice show attraction.

Fireworks followed the show on four nights. Thearle-Duffield Secretary Art Briese was on hand Friday night to personally help out with the pyrotechnical display.

On the mile-long midway, the 20th Century Shows also had a successful week and came within a few dollars of breaking its own record gross for the North Dakota State Fair. It was pointed out that the crowd was the same on the midway but lower prices on the shows were responsible for the lower gross.

On the independent midway, the crowds also held up and satisfaction was expressed by many of the concessionaires.

Afternoon shows in front of the grandstand held up well thru the week, with the Tournament of Thrills on Monday and Tuesday, horse racing Wednesday and big car auto racing Thursday followed by stock cars Friday and Saturday. The Thrill show was up considerably over a year ago and three good days were enjoyed by Auto Racing, Inc.

Yuba City, Calif., Tops '52 Gate

YUBA CITY, Calif., Aug. 8.—The 1953 Yuba-Shutter Fair ended its five-day run here Sunday night (2) with a total attendance of 26,993, some 3,381 more than last year, Roy O. Welch, secretary-manager, said. Biggest event at the fair was the sixth annual rodeo, which played to 3,781 paid admissions. The 42 winners split a total purse of \$3,800.

Top money went to Bud Spealman of Wyoming, bare back rider; Jerry Ambler, North Hollywood, bronk rider; Jerry Fredericks, Gunsmoke, Ariz., bull riding; Ben Johnson, Sun Valley, Calif., calf roping, and Ed Muzio, Sacramento, bulldogging.

Entertainment features included Superior Shows on the midway and vaudeville Wednesday and Thursday nights. The Jack Shafton Puppeteers did daily shows and Popo the Clown appeared Thursday thru Sunday. Closing day highlight was a fashion show displaying gowns sold by the Marysville and Yuba City stores. Models were local women and children.

The fair debuted the Veterans' Memorial Auditorium, constructed at a cost of \$125,000. It was used as a feature exhibit hall.

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The complete list of Fair Dates was published in the issue dated July 25. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

Illinois

Mazon—Grundy Co. District Fair, Sept. 3-7. W. F. Carter.

North Carolina

Kings Mountain—Bethware Community Fair, Sept. 16-19. John H. Rudisill Jr.

Pennsylvania

Martinsburg—Morrison Cove Community Fair, Oct. 14-16. Ella S. Ebersole.

Mill Hall—Clinton Co. Grange Fair, Sept. 2-5. Verna R. Dotterer.

Mount Joy—Community Fair, Oct. 14-17. Joseph G. Shaeffer.

Snyder—Beaver Community Fair, Sept. 23-26. Frank Gill, Troxelville, Pa.

Tennessee

Ashland City—Cheatham Co. Fair, Sept. 3-5. Mrs. Lucile A. Glasgow.

Bolivar—Hardeman Co. Fair, Sept. 21-26. Paul Vaughn.

Carthage—Carthage Agri. Assn. Aug. 10-15. Stanton Hunter.

Cookeville—Putnam Co. Fair, Sept. 3-5. T. T. Gentry.

Crossville—Cumberland Co. Fair, Aug. 28-30. Mrs. Frank Turner.

Decaturville—Decatur Co. Fair, Sept. 21-24. B. C. Dailey.

Jamestown—Pentress Co. Fair, Sept. 10-12. P. G. Crooks.

Knoxville—E. Tenn. Colored Fair, Aug. 17-22. Thomas McMiller.

McMinnville—Warren Co. Fair, Aug. 29-31. T. M. Jackson.

Memphis—Colored Tri-State Fair, Oct. 8-11. E. C. Jones.

Morristown—Hambden Co. 4-H Fair, Sept. 10-12. C. H. Balch.

Oneida—Scott Co. Fair, Sept. 3-5. E. C. Terry.

Sweetwater—Monroe Co. Fair, Sept. 14-19. Ralph Duncan.

Union City—Obion Co. Fair, Sept. 21-26. Fred Latimer.

Warsaw—Morgan Co. Fair, Aug. 24-29. Ross Wilson, Coalfield, Tenn.

Washington

Goldendale—Klickitat Co. Fair, Sept. 11-13. Eleanor Dooley.

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NEW ORLEANS, LA., Sept. 26 thru Oct. 4, H. F. Van Horn, Director
c/o Municipal Auditorium
SOUTH BEND, IND., Sept. 22 thru 27
Dorothy Godfrey, Director
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LYNCHBURG, VA., Sept. 21 thru 26
Jack Craig, Director
c/o Chamber of Commerce
BATON ROUGE, LA., Sept. 22 thru 27
L. A. Gifford, Director
444 Florida Street
MOBILE, ALA., Oct. 21 thru 25
Douglas M. Brooks, Director
c/o Junior Chamber of Commerce
DENVER, COLO., Oct. 25 thru Nov. 1
Paul Waters, Director
205 Tramway Building
ROANOKE, VA., Nov. 9 thru 15
Jack W. LaSalle, Director
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TOPEKA, KANSAS, Oct. 20 thru 25
Paul Waters, Director
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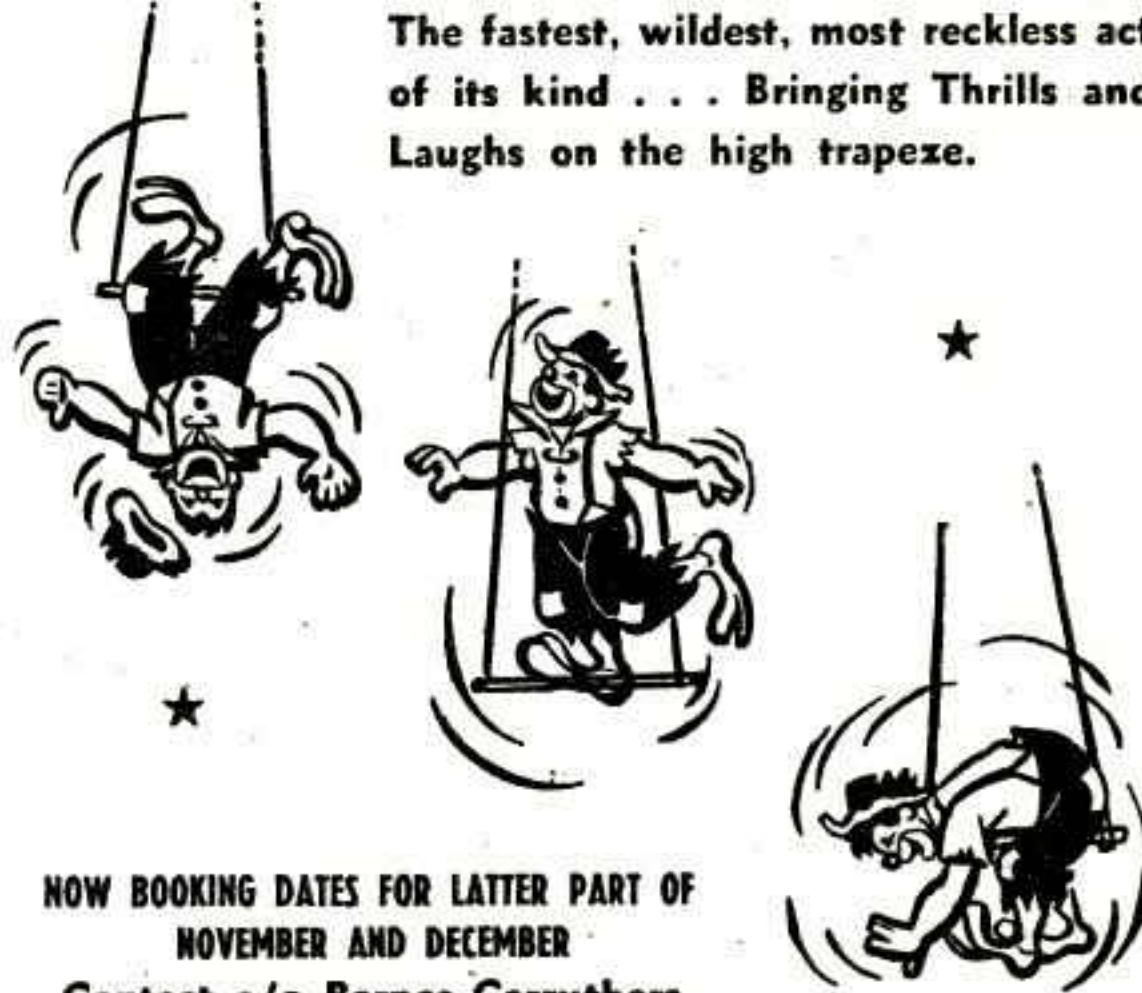
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Great New 1953-54 TEMPLE CATALOG

More pages, more merchandise, astounding values. The nation's finest for name brand premiums, gifts and incentive awards.

Now in Production

TEMPLE COMPANY INC. 708 Sansom Street Philadelphia 6, Pa. Market 7-8242

CARNIVAL SUPPLIES

- COOLIE HATS No. B45N13, 12" Coolie Hats, \$24.00 Gr. No. B45N14, 16" Coolie Hats, 30.00 Gr. TINSEL HEAD INSIDE HUMMER FLYING BIRDS No. B38N27, \$ 7.20 Gr. CELLULOID FEATHER DRESSED DOLLS With High Hats, Earrings and Canes. No. B34N7, 7" \$ 8.40 Gr. No. B34N8, 7" \$ 8.40 Gr. No. B34N9, 9" \$ 8.40 Gr. FUR MONKEYS WITH HIGH HAT No. B38N27, \$ 7.20 Gr. No. B38N18, 12" \$ 27.00 Gr. With Celluloid Head, Hat and Pipe. No. B38N24, 7 1/2" \$ 15.00 Gr. HAWAIIAN LEIS No. B46N27, 11/16" Imp. \$ 1.75 Gr. PARASOLS No. B26N26, 18" Paper Parasols \$ 9.00 Gr. No. B26N27, 23" Paper Parasols 16.50 Gr. No. B26N11, 26" Rayon Parasols 3.75 Dz. No. B26N9, 32" Rayon Parasols 6.00 Dz.

WRITE FOR NEW CATALOG

Full of Carnival Novelties, Premiums, Merchandise, Costume Jewelry, etc. Please State Business. (Catalogs not sent to individuals.)

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW 1953 CATALOG

Illustrations of various novelties and a small catalog image.

GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.

SACHET BASKET Imported hand-woven rattan sachet basket, 4" long, 2 1/2" wide—11 1/2 each in case lots only. 10 gross to case; packed 1 gross per carton. Immediate delivery—F.O.B. our Los Angeles warehouse. Also a large selection of novelties and carnival merchandise. Special Introductory Offer 1 gross sachet baskets, 13¢ each. Send your order today QUON-QUON CO. Dept. 85, 1823 S. Hope St. Los Angeles 15, Calif.

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

Form with instructions and checkboxes for ad placement, type, and contact information.

DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ATTENTION! VENTRILOQUAL DIALOGS, \$5 per dozen; monologs, songs, parodies, etc.; state list required. Tizzard, 110 W. 76th St., New York. DOES YOUR ACT NEED TO BE CLEANED UP? The music, I mean. New copies and arrangements made in jig time at reasonable rates. Mark Rubens, 146-B West 79 St., New York 24, N. Y. EMCEE ARSENAL (3RD SERIES)—NEW slurs, ribs and insults; timely quips, gusty verse and tested rib ticklers; prize riddles, peppy wheezes and spicy mots for femmecs; also racy wisecracks, snappy limericks and lusty tidbits for roving wits and social functioners. \$2. Keep 'em laughing. Buster Roberts' Silver Screen Gag Retort Supply Works, 473 Broadway, Bayonne, N. J. PIANO VOCALS — LEAD SHEETS, orchestration and band scores arranged. Val's Arranging Studio, P.O. Box 1906, Sarasota, Fla.

NEW "TAS" EXPENSE ACCOUNT RECORD-report and Income Tax Deduction Record; sells on sight. Stores, individuals; profit 100%; salesman's necessity; 30-second demonstration. Send name and address; demonstrator sent on approval. Dept. 246, Box 9013, Houston 11, Texas. au15

PATENTED, SIMPLE, EFFICIENT HOME appliances: sale, royalty, partners. Dr. Roberts, Route 3, Lake Park, Ga. au15

PENNANTS HART PROCESSING P.O. BOX 25 Marine City, Michigan

SALESMEN — SEEL SERVICE STATIONS; Drive-In Thelers; windshield cleaners concentrate. Cuts bugs quick; no smear. Now sold by leading distributors. This item repeats. Send \$1 for enough to make one gallon of good cleaner and details. U. S. A. only. Kinner Products Company, Pataskala, Ohio.

SELL SCRIPTURE TEXT BOOKS TO INDIVIDUALS, church pastors, clubs, societies. Good fund raising item. 1,000, \$10. Sample, 10¢. Standard Specialties, Box 4382-B, San Francisco.

SELLING OUT! A. C. ELECTRIC BINGO Blowers. \$49.50 complete with balls. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. au29

SENSATIONAL JEWELRY! IN COSTUME DEVELOPMENT! Lustrous, non-tarnishable, eye-catching with gleaming selected imported hand pronged stones. 3 pc. sets beautifully boxed, \$12 doz. 25¢ deposit. 3 Assd. samples, \$4 P.P. B & C JOBBERS Toledo 9, Ohio

SWISS WATCHES FOR PREMIUMS AND PROMOTIONS from importer; all makes and models; just state the name and quantity you want; we will quote the lowest prices. Transworld, 565 5th Ave., N. Y. 17, N. Y. se5

VACUUM CLEANERS—TANKS, UPRIGHTS; All makes, rebuilt like new, guaranteed; any quantity, all prices; samples on request, brand new Sewing Machines. Metropolitan, 4143 Third Ave., N.Y.C. CYPRESS 9-5960 au29

80c PROFIT ON \$1 SALES—AMAZING Automobile Cleaner; your name on labels; free sample. Kolamite Mfr., Box 572, Dayton 1, O.

200% PROFIT! BEAUTIFUL FEATHER pictures! Free sample. Apartado 9036, Mexico City 1, Mexico. au29

169,618 POTENTIAL BUYERS... That's What You Buy with a classified ad in The Billboard! See first page this section

ANIMALS, BIRDS, PETS

A BARGAIN AT ROSS ALLEN'S RACING BURGLES, \$25 per hundred. Large Florida Indigos and Cribos. Boa Constrictors, 4-5 feet. Baby Crocodiles and Baby Caimans, Tegus, Iguanas, Alligator Tegu Lizard, Mexican Green Rattlesnakes, Pygmy Rattlers. Price List on Request. ROSS ALLEN'S REPTILE INSTITUTE Silver Springs, Florida

ANACONDAS—ALL SIZES, BIG AND FAT; at the prices that you can afford to pay. 6', \$15; 7', \$25; 8', \$40; 9', \$60; 10', \$75; 11', \$90; 12', \$115. Also larger sizes in stock. Snake dens \$25 and up. Giant lizards, animals, and birds of all kinds. This week's special: Baby Spider Monkeys for pets, \$32.50. Tarpon Zoo, Tarpon Springs, Fla.

BABY PET MONKEYS—CINNAMON RING-tails, \$30; Spiders, \$32.50; Squirrel Monkeys, \$22.50 for \$100; Whiteface Ring-tails, \$35 each; Baby Coitmundis, \$28 each; Baby Hill Mynahs, guaranteed best talking birds, \$42.50; 3 for \$90. Bronson Tropical Birds, 2228 Amsterdam, N.Y.C. au22

HEALTHY, FAT SNAKES; ALSO ALLIGATORS, Armadillos, Horned Toads, Terrapins, Timber Wolf Pups, Parakeets, Coitmundis, Peafowl, White Fantail Pigeons, Guinea Pigs, Rabbits, Rats, Rhesus Monkeys, Otto Martin Locke, Phone 141, New Braunfels, Tex.

HELITA — HEALTHY, 2 1/2 YR. OLD trained white female chimpanzee, affectionate, intelligent, never worn collar or ride, wardrobe, excellent table manners, rides kiddie car, tricycle, musically inclined, etc. \$1,000. Alita Wescott, 1008 Congress St., Portland, Me. Tel. 2-2973.

If You Want MORE SALES & PROFITS Take a Tip—Use this stand-out DISPLAY CLASSIFIED style of ad See first page this section

NOTICE — NOT ACCEPTING ANY NEW customers thru August and September, on account of the splendid results of my few ads in The Billboard makes it impossible to take care of any more business without enlarging, and we don't want to be the largest Reptile farm in Louisiana. All my regular customers' orders will be gladly accepted. Reptiles only, Telephone 5411, C. C. McClung, Laplace, La.

NOW THAT YOU READ ALL THE ADS, write to Tropical Hobbyland for new summer price list. Here is a sample of what it contains: 6 Young Cinnamon Ringtails, \$135; 5 young Squirrel Monkeys, \$100; (S. A. Caiman) Baby Alligators, \$75; Boas from \$1.50 ft. live delivery guaranteed. Tropical Hobbyland, 1525 N. W. 27th Ave., Miami, Fla.

PAIR—UNRELATED VERY LARGE HAND-raised Rhesus Monkeys; female, six years old; male, four; female wears clothes, does nice little act; male ready to train; good traveling cage for each; collar and chain. One hundred and fifty dollars for all. A. B. Frederick, Port O'Connor, Tex.

BEAUTIFUL CROSS



MIRACLE CROSS When you place the center to your eye you can see the Lord's PRAYER clearly and distinctly. #999-N, Set with 12 brilliant cut stones, Chain and Cross in beautiful finish, soldered links. \$4.25 Doz. \$48.00 Gross

#999-G, Same as above, heavier chain. In beautiful gold finish. \$6.00 Doz. \$66.00 Gross

Sensational Profits !! EVERY DAY !!

Image of a ring with text: No. 185 Full of Life! Brilliant Brilliance \$3.85 doz. \$45.00 gross

Image of a ring with text: No. 712-D \$3.25 Doz. \$36.00 Gross

Image of a ring with text: No. 1098 NEW FLASH! Copy of a \$500.00 Ring \$3.25 doz.

Set with 3 all-white brilliant cut rhinestones or white center, red sides. \$36.00 gr. Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples. PROVIDENCE RING CO. 49 Westminster St., Providence, R. I.

Bulova • Waltham Elgin • Benrus Gruen Watches for men & women \$9.95 EA.

Yellow Expansion Band, 95¢ add. SPECIAL \$50 DEAL 4 assd. above Watches & 6 Exp. Bands to match. You save an extra \$15.40. New model cases and dials. Reconditioned and guaranteed like new. Closeout of Men's Gold Finish Rings, Doz. \$3.95 Now Big 1953 Wholesale Catalog, 25¢ Wholesale only — 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied. Joseph Bros. 5 S. Wabash Av. Dept. B-15 Chicago 10, Ill. "The Watch and Diamond House"

FREE Catalog!

CONCESSIONAIRES MERCHANDISE MEN Send for your FREE carnival merchandise catalog. Each day last costs YOU money! Our bear deal LOWEST in country! Big CASH DISCOUNT helps pay freight! Sioux City—center of U. S. RODIN NOVELTY CO. 814 Pierce St. Sioux City 2, Iowa

MAKE \$2 HR. SELL-GLO SIGNS To bars, stores, restaurants. New! Brilliant Glo signs. 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. 25¢ deposit required on C.O.D. orders. Send for free literature. ALL ART SIGN CO. 179 N. Wells St., Dept. 43, Chicago 6, Ill.

NEW ULTRA-BLUE 7"x11" SIGNS—7¢. Retail 50¢. 2,000 slogans, comedy, religious, general; 15 samples, \$1. Lowy, 812 Broadway, Dept. 758, New York 3. np

3 WAY SAW
1-14" 8 pt. Compass Saw Blade
1-12" 8 pt. Compass Saw Blade
1-10" 8 pt. Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherrywood natural lacquer finished handles.

\$5.00 Per Doz. Sets No Less Sold

HACK SAW FRAMES
Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.

\$6.00 Per Dozen No Less Sold

10-Inch Hack Saw Blades . . \$3.60 Per Gr. Sold in gross lots only.

REGULATION SIZE HAND SAW
26 inch 8 pt. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeves. Packed 6 to a carton. No less sold . . \$.90 ea.

5 WAY CABINET SAW SET
1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 16" Mitre Back Saw, 1 16" Panel Saw. \$13.50 For doz. sets. No less sold.

6 P.C. MAGNETIZED Screw Driver Set Self-display individual box unit. Overall lengths ranging from 1 1/2" to 3 1/2" - includes stubby recess and square shank. 8 1/2" Each (6 or more).

All above items made in U.S.A. except Hack Saw Blades. 25% deposit with order. Balance C.O.D., F.O.B. Chicago.

COOK BROS. 916 So. Halsted St. Chicago 7, Ill.

PEKIN DUCKLINGS FOR YOUR DUCK
pitch; thousand available weekly at \$25 per hundred; shipped prepaid to any town. Write, wire or phone DeVries Poultry Farm, Zeeland, Mich. au15

POODLES-WHITE STANDARDS; 5 MOS.
champ. stock. Ready to train for beautiful act. \$25 each. J. King Ross, Tarzana, Calif. au15

RHESUS MONKEY BRIDGE JUMPER FROM
pony. Dog act, performing birds, the best. Pamahasika Studio, 3504 N. 8th St., Philadelphia 40, Pa. au15

BUSINESS OPPORTUNITIES

BUY FROM MANUFACTURERS, WHOLESALE
dealers, branded merchandise; thousands of items; mail order, direct selling, personal use. Business Guide, 1153 Broadway, N.Y.C. au15

ALL SNOWBALL FLAVORS AND SUPPLIES
\$8.50 buys Shaver that shaves into paper cup and enough flavor and cups for thousands snowballs. Illustrated circulars free. Snowball Co., 9534-K Lemturner, Jacksonville 8, Fla. au15

EARN \$15,000-\$30,000 ANNUALLY-FRANCHISE
protected. Guaranteed minimum \$12,500 or money back. Live at home. No merchandise to buy. Self-employed. One of most exclusive and non-competitive businesses in United States and Canada. Send 50¢ for explanatory book. Money refunded when book returned. Harrell & Co., Box A-14, Louisville, Ill. au29

GUARANTEED POWERFUL MAIL-ORDER
literature, campaigns created. Reasonable charges. Long successful experience. Finkle Advertising, Box 3215 Olympic Station, Beverly Hills, Calif. au22

MONEY IN VENETIANS-BUILD PROFITABLE
lifetime business laundering Venetian blinds. Start at home in spare time; new machine. Free booklet. R.G. Co., 442 N. Seneca, Wichita 12, Kan. au15

MUSIC AND APPLIANCE STORE-LARGEST
for town size in Ohio. Established 1893. Owner retiring. Sacrifice price. Write Kashfinder, Wichita, Kan. au29

OWN A GARDEN GOLF BUSINESS-EXPERIENCE
unnecessary; permanent income; details. Spencer Brockway, 112 Broadway, Seaside, Ore. au29

PATENT 2,632,283 FOR SALE - THREE
novelty pull toys on one patent just issued. William Dissell, 2915 Bridge Ave., Cleveland, Ohio. Curiosity seekers, keep off. au15

SELL BY MAIL TO AUTO-OWNERS-EASY.
pleasant work. Full instructions given; everything supplied; earnings filled; big earnings. Write: Mersal Co., 5713-B Euclid, Cleveland 3, O. au15

KIDDIE RIDES - ELEPHANT SWING, 12
capacity; upholstered seats, smooth running; in perfect condition; \$525. Also 16 capacity. Hook & Ladder Trailer with Hitch \$195. Picture on request. Hurwood, 714 Fairfax Ave., Norfolk, Va. au15

KIDDY MERRY-GO-ROUND - 8 FOOT,
trailer mounted, 9 horses, motor driven, lighted. No set up time. \$1,200. Hicks' Welding, Manchester Depot, Vt. au15

LATE CARROUSEL, WHEEL, AUTO RIDE;
take after Labor Day. Will trade Carrousel for late Eil. Write James Farrington, Canton, Maine. au15

LATE MODEL MAJOR ALLAN HERSHELL
Rocket; 20 horsepower motor, good shape, \$3,500. C-Cruise, \$3,000. Both now in operation; devily after Labor Day. Portable Scooter, building with 24 cars; sell separately; building \$2,000, cars \$20 each or make offer. 40 foot Merry-Go-Round. 20 foot Shooting Gallery. Double Loop-o-Plane \$300. Sam Edelstein, 1200 Fourth Ave., Asbury Park, N. J. Asbury Park 2-3152. au22

MANUFACTURE, REPAIR, TRADE ANY-
thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. au12

SET 4 BAZOOKA GUNS - BEAUTIFUL
set-up, \$3,500 worth equipment; make offer; will send picture. Kelley, 1465 English, Indianapolis, Ind. au15

\$1,000.00 - REPLICA 1890 GREAT NORTH
Woods Lumbering Scene platform 3'x8'; Woods, logging, oxen, saw mill, yard, camp; 16 moving characters; ideal window display, floor or trailer mounting. Harvey Ruelle, Hayward, Wis. au22

INSTRUCTIONS BOOKS & CARTOONS

FORTUNE TELLING BOOK-LEARN AND
earn the "Blakely" way, easy, simple, profitable. Send \$1 cash to Box 5644, Los Angeles 55, Calif. au15

USED CORRESPONDENCE COURSES AND
Educational Books for sale or rent. Lowest prices ever. List free. Harry J. Muzial, Englewood Cliffs, N. J. au15

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. au25

MAGIC HEADQUARTERS FOR ACCESS-
ories, books, tricks, escapes, nite club and stage illusions, circus and carnival side show acts. Magic as a Hobby, \$1. J. P. Kane, Box 379-B, New York 1, N.Y. au29

MAGICIANS, PUNCHWORKERS - PUNCH
whistles, any amount, immediate shipment. Hornmann Magic Co., 304 West 34th St., N.Y.C. Magic catalog 25¢. au25

SUB MINIATURE RADIOPHONE FOR
Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. au25

MISCELLANEOUS

FOTO-STAMPS - 100 MINIATURE PER-
sonalized photo's; zumbed; perforated; postage size; only \$2.50 for \$1. Send clear photo with order. Mersal, 5713-B Euclid, Cleveland 3, O. au15

MUSICAL INSTRUMENTS. ACCESSORIES

FOR SALE-ANY ONE INTERESTED IN
Hammond Organs and Speakers, check my ad on the Rink Skaters page. Don McElhinney, Box 207, Marion, Ia. au15

PERSONALS

AROUND THE WORLD REMAINDS-
Letters from Chicago, 25¢; Package, 50¢; relayling from other U.S.A. cities, 75¢; Monthly Business and Personal Address. Inquiries send 10¢. C. Mack's M O., 5656 North Hermitage, Chicago, Ill. au12

MAIL ADDRESS-USE MY OFFICE; LET-
ters forwarded daily; telephone service, public stenographer, notary public. Esther Lavin, 913 N. Rush St., Chicago 11, Ill. Michigan 2-6322. au22

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS
Direct Positive Cameras, Paper, Chemicals, Mount, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. au22

DIRECT POSITIVE PHOTOGRAPHERS-
We supply everything you need; reasonable prices; fast turn-around; complete camera for indoor and outdoor, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. au12

EASTMAN DIRECT POSITIVE PAPER,
cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, New York. au29

PHOTO BOOTH OUTFITS CHEAP- ALL
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PHOTOMOUNTS FROM MANUFACTURER
No middlemen; 3x5 folders, \$3/100; 4x6 folders, \$4/100; 5x7 folders, \$4.80/100; discounts; buy factory direct. Penn Photomounts, Glenolden, Penn. au29

PRINTING

ALWAYS SPEEDY, RELIABLE SERVICE.
lowest prices, 14x22 three-color window cards for all indoor and outdoor amusement purposes, 88 hundred larger, 17x26 size, \$12.50 hundred. Bumper Cards, Tribune Press, Dept. BB-A, Earl Park, Ind. au29

ANTIQUE POSTERS

Collector's Items

CIRCUS, MINSTRE DRAMA, GAY NINE-
TIES, etc. \$1 ea. List for stamp. Central Show Printing Co., Mason City, Iowa. au25

BUSINESS CARDS OF DISTINCTION-
smart, attractive, two color embossed, 1,000, \$395 postpaid; samples 10¢. Kaple Cards, 14 Oak, Shelby, O. au22

PRINTED 1/2x11 LETTERHEADS; ENVE-
lopes, 100 each \$2; 250, \$3.95. Business cards, 250, \$1.95; 500, \$2.95, postpaid. Allen, Printing Dept. BBP, Clinton, Mo. au26

PRINTING AS YOU WANT IT-LETTER-
heads, Envelopes, Circulars. Send copy for estimate. Samples, prices. Mercury Press, Box 69B, Marengo, Iowa. au15

1,000 NAME ADDRESS STICKERS-\$1.50
postpaid; white gold. Business type or personal. Order from ad or details. Stanley's General Sales, W. Main, Jackson, O. au15

H. B. DAVIS EXPANDS AGAIN takes over entire 8-story building

NAME BRANDS faster and easier SALES exciting PREMIUMS dynamic PRIZES and GIFTS

Nationally advertised brands are pre-sold for you! HOUSEWARES, APPLIANCES, COOKWARE, SILVERWARE, CLOCKS, WATCHES, JEWELRY, RADIOS, LUGGAGE.

fully illustrated NAME BRAND CATALOG

This large, handsome, 64-page catalog has more than 1,000 NAME BRAND items beautifully illustrated. The attractive cover has blank space for you to imprint your own name and address! Send for your copy . . . with confidential dealers' price list-NOW!!! Send 50¢ in coin or stamps (will be credited to your first order).

THE HOUSE OF NAME BRANDS

Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received.

WHOLESALE ONLY

H. B. DAVIS CO.
145-B West 15th Street, New York 11, N. Y.

MAGNIFICENT WATCH BRACELET

Simulated diamonds cover entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order - balance C.O.D.

Only **\$12.50** each

In lots of three. \$13.95 for sample.

NATIONAL DIST. CO.
222 Calumet Bldg. Miami, Fla.
Phone: 82-6473

COSTUMES, UNIFORMS, WARDROBES

TUXEDO SUITS, \$12; TUXEDO TROUSERS,
\$4; Tail Suits, \$12; Orchestra Coats, \$4. Cale, 1210 Jefferson St., Chicago, Ill. au29

FOOD AND DRINK CONCESSION SUPPLIES

PRE-POPT POPCORN, "READY TO EAT,"
shipped everywhere. New Popcorn Machines, Supplies. Carmel Corn, terrific seller. National Pop Corn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. au15

FORMULAS & PLANS

ANY FORMULA. \$3. FORMULA CATALOG
and chemical instruction sheets. Joseph H. Belfort, 216 W. Jackson Blvd., Chicago 6. au15

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAMEL
Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. au15

BEAUTIFUL STAINLESS STEEL ROOT
beer, popcorn concession trailer; trailer may be seen 409 State Street, Adrian, Michigan. Melvin Decker. au15

DEVRY SUPER PORTABLE FILM PROJ-
ector, 35 mm., \$65. Brotman, 2838 N. Mozart, Chicago, Ill. Phone: Everglade 4-6632. au15

1 KING ELECTRIC KIDDIE RIDE, SEATING
cap. 14. One engine and three cars; A-1 condition. Cheap at \$800. V. E. Hayes, Rt. 3, Box 274, Sarasota, Fla. au15

MISCELLANEOUS

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sonalized photo's; zumbed; perforated; postage size; only \$2.50 for \$1. Send clear photo with order. Mersal, 5713-B Euclid, Cleveland 3, O. au15

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We supply everything you need; reasonable prices; fast turn-around; complete camera for indoor and outdoor, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. au12

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1,000 NAME ADDRESS STICKERS-\$1.50
postpaid; white gold. Business type or personal. Order from ad or details. Stanley's General Sales, W. Main, Jackson, O. au15

LOWEST PRICES EVER

LADIES' RING - A gorge-
ous solitaire that any woman would be glad to have. 10 kt. gold or rhodium plated. \$1.25 dozen. Min. not less than 1 doz. of any ring number. \$12.00 gross. In Minimum Gross Lots of one gross each item.

SKULL & BONES -
Always popular and excellent for give-away. With 2 limit stone eyes. \$12.00 gross.

BIRTHSTONE RING
- A real flashy birthstone in beautifully designed ring. Comes in all birthstone colors. Always BIG.

MINIMUM ORDER \$10. DISTRIBUTORS: 10% discount on all orders
of 10 gross or more on the rings. 25% deposit required with all orders, balance C.O.D. All rings for resale, otherwise add 20% fed. excise tax. \$20 Minimum on all orders from Canada and other foreign countries. Over 1,000 other styles of rings-SEND FOR CATALOG. Velvet-lined, open-face trays, holds 12 rings, 50¢ each. Closed lid trays, holds 12 rings, \$1 each. Ring boxes from 60¢ doz. up.

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Your Sales Skyrocket with these **PIONEER Qualatex SUPER-Agate BALLOONS!**

Hotter 'n a firecracker in bright shiny colors that can't rub off . . . carnival crowds clean you out in a hurry! Order No. 10 MSG house Head and other profitable SUPER-Agates from your Wholesaler or write The PIONEER Rubber Company, 407 Liffin Rd., Willard, Ohio.

Guaranteed by Good Housekeeping

NEW-FAST SELLERS for Men & Women-BIG Profit

Everyone wants these beautiful copies. Set your own HUGE Profits.

WRITE TODAY FREE CATALOG

and details. Mds. for resale only. Unlimited possibilities! 50 styles of simulated diamond rings in Rolled Gold Plate and Sterling Silver, \$6.00 per dozen up. Copies of expensive Diamond Jewelry.

TITANIA GEM We sell only best quality stones-10K & 14K mtd.

DES MOINES RING CO.
1155 26th St. Des Moines 11, Iowa

CATALOG No. 107 for ENGRAVERS DEMONSTRATORS FAIR WORKERS

CATALOG No. 57 for a COMPLETE LINE of VOLUME SELLING JEWELRY

Write for Yours Today-State Your Business.

BIELER-LEVINE
5 N. Wabash Ave., Chicago 2, Ill.

FOR SALE-SECOND-HAND SHOW PROPERTY

ALL 16MM SOUND - WESTERNS, \$18;
Features, \$21-\$24; Serials, \$5 episode. Used projectors cheap; program rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn. au15

A BIG LOT EXCELLENT USED 16MM
Sound Feature Pictures; many previously leased only now for sale at \$29.95 up. Excellent used 16mm. Sound Projectors, all leading makes, \$129.95, some \$89.95; new used 16mm. sound Shorts at bargain prices. Big catalog free. Blackhawk Films, 702 Eastin Bldg., Davenport, Iowa. au29

A COMPLETE TENT SHOW OUTFIT-JUST
flame-proofed; for dramatic, musical, minstrel or small circus; tent 50x120, 9 ft. wall; approx. 400 chairs, 5 length, 7 high seats; 7 1/2 kw. light plant, wiring lights, etc.; 15x30 ft. stage with scenery drops; semi truck, 2-4 wheel trailers, etc. A fast \$3,000.00 will take it, or open to offers on what you can use. H. A. Phillips, 5717 Harkins Ave., Los Angeles 34, Calif. au15

BLEACHERS - ALL TYPES FOLDING
chairs, stadium cushions, screens, theater chairs, sidewall tents. Lone Star Seating Company, Box 1734, Dallas, Tex. au15

FOR BEST RESULTS use this low-cost Attention-Getting Profit-Making DISPLAY CLASSIFIED style of ad See first page this section

FOR SALE OR TRADE-7-TUB-TILT AND
8-Car Octopus. Both with transportation. Take Eil No. 5 Wheel on either. Tilt, \$6,000. Octopus, \$4,000. Kid Cage Wheel on trailer, \$750. C. A. Goree, care Goree Shows, McCook, Neb., this week, then per route. au15

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ture Golf, \$7; Fun House, \$10; Pit Show (with illusions), \$8; Panel Front (truck) Show, \$7; Mouse Circus, \$3; Bingo or Sit-down Grab (14x28), \$5; all 7, \$33; free catalog. Brill, Box 875, Peoria, Ill. au15

KIDDIE RIDES

Six Basket, Ferris Wheel on trailer. Eight-
plane Airplane, with guns. Portable. Ideal for fairs, celebrations. Must sell by Sept. 7. Operating now Louisiana State Fairgrounds. CLYDE MATTHEWS 2710 Edgar Shreveport, La. au15

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tion; booked if wanted. New canvas, \$1,500. Box C 368, c/o Billboard, Cincinnati 22, Ohio. au15

PICTURE EXPANSION IDENTS No. 900

Polished Nickel Plated Bulk \$9.00 doz. Gold Plated \$10.80 doz. Bulk

Boys', Girls' and Baby Expansion Idents, \$5.64 per dozen, nickel plated. 1953 CATALOG WITH NEW NUMBERS READY

FOR ENGRAVERS & DEMONSTRATORS State your business

DEXECO, INC.
Manufacturers of engraving jewelry
191 SOUTH STREET, PROVIDENCE 3, R. I.

ENGRAVERS-CONCESSIONAIRES AND OPERATORS

SEND FOR OUR GENERAL CATALOG LISTING IDENTS-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS-ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

RINGS \$5.50 Per Gross and up HAND POLISHED IDENTS \$7.50 Per Gross and up

No. 2400, assorted styles-per gross \$5.50 No. 2000, aluminum idents-per gross \$7.50

WE PAY POSTAGE ON ALL PREPAID ORDERS WITH THE EXCEPTION OF AIR MAIL

Free Vibro-Graver Outfit With Each Order Amounting To \$100.00 Or MORE
Free Parking For Our Customers In Parking Lot-Directly Across The Street

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All Phones-Franklin 2-2567

DIRECT FROM MANUFACTURER LADIES' ADJUSTABLE RINGS TIFFANY COPIES

\$3.50 per dozen, 12 ass'd in attractive display, \$39.00 per gross. Finest machine-cut Rhinestones set in flashy gold-plated settings. Large Opal, Cameo, Onyx and Simulated Diamond center stones. MEN'S LARGE STONE RINGS in latest styles-\$3.50 per dozen.

OTHER SENSATIONAL ITEMS

Retractable Ballpoint Pens, \$3.50 per dozen. Rhinestone Charm and Dangle Bracelets, \$6.00 per dozen, boxed. Scatter Pins, in pairs, \$3.50 per doz. Hoop, Dangled and Pierced Earrings, \$2.50, \$3.50 and \$6.00 per doz. Necklace and Earrings Sets, \$7.50 per doz., boxed. 50 OTHER ITEMS OF COSTUME JEWELRY, 3-4-piece sets in all Rhinestone, Goldplate and Pearl. All Sets handsomely gift boxed!

SPECIAL ANNOUNCEMENT-OUR NEW, ENLARGED CATALOG WITH HOUSEHOLD APPLIANCES, RADIOS, CLOCKS, CUTLERY, WATCHES AND WATCH SETS . . . NOW READY!

PACKARD JEWELRY CO.
220 5th Ave., New York, New York

GIVE TO DAMON RUNYON CANCER FUND

Phenomenal VALUE I.D. Bracelets

\$5.50 DOZ.
\$63 GROSS



Never before such a glamorous bracelet. Glamorous double snake-link chain adds expensive look. A fast seller for gifts and personal use. Standard size plate for engraving. Available in rhodium finish or 14 kt. gold finish or assorted.

Leave it to Sterling to come up with great values. This is it! Minimum order, one dozen.

- Wide Engraving Plates
- Double Snake Band
- Safety Clasp
- Adjustable to Size

25% deposit with order, balance C.O.D. \$20 min. on all orders from Canada and other foreign countries.

Send for Catalog Sterling Jewelers
44 E. Long St. Columbus, Ohio
Phone: ADams 4621

SALEMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. R-109, New York 11, N. Y. au29

MATURE SALESMAN — AAA-1 ETHICAL company seeks one more man in nearly every major city. Good, growing income on high commission basis. Call only on business firms to sell country's highest quality calendar advertising, business Christmas cards and executive gift advertising. 25% year end bonus, profit sharing retirement plan. A show business veteran who can carry himself for 30 days can find a wonderful future with us. Write fully to Box C-390, care The Billboard, Cincinnati 22, O.

SCENERY & BANNERS

FLAMEPROOF CURTAINS—THEATRICAL, Carnival, Stage, Concession Stands; all sizes and types. Wide selection colors. Fabrics, Satins, Velours, Plushes, Damasks, etc. Immediate delivery. We're overloaded! You save 1/3 now! Send your dimensions and needs for quotation. We ship immediately, ready to hang. Buy direct from Knoxville Scenic Studios, Box 1029, Telephone 7-5551, Knoxville, Tenn.

NIEMAN CARNIVAL, CIRCUS BANNERS— The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA 6-2544. au15

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles, 3. au15

LEARN TATTOOING—15 BASIC LESSON course, \$25. Illustrated brochures of course and tattooing supplies, 25c. Zeis Studio, 728 Lesley, Rockford, Ill. au15

WANTED TO BUY

CAN BUY USED TENT—FROM 60 TO 80 foot round top or square end with middle piece. Box 873, Billboard, 1364 Bway, N.Y.C.

CIRCUS CALLOPE TABLEAU BAND wagon or similar wagon suitable for Callope. Also blower for Callope. W. P. Ackerman, Sidney, Neb.

WANTED—2 CONCESSION TENTS 10x10 or larger. 1 Grab Concession and 1 Ball Game. Send lowest price. Roy Steers, 19 Seaboard Ave., Raleigh, N. C.

WHAT HAVE YOU TO SELL FOR A Handful? Act? Need specialty Bear Giant and Towers Detective Handcuffs. State price and particulars. The Great Ferrari, care Clark, 4207 Pacific Ave., Willwood, N. J. au15

HELP WANTED

DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustration or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

CHICAGO'S FINEST COMMERCIAL TEN- or band desires partner, agent and road work. Bandleader, 2831 S. Hamlin, Chicago 23, Ill.

SAX AND CLARINET ABOUT SEPT. 3RD for polka band. Present man going to college. Viking Accordion Band, Albert Lea, Minn.

DIXIELAND MUSICIANS WANTED — NO progressive, all instruments. Write Tiny Hill, 203 North Wawash, Chicago, Ill. au15

TENOR MAN, IMMEDIATELY FOR MID- west territory orchestra. Salary, no lay-offs. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

WANT — DOG, BIRD MAN ASSISTANT. Future understudy. Pamahasika's Studio, 3504 N. Eighth St., Philadelphia 40, Pa. SAgmore 2-5536.

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

AT LIBERTY—COLORED ORCHESTRA. Available 3 or 4 piece band, sing and play dance music, also play floor shows. Orchestra Leader, 5727 So. LaSalle, Chicago, Ill. Phone Normal 7-4152.

DIXIELAND BAND WANTS ADVANCE engagements, handie dance and top shows. Write leader, Bill James, 1686 Washington St., Boston 18, Mass. au22

CIRCUS & CARNIVAL

AERIALIST — MALE; EXPERIENCED, single, age 24, draft exempt; can work cradle, traps or wire. Photos and information on request. Wire or write Aerialist, 1701 East Hill Rd., Muskegon, Mich.

AT LIBERTY — CARNIVAL AGENT 27 years' experience and first class promoter. Sober and reliable. Address Doc Stoddard, Charlevoix, Mich.

MUSICIANS

ALL AROUND TROMBONE AND BARI- tone; read trumpet or sax parts. Like to hear from headquartering Midwest old time orchestra. Have new big car if you need transportation. Box C-388, Billboard, Cincinnati 22, O.

BEST, WELL KNOWN, RINK ORGANIST— Years of experience; played state and nationals; want year around position, with or without organ. Excellent references, consider making tapes. Box C-386, The Billboard, Cincinnati 22, O.

A-1 RINK ORGANIST AVAILABLE FOR year round operation. Twelve years' experience; best rinks; locate anywhere. Organist, 771 Sea St., Quincy, Mass.

ELECTRIC GUITAR—BASS; SOLO, rhytms; four years top trio; vocals, solo harmony. G. A. Erickson, 105 Harmon Hotel, Minneapolis, Minn.

FIDDLE MAN—WESTERN SWING; ETC. Read; fake; have good library; young; union; married; dependable; go anywhere; join immediately. Beautiful wardrobe, all offers considered. Been on radio staff three years. Reason for Ad, station discontinued Western Staff Band. Wire, write; Freddie Stone, Manderin Trailer Park, 3303 W. Broadway, Council Bluffs, Ia. au22

PIANIST — DOUBLE SOLOVOX; PREFER supper club or high class cocktail lounge; can play any request; nice appearance. Available August tenth, Box C-367, Billboard, Cincinnati 22, O.

PIANIST—RELIABLE, SOBER; LOCATIONS only. No panic bands, please. Musician, Box C-389, care Billboard, Cincinnati 22, O.

PIANO—ALL STYLES, ALL ESSENTIALS; hotel or commercial bands or combos preferred; cut anything. Box C-384, Billboard, Cincinnati 22, O.

PIANO MAN FOR DANCE BAND OR combo; drive; house in territory; state salary. Pianist, 219 Tangle St., Logansport, Indiana.

SAX MAN — AVAILABLE IMMEDIATELY; tenor, alto, clarinet and flute; prefer society band location. Les Dickson, 287 N. Bellevue, Memphis, Tenn. au15

TRUMPET — EXPERIENCED; LEAD; SEC- tion; cut shows; available. Irv Inselman, 2362 Secor Rd., Toledo 6, O., Jordan 2154. au15

YOUNG, SINGLE AND RELIABLE EX G.I. bass viol and recording bass player with name and dance band experience; write or wire collect. Howard Erickson, Hawley, Minn. au29

2 ATTRACTIVE GIRLS — TENOR; ALTO Sax; Clarinet; Drums; Vocals. Wish to team up with two other musicians or join commercial unit; no union; prefer location. Box C-385, Billboard, Cincinnati 22, O. au15

PARKS & FAIRS

AMERICA'S FINEST HIGH WIRE ACT— Dollar for dollar your best entertainment buy. Fifty five foot rigging, five thousand watts illumination, colorful pennants. All commercial unit; no union; send them away talking. Contact Frank Cook, New York 36.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. au15

CHARLES LA CROIX — OUTSTANDING trapeze act. Available for outdoor celebrations, homecomings, etc. (platform required). For all particulars address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

DASHINGTON'S DOGS AND CATS ACT— Open after Labor Day. Fairs, celebrations; any show anywhere. Address Deer Forest Park, Coloma, Mich. au22

DOG ACTS AND TRICK ROPING — FOR circuses, fairs, night clubs, schools, parties. Have transportation. Permanent address, Sarasota, Fla., 3107 West Place, Rose Washington.

FEARLESS STARS—WORLD'S HIGHEST contortion trapeze act, featuring Jaydee the Great and 2 gorgeous girl aerialists. Have open time. Contact Jerry D. Martin, Billboard Office, Cincinnati, Ohio. au5

PAMAHASIKA'S FAMOUS BIRD CIRCUS— Large white Cockatoos, Macaws, etc. They present the War Fire Scene; it's tops. 3504 N. 8th St., Philadelphia 40, Pa. au6

SENSATIONAL MacDONALD AND HIS high shallow water diving, flames, shallow tank, spears, rigging, etc., featured by Fox Movietone; over 20 years of impressive results. Receiving high rating on the applause meter. 456 Lamphier Pl., Warren, O. Phone 45337. au19

SENSATIONAL COMEDY ACROBATIC act; troupe, fine white Spitz Dogs, outstanding novelty foot juggling act for fairs and celebrations. Have some open time in July, August and September. The Miller Troupe, 1895 N. Kansas Ave., Springfield, Mo. Phone 4-4734. au15

SNELL BROTHERS CLOWNS—AVAILABLE for parks, fairs, celebrations; clown numbers, come-ins, etc. Write care General Delivery, Lovington, Ill.

I TO 6 ACTS—PONIES, DOGS, MONKEYS, Acrobatics, Jugglers; literature. Address Variety Artists, 2015 Oliver St., Ft. Wayne, Ind. Phone H-37232.

VAUDEVILLE ARTISTS

ATTENTION, USO TROUPES & AGENTS— Comedy team, Hannon & Jones, desires work with any USO unit. Comic has had 4 1/2 years of TV experience, worked also as disc jockey and MC. Straight man possesses fine tenor voice, was former vocalist with Baltimore Colts' (football) Band. Both single and draft exempt. Available in Sept. for USO work; also open for general bookings. Contact Bob Jones, 1330 West 40th St., Baltimore 11, Maryland.

COMEDY TEAM — 2 CLEVER YOUNG comedians, sing, dance, do impressions, etc. Available anywhere. Contact Frankie Richards and Joey Lido, 473 So. 10th St., Newark, N. J.

FEMALE IMPERSONATOR WITH CUTE figure; open for night club bookings. Singing, strip tease and ballet, with large flashy wardrobe and costumes; will send photos. Write Jean Thomas, Box 116, Oswego, Oregon. au29

VERSATILE PERFORMER—STRAIGHT OR comedy. Partner or will join act. Roland Romas, 487 Park Place, Brooklyn, N. Y. ULster 7-0504.

VOCALISTS

STRONG BARITONE VOICE—GOOD FOR stage; Chloee, Old Man River, etc. Double A-1 Clar., Alto Sax or Join Latin American Orch. Sing Sorrento, etc. Go anywhere—foreign country or can lead combo. J. Jerome, care 2869 Beulah Rd., Columbus 11, Ohio.

Fix Kids

DIZZIEST — FIZZIEST
BAR GADGET EVER

BRAND NEW!
Amuse and confuse friends with Fix Kids. SENSATIONAL NOVELTY provides laugh-a-minute when Fix Kid does his stuff... automatically! Ten to 30 minutes of MYSTERIOUS MAGICAL ACTION. Use ordinary faucet water for bubbles of fun. AVAILABLE IN BOY OR GIRL models individually packaged with simple directions and a Fix tablet for action plenty.

JOBBER, DISTRIBUTORS: Be first to sell this new hilarious novelty — write, wire or phone for quantity prices.

Dealer's cost: **\$4.50 doz.**
\$48.00 gr.
boy, girl or assorted

G & S Mfg. Co.
Dept. "B" NASHVILLE 3, TENNESSEE



BAKED ENAMEL

18" LOW STAND FAN

Big 18" BLADE
Lots of 6 \$21.90 Ea.
F.O.B. Chicago—K.D.

SAMPLE \$25.00 Ea.
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1/3 H.P.—C.E. Motor.
For Stores, Taverns and Factories.
For 24-inch Blade, Add \$4.00.
TERMS: For 24-hour service send P.O. money order or certified check in full. F.O.B. Chicago.

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721 W. Randolph St. Chicago, Ill.
Phone: RANdolph 6-4183



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TOP BANANA HAT

Specials

The best made hat on the market. With elastic bands for adjustable sizes. Large variety of color and designs.

\$5.50 Dozen \$60 Gross



LATEST CREATION
Checked be-bop hat with Pompon for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.

\$4.50 PER DOZ.
\$45.00 GROSS

SPECIALS

Coolie Hats, medium size... \$2.25 doz. \$24.00 Gr.
Coolie Hats, large size... 2.50 doz. 28.00 Gr.
Kiddie Felt Caps, with pompon and piping, assorted colors and sizes... \$27.00 Gr.
Large Felt Jockey Caps, with Pompon and piping, assl. colors and sizes... \$37.50 Gr.




The Latest Craze

WHITE STRAW COWBOY HATS

\$4.50 DOZ.
\$51.00 GR.

AND ASSORTED COLORS



3-PIECE PEN SET

WITH METAL CAPS AND CLIPS

Consisting of ball point pen, fountain pen and pencil. In beautiful box. Beautiful gold embossed \$7.50 tag comes with set.

\$4.50 per doz.
\$42.00 per gr.
American made



HARRIS TOPS THE FIELD

with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp—matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings, sold complete in a silk lined, velvet covered box with \$27.50 price tag.

\$12.00 Doz.
Sample \$1.50

This is a terrific flash and sells on sight. Canvassers and agents are cleaning up.

\$5.50 doz. complete with case

Army Air Force SUN GLASSES
in beautiful leatherette case gold finish frame and adjustable and flexible ear piece.



Attention, Promoters!
The New Retractable **BALL PEN** with New MIRACLE INK

Only \$36

Gross Sample Dozen \$3.50. Guaranteed Not to Leak Not to Smudge

PRESS BUTTON—IT WRITES
PRESS CLIP—POINT DISAPPEARS

Immediate Delivery—Any Quantity
25% Dep., Bal. C.O.D.—2 Samples, \$1.00

PACKARD BALL PEN
28 East 22nd St. New York 10, N. Y.
SPring 7-1780



25% deposit required—Money order, or cash. We ship same day as we receive order. Ship all over the world.

HARRIS NOVELTY CO.

1102 Arch Street PHILADELPHIA 7, Pa. THIS IS OUR ONLY STORE
Phones: MA 7-9848 WA 2-6970 SEND FOR LATEST CATALOG

WANT TO MAKE REAL MONEY!
Make up to \$50.00 in a day selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. Sustained by national publicity program. Write for free details today to

WEST JACOBWEAR CO.
53 West Jackson Blvd., Dept. BB-818 Chicago 4, Illinois

TERRIFIC SELLING TRICK!
"4 NICKELS TO 4 DIMES" No skill required! Magic tag changes 4 nickels into 4 dimes!

SAMPLE—\$1.00 POSTPAID
WHOLESALE—\$10.00 for 2 doz., postpaid. Jobber's price —\$48.00 gross, F.O.B. factory. Remit with order.

D. ROBBINS & CO.
127 W. 17 St. New York 11, N. Y.



2 BRAND NEW BIG FLASH BALLOONS

No. 12 Mickey Mouse Agate or Mottled
No. 14 K Kat Head Mottled

BIGGER FLASHIER & GOOD PITCH

- Made from a brand new compound especially developed for outdoor selling.
- Available S-T-R-E-T-C-H-E-D for bigger value at the handout.
- Priced right... ask your jobber for

No. 12 HM-SAG
No. 12 HM-SMO
No. 14 K-SMO

The OAK RUBBER CO.
RAVENNA, OHIO.

Pipes for Pitchmen

By BILL BAKER

ALL BUDDIES . . . of the pitch fraternity get a sorta nostalgic jolt out of reading the bits submitted to the pipes column. Naturally, we are happy to publish them, but unless the copy is written legibly (we don't maintain a staff of graphologists), it's liable to wind up in the limbo from which there is no return—the wastebasket.

THE PROLIFIC . . . Henry H. Varner pencils from his lair in Akron that he and the Hon. Charles W. Kelly, former local judicial big wheel, caught the Mills Bros.' Circus when the show played Garfield Heights, O. Henry also had a chance to shoot a little breeze with Sasha and Koko, two English clowns.

FRED W. LANGER . . . pipes to tell us of the passing of one of his old pitcher pals, Al W. Fisher July 7. According to Fred, old Al had a pretty rugged time before he bowed out. It seems that he suffered a stroke while working in Auburn, N. Y. Taken to the Veterans' Hospital, Syracuse, he developed a blood clot on the heart and paralysis of the throat. You generally hang up your gloves after going a couple of rounds with a rough combination like that, and Al was no exception.

IT'S NICE TO HEAR . . . from Madaline E. Ragan, who pens: "It's a long time since I have piped in, so here goes: Sure sorry to hear of the passing of my old friend, the Mississippi Kid. I know every pitchman from the old

school and was shocked to hear of his passing. Two real troupers and real pitchmen have left us recently, Babe Keating and the Kid. They sure will be missed by many. Well, Hillbilly Holler is now only a legend. Mary has sold out and moved to Oregon, where she is working the farm sales and doing some fishing. Dick and Chet Wedge are there with her. Billy and Ethel Beam are working Oklahoma and Texas. They didn't take their show out, as Billy's mother has been so sick, so they are staying near her at Muskogee, Okla. Thunder Cloud, Billy's partner, is back in Philadelphia. Dr. and Lillian Marvin are busy as beavers in their shop at Portland, Ind., getting their new kitchen gadget ready for pitchmen to work at the fairs this year. My husband, Ray Herbers, and Ted Palmer are still busy getting their new product ready for fall. Tip and Lil Hallstrom are still knocking them dead in New Jersey. Recently met Nellie and Tom Cunningham, of flower note; Jack and Louise Joyce, Tom Kennedy and Hank Fredericks. We sure cut up a lot of jackpots. Herman Keller and Murrey Harman are at a beach in New Jersey. Carl Marlow is in a hospital for an operation. Teresa and Arlene Sidenberg are working the fairs in Illinois. Among those who worked Selins Grove, Pa., Fair recently were Half Moon, Lillian and Henry Tummini, Peco, and several J.C.L. Chief White Horse and Princess Yellow Robe, and Clark and Alma were seen working Cleveland, as was Jimmy Phillips."

Oak Balloons

For Immediate Shipment.
Write for FREE Catalog.

STATE NOVELTY CO.
618 W. St. Clair Cleveland 13, Ohio

CLOSE-OUTS STUFFED TOYS!

LIMITED AMOUNT ON HAND.
DON'T WAIT! WRITE TODAY!
REDUCED PRICES ON ALL TOYS.

15" hooded rayon cloth, pressed face boy, girl or clown. Cello bags. \$5.25 doz. Gross lots . . . \$ 4.75

29" White POLAR BEAR. Pliofilm bag. Woolly material. \$27 doz. 6 doz. lots . . . \$24.00

24" Clown, Brother & Sister. Rayon silk. \$9.60 doz. in gr. lots . . . \$ 9.00

18" and 12" asstd. rayon plush. Scotties, Terriers, Bears. \$4.50 per doz. in gr. lots. \$5.75

No extra charge for Sample.
37 pieces (all sizes) . . . \$19.50

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Please state nature of business.
25% dep., C.O.D. if not rated.
F.O.B. N. Y. C.

ACE Toy Mfg. Company
122 W. 27th St. N.Y. 1, N.Y.

JAR DEALS and MATCH PAK DEALS

PUNCHBOARDS
PREMIUMS

Make BIGGER PROFITS WITH Galentine!

WRITE FOR CIRCULAR

GALENTINE NOVELTY CO.
SOUTH BEND 24, IND.

AGENTS

Air Tight, Self Sealing Clear View, Flame Proof PLASTIC TOBACCO POUCH. Regular \$1.00 value, your cost 50¢.

For Demonstrating Samples Send 25¢ in Coin.

J. M. GORDON LABS.
Dept. B
CROTON-ON-HUDSON, NEW YORK

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials. Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods Your Are Interested in.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

New York

The American National Retail Jewelers' Association announced recently that retail jewelry store sales declined 18 per cent in 1952 from the 1950 figure. In the latter year, net sales had risen 18 per cent above 1949, breaking the downward trend that started in 1947. Resumption of the slump in sales, the announcement pointed out, indicates that the 1950 spurt in business was due to scarce buying resulting from the war in Korea. The findings were based on a survey of member stores thruout the nation. Net profits compared with sales eased 1.4 per cent from 1950 to 1952, the report stated. Th leading sales producer in jewelry continued to be diamonds, followed by watch and clock divisions. The larger stores reported that diamonds accounted for 19.9 per cent of sales, while sterling flatware was second with 13 per cent. In the smaller stores, watch and clock divisions did 17.5 per cent of sales and diamonds 16.1 per cent.

The Dr. Ellis Sales Co., Inc., has moved to new quarters at 805 East 140th Street. . . . A new three-step first-aid kit for the harried housewife, unable to cope with a multitude of spots and stains on rugs, has been announced by Rug-Aid Products, Inc. Retailing for \$1.98, the kit is said to be the only complete home-aid outfit designed and guaranteed to remove more than 120 common stains from wool, rayon and cotton rugs.

Pittsburgh

Picto Soap Company is producing "varied shapes and sizes of soaps bearing colored pictures and designs that won't wear away" as the soap is used. Demand is reported high for novelty soaps and soaps carrying advertising messages. . . . William Nesbit Company has the Great Lakes glass rod and reel at \$29.95, and a new 50-foot steel tape, packaged in a celluloid container, as a promotional item.

Chicago

Standard Industries, Inc., invites jobbers and dealers to visit its new showrooms, now conveniently located in the center of town at 2118 South Wabash Avenue. The showroom is said to be the acme of modern wholesaling and displays Standard Industries' complete line. Free parking is available.

PRE-SEASON SALE!

POPULAR BRANDS 70% NEW WOOL BLANKETS

REGAL MAROON—FOREST GREEN—GOLDEN RUST—ROYAL BLUE—2" SATIN EDGE

LARGE SIZE
72x84

\$5.25 EA. LOTS OF 6

SAMPLE \$6.50 PREPAID
RETAILS FOR \$19.50

ALL BLANKETS 70% NEW WOOL

30% RAYON, NO REPROCESSED OR REUSED WOOL

CLEAR PLASTIC CONTAINER

WE CARRY OVER 400 ITEMS . . .

WRITE FOR PRICE AND ILLUSTRATED FOLDER

STEINBERG-ROSS
628 WEST ROOSEVELT ROAD
CHICAGO 7, ILLINOIS

The Practical NEW COIN-TOKEN HOLDER

Perfect For: Subway Tokens, Parking Meters, Fares—Tolls, Change—Keys

KEY CHAIN #51

Retail 10c

\$6.85 Gross

JOBBER WRITE FOR QUANTITY PRICES

Red and shell styrene; 2-dozen to card, or 3-dozen to box individually carded. The best coin holder ever yet! It guarantees repeat sales. Try it—They'll Buy It!

Terms 25% Deposit, Balance C.O.D., F.O.B. New York. Open accounts to rated firms only.

GORDON MFG. CO. 110-B East 23rd Street, New York 10, N. Y.

A Big Little Camera Buy!

A HIT!

One of the smallest cameras in captivity. The HIT Camera is NOT a toy! This camera is capable of taking clear and sharp candid photographs which can be enlarged many times original size. The HIT is only 2" X 1 1/4", and is complete with its own Genuine Leather Carrying Case. It takes 7 pictures to the roll. 5 rolls of film, only 60¢.

All C.O.D. orders 25% deposit.
Write for Free Catalog

STANDARD INDUSTRIES, INC.
2118 So. Wabash Ave. Chicago 16, Ill.

\$1.40 each complete with leather case, in lots of 6 or more. Sample only \$2.00

SI-FUN

\$1.00 Sample and catalogue
\$7.50 Dozen P.P. Paid

Fits all ginger ale and soda bottles

MANNEKEN MIXER

\$1.00 for sample and catalogue
\$6.50 Dozen P.P. Paid

What makes it run, change base

Bubble Boy FOR YOUR BAR

NEW! NEW! NEW!
Brussels Boy Fountain comes to "Automatic" Life!

MYSTERIOUS—MAGIC—ACTION
No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.

Confuse Your Friends with a phoney Action Hi-ball. Greatest Bar Gadget ever invented.

Send \$1 for sample
10 day Money Back Guarantee
1 doz. \$6.50—Gross \$78 P.P. Prepaid

HOLLYWOOD HOUSE, Mfg.
2262 Norvic Pl. Altadena, Calif.

Send this ad with \$2.00 with your name and address. No letter required. All 3 samples shipped P.P. prepaid Cash, check or money order.

HERE IT IS! The Sensational LOW-PRICED GRAB BAG BRACELET . . . \$9.50 per gross

DAY and NITE SERVICE . . . call us anytime from anywhere. Orders shipped at once . . . no deposit required on C.O.D. orders . . . we pay postage on all prepaid orders except airmail. Send for NEW 1953 CATALOG of new engraving items.

No. 35—Gold Plated Fancy Double Heart Ident.

NOW READY FOR IMMEDIATE SHIPMENT! Free Samples to Concessioners

'Originators of the All-Aluminum Ident'

MILLER CREATIONS 7739 Avalon Chicago, Ill. Phone: WATERfall 8-8855

Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63

JUST OFF THE PRESS—NEW CATALOG

No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstrators. Division of Mahren Ring Company. Showing Over 750 Ring Styles. Orders shipped same day at Providence prices plus 10% discount. Consult catalog.

McBRIDE JEWELRY CO.
1261 Broadway at 31st St. N. Y. 1, N. Y.

BB4	Dart Balloons in 25 Gross Lots	Per Gro. \$.65
BB10	Assorted Slum Give-Aways	10 Gro. for 9.00
BB740	Imported Hawaiian Leis	10 Gro. for 16.50
BB9403	Bamboo Pennant Canes	1000 for 15.00
BB6251	Corks for Cork Guns	1000 for 2.75

WRITE FOR CATALOG—WE DO NOT PAY POSTAGE

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

PRICE LIST NOW READY

Whips, Batons, Canes, Hats, Balloons, Flying Birds, Leis, Mexican Bird's Nest Hats, Slum, etc. Write today.

ADVANCE NOVELTY CO.
7000 W. WARREN AVENUE Phone: TYler 8-5240 DETROIT 10, MICH.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Moore, Mrs. G. ... 15
Naramore, Charles E.
(License Plates), 15

Acuff, Ray & Ruth
Adams, Geo. (Gypsy)
Adams, Wm. P.
Admiral, J. C.
Albert, Mrs. E. J.
Alford, Maurice
Allen, Frank
Allen, Fred L.
Allen, Sunny & Mrs.
Amarantes, Rev.
Ames, Geo. L.
Annis, Ralph J.
Anthony, Corrinne
Anthony, Mr. Pat
(Wild Animal Act)

Arthur, Bob
Audit, Raymond
Austin, Arthur
Barden, Ray
Barnes, Charlie &
Basal Walker
Barrett, Martin
Barron, Freddie
Barry, A. J.
Barton, Billie
Bauman, K. A.
Bayes, Dick
Beall, Hiram & Mrs.
Beal, Joe
Beard, A. J. (Powder
Puff)

Beatty, Walter
(Concession Agt.)
Behne, Rose
Bell, Billy Eugene
Bellow, Jim
Bellows, Mrs. A. G.
Berall, Ronnie
Bergen, Fred (The
Silver Condors)
Berry, Ace
Bertram, Dick
Betts, H. O. & Mrs.
Black Diamond Show
Blair, M. (Mgr.)
Blackburn, Hedgack
Blaise, Zora
Blakely, Duke
Blanchard, G. C.
Blanton, J. W.
Bloom, Bob
Bluestein, Sammy
Blumenthal, A. L.
Bolt, J. P. (Royal
Expo. Show)

Borgia, Sherry
Bozeman, Wm.
Brad, Fred
Brad, Mrs. Fred
Bradley, Earl J.
Bradley Thos.
Brady, F. J.
Branham, Joe A.
Bright, Mr. Carolina
Brink, Arthur Ernest
Briskey, Andy
Broadway, Donald O.
Brookshire, John
Brown, Mrs. Floyd E.
Brown, Mrs. Mona
Vaughn
Brozio, Walter C.
Bruce, Leonard
Bruner, Jack
Bryne, Dave (or Dave
Byrnes)

Buck, Stephen B.
Buckland, Dillie
Budd, Charlie
Bullock, R. T.
Burdick, Chas. A.
Burke, Michael F.
Burton, Ben
Bush, Robt. W.
Callari, Virginia
Campbell, Thos. L.
Carroll, Tommy
Carson, Mrs. Barbara
Carter, Mrs. Virginia

Carver, Mr. Omie
Cash, Maurice
Cassidy, James
(Cassidy Glass
Chambers, Mrs. Patay
Chapman, Ivan J.
Chapman, Earl A.
Chapman, J. B.
Chicotella, M.
Christensen, Geo.
Christy, Eugene C.
Clark, Mrs. Trixie
Clemons, Dick (Wild
Animal Trainer)

Clein, Kenneth
Clifford, Edw.
Colella, Lou Joe
Coleman, Frederick
Collins, Robert Roy
Conley, Eddie
Conners, James
Cook, Lawrence
(Piano Roll)
Cooke, Mrs. Dano V.
Cooper, Quey R.
Costa, Joe
Costello, Wm. D.
Cotter, Roland (Rigger)
Cotton, J. R.
Cotton, Ray
Crawford, B. F.
Criswell, Chas. E.
Crockett, T. J. Tex
Crowell, Ida May
Cruse, Jimmie J.
Cruz, Edw.
Cunningham, Mrs.
Curtis, Date & Mrs.
Daniels, Anne Louise
Darling, Alpheus E.
David, Munny
Davis, Betty Lee
Davis, Daryl R.
Davis, Harry Z.
Davis, Larry C.
Davis, M. C.
Davison, K. (c/o Doc
Fisher)

Dean, Aloha
Deffendoll, Glenn
Deleon, Bill H.
Delph, Tommy
Demetro, John
Denning, James & Mrs.
Detweiler, B. Arthur
Dewey, Hal J.
Dick, Billy
Dillon, Dick
Dreier, H. H.
Duchene, Lewy
Dufault, Roland
Eck, Bill
Eddins, Ray
Egan, John R.
Eggar, Mrs. Geo. B.
Ehlers, Wm. A.
Eli, Danny
Ella & Vito
Elliott, H. Clay
Emerson, Whitely
Erdman, Mr. Lee
Evans, Dan
Evans, Frank
Evans, Mrs. Helen
Ewing, Burton
Fay, Essie, Alvin or
Forester

Ferguson, Vivian
Fink, Anthony
Fireside, Isadore
Fitzgerald, Eddy
Flake, Mrs. James
Folk Celebration show
Fowler, Mrs. Mae
Francis, David J.

Francis, Mrs. John
Frank, Chas.
Franklin, Jack
Frazier, Raymond
Freeman, Carl
Frozo (Mechanical
Man)
Fuller, Johnnie
Gage, Ronald Walter
Gallagher, Jack
(Playland Shows)
Gallo, Mr. Mickey
(Gator Chuck)
Gambone, Felix
Garfield, Dr. (Unborn
Show)
Garland, Mrs. Joe
Garner, Tex
Gates, Raymond
Gautreux, Delphis H.
Gennusa, B. C. & Mrs.
Gerrard, Gerry
Geran, Wm.
Gerard, Mrs. Edna B.
Gibson, Ben
Gibson, Lea K.
Gillisson, Mrs. F. A. or
Eitha
Glinther, Mrs. H. M.
Glines, Morris
Gnagl, Howard &
Martha (Penny
Arcade)
Gonzalez, Irene
Goode, Bill (Dinby)
Goodwin, L. O.
Gorman, Tex
Graham, Sam
Gray, Howard F.
Green, Carl M.
Green, Johnny
Gregg, Blanche
Gregory, Sylvia
Griffin, Mrs. Willard
C.

Griffin, Mickey
Groffo, Helen
Gruszczak, M. M.
Guiliano, Chas.
Haag, Mrs. Roy
Hall, Chas.
Hall, Chas.
Hall, V. L.
Hamblin, Nina Jean
Hamid, Albert J.
Hamilton, Doc George
Hammon, W. O.
Hangsterfer, Allen
Hanson A.
Harder, Richard
Harding, James E.
Harris, Mrs. Evelyn
Harley, Jewel Rae
Harlinger, Chas. R.
Harris, "Sun"
Harrison, Geo.
Harvey, Clyde W.
Hays, Henry
Helms, Dennis H.
Henley, Irene
Herbert, Harold
Hill, J. E.
Hinze, James
Hitchman, Roland or
Barney
Hobbs, W. H.
Hoffman, Joe
Holstead, Jack
House, Evelyn
Howells, John Walter
Hubbard, Paul
Huffie, T. J.
Hughes, Mrs. Homer
Hunt, Albert
Hunt, Michael
Hunter, Miss Billie
Hyslop, Bill M. (care
Jack Kochman Hall
Drivers)

Isaacs, Herbert
Jackson, Betty Jean
Jackson, Mrs. C.
Jackson, Jerry
Jackson, Raymond
Jacobs, Beryl
Jaillet, Howard
Johnson, Johnnie
Jolley, Ace
Jones, Eugene
Jones Texas Rodeo
Jordan, Vance
Joseph, Pete
Joseph, Tony
Kane, Mark
Kellar, Capt. Geo.
Keller, Dixie
Keller, George
Keller, Mrs. Mary R.
Kent, George
Kernes, Harry A.
Kimball, Romaine L.
King, Mrs. Kathrene
King, Nancy
Kiser, E. R.
Kirk, John B.
Kolova, William
La Badie, Lawrence
La Marsh, Flame
Lamon, Harry W.
Landes, B. E.
Larmore, James
Laskowski, Mrs. F. J.
Lay or Laz, Mrs. Edna
Lee, Ginger
Lee, Mather
Leedy, Bob
Leidy, Tony
Leonard, Ruby
Leslie, Edward &
Mrs.
Leslie, Ed.
Lily, Mrs. Rachel G.
Lindfors, Sandy
Lindsay, Jr. Theodore
Litvin, A.
Lock, Ralph (Actor)
Looney, Jack
Lynn, Tina
MacDonald, Raymond
McClure, Oren L.
McCoy, J. E. (Mack)
McGregor, Bob
McHenry, Mrs. L. C.
McKay, Mrs. Florence
McKombs, Marvin
McLendon, Leon
McLaughlin, Jean
McLaughlin, Mrs.
Mahon, Edward
Mansion, Francis J.
Mannuzza, Thomas
Marchette, Rebel
Marsello, Joe
Martin, Eddie T.
Martin, Jerry &
Marjorie
Matheson, Malcolm
Martin, Kurt
Marr, Mervie
Mason, Harry W.
Mathis, Edward
Matter, Mary Eileen
Maurer, John S.
Menasian, Manuel &
Mrs.
Menzel, Otto
Mercer, Clarence
Merrill, B. H. & Mrs.
(Bennie)
Mertz, Alice
Meyer, Robert S.
Michaelson, Henry E.
Mikloiche, Joe
Miller, Paul
Mills, Duane Adair
Mitchell, Jack
Mitschell, Tommy
Monterio, Alfreda
Mooney, Carl
Moore, Mrs. G. L.
Moorehead, C. L. &
Mrs.
Morgan, Mary Ann
Morton, Mrs. Patricia
Motherwell, Thomas

Murphy, K. C.
Murray, R. G. (Bob)
Murray, Tom
Nash, Larry
Neal, Ruby
Neece, Pete & Mrs.
Newell, Lewis & Mrs.
Nichols, John
Nickell, Nick & Doris
O'Connor, W. W. &
Mrs.
O'Dell, L. & Mrs.
O'Donnell, James A.
O'Satrdays, Major
Ois, Paul
Orth, Joe
Owens, Red
Palanque, Serge
Parade (Claude Valois)
Parido, Robert
Paris, J. R.
Parks Jr., Charles
Parrish, Dale
Parruff, Harry
Patterson, Mrs. Helen
P. P.
Patton, E. C.
Paul, Robert
Paulus, Fran G.
Pease, Vaughn
Peers, Terry & Mrs.
Penix, Adolphus
Phillips, Ernie H.
Phillips, J. L. & Mrs.
Phillips, J. W.
Phillipson, David W.
Pond, E. S.
Pontatowski, Marie
Potter, G. T.
Potter, Northam S.
Powell, George G.
Priest, Sr., W. B.
Privett, Mose W.
Randy, Frank H.
Rasch, Johnny
Ray, Lottie
Ray, Mickey (Mr.)
Raymond The
Magician
Reed, Mrs. Belle
Reiley, Mrs. Lucille
Renfro, J. H.
Rinaldi, Albert
Roberts, James A.
Robinson, Jean
Robley, Bill
Roe, R. W.
Roe, Texas Mickey
Rogers, Marcus
(Quitchley)
Romone, Don
Roscoe, Peter
Rose, Dave
Rose, Jean
Rosen, H. B.
Roth, Joseph
Royal, C. H. (Royal
Expo. Shows)
Royal, W. H.
Royal, Splinter (Royal
Expo. Shows)
Rucker, E. H.
Saddlemire, Jerry &
Mrs.
Sager, Mrs. Gladys
Sales, Wm. S.
San Fratello, Mrs.
Santaki, Mrs. Della
Saunders, Jenna
Sawyer, R. F.
Schuck, Mrs.
Schweitzer, Frank G.
Scott, Mrs. L. C.
Seitzer, Robt.
Shaffer, Jimmie
Shaffer, William
Sharpe, Homer &
Marion
Shipman, Everett E.
Shoemaker, M. E.
Short, French
Siekle, Bobby
Sims, Casey
Sisco, R. J. (Tent
Picture Show)
Slider, Lionel
Smith, Carl
Smith, Curley
Smith, Mrs. Hebrietta
& Rose
Smith, H. P. & Mrs.
Smith, K. M.
Smith, Melvin R.
Smith, Norma
Souders, Marjorie
Sparton Family
Spencer, Richard
Spiegel, Diamond Jim
Spitzer, Mr. H.
Spoon, Tommy
St. Clair, Leonard
(Tattoo Artist)
St. Louis, Joe
Stafford, H. E.
Stanley, Joe Carl
Stanley, Vince C.
Steele, J. E.
Steele, Tony (Gil
Gray Circus)
Steinburg, Herman
Stenger, Geo.
Stephens, A. L.
(Penny Arcade)
Stoltz, Lloyd
Stombaugh, Harold &
Mrs.
Stone, Jack
Stoneman, Mrs. Doris
Strassburg, Ed. &
Mrs.
Stroup, Russell G.
Stuber, Mrs.
Stutz, Jim (Adv. &
Press Agt.)
Sutherland, John Geo.
Sutherland, Joseph E.
Swan, Walker L. (c/o
Robert S. Meyer)
Taisheoff, Sol
Taylor, Billy
Taylor Bros.
Taylor, Chas. A.
Taylor, Robert
(Edward
Teahan, John (Pinkey)
Thompson, George
Trohanovsky
(Alexander
Turner, Paul
Underwood, L. & Mrs.
Uring, Mrs. Arlene
Usher, Fats
Utah Exposition
Valentine, Roy G.
(The Flying Romas)
Vallee, Jack
Venner, Robert & Flo
Mrs. (Bob & Flo)
Verdier, Louise
Waller, Elsie
Walters, Frank J.
Wandol, J. G.
Wardlaw, Sam
Warren, S. B. (Bartok
Minstrels)
Waters, J. A. & Mrs.
Watkins, Robt.
Watts, Leo Roy
Watson, Paul & Mrs.
Webster, George H.
Wentz, John
Whitefeather, Mrs.
Joe
Wilburn, Houston
Wild, Dave
Williams, Betty Lou
Williams, Jimmy
Williamson, George
A. A.
Wilson, Dick & Mrs.
Wilson, Geo. (D.T.N.G.)
Winters, Oakley G.
Winters, W. J.
Woll, Johnny
Wood, Miss Frankie
Lou
Woods, Frankie Lou
Wright, Jack
Wright, Jean
Wright, Ray (Detroit)

AVAILABLE EXCLUSIVELY
In Open Territories Only To
Capable, Non-conflicting
PROMOTERS
COUPON WORKERS
and
MAN & WIFE TEAMS
Of Carnival or Pitch Background,
Accustomed to Travel.

AN IMPROVED Featuring New
Footproof and Wear
RETRACTABLE Resistant
MECHANISM
BALL PEN with ON-SIGHT
CONSUMER
APPEAL!

Standard Conventional Appearance—
EQUIPPED WITH
TOP QUALITY CARTRIDGES
Nationally Accepted Brand—
Bankers' Approved Ink
New design and performance ex-
ceeds Popular \$1.29 and \$1.69 Models
BRINGS \$300 TO \$1,200 DAILY

Working for **69c** Reliability Guarantee
Slips Included.

5 Gross Lots and Up—
\$32 Gross One to Five Gross
\$36 Gross

Terms: 25% Deposit, Balance C.O.D.
Orders shipped same day received.
Special handling if requested. Any
large quantity available promptly.

In ordering state how you will use these
pens and what territories you will work
in. Full cooperation will be given you
and lucrative spots can be reserved for
you, if you prove you work consistently.

With your first order tell us something
about yourself, too... To those who
will use them properly, exclusive zinc
cuts are available for printing COPY-
RIGHTED C.O.P.O.N.S., which brings
PHENOMENAL RETURNS of up to
\$1,200 during a single one day sale.

FOR YEAR AROUND ACTION—Other
exclusive products, and protected
promotional material will be made
available to those who become es-
tablished with us now.

PROMOTIONAL DIVISION
731 WOODWARD AVENUE
DETROIT 2, MICHIGAN

NOTE: All new orders are solicited
with our reservation of the privilege to
return same. Your deposit WILL BE
PROMPTLY REFUNDED by AIR MAIL
—SPECIAL DELIVERY—should filling
your order be in conflict to our
current obligations with present operators.
You, in turn, will be provided equal
closely guarded protection after you
become established with us.

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LATEST GIANT
WHOLESALE CATALOG
MONEY MAKING OPPORTUNITY

Agents—Distributors—Salesmen
Deal direct with nationally known
wholesale house. Originators and
promoters of fast-selling novelties
and distributors of NATIONALLY
ADVERTISED merchandise! Write for
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Novelties • Jewelry • Carnival
Mdse. • Leather Goods • Toys •
Premiums.

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ward
Detroit 26,
Mich.

SPECIAL!
Full Size, 17 1/4" x 11 1/4"
HORSE CLOCKS

In Two-Toned Bronze or Gold Finish
With 40-hour wind movement.

\$5.40 Ea. in
Lots of 6
Sample, \$6.00.
with popular electric movement

\$5.60 Ea. in
Lots of 6
Sample, \$6.25.

NEW LOW PRICE ON BRONZE HORSES
Send for free 1953 catalog. 25%
deposit, balance C.O.D., F.O.B.
Brooklyn, N. Y. Open account to
rated concerns only. If not for resale
add federal tax.

HOUSE OF BRONZE
1497 Myrtle Ave., Brooklyn 37, N. Y.
Glennore 6-1840

1,000 PIECES OF SLUM
ONLY **\$6.75** NOVELTIES
GIVE AWAY ITEMS
FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES

Swagger Cane Gro. \$ 8.75
Pennant Cane 1000 18.00
Lash Whip—51 in. Gro. 14.50
Baton—R. W. B. with
bell Gro. 15.75
Parade Cane—35 in. Doz. 3.00

25% deposit with order, bal. C.O.D.
Send for FREE C-53 Carnival Catalog.

OPTICAN BROTHERS
(SINCE 1909)
300 W. NINTH ST., KANSAS CITY 6, MO.

CLOSEOUTS
EARRINGS Up to \$1 Retailers
BRACELETS OUR PRICE
NECKLACES 10 Gross \$9 Per
PINS, ETC. Sample Gross \$10.00.
19 EAST 16 ST., NEW YORK CITY

FLORIDA FLAMINGOS
Cast Aluminum—
True life colors—
Stand about 30
inches high. \$40.00 a
dozen pair. Sam-
ples cash. With
order post paid
\$3.75 pair.

BLOYD MFG CO
Valley Station, Ky

**Quick Photo
Invention!**
PHOTOMASTER
PDQ CHAMPION
Makes finished
photos in 2 minutes.
Takes and
finishes 30 to 40
everlasting black
and white or sepia
photos an hour. No
dark room. Guar-
anteed not to fade.
Photos taken on
direct positive
paper. Picture size
2 1/2 x 3 1/2 in. Com-
plete, easy to op-
erate portable photo studio. 700% PROFIT.
Write quick, get details about the great
PHOTOMASTER. Dept. BB
1161 N. Cleveland Ave. Chicago 10, Ill.

CLOSEOUTS!
BELOW MANUFACTURERS COST
EARRINGS AND IDENTIFICATION BRACELETS!!!

Large buyers write for full details.

HEATH DISTRIBUTING CO.
3253 Vineville Ave. Macon, Ga.
Phone: 5-6565

ANOTHER BURKE EXCLUSIVE
Beautiful Heavy Chrome Finish 6-Pc. Table Lighter Sets

Consisting of Lighter-Tray, four
Ash-Trays and highly attractive,
dependable Table Lighter. Embossed
Floral Designs, fluted
Base and Edges. Free Catalog.

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WE BUY
Closeout & Bankrupt stocks of Ap-
pliances, Toys, Tools, Punchboards,
Sporting Goods. Send your list for
cash offer.

Galentine Company
Box 802, South Bend, Indiana

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Parcel Post
Whalen, Robert A., 8c

Parcel Post
Murphy, James E., 11c
Parks, Ernest, 9c

Parcel Post
Allen, Barney
Anderson, Bob & Bill
Arnold, Woodrow V.
Ayers, C. W. (Bob)
Batemann, Mrs. Edna
Baton, Vic
Bazinnet, Dwight J.
Billar Bros.' Circus
Billar, Elizabeth
Black, Joe
Blades, Willard
Braducat, Gilberte
Brown, Earl C. Jr. &
Jeanne
Burns, William J.
Burten, Jos.

Parcel Post
Calalan, C. A.
Campbell, George H.
Carson, Sam
Cassidy, Donald C.
Cole, B. B.
Conley, Terry
Cooper, Floyd E.
Cousins, John J.
Dalescio
Dailey, Jimmy
Davis, Mr. & Mrs.
Whitely
DeFazio, Mrs. Julia
DeWald, Frieda
Dillard, Alvin B.
Dion, Theodore R. &
Anna
Downey, Arthur L.
Drain, Gunley C.
Duchene, Mr. & Mrs.
Lewy

Parcel Post
Dudley, Harry G.
Dunham, Albert
Ecklund, LaVerne
Ellis, Frank
Engle, Charles Y.
Fisher, Mr. & Mrs.
Joseph E.
Ford, Mr. & Mrs.
Grady

Parcel Post
Foss, John D.
Frank, Abe
Franklin, Aubrey
Freeland, F. Raymond
Fullmer, Mrs. Ethel
Fullmer, Howard
Geetz, Thomas
Michael

Parcel Post
Gibson, Shirlee
Good, Marie Wenner
Griffin, Ray
Grutel, Alfred
Hagan-Wallace Circus
Hall, Louis, Carnival
Co.
Hall, Mr. & Mrs.
Louis J.
Hall, Mrs. Ruth
Hamilton, Ray L.
Hayden, Robert L.
Hightower, H. D.
Hill, Betty
Hobbs, Mrs. Mary
Hoffman, Ralph
Holston, Mr. & Mrs.
John F.
Holston, Mrs. Rose
Hutton, Allen V.
Janis, Joe Clyde
Jennings, Mrs.

Parcel Post
Jones, Carl E. Maurine
Keover, Charles Jr.
Keffler, Mr. & Mrs.
Charles
Keller, Mrs. Alberta
(Bud)
Kingsley, Ralph
Kimball, Lee
Knowles, Frances R.
Kreisch, Norbert &
Arden
Lear, Miss Marilyn
Legan, Eldon
Lewis, Norma
Lindsay, Miss LaVona
Lipe, William B.
Little, Mrs. Carl T.
Long, Miss Nancy
Lorenzo, Capt. Jack
Lowe, Bobby Gene
Lucas, Mr. & Mrs. H.
C.

Parcel Post
Lyons, Thelma
McCure, Harry D.
MacEachern, Gwendyth
G.
Zimmer, Fern

Parcel Post
McDannell, Raymond
Macmanna, Helen
Marvin, Jack
Ray, R.
Seldman, Chas.
Smith, Norma
Stevens, G. W.
Strongman, George
Taylor, Frank
Texas, Tommy
Thornness, Lionel
Tucker, Francis
Valentine, Mary
Villon, Andre
Walker, Lucky
Wharton, Carrie
White, Frank

Parcel Post
Allen, Mr. & Mrs.
Cassell, Betty
Carver, Ella, High
Diver
Conten, Vonnie
Collins, B. E.
Dassay, D. Lana
Francis, Nick
Geddiss, George
Hakes, Bob
Heaney, The Great
Magician
Howard, Bert A.
Landone, Alfredo
La Pearl, Jack
Linton, H.

Parcel Post
Allen, Mr. & Mrs.
Cassell, Betty
Carver, Ella, High
Diver
Conten, Vonnie
Collins, B. E.
Dassay, D. Lana
Francis, Nick
Geddiss, George
Hakes, Bob
Heaney, The Great
Magician
Howard, Bert A.
Landone, Alfredo
La Pearl, Jack
Linton, H.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 19, N. Y.

Yoder, Mrs. Frank L. | Zaccchin, German
York, Dallas | Ziembo, John H.
Young, Leo E. | Zurauel, S.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Parcel Post
Whalen, Robert A., 8c

Parcel Post
Murphy, James E., 11c
Parks, Ernest, 9c

Parcel Post
Allen, Barney
Anderson, Bob & Bill
Arnold, Woodrow V.
Ayers, C. W. (Bob)
Batemann, Mrs. Edna
Baton, Vic
Bazinnet, Dwight J.
Billar Bros.' Circus
Billar, Elizabeth
Black, Joe
Blades, Willard
Braducat, Gilberte
Brown, Earl C. Jr. &
Jeanne
Burns, William J.
Burten, Jos.

Parcel Post
Calalan, C. A.
Campbell, George H.
Carson, Sam
Cassidy, Donald C.
Cole, B. B.
Conley, Terry
Cooper, Floyd E.
Cousins, John J.
Dalescio
Dailey, Jimmy
Davis, Mr. & Mrs.
Whitely
DeFazio, Mrs. Julia
DeWald, Frieda
Dillard, Alvin B.
Dion, Theodore R. &
Anna
Downey, Arthur L.
Drain, Gunley C.
Duchene, Mr. & Mrs.
Lewy

Parcel Post
Dudley, Harry G.
Dunham, Albert
Ecklund, LaVerne
Ellis, Frank
Engle, Charles Y.
Fisher, Mr. & Mrs.
Joseph E.
Ford, Mr. & Mrs.
Grady

Parcel Post
Foss, John D.
Frank, Abe
Franklin, Aubrey
Freeland, F. Raymond
Fullmer, Mrs. Ethel
Fullmer, Howard
Geetz, Thomas
Michael

Parcel Post
Gibson, Shirlee
Good, Marie Wenner
Griffin, Ray
Grutel, Alfred
Hagan-Wallace Circus
Hall, Louis, Carnival
Co.
Hall, Mr. & Mrs.
Louis J.
Hall, Mrs. Ruth
Hamilton, Ray L.
Hayden, Robert L.
Hightower, H. D.
Hill, Betty
Hobbs, Mrs. Mary
Hoffman, Ralph
Holston, Mr. & Mrs.
John F.
Holston, Mrs. Rose
Hutton, Allen V.
Janis, Joe Clyde
Jennings, Mrs.

Parcel Post
Jones, Carl E. Maurine
Keover, Charles Jr.
Keffler, Mr. & Mrs.
Charles
Keller, Mrs. Alberta
(Bud)
Kingsley, Ralph
Kimball, Lee
Knowles, Frances R.
Kreisch, Norbert &
Arden
Lear, Miss Marilyn
Legan, Eldon
Lewis, Norma
Lindsay, Miss LaVona
Lipe, William B.
Little, Mrs. Carl T.
Long, Miss Nancy
Lorenzo, Capt. Jack
Lowe, Bobby Gene
Lucas, Mr. & Mrs. H.
C.

Parcel Post
Lyons, Thelma
McCure, Harry D.
MacEachern, Gwendyth
G.
Zimmer, Fern

Parcel Post
McDannell, Raymond
Macmanna, Helen
Marvin, Jack
Ray, R.
Seldman, Chas.
Smith, Norma
Stevens, G. W.
Strongman, George
Taylor, Frank
Texas, Tommy
Thornness, Lionel
Tucker, Francis
Valentine, Mary
Villon, Andre
Walker, Lucky
Wharton, Carrie
White, Frank

Parcel Post
Allen, Mr. & Mrs.
Cassell, Betty
Carver, Ella, High
Diver
Conten, Vonnie
Collins, B. E.
Dassay, D. Lana
Francis, Nick
Geddiss, George
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Francis, Nick
Geddiss, George
Hakes, Bob
Heaney, The Great
Magician
Howard, Bert A.
Landone, Alfredo
La Pearl, Jack
Linton, H.

KIPPS SLUM Specials

Comic Buttons, 1 1/4" 100 \$1.00; 1000 9.00
Imported Hawaiian Leis Gr. 1.95
Carton of 15 Gr. 24.00

Comic Hat Bands 100 \$1.40; 1000 13.50
Pocket Combs Gr. 95¢; 10 Gr. 9.00
Wire Puzzles Gr. 1.00
Miniature Rubber Dagger Gr. 1.00
Assorted Key Chains, with
charms Gr. 2.75
Butterfly Pins Gr. 1.00
Pallet Puzzle Gr. 1.00
Maggie Paddles Box of 2 Gr. 1.80
Whistling Jet Box of 2 Gr. 2.20
4" Flower Fan Gr. 1.00
14" Feather Tickler Gr. 1.00
4" Darts Gr. .95
Rubber Razzer Gr. 1.00
Crickets Gr. 1.00
Mustache Blowout Gr. 4.45
16" Blowout with wood mouth-
piece Gr. 2.25
12" Blowout Gr. 1.00
Swiss Bird Warbler, Gr. 85¢; 10 Gr. 7.50
Plastic Police Whistle Gr. 3.60
Whistle Assortment, metal Gr. 1.00
Assorted Dangling Toys Gr. 2.75
Assorted Bisque Animals Gr. 1.00
Flexible Plush Monkey Gr. 9.00
4" Flower Fan Box of 3 Dz. \$2.40; Gr. 2.00
Long Glass Necklace Gr. 2.75
Asstd. Western Brooches Gr. 2.75
Flying Birds, outside whistle Gr. 4.00
7" Rubber Daggers Gr. 4.50
Miniature Pocket Knife Gr. 4.00
Indian Headdress Gr. 4.50
GIVEN: 1 gross Army Buttons with every
10 gross or more Slum order!

Write for new catalog
Include postage with order.
25% deposit with c.o.d. orders.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

bingo
SUPPLIES
and EQUIPMENT

7 & 10 Color Specials
4-5 & 6 up
Midgets 3,000 series—7 colors
Paper & Plastic Markers
Wire & Rubberized Cages
Pencils—Crayons—Clips
5x7 Heavyweight Cards
Electric Blowers & Flashboards
Lapboards made to order

JOHN A. ROBERTS CO. INC.
817 Broadway, Newark, N. J.

"CUCKOO" CLOCK BANK
Colorful and Very Attractive

Makes Savers Out of Little Shavers

Four-color litho. face. When coin is
deposited, plastic bird springs out of
door and makes a "cuckoo" sound. Close
door to reset bank. Lock and key inc.
Plastic frame front; size 6 1/4 x 6 1/4, front.
Indiv. boxed 1 doz. to carton; weight 14
lbs. \$6.95 doz. F.O.B. Chicago. Cash
with order or 25% Dep. Bal. C.O.D.

SCOTT-RANDAL PRODUCTS CO.
735 Wrightwood Ave. Chicago

RULES CITIES CAN'T BAN PINBALLS IN ILLINOIS

SPRINGFIELD, Ill., Aug. 8.—The attorney general of Illinois ruled Thursday that counties and cities cannot ban coin-operated amusement machines licensed by the State. The opinion was given at the request of Frank H. Masters Jr., State's attorney of Will County.

If the ruling stands it means that cities, such as Chicago, which have banned pinballs since 1935 would be forced to permit their operation. However, as pointed out by Atty. Gen. Castle Latham in his seven-page opinion, cities may also tax the amusement games.

Castle stated that the 68th General Assembly exempted pinball games which require skill in operation and return no coins, tokens nor merchandise from the Illinois gambling statutes (The Billboard, July 18). The Legislature, he added, also provided for their licensing by the municipalities which can include counties.

Meanwhile, in Chicago where the attorney general's ruling could have its biggest effect, John J. Mortimer, corporation counsel, stated he was studying the Latham opinion. He indicated that until the ruling had been tested in court, Chicago would not issue licenses for pinballs and the local police had instructions from Police Commissioner O'Connor to pick up such amusement units.

Shuffle games, generally known as bowlers, were licensed by Chicago June 1 (The Billboard, June 13).

CHI COIN BOWLER

Large Turnouts Mark Lynch Texas Showings

DALLAS, Aug. 8. — The three simultaneous operator showings of Chicago Coin Machine Company bowling games sponsored by S. H. Lynch & Company Monday and Tuesday drew a heavy turnout of coinmen from all parts of the State.

The showings were held at the firm's offices in Houston, San Antonio and here.

The events marked the appointment of Lynch as Texas distributor for the Chicago Coin shuffle game line (The Billboard, August 1) and also signaled the resumption of Lynch as a diversified coin machine representative. Previously, the firm had concentrated on Seeburg music machines.

On the eve of the showings, two of the Lynch top management—A. C. Hughes and E. D. Furlow, vice presidents—held a meeting with branch office managers and outlined the sales campaign prepared for the Chicago Coin bowlers. It was pointed out that the

nationally famous Lynch service on music equipment would henceforth be available to game operators in the Lone Star State. The personnel attending included William F. O'Connor, manager, and C. R. Brewer, assistant manager of the Dallas office; A. A. Sage and H. Franz, manager and assistant manager respectively at Houston, and Manager B. J. Nichol and A. C. Schwartz, assistant manager, in San Antonio.

The games displayed at each showing were Hi-Speed Crown Bowlers and it marked the premiere of the Chicago Coin six player. Ed Levin, director of sales for the manufacturer, was on hand both days at the Dallas event while Frank Mencuri, Chicago Coin sales manager, attended the Houston showing Monday and flew to San Antonio in time to attend the program at the Lynch office there Tuesday. Food and refreshments were served at all three showings.

\$100,000 TO SPEND

Adickes' Visit Seen Aid to German Sales

NEW YORK, Aug. 8.—Alfred W. Adickes, European importer, exporter and distributor of coin machines for nearly 25 years, arrived by plane here from Hamburg, Germany, Thursday (6), for a four-week buying trip.

Adickes was a partner in the prewar firm of Scott, Adickes & Company, London, Paris and Madrid, one of the largest coin machine distributors in Europe.

He is currently a partner with Hugo Phofe, a North German automotive dealer, in Nova Apparate-Gesellschaft, M. B. H., a coin machine distribution firm which was organized last month. In addition, he owns half the importing firm of Schauman-Adickes.

Significance

American coin machine manufacturers and distributors attach significance to Adickes' visit because it may be the forerunner of other trips by German coinmen buying directly from the United States.

Heretofore, all German coin machine trade has been conducted by trans-shipment. In other words, because currency restrictions made it difficult for German operators and distributors to buy U. S. equipment directly from American manufacturers, juke boxes, games and vending machines were shipped to other European countries, thence to Germany.

However, Adickes claims he has an import license, issued by the Bonn Government, for \$100,000 worth of U. S. coin machines. He is currently in New York where he will remain thru the National Automatic Merchandisers' Association convention, August 23-26.

While in Chicago, he plans to confer with a major American juke

box manufacturer. He is seeking the German distributorship for this machine.

Adickes also plans to look over American ice cream vending machines, with a distributorship in mind there.

He plans to return to Germany in time for the coin machine show (Continued on page 84)

FEES RETROACTIVE

Illinois Game Licenses Ready, Rules Are Issued

SPRINGFIELD, Ill., Aug. 8.—Applications for licenses for three kinds of amusement games passed by the Illinois Legislature and signed by Gov. Stratton July 7 (The Billboard July 18) were available this week at the Department of Revenue here, and also at the State of Illinois Building, 160 N. LaSalle Street, Chicago.

The applications, available also by mail, were offered to operators with two rules of major importance to the applicants: 1) explaining the nature and scope of the tax; 2) listing the firms and persons who must have the tax, plus penalties for violations.

Two of the points listed on the application, not previously clear when the law was passed, were its effective date and the license payment requirement. The tax is due this year as of August 11 but the amount collected was for a

Game Mfrs. Protest \$250 Tax on Amusement Units

Claim Collectors Try to Get Top Levy Instead of Correct \$10 Fee

WASHINGTON, Aug. 8.—Protesting what he described as "the attempt on the part of the collectors in various districts" to collect a \$250 tax on pinball machines, Benjamin M. Becker, representing United Manufacturing Company, Chicago, told House Ways and Means Committee this week that "the current drive to impose a \$250-tax on amusement machines because of the presence of a possible prize element is seriously affecting the coin-operated amusement machine industry."

In a statement prepared jointly with Martin M. Nelson, on behalf of Bally Manufacturing Company, Chicago, and Washington attorney Bailey Walsh, Becker said: "The industry will be unable to operate in the face of this unwarranted increase in tax to the extent of 2,400 percent. The end result will be the virtual cessation of operations, with its attendant economic dislocations."

\$10 Tax, Not \$250

In spite of meetings which he said were held last September with the Bureau of Internal Revenue, Becker told the committee: "The

problem arises now by virtue of the attempt on the part of the collectors in various districts to include some amusement machines under the \$250 tax because a prize may be possibly be awarded for skillful play. Such action has been taken by the collectors in New Orleans; South Chicago and Ft. Wayne, Ind.; Little Rock; Decatur, Ill.; San Bernardino, Calif., and other places."

Becker said that under the Internal Revenue Code, the \$250 tax should be applied to so-called slot machines and that the legal tax on amusement and music machines is \$10 per year. Becker requested that the Internal Revenue Code be amended so as to make it clear that pinball and amusement machines are clearly within the \$10 classification.

Becker said that Congress, in passing the Revenue Act of 1941 made a distinction between pinball machines and slot machines. "We do not understand," he said, "how a pinball machine can be transformed into something else merely by the award of nominal prizes for the attainment of high scores in-

stead of additional free plays. The machines remains the same."

Amusement Vs. Gambling

"Unlike the case of slot machines," Becker said, "the successful operation of the machines under (Continued on page 83)

Connecticut Game Group Changes Name

HARTFORD, Aug. 8. — The Connecticut State Coin Association, which in a few short years achieved one of the outstanding examples of public relations betterment in the coin machine field, has, by a membership vote, agreed on a new title, Music Operators of Connecticut.

The action was taken at a meeting attended by officers and delegates from key cities and towns thruout Connecticut.

Abe Fish, owner of General Amusement Game Corporation, Hartford, and president of MOC, attended his first meeting since undergoing surgery in June.

Recuperating

"I've been recuperating in good fashion," Fish told the delegates and officers, "and something that helps me improve vastly in the sick department is to see and hear these many messages of bettered public relations."

The MOC will hold its first annual dinner and dance at the Hotel Bond, Hartford, in October, under chairmanship of James Tolisano, ex-MOC president, and owner of Superior Music Corporation of Hartford.

The sum of \$105 was donated by downstate operator Lucien Montana to the Worcester (Mass.) Tornado Relief Fund. A letter from the latter organization thanking MOC for past contributions was read.

NO LOSS LEADER

Combo Route Idea Growing in Oregon

By BUFORD SOMMERS

PORTLAND, Ore., Aug. 8. — Combination games-and-music operations continue to gain headway as standard procedure in most parts of Oregon, a canvass of operators indicated this week. The most successful, however, frowned upon any policy of making the music a "loss-leader" operation as a means of soliciting game locations.

Several economies become available under a combination operation that steps up the efficiency of the service. Routine duties, such as collections and record-and-label changing, often can be performed by the same personnel. Record keeping, too, is simplified.

Operators warn, however, that certain phases of each operation are distinct and that a blurring of these distinctions can result in forfeiting of the efficiency otherwise gained. Sending a highly paid technician to perform "house keeping" duties is one example of such pitfalls, they point out.

Long Range

The survey showed a prudent operator will see that the music end stands on its own feet. In many locations he must be more

patient in developing profits from music than from games, but a businesslike operation is found to pay dividends in the long run.

An inexperienced operator will be tempted to shave his music commissions or even operate his phonographs at a loss in an effort to place his games in a particularly inviting location, the survey revealed. But the experienced operator knows that this practice is courting disappointment.

Formerly, some operators of combination routes were going in the red on music without knowing (Continued on page 84)

Autex, Dutch Union, Active on Two Fronts

AMSTERDAM, Holland, Aug. 8. —For the past several months the Union of Dutch Operators, known as Autex, has been active building up its membership and working out details of a public relations program.

Autex has long recognized that Holland is a rather difficult coun-

try for professional operators to develop because of the country's rural nature, conservative legislation and a general reluctance to make concessions to modern trends. Another factor which has slowed expansion of the trade is the lack of central regulations.

Communities may adopt different rules pertaining to coin machine operation. The licensing of equipment in one district is frequently prohibited in adjoining territory, depending upon the personal attitude of the local authorities.

Because of these many problems, Autex is working to achieve for Dutch operators equal and acceptable working standards thruout Holland. To insure this, (Continued on page 83)

2D MILWAUKEE TRADE GROUP?

MILWAUKEE, Aug. 8. — Several operators have indicated that a new game and music operators' association will be formed here soon.

Thus far a sizable number of smaller operators have held informal sessions with an idea to sounding each other out on trade problems. The major reason advanced for forming a second trade group, according to the coinmen involved here, is dissatisfaction with the recent organization of a maintenance and routeworkers' union and its impact on the small operating firms.

Nation's Kiddie Rides May Be Dissolved

NEW YORK, Aug. 8.—The National Kiddie Ride Corporation, organized three months ago by Hymie Rosenberg, Charlie Katz and Fred Raffinello, has shut its doors temporarily—and permanently if the New York Supreme Court upholds a decision it handed down Monday (3). The review comes up next Monday (10).

According to one of the principals, a financial backer who wishes his name withheld, Katz and Rosenberg tried to prevent Raffinello and the backer from pulling out of the operation by serving them with an injunction. The Supreme Court would not allow the injunction because it ruled that neither Katz nor Rosenberg, the officers of the corporation, were stockholders.

When the firm was organized, Katz and Rosenberg invested no money, but were given an option to buy common stock at a later date. The option had not been exercised.

Want Cut

Katz and Rosenberg wanted to keep the corporation operating, but

Raffinello and the backer wanted to withdraw.

National was set up as a selling agent for Raffinello's B&R Novelty Company, which made kiddie rides from fiberglass bodies made at William Stayback's Lee Manufacturing Company, Riveredge, N. J.

When anticipated orders failed to materialize, Raffinello and the backers declined to invest any more money. Katz and Rosenberg then served an injunction tying up the corporation's funds. The Supreme Court threw the injunction out.

National had been selling midget kiddie rides and a Merry-Go-Round. It had rented its 10th Avenue headquarters from Dave Lowy.

Carr, Canadian Operator, Dies

HALIFAX, N. S., Aug. 8. — Gordon A. Carr, 42, who died suddenly while on a vacation trip in New York City, July 17, had been active in the coin machine field for many years.

Originally he operated in Toronto, with the base of his business and home in Hamilton. During the past 20 years he worked in the Atlantic provinces, with offices in Sydney, N. S., Moncton, N. B., and in recent years in Halifax.

Carr specialized in operating coin-operated photographs in the Atlantic provinces of Nova Scotia, Prince Edward Island, New Brunswick and Newfoundland. He also had general coin machine routes, offering varied types of machines.

His business interests also included operation of two hotels, one at Sydney, N. S., and another at Moncton, N. B. and a restaurant in Halifax.

For the past year, he had suffered from a heart ailment, and a physician had recommended the trip to New York.

Interment was in New York. Surviving are several brothers in the U. S. and a sister in Hamilton.

Trade Directory

For ready reference, here is a guide to new products, new firms and office and personnel changes in The Billboard issues July 18 thru August 8.

New Equipment

Racing car ride, Hot Rod, Meeteor Machine Corporation, Brooklyn.

Gun game, Western Gun, Exhibit Supply, Chicago.

Animal ride, 1953 Rudolph the Red-Nosed Reindeer (with music), Exhibit Supply, Chicago.

Shuffle game, Hi-Score Crown Bowler, Chicago Coin Machine Company, Chicago.

Five ball game, Marble Queen, D. Gottlieb & Company, Chicago.

Baseball game, Pennant Baseball, Williams Manufacturing Company, Chicago.

Dart game, Poker-Dart, Graycoach Amusement Devices, Pennsauken, N. J.

Club model spintable, Saddle and Turf, H. C. Evans & Company, Chicago.

Jumbo pin conversion, Miami Beach, Albert C. Huffine Company, New Orleans.

Distributors, New Offices

Mondial Commercial Corporation, Marseilles, France, and New York, covering Europe for Williams Manufacturing Company, Chicago.

Low Jones, Indianapolis, covering Indianapolis for Wurlitzer, North Tonawanda, N. Y. The Jones firm works thru Coven Distributing Company, Chicago.

S. H. Lynch & Company, Dallas, Houston and San Antonio, covering Texas for Chicago Coin Company (bowling games).

Starrett Television Corporation, New York, covering U. S. for its own name brand coin-operated TV sets.

Associations

The Phonograph Needle Manu-

facturers' Association was formed in Chicago.

The RCIA (music machine repairmen's union) elected Barney Schlang president.

The Central States Music Guild re-elected Les Montooth.

Personals

Buddy Fox was appointed head of Runyon Sales, New York, export division.

Moe Beyer was appointed to sales staff of Banner Specialty Company, Philadelphia.

William Bolles was appointed sales director by Dave Simon, Inc., New York.

Harvey A. Melster, president of Melster Candies, Inc., Cambridge, Wis., has resumed as active head of the company following a long illness.

Larry Berman joined the sales staff of the Atlantic-Pennsylvania, Corporation, Philadelphia.

James V. Cherry was appointed sales manager of Deco Division (kiddie rides) of Drum Equipment Corporation, Union, N. J.

Gustave Frankenburg was elected vice-president of the General Cigar Company, New York.

Postage Stamp Co.

Doesn't Sell Oscillator

NEW YORK, Aug. 8.—The Postage Stamp Machine Company here does not market a battery oscillator as reported in The Billboard of August 1. The vending firm incorporates the oscillator in a cardboard display with its stamp unit. The oscillators are sold only in combination with vending machines.

GOOD WILL PROFITS

Pittsburgh Operator Has Real Cool Idea

PITTSBURGH, Aug. 8.—Operator Charles Zimmerman has earned the good will of several restaurant owners in this district by tipping them off that air-conditioning would increase their receipts.

At least eight restaurants, it appears, acted in Zimmerman's tip and profited appreciably.

Because of recent restrictions in this area, Zimmerman has had to park and walk some distance, carrying his tool box, in order to service coin machine equipment.

Being quite warm, to say the least, when he arrived at these

locations in 90-degree temperatures, he sympathized with patrons and also got an idea.

Conversely Zimmerman was delighted on arriving in air-conditioned restaurants where he noticed patronage was high.

So, Zimmerman began telling restaurant owners about the benefits of air-conditioning, with the result that some owners increased their cash receipts while others gave him tips on possible new locations. Air-conditioning firms also profited thru orders and Zimmerman got himself some new location sites.

Coinmen You Know

New York

Jim Sherry, Sherry Music Company, is vacationing in Canada.

Sam Wagner, Ace Vending, returned from his vacation and is back on the route.

Bill Seusens is spending the summer at his hunting lodge north of Quebec. It was learned this week that Mrs. Nat Levine, wife of the local music operator, died last month as a result of burns. She was 34 years old.

Clare Morano, George Ponser's secretary, returned last week from a two-week Caribbean cruise with her husband. Ponser recently sold his route and is now acting as a route broker.

A. D. Palmer, Wurlitzer advertising manager, was in from North Tonawanda, N. Y., to visit Joe Young at Young Distributing.

Al Gilbert is on a two-week vacation at White Lake, N. Y.

Game operators report collections have been the lowest in four summers. Recent visitors on 10th Avenue were Mike Mulqueen, Walden, N. Y.; Rudy Leubge, Cliffside Park, N. J., and Chris Levenson, Fairlawn, N. J.

The board of directors of the Associated Amusement Machine Operators of New York met Wednesday night (5). Next meeting will be after Labor Day.

Mrs. Paul Sullivan, wife of the Sniely Grove sales executive, gave birth to a daughter Thursday (6).

Chicago

Dropping into Chicago for the NCWA convention this past week were John S. Mill, vice-president of Rowe Manufacturing, New York, and Tom Hungerford, St. Louis, merchandising director of National Vendors, Inc.

Jimmy Martin, president of James H. Martin, Inc., who was married last week, stopped in on the convention floor Sunday before leaving on his honeymoon.

Phil Levin managed to get a little time away from business last Monday to see Mangrum walk off with the All-American tournament held at Tam O'Shanter.

Pittsburgh

Maurice Vinocur, president, Monarch Music, believes the general letdown in music machine receipts is due to a variety of conditions, including good weather for picnics.

One conscientious operator is keenly opposed to a practice of a manufacturer mailing literature on its new boxes to beer garden locations. These particular spots do not have the money to buy a box, he explained, and are constantly after the operator to install the latest box in their locations.

Harry Rosen, president, Automatic Food & Refreshment Company, co-owns a Stinson Voyer with operator Edward Ferguson.

(Continued on page 78)

B&R Readies Merry-Go-Round

NEW YORK, Aug. 8.—B&R Novelty Company here will begin production on its Merry-Go-Round ride in two weeks, Fred Raffinello, B&R president, announced today.

The ride will have a 41-inch diameter, with two rubber composition horses and a metal structure. It will sell for \$595. The coin chute will be a 10-cent national rejector.

New Connecticut Firm

HARTFORD, Conn., Aug. 8.—Naugatuck Automatics, Inc., of Naugatuck, has filed a certificate of incorporation with the secretary of state's office, listing 3,200 preferred shares at \$100 apiece and 2,000 shares of common stock. Incorporators include William J. Welsh, Margaret D. O'Connor, and Charles W. Fyfe.



the Champion

METEOR HOT-ROD RACER

It's Sensational!

Here's the NEW AUTO KIDDIE RIDE you've been waiting for—all other auto rides have become old hat!

ITS IMAGINATIVE, ORIGINAL BROAD SLIDING, SEMI-ELLIPTICAL MOVEMENT GIVES YOUNGSTERS THE THRILL OF SCORCHING AROUND A SHARPLY BANKED TURN ON THE SPEEDWAY!

Step on the gas! Get FULL PARTICULARS Today!

- Steel construction throughout!
- Direct motor drive—no wearing parts!
- Floating spring rear action!
- Accelerator pedal actuates realistic motor sound effect!
- Step only 15" off floor!
- One year UNCONDITIONAL GUARANTEE!
- FREE LIABILITY INSURANCE!

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OPERATORS, BUY DIRECT



Two Speed **\$595**
One Speed **\$495**

Aluminum horse. Real pony saddle. Base all steel construction with removable casters. All movable parts on bearings.

BUILT TO LAST A LIFETIME


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We also recondition and repaint used horses.


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"SABRE JET RIDE"



"KIDDIE TANK RIDE"



Be the first to have these sensational new coin-operated rides. Write today for catalog of our complete line of coin machines.

KING AMUSEMENT CO.
Mt. Clemens, Mich.

I'M ON MY WAY TO DISTRIBUTORS OF EXHIBIT SUPPLY'S

- Roy Rogers Trigger
- Sea Skate
- Rawhide
- Buzz Corey's Space Patrol
- Pete the Rabbit
- Big Bronco
- Rudolph the Red-Nosed Reindeer
- El Toro the Bull
- Ferdy the Bull
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GIVE TO DAMON RUNYON CANCER FUND



NEW CUSTOMERS EVERY DAY!



"I'm bored! I'll be glad when I can ride Bally Kiddy-Rides."



"I'm getting there! In a couple of years I'll be riding Bally Kiddy-Rides."



"Up on my hind legs! In a year or so I'll be riding Bally Kiddy-Rides."

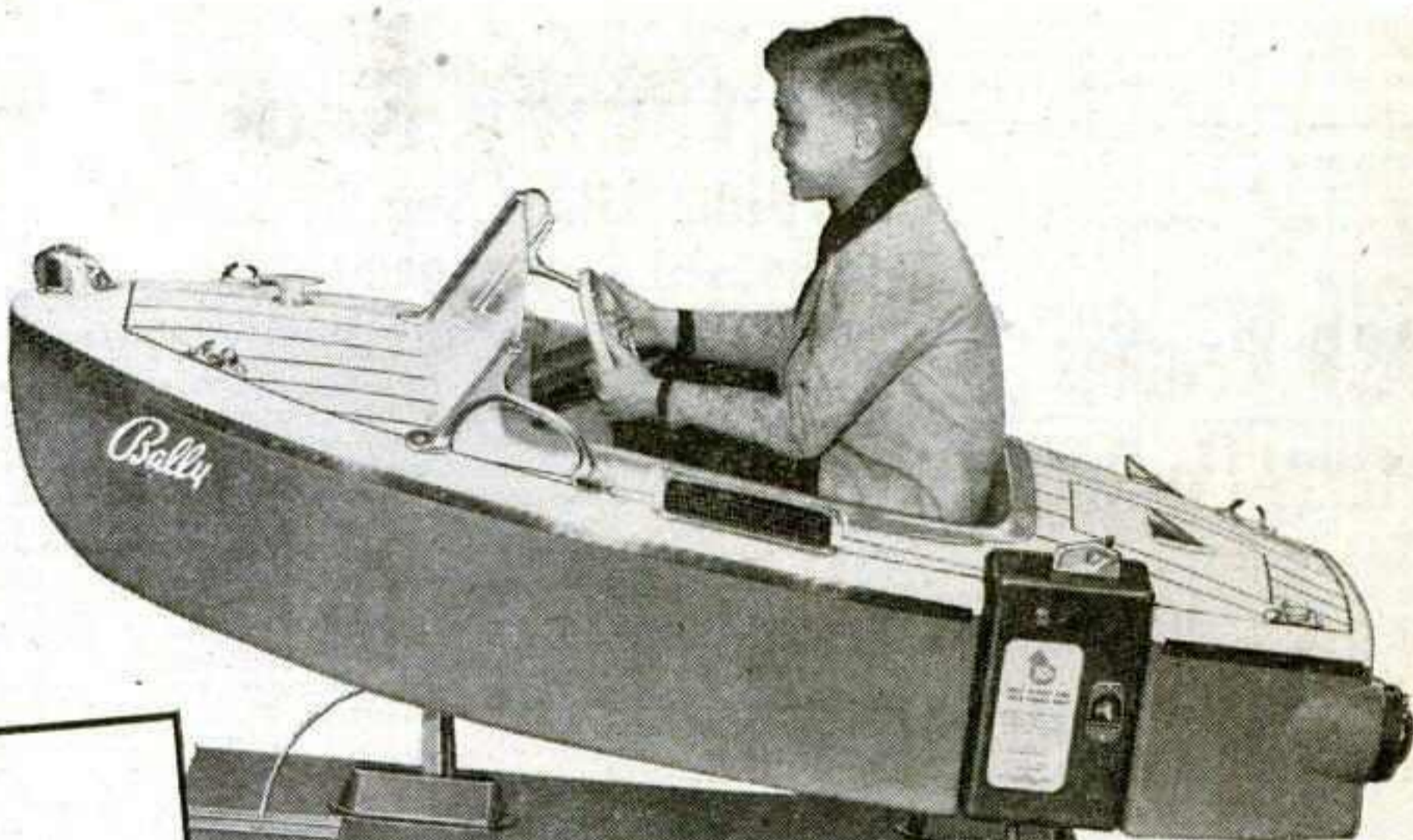


"Next year I'll be this big—big enough to ride Bally Kiddy-Rides."



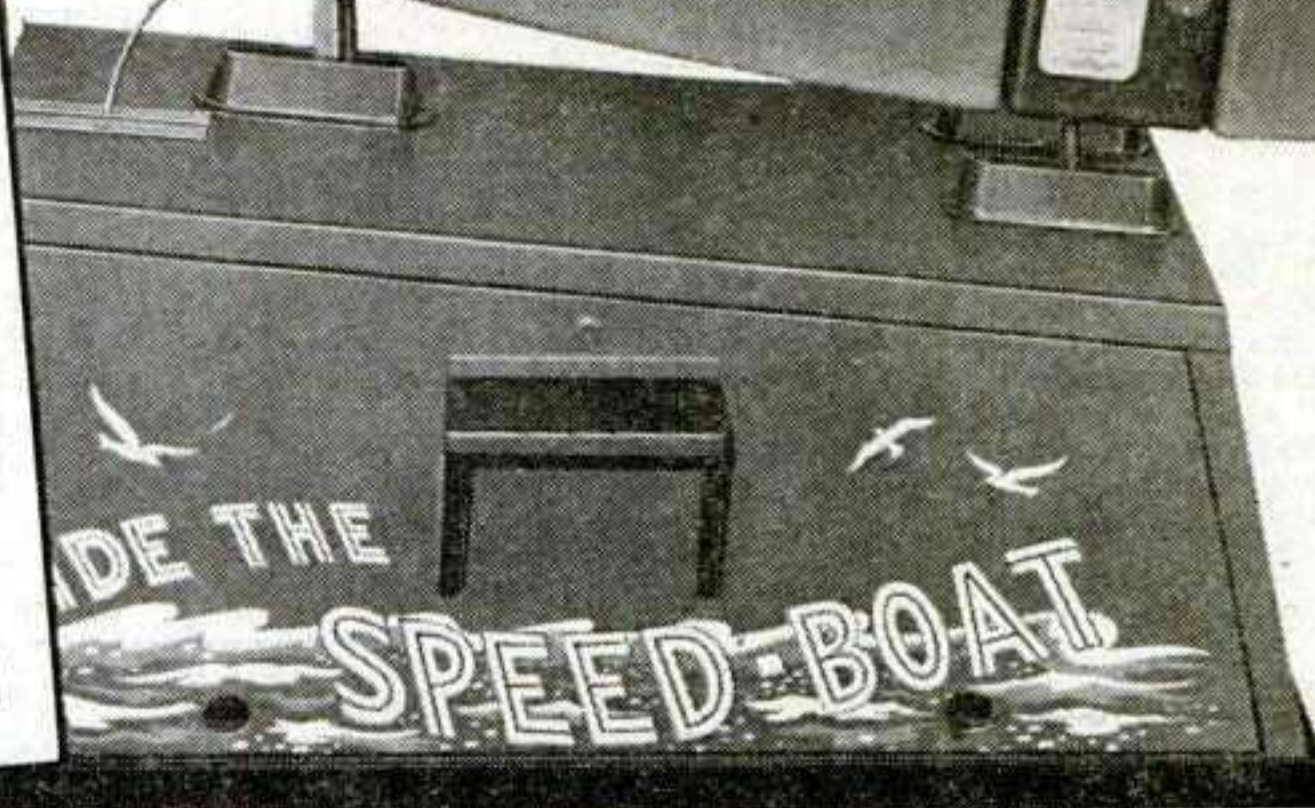
"Dolly's a baby, but I'm big enough now to ride Bally Kiddy-Rides."

Bally Kiddy-Rides operation is a permanent year-after-year business for operators. Every day of the year, dozens of youngsters in every shopping-area graduate from babyhood to kiddy-ride age. 4,000,000 babies born this year will be kiddy-riders within 3 or 4 years. And Bally Kiddy-Rides are built extra-strong to insure years of trouble-free, money-making operation. Babies born tomorrow will ride Bally Kiddy-Rides you buy today. Start a steady-income route of Bally Kiddy-Rides now. Finance-Plan available through leading Bally Distributors.



4 REASONS WHY
Bally® KIDDY-RIDES
EARN BIGGEST PROFITS YEAR AFTER YEAR

1. Flashiest Eye-Appeal	3. Simplest Mechanism
2. Thrillingest Action	4. Sturdiest Construction



Bally® MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Gotham Subway Fare Hike Means Less Business for Vending Ops

Passenger Traffic Off 10%; Token System Means Less Change on Hand

By AARON STERNFIELD
NEW YORK, Aug. 8.—The 15-cent fare introduced two weeks ago on city-owned subway, elevated and surface transit lines here may mean more revenue for the New York Transit Authority, but it threatens to take a healthy chunk from subway vending grosses.

Since the 5-cent fare boost, 10.4 per cent less riders have been using the city transit systems. If you boost your prices 50 per cent and keep 90 per cent of your business, you'll be ahead of the game. The Transit Authority isn't complaining.

As for the operating firms with subway locations—ABC Vending Corporation, Automatic Canteen Company of America, Chick's

Vending Corporation, Interborough News Company, Union News Company and the American Chicle Company—that's another matter.

Sales Dip

The new fare has been in effect for only two weeks, and no figures are available to show decreased vending sales. However, operators are pretty much

agreed that sales are down—the question is how much.

Bob Kyle, American Chicle executive, said his firm would be satisfied if sales decrease only in ratio to the decrease in passenger traffic—currently 10 per cent.

Kyle's fears are well founded. At first glance, it would appear that a 10 per cent decrease in

(Continued on page 72)

NAMA Convention To Give Operators Customer Reaction

Vending Show Aug. 23-26 to Hear Industrial Management Comment

CHICAGO, Aug. 8.—Vending machine operators are going to find out what their customers think of them August 23-26 during National Automatic Merchandising Association's annual convention and exhibit at the Conrad Hilton hotel.

Part of the convention program will be given over to a panel discussion entitled, "As the customers see us: A public reaction to automatic merchandising." In-

cluded on the panel are C. N. Skidmore, purchasing director of Northwestern University; Mac G. Collins, concession manager of the New York Central System, and Fred T. Clarke, manager of employee services for the General Electric Company.

Advance registrations for the convention indicate a record turnout, according to Thomas B. Hungerford, general convention chairman. Hungerford is merchandising director of National Vendors, St. Louis.

Ford Motor Executive

Herb A. Geiger, program chairman, said one of the convention's principal addresses will be given Sunday morning, August 23, by Earl D. Triplett, manager of Food Services for the Ford Motor Company, Dearborn, Mich. Triplett will speak on "What automatic merchandising means to industrial management."

Convention program sessions will occupy each of the four mornings. In line with established NAMA policy, the exhibit floor will be open only in the after-

(Continued on page 74)

BLUEBOOK

National Mag Story Deals With Vending

NEW YORK, Aug. 8.—A seven-page illustrated story in the July issue of Bluebook magazine, title "The Biggest Small Business in the World, deals with the possibilities in vending for the small investor.

Authored by Harold Mehling and Harry Kursh, a sub-caption says: "Vending Machines Have Come of Age and at Least 6,000 Small Operators Have Found a New Frontier That Gives Them Independence—And An Excellent Income."

Altho the earnings potential in vending is treated in glowing fashion, the authors caution against dealing with promoters who cannot be checked thoroughly. A set of 10 rules designed to protect the investor are printed. They are credited to Robert L. Ferman, president of Automatique Inc.

Many Rate Mention

Other vending personalities and companies rating mention in the story include: Cy Melikian and

(Continued on page 73)

ABC Sales Up 10% Over '52

NEW YORK, Aug. 8.—Total sales of \$21,975,086 for the first six months of 1953 were reported this week by ABC Vending Corporation and its subsidiaries, an increase of \$2,063,397 or 10.4 per cent over the same period last year.

Operating profit for the 1953 period was \$1,189,372, a boost of \$219,552 or 22.6 per cent over 1952. Other income increased 20.1 per cent (\$12,357) to \$73,672.

Net profit for the first six months of this year was \$576,078, some 17.1 per cent (\$84,268) more than it was for the first half of 1952.

A regular semi-annual dividend of 30 cents a share was declared by the board, payable September 15.

CAPSULE STAMP LATEST BULK VENDING PRODUCT

KANSAS CITY, Mo., Aug. 8.—Youngsters who collect stamps will shortly discover they can add to their collection by patronizing bulk machines.

Foreign stamps, packed in clear plastic capsules, are being prepared here for the vending trade by Bernard K. Bitterman, Victor distributor, and inventor Arthure I. Stebbins.

Called "Stamvules," the stamps are packed 250 to a sack, 1,000 to a case and cost \$7.50 per 1,000 postage paid. Bitterman said he and Stebbins have patents pending on the packaged stamps.

At first, said Bitterman, operators will mix the stamps in with gum and charms as a merchandise incentive. He added he hoped to persuade Victor to develop a vending wheel which would enable the operator to stock nothing but the stamps and vend them two for a nickel.

Chicago Cigarette Vender Ban Costs \$1 Million Yearly

Mayor's Investigation Seeks to Discover If Law Needs Changing

CHICAGO, Aug. 8.—Chicago's treasury could be nearly \$1,000,000 richer if the city's council would lift its prohibition of cigarette vending machines.

So charged the Chicago Sun-Times this week in revealing that thousands of cigarette venders operate in the city, despite the ban, without paying licenses.

Many of these machines, the Chicago newspaper stated, were controlled by Apex Cigarette Service which has links with the city's underworld. Secretary-treasurer of Apex is Edward D. (Eddie) Vogel, one-time boss of Al Capone's slot machine interests.

List Some Stops

Despite the city law which prohibits cigarette machines, the Sun-Times said it spotted venders in such outlets as the U. S. Internal Revenue Bureau office, Cook County Hospital, the County Morgue and other governmental and county buildings.

Following the Sun-Times story, there were these developments:

1. City officials said they would ask for \$25 to \$100 per

day fines for each cigarette machine operated illegally in the city.

2. Mayor Martin Kennelly announced he would make a personal investigation to find out whether the city should change its present ordinance to permit cigarette venders.

The Sun-Times pointed out that a cigarette retailer's license costs \$120. It said industry sources estimated there were 3,000 cigarette venders on location within the city limits which would return some \$360,000 in license fees if the machines were legalized.

In addition, the newspaper said industry sources estimated an

(Continued on page 74)

SLUGFEST

You Think You Got Problems?

NEW YORK, Aug. 8.—Operators with slug problems may gripe about their revenue loss, but they'd gripe a lot less if they knew what the New York City Transit Authority is up against.

On July 25 the fare on Gotham subways was increased from 10 cents to 15 cents, with tokens slightly smaller than dimes (see separate story).

Included in that day's collection were 191 foreign and mutilated coins, 277 slugs, 20 defective tokens, 649 tokens from other transit systems, and 18 pay coins for a total of 1,155. This represented a loss of \$173.25 to the NYCTA.

More Dime Slugs

Oddly enough, there were more slugs and illegal coins passed the preceding Saturday, when it took a dime to pass thru the

(Continued on page 74)

Predict All-Time Attendance Record At NABV Meeting

Panel Sessions on Management, Merchandising Complete Program

CHICAGO, Aug. 8.—Advance hotel reservation requests indicate the third annual convention and exhibit of National Association of Bulk Vendors will set a new attendance record.

The convention will be held at the Congress Hotel here Saturday and Sunday, August 22-23. Advance registration will begin Friday night at 8 p.m. in convention headquarters at the hotel. Registration will continue the following morning until the business sessions open at 10 a.m.

NABV's board of directors will hold a special meeting at 9 p.m. August 21 at the Congress.

Two additional panel discussions were announced this week to complete the two-day business program. One panel will be led by Everett J. Graff, Graff Vending Supplies, Dallas, and Roger Folz, Folz Vending, Oceanside, N. Y.

Graff, a veteran bulk operator, will lead a discussion on route management. Among other subjects, Graff's panel will cover such matters as commission arrangements with locations; advantages or disadvantages of paying a flat monthly commission as opposed to a percentage rate; advantages of paying commissions in cash or by check; how and when machines should be

re-filled; sanitation and problems of transportation.

Folz, who built one of the nation's largest bulk routes in the past three years, will cover the general subject of better merchandising, including diversification of equipment and products to obtain maximum sales; proper placement of the machine to attract maximum volume; use of other merchandising devices to produce the best possible revenue.

Apco to Show 3 New Units at NAMA Confab

NEW YORK, Aug. 8.—Two new SodaShoppes models and a new-type vender (details not yet available) will be displayed by Apco, Inc., at the annual convention of the National Automatic Merchandisers' Association at Chicago August 23-26.

According to Mell Rapp, Apco

(Continued on page 74)

Over 2,000 Attend NCWA Confab in Chi

CHICAGO, Aug. 8.—The National Candy Wholesalers Association's eighth annual convention, which closed Wednesday presented a successful four days of exhibit to an estimated attendance of over 2,000 wholesalers, salesmen and manufacturers.

Philip P. Gott, president of National Confectioners' Association, told members of NCWA, "Wholesalers continue to be primary factors in candy bar distribution. According to government figures, wholesalers increased their purchases of candy bar production from 53.6 in 1950 to 54.8 percent in 1951."

Philly Health Officers Join Charms Debate

PHILADELPHIA, Aug. 8.—Health department officials joined other municipal agencies here this week in an attack on the mixing of charms with candy, gum and nuts in bulk machines.

Paul W. Purdom, director of the division of environmental sanitation, declared, "There is always the danger that small children are apt to put these items in their mouths and swallow them."

Purdom also said an investigation was underway to determine whether mixing charms with the machines' edible contents violated food purity laws.

(Editor's Note: The practice of mixing charms with candy, gum and nuts is common in most areas. Last year, the U. S. Supreme Court ruled that the mixing of charms with such edibles did not constitute a violation of the Federal pure food laws.)

Purdom did admit that a study his staff made of bulk venders indicated "the contents of the machines were not items favorable to the growth of bacteria unless, someone filling the devices contaminates the merchandise."

The health officer said a meeting between his bureau and

(Continued on page 74)

New Miami Cig Firm Launched

MIAMI, Aug. 8.—Two veterans in the cigarette vending field have joined forces and established their own business, Independent Cigarette Service, Inc., headed by M. Lewis Spratlan as president and Ray Helfrich, secretary and treasurer.

Both were associated for many years with Ace-Saxon Inc. of Miami, Spratlan as sales manager and Helfrich as shop foreman.

Spratlan and Helfrich consider they have already made "remarkable progress" in their new enterprise. However, they have been handicapped somewhat by delays in the arrival of ordered equipment. Their operating area covers Miami, Coral Gables, Hialeah and Miami Springs.

Helfrich points to the distinction of being the first cigarette vending operator in Miami, when he established Southern Cigarette Service back in 1933. Two years later he sold out to John F. Saxon, who changed the name to Saxon Cigarette Company. As the result of a merger in 1946, Saxon's firm became Ace-Saxon and since then has developed what is generally regarded as one of the largest cigarette operations in the Southeastern United States.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1/2 & 5/8 Comb.	\$13.95
N.W. 233 1/2 Porc.	7.95
Master 1/2 Bulk Porc.	7.45
Master 5/8 Bulk Porc.	7.45
Master 1/2 & 5/8 Bulk Porc.	7.95
Columbus 1/2 Bulk	7.45
Silver King 1/2 B.G. or Mdse.	7.45
Silver King 5/8	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1/2 B.G.	7.45
Advance #11 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.85
Pistachio Nuts, Vendor's Mix	.78
Cashew Whole	.62
Cashew Butts	.52
Peanuts, Jumbo	.32
Spanish	.28
Mixed Nuts	.55
Almonds 480 ct. 3 lbs. vac. pk.	.85
Baby Chicks	.34
Rainbow Peanuts	.30
Boston Baked Beans	.30
Hobby Mix	.30
Jelly Beans	.28
Licorice Lozenges	.25
M & M	.44
Assorted Fruit Chunks, 100 ct.	.43
Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	\$.28
Adams Gum, all flavors, 100 ct.	.42
Wrigley's Gum, all flavors, 100 ct.	.47
Sugar Chocolate, 200 ct.	.28
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes Assorted.	

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
L O n g o a c r e 4-6467

Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED.
HEAVY SHEET METAL BASE.
TIN SCOOP.
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.
Skillful workmanship is employed in building this scale to assure reliability and accuracy.
There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.



\$18.50

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
Distributors, Write for Prices.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.



WE'RE SITTING PRETTY!

We'll show this hand at the NABV—Congress Hotel Show, Chicago. August 21-23.

VENDERS! Look into a big, bright future. We have the answer. You'll have bigger profits, no risk . . . any city.

And here's news! — You'll get a better deal than ever from this bigger, better distribution set-up. **PLASTIC SPECIALTIES CO.**, the only charm molder in this field, and **PLASTIC PROCESSES CORP.**, the only charm plater in the U. S., now join hands to handle charm sales!

FOR THE MOST COMPLETE LINE IN CHARMS SEE—

PLASTIC SPECIALTIES CO.
SOLD EXCLUSIVELY BY
PLASTIC PROCESSES CORP.
83 Hanse Avenue Freeport, N. Y.

VICTOR'S Topper Deluxe Globe Style **VICTOR'S Topper Deluxe Half-Cabinet Style**



1 to 23	14.20 Ea.
24 to 47	14.00 Ea.
48 to 99	13.75 Ea.
100 or more	13.20 Ea.

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

SUPPLY & DEMAND
Orange Concentrate Prices Heading Up?

NEW YORK, Aug. 8.—Operators of frozen-orange concentrate venders may be faced with the prospect of either upping their prices, cutting down on the strength of their drinks, or operating on a smaller profit margin.

The virtually inflexible economic law of supply and demand is catching up with the venders, and it looks as tho there is little they can do about it. The obvious answer, of course, to keep prices down in the face of an increasing demand, is to boost the supply. However, in the case of frozen orange concentrate, this may be a good deal tougher than it sounds.

Here's the way Paul Sullivan, sales executive for Snively Groves, manufacturers of the Snively cup juice vender explains it:

Supply and Demand
During the last two years, the public demand for frozen orange concentrates has soared. As a result of this demand, many small growers went into the orange business in Florida and the larger growers expanded their acreage. Last year, the supply was considerably ahead of the demand. As a result, many small growers watched their oranges rot on the trees and decided they had enough. Some of the larger ones attempted to plan production to meet market needs.

This year, consumption has soared. No oranges rotted on trees. Instead, the price has been driven up because Americans are drinking it faster than it can be grown and processed, according to an Agriculture Department spokesman.

Less Supply
Sullivan estimates that this year's supply of orange concentrate will be about 4,000,000 gallons less than last year's—with the demand considerably higher. Prices are generally the lowest in early October when the harvest begins. After that, as the demand increases and the quality improves, the price climbs, with a peak in late September. In early October, when the new crop comes in, the price usually drops sharply.

However, with the concentrate now selling at the high price of \$2.80 to \$2.82.5 a case, no drop is anticipated in October, Sullivan said.

Operators of Snively venders, Sullivan added, have not been hit by the rising prices. He explained that the firm has an operator protection plan which assures the venders of a supply and of a fixed price.

Coke Reports Sales Highest in History

NEW YORK, Aug. 8.—Coca-Cola Company, for the first six months of 1953, had the highest unit sales in the history of the company, H. B. Nicholson, president, announced.

Net income for the period was \$12,940,424, compared to \$12,263,199 for the corresponding period last year, and net earnings rose to \$3.03 per share as against \$2.87 for last year. The company did not reveal the dollar value of mid-year sales.

TIMES WRITER SAYS—

N. Y. Subway Riders Spend \$1.5 Mil. in Pennies a Year

NEW YORK, Aug. 8.—Meyer Berger, in his About New York column in The New York Times Friday (7), disclosed that New York's subways support 11,700 vending machines which yield 1,167,000 pounds (more than \$1,500,000 worth) of pennies each year. He said the combined railroad stations of the United States support fewer than 10,000 units.

Berger's figures refer to venders (mostly bulk and tab gum) which the American Chicle Company holds under contract but assigns to the International News Company for operation. It takes 145 men to service and maintain these venders.

According to Robert B. Kyle, American Chicle sales manager, and INC executives George Booth and Charles Maloney, subway riders consume about 2,500,000

venders, he added, have enough stock on hand to carry them thru until early October when the new crop will be in.

However, the supply at Snively is growing short, he said. No orange concentrate is being shipped in, and shipments of blended grapefruit and orange concentrate are tapering off.

Day of Reckoning
All this means that while operator stocks may suffice for a while, the day of reckoning may come soon if a poor crop is forthcoming this fall.

Meanwhile, a Department of Agriculture spokesman estimated that household purchases alone are running at the rate of 55,000,000 gallons a year, exclusive of the amounts being used by hotels and restaurants.

The department estimates the total output of frozen orange fruit concentrate at about 50,500,000 gallons.

Storage Stocks
No immediate shortage is expected because producers can draw on cold storage stocks built up during the years when the demand was not so great. These stocks totaled about 23,242,000 gallons at the end of June.

Frozen orange juice concentrate was introduced in the U. S. in 1948; it is currently used by about 30 per cent of American families. In June, the average retail price was 16.1 cents a can, compared with 15.3 cents a year earlier.

Ice Cream Mfrs. Plan October Vending Confab

BOSTON, Aug. 8.—How to increase ice cream sales with automatic vending machines will be one of the features of the annual convention of the International Association of Ice Cream Manufacturers at the Statler Hotel, October 28-30.

The Ice Cream Merchandising Institute announced that Jack Burlington, sales manager of the ice cream vending division of the Vendo Company, Kansas City, Mo., would discuss, "Plus Gallonage Thru Automatic Merchandising." A question and answer session will follow Burlington's address.

ICMI, a division of the manufacturer's association, has reserved the Statler's grand ballroom for the merchandising sessions.

Landlords Pay Tax On Laundry Business

RALEIGH, N. C., Aug. 8.—Landlords maintaining coin-operated washing machines that are used by tenants are engaged in the business of operating a laundry and are subject to the city license tax, according to a ruling of Attorney General Harry McMullan.

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IMMEDIATE DELIVERY!

Send 35c for complete samples and low, low prices. FALSE TEETH—SILVER TIPPED BULLETS—SHIP-IN-A-BOTTLE—LIGHT BULB—CAMEO RINGS—RECORD ALBUMS

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858



20 BRAND NEW 5c Hot Nut Machines

Slug proof. White enamel finish. 6-lb. capacity. \$12.50 Each

Terms: 1/3 deposit, balance sight draft.

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SUMMER SPECIALS IN CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)



UNEDA
Model E, 9 Cols., 270 Cap. ... \$ 90.00
Model A, 6 Cols., 180 Cap. ... 87.50
NATIONAL
Model 9-A, 9 Cols., 350 Cap. ... \$115.00
Model 950, 9 Cols., 350 Cap. ... 125.00
ROWE
President, 10 Cols., 475 Cap. ... \$135.00
Crusader, 10 Cols., 475 Cap. ... 155.00
Diplomat Electric, 8 Cols., 340 Cap. ... 175.00
DUGRENIER
Champion, 9-11 Cols. (6 Cols. King Size), 380 Cap. ... \$ 97.50
Model V, 7 Cols., 235 Cap. ... 90.00



KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES WRITE!

Brand New Stoner 1¢ Gum Vendors SPECIAL ... \$25.00 ea.
We carry a complete line of all makes of Candy Machines—Write!

Our Paints Are VENDERIZED Prevents Peeling, Flaking & Rusting.
All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Bal. C.O.D.

Uneda Model E, 9 col., 240 pack cap. Special \$85.00

DuGrenier #5, 7 Cols., ALL KING SIZE, 210 Cap. \$85.00

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"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
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THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

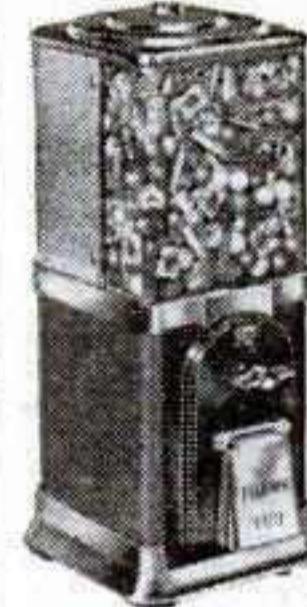
	Issue of Aug. 8	Issue of Aug. 1	Issue of July 25	Issue of July 18
Advance Model D Ball Gum...	\$7.45	\$7.45	\$7.45	\$7.45
Advance No. 11.....	5.95	5.95	5.95	5.95
Alkuna Cracker Machine....		27.50	27.50	27.50
Atlas Nut.....	6.50			
Bonanza Pop Corn Vendor...		75.00	75.00	75.00
Coca Cola Bottle Vender 10c	195.00			
Columbus 1c.....	7.45	7.45	7.45	7.45
Craig Ice Cream Vender, 5c & 10c.....	250.00	250.00	250.00	250.00
C-8 Electric.....	135.00	135.00	135.00	135.00
DuGrenier Candyman.....				49.50
DuGrenier Champion (6 col.)...		97.50		
DuGrenier Champion (11 col.)...		97.50	97.50	97.50
DuGrenier V (7 col.).....	90.00	90.00	90.00	87.50
DuGrenier S (7 col.).....	85.00	85.00	85.00	80.00
DuGrenier Champion (9 col.)...	97.50 125.00	97.50 125.00	97.50 125.00	97.50 125.00
DuGrenier Model W (9 col.)...	115.00	115.00	115.00	115.00
Exhibit Card Vender, 1c.....	15.00	15.00	15.00	15.00
Foot Ease (Exhibit).....		35.00		
Humpty Dumpty Scale.....		50.00		
Keeney Electric (9 col.).....	185.00	185.00	185.00	185.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Lehi PX (8 col.).....	135.00	135.00	135.00	135.00
Lehi PX (10 col.).....	145.00	145.00	145.00	145.00
Lite-Up Card Venders.....		15.00		
Marion Scale.....	89.50	89.50	89.50	89.50
Master 1c & 5c.....	7.95	7.95	7.95	7.95
Master 1c.....	6.50 7.45	7.45	7.45	7.45
Master 5c.....	7.45	7.45	7.45	7.45
Mills Candy (5 col.).....	89.50	89.50	89.50	89.50
Mills Tab Gum.....	16.50	16.50	16.50	16.50
National 9 A.....	115.00	115.00		115.00
National Candy (6 col.).....	65.00	65.00	65.00	65.00
National Candy (9 col.).....	95.00	95.00	95.00	95.00
National King Ball Gum....		9.95	9.95	9.95
National King Candy.....	20.00	19.50 20.00	19.50	19.50
National Electric.....	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
National 750.....				79.50
National 930.....	95.00 110.00	95.00 110.00	95.00 110.00	95.00 130.00
National 950.....	125.00(2) 145.00	125.00(2) 145.00	125.00 145.00	125.00 145.00
Northwestern 33 Ball Gum...		7.95	7.95	7.95
Northwestern Deluxe 1c and 5c.....	13.95	13.95	13.95	13.95
Northwestern Model 39, 1c...	6.50 7.95	6.50 7.95	6.50 7.95	6.50 7.95
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Pop Corn Sez.....	49.50 69.00	49.50 69.00	49.50	49.50
Revco Ice Cream Vender, 10c	150.00	150.00	155.00	150.00
Revco Ice Cream Vender, 2 col., 10c.....	495.00	495.00	495.00	495.00
Rowe (8 col.).....	125.00	125.00	125.00	
Rowe (10 col.).....	145.00	145.00	145.00	
Rowe Crusader (10 col.).....	155.00	155.00	155.00	
Rowe Diplomat Electric (8 col.)...	175.00	175.00	175.00	
Rowe President (8 col.).....	155.00	155.00	155.00	155.00
Rowe President (10 col.).....	135.00 155.00	135.00 155.00	135.00 155.00	155.00
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 1c Mdse.....	7.45			
Silver King 5c.....	7.45	7.45	7.45	7.45
Silver King Hot Nut, 5c....		6.95		
Siros Brush Up.....	50.00	50.00	50.00	50.00
Stamp Vender (4 col.).....		18.50		
Star Candy.....		10.95		
Stick Gum.....		9.95		
Super Vend Selective Drink Vender.....	350.00	350.00	350.00	350.00
Uneda Candy, 5 col., 5c....				65.00
Uneda Electric Cigarette Machine (9 col.).....	125.00	125.00		
Uneda Model A (6 col.).....	87.50	87.50	87.50	
Uneda Model E 6 col.....	75.00			
Uneda Model E (8 col.).....	85.00	85.00	85.00	
Uneda Model E (9 col.).....		90.00	90.00	
Uneda Model 500 (9 col.)...	135.00	135.00	135.00	135.00
Uneda Monarch (6 col.)...				87.50
Uneda Monarch (8 col.)...				97.50
U-Select-It.....	49.50	49.50	49.50	49.50
Vendor-Bar, 8 col., 10c....	119.50	119.50	119.50	119.50

Moneygolds



from Sandy MacTight's garden of profit. They bloom better if you operate VICTOR'S

Topper Deluxe Half-Cabinet Style



Also Available

- VICTOR'S Topper Deluxe Globe Style
- VICTOR'S Baby Grand Deluxe

Immediate Delivery on all Victor Models. Time Payment Plan Available.

\$14.25 ea. 13.25 ea. 100 or more. All machines packed and sold 4 to the case.

ROY TORR—LANSDOWNE, PA.

From LITTLE ACORNS mighty INCOMES grow!

Precision-Built for PROFITS!

ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mdse.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

NEW! SILVER STREAK

BRUSH HOUSING & BALL GUM WHEEL

Pacific Coast Distributor OPERATORS VENDING MACHINE SUPPLY
1023 S. Grand Ave. Los Angeles 15
Eastern Office: Nat'l Sales Hdqs. PENNY KING CO. 2538 Mission St. Pittsburgh 3, Pa.

MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, Calif.

TIPS THAT LEAD TO MONEY-MAKING OPPORTUNITIES IN COIN MACHINES



Every issue of Billboard has latest tips on successful means and methods to make more money from coin machines... new and used equipment offerings help coinmen spot money-savers... tells them where, when and what to buy.

Don't miss a single weekly issue of The Billboard!

OUT NEXT WEEK The Billboard NAMA-NABV Convention Number

Highlights two great vending industry events: National Automatic Merchandising Association Convention and National Association of Bulk Venders Convention

SUBSCRIBE TODAY AND SAVE \$3.00

The Billboard 2160 Patterson St., Cincinnati 22, Ohio
Yes, start sending me The Billboard right away! \$10 payment enclosed (a saving of \$3 over single copy rates). 856

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____



when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

N. Y. Subway

Continued from page 70

passengers means a 10 per cent decrease in business—that 90 persons will spend 90 per cent as much as 100 persons. But there's much more to it than that.

Tokens Obstacle

Tokens are the biggest obstacle to spending. When the 10-cent fare was in effect, the passenger would go to the change booth, get two dimes and a nickel for his quarter, and perhaps spend the nickel in a vending machine while waiting for his train.

With a 15-cent token fare in effect, the passenger loads up with tokens, eschews the change booth for several days, and often has only tokens to jingle in his pockets while he is waiting for the train.

Virtually all subway vending sales are impulse sales. The quickest way to remove the impulse is to remove loose change and substitute tokens which are good only in turnstiles.

Commuters who have been in the habit of taking change for subway fare along with them are now more prone to take folding money and tokens. This not only hurts subway vending locations, it hurts locations everywhere.

Another factor which must be considered is simple arithmetic. A man who pays 30 cents for transportation has less money left than a man who pays 20 cents. Some part of that 10-cent differential would have gone into the vending machines. Just how much won't be known for several months.

The 10.4 per cent drop in riders was .7 less than the 11.1 per cent average annual loss the Transit Authority had anticipated as a result of the higher fare.

Figures released by the authority from Monday thru Friday (27-31) revealed that fares totaled 27,319,106, compared with 30,494,436 the same week a year ago. The 15-cent fare resulted in \$4,097,865 in revenue for the five days, compared with \$3,049,443 collected a year ago at a dime a ride.

IT TOOK US A FULL YEAR OF HARD WORK IMAGINATION INSPIRATION PERSPIRATION INVESTMENTS

to prepare for our Convention

NOW—you can SEE the RESULTS at the N.A.B.V. CONVENTION in Chicago at the Congress Hotel Aug. 22-23, 1953

SEE EPPY FIRST. BY ALL MEANS DON'T MISS SEEING THE BIGGEST, BEST and NEWEST ASSORTMENT of CHARMS and GIMMICKS.

If you plan to attend—you are wise. If you are hesitating—let this advertisement decide you to ATTEND. We GUARANTEE it's WORTHWHILE.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 2, New York

VENDING OPERATORS TRIPLE YOUR TAKE

with no additional equipment or expense! If you have filling station or garage locations, write for our

VEND-O-MAT Plan. NO SELLING!



CIG-O-MAT

New Sensational Automatic Dash Lighter. Press Button—When It Clicks It's Lit! Fits All Cars—No Wiring—LOW COST!

Distributors Wanted.

SEABOARD

548 West 53rd St. New York 19

See us at the NABV Convention in Chicago

At the Congress Hotel August 22-23

MANY SURPRISES

PAUL A. PRICE COMPANY

55 Leonard Street, NYC 13

CLOSEOUT ATLAS BANTAM

5c CHLOROPHYLL TRAY VENDORS

Vend 4 chlorophyll chiclet tabs or 2 chlorophyll gum balls for 5c. Will also vend nuts and candy. Brand new and slightly used. Write for prices.

PAT SLEET

8 Sweetbrier Ave. Florence, Ky.

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

**BALL & VENDING GUMS
BUBBLE, CHICLE
& CHLOROPHYLL**

New LOW factory prices

- Bubble Ball Gum, 140-170 & 210 ct. 25¢ lb.
- Clor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb.
- Clor-o-Vend Chicks, 275 & 320 ct. 45¢ lb.
- Chicle Chicks, 320 & 520 ct. 36¢ lb.
- Bubble Chicks, 320 & 520 ct. 30¢ lb.

These LOW prices F.O.B. factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves.
Newark 4, N. J.

Your Best 5¢ Sellers for Biggest Profits!



For the Vending Trade

WESTCOTT DELUXE
SALTED VIRGINIA • SUGAR TOASTED
SALTED RED SKIN • SPANISH
peanuts

\$2.88 for 120 pack carton.
SPECIAL: 1 carton free with each 50 carton order!

*Tasty, tempting, crisp.
*Attractive cellophane bags.
*Bulk nuts for vending machines.

Freight prepaid East of Mississippi.
Minimum order: 25 cartons.
Terms: 2% discount—10 days.
Write for details and prices.

WESTCOTT PACKING CO. Irvington 11, N. J.

VICTOR'S

Baby Grand Rocket Style (5c) 4 to 99

\$14.25 ea. 100 or more.

\$13.25 ea. ROCKET BULBS

Large bulbs that glow in the dark. \$20 per 1000

All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-Ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandise list.

Pioneer Vending Service
590 Albany Ave. Brooklyn 3, N. Y.
Phone: PResident 4-5358

SPECIAL!

- * Whole Cashews, 450 count, 30 lb. 62¢
- * Jordan Almonds, 600 count, 30 lb. 82¢
- * Virginia Peanuts, 30 lb. 32¢
- * Spanish Peanuts, 30 lb. 26¢

Pistachio Nuts, Ball Gum, Adams & Wrisley's Gum, Chicle Treets, Chloro Treets. Everything for the Operator at lowest market price at time of shipping. 1/3 deposit, bal. C.O.D., F.O.B. Boston.

CHAMPION NUT CO.
1194 Tremont St. Boston 20, Mass.

S-JB Shifts Sales Office To Stamford

STAMFORD, Conn., Aug. 8.—In a move to co-ordinate activities of sales, production and general administration, Spacarb-Juice Bar this week shifted its general sales office from New York to its general offices here.

Vice-president Howard Richardson and his assistant, Dean Moore, have been moved from New York to Stamford. The New York office will be operated as a local branch with Henry C. O'Brien as local sales manager.

Minute Maid Wins Court OK

MIAMI, Aug. 8.—A favorable judgment was awarded Minute Maid Corporation; pioneer in the frozen concentrate field, in its suit against Pure Foods, Inc., for unfair competition and unfair trade mark infringement. It charged the latter used a name similar to "Minute Maid."

J. W. Holland, chief justice of the U. S. District Court in South Florida, held that altho Pure Foods was engaged in meat products, Minute Maid had acquired secondary meaning to the public, denoting products produced by the corporation as well as a type product.

John M. Fox, president of Minute Maid, testified that over \$6,000,000 had been spent in advertising the trade mark prior to the infringement.

Disposable Slippers New Vending Item

NEW YORK, Aug. 8.—The Sani-Scuff Company announces production of a sanitary disposal slipper which is designed for both vending and counter sales to travelers and vacationists.

The papier-mache slippers will sell for 10 cents per pair and are available in three sizes, small, medium and large. They can be imprinted with the location name, if desired.

Several makes of vending machines can be used to vend the slippers which Sani-Scuff officials feel will find rapid acceptance at hotels, motels, hospitals, pools, beaches and on trains, planes and ships.

Bramson Named GM Comptroller

BROOKLYN, Aug. 8.—Morton A. Bramson has been named comptroller of the Gold Medal Candy Corporation, according to an announcement made this week by President Victor A. Bonomo.

Sidney M. Kent has been promoted to service manager in charge of purchasing and credit, and Isadore J. Feitelson has been added to assistant to Sales Manager Hy Becker.

Hart Names Meyer Abelson; Dixie Vending Boom Cited

UNION CITY, N. J., Aug. 8.—Meyer Abelson, veteran bulk vending executive, has been named sales representative of H. K. Hart Confections here. He will work under Sales Manager Leo Leary and will cover both the domestic and Canadian market.

Abelson was formerly connected with Oak Sales of California, handling the Acorn bulk vender. He currently operates Oak Sales of Pittsburgh and has Canadian holdings.

Leary said that a redesigned bulk vender made by Champion Vendors Supply Company, San Antonio, will be displayed at the National Association of Bulk Vender's convention which gets underway in Chicago, August 23. Hart is national distributor for Champion.

Leary has just returned from a 30-day visit to the Southeast,

NATD Sets Promotion For Million Retailers

NEW YORK, Aug. 8.—The National Association of Tobacco Distributors will attempt to streamline merchandising practices in more than 1,000,000 retail outlets in its "The Swing Is Our Way" program which gets underway September 28 and winds up January 23, 1954. The selection of four merchandisers as "Retailers of the Year" will be part of the program.

Joseph Kolodny, NATD managing director, said the program would feature a merchandiser-refresher course for retailers, using the graphic-visual method. Kolodny estimated that more than 15,000 salesmen of wholesale

tobacco distributors from coast to coast would function as the faculty of a "school on wheels" by furnishing and citing the values of the training material to retail merchants.

Promotional Activities

The NATD Retail Merchandising Division will furnish participating retailers with graphic-visual material. Promotional activities will cover more than 50 industries selling merchandise thru wholesale tobacco distributors who handle an annual volume of more than \$1,000,000,000 thru 1,300,000 retail outlets.

Kolodny said, "The wholesale tobacco trade under the guidance of the NATD is, as a matter of enlightened self-interest, marshaling its forces to aid constructively the retail merchants of the nation to enjoy greater success by conducting their business with greater efficiency, thus rendering better service to their customers, the community in which they do business, and their suppliers."

Auto-Photo Appoints Two New Distributors

LOS ANGELES, Aug. 8.—Auto-Photo Company, Inc., manufacturer of photo venders, this week appointed two Kansas City firms as distributors.

They are Uni-Con Distributing Company and Central Music Distributing Company. Both are active in all lines of coin-operated machines.

Uni-Con will represent Auto-Photo in Western Missouri and Central Music will handle Iowa and Nebraska sales.

Barker Heads New Irish Gum Plant

DUBLIN, Ireland, Aug. 8.—John Barker, of New York, has established a new chewing gum manufacturing firm here, John O. Barker (Ireland), Ltd. Managing director is Francis H. Steel, manufacturer of candy and gum marketed under the Brookfield brand.

The Barker plant also plans to produce candy this fall for European markets. Toffees and hard candies will be produced. Barker, a director in the firm, operates five other chewing gum concerns in Europe. He has been associated with Dentyne, Sweets Laboratories, Inc., Gum Laboratories and Gum Makers of America and has been in the gum industry both in America and Europe for over 40 years.

Can. Lo-Boy Dist. Opens Parts Dept.

TORONTO, Aug. 8.—Century Products, Ltd., Canadian distributor for the Apco Lo-Boy line, this week acquired additional floor space for its newly-organized service and parts department.

President Harvey R. Springer reports a sharp upswing in business.

Dixie Names Sales Head

EASTON, Pa., Aug. 8.—The Dixie Cup Company appointed Albert Smith as its national sales manager of water cup, transportation and governmental sales.

Smith, who was New York manager of Vortex Cup Company, when it was merged with Dixie in 1936, joined the latter firm as division manager of the New York metropolitan area. Later he took charge of the government department and the Dixie fountain cup program. In 1948, he was appointed manager of the metropolitan area and a few years later became national sales manager of chain operations.

Smith's headquarters are in Easton.

Cig Venders to Return to Italy

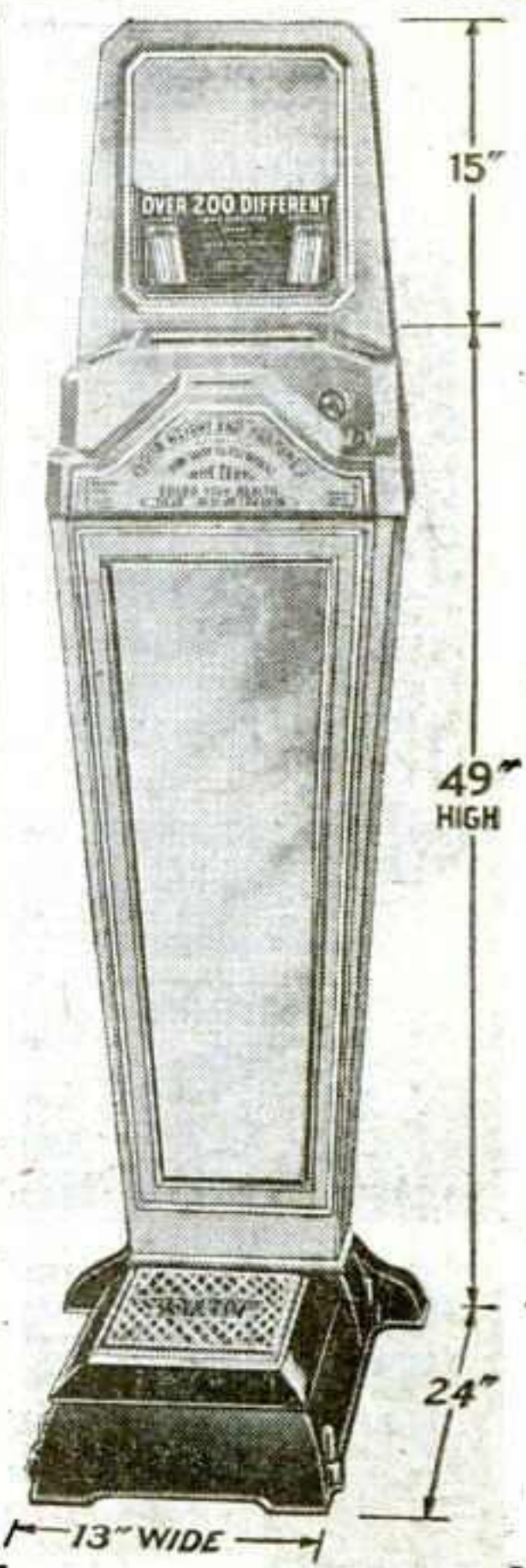
ROME, Aug. 8.—Cigarette vending machines will soon be back in Italy as before World War II. The Italian tobacco monopoly, Monital, is negotiating with American manufacturers to buy a considerable quantity of the machines, which will be installed in Rome and later in other cities throughout the country.

The return of the automatic smoke machine in Italy will be welcomed by steady smokers here, as cigarette shops are closed on Sundays and holiday afternoons.

Blue Book

Continued from page 70

Lloyd Rudd; Clint Darling, director of the National Automatic Merchandising Association; National Dispensing Company, National Sanitary Sales Company; International Mutoscope Corporation; Howard M. Richardson, president, Juice Bar Sales Corporation; Robert Z. Greene, president, Rowe Corporation and Herman K. Hart, H. K. Hart Confections Inc. Authors Mehling and Kursh did much of the spadework for the yarn in the offices of The Billboard.



WEIGHT 165 LBS.
\$25 DOWN
Balance \$10 Monthly
400 DE LUXE
PENNY FORTUNE SCALE
NO SPRINGS
Invented and made only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

CHARM OPERATORS
WRITE FOR SAMPLES AND PRICES ON THE FOLLOWING:
★ METAL CHARMS
by Douse Mfg. Co.
★ MINIATURE PADLOCKS
by Eagle Lock Co.
★ SASSY SAYING BUTTONS
by Green Duck
OAK SALES CO.
2033 Fifth Ave. Pittsburgh, Pa.
IN CANADA:
INTERNATIONAL VENDING CO., LTD.
940 Gerrard St. E., Toronto, Ontario
Phone: Hargrave 2179

OPERATORS! WE HAVE ONLY A FEW SCALE ROUTES LEFT!

If you are attending the **NAMA CONVENTION**
Get Full Particulars by Contacting
L. D. CHAMBERS or J. J. CROSBY
REGISTERED AT THE CONRAD HILTON HOTEL
August 22 thru 26

PEERLESS Weighing & Vending Machine Corp.
29-28-41st Avenue • Long Island City 1, N. Y. • Phone: STillwell 4-1620

STAMVULES

Pat. Pend.
at your distributor or
BERNARD K. BITTERMAN
407 E. 27th Kansas City, Mo.

ROCKET RINGS Beautiful JEWELLED RING with BIRTHSTONE



Holds marble firmly. A Ring that anyone will treasure.
Real 10¢ Value.
NICKELPLATED
\$16.50 Per M
GOLDPLATED
\$17.50 Per M
All prices FOB, NYC

PAUL A. PRICE CO.
55 Leonard St., New York 13

VICTOR'S



DELUXE MODEL BABY GRAND
\$14.25 Ea. less than 100
\$13.25 Ea. 100 or more
Available with 1¢ or 5¢ slot

Write for lowest prices on Gum and Charms

H. B. Hutchinson Jr.
860 North Ave., N. E. Atlanta 6, Ga.
Tel.: Emerson 4300

Tastychip Buys 100 Hav-a-Bag Chip Machines

BROOKLYN, Aug. 8. — The Tastychip Company, manufacturer of potato chips, popcorn and pretzels, has ordered 100 Hav-a-Bag potato chip vending machines from the Wright Machinery Company, Durham, N. C. Five units are en route, with the remainder expected to be shipped within the next month.
Bill Berkoff, Tastychip executive, said that his firm would operate the venders primarily in industrial locations, with some theater lobby installations planned. Few tavern locations are contemplated. Berkoff has been an operator for 15 years, concentrating on amusement, music and bulk gum routes.

The Hav-a-Bag is capable of vending chips, candy, popcorn, pretzels or cookies and has a 120-bag capacity. It sells for \$229.

NAMA Confab

Continued from page 70

noon in order not to have the program and the exhibit in conflict.

John P. Pero III, chairman of exhibit sales and head of Pero Associates, New York, said the 42,000 square feet of exhibit space have been sold out for the past 10 days. The exhibition hall and the ballroom in which program sessions will be held are air conditioned.

(Editor's Note: Next Week's issue of The Billboard will contain the complete program of the NAMA convention and a list of the firms which will display their products.)

Apco to Show

Continued from page 70

vice-president, the new four-drink SodaShope will vend three carbonated and one non-carbonated drinks with only three sirup tanks. It has a 1,200-cup capacity and a 1,900-drink sirup capacity.

Junior Model

The SodaShope Junior vends two carbonated and one non-carbonated drinks with two sirup tanks. It has a 1,000-cup capacity and a 1,000-drink sirup capacity.

In addition, Apco will show its six-drink SodaShope and its three-drink unit.

The new SodaShoppes are the same in design and operation as the older models and differ only in size and capacity.

Philly Health

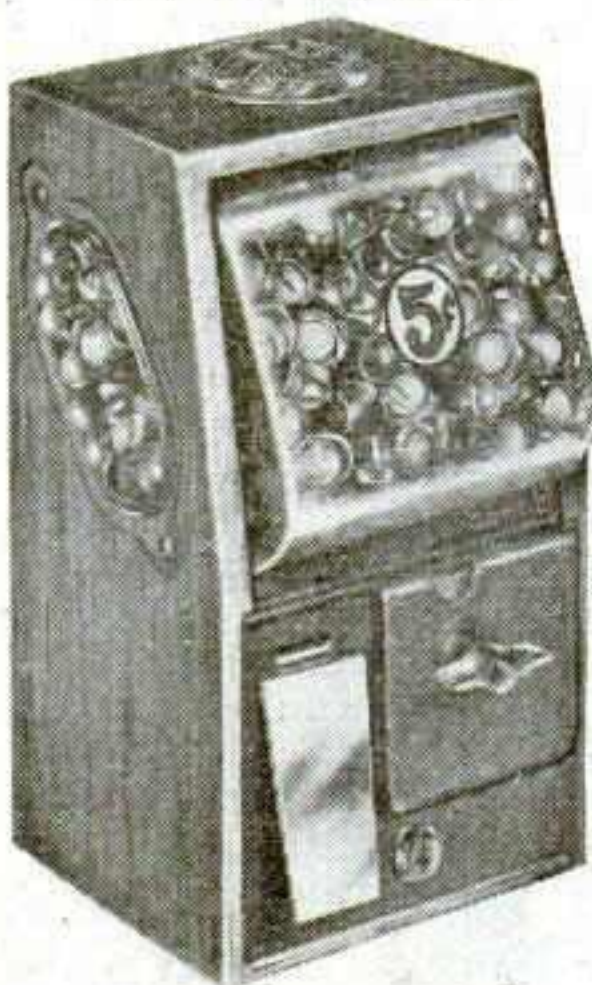
Continued from page 70

a committee, representing automatic merchandising, was held recently. Purpose of the meeting was to discuss amending the city's laws to give the Department of Health power to draw up regulations to insure the proper handling and purity of vended merchandise.

"The industry itself recognizes the need for health supervision," Purdom continued, "and we have a proposed code under consideration subject to public hearing and action by City Council."

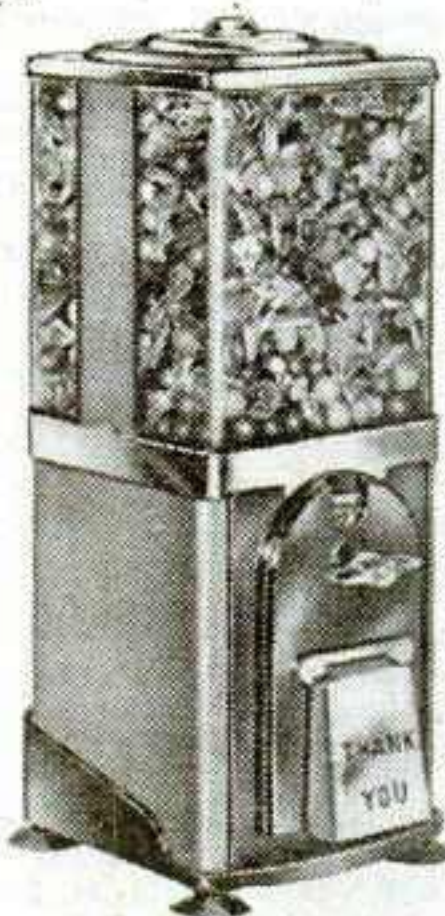
Purdom's statements followed a campaign against charms mixtures on the ground that such mixtures made the bulk venders "gambling devices" (The Billboard, August 1).

They're All VICTORS The Finest in Bulk Vending



BABY GRAND DELUXE and ROCKET CHARMS (TRADEMARK)

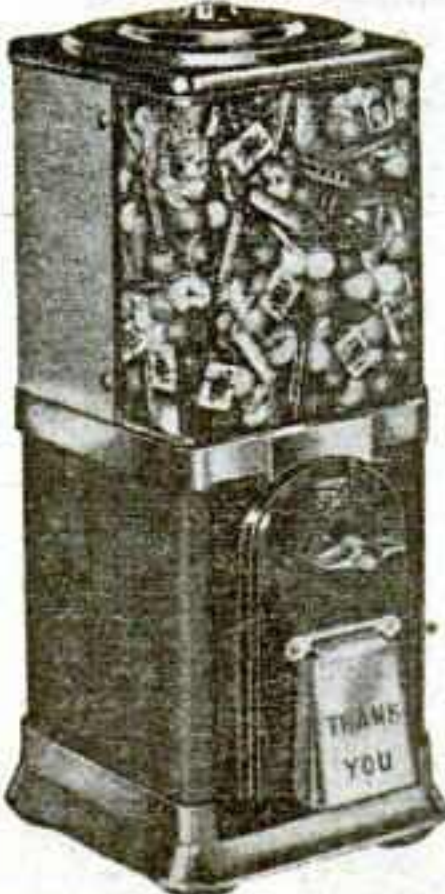
That fabulous money maker vending Rocket Charms with the special wheel at 5¢ per play featuring all the earning power that can be built into a bulk vender. Also vends Chic Treats 2 for 1¢ and Chloro Treats 2 for 5¢ or 4 for 5¢.



TOPPER DELUXE Twin Window Style



TOPPER DELUXE GLOBE STYLE (GLASS GLOBE)



TOPPER DELUXE HALF-CABINET STYLE

The perfect combination of steel and lucite finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of bulk gum. All models packed and sold 4 to the case.

VICTOR VENDING CORPORATION
5701-13 W. GRAND AVE.
CHICAGO 39, ILLINOIS

ANNUAL CONFAB

Coan Co. Sets Dinner Meet For August 25

MADISON, Wis., Aug. 8. — The Coan Manufacturing Company, producers of U-Select-It automatic venders, will hold its annual dinner gathering for operators, regional salesmen, suppliers and special guests at the Bismarck Hotel in Chicago this year.

The event, which has become a regular yearly session in conjunction with the National Automatic Merchandising Association convention, is set for August 25. The festivities, planned so as not to interrupt the regular meetings of the convention, will begin at 7 p. m. Toastmaster for the evening will be Johnny Stevens, of Wichita, Kans.

J. W. Coan, president of the company and celebrating his thirtieth year in the vending industry, is looking forward to an expected attendance of over 300 persons.

Chi Vender Ban

Continued from page 70

other 5,000 cigarette venders would be placed in the city if the ban were lifted, thus adding \$600,000 to the city treasury.

Issue Few Licenses

Earlier this year, reports from other sources showed that only 40 to 50 per cent of the outlets, now selling cigarettes across the counter, are paying the license fee. The revenue lost by the city in these illegal sales amounts to over \$1,250,000 annually, stated Aaron Kohn, former chief investigator for the City Council Emergency Crime Committee. Vending operators claim that with vending equipment, much of this "under-the-counter" selling would be eliminated—units could be made to show the seal of a paid fee.

Chicago, the only major city in the U.S. that bans cigarette vending equipment, passed its prohibitive ordinance in 1937 on the contention that the venders contributed to juvenile delinquency. The ordinance provided a fine of \$25 to \$100 a day be paid for operating, with or without a license, a unit within the city. At the time the law was passed, there were published reports that if operators had contributed \$50,000 to the city's political machine, the ordinance would have been killed.

In July, 1951, Adlai Stevenson, then governor of Illinois, vetoed a bill which would have given Illinois cities the authority to tax cigarette venders for purposes of revenue. The vending machine industry argued this bill discriminated against one method of retailing, leaving other methods untouched.

Threat of Penalties

The 1937 ordinance, up till now, has been enforced with only occasional (11) confiscations. Thru court action the owners, because there was no penalty for possession, usually recovered their machines. But Chicago corporation counsel, John J. Mortimer, stated this week that either the installer (operator) or keeper (location) was liable for fine. He added that the name of a vending company on a machine would not be court proof without additional evidence from the keeper.

Mayor Kennelly's personal investigation to find out if the city should adopt a new ordinance for regulating the vending machines, will include conferring with representatives of tobacco jobbers, business groups that use the machines and city budget heads.

Slugfest

Continued from page 70

subway turnstiles. The total then was 1,788, or a loss of \$178.80.

All turnstiles have been adjusted to reject coins and slugs except those issued by the company.

The F. W. Woolworth Company, in whose stores play-coins close to the size of Transit Authority tokens had been available at 16 for 10 cents, is withdrawing the toy coins from sales in the metropolitan area.

SPECIAL! WHILE THEY LAST! RECONDITIONED & REFINISHED AS ONLY RAKE CAN DO IT!



Victor **TOPPER**
Deluxe Cabinet Model
1¢, with ball gum and charm wheels.
\$11.50 ea.
10 or more, \$11.00 ea.



ACORN
Jumbo Cabinet Model 1¢
\$10.50 ea.
10 or more, \$10.00 ea.

Send for Your **FREE** Copy of **RAKE'S** NEW 1953 CATALOG TODAY!

A guide to efficient and economical operation of coin operated machines.



RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Phila. 22, Pa.
Lombard 3-2676

WHAT'S NEW (in) CHARMS?

GUGGENHEIM has TWO NEW SERIES

WRITE FOR PRICE LIST AND SAMPLES OR SEE YOUR DISTRIBUTOR

SEE YOU AT THE **N.A.B.V. Convention** in CHICAGO at the CONGRESS HOTEL AUG. 22-23, 1953



IT'S BACK!!! VICTOR'S TOPPER



The world's finest bulk and charm vender.
At these low prices:
100 or more \$12.00 each
Less than 100 12.50 each
We stock the complete line of Victor venders.

Write for complete charm and merchandise lists and all bulk vending supplies.
BERNARD K. BITTERMAN
4709 East 27th St., Kansas City 27, Mo.

"Smokeshop Lo-Boy"

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EDITORIAL

Tax Council Need Seen

In a move to benefit its members, Music Operators of America voted last March to establish a tax council.

It was stated at that time that two offices would be maintained—one in Washington, D. C., the other at MOA headquarters in California—to give operators closer contact with the group. These offices were to gather information pertaining to taxes which have affected or might affect the music operators of the nation.

The meeting also brought out that many sections of the country have unfair legislation which could have been defeated if law-makers understood the economics of the juke box business.

Tax Proposal

Elsewhere on this page is a story concerning a proposal to tax juke boxes in Cincinnati. City officials there recommended the banning of pinball games, and at the same time proposed a juke box license to make up the revenue lost. Here is a typical situation which could be greatly aided by an active MOA tax council.

Fortunately, The Cincinnati Times-Star rose to the defense of the juke box business, and in an editorial urged city officials to let the juke boxes be—unless there was a good reason for the additional tax burden. The editorial pointed out, however, that no good reason had been offered.

MOA has a sound idea. The sooner it gets the council into operation, the sooner local groups can combat unfair legislation.

Upper Oregon Shifting To Higher Price Tag

PORTLAND, Ore., Aug. 8.—The trend toward dime play continued to gain momentum in up-State locations this week, partly in response to a campaign conducted by the operators' organization, Oregon Music Association.

Latest report was from Medford, where A. K. Morse said the changeover was proving profitable for both operators and location owners. Altho the OMA program calls for three-for-a-quarter play, the Medford group has gone to five-for-a-quarter on multiple play. The OMA emphasized that three-for-a-quarter re-

resented only 8½ cents a play, a slight increase, compared to dime play.

The latest effort in the OMA campaign was a move to reach the location owners thru their publication, Oregon Licensee, sponsored by the Oregon Licensed Beverage Association. The OMA ran an ad stressing the increase in revenue the location owner could expect from higher priced play.

The Licensee printed a two-column article quoting the OMA president, Budge Wright, of Portland, on the rise in costs that prompted operators to seek higher priced play.

Up-State locations that have not yet had to meet competition from television have been quicker to go to dime play.

The OMA has pushed its campaign to seek a more positive approach to the problem by stressing the increased benefits to be derived from dime play, rather than in emphasizing operators' costs. Resistance to a changeover recently developed stronger among operators than from location owners or public acceptance, and the new approach is expected to point up the most vital benefits of the dime-play policy.

Wurlitzer Shows First Quarter Loss Due to Walkout

CHICAGO, Aug. 8.—Consolidated operation reports of the Rudolph Wurlitzer Company showed this week that the walk-out strike at the North Tonawanda (New York) plant of that company caused a net loss of \$22,348.64 in the first quarter (April, May and June).

Sales were \$7,242,469.80, compared with \$6,886,772.67 for the same period last year. The loss, \$22,348.64 after all reserves and taxes, compares with a net profit of \$242,631.25 (including the sale of real estate amounting to \$249,092.39 before taxes) for the same period a year ago.

With the exception of the North Tonawanda plant, all divisions of the company operated at a profit during the first quarter. The loss was attributed to the walkout which began June 11 and is still in progress. The plant employs 3,000 persons. Production has been suspended on vital defense work as well as civilian products.

Production of pianos at the DeKalb (Illinois) plant, it was reported was at a high level, and the backlog of orders was larger than that of a year ago. Sales of both the DeKalb and Retail Store Divisions for the first quarter were greater than for the same period last year.

At a meeting of the board of directors July 31, a dividend of 20 cents per share was declared payable September 1 to stock holders of record August 14, 1953.

Talent Search is Launched By Wurlitzer, Columbia, DJ's

• Continued from page 13

The contest kicks off September 14 and winds up October 19. The starting date, however, is for the actual receipt of entries in each city and for some time prior to that time, co-ordinated ballyhoo efforts by the sponsors will help stir up excitement. Full name of the competition is "The Frankie Laine-Wurlitzer Vocalist Scholarship Contest."

A run-down of the rules follows:

1. Contestants must be male or female singers between 16 and 25 years old. No instrumentalists or combos are acceptable.
2. Contestants must be non-professional singers, but may have had professional training. A non-professional is defined as one who has not earned more than \$600 in a single year by singing or entertaining.

3. Contestants must transcribe their rendition, at their own expense, on a standard disk not to exceed three minutes playing time.

4. Transcriptions shall be submitted to participating disk jockeys or Wurlitzer or Columbia distributors together with a properly filled out entry form. Local publicity will relay the pertinent information.

5. Songs recorded may be in any category (classical, pop, r.&b., folk, etc.), altho a current pop song is recommended.

6. Backing must be by single piano only. No trick effects, echo chamber treatment or multi-dubs will be accepted.

7. Only one entry per contestant is permitted. Duplicate entries will mean disqualification.

8. Local judges will include

deejay, Wurlitzer and Columbia distributor, together with local personalities deemed suited. Local winners will be announced November 1.

9. The winning transcription from each area, together with a professional photo of the winner will be forwarded to the contest committee, headquartered at Columbia Records here.

10. Each local winner will receive \$100 and be eligible for the \$1,000 prize.

Nebraska Guild Sets Plans for PR Program

OMAHA, Aug. 8.—Howard N. Ellis, secretary-treasurer of the Music Guild of Nebraska, announced the next quarterly meeting of the association would be held August 29-30 at the Paddock Hotel in Beatrice, Neb. Plans will be made for a public relation program for the coin-operated music industry at the meeting.

Ellis reported that a great deal of time and effort was spent arranging the program. He said, "I sincerely hope that all members will make arrangements to be present at the affair."

Louis J. O. Prell will be host at the meeting, which will show some of the newest equipment to the operators. The Beatrice Chamber of Commerce is said to be going all-out to make the two day event a memorable one for the operators and their guests.

Program

The program schedule for the two days follows:

August 29—Saturday

6 p.m. Registration (this will be done by the Chamber of Commerce).

7 p.m. Informal get-together (Refreshments served).

8 p.m. Dutch Lunch (dinner music will be played).

9 p.m. Entertainment (hour and a half of entertainment and dancing).

August 30—Sunday

11 a.m. Registration
1:30 p.m. Business meeting. (A) The latest report on what has happened in Washington, D. C. (B) Groundwork to start a State-wide Public Relation Program for the coin-operated music industry.
5 p.m. Adjournment and cocktail hour.

Sept. Hearing On Copyr't Bill

• Continued from page 15

operators' Association, Inc., on a survey of the industry. Sidney H. Levine, counsel for both of those organizations, told the subcommittee during the hearing that such a survey would be made.

Sen. Pat McCarran (D., Nev.) is continuing to urge that the subcommittee conclude the hearing at the earliest possible time and proceed from there to getting out a subcommittee report recommending his bill. McCarran's bill proposes to extend the copyright law to juke boxes but, according to its sponsor, would exempt operators of single juke boxes. His is the only bill being considered by the subcommittee. Sen. Everett M. Dirksen (R., Ill.), who is sponsoring the session's only other juke box royalty bill, has requested that his bill should not be included as a topic of the hearing.

Current plans call for reconvening the hearing on rather short notice because of the heavy press of other work by members of the subcommittee. The July 15 hearing was staged by Sen. William E. Jenner (R., Ind.) alone. Sen. Alexander Wiley (R., Wis.) and Sen. James O. Eastland (D., Miss.) were unable to attend. All three subcommittee members are facing the same busy schedules in the future.

Gary, Ind., Switches To Dime Price Tag

Hammond, Whiting, East Chicago, Indiana Harbor Make Change

GARY, Ind., Aug. 8.—With Hammond, East Chicago, Whiting, and Indiana Harbor converted to dime play during the last month, the Automatic Equipment and Coin Machine Association was clearing the decks for a complete changeover to dime in Gary, site of the largest steel mill in the world.

Thru a series of systematic changeovers and good public relations, the Indiana association was finding smooth sailing in its efforts to get Lake County on straight dime play. One third of the operators in Gary are on dime play with the rest already geared to do so at any moment.

Before attempting to change-over Gary, the association furnished the Post Tribune with data showing the necessity of the move. Result was co-operation by both the public and the

location owners at the time of the actual changeover.

Boyd Lukens, president of Indiana Automatic Amusement Corporation, stated, "Generally speaking, since we've made the switch, the average gross has gone up. One of the reasons for our success is the fact that our organization functions 100 per cent with the members."

"We also found since increasing the price to a dime that play increased, gross increased, and record wear decreased. I wish we would have done this sooner."

Luken reported that little difficulty was encountered in the changeover. Another operator stated that location owners, operators, and customers were "seeing the light now that the new price is in effect."

Officers of the association are Victor Ostengren, president; John LaGett, vice-president; and Matt Pohl, secretary-treasurer.

PAPER HITS AT CITY'S ATTEMPT TO TAX JUKES

CINCINNATI, Aug. 8.—The Cincinnati Times-Star, in what was probably the first stand made by a major metropolitan daily in defense of juke boxes, stated in an editorial "Unless there is good reason, other than revenue, for licensing juke boxes or any other item, they should be left alone."

The editorial stemmed from a recent recommendation by City Manager W. R. Kellogg, Safety Director Oris E. Hamilton, and Police Chief Stanley Schrotel that the ordinance licensing pinballs be repealed. Along with the declaration that pinballs be declared illegal was a proposal to license juke boxes as a means of making up for the lost pinball revenue.

Also standing against the proposed license on jukes was operator Ray P. Bigner, who in a statement to the Cincinnati papers said, "The juke box industry could not afford to pay a license fee on machines. Income is too small to stand more tax."

Cites Increased Costs

Bigner added, "Records that used to cost 21 cents now cost 55. Needles once 15 cents now are 70 cents."

Bigner proposed an alternative plan to the proposed ban by asking that the license fees on pinballs be increased "perhaps by 35 or 40 per cent," in place of a total ban. He suggested that extra revenue from higher pinball licenses could be used by the police department to step up its campaign against juvenile delinquency. Bigner is the head of Bigner, Inc. here.

Next step in the proposal will be taken by the city council which is expected to refer the repeal to its law committee.

The Times-Star editorial stated in part: "... the proposal to license juke boxes as a means of making up for the lost pinball revenue is puzzling. Is the scheme just one to make money, or is there something the matter with juke boxes that demands control? Why single them out?"

No Reason for License

"The purpose of licensing is to enable the city to keep its legal eye on the thing licensed. If the juke boxes were still the subject of gang wars of a few years back, there might be some sense in taxing them. The same would be true if they were such a nuisance they needed to be controlled. So far, however, those points have not been brought up.

"There is a dangerous philosophy growing in government that everything from soup to nuts should be licensed. That helps the money roll in. But it also extends the hand of authority more and more into private activities."

17-IN. TUBE

Trad Makes Coin-Operated Television Set

ASBURY PARK, N. J., Aug. 8.—A coin-operated television set, to sell to operators for about \$300, is currently being made by the Trad Television Corporation here. Trad is successor to Tradio, coin-operated radio pioneer. The firm was organized five years ago.

While Trad has experimented with various coin-operated video sets, President Victor Trad said this is its first set which will be distributed on a national scale.

Current plans call for a distributor set-up, granted on an exclusive territorial basis. Distributors are expected to be named within the next 30 days.

The set is a 17-inch console model, with a formica cabinet, blond wood, RCA-licensed chassis, high-fidelity sound and a built-in aerial. It is set to play 30 minutes for 25 cents, altho the operator may adjust the playing time.

The coin chute is built in and underneath a side door. It holds \$20 in quarters.

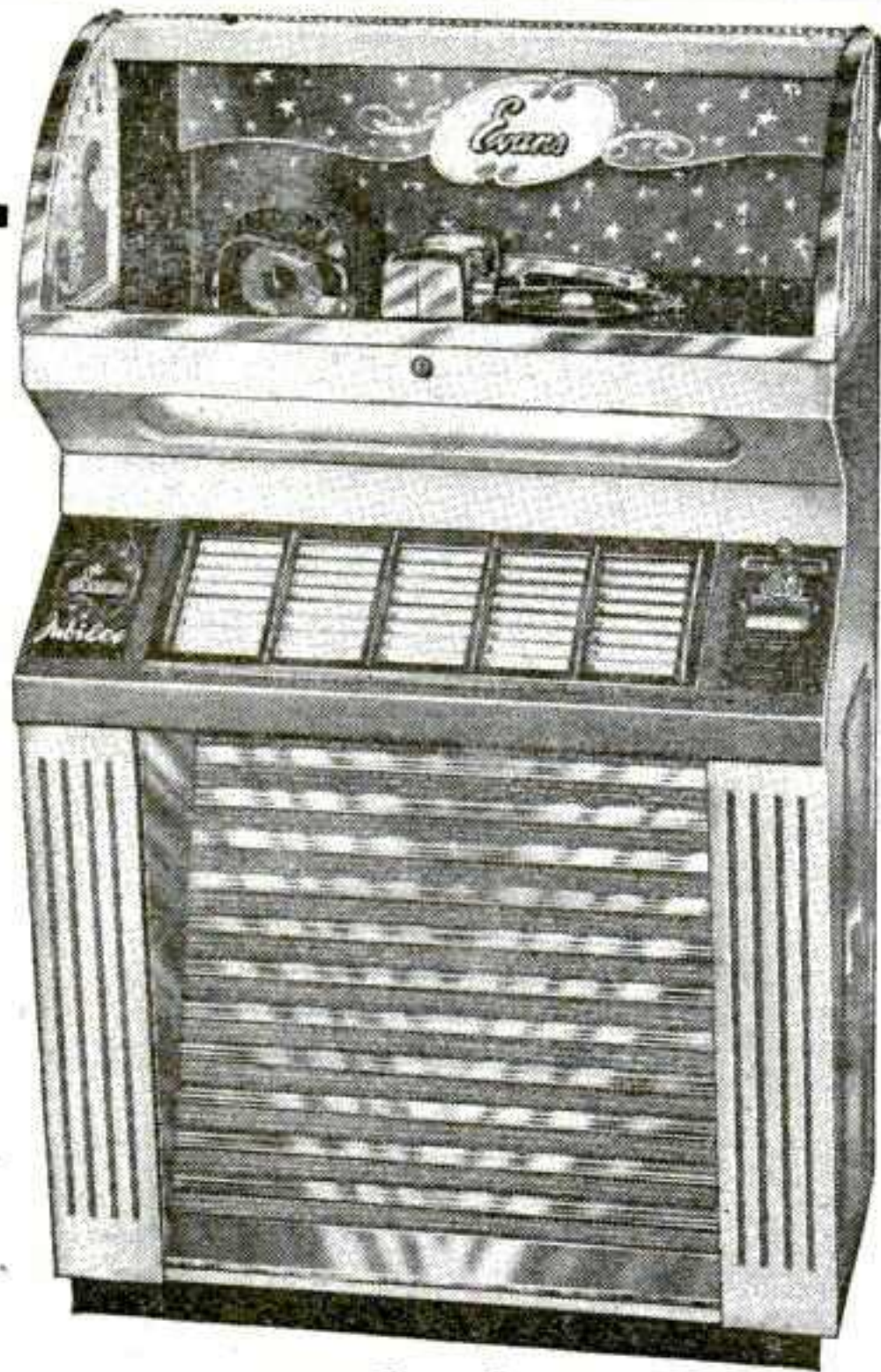
Trad also makes a coin-operated radio. Officers are the three Trad brothers, Victor; George, executive vice-president, and Joseph, treasurer.

Permo Intros Kiddy Needle

CHICAGO, Aug. 8.—A new Osmium alloy tipped long-life needle for use in kiddie record players is being introduced by Permo, Inc., manufacturers of Fidelitone needles.

The Kiddy Needle will market for 50 cents. Gail S. Carter, vice-president in charge of sales said, "It is designed to deliver real volume when used in either acoustic or electrically amplified units, and will stand a lot of abuse."

The needle is designed only for use in 78 r.p.m. equipment.



EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM

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SEEBURG M100A ... \$550
AMI Model A 179
Wurlitzer 1250 295
Rock-Ola (52-50) 1434 395

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DETROIT, MICH.—10217 LINWOOD
Tulsa 3-3900
CLEVELAND, OHIO—2600 EUCLID
Cherry 1-3801

LANSING, MICH.—1224 TURNER
Lansing 5-4243
TOLEDO, OHIO—1302 JACKSON
Main 6192

**YOUR AMERICAN RED CROSS IS ALWAYS THERE
AFTER TRAGEDY STRIKES**

Wurlitzer Meets With Striking Electric Union

NORTH TONAWANDA, N. Y., Aug. 8.—Members of the International Union of Electrical Workers and The Rudolph Wurlitzer Company met Monday (3) in an effort to end the strike which has tied up the North Tonawanda plant since June 11. Additional meetings were contemplated over the week-end.

Still deadlocked, the walkout of the production employees came about as the result of the firing of an employee who was found sleeping on the job.

Wurlitzer contends that the arbitration clause, which provides the plant remain in operation while disputes are settled, was not adhered to.

E. B. McDonald, Industrial Relations Manager for Wurlitzer, stated that only the 2,000 production workers walked out. "The office staff, maintenance workers, and engineering staff are on the job and are not being hindered by pickets," he said.

Wurlitzer ran a full page ad in Friday's (7) issue of The Tonawanda Evening News appealing to employees to return to work and allow the hassle to be arbitrated. The company pointed out that employees had lost \$1,500,000 in wages as the strike went into its eighth week. No settlement is in sight.

Oregon Ops Contribute To MOA Fund

PORTLAND, Ore., Aug. 8 — Contributions have started coming in from members of the Oregon Music Association to help finance the national campaign to combat the McCarran and Dirksen bills, Budge Wright, of Portland, OMA president, announced this week.

The OMA has enlisted the efforts of Sen. Guy Cordon, of Oregon, with what Wright described as favorable response.

Contributions to the legislative campaign were solicited in a letter prepared by the OMA board under the guidance of Wright. Every operator in the State was advised of the threat reposing in the proposed legislation.

Besides Wright, board members are John Welch, Ted Miller, Barbara Helfrich, George Cusick, Don Eby, Larry Hornbeck, Harold Thurber, William Campbell and Roy Gatto, all of Portland; A. K. Morse, Medford; E. C. Clemens, La Grande; Vern Raw, Seaside; Nels Chaney, Coos Bay; Marshall McKee, Woodburn; W. R. McPherson, Washougal, Wash., and Chet Berg, Sweet Home.

Senator Cordon, in response to a letter from Wright setting forth the industry's fears of Senate Bills 1106 (McCarran) and 1444 (Dirksen), said he would file with the chairman of the Senate subcommittee the Association's opposition to the proposed legislation. The senator added that he "shall also have actively in mind your viewpoint in event the matter comes before the Senate at a later date."

At.-NY Offers 20% Discount On Supplies

NEW YORK, Aug. 8.—The Atlantic-New York Corporation, currently celebrating its 14th anniversary as a J. P. Seeburg distributor, is offering a 20 per cent discount on all parts and supplies. The discount, which went into effect August 1, runs until August 15.

Telegrams were sent 700 operators in New York, New Jersey and Connecticut. The discount applies to tubes, needles, transformers, amplifiers, condensers and receivers.

Atlantic maintains offices in New York, Newark, N. J., and Hartford, Conn.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AMI	Issue of Aug. 8	Issue of Aug. 1	Issue of July 25	Issue of July 18
Hideaway	175.00	179.00	\$175.00	\$245.00
Model A	225.00	229.50	225.00(2)	225.00(2)
Model B	295.00	229.50	239.00	239.00
	309.50	325.00	295.00	295.00
	309.50	325.00	219.50	325.00
		350.00	350.00	325.00
Model C	345.00	359.50	345.00	359.50
	365.00	375.00	375.00	375.00
Model D				349.50
				359.50
				365.00
				489.50
MILLS				
Constellation	169.00	169.50	109.50	169.50
Empress	25.00			
Throne	25.00			
PACKARD				
Manhattan	79.50	95.00	79.50	95.00
RISTAUCRAT				
Ristaucrat		65.00		65.00
ROCK-OLA				
1-A 1428			390.00	
'52 Rocket		465.00		550.00
1422	79.50	119.50	79.00	79.00
		119.50	89.50	119.50
		119.50	119.50	120.00
1426		109.50	109.50	149.50
		149.50(2)		
1428		199.50		
1432		295.00		
1435 (52-50)	395.00	425.00	379.50	395.00
			379.50	395.00
			395.00	389.50
			395.00	395.00
SEEBURG				
H-146 M Hideaway			75.00	75.00
47 Hideaway				75.00
H-148 M Hideaway		179.00	179.00	179.00
H-148 M	199.50	199.50	199.50	199.50
W-100-A 78 RPM	495.00	550.00	565.00	589.50
	565.00	589.50	625.00	565.00
		595.00	625.00	589.50
M-100-B 45 RPM				695.00
146	150.00	150.00	150.00	750.00
146 Hideaway	125.00	125.00	125.00	129.50
146 M	75.00	115.00	99.00	115.00
146 S		75.00	99.00	99.00
147	159.50	175.00	175.00	159.50
147M	90.00	135.00	135.00	139.00
147-S		90.00		
148 Hideaway				185.00
148 Blonde	225.00	225.00	225.00	
148 M	185.00	185.00	185.00	185.00
148 ML	215.00	215.00	215.00	215.00
148 ML Blonde				209.50
148 St.		199.00	199.00	199.00
1946 Hideaway				89.50
1947	175.00	175.00	175.00	175.00
WILLIAMS				
Music Mite	110.00	110.00	150.00	110.00
WURLITZER				
1015	109.50	124.50	109.50	119.00
	125.00	150.00	125.00	150.00
		165.00		
1080	99.50	125.00	99.50	125.00
		139.00		139.00
1100	265.00	275.00	229.50	250.00(2)
			250.00(2)	250.00(2)
			275.00	
1017 Hideaway		99.50		
1217 Hideaway				229.50
1250	295.00	309.50	309.50	345.00
	345.00	350.00	350.00	359.00

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:

DEALERS ENJOY BRISK SUMMER SALES. The usual summer slump, which traditionally depresses the record industry, has failed to materialize this year (General department).

COLUMBIA PREPS KIDDISK LINES. Columbia is prepping a new line of kiddie disks for release next month (Music department).

N. Y.-N. J. DEALERS SEE DECCA LINE. Several hundred New York and New Jersey dealers attended a showing of Decca's fall line in New York Wednesday (5) and Thursday (6) (Music department).

M-G-M SETS FALL PLANS. M-G-M Records gave the first indication of its fall merchandising program when it announced the issuance of 25 newly-packaged Extended Play sets (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

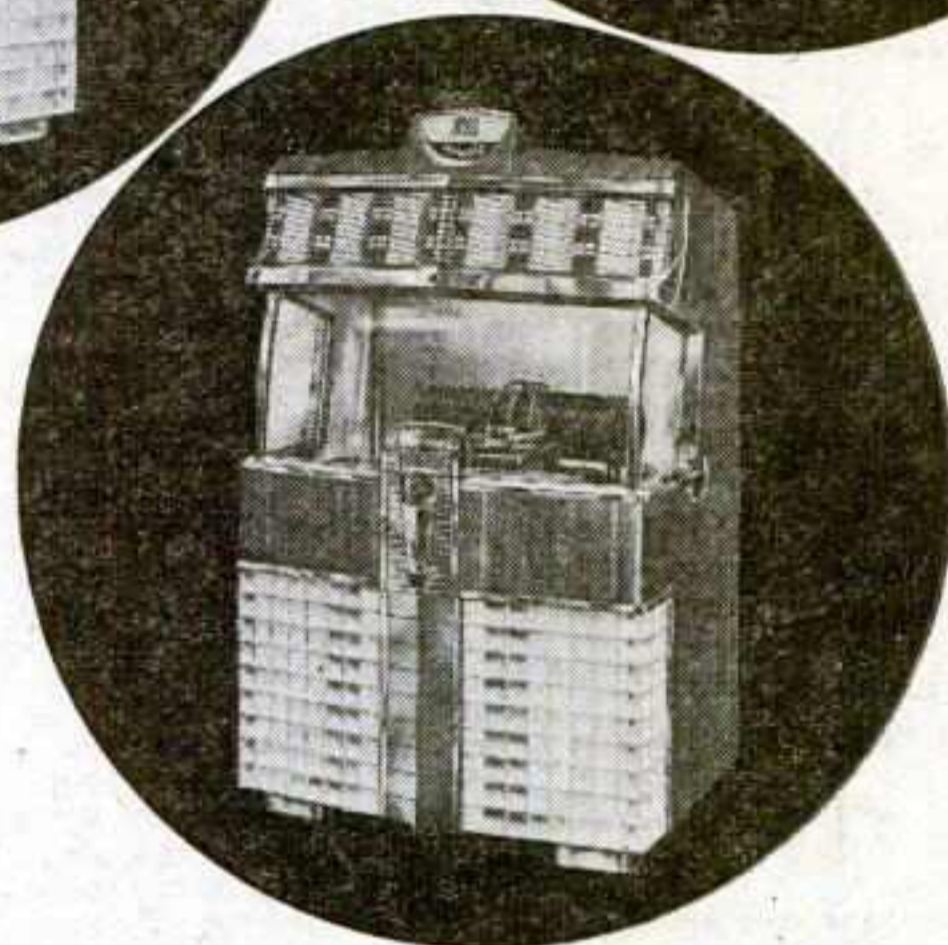
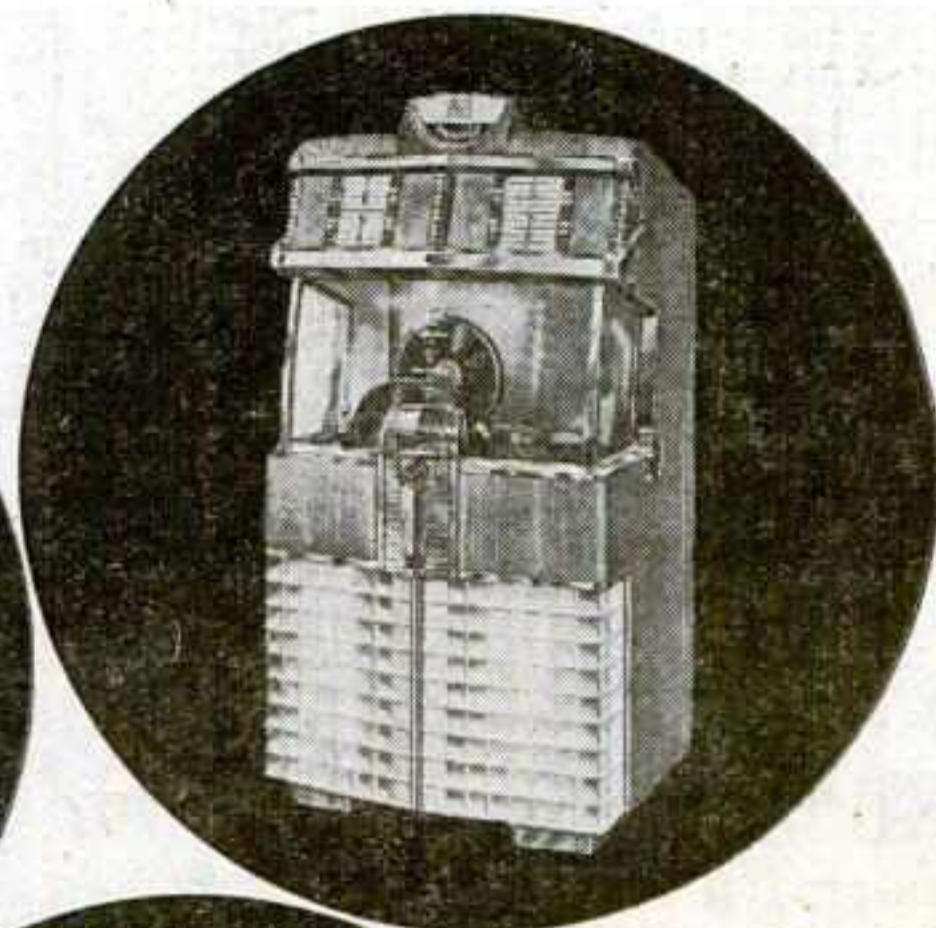
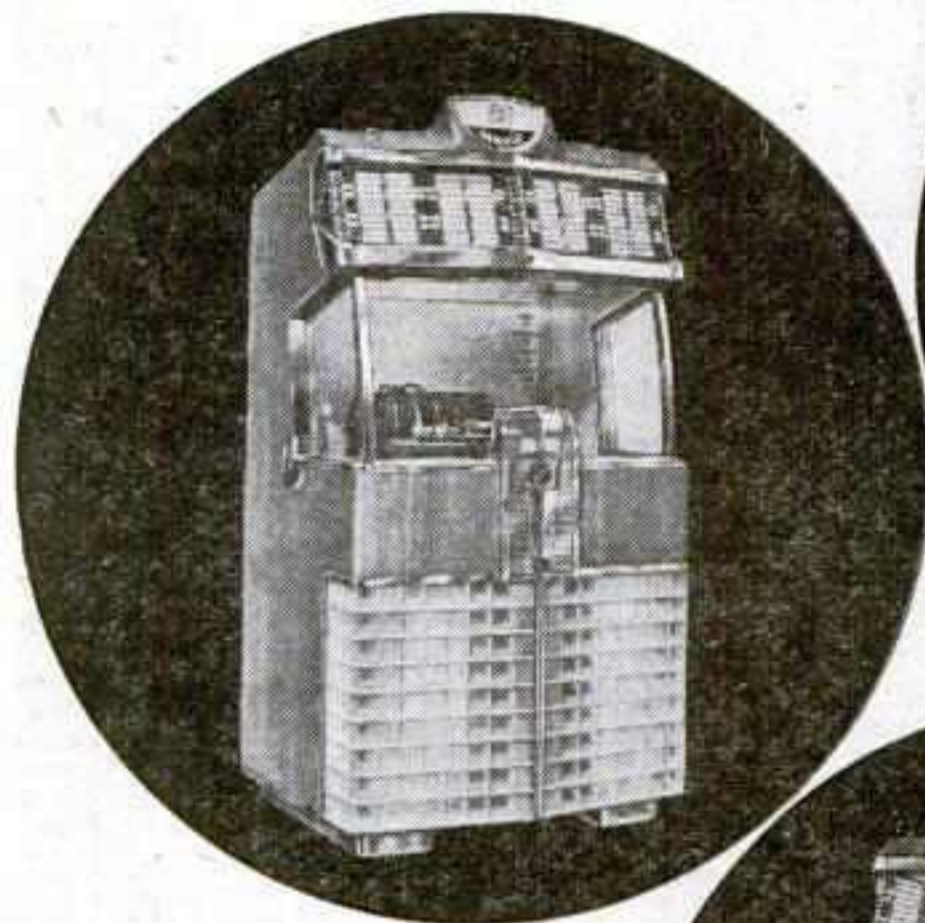
Florida Distributor Adds Record Lines

MIAMI, Aug. 8.—The Florida distributor of Mercury and a number of other record lines, Joseph Brouman, president of American Record Distributors, Inc., announced this week that his company was expanding by adding three more labels. They are Specialty, Imperial and Prestige, formerly handled by Top Tunes Distributors, of Miami.

Brouman added that Vincent Klobe of Top Tunes was now associated with American Record Distributors as salesman for the northern half of Florida. Steve Brookmire will continue to cover the southern part of the State.

The complete list of disk lines for which American is now exclusive distributor in Florida follows: Mercury, Specialty, Imperial, Prestige, Playcraft and Childcraft, Children's Press, Ruth Wallis, Fantasy, Good Time Jazz, Lighthouse, Contemporary, Monarch, Art, Seeco and Rondo.

Eager
Earner
Easy
Ebullient
Edifying
Effective
Elegant
Embraceable
Engineered
Enjoyable
Enlivening
Entertaining
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AMi Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Coinmen You Know

• Continued from page 68

They may fly to Chicago this month for the NAMA convention. . . **Harry Rosen**, general manager, Banner Specialty Company, was happy about the 400-person turnout for the recent AMI showing. "AMI," he says, "is doing a tremendous job. Our only problem is getting deliveries."

William Weiland, assistant manager, Automatic Canteen Company, says that because there is no connecting road, employees going to the plant from the South Hills area and using the West End by-pass, must drive past the Canteen building and go to West Carson Street, then double back thru the West End.

In town this week were **W. D. McCreery**, Youngstown, O., and representatives of Price Amusement, of Morgantown, W. Va.; **Waynesburg Amusement**, Waynesburg, Pa.; **Peerless Specialty**, New Castle, Pa.; **Ruder Novelty**, Johnstown, Pa.; **William Adams**, New Kensington, Pa.; **Ernie Langone**, Beaver Falls, Pa. . . **Charles Zimmerman**, owner, Brighton Vendors, is providing his rhythm and blues locations with 24-hour service.

Rusty Smith, Music Distributing Company, reports that business is good and will improve as Wurlitzer shipments pick up. . . **M. J. Abelson**, Oak Manufacturing Company, is keeping busy on the road these days. . . So is **Raymond Watts**, of Mills Automatic Merchandising Corporation.

Watts was just back from a two-day trip to Charleston, W. Va., close to the end of his territory at Mount Hope, Ky., handling repairs for coin-operated scales which the company has added to his territory.

Phil Greenburg, of the Atlas Novelty Company, is feeling much better following an auto accident some months ago in which he and his wife were injured. . . **Gus Georges**, Pennsylvania Vending Corporation, has returned from a vacation at Wildwood, N. J.

Dr. Peter Lindstrom, chief brain surgeon at Aspinwall Veterans Hospital here, who performed a successful operation last summer on mechanic **Bill Gentile**, of Pittsburgh Coin, has been invited to speak August 29 in Helsinki, Finland, on his amazing new technique of brain surgery via sound waves.

Charles Porta, of Newport Distributing Company, is planning a vacation at his cottage on Lake Erie near North East, Pa., 18 miles from Erie, where a number of the operators go. . . **Howard Crombie**, Tri-State Automatic Candy Corporation, is working on an audit

of the area with the all-important drive-in season in full swing. . . **Dan Feldman**, of Stanton Distributors, reports that **Bob Stanton** is off on vacation.

Bill Tish, a mechanic with Service Rental Coin Machine Company, is getting ready to spend a two weeks' vacation at home taking it easy. . . **Bill and George Sopira**, co-owners of Service Rental, have planned a vacation, but are not sure what they will do, where they will go.

Phil Lange, Williams Vending Machine Company, handles juke boxes and is in and out of his office constantly. . . **R. J. Showe**, Theatre Candy Company, Inc., is operating popcorn vending machines in the parks. . . **Sid Rosenthal**, of Sid's National Novelty Company, is handling the vending part of his business from the branch office on Grant Street. . . **Mr. and Mrs. M. F. Oseroff**, back from a vacation two weeks ago at Miami Beach, Fla., report a lack of humidity at the Southern resort which made their stay pleasant. . . **James Thompson**, Thompson Music Company, reports it would cost little in his opinion to drop the cabinet two inches and make it curved in design, a mechanism could be inserted to prevent patrons from inserting slugs in the machine, he points out.

Milwaukee

The coin business was given a shot in the arm this week with the heavy influx of conventioners for the 54th annual encampment of the Veterans of Foreign Wars. Upwards of 25,000 visitors took part and their free spending was a welcomed boon to sagging summer coin machine routes. Downtown spots benefited particularly during the big five-hour parade when over 100,000 spectators lined the route.

This week also marked the return of all brewery workers to their jobs after a layoff of 76 days. Neighborhood taverns reported an immediate pickup in takes all around. . . New officers of the Badger Candy Club are: president, **Forrest A. Thibeau**; vice-president, **William Kleinhaus** and secretary-treasurer, **Joseph Dellosso**. Roster of organization's directors includes **Joseph F. Spasaro**, **William Doyle**, **Albert Schoppman**, **Peter Faith**, **L. Dick Wall** and **Carl Lorenz**.

Business is about normal for this time of the year, according to **Vic Manhardt**, the Evans Constellation man. Lack of deliveries from the factory is still the big drawback here. **Elmer Engel**, salesman, has just returned from his annual fishing trip. This time

he journeyed to Spooner, Wis., to catch them. Also back at her desk at the Manhardt headquarters following a vacation was **Hazel Gauger**, secretary.

The annual Fall Candy Carnival of the Badger Candy Club attracted a large crowd of jobbers, distributors and candy venders from all over the State. Exhibitors reported booking nice volume of candy orders.

Heavy music operator action is being racked up at the Columbia Records distributor of the new **Frankie Laine** version of "Joe," and **Johnnie Ray's** newest, "All I Do Is Dream of You," according to **Bill Farr**.

All coin machine and record distributing houses reported a heavy load of operator traffic this week. . . **Johnny O'Brien**, Major Distributors bossman, is planning a week's vacation within the near future. Recent flying jaunt down to Florida for the Mercury confab was too hurried to be restful, he said.

Detroit

Dan Scheuren established a new laundromat in Brooklyn, Mich. . . **Thomas J. Riggs Jr.**, formerly general manager and salesman of F. L. Jacobs Company, has been upped to executive vice-president. . . **Tony Sirocuse**, of the Circle Music Company, president of the Music Operators' Guild, has been sticking close to his route, taking his vacation in quick one or two-day trips to the north woods.

Howard B. Kirk, manager of A & K Vending Company, coffee operators, is leaving on a short vacation at Traverse City. . .

Arthur P. Sauve, head of the company which bears his name, has returned from his home at Palm Beach to spend a month in the Motor City. . . **William Meldrum**, of the Meldrum Novelty Company in Dearborn, has left for a vacation at Traverse City.

Carl Angott and **Phil Jones**, Angott Distributing Company, are winding up vacations at their summer cottages. Others on the staff, who completed them last week, are **Ted Parker**, **Jim Morisi** and **Mel Gorman**. Parker spent his at the Thumb of Michigan, Morisi visited New York, and Gorman was another member of the cottage group.

Miami

Marvin Lieber, Taran Distributing Company, says there is no truth to the report that he and his wife, Geri, are expecting another bundle from heaven—at

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Aug. 8	Issue of Aug. 1	Issue of July 25	Issue of July 18
Ace Bomber (Mutoscope)....	195.00	\$195.00	\$125.00	\$195.00
Air Raider.....	40.00			
Art Show.....	49.50	20.00	49.50	49.50
Astroscope, 10c.....	125.00	49.50	125.00	125.00
Athletic Grip Tester (Mercury).....				49.00
Basketball.....		25.00		
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Big Bronco (Exhibit).....	550.00	550.00	450.00	550.00
Big Inning (Bally).....	150.00	150.00	150.00	150.00
Bolascore (Suoreme).....	95.00	95.00	95.00	95.00
Boomerang.....	45.00	45.00	45.00	45.00
Candid Camera.....	125.00	125.00		
Challenger (ABT).....	20.00	27.00	20.00	29.50
Chicken Sam (Seeburg).....	95.00	105.00	105.00(2)	105.00(2)
Dale Gun (Exhibit).....	39.50	49.50	65.00(2)	94.50
Defender (Bally).....	125.00		125.00	125.00
Deluxe Baseball (Williams)....	325.00		325.00	
Derby, 4 Player (Chicago Coin).....	155.00	195.00	155.00	195.00
Dragon Electric Shocker (Exhibit).....		25.00		
Electric and Grip Tests.....	79.50	79.50	79.50	79.50
Electricity Is Life.....	129.50	129.50	129.50	129.50
Fists Striker.....	125.00	125.00	125.00	125.00
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)....	150.00	150.00	150.00	150.00
Field Goal (Scientific).....	175.00	175.00	175.00	175.00
Glider.....				45.00
Goatee (Chicago Coin).....	85.00	119.50	35.00	95.00
Gun Patrol (Exhibit).....				75.00
Gun Range with 3 rifles (ABT).....	650.00		650.00	650.00
Heavy Hitter (Bally).....	35.00	39.50	35.00	39.50
High Ball.....				25.00
Hi Ball Striker (Exhibit)....	89.50	89.50	89.50	89.50
Hockey (Chicago Coin).....	75.00	25.00	75.00	75.00
Hockey (Mutoscope).....		85.00		85.00
Hockey (Seeburg).....		85.00		85.00
Jet Gun (Exhibit).....	195.00	225.00	195.00	225.00
Jitter (Exhibit).....	125.00		125.00	125.00
Lite League.....	99.50	99.50	99.50	99.50
Low Meter (Exhibit).....	39.50	39.50	39.50	39.50
Magic Hand.....		75.00		75.00
Magic Heart (Exhibit).....		85.00		85.00
Midget Movies.....	165.00	225.00	165.00	225.00
Midget Ski Ball (Chi Coin)....		295.00		295.00

(Continued on page 83)

How Was Your Timing on . . .

"CRYING IN THE CHAPEL"

Now on Billboard's "Most Played in Juke Boxes" Chart

DARRELL GLENN
VALLEY 105

Spotted as a
Billboard
BEST BUY



Title Strips
Ready for Top
Juke Profits



CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per weeks)	(Cost for 3 months)	(Cards per weeks)	(Cost for 3 months)
20 (400 strips)...	\$ 7.00	70 (1400 strips)...	\$29.00
30 (600 strips)...	13.00	80 (1600 strips)...	33.00
40 (800 strips)...	17.00	90 (1800 strips)...	36.00
50 (1000 strips)...	21.00	100 (2000 strips)...	39.00
60 (1200 strips)...	25.00		

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Yermie Stern, 2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed. 855

Name _____

Address _____

City _____ Zone _____ State _____

least not at this time. Their daughter, Michelle, celebrates her first birthday on August 22. **Sam Benton**, of Taran, is booking orders for coin machines in his travels thru Central and South America. His last letter to the office was postmarked Caracas, Venezuela. **Ethel Dawson**, bookkeeper at Taran, and her hubby, **Morris**, celebrated their 25th wedding anniversary. Secretary **Wylene Brown's** birthday is August 7.

Coinmen here were elated to learn of the recovery from polio of **Arnold (Mike) Michaelson**, of Capitol Vending Company. . . A man who knows his phonograph records from A to Z is **Roy Gullo**, routeman for Marino Music Company. . . **Ken Willis**, export manager at Bush Distributing Company, is on a three-week trip to Mexico calling on the firm's customers. **Ozzie Truppman**, Bush Distributing, says the new Williams baseball game Pennant is making a hit with operators. He attributes this largely to the match feature. Truppman also had words of praise for Chicago Coin's Gold Cup Bowler containing the free play feature.

If there's anything more disrupting to business than a construction job going on practically under your nose, **Dave Shedd**, Binkley Distributors, doesn't know what it is. For weeks the city has been installing water lines near the downtown area, and only the other day closed the street where Binkley, the MGM record distributor, is located. The result, says Shedd, was a sharp falling-off of business. But now the street is open and the installation job nearly finished.

Everett E. Butler, president of Canteen Company of South Florida which recently started operations in this area, differs with

(Continued on page 80)

EQUIPMENT

FOR LOW INCOME LOCATIONS
USED—SEEBURG
R.C. SPECIALS

Model H148 R. C. Special (Metal Cabinet).....\$175.00
Model H147 R. C. Special (Metal Cabinet)..... 125.00
Model H146 R. C. Special..... 90.00
(5-10-25¢) Wireless Wallomatics 29.50
(5¢) Wallomatics..... 8.00

W. B. Distributors, Inc.
1012 Market St. St. Louis 1, Mo.

INSURANCE

ALL RISK
JUKE BOXES

BROADWAY
BROKERS CORP.
150 Broadway, New York 38
REctor 2-2195

POSITION WANTED

(MECHANIC)

Ten years' experience as route manager, sales, service mechanic on all latest type games, phonographs, venders, arcade equipment and wired music. Good personality, sober, honest, reliable, industrious, married, own '53 car. Relocate anywhere. Available immediately. Inquirers, please state full proposition.

BOX 815, c/o The Billboard
390 Arcade Bldg. St. Louis, Mo.

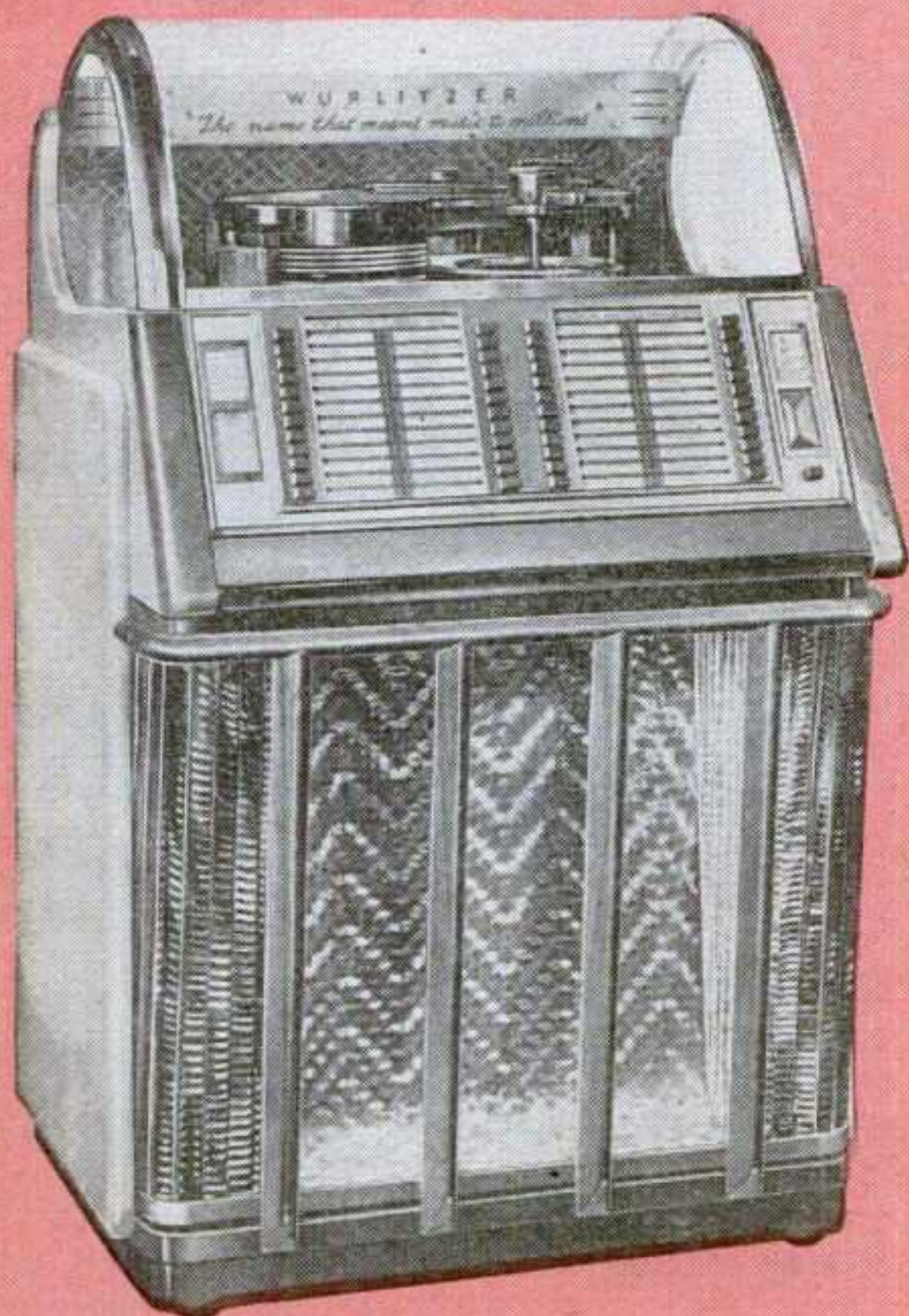
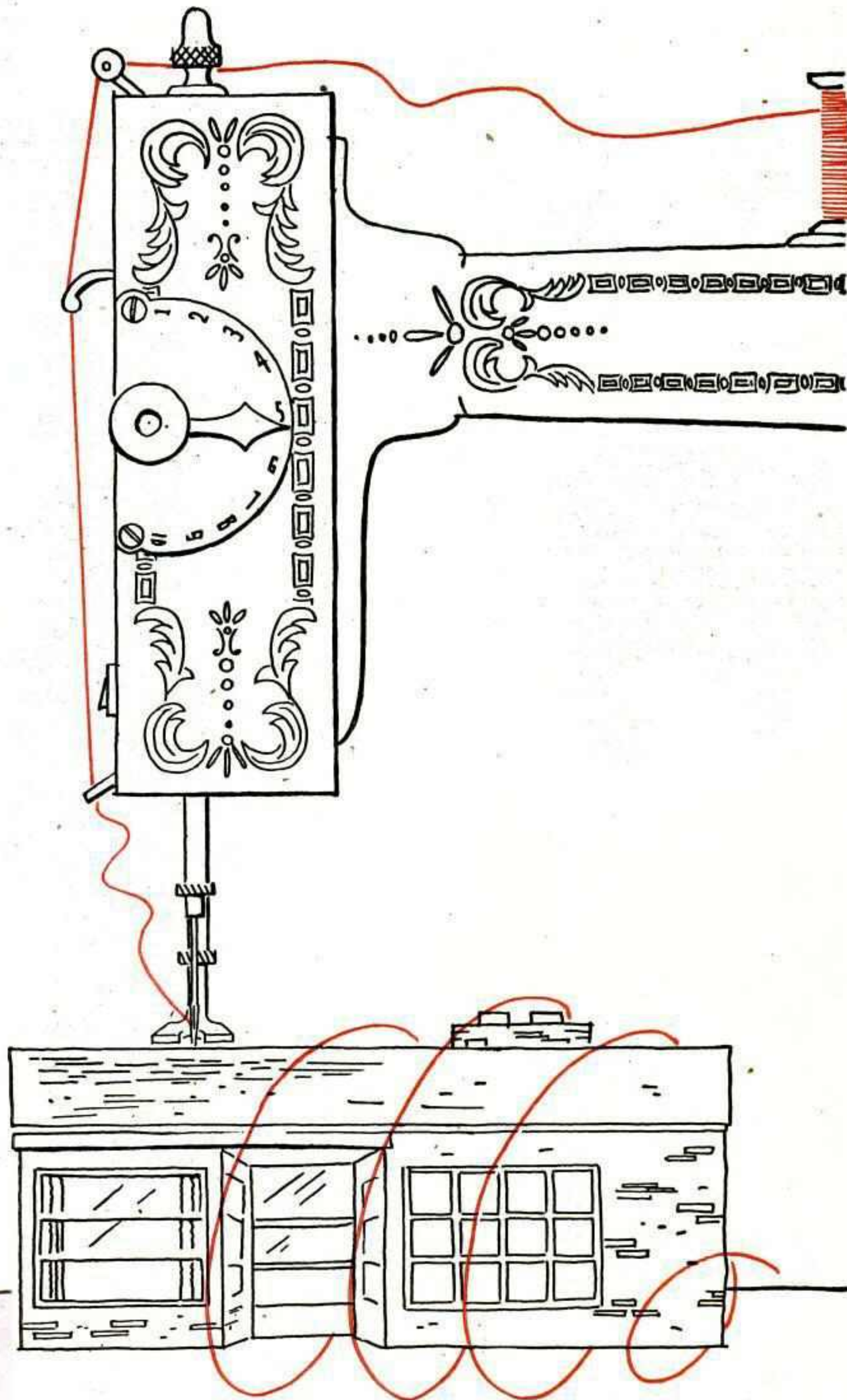
FOR SALE

30,000 good new and used records, crated for shipment. \$2,000.00 takes all.

Radio Joe Warrington
Box 290 Thermopolis, Wyo.

SEWS UP

Locations
TIGHT



The compact Wurlitzer 1650 offers a convincing answer to the musical needs of the location with limited space. Not only is it tuneful, colorful and profitable — it conserves floor space. Once in, its take will sew up that location tighter than a drum for you.

This outstanding new 48-selection earner is alive with famous Wurlitzer features including Cobra Tone Arms, Playmeter, Coin Banking Mechanism and built-in-volume Level Control—all at a low, low price!

SEE YOUR WURLITZER DISTRIBUTOR

Wurlitzer

1650 48-SELECTIONS
STRAIGHT 45 RPM PLAY

1600 48-SELECTIONS
45 OR 78 RPM PLAY

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

Chi 10-Cent Play Goes Big Despite Setbacks Elsewhere

Gary, Ind., Group Making Plans To Convert Entire Country to Dime

CHICAGO, Aug. 8.—In spite of reversals of dime play in some sections of the country, Chicago operators are finding no difficulties with the 10-cent price tag.

Since the start of the year, operators in many areas have been moving over to dime play as the answer to some of their financial problems. In some areas, dime play has given operators a new lease on life because the drop in tavern trade lowered their grosses below the break-even point. Dime play (even the play was less), they pointed out, brought the gross mark to above the break-even mark. Areas which have found dime play a success are Washington, Portland, Ore., all of California and other widely separated sections.

Other operators on dime play found that they could increase profits even by going so far as to drop headache locations. The time saved in service and collection, plus the additional take from "going" locations, more than made up for the loss of the mediocre spot. One Chicago operator reported he had 10 per cent less machines in operation and still made 8 per cent more in gross on dime play than he did on nickel play.

Savings

Another savings factor cited by operators on dime play was the reduced number of hit records

that had to be purchased. On nickel play a machine had to have 600 plays to bring in \$30. Under dime play only 300 plays are needed to bring in the same amount. One operator claimed that the majority of plays were on hit records, which needed replacement after a certain number of spins. However, since he changed to dime play he stated he seldom needed to replace worn records, thus saving two-fold.

In the early stages of the changeover to dime play in Chicago, it was discovered that the \$30 average of machines on nickel play became \$45 averages under dime price. Thus with a play drop of 150 spins, the operator still showed an increase of \$15 gross.

Most operators 100 per cent on dime play also report their location owners are wholeheartedly in favor of the move. "Location owners, along with the operator, benefit from the additional gross made possible under dime play," reported an operator in Northern Illinois. "They would be foolish to object to the change."

Setbacks

One of the areas, which recently found dissatisfaction with dime play, was Northern New Jersey. High hopes of dime play in that area were deflated by location and customer resistance. Local operators came to the

conclusion that theory and practice were two separate things. They pointed out that success of dime play in one area did not necessarily mean success everywhere.

Operators in Northern New Jersey, however, have not given up the idea of getting a dime tune. They will take more time in trying to get the dime. Currently in the test area of Patterson, N. J., the price is set at one play for a dime and five for a quarter. The playing public obviously likes this arrangement, as operators report a substantial rise in collections, with mostly quarters being found in the coin box.

Recently, Dick Steinberg, Music Guild of New Jersey president, stated the situation was still in a state of flux; however, he believes the 10-cent play and a bargain on multiple play will be the answer. Just what the bargain will be, he added, won't be determined for a while yet.

Milwaukee

In June, after several months of successful dime play experiments, Milwaukee learned that resistance to dime play was rising, thus making the future of 10-cent play uncertain in the Beer City.

The original plan of organized Milwaukee operators was to inaugurate the price hype on an experimental basis in a downtown sector. Initial reports during the first stages of the experiment indicated success, with all operators voicing satisfaction at the "long overdue move."

Failure of the dime play experiment to jell satisfactorily was said to stem from lack of co-operation within the ranks of Milwaukee operators. One key operator indicated the spotty reaction was the lack of a strong trade group. Comments of other operators ranged from good to bad, with the bulk indicating a desire to continue at the higher price level.

Miami

At the same time that New Jersey was feeling the strain of customer dissatisfaction and location owner embitterment at the price hype, Miami was in its third week of experimentation on dime play. The new price structure was set at two plays for a dime and six-for-a-quarter. Eddie Petrocine, North Dade Amusement Company, reported a 20 per cent increase in spots which he converted. The situation in Miami is one of slow conversion to a one play for a dime and three-for-a-quarter eventuality.

Ray Cunliffe, president of the Recorded Music Service Association in Chicago, said: "We are happy with the situation here in Chicago. I don't know of an operator who would want to go back to nickel play."

Phil Levin, vice-president of the association, stated, "We've been on dime play for well over two years now, and no one would even dream of going back to the old price. I can't even remember when I've received a complaint about trouble over price anymore. Things are going that smoothly."

Levin, several months ago in a speech on dime play at the 14th annual convention of the Ohio State Phonograph Owners Association, said, "The entire United States Army couldn't get Chicago back on nickel play. Chicago is 100 per cent on dime play because we saw the need for it and went out and got it."

All Favor Dime

Chicago operators, it was found, almost to a man, favor dime play. Some admitted that the initial changeover brought some strife with location owners, but that was soon cleared up and the location owners even joined the bandwagon. Customers voiced little objection to the price hype, with some operators reporting they had not heard a single dissenting comment by customers.

Meanwhile reports from near-by Chicago areas indicated that dime

Coinmen You Know

Continued from page 78

most vending operators down here who believe Miami is poor territory for candy sales because of the year-around warm climate. Canteen's only complaint down here so far, adds Butler, is in the case of air-conditioned locations where the low temperature causes the candy coating to turn white with a resulting charge by the customer that it is stale, which of course is false. Canteen Company of South Florida also vends cigarettes, coffee, ice cream, milk, Coca-Cola, cookies, crackers and doughnuts.

Jack Felber, office manager at Bush Distributing, is vacationing in Miami and spending some time at the area's beaches with his wife and daughter... A frequent visitor to Matheson Hammock Beach is coin machine operator Bob Norman... Eli Ross, Taran sales manager, says orders are coming in at a brisk rate for United's Classic Shuffle Alley. The new Gottlieb Marble Queen is now in the Taran showroom. Comic announcements built around the new AMI music machine have been prepared in anticipation of the birth of a second child to Ross and his wife.

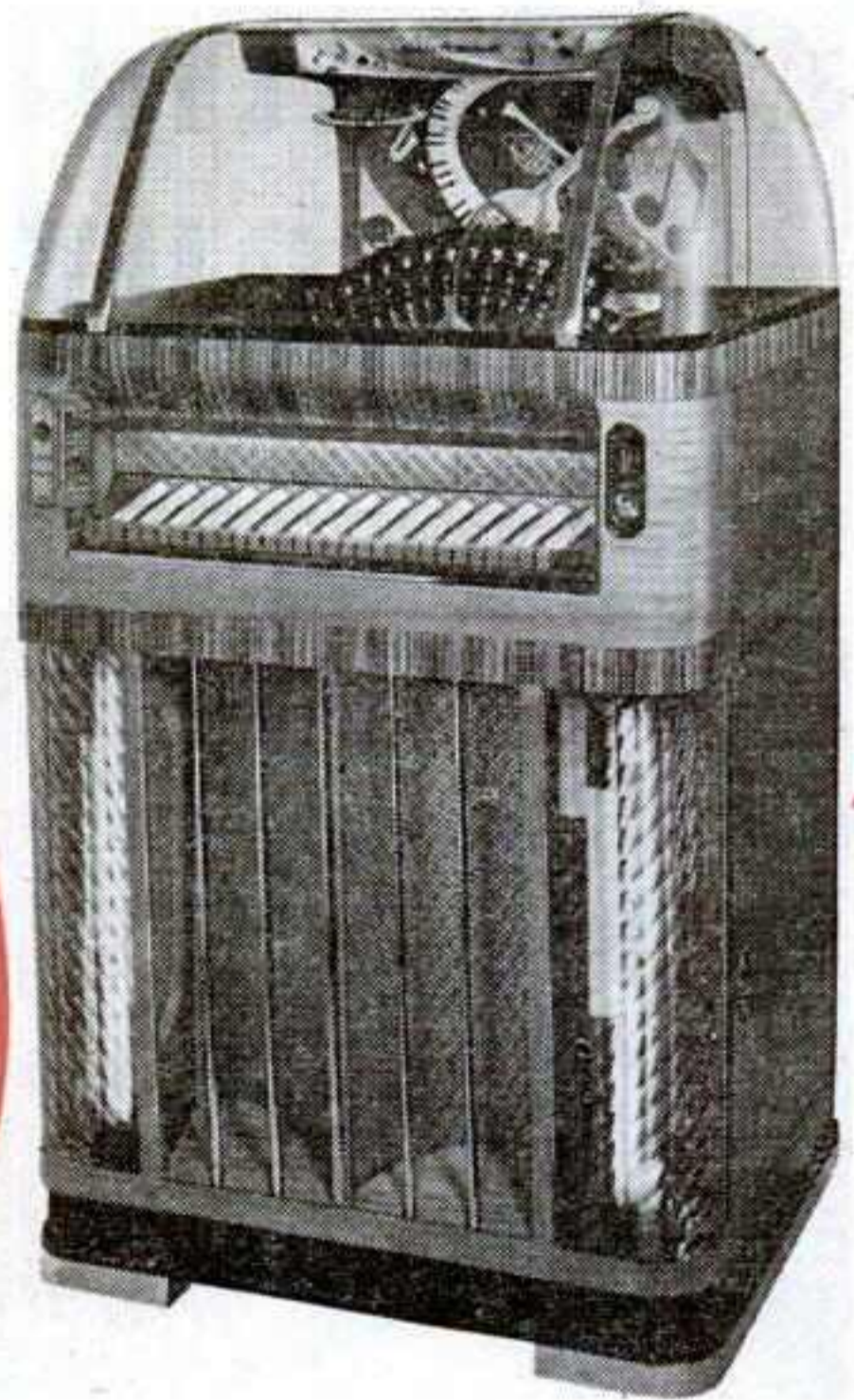
Henry Stone returned from the music show in Chicago and also Cincinnati where he recorded some numbers at King record headquarters. Stone says juke box operators are taking to "Heaven Only Knows."

play would spread to more distant points. Gary and East Chicago, Ind., were currently said to be changing over to the increased price.

ROCK-OLA

120

FireBall



Model 1436

The original Phonograph with 120 Selections

SIMPLE SELECTION

with the Single Button Line-O-Selector

SIMPLE OPERATION

with the amazing revolving record drum

SIMPLE SERVICING

with 3-Way service accessibility thru top, front and rear

Proven Performance
Proven Profits

Available in two models
for 78 RPM and 45 RPM records

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

	Issue of Aug. 8	Issue of Aug. 1	Issue of July 25	Issue of July 18
Baseball, 2 player (Chicago Coin).....	\$49.50	\$49.50	\$49.50	\$49.50
Big League Bowler (Keeney).....	145.00(2)	145.00	145.00	115.00
Bowl-A-Ball (Chicago Coin).....		380.00	350.00	380.00
Bowl-A-Ball, 6 player (Chicago Coin).....				375.00
Bowlette (Gottlieb).....	19.50			229.50
Bowling Alley (Chicago Coin).....	17.50			425.00
Bowling Alley, 6 player (Chicago Coin).....	175.00	185.00	195.00	220.00
Bowling Champ (Keeney).....	195.00	220.00	220.00	250.00
Bowling Classic (Chicago Coin).....	59.50	89.50	59.50	89.50
Clover Shuffle Alley (United)	395.00			
De Luxe League Bowler (Keeney).....	215.00	225.00	235.00	235.00
Deluxe League Bowler, 4 player (Keeney).....				265.00
Deluxe League Bowler, 6 player (Keeney).....				275.00
Double Bowler (Keeney).....	49.50	79.50	49.50	79.50
Double Header (Williams).....	49.50	49.50	39.50	49.50
Double Header, 2 player (Williams).....				49.50
Double Score Bowler, 6 player (Chicago Coin).....				69.50
Double Shuffle Alley Express Rebound (United).....	99.50	99.50	99.50	99.50
Five Player Shuffle Alley (United).....	150.00	160.00	150.00	160.00
Four Way Bowler (Keeney)	165.00	160.00(2)	175.00	175.00
Four Player Shuffle Alley (United).....	175.00	175.00	185.00(2)	175.00
Hi-Score Bowler (Universal).....	75.00	95.00	95.00	95.00
Hook Bowler (Bally).....	65.00	75.00	75.00	95.00
League Bowler (Keeney).....	139.50	115.00	139.50	95.00
League Bowler, 4 player (Keeney).....	125.00	149.50	125.00	149.50
Matched Bowler, 4 player (United).....		260.00	260.00	260.00
Matched Bowler, 6 player (Chicago Coin).....		295.00	350.00	295.00
Name Bowler, 6 player (Chicago Coin).....				350.00
Official Shuffle Alley (United).....	295.00	295.00	310.00	290.00
Official Shuffle Alley Matched (United).....	295.00			310.00
Shuffle Alley Deluxe (Keeney).....		225.00	225.00	
Shuffle Alley Deluxe, 6 player (United).....	185.00	220.00	220.00	219.00
Shuffle Alley Express, 2 player (United).....	89.50	89.50	89.50	59.00
Shuffle Alley, 6 player (Keeney).....	175.00	175.00	240.00	225.00
Shuffle Alley, 6 player (United).....	175.00	180.00	180.00	179.00
Shuffle Champ (Bally).....	40.00			180.00
Shufflecade (United).....				185.00
Shuffle Line (Bally).....	75.00	109.50	75.00	109.50
Shuffle Slugger (United).....	55.00			200.00
Shuffle Target (Genco).....	69.50	69.50		200.00
Single Shuffle Alley Rebound (United).....	69.50	69.50	49.50	259.50
Six Player 10th Frame (United).....	350.00	345.00	350.00	345.00
Skee Alley (United).....	65.00	75.00	75.00	350.00
Star Bowler, 2 player.....	295.00	295.00	295.00	425.00
Star 6 Player (United).....	345.00	375.00	325.00	59.00
Star 10h Frame (United).....	350.00	369.00		75.00(2)
Super Deluxe League Bowler (Keeney).....	225.00	225.00	255.00	295.00
Super Deluxe, 6 player (United).....	235.00(2)	295.00	265.00	255.00
Super Matched Bowler, 6 player (Chicago Coin).....				265.00
Super Shuffle Alley (Keeney).....		235.00		415.00
Super Six Shuffle Alley (United).....	285.00(2)	285.00	325.00	239.00
Super Twin Bowler (Universal).....				269.00
Super Twin Bowler (United).....				285.00
Team Bowler 10 Player (Keeney).....	335.00	340.00		325.00(2)
10th Frame (United).....	340.00	375.00	375.00	335.00
10th Frame Bowler (Chicago Coin).....		350.00	350.00	
10th Frame Matched Bowler (Chicago Coin).....	345.00	59.50	75.00	55.00
Frothy Bowl (Chicago Coin).....	59.50	99.50	99.50	99.50
Twin Bowler (United).....				75.00
Twin Bowler (Universal).....				99.50
Twin Rotation (United).....	195.00	195.00	225.00	49.50
Twin Shuffle Alley Rebound (Universal).....	49.50	49.50	49.50	25.00
Twin Shuffle Alley Rebound (United).....	75.00	110.00	145.00	39.00
Twin Shufflecade (2 player) (United).....	150.00	150.00	150.00	225.00
Twin Shuffle-Cade (United).....		75.00	75.00	49.50
Two Player (United).....				99.50

Spanish Manual Set By Rejector Firm

ST. LOUIS, Aug. 8.—National Rejectors has started a mailing of an instruction manual written in Spanish and covering data on its slug rejectors. Aimed at expanding the South American market, the manual uses the same material which the company had printed in English. It includes diagrams as well as written explanatory information. The manual explains the entire operation of the National slug rejectors and traces step-by-step action of nickels, dimes and

La. Firm Moves

SHREVEPORT, La. Aug. 8.—Lee's Novelty, operated by Robert Ehrhardt Sr., at 1004 Spring Street for the past 30 years, recently moved to a new location at 608½ Airport Drive. Ehrhardt is one of most experienced coin machine operators in this part of the country. He deals in amusement machines, quarters and slugs as they pass thru the mechanism. Other information in the manual concerns service and maintenance of the equipment.

CHI LICENSES UP 26 PCT.

CHICAGO, Aug. 8.—The City Clerk's office reported this week that licenses for 10,395 shuffle games and music machines had been applied for thus far this year. In 1952 there were 8,150 licenses issued. The 26 per cent increase is attributed to the city's recent approval of licenses for shuffle games (The Billboard, June 13).

THE MARKET PLACE for the **COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED (Minimum \$3)
Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.
Per word \$.20
3 or more CONSECUTIVE or 26 insertions, per word18
52 CONSECUTIVE insertions, per word16

DISPLAY CLASSIFIED (Minimum \$4)
Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.
Per agate line \$1.00
3 or more CONSECUTIVE or 26 insertions, per agate line95
52 CONSECUTIVE insertions, per agate line90
1 inch equals 14 agate lines.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25c for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Business Opportunities

Coin Radios and Television: buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

For Sale—Telephone Music System, consists of complete studio equipment, location juke boxes and wall boxes designed to handle 45 locations; turntables equipped for 45 rpm records; over 1000 records and many other extras included. Complete price, \$5,000. Contact Douglas R. Yeater, 375 Chemeketa St., Salem, Ore. Phone 3-4311.

Help Wanted

MECHANIC WANTED
Must be good on pin balls, shuffle alleys and phonograph. Steady work, good pay.

CENTRAL OHIO COIN MACHINE EXCHANGE

525 So. High Columbus, Ohio

Mechanic Wanted—Must be thoroughly experienced on all types of coin-operated machines, including Seeburg 100s, Wurlitzer 1500s, Amplifiers, etc.; no drinkers or drifters; state qualifications and references in letter. A.M.I. Distributing Co., 540 S. Division, Grand Rapids, Mich.

Wanted—Repairman for Bowling Game route; reliable, steady, sober; state references. Box 651, The Billboard, Chicago 1, Ill.

Parts, Supplies & Services

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOCust 7-1448

We will move your coin machines anywhere, anytime; ask about our low rates. Arcade Sales, 3145 W. Madison, Chicago, Ill. Irving 8-6101.

500 TOP VENDING PLATES FOR 2 MACHINES
60c each F.O.B. Mohawk Vending, 462 Fourth Ave., Elizabeth, New Jersey.

Positions Wanted

Need a good right hand man? Married, 32, 7 yrs. with nationally known vending machine distributor; sound experience in sales, mail order, sales correspondence; hard, loyal worker; fresh ideas; open for right proposition with mfr. or distributor; will earn my salary and make money for you. Box 649, The Billboard, Chicago 1, Ill.

Routes for Sale

For Sale in Western Michigan—Complete coin machine business, established 23 years; profitable, will pay out in 15 months; owner wishes to retire; will finance up to 80%; good opportunity for 2 or 3 hustling mechanics; no curiosity seekers. State your qualifications in first letter. For further information write Box 648, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postal, 2952 Milwaukee Ave., Chicago Ill.

For Sale—6 Watling Jr., 6 Model 400 Scales; 1 year old, \$1200 for the lot. Al-Mar Vending Co., 324 E. 39th St., N.Y.C.

Mutoscope Photomat, real money maker, four months old; replacement cost, \$2150; will sell on top location for \$1500. Gray Scale Co., 921 145th St., East Chicago, Ind.

Photo Machines (2), Mutoscope Photomatic; good condition; sell for price of storage. Call, write Gramercy 5-9217. S. Guttenmacher, 111 Second Ave., N.Y.C.

Sacrifice 5 King Candy Bar, \$49.75 ea.; 3 Hot Nut, \$19.75 ea.; 2 Hunter Gum, \$29.75 ea.; all like new. Parrish, 2526 Franklin Rd., Nashville, Tenn.

Special Close-Outs—Late model ABT Challenger, \$17.50; latest model electric ABT Challenger, \$35; 1 Mercury Athletic Scale, wrist, grip and lift, \$57.50; 3 two-column 25¢ Advance Cigarette Vendors, \$27.50; Advance Ball Gum and Peanut Machines, close-outs, \$7.50; Gottlieb 3-Way Grippers, \$17.50; 1 col. 25¢ Advance Cigarette Vendor, brand new, \$17.50; 2-col., new, \$35 T. O. Thomas Co., 1572 Jefferson, Paducah, Ky.

6 Baseball Pitching Machines, almost new, recently repossessed; purchase price, \$495 each. A-Vets Sporting Goods, 246 Fifth Ave., N.Y.C. 1, N.Y.; complete outfitter for Battering Ranges; write for prices on Baseballs, Bats, Netting, etc.

Wanted to Buy

Want Frolics and Atlantic City, will pay \$225. Write Pennsylvania Vending Corp., 1822 Carson St., Pittsburgh 3, Pa.

Wanted Immediately—Used coin-operated Radios, good condition; quote very best price, age and make. Box 650, The Billboard, Chicago 1, Ill.

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services. TRY A DISPLAY AD THIS WEEK See Advertising Rates Above

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted please figure 6 additional words.

2: Now check off the classification you want your advertisement to appear under:

Agents and Distributors Wanted
 Help Wanted
 Parts, Supplies and Services
 Positions Wanted
 Routes for Sale
 Used Coin-Operated Equipment
 Want to Buy

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch.

Display Classified
 Regular Classified

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only

\$_____ Payment enclosed Bill me (on 3 or more issues only)

Name _____
Address _____
City _____ Zone _____ State _____

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table listing various amusement games and their prices across four issues: Aug. 8, Aug. 1, July 25, and July 18. Games include ABC (United), Across-the-Board (United), Alice in Wonderland, All Star Basketball (Gottlieb), Aquacade (United), Arizona (United), Atlantic City (Bally), Auto Race (Exhibit), Baby Face (United), Ballerina (Bally), Banjo (Exhibit), Bank-a-Ball (Gottlieb), Barnacle Bill (Gottlieb), Basketball Champ (Chicago Coin), Bat-a-Score (Evans), Batting Practice, Beach Club (Bally), Beauty (Bally), Be Bop (Exhibit), Bermuda (Chicago Coin), Big Hit (Exhibit), Big Top (Genco), Black Gold (Genco), Boleros (United), Boston (Williams), Bowling Champ (Gottlieb), Bright Lights (Bally), Bright Spot (Bally), Buccaneer (Gottlieb), Buffalo Bill (Gottlieb), Buttons & Bowls (Gottlieb), Cabana (United), Campus (Exhibit), Canasta (Genco), Caravan, Carolina (United), Carnival (Bally), Catalina (Chicago Coin), Champion (Bally), Champion (Chicago Coin), Chinatown (Gottlieb), Cinderella (Gottlieb), Circus (Exhibit), Circus (United), Citation (Bally), College Daze (Gottlieb), Coney Island (Bally), Control Tower (Williams), Coronation (Gottlieb), County Fair (United), Crazy Roads, Cyclone (Gottlieb), Dallas (Williams), De-Icer (Williams), Dew-Wa-Ditty (Williams), Disc Jockey, Domino (Williams), Double Action (Genco), Double Feature, Double Whiffle (Gottlieb), Dreamy (Williams), Eight Ball, El Paso (Williams), Fighting Irish (Chicago Coin), Five Star (Universal), Flip Skill, Floating Power (Genco), Flying High (Gottlieb), 400 (Genco), Four Corners (Williams), Four Horsemen (Gottlieb), Four Stars (Gottlieb).

BETTER BUY from BANNER Shuffle Alleys? FIVE BALLS? KIDDIE RIDES? YOU NAME IT—WE HAVE IT! PRICE? VERY ATTRACTIVE INDEED! Write—Wire—Phone BANNER SPECIALTY COMPANY Endorsing Only the Best Home Office 199 W. Girard Ave., Phila. 23, Pa. Branch 1508 Fifth Ave., Pittsburgh 19, Pa.

WE EXPORT PIN GAMES MUSIC MACHINES Joe Ash We are one of the leading exporters of coin-operated equipment. Our reputation was EARNED—by honest effort—by delivering only quality equipment—by virtue of the fact that our experience in the field enables us to pack, route and ship in the most economical and safe methods. Contact us for your needs. We'll give your requirements our very best attention. We are exclusive WURLITZER DISTRIBUTORS in Delaware—S. Jersey—S. E. Pennsylvania

ACTIVE AMUSEMENT MACHINES CO. 666 N. Broad Street Philadelphia 30, Pa. Phone: FRemont 7-4495 'You can ALWAYS depend on Active ALLWAYS!'

NEW—RECONDITIONED METAL TYPER MACHINES We Carry a Complete Line of Parts in Stock WRITE FOR PRICES NOW! Buy Your Aluminum Discs in Rolls of 100. STANDARD METAL TYPER CO. 1318 N. Western Ave. Chicago 22, Ill.

We Carry a Complete Line of COIN COUNTERS COIN SORTERS COIN CHANGERS COIN WRAPPERS PARTS AND SUPPLIES WHOLESALE—RETAIL WRITE—WIRE—PHONE Globe Distributing Co. 1623 No. Calif. Ave., Chicago, Ill.

Table listing various amusement games and their prices across four issues: Aug. 8, Aug. 1, July 25, and July 18. Games include Frolic (Bally), Futurity (Bally), Georgia (Williams), Gizmo (Williams), Glamour (Bally), Globe Trotter (Gottlieb), Gold Cup (Bally), Golden Gloves (Chicago Coin), Gold Mine, Golden Nugget (Genco), Grand Award (Chicago Coin), Grand Slam, Handicap, Happy Days, Happy Go Lucky (Gottlieb), Harvest Moon (Gottlieb), Harvest Time (Genco), Hayburner (Williams), Hit-a-Bomber, Hit-a-Home, Hit 'N' Run (Gottlieb), Hit Parade (Gottlieb), Holiday (Chicago Coin), Holiday (Keeney), Hong Kong (Williams), Hoot Mon Golf, Hot Rod (Bally), Humpty Dumpty (Gottlieb), Jack and Jill, Jalopy (Williams), Jeanie (Exhibit), Jockey Special (Bally), Judy (Exhibit), Jumping Jack (Genco), Just 21 (Gottlieb), King Cole (Gottlieb), King Pin (Chicago Coin), Knock Out (Gottlieb), Leader (United), Lite-a-Line (Keeney), Long Beach (Williams), Lucky Inning (Williams), Madison Square Garden (Gottlieb), Major League Baseball (Western), Majors (Chicago Coin), Majors of '49 (Chicago Coin), Majorette, Mardi Gras, Maryland (Williams), Mermaid, Merry Widow (Genco), Minstrel Man (Gottlieb), Monterey (United), Moon Glow (United), Mystic, Nevada, Nifty (Williams), Oklahoma (United), Olympics (Williams), One, Two, Three (Genco), Palm Beach (Bally), Paratrooper (Williams), Parrot Finish (Universal), Pin Bowler (Chicago Coin), Pinky (Williams), Play Ball (Genco), Play Poker, Playland (Exhibit), Playtime (Exhibit), Pop Up, Puddin' Head (Genco), Punchy (Chicago Coin), Q Ball, Quarterback (Williams), Quartette (Gottlieb), Queen of Hearts, Quintette, Quiz Time, Rag Mop (Williams), Rain Bow (Williams), Ramona (United), Rocket (Genco), Rockette (Gottlieb), Rondeevoo (United), R-re Bowl (Gottlieb), St. Louis (Williams), Salty (Chicago Coin), Samba (Exhibit), Saratoga, Screwball (Genco), Sea Jockey (Williams), Select-a-Card (Gottlieb), Serenade (United), Shantytown (Exhibit), Sharpshooters (Gottlieb), Shoot the Moon (Williams), Show Boat (Williams), Show Boat (United), Silver Skates (Williams), Skee-Ball-Pool (Gottlieb), Skill Peet (Gottlieb), Slugfest, South Pacific (Genco), Spark Plug (Williams), Special Entry (Bally), Sportsman (Williams), Spot Bowler (Gottlieb), Stardust (United), Spot-Lite (Bally), Starlite, Stars (United), Summer Time (Gottlieb), Sunshine Park (Bally), Super Hockey.

	Issue of Aug. 8	Issue of Aug. 1	Issue of July 25	Issue of July 18
Super World Series (Williams)	125.00	225.00	225.00	225.00
Sweepstakes (Williams)	89.50	89.50	195.00	195.00
Sweetheart (Williams)	89.50	89.50	89.50	55.00
Tampico (United)	\$ 64.50	79.50	\$ 64.50	79.50
Telecard (Gottlieb)	29.50	49.50	29.50	49.50
Tennessee (Williams)	39.50	50.00	39.50	50.00
Texas Leaguer (Keeney)	69.50	69.50	69.50	69.50
Thing (Chicago Coin)	89.50	89.50	45.00	89.50
Three Feathers (Genco)	64.50	64.50(2)	64.50(2)	64.50(2)
3-4-5 (United)	50.00			64.50
Thrill (Chicago Coin)	29.50	29.50	29.50	35.00
Times Square	225.00			225.00
Torpedo (Bally)				100.00
Trade Winds (Genco)	29.50	29.50	29.50	29.50
Trinidad (Chicago Coin)				35.00
Triplets (Gottlieb)	69.50	95.00	65.00	95.00
Tri-Score (Genco)	89.50	25.00	89.50	69.00
Tumbleweed (Exhibit)	74.50	74.50	65.00	74.50
Turf King (Bally)	29.50	50.00	75.00	40.00
Tucson (Williams)	44.50	44.50	44.50	44.50
Twenty Grand	175.00(2)	160.00	160.00	175.00
Utah (United)	84.50	84.50	59.00	84.50
Virginia (Williams)	49.50	49.50	49.50	20.00
Whiz Kid (Chicago Coin)	129.50	149.50	149.50	149.50
Wild West (Gottlieb)	149.50	169.50	169.50	169.50
Winner (Universal Industries)	40.00	49.00	34.50	49.00
Wisconsin (United)	34.50	34.50	34.50	15.00
Yanks (Williams)	49.50	49.50	49.50	20.00
Zingo (United)	125.00	35.00	125.00	125.00

Ponser Warns Ops on Prizes

NEW YORK, Aug. 8.—George Ponser, manager of the Associated Amusement Machine Operators of New York, this week warned game operators here to watch for locations which are offering trophies or prizes for Shuffleboard tournament play.

Ponser explained that the City Alcoholic Beverage Control unit had approved the giving of prizes for tournament play, but that this approval in no way constitutes legal sanction. Until the City Council rules that prizes may be awarded, which it has not to date, prizes are still illegal.

Some locations, going on the premise that ABC approval means legal sanction, have awarded trophies and prizes to winners of tournament play.

Ponser said that stiff penalties are provided for violators and asked operators to report to the AAMONY any locations offering prizes.

Game Mfrs.

Continued from page 67

discussion depends, in part, on the skill of the player." He described pinball machine as "essentially amusement devices," as distinguished from slot machines, which he termed "pure gambling devices." "The imposition of the higher tax because prizes are awarded would seriously diminish the revenues which Congress intended to collect," Becker said. "Needless to say, the \$250 tax would drive most of these machines off the market. Coin-operated amusement machines are found in neighborhood stores and in local taverns. They are not 'big business'. The few dollars earned by the small shopkeeper from their operation help pay the rent and other expenses. Depending on the player appeal of the game and the location, the annual income from a machine may range from less than \$250 to amounts several times greater in unusual and exceptional locations. Obviously, it is not economically feasible for the occupant of the premises on which a machine is located to pay a \$250 tax. It is estimated that there are in excess of 300,000 such neighborhood store owners and local taverns in which the amusement games are placed and which are adversely affected by this burdensome tax.

"It may fairly be assumed that perhaps half a million people would be adversely affected if the amusement machine industry is forced out of business or seriously restricted in its operations by reason of an excessive and confiscatory excise tax. "Hundreds of cities throout the U.ited States have in effect or are presently considering the licensing of amusement games. It is only fair and equitable that this source of tax revenue be reserved for the local communities.

"The assessment of higher federal excise tax of \$250 against amusement machines will rapidly and quickly dry up this source of revenue for local communities. The requirement that the store owner purchase a \$250 federal gaming stamp tax and the resultant adverse inference that may be drawn from being placed in the slot machine class is an insurmountable barrier to many location owners in using amusement devices to supplement income, irrespective of the amount of tax involved. This would very adversely affect the resultant license revenues to local governments."

Autex, Dutch

Continued from page 67

it hopes to induce the government to make allowances for the licensing of skill amusement games. At a recent meeting of the Autex at Utrecht the following points were listed as the unions aims:

To see that skill games, automatic billiards and similar coin machines located by members are in every respect in agreement with legal regulations. The union hopes to make this goal by consulting experts when games are designed by subjecting coin machines on location to regular inspection, and by working continually to improve servicing methods.

During the meeting, the chairmen of various committees were authorized by Autex members to add articles to the statutes if the Ministry of Justice thinks them necessary.



BIGGER COLLECTIONS with GAMES from FIRST!

NEW—

SHUFFLE GAMES

- Keeney DOMINO BOWLER
- Keeney CARNIVAL BOWLER
- Chicoin HI-SPEED CROWN BOWLER
- Chicoin TRIPLE SCORE BOWLER
- Chicoin GOLD CUP BOWLER
- United CLASSIC SHUFFLE ALLEY
- United OLYMPIC SHUFFLE ALLEY

RECONDITIONED SHUFFLE GAME SPECIALS! PRICES SLASHED!

UNITED

- STAR—10TH FRAME \$369
- STAR 6 PLAYER 245
- SUPER 6 PLAYER 295
- OFFICIAL S. A. (MATCH) 295
- DELUXE 6 PLAYER 265
- SIX PLAYER with Formica 189
- SIX PLAYER 175
- FIVE PLAYER with Formica & Big Pins 189
- FIVE PLAYER with Formica 180
- FOUR PLAYER with Formica & Big Pins 165
- FOUR PLAYER 149
- SKEE ALLEY 65

KEENEY

- 10 PLAYER TEAM BOWLER \$335
- DELUXE LEAGUE BOWLER 235
- DELUXE LEAGUE BOWLER 215
- SIX PLAYER with Original Formica 195
- SIX PLAYER 195

CHICAGO COIN

- SIX PLAYER \$195

UNIVERSAL

- HI SCORE BOWLER \$ 75

ARCADE

NEW

EXHIBIT SPACE GUN
GENCO SKY GUNNER
ABT RIFLE SPORT
EVANS BAT-A-SCORE
ABT CHALLENGER

"First-Conditioned"

- SEEBURG SHOOT THE BEAR \$335
- WMS SUPER WORLD SERIES 225
- EXHIBIT JET GUN 195
- CHI COIN BAS-KETBALL CHAMP 195
- EX. SIX SHOOTER 175
- GUN PATROL 175
- TELEQUIZ 165
- CHI COIN 4 PLAYER DERBY 155
- CHICKEN SAM RAY GUN 95
- CHI COIN GOALEE 85
- UN. TEAM HOCKEY 85
- EXHIBIT DALE GUN WMS. QUARTERBACK 85
- MERCURY 13-WAY GRIP SCALE 79

CONVERSIONS

CLOSEOUT!

New Match Score Conversions for Shuffle Games.

Original LITE A SCORE Orig. \$37.50 Now **\$37.50**

King's MATCH THE WHEEL Orig. \$55.00. Now **\$35.00**

GENUINE SUPER DELUXE FORMICA TOPS

Absolutely highest quality! Instructions, gutter and strike zones silk screened during manufacturing process. Available for United 2, 4, 5, & 6 Players! Keeney, Chicago Coin and Universal games. Complete with cement. 8" & 9" sizes. **\$17.50**

KEENEY SHUFFLEBOARD ATTACHMENTS

- 4-WAY BOWLER for long board \$195
- BOWLING CHAMP for long board \$ 75
- 4-PLAYER MATCH BOWLER REBOUND \$165

NEW ELECTRIC SCOREBOARDS

- CENTER OVER-HEAD \$125
- WALL MODEL 95

Arcade Equipment

Continued from page 78

	Issue of Aug. 8	Issue of Aug. 1	Issue of July 25	Issue of July 18
Panarams	275.00	149.50	275.00	275.00
Peep Show, 1c (Mutoscope)		25.00		
Peep Show, 5c (Mutoscope)		35.00		
Periscope	120.00	25.00	120.00	120.00
Photomatic (Mutoscope)	250.00	250.00	250.00	250.00
Pikes Peak	20.00	20.00	20.00	20.00
Pistol Pete (Chicago Coin)	75.00	119.50	75.00	119.50
Pitch Em & Bat Em (Scientific)	185.00	85.00	185.00(2)	185.00
Pokerino (Scientific)	85.00	99.50	85.00	99.50
Pokerino Jr.	25.00	75.00	40.00	75.00
Pony Express (Exhibit)				250.00
Pool Table (Edelco)	75.00	75.00	75.00	75.00
Quizzer	95.00	35.00	95.00	95.00
Rapid Fire (Bally)		125.00(2)		125.00
Rapid Fire 3 Target Conversion (Bally)			125.00(3)	
Recordio (Wilcox-Gay)	125.00	125.00	125.00	125.00
Rifle Range Ray Gun		105.00		105.00
Rocket Patrol	275.00			
Shoot-A-Matic (Mutoscope)		85.00		
Shoot the Bear (Seeburg)	165.00	185.00	215.00	199.50
Silver Bullet (Exhibit)	125.00	125.00	125.00	125.00
Silver Gloves	195.00	195.00	195.00	195.00
Six Shooter (Exhibit)	135.00(2)	135.00(2)	135.00	139.50
Skee Ball (Wurlitzer)	175.00	175.00	175.00(2)	175.00(2)
Skill Gun (ABT)	150.00	150.00	150.00	150.00
Sky Fighter (Mutoscope)	39.50	39.50	39.50	39.50
Star Series (Williams)	39.50	139.50	100.00	139.50
Sub Gun (Keeney)	120.00	120.00	95.00	120.00
Super Bomber	275.00	275.00	125.00	275.00
Target Gun (ABT)				15.00
Target Skill (Genco)	\$ 50.00			
Team Hockey (United)	85.00		\$ 85.00	\$ 85.00
Telequiz	125.00	165.00	125.00	165.00
Ten Pins (Rock-Ola)	169.50	169.50	169.50	169.50
Ten Strike (Evans)	99.50	99.50	99.50	99.50
13-Way Athletic Scale (Mercury)	79.00	79.00	79.00	79.00
Tommy Gun Deluxe (Evans)	95.00	95.00	100.00	95.00
Undersea Raider (Bally)			125.00	
Voice-o-Graph (Mutoscope)	525.00	450.00	525.00	525.00
Western Baseball	85.00	85.00(2)	85.00	85.00
Zodi Fortune Teller		295.00		

HAROLD'S CLUB

RENO, NEVADA

WE ARE ON THE MARKET FOR PACE SLOT MACHINES. ANY NUMBER OF MACHINES, ANY DENOMINATION, NOT OLDER THAN 1946.

RAYMOND I. SMITH
GENERAL MANAGER

BEST BUY
This Week

SEEBURG 146M OR S.....\$75.00

SEEBURG 147M OR S.....\$90.00

W. B. DISTRIBUTORS, INC.
1012 Market Street St. Louis, Mo.

VENDING

KEENEY NEW DE LUXE ELECTRIC CIGARETTE VENDOR

Easy to Service Quick Loading Greater Profits

RECONDITIONED

- Uneda Electric Cigarette Machine, 9 Col. \$125
- Pop Corn Sex, Like New 69
- Candy King (Wall Mod.) 20

BINGO 3 BALLS

ALL BINGO GAMES IN STOCK

Write or Phone for Prices!

COUNTER GAMES

- ABT CHALLENGER \$27
- POP-UP 22
- PLAY POKER 22

FIRST DISTRIBUTORS

Joe Kline & Wally Finke
1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

"WE ARE EASY TO DEAL WITH"

SHUFFLE BOWLERS

- 4 Pl. with Formica \$130.00
- 5 Pl. with Formica 165.00
- 6 Pl. with Formica 195.00
- 6 Pl. Deluxe 250.00
- 6 Pl. Super 250.00
- 6 Pl. 10th Frame 450.00
- Chicoin & Player 175.00
- Bally Hook Bowler 65.00
- Genco Target Skill 50.00
- Keeney Big League Bowler 145.00

COUNTER GAMES

- Hit-a-Homer \$ 28.00
- Pikes Peak 20.00
- A.B.T. Challengers 20.00
- Acme Shockers, New 24.50
- Heavy Hitters 39.50
- Texas Leaguer 39.50

BINGOS

- Atlantic City \$265.00
- A.B.C. 95.00
- Boilers 145.00
- Coney Island 240.00
- Five Stars 85.00
- Frolics 285.00
- Leader 150.00
- Stars 265.00
- Spot Lites 150.00
- 3-4-5 125.00

ARCADE EQUIPMENT

- A.B.T. Gun Range with Rifles \$ 650.00
- Astroscope, 10" 125.00
- Q Balls, f.o.b. St. Petersburg, Fla. 95.00

Other items:

- Bally Defender \$125.00
- Bally Big Inning 150.00
- Boomerang 45.00
- Bally Heavy Hitter 45.00
- Bally Rapid Fire 125.00
- Candid Camera 125.00
- Chi. Coin Hockey 75.00
- Chi. Coin Pistol 75.00
- Chicken Sam 105.00
- Chi. Coin Goalee 125.00
- Dial Gun 65.00
- Edelco Pool Table 75.00
- Evans Bat-A-Score 165.00
- Evans Tommy Gun (Deluxe) 95.00
- Evans Super Bomber 275.00
- Ex. Silver Bullets 125.00
- Millis Panoram 275.00
- Auto. Flying Saucer 150.00
- Auto. Photo, late 625.00
- Auto. Photo, early 250.00
- Periscope 120.00
- Pitch'm & Bat'm 185.00
- Pokerino Jr. 75.00
- Quarterback 85.00
- Quizzer & Film 95.00
- Star Series 100.00
- Sci. Pokerinos 85.00
- Siro's Brush Up 50.00
- Seeburg Bear Gun 249.50
- Standard Metal Typer, new 465.00
- Supreme Bolascrore 95.00
- Texas Leaguer 50.00
- Ten Strike 75.00
- Tele Quiz with film 125.00
- Wurlitzer Baseball 150.00
- Western SkeeBall 85.00
- Exhibit Jet Gun 225.00

Other items:

- Midget Movies \$225.00
- Recordios 125.00
- Keeney Submarine Gun 120.00

RIDES

- Big Broncos, used \$550.00
- Chi. Coin Super Jet write Sc. Space Ship write
- Carousal, new 995.00
- Kiddie Train Ride, new 675.00
- Kiddie Auto Ride new 675.00
- Kiddie Boat Ride new 675.00

CIGARET & MISC. VENDORS

- All Cigarettes King size and 25¢ size
- National 930 \$ 95.00
- National 950 125.00
- National Electric 95.00
- Lehi PX, 8 col. 135.00
- Lehi PX, 10 col. 145.00
- Rowe 8 col. 125.00
- Rowe 10 col. 145.00
- C-8 Electric 135.00
- Keeney 9 col. 185.00
- National 6 col. Candy 65.00
- National 9 col. Candy 95.00
- Craig Ice Cream Vendors, 5¢-10¢ 250.00
- 12 Revco 10¢ Ice Cream Vendors 150.00
- 3 Revco 10¢ 2 col. Vendors 495.00
- 35 N.W. #39 Ball Gum Vendors 4.50
- 2 Super Vendors 3 selection drink 350.00
- 3 Brand new National King Coffee Vendors 495.00
- 2 Pop Sez Popcorn Vendors 49.50
- 75¢ Masters, Ea. 6.50
- 35 1¢ Atlas Nut Vendors, Ea. 6.50

AMT Distributors for Northern Ohio NOW DELIVERING MODEL E

Cleveland Coin MACHINE EXCHANGE, INC.

M. S. GISSER Sales Manager

2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

- SEEBURG 1-46 \$150
- SEEBURG 1-46 HIDEAWAY 125
- SEEBURG 1-47 175
- SEEBURG 1-48 BLOND 225
- SEEBURG M-100A 625
- SEEBURG WOM (W4-L56) 35
- WURLITZER 1015 150
- WURLITZER 1080 125
- WURLITZER 1250 350

MUSIC MONEY MAKERS!

- WURLITZER 1100 \$275
- WURLITZER 3020 WOM 25
- A.M.I. MODEL A 295
- A.M.I. MODEL B 350
- A.M.I. MODEL C 375
- A.M.I. WOM (5/10) 20
- BRAND-NEW CHICOIN HIT PARADE \$132.50

RECONDITIONED—REFINISHED!

Terms: 1/3 Deposit. Balance C. O. D. FOREIGN BUYERS

Write for Latest Postwar Phonograph Catalog

ATLAS MUSIC COMPANY

2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Armitage 6-5005

When answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

More Ammo Okayed for N. Y. Arcade

NEW YORK, Aug. 8.—Charles Rubenstein, operator of the Playland Amusement Corporation here, has been granted permission to keep 25,000 rounds of ammunition on hand at his 125th Street Arcade. The New York administrative code provides that "no permit for the storage and sale of ammunition in excess of 200 rounds of small arms cartridges shall be issued for any premises which are occupied as place of public assembly."

The Board of Standards and Appeals, which granted Rubenstein permission to exceed the 200 rounds, did so on the basis of his being in business for 21 years, because adequate fire extinguishing

Calendar for Coinmen

August 2-6—National Candy Wholesalers' Association annual convention, exhibit, Conrad Hilton Hotel, Chicago.
 August 6—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
 August 22-23—National Association of Bulk Vendors, annual convention, exhibit, Congress Hotel, Chicago.
 August 23-26—National Automatic Merchandising Association, annual convention, exhibit, Conrad Hilton Hotel, Chicago.
 September 3—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
 September 18-20—Texas Merchandise Vending Association, 3d annual convention, Adolphus Hotel, Dallas.
 September 29—Western Vending Machine Operators' Association, Unique Restaurant, Los Angeles.

equipment was on the premises and because "the lessee has invested considerable money in this business."

Rubenstein operates 70 coin-operated amusement devices in his Arcade.

Combo Route

Continued from page 67
 The advent of government record-keeping, however, brought about more accurate bookkeeping to reveal the true status of the operation. Accordingly, people with more businesslike tendencies gravitated to the operation field. Chief among the evils of price-cutting, according to Oregon operators, is that it invites cutthroat competition that threatens the existence of the entire enterprise. Oregon operators recently have been working hard to establish dime play, striving to improve grosses to compensate for steadily rising costs.

The program has met with success in many Oregon communities but it has been slow going in Portland. A price-cutting war could quickly undo all the good work and bring many operators to the brink of ruin.

Of more immediate concern to the operator is the effect of price-cutting on his own business stability. It weakens his bargaining position with the location owner. The owner respects an operator who conducts his affairs in a businesslike manner. But once the operator yields on important issues like commissions he finds there is no end to the demands made upon him. The contract, written and signed, has been found the best way of eliminating disputes over a specified period.

Few operators will contend that music, under stable conditions, fails to measure up as a paying enterprise. In Portland some big firms operate music exclusively, taking advantage of the efficiency possible in a large operation. Music involves a larger per unit investment, but the equipment has a longer life of profitable use. On the average route a phonograph will pay for itself in three years.

Ill. Licenses

Continued from page 67
 taxable but the provision is made for games which do not have a free play feature.

In Rule 2, the Department of Revenue stresses that "every person, firm or corporation (in Illinois) displaying any taxable amusement device to be played or operated by the public at any place owned or leased by such person, firm or corporation shall, within 10 days after displaying such device, file with the department of revenue an application for such device. The applicant should answer all questions and give all the information required on the application form. The application must be made on a form prescribed by the Department."

This rule also states that a taxable amusement device without payment of the proper tax, subjects the offender to a monetary penalty of 20 per cent and the tax payable and also constitutes a misdemeanor for which the offender can be prosecuted. In addition, this rule states that the Department of Revenue is authorized, after notice and a hearing, to revoke any license upon a finding that there has been a violation of the coin machine revenue act.

100G to Spend

Continued from page 67
 to be held at Frankfort-Am-Main September 6-10. After that, he expects to return to the United States every four months to buy new and used equipment. Adickes made several trips a year to this country from 1930 to 1939 and is well known here. Before leaving for Chicago on his current trip, he visited the distributors on New York's 10th Avenue and spent an afternoon at The Billboard office.

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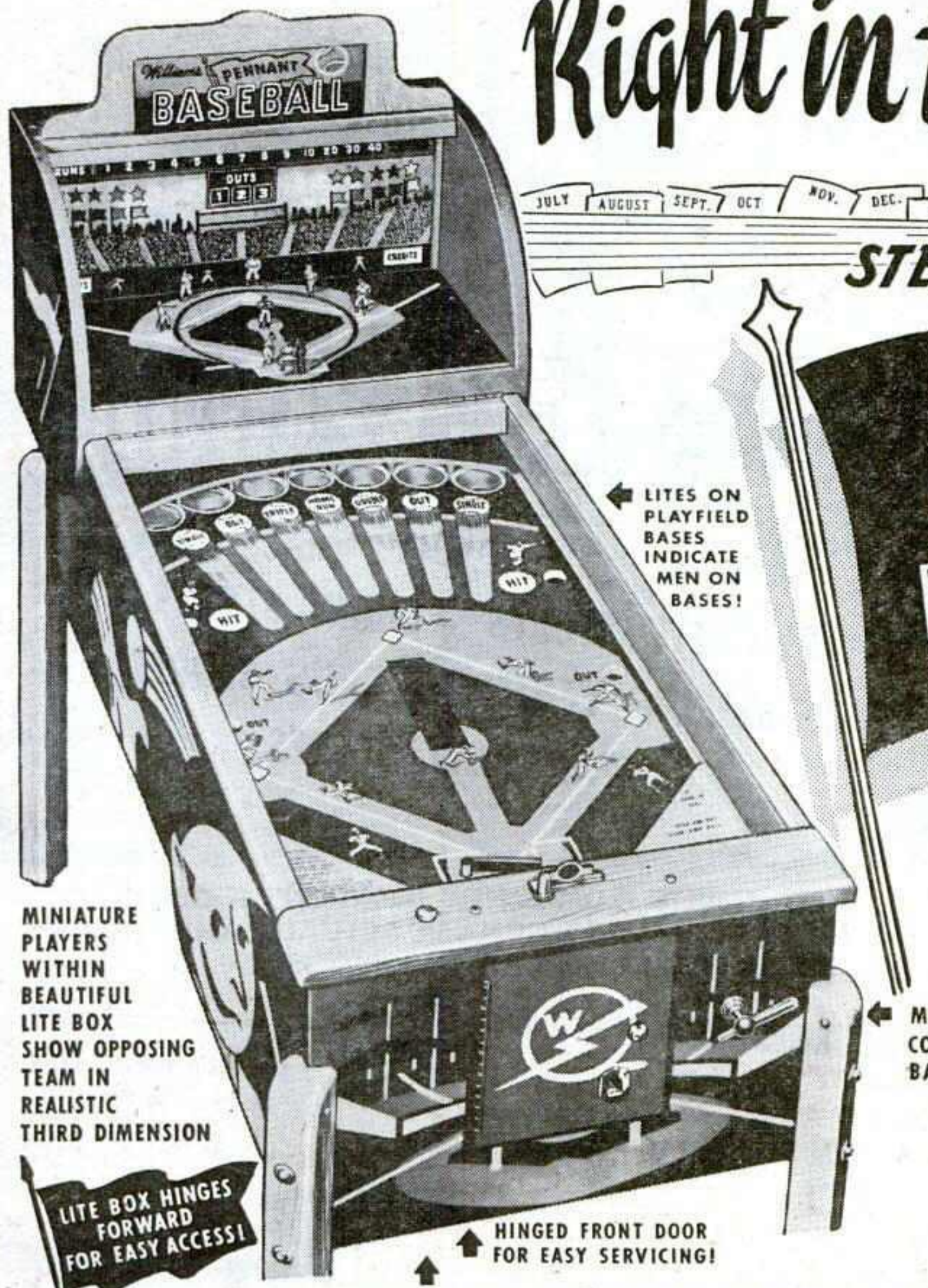
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Frolics | Bright Spot | Beach Club
BRAND NEW AJAX CIGARETTE VENDORS—
EXHIBIT BIG BRONCO HORSES, PETER
RABBIT, RANGER RAWHIDE, BALLY CHAM-
PION—WRITE.
CLAYT NEMEROFF • CHARLEY PIERI
Monarch Coin Machine, Inc. 2257-59 N. Lincoln Ave.
Chicago 14, Ill. Phone: Lincoln 9-3996-7-8

NOW! A WHOLE NEW FIELD for OPERATORS AND DISTRIBUTORS!

These Brand-New High-Traffic Locations NEVER BEFORE AVAILABLE Now Welcoming

GENCO'S MONEY-MAKING

Sky Gunner

- ✓ VARIETY STORES
- ✓ CHAIN STORES
- ✓ SHOPPING CENTERS
- ✓ DRUG STORES
- ✓ DEPARTMENT STORES

FIRST RESULTS FROM 5 NEW LOCATIONS SHOW GENCO'S SENSATIONAL SKY GUNNER ACTUALLY OUTEARNING HORSES, ROCKET SHIPS, OTHER KIDDY RIDES

COMPACT
Only 34" long,
19" wide, 78"
high. Shpg. Wt.
Only 205 lbs.

CHECK THESE ACTUAL COLLECTION REPORTS
from the National Vending Machine Company (firm operates kiddie rides in chain store locations all over the U. S.)

Machine No. 1	Installed 7/9	Collected 7/11.....	\$ 24.00
		Collected 7/19.....	61.20
		Collected 7/26.....	63.20
Machine No. 2	Installed 7/9	Collected 7/18.....	53.30
		Collected 7/25.....	28.20
		Collected 8/1.....	36.10
Machine No. 3	Installed 7/9	Collected 7/15.....	46.00
		Collected 7/25.....	75.00
		Collected 7/29.....	60.50
Machine No. 4	Installed 7/10	Collected 7/11.....	3.90
		Collected 7/20.....	42.20
		Collected 7/25.....	39.80
Machine No. 5	Installed 7/11	Collected 7/18.....	53.00
		Collected 7/27.....	59.00
TOTAL COLLECTIONS,			\$645.40
5 Machines, in 2 1/2 week period			

Statement from Operator:
"Absolutely no sign of let up in play. GENCO Sky Gunner seems to have as much appeal for adults as for the kids... keeps getting dimes from both!"

Bowling Alleys are Perfect Locations for Sky Gunner... League Play Starts Sept. 1

LINE UP YOUR PLACEMENTS NOW!

GENCO

MANUFACTURING & SALES CO.
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

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FOREIGN BUYERS!

We carry the world's largest stock of reconditioned games.

We also distribute all the new machines manufactured by
**Williams • Gottlieb
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Keeney • Evans**

Write for FREE Price List.

PARTS AND SERVICE MANUAL AVAILABLE

Late Model Reconditioned Games for Immediate Delivery

GOTTLIEB
GLOBE TROTTER
QUARTETTE
HIT & RUN
4 STAR
SKILLPOOL
CORONATION
FLYING HIGH
GRAND SLAM

NIAGARA
ALL STAR BASKETBALL
CROSSROADS
HAPPY DAYS
CHINATOWN
QUEEN OF HEARTS
QUINTETTE
GUYS-DOLLS

WILLIAMS
SHOOT THE MOON
EIGHT BALL
MAJORETTE
DOMINO
PARATROOPER
4 CORNERS
20 GRAND
STAR LIGHT

HORSESHOES
SLUGFEST
OLYMPICS
CARAVAN
HONG KONG
DISC JOCKEY
SILVER SKATES
TIMES SQUARE

and many more late and early games... all makes and models.

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Rittenhouse 6-7712

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WHAT ARE THEY GETTING FOR USED EQUIPMENT!
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The Billboard

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Name
Address
City Zone State.....
Occupation

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BEACH CLUB ... \$525.00
BEAUTY 425.00
CABANA 495.00
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SPOTLITES 179.50
LONG BEACH ... 325.00
FROLICS 325.00
PALM BEACH ... 325.00
BRITE LITES ... 139.50
ABC 149.50
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NEW UNITED
6 Player Shuffles
OLYMPIC CLASSIC
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10 National Electric Cigarette Machines, \$99.50 Ea.

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525 S. High St. Columbus 15, Ohio Phone: ADams 7254

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Gott. 4 Horsemen 129.50
Gott. Quartette . 184.50
Williams Nifty .. 89.50
Many Others.

CHICAGO COIN'S

New! **HI-SPEED**
Crown Bowler



**FOR BUSY LOCATIONS
REQUIRING FAST PLAY**

ADJUST
TO

5 FRAMES

PER GAME

*That's
Right!*

**NOW for the FIRST TIME, at Operator's
Option, Hi-Speed Bowler is easily adjust-
able to Play 5 or 10 Frames!**

It's A Natural!

Hi-Speed Bowler is the operator's dream to use
in Busy Locations Where Real Fast Turnover is
wanted . . . and necessary!

*Think
of It!*

5 Frames Plays in only 30 Seconds!

10 Frames in 60 seconds!

You Speed up Play—Speed Up Profit!

*Features
Galore!*

★ 5 Frame Play—
3rd and 5th Frames Triple!

★ 10th Frame Play—
5th and 10th Frames Triple!

(also adjustable for 3rd and 7th frames triple!)

★ Match a Number . . . Match a Number &
Star . . . Match a Number—Star & Crown!

★ Simple adjustment in cabinet converts
Hi-Speed to meet any location requirement!

★ NEW Hinged Pin
Compartment . . .
Easy servicing!
Easy cleaning!

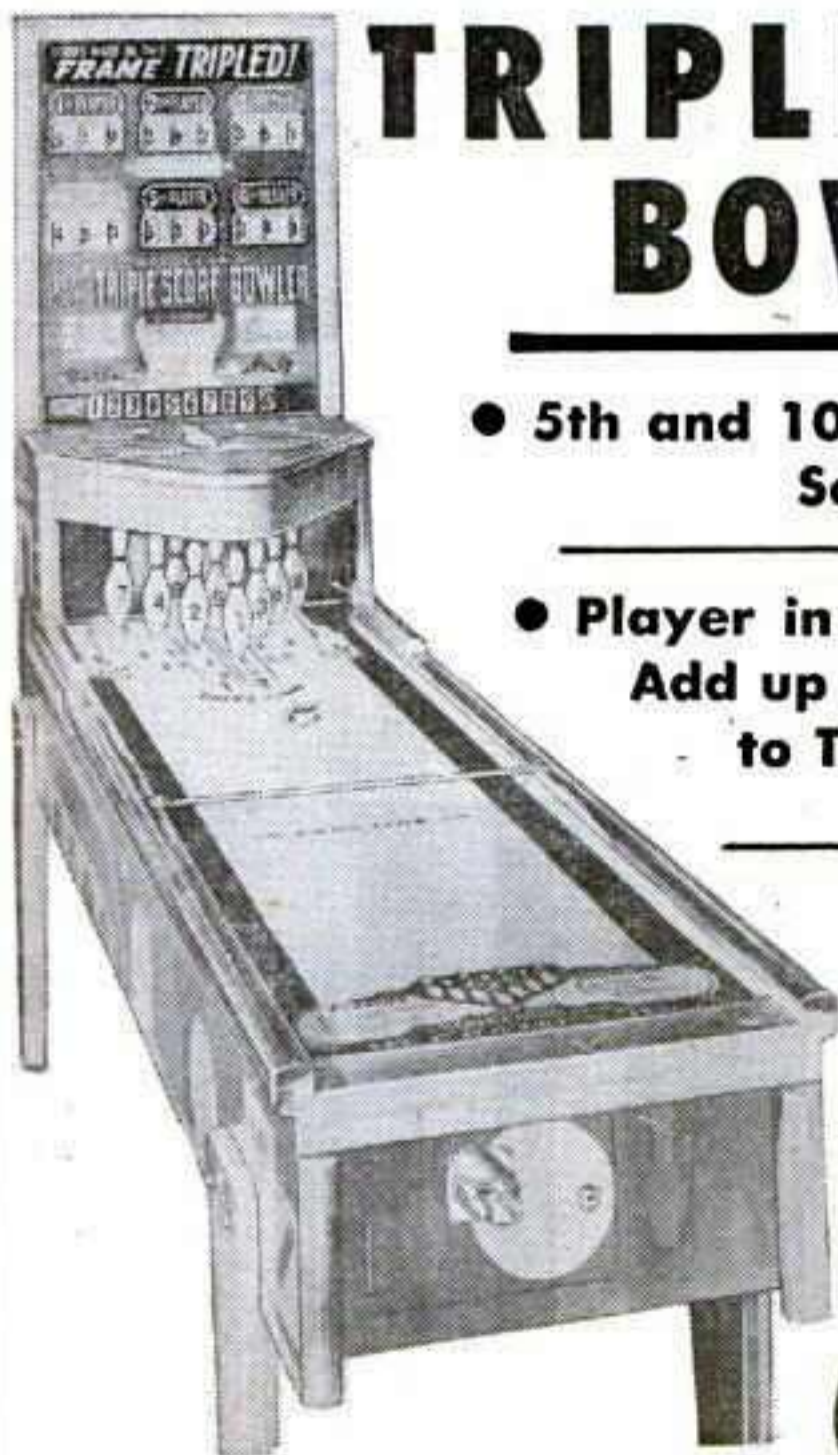
★ NEW Hinged front
door with pro-
tected cash box!

★ NEW Lited Cash Box Compart-
ment for Easy Meter Reading!

**TRIPLE SCORE
BOWLER**

● 5th and 10th Frame
Score TRIPLE Feature!

● Player in 10th Frame Can
Add up to 270 Points
to Total Score!



**GOLD CUP
BOWLER**

with REPLAY feature

1 Match A Number!

2 Match A Number
and Star!

3 Match A Number—
Star and Gold Cup!

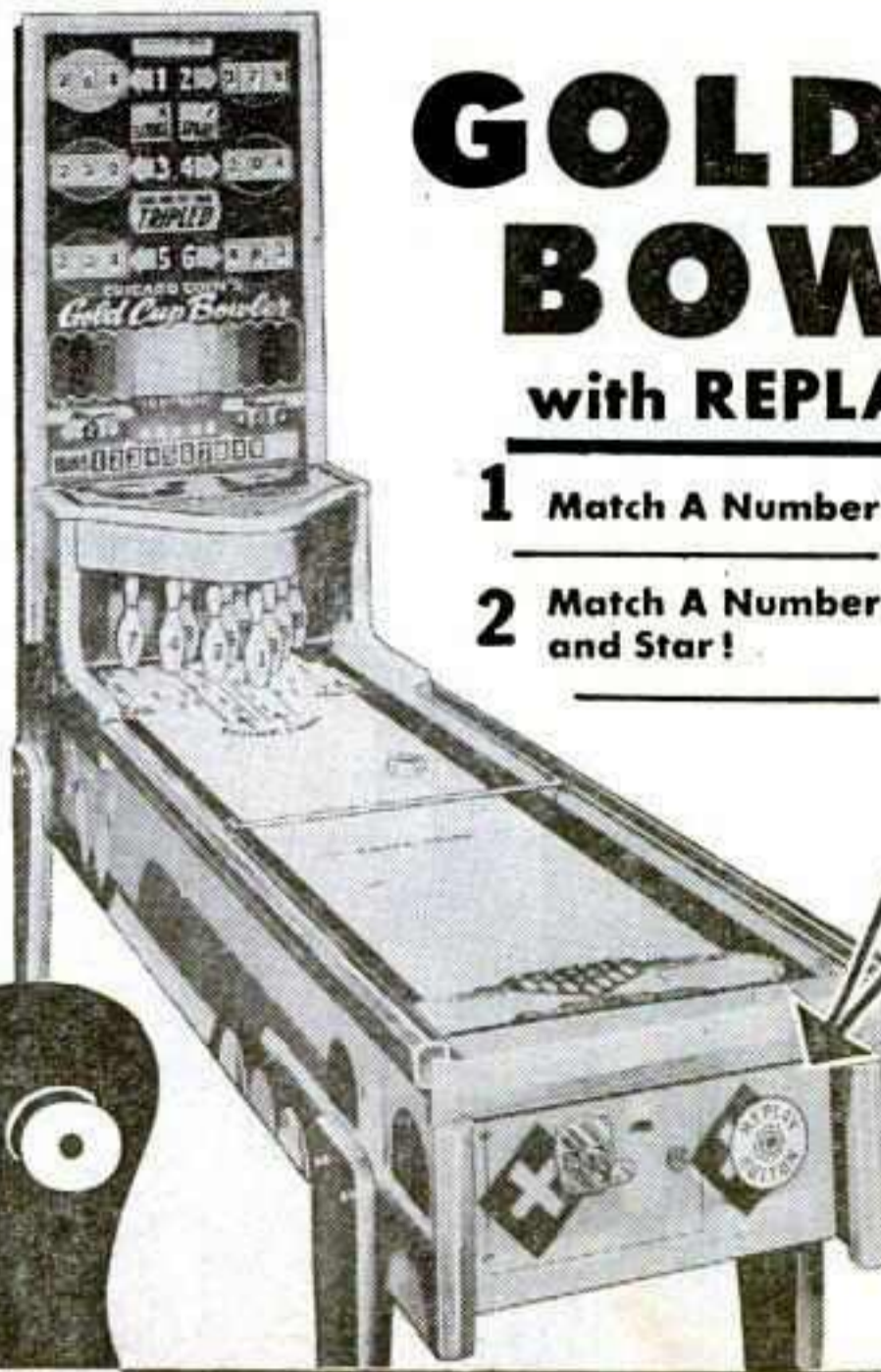
4 Replay Given
Player Matching
A Number!

5 Any One or Six
Players can get
Replays!

6 Gold Cup Bowler
can also be oper-
ated as Straight
Match Bowler!

5th and 10th Frame
TRIPLE Score Feature . . .

Player in 10th Frame
can Add up to 270
Points to Total Score!

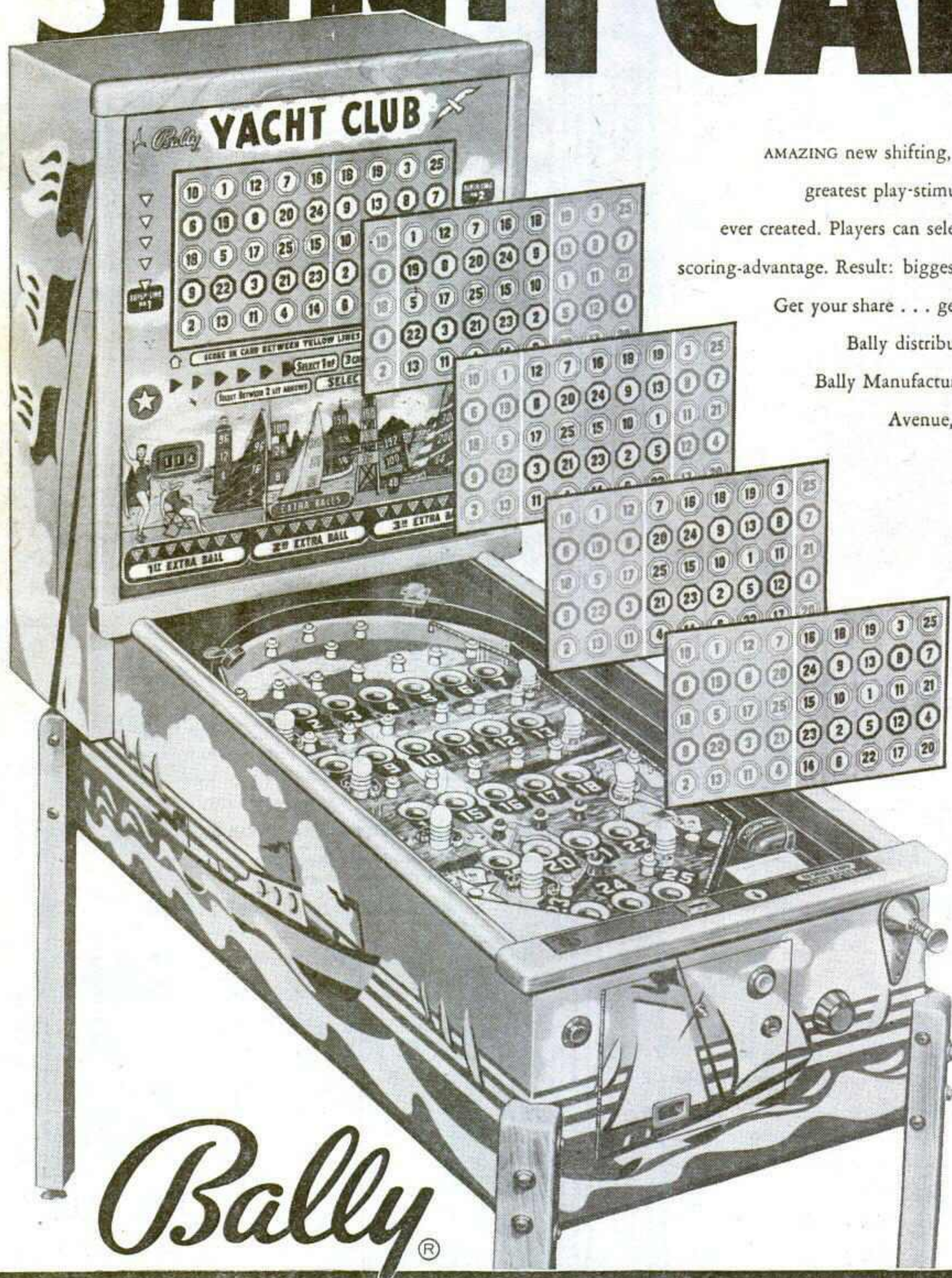


**chicago
coin**

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1725 West Diversey Blvd.,
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Earn Bigger Profits than ever with the game with amazing new 5-IN-1 CARD



AMAZING new shifting, overlapping 5 cards in 1 is greatest play-stimulating selection-feature ever created. Players can select and re-select for maximum scoring-advantage. Result: biggest in-line earnings in history.

Get your share . . . get YACHT CLUB. See your

Bally distributor . . . or write

Bally Manufacturing Company, 2640 Belmont
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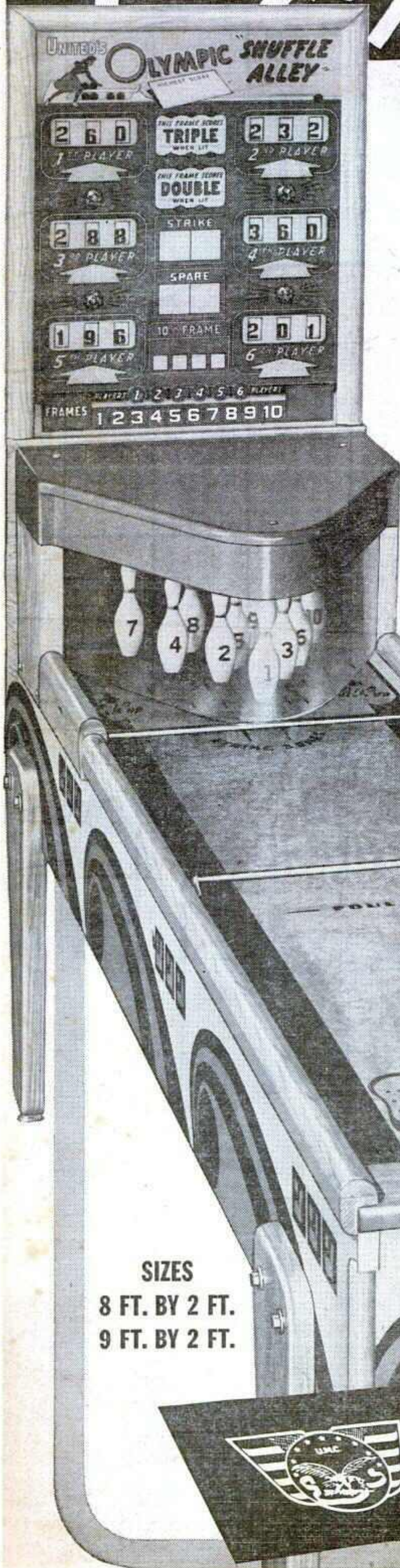
- In-Line Scores
- Super-Line Scores
- 2-In-Line Scores
- Advancing Scores
- Guaranteed Scores
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- Extra-Balls
- Gorgeous Glass
- Brilliant Playfield
- Colorful Cabinet
- Perfect Mechanism

Bally®

YACHT CLUB

UNITED'S

Olympic SHUFFLE ALLEY



THIS FRAME SCORES
TRIPLE
WHEN LIT

FRAMES 1 2 3 4 5 6 7 8 9 10

THIS FRAME SCORES
DOUBLE
WHEN LIT

FRAMES 1 2 3 4 5 6 7 8 9 10

10th Frame Feature

ALSO SCORES DOUBLE WHEN LIT • CAN SCORE 180 POINTS

Highest Score Feature

PLAYER WRITES NAME ON BACK GLASS

Strike or Spare
Flasher Lights

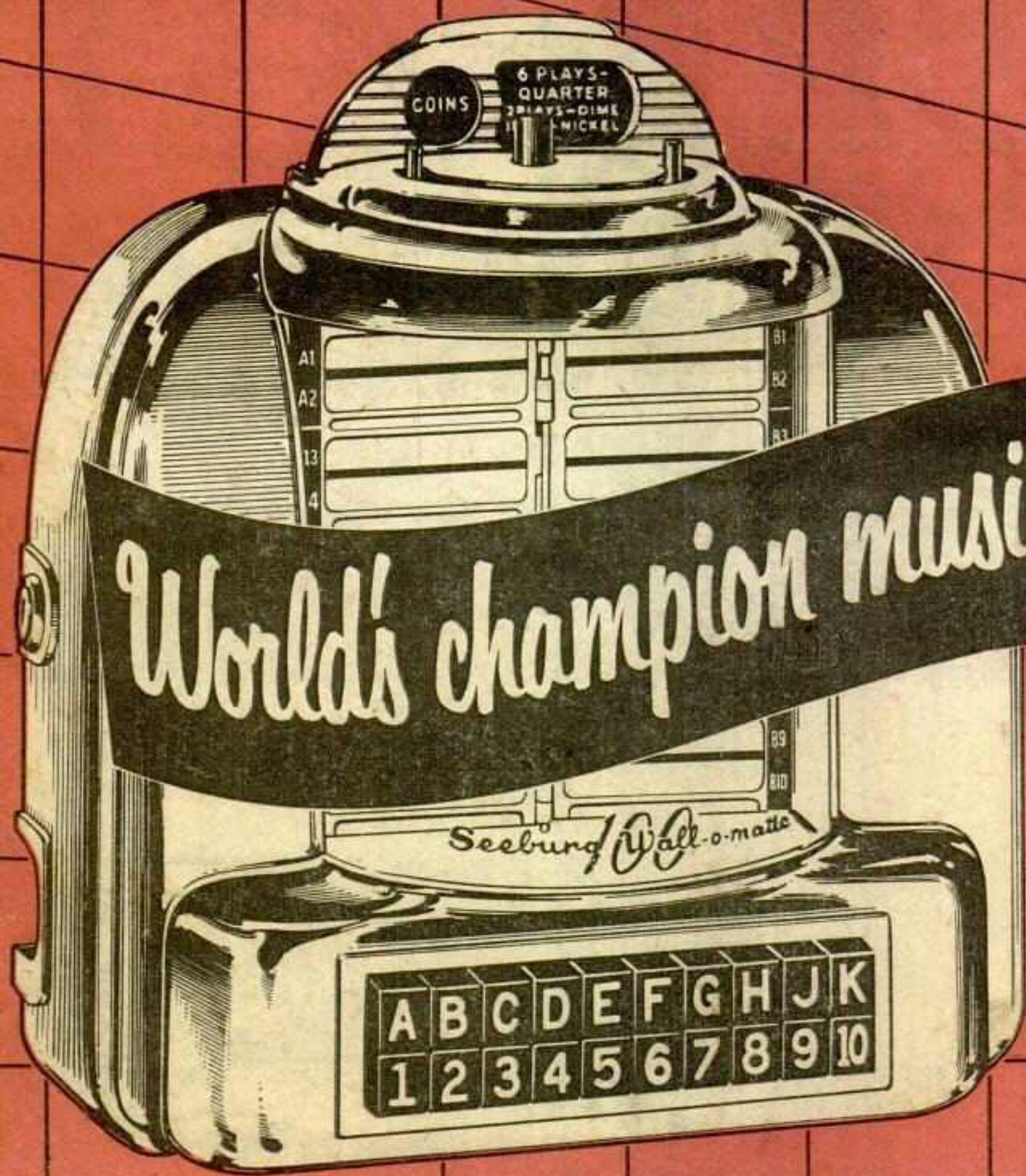
Can Pick Up
7-10 Split

Formica Playboard

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SIZES
8 FT. BY 2 FT.
9 FT. BY 2 FT.

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