



# The Billboard

SEPTEMBER 12, 1953  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE 25 CENTS

## Sponsors' Hunt for Best Buy May Give TV Film Big Boost

### IT TAKES BRAINS FOR EVERYTHING

NEW YORK, Sept. 5.—You won't find this in the billing, but the Palace just played for the fourth time the only Phi Beta Kappa honor holder in its history.

The act is Joan Brandon, hypnotist, who does a single. But the shy lad who comes out to hand her the props is her brother Don. Don made Phi Beta Kappa, the highest collegiate honor society in country, while a student at the University of Colorado. He helps his sister during the summer. In the fall and winter months he's a medical student in Dallas.

### Taped Radio Cues Banned

HOLLYWOOD, Sept. 5.—Following the lead of its New York counterpart, Local 47, American Federation of Musicians, this week banned the recording of all musical bridges and cues for use on radio.

The no-recording order went into effect Monday (26), according to Ward Archer, the local union's radio-TV rep. All radio stations and networks here have been notified of the order which, Archer said, is intended to encourage the use of musicians on radio broadcasts.

Archer added that AFM musicians have long not been permitted to make transcriptions for TV use.

### Move Would Widen Arts Commission

WASHINGTON, Sept. 5.—Steam is gathering behind a move to overhaul the Federal Fine Arts Commission and widen its representation for the first time in its history to music, drama, ballet, film, opera, TV and radio. Spearheaded by Rep. Charles R. Howell (D., N. J.), the drive has already pitched the present seven-member Fine Arts Commission into the center of a controversy which will be echoing from Capitol Hill to the White House for months to come.

### Petrillo, Board To Study Plans For Pact Talks

Negotiations Come Due for Records, Radio and Television

NEW YORK, Sept. 5.—James C. Petrillo, chief of the American Federation of Musicians, meets with his executive board Tuesday (8) in the first of a scheduled series of meetings during which discussions will center around the upcoming contracts to be negotiated with the disk, television and radio industries.

The disk pact, a five-year paper, runs out on December 31. The AFM contracts with the networks, covering TV and radio, expire one month later, January 31.

First on the AFM's agenda is the disk pact, involving the trust agreement and the maintenance of the Music Performance Trust Fund. The principle of the trust fund, providing for contributions going into a general fund to create work for musicians across the country, is perhaps the chief keystone of Petrillo's thinking with regard to mechanical music, and it is clear, of course, that in the negotiations he will strive for the maintenance of the MPTF principle. The philosophy underlying this extends not only to

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### ANNOUNCER & COACH IN ONE

CHICAGO, Sept. 5.—The rise of interest in Little League and American Legion baseball has its perils.

WEAW, Evanston, Ill., FM station, picked up the national championship game from Miami, involving the Winnetka, Ill., Legion team this week and asked Freddie Lindstrom, former New York Giant star, to announce the game.

Lindstrom's son, Chuck, is the pitcher for Winnetka. Lindstrom Sr. managed to keep fairly objective until the opposition got a runner on second. There was a silence, then a speaker-shaking scream from Lindstrom: "God almighty, he's going down, Chuckie!"

Lindstrom Jr. heard his father. He turned and threw out the base stealer.

### Decca Records Merman-Martin

NEW YORK, Sept. 5.—After a complex series of negotiations, Decca Records has secured the album rights to the Ethel Merman-Mary Martin duet featured on the Ford 50th Anniversary telecast last June. The set, to be backed by one of the most lavish wax promotions in recent years, is being rushed thru the production process for a release-date goal of late September.

In the 12-minute telecast excerpt Merman and Martin are heard in short takes from 29 different tunes, among them some of Tin Pan Alley's most glamorous copyrights. The bit was one of the outstanding features of the two-hour TV show, which reached an estimated 60,000,000 viewers across the country.

There are several unique aspects to the enterprise. It is probably the first time that a record company and a major automobile manufacturer will combine forces in promoting a record package. To keep the royalty nut within economic bounds, a special formula had to be worked out and agreed to by the 11 publishers whose tunes are used. And to

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### Clients Plan Basing Sales in Key Cities

BB Survey Shows Rise in Ad Campaigns Centered on 5-15 Outlets for Top Return

By SAM CHASE

NEW YORK, Sept. 5.—Use of TV film series on a national spot basis may take a dramatic rise next year, as increased video costs and the search for more efficient use of the advertising dollar drive media men to a closer look into the television situation. A survey by The Billboard shows that a growing number of agencies and clients believe they can get the greatest return for their ad expenditures by utilizing spot-booked film in from five to 15 markets, along with additional areas according to specific marketing requirements.

More and more TV sponsors, it was noted, are turning to basic market analyses in plotting their ad campaigns, as increased video circulation forces up TV rates, and as new stations add to the cost of blanketing all video areas. The result is that a number of medium-sized national firms are looking more favorably upon using film on a spot-booked basis, rather than getting the wider but more expensive coverage of network television.

A study of market analyses from figures compiled by the U. S. Bureau of Internal Revenue and various other sources of similar reliability indicates why many agencies and advertisers

are taking the viewpoint mentioned. The key fact is that in 1952, the top 15 markets accounted for over 35 per cent of all retail sales in the country, while in the top five markets alone (New York, Chicago, Los Angeles, Philadelphia, Detroit) close to 25 per cent of all retail goods were sold.

Can Hit Cream

Thus, advertisers are noting that by spot-booking their film

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### Ferrer Opens Music Firm

NEW YORK, Sept. 5.—Jose Ferrer has formed Jose Ferrer Music, Inc., affiliated with Broadcast Music, Inc. The firm will publish the actor-producer's own songs as well as engaging in general publishing activity. Ferrer formed the firm in association with Larry Taylor, who will be general professional manager, with offices in the RKO Building.

The firm's first tune is "Love Is a Beautiful Stranger," written by Ferrer and Ketti Frings. The tune is in Ferrer's forthcoming Broadway show, "The Dazzling Hour."

### POP RIVALRY STIFFENS

### Disk Firms' Best-Seller Tilt Grows

By JOE MARTIN  
NEW YORK, Sept. 5.—The RCA Victor still has six of the 20 best-selling disks listed in this issue of The Billboard, a study of the Best Selling Pop Singles chart points up the increasing competition among the major and independent firms. Capitol Records, for example, now has three

of the top five disks, while Victor holds the other two slots. In addition, there are 11 different labels represented in the top 20 sides.

A breakdown of the labels on the current best-selling list and the number of sides for each label shows Victor, six; Capitol, two; Columbia, two, and one each for Cadence, Decca, Dot, Jubilee,

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### TV Film Section Begins on Page 7

THIS WEEK'S SPOTLIGHT FEATURE:

Advertiser & Agency Film Buying

PLUS

The TV Film Industry's Most Complete News Coverage of People, Products & Services.

### Mail Order Disk Firms Line Up Radio, Video Time Buys

NEW YORK, Sept. 5.—At least a half dozen mail order firms are currently finalizing their radio and television time-buying plans in preparation for another season of selling packages of records via radio and TV pitchmen. And the opinions vary greatly on the amount of mail order disk business which will be done this coming fall and winter season; two of the largest firms in the field will expand their time buying.

Just how much business these firms do is difficult to ascertain. It is known, however, that publishers last year picked up over \$35,000 in disk royalties collected thru the Harry Fox office. One of the larger mail order disk firms, now called Song Trade Hits Company, reports that it will buy time on over 300 stations and space in every television program guide magazine. Another firm, White House Company, which operates

thru the Mail Order Network, will start its mail order pitches on radio very shortly and expects business to be as good as it has been in the past two years.

Other firms, Tops, John Andre and Marfree, are not so sure that the business will be good. Marfree reports that it may not be on the air this year. Andre thinks that business will be slow because of a paucity of hits but will try

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# Billboard Backstage

By BOB FRANCIS

Some evenings ago a few of us were cutting up touches over a late porridge in Gus and Andy's bistro on 47th Street. G.&A. conversations inevitably relate to show business in one form or another, and somehow this debate got 'round to war songs. "Why," someone wanted to know, "did not World War II and our recently truced police action produce any comparable martial tunes and words to those which captured the country's imagination back in 1917 and 1918? Finally it was agreed that old-fashioned war ballads and marching songs went out with the Harding administration, and that it is a pity.

On the face of it, the above seems true enough. Why it should be is something for a real expert on popular song writing to answer. Maybe, back in the 'Teens, people weren't so cynical and demanded less. There was someone to play a piano in nearly every parlor, with a home-grown quartet to give off vocally, and the word "corn" hadn't been coined. Maybe the new generation would vomit delicately at such items as "Keep the Home Fires Burning" and "Rose of No Man's Land." But there was a time when a good vaude soprano could sound them off and leave no dry eye in the house.

Anyway, the matter recalled one of my most vivid recollections in a theater. It was early May, 1917. I'd come down from

school with the notion of offering my inferior services to Uncle Sam. "Get Rich Quick Wallingford" was playing at the Cohan Theater, and naturally that was for me. When the house lights came on at the end of the first act, out bounced a slight, young-old man, with a drooping left eyelid and a quizzical grin. If he'd had a hat on, you knew it would be tilted over his left ear. Hands jammed in coat pockets and one shoulder hunched in the familiar pose, George Michael Cohan began to sell Liberty Bonds. And how he sold 'em! He danced. He sang. He sang again. The ushers were run ragged carrying cash and pledges up to the stage. The gallery was shouting for "Yankee Doodle Dandy," the orchestra was screaming for "A Grand Old Flag." George Michael waited them out, held up his hand and pulled a scrap of paper from his pocket.

"If you can take it," he shouted, "I'll sing you a piece I made up this morning. That is, if the boys in the pit can make sense out of this lead sheet."

The piano player smoothed out the crumpled sheet, hit a chord, and George Cohan started to sing. It was a simple melody, based on three bugle notes. Trumpet and trombone leaned forward in their chairs and softly picked up the cadence. The strings gradually swelled to its rhythm, and the drums caught the tramping swing of marching feet. Before the first chorus was half-way thru, the

whole house was rocking to it. By the second, it was on its feet joining in to sing its heart out: "And we won't come back, 'til it's over . . . over there!" Hats and programs were flying in the air. A new American war song was born. Silly as it may sound today, I think that all of us in that theater felt we had seen and heard a bit of American history made.

I don't know that Cohan wrote that song on that particular day. It has been recorded that he got the idea for "Over There" while riding to New York from his home in Great Neck, N. Y., and finished a verse and chorus before his train hit Penn Station. It really doesn't matter. He was a magnificent showman and instinctively chose just the right moment for doing or saying anything. Anyway, it was a splendid preview to an official introduction, announced in The Billboard on May 26, 1917, as: "The war song all Tin Pan Alley has been vainly trying to write."

In 1936, when Congress belatedly awarded him a medal for "Over There," he was asked the name of the next war song he would write.

"I hope we'll never have to write another one," he replied, "but if we do, I'll have to turn the job over to some younger man."

The Final Curtain rang down for George Michael almost 11 years ago. It seems as tho there has been need, but no one has been able to write another "Over There."

# Picture Business

By LEE ZHITO

HOLLYWOOD, Sept. 5.—It takes courage and foresight to be a leader. Herb Yates has a healthy share of both, and he proved it again this week. Republic Pictures' chief is one man who doesn't believe in pussyfooting. At a time when other studios turn a blind eye to the very presence of television, Yates called on the movie industry to wake up. He voiced what others are afraid to admit.

No studio, he said, can exist profitably in the face of the domestic and foreign conditions facing the industry. Thousands of theaters have folded in this country. Foreign governments have invoked stiff quotas blocking out Hollywood's product while they are subsidizing their own film industries. With the flow of revenue from domestic and foreign sources down to a trickle, Yates called on the American motion picture industry to be realistic.

The only road to survival for the American moviemakers is television, and that's the one Republic is going to follow. As reported elsewhere in this issue, Republic will become the first studio to start producing entertainment films for television. The Yates declaration of independence will surely stir a storm of protest that will reverberate thruout the nation's remaining theater chains. Exhibitor groups will hold special meetings and unanimously vote strong and angry statements. They will repeat all the old accusations.

They will tell Yates that he is biting the hand that for so many years has fed him and his company so well.

Wires and letters will hit his desk in a blizzard of bitterness threatening boycott of Republic product and to bring all other means of pressure to bear on the studio in the vain effort to deter Yates from his course. Yates has undoubtedly steered himself for the onslaught. He has weathered many a storm in his more than 40 years in the motion picture industry and showbiz in general.

Seasoned old warrior that he is, Yates has planned his course well. His was the first major studio to sell its old features to television. That too stirred violent storms among the ranks of the exhibitors. But that move yielded substantial profits for the studio. The features were released to television at a time when the new medium desperately needed film fare. The pictures brought a good price. Yates then realized that the market was ripe, and rather than wait until it was glutted with product from other sources, Republic was first to take the jump.

The trailblazer gets slugged the hardest, but Yates proved then as now that he could see beyond tomorrow and had the guts to act accordingly. Today, Yates firmly believes that all the other studios will have to follow in his footsteps toward a share in TV's profits, but rather than wait until others have lopped off

the cream, he's determined to stand the head battering but emerge with the prize well in hand.

The move to TV has been gradual. First, Republic's film lab (i.e. Consolidated) became the first major studio's processing plant to accept TV film footage. Thru a specially created subsidiary firm, Hollywood Television Service, Republic became the first major studio to sell its old features to TV. Rather than permit its soundstages go unused, Republic became the first to go into the TV film rental business, and thereby was able to carry its great studio overhead costs. Republic also became the first to start producing commercials for TV. With virtually every facet of the TV film field well in hand, Yates now makes the final step, production of TV entertainment film.

Wise in the ways of exhibitor relations, Yates diplomatically sugarcoated the latest bitter pill. He pledged Republic's full resource toward the complete elimination of the 20 per cent admission tax. Proposed tax reduction to 10 per cent, Yates said, isn't enough.

The sweetest touch of all in Yates' declaration is found in his candid reminder to exhibitors:

"Whereas theater men had to go into the confectionery business to augment their revenue, the producers are going to have to go into television to supplant reduced incomes."

# Legit Line-Up

By BOB FRANCIS

It's possible that an Actors' Equity ruling that 60 per cent of the actors in a Broadway production may keep T. S. Eliot's new London hit, "The Confidential Clerk," at home this year. Producer Henry Sherek skeds to come over in November to appeal for special permission. Sherek is reported set against trying to do "Clerk" with an American cast. But until the American and British unions agree, it seems highly unlikely that there will be any get-together, unless some special cause can be invoked. Only the Stratford-On-Avon Company, the Old Vic group and the Sadler's Wells Ballet—all approved prior to the ruling—will be admitted here as 100 per cent British companies. . . . Jean Arthur this week admitted that she has in mind the portrayal of Shaw's "Saint Joan."

Robert Whitehead and Roger Stevens will be the sponsors, and an extended road tour is planned for the fall. The Theater Guild production, "Joan's" last revival in 1951 with Uta Hagen in the title role, was to have been continued road-wise with Jennifer Jones in the starring slot, but apparently Miss Jones has said different.

"PORGY & BESS" QUILTS OCT. 10 . . .

"Porgy and Bess" will close October 10 at the Ziegfeld Theater after a run of 247 performances. Producers Blevins Davis and Robert Breen thereafter will take it on a national tour. The revival will continue to feature Cab Calloway, LeVern Hutcherson, Leslie Scott, Leontyne Price, Urylee Leonardos and Helen Dowdy.

As usual at this time of year, legit is having its customary

booking trouble. Producer Elaine Perry of the "Paradise Question" has announced her play for the Henry Miller Theater for October 8. However, owner-operator Gilbert Miller, with commitments of his own, has allotted "Question" a limited occupation. "Gently Does It," London mystery thriller by Janet Green, is set for a play-house bow-in November 2. But it should be noted that "A Pin to See the Peep Show," still another chiller of London origin by E. M. Harwood and Tennyson Jesse, is set for an unveiling at the same house on September 17. If "Pin" turns out to be sharp, somebody will have to move over. . . . Victor Francen got into town this week to start rehearsals with Margaret Webster in "The Strong Are Lonely," which Walter Chrysler brings into the Broadhurst Theater September 29. . . .

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Sept. 5.—Don't look now, but something like the Washington Monument is about to descend on the Federal Communications Commission. With industry legalists and engineers holding off until Tuesday's (8) deadline to file comments on color TV, the commission expects tons to be dropped on the agency, especially since the commission insists on having 14 copies of every document. Any doubt about the staggering dimensions of the approaching load has been removed by Dr. W. R. G. Baker, chairman of the National Television System Committee, who'll need a crew of helpers when he makes a formal presentation of all NTSC's technical data on color TV to FCC Chairman Rosel Hyde on the deadline day. The NTSC data will consist of a truckload.

## YOU'RE DOING GREAT, MR. CONGRESSMAN . . .

One of the nicest letters ever received by Washington O-O came this week from Rep. Charles R. Howell (D., N. J.), sponsor of a bill to democratize the Federal Fine Arts Commission. In his letter, the congressman voiced huzzas for what we said last week about the present Fine Arts Commission. As we mentioned here last week, the seven-man commission has shown a startling

tone-deafness to music, drama, ballet, TV and radio. Appointed by the President of the United States to represent all the arts, the commissioners have confined their interest to architecture, painting and sculpture, which happen to be the fields in which they gain their livelihood.

Howell's bill which aims to encourage grass-roots development of all the arts, will get a hearing before the House Education and Labor Committee soon after Congress convenes in January, the congressman tells us. "It is my hope," writes Howell, "that many leaders in the fine arts fields and representatives of the great organizations in those fields will come to Washington at that time to advise the Congress on the steps it should take to encourage and assist the further growth of the arts in our country."

The congressman goes on to deplore the present commission's "obvious bias" as demonstrated in its recent survey of federal art activities. The commission, in developing that survey, drew advice exclusively from representatives of numerous sculpture, painting and architectural organizations. "Considering the extent of American activities in the fields of music, drama and the dance," says Howell, "it would seem that the commission, in all fairness, would have wanted to balance the hundreds of organizations it consulted and would have sought advice also from an equal number in each of the fine arts fields of music, drama, opera, ballet, theater, motion pictures, radio and television."

"I hope the editors of Billboard magazine and its thousands of readers will study my fine arts bill as well as the (recent) report of the commission of fine arts. . . . It is my belief that Congress has done little in developing a national policy on fine arts in our country, mainly because the leaders in the cultural fields have themselves made little or no effort to formulate sound and constructive proposals at the national level for consideration by Congress.

"The country's cultural leaders must prepare themselves to advise the Congress on the steps it should take in advancing the arts in our country when hearings are held on my bill and other related bills early next year. Billboard magazine can greatly assist in this because of its intimate knowledge of the field and its wide contacts with those who work in the arts in this country."

Thanks, congressman, we'll do our best.

# US Lifts City's Dance Taxes

HOLLYWOOD, Sept. 5.—Uncle Sam gifted the City of Pasadena with a check for \$10,679 this week, thereby upholding City Attorney Frank L. Kostlan's declaration that the city-sponsored dances were just a form of "exercise."

Kostlan discovered that Uncle Sam considers dancing, when sponsored by a community government, as a form of recreation such as municipal swimming pools and, therefore, not subject to the federal amusement tax.

The tax will no longer be levied on the dances held in Pasadena's Civic Auditorium, and the city fathers, \$10,000 dollars richer, say a cut in the 75-cent admission fee will be made.

# Showbiz Construction Hits \$99,000,000

WASHINGTON, Sept. 5.—Spending for amusement building construction in the first eight months of this year was nearly 27 per cent higher than in the first eight months of 1952, Labor Department reported this week. Spending thru August of this year totaled \$99,000,000. A reported \$15,000,000 was spent on amusement building in August, an increase of 25 per cent over the same month last year.

Estimated value of amusement building authorized in June totaled \$8,226,000, an increase of more than 155 per cent over the same month in 1952.

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# BROADWAY SHOWLOG

Performances Thru September 5, 1953

**DRAMAS**

Dial "M" for Murder . . . . .	10-29, '52	420
My Three Angels . . . . .	3-11, '53	216
Picnic . . . . .	2-19, '53	228
The Fifth Season . . . . .	1-23, '53	269
The Seven-Year Itch . . . . .	11-30, '52	332

**MUSICALS**

Can-Can . . . . .	5-7, '53	140
Hazel Flagg . . . . .	2-11, '53	237
Gus and Dolls . . . . .	12-15, '50	1,137
Me and Juliet . . . . .	5-25, '53	116
Porgy and Bess . . . . .	3-10, '53	210
South Pacific . . . . .	4-16, '49	1,789
The King and I . . . . .	3-19, '52	1,020
Wish You Were Here . . . . .	8-25, '52	501
Wonderful Town . . . . .	2-25, '53	220

**COMING UP**  
Anna Russell's Little Show . . . 9-7, '53

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

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William D. Littleford

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Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address should give old as well as new address. Published weekly, Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 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.

Vol. 65 No. 37



## Bergen to Be Moved From Sun CBS Slot

NEW YORK, Sept. 5.—After 15 years in the same time period on radio, Edgar Bergen will be moved. Bing Crosby gets the 8-8:30 p.m., Sunday, time slot on CBS Radio next season, replacing Bergen, who was cancelled by Hudnut at the end of last season. Crosby, of course, will be working for General Electric. In all probability Bergen will be moved to the middle of the week, probably Wednesdays, where Crosby was last season.

The CBS powerhouse Sunday night line-up now has Jack Benny at 7, "Amos 'n' Andy" at 7:30, and Crosby. Bergen's future at CBS depends on getting him a sponsor. Tho he is under a play-or-pay contract to the web, because of Bergen's potentialities in TV, CBS will try to keep him happy.

## Star Line-Up For Com. Hr. By NBC-TV

NEW YORK, Sept. 5.—Final star line-up for "The Colgate Comedy Hour" shows on NBC-TV this fall is as follows: Jimmy Durante will do eight shows; Eddie Cantor, six; Abbott and Costello, six; Martin and Lewis, five; and Donald O'Connor, four. Open dates likely will be filled by Betty Hutton, Fthel Merman, Sonja Henie, and possibly George Gobel, new comedian introduced on NBC-TV's "Saturday Night Revue" this summer.

Martin and Lewis kick off the series October 4; followed by Durante on October 11 with John Wayne as guest; and Eddie Cantor October 18 with Jack Benny as guest. Altho Wayne appeared on the Academy Award telecast last March, the Colgate show will mark his official TV debut.

## Sees Tint Booming Flock of Industries

WASHINGTON, Sept. 5.—The approach of commercial color TV in the nation touched off a series of developments this week, highlighted by an enthusiastic prediction from the Chamber of Commerce of U. S. that compatible color video will touch off a boom in myriad other industries. The week's major developments were as follows:

(1) The U. S. Chamber in its weekly publication, "Washington Report," hailed the approaching advent of compatible color as sure to open vast new opportunities in advertising, sales, dyemaking, packaging and industries right now not even remotely related to TV.

(2) The timetable for the Federal Communications Commission's likely go-ahead for compatible color standards continues to

## Skelton to Get 8:30, Tues., Slot

NEW YORK, Sept. 5.—CBS-TV this week took a calculated risk by deciding to program Red Skelton as a sustainer beginning Tuesday (22) in the 8:30-9 p.m. time period. Skelton will get into the fight for audiences against Milton Berle early, before the latter gets a chance to entrench himself.

The network is hopeful of getting a sponsor for Skelton, despite limited clearances and a \$36,535 weekly price tag for talent costs. Ben Brady will produce; Seymour Berns direct and Artie Stander will be head writer.

## STUDY COLOR TV MAKE-UP

NEW YORK, Sept. 5.—Max Factor's pancake geniuses from the West Coast and NBC's TV color experts are huddling here this week in an effort to work out a set of standards for TV color make-up—correct shades and textures of cosmetics, plus rules for the proper appliance of same. The color make-up chart is expected to be ready in about a month, at which time it will be made available by NBC and Factor for general color telecast use.

## CBS-TV Color Ups Shattuck

NEW YORK, Sept. 5.—James Shattuck this week was named color sales manager of CBS-TV. He was formerly in charge of the editing of commercial copy at the web.

Shattuck, at this stage of color development, will work closely with sponsors on the closed circuit telecasting of their products.

## ELIMINATE TALENT PROBLEM?

## Color Kinescopes May Squelch Argument of Live Versus Film

NEW YORK, Sept. 5.—The coming of color TV may do away with one of the industry's toughest talent problems—the live versus film argument—thru use of color kines shot well in advance of actual telecasting time. The advantages, of course, are obvious in that it will enable sponsors to keep costs at a live-show level, while performers will be able to juggle movie, nitery and stage dates with greater ease and also guard against laying irretrievable eggs on live TV.

This idyllic situation may come about for two reasons: (1) The quality of color kines are far superior to black and white kines,

according to NBC's color consultant, Richard Day, and (2) NBC is reportedly making progress in union negotiations for the right to pre-kine shows before they go on the air. It is understood that the National Association of Broadcast Engineers and Technicians and the American Federation of Television and Radio Artists are discussing permitting bankrollers to pre-record one stanza each quarter which could be used any time within a 13-week period. NBC's electronic "hot" kine process also has been a major factor in improvement of the technique.

### May Extend

If these arrangements prove satisfactory, it is conceivable that even longer periods of time may be permitted to lapse between shooting of kines and actual airing of same. However, the unions are firm in stating that a show can not be shot in takes, but must be kinescoped from start to finish as tho it were a live program. If the NBC deal jells, other networks will undoubtedly make similar arrangements.

The lifting of the ban on pre-airtime kines may not have too great an effect on black and white kines, in view of their somewhat inferior quality, but the improved color kines should change the picture considerably. (For information on the use of film in color TV see story elsewhere in this issue.)

### NBC Campaign

Meanwhile, NBC is going all out to acquaint sponsors and agencies with the advantages of its new color system, via its series of commercial clinics, whereby NBC's color staff collaborates with agency execs on the production of test color commercials for NBC's current crop of black and white sponsors. At the same time, NBC is going ahead with plans to telecast all of its sponsored shows in color sometime within the next 12 months, with NBC footing all the bills over the show's regular black and white costs. The clinics will service 66 agencies in all. J. Walter Thompson, and Batten, Barton, Durstine & Osborn agency execs have used the Center Theater to view color versions of commercials for their clients, piped in from NBC's color experimental production studios at the Colonial Theater here.

Richard Day, a six time Academy Award winner, emphasizes the fact that NBC is not trying to tell the agencies how to run their business. Instead, he notes, the web asks the agency art directors to make up their own story boards and color charts, and then, and only then, he and his staff step in and advise them on the technical matters involved in translating it into color TV. In many cases, said Day, a

NEW YORK, Sept. 5.—A series of bold and revolutionary developments were believed shaping up this week which will result in a re-alignment of NBC-TV's top command with a view to making color television the motive force in the network's future. A reshuffling of the upper echelon, from the network chief thru the top brass in the programming and sales departments, is seen in the cards, as NBC is getting ready to place its blue chips on multi-chrome telecasting.

Portent of things to come occurred on Friday (4), when John K. Herbert was elected a member of the NBC board of directors. The announcement of Herbert's election, made by Brig. Gen. David Sarnoff, board chairman of both NBC and the parent Radio Corporation of America, listed

Herbert's title as vice-president in charge of NBC Television Network Sales; his official title hitherto had been veepee in charge of the TV network. His election to the board places him there alongside Sylvester (Pat) Weaver, who is vice-chairman of the board, as a representative of the TV network; only NBC's radio web, of all operating divisions of the network, is not yet represented on the board.

The change in Herbert's title, simultaneous with his new post with the board, is deemed by traders to portend the reactivation of Weaver as key man to supervise the web's new philosophy on color program. General Sarnoff is now believed to feel he has solved such hitherto thorny problems as those of affiliate loyalty, revitalization of the radio

network, continuation of owned-and-operated successes, and a build-up of the new film division. What still remains is to chart the TV web's course in view of the onrush of activity in color TV and the potential of that medium to change the current balance of power among the webs, and Weaver is regarded as the logical choice to take charge.

### Prophetic Position

The General, of course, has taken a prophetic position on the coming significance of color. The moving of Weaver to the fore is deemed merely the initial maneuver of many in gearing the web in the direction of fulfilling that prophecy, with Herbert to concentrate his unquestioned sales ability on his forte. Weaver, who thus becomes the focal man in the video network for the coming period, has headed color development for NBC, and is regarded as a superb creative talent; his major functions, at least at the beginning, must therefore inevitably revolve heavily about tint programming.

This, in turn, may affect Charles C. (Bud) Barry, veepee in charge of TV programs. Barry is regarded as one of the web's most valuable pieces of manpower, and he has teamed up with Herbert in the past in racking up some of the network's most spectacular sales. It's considered highly likely, therefore, that when Weaver moves actively into programming, then Barry probably will be shifted into a sales post in which he would specialize in the sale of program properties, as distinguished from facilities, with the latter remaining under the purview of George Frey.

Meanwhile, there was no hint at this time as to who would ultimately become the actual operat-

## ARISE, SIR TINT-TV!

## NBC Color Conquers Via Kuklapolitans

By JUNE BUNDY

NEW YORK, Sept. 5.—The use of color as a device to heighten the entertainment values of a TV show—rather than subordinating a program's format to its color spectrum—was brilliantly demonstrated here Sunday (30), via the performance in color of "St. George and the Dragon" by the "Kukla, Fran and Ollie" opera troupe. It was an unqualified success for all concerned, with Ollie, glitteringly attired in a scaly hide of sapphire blue sequins, deservedly garnering the greatest ovation.

The over-all excellence of this experimental telecast in color indicates that, unlike early video and movies, color TV has completed its awkward age in private. As a result, the full-blown maturity of RCA's compatible color system has an almost magical audience impact in its state, as it were, of near-perfection at birth. The shrewd showmanship behind this move was also apparent in the selection of material, which carefully skirted the gulf between slapstick and stuffed-shirtism, via the skillful blending of artistry on three levels—the cultural (Arthur Fiedler conducting the summer NBC Symphony Orchestra), comedy (Kukla et al., of course) and a catalytic agent (Dave Garroway as narrator).

Perhaps the greatest evidence of the fine quality of color was the fact that at no point in the half hour did the softly muted rainbow hues upstage the performers. NBC put it to the full test, too, by allowing the studio audience to watch the show on two sets—one in color and one in black and white. The black and white images were, if anything, sharper and more clearly defined. At the same time, it was readily

apparent that color enhanced the entire production, giving it an extra dimensional quality in plus visual values.

The power of color as a creator of moods was effectively demonstrated in the opening scene when exciting red shadows behind the orchestra faded slowly to a deep hushed blue in full view of the camera.

## CBS-TV Woos Megger Sturges

NEW YORK, Sept. 5.—CBS-TV this week was negotiating for the services of the noted film director, Preston Sturges. Sturges would function in a creative capacity as a developer of program ideas and as their producer. He would be based in Hollywood.

Sturges' last assignment was to help doctor "Carnival in Flanders," which opens on Broadway shortly.

## CBS-TV Ties Up Harrison, Gould

NEW YORK, Sept. 5.—CBS-TV this week signed Paul Harrison and Bernie Gould to a one-year deal in which the network will share in any properties that the duo may create.

Harrison and Gould were producer-directors of "Stor the Music" and created "Follow the Leader" with Vera Vague, which had a showcasing this summer. They were represented in the deal by Charles Wick.



# NEWS CAPSULES—COAST TO COAST

## Settlement of WOR Strike Seen Nigh; P.M. Televiewing Stays Stable

NEW YORK, Sept. 5. — The technicians' strike against WOR-AM-TV went thru its 18th day, with rumors around the station to the effect that mediation meetings gave hope of imminent settlement. The stations were op-

erating at normal, after an outbreak of violence at the picket line last Sunday (30) caused announcers and musicians to stay out a day. A grand jury Thursday (3) returned information charging four members of the striking union, the International Brotherhood of Electrical Workers, Local 1212, with simple assault. Sustaining slight injuries were E. M. (Pete) Johnson, engineering veepee, and a traffic clerk. Attorneys for the station applied for a court order restraining IBEW from intimidating its employees. The hearing is set for Wednesday (9).

Du Mont this week withdrew its application for an injunction to stop members of IBEW from blocking telecasting of Brooklyn Dodger games by WABD. The application became academic, since WABD has been carrying the games without trouble since last Friday (28). Meanwhile, the IBEW strike against indie WEVD was settled Thursday (3), and the station came back on the air yesterday morning after a 19-day blackout. Under a new two-year contract, the nine striking technicians will get a \$10 a week increase.

### ANNUAL TEST REVEALS CONTINUED STABILITY ...

NEW YORK—The sixth annual Cunningham & Walsh Videotown study, reveals that afternoon and evening televiewing in the test town, New Brunswick, N. J., has remained stable since last year, while morning viewing has risen from 1 per cent to 8 per cent of all persons in TV homes.

On the other hand, radio listening in the morning again jumped considerably. On an average weekday morning, 42 per cent of the women in Videotown listen to the radio, an increase of 27 per cent over last year. Evening listening remains about the same, while afternoon listening shows a "very slight decline."

### GREAT WESTERN WEB FORMED ...

SALT LAKE CITY—Nine Far Western NBC Radio affiliates this week formed a Great Western Network. The stations joining the web are KXLF, Butte; KXLJ, Helena; KXLQ, Bozeman; KXLK, Great Falls and KXLI, Missoula, all in Montana; and KDYL, here. Holly Mayer, national spot sales manager for KDYL, becomes sales manager for the new network, and Alvin G. Pack, KYDL, program topper, takes over the same spot at the new web. Offices will be here.

### UHF GRANTEES SKED MEET ...

PHILADELPHIA — The four UHF grantees who recently petitioned the Federal Communications Commission to authorize use of UHF stations for subscription TV will hold a conference here on September 17. Between 30 and 40 broadcasters and station grantees are expected to attend. Representatives of the three subscription TV systems will give demonstrations. The meetings will be held at the studios of WIP, one of the four petitioners, who sent out the invitations.

### RAYBURN MOVES TO WNBT ...

NEW YORK — Gene Rayburn, early morning deejay on WNBC here, is checking out of that spot to move into WNBT. His contract (\$500,000 for five years) stipulated the station could use his services either on radio or TV.

WNBC is reportedly on the lookout for a spinner to take over Rayburn's a.m. job. Another top deejay spot is still open at WNEW, which still hasn't lined up a replacement for Martin Block.

### WQXR TO AIR 'SWITZERLAND' ...

NEW YORK — "Switzerland," a half-hour show about all "things Swiss," will be aired over WQXR here beginning September 16 under the sponsorship of Lanella, an imported wool-cotton fabric manufactured in the Alps. The weekly series marks the initial radio venture of Lanella.

### OTHER NEWS IN BRIEF ...

The Notre Dame-Oklahoma game on September 26 will kick off ABC Radio's "Football Game of the Week" series of 10 grid-fests. ... The Long Lines Department of American Telephone and Telegraph Company has applied for authority to install additional microwave transmitters on the Chicago-Milwaukee-Minneapolis radio relay system. ... There were 24,895,000 TV sets in the U. S. as of August 1, according to the latest estimate of NBC research. ... TobyJell, a new powdered jelly, is kicking off its ad campaign with over 100 commercials a month on WNBT and WCBS-TV, New York. ... The Co-Ordinating Council for Colored Performers has compiled a new list of talent available for radio-TV employment. ... WABF, New York, long-hair FM station, has postponed its return to the air from its summer hiatus. ... WIP, Philadelphia, will cover the City Council hearings on the Board of Revision of Taxes, beginning September 14. ... Gayla Peevey, 10-year-old singer on NBC-TV's "Saturday Night Revue," has signed to appear on Eddie Cantor's stint on "Colgate Comedy Hour" November 29. ... The 1,000,000th piece of special merchandising material for "Today" was issued by NBC-TV this week. ... KGW, Portland, Ore., was this week purchased from the Newhouse interests by a syndicate of Portland businessmen and owners of KING, Seattle. ... AT&T has completed network connection to three more TV stations: WNOK-TV, Columbia, S. C.; WMIN-TV, Minneapolis, and WTCN-TV, St. Paul. ... Derby Foods signed to sponsor "Sky King" on Mutual for the fourth successive year. ... "The Big Payoff" will originate from the new Dilido Hotel, Miami Beach, for two weeks about December 15.

WASHINGTON. — Rudolf C. Bretz, New York programming and production consultant to the TV broadcasting industry, will leave for Germany September 25 where he will advise the Northwest German Radio Network on television programming and production. State Department announced. Bretz has been awarded a grant for this purpose under the educational exchange program of

State Department. Bretz entered television in 1939 as a cameraman at CBS. Since 1948 he has been active as a television instructor, free-lance producer and director, and as a consultant on television production techniques.

### DC AM-TV PRICE WAR DRAWS NARDA EYE ...

WASHINGTON.—A truce in D. C.'s long-raging price discount war on TV and radio sets is the objective of a regional meeting set for September 15 of the National Appliance & Radio Dealers' Association. The price war, reflecting similar battles in numerous other cities, has several of the trade-folk disturbed, despite the fact that the number of TV-radio appliance dealers nationally has been sharply on the rise (The Billboard, September 5).

### SALT LAKE'S KSL-TV DOUBLING POWER ...

HOLLYWOOD.—The power of KSL-TV, Salt Lake City, will be doubled as the result of a new \$100,000 construction program under way. Station's signal will be increased to 30,000 watts from its present 18,000, according to Ivor Sharp, executive vice-president of the Radio Service Corporation of Utah.

### AM. TV EXPORTS HIT \$23 MIL IN JUNE

WASHINGTON. — U. S. exported TV and radio sets and equipment worth \$23,000,000 in June, more than twice the value of these items exported in the same month last year and well above the value of exports for average months in the past two years. Commerce Department reported this week. Value of sets and equipment exported in June of last year was reported at \$9,-

700,000. Value of these items exported in an average month last year was \$12,800,000 and \$9,600,000 in 1951. Value is based on selling cost at point of export, excluding transportation outside the United States.

### PRIVATE PRACTICE LURES FCC PERSONNEL ...

WASHINGTON. — A flow of legalists and engineers from the Federal Communications Commission into private practice here reached a new mark this week as Benito Gaguine quit as a hearing examiner. Gaguine is the third to resign as an FCC hearing examiner within the last year and half. Meanwhile more than a dozen other FCC-ers in legal and engineering work have left the agency to go into private practice here in pace with the growing rush for TV licenses.

### THE RESTLESS PEOPLE AND THE REVOLVING DOOR ...

Herman O. Arbeit, WNEW, New York, script editor, is appearing as Morris in the Green Room Studio production of "The Heiress." ... Jim Fritzell and Everett Greenbaum, writers of the "Mr. Peepers" show, have had their contracts renewed for the forthcoming season. ... Susan Oliver has joined the cast of NBC's "Three Steps to Heaven," a.m. soap, as the young sister, Susan. ... Mortimer Goldberg, CBS radio staff technician, was one of the top prize winners in the recent International Sound Recording Contest conducted by Audio Devices, Inc.

Nat (King) Cole begins a series of 13 consecutive appearances on "Your Show of Shows" September 14. (Continued on page 9)

Summer Favorites!



**TONY MARTIN**

TONY MARTIN TIME  
WNBC RADIO  
SUNDAY 8:00—8:30 pm\*



**MOLLY GOLDBERG**

THE GOLDBERGS  
WNBT CHANNEL 4  
FRIDAY 8:00—8:30 pm\*

\*Outside New York City—check your local paper for time and station.

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**TOUPEE? OR NOT TOUPEE:**  
*That Is the Question*

Does your favorite actor or screen star wear a toupee? If used to be easy to detect that tell-tale shadow band along the hairline. But Science moves apace, as Shakespeare neglected to remind us, and today, HOLLYWOOD PLASTIC has vanished this all-around-the-clock shadow.

**HOW?**  
Well, if you wear a toupee, and you believe that a plastic surface will pick up as much dust as a gum, then don't send us \$1 with your name and address for a 1/2 oz. bottle of HOLLYWOOD PLASTIC.

**EXPENSIVE?**  
Of course. But it isn't our fault that you want to look as well on the street as a movie star in a closeup. When the public catches on and begins to buy this product in volume, we will reduce the price and you won't have toupee as much when you reorder this little bottle that is mailed to you in a plain wrapper.

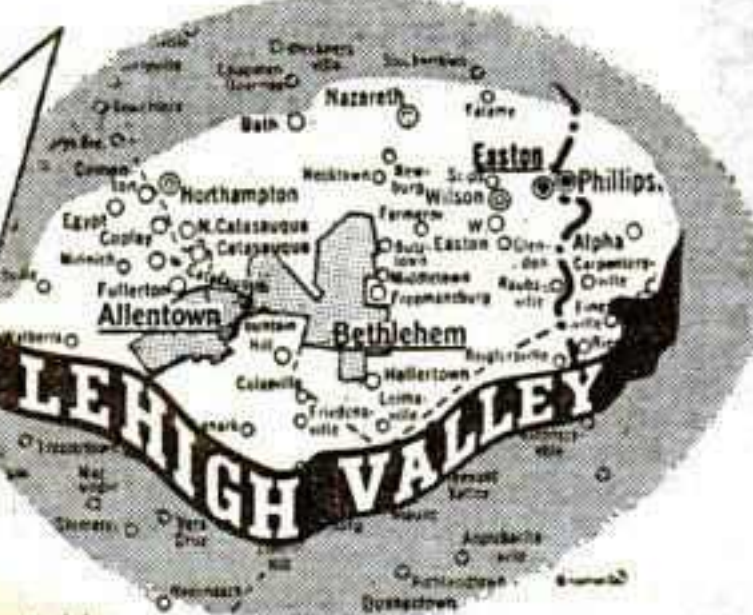
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## Luckies Buys Two NBC Strips for Five O&O Markets

NEW YORK, Sept. 5. — NBC spot sales this week sold two strip shows to Lucky Strike cigarettes. The programs, a five-minute news ainer and a 25-minute deejay show, will be aired together over NBC owned-and-operated stations.

The sale involves a heavy merchandising push for the cigarette firm, via a combined "Chained Lightning" campaign by all five o&os, marking the first time a national advertiser has participated in "Chained Lightning" on a co-ordinated five-market basis.

**viewers mean sales**

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

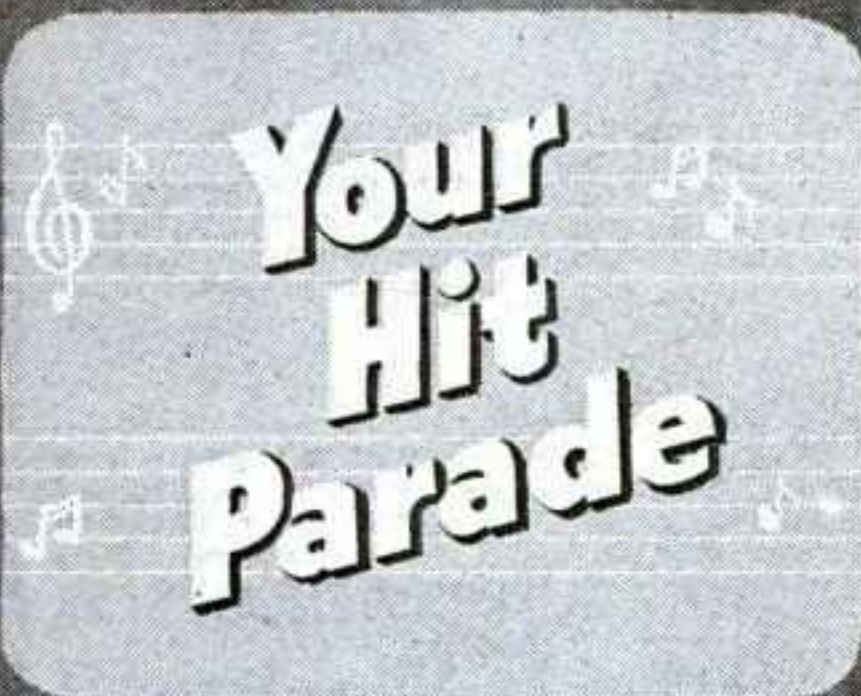
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# BACK SATURDAY NIGHT! SEPT. 12



VIDEO: OPEN ON TITLE  
AUDIO: (Voice over) Your Hit Parade ...

VIDEO: DISSOLVE TO A PACK OF LUCKY STRIKE  
AUDIO: Presented by Lucky Strike cigarettes ... and STARRING ...

VIDEO: CUT TO BULLSEYE, COLLINS RAISES IT  
AUDIO: ... Dorothy Collins ...



VIDEO: CLOSE-UP OF LANSON  
AUDIO: ... Snooky Lanson ...

VIDEO: CLOSE-UP OF MACKENZIE  
AUDIO: ... Gisele MacKenzie ...

VIDEO: CLOSE-UP OF ARMS  
AUDIO: ... Russell Arms ...



VIDEO: CLOSE-UP OF SCOTT  
AUDIO: ... Raymond Scott and the Lucky Strike Orchestra ...

VIDEO: CUT TO FIRST NUMBER OF SHOW  
AUDIO: ... plus the HIT PARADERS AND DANCERS ...

- Your Lucky 7 tunes that you would have heard last week 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. Vaya Con Dios
  2. No Other Love
  3. Song from Moulin Rouge
  4. You, You, You
  5. P. S. I Love You
  6. Oh
  7. I'm Walking Behind You

## YOUR LUCKY STRIKE HIT PARADE

On N.B.C. Television Saturday 10:30 P.M. (N.Y. time)

This one



3BPP-UBR-S8X1



## ABC 3-Wk. Billings May Top \$10 Mil

NEW YORK, Sept. 5. — ABC Radio racked up around \$10,000,000 in billings during the last three weeks. This figure may go even higher before the week is out, if negotiations go thru for Amana Refrigerators to sponsor "George Jessel Salutes" which tees off October 4.

Other ABC deals reportedly in the discussion stage this week include Packard Motors for a Saturday and Sunday news spot. Gulf Oil also was dickering a news strip, possibly with ABC news veepee John Daly as commentator.

### A HOT RACE

## ABC-TV Tries For Bingo on Kraft Hour

NEW YORK, Sept. 5.—ABC-TV stations relations department was rumored to be working at white heat this week to clear the 40 live stations reportedly ordered by Kraft for the new "Kraft TV Theater." The new Kraft show, which each week will present a play different from the Kraft series on NBC-TV Wednesday nights, kicks off on ABC-TV October 15, occupying the Thursday, 9:30-10:30 p.m. period.

In that slot, CBS-TV and NBC-TV have already tied up an estimated 75 live stations. Since, according to best estimates, there are little more than 40 interconnected stations remaining at this juncture, ABC-TV has been keeping the wires humming in an effort to make what amounts to a virtual clean sweep of the remaining stations.

The new "Kraft TV Theater" will be bucking "Ford Theater" and "Martin Kane" on NBC-TV, and "Big Town" and "Pentagon USA" on CBS-TV.

## ABC Drops Talks For KMPC Purchase

HOLLYWOOD, Aug. 5. — ABC and KMPC on Thursday (3) ended informal negotiations whereby the network hoped to purchase the independent 50,000-watt radio station. No further talks are contemplated, according to Robert O. Reynolds, KMPC vice-president and general manager, who said:

"KMPC has never actually been put on the market by the present owners, headed by Gene Autry as president, and it is not anticipated that they will do so. The station is not for sale and the informal discussions were held at the request of ABC officials."

Reynolds added that KMPC is doing the biggest business of station's history.

## READY AT DROP OF A SCRIPT

WASHINGTON, Sept. 5.—TV emcee Herb Shriner, used to being punctual on his "Two for the Money" quiz show, arrived a few minutes early at a WTOP luncheon in his honor before making a one-day stand at the Bureau of Printing and Engraving to spark a Defense Bond drive. Just as the guests were being seated, Herb's wrist alarm went off, sounding a loud buzz. "Right on time," said Herb, getting a laugh, "who's got the script?"

The most recent ABC radio sales were made to the Thomas Nelson Company (Revised Bible edition) for sponsorship of the Milton Cross show on Sundays, 5-5:30 p.m., and to Philco, which will spot a half-hour radio version of its "TV Playhouse" (NBC-TV) on ABC Wednesday at 9 p.m.

Other billings chalked up in the last three weeks include: Sterling Drug, "Mark Saber Detective," Wednesday, 9:30-10 p.m.; Burlington Mills (Cameo Stockings), Sammy Kaye, 8:15-8:30 p.m., Monday thru Friday; Belltone, Paul Harvey, Sunday, 6:15-6:30 p.m., and Ex-Lax, "Modern Romances," Monday, Wednesday and Friday, 11-11:15 a.m. Renewals included Gillette for Friday night prize fights; Electric Company, "Corliss Archer," and Listerine and Hotpoint as alternate week sponsors of "Ozzie and Harriet."

## Ed Buzzell to Direct Berle

NEW YORK, Sept. 5.—Veteran film comedy director Eddie Buzzell this week was hired to direct the "Milton Berle Show" on NBC-TV. Berle usually directs his own show, but the pressure of his work as a comedian will make directing impossible this season.

Buzzell, however, has been hired for only the first three shows. After they are done, he has an option to renew his contract with Berle if he wishes.

## WABC-TV to Sked Lester Daytime Strip

NEW YORK, Sept. 5.—Beginning what may be an indirect way of getting the network into daytime TV, WABC-TV, the ABC-TV flagship station, will program an hour Jerry Lester daytime strip this fall. The program starts September 21 in the 2-3 p.m. slot, and will loosely resemble "Broadway Open House," tho it will be more tailored to the tastes of the female viewer.

Lester may also do an hour evening show for the station, as will Henry Morgan, who is expected to get a late night spot. The Lester program will feature singer-dancer Lorenzo Fuller and will be produced by Milton Stanson and Verne Becker. It is the first big time effort of Ardrian Rodner, the new program director of the station.

## Talent Peddles 'Hollywood' Seg

NEW YORK, Sept. 5.—Talent Associates, Ltd., is peddling a new dramatic package based on stories about show business. It will have Hedda Hopper as hostess. Tentative title is "This Is Hollywood." The format was showcased on the "Philco-Goodyear TV Theater" last week.

The firm's latest package to reach the airwaves was "Pentagon USA," with "Jamie" and "Bonino" coming up shortly.

## Full-Hour Drama Makes Dramatic Comeback on New Season in Video

NEW YORK, Sept. 5.—One of the more interesting programming comebacks of the video season has been made by hour-long dramatic shows. With the sale of an hour each Thursday on ABC-TV to Kraft Foods for a dramatic show, the number of such new shows being programmed during 1953-'54 already has mounted to three, with more additions deemed likely.

United States Steel and Hallmark also will program alternate-week hour drama stanzas, the former on ABC-TV and the

## LOVE BLOOMS FOR GRUNTERS

HOLLYWOOD, Aug. 5.—Local TV fans this week enjoyed an unscheduled treat while viewing the wrestling bouts aired from San Diego over ABC TV's local KECA-TV outlet.

The audio portion became temporarily disrupted. This normally disturbing inconvenience was rectified by the studio here which substituted several records until the trouble could be repaired. As two husky grunt and groaner waiters around the ring, it was done to the music of "What Is This Thing Called Love?" and "You Mean Something to Me."

## 'Stadium TV' Net Is Set for Baseball, Fight

NEW YORK, Sept. 5.—Edmund L. Dorfmann, former lawyer and motion picture producer, revealed this week that he has a working arrangement with all the major league baseball parks for their possible use in a theater-TV network. Dorfmann, who is calling his operation Stadium TV Network, is currently negotiating with Nathan Helpert, head of Theater Network Television, for beaming of the Marciano-La Starza fight into Crosley Field, Cincinnati. He said that Radio Corporation of America engineers are currently making a survey of Crosley Field to determine the best possible positioning of the screens. In the event of rain in Cincinnati on the night of the fight, Dorfmann said, it would still be possible to seat from 15,000 to 20,000 spectators under the stands.

Dorfmann has also signed up the Boston Symphony Orchestra for a series of five concerts on theater-TV. He had not yet firmed up any theaters by press time, but indicated that reaction was favorable.

Dorfmann said he began lining up his Stadium TV Network in January. The first one he approached was Walter O'Malley, head of the Brooklyn Dodgers. From there he discussed the plan with each club owner individually.

## NLRB Edict Underlines Trend To Use of Non-Engineer Help

WASHINGTON, Sept. 5.—National Labor Relations Board this week recognized a trend among smaller and independent TV stations to use non-engineering personnel as cameramen, boom operators and projectionists. Recognition of the trend away from the network practice of using engineers for these jobs came in an NLRB ruling on claim by National Association of Broadcast Engineers and Technicians (CIO), that engineers, studio crewmen and projectionists at TV Station WXEL, Cleveland, should be represented by a single labor union.

Upholding claims by Empire Coil Company, owners of WXEL, and International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators (AFL), the board ruled that employees could choose whether to

## Galaxy of Stars for NBC Radio Shows

NEW YORK, Sept. 5.—The NBC radio affiliates this week were alerted for their meeting with NBC brass in Chicago on September 17, at which time they will get a full report on the web's programming, sales and promotion plans for the season. The Affiliates Committee, after a meeting with web toppers Tuesday (1), sent a message to the stations praising what they had seen.

Meanwhile, Ted Cott, operating veepee of NBC Radio, was forging ahead in lining up talent for a bevy of quality shows. For a week-end afternoon poetry reading series entitled "The Golden Hour," Cott has signed up Maurice Evans, James Mason, Joan Crawford, William Powell, Barbara Stanwyck, Faye Emerson and Don Ameche. For the same series he has also signed Mel Allen to read sports verse. Cott is currently negotiating with Dean Martin and Jerry Lewis with the idea of having the two comics read humorous poems.

Cott is planning a two-hour catch-all, 4-6 p.m. Sundays, titled "Weekend." To be included in this show: Earl Godwin on Washington; Igor Cassini on people; Fannie Hurst doing six think-pieces; Laura Hobson doing three of the same; Tex McCrary on personalities, with Mary Martin as his first guest; Jinx Falkenburg on women; the NBC overseas staff in a feature called "Overseas Ticker"; an "Idea Clinic," a report on the latest in appliances and industrial gimmicks, written

## WABD Billings Zoom for Fall

NEW YORK, Sept. 5.—WABD, the Du Mont TV station here, has written \$1,445,639 in contracts for the fall, 80 per cent of which is in new business. This is the strongest fall billings to date for the station, which six weeks ago acquired a new manager, Norman Knight.

Of the 61 contracts, 49 were from national sponsors. Food advertisers make up the biggest single group, with home furnishings and drugs next.

by Lawrence Galton; Elmo Roper on trends; Merrill Mueller on hard news; Mel Allen on sports; Florabelle Muir on Hollywood; a teen-age department conducted by Allen Ludden, a Peabody Award winner for that type of show; and a feature called "Forecast," which will have 10 top NBC staffers predicting the week's news developments. "Week-end" will be emceed by Ed Herlihy.

A third new creation, "Lecture Hall," will be slotted 7:30-8 p.m., Saturdays. Cott already has signed Leopold Stokowski to talk on the show about music, and Dore Schary to talk about motion pictures.

## TV, Radio Set Makers Keep Up Hot Pace

WASHINGTON, Sept. 5.—Production of TV and radio sets continued to climb toward a new record, as TV output in the first seven months of this year set a record for the period and radio set production was nearly 2,000,000 above the first seven months of 1952. Radio-Electronics-Television Manufacturers' Association reported this week. Production of TV sets was reported at 4,150,525 in the first seven months of this year, an increase of over 500,000 above the previous record, set in 1951. Output of radio sets in the first seven months of this year was reported at 7,941,001.

During July, a near-record 316,289 TV sets were produced, and output of radio sets reached 674,459, an increase of 36 per cent above the same month in 1952.

Meanwhile, RETMA reported manufacturers' sales of receiving tubes in July at 26,462,069, valued at 18,243,030. TV picture tubes sold by manufacturers in July numbered 634,200, worth \$15,155,870. Tube sales in July were slightly below the previous month, but considerably higher than sales in July, 1952, RETMA reported.

### NEW SURVEY

## TV Viewing By Teachers Shows Rise

WASHINGTON, Sept. 5.—Instead of blaming TV for morning-after drowsiness in the classroom, school teachers are spending more time watching TV themselves. Television Information Committee of National Association of Radio and Television Broadcasters reported this week in the first issue of its new publication, "Facts About TV."

Included in this issue, called "Education Via Picture Tube," were findings of a survey by Prof. Paul Witty, of Northwestern University, showing that behavior problems in children are associated "much less frequently" with TV viewing in 1953 than in 1950, and that teachers have increased their TV viewing from nine hours a week three years ago to 12 hours a week in 1953.

## Chi News Bureau Bows to B'casters

CHICAGO, Sept. 5.—The hold-out of the City News Bureau, Chicago local newsgathering organization owned by the newspapers and press associations, against supplying news to broadcasters was broken this week when WGN and WGN-TV, both owned by the Chicago Tribune, signed with City News to get its full 24-hour coverage.

City News Bureau, formerly known as the City Press Association, traditional training ground for reporters, covers all local news. The newspaper owners wouldn't sell the service to radio stations because they regarded it as helping a news competitor. However, it is believed growing costs of operating the City News Bureau forced it to drop its radio boycott.

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# Advertiser & Agency Film Buying

## Spot-Booked Film Boost Due As Sponsors Hunt Best Buys

BB Poll Shows Rise in Campaigns Based on Key Cities for Top Value

Continued from page 1

buys in these key markets, and then adding additional markets according to their needs and budgets, they can hit the cream of the nation's purchasing power at well under the cost of bankrolling a national network show.

Furthermore, the flexibility and selectivity of spot booking puts the sponsor in the driver's seat in choosing not only the markets, but the program, station and time slot, with any of these factors able to be varied according to the local situation to achieve maximum strength.

The figures pertaining to spe-

cific industries is even more dramatic in pointing up the validity of this contention. For example, the cosmetics industry shows nearly 50 per cent of all its retail sales made in the top 15 markets alone, with over 37 per cent in the top five markets. Food store sales and drugstore sales likewise show a concentration, each making nearly 37 per cent of all national sales in the top 15 markets.

The feeling among advertisers and agencies studying this situation is that by using these top markets and spot-booking additional markets as needed, they can cut superfluous advertising spending to the bone and pinpoint their campaigns where they

are most needed—something not so feasible when a huge national mass medium, whether network broadcasts or magazines, is used.

## Comet Buys 26 Features From Roach, Popkin

Deal for Theater Films Includes 7 Pilot Telefilms

HOLLYWOOD, Sept. 5.—Oliver Unger, Comet Television Films president, this week acquired 26 theatrical motion pictures from Hal Roach and Harry Popkin for TV release. Also included in the deal are seven pilot telepix produced by Hal Roach Jr.

The Comet topper acquired 11 films from Roach, including seven originally released by Metro-Goldwyn-Mayer and four by United Artists. M-G-M films, all produced by Roach, are "Bonnie Scotland" (Laurel and Hardy), "Pick a Star" (Jack Haley, Patsy Kelly), "Nobody's Baby" (Lynne Overman), "The Devil's Brother" (Dennis King), "Vagabond Lady" (Robert Young), "Mr. Cinderella" (Haley, Betty Furness) and "General Spanky," an "Our Gang" full-length comedy. The four Roach features released by UA included in the deal are "Here Comes Trouble" (William Tracy, Joe Sawyer), "Fabulous Joe" (Marie Wilson, Walter Abel), "Who Killed Doc Robbin" (Virginia Grey) and "Curley" (Frances Rafferty).

Films acquired from Popkin include "Champagne for Caesar" (Ronald Colman), "My Dear Secretary" (Kirk Douglas, Laraine Day), "D.O.A." (Edmond O'Brien), "The Big Wheel" (Mickey Rooney), "Quicksand" (Rooney), "Impact" (Ella Raines, Brian Donlevy), "Second Woman" (Robert Young, Betsy Drake) and "The Well."

Unger, who also is dickering for other properties, said the feature-length pic acquisitions would include introductions by name stars which would extend the generally 60-minute running time to an hour and a half. Unger plans to return to his New York headquarters in a week after finalizing other deals which he would not discuss.

## QUICK TAKES

Sid Tomack has been cast in the role of Knobby Walsh in Guild Films' production of the "Joe Palooka" series. . . . Cornell Films has acquired distribution of "Adventures Out of Doors" produced by Jack van Coevering. . . . Wells Bruen is leaving Official Films, where he was in charge of station relations to join the George P. Hollingbery Co., station rep. . . . Henry A. Gillespie, formerly with RCA Recorded Programs and Film Services, has been appointed Southeastern Sales Manager for Screen Gems, Inc. . . . WNBC, New York and WDTV, Pittsburgh, have scheduled Videopix's new five-minute film series, "Viz Quiz." . . . Pan American World Airways, Department of Visual Sales, Long Island City, N. Y., is offering at no charge, 14 black and white travel films depicting trips to Italy, France and Hawaii. . . . M. Peter Keane, Eastern Production

## NBC-TV Drops, CBS-TV Starts News Film Sale

NEW YORK, Sept. 5.—The NBC-TV Film Division this week reportedly decided to drop the syndication of its daily news report on film. Its weekly news roundup, however, will continue.

The NBC decision was motivated by the fact that many of its news films were constantly used on its network shows and, therefore, were old stuff to the stations by the time they got there. NBC also faced a formidable shipping problem in getting the film to the stations. The network will let its contracts lapse with station-buyers.

CBS-TV Film Sales, this week, meanwhile, started syndicating its Newfilm. In three weeks, the CBS Newfilm daily operation will be ready to start service.

## Release 'Copa,' 'Gloves' for TV

HOLLYWOOD, Sept. 5.—"Copacabana" becomes the first feature film starring Groucho Marx to go into TV release. Sam Coslow production, made in 1947, is one of two feature films acquired this week for tele distribution by Standard Television. Firm, also added "The Golden Gloves Story" to its feature film package.

"Copacabana" co-stars, along with Groucho, Carmen Miranda, Andy Russell and Gloria Jean. "Golden Gloves" was produced in 1950 and stars James Dunn. Marcus Loew II, head of Standard Television, acquired "Copa" film from Beacon Productions, and "Gloves" from Henry Lindauer, of the Chicago law firm, Lindauer, Libit & Henry, owner of the feature.

## EDITORIAL

### Readers Speak Up

On August 1, The Billboard's radio-TV editorial staff decided it had better take stock. All of us had been plugging away at TV film coverage since way back in June, 1952, without stopping for breath. Was there a chance that we were missing the woods because of the trees?

Certainly, we are devoting better than twice as much space to TV film coverage than eight other recognized radio, television and advertising papers combined. Furthermore, our ratio of news and feature articles (30 per cent) to charts, ratings, directories and other service features (70 per cent) looks sensible on the basis that a relatively new industry needs more fact than comment. This stocktaking looked great to us, but what about the people we are trying to reach? What about the agency executive, the sponsor executive, and what about TV station management? Maybe we had better try to find out what they think about it.

#### Questionnaires

Designing an editorial questionnaire is about as tough a job as an editor has to do. The people who get the questionnaire must be key people in the field. Then at least 10 per cent must return the questionnaire to make the survey conclusive. Anyway, we sent our questionnaire to a list of 4,127 men and women that our circulation department assured us represented the key buyers of TV film, and/or those who most directly influence the buying of TV film.

To those almost 800 men and women among agencies, sponsors and stations who answered the questionnaire we say, thanks a million! Your co-operation has been a key factor in The Billboard's program for the next 16 months on the coverage of TV films. We believe it will be in your interest, and, if it is, it will naturally be in the best interests of the TV film industry.

#### Expansion of Space

As a result of your response we are, first of all, increasing the space devoted to TV films by approximately 50 per cent over-all. Editorial manpower has been added to assure that that space is effectively used. That additional space will be used in two basic ways: First, a substantially expanded news coverage of TV films every week; second, and also every week, a feature or "spotlight" treatment of one of the major elements in the industry. This week we begin with agency and sponsor TV film buying, to be followed by three more pertinent topics; then the cycle repeats.

So here is our expanded TV film department. We believe and hope it is what you, the readers, told us you want. Your comments and suggestions are valued in helping us continue to improve.

# The Billboard TV FILM SECTION

MOST COMPLETE BUSINESS PAPER COVERAGE OF TV FILM PEOPLE, PRODUCTS AND SERVICES

plus, rotated weekly,

FEATURE TREATMENT OF THE FOUR MAIN ELEMENTS OF THE TV FILM INDUSTRY:



TV FILM PRODUCTION  
DISTRIBUTION, SALES & MARKETING  
NETWORK & STATION BUYING & PROGRAMING  
ADVERTISER & AGENCY FILM BUYING

## Spot Buyers Prefer Syndicated TV Film

National Advertisers on Local Outlets Lean to Syndication Output by 7 to 3

NEW YORK, Sept. 5.—National spot TV sponsors are showing a decided preference for use of syndicated film programs over live local programming, according to a survey made by The Billboard among top advertising agencies here. One, top time buyer at an agency stated that about 70 per cent of his buys for clients were of syndicated film programs, and 30 per cent of live local shows.

Tho in recent years local radio stations have been purchasing more and more transcribed packages, notably those sold by Ziv, which is supreme in the field, there is still a considerable amount of programming being done in AM on a local level. However, from their opening, video stations have placed a great deal of reliance on syndicated film as a basic ingredient of their programming operations because of the peculiar nature of the medium.

It is vastly easier and cheaper to program for radio than for TV, as networks have constantly learned over the past few years. And a great deal of local radio programming consists of a personable deejay and disks. But video demands a greater emphasis on physical production, entertainers, live music, and writing, all of which adds up to a costly and sometimes prohibitive package to the local station operator.

And so local TV stations have thrown the bulk of their programming emphasis on such staples as news and weather reports and,

occasionally, quiz shows. In many cases there has been a mixture of film and live personalities, as for instance, the use of United Television Program's Telescription library which acts as a substitute for records.

#### The Advantages

The local station owner usually finds that film programs simplify his operation greatly. For one thing it cuts down on his personnel overhead; for another, it gives him the kind of programing he usually could not produce himself without taking unnecessary risks. And it also impresses local clients interested in big names. At least, while the station is still new in the market, and has to get on the black side of the ledger, it allows him a mechanization that is the answer to his prayers.

To the national spot advertiser, there are undoubted benefits to syndicated video shows. He and his agency can readily evaluate the program here when it is submitted by the distributor. He is also impressed with the big names, and the production talent on these packages. If he has any complaints, because of the physical proximity of distributor and agency, he can get satisfaction quicker. Also available to him are the merchandising potentialities of stars of syndicated shows.

#### One Negative Factor

One thing he cannot get, however, is a rating on unsponsored syndicated film programs on the specified station he wishes to buy. They are usually not sustained because of the cost factor. He must use ratings obtained by the program in other cities in similar time slots as a loose guide as to what they will achieve for him.

But in spite of this negative factor, the positive value of video-film programs has proven itself because of the volume of business being done by these properties. And indications are that the industry is only in its infancy.

The number of strong new film stanzas now being produced for syndication shows evidence of an unsated demand both by stations and clients.

Manager for Screen Gems, Inc., flew to Rome last week to begin a five-week vacation and tour of European studios. . . .

Mort Sackett, president of Guaranteed Pictures, Commonwealth Pictures and Commonwealth Film & Television, celebrated his 35th year in the motion picture industry.

Jack Sebastian, of the NBC Film Division press department, this week became the father of a son, Jay Christopher Sebastian III, born at Mt. Sinai Hospital on September 2.

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## 'Ports of Call' Series Cues Filmmakers' Entry Into TV Pix

HOLLYWOOD, Sept. 5. — The Filmmakers, independent motion picture production company, is entering the TV film industry with a series of 39 half-hour adventure films titled "Ports of Call," using one of its toppers, Ida Lupino, Joan Fontaine and Edmond O'Brien as stars.

Entry of The Filmmakers into the TV fold is the result of a year's planning by the company. It also will mark the TV debut of the trio of actors.

Miss Lupino, Miss Fontaine and O'Brien will alternate in introducing and narrating each of the films which are of a travelogue nature with emphasis on particular phases of far-flung spots of the world. Shooting of scenes in

which the actors will appear is slated to start next week. Initial filming schedule is for 13 episodes. Oliver Unger, Comet Television

## 'Wanted' May Be Syndicated

NEW YORK, Sept. 5. — The CBS-TV Film Sales Division this week was considering the syndication of "Wanted by Washington."

The documentary series, a pilot of which was produced by Roy Kellino, is a property owned by CBS and was developed on the West Coast by Harry Ackerman, CBS, of course, would finance.

Films prexy, completed a pact with Collier Young, The Filmmakers president, for distribution of the series. First episode is scheduled for release by October 1. Arthur Lyons packaged the deal.

"Ports of Call" for the past year has been a "secret" project of the company. Footage shot thruout the world by top explorer-camera-men Muri Deasing, Robert Friars, Clifford Kamen, Herbert Knapp, Karl Robinson and Nicol Smith is now being edited.

The lensmen have been covering many corners of the world for the series which Young is producing. Areas included in the series are Tibet, Algeria, the Mediterranean Isles, China, Japan, Australia, England, France, Italy, Norway, Sweden and Guatemala.

## USE THE BRAKES, MEN!

# NBC Urges Caution on Color Films for TV

NEW YORK, Sept. 5. — Although agencies and sponsors are clamoring to put their color commercials on film as soon as possible, NBC's color execs here have advised them to hold any color film production plans in abeyance for three of four months. By that time, the web expects to have perfected projector equipment for telecasting color film. NBC's experimental development plans on color film equipment are under the supervision of O. B. Hanson, network veepee and chief engineer.

Production-wise, NBC's color consultant Richard Day said that the general rules set up for black and white TV film—namely the

avoidance of dark shadows and strong contrasts — hold equally true for color video film. However, he cautioned, the quality of color film as viewed on a TV set will ultimately depend on the quality of the film itself. In line with this, it's interesting to note that Eastman Kodak has been working for some time now on the development of a new type of film, specially devised for use in color TV, since theatrical color films are said to lose quality when televised.

Although many TV film outfits have been filming shows in color in anticipation of the advent of color video, there's believed to be a possibility they may end up with a stockpile of inferior color products, in view of these opinions.

A boon to vain actors is seen in Day's comment that facial defects which show up glaringly in color motion pictures will be far less noticeable in color video films, since color movie images are blown up considerably larger than life, while TV color flickers are reduced down. The same is true, of course, in black and white films. However, the effect is said to be even more flattering to the performer in color.

## Sales Up WGN-TV Weekly Film Sked

CHICAGO, Sept. 5.—The sale of two half-hour film shows, "Ethel Barrymore Theater" and "Badge 714" ("Dragnet" reruns), to the Chicago Motor Club this week gave WGN-TV eight weekly half-hour film programs plus four one-hour feature films in the prime 7 to 10 p.m. time periods.

WGN-TV is the Chicago Du Mont outlet, and has more Class A time available for local sponsors than the other three Chicago stations, with NBC, CBS and ABC affiliation.

## Distrib Firm Expands Staff

NEW YORK, Sept. 5.—Station Distributors this week took the first step in its sales expansion by hiring five new film salesmen. Larry Kelly, former ABC-TV film director in Chicago, takes over as head of its Middle Western office.

Charles Malcolm becomes Southern sales manager, operating out of Miami. Cecil Ross will be responsible for sales in the Northwest, with his office in San Francisco. And Martin Taub and Neil Lambert will cover New York and New England, respectively.

## 61 Buy New Con. Packet

NEW YORK, Sept. 5.—Consolidated TV Sales, Inc., has sold its Station Starter Plan in 61 markets to date. The Starter plan gives broadcasters unlimited 18-month use of Consolidated's nine-series library at a total weekly price equal to the station's starting Class A one-hour rate.

# Small's TPA Bids to Be Major Distributor in TV Film Field

NEW YORK, Sept. 5.—Edward Small has organized a new TV film company that promises to become one of the major distributors in the industry. The new firm was this week named Television Programs of America. The plan, as revealed this week, seemed to be to operate TPA along the same lines that United Artists does in the motion picture business.

President of TPA is Milton Gordon, financial wizard who authored the re-organization of United Artists and still acts as its financial advisor. This week Gordon said, "TPA came about when Small and I both agreed that now was the time for the independent TV producers to have a strong distribution organization."

Michael Sillerman, who a few weeks ago left Ziv TV Programs, where he headed the sales training plan, is exec veepee and general sales manager of TPA.

TPA has bought out Arrow Productions, which had been distributing "Ramar of the Jungle," and Peerless Productions, which feature films produced by Small. Sillerman said this week he is now negotiating to take over several more stellar properties for syndication. One of them was reported to be "General Electric Theater," which was produced by Sovereign Productions.

Leon Fromkess, who headed Arrow Productions, is not a member of the TPA organization, but he does retain part ownership of "Ramar of the Jungle." It is expected that Fromkess will head production of the remaining segments in the "Ramar" series as well as new TPA product.

It was also speculated this week that Small might eventually release additional feature films to TV thru TPA.

The top command of TPA is considered to combine the know-how of all the antecedent industries of TV film: film production, film distribution, radio and advertising. Small, who has the title of chairman of the board of TPA, is, of course, a veteran Hollywood producer and is perhaps responsible for more money-making pictures than any other single individual.

Sillerman, widely regarded as one of the top salesmen in TV film, was founder and first president of the Keystone Broadcasting System. He was also at one time owner of Hamilton Radio Productions, veepee of several ad agencies, and ad director of one of the larger shoe chains.

## Cole Named to MPTV Berth

HOLLYWOOD, Sept. 5. — John J. Cole this week was named manager of West Coast sales for Motion Pictures for Television, Inc.

A former newspaperman and radio and TV executive, Cole has been heading the Chicago office of MPTV for the last 18 months. He will headquarter in Los Angeles.

Dave Wolper, current head of West Coast sales operations for MPTV, is resigning. He is said to be among those in a syndicate dickering for KXLY-TV, Spokane.

## Landau Gets 'Bobo, Hobo'

NEW YORK, Sept. 5. — Ely Landau was this week reported to have taken over distribution of "Bobo, the Hobo," a 15-minute kid series previously handled by Mahlon Mohr Associates. Landau allegedly set up Emperor Films, which will handle the show from now on.

Landau was also said to be about set to begin syndication of the series he has had in production, including "The Passerby," a dramatic show with name stars, and the Eva Gabor show, an interview series.

Small and Gordon bought into Arrow Productions several months ago. Shortly after that, distribution of Small's Peerless package was brought under the same roof as "Ramar." Arthur Sachson, who was sales manager for "Ramar" and the Peerless pictures, sold out his interest in Arrow two weeks ago.

## WOR-TV Buys NBC-TV Films

NEW YORK, Sept. 5.—WOR-TV here has bought "Badge 714" and "Captured" from NBC Film Division. The station reportedly plans to slot the two series in one or two evening mystery blocks, which it plans to launch as soon as its current technicians' strike is settled.

# Vitapix Steps Up Its TV Film Synd. Drive

NEW YORK, Sept. 5. — The Vitapix Corporation this week moved into the syndication of video film in a big way via the acquisition of a group of 26 of the first feature length pictures ever to be shot for television. The films, which will be produced by Princess Pictures, headed by Burt Balaban, will be both in 54-minute and full-length versions and will be mainly shot abroad. Such names as John Hodiak, Joanne Dru, Dennis O'Keefe, Peggy Ann Garner, Jeffrey Lynn, Don Ameche and Jackie Cooper are now being negotiated for and will, in all likelihood, be featured in the films.

Princess will deliver five of the pictures, of which one is already produced, by January 1, and the rest by October, 1954, so that they will be 1954 releases. Vitapix handles its distribution, not only for TV, but also for theaters. The 20 top stations which are part of the Vitapix syndicate have already signified their acceptance of the Princess feature film package. Vitapix is also negotiating with 20 more TV stations to join its group, and many among those who join will undoubtedly take the same package.

The features will be solely financed by Princess. Vitapix is contributing nothing to their production costs, but is reported to be giving Princess a break on distribution because of the impressive nature of the Princess package.

### Other Deals

Vitapix is also considering the distribution of "Your Jeweler's Showcase" in other markets than those used by Hamilton Watches, its sponsor. There would be about 60 markets available for sale. And Vitapix is considering several deals to distribute shows which are regionally sponsored by advertisers.

Vitapix' main sales activity is concentrated around its library, which consists of the old Seaboard musical shorts now re-named "Telediscs," holiday films

which feature the Columbus boy choir, special effects units, production and commercial aids and other programming material of a similar nature. In addition, the distributor is selling 26 Johnny Mack Brown Westerns.

## Guild Sales Force Hyped

NEW YORK, Sept. 5.—Guild Films this week made two moves to strengthen its sales force still further. John C. Alicoate was hired to assist Reub Kaufman, president, as sales manager. And George Fisher was moved out of New York to head Guild's office in Cleveland.

Guild's other district sales managers are Bob DeVinney in Chicago, Vic Peck in Kansas City; Merriman Holtz Sr., in Portland, Ore., and Haan Tyler in Los Angeles. The entire East Coast is handled out of New York, and will be headed by Alicoate. Kaufman himself, it is understood, will maintain over-all direction of sales.

## Kennedy to Head Atlas Coast Office

NEW YORK, Sept. 5. — Atlas Television this week hired Charles Kennedy as its West Coast sales manager. Atlas will appoint a fifth regional sales manager, to cover the South, in the near future. The other three are Jackson Dube in the East, Pete Rogers in the Midwest and Bill Dubensky in the Southwest.

Kennedy's background is in radio sales. He was commercial manager of WLS, Chicago, an account exec with WLW, Cincinnati, and was most recently president of Teleways Radio Productions, Inc., which handled the "Sons of the Pioneers" show.

# Republic Into TV Pic Biz Up to Hilt

HOLLYWOOD, Sept. 5. — Republic Pictures will jump with both feet into TV film production for television, holding that vidfilm constitutes the motion picture industry's sole hope for survival. So said Herbert J. Yates, Republic prexy, when he served notice this week on the movie industry that his studio will soon launch an all-out invasion of the TV film production field.

With Republic moving into full-scale production of TV entertainment films, the firm breaks down its final barrier to television, thus becoming the first major studio to be actively engaged in all facets of the telepic field. Republic so far has reaped an impressive TV harvest without engaging in production of telepic series. Its subsidiary firm, Consolidated Labora-

tories, has been foremost in the amount of TV film processed, with tele footage far outdistancing that intended for theatrical exhibition. The studio's TV film subsid, Hollywood Television Service, has plucked profits a-plenty from TV distribution of old Republic features. It has been actively engaged in production of telepic commercials. Furthermore, Republic has been able to carry studio overhead easily by being the only major lot to rent its facilities to TV film producers. Music Corporation of America's revue productions has been a lucrative tenant, among others, and as a result, Republic is currently completing four new soundstages intended for telefilm use. Now that the studio will itself jump into the production field, Republic will be covering all bases in the TV film industry.

Completion of Republic's TV policy will come after a series of meetings to be held in New York next week with the studio's sales chief, C. Bruce Newbery. Confabs will crystallize the company's role in TV, embracing all phases such as production, distribution, studio rentals and processing. Republic, however, will still stay in the theatrical field. Its production schedule calls for 20 Class A features, with a total production budget doubling that of any similar number of pix in the studio's history.

Yates said Republic is forced to make the TV plunge. The market for Westerns and B pictures disappeared with the folding of 5,000 theaters, and according to Yates, the remaining 3,000 houses that still buy such product are in a precarious position. Republic's prexy called upon exhibitors to follow the lead of other theatermen in applying for tele station licenses, thus blocking competition from other interests who have never had a share in showbiz. More than 200 exhibitors already have applied for TV station licenses, Yates said.



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# Top Re-Runs Scored By "H'wood Half-Hr."

Every four weeks The Billboard will present another in its series of studies on re-runs and other residual values of syndicated TV films. The re-run spotlight this issue is focused upon "Hollywood Half Hour." The Consolidated TV Sales, Inc., package which has chalked up a rather spectacular re-run history since it was first produced for Bigelow Carpets by Jerry Fairbanks back in 1950.

"Hollywood Half Hour," which Consolidated took over for syndication along with several other Jerry Fairbanks film properties when it started business last August, 1952, is the firms' top sales grosser to date—sold in a total of 127 markets as of August 1. The series was originally produced as the "Bigelow Theater" for Bigelow-Sanford Carpets with a line-up of movie names including Diana Lynn, Don DeFore, Virginia Bruce, William Frawley, Lee Bowman and Chico Marx. During its second video incarnation it was aired under the title "Footlight Theater" under the sponsorship of General Foods. At the same time, Bigelow sponsored a second run of another group of films from the series.

### Rates Rise

The most striking example of the re-run potential of "Hollywood Half Hour" occurred earlier this year, when the series entered its third run via WCBS-TV, New York, under the tag "Demitasse Tales" sponsored by Medaglia D'Oro coffee. The series chalked up a 15 Telepulse rating during its first week on the air (January 5)—practically triple that scored by the series in its first and second runs here. Then, in February the show climbed up two more points to 17—highest rated show in its time period (Tuesday, 10:30-11 p.m.). The second highest rating in that period was a 6 for Mindy Caron's live ailer "Embassy Club" on WNBT.

"Hollywood Half Hour" has also been screened as "Silver Theater" under the sponsorship of International Sterling. Hotpoint Appliances is currently spot-booking it in six major markets as the "Hotpoint Summer Theater."

### Complex Job

The complexities of trying to chart the re-run history of a syndicated TV film series with any degree of accuracy are multi-fold, as any veteran TV film distributor will testify. The scope of such studies are necessarily limited by the fact that rating information available is almost always inadequate, in that some services only cover a given group of markets, while others haven't been in service long enough to compute a complete rating statement on a series that goes back a few years.

Other limitations include the facts that ownership changes on films often result in the loss of important data on early playdates and, perhaps most important of all, the continual change taking place in set ownership figures often make earlier rating figures somewhat obsolete in terms of comparison value—unless accompanied by copious footnotes.

### Titles Differ

The rating quest is further complicated by the fact that many dramatic series are commonly presented locally under a different name—one usually incorporating the local sponsor's moniker somewhere in the title. Thus it is sometimes virtually impossible to compile a complete list of playdates with corresponding ratings.

In spite of these drawbacks, tho, TV film distributors have really started to dig for more detailed reports on their present properties' pasts, having found of late that the best way by far to break down sales resistance to re-runs is to show the dubious station, agency or sponsor the audience-potential of re-runs in black and white. Hence the case history.

### Instruction

Consolidated TV Sales, Inc., spotted the importance of teaching stations and agencies the re-run facts of the TV film field last January. At that time the firm's Eastern sales manager, Halsey Barrett, predicted that re-runs would play a major role in the TV film distribution field this year. Operating on this theory, Consolidated started making special comparative surveys on ratings chalked up by its properties and used the information as sales ammunition in markets where their product had already been screened.

"In TV," said Barrett, "a first run rating of 25 means that 75 per

cent of the TV audience have not seen your program. We are finding re-run case history information immensely valuable to our salesmen in the field. As you know, many station managers are still timid about re-runs, and have to be spoon-fed the audience potential of re-runs. The cost-per-viewer of re-runs can often be much lower than original cost-per-viewer."

## Longines Sets Vidfilm Series

NEW YORK, Sept. 5. — Longines is mounting a saturation campaign on film for the Christmas season. The advertiser is submitting a vidfilm series, "Time, the Fourth Dimension" in 5, 10 and 15-minute versions to stations around the country for programing between October 20 and December 15.

The objective, of course, is a concentrated plug for the watchmaker. The film details the history of watchmaking and of time-measuring devices. Victor A. Bennett is the agency.

## Italian Dubs Set For Oct. Release

NEW YORK, Sept. 5. — Specialty Television, which had hoped to have its first package of dubbed Italian features on the market by this time, is now shooting for an October release date. Specialty found that the mere screening of the more than 100 pictures took longer than required.

## News Capsules

Continued from page 4

ber 12. . . . Thomas L. Burch, Robert H. Brinkerhoff and James P. Wilkerson have been upped to veepees of Young and Rubicam, Inc. . . . Hank Sylvern has again been signed to serve as musical director for CBS-TV's "This Is Show business." . . . B. Lowell Jacobsen, former manager of personnel of the Home Instrument Department, RCA Victor Division, Radio Corporation of America, has been named personnel director of NBC.

Myrtle M. Tower, formerly National Director of Program Operations at ABC, has moved to WABC as program director. . . . Don Moore, writer and magazine editor, has been named head of the Television Story, Script and Rights Clearance Department for CBS. . . . William R. Humphreys, formerly sales rep of WGAR, Cleveland, has joined the Detroit radio-TV department of the Katz Agency. . . . Dick Harrison, 14-year-old prep school sophomore, replaces Johnny McPhee as the teen-aged regular panelist for Mutual's "Twenty Questions." . . . David E. Durston, TV producer and director, formerly of Chicago, has been appointed director of all broadcasting activities for the Lynn Baker Advertising Agency in New York City. . . . William J. Wagner, owner and president of the Alaska Broadcasting Company, has been appointed Officer in Charge of Radio Broadcast Affairs in the territory of Alaska. . . . Ernie Kovacs was one of the judges at the Mrs. America eliminations held at Palisades Amusement Park last week.

Milton Rich, former editor on The Advertiser, was named director of press relations for WCBS, New York. . . . Frank Rubel, former officer of Wometco Theaters, owner of WTVJ, Miami, has been named general manager of Cedar Rapids (Ia.) Television, which plans to begin operations on Channel 9, December 1.

William L. Dunn, Raytheon Manufacturing Company, has been named chairman of the Sales Managers' Committee of the set division of Radio-Electronics-Television Manufacturers' Association. Max F. Balcom, Sylvania Electric Products, Inc., has been renamed chairman of RETMA's Educational TV Committee. . . . Andrew Berding, Defense Department information director, has been named assistant director of the U. S. Information Agency in charge of policy and program work under Director Theodore C. Streibert.

# RE-RUN CASE HISTORY

The following chart, based on all local Telepulse rating reports available, tabulates the re-run history of "Hollywood Half Hour" in major TV markets where it was booked on both a spot and network level. The film package has played re-runs in several other markets on local sponsorship deals. None of these are listed here, however, for two main reasons: (1) Scheduling of the series under different titles locally made it virtually impossible to gather complete rating information. (2) Some of these 13-week packages

were sent to stations in mismatched groupings, with first and second-run episodes included in the same set-up. There are 34 "Hollywood Half Hour" episodes in all. In line with this, it should be noted that the third re-run category for New York City on the chart lists two different shows, each ailer being made up of a different group of third-run episodes.

Under the title "Listerine Summer Theater," the series entered its fourth re-run in New York City this season as summer sub on an alternate-week basis for

"Ozzie and Harriet" over ABC-TV (8-8:30 p.m.) on Friday nights. Unfortunately, Telepulse ratings are taken during the periods that the series is off the air. However, the Nielsen network ratings for July 17 indicate that the series is still pulling surprisingly high ratings. Nielsen gave the show a 19, topping competitive live shows on the other webs—"Pantomime Quiz" with a 17.5 and "The Goldbergs," a 16.6. The film series is currently carried on 30 ABC-TV stations by Listerine and is spot booked by the same outfit in 30 other markets.

## HOLLYWOOD HALF HOUR . . . . . Producer: Jerry Fairbanks (1/2 hr. dramatic) Distributor: Consolidated TV Sales, Inc.

BOSTON		
First Run	Second Run	Third Run
(12/4/50-6/3/51) Title: Bigelow Theater Sponsor: Bigelow Carpets WBZ-Sun., 12:30 p.m. (thru April '51) WNAC-Sun., 6:00 p.m. (thru May '51) April: 3.8, May: 19.3	(9/5/51-12/31/51) Title: Bigelow Theater Sponsor: Bigelow Carpets WBZ-Sun., 1:30 p.m. Oct.: 8.0, Nov.: 8.8, Dec.: 12.3	(7/4/52-9/26/52) Title: Footlights Theater Sponsor: General Foods WNAC-Fri., 9:30 p.m. Sept.: 21.3
CHICAGO		
(12/4/50-6/3/51) Title: Bigelow Theater Sponsor: Bigelow Carpets WENR-Fri., 9:00 p.m. Jan.: 9.3, Feb.: 10.0, Mar.: 11.8, Apr.: 13.8, May.: 12.3, June: 13.3	(9/5/51-12/31/51) Title: Bigelow Theater Sponsor: Bigelow Carpets WENR-Thurs., 10:00 p.m. (thru Sept.) WGN-Thurs., 9:00 p.m. (thru Dec.) Sept.: 13.5, Oct.: 11.5, Nov.: 9.5, Dec.: 12.0	(7/4/52-9/26/52) Title: Footlights Theater Sponsor: General Foods WBKB-Fri., 6:30 p.m. Sept.: 13.0
CINCINNATI		
(12/4/50-6/3/51) Title: Bigelow Theater Sponsor: Bigelow Carpets WCPO-Fri., 7:30 p.m. May: 18.8, June: 21.3	(9/5/51-12/31/51) Title: Bigelow Theater Sponsor: Bigelow Carpets WCPO-Wed., 9:30 p.m. Oct.: 15.3, Nov.: 13.3, Dec.: 12.3	(7/4/52-9/26/52) Title: Footlights Theater Sponsor: General Foods WKRC-Fri., 8:30 p.m. Aug.: 13.5, Sept.: 12.3
CLEVELAND		
(12/4/50-6/3/51) Title: Bigelow Theater Sponsor: Bigelow Carpets WEWS-Tues., 10:00 p.m. Jan.: 20.5, Feb.: 18.3, March: 19.3, April: 20.5, May: 9.0	(9/5/51-12/31/51) Title: Bigelow Theater Sponsor: Bigelow Carpets WEWS-Tues., 10:00 p.m. Sept.: 9.8, Oct.: 11.8, Nov.: 12.5, Dec.: 11.8	(7/4/52-9/26/52) Title: Footlights Theater Sponsor: General Foods WEWS-Fri., 9:30 p.m. Aug.: 7.8, Sept.: 12.3
DAYTON		
(12/4/50-6/3/51) Title: Bigelow Theater Sponsor: Bigelow Carpets WHIO-Sat., 7:30 p.m. (thru April) Sat., 6:30 p.m. (thru June) Jan.: 18.0, Feb.: 17.3, March 16.5, April 16.0, May: 14.3, June: 13.3	(9/5/51-12/31/51) Title: Bigelow Theater Sponsor: Bigelow Carpets WHIO-Sat., 7:30 p.m. (thru Sept.) Sat., 7:30 p.m. (thru Oct.) Sept.: 13.8, Oct.: 19.0	(7/4/52-9/26/52) Title: Footlights Theater Sponsor: General Foods WHIO-Fri., 8:30 p.m. Aug.: 19.5, Sept.: 16.8
LOS ANGELES		
(12/4/50-6/3/51) Title: Bigelow Theater Sponsor: Bigelow Carpets KTTV-Sat., 9:00 p.m. (thru March) KTSO-Sat., 8:00 p.m. (thru May) Jan.: 11.3, Feb.: 10.3, March: 10.5, April: 9.3, May: 8.3	(9/5/51-12/31/51) Title: Bigelow Theater Sponsor: Bigelow Carpets KNXT-Sat., 8:00 p.m. (thru Sept.) Sat., 7:30 p.m. (thru Oct.) KTSO-Mon., 7:30 p.m. (thru Dec.) Sept.: 8.6, Oct.: 7.2, Nov.: 8.4, Dec.: 8.0	(7/4/52-9/26/52) Title: Bigelow Theater Sponsor: Bigelow Carpets KNXT-Fri., 6:30 p.m. Aug.: 3.8, Sept.: 4.5
MINNEAPOLIS-ST. PAUL		
(12/4/50-6/3/51) Title: Bigelow Theater Sponsor: Bigelow Carpets KSTP-Sat., 9:30 p.m. (thru April) Sat., 8:30 p.m. (thru June) April: 20.5, May: 23.8, June: 20.3	(9/5/51-12/31/51) Title: Bigelow Theater Sponsor: Bigelow Carpets KSTP-Mon., 10:30 p.m. Sept.: 22.3, Oct.: 21.3, Nov.: 19.8, Dec.: 17.8	(7/4/52-9/26/52) Title: Footlights Theater Sponsor: General Foods WCCO-Fri., 6:30 p.m. Aug.: 14.3
NEW YORK		
(12/4/50-6/3/51) Title: Bigelow Theater Sponsor: Bigelow Carpets WCBS-Sun., 6:00 p.m. Jan.: 6.0, Feb.: 6.8, March 6.4, April: 5.2, May: 5.4, June: 4.8	(9/5/51-12/31/51) Title: Bigelow Theater Sponsor: Bigelow Carpets WABD-Thurs., 10:00 p.m. Sept.: 4.6, Oct.: 5.0, Nov.: 5.6, Dec.: 5.2	(7/4/52-9/26/52) Title: Footlights Theater Sponsor: General Foods WCBS-Fri., 9:30 p.m. Aug.: 11.7, Sept.: 16.4 Separate series (1/6/53-6/23/53) Title: Demi-Tasse Tales Sponsor: Medaglia D'Oro Coffee WCBS-Tues., 10:30 p.m. Jan.: 14.7, Feb.: 17.0, March: 18.7
PHILADELPHIA		
(12/4/50-6/3/51) Title: Bigelow Theater Sponsor: Bigelow Carpets WCAU-Sun., 6:00 p.m. (thru April) WFIL-Mon., 8:00 p.m. (thru May) Jan.: 7.3, Feb.: 8.3, March 12.3, April 13.0, May: 8.5	(9/5/51-12/31/51) Title: Bigelow Theater Sponsor: Bigelow Carpets WFIL-Thurs., 10:00 p.m. Sept.: 8.0, Oct.: 9.8, Nov.: 13.3, Dec.: 10.3	(7/4/52-9/26/52) Title: Footlights Theater Sponsor: General Foods WCAU-Fri., 9:30 p.m. Aug.: 12.8, Sept.: 15.3
SAN FRANCISCO		
(12/4/50-6/3/51) Title: Bigelow Theater Sponsor: Bigelow Carpets KRON-Sun., 10:00 p.m. Jan.: 18.3, Feb.: 17.7	(9/5/51-12/31/51) Title: Bigelow Theater Sponsor: Bigelow Carpets KRON-Sun., 10:00 p.m. Sept.: 20.2, Oct.: 22.5, Nov.: 23.0, Dec.: 20.8	(7/4/52-9/26/52) Title: Footlights Theater Sponsor: General Foods KPX-Fri., 6:30 p.m. Aug.: 5.8, Sept.: 5.3



THE BILLBOARD TV FILM BUYING GUIDE

ARB Ratings of Non-Network TV Films

and markets in which they are currently rated

Table with columns: Comedy, No. Sets in Market, June ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes entries for Abbott & Costello, Life of Riley, and The Ruggles.

Table with columns: Documentary, No. Sets in Market, July ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes entries for Crusade in Europe, March of Time, and King's Crossroads.

Table with columns: Mystery, No. Sets in Market, July ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes entries for Boston Blackie, City Detective, and Meet the Victim.

Table with columns: News, No. Sets in Market, July ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes entries for Televiews Daily and United Press Movietone.

TV Station Film Buyers Pick

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

Table with columns: THEATRICAL, COMEDY, DRAMA, MYSTERY, WESTERN. Lists various film titles and their distributors.

TV FILM PURCHASES

Station KTVG, Oklahoma City, has purchased from CBS Television Film Sales the following shows: "Amos 'n' Andy," "Crown Theater," "Files of Jeffrey Jones," "Case of Eddie Drake," "Strange Adventure," "Art Linkletter and the Kids," "Holiday in Paris" and "Hollywood on the Line."

The Langendorf Bakers, who started with CBS' "Range Rider" in four markets in 1951, has recently added Chico and Monterey, Calif., to bring the total markets to nine.

Procter Television Enterprises sold "Orient Express" to WLBN, Muncie, Ind., for the Knapp Supply Company; to WDTV, Pittsburgh, for the Sung Drug Company, and to WHAM, Rochester, N. Y., for Harmin's Jewelers.

Consolidated Television Sales' "Station Starter Plan" of nine films has been sold to WBUF, Buffalo. "Hollywood Half Hour" has been sold to the Ford Dealers of Davenport, Ia., to be shown on WOC, and to WEWS, Cleveland.

"Captured" (formerly "Gangbusters") has now been sold by the NBC Film Division in 36 markets. New sales include: WAFB, Baton Rouge, La.; KTTS, Springfield, Mo.; KFOS, Lincoln, Neb.; KERO, Bakersfield, Calif.; KCOK, Tulane-Fresno, Calif.

"The Lilli Palmer Show" has been bought by the Conti Castile Company, to be shown in New York. NBC's "Daily News Report" has been purchased by the two Alaskan stations, KFIA in Anchorage and KFIF in Fairbanks.

"Your All-Star Theater" has been sold in over 51 markets by Screen Gems, Inc. Recent sales include: KMMT, Austin, Minn.; WTVP, Decatur, Ill.; WKJG, Ft. Wayne, Ind.; WLAM, Lewiston, Me.; WCCO, Minneapolis; WPMT, Portland, Me.; KTVU, Stockton, Calif., and KVOS, Bellingham, Wash.

Sponsors of "Your All-Star Theater" include: Empire Motors of Vancouver, B. C., on the

Bellingham station; Cott's Beverage in Portland and Lewiston, Me.; Gillie's Seat Cover in Ft. Wayne, and the First National Bank of West Palm Beach, Fla.

New local sponsors of "The Big Playback," another Screen Gem series, are: Industrial Trust Company of Providence, R. I., on WJAR, Providence, and Bonnie Dog Food Company on KTVU, Stockton, Calif.

"Rocky Jones, Space Ranger," half-hour United Television Programs' film has been sold to the following markets: Milwaukee, Minneapolis; Rock Island, Ill.; Rockford, Ill.; Madison, Wis.; Kalamazoo, Mich.; Green Bay, Wis., and Duluth.

United Television Programs has also racked up seven new markets for "Studio Telescriptions": Green Bay, Wis.; Harlingen, Tex.; Akron, O.; Bakersfield, Calif.; Eureka, Calif.; Medford, Calif., and Omaha, Neb.

Louis Weiss & Company, Los Angeles, last week sold tele rights for 52 first-run Western features to four stations. Buying were WOAI-TV, San Antonio; KLAS-TV, Las Vegas, Nev.; KONA, Honolulu, and WHYN-TV, Holyoke, Mass. Included are pictures featuring Bob Steele, Spade Cooley, Johnny Mack Brown, Rex Lease and Harry Carey. Additionally, KLAS-TV signed a contract for 89 20-minute slapstick comedies, 26 10-minute comedies, 26 "People and Places" short subjects, 15 animated cartoons, eight 20-minute Westerns, three 15-episode serials, of 30 to 40 minutes duration, and 26 features.

New UTP Show: 'Waterfront'

NEW YORK, Sept. 5.—United Television Programs this week added still another new video film show—"Waterfront"—to its growing roster of new properties to be distributed. Produced by Roland Reed, "Waterfront" centers around the life of a tugboat captain, as played by Preston Foster.

A deal for a regional sale in the Middle West is presently being worked out by United Television Programs. Shooting on the series should get under way shortly in Hollywood.

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 provide the total of the ratings to all opposition shown.

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.



**Cocoanut Grove,  
Ambassador Hotel,  
Los Angeles**  
(Saturday, August 26)

Capacity, 960. Price policy, \$2 cover. Shows at 10:30 nightly 9:30 and 12 Saturdays. Owner, Schine Hotel chain. Publicity, John M. Hayes. Booking policy, non-exclusive. Estimated budget this show, \$7,500. Estimated budget previous show, \$6,500.

**Gene Nelson is the star but Andy and Della Russell walk away with this show. Nelson does too much talk, too much singing and too much comedy, none of which he does well.**

Film dancer Gene Nelson is the current topline, but it's second-billed Andy and Della Russell who deliver the real entertainment. Nelson may be tops in taps, but he'll have to prepare a more solid nitery presentation if he expects to click with ringsiders outside the film colony. His present routines and manner lack pace and planning.

He opens with a poor song-dance bit, "This Belongs to Me," designed to prove that he can be stripped and robbed but no one can take away his terp talents. He then spends the next hour going contrary to the lyric. After admitting that all he can do is dance, he wastes time trying to sing, be funny, play the piano rather than display his terp talents. The result is a hodge-podge of mediocrity with an occasional flash of fine dancing. His gags sound like Joe Miller leftovers. His pallid vocal style suffers more than ever by comparison with the polished and professional Andy Russell who precedes him on the bill. Nelson gets laughs and hefty mitting, thanks to a loyal turnout of film people. He stays on far too long. His best, a spectacular "Tea for Two" encore.

The Russells click solidly in a well-paced combination of songs and laugh fare. Andy comes on with two solos, "The Way You Look Tonight," and "Heaven Help This Heart of Mine," the latter his recent Coral dinking. Della joins him for a couple of winsome rib-tickling ditties, "Don't Say Hello" and "The Honeymoon Is Over," followed by a "Roaring '20s" medley. Russell also plugged his old Capitol disk clicks with a chorus for each of "Besame Mucho," "Amor" and "Magic Is the Moonlight."

Show opens with Paul Neighbors' ork doing "Tilin Tilin." Holger and Dolores, acro dance act, spotlight a body-beautiful brunette tossed and contorted into palm pulling positions. Neighbors' ork capably backs the acts, with the batoner taking the emcee's role a bit too enthusiastically for the Grove where the "give 'em another hand" type of cheerleading seems out of place. Tico Robbins rumba combo (5) supplies the Latin beats for the customers.

Lee Zhito.

# Night Club-Vaude Reviews

**Hotel Radisson,  
Minneapolis**  
(Thursday, August 27)

Capacity, 150. Price policy, dinners from \$2.85. Shows at 8:15 and 11:15. Harry Calevas, manager. Marjorie Ellis McCrady, public relations. Booking policy, non-exclusive. Estimated budget this show, \$2,000; previous show, \$1,250.

**The show of Carl Ravazza plus Lucille and Eddie Roberts, latter in for third time in 18 months, is doing business. House sold out opening night.**

Carl Ravazza, and Lucille and Eddie Roberts, are doing repeats here and drawing extremely well. Opening night, when caught, every seat in the room was occupied.

The Roberts husband-wife team, in for the third time in 18 months, continues to amaze the pew-sitters, especially with Lucille's mentalist job as Eddie wanders thru the audience asking her to read off cards, papers, button emblems and inscriptions, and identify by name and town the person he is talking to at the moment. Eddie, in his two tricks, ribbon and card, keeps up a fast line of chatter, with Lucille throwing in an aside now and again, to draw good yocks.

Hampered by a siege of hay fever, Ravazza nevertheless did a creditable job of vocalizing, even tho he stayed away from the standards, except for his medley finale. A good showman, he did well on such tunes as "My Lady Loves to Dance," "My Heart is Yours," "All in the Game," "Rock, Rock, Rock." Got good mitting for his calypso song, without ork, "Joe," handled very well.

Don McGrane's seven-piece (including leader) ensemble does excellently, cutting show, dance and dinner music. His dinner seg includes the strolling trio of leader on the fiddle, a viola and an accordion playing semi-classics. Joan Montell, ork canary, handles her chores in fine manner.

Jack Weinberg.

**London Palladium**

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

**Frankie Laine's one of the biggest smash hits here. Pat Henning doing a repeat, is also big. Other acts on bill rate fair to bad.**

Mellowier this time than on his last Palladium appearance a year back, Frankie Laine used the caveman quiver less frequently than before. The new style voice projection gave him a more relaxed control, so that he gained his main vocal effects thru the throat rather than by a form of physical contortion many a performer in the lower brackets might envy.

For this reporter the quieter presentation was more pleasing than the old whip-cracking technique. But from the audience's hysterical reception to such oldies as "Jezebel," "Jealousy," "The Sunny Side of the Street," "Sleepy Time Down South" and a new (to Britain) number "Hey, Joe!" they didn't notice any difference, or if they did, they didn't care. However he presents himself, Laine remains one of the best-value acts ever to top the Palladium bill.

**Support Divided**

The supporting bill was curiously divided. Those Brazilian musclemen, Vic and Adio, rightly promoted on this appearance to close the first half, earn the biggest hand this reporter has ever seen for an act of their type. Pat Henning, held over from the previous run, went thru the same routine as before in his now familiar and brilliantly hoarse fashion. And the Three Hous, dropping fewer rings on this show than when last caught, put a polish and style into their fast-juggling which was bewildering to watch.

The McQuaig Twins obviously had everything in the manner of style and presentation except voices. But The Casavecchia, knockabout troupe, aren't ready for the Palladium yet, based on show caught. The Allen Brothers and June were only so-so.

Leigh Vance.

**Sands Hotel,  
Las Vegas, Nev.**  
(Monday, August 31)

Capacity, 444. Price policy, no cover, no minimum. Shows at 8:30 and 12:30. Operator, Jake Freedman. Producer, Jack Entreater. Publicity, Granoff-Freeman Associated. Estimated budget this show, \$15,000.

**Show of Ritz Brothers, Connie Russell and Eileen O'Dare runs fairly well, even tho the Ritz lads do the same act, and Miss Russell's jazz routine misses.**

Highlighting the show this week are the three Ritz Brothers, who are among the top favorites in Las Vegas. Getting off to a slow start thru routines not worth the effort, the Ritzes, midway thru their show, managed to click with new twists on some of their old tried and true gags.

In second spot was Connie Russell, who was pleasing to the audience until she got into the jivy groove, during which the guests for the most part sat on their hands. Never letting her listeners forget she is a "television star," Miss Russell ran the gamut from "Sister Kate," to "I Believe."

**O'Dare Acros**

Better than most acro-dance specialists was the show opener, Eileen O'Dare, a big girl whose loose limbs defy gravity and the laws of physical culture.

The Copa Girls of the chorus line, for some unexplained reason, continue the routines they have done for the past two Sands shows. By now they're getting very proficient, altho regular customers are tempted to head for the bar and wait for something they haven't seen before.

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

**Sahara, Las Vegas, Nev.**  
(Sunday, August 30)

Capacity, 550. Price policy, no cover, no minimum. Shows at 8:30 and 12:30. Operator, Milton Prell. Exclusive booker, Bill Miller. Entertainment director, Stan Irwin. Publicity, Larry Sloan. Show director, George Moro. Estimated budget, \$1,000.

**The Vagabonds scored a solid hit here, with the audience wild about them. Also on the bill are Maria Neglia, girl violinist; comedy acro team, Condos and Brandon, and ballet dancer, Nancy Crompton.**

The Vagabonds brought the highlights of their talent here, for the funniest routines ever to play the Sahara, and seldom matched anywhere along the Las Vegas Strip.

Minimizing such musical talent as they might have, the Vagabonds stress comedy, with horseplay at its peak in effectiveness. Their antics defy description, but it's sufficient to say that their audience topped the enthusiasm of any since the last appearance of the Lauritz Melchior troupe.

Supporting the Vagabonds as an adjunct to their act is violinist Maria Neglia, whose novelty routines with a fiddle are well received and highly entertaining.

**Acts Tailored**

Acts of the Condos and Brandon, tap-acro team, and of toe dancer, Nancy Crompton, were tailored in the Congo room to permit the Vagabonds more time onstage.

Once again, the George Moro chorus line productions were outstanding, being by far the most expensively-costumed and best-trained on the Strip. Music is by Cee Davidson and his orchestra, with background effects by the Skylarks. Ed Oncken.

**Palace, New York**  
(Friday, September 4)

Capacity, 1,650. Price range, 65 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly, Producer, Dave Bines. Played by Jo Lombardi's house ork.

**The accent is again on comedy in this week's line-up, plus a good backing of terp and novelty items. With one exception, all acts are Palace repeaters, with top comedy scoring stemming Joe Jackson Jr., Park and Clifford, Neal Keaton and Georgette Armfield.**

Dan Friendly has come up with an able Labor Day stanza booking chore. Every time this reporter sees him, Joe Jackson Jr. seems to get better at projecting his late, great father's tramp, bicycling panto. One of these days he'll likely be as good as was old man. As is, the act is a knockout.

Excellent also are the comedy, acro-dance routines of Park and Clifford. The pair has developed a thorough individualistic approach to selling hand balancing. Perhaps their sock comedy hype points up the excellence of their muscle work all the more. It's a great act. Also returning for a big laugh hand are Neal Keaton and Georgette Armfield with their ugly-ducking routine. The gimmick is ancient, but duo's fine timing and pacing puts act in the top laugh bracket.

Young John and Claire St. Claire get the bill off to a fast-stepping start. The team scores as it did when it was last on deck in the house last winter. Likewise on the terp side is a fine contribution on ballroom lifts and spins from Maurice and Maryea. The pair combines showmanship for class projection. If memory serves, the duo used to be members of the Aristocrats group. The current team-up looks a happy notion for the future.

Sole debuting act on the bill is Simpson's Humanettes, with Britishers Carl and Faith Simpson offering an exceptionally novel brand of marionettes. The act packs plenty of originality and imagination and should definitely become a crowd-pleaser over here.

Youthful Patti Parks could likewise be rated a new act, altho she has previously appeared at the house with her brothed. As a single, the youngster does a creditable ventro bit and steps a little on her own account. Her material sounds a trifle home-made, and her delivery needs seasoning, but the lass is cute and ingenious and sells accordingly. The wind-up spots Eve Walker, who rates a top-slot in the aerialist department. Either on high rope or trapeze, the gal has one of the smoothest deliveries in the business.

The pic is "The Girl Next Door." Bob Francis.

**The Crescendo,  
Hollywood**  
(Tuesday, September 1)

Capacity, 200. Price policy, \$5 for unlimited food and drink; \$1.50 cover week-ends. Operator, Bill Door. Booking policy, Associated Booking. Estimated budget this show, \$2,700.

Bill Door's new price policy, now in its third week, thus far gives indication of paying off. The "all-you-can-eat-and-drink plus entertainment for \$5" fare is attracting patrons who heretofore have shied away from the Sunset Strip for economic reasons. In the process this new patronage is getting its money's worth—and more. The entertainment, while not of the name variety, is substantially appealing.

Door is holding singer Jerome Courtland over an additional two weeks. Courtland, good looking and personable, possesses a good musiccomedy voice, tho short on volume, and carries himself with assurance.

Courtland's vocalizing is polished and listenable. His opener, "Join the Jubilee," is an up-tempo piece intended to garner attention. This it does satisfactorily and is easily contrasted with "C'est Magnifique." On night caught, however, young Courtland had difficulty in getting across to the audience, unfortunately competing with the clatter of knives and forks. By his third number, special material consisting of bits of operatic arias, Courtland was literally the center of attention. Other numbers on the program were "Black Is the Color of My True Love's Hair," a folk tune well done; "Across Tomorrow Mountain" and "Soliloquy," from "Carousel," which he rendered in true musiccomedy style.

Anne Moore, talented Negro pianist-singer, rounds out the bill with accomplished works that range from the classics to boogie-woogie, jazz and calypso. She is a performer of unusual talents who can belt out the melodies both vocally and instrumentally. She does an effective job with "Old Man River" as an instrumental solo seguing into a jazz version of constant toe-tapping proportions.

Dick Hazard Trio does an effective job of backing and supplying dancing fill-ins to keep the floor packed. Ed Velarde.

**Caught Again**

**LATIN QUARTER, NEW YORK:** The addition of Jackie Bright, billed as the "Krazy Auctioneer," adds considerably to a show that is already solidly commercial. Bright's giveaway routine (pipes, cigarettes, perfume, etc.) is handled with such skill that even his ribs at the products he gives, plus his studied insults of customers participating for prizes draws yocks. And yocks is what this show needed. His baby diaper routine (three guys use dolls in a race against each other) was another laugh puller. TV shows looking for comedy novelties should take a look at Bright's  
(Continued on page 44)

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## Acts Who Compete On TV Shows May Wish They Hadn't If They Lose, Outside Dough May Drop; Shows Need Wise Buyers

NEW YORK, Sept. 5. — Acts taking the one shotters on the talent competition TV shows are finding out that such jobs are cutting their regular salaries. If they win, their outside salaries haven't changed. If they lose, they're in trouble. Not only are their cafe salaries sliced, but even their club date salaries, which in many cases is their chief bread and butter today, take nose dives.

This reverse English on TV shots has placed some of the TV talent competition shows in a spot where they come up with acts that meet with only tepid outside approval, even the studio audiences applaud like crazy.

Godfrey's move a few weeks ago in refusing to use acts hired for his "Talent Scouts" show—because he claimed they weren't good enough—was a recent example.

### Reason Given

It is charged that if the shows are poor and the talent mediocre on such TV shows as Godfrey's "Talent Scouts," Fred Allen's "Judge for Yourself," ABC's "Chance of a Lifetime" and NBC's "Ladies Choice," it is because talent, the prime ingredient of each program, is kicked around, left to a secretary to audition and is the cheapest thing on the show.

The Fred Allen show, for example is budgeted for around \$30,000, including air time. Allen gets a chunk; package owners get theirs; writers, producers, etc., get theirs, but talent, the prime requisite, gets scale or about \$200 each, win, lose or draw. The pro judges (three) get \$100 each, and the amateur judge who's choice coincides with that of the pro panel gets \$1,000.

Scale on the Godfrey show is a little higher, because it is simulcast. It is doubtful, however, that it exceeds \$750 exclusive of music. "Talent Scouts" budget is a deep secret. It is interesting to note, however, that when Godfrey refused to use the acts chosen for him on a recent show, sponsors refused to pay a \$55,000 tab, according to well-placed insiders. The matter of the \$55,000 is still to be decided. It is said

that the chances are that Godfrey and CBS will split it between them.

What kind of talent will be acceptable to the TV competitive shows is also rather confusing. The Fred Allen show, for example, has already informed agents it will not use acts which have appeared on the Godfrey show. This, of course, doesn't limit the quantity of acts available. There are plenty of novelties, flash, singers and comics available. An offer of \$200, less commission, isn't being turned down by many small acts or by their agents. The immediate cash holds greater lure than the doubtful future.

### Best in "Town"

The TV show with the greatest chance for talent both as a showcase and immediate cash returns, the ideal combination for acts, is Ed Sullivan's "Toast of the Town." Sullivan started off with a small budget. Today his show pays big salaries, is a showcase recognized nationally and, what is perhaps equally important, doesn't produce its acts in competition against each other. But unlike the others, talent for "Toast of the Town" is looked at by keen judges who know talent, have bought and sold it for years. It is not left in the hands of secretaries and small-time agents whose only objective is to make a quick buck.

## Soble Tabloid For 18 Cities

HOLLYWOOD, Sept. 5. — Lee Soble has set a new tabloid revue titled "Parade of Stars of Tomorrow" in 18 California cities, starting October 16 at the 4,500-seat Municipal Auditorium, Long Beach.

Talent line-up thus far includes disk jockey Johnny Grant, KMPC, who will emcee; singer Patricia Lynn, and orkster Harry Fields.

Soble has guaranteed the sponsors of the tour a minimum of

## CHI-CHI CUISINE OFFERED VEGAS

LAS VEGAS, Nev., Sept. 5. —The latest gimmick to be tried by a Las Vegas, Nev., hotel to attract business is chi-chi cuisine rented from what is probably the highest-priced restaurant in the country. The deal was started with the Chambord Restaurant, New York, and offered to three Vegas rooms, all of whom, it is claimed, are interested. The plan is to have the hotel announce "Chambord Cuisine—French Dishes" service, etc.

Phil Rosen, owner of Chambord, would send his chef, meat and vegetable buyer plus other assistants, who would set up a Chambord system, tho not at Chambord prices. The deal is being set by Marty Baum, of the Baum-Newborn Agency. Hotels in Las Vegas said to be interested are the Flamingo, Last Frontier and the Sands.

## ASKED BACK

## London Vaude Books Laine Twice in Yr.

LONDON, Sept. 5. — Frankie Laine becomes the first performer booked by the Palladium to make a second appearance in the same year. Two weeks before Laine opened his scheduled two-week season on August 31, all but a few of the very top price seats were sold out. With his successful pre-London tour whipping up interest, the Palladium found it was turning away many hundreds of would-be customers from lack of space. With the 1953 vaudeville season due to end with a two-week turn from Bob Hope starting September 14, Palladium manager Val Parnell took the unprecedented step of asking Laine to come back after the Hope bill for an additional week.

The Palladium seats 2,200 at prices between 99 cents and \$1.82 and usually carries around three of four hundred standees for top name appearances.

\$1,000 against 50 per cent of the net, with various sponsoring organizations footing the bill.

## AGVA Lays Down Law on G.I. Shows

NEW YORK, Sept. 5.—A mass audition for acts to work in Germany, for U. S. Army posts, civilian clubs and in other Western European cities, brought a stiff warning from the American Guild of Variety Artists that unless the booker-agent guaranteed payment and agreed to other conditions protecting American performers, it would not permit actors to take the jobs.

The Albert Licart Agency, operating in Europe, appointed Roy Freeman, a former lieutenant in the U. S. Army Special Service in Western Germany, to bring in about 25 acts. The request was for singers, both sexes, and comedy emcees. The supply of European novelty acts is plentiful.

The agency claimed it could line up jobs in 400 base clubs in West Germany operated by the U. S. Army, plus jobs in civilian clubs in Belgium, France, Germany and England. The agency promised a minimum of six months' work at salaries ranging from \$125 to \$250 a week.

### \$75 a Week

AGVA charged that acts don't get anywhere near that. Jackie Bright, AGVA official who did a European stint some months ago, said that acts usually get \$75 a week and have to do unlimited number of shows, have to audition for army officers, "each one of whom thinks he's a Billy Rose, and if the officer doesn't like the act, the act is cancelled and doesn't get paid. It's a common practice to issue contracts for \$30 a job. The post officer, however, pays the actor only \$25. Who gets the \$5, nobody knows. But on top of that, the agent gets a commission on the \$30, which means the act gets only \$22, if the post officer or whoever does the auditioning likes him."

AGVA has demanded that first of all, the Army no longer be considered the employer; that Licart be the employer and be responsible for full salaries; that minimums be \$125 and six

months' work be guaranteed. It also wants no free auditions and no cancellations—all contracts to be pay or play. Other demands are that no acts are to do more than seven shows a week, with extra shows to be paid for on a pro rata basis.

To guarantee these conditions, Licart is to put up a cash bond of \$10,000, sign an AGVA contract, and pay the welfare fund contribution of \$5.50 per person per week. Negotiations are now going on between AGVA and Freeman.

## AGVA Contributes By Bistro Ops Held Illegal

ATLANTIC CITY, Sept. 5.—Night club operators are subjecting themselves to Federal prosecution if they accept independent contractor agreements from acts and then pay the \$2.50 welfare contribution to American Guild of Variety Artists, Col. Maurice Lutwack, counsel for the Theater Restaurant Owners of America, warned Wednesday at a meeting here of the org's executive board.

Lutwack pointed out that, even tho a contract has been signed between the club and AGVA, payment of the \$2.50 cannot be made if the act is an independent contractor. He said that, under the present minimum basic agreement, only acts who are employees under the law can benefit by the insurance clause, that all independent contractors are responsible for their own insurance, and that AGVA cannot legally force a club to pay welfare benefits for them. Lutwack said that he would contact AGVA and see if an act, who is an independent contractor, could pay the insurance himself in the manner of the acts on the Midwest fair dates who worked for non-AGVA agents.

The meeting, which was held at the Atlantic City home of George Hamid, saw the ranks of the operators gaining strength in their proposed drive to gain relief on the 20 per cent tax, and plans were formulated for route buying. Only Music Corporation of America has indicated a willingness to play ball with the ops on this plan, but it was generally felt that all the agencies would go along when they saw the many weeks Theater Restaurant Owners of America could provide.

### AGVA Disagrees

NEW YORK, Sept. 5.—AGVA national counsel took sharp issue with TROA's attorney, Maurice Lutwack, terming his statements "weird."

"His statement that operators are subjecting themselves to Federal prosecution is as weird an interpretation of the law as we've heard," said Frank Reel, of Silverstone & Rosenthal, AGVA chief counsel.

"If Lutwack is talking about the Taft-Hartley law," Reel continued, "he should know that it doesn't apply. The National Labor Relations Board has already passed on that point when it refused jurisdiction because the night club industry was not in interstate commerce. But even if the Taft-Hartley law did apply, it has nothing to say about independent contractors. It deals with employees and employers."

## Clark Indicted on 50G Tax Charge

HOLLYWOOD, Sept. 5.—Wilber I. Clark, operator of the Desert Inn, Las Vegas, has been indicted by a federal grand jury on charges of evading \$50,000 in income taxes for the years 1946 and 1947.

The indictment was returned in the court of U. S. Judge Harry C. Westover and Clark was released on his own recognizance pending trial. A trial date has not been set.

## Christine Into Sahara at 25G

HOLLYWOOD, Sept. 5.—Las Vegas' Sahara Hotel has reversed its decision not to play Christine Jorgenson and has set the act starting November 3 at \$25,000 for the two-week stand.

The Sahara withdrew its objection when Eddie Rio, of the American Guild of Variety Artists, presented the hotel with a "pay-or-play" policy.

Last June the resort hotel said it was cancelling the appearance because of misrepresentation, citing articles "indicating (Jorgenson) is not and never can be a woman."

Rio disclosed that he has set Kay Smith as AGVA rep in Las Vegas because of the increased amount of business in that area.

## IF BERLE GIVES IT'S RARE ENUF

LAS VEGAS, Nev., Sept. 5. —When Milton Berle worked the Sands, he gave Nick Kelly, room manager, a black star-sapphire ring as a going-away present.

"Be careful of that ring," said Berle. "Those stones are very rare."

"Rare?" said four captains standing by. "Here look at this!" as they showed their hands out. Each one of the four captains wore an identical ring.

## IF IT AIN'T THE HEAT--

## Blame Long Holiday Wk.-End For the Slim-Gross Blues

NEW YORK, Sept. 5. — The sizzling heat wave was the major subject of conversation here last week. If business was off—it was the weather. If deals fell thru—it was the weather. If it wasn't the weather, it was the long Labor Day week-end.

Agents said their phone bills have probably jumped considerably, not because of increased business but because of the lengthy conversations comparing weather notes.

Stem business also dropped off. Even the cuffo audiences at TV shows declined. "When they don't come out when it's for free—brother, it's hot," said one network exec.

The air-conditioned theaters and clubs didn't expect to be hurt by the prolonged heat wave. But after a few days of it, and no relief in sight, they also began to feel it. Chief reason was that people simply didn't leave their homes.

The Paramount, with Martin and Lewis, which looked for a \$140,000 for the first week on the basis of the early business, missed by almost \$20,000. With Labor Day big week-end coming up, it is expected that the second and final week will be a record breaker. But now with the heat continuing, the outlook is less optimistic.

Other theaters are in a similar position. The Music Hall and the

Roxy, which do a large business with out-of-town tourists, also saw a slackening attributed to the weather.

### Cafes, Too

Cafes were hurt by the same climatic hoopla. The Latin Quarter, which is by far the busiest club in town, fell off slightly. The Copa did only so-so. The Riviera (no air-conditioning, but an open roof on the shores of the Hudson River) also was hit. Oddly enough, the most expensive club in the area, the Versailles, did capacity business, with its George White unit probably staying on until the snow flies.

Talent offices slowed down to a walk. General Artists Corporation, which recently finished an expensive remodeling job, closed Friday at noon. Offices are not air-conditioned because RKO building doesn't permit window units to extend beyond the building line. Music Corporation and the Morris office, completely air-conditioned, let most of their people out early to take advantage of the upcoming week-end holiday.

But if business was on a "it's-too-hot-to-talk-about-it" basis, a sharp pick-up is expected right after Labor Day. Buyers of talent are busy. Shuttered clubs are re-opening and everybody is optimistic. Whether this optimism will be justified after a few weeks remains to be seen.



## JATP Set for Far-East Trek, Starting Nov.

NEW YORK, Sept. 5.—Norman Granz has set his "Jazz At the Philharmonic" unit for a three-week tour of the Far East in November, after the JATP crew winds up its forthcoming one-nighter trek thru the United States and Canada. The package will play dates in Tokyo, Japan; Hong Kong, China; Sidney, and Manila, P. I., marking the first time that JATP has carried its special brand of commercial jazz to Asia and Australia. JATP has twice played thru Europe and last spring was the first American musical group to play England in more than 18 years.

This year's JATP package, which tees off its American tour in Hartford, Conn., on September 11, will feature Ella Fitzgerald, Gene Krupa, Oscar Peterson, Roy Shavers, Ben Webster, Flip Phillips, Lester Young, Willie Smith, Benny Carter, J. C. Heard, Ray Brown, Herb Ellis and Bill Harris. The unit will play 58 dates in the United States and Canada. Cities lined up include Hartford, Conn., September 11; Philadelphia, 12; Washington, 13; Norfolk, Va., 15; Richmond, Va., 15; Baltimore, 16; Newark, N. J., 17; New York, 19; Boston, 20; Montreal, 21; Toronto, 23; Buffalo, N. Y., 24; Pittsburgh, 25; Detroit, 26, and Chicago, 27. The group will head south and west after the Chicago date.

## Hal Davis to Write Disk, Talent Col.

NEW YORK, Sept. 5.—Hal Davis, Kenyon & Eckhardt veepee, is set to do a records and talent column for Family Weekly, new Sunday supplement which debuts September 13 in 36 newspapers. Combined circulation of the papers is estimated at 750,000. The supplement is aiming at 100 newspapers when all expansion plans crystallize. Davis is well known in pop music circles, having been closely associated with orkster Benny Goodman, Columbia Records and other organizations and music projects prior to his K&E post.

## POP-C.&W.-R.&B.

# Demarcation Lines Are Growing Hazy

By BOB ROLONTZ  
NEW YORK, Sept. 5.—The lines of demarcation in the disk business, those arbitrary lines that set off pop from c.&w., and the latter from r.&b. disks, have grown hazy during the past few weeks. Five records, hits in one of three fields, have jumped over the demarcation lines recently to become hits in others. The five platters are Darrell Glenn's "Crying in the Chapel" on Valley, which has made it in the c.&w. and the pop field; the Rex Allen version of the same tune on Decca, which made it first in c.&w. and next in pop; the Orioles version of the tune on Jubilee, which made it solidly in r.&b. and in pop; Rusty Draper's "Gambler's Guitar" on Mercury, which has broken out in the hillbilly field after becoming a big pop hit, and "A Dear John Letter" by Jean Shepard and Ferlin Huskey on Capitol, which is now breaking thru into the pop markets. It is not rare to have a record sell in more than one market, but it is unusual to have five platters do it within a month's time. Occasionally the jump is due to the general appeal of the tune, sometimes to the strength of the artist, and occasionally to the all-round production of the disk itself. "Crying in the Chapel" is the perfect illustration, at this moment, of the wide appeal of a tune in all fields. It is true that there are no lines of demarcation

## MAN, DIG THAT JAZZBO SING

NEW YORK, Sept. 5.—Rumor had it that Al (Jazzbo) Collins would sing on his next Capitol single release. Up to now, Collins has stuck to narration with his Grimm fairy tales for hip kids. When asked about his new career, Collins stated that he intended to sing "like Mario Lanza or Dizzy Gillespie or one of those cats."

## Decca Adds to Jazz, Hillbilly, R.&B. Rosters

NEW YORK, Sept. 5.—Milt Gabler, Decca a.&r. chief, has signed jazz pianist Eddie Haywood to a term pact. The artist was last with the label in 1947. On the hillbilly level, Paul Cohen has nixed the country thrush, Sunshine Sue.

The diskery's bid for a growing share of the rhythm and blues business was also strengthened this week by two new signings. Bobby Shad, recently-named head of the department, has inked songstress Margie Day, formerly of the Dot label, and tenor saxist Lucky Thompson.

# BB Charts Show Growing Disk Pop Singles Rivalry

11 Labels Share 20 Top Spots; RCA Hasle; Capitol 3 of 1st 5

Continued from page 1

London, Mercury, M-G-M and Valley. That the competition among labels is increasing is evidenced further by checking the best-seller lists for the three weeks previous to this issue. The August 22 and 29 issues listed nine labels in the top 20. Last week 10 labels were represented. Checking the sides and labels listed among the top five sellers, Victor dominated the charts for the last three weeks with three out of five listings. Capitol and Dot held the other two positions.

This week, however, Capitol moved into the top five listing with both "Oh" and "Dragnet."

### Victor Dominates

It is interesting to note that Victor continues to dominate the top 10 listing, with five sides against Capitol's three and one each for London and Dot. Listings for the August 22 and 29 issues showed Victor with six out of 10.

Newest label to jump into the charmed circle is Cadence, with Julius La Rosa's "Eh Cumpari." The disk which has stayed on the charts longest is Eartha Kitt's "C'est Si Bon," which has been listed for 24 weeks. Eddie Fisher's "I'm Walking Behind You" has been on the charts for 17 weeks, while the Les Paul-Mary Ford disk "Vaya Con Dios" and Perry Como's "No Other Love" have been best sellers for 13 weeks. Still big sellers after a dozen weeks are "P.S. I Love You" by the Hilltoppers and "You, You, You" by the Ames Brothers.

Dance bands are represented on the chart by the Pee Wee Hunt and Ray Anthony orks, tho the latter band hit, oddly enough, in dance tempo. The Paul-Ford team, Como, Fisher, Joni James and Frankie Laine are among the disk artists now considered to be consistent sellers who are on the charts.

Among those artists who have

## Piano Disks to Be London's Class. Release

NEW YORK, Sept. 5.—London Records' first classical release following the close of its fall promotion (DB) plan in mid-September will be limited to piano records. The unusual issue features eight keyboard artists performing works on 17 LP disks. Artists are Backhaus, Gulda, Curzon, Kempf, Katchen, Weisz, Blancard and Blumenthal.

Meanwhile, the label is rushing out three albums in a special release due next week. Included are a new recording of "I Pagliacci," featuring tenor Mario Del Monaco, a performance of Ravel's "L'Heure Espagnole," under Ansermet, and the pop set, "Ted Heath at the Palladium."

# 1953 Disk Sales May Equal Or Surpass Peak of 1947

First Four Months of U. S. Tax Bite Points to Banner 172 Millions

NEW YORK, Sept. 5.—Record industry executives believe it possible that sales this year may equal those in the industry's peak year — 1947. This thinking is based on the excise tax collections reported thus far by the Commissioner of Internal Revenue on sales of phonograph records. If the rate of increase shown thus far this year continues thru December, collections can equal and, perhaps, top excise tax receipts for the year 1947. In 1947 tax collections reached \$8,189,412 on sales at the manufacturer level of \$81,894,120. Retail sales were over \$172,000,000.

Since the tax is 10 per cent of the manufacturers' first billing price, the actual sales at that level are 10 times the tax figures. The rate of increase shown for sales made during the first four months of 1953 (January thru April) is 29 per cent over the tax collected in the same period of 1952. This is the first time in three years that a significant increase in phonograph record excise taxes has been reported: Total taxes for the first four months were \$3,107,370. Average collections for the same period in the three previous years was \$2,314,203.

Taxes collected for sales during January, 1953 totalled \$844,179. During 1947, the peak year, taxes for sales during the same month were \$707,305. Taxes collected for sales made in February this year were \$836,000. This also tops the figures for 1947, but is below the \$957,106 collected for sales in February, 1948. Tax collections for sales made in March are only 12,000 below the March, 1947, figure; while April taxes are also lower than those for 1947, but substantially higher than those for the years from 1948 thru 1952.

### Strong Summer

The execs generally believe the summer business this year was strong enough to continue the heavy increase already noted officially thru government figures. In effect, they believe the figures

bear out the optimistic sales reports and estimates which individual manufacturers have issued. The Billboard previously noted that conservative industry estimates for sales this year (The Billboard, August 29) came up with a total yearly gross sale of about \$152,000,000 at the retail level. It is now considered possible that this figure may reach 1947's total of \$172,000,000 in retail record sales.

The report of the Commissioner of Internal Revenue on excise tax collections is probably the best gauge of total industry sales that can be secured. This is the position being taken by the Record Industry Association of America, Inc.

The tax is applied to all records (Continued on page 34)

## Feature Hi-Fi At Trade Show

CHICAGO, Sept. 5.—The first International Sight and Sound Exposition was held at the Palmer House September 1-3 with a heavy and steady attendance of consumer on-lookers.

Every effort was made to attract and invite the public to the showing which included 69 exhibitors in the high fidelity field. Radio and television spots were made periodically, inviting the public to hear the latest in hi-fi.

A Zenith spokesman in the merchandising department said, "This is the first time we have shown or participated in a show of this type, and the response shown our hi-fi equipment was tremendous. We knew we would have many hi-fi enthusiasts viewing the equipment, but the response was overwhelming."

Among the 69 hi-fi exhibitors were the Admiral Corp., Crosley, General Electric Co., the Hallcrafters Co., Jensen Manufacturing Co., Lion Manufacturing Co., Magnecord, Inc., Motorola, RCA Victor, Webster-Chicago and Zenith.

# Merman-Martin TV Bit for Decca Disks

Firm Gets Rights for Ford Anniversary Sketch After Many Okays on Royalties

Continued from page 1

absorb the still heavy costs, the records will be specially priced at a level unusual in the current disk market.

The 12-minute package will be issued on a single 12-inch, 78 r.p.m. vinylite record which, thru the use of semi-microgroove cutting, will take six minutes of music on each side and still be capable of playing with a standard-groove needle. This disk will be offered at the suggested list of \$2.80 plus tax. The large semi-microgroove, 78 r.p.m. disk, tho frequently used in Europe, is a domestic novelty.

### EP and LP's

The set will also be released on a single, seven-inch extended-play disk, made to sell at the same \$2.80 list. This is twice the usual EP price for a pop slicing. In addition, a 10-inch LP will be released featuring the duet on one side and four other selections by the singers on the flip. Price of this package will be \$3.85.

On Decca's part, the promotion campaign will involve extensive use of television, radio, newspaper advertising and dealer selling aids. Copies of the album will be sent to the diskery's entire "A" deejay list, comprising some 1,800 platter spinners. A TV spot cam-

paign will be conducted in major cities, with a more extensive drive skedded for radio. Press coverage via news releases, reviewer copies and dealer co-op advertising will be the most am-

(Continued on page 34)

## ASCAP and SACM Sign Mexican Pact

NEW YORK, Sept. 5.—American Society of Composers, Authors and Publishers has concluded a deal with the Mexican performing rights society, SACM, whereby the latter will represent ASCAP in Mexico. This means ASCAP, thru SACM, will collect fees for uses of its members' music in Mexico.

The deal is not reciprocal. SACM is represented in the United States by Broadcast Music, Inc.

ASCAP was represented in the negotiations by Herman Finkelman, the Society's general counsel, and Wallace Downey, the Society's Latin-American expert.



# Petrillo & Board to Lay Plans For New Disk, AM-TV Pacts

• Continued from page 1

records, but also to television film—perhaps ultimately to all film.

When first blueprinted five years ago, the trust fund principle received the green light from the Department of Justice, which studied it to ascertain whether it conflicted with any regulations in the Taft-Hartley Act.

## Two Points

Other matters which the executive board is believed likely to consider in relation to the upcoming disk negotiations are: (1) The advisability of seeking a raise in scale for disk dates, in view of the fact that there has been no raise in the scale since

1948, and (2) examination of the advisability of seeking a raise in the percentage accruing to the MPTF from disk sales.

With regard to the matter of a

## Pincus Forms Music Corp.

NEW YORK, Sept. 5.—George Pincus, who recently severed his relationship with Shapiro-Bernstein, where he had been general manager, has organized the George Pincus Music Corporation.

Details of Pincus' set-up have not yet been revealed, but it is known he is already meeting with writers in all fields—including pop, rhythm and blues, country and educational. He also plans to acquire some film music. Details, including where Pincus will establish headquarters, are expected shortly.

new TV-AM network pact, which is expected to be worked out following the disk negotiations, it is known that the AFM will consider seeking tighter regulation of recorded music on AM and TV programs.

The AFM-network TV and AM pact has an importance transcending the immediate parties involved, because this pact sets the pattern for contracts covering use of local musicians on indie outlets thruout the country.

## Cap's Fowler, Cook For Coast Huddles

HOLLYWOOD, Sept. 5.—William Fowler, general manager of Capitol Records Distributing Corporation and vice-president of Capitol Records, Inc., and Hal Cook, national sales manager of the platter, arrive here for conferences with Cap home office executives this week.

## 50G Bowl Suit Re 'Pilgrimage'

HOLLYWOOD, Sept. 5.—The Hollywood Bowl Association is seeking \$50,000 damages from three producers of a movie version of the "Pilgrimage Play" in a suit filed in Superior Court here (1).

Charging it was refused an accurate accounting of the profits, the Bowl group filed its suit against J. Ernest Bass, described as head of Preferred Pictures Corporation, and Sidney A. Schwartz and Ralph Ravenscroft, associates of Bass.

The suit states that the three men signed a contract with the Bowl in April, 1949, under which the association was to receive 33 1/2 per cent of the profits. The film was made in October, 1949, and since then, the suit follows, the company has refused an accurate accounting of the profits. In addition, the Bowl Association complained that the defendants assigned the picture to others without authority and permitted showing of the films over television, a right which the Bowl contends it had reserved for itself.

## AMP Expands Coast Activity

HOLLYWOOD, Sept. 5.—Charles A. Wall, prexy of Associated Music Publishers, wholly owned subsidiary of Broadcast Music, Inc., has expanded activities of its Western office here.

Office, managed by Carl Post, has snared a substantial amount of public performances of royalty music from symphony orchestras, music groups and universities in 11 Western States, to which have been added Oklahoma, New Mexico and Utah.

Post recently concluded a deal with the University of San Francisco Music Department and its choral group, the famed Schola Cantorum, whereby the latter will use 80 per cent of the music they perform at concerts in the Bay Area, from Associated catalogs.

In addition, the Tulsa and Los Angeles Philharmonic orks have upped their schedule of rental music of catalogs represented by AMP. Capitol Records recently waxed two longhair albums, the Villa-Lobos "Nonetto" and "Quatuor" and the Hindemith "The Four Temperaments."

## NAMM Strong For T-H Law

WASHINGTON, Sept. 5.—National Association of Music Merchants is taking a strong stand against "weakening" the Taft-Hartley Law. The association has warned members to write to their congressmen in protest against what it described as a proposed Presidential message calling for a "return to the one-sided Wagner Act."

NAMM particularly protested the following proposed changes as "most detrimental to retailing": Removal of the ban on secondary boycotts; return of the closed shop, and pre-emption of federal law over State law, which NAMM said would deprive small business of "the protection which many States have provided against indefensible union tactics."

## RADIO-TV DISK SALES

# Mail Order Houses Set Up Time Buys

• Continued from page 1

mail order on radio again. Tops believes that "shoddy" merchandise sold last year by some pitchmen may have damaged the market in some areas.

These five firms are considered to be the major operators in this field, but there are reported to be at least a dozen more operating territorially. In addition, of course, there are the many retail outlets which buy time locally to sell the regular disks pressed by major and independent firms.

### Imitations

The mail order firms ordinarily sell packages of 16 or 18 pop tunes pressed on three or four micro-grooved, 78 r.p.m. disks. The masters are cut for them by various indies and are usually close imitations of the big hit versions sold thru retail stores. Prices charged the customer vary from \$2.39 to \$2.98 for the entire package. Major suppliers of masters for the big mail order houses have been Eli Oberstein's Varsity and Royale labels, Tops and Prom. Some firms have made deals with individuals to cut special versions for the mail order market. In almost every case, however, the mail order firm does not deal with artists, musicians or publishers and doesn't own the masters.

Almost all mail order sales are on a c.o.d. basis, and refusals by customers are known to run as high as 25 to 30 per cent. It is estimated that each package refused costs the shipper about \$1. In order to keep refusals at a minimum, it is necessary to ship

## Victor Issues New Series of Catalogs

NEW YORK, Sept. 5.—RCA Victor is issuing a series of new catalogs covering various types of recorded music. The diskery has completely revised the format of its "Music America Loves Best" catalog and is starting shipments on new country and western, Spanish, German, Italian, Greek and Polish record catalogs.

The "MALB" catalog for September has been cut down in size by the elimination of some cross-indexing and fewer duplicate listings. Listed are all children's and classical releases and pop and international best-sellers issued thru September. The catalog continues the listing of Victor's "101 Best Sellers" and has added a section devoted to basic pop and classical libraries.

Ready for delivery on September 1 will be the new country and western catalog, which lists all disks in this field issued in the past year plus the best-selling items from the previous year's catalog. The foreign language catalogs will be issued to all dealers free of charge.

all packages within 48 hours after orders are received. This, say the mail order experts, doesn't give the customer "a chance to cool off on the idea."

### Name Incentive

Song Trade Hits Company last year used such names and semi-names as Snooky Lanson and Bill Lawrence as added incentives. This year, the firm's topper, Joe Pinkus, will pitch Arlene James, Jeff Clark, Jack Russell and two sides by Dean Martin. The latter disk is a bought master on which Martin sings "Oh, Marie" and "Walkin' My Baby Back Home."

It is generally agreed that little or no knowledge of either the music or record business is needed in order to be fairly successful in selling disks via mail order. It is absolutely necessary to have experience in mail order selling. Pinkus, for example, has been

(Continued on page 18)

## UN Sung THRU Sells 36 Million Kidisks

NEW YORK, Sept. 5.—A record artist who can lay claim to the title of "Fast selling artist in disk history" is also a young lady who has remained almost in complete anonymity both within the trade and to the record buying public. The thrush's name is Anne Lloyd, and she has been cutting kidisks for Simon & Schuster's Golden label since 1948. Miss Lloyd has sold over 36 million Little Golden disks — and hasn't collected a penny in royalty money. Still under contract to record for the diskery on non-royalty terms, Miss Lloyd says, "I like it that way."

Of interest is that the 36-million figure is the total sale on a little over 230 sides cut and released by the label. About 35 more Little Golden sides are now in the can. Miss Lloyd has also cut 40 sides for S&S's Big Golden disks, and five sides for Pocket Books' Bell line. Three of the latter are now on releases. Not one of the Lloyd waxings for Golden has topped a million. Biggest seller is "How Much Is That Doggie in the Window?" which hit 750,000.

### A "Piper" Too

In addition to her solo efforts, Miss Lloyd waxes innumerable sides for S&S as part of a group called the Sandpipers. Adding these disks to her solo performances racks up a total of 320 released kidisk sides. As part of the group, Miss Lloyd topped the million mark with "Bibbidi Bobbidi Boo" and reached it with "Whistle While You Work" and "Who's Afraid of the Big Bad Wolf?"

Six years ago the thrush was signed to Mercury Records, but

## WAYNE FINDS SHOWBIZ EASY

CHICAGO, Sept. 5.—Bobby Wayne, Mercury singer, received a phone call from MCA Tuesday (1) afternoon advising him that he was headlining the bill at the Edgewater Beach Hotel's Marine Dining Room the same night. Bobby's wife hastily packed his belongings and with the aid of a fast plane he made the 7 p.m. show in Chicago on time. Ah, this easygoing show business.

## 6 Old Kenton Disks Mapped By McGregor

HOLLYWOOD, Sept. 5.—McGregor Records, widely known for its transcription library and square-dance disk catalog, has formulated plans for the release of at least six old Stan Kenton sides cut by the band in 1940 for the firm's transcription service.

McGregor indicated that legal wrangles have been ironed out with the American Federation of Musicians and that approval for the release of the old masters has been given by Kenton and his manager, Bob Allison.

Since the sides were originally cut by McGregor for transcription use, they will have to pay all sidemen the prevailing AFM scale for phono recording sessions. Kenton had no contract with any recording company at the time the wax was made. Despite the fact that McGregor has additional sides cut by Kenton after the 1940 date, they will not be allowed to use them since the orkster was then under contract to Capitol.

Sides to be released include "Two Guitars," "Blues in Asia Minor," "La Cumparsita," "Harlem Folk Dance," "Deep River," "Two Moods" and the Kenton theme. Wax will be released on LP's and EP's only, with no plans for single records intended.

## Coral Buys Two Steele Masters

HOLLYWOOD, Sept. 5.—Coral Records purchased two masters from publisher Mickey Goldsen this week, setting the team of Jon and Sondra Steele with the platter. Steele's deal with the label is on a one-shot basis with options.

Wax scheduled for release this week is tagged, "Don't Bring Your Heartaches to Me" and "My Heart's Desire."

## Merc Records Sets Foreign Distributorships

CHICAGO, Sept. 5.—Mercury Records has filled in its foreign distribution set-up. The entire catalog is available in the following foreign countries and will be distributed by the following organizations which will also do their own pressing:

### France

Les Productions Phonographique Francaises (Blue Star), Paris

### Belgium, Holland and Luxemburg

Nederlandse Gramofoonplaten-fabriek N. V.

Verkoopmaatschappij "Bovema" Bronsteeweg 49 Heemstede, Holland

### Switzerland

Turicaphon A. G. Reidikon Bei Uster Switzerland

### Austria

Aurtrophon Schallplatte Konzerthaus Vienna, Austria

### Germany

Deutsche Austrophon G. M. B. H. Bleichenbrucke 10 Hamburg 36, Germany

Mercury signed two-year contracts with the firms beginning September, 1953.

## Allen Makes Big Disk Bid

NEW YORK, Sept. 5.—Steve Allen, who has clicked strongly in radio and television, is making a strong bid for favor as a recording artist. Recently signed by Brunswick, he cut the first of a series of "Bebop Fables," fairy tales narrated in hip style, but now is planning more extensive work in the wax medium.

Brunswick next week will release a novelty disk by Allen, featuring the r.&b.-slanted ditty "But Officer," backed by an Allen-penned answer opus called "But Baby." Also in the works are a series of Christmas songs, in addition to use of the artist as vocalist for occasional pop material of a lighter nature. A piano album is also planned. Allen, too, will write special material for his own use, as well as for other artists on the label. His contract with the diskery runs for two years.

## UCLA to Resume Course in Lyrics

HOLLYWOOD, Sept. 5.—University of California, Extension Division, has set its annual course in lyric writing, starting September 22, with ASCAP songscribe, Hal Levy, instructing.

Seminar is the only recognized course of its kind in a major university. Scheduled to appear as guest lecturers are lyricists Leo Robin and Harold Adamson, Victor Young, Harold Arlen, composers Jay Livingston and Ray Evans, singer Margaret Whiting, publishers Sammy Friedman and Fred Raphael, and Sonny Burke, of Decca Records.

Levy disclosed that 23 of the 100 students taking the course in its first semester have had songs accepted by publishers.

## COLUMBIA BIDS WITH TUCKER POP RELEASES

NEW YORK, Sept. 5.—The recent Columbia Records releases of Richard Tucker singing "Carissima" and "The Loveliness of You" marks the latest attempt by disk executives to make important pop artists out of talent usually associated with classical recordings. Tucker is Columbia's answer to Mario Lanza and Jan Peerce on the Victor label, tho Lanza has always been a stronger pop artist than a classical seller, despite his appearance on the Red Seal label.

This is Tucker's first venture into the pop market, and the first time in years that Columbia has

attempted such a move. Columbia has, however, moved Tucker for this release to the pop label and is selling the disk at pop prices. Victor has usually kept its longhairs-gone-pop at Red Seal prices.

In addition to the success of Lanza in this field, Victor also hit the jackpot years ago with Peerce's waxing of "Bluebird of Happiness," and has done well in the past with Patrice Munsel and Robert Merrill. Victor, too, has recently marketed the William Kapell version of Rachmaninoff's 18' Variation on the Paganini

(Continued on page 43)



# CURRENT **CORAL RECORDS** CLICKS!



## RAY BLOCH'S FROM HERE TO ETERNITY

*and* RE-ENLISTMENT BLUES

Coral Record 61045 (78 RPM)  
and 9-61045 (45 RPM)



## KAREN CHANDLER'S

# MADONNA

*and*  
TRANSFER

**CORAL RECORDS**  
America's Fastest Growing Record Company  
(A subsidiary of DECCA RECORDS, INC.)

Coral 61034 (78 RPM) and 9-61034 (45 RPM)



# Music as Written

## RAY PEARL ORK TO N. O. ROOSEVELT...

The Ray Pearl ork will return to the Roosevelt Hotel, New Orleans, for four weeks beginning November 19. Pearl will follow Frankie Carle, with the booking set by the McConkey Artists Corporation.

## GRAMOPHONE MERGES WITH MERC OF DALLAS...

Gramophone Enterprises, with record distributing branches in Dallas, Oklahoma City and New Orleans, has completed a merger with Mercury Records of Dallas. New firm, to be called Southern-Mercury Corporation, will continue with H. C. Townsly and Everett DeGolyer Jr. at the helm. Bob Dunbar, general manager of the far-flung Gramophone firm, has left the firm and will announce future plans soon.

## CHURUMBELES IN TEX. BEFORE N.Y. DATE...

The Churumbeles, a nine-piece orchestra under the direction of Jose Fernandez Ruiz, are appearing at the Alameda Theater, San Antonio, Tex. The group originally came from Madrid and has spent the past two-and-a-half years in Mexico City. Following their stay in San Antonio they go to the Lain Quarter in

New York City. While in San Antonio, they have signed Elisa Davila, local mambo dancer, to appear with them.

## STEARNS AND STAFF OUT FOR "TIMES"...

Julie Stearns, general professional manager of Broadcast Music, Inc., leaves September 8 with his staff to work on his No. 1 plug, "Many Times," penned by Jessie Barnes and Felix Stahl. En route to the Coast, Stearns will make stops in Pittsburgh, Detroit, Cleveland, Chicago and St. Louis. George Furness will accompany him as far as Detroit, while Harold Wald will cover the South.

## MYERS, SCHIRMER IN "MANDALAY" DEAL...

Philadelphia music publisher, James E. Myers, set a deal with G. Schirmer, Inc., New York City, for his Myers Music firm to promote one of Schirmer's top copyrights, "On the Road to Mandalay." The Schirmer firm has worked out a copy, mechanical and performance deal with Myers Music to exploit the standard in the pop field. According to Myers, several recording companies are set to cut the ever-green for the teen-age market.

## New York

Frances Wayne and hubby Neal Hefti are celebrating the birth of a boy, Paul Anthony, at Faulkner Hospital, Boston, Monday (31).

Jim Lynch, who now heads the Coral operation for Boston's Mutual Distributing, will be feted at a cocktail party there next Tuesday (8). Coral brass and artists will attend... Singer Wanda Morrell bowed in at Montreal's Chez Paree this week as part of the Sammy Davis Jr. package.

Nat Cole will be in New York next week to prepare for his first stint on the "Show of Shows" TV stanza. Cole, who finished at Chicago's Blue Note this week, will hit the road with the "Biggest Show of '53" the end of September... The Chamber of Commerce of St. Augustine, Fla., is running a contest on Sammy Kaye's Columbia cutting of "The Mission of St. Augustine." Winner of the contest will get an expense-paid trip to St. Augustine. Contest calls for a letter concerning the lyric of the tune, said letter to be sent to a disk jockey. The contest will be nationwide.

Verna Leeds, who recently cut "Love in Bloom" for Jubilee Records, has just penned a new ditty, "I Wanna Yodel." Derby Records pacted 16-year-old thrush Linda Marshall this week. Young singer, a Philadelphian, has sung on the Paul Whiteman show... Karen Chandler plays a week at the Triton Hotel in Rochester starting September 7, and then does two weeks at the Chicago Theater starting September 18... Hal Smith is now representing Regent and Valleydale Music in Nashville... Warbler Pat Terry will be one of the judges of the Mrs. America contest at Asbury Park, N. J., on Sunday, September 13. This is better than singing?... Ricky Hale will appear on the Fred Allen TV seg over NBC Tuesday (15) after he completes a week's engagement in Philadelphia... Oscar Cohen is back at Associated Booking Corporation as assistant to prexy Joe Glaser... Louise Goodman will leave Columbia Transcriptions the end of September to take over as production manager for the Haydn Society label... The Four Freshmen have played the Crest Lounge in Detroit so often over the past year that the club has

added an extra room — named The Four Freshmen... A new label, Noctourne Records, has just cut vocalist Sonny King with the Five Cleffs and the Frank Fay ork. Disk will be released shortly. Label is headed by Jimmy Kronides, Ray Porter and Oscar Wellington... Jo Ann Lear, thrush with the Gira label, is out on a personal appearance and promotion tour of New Jersey and Eastern Pennsylvania cities to plug her waxing of "What Would I Do."... Publisher F. Pierre Ribert, of Editions Metropolitan in Paris, returned to the French capital this week... M-G-M thrush Joann Tolley plays two days at the Baybrook, Westhaven, Conn., tonight (5) and Sunday (6). The M-G-M "Summer Sweetheart" contest for the chantress was won by a listener of deejay Tom Edwards of WERE in Cleveland... Betty Madigan will be on the bill of the last flesh show at the Capitol Theater in Washington on September 24... Fran Warren is set for two weeks at the Chez Paree in Chicago starting September 19... The G. C. Murphy Company is not handling the Bell label's 35-cent line of records in its chain stores as erroneously stated in The Billboard of August 29... Apex Records, Canadian label, has pacted the Maury Kaye combo, featuring singer Dino Vale. Diskery has also pacted the Perry Carmen Quartet, now appearing at the Chez Paree night club in Montreal. Both groups are managed by Eldon Associates.

Norman Granz and his "Jazz at the Philharmonic" has been booked for a one-night stand at the Municipal Auditorium, San Antonio, on October 1.

Chicago

Radio-TV stars Studs Terkel, Chet Roble and Bill Leach performed recently in a benefit performance for Paul McKnight, the former drummer in Frankie Masters' band. McKnight has been seriously ill for the past eight months. Benefit was held in the Logan Square Masonic Temple... Don Reed around town pushing Tony Iavello's Della Records waxing of "This Is New York." Iavello uses his orchestra and chorus on this tune.

Margaret Whiting, Capitol artist, in town last week to do a show at the National Automatic Merchandising Association banquet. She also made a tour of the deejays... Gertrude Neisen in town for a short stay before returning to the West Coast... Jimmy (Dancing Shoes) Palmer, currently in for a five-week appearance with his orchestra at the Melody Mill, being conducted around town by Howard Christiansen plugging Jimmy's recording of "Oh"... Hots Michels, who bills himself as "The Musical Wizard of Mental Telepathy," is currently appearing at the College Inn of the Hotel Sherman where he rotates the musical chores with TV personality Chet Roble. Hots is the son of Walt Michels, who wrote "San" with Lindsay McPhail.

MCA recently re-signed the Danny Ferguson orchestra to another five-year pact starting November 8. Ferguson winds up an eight-month stay at Robert Driscoll Hotel, Corpus Christi, Tex., in January

Barbara Belle in town for a short stay on her way back to Los Angeles after a promotion trip covering 15 cities pushing "Ya-Ha-Bibiti" by Champ Butler on Columbia... Irv and Bob Siegal, of Seebro Products, are now distributing the new and enlarged lines of Peter Pan children's records and the low-priced Parade LP and EP disks.

Art Talmadge, Mercury vice-president, currently in Hollywood where he is cutting a Vic Damone session with Richard Hayman. Bernice Parks cut a Mercury session in Chicago last week. Morris Price, vice-president in charge of sales at Mercury, back on the job after a vacation.

Radio station WSEL-FM celebrated its formal opening with a cocktail party Wednesday (2) in the studio. Station is headed by veteran newspaper columnist Bill Irwin, who does the radio-TV print for the Sun-Times. Station is on a seven-and-one-half-hour daily sked of classical, semi-classical and show tunes recorded music.

Don Reid, originally set to open at Iroquois Gardens, Louisville, September 14, will instead move into Milwaukee's Schroeder Hotel for two weeks beginning September 15. He will go to the Louisville spot October 12 for three weeks.

Hal Kaitchuck, of Majorette Records, new diskery, has lined up Hy Frumpkin, Chicago distributor, plus 33 other distributors around the country. All promotion is centered on "Why Not Say Yes?" backed with "I Can't Get You Out of My Heart."... Jim Lowe, composer and Mercury artist on "Gambler's Guitar," has been booked for a four-week stint in the Marine Dining Room of the Edgewater Beach Hotel. Dorothy Hild will do a complete production number based on the tune. Jim was recently presented with a painting by Sam Deland, who depicted his impressions of Jim's tune, "Lighthouse."... Ted Weems and his orchestra are currently on a one-nighter trek which takes them thru Arkansas, Kansas, Oklahoma and Texas, winding up with a week's stand at Sheppard Air Base, Wichita Falls, Kan., beginning September 13.

## Hollywood

Singer Joe Graydon, formerly with the Gordon Jenkins ork, has opened his own niter in Long Beach, Calif. It's tabbed Joe Graydon's Supper Club... Robin Bruin is the new disk jockey over at KWVK with a 2:30 to 5 early-morning show... Jerome Courtland held over for two weeks at the Crescendo... Thrush Jo Ann Greer joins the Les Brown ork for the stand at the Hollywood Palladium... Perry Como now heard out here thrice weekly via KHJ radio on the "Perry Como Show."... Singer Mary Rose Bruce and her personal manager, Max Lutz, off on a five-week disk jockey and TV guest tour thru the South. Miss Bruce is heard on both RCA Victor and Modern Records. Lutz is footing the bill for the trek which winds up in New York in October... Add new labels making their bow in the disk business—Eastman in the pop field, and Million Dollar in rhythm and blues.

Bunny Robyn, formerly chief engineer with Universal Records, has opened his own recording studio here... Indie platter Palace Records has signed the Crew Chiefs, vocal group, and the Vespia Brothers... Mercury Records a.k. chief Richard Hayman in town over the weekend... Vocalist Artie Wayne set to slice four sides for Mercury, with Harold Mooney conducting. Heavy promotion slated for Mickey Katz's first non-dialect recording tagged "Sheherazade"... The European transportation strike may disrupt Katherine Dunham's projected American theater tour. Her "large show" theater props and luggage are stranded in Morocco with no immediate means of removal here... Chuck Miller Trio, who returned to the Palladium last week (4), set for a wax date with Capitol Records, with Dave Dexter conducting... Joseph Gershenson, head of the Universal-International music department, will handle the musical direction on the studio's Technicolor feature, "The Glenn Miller Story"... Harold Stern and his "Singing String" revue have been signed for a run in Eastern hotels

## Pop-C.&W.-R.&B.

Continued from page 15

of this is Jimmy Wakely, who after a number of hits in the pop field had a hard time with his former Western fans.

This same rigid line holds true in both the sacred and spiritual fields. Fans do not seem to want their religious artists to sing of anything but the better world to come, and they equate pop platters with worldliness and often with sin.

Manufacturers try again and again to hit more than one market with a record artist. Sometimes they will aim a disk at both the r.&b. and pop fields, or both the country and pop markets. It appears that deliberate attempts to do this usually create a disk that is neither fish nor fowl. The disk that makes it in two markets seem to be more a case of accident than planning, except with a mighty strong artist or a very powerful and appealing tune.

following their stand at the Statler here.

Bob Larsen, WEMP, Milwaukee, d.j., visiting in town. Bob came with a fierce sunburn acquired at Malibu... Other visiting jocks included Bob Maxwell, WWJ, Detroit, and Jim Ameche, WJJD, Chicago... Georgia Carr waxed two at Capitol last week with Nelson Riddle conducting.

## Detroit

Jerry Harris, of Park Avenue Record Distributors, advises that his firm has taken over distribution for the new Horizon Record line, established by Don Large... Leonard B. Smith, official Detroit bandmaster, was presented with the key to the city by Mayor Lloyd E. Roulet of Toledo, during his appearance as guest conductor with the Toledo Civic Concert Band. He's the third man in show business to receive this honor; his predecessors were Joe E. Brown and Danny Thomas.

## Philadelphia

Clarence Fuhrman has already been signed to return his music making to Ocean City, N. J., for a fifth season next summer of municipally-sponsored dances and concerts in the resort's Music Hall... Mike Pedicin ushers in the new season September 8 at La Maina's Lounge on the Jersey side, giving way to The Crackerjacks on September 29, with the Matys Brothers taking over the stand on October 20... Leonard Rosen's Marlyn Records has taken Dr. William Richter's "Oh, Oh, Willie, Behave," for the Aqua String Band to record.

ANOTHER BMI "PIN-UP" HIT

TOO YOUNG TO TANGO.

Recorded by TERESA BREWER... (Coral) JOEL GREY... (MGM) SUNSHINE RUBY... (Vic.) JUNE ANTHONY... (Okeh)

Published by BRENNER MUSIC, INC.



The Terry Theme from "LIMELIGHT" —instrumental—

"Eternally" from "LIMELIGHT" —vocal—

BOURNE, INC.

"The Best Way to Hold a Girl"

Recorded by SONNY CURTIS Coral Records

KEYS MUSIC CO. 146 W 54th St., N. Y. C.

Bing Crosby sings... Mademoiselle de PAREE

DECCA #28814

MILLS MUSIC, INC.



Strutting to the top... GUY MITCHELL singing CHICKA BOOM

Columbia #40035 SANTI JOY, Inc.

## Draper Heads Bill In Brussels Vaude

BRUSSELS, Belgium, Sept. 5.—The Alhambra Theater opened a season of vaudeville August 29 with a 10-act bill headed by American dancer Paul Draper. Lew Colewis will act as emcee. The program remains for two full weeks.

In that line-up of the bill were Dora and Lee, dance duo; Geo and Bilbo, clowns; Marc and Cleo, illusionists; The Matthews, comedy; Dolores Miranda, Spanish dancer; Roland Truchot, singer-talker; Lillian and Henry Van Dyke, ballet; the Cellar Rats of Saint-Germain des Pres, French novelty act, and Ray Weiss and d'Orval, ballroom dancers.

THE LANCERS




SWEET MAMA, TREE TOP TALL

by Jerry Meacham on TREND RECORDS

HOLLIS MUSIC, INC.

Great! Tommy EDWARDS SO LITTLE TIME



by Alan Logan and Bill Bell on MGM RECORDS

HOLLIS MUSIC, INC.

WOODY HERMAN'S New Sensation KIND OF MOODY

Vocal by Clark Curtis

WOODY HERMAN and the New Third Herd on MARS RECORD M-800 (45-800)

ROBBINS MUSIC CORPORATION

"GAGI"



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



*Jean Shepard sings*

"Forgive Me  
John"

"My  
Wedding  
Ring"

— the eagerly  
awaited answer to  
"A Dear John Letter"  
with narration by

**FERLIN HUSKEY**

Published by  
**AMERICAN MUSIC, INC.**  
9109 Sunset Blvd.

— a fine performance of a song  
that's destined to become a  
big hit in the country  
music field.

Published by  
**CENTRAL SONGS, INC.**  
4527 Sunset Blvd.



on Capitol Record No. 2586







**IT'S YOUR MOVE FOR BIGGER SALES!**

**JONI JAMES**

MY LOVE MY LOVE

YOU'RE FOOLING SOMEONE

MGM 11543 78 rpm • K 11543 45 rpm

**PAT O'DAY**  
and the Four Horsemen

A DEAR JOHN LETTER

NO STONE UNTURNED

MGM 11566 78 rpm • K 11566 45 rpm

**BILLY ECKSTINE**

ST. LOUIS BLUES—PARTS I and II  
with the METRONOME ALL STARS

MGM 11573 78 rpm • K 11573 45 rpm

**BILLY ECKSTINE**

IT CAN'T BE WRONG

I CAN READ BETWEEN THE LINES

MGM 11550 78 rpm • K 11550 45 rpm

**FRAN WARREN**

SHAKE A HAND

THE ANGEL PASSED BY

MGM 11583 78 rpm • K 11583 45 rpm

**ACQUAVIVA**  
and his Orchestra

INCONSOLABLE (JE TRAINE MON DESTIN)

LA BRILLIANTE (THE SHINING ONE)

MGM 30797 78 rpm • K 30797 45 rpm

**THE ELLIOTT BROTHERS**  
Lloyd and Bill and their Orchestra

STEEL GUITAR RAG

ESTRALITA (LITTLE STAR)

MGM 11559 78 rpm • K 11559 45 rpm

**GINNY GIBSON**

DANSERO

NO MORE TEARS

MGM 11571 78 rpm • K 11571 45 rpm

**LESLIE CARON and MEL FERRER**

HI-LILI, HI-LO

LILI AND THE PUPPETS

MGM 30759 78 rpm • K 30759 45 rpm

**BOB SANTA MARIA**

IF YOU SAID GOODBYE (T'HO VOLUTO BENE)

THE NIGHT HOLDS NO FEAR

MGM 11564 78 rpm • K 11564 45 rpm

**ART MOONEY**  
and his Orchestra

LOVE BIRDS

NIGHT MUST FALL

MGM 11570 78 rpm • K 11570 45 rpm

**LEROY HOLMES**  
and his Orchestra

JULIE

SO THIS IS LOVE

MGM 11569 78 rpm • K 11569 45 rpm

**HANK WILLIAMS**

I WON'T BE HOME NO MORE

MY LOVE FOR YOU (HAS TURNED TO HATE)

MGM 11533 78 rpm • K 11533 45 rpm

**LITTLE RITA FAYE**

ALABAMA

JOHNNY'S GOT A SWEETHEART

MGM 11565 78 rpm • K 11565 45 rpm

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT

The Billboard Music Popularity Charts  
**HONOR ROLL OF HITS**

**The Nation's Ten Top Tunes**  
... for Week Ending September 5

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 | Chart       |
|---|-----------|-------------|
| <b>1. Vaya Con Dios</b>   |           | <b>1 12</b> |
| By Larry Russell-Buddy Pepper & Inez James—Published by Ardmere (ASCAP)   |           |             |
| BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS: G. Lombardo, Dec 28780; B. London, Crystalette 654; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 2514.  |           |             |
| <b>2. Crying in the Chapel</b>  |           | <b>3 8</b>  |
| By Darrell Glenn—Published by Valley (BMI)  |           |             |
| BEST SELLING RECORDS: J. Valli, V 20-5368; R. Allen, Dec 28758; Orioles, Jubilee 5122; D. Glenn, Valley 105. OTHER RECORDS AVAILABLE: J. T. Adams, Republic 7052; E. Fitzgerald, Dec 28762; Four Dukes, Duke 116; K. Griffin, Col 40062; A. Lund, Coral 61018; B. Smith, Meteor 5010; Sunshine Boys, Bibletone 2114; Sister Rosella Tharpe, Dec 48302; W. Tuttle, Cap 2545. |           |             |
| <b>3. You, You, You</b>   |           | <b>2 10</b> |
| By Lotar Olias 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.  |           |             |
| <b>4. No Other Love (M)</b>   |           | <b>4 13</b> |
| By Richard Rodgers & Oscar Hammerstein—Published by Williamson (ASCAP)  |           |             |
| BEST SELLING RECORD: P. Como, V 20-5317. 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. TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.  |           |             |
| <b>5. Oh</b>  |           | <b>6 9</b>  |
| By Bryan 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; K. Griffin, Col 40062; Sauter-Finegan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.   |           |             |
| <b>6. I'm Walking Behind You</b>  |           | <b>4 18</b> |
| 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.   |           |             |
| <b>7. P.S.: I Love You</b>  |           | <b>7 12</b> |
| 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 2717; C. Stapleton, London 282; S. Stitt, Prestige 757. TRANSCRIPTIONS AVAILABLE: Gloria De Haven, Thesaurus.   |           |             |
| <b>8. Dragnet</b>   |           | <b>10 3</b> |
| By Walter Schumann—Published by Alamo (ASCAP)   |           |             |
| BEST SELLING RECORD: R. Anthony, Cap 2562. OTHER RECORDS AVAILABLE: B. Morrow, V 20-5398.   |           |             |
| <b>9. Song From Moulin Rouge (F)</b>  |           | <b>8 23</b> |
| 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; W. Manone & Town Criers, Atlantic 15001; Mantovani, London 6328; N. Morales, V 20-5324; M. Royal, Mercury 70140; V. Young, Dec 28675.                        |           |             |
| <b>10. With These Hands</b>   |           | <b>9 9</b>  |
| By Abner Silver-Benny Davis—Published by Ben Bloom (ASCAP)  |           |             |
| BEST SELLING RECORD: E. Fisher, V 20-5365. OTHER RECORDS: G. Lombardo, Dec 28780; J. Ray, Col 40006; J. Stafford, Col 40034.  |           |             |

- Second Ten**
- |                       |                                 |    |    |
|-----------------------|---------------------------------|----|----|
| 11. C'EST SI BON      | Published by Leeds (ASCAP)      | 14 | 8  |
| 12. I BELIEVE         | Published by Cromwell (ASCAP)   | 13 | 28 |
| 13. HEY, JOE          | Published by Tannen (BMI)       | 16 | 2  |
| 14. EBBTIDE           | Published by Robbins (ASCAP)    | 19 | 2  |
| 15. APRIL IN PORTUGAL | Published by Chappell (ASCAP)   | 11 | 23 |
| 15. GAMBLER'S GUITAR  | Published by Frederick (BMI)    | 12 | 11 |
| 17. ETERNALLY         | Published by Bourne (ASCAP)     | 19 | 3  |
| 18. MY LOVE, MY LOVE  | Published by Meridian (BMI)     | 17 | 2  |
| 19. DEAR JOHN LETTER  | Published by American (BMI)     | —  | 1  |
| 20. BUTTERFLIES       | Published by Santly-Joy (ASCAP) | 17 | 8  |

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MAKE FRIENDS WITH RECORDS





# Buyboard

## TOP SELLERS— POPULAR

Based on Actual Capitol Sales Reports

1. DRAGNET  
DANCING IN THE DARK ..... R. Anthony ..... 2562
2. VAYA CON DIOS  
JOHNNY (IS THE BOY FOR ME)..... L. Paul & M. Ford ..... 2486
3. OH!  
SAN ..... P. Hunt ..... 2442
4. PROUD NEW FATHER  
CLAP YOUR HANDS ..... J. Standley ..... 2569
5. A DEAR JOHN LETTER  
I'D RATHER DIE YOUNG (THAN GROW  
OLD WITHOUT YOU) ..... J. Shepard & F. Huskey 2502
6. HALF A PHOTOGRAPH  
ALLEZ-VOUS-EN ..... K. Starr ..... 2464
7. I LOVE PARIS  
GIGI ..... L. Baxter ..... 2479
8. SAN ANTONIO ROSE  
DOODLE-DOO-DOO ..... J. Carr ..... 2557
9. FROM HERE TO ETERNITY  
ANYTIME—ANYWHERE ..... F. Sinatra ..... 2560
10. ELAINE  
CORNFLAKES ..... L. Baxter ..... 2579
11. IF LOVE IS GOOD TO ME  
A FOOL WAS I ..... N. Cole ..... 2540
12. 40 CUPS OF COFFEE  
OH! YOU CRAZY MOON ..... E. M. Morse ..... 2539
13. JACK AND THE BEANSTALK  
SNOW WHITE AND THE SEVEN DWARFS ..... A. Collins ..... 2580
14. TROPICANA  
JULIE ..... L. Baxter ..... 2568
15. APRIL IN PORTUGAL  
SUDDENLY ..... L. Baxter ..... 2374
16. AFFAIR WITH A STRANGER KISS AND RUN  
RICOCHET ..... V. Young ..... 2543
17. NO MATTER HOW YOU SAY GOODBYE  
GOIN' STEADY ..... B. Hutton ..... 2522

## LATEST RELEASE

No. 385

- LITTLE ORPHAN BOY  
I'M GONNA SAIL AWAY ..... The Smith Brothers... 2582
- SCHEHERAZADE  
SHE WALKS PAST HIS WINDOW EVERYDAY ..... Mickey Katz ..... 2583
- YOU GOTTA HAVE A LICENSE  
THERE'LL BE NO OTHER ..... Tommy Collins ..... 2584
- LONG, LONG, LONG  
CAREFREE ..... Axel Stordahl ..... 2585
- FORGIVE ME JOHN  
MY WEDDING RING ..... Jean Shepard & Ferlin Huskey ..... 2586

## june christy

sings 2 exciting sides

"NOT I"  
"WHEE BABY"

— on Record No. 2590

## 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 & F. Huskey..... 2502
2. YESTERDAY'S GIRL  
JOHN HENRY ..... H. Thompson ..... 2553
3. RUB-A-DUB-DUB  
I'LL SIGN MY HEART AWAY  
H. Thompson ..... 2445
4. THAT'S WHAT I'D DO FOR YOU  
BABY MY HEART  
F. Young ..... 2570
5. BORN AGAIN  
FROM MOTHER'S ARMS TO KOREA  
Louvin Brothers ..... 2510
6. I HAVE BUT ONE GOAL  
THE SINNER'S DREAM  
Smith Brothers ..... 2492
7. CRAZY MOON  
OUT OF MY MIND  
J. Work ..... 2565
8. I FORGOT MORE THAN YOU'LL  
EVER KNOW  
POOR BOY, RICH LOVIN'  
S. James ..... 2508
9. FORGIVE ME JOHN  
MY WEDDING RING  
J. Shepard & F. Huskey ..... 2586
10. YOU'LL DIE A THOUSAND DEATHS  
HOW MUCH ARE YOU MINE  
F. Huskey ..... 2558

## BEST SELLING— POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY  
Jackie Gleason ..... 352
2. NAT "KING" COLE SINGS FOR  
TWO IN LOVE  
Nat "King" Cole ..... 420
3. CAN-CAN  
Original Broadway Cast ..... 452
4. THE DESERT SONG  
Gordon MacRae & Lucille Norman 351
5. LOVER'S RHAPSODY & SONGS  
FROM LOVER'S RHAPSODY  
Jackie Gleason ..... 366
6. GERRY MULLIGAN AND HIS  
TEN-TETTE  
Gerry Mulligan ..... 439
7. JOE "FINGERS" CARR AND HIS  
RAGTIME BAND  
Joe "Fingers" Carr ..... 443
8. INCA TAQUI  
Yma Sumac & Moises Vivanco... 423
9. THE HIT MAKERS!  
Les Paul & Mary Ford ..... 416
10. SKETCHES ON STANDARDS  
Stan Kenton ..... 426
11. THE ANTHONY CHOIR  
Ray Anthony ..... 442
12. THE PARK AVENUE HILLBILLIE  
Dorothy Shay ..... 444
13. PREMIERED BY ELLINGTON  
Duke Ellington ..... 440

## BEST SELLING— CLASSICAL ALBUMS

Based on Actual Capitol Sales Reports

1. GERSHWIN—"CONCERTO IN F FOR PIANO  
AND ORCHESTRA"  
The Pittsburgh Symphony Orchestra Con-  
ducted by William Steinberg; Leonard Pen-  
nario, Piano ..... 8219
2. PIANO MUSIC OF SPAIN  
Leonard Pennario, Piano ..... 8190
3. KHACHATURIAN—"SELECTIONS FROM GAYNE  
BALLET SUITE, NO. 1"  
Fabien Sevitzky Conducting The Indianapolis  
Symphony ..... 8233
4. GERSHWIN—"THEME FROM RHAPSODY IN  
BLUE" & "THREE PRELUDES FOR PIANO"  
Paul Whiteman, Leonard Pennario... 8206
5. MAHLER—"SYMPHONY NO. 1 IN D MAJOR"  
The Pittsburgh Symphony Orchestra Con-  
ducted by William Steinberg ..... 8224
6. KHACHATURIAN—"GAYNE BALLET & MAS-  
QUERADE SUITE"  
Fabien Sevitzky Conducting The Indianapolis  
Symphony Orchestra ..... 8223
7. TCHAIKOVSKY—"HIGHLIGHTS FROM THE  
SWAN LAKE"  
Roger Desormiere Conducting The French  
National Symphony Orchestra ..... 8237
8. FRANCK—"SYMPHONY IN D MINOR"  
Vladimir Golschmann Conducting The St.  
Louis Symphony Orchestra ..... 8221
9. PROFIEV—"THE LOVE FOR THREE ORANGES"  
& "LIEUTENANT KIJE"  
French National Symphony Orchestra Con-  
ducted by Roger Desormiere ..... 8149
10. TCHAIKOVSKY—"THE NUTCRACKER SUITE"  
& "THE SWAN LAKE"  
French National Symphony Orchestra Con-  
ducted by Roger Desormiere ..... 8140
11. TCHAIKOVSKY—"DANCES FROM THE SWAN  
LAKE"  
Roger Desormiere Conducting The French  
National Symphony Orchestra ..... 8213
12. VILLA-LOBOS—"NONETTO" & "QUATUOR"  
Roger Wagner Conducting The Concert Arts  
Players and The Roger Wagner Chorale  
..... 8191
13. SCRIBAN—"POEM OF ECSTASY, OP. 54,"  
—"A PAGAN POEM"  
The Paris Philharmonic Orchestra Conducted  
by Manuel Rosenthal ..... 8188

the  
inimitable  
one and  
only

## JAZZBO COLLINS

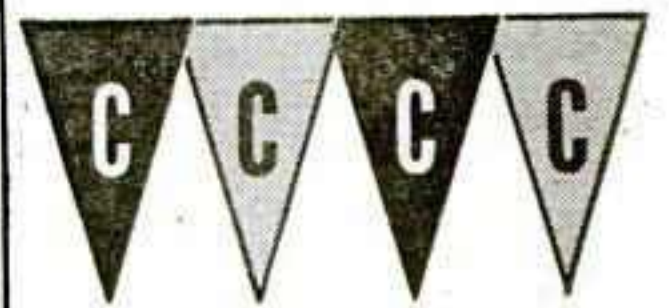
follows up his  
first laugh-riot with two  
new, hilarious fairy tales

## "JACK and the BEANSTALK"

and

## "SNOW WHITE and the SEVEN DWARFS"

with Lou Stein at the piano  
On Capitol Record No. 2580



A great big cheer  
for this one!

## "Collegiate"



by  
Joe "Fingers" Carr

and his Ragtime Band

backed  
with  
"THE ONE  
CALLED REILLY"

On Record  
No. 2581





The Billboard's Music Popularity Charts

# Favorite Tunes

... For Week Ending September 5

## 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.	CRYING IN THE CHAPEL (R)—Valley	2	7
2.	I'M WALKING BEHIND YOU (R)—Leeds	1	18
3.	VAYA CON DIOS (R)—Ardmore	4	11
4.	I BELIEVE (R)—Cromwell	5	18
5.	YOU, YOU, YOU (R)—Mellin	6	8
6.	NO OTHER LOVE (R) (M)—Williamson	3	11
7.	APRIL IN PORTUGAL (R)—Chappell	9	22
8.	SONG FROM MOULIN ROUGE (R) (F)—Broadcast	10	22
9.	P. S.: I LOVE YOU (R)—La Salle	7	9
10.	OH (R)—Feist	8	5
11.	WITH THESE HANDS (R)—Bloom	12	7
12.	ETERNALLY (R)—Bourne	11	4
13.	RUBY (R) (F)—Miller	13	19
14.	GOD BLESS US ALL (R)—Brewster	13	2
15.	SEVEN LONELY DAYS (R)—Jefferson	—	18

## 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	Nearness of You (R)—Famous—ASCAP
April in Portugal (R)—Chappell—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
Baby, Baby, Baby (R)—Famous—ASCAP	Oh! (R)—Feist—ASCAP
Big Mamou (R)—Peer—BMI	P. S.: I Love You (R)—La Salle—ASCAP
C'est Si Bon (R)—Leeds—ASCAP	Return to Paradise (R) (F)—Remick—ASCAP
Crying in the Chapel (R)—Valley—BMI	Sitting in the Sun (R)—Berlin—ASCAP
Ebb Tide (R)—Robbins—ASCAP	Someone's Been Reading My Mail (R)—Witmark—ASCAP
Eyes of Blue (R) (F)—Paramount—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
Granada (R)—Peer—BMI	Tell Me That You Love Me (R)—T. B. Harms—ASCAP
Hi-Lili-Hi-Lo (R) (F)—Robbins—ASCAP	Vaya Con Dios (R)—Ardmore—BMI
I Believe (R)—Cromwell—ASCAP	With These Hands (R)—Ben Bloom—ASCAP
I Guess It Was You All the Time (R)—Famous—ASCAP	You Too, You Too (R)—E. B. Marks—BMI
I Love Paris (R) (M)—Chappell—ASCAP	You, You, You (R)—Mellin—BMI
If Love Is Good to Me (R)—Redd Evans—ASCAP	Your Cheatin' Heart (R)—Acuff-Rose—BMI
In the Mission of St. Augustine (R)—Republic—ASCAP	
My One and Only Heart (R)—Roncom—ASCAP	

### Top 10 in Television

All Roads Lead to the Fiesta (R)—Speer—BMI	No Other Love (R) (M)—Williamson—ASCAP
Doggie in the Window (R)—Santly—ASCAP	Sitting in the Sun (R)—Berlin—ASCAP
Eh! Cumpari (R)—Crescent—BMI	Song From Moulin Rouge (R) (F)—Broadcast—BMI
Eyes of Blue (R)—Paramount—ASCAP	That's Entertainment (R)—Chappell—ASCAP
Little Rag Doll (R)—Witmark—ASCAP	
My One and Only Heart (R)—Roncom—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. Your Cheatin' Heart—Bradbury (Acuff-Rose)
2. Song From Moulin Rouge—Connelly (Broadcast)	12. Mother Nature and Father Time—Aberbach (Alamo)
3. I Believe—Cimphonic (Cromwell)	13. Hold Me, Thrill Me, Kiss Me—Mills (Mills)
4. Seven Lonely Days—Feist (Jefferson)	14. Can't I?—Meridian (Harvard)
5. April in Portugal—Sterling (Chappell)	15. Is It Any Wonder—Leeds (Midway)
6. I'm Walking Behind You—Peter Maurice (Leeds)	16. Tell Me Your Mine—Chappell (Capri)
7. Say Your Mine Again—Victoria (Blue River)	17. Pretend—Leeds (Brandom)
8. Bridge of Sighs—Maurice (*)	18. Look at That Girl—Cinephonic (Oxford)
9. Let's Walk That-A-Way—Aberbach (Alamo)	19. Have You Heard?—F.D.H. (Brandom)
10. Hot Toddy—Aberbach (Coachella-Alamo)	20. Kiss—Feist (Miller)



## TIFFANY'S FIRST...

RECEIVING NATION-WIDE ACCLAIM!

The Billboard  
Sept. 5, 1953

"both sides look headed for spins... CLARK DENNIS sings this in big, big fashion and should make this a deejay favorite. THIS GUY CAN SELL A TUNE!"

"MY LOVE FOR YOU"

A NEW FIERY "GRANADA"

Theme melody 20th Century-Fox film "THE PRESIDENTS LADY"

(78) 1302 (45) 1302T



SUNG BY

# CLARK DENNIS

with EDDIE BALLANTINE and the TIFFANY Recording Orchestra

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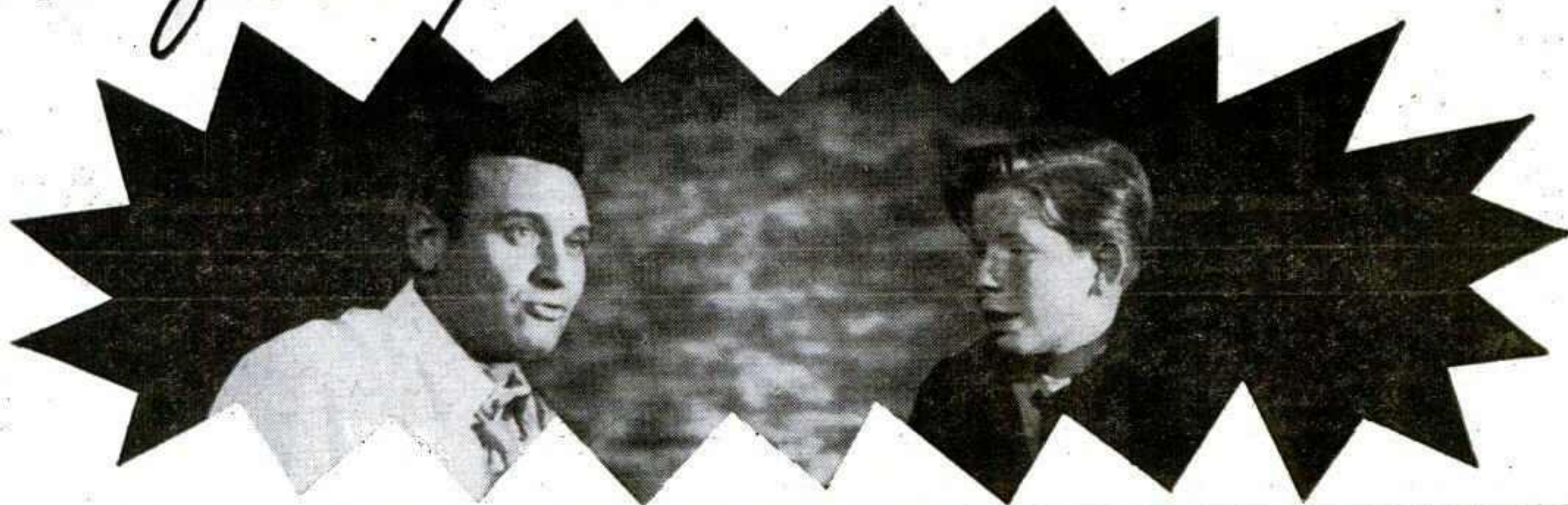
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Great followup to... "TELL ME A STORY"



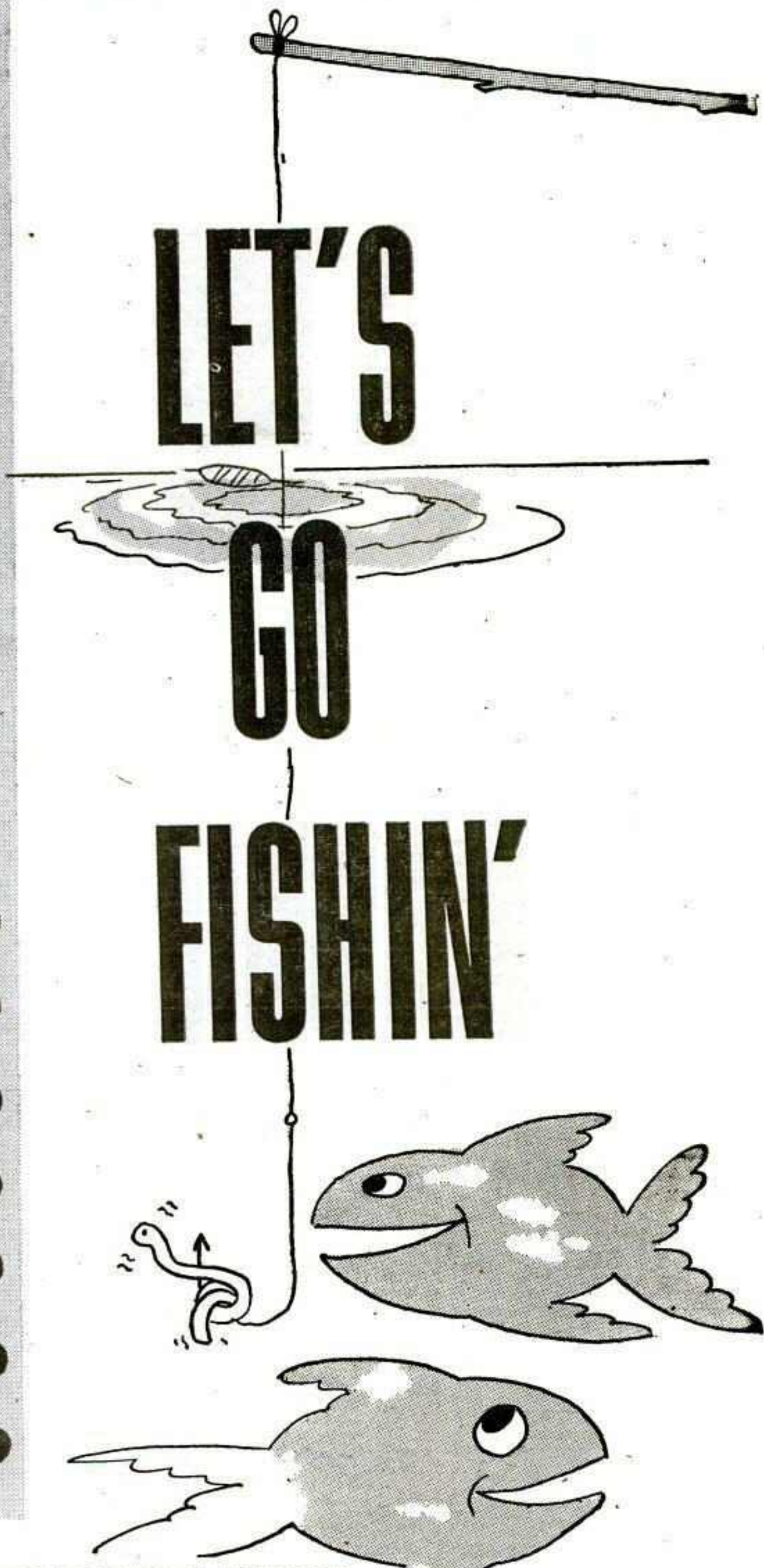
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**LITTLE**

**PIGGY**

**BANK**



**LET'S**

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**FISHIN'**

ACCOMPANIMENT BY NORMAN LUBOFF

**COLUMBIA RECORDS**

**CARL FISCHER**  
at the  
**PIANO**

78 RPM	45 RPM
J-173	J-4-173
40069	4-40069

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The Billboard's Music Popularity Charts

... for Week Ending September 5

# REVIEWS OF THIS WEEK'S NEW RECORDS

## Popular

**RUDY VALLEE**  
Taps ..... 84  
V (45) 47-5441—Could be that Rudy Vallee will hit big with this one. It's strong theme stuff from "From Here to Eternity," and Vallee's short vocal interludes, beginning and end, make for interesting listening. Reminds one of the Ben Bernie days, too.  
The Whiffenpoof Song ..... 75  
Sounds like a newly cut version of the college ditty which Vallee originally popularized. Good second side. (Miller, ASCAP)

**JOHNNY MADDOX**  
Dipsy Doodle ..... 80  
DOT 15102—Here's a rousing version of the "Dipsy Doodle" by Johnny Maddox and the ork. It's rickety-tick, and it features Maddox playing honky-tonk piano as usual. And as usual, this Maddox record has a chance to break thru. Keep your eye on it. Could be a loot-grabber.  
Alexander's Ragtime Band ..... 78  
On this side, too, Maddox comes thru with spirited honky piano work on the Berlin evergreen. It should also grab much juke change.

**PERCY FAITH ORK**  
In Love ..... 83  
COLUMBIA 40076—Could be that Faith has another big instrumental here in his lovely version of a ditty imported from Italy. It has all the earmarks, and it has the sound and feeling which seem to be required for hidom. (Ludlow, BMI)  
Many Times ..... 77  
Another good instrumental reading from the ork. This side, tho, fairly cries out for the version with the lyric. (Broadcast, BMI)

**JIM LOWE**  
Pretty Fiddle Darlin' ..... 76  
MERCURY 70298—Construction of this tune is patterned after Jim Lowe's "Gambler's Guitar." Lyric has some of the same dramatic quality. It tells a story. Will get a lot of deejay play. (BMI)  
Go and Leave Me ..... 70  
Jim Lowe, supported by the Jack Halloran chorus, warbles a waltz here. It's a melodic item, traditional in treatment. (BMI)

**WILLIAM KAPELL**  
The Eighteenth Variation ..... 76  
V (45) 49-4210—All the fuss about the theme music from the film "Story of Three Loves" has stirred the diskery to extract this from the album featuring Kapell, Fritz Reiner and the Robin Hood Dell ork. Should grab off some of the action, tho it's at Red Seal prices.  
Introduction, Theme and Five Variations ..... 67  
More of Rachmaninoff's Paganini variations also taken from the album.

**TONI ARDEN-FOUR LADS**  
I Forgot More Than You'll Ever Know ..... 75  
COLUMBIA 40081—The appealing ballad is sung sweetly by Miss Arden. This one could please many and earn plenty of deejay exposure. (Fairway, BMI)  
Anytime ..... 71  
Toni Arden is heard in a warm reading of the folksy ballad. A listenable side. (Hollis, BMI)

**DOROTHY SQUIRES**  
From Your Lips to the Ears of God ..... 75  
LONDON 1371—With a trend in the direction of more and more religious tunes, Miss Squires tries her hand at one. Tune has the lilt of a lullaby; lyric packs power in its plea for the need for prayer. This could catch, but it will require a lot of push.  
Sorrento and You ..... 70  
Thrush warbles this Latin ballad in an intimate manner. It's a little difficult to catch all her words which is unfortunate, because otherwise it's a fine record.

**DAVID ROSE ORK**  
September Song ..... 75  
M-G-M (45) K30802—Good catalog item here, as the lush ork delivers a mighty listenable version of a lovely item which can't be heard too often.  
Nostalgia ..... 70  
Musically interesting, but commercially only fair is this Rose-written instrumental which features Woody Herman on legit alto.

**ARLENE JAMES**  
Sugar and Spice ..... 74  
RAINBOW 221—Arlene James' vocal, plus tasteful production, has resulted in a nice novelty side here. The thrush has an appealing style. (Lowell, BMI)  
On the Carousel ..... 73  
Arlene James and the Dimensionals beat out this summery item with plenty of style. It's a waltz, and has a melody that sticks. Watch it. (Lowell, BMI)

**STANLEY BLACK ORK**  
Serenade to Eileen ..... 74  
LONDON 1363—Stanley Black is at the keyboard in a solo backed by his ork. The sentimental ditty is read with warmth and tenderness. Jocks can use this one to tone up their programming.

**Magic Circles** ..... 72  
The melodious waltz is awarded a lush reading by the ork. Good wax here.

**VICKI BENET**  
Mama ..... 74  
M-G-M (45) K11581—The label's new thrush gets off a sexy-ish reading on a cute hunk of material. Jocks should get lots of spins out of it. Gal sings it well.  
Two Lovers ..... 72  
Straight chanting style is used here on another interesting, tho more ordinary, piece of material.

**FRAN WARREN**  
Shake a Hand ..... 74  
M-G-M 11583—Good and fast pop coverage of the ditty which has hit in the rhythm and blues field. Should get some action, even tho the r.&b. versions could readily sell pop.  
The Angel Passed Me By ..... 69  
Gal does okay with the ballad material on which she gets the backing of a big ork and choral group.

**JIMMY YOUNG**  
Linda ..... 73  
LONDON 1297—The oldie gets a very stylish treatment here. The vocal by Jimmy Young and the Johnston Singers has an ingratiating lilt.  
Happy Valley Sweetheart ..... 71  
Young warbles a romantic ballad on this side. Tasteful production.

**SIDNEY TORCH ORK**  
Meandering ..... 72  
CORAL 16044—A light frothy instrumental by the superb English ork. It could get spins galore from the late-night jocks. (Chappell, ASCAP)  
Cornflakes ..... 71  
Same comment. (Shapiro-Bernstein, ASCAP)

**SAUTER-FINEGAN ORK**  
Coco Bongo ..... 72  
V (45) 47-5432—In Latin-American tempo, this song gives the ork a chance to show off some of its unusual instrumental sounds. It's good dance wax. (Duchess, BMI)  
A Foggy Day ..... 70  
The ork tackles one of Gershwin's best show tunes for a smooth, danceable and listenable version in which the vocal group handles the lyrics. (Gershwin, ASCAP)

**JACK LOYD**  
Divorce Granted ..... 72  
EASTMAN 778—The label debuts impressively with a good singer and a good tune. Jack Loyd sings the weeper ballad about divorce with feeling, and a group of good musicians back him neatly. The tune is a good one, and the disk should pull spins.  
Act 1, Act 2, Act 3 ..... 68  
Another pleasant side by the singer. On this tune he needs a little more umph. (Rogers Van Buren, BMI)

**TOMMY EDWARDS**  
Bluebird ..... 71  
M-G-M (45) K11582—Edwards does a fine, moody job with a new ditty sporting a lovely melody line, but a slightly esoteric, tho excellent, lyric.  
So Little Time ..... 71  
Again Edwards delivers nicely on a more pop-like item, but with nothing special resulting.

**FRANK MURPHY**  
Little Hoo-Wee ..... 71  
OKEH 7001—Frank Murphy catches a mood with a lively rendition of this novelty of the bashful China boy. (American, BMI)  
Onc ..... 70  
No fun to order cocktails for one is the theme. Frank Murphy warbles this tearful ballad. There's a recitative effect with a chorus in the back. Fancy and somewhat interesting. (Kellam, ASCAP)

**AXEL STORDAHL**  
Carefree ..... 70  
CAPITOL 2585—Familiar sounding instrumental is done in the lush and soft style with a piano lead giving it a concerto flavor. (Harms, ASCAP)  
Long, Long, Long ..... 70  
Good instrumental in waltz tempo from the pen of Jimmy McHugh makes for nice listening. (Robbins, ASCAP)

**CYRIL STAPLETON ORK**  
Would You? ..... 70  
LONDON 1360—A stylish reading of the ballad by the ork under the capable direction of Cyril Stapleton. Tempo and beat are ideal for terping.  
The Street of Shadows ..... 69  
The big English ork plays the tune with distinction for a mighty listenable instrumental.

**CINDY LORD**  
Someone Is Crying ..... 70  
M-G-M (45) K11575—A soft and warm reading of a smooth new effort, with fine backing by the Joe Lipman crew. She sounds a lot like Patti

## Number of Releases This Week

(Listed Alphabetically by Label)

Label	Pop	C&W	R&B
ALLEN	1	1	1
ALLIED	1	1	1
AMBASSADOR	1	1	1
BLUE JAY	1	1	1
BRUNSWICK	1	1	1
CAPITOL	2	3	1
CARDINAL	1	1	1
CHANCE	1	1	1
CHECKER	1	1	1
COLUMBIA	2	3	1
CORAL	1	1	1
DECCA	1	3	1
DESTINY	2	1	1
DOT	1	1	1
EASTMAN	1	1	1
FOUR STAR	1	1	1
GATEWAY	1	1	1
IMPERIAL	1	1	2
JAY DEE	1	1	2
KING	1	2	2
LAWLOR	1	1	1
LONDON	4	1	1
MERCURY	1	1	1
METEOR	1	1	1
M-G-M	10	2	1
MOOD	1	1	1
OKEH	2	1	1
ORIGINAL	1	1	1
RAINBOW	1	1	1
RCA VICTOR	3	5	1
SAVOY	1	1	4
7-11	1	1	1
SMART	2	1	1
TRUMPET	1	1	1
TOTAL	39	23	18

Page, but the side will get spins.  
Happy, Happy Heart ..... 69  
A bright, bouncy ditty receives an effective rendition by the thrush, with solid help from the ork. Nice wax.

**BETTIE HOWARD**  
Stealing Kisses ..... 70  
ALLIED 5004—Bettie Howard does a good job on a strong hunk of novelty material, backed solidly by a vocal group and the ork. Tune has a lilt and should grab many spins.  
Red Ripe Tomato ..... 65  
Cute tune is sung in the same manner by thrush Bettie Howard, with help from the Jud Conlon Rhythmaires. Cuteness is overdone.

**TWIGG WILSON ORK**  
The Big, Big Lie ..... 70  
M-G-M (45) K11577—Group sounds like a pretty good micky ork. Dick Style is the bass-voiced chanter who does an okay job with the lightweight novelty material.  
Woman Is Strange ..... 68  
More novelty material here. This is song by Key Howard and the sidemen. It's verse-chorus stuff which plays on words.

**MICKEY KATZ ORK**  
She Walks Past ..... 70  
His Window Everyday ..... 70  
CAPITOL 2583—Off his usual kick of kidding current pop hits, Katz works, with a Latin tempo to sell his zany wares. It's good Katz. (Befry, BMI)  
Scheherazade ..... 65  
Scheherazade is a dancing girl in the sultan's harem. Ork cooks up a lot of weird noises to provide the setting for the lyrics which should please those with a passion for Katz.

**FRED NORMAN ORK**  
Jump Town ..... 69  
JAY-DEE 778—Rhythmic opus illustrates the suitable title. Strong reading by the band should intrigue dancers. (Beacon, BMI)  
Feeling Sentimental ..... 64  
Tuneful instrumental is ably played in slow, swingy style by the ork. (Beacon, BMI)

**LEON MERIAN ORK**  
Turkish Delight ..... 69  
MOOD 1012—One can almost see the 'houris swaying rhythmically as Merian trumpets an exotic tune to complex rhythm backing. Should garner some jockey attention. (Abbot, BMI)  
The Way I Love You ..... 62  
Ann Warren is the sultry-voiced songstress who with Leon Merian's trumpet adds a measure of distinction to an otherwise routine waxing. (Abbot, BMI)

**ART MOONEY ORK**  
Night Must Fall ..... 69  
M-G-M (45) K11570—Nice rendition

by warbler Tony Alamo on a fine oldie over good backing by the Art Mooney ork.  
Love Birds ..... 60  
The Mooney ork does an ineffective job on a new Bob Merrill tune. The ork does not seem to have realized that the Philadelphia swing band era was many years ago.

**LEO DIAMOND**  
Mountain High—Valley Low ..... 68  
AMBASSADOR 1004—Tune from the Broadway music of "Lute Song" of a number of years ago is handed an unusual rendition by the Leo Diamond combo, which features harmonica, guitar and vibes. Unusual nature of the disk and the unusual sound could help this get spins. (Goldsen, ASCAP)  
Old Vienna ..... 65  
Listenable slicing of the waltz favorite by Leo Diamond. Ground is a good one, and the disk is too. (G. Schirmer, ASCAP)

**GINNY GIBSON**  
Danceero ..... 68  
M-G-M (45) K11571—Nice side by the thrush over a beautiful backing by the ork. Tune has been around for a while, but little has happened to date.  
No More Tears ..... 65  
Pleasant job by Ginny Gibson on a new ballad.

**THE SATISFIERS**  
Sittin' in the Sun ..... 68  
SMART 351—First recording by The Satisfiers on a new label is a good one. The tune was penned by Irving Berlin. Little has happened to the tune to date, and there is little reason for expecting too much with this slicing. But the group is good and the jocks should spin it.  
It's Good to Have You Home Again ..... 65  
Very listenable slicing by The Satisfiers on a new ballad, handled in a very pretty, old-fashioned manner. Nice wax, tho.

**BILL FARRELL**  
A Handful of Stars ..... 67  
M-G-M (45) K11576—Farrell tackles a lovely standard in his "poor man's Eckstine" style. It's routine.  
Sweet Madness ..... 66  
Same comment on another good standard.

**THE MULCAY'S**  
Near You ..... 67  
CARDINAL 1011—Jimmie and Mildred Mulcay blend the tones of their electric harmonicas skillfully as they award the oldie a brisk reading. (Supreme, ASCAP)  
My Happiness ..... 65  
The pretty ballad is showcased nicely in this attractive instrumental slicing featuring the harmonic players. (Blasco, ASCAP)

**STEVE ALLEN**  
Goldilocks and the Three Bears ..... 65  
BRUNSWICK 80228—The kiddie story of Goldilocks and the bears gets a fair bebop-style treatment here. In fact, it's subtitled "Bebop's Fable," and is adapted, played and told by Steve Allen. Not too interesting. (Starlight, ASCAP)  
Cinderella ..... 65  
Similar to flip. (Starlight, ASCAP)

**HELEN McWILLIAMS**  
Longing for You ..... 65  
DESTINY 1108—Thrush Helen McWilliams sings this ballad with feeling, and the ork arrangement is good. Could get spins. (BMI)  
Baby What You've Done to Me ..... 45  
Helen McWilliams sings this new effort adequately with help from the Dick Taylor ork. The material is routine. (BMI)

**FRANK MURPHY-SANDY STEWART**  
The Petals Drop ..... 62  
OKEH 7000—The pair of singers combine rather innocuously on this so-so ballad. (Rush, BMI)  
I Got a Boo Boo ..... 45  
For those who might wonder, a "boo boo" appears to be baby talk for a bruise. The stretch of imagination which created this one might better have been forgotten. Miss Stewart, who still is shy of 20 by a few years, plays mama to a crying little boy. When she can't cope with it, she calls in pop (Murphy). All ideas can't be good ones. (Roger, ASCAP)

**BOBBY MAZARIN**  
As Long as You Love Me ..... 61  
DESTINY 1107—Mazarin shows himself the possessor of a pleasant singing style in a warm rendition of the over-arranged love ballad. (BMI)  
I'm Just a Fool to Care ..... 61  
The chanter also handles this ditty well. (BMI)

**DICK ALLYN**  
Open Your Eyes ..... 60  
SMART 353—Allyn shows a strong voice as he projects this ballad pleas-

antly. Nice subdued ork backing adds good support. (ASCAP)  
I'm Just a Nobody ..... 58  
Tempo steps up on this side with the band swinging behind the singer who turns in a bright reading. (ASCAP)

**JEFF MORLEY ORK**  
Dangerous Curves ..... 69  
OKEH 7006—Pleasant enough instrumental is rendered in slow and dreamy style by the Morley ork.  
A Girl Called Linda ..... 50  
More music suggestive of starlight and all the other parts that make for a romantic setting. This is the kind of thing found in a lot of albums these days, but it's a tough sale as a single.

**ALAN DEAN**  
Don't Make Me Love You ..... 68  
M-G-M (45) K11578—Dean is still one of the better chanters in the business. This Tin Pan Alley kind of ditty, however, doesn't figure to break him thru any more than did his earlier wax efforts.  
Why Do You Pretend? ..... 68  
More of the same, and the result is the same.

**DON ROSS**  
Diva Kasop ..... 50  
LAWLOR 101—Rhythm novelty is sung with spirit by Ross with adequate support from a small unbilled ork.  
To Someone Else ..... 40  
This side is a routine ballad.

## Latin American

**RAMON MARQUEZ**  
Jitterbug Mambo ..... 78  
FIESTA 20-014—Good terp material here, plus some interesting listening via the spirit and partyish flavor of the gang-sing vocal and chatter. (Pemora, BMI)  
Amorosa ..... 74  
Standard type of mambo item is well done by the ork. (Pemora, BMI)

**THE FIESTA EIGHT**  
Rumba Rhapsody ..... 75  
V (45) 47-5439—Imaginative rumba is distinguished by some slick piano playing by Franz Pfau. An impressive side. (Remick, ASCAP)  
Alma Llanera ..... 72  
Bouncy instrumental has the group projecting the pretty melody tastefully. Good for dancing or listening. (Peer, BMI)

## Sacred

**JOHNNIE AND JACK**  
Angels Rock Me to Sleep ..... 70  
V 20-5427—Johnnie and Jack, backed by The Tennessee Mountain Boys, give a heartfelt, swinging rendition of this religious song.  
When the Saviour Reached Down for Me ..... 70  
Sincere delivery by Johnnie and Jack on this side. (Hill & Range, BMI)

**THE SMITH BROTHERS**  
Little Orphan Boy ..... 73  
CAPITOL 2582—Okay sacred singing on some good material which includes a spoken prayer by the "little orphan boy." (Lowery, BMI)  
I'm Gonna Sail Away ..... 70  
Spiritual type of ditty gets a well-projected reading by the group. (Beechwood, BMI)

## International

**LOTTE-LORE BECHER**  
Vergiss Nicht, Dass Ich Einmal Dein War ..... 68  
DISCUS 10005—Latin backing adds spice to the thrush's pleasant rendition of the romantic ballad. Disk was cut in Berlin.  
Mein Herz Geht Auf Die Reise ..... 64  
German pop song is warbled tunefully by Miss Becher.

**ELIZABETH ROHN**  
Lied Der Nachtigall ..... 67  
VIENNOA 4016—Song about a nightingale is designed to show off the brilliant coloratura style of soprano Elizabeth Rohn. Side was cut in Austria. Specialty shops with a German-speaking clientele might do a good job with it.  
Ein Blumenstrauss Aus Nizza ..... 65  
Another pleasant effort, with the soprano backed by a small Continental string ork.

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

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

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

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



# Columbia Best Buys

## BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending September 5

I JUST WANT YOU I SEE THE MOON	The Mariners	40047 • 4-40047
HEY JOE! SITTIN' IN THE SUN	Frankie Laine	40036 • 4-40036
CUP OF JOY LIVING FOR ONLY YOU	By Jo Stafford and Paul Weston and Orchestra	40059 • 4-40059
RAGS TO RICHES HERE COMES THAT HEARTACHE AGAIN	Tony Bennett	40048 • 4-40048
I FORGOT MORE THAN YOU'LL EVER KNOW ANYMORE	Toni Arden Toni Arden-Four Lads	40081 • 4-40081
THIS TOO SHALL PASS AWAY CHOO CHOO TRAIN	Doris Day and Paul Weston	40063 • 4-40063
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
CHICKA-BOOM! CLOUD LUCKY SEVEN	Guy Mitchell	40035 • 4-40035
POOR LITTLE PIGGY BANK LET'S GO FISHIN'	Jimmy Boyd- Frankie Laine	40069 • 4-40069
TELL THE LADY I SAID GOODBYE ALL I DO IS DREAM OF YOU	Johnnie Ray	40046 • 4-40046
ELAINE ROSA MARIE	Percy Faith-Mitch Miller Mitch Miller-Jerry Vale	40060 • 4-40060
GOD BLESS US ALL MARCO, THE POLO PONY	Jimmy Boyd	40049 • 4-40049
WHERE THE WINDS BLOW TE AMO	Frankie Laine	40022 • 4-40022
"O" (OH!) CRYING IN THE CHAPEL	Ken Griffin	40062 • 4-40062
LINGER AWHILE TIME	Sarah Vaughan- Percy Faith	40041 • 4-40041
A TEAR, A KISS, A SMILE ASK ME	Jerry Vale-Percy Faith	40058 • 4-40058
KISS ME AGAIN, STRANGER A PURPLE COW	Doris Day	40020 • 4-40020
GIGI SHANE	Paul Weston	40014 • 4-40014

## BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending September 5

HEY JOE! DARLIN' AM I THE ONE	Carl Smith	21129 • 4-21129
SING ME SOMETHING SENTIMENTAL AT THE END OF A LONG, LONELY DAY	Marty Robbins	21145 • 4-21145
TRADEMARK DO I LIKE IT?	Carl Smith	21119 • 4-21119
THE WRONG SIDE OF TOWN WHO STOLE THAT TRAIN	Ray Price	21149 • 4-21149
THIS ORCHID MEANS GOODBYE JUST WAIT 'TIL I GET YOU ALONE	Carl Smith	21087 • 4-21087
BEFORE YOU GO, MAKE SURE YOU KNOW TWO FRIENDS OF MINE	Lefty Frizzell	21142 • 4-21142
I'M WORKIN' ON A ROAD HE TOOK YOUR PLACE	Lester Flatt and Earl Scruggs	21147-s • 4-21147-s
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085
LITTLE DONKEY YOU KNEW ME WHEN YOU WERE LONELY	Eddie Zack	21148 • 4-21148
IF I SHOULD WANDER BACK TONIGHT DEAR OLD DIXIE	Lester Flatt and Earl Scruggs	21125 • 4-21125

## NEW EXTENDED PLAY RELEASES

### Introducing the Masters Series

MILTON CROSS, narrator with supporting cast.  
Orchestra conducted by Rudolph Goehr  
The Story and Music of WOLFGANG AMADEUS MOZART  
J-1774

### Singing Time with ROSEMARY CLOONEY

Me and My Teddy Bear • Little Red Monkey •  
Kitty Kats' Party • Little Sally One Shoe  
J-1775

### Singing Time with GENE AUTRY

Back in the Saddle Again • (There's a Great Big) Candy Round Up •  
Rusty, the Rocking Horse • Broomstick Buckaroo  
J-1776

## NEW POPULAR RELEASES

ROSEMARY CLOONEY SHOO, TURKEY, SHOO LONELY AM I 40056 • 4-40056
GUY MITCHELL STROLLIN' BLUES SIPPIN' SODA 40077 • 4-40077
ERROLL GARNER FRENESI MEAN TO ME 40074 • 4-40074
LU ANN SIMMS I WON'T BE HOME NO MORE YOU COULD BE MY LOVE 40084 • 4-40084
THE FOUR LADS ISTANBUL I SHOULD HAVE TOLD YOU LONG AGO 40082 • 4-40082
FRANKIE YANKOVIC VALLEY SPRING POLKA ONE MORE DANCE 40075 • 4-40075
MARAIS AND MIRANDA MAILMAN, ANY MAIL? SOON, MY LOVE 40078 • 4-40078

## NEW CHILDREN'S RELEASES

Introducing the Masters Series  
MILTON CROSS, narrator with supporting cast.  
Orchestra conducted by Rudolph Goehr  
The Story and Music of WOLFGANG AMADEUS  
MOZART  
Set J-166

## NEW FOLK MUSIC RELEASES

"LITTLE" JIMMY DICKENS  
THICK AND THIN  
FOREVER IS TOO LONG TO BE ALONE  
21159 • 4-21159

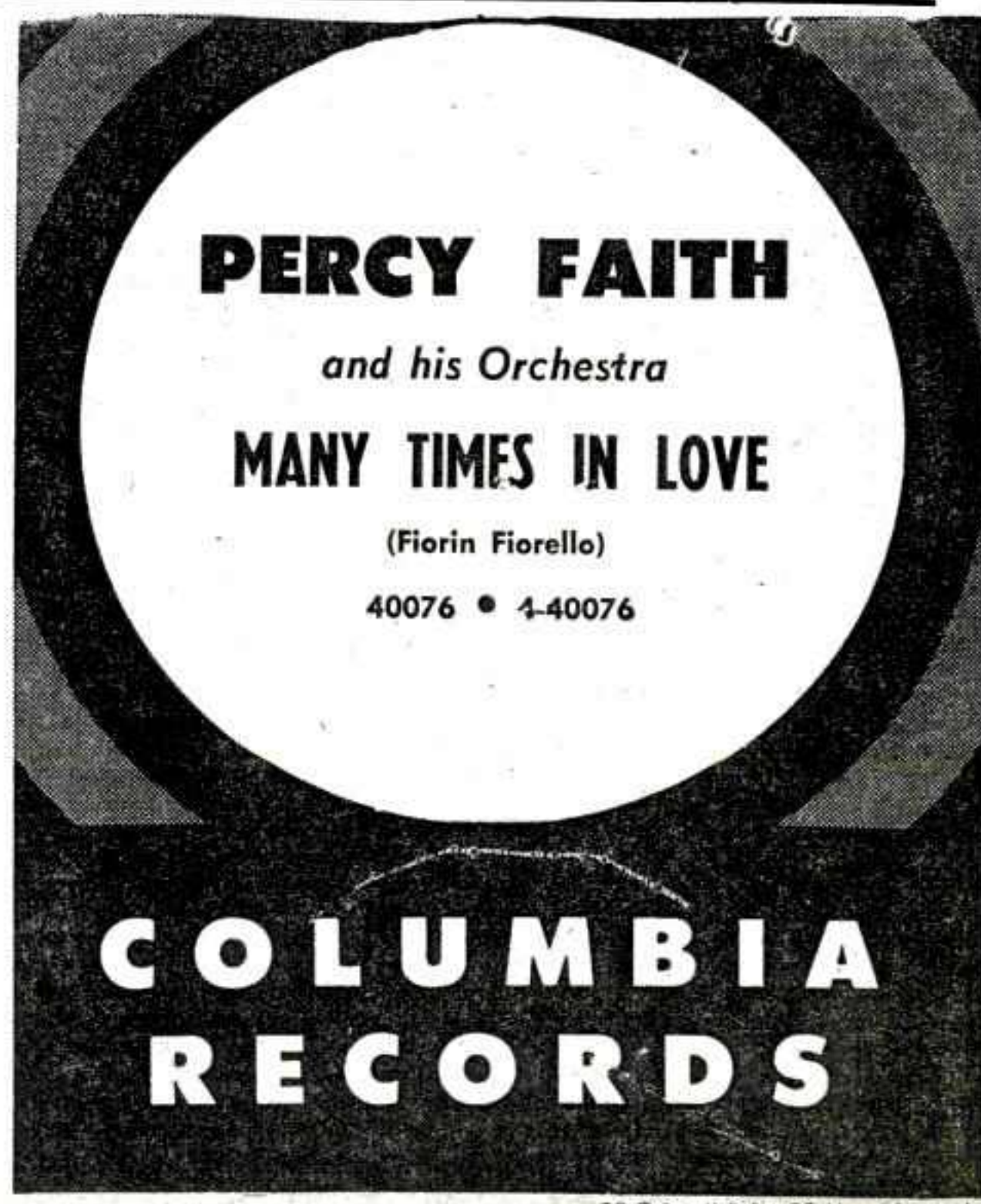
On Its Way To The Top—

## SAMMY KAYE

IN THE MISSION OF ST. AUGUSTINE

NO STONE UNTURNED

40061 • 4-40061



**PERCY FAITH**  
and his Orchestra  
**MANY TIMES IN LOVE**  
(Fiorin Fiorello)  
40076 • 4-40076

**COLUMBIA**  
**RECORDS**

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## The Billboard's Music Popularity Charts

... for Week Ending September 5

## THIS WEEK'S BEST BUYS

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

## Popular

**FROM HERE TO ETERNITY** (Barton, ASCAP)  
—Frank Sinatra—Capitol 2560

Big jump in the sale of this disk during the week. Very good reports received from Buffalo, St. Louis and Pittsburgh. Philadelphia and New York also reported good action. Tho Sinatra doesn't sing this in the film, the movie which is still to break in most sections should help stimulate activity. Flip is "Anytime—Anywhere" (Keystone, BMI).

## DIPSEY DOODLE

**ALEXANDER'S RAGTIME BAND** — Johnny Maddox—Dot 15102

Record is recommended to operators primarily. Operator action is reported good in Philadelphia, Boston, Pittsburgh, Buffalo and St. Louis. It's also a good one for dealers who have had past success with Maddox.

**RICOCHET** (Sheldon, BMI)—Teresa Brewer—Coral 61043

This is very strong among operators in New York, also a top number in Philadelphia for dealers and operators. It's moving well in St. Louis and Pittsburgh with ac-

tion beginning in Boston and L. A. Flip is "Too Young to Tango" (Hill & Range). A previous "New Record to Watch."

**STORY OF THREE LOVES**—Jerry Murad—Mercury 70202

Saleswise this record stacks up as a "Best Buy" even tho there was a question between the record company and the publisher as to the former's right to market the record. Recently advertised as "?," this disk is selling well in Pittsburgh, Boston, Cleveland, Chicago and L. A. Deal with publisher called for record company to cease further production, but stock is still reported available. Flip is "Sweet Leilani."

## Country &amp; Western

**SHAKE A HAND** (Broadcast, BMI) — Red Foley—Decca 28839

This has taken off in Durham, St. Louis and Cleveland. Also good start in Eastern Pennsylvania, Buffalo and Pittsburgh. Pop sales as well as hillbilly are reported. Flip is "Stranded in Deep Water" (Homefolk, BMI). A previous "New Record to Watch."

**JOHN'S REPLY** (American, BMI)—Pete Lane-Bernice Stabile—Imperial 8206

Strong in Pittsburgh, good in Philadelphia, Buffalo, Pittsburgh, parts of Tennessee and Durham. Flip is "One-Two-Three-Skid-Doo."

## I CAN'T ESCAPE

**WEARY BLUES FROM WAITIN'**—Hank Williams—M-G-M 11574

Good start on this in St. Louis, Tennessee, Buffalo and Pittsburgh. Not delivered in all areas. A previous "New Record to Watch."

## Rhythm &amp; Blues

**NADINE**—Coronets—Chess 1549

Very strong in Chicago and showing strength in Philadelphia, Cleveland, L. A. and Durham. Flip is "I'm All Alone." A previous "New Record to Watch."

**SOMEBODY WORK ON MY BABY'S MIND WHATEVER YOU'RE DOIN'**—Du Droppers—RCA Victor 20-5425

Strong in Durham and St. Louis. Good reports from Philadelphia, Buffalo and Central Tennessee. Most action on "Somebody." A previous "New Record to Watch."

## NEW RECORDS TO WATCH

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

## Popular

## EDDIE FISHER

**Many Times** (Broadcast, BMI)—RCA Victor 20-5453—Already out as an instrumental, this is the first vocal version of this Belgian import. Fisher belts it out in his familiar style. Should continue to keep his many fans calling for more. Flip is a rhythm number "Just to Be With You" (Trinity, BMI).

## EARTHA KITT

**I Want to Be Evil** (Duchess, BMI)—RCA Victor 20-5442—Another disk from the album that has projected the thrush into disk fame. On this, like the two that have preceded, she turns in a tremendous performance. It's very special material, however, which may have some effect on the sale. Flip is the oldie, "Annie Doesn't Live Here Anymore" (BOURNE, ASCAP).

## STAN FREBURG

**St. George and the Dragon Net Little Blue Riding Hood** — Capitol 2596—Capitol, which has come up with more than

a few zany disks in its time, could have a potential click in this narrative effort. Freiburg plays a straight-man sleuth. "Dragon Net" naturally borrows on the currently hot "Dragnet" theme. It's the kind of thing that happens fast if it happens at all and provides good deeJay fare.

## Country &amp; Western

## SLIM WHITMAN

**North Wind** (Commodore, BMI)—Imperial 8208 — A very interesting record, spotting Whitman on a tune that has a lot of folk flavor. It's good material and a strong performance. Could happen. On the flip he's back on the country kick with the ballad, "Darlin' Don't Cry" (Commodore, BMI).

## Rhythm &amp; Blues

## JOE MORRIS ORK

**I Had a Notion** (Herald, BMI)—Herald 417—With their "Shake a Hand" one of the hottest tunes on the market at the moment, the label has released a disk that looks like another possible winner. Ork builds a solid beat behind the fine vocalizing of Al Savage. Flip is "Just Your Way" (Herald, BMI).

## RUTH BROWN

**The Tears Keep Tumbling Down** (Aladdin, BMI)—Atlantic 1005—A new Ruth Brown record is always welcome news to deejays, operators and dealers. Thrush looks to continue to please on this one. Flip is "I Would If I Could" (Fisher, ASCAP).

## FATS DOMINO

**You Said You Love Me** (Commodore, BMI)—Imperial 597 — Hard on the heels of "Please Don't Love Me" comes this compelling disk. A fine vocal by Domino is backed with a fine ork effort. Potential power here.

## COMING UP IN THE TRADE

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

(Listed Alphabetically)

## Popular

**DON'T TAKE YOUR LOVE FROM ME**  
Three Suns—RCA Victor 20-5347

**FALSE LOVE**  
Four Aces—Decca 28744

**FOOL WAS I, A IF LOVE IS GOOD TO ME**  
Nat (King) Cole—Capitol 2450

**I LOVE PARIS**  
Les Baxter Ork—Capitol 2479

**I SEE THE MOON**  
Mariners—Columbia 40047

**LIGHTHOUSE**  
Rusty Draper—Mercury 70188

**LOVE ME AGAIN**

**BEFORE IT'S TOO LATE**  
Sunny Gale—RCA Victor 20-5424

**RAGS TO RICHES**  
Tony Bennett—Columbia 40048

**TONIGHT, LOVE**  
Bill Darnell—Decca 28706

**TOO LONG**  
Bob Dini—Derby 826

**THE VELVET GLOVE**  
Henri Rene-Hugo Winterhalter  
RCA Victor 20-5405

## Country &amp; Western

**FOR NOW AND ALWAYS TRADEWINDS**  
Hank Snow—RCA Victor 20-5380

**HEY, JOE!**  
Kitty Wells—Decca 28797

**IF I NEVER GET TO HEAVEN MAMA, COME GET YOUR BABY BOY**  
Eddy Arnold—RCA Victor 20-5115

**LET ME BE THE ONE**  
Hank Locklin—4 Star 1641

**MARRIAGE OF MEXICAN JOE, THE**  
Carolyn Bradshaw—Abbott 141

**TWO FRIENDS OF MINE BEFORE YOU GO, MAKE SURE YOU KNOW**  
Lefty Frizzell—Columbia 21142

**MY WASTED PAST DON'T BRUSH THEM ON ME**  
Ernest Tubb—Decca 28777

**YESTERDAY'S GIRL**  
Hank Thompson—Capitol 2553

## Rhythm &amp; Blues

**COME BACK, THE** ... ..  
Memphis Slim—United 156

**FEELIN' GOOD**  
Little Junior's Blue Flames—Sun 187

**JINNY MULE SEND FOR ME**  
Big Maybelle—Okeh 6998

**ONE SCOTCH, ONE BOURBON, ONE BEER**  
Amos Milburn—Aladdin 3197

**SHE WANTS TO ROCK I HAD A LOVE**  
The Flairs—Flair 1012

**VERY THOUGHT OF YOU, THE**  
Earl Bostic—King 4653

**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 38 for the current top c.&w. records.  
See page 40 for the current top r.&b. records.  
See page 36 for the current top packaged records.



# A GREAT PERFORMANCE!



FIRST WITH THE LYRICS TO

## "EBB TIDE"

SUNG BY

# VIC DAMONE

FLIP SIDE

"IF I COULD MAKE YOU MINE"

MERCURY 70216 • 70216X45

**A DOUBLE BARRELLED HIT!**  
BY AMERICA'S NEWEST BAND FAVORITE

# RALPH MARTERIE

"WARSAW CONCERTO"

FLIP SIDE

"LAZY RIVER"

WITH VOCAL BY RUSTY DRAPER

MERCURY 70221 • 70221X45



## GOING STRONG



### Gambler's Guitar

**RUSTY DRAPER**

FLIP SIDE

"FREE HOME DEMONSTRATION"

MERCURY 70167 • 70167X45



### The Story Of Three Loves

**JERRY MURAD**

with RICHARD HAYMAN and his orchestra

FLIP SIDE

"SWEET LEILANI"

MERCURY 70202 • 70202X45



### Miserable Love

**BOBBY WAYNE**

FLIP SIDE

"HIS BUSINESS IS LOVE"

MERCURY 70211 • 70211X45



### Lighthouse

**RUSTY DRAPER**

FLIP SIDE

"I LOVE TO JUMP"

MERCURY 70188 • 70188X45



### Marcheta

**RONNIE GAYLORD**

FLIP SIDE

"IN CASE YOU CHANGE YOUR MIND"

MERCURY 70212 • 70212X45



### Cattle Call

**BILLY WILLIAMS**

FLIP SIDE

"A SMILE FOR SUZETTE"

MERCURY 70210 • 70210X45



### Moonlight

**RICHARD HAYES**

FLIP SIDE

"LONELY"

MERCURY 70215 • 70215X45





# 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	Record
1	1	13	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP
2	2	12	YOU, YOU, YOU—Ames Brothers... Once Upon a Tune—V 20-5325—BMI
3	3	13	NO OTHER LOVE—P. Como... Keep It Gay—V 20-5317—ASCAP
4	6	10	OH—Pee Wee Hunt... San—Cap 2442—ASCAP
5	7	3	DRAGNET—R. Anthony... Dancing in the Dark—Cap 2562—ASCAP
6	4	12	P. S.: I LOVE YOU—Hilltoppers... I'd Rather Die Young—Dot 15085—ASCAP
7	8	7	CRYING IN THE CHAPEL—J. Valli... Love Every Moment You Live—V 20-5368—BMI
8	5	17	I'M WALKING BEHIND YOU—E. Fisher... Just Another Polka—V 20-5293—ASCAP
9	9	24	C'EST SI BON—E. Kitt... African Lullaby—V 20-5358—ASCAP
10	19	2	EBB TIDE—F. Chacksfield... Waltzing Bugle Boy—London 1358—ASCAP
11	14	4	CRYING IN THE CHAPEL—Orioles... Don't You Think I Ought to Know—Jubilee 5122—BMI
12	11	10	WITH THESE HANDS—E. Fisher... When I Was Young—V 20-5365—ASCAP
13	12	11	GAMBLER'S GUITAR—R. Draper... Free Home Demonstration—Mercury 70167—BMI
14	10	6	CRYING IN THE CHAPEL—Rex Allen... I Thank the Lord—Dec 28758—BMI
15	16	2	HEY, JOE—F. Laine... Sittin' in the Sun—Col 40036—BMI
16	15	3	MY LOVE, MY LOVE—J. James... You're Fooling Someone—M-G-M 11543—BMI
16	—	1	EH, CUMPARI—J. LaRosa... Till They're All Gone Home—Cadence 1232—ASCAP
18	13	9	CRYING IN THE CHAPEL—D. Glenn... Hang Up That Telephone—Valley 105—BMI
19	17	24	SONG FROM MOULIN ROUGE—P. Faith... Swedish Rhapsody—Col 39944—BMI
20	18	2	DEAR JOHN LETTER—J. Shepard-F. Huskey... I'd Rather Die Young—Cap 2502—BMI

## Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Record
1	1	12	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP
2	2	11	YOU, YOU, YOU—Ames Brothers... Once Upon a Tune—V 20-5325—BMI
3	4	9	OH—P. W. Hunt... San—Cap 2442—ASCAP
4	3	19	I'M WALKING BEHIND YOU—E. Fisher... Just Another Polka—V 20-5293—ASCAP
5	6	11	NO OTHER LOVE—P. Como... Keep It Gay—V 20-5317—ASCAP
6	9	4	CRYING IN THE CHAPEL—J. Valli... Love Every Moment You Live—V 20-5368—BMI
7	5	12	P. S.: I LOVE YOU—Hilltoppers... I'd Rather Die Young—Dot 15085—ASCAP
8	9	16	CRYING IN THE CHAPEL—D. Glenn... Hang Up That Telephone—Valley 105—BMI
9	13	4	HEY JOE—F. Laine... Sittin' in the Sun—Col 40036—BMI
10	11	7	CRYING IN THE CHAPEL—Rex Allen... I Thank the Lord—Dec 28758—BMI
11	8	11	GAMBLER'S GUITAR—R. Draper... Free Home Demonstration—Mercury 70167—BMI
12	—	1	DRAGNET—R. Anthony... Dancing in the Dark—Cap 2562—ASCAP
13	16	15	HALF A PHOTOGRAPH—K. Starr... Allez Vous En—Cap 2464—BMI
13	—	1	CRYING IN THE CHAPEL—Orioles... Don't You Think I Ought to Know?—Jubilee 5122—BMI
15	7	21	SONG FROM MOULIN ROUGE—P. Faith... Swedish Rhapsody—Col 39944—BMI
15	16	6	C'EST SI BON—E. Kitt... African Lullaby—V 20-5358—ASCAP
17	11	9	BUTTERFLIES—P. Page... This Is My Song—Mercury 70183—ASCAP
17	15	10	I'D RATHER DIE YOUNG—Hilltoppers... I Love You—Dot 15085—ASCAP
17	19	3	YOU'RE FOOLING SOMEONE—J. James... My Love, My Love—M-G-M 11543—ASCAP
17	—	1	DEAR JOHN LETTER—J. Shepard... I'd Rather Die Young—Cap 2505—BMI

## Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart	Record
1	2	12	VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP
2	1	12	NO OTHER LOVE—P. Como... Keep It Gay—V 20-5317—ASCAP
3	3	11	YOU, YOU, YOU—Ames Brothers... Once Upon a Tune—V 20-5325—BMI
4	4	9	OH—P. W. Hunt... San—Cap 2442—ASCAP
5	6	3	DRAGNET—R. Anthony... Dancing in the Dark—Cap 2562—ASCAP
6	7	14	P. S.: I LOVE YOU—Hilltoppers... I'd Rather Die Young—Dot 15085—ASCAP
7	8	7	CRYING IN THE CHAPEL—J. Valli... Love Every Moment You Live—V 20-5368—BMI
8	5	18	I'M WALKING BEHIND YOU—E. Fisher... Just Another Polka—V 20-5293—ASCAP
9	10	9	C'EST SI BON—E. Kitt... African Lullaby—V 20-5358—ASCAP
10	17	3	EBB TIDE—F. Chacksfield... Waltzing Bugle Boy—London 1358—ASCAP
11	11	9	WITH THESE HANDS—E. Fisher... When I Was Young—V 20-5365—ASCAP
12	14	4	HEY JOE—F. Laine... Sittin' in the Sun—Col 40036—BMI
13	13	7	CRYING IN THE CHAPEL—Rex Allen... I Thank the Lord—Dec 28758—BMI
14	9	10	GAMBLER'S GUITAR—R. Draper... Free Home Demonstration—Mercury 70167—BMI
15	19	2	CRYING IN THE CHAPEL—E. Fitzgerald... When the Hands of the Clock Pray at Midnight—Dec 28762—ASCAP
16	16	7	CRYING IN THE CHAPEL—D. Glenn... Hang Up That Telephone—Valley 105—BMI
17	20	21	SONG FROM MOULIN ROUGE—P. Faith... Swedish Rhapsody—Col 39944—BMI
18	—	1	GOD BLESS US ALL—B. Weil... Little Boy Blues—Barbour 451—BMI
19	12	3	MY LOVE, MY LOVE—J. James... You're Following Someone—M-G-M 11543—BMI
19	15	4	ETERNALLY—V. Damone... Simonetta—Mercury 70186—ASCAP

## VOX JOX

B. CHARLOTTE SUMMERS

### This 'n' That

Ted Husing, WMGM, New York, is now lining up his winter sports broadcasting schedule. B. Arbuckle, KSIL, Silver City, N. M., is offering for sale old Bluebird disks by Glenn Miller and a rare recording of Sir Harry Lauder's "Roamin' in the Gloamin'." Jack Garrett, WQBC, Vicksburg, Miss., urges all deejays to hear and spin the latest records by Claude Thornhill and Jerry Fielding on Trend label. Cousin George Branch, WELC, Welch, W. Va., has recently added a "Just Jazz With George" program which includes background information on the group he is spinning, in addition to important happenings from the jazz world. Ed DeJulio, KUBC, Montrose, Colo., is in there plugging for the new KEM disk by Lorry Raine titled "Concrete and Steel." Sy Levy, KABQ, Albuquerque, N. M., tells us that "P. S. I Love You" has

topped all requests in Albuquerque this past week. Al Bouiling, WZOP, Fort Payne, Ala., points out that Francis Faye has something different to offer the jazz lover and that in his part of the country the folks think she is just great. Leroy Woodward, WVJS, Owensboro, Ky., informs us that Darrell Glenn's recording of "Crying in the Chapel" is a big smash in Owensboro. Jim Narz, KPOL, Los Angeles, thinks that Pee Wee King, Redd Stewart and Chilton Price wrote their best song when they wrote "Homin' Time."

### Change of Theme

Ted and Rhoda Brown, WMGM, New York, whose wit and humor were applauded by John Crosby, radio columnist for The New York Herald Tribune recently, have moved to their new home in Riverdale, N. Y. Al West, WIRJ, Humboldt, Tenn., has inaugurated a new early morning show, (Continued on page 34)

See PAGES 36 AND 37

for The Billboard Packaged Record Buying Guide

Best Sellers in These Categories: SHORT ORCHESTRAL WORKS INSTRUMENTAL DANCE MUSIC Packaged Record REVIEWS

## Eliminate Talent Problem?

Continued from page 3

color debuts on the agenda include the Paul Winchell show, October 11; Philco and Good-year's "Television Theater," October 18; "Show of Shows," (half hour "sequence") October 24, and "Hit Parade," November 7.

### Others Planned

Also in the works are color planning on the Kate Smith Show, "The Colgate Comedy Hour," "The Camel Newsreel" and the Eddie Fisher show. Pending the Federal Communications Committee's approval, the shows will be given a dress rehearsal in color, and then put on the air in black and white. After FCC approval, the shows will be aired in color over the web. Being a sustainer, the Kukla Fran & Ollie production of "St. George and the Dragon" last Sunday (30) was actually aired in color.

NBC hopes to have covered all of its current sponsor roster within the next seven or eight months. If so, they then plan to make their test color commercial services available to agencies with prospective new color sponsors—fabric companies, fashions, flow-

ers, etc. In line with this, NBC will get its message across to agencies and advertisers en masse on September 21 and 22, via a special showing of its color program at the annual convention of the Association of National Advertisers in Chicago. A half-hour show, featuring Nanette Fabray and the "Hit Parade" dancers, besides a group of sample commercials, will be piped from the Colonial Theater here to convention headquarters in Chicago.

### Test Reactions

Barry Wood, in charge of NBC's color development program, under the supervision of Sylvester (Pat) Weaver, vice-chairman of the NBC board, reports agency and sponsor reaction to the test commercials to date has been most enthusiastic, particularly in regard to the fact that the basic production values of a good black and white commercial are usually equally effective in color. The agencies also approve of NBC's "you know your own business best" policy of hands off the story board in its beginning stages.



**NEW RELEASES**

RCA Victor Release 253-37

**POPULAR**

- I WANT TO BE EVIL  
ANNIE DOESN'T LIVE HERE ANY MORE  
Eartha Kitt with Henri Rene and his Orch.  
Eartha Kitt with Male Quartet.  
Orch. conducted by Hugo Winterhalter .....20-5442 (47-5442)\*
- NO CALLS AT ALL  
YOU'RE SO MUCH A PART OF ME  
Betty and Jane Kean. 20-5437 (47-5437)\*
- DREAM MIST—Bolero  
LAS VEGAS MAMBO  
(No Hagan Olas)  
Jose Morand and his Orch. ....20-5395 (47-5395)\*

**SACRED**

- HOW MANY TIMES  
AT THE END OF THE TRAIL  
Blackwood Brothers Quartet .....20-5443 (47-5443)\*

**COUNTRY/WESTERN**

- BRINGING HOME THE BACON  
AN ANGEL MADE OF ICE  
Porter Wagoner .....20-5430 (47-5430)\*
- THE MARK 'ROUND MY FINGER  
A HEAP OF LOVIN'  
Hawkshaw Hawkins. 20-5444 (47-5444)\*
- HONKY TONK BLUES  
DIRTY DISHES BLUES  
The Lonesome Pine Fiddlers .....20-5445 (47-5445)\*

**RHYTHM & BLUES**

- THERE'S NO OTHER WAY  
FLAT FOOT BOOGIE  
Jackson Brothers Orch.  
Vocal refrain by Billy Henderson...20-5446 (47-5446)\*  
45 rpm cat. nos.

**BEST SELLERS**

**POPULAR**

- My Love, My Life, My Happiness/If You Want My Heart  
Ames Brothers .....20-5404 (47-5404)
- You, You, You/Once Upon a Tune  
Ames Brothers .....20-5325 (47-5325)
- No Other Love/Keep It Gay  
Perry Como .....20-5317 (47-5317)
- Crying in the Chapel/Love Every Moment You Live  
June Valli .....20-5368 (47-5368)
- The Velvet Glove/Elaine  
Hugo Winterhalter-Henri Rene .....20-5405 (47-5405)
- C'est Si Bon/African Lullaby  
Eartha Kitt .....20-5358 (47-5358)
- I'm Walking Behind You/Just Another Polka  
Eddie Fisher .....20-5293 (47-5293)
- With These Hands/When I Was Young  
Eddie Fisher .....20-5365 (47-5365)
- Don't Take Your Love From Me/Under Paris Skies  
The Three Suns .....20-5347 (47-5347)
- Love Me Again/Before It's Too Late  
Sunny Gale .....20-5424 (47-5424)
- One Step/Invisible Hands  
The Three Suns .....20-5417 (47-5417)
- Relax/Caribbean  
Tony Martin .....20-5414 (47-5414)
- Rub-A-Dub-Dub/The Stop and Kiss Dance  
Ralph Flanagan .....20-5361 (47-5361)
- Live "nary/Eternally  
Dinah Shore .....20-5390 (47-5390)
- If You Were Mine/Song of India  
Mario Lanza .....10-4209 (49-4209)

**COUNTRY/WESTERN**

- I Forgot More Than You'll Ever Know/Rock-A-Bye Boogie  
Davis Sisters .....20-5345 (47-5345)
- Mama, Come Get Your Baby Boy/If I Never Get to Heaven  
Eddy Arnold .....20-5415 (47-5415)
- Love Pains/Transfer  
Tommy Sands .....20-5435 (47-5435)
- For Now and Always/A Message From the Trade Winds  
Hank Snow .....20-5380 (47-5380)
- How's the World Treating You/Fren Home Demonstration  
Eddy Arnold .....20-5305 (47-5305)
- Angels Rock Me to Sleep/When the Savior Reached Down for Me  
Johnnie & Jack .....20-5427 (47-5427)
- My Adobe Hacienda/Spanish Two-Step  
Pee Wee King .....20-4969 (47-4969)
- Maybe I Was Wrong/I Feel the Blues Comin' On  
Elton Britt .....20-5402 (47-5402)
- Spanish Fire Ball/Between Fire and Water  
Hank Snow .....20-5296 (47-5296)
- I'm Casting My Lasso Towards the Sky/There's a Rainbow in Ev'ry Teardrop  
Slim Whitman .....20-5431 (47-5431)

**RHYTHM/BLUES**

- Sombody Work on My Baby's Mind/Whatever You're Doin'  
Du Droppers .....20-5425 (47-5425)
- Beginning to Miss You/Rhythm in the Breeze  
John Greer .....20-5370 (47-5370)
- Let's Go to the Dance/How Would You Know  
The Robins .....20-5434 (47-5434)



SALES GROW WHEN YOU GO 45

**TWO GREAT TUNES**  
*from*  
**TWO GREAT MOVIES**

*from* **"THE STORY OF THREE LOVES"**  
**THE EIGHTEENTH VARIATION**

*from* Rachmaninoff's "Rhapsody On A Theme of Paganini"

*played by*

**WILLIAM KAPELL**

*with*

**FRITZ REINER**

and the Robin Hood Dell Orchestra

10/49-4210

*played in* **"FROM HERE TO ETERNITY"**

**TAPS**

*c/w*

**The Whiffenpoof Song**

*sung by*

**RUDY VALLEE**

*with orchestra*

20/47-5441



**NEW COUNTRY/WESTERN SMASH! WADE RAY**  
**LET ME GO, DEVIL! ● TOO LATE TO - - - !**

20/47-5440





The Billboard's Music Popularity Charts

... For Week Ending September 5

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

**Popular**

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

**APRIL STEVENS**  
C'EST SI BON  
SOFT, WARM LIPS  
1266 and 45-1266

**RUBY WRIGHT**  
YOU WALKED OUT OF MY  
DREAMS  
I ONLY HAVE ONE LIFE-  
TIME  
1249 and 45-1249

**Folk/Western**

**JACK CARDWELL**  
DEAR JOAN  
YOU'RE LOOKING FOR  
SOMETHING  
1269 and 45-1269

**YORK BROTHERS**  
WHY DON'T YOU OPEN  
THE DOOR  
YOU'RE MY EVERY DREAM  
COME TRUE  
1248 and 45-1248

**CHARLIE GORE**  
OH! MIS'ERABLE LOVE  
I DIDN'T KNOW  
1256 and 45-1256

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

**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

**EARL BOSTIC**  
THE VERY THOUGHT OF  
YOU  
MEMORIES  
4653 and 45-4653

**LULA REED**  
DON'T MAKE ME LOVE  
YOU  
GOING BACK TO MEXICO  
4649 and 45-4649

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

**Federal**

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

**THE LAMPLIGHTERS**  
TURN ME LOOSE  
PART OF ME  
12149 and 45-12149

**LITTLE ESTHER**  
CHERRY WINE  
LOVE, OH, LOVE  
12142 and 45-12142

**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

DISTRIBUTED BY



**Territorial Best Sellers (Popular)**

**This Week's New Territorial  
Best Sellers to Watch**

Records listed under "Territorial Best Sellers to Watch" have 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**  
Cleveland  
New York  
Pittsburgh... **EH CUMPARI**

J. LaRosa, Cadence 1232

**Boston**  
Cleveland  
Pittsburgh... **I SEE THE MOON**

Mariners, Columbia 40047

Cleveland (omitted last week)... **FOOL WAS I**  
N. (King) Cole, Capitol 2540

**Territorial Best Sellers**

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

**Atlanta**

1. **I'm Walking Behind You**  
E. Fisher, Victor
2. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol
3. **No Other Love**  
P. Como, Victor
4. **My Love, My Love**  
J. James, M-G-M
5. **Crying in the Chapel**  
Orioles, Jubilee
6. **Dragnet**  
R. Anthony, Capitol
7. **Ebb Tide**  
F. Chacksfield, London
8. **Oh**  
P. W. Hunt, Capitol
9. **I Believe**  
J. Froman, Capitol
10. **You, You, You**  
Ames Brothers, Victor

**Boston**

1. **Ebb Tide**  
F. Chacksfield, London
2. **Eh Cumpari**  
J. LaRosa, Cadence
3. **Dragnet**  
R. Anthony, Capitol
4. **I See the Moon**  
Mariners, Columbia
5. **Oh**  
P. W. Hunt, Capitol
6. **Don't Take Your Love From Me**  
Three Suns, Victor
7. **Story of Three Loves**  
R. Hayman-J. Murad, Mercury
8. **Gambler's Guitar**  
R. Draper, Mercury
9. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol

**Buffalo**

1. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol
2. **Crying in the Chapel**  
R. Allen, Decca
3. **Oh**  
P. W. Hunt, Capitol
4. **No Other Love**  
P. Como, Victor
5. **Gambler's Guitar**  
R. Draper, Mercury
6. **C'Est Si Bon**  
E. Kitt, Victor
7. **Dragnet**  
R. Anthony, Capitol
8. **You, You, You**  
Ames Brothers, Victor
9. **P. S.: I Love You**  
Hilltoppers, Dot

**Chicago**

1. **Dragnet**  
R. Anthony, Capitol
2. **Crying in the Chapel**  
J. Valli, Victor
3. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol
4. **You, You, You**  
Ames Brothers, Victor
5. **Don't Take Your Love From Me**  
Three Suns, Victor
6. **Ebb Tide**  
F. Chacksfield, London
7. **C'Est Si Bon**  
E. Kitt, Victor
8. **P. S.: I Love You**  
Hilltoppers, Dot
9. **I'm Walking Behind You**  
Hilltoppers, Dot
10. **No Other Love**  
P. Como, Victor

**Cincinnati**

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

**Cleveland**

1. **Hey Joe**  
F. Laine, Columbia
2. **I See the Moon**  
Mariners, Columbia
3. **Eh Cumpari**  
J. La Rosa, Cadence
4. **Oh**  
P. W. Hunt, Capitol
5. **Ebb Tide**  
F. Chacksfield, London
6. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol
7. **You, You, You**  
Ames Brothers, Victor

**Dallas-Ft. Worth**

1. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol
2. **You, You, You**  
Ames Brothers, Victor
3. **No Other Love**  
P. Como, Victor
4. **Oh**  
P. W. Hunt, Capitol
5. **Dragnet**  
R. Anthony, Capitol
6. **P. S.: I Love You**  
Hilltoppers, Dot
7. **Gambler's Guitar**  
R. Draper, Mercury

**Denver**

1. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol
2. **No Other Love**  
P. Como, Victor
3. **P. S.: I Love You**  
Hilltoppers, Dot
4. **You, You, You**  
Ames Brothers, Victor
5. **Crying in the Chapel**  
J. Valli, Victor
6. **Gambler's Guitar**  
R. Draper, Mercury
7. **Butterflies**  
P. Page, Mercury

**Detroit**

1. **Dragnet**  
R. Anthony, Capitol
2. **Ebb Tide**  
F. Chacksfield, London
3. **P. S.: I Love You**  
Hilltoppers, Dot
4. **Tonight Love**  
B. Darnell, Decca
5. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol

6. **Tropicana**  
M. Kelly, Essex
7. **My Love, My Love**  
J. James, M-G-M
8. **You, You, You**  
Ames Brothers, Victor
9. **C'Est Si Bon**  
E. Kitt, Victor

**Los Angeles**

1. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol
2. **No Other Love**  
P. Como, Victor
3. **Crying in the Chapel**  
Orioles, Jubilee
4. **You, You, You**  
Ames Brothers, Victor
5. **C'Est Si Bon**  
E. Kitt, Victor
6. **P. S.: I Love You**  
Hilltoppers, Dot
7. **Oh**  
P. W. Hunt, Capitol
8. **I'm Walking Behind You**  
E. Fisher, Victor
9. **Dragnet**  
R. Anthony, Capitol
10. **With These Hands**  
E. Fisher, Victor

**Milwaukee**

1. **Crying in the Chapel**  
R. Allen, Decca
2. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol
3. **You, You, You**  
Ames Brothers, Victor
4. **No Other Love**  
P. Como, Victor
5. **P. S.: I Love You**  
Hilltoppers, Dot
6. **Hey Joe**  
F. Laine, Columbia
7. **With These Hands**  
E. Fisher, Victor
8. **Dragnet**  
R. Anthony, Capitol

**New Orleans**

1. **Oh**  
P. W. Hunt, Capitol
2. **No Other Love**  
P. Como, Victor
4. **Crying in the Chapel**  
Orioles, Jubilee
5. **Hey Joe**  
F. Laine, Columbia

**New York**

1. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol
2. **No Other Love**  
P. Como, Victor
3. **C'Est Si Bon**  
E. Kitt, Victor
4. **Eh Cumpari**  
J. La Rosa, Cadence
5. **P. S.: I Love You**  
Hilltoppers, Dot
6. **Ebb Tide**  
F. Chacksfield, London
7. **I'm Walking Behind You**  
E. Fisher, Victor
8. **Crying in the Chapel**  
J. Valli, Victor
9. **You, You, You**  
Ames Brothers, Victor
10. **Dragnet**  
R. Anthony, Capitol

**Philadelphia**

1. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol
2. **You, You, You**  
Ames Brothers, Victor
3. **No Other Love**  
P. Como, Victor
4. **Crying in the Chapel**  
Orioles, Jubilee
5. **Crying in the Chapel**  
D. Glenn, Valley
6. **My Love, My Love**  
J. James, M-G-M
7. **Oh**  
P. W. Hunt, Capitol
8. **With These Hands**  
E. Fisher, Victor
9. **April in Portugal**  
L. Baxter, Capitol

**Pittsburgh**

1. **Eh Cumpari**  
J. La Rosa, Cadence
2. **Story of Three Loves**  
R. Hayman-J. Murad, Mercury
3. **Don't Take Your Love From Me**  
Three Suns, Victor
4. **Rags to Riches**  
T. Bennett, Columbia
5. **No Other Love**  
P. Como, Victor
6. **I See the Moon**  
Mariners, Columbia
7. **Dragnet**  
R. Anthony, Capitol
8. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol
9. **You, You, You**  
Ames Brothers, Victor
10. **Gambler's Guitar**  
R. Draper, Mercury

**St. Louis**

1. **Dragnet**  
R. Anthony, Capitol
2. **Oh**  
P. W. Hunt, Capitol
3. **Ebb Tide**  
F. Chacksfield, London
4. **Hey Joe**  
F. Laine, Columbia
5. **You, You, You**  
Ames Brothers, Victor
6. **No Other Love**  
P. Como, Victor
7. **God Bless Us All**  
B. Weil, Harbour
8. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol
9. **I Love Paris**  
L. Baxter, Capitol

**San Francisco**

1. **You, You, You**  
Ames Brothers, Victor
2. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol
3. **Dragnet**  
R. Anthony, Capitol
4. **Oh**  
P. W. Hunt, Capitol
5. **No Other Love**  
P. Como, Victor
6. **Crying in the Chapel**  
J. Valli, Victor

**Seattle**

1. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol
2. **Oh**  
P. W. Hunt, Capitol
3. **Crying in the Chapel**  
J. Valli, Victor
4. **Ebb Tide**  
F. Chacksfield, London
5. **No Other Love**  
P. Como, Victor
6. **Dragnet**  
R. Anthony, Capitol
7. **You, You, You**  
Ames Brothers, Victor

**Washington, D. C.**

1. **No Other Love**  
P. Como, Victor
2. **Vaya Con Dios**  
L. Paul-M. Ford, Capitol
3. **Crying in the Chapel**  
J. Valli, Victor
4. **Gambler's Guitar**  
R. Draper, Mercury
5. **You, You, You**  
Ames Brothers, Victor
6. **Dragnet**  
R. Anthony, Capitol
7. **I'm Walking Behind You**  
E. Fisher, Victor
8. **Oh**  
P. W. Hunt, Capitol
9. **Song of India**  
M. Lanza, Victor
10. **With These Hands**  
E. Fisher, Victor





*According to Billboard's charts...*  
 as shown on September 5, 1953

**the No. 1**

Popular  
Best Seller

**"VAYA CON DIOS"**

—Les Paul and Mary Ford—No. 2486

**the No. 1**

Country & Western  
Best Seller

**"A DEAR JOHN LETTER"**

—Jean Shepard and Ferlin Huskey—No. 2502

**the No. 1**

Popular Album  
Best Seller

**"MUSIC FOR LOVERS ONLY"**

—Jackie Gleason—Album No. 352

**HOT!**

"OH" — Pee Wee Hunt — No. 2442

"DRAGNET" — Ray Anthony — No. 2562

"ALLEZ-VOUS-EN" — Kay Starr — No. 2464

"RUB-A-DUB-DUB" — Hank Thompson —  
No. 2445

"PROUD NEW FATHER" — Johnny Standley —  
No. 2569

"I LOVE PARIS" — Les Baxter — No. 2479

"YESTERDAY'S GIRL" — Hank Thompson —  
No. 2553

"FROM HERE TO ETERNITY" — Frank Sinatra —  
No. 2560

"A FOOL WAS I" — Nat "King" Cole —  
No. 2540

"CAN-CAN" — Original Broadway Cast —  
Album No. 452

"TWO IN LOVE" — Nat "King" Cole —  
Album No. 420

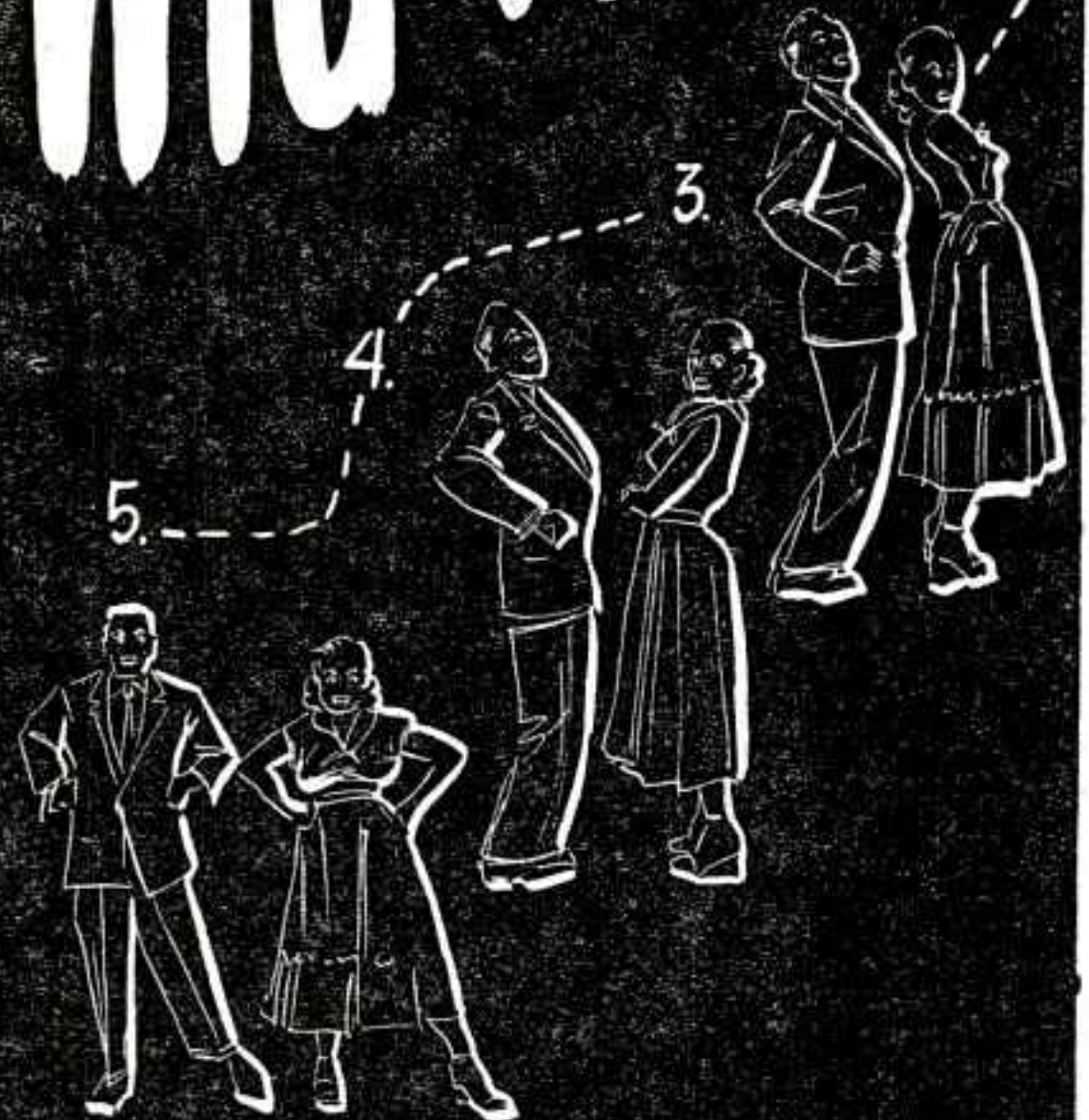
*Count on Capitol to Keep 'em Coming!*



THE HAPPIEST HIT OF 1953!



# TENNESSEE WIG-WALK



recorded by

Jill Whitney

coral-61055

Russ Morgan

decca-28846

Bonnie Lou

king-1237

(Listed Alphabetically by label)

VILLAGE MUSIC COMPANY

Gen. mgt; SIDNEY PROSEN

1619 Broadway New York 19, N. Y.

NEW YORK CHICAGO HOLLYWOOD

## 1953 Disk Sales

Continued from page 15

either made in the United States or imported for sale in the United States. It is not believed that any substantial number of records manufactured in the United States are later shipped to export markets. In most instances, foreign countries manufacture their own records from masters furnished by American companies.

The accuracy of the government figures as a base for projecting sales at retail is further borne out by checking against statistical information supplied by the American Federation of Musicians and the Music Performance Trust Fund. Using the AFM figures with corrections made for disks cut in Canada, the musicians' union statistics and those projected from excise tax collections are extremely close.

## Tint Booming

Continued from page 3

in the fortnight following Tuesday's (8) deadline for industry's filing of comments on color TV. Bulk of the filing will consist of a repetition largely of what has already been told to the commission by the major compatible color proponents, headed by National Television Systems Committee. Dr. W. R. G. Baker, chairman of NTSC, intends to give the commission a recapitulation of all the committee's data Tuesday (see Washington Once-Over column). More than half a dozen of the top compatible color champions in the industry, including Radio Corporation of America and its subsidiary, National Broadcasting Company, have already made their filings.

The September 23 deadline for counter-comments will tell more clearly whether any opposition in the industry is likely to challenge the commission to stage oral arguments or whether the commission can go ahead thereafter and issue rule-making from the written filings. The guess right now is that oral arguments can be avoided.

## Color Looms

Continued from page 3

ing head of the TV network, succeeding Herbert. The three current toppers, Weaver, Herbert and Barry, doubtless will report directly to General Sarnoff for the present.

Beyond any question, these and future internal developments at NBC-TV will set that web on a new road. That the road's pavement is to be multi-colored now is certain.

## Full-Hour Drama

Continued from page 6

week with a much better one. If he owns a situation-comedy or a comedy, and the viewer does not like either the situation or the performer, unless some sort of minor miracle prevails, the advertiser is usually on the hook for 13 weeks. And such programs usually wear out more quickly. The formula, of course, does not apply to dramatic shows such as spy stories which retain the same characters and thus can also lose audiences as quickly as situation comedies.

## Rating Security

Ratings have proved that, while dramatic shows usually do not land in the upper five or 10 programs most viewed, they usually do not fall 'way down at the bottom of the list, especially if produced well with names. This also adds to the sponsor's security.

And dramatic shows usually reach the women viewers as no other programs can. It has been shown, time and time again, for example, that the large majority of theatergoers are women. For some products such as Kraft, which sells its cheeses mainly to women, drama does a job which few other programing elements can do. In fact, Kraft was uncertain whether it was just TV or its dramatic show which was selling its products. Its compromise was to use the same kind of dramatic show on another network so that it could be reasonably sure of duplicating its success.

The most likely candidate to switch to an hour drama show later in the season is Lever Brothers. Its intention is to program an hour of drama, perhaps in the spring of 1954, probably by dropping "Big Town" and expanding its "Lux Video Theater."

## VOX JOX

Continued from page 30

"The Radio Rodeo." . . . **Erv Rosen**, WOLF, Syracuse, has left for the Army. . . . **Dave Croninger**, KRMG, Tulsa, Okla., will move to KCMO, Kansas City, Mo., on September 15. . . . **Sandy Singer**, KCRG, Cedar Rapids, Ia., has just returned from a vacation in Chicago. . . . **Frederick Ogins**, Chicopee, Mass., and his wife, **Barbara**, are on a two-week vacation. . . . **Lem Dawkins**, who recently came down from Maine, has joined **Little Artie Preston** on WSPR, Springfield, Mass. . . . **Don Wallace**, KBIX, Muskogee, Okla., has just left for his vacation. . . . **John K. Jennins**, WEKR, Fayetteville, Tenn., returns to the "1240 Club" this week after the vacation periods.

## Surface Noises

**Brant Arbuckle**, KSIL, Silver City, N. M., writes, "Hats off to **Jim McCarthy** for his wonderful co-operation with us jocks. He really goes out of his way." . . . **Ron Shoop**, WOI, Ames, Ia., observes "Most of

## YESTERYEAR'S TOPS—

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

SEPTEMBER 11, 1943:

1. Sunday, Monday or Always
2. You'll Never Know
3. In the Blue of the Evening
4. Paper Doll
5. All or Nothing at All
6. I Heard You Cried Last Night
7. Pistol Packin' Mama
8. In My Arms
9. It Can't Be Wrong

SEPTEMBER 11, 1948:

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

the good music seems to be emerging from the flux of motion picture themes. What has happened to Tin Pan Alley?" **Lonnie Barron**, WSDC, Marine City, Mich., advises that he still hasn't had any response from Columbia, Mercury, M-G-M and RCA on country and western records.

## Guestings

**Gene Norman**, KHJ, Hollywood, played host recently to **Stan Getz**, **Andy and Della Russell**, **Ray Middleton** and **Erroll Garner**. . . . **John H.**

**Bennett**, WPTR, Albany, N. Y., was visited by **Hugo Winterhalter** on September 9. . . . **The Billy Williams Quartet** guested on KFEL's **Joe Flynn** show in a special fund raising pitch to aid the crippled children's summer camp in Denver. Flynn's listeners have contributed nearly \$1,000 to date, including a check from the Williams Quartet. . . . **Joe Hyden**, WRJM, Newport, R. I., recently interviewed **Julius La Rosa** and **Bobby Breen**, in addition to taped gab fests with tennis players **Vic Seixas**, **Tony Trabert** and **Ken Rosewall**.

## Jox Trix

WBSB, Bennettsville, S. C., in answer to a request made by the city recreation director, is originating three shows a week from the "Teen Canteen," designed to keep teen-agers off the streets. Shows are handled by **Neil Terrell** and **Al Bonapart** who report a good response — especially on free hamburger and watermelon night. . . . **Ed Webb**, KSIM, Sikeston, Mo., is giving away duplication disks and drive-in theater tickets to the listeners identifying the "mystery singer." . . . **Charlie Harris**, WJHP, Jacksonville, Fla., who is located close to several Navy installations, has started a "Why I Like My Home Town" letter contest. Harris plays the winner's requests and gives his home town a big plug. . . . **Stan Nelson**, KITE, San Antonio, takes credit for breaking the home town heat wave by playing "Jingle Bells," "Frosty the Snowman," "Winter Wonderland" and other Christmas season favorites on his morning show. . . . **Jack Leadinghouse**, WJOB, Hammond, Ind., believes a good gimmick for breaking things up is to slip one record inside another at just the appropriate spot, finishing up the play with the original record. . . . **Jerry Ryan**, KFKA, Greeley, Colo., who recently got out of the Navy, tells us that in addition to his regular programing, he started a gag which really paid off. Ryan's project was "digging a tunnel to Sam's Steak House" using sound effects and all the imagination he could muster. As a result of this gag, Sam's Steak House was added to KFKA's list of accounts. . . . **Jim Malloy**, WARD, Johnstown, Pa., was so inspired by the contest of another jockey, which was recounted here, that he started one of his own. Using the record, "Ebbtide," listeners were asked, "Just what kind of birds are these?" Prizes included cheese glasses with a bird motif in color.

## Merman-Martin TV Bit

Continued from page 15

bitious undertaken by the diskery in many years.

## Ford Promotion

Much of this promotion will be duplicated by the Ford Motor Company thru its chain of franchise dealers. This phase of the campaign, to be run by Kenyon & Eckhardt, Inc., calls for distribution of special promotion kits to all Ford, Mercury and Lincoln dealers. These will contain suggestions for promotion on a local level. Many of these dealers buy their own air time, and they will be urged to plug the album on the segs. The kit will also contain suggestions for working with deejays. Streamers will be provided for window use.

Tho no commitment has yet been made, it is considered likely that the album will receive a powerhouse initial shove via plugging on the Ed Sullivan TV show, sponsored by the motor company.

## The Dress

Indicative of the wide scope of the promotion is a special campaign revolving around the "Mary Martin Dress," a creation of Jamison Classics which is handled by top department stores around the country. Kenyon & Eckhardt expects to spark a number of store promotions tying in the dress with the album.

Si Rady, Decca exec who handled the album negotiations for the diskery, has been busy gathering clearances for the project

for the past six weeks from the many parties involved. In addition to Ford, okays had to be received from the NBC and CBS networks, which carried the show jointly; **Leland Hayward**, the producer; **Jerome Robbins**, who staged the duet; **Jay Backton**, the arranger-conductor, and the artists.

The most involved negotiations concerned publisher clearances. Standard mechanical royalties of 2 cents per tune would have made the project prohibitive in cost. The 11 publishers who hold the copyrights of the 29 tunes used finally agreed to a pay-off formula that took into account the fact that in most cases only a short fragment of a tune, or perhaps little more than its title, was utilized.

The deal, also unique for a project of its kind, is understood to work as follows: For the use of four to eight bars of music, royalties of one-quarter cent per tune are to be paid; for 16 bars or half a chorus, one-half cent, and for 32 bars or an entire chorus, 1 cent.

This arrangement, which may well set a precedent for similar projects, is especially interesting in view of a parallel effort by RCA Victor. It is recalled that the planned album, "Showbit," which also was to make use of many song fragments, nearly stalled when publishers resisted efforts by the diskery to acquire the use of the copyrights cuff.



*Beautiful...  
by Baxter*

**"TROPICANA"**

backed with  
"JULIE"... from the MGM picture  
"Take the High Ground"

**Les Baxter**

Record No.  
2568





The Billboard Music Popularity Charts

# PACKAGED RECORD REVIEWS

## Packaged Record Review Ratings

### CLASSICAL LP'S

#### SYMPHONIES

MOZART: SYMPHONIES NOS. 40, 35 (1-12") N. Y. Philharmonic; Bruno Walter, Cond. Columbia ML 4693	81
BEETHOVEN: SYMPHONY NO. 3 IN E-FLAT (EROICA) (1-12") Columbia ML 4698	80
FRANCK: SYMPHONY IN D MINOR (1-12")—St. Louis Symphony; V. Golschmann, Cond. Capitol P 8221	76
MAHLER: SYMPHONY NO. 1 IN D (1-12")—Pittsburgh Symphony; W. Steinberg, Cond. Capitol P 8224	70
HONEGGER: SYMPHONIC LITURGIQUE (1-12")—Dresden Philharmonic; W. Stoschek, Cond. Urania URLP 7090	62

#### EXTENDED ORCHESTRAL WORKS

ALBENIZ: IBERIA (1-12")—L'Orchestre de l'association des Concerts Colonne; G. Sebastian, Cond. Urania URLP 7085	74
PISTON: INCREDIBLE FLUTIST; COPLAND: APPALACHIAN SPRING (1-12")—Symphony Orchestra of Radio Berlin; A. Rother, Cond. Urania URLP 7092	72
MASSENET: LES ERINNYES (1-12")—Paris Opera Ork, A. Cluytens, Cond. SAINTS SAENS: SUITE ALGERIENNE OP. 60 Orchestre National de la Radiodiffusion Francaise; L. Fourstier, Cond. Vox PL 8100	65

#### OPERATIC EXCERPTS

MOZART: ARIAS FROM THE MARRIAGE OF FIGARO; CONCERT ARIAS (1-12")—George London, Bass-Baritone; Columbia Symphony Ork, Bruno Walter, Cond. Columbia ML 4699	81
PUCCINI: HIGHLIGHTS FROM LA BOHEME (1-12")—Ork of Radio Italiana; G. Santini, Cond. Cetra A 50143	80
MOZART: OPERATIC ARIAS (1-12")—Columbia Symphony Ork; Eleanor Steber, Soprano; Bruno Walter, Cond. Columbia 4694	79
VERDI: HIGHLIGHTS FROM AIDA (1-12")—Ork and Chorus of Radio Italiana; V. Gui, Cond. Cetra A 50142	77
LEONCAVALLO: HIGHLIGHTS FROM I PAGLIACCI; MAS-CAGNI: HIGHLIGHTS FROM CAVALLERIA RUSTICANA (1-12")—Ork and Chorus of Radio, Italiana; A. Simonetto-A. Basile, Conds. Cetra A 50144	74
OFFENBACH: ORPHEUS IN THE UNDERWORLD (Abridged); LA BELLE HELENE (Abridged) (1-12")—Paris Philharmonic Chorus and Ork; Rene Leibowitz, Cond. Renaissance X-51	72
MOZART: HIGHLIGHTS FROM THE MARRIAGE OF FIGARO (1-12")—Ork of Radio Italiana; F. Previtali, Cond. Cetra A 50141	72
WAGNER: FLYING DUTCHMAN HIGHLIGHTS (1-12")—The Austrian Symphony Ork; G. Koslik, W. Loibner and H. Weigert, Conds. Remington R-199-137	66

#### CHORAL AND VOCALISTS

VAUGHAN WILLIAMS: FIVE TUDOR PORTRAITS (1-12")—Pittsburgh Ork; Chorus and Soloists; Steinberg, Cond. Capitol P 8217	72
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### POPULAR ALBUMS

#### VOCAL

FOLK SONGS (1-10")—Burl Ives, Decca DL 5467	75
WOMEN (1-10")—Burl Ives, Decca DL 5490	72

#### JAZZ

PREMIERED BY ELLINGTON (1-10")—Duke Ellington Ork Capitol H 440	75
BENNY GOODMAN: THE GOODMAN TOUCH (1-10")—Capitol H 441	74
JIMMY LUNCEFORD AND HIS ORCHESTRA (1-12")—Decca DL 8050	72
THE ART TATUM TRIO (1-10")—E. Barksdale; S. Stewart Capitol H 408	72
COUNT BASIE AND HIS ORCHESTRA (1-12")—Decca DL 8409	70
JOHNNY DODDS: VOL. 2 (1-10")—Riverside RLP 1015	70
MA RAINEY: VOL. 2 (1-10")—Riverside RLP 1016	70
COLLECTOR'S ITEMS VOL. 1 (1-10")—Riverside RLP 1017	68
NEW ORLEANS JAZZ CONCERT (1-10")—George Lewis and Freddie Kohlman Bands, Decca DL 5483	65
Decca DL 5456	64
BLIND LEMON JEFFERSON: FOLK BLUES (1-10")—Riverside RLP 1014	63
RAGTIME JAMBOREE (1-10")—Lawson-Haggart Jazz Band Decca DL 5456	64
SPARKLING KIRK-A-TUNES (1-10")—Steve Kirk Jazz Combo Decca DL 5462	60

#### COUNTRY & WESTERN

HANK THOMPSON: SONGS OF THE BRAZOS VALLEY (1-10")—Capitol H 418	80
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## Ork & Chorus Firms Explore New Territory

Capitol Records has brought forth a remarkable new album that should interest many choral fans as well as those who enjoy modern music. It is the first LP performance of Vaughan Williams' "Five Tudor Portraits," as recorded in actual performance at the First Pittsburgh International Contemporary Music Festival a few months ago. The work is Williams' musical setting of a group of poems by pre-Elizabethan poet John Skelton, and the

Mendelssohn Choir, under the direction of Russell B. Wichmann, handles it superbly, with Nell Rankin and Robert B. Anderson standing out as soloists.

A new orchestral version of Albeniz' "Iberia" is handled effectively in a reading led by George Sebastian on a new Urania release. Those who prefer orchestral sound may enjoy this, tho the piano versions will probably still interest most. The Symphony Orchestra of Radio Berlin has turned out a fine reading of two American ballet works, Copland's "Appalachian Spring" and Piston's "The Incredible Flutist," also on Urania. Many ballet music lovers should be interested in this set. Massenet's "Les Erinnyes" and Saint-Saens' "Suite Algerienne" are performed carefully by two French orchestras on a new

(Continued on page 37)

## EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category.

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 60-69, satisfactory; 50-59, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

### Opera Sets

## Tagliavini Disk Held Strongest Of New Entries

In making available its recently acquired Cetra opera catalog via highlight diskings, Capitol is appropriately tackling works of widest appeal first. In the four most recent issues, five of the most popular operas in the active repertoire are attractively packaged. It's a safe guess that La Boheme, Aida, The Marriage of Figaro, I Pagliacci and Cavalleria Rusticana, the latter two rightly coupled on single 12-inchers, can sell well despite strong catalog competition. Especially so when the transfers from the complete sets have been so faithfully accomplished.

Of the group, La Boheme carries the most commercial weight. Tho one of the last packages to be released by Cetra-Soria prior to the Capitol deal, it sold extremely well. Artist-wise it also packs the strongest punch, featuring the tenor idol Ferruccio Tagliavini. In descending order of probable sales potential place "Aida," "Cav" and "Pag" and "Figaro."

Renaissance has a particularly apt coupling in the abridged versions of the Offenbach operettas Orpheus in the Underworld and La Belle Helene. The light, frothy works are brightly performed, as owners of the complete versions well know, and they should attract attention of a good many buyers whose tastes bracket the comic and serious opera categories.

Remington's Flying Dutchman Highlights is somewhat inaccurately titled, but knowing dealers can perhaps convert the misnomer into extra sales. Three of the excerpts are from the title opera, but the two finest sections are from Wagner's Die Meistersinger and Die Walkure. Paul Schoeffler and Astrid Varnay are the featured artists. For maximum effect, the disk should be offered as a Schoeffler-Varnay-Wagner program, in that order.

Is Horowitz.

## Walter Is 77 Dealers Slice Birthday Cake

Columbia has done right proudly by Bruno Walter, whose 77th birthday will be marked by appropriate celebration (The Billboard, August 5) next week. Turned out for market consideration are three new disks, featuring the noted conductor, any one or all of which can be expected to reap dealer dividends over the long haul.

What better way to fete a conductor than present him best foot forward? Walter, a Mozart specialist, shows his mastery of

(Continued on page 37)

### Out of the Past

## Bumper Crop of 'Standard' Jazz Competes for Dealer Attention

Both the major diskeries and those smaller firms specializing in jazz material have been prolificly turning out disks which should interest a wide variety of fans. Most recently there has been made available a healthy selection of non-bop or "not so cool" music, ranging from collectors' items resurrected from the old masters to newly cut items done in the old or let us say, standard, styles. Capitol, for example, has made available some fine Benny Goodman small-combo jazz in a set called "The Goodman Touch" taken from stuff which BG cut while he was with the label. The same label has just issued some

new Ellingtonia as Premiered By Ellington, and some wonderful piano stuff, The Art Tatum Trio. Decca has come thru with truly delightful catalog items in two sets, Jimmy Lunceford and his orchestra and Count Basie and his orchestra. For those seeking the truly hard-to-find items, there are several sets on the Riverside label, all taken from early Paramount masters. These include Johnny Dodds, Vol. 2, Ma Rainey, Vol. 2, and Collector's Items, Vol. 1.

The Goodman material features Benny with trios, quartets, quintets, etc., working over some good standard tunes in a fashion which the fans will really appreciate. The Ellington material is just what the title says and figures to do well in the broad market which the orkster has acquired over the past years. As for Tatum and his trio, many a "square" pop record buyer will go for the music if he's given a chance to hear it.

Of major interest to people who were record buyers 10 and 15 years ago should be the Decca sets by Lunceford and Basie. Here are some of the great swing band singles wrapped up in package form. Older fans can now toss away those scratchy singles and get the better sounding LP transfers.

The Riverside items dig back into the middle and late '20's for their material. Ma Rainey and Dodds need no selling to those who'll be the customers. Collector's Items, Vol. 1, may need a little selling as do many miscellaneous collections. Blind Lemon Jefferson will undoubtedly appeal to those who like Leadbelly and Josh White, since the diskery points out that the latter two took lessons from Jefferson. It's doubtful, tho, whether a large market exists for this material.

Three new Decca albums delve a little deeper on a narrower basis, with Ragtime Jamboree, featuring the Lawson-Haggart jazz band; Sparkling Kirk-a-Tunes, featuring the Dutch Steve Kirk jazz combo, and New Orleans Jazz Concert, co-featuring the George Lewis and Freddie Kohlman combos. Of the three, the two-beat buyers should be interesting in the rags and the New Orleans stuff, while the imported items by Kirk would appear to have quite limited appeal.

Joe Martin.

## Issue Strong Sets for Folk, Country Buyers

Offered this week are three disks that, broadly speaking, are in the folk idiom. They range from balladeer Burl Ives to Hank Thompson, the latter, one of the important new names in today's country and western market.

The Thompson album, Songs of the Brazos Valley, on Capitol, is a natural for the country field, combining his two most recent single record releases with six other new tunes.

For the broad market, however, the two Burl Ives Decca albums, Folk Songs, Dramatic and Humorous, and Women, probably offer the most potential. The first is a varied collection of folk songs that include the beautiful and haunting religious song, "I Wonder as I Wander," "Git Along Little Dogies" and the lullaby "Hush Little Baby." Most of these have their roots or growth in the American scene. The dealer who is looking for the "extra sale" will suggest this set for children as well as adults.

The other Ives package, a collection of folk tunes about the fair sex, is excellently programed with a number of old favorites plus others less familiar but every bit as good.

Neve Gehman.

### Symphonies

## Honegger Opus Bucks Familiar LP Repertoire

New symphony disks reviewed this week cover two warhorses, Beethoven's Third (Beecham-Columbia) and Franck's D Minor (Golschmann-Capitol), Mahler's No. 1 In D Major (Steinberg-Capitol), a work that is receiving increased recording attention, and a "first" for LP catalog, Honegger's Symphonic Liturgique (Stoschek-Urania).

Of these four works the heaviest attention will undoubtedly be centered on the Beethoven and Franck disks, despite many fine

(Continued on page 43)

### Pianists

## Keene, Foldes, Pressler LP's

A trio of interesting albums of piano music appeared on the market this week. Mercury released two—Andor Foldes doing Grieg's Norwegian Peasant Dances, and Constance Keene in readings of Bach's "French Suite No. 5," Beethoven's "Variation in C Minor" and Brahms' "Variations On a Theme by Paganini." Another album, Debussy's La Boite a Joux, played by the Israeli artist, Menahem Pressler, was released by M-G-M.

Those dealers whose customers are looking for classical fare of an unusual nature will find two of these albums of more than ordinary appeal. For each of these LP's, tho containing works from the pens of great composers and played by notable instrumentalists, are touched with an esoteric quality. The Norwegian Peasant Dances, for instance, stem from the music of the folk in the most remote valleys of Norway.

Debussy's "La Boite a Joux" (The Box of Toys), originally composed for a children's ballet, nearly passed into oblivion, too. A legend grew that it was written for theater. On this M-G-M record the selection proves easily that it is strong enough to take its place with other works in the Debussy repertoire. The Pressler reading reveals a colorful, imaginative work.

Constance Keene, a pianist of great technical virtuosity, playing more familiar selections by three major composers—Bach, Beethoven and Brahms—wraps up in one package a bargain measure of attractive classical fare.

Paul Ackerman.



The Billboard Music Popularity Charts

# PACKAGED RECORD BUYING GUIDE

## Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

### SHORT ORCHESTRAL WORKS

(Alphabetically Listed)

- BARBER: ADAGIO FOR STRINGS, ESSAY FOR ORCHESTRA:** GOULD: LATIN-AMERICAN SYMPHONETTE (Eastman-Rochester-Hanson) .....Mercury 40002
- BIZET: CARMEN, ORCHESTRAL SCENES** (Columbia Symphony-Beecham) .....Columbia AAL 27
- DELIUS: BRIGG FAIR, FIRST CUCKOO, A SONG OF SUMMER** (London Symphony Ork-Collins).....London LL-758
- ENESCO: RUMANIAN RHAPSODIES NO. 1, NO. 2** (Indianapolis-Sevitsky) .....Capitol H-8210
- PONCHIELLI: DANCE OF THE HOURS FROM LA GIOCONDA; THOMAS' MIGNON OVERTURE** (Paris Conservatoire Ork-Fistoulari) .....London LD-9014
- PUCCINI: LA BOHEME, ORCHESTRAL SELECTIONS** (Kostelanetz Ork) .....Columbia ML 4655
- WAGNER: TANNHAEUSER, PRELUDE TO ACT 3; TRISTAN, PRELUDE TO ACT 3** (Paris Conservatoire-Weingartner) .....Columbia ML 4680
- WAGNER: TRISTAN AND ISOLDE PRELUDE LIEBESTOD AND SIEGFRIED'S RHINE JOURNEY FROM GOETTER-DAEMMERUNG** (Pittsburgh-Steinberg) .....Capitol S-8185

### INSTRUMENTAL

(Alphabetically Listed)

- BACH: COMPOSITIONS BY BACH AND MOZART** (Dinu Lipatti, Piano) .....Columbia ML 4633
- BACH: BACH FESTIVAL** (E. Power Biggs, Organ) .....Columbia ML 4635
- BEETHOVEN: PIANO SONATAS NO. 2, NO. 23 ("APPASSIONATA")** (Robert Casadesus, Piano) .....Columbia ML 4622
- BEETHOVEN: PIANO SONATAS NO. 13, NO. 14 ("MOONLIGHT") NO. 19, NO. 20** (Wilhelm Backhaus, Piano) .....London LL 705
- BEETHOVEN: PIANO SONATAS NO. 21 ("WALDSTEIN"), NO. 30** (Rudolf Serkin, Piano) .....Columbia ML 4620
- BEETHOVEN PIANO SONATAS NO. 26 ("LES ADIEUX"); NO. 29 ("HAMMERKLAVIER")** (Solomon, Piano).....RCA Victor LM 1733
- BLIND LEMOY: JEFFERSON: FOLK BLUES (1-10")**—Riverside RLP 1014.....63
- CHOPIN: PRELUDES AND SCHERZOS** (Benno Moiseiwitsch, Piano) .....Bluebird LBC-1038
- GRANADOS: TWELVE SPANISH DANCES** (Jose Echaniz, Piano) .....Westminster WL 5181
- LISZT: HUNGARIAN RHAPSODY NO. 2; RACHMANINOFF: PRELUDES** (Leonard Pennario, Piano) .....Capitol H-8186
- WIDOR: VARIATIONS FROM SYMPHONIE GOTHIQUE; LISZT: FANTASIA AND FUGUE** (Jeanne Demessieux, Organ) .....London LL-697

## Pop Album Recent Release Sellers

All records listed under recent releases have been released less than five months ago. Catalog sellers have been available for more than five months. Results are based on a survey of key dealers thruout the country. Musical category changes weekly.

### DANCE BAND MUSIC

(Alphabetically Listed)

- LES BROWN ORK—LES' DANCE** .....Coral 56094
- TOMMY DORSEY ORK—CLASSIC DANCES IN MODERN DANCE TEMPO** .....Decca 5452
- TOMMY DORSEY ORK—IN A SENTIMENTAL MOOD** .....Decca 5448
- SHEP FIELDS—DESIGNED FOR DANCING (Tops in Pops)** .....Lion E-70008
- BENNY GOODMAN ORK—THE BENNY GOODMAN BAND** .....Capitol H-409
- BENNY GOODMAN ORK—FLETCHER HENDERSON ARRANGEMENTS** .....Columbia GL-524
- HARRY JAMES ORK—ONE NIGHT STAND** .....Columbia GL-522
- GUY LOMBARDO ORK—EVERYBODY DANCE, Vol. 3** .....Decca 5470
- MANTOVANI ORK—TANGOS** .....London LL-768
- TEDDY POWELL ORK—DESIGNED FOR DANCING (All-Time Favorites)** .....Lion E-70009

## Pop Album Catalog Sellers

### DANCE BAND MUSIC

(Alphabetically Listed)

- RAY ANTHONY ORK—CAMPUS RUMPUS** .....Capitol H-362
- RAY ANTHONY ORK—HOUSE PARTY HOP** .....Capitol L-292
- LES BROWN ORK—DANCE PARADE** .....Columbia CL 6060
- HARRY JAMES ORK—ALL TIME FAVORITES** .....Columbia CL 6219
- GUY LOMBARDO ORK—EVERYBODY DANCE, Vol. 1** .....Decca 5434
- BILLY MAY ORK—BACCHANALIA** .....Capitol H-374
- BILLY MAY ORK—BIG BAND BASH** .....Capitol L-329
- GLENN MILLER ORK—JUKE BOX SATURDAY NIGHT** .....RCA Victor EPAT 401
- GLENN MILLER ORK—SELECTED** .....RCA Victor EPA 148
- GLENN MILLER ORK—THIS IS GLENN MILLER** .....RCA Victor EPBT 3002

## CHART COMMENTS

### SHORT ORCHESTRAL WORKS

Short Orchestral Works comprise a category which a dealer can use very handily in breaking the ground for record buyers who want to edge into the classical field. This category consists of collections of relatively short symphonic works. They are usually brilliant in composition, which makes for exciting listening and in most cases are already familiar selections. It's an area in which the Boston Pops has held an eminent position for many years. "Pops" orchestra in other cities have done much to popularize many of these works. Three entries on the catalog best-seller chart are Boston Pops recordings.

This is also an area which first was greatly responsible for the shorter length and lower priced 10-inch LP (note the number of Columbia AAL disks on the charts) and now is so conducive to 45 EP records. Tho the chart lists LP numbers exclusively, most of these are also available, either completely or in part, on EP.

**Instrumental — Instrumental** ... The chart results of the first Instrumental survey (which consists of works for solo instrument,

### Next Week

#### CLASSICAL

★ Symphony

★ Opera Excerpts

#### CHILDREN'S RECORDS

accompanied or unaccompanied) point up a number of factors that can be of help to dealers in planning their stock and promotions. While much of this may be basic to many dealers, a review of fundamentals is always helpful. The charts show the following: (1) The big partiality to the piano as a solo instrument; (2) the sales potential of certain organ repertoire; (3) the great popularity of Beethoven Sonatas, and (4) the popularity of "packages" of short selections. Also noteworthy are the number of disks on the charts that are one disk of a series. Four of the 10 catalog listings in this category are part of a series of two or more sets. While the ones listed are the best sellers, alert dealers will recognize that a customer of one set is also a potential buyer of another set in the series.

The catalog chart also shows the evidence of the influence of a movie and a pop record on the sale of a classical album. Always a popular work, the Rachmaninoff Rhapsody on a Theme by Paganini was reported by dealers as one of the top chart entries. Mercury has a record entitled the same as the movie, "Story of Three Loves." Victor has just excerpted the same theme from a Kapell set. Reports from a number of Chicago dealers credit the increased sale of the classical disk to the popularity of the pop single. A tie-in with the movie might help dealers in other areas up their sales.

### Walter Is 77

Continued from page 36

the classic style in that composer's Symphonies, Nos. 35 (Haffner) and 40, Back-to-back on one disk. These are performances that a good many will want in preference to, or in addition to, the several duplications of merit existing in the catalog.

Tho Walter takes a lesser role in the remaining two commemorative disks, that of orchestral accompanist to featured singers, these entries gain immeasurably by his perceptive conducting. Each is collection of Mozart arias,

## Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

### SHORT ORCHESTRAL WORKS

(Alphabetically Listed)

- BALLET AND BIZET** (Symphony-Stokowski) .....RCA Victor LM 1706
- CLASSICAL JUKE BOX, SELECTED** (Boston Pops-Fiedler) .....RCA Victor LM 1106
- LISZT: HUNGARIAN RHAPSODY NO. 2; OFFENBACH: ORPHEUS** (Columbia Symphony-Rodzinski) .....Columbia AAL-2
- OPERATIC BALLET MUSIC, SELECTED** (Boston Pops-Fiedler) .....RCA Victor LM-9005
- ROSSINI: OVERTURES** (NBC Symphony-Toscanini) .....RCA Victor LM 1044
- SIBELIUS: FINLANDIA, SWAN OF TUONELA** (Philadelphia-Ormandy) .....Columbia AAL-9
- STRAUSS, J.: WALTZES** (Mantovani Ork) .....London LL-685
- TCHAIKOVSKY: 1812 OVERTURE, MARCH SLAV** (Philadelphia-Ormandy) .....Columbia AAL-24
- TCHAIKOVSKY: 1812 OVERTURE, CAPRICCIO ITALIEN** (Boston Pops-Fiedler) .....RCA Victor LM-1134
- TCHAIKOVSKY: TWILIGHT CONCERT, VOL. 1:** (Columbia Symphony Ork-Rodzinski) .....Columbia ML 4311
- WAGNER: TRISTAN PRELUDE, GOOD FRIDAY MUSIC FROM PARSIFAL** (London Philharmonic-Krauss) .....London LLP-14

### INSTRUMENTAL

(Alphabetically Listed)

- BACH: BACH'S ROYAL INSTRUMENT, VOL. 3** (E. Power Biggs, Organ) .....Columbia ML 4500
- BACH: BEETHOVEN: BRAHMS (1-12")**—Constance Keene, Piano. Mercury MG 10138.....74
- BACH: CHORALE PRELUDES, VOL. 2** (Albert Schweitzer, Organ) .....Columbia ML 4601
- BEETHOVEN: PIANO SONATA NO. 8 ("PATHETIQUE")** .....RCA Victor LM 1072
- SCHUMANN: FANTASISTUECKE** (Artur Rubinstein, Piano) .....RCA Victor LM 1205
- CHOPIN: POLONAISES, VOL. 1** (Artur Rubinstein, Piano) .....RCA Victor LM 1205
- CHOPIN: WALTZES** (Dinu Lipatti, Piano) .....Columbia ML 4522
- DEBUSSY: LA BOITE a bijoux; IBERT-HISTOIRES (1-12")**—Menahem Pressler, Pianist. M-G-M E3042.....70
- DEBUSSY: PRELUDES, BOOK 1** (Walter Gieseking, Piano) .....Columbia ML 4537
- ENCORES: COMPOSITIONS BY LISZT, CHOPIN, ETC.** (Artur Rubinstein, Piano) .....RCA Victor LM 1153
- GREIG: NORWEGIAN PEASANT DANCES (Slatter) OP. 72 (1-12")**—Andor Foldes, Piano. Mercury MG 10136.....72
- KREISLER: FAVORITES; PAGANINI: CAPRICES** (Zino Francescatti, Violin) .....Columbia ML 4219
- PIANO REVERIES AND VIRTUOSO PIANO MUSIC: COMPOSITIONS BY DEBUSSY, LISZT, ETC.** (Jose Iturbi, Piano) .....RCA Victor LM 1167
- RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI; CONCERTO NO. 1 IN F SHARP MINOR** (Sergei Rachmaninoff, Piano) .....RCA Victor LCT 1118

one, featuring bass-baritone George London mainly in selections from *The Marriage of Figaro*, and the other Eleanor Steber is a well-planned program of arias from several of the better-known operas of the prolific Wolfgang Amadeus. The close teamwork of conductor and soloist is a happy augury of the probable sales the coupling of their names will attract.

Is Horowitz.

### Ork & Chorus

Continued from page 36

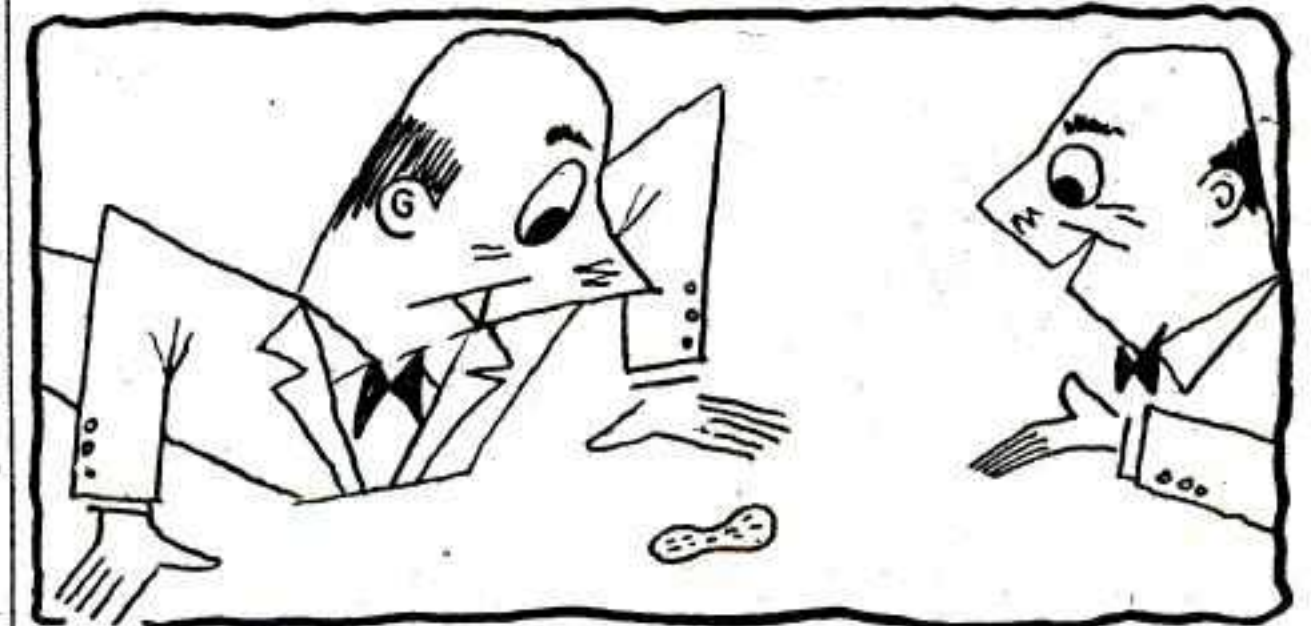
Vox release. Neither work has been released on LP previously. However, it is doubtful if any but the most ardent collector will desire this LP, unless they want to hear Massenet's "Elegie" in its original settings. Bob Rolontz.

## ERROR OMITS COL. CONCERTOS

Thru a typographical error, the following record was regrettably omitted from the catalog chart of the top selling concertos:

**Grieg: Piano Concerto in A Minor** (Lipatti, Philharmonia Ork-Galliera); **Schumann: Piano Concerto in A Minor** (Lipatti, Philharmonia - von Karajan) Columbia ML 4525.

This disk and the Victor version of the same Grieg concerto were reported as the two biggest sellers among the concertos that have been on the market for more than six months.



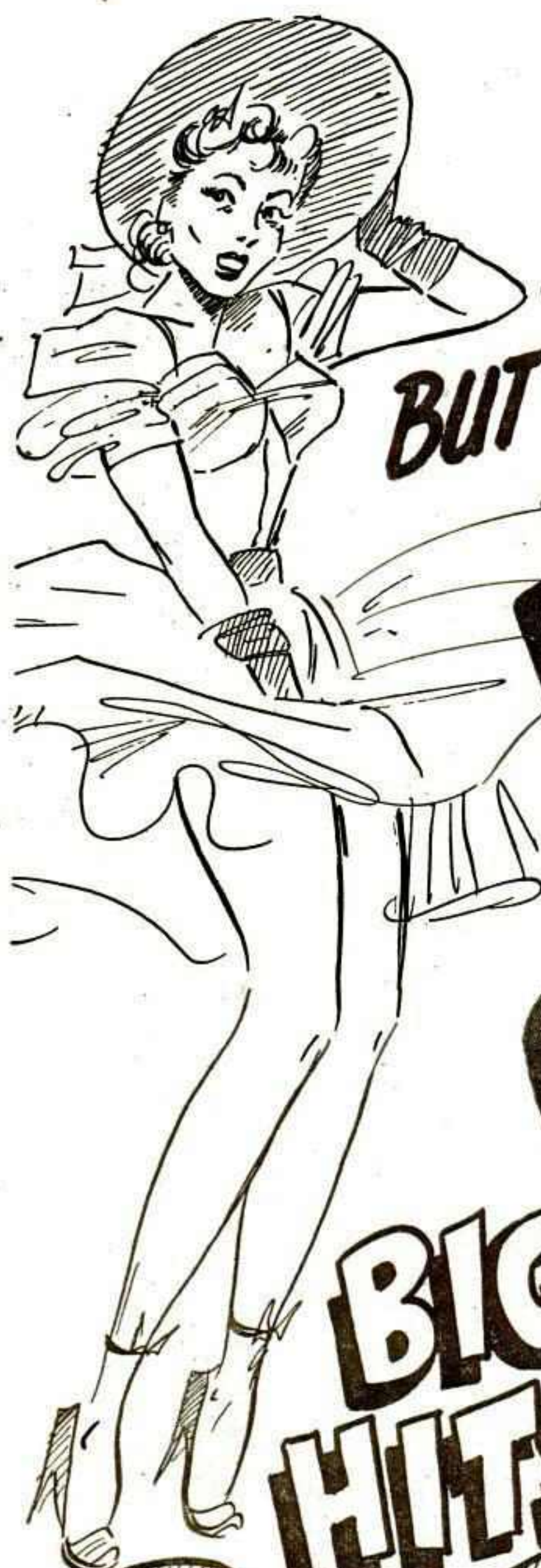
SURE IT'S A PEANUT! I BET THE BOSS THAT RCA VICTOR COULDN'T CUSTOM-MAKE RECORDS THAT FAST!

AND FAST SERVICE is just one of the many reasons why over 100 indie labels do business with RCA Victor. What's your particular problem? For top quality, quick delivery . . . at competitive prices . . . RCA Victor offers a complete custom record service.

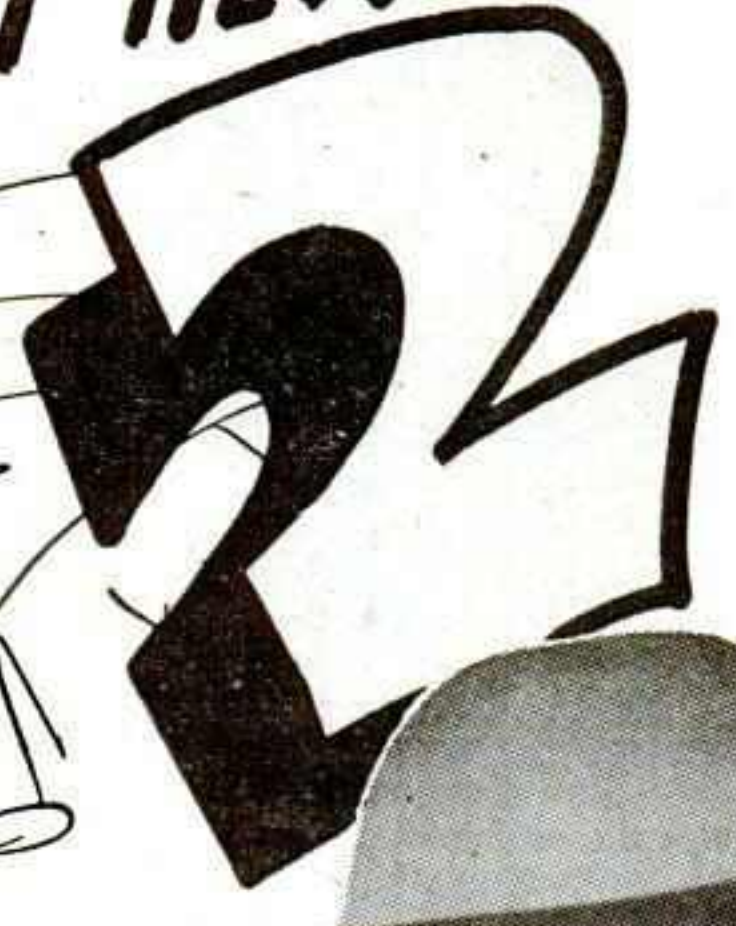
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430 Fifth Ave., New York, J.Udon 2-8091.  
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1016 N. Sycamore Ave., Hollywood, Hollywood 4-5171.





DON'T LOOK NOW. BUT HERE COME



BIG HITS-

Ray Price singing

"THE WRONG SIDE OF TOWN"

"WHO STOLE THAT TRAIN" COLUMBIA - 21149

HEAR'EM AND YOU'LL AGREE!



The Billboard's Music Popularity Charts

TOP C & W RECORDS

For Week Ending September 5

National Best Sellers

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 10 national best sellers.

Most Played by Jockeys

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 10 most played by jockeys.

Most Played in Juke Boxes

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 10 most played in juke boxes.



The Billboard Music Popularity Charts

... for Week Ending September 5

TOP COUNTRY & WESTERN RECORDS

FOLK TALENT AND TUNES

Nashville

Bonnie Lou and Buster Moore have moved from WCYB to WJHL, Johnson City, Tenn. Reese Shipley now singing from WKIN, Kingsport, Tenn., along with Eddie Pierce and Tex Hicks. Bearmeat Arrants is new singer at WFHG, Bristol, Va. Morris Gaskins sings the country songs at WSFC, Somerset, Ky. Eddie Williams now doing a daily live show from KDAL, Duluth, Minn.

World Transcription Service releasing a new Johnny Bond trans series. WFAA "Shindig" attendance in Dallas has doubled since Johnny Bond was set there as feature recently. Max Herman of Fiesta and Herman Music back on West Coast after a New England business and pleasure trip—and he has a new swimming pool in his back yard. Redd Harper on way to Iowa State Fair billing after a Capitol wax session last week. Redd is now being set for winter dates and another tour thru Canada.

Woody Mercer of Tucson, Ariz., guested on WLS "National Barn Dance" past two week-ends.

Atlanta's Bill Martin writes that Bill Lowery has added new half hour to his WGST Recorder—he's been there three years. Lou Banks has left WBGE.

Tom Gibson of WATL says "I'll Forget More Than You'll Ever Know About Him" is pushing for top spot on his night shows. Paul Miller took Nelson King's duties on WCKY while Nelson was on Nashville vacation recently.

After hearing that many fans have been discouraged in trekking to Nashville for a "Grand Ole Opry" visit, WSM now carrying "there are always general admission tickets available" in station breaks. Altho upon occasion stage backdrops have been removed and audience put backstage, station claims that no one has been refused a look at the nation's top country show.

WSM's Friday nighter, "Friday Night Frolic," also plays to s.r.o. audiences, but everyone sees and hears. The novelty of a different jockey personality each Friday p.m. on their "Mr. Deejay USA" show drawing increased listener appeal. Carl Lamb and wife from WCKB in Dunn, N. C., handled spot (4) and remained to take part on all week-end WSM shows. Marty Licklider, WICA, Ashtabula, O., Shel Horton, WHUN, Huntingdon, Pa., and Dal Stallard, KCMO, Kansas City, will fill September schedule.

KWKH in Shreveport set for Maddux Bros. and Rose to return to "Louisiana Hayride" last of September. Group has been summering in Hollywood home. Jim Reeves and Carolyn Bradshaw back from West Coast tour. Guitarist Roy Sneed has left The Carlisles to return to Decatur, Tenn., home. He was replaced by Tommy Bishop who carries same instrumental and vocal parts. Tibby Edwards recently set with New Orleans' Johnny Schonest for management. Mercury Records flying Johnny Horton around country with promo on his latest wax. Mitchell Torok guesting on "Louisiana Hayride" (5) with Patsy Montana coming in (12). Jim Reeves currently doing dates in South Texas with eight days in Baltimore and nine days at Detroit's Roosevelt Lounge coming up. The Carlisles just signed a year's deal with Americano of Hollywood for booking.

Claude King pairing in West Texas and New Mexico for current month with Specialty recording upon return. Billy Walker just back from Mississippi dates and leaves for 8 or 10 days on West Coast.

Cincinnati WCKY's Marty Roberts and wife Mary, on Southern vacation to return to Queen City via Nashville (12). Mary Ann Johnston, singer with Casey Clark and B. A. Foot Brownie, at WJR in Detroit, in Nashville past week on vacation after visits in Cincinnati and Louisville. Harold Harris drew 3,500 pieces

of mail from his two-hour daily oatshow from WDOB, Canton, Miss., last month. It's tabbed "The Harold Harris Show," with Harris singing as well as spinning and building his show around the cooking and planning of the noon meal. He schedules the cooking and it's authentic. Dwight Gordon on with early morn and noon hours of country records from WOKS, Alton, Ill. He uses all letters from artists on his shows. Pete Williams starting his third year with country wax at WIST, Charlotte, N. C. Jim Stewart doing bang-up job with oatdicks at WHEP, Foley, Ala. It's a new station but paying off.

WBAM, sister station of Birmingham's WVOK, running equipment tests and set for 50 kilowatt operation soon. Ruth Pournelle takes care of KCLX's records in Colfax, Wash., with section's largest country music schedule. That's Bob Ferguson's turntable spot. George Corkum takes care of the country wax at WOXP, Oxford, N. C., since Mike High's leaving some time back. KRMS, Osage Beach, Mo., adding new country waxes under Ozark Jim, September 7. Jim particularly interested in artists' bio material. Al Hubert new country man at WTCO, Campbellsville, Ky., replacing Frank Hayden. Jimmy Contenta and his Westerners playing September 27 Akron, O., Armory date with Hank Snow and Marty Robbins—booked by Beaver, Pa.'s Gwennie Winters. Wanda Saylor and Dusty Brown to be new stars of Pittsburgh's WDTV "Wilden's E-Z-C Ranch Gals" viewer. They were with Abbie Neal and her Westerners who are set for WENS-TV'er in same city. WLIO, East Liverpool, O., carrying Saturday night "Jamboree" from Eagles Hall in East Palestine headed by Slim White, who is regular on the station.

Fabor Robison's Abbott recent jockey dinner was the talk of the West Coast circles. He's set for replica in other areas right away. Jean Shepard and Ferlin Huskey preemed their Capitol "Forgive Me, John" with Cousin Lou Stevens at KXLA, Pasadena, recently. The cousin gave them No. 1 pick on the "Dear John Letter" follow-up. Jean is currently playing dates set by Johnny Hitt of MCA's Dallas office, and guests on The Big "D" Jamboree (12) before hitting Nashville as guest on Price Albert's "Grand Ole Opry" NBC'er (19). Carolina Cotton and Hopalong Cassidy took top attention at recent annual Sheriff's Rodeo in Los Angeles. Carolina stole the show on her golden palomino "Chief Splendor." Joe Maphis substiting for Wes Tuttle on his morning KFVD'er, "Tuttle Time," while Wes vacations. Johnny Bond set for Monroe, La., rodeo (10 and 11) following Smiley Burnette stand. He's bigger than ever from his WFAA-Dallas airings. Jimmie Davis set for Cottonseed Clark's "Hoffman Hayride" TV'er from San Francisco this week. He's going to rest with some fishing while there.

Al Brock just back at WTAL turntables in Tallahassee, Fla., after vacation. Joe Sikes of WEBJ, Brewton, Ala., promoting Wally Fowler Gospel Concert locally for September 5. Billed as "First Anniversary of Wally Fowler Gospel Concerts in Brewton," it will also feature Martha Carson, the Chuck Wagon Gang, Le Fevre Trio and Troy Lumpkin. Henry Tuck, spinner at WREV, Reidsville, N. C., headed a show and street dance in Reidsville (29) with largest crowd ever assembled in town attending. Station's requests are three to one country over pop, with Webb Pierce holding top spot. Buddy Starcher now at WESC, Greenville, S. C., from WMIE in Miami. Ernest Tubbs starred on "Grand Ole Opry" September 5 with Faron Young as guest. Hank Snow has top spot (12) with Jimmie Davis guesting. Carl

(Continued on page 41)

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.

- Houston... DON'T BRUSH THEM ON ME E. Tubbs, Decca 28777
NEW ORLEANS... BEFORE YOU GO MAKE SURE YOU KNOW L. Frizzell, Columbia 21142

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. Dear John Letter J. Shepard-F. Huskey, Capitol
2. Hey, Joe C. Smith, Columbia
3. I Forgot More Than You'll Ever Know Davis Sisters, Victor
4. Is Zat You, Myrtle? Carlisles, Mercury
5. Carribean M. Torok, Abbott
6. I Won't Be Home No More H. Williams, M-G-M
7. It's Been So Long W. Pierce, Decca
8. Crying in the Chapel Rex Allen, Decca
9. Oh, Miserable Love C. Gore, King
10. Jealous Love Davis Sisters, Fortune

Dallas-Ft. Worth

- 1. Carribean M. Torok, Abbott
2. Let Me Be the One H. Locklin, Four Star
3. It's Been So Long W. Pierce, Decca
4. Crying in the Chapel D. Glenn, Valley
5. Hey, Joe C. Smith, Columbia
6. I Forgot More Than You'll Ever Know Davis Sisters, Victor
7. Dear John Letter J. Shepard-F. Huskey, Capitol
8. Mexican Joe J. Reeves, Abbott
9. Rub-a-Dub-Dub H. Thompson, Capitol
10. Hey, Joe K. Wells, Decca

Houston

- 1. Carribean M. Torok, Abbott
2. Hey, Joe K. Wells, Decca
3. Let Me Be the One H. Locklin, Four Star
4. Hey, Joe C. Smith, Columbia
5. I Won't Be Home No More H. Williams, M-G-M
6. It's Been So Long W. Pierce, Decca
7. That's All Right A. Inman, Decca
8. Crying in the Chapel R. Allen, Decca
9. I Forgot More Than You'll Ever Know Davis Sisters, Victor
10. Don't Brush Them on Me E. Tubbs, Decca

Memphis

- 1. Dear John Letter J. Shepard-F. Huskey, Capitol
2. I Forgot More Than You'll Ever Know Davis Sisters, Victor
3. Hey, Joe C. Smith, Columbia
4. Tennessee Wig-Walk B. Lou, King
5. Hey, Joe K. Wells, Decca
6. Carribean M. Torok, Abbott
7. Is Zat You Myrtle? Carlisles, Mercury

- 8. Crying in the Chapel D. Glenn, Valley
9. Crying in the Chapel Rex Allen, Decca
10. For Now and Always H. Snow, Victor

Nashville

- 1. Dear John Letter J. Shepard-F. Huskey, Capitol
2. I Forgot More Than You'll Ever Know Davis Sisters, Victor
3. Hey, Joe C. Smith, Columbia
4. It's Been So Long W. Pierce, Decca
5. Hey, Joe K. Wells, Decca
6. Crying in the Chapel Rex Allen, Decca
7. Carribean M. Torok, Abbott
8. Yesterday's Girl H. Thompson, Capitol
9. Is Zat You Myrtle? Carlisles, Mercury
10. Private Property Johnnie & Jack, Victor

New Orleans

- 1. Dear John Letter J. Shepard-F. Huskey, Capitol
2. Hey, Joe C. Smith, Columbia
3. Carribean M. Torok, Abbott
4. Before You Go Make Sure You Know L. Frizzell, Columbia
5. Let Me Be the One H. Locklin, Four Star
6. Crying in the Chapel Rex Allen, Decca
7. For Now and Always H. Snow, Victor
8. Trademark C. Smith, Columbia
9. I Won't Be Home No More H. Williams, M-G-M
10. Rub-A-Dub-Dub H. Thompson, Capitol

C & W Record Reviews

RED FOLEY-ANITA KERR SINGERS Shake a Hand... DECCA 28839—Here's one that bids strongly for hit honors and a long catalog life. Inspirational tune is now one of the hottest in the r.&b. field. This version by Foley and the chorus is a very exciting disk. It's done in jubilee fashion. The backing is wonderful. It looks like a big one. (Broadcast, BMI)
Stranded in Deep Water... 80
A very moving side with a male chorus backing Foley in the style of the Sons of the Pioneers. These two sides add up to one of Foleys' strongest disks in a long time. (Homefolk, BMI)

EDDY ARNOLD Mama, Come Get Your Baby Boy... 88
V 20-5115—Arnold lets go on a rhythm tune and sings it with spirit and heart, as only he can. Tune is cute and clever, and the lyrics are first-rate. It should pull loot and rack up spins and sales. A fine Arnold disk, and that's saying something. (BMI)

HANK WILLIAMS Weary Blues From Wainin'... 85
M-G-M (45) K11574—The late Hank Williams lifts his voice in a moving lament. Material shows the great talent of the much-mourned country artist, and the waxing should be in for heavy and profitable action.
I Can't Escape From You... 80
Tho not as compelling as flip, this side, too, will be received gratefully by the many Williams fans.

GEORGIE MORGAN I'll Furnish the Shoulder You Cry On... 83
COLUMBIA 21151—George Morgan turns in a lovely reading of a tender new country ballad which he sells with his usual charm and feeling. This looks like another big one for the country chanter, and should rack up both sales and loot. (Acuff-Rose, BMI)
The Lonesome Waltz... 76
The warbler does another fine job on a new country weeper, but the flip has more power. (Melody Trails, BMI)

HOMER AND JETHRO Gambler's Git Box... 82
V 20-5429—The funsters poke "Gambler's Guitar" full of holes, but no one's likely to complain. Listeners are going to giggle merrily and will probably cheerfully lay their cash on the record counter for this entry. (Frederick, BMI)
(Continued on page 42)

DIVORCE GRANTED

JACK LOYD With Noel Boggs Band EASTMAN RECORD NO. 778
Dobbs of Dallas 135 Leslie, Dallas, Texas
Calif. Record Dist. 2942 W. Pico, L. A., Calif. Other Territories Open
Southland Dist. Co. Atlanta, Ga.
Eastman Records 11700 Olympic, L. A. 64, Calif.

THANKS to the Disk Jockeys and Operators

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The Billboard's Music Popularity Charts

... for Week Ending September 5

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.

St. Louis... NADINE

Coronets, Chess 1549

Territorial Best Sellers

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

Atlanta

- 1. Good Lovin' Clovers, Atlantic
2. Crying in the Chapel Orioles, Jubilee
3. Shake a Hand F. Adams, Herald
4. Please Love Me B. B. King, RPM
5. Too Much Lovin' Five Royales, Apollo
6. Please Don't Leave Me Fats Domino, Imperial
7. Clock J. Ace, Duke
8. Don't Deceive Me C. Willis, Okeh
9. Wild, Wild Young Men Ruth Brown, Atlantic
10. Dragnot Blues J. Moore, Modern

Charlotte

- 1. Good Lovin' Clovers, Atlantic
2. Mercy, Mr. Percy V. Dillard, Savoy
3. Shake a Hand F. Adams, Herald
4. Too Much Lovin' Five Royales, Apollo
5. Crying in the Chapel Orioles, Jubilee
6. Don't Deceive Me C. Willis, Okeh
7. Clock J. Ace, Duke
8. Please Love Me B. B. King, RPM

- 9. Please Don't Leave Me Fats Domino, Imperial
10. Rot Gut W. Harris, King

Chicago

- 1. Good Lovin' Clovers, Atlantic
2. Get It Royals, Federal
3. Crying in the Chapel Orioles, Jubilee
4. Don't Deceive Me C. Willis, Okeh
5. Shake a Hand F. Adams, Herald
6. Please Love Me B. B. King, RPM
7. Clock J. Ace, Duke
8. Is It a Dream? Vocaleers, Robin
9. Too Much Lovin' Five Royales, Apollo
10. Sixty Minute Man Dominoes, Federal

Cincinnati

- 1. Shake a Hand F. Adams, Herald
2. Crying in the Chapel Orioles, Jubilee
3. Good Lovin' Clovers, Atlantic
4. Too Much Lovin' Five Royales, Apollo
5. Clock J. Ace, Duke

(Continued on page 41)

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

The Orioles' Jubilee cutting of "Crying in the Chapel" is still in first place on the r.&b. charts.

Earl Hines and Wynonie Harris are set by proprietor Lennie Sloane to usher in the fall season next month at his newly renovated Emerson's Grille in Philadelphia.

There's a movement afoot on the part of a number of California-based r.&b. diskeries to set up offices or representation in the East.

Edna Gallmon Cooke, spiritual thrush on the Republic label, is recuperating at her home in Philadelphia after undergoing serious surgery in Thomasville, Ga. The Orchids, now featured with the Sonny Thompson ork, have been pacted by Republic Records.

The Savoy Ballroom in New York has been sold to the city of New York to make way for a housing development. Owners Moe Gale and Charles Buchanan will build a new Savoy Ballroom in a new neighborhood.

The recent career of orkster Joe Morris indicates the power of a hit record in restoring an artist to top demand in night clubs.

Jack Walker, New York deejay and Atlantic flack, will be heard on one of Atlantic's soon-to-be released waxings.

(Continued on page 41)

National Best Sellers

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'Crying in the Chapel', 'Shake a Hand', 'Good Lovin'.

Most Played in Juke Boxes

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'Crying in the Chapel', 'Shake a Hand', 'Good Lovin'.

Rhythm & Blues Record Reviews

VARETTA DILLARD I Love You... SAVOY 1107—Here's the oldie, given a solid jump treatment by thrush Varetta Dillard.

warble from the chanter, as he asks his girl to treat him with more consideration. (Commodore, BMI)

THE ROBINS Let's Go to the Dance... V 20-5434—Rhythmic item is chanted engagingly by the boys.

THE FLAMES Baby, Pretty Baby... 7-11 2107—Lead singer hits this hard from the start.

ROY BROWN Laughing but Crying... KING 4654—The gimmick of laughing and crying voice plus the lyric and beat could get some action for this.

EARL BOSTIC Memories... KING 4653—The standard gets a relaxed, tasteful performance by Earl Bostic and ork.

MORRIS PEJEO It'll Plumb Get It... CHECKER 781 — The boys really swing out behind Pejoe on this side.

CHUCK WILLIS Why My Day Is Over... OKEH 7004—Slow blues opus gets a typical Willis reading.

JIMMY REED Roll and Rumba... CHANCE 1142—An infectious instrumental tune is played with drive by the trio.

HENRY HAYES ORK Last Nite... SAVOY 1105—Henry Hayes turns in a solid reading of a new ballad.

JAMMIN' JIM Shake Boogie... SAVOY 1106—Jammin' Jim, a new down home blues singer.

T-BONE WALKER Everytime... IMPERIAL 5247 — T-Bone Walker sings this sad blues with a lot of heart and feeling.

BUSTER SMITH ORK Crying in the Chapel... METEOR 5010 — The hit ballad is given a slow and tasteful rendition by the ork.



... with this NEW ATLANTIC RELEASE!!

Advertisement for Atlantic Recording Corp. featuring Ruth Brown, Clyde McPhatter and The Drifters, Faye Adams, and Ray Charles.



The Billboard Music Popularity Charts

... for Week Ending September 5

TOP RHYTHM & BLUES RECORDS

R & B Territorial Best Sellers

Continued from page 40

- 6. Don't Deceive Me C. Willis, Okeh
7. Baby, It's You Spaniels, Chance
8. Mercy Mr. Percy V. Dillard, Savoy
9. Please Love Me B. B. King, RPM
10. Get It Royals, Federal

Detroit

- 1. Crying in the Chapel Orioles, Jubilee
2. Shake a Hand F. Adams, Herald
3. Too Much Lovin' Five Royales, Apollo
4. Good Lovin' Clovers, Atlantic
5. Please Love Me B. B. King, RPM
6. Clock J. Ace, Duke
7. Please Don't Leave Me Fats Domino, Imperial
8. The Come Back Memphis Slim, United
9. Help Me Somebody Five Royales, Apollo
10. Baby It's You Spaniels, Chance

Los Angeles

- 1. Crying in the Chapel Orioles, Jubilee
2. Shake a Hand F. Adams, Herald
3. Baby It's You Spaniels, Chance
4. Don't Deceive Me C. Willis, Okeh
5. The Come Back Memphis Slim, United
6. Please Love Me B. B. King, RPM
7. Please Don't Leave Me Fats Domino, Imperial
8. Get It Royals, Federal
9. Clock J. Ace, Duke
10. Good Lovin' Clovers, Atlantic

New Orleans

- 1. Crying in the Chapel Orioles, Jubilee
2. Shake a Hand F. Adams, Herald
3. Please Love Me B. B. King, RPM
4. Too Much Lovin' Five Royales, Apollo
5. Good Lovin' Clovers, Atlantic
6. Please Don't Leave Me Fats Domino, Imperial

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MERCY MR. PERCY #897 VARETTA DILLARD SAVOY RECORD CO., INC. 58 Market St., Newark, N. J.

- 7. Honey Hush J. Turner, Atlantic
8. Third Degree E. Boyd, Chess
9. Don't Deceive Me C. Willis, Okeh
10. Goin' to the River Fats Domino, Imperial

New York

- 1. Crying in the Chapel Orioles, Jubilee
2. Shake a Hand F. Adams, Herald
3. C'Est Si Bon E. Kitt, Victor
4. Clock J. Ace, Duke
5. Good Lovin' Clovers, Atlantic
6. Don't Deceive Me C. Willis, Okeh
7. Too Much Lovin' Five Royales, Apollo
8. Goin' to the River Fats Domino, Imperial
9. Soft T. Bradshaw, King
10. Mend Your Ways Ruth Brown, Atlantic

Philadelphia

- 1. Shake a Hand F. Adams, Herald
2. Crying in the Chapel Orioles, Jubilee
3. Good Lovin' Clovers, Atlantic
4. Please Don't Leave Me Fats Domino, Imperial
5. Clock J. Ace, Duke
6. Too Much Lovin' Five Royales, Apollo
7. Mercy Mr. Percy V. Dillard, Savoy
8. Why Oh Why Kings, Jax
9. Early in the Morning R. Milton, Specialty
10. Goin' to the River Fats Domino, Imperial

St. Louis

- 1. Good Lovin' Clovers, Atlantic
2. Too Much Lovin' Five Royales, Apollo
3. Crying in the Chapel Orioles, Jubilee
4. Shake a Hand B. B. King, RPM
5. Clock J. Ace, Duke
6. Please Love Me F. Adams, Herald
7. Please Don't Leave Me Fats Domino, Imperial
8. Nadine Coronets, Chess
9. Mend Your Ways Ruth Brown, Atlantic
10. Don't Deceive Me C. Willis, Okeh

Washington - Baltimore

- 1. Shake a Hand F. Adams, Herald
2. Crying in the Chapel Orioles, Jubilee
3. Good Lovin' Clovers, Atlantic
4. C'Est Si Bon E. Kitt, Victor
5. Clock J. Ace, Duke
6. Please Don't Leave Me Fats Domino, Imperial
7. Help Me Somebody Five Royales, Apollo
8. Wild, Wild Young Men Ruth Brown, Atlantic
9. Get It Royals, Federal
10. These Foolish Things Dominoes, Federal

Rhythm & Blues Record Reviews

Continued from page 40

Leapin' in Chicago... 69 A waiting sax dominates the ork arrangement. An okay side that's paced right for dancing.

THE FIVE WILLOWS All Night Long... 74 ALLEN 1002 - The Five Willows come thru with a listenable reading of a new rhythm opus, sparked by a good lead singer. Could get some loot. (Golden, BMI)

Dolores... 69 The boys try their hands at a ballad, but it doesn't come off too well. (Golden, BMI)

RENE HALL ORK Don't Take Me for a Fool... 72 V 20-5407-Both the material and the delivery are very pop in style. Tune is a ballad with good lyric. Courtland Carter's vocal is pop, altho he makes use of a strange gimmick-reaching very low for bass notes. (Sheldon, BMI)

BILLY VALENTINE TRIO You May Be Trash to Someone, but Baby You're a Queen to Me... 70 DECCA 28801 - Valentine sells this rumba blues with life, altho the slicing lacks the excitement it would have had with a larger ork. Side, tho, has a chance for spins in many sections, due to the novelty lyrics and the vocal. (Northern, ASCAP)

FLOYD SMITH Don't Cry, Baby... 69 Floyd Smith bows on the label with an okay reading of a routine r.&b. effort, supported with gusto by the Horace Henderson crew. (Advanced, ASCAP)

LIGHTENING HOPKINS Policy Game... 72 DECCA 28841-Southern blues sung by Lightning Hopkins is interesting both as to lyric and performance. (Rockland, BMI)

The War Is Over... 71 Moody, deep Southern blues sung in

distinctive style by Hopkins. Typical guitar accompaniment lends authenticity. Lyric is weak. (Northern, ASCAP)

THE IMPERIALS My Darling... 72 SAVOY 1104-New group with the label comes thru with a slow effort that should please many. Lead has a compelling voice. Bass also shows to advantage. (Crossroads, BMI)

You Should Have Told Me... 69 If anything, the pace on this side is even slower. Group registers well and should be watched in the future. (Crossroads, BMI)

SONNY BOY WILLIAMSON I Cross My Heart... 71 TRUMPET 144-Sonny Boy Williamson belts out a jump blues here. It's a lively item, with good beat and harmonica featured in the backing.

West Memphis Blues... 70 Considerable heart is put into this performance of West Memphis Blues by Sonny Boy Williamson and ork. Harmonica is featured, as in flip. (Globe)

PRESTON LOVE ORK Suicide Blues... 71 FEDERAL 12145-Lively blues, with plenty of excitement in the performance. Juke boxes should give this a play. (Valjo, BMI)

My Love is Draggin'... 60 Preston Love gives advice about love. Not too important lyrically or melodically. Scant excitement. (Valjo, BMI)

LIL'SON JACKSON Movin' to the Country... 68 IMPERIAL 5248 - Jackson tells an interesting story of troubles that are forcing him to the country. It's a good Southern blues that could pull a little action. (Commodore, BMI)

Confession... 55 This confession is one of love. It's another Southern blues but with less interest than the flip side. (Commodore, BMI)

RHYTHM AND BLUES NOTES

Continued from page 40

quickly and is now in second place on The Billboard charts. Before the side came out, Morris was booked for two dates during September. Since the record has busted, Morris has been booked right thru September and now has only three open dates for October.

Margie Day, formerly with Dot, has been pacted by Decca Records. Her first wax was cut this week and will be out shortly. Decca now has three fem r.&b. singers, Savannah Churchill, Little Esther and Margie Day. Billy Eckstine, Ruth Brown and Leslie U. Crane will go out on a Southern trek next February. Johnny Otis has been signed by Peacock Records. His new record will be released next month. Don Robey, Peacock prexy, returned this week to Houston, after supervising waxings by Willie Mae Thornton, Johnny Ace, Joe August and Otis.

Billy Ward's Dominoes mark their third anniversary as a vocal unit when they headline the September 18 bill at the Apollo Thea-

ter, New York. The group plays the Bandbox in Gotham for two weeks starting September 29.

Jimmy Tyler, finishing a season at the Club Harlem, Atlantic City, heads for the road with Clarence Robinson's "Tropicana" revue. Fabulous Preston returns with his organ stylings on Labor Day at Ted Johnson's Cotton Club, Lawnside, N. J. In Philadelphia, Joe Loco comes back to the Blue Note on Labor Day. Clara Ward Singers, Ruth Brown, Buddy Johnson, Dorothy Dandridge, Arthur Prysock, the Ravens and possibly King Cole were named for The Pittsburgh Courier annual swing concert, which will be held for the first time at Philadelphia's Academy of Music on September 25. The New Emerson Club in Philadelphia joins the name spots in South Philadelphia, with Earl Hines for the starter this week, followed by Eddie Heywood on September 14; Bull Moose Jackson on September 21, and Joe Morris for the September 28 week.

FOLK TALENT AND TUNES

Continued from page 39

Smith and Jean Shepard have the show for September 19. September 13 will find Lester Flatt and Earl Scruggs heading the bill at Buck Lake Ranch, Angola, Ind. It's their first p.a. of note since coming to WSM; Hank Snow will hold top place at G-Bar-C Ranch, Columbus, O.; Webb Pierce plays Deer Park, N. J., on way to Canadian week; Johnnie and Jack with Kitty Walls set for Pasadena, Md., park, and Ernest Tubb shows in San Jose, Calif. Martha Carson set for Texas, Louisiana and Alabama dates this week. Last week she played to sell-outs in Beaumont, Tex., Texarkana, Tulsa, Oklahoma City and Ft. Worth.

The Melody Mountaineers of WAVU, Albertville, Ala., have added comedians Arlie and Charlie, to their group, according to "Wild Bill" Prickett who handles the country wax at station. Red Stephens, guitar man with Joe Morris's Silver Dew

Boys on WKDK, Newberry, S. C. reports to Uncle Sam this month. Joe is expecting former steel man, Garland Nash, back from service in December. Pee Wee King set for another Kate Smith TV'er from New York, September 23. Hoot Rains, former steel man with Slim Whitman, has his 4-year-old daughter in Shreveport hospital with polio, but child is showing improvement. Dad's currently on "Louisiana Hayride" from WKDH as duet-Hoot and Curley.

Atlanta news from Bill Martin says that Jimmy Smith's wife is back from Memphis illness (she's former WSB artist "Little Nehi"). Paul Daughtry taking Bill Lowery's WGST spinning post while Bill vacations. The Smith Bros., Boots Woodall, and Bill Lowery set for Atlanta Street Dance (5) to benefit Children's Hospital. Cousin Lem of WQXI doing a new two-hour (Continued on page 43)



JOB number 1016, featuring J. B. Lenore doing "I'll Die Trying" and "I Want My Baby," is getting plenty of calls. Orders are pouring in for this terrific waxing in the Lenore style. Chance 1141, featuring The Spaniels doing "Baby, It's You" and "Bounce," is now 10th on the National Best Seller list in The Billboard. You can't go wrong with this dinking.

Jimmy Reed's Chance waxing of "Roll and Rhumba," flipped with "High and Lonesome," gaining national strength every day. Chart listing on the way. Both sides are proving to be great over the counters as well as the juke boxes.

The Four Blazers and a Horn, on United 158, a new release, is going strong. The two tunes, "Perfect Woman" and "Ella Louise," are given a tremendous rendition by the lads and is destined for big things. Watch this one. Memphis Slim's United 156 waxing of "The Comeback" has now hit The Billboard charts in three different places and is still moving in sales.

Bixie Crawford, the Count Basie vocalist, has a new release out on United 155. She does "Never to Cry Again" and "I'm Still in Love With You." Both strong numbers and salable.

A new Willie Mabon release on Chess 1548 is bound to hit the top. He does "You're a Fool," backed with "Monday Woman." The boy does a terrific job on both sides and the prediction is that it will soar to the top. The Coronets' version of "Nadine," backed by "I'm All Alone," is getting better every week and it looks like it will never stop. Don't pass this one up, you'll regret it.

Little Walter's Checker 780 waxing of "Quarter to Twelve," backed with "Blues With a Feeling," is really going big. It is listed in The Billboard's New Records to Watch section.

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

A Sure Fire Hit BOBBY MITCHELL & The Toppers 4-11-44 #5250 Imperial Records 6425 Hollywood Blvd. Hollywood 28, Calif.

Get Dimes & Quarters with this one SMILEY LEWIS IT'S MUSIC #5252 Imperial Records 6425 Hollywood Blvd. Hollywood 28, Calif.

A New Hit! EVERYTIME by T-BONE WALKER #5247 Imperial Records 6425 Hollywood Blvd. Hollywood 28, Calif.



# Other Records Released This Week

## Popular

**All of Me Loves All of You**—Al Bruner-Ray Reynolds Ork (Sing O' Rolling River) Floral 7393  
**I've Loved You So Long**—Al Bruner-Ray Reynolds Ork (Let's Tie Our Sails to a Sailboat) Floral 7395  
**Let's Tie Our Sails to a Sailboat**—Al Bruner-Ray Reynolds Ork (I've Loved You So Long) Floral 7395  
**Sing O' Rolling River**—Al Bruner-Ray Reynolds Ork (All of Me Loves All of You) Floral 7393

**Do You Believe**—Swanee River Boys (Gloryland Boogie) King 1254  
**Frankie and Johnny**—Stan Wilson (King Edward the VIII) Cavalier 827  
**Gloryland Boogie**—Swanee River Boys (Do You Believe) King 1254  
**King Edward the VIII**—Stan Wilson (Frankie and Johnny) Cavalier 827  
**Love Is Like a Flower**—Paul Chapman (Tell Me You Told Me a Lie) Nationwide 2538  
**Tell Me You Told Me a Lie**—Paul Chapman (Love Is Like a Flower) Nationwide 2538

## Heading for Hits!

NO. 3066 **"WHAT WOULD I DO"**

flip "I'll Tell The World, I Love You"

NO. 3067 **"ENJOY WHAT YOU'RE DOING"**

flip "Gi-Gi-Gi-Gira Con Me"

vocals by

# JO ANN LEAR

orchestrations by

## STEVE MAIK

45 rpm  
78 rpm



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GIRA RECORDS DIVISION

# GILIO PUBLICATIONS

39 Park Avenue Rutherford, New Jersey

**Hurry Home**—Paul Gayten Ork (Sugar Baby) Okeh 7003  
**I'd Call This World a Heaven**—Norris the Troubadour (Mint Julep Bloomin' Like a Tulip) Co-Ed 115-121  
**Inconsolable**—Acquaviva (La Brillante) M-G-M (45) K30797  
**Julle**—Le Roy Holmes Ork (So This Is Love) M-G-M (45) K11569  
**La Brillante**—Acquaviva (Inconsolable) M-G-M (45) K30797  
**Mint Julep Bloomin' Like a Tulip**—Norris the Troubadour (I'd Call This World a Heaven) Co-Ed 115-121  
**So This Is Love**—Le Roy Holmes Ork (Julie) M-G-M (45) K11569  
**Sugar Baby**—Paul Gayten Ork (Hurry Home) Okeh 7003

## Country & Western

**Go and Leave Me**—Ken Curtis (He Was There) Crystalette 658  
**He Was There**—Ken Curtis (Go and Leave Me) Crystalette 658  
**Barnyard Band**—Al Bruner-Ray Reynolds Ork (I Miss My Miss In Wis') Floral 7396  
**Blue Sunshine**—Esther Casteel (Lest You Forget) Western Ranch 10  
**Deep in the Rockies**—Esther R. Casteel (In My Garden of Dreams) Western Ranch 3  
**Don't Be Jealous Honey**—Ester Casteel (My Heart's the Symbol of Love's Sorrow) Western Ranch 8  
**I Miss My Miss In Wis'**—Al Bruner-Ray Reynolds Ork (Barnyard Band) Floral 7396  
**In My Garden of Dreams**—Esther R. Casteel (Deep in the Rockies) Western Ranch 3  
**Lest You Forget**—Esther Casteel (Blue Sunshine) Western Ranch 10  
**My Heart's the Symbol of Love's Sorrow**—Ester Casteel (Don't Be Jealous Honey) Western Ranch 8  
**If You'll Be a Baby (to Me)**—Red Sovine (You Taught Me How) M-G-M (45) K11576  
**Long Time Gone**—Salty and Mattie (Wake Up, Little Boy Blue) M-G-M (45) 11572  
**Losers Weepers**—Jimmy Swan (Mark of Shame) Trumpet 197  
**Love Is a Merry-Go-Round**—Sheb Wooley (Texas Tango) M-G-M (45) K11580  
**Mark of Shame**—Jimmy Swan (Losers Weepers) Trumpet 197  
**No Money Down**—Jimmie Dale Tennessee (Ghost Train) Original 501  
**One-Sided Love**—Tag Williams (Sweetheart, I Wouldn't Change a Thing) Trumpet 193  
**Sweetheart I Wouldn't Change a Thing**—Tag Williams (One-Sided Love) Trumpet 193  
**Tennessee Ghost Train**—Jimmie Dale (No Money Down) Original 501  
**Texas Tango**—Love Is a Merry-Go-Round) M-G-M (45) K11580  
**There'll Be No Other**—Tommy Collins (You Gotta Have a License) Capitol 2584  
**Wake Up, Little Boy Blue**—Salty and Mattie (Long Time Gone) M-G-M (45) 11572  
**You Gotta Have a License**—Tommy Collins (There'll Be No Other) Capitol 2584  
**You Taught Me How**—Red Sovine (If You'll Be a Baby (to Me)) M-G-M (45) K11567

## Rhythm & Blues

**Air Tight**—Dave Bartholomew (No More Black Nights) Imperial 5249  
**Don't Put a Dent in My Heart**—Dave Burgess (Judalina) Okeh 7002  
**Don't You Stay Away Too Long**—Jack (the Bear) Parker (One More Kiss) 7-11 2101  
**Easy Melody**—Leo Diamond (Off Shore) Ambassador 1005  
**Fathead Blues**—Don Archer (Georgia Blues) Allen 1001  
**Georgia Blues**—Don Archer (Fathead Blues) Allen 1001  
**I Got Rhythm**—Ralph Sutton (I'll Dance at Your Wedding) Decca 28819  
**I'll Dance at Your Wedding**—Ralph Sutton (I Got Rhythm) Decca 28819  
**Judalina**—Dave Burgess (Don't Put a Dent in My Heart) Okeh 7002  
**No More Black Nights**—Dave Bartholomew (Air Tight) Imperial 5249  
**Off Shore**—Leo Diamond (Easy Melody) Ambassador 1005  
**One More Kiss**—Jack (the Bear) Parker (Don't You Stay Away Too Long) 7-11 2101  
**Rot-Gut**—Wynonie Harris (Tremblin') King 4662  
**Tremblin'**—Wynonie Harris (Rot-Gut) King 4662

## Latin American

**Como Antes Pedro**—Leticia Cardenas (Que Dios Nos Bendiga) Imperial 641  
**Que Dios Nos Bendiga**—Leticia Cardenas (Como Antes Pedro) Imperial 641  
**Una Mujer**—Carlos Valadez (Yiri Yiri Bon) Secco 7317  
**Yiri Yiri Bon**—Carlos Valadez (Una Mujer) Secco 7317

## Children's

**Kitty Kat's Party**—Rosemary Clooney (Teddy Bear's Picnic, The) Columbia (45) J 4-168  
**Little Rag Doll, The**—Lu Ann Simms (Sandy, the Sandman) Columbia J-169  
**Sandy, the Sandman**—Lu Ann Simms (Little Rag Doll, The) Columbia J-169  
**Teddy Bear's Picnic, The**—Rosemary Clooney (Kitty Kat's Party) Columbia (45) J 4-168

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# C & W Record Reviews

Continued from page 39

**Your Clobbered Heart**... 81  
 Parody of the Williams clicks, "Your Cheatin' Heart," is full of the gag humor guaranteed by the Homer and Jethro trademark. Many will chuckle at this one. (Acuff-Rose, BMI)

**WADE RAY**  
**Let Me Go, Devil**... 81  
 V 20-5440—Wade Ray lifts his voice in an earnest resolve to cure sinful habits. A moving effort that could build into a big country slice, this one bears close watching. (HM & Range, BMI)

**Too Late to - - -**... 77  
 Another distinctive warble by Ray. Tho flip has more immediate impact, this one, too, could do well. (HM & Range, BMI)

**RAY PRICE**  
**The Wrong Side of Town**... 79  
 COLUMBIA 21149—Here's a fine vocal by Ray Price on a pretty new weeper effort. He sings it with much passion, as he tells his gal that he comes from the wrong side of town. Side could make it with enough push. Watch it. (Acuff-Rose, BMI)

**Who Stole That Train?**... 75  
 A wild country tune is sung with sparkle by Price over a close to how-down backing, with simulated train sounds. Good wax. (Milene, ASCAP)

**JACK CARDWELL**  
**Dear Joan**... 79  
 KING 1269—This answer to "Dear John Letter" figures to be in the running on the "who gets the big answer version" sweepstakes. It has the material and Cardwell does okay with it. (Lois, BMI)

**You're Looking for Something**... 72  
 Cute rhythm ditty gets an attractive reading from the chanter and instrumental group. (Lanet, BMI)

**MERRILL MOORE**  
**Bell Bottom Boogie**... 78  
 CAPITOL 2574—The pianist-warbler sells this wild boogie tune with a lot of life and spirit over a gang sing by the combo. Guitar and piano work stands out, and the side really goes. This side could step out with exposure. It should do well on the boxes. (Robbins, ASCAP)

**ERNEST TUBB**  
**A Dear John Letter**... 78  
 DECCA 28837—Here's a cover slicing on the big hit by Scooter Bill Tubb and Ernest himself. The pair sings it well, and Tubb talks it well, but the cutting is so late that it is doubtful if it will catch much of the coin. (Central, BMI)

**Mean Age in Between Age Blues**... 72  
 So-so material is sung without too much enthusiasm by Scooter Bill Tubb. (HM & Range, BMI)

**FARON YOUNG**  
**That's What I'd Do for You**... 74  
 CAPITOL 2570—A good job by Faron Young on a cute country tune, which the chanter sells warmly. (Central, BMI)

**Baby My Heart**... 73  
 Same comment. (Acuff-Rose, BMI)

**COWBOY COPAS**  
**Look What I Got**... 72  
 KING 1253—Country riff and repetitious lyric by Copas and vocal group should get spins for this. Ops can use it. (Nashville, BMI)

**Will You Forget?**... 70  
 Routine effort and material, considering the singer. (Acuff-Rose, BMI)

**NEAL BURRIS**  
**For You Alone**... 72  
 COLUMBIA 21152—The chanter injects much feeling into the lyric reading for a first-rate reading of a love ballad. (Ridgeway, BMI)

**What Does It Take?**... 67  
 Draggly tempo is evident from the lyric content, tho Burris still has a good sound. (Pleasant Valley, BMI)

**CLIFFIE STONE**  
**Rocky Mountain Express**... 71  
 CAPITOL 2571—Ragtime item penned by three Tin Pan Alley stalwarts makes for okay operator material via the hokey alto sax and gang-sing vocal. (Choice, ASCAP)

**Cattle Call**... 70  
 Instrumental with muted trombone lead adds up to an okay side. (Forster, ASCAP)

**BOB WILLS ORK**  
**I Won't Be Back Tonight**... 71  
 M-G-M (45) K11568—Darrell (Crying in the Chapel) Glenn chants the lyrics of a happy and carefree opus. A good country etching.

**B. Bowman Hop**... 68  
 Solid rhythm and occasional cowpoke yelps help get across the novelty effect of this entry. Fair prospects.

**SLIM WILLET**  
**It's Hard to Love Just One**... 71  
 FOUR STAR 1643—Here's another ranchero-type tune by the warbler who did so much for the genre by his plugging of "Don't Let the Stars Get in Your Eyes." This latest effort is just fair to middling. (American, BMI)

**Little Bluebird, Keep Singing**... 60  
 Same comment, but song is of lesser worth. (BMI)

**MERVIN SHINER**  
**The Candy Man**... 70  
 DECCA 28808—Tho numbered as a regular release, this is strictly for the kids. It's a cute one too, with Shiner selling the lyric well and the ork setting a pleasant bouncy beat. Play (Continued on page 43)

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**FOLK TALENT AND TUNES**

Continued from page 41

Saturday morning country waxer. . . . **Jimmy Smith** set with new group known as Jimmy Smith and His Texans. Smith's wife, who formerly starred on WSB Barn Dance, does vocals with the group. . . . **Red Garrett's** fan club coming out with bi-monthly journal tagged Trails Blazed. . . . The **Smith Brothers, Boots Woodall** and **Cotton Carrier** doing WAGA-TV two nights weekly as WAGA's TV Wranglers. **Freddy Miller** does the emcee work. . . . **Texas Bill Strength** working in Atlanta's Coral distributor's office with **John Thompson** (formerly Cincinnati) in charge. . . . **Red Smith** now doing five hours daily with country records from WBOK, New Orleans.

**Hollywood**

**Smiley Burnette's** new radio show, "Party Line," set to hit the airwaves next month, with WKAB, Mobile, Ala., first to buy the taped show. . . . **Carolina Cotton** making plans for her fourth trip overseas to entertain G.I.'s in the Japan-Korea area. **Carolina** just played the annual Sheriff's Rodeo here, where she rode as the all-American girl. . . . **Max Herman**, of Fiesta Music, back from a road trip thruout the East. . . . **Redd Harper** set for the big Iowa State Fair. . . . **Wade Ray** and company off on another tour covering the Western States and Canada. . . . **Curly Daulton** working with **Rudy Shafer**, operator of the Eddy County Barn Dance at Carlsbad, N. M. . . . **WLS National Barn Dance** booked at the **Coles County Fair**, Charleston, Ill., September 22. Skedded to appear are **Homer and Jethro, Lulu Belle and Scotty** and **Capt. Stubby** and the **Buccaneers**. . . . **Bill Clifton** and the **Dixie Mountain Boys** now airing out of WWVA, Wheeling, W. Va. . . . **Stoney Cooper** switching to Richmond, Va.'s, WRVA.

**Chicago**

**Grace M. Brown**, wife of **Ted Brown**, long associated with the country and western music field, died August 14 in Evanston, Ill. Burial was Monday (17) at all Saints Cemetery. A requiem mass was held at St. Athanasius Church. Surviving besides her husband are a son, **James**, and grandchildren **Anna Lee** and **James Fred Jr.** Ted is with **Fredrick Music Company**, Chicago.

**C & W Record Reviews**

Continued from page 42

- this for "mama," and it could easily be a sale. (Folk, BMI)  
**Candy Round-Up**...69  
Same comment on this side. (Talent, ASCAP)
- FEE WEE KING**  
**My Adobe Hacienda**.....70  
V 20-4969 — Another familiar item gets an operator-aimed reading from the ork and trio led by Gene Stewart. (Southern, ASCAP)  
**Spanish Two Step**...68  
Okay material and performance in the instrumental field. Ditty is the Bob Willis item. (Bourne, ASCAP)
- DON (RED) BARRY**  
**White Cross in Korea**.....70  
TRUMPET 213—Doleful item of the G.I. who will never come home from Korea. He was crossed in love. Nice warbling by Red Barry, and will tug at many hearts.  
**Give Me Back the Love I Gave**...55  
Reminiscent tune impresses only as a fabrication. It's the material rather than Red Barry's rendition. (Globe)
- SONNY OSBORNE**  
**I'm Gonna Leave You**.....62  
GATEWAY 3007—Osborne sings out strongly for an okay country slicing. (Gateway, BMI)  
**Mend This Heart of Mine**...60  
Backwoods weeper is briskly read by the chanter. (Gateway, BMI)
- JIMMIE DALE**  
**Sentimental Me and Heartless You**...60  
ORIGINAL 500—Well-recorded piece of country material is the best that can be said for this. Dale is okay, and the material is out of very familiar cloth. (General, ASCAP)  
**Hello, Maria**...57  
Tempo is a bit faster here, but the result with the "back from the wars" ditty is about the same. (Tannen, BMI)
- RICHARD MIKESSELL**  
**Bars Around My Heart**.....50  
BLUE JAY 110—Mikesell fails to impress as a chanter. Backing by the Trail Blazers is equally mundane, and the material is only fair.  
**When a Barn Dance Is Due**...45  
Same comment.

**Move Widens Art Commission**

Continued from page 1

hower evicts any of the commissioners right away, he will have the chance to replace five of them next summer when their terms expire.

Congressman Howell, author of one of several bills now pending to set up a democratic Fine Arts Commission dedicated to grassroots development of music, drama, TV, radio, opera and all the other arts, revealed this week that he has been assured of hearings on the legislation by the House Education and Labor Committee shortly after the January term of Congress gets under way. Howell also disclosed that he is beginning to get encouragement in his drive from far-flung leaders in the amusement world, including Clarence Derwent, president of the American National Theater and Academy. Derwent in a letter to Howell this week said he will write a letter to President Eisenhower complaining of the present Fine Arts Commission's lack of theater representation and deploring other signs of bias on the commission. Derwent also said he will confer with James C. Petrillo, president of the American Federation of Musicians, to see if unity on the Howell Bill can be obtained from "all interested organizations."

The Billboard came in for praise from Congresswoman Howell for an expose of the Fine Arts Commission in Ben Atlas' Washington Once-Over column in last week's issue. Howell voiced his praise in a letter to Atlas, chief of The Billboard's Washington bureau. See Washington Once-Over this issue, page 2.

Congressman Howell revealed he has been seeking to rally support from such powerful groups as the American Federation of Musicians, American Guild of Musicians, National Music Council, American Symphony Orchestra League as well as ANTA and numerous others.

In the latest letter in an exchange of correspondence with AFM President Petrillo, Howell this week counseled Petrillo to launch a thoro study of the problem. Noting that representatives of six of the nation's leading symphony orchestras had agreed recently to poll other orchestras for their views on the establishment of a federal department of fine arts to be headed by a cabinet officer, Howell cautioned against supporting a cabinet rank set-up of this sort. Howell said a cabinet-

rank fine arts agency would be impractical and would be opposed by several of the present cabinet agencies. Howell said that the AFM "may well find that it has gotten into a dead-end street if it insists on the establishment of a department of fine arts."

The congressman told Petrillo that the Howell Bill, which looks toward the establishment of a new department of education and arts, has drawn "keen interest" of several of the federal departments. Howell's bill would establish a commission representing all federal agencies with fine arts programs and private institutions and organizations which are working in fine arts. Sole opposition which has come to the Howell Bill in the federal government, said the congressman, has been from the present Federal Fine Arts Commission and the National Gallery or Art.

**Columbia Bids**

Continued from page 16

theme for the pop field to take advantage of the melody's use in the film "Story of Three Loves." The reverse has often been attempted. Mitch Miller and Benny Goodman have recorded classical material sold at classical prices. Victor only recently used Hugo Winterhalter and a symphonic ork for a Bluebird label classical recording of "Rhapsody in Blue," while both London and Decca have issued Tutti Camarata waxings for the classical market.

**Symphonies**

Continued from page 36

competitive versions already available. The Packaged Record surveys, altho just underway, already clearly show that standard works can sell well in a number of versions. The name of Beecham is a powerful draw, and tho he is not generally associated by record buyers with Beethoven (last month's release of the Symphony No. 8 was his first Beethoven recording for Columbia), his reading of the "Eroica" leaves little to be desired.

Capitol has a very fine version of the Franck symphony in the Golschmann-led LP. The beauty of this recording points up the conductor's great understanding of the work. It should do all right.

The other Capitol disk in this week's release was originally set for issue several months ago but was held up because a number of competitive versions were due for release at that time. The Mahler symphony is a lavish one that requires a bold and vigorous, as well as sensitive, touch. Steinberg is equal to the task. The "Funeral March" movement is particularly well done.

Tho the Honegger symphony is probably too advanced in modern design for the casual lover of classics, as well as for the average dealer, there could be a great deal of interest in this disk in selected stores. The composer's "Joan of Arc" has sold well since its release. Honegger is one of the most successful modern composers. This work, written only seven years ago, is described as a symphonic equivalent of three episodes in a Requiem Mass. In it the composer shows great facility in developing and intertwining his themes. Stoschek's reading is an exciting one.

Nev Gehman.

**Jazz Record Reviews**

Continued from page 26

- AL (JAZZBO) COLLINS**  
**Snow White**.....52  
CAPITOL 2580 — Jazzbo follows up his recent click for Brunswick with another potentially big one for Capitol. Cool and clever, his versions of the traditional fairy tale will leave some gasping, but most chuckling merrily. Could be another big seller among jazz collectors and should also do more than well in the pop market.  
**Jack and the Bean Stalk**...80  
Same comment.
- RALPH SHARON**  
**One Morning in May**.....74  
LONDON 1362 — The evergreen is treated to a fleet ride by the British jazz pianist. He's given a good rhythm backing for a striking slicing hipsters will enjoy.  
**Garden in the Rain**...72  
More of the same tasteful 88'ing.
- DON BYAS**  
**Moulin Rouge**.....73  
SEECO 10-014 — Here's a real knocked out version of the pop hit, with tenor man Don Byas having a ball. The ork backs him with a real beat in a semi-modern style. Good listening to the jazz fans.  
**Terry's Theme**...69  
Again Byas' sax work leads the group thru a pretty reading of the pop hit. Tune is quite over-arranged tho.
- MAT MATTHEWS QUINTET**  
**Laura**.....73  
BRUNSWICK 80225—Mat Matthews does a fine job on accordion on this new waxing of the oldie. Should please his fans and many jocks can use this for late night programing. Good wax. (Robbins, ASCAP)  
**Study in Purple**...69  
Matthews composed this effort himself, and tho it is similar to a lot of other modern jazz efforts out these days, it has a flavor of its own. The combo plays it with a beat. (Agatha, BMI)
- THE DAVE PELL OCTET**  
**Better Luck Next Time**.....66  
TREND 58—A smooth reading of the Irving Berlin Ditty. Easy Listening here. (Berlin, ASCAP)  
**Russian Lullaby**...65  
The Pell group runs thru the Berlin melody easily. (Berlin, ASCAP)

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# Hocus-Pocus

By BILL SACHS

**HARRY SCHONTELL** and Company, comprising **Dave Kell**, **Harry Schontell** and **Laura Beddow** (Schontell) begin their fall tour with a full-evening show in Portland, Ore., September 16, with bookings carrying them thru Southern Oregon and California. Featured is **Laura Schontell**, who was awarded the **Chester Morris** gold trophy at the Pacific Coast Association of Magicians' convention in Reno, and the first woman to be thus honored. The Schontell unit has played extensively for USO in the past. It is currently one of the largest magic and illusion shows on the West Coast. . . . **Thomas the Magician** (**Thomas A. Henricks**) has moved into the Pirates' Room of the Bankhead Hotel, Birmingham, to do table magic. . . . **Fred Grundy**, New Zealand trixster, was a Detroit visitor early last week while en route to the **Percy Abbott** Magic Get-Together at Three Rivers, Mich. He spent some time with **Al Munroe**, Detroit newspaperman-magician and, incidentally, came off with a three-column story, with art, in the Sunday issue of The Detroit Times. . . . **Rickie Dunn** is currently doing a neat pickpocket routine in the Catskills, with fall club dates carrying him until October. . . . **Frank Garcia**, of the **Fred Keating** show, cards that the unit is en route to Canada with its one-hour program. . . . **Amedeo Vacca** writes from Milan, Italy: "I've been doing quite a bit of traveling lately. Started in London; then to France, Germany, Switzerland, and now Italy. Have been doing night club work and will be in Milan for some time for TV shows. Will then go to Naples and Rome, and then back to England for more TV and night club work. Expect to be

back in New York in December." . . . **Bill Neff** pulled a whopping yarn together with six two-column photos in a recent issue of The Three Rivers (Mich.) Commercial for his prediction nifty which he presented locally as a bally for **Percy Abbott's** Magic Get-Together held in three Rivers last week. Participating in the prediction preliminaries were such luminaries as **Gov. G. Mennen Williams** of Michigan, **Mayor Frank R. Warner** of Three Rivers; **George O. Peterson**, president of the Three Rivers Chamber of Commerce; **F. Merle Godber**, Three Rivers Chief of Police and **William H. Shumaker**, editor and publisher of The Three Rivers Commercial. The Kalamazoo Gazette carried a similar yarn. Commenting on Neff's prediction stunt, **Percy Abbott** says: "The Neff Prediction is probably the most sensational of its kind. Added to the newspaper releases, he ties in a terrific window display for several weeks in a prominent local store window, and it is a real attention-getter. From countless news stories on past performances, Neff appears one of the first to really promote this stunt, and to my knowledge no one has produced the phenomenal results he has."

## Extra Added

### New York

**Sophie Tucker** will be the first fem performer to have one of those "for-men-only" luncheons given her by the Friars. The affair will be September 17, 12:30 p.m., at the Park Sheraton, tickets five clams. . . . **Norman Weiss** denied resigning from Mercury Artists. . . . **Celeste Holm** comes back to the Persian Room next fall. . . . Washington's **Blue Mirror** and **Casino Royal** are now buying big names. . . . **Colette Fleuriot**, top-billed at the Casino de Paris, France, will headline a 40-person French revue in Mexico City's new **Treato Virginia Fabregas** in mid-October. The gal is handled by **Jim Witteried**.

If, as and when **Darvas** and **Julia** do a TV guest shot, their price will be \$5,000. . . . **Lenny Kent** goes into the **Flamingo**, Las Vegas September 10 for \$2,000.

### Philadelphia

**Buddy Lewis** and **Don Phillips** booked in as a double at the Club 14 Wilmington, Del.

### Fla. Ops Name Lieber

MIAMI, Sept. 5.—Florida Cafe Owners Association which elected a new executive secretary, is working on a plan whereby all members would set aside one night's proceeds for contribution to **Variety Children's Hospital** here. The new officer is **Joe Lieber**, of Pittsburgh, who came to Miami about two years ago to help **Jackie Heller** open the now-defunct **Dinner Key Terrace**. When the **Hellers** threw in the sponge, **Lieber** remained.

# White Pkg. Sets Record Run

NEW YORK, Sept. 5.—The longest run of any cafe package show in recent history is probably being set by **George White's** "Nice to See You," currently running at the Versailles.

The show originally came in for four weeks and options, opening April 16. It was to close mid-September and go on the road. Business, however, has been so big that new contracts were issued with new options. According to **Nick Prounis**, co-operator of the Versailles with **Arnold Rossfield**, the show can run "until the snow flies."

When the show closes, **White** plans to take it on the road into legit houses and auditoriums. Before that's done, however, it will be padded out with additional sketches and more material for the 12-person cast it now carries.

## Thomas, Cruikshank Form Producing Firm

HOLLYWOOD, Sept. 5.—**John Charles Thomas**, along with **William A. Cruikshank Jr.**, have formed a theatrical productions group to be known as **Dorijon Productions** for the presentation of night club revues. **Thomas** controls 85 per cent of the partnership, while **Cruikshank**, who will manage the business affairs of the firm, holds 15 per cent.

Unit has already broken its first show, headlining at the **Flamingo**, Las Vegas, Nev., with a cast of 35. Tentative plans are in the works to tour the Midwest and East with a version of **Johann Strauss' "The Great Waltz."**

## Caught Again

Continued from page 13

act. He has at least 10 minutes of sure-fire material. **Bill Smith**.

BEACHWALK, EDGEWATER BEACH HOTEL, CHICAGO: **Marguerite Piazza**, back in action after a brief illness that delayed her opening here, moves smoothly and skillfully thru a varied repertoire. Her "Moulin Rouge" and "One Kiss" are pleasant. A lullaby is done with lighting effects. An Italian festival song shows the singer at her best, and an attractive closer has her singing her own lyrics to "Emperor's Waltz" while the **Dorothy Hild Dancers** join in.

The **Honey Brothers**, comedy dance trio, complete the offering. **Hal McIntyre's** orchestra, with vocalist **Jeanne McManus**, backs the show and plays for dancing. **Tom Parkinson**.

BAR OF MUSIC, HOLLYWOOD: Since moving across town to the Bar of Music, good things have happened to **Paul Gilbert**. He landed a long-term contract with NBC-TV, where a comedy series is in the works for him. He's been a regular on **Hoagy Carmichael's** TV'er, and a movie commitment is pending. All of which proves this youthful comic is considered valuable property.

**Gilbert** is a versatile and personable performer, quick with the quip; a singer of no mean ability; a musician, juggler, and completely unpredictable. Also, he's completely uninhibited, and is afforded an opportunity to show off his wares more effectively to appreciative and responsive audiences.

**Gilbert** opens all the stops, scattering his comedies, shotgun style, with bull's-eye results. His monolog patter is breezy. His double-takes are expressive and his pratfalls and slapstick antics are done with precision. **Gilbert's** skits show imagination and a subtle understanding of the humor of a situation.

**Gilbert's** comedies, this round, are notable for the lack of reliance on off-color material. He has injected a hilarity to otherwise standard routines whose written description is an injustice. In this category are his home returning drunk bit to the tune of a tuneful ditty, "Gee, But I Feel Blue"; his interpretation of a sponsored telecast of surgery, and a juggling seg that has the audience howling.

Sharing the stand is thrush **Marian Powers**, a pleasant-enough vocalist whose chief drawback here is lack of orchestral backing. **Felix DeCola** plays top-

# Burlesque Bits

By UNO

**Rusti Marsh**, following her week at the Empire, Newark, N. J., a return date and where she first started as an **Eddie Lynch** chorine, goes to the **Gayety**, Norfolk, the week of September 13. . . . **Jack Case**, manager of the **Globe**, Los Angeles, is away on a fishing expedition. . . . **Benita Frances** will be at the **Inferno** nitery, Denver, the next four weeks. Other principals there are **Randy King**, **Fiama** and **Thalley**. . . . **Hap Arnold**, comic is in **Deaconess Hospital**, Boston, battling with a cancer attack. . . . **Penny Redwing** switched from the **Diamond Knee** to the **Barbary Coast** in San Francisco. Replacements at the **Diamond Knee** were **Camille** and **Cherrie**. . . . **Al Spahn**, long time satirist of burlesker's appetites in **Harry's**, delicatessen shop on West 47th Street, New

York, is also very influential in politics in the **Sheepshead Bay** district, Brooklyn, where he has been a long time resident and property owner. . . . **Carroll Shannon** is the new feature at the **Adams**, Newark, along with hold-over headliners **Betty Howard**, **Marcia Edgington** and **Helena Gardner**. The second week's show was labeled "Un-cover Girls of 1953." The 2,000-seat house continues to break box-office records, the crowds being attracted in a good measure over the recent heat wave by the new \$150,000 air-conditioned system reinforced by the pitchman's cry on the outside urging attendance to a "hot show in cool comfort." . . . Three closings at the **President**, San Francisco, last week were **Fanchone Marie**, **Bonnie Bonne** and **Roberia**. . . . **Tempest Storm** moved from the **Star**, Portland, Ore., to the **Rivoli** in Seattle, where **Lee Stuart** and **Everett Conway** are other new principals.

**Bobb Lang** is now featured in the **Holden Hotel's Wonder Bar**, Dayton, O., where he is introducing a new comedy, singing, piano and accordion playing act especially constructed for cocktail lounges. . . . Bookings by the **Gus August**, Miami Beach, agency, include **Shirley Hayes**, **Casino**, Boston, then **2 O'Clock Club**, Baltimore; **Ginger Lee**, feature, **Gayety**, Columbus, O.; **Tambu**, **Gayety**, Cincinnati; **Echo Daye**, **Roxy**, Cleveland; **Naiva Paige**, feature, **Linda Lee**, **Dorrie Dale**, **Bonnie O'Brien** and **Leona Thurston**, **Red Barn**, Miami, and **Lisa Lynn**, feature, **Harem**, Miami. The same office has **Zorita**, in her 38th week; **Lynn Starr**, **Sherri Darrell**, **Dot Mitchum**, **Rosemary Perry**, **Stormy Gale**, **Jean Christian** and **Marie Stowe** in the **Gayety**, Miami, and **Sheila**, the **Peeler**, and **Toni Rave**, held over at the **City Club**, Miami. . . . **Buddy Barnes**, who played juvenile roles in the former big burly wheels, is now and has been for the last 10 years, producer and director of two distinct groups of variety shows, one for the **Police Athletic League** and one for camps and hospitals, operating the entire year out of his **Bridgeport**, Conn., office. . . . **Linda Scott** has the honor of adorning the front page of the latest (December) issue of **Cavalcade of Burlesque** mag. **Rusti Marsh** fills the inside front cover; **Raina**, the editorial page and **Lynn York**, the back cover. . . . Denver nitery ops are hepped up over a recent article in a national mag implying that immoral shows, together with inferior food and drinks, are in evidence in their establishments. . . . **Buddy DuValle** closed at the **Star**, Portland, Ore., where **Will Hayes** is back as emcee and straight man and **Marie Zarrie**, the **Mexican Tornado**, is the new feature.

## Cafes Answer Union Charge

CHICAGO, Sept. 5.—Charges by the American Guild of Variety Artists that the Chicago Cafe Owners' Association has refused to bargain over the union's welfare fund have been answered by the cafe org's attorney, **Milton Raynor**, who pointed out specific instances when the bistro ops started what they thought would lead to negotiations.

In a letter to **Alfred Kamin**, union counsel, who made the earlier charges, **Raynor** said: "The Chicago Cafe Owners' Association, which I represent, has proved without qualification its willingness to sincerely bargain and negotiate the issue of the present quarrels, namely, the accident insurance program instigated by **AGVA** in a unilateral manner, without prior consultations, conferences or negotiations with the **Cafe Owners' Association** of cafe operators."

He charged that **AGVA** was not sincere at an off-the-record meeting held recently in Detroit and that after four hours of negotiation between cafe owners and **Jack Irving**, it was indicated that no one had the authority to compromise or negotiate the question of the accident insurance program.

Reiterating that the cafe owners were still willing to negotiate, **Raynor** said: "Despite the unfortunate history of our relationship with **AGVA** on the question of negotiations, we would still be willing to sit down around the conference table to sincerely and honestly endeavor to compromise the issue in controversy, provided you are prepared to tell me that the representatives of **AGVA** who will be present at such conference have the power and authority to compromise the issue of the accident insurance program, and are willing to do so."

**AGVA** officials denied its refusal to negotiate as charged by **Raynor**. "The record will prove otherwise," said union head **Jack Irving**.

## ARTICLE BURNS DENVER NITERIES

DENVER, Sept. 5.—Local cafe men and agents are burning at a recent story in a magazine (**Stag**), stating that **Denver niteries** are featuring immoral shows, with B girls; and inferior food and drinks. Despite contrary implications, locals claim that only two spots are involved. Two of the three pictures illustrating the piece were taken at one club while the third picture was taken at a small downtown bar, both of which have long featured exotics and strippers. There has been no police action at any of the local niteries this summer, and the city **Morals Bureau** points to an excellent record in "keeping the city clean."

drawer quality on the 88s, but even his excellence is at best a poor substitute for an instrumental combo. **Eddie Bradford's** combo backs **Gilbert** and supplies melodies for dancing. **Ed Velarde**.



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## JACOBSEN SEES AUD VAUDE LOOP

Turns to Full-Time Production Of Packages With Name Features

VAIL, Ia., Sept. 5. — Start of a new effort to form a circuit of auditoriums and arenas for playing vaudeville packages was seen in the announcement here this week that Charles Jacobsen, former partner in the Hollywood Circus Corporation, would devote full time to the packaging of name-headed vaude packages.

"I have visited with many promoters and sponsors," he stated. "It looks as if there is sufficient market to warrant an all-out campaign to start a circuit."

Jacobsen said he and his brother, H. W. Jacobsen, are ending their previous operation, with H. W. Jacobsen continuing alone in the circus field.

Charles Jacobsen first entered the vaude package picture last year with a show with featured Bob Crosby. Set to open at the Mayo Civic Auditorium, Rochester, Minn., October 7, is "A Night at the Mardi Gras," featuring Jerry Colonna.

### Frames Packages

The Jacobsen packages will be framed, he said, for playing buildings with capacities of 1,500 and up. This policy would be in line with suggestions voiced by several showmen and auditorium managers in recent months.

Jacobsen's circuit plans also would help fill the demand for more aud-arena shows. In line with this demand, managers of several Middle Western auditoriums recently laid plans for co-operating with each other in an attempt to book more shows.

"Mardi Gras" will include, in addition to Colonna, Yonely, comedy instrumentalist; Fran McKenna, Victor recording artist; Joe McKenna, comedian; Ming Sing Troupe, and Mel Ody, juggler. Jacobsen is negotiating for a chorus line. A special line of paper has been prepared by the Central Show Printing Company, Mason City, Ia., and radio, TV and newspaper material also will be used, Jacobsen said. Route takes the show thru several Middle Western States.

## Pros' Meeting At Cleveland Draws Heavily

CLEVELAND, Sept. 5.—Preceded by a gala dinner at the Statler Hotel here August 2, the Society of Roller Skating Teachers of America met at the Dalton-Reynold's Rollerade in a two-day session August 3 and 4 at conclusion of the annual RSROA convention and American-Canadian championship meet.

The agenda was heavy and included, among other things, several recommendations for clarifying amendments to rules. The pros also gave a unanimous vote of confidence to Clifford J. Wilkins, Rego Park, New York, as dean of the SRSTA. Appointed by Fred A. Martin, retiring RSROA prexy, the new dean also received board of control approval.

The following pros attended: Bert and Lynn Anselmy, Pontiac Rolladium, Pontiac, Mich.; Staley Bablac, Lincoln Park Recreation, North Dartmouth, Mass.; Joe Baker, Rollerdomo, Atlanta; Ralph and Peggy Barker, St. Mary's Rink, San Antonio; Paul Bauman, Rocket Skating Club, Oklahoma City; David Bengson, Marin Skateland, Fort Worth; Edna Betz, Lexington Skating Palace, Pittsburgh; Jack and Irene Boyer, Springfield Gardens Rink, Springfield N. Y.; Troy Braswell, Troy's Rollerdomo, Little Rock; Dorothy Brodek (inactive), Cleveland; Charles Brown, Skating Pavilion, Johnson City, N. Y.; Don Brown, Skateland, Canton, O.; Claude and Jill Buckner, Lansing (Mich.) Roller Drome; Richard Caserta, Skateland, Morgantown, W. Va.; Franklin W. Clark, Rolarena, Elyria, O.; James Costigan, Rollerade, Youngstown, O.; Donald S. Craig, Rollerland, Alliance, O.; Raymond Des Autels, Dearborn (Mich.) Rollerdomo; Ella Diotte, Ambassador, Clawson, Mich.; Ann Disenza, Maple Arena, Brockton, Mass.; Donald Denis, Coliseum, Mansfield, O.; Don Homans, Skateland, Haverhill, Mass.; Jean Doyle, Rollerade, Cleveland; Joseph Elliott, Crystal Palace, Philadelphia; Emma Ellis, Great Leopard Rink, Chester, Pa.

Joseph Fabrizi, Skating Pavilion, Johnson City, N. Y.; Dorothy Fanning, Arena, Tulsa, Okla.; James and Millie Ferris, Fordham Skating Palace, Bronx, N. Y.; Ivan Findlay, Midway Rink, Middletown, O.; Max Fisher, Skateland-at-the-Beach, San Francisco; Robert Fitzgerald, Bay Ridge Rink, Brooklyn; Carl Forsyth, Dolling Park Rink, Springfield, Mo.; John Fragale, Kelley's Skateland, Houston; Steven Gray, New Brighton (Pa.) Rollerdomo; Violet Guild (inactive), Philadelphia; Joseph Hakim, Fairview Gardens, Detroit; LaVerne Harris, Berthanna Rink, Ogden, Utah; Arnold Heyman, Skate-A-Drome, Roanoke, Va.; Arthur Holland, D & D Roller Bowl, Wenatchee, Wash.; Ray Hough, Hippodrome Rink, Long Beach, Calif.; Patrick J. Kelly, Concord, Calif.; Pat Kimmey, Skateland, Wichita Falls, Tex.; Ed Koster, Mercury Rink, Norfolk; Arnold Kueker, Pla-Mor, Kansas City, Mo.; Mary and Vincent LaBriola, Eastern Parkway, Brooklyn; Thomas Lane, Rollerland, Oakland, Calif.; Norman Latin, Skateland, Reading, Pa.; Bill and Murrie Lenox, Triangle Skateland, Dayton, O.; George McCann, New Skateland, Buffalo; Richard McLaughlin, Arena, St. Louis; Ed McLaughlin, Riverside Rollaway, Agawan, Mass.; Margaret McMillan, Skateland, Denver; Danny McNeice, College View Roller Palace, Marysville, Calif.; Conway Manahan, Arcadia Rink, Chicago; L. J. Marnell, Melody Rink, Umatown, Pa.; Dolly Matson, Merryland Rink, Canton, Del.; Milton and Joanne Noy, Long Beach (Calif.) Skating Palace; Tony Mayo, Rollerade, Cleveland; Emily A. Melville, Wal-Lex Rollerway, Waltham, Mass.; Ray Miller, Roll-Clemens (Mich.) Arena; John Milazzo, Hartford (Conn.) Skating Palace; J. W. Norcross Jr., Warnock Rink, Greeley, Colo.; Charles O'Connell, Rolladium, San Mateo, Calif.; Skipper and Phyllis Oakes, Rolarena, San Leandro, Calif.; Hoyt Perry, Dolling Park Rink, Springfield, Mo.; Arline Poland, Sefferino Rollerdomo, Cincinnati; Dale Pritchard Oakes, Park Rink, Portland, Ore.; Elmer Ringelsen, Skateland, San Diego, Calif.; Ted Rosdahl, Palomar, Milwaukee; Al Schafer, Imperial Rink, Portland, Ore.; Wilma Schilling, Bert Schilling, Moonlight Rink, Troy, Ill.; Phyllis Schmidt, Coliseum, Baltimore; Irene Seifert, Cross-Town Rink, Omaha, Neb.; Clyde E. Shaw, Whirl-A-Way, Evansville, Ind.; Aiden Sibley Jr., Coliseum, Toledo; Peggy Snow, Rollerdomo, Culver City, Calif.; Arliss Snyder, Arena, Tulsa, Okla.; Robert Styer, Rocky Spring Park Rink, Lancaster, Pa.; W. A. Tatem, Ludeni Rollerdomo, Shreveport, La.; Ed and Florence Torok, West Lake Rollerade, Erie, Pa.; Melvin and Grace Umbach, Bal-A-Roue Rollerway, Medford, Mass.; Billy and Nina Venard, El Torreon, Kansas City, Mo.; Stanley Walsh, Arcadia, Detroit; William Watson, Prints Roller-Way, Holly Oak, Del.; Leland J. Wells Jr., Playland, York, Pa.; Cliff and Millie Wilkins, Queens Rink, Rego Park, N. Y.; Herbert Wilson, Gateway Rink, Houston; Orville J. Welch, Hodges Rink, Springfield, O., and Tony Miller, Arcadia, Chicago.

## Random Thoughts On the Roller Trade

By C. V. SEFFERINO  
Manager, Price Hill Roller Rink, Cincinnati

(Continued from last week.)

The best in music is a problem any way you look at it. If you have an organ you are a cinch to have a temperamental musician who always knows more than you about the kind of music that should be played. Eventually you give up for want of a little peace of mind. If you play recorded music, recordings to fill out a balanced program are hard to find. Waltz music always has been the most attractive to a big majority of skaters. Along these lines I have been fortunate. We use recordings, and I have been able to compile a backlog of waltzes that is bound to bring stardust to the eyes of any couple skating the six moonlight numbers we offer at each session. That takes care of romance.

We turn over our entire dance demonstration to the international style skater, and that keeps all the longhaired skaters happy. Otherwise, we spot our dance numbers equally, leaning to straight step numbers, and don't pay particular attention to whether the skater is on an edge or on the seat of his pants, as long as he seems to be having fun. Five recordings a session are strictly hop numbers, and it is interesting to note the change in atmosphere of the rink during these recordings. It's quite a relief from the monotony of a series of 92 foxtrots, schottisches or tangos. We have no difficulty in controlling the floor during these numbers or after them. A large percentage of our skaters seem to wait for these special numbers and for three-and-a-half minutes go all out. A study of our skaters proves that these numbers, other than waltzes, are the most popular.

### Fun for the Masses

On week-ends we devote one hour of each session to races and other events beamed at mass participation. In the races we try to beat the better skaters by placing a heavy handicap on them so that everyone has a chance to win a prize. I am certain this mass participation is better than trying to build a team of racers, as everyone gets into the act and everyone has fun.

For proof of this statement I submit the fact that out of the hundreds of skaters who participated in these races, we found but six with enough ability to send

to State and regional competitions. This was merely done as an award for a season of fine effort. However, from now on they will be on their own, for the percentage of six regular skaters against hundreds of participants is not worth the showcase value, altho it does show the masses that an effort in participation events can lead to an opportunity to skate competitively.

### Policies

Rules for our skaters are few and probably unique. Our floor manager has managed to get over the idea that he is a friend rather than a policeman. In this we are fortunate, for in three years of operation we have had to ask but two skaters to stay out of the rink. As to dress rules, we do not permit even spectators to enter our rink in bluejeans. The length of skirts is left to the girls' discretion. I have concluded that in all cases costumes worn by our girls are not as short as one might find on the competitive skater or the girl participating in a show. We insist on a high standard of deportment and that about covers everything.

We believe we have a good policy and will make every effort to maintain it, along with a sincere effort to establish even better relations between the operator and skater so that everyone is satisfied. This is our main goal. If people have fun in the rink they will come back. If they don't they are certain to look for their recreation elsewhere.

## Toledo Home Show Opens October 24

TOLEDO, Sept. 5. — Greater Northwestern Ohio and Southern Michigan Fall Home Makers Show opens here, October 24, and runs for nine days, thru November 1, according to Paul Spor Jr., managing director.

Dorothy Coons, local radio and TV performer, will make daily appearances. National advertisers will have displays and demonstrations. A special attraction for the kiddies will be "Santa's Candy Castle."

Arrangements are also being made for appearances of a nationally known radio and TV artist, Spor said.

Show is being staged by Paul Spor Sr., local booker and producer.

## Air System Slated For Philly's Arena

PHILADELPHIA, Sept. 5. — Plans have been started to place the 6,500-seat Philadelphia Arena in operation on a year-round basis with air conditioning.

Arena reports a bumper crop of bookings on the theatrical side. On October 9 it kicks off with a night for "The Big Show" with Nat (King) Cole, and the following week bringing in the Lambertville Music Circus. Opening in October for at least two weeks is the "Ice-Capades." "Ice Follies" comes in for its annual visit in December.

## Zollner Continues With Promotions

FORT WAYNE, Ind., Sept. 5.—The Zollner Productions and Bruff Cleary have combined their operations only in the boxing and wrestling field.

The Zollner organization will continue as a separate firm for promotion of other types of events and retains exclusive ice show rights at Allen County War Memorial Coliseum.

NEW YORK, Sept. 5.—General Artists Corporation plans to begin offering advertisers packaged road-shows in another month or two, produced by Harry Anger and using top musical talent. To date, GAC has packaged only one such show, which drew a top crowd to Soldier Field in Chicago despite a heavy downpour.

## Dramatic & Musical Routes

Daphne: (Wilbur) Boston.  
Good Night Ladies: Vancouver, B. C., Can.  
Guys & Dolls: (City Aud.) Shreveport, La., 8-11; (State Fair Aud.) Dallas 12-13  
Japanese Opera Co.: (Curran) San Francisco, 7-16; (Auditorium) Stockton 11; (Auditorium) Sacramento 12.  
Maid of the Ozarks: (Orpheum) Kansas City, Mo.  
New Faces: (Great Northern) Chicago.  
Pal Joey: (Greek) Los Angeles.  
Seven Year Itch: (Cass) Detroit.  
South Pacific: (Royal Alexandra) Toronto.  
Take a Giant Step: (Forrest) Philadelphia.  
Tea & Sympathy: (Shubert) New Haven, Conn., 9-12.  
Time of the Cuckoo: (Biltmore) Los Angeles.

### Arena Routes

Hippodrome of 1954: (The Colisee) Quebec City, Can., 7-13; (Forum) Montreal 15-20.  
Holiday on Ice: (Municipal Auditorium) Kansas City, Mo., 7-9.  
Ice Capades of 1954: (Madison Square Garden) New York, 10-20.  
Ice Follies of 1954: Los Angeles, 17-Oct. 11.  
Jones, Spike, Show: (Private Party) Los Angeles, Calif., 9; Pasadena 10; Long Beach 11; San Diego 12.

## 4 New Spots Join RSROA

CLEVELAND, Sept. 5.—Four rinks were voted into the Roller Skating Rink Operators' Association at that organization's recent convention here.

The new members are Richard Landsman and William Seiple, Mid-Town Rollerdomo, San Antonio; Vincent L. Cohee, Marshallfield (Mass.) Roll-A-Rink; H. P. Rogers, Bowl-O-Rink, New Britain, Conn., and Robert A. Watt, Westminster (B. C.) Rollaway.

## Oaks Debuts Fall Season

PORTLAND, Ore., Sept. 5.—Oaks Roller Rink launches the fall season with a carnival tonight. Manager Dean Songer has decorated the rink to achieve a carnival atmosphere and is supplying noisemakers and prizes for celebrants. Regular price of 60 cents per period will be in effect.

Skating classes also will get under way, with Dale Pritchard, professional, starting his fourth year at Oaks.

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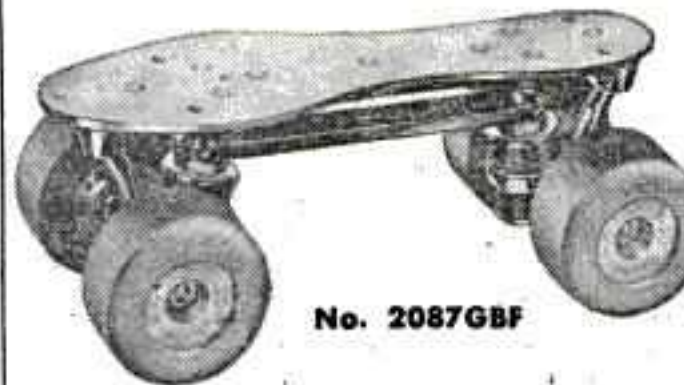
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# The Final Curtain

# Roadshow Rep

**BENTLEY—George A. Sr.**, well known as a pianist and orchestra leader for over 50 years until his retirement 10 years ago, in Bridgeport, Conn., August 24. He was at one time musical director for the old Poll Circuit. Survived by his widow, Mary; a son, George Jr.; two brothers, Charles, New York, and William, Fairfield, Conn. Burial in Bridgeport August 26.

**BRIMMER—Richard A.**, 18, son of the late actor, Richard Dix, in a logging camp accident August 31 near Redding, Calif. He was killed when a load of logs slipped from a truck and crushed him. Brimmer was a student at Santa Barbara State College and was scheduled to return to school the following day. Surviving are his mother, Mrs. Walter Van De Kamp, a twin brother, Warren, and a sister, Sara Sue, interment in Forest Lawn Memorial Park, Los Angeles.

**CARROLL—Stephen L.**, 57, owner and operator of the Carroll Music and Art Center, Miami, and one of the most popular figures in the music world, in that city August 28. Before going to Miami he had been associated with the Clark Music Company, Syracuse. In the early 1920's he was a clarinetist in John Philip Sousa's band. He was a Mason, member of Mahi Shrine, the Fex Club, the Allapattah Lions' Club, Sousa Fraternal Organization, Miami Federation of Music and Phi Mu Alpha musical fraternity. He was a veteran of World War I and a member of the American Legion and Veterans of Foreign Wars. Survived by his widow, Minnie B.; his mother, Mrs. John J. Carroll, Youngstown, O.; two sisters and two brothers.

**DUNN—Ellie**, 29, carnival worker with the Bill Hames Shows, August 28 in Atlanta, Tex., of injuries sustained in an auto accident near that city.

**ENGLISH—Gifford A.**, veteran vaude performer, recently in Albany, N. Y., after a long illness. He

toured the old Keith and Orpheum circuits with the sketch, "Bungle Love," and later, with the Dare Sisters, in an English singing trio. Survived by his widow, Marie Louise, and three sisters.

**FALLON—Ghent (Larry)**, 68, well-known concessionaire, at his home in Akron August 19 after a long illness. Running away from home at the age of 15 to join a circus, Fallon, during his career in show business, operated concessions with many carnivals and fairs in almost every State in the Union. In later years, he confined his operations to Summit Beach Park, Akron, and fairs in Ohio and Western Pennsylvania. Survived by his widow, Una Mae; two daughters, Mrs. William Myers, Akron, and Mrs. Philip Herter, Bay City, Mich.; two brothers, Guy L. and Gid L., the latter operator of Fallon Kiddie Land, Akron, and three sisters, Mrs. Gertrude L. Thayer, Mrs. Georgetta L. Carlisle and Mrs. H. M. Sielski, all of Texas. Services August 21 from Adams Funeral Home, Akron, with burial in Rose Hill Cemetery, that city.

**FANCOURT—Darrell**, 65, bass-baritone, who sang the role of the Mikado with D'Oyly Carte Opera Company more than 3,000 times, August 29 in London. Before joining D'Oyly Carte in 1920, he had sung many concert and opera engagements, including a Covent Garden production of "Prince Igor." Since joining the D'Oyly Carte, Fancourt had sung both here and in England such Gilbert and Sullivan roles as Dick Deadeye in "Pinafore," Sir Roderick Murgatroyd in "Ruddigore," the pirate King in "Pirates of Penzance" and the bouncer in "Cox and Box." The recipient of the Order of the British Empire, Fancourt was to have received special acclaim by the D'Oyly Carte Company August 1, to make his retirement, but his illness prevented it.

**GIBBS—John L.**, 55, owner and operator of a shooting gallery with Wilson's Famous Shows and formerly with Gem City and Gold Bond shows, August 31 at his home in Edgerton, Wis., of cancer. He had been ill the past two years. Survived by his widow, Grace. Burial was in Gloucester, O.

**GOLOVANOV—Nikolai**, 62, chief conductor at the Moscow Bolshoi Theater for many years, August 28 in Russia.

**GRIMBALL—Elizabeth Berkley**, dramatics teacher and founder of the New York School of the Theater, August 30 in Charleston, S. C. She had formed an experimental group at the Cherry Lane Theater, New York, and had been in charge of the American theater seminar in Germany as a branch of the Salzburg Drama and Music Festival. Miss Grimball had also directed plays in Woodstock, N. Y., and Brattleboro, Vt. She founded the Children's Theater in New York in 1941.

**HAYES—Earl Maynard**, 32, chief announcer, and video news caster at WJBK and WJBK-TV, Detroit, August 31 in that city of uremic poisoning. He was formerly with WEXL and WXYZ, Detroit.

**HEADLEY—Lester (Davis)**, well-known vaude performer, recently in Brunswick, N. J., of a heart attack. For several years he toured the Keith and Orpheum circuits as top-mounter with the Jack Headley Trio, head-balancing act.

**HOCKING—Mary Goldia**, 74, grandmother of actor Lon McCallister, August 30 after a lingering illness. Interment in Inglewood Park Cemetery, Los Angeles. Surviving are her husband, Rollie, and a daughter, Mary McCallister.

**LITTECK—Orville**, 62, president and general manager of the Zanesville (O.) Publishing Company and veep of the Southeastern Ohio Broadcasting System, September 2 in Zanesville, O. His newspaper and radio enterprises included The Zanesville Times-Recorder, radio Station WHZZ and TV Station WHZZ-TV. His widow, two brothers, a daughter and a son survive.

**LURWICK, Lulu B.**, 79, mother of concert pianist Galen W. Lurwick, September 1. A native of Illinois, she had resided in Los Angeles since 1929. Surviving besides her son are three daughters, Mrs. Ruth E. Wiles, Mrs. Freda F. Kibler and Mrs. Madalyn E. McCrea.

**LYSLE—Edward**, 66, in Norwalk Hospital, Norwalk, Conn., August 28 after a short illness. He was recognized as a pioneer in the development of the motion picture industry. He held executive positions in the early Mutual, Reliance, Majestic and Tanager film producing companies. An inventor, Lysle also held numerous patents relating to cameras, projectors and motion picture processes. At the time of his death he was directing the development of an invention for a continuous projection system for television and natural color movies. Survived by his widow, Audrey; two sons, Edmond, New Canaan, Conn., and Gordon, Huntington, L. I.; two daughters, Mrs. Prudence Shupak, Philadelphia, and Sylvia, Chicago. Burial in Lakeview Cemetery, New Canaan, August 31.

**MCDOWELL—Nath.**, 32, wife of J. P. McDowell, concessionaire and sign painter, recently in Somerville, N. J. Survived by her husband, her parents, and a son, Leroy. Burial in Youngstown, O.

**MEDVEDIK—Mrs. Sophie**, 36, night club singer known as Sophie Mejlinson, August 26 at St. Luke's and Children's Medical Center, Philadelphia. Surviving are her husband, Edward; three daughters, a son, four sisters and four brothers. Her sister, Dorothy, is also a night club singer, and a brother, Ray, pianist and former song plugger. Services August 28 in Philadelphia, with burial in Mount Sharon Cemetery there.

**MEROLA—Gaetano**, 72, musical director of the San Francisco Opera Company, August 30 in San Francisco, while conducting the city's symphony orchestra at Sigmund Stern Grove. A native of Italy, Merola came to the United States as assistant conductor of the Metropolitan Opera and later conducted the H. W.

Savage English Opera Company, the Manhattan Opera Company and the London Opera. Merola was instrumental in building the San Francisco opera company to first rank.

**MUNDSTUCK—David**, former motion picture distributor, August 31 in Detroit. He was owner of Crescent Pictures, independent picture exchange in Detroit. Survived by his widow, Bella; a son, Jack B., branch manager for Loew's, Inc., in Buffalo, and a daughter, Mrs. Ned Krause.

**MURDOCK—Iris Kennedy**, 58, veteran vaude and tab performer, suddenly at Monroe Hospital, Ocala, Fla., August 24, after being stricken while returning to her home in Urbana, O., from a vacation with friends in Delray Beach, Fla. The deceased toured the major vaude circuits for years with her late husband, Clyde (Teck) Murdock, and her sister, Helen Kennedy Huck in an act billed as Teck Murdock and the Kennedy Sisters. Later the Murdocks did a double act in vaude as Iris and Teck Murdock. They also toured for years over the old Gus Sun Circuit. Teck died in 1940, and in recent years Iris had been operating the Urbana Hotel, Urbana. Services August 29, with interment in Oak Dale Cemetery, Urbana, beside her husband, her sister and father, Dr. Steve Kennedy. Surviving are her mother, Mrs. Eva Kennedy Miller, Urbana; a son, Jack, Columbus, O., and two grandchildren.

**PEAHL—Victor**, 60, teacher of voice and music critic for The Springfield (Mass.) Republican for many years, August 28 in Northampton, Mass. He had made his singing debut with the Geneva Opera Company in Switzerland during the 1927-28 season, and later gave recitals throughout Europe and the U. S. He was a member of the quartet that premiered Virgil Thompson's "Capital Capitals." Besides teaching, he had published numerous works on technique. A brother and two sisters survive.

**QUINN—Frank J.**, 63, former vaudeville dancer with the team of Quinn brothers and Mazie Lee, August 28 at his home in Philadelphia. Following his vaude career, he was interested in dancing studios in the Philadelphia area until his retirement five years ago. Two sisters and a brother survive. Services September 1 in Philadelphia, with burial in St. Anthony's Churchyard, Ambler, Pa.

**SPENCER—Alexander**, stagehand and property man at theaters in Philadelphia, August 26 at his home in that city. He was electrician at the Stanton Theater there at the time of his death. Surviving are his widow, Mary; his father and a brother. Services August 31 in Philadelphia, with burial in National Cemetery, Beverly, N. J.

**STORCH—Eugene Oscar**, 77, retired concert violinist, of a lingering illness September 1. Born in Germany, he appeared with the Toronto and Metropolitan Symphony orchestras and for many seasons in the Hollywood Bowl. He also taught in the Los Angeles Conservatory of Music and the National Institute of Music, Los Angeles. Surviving are his widow, Lillian; daughters Mrs. Marie Galles and Mrs. Veronica Perez; and five brothers.

**THAYER, Mary**, 73, veteran ride operator, August 30 in Milwaukee Hospital, Milwaukee. For 25 years she and her late husband, James Thayer, operated the rides on the Badger State Shows. Survived by three sons, Norbert, Andrew and Frank, and two daughters, Mrs. E. Cochenet and Mrs. Anna Vomberg, who with her husband owns the Badger State Shows. Services September 3 with burial in Holy Cross Cemetery, that city.

**THIBAUD—Jacques**, internationally famed French violinist, recently in a plane crash in France. Also killed in the same crash were his daughter, Suzanne, and his accompanist, Rene Herbin.

**THOMAS—Susie**, 84, veteran tent rep and med show operator, July 26 in Los Angeles. Active in show business for over half century, she operated her own show in Texas for many years. Survived by three sons, Cody, Carl and Earl. Burial in Forest Lawn Memorial Cemetery, Glendale, Calif.

**TIPPING—J. Harry**, 47, singer, August 29 at his home in Ocean City, N. J. He had been a concert singer, appearing with orchestras in the Philadelphia area and on radio stations in that city. He also conducted a music school in Philadelphia. Surviving are his widow, Edith C. Services September 2 in Philadelphia, with burial at West Laurel Hill Cemetery there.

**VAN DE WALL—Dr. Willem**, 66, pioneer in the scientific use of music in welfare work, August 27 in Garden City, N. Y. He had played harp with the Metropolitan Opera, the New York Symphony and the United States Marine Band. From 1921 on, he pursued the use of music as therapy and became a leader in his field. His widow, two sons, two daughters and six grandchildren survive.

**WARTERS—William E.**, 71, who played leading roles in many silent movies prior to 1922, recently of a cerebral thrombosis at Temple Hospital, Los Angeles. Following his retirement from the screen, Warters entered the stock investment business in Cleveland and came to Los Angeles in 1937. Surviving are his widow, Vera, and a stepson, Charles M. O'Leary. Interment in Cleveland.

**WINCHOMBE-TAYLOR—Robert**, former English stage actor, August 31 on Tucson, Ariz. A former variety and revue star in England under the name of Robert Reilly, he was first to sing "Little Bit of Heaven." He was also starred with Elsie Janis in "Hello, America," and later owned his own music publishing business in England. During World War II, he entertained troops in Great Britain, the Middle East and India. His widow and three daughters survive.

**WINDAHL—Alex**, 69, cellist, August 25 in Detroit. He was a member of the Scandinavian Symphony Orchestra. Survived by his widow, Anna. Interment in Evergreen Cemetery, Detroit.

**E. N. NEIL** is set for his third season for minstrel show promotions in the Boston area. . . . The **Chris Tate** show, which has laid off in recent weeks, opened an East to West Coast trek last week in Western Massachusetts. . . . **Bird's Show**, which has been off the road for a year, begins operations shortly near Logan, Utah. Trick is a family show. . . . **Harry Mack** will start rehearsals soon for his Mack's Old-Time Minstrels at Chester, S. C. . . . The Crawford Players go back on the road after the first of September, opening near Sarnia, Ont. Show is a four-people family unit which plays sponsored dates. . . . **L. L. Warner**, stroller player, has been in the Moscow, Idaho, region recently, reporting fair business in torrid weather. Warner has been working celebrations and rodeos, as well as taking on any indoor work that comes along. . . . **Vic Tyler**, of the old Tyler-Varney tent rep show, is trying out a solo show for an East to West trek. At present he is working Maine Coastal towns. . . . **Oscar Freely** reports poor summer biz from Hood River, Ore. "First it was cold weather and lately terrific heat, along with slackening biz," says Freely, who offers an outdoor platform show.

**FROM** Trinidad, Colo., **C. C. Mercer** writes: "Have been having up-and-down biz with my trailer wax show in this area due to the heat. Have met but one tenter. That was **Lund's**, which works in a wall tent only. Their family show is a good offering and they make a good pitch with merchandise." . . . From Bathurst, N. B., **R. Y. McCauley** reports that he has been working his stroller show outdoors and has also picked up some movie house dates. McCauley has mapped a long jump to Ontario. . . . From Jackson, Miss., **Edgar Wallen** writes: "Have caught one colored tent show which was not up to some of the old-timers I knew and was with. When I told the manager of the show that, he remarked: 'Where can you get performers like the old-timers?' I couldn't answer that one. However, if they used some good old-time sketches I believe most anyone could play them. People are fed up on the heavy dose of radio-type stuff. That's what they think

folks want, but it's just what they don't want." . . . **Henry Lavine**, who has been idle for some time due to illness, will again be active this fall, he writes from Toronto. He will have his old drama-vaude show with three or four people. . . . **Gerald Corbett** will again be active in the directing of amateur productions in the Harrisburg, Pa., area, and will also produce a few amateur minstrel shows.

**OSCAR WHITING**, old-time rep and vaude performer, has a restaurant in Salt Lake City. . . . **E. N. Flowers** writes from Mobile, Ala., and asks that someone send in the roster of the Hatcher Players. . . . **Will E. Craig** is making plans to put in his ninth season as a promoter of amateur minstrel shows in the Pittsburgh area. . . . **Robert Gelder**, stroller player, is working in the Livingston, Mont., sector. From Cedar Grove, La., **Charles Reeder** pens that things are dull in that area. The one tent minstrel show that he caught played only to fair business. Reeder said he plans to work celebrations with a trailer wax show. . . . **Charles Berry** writes from Beverly, Mass.: "I like the notes about the old-time shows. When I was young I lived in Gloucester, Mass., and the first show I ever attended was a rep unit of **Floy Crowell's**. **Thomas E. Shea** show was another favorite 10-20-30 outfit at that time, as was the Phelan Stock Company which went out of Lynn, Mass. I wish those good old days were back." . . . From Thetford Mines, Que., **Harry Furnil** writes: "Have a small wall tent trick playing celebrations in this region, but biz is nothing to brag about."

**FROM** Denver **O. L. Gerrish** writes: "Recently I read a yarn about the old-time rep and Toby shows in a magazine. The writer told of how the old Toby plays were pirated, pointing to the old **Charles Harrison** play, 'Push.' Not knowing his subject, he talked of offering such plays under other names. I knew Harrison, and if this play was given under other names he didn't know it. No doubt it was, tho, and this is a sample of what has killed tent rep. At one time there was much interest in Colorado for tent rep, but it has gone, I am sorry to say."

## Marriages

**ADAIR-DICKINSON—**John Adair, sax player with the Billy Williams orchestra, and Frances Dickenson August 23 in San Antonio.

**BUCK-DARKEN—**Lawrence H. Buck and Nanci J. Darken, August 22 in Barrington, Ill. Buck is manager of Du Mont's account manager group.

**BUCKLEY-DANNERTH—**Richard D. Buckley, president of John Blair & Company, national representatives of radio stations, and Janice Danerth, August 18 in Venice, Italy.

**COFFEY-ALBRIGHT—**Col. H. O. Coffey, veteran circus and carnival manager and owner, and Mrs. Lena Albright, of Christiansburg, Va., August 21 at York, S. C.

**COLE-GILCHRIST—**Albert V. Cole, TV director and producer, and Norma Gilchrist, who conducts a homemaking show on KTTV, San Francisco, September 3.

**DEUTCH-TERRIS—**Irving Deutch, general professional manager of Southern and Peer music firms, and Leta Terris, former singer, August 13 in Los Angeles.

**DE VANY-SMITH—**John Harrison De Vany, caller for Hawkins' bingo with Vivona Bros. Shows, and Mrs. Lada (Peggy) Smith, non-pro, Northfield, Vt., August 8.

**ELLIS-GROSSMAN** Herman M. Ellis, son of A. M. Ellis, head of the Ellis Theater Circuit in Philadelphia, and publisher of the "Philadelphia Dispatch" newspaper, and Elmer Grossman, August 23 in Philadelphia.

**EDWARDS-GATTI—**John I. Edwards and Gladys Gatti, August 15 in Tonopah, Nev. He heads advertising agency bearing his name. She is his former secretary and previously was associated with ABC, Hollywood.

**KONDOLF-MURPHY—**Producer of "The Fifth Season" on Broadway, and a radio-TV executive of Batten, Barton, Durstine and Osborn, and Winona Murphy, color consultant to Sylvania Products Corporation, August 21 at Toms River, N. J.

**LEVIN-ROSS—**Dave Levin, drummer at Big Bill's, Philadelphia night club, and Toni Ross, night club singer, August 22, in Philadelphia.

**MALEY-MCGONIGLE—**James A. Maley, father of Peggy Maley, Hollywood and Broadway actress, and Betty McGonigle, August 22 in Atlantic City.

**POTTS-PASCHALL—**Buzzie Potts, former circus clown, and Mrs. Nell Paschall August 1 in Durham, N. C.

**PRICHARD-REYNOLDS—**Charles Edwin Prichard Jr. to Marjorie Reynolds in Dallas August 22. Bride is the daughter of Al Reynolds, vice-president and general manager of Ezell & Associates, owners and operators of a drive-in theater circuit throughout the State.

**SLATER-GARSON,** Manning Slater, vice president and business manager of WICC, Bridgeport, Conn., and Bernice Garson, New Haven, Conn., in Bridgeport August 8.

**SONNEBORN-SCHIFF—**Rudolph Goldschmid Sonneborn and Mrs. Dorothy Schiff, August 18 in Santa Monica, Calif. He is president of a New York chemical corporation. She is publisher of The New York Post and owner of KLAC and KLAC-TV, Hollywood.

**WILDER-KNOTT,** Paul E. (Rocky) Wilder and Dorothy Knott, concessionaires on the Cavalcade of Amusements, August 10 in Marshalltown, Ia.

## Drivin' 'Round the Drive-Ins

**A NEW TYPE** drive-in theater which its inventor claims will be the "coming thing" entered its fourth week of "test runs" last week at Urbana, Mo. **Tom Smith** opened the drive-in, said to be the first of its kind, July 30. It features a separate screen for each carload of customers. Smith says attendance has been so tremendous that he has had to turn large groups of people away. The theater is laid out in the shape of a wheel, 320 feet in diameter. Cars are parked facing the center (the projection booth is located in the center of the lot) and in front of each auto is a 30-by-40-inch transparent plastic screen. Movies are then projected from the booth against the rear of the screens and are visible to patrons in the autos. Smith's "secret" is how he runs a film thru one projector and directs the image on the separate beams to individual screens around the circle. He says he does it with reflectors and lenses which he made in his home workshop. Beyond that, he won't talk. Smith says movie engineers told him it couldn't be done. But he worked it out anyhow. He calls his layout the "Multiscope Drive In Theater," uses 270 degrees of the circle and has a capacity of 42 cars. He intends to have space for 150 to 200 cars when a full circle up to 600 feet is put in use. Smith thinks this idea will go over especially big among small town drive-in operators. He plans to sell the franchise to other theaters.

Ozona and Ranch theaters there. . . . **Mr. and Mrs. W. T. Yett**, owners-operators of the Roxy Drive-In, San Antonio, were ambushed in the driveway of their home by two men and robbed of the weekend receipts of about \$800. . . . **Thurman Barrett Jr.** has opened the new 500-car-capacity Palo Alto Drive-In at San Antonio. This makes a total of 16 drive-ins now in operation in that city. . . . **Mel Geller** and **Sam Taustin** have added late Sunday night open-air shows at their Brandywine Drive-In near Wilmington, Del., following the auto races staged at their adjacent Wilmington Speedway. New State law recently enacted paved the way to permit the Sabbath showings. . . . In a unique tie-up with a radio station, Pike Drive-In Theater, Newington, Conn., is receiving nightly promotion on WKNB, New Britain, Conn., at no cost to the theater. **Tex Pavel** is broadcasting his WKNB disk jockey show, "The Pike Platter Party," from the drive-in concession building, Tuesday thru Friday nights, with patrons urged by General Manager Paul W. Amadeo to participate in the half-hour show.

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## Minn. State Shows Signs of Licking Heat, Polio Scare

### Four Days of Hot Weather Plus Fear of Disease Leave Marks

By HERB DOTTE

ST. PAUL, Sept. 5.—The sturdy Minnesota State Fair showed every indication today, eighth day of its 10-day run, that it would overcome inroads made by five days of intense heat and a polio scare to surpass, if not approximate, its 819,015 attendance of '52.

The event opened on a strong note Saturday (29), running up a gate count of 79,482 as compared to 76,724 for the same day last year. But the 95-degree weather which marked the opening day continued for the next four days and each of those days the gate sagged in the face of sweltering heat—on Sunday (31) by 9,000, Monday by 3,000, Tuesday by 11,000 and Wednesday by 8,000.

#### Turns to Weather

The heat broke early Thursday morning (3) following almost continual radio forecasts, and when the gates were thrown open that

morning patrons thronged in to give the fair a 90,263 gate count for the day, as compared to an 83,242 tally for the same day last year.

Ideal daytime weather prevailed Friday, the night was cool, and again the fair's attendance soared—and it boosted the gate for the first seven days to 540,820, as compared to 555,225 to that point last year.

The strength of the fair's pull is doubly impressive because the fair not only had to contend with the heat but also with a polio scare. In this polio-sensitive State, there are more than 1,000 cases and the high number was given much publicity before the fair's opening. On Thursday (3) polio was declared to be of epidemic proportions in several up-State counties.

Fair officials estimated the polio scare has reduced attendance by at least 5,000 persons a day. It has pruned children's attendance, and this is reflected on the midway.

#### Cut Stays Short

Many fair patrons cut short their stay at the fair due to the heat the first five days, and this hurt grandstand attendance, particularly at night for the show which consists of the Barnes-Carruthers No. 1 revue with a large bill of acts and fireworks by Thearle-Duffield Fireworks Company, Chicago.

Daytime grandstand attractions consist of either auto races or thrill shows. Saturday's (29) autos raced to about 25,000. Sunday's races were run before 30,000 and Monday's to 12,000. All of these programs, staged by Sam Nunis, were under AAA-sanction.

Aut Swenson's Thrillcade played to about 10,000 Tuesday; stock car sprints, presented by Frank Winkley, were raced before 17,500 persons Wednesday; a 100-mile stock car race Thursday was held in front of a capacity grandstand-bleacher crowd, while big car races, sanctioned by the IMCA and staged by Winkley, were run off before about 10,500 persons Friday.

Swenson's Thrillcade also was in for a night performance Saturday (29) and played to a good crowd. The Barnes-Carruthers revue moved in front of the grandstand the following night.

## Nunis Loses Race Pact at Cedar Rapids

CEDAR RAPIDS, Ia., Sept. 5.—The All-Iowa Fair will have AAA big car races again in 1954, but they will be directed by someone other than Sam Nunis, it was announced here this week by Andy Hanson, fair secretary-manager.

Following the final event of Sunday's (23) race program here, Nunis, thru his announcer, Chris Economaki, informed the approximate 6,500 fans in the grandstand that because of poor support, AAA would not return in 1954. He complained that 6,500 fans were not enough to support Sunday's field, which included 14 drivers from the Indianapolis 500-miler and 16 Offenhausers among the 21 cars that qualified in the time trials.

## Heberer to Pilot Great Lakes Show

CLEVELAND, Sept. 5.—The operating committee of the first annual Great Lakes Farm Show, to be held here January 27-31, has appointed Miles Heberer as show manager. Heberer is executive director of the Farmer's Club of the Cleveland Chamber of Commerce.

## Polio Scare, Record Heat Cuts Into CNE Attendance

### Grandstand Show Holds Up Well; Lack of Kids Hurts Midway Biz

TORONTO, Sept. 5.—Record-breaking heat and a polio scare combined to lop 116,000 off the attendance figures at the Canadian National Exhibition this year. Thru Thursday (3), total attendance was 1,038,000, against 1,154,000 last year.

Attendance by days this year, with '52 comparisons in parenthesis, was: Friday, 103,000 (101,500); Saturday, 267,500 (281,500); Monday, 158,500 (175,000); Tuesday, 171,500 (189,000); Wednesday, 170,000 (209,000); Thursday, 167,500 (197,500).

Major sufferers in this year's decline were "Holiday on Ice," the Kiddieland and the matinee grandstand show. The evening grandstand show, starring Victor Borge, was holding its own. Melody Fair, musical circus, stopped its matinee performances while filling its house 50 per cent at night.

#### Rotor Pulls

Strongest attraction on the midway are the Rotor and the Flyer. Both are new on the grounds this year. The former didn't get underway for two days due to mechanical difficulties. Flyer business exceeded even the fondest hopes of Patty Conklin.

Announcement was made Thursday of two additional kid days and General Manager Hiram McCallum said that Friday and Saturday were set aside for this purpose. Monday, the original kids' day, was poor, as the moppets stayed away in droves, due to the polio scare.

Newspapers played down the polio scare and promoted the

CNE bigger than ever, due to the 75th anniversary celebration.

"Holiday on Ice" received a good reception from the press. Houses have been held down to 50 per cent but built every evening. It came in Monday (31) and closed Thursday night (2). Officials of the CNE were pleased with the business, and it was hinted the show would be back next year. A total of 25 acts took part in the icer, and while there were no outstanding skaters, there was constant movement. Specialty of the show was a "Rhapsody in Blue" number with the Gershwin music played right thru.

#### Matinees Off

A big reception was given the afternoon grandstand show, which is a combination of Ward Beam's thrill show and George Hamid vaudeville acts. Attendance, however, has been down, with 50 per cent houses being picked up.

Acts in the Hamid revue are Happy Harrison's dog and pony circus, Valitha and Valdino; D'Alaires, bar act; Annell and Brask, bike perch; the Brockways; Docky's basketball playing dogs; Jimmy Garner and Yvonne, trampoline; the Oimspairs, trampoline; Captain Wesley and his seals; the Lie troupe; Pedro and Durand, jugglers; Rasini, rocket car; Les Orioles, Janet and pals, Sensational Albon, and the Olympairs and Smitty. The band is conducted by J. B. (Scotty) Wilson, while Len Humphries is announcer.

The evening grandstand show,

produced by Jack Arthur for the second year, is off on the week, but by Wednesday (1), business had picked up considerably. Low point was Monday evening, Kids' Day, when \$28,000 was taken in out of a possible \$36,000. Generally speaking, 90 per cent houses are being gathered.

While attendance at the gate has been down, CNE officials feel that with cooler weather promised for the week-end, attendance will soar.

Over-all picture on the midway, operated by Conklin Shows, is down from last year. The polio scare and heat, which drove down attendance, hit hard, particularly the children's rides. The Rotor was not operating for two days, but when it began there were numerous occasions when ticket-selling had to be stopped because of line-ups waiting to get on.

Top three grossers in shows are Harry Seber's "Moulin Rouge," the water show, which has increased over last year, and the Side Show.

Visitors included Paul Martin, Quebec City; Charlie Cohen, Chicago, and Art Maguire, Calgary.

## Tax Men Check Fun Locations In New England

BOSTON, Sept. 5.—As part of a nationwide federal income tax check, 100 Internal Revenue Bureau agents Friday (28) visited Revere Beach and Nantasket parks and roadside stands. They were seeking concessionaires, ride operators, amusement place managers, guest house proprietors and hotel operators who failed to file tax returns.

More than 250 other agents fanned out thru the New England region's funspots elsewhere. It was the second step of a door-to-door check which was instituted in Boston last month and which is expected to reach 5 million taxpayers—and some who should lawfully be taxpayers.

Wilber A. Gallahan, Internal Revenue commissioner of New England, said articular attention is being focused on the resort business. Editorials in major New England newspapers have criticized the tax drive, which was reportedly ordered by Sherman Adams, ex-Governor of New Hampshire, now administrative assistant to President Eisenhower.

#### Press Battles Drive

The press and businessmen called the drive bureaucracy and an invasion of private rights. But Boston tax director Thomas E. Scanlon said there would be "no invasion of anybody's privacy."

Agents were instructed not to enter but to obtain information at doorways. They are to ask if any income tax return has been filed. If the answer is yes, the agent asks to look at a receipt or copy. If the person says no receipt is available, the agent notes the name and checks the files.

## Hamburg Racks Record 379,225

HAMBURG, N. Y., Sept. 5.—A final day turnout of 91,506 on Saturday (22) upped the 112th Erie County Fair attendance to a record 379,225 for six days, better than 70,000 over the 1952 figure. The premiums paid, totaling \$34,033, were also the fair's greatest.

Success of the annual was marred only by an accident the final night that injured five Irish Horan thrill show employees and eight spectators, when gunpowder and dynamite jammed into a stunt car tube exploded.

## Indiana Snaps Back After a Slow Start

By CHARLIE BYRNES

INDIANAPOLIS, Sept. 5.—Indiana State Fair was hit by rain and heat its first two days but with ideal weather today was snapping back fast. While attendance for the first two days, Thursday (3) and Friday (4) totaled 48,205, a 11,586 decline from last year, the fairgrounds was jammed today and, according to early figures, total gate count should top last year's first Saturday's figure of 74,488.

Another factor that should assure a big attendance, if the weather holds, is the usual big advance sale of outside gate tickets. Altho this year's early sale of ducats was not up to last year's centennial fair, it totaled upward of 260,000 at 40 cents.

Rain Friday persisted for most of the day and hurt attendance. It rained out the initial performance of the Irish Horan Thrill Show in the evening, and washed out the matinee program of harness races. Horan comes back with a show this evening and a final performance Sunday afternoon.

Business at the big Coliseum show, which features Guy Lombardo, Patti Page and the Ink Spots, was off for the first two shows. Fair execs reported the first two performances were off about \$3,000 from last year when Phil Harris headed an all-Iroquois cast. Advance sale for tonight's performance, however, indicated a sellout, and normally the Sunday show pulls a strong turnout.

The horse show, with Jan Garber's ork again providing the music, takes over the building for the rest of the fair. The Barnes-Carruthers night revue moves in front of the grandstand Sunday evening for six nights. Grand Circuit harness races get underway Monday for five afternoons. Altho the fair closes Friday (11), a program of motorcycle races, under the AMA banner, are set for Saturday (12).

In line with the story at most Midwest fairs, attendance here is okay but spending is off, according to fair officials. Catlin & Wilson Shows, the midway attraction,

was hurt by rain Thursday and Friday but reported business as satisfactory. Talent supporting Page, Lombardo and company in the Coliseum show includes Bogino Troupe, Capt. Tiebor's Seals, the Asis Boys; Curry, Bard and Leroy, and the Five Antaleks.

## Ripe Season For Horan; Mull Mishap

MORRIS, N. Y., Sept. 5.—Irish Horan's Lucky Hell Drivers, in one of their most successful seasons, have racked up good grosses at all gates up to and including the Otsego County Fair here. The only blot on this season's campaign was the near-tragic explosion that injured 13 persons Saturday (22) at Hamburg.

Horan said business has advanced over the previous year's at all stops. "Harrington, Del.; Clearfield, Rochester, Caledonia, Malone, Essex Junction... they've all been terrific," he said, "and at Brookfield they were all over the place!"

At Hamburg, he said, his Thursday (20) performances drew the Erie County Fair's biggest grandstand crowd, 40,000, and on Saturday (22) that was upped to 60,000 despite the mishap. Horan has 27 cars and 24 show workers, plus 10 advance men.

Ten thousand persons were milling around the track between shows when an explosive-laden tube in the cannon car went off, scattering chunks of metal among spectators and hurting four Horan employees and one former worker. Horan has placed the car in his garage in Syracuse for any further investigations. He said criminal investigators ruled there was no negligence involved in the blast.

## Mrs. America Event Moving To Sunny Fla.

ASBURY PARK, N. J., Sept. 5.—This city and promoter Bert Nevins have severed their long-standing relationship, with the result that next year's Mrs. America Contest will be held in Ellinor City, Fla. The 15th annual finals will be held in Convention Hall here on September 13 as scheduled.

Asbury Park is contemplating a post-Labor Day event "more in keeping with Asbury Park's tradition as a year-round resort," City Manager J. Oliver Armstrong said Tuesday (1).

Nevins said future Mrs. America competition will stress homemaking ability rather than beauty.

## World's Fair Planned for Houston in '56

HOUSTON, Sept. 5.—Plans for a world's fair in 1956 were announced here this week by Houston World's Fair, Inc., a corporation chartered as a philanthropic institution.

A 935-acre tract of land near the San Jacinto battleground, 25 miles from downtown Houston, has been purchased by the corporation as the site of the fair.

Dr. W. W. Kemmerer, now on terminal leave as president of the University of Houston, has been named general manager of the expo. Also on the board are O. J. McCullough, Judge Ralph Fowler, Joe H. Berry Jr., Rex G. Barker Jr., Al Parker, W. Ed Allen, Dr. G. A. LaForge and Vernon White-side.

## BUNCH-UP SEEN FOR MID-SOUTH

JACKSON, Miss., Sept. 5.—Everyone is heading for cotton money. Coming several weeks will find Ringling-Barnum, King-Cristiani, Mills Bros., Rogers Bros., Kelly-Morris, Polack Bros., Kay Bros., Tom Packs and probably Kelly-Miller and Wallace Bros. bunching together in Mississippi, Louisiana and Alabama.



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\*Names on request

## Talent Topics

**Malikova**, high wire, makes her second appearance soon, via film, on **Art Baker's** "You Asked for It" TV show which originates from Hollywood. Her turn was first filmed for the Baker show in Hollywood last April.

Trumpeter **Roy Stevens** and his orchestra opened a week's stand at Palisades (N. J.) Amusement Park on Saturday (29), playing for free shows and dancing. **Johnny Reo** and orchestra alternated with Stevens. . . . **Les Oriols**, trapeze, are the free outdoor performers.

**Great Chico**, acro and slide-for-life, was slightly injured when he fell Sunday (23) while doing his slide on ABC's "Super Circus" television show in Chicago. Chico, while sliding backwards on a wire stretched from the balcony to the stage, lost his balance and hit the edge of the stage. He was treated for minor injuries but lost no time.

**The Great Siegfried**, ski-jumper without snow, after vacationing for several weeks at Yellowstone National Park, headed east September 1, stopping off en route to play a Labor Day stint at a gold mine company celebration in South Dakota. He is booked at the event with other acts set thru the Tom-

my Sacco Agency, Chicago. **Siegfried** will also play at an indoor show at the Civic Center, White Plains, N. Y. In November, he joins the Tom Packs Circus and will close the season at the Shriners' event in New Orleans. He'll then return to the West Coast to play sportmen's shows during the winter and spring. . . . **The Cepler Family**, high-wire act, was called back to the West Coast after playing Spring Lake Park, Oklahoma City.

"Super Circus" line-up for September 6 will include the **Four Flying Romas**, flying return; **Strong Trio**, ropes and whips; **Villenaves**, cyclists, and **Launer Twins**, acro-contortion. Following Sunday **Vic Brown** has set **Bob Nelson's Pigs**, **Whimpy**, cycle and table rock, and the **4 Sky Devils**, high act.

**Joe Lemke**, top man in Lemke's College of Chimps, infers he is now playing fairs for the Boyle Woolfolk Agency since closing with Tom Packs' Circus. He will play Houston for **Orrin Davenport** and New Orleans for **Packs** this fall. **Marvin Varner**, assistant trainer in the act, is getting laughs with his tug-of-war with the chimps as he removes the props.

**The Great Rolando** is heading for a two-week acrobatic date at **Blindstrup's Village**, Boston, after having appeared at Olympic Park in Irvington, N. J., and on the Ed Sullivan TV show. Rolando will be with **Hamid-Morton Circus** this fall.

**Beatrice Dante**, fem chimp impresario, will wind up her summer engagement at **Deer Park**, Coloma, Mich., on Labor Day, and will head for **Buck Lake Ranch**, Angola, Ind., for the following week-end. Beatrice, in addition to her **Deer Park** (Continued on page 64)

### Ostriches Get Page 1 Notice In New York

NEW YORK, Sept. 5. — **Gene Holter**, his racing ostriches and "zonkey," a cross between a zebra and a donkey, made quite an impact here Wednesday (2) with Page 1 treatment by The New York Herald-Tribune, including a three-column picture, plus more of the same inside. The Bronx Zoo engineered the hit.

**Holter**, ex-rodeo hand, raced his birds this year at **Leamington, Ont.**; **Springfield, O.**, and **East Greenwich, R. I.** His next annual will be the **Kentucky State Fair**, Louisville.

The novelty track attraction, introduced in California three years ago, is being offered in the east by **Bill Schilling**. **Holter**, who has two units, plans to hold one exclusively for eastern territory next year.

### Kansas State Inks Pee Wee King

HUTCHINSON, Kan., Sept. 5. — **Pee Wee King** and his band will provide Western music at the **Kansas State Fair** here, September 20-23. The annual will close September 25.

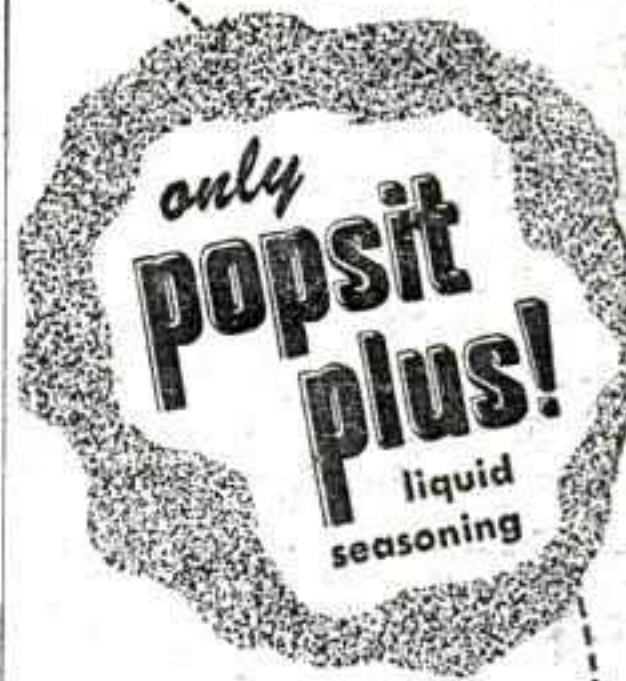
### Petersburg Bans Stock Car Races

PETERSBURG, Va., Sept. 5. — City council Tuesday (1) revoked permission for stock car racing to be held at the fairgrounds here after Labor Day. Councilmen cited complaints of noise and "other objectionable features." Backers had been given permission to use the track for stock races on an experimental basis, with the understanding that they would be stopped if objections were raised.

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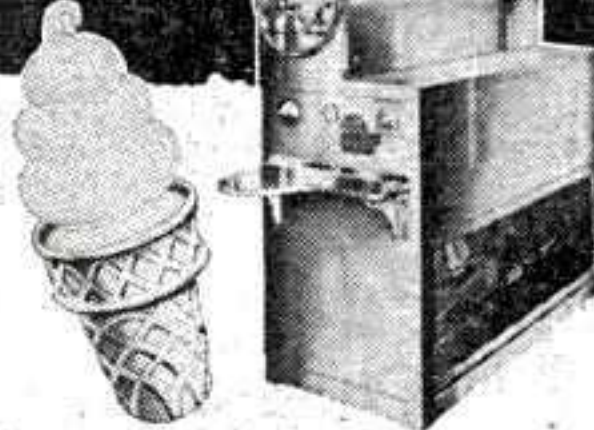
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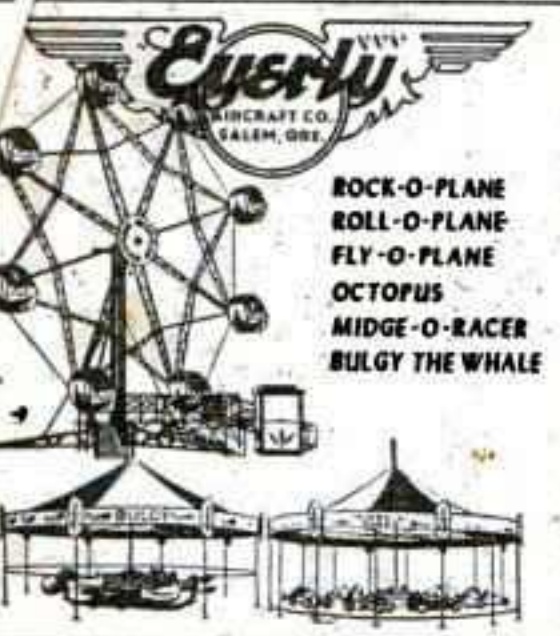
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EXPO HEADS FOR 850,000 GATE

Tremendous Growth of PNE Tied to Economic Boom, Smart Management

By HERB DOTTE VANCOUVER, B. C., Sept. 5.—Few, if any, fairs on the North American continent can lay claim to greater growth since World War II than the Pacific National Exhibition here.

Going into Wednesday (2), seventh day of the 11-day event, the PNE's attendance was racing 106,000 ahead of last year to the corresponding point.

Smart Management Currently, the present run shapes up as one in which the gate should surpass 850,000.

There are several reasons for the PNE's tremendous growth. Not the least of these is the almost boom-like development of the Vancouver area during and

since the war. Population has soared to nearly 450,000, which gives the city the distinction of being the third largest in Canada.

But a major factor in the fair's development has been smart management that moved in when V. Ben Williams was named manager after the war and surround-

Grandstand Offered Free At Rocky Mt.

ROCKY MOUNT, N. C., Sept. 5.—A free grandstand show will be offered afternoons and evenings to patrons of the Rocky Mount Agricultural Fair, to run September 28 thru October 3.

Chambliss predicted that, weather permitting, the fair will reach its attendance goal of 100,000 because of a great tobacco market this season, prices soaring better than \$3 per 100 over 1952, which was a highly successful year.

Workers are constructing an additional entrance to the grounds, and more restroom facilities. Premium books are out, Chambliss said, and the heavy influx of entries has already necessitated a tent for overflow exhibits.

Prell on Midway Prell's Broadway Shows will provide the midway attractions for the third year. There will be Hamid acts for the grandstand and fireworks by the Atlas Fireworks Company.

Other inducements to patrons will be the Irish Horan thrill show performances on Sunday afternoon (27), day before the fair's opening, and again the following night. There will be stock car racing Thursday night, October 1, and three children's days.

Chambliss is also manager of the Pitt County Fair at Greenville N. C.; and the Elizabeth City fort County Fair at Washington, N. C.

Record Heat Melts Crowd At Rhinebeck

RHINEBECK, N. J., Sept. 5.—Sizzling heat held down attendance and curtailed much action at the Dutchess County Fair this week. With temperatures ranging as high as 102 degrees and never falling below the 90 degree mark during the daylight hours, the public held off attending the event until evening.

Attendance for the first two days was reported at 19,000 by Arthur L. Shephers, fair president. This figure was slightly under last year's mark.

With the hot weather continuing thru last night, fair officials indicated that the 108th annual event might wind up in the red unless cooler weather today brought out a record crowd.

The night grandstand show "Ice Follies of 1953" plus Tim Holt, licker star, has been drawing about 1,200 persons to each performance. Trotting races are the afternoon feature.

The plant was considerably spruced up this year with most of the wooden structures sporting "fresh paint. The entry list was reported of record proportions with the cattle, in particular, jamming all facilities.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers. Tally Cards, 35 cards, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, \$3, same weight as #1. In Green, Red, Yellow @ \$6 per 100 DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 8 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100 Calling Markers extra, 75¢.

Set Numbered Ping Pong Balls

Replacements, Numbered Balls, ea. .30 3,000 Jack Pot Slips (strips of 7 numbers). Per 100 1.25 Middleweight Cards, 5 1/2 x 7 1/4: White Green, Red, Salmon, Yellow Per 100 2.00

3,000 Small, Thin "Brownie" Bingo Sheets

5 colors, loose only, no pads, size 4x5 M 1.50 Plastic Markers, Red or Green, round or square, 3/8" diameter, M 2.50 Scalloped Edge, Green only, M 2.00 Smaller Size, 3/8" diam., Red or Green Plastics, M 1.50

Adv. Display Posters, size 24x36. Ea

Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute Wood Ball Markers, Master Board; 3-piece layout for Thin, Transparent Plastic Markers, Brown, 3/8-inch Per M 1.00

Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M 2.25 Round white N.J. Cardboard Markers, 2 sizes: 1/2-inch diam., 1800 to lb.; larger size, 3/8 diam., 1000 to lb. Either size, lb 45

Capitol Bingo Blower, electric operated complete with 75 numbered Ping Pong Balls, weight 100z. Send for illustrated circular for 160.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted; immediate delivery.

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ed himself with capable key men and then proceeded to push thru many practical innovations.

Auto Prizes as Hypoos

Williams, who had been in the investment business before he became fair manager, has vigorously pushed automobile giveaways to hypo attendance, set up insurance against rain, and built revenue from whatever source possible.

In all, it awards 15 cars — four tied in with a powerful advance ticket sale—and 11, one a day, hooked in with the printed program sold on the ground. Advance ticket sale is on basis of five adult 50-cent admission tickets for \$2 with each ticket giving the holder a crack at \$12,000 in prizes, of which four are cars.

Last year the advance sale yielded \$172,000. This year, according to Williams, it will run close to \$200,000.

Program Also Boosts Gate

The daily car giveaway tied in with the program this year will net about \$15,000 after all expenses, Williams calculated. The program, incidentally, is of 20 pages, carries no page ads, only ads on the fair and a day-by-day listing of events.

Programs bearing one coupon are priced at 40 cents, those with four coupons, good for as many chances on the day's car award, are priced at one dollar. Fair execs believe that there are many people who make repeated trips to the fair to take chances on the daily car giveaways.

Williams is a staunch believer in giving the publicity-advertising drums a hard, relentless workout, and this has served not only to build up the advance ticket sale but to heighten interest and broaden participation in

(Continued on page 64)

"world's largest manufacturer of amusement rides"



- KIDDIE RIDES: SKY FIGHTER • BUGGY RIDE • JEEP RIDE • LITTLE DIPPER • AUTO RIDE • TANK RIDE • MERRY-GO-ROUND • BOAT RIDE. MAJOR RIDES: CATERPILLAR • MOON ROCKET • CARROUSELS • HURRICANE • WHIZ-BANG • LOOPER.

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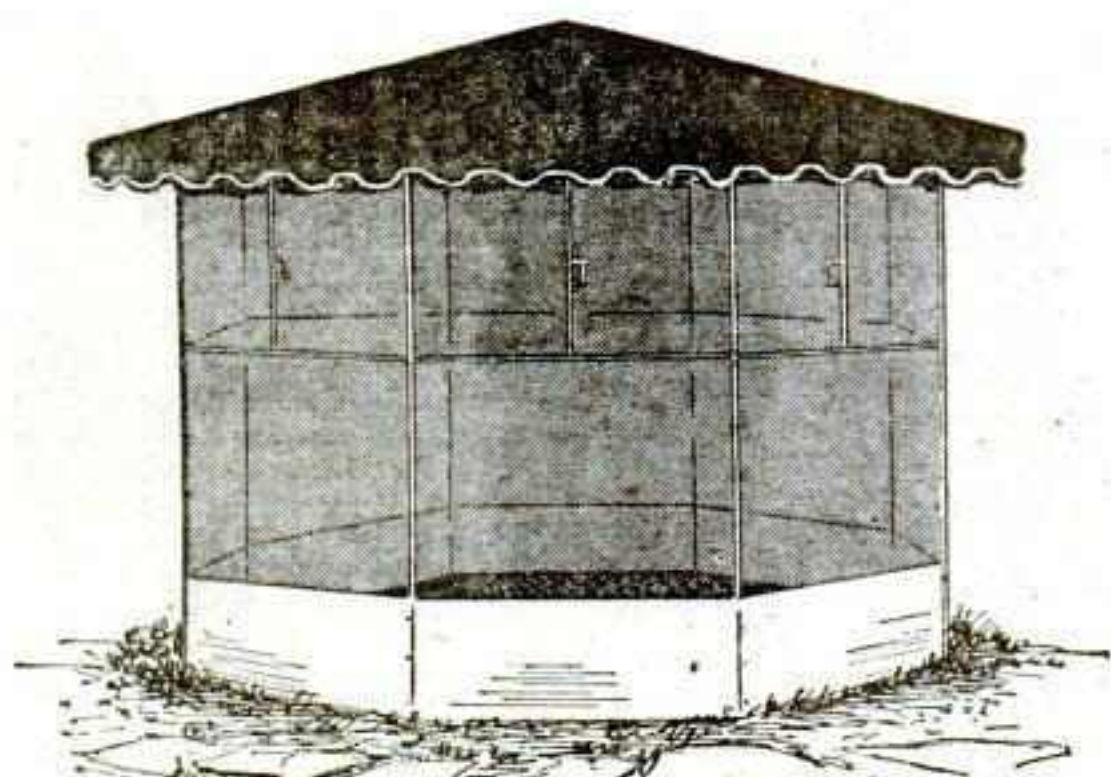
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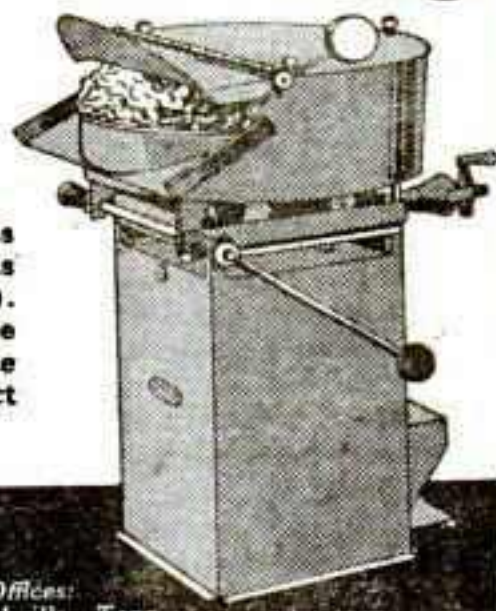
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Samples of each of the above 4 items for 25¢  
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Graph Charts, 9x17. Sample 5¢. Per M., \$7.50  
MENTAL TELEPATHY. Booklet of 21 p. 25¢  
Shipments Made to Your Customers Under Our Label. No checks accepted. C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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## Out in the Open

Three nights of fireworks were put on at the Northeastern Main Fair at Presque Isle, with **Bill Anderson**, of Atlas Display Fireworks Co., East Jaffrey, N. H., on hand to shoot the show . . . fair closed Saturday (15). A visitor was **Ray Crewdson**, secretary-manager of the Frederickton Exhibition in New Brunswick, Canada.

**George Lux**, of the U. S. Printing & Lithographing Company, Erie, Pa., is up and about again after a severe attack of the flu. Lux boasts a host of friends in the outdoor show world.

**Charles Coburn**, veteran screen and stage actor, will be on hand for the Du Quoin (Ill.) State Fair's Grand Circuit Harness Race meet, to watch his pacing star, Rush Hour, strut his stuff in the \$5,000 Big 5 Pace. In addition to Rush Hour, Coburn owns several other pacers and trotters.

Acts of booker **Stanley Wathon** for the Michigan State Fair which opened Friday (4) are the **London Girls**, jugglers, and **King Reynolds**, wire act.

Final free entertainment of the season at Olympic Park, Irvington, N. J., includes Rudynoff's **Ballerina Horses**, featuring **Mrs. Erna Rudynoff**; **Rolando**, finger balance; **Jeanne Johnson**, xylophone, and the **Three Parks**, acrobats. Daily concerts will culminate Sunday (13) in a ceremony marking **Capt. Joe Basile's** 50th anniversary as a bandmaster.

Judges in the Mrs. New Jersey eliminations at Palisades (N. J.) Amusement Park on Friday (4) were **Russell Patterson**, illustrator; **Harry Hershfield**, humorist, and **Ernie Kovacs**, video comedian. Mrs. New York City competition the previous night was judged by **Bob Haymes**, of WCBS radio; **Bobby Breen**, singer, and **Ziggy Lane** of WOR-TV. The **Lecuona Cuban Boys** began a week's engagement at Palisades on Monday (7), playing for free dancing in the outdoor casino. The **Three Tuckers** are the free outdoor trampoline act.

**Larry Sunbrock**, in Cincinnati over last week-end with his rodeo-thrill show for a three-day stand at Crosley Field, home of the Cincinnati Reds, pulled considerable space in the local dailies on the "hometown boy" angle. The Cincinnati Post, Tuesday (1) carried a lengthy story, with a two-column cut and a three-column heading reading: "Stormy Petrel of Show Business Rides Back to Fame with Rodeo and Circus." The piece cited Larry's ups and downs in show business and related the fact that "since 1948 he has been 'going great'."

## 2 Days at Spa Top 1952 Mark

**BALLSTON SPA, N. Y.**, Sept. 5.—More than 4,200 persons attended the Saratoga County Fair during its first two days Monday (31) and Tuesday (1), more than during that period in 1952. Attractions include harness racing, the **Joie Chitwood** thrill drivers, and **Coleman Bros.**' midway.

## Carnival Routes

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Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- Alamo Expo.: Pittsburg, Kan.
- American Beauty: (Fair) Warrensburg, Mo.; (Fair) Lamar 15-19.
- Amusement Co. of America: (Fair) Knoxville, Tenn., 10-19.
- A. M. P.: Marion, Va.; (Fair) Hillsville 14-19.
- Babcock, Frank W., United: (State Fair) Sacramento, Calif.
- Baker United: Sullivan, Ind., 14-19.
- Beam's Attrs.: (Fair) Leesburg, Va.; (Fair) Chesterfield C. H., 15-19.
- Becht, Lee, Am.: Nelsonville, O.; (Fair) Circleville 14-19.
- Bee's Old Reliable: (Fair) Horse Cave, Ky.; (Fair) Booneville 14-19.
- Bell-Form: Middletown, Conn., 10-13; Stamford 14-20.
- Belle City: (School Fair) Shorewood, Wis., 10-13; (Fair) Carrollville 18-23.
- Bernard & Barry: Windsor, Ont., Can., 7-9; Beamsville 10-12; Welland 14-19.
- B. & H.: Nichols, S. C.; Lynchburg 14-19.
- Big Four Am.: Maywood, Ill.
- Big State: (Fair) Frederick, Okla.; (Fair) Cordell 15-19.
- Blue Grass: Lebanon, Tenn.; Elberton, Ga., 14-19.
- Blue Ribbon: Marshalltown, Ia., 11-15.
- Blue Valley: Fume, Mo., 10-11.
- Boyle F. C.: (Fair) Cherokee, Okla.; (Fair) McAlester 15-19.
- Boone Valley: Perry, Ia.; Schleswig 18-19.
- Brodbeck & Schrader: (State Fair) Pueblo, Colo.
- Borderland: Taylor, Tex., 14-16.
- Brewer's United: Dawson, Tex.; (Fair) Hempstead 14-19.
- Brown & Wallace: (Fair) Murfreesboro, Tenn.; (Fair) Sheffield, Ala., 14-19.
- Burke, Harry: (Fair) Plaquemine, La.; (Fair) Port Allen 14-19.
- Burkhart: Ava, Mo.
- Buck O. C.-Model: Peekskill, N. Y.; (Fair) Norfolk, Va.

(Continued on page 63)

## Circus Routes

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- Beatty, Clyde: Louisville, Ky., 7-8; Bloomington, Ind., 9; Terre Haute 10; Vincennes 11; Evansville 12-13; Owensboro Ky., 14; Central City 15; Paducah 16; Hopkinsville 17; Bowling Green 18; Elizabethtown 19.
- British Africa Zoo Train: Montreal, Can., 7-9.
- Gainesville Community: Grand Prairie, Tex., 10-11; McKinney 14-15.
- Hagen Bros.: Altus, Okla., 8; Elk City 9; Clinton 10; El Reno 11; Kingfisher 12; Edmond 14; Enid 15; (Fair) Blackwell 16-18.
- Harris & Rowe Indoor: Clarksville, Tenn., 14-19.
- Kelly-Miller: Jasper, Ind., 8; Booneville 9; Morganfield, Ky., 10; Princeton 11; Hopkinsville 12; Ekko; Springfield, Tenn., 14; Gallatin 15; Lebanon 16; Cookeville 17; Sparta 18; McMinnville 19.
- King Bros. & Christian: New Bern, N. C.; Goldsboro 9; Kinston 10; Payetteville 11; Lumberton 12; Columbia, S. C., 14; Orangeburg 15; Augusta, Ga., 16; Statesboro 17; Savannah 18; Brunswick 19.
- Loyal-Repensky: San Salvador, Salvador, thru September.
- Mills Bros.: Des Moines, Ia., 8; Atlantic 9; Council Bluffs 10; Omaha, Neb., 11; Lincoln 12; Manhattan, Kan., 14; Topeka 15; Emporia 16; Augusta 17; Oxford 18; Wichita 19 and 21.
- Polack Bros.: Eastern: (City Park) Bluefield, W. Va., 7-8; Charleston, S. C., 10-11.
- Polack Bros.: Western: (MacArthur Court) Eugene, Ore., 10-12; (Fairgrounds) Roseburg 13-14; (Stadium) Medford 16-17; (Stadium) Redding, Calif., 19-20.
- Ring Bros.: Robertsonville, N. C., 8; Williamston 9; Pinetops 10; Fremont 11; Clinton 12; St. Paul 14; Red Springs 15; Aberdeen 16; McColl, S. C., 17; Hemingway 18; Summerville 19.
- Ringling Bros. and Barnum & Bailey: Seattle, Wash., 8-10; Tacoma 11; Portland, Ore., 12-13; San Francisco, Calif., 16-20.
- Rogers Bros.: Superior, Ariz., 11.
- Strong, John A.: Las Vegas, Nev., 8-10; Henderson 11; Boulder City 12.
- Wallace Bros.: Millen, Ga., 8; Barnwell, S. C., 9; Walterboro 10; Georgetown 11; Conway 12.
- Wallace & Clark: Deer Park, Wash., 10; Sprague 12.

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## SWEDISH OPS ARRIVE TO STUDY U. S. MARKET

NEW YORK, Sept. 5.—Armed with 20,000 American dollars, two top Swedish amusement park men have arrived here for three weeks of visits to U. S. parks, and perhaps some ride-buying. They are Einer Ekstrom and Arne Berggren of Liseberg Park, recreation center owned by the City of Gothenburg. Ekstrom is president of the operating company, while Berggren is newly appointed chairman of the board.

Altho stocked with foreign-made equipment, the 37-acre Liseberg layout would be a good spot for American rides, Ekstrom says, but his government has been reluctant to release dollars for amusement purposes.

**Half Park, Half Rides**  
Liseberg is a typical example of the European and Scandinavian amusement park concept. Half of its acreage is devoted to wooded and lavishly flowered gardens, while the remainder has amusement equipment. The layout, which averages 20 million paid admissions per four-and-a-half-month season, has small lakes, waterfalls, three restaurants, other "wine" restaurants, cafeterias, milk bars, pool, concert hall, legit theater, and a cabaret hall.

Equipment-wise, Liseberg has for adults a 1933 Whirlwind bought at Atlantic City, Funhouse, Crazy House, Roller Coaster, Skooters, Speed Cars, Ferris Wheel seating 64, Dive Bomber, House of Mirrors, and a German ride called the Helicopter. The last-named is atop a games building and requires a licensed pilot to operate it. It has a seven-seat cab at one end of a beam, with a sliding weight just the other side of the fulcrum. When cab is loaded, the weight is moved, raising the cab, and around it spins. The operator manipulates helicopter blades above the cab to raise and lower it while it spins.

For the moppets, Liseberg offers a Merry-Go-Round, Autos, Kiddie Ferris Wheel, and Boat Ride.

**Many British Rides**  
Most of the park's rides, as well as much of the equipment in Scandinavian countries, Ekstrom pointed out, is of local manufacture or imported from Britain. Liseberg gets all the pounds it wants, he said, so the natural thing has been to buy in England in the past.

Ideas and rides gathered here by Ekstrom and Berggren will be for the park and its new 10-acre addition, which will increase the area to 47 acres. They will see major fun spots in the New York City area, then journey to various places including Atlantic City, Baltimore, and over to Akron and Cleveland, where Berggren has relatives.

"And don't smile at the money we've managed to take out with us," Ekstrom cautions. "It's only the beginning!"

## Gross Up 20%, May Reach 30 At Utica, Mich.

UTICA, Mich., Sept. 5.—Business has shown a 20 per cent pickup over 1952 at Utica Amusement Park and is expected to build to a 30 per cent improvement by closing time, the end of October, according to owner-manager Myron Brown.

Major factor was the decision last spring to improve park attractions, following a business increase last year. New installations this season were an Auto Ride and Kiddie Rocket, bringing the park total to 7 rides, including 5 mechanical and 2 pony type rides.

Utica Park is located on a major highway, with plenty of picnic area along the Clinton River, and caters especially to the rapidly growing kiddie patronage. Addition of a Ferris Wheel is planned for 1954, Brown said.

High point of the year will be September 12, when a Macomb County Rally, sponsored by the United Automobile workers Local 1200, from the Detroit Tank Arsenal, is expected to bring about 35,000 people to the park.

Advance promotion is heavy, including bills being dropped from airplanes. The program is to be broadcast over a number of stations, with scheduled speakers including Gov. G. Mennen Williams and U. S. Senators Homer Ferguson and Arthur Potter.

## Coaster Leap Termed Suicide

MIDDLETOWN, O., Sept. 5.—The death of a 25-year-old man, who leaped from a Roller Coaster car at LeSourdsville Lake Park, near here, Sunday night (30), was termed a suicide by Dr. Garret J. Boone, Butler County coroner.

Three girls, who were riding behind the man, told Butler County officials that the man, later identified as George Zulock, Middletown, stood up in the moving car and jumped. Zulock's body landed on a lower track and was badly mangled by cars passing over it.

## GLEN ECHO GETS PAGE IN 'LIFE'

WASHINGTON, Sept. 5.—Glen Echo Amusement Park supplied the subject matter for the miscellany page in Life magazine's September 7 issue when staff photographer Mark Kauffman, on a busman's holiday, caught a nifty picture of a moppet "... jumping, stretching and exultantly squirting like a fountain, all at the same time."

## Burbank Pool Installs Filter; Plans Ice Rink

BURBANK, Calif., Sept. 5.—Installation of a \$25,000 filtering system at the Pickwick Swim Park here is completed and Desco Corporation, operators of the project, plan to construct an ice rink, Michael Blake, company president, said.

Desco purchased the Pickwick Swim Park and 15 acres of adjacent ground last April. Blake said that the area was ideally located, being a few minutes from Cahuenga Pass, the Riverside Freeway, San Fernando Freeway and the proposed Monorail system.

Desco has installed tropical trees and shrubbery, new concession stands, amusement games, and a complete swim shop. A staff of swimming instructors is employed to teach water ballet, swimming and diving.

When the ice rink is completed, it will be equipped with a hot chocolate bar and provisions for television. The plan also calls for the staging of ice shows. One side of the rink will be glass and overlook the tropical landscape around the swimming pool perimeter.

Pickwick has parking for 1,400 cars.

## Ink Names for Miss America Pageant Run

ATLANTIC CITY, Sept. 5.—A different headliner each of the first three days of the Miss America pageant will mark the 1953 event here. There will be Mel Torme on Wednesday (9), Paul Winchell on Thursday (10) and Bambi Lynne on Friday (11), with no feature artist on Saturday (12) when the contest winner will be crowned.

Emcee this year will be Marty May and the pageant will be produced by George H. Busby.

## Week-end Sked For Compounce

BRISTOL, Conn., Sept. 5.—Lake Compounce amusement park goes on a week-end policy after Labor Day, with the area to be open Saturdays and Sundays at 1 p.m. until October 1. Dancing will continue Saturday nights, with continuous free entertainment on Sunday afternoons.

## HEAT JAMS SPOTS IN N. Y. AREA; CONEY LAGS

NEW YORK, Sept. 5.—Metropolitan area funspots were jammed with heat-wilted customers last week-end, as temperatures passed 95 degrees all three days. Millions crowded beaches and amusement parks as the thermometer readings hit 95.5 on Friday (28), 97.3 on Saturday, and 95.9 on Sunday.

It was the same story thruout the area: Rides were nearly deserted in the heat of the day, but were overrun with patrons from about 6 p.m. to closing. It was a rich week-end for sellers of ice cream, custard and cold drinks. Rockaways' Playland ran out of the cooling substances at 1 p.m. Sunday (30), then sold out three emergency truckloads by 11:30. Herman Noble, 75-year-oldster who has been at Rocks' since its construction in 1903, said the mercury soared to 133 degrees in the sun at the goat ride. It was agreed to be that spot's hottest day in 25 years.

**Most Spots Gain; Coney Off**  
The Department of Parks estimated Coney Island and the Rockaways had a million persons each on Saturday and 1,500,000 each on Sunday, while Palisades Amusement Park over in Cliffside, N. J., said Saturday's 90,000 was its highest total ever for an August day. This record was topped the very next day, when 100,000 poured thru the park. Up at Rye, N. Y., Playland Amusement Park reported week-end business as excellent.

Jimmy Onerato at Steeplechase Park said the heat jammed the beaches, but hurt the spot's rides. He said Coney Island grosses were off about 15 per cent below normal for a Sunday. Layers of cardboard were slapped on kiddie ride seats to prevent moppets from getting their bottoms burned. It was 106 in the sun there, and 105 up at Rye.

Onerato said hordes of persons jammed the beaches and Steeplechase pool, "but they all stayed in the water." Those that patronized Steeplechase rides later

stayed long into the night, and the management had trouble clearing the area at its 1 a.m. closing time.

Most metropolitan section spots got an extra week's operating time this year, with Labor Day falling next Monday (7). Most everyday operations will shutter Sunday (13). In the week-end's only cool note, Playland at Rye scheduled the opening of its ice rink for Friday, October 23.

## RECORD CROWD

### 50,000 at Gwynn Oak, Stunt Scores

BALTIMORE, Sept. 5.—Gwynn Oak Park drew 50,000 persons, an all-time record for that spot, with its "All Nations Day Festival" on Sunday (30). Turnout for the promotion was so successful that traffic was blocked for 20 blocks in all directions by park-goers, owners Arthur B. Price & Sons say.

The park capitalized on the national harmony theme, with dancing, singing and marching by groups representing many nations in pageant competition. Trophies were issued to the largest group marching in parade competition, and to that group making the best appearance. Music was provided by the Baltimore Colts band. Pageant judges were officers of the Army, Navy, and WAF.

In exhibit competition, booths were decorated with motifs of 33 nations, with native foods, drinks and merchandise on sale.

## Vancouver Center Draws Top Crowds For Musicals, Zoo

VANCOUVER, B. C., Sept. 5.—City park board's Stanley Park, 1,000-acre amusement center, is drawing all-time high patronage since dreary weather ended in June.

Biggest draw was Theater Under the Stars, where 4,500 seats were sold out nightly for a nine-week season, which included productions of "Kiss Me, Kate"; "Rose Marie," "Desert Song," "Song of Norway" and "Carousel."

A \$25,000 penguin house, completed in mid-season, drew crowds. Monkey and seals are free attractions. Children's Zoo, with 10 and 25 cents admissions, a Miniature Train and three pools have been doing big business.

Other attractions include boating concessions, picnic grounds with food concessions, and areas for golf, tennis and archery.

## Ocean Beach Record Falls

NEW LONDON, Conn., Sept. 5.—More than 15,000 persons Sunday (30) passed thru Ocean Beach Park, city-owned and -operated amusement spot, as receipts soared to new heights.

Income on Friday (28) sent the season total past the 1952 record of \$214,152, and the Saturday-Sunday take of \$8,300 gave beach superintendent A. B. Menghi hopes for a seasonal gross of better than a quarter of a million dollars.

The park will close for the season on September 13.

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## Coney Island, N. Y.

By UNO

This week (7-13), the final of the season, finds Coney in a double celebration, its own 50th Anniversary of the Mardi Gras, renewed after four years, and New York City's 300th Anniversary. The festivities started with a fireworks display and fireboat regatta on Labor Day night (7). Tuesday, Wednesday, Thursday and Friday nights of that week had parades of floats and various organization groups, and Saturday afternoon, a baby parade. A reception committee to greet Fire Department officials and to review their companies on Thursday night (10) was composed of W. Kenneth Bourke, Murray Handwerker, Harold Kirsch, Leonard F. Tria, Edward Watson, Frank Tilyou, C. J. Hilbert, Fred Sindell, Joseph Bonsignore, Fred Moran, Moe S. Silberman, Lester Wildman and Leonard McCullough. Thomas H. Tesauero, chairman of the entertainment committee, selected these names for this particular event. Judges for the baby parade at which the wife of the Mayor, Mrs. Vincent R. Impellereri, was Honorable Chairman, were Mrs. Mollie K. Moran, Mrs. Vickie Rapps, Mrs. Sadie Silberman, Mrs. Marie Tilyou, Monroe J. Ehrman, Michael Gargiulo, Daniel Schneider and Thomas H. Tesauero. The Queen of the Mardi Gras, selected by a (Continued on page 70)



## Ringling Falls Short Of Late '52 Grosses

Fair Second-Half Crowds Fail To Make Up for Early Light Ones

SALT LAKE CITY, Sept. 5.—Strong business that Ringling Bros. and Barnum & Bailey Circus needed to overcome early-season small takes have not yet developed. Denver houses were good and some other spots, like Norfolk, Neb., have come up with business, but generally the big houses haven't panned out.

By the time the circus made Chicago, it was running about even with its low 1952 first-half score, according to show sources. A year ago the show's daily grosses picked up sharply at that

point and counted enough big days to put the aggregation ahead by the season's end.

This year's post-Chicago business has not improved in the same proportion. Possibility was seen, however, that upcoming stands on the West Coast might go a long way in making up the difference.

### Route Changes Made

Preliminary reports indicate the show won't follow its routine general route thru the Southwest. Several parts of Texas are being skipped because of a drought. After making some Texas territory, the show will move northward into Kansas, then dip into Missouri and Oklahoma. Dallas, Fort Worth and Houston are among the towns said to be cut from the route plans. Some Kansas towns have been canceled as a result of changes in the amended route.

The two-day Denver stand began Friday (28) with a half house and three-quarter night. On Saturday (29), Denver produced two three-quarter houses.

Following a 613-mile jump over Sunday (30), the circus drew a one-half house for the Salt Lake City matinee Monday (31) and a three-quarter score at night.

## Rubens to Quit Circus, Push Minstrel Show

COOLIDGE, Ariz., Sept. 5.—Si Rubens said this week he plans to quit circus business after his Rogers Bros.' Circus closes on November 7, and devote full time to operation of Bill Bailey's All-White Minstrels.

He said that Bill Bailey's Minstrels, Inc., sold its assets to a Chicago group and that he has arranged to use the equipment and wardrobe. Rubens also is making arrangements to take over about 15 trucks from Circus Enterprises, Inc., for use with the new minstrel show. Circus Enterprises, Inc., expects to sell other Rogers Bros.' equipment, he said.

Ownership of the minstrel show will remain with the Chicago group and Rubens will be manager. Happy Kellems will put together the minstrel program for its under-canvas opening at Fort Myers, Fla., in January.

## Polio Ban, Rain In Alberta Rap Wallace & Clark

RED DEER, Alta., Sept. 5.—Wallace & Clark Circus will return to the United States at Polson, Mont., for Labor Day (7), ending its extensive tour of Canada.

While the Canadian tour started strong, weather and polio combined to knock the bottom out of it later. Tour of the Peace River district of Alberta and British Columbia was slowed by rain and mud. One of the main stands had to be cancelled.

In Alberta, the show ran up against a provincial order barring children under 16 from all public gatherings because of a polio scare. Example of the turn-outs was a one-eighth matinee and 30 per cent night house here Saturday (29).

## Mills' Night Business Skids in Wis. Stands

PRAIRIE DU CHEIN, Wis., Sept. 5.—Half houses for night shows marked the Mills Bros. record in Wisconsin this week. Most matinees were somewhat stronger. Weather was unusually hot.

Even Madison, a power-house producer almost any time a show stops there, was in the pattern of three-quarter matinees and half houses at night. Show played there under firemen's auspices on Friday (28).

Beaver Dam (27), with Elks sponsorship, and Monroe, with 4-H Club backing, also turned out 50 percenters at night and

## Kelly-Miller Spurts In Northern Indiana

ATTICA, Ind., Sept. 5.—Indiana towns gave the Al G. Kelly & Miller Bros.' Circus a new spurt of business this week. Earlier Illinois stands were light.

Valparaiso, Ind., on Monday (31) had a one-half matinee and full night house, altho temperature

## 3 Dates Added By Gainesville

GAINESVILLE, Tex., Sept. 5.—Gainesville Community Circus has scheduled two engagements in September in the Dallas area.

First is at Grand Prairie September 10-11. Second is at McKinney September 14-15. Ladies Auxiliary of the VFW is sponsor at Grand Prairie, and VFW at McKinney.

Performance will be substantially same as in the spring. Additional acts include John and Melba Moore, hand balancing and carrying perch, and Janet McEntire, contortion. The Moores recently completed a four and one-half months' engagement with Horace Heidt. Barbara Galleher, national AAU tumbling champion, is still out of the show with a broken leg, sustained at the Perrin Air Force base showing July 10.

About 15 from Gainesville will attend the Circus Fans Association convention in Wichita, Kansas, September 18-21.

## RINGLING PLANS DOUBLE TAKE IN LOS ANGELES

LOS ANGELES, Sept. 5.—Highly unusual routing turns up in connection with the Ringling - Barnum appearance here. The show plays the Rodeo Road and Jefferson Avenue lot September 24-27. Then, after making some other spots, including Van Nuys, which actually is in the Los Angeles city limits, the show comes back to the same Rodeo - Jefferson lot for October 2-4.

## Wallace Driver Killed; Rain Hits Business

VALDOSTA, Ga., Sept. 5.—A show truck driver was killed when he went to sleep under a Wallace Bros.' Circus truck. The truck was driven over him. He was Norman Lee Campbell, of Mansfield, O.

The Wallace show was hit by rain in Asburn and Fitzgerald, Ga. The Ashburn stand (27) drew a half house at night. Parade was given in a down-pour. Fitzgerald (28) had a light matinee and half house at night. Valdosta's matinee was half filled, but the night show drew a three-quarters house.

## Weather Hits Beatty; Sturgis Matinee Lost

STURGIS, Mich., Sept. 5.—Hot weather slammed the Clyde Beatty Circus here this week with 90-plus temperatures. Business ground along slowly.

Weather and other factors cut down the supply of working men, and the show moved in here with only a fraction of what it needed. Two bus loads of men were scheduled to come on late this week.

A railroading delay caused by a flat wheel on the New York Central cost the show a matinee Monday (1). Train arrived several hours late. The night performance

## POLACK DRAWS PNE TURNAWAYS

VANCOUVER, B. C. Sept. 5.—Polack Bros.' Circus, at the Pacific National Exposition here, played to capacity or turnaway crowds at each performance during the first six days of the run (August 26-September 7).

Harold Alzana was working on the high wire for this engagement only, substituting for the Triskas. Press treatment, directed by Justis Edwards, set a new mark, and Mickey Blue handled the date for combined PNE-Shrine auspices. (Details in General Outdoor Section.)

## KING HOLDS FIRM: 3 NORFOLK SHOWS

Hot Weather Trims Suffolk Matinee; Winter Quarters Contract Signed

SUFFOLK, Va., Sept. 5.—King Bros. & Cristiani Circus this week was finding cotton pickers on the move and crowds in the big top. Co-Owner Floyd King said that business has been holding up surprisingly well.

Newport News gave a full matinee and better than three-quarters night on Saturday (29). This was the third consecutive year the show played the town. Legion auspices were used.

A short Sunday move put the show in Norfolk for Monday (31). Despite the heat wave, King-Cristiani pulled a capacity matinee and gave two night shows, one of them full. Parade crowd was strong.

Hot weather continued when the show played Suffolk on Tuesday (1), and matinee here was light. However, the night house was a full one. Junior Chamber of Commerce was the auspices.

Formal contract between the show and the city of Macon, Ga., has been signed for the show to winter again at Central City Park in Macon. Contract permits the show to use the park from

## Eileen Wirth Visits U. S., Exits Sans New Acts

NEW YORK, Sept. 5.—Eileen Wirth, director of Wirth Bros.' Circus, famed 90-year-old Australian road unit, planned into San Francisco and from there to Washington last week where she visited her cousin, Frank Wirth, who was producing the Kena Temple Shrine Circus in Alexandria, Va.

Altho intent upon booking acts for her circus, Frank Wirth, also a booker, said it was virtually impossible for her to do business with American talent because of the present low rate of exchange.

Miss Wirth spent four days here with Frank and his wife, May, and then planned to London and the continent. In Europe she expects to sign about eight acts to open with her unit in Melbourne in October.

November 1 thru April 15, paying only a nominal fee for lights and water.

## Mrs. Hildebrand Directs Warren Date at Newark

NEWARK, N. J., Aug. 5.—Mr. Frank B. Hildebrand was in charge of the two-day stand under Knights of Columbus auspices of Warren Bros.' Circus here. Two shows daily were given August 29-30 at the Sussex County Armory.

Performance included Beebe Hollywood Madams, The Two London Girls, Barbara Marissa, Th. Donnelly, the Two Barton, DeDio's Comedy Circus, Slim Collins, Happy Spitzer, Two Edies, Leon DeRousseau, Kin Reynolds, Two Karolis, Lillian Wittmack, Captain Leslie's seal Marie Louise and Charles, Gangler Brothers and Felix Morale. Clowns included Bozo Brenne and Frank Sutherland.

## Bailey Closes Good Season; Plans '54 Tour

HAYS, Kan., Sept. 5.—Bailey Bros.' Circus ended its season here. Bob Stevens said plans call for reopening the show in January for a 30-week season.

Originally planned as a 2-week venture this season, the show operated for 22 weeks, then closed down because of conflicts with the fair season. Some equipment, including trucks, owned by Bush-Laube, Kansas City concession company, at this was needed on the firm fair dates. Some acts also were contracted to play fairs.

Show appeared in ballpark stadiums and grandstands thru out its season. Stevens said the business in general was good.

## Miss Lexi Hurt In Second Fall

LEXINGTON, Ky., Sept. 5.—Lexi Bronough was injured during her aerial act here as she attempted to resume work after recovering from an earlier fall. She is with Polack Bros.' Eastern unit.

She began the high act smoothly, and then fell forward as she attempted a handstand. She did not fall from the rigging, but after climbing down, she was taken to a hospital for treatment of arm and shoulder injury. This was her first appearance since being seriously injured a fall at Mankato, Minn., number of weeks ago.

## Gould Nears End of Big Year; Aberdeen, Chicago on Win List

WOONSOCKET, S. D. Sept. 5.—Recent stands of the Jay Gould Circus have garnered strong business, it was reported this week by Owner Jay Gould. He announced the show will end its current season Thursday (10) at Villisca, Ia., and go into winter quarters.

His effort then will be turned to promotion of his annual Christmas parade unit, which will tour between Thanksgiving and Christmas, he said. Plans also call for enlarging the circus next season.

Two colored motion pictures of

the circus have been made, Gould reported. These will be used in connection with advance booking in the future.

The show's four-day annual stand in South Chicago attracted a huge attendance, making it one of the best spots on the Go route. The show followed Ringling into Aberdeen, S. D., played to an estimated 10,000 persons in four days, with other big crowds in the fair grandstands Gould stated. Also strong at Litchfield, Ill., for three days. Gould said the entire season was highly successful.



# Dressing Room Gossip

## Ringling Bros.

Beginning our tour thru the west, the majority of showfolks are sporting Western hats, boots and other cowboy garb. Even by Mistin worked in a complete cowboy suit one day. In Denver our two-day stand is on a new lot next to the museum. All day run from Denver to Salt Lake was made good time with a short stop Green River, Wyo., to feed and water. During our Salt Lake try stand our show bus took a load of personnel to Great Salt Lake for a swimming party. Weather has been perfect the past week with warm days and cool nights.

Birthdays celebrated this week in dressing room parties included. Bill Ballantine, Suzanne Giggins, Faye Chaney, Joe Sparna, Count Nicholas and Sharon MacFarland. Bonnie May is the same Charlotte and Frank Korav given to their daughter, born recently in Sarasota. Randy Ornello, Curtis Genders and Emerick Morowski returned to Sarasota for the school term.

Fans Mr. and Mrs. Ted Pritchard of Cheyenne visited Dolly and Tex Copeland. Friends of Mr. and Mrs. Felix Adler and Bill Ballantine entertained a large group of circus folks at their home near Salt Lake City. Mr. and Mrs. Dan Genders, San Diego, visited Buffy, Grayci and Curtis Genders during our Denver stand. Other visitors included Bunny, Sweden Holly Herring, Mr. Gebhard, and Mrs. Bob McBride and daughter Susan. Red Keating rejoined the Side Show. W. E. Lawson, Frank Mcbsky, Jack Burslem, Mark Johnson and Bill Reynolds caught a rainbow trout fishing in Utah. **MARY JANE MILLER.**

## Wallace & Clark

Our Canadian tour is almost over. We all agree this has been the coolest summer we've ever had. Completely missing the torrid heat of the States, we don't even realize our summer is nearly over. Because of polio, children under 16 have been banned from performances. This, of course, hurt some. But all in all the tour has been good.

During the Peace River Circle, which took 12 days to play, all the folks stored their trailers. Roads were hazardous and almost impassable due to heavy rains and detours. It took four cats and our four elephants to get the show over one four-mile stretch. If ever any one deserved a bouquet for a season's work, orchids should go to our chief mechanic, Bill Mitchell, for leading us over these roads.

The Andersons added two pups to their collection, and the Jenners added four, making eight them. Mrs. Frances Anderson was admitted to a hospital for a check up. Wayne Newman also is sick for a few days.

Birthdays were celebrated by Helen Le Clair, Susan Anderson, Peter Jennier, Billy Mitchell, Aldrich and Hazel Carr.—**ANN JENNIER**

## PHONE MEN

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## Hunt Bros.

Sunday found us only a few miles from Atlantic City. Many of the show personnel were seen on the Boardwalk and several visited with Charlotte and Harry Levine on the Steel Pier. The Conley Troupe and Stella and Phil Wirth were entertained for the day at the Chamberlain home. Paul Kaye and Ray Sinclair visited with friends with the "Ice Capades" there.

Freddie Conley and wife, Claudine, enjoyed getting back to work when they visited the Conley Troupe. Fred was on a leave from the Army. When Capt. and Mrs. Guy Leslie visited recently, Guy sat in with the band. While Dennis Puleston has been visiting the Eddie Hunt family he has been doubling as a butcher.

Dianne and Charlene Hunt celebrated their birthdays with a party. Judy Schleentz, daughter of frequent visitors Mr. and Mrs. Ozzie Schleentz, is seen often joining in spec. In Surf City we finally saw Marvin and Hazel Case join the crowds at the beach.

June Badger has joined to lecture on the animals in the Side Show. Irv Kardane has rejoined with ice cream. Eddie Hunt has been kept busy treating minor injuries around the lot. Most recent was when a trailer fell off a jack onto Shorty Sharp's leg. Thanks to immediate treatment, Shorty is doing fine.

A new big top has been ordered for next season, and the new canvas will constitute a revelation in big tops. The new tent will utilize a skeleton cable frame.

Eileen Wirth, booking acts for the Australian circus bearing that name, stopped off en route to London. She, with Frank and May Wirth of New York, spent the day visiting with Stella and Phil Wirth. Other recent visitors included Tommy Durand; Harry, Charlotte and Charles Levine; Bobby Chamberlain, Lisa Antonette, Anna Dobas and Mr. and Mrs. Fred Timmins.—**PAUL KAYE.**

## Hagen Bros.

We moved into our home State, Oklahoma, this week. Mr. and Mrs. Howard Suesz, owners of Hagen Bros., spent a few days on the show. Diana Wilson and Teddy visited her parents at Claremore.

At Joplin, Mo., many visited Capell Bros.' Circus. House guests of Mr. and Mrs. Paul Van Pool at Joplin were Mr. and Mrs. Harry Allen, Mr. and Mrs. Paul Pyle with their daughters, Donna and Paulette; Bertha Drane, Frank Smith and Jack LaPearl. Paul Pajames, Capell clown, visited at Webb City.

Blackie Martin purchased a new trailer for his high school horses. Bertha Drane will return to Gonzales at the close of the season. Media Banta celebrated her birthday at Bartlesville. Our Tulsa sponsors, the Saba Grotto, were dinner guests of the management.

Tommy Comstock joined to play calliope and organ. Also new arrivals are the three Hartleys. Visitors this week included: Mrs. C. M. Banta, Miss Opal Manion, Jack Noakes, the Tom Parker family, John and Phyllis Sommer, and Mr. and Mrs. Ted Wilson.—**JACK LA PEARL.**

## Kelly-Miller

Grace McIntosh was released Sunday from Calumet Hospital and will rejoin the show. Fans presented Mabel Barnes with a basket of fruit and a silk scarf. She also has a new wheel chair. Leaving for school are Karen Kay Miller, Barbara Jane Miller, Alex Hanel, Ronnie and Donnie and Bennie Rossi.

Visiting Shirley Lindemann Logan at Sheboygan were LeRoy and Nellie Schroeder and daughter Judy, Orval and Verna Lindemann and family, Al Lindemann, Wes and Janet Ross, Mr. and Mrs. Eddie Fisher, Mr. and Mrs. Emil Schroeder, Mr. and Mrs. Elmer Schroeder, Mr. and Mrs. Loyd Pierce, Mr. and Mrs. Al Meyer, Mr. and Mrs. Rich Lemuey and Mr. and Mrs. Percy Rodamocker.

Freddie Jones is in Alabama attending funeral services for his mother. Until he returns Charlie Cox, manager of the pie car, is taking his place in the Side Show. Kelly Miller will return next week from a business trip to Hugo.

Contesting to see who can have the most flat tires are Pete Smith,

# Under the Marquee

**Walter Tyson**, Guelph, Ont., fan, visited **Howard Y. Bary's** zoo train several times and helped out with local publicity on arrival of an ostrich. Tyson reports good business for the show, which followed King-Cristiani and Ringling-Barnum in the city.

**Bruce Peacock**, Regina, Sask., newspaperman, visited with **Bill Ballantine**, **Emmett Kelly**, **Charlie Bell**, **Merle Evans**, **Felix Adler**, **Otto Griebing**, **Mary Jane Miller**, **Walking Mike Doyle** and **Emmett and Percilla** on the Ringling show at Minot, N. D. . . . **Spencer Stine** and his son, **Washington**, caught the **Frank Wirth** show under Shrine auspices at Alexandria, VA. . . . **Grover O'Day**, comedy cyclist, will soon be back in action. He fractured a hand while with the **Packs** show recently.

**Tom Carroll**, Chicago fan now in the Army, has been transferred to Fort Monmouth, N. J., and recently caught the **Hunt** and **King-Cristiani** circuses. . . . **Jack M. Mailing**, Brantford, Ont., reports a pleasant visit on the **Beatty** show at Jackson, Mich. It was the fifth circus he has seen this year.

**Jim Brown** has taken over the circus show on the I. T. carnival. He met **T. A. Dugan**, producing clown playing fairs, recently. . . . **W. J. (Bill) English**, **Hunt Bros.**' Side Show manager, is also handling banners and car displays. **Curtis Peck** has the second ticket box on the **Side Show** and **Ben Bernard**, magic and punch, is inside man.

**Harry Atwell**, Sarasota, Fla., circus photographer, is resting at his home after a stay in the hospital for treatment of a heart ailment. . . . In Chicago the **Atwell Luncheon Club** continues as a daily event in the **Hotel Sherman**. Among those attending last week was **Gene Whitmore**, Texas fan. . . . **Clown Bill Bailey** is doing clown ball for a miniature circus in Memphis

**Mrs. Eva Davenport** now is with **Wallace Bros.' Circus**. Recent visitors on the show were **Mrs. Floyd King** and **Mrs. Arnold Maley**. **Mrs. King**, wife of the co-owner of **King-Cristiani** circus,

**Evalina Rossi Snodgrass**, and **Donnie McIntosh**.

**Jack** and **Barbara Fulton** celebrated their first wedding anniversary August 25, and **Jack** celebrated his birthday the following day. **Flora Lou Carlton's** fifth birthday party was August 22.

**Nina Hanel** is performing her iron jaw number in center ring, along with **Mary Carlton** and **Mrs. Neona Hanel**, single traps, and **Shirley Logan** and **Evelina Rossi**, cloud swings. **Hope McClennan** is doing swinging ladder now, along with **Mary Carlton**, **Barbara Fulton**, **Barbara Miller** and **Nina Hanel**.

**Sonja** and **Peter Lindemann** are spending their vacation on the show, and **Peter** works on props. Wisconsin visitors included: **John Griem**, **Cliff Cowan**, **George Lutz**, **Tommy Nooyen**, **S. O. Braathen**, **Faye Braathen**, **Robert Loeffler**, **John Willson**, **Charles Fox**, **Mitch Gorrow**, **Dorothy Gorrow**, **A. J. Cown**, and **Tiny Krueger**.—**BARBARA FULTON.**

## Polack Eastern

The ball park was an ideal spot for the show at Paducah, Ky. **Jack Joyce** stepped in and announced the show, and **Edyth** and **Whitty Boyd** directed the band. **Henry Kyes** and **Nate Lewis** were able to appear in **Owensboro** but have not completely recovered from their illnesses.

A party christened **Carlos** and **Evelyn Theron's** new house trailer. The whole show pitched in to help make up for the loss of their other trailer and car.

**Jack Klipple**, **Larry Benner**, **Sheridan Twins**, **Karlo** and **Bob Lorraine** caught **Charmin Dudley's** "Silas Green from New Orleans," showing under canvas. Good weather, but hot, greeted us on most of our outdoor dates. At **Owensboro**, **Zack Terrell** was guest of honor on opening night. **E. R. Grey** and the **Evansville, Ind.**, circus committee caught the show. **Mr. and Mrs. Dan Fast** also visited.

We are busy talking over prospects.—**BOB LORRAINE.**

was in Georgia to close a transaction for the **Kings'** new home at **Macon, Ga.**, and **Mrs. Maley**, wife of the **King-Cristiani** treasurer, was in **Macon** to open their new home.

**Coronet Films**, a Chicago firm which makes movies for school use, is planning a circus film and will contact several circuses about filming winter quarters and road scenes.

**R. M. Harvey** caught the **Ringling-Barnum** show at **Council Bluffs, Ia.**

**Tommy Osborne**, with the **Hagan-Wallace Circus** this season until its close some weeks ago, was a visitor at the **Cincinnati** office of **The Billboard** last Wednesday (2) en route to **Chester, S. C.**, to join **Mack's Minstrels** slated to hit the road soon.

Among those helping **Laurence Cross** celebrate his birthday on the **Beatty** show this week were **Eddie Dullum**, **Mingo**, **Gene Warncke**, **Ernie Burch** and **Vic Robbins**. . . . **Claire** and **Tony Conway** and **James Waldo Fawcett** caught the **King - Cristiani** show at **Annapolis, Md.**, and visited with **Harry** and **Charlotte Thomas**, **Hugo Zacchini**, **Joe Lewis** and **Mrs. Oscar Cristiani**. **Dr. and Mrs. William Mann**, **Melvin Hildreth** and son and the **Keegans** also visited there.

**Mrs. Belle Benchley**, director of the **San Diego, Calif.**, zoo, is retiring after 26 years on the job. She will be succeeded by **Dr. Charles R. Schroeder**. . . . **Neal Walters**, of the **Neal Walters Poster Corp.**, **Eureka Springs, Ark.**, caught **Kelly-Morris** recently and expects to see **Kelly-Miller** soon. He made a northward trek recently but hot Illinois weather sent him scurrying for the cool Ozarks.

The **Miller Bros.' Fort Weare Game Park**, **Pigeon Forge, Tenn.**, announces the purchase of a young elephant, **Jessie**, from **Hawthorn-Melody Farms**, **Libertyville, Ill.** **Elephant**, with **Tonga**, a young chimp and **Alice**, a burro, have appeared on "Super Circus" and Shrine dates. The three animals, which do a combined act, appeared recently at **Ponchartrain Beach, New Orleans**. The **Millers** report the '53 season a good one and say they are buying additional acts and animals for '54.

**Frank T. Kelly**, veteran trouper, is working in a rest home in **Salina, Kan.** He would like to hear from his friends.

**Billy Winters**, singing clown, is back in **Tampa** after a three-month fishing vacation in **Michigan**. He reports that this is the first time in 30 years he hasn't trouped. He spent last season with the **Roger Bros.' Circus**. . . . **J. C. Rosenheim**, general agent for **Ring Bros.' Circus**, cards from **Lumberton, N. C.**, that the org has been playing to good business on the **Eastern Seaboard** and is now making tobacco markets in the **Carolinas**. He adds that the show (Continued on page 64)

# WALLACE BROS.' CIRCUS WANTS

Phone Men and Promoters. George Klamen, Mr. and Mrs. Syd Presson, Harry Duchess Mason, answer. Any others I know. We have big street parade every day. Long season South. Contact per route: **Millen, Ga., Sept. 8; Barnwell, S. C., 9; Walterboro, 10; Georgetown, 11; Conway, 12.**

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## Iowa Close to 1952 Despite Heat, Rain

By HERB DOTTEN

DES MOINES, Sept. 5.—Iowa State Fair, despite five days of torrid weather and one day of rain, today, after seven days of its 10-day run, entered the three-day holiday week-end finale with gates running only about 11,000 below last year. The count was 342,063 as compared to 353,460 last year.

Grandstand patronage, however, was off substantially, with the afternoon count down the most. Thru Friday (4), 65,401 persons attended daytime grandstand shows.

### Set Sunday Show

The night grandstand pulled 47,078 thru Friday as compared to 54,738 last year. However, there was one more night show this year, rain having eliminated one in '52, but there was one less afternoon grandstand program this year. Thursday's attraction—the Tournament of Thrills, managed by Leo Overland—having been washed out by a rain that marked the break of the heat wave.

The thrill show will run off the rained-out performance Sunday morning (6) with a 10 a.m. performance, which will give the

grandstand three different shows that day, Leo Kremer's Rodeo being scheduled at night, and auto races, to be staged by National Speedways (Al Sweeney and Gaylord White), in the afternoon.

The night grandstand bill Saturday (2) thru Thursday (3) was a Barnes-Carruthers revue with the following acts: Baudy's Dogs, Maxello, Tanya and Biagi, Hap Hazzad, Erlis Duo, Minetti Duo, Colleanos Troupe, Santos Trio, Maxwell Troupe, Four Angels, and White Guards, with Nip Nelson, emcee.

Leo Kremer's Rodeo is in for three nights ending Monday (7), plus matinees Saturday and Monday.

### Auto Races Pull

Auto races, all staged by Sweeney and White, accounted for the three biggest daytime crowds. Stock cars pulled 15,832 Saturday (29), big cars 19,385 Sunday (30) and the third program Friday (4) attracted 11,974. Swenson's Thrillcade played to 6,282 Monday (31) and horse races held before 5,393 Tuesday and 5,535 Wednesday.

The hot spell which gripped the fair the first five days caused fair officials to release all poultry entries and some hog and cattle entries on Wednesday (2).

## Ross Ewing Named Mgr. At Sedalia

### Chalks Up Gate Record of 467,531 For Nine-Day Run

SEDALIA, Mo., Sept. 5.—Ross Ewing, veteran secretary-manager of the Audrain County Fair, Mexico, Mo., has taken over the reins of the Missouri State Fair here just two days after the big annual chalked up a new attendance record of 467,531 for its nine-day run. Ewing succeeds Rollo Singleton, who has been named assistant commissioner of Agriculture under L. C. Carpenter.

The new record set last week topped the previous all-time high of 436,062 established in 1951 and was considerably ahead of last year's fair, which was struck by a disastrous tornado half-way thru its run.

Nearly all grandstand attractions wound up ahead of last year. Cetlin & Wilson Shows, the midway attraction, was reported to be helped by the additional attendance and thus ended up with a gross that topped '52.

## Ohio State Gate Up Despite Record Heat

COLUMBUS, O., Sept. 5.—The Ohio State Fair went into the final day of its eight-day run here Friday (4) topping '52 attendance figures despite record temperatures that often hit the 100-degree mark. Total attendance for the first six days of the annual totaled 431,504 against 403,571 a year ago.

Gate receipts were proportionately up. Total take at the turnstiles for the six-day period was \$208,968, which did not include approximately 10,000 advance sale tickets. Last year to the same point, receipts aggregated \$199,138.

The night grandstand pageant, "The 17th Star," which ties it with the 150th birthday of Ohio, pulled strong crowds altho Monday night's (31) show was washed out by rain. For the first seven nights of the run, the show grossed \$53,372, compared with \$25,202 by last year's variety show in six nights. The big pageant will continue thru Labor Day, altho the fair closed on Friday.

Parking receipts, doubled to 50 cents this year, totaled \$16,237 for the six days, compared with \$8,263 last year when the tab was a quarter. Attendance at the fair's harness racing and horse show also were hurt by the heat.

Gooding Amusement Company, midway attraction, was loaded with earning power and reported-

ly racked up big grosses, even tho daytime business was hurt by the torrid temperatures.

The fair's newest addition to its grounds this year, the Manufacturer's Building, was a big attraction. The new one-story 500 by 150-foot building, was under the management of Maurice Allgyer.

## Barrington Ups Outlay, Buys Names

### Acts to Include Collins, Fontaine And Howdy Troupe

GREAT BARRINGTON, Mass., Sept. 5.—Barrington Fair's increased entertainment budget will allow for the appearance of a thrill show, numerous Al Martin-booked acts, the Howdy Doody TV show performers, TV singer Dorothy Collins, and name comic Frank Fontaine, according to President Edward J. Carroll. The annual will run from September 13-20.

The B. Ward Beam drivers will perform twice on opening day, and the two closing Sunday (20) shows will feature Miss Collins, Fontaine, and the Howdy Doody stars. Also on the Sunday bill will be the Morrison Sisters, xylophone; Florida Trio, comic across; Kay and Karol, Indian clubs; the Lang Troupe, teeterboard, and Chair and Somay, contortions.

On Monday (14) thru Saturday (19) the grandstand show will include the Great Unis, finger balance; Dornan Bros., impressions; Franklin and Astrid, across; Ar Henry's performing dogs; the Cycling Kirks; the 12 Aerial Keenans; Frank Cook, wire act, and the 12 Gorman dancers.

Chet Nelson's band will play the shows. Among other attractions will be appearances the final four days of the Clydesdale horses, fireworks the final night and performing Palamino horse the closing afternoon and night. There will be a special performance on Friday (18), kiddies day at 10 a.m.

## ESE Skeds Top Bally Recipe: Ike Talks, Tour

WEST SPRINGFIELD, Mass., Sept. 5.—Several opportunities for patrons to see and hear President Eisenhower are expected to draw top crowds to the Eastern States Exposition on Monday, September 21, the day after the annual opens.

With the President's visit falling on Children's Day, it is expected about 60,000 youngsters will be on hand thruout the day. The Chief Executive will talk informally to Boy and Girl Scouts and 4-H'ers in one of his first acts on the grounds.

Mr. Eisenhower will award the championship banner to the winner of the 4-H baby beef contest, and will give an award to the winner of the all-New England green pastures contest. He will address six New England governors at lunch, and later will deliver an informal talk in the Coliseum.

Those attending the exposition will also have a chance to see the President as he tours the grounds and exhibits.

## Montevideo, Minn., Has Banner Run

MONTEVIDEO, Minn., Sept. 5.—Final figures on the Chippewa County Fair here August 20-23, showed attendance increased 34 per cent over last year, S. O. Syverson, secretary, announced.

Grandstand business was up 27 per cent; parking up 42 per cent; rides and shows up 28 per cent, and sale of commercial and machinery exhibit space jumped 15 per cent.

## VET PATRON TURNS ANGEL

SPRINGFIELD, Mo., Sept. 5.—An 86-year-old woman this week donated \$1,000 from her own savings to bolster the finances of the Ozark Empire Fair, which, due to a prolonged drought, suffered a dip in attendance and spending this year.

Mrs. William Mesendick, a supporter of the fair since it originated, provided the first floral exhibit. Since then, she has sent her choicest blossoms to the fair each year but never cashed award checks, turning the money back to the exposition. Thru the years, they totaled over \$400.

## Essex Junction Wins; Heat Prevents Record

ESSEX JUNCTION, Vt., Sept. 5.—A Monday (31) crowd of 8,500, up 1,500 from last year's figure, trekked thru the gates to initiate the weeklong Champlain Valley Exposition. The Irish Horan Hell Drivers, in for the first day, drew two good grandstand audiences.

Temperature in the mid 90s, unusual here, held down the daytime crowd on Tuesday (1), children's day, but a cooler evening compensated in part by bringing the day's total attendance to 12,500. Harness racing drew a well-filled grandstand. This fair has an informal arrangement whereby equipment and services of racing officials from the Saratoga N. Y., Raceway are made available for a three-day meet.

Between heats, George A. Hamid acts appeared on the stage in the paddock area and one high act was spotted in the infield. Charlie Basile and his band plays all shows, and Jean Wilkins is at the organ.

Tuesday night (1) found a near-capacity grandstand for the first showing of the Hamid "Fantasies of 1953," with an 18-girl line. Singers are Art Graig Mathues and Dorothy Manning. Spotted thruout the revue are Winnie Colleano's trapeze act, Henry and Anna May Balabanos, accordionists; the Briants, pantomime acrobatic gagsters; Harris and Shore, comedy dance team, and a dog and pony act. Gene Hamid, manager of the unit, reports that grandstand business last week at Three Rivers, Que., was 6,000 ahead of last year and that attendance at Skowhegan, Me., was also away up in contrast to past years.

The exhibits of live stock, arts and crafts, flowers and vegetables are on a par with previous seasons. The 4-H building was a center of interest as were the exhibits in the building housing the State of Vermont exhibits from the Fish and Game, Forestry, and State Police Departments. The space allotted to the display of trucks, tractors and farm equipment was filled to capacity as was all other inside and outside space available for concessions of every type.

Wednesday was Burlington day,

but despite the closing of most stores and offices at noon, the sweltering heat again kept attendance at the afternoon showing below last year's level. However, the matinee grandstand was all but capacity and the influx of patrons after sundown made it necessary to schedule two night performances of the Fantasies.

Yesterday the Jack Kochmann Thrill Show was the matinee attraction while today the track was taken over by the AAA-sanctioned big car races.

On the midway the World of Mirth Shows found business brisk and satisfactory tho not in the record-breaking class. Incomplete figures, including the Burlington day gate of 24,000, indicate that attendance this year will show a slight but not serious dip.

## Heat Hurts Attendance, Spending at Du Quoin

DU QUOIN, Ill., Sept. 5.—Altho hit by torrid heat and rain this week, the Du Quoin State Fair, thru Thursday (3) was holding its own attendance-wise and with its big Labor Day week-end yet to come, expected to top last year at the outside gate. Turnouts the first five days matched the same period last year but spending was generally below that of a year earlier.

Fair's grandstand program, headed by Bob Crosby, was doing okay thru Thursday. Acts supporting Crosby, who is in for seven nights starting Monday, include Connie Moore, Ming and Ling, Calvary Brothers, Dagenham Girl Pipers, Rochelle and Bebe, Hal Sand's Manhattan Rockets (24), Yonelly, Four Woodsons, Marquis Chimps and the Lou Breese ork.

Fair opened Sunday with the 105 Ranch Rodeo in the afternoon, which played to a good turnout. Harness races during the week were popular. Rain on Wednesday cut that day's program but the events lost were run the following afternoon. The horse show, in for five shows in the open-air arena, pulled strong crowds.

C. C. (Specks) Groscurth's Blue Grass Shows, the midway attraction, was hurt by the lack of spending but looked forward to making up some or part of the loss over the week-end. Show opened strong Sunday with a large crowd. Spending, however, was off, and most concession ops reported a scarcity of big

bills, with most of the cash being the dollar bill variety.

Set for the week-end is the big Labor Day show, headed up by the Guy Lombardo ork. A 100-mile AAA midget auto race is scheduled for this afternoon, Saturday (5); a program of AMA-sponsored motorcycle races for Sunday, and the big 100-mile AAA auto race for Labor Day afternoon.

Talent in the Lombardo show includes Harry Bellafonte and Miller Thomas, Jack Carter, Fisher and Ross, Romanos Brothers, Ortanos, Boginos and the Cycling Villanaves.

## Reading Nixes Name Talent In Move to Build Box Office

READING, Pa., Sept. 5.—The Reading Fair will abandon its "big name" policy this year and will feature Dancing Waters as the No. 1 grandstand attraction.

In recent years the fair has booked such top-flight names as Eddie Cantor, Frank Sinatra, Dagmar, the reigning Miss America and Jerry Colonna and most of them proved to be a disappointment at the box office.

Last year Dagmar and Miss America were featured. The attendance was the poorest in years. Also featured were a George A. Hamid revue and acts

Confronted with the necessity of

making a change, fair officials this year booked the fountain display Hamid's Fantasies revue plus the following supporting acts: The Briants, the Amandis, Tiebol Seals, Naitto's Dogs, Ruden Bros., Rudynoff's Ballerina Horses, the Balodys, Agramont Tien Tsi Lin Troupe, the Flyin' Hartzells, the Coronas, the Thr Buddies, the Balabanos and Gr and Brona.

Other grandstand features will be Mrs. America of 1954, firemen demonstration, Miss Reading beauty contest, Jack Kochman Hell Drivers, Joie Chitwood's Tournament of Thrills and big car race

## Keene, N. H., Hits New Record

KEENE, N. H., Sept. 5.—Cheshire Fair closed its three-day run here Saturday (29) after setting a new attendance record of over 9,000. A windstorm hit the grounds two days before the fair opening, knocking over several tents that were being erected.



# Ottawa Gross Up Altho Paid Turnout Dwindles

OTTAWA, Sept. 5.—This year's Central Canada Exhibition drew more money from grandstand, rides, midway, horse show and dog show than was produced by those sources last year—\$329,365 compared with \$311,062. The event, which closed Saturday (9), ran seven days, one of them free, and entertained 391,742 patrons.

The 1952 turnout, all paid, was 74,759, whereas this year's paid attendance was 312,961. But officials were elated over the in-

creased grosses, made possible by a flat entry fee of 50 cents. In 1952 there were \$25,000 worth of three-for-a-dollar tickets sold.

A Saturday (22) free throng of 78,781 persons got the annual off to a booming start. It opened officially Monday with 54,207 attending. Altho perfect weather graced the run earlier in the week, torrid heat the final two days cut sharply into the turnout, which was as follows: Tuesday, 54,034; Wednesday, 59,749; Thursday, 53,317; Friday, 42,965; and Saturday, 48,689.

### Break for Kids

Youngsters were favored with a drop in admission price from 15 cents to a dime, and also with two children's days. In some departments the fair scored records. There was the largest attendance ever of junior farmers, and livestock entries set a new high.

Discussions of what caused the drop in paid admissions generally blamed the heat. But some directors said the elimination of the car draw, a long-time popular feature, might have also held down the turnout somewhat. The straight admission fee of 50 cents was frowned on by several CCE Association officials, and will be a top subject of their coming meeting.

Another subject will be whether to retain square dancing as a permanent feature. A square dancing contest was held for the first time last week and proved a popular event.

# Sioux Falls Hits New High With 59,103

SIOUX FALLS, S. D., Sept. 5.—Despite hot, dusty weather and one night of rain, the Sioux Empire Fair drew to a close here Sunday (30) after setting a new all-time attendance record.

Total patronage for the seven-day run was 59,103 compared with the previous record of 57,823, set in 1949, Al Halvorsen, secretary, announced. Last year's figure was 52,231.

Grandstand business was equally strong. The Ernie Young revue, the main night draw, played to strong crowds all week and was well received. Tournament of Thrills pulled a good turnout on Tuesday (25) with the air show the next day getting fair attendance. AAA big car races by Sam Nunis were big on Thursday.

Three programs of auto races by Frank Winkley were held on Friday, Saturday and Sunday before crowded grandstands. World Today Shows matched 1952 on the midway.

# Record Annual At Lyndonville

LYNDONVILLE, Vt., Sept. 5.—J. Blake, president of the Lyndonville Fair, said this week that final tabulations will show record receipts for this year's annual which closed a three-day run August 29. Perfect weather helped boost the gross.

The Lagasse Amusement Company midway had a good stander.

# Gate Jumps At La Porte

LA PORTE, Ind., Sept. 5.—La Porte County Fair, bolstered by a diverse week of grandstand entertainment, closed its gates here Sunday (23) after drawing its biggest postwar attendance. Robert M. (Bob) Morse, fair secretary, announced a total of \$859 paid their way into the fair, a gain of 6,839 over a year ago.

# TIMONIUM MARKS FALL DESPITE RECORD HEAT

TIMONIUM, Md., Sept. 5.—Record crowds braved record heat during the first two days of the 11-day Maryland State Fair which opened Wednesday (2). 98-degree temperatures, 13,172 persons turned out opening day, only about 100 more than the old record, altho officials said the heat

# Fairmont Tabs Big Rush

FAIRMONT, Minn., Sept. 5.—Martin County Fair, which closed its four-day run here Sunday (16), racked up attendance that hit a new all-time peak, John Livermore, secretary, announced. The free-gate annual chalked up record breakers on all four days and an estimated 82,000 came thru the outside gate.

prevented at least 3,000 more visitors from showing up.

Thursday (3) was better at 93 degrees, with the 12,700 patrons a sizable hike over last year's second-day figure.

The torrid heat had its effect on pari-mutuel wagering at the flat races, figures the first two days lagging behind last year's as many patrons chose merely to watch rather than sweat out the trip to the mutual windows. The handle was \$324,045 on Wednesday and \$289,310 on Thursday. Heat held the second-day crowd down to 6,714. The race meeting is a 10-day affair.

Business was good for rides and very good for cold drinks and ice cream concessionaires.

# THIEF'S LOOT DISAPPOINTING —RED PANTIES

LYDONVILLE, Vt., Sept. 5.—The fairgrounds here was the scene of a panty raid Friday evening (28) but apparently this thief was looking for something more valuable.

Someone stole the makeup box of hillbilly funster Betty Gribben after she deposited in it a set of gaudy red flannel panties—part of her costume. The thief jimmied open the lock in hopes the box contained valuables, but found only the panties.

The box was found on the grounds the following day, contents undisturbed.

# Crown Point Scores Heavy

CROWN POINT, Ind., Sept. 5.—The Lake County Fair, hard hit last year by the steel strike, bounced back strong here this week. Given perfect weather all week the annual almost doubled its attendance, J. Hiram Johnston, secretary, announced.

Grandstand business was equally good. High spot of the week was the two performances of B. Ward Beam's thrill show on Wednesday, the afternoon show playing to a packed stand, the evening show to turnaways. Wonder Bros.' Circus, booked thru Boyle Woolfolk Agency, pulled good crowds to two shows on Tuesday, while Monday's horse pulling and Sunday's society horse show did fair.

# Free Gate for Louisiana State; Many Improvements in Plant

SHREVEPORT, La., Sept. 5.—With seven weeks to go before the opening of the 1953 State Fair of Louisiana, the ground crew has been doubled in order to get the 156-acre plant in shape. Flood lights are being installed in parking areas that have been set up to accommodate some 7,000 cars at one time. This year the State Fair reinstates the pay gate which was last in effect in 1942. Fair dates are October 24-November 1.

Approximately \$75,000 is being spent on a new entrance to the grandstand, with five permanent ticket booths, metal-and-plastic glass awning with traveling change of color lights. Other improvements include the addition of box seat facilities, a massive trolley entrance or main pedestrian gate on Greenwood Road, grading and improved marking and the installation of new sidewalks.

The seats of the football stadium have been worked over and put in readiness for the high school and college grid season. First game is scheduled for September 10. Exhibit buildings are in readiness for the exhibitors.

# Sherman Named Lackawana Aid; Nazareth Draws

NEW YORK, Sept. 5.—Joe Sherman said at The Billboard offices last week he will act in an advisory capacity for the revived Lackawana County Fair, to be held in Scranton, Pa., September 20-27. Sherman, who manages the Nazareth, Pa., fair, said he expects to add a third Pennsylvania fair to his interests next year.

Nazareth drew 60,000 paid admissions for six days last month, Sherman said, with Prael's Broadway Shows as midway attraction. Plans are for a horse barn to be built for 1954 and for inauguration of pari-mutuel wagering.

The annual had 204 more competitive exhibits than in 1952, with 2,000 entries in its poultry show and a 350-piece farm implement show.

# Wis. State Shatters All-Time Gate Mark

MILWAUKEE, Sept. 5.—The Wisconsin State Fair swung its gates shut here Sunday night (30) after setting a new attendance record, topping the previous mark set in 1951. Total traffic thru the outside gates was 824,311 beating the '51 mark of 819,210 by 5,101.

The record was made despite torrid weather that descended upon the fair about halfway thru its run. According to Willard (Bill) Masterson, fair manager, had the temperatures been a little lower, the mark would have been smashed further. This year's turnout surpassed that of a year ago by a thumping 56,554 admissions.

The Barnes-Carruthers night revue, altho hurt somewhat by the heat, ended up 10 per cent ahead of last year. The 200-mile AAA big car races on the final day were down, due to the heat, drawing only 23,200. This was due to the lack of bleacher

patrons while the covered grandstand was packed to capacity. Total net from four days of auto racing was \$54,000, Masterson said. Swenson Thrillcade, in for one show Sunday evening, matched its '52 crowds.

Rides and games operated by Charles Rose Enterprises on the permanent midway were up 15 per cent, and the "Fun-on-the-Farm," operated by Ralph Ammon and Archie Gayer, was reported ahead of last year.

# Norwich, N. Y., Hits New High

NORWICH, N. Y., Sept. 5.—The 106th edition of the Chenango County Fair wound up its five-day run here Saturday (15) after chalking up a new all-time attendance record that topped the previous mark by an estimated 1,000. Fair Secretary Percy Woodruff said receipts for gate and grandstand were up \$1,400 over the old mark. Coleman Bros.' Shows provided the midway attractions.

# 2-Day Roanoke Turnout: 6,000

NORFOLK, Va., Sept. 5.—Six thousand persons had attended the Norfolk Fair at closing time Tuesday night (1). The event opened Monday (31) and is running thru tonight. Five acts are entertaining the grandstand patrons and the John H. Marks Shows is providing the midway attractions.

Tuesday's heat was so intense that many animals had to be moved out of the livestock exhibit hall.

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## D. Moines Weather Wilts; ACA Biz Off 12% 1st Eight Days

### Sweltering Heat Takes Toll of Attendance and Midway Grosses

By HERB DOTTE

DES MOINES, Sept. 5.—Business for the Amusement Company of America on the midway of the Iowa State Fair here had the ups and downs of a Roller Coaster thru today, the eighth day of the 10-day event.

By nightfall today, after undergoing weather that ranged from intense heat thru rain to cool weather, the Amusement Company of America was off about 12 per cent from last year to the same point, as far as ride and grosses were concerned. Games concessions were off even more.

But with two big days to go, show execs figured that the drop-off in business would be narrowed considerably by Labor Day night when the fair closes.

The ACA registered thumping ride and show takes opening day Saturday (29), with the combined gross up substantially over business for the '52 tee-off day, even tho the mercury bounced in the mid-90's. Sunday (30), with the same hot weather, also yielded excellent business.

The sweltering heat, however, took its toll starting Monday (31) and continuing thru Wednesday (2), dropping fair attendance and with it midway patronage. Midway business fell way off, and the drop was not arrested until the heat wave was ended by rain Thursday (3) that washed out daytime play but cooled the air.

Business started to soar as soon as the rain and heat abated. Thursday night (3) was when business turned. Grosses soared Friday (4) and today, given perfect fair weather, gave the show a bumper Kids' Day patronage that

enabled it to whittle down considerably its early losses.

Charlie Taylor's "Cotton Club Revue" was the top money-getter in the ACA show line-up thru the first eight days. Revue, headed by Roxanne, was in second spot, with Del Crouch's Motordrome in third position.

The Sky Wheel, owned and operated by R. D. Dowis, is working with the ACA here, and it has been the biggest grosser among the rides. On opening day it racked up a \$2,200 gross, with kids' tickets priced at 25 cents, adults at 35 cents.

The Working (Mechanical) Village, owned by Adam Teska, also is working with the ACA, and it will tour with the show after the close of the fair here.



JEWEL JONES, entry of Johnny Denton's Gold Medal Shows in the contest sponsored by the Showmen's League of America to select Miss Outdoor Show Business of 1953.

## Wrigley Quits 20th Century

FARGO, N. D., Sept. 5.—Jess Wrigley, agent for 20th Century Shows, announced his resignation from the staff, effective at the end of the season. Wrigley has been handling press and radio and kids' day promotions for the show this season. He said his future plans were indefinite.

## WOM Scores at CVE In Torrid Weather

### Water and Girl Shows Click; Big Gross Racked at Ottawa

ESSEX JUNCTION, Vt., Sept. 5.—Despite the intense heat engulfing the Champlain Valley Exposition this week, business on the World of Mirth midway is up from comparable figures of a year ago.

New to the territory, Eddie Gillem's Water Circus scored well, as might be expected with daytime temperatures in the 90-plus bracket. Dixie Gordon's Club 18 and the Gay New Orleans also did well. From the standpoint of admissions the Monkey Hot Rod Drome was topping the midway and pressing the larger shows for total gross honors despite the lower per person charge.

This season Owner Frank Bergen is grouping his 14 kiddieland attractions. A new attraction is a herd of three elephants which give two free performances daily.

#### Ottawa Good

Last week at the Central Canada Exhibition, Ottawa, the Bergen unit scored heavily. A big factor was the addition of an extra Saturday to the running time. The added day, with a free gate, drew the biggest crowd of the run—more than 78,000—and all units bagged big grosses.

The extra day was hailed by Bergen. He noted that even if attendance and grosses were to only par the six day totals of the past the added day offered a measure of rain insurance.

Ottawa is the best money fair on the World of Mirth route and the show and its personnel depend

heavily upon it. One of the best features of the event is the fact that all units, shows, rides and concessions are equally popular with the crowds. It is doubtful that any operator in the amusement zone, barring a run of bad weather, has ever reported blanking out at the event.

#### Parade an Aid

A crowd-stimulating event, a pre-opening parade thru Ottawa inaugurated last year, was also

(Continued on page 61)

## Vivona Reports Nifty Trek, With Fairs Still to Come

EMMAUS, Pa., Sept. 5.—Vivona Bros.' Shows begins its fair schedule next week at Lehigh, with earnings slowed considerably since the org exited Vermont. Vivona has since played Poughkeepsie, Jersey City, and this spot.

Poughkeepsie had been played earlier this season by other units and this, it was reasoned, took the edge off. In addition, the Rhinebeck Fair, only a few miles distant from Poughkeepsie, has the area population pretty well trained to remember its dates and features.

Many concession units were closed at mid-week in Jersey City and their shuttering cut heavily into the anticipated total.

The show grosses are well

## Royal Am. Beats St. Paul Heat Wave

### Holds Slight Increase Over 1952 Biz After Bucking Five Straight Hot Days

By HERB DOTTE

ST. PAUL, Sept. 5.—For the first five days of the Minnesota State Fair the Royal American Shows bucked intense heat. The mercury hovered in the mid-90's. The fair's gate sagged. Children's attendance dropped the result of a polio scare and the heat. Nevertheless, Friday night (4), when ride and show takes for the first seven days were totaled, the Royal American held to a slight increase over business in '52.

A strong start Saturday and Sunday (29-30) enabled the Carl Sedlmayr aggregation to build up an early lead over last year. But this lead was pruned each of the next three days, during which time the heat continued and the fair's attendance dipped, and by Wednesday night (2) the RAS gross had fallen behind '52.

#### More Ticket Boxes

Overnight, however, the weather broke, and Thursday (3) the fair's attendance soared. Friday's (4) gate was strong, too, and the Royal American had regained its lead over last year's business level, and with the big three-day holiday week-end coming up, faced the prospect of increasing that lead.

Greater earning power than carried in '52 enabled the Royal American to outdo its ride and show business of last year. There are 12 more ticket boxes on the back-end than there were then, and these boxes, of course, are indicative of the larger number of attractions carried this year by the Tampa-based show.

Adult attractions showed substantial gains over last year, but kiddie attractions, such as rides for the small fry and shows, such as the "Snow White" and Midget shows, did not turn up with their usual proportion of the take. This was ascribed to a polio scare which has reduced the number of children attending the fair.

As usual, the Royal American midway was visited here by a large number of fair officials and showmen. Included among them

were Mr. and Mrs. James I. and Mr. and Mrs. E. I. Clark, Edmonton, Alta.; Mr. and Mrs. S. N. McEachern, Saskatoon, Sask.; Mr. and Mrs. Leyton Ross, Clayton McKee and Pells, Regina, Sask.; Art McQuinn, Calgary; Harry Graham and G. Churcher, St. Vital, Man., and Mrs. W. Walker, Fort Liams, Ont. Fred McGuinn, Regina, Sask., who heads up centennial observance planned Saskatchewan; Mrs. Har Hesch and Mr. and Mrs. Cliff son, Miami; Mr. and Mrs. R. K. Parker, Delavan, Wis.; Ne Torti, Milwaukee; Pete Baker, Iahoma State Fair, and Gillett, Oklahoma City newspaper; Joe Streibich, secretary of Showmen's League of America; Mr. and Mrs. Sid Jessop and Carsky, Chicago, and P. T. Strieder, former manager of Florida State Fair.

## C&W Revives At Ind. After Rain, Heat

### Third Day of Run Shows Big Gains In Midway Gross

INDIANAPOLIS, Sept. 5.—Lin & Wilson Shows, altho hit by rain and heat during the first days of the Indiana State Fair, was coming back strong here today, fair's third day, and was doing big business. The Ho midway patrons were out today and before noon the midway was jammed with folks of all ages.

While the first couple of days were far from big, Jack Wilson, co-owner with Issy Cetlin, said rain would probably work to advantage by making the fair more optimistic about their prospects.

The show is loaded with winning potential. No fewer than 26 rides operated along with shows and upwards of 40 concessions, all of which were doing business today. On the back end of the strongest ever here are the three Raynell units, gal r Spider Girl and Posing S, Dick Best's Four-Legged Gir his Side Show, operated by V Wanous, are here, along with Great Lester's illusions, Earle's Motordrome, Carl Lipps tiles and midget horses, Jackson's colored show, a Wild Life unit.

Cetlin & Wilson played Wednesday night to the fair at the traditional party here Raynell show tent. In addition to the board, the lieutenant-gov and the mayor of Indiana were on hand. Following day a complete floor show was

As usual, visitors here to midway have been numerous. Ewing, new secretary of the Iowa State Fair, Sedalia, Mo., hand, as was Bernie Mendels the O. Henry Tent & Awning pany, Chicago. Four members of the board of the Anderson, Fair visited Friday and today including I. V. Hulme, manager H. Hopkins, county agent and perintendent of the farm div Guy Sullivan, president, James S. Beatty, treasurer.

## DICK COLEMAN MARKS 35th YR

BALLSTON SPA, N. Y., Sept. 5.—Dick Coleman, owner of Coleman Bros. Shows, will round out 35 consecutive years of operation his own carnival October at Belchertown, Mass. Celebrating the event at the same time with Dick will be Dick Altman who has served his Merry-Go-Round man thruout the same period.

## Prell a Winner At Fairs After Spotty Spring

FREDERICKSBURG, Va., Sept. 5.—Continuing its winning fair ways, Prell's Broadway Shows pulled into the fairgrounds here with prospects of a very successful season. After a spotty still date route, the Sam Prell org has clicked at every fair played up thru Cumberland, Md., with business up over previous dates at each location.

Sparkle of the midway has been increased with new canvas having arrived for the Minstrel Show, two Girl Shows and a Side Show in charge of J. L. Jeffery. The show's 70 concessionaires are doing well as are Ash Taylor's six Kiddie Rides and the Barro boys, doing capacity business in the drome.

Also doing top business are Honey Lee Walker's Girl Show, Jones' bingo managed by Joe Cenname, and the cookhouse and grab joints of Nick Roman and Carl Kalansky. The show consists of 12 major rides, 8 kiddies, 11 shows and the concessionaires. Six wives of Prell men are spending their vacations with the show, helping in all departments.

## Ruback Inks Charro Cele

SALINA, Kan., Sept. 5.—Alamo Exposition Shows has signed to provide the midway attractions at the annual Charro Days Celebration, Brownsville, Tex., this winter. Jack Ruback, org's owner, announced. Event is set for February 19-28. H. C. Appleton, general manager, signed for the celebration.

## DAUPHINEE'S JOB IS RUGGED

## PNE Digs for Midway Attractions To Satisfy Big Ride, Show Appetites

VANCOUVER, B. C., Sept. 5.—If you're a midway superintendent of a fair and convinced that yours is just about as rugged as jobs come, then consider that which falls to Dave Dauphinee, who serves in that capacity for the up-and-still-coming Pacific National Exhibition.

The PNE, by any standards, is big—and its getting bigger. Last year in 11 days it played to 716,384 people. By Labor Day (7), the last day of its current run, it will probably have pulled more than 850,000.

#### Takes Digging

That's a lot of people anywhere. But up here, far removed from the beaten amusement trail, there are no full-scaled amuse-

ment parks, Kiddielands, or large touring carnivals, and people build up a terrific appetite for midways from one PNE to the next. All of which, to be sure is good; it's assurance of business.

But the problem—Dave's problem—is where to get the necessary shows and rides to satisfy these appetites. He can't bring in a railroad show, tho the spot may well justify one. Rail costs are prohibitive, and there's the added bar of the new Canadian tax on U. S. rides and shows.

So, Dave digs. This year he dug rather deeply—and well. The result is that the PNE midway line-up consists of 31 rides and six shows, obtained from eight different sources. He also lined

up 167 concessions—which wasn't a problem. Bingo, diggers, and crown and anchor work here. Not one of each—but in the case of bingo, and crown and anchor, well over five.

#### McKey Top Op

Here're the rides and shows in operation: Royal Canadian Shows, owned and operated by Jerry and Dick Crawshaw, with headquarters in this city—6 rides; Bob Bollinger of Oak Amusement Park, Portland, Ore., some 375 miles away—4 rides; R. Hayworth, also of Portland, 1 Merry-Go-Round and 14 kid rides; Clyde Cooke of the Washington-based Western Shows—1 Ferris Wheel; Native Don George—

(Continued on page 61)





THREE LIEUTENANTS of the Gooding Amusement Company were on hand at the Great Darke County Fair, Greenville, O. Left to right are Homer Dennison, manager of Unit No. 4; Charles Pottorf, unit manager and office man, and John F. Enright, manager of Gooding Unit No. 1.

## Midway Confab

Mr. and Mrs. F. O. Poole, owners of the Gladstone Exposition Shows, recently became grandparents for the fourth time when a daughter was born to their son and daughter-in-law, Mr. and Mrs. Robert Poole, in a Cincinnati hospital. Joe Baker has joined Jack Ruback's Alamo Exposition Shows as legal adjuster, replacing Harry Lamont.

Roxie Harris, owner of Royal Midway Shows, recently took delivery of a new Chevrolet panel truck to be added to the show. Charles Chaney recently worked with his bingo, huckley-balls and darts. Bill Harris, general manager of Royal Midwest, worked with Forrest Poole, owner of Gladstone Exposition Shows, the latter org played New York, Ky., Royal Midwest was Venay, Ind., fair.

E. Miller, manager of Star Amusement Company, is back at the show after a tour of five and cotton towns thruout the South. Says early indications to a good season in the belt. Mr. and Mrs. Jim Reed are back with American Shows after a summer in the South. The Reeds are sporting a house trailer and truck. and Eva Herman are also additions to the American line-up. Chuck Bates repurchased a new car; Glen has a new Chevrolet and Russ Emmons a new trailer.

Tom (Mac) Hodges, of the Exposition Shows, represented his wife, Joan, a new 35-foot Prairie house trailer. Mac's Johnnie, has been discharged from the hospital and is mend.

Miller, formerly on the floor of the Ringling-Barnes and former staff photographer for that show, has Royal American Shows as one of the Lou Perry Walker hat stands. Joe York of Motor State Shows, business has been good the weather permits. Show number of new Chevrolet and semis and Joe himself is getting a new Packard.

Charles Thomas, 6-year-old son of Mr. and Mrs. Lloyd Thomas, is sole owner and operator of the org's live pony ride at Joyland at the Crown Point, Ind., fair included Joe Streibich, secretary of the Showmen's League of America, and Sam (Insurance) Solomon.

Al Flint, executive secretary of the Pacific Coast Showmen's Association, left Los Angeles Wednesday (2) for an extended six-week road trek to visit shows.



VETERAN PURVEYORS of hot dogs, Mr. and Mrs. Wallace (Red) Brunk, on the midway of 20th Century Shows, where they are keeping busy these days satisfying fair patrons' hearty appetites.

He will travel up and down the Coast. Joe Sciortino, owner of the gal revue on 20th Century Shows, missed the entire stand of the org at the Albert Lea, Minn., fair due to the death of his father. While Joe flew to Buffalo to attend funeral services, Mrs. Sciortino managed the show.

Larry Nathan, president of Regular Associated Troupers, was a recent visitor to Crafts Exposition Shows to make plans for a benefit show to be held at the California State Fair, Sacramento. Nathan conferred with Vincent Kuropatwa, club's representative on the show, and Ed Butler, trouper's veepee. Roger Warren, manager of Crafts Expo, and Jimmy Lantz, assistant manager, have been spending quite a bit of time at the Sacramento fair, lining up the lot.

Orville Crafts, owner, was a recent visitor to Crafts Expo Shows. Alex Freedman, novelty dealer, also stopped off. Joe Dowless joined the org recently with his grab joint and Guy Wheeler came



ONCE A FAMILIAR figure on many midways, Jimmy Demetral, Athletic Show operator, now confines his show business operations to the Wisconsin State Fair, where he recently was on hand for the 23d consecutive year. On the right is Al Kubiak, Demetral's assistant and one of the show's talkers.

on with his popcorn wagon. James Lynch, owner of J. Lynch Enterprises, will have one of his eateries at the Yolo County Fair.

Tommy Keefe, of Columbia Shows, was guest of honor at a recent party to celebrate his 54th birthday. His daughter, Patsy, baked the traditional cake and Lady Clauden served. Veterans United Shows have established new and larger winter quarters at the McLeod County Fair, Hutchinson, Minn. Jeannie Schaffer, 11-year-old daughter of Mr. and Mrs. W. A. Schaffer, owners of Schaffer's Just For Fun Shows, is topping the midway with her cigarette gallery.

Quack Donahue, cookhouse op for 18 years, is now running a concession on the Dick Wilcox Shows. Sam Edstein is again handling the org's mailman chores. Adam Belski recently lost his truck in a fire. Dot Hawkins is back with her husband, Miff, after a short vacation. Louis Ginsberg has rejoined the Wilcox org after being hospitalized, and Arlene Edgerton, show's mascot, is up and around again after an illness.

Pat W. Paxton reports that he hasn't been on the road yet this year, but is planning to play six fairs, starting with Louisville and closing in Florida. Says he has devoted his time to his trucking and fertilizer business. After visiting several midways, including Cetlin & Wilson, Royal Crown, Shan Bros., Bee's Old Reliable and (Continued on page 58)

# L.J. HETH Shows

WANTED TO ENLARGE OUR SHOW FOR TWO OUTSTANDING FAIRS  
MARIETTA, GA., WEEK SEPTEMBER 14; GRIFFIN, GA., WEEK SEPTEMBER 21.  
FOLLOWED BY 8 MORE FAIRS.

RIDES—Rock-O-Plane, Spitfire, Roller Coaster or any Ride not conflicting.  
SHOWS—Monkey Show, Animal Show, Motordrome, any Show not conflicting. (Harry Fee, answer).  
HELP—Foreman for Twin Wheels. Second Men that are Semi-Trailer Drivers.  
CONCESSIONS—Grab Stand, Arcade, Novelties, Custard, Other Hanky Panks. (Al Williams, answer).

ALL REPLIES: Jamestown, Tenn., this week; Marietta, Ga., next week.

PERCELL'S AMUSEMENT PARK, INC., presents

## PIONEER SHOWS

McCLURE, PA., BEAN SOUP FAIR

SEPT. 15-16-17-18-19; DAY AND NIGHT

Pennsylvania's Largest Free Fair

WANT Rides nonconflicting. SHOWS—Any Show of merit with own equipment. Irene Burton, answer. CONCESSIONS—Food, Drinks. Hanky Panks, Derby Racer, Ball Games, Cat Rack, Buckets. RIDE HELP—Ferris Wheel and Merry-Go-Round Foreman, Bingo Clerks. All Replies:

MICHAEL PERCELL, President

900 MAIN STREET

SOUTH WILLIAMSPORT, PA.

Phone: 34010, Williamsport, Pa.

# HAPPYLAND SHOWS

ATTENTION, SHOWMEN!

Have choice locations available for several shows at the ALLEGAN COUNTY FAIR, SEPTEMBER 14-19. This is Michigan's largest County Fair—101 years of successful operation with 150,000 attendance. Especially interested in sideshow as Pete Kortez left to play Toronto. Can place Motordrome, Monkeys, Snakes—in fact, anything but Girl Show.

NOTICE, CONCESSIONAIRES!

Have small amount of space available for Stock Concessions. Must be legitimate. Wire or phone

JOHN F. REID

Cadillac, Michigan, Fairgrounds until September 10.

# GLADSTONE EXPO SHOWS

SAVANNAH, TENN., FAIR, SEPTEMBER 14-19

CHARLESTON, MISS., FAIR, SEPTEMBER 21-26

CLARKSDALE, MISS., FAIR, SEPTEMBER 28-OCTOBER 3

CONCESSIONS—All Hanky Panks open—Penny Pitch, Milk Cans, Cig Block, Long Range, Short Range, Derby, Arcade, Hats, Dem, etc.

SHOWS—With own equipment, Snake, Wild Life, Side, etc.

RIDE HELP—Wheel Foreman, Second Men on Tilt, Wheel, Jenny, Comet, Swings.

FLOYD ALDRICH WANTS Agents for Shiv Rack, Ball Game. Jimmie Williams wants Agents. Centerville, Tenn., all this week.

F. POOLE, Owner

JACK OLIVER, Bus. Mgr.

# RALEY BROS.' EXPOSITION

"CLEANEST SHOW ON EARTH"

Best Route in South. Elm City Firemen's Fair this week; then the Great Peanut Festival and Cotton Show at Rich Square, N. C., September 14 thru 19; Tenth Annual Lions Fair, Seaboard, N. C., week of September 21; Twelfth Annual Firemen's Fair, Jackson, N. C., week of September 28; then all Fairs and Celebrations including the 33rd Annual Armistice Celebration at Warsaw, N. C., November 9 thru 14. Street Dances, Parades, etc. Location, Center of town.

Will place High Pole Act for balance of season, quote bottom price for steady work. Need flashy Bingo at once, percentage only. Place all Stock Concessions. No racket tolerated at anytime. Shows with own outfits. Have one new Top left for reliable Showman. Need Agents for Office Concessions. Will place one Thrill Ride and Kid Rides not conflicting. Howard Jallite, answer.

HAROLD RALEY, Mgr., ETHEL RALEY, Secy., FRANK DICKERSON, General Agent



# PRELLS

## BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED  
BROADWAY AT YOUR DOOR

**WANT FOR**

<b>Wayne County Fair</b> 3 Big Kid Days	(To Follow)	<b>Mt. Airy, N. C., Fair</b> Sept. 21-26	(To Follow)	<b>Rocky Mount, N. C., Fair</b> Sept. 28 to Oct. 3
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Want Eating, Drinking Stands, Grind Stores, Merchandise Wheels, Palmistry, Age, Scales, Novelties, P. C. Want Octopus, Rocket, Spitfire, Flyplane. (Kiddie Rides for Goldsboro.)  
Want Fat Show, Peep Show, Unborn, Wax Show.  
RIDE Men—semi drivers preferred.

All answer **SAM PRELL**, Washington, North Carolina



TWO PROMINENT OUTDOOR SHOWMEN, both answering to the last name of Thomas. On the left is J. C. (Tommy), assistant concession manager on Royal American Shows, while on the right is Lloyd, owner-manager of Thomas Joyland Shows. They're not related.

## Midway Confab

Continued from page 57

Gem City, he finds that business has been just fair for most of them. . . . **Ernie and Vivian Slavin** have sold their motordrome and are returning to their home in Chicago after a few weeks' vacation in Minnesota.

**Ellie Dunn**, of the Bill Hames carnival, died in a hospital in Atlanta, Tex., August 27, of injuries sustained when the auto he was driving went out of control and overturned on the Shreveport highway, approximately eight miles from the Texas city. His companion, **Bob Fishtaw**, also of the Hames carnival, was given first-aid treatment and released. Dunn is from Birmingham.

**Gravitt and Westphal** are continuing their route of opening new fairgrounds. They made the Lee County State-Aid Fair which opened a new fairgrounds just east of Franklin Grove, Ill., August 27. . . . **Vernon (Sonny) Dusenberry** was discharged from the U. S. Air Force August 31 and was slated to join **Mary Westphal's** bingo concession Labor Day. He had been in the service four years. . . . **Merlin Kuhr** was in charge of the bingo concession at the New Boston, Ill., Fish Fry, and moved from there to Shannon, Ill., Labor Day. . . . **Larry Schaff**, secretary of 'Peppers' All-States Shows, writes from Haleyville, Ala., that the Colored Elks Convention at Atlanta was a winner, with rides and concessions having their best week of the season. Schaff is making plans to take his musical unit on the road this winter. . . . **Joe Pearl**, mail and The Billboard agent with **Johnny Denton's** Gold Medal Shows, has issued a new route book for the show, with closing date given as Valdosta, Ga., November 9-14. Show will then have covered 5,984 miles in 10 States and 31 towns and cities.

**Gordon Right** was slightly burned about the face and hands recently when the semi-truck he was driving was destroyed by fire while he was en route to Roanoke, Va. The truck, which was to join the Marks' Shows in that city, belonged to **Dick and Boots Wilson**. Loss was estimated at \$7,000.

**Ned Bevins and Walter Kent**, six-cat owners on the Desbro Shows, have framed a new hop scotch concession. **Fremont Smith** and family are playing the Desbro fairs to good business. **William Leonard** is the new manager of Rosie's Diner on the show.



**DICK COLEMAN**, owner-operator of Coleman Bros.' Shows, was in a happy mood last week at the Altamont (N. Y.) Fair when his shows racked up the best week of the season. Dick reports that his business to date has been excellent and on a par with the immediate postwar years.

**Tom Allen**, veteran lot man, out this year with **Johnny Denton's** Gold Medal Shows, is confined to the Aston Park Hospital, Asheville, N. C., after suffering a stroke.

**Jimmie Sakobie Sr.** writes that he, **Emery Paul** and **Evelyn Pash** have taken over the Hal Lawrence Theatrical Exchange.

Anyone knowing the whereabouts of **Tommy Burnett** please contact his father, at once. Tommy's mother is very ill.

### HELP WANTED BUDDY SPAIN

Wants Waiters, Griddle Men, all around Back End Men. Wired you, Paul, what happened? 14 more fairs. **HOWARD PIERCY** wants Head and one Pin Store. Agent Care of

**Penn Premier Shows**  
Port Royal, Pa., Sept. 7-12; Emporia, Va., 14-19.



Strange and Weird Attractions Shrunken Heads, Ape Boy, Wolf Boy, Devil Child, Many others. Your ideas made up. Write for Folder. Free. Tale's Curiosity Shop  
3858 E. Van Buren St.  
Phoenix, Ariz.



A COMPETENT husband-and-wife team is the Purvis Duo. Joy is manager of the Gooding-owned "Varieties of 1953," while Bob handles the talking chores. The couple was photographed at the Wisconsin State Fair.

**Mrs. Esther Parnell Blackmon**, alligator girl at Riverview Park, Chicago, recently became a mother for the fourth time with the birth of a six-pound boy August 25 at the Illinois Masonic Hospital, Chicago. . . . **F. W. Miller**, operator of Cali Shows of America, gal revue, was a visitor to the Chicago office of The Billboard last week.

**A. S. Brewer Jr.**, son of **Dude Brewer**, concessionaire, has accepted a position with the University of Tennessee as assistant professor of English.

**J. R. La Monte** wants his friends to know that he is still going strong despite rumors that he had been featured recently in the Final Curtain. He recently played the midway at the Monterey Fair in California. . . . **Mr. and Mrs. Frank A. Lentini** report a satisfactory season with **Mr. and Mrs. Fred Sindell**, of Cavalcade of Amusements at Coney Island, N. Y. They are looking forward to returning there in '54.

# READING FAIR

Reading, Pa., September 14 to 20 Inclusive

# VIRGINIA STATE FAIR

Richmond, Va., September 21 to October 3 Inclusive

CAN PLACE—Workingmen in all departments. Can place Second Man for Scooter.  
CAN PLACE—All legitimate Merchandise Concessions and all Eating and Drinking Stands.

All address, this week,  
**CETLIN & WILSON SHOWS**  
Indiana State Fair, Indianapolis, Ind.

# ROYAL EXPOSITION SHOWS

WANT FOR FOLLOWING FAIRS

**Middle Georgia Fair, Milledgeville, Ga., Sept. 14 to 19**  
**Toombs-Montgomery Fair, Heart of Town, Vidalia, Ga., Sept. 21 to 26;**  
**Colored Elks First Annual Fair, Augusta, Ga., Oct. 1 to 10; Third Annual Burke County Fair, Waynesboro, Ga., Oct. 12 to 17.**

Three more Fairs and two Celebrations to follow. Season ends Nov. 21

SHOWS: Want any worthwhile Shows with own outfits and transportation to join at Milledgeville, such as Minstrel Show, Colored Girl Show (Johnnie Williams, answer), White Girl Show or Revue, Animal Show, Motordrome, Freak Show, Snake Show, Mechanical City, Glass House, Fun House (Stuart, note), or any Show capable of getting money. Very liberal percentage through season if you join now.  
RIDES: Want Octopus, Tilt, Rolloplane, Rockplane, two or three Kid Rides not conflicting with Train, Boats and Aeroplanes.  
CONCESSIONS: Will book any and all kinds of Hanky Panks, Photos, Novelties, French Fries, Hats, Fish and Duck Ponds, Ball Games, Custard, Pitch-Till-You-Win, etc. All our Fairs will be open midway except Diner, Popcorn and Glass Pitch, which are sold exclusively.  
RIDE HELP: Want Foreman for Ferris Wheel who can drive semi. Also other Ride Help. Want Front Entrance Man to up and down, sell tickets, etc. Address this week, Louisville, Georgia

**ROYAL EXPOSITION SHOWS**

P.S.: **GEORGE JACKSON**, tried to contact you. Come on. Confirm.

# DON FRANKLIN SHOWS #1

LAST CALL! TEXARKANA STATE FAIR, SEPT. 11-9; TEXARKANA, TEX., FOLLOWED BY WACO, TEXAS. NEW DISTRICT FAIR, SEPT. 26-OCT. 4, 300,000 ATTENDANCE EXPECTED. ALSO WHORTON, ROSENBERG, ANGLETON, REFUGIO, ALKE, CROCKETT AND BELLEVILLE, TEXAS, FAIRS TO FOLLOW.

CONCESSIONS: Can place Popcorn, Ice Cream, Photos, Hats and Hanky Panks.  
SHOWS: Side Show, Wild Life, Freak Animal; Mechanical, Glass or Fun House, Grind Shows.  
HELP: Want A-1 Tilt Foreman to join in Texarkana.

WANT INDEPENDENT RIDES FOR #2 SHOW STARTING AT BRYAN, TEXAS, FAIR, SEPT. 15-20, FOLLOWED BY WACO, CROCKETT, BELLEVILLE AND OTHER TEXAS FAIRS. WANT TILT, OCTOPUS, ROCK-O-PLANE, COASTER AND KID RIDES. ALSO WANT SHOWS AND CONCESSIONS OF ALL KINDS. CAN PLACE SEM RIDES AT AUSTIN, TEXAS, STOCK SHOW LAST WEEK IN FEBRUARY AND OTHER EARLY SPRING DATES.

**DON FRANKLIN, Mgr., (Fairgrounds), Texarkana, Tex.**

# BUFF HOTTLE SHOWS

WANT FOR OUTSTANDING SOUTHERN FAIRS

<p style="text-align: center;"><b>UNIT #1</b></p> <p>SHOWS—Will book any Grind Show not conflicting, for committee money. RIDES—Want Coaster, Looper and Rock-o-Plane. West Point, Miss., next week, with Cane Festival, New Iberia, La.; Donaldson, La., Fair; Franklinton, La., Fair and 4 more Louisiana fairs to follow. (Gypsy Bob, get in touch with me immediately about Louisiana spots.) <b>BUFF HOTTLE, Mgr.</b> Marion, Ill., this week.</p>	<p style="text-align: center;"><b>UNIT #2</b></p> <p>CONCESSIONS—Want Show Cookhouse immediately. Can place a few more Stock Concessions. SHOWS—Want Shows of merit not conflicting, for committee money. RIDES—Will book any major Ride not conflicting for Kennett, Mo., Fall Festival next week and balance of season. Rides conflicting here can be placed on other unit. HELP—Need Ride Help who can drive trucks. Have 6 more fairs and 3 still dates to follow. All replies <b>HAL (ROMEO) DUNN</b> Belle, Mo., after Sept. 8.</p>
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### SIX CATS

\$6.50 each and up  
**PUNKS**  
\$18.00 dozen and up  
**MARIE DUNN**  
607 East Van Buren St.  
Columbia City, Indiana



# THE MIGHTY GEM CITY SHOWS

**F A I R S**  
**7 Down—10 to Go**  
**Breaking Records Everywhere**  
**F A I R S**

**CLOSING ARMISTICE DAY WEEK! EACH FAIR BONA FIDE**  
**NOW PLAYING GIBSON COUNTY FAIR—TRENTON, TENN. NOW**

**WANTED** ★ **TO OPEN NEXT MONDAY, SEPT. 14** ★ **WANTED**  
**LINCOLN COUNTY FAIR, FAYETTEVILLE, TENN.**

**SHOWS**

WILD LIFE, WAR SHOW, LIFE EXHIBIT, WAX MUSEUM, LORD'S LAST SUPPER, WORKING WORLD, MICKEY MOUSE, ANY TYPE OF GRIND OR WALK THROUGH SHOWS, DINGS PERMITTED. ALSO ATHLETIC SHOW (IF YOU HAVE COMPLETE EQUIPMENT. WE HAVE FINE MINSTREL SHOW OUTFIT—WAGON FRONT, BIG STAGE END TOP, STAGE, SEATS, LIGHTS, SCENERY, WANT RELIABLE OPERATOR WITH FULL SHOW, BAND, TALKER, CANVASMEN, ETC. NO DRUNKS OR WOULD-BE MANAGERS WANTED. MUST HAVE OWN TRANSPORTATION. WE ARE IN CHOICE JIG SHOW COUNTRY. ALSO WANT SNAKE SHOW. (CHUCK RENTON, COME HOME). FEATURE SHOW WANTED. WILL FURNISH COMPLETE SHOW, WELL EQUIPPED FOR WESTERN SHOW. SMILEY BURNETTE IF T.V. CONTRACT IS FINISHED, WE ARE READY NOW. LASH LARUE OR KEN MAYNARD, CONTACT. "STREETS OF PARIS," FEATURING DENICE DARNEL AND HER LEOPARD. NEEDS TO ENLARGE SHOW, STRONG EXOTIC DANCERS WITH FLASHY WARDROBE, TOP PAY. BOY AND GIRL TRICK RIDERS FOR OFFICE OWNED DROME, \$100.00 PER WEEK, NET, WITH TIPS. DARK RIDE, GLASS HOUSE, FUN HOUSE, MUST BE IN GOOD SHAPE. WE WILL PAY YOUR TRANSPORTATION UP TO 500 MILES TO JOIN.

**RIDES**

ROLL-O-PLANE, LOOPER, CATERPILLAR, OCTOPUS, FLY-O-PLANE, FLYING SCOOTER, SPITFIRE, ROCK-O-PLANE, MOON ROCKET, SILVER STREAK. BUD DAVIS, WITH COASTER, CONTACT. (LLOYD BURGE, WIRE US).

**CONCESSIONS**

CAN PLACE BALL GAMES, WATER GAMES, GLASS PITCHES, NOVELTIES, JEWELRY, BALLOON DARTS, DERBY RACER, HAT STANDS, SHAKE-UPS, AFRICAN DIP, COKE BOTTLES, LONG AND SHORT RANGE, FRENCH FRIES, OTHER GAMES AND OUTRIGHT SALES, INCLUDING DEMONSTRATORS AND PITCHMEN. HAVE ATTRACTIVE PROPOSITION FOR FIRST-CLASS SHOW COOKHOUSE.

FOLLOWING FAYETTEVILLE WE PLAY ETOWAH COUNTY FAIR, OPENING SEPT. 21, GADSDEN, ALA.; THEN AMERICAN LEGION FAIR, CARUTHERSVILLE, MO., SEPT. 28 THRU OCT. 4; FT. PAYNE, ALA., DE KALB COUNTY FAIR.

**THEN THE BEST FAIR IN GEORGIA ★ ★ ★ ★ OCTOBER 12—ALBANY, GEORGIA—OCTOBER 17**

## SOUTHWEST GEORGIA STATE FAIR

CONTACT: DON GRECO BY WESTERN UNION OR FAIRGROUNDS, TRENTON, TENN.

**GEM CITY SHOWS, INC., THOMAS D. HICKEY, Owner-Manager**

P. S.: CAN PLACE SOBER RIDE HELP AND GENERAL CARNIVAL HELP. ALSO A-1 SHOW CARPENTER WITH OWN TOOLS.

### WANT SHOWS

NEED MONSTER SHOW, MOTORDROME, LARGE SNAKES, SMALL FREAKS OR SINGLE PIT ATTRACTION AND OTHER CLEAN ENTERTAINING SHOWS FOR FOLLOWING FAIRS:

Bluffton, Ind., Free Street Fair; Auburn, Ind., Free Street Fair; Great Fairfield County Fair, Lancaster, Ohio; Free Street Fair, Loudonville, Ohio; Great Carthage Fair, Cincinnati, Ohio; Centreville, Mich., Fair; Adrian, Mich., Fair; Hamilton, Ohio, Fair and others.

### GOODING AMUSEMENT CO.

1300 Norton Ave. University 1193 Columbus 8, Ohio

### RED RIBBON SHOW

#### WANTS

For 8 Mississippi Fairs.

Want Cook House, Milt Camp, Popcorn, Snow Ball, Custard and Hanky Panks of all kinds. Want Shows and Rides of all kinds that do not conflict. Wire what you have. All Help with me before, come on.

**BOB MEYERS or JAY WARNER**

Gulfport, Miss., Highway 49.

### C. A. GOREE SHOWS

Want for Perry Noble County Free Fair and Cherokee Strip Celebration Combined, Sept. 14-15-16; Pawnee County Free Fair, Pawnee, Okla., Sept. 17-18-19; Five Districts Fair and County Fair Combined, Bristow, Okla., Sept. 21-25; others pending, out until Nov. 15. Will book Concessions of all kinds, want Bingo, Cookhouse, Concessions all open. Also want Six Cats, Pan Game, Over & Under, Beat-The-Dealer. All PC open. Want Agents for Buckets, Pin Store, Stum Skillo. Will book Shows of all kinds, including Girl Show, Side Show, Grind Shows. Want Independent Rides for above dates. Want Tilt Foreman, \$75 per week. Must be at Perry by Sept. 12. Join on wire. Joe Davino wants Agents. Wire now, no calls.  
**C. A. GOREE, Mgr.—Perry, Okla.**

### DANCING GIRLS

#### WANTED

Semi Strip only. Wire

**JACK GALLUPPO**

c/o Marks Shows, Galax, Va.

#### WANTED

Concessions and Shows of all kinds. **KING KORN DAYS—Fairmont, Minnesota, September 18-19-20, 50,000 people.** Contact:

**BUSS LADD**

Phone 1578

#### FOR SALE

Small Carnival consisting of four rides. No. 5 Eli Wheel, Jones 24-seat Mix-Up, 10-car Auto ride, 8-Passenger Plane ride. One Bingo, two Ball Games, two Center Outfits, Tractors and Vans, one Transformer Wagon, Vans for Front Gate, 20x40 top Banners, Wiring for Show. First \$7,500 cash takes all.  
**BURDICK'S GREATER SHOWS**  
1503 N. 5th St. Temple, Texas or as per route

### BOB BAILEY CECIL ALLEN

Or any Skillo and Razzle combination player, contact at once. Also other capable Help: Big Robert or Georgia Boy, get in touch.

**TOMMY HOLEMAN**  
Care O. C. Buck Shows, Peeskill, N. Y., Sept. 7-12; then Navy Pay Day at Norfolk, Va. P. S.: What happened, Smithy? Get in touch.

#### WANT AGENTS

For Count Store and Pin Store; for the only two on the show.

**FRED HAISCH**

Kokomo, Ind., this week.

#### WANTED

Experienced Ferris Wheel Operators and experienced Tilt-a-Whirl Operators. Must drive semi. Mazon, Ill., until Tuesday, Sept. 8th, and Cherry Valley, Ill., to follow.

**SAM MENCHIN**

11 W. Division St. Chicago, Ill.

### THIS IS IT!

WHY GO SOUTH? You will get your Winter Bankroll at Skokie and at our two following celebrations 10 days each.

## SKOKIE POLICE CELEBRATION

125,000 Attendance

10 Days—2 Saturdays—2 Sundays

September 11 to 20

**FREE** Gate, Rides, Prizes, Circus, Parades, TV Stars

The First Really New Set Up in 25 Years

Can place Hanky Panks, all kinds. Especially want French Fries, Jewelry, Mi-Striker, Age & Scales, Long Range, Penny Arcade, Novelties, well-framed Grabs, Hats, American Palmistry, Auction, etc. No Rides needed, we have 15 of our own.

### ANGELUS FREE CIRCUS

## LAWRENCE MATURO

3417 S. WESTERN AVE. Phone: YArds 7-1600 CHICAGO, ILLINOIS  
No time to write. WIRE or PHONE.

## JOHN H. MARKS SHOWS

### "Mile Long Pleasure Trail"

Can place for the following fairs:

Alamance County Fair, Burlington, N. C., Week of Sept. 14; Iredell County Fair, Statesville, N. C., Week of Sept. 21; Cumberland County Fair, Fayetteville, N. C., Week of Sept. 28.

and all fairs until middle of November

CONCESSIONS: FROZEN CUSTARD. Will sell X to reliable party. SHORT RANGE GALLERY, BASKET BALL GAME and any other legitimate Merchandise Concessions.

SHOWS: WILD LIFE or any other money getting Grind Shows.

Address all replies: JOHN H. MARKS, Gen. Mgr. Galax, Va., this week; then as per route.

## HALIFAX—NORTHAMPTON AGRI. FAIR

ROANOKE RAPIDS, N. C.

Sept. 21st to 26th inclusive

WANT—Shows with own outfit, liberal percentage. Concessions: Will sell exclusive Frozen Custard, Novelties, Kitchen Gadgets, Hanky Panks, Basketball, Cigarettes and some P.C. open. No Milt Camps. IRISH HORAN THRILL SHOW Tuesday and Thursday Grandstand Attractions, Fireworks nightly Dumont Shows on the midway.

Phone between 8:00 and 11:00 p.m.—Weldon 9-382 Ext. 17

**DICK GILSDORF, Gen. Mgr., Roanoke Rapids, N. C.**

## JOY PURVIS

#### WANTS

Canvassers who have worked for me. Peter Gary, Gomez and Jerry, contact me immediately.

VARIETIES OF 1953, c/o Gooding Amusement Co. (Fairgrounds), Louisville, Ky.

## FAIRS FAIRS FAIRS FAIRS GEORGIA AMUSEMENT CO.

Fairs start Sept. 21 and run through Nov. 7th. Will book legitimate Concessions of all kinds, \$25.00. Will sell Ex on Bongo, Scale and Age, Custard, Six Cat, Under and Over, Buckets. Will book Snake Show, Motor Drome, Fun House, Monkey Show or what have you? Will book for 25%. Rides—Will book any non-conflicting for 30%. Yes, Fairs start Sept. 21 at Franklin, Ga.; then Jackson, Ga. Others to be announced later.

All replies H. H. SCOTT, Jesup, Ga.

## OCT. 9 STATE FAIR OF TEXAS OCT. 25 INCL.

Can place one revue type Girl Show. Also decent Grind Show. Must have most frame-ups. Dudley Jones, contact.

**CLIF WILSON**

c/o General Delivery or Western Union, Louisville, Ky., Sept. 14-15-16.

## VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

### WANT FOR WEST POINT, VA., FAIR

CUSTARD, CHOCOLATE DIPS, COOK HOUSE, GRAB, AMERICAN MITT CAMP. ALL HANKY PANKS OPEN. R. FRESCH WANTS AGE AND SCALE AGENT, HAROLD FITTON, CONTACT.

WANT SHOWS—UNBORN, WILD LIFE, MONKEY, GEEK SHOW AND ACT FOR SIDE SHOW. TENNESSEE SLAM, FRENCHY AND BAHER COME IN.

SUFFOLK, VA., This Week.

## SOUTH ARKANSAS LIVESTOCK SHOW

PINE BLUFF, ARK., SEPT. 14-19

CAN PLACE THE FOLLOWING FOR THIS OUTSTANDING FAIR:

CONCESSIONS: Age & Weight, Bumper, Novelties, Hoop-La, Bowling Alley, Buckets, Penny Arcade, Hi-Striker, String Game, Glass Pitch and Stock Concessions of all kinds.

SHOWS: Can place Monkey, Wild Life, Mechanical, Funhouse, Athletic Shows (Lloyd D. Burge, please contact me right away.)

Contact H. V. Peterson, TIVOLI EXPOSITION SHOWS, Idabel, Oklahoma, Fair, this week; then Pine Bluff, Arkansas.

P.S.: We are now contracting for Concessions and Shows for the Big Southwest Louisiana Fair at Eunice, Louisiana. Everything is open and will work in the way of legitimate Concessions. Contact now if you want space.

## T. J. TIDWELL SHOW

WANTS FOR BALANCE OF SEASON

Experienced Ride Help—must drive semis; top salary, good treatment, pay every week, bonus at end of season if you qualify. Can use wives in Ticket Boxes or Concessions. What can you do? Man to take charge of Fun House and Amos same; Yawger, come on. All answer:

**T. J. TIDWELL, Mgr.**

Belen, New Mexico, this week; then Farmington and Portals, both New Mexico. All Fairs, others pending—out till Nov. 11.

## GRAND AMERICAN SHOWS

WANT FOR FALL FESTIVAL FAIRS

CARROLLTON, MO., SEPT. 16-18; MONROE CITY, MO., SEPT. 21-26

WANT Grind Show with own equipment.

WANT Bingo, Photo, Shooting Gallery, Ball Games, Hanky Panks, Grind Stores that throw stock.

FOR SALE—Sunshine Choo Choo Train, \$900.00. Henry Osteen.

Wire **L. O. WEAVER**

Unionville, Mo., until Sept. 11; Moulton, Iowa, Sept. 12-14.

## LEE AMUSEMENT COMPANY

WANT SHOWS ALL FAIRS WANT SHOWS  
Albertville, Ala., Sept. 7-12. Close North Florida Fair, Tallahassee, Fla.  
Want Motor Drome, Side Show, Snake Show, Monkey Show, Fun House, Mechanical City, any Grind Show not conflicting. The following contact us, Amos Youngblood, Ralph Sprague, Dick Dillion, Jimmie Chavanne, Jack Orr. All replies

**N. L. CRESON**

As per route; next week Decatur, Ala., Fair.



**WANT**

**CAN PLACE RIDES AND SHOWS**

We can place several non-conflicting Rides and Shows at once, including Little Dipper, Coaster, Dark Ride, Rock-a-Plane, Caterpillar, Looper, Auto Scooters, etc.

also

Minstrel Show, Girl Show, Grind Shows, etc. Open at Jackson, Tenn., Sept. 14 and go straight through one of the most progressive routes in the South until about Nov. 1.

**WRITE—WIRE—PHONE TODAY**

**GOODING AMUSEMENT COMPANY, INC.**

1300 Norton Ave. University 1193 Columbus 8, Ohio

**MIGHTY PAGE SHOWS**

Want for Rutherfordton, N. C., Fair, September 14-19. Sixty thousand people last year—Day and night play. Two big Kid Days.

Concessions: Eating and Drinking Stands, Novelties, Stock Stores of all kinds, Jewelry, Hats, everything open. Pitchmen, come on. Cotton Candy open. Need Penny Arcade. Shows: Big Snake, Life, Drome, Wild Life, Fun or Glass House, Mechanical City. Want Musicians, Chorus Girls and good Comedian for Minstrel Show.

Rides: Live Pony, Sober Ride Men on all rides that drive and have license. Want Lot Man capable of laying out a big show. Also Mechanic to join on wire. All replies to

**BILL PAGE, Lincolnton, N. C.**

**INTERSTATE SHOWS**

Want for Tipton County Fair, Covington, Tennessee

September 14-19. 9 more Fairs to follow, then into Florida.

SHOWS: Fun House, Glass House, Wild Life, Snake, Mechanical, Penny Arcade, book worthwhile Grind Shows. Want organized Jig Show having not less than 15 people. Now playing excellent show territory. Lisa Del Mar wants Side Show People.

RIDE HELP: Foremen for Tilt, Merry-Go-Round, Wheel, Dark Ride, Second Men on all rides. Will pay top wages.

CONCESSIONS: Open midway. No exclusive at these Fairs. Hanky Panks of all kinds. All Eating and Drinking Stands, good opening for Popcorn, Candy Apples, Carmel Corn, Short Range, Age and Weight, Hats, Jewelry, etc. Can place Nail, Buckets, Swinger. Want Agents for Skillo and Clothes Pin. Replies to

**H. B. ROSEN**  
Dyer County Fair, Dyersburg, Tennessee

**SPLINTER ROYAL WANTS**

FOR SIX GEORGIA FAIRS AND FIVE OR SIX WEEKS IN FLORIDA Pin, Count Store Agents, also Agents for Six Cat, Buckets and P. C. Man and Wife to work in Glass Pitch and handle same. Have Girl Show complete, want Operator with at least two girls. Joe Zeno, wired you to Sandy Creek, what happened? Buddy Fisher, get in touch. Can use good Spindle Man. Answer Western Union.

**ROYAL EXPOSITION SHOWS**

Louisville, Georgia. Show opens Fairs at Milledgeville, Georgia, September 14.

**E. P. GLOSSER WANTS**

Wheel and Slum Skillo with own equipment. Wire only.

**E. P. GLOSSER**  
Fairgrounds, Lebanon, Tenn.

**WANT FOR STRING OF SOUTHERN DATES**

Out All Winter in Florida

Concessions—Pitch-Till-You-Win, Long and Short Range, Candy Floss, Cookhouse, Custard, Six Cats, Ball Games, any and all Hanky Panks. Want Bingo Caller and Checker. King wants Pin Store Agent. Shows—Any Show with own equipment, low percentage. Ride Help who drive Best treatment.

**FRAME'S GREATER SHOWS**  
Indianhead, Maryland, Sept. 11-19; Stoney Creek, Va., Sept. 21-26.

**WANT FOR MARTINSBURG, WEST VIRGINIA, SEPT. 15**

and long run of Fairs, Rides, Concessions, and Shows—Jig Show or Colored Girl Show for Southern Fairs—Ride Help on all Rides, Free Acts. Please Contact. All answers to

**CARL D. FERRIS SHOWS, Dunkirk, N. Y.**

**PALMETTO EXPOSITION SHOWS**

Can place Shows and Concessions of all kinds for the following dates and Fairs: Fair Bluff, N. C., Sept. 14-19; Andrews, S. C., Sept. 21-26; Moncks Corner, S. C., Fair, Sept. 28 thru Oct. 3; Springfield, Ga., Fair, Oct. 5-10; Pembroke, Ga., Fair, Oct. 12-17; Sardis, Ga., Fair, Oct. 19-24. Other dates booked until Dec. 4.

Want Bingo, Water Games, Pitch-Till-You-Win, Swingers, Six Cats, Buckets (or Agents for Buckets), Cork and Lead Gallery, Jewelry and others not mentioned. Can use Agents for P.C., Hi-Striker, Penny Pitch also Inside Men. Shows—Want White and Colored Girl Show, Animal, Mechanical, Walk-Thru or any Grind Shows. Anna Lee King, contact. Ride Help—Can use Ride Help on all Rides. Top salary, long season. Tiny Jamison, answer. All replies to

**MILTON McNEACE or JOHNNY CARUSO, Southport, N. C., this week.**

P.S.: Can place Eating Stands beginning Moncks Corner, S. C., Fair, and for balance of season.

**Coleman Grosses Up 20% Over '52**

ALTAMONT, N. Y., Sept. 5.—Coleman Bros.' Shows earnings were bolstered considerably last week by a record take at the Tri-County Fair, Altamont, N. Y. The season generally has been excellent and the outlook for the remainder of the fair season is among the brightest in the post-war period, Owner Dick Coleman said.

The increase at Altamont over last year was gauged at about 20 per cent. Coleman has been playing the event, on and off, for 25 years. The increase in the sea-

**Fleming Wins After Spotty Early Season**

BLUE RIDGE, Ga., Sept. 5.—Mad Cody Fleming Shows, experiencing spotty business most of the season, hit two winners in one week, when the show split up last week to play the Hiawassee, Ga., fair and the Atlanta, Ga., Negro Elks national convention.

The unit playing Hiawassee was managed by Mrs. Fleming and the gross for the week was a cool 41 per cent ahead of last year, according to Cody Fleming. For the Atlanta date, Frank Peppers, owner of the show bearing his name, provided five rides and some concessions and these, along with the Fleming gear, filled the street. Attendance on the midway was big all week and all personnel left the town with money in their pockets.

The Fleming org was again joined here this week and the spot opened with strong business. En route here from Hiawassee, one of the ride trucks turned over, demolishing the Kiddie Auto Ride and Train. Damage was estimated as \$5,000. Staff, in addition to Fleming, includes Joe Stebler, electrician; Grace Fleming, secretary; Jack McCarty, manager; Broughton Voyles, ride foreman, and Bill Myers, lot man.

**Parade Aids Crafts Expo Kid Grosses**

GRIDLEY, Calif., Sept. 5.—Crafts Exposition Shows has been racking up big kid day grosses as the result of an experiment put into practice this season by Roger Warren, manager. Instead of reduced ride prices or giveaways, Warren has been holding a kid day parade and each participant in the procession is given one free ride ticket, which serves to further whet their appetite.

While the show has done this successfully for five years at Los Banos, Calif., this year is the first time it has tried it at all spots. And according to Warren, it has at times tripled their grosses on kiddie days. In some cases as many as 2,000 free ducats have been passed out, he said.

**Franklin Inks 4 Tex. Spots**

HANNIBAL, Mo., Sept. 5.—Don Franklin, owner of the show bearing his name, announced this week that he has signed to again provide the midway at the San Antonio Fat Stock Show, February 12-21. Show will play the expo for the fifth straight year.

Franklin also closed to again play two other Texas livestock expos, those at Austin and San Angelo. Show will play the Heart of Texas Fair, Waco, September 26-October 4, and prior to leaving the New Ulm, Minn., fair, Franklin was re-inked for '54.

**Harrison Eyes Winning Year**

ROCKY MOUNT, Va., Sept. 5.—Altho held down by weather for spotty business so far, Frank Harrison, of Harrison Greater Shows, says prospects of a winning season are good.

The unit, carrying 9 major rides, 3 kiddies, 8 shows and 35 concessions, is traveling the same fair route as in previous years, Harrison says, which is the reason for his optimism.

**Heat Wave Melts Buck Grosses at Rhinebeck**

RHINEBECK, N. Y., Sept. 5.—Record heat, with temperatures reported as high as 102 degrees, wilted the grosses of the O. C. Buck-Model Shows at the Rhinebeck Fair here this week.

Despite the heat the shows and rides are expected to earn quite a few more dollars than last year since Buck has made the switch from truck to railroad operation in the meantime. The Show's earnings have been up at other annuals and the increases have been credited largely to the enlarged presentation and greater earning capacity.

Mid-way in the five-day event some concessionaires reported takes off as much as one-third. The loss in revenue probably resulted from the curtailed number of working hours since patrons were slow in getting to the fairgrounds. A measure of relief is promised for tonight and the windup may be good.

**Heat Wave Melts Buck Grosses at Rhinebeck**

The show, which fitted comfortably as a truck unit, needed every foot of midway space available here. Units included 16 rides and 10 shows, plus 60 concessions.

Last week, still dating at Newburgh, N. Y., there was little action. Prior to that the show got in a fair week at the Elmira (N. Y.) Fair despite a mild outbreak of polio that scared away some of the potential customers.

At the Gouverneur (N. Y.) Fair the show bagged its best week to date when grosses soared 28 per cent over last year. Children's Day at the event resulted in a number of new midway marks.

Much of the success of the show at Gouverneur and other spots has been credited to the use of a railroad train for transportation. Literally thousands have been on hand to watch the unloading in some areas and big business has resulted from the word of mouth advertising the scene provoked.

**LAST CALL**

EAST HARTFORD, SEPT. 14-19; PLAINVILLE, SEPT. 21-26; WEST HARTFORD, SEPT. 28-OCT. 3

Want! Hanky Panks only, \$31.00; French Fries still open. Rides not conflicting.

Shows, can't miss here. No Girl Shows.

Answer  
**COUNTY AMUSE. CO.**  
East Hartford Lions Office  
Hartford, Conn. Phone 6-7542

**FOR SALE DROME EQUIPMENT**

14 Drome Motorcycles, 7 Wall Machines, P.A. Systems. Can be seen on A. C. of A. Shows. Also Kid Rides for sale, in good condition. Will sell now or at close of season. Contact

**DEL CROUCH**  
Knoxville, Tenn., Sept. 10-19, or per route.

**FOR SALE**

Kil #5, A-1 condition, new motor, steel base, \$3500; with A-1 transportation, \$4450. Motor Speedway, 4 factory-made gas cars, new Briggs & Stratton motors, new platforms, extra tires and parts, kid and adult ride, \$500; complete with ticket box and all; A-1 transportation for same, \$950. 30-ft. Fruehauf Moving Van and International Tractor, this is a "steal." Both rides can be seen on the Gem City Shows. 16x24 Bingo, \$100. Will trade all on a late model Octopus, or what have you? Will trade for another kind of business.

**B. NESSLER**  
c/o Gem City Shows, Trenton, Tenn.

**AUTO KIDDIE RIDE FOR SALE**

Allan Herschell 10-car, now running and can be seen in operation. Price \$1000.00.

**E. LACHMAN**  
6321 Blair Road, N.W., Washington, D.C.  
Telephone: Taylor 9-6445

**AGENTS WANTED for Spot-the-Spot**

Memphis, Tenn.—Dallas, Texas. Contact me at once c/o General Delivery, Memphis, Tenn.

**FREDDY FERGUSON**

**AVAILABLE**

For exhibit purposes in East until winter, only Russian Pobeda Car in America. Brought into U. S. by Stanley Slotkin, California. An attraction that draws the crowds and has no competition.

Wire or Write  
**ISAAC F. WHITE**  
3 Oxford Circle Nerristown, Pa.

**CONCESSIONS WANTED 30TH ANNUAL ITALIAN FEAST**

Playing on the streets of Joliet, Ill., Sept. 9 to 13 incl.

Want Hanky Panks, High Striker. Call Esterbrook 8-1043 or Wellington 5-6107, or write H. ARDNER, 4628 W. Lexington, Chicago, or book on grounds Sept. 15.

**HUTCHENS' MODERN MUSEUM**

WANTS to join at Bentonville, Ark., week Sept. 14, for long Southern route of Fairs.

Attractions of all kinds, Fire Eater, Magician, Impalement, Juggler. Also Tattoo Artist, Half and Half for Annex. One Ticket Seller. Girls for Bally and Blade Box. Address: 1206 Mill St., Cassville, Mo., this week; Bentonville, Ark., next.

**FOR SALE**

One 30-Number Trunk Flasher; one P.A. System with Mike, etc.; one 1,000 Watt DC U. S. Motor Corp. Oshkosh, Wis. Motor Generator. All in good condition. Make offer.

**JIMMY GOSS**  
60 Parkton Rd. Jamaica Plain, Mass.  
Phone: Jamaica 4-3243 up until 1:00 p.m. daily.

**WANTED**

(Due to ill health)

First-class #5 Wheel Foreman, \$80.00 per week, plus percentage. Also Chairplane Operator and Kiddie Ride Operators. Can place legitimate Concessions.

**D. VAN BILLIARD**  
Parksley, Va., until Sept. 19; Fruitland, Md., Sept. 21-24.

**Thanks, Folks**

For the orders and promises given Mr. T. W. Kelley on his recent visit. Now is the time to run ahead of your payments so that we can all enjoy ourselves this winter in Florida. Calumet concession trailer and several used Vagabonds. Name your deal.

**SELLHORN'S for Mobile Homes**  
Lansing, Mich., and Sarasota, Fla.

**WANT**

Bingo Counter Man and Relief Caller. Contact

**BINGO MANAGER**  
VIRGINIA GREATER SHOWS  
This week, Suffolk, Va.; next week, West Point, Va.



# Dauphinee's Job Rugged

Continued from page 56

Marionette Show; Baker and Cowan, two locals—2 shows; Eric Charles (Alberta Slim) Edwards—3 shows; Happyland Park, the small-scaled permanent fun spot located on the exhibition grounds—five assorted attractions including a shoot-the-chutes.

Jerry McKey, of Portland, Ore., former president of the Pacific Coast Showmen's Association, who serves as quasi-mayor of games concessions, has the largest number of concessions in operation.

**Ten New Light Towers**  
When you bring in rides and shows from as many different sources as Dauphinee has, it is impossible to count upon any one operator to supply the necessary light towers to properly flash up the midway. But the PNE this year went out for \$15,000, built 10 eye-catching neon light towers

and the result is quite attractive, even though just the beginning in the way of midway lighting.

The happy thing about Dauphinee's job is that all ride and show ops—and concessionaires too—can't complain about business.

To illustrate, a Looper in one day—Kids' Day—grossed \$4,234. On the same day the Kiddle Roller Coast took in \$2,547. And, the Moon Rocket—a Fun House—grossed \$1,200 at 15 cents for kids, 25 cents for adults. These are audited figures.

**Underwrite Some Shows**  
Of the shows, Satan's Angels is the top-grosser. This show is one of two presented by Baker and Cowan, the other being a jig show. Actually, the shows Baker and Cowan present are underwritten by the fair, which builds the fronts, supplies all necessary equipment, and pays for the talent, with Baker and Cowan operating the units on a fee basis.

In addition to the Moon Rocket Express, Alberta Slim has his own circus, which bears his name, and a Snake Show in operation. Slim himself, his wife, and their daughter, Betty Lou, who has a high diving dog act; Cy Johnson with his mule and dog, and Max Morris, slack wire, work in the circus.

The marionette show, operated by Don George, is spotted in the Kiddieland.

The Flying Charltons are offered twice daily on the midway as a free act.

## WOM Scores

Continued from page 56

credited by Bergen with aiding interest in midway activities. The show brought in a herd of Barnes Bros.' elephants especially for the event and then added the bulls to the kiddieland.

The show played an abbreviated date at the Valleyfield (Que.) Fair before Ottawa. The gross there was reported on a par with last year, despite the loss of one day to rain.

Excellent newspaper and radio coverage engineered by Richmond Cox, show publicist, at Ottawa and here, was credited by Bergen with building interest and grosses at these events.

The World of Mirth's fair season, including events at Bangor and Presque Isle, Me., has been very good and Bergen is optimistic in regarding the remainder of the run which will take the show as far south as Savannah in late November.

## SHOW T-E-N-T-S

Concession—Circus—Carnival  
**AMERICAN TENT & AWNING CORP.**  
132-4 W. Main St. Norfolk 10, Va.  
**BILL SANDERS**

## WANTED--WANTED

Sno-Floss, Popcorn, Diggers, Mitt Camp, other Concessions. Shows with own equipment for McAlester and Stillwater, Okla., Fairs. Cotton spots to follow. Wire

**MGR. BOGLE SHOWS**  
Cherokee, Okla., this week.  
P.S.: Red Bishop, wire at once; have deal.

## NOTICE

Will the following parties kindly get in touch with T. W. (Slim) Kelley or Raymond Sellhorn at Lansing or Sarasota, Florida, at their earliest convenience. Raymond Steizer, Kurt Bokvist, H. B. McCoy, Geo. Foster, Fred Bradd, Ernest Kaapuni, Geo. White, W. B. Carper (Avery Chase).

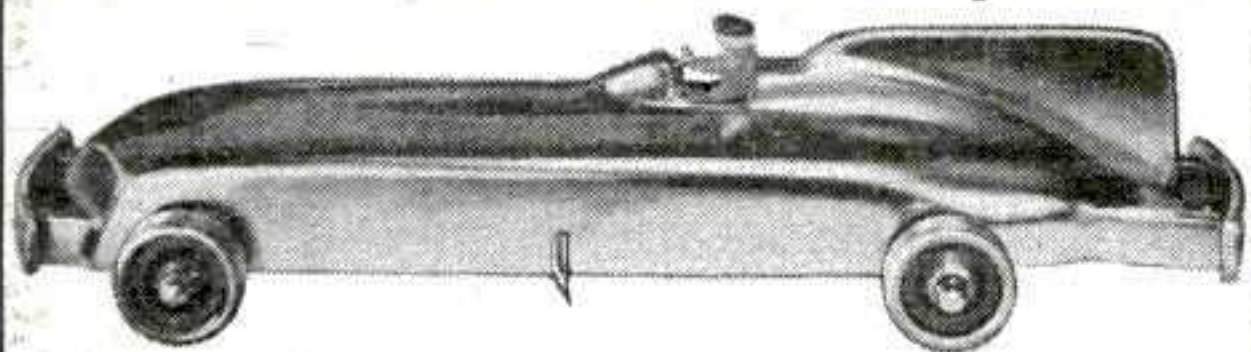
## WANTED

Man or Woman to operate Concession Trailer on 50-50 basis, equipped for Root Beer, Hot Dogs, Hamburgers, Popcorn, Carmel Corn. Trailer 25 ft. in A-1 condition. Contact

**J. C. WILLIS**  
Phone 3-4450 Dothan, Ala.

EVANS'

## Streamlined Thunderbolt Bump Racer



Supplants the ordinary raffle wheels. Can be run where wheels are not acceptable. Precision built. Brightly nickel plated ball-bearing wheels. No overhead wires. Weight 18 lbs. Complete with bumper posts.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

**H. C. EVANS & CO.** 1556 W. CARROLL AVE., CHICAGO 7, ILL.

## TO SETTLE THE ESTATE OF THE WM. T. McNALLY SHOWS

ALL THE AMUSEMENT RIDES HAVE BEEN SOLD EXCEPT THE FOLLOWING:

- One 7 car Tilt-A-Whirl, year 1947 .....\$5200.
- One Caterpillar Ride, year 1947 ..... 5200.

Write to the makers and you will agree that these prices are the rock bottom. The only reason that the prices are this low is that we have to settle the estate. Also have one 1940 Rocket Ride "as is." Name your price. Cash only. Write, do not telephone.

**MICHAEL HENRY McNALLY**

465 Quincy Shore Blvd. Quincy, Mass.



Wanted for the Elberton, Ga., Fair, Sept. 14-19; followed by East Alabama Fair, Opelika, Ala., and a continued route of bona fide fairs through Nov. 14.

**CONCESSIONS** Want Concessions of all kinds. Can place 6-Cats, Buckets, Percentage, but must have Hanky Panks, Derby Racer, High-Striker, Grab and Foot Long.  
**SHOWS** Can place any good Grind Show with own equipment. Will book Side Show with or without own equipment.  
**RIDES** Will book 2 non-conflicting Major Rides for balance of season. Can place First and Second Men on all rides. Must be licensed semi drivers.  
**Address C. C. GROSCURTH, Lebanon, Tenn., this week.**

# Sunset AMUSEMENT CO.

## SOUTHEAST MISSOURI DISTRICT FAIR

CAPE GIRARDEAU, 6 DAYS, SEPT. 14 TO 19

A Big Fair On Your Way South

CAN PLACE ICE CREAM, CUSTARD, BUCKETS, SIX CATS, SET SPINDLES, BASKET BALL, HANKY PANKS AND BALL GAMES.

CAN PLACE TRAIN, AUTO, AIRPLANE, FUN HOUSE, DARK RIDE, MOTOR DROME AND SHOWS OF ALL KINDS.

OPENING FOR FOOT LONG, ROOT BEER, FRENCH FRIES.

WANT ELECTRICIAN, HAVE TRANSFORMERS. ALSO RIDE MEN WHO DRIVE SEMIS.

PALMYRA, MO., STREET FAIR THIS WEEK; CAPE GIRARDEAU NEXT

## CENTENNIAL CROMWELL, INDIANA

SEPTEMBER 17-18-19

Want legitimate Concessions of all kinds. Everything open except Bingo, Eats and Drinks, Popcorn and Floss. I hold exclusive midway contract. Can use Concessions also at Wakeman, Ohio, Sept. 10 to 13 inclusive.

**GLENN WYBLE**  
Hiathawa Shows

## NORTHERN NECK AGR. FAIR

WARSAW, VA., WEEK SEPT. 14

WANTED Ball Games, Fish Ponds, Duck Ponds, Pitch-Till-You-Win, Grab, Penny Pitch, Glass Pitch, High Striker, Balloon Darts, Photos, all concessions open except Bingo and Custard. Wanted Tilt, Rolloplane, Ferris Wheel, Caterpillar, Foreman for Wheel, Spitfire and Chairplane. Wanted Girl Shows, White and Colored; Snake Shows, Wild Life. Whaley White wants Annex Attraction, Inside Lecturer and Bally Girls. All replies to

**GEORGE CLYDE SMITH SHOWS**

Winchester, Va., this week; Warsaw, Va., Fair next week.

## O. C. BUCK-MODEL SHOWS, INC.

NORFOLK, VIRGINIA, FAIR, NEXT WEEK

Place Custard, Long Range, Eat and Drinking Stands, Ball Games, Ball Games, Novelties, Age and Scale. Want Train Master who can handle 25-car show train. Must be sober. All answer

**O. C. BUCK-MODEL SHOWS, INC., Peekskill, N. Y.**

## 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.**

## Beam's Attractions

CHESTERFIELD CO. FAIR—CHESTERFIELD C. H., VA., NEXT WEEK  
BEDFORD CO. FAIR—BEDFORD, VA.—SEPT. 21-26

Booking legitimate Concessions and Shows for these events.

WANT—WHEEL FOREMAN, SECOND MEN FOR JENNY, DIPPER, SPITFIRE.

CONTACT:

**Steve Decker—Beam's Attractions**  
LESBURG, VA., THIS WEEK.

## WANT

For Annual Elks Celebration, Indiana Ave., Indianapolis, Ind., Sept. 15-20. Legitimate Merchandise Stand. Ride Help that drive semis.

**SAM GOLDSTEIN**

MAJESTIC GREATER SHOWS  
Hudsonville, Mich. (Fair, Sept. 9-12)

## WANT WHEEL MAN

Must drive Hanky Panks of all kinds for Wynne, Ark., Fair next week. Place three Impersonators that sing for Duffie's Review. Want Athletic Show. Eldorado, Ill., this week; Wynne, Ark., next.

**MOORE'S MODERN SHOWS**

## WANT AT ONCE

Foreman for #5 Eli Wheel and Merry-Go-Round. Work all winter.

**BOBBY SICKLES**

Box 824, Houma, La.

## NAIL AGENTS

Blackfoot, Idaho, and Albuquerque, New Mexico. Both big. Out until December with Siebrand Bros.' Shows. Contact

**ROSS TROUTMAN**

Siebrand Bros.' Shows Payette, Idaho

## STOCK TICKETS

One Roll ..... \$ 1.50  
Five Rolls ..... 4.50  
Ten Rolls ..... 6.50  
100 Rolls ..... 40.00

## ROLLS 2,000 EACH

Double Coupons  
Double Prices

No C.O.D. Orders  
Size: Single Tkt., 1x2

## We Manufacture TICKETS

of every description  
Wheel tickets carried in stock for immediate shipment.

**THE TOLEDO TICKET CO.**  
Toledo 12, Ohio

## SPECIAL PRINTED

Cash With Order Prices

2,000	.....\$ 6.90
4,000	..... 7.90
6,000	..... 8.70
8,000	..... 9.60
10,000	..... 10.50
30,000	..... 15.50
100,000	..... 25.00
500,000	..... 125.00
1,000,000	..... 250.00

Double column, double price

**W 12 WEEKS OF FAIRS STARTING SEPT. 7 W**  
**A POP CORN—CANDY APPLES—PHOTOS—GRAB—LEAD GALLERY. A**  
**N MAJOR CONCESSIONS OPEN THAT WORK FOR STOCK. N**  
**T VIRGINIA TERRITORY—RAY SHILL, contact me. T**  
**RIDE HELP, COME ON.**  
**HOLLY AMUSEMENT COMPANY**  
CLAYTON COUNTY FREE FAIR, FOREST PARK, GEORGIA



## NORTH EASTERN INDIANA FAIR

FORT WAYNE, INDIANA

Wednesday, September 16, Thru Sunday, September 20,  
Played by Railroad Shows in all its past history.

Can place for this outstanding fair:

CONCESSIONS of all kinds, Ball Games, Fish Ponds, Balloon Darts, Bowling Alley, Derby Racer, Diggers, Popcorn, Buckets, Six Cats, Live Ducks Pitch, Jewelry, Novelties, Names on Hats and all other games and outright sales.

SHOWS not conflicting, such as Monkey Circus, Penny Arcade, Motordrome, Fat, Midget, Outstanding Freak, etc.

RIDES—Spitfire, Looper, Octopus and other major rides.

Now Contracting for the

## MID-SOUTH FAIR

MEMPHIS, TENNESSEE

10 days and nights, Sept. 24 thru Oct. 3.

CAN PLACE MAJOR RIDES AND OUTSTANDING SHOWS.

Selling all straight sales privileges on the Midway. Will sell Ex on various items, everything from Food, Photos, Popcorn, Floss, etc., and all types of merchandise. Any straight sales, wire at once.

\*\*\*  
**W.G. WADE SHOWS**  
\*\*\*

Now, thru September 13, Michigan State Fairgrounds  
(phone in office)  
Townsend 9-5500—Detroit, Mich.

## STERLING CROWN SHOWS

Want for Delta Fair and Livestock Show, Greenville, Miss., Sept. 14 thru 19—in the heart of the cotton country—cotton good, plenty of money. Corinth and four more Mississippi Fairs to follow.

CONCESSIONS: Eating Stands, Bingo, Jewelry, Photos, Ball Games, Glass Pitch, Fish Ponds, Novelties, Arcade and Merchandise Concessions of all kinds.

RIDES: Can place Caterpillar, Octopus, Live Pony Rides, Kid Rides not conflicting.

SHOWS: Want Drome, Jig Show and any Grind Show not conflicting.

SHOWPEOPLE: Small, organized Jig Show, we have complete Show for same. Stan Wrisley wants Side Show Annex Attraction. Jackie Coleman wants Girls for Girl Show.

AGENTS: Whitey Weiss can place Agents of all kinds.

RIDE HELP: Foremen and Second Men for Wheel, Merry-Go-Round, Fly-o-Plane, Roll-o-Plane; Second Men for other Rides. Must be sober and drive.

All Replies to

**E. L. YOUNG, Mgr., Bolivar, Tenn., this week**

## CAPITAL CITY SHOWS

WANT FOR GWINNETT COUNTY FAIR AND STOCK SHOW, LAWRENCEVILLE, GA.;  
HART COUNTY FAIR, HARTWELL, GA.; TRI-COUNTY FAIR, MANCHESTER, GA., AND  
BEST COUNTY FAIRS IN SOUTH UNTIL NOVEMBER 15. BEST CROPS IN YEARS.

Sensational Free Act for balance of season; legitimate Stock Concessions of all kinds, Long and Short Range, French Fries, Custard, American Camp, Arcade. V. L. Collier wants P.C. Agents. Charley Lehman, contact Poole. SHOWS: Mechanical, Wild Life, Monkey, Motordrome, Fun House or Glass House or any Grind Shows, Minstrel Show. Nathaniel Grey, contact. Al Alfredo wants Man to handle front of Snake Show. Second Men on all Rides who drive semis. All replies:

**J. L. KEEF**

Legion Fair Grounds, Dalton, Ga., this week; Lawrenceville, Ga., next week.

## DUMONT SHOWS

Bennettsville, S. C., Fair, Sept. 14-19

And following fairs—Roanoke Rapids, N. C., Sept. 21-26; Zebulon, N. C., Sept. 28-Oct. 3; Littleton, N. C., Oct. 5-10; Greensboro, N. C., Colored Fair, Oct. 12-17.

Want Eating and Drinking Stands, Custard, Ice Cream, Popcorn, Cotton Candy, French Fries, Ball Games, String Game, Hoop-La, Penny Pitches or any legitimate Concessions. Also want Roll-down, Razzle, Buckets, Swingers and Six Cats. Want Girls for Girl Show. Can place Ride Help that drive.

For Sale—Super Roll-o-Plane

Address **HARDY BRADY** or **LOU RILEY**, per route,  
Wadesboro, N. C., this week.

## WANT SHOWS FOR EDNA, OKLA., STATE FAIR SEPT. 21-26

Will book any Ride not conflicting. Want Drome Operator, join at once. Travis Ward, contact. Want Cookhouse, want Man with Concessions that can handle them all the way for balance of season.

**JOHN ROBINSON SHOWS**

Moville, Iowa, this week; Audubon, Iowa, next.

## 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.

Aug. 24-Sept. 13, Jackson Ave. at Westchester Ave., New York City.

**JOHN A. BASS**

PHONE: Fieldstone 7-0457, NEW YORK CITY

## WILSON GREATER SHOWS

WANT FOR HOLBROOK, ARIZONA, FAIR, SEPTEMBER 11-12-13

Stock Concessions of all kinds. Will sell exclusive on Photos, Short Range, Duck Pitch. Will book major rides not conflicting with Wheel and Jenny. Out till December 1.

Address Holbrook, Arizona.

## 20th Century Opens Strong At Fargo, N. D.

FARGO, N. D., Sept. 5.—20th Century Shows got off to a good start at the Red River Valley Fair here this week with a whopping kids' day Monday (31) that topped last year from the gross standpoint. Weather has been good, altho it rained late Tuesday night after midnight.

Freeborn County Fair, Albert Lea, Minn., played last week, wound up slightly ahead of last year for the show. Kids' day at Albert Lea was real big and takes were the best for any thus far this season.

From here the show moves to Huron, S. D., for the South Dakota State Fair and then into Spencer, Ia., for the Clay County Fair. George Gallo, show's ad man, completed redecorating the office wagon here and it is now spick and span. Plans are to repaint all rides and gear this fall and move into winter quarters with everything in readiness for the spring.

## Lynch Biz Bad In Fredericton

FREDERICTON, N. B., Sept. 5.—A "real estate" location but light business was reported by the Bill Lynch Shows, completing the week of August 17-22 here. Sponsorship by the Fredericton Branch of the Canadian Legion put the show on the otherwise inviolable Legion Grounds on downtown Queen Street. People came out but business was light. The Lynch date followed two other carnivals, King Bros. & Cristiani Circus, stock car racing and various events at the York Arena. Fredericton Exhibition is only three weeks hence.

At the present showing the Lynch show was carrying a Merry-Go-Round, twin Ferris Wheels, Caterpillar and Flying Scooter plus an attractive battery of kiddie rides. Shows included Queenie the Wonder Horse, Monkey Land, Crime Expose, Wild Life, Esquire Girls, Pieua the Poison Boy and Edna the Strange Girl. The Silver Condors provided a high act twice daily.

In August the show played the Old Home Week at Woodstock, New Brunswick, and the fair at Charlottetown, Prince-Edward Island. Move from here was to Saint John for a week on the Barrack Green under the Legion.

## Polio Forces Casey to WQ

LOCKPORT, Man., Sept. 5.—E. J. Casey Shows have brought their season to an early close due to polio and cancelled out all remaining dates. E. J. Casey, owner, announced. The org shuttered following the Dryden, Ont., fair and all gear is now being stored here for the winter.

Left in the route were the Legion Fun Fest at Sioux Lookout, Ont. and the Kiwanis Club celebration at St. Boniface, Man.

The Casey-owned amusement park here, Rendezvous Park, will remain open until mid-September.

## COSMOPOLITAN SKEDS RA STORY

NEW YORK, Sept. 5.—Cosmopolitan magazine, multi-million circulation slick journal of fact and fiction, has scheduled a story on the Royal American Shows for its November issue.

John Kobler, an old hand at authoring outdoor show business pieces, wrote the yarn on the Sedlmayr clan and its business operation. Leon Claxton's Harlem in Havana and Moulin Rouge are among the attractions rating mention. The article will be illustrated.

## Club Activities

### National Showmen's Association

1564 Broadway, New York

NEW YORK, Sept. 5.—The following membership applications have been received: Edgar L. Lewis, sponsored by President Phil Isser, and Milton Huppert and Seymour Dunkirk, both sponsored by Herman Malek. The eligibility committee will rule on their applications at the next meeting.

On the sick list are Louis E. Russell, Easton Hospital, Easton, Pa.; Jack Rose, Veterans Hospital, Coral Gables, Fla.; George D. Hensley, Edgewood Division, Pilgrim State Hospital, West Brentwood, L. I., N. Y., and Irving Udowitz, Ward's Island, New York.

Casper Sargent's son, Seymour, who is in the Medical Corps in Japan, is now Sergeant Sargent.

Checks have been coming in almost daily to the ways and means committee for the award book, with President Emeritus and Mrs. George A. Hamid doing an excellent job.

The new home will be ready soon, with alterations and decorations in full swing.

Executive Secretary Ethel Weinberg visited Palisades Amusement Park and visited Mrs. Anna Halpin, manager; Joseph McKee, first vice-president, and the Rosenthals. Mrs. Margaret McKee, who handles NSA dues at the park, turned over quite a sum that night.

The card players have been donating generously to the shut-in fund, with shut-ins receiving gifts year 'round.

Norman Y. Chambliss Sr., Rocky Mount, N. C. showman, was a clubroom visitor last week. Other visitors were Thomas Williams, Sam Peterson, Al Burt, Harry Horner, Jack Alfred, Harry Miller, David Brown, Edward Elkins, Phil Cook, Ralph Edson and Larry Neumann.

The fiscal year ended July 15, so dues are payable at once.

George A. Hamid Jr. is sponsoring the applications of Salvatore Palazzolo E. Callihan and Gardner M. Cobb.

Glad to report that Jack Rose expects to be discharged shortly from the Veterans Hospital in Coral Gables, Fla., where he has been hospitalized for many months. Joseph "Yush" Agule has been ill at home and has been taking it easy. Louis E. Russell is ill in the Easton, Pa., Hospital. Also still on the sick list are George P. Hensley at the Edgewood Division of the Pilgrim Hospital, West Brentwood, Long Island, and Irving Udowitz at Wards Island Hospital, New York City.

Bess Hamid has been doing a fine job of collecting dues for the men's organization as has George Hamid Sr. Membership application blanks have been received from Gardner M. Cobb, George E. Callihan, and Salvatore Palazzolo, all sponsored by the elder Hamid; Seymour Dunkirk, Michael Menzella, and Milton Huppert, sponsored by Herman Malek, and Edgar L. Lewis, sponsored by president Phil Isser. These will be acted on at the next eligibility committee hearing.

Recent visitors included Jack Zupan, Sam Peterson, Casper Sargent, John Ryan, Nathan Rifkin, Max Gruberg, Alexander Janpol, Edward Nacht, Sam Rothstein, Thomas Williams, and Norman Y. Chambliss Sr., an ardent worker for the NSA. Alterations and decorations will soon be completed at our new home.

## Tinkertown Org Bows in Calif.

HEMET, Calif., Sept. 5.—Tinkertown Carnival Company, operated by Ted Bowers and William Leggewie, made its debut here when it played the Farmers' Fair of Riverside County for five days ending Sunday (30).

Company specializes in supplying kiddie rides and operates from its headquarters in Los Angeles. Booking was done by the fair thru Tiny Piper, operator of the fair's cafeteria, who in turn booked the devices.

The five rides were handled under the direction of Bowers. The contingent included a train, which Bowers designed. Copied from the San Gabriel (Calif.)

## Fair Grosses Hold Up for Isser Units

FLEMINGTON, N. J., Sept. 5.—With hefty grosses at two fairs behind them, the I. T. Shows this week were enjoying warm weather at the grounds here and looking forward to their Danbury, Conn., Fair date. Flemington, a Labor Day spot, had been an unknown quantity since the show was not aided by good weather in the several years it has played the event.

While grosses at the Middletown (N. Y.) Fair were reportedly high, Phil Isser, general manager of the shows, said that high costs skimmed the cream from the earnings. The shows hold a five-year contract at the New York event.

At the Troy Hills (N. J.) Fair the continuance of a long spell of good weather again aided the shows. Earnings were reported good with ride units working at capacity on the closing nights.

## Miami Execs Set Up Club Meeting Sked

NEW YORK, Sept. 5.—A fall-winter meeting schedule was set up this week for the Miami Showmen's Association by William Cowan, president, and Phil Cook, executive secretary.

Principal event will be the dedication of the new club building on Sunday, December 13. Regular meetings will start on Tuesday, November 3.

Memorial services will be held at the clubrooms on Sunday, December 20. The Christmas Party is slated for Wednesday, (23). On Tuesday (29) officers will be elected and the annual banquet and ball will be held on January 4. Officers will be installed on January 5. A joint meeting of the ladies and men is set for December 11.

Patty Finnerty is chairman of the banquet committee. A site for that event will be announced later. A social event schedule is being set up by Max Sharpe, chairman.

## Lagasse Clicks At Lyndonville

LYNDONVILLE, Vt., Sept. 5.—The Lagasse Amusement Company midway had a good stand at the record Lyndonville Fair which closed a three-day run August 29 in perfect weather.

Jimmy Hellman has moved over from the King Reid Shows with his Pit Show. The Florence Donahue drome chalked up good business, and Whitey Brown did okay with his Girl Show.

## Northern Expo Ends Season October 3

SHELBY, Mont., Sept. 5.—Mike Smith, owner of the Northern Exposition Shows, has completed nine of his 13 B and C fairs in Montana. Remaining fairs are at Glasgow, Baker, Ft. Benton and Kalispell. The organization closes its season with the Fall Street Festival in Bismark, N. D., October 1-3.

Al Beard, concessionaire with the show, is sporting a new Pontiac. Helen Golden, owner of the big 10 in 1 top, has added a new Dodge panel truck.

Gil Tuve, agent for the shows, reports that the wheat growers in Montana are enjoying one of the best crops in history.

line locomotive, the first steam engine, to operate in Southern California, the ride is 15 feet long. Six engines are used in the ride. They supply smoke thru the stack, air compression, and power for the record turntable and sound system. Bowers, an engineer is yet to add "talking" to the list of its features.

The train weighs 4,700 pounds. Front and back wheels steer, Bowers said.



### Carnival Routes

Continued from page 50

Byers Bros.: Green Castle, Mo., 7-8; Queen City 9-12.  
 Capital City: Dalton, Ga.; (Fair) Lawrenceville 14-19.  
 Carpenter Bros.: Butler, Ind.  
 Cattlett Greater: Harrisonville, Mo., 9-12.  
 Cavalcade of Amusements: Evansville, Ind., 9-16.  
 Cavalcade of West: Monroe, Wash.; Toppenish 14-19.  
 Central States: (Fair) Herington, Kan.; (Fair) Pawhuska, Okla., 14-18.  
 Cetlin & Wilson: (State Fair) Indianapolis, Ind.; (Fair) Reading, Pa., 14-19.  
 Cherokee Am. Co.: Chandler, Okla.; Wewoka 14-18; Madill 17-19.  
 Coleman Bros.: (Fair) Ponda, N. Y.  
 Collins, Wm. T.: (State Fair) Lincoln, Neb.  
 Conklin: (Fair) Quebec City, Que., Can.; (Fair) Renfrew, Ont., 15-18.  
 Crafts Expo.: (State Fair) Sacramento, Calif., 7-13.  
 Crafts 20 Big: (Fair) Lancaster, Calif.  
 Cumberland Valley: (Fair) Sparta, Tenn.; (Fair) Pulaski 14-19.  
 Davis United: Dunlap, Ia., 9-11.  
 Desbro: Geneva, N. Y., 7-20.

Dobson's United: Cumberland, Wis., 11-13.  
 Drago, No. 2: Walton, Ind.  
 Drew, James H.: (Fair) Charleston, W. Va.; Irvine, Ky., 15-19.  
 Dumont: Wadesboro, N. C.; (Fair) Bennettsville, S. C., 14-19.  
 Empire State: (Fair) Sweetwater, Tenn.; (Fair) Murphy, N. C., 14-19.  
 Emshoff: Westby, Wis., 11-13; Richland Center 17-20.  
 Evans United: Washington, Kan., 9-12; Lexington, Mo., 14-19.  
 Ferris, Carl D.: (Fair) Dunkirk, N. Y.; Martinsville, W. Va.  
 Fleming, Mad Cody: (Fair) Ellijay, Ga.; (Fair) Cumming 14-19.  
 Frame's Greater: Indianhead, Md., 11-19.  
 Franklin, Don, No. 1: (Fair) Texarkana, Tex., 11-19.  
 Franklin, Don, No. 2: Austin, Tex.; Bryan 15-19.  
 Finland: Bolivar, Mo., 10-12; Butler 10-18.  
 Gem City, No. 1: (Fair) Bethany, Mo.  
 Gem City, No. 2: (Fair) Trenton, Tenn.  
 Gentsch, J. A.: Louisville, Miss.  
 Georgia Am. Co.: Jesup, Ga.  
 Gladstone Expo.: (Fair) Centerville, Tenn.; (Fair) Savannah 14-19.  
 Gold Bond: (Fair) Friendship, Wis.  
 Gold Medal: (Fair) Concord, N. C.; (Fair) Hendersonville 14-19.  
 Gooding Am. Co., No. 1: (Fair) Dayton, O.  
 Gooding Am. Co., No. 2: (Fair) Fremont, O.  
 Gooding Am. Co., No. 3: (State Fair) Louisville, Ky.  
 Gooding Am. Co., No. 4: (Fair) Canton, O.  
 Gooding Am. Co., No. 5: (Fair) Hartford, Mich.  
 Gooding Am. Co., No. 6: (Fair) Van Wert, O.  
 Gooding Am. Co., No. 7: (Fair) Columbia, Tenn.  
 Gooding Am. Co., No. 8: (Fair) Hart, Mich.  
 Gopher State: Lake Park, Minn., 11-13.  
 Goree, C. A.: Perry, Okla., 14-16; Pawnee 17-19.  
 Grand American: (Fair) Unionville, Mo., 9-11; Moulton, Ia., 12-14; (Fair) Carrollton, Mo., 16-18.  
 Great Sutton: (Fair) Berryville, Ark.  
 Greater Dixieland: Bethany, Mo.; (Fair) Russellville, Ark., 14-19.  
 Groves Greater: (Fair) Jena, La.; (Fair) Many 14-19.  
 Hair's Shows of Tomorrow: Olathe, Kan., 11-12.  
 Hames, Bill: Marshall, Tex.; Tyler 14-19.  
 Hammond, Bob: (Fair) Cleburne, Tex.; (Fair) Temple 14-19.  
 Hannum, Morris: (Fair) Ebensburg, Pa.; (Fair) Elizabethtown 14-19.  
 Happy Attrs.: McConnellsville, O.; Wooster 14-19.  
 Happyland: (Fair) Cadillac, Mich., 7-11; (Fair) Allegan 14-19.  
 Harrison Greater: (Fair) Martinsville, Va.  
 Helman United: (Fair) Scotlandville, La.  
 Heth, L. J.: (Fair) Jamestown, Tenn.; (Fair) Marietta, Ga., 14-19.  
 Hiawatha: Wakeman, O., 10-12; Cromwell, Ind., 17-19.  
 Hill's Greater: (Fair) Mitchell, Neb.  
 Holly Am. Co.: (Fair) Forest Park, Ga.  
 Hottle, Buff, No. 1: Marion, Ill.  
 Hottle, Buff, No. 2: Belle, Mo.  
 Howard Bros.: (Fair) Marietta, O., 7-9.  
 Hugo's Expo.: (Fair) Richmond, Mo., 7-11.  
 Interstate: (Fair) Dyersburg, Tenn.; (Fair) Covington 14-19.  
 Jensen's: Hannaford, N. D., 11-12; (Fair) Carrington 15-18.  
 Johnny's United: (Fair) Athens, Ala.  
 Key City: Elmwood, Ill.  
 Keystone Attrs.: Barton, Md.  
 Kile, Floyd O.: Cole Camp, Mo.

## Records Tumble At Trenton, Mo.

TRENTON, Mo., Sept. 5.—The North Central Missouri Fair got a break in the weather for the first time in four years and as a result chalked up its biggest six-day run on record.  
 Leland I. McMullen, director of entertainment, reported attendance was up 50 per cent, with the grandstand and midway showing almost that much increase.

Klein Am. Co.: Lismore, Minn., 14-15; Windom 16-17.  
 Klenke Am.: Parkersburg, W. Va.  
 Lane, Leo: (Fair) Aiken, S. C., 11-19.  
 Lee Am. Co.: Albertville, Ala.; Decatur 14-19.  
 Majestic Greater: Hudsonville, Ind.; Indianapolis 15-20.  
 Manning Ross: (Fair) Salisbury, N. C.; (Fair) Leaksville 14-19.  
 Marlon Greater: Darlington, S. C.; (Fair) Kingstree 14-19.  
 Marks, John H.: (Fair) Galax, Va.  
 Meeker, Ralph: (Fair) Yakima, Wash.  
 Merriam's Midway: (Fair) Guthrie Center, Ia., 8-11; (Fair) Stanton, Neb., 13-15; (Fair) Albion 16-19.  
 Merry Midway: Trezevant, Tenn.; Gleason 14-19.  
 Metropolitan: Alexandria, Va.  
 Midway of Fun: Fay, Okla.  
 Midway of Mirth: (Fair) Star City, Ark.; (Fair) Eudora 16-19.  
 Midwest: Montpelier, Idaho.  
 Mighty Hammtree Midway: (Fair) Lafayette, Ga.; (Fair) Dallas 14-19.  
 Mighty Hoosier State: Kokomo, Ind.; (Fair) Bourbon 15-19.  
 Mighty Page: Lincoln, N. C.; (Fair) Rutherfordton, N. C., 14-19.  
 Milliken Bros.: (Fair) Jefferson, Ga.  
 Moore's Modern: Eldorado, Ill.; Wynne, Ark., 15-19.  
 Mosher Am.: Brown City, Mich., 10-12; Owendale 15-16.  
 Motor State, No. 1: Wauseon, O.; Port Clinton 14-19.  
 Mound City: St. Charles, Mo.  
 Mullins Royal Pine: Pembroke, Me.  
 Nolan Am. Co.: Columbiana, O., 10-12.  
 Northern Expo.: Fort Benton, Mont., 11-13; Kalispell 15-17.  
 Oklahoma Expo.: (Fair) Cushing, Okla.  
 Page Bros.: (Fair) Waverly, Tenn.; (Fair) Springfield 14-19.  
 Palmetto Expo.: Southport, S. C.; Fair Bluff, N. C., 14-19.  
 Pan American Am. Corp.: (Fair) Martinez, Calif., 9-13; Pittsburg 16-20.  
 Parada: (Fair) Longton, Kan., 10-12.  
 Park Am.: Gideon, Mo.  
 Paul's Am. Co.: Marshfield, Mo.; Nixa 14-19.  
 Penn Premier: (Fair) Port Royal, Pa.; (Fair) Emporia, Va., 14-19.  
 Peppers All States: (Fair) Town Creek, Ala.  
 Playtime: (Fair) Brockton, Mass., 12-13; (Fair) Plymouth, N. H., 18-19.  
 Powelson Greater: Hillsboro, O.; (Fair) Cadiz, O., 14-19.  
 Prael's Broadway: (Fair) Washington, N. C.; (Fair) Goldsboro 14-19.  
 Raines Am.: Cedarvale, Kan., 7-8; Watonga, Okla., 14-17.  
 Railey Bros.: Elm City, N. C.; Rich Square 14-19.  
 Red Ribbon: Gulfport, Miss.  
 Reid, King: Schaghticoke, N. Y.  
 Robinson, John: Menville, Ia.; Audubon 14-19.  
 Rockwell, Mike: Caldwell, Kan.  
 Rogers Bros.: Wheaton, Minn., 10-13; Glenwood 18-20.  
 Rose City Rides: Farmington, Mo., 9-12.  
 Royal American: (Fair) Topeka, Kan., 12-18.  
 Royal Expo.: Louisville, Ga.; Milledgeville 14-19.  
 Royal United: Abingdon, Ill., 9-11; Matherlyville 12-13; Atkinson 14-15; Forrester 16-17.  
 Rumble Greater: Albion, Ill.  
 Schaefer's Just for Fun: Weyauwega, Wis.  
 Shan Bros.: Sevierville, Tenn.  
 Siebrand Bros.: Payette, Idaho.  
 Smith, George Clyde: Winchester, Va.; (Fair) Warsaw 14-19.  
 Snapp Greater: Webb City, Mo.  
 Southern Valley: (Fair) Malvern, Ark.; (Fair) Hamburg 14-19.  
 Star Am. Co.: (Fair) Pocahontas, Ark.; (Fair) Marion 14-19.  
 Stephen's: Blakesburg, Ia., 10-12.  
 Stephens, C. A.: (Fair) Boone, N. C.; (Fair) Dungannon, Va., 14-19.  
 Stephens, C. A.: Boone, N. C.  
 Sterling Crown: (Fair) Bolivar, Tenn.  
 Strales, Jordan E.: (State Fair) Syracuse, N. Y.; (Fair) York, Pa., 15-19.  
 Sunset Am. Co.: (Fair) Palmyra, Mo.; (Fair) Cape Girardeau 14-19.  
 Superior: (Fair) Pomona, Calif., 18-Oct. 4.  
 Tassell, Barney: Gordonsville, Va.; Orange 14-19.  
 Tatham Bros.: Mt. Pulaski, Ill.  
 Tennessee Valley Am.: (Fair) Livingston, Tenn.; (Fair) Gainesboro 14-19.  
 Thomas, Art B.: Redwood Falls, Minn.; Watertown, S. D., 14-20.  
 Thomas Joyland: Montpelier, O.  
 Tidwell, T. J.: Belen, N. M.; Farmington 14-19.  
 Tinsley, Johnny T.: Greenville, S. C.  
 Tip Top: (Fair) Crandon, Wis., 11-13; Sister Bay 18-20.  
 Tivoli Expo.: Idabel, Okla.; (Fair) Pine Bluff, Ark., 14-19.  
 Tri-State: Bridgeport, Neb., 6-8; Potter 9-10; Pine Bluffs, Wyo., 11-12.  
 20th Century: (Fair) Huron, S. D.; (Fair) Spencer, Ia., 14-19.  
 United Expo.: (Fair) Thayer, Mo.; (Fair) Paragould, Ark., 14-19.  
 United States: (Fair) Webster Springs, W. Va.  
 Veterans United: (Fair) St. Paul, Neb., 8-11; Bruno 12-13; (Fair) Waterloo 16-19.  
 Victory Expo.: Santa Rosa, N. M., 7-9; Fort Summer 10-12.  
 Virginia Greater: Suffolk, Va.; West Point 14-19.  
 Vivona Bros.: (Fair) Leighton, Pa.; (Fair) Christiansburg, Va., 14-19.  
 Wade, W. G.: (State Fair) Detroit, Mich.; (Fair) Fort Wayne, Ind., 16-20.  
 Wallace Bros.: (Fair) Quebec City, Que., Can.; (Fair) Renfrew, Ont., 13-19.  
 Wallace Bros.: (Fair) Beaver Dam, Wis.  
 West Coast: Alameda, Calif.; San Jose 14-20.  
 West Coast Expo.: (Fair) Anderson, Calif.; (Fair) San Jose 14-20.  
 Wilcox, Dick: (Fair) Gullford, Me.  
 Williams, Ray: Shelbyville, Tenn.  
 Wilson Famous: (Fair) Sandwich, Ill.  
 Wolf Greater: (Fair) Payette, Mo., 10-12; (Fair) Greenwood, Ark., 14-19.  
 Wolfe Am.: Plymouth, N. C.  
 World of Mirth: (Fair) Rutland, Vt.  
 World of Today: (Fair) Miami, Okla.  
 Young, Monte: Salt Lake City, Utah, 11-20.

# PENN PREMIER SHOWS

worlds • cleanest • midway

## HEADING FOR DIXIELAND HEART OF THE GOLDEN TOBACCO BELT

Sept. 14 to 19      Sept. 21 to 26  
**GREENVILLE COUNTY FAIR**      **DURHAM COUNTY (WHITE) FAIR**  
 Emporia, Va.      Durham, N. C.

**CONCESSIONS** Can place Fish Pond, Ball Game, Short Range, Derby Racer, Glass Pitches, Novelties, Jewelry and some Percentage. Can place any kind of legitimate Concessions, also Grab. Can place one Coupon Store if you have Hanky Panks and Concession is in keeping with the Show. Call Harry (Buster) Westbrook, bus. mgr.

**SHOWS** Can place Snake Show, Wild Life, Fat Show or any Shows not conflicting. Can place Man to manage Life Show. I have everything complete. Frenchie, come on.

**HELP** Can always place good, reliable, sober Ride Men who drive semis. Pay day every week, plus bonus. We are out until Armistice Day.

Address all mail and wires to

**LLOYD D. SERFASS, PENN PREMIER SHOWS**  
 PORT ROYAL, PA., OR PHONE FAIR GROUNDS.

## BARNEY TASSELL UNIT SHOWS

Want for Orange, Va., American Legion Festival, week of Sept. 14, then my tobacco festival towns, winding up in Florida and opening again in Florida.

RIDES, including Merry-Go-Round, Tilt, Rolloplane or any other Ride not conflicting. SHOWS of merit. CONCESSIONS of all kinds, including Long and Short Range Galleries, Duck or Fish Pond, Balloon Darts, Pitch-Till-You-Win, String Games, Ball Games, Wheels for stock only, Scale and Age, Popcorn and Apples, French Fries, Floss, Hoop-La or any other legitimate Concessions.

WIRE GORDONVILLE, VA., THIS WEEK.

Don't let size of towns fool you.

## EMPIRE STATE SHOWS

Want for Murphy, N. C., Fair, week Sept. 14 to 19; Fairs Hill December.

Side Show, Fun House, Monkey Speedway, Unborn, Mechanical City. Will book one Major Ride and one Kiddie Ride. Concessions of all kinds. Want Ride Foremen for Merry-Go-Round, Octopus, Chairplane; Help on all Rides. Agents for Skillo, Count Store, Six Cat, Pea Pool, Over and Under. Have Line-Up Store for capable man. Will book nicely flashed Swinger and Bucket Store. Here is my Fair list: Sweetwater, Tenn., this week; then Murphy, N. C.; Georgia, Alabama, Florida Fairs till December. I will not tolerate drunks or habits, so stay where you are. If you are interested in working day and night, wire Charley Griggs, business manager. John Ziemba, wire me Sweetwater, Tenn., Fair, this week.

## KLENKE AMUSEMENTS

WANT FOR LOUISA, KY., FAIR; GREENUP, KY., FAIR, and others to follow  
 CONCESSIONS—Hanky Panks of all kinds, Grab, Popcorn, Ball Games, etc.

SHOWS—Any clean Show of merit.  
 RIDE HELP—Merry-Go-Round and Octopus, experienced men only, no drunks or chasers. Must drive semi. Contact

**FRANK GRIFFITH**  
 City Park, Parkersburg, W. Va.

# VIVONA BROS. Combined SHOWS

Can place for Montgomery County Fair, Christiansburg, Va., week of Sept. 14, and a strong route of Fairs, closing Nov. 14.  
 Want Hanky Panks of all kinds, Ball Games, Long and Short Range Galleries, Coke Bottles, Basket Ball, Snow Ball, Photos and other legitimate Concessions. RIDES: Caterpillar, Tilt or any Flat Ride. Help on all Rides. SHOWS: Girls for Dancing Show, Performers and Musicians for Colored Revue, Arcade, Mechanical Show or any money-making Grind Show. Jim Rapple, contact Harry Wilson, General Delivery, Christiansburg, Va. Leighton, Pa., this week; then Christiansburg, Va.

### WANTED

## C. A. STEPHENS SHOWS

For Scott County Fair, Dungannon, Va., Sept. 14 to 19; Union County Fair follows; Maynardville, Tenn., Sept. 21 to 26.

Concessions working for stock, Novelties, Custard, Hat Bands, Jewelry, Hoop-La, String Game, Bumper, Pitches. Will Williams wants Agents for Six Cat, Swingers, Buckets and Nail Store. Mitchell, contact or come on. RIDES: Fly-o-Plane, Spitfire, Octopus, Kiddie Rides. SHOWS: Half and Half to feature and Side Show, Acts and Bally Girls, also newly framed Grind Shows. Long season of Fairs, closing Florida December.  
 BOONE, N. C., THIS WEEK.

## GROVES GREATER SHOWS

Jena, La., Fair, Sept. 7-12; Sabine Parish Fair, Many, La., Sept. 15-19.

SHOWS: Want for best show route in Louisiana. What have you? CONCESSIONS: Hanky Panks, Ball Games, Novelties, Hats, Pitches, or what have you? All Gaming Concessions that have previously worked will work during Fairs. Wire:  
 C. S. ANSTEAD (Fairgrounds), Jena, La.; then per route.

## CAN PLACE

Long-Range Gallery, Hanky Panks, Eating and Drinking Stands for long route of bona fide Fairs. Will furnish brand-new elaborate outfit for high-class Colored Show. Must have talent and wardrobe. Need good free-act immediately. Address

**JOHNNY J. DENTON, GOLD MEDAL SHOWS**  
 Concord, North Carolina.

## AGENTS WANTED

For Six Cats and Buckets. For Memphis, Tenn., and spots to follow. Contact  
**JOHNNY PEA**  
 (Fairgrounds) Marshall, Tex.

## KIRK DECKER

Wants for long season south, starting Martinsburg, W. Va., Sept. 14; followed by North Carolina, South Carolina and Georgia.  
 Can place Foremen for Wheel, Octopus, Fly-o-Plane and Roll-o-Plane; Second Men above Rides, semi drivers; useful Carnival Help. Lee Cross, Swede Peterson, Geo. Cole, Blackie, Hank Hankins, all my old boys come on. Will take care of you. All address:  
**KIRK DECKER, Dunkirk, N. Y., this week; then per route.**

## WANTED

Two Short Range Gallery Agents, one Over 30 Under 11 Agent. Must be dependable.  
**V. E. JAMESON**  
 Care Gold Medal Shows Asheville, N. C.

# JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

LAST CALL FOR CARROLL COUNTY FAIR, HUNTINGTON, TENN.; JACKSON, TENN., A. M. & I. FAIR; JACKSON COUNTY FAIR, SCOTTSBORO, ALA.; ROANOKE, ALA., FAIR. Out until November.

Concessions Wanted: Long Range, Short Range, Snow Cone, Custard, Foot Long, French Fries, Ball Games, Hit and Miss, Bumper, String Game, Six Cat, Basketball, Coke Bottles, Watch-La, Scale and Age and African Dip. Shows Wanted: Girl Show. Will furnish top and banner line. Wild Life, Illusion or any Grind Show of merit. Operator wanted for Glass House. Help Wanted: Wheel Foreman for Twin Wheels, also Second Man, Caterpillar Foreman, Second Men in all departments, including Tilt, Merry-Go-Round and Spitfire. Must drive. All replies:

JOHN PORTEMONT, Athens, Alabama

## TENNESSEE STATE FAIR

NASHVILLE, TENN., SEPT. 21-26; ALL FAIRS UNTIL NOVEMBER.

WANT HIGH-CLASS SNAKE SHOW. HAVE SPACE FOR NEATLY FRAMED GRIND SHOWS. WANT CUSTARD FOR NASHVILLE AND BALANCE OF SEASON. CAN PLACE HANKY PANKS OF ALL KIND. WANT CAPABLE OPERATORS FOR FLOSS MACHINES. WANT FOREMAN FOR LOOPER, SALARY \$85.00 WEEKLY. CAPABLE MAN TO HANDLE WHEELS, SALARY \$100.00 WEEKLY. WANT OPERATOR FOR ICE ON STICK, LONG SEASON OF FAIRS. CAN PLACE GRIDDLEMEN AND WAITERS FOR COOKHOUSE. WANT DRIVER FOR D-7 CAT. ADDRESS:  
**AL WAGNER, Mgr., CAVALCADE OF AMUSEMENTS**  
 EVANSVILLE, IND., UNTIL SEPT. 16; THEN NASHVILLE.

## STATE EXPOSITION SHOWS

Out all winter, playing Texas, New Mexico and Arizona, opening Caddo County Free Fair, Anadarko, Okla., Sept. 22 thru 26.

Can place Merry-Go-Round and two Kiddie Rides. Want Electrician, Mechanic, Men with Wives who can work Concessions or sell Tickets. Need Foreman for #5 Wheel and Second Men on all other Rides. Want legitimate Concessions only, Cookhouse, Floss, Snow, Popcorn and Peanuts. Candy Apples, Corn Game, Photos, Novelties, Age and Weight, Ball Games, Fishpond, Darts, Pitch-Till-You-Win, Coke Bottles, Hoop-La, High Striker, Long and Short Range Galleries, Palmistry, Stum Spindle and other legitimate Concessions. SHOWS—Can place Fun Shows, Pit Shows. Want Sword Swallower and other good Acts for 10-in-1. Fair Secretaries and Celebration Committees, get in touch with us per route. Wire or write

STATE EXPOSITION SHOWS, ANADARKO, OKLA.

# A.M.P. SHOWS

Booking for Marion, Va., this week, followed by Hillsville, Va., Fair; Kings, N. C., Fair; Troy, N. C., Fair; Hartsville, S. C., Fair; Calhoun, Fla., Fair.  
 Want few Hanky Panks, especially want Water Games, Photos, Devil's Bowling Alley, Penny Pitch and Lead Gallery. Want Count and Pin Store Agents. Can place Ride Help that drive. Address:  
 A. M. PODSOBINSKI, MARION, VA., THIS WEEK.

## LAWRENCE COUNTY FAIR

Imboden, Ark., Sept. 15 to 19, followed by Clay County Fair, Piggott, Ark., Sept. 22 to 26. Place Concessions of all kinds, everything open. Eating and Drinking Stands, Cookhouse, Mitt Camp, Grind Stores. First and Second Men on Rides. Place organized Jig, Girl, Wild Life, Grind Shows, Auto, Kid Rides. Wire what have you. Bill can place few more Agents for Count Store, Skillo. Lee Hos, wire Buddy Braden.  
 ROYAL MIDWEST SHOWS, ROXY HARRIS, IMBODEN, ARKANSAS.

## WANT FOR FLAX DAYS AT WINDOM, MINN.

SEPT. 14-17. 20,000 PEOPLE EXPECTED.  
 Can place Glass Pitch, Hats, Novelties, Balloon Darts, String Game, Watch-La, Ice Cream, Snow Cones or other Concessions not conflicting. We book only one of a kind. Can place one more Show.

**KLEIN AMUSEMENT CO.**  
 LISMORE, MINN., SEPT. 14-15; WINDOM, SEPT. 16-17.



## Under the Marquee

• Continued from page 53

will have an unusually long season, with closing date about November 20. Winter quarters will again be at Pensacola, Fla. . . . **Joy Thomas**, clown on Olympia Circus, the Barnes-Carruthers fair unit, celebrated her 58th birthday with a party that included everything from fried chicken to cakes with clowns on top. Attending were **Milt Herriott**, **Eddie Helaine**, **Linda Hendricks**, **Pat Jean**, **Dick and Mr. and Mrs. Kriel**, **Henry and Ida Mae Crowell**, **Dolores**, **Dick and Al Slaggert**, **Larry Welsh**, **Bill Kanese**, and **Roy and Joy Thomas**.

**Faith King** and Her Canine Revue showed on "Super Circus" TV August 23. . . . **Mr. and Mrs. Buck Lucas** and **Faith King** visited the Kelly-Miller Circus at Valparaiso, Ind., recently. They report the show had a good turnout despite hot weather. . . . **Harry Haag's** dog and pony act returned recently from an engagement of 20 weeks with a circus in Colombia, Central America. The show was contracted by Pan American Booking Agency, Cleveland. **Massimiliano Truzzi**, juggler, and **Myrian Frances**, trapeze, left Miami recently for a 20 weeks' engagement with a circus in South America, set by Pan American Booking Agency.

About 65 members of the Circus Model Builders & Owners Association attended the recent Chicago convention, which included a day with Mills Bros.' Circus. **Joe Washburn**, Chicago, president, reports about 2,500 persons visited the miniature circus displays on the day they were open to the public. **Dr. H. H. Conley**, past-president of CFA, speaking at the CMOBA banquet, suggested a combined convention for all fan groups in 1958, 75th anniversary of the Ringling's start.

Hunt Bros. people have been celebrating the engagement of **Lou Bartin** and **Doris Gainer**. . . . **Corkey Eckerson** has joined the Hunt show. . . . **Frank Putney** is now head waiter in the Ringling cookhouse. . . . **Red Keating**, Ringling Side Show ticket seller, has reported for his Army exams. **Curtis Genders** has been doubling as Side Show talker on Ringling. **Maurice Marmolejo** has joined Rogers Bros. . . . **Bob Stevens**, formerly of Stevens Bros. and now with Hagen Bros., put out a fire by dousing it with five gallons of orangeade. . . . **Tom Hart**, King-Cristiani Side Show manager, underwent an operation at a Salisbury, Md., hospital and plans to rejoin the show in a few days.

**Johnnie Marietta** caught the Gil Gray show at Pittsburg, Kan., (14-16) and visited with the DeWayne Troupe and **Dick Doud**. **Young Gene Freeman** and his dad, **Ben Freeman**, have been clowning at Elitch's Garden, Denver. **Berni Miller** visited them recently. . . . **Roy Barrett** reports he'll play **Orrin Davenport** dates, starting with Houston, November 4-17. Barrett caught Ringling, Mills and Beatty shows.

**Al Porter**, agent and business manager for **Dub Duggan's** circus last season, hopped from Maryland to Florida and visited troupers on the way. At Jacksonville he saw **Bill Davis**, who has a riding academy and zoo. Another stop was Cocoa, where **Jack Brady**, indoor circus pro-

moter, has a motel. Porter visited the Colonial Night Club at Eustis, managed by **Mrs. Jean Duggan** while **Dub Duggan** was in Chicago on business. **Swede** and **Mabel Johnson**, troupers, are assistant manager and hostess at the club. Duggan's quarters at DeLand are open, with **Captain Rosellie** in charge of equipment and animals recently brought back from the Hagan-Wallace show.

Visitors on the Edgar B. Buck Circus at Mulberry, Ark. (27) included **Mr. and Mrs. Bill Harry**, **Zack Pierce**, **Ralph Blandin**, **C. W. Harter** and **B. C. McDonald**. Now with a railroad commissary outfit, McDonald formerly was treasurer with circuses, carnivals and parks.

**Mrs. Vivienne Mars**, librarian at the Hertzberg Circus Collection, San Antonio Library, reports receiving a bull hook from **Robert Jones**, of the Ringling elephant department, and an oil painting of a clown. The painting was presented by artist **Karl Anderson**, brother of **Sherwood Anderson**, author, and himself the holder of numerous top prizes in the art field. His paintings are in many leading galleries, Mrs. Mars reports.

**Paul Jerome**, clown who formerly was with Ringling, joined the Gil Gray show at Pittsburg, Kan. . . . **Paul M. Conaway**, Macon, Ga., attorney, will spend several days with the Clyde Beatty show in Kentucky. . . . **Keith McLean**, Milwaukee, notes that several circus museums are planned, and he suggests one be put under canvas as a Side Show.

**Dick Speyer**, manager of the animal department of the International Fertilizer and Chemical Corporation, New York, reports that a Dutch airliner from India brought in a leopard cub which he reshipped to **Howard Y. Bary** for the British Africa Zoo Train.

**Frank M. Cain** is working props with Kelly-Miller. . . . **Andrew Polas**, who formerly had the calliope hitch with Cole Bros., is driving the six-horse bally hitch with Kelly-Miller. He reports **Tommy Rogers** had the air calliope hitch formerly on Diano Bros. . . . **Richard O. Scatterday**, national advertising representative for Kelly-Miller, is doubling as 24-hour agent. . . . **Carrington Waddell**, of South Boston, Va., reports auspices of the King-Cristiani show at Richmond made \$2,000.

**Blaine Young**, for 52 years a talker, ticket seller and Side Show manager, is convalescing at Greeley, Col., following the amputation of a leg. **Joe Trousy**, **Mike Doyle**, **Charley Christian** and **Red McKittrick**, all of the Ringling show, visited him recently.

**Charles Allen** reports he bought the Hagan-Wallace bear act from **Dub Duggan** shortly after that show closed and that he now has the act working on Cole & Walters' Circus.

**Dolly Castle**, formerly with **Rhoda Royal's** elephants and cat act on Hagenbeck-Wallace, Sparks and Barnes, advises that she was to enter Jackson Memorial Hospital, Miami, for critical surgery Monday (31).

## PNE's Gate

• Continued from page 49

the exhibition. For his publicity chief, he has **Charles M. Defieux**, veteran newspaperman, with a background in public relations and a flare for show business.

Major amusement attraction—and a thumping crowd-puller—is the Polack Bros.' Circus (Western Unit, guided by **Louie Stern**) in the 5,080-capacity Forum. The Polack show, which is on a two-a-day basis, plus extra shows today and Labor Day for a total of 24 performances, actually will have given 25 before the close; Kids' Day demand Monday (31) was so big an unscheduled performance was added.

All of the Polack performances thru the first six days were turn-away, capacity or near capacity crowds, with turnaways the rule at night. Circus appearance is sponsored jointly by PNE and the Shrine, with the circus in on an outright sale. **Mickey Blue**, Polack promotional director, worked the date for the sponsors, directing ticket sales and the program, a 130-page book.

**Justus Edwards**, Polack publicity director, pulled out all of the stops in press-agenting the stand to turn in an outstanding job. Almost daily for the past 10 days every one of the city's three newspapers have carried features, with some using as many as four different features on one day. Old-time showmen pointed out the treatment obtained by Edwards from the press hit an all-time high, both in space and number of features used, for this city.

**Harold Alzana**, in from Sarasota, worked as a replacement for the Terrific Triskas on the high wire. The Triskas will return to the line-up at the next stand, Eugene, Ore.

The engagement here is the sixth straight for Polack at the PNE. The first three years the circus was presented in the Forum for the last seven days of the fair's run, with name attractions, such as **Jimmie Durante**, in the first four. The name attractions, however, failed to click; in fact, they proved substantial losers. The circus meanwhile continued to build, and three years ago it was put into the Forum for the full run. By now, it has become virtually an institution at the PNE.

The circus operates at popular prices, with general admission \$1 for adults and 50 cents for kids at all times, and with reserved seats at \$1.50.

### Gayway Ops Win

The Midway—or Gayway here—lured huge throngs during the fair's first six days, and ride ops, showmen and concessionaires enjoyed whopping patronage. Line-up of attractions was put together by **Dave Dauphinee**, fair's midway supervisor, who doubles between fairs as manager of the Forum. Rides of U.S. as well as Canadian operators are in the Gayway line-up. (For details, see story in the Carnival section.)

Other principal attractions on the grounds include a free outdoor show, consisting of talent recruited from the area presented from noon to 10 p.m. daily; running horse races with pari-mutuels, leased out by the exhibition, and a hobby show carrying an admission fee.

Major plant improvement, a combination manufacturers', electrical appliance and British Columbia exhibit building, which when completed will cost about \$1,500,000, was not ready in its entirety for the opening. Portions of the structure, which will have 36,000 square feet of space for commercial exhibits, were used. Bad weather breaks prevented completion on schedule. The building, according to plans, will be finished during the winter months, and a part of it—that devoted to a British Columbia exhibit—will be opened in May. The B. C. exhibits will be featured by an 80-foot square relief map of British Columbia and neighboring States and provinces.

A major improvement to the plant completed in time for this year's run was the modernization of the electrical system, a \$165,000 project, that removed most light poles and put most of the wiring underground.

A new stadium, to seat at least 25,000 people and to be partially covered, is to be erected on the exhibition grounds in time for the 1954 British Empire games. Details of design were being ironed out this week at a succession of meetings between PNE execs and officials of the British Empire games.

## Talent Topics

• Continued from page 48

chores, worked the recent Gladoli Festival in Coloma and also made a TV appearance on a Kalamazoo, Mich., station.

The Flying Berrys are keeping busy on the road this summer but between engagements are busy tending the crops at their Lone Jack, Mo., farm, the troupe remained on the farm from May 1 to July 18 during which time they put in 85 acres of corn. They then played several weeks in the Catskill Mountains and opened 11 weeks of fairs for **George Hamid** in the East. Final fair is Augusta, Ga., early in November after which they'll head back to the farm to harvest their corn. The Berry youngster now has his own act, doing Western dress type talk, juggling and unicycle, but his ambition is to play guitar and sing hillbilly songs.

**Corinne Dears**, of the **Beri and Corinne Dears** duo, is currently doing her aerial acts and cloud swing at Playland Park, Rye, N. Y. where she will close Labor Day. They will play the Quebec City fair before returning to the Middle West to prep for indoor circus dates.

Acts playing the Lyndonville, Vt., Fair, which closed Saturday (29), included **Wally Rand**, emcee; the **Flying Serolas**; **Seavey & Babson**, sharpshooters; the **Daniels**, comedy juggling; the **Dennati Trio**, tumblers, and **Betty Gribben**, hillbilly comedienne.

**Al Trabell**, tight-wire dancer, closed his outdoor season at the Nazareth, Pa., Fair, and will reopen his dancing school in Irvington, N. J.

The Kriel Family is in its fifth week of fairs for the Barnes-Carruthers office. While in Mason City, Ia., they renewed acquaintances with **Tilton's Comedians**.

Talent on the Barnes-Carruthers Olympia Circus unit at Midwestern fairs include the **Riding Arnolds**, with **Henry Crowell**; **Miss Helaine**, single trapeze; **Cole Bros.**' Liberty horses, ponies and Elephants; **Eddie Hendricks**, wire; **Don and Delores**, trampoline; **Eric Erickson**, high pole, and the **Kriel Family**, acrobats. Manager of the unit is **Milt Herriott**, who also presents the Liberty horses. . . . **Capt. Guy Leslie** and **His Wonder Seals** played the K. C. indoor circus in Newark, N. J., August 29-30. He then returned to the Hunt Bros.' Circus, where he had been playing the season.

**Jay Jaxon** writes from Wisconsin that **Charles Zemater's** grandstand show, playing the Northern circuit of fairs thru that State, includes the following: **The Great Eugene**, high-wire Art and Marie, bicycles, **Jay Jaxon**, ventriloquist and high-stilts; **Eric and Eula**, chimp act; the **Ballantines**, electric harmonicas; the **Margot Koche** line of dancers, and **Dick Sharke**, organist. **Dick Ware** is emcee. The unit opened at Mondovi, Wis., July 31 and closes the season September 19 at Coldwater, Mich.

**Henry and Thelma Craig** presented **Craig's Chimpanzees** at the fair recently in Austin, Tex. Says **Thelma**, "We played the fair in Austin with success. On the kiddie matinee, the show ended up with the announcer presenting 'the youngest aerial performers.' They we turned the chimps loose on the **Aerial Snyders'** swaypole rigging. Their routine was a little ragged, as it was only their second time up. The smallest chimp, **Buddy**, enjoyed the proceedings by doing a strip-tease on top the swaypole. The act was enjoyed by everyone especially the chimps. We wind up our season in Waterloo, Ia., in October."

**Mr. and Mrs. George Poole** recently celebrated their 50th wedding anniversary at their cottage at Waterbury on Indian Lake, near Russells Point, O. Mrs. Poole, the former **Sadie Morgan**, trouped the old Gus Sun Time for many years as a pianist and later rehearsed many of the tabs that

organized in Springfield, O. The Pooles now make their home in the latter city.

**Lou Greiner** guiding light of Sandy Beach Park, Russells Point, O.; **Happy Golden**, veteran vaudeville and minstrel performer and an employee of Sandy Beach the last 14 summers, and **Tom Powell**, veteran showman, held a reunion at the funspot August 30, the first meeting in 25 years. Greiner and Golden formerly worked for Tom on the latter's Tom Powell Minstrels back in 1916.

The Pan American Booking Agency, Cleveland, has the grandstand show at the Montgomery County Fair, Dayton, O., this week. This is the agency's third year at that spot. The show, headlined by **Jerry Colonna**, includes the **Wallenda Troupe**, high-wire the **Karrolls**, ladder act; the **Sisters Marga**, iron jaw; the **Valencianos**, trampoline; the **Farias**, rolly bolly; the **Spanola Sisters**, perch act; the **Glorians**, hand-balancing; **Pickard's Seals**; **Capt. McDonald**, high diver, and the **Lindsay Lovelies**, line of 15 girls.

**Aerial Alcidos** (**Sid Kay** and **Beverly**) began their fair season in late July at the Bristol (Va.) Fair where **Sid** met the **Cisco Kid** (**Duncan Rinaldo**) and **Pancho** (**Leo Carillo**), who also played the date. It was the first get-together for **Sid** and **Carillo** since they played the **Delmar** (Calif.) Fair in 1938. The **Alcidos** played Blount County Fair, Maryville, Tenn., August 31-September 5 and are set for fairs thru Georgia, Alabama, Louisiana and Texas booked thru the **Ernie Young** and **Gus Sun** offices. They close November 1.

## BINGO HELP WANTED

Experienced Callers and Counter-men. No drunks. Good spots. Top pay. Wire

**BILL STACY**

Fair Grounds, Columbia, Tenn.

## WANT AGENTS

For Scales, Age and Novelties for New Jersey State Fair, Trenton, and Virginia State Fair, Richmond.

Apply

**A. HYMES**

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## KIDDIE RIDES

Have 4 good Central Kentucky Drive-In Theater locations. Will lease or rent on P.C. Miniature Train, Toonerville Trolley, Kiddie Merry-Go-Round, Ferris Wheel, Boats or any good Kiddie Rides. How soon can you come?

**TWILITE**

Box 147, Central City, Ky.

## HALL & LEONARD SIDE SHOW

Enlarging. Can place Working Acts, Freaks, Bally Girls, Mitt Camp, Ticket Seller and Glass Blower. State salary first letter. No drinkers.

**Ward Hall-Harry Leonard**

Cavalcade of Amusements

Evansville, Ind., now; then as per route.

## CASH REWARD

for information as to whereabouts of Eugene (Jean) Jones, concession agent, home Augusta, Ga. Driving 1951 Chrysler. Phone or wire collect.

**R. McCORMICK**

G. M. Bldg. Pittsburgh, Pa.

Phone: MUseum 1-2700

## BINGO HELP WANTED

Good Caller, Relief Callers, Counterman, Stock Man. Long route of Fairs, good salary. Contact at once.

**DANNY DORSO**

Care O. C. Buck Model Shows

Peekskill, N. Y.

## TEXAS COUNTY AND PANHANDLE DISTRICT FAIR

Guymon, Oklahoma, Sept. 15-19

Western Oklahoma's biggest Fair; followed by 4 Texas Fairs: Mesquite, Seguin, La Grange and Three Rivers.

Want Pop Corn and Peanuts, Floss, Long Range, Glass Pitch, Grab, Jewelry, Hi-Striker, Duck Pitch, Basket Ball, Clothes Pin, Watch-La, Coke, Hats, etc. Rides: Pony Ride, Tractors, Fly-o-Plane, Roll-o-Plane or any other not conflicting. Shows: Big Snake, Monkey, Motor Drome or Mechanical. Help: Wheel and Merry-Go-Round Foremen who can get it up and down.

**CARNIVAL MANAGER**

SEPT. 7-12, BEAVER, OKLAHOMA

### ALL FAIRS

## KINGSTREE, S. C., Sept. 14 to 19

Followed by Dillon County Fair, Pageland; Shelby Negro Fair, Charlotte—6 more Fairs to follow.

Will place legitimate Concessions of all kinds—Scale and Age, Glass Pitches, High Striker. Attention, Ride Owners: We can place Thrill Rides and Kiddie Rides for our outstanding Fair dates. Attention, Showmen: Can use outstanding Minstrel Troupe. Will book organized unit. We have top, front, everything complete. Will guarantee high salaries. Want Side Show, Monkey Show, Mechanical Show, Fun House. Attention, Ride Help: Can place Ride Help of every description for long season. All replies to

### MARION GREATER SHOWS

MARION H. SPILLERS, Owner, or F. E. SPAIN

This week, Darlington, S. C., Festival; followed by Kingstree Fair.

## LEO LANE SHOWS

The South's Finest

WANTED for Aiken Co. Fair, Aiken, S. C., starting Friday, Sept. 11, to 19. Few choice spots open for those wishing to join Sept. 13 or 14. Allendale, S. C., follows; then Jenkins Co. Fair at Millen, Ga., with continuous run of fairs ending at Belle Glade, Fla., Nov. 28.

Hanky Panks of all kind, no X. Rides not conflicting. Shows of merit. Ride Help—Wheel Foreman, Roll-o-Plane Foreman, Second Men on all Rides—must drive. Top pay, long season. Want Monkey Drome Manager and Inside Man.

All Answers: LEO LANE SHOWS as per route.







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**CANES**  
B15N1, Pennant Canes, Per 1,000, \$15.00  
B15N2, Heavy Bamboo Canes, 22.50 Gr.  
B15N4, Maple Canes, 30.00 Gr.  
B15N5, Maple Heavy Canes, 42.00 Gr.  
B16N6, China Head Canes, 14.50 Gr.  
TINSEL HEAD INSIDE SUMMER FLYING BIRDS  
B33N27, \$ 7.20 Gr.  
FUR MONKEYS WITH HIGH HAT  
B33N81, 7 1/2" \$ 7.20 Gr.  
B33N18, 12" \$ 27.00 Gr.  
With Celluloid Head, Hat and Pipe  
B33N24, 7 1/2" \$ 8.40 Gr.  
B33N25, 9" \$ 15.00 Gr.  
HAWAIIAN LEIS  
B46N27, 11/16" Imp., \$ 1.75 Gr.

**CELLULOID FEATHER DRESSED DOLLS**  
With High Hats, Earrings and Canes.  
B34N7, 4" \$ 8.40 Gr.  
B34N3, 7" \$ 16.50 Gr.  
B34N9, 9" \$ 27.00 Gr.  
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B45N13, 12" Coolie Hats \$24.00 Gr.  
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FOR YOUR BAR

Now \$3.60 PER DOZ.

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**ORIGINAL ART BRONZE BRUSSELS BOY**  
Packed 12 in Beautiful Counter Display Box.

Above in Deluxe Acetate individual gift boxes. \$6.00 per doz ppd. Electric Demonstrators for Hot Locations. \$10.00 JOBBERS—Please write on your Letterhead

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Runs 10 to 20 minutes on Alka Seltzer tablet

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SEND FOR OUR GENERAL CATALOG LISTING IDENT-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

**RINGS \$5.50** Per Gross and up **HAND POLISHED IDENT \$7.50** Per Gross and up

NO. 2400, assorted styles—per gross \$5.50 NO. 2000, aluminum ident—per gross \$7.50

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Free Vibro-Graver Outfit with Each Order Amounting to \$100.00 or MORE.  
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To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

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<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personal
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
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3 Indicate below the type of ad you wish:  
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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

**A TO Z IN COMEDY—GAGSTER'S COMI-** collection; contains adlibs, hecklers, monolog, parodies, etc. \$2. Novelty stag lines, Nos. 1 and 2, each \$1. George Schindler, 1613 East 29 St., Brooklyn 29, N. Y.

**Cash In On BIGGER RETURNS**  
Try a Lucrative DISPLAY CLASSIFIED style of ad see 1st page this section

**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** stunts, ribs and insults; timely quips, gusty verse and tested rib ticklers; prize raffles, peppy wheezes and spicy mots for femcees; also racy wisecracks, snappy imitations and lusty ditties for rowing wit and social filler. \$2. Keen 'em laughing. Buster Rothman's Universal Gag Retort! Supply Works, 473 Broadway, Bayonne, N. J.

### AGENTS & DISTRIBUTORS

**AMAZING PRICE REDUCTION FOR JOBBERS, distributors, wagon jobbers.** Select package 16147 Segundo, San Lorenzo Calif. 0e31

**AMAZING MONEY MAKING OFFER—\$50** or more selling 100 boxes America's leading Christmas Cards. Samples on approval. Complete line. Free samples Personal Christmas Cards and Stationery. Sensational bonus. Write Lorain Art Studios, Dept. 101, Vermilion, O.

**A 300% PROFIT 1953 SEWING MACHINES**  
\$189.50 Nationally Advertised Price. Free attachments given first week orders. **SAMPLE \$49 PREPAID**  
McKaskle 501 Elgin Houston, Texas

### ANIMALS, BIRDS, PETS

**A BIG FRESH STOCK—ANIMALS, BIRDS** and reptiles. Buy direct from the world's largest direct importers of all Central American stock. White Faced Black Ring-tails, Golden Spider Monkeys, Central American Boas, Big Red Tailed South American Boas, America's largest stock fresh fat Diamondback Rattlesnakes, Tegu Lizards, Caiman, Alligators, Crocodiles, Coati Mounds. Open your fair with our special complete Reptile Exhibit. Includes one big S. A. Boa value \$30; one giant Tegu Lizard, value \$15; one Caiman, value \$15; four giant "world's largest" Diamondback Rattlesnakes and at least \$20 value in other assorted reptiles; total value over \$130; all for only \$100. Special Rattlesnake Dens, \$50; includes 10 fresh fat Rattlesnakes with more than 40 total feet; includes that's less than \$1.25 per foot. Five foot Diamondbacks, \$7.50 each in lots of 4 or more; six foot Diamondbacks, \$10 each in lots of 4 or more. All snakes fresh and fat; 100% live arrival and absolute satisfaction guaranteed. Pet shops and wholesale dealers phone for special deal on Golden Spider Monkeys in lots of 5 or more. Phone 583-M-4 after 7 p.m. only. Tropical Import Co., Sildell, La.

**ALLEN OFFERS THESE SPECIALS—**  
Hooded Cobras, \$35; South American Boas: 5 feet, \$8; 6 feet, \$11; 7 feet, \$17.50. Rock Pythons: 6 feet, \$35; 7 feet, \$40; 8 feet, \$60; 9 feet, \$75. Anconadas: 6 feet, \$10; 7 feet, \$15. Mexican Beaded Lizards, \$25; Cook's Tree Boas, \$5; Copperheads, \$2; Hundreds of Brown Water Snakes, 3 feet, \$7.50 dozen; Yellow Rat Snakes, 4 feet, \$27.50 dozen. Ross Allen's Reptile Institute, Silver Springs, Fla. Phones: MArion 2-7080 and MArion 2-6369.

**FOR SALE**  
Beautiful, Young, Whitefaced CHIMP  
Healthy, 40-50 Pounds, \$450.  
GILBERT CORNELIUS, OMRO, WIS.

**ANACONDAS, BOA CONSTRICTORS, DRAG-** ons, Tegus; we have them all for immediate shipment. Dens of snakes, \$25 and up; complete reptile exhibits, \$50 and up. Let us supply you with a few new animals and birds for your fair needs. This week's special: "Giant Tegu Lizards, \$10, and seven foot heavy bodied Boa Constrictors, 2 for \$35." Tarpon Zoo, Tarpon Springs, Fla.

**ALLIGATOR, 8 FT.; 38 3 FT. AND OVER** in tandem show trailer, \$1,000. Sell one or all. Call Arvada 474J or write 5365 Allison, Arvada, Colo.

**ATTENTION, PET SHOPS, ANIMAL DEAL-** ers, large exhibits. Import direct from Central America. Direct air shipments to Miami, New Orleans, Los Angeles, White Faced Black and Golden Spider Monkeys, Black Howlers, Ocelots, Jaguars, Spotted Caiman, Crocodiles, Snakes, Iguanas, Animal Compound, Apartado 348, Managua, Nicaragua, Central America.

**BABY "ET MONKEYS—CINNAMON RING-** tails, \$30; Spiders, \$32.50; Squirrel Monkeys, \$22, 5 for \$100; Whiteface Ringtails, \$35 each; Baby Coati mounds, \$25 each; Baby Hill Mynahs, guaranteed best talking birds, \$30 each; assorted Toucans. Bronson Tropical Birds, 2228 Amsterdam, N.Y.C. 0e19

### NEW "TAS" EXPENSE ACCOUNT RE-

port and Income Tax Deduction Record; sells on sight. Stores, individuals; profit 100%; salesman's necessity; 30-second demonstration. Send name and address; demonstration sent on approval. Dept. 247, Box 9013, Houston 11, Tex.

**ONE FLY COFFIN CATCHES 20,000 FLIES—** Demonstrate on Fair Grounds and keep concessions fly free. Do fantastic volume selling this self-demonstrator. Similar items retail \$4.98 each; rush \$1 for three samples. Packed 3 dozen to case, your cost \$7.50 case. Full freight allowed on 25 case orders; your cost \$6.75 per case. Demonstration goods allowance on quantity orders. Patricia Murphy Co., 6432 Cass, Detroit 2, Mich.

### PAPER MEN THROUGH THE UNITED STATES

You can buy State Maps thru us if not connected right. The George F. Crum Co., Harry Goodall, 730 E. Washington St., Indianapolis 7, Ind. 0e19

**PROFIT PACKED CHRISTMAS SALES—** Famous brand French perfume, Eau De Cologne, combination Perfume-Manicure Cutlery gift sets, wildlife sellers; lowest factory prices; giant profit and bonus plan. Free catalog with sample order. Write for free catalog, Lido Products, 126 Bleecker St., Dept. B-2, New York. 0e17

### REVOLUTIONARY NEW RAZOR THAT

sharpens itself. You can be first in your area to sell this sales-proven item which gives hundreds of perfect shaves from one blade. Solves all shaving problems; every man is your prospect and every woman will love to give it as a gift. You can make big profits with this \$5 seller. Write now to Shavety First, 271 Fifth Ave., N. Y. C.

### SELL QUALITY TIES — YOUR PROFIT,

140%. Buy low as \$3 per dozen; catalog free. Loren Specialties, 4351-H Flournoy, Chicago 24, Ill.

### SELL LIQUID LATEX—FREE PRICE LIST;

sample assortment, \$2.50; better quality, \$5. Atomic Specialty Sales, 5512 West Jackson, Chicago 44.

### SHINE SHOES WITHOUT "POLISH"—NEW

invention, lightning seller; shoes gleam like motor. Samples sent on trial. Kristee 121, Akron, O.

### 80% PROFIT ON \$1 SALES—AMAZING

Automobile Cleaner; your name on labels. Free sample Kolamite Mir., Box 572 Dayton 1, Ohio. 0e26

## BEAUTIFUL CROSS

**MIRACLE CROSS**  
When you place the center to your eye you can see the **LORD'S PRAYER** clearly and distinctly.

REALS UP TO \$6.95 EACH

**OUR PRICES TALK !!!**  
999-N Set with 12 brilliant cut stones, Chain and Cross in beautiful white 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!**  
No. 185 Full of Life! Fire! Brilliant! \$3.85 doz. \$45.00 gross  
Gold finish. White brilliant center Red sides.

No. 712-C \$2.75 doz. \$30.00 gross  
Double head iml. cameo with 2 brilliant side stones. Quick seller. Gold finish.

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. Gold finish.

Deposit with all C.O.D. orders. Please state your business. Rated whole salers, write for samples.

**PROVIDENCE RING CO.**  
49 Westminster St., Providence, R. I.

**Attention, Promoters!**  
The New Retractable **BALL PEN** Only \$36  
Gross Sample Dozen \$3.50  
with New MIRACLE INK  
Guaranteed Not to Leak Not to Smudge  
PRESS BUTTON—IT WRITES  
PRESS CLIP—POINT DISAPPEARS  
Immediate Delivery. Ann. 0e19  
25% Dep., Bal. C.O.D.—2 Samples, \$1.00.  
**PACKARD BALL PEN**  
28 East 22nd St. New York 10, N. Y.  
SPring 7-7180

## FREE! FREE!

LATEST GIANT **WHOLESALE CATALOG**  
MONEY MAKING OPPORTUNITY  
Agents—Distributors—Salesmen  
Deal direct with nationally known wholesale house. Originators and promoters of fast-selling novelties and distributors of NATIONALLY ADVERTISED merchandise! Write for FREE catalog today!  
Novelties • Jewelry • Carnival Mide • Leather Goods • Toys • Premiums.

**GEM SALES** 533 Woodward Detroit 26, Mich.

**Big Profits**  
Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢.

**Bart Mfg. Co.**  
303 Desraj St. Brooklyn 2, N. Y.

**FOR SALE**  
Beautiful, Young, Whitefaced CHIMP  
Healthy, 40-50 Pounds, \$450.  
GILBERT CORNELIUS, OMRO, WIS.

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Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢.

**Bart Mfg. Co.**  
303 Desraj St. Brooklyn 2, N. Y.



**SOLID STERLING SILVER ENGRAVING FRIENDSHIP RINGS**

NEWEST SENSATION bound to sell on sight. More beautiful more costly looking than any we have ever seen.

**Sterling's Best**



3 excitingly different styles to choose from, all with heavy engraving plate. Shipped assorted or one pattern. Solid Sterling with plenty of weight.

**450** doz.  
\$48 gross in gross lots only

Free display tray with each doz. rings



Minimum order 1 dozen. Sample dozen shipped for \$5 postpaid. Send for catalog

View showing engraving plate

STILL GOING STRONG! Solid Sterling Silver Good Luck Engraving Rings with Tray \$6 doz. complete.

35% deposit with order, bal. C.O.D. \$20 min. on all orders from Canada and other foreign countries.

**STERLING JEWELERS**  
PHONE ADAMS 4621 44 E. LONG STREET, COLUMBUS, OHIO

**LITTLE ATOM**  
World's Smallest Pistol

Biggest Profit Product Ever Offered!

BANG! UP YOUR PROFITS WITH "LITTLE ATOM" IT SELLS ON SIGHT WITH A BANG!

The Tiny Pistol 1 1/2 Inch Long Uses Ammunition (Blank Cartridges) That Actually Shoots.

JOBBERS, DISTRIBUTORS  
Write, Wire, Phone for Quantity Prices.

**G & S Mfg. Co.** 204 B NASHVILLE 3 TENNESSEE



Standard Model Western \$1.18  
Standard Model Eastern \$1.12  
Standard Model Western \$1.12

**CLOSEOUTS!**  
BELOW MANUFACTURERS COST

Earrings, assorted styles and colors. \$25.00 a gross. No less sold. Satisfaction guaranteed. Send 1/3 deposit with all orders.

**HEATH DISTRIBUTING CO.**  
3253 Vineville Ave. Macon, Ga.  
Phone: 5-6565

**Easy to MAKE MONEY**  
with FAMOUS BOSTONIAN SHIRTS

Here's thrilling money-making opportunity in your town, spare or full time. Buy famous Bostonian Shirts for men and Bostonian man-tailored Blouses for women. All styles, sizes, fabrics, colors. Finest quality. LOW PRICES. Also rain wear, slacks, underwear, etc. No experience needed.

**FREE BIG SALES KIT**  
with Fabric Samples

Just send name and address. See how easy it is to make big money with old, reliable company. Get elaborate, costly presentation FREE and start at once.

**BOSTONIAN MFG. CO., Dept. B-34**  
59 Sackford Street, Boston 30, Mass.

**MAGIC PYRAMID**

World's greatest puzzle! You can make a Pyramid with the two plastic parts. When others try they fail! Packed in beautiful plastic gift box.

Sample 50c.  
DEALER'S PRICE: \$4.00 for 2 doz.; postpaid. Remit with order.

**D. ROBBINS & CO.**  
127-B, W. 17th St. New York 11, N.Y.

**JOBBERS!**  
Write for quantity prices!

**HIGH - DIVING - HORSES**  
Well Trained Paints—Good Performers  
**J. E. BOWMAN**  
1719 Tyler St. Amarillo, Texas

**MEXICAN YOUNG TAME BURROS**, \$45 each, Laredo, or at \$90 prepaid, from 4 to 8 months old. Mexican Saddles for Burros and Ponies at \$35 complete. Laredo. General Mercantile Co., Laredo, Tex.

**RHESUS MONKEY - BRIDGE JUMPER** from pony. Dog Act: Performing Birds, all the best. Pamahaika Studio, 3504 N. Eighth St., Philadelphia 40, Pa.

**THREE TAME BABY COLLAR AND CHAIN** broken Indian Leopards, \$450 each. Tropical Hobbyland, 1525 N. W. 27th Ave., Miami, Fla.

**TWO TAME BABY FEMALE JAGUARS**—One super-tame female half grown Puma, \$250 each; tame Sooty Mangabey Monkey, 6 months, \$75; Tame Hamadryas Baboon, \$200; tame Rhesus Monkeys, \$35 each; Coatimundi, \$20; Emus, \$150; tame Himalayan Bears, \$125; Giant Cassowaries (world's largest turkey), \$600 each; Kinkajou (honey-bear), \$35; Spider Monkeys, \$35 each; plus many more items for immediate shipment. Miami Rare Bird Farm, Kendall, Fla. se19

**BUSINESS OPPORTUNITIES**

**COUNTY SEAT THEATRE**—34 SEATS, non-competitive, large drawing area. Modern building rents \$65, good equipment, cry room, air conditioned, room for wide screen, \$8,000 terms. Shelby Theater, Shelbyville, Mo. se19

**FOR SALE—PORTABLE ROLLER RINK**, 100x40, complete now operating in De Motte, Indiana; must be moved by Nov. 10. John M. Koster Jr., De Motte, Ind.

**HAMBURGER, HOT DOG RESTAURANT** trailer; fully equipped, going business or movable, \$1,600. Nass, 2772 E. 75th, Chicago, Ill. Essex 5-8957. se19

**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. se19

**NEW ELECTRIC MACHINE BAKES** greasless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn. se19

**OWN A GARDEN GOLF BUSINESS—EXPERIENCE** unnecessary; permanent income; details. Spencer Brockway, 112 Broadway, Seaside, Ore. se19

**SACRIFICE - OWNER RETIRING: WILL** sell Arcade with 110 amusement machines; also Evans Shooting Gallery in the only all year around Amusement Park in Cuba for \$25,000. F&S Amusement, 343 N.E. 17th St., Miami, Fla. Tel. 9-9107. se12

**SURE-FIRED GIMMICK TO MOVE USED** cars. Peddle to local lots on percentage basis. Send one dollar for complete details to Jim Bonnette, 646 Merriek, Shreveport, Louisiana. se19

**\$50 A WEEK SPARE TIME**  
Address postcards at home  
Just send me your name and address  
**E B LINDO WATERTOWN, MASS**

**FORMULAS & PLANS**

ANY FORMULA, \$3. FORMULA CATALOG and chemical instruction sheet, 10r. Joseph H. Belfort, 216 W. Jackson Blvd., Chicago 6.

**BRITISH OFFERS—24 MANUFACTURER'S** Formulas: Cosmetics, Toilet, Medicines, Paints, Polishes, Cleaners, Inks, etc., etc. All 24 only 25r! Balloons, \$1 gross; six gross, \$5! Invisible Menders, 25r each! Stamp collectors: British Coronation First Day Covers (complete sets), \$1 (31/8/53). Exchange free your used magazines for new British current copies (same value). Send Bills, P.O.'s, Stamps, Cheques to S.P.Q.R. Enterprises (REGD), 141, Edgeland Road, Oldham, Lancashire, England. (All literature sent free). All carriage free!

**FOR SALE SECOND-HAND GOODS**

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers Krisps Korn, 120 S. Halsted, Chicago, Ill. se24

**ALL ELECTRIC PEANUT ROASTERS AND** corn poppers. Counter models, also portable machines. Catalog free O Y Bartholomew, Vineland, N. J. se26

**CUSTARD TRUCK IN GOOD SERVICE—**See any time, \$1,000; make an offer. Holland Esso Service, 768 Delaware Ave., Palmerton, Pa. se26

**FOR SALE—SECOND-HAND SHOW PROPERTY**

A BIG LOT EXCELLENT USED 16MM sound feature pictures—many previously eased only—now for sale at \$29.95 up. Excellent used 16mm sound projectors—Vatco 3019's, Victor 24's, 25's, \$99.95; many models in all leading makes, \$119.95 up. New used 16mm sound shorts at bargain prices. Big catalog free. Blackhawk Films, 703 Eastin Bldg., Davenport, Iowa. se26

**ALL 16 MM. SOUND - WESTERN, \$18:** Features, \$21-\$24; Serials, \$5 episode. Used projectors cheap; program rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.

**BAZOOKA JOINT—SELL OR TRADE FOR** car. Make offer: 4 guns, large new compressor. 1465 English, Indianapolis, Ind.

**BLEACHERS - ALL TYPES FOLDING** chairs, stadium cushions, screens, theater chairs, sidewall tents. Lone Star Seating Company, Box 1734, Dallas, Texas.

**BUILD \$100 TWELVE PASSENGER KIDDIE** Chairplane from tested plans, \$5; free 43 plan circular. Brill, Box 875, Peoria, Ill.

**CAFE—ONLY ONE IN TOWN, COTTON** good, 3 guns running, coming oil field; also have corn game, A-1 condition, Auto Ride, Ball Games, Concessions, Transformer, Cable. Box 71, Gilliam, La.

**CUSTOM BUILT SCHULTE CONCESSION** trailer, equipped with Fryer, Fryer, Refrigerator, 4-Burner Gas Stove with oven, Ice Cream cabinet; has bath and shower, toilet, bedroom, beautiful interior; 27' two months old. Bargain at \$4,000. R. J. Jones, Mt. Holly Springs, Pa. se19

**FOR SALE—ALLAN HERSHEY LUNAR** Rocket and C. Cruise. Both rides in excellent condition and up and running. For a good deal call now. Samuel Edelstein, 1200 4th Ave., Asbury Park, N. J. A P 2-3152. Will finance. se12

**FOR SALE—SHORT RANGE LEAD TWO** gun gallery on wheels, 78" by 10' gallery, 1 gun, targets, 4,000 22 shells, \$300 Super Wizard candy floss machine, two double spinner heads and 8' by 8' center joint, \$250. E. A. Miller, 2245 Date St., Louisville, Ky.

**MISCELLANEOUS**

HANDWRITING ANALYZED - SEND \$1 plus stamped self-addressed envelope. F. Holmes, 15a E. 27th St., New York 16, N. Y.

**MUSICAL INSTRUMENTS. ACCESSORIES**

FOR SALE—NEW CLAVIOLINE, REGULAR price, \$395; our special only \$300. Sommers' Song Shop, Prophetstown, Ill.

FOR SALE—TANGLEY CALLOPPE, TRUCK, electric motor and power unit, All in first-class condition. Box C-409, c/o Billboard, Cincinnati 22, O.

WANTED - DEAGAN ELECTRIC BELLS, prefer 48 keyboard. Will pay top price for same. Write R. L. Fleenor, 832 State St., Bristol, Tenn. se19

**PERSONALS**

AROUND THE WORLD REMAILINGS—Letters from Chicago, 25r; Package, 50r; relay from other U. S. A. cities, 75r; Monthly Business and Personal Address. Countries send 10c. C. Mack's M. O., 5656 North Hermitage, Chicago, Ill. se12

MAIL ADDRESS—USE MY OFFICE; LET letters forwarded daily; telephone service, public stenographic, stary public. Esther Lavin, 913 N. Rush St., Chicago 11, Ill. Michigan 2-6322. se12

THOUSANDS BUY BY MAIL DAILY!—GET inside information on mail order selling: Ideas, Plans, Methods, Product Sources, Media, Foreign Contacts. 5,000 word report \$10. \$1 Elson, Box 1631-BB, Fargo, N. Dak. se26

**FOR SALE—LONG RANGE SHOOTING** Gallery; cost \$1500; sacrifice for \$400; excellent shape; not junk; real bargain. Chas. R. Cain, Box 86, Vining, Kan.

**FOR SALE - REFRESHMENT TRAILER;** clean, roomy; carbonation unit, sandwiches, etc. Health-age forces sale; \$1,200. A. M. Devine, 136 E. Blake Ave., Columbus 2, O. Tel. Laundale 9435

**FOR SALE—OUTDOOR MANLEY POPCORN** machine; 4 feet on casters, all stainless steel and aluminum, like new; will sacrifice. See at Manley, Inc., 2013 Young St., Dallas, Tex., or write Rosa Beintema, Fort Worth Club, Fort Worth, Tex.

**FOR SALE—PAIR 35MM. MOVIE PRO-**jectors with Amplifier, 25-35MM. Films. Sell separate or together. R. R. 4, Box 504, Savannah, Ga.

**FOR SALE—SHORT RANGE GALLERY ON** trailer, ready to go; 2 Pump Rifles, 1000 shells, \$185. W. Turner, 7926 Union St., Chicago, Ill.

**KIDDE AND ADULT GAS DRIVEN TRAIN,** \$995; cash deal only. Located Belmar, Estee Amusements, 137 Atlantic Ave., Manassquan, N. J.

**MANUFACTURE, REPAIR, TRADE ANY-**thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y.

**MINIATURE TRAIN - TRACKS, GAS** driven, 50 passengers. End of season bargain. Photos, details, 50r. Miniature Train, 33 Winthrop, Rehoboth, Mass. se12

**NO MATTER WHAT YOU WANT TO SELL**  
Try The Billboard  
Classified Section first for First-Class Results!  
see 1st page this section

**10 PASSENGER KIDDIE ROCKET RIDE,** 10 passenger Kiddie Chair Swing—both excellent condition \$850 each or \$1,600 together. Wayne Sencenbaugh, 503 3d Ave., Seattle, Wash.

**16MM. ROADSHOWMEN - MAKE MORE** money with Minot. New late releases, "Bend in the River," James Stewart; "Weekend With Father," "Lost Continent," "Robinhood," new Abbott and Costello's, hundreds of features to choose from. Minot Films, Inc., 20 Melrose St., Boston, Mass., Minot Films, Inc., 247 Congress St., Portland, Me. se26

**16MM. FEATURES AND SHORTS - OUT-**right sale, all prints guaranteed perfect. Advertising free. Write for lists. Minot Films, Inc., Milbriht, Me. se26

**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.

**MAKE YOUR OWN WATERPROOFING** cement paint. Save \$4; any color; instructions \$1. McComb & Son, Huntertown, Pa. se12

**YOU CAN ENTERTAIN FOR ALL OC-**casions with our Trick Drawings and Magic Pictures. Catalog 10r. Balda Art Service, Oshkosh, Wis. se26

**MAGICAL APPARATUS**

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50r wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. se3

**FRAME A NEW ACT FOR FALL AND ALL** other seasons. Marionette or ventriloquist courses; largest illustrated figure catalog, 25r. Finis & Co., 1214 Randolph, Waterloo, Iowa.

**MAGIC HEADQUARTERS FOR ACES-**soes, heads, 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. se26

**SUB MINIATURE RADIOPHONE FOR** Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. se3

**VENTRILQUIAL FIGURES—FINEST RE-**inforced paper mache, strong light, beautiful; new and used, \$10 up. Brown, 1711 S.W. 18th St., Miami, Fla. se26

**Style Guild inc.**  
Makers of jewelry and novelties  
36 GARNET STREET  
PROVIDENCE 1, RHODE ISLAND  
OPEN 11:30

August 20, 1953

Style Guild Jobbers  
Everywhere, U.S.A.

Dear Jobber:

We are happy to say you forced us to do so!

Because of your tremendous acceptance of the new Style Guild and Jewelite lines, we are putting all manufacturing departments on additional night shifts effective immediately.

As our sales reach an all time high, this 'round the clock' production is our maximum effort to speed shipments of the Style Guild and Jewelite Costume Jewelry lines to you.

Many thanks,  
**STYLE GUILD INC.**  
**JEWELITE CORP.**

**INSTRUCTIONS BOOKS & CARTOONS**

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FOR SALE—TANGLEY CALLOPPE, TRUCK, electric motor and power unit, All in first-class condition. Box C-409, c/o Billboard, Cincinnati 22, O.

WANTED - DEAGAN ELECTRIC BELLS, prefer 48 keyboard. Will pay top price for same. Write R. L. Fleenor, 832 State St., Bristol, Tenn. se19

**PERSONALS**

AROUND THE WORLD REMAILINGS—Letters from Chicago, 25r; Package, 50r; relay from other U. S. A. cities, 75r; Monthly Business and Personal Address. Countries send 10c. C. Mack's M. O., 5656 North Hermitage, Chicago, Ill. se12

MAIL ADDRESS—USE MY OFFICE; LET letters forwarded daily; telephone service, public stenographic, stary public. Esther Lavin, 913 N. Rush St., Chicago 11, Ill. Michigan 2-6322. se12

THOUSANDS BUY BY MAIL DAILY!—GET inside information on mail order selling: Ideas, Plans, Methods, Product Sources, Media, Foreign Contacts. 5,000 word report \$10. \$1 Elson, Box 1631-BB, Fargo, N. Dak. se26

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**FOR SALE—SHORT RANGE GALLERY ON** trailer, ready to go; 2 Pump Rifles, 1000 shells, \$185. W. Turner, 7926 Union St., Chicago, Ill.

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**MINIATURE TRAIN - TRACKS, GAS** driven, 50 passengers. End of season bargain. Photos, details, 50r. Miniature Train, 33 Winthrop, Rehoboth, Mass. se12

**NO MATTER WHAT YOU WANT TO SELL**  
Try The Billboard  
Classified Section first for First-Class Results!  
see 1st page this section

**10 PASSENGER KIDDIE ROCKET RIDE,** 10 passenger Kiddie Chair Swing—both excellent condition \$850 each or \$1,600 together. Wayne Sencenbaugh, 503 3d Ave., Seattle, Wash.

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**FORTUNE TELLING BOOK—LEARN AND** earn the "Blakely" way, easy, simple, profitable! Send \$1 cash to Box 5644, Los Angeles 55, Calif.

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FOR SALE—NEW CLAVIOLINE, REGULAR price, \$395; our special only \$300. Sommers' Song Shop, Prophetstown, Ill.

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WANTED - DEAGAN ELECTRIC BELLS, prefer 48 keyboard. Will pay top price for same. Write R. L. Fleenor, 832 State St., Bristol, Tenn. se19

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MAIL ADDRESS—USE MY OFFICE; LET letters forwarded daily; telephone service, public stenographic, stary public. Esther Lavin, 913 N. Rush St., Chicago 11, Ill. Michigan 2-6322. se12

THOUSANDS BUY BY MAIL DAILY!—GET inside information on mail order selling: Ideas, Plans, Methods, Product Sources, Media, Foreign Contacts. 5,000 word report \$10. \$1 Elson, Box 1631-BB, Fargo, N. Dak. se26

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36 GARNET STREET  
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August 20, 1953

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Everywhere, U.S.A.

Dear Jobber:

We are happy to say you forced us to do so!

Because of your tremendous acceptance of the new Style Guild and Jewelite lines, we are putting all manufacturing departments on additional night shifts effective immediately.

As our sales reach an all time high, this 'round the clock' production is our maximum effort to speed shipments of the Style Guild and Jewelite Costume Jewelry lines to you.

Many thanks,  
**STYLE GUILD INC.**  
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220 5th Ave. N. Y., N. Y.



Beautiful 24K gold plated bracelets. Many assorted styles on Link and Stretch Bands. Each stunning piece set with a variety of genuine rhinestones and colored sparkling jewels.

25% with all orders, bal. C.O.D.

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Men's rhodium finish, \$5.00 per dozen. Deluxe quality (rhodium), \$5.75 per doz. Deluxe quality (gold plate), \$6.50 per doz. LADIES' AND GIRLS', rhodium finish, \$5.50 per doz. Gold plate, \$6.50 per doz. WATCH TYPE DISPLAY BOX for above, \$1.10 per doz.

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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. Hoops, Dangled and Pierced Earrings, \$2.50, \$3.50 and \$4.50 per doz. Necklace and Earrings Sets, \$7.50 per doz., boxed. 50 OTHER ITEMS OF COSTUME JEWELRY, 3-4-5-piece sets in all Rhinestone, Goldplate and Pearls. All Sets handsomely gift boxed!

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Polished Nickel Plated Bulk \$9.00 doz.  
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Boys', Girls' and Baby Expansion Ident's, \$5.64 per dozen, nickel plated.

1953 CATALOG WITH NEW NUMBERS READY

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Manufacturers of engraving jewelry  
191 SOUTH STREET, PROVIDENCE 3, R. I.

**FOR ENGRAVERS & DEMONSTRATORS**  
State your business

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RED GREEN YELLOW BLUE RED GREEN

100 Feet of 54 1/2"x18" Pennants. All Weather Durafilm, only \$4.00. Money cheerfully refunded if not completely satisfied.

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**NEW—FAST SELLERS for Men & Women—BIG Profit**  
Everyone wants these beautiful copies! Set your own HUGE Profits. WRITE TODAY!

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- men's toiletry sets, 60c set @ \$17.50
- talking dolls, at \$7.00
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P. O. BOX 591 SK LYNN, MASS.

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**A REAL SURE-FIRE SELLER! THUGS AND THIEVES BEWARE!**

This tear gas pencil gun discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast. An effective substitute for dangerous fire-arms; leaves no permanent injury. Needed in Stores, Banks, Autos and Homes to Protect Life and Property. No skill required. Handle as a profitable side line; watch it grow. Start now! Send \$4.25 for complete demonstrating outfit of Automatic Pencil Gun with 10 demonstrators and 3 powerful Tear Gas Cartridges, guaranteed. Thousands in use. Order your outfit TODAY! Not sold to minors. **HAGEN SUPPLY CORP., Dept. B-912, St. Paul 4, Minn.**

**MAKE \$2 HR. SELL RA-GLO SIGNS**

To bars, stores, restaurants, New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35c each. 25% deposit required on C.O.D. orders. Send for free literature.

**ALL ART SIGN CO.**  
179 N. Wells St., Dept. 43, Chicago 4, Ill.



RELIGIOUS MEDALS—OXIDIZED SILVER FINISH

Carded or Boxed With Chain—Also Available in Sterling Silver
Miraculous—St. Theresa, Infant of Prague, Our Lady of Lourdes
Scapular—St. Anthony, St. Christopher, Our Lady of Fatima,
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Any of the above can be had in any of the styles and shapes shown below.



501 carded—\$4.00 per hundred; boxed—\$6.50 per doz.
502 carded—\$3.25 per hundred; boxed—\$6.00 per doz.
503 carded—\$5.00 per hundred; boxed—\$6.75 per doz.
504 carded—\$4.00 per hundred; boxed—\$6.50 per doz.
505 carded—\$5.00 per hundred; boxed—\$6.75 per doz.
506 carded—\$3.25 per hundred; boxed—\$6.00 per doz.



507 carded—\$4.00 per hundred; boxed—\$6.50 per doz.
508 carded—\$4.00 per hundred; boxed—\$6.50 per doz.
509 carded—\$3.50 per hundred; boxed—\$6.25 per doz.
510 carded—\$4.00 per hundred; boxed—\$6.50 per doz.
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512 carded—\$3.25 per hundred; boxed—\$6.00 per doz.

Send for Catalogue, 25% cash with order, balance C.O.D.

ARDMORE DIST. CO.

Room 735, 707 So. Broadway

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HERE IT IS! The Sensational LOW-PRICED GRAB BAG BRACELET... \$9.50 per gross



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Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hamper, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo.

- BB4—Dart Balloons in 25 Gross Lots Per Gro. \$ .45
BB10—Assorted Slum Give-Aways 10 Gro. for 9.00
BB8746—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

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LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA



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.

AD MEN OF EVERY KIND ENDORSE THE BILLBOARD AS A TOP SELLING FORCE



Make EXTRA Sales... EXTRA Profit! Hottest "Pitch" Of The Year Brings Up To 400% Profit! Personalize Any Item In 10 Seconds With Sensational, New 23 Karat Roll-O-Gold! Just write Your Name in Gold

23 KARAT ROLL-O-GOLD is the newest, hottest promotion in modern merchandising. Actual sales tests show this terrific deal can bring up to 400% profit, close up to 94% MORE SALES!

Easy to use... easy as writing your name. Takes just 10 seconds! You—or the buyer—simply write any signature, on practically any material, in beautiful 23-karat gold. That's real personalizing... and you make extra sales, extra profits on your merchandise!

- Order Now at Lowest Wholesale! A Roll-O-Gold—1/2" Roll—1,200 inches \$5.00 1" Roll—1,200 inches \$9.00 B Wampum Money Clip Fold... 18c ea. C "Slick-Kit," comb, file, case... 19c ea. D "Pixie" Coin-Key Purse, vinyl plastic... 16c ea. E Magic Billboard, novel, trick item... 40c ea. F Charmline Retractable "Clicker" Pen... 35c ea. 100% MORE! MONEY BACK GUARANTEE! FREE LITERATURE!

RUSH YOUR ORDER AT ONCE FOR NEW "ROLL-O-GOLD"! 100-ft. roll (1/2-inch width), \$5.00 per roll—1-inch width (100-ft. roll), \$9.00 per roll.

We ship open account to rated firms and we pay postage on prepaid orders. Unrated firms—25% deposit, bal. C.O.D.

WRITE FOR FREE SAMPLE!

CHARMS & CAIN Dept. BB-9123 407 So. Dearborn St. Chicago 5, Ill.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 8, Mo. oc17

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. oc17

DIRECT POSITIVE OPERATORS—HAVE all your needs Eastman Paper, Glass, Frames. Prompt service. Eagan Photo Co., 2405 Elm St., Dallas, Tex. no7

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, New York. se26

MAKE MORE MONEY with your advertising use this eye-catching DISPLAY CLASSIFIED style of ad see 1st page this section

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PRINTING

ALWAYS LOWEST PRICES, SPEEDY, RELIABLE service. 14x22 three-color window cards for all indoor and outdoor amusement purposes, \$8 hundred; larger and flashier 17x26 size, \$12.50 hundred. Tribune Press, Dept. BB-S, Earl Park, Ind. se26

ANTIQUE POSTERS Collector's Items CIRCUS, MINSTREL, DRAMA, GAY NINETIES, etc. \$1 ea. List for stamp Central Show Printing Co., Mason City, Iowa. oc17

BUSINESS CARDS, \$3.75, 1,000; STATEMENTS, \$4.95, 1,000; Letterheads, \$5.95, 1,000; Envelopes, \$5.95, 1,000. Zimmerman Printing, 4058 Hartford, St. Louis, Mo. oc3

MAILING LISTS, 1,000—\$3.95; LETTERHEADS, 500 \$3.55; Envelopes, 500 \$4.95; Business Cards, 1,000 \$3.50, 208 Florida Ave., Jacksonville, Fla., The Earl Enterprises. oc17

PRINTED 8 1/2x11 LETTERHEADS: ENVELOPES, 100 each \$2; 250, \$3.95. Business cards, 250, \$1.95; 500, \$2.95, postpaid. Allen Printing Dept. BBP, Clinton, Mo. se26

PRINTING AS YOU WANT IT—LETTERHEADS, Envelopes, Circulars. Send copy for estimate. Samples, prices. Mercury Press, Box 69B, Marengo, Iowa. se12

SALESMAN VELLUM CARDS, \$3, 1,000, parcel post paid; Fairfield Vellum, \$4. Agents wanted. Mitchell Printing Co., 83 Susquehanna Ave., Lock Haven, Pa. oc17

WE MAKE DRAWINGS, DO PRINTING and make Zinc cuts, 2x3, 3x4, 5x7, etc. Cozatt Engraver, Box 290, Danville, Ill. oc17

200 LETTERHEADS—8 1/2x11, AND 200 ENVELOPES, 6 1/2x9, \$2.95; 100 each, \$2; blue or black ink; postpaid. Palmer Press, Du Quoin, Ill. oc17

500 FOUR LINE GUMMED LABELS, 50c; 1,000 Business Cards, \$2.95; simulated engraved, \$3.50; prepaid. Normandle, 1706 W. 48th, Los Angeles 37, Calif. oc17

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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

CLOWNS NEEDED IN ALL STATES FOR distribution of coupons. Write Chlorophyll Products Co., Inc., 1833 Hawthorne Rd., Fort Wayne, Ind. se12

DRUMMER WITH CAR WANTED IMMEDIATELY. Top pay plus. Wire or call Ken Porter, Adams 4-2545, R.R. 3, Box 58, Panama City, Fla. oc17

EXPERIENCED ALL-ROUND PIANIST wanted for smart top combo. Must have good appearance; travel; know tunes; latins, standards; transpose; enough singing for parts. Excellent job for right man. Starts \$125 weekly. Contact Box C-407, c/o Billboard, Cincinnati 22, O. oc17

GIRL BASS PLAYER AND VOCALIST FOR Western dance band to start immediately. Must have radio experience. Joe Mayo, 75 Aldis St., St. Albans, Vt. oc17

MUSICIANS—COMMERCIAL EXPERIENCE; Southern Hotels, don't misrepresent. Leader, Box C-398, c/o Billboard, Cincinnati 22 Ohio. se12

TENOR MAN, IMMEDIATELY FOR MID-West territory orchestra. Salary, no lay-offs. Contact Jim Gray, Orchestra, 2023 N. Huston, Grand Island, Neb. oc17

TRUMPET MAN—SMALL COMBO; NO character, drinker; location engagements. Contact Bernie Dean, Leader, 608 E. Third St., Panama City, Fla. Phone Sunset 5-8836. oc17

WANTED—COMMERCIAL PIANO MAN, strong on Latins, for top hotel unit; must be able to fake and read well. Midland Attractions, Midland Building, Kansas City, Mo. oc17

WANTED—PROFESSIONAL LEAD GUITARIST, man or girl; willing to travel with western band. Start September 20. Call collect. Bill Long, Leland Parks Hotel, Minot, N. D. oc17

WANTED—THREE PIECE COMBO WITH P. A. system. Club work, steady, 5 nites week; \$120, salary increase. Good deal, who can entertain? Write Mascota Club, Lebanon, N. H. oc17

TENOR SAX MAN—IMMEDIATE OPENING on territory band. Guaranteed salary; send full information for immediate hiring. Chiff Kyes Orchestra, Box #11, Mankato, Minn. se19

1000 PIECES OF SLUM NOVELTIES ONLY \$6.75 ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN NOVELTIES AT DEEP CUT PRICES Horse Clocks, Ea. \$ 6.00 Hurricane Lamp, Electric, Doz. 15.00 Yarn Ball, 1/2 Doz. 1.88 Beacon Blanket, Ea. 1.85 Saddle Horse, Rubber, 15 Inch, Doz. 4.00 25% deposit with order, bal. C.O.D. Send for FREE C-33 Carnival Catalog. OPTICAL BROTHERS SINCE 1909 300 W. NINTH ST., KANSAS CITY 6, MO.

SALESMEN WANTED

AD MATCHES! SELL AMAZING DESIGNS: 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeat. Start without experience; men, women; full, part time. Buy nothing! Sales Kit furnished. Match Corp., Dept. D-67, Chicago 22, Ill. oc17

ANYONE CAN SELL FAMOUS HOOVER uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics: nylon, dacron, arlon. Exclusive styles, top quality. Big cash income now, real future equipment free. Hoover, Dept. S-109, New York 11, N. Y. no28

BOOKMATCH SALESMEN—ADD THE "EXCLUSIVE" fast seller 5r items you have looked for. Best lines bookmatches, etc. Adullam, Dayton, Va. se19

EXPERIENCED SALESMEN CALLING ON Department Stores, etc. Sell Handkerchiefs, Scarfs, Belts on open account. Commission basis. Associated Handkerchief Manufacturing, 1214 Broadway, New York 1, New York. se12

IS \$210 A WEEK WORTH A POSTCARD to you? Then rush card with name and address for special free trial plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes!" Write to Mr. Lewis, D-Frost-O-Matic Corp., Dept. F-106, 173 W. Madison, Chicago 2, Ill. np

WHATSOEVER YOU SELL—WE'VE GOT IT at lower prices! Mechanical toys, dolls, games, friction toys, tools, cigarette lighters, defrosters, nationally advertised watches, cameras, jewelry, religious items, handbags, silverware, appliances, luggage—over 200 others! Rock-bottom jobbers prices even in small quantities! Write quick for free catalog. Modern Merchandise Co., Dept. 48, 169 W. Madison, Chicago 2, Ill. np

SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA-6-2544. se12

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A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. se26

JOIN UNIVERSAL TATTOO CLUB—NEW ideas, latest designs and photos. Your name listed. Information free. Zeis Studio, 728 Lesley, Rockford, Ill. oc31

WANTED TO BUY

MINATURE TRAIN OF NATIONAL OR Rensselaer make, 40 to 50 passenger capacity; also Kiddie Hand Car Ride. Cash deal; n junk. Michael Pletio, Rt. 2, Oaklawn, Ill. Willow Springs 957-MI. oc17

REMINGTON MODEL 241 NEW 22 SHOT. Ideal Novelty Co., 2823 Locust St., St. Louis 3, Mo. oc17

SMALL, REASONABLY PRICED TRAMPOLINE wanted for home backyard to help develop muscles of boy. Has been recommended by doctor. Mrs. C. D. James, 2815 East Second, Tulsa, Okla. oc17

WANTED—CALLIOPE PLAYED BY HAND or automatically. Must be cheap. Matthew Cordock, General Delivery, Morristown, N. J. oc17



- Imported Hawaiian Leis... Gr. \$1.95 Carton of 15 Gr. 24.00
Comic Hat Bands... 100 \$1.40; 1000 13.50
Pocket Combs... Gr. 95c; 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
Magic Paddles... Box of 2 Gr. 1.80
Whistling Jet... Box of 2 Gr. 2.20
14" Feather Tickler... Gr. 1.00
4" Darts... Gr. 1.00
Rubber Razor... Gr. 1.00
Mustache Blowout... Gr. 4.65
Swiss Bird Warbler... Gr. 85c; 10 Gr. 7.50
Plastic Police Whistle... Gr. 3.60
Whistle Assortment, metal... Gr. 1.00
Assorted Dangling Toys... Gr. 2.75
Assorted Bisque Dogs... Gr. 1.00
Lung Glass Necklace... Gr. 2.75
Assorted Western Brooches... Gr. 2.75
Flying Birds, outside whistle... Gr. 4.00
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

Sensational "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 1/2x6 1/2 front. Individ. boxed 1 doz. to carton; weight 14 lbs. \$6.00 doz. F.O.B. Chicago. Cash with order or 25% Dep., Bal. C.O.D. SCOTT-RANDAL PRODUCTS CO. 735 Wrightwood Ave. Chicago 14, Ill.

RED HOT! IT'S NEW BE THE FIRST TO HAVE IT "THE SPIDER GIRL"



Sensational Novelty All Rubber She shakes, shimmys, wiggles. Price \$71.60 per gross \$2.25 per dozen F.O.B. Milwaukee Include postage with remittance. will refund any difference. WISCONSIN DELUXE CO. 1902 N. Third St., Milwaukee, Wisc.

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**PIANIST — AVAILABLE SEPTEMBER 25;**  
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**TRUMPET — EXPERIENCED; PREFER**  
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tionally famous old time impersonator; real singer of Gay Ninety songs; ballads, pop tunes and French repertoire; all clean material, gorgeous gowns; swell act for Class A clubs and revues; excellent indoor circus M.C. At liberty September 10; A.G.V.A. No all "draw" shows considered. Ben Claire Crow, 3540 Schaefer, Culver City, Calif. se19

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**OTHER ITEMS**  
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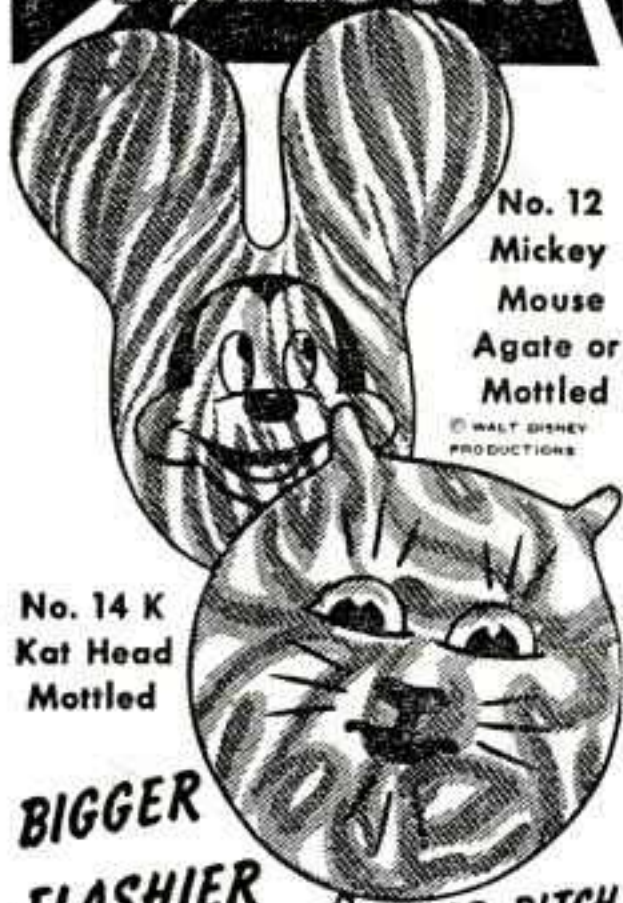
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Get in on this  
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This is a terrific number for Fairs, 5 & 10¢ Stores and Department Stores. These FOOT-ICE STICKS are good for tired burning feet and also give relief for athlete's foot. They contain Menthol Chlorophyll, G-11 (the new antiseptic and germicide) and perfume and come in 1-oz and 2 1/4-oz jars. Lowest prices. Samples 50¢. Write today.

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# Pipes for Pitchmen

By BILL BAKER

**HENRY H. VARNER**... the sage of Akron, posts that his son, Corp. Don C. Varner, is still in Korea. His address is 1135463, U.S.M.C. Service Bty., 11th Marines, 1st Marine Div., Fleet Marine Force, % Fleet Post Office, San Francisco.

**JACK BUCANNON**... notes from Milwaukee that he has been browsing around the Wisconsin State Fair, and that he's run into a flock of the boys working there and at the Milwaukee Braves' ball park. Among the laddies raking in the long-green, according to Jack, are Chuck Festur, Horace Weiss, Dick Sidell, Joe Marks, Graucho Desplenter, H. Billy Williams, John Gauer and Joe Lubarsky and his crew. Also seen prowling around the premises were Winnecour, one of the oldest boys in the business, and his side kick, King Do-Do, says Bucannon.

**BOB SMITH**... the old globe-trotter, has just finished working the Georgia tobacco markets to good takes and says he will soon open a big free commercial med show in Florida, with pictures for the draw.

**FRANK CURRY**... becafs that the only thing that he can get out of the tobacco markets this year is the enjoyment of smoking it. He moans that business has been rough pitching so he and that peerless pioneer of the moving pictures, Dick Sisco, have set up an open air free med show. Frank says that he's run across many of his old pals lately, among them Billy and Ethel Head, Mr. and Mrs. Charlie Hudson, the Lane and Rupp families, and the personnel of the B. & H. Amusement Company.

**MRS. BOB NOELL**... of Noell's Ark Gorilla Show, pencils from Chamblissburg, Va. "It's sure going to seem strange out in the country spots again. For a while, we will miss all the noises of the Ferris Wheel and the Jenny we had grown so accustomed to on the carry lots. But we feel that it's all for the betterment of the outfit. Money is easier to get when you are the big frog in the little pond. Sure, it's going to be lonesome, but you can't have your cake and eat it too. At this writing, it is too early to say that business is going to be good, but we are established and well known here, and that means everything. We always book this one by phone. Made the 500-miles from Clarksville, Tenn., without mishap."

**HENRY H. VARNER**... the Akron prognosticator, sees '53 as the biggest and best of all. Says Henry, "People are spending to relax after working hard to win the race."

**MABEL AND LYMAN MACK**... made the recent Michigan State Fair, Detroit, with their Mechanical Show, the "World's Smallest People." According to Mr. and Mrs. Jack Hughes, of Cincinnati, the Macks did quite well for themselves there.

**KEN REYNOLDS**... director of the annual Grape Festival at Put-In-Bay, O., letters that everything is being done to make this year's festival, September 11-13, one of the biggest and best deals in the history of the affair.

Included on the roster of attractions are Eddie Ritter's clown band; Leon and Lizzie, rube street act, and Corbin's Calliope. A beauty queen has been chosen, which means that special emphasis has been placed on the fem angle this year. According to Ken, Morris Kahntroff is making a special trip from St. Petersburg, Fla., to handle the jam pitch between shows from the grandstand stage. There are plenty of concessions coming in for the midway, but he says a few more pitches can be used.

## Coney Island, N. Y.

Continued from page 51

committee of seven from out of a group of nearly a hundred contestants, was **Lyle Fitzsimmons**, of Lynbrook, L. I. **Richie Andrusko**, Brooklyn's seven-year old film star of "Little Fugitive," was crowned "The Boy King of Coney Island" and was the Grand Marshal of the baby parade. The tie-in with Greater New York honored each boro with individual representations every night in the week. On September 8 it was Brooklyn Night with Boro President Cashmore in the lead car after a big dinner at Feltman's with Mayor Vincent R. Impellitteri and other high police officials attending. Queens was similarly toasted on September 10 with Boro Prexy Lundy leading the parade. **Robert F. Wagner**, Manhattan's Boro prexy, represented his end on September 9 and the Bronx and Staten Island had their receptions on September 11 and 12 respectively.

Construction of the first stage of the \$10 million Aquarium, in the making the last eight years, is skedded to start early in 1954, according to the Department of Parks. This announcement came after Park Commissioner **Robert Moses** and officials of the New York Zoological Society, which will operate the Aquarium, agreed on a plan for financing the building of a part of the new institution. Under the agreement the society will put up \$450,000 and the City of New York another \$450,000. C. W. Coates will be director of the structure which

will be in operation during the Summer of 1955 and be one of the focal points in Mr. Moses' plans for the rehabilitation of Coney. A parking space for 300 cars will be part of the construction plans. Also a pedestrian overpass from the W. 8th Street station of the BMT to the Aquarium and a lunch bar with tables overlooking the boardwalk. Buildings on the site to be torn down include the Eleanor Hotel.

**Nat Faber** is being congratulated on his marriage on August 27. **Harry Nelson** and his high and baseball strikers together with a Pitching Range will be represented at the Trenton, Danbury and Mineola fairs. **Fred Sindell**, ditto, with his chimpanzee, his three-legged man and other freaks from his Cavalcade of Variety show at all the Canadian fairs. **Monroe Ehrman**, publicity chief, took a few days off to battle a virus attack at the home of a sister in Atlantic Beach, N. J. His wife and son took charge of the office in his absence. Tenants on the ocean side of Surf Avenue from W. 5th to W. 8th, the site for the erection of the new Aquarium, are awaiting their 30-days' notice to vacate, the same as they have been the last eight years since the project was first brought up. **I. J. Klein**, chairman of the finance committee in charge of Mardi Gras and fireworks contributions, says he will prepare a statement showing exactly the amounts received and by whom, that will be eligible for publication and will surprise many by its contents. The total amount necessary, accordingly to carefully prepared expense details, was in the neighborhood of \$66,000. Nearly all of this had been subscribed to on August 29. A recent importation from Europe is a new ride labeled Roto-Jet, a circular-aero plane manipulation of 12 two-seater cars that can be self-operated at heights at a radius of 20 feet, according to the whim of the rider. **Eric Wiedemeyer**, associated with the Moran interests, is the importer. Its site is on the Moran rides, Bubble Bouncer and Thunderbolt, and is a replacement for the Spitfire and Hi-Ball which have been temporary removed subject to another location.

The **Valentino Sisters** and **Cherie** played Buckeye Lake Park, O., for 12 days ending Labor Day. Also on the bill were the **Wallendas** and **Sylvia** (Watkins) Kennelcade.

"Fun," a 59-cent seller which teaches youngsters how to draw funny faces and comes complete with crayons, a deck of coloring cards, instructions and sample faces. Another item is "Pie Face," a combination cartooning and game set, which also includes crayons and sells for 19 cents. The third product is a deck of Funny Face Cards, a drawing and coloring game packaged 12 decks on easel-backed display. The cards sell for 19 cents a deck. Sales representatives include **Joe Bonomo** and **Martin Mayer**, New York; **Ben Falkow**, Chicago; **Phil Eisner**, West Coast; and **Murray Roth**, Boston. **A. L. Leondar** is sales manager for the Ross firm.

A new liquid, **Schultz Instant**, to renew leather articles, regardless of color, instantly out of a bottle. Hundreds of articles of any leather, except suede and of any color except white, may now be renewed in the home. Dries the instant it is applied, and does not rub off on clothes. **Schultz Instant Shine** Magic retails for 50 cents a bottle. Manufactured and distributed by **Schultz Company**, St. Louis.

Carnival concessionaires are reported using sponge-rubber **Fatigue Mats** as prizes to foot-weary carnival and fair crowds. The inexpensive mats, in three sizes, are manufactured by the **Fremont Rubber Company**. The **Fatigue Mats** offer additional incentives to the midway crowds to try the games. Nationally advertised, the washable item is virtually pre-sold. Useful with only a damp cloth and mild detergent, they have innumerable uses within the home.

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**ACE Toy Mfg. Company**  
122 W. 27th St. N.Y. 1, N.Y.

# 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.

## Here and There

**Hobby Hill**, Chicago, has just placed on the market a new night light for children's room with the added feature of a decorative three-dimensional shadow box, plus a constant reminder to the children to say their prayers before going to bed. Helps to combat the fear of going to bed in the dark, yet is dim enough not to interfere with sleep. Light can be dimmed to a faint glow, when it's time to go to sleep. The complete prayer, "Now I Lay Me Down to Sleep," is colorfully lithographed on a metal background in Old English scripture calligraphy. Alongside is a blue starry night window. Background is permanently varnished, thus making it washable. A three-dimensional imported china figurine (boy or girl) is mounted inside the shadow box in prayer pose. It is handsomely hand decorated in full colors with accurate lifelike detail. Has six-foot ivory cord. Frame is made of hard wood, hand-rubbed ivory finish, to go with any color scheme. Comes complete with light bulb at \$5.95, retail.

**E. J. Eller**, San Francisco, has introduced an improved pocket-size kit of tools consisting of nine useful tools in a compact unit. There's a corkscrew, knife, Phillips screw driver, bottle opener, hammer, awl, can opener, augur and screw driver. All instruments are pivoted around a common bar. User can quickly select the desired tool and press it into working position. Steel frame acts as a handle for any one of the nine tools in the set. Unit when closed measures only 2 1/2 inches by 3 3/8 inches, and when open 2 1/2 inches

by 6 3/4 inches. Comes in a cowhide leather case that fits readily into the vest pocket. Retail for \$3.50.

A dual-purpose holiday sign designed and manufactured by the newly formed **Bastian Specialty Manufacturing Company**, Detroit, is expected to prove a good seller during the coming months. The company, organized by **John J. Bastian**, specializes in electrical decorations for the Christmas trade. Their new feature is a single unit which has slides adapting it from a "Merry Christmas" to "Happy New Year." It is especially planned as a seller for door-to-door workers.

**Bell Sales Co.**, of Chicago, has a complete new stock of wheel goods for the fall season, including the latest in bikes, carriages and scooters, all of which are top name brands.

**Viewscope Company**, Hollywood, is offering a new way of showing the children old-fashioned fairy tales and nursery stories. Now they can see their favorites in realistic three-dimensional thru an adjustable plastic viewer that makes the character in the stories appear. 3-D set includes Cinderella, Goldilocks and the three Bears, Mother Goose Tales, etc., plus an authentic series of seven beautiful scenes showing the story of how Christmas began. The complete set of the 10 stories, plus the all-plastic, adjustable viewer retails for \$1.

**Art Ross Cartoon Novelties**, New York, announces the addition of three new products to its rapidly expanding toy line. The first is a "Suitcase Full of Cartoon

## JAR DEALS and MATCH PAK DEALS

PUNCHBOARDS  
PREMIUMS

Make BIGGER PROFITS WITH Galentine!

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**GALENTINE NOVELTY CO.**  
SOUTH BEND 24, IND.

COIN OPERATED  
**SALESBOARDS**  
For Amusement Only and Otherwise  
**R. C. WALTERS MFG. CO.**  
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**SALESBOARDS**  
LOWEST PRICES ALWAYS

1000 25¢ Charley Board	Prof. \$50.00 \$1.79
1000 5¢ Double Fin	Prof. \$24.00 \$1.70
1440 5¢ Barrel Board	Prof. \$18.00 \$1.15
1440 10¢ Barrel Board	Prof. \$36.00 \$1.25
1000 25¢ J. P. Charley Tk.	Prof. \$52.00 \$1.29
1000 5¢ Jumbo Big 40	Prof. \$24.00 \$1.67
1000 5¢ J. P. Girlie Bds.	Prof. \$31.00 \$2.49

Tip Books, Tickets, etc.

**DELUXE SALES CO., BLUE EARTH, MINN.**

**SURPLUS—FACTORY CLOSEOUT**

Must raise cash. 4,000 serrated edge Steak Knives, set of 6 beautifully boxed. Ideal for employee Christmas gifts. \$5.00 retail all or part subject to prior sale. \$12.00 doz. sets. Sample set of 6, \$2.00. F.O.B. WAREHOUSE CHICAGO.

**BOX 3501, Merchandise Mart Station Chicago 54, Illinois**

**Fish Pond & Grab Bag Merchandise**

Consists of 144 pieces. At least 20 different items in every deal. Some items formerly 50¢ retail. No C.O.D.'s. \$9.50 per deal. Postage paid in U.S.

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## GAME EXPORT SALES UP 91% IN FIVE YEARS

CHICAGO, Sept. 5.—Exports of coin-operated amusement games have increased so sharply in the past two years that they now rival music machines in dollar sales volume. In the first five months of this year sales increased 91 per cent over a similar period in 1952.

The following chart shows that the monthly increases varied from 74 to 108 per cent. Unit sales also jumped. In 1952 the January-May total was 7,705. This year it was 12,345.

	1952		1953		Pct. Gain
January ...	998	\$144,286	2,218	\$ 301,919	108
February ..	1,449	165,315	2,220	333,441	101
March .....	1,358	152,796	2,499	307,688	101
April .....	1,626	205,827	2,312	369,823	74
May .....	1,644	206,904	3,096	358,502	80
	7,075	\$875,128	12,345	\$1,671,473	91

## NY Collections Sag Due to Heat, Strikes

NEW YORK, Sept. 5.—Music and game operators here have just gone thru one of the worst late-summer periods of their history, as the weatherman and the International Brotherhood of Teamsters, AFL, combined to slash route collections.

However, with the Labor Day weekend approaching, things appear to be looking better on both fronts.

The two-month old strike of sand, gravel and concrete drivers, which forced 1,200 drivers and another 100,000 construction workers into idleness, appeared to have been settled this week. While arbitration continues, the strikers have been instructed to return to work, and most of them have complied.

**Higher Collections**  
This means that the highly paid drivers (\$2.50 an hour) and the construction workers will be

## Det. Shuffle Assn. Resumes Monthly Meets

DETROIT, Sept. 5.—Regular monthly meetings were resumed Thursday by the Detroit Shuffleboard Association. A number of timely problems were on the agenda. During the summer, meetings of directors only were held at regular intervals.

A major promotional campaign is being launched, it was announced. "A lot of people, our own customers among them, will be more accurately aware that this will be the biggest year that table shuffleboard has ever enjoyed in Detroit," Fred Chlopan, president, predicted.

Letters, application blanks and instruction sheets have been mailed direct to key people to reactivate league play for the fall and winter.

"Printed words, indispensable as they are, cannot do the job alone. Action depends on conviction," Chlopan said.

## NATD Promotion To Start Jan. 18

NEW YORK, Sept. 5.—The National Association of Tobacco Distributors' "Swing Is Our Way" retail promotion, originally scheduled for this fall, has been postponed until January 18, 1954. It will continue until June 26.

NATD officials said the promotion was postponed to allow distributors time to carry thru their commitments for the coming Christmas season, to allow for October vacations, and to allot more time for the preparation of the drive.

## Montana Coin Taxes

HELENA, Mont., Sept. 5.—Internal revenue taxes collected in Montana in the past fiscal year from coin amusement devices totaled \$59,513. Taxes from coin-operated gaming devices amounted to \$20,161.

## 70% OVER '52

# Coin Exports Near \$ Mil Month Pace, Games Soar

By TOM McDONOUGH

CHICAGO, Sept. 5.—Coin Machine exports for May hit the unprecedented total of \$986,491 for 5,466 new and used games, phonographs and venders. The figures jumped the yearly dollar mark to \$4,607,440 or almost 70 per cent ahead of the first five months of last year which totaled \$2,747,283.

Significant in the record shattering export sales were the events in the game division of the industry. In May, 3,096 shuffle and five balls games were sold to foreign operators for \$358,502 and made the five-month balance sheet read 24,498 games exported for \$1,671,373. Music machines sales were exceptionally high in May—running \$544,147 for 1,170 units. In vending there was a noticeable decline. May figures showed but 1,200 automatic merchandisers of all sizes were sold for \$83,742, compared with 1,885 units valued at \$123,312.

As in the previous month, Canada was the leading market—accounting for 2,075 units with an aggregate sales price of \$312,617. Broken down by departments, Canadian purchases included 259 phonographs for \$77,142, plus 830 venders for \$69,113 and 986 games valued at \$166,362. Only three other countries—Venezuela, Belgium and Switzerland—purchased

## Williams Reps Bow Five Ball Grand Champion

CHICAGO, Sept. 5.—Distributors of Williams Manufacturing Company started operator showings this week on Grand Champion, a new type high score, point score five ball game.

Grand Champion action centers around pockets which when matched in specific combinations result in from one to five replays. To aid in making these skill plays, the patrons have the use of flippers, thumper bumpers and automatic rebounds at the bottom.

The playfield on the new Williams game has been designed for cross ball activity. Because of this, the player can make additional points by preventing the ball from dropping out of play and instead shooting it back up on the playfield for additional scoring runs.

The cabinet on Grand Champion is the ce luxe type and has a hinged front door for easy servicing.

all three types of coin machines in May.

Venezuelan operators accounted for 209 jukes, valued at \$135,773, 19 venders worth \$6,505, and 113 games with a total sales price of \$21,797.

### Belgian Sales

Meanwhile Belgian importers spent \$126,834 for 1,377 units. These included 264 music machines (\$111,348), 250 venders (\$2,625) and 863 amusement games (\$12,411). Swiss operators, who have become increasingly important customers for U. S.-built coin equipment, spent \$36,159 for 176 units. These consisted of 19 jukes (\$9,840), 30 venders (\$3,597) and 127 games (\$22,722).

With coin machine exports running well above an average of \$900,000 monthly, it is now a virtual certainty that the total for the year will exceed \$10,000,000. In fact most export specialist firms and distributors, who have concentrated on foreign sales, believe that the developments in the sec-

## Miami Trade Group Plans Fete Dec. 12

MIAMI, Sept. 5.—The Amusement Machine Operators' Association will hold its annual banquet at the Saxony Hotel December 12. The decision was made at the general monthly meeting last week.

Joe Mangone, of All-Coin Amusements, who is in charge of arrangements, has been working on the event for several weeks and is lining up a top floor show. Last year Milton Berle was a guest and ended up as the entertainment headliner.

## Haggerman Sells Route

PEORIA, Ill., Sept. 5.—Ralph Haggerman, one of the oldest juke box operators in the Peoria area has sold his route and is moving to the West Coast. As yet, Haggerman doesn't have any plans as to what he is going to do. He will no longer be connected with the coin machine business.

John Bush, who has been in the coin machine business for several years in Peoria, bought the route from Haggerman and will operate it himself.

ond half of 1953 will bring the total over \$12,000,000 which would be about 12 times the annual average of the 1935-'39 period. Moreover, with the marked increase in game sales (see separate story) it is now felt that this phase of the business will soon rival music in dollar export volume.

## Lion Mfg. Bows New Products At Chi Show

CHICAGO, Sept. 5.—The Lion Manufacturing Corporation, parent firm of the Bally Manufacturing Company, showed three new products at the First International Sight and Sound Exposition at the Palmer House this week.

The new units are a Hi-Fi phonograph, a 27-inch TV set and a tape recorder.

The Hi-Fi phonograph utilizes a new concept in remote control tuning. It permits the owner to "focus" sound the same way he can focus sight and sound on the Lion remote TV tuner.

The tape recorder is compact and will play for 16 consecutive hours. It introduces several new features. Only the small control panel is all that need be opened before the recorder is ready for operation. Three models will be manufactured, one for home use, a second for commercial use and the third for the military.

Lion is headed by Ray Moloney, president, Paul Eckstein is general manager of the radio and television division.

## A.B.T. Bows 2 Coin TV Units

CHICAGO, Sept. 5.—The A.B.T. Manufacturing Corporation, veteran coin mechanism manufacturer here, last week exhibited at the National Automatic Merchandising Association convention, two prices of coin equipment designed for television operations.

The Free-View Television Meter is designed as a point-of-sale aid for video operators. The unit is attached to the coin-operated TV receiver; the customer may select a channel, press the plunger, and get three minutes of his favorite program. If he wants to hear the rest of it he may do so at the rate of 25 cents for each 30 minutes of play.

The unit lists for \$49.50, but the unit price on orders of 100 or more is \$27.50. Cash box capacity is slightly over \$100.

The attachment comes in a brown or black velvet crackle finish, weighs 9.5 pounds, and measures 12 inches high, 7.5 inches wide and 3.75 inches deep. It will accept five quarters for 150 minutes of play. It is also available in an automatic model, which is set for three minutes of free play every half hour.

The Television and Radio Timer may be set in increments of 15 minutes for play up to 24 hours. It is fully automatic, has a neon indicator which lights when operating, and has a \$25 capacity in quarters—the only coin it accepts.

The unit, which rejects slugs, sells for \$18.50 on single sales and \$10 on orders of 100 or more. Dimensions are 2 3/8 by 4 3/8 by 5 1/2 inches. It may also be used for coin-operated radios and washing machines.

## To Lose Bell Revenue

JEROME, Idaho, Sept. 5.—City officials predict that the city will lose at least \$2,000 a week in revenue after the law banning bell machines becomes effective January 1. There are 57 coin-operated devices in Jerome, of which 11 have not been relicensed this year because of the legislative act.

## Coin Machine Exports

MAY, 1953

Country	Phonographs		Venders		Amusement Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada .....	259	\$ 77,142	830	\$69,113	986	\$166,362	2,075	\$312,617
Venezuela .....	209	135,773	19	6,505	113	21,797	341	164,257
Belgium .....	264	111,348	250	2,625	863	12,411	1,377	126,834
France .....	59	19,465	.....	.....	551	52,537	610	71,992
Japan .....	43	24,539	.....	.....	145	37,010	188	61,549
Colombia .....	58	43,363	.....	.....	.....	.....	58	43,363
Switzerland .....	19	9,840	30	3,597	127	22,722	176	36,159
Cuba .....	54	22,162	.....	.....	35	8,675	89	30,837
Mexico .....	67	26,951	.....	.....	3	1,065	70	28,016
Netherlands .....	22	9,567	.....	.....	132	7,158	154	16,125
Guatemala .....	20	14,218	.....	.....	.....	.....	20	14,218
Honduras .....	29	12,391	.....	.....	.....	.....	29	12,391
Dominican Republic ..	19	10,606	.....	.....	.....	.....	19	10,606
Panama .....	10	7,550	.....	.....	.....	.....	10	7,550
French Morocco .....	.....	.....	.....	.....	51	6,735	51	6,735
Salvador .....	10	6,373	.....	.....	.....	.....	10	6,373
Canal Zone .....	.....	.....	.....	.....	11	3,445	11	3,445
Nicaragua .....	5	2,663	.....	.....	.....	.....	5	2,663
Peru .....	9	3,255	.....	.....	.....	.....	9	3,255
Netherlands Antilles ..	.....	.....	.....	.....	5	2,486	5	2,486
Costa Rica .....	5	2,450	.....	.....	.....	.....	5	2,450
Iceland .....	.....	.....	.....	.....	4	2,000	4	2,000
Italy .....	.....	.....	.....	.....	15	1,924	15	1,924
Bermuda .....	.....	.....	.....	.....	4	1,677	4	1,677
Hong Kong .....	.....	.....	.....	.....	7	1,616	7	1,616
Other Countries .....	5	2,441	71	1,902	28	1,720	104	6,063
TOTALS .....	1,170	\$544,147	1,200	\$83,742	3,096	\$358,502	5,466	\$986,491



## EYE SOLIDARITY

# Leveling Off Period Seen Aid to Ride Trade

CHICAGO, Sept. 5.—The coin-operated kiddie ride field is currently going thru a leveling off period which should have a solidifying effect on the trade as a whole. This was the consensus of operators and distributors in a survey completed by The Billboard this week.

Most riders, who have had noticeable success with not only local routes but the interstate variety, stated that for several months the trade has been subjected to a trial and error period in which many small manufacturers looking for a fast dollar were virtually setting up plants over night.

As usually with sharpshooters, the equipment they made was not built to last but was usually built at a price. At the beginning, the price was at one level but as ride operators became more experienced on which lines could be depended on, the sales picture changed rapidly and price-cutting followed. Then the get-rich-quick boys had to depend on getting new customers. They started to seal their fate when they went to

direct sale and left locations with equipment, which sooner or later became inoperable. The result was that the locations had to hunt up operators to keep the rides in working order.

### Caused Confusion

Ride men indicated that this activity caused a lot of confusion on their routes. They did not mind competition but they felt that the quick sales to locations only brought about a lot of bad will for the business. Now, the survey showed, most of the fast-buck crowd has dropped out and manufacturers, who have stood the test of time and concentrated on top workmanship, are just beginning to profit from their efforts.

Currently, the survey showed, the biggest need for a sustained trade is promotion which would make the public more conscious of the coin ride industry's service. They also pointed out with fall activity just around the corner it would be timely to launch a promotion aimed at the location management.

The first, operators stated, could be handled both thru signs in locations pointing up where the rides are situated, and also thru occasional announcements on the location's public address system. The location promotion, many suggested, would be especially valuable if it stressed keeping the ride dusted off at

regular intervals so that the parents would be conscious of the cleanliness of the rides.

The operators concluded that the remainder of the year should see steady play on rides in key locations—supermarkets, department and variety stores and neighborhood drug outlets. They based this on the natural appeal of the kiddie rides and the fact that operators will be better able to provide good service now that all the fly-by-night manufacturers have dropped out of the field.

## GOOD DEAL

# Supers Like Coin Rides In Indpls.

INDIANAPOLIS, Sept. 5.—Virtually all supermarkets here are equipped with coin-operated horse installations.

Peter Stone, Calderon Distributing Company, is generally given credit for the expansion of the coin ride field here. The over-all business held up fairly well during the summer and Stone and others believe it will expand after mid-September when all vacationers have returned.

Reactions from store managers indicate that the rides not only offer added income for the location in the form of ride commissions but have proved good traffic builders as well. Mothers point out they can concentrate on their shopping when their moppets are occupied with rides.

# Calendar for Coinmen

- September 10—Music Operators of Northern Illinois, monthly meeting. Place to be announced.
- September 18-20—Texas Merchandise Vending Association, 3d annual convention, Adolphus Hotel, Dallas.
- September 29—Western Vending Machine Operators' Association, Unique Restaurant, Los Angeles.
- October 1—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

# Supreme Court Upholds Katz-Rosenberg Decision

NEW YORK, Sept. 5.—The New York Supreme Court last week upheld its decision to deny the injunction application of Charlie Katz and Hymie Rosenberg, who sought to tie up monies of National Kiddie Rides, Inc. Result of the decision was the dissolution of the firm.

National was set up last spring as a selling agent for Fred Raffinello's B & R Novelty Company, which makes kiddie rides from fiberglass bodies made at William Stayback's Lee Manufacturing Company.

Rosenberg and Katz were hired as officers of the corporation. They held no stock, but were given an option to buy—an option which they did not exercise.

When differences of opinion about management between Katz and Rosenberg, on one hand, and the stockholders on the other arose, Katz and Rosenberg advised the bank of the corporation and the finance company that no monies were to be paid out of the corporation.

Katz and Rosenberg were then ousted as officers and directors of the corporation, after which

they sought an injunction from Supreme Court to restrain the stockholders from proceeding; they also sought to be re-instated to their original posts.

The Supreme Court denied their application (The Billboard, August 25), as it has denied the re-argument motion.

# Coinmen You Know

## Portland, Ore.

J. Eddie Cusson, Cusson Distributing Company, is in Physicians & Surgeons hospital as result of a freak accident. He was towing the disabled car of his son, James, when the tow rope broke. As he stood between the two cars a third machine crashed into the disabled car. Cusson suffered a fractured leg. The business, meantime, is being conducted by his wife Helen and James. Art Cusson, son of Eddie and Helen, and his wife announce birth of their third child.

Merle B. Jordahl, recent addition to the R. F. Jones Company staff here, has found housing accommodations for his family and is rapidly acquainting himself with trade. . . . Dewey A. Estey, owner of Automatic Service, returned this week from Chicago where he attended the National Merchandising Association convention. He was enthusiastic over the efficient manner in which the program events were handled.

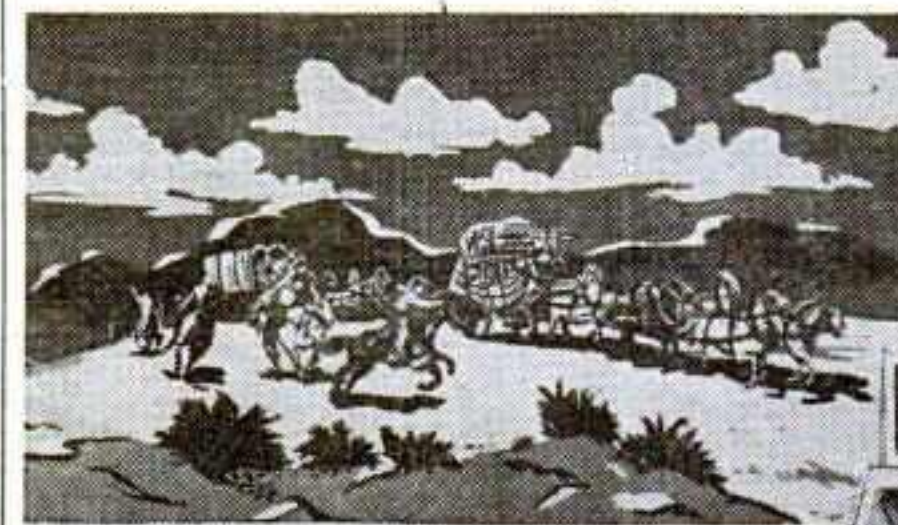
Irene Coyle, 1952-53 secretary of the Oregon Music Association, has resigned her position with a Portland music and game operator.

# Mrs. Cohn Buys Alert

PHILADELPHIA, Sept. 5.—Mrs. Sarah Cohn, wife of Sam Cohn, erstwhile kiddie ride manufacturer, this week announced that she had purchased the Alert Manufacturing Company here and will begin manufacture of the Solar Cadet.

The unit is a combination kiddie ride and target game. It is 54 inches high, 25 inches wide and 60 inches long. It consists of a chair, double-trigger machine gun, and flashing target.

# The OLD WEST Lives Again



SHOOT THE OUTLAWS

# WESTERN GUN

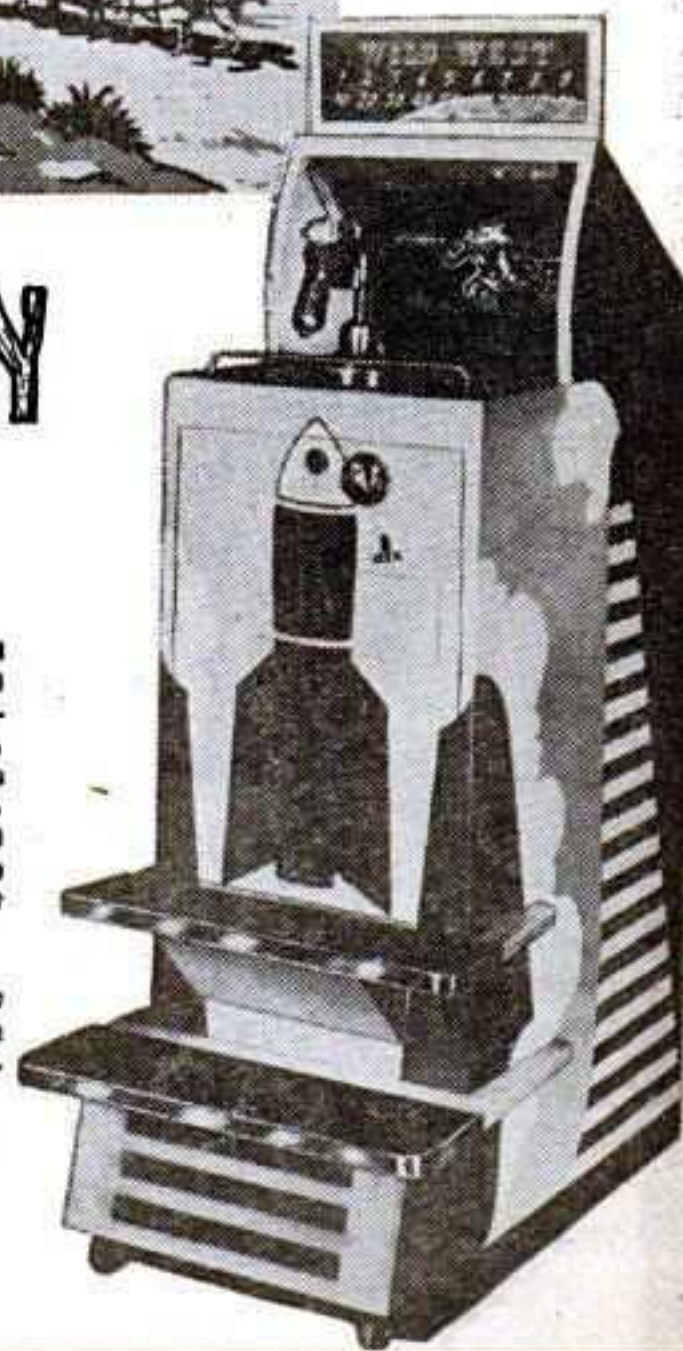
FEATURES OF WESTERN GUN  
Swing type, ball and socket pistol  
• easy-access servicing • beautiful modern streamlined cabinet • drop style • walk-up safety steps with rubber treads on cabinet • built in casters • chrome grab rail • adjustable motor times shooting cycle • unlimited shots • bright lighted targets.

SPECIFICATIONS: Height, 56 inches; length, 31 3/4 inches; width, 20 1/2 inches; floor area, 4 1/2 square foot. Shipping weight, 160 lbs.

Specially designed for the kids!

Proven money maker.

Write us for actual collection reports—THEY ARE AMAZING.



# EXHIBIT SUPPLY

4218-30 W. Lake Street Chicago 44, Illinois Established 1901

If you had \$1,000,000 you could not buy better kiddie rides than **METEOR--THE PROFIT LINE**



**METEOR HOT ROD**  
The Latest Champion Of The Line!

Smart Operators Buy Meteor Because They . . .

- Are of all steel construction!
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Operators—Step On It GO METEOR TODAY

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**WATCH FOR TUNG-GO!**

**'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.

A Ride With Fire Power and Battle Action—All 3 at One Time.

**ALERT'S . . .**

Steel Dolly Supplied FREE With Each Ride for Easy Handlings.

New Large Horses, \$199.50  
With Your Old Horse

Full Production—Write for Price List.

**SOLAR CADET**

PLASTIC FRONT  
SOLID ALUMINUM GUN  
STEEL TUBING



TESTED ON LOCATION:  
Play has been tried in playgrounds, school yards, and public places. The average rate has been better than 370 per cent.

DURABLE PLASTIC  
STAIN-LESS STEEL  
NATIONAL DROP COIN CHUTE

• 54" High, 35" Wide, 60" Lg. (approx. size of horse)  
• All Welded Stainless Steel Tubing Seat  
• Sealed-in-air Motor and Reducer Unit  
• All Jones' Plug Connections  
• Mechanism Mounted on Steel Plates  
• Visual Screen "X" Plexiglas (safe for children)  
• All 6-8-24 Voltage  
• New Plastic-Type Paint—cannot chip, scratch, mar or be hurt by weather  
• All connections coated with special formula for weather proofing  
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# NEW CUSTOMERS EVERY DAY!



"I'm bored! I'll be glad when I can ride Bally Kiddy-Rides."

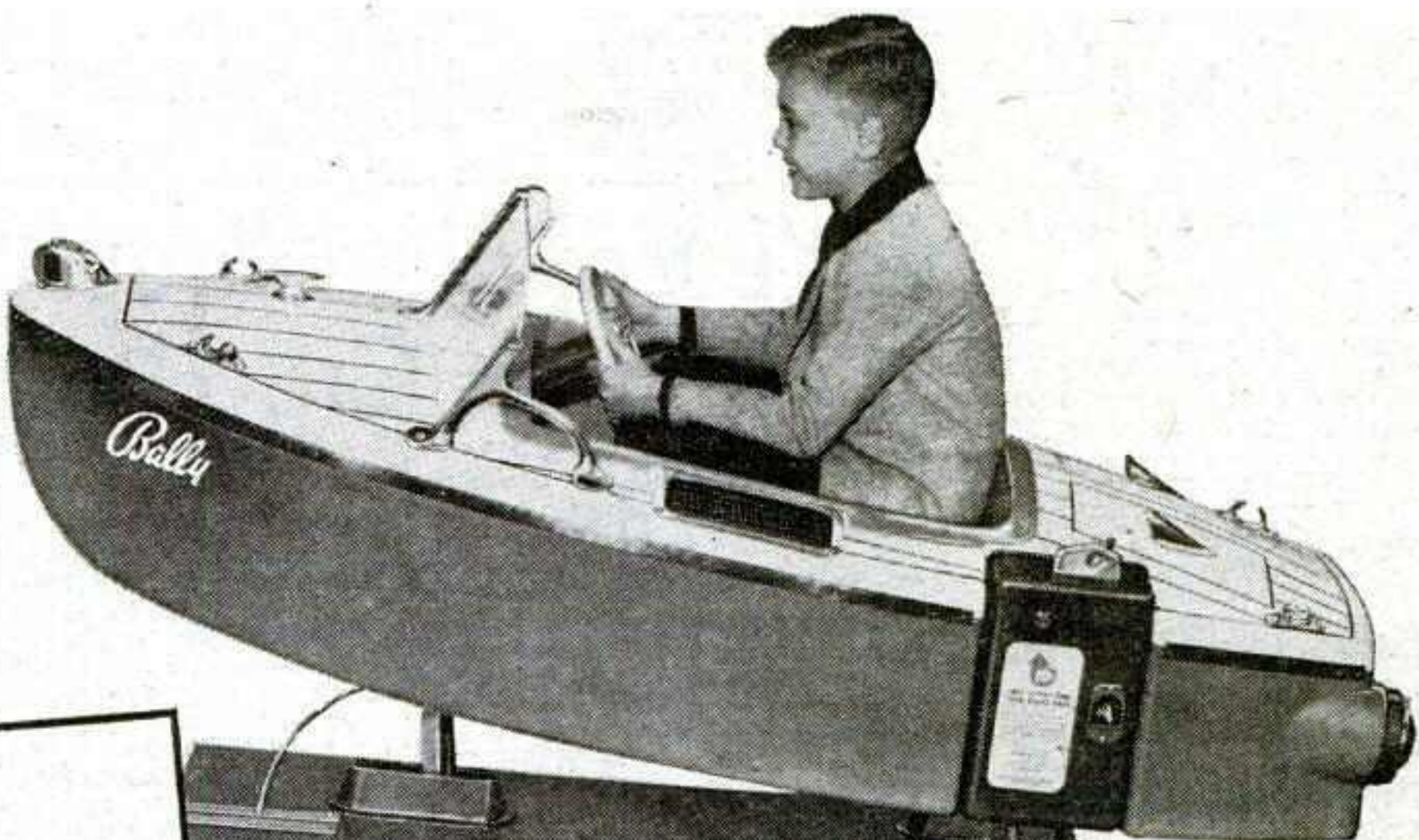
"I'm getting there! In a couple of years I'll be riding Bally Kiddy-Rides."

"Up on my hind legs! In a year or so I'll be riding Bally Kiddy-Rides."

"Next year I'll be this big—big enough to ride Bally Kiddy-Rides."

"Dolly's a baby, but I'm big enough now to ride Bally Kiddy-Rides."

Bally Kiddy-Rides operation is a permanent year-after-year business for operators. Every day of the year, dozens of youngsters in every shopping-area graduate from babyhood to kiddy-ride age. 4,000,000 babies born this year will be kiddy-riders within 3 or 4 years. And Bally Kiddy-Rides are built extra-strong to insure years of trouble-free, money-making operation. Babies born tomorrow will ride Bally Kiddy-Rides you buy today. Start a steady-income route of Bally Kiddy-Rides now. Finance-Plan available through leading Bally Distributors.



## 4 REASONS WHY Bally® KIDDY-RIDES EARN BIGGEST PROFITS YEAR AFTER YEAR

- 1. Flashiest Eye-Appeal
- 2. Thrillingest Action
- 3. Simplest Mechanism
- 4. Sturdiest Construction



**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



## Location Selling Themes Double NAMA Cig Session

Urge Special Committee; Seedman, Riddell Cite Counter Measures

By FRED AMANN

CHICAGO, Sept. 5.—Location sales, and how much of a threat are they and what can be done about them, was a high-point topic for cigarette operators during the National Automatic Merchandising Association convention here last week.

### VENDER VIEWS

## Customer Tells Reactions at Chi Convention

CHICAGO, Sept. 5.—The operators' customers — on the consumer and the location levels — became vocal in their likes and dislikes about the vending industry at NAMA business session last week.

"As the Customers See Us: A Public Reaction to Automatic Merchandising," turned up the following comments from two typical women consumers represented on the panel:

"I look for venders in airports, train stations, bus terminals."

"The delivery levers sometimes are difficult to operate on candy machines."

"Cups seem to run out before drinks in soft drink machines."

(Continued on page 78)

## Suppliers Bow New Products At NAMA Show

CHICAGO, Sept. 5.—Operators, manufacturers and distributors were shown new lines of vending candies and cookies last week when suppliers unveiled their newest items at the NAMA convention. In addition, they saw many familiar items with new packaged faces.

The Nestle Company, Inc., White Plains, N. Y., introduced, for the first time, its new coconut bar. Made with toasted shredded coconut, the bar is to be sold in the dime line. Vend pack, 100 count, price is \$5.25. Immediate delivery is promised.

A new Dutch Maid package was introduced at the show by Federal Sweets & Biscuit Co.

(Continued on page 88)

## Mercury Cig Vender to Sell For \$185

CHICAGO, Sept. 5.—A nine-column mechanically-operated cigarette vender, listing for \$185 made by Mercury Venders, Inc., Cleveland, was exhibited to the trade at the NAMA convention.

Mercury was organized 18 months ago by Andrew Goretta, a veteran vending machine manufacturer. He said the first units would be ready for delivery early in 1954.

Capacity for the vender is 500 packs without matches and 400 packs with matches. The unit has five shift columns, with all columns capable of vending either regular or king-size brands.

Dimensions are 60 inches high, 28 inches wide and 11 inches deep. The coin mechanism may be set to vend for up to 35 cents. A selection of two-tone color cabinet finishes is available. Goretta said his plant was set up to produce 5,000 units a year.

A special afternoon agenda, carried over from an earlier general business session Wednesday (23) morning, was announced to further explore the question. Two points were agreed on at the second meeting:

1. Location selling, for the last several years, has progressed in spite of predictions to the contrary.

2. Operators should "take the bull by the horns" and take the location-sale story to their location owners before the "location-selling salesman" can present a misleading report on the merits of self-ownership.

A third suggestion advanced was that NAMA appoint a special Location Sales Committee to examine all aspects of the situation and make definite recommendations how best to alleviate it.

This suggestion, it was emphasized, was also made during the 1952 NAMA convention, but to date no action had been taken by the association.

**Mass Picture**  
Arthur F. Schultz, A. F. Schultz Company, Erie, Pa., stated that in Massachusetts, where the location-sold cigarette vender made its first appearance, such equipment constitutes approximately one-ninth of all installations. He said of the 18,632 cigarette machines in the State, 2,161 were location-owned.

"Don't underestimate the sale of equipment to locations," he warned.

(Continued on page 76)

## Nat'l Vending Preps 20-Column Cig Unit

Pilot Model to Be Shown Late October; 200 Weekly Production Planned

By AARON STERNFIELD

LYNBROOK, L. I., N. Y., Sept. 5.—Engineers at the National Vending Corporation here are working on a 20-column cigarette vender which will have a capacity of 500 packs. A pilot model of the vender is expected to be completed in late October, with a showing planned in a New York hotel shortly thereafter.

Dimensions of the electrically operated unit will be about 49½ inches high and 14 inches deep. Bob Hirsch, national sales executive, said the machine would be competitively priced, probably less than existing 11-column venders. The first production run, scheduled for late fall, will be only 100 units. These venders, Hirsch said, will be location tested on National stops before the regular production schedule begins.

National, one of the largest cigarette operating firms in the U. S., could use an estimated 1,500-2,000 venders a year, Hirsch said. However, once the regular production schedule begins, Hirsch said the firm would produce about 200 a week.

The 20-column unit will have two columns which will take Parliament-type packs, with all other columns accommodating either king size or standard size packs. Hirsch said that different prices may be set for each column, and that the unit will take up to \$1.65 in any combination of nickels, dimes or quarters. After production of the electrically operated model begins, Hirsch added, the firm plans to build a similar model in a manually operated version.

## Preview Films Produced for Nat'l Vender

CHICAGO, Sept. 5.—NAMA convention-goers at the Conrad Hilton Hotel got a look at three training motion pictures produced by National Vendors, Inc., at Automatic Merchandising Company, Chicago.

The titled movies were entitled: "Installing Your New National"; "Normal Service Procedure"; "Maintenance and Adjustment of Your National."

Thomas B. Hungerford, merchandising director of National, explained that the films shown at the convention were unedited "rushes." They also were in black and white whereas the finished film, which will be made available for showing to operators' service personnel, is in natural color.

National's movies, with sound commentary by Hungerford, mark the first time a vending machine manufacturer company has prepared service training motion pictures specifically for the vending trade.

The movies were made by Automatic Merchandising, in the operating company's Chicago headquarters, under the supervision of Carlton Smith.

## SMOKE THAT CIGARETTE

### Forecast Record Sales; Tobacco Supplies Up

WASHINGTON, Sept. 5.—Vending machine industry can look forward to another record year in cigarette consumption, with manufacturers' output meeting the demand, the Agriculture Department reported this week.

Supply of tobacco for use in cigarettes in 1953-'54 will be larger than in 1952-'53. Cigarette production in the fiscal year ended June 30, 1953, climbed to a record 436,600,000,000, an all-time record and an increase of 14,500,000 over the previous year. Consumption of cigarettes in the U. S. reached a record 396,900,000,000, an increase of 12,900,000 over the previous year.

Factors in expected record consumption of cigarettes next year are continued high personal incomes and increase in number of

## Chicago Studies Proposal to OK Cigarette Vending

Form Group to Check New Plan; Ban Costs City \$600,000 Yearly

By JIM WICKMAN

CHICAGO, Sept. 5.—A five-man City Council subcommittee has been named to study and investigate a proposal that would allow the licensing of cigarette venders.

Ald. Daniel J. Ronan, head of the subcommittee, said that no hearing date had been set as yet, but that it would be decided upon when the council meets September 9.

In addition to the findings of the committee, Ronan added, there would be groups present to present pro and con arguments on the proposal.

The ordinance, banning cigarette vending machines, was adopted in 1937 on the contention that they tended to increase

juvenile delinquency. Since that time, Chicago, the only major city in the U. S. that bans cigarette vending machines, has faced clamor for invalidation of the ordinance (The Billboard, August 15).

### Cite Revenue Loss

Recent articles appearing in The Chicago Sun-Times stated that over 3,000 cigarette machines were operating in the city without paying a license. Loss of revenue was estimated at \$360,000 to \$600,000 annually. Many machines were taken from their locations after the newspaper's campaign and this action brought complaints from both management and union officials, according to Arthur G. Lindell, city budget director.

Members of the subcommittee are Aldermen Daniel J. Ronan, William H. Harvey, David R. Muir, Matthew W. Bieszczyk and Ray N. Jacobs.

The National Automatic Merchandising Association has scheduled a meeting for Chicago area operators Tuesday (8) to discuss the situation.

Because the meeting is for all Chicago vending operators, part of the evening will be spent on problems and regulations of sanitation.

The NAMA area meeting, beginning with dinner at 6 p.m., will be held at the Bismarck Hotel.

## Fruit-O-Mat Jr. Is \$679

CHICAGO, Sept. 5.—Fruit-O-Matic Manufacturing Company introduced a two-column selective Junior model at the Conrad Hilton, priced at \$679. Thirty-day delivery is promised.

The new machine has the same type mechanism as the larger, four-column Fruit-O-Matic at \$947.

The smaller unit is 73 inches high, 26 inches wide and 24 inches deep. Weight, 465 pounds. Total capacity of 112 pieces of fruit means that 56 are on each of the two vending belts. Latter operate independently of each other.

## Du Grenier Has 12-Col. Vender

CHICAGO, Sept. 5.—Arthur H. Du Grenier, Inc., Haverhill, Mass., unveiled its two new 12-column units at the NAMA show.

The manually operated machines list for \$204.50 in the all-coin combination model, which takes nickels, dimes and quarters has a nickel changemaker and vends at two prices, and \$185 in the Simplex model, which may be set for either a 25-cent or 30-cent vend.

Both units are available in 62-inch and 68-inch heights. The former has a capacity of 305 packs and the latter has a capacity of 432 packs. All units are 28 inches wide and 12.5 inches deep. Fall delivery is scheduled.

## B&W Tests King Size Kools in Wash. State

NEW YORK, Sept. 5.—The Brown & Williamson Tobacco Company this summer has been selling king size Kool cigarettes in Washington State. Whether or not Kools will be distributed nationally in a jumbo version depends on Washington sales.

If B & W does decide to distribute king size Kools nationally, the move will provide complications for vending operators. Various surveys have emphasized the fact that the leading brands are getting less and less a percentage of the total market, with filter tips, premium prices, king sizes and other gimmicked brands taking up the slack.

A couple of years ago, an operator could carry the leading brands, plus two or three other less sellers popular in this area, and be assured he wasn't missing many sales. Now the operator who limits his selections to a half dozen or so brands, altho satisfying most of his potential customers, is missing a fair share of the market.

The last year has seen three major brands come out with king size versions—Chesterfield, Old Golds and Philip Morris. In addition, Raleighs and Viceroy's have

become available in the elongated size during the same period.

The fact that a mentholated cigarette may go king size is significant in that the public's taste for the larger smoke may have been cultivated to the point

(Continued on page 87)

## New Service Changers by Cont'l Coin

CHICAGO, Sept. 5.—Continental Coin Devices, Inc., introduced three service changers at the NAMA convention supplementing its line of penny refunders.

Model 25-5 returns five nickel for a quarter, holds 800 nickel in the payout tube. List, \$57.

Model 10-2 returns two nickel for a dime, contains 320 nickel in payout tube. Price, \$54.

Five pennies for a nickel are returned by Model 5-5, which has a 1,000 penny capacity in payout tube. Price, \$55.

All models are manually operated. Cast iron stands with adapting plate list at \$5.50.



# Kiley Boosts -Cent Vend or Coffee

CHICAGO, Sept. 5.—Bernard Kiley, Airport Vending Service, Cicero, Ill., in a panel discussion at the National Automatic Merchandising Association convention Tuesday (25), told coffee operators that his firm has been vending coffee for 7 cents since 1949 and that, after an initial drop when it was increased from a nickel, volume increased readily.

Kiley related that, in 1949, his firm could no longer vend coffee profitably at a nickel, and attempted to up the price on his industrial locations to 10 cents. The move backfired, with either the locations balking or the workers boycotting the venders.

**Not All Profit**  
Not all of the extra 2 cents goes into the profit column, said Kiley. Most of it is utilized to make a better cup of coffee (he defines good coffee as strong coffee) and to provide better and more consistent service for the venders.

He was faced with a dual selling job on the price increase to management and to the workers. The former was done with relative ease. He saw company officers, told them of his problems and increased costs, then laid it on the line. Later he found that explanatory letters were more effective.

The employees posed a tougher problem. Some unions actually ordered a vender boycott, but, after explaining his problems to union officials, he convinced them to lift these bans.

**Slump Temporary**  
Nevertheless, sales dropped off initially from a third to a half. Within a matter of weeks, however, sales reached their former level and have been climbing ever since. In fact, he said, the rate of volume increase has proved greater on 7-cent than on 5-cent cups.

He explained that the extra 2 cents enables him to vend a better product and to offer better service. While about 35 per cent of the coffee operators in his area vend for 7 cents and the remainder vend for a nickel, Kiley said he has never lost a location to a nickel vender. He attributes this to the fact that he can vend a better product.

Kiley said that when his firm ended for a nickel, it took 150 cups per unit, per day to make like amount of profit.

**Nickel Argument**  
Another panel member, Mrs. Ruth Bender, Kwik-Kafe of Milwaukee, Inc., Milwaukee, took issue with Kiley. She said that she had been operating at a nickel for four years, and doing so profitably. She maintained that a high volume of sales at 5 cents would keep the operator in black ink and not build up either customer or location resistance. She added that her firm pays commissions on every location.

Mrs. Bender stressed the importance of the route operator actually making frequent trips to the locations and to know the people who work in the plants as well as the executives. This practice, and seven-day-a-week, 24-hour-a-day locations, serviced promptly, she said would result in profit for the 5-cent coffee operator.

# NORSE VENDER GIVES PATRONS FUEL FOR AUTO

OSLO, Norway, Sept. 5.—During the past week demonstrations were given here of a coin-operated gasoline vender. Machine is a rectangular metal box which is attached to regular gas pumps with a crank that must be turned to start the pump working.

Vender operates upon insertion of five 1-kroner coins—about 70 cents—and delivers approximately five liters of gas. Machine will not go into actual use here until it has been inspected and approved by fire department and other officials.

# Unfair Cig Price Act Challenged By Ala. Grocer

MONTGOMERY, Ala., Sept. 5.—Alleging that the Unfair Cigarette Price Act is unconstitutional, Jerry Hilliard, Opelika grocer, has instituted court action against Joe Edwards, State revenue commissioner and the Wholesale Tobacco Association.

A bill of complaint has been filed for Hilliard in the Montgomery Circuit Court in Equity, by Hilliard's attorney.

A complaint that Hilliard was selling cigarettes at his retail grocery business below the cost allowed by a 1951 legislative act was recently heard by the State Revenue Department at the request of the Alabama Wholesale Tobacco Association. No decision has been announced.

**Act Unreasonable**  
The suit in Circuit Court here charges that the 1951 cigarette price act is "arbitrary, unreasonable and capricious in that it requires the people of the State of Alabama to pay a higher price for the purchase of one article—cigarettes, and does not undertake to regulate the price and terms of sale of other commodities."

Hilliard also asserts that whereas Edwards, "as Commissioner of Revenue, is given powers to enforce the provisions of the (cigarette) act," he delegated this policing power to the Wholesale Tobacco Association.

Hilliard set forth in his complaint that unconstitutionality of the 1951 act—which the State Legislature declined to repeal—is unconstitutional for more than 20 reasons.

"Among these," it is alleged, "the act is unconstitutional because it deprives a person, without due process of the law, of selling cigarettes at retail for which (he) has paid the privilege of license tax to do."

**Not Free Market**  
As noted, during the recent legislative debates on a bill seeking to repeal the act, it was alleged that under the 1951 act merchants are prevented from selling their cigarettes how they like, for what price they like, in a free market.

"The said act," the suit charges, "is unconstitutional in that it undertakes to regulate a business not affected with the public interest."

Hilliard contends that "if said act is constitutional, complainant is entitled to testify as to the innocence of his intent in making said sales. . . . While it is the contention of the Wholesale Tobacco Association that the mere sale as therein defined is sufficient to strip the complainant (Hilliard) of the constitutional presumption of innocence, and to convict the complainant (Hilliard) of his unlawful intention without opportunity to refute such unlawful intention."

Hilliard further contends there is "a bona fide justifiable controversy" between him and the Wholesale Tobacco Association and the State Revenue Commission since "upon introduction of evidence of a lesser cost of doing business than 8 per cent of the basic cost of the cigarettes to the retailer (as required by the 1951 act), the burden is upon the complaining party, or upon the State, to prove the allegation that (Hilliard) is selling cigarettes at less than actual cost. . . ."

# DISTAFF NOTE Woman's Page Story Shows Vender Gains

MIAMI, Sept. 5.—Vending machines were the subject of a feature write-up in the woman's pages of The Miami Daily News this week.

Rowe Corporation President Robert Z. Greene was quoted as saying the day was not far off when the harried housewife won't need to worry about getting emergency items from the store after its doors are locked.

The article went on to say: "These 'Silent Salesmen,' are now a boon to the girl on a date who after hours needs a few accessories in a hurry—jewelry, a comb or perfume—or who has developed a run in her nylons."

# Gotham Subway Traffic Drop Hurts Venders

NEW YORK, Sept. 5.—The New York Transit Authority, in the first full seven-day report issued since the subway fare was increased from 10 cents to 15 cents July 25, revealed that passenger traffic dropped 12 per cent during the August 22-28 week compared with the same period in 1952.

While no figures are available on vending revenue, spokesmen for operating firms with subway locations guessed that the drop in vending grosses is considerably more than 12 per cent. Reasons cited are that the commuters have less to spend and, with the token system, they have less change on hand (The Billboard, August 15).

The only firm not complaining is Chick's Drinks, operator of cup venders in the Gotham underground. However, according to Sal Fornatora, Chick executive, the firm has been grossing heavily in spite of the fare increase, not because of it.

**Weather Aid**  
Chick's greatest point-of-sale aid in late August and early September has been the weather; the thermometer here has hit 90 on a dozen consecutive days.

However, Fornatora said that revenues from cup drink venders had been off in the last week of July and the first three weeks of August, the period beginning with the fare increase and ending with the start of the hot spell.

# Novasic Predicts King-Size Heyday

CHICAGO, Sept. 5.—Nick Novasic, County Distributors, Milwaukee, Tuesday (25) told operators at the morning NAMA convention business session that the heyday of king-sized brands is in the offing and cited the following figures on current sales of his route:

He sells 15 packs of his leading brand (a regular) to nine packs of Pall Malls; nine packs of king-size Chesterfields to eight packs of standard Chesterfields when both are in the same vender; 6.34 packs of regular Old Golds to three packs of king-size Old Golds when both are in the same vender (he explained that the king-sized OG's were put in fairly recently), and six packs of regular Philip Morris to four packs of king-size PM's when both were in the same vender.

Novasic said that in the 19 years before the major brands introduced king-size versions, he had been visited by manufacturer representatives only three times. However, in the last year, he added, he had the same number of visits.

He said some cigarette manufacturers were tardy in issuing labels and decals for their columns, adding that at one time he had to buy a pack and cut out the label with a scissors to mount on the column.

# DARLING TELLS NAMA SERVICE TO MEMBERSHIP

CHICAGO, Sept. 5.—"National Automatic Merchandising Association exists only to help you (vending machine companies) make a reasonable profit," C. S. Darling, executive director of the association told the membership at the 18th annual meeting of the organization last week.

Darling, executive head of the association since its formation in 1936, reviewed the activities of NAMA since its founding. He pointed out that the association was created to guard the vending industry's interests before legislative bodies. That is still the prime job, he said.

Since its inception, NAMA has urged its members to immediately report a threat of taxation to the headquarters for action. To the tax threat, Darling this year added sanitation rules and regulations at the State and local level.

Darling singled out the association's Red Feather drive in which thousands of vending machines assist in raising funds for local Community Chests. He urged the membership to sell local sales and advertising clubs the idea of holding automatic merchandising meetings similar to those already held in Baltimore, Buffalo, New York and Los Angeles.

The NAMA executive told the membership the latest Operating Ratio Report would be mailed out to co-operating members within 10 days. All told, 75 members furnished their figures to Price-Waterhouse in the continuing study to establish cost-profit trends.

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Model 950, 9 Cols., 350 Cap. . . .	125.00
ROWE President, 10 Cols., 475 Cap. . . .	\$135.00
Crusader, 10 Cols., 475 Cap. . . .	155.00
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**Location Selling Themes**

• Continued from page 74

Arch C. Riddell, Harmony Cigarette Service, Inc., Pasadena, Calif., listed two basic factors which sponge up profit from a location-owned machine:

1. To profitably operate cigarette venders, a substantial number of units are required (the location owner has one machine).
2. Experience, in maintaining, stocking, placement and in spot-repairs are musts for profitable operation (the location owner possesses none of these).

Elaborating on the idea of the operator's "telling the self-ownership story to the location," Riddell said this would take the major selling point (profits) out of the "own your own" approach.

He cited the counter approach taken by one operator: it consisted of an offer to lend a machine (the one already installed) to the location for 10 days at no charge. During this period, he would supply cigarettes at wholesale. If the location was still determined to buy its own vender at the end of the time, the operator then offered to sell the unit outright at a fair price (usually below that asked by the direct sale firm). The sale would be made with the understanding that within the first year, the location could sell the machine back to the operator for the same price for which it was purchased.

In areas where location contracts are commonplace, the operator has a big advantage over

the location sales pitch. George Seedman, Rowe Service Company, Inc., said this insures that the location owner reveal his plans to install his own unit prior to actually doing so. Without a contract, operators too often learn of the move only when the location requests the removal of a machine.

Arguments summed up by Seedman serve to "take much of the golden glitter off the own-your-own profit promises." He lined them up as follows:

1. Pilferage, the reason for installation of cigarette equipment in many cases, grows instead of diminishes with self-ownership.
2. With today's range of 12 to 14 popular brands, the location must invest a large sum in stock. If it does not, it will miss sales thru not having the smokers' choice.
3. The wholesaler invariably will require the one-machine location owner to pay cash for his cigarette purchase. Thus, he invests not only in the machine itself, and takes an annual loss thru depreciation, but also lays out cash for new stock.

**Cites Investment**

"This," said Seedman, "proves to be a top-heavy inventory, in cost and variety of brands, for the average location to carry itself."

Consensus of attending operators was that "pre-sale education," presented by the operator himself, would tend to discourage a good percentage of location sales.

Capping this conclusion, Riddell pointed to his own experience. Telling self-ownership facts to 10 locations, with the offer to sell working equipment to the owners, resulted in 10 refusals to buy.

**Tux Slik Shav Makes Debut**

CHICAGO, Sept. 5.—The Tux Slik Shav Vendor, a merchandiser which dispenses a razor, blade and cream for a quarter, made its bow at the annual convention of the National Automatic Merchandising Association.

Elroy Gellerman, head of Tux Vending Machines, Rock Island, Ill., said the unit would sell for about \$90, with a barber pole stand, storage compartment and lock for \$10.50, and Slik Shav Kits at \$18.50 a gross. He said deliveries could be made November 1, with his plant capacity set at 100 a month.

The unit measures 6 by 7 by 22 inches, weighs 22 pounds loaded, and holds 60 kits. Mechanically operated, it has only one moving part and is equipped with a National Rejector and coin return.

The finish is barber-pole style with a chrome trim and picture mirror. The operator claims the machine can be serviced in 60 seconds.

Gellerman said he planned to organize a national distributor set-up and was seeking distributors in key cities.

**Herman Distrib. Enters Cig Field**

NEW YORK, Sept. 5.—Herman Distributors, Evans juke box outlet and game distributor here, has gone into the cigarette vender distributing field.

Max Lerner, Herman executive, said the firm will concentrate on rebuilding and refurbishing second-hand equipment. Current plans are to concentrate on manually operated venders.

**DEBUT VENDERS IN RED STORES**

MOSCOW, Sept. 5.—According to the Russian newspaper, Evening Moscow, vending machines will soon make their debut in Red department stores. Items to be vended will include cigarettes, matches, envelopes and writing paper.

The only other vending operation in Russia is in the Moscow subway, where units have been installed to make change and sell tickets.

**Ops Pledge \$6,500 for Vending Film**

CHICAGO, Sept. 5.—The prospect of a public relations film for the automatic merchandising industry grew brighter Tuesday morning (25) when operators at a business session of the NAMA convention pledged more than \$6,500 toward the \$25,000 necessary to make the film. Pledges of \$10,000 had been received previously from manufacturers.

Thomas A. Buckley, the Vendo Company, Kansas City, Mo., chairman of the public relations committee, told the operators that the general public still feels the automatic merchandising industry has a skeleton in its closet, and that the only way to dispel that notion is to present the facts.

He said that the co-operation with the Red Feather drive, in conjunction with the cup and match manufacturers, had created a favorable impression with the public, but that a motion picture provides the best means to disseminate information about the industry.

Bill Fishman, NAMA second vice-president, said that a potential audience of 30,000,000 could be reached thru service clubs, churches, legislative groups and public institutions via a 16-mm. film. He said there were currently 45,000 16-mm. projectors in use in the country.

Fishman said that such a film would raise the level of public confidence in the industry and show the economic value of automatic merchandising by pointing out that the operator is a progressive businessman who creates plus sales and employment, gives the community a service, and adheres to standards of sanitation which would be hard to match in other methods of distribution.

Tom Collins, publicity director of the National Bank & Trust Company, Kansas City, Mo., told the operators that it's not only the truth about the industry that's important, but it's what people believe about it that counts.

He pointed out that, in this respect, banks and vending operators had something in common. He explained that the once-common conception of a banker as a man with a glass eye and a stone heart is disappearing. It never was true.

So too, he said, the once-common conception of the vending operator as a man on the fringes of legitimate business is fast disappearing. That too, he said, was never true.

Collins said that successful businessmen must know their business, sell what there is a demand for, and get along with the public. The only way to accomplish the third requirement, he explained, was to throw the light of publicity on one's activity—to let the public know that "you're bringing more to the picnic than you're eating."

**Beech-Nut Bows Point of Sale Promosh at NAMA**

CHICAGO, Sept. 5.—Beech-Nut Packing Company, Canajoharie, N. Y., introduced its new point of sale promotion at the NAMA convention.

The promotion, an adhesive backed sign measuring 4.5 by 3 inches, stresses both the trade name and the idea of freshness. Coloring on the sign is bright red and white.

Plans to lengthen the sign, leaving a blank space at the bottom for the operator's name and phone number, are being made.

**Guggenheim Charm Now Available**

NEW YORK, Sept. 5.—Flip-It, a pinball, game-type charm made by Karl Guggenheim here, is now available for delivery. The charm was displayed for the first time at the recent convention of the National Association of Bulk Venders in Chicago.

Made of Styrene plastic, the inch-long charm is available in three models, Baseball, Pinball and Space Trip.

**MANDELL GUARANTEED USED MACHINES**

- N.W. Deluxe 12 & 34 Comb. .... \$1
- N.W. #39 14 Porc. .... \$1
- N.W. #33 14 Porc. B.G. .... \$1
- Master 14 Bulk Porc. .... \$1
- Master 34 Bulk Porc. .... \$1
- Master 14 & 34 Bulk Porc. .... \$1
- Columbus 14 Bulk Porc. .... \$1
- Silver King 14 B.G. or Mds. .... \$1
- Silver King 34 .... \$1
- Exhibit Post-Card (Metal) .... \$1
- Advance #D 14 B.G. .... \$1
- Advance #11 Mds. .... \$1

**MERCHANDISE & SUPPLIES**

- Pistachio Nuts, Jumbo Queen .... \$1
- Pistachio Nuts, Vendor's Mix .... \$1
- Cashew Whole, Vendor's Mix .... \$1
- Cashew Butts .... \$1
- Peanuts, Jumbo .... \$1
- Spanish .... \$1
- Mixed Nuts .... \$1
- Almonds 480 ct. 5 lbs. vac. pk. .... \$1
- Assorted Fruit Churns, 100 ct. .... \$1
- Rain 50 Ball Gum, all sizes, 200 lbs. minimum. Priced per lb. .... \$1
- Adams Gum, all flavors, 100 ct. .... \$1
- Wrigley's Gum, all flavors, 100 ct. .... \$1
- Sherard Chocolate, 200 ct. .... \$1
- Hershey's Chocolate, 200 ct. .... \$1
- Minimum Order, 25 Boxes Assorted
- Complete line of Parts, Supplies, Straps, Globes, Brackets, Charms. Everything for the operator.
- 1/3 Deposit, Balance C.O.D.

**NORTHWESTERN SALES AND SERVICE CO.**

MOE MANDELL

446 W. 36th St., New York 18, N. Y.

LOngacre 4-6487

**THE HIT OF THE NABV CONVENTION GUGGENHEIM'S latest action charm!**



**"FLIP-IT" MINIATURE PIN-BALL GAME**

that actually works

**\$18.00** per thousand

Order from your distributor or from ...

**Karl Guggenheim**

33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-831

**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. Price 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



**SENSATIONAL SALES MAKE oak's NEW Rainbow 10-selector VENDOR Precision-built! Aluminum! Colorful column in red, gold and blue!**

**Empire Coin Machine Exchange**

1012 Milwaukee Ave. • Chicago 22, Ill.



GIVE TO THE RUNYON CANCER FUND



### Hair Tonic, Lotion Venders Displayed

CHICAGO, Sept. 5.—The Griffin Dispensers, made for vending Wildroot Cream-Oil Hair Tonic and Frostilla Fragrant Lotion were exhibited for the first time at the NAMA convention.

The lotion unit vends for 1 cent, while the hair tonic unit vends for 5 cents. Dimensions are the same for both venders—10 3/4 inches high, 7 3/4 inches wide including plunger, 4 3/4 inches projection from all and 1 1/2 by 10 back sign. Weight is four pounds empty.

The lotion vender lists for \$275, while the hair tonic vender lists for \$260. Manufacturer is Merchandising Dispensers, Inc., Los Angeles, and the Sherman Corporation, Denver, is national distributor. Regional distributorships are available on a franchise basis.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Vending Machines

	Issue of Sept. 5	Issue of Aug. 29	Issue of Aug. 22	Issue of Aug. 15
Acorn 1c			\$10.50	
Advance Model D Ball Gum	\$7.45	\$7.45	7.45	\$7.45
Advance No. 11	5.95	5.95	5.95	5.95
Atlas Nut	6.50	6.50	6.50	6.50
Coca-Cola Bottle Vender 10c	195.00	195.00	195.00	195.00
Coca-Cola Cup Dispenser	95.00	95.00	95.00	95.00
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 Champion (6 col.)	97.50	97.50	97.50	97.50
DuGrenier Champion (11 col.)	97.50	97.50	97.50	97.50
DuGrenier V (7 col.)	90.00	90.00	90.00	90.00
DuGrenier S (7 col.)	85.00	85.00	85.00	85.00
DuGrenier Champion (9 col.)	97.50	125.00	97.50	125.00
DuGrenier Model W (9 col.)	115.00	115.00	115.00	115.00
Eastern Electric (8 col.)	125.00	125.00	125.00	125.00
Exhibit Card Vender 1c	15.00	15.00	15.00	15.00
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
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	6.50	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	115.00
National Candy (6 col.)	65.00	65.00	65.00	65.00
National Candy (9 col.)	95.00	95.00	89.00	95.00
National King Candy				20.00
National Electric	95.00	99.50	95.00	99.50
National 750			75.00	75.00
National 930	95.00	130.00	95.00	130.00
National 950	125.00(2)	125.00(2)	125.00(2)	125.00(2)
Northwestern 33 Ball Gum	145.00	145.00	145.00	145.00
Northwestern Deluxe 1c and 5c	7.95	7.95	7.95	7.95
Northwestern Model 39, 1c	13.95	13.95	13.95	13.95
Northwestern Stamp	7.95	7.95	6.50	7.95
Pop Corn Sez	49.50	49.50	49.50	49.50
Revco Ice Cream Vender 10c	150.00	150.00	150.00	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	125.00
Rowe (10 col.)	145.00	145.00	145.00	145.00
Rowe Crusader (10 col.)	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.)	175.00	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
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King 1c Midge	7.45	7.45	7.45	7.45
Silver King 5c	7.45	7.45	7.45	7.45
Siros Brush Up	50.00	50.00	50.00	50.00
Super Vend Selective Drink Vender	350.00	350.00	350.00	350.00
Uneeda Electric Cigarette Machine (9 col.)	87.50	87.50	87.50	125.00
Uneeda Model A (6 col.)	85.00	85.00	85.00	87.50
Uneeda Model E (6 col.)				87.50
Uneeda Model E (8 col.)		85.00	85.00	85.00
Uneeda Model E (9 col.)				90.00
Uneeda Model 500 (9 col.)	135.00	135.00	135.00	135.00
U-Select-It	49.50	49.50	49.50	49.50
Victor Topper Deluxe Cabinet 1c		11.50	11.50	
Vendor-Bar, 8 col., 10c	119.50	119.50	119.50	119.50

### Blue Magic—LUMINOUS VARSITY LETTERS that glow-in-the-dark



When OPERATORS talk we LISTEN. From them we learn. They steer us right.

We were TOLD to make Varsity Letters LUMINOUS. The CUSTOMER is always right.

Uncanny how RIGHT they are. It's the "hit" they said it would be—and everything is hunky-dory and better than expected.

We pass on the good word so you can order, too.

**SAMUEL EPPY & CO., INC.** 91-15 144 Place Jamaica, New York

### SCHOENBACH STAMP VENDORS Folder Type

**ATTRACTIVE OUTSTANDING**  
Built to last for years. Perfect slug detection Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vender (as illustrated) **\$22.50 ea.**  
3 Col. Vender **\$32.50 ea.**

**STAMP FOLDERS** Very Low Prices  
1/3 With Order, Balance C.O.D.  
**J. SCHOENBACH**  
Distributors of Advance Vending Machines.  
1647 Bedford Ave., Brooklyn 25, N. Y.

### 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**  
100 East 27th St. Kansas City 27 Mo.

### COIN UNIT SELLS AT ODD PRICES

CHICAGO, Sept. 5.—A coin mechanism which will vend at any price between a cent and \$4.50, keep a running total of what the customer is spending and return his change, was displayed by National Rejectors, Inc., St. Louis, at the NAMA convention.

The unit, the Auto Cashier, vended a half dozen odd-priced items, always returning the proper change. It takes any coins. Measurements are 24 by 10 by 6 inches. No production plans have been announced for the mechanism.

### Canteen of Colo. Enters 20th Year

DENVER, Sept. 5.—The Canteen Company of Colorado celebrated its 20th anniversary Monday (28) in its new quarters on Ninth Street. Open house marked the ceremonies from noon to 6 p.m.

The firm was formed in 1933 by the late A. S. Chappell and his younger brother, J. L. Chappell. It now employs 31 persons. Attending the ceremonies was E. F. Hinkle, president of the Automatic Canteen Company of America.

### G. Washington Sales Jump

NEW YORK, Sept. 5.—Sales of G. Washington soluble coffee to vending operators has increased more than 400 per cent over a year ago, according to L. C. Powell, vending division head.

Powell said that G. Washington began manufacture of a more heavily concentrated soluble coffee in May, but withheld announcement until this week. However, he added operators have been supplied with the new G. Washington coffee for the last 90 days and that response has been favorable.

### Gundlach Elected Terry President

ELIZABETH, N. J., Sept. 5.—Robert F. T. Gundlach was elected president of the Terry Candy Company here. Vice-president for 15 years, Gundlach was moved up to fill the vacancy caused by the recent death of Frederic J. Andrews.

### New Eppy Charm

JAMAICA, N.Y., Sept. 5.—Samuel Eppy & Company, Inc., this week released its Varsity Letter charm. The letters are plastic and glow in the dark.

## NATD Regional Meet Oct. 9-10 In New Orleans

NEW ORLEANS, Sept. 5.—The Bi-Annual Southern Regional Meeting of the National Association of Tobacco Distributors will be held at the Roosevelt Hotel, October 9-10.

Subjects to be covered during the first day's meeting will include: "Operation of Vehicles," "Merchandising Turnover and Inventory Control," "Budgeting Expenses," "Fringe Benefits," "Increasing Salesmen's Productivity" and "Enlisting Employees in Cost Reduction Programs."

The second day's session will feature forum discussions moderated by Harry Gunst Jr., president NATD Young Executives Division and Vice-President Cliff Weil, Inc., Richmond, Va.; Stanley Stacey, NATD director-at-large and president of the Cavalla Tobacco Company, Milwaukee, and H. K. Smith, secretary NATD Young Executives Division and assistant sales manager of J. H. Swisher & Sons, Jacksonville, Fla.

Subjects to be discussed are "Sales Management," "Planning Sales," "Modern Management of the Wholesale Tobacco Establishment," "Competitive Challenges," "Pin-Point Coverage" and "Personnel Methods—1953."

### Howard Releases New Vending Motor

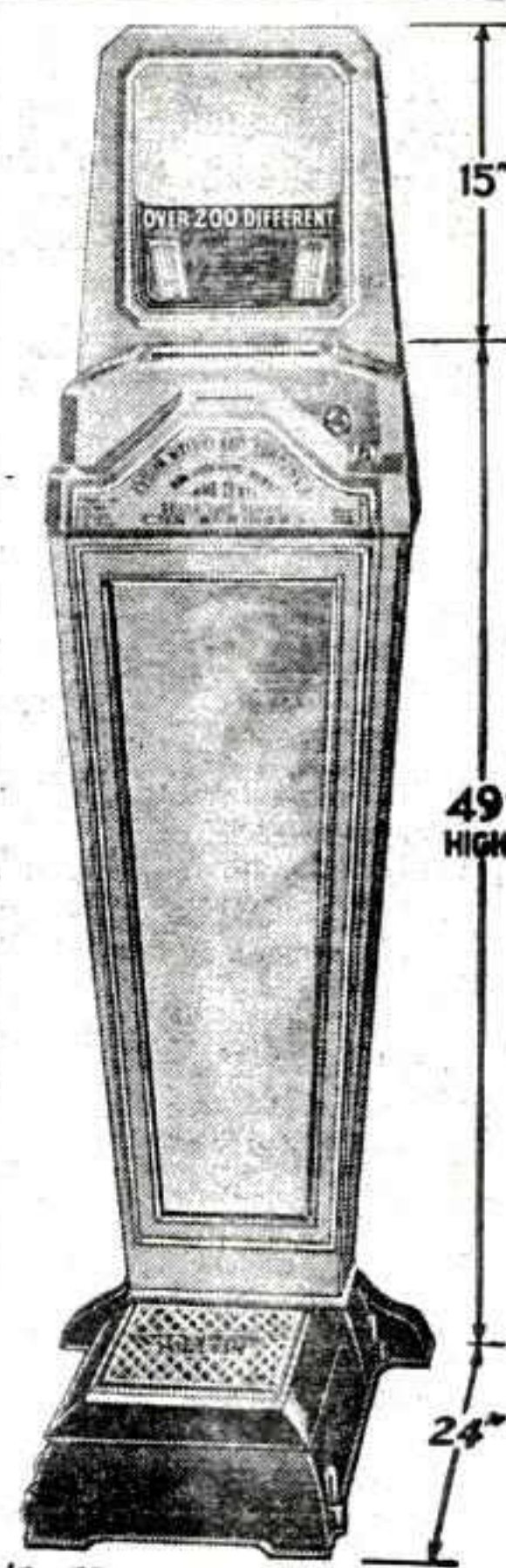
CHICAGO, Sept. 5.—Howard Industries, Inc., Racine, Wis., this week unveiled its latest vending machine motor at the National Automatic Merchandising Association convention here.

The Model 3,000 Shaded Pole Motor has a die cast motor housing, oil-resistant silicone rubber seal on the motor shaft, and graphitized neoprene on the output shaft.

The gear-end motor is lubricated from the gear housing, and the rear bearing has an oversized oil reservoir capacity and can be re-oiled. It is available with a quick-stopping brake, which may be mounted in many positions by gear case feet or lugs.

Gear ratios are up to 2000/1 with torque output over 100 inch pounds. The external cooling fan is optional, as is the thermal protector.

The motor is only available with an output of 1/200 HP at 3,400 r.p.m.



WEIGHT 165 LBS.

**\$25 DOWN**

Balance \$10 Monthly

400 DE LUXE

**PENNY FORTUNE SCALE**

NO SPRINGS

Invented and made only by

**WATLING**

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**WORLD'S BEST BULK & CHARM VENDOR**

**VICTOR'S TOPPER DELUXE GLOBE STYLE**

**\$14.20 Each**  
**\$13.20 Each**  
100 or more

We carry the complete line of Victor Vendors.

Contact us today for a complete list of charm, gum and bulk vending supplies.

**BIRMINGHAM VENDING CO.**  
540 Second Ave., No., Birmingham 4, Ala.

**BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL**

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct. .... 24¢ lb.  
Clor-o-Vend Ball Gum, 140 & 210 ct. .... 40¢ lb.  
Clor-o-Vend Chicks, 275 & 320 ct. .... 45¢ lb.  
Chicle Chicks, 320 & 520 ct. .... 36¢ lb.  
Bubble Chicks, 320 & 520 ct. .... 30¢ lb.

These LOW prices F.O.B. factory 150 lb. lots.

**AMERICAN CHEWING PRODUCTS CORP.**  
Mt. Pleasant & Fourth Aves.  
Newark 4, N. J.

**VEND—PUBLISHED BY THE BILLBOARD**

**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

MONTHLY FEATURES  
Candy Gum & Nuts  
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VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
Yes—Please sign me up for Vend for  
 1 year at \$4.  2 years at \$6.  3 years at \$7.50.  
(Foreign rate, one year, \$6)

894

Name .....

Address .....

City..... Zone..... State.....

Occupation .....



"can't pass up an ACORN"



precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

TODAY—order Acorns to increase the "take" at your locations. Shows off merchandise at any angle. All die-cast aluminum. Vends Ball gum, charms, nuts.

### Munves Nat'l Valley Distrib

NEW YORK, Sept. 5.—Valley Industries, Minneapolis, this week named the Joe Munves Sales Corporation here as exclusive national distributor for the Popperette, a popcorn vending machine. Munves said the vender, which dispenses popcorn at 10 cents a bag, holds enough corn for 250 bags. Cost to the operator, he added, is about 2 cents a bag. The unit lists for \$495. Current plans are to concentrate on Eastern sales, covering the rest of the country later on. Munves plans to name sub-distributors.

### Auto. Parking Unit Shown

CHICAGO, Sept. 5. — An automatic parking lot control, which allows vehicles to park 24 hours a day without attendants, was exhibited by the Parking Corporation of America, a subsidiary of the Johnson Fare Box Company, at the NAMA convention. The unit, which sells for \$995 a gate, is an electronic device that controls entrance and exit gates. The customer inserts a slotted card into the mechanism, which acts as a key, opening the gate and allowing the motorist to drive in. As the car enters the parking lot, the wheels depress a treadle which automatically closes the gate. The operation is repeated when the car leaves via the exit gate.

### Hanky Vender Has 5-Dozen Capacity

CHICAGO, Sept. 5.—A vending machine with a five-dozen handkerchief capacity was shown at the NAMA convention by Tux Handkerchiefs and Vending Machines, Rock Island, Ill. The unit measures 6 by 7 by 22 inches, weighs 22 pounds loaded and sells for \$89.50 with five dozen handkerchiefs included. The cabinet is green hammerloid or white, with chrome trim and mirror. It vends for 25 cents. The vender is equipped with a National Rejector coin mechanism and coin return. Tux sells the handkerchiefs for \$18.50 a gross and provides stands with storage compartment for \$10.50. The handkerchiefs come in cello-wrapped zip-tape openers.

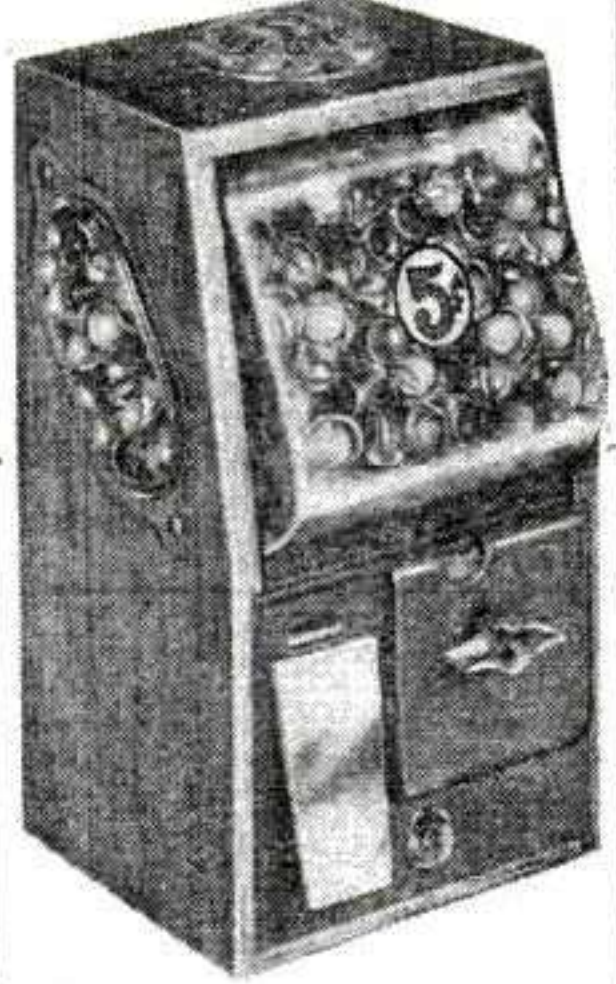
### Ice Cream Cone Vender Exhibited

CHICAGO, Sept. 5. — Salerno's Magicones introduced its 200-cone capacity ice cream cone vender at the NAMA convention; list price will be between \$1,000 and \$1,200. The vender holds five gallons of ice cream, with about 40 cones to a gallon. The manufacturer exhibited a pilot model and expects to be in production, turning out about 50 a day, by early 1954. Dimensions are 28 inches wide, 26 inches deep and 6 feet high. The unit is equipped with a changemaker. The manufacturer plans to handle all sales from his Chicago headquarters. He added that plans are underway for the manufacture of a cup-drink machine and a sundae vender.

### National Sanitary Shows New Units

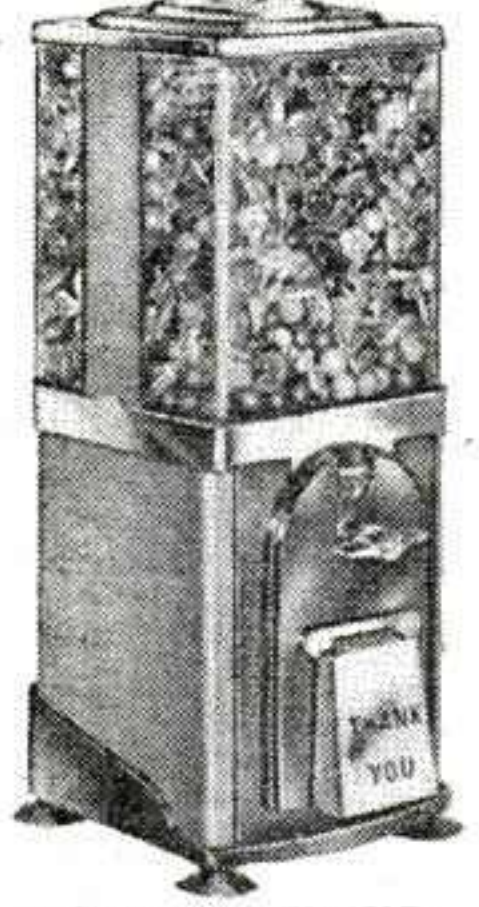
CHICAGO, Sept. 5. — National Sanitary here exhibited its line of three new sanitary napkin vendors at the NAMA convention. They are 5, 10 and 30-capacity units. The smallest unit sells for \$15, holding five in the chamber and five in reserve. It weighs seven pounds and measures 8.5 by 5 by 7.5 inches. The 15-capacity unit lists for \$19.95, weighs 15 pounds, and measures 20 by 7 by 4 inches. Selling price for the 30-capacity vender is \$29.95. It weighs 22 pounds and measures 33.5 by 6.25 by 5.62 inches. The largest unit uses rolled napkins, while the other two use flat napkins. The napkins are packed 250 to a case and sell for \$50 a thousand.

### They're All VICTORS The Finest in Bulk Vending



### BABY GRAND DELUXE and ROCKET CHARMS

(TRADEMARK) That fabulous money maker... vending Rocket Charms with the special wheel at 5¢ per play... featuring all the earning power that can be built into a bulk vender. Also vends Chiclé Treats 2 for 1¢ and Chiclé Treats 2 for 5¢ or 4 for 25¢.



### TOPPER DELUXE Twin Window Style



### TOPPER DELUXE GLOBE STYLE 'GLASS GLOBE'



### TOPPER DELUXE HALF-CABINET STYLE

TOPPER DELUXE... The finest combination of steel and lucite finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

VICTOR VENDING CORPORATION 5701-13 W. GRAND AVE. CHICAGO 39, ILLINOIS

### Suppliers Earnings Increase in 1953

CHICAGO, Sept. 5.—Wm. Wrigley Jr. Company, for the first six months of 1953, had a net income of \$5,833,185, an increase of \$1,272,852, compared to the like period in 1952. A special sale of its investment in the National Boulevard Bank was included in this period (\$905,891). Dr. Pepper Company, for the first six months of 1953, reports a net income of \$367,649, equivalent to 53 cents per share, against \$369,717 and 53 cents per share for the like period last year. Pepsi-Cola Company ended the first half of 1953 with a net income of \$2,775,000 and common share earnings at 48 cents, compared to \$1,725,000 and earnings of 30 cents in 1952. Liggett & Myers Tobacco Company, Inc., reported for the first six-month period this year, net income of \$10,518,000 against \$1,725,000 last year. P. Lorillard Company, Inc., earned a net income of \$2,022,386 for the quarter ending June 30. For the same period in 1952, net income was \$1,321,529. Automatic Canteen Company of America declared a dividend of 25 cents per share on common stock and its regular quarterly dividend of 22½ cents per share on preferred stock, both payable September 1, 1953 to stockholders of record August 15, 1953. American Chiclé Company earned a net income of \$1,107,926 for the second 1953 quarter ended June 30, compared with \$1,015,470 in the like 1952 period. For the first half of this year, net income was \$2,191,067, compared with \$1,997,790 for the first six months last year. The Beech-Nut Packing Company announced unaudited new earnings of \$1,656,021, equivalent to \$1.08 per share on their capital stock of 1,531,334 shares, for the six-month period ended June 30. This compares with net income of \$1,416,275, equivalent to 92 cents per share, for the same period of 1952 on a corresponding number of shares. Dixie Cup Company reported an increase from \$1,143,544 to \$1,346,318 in net income for the first six-month period, compared to last year, a 22-cent increase in common share earnings. Lily-Tulip Cup Corporation, for the first six-month period, reported \$1,500,740 against \$285,488 last year. Common share earnings increased 48 cents.

### Vender Views

Continued from page 74

One of the women told of her experiences with a cup vender. "Out of 10 times I used a Coke machine, I got what I wanted six times, got the wrong flavor or nothing four times." Consensus of the consumer customers was that the outside appearance of a vender encourages or discourages business. A dirty exterior suggests that the items inside are also in the same condition. The operator's other customer, the location, was represented by school, railroad and industrial officials. The problem of vandalism, arising in schools and plants, it was pointed out, should be shared by the location management. A plant personnel official stated that in one instance, vandalism resulted in the discharge of two employees. He said the shop union "went along" with the move. Second and third shifts cause more damage to vendors because they are not as heavily supervised as the first or day shift, he said. "Institutions," said a school representative, "would be prone to waive a percentage if operators went 'all the way' in consistent servicing and maintenance of equipment." Do customers find it difficult to interpret operating directions on some of the more complicated models? The answers, given by both consumer and location representatives on the panel: Refund information should be placed on panel; it will reduce vandalism. Coin chutes should be identified on larger type machines by large print signs, or by prominent arrows pointing to the chute. The small coin opening itself is easily overlooked by many people not accustomed to using the equipment, was the reason advanced. In the main, however, actual operating directions were felt to be adequate, easy to follow.

### ROCKET RINGS Beautiful JEWELLED RING with BIRTHSTONE



Hold's marble firmly. A Ring that anyone will treasure. Real 10c Value. NICKELPLATED \$15.50 Per M. GOLDPLATED with good substantial plating that does not peel. \$16.50 per M. All prices FOB, NYC.

PAUL A. PRICE CO. 55 Leonard St., New York 13

### Your Best 5¢ Sellers for Biggest Profits! WESTCOTT DELUXE

For the Vending Trade. WESTCOTT 5¢ PEANUTS. \$2.88 for 120 pack carton. SPECIAL: 1 carton free with each 50 carton order! Tasty, tempting, crisp. Attractive cellophane bags. Bulk nuts for vending machines. Freight prepaid East of Mississippi. Minimum order: 25 cartons. Terms: 2% discount—10 days. Write for details and prices. WESTCOTT PACKING CO., Irvington, N. J.

### IN STOCK VICTOR'S



ORDER TODAY. VEEDCO SALES CO. 2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

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Get VEND Every Month Thru a Money-Saving Subscription. More vending men in all phases of industry are using the money-saving money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field. Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers & distributors. SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 2160 Patterson St., Cincinnati 22, O. Please enter my subscription to VEND.  1 year \$4  2 years \$6  3 years \$7  Payment enclosed  Please bill (Foreign rate, one year, \$6)

Name..... Address..... City..... Zone... State... Occupation.....

GIVE TO THE RUNYON CANCER FUN

**oak** MANUFACTURING COMPANY 11421 KNIGHTSBRIDGE AVE. CULVER CITY, CALIFORNIA eastern office PENNY KING CO. 2538 MISSION STREET • PITTSBURGH 3, PA.

VICTOR'S TOPPER VICTOR'S HALF-CABINET STYLE. \$12.50 1 to 23 \$14.20 \$12.50 24 to 47 \$14.75 \$12.50 48 to 99 \$13.75 \$12.00 100 or more \$13.20. PARKWAY MACHINE CORPORATION 715 Ensor St. Baltimore 2, Md.

OPERATORS! Send for illustrated list and prices of PEERLESS PERSONAL WEIGHING MACHINES. Reconditioned Like New! Peerless Weighing & Vending Mach. Corp. 42-02 11th St., Long Island City 1, N.Y. Phone: STillwell 4-1620

SALESMEN DISTRIBUTORS For fast moving, exclusive big profit candy bar, gum and packaged nut machines. We are manufacturers. No inventory required but must finance self first month. This is an unusual opportunity with exceptional monthly income possibilities offered in a protected territory. National sales manager will reply only to those who give past experience. ROBBIC CORPORATION 7382 Beverly Blvd., Los Angeles 36, Calif.



## % INCREASE

### Juke Export Figures Mark Record Year

CHICAGO, Sept. 5.—Juke box exports for 1953, according to figures just released by the U.S. Department of Commerce, will mark the record set last year.

Total juke box exports for the first five months of 1953 totaled \$3,021, compared with \$2,444 for a phenomenal increase of 23.7 per cent thus far this year. Last year Venezuela, Mexico, Canada, Cuba and Belgium were the top importers of juke boxes. This year, Venezuela, Canada, Belgium, Cuba, and Mexico.

### Hit Tune Fete Resumes; Huge Party Set

CLEVELAND, Sept. 5.—Hit Tune Day which was postponed during the month of August will be held September 19 according to Sam Abrams, public relations director for the Cleveland Phonograph Merchants' Association.

Abrams stated that the Hit Tune parties will begin a schedule of performances once every month instead of the once a month schedule previously followed.

The Tune day for September will adhere to the summer formula of playing the selected tunes on disk jockey programs on radio stations in Cleveland. (Continued on page 80)

### Peoria Guild Ties In Jan. Meet With MOA

PEORIA, Ill., Sept. 5.—Members of the Central States Music Guild voted to hold a meeting soon after the first of the year to tie in with the coming convention of the Music Operators of America in March. The action was taken at the regular monthly meeting this week, according to president Les Montooth.

The group plans to get as many of the Central Illinois operators to attend as possible. Montooth stated that a banquet would be planned and if possible, efforts would be made to get some recording artists to appear at the meeting.

Also discussed at the meeting was the feasibility of raising the percentage or guarantee on low juke locations.

The group also discussed the (Continued on page 80)

## 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:

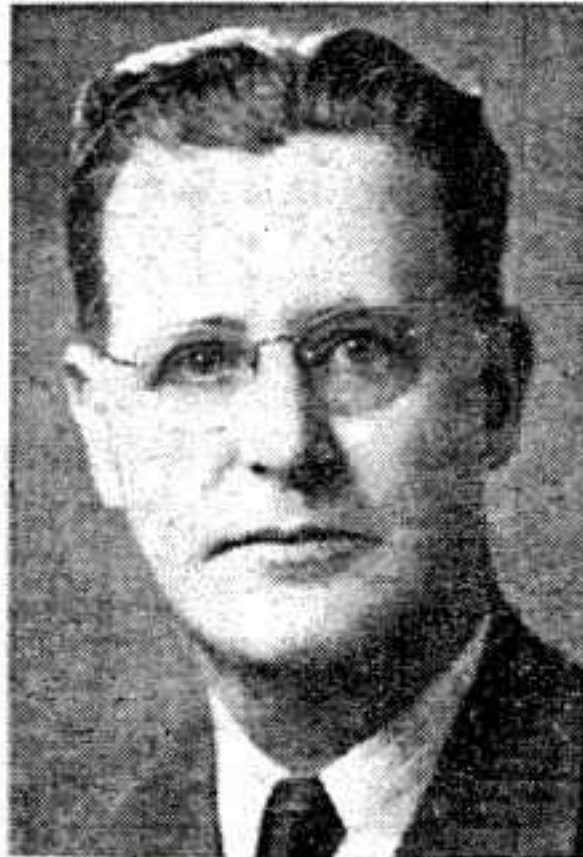
**DEMARICATION LINES GROW HAZY.** The lines of demarcation in the disk business—between pop, c.&w. and r.&b., have grown hazy during the last few weeks (Music department).

**LONGHAIRS GO POP.** The recent Columbia releases of Richard Tucker singing "Carissima" and "The Loveliness of You" marks the latest attempt to make pop artists from classical performers (Music department).

**PETRILLO, AFM HEAD,** meets with his Board Tuesday (8) to discuss upcoming contracts with the disk industry (General department).

**POP RIVALRY STIFFENS.** A study of The Billboard Best Selling Pop Singles chart shows 11 different labels in the top sides (General department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.



GEORGE A. MILLER

## MODERN DESIGN

### Atlas Building New Quarters, Space Tripled

CHICAGO, Sept. 5.—Morrie and Ed Ginsburg, heads of Atlas Music Company, announced the details of their new building under construction a block from their present quarters.

The building is a 20,000-foot steel and brick structure, located at 2122 N. Western Avenue. It will be air conditioned thruout.

Contained in the building will be the latest spray and steam cleaning booths, all equipped with modern safety precautions. Also included will be a scientifically designed shipping room and truck ramps. Parking facilities will be on the premises and will accommodate 30 automobiles.

The new quarters will triple present facilities. The firm expects to move into the new building about December 1.

### Detroit Juke Probe Brings 7 Indictments

DETROIT, Sept. 5.—Indictments of seven name figures associated with the local jukebox industry were reported Thursday by the one-man grand jury set up in mid-June to probe into the local situation. Circuit Judge Miles N. Culehan, serving as the jury, returned a total of four counts, summarized as extortion, conspiracy to extort, and State labor act violations.

Named in the indictments were: William E. Bufalino, president of the Teamsters Union, Local 985, which has jurisdiction in the coin machine industry.

Vincent A. Meli, head of the Meltone Music Company.

Louis Fisher, head of the Fisher Music Company.

Lawrence J. Welsh, a business agent for Local 985.

Cecil Watts, who has been business agent for other teamsters' locals.

Herman (Turk) Prujansky, former Detroit tavern owner, understood to be how in California.

Leonard Montleone, former bar-

## MOA Rumored Planning Own Copyright Holding Firm

### Board of Directors Set Meeting Next Week in Chicago

CHICAGO, Sept. 5.—The Juke Box Industry may soon go into direct competition with ASCAP and BMI.

The Music Operators of America's board of directors and executive committee meet in Chicago September 14-15 and it was understood that one of the prime purposes would be a discussion of the feasibility of forming a third copyright organization.

It was also understood that some New York music publishers would be here to meet with MOA officials.

A third copyright organization, it was pointed out, would give the juke box operators access to ma-

terial for juke box play without having to pay royalty fees to either ASCAP or BMI. The plan, it was said, was to form a copyright holding organization to encourage writers to compose songs specifically for the juke box operators.

A similar proposal was discussed at a meeting of the Central States Music Guild in Peoria, headed by Les Montooth, earlier this week. Altho the outcome of that meeting was not disclosed, it was rumored in juke box circles that MOA was planning such a move.

#### MOA Plans

Also on the agenda for the

board meeting will be the planning of the coming MOA convention to be held in the Palmer House here March 8-10.

In a previous announcement, George A. Miller, president of MOA stated that the entire eighth floor of the Palmer House would be set aside for exhibits and display space. He added that several hundred rooms would be reserved for guests, music operators and their wives.

It was also announced at that time that reservations would not be made thru the hotel, but thru the MOA.

Public relations will be another topic discussed by the group. This was one of the points outlined in a seven-point program agreed upon at the last meeting of the board.

In a recent statement, Miller (Continued on page 80)

## Association Head Lauds TV Progress

### Service and Sets Scientifically Better Than a Few Years Ago

FORT WORTH, Sept. 5.—Coin machine operators, contemplating entry into the coin-operated television field, as well as regular TV dealers and servicemen were told that "television sets and servicing is much better today than a few years ago." James D. Secrest, president of the Radio-Electronics Television Manufacturers' Association, pointed this out Friday (28) at the Radio & Television Service Clinic and Electronics Fair here.

"Those of you who are just starting into the television field are more fortunate than your colleagues who suffered from

the ignorance of the public and the inexperience of the manufacturer when television was new," Secrest said.

"The industry has learned a lot about making and servicing TV receivers in the past six or seven years, and the TV set today is a far better instrument and more fool-proof than it was when television was still a novelty.

"Every new TV area goes thru an adjustment period, but I believe the introduction of TV today creates far fewer problems for the dealer and the serviceman than it did when all the markets were new."

#### BBB Findings

Secrest cited a recent statement by the Association of Better Business Bureaus, which has cooperated with the RETMA Service Committee in solving service (Continued on page 80)

### Ehlert Named New Rock-Ola Treasurer

CHICAGO, Sept. 5.—David C. Rockola, president of Rock-Ola Manufacturing Corporation, has announced the appointment of Arthur A. Ehlert as treasurer and comptroller, succeeding H. J. Meyn. Ehlert took over his new duties effective September 1.

Ehlert is a graduate of Northwestern University and formerly held the position of treasurer of Electro Snap Switch & Manufacturing Company. Prior to that, he held positions with Weco Product Company and Stewart Die Casting Company.

## Coinmen You Know

### Miami

Birthday greetings rang out for **Doris Shapiro**, secretary at the AMOA business office; **Herb Gorman**, Jacksonville branch manager for Taran Distributing, and **Max Shaw**, Taran accountant. . . . The two-week holiday taken by the AMI factory halted shipments of new music machines, says Sales Manager Eli Ross, of Taran Distributing.

**Betty Klein**, record clerk at American Distributors, announced her engagement to **Maynard Ross**, manager of North American Music Company in Havana. The romance blossomed when Betty worked for Pan American Distributing Company, the phonograph

record subsidiary of Taran Distributing, and Ross made frequent visits to the office. North American Music handles the AMI line of automatic phonographs for Cuba. The wedding will take place sometime in October and the couple will live in Havana.

## Plant Expansion Plus New Model Drops AMI Net

GRAND RAPIDS, Mich., Sept. 5.—John W. Haddock, president of AMI, Inc., announced the company's income for the first six months of 1953 totaled \$94,817, net after taxes, or 42 cents per share compared with \$156,272, or 71 cents per share, for the corresponding period last year—a decrease of \$61,455 or 28 cents per share.

The decrease was attributed to the change-over to the three new model E's, and the plant expansion currently in progress.

In a report to stockholders, Haddock stated: "In appearance and operation, this new equipment is far in advance of anything produced by your company, and the acclaim with which it has been greeted, supports our belief that it comprises the most complete line offered by any manufacturer.

"The first few months of production of new designs are generally difficult. A great deal of work is required before production is efficient and attains its desired volume. This is the fifth new postwar model in the AMI line."

The added plant capacity is expected to be completed by fall.

A dividend of 15 cents per share was announced August 29 for holders of common shares of record as of the close of business September 18, payable on October 7.

### Lion Intros New Mobile TV Cart

CHICAGO, Sept. 5.—The Lion Manufacturing Corporation of Chicago introduced a new sturdily constructed mobile cart for use with the Lion Remote Control TV receiver at the First International Sight and Sound Exposition which opened at the Palmer House this week.

The TV cart facilitates the movement of the set from room to room in institutions and will be of considerable assistance to attendants, aids, and nurses.

The Lion TV cart is also designed for homes.

## '52-'53 Juke Exports, Jan.-May

Month	1952	1953	Pct. Increase
January	\$ 264,439	\$ 462,409	74
February	379,573	401,040	6
March	334,527	448,978	31
April	294,625	388,334	39
May	319,857	544,147	70
TOTAL	\$1,593,021	\$2,444,908	53

(See story elsewhere on page.)



# MOA Into Copyright Biz?

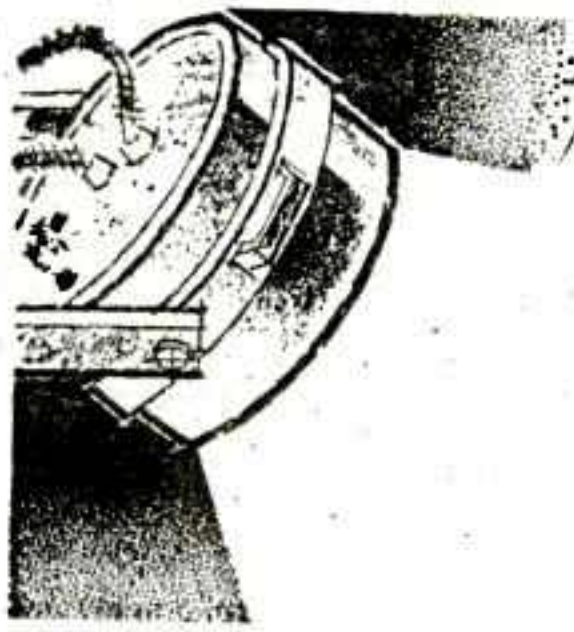
Continued from page 79

said, "I believe that I would be lax and short-sighted if I didn't realize the possibilities, from the standpoint of good will, in a good public relations program. Such a program, of course, calls for the full co-operation of all State and local organizations. It also calls for the co-operation of the various manufacturers of phonographs, and I might say that the various record companies could add to the success if they too took a part. Until the general public is fully acquainted with the juke box industry, we will always be faced with certain types of legislation and unnecessary resistance on the part of a few."

Following the meetings, Miller will speak before the Wisconsin Phonograph Operators' Association at the Eagle Club in Milwaukee at 8 p.m. Thursday, September 17.

Expected to attend the board meeting, including Miller, are: Clint Pierce, vice-president; Ray Cunliffe, treasurer; Hirsh de La Viez, Washington Music Guild; Sid Levine, counsel; Tom Withrow, Midland, Tex.; Morris Goldman, Michigan Automatic Phonograph Owner's Association; James Tolisano, honorary president of the Connecticut State Coin Association; Les Montooth, secretary of MOA and president of the Central States Music Guild; Jack Mulligan, Western Pennsylvania Phonograph Owner's Association; Martin Britz, Great Falls, Mont., and Wes Elster, chairman of the MOA Executive Committee.

The following will also probably attend: D. M. Steinberg, New Jersey Music Guild; Willie Blatt, Amusement Machine Operators' Association, Miami, and Phil Levin, Recorded Music Service Association, Chicago.



**SEE 'n' HEAR  
EVANS'  
100 SELECTION  
CENTURY**

50 RECORDS • 45 R.P.M.

**40-SELECTION JUBILEE**

20 RECORDS • 78 OR 45 R.P.M.

...THE MOST **DEPENDABLE**  
PHONOGRAPHS YOU CAN OWN

**SEE 'EM HERE!**

### MIDWEST

**AUTOMATIC GAMES SUPPLY CO.**  
302 University Ave.  
St. Paul 3, Minnesota

**EMPIRE COIN MACHINE EXCH.**  
1012-14 N. Milwaukee Ave.  
Chicago 22, Illinois

**JOE'S PHONOGRAPH SERVICE**  
2334-36 Olive St.  
St. Louis 3, Missouri

**LIEF MUSIC DIST. CO.**  
1640-42 Payne Ave.  
Cleveland 14, Ohio

**VIC MANHARDT CO., INC.**  
1705 W. Clybourne St.  
Milwaukee 3, Wisconsin

**A. P. SAUVE & SON**  
7525 Grand River Ave.  
Detroit 4, Michigan

### CANADA

**REGENT VENDING MACHINES, LTD.**  
779 Bank St.  
Ottawa, Ontario, Canada

### EAST

**HERMAN DISTRIBUTING CO., INC.**  
1505 Coney Island Ave.  
Brooklyn 30, New York

**SCOTT-CROSSE CO.**  
1423 Spring Garden St.  
Philadelphia 30, Pennsylvania

### WEST

**ADVANCE AUTOMATIC SALES CO.**  
1350 Howard St.  
San Francisco 3, California

**DENVER AMUSEMENT CO.**  
1865 Arapahoe St.  
Denver, Colorado

**WESTERN DISTRIBUTORS**  
3126 Elliott Ave.  
Seattle, Washington

### SOUTH

**ALL COIN AMUSEMENTS CO.**  
1303 N. Bayshore Drive  
Miami 36, Florida

**BISHOP MUSIC CO.**  
2003 Wake Forest Rd.  
Raleigh, North Carolina

**SOUTH COAST AMUSEMENT CO.**  
314 E. 11th St.  
Houston 8, Texas

... YOUR **DEPENDABLE**  
**EVANS DISTRIBUTORS!**

**H. C. EVANS & CO.**

1556 W. Carroll Ave., Chicago 7, Illinois

**OPERATORS:** Ask your Distributor  
for your free copy of the new, full-  
color Brochure on Evans' Century,  
or write Factory direct.



## LIKE NEW—READY FOR LOCATION!

10 SEEBURG  
M 100-A \$550.00  
78 R.P.M. \$550.00 Ea.  
Entire Lot \$5000.00

10 SEEBURG  
M 100-B \$695.00  
45 R.P.M. \$695.00 Ea.  
Entire Lot \$6500.00

Prices F.O.B. Elizabeth, New Jersey. Crating extra.  
Terms: 1/3 deposit. Balance sight draft.

**SEACOAST DISTRIBUTORS, INC.**

Authorized Rock-Ola Distributors

1200 North Avenue

Elizabeth, New Jersey

# 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.

AIREON	Issue of Sept. 5	Issue of Aug. 29	Issue of Aug. 22	Issue of Aug. 15
Coronet		\$99.50		
Fiesta		50.00		
<b>AMI</b>				
Model A	169.00 175.00 225.00 275.00	175.00 179.00 199.50 225.00	\$175.00 179.00 225.00 249.50	\$175.00 179.00 209.50 225.00
Model B	325.00 (2)	299.50 325.00 350.00	299.50 325.00 350.00	299.50 325.00 350.00
Model C	325.00 329.00 350.00(2)	325.00 329.00 350.00 375.00	325.00 350.00 375.00	325.00 375.00
Model D-40	450.00 495.00	450.00 525.00	450.00 495.00	
Model D-80	545.00	535.00 695.00	545.00	
<b>CHICAGO COIN</b>				
Hit Parade		59.50		
<b>MILLS</b>				
Constellation			169.50	169.50
Empress			25.00	
Throne			25.00	
<b>PACKARD</b>				
Manhattan	79.50 95.00	49.50 79.50	79.50	79.50
<b>ROCK-OLA</b>				
1422	69.50 79.00	79.00 79.50 99.50		79.50 119.50
1426		99.50		99.50 149.50
1428		224.50		
1432		395.00		379.50
1434 (52-50)	395.00	395.00 495.00	395.00	395.00 419.50
<b>SEEBURG</b>				
H 146 Hideaway				90.00
H 147 Hideaway				125.00
H 148 Hideaway				175.00
H M 100 A Hideaway				399.50
H 148 M				199.50
M 100 A 78 RPM	495.00 549.00(2) 550.00 595.00(2)	550.00(2) 595.00(3)	550.00(2) 595.00(2)	549.50 550.00(2) 595.00 625.00
M-100-B 45 RPM		695.00		
146	150.00	99.50 150.00	129.50 150.00	150.00
146 Hideaway	125.00	125.00	125.00	125.00
148 Hideaway	185.00	185.00	185.00	185.00
146 H		79.50		
146 M	99.00 115.00	75.00 99.00 115.00	75.00 115.00	75.00 115.00
146 S		75.00		75.00
147	175.00	109.50 175.00	159.50 175.00	175.00
147M	129.00 135.00	90.00 129.00 135.00	90.00 135.00	90.00 135.00
147-S		90.00		90.00
148		224.50		
148 Blonde	225.00	225.00	225.00	225.00
148 ML Blonde		209.50		209.50
148 M	185.00	185.00	185.00	185.00
148 ML	215.00	215.00	215.00	215.00
148 SL	179.00	179.00		
146 Hideaway	89.50	99.50	89.50	
1947	175.00	175.00	175.00	175.00
<b>WILLIAMS</b>				
Music Mite	110.00	110.00	110.00	110.00
<b>WURLITZER</b>				
700	69.00	69.00	69.00	69.00
750			49.50	
750 E			79.50	
800	69.00	69.00	69.00	69.00
1015	119.00 125.00 135.00 150.00	109.50(2) 119.00 125.00 135.00 150.00	109.50 125.00 135.00 150.00	125.00 150.00
1080	125.00 139.00	99.50 125.00 139.00	99.50 125.00 139.00	125.00 139.00
1100	250.00 275.00	219.50 250.00 275.00	250.00 275.00	195.00 219.50 250.00 275.00
1017 Hideaway				99.50
1250	269.50 285.00 295.00 339.00	285.00 295.00 299.50 339.00	295.00 299.50 339.00	295.00 299.50 339.50 350.00
1400	495.00 575.00			

## Org Head Lauds TV Strides

Continued from page 79

problems. It supported his statement that great improvements had been made in the service field.

"Unquestionably there were 'gyps' in the service field in the early days, and there are some today," he added. "But I believe they have declined greatly in number and that, at best, their life in any community is short-lived."

"We have maintained that the industry can do a better and more effective job in cleaning its own house than can any governmental bureaucracy—large or small. I believe developments of recent years have justified our faith in the honesty and competency of the average serviceman."

### Urges Training

"However, we believe that the industry has an obligation to provide adequate training facilities for servicemen and that

servicemen owe it to themselves and to their customers to keep abreast of the progress in their vocations. Today's TV serviceman, like a doctor, a lawyer, or any other professional man, must acquire new knowledge constantly if he is to serve his public properly."

"The decrease in the number of service calls per set, which was also partly attributed to the set owner's greater familiarity with his receiver, should in no sense alarm the serviceman."

"The reduction in calls per set will be more than offset by the rapid growth in the number of set owners. There is plenty of work today to keep the estimated 50,000 servicemen busy servicing 25 million receivers, and many more technicians will be required when we have 50 million sets in this country, which will probably be less than five years from now."

## JUKE KNOWS ITS MOOLA, SPURNS SLUGS

PHILADELPHIA, Sept. 5. A new but impractical method of determining the amount of records a juke box can play was tried out by Pvt. Thomas Reaf.

Reaf, who was on leave from Fort Benning, Ga., was held on a series of charges after he had fired six shots into a juke box in the tap room of Vincent Ettore, the father of Al Ettore, former heavyweight boxer.

Police said the shooting followed an argument over how many records the juke box would play.

## 40 Deejays Accept Bids in Vocal Contest

NORTH TONAWANDA, N. Y., Sept. 5. — Disk jockeys in cities across the nation have accepted exclusive promotion privileges and will participate in Wurlitzer-Frankie Lane Vocal Contest.

The selected disk jockeys, cover the nation's major population centers, will sponsor a contest in their areas and arrange for the presentation of a \$100 prize for each local winner.

The contest, which begins September 14 and ends midnight October 19, is one of the largest undertakings of its kind, involving a major record company, juke box manufacturer, and deejays, all searching for a singing talent.

Local winners selected by the disk jockey, the local record contributor, and the juke box contributor, will be sent to New York, where a national winner will be chosen. The national winner will receive a check for \$500 and a two-year scholarship for use in any educational institution of his or her choice.

Latest reports from Rudolph Wurlitzer Company indicate that the participating jockeys are already creating a form of friendly rivalry stemming not only from their eagerness to participate but from their desire to have their local winner come out on top in the national selection.

Telegrams have already been received from disk jockeys E. McAlister, KGMC, Denver; Jarvis, KFVB and KECA, Hollywood; Tommy Alkoma, Oklahoma City; H. McPherson, WGKV, Charleston; Jimmy Patterson, WBT, Charlotte; Sandy Jackson, KOV, Omaha; and Harry Burdette, WQAM, Miami.

A complete list of the sponsoring disk jockeys will be released next week to the press in each of the 40 areas. Build-up publicity will continue till September 14, when the disk jockeys will accept entries in the form of transcriptions.

## Hit Tune Fete

Continued from page 79

Winner will be selected by write-in vote of the listeners.

On November 1, the summer format will be replaced by a regular audience participation Hit Tune Party, which in this instance will be held in the 10,000 seat Cleveland Arena and will be dedicated to the 75th Jubilee of the Cleveland Press, which co-sponsors the event.

The November party will be labeled Jubilee Hit Tune Day, and the winning recording will be played for two months, instead of the usual one, on all juke boxes and disk jockey programs thru out the Cleveland area.

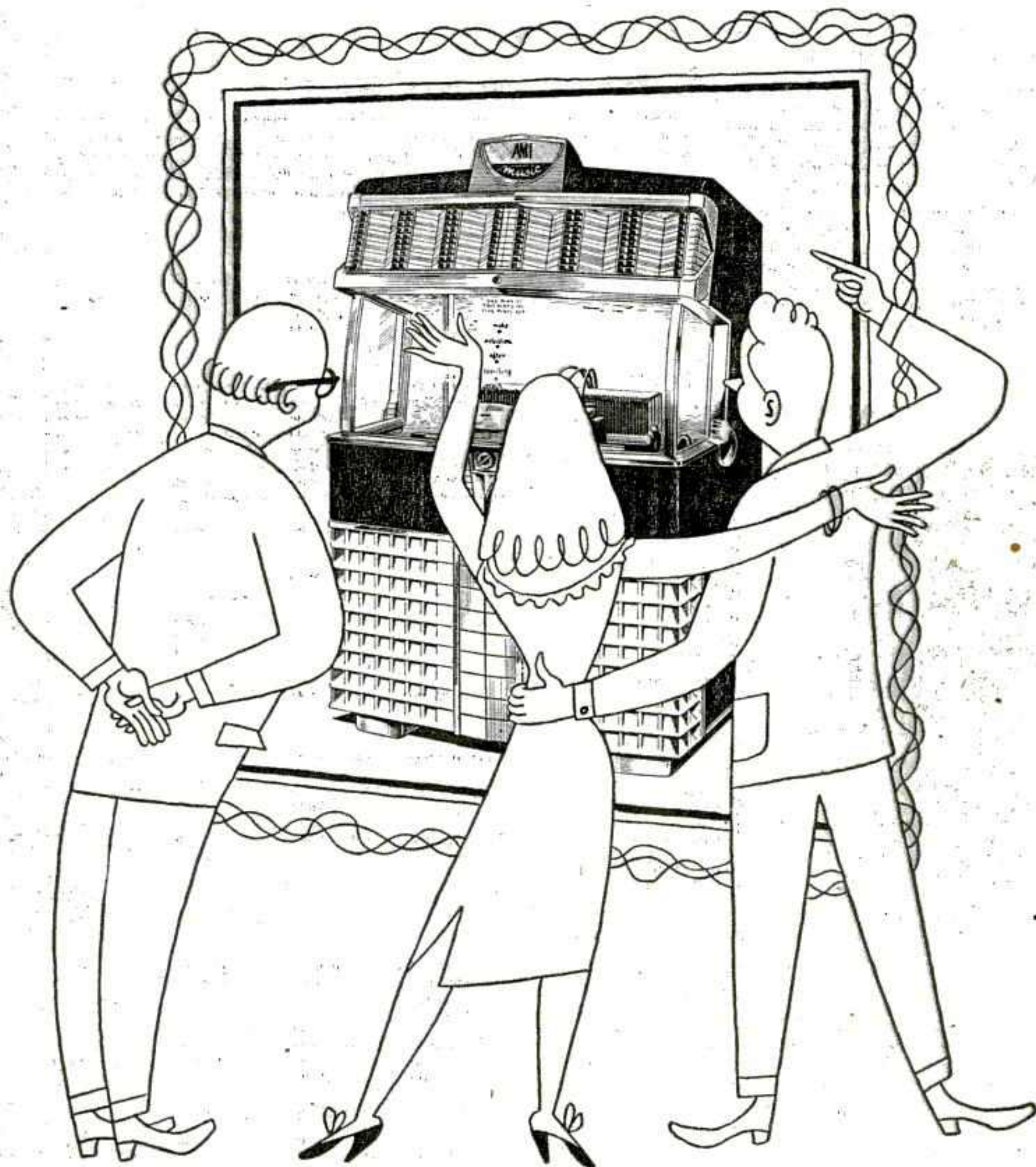
## Peoria Guild

Continued from page 79

advisability of MOA starting its own copyright organization. Members agreed the idea of operators having their own copyright set-up was a good one.

Bill Fleming is vice-president of the group and Chuck Sisney is secretary-treasurer.





# Prettier than a Picture!

How do you know that this old-fashioned, earnest compliment applies to the new Model "E" AMI juke boxes?

That's easy. Operators and distributors—everyone, everywhere, in fact, who sees the new "E" says so. They say: "Photographs don't do the new AMI box justice."

They're correct, too. We recognize our pictorial limitations. After all, how do you picture the dramatic sunrise, the gorgeous colors of an autumn forest, the calm, reflecting surface of

a still mountain lake, the sparkle of a crisp winter morning?

Some things must be seen themselves to appreciate truly the depth, the color, the modeling, the boldness of rakish lines, the subtlety of softly rounded curves. Beauty is easy to recognize, hard to capture.

Step in to your nearby friendly AMI distributor real soon. See for yourself that the AMI Model "E" juke box is prettier than a picture.

**AMI** Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN



# FRANKIE LAINE & WURLITZER are listening for **YOU!**

"HEY KIDS! HERE'S THE CHANCE  
OF YOUR LIFE TO BECOME A COLUMBIA  
RECORDING ARTIST"

*Your  
Friend Frankie Laine*

## ENTER THIS FRANKIE LAINE - WURLITZER VOCALIST CONTEST

Some boy or girl  
in this area, age 16  
through 25, is  
going to win!

Will it be  
**YOU?**



# \$ 5,000 IN CASH AWARDS

CONTEST WILL RUN FROM SEPT. 15 TO MIDNIGHT OCT. 19, 1953

**FIRST PRIZE, \$1,000 plus a trip to New York and YOU make a COLUMBIA RECORD  
\$100 EACH FOR 40 LOCAL WINNERS**

### MR. OPERATOR

Cash in on this Contest that will stimulate play all through the Fall and Winter season on every Wurlitzer Phonograph. This \$5,000 Contest will be promoted to the hilt to produce extra earnings for you. It will be backed up by thousands of these posters—tens of thousands of entry forms—local radio and press promotion—all aimed at insuring greater play on Wurlitzer boxes.

It's a Contest that will spark up the kids in your teen-age locations—stimulate them to pay to play recordings of famous vocalists on your Wurlitzers while they study their styles and learn what makes a great artist!

It's a Contest that will ignite tremendous interest by the youth of America in Wurlitzer Phonographs and **MEAN MORE MONEY IN YOUR POCKET.**

See your Wurlitzer Distributor for a free supply of promotional material. Distribute it liberally to high schools, colleges, teen-age clubs and every place where young folks gather. Identify yourself with the Contest.

Your efforts will be rewarded by immediate and sustained interest in all Wurlitzer Phonographs—in all Wurlitzer locations.

The Frankie Laine-Wurlitzer Vocalist Contest will prove a play stimulator and a money maker for YOU.

The Rudolph Wurlitzer Company • North Tonawanda, New York



# THE BILLBOARD Index

## of Advertised Used Machine Prices

### Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, the single machine price is listed. Any price obviously depends on condition of the equipment, time on location, territory and other related factors.

	Issue of Sept. 5	Issue of Aug. 29	Issue of Aug. 22	Issue of Aug. 15
Billiard, 2 player				
Chicago Coin	49.50	\$49.50	\$49.50	\$49.50
League Bowler (Keeney)	165.00	165.00	145.00	165.00
League Bowler, 4 player				
Keeney	85.00	85.00		
King Alley (Chicago Coin)	35.00	35.00	35.00	
King Alley, 6 player				
Chicago Coin	179.00	195.00	195.00	225.00
	225.00		150.00	175.00
	69.50	75.00	195.00	225.00
King Classic (Chicago Coin)	35.00	59.50	35.00	59.50
	69.50	69.50	59.50	69.50
King Shuffle Alley (United)		425.00	395.00	435.00
Luxe League Bowler				
Keeney	215.00	225.00	214.00	225.00
League Bowler (Keeney)	49.50	79.50	49.50	79.50
League Header (Williams)	35.00	49.50	35.00	49.50
League Matched (Keeney)	195.00	195.00	195.00(2)	195.00
League Shuffle Alley Express				
Bound (United)	99.50	99.50	99.50	99.50
Player Shuffle Alley				
Bound (United)	150.00w/p	150.00(2)	145.00	160.00
	150.00(2)	165.00	165.00(2)	175.00w/p
	165.00	175.00w/p	175.00w/p	180.00
	169.00w/p	180.00	180.00(2)	189.00w/p
	180.00	189.00w/p	189.00w/p	195.00
	189.00w/p	195.00	195.00	
	195.00			
Way Bowler (Keeney)	150.00	195.00	175.00	195.00
Player Shuffle Alley				
Bound (United)	95.00	110.00	110.00	135.00
	135.00	145.00	145.00	149.00
	149.00w/p	69.00w/p	150.00	169.00w/p
	169.00w/p	175.00	169.00w/p	175.00
	175.00			
Core Bowler (Universal)				
Core, 6 Player				
Chicago Coin	160.00	175.00	160.00	175.00
Bowler (Bally)	50.00	65.00	50.00	65.00
			65.00(3)	65.00
Bowler (Keeney)	75.00	139.50	75.00	139.50
Bowler, 4 player				
Keeney	149.50	149.50	149.50	149.50
Rebound Bowler, 6 player				
Chicago Coin	315.00			
Rebound Bowler Rebound				
Player (Keeney)		165.00	165.00	165.00
Rebound Bowler, 6 player				
Keeney	295.00	295.00	295.00	295.00
Shuffle Alley				
Bound (United)	295.00	265.00	295.00	265.00
Shuffle Alley, 4 player				
Bound (United)	250.00	250.00		
Shuffle Alley Deluxe				
Player (United)	175.00	195.00	175.00	195.00
	210.00	245.00	210.00	220.00
	265.00	275.00	265.00	275.00
			225.00(2)	225.00(2)
			265.00	275.00
Shuffle Alley Express				
Player (United)	89.50	89.50	89.50	89.50
Shuffle Alley, 6 player				
Keeney	175.00	175.00(2)	155.00	175.00
	195.00(2)	195.00(2)	195.00(2)	175.00
	210.00	210.00	210.00(2)	210.00
Shuffle Alley, 6 player				
Bound (United)	150.00	170.00	165.00	170.00
	165.00w/p	175.00(2)	175.00	185.00
	170.00	185.00w/p	185.00w/p	189.00
	175.00(2)	189.00	189.00	195.00
	179.00w/p	235.00	235.00	285.00
	189.00	235.00	235.00	285.00
Horseshoes				
Chicago Coin				65.00
Line (Bally)	69.50	79.00	49.50	69.50
			75.00	75.00
			75.00	75.00
			75.00	109.50
Target (Genco)	49.50	49.50(2)	49.50	69.50
Tournament, 4 Way				
Universal	135.00			
Shuffle Alley				
Bound (United)	69.50	69.50	69.50	69.50
Player 10th Frame				
Bound (United)	340.00	340.00	350.00	350.00
Alley (United)	65.00	75.00	49.50	65.00
Bowler, 2 player	295.00	295.00	295.00	295.00
Player (United)	315.00	325.00	325.00	335.00
	335.00		325.00(2)	325.00
			345.00	365.00
			350.00	369.00
			365.00(2)	
			369.00	
10th Frame (United)	335.00	365.00	350.00	350.00
	350.00(2)		365.00(2)	
	365.00		369.00	
10th Frame, 6 player				
Bound (United)		375.00		
Deluxe League Bowler				
Keeney	235.00	245.00	235.00	245.00
			225.00	235.00
			245.00	245.00
Deluxe League Bowler				
Player (Keeney)		225.00		
Player (Keeney)		225.00		
Deluxe Matched				
Keeney	210.00	210.00	210.00	215.00
Six Shuffle Alley				
Bound (United)	250.00(2)	250.00	265.00	250.00(2)
	265.00	285.00(2)	285.00	285.00
	295.00(2)	295.00(2)	295.00(2)	295.00(2)
Twin Bowler (Universal)	55.00			
Bowler, 10 player				
Keeney	285.00	335.00	340.00	335.00
Frame (United)	325.00	340.00	340.00	340.00
Frame Matched Bowler				
Chicago Coin	345.00	345.00	345.00	345.00
Bowler (Chicago Coin)	35.00	59.50	35.00	59.50
	69.50	69.50	59.50	69.50
	35.00			
Bowler (Universal)				
Rotation (United)		120.00	195.00	195.00(2)
Shuffle Alley Rebound				
Universal	49.50	49.50	49.50	49.50
Shuffle Alley Rebound				
Bound (United)	75.00	85.00	85.00	100.00
	90.00	145.00	145.00	145.00
Shuffle-Cade (United)		150.00	150.00	150.00
Player Rebound (United)		125.00	125.00	135.00
Player (United)		75.00	75.00	

## 'Export Market Terms Need Review'—Benton

MIAMI, Sept. 5.—The Central and South American countries constitute a lucrative coin machine market for American distributors who resist the temptation to ship inferior merchandise.

That was the highlight of an interview this week with Sam Benton, export manager for Taran Distributing Company, who just returned from a two-month trip to 16 of the Latin American republics.

Benton says more and more countries are opening up for automatic phonographs, and in at least two republics—Peru and Venezuela—vending machines are coming into their own. He noticed popcorn, cigarette and ice cream machines in Peru, where they are still considered a novelty, and a few vendors in Venezuela. But the trend is unmistakably toward wider use of vended merchandise, he said.

### Visions Big Biz

Benton believes that sales of coin-operated equipment to Latin nations can be tripled once American exporters establish solid business relations.

"In several countries," he said, "I noticed a definitely wary attitude on the part of importers. They now want to inspect the merchandise before they pay for it. Since most American distributors insist upon payment by means of a letter of credit or a deposit in advance with the balance payable on a sight draft, this is hardly possible. The result is lost sales."

"As a matter of fact," Benton continued, "the subject of terms is one that could stand a full review by American firms." He believes the practice of insisting upon letters of credit from reputable distributors and importers, whose assets often exceed those of the seller, "is assinine."

"That," he says, "is a major reason why German, Italian and Japanese manufacturers and exporters are taking away business from American firms in the Latin American countries. The Germans especially are offering 30, 60 and 90 days to consignees whose credit warrants it."

"Why, some importers of coin machines are distributors in their territories for such big American names as Philco, Ford, Chrysler and General Motors products, and have vast sums tied up in those lines. You can't blame a Ford dealer, for instance, for balking at laying cash on the line for music machines that he wishes to import from the United States. The Ford company extends his terms; why shouldn't the juke box distributor?"

### Writes Many Orders

Benton says he wrote a substantial number of orders while away, with most of the music machine business coming from Peru, Colombia, Venezuela and Mexico.

There is hardly any market for pin games, he observed, due principally to legal restrictions. Some Mexican buyers expressed an interest in Arcade pieces, he added, but new kiddie rides proved too expensive for most importers although a few placed orders for used ones.

To help him in conversion of coin chutes, Benton brought back coin samples from every country he visited.

His swing took him to Mexico, Guatemala, Honduras, Nicaragua, Costa Rica, Panama, Ecuador, Peru, Colombia, Venezuela, Netherlands Antilles, Jamaica, Haiti, Dominican Republic, El Salvador and British Honduras.

## NYAMOA Dinner Tickets Readied

NEW YORK, Sept. 5.—Tickets for the annual banquet of the New York Automatic Music Operators' Association November 7 at the Commodore Hotel, are now at the printer and will be available at the end of the month.

Meanwhile, Al Denver, NYAMOA head, and Nash Gordon, executive secretary, announced that plans for a souvenir journal are being drawn up.

Mrs. G. L. Sinclair has returned from a tour of Colonial Beach, Gettysburg, and the Luray Caverns. Her firm, Northern Virginia Music Company, has had good collections during the hot weather.

*The Biggest Coin Machine Profit Opportunity of the year...*

**The Billboard**  
The Amusement Industry's  
Leading Newsweekly  
**FALL COIN MACHINE SPECIAL**  
SEPT. 26

**HELPS YOU MAKE MORE MONEY DURING YOUR 3 BIGGEST OPERATING MONTHS**

The big fall upsurge is already on. And this big Billboard FALL COIN MACHINE SPECIAL will show all coin men how to make the most of the tremendous opportunities coming right up.

**THIS IS THE LAST CALL**  
**ADVERTISING DEADLINE SEPTEMBER 18**

Write, wire or phone any of these offices today

CHICAGO 1, ILLINOIS 188 West Randolph St. Central 6-8761	NEW YORK 36, N. Y. 1564 Broadway PLaza 7-2800	CINCINNATI 22, OHIO 2160 Patterson St. DUnbar 6450
ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 0443	HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. HOLLYWOOD 9-5831	

## How Was Your Timing on...

# "DRAGNET"

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money... you'll be riding only the winners for top play the year around!

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Please start sending me \_\_\_\_\_ title strip cards of Billboard's "Best Buys" to cost \$\_\_\_\_\_ for 3 full months. Payment is enclosed.

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

### CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards per weeks	Cost for 3 months	Cards per weeks	Cost for 3 months
20 (400 strips)...	\$ 9.00	70 (1400 strips)...	\$29.00
30 (600 strips)...	13.00	80 (1600 strips)...	33.00
40 (800 strips)...	17.00	90 (1800 strips)...	36.00
50 (1000 strips)...	21.00	100 (2000 strips)...	39.00
60 (1200 strips)...	25.00		



**Chicago**

Eli Soto, who heads the Spot Vending Company locally, was a vocal and energetic visitor at the National Automatic Merchandising Association convention here last week. Soto spoke some telling bulk vending facts during an evening session devoted to this phase of operation.

Ben Rauch, who tripped from his Fort Worth Ford Gum opera-

tion to make the convention, chaired the bulk vending session on opening night at the meeting. Ben also made his mark as a genial and factual source of

valuable information. He kept the meeting rolling in grand style.

Ish Kimbriel, president of American Bulk Confections, Inc., Dallas, and the newly formed charms firm, Fast Penny, was a two-convention visitor. After the two-day National Association of Bulk Vendors meeting, he took in the exhibits and sessions at NAMA. . . . Mike Hammergren shook hands with old friends at the Mayflower Industries booth in the Conrad Hilton. Mayflower kept things popping with its new popcorn machine. George A. Beedle, also with the St. Paul firm, was also on hand.

Windy City operators are still recovering from the whirlwind four days of conventioning. All agree, however, that the time and the energy was not misused. Sessions and exhibits have a habit of paying off for attending operators with new ideas and new plans for the coming year.

Ed Levin, director of sales of Chicago Coin, welcomed back Frank Mencuri, sales manager, from a Pacific Coast trip. While there he accompanied Phil Robinson, factory representative, on a tour of the California and North-west territory. They visited the R. F. Jones firm in San Francisco, Dunis Distributing Company, the Dan Stewart Company, Los Angeles; Minthorne Music, Phoenix; Paul Hawkins, Tucson, and also called on the Jones' offices in Salt Lake and Denver. Mencuri reported all firms were anticipating good fall business. Sam Gensburg is driving his daughter, Joyce, to Miami where she will enter high school.

At United Manufacturing Company all hands are working to speed up deliveries on the firm's latest shuffle and in-line games. The annual picnic proved a big success. Billy DeSelm, sales manager, reports a host of visitors during the week. Among them were Lou Singer, Omaha, and Lou Casola, Rockford, Ill.

Over at Keeney, the firm has had good results on its latest shuffle games and will resume quantity deliveries on its TV line. Wally Finke and Joe Kline, First Distributors, were in for conferences with Paul Huebsch, sales manager. . . . Sam Stern, Williams, vice-president, is enthused over the reception to the Grand Champion game.

Herb Perkins, Purveyor Distributing Company, reports sales on new and used shuffle games in this area brisk. Dorothy Johnson, office manager, was sidelined two days this week with a cold. Perkins expects shuffleboard play to make a comeback this fall.

Over at Genco, the Night Fighter gun game is drawing steady repeat business. Avron Gensburg and Sam Lewis report interest in the Sky Gunner game is also at a high peak. Many operators are using both gun units side by side on location and find it helps play on both, Lewis stated.

Business on both the Rock-Ola and Williams lines has been strong in recent weeks, Fred Skor, World Wide, reports. In the past two weeks the firm has had a big run of out of town visitors. . . . Atlas Music staffers are enthused about the way plans for the new building are progressing.

Alvin Gottlieb, D. Gottlieb Company, finds that Poker-the new five ball, has made of new operator friends and sure it will prove one of the games of the fall season. The held this one back especially fall trade.

**Indianapolis**

Practically all local markets have gone in for rides. The idea was started by Pete Stone, Calderone Distributing. The horse has become familiar sight in many stores adjoining cities in Ohio.

Woodrow Armstrong, of Armstrong Amusement Company has entered the food service. He has taken over the Zell night club, and converted the place into a supper club.

Sicking Company, as represented by Mrs. Lottie Berman, is along and doing a good business with the latest addition, U-Tropics. . . . Joe Flynn, who represents the Seeburg Company visited the Shaffer Music Company on business during week. . . . Roberta Young joined the Janes Music Company office staff as stenographer.

Marvin Berman, son of Lottie Berman, of the Sicking Company, has become prominent in football circles here. Marvin from reports, is the type heading for success as a star on the Shortridge football team.

**Washington**

Aaron Goldman, G. B. M Corporation, is serving as general chairman of the local Comm Chest drive. The Macke firm plug the drive thru the use of several million match book paper cup ads.

Meyer Gelfand, George Duckett and Aaron Goldman attended the annual NAMA convention in Chicago, and thought it was the "best of

# Coinmen You Know



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Money Savers!**

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Clean! . . . . Ready to Go!

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ROCK-OLA 1434 (52-50) . . . \$395  
AMI MODEL C . . . . . 329  
WURLITZER 1250 . . . . . 295  
AMI MODEL A . . . . . 169  
WURLITZER 1015 . . . . . 119  
ROCK-OLA 1422 . . . . . 79

**WALL BOXES**  
A fine selection of all makes  
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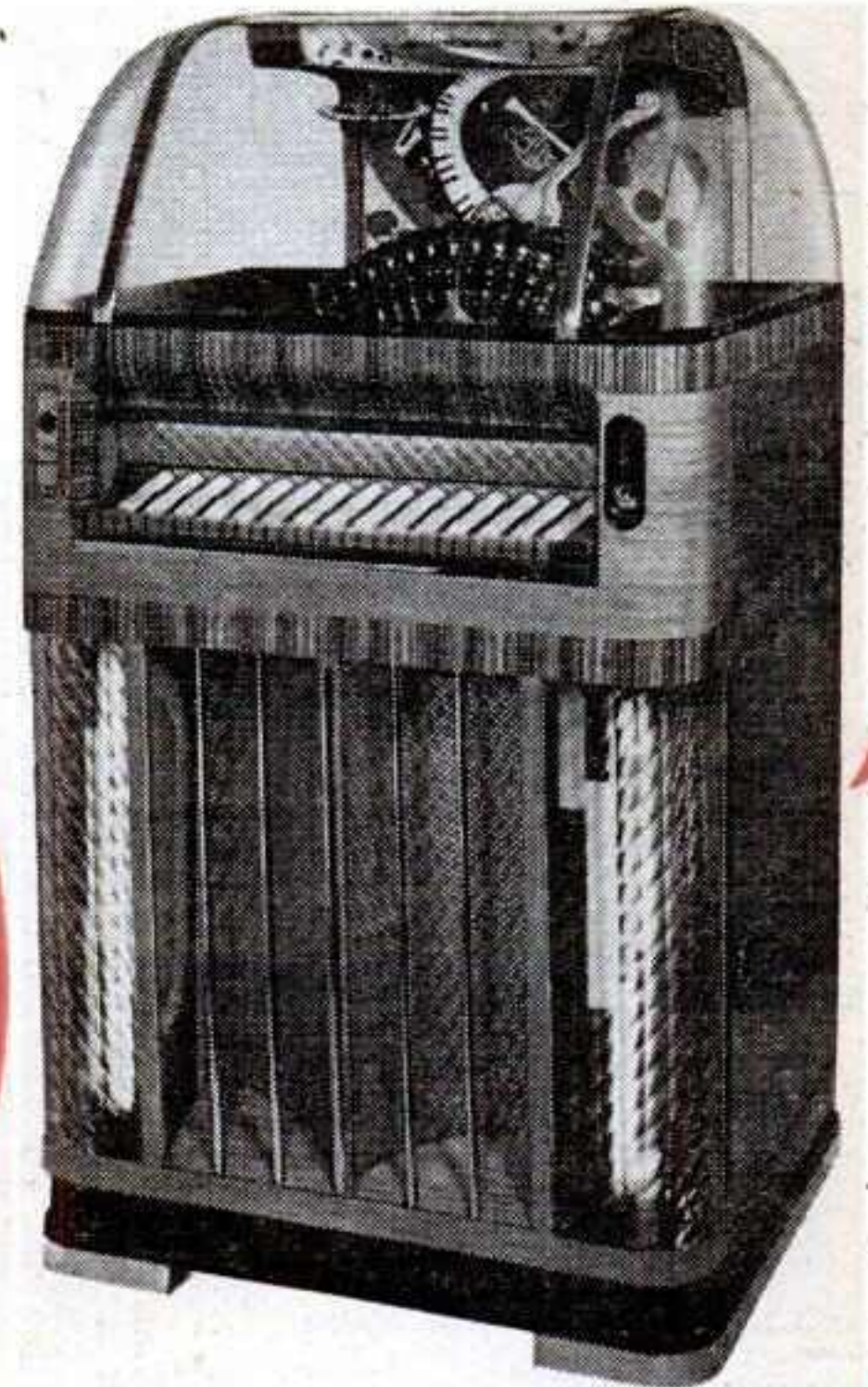
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Proven Performance  
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Available in two models  
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Write, wire or phone any of these offices today

- CHICAGO 1, ILLINOIS: 188 West Randolph St. Central 6-8761
- NEW YORK 36, N. Y.: 1564 Broadway Plaza 7-2800
- CINCINNATI 22, OHIO: 60 Patterson St. Dunbar 6450
- ST. LOUIS 1, MO.: 390 Arcade Bldg. Chestnut 0443
- HOLLYWOOD 28, CALIF.: 6000 Sunset Blvd. Hollywood 9-5831



## Gum Ops Frown on Monthly Commission Checks to Stops

CHICAGO, Sept. 5.—Elimination of monthly commission payments on gum and mint venders and substitution of quarterly, semi-annual and annual payments were advocated by Marcus Kaplan, Select-O-Mat of Virginia, Roanoke, Va.; D. C. Letts, Chickasaw Canteen Company and Tennessee Service Company and Knoxville, and Frank J. Bradley, Automatic Equipment Company, Buffalo.

The trio constituted the panel at the Tuesday morning (25) business session at the NAMA convention. M. L. Heffer, Johnson Tobacco Company, Chicago, and John Sharenow, North Jersey Cigarette Sales, Inc., Newark, N. J., were also slated to be on the panel, but could not attend due to a conflicting schedule.

Letts said the bookkeeping and check costs for a penny route were usually too small to warrant monthly payments. However, he said, when the monthly payment was below \$1 and the penny units are serviced once monthly, his routemen pay cash on the spot. Otherwise, he explained, payments were made on a quarterly basis.

### Pay Interest

Kaplan favored either quarterly or annual payments, with the latter drawing interest at the rate of 2 per cent, usually payable at Christmas or at income tax time.

Bradley said that his firm had been paying on a quarterly basis, but that the problem of hundreds of small checks four times a year posed a problem. This problem was solved, he explained, by sending letters to all location owners explaining the overhead situation and asking them if they would accept checks on a semi-annual basis instead. He added that 90 per cent of the locations favored semi-annual payment, and that those who didn't gave good reasons for their preference. To simplify bookkeeping, different colored tabs were kept for the two types of payments.

### Outside Consultants

Letts advocated the hiring of outside management consultants, even for the relatively small op-

erator, as a means of cutting costs. He said that most good little men become good big men, and that when bad practices creep in, they grow with the firm.

In his own case, he explained, he hired a consultant to do a preliminary two-day survey for \$100. On the basis of that survey, he added, he hired the firm to complete the survey at a fairly stiff fee.

Three times the cost of the survey was the resultant saving to the firm, he said. He added that while the survey was in progress, neither the office routine nor the stock control was disturbed.

## Coinmen You Know

### New York

William Iverson, local juke box mechanic, has returned from a vacation in Norway. He was accompanied by his wife and daughter. . . . Ben Robbins, Park Amusement, lost his mother Saturday (29). . . . New members of the Associated Amusement Machine Operators of New York are Max Schiffman and Eugene Zimmerman, both of Main Stem Vending, and Wilbur Aaronson and Anton Ruff, both of Triangle Amusements.

Harry Siskind and Bernard Brown bought the route of Jack Kantor, Kaye Amusements.

## GO RIGHT!

Coin Operated Television is a vast new field in which you can make a great deal of money—but go about it right!

### GO WITH

The COMMERCIAL TELEVISION EQUIPMENT CO., a subsidiary of Coradio, Inc.—pioneer in the field since 1946—has been showing hundreds of operators how to set up routes and successfully manage this profitable coin-operated business.

### BE SURE

Use only equipment specifically made for coin operation (not a mere adaptation)—that is fortified in ALL steel cabinets. Only the COMMERCIAL TELEVISION EQUIPMENT CO. 20" Coinvideo sets are adequately tamper-proof, and strongly safeguard your property and money for years and years and years. Use only sets that are protected with the NATIONAL COIN REJECTOR and TIMER. All Coinvideo sets are so protected.

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The COMMERCIAL TELEVISION EQUIPMENT CO. is prepared to prove to you that your PROFITS ARE HIGHEST and your INCOME MOST ASSURED when you go along with a company that inspires confidence and backs you up with sound practical experience!



Coinvideo Coin-Operated Television Set 20" Screen. Dimensions: 22"x23"x24". 130 lbs. (approx.) packed for shipping.

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Basketball	\$ 65.00	Oklahoma	\$ 35.00
Cyclone	115.00	Pinky	65.00
Control Tower	65.00	Rag Mop	65.00
De Icer	45.00	Red Shoes	60.00
Double Feature	75.00	Rockettes	60.00
Dreamy	55.00	Rose Bowl	95.00
Four Horsemen	70.00	Sharpshooter	35.00
Georgia	60.00	Shoo Shoo	65.00
Glamor	115.00	Slugfest	110.00
Globe Trotter	115.00	Snooks	75.00
Harvest Time	35.00	Spot Bowler	75.00
Joker	60.00	Springtime	35.00
Knockout	35.00	Stop and Go	45.00
Madison Square Garden	60.00	Sweetheart	40.00
Majorettes	85.00	Twenty Grand	155.00
Mermaid	105.00	Utah	55.00
Minstrel Man	75.00	Watch My Line	35.00
Nifty	70.00	Wild West	125.00

YOUR CHOICE OF THE FOLLOWING AT \$25.00 EACH. CLEAN AND CHECKED.

Arizona	Canasta	Fighting Irish	Gin Rummy	Three Feathers
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all 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 word . . . . . .18  
CONSECUTIVE insertions, per word . . . . . .16  
Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

**DISPLAY CLASSIFIED** (Minimum \$6)  
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 24 insertions, per agate line . . . . . .95  
52 CONSECUTIVE insertions, per agate line . . . . . .90  
1 inch equals 14 agate lines.

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### Business Opportunities

Radios and Television—Buy direct from manufacturer and save; steel cabinet; modern design; coin rejector. Write for prices and full story. Coin Radio & Television, 190A Duane St., New York City.

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.

For Sale—Old established route of approximately 900 Advance Ball Gum and Penny Hard Candy Machines, in and around Jackson, Miss. Can be partly financed; this is a proven money maker and subject to most rigid investigation. Owner retiring. Address: T. O. Thomas Co., 1572 Jefferson, Paducah, Ky.

### Help Wanted

Route Man; must be good mechanic; no boozers. John McGee, Buffalo.

### Parts, Supplies & Services

Deer Bullets, new stock. Isetts Machine Co., 5513 8th Ave., Kenosha.

Folders, direct from manufacturer; reduced quantities, immediate delivery; for prices, Veedo Sales Co., 2124 St., Philadelphia 3, Pa. LOcust 3.

### Positions Wanted

Mechanic desires winter position in best references. Write Frank J. Olcott Beach Amusement Park, N. Y.

### Routes for Sale

Route of twenty 100-Selection juke boxes, ten 1400 and 1450 Wurlitzer juke boxes, reasonable down payment considered. Dalton Novelty Co., Baton Rouge, La., 5-4102.

### Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Arcade Specials—2 Scientific Batting Practice, \$35.00 each; 1 Boomerang, Cenco, \$35.00; 1 Solor, Horoscope with scrolls, \$85.00; 1 Skyfighter, \$125.00; 3 Chicago 4 Player Derby, \$95.00 each; 1 Chicago Coin Pistol, \$85.00; 1 Jack Rabbit, \$45.00; 2 Under Sea Raiders, \$75.00 each; 4 Chicago Coin Bowling Alleys, \$25.00 each; 1 Jungle Joe, \$45.00; 1 Chicago Coin Kingpin, \$85.00; 1 Punching Bag, \$65.00; 1 Telequiz with film, \$125.00. Sportland, 696 Crockett St., Beaumont, Tex.

**ALL TYPES** VENDING MACHINES, MUSIC BOXES, etc., priced from \$15 up. Cash with order. Naomi Furlough NATIONAL INFORMATION SERVICE Rt. 1, Ft. Lauderdale, Fla.

Cigarette Machines, King Size Conversions. 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette machines, quarter operation: Uneeda, latest model, \$55; counter model, \$22.50; U-Select-It 72-bar candy vender, \$27.50; 74-bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45; Statler 9-column cookie machine, \$35. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

For Sale—Alaskans, reasonable. Pin Ball Machines: 7 Turf Kings, 10 Futurities, 3 Evans Horse Races, 1 Bally Hook Bowler, Juke Boxes: 1 1100 Wurlitzer, 4 1015 Wurlitzers, 2 1072 Wurlitzers. All good condition, immediate delivery; wire or air mail Bob Blair, Box 595, Kodiak, Alaska.

For Sale—2 Jumping Jax, \$125 ea.; Wms. Hong Kong, \$125; 3 late model Seeburg 100A's, clean, \$535 ea.; 2 Seeburg 100B's, \$680 ea.; United Six-Players, formica, big pins, \$175; United DeLuxe Six-Players, \$190; Wurlitzer, 1100, \$210; 6 Keeney Cigarette Machines, \$165; want United 10th Frame Stars, \$300 ea. Donald Zak, 3017 So. 14th St., Milwaukee 15, Wis.

7 Bowlo Machines, 18 ft., for sale; excellent condition; \$200 each. Calvin Erickson, 7324 Amboy Rd., Staten Island 7, N. Y.

50 Ford Gum Machines, chromes and hammerlocks, perfect condition, some like new, \$10; 13 Northwestern 39's, \$3 ea. Vendors Exchange, Box 8212, San Antonio, Tex.

150 Coin Operated Radios, steel cabinet. Don's Radio Service, 1415 Waterloo Rd., Cedar Falls, Iowa.

### Wanted to Buy

Metal Typewriter—Must be in good condition and priced right. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky.



# THE BILLBOARD Index of Advertised Used Machine Prices

## • Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept. 5	Issue of Aug. 29	Issue of Aug. 22	Issue of Aug. 15
ABC (United).....	\$50.00 75.00	\$50.00 75.00	\$50.00 95.00	\$50.00 95.00
All Baba (Gottlieb).....	149.50 150.00	149.50 150.00	149.50 150.00	149.50 150.00
Alice in Wonderland (Gottlieb).....	34.50	34.50	34.50	34.50
All Star Basketball (Gottlieb).....	49.50	49.50	49.50	49.50
Aquacade (United).....	120.00 125.00	125.00 129.50	145.00	145.00
Arcade (Bally).....	39.00 39.50	39.00 39.50	39.50 39.50	39.50 39.50
Arizona (United).....	59.50	59.50		
Atlantic City (Bally).....	125.00			
Baby Face (United).....	275.00 285.00	275.00 285.00	265.00 275.00	265.00 270.00
Ballerina (Bally).....	350.00	350.00	285.00 350.00	275.00 285.00
Banjo (Exhibit).....	39.00 49.50	49.50	49.50	49.50
Barnacle Bill (Gottlieb).....	49.50	49.50	49.50	49.50
Basketball Champ (Chicago Coin).....	120.00 125.00	125.00 129.50	145.00	145.00
Basketball (Gottlieb).....	39.00 39.50	39.00 39.50	39.50 39.50	39.50 39.50
Bat-a-Score (Evans).....	59.50	59.50		
Battling Practice.....	125.00			
Beach Club (Bally).....	275.00 285.00	275.00 285.00	265.00 275.00	265.00 270.00
Beauty (Bally).....	350.00	350.00	285.00 350.00	275.00 285.00
Be Bop (Exhibit).....	39.00 49.50	49.50	49.50	49.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Big Top (Genco).....	49.50	49.50	49.50	49.50
Black Gold (Genco).....	49.50	49.50	49.50	49.50
Bolero (United).....	39.00 49.50	49.50	49.50	49.50
Bomber.....	49.50	49.50	49.50	49.50
Boston (Williams).....	49.50	49.50	49.50	49.50
Bowling Champ (Gottlieb).....	49.50	49.50	49.50	49.50
Bright Lights (Bally).....	49.50	49.50	49.50	49.50
Bright Spot (Bally).....	49.50	49.50	49.50	49.50
Buccaneer (Gottlieb).....	49.50	49.50	49.50	49.50
Buffalo Bill (Gottlieb).....	49.50	49.50	49.50	49.50
Buttons & Bows (Gottlieb).....	49.50	49.50	49.50	49.50
Cabana (United).....	49.50	49.50	49.50	49.50
Camel Caravan (Genco).....	49.50	49.50	49.50	49.50
Campus (Exhibit).....	49.50	49.50	49.50	49.50
Canasta (Genco).....	49.50	49.50	49.50	49.50
Caravan.....	49.50	49.50	49.50	49.50
Carnival (Bally).....	49.50	49.50	49.50	49.50
Carolina (United).....	49.50	49.50	49.50	49.50
Catalina (Chicago Coin).....	49.50	49.50	49.50	49.50
Champion (Bally).....	49.50	49.50	49.50	49.50
Champion (Chicago Coin).....	49.50	49.50	49.50	49.50
Chinatown (Gottlieb).....	49.50	49.50	49.50	49.50
Cinderella (Gottlieb).....	49.50	49.50	49.50	49.50
Circus (United).....	49.50	49.50	49.50	49.50
Citation (Bally).....	49.50	49.50	49.50	49.50
College Daze (Gottlieb).....	49.50	49.50	49.50	49.50
Coney Island (Bally).....	49.50	49.50	49.50	49.50
Control Tower (Williams).....	49.50	49.50	49.50	49.50
Coronation (Gottlieb).....	49.50	49.50	49.50	49.50
Cross Roads.....	49.50	49.50	49.50	49.50
Cyclone (Gottlieb).....	49.50	49.50	49.50	49.50
Dallas (Williams).....	49.50	49.50	49.50	49.50
De-Icer (Williams).....	49.50	49.50	49.50	49.50
Deluxe Baseball (Williams).....	49.50	49.50	49.50	49.50
Dew-Wa-Ditty (Williams).....	49.50	49.50	49.50	49.50
Disc Jockey.....	49.50	49.50	49.50	49.50
Domino (Williams).....	49.50	49.50	49.50	49.50
Double Action (Genco).....	49.50	49.50	49.50	49.50
Double Feature (Gottlieb).....	49.50	49.50	49.50	49.50
Double Shuffle (Gottlieb).....	49.50	49.50	49.50	49.50
Dream (Williams).....	49.50	49.50	49.50	49.50
Eight Ball (Williams).....	49.50	49.50	49.50	49.50
El Paso (Williams).....	49.50	49.50	49.50	49.50
Fairway (Williams).....	49.50	49.50	49.50	49.50
Fighting Irish (Chicago Coin).....	49.50	49.50	49.50	49.50
Five Star (Universal).....	49.50	49.50	49.50	49.50
Flip Skill.....	49.50	49.50	49.50	49.50
Floating Power (Genco).....	49.50	49.50	49.50	49.50
Flying High (Gottlieb).....	49.50	49.50	49.50	49.50
Flying Saucers (Genco).....	49.50	49.50	49.50	49.50
Football (Chicago Coin).....	49.50	49.50	49.50	49.50
400 (Genco).....	49.50	49.50	49.50	49.50
Four Corners (Williams).....	49.50	49.50	49.50	49.50
Four Horsemen (Gottlieb).....	49.50	49.50	49.50	49.50
Four Stars (Gottlieb).....	49.50	49.50	49.50	49.50
Frolic (Bally).....	49.50	49.50	49.50	49.50
Futurity (Bally).....	49.50	49.50	49.50	49.50
Georgia (Williams).....	49.50	49.50	49.50	49.50
Gimzo (Williams).....	49.50	49.50	49.50	49.50
Glamour (Bally).....	49.50	49.50	49.50	49.50
Globe Trotter (Gottlieb).....	49.50	49.50	49.50	49.50
Gold Cup (Bally).....	49.50	49.50	49.50	49.50
Golden Gloves (Chicago Coin).....	49.50	49.50	49.50	49.50
Golden Nugget (Genco).....	49.50	49.50	49.50	49.50
Grand Award (Chicago Coin).....	49.50	49.50	49.50	49.50
Grand Slam (Gottlieb).....	49.50	49.50	49.50	49.50
Gays-Dolls (Gottlieb).....	49.50	49.50	49.50	49.50



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Exhibit Space Gun \$449.50  
Air Hockey, new \$499.50  
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Evans Super Bomber \$125.00  
Mutoscope Ace Bomber \$125.00  
Chicago Coin Hockey \$75.00  
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## FOR SALE

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Phone: 2-2816

	Issue of Sept. 5	Issue of Aug. 29	Issue of Aug. 22	Issue of Aug. 15
Happy Days.....	150.00	169.50	185.00	185.00
Happy Go Lucky (Gottlieb).....	135.00	135.00	145.00	145.00
Harvest Time (Genco).....	34.50 65.00	65.00	65.00	40.80
Hayburner (Williams).....	85.00	75.00 85.00		
Hit-a-Homer.....			20.00	20.00
Hit & Runs.....			40.00	
Hit 'N' Run (Gottlieb).....	145.00	129.50 145.00		
Hit Parade (Gottlieb).....	29.50	29.50	29.50	29.50
Holiday (Chicago Coin).....	59.50	59.50	59.50	59.50
Holiday (Keeney).....	225.00	225.00	225.00	225.00
Hong Kong (Williams).....	110.00 125.00	125.00 149.50	145.00	150.00
Horseshoes.....		124.50		
Hot Rod (Bally).....	40.00 99.50	44.50 99.00	99.50	99.50
Humpty Dumpty (Gottlieb).....	49.50	49.50	49.50	49.50
Jockey Special (Bally).....	54.50	54.50	54.50	54.50
Joker (Gottlieb).....	99.50	99.50	75.00	75.00
Judy (Exhibit).....	94.50	94.50	94.50	94.50
Jumping Jack (Genco).....	125.00 160.00	125.00 160.00	125.00 160.00	160.00 165.00
Just 21 (Gottlieb).....	175.00	225.00	225.00	225.00
K. C. Jones (Gottlieb).....	59.50	24.50 59.50	59.50	59.50
King Cole (Gottlieb).....	75.00 89.50	89.50	89.50	89.50
King Pin (Chicago Coin).....	49.50	49.50	49.50	49.50
Knock Out (Gottlieb).....	115.00 124.50	124.50 125.00	124.50	124.50
Leader (United).....	69.00	44.50 69.00		
Lite-a-Line (Keeney).....	175.00	175.00	150.00 175.00	150.00 175.00
Long Beach (Williams).....	75.00 79.50	75.00 79.50	79.50 129.50	79.50 129.50
Lucky Inning (Williams).....	129.50	129.50	179.50	179.50
Madison Square Garden (Gottlieb).....	84.50	49.50 84.50	84.50	84.50
Majors (Chicago Coin).....	85.00	85.00	74.50	74.50
Majors of '49 (Chicago Coin).....	74.50	74.50		
Majorette.....	45.00	45.00		
Mardi Gras.....	85.00	85.00 119.50		
Maryland (Williams).....	29.50	29.50	29.50	29.50
Mermaid.....	49.00 49.50	34.50 49.00	49.50 84.50	49.50 84.50
Merry Widow (Genco).....	84.50	84.50	125.00	125.00
Minstrel Man (Gottlieb).....	125.00(2)	99.50 115.00	125.00	125.00
Monterrey (United).....	29.50	29.50	29.50	29.50
Moon Glow (United).....	115.00 125.00	89.50 115.00	145.00	145.00
Niagara (Gottlieb).....	139.50	139.50		
Nifty (Williams).....	49.50	49.50	49.50	49.50
Oklahoma (United).....	49.50	49.50	49.50	49.50
Old Faithful (Gottlieb).....	64.50 69.50	49.50 64.50	45.00 64.50	64.50 64.50
Olympics (Williams).....	85.00	69.50	60.00	60.00
One Two Three (Genco).....	145.00 150.00	135.00 145.00	150.00	150.00
Palm Beach (Bally).....	34.50 45.00	34.50 45.00	34.50 49.50	34.50 49.50
Paratrooper (Williams).....	49.50	49.50		
Paradise (United).....	325.00 375.00	325.00 375.00	325.00(2)	325.00(2)
Phoenix (Williams).....	95.00(2)	95.00 144.50	110.00	110.00
Photo Finish (Universal).....	49.50	49.50	49.50	49.50
Pin Bowler (Chicago Coin).....	35.00			
Play Pooker.....	24.50 40.00	24.50 40.00	24.50 40.00	24.50 40.00
Playland (Exhibit).....	99.50	40.00 99.50	99.50	99.50
Playtime (Exhibit).....	22.00	22.00	22.00	22.00
Pop Up.....	89.50	89.50	89.50	89.50
Puddin' Head (Genco).....	45.00	30.00 45.00		
Quarterback (Williams).....	22.00	22.00		
Quartette (Gottlieb).....	39.00 39.50	39.00 39.50	39.50 54.50	39.50 54.50
Queen of Hearts.....	75.00 85.00	85.00(2) 89.50	85.00(2) 89.50	85.00(2) 89.50
Quintette.....	175.00(2)	139.50	185.00(2)	184.50 185.00
Rag Mop (Williams).....	185.00	175.00(2)		
Rainbow (Williams).....	195.00 210.00	195.00(2)	215.00 225.00	215.00 225.00
Ramona (United).....	195.00 220.00	195.00 220.00	220.00	220.00
Rip Snorter (Genco).....	99.50	69.50 99.50		
Rocket (Genco).....	35.00	35.00		
Rockette (Gottlieb).....	39.00	39.00		
Rondeevoo (United).....	37.50 59.50	59.50	59.50	59.50
Round Up.....	47.50 79.50	79.50	79.50	79.50
Rose Bowl (Gottlieb).....	80.00 85.00	74.50 85.00		
St. Louis (Williams).....	99.50	99.50		
Sally (Chicago Coin).....	49.50	49.50	49.50	49.50
Samba (Exhibit).....	49.50	49.50	49.50	49.50
Saratoga.....	39.50 49.50	39.50 49.50	39.50 49.50	35.00 49.50
Screwball (Genco).....	34.50 35.00	34.50 35.00	34.50 49.50	34.50 49.50
Select-a-Card (Gottlieb).....	49.50	49.50		
Serenade (United).....	34.50	34.50	34.50	34.50
Shantytown (Exhibit).....	85.00	85.00		
Sharpshooters (Gottlieb).....	34.50 49.50	49.50	35.00 49.50	35.00 49.50
Shoot the Moon (Williams).....	150.00	124.50 150.00	159.50	159.50
Shoo Shoo (Williams).....	95.00 119.50	95.00 119.50	50.00 119.50	50.00 119.50
Show Boat (United).....	325.00	325.00	325.00	325.00
Silver Skates (Williams).....	145.00			



United)	64.50	79.50	64.50	79.50	64.50	79.50	64.50	79.50
Gottlieb)	49.00	49.00	49.00	49.00	49.00	49.00	49.00	49.00
(Williams)	29.50	49.50	29.50	49.50	29.50	49.50	29.50	49.50
uer (Keeney)	50.00	69.50	50.00(2)	69.50	39.50	50.00	50.00	69.50
								69.50
ago Coin)	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00
bers (Genco)	27.50	64.50(2)	64.50(2)	64.50(2)	35.00	64.50(2)	64.50(2)	64.50(2)
eteers (Gottlieb)	75.00	79.50	79.50	79.50	79.50	79.50	79.50	79.50
ted)	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00
ago Coin)	29.50	35.00	29.50	35.00	29.50	35.00	29.50	35.00
re)	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00
rs (Genco)	29.50	29.50	29.50	29.50	29.50	29.50	29.50	29.50
Chicago Coin)	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00
Gottlieb)	80.00	89.00	59.50	95.00	95.00	95.00	95.00	95.00
	95.00	99.50	99.50	99.50	99.50	99.50	99.50	99.50
Genco)	69.00	89.50	69.00	89.50	30.00	89.50	89.50	89.50
(Exhibit)	65.00	74.50	65.00	74.50	74.50	74.50	74.50	74.50
(Bally)	50.00	69.50	50.00	69.50	50.00	69.50	50.00	69.50
	95.00	109.50	95.00	109.50	95.00	109.50	95.00	109.50
Williams)	44.50	44.50	44.50	44.50	44.50	44.50	44.50	44.50
nd)	145.00	145.00	145.00	145.00	145.00	145.00	145.00	145.00
ed)	59.00	84.50	49.50	59.00	84.50	84.50	84.50	84.50
								84.50
Williams)	49.50	49.50	49.50	49.50	49.50	49.50	49.50	49.50
Line (Gottlieb)	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00
Chicago Coin)	109.50	109.50	109.50	109.50	109.50	109.50	109.50	109.50
(Gottlieb)	165.00	169.50	165.00	169.50	165.00(2)	165.00	165.00	165.00
								169.50(2)
versal	49.50	99.50	49.50	99.50	49.50	99.50	49.50	99.50
)								
United)	34.50	34.50	34.50	34.50	34.50	34.50	34.50	34.50
iams)	49.50	49.50	49.50	49.50	49.50	49.50	49.50	49.50
ad)	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00

# APCO Bows 4 Cup Units at NAMA Meet

CHICAGO, Sept. 5.—Four new cup vending machines, manufactured by APCO, Inc., were displayed for the first time at the recent NAMA convention here. They are the eight-drink automatic SodaShoppe, the four-drink SodaShoppe, the SodaShoppe junior and the combination SodaShoppe-coffee bar.

The eight-drinker can dispense five carbonated and three non-carbonated drinks. It can vend cola and root beer as well as fruit flavors. The four-drinker vends three carbonated and one non-carbonated beverage from its three sirup tanks. It has a 1,200-cup capacity and a 1,900-drink sirup capacity.

### SodaShoppe Junior

The SodaShoppe junior vends two carbonated and one non-carbonated drinks; it has a 1,000-cup capacity and a 1,000-drink capacity. Using only two sirup tanks, the unit is a smaller version of the standard SodaShoppe. List price is \$967.

The SodaShoppe-coffee bar combination uses the Bert Mills coffee mechanism and the four-drink SodaShoppe innards, vending four cold drinks, a carbonated and non-carbonated, as well as selective coffee.

Mel Rapp, APCO vice-president, said that deliveries on all four new models will begin November 15.

## Smoke That Cig

Continued from page 74

able to show whether the average smoker consumes fewer extra-length cigarettes than he would regular-length.

Manufacturers hiked prices of regular-length cigarettes nearly 11 per cent in February, bringing current prices to a reported 17 per cent above mid-1950 level. Average retail price for a package of cigarettes in rural areas in March was reported at 22.4 cents. Retail prices for some king-size cigarettes were reported at about 5 per cent more than regular size. Sales of tobacco products by manufacturers in the first three months of this year were reported at \$875,000,000, as compared with \$846,000,000 in the first quarter of 1952.

Supplies of flue-cured, burley and Maryland tobaccos, used mainly in cigarettes, will total an estimated 5,976,700,000 pounds in 1953-'54, an increase of 57,600,000 pounds over 1952-'53 supplies.

Cigar consumption in the year ended June 30 was reported at more than 6,000,000,000, an increase of more than 3 per cent over the previous year and the second largest since 1930-'31. Total production, including imported cigars, totaled 6,016,800,000 as compared with 5,871,100,000 produced the years before. Supplies of tobacco for use in cigars are expected to be "moderately" smaller next year than in 1952-'53, Agriculture Department reported. Wholesale prices for cigars in July were reported as 1 per cent above mid-1950 level.

Output of snuff in the year ended June 30 was reported at 38,000,000 pounds, more than 2 per cent below the previous year. Wholesale prices for snuff have remained unchanged since November 1951, but were reported in July as nearly one-third above the 1947-'49 average.

Total snuff consumption tends to be "quite stable," Agriculture Department reported, altho declining on a per capita basis.

## B&W Tests

Continued from page 74

where, in many cases, it will demand a king size, no matter how different the brand is. All this means that the operator will have to stock an ever-increasing number of brands, buy higher-capacity and more expensive equipment, and probably wind up doing the same volume.

It's a question of alternatives. While the operator may get no more business by stocking more brands, he's going to get less business if he doesn't. Most operators want to hold what they have.

## Arcade Equipment

ment and prices listed below are taken from advertisements in The Billboard issues as below. All advertised used machines and prices are listed. Where more than one firm the same equipment at the same price frequency with which the price occurred is in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, single machine price is listed. Any price obviously depends on condition of the equipment, on location, territory and other related factors.

	Issue of Sept. 5	Issue of Aug. 29	Issue of Aug. 22	Issue of Aug. 15
(Mutoscope)....	\$195.00	\$125.00	\$195.00	\$195.00
Space Ship.....		385.00		
Loc.....	125.00	125.00	125.00	125.00
Scientific.....	79.50	79.50	79.50	79.50
Exhibit.....	550.00	550.00	550.00	550.00
Bally.....	150.00	150.00	150.00	150.00
Supreme.....	95.00	95.00	95.00	95.00
era.....	45.00	45.00	45.00	45.00
era.....	125.00	125.00	125.00	125.00
ABT).....	27.00	29.50	27.00	29.50
			20.00	27.00
(Seeburg).....	95.00	105.00	95.00	105.00
			75.00	105.00
				95.00
				105.00
				150.00
Exhibit).....	55.00	59.00	49.50	59.00
	65.00(3)	94.50	65.00(2)	94.50
				125.00
Bally).....				125.00
yer		125.00		125.00
oin)	175.00	195.00	155.00	195.00
Grip Tests			155.00	195.00
Life (Mills)	129.50	129.50	129.50	129.50
(Coiner)	75.00	75.00	75.00	75.00
r (Mutoscope)	150.00	150.00	150.00	150.00
cientific)	175.00	175.00	175.00	175.00
co)	45.00	45.00	45.00	45.00
ago Coin)	85.00	119.50	85.00	119.50
		125.00	125.00	125.00
cury)	55.00			
Exhibit)	175.00	175.00	175.00	175.00
ith 3 rifles				
	650.00	650.00	650.00	650.00
(Bally).....	65.00	69.50	65.00	69.50
			39.50	65.00
er (Exhibit)	89.50	89.50	89.50	89.50
ago Coin)	55.00	75.00	75.00	75.00
Bally).....	275.00	275.00	275.00	275.00
hibit)	185.00	225.00	185.00	225.00
		195.00	225.00	225.00
il)	95.00			125.00
	99.50	99.50	99.50	99.50
Exhibit)	39.50	39.50	39.50	39.50
(Harvard)	365.00	365.00	365.00	365.00
Racers		285.00		
	225.00	295.00	165.00	225.00
			295.00	295.00
				275.00
	95.00	120.00	120.00	120.00
Mutoscope)	250.00	250.00	250.00	250.00
	250.00(early)	250.00(early)	250.00(early)	250.00(early)
	400.00	625.00(late)	425.00	625.00(late)
	625.00(late)	650.00(late)	625.00(late)	650.00(late)
	650.00(late)		650.00(late)	
Chicago Coin)	75.00	75.00	75.00	75.00
Bat 'Em	185.00	185.00	185.00	185.00
entific)	85.00	85.00	85.00	85.00
	75.00	75.00	75.00	75.00
Edelco)	75.00	75.00	75.00	75.00
	95.00(2)	59.50	95.00	95.00
Bally)	125.00(2)	125.00(3)	125.00(2)	125.00(2)
ox-Gay)	125.00	125.00	125.00	125.00
ay Gun	95.00	95.00	95.00	95.00
		249.50	249.50	249.50
er (Seeburg)....	185.00	199.00	185.00	194.50
	229.50	249.50	199.50	229.50
			235.00	249.50
Exhibit)	125.00(2)	125.00	125.00	125.00
Exhibit)	145.00	175.00	135.00	175.00
ans)	75.00			
uriltzer)	150.00	150.00	150.00	150.00
Mutoscope)	195.00	195.00	195.00	195.00
Williams)	75.00	100.00	100.00	139.50
	139.50	139.50	139.50	139.50
ney)	120.00	95.00	120.00	120.00
	275.00	125.00	275.00	275.00
er (Seeburg)....	185.00	199.00	185.00	194.50
	229.50	249.50	199.50	229.50
			235.00	249.50
Exhibit)	125.00(2)	125.00	125.00	125.00
Exhibit)	145.00	175.00	135.00	175.00
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uriltzer)	150.00	150.00	150.00	150.00
Mutoscope)	195.00	195.00	195.00	195.00
Williams)	75.00	100.00	100.00	139.50
	139.50	139.50	139.50	139.50
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	275.00	125.00	275.00	275.00
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uriltzer)	150.00	150.00	150.00	150.00
Mutoscope)	195.00	195.00	195.00	195.00
Williams)	75.00	100.00	100.00	139.50
	139.50	139.50	139.50	139.50
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	275.00	125.00	275.00	275.00
er (Seeburg)....	185.00	199.00	185.00	194.50
	229.50	249.50	199.50	229.50
			235.00	249.50
Exhibit)	125.00(2)	125.00	125.00	125.00
Exhibit)	145.00	175.00	135.00	175.00
ans)	75.00			
uriltzer)	150.00	150.00	150.00	150.00
Mutoscope)	195.00	195.00	195.00	195.00
Williams)	75.00	100.00	100.00	1



EVANS' LATEST

# "CLUB MODEL" Saddle & Turf

**GUARANTEED REPLAY AWARDS**  
every game when 7 coins are played. Especially designed for locations demanding liberal Replay awards.



COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE

Greatly improved new style SINGLE COIN DROP WITH SLUG REJECTOR easily accessible on push-button plate. 5c or 10c play.  
High scores possible with single coin for top-play incentive.  
As many as 7 players can deposit coins.  
Electric Replay Counter registers to 999.  
\* LEGAL OPINION: This machine is not a Gambling Device as defined in the Johnson Act. It may be shipped Interstate.

**IF YOU CANNOT SECURE THIS MACHINE FROM YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!**

## H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

### ATTENTION, DISTRIBUTORS

*We Need...*

**200 Wurlitzer 1015's**  
**100 Wurlitzer 1100's**  
**25 Wurlitzer 1250's**

**CALL, WIRE OR WRITE—**  
**Send in Complete Lists**

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS  
Tel. Liberty 2-9480



Cliffy Clef says

## LOOK—HERE IS REAL VALUE!

### MONEY BACK GUARANTEE

3020 Wallboxes .....\$22.50 AMI "A" .....\$175  
48 Selection W.B. .... 37.50 AMI "C" ..... 325

**WURLITZER**  
1400's .....\$575  
1250's ..... 339  
1100's ..... 250  
1015's ..... 125

**SEEBURG**  
M100A .....\$550

**SMOKESHOP**  
**CIGARETTE VENDERS**  
9 col., 486 cap. ....\$239.50

Exclusive Wurlitzer Distributors in No. Illinois and Indiana



**distributing company**  
3181 Elston Chicago, Ill.  
INdependence 3-2210

## Taylor Exhibs New Biscuit Vending Mach.

CHICAGO, Sept. 5.—Taylor Biscuit Company, Raleigh, N.C., showed models of its new biscuit vender at NAMA convention.

The machine, a manual selective type model, priced at \$175, is approximately five feet high. A plastic view plate enables customers to see about one quarter of all merchandise in the vender as well as the particular item purchased.

Capacity of the machine is 144 packages. The turn plates, view plate and most of the operating mechanisms are made of plastic. The exterior is made of 14 gauge steel. Color of the machine is bright red.

Delivery on the machine is set for six months. Taylor Biscuit Company manufactures both the vender and the biscuits.

### Supplies Bow

Continued from page 74

pany, Inc., Clifton, N. J. The package, called Peanut Butter Wafflewich, sells in the 5-cent field. One hundred count, f.o.b. destination price is \$2.75 east of the Mississippi River and \$2.90 west. Two-week delivery is scheduled.

Austin Packing Company, Inc., Baltimore, showed its new cheezwiches package. The package consists of four waffle sandwiches, filled with cheddar cheese. Vend pack, f.o.b. Baltimore, \$2.65. Delivery scheduled for November 1.

Hershey Chocolate Corporation, Hershey, Pa., bowed two new products at the show. Hershey's Kisses and 10-cent Semi-Sweet chocolate. Both are vend packed and delivery is promised in two weeks.

Chunky Raisins were introduced by Chunky Chocolate Corporation, New York. The package, colored in bright yellow and red, weighs one and a half ounces and sells in the 5-cent field. Delivery is set for September.

Switzer's Licorice Company, St. Louis, presented its new 10-cent pack of Old Fashioned Licorice. The new pack consists of two 5-cent-size sticks and is wrapped in cellophane like the 5-cent item. Immediate delivery is promised.

New England Confectionery Company (Necco), Cambridge, Mass., showed its new Peppermint candy bar. In the 5-cent field, it is packaged in a red and green cellophane wrapper. Delivery is set for September 15.

American Chicle Company, Long Island City, N. Y., added the brand names to the sides of its tab gums. Helps both operators and customers identify the product quicker.

Leaf Brands, Inc., Chicago, put a cellophane window in the top of its Malt-etts.

Wm. Wrigley Jr., Company, Chicago, has changed its tab gum vend pack to include the name of the brand. Cuts down on operators time when filling a machine.

## MUSIC Money Makers

SEEBURG 1-46 .....\$150  
SEEBURG 1-46 HIDEAWAY ..... 125  
SEEBURG 1-47 ..... 175  
SEEBURG 1-48 BLOND ..... 225  
SEEBURG M-100A ..... 595  
SEEBURG WOM (W4-L56) ..... 25  
WURLITZER 1015 ..... 150  
WURLITZER 1080 ..... 125  
WURLITZER 1400 ..... 495  
WURLITZER 1100 ..... 275  
A.M.I. MODEL A ..... 275  
A.M.I. MODEL B ..... 325  
A.M.I. MODEL C ..... 350  
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

# Shaffer Specials

in better quality bu

### SEEBURG M-100-A

100 Selection--78 rpm  
**\$549.50**

### WURLITZER

1015 .....\$  
1080 .....  
1100 .....  
1250 (48 Sel.) .....

### ROCK-OLA

1432 (51-50) .....\$339.50  
1426 ..... 99.50  
1422 ..... 79.50

### POST WAR WALL BOX

Wurlitzer 4820 (48) .....  
Wurlitzer 3020 (24) .....  
Wurlitzer 3031 (24) .....

Seeburg Shoot the Bear .....\$199.50  
AMI 5/10 Wall Box ..... 14.50  
Seeburg 1946 Hideaway ..... 89.50

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

# Shaffer Music Co

Columbus, Ohio  
606 S. High Street  
MAIN 5563

Cincinnati, Ohio  
1200 Walnut Street  
MAIN 6310

Indianapolis  
1327 Capital  
Lincoln

EXCLUSIVE SEEBURG DISTRIBUTORS



## MARVEL'S NEW SHUFFLE-SCORE COIN-OPERATED ELECTRONIC SCOREBOARD

Fits Any Shuffleboard

★ 15-21 and/or 50 Pts.  
★ 10c 1-Player or 10c 2-Player  
by Simple Plug Switch-  
★ Large METAL National Rejector Box  
New Shuffle-Score is 2-faced—  
able for all boards... chrome supports.

IMMEDIATE DELIVERY

Terms: 1/3 deposit, bal. C.O.D.

DISTRIBUTORS, W

## MARVEL MANUFACTURING COMPANY

2845 W. Fullerton Tel.: DICKENS 2-2424 Chicago 4

## YOUNG MEN!

★ Splendid opportunity to learn design of pinball and amusement games with leading manufacturer. Knowledge of electrical circuits preferred but secondary to creative ability. Permanent positions. Also men fully experienced in design of amusement machines. Write, stating experience, education, salary expected.

BOX 656, c/o The Billboard, 188 W. Randolph Street, Chicago

## HERE! HERE! ROCK-OLA FIREBALL 120 PHONOGRAPH CENTRAL OHIO

### BINGO GAMES

BEACH CLUB .....\$525.00  
BEAUTY ..... 425.00  
CABANA ..... 495.00  
ATLANTIC CITY ..... 285.00  
CONEY ISLAND ..... 225.00  
SPOTLIGHTS ..... 225.00  
LONG BEACH ..... 179.50  
PROLICS ..... 325.00  
PALM BEACH ..... 325.00  
BRITE LITES ..... 139.50  
ABC ..... 149.50  
LITE-A-LINE ..... 129.50

### NEW UNITED MFG.

6 PLAYER SHUFFLE ALLEYS

"ROYAL"

"IMPERIAL"

PROMPT DELIVERY

10 National Electric Cigarette Machines, \$99.50 Ea.

WRITE—WIRE—PHONE

## CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. High St. Columbus 15, Ohio Phone: ADA

USED SHUFFLEBOARD  
4-6-10 PLAYS  
ALL MAJOR BRANDS  
LOOK LIKE NEW  
LOW PRICES  
PIN BALLS  
Gott. Rose Bow  
Gott. Triplets  
Gott. Wild West  
Gott. 4 Horsemen  
Williams Nifty  
Many Others



**BETTER BUY from BANNER**

Shuffle Alleys!  
FIVE BALLS?  
MIDDIE RIDES?  
YOU NAME IT—  
WE HAVE IT! PRICE?  
VERY ATTRACTIVE  
**INDEED!**

Write—Wire—Phone  
**BANNER**  
SPECIALTY COMPANY  
Endorsing Only the Best  
Home Office  
W. Girard Ave., Phila. 23, Pa.  
Branch  
Fifth Ave., Pittsburgh 19, Pa.

**WANT Any Quantity**  
**WURLITZER**  
1015 1400  
1100 1450  
1250 1500  
1550

**SEEBURG**  
100 Selection  
R.P.M. Late Serial #

**ROCK-OLA**  
Fireball

**BALLY**  
Beauty  
Beach Club

**CASH WAITING**  
Write—Phone—Wire  
**INTERNATIONAL**  
AMUSEMENT COMPANY  
23 SPRING GARDEN ST.  
PHILADELPHIA 30, PA.  
Rittenhouse 6-7712

Carry a Complete Line of  
COIN COUNTERS  
COIN SORTERS  
COIN CHANGERS  
COIN WRAPPERS  
PARTS AND SUPPLIES  
**WHOLESALE—RETAIL**  
WRITE—WIRE—PHONE  
**Be Distributing Co.**  
No. Calif. Ave., Chicago Ill.

**Immediate Delivery**  
BEAUTY .....\$385.00  
S ..... 295.00  
LIGHTS ..... 129.50  
RIGHTS ..... 150.00  
6 PLAYER SUPER with ..... 285.00  
6 PLAYER STAR S. A. .... 315.00  
6 Player MATCH ..... 315.00  
4 Player CONVERSION ..... 150.00  
CITY COIN MACHINE EXCHANGE  
10th High St. Columbus 8, Ohio  
Tel: UNIVERSITY 6900

**BAR CARTRIDGES**  
Resurfaced and Resurfaced, 75¢ each.  
ELECTRONIC INDUSTRIES  
Box 2008 Mesa, Arizona

**WE HAVE MORE MONEY—  
MAKE MORE MONEY**  
See The Billboard TODAY!

# International Amusement Takes Pride in Making This Important Announcement



## We have been appointed **GENCO** DISTRIBUTOR for ALL of EUROPE\*

The Genco line is one of the nation's finest . . . our appointment is additional assurance that International's customers will continue to receive the best in equipment AND service.

\*not including Germany

### New Equipment Ready for Immediate Shipment

**GENCO**  
Sky Gunner  
Night Fighter  
Silver Chest

**WILLIAMS**  
Grand Champion  
Palisades

**BALLY**  
Champion Horse  
Bally Space Ship  
Bally Speed Boat

**KEENEY**  
Domino  
Carnival

**GOTTLIEB**  
Poker Face

**EVANS**  
Jubilee  
Century

We Also Distribute for . . .

**Bally • Williams • Gottlieb • Keeney • Evans**

**INTERNATIONAL AMUSEMENT CO.**



**SCOTT-CROSSE COMPANY**

1423 SPRING GARDEN STREET

Rittenhouse 6-7712

PHILADELPHIA 30, PA.

Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.

## FOR SALE

Established coin machine business serving a population of two hundred thousand. Modern and up-to-date equipment consists of Wurlitzers, Seeburgs, wired music system, pinball and like games. Last fiscal year gross revenue over \$125,000. Net return to owners better than 30% on invested capital. Offered as a going concern; requires a minimum down payment of \$75,000, terms on balance. Write owners at

**BOX D-63**  
% The Billboard, Cincinnati 22, O.

### ELECTRIC SCOREBOARDS

LARGE NATIONAL COIN REJECTOR BOX  
Overhead, 15-21 pts. Horsecollar 15-21-50 pts. \$125 ea.  
and 15-21-50 pts. \$95.00 ea.  
Shuffleboard Adjusters, set ..... \$12.00  
Pucks (set of 8) ..... 12.00  
Wax, dozen ..... 3.00  
Shuf. Scorepads, Ea. .25  
Fluor. Shufflebd. Lights (set of 4) . 12.00

22" Chi. Coin Shuffleboard cabinet, reconditioned, new maple top, complete and crated, Each. \$160.00  
Edelco O.H. Scoreboard, 1-50 Frames Also \$79.50  
8" Side Cushion Shuf. Boards, New . 89.50  
22" Maple Tops, brand new, crated ..... 90.00  
Bally Shuffle Line . 69.50

**BINGO**  
All cleaned and checked.  
Lite-A-Line ..... \$ 79.50  
Keeney Holiday ..... 225.00  
Bright Lights ..... 150.00  
Bright Spot ..... 250.00  
Coney Island ..... 200.00  
Spot Lite ..... 175.00  
Leader ..... 175.00  
United Stars ..... 225.00  
Jumper's Jacks ..... 175.00  
Golden Nugget ..... 225.00  
Bally Champion ..... 49.50  
Bally Citation ..... 39.50  
Bally Gold Cup ..... 29.50  
Genco Shuf. Target ..... 49.50

**TICKETS**  
2500 7-11 ..... \$1.15 bag  
2170 R.W.&B. 1.00 bag  
**MID-STATE COMPANY**  
2369 Milwaukee Ave. Chicago 47, Ill.  
Tel.: Dickens 2-3444

**NEW GAMES**  
Williams FAIRWAY (Write)  
United IMPERIAL  
United ROYAL BOWLER  
Chicago HI-SPEED CROWN BOWLER  
Chicago HI-SPEED GOLD CUP  
Bally YACHT CLUB (Write)

Genuine Deluxe  
**FORMICA PLAYFIELD**  
Easily installed in minutes. For 8' and 9' United Shuffle Alleys.  
**\$15 EACH**  
\$13.50 Ea. in lots of 5.

**HIGHEST**  
WE WILL PAY  
CASH PRICES for:  
BEACH CLUB  
BEAUTY  
YACHT CLUB  
ATLANTIC CITY  
TROPICS  
FROLIC  
CONEY ISLAND  
BRIGHT SPOT  
BRIGHT LIGHTS  
CABANA

**ACE COIN COUNTER**  
BRAND NEW  
1953 MODEL  
Counts 1c-5c-10c and 25c coins—fast!  
Weighs approx. 8 lbs.  
**\$159.50**  
TERMS: 1/3 Deposit, Balance Sight Draft.

**Exceptional 5-BALL Values!**  
Twenty Grand ..... \$145  
Arcade ..... 125  
Crossroads ..... 135  
Four Corners ..... 145  
Happy Days ..... 150  
Olympics ..... 150  
Quintette ..... 195  
Skill Pool ..... 185  
Times Square ..... 175  
Hong Kong ..... \$110  
Silver Skates ..... 145  
Queen of Hearts ..... 195  
Cyclone ..... 125  
Chinatown ..... 165  
Disk Jockey ..... 155  
All Star Bsktb'l ..... 115  
Minstrel Man ..... 115  
Majorettes ..... 85



Phone: Everglade 4-2300 Chicago 47 2330 N. Western Ave

**SPECIAL! CITATION ..... \$42.50 | TURF KING ..... \$95**  
**SPECIAL—PANORAMS. Guaranteed Reconditioned. WRITE**  
**YES, WE HAVE ALL SHUFFLE GAMES, NEW AND LATE USED!**  
**SPECIALS ON WILLIAMS' GAMES**  
Hayburners ..... \$ 85 | Shoot the Moon. \$150  
Four Corners ..... 145 | Sluggfest ..... 119  
Now Available—New Domes for "Pop" Corn Sez—Write.  
**WANT TO BUY OR TRADE**  
Bright Lights | Spot Lite | Palm Beach  
Coney Island | Atlantic City | Beauty  
Frolics | Bright Spot | Beach Club  
**CLAYT NEMEROFF • CHARLEY PIERI**  
**Monarch Coin Machine, Inc.** 2257-59 N. Lincoln Ave. Chicago 14, Ill. Phone: Lincoln 9-3995-7-3

every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** has been sold in The Billboard  
WHAT DO YOU HAVE TO SELL? Write Box 666, 2160 Patterson St., Cincinnati, Ohio





Gottlieb's

LOADED WITH SUPER-POWER  
PLAY THAT MAKES 'EM STA

- ♠ 6 CARDS . . . Nine-Ten-Jack-Queen-King-Ace. REPLAYS for Straight - Full House - 4 of a Kind - 5 of a Kind!
- ♥ 4 SUITS . . . Top Roll-Over lights 4 Suits and awards REPLAYS!
- ♦ ROTATION SEQUENCE . . . from 1 to 6 lights 2 Roll-Unders for REPLAYS!
- ♣ HIGH SCORE and POINT SCORE . . . award REPLAYS!



NEW RECOVERY SHOOTER . . . insures score on every ball.

- 3 POP BUMPERS!
- 2 CYCLONIC KICKERS!
- 2 SUPER-POWERED FLIPPERS!

LOCATIONS WILL WANT TO GET IN ON THIS . . .  
**SEE YOUR DISTRIBUTOR NOW!**

"There is no substitute for Quality!"

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER  
CHICAGO 51, ILLIN

**BINGO GAMES WANTED**

From Beach Clubs to Bright Lights  
**TOP PRICES PAID**  
Cash or Trade-Ins  
Phone, Wire or Write!

**5-BALLS**

- UNITED TROPICS
- BALLY DUDE RANCH
- GEN. SILVER CHEST
- GOTT. POKER FACE
- EV. SADDLE & TURF

**GENCO**

- Tri-Score . . . \$ 89.50
- Canasta . . . 89.50
- So. Pacific . . . 79.50
- Rocket . . . 79.50
- 3 Feathers . . . 64.50
- Black Gold . . . 59.50
- Rip Snorter . . . 59.50
- Puddin' Head . . . 54.50
- Big Top . . . 54.50
- Screwball . . . 49.50
- 1-2-3 . . . 49.50
- Floating Pwr. . . 49.50

**WILLIAMS**

- 8 Ball . . . \$119.50
- Shoo Shoo . . . 119.50
- Control Twr. . . 109.50
- Reag Mop . . . 99.50
- Dreamy . . . 89.50
- Georgia . . . 89.50
- De-Icer . . . 89.50
- Lucky Inning . . . 84.50
- Maryland . . . 84.50
- Boston . . . 79.50
- St. Louis . . . 69.50
- Dallas . . . 69.50
- El Paso . . . 59.50
- Virginia . . . 49.50
- Yank . . . 49.50
- Daw-Wa-Ditty . . . 49.50
- Saratoga . . . 49.50
- Tennessee . . . 49.50

**BALLY**

- Hot Rod . . . \$99.50
- Ballerina . . . 49.50

**MILLS**  
CONSTELLATION  
20 Rec., 40 Sel.  
**\$169.50**

**UNITED**

- Utah . . . \$84.50
- Tampico . . . 79.50
- Oklahoma . . . 49.50
- Aquacade . . . 59.50
- Monterrey . . . 49.50
- Rondeevoo . . . 49.50
- Moon Glow . . . 49.50
- Baby Face . . . 49.50
- Paradise . . . 49.50

**GOTTLIEB**

- Quartette . . . \$185.00
- Cyclone . . . 149.50
- Minstrel Man . . . 139.50
- Spot Bowler . . . 119.50
- 4 Horsemen . . . 109.50
- Joker . . . 99.50
- Rockette . . . 99.50
- Triplets . . . 99.50
- K.C. Jones . . . 89.50
- Baby Face . . . 89.50
- College Daze . . . 79.50
- Bowling Ch. . . 69.50
- Buffalo Bill . . . 69.50
- Buttons & Bows . . . 64.50
- Just 21 . . . 59.50
- King Cole . . . 49.50
- Humpy D . . . 49.50
- Alice in W'l'd . . . 49.50
- Cinderella . . . 49.50

**EXHIBIT**

- Judy . . . \$94.50
- Be Bop . . . 84.50
- Campus . . . 84.50
- Tumbleweed . . . 74.50
- Samba . . . 49.50

**CHICAGO COIN**

- King Pin . . . \$124.50
- Pin Bowler . . . 99.50
- Midway . . . 74.50
- Holiday . . . 59.50
- Sally . . . 49.50
- Bermude . . . 49.50

TERMS: 1/2 DEPOSIT, BALANCE SIGHT DRAFT OR C.O.D.

**Empire Coin** MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. Phone: EVERLADE 4-2600 CHICAGO 22, ILL.

**VENDERS**

- ACORN VENDOR 1c or 5c . . . \$14.95
- ACORN TAB GUM . . . 21.95
- Mills 8 Col. Candy . . . 198.50
- Mills, Sky Candy . . . 89.50
- Mills Tab Gum . . . 27.50
- Mills Tab Gum, Rebuilt . . . 14.50
- Silver King . . . 13.95
- 25¢ Razor Blade . . . 19.95
- N.W. 49, 1c, 5c . . . 17.35
- S.K. Hot Nut . . . 29.95
- U Select II . . . 49.50
- N.W. Tab Gum . . . 25.95
- N.W. Stamp . . . 49.00
- U-Pop-It . . . Write
- Kleenex, 5 or 10c . . . 49.50
- Smokeshop Lobby . . . 239.50
- Alex. 8-Col. 320-Pkg. . . 175.00
- Elect., New Vendor-Bar, 10c, 10c Pkg., 8-Col. Selec. . . 119.50

**ARCADE**

- GENCO NIGHT FIGHTER
- GENCO SKY GUNNER
- GENCO-PHOTO
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- ABT RIFLE SPORT
- Photomatic, Late . . . \$450.00
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- & Stand, 5c . . . 139.50
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- Unedapak Model 500, 9 Col. . . . 130
- DuGrenier Model "W", 9 Col. . . . 110

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- UNITED IMPERIAL S. A.
- CHI. HI-SPEED CROWN BOWLER, 6 PLAYER
- CHI. GOLD CUP BOWLER, 6 PLAYER
- KEENEY CARNIVAL BOWLER, 6 PLAYER
- KEENEY DOMINO BOWLER, 6 PLAYER
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- Universal Twin Rebound . . . 49.50
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Minimum Order . . . 5 Tops

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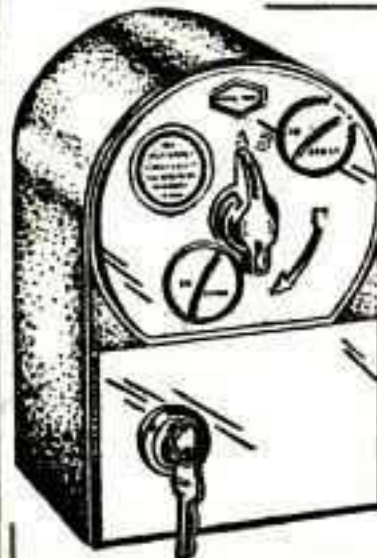
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Available settings seconds to hours. Slotted for dimes and quarters. Dust proof—rust proof—tamper

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**"The House that Confidence Built"**

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*Williams*  
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**READY TO BREAK ALL RECORDS WITH THESE BIG PLAY FEATURES:**

- 6 Rollovers "special" when lit.
- Making 1st, 2nd, 3rd and Grand Champion holes lites all side channels and returns ball in Grand Champion hole.
- **ONE REPLAY** for making holes 1 to 5 or when selected hole is matched and 1st hole is made.
- **TWO REPLAYS** for matching selected hole when balls are in first and second pockets.
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- **2 FLIPPERS**
- **2 THUMPER BUMPERS**
- **2 AUTOMATIC RUBBER REBOUNDS AT BOTTOM**

**GET IT ON LOCATION! DON'T DELAY!**

*Williams*  
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**Brilliantly colored deluxe cabinet!**

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High	195
Goal	185
Position	175
Position	175
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Roads	150
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Man	125

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Guys-Dolls	\$220
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Rockettes	80
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3 Musketeers	75
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Round-Up	39.50

**You've Never Seen Games So Clean!**

**UNITED 10TH FRAME, STAR \$350.00**

Golden Nugget	\$135.00
Genco 400	125.00
Turf King	50.00
Futurity	150.00
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Write for list of Five-Balls and One-Ball Games We have available.

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**LOOK AT THESE SPECIALS**

**BINGO GAMES**

Spot Lights	\$150.00
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Genco "400"	\$ 90.00
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Seeburg 5-10-25¢ 3-Wire Wall Box	\$ 27.50
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AMI 5-10¢ Wall Box	14.95
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**SHUFFLE ALLEYS**

Chicago Coin 10th Frame Matched Bowler	\$345.00
United 5 Player, Formica Top & Jumbo Pins	150.00
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United 6 Player Deluxe	195.00
United Super	250.00
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Keeney 10 Player Team Bowler, Like New	285.00

**NEW EQUIPMENT**

Chicago Coin Band Box	
Chicago Coin Crown Bowler	
Chicago Coin Triple Score Bowler	
Chicago Coin Gold Cup Bowler	
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Bally Yacht Club	
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Genco Sky Gunner	
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Gottlieb's Marble Queen	

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Mutoscope Cross Country	
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5c-10c-25c-50c-\$1.00  
Also made for many foreign coins

**BUCKLEY** 20-24-32  
**WALL AND BAR** Record Selections  
**MUSIC BOXES** 5c or 10c Play

**Buckley Manufacturing Co.**  
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**CLOSE OUTS**

Right off the route—reconditioned like new

Coney Islands	\$225.00
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The Genco 400's perfected and percentage right by us. You use two weeks. If not satisfied, return for full refund. 1/2 Dep., Bal. C.O.D.

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**WHAT DO YOU HAVE TO SELL?**

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answering ads . . .

**SAY YOU SAW IT IN THE BILLBOARD!**





**IT'S FAST!** **FURIOUS!** **FABULOUS!**  
**GENCO'S NEWEST SMASH**

# NIGHT FIGHTER

**ALL LOCATION GUN GAME**

- ★ **BRILLIANT BLACK LIGHT**
  - ★ **STARTLING REALISM**
  - ★ **BREATH-TAKING BATTLE ACTION**
- Plus All The Exciting Features Found In Skygunner*

**"DOUBLE MATCH" FEATURE**

**NEW**

- Match NUMBER
- Match WING

EASILY CONVERTIBLE to Regular or Match with Single Replay!  
 A REAL MONEY-MAKER in Bowling Alleys, Taverns, Arcades,  
 and Other Locations.

**BIG MONEY-MAKER IN SMALL SPACE!**  
 only 34" long,  
 19" wide, 80" high  
**KNOCKS DOWN TO**  
 34 x 19 x 44  
 for Shipping  
 Shpg. wt. only  
 212 lbs.

**BIG**  
**3-DIMENSIONAL**  
**MOVING**  
**COLOR TARGET**  
**SCENE with**  
**EXCITING**  
**BLACK**  
**LIGHT**

Shows realistic eerie night battle, with enemy troops, ships, and planes.

WRITE...WIRE...PHONE YOUR GENCO DISTRIBUTOR TODAY FOR FULL DETAILS

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*Still in Production*

# Sky Gunner

**NOW!** Whatever your location needs in a gun.

REGULAR — SKY GUNNER  
 MATCH — NIGHT FIGHTER

**IT'S GOOD BUSINESS TO DO BUSINESS WITH LONDON**

**WALL BOX SPECIALS!**  
 Seeburg Postwar 3c Wire... **\$9.95**  
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 KEENEY  
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**PHONOGRAPH SPECIAL!**  
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**\$79.50**

- EXCLUSIVE DISTRIBUTORS FOR**
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In Wisconsin, Minnesota, North and South Dakota, Upper Michigan.
  - GOTTLIEB**  
In the State of Wisconsin.
  - CHICAGO COIN**  
In Wisconsin and Upper Michigan.
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In Wisconsin, Minnesota, North and South Dakota, and Upper Michigan.
  - WILLIAMS**  
In Wisconsin and Upper Michigan.

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Seeburg Wall Boxes Wal-56	149.50
4 Player Regular	155.00

**SPECIAL**  
 EXHIBIT SPACE GUN ... \$249.50  
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**"WE ARE EASY TO DEAL WITH"**

SHUFFLE BOWLERS UNITED	CIGARET & MISC. VENDORS	AMUSEMENTS
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# Chicago coin's

# HI-SPEED Crown Bowler

FOR BUSY LOCATIONS REQUIRING FAST PLAY  
EASILY ADJUSTABLE  
TO PLAY EITHER 5 OR 10 FRAMES!

## TRIPLE MATCH FEATURE

0-9

NUMBER



NUMBER  
and STAR



NUMBER, STAR  
and CROWN

• 5 Frame Play –  
3rd and 5th  
Frames Triple!

• 10 Frame Play –  
5th and 10th  
Frames Triple!

(also adjustable  
for 3rd and 7th  
Frames Triple!)

• 5 Frames Plays  
in only  
30 seconds!

• 10 Frames in  
60 seconds!

You Speed up Play,  
Speed up Profits!

\*Simple adjustment  
in cabinet converts  
Hi-Speed to meet  
any location  
requirements!

# chicago coin

MACHINE COMPANY

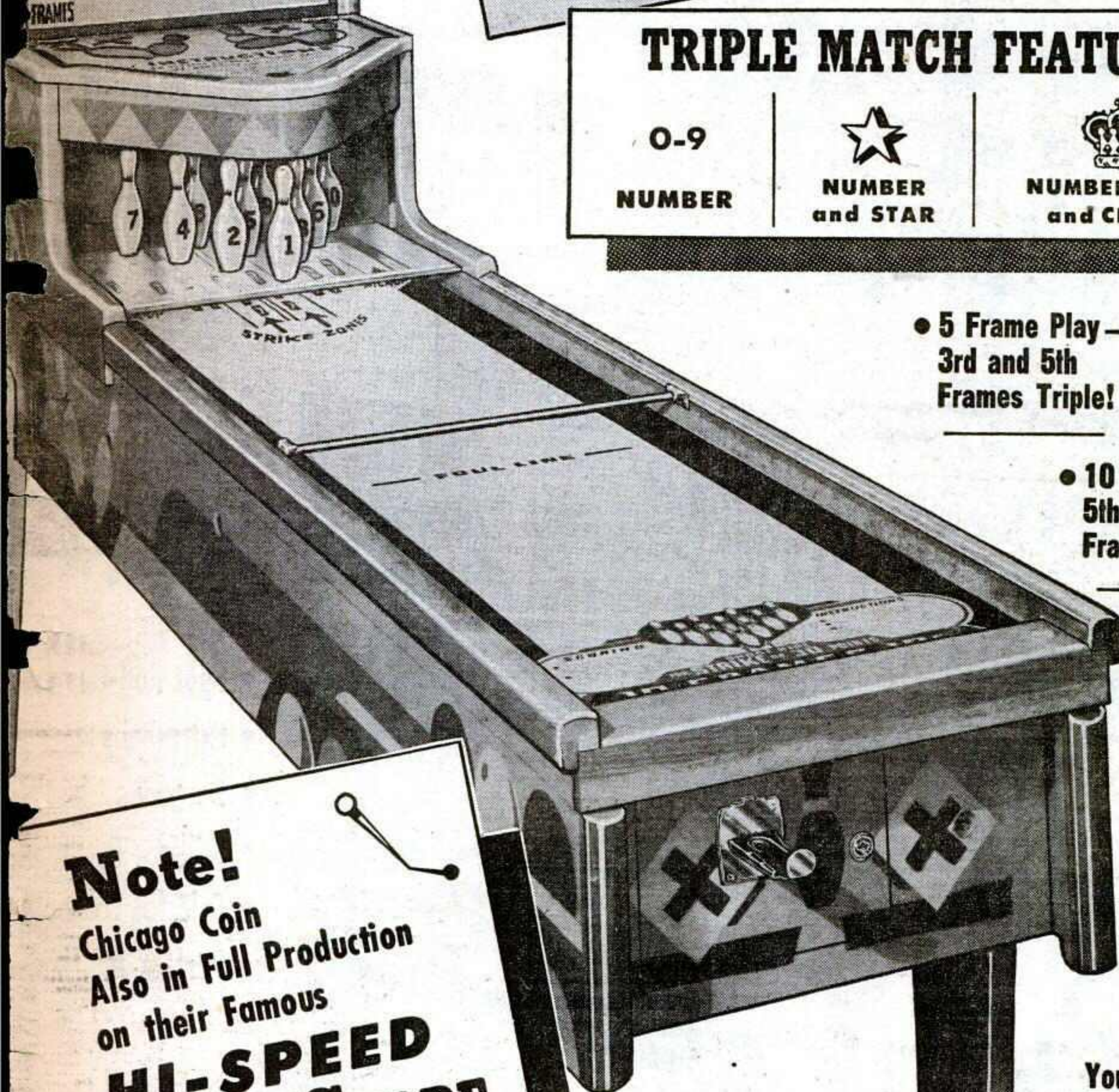
1725 W. DIVERSEY BLVD.  
CHICAGO 14, ILLINOIS

## Note!

Chicago Coin  
Also in Full Production  
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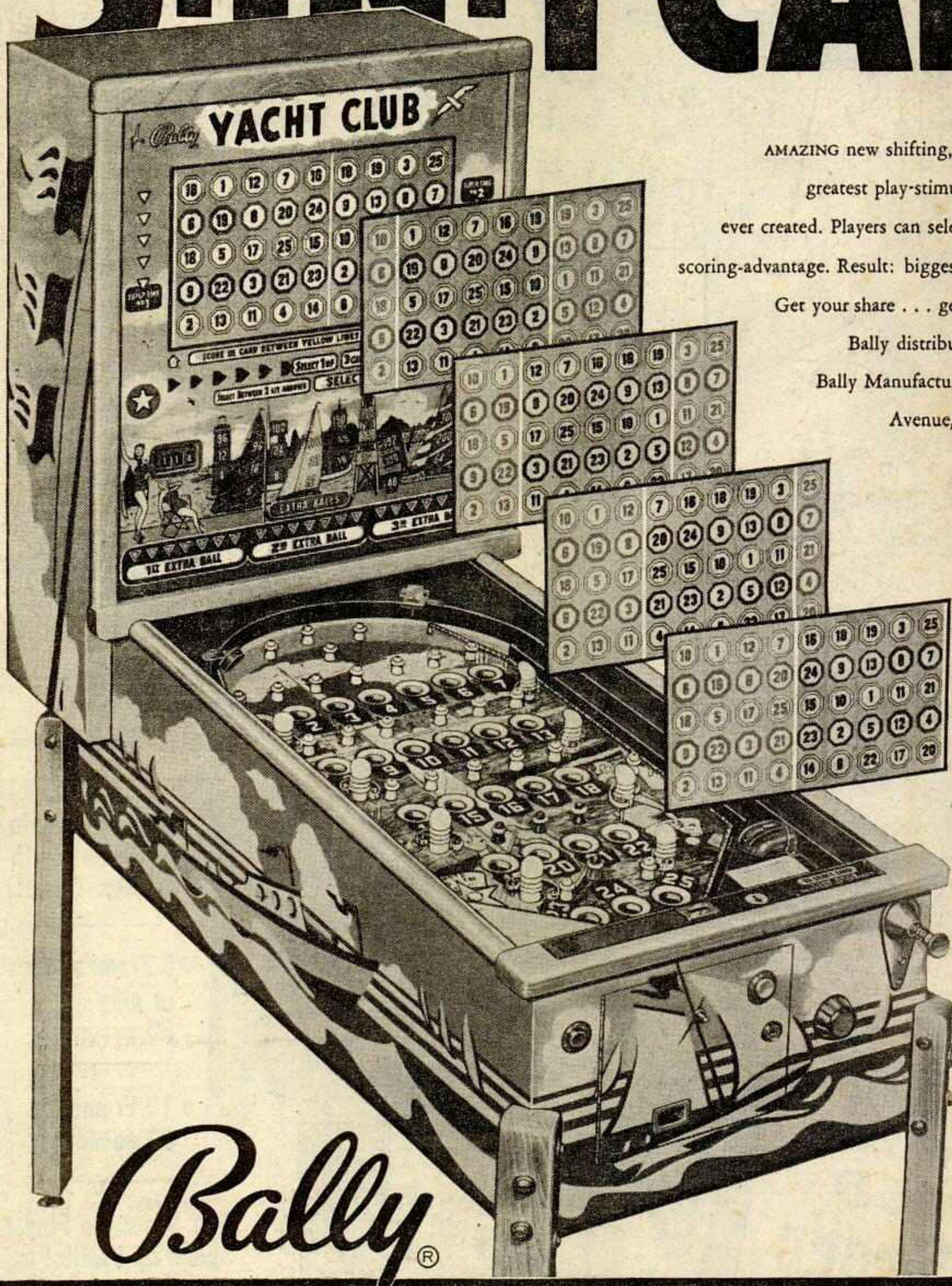
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AMAZING new shifting, overlapping 5 cards in 1  
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- In-Line Scores
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# YACHT CLUB