

The Billboard

AUGUST 7, 1954



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

Fairs Grabbing at Fly-Fishing Lure

New Tank Attraction May Prove That Diamonds Are a Trout's Worst Friend

By HERB DOTTE

CHICAGO, July 31. — Fishing for diamonds—a new angle for anglers, a new attraction for fairs—is about to break out on the show business scene.

Some of the nation's leading fairs will offer its patrons (at 50 cents per) the opportunity of hooking trout carrying diamonds ranging from a quarter to a half carat in size.

The attraction—a development of fishing concessions that have appeared at a few fairs and sports shows in recent years—stems from a wedding of U. S. trout farm interests and show business. The marriage is intended to focus attention on domestically farmed trout, ease the supply of such fish, and at the same time yield a profit.

Few bets have been missed by sponsors in framing the attraction which this year will have two units, both of which will be presented initially at top fairs.

Fishing Tank

Fishing will be done in a 3-foot deep, 30-foot tank, made of chemically treated sea blue nylon, supported by Safeway scaffolding and encircled by a tank-high ramp from which 110 persons will be able to fish at one time.

Customers will be provided with specially built fly rods, smaller, but simulating the action of orthodox rods. Girl attendants (14 of them, arrayed in play shorts and turtle-neck sweaters and wearing wooden clog shoes) will net the catches. Fish will be tagged, packaged in bags provided by the attraction, then frozen in a sub-zero refrigerator and kept, if desired, until the customers go home.

For the 50-cent charge patrons will be permitted to fish from 12 to 22 minutes, depending upon the traffic. Everyone will fish simultaneously after first hearing tips on how to fish aired over a p.a. system.

At most locations, the tanks will be housed under a 50 by 80-foot top, the only exceptions being the Wisconsin State Fair, Milwaukee, and the Florida State Fair, Tampa, where it will be presented indoors.

Keeping Trout Alive

Appearances of fish concessions have been limited in the past by problems arising from available water, nearness to the source of fish, and by the difficulties of keeping trout alive. But the sponsor of "Fishing for Diamonds," as they label their attractions, believe they have all the problems licked.

In collaboration with a university, they have developed a machine that will remove most kinds of chlorine from tap water and in the few locations, where either the chlorine or alkaline content can't be removed by this device, they have arranged to bring in suitable water.

To maintain the water at the needed 48 to 52 degree temperature in the face of outside temperature of 100 degrees they will use huge refrigeration units. In addition, each unit will carry a 21-cubic-foot freezer to store the fish.

Adequate aeration of the water will be obtained thru the location of air compressors in a manner that will aerate the complete length of the tanks and thus prevent the fish from gassing up in any one location looking for oxygen.

Trade Objective

There are 350 trout farms in 43 of the 48 States and the bulk of them are members of the National Board of Trout Farm Associations, a trade organization, whose objective, thru its Trout Information Committee of America, is out to familiarize the public with trout. Members have agreed to provide and ship the needed trout in the specially designed tank trucks at a reduced price.

This co-operation has been sparked by the plight of U. S. trout farmers, who find they cannot compete price-wise with imported Japanese or Danish trout and are making a determined effort to sell Americans that domestic trout is vastly superior in taste to imported trout. In line with this, the national group has

WAX PACT SNAP FOR GAL WITH RIGHT TALENTS

NEW YORK, July 31. — What does it take these days to get a girl singer on records? According to personal manager Eddie White, who recently negotiated a Decca contract for country canary Mimi Roman, it takes more than just a good voice.

White points out, for instance, that his client is not just a singer but a fine guitarist. In addition to this talent, she happens to be an expert equestrienne. She has trained and shown her own stock horses for the past six years. And she has won four major riding championships and 30 ribbons in the past year.

Further, says her manager, the thrush happens to be "an Annie Oakley of note," having won many championship shooting contests. She also was queen of the Madison Square Garden Rodeo. And to top it all, she's the first girl Gene Autry ever kissed in public!

(Editor's Note: We only hope that the Decca recording men will be able to find material to utilize all of Miss Roman's unique talents.)

(Continued on page 49)

Diskeries Discover Sales Pull of Female Form as Cover Art

Sex Found Busting Out All Over—But Particularly in Field of Mood Music

By BOB ROLONTZ

NEW YORK, July 31. — The American record manufacturer has belatedly discovered the American girl. In fact the manufacturers have even recently discovered the European girl. Long after makers of other products, from beer to paper-backed books, had discovered the selling power of a pretty girl, the record firms have finally caught on.

The record business is now aware that the picture of a healthy young lady, attractively posed and clothed, on the cover of an album package can sell a lot of sets. From a gingerly approach to the use of girls on the cover of albums little more than five years ago, the record companies have gradually shed their Victorian attitudes. They are now willing to feature gals on their album covers wearing 1954 costumes, including shorts or the Bikini bathing suit.

This new girlie approach has reached its peak in the mood music field. Other fields are less willing to forego their natural conservatism and artistic integrity.

Mood music, or background music, befits the girlie covers, and vice versa. Mood music fea-

tures sweet, lush, instrumental performances of standard tunes, played by house or traveling bands. It is intended to put one in a sentimental or romantic mood.

The mood music sets include titles like "Music for Dreaming," "Music for a Rainy Evening," "Music to Make You Misty," "Music to Love By," and others of this ilk. The titles help inspire the use of covers featuring young ladies, often in a state of dishabille, looking out recklessly into the night.

All of the major record companies to varying degrees, and some of the smaller ones, are currently on the sexy covers kick. Capitol, Columbia, Decca, RCA Victor, M-G-M, Coral, Mercury, and lately Essex Records, are doing it. Many others, too, use the cover girls from time to time.

Back in 1947

From a historical viewpoint, Capitol Records helped start the girlie covers rolling back in 1947 with the set "Music Out of the Moon." This unusual collection of songs featured a femme floating in the ionosphere with an ecstatic look on her face and wearing a flowing nightgown. The set did well enough for Capitol to continue to release mood music sets with attractive shots of girls looking misty-eyed.

Columbia has issued an entire series of Paul Weston "Quiet Music" sets, with dames plastered prominently on the cover. The label also has others in the same vein. RCA Victor is in the field with some mood music sets, including "Music to Help You Sleep." Decca Records has issued a few in this field including the Larry Elgart ork's "Until the Real Thing Comes Along."

Essex Records has started the record industry with a series of six LP's titled "I Love." These sets, all containing mood music, feature beautiful women in eye-catching poses. The girls are all resting either upon rugs, pillows or bamboo mats, and their attire varies from bathing suits to gloves and a handkerchief. None of the covers would be considered unduly spicy on an Esquire Girl calendar, but they are pulse-raising for the record industry.

Capitol Sex

Capitol Records has probably established some type of record for what might be termed extrovert-type covers with its current Jackie Gleason series. The sets, including "Music to Make You

(Continued on page 19)

Record Execs Split on Sex

NEW YORK, July 31. — There appears to be some difference of opinion among record firms about the true objective in using pulchritudinous girls on album covers. Some of the major firms claim they have never used sex for sex's sake. They have used girls on covers to subtly underline the mood of the music itself, and only secondarily to add that touch of oo-la-la.

However, some other manufacturers scoff at this "sophistry." According to these execs, a good-looking woman is attractive no matter what the musical mood of the album.

NEWS OF THE WEEK

CBS TV Film Sales Shoots for 22 Vidfilm Series by 1955 . . .

CBS TV Film Sales is shooting for a roster of 22 vidfilm series by the beginning of 1955 to make it the syndicator with the most properties available for local TV. . . . Page 2

Diversification Trend Seen Causing Product Conflicts in TV . . .

The tendency of American industry to diversify and the trend toward multiple sponsorship is seen as the major causes of a growing number of product conflicts in TV. . . . Page 14

Rack Jobber Files \$900,000 Damage Suit Vs. Record Firms . . .

A \$900,000 treble damages suit charging violation of the Sherman, Clayton and Robinson-Patman Acts was filed in the Federal Courts this week against Capitol and Decca Records and their distributing subsidiaries by Music Merchants, Inc., a Philadelphia-based sub-distributor. . . . Page 18

'Star Night's' Poor Cleveland Gross; Plans Changed for 1955 . . .

Star Night lays egg in Cleveland. Unit to be booked again next year by GAC will not play Sundays any more, will cut show to two and a half hours and will come to New York. . . . Page 44

Agents Threaten Opposition to AFM Canadian Edict . . .

Agents threaten to book acts in Canada despite AFM's edict. Canadian talent buyers claim that AFM rule will spell ruin to Canada's showbiz. . . . Page 44

MOA Maps Own Publishing Firm to Find New Talent . . .

Plan calls for library of records. Company will select tunes, records which MOA will distribute to music operator members. . . . Page 18, 73

Singing Commercial May Come to the Juke Box . . .

MOA executives unanimously adopted a program to set up an advertising firm to put spot singing commercials on disks which MOA would distribute. . . . Page 14, 73

Coin Exports Top \$1 1/2 Mil For New Monthly Record . . .

Export of juke boxes, coin-operated amusement games and vending machines in April, according to figures released by U.S. Department of Commerce this week hit \$1,612,353. Total coin exports 22 1/2 per cent for first four months over last year. . . . Page 83

14 More Elephants Added To Ringling-Barnum Circus . . .

Fourteen newly-imported young elephants arrive at the Sarasota, Fla., winter quarters of Ringling Bros. and Barnum & Bailey circus in line with John Ringling North's aim to increase the number of elephants to be carried by the show next year to 50. . . . Page 66

Season's First State Fair Equals Last Year's Business . . .

North Dakota State Fair, Minot, matched its record '53 business during the first four days of its six-day run. Attendance was up slightly, grandstand patronage was about even, and midway receipts were more than 5 per cent over the same period last year. . . . Page 54

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Foley to Air From Ozarks

NEW YORK, July 31. — Red Foley, former "Grand Ole Opry" headliner, is back in the radio network picture. ABC has pacted to pick up a half hour Foley show weekly from KWTO, Springfield, Mo., starting August 7.

The Foley show is part of KWTO's three-week-old Saturday night country music stanza, "The Ozark Jubilee," a two-hour session which originates in a 1,100-seat theater in Springfield. Foley established Springfield as his headquarters this past April following his signing of a five-year pact with RadiOzark Enterprises there.

Backing up Foley on his new ABC show (10:05-10:30 p.m., EDT) will be his former Prince Albert show band, four members

(Continued on page 14)

CBS-TV Hopes to Enter '55 With 22 Film Series for Synd.

See \$10 Mil Gross Double 1954 With 10 Series Added to Roster

NEW YORK, July 31 — CBS-TV Film Sales hopes to begin 1955 with a roster of 22 vidfilm series available for syndication, with film chief Leslie Harris adding at least 10 shows to the current roster. With such a large amount of product to sell, the syndication firm feels that it may be able to gross \$10,000,000 next year, double what its 1954 gross will probably be.

Among its new properties will be "Life With Father," "The Lineup" and "You Are There." These three shows are sponsored on the network, but since they will be on film, they will be available for sponsorship in cities not used by the web clients, and will be available for re-run in cities used by their current advertisers six months after they have played there.

Other of its new properties will be the Louella Parsons quarter-hour gossip show; "Man From the Islands," the half-hour adventure series which is considering Wendell Corey for the lead; the Rhonda Fleming musical show, and "In Focus," a quarter-hour one-man tour de force which was created by writer Harry Junkin. Available for national sponsorship will be "Buffalo Bill Jr.," which will be sold as "Annie Oakley" was; that is, it will not go into syndication until, at least, it finds one national sponsor, even if it is for alternate weeks. "Oakley" of course, is one of the top Western series.

Other Properties

Other of the new CBS-TV Film properties now in production are the 15-minute "How to For You" show; "Eye on the World," a half-hour "March of Time" type news stanza; a half-hour sports reel, and "The Whistler," the newest of its mystery shows.

Among its older properties which still have plenty of sales potential are Gene Autry, "Jeffrey Jones," "Holiday in Paris," "Eddie Drake," "Crown Theater," "Range Rider," "Amos 'n' Andy," "Linkletter and the Kids," and "Annie Oakley."

CBS-TV Film Sales will also have its Newsfilm series, on which it is centering a considerable sales push and which reportedly has gone into the black.

'Big Town' Lensing To Resume in Aug.

HOLLYWOOD, July 31.—Gross-Krasne, Inc., is continuing its preparation of the next series of five "Big Town" episodes for Lever Bros. which are set to roll before the cameras during August. Shooting will resume when Mark Stevens, series star, returns from Alaska where he is directing and starring in the theatrical movie, "Ketchikan."

Titles of the five episodes, being readied by George Wagner, who writes and directs, are "Ferry Boat," "Race Track," "Flying Saucer," "Bubonic Plague" and "Senator Story."

Bank of America Goes to Film For 50th Anniversary TV Show

HOLLYWOOD, July 31.—The Bank of America, the country's largest banking institution, unlike other major bankrollers of spectacular anniversary shows, this week turned to film for its 50th birthday extravaganza which will air in October in virtually every California city that has a TV station. Time clearances now are being negotiated.

The hour-long extravaganza is now in the planning stage with Larry Marcus as one of the writers. Whether name talent will be used has not as yet been determined, tho it appeared likely this would be the case, depending on the format. The BBD&O agency is packaging the high-budgeted program which Robert Stevenson will produce and direct. Jack Denove Productions has been contracted for the filming.

It is expected that the syndicator's equity in all these films will be \$5,000,000 alone.

Filming Plans

The network's syndication arm may even have more properties available, if plans for filming some of the web's series eventuate. CBS-TV is now trying to work out a deal with the Hollywood unions under which it would do its own filming (The Billboard, July 31). Should such an agreement become a fact, "That's My Boy" will go under the cameras, and so will "My Wife Irma."

"That's My Boy," now sponsored by Plymouth on CBS-TV, could be sold in the manner of "The Lineup," that is, partially network and partially syndicated. Also a possibility for syndication is "The Web," which is being

produced for national sales by Goodson-Todman. CBS-TV owns half of this show and is making a considerable investment in it. It is only natural that its syndication arm may get the property if it goes into local sale on any basis.

The number of CBS-TV properties which will be on the network and yet available for syndication reveals that the network is having its cake and yet eating it. In other words, the sponsor finances these shows via the network buy, and then CBS-TV takes the property and goes after additional coin via local sales. This pattern has been extremely successful for many shows, but its most striking success story is NBC's "Dragnet," retitled "Badge 714," which has proved one of the top re-run properties in the medium.

Multi-Market Sales Upsurge Aids Ziv

279 Sales Wrapped Up of 300 Possible For 5 Series in 60 Leading Areas

NEW YORK, July 31.—The sharp increase in multi-market sales is one of the key factors which has helped to virtually sell out the top five TV film series being distributed by Ziv-TV in the 60 leading markets which comprise nearly three-quarters of the nation's video audience.

With a total of 300 sales possible for the five series in the 60 areas, 279 already have been wrapped up, according to Ziv sales veepee M. J. Rifkin. This is 94 per cent of the potential in these markets.

Back of this sales record is the marked rise this year in the number of multi-market sales being written, Rifkin said. He estimates that there are 30 per cent more multi-market deals being set this year than last and estimated that Ziv's billings from multi-market sales alone now are running at the rate of about \$6,500,000 annually. The firm has signed over 90 contracts accounting for more than 1,800 station deals on this basis.

List Deals

Among the multi-market deals wrapped up by Ziv-TV during the past year has been: P. Lorillard for Kents, "Kent Theater" in 34 markets; Eversharp with "Eversharp Theater" in 42 markets; Phillips Petroleum with "Boston Blackie" in 27; Golden State Dairies, "I Led Three Lives," 12 markets; Adolph Coors Breweries, "I Led Three Lives," eight markets; National Premium Brewing, using "Three Lives," "Times Square Playhouse" and "TV Theater" in 14 markets; Carter Products with "Mr. D.A." in 42 markets; Samsonite Luggage with "Mr. D.A." in 36 markets, and Procter & Gamble, with "Fireside Theater" in 80 markets.

As presently constituted, the show is intended to present top-flight entertainment, incorporating a story-line dramatically outlining the history of California and the part the Bank of America has played in its development.

The bank, a chief underwriter of motion picture production and a leading business financier in this State, has had no difficulty in clearing time, it was learned. The exact number of stations to carry the program had not been determined late this week. It was reliably reported that, tho the program was slated for October 7, a Thursday, it probably will be aired on a Sunday, in which case it would pre-empt the "Colgate Comedy Hour" on any NBC stations or affiliates which will telecast the bank show.

Rifkin, pointing to the achievement of the Ziv films in blanketing the foremost markets, said that the record "is unmatched by any other program production firm."

He cited as examples of this coverage the record of "Mr. District Attorney," which only went into syndication last April and already has been sold in 57 of the top 60 markets. "I Led Three Lives" is in all but two of the top 60. Adolphe Menjou's starring vehicle, "Favorite Story," is in 55 of the 60. "Cisco Kid" is in all but four of the 60. And "Boston Blackie" is in all but five.

RKO-PATHE GOING INTO TV MARKET

Short Subject Dept. Will Soon Be Peddling Two Pilots of 'The Big Idea'

NEW YORK, July 31.—RKO-Pathe this week gently nudged itself into TV. As its first venture into the medium, the movie firm is producing two pilot films of "The Big Idea," a program about new inventions which features Donn Bennett as emcee.

RKO-Pathe first will try to sell the property to a national advertiser. Should that fail, it probably will resort to a stratagem used by Paramount Pictures. Paramount shot a series of mystery shows in England centered around Scotland Yard. When they could not be sold, the half-hour films went into theatrical release. It is estimated that they are grossing about \$150,000, quite a profit when it is considered that they cost at most \$15,000.

RKO-Pathe's video selling will be handled by Sidney Kramer, sales director of its short subject department. Kramer is now wearing two hats. He is still in charge of short subject sales, but also is concentrating on ways and means of bringing in additional revenue thru TV.

"The Big Idea" is an ideal prop-

CBS, SAG Set Pact Terms

HOLLYWOOD, July 31.—CBS and Screen Actors' Guild have agreed to the terms of their initial pact which will be the standard SAG contract. The agreement was finalized yesterday with the network and union expected to sign next week. This will mark SAG's first contract with a TV network.

PLUG REELS GO TO UK ADMEN

NEW YORK, July 31.—Transfilm this week sent sample reels of its TV commercials to several British advertising agencies which requested them for study. The agencies are Peal and Dean Ltd. and Intam Ltd. of London. Their interest has been spurred by the impending passage of a bill which would put commercial TV into British broadcasting.

'Lucy' May Be Syndicated by Fall of 1955

NEW YORK, July 31.—Agreements are reported to have been reached for "I Love Lucy" to go into syndication. The top-rated network show for a couple of seasons past will have its earlier segments available for local sale in the fall of 1955. CBS-TV Film Sales is understood to be set to handle the syndication sales of "Lucy."

The Lucille Ball-Desi Arnaz series began its CBS-TV network career on October 15, 1951, and has a considerable backlog of film. Placing of the series on the syndication market is not deemed likely to affect adversely the rating of the network show, if the example of "Dragnet" and its re-run version, "Badge 714," is taken as a criterion.

Prestige-wise, addition of "Lucy" to the roster of present and future properties under the CBS-TV Film banner (see other story this issue) is seen thrusting that distribution organization into the forefront of film syndicators.

The series is estimated to be well in the black from its network run alone, with Philip Morris reportedly shelling out close to \$40,000 per segment. Thus, re-run take on "Lucy" would be in the nature of gravy from the start.

NBC Film Sets Mark for Can. 1-Outlet Sales

NEW YORK, July 31.—The NBC Film Division this week rolled up a record for Canadian sales to one station when it sold five of its vidfilm series to CKLW-TV, Windsor, Ont. They are "The Falcon," "Inner Sanctum," "The Visitor," "Paragon Playhouse" and "Hopalong Cassidy."

Unable to crack the Detroit market, the film syndication firm turned its efforts to Windsor, which is just across the river, and was extremely successful. The station will penetrate Detroit completely, since it is expected to be the most powerful station in the world, 9,000 watts higher than the United States government allows.

A key factor in the sale of these packages was Len Headley of RCA-Victor Ltd. of Canada, who set up the deal for NBC Film Syndication.

SG Producing 7 Animations

NEW YORK, July 31.—Screen Gems' newly formed animation department has swung into action for the first time, filling orders for animated commercials in color tossed its way by two major advertisers—RCA and General Foods.

RCA has ordered three commercials, while General Foods put in a bid for four.

Thor to Star in Own Film Series

NEW YORK, July 31.—The former star of "Foreign Intrigue," Jerome Thor, is producing a new vidfilm series to star himself. Thor, who is now in this country, is working on a mystery series, "The Man in the Raincoat," in which he would play the central role.

No distributor or producers has been selected as yet.

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INDUSTRY VOTES LEADERSHIP

FOR NBC FILM DIVISION

6 TO 1

Out of a possible 15 syndicated TV program categories in the Second Annual Billboard TV Film Poll, NBC FILM DIVISION programs were voted top honors in 6, while no other syndicator received more than 1 first place.

Best Series of Any Kind **BADGE 714**

Best Comedy Series **LIFE OF RILEY**

Best Documentary Series **VICTORY AT SEA**

Best Drama Series **DOUGLAS FAIRBANKS, Jr.**

PRESENTS
(Paragon Playhouse)

Best Mystery Series **BADGE 714**

Best Women's Series **LILLI PALMER**

PLUS

Best Actor—Any Series **JACK WEBB**

Best Actor—Comedy Series **WILLIAM BENDIX**

Best Actor—Mystery Series **JACK WEBB**

In the voting for "best film series on the air, regardless of its age, program type or how sold", NBC FILM DIVISION programs placed first and third. The order of finish:

1. DRAGNET... BADGE 714

2. I LOVE LUCY

3. VICTORY AT SEA

Our Thanks to the Industry

NBC FILM DIVISION

SERVING ALL SPONSORS... SERVING ALL STATIONS

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

READY FOR THE NATION'S TWO TOP SPORTS

Highlights of five
of the previous Saturday's
top college football games!

- 13 half-hour films!
- Less than 48 hours after game time "Touchdown" is Air Expressed to you each week!
- "Touchdown" gives a seat on the 50-yard line to 57,000,000 ready-made customers—the nation's vast sports-minded following!

TOUCHDOWN

A brilliant, exciting commentary by the famous veteran sports announcer, Byrum Saam!

Stirring music and candid crowd shots contribute a real Saturday football atmosphere!



MCA-TV

Ltd

Phone, write or wire your nearest M.C.A. office immediately. First program scheduled for Sept. 22nd!

NEW YORK: 598 Madison Avenue
BEVERLY HILLS: 9370 Santa Monica Blvd.
ATLANTA: 515 Glenn Building
BOSTON: 45 Newbury Street
CHICAGO: 430 North Michigan Avenue
CLEVELAND: 1172 Union Commerce Bldg.
CINCINNATI: 3790 Gardner Avenue

YOUR EXTRA SALES POINTS AFTER "TOUCHDOWN"

- The appeal to TV viewers of all ages enables you to merchandise "Touchdown" with terrific sales impact.
- You ride the tidal wave of newspaper, magazine, radio and TV football news that maintains public interest at a high peak throughout the season!

IMMEDIATE RELEASE!
SHOWS, FILMED EXPRESSLY FOR TV!

**Current Summer
 Replacement for Gillette's
 Cavalcade of Sports, NBC
 Coast-to-Coast Network.**

- 52 half-hour films covering the nation's leading sports events of the week!
- Air Expressed to you every Monday of each week!
- Telesports covers them all—golf, tennis, swimming, boxing, football, skiing, hockey and many more exciting sports events!

TELESPORTS DIGEST

"VOTED THE BEST SPORTS TV SERIES OF 1953"



Telesports Digest is produced by the Tel-Ra Company, the nation's leading television sports organization. Tel-Ra's roving photographers catch the action, excitement and drama of sports events as they happen. Commentaries by Bob Wilson, one of the nation's best known news and sports announcers!

**THE BEST IN TV SPORTS COVERAGE
 WITH "TELESPORTS DIGEST"**

- Coverage is complete and many times exclusive!
 - Whenever possible, well-known sports personalities are interviewed!
 - "Telesports Digest" offers extensive opportunities for tie-in merchandising with other promotional activities!

Phone, write or wire your nearest M.C.A. office immediately for market prices and audition print!

- DALLAS: 2102 North Akard Street
- DETROIT: 837 Book Tower
- SAN FRANCISCO: 105 Montgomery Street
- SEATTLE: 715 10th North
- ROANOKE: 3110 Yardley Drive, NW
- NEW ORLEANS: 42 Allard Blvd.
- SALT LAKE CITY: 727 McClellan Street
- CANADA: 111 Richmond Street, Toronto, Ontario



ADVENTURE IN PRODUCTION

Douglas Maps 13 Half-Hour Pix For Price of One Video Drama

HOLLYWOOD, July 31.—An unusual set-up that will permit production of an entire cycle of 13 half-hour telefilms for the cost of one 30-minute TV drama was disclosed here this week by Jack Douglas, head of Jack Douglas Productions, which is set to film for syndication his new "I Search for Adventure" documentary action-adventure series.

Douglas said that he is ready to put the series before the cameras within three weeks to make it available for syndication within eight to 10 weeks. "I Search for Adventure," currently a live-film show on KOOP, consists of approximately 20 minutes of motion pictures taken by leading adventurers thruout the world, and live interviews between Douglas and the adventurer, plus narration of the film clips.

Word of mouth already has resulted in interest from telestations in St. Louis, Denver, Seattle, San Francisco, San Diego and Fresno, and from at least four major agencies. This response, Douglas said, resulted in his decision to film the series which his firm will syndicate.

Douglas' production plans call for the integration of the already shot adventure films with suitable commentary by the adventurer concerned and himself, plus putting on film the approximately four minutes of interview, currently done live. The fact that the cost of the adventure films already has been paid for, and that each adventurer featured per episode will share in a percentage for each sale (35 per cent of

the net), considerably reduces the production cost. Douglas estimates that editing of this footage (he has more than 1,300,000 feet ready now) and the shooting of the four-minute interviews will approximate the cost of one half-hour telefilm drama.

The producer, who will produce the series in association with Gene Mann, already has commitments from such outstanding explorers and adventurers as Col. John D. Craig, USAF (ret.), well known for his work with Disney Studios and who has material for at least 12 shows; Brannan Ward, 31-year-old adventurer who has been to the

Arctic Circle 15 times, and Cdr. George O. Novelle, who was Adml. Richard E. Byrd's chief executive officer during the latter's antarctic expeditions of 1932-'34.

This is the first entry into film syndication for Jack Douglas Productions. The firm's other shows include Bill Stulla's "Parlor Party" on KHJ-TV, Jess Hill's "Trojan Review" during the football season and which returns to the air August 5; "Call the Coach," with Red Sanders and Jess Hill, on KNBH, and the Los Angeles Rams' professional football film series to be aired this season on KTTV.

FIGHT FOR FISTIANA

Baum, Cayton Vie for TV Film Ring Honors

NEW YORK, July 31.— The question of how Benny Leonard and other greater fighters of yore would fare against such moderns as Kid Gavilan, Ray Robinson and Bobo Olson will never be settled in the ring, but they are all involved in a free-for-all scrap on TV film. The contest actually is between Mannie Baum Enterprises Corporation and the organization headed by William Cayton, who also is president of the Cayton, Inc., ad agency.

Cayton formerly utilized the Baum films for "Greatest Fights of the Century," the stanza which followed the Gillette fights on NBC-TV in past seasons. With Chesebrough bowing out as sponsor of the films, which won first place as the best miscellaneous network film series in The Billboard's TV Film Awards, they now are being put into syndication by Baum, to whom the rights reverted. Cayton, meanwhile, has set a deal with International Boxing Club's subsidiary, Sports Films, and is placing films of IBC bouts into syndication.

Baum's "Greatest Fights" series, still in 15-minute format, features classic bouts since the turn of the century, and in addition to the films which have been aired via the web, includes pix not previously aired. These involve old-time greats such as Leonard, Chocolate, Nelson, as well as Battling Siki, Georges Carpentier, Owen Moran, Ted (Kid) Lewis and Johnny Basham.

Title to Revert

Cayton is syndicating his films under the firm name of Greatest Fights, Inc., but that title is due to revert to Baum after August 31. Cayton's films all are of recent vintage, including some bouts which were not televised, such as Ray Robinson-Joey Maxim, Rocky Marciano-Roland LaStarza, and the recent Marciano-Ezzard Charles championship bout. In the case of the latter, and of any others which were filmed for theater showing, Cayton's rights for TV take effect one year after theatrical showings.

Both Baum and Cayton are handling sale of their films in the same manner, eschewing salesmen and depending largely upon personal contact and mail. Cayton's show is being sold in two formats, 15 minutes and one hour. Both Cayton's and Baum's 15-minute series are being pitched at the same rates, the 15-minute Class C station rate. Cayton's hour-long opus goes at twice that rate.

Sales Drives

Cayton's sales campaign is already under way, while Baum is just getting rolling. Cayton said his hour-long version, to be titled "The Big Fight," has been sold in Los Angeles, Detroit and New York and is on the verge of closing in Milwaukee, Minneapolis; Lancaster, Pa.; Denver, Atlanta and Miami. His 15-minute series, he said, has been set in some 60 markets, including Philadelphia, Boston; New Haven, Conn.; Baltimore, Washington and Peoria, Ill. Baum's series, thus far, is in the pacting stage in Milwaukee and Detroit, with some 40 other markets hanging fire.

Cayton's series has set Gene Ward of The New World Daily News for the commentary. The hour-long version will follow the fighters from pacting and training camp thru the battle. It will include interviews with the boxers or others close to the fight. The quarter-hour version will include only highlights.

Baum has set Jim Stevenson as commentator as well as general manager, with Allen Black, who headed production of "Greatest Fights" under Cayton, switching to the Baum camp in a similar capacity.

Goebel Keeps Geezink Pix

NEW YORK, July 31.—Goebel Brewing of Detroit has signed for exclusive beer industry use of the unique Geezink animation technique in its TV spots for the third consecutive year.

Transfilm, Inc., which co-produces these spots with Joop Geezink of Amsterdam, limits their use to one company per industry. Several major breweries had been bidding for next year's rights. Goebel's series for next year will probably be shot in color.

ABS Gets 4 More

NEW YORK, July 31.—Amalgamated Buying Service has signed up four more station clients in the past month and is now buying film for a total of 37 altogether. One of the new clients is WTAR-TV, Norfolk, Va.

PLUGS AND PREMIUMS

Rocky Jones, Space Merchandiser, II

By GENE PLOTNIK

"The Practical Working Handbook"

How do stations promote syndicated film shows?

This is one of the crucial and ever present questions in this business. Syndicated film sponsors pay the station full card rate, and a good promotion will bring in the rating that can put them on a par with the network sponsors, from whom the station gets only about one-third card rate.

Every one of the major film distributors supplies stations with a kit of basic promotional material. These include ad mats, balops, on-the-air copy, press releases, star photos and point-of-sale displays.

Occasionally a distributor will send his publicist out to plug a show in person.

But by and large it's up to the station.

The Emerson Drug Company, which sponsors "Janet Dean, Registered Nurse" in 21 major markets, recently ran a contest for the promotion managers of the stations carrying the show. The results dramatically demonstrate that stations can get very lively in plugging a film show.

Winning Stations

The winning station, WEEK-TV, Peoria, delivered a campaign valued at over \$3,500. The station staged a little parade down the main street on opening day. It ran a poll to elect the most popular nurse in Peoria. The station ran trailers in local movie houses plugging the show. And it made mailings to all local nurses and to the local drug trade. This was in addition to a heavy campaign of newspaper and TV Guide ads, bus cards and lobby displays.

All this won a \$250 check for F. R. Oakley, WEEK-TV's promotion manager. He used the money to throw a party for the station's staff.

The second-place station, WXYZ-TV, Detroit, which won \$150, had four salesmen call on all the local chain stores to merchandise the show, and also did a follow-up on Bromo Seltzer distribution thruout the Detroit market.

WXYZ-TV was able to provide the added twist of flashing plugs for "Janet Dean" on the moving letter sign around the top of its headquarter building.

The third place station, KDYL, Salt Lake City (\$100 prize), made up a special 18 by 24-inch "Janet Dean" poster which it placed in 1,631 stores thruout the three-State area.

Big Response

According to Lennen and Newell, Emerson's ad agency, all but

THE BILLBOARD SCOREBOARD

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

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

Within each market shown below, programs are listed under three separate subdivisions of broadcast time: The prime evening hours, daytime hours on weekdays and daytime hours on Saturdays and Sundays. This is to highlight the developing use of marginal time

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

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

For further information on audience size and breakdown, please consult American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

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

PHILADELPHIA 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs in Philadelphia for Monday-Friday 7p.m. slot, including Wild Bill Hickok, Ramar of the Jungle, Hopalong Cassidy, Gene Autry, and Ramar of the Jungle.


Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs in Philadelphia for Saturday and Sunday 7p.m. slot, including Badge 714, Craig Kennedy, Dick Tracy, Files of Jeff Jones, Ramar of the Jungle, Kit Carson, Adventures of Blakey, and Ramar of the Jungle.

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs in Philadelphia from 7p.m. to sign-off, including Boston Blackie, Superman, I Led Three Lives, Mr. District Attorney, Victory at Sea, Death Valley Days, Liberate, Cisco Kid, Drew Pearson, Duffy's Tavern, Racket Squad, and Keat Theater.

(Continued on page 8)



He's Jeffrey Jones—a man with a record.

But don't get us wrong. He's a lawful, sports-minded sleuth with a record of tracking down big audiences in every town he hits:

49.8 in New Orleans, top syndicated film show in town . . . first in his time period in Philadelphia, beating all the competition month after month!

And he's armed with a hard-hitting new merchandising plan that will carry advertising impact right to the point of purchase.

Here are all the clues you need. To get your man—and top sales results—ask to see *The Files of Jeffrey Jones*, a production of . . .

CBS TELEVISION FILM SALES
with offices in New York, Chicago, Los Angeles, Boston, Atlanta, Detroit, St. Louis, Dallas and San Francisco. Distributor in Canada is S. W. Caldwell Ltd., Toronto

Get that man!

THE BILLBOARD SCOREBOARD

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

Continued from page 6

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

SAN FRANCISCO 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs for San Francisco stations on Monday-Friday, including Superass, Wild Bill Hickok, Hopalong Cassidy, etc.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for San Francisco stations on Saturday and Sunday, including Kit Carson, Annie Oakley, etc.

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs for San Francisco stations from 7 p.m. to sign-off, including Liberate, Badge 714, Range Rider, etc.

PROVIDENCE 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs for Providence stations on Monday-Friday, including Superass, Wild Bill Hickok, etc.

AUTHENTICITY

Medics Cast In 'Medic' Film for Dow

HOLLYWOOD, July 31.—Medic TV Productions' new telefilm series, "Medic," for Dow Chemical sponsorship on the NBC-TV network this fall, promise to be unique in several respects.

James E. Moser, general production executive, creator and writer of the series, pointed out this week that because of the very nature of the subject, the expert advice and assistance of the medical profession is necessary.

The series, a documentary dramatic offering treating subjects of a general nature as well as little known incidents in the treatment and fighting of disease, will be made as near to perfection as possible for audience acceptance.

Moser said that unknowns would largely comprise the various casts. The only name being employed will be Richard Boone, who will serve as host and possibly act in three or four out of 13 in the series.

In addition to the general topics to be used, at least two of 13 episodes will be devoted to historical medical subjects. First two of these already planned concern the assassination of President Lincoln and the cholera epidemic in the days of the covered wagon treks to the West.

Four episodes have been completed at American National studios. Initial shooting started July 4, and current production plans call for the filming of at least four episodes each five weeks.

Worthington Miner is executive producer with Frank LaTourrette as producer. Vet Bernard Girard is director, while Les Spier is cameraman.

"Medic" will be aired starting September 13 in the Monday slot following the Sid Caesar show. After the fourth week of airing it will make way for the lengthy hour-and-a-half extravaganza.

CHICO OR CISCO, STILL SAME KID

HOLLYWOOD, July 31.—M. & A. Alexander has had distribution of 13 of the original "Cisco Kid" movie for the past three months. They were produced by Phil Krasne, and mostly star Gilbert Roland.

Table listing TV programs for various stations, including Gene Autry, Superman, Wild Bill Hickok, etc.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for various stations on Saturday and Sunday, including Range Rider, Liberate, etc.

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs for various stations from 7 p.m. to sign-off, including Favorite Story, Mr. District Attorney, etc.

PORTLAND, ORE. 2 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs for Portland stations on Monday-Friday, including Wild Bill Hickok, Kit Carson, etc.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Portland stations on Saturday and Sunday, including Annie Oakley, etc.

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs for Portland stations from 7 p.m. to sign-off, including Favorite Story, etc.

(Continued on page 10)

Sheldon Reynolds

PRODUCTIONS, INC.

present



FOREIGN INTRIGUE

★

★

★

★

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★

★

★

★

NOW, for the first time 117 episodes of FOREIGN INTRIGUE, available direct from the producer to you for local and regional sponsorship. The outstanding adventure series in the television film field FOREIGN INTRIGUE is shot on location in Europe for unparalleled authenticity.

Seen throughout the country for the past three seasons FOREIGN INTRIGUE is a pre-sold product. It stands alone, acclaimed by both trade and general press — and loyally supported by the viewing public — as the pre-eminent TV film show of its type.

In addition to the 117 available FOREIGN INTRIGUE episodes, there is an entirely new group of films now before the cameras in Europe which will unveil a dramatically revamped format.

Prices for groups of 26, 39 and 52 films can be had upon request.

For more detailed information, contact:

EST. 1898
XXX

WILLIAM MORRIS AGENCY, INC.

1740 Broadway
New York City, N. Y.
JUdson 6-5100

919 No. Michigan
Chicago, Ill.
WHitehall 3-1744

202 No. Canon Drive
Beverly Hills, Calif.
CRestview 1-6161

THE BILLBOARD SCOREBOARD

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

Continued from page 8

Table with columns: June ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets to Use. Lists various TV programs and their ratings.

ATLANTA 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs for Atlanta on Monday-Friday, including 'Ramar of the Jungle' and 'Little Theater'.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Atlanta on Saturday and Sunday, including 'Klit Carson' and 'Wild Bill Hickok'.

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs for Atlanta from 7 p.m. to sign-off, including 'Racket Squad' and 'Superman'.

SAN ANTONIO 2 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs for San Antonio on Monday-Friday, including 'Superman' and 'Wild Bill Hickok'.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for San Antonio on Saturday and Sunday, including 'Ramar of the Jungle'.

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs for San Antonio from 7 p.m. to sign-off, including 'Mr. District Attorney' and 'Favorite Story'.

(Continued on page 12)

PIONEER

'A&A' Pix to Be Produced At Set Price

HOLLYWOOD, July 31.—What is looked upon as a pioneering development in the production of telefilm is being initiated by Sidney S. Van Keuren...

Van Keuren disclosed this week that the half-hour shows of which he will be executive producer are to be produced at a fixed price for the network...

When production resumes on the series (The Billboard, July 24) it will baptize the studio's Stage 7, 60 by 100-foot facility recently salvaged for filming...

3 UTP Branch Offices to Open in Aug.

HOLLYWOOD, July 31.—United Television Programs, Inc., this week announced it would open branch offices in Minneapolis, Detroit and Baltimore in August...

The expansion move was finalized during the company's series of home office meetings completed this week, according to Wynn Nathan, vice-president in charge of sales...

TSP to Make More Kid Film

NEW YORK, July 31.—Television Screen Productions is going into further production of the semi-animated kiddie series, "Jim and Judy in Tealand."

The firm has had 39 five-minute segments on sale for the past year approximately. It expected to have an additional 13 complete for release by October.

Ballerina, Dance Team in Pandit Pix

HOLLYWOOD, July 31.—A ballerina and a dance team have been inked by producer Louis D. Snader for featured spots in the new Korla Pandit telefilm series...

Rice to WABC-TV

NEW YORK, July 31.—In a New York-Chicago personnel switch, has named George Rice, film director of WBKB, in Chicago, as the new film director of WABC-TV...

THE BILLBOARD SCOREBOARD

TV Film Commercials in Production Since June 1

This is a monthly feature of The Billboard's TV Film department and offers the most complete directory available of production of film commercials...

Large table listing TV film commercials with columns: Advertiser (and show, if any), Products Agency, How Many, Length (C denotes in Sec.), Type (Color). Lists various commercial spots and their details.

(Continued on page 12)

Thanks...

TO THE 449 TV INDUSTRY LEADERS WHO VOTED FOR "GREATEST FIGHTS OF THE CENTURY" BY NEARLY 2 TO 1 OVER THE SECOND CHOICE!

The Billboard

JULY 31, 1954

'Fights of Century' Voted Greatest Of Miscellaneous Films on Webs

"The Greatest Fights of the Century" won the top award as the best of the miscellaneous film series in The Billboard's Second Annual TV Film Awards.

...theatrical cartoons. In fifth spot Du Mont's "Better Living Theater," a show which is made of various industrial films. Billy Graham's "Hour of Decision" was the sole religious program to figure in this category and placed sixth. "Greatest Fights," the winner, has wound up in its network berth at NBC-TV and will go into syndication almost immediately.

HEAVY BALLOTING SELECTS WINNERS IN TV FILM POLL

Total of 449 Industry Leaders Vote in 2d Popularity Survey

WHICH WAS THE BEST OF MISCELLANEOUS NETWORK FILM SERIES?

Place	Program and Network	Points
1	Greatest Fights of the Century (NBC)	742
2	Madison Square Garden (ABC)	413
3	Smilin' Ed's Gang (ABC)	298
4	Barker Bill's Cartoons (CBS)	270
5	Better Living Theater (Du M)	211
6	Billy Graham Hour of Decision (ABC)	130

NOW — FOR THE FIRST TIME — YOU CAN BUY

GREATEST FIGHTS OF THE CENTURY



ON AN EXCLUSIVE REGIONAL OR INDIVIDUAL MARKET BASIS

Yes, this famous, high-rated quarter-hour TV fight program, telecast until now over a leading network Friday nights under national sponsorship, is now

available to sell for you in your market. 52 fight programs are ready (with another 52 in production), many never before seen on TV.

- DEMPSEY • LOUIS
- TUNNEY • CARPENTIER
- FIRPO • BATTLING SIKI
- BATTLING NELSON
- TED KID LEWIS
- STRIBLING • JOHNSON
- PAPKE • KETCHEL
- and many more



For full information, don't write, don't wire — PHONE COLLECT NOW!
CIRCLE 5-4240, CIRCLE 6-3082 or CIRCLE 7-6299
JAMES STEVENSON, Gen'l Mgr.
Mannie Baum Enterprises Corp.
723 Seventh Ave., New York 19, N. Y.

THE BILLBOARD SCOREBOARD

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

Continued from page 10

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

BOSTON 2 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs for Boston stations from 12.2 to 1.9, including Superman, Cisco Kid, Gene Autry, and Life With Elizabeth.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Boston stations from 16.7 to 3.0, including Liberate, Badge 714, Hopalong Cassidy, and Cowboy G-Men.

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs for Boston stations from 21.1 to 2.2, including Led Three Lives, Range Rider, Racket Squad, and Waterfront.

16-MM. COLOR

CBS to Use It for New Autry Pix

NEW YORK, July 31.—CBS-TV Film Sales will shoot the next 13 films in its Gene Autry series on 16-mm. specially-treated Kodachrome stock.

The cost of shooting in color on 16-mm. film is only slightly higher than in black and white.

The CBS engineering staff, headed by William Lodge, has established density standards for CBS color film.

CBS-TV Film Sales is also shooting its new "How to for You" series in color.

Lockhart for Jurist Role

NEW YORK, July 31.—The NBC Film Division this week signed Gene Lockhart to a long term contract to star in its latest property, "His Honor, Homer Bell."

The series will be filmed in the East by Galahad Productions, which shot "Inner Sanctum." Hi Brown will produce.

Eastman-Kodak to Be TV Client to Exhibit Own Color

NEW YORK, July 31.—A new network client, Eastman-Kodak, is said to be considering its first video venture, "Norby," a new situation-comedy on film that would star legit and film star David Wayne.

Swift was employed by Young & Rubicam early this summer to create a program idea for General Foods but the show evidently did not meet with the company's approval.

THE BILLBOARD SCOREBOARD

TV Film Commercials in Production Since June 1

Continued from page 10

Table listing TV film commercials with columns: Advertisers (and show, if any), Products Agency, How Many, Length in Sec., Type (C denotes Color)

TV FILM PURCHASES

Station CKLW, Windsor, Ont., purchased the following shows from the NBC Film Division: "Inner Sanctum," "The Visitor," "Paragon Playhouse," "The Falcon" and "Hopalong Cassidy" in its half-hour version.

Other NBC Film Division sales this past week include "Dangerous Assignment" to KGO, San Francisco; "Life of Riley" (A-B-C) to KDAL, Duluth, Minn., and "Life of Riley (B) to WTVF, Decatur, Ill.

Guild Films, Inc., reports sales of the "Florian ZaBach Show" to KGTU, Des Moines; KGLD, Mason City, Ia.; KDUB, Lubbock, Tex.; WNJO, Palm Beach, Fla.; KLIX, Twin Falls, Idaho, and KGEQ, Enid, Okla.

PFC Gets 2d Olds Color Film Order

NEW YORK, July 31.—The Princeton Film Center this week got its second recent order from Oldsmobile for a color film job.

The new order calls for more filming using the same process, to take place at the firm's Detroit proving grounds, showing the 1955 model of the car being

Bowman Set On Liberate

NEW YORK, July 31.—Liberate this week was renewed in 12 cities in New Mexico, Texas and Colorado by his regional sponsor, the Bowman Biscuit Company.

Bowman originally bought Liberate for three cities, but expanded as his success grew.

'Mayor' Back Into Production Aug. 9

HOLLYWOOD, July 31.—The next five "Mayor of the Town" telefilms go into production at California Studios August 9.

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING

ZIV-TV logo and list of programs: FAVORITE STORY, I LED 3 LIVES, BOSTON BLACKIE, CISCO KID, STORY THEATRE, YOUR TV THEATRE, TIMES SQUARE PLAYHOUSE

1529 Madison Road • Cincinnati 6, Ohio NEW YORK HOLLYWOOD

FOR SALE Westport - Weston, Connecticut. Excitingly modern; 4 bedrooms, 3 baths. Immense enclosed porch with built-in barbecue. 2 fireplaces. 15'x15' entrance hall. Private road. Excellent terms or will rent with option to buy. Furnished or unfurnished—\$450 month. Asking \$55,000. Call Harrison, New York—Harrison 8-4805, or write MELIAN 217 Harrison Avenue Harrison, N. Y.

The Billboard advertisement featuring a cartoon character and text: WINIK FILMS DOUBLE WINNER IN 2ND ANNUAL TV FILM AWARDS. Winik Film Best Series Syndicated. The MADISON SQ. GARDEN Show. WINIK FILMS Corp. 625 Madison Av. N.Y. Plaza 9-5350

"OVERWHELMED!"

BEST PERFORMER
IN A
NON-NETWORK
MUSICAL
FILM SERIES

"... AND APPRECIATIVE OF THE BILLBOARD AWARDS"

*Liberace
and George too!*

BEST
NON-NETWORK
MUSICAL
FILM SERIES

LIBERACE



* 191 TELEVISION MARKETS

* NEXT COLUMBIA RELEASE
"LIBERACE PLAYS CHOPIN"

GEORGE LIBERACE

* *Introducing —*

GEORGE LIBERACE AND ORCHESTRA
ON COLUMBIA RECORDS

1st Album—"A MUSICAL JOURNEY"

CL-587

STARTING IN SEPTEMBER
"THE LIBERACE
RADIO PROGRAM"
distributed by
GUILD FILMS, INC.

PERSONAL MANAGEMENT

GABBE, LUTZ and HELLER

1626 N. VINE ST.
HOLLYWOOD

1619 N. BROADWAY
NEW YORK

Product Conflict Problems Are Rising in Network TV

Increase in Multiple Sponsorships, Industry Diversification Are Causes

By LEON MORSE

NEW YORK, July 31.—The problem of product conflicts in network TV is growing more acute. Two major causes seem to lie behind the situation: (1) The growing tendency toward multiple sponsorship in the medium, and (2) the tendency of American industry to diversify and to have as many products as possible so that a firm's fate is not dependent upon only one product.

That multiple sponsorship is becoming an even greater factor in the medium can be seen from the purchases made for next season on video. NBC-TV's Imogene

Coca Show, a half hour, will have four clients—Johnson & Johnson, S.O.S., Griffin and Tums, and multiple buys have moved into such prime time periods as Sunday night, 7:30-9, on the same network, where because of the invasion of a spectacular, four clients will share the time formerly used by two. It is estimated that the number of multiple sponsors on nighttime video will increase by at least 10 per cent next season.

The tendency of American industry to diversify, a process which has been stepped up during the latter 1940's, was apparent in the purchase a few years ago of Toni by the Gillette Company. With the bankroller of the razor blade manufacturer behind it, Toni has started to roll and has begun marketing new products. It now has Viv, a smear-proof lipstick on the market, thus creating a product conflict between it, Hazel Bishop,

Colgate, Revlon and other lipstick makers.

Consequently, when CBS-TV wanted to use Robert Q. Lewis as the summer replacement for Arthur Godfrey and his Friends, the web found it couldn't be done because Lewis is sponsored on CBS Radio by Helene Curtis, a manufacturer of home permanents, and half of Godfrey's Wednesday night show is paid for by Toni. Red Skelton became the Godfrey replacement.

Ironically, Lewis now has Helene Curtis as one of his clients on his daytime show on TV, and Toni is trying to buy into that stanza, a deal which hasn't been completed because of these very product conflicts.

Another example of a product conflict was one between Hazel Bishop and Colgate. Bishop bought half of seven Sunday night spectaculars on NBC-TV. This purchase was held up for (Continued on page 22)

T-SPONSOR D.J. SHOWS AT KFI

HOLLYWOOD July 31.—A departure from previous sponsorship policies in this area is being put into effect today at KFI where Jerry Lawrence will produce and emcee a four-hour Saturday afternoon disk jockey program that will restrict each half-hour segment to a single sponsor. This will make the Lawrence program the only Los Angeles-originated platter spinning show defying the customary multiple sponsorship practice. Already set for sponsorship on the program are Republic Van Lines, RCA Victor, Abbey Rents and Hoffman Studebaker.

Premiere Artists New Jovien Agency

HOLLYWOOD, July 31.—Premiere Artists and Productions Agency will be the name of Harold Jovien's talent and packaging agency. Jovien resigned from Music Corporation of America two weeks ago to launch his own firm. The company will focus its efforts on live television.

Lamb to Get Particulars Bill From FCC

WASHINGTON, July 31.—The Federal Communications Commission this week agreed to give Edward Lamb, Toledo, O., publisher-broadcaster, a bill of particulars on charges to be brought against him at a September 15 hearing on renewal of his broadcast license for WICU (TV), Erie, Pa.

In the same action, the Commission turned down Lamb's request for the sources of the charges and names of witnesses to appear against him. The hearing was ordered by the FCC after it said it had received charges that Lamb had been a Communist Party member. The Commission said it wanted to find out whether Lamb's earlier denials of Communist associations were true or whether they were misrepresentations to the Commission.

Lamb has consistently denied the allegations, and he and his attorney, J. Howard McGrath, have been trying both in the courts and before the FCC to discover the sources of the charges the FCC said it had received. A case involving Lamb's attempt to have the courts order the Commission to hold a license revocation hearing, which would force the FCC to prove the charges is now pending before the U. S. Court of Appeals. The hearing, originally set for July 28, was delayed until September 15 to permit Lamb to file his appeal and give both sides added time to get ready for the FCC hearing.

RICH CLIENT

Miles Sinks \$5.1 Mil in NBC Time

NEW YORK, July 31.—Miles Laboratories is now spending \$5,100,000 for time alone on the NBC-Radio and TV networks. Its purchase of a new radio strip, 5-5:15 p.m. on NBC-Radio brings its bankrolling up to \$3,600,000 in that medium alone and makes it one of the four top daytime advertisers on the web. Procter & Gamble, Colgate and Toni are the three others.

On TV, its buy was one segment of "Concerning Miss Marlowe" in the 3:45-4 p.m. strip. The time cost runs to \$1,500,000 per year.

CBS-TV SRO On 'Edwards'

NEW YORK, July 31.—CBS-TV this week sold out "Doug Edwards and the News," its 7:30-7:45 p.m., early evening news strip. The new sponsors are Anacin on Mondays, Bendix on Wednesdays, and Geritol on Fridays. Pall Mall already owns Tuesdays and Thursdays.

Oldsmobile had Mondays, Wednesdays and Fridays for several years, but canceled it to buy a spectacular on NBC-TV.

Mutual to Air All Notre Dame Tilts

NEW YORK, July 31.—The Notre Dame football games, both those played at home and away from home, will be broadcast on radio by Mutual this fall. They will be offered to local and regional sponsors on a co-op basis.

The football game broadcasts start September 25 and run thru December 4.

CBS Nears SRO on Sunday Night Radio

NEW YORK, July 31.—CBS-Radio was a shade away from wrapping up Sunday night commercially as Toni snapped up the 8:30-9 time period for a comedy show, as yet undesignated. Only "Amos 'n' Andy" in the 7:30-8 p.m. time period is unsold.

The Toni buy, however, moves Bing Crosby out of the CBS Sunday night picture. He will probably work during the week in a key time period, unless the web decides to see whether he would be interested in doing a nighttime strip. Some sort of gimmick to make it easy on him such as playing recordings, plus using a live combo would be employed in such a Crosby show.

Also a possibility, tho a remote one, is the use of some of his old tapings plus new program material during the season. This would make it possible to sell him cheaply. His show last sea-

SPOT COMMERCIAL MILLIONS

Juke Assn. Execs Adopt Plan to Mass-Advertise Via Music Boxes

CHICAGO, July 31.—A new mass advertising media may soon be unveiled: The juke box.

If all goes according to plan, the nation's juke boxes will soon feature spot commercials along with their familiar music.

Rodney Pantages, head of Pantages Maestro, Hollywood, and the man behind the move, presented a program to the executive committee of the Music Operators of America last Monday (26), designed to eliminate the barriers which have kept the juke box out of the advertising field for the past 66 years.

And before the day was over, MOA delegates unanimously voted to adopt the program.

Here's how the system would work:

Pantages would set up an advertising agency to contact national advertisers.

Material Selection
Material submitted for use on juke boxes would be selected by a special committee of MOA members. Both MOA and Pantages agreed that dull, non-interesting material should be banned, sticking more to the "Feel Sharp—Be Sharp" and "Muriel" type commercials.

The money collected from this venture would be split between the operators and the location owners. Approximate cost of the advertising would be 10 cents per record played. With four records on each machine, and one played every 15 minutes, the estimated revenue per machine is figured at \$3.20 for an eight-hour day—

half for the operator and half for the location owner.

The records would be played automatically by a hidden timing device. The mechanism would trip the advertising record automatically every quarter hour.

The records would be furnished to operators without cost and would be labeled as to the type of location to be used. Beer advertisements would not be placed in drugstores, etc.

Disk Handling
Pantages would charge adver-

Foley to Air From Ozarks

• Continued from page 1

of whom are recording artists in their own right—Grady Martin, Decca; Tommy Jackson, Dot; Jimmy Selph, Capitol; Bud Isaacs, Victor. The Foggy River Boys, who worked with Foley on many of his past religious releases, will do likewise on the show's sacred numbers.

Additionally, the opening show's cast will include two comics, Pete Stamper, who has worked with John Lair's "Renfro Valley" crew, and "Aunt" Bunie Wilson, whose "Juniper Junction" TV film series is spotted in the South. Other segments of the stanza will offer two Victor artists, Hawkshaw Hawkins and Porter Wagoner, and Coral's Tommy Sosebee. Guest star on the August 7 opener will be Capitol's Jean Shepard.

The entire cast are permanent residents of Springfield and are under contract to Springfield's Top Talent, Inc., booking and management firm.

RadiOzark will produce the Red Foley show for ABC. It also produces the Tennessee Ernie show, the Smiley Burnette show and a quarter-hour transcribed Red Foley show, which will soon be released.

NBC-TV Set on 3 Small Sales

NEW YORK, July 31.—NBC-TV this week wrapped up several small sales. Hartz Mountain Canary Products bought 12-12:15 p.m., Saturdays for its film show, which has been seen on the Du Mont network.

The Sweet Company of America, makers of Tootsie Roll, has bought 13 participations in the Pinky Lee show. And Allis Chalmers bought 3-4 p.m., on Tuesday, November 30, for the televising of the International Livestock Exposition.

tisers for his service the same as any other advertising agency. His payment would not come from the operators and location owners.

The system, when used on multi-selection machines, would offer operators a fill for the three and four spots on a machine that generally receive little play, Pantages said.

The question of distribution was, however, only partly answered. Altho MOA members would be the only ones to receive the advertising disks, Pantages would handle the problem of supplying the disks to the operators.

The cost of the program—research and contact work—is being supported by Pantages.

V. Monroe to Spell Shore

NEW YORK, July 31.—Vaughn Monroe returns to network TV as the summer replacement for Dinah Shore on NBC-TV beginning August 31.

He will be on Tuesdays and Thursdays for five weeks. Backing him will be Richard Hayman and a vocal group.

Chevrolet is the sponsor; Campbell-Ewald the agency.

AFTRA to Seek Pensions & Welfare

DETROIT, July 31.—A pension and welfare fund will be the major demand of television and radio actors from the broadcasting industry in the coming union negotiations with the broadcasters this fall. This was made apparent at the 18th annual convention of the American Federation of Television and Radio Actors here, which wound up today (Saturday).

The major subject of business at the conclave was a welfare fund which would offer medical expenses and hospitalization, and a pension fund which would provide in some small measure for actors when they have finished their careers. The majority of the 225 delegates voted for the fund, which would be provided for entirely by broadcasters' contributions.

The union is also asking for certain improvements in its working conditions in its next contract. The current agreement with the webs ends on November

97 Cleared For 'Big Town'

NEW YORK, July 31.—NBC-TV has cleared 97 live and delayed stations for "Big Town" in the Wednesday night 10:30-11 slot.

The program will be co-sponsored by Lever Brothers, and the web has another client close to signing on the dotted line. Clearances were better than even the network hoped for.

Miller Returns to Law on West Coast

HOLLYWOOD, July 31.—Justin Miller, who retired a few weeks ago as board chairman and general counsel of the National Association of Radio and Television Broadcasters, has returned to private law practice with the Los Angeles firm of McClean, Salisbury, Petty & McClean. Since 1945 he has been associated with the broadcast industry, first as president of the National Association of Broadcasters until 1951, and his latest post with NARTB since 1951.

15. Negotiations for a new pact will probably commence September 15.

The convention has been a rather quiet one, with few resolutions passed in contrast to some of the previous clambers at which the fur flew. On the agenda, but not yet voted at this writing, is the election of officers.

AFTRA's demand for welfare and pension coverage will be watched closely by show business workers. Should the union be successful, it would undoubtedly be the beginning of demands from other labor orgs within the entertainment industry.

The only pension provided in show business is by the American Federation of Musicians to its top executives, which was agreed upon two years ago in Montreal. It was hoped that pensions in the future would be voted to execs of AFM locals, but that has not happened so far. The AFTRA demand, however, is for a membership welfare and pension fund.

Your Lucky Strike Hit Parade says:

"So long for a while"

And presents a special summer service

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

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



1. Little Things Mean a Lot
2. Hernando's Hideaway
3. Three Coins in the Fountain
4. The Little Shoemaker
5. Happy Wanderer
6. Hey, There
7. Sh-Boom



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

VIDEO DOESN'T FAZE

Denver Radio Outlets Report Good Business in Ad Search

DENVER, July 31. — Radio stations here are reporting good business in the face of four active TV stations that are scrambling for advertising. Bill Day, promotion director at KLZ, reports success on a promotion aimed at auto radio listeners with his campaign aimed at "pushing the first button." (Most pushbutton auto radios in area tuned so the first button brings in KLZ, 550.)

Down the street a dozen blocks, KOA's Jimmy Adkins has revamped his work schedule, bringing top local announcers, deejays and entertainers back for heavy Sunday work with varied entertainment both live and canned.

KTLN, Denver's newest all-night station, is pulling a good mail response on late-evening shows and postmarks reveal that the 5,000-watter is getting into Canada, south to Arizona, and as far west as Oregon and Washington, as well as nearly all of the Midwest.

Foreign Language

The first foreign language station in the area took to the air last fortnight with regularly scheduled programs in Spanish, Slavic, Polish, Italian and English coming from 1,000-watter KFSC.

KAUR went on the air in suburban Aurora recently bringing the total number of radio stations to 10 in metropolitan Den-

ver. KIMN, Mutual's outlet here, is now originating nearly a half dozen shows weekly that are aired over the 42-station Intermountain network, blanketing Idaho, Utah, Wyoming, Colorado, New Mexico and parts of Texas.

Block Buys MBS

NEW YORK, July 31.—Block Drug reportedly has moved into the early morning radio picture with the purchase from Mutual of a five-minute 8:55-9 a.m. across-the-board strip. It's understood that Arlene Francis and Bill Cullen are being teamed to handle the daily stint for Block in those time segments, starting in October.

Infringement Charged on 'Dear Lady'

NEW YORK, July 31.—A copyright infringement suit has been filed in U. S. District Court, Southern District of New York, against NBC; Hallmark Cards, Inc.; Foote, Cone & Belding agency; the Du Pont Company; Batten, Barton, Durstine & Osborn, Inc.; Sears, Roebuck & Company; Doubleday & Company, and the late author, Hollister Noble.

The suit, filed by attorney Charles Seton, of Socolow, Stein & Seton on behalf of authoress Margorie Barstow Greenbie, charges that her book, "My Dear Lady," was the basis of Noble's best-seller of a few years ago titled "Woman With a Sword," which subsequently was adapted both for radio and TV and aired via NBC.

Miss Greenbie's book dealt with Anne Carroll, who served in Lincoln's cabinet. The suit, which asks damages, profits, costs and attorneys' fees, alleges that Noble's volume was based upon the material written by Miss Greenbie. Doubleday published the Noble book, and Sears distributed it thru its Peoples' Book Club. It was aired as a radio adaptation on NBC for Du Pont's "Cavalcade of America" in May, 1949, and later on NBC-TV in an adaptation for the "Hallmark Playhouse." BBD & O is the agency for Du Pont, and FC&B handled the Hallmark show.

Chrysler Gets 3 Top Names

NEW YORK, July 31.—Chrysler Motors got itself a trio of top names for its initial Thursday night show this fall.

The hour show will star Mario Lanza, Betty Grable and husband Harry James in a musical comedy property now being negotiated for.

McCann-Erickson is the agency.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20.

Payment enclosed Bill me 759

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

ROYERSFORD

H. J. Snyder's Star Rises on Bob, Ray Seg

NEW YORK, July 31. — The extent to which a local radio show can build a complete unknown personality into a more or less hot recording artist is being proved here by WINS Bob and Ray comedy deejay team.

What started out to be a gag five weeks ago—the playing of a home-made record by a singer from Royersford, Pa. — has resulted in a small-scale but growing local demand for the unknown artist's recordings. One hundred of the home-made discs were gobbled up in one day last week after they were placed on sale at a Liberty Music Shop in

(Continued on page 41)

Station Reps to Drive for Single Rate on National-Local AM Spots

NEW YORK, July 31. — The launching of a new campaign designed to get radio stations to establish a single rate for national and local spot business seemed likely this week as the Station Representatives Association released the findings of its research committee set up earlier this year to study the question.

According to the committee, an estimated 35 per cent of the major radio stations in the country already have adopted a single

rate. These stations, the SRA committee said, are generally doing a "more brisk" business than stations following a double rate policy.

The SRA committee findings follow on the heels of a heated discussion earlier this month between station reps and Emil Mogul, ad agency head, concerning Mogul's alleged bypassing of the reps. Mogul, the reps claim, has been buying spot time directly from the stations at the lower

More on 45's

Jack Weitzell, WGET, Gettysburg, Pa., writes: "Forty-five doesn't even make a good speed limit much less a good record. After my first session I felt like chewing nails—and on top of that they want to charge for the service yet!" . . . Ed Millar, KSOK, Arkansas City, Kans., adds his views: "O.K. we surrender! We are getting 45 equipment now so let's have all the record companies send 45's from now on."

Dave Kirkpatrick, WMNB, North Adams, Mass., hasn't given up on his objections. He writes: "We dislike the idea of using 45's. Of course the record companies have a right to save money if they can, but why not use 10-inch 33's with several selections on them such as 4-Star and Trend have been doing. Our experience with 45's

both at home and on the job has been terrible. The main gripes are they warp too easily and too much, take up more room for the same amount of tunes and most important, they are far too inclined to repeat due to grooves being spaced too closely for the level of music recorded. I have an extensive personal library and I wouldn't want 45's as a gift. For single releases, I still prefer 78 and for packages, it's the 33's."

Jim Stewart, WHEP, Foley, Ala., takes the affirmative side in this issue. "All of the deejays at WHEP are very happy over the move of the diskeries to 45 service. We've been using 45's since going on the air last year. Our library is about 85 per cent 45. It has completely solved a storage problem as well as provided our listeners with the finest sound on records through the 45 systems."

Jack N. Fleury, KAPA, Raymond, Wash., doesn't agree. "Already, we have received some 45's and while we feel there is nothing wrong with 45's naturally, they are nevertheless, a bane to disk jockeys and librarians alike in their clumsiness and strain to turntable facilities. Not to mention the added expense and awry way of filing necessitated to keep the library orderly. The end result of this 45 business will be many cancellations of record services as we have already done."

Joe Ryan, WALL, Middletown, N. Y., believes he has the answer to it all. "This 45 situation is not such a calamity and can be adjusted very easily if the record companies ship replacements for a lot of the 78's such as 1950 and before, all will be well."

Warren Orr, WFAX, Falls Church, Va., is concerned about the expense in converting. "We're still upset about the 45 decision. We're about to move to new quarters and with that staring us in the face we just don't have the funds to install four new 45 turntables. It involves several thousand bucks."

Ray Curry, KVON, Napa, Calif., also suggests the system used by 4-Star. . . . Foster Gaines, WLYC, Williamsport, Pa., doesn't object to the change, he is just concerned about the shipment of the equipment ordered. "Of course we have it ordered, but believe that during the wait some records are going to get a late start."

Jerry Kay, WTIK, New Orleans, La., has a warning note to add: "The new 45's are not as great as all may think and may end up costing the companies as much. The new disks are much too easy to scratch and replacements will be needed much more often. However, will have to go along with the crowd and play them."

Suds Success

Leroy W. Moses, manager of KSEO, Durant, Okla., writes about the success of a show started two years ago, titled "Dishwashers' Serenades." "It went so big that for the past two years 'Sisters of the Suds' has been a part of 'Dishwashers' Serenade." To date we have more than 1,200 card-carrying members from more than fifty towns and communities in Southern Oklahoma and Northern Texas. The

(Continued on page 38)

Proposes NARTB Hold Separate Radio-TV Meets

WICHITA, Kan., July 31. — A call for split conventions of the National Association of Radio and Television Broadcasters was sounded this week by Frank V. Webb, veepee and general manager of KFH here. In a letter to Hal Fellows, NARTB chairman, Webb urged adoption of separate meets for the radio and for the TV members of the organization.

Pointing out that NARTB has 1,455 radio members and only 256 TV station members, Webb stated that "the tail is wagging the dog," and that the last two conventions have devoted 90 per cent of their time to video.

He suggested that if this proposal could be adopted for the scheduled sessions in 1955, one group could meet for three days in one Washington hotel, while the other meets on the following three days at another hotel. If the two groups meet jointly, as now planned, Webb predicted a "high mortality rate in our present trade organization."

Ross Joins BOTV As Head of Sales

NEW YORK, July 31.—Wallace Ross, founder of the Ross Reports for television, has joined Box Office Television, Inc., as national sales manager of the firm's closed circuit conferences division.

In his new post, Ross will devote his efforts to setting up closed circuit large screen telecasts of inter-city sales meetings and other sessions for business concerns. BOTV last month appointed the Music Corporation of America to act as its sales representative in this field.

One of Ross' first tasks is the formation of a rate card outlining the cost of closed circuit TV sessions for business use.

Radio 'D.A.' Continues Phenom Career, 57 Sales in 10 Days

NEW YORK, July 31. — After only 10 days on the market the radio version of "Mr. District Attorney" has racked up sales in 57 markets. Following the pattern which is developing in vidpix (see story in TV Film department this issue), a healthy number of this total came from multi-market buys by large national or regional bankrollers, according to sales veepee Alvin E.

Unger of the Frederic W. Ziv Co., which has transcribed the series.

A typical example of a regional deal on the radio "Mr. D. A.," which like the film version stars David Brian, was that inked this week for Tarnow Food Delicacy Company, of Tampa, Fla. Tarnow set a deal for nine Florida markets, including Tampa, St. Petersburg, Sarasota, Orlando, Lakeland, Lake Wales, Deland, Sebring, Ocala and Winterhaven.

Radio stations, too, are pacting for the show in advance of sponsorship commitments. Among the contracts set have been those with KOMO, Seattle; WAIT, Chicago; WAFB, Baton Rouge, La.

Oregon TV, Birney Imes Get TV Okays

WASHINGTON, July 31.—The Federal Communications Commission issued two TV grants this week, bringing total authorizations to 699, of which 591 are post-freeze grants, including 32 non-commercial, educational grants. With 88 grants canceled, outstanding authorizations now number 611.

This week's grants went to Oregon Television, Inc., Channel 12, Portland, and Birney Imes Jr., Channel 4, Columbus, Miss. In making the grant to Oregon Television, Inc., the FCC denied competing applications of Columbia Empire Telecasters, Inc., and Northwest Television & Broadcasting Company.

Pittsburgh Deejay Switches Stations

PITTSBURGH, July 31.—Rege Cordic, one of Pittsburgh's leading deejays, pulled his stakes from WWSW this week, after 10 years with the station, to move over to KDKA here. Cordic, whose 6-9 a.m. stanza on WWSW has become well established over the course of the years, will take over the same time slot on KDKA. In addition to platter-playing, Cordic offers his early bird listeners a batch of novelty and comedy material.

ABC, H'wood, In Shuffle Of Top Execs

HOLLYWOOD, July 31.—A realignment of top ABC Hollywood executives was completed here this week, bringing to fruition long rumored speculation of changes that had been constantly denied.

Frank King, manager of KABC-TV and two department heads, exited their posts this week. Amos Baron, topper of ABC's radio outlet here KABC, has been moved over to head the TV station operation. Replacing Baron is John Hansen, veteran ABC employee, who moves down from KGO where he had been sales manager after having previously been a KABC salesman and KABC-TV promotion director.

Kenneth B. Craig, former director of business affairs for the CBS radio network here, has been named program director for ABC-TV's Western division network. He replaces James Beach, who reportedly is returning to New York connections. The second department head to leave this week is John Asher, promotion manager for KABC-TV, who leaves to join CBS radio here.

Earlier Robert Forward left ABC. He had held a post that covered programing and various business functions. Assuming these jobs is Selig Seligman, assistant to Western division Vice-President Earl Hudson and business co-ordinator for TV Center. His added duties include that of business manager for KABC-TV.

Talent Notes on Air and Screen

Carroll Case, co-producer with Hal Roach Jr., on "Public Defender," has temporarily handed over the production duties to Harve Foster, producer-director. . . . Eva Gerson and Edgar Franken have been added to the cast for the U. S. Steel Hour, "Oberstrasse, '49." . . . Singer Joey Nash and thesp Jay Jostyn this week cut a 15-minute tape as the pilot for a new radio series written and directed by Maurice Barrett. Show was cut for Audiochrome, Inc., on behalf of an unnamed client.

Mike O'Dowd, has been set to do the mug part on "Telltale Clue." . . . Zel de Cyr, who does the "Bimbo and Zel" kidshow on WEVD, Mondays, 5:45-6 p.m., is now having live moppet audiences in for her show, a la video.

Renay Granville had her Lilt series renewed to be shown on "Brighter Day." . . . Nelson Riddle, who has just completed arranging and conducting music for the first six shows of "This Is Your Music," new half-hour TV film series, has left for Atlantic City, to begin work on the musical arrangements for NBC's first fall offering of "Show of Shows" starring Betty Hutton.

James Harold (Sleepy Jim) Crowley, former football star and coach, will be the commentator on NBC-TV's telecasts of Canadian professional football games. The series will start Saturday, August 28, with Lindsey Nelson, handling the play-by-play. . . . Barbara Karen has been signed to do the live Ammi-dent commercial on "Danger."

REGULARITY COUNTS MOST

Chapin Hits Use of Specs as Substitute for Regular Segs

NEW YORK, July 31.—Leveling his guns at the theory that TV spectaculars offer more effective advertising value than a weekly half-hour stanza, Slocum (Buzz) Chapin, vice-president and director of ABC-TV, this week called upon sponsors to "re-evaluate" their thinking if they intend to expend any major portion of their advertising budget on spectaculars.

Chapin blasted the concept of spectacular sponsorship all along the line in comparing it with sponsorship of a regular weekly program.

On a cost-per-thousand basis, ABC-TV's Stu Erwin show reaches 1,000 homes at \$6.34, he said, whereas a spectacular, judging from the Ford and General Foods extravaganzas, will cost an advertiser many times this amount. According to Chapin, the results that would be achieved from spectaculars is not worth the additional cost-per-thousand.

Impact Factor

For one thing, Chapin believes, the proponents of spectaculars are wrong in thinking that once-a-month exposure via a spectacular offers greater impact than four times a month exposure via a regular weekly series.

The spectacular brand of sponsorship, according to Chapin, tosses one of the accepted tenets of advertising practice out the window—the theory that contin-

uous, regular exposure of an advertising message is all-important in boosting sales.

Additionally, Chapin indicated his belief that the impact of spectaculars have initially will gradually decrease as their novelty wears off.

No Build-Up

By the very fact that it is produced only once a month, a spectacular loses out completely on one of the weekly show's strongest attributes—the build-up of the habit of regular tune-in by a viewer on the same hour of the same night every week, Chapin said.

An additional factor is that the shows the network will put on in the same time slot during the three weeks the spectacular is not on cannot hope to achieve the same stature as the spectacular. This, on the basis of results obtained in the past with a poorer show alternating with a better show, will tend to depress the ratings of the spectacular, according to Chapin.

So far as ratings are concerned, Chapin pointed to the Stu Erwin show as an example of how a regular weekly stanza can top a spectacular in total delivered audience over a period of four weeks. The Erwin show, he said, was rated by Nielsen in the March-April period as delivering a cumulative rating of 42.2 over the four-week period, or an un-

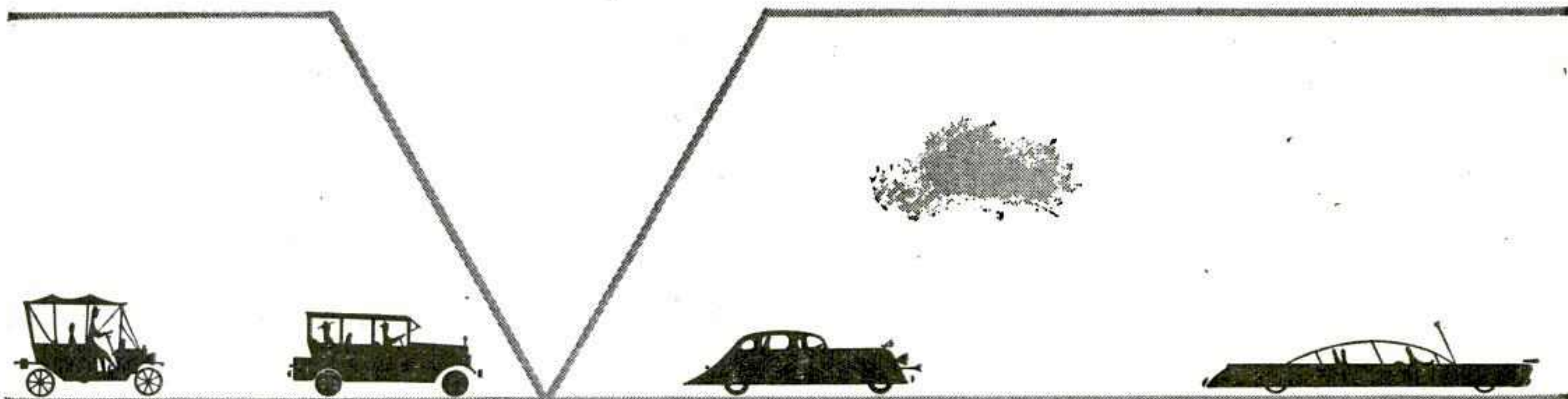
duplicated audience of 12,000,000 families. The Ford spectacular on NBC-TV hit a Nielsen rating of 40.6.

Other Nets

It should be pointed out, however, that the Ford show was seen on other networks as well, and if NBC-TV were the only web to carry it, the rating would probably have been higher, even against strong opposition.

Another important factor that strengthens the case for the weekly show, according to Chapin, is that each of the 12,000,000 homes which received the Erwin show saw the stanza more than twice during the course of the month, whereas a spectacular is seen only once. In line with this, he pointed out that the weekly show over the course of a month offers an advertiser twice as much time for delivery of commercials as does the monthly spectacular.

Chapin's disagreement with the spectacular concept, it should be noted, extends only to its use as a regular method of advertising in replacement of weekly shows. For one-shot special occasions, such as an advertiser's Golden Jubilee, a spectacular is just the thing, Chapin said.



nothing **Works Like Wantmanship**

Create the want that's the source of the sale. The Crosley Group does it with **Wantmanship**, the dynamic new dimension in selling.

Typical of the Group, WLW-radio, is raising the standards of living in 1/10 of America, want by want. **Wantmanship** explains why the Crosley Group makes more sales faster, at less cost, than any other medium or combination.

CHAPIN

the **CROSLEY GROUP**

WLW	Radio
WLW-A	Atlanta
WLW-C	Columbus
WLW-D	Dayton
WLW-T	Cincinnati

Exclusive Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago

Music Merchants Files Suit Vs. Cap., Decca and Distribs

NEW YORK, July 31. — A suit filed here in the United States District Court Monday (26) against Capitol and Decca Records and their distributing organizations by Music Merchants, Inc., attacks the basic and long-standing record industry distribution and pricing system.

The suit charges that Capitol and Decca are in violation of the Sherman and Clayton Acts and the Robinson-Patman Act and

seeks treble damages of \$900,000 from the defendant firms.

Firms named in the suit are Capitol Records, Inc., the Capitol Records Distributing Corporation, Decca Records, Inc., and the Decca Distributing Corporation. The plaintiff, Music Merchants, is the Elliot Wexler-Herb Seigal "rack jobbing" operation which sells to and services supermarkets, drug chains and syndicate stores in several Mid-Atlantic States and which also operates as a one-stop outlet.

Exclusive Distributorships

The action alleges that Capitol, Decca and their distributing branches and distributors are violating federal laws by the use of exclusive distributorships and setting, at the factory levels, the price at which distributors can sell their products.

Other charges are that the defendants have discriminated against the plaintiff, have favored others who purchase records of identical grades and quality, are selling records by agreement at uniform prices identical for both makes, and have forced Music Merchants to buy from distributors without any special price consideration.

The brief says that Music Mer-

chants, a Pennsylvania corporation, has places of business in Philadelphia, Long Island City, N. Y.; Newark, N. J., and Elkridge, Md., and that it sells and distributes records in Pennsylvania, New York, New Jersey, Maryland, Delaware, Virginia, Connecticut and the District of Columbia. Music Merchants has been in business since October, 1952.

"New Source"

The firm, continues the brief, sells records to "large supermarkets and other large retail establishments not devoted primarily to the sale of records, which in turn sell the records at retail to the public." "In opening up and developing this type of business," states the Music Merchants action, "the plaintiff has created for the various producers and distributors of record companies, including the defendants herein, a new source of sales outlet and customers heretofore not available to defendants."

One allegation made by Music Merchants is that the disk labels are "restraining trade and commerce" thru their exclusive territory distributing arrangements. In the action, too, Music Mer-

(Continued on page 48)

FLYING DISC LAYS UP MYERS

CHICAGO, July 31.—How true can you be to your trade? On his first day back from his vacation, Kenny Myers, promotion director of Mercury Records, flipped his disc (not disk) while unloading his car. He is currently in traction at the Michael Reese Hospital here.

Kenny complains that the doctors are having a tough time deciding whether to use a 78 or 45 r.p.m. replacement.

Ben Oakland Named Coast Head by SPA

NEW YORK, July 31. — The Songwriters' Protective Association, at a meeting of the executive committee Thursday (29), unanimously appointed Ben Oakland West Coast chairman. SPA held the meeting to take steps to establish improved West Coast representation. Miriam Stern, SPA executive director, will go to the West Coast for about three weeks, after Labor Day, to investigate setting up an SPA office there.

Of the total SPA membership of 2,400, 800 are on the Coast.

Montreal Guild Backs Murdoch In AGVA Tiff

MONTREAL, July 31. — The Montreal Musicians' Guild at a meeting yesterday unanimously endorsed Walter N. Murdoch, American Federation of Musicians Canadian chief, and the policies and procedures formulated in the AFM's hassle with the American Guild of Variety Artists (see story in Talent Reviews). An AFM source termed AGVA "impudent." The meeting, which was the biggest in the history of the Montreal Guild, was attended by representatives of the Toronto, Quebec and Ontario locals. The session also pledged undivided loyalty to AFM chief James C. Petrillo and commended his leadership.

Murdoch said, "I am as happy today as Mr. Irving must be unhappy. Current events prompting my happiness are what I read in the Canadian press and what I know of my own knowledge about the widespread secession movement of AGVA members. . . . I am justified in predicting the fight will be short, sharp and decisive, without undue distress or inconvenience to Canadian musicians, other Canadian entertainers and the Canadian entertainment industry and the public."

'HAJJI BABA'

Cole Waxing For Pic of Same Name

HOLLYWOOD, July 31.—The Nat (King) Cole recording of "Hajji Baba" will be interpolated into the musical score of the picture of the same name, currently being produced by Walter Wanger for Allied Artists.

Cole disk was cut at Capitol here Tuesday (27) and will be released in advance of the film. Nelson Riddle arranged and conducted the session with a 40-man orchestra backing.

Capitol Records, Allied Artists and Witmark Music, latter publisher of the song, will join in a national exploitation campaign plugging both the song and film. Tune was penned by Ned Washington and Dimitri Tiomkin.

RCA Starts 6-Day, 3-Shift Schedule On Disk Pressing

NEW YORK, July 31. — The RCA Victor record pressing plants go on a full three-shift, six-day production schedule beginning Monday (2), with the company's 167 disk presses going full blast to keep up with the demand of the Victor's own pressing requirements and the company's custom pressing business. The rush schedule is expected to be maintained for a six to eight-week period.

In addition to its current and scheduled pop releases which must be shipped quickly, Victor has also set a heavy pressing schedule for its newly introduced "Listener's Digest" series.

Diskeries Set Stand On 78's for Radio

NEW YORK, July 31.—Several major record companies decided this week to supply the top hits on shellac 78's only to those stations who had ordered and were waiting for 45 equipment. In the face of mounting pressure from many radio stations, the record companies have instructed their branches or distributors to deliver the hits on 78 due to the 45-r.p.m. equipment shortage.

The companies made the move after it was suggested by many organizations of broadcasters in many States. Many radio stations who want to play 45 disks cannot get the equipment without a two to three-month wait. After many weeks of holding out, the diskeries decided that a slight retreat was the best way to save a delicate situation.

Local branches will service the stations who can prove they have ordered new equipment with the top disks. They will get 45's again after they receive and install their 45 equipment.

Meanwhile, the diskeries received more complaints from radio stations as opposition to 45's became more adamant in some areas. The Virginia Association of Broadcasters went on record opposing 45's. In Philadelphia, the stations agreed to play whatever they wanted to, whether 45, 78 or 33 without anyone telling them what they had to play.

Packaged Disks to Figure Heavy in Merchandising Plans Till Sept. 30

By JOE MARTIN

NEW YORK, July 31. — Between now and the end of September, record dealers can expect to have some of the most intriguing merchandise and merchandising programs tossed their way by record manufacturers of every size, stature and description.

For the most part, the manufacturers will concentrate their merchandising activities on the big-ticket items—packaged records. The selling campaigns will offer additional discounts, dating plans, free promotional material, extra return or exchange privileges and, in some instances, free records.

This week, for example, Columbia and Decca are unveiling their merchandising programs (see separate stories), Capitol and RCA Victor have already tipped some of their plans, but are expected to come thru with additional merchandising activity. London has announced its program. Angel Records has come

thru with at least part of its early fall campaign (see separate story), and Mercury has also announced much of its selling campaign. Tho, again, more news in this direction is expected by the Chicago-based label.

Smaller Firms

The smaller firms engaged in issuing packaged merchandise on a regular basis and with major emphasis are also set with various deals which will enable the retailer to buy heavily now, pay later in installments and get a better mark-up on merchandise bought during the merchandising campaign periods.

A few years ago, several firms took the then revolutionary step of offering distributors and dealers an additional 10 per cent discount on one-shot purchases during the fall campaigns. This is now fairly standard practice. The larger firms, which a few years ago began to offer delayed billing and extra return or exchange plans, are now accepting this type of merchandising as standard procedure during the late summer and early fall.

This year, too, there will be several plans offered which closely tie-in sales of records and phonographs. This fairly new type of merchandising is being

pushed by both record and phonograph manufacturers, either individually or in concert.

Adverse Effect

The regularity with which the merchandising programs have hit the dealer at this time of the year for the past few years has also had a somewhat adverse effect on the record industry.

Sales executives for manufacturers and distributors are now only too well aware that many retailers start holding back on purchases in the mid-summer months in expectation of the special deals which will come thru by August and September. This shortage of "open to buy" money has caused some record firms to spring their early fall campaigns a little earlier each year.

There is now some trade speculation that the merchandising campaigns will be drastically altered next year so that disk purchases can be spread out more evenly over the entire 12 months rather than concentrated in the last quarter of the year.

Cap D.P., 100% Exchange Plans In Fall Drive

HOLLYWOOD, July 31.—In line with its fall merchandising program, Capitol Records has set up a deferred payment plan and a 100 per cent exchange privilege plan for record dealers.

Firm's deferred billing is applicable on its package merchandise and allows a dealer to purchase stock from Cap's August releases (The Billboard, July 31) and make payments for same in November, December and January.

The 100 per cent exchange plan is applicable on Capitol's FDS classical series only and permits dealers to purchase any amount of longhair albums, and make an exchange for other material, if so desired, thru December 31. Both plans are designed to enable record dealers to replenish normally depleted stocks at this time of year.

Cap currently is redesigning the artwork and imprint of its FDS label, which henceforth will bear the words "incomparable Hi-Fi."

MOA Radies Plan for Entering Pubbing Field

CHICAGO, July 31.—The Music Operators of America this week decided to make its first move into the music publishing business, but on a basis and scale which is not intended to move the group into direct competition with either the American Society of Composers, Authors and Publishers; Broadcast Music, Inc., or even the regular music publishers.

The plan evolved at the four-day MOA session staged at the Morrison Hotel here calls for the ops to begin by acquiring four tunes for recording and joining in a national campaign to move the tunes into hit status as part of a planned campaign to demonstrate graphically the importance of the juke box industry in the field of music entertainment.

George A. Miller, MOA chief, was empowered to start the campaign by acquiring four tunes, two to be recorded by top artists on major disk labels, and two by new artists. Finished disks will be distributed to all MOA operators and sent to radio stations tax free. Tunes will not be cleared thru either ASCAP or BMI. It is expected that this will be the beginning of a continuing MOA program of demonstrating their position in the making of hit songs and records.

The MOA had been approached by music publisher Larry Spier

and by Barney Young with two different plans which call for publishing, owning or licensing tunes. Neither plan has yet been adopted by MOA and there is little likelihood that either of them will be embraced.

Young had suggested a third licensing organization, while Spier had suggested that MOA get into the publishing business, but by clearing thru ASCAP, BMI or both.

CADENCE SIGNS SINGER-WRITER

NEW YORK, July 31. — Cadence Records has signed its second double-threat artist in the inking this week of singer-writer Maddy Russell. The thrush, who's also written several tunes recorded on other labels, formerly recorded for both the Mercury and Bell labels. First Russell disk, cut this week, contains a new tune written by Miss Russell and her songwriter husband Jack Segal. Mr. and Mrs. Segal will now take off on a three week disk jockey tour to promote her new disk and their new tune. Cadence recently signed publisher-writer-singer Jack Gold.

Col. Sets Fall Push With Prem. Disks

NEW YORK, July 31.—Columbia Records will give away one seven-inch 33 or 45-r.p.m. "priceless edition" recording with every Columbia EP, LP or sapphire phonograph needle purchased from record shops after Labor Day. The free premium disks will consist of previously unreleased or out-of-print pop or classical recordings featuring important names on the label. This free premium plan is the firm's consumer selling program for the fall season.

The new Columbia fall program is aimed specifically at increasing dealer traffic thru September and possibly October. The records to be given away will be available only as premiums and will not be able to be purchased. The "priceless editions" free records will be made the subject of a powerful advertising campaign by the diskery, designed to get customers into the stores.

Here is the way the program will work. Any customer who purchases a Columbia EP or LP set, or a Columbia needle, after the program starts, will receive from the dealer a certificate entitling him to any one of 25 "priceless editions" records. The customer then sends the certificate, with the bill of sale, and 25 cents to cover postage and handling, to Columbia Records. He

receives one "priceless edition" record for free.

No Limit

The customer receives a certificate for every EP or LP record or unit purchased from the dealer. There is no special list to buy from, and there is no limit.

Dealers do not have to handle any of the "priceless edition" records. Columbia Records will mail all the premium disks. The dealers will only handle the certificates themselves, which are self-addressed, self-sealed envelope certificates to be given to customers along with the bill of sale.

Recordings of never-before-released material by Liberace, Rosemary Clooney, Arthur Godfrey, Doris Day, Frankie Laine, Ken Griffin, Tony Bennett, Harry James, Dave Brubeck, Benny Goodman, Les Elgart and Duke

(Continued on page 48)

78's FALL OFF

End of Big Disk Single Seen in View

NEW YORK, July 31.—For the first time since the introduction of the 45 r.p.m. speed some five years ago, sales of RCA Victor records this month show the 45's selling over half the company's total units. Breakdown has 45's accounting for 56 per cent, LP disks for 23 per cent and the 78 r.p.m. speed for only 21 per cent. This, company execs point out, further strengthens general trade beliefs that the end of the 78 r.p.m. record as a factor in the industry may be only a few short years away.

One Victor sales exec this week said that it is very possible that within two years RCA Victor will press 78 r.p.m. records only on a certain few artists and even then rarely.

Decca to Issue 50 New LP-EP Albums

NEW YORK, July 31.—Decca Records is unveiling over 50 new LP and EP packages, including one of the most expensive and plush album sets ever issued, as the opening gun in the company's celebration of its 20th anniversary in the record business.

The lead item in the line will be the \$27.50 album package titled "Bing" which will be issued as five 12-inch LP disks or 17 EP disks in a special box with lock, key and a 25-page autobiography and discography of Bing Crosby. The entire release is scheduled to ship on August 9.

The Crosby package, being promoted as "a musical autobiography of Bing Crosby," contains 89 songs recorded by Crosby and includes specially written chatter spoken by the crooner which bridges the various selections. Decca is also ready to spring

the most extensive advertising and promotion campaign in the company's history—a campaign which will include such promotional and merchandising devices as special radio and television programs, trade and consumer advertising, display pieces, point-of-sale ad material and a wide-spread publicity campaign.

Record dealers will be offered an additional 10 per cent discount on all of Decca's packaged merchandise catalog (pop, classical, kiddie, etc.) which is purchased in the period from August 2 thru September 17. Additional packaged merchandise and promotional material will be made available right thru the end of the year as the company continues to ballyhoo its 20th anniversary.

First Artists

Artists represented in the initial release include Guy Lombardo, Fred Waring, Leroy Anderson, Louis Armstrong, Gordon Jenkins, Mills Brothers, Peggy Lee, Russ Morgan, Ella Fitzgerald, Burl Ives, Andres Segovia, Jeri Southern, Jesse Crawford, Ink Spots, Webb Pierce, Bob Crosby, Van Lynn, Queen's Light Hall ork, Danny Kaye and Jackie Gleason.

Among the packages specially recorded for the anniversary celebration are those by Waring, Fitzgerald, Southern, the Lawson-Haggart Jazz Band; also a jam session set cut in Hollywood, and the concert by Ives which was recorded at Royal Festival Hall in England during the coronation of Queen Elizabeth.

Angel Offers New Club Plan For Dealers

NEW YORK, July 31.—A club plan for dealers offering special benefits in return for standing orders will be introduced next week by Angel Records. The plan will be operated concurrently, with normal distribution to dealers not electing to join. It will not be open to consumers.

Called the "Angel Dealers Record Club," it awards members extended 100 per cent exchange

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Lyric Folios Add \$50,000 To SPA Fund

NEW YORK, July 31.—Songwriters' Protective Association has collected a total of \$50,000 in royalties accruing from lyric folios, as a result of publisher audits conducted by David Blau during the past two years. This sum is expected to be surpassed, inasmuch as Blau still has on his schedule audits of many publishing firms.

Of the \$50,000, SPA expects to send out \$10,000 to members next week, with the remainder forthcoming as soon as bookkeeping permits.

Music Copyr'ts Sharply Under Figure for '53

WASHINGTON, July 31.—Music copyrights in fiscal 1954 dropped sharply below figures for the previous year despite big gains chalked up in the registration of foreign compositions, according to the latest figures from the Copyright Office of the Library of Congress.

In the 12-month period ending June 30, composers sought protection on 9,114 published and 40,935 unpublished compositions, a total drop of 1,259 from registrations of 9,170 published and 42,138 unpublished tunes during the previous year.

Registrations of foreign compositions reached 8,164 in 1954, a jump of 2 per cent from the

(Continued on page 48)

Pubber Suit Vs. Martin Called Off

CHICAGO, July 31.—A suit filed last year against James H. Martin, Chicago record distributor, by a group of New York publishers was dismissed this week. The New York group included Bourne, Paramount, and Robbins who claimed that Martin recorded songs from the catalog of each of the three publishers without licenses.

In his answer to the original suit, Martin contested the constitutionality of the Copyright Act and pointed out that the act, as it stands now, has never been contested in over 30 years. His attorneys contended that a copyright should contain the constitutional right to allow or not allow the material to be recorded, and if allowed, the owner should have the right to say who could and could not record it. The case was settled out of court this week.

JUKE BOX NEWS THIS WEEK

News of the automatic phonograph business starts on Page 73. Some of the more important stories in that section this week are:

MOA PUBLISHING FIRM UNDER WAY. Executives of national music association adopt program to set up library of own tunes. Will begin with two disks. To seek unknown talent.

MASS ADVERTISING THRU JUKE BOXES. California operator presents proposal to put spot commercials on nation's music machines. Leading officials of MOA adopt idea.

MOA OPENS MEMBERSHIP DOORS. Music operators launch full-scale membership drive. To admit all comers. Local association tie-ins no longer needed.

MAGNECORD'S COMMERCIAL MUSIC DIVISION GROWS. Constant effort by tape firm to crack juke box business results in new personnel, promotions.

NEVER UNDERESTIMATE, ETC.

Sex Is Busting Out All Over as Diskeries Discover Female Form

Continued from page 1

Misty," "Tawny" and "Music, Memories and Martinis," usually feature girls, or parts of feminine anatomy on the covers. "Tawny" for instance, features a good looking pair of silk-clad legs.

When this cover was blown up and placed in the firm's windows here, in the conservative Mutual Life Insurance Company building on Broadway, it stopped street traffic—but only for two days. It was placed in the windows on Friday and it was removed Monday morning, by order of the building owners. Too sexy.

The girls who pose for the covers are usually professional models, movie starlets or TV or musical showgirls. Sometimes the artists themselves pose, like Bas-Sheva did for the head shots on the Capitol album of "The Passions." M-G-M used two Italian movie stars, Silvana Mangano and Eleanora Rossi-Drago on a new release. Both girls are displayed prominently.

Prices Vary

Prices for covers featuring the well-built beauties vary considerably. Some cost less, others more than standard covers. Oftentimes the covers run higher if they are in full color, but they are cheaper if only two color covers.

Gastel Time To the King, Music Firm

HOLLYWOOD, July 31.—Following an amicable parting of the ways between Mel Torme and manager Carlos Gastel, latter this week announced a reorganization of his management firm in order to devote full time to his client, Nat (King) Cole.

Gastel opined that Cole's activities are so widespread that most of his time would be required to do them justice. He will henceforth concentrate on Cole only and his music publishing firm, Bradshaw Music Company.

Gastel will continue in an advisory capacity to June Christy and June Hutton, tho his contract with Nellie Lutcher has also been settled. Other clients in the Gastel stable at one time included Stan Kenton, Woody Herman, Billy May and Peggy Lee.

Many recent albums, using four or more colors and lithographed, run from \$400 to \$1,000 for models, photography, plates and lithography.

Fields other than that of mood music generally stay with the artistic modes established over the years. Abstract art, ranging from modern to avant garde, is often used for abstract classical works. And such shots as the hands of a pianist, the arms of a conductor or a picture of the composer are almost de rigeur for one classical releases.

SPECTACULAR

Capitol-NBC Tie-In on New TV Seg

HOLLYWOOD, July 31.—Unusual exploitation campaign has been mapped out between Capitol Records and NBC for the first of the upcoming Max Liebman color-spectaculars. Initial stanza, starring Betty Hutton and set for TV lensing September 12, will be jointly promoted by Capitol and NBC in advance of the teleshow.

Cap plans include extensive promotion at the dealer level via window streamers keyed to plugging the show, while NBC will, in turn, hypo Cap's album. Latter, a 10-inch LP, is all but virtually set for production. Album covers and the liner have already been printed, minus space for a listing of the songs and a name of the album. Cover credits the show as an NBC production. Jay Livingston and Ray Evans, who are penning music for the show, have not yet completed the score. Album is the first original-cast recording of a teleshow, and will be in the hands of Capitol dealers one week in advance of actual TV production.

Fain, Webster Snare Option On 'Bachelor'

HOLLYWOOD, July 31.—Songscribes Sammy Fain and Paul Francis Webster, last year's Academy Award winners, this week finalized arrangements for an option to the comedy, "His Highness, The Bachelor," by Fred Shevin, for which they will write the score and independently package.

Fain and Webster wrote the score for the last three Doris Day musicals at Warner Bros., "Lucky Me," "Calamity Jane" and "Young At Heart," and are aiming for a film deal and a Broadway production.

Story of the show has a United Nations springboard and deals with a resolution introduced by Eleanor Roosevelt.

In the jazz field sex appears to be unnecessary. Customers are well satisfied with informal shots of a relaxed Benny Goodman, or fuzzy pictures of a group of shadowy musicians at a jam session.

Continental music, in which one would suppose—pretty women would have a monopoly, has realism, not sex, as the current trend. A shot of Montmartre or the Arc De Triomphe appears to have a stronger emotional appeal for fans of this genre than healthy, sultry-looking femmes.

It can be expected that the girlie covers will eventually expand beyond mood music. This is starting to happen now. The record industry has found out that a cover which attracts attention sells more albums than one that does not. "And what," rhetorically ask a number of record executives, "attracts more attention than a beautiful woman?"

OVERABUNDANCE

Sacred Tunes Win Public; Disks Strong

HOLLYWOOD, July 31.—The sudden emergence of songs with religious overtones appears to have caught the fancy of the record buying public with no noticeable slack in output by the record companies in sight. Tho it could hardly be termed a trend, since songs of faith have always had a high market value, the music business currently has an overabundance of tunes of this nature.

Among the big songs that are chalking up heavy sales in the

(Continued on page 48)

SAMMY SINGS—A ROUNDHOUSE!

Kaye Brings 250G Suit Against Rudy, 6 Others

NEW YORK, July 31.—Maestro Sammy Kaye this week started a \$250,000 damage suit against orkster Ernie Rudy and other former Kaye bandmen who, approximately two and one-half years ago, left the Kaye organization to form their own group.

The action, in New York State Supreme Court, was initiated when Rudy was served a summons Tuesday night (27) at Jackson Heights. Named in the suit, together with Ernest Rudisill (Ernie Rudy) are Charles Wilson, Phil Gilbert, Frank Oblak, Don Rogers, Harold Silers and General Artists Corporation.

Dave Kregel, Kaye's manager, stated Kaye's hassle with Rudy is based upon the latter's alleged improper billing of the Rudy ork.

"They use the Kaye name," Kregel indicated, "in such a way as to imply that Rudy's group is the Sammy Kaye band under 'he direction of Ernie Rudy.'"

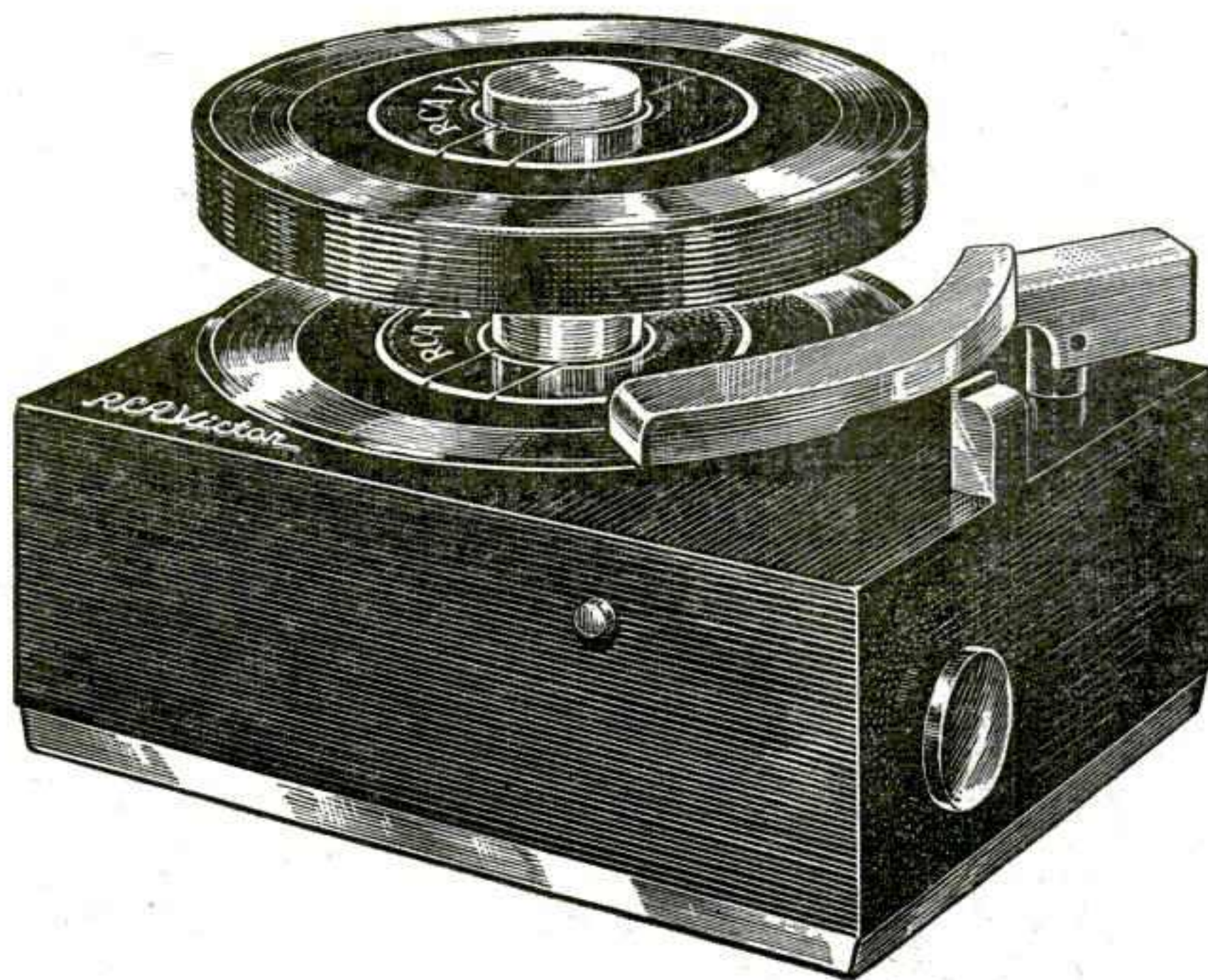
Kregel charged that in promotion and in the press, Rudy also implies that Kaye no longer has a regular band, but plays dates with a pick-up group. This has occurred, according to Kregel, in Detroit and in Memphis. "It is he said, 'an out-and-out infringement.'" On April 30 and May 1, on the occasion of a date at the University of Detroit, promotion was built around the theme. "Ernie Rudy, the former Sammy Kaye band," Kregel said.

The Rudy group, when first formed, created a stir in the

(Continued on page 48)

It was true in 1949
 ... it's true today
 THIS HISTORIC ADVERTISEMENT
 OF MARCH 24, 1949 SET A NEW
 STANDARD FOR RECORDED MUSIC.

An outstanding achievement in **RECORDED MUSIC**



This is the compact, automatic plug-in unit, with which you can enjoy the new 45 rpm Victrola* records through your present phonograph, radio, or television combination. The case is not much bigger than a cigar box and the whole unit weighs less than 6 pounds. Height 6 $\frac{1}{8}$ ", width 9 $\frac{1}{4}$ ", depth 7 $\frac{1}{8}$ ". Operates on 110 volts, AC (the standard home-lighting current). There will also be complete table and console models... all beautiful, all compact, all with the famous RCA Victor "Golden Throat"!

is free of noise! A remarkably light tone arm exerts a pressure on the records of only one-sixth of an ounce!

When you play one of these new records, only 7 inches in diameter and revolving at a speed of 45 revolutions a minute, you hear music, both classical and popular, at its recorded best. It has live-talent quality... a new clarity, depth and brilliance that will astonish you!

A new standard of performance unmatched by any other record-playing system

SETTING the highest standard ever achieved in the field of recorded music for the home, RCA Victor will shortly introduce a record and record-player system that is entirely new in conception and thrilling in performance.

It will bring you:

The finest tone quality in the history of the phonographic art... and at less cost!

Unmatched convenience and simplicity of operation!

The fastest, quietest record-changing mechanism ever designed!

One hour and forty minutes of the music you want with only one turn of a stack of ten records!

Non-breakable, long-life records which are all the same convenient small size!

Records that are free of surface noise and free of sound distortion throughout the entire playing area! Only the distortion-free "quality-zone" is used.

The convenience of storing several hundred of the new records in an average-size console cabinet!

While bringing you the most perfect music reproduction ever devised, this new system does not make your present phonograph and records obsolete! You simply attach the new plug-in player unit to the instrument you have now, and enjoy both the old and the new!

And there will be a variety of other models, com-

plete in themselves. Altogether, they will make this new standard for recorded music available at prices within the reach of every pocketbook!

WHY A NEW SYSTEM?

With the advent of the automatic changer, mechanical difficulties were encountered which frequently resulted in damage to records. Moreover, the cost of repairing changer units, plus the inconvenience to the consumer, prompted RCA Victor to commission its engineers to develop a new system based on the following objectives:

1. To design the best record ever produced.
2. To develop a trouble-free automatic mechanism for changing records.

In pursuing these objectives the engineers were instructed to disregard all limitations or restrictions formerly placed on the design of both players and records.

These objectives have been achieved in RCA Victor's new system of recorded music! This you will know when you see and hear its superb performance. Here are the first record and automatic record player ever designed to go together!

You will thrill to their performance. The player is compact and light—it weighs under six pounds! The turntable is less than 7 inches in diameter, with a spindle of 1 $\frac{1}{2}$ inches diameter. The tiny records slide on and off with amazing ease! Inside the spindle is a trigger record-changer mechanism that releases records with precision and camera-shutter speed. It

WHY 45 RPM?

The use of a new turntable speed of 45 rpm in the RCA Victor system is fundamental to its outstanding performance. For the size of the record and the extremely high quality standards that were demanded, it was determined, mathematically and by other scientific tests, that 45 revolutions per minute was the speed that would accomplish the desired results.

If it turns faster than 45 rpm, the small convenient record will not carry enough music. If a record of this size goes slower, part of the music inevitably becomes distorted. But at just this speed, the engineers have achieved all the other advantages with the most life-like TONE QUALITY in the history of recorded music!

Toward a new standard

In the new 45 rpm victrola system, RCA Victor sincerely believes that a new standard in performance and value has been established... a new standard that is unmatched by any other record or record player available to the public at this time.

We believe firmly that this IS a genuine new standard and that the record business is bigger than any one company. In recent weeks we therefore have shown the new Victrola system to the entire industry, record as well as instrument manufacturers. The results of ten years of development and research, together with our blueprints and technical knowledge, have been offered them for their use at no charge.

We are firmly convinced that the 45 rpm system will be the criterion for standardization in the future. We are equally sure that the public will corroborate this belief. For the new system of a record and a player BUILT TO GO TOGETHER will deliver better music, to more people, at less cost!

Answers to your questions

RCA VICTOR has been deluged with questions about its completely new phonograph-record system. Never has a new development in the field of recorded music caused so much comment! Here are the answers to your questions:



1. Does the new 45 rpm system make my present conventional record player and records obsolete?

No! RCA Victor will continue to produce conventional records in all musical categories. And we will continue to improve this 78 rpm product, giving you the benefit of every technical advance that is physically possible to incorporate into the conventional record system.

2. Does the new system work with my present conventional phonograph or radio?

Yes! The compact, inexpensive plug-in player unit illustrated on this page easily attaches to your radio, phonograph, or television combination.

3. Is there an improvement in tone quality?

Yes! Here is music clear, brilliant, "live" almost beyond belief! This is achieved through a unique combination of factors: the 45 rpm speed; recording only in the quality zone; the absence of surface noise; the lightness of the tone arm.

4. How else is the new record better?

The new records are smaller, non-breakable, light weight. They are all the same size! Their special "shoulders" eliminate surface wear. They can be stored conveniently in any bookcase... almost 150 records fit on one foot of shelf. Albums are small, and dustproof.

5. Is the new record-changer an improvement?

Yes! It is foolproof, quick, *silent!* The simple mechanism works *inside the spindle*. Time lapse between records is only a few seconds. It *cannot* damage records. And no needle to change; it uses the famous RCA Victor "Silent Sapphire" permanent point pick-up.



6. Is it easier to operate?

Yes! Stack up to ten records on the changer spindle, and you can enjoy more than 50 minutes of playing time without touching the record player. With only *one* reversal of the records, you can get one hour and forty minutes of just the music *you* want. No forced combinations; you have complete freedom of selection.

7. Is the new system more economical?

Yes! It is now possible to produce a better record at less cost. Non-breakable and made of the finest vinyl plastic, it has longer playing life than conventional records — up to 10 times as long! Their smallness and lightness enable speed and economy in distribution. *Your* savings in record costs will more than offset the moderate price of the 45 rpm player attachment or self-contained unit.

PROGRESS OF THE "45"

Here's what's happened to the RCA "45" since it was introduced to the public five years ago

1. 14 records can now be stacked on the spindle, providing up to 3 hours of listening time.
2. "New Orthophonic" high-fidelity sound has been added.
3. "Extended Play" (EP) has increased playing time from 3 to 8 minutes for each side of the record.

SMASH HIT! The RCA "45" has generated a new interest in recorded music. In 1949 — when the "45" was introduced — total sales for the record industry were \$160,000,000. This year the volume is expected to reach a new high of \$225 million!

TO CELEBRATE this enormously successful 5th anniversary of the "45", RCA is now offering another record first... the "Listener's Digest." In brief the "Listener's Digest" is a package consisting of an automatic 45 "Victrola" phonograph, a 42-page musical enjoyment guide, and — for the first time — a collection of some of the world's finest music in digest form. Twelve superb symphonies and concertos, carefully edited so that the real cream of the music remains, have been transcribed on 10 RCA Victor High Fidelity "45EP" records.

That's the five-year story of the "45". It reaffirms RCA Victor's long-standing policy to: "Give the public recordings of the finest artists and the finest music... to achieve through our instruments and records the finest possible musical reproduction... to make available to the public the achievements of RCA's world-renowned scientists and engineers."

*"Victrola"—T. M.
Reg. U. S. Pat. Off.

RCA VICTOR



PIONEER AND WORLD LEADER IN RECORDED MUSIC

MUSIC AS WRITTEN

EARTHA KITT INKED FOR 'PATTERSON'...

Eartha Kitt signed a two-year contract with producer Leonard Sillman this week (26) to star in the up-coming Broadway legit, "Mrs. Patterson." Drama by Charles Sebree and Greer Johnson will be staged by Guthrie McClintic and is set to open in Cleveland on September 20.

Miss Kitt, in her third week at the Mocambo here, appeared for Sillman in the legit hit, "New Faces."

ELGART OPENS AT ASTOR...

The Les Elgart ork opens Monday (2) at the Hotel Astor here. The ork plays the location for a two-to-four-week period. Thrush Paul Adams has joined the band. The band, booked by the Music Corporation of America, has just completed a two-week stand in

DANISH CONCERT

USAF Band Plays Tivoli At No Cost

By TED WOLFRAM
COPENHAGEN, Denmark, July 31.—The fact that the big U. S. Air Force Band gave all five of its concerts here on Saturday (24) and Sunday (25) in Tivoli amusement park discloses a situation that is probably unique—a

(Continued on page 42)

ANOTHER BMI "PIN-UP" HIT

CINNAMON SINNER

Recorded by **TONY BENNETT** Columbia

Published by **RALEIGH MUSIC PUBLISHING CO.**



"ANSWER ME, MY LOVE"

Coming Up Fast!

"THE LITTLE SHOEMAKER"

BOURNE, INC.

136 W. 52nd Street New York 19

SONG FROM THE CAINE MUTINY

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

by JIMMY McHUGH and CLARENCE GASKILL

MILLS MUSIC, INC.

Recorded On All Major Labels

THE HIGH AND THE MIGHTY

7 BIG RECORDS

M. WITMARK & SONS

Asbury Park, N. J. The Astor booking is the Elgart band's first big-city date.

MANAGEMENT OF MORROW SHIFTS...

The George Thompson-Ralph Flanagan office is no longer handling management matters for Buddy Morrow and his orchestra. Until the recent split between the Flanagan and Morrow bands and Herb Hendler, the two orks were directly associated in many matters. The Morrow band is still being booked, however, thru the General Artists Corporation, as is the Flanagan crew.

HARRY CARLSON HOSTS CINCY TRADE PEOPLE...

CINCINNATI—Local disk jockeys, music men and members of the press and radio were guests of Harry Carlson, personal manager to Decca baritone, Dick Noel, at a cocktail session and dinner at Moonlight Gardens of Coney Island here Friday night (30). Occasion marked Noel's opening at Moonlight Gardens as an added attraction with Charlie Kehrer's band. He's in for a week, with Frank Hanshaw, of the local GAC office, making the booking.

MARCO POLO INKED TO JOYCE PACT...

Jolly Joyce continues to add to his talent stable with recording names in signing Marco Polo to his Jolly Joyce Theatrical Agency. The former Harry James and Charles Spivak vocalist is inked to Coral Records. Joyce office will hold exclusive booking management contract on the singer.

New York

Ed Barsky has taken over the distribution of "X" Records in the Philadelphia territory. Lou Boorstein's Transdisc distributing firm, which formerly handled the line there, decided to shorten its distribution lines and will concentrate on "X" Records in the New York; Hartford, Conn., and Boston territories. . . . Lea Mathews, formerly with the Willis Conover band in the Washington area, has joined the Woody Herman ork replacing Dolly Houston. . . . Frank Walker, M-G-M Records chief executive, became a grandfather this week when a daughter was born to Mr. and Mrs. John Walker at Sinai Hospital, Baltimore. . . . Hugo

Winterhalter made the rounds of Baltimore deejays last week accompanied by Lee Shapiro, record sales manager for the D. & H. Distributing Company. . . . Leo Fuld, disk and personal appearance star in Europe, who recorded here on the London label, is currently playing in Israel. His disking affiliation in Europe is now with the Columbia label there.

Chicago

Julius La Rosa is due in town this week on a deejay promotion tour. . . . Lola Dee, Mercury artist, is making plans for an extended tour of personal appearances. . . . Tommy Leonetti opens at Eddie's, Kansas City, Mo., for 2 weeks beginning August 6. . . . Capitol Records held its fall dealer preview last week, with over 400 dealers and guests turning out to see the new album line.

Barney Fields, district manager for Label X, is a new papa. His wife, Elaine, presented him with a boy, Keith Brian, July 27. . . . Decca Records is planning a Four Aces week to tie in with the groups' third appearance in a year at the Chicago Theater. The Aces open there August 20. . . . The Crew Cuts, Mercury artists currently riding with their hit, "Sh-Boom," are appearing at the Chicago Theater. . . . Dick Contino opens at the Chez Paree in October. . . . Art Van Damme has been renewed by Columbia Records and will do a session with Felicia Sanders early next month.

Bob Cole, independent record promoter, joins the vacation list and is headed for California. . . . Jill Corey will handle vocal

(Continued on page 43)

Diskeries on Way To Tax Break

WASHINGTON, July 31.—The record industry won its first major step toward the elimination of the excise tax on phonograph records this week when the Senate finance committee acted favorably on proposed legislation which would lift the 10 per cent tax on disks which has been in effect for years.

The tax is placed on the price of disks on their first sale—from manufacturer to distributor.

Product Conflict Problems

• Continued from page 14

several weeks because Colgate, which owns 8-9 thrice monthly, objected. One of its less important products is its Cashmere Bouquet lipsticks.

Unhappy Mating

But these are direct product conflicts. Last season, "This Is Showbusiness" on CBS-TV was co-sponsored by Schick electric shavers and Carter Products, which sold its Rise, a shaving cream on the show and therefore was competitive. The mating was an unhappy one and broke up.

An even more extreme product conflict was between a container corporation and a firm which made products which were sold in containers. The latter advertiser was afraid that the public and other container manufacturers might feel that by co-sponsoring the show, it was indirectly endorsing the former sponsor. The business of the container company was never accepted.

More product conflicts are likely to develop because many companies which did not sell to consumers but whose main business was filling the needs of firms in the consumer market for chemicals and metals have started to use TV for the direct sell. Monsanto Chemical's All is now in direct competition with Procter & Gamble's Tide, Lever Brothers' Surf, Colgate's Fab and the other detergents.

Diversification

The tendency to diversify is also apparent in the number of new products being marketed by established companies. Procter & Gamble now has a home permanent being tested, Pin-it, which will put into a product conflict with Toni-Gillette, Warner-Hudnut, Helene Curtis and other manufacturers. P.&G. re-entered the toothpaste field in a big way this year with Gleam, which is now setting all kinds of records after its big flop with Teel, a liquid tooth cleaner.

Recently, however, the trend toward diversification has had some setbacks. General Mills sold its electric division, which made toasters, to the McGraw Electric Company, and Lever Brothers has unloaded its Harriet Hubbard Ayer line of cosmetics, which is said to be responsible for the loss of \$3,000,000.

The primary area of conflict trouble is daytime TV, where the personality shows are sold in quarter-hour segments. This means that half-hour strips like Bob Crosby, Garry Moore, etc., can usually have as many as 10 clients if sponsors cannot be obtained who want more than one quarter-hour segment. Since the leading purchasers of daytime TV by categories are food and food products, soap, cleansers and polishes, toiletries and toilet goods, and household equipment, the network sales staffs usually are in trouble by the time they start to sell the last few segments of these daytime personality shows, unless they find advertisers who take two or three quarter hours at a clip.

Product Exclusivity

As a consequence, the webs have slowly started to rule out exclusivity. On participation shows like the "Morning Show," sponsors only get exclusivity for the product they advertise, not their entire line. And Best Foods, which has a segment of Garry Moore for Rit and Shinola, gave way to the persuasion of CBS-TV and allowed Swift on for its All-sweet margarine, the Best sells Nocola, which is also an oleo.

It is more than likely that the kind of exclusivity which prevailed in radio and in the early days of TV will become a thing of the past on TV. The power of the medium and the desire of advertisers to use it will give the nets enough of a weapon so they can make sponsors accept certain conditions which they never could have in the old days.

MUSICMEN FETE DECCA'S PERRY

HOLLYWOOD, July 31.—Approximately 100 music tradesters turned out en masse this week (28) to honor Joe Perry on the occasion of his 20th anniversary with Decca Records.

The surprise party was occasioned by the award of a plaque inscribed, "May Fortune Hold an Open Purse for 'Decca Joe,' the People's Choice," and a watch reading "From His Pals."

Music publishers, song-pluggers and artist and repertoire men from all firms and a representative body of recording artists were in attendance.

TIMES SQUARE

Astor Sold; Long Key Talent Spot

NEW YORK, July 31.—The Astor Hotel on Times Square here, for many years a key location date for bands and cocktail units, has been sold to the Webb and Knapp real estate firm headed by William Zeckendorf in association with Benjamin H. Swig of San Francisco.

The new owners have announced that the 51-year-old hotel will continue to operate as it now is under the direction of Robert K. Christenberry.

The new owners also announced that the hotel will be completely refurbished and air-conditioned, and that it will have "a Parisian flavor and will be the most exciting place for people to sleep, dine and enjoy themselves."

RCA Sets Record For Earnings and Sales for 6 Mos.

NEW YORK, July 31.—The Radio Corporation of America set all-time record for sales and earnings during the first half of 1954, when the company's sales of products and services reached \$444,369,000 and earnings, before taxes, amounted to \$39,603,000. The sales total was 8 per cent above the previous record.

According to Brig. Gen. David Sarnoff, RCA board chairman, net profit for the first six months of this year was \$19,68,000, or 6 per cent above the net for the first half of 1953.

The second quarter of 1954 also saw RCA set an all-time record volume, when sales and services totaled \$217,760,000. Earnings per share of common stock for the second quarter were 60 cents. Common share earnings for the first year were \$1.26.

SPA Membership Now Put at 2,400

NEW YORK, July 31.—This week the membership of Songwriters' Protective Association reached 2,400. New members include John Rox, writer of "There Never Was a Night So Beautiful"; Carl Barefoot, country writer; Clara Edwards, standard composer; conductor Sylvan Levin, songstress Lillian Roth, poet and lyricist Ogden Nash, Bob Thiele, Belle Nardone, Edward Pola, Penny Olson, Rudy Raksin, Lucille Johnson and two British writers, Cecil Norman and Joseph Gilbert.

BENNETT CARDS ON D. C. JUKES

WASHINGTON, July 31.—Tony Bennett scored a huge assist this week when Hirsh de La Viez, head of Hirsh Coin Machine Company, decided to place cards in all his locations and on all his machines and counter boxes containing the lyrics to Bennett's latest Columbia waxing, "Cinnamon Sinners."

The cards, which Bennett has been passing out to fans and trade people, also contain his picture as well as a recap of all his current waxings. More than 8,000 of them will be put on location in Washington.

4-Star Hypes 33 Output for Use by Jocks

HOLLYWOOD, July 31.—Bill McCall Sr., president of Four-Star Records, Inc., this week increased production of his 33 1/2 disk jockey promotion records, boosting shipments to some 2,200 radio stations to a one-disk-per-week schedule.

Four-Star's disk jockey service, an eight-tunes-per-disk micro-groove recorded platter, has been in operation for the past five years. Disk features four tunes per side, with a total maximum playing time of 24 minutes allotted on the 10-inch E.T. McCall's latest shipment of disk jockey records was accompanied last week by a letter querying radio

(Continued on page 42)

2-MIL PLUS

Shea Back After Tour Of Europe

HOLLYWOOD, July 31.—Gospel singer George Beverly Shea returned from a five-month tour of England and Europe last week after playing to a total of 2,047,000 people with the Billy Graham troupe.

Unit appeared at the Harrangay Arena in London for three months, the longest run for a single event in England. In addition, the troupe played Finland, Sweden, Denmark, Holland, Germany and France.

Shea skied to Washington last weekend for the International Christian Endeavor convention, and is scheduled to rejoin Billy Graham in Nashville on August 22. Graham is currently recovering from a kidney operation in Asheville, N. C.

FRIENDS AND NEIGHBORS

Recorded by

Billy Cotton London

Sammy Kaye Columbia

The Plunkett Family Essex

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Roy Rogers Bell

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★ A BILLBOARD SPOTLIGHT

★ A CASHBOX BEST BET

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

"This is why I love you"

YOUR TICKET TO SALES RESULTS—

THE ADVERTISING COLUMNS OF THE BILLBOARD!

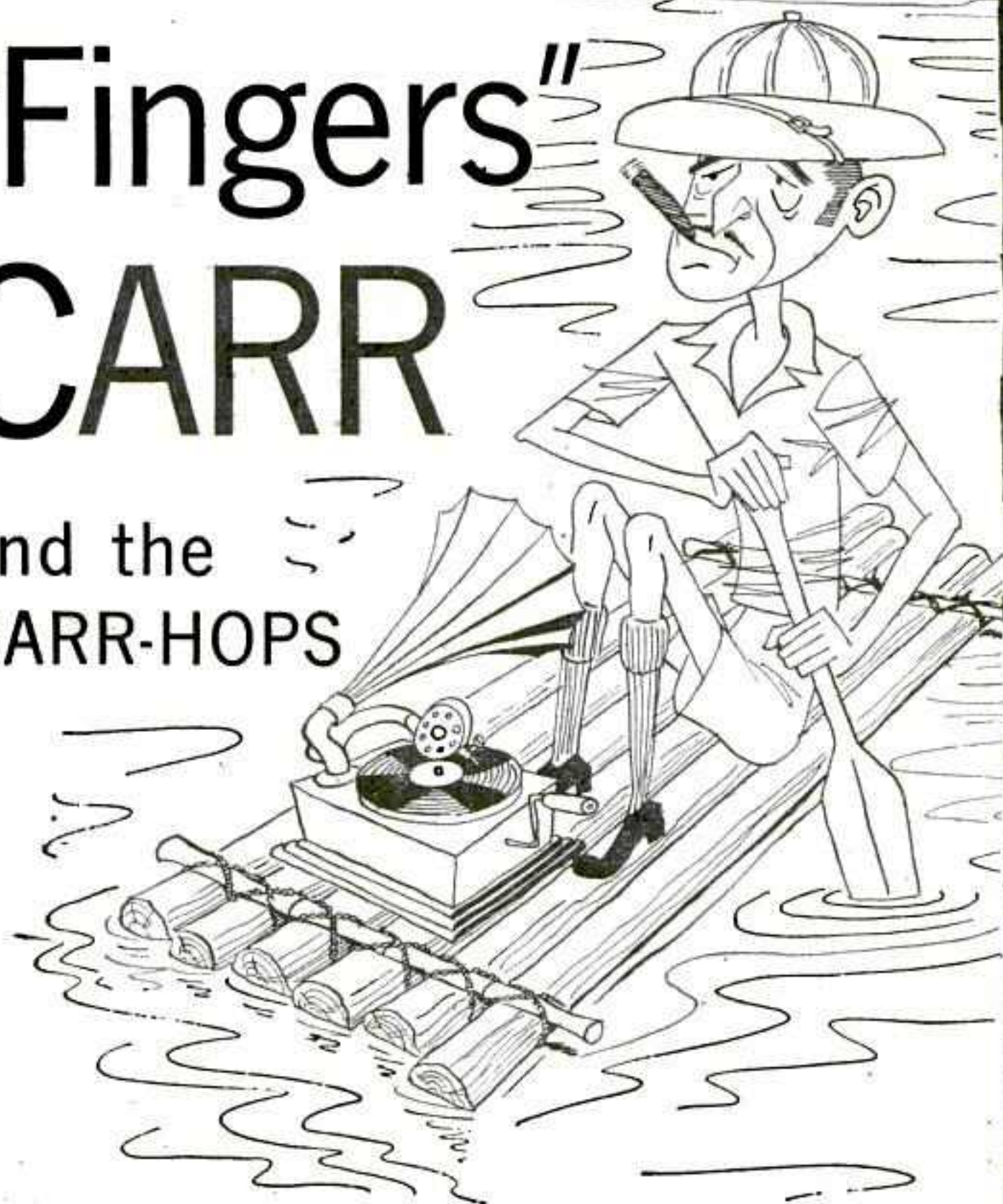
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A NOVELTY
SENSATION!

by **JOE**

"Fingers"
CARR

and the
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"MR. and MRS.
COCYNU"

coupled with
"PUT ANOTHER ROLL ON
THE PLAYER PIANO"

on Capitol Record No. 2883



**ELLA MAE
MORSE**

has the swingin' hits of the year—

"Money Honey"

b/w

"I Love You,
Yes I Do"

from her
great
new
album
"Barrelhouse,
Boogie, and
the Blues"



Capitol Record No. 2882



**"ROCK,
ROLL,
BALL
and
WAIL"**

—and take off with
an exciting new record—

by **BIG
DAVE**

and his orchestra!

b/w "THE BIG GOOF"

Capitol Record No. 2884

EDDIE FISHER'S

LATEST and GREATEST

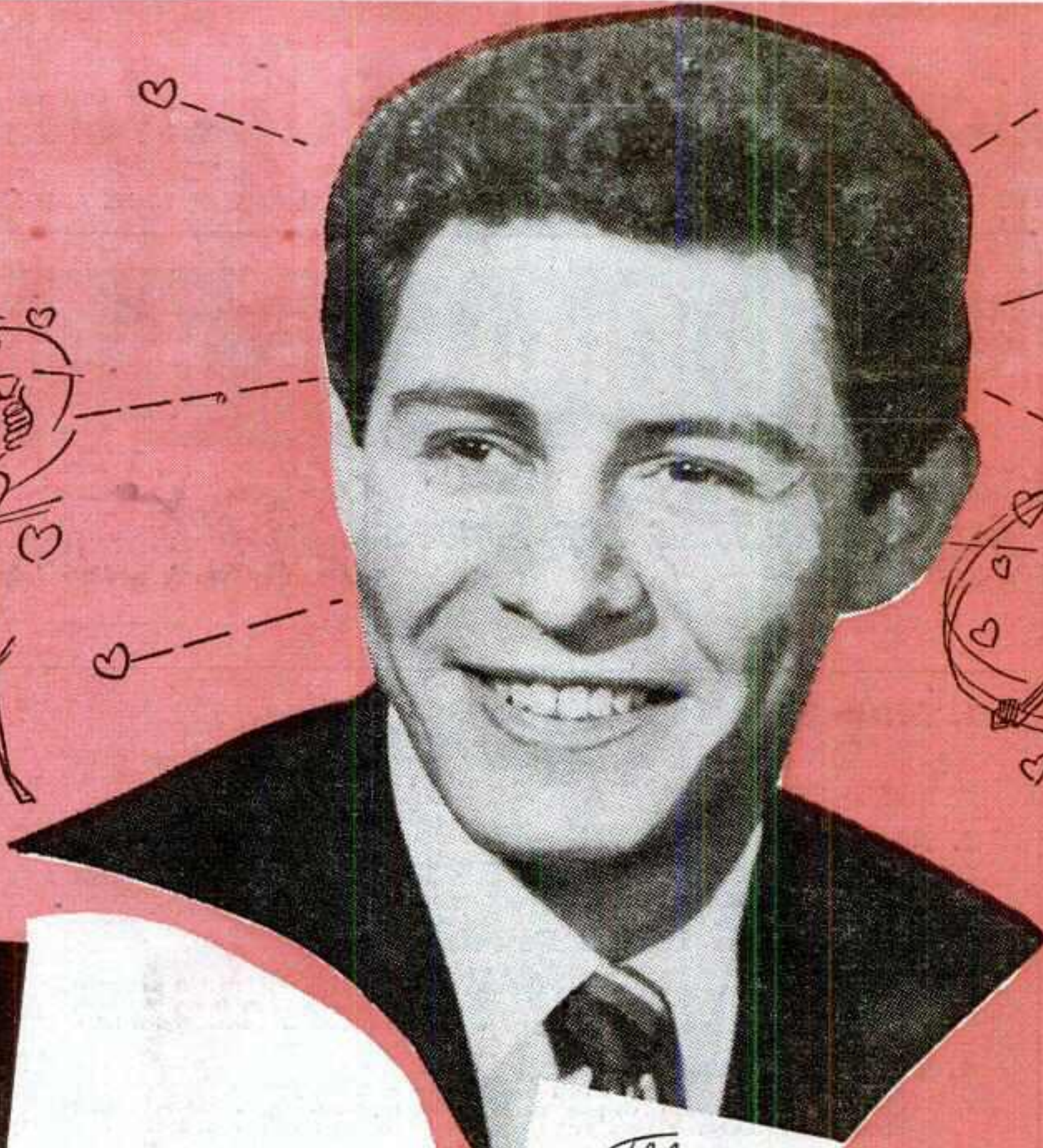
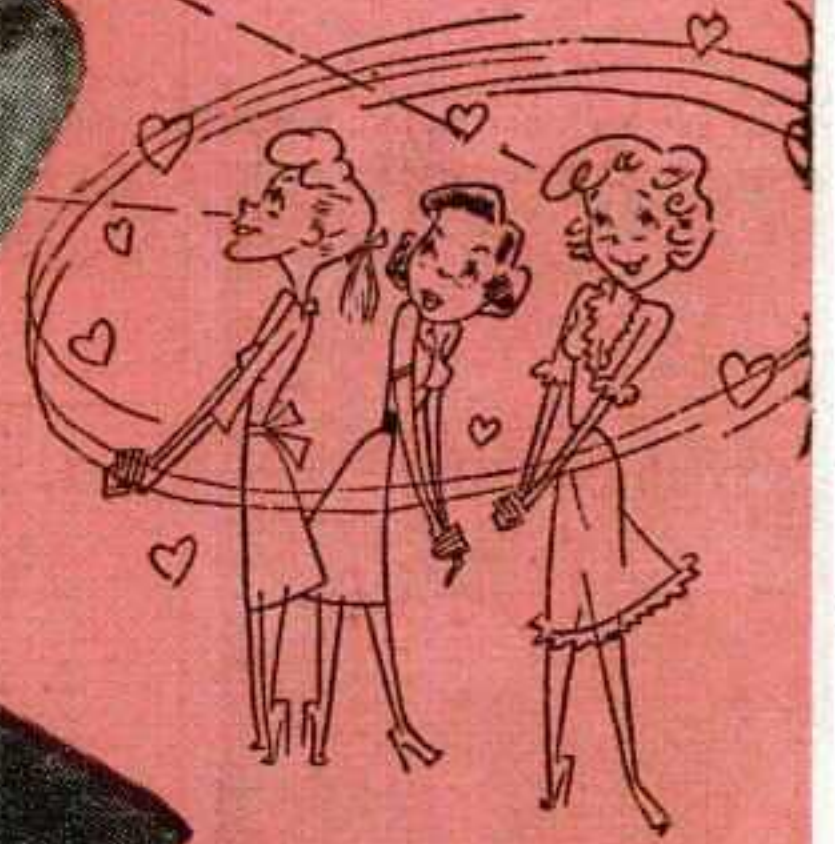
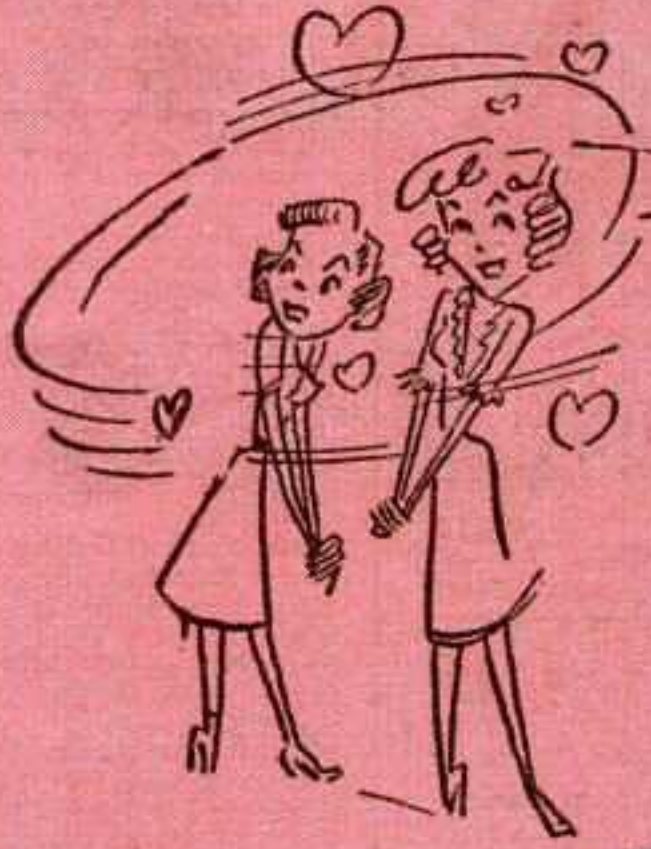
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20/47-5830

RECORDS, ALBUMS AND SHEET MUSIC — POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

Talent Corner

Eddie Fisher, still vacationing from his radio and TV network series, isn't vacationing from his disk activities. A new Fisher platter hits the market this week and it looks like the Philadelphia lad will keep ash registers jingling as the youngsters once more get a chance to buy a new



EDDIE FISHER

one by their idol. And even if every one doesn't hit the million mark, the guy is a consistent seller.

Just how much effect on the sales of his latest Victor disk (see "Spotlight" picks) the Fisher TV series has will be seen about a month from now when his



RED FOLEY

Coca-Cola show returns and he gets a chance to plug his platters.

But consistency is even more evident in the country and western market and the guy who's as steady as they come is Red Foley. They can't get enough of Red. His latest on Decca "Thank You for Calling," a cover on the Billy Walker country and Jo Stafford pop versions, is cooking up enough action to get another "Best Buy" selection for Red.

Best Selling Sheet Music

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

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

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending July 28

This Week	Last Week	Weeks on Chart
1. Little Things Mean a Lot	1	15
2. Sh-Boom	3	5
3. Three Coins in the Fountain	2	12
4. Little Shoemaker	5	6
5. Hernando's Hideaway	4	11
6. Hey, There	8	3
7. Happy Wanderer	6	14
8. I Understand Just How You Feel	7	11
8. High and the Mighty	18	2
10. Goodnight, Sweetheart, Goodnight	10	4

Second Ten

11. IN THE CHAPEL IN THE MOONLIGHT	11	3
12. I'M A FOOL TO CARE	14	3
13. IF YOU LOVE ME (REALLY LOVE ME)	8	15
14. MY FRIEND	13	7
15. CRAZY 'BOUT YOU, BABY	15	12
16. GREEN YEARS	19	8
17. JOEY	17	2
18. SWAY	—	1
19. MAN UPSTAIRS	16	15
19. THANK YOU FOR CALLING	20	3

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

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

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Tunes with Greatest Radio-TV Audiences

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

An Affair of the Heart (R)—Meridian—BMI	
Call of the South (R)—Berlin—ASCAP	
Friends and Neighbors (R)—Ross Jungnickel—ASCAP	
Green Years (R)—Harms—ASCAP	
Happy Wanderer (R)—Fox—ASCAP	
Hernando's Hideaway (R) (M)—Frank—ASCAP	
Hey There (R) (M)—Frank—ASCAP	
High and the Mighty (R) (F)—Witmark—ASCAP	
Hit and Run Affair (R)—Duchess—BMI	
I Can't Believe That You're in Love With Me (R)—Mills—ASCAP	
I Could Have Told You (R)—United—ASCAP	
I Love Johnny, Johnny (R)—Miller—ASCAP	
I Speak to the Stars (R) (F)—Witmark—ASCAP	
I Understand Just How You Feel (R)—Jubilee—ASCAP	
If You Love Me (Really Love Me) (R)—Duchess—BMI	
I'm a Fool to Care (R)—Peer—BMI	
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP	
Joey (R)—Lowell—BMI	
Little Shoemaker (R)—Bourne—ASCAP	
Little Things Mean a Lot (R)—Feist—ASCAP	
Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP	
My Friend (R)—Paxton—ASCAP	
Sh-Boom (R)—Hill & Range—BMI	
Some Day (R)—Famous—ASCAP	
Steam Heat (R) (M)—Frank—ASCAP	
Sway (R)—Peer—BMI	
There Never Was a Night So Beautiful (R)—Broadcast—BMI	
They Were Doin' the Mambo (R)—E. H. Morris—ASCAP	
Three Coins in the Fountain (R) (F)—Robbins—ASCAP	
Wanted (R)—Witmark—ASCAP	
Young at Heart (R)—Sunbeam—BMI	

Television

Don't Worry 'Bout Me (R)—Mills—ASCAP	
Even Tho (R)—Auff-Rose—BMI	
Gilly Gilly Ossenfeffer Katzenellen Bogen	
By the Sea (R)—Beaver—ASCAP	
Goodnight, Sweetheart, Goodnight (R)—Arc—BMI	
Green Years (R)—Harms—ASCAP	
He's Gone (R)—Lois—BMI	
Hernando's Hideaway (R) (M)—Frank—ASCAP	
Hey There (R) (M)—Frank—ASCAP	
I Could Have Told You (R)—United—ASCAP	
I Could Never Be Ashamed of You (R)—Auff-Rose—BMI	
If You Love Me (Really Love Me) (R)—Duchess—BMI	
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP	
Jilted (R)—Sheldon—BMI	
Little Shoemaker (R)—Bourne—ASCAP	
Money Burns a Hole in My Pocket (R)—Chappell—ASCAP	
Ricochet (R)—Sheldon—BMI	
Sh-Boom (R)—Hill & Range—BMI	
Skakiaan (R)—Shapiro-Bernstein—ASCAP	
Some Day (R)—Famous—ASCAP	
Steam Heat (R) (M)—Frank—ASCAP	
Sway (R)—Peer—BMI	
That's All She's Waiting to Hear (R)—Chandler—ASCAP	
They Were Doing the Mambo (R)—E. H. Morris—ASCAP	
This Ole House (R)—Hamblen—BMI	
Three Coins in the Fountain (R) (F)—Robbins—ASCAP	
Under Paris Skies (R)—Leeds—ASCAP	
Wedding Bells (Are Breaking Up That Old Gang of Mine) (R)—Mills—ASCAP	
Where's Ace? (R)—Zephyr—ASCAP	
You Better Not Do That (R)—Central—BMI	
Young at Heart (R)—Sunbeam—BMI	

England's Top Twenty

Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.

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

“WHAT A DREAM”



BREAKING BIG!

STRONG REPORTS FROM CINCINNATI, BOSTON, PHILADELPHIA, BUFFALO, CLEVELAND, MILWAUKEE, ST. LOUIS, DURHAM AND CHICAGO . . . BILLBOARD BEST BUY, WEEK OF JULY 31



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not 1...
 not 2...
 but **3** TERRIFIC
 VERSIONS
 OF A
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FRANK CHACKSFIELD
Smile
 backed by
PIPER IN THE HEATHER
 1487 & 45-1487



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LOVE IS A BEAUTIFUL STRANGER
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over 175,000 sold in South Africa

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BULAWAYO SWEET RHYTHMS BAND

London

RECORDS



The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending July 28

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

This Week	Record	Last Week	Weeks on Chart
1.	SH-BOOM—Crew Cuts..... I Spoke Too Soon—Mercury 70404—BMI	2	5
2.	LITTLE THINGS MEAN A LOT— K. Kallen I Don't Think You Love Me Anymore— Dec 29037—ASCAP	1	17
3.	LITTLE SHOEMAKER—Gaylords Mecque, Mecque—Mercury 70403—ASCAP	5	6
4.	HERNANDO'S HIDEAWAY— A. Bleyer S'il Vous Plait—Cadence 1241—ASCAP	3	11
5.	HEY THERE—R. Clooney This Ole House—(25)—Col 40266—ASCAP	7	4
6.	THREE COINS IN THE FOUNTAIN— Four Aces Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	4	12
7.	IN THE CHAPEL IN THE MOON- LIGHT—K. Kallen Take Everything But You—Dec 29130—ASCAP	8	4
8.	HAPPY WANDERER—F. Weir From Your Lips—London 1448—ASCAP	6	15
9.	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters Heavenly Feeling—Coral 61187—BMI	11	6
10.	I'M A FOOL TO CARE— L. Paul-M. Ford Auctioneer—Cap 2839—BMI	13	4
11.	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes Sugar Lump—Jubilee 5132—ASCAP	9	11
12.	CRAZY 'BOUT YOU, BABY— Crew Cuts Angelia Mia—Mercury 70341—BMI	17	14
13.	SH-BOOM—Chords Cross Over the Bridge—Cap 104—BMI	12	6
14.	HIGH AND THE MIGHTY— L. Holmes Lisa—M-G-M 11761—ASCAP	25	2
15.	LITTLE SHOEMAKER— H. Winterhalter Magic Tango—V 20-5769—ASCAP	15	4
16.	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr Man Upstairs—(27)—Cap 2769—BMI	10	16
17.	HIGH AND THE MIGHTY— L. Baxter More Love Than Your Love—Cap 2845—ASCAP	29	2
18.	HIGH AND THE MIGHTY— V. Young Moonlight and Roses—Dec 29203—ASCAP	—	1
19.	SWAY—D. Martin Money Burns a Hole in My Pocket— Cap 2818—BMI	18	3
20.	THREE COINS IN THE FOUNTAIN— F. Sinatra Rain—Cap 2816—ASCAP	16	10
21.	I UNDERSTAND JUST HOW YOU FEEL—J. Valli Love, Tears and Kisses—V 20-5740—ASCAP	14	9
22.	THEY WERE DOING THE MAMBO— V. Monroe Mister Sandman—V 20-5767—ASCAP	—	1
23.	JOEY—B. Madigan And So I Walked Home—M-G-M 11716—BMI	24	8
24.	SOMEDAY—F. Laine There Must Be a Reason—Col 40235—ASCAP	25	6
25.	HAPPY WANDERER—H. Rene My Impossible Love—V 20-5715—ASCAP	18	13
25.	THIS OLE HOUSE—R. Clooney Hey There—(5)—Col 40266—BMI	—	1
27.	MAN UPSTAIRS—K. Starr If You Love Me (Really Love Me)—(16)— Cap 2769—BMI	20	17
28.	CINNAMON SINNER—T. Bennett Take Me Back Again—Col 40272—BMI	—	1
29.	THANK YOU FOR CALLING— J. Stafford Where Are You?—Col 40250—BMI	22	8
30.	MOONLIGHT AND ROSES— Three Suns Crazy Legs—V 20-5768—ASCAP	—	2

This Week's Best Buys

THE ITALIAN HUCKLEBUCK (United)
ASCAP)—Lou Monte—RCA Victor 20-5832

The disk is just now reaching some territories, the areas which have already been delivered and which have gotten the disk around to disk jockeys, operators and dealers report good to strong sales activity. Hottest territories at this stage are Boston, New York, Philadelphia, Buffalo, St. Louis and Providence. Looks like a likely big-city item. Flip side is "Just Like Before" (B-V-C, ASCAP). A previous Billboard "Spotlight" pick.

THE HIGH AND THE MIGHTY (Witmark,
ASCAP)—Victor Young Ork—Decca 29203

The powerful combination of the motion picture and tune material of the same name has moved this third version of "The High and the Mighty" into the best selling pop charts. While the Leroy Holmes and Les Baxter diskings are still leading the race, this version is doing particularly well in Philadelphia, Buffalo, Cleveland, Chicago, Milwaukee and St. Louis. Flip is "Moonlight and Roses (Villa Moret, ASCAP).

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

CARA MIA (Feist, ASCAP)—Dick Whitfield-
Mantovani Ork—London 1486

A big tune in England, "Cara Mia" seems to be heading for the hit lists in this country too. The Whitfield-Mantovani disk placed on both the Boston and Cleveland charts this week and is showing sales strength in New York, Cincinnati, Chicago, Detroit, Milwaukee and St. Louis. Flip side is "How, When or Where."

Please send The Billboard

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The Billboard	2160 Patterson St. • Cincinnati 22, Ohio
	752

Most Played in Juke Boxes

For survey week ending July 28

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

This Week	Record	Last Week	Weeks on Chart
1.	LITTLE THINGS MEAN A LOT— K. Kallen..... I Don't Think You Love Me Anymore— Dec 29037—ASCAP	1	13
2.	THREE COINS IN THE FOUNTAIN— Four Aces..... Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	2	12
3.	HERNANDO'S HIDEAWAY— A. Bleyer..... S'il Vous Plait—Cadence 1241—ASCAP	3	10
4.	SH-BOOM—Crew Cuts..... I Spoke Too Soon—Mercury 70404—BMI	10	3
5.	LITTLE SHOEMAKER—Gaylords..... Mecque, Mecque—Mercury 70403—ASCAP	4	4
6.	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes..... Sugar Lump—Jubilee 5132—ASCAP	9	9
7.	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters..... Heavenly Feeling—Coral 61187—BMI	12	2
8.	HAPPY WANDERER—F. Weir..... From Your Lips—London 1448—ASCAP	8	13
9.	LITTLE SHOEMAKER— H. Winterhalter..... Magic Tango—V 20-5769—ASCAP	11	4
9.	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen..... Take Everything But You—Dec 29130—ASCAP	18	2
11.	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr..... Man Upstairs—Cap 2769—BMI	7	13
12.	SH-BOOM—Chords Cross Over the Bridge—Cap 104—BMI	5	4
13.	WANTED—P. Como..... Look Out the Window—V 20-5647—ASCAP	6	22
14.	I'M A FOOL TO CARE— L. Paul-M. Ford..... Auctioneer—Cap 2839—BMI	13	2
15.	SOMEDAY—F. Laine..... There Must Be a Reason—Col 40235—ASCAP	14	5
16.	CRAZY 'BOUT YOU, BABY— Crew Cuts..... Angelia Mia—Mercury 70341—BMI	14	8
17.	HIGH AND THE MIGHTY— J. Desmond..... In God We Trust—Cor 51204—ASCAP	—	1
18.	HAPPY DAYS AND LONELY NIGHTS—Fontane Sisters..... If I Didn't Have You—Dot 15171—ASCAP	—	1
19.	HEY, THERE—R. Clooney..... This Ole House—Col 40266—ASCAP	—	1
20.	MAN UPSTAIRS—K. Starr..... If You Love Me (Really Love Me)— Cap 2769—BMI	14	14

Most Played by Jockeys

For survey week ending July 28

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

This Week	Record	Last Week	Weeks on Chart
1.	SH-BOOM—Crew Cuts..... I Spoke Too Soon—Mercury 70404—BMI	2	5
2.	LITTLE THINGS MEAN A LOT— K. Kallen..... I Don't Think You Love Me Anymore— Dec 29037—ASCAP	1	17
3.	LITTLE SHOEMAKER—Gaylords..... Mecque, Mecque—Mercury 70403—ASCAP	5	6
4.	THREE COINS IN THE FOUNTAIN— Four Aces..... Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	4	12
5.	HERNANDO'S HIDEAWAY— A. Bleyer..... S'il Vous Plait—Cadence 1241—ASCAP	3	12
6.	HEY, THERE—R. Clooney..... This Ole House—Col 40266—ASCAP	11	3
7.	THREE COINS IN THE FOUNTAIN— F. Sinatra..... Rain—Cap 2816—ASCAP	6	11
8.	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen..... Take Everything But You—Dec 29130—ASCAP	7	4
9.	I'M A FOOL TO CARE— L. Paul-M. Ford..... Auctioneer—Cap 2839—BMI	13	4
10.	LITTLE SHOEMAKER— H. Winterhalter..... Magic Tango—V 20-5769—ASCAP	15	4
11.	I UNDERSTAND JUST HOW YOU FEEL—J. Valli..... Love, Tears and Kisses—V 20-5740—ASCAP	8	10
12.	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters..... Heavenly Feeling—Coral 61187—BMI	—	2
13.	CRAZY 'BOUT YOU, BABY— Crew Cuts..... Angelia Mia—Mercury 70341—BMI	12	11
14.	THIS OLE HOUSE—R. Clooney..... Hey There—Col 40266—BMI	—	1
15.	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr..... Man Upstairs—Cap 2769—BMI	10	16
16.	GREEN YEARS—E. Fisher..... My Friend—V 20-5748—ASCAP	16	8
17.	HIGH AND THE MIGHTY—L. Baxter..... More Love Than Your Love—Cap 2845—ASCAP	—	1
18.	HAPPY WANDERER—F. Weir..... From Your Lips—London 1448—ASCAP	9	14
19.	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes..... Sugar Lump—Jubilee 5132—ASCAP	16	8
20.	MAKE HER MINE—Nat (King) Cole..... I Envy—Cap 2803—ASCAP	—	2

ABSOLUTELY SPECTACULAR!

THE NEW HIT FROM SOUTH AFRICA

'SKOKIAAN'*

*"SKOKIAAN" IS A SOUTH AFRICAN DRINK PREPARED BY THE ZULU TRIBES.

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MARTERIE

AND HIS ORCHESTRA

FEATURING THE ALTO SAXOPHONE

NOW SHIPPING! Contact Your Mercury Distributor



MERCURY RECORD NO. 70432 • 70432X45

THE VOICES THREE
DOES YOUR HEART BEAT FOR ME
and
DEVIL LIPS

MGM 11793 78 rpm
 K 11793 45 rpm

HANK WILLIAMS

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

MGM 11768 78 rpm
 K 11768 45 rpm

THE STUARTS

HOW ABOUT ME
and
GET OUT AND GET UNDER THE MOON

MGM 11782 78 rpm
 K 11782 45 rpm

HOT PLATTERS FROM M-G-M



JONI JAMES

IN A GARDEN OF ROSES *EVERY DAY*

MGM 11753 78 rpm • K 11753 45 rpm

BOB STEWART

THE DANCE OF THE HOURS
SAID

MGM 11795 78 rpm • K 11795 45 rpm

CASH BOX SLEEPER

VARIETY BEST BET

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

Whistling by FRED LOWERY

THE HIGH and the MIGHTY

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

Recorded directly from the Sound Track of the MGM Film "The Flame and the Flesh."

CARLOS THOMPSON

NO ONE BUT YOU
and
PEDDLER MAN

MGM 11771 78 rpm
 K 11771 45 rpm

BILLY MOORE QUARTETTE

OUT OF THE BUSHES

and
THAT DON'T DO ME NO GOOD
 MGM 11777 78 rpm
 K 11777 45 rpm

BETTY MADIGAN



JOEY

and
AND SO I WALKED HOME
 MGM 11716 78 rpm • K 11716 45 rpm

FRAN WARREN

THE MAN THAT GOT AWAY

and
LOVE ME, LOVE
 MGM 11769 78 rpm • K 11769 45 rpm

M-G-M RECORDS

MAKE FRIENDS WITH RECORDS

The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

For survey week ending July 28

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

Atlanta

1. Hey, There, R. Clooney, Col.
2. Little Things Mean a Lot, K. Kallen, Dec.
3. Three Coins in the Fountain Four Aces, Dec.
4. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
5. Hernando's Hideaway, A. Bleyer, Cdc.
6. I'm a Fool to Care L. Paul & M. Ford, Cap.
7. In the Chapel in the Moonlight K. Kallen, Dec.
8. Sh-Boom, Chords, Cat.
9. High and the Mighty, L. Baxter, Cap.
10. Sway, D. Martin, Cap.

Balti.-Wash.

1. Sh-Boom, Crew Cuts, Mer.
2. Little Things Mean a Lot K. Kallen, Dec.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. Hey, There, R. Clooney, Col.
5. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
6. Happy Wanderer, F. Weir, Lon.
7. Little Shoemaker, Gaylords, Mer.
8. High and the Mighty, L. Baxter, Cap.
9. Three Coins in the Fountain F. Sinatra, Cap.
10. Three Coins in the Fountain Four Aces, Dec.

Boston

1. Little Things Mean a Lot K. Kallen, Dec.
2. Hey, There, R. Clooney, Col.
3. High and the Mighty L. Holmes, MGM.
4. Little Shoemaker, Gaylords, Mer.
5. High and the Mighty, L. Baxter, Cap.
6. Sh-Boom, Chords, Cat.
7. What a Dream, P. Page, Mer.
8. Cara Mia, D. Whitfield, Lon.

Buffalo

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, S. Davis Jr., Dec.
3. Little Shoemaker, Gaylords, Mer.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. Little Things Mean a Lot K. Kallen, Dec.
6. Moonlight and Roses, Three Suns, V.
7. In the Chapel in the Moonlight, K. Kallen, Dec.

Chicago

1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. Little Things Mean a Lot K. Kallen, Dec.
4. Hey, There, R. Clooney, Col.
5. Hernando's Hideaway, A. Bleyer, Cdc.
6. High and the Mighty, V. Young, Dec.
7. Sway, D. Martin, Cap.
8. High and the Mighty J. Desmond, Cor.
9. High and the Mighty L. Holmes, MGM.
10. Happy Wanderer, F. Weir, Lon.

Cincinnati

1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. Hey, There, R. Clooney, Col.
4. Little Things Mean a Lot K. Kallen, Dec.
5. Three Coins in the Fountain Four Aces, Dec.
6. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
7. High and the Mighty, V. Young, Dec.
8. Hernando's Hideaway, A. Bleyer, Cdc.
9. Little Shoemaker, H. Winterhalter, V.
10. In the Chapel in the Moonlight K. Kallen, Dec.

Cleveland

1. Little Shoemaker, Gaylords, Mer.
2. Cara Mia, D. Whitfield, Lon.
3. Sh-Boom, Crew Cuts, Mer.
4. Little Things Mean a Lot K. Kallen, Dec.
5. High and the Mighty L. Holmes, MGM.
6. Hernando's Hideaway, A. Bleyer, Cdc.
7. Moonlight and Roses, Three Suns, V.
8. Hey, There, R. Clooney, Col.
9. In the Chapel in the Moonlight K. Kallen, Dec.
10. Happy Wanderer, F. Weir, Lon.

Dallas-Fort Worth

1. Hey, There, R. Clooney, Col.
2. High and the Mighty, L. Baxter, Cap.
3. Little Things Mean a Lot K. Kallen, Dec.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. Hernando's Hideaway, G. Lombardo, Dec.
6. Man Upstairs, K. Starr, Cap.
7. Happy Wanderer, F. Weir, Lon.
8. Little Shoemaker, H. Winterhalter, V.

Denver

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

Detroit

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. Little Things Mean a Lot K. Kallen, Dec.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. Magic Tango, H. Winterhalter, V.
6. In the Chapel in the Moonlight K. Kallen, Dec.
7. Little Shoemaker, Gaylords, Mer.
8. Little Shoemaker, H. Winterhalter, V.
9. They Were Doing the Mambo V. Monroe, V.
10. High and the Mighty D. Tomkin, Cor.

Kansas City

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

Los Angeles

1. Little Things Mean a Lot K. Kallen, Dec.
2. Little Shoemaker, Gaylords, Mer.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. Hey There, R. Clooney, Col.
5. Sh-Boom, Chords, Cat.
6. Three Coins in the Fountain Four Aces, Dec.
7. Sway, D. Martin, Cap.
8. High and the Mighty, V. Young, Dec.
9. If You Love Me (Really Love Me) K. Starr, Cap.
10. I Understand Just How You Feel J. Valli, V.

Milwaukee

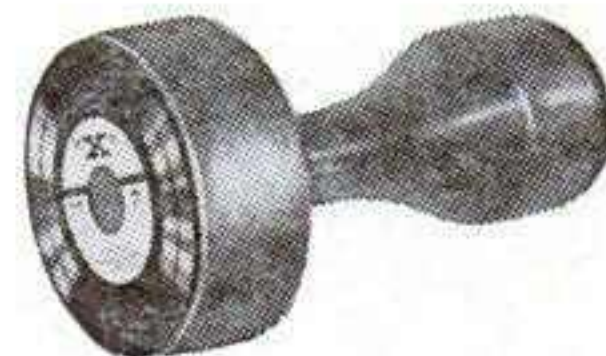
1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. Hey, There, R. Clooney, Col.
4. In the Chapel in the Moonlight K. Kallen, Dec.
5. High and the Mighty L. Holmes, MGM.
6. Money Burns a Hole in My Pocket D. Martin, Cap.
7. Little Things Mean a Lot K. Kallen, Dec.
8. I'm a Fool to Care, L. Paul & M. Ford, Cap.
9. Three Coins in the Fountain Four Aces, Dec.

Minn.-St. Paul

1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. In the Chapel in the Moonlight K. Kallen, Dec.
4. Little Things Mean a Lot K. Kallen, Dec.
5. Hey, There, R. Clooney, Col.
6. High and the Mighty L. Holmes, MGM.

(Continued on page 34)

Stamped for BIG record Sales



NEW RELEASES

RICHARD MALTBY & His Orch. **NORMAN PETTY TRIO**
ST. LOUIS BLUES MAMBO **MOOD INDIGO**
Beloved, Be True Petty's Little Polka
 "78" X-0042... "45" 4X-0042 "78" X-0040... "45" 4X-0040

PEARL EDDY **THE COACHMEN**
THAT'S WHAT A HEART IS FOR **CARING**
Devil Lips Fame and Fortune
 "78" X-0043... "45" 4X-0043 "78" X-0044... "45" 4X-0044

NEW COUNTRY-WESTERN RELEASES

THE DALTON BOYS **MABELLE SEIGER**
ROLL, RATTLER, ROLL **UNWANTED**
Just Like Me The Kindest Old Daddy
 "78" X-0045... "45" 4X-0045 "78" X-0046... "45" 4X-0046

"X" RECORDS MARK THE HITS!

**TWO "SWINGING" HITS BY THE NATION'S
"ROCKINGEST" RHYTHM GROUP**

**SHAKE
RATTLE
AND
ROLL**

**A
B
C
BOOGIE**



DECCA
#29204
9-29204

Recorded
by

BILL HALEY

AND HIS COMETS

America's Fastest Selling Records



COMING NEXT WEEK

a very special report to the music-record industry about

OPERATION PUSHPOP

Designed to stimulate public interest in—and demand for—single records, Billboard's Operation Pushpop ran for 5 consecutive weeks, concluded in June.

The many participating record dealers, disk jockeys and juke box operators in 10 key market areas have been surveyed about the results achieved by this unique merchandising and promotion program.

Their answers form a part of the complete report and analysis of Operation Pushpop, which will appear in this section of the August 14 issue of The Billboard.

The Billboard Music Popularity Charts POPULAR RECORDS

• Pop Territorial Best Sellers

• Continued from page 32

- 7. Gilly, Gilly Ossenfeffer Katzeneller Bogan by the Sea, Four Lads, Col.
- 8. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
- 9. Joey, B. Madigan, MGM.
- 10. Three Coins in the Fountain Four Aces, Dec.

New Orleans

- 1. Hernando's Hideaway, A. Bleyer, Cdc.
- 2. Little Shoemaker, Gaylords, Mer.
- 3. Sh-Boom, Crew Cuts, Mer.
- 4. Little Things Mean a Lot K. Kallen, Dec.
- 5. Three Coins in the Fountain Four Aces, Dec.
- 6. Hey, There, R. Clooney, Col.
- 7. High and the Mighty, L. Baxter, Cap.
- 8. Someday, F. Laine, Col.
- 9. I'm a Fool to Care L. Paul & M. Ford, Cap.
- 10. Sway, D. Martin, Cap.

New York

- 1. Little Things Mean a Lot K. Kallen, Dec.
- 2. Sh-Boom, Crew Cuts, Mer.
- 3. Hernando's Hideaway, A. Bleyer, Cdc.
- 4. Little Shoemaker, Gaylords, Mer.
- 5. Hey, There, R. Clooney, Col.
- 6. Happy Wanderer, F. Weir, Lon.
- 7. Three Coins in the Fountain Four Aces, Dec.
- 8. Three Coins in the Fountain F. Sinatra, Cap.
- 9. Hey, There, S. Davis Jr., Dec.
- 10. Sway, D. Martin, Cap.

Philadelphia

- 1. In the Chapel in the Moonlight K. Kallen, Dec.
- 2. Little Things Mean a Lot K. Kallen, Dec.
- 3. Hernando's Hideaway, A. Bleyer, Cdc.
- 4. Three Coins in the Fountain Four Aces, Dec.
- 5. Little Shoemaker, Gaylords, Mer.
- 6. Sh-Boom, Crew Cuts, Mer.
- 7. Happy Wanderer, F. Weir, Lon.
- 8. Hey, There, R. Clooney, Col.
- 9. High and the Mighty L. Holmes, MGM.

Pittsburgh

- 1. Sh-Boom, Crew Cuts, Mer.
- 2. Little Shoemaker, Gaylords, Mer.

- 3. Moonlight and Roses, Three Suns, V.
- 4. Little Things Mean a Lot K. Kallen, Dec.
- 5. Hey, There, R. Clooney, Col.
- 6. They Were Doing the Mambo V. Monroe, V.
- 7. Green Years, E. Fisher, V.
- 8. In the Chapel in the Moonlight K. Kallen, Dec.
- 9. Three Coins in the Fountain Four Aces, Dec.
- 10. Hernando's Hideaway, A. Bleyer, Cdc.

St. Louis

- 1. Sh-Boom, Crew Cuts, Mer.
- 2. Little Shoemaker, Gaylords, Mer.
- 3. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
- 4. Hey, There, R. Clooney, Col.
- 5. High and the Mighty, L. Baxter, Cap.
- 6. Someday, F. Laine, Col.
- 7. Hernando's Hideaway, A. Bleyer, Cdc.
- 8. In the Chapel in the Moonlight K. Kallen, Dec.
- 9. I Cried, P. Page, Mer.

San Francisco

- 1. Little Things Mean a Lot K. Kallen, Dec.
- 2. Hernando's Hideaway, A. Bleyer, Cdc.
- 3. Sh-Boom, Crew Cuts, Mer.
- 4. High and the Mighty L. Holmes, MGM.
- 5. Sway, D. Martin, Cap.
- 6. Hey, There, R. Clooney, Col.
- 7. Little Shoemaker, Gaylords, Mer.
- 8. Little Shoemaker, H. Winterhalter, V.
- 9. Three Coins in the Fountain Four Aces, Dec.
- 10. I Understand Just How You Feel Four Tunes, Jub.

Seattle

- 1. Sh-Boom, Crew Cuts, Mer.
- 2. Little Shoemaker, Gaylords, Mer.
- 3. Little Things Mean a Lot K. Kallen, Dec.
- 4. Happy Wanderer, F. Weir, Lon.
- 5. Hey, There, R. Clooney, Col.
- 6. I Understand Just How You Feel Four Tunes, Jub.
- 7. Hernando's Hideaway, A. Bleyer, Cdc.
- 8. Sway, D. Martin, Cap.
- 9. Three Coins in the Fountain Four Aces, Dec.





"I'M GLAD I DID ORDER TODAY'S TOP TUNES"

TODAY'S TOP TUNES is The Billboard Honor Roll of Hits carried out to 35 or more tunes. The Best-Selling renditions of each tune are listed ACCORDING TO POPULARITY. TODAY'S TOP TUNES also includes Best-Selling Country & Western Records, Best-Selling Rhythm & Blues Records and Best-Selling Albums attractively printed on colored paper, four sides.

"I WISH I HAD ORDERED TODAY'S TOP TUNES"

UNTIL FURTHER NOTICE PLEASE PRINT AND SHIP

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

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City and State

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Cincinnati 22, Ohio

"I'D FEEL MUCH BETTER IF WE HAD TODAY'S TOP TUNES!"

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

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

A BIG HIT ON THE WEST COAST and MOVING UP ACROSS THE NATION —

ASK ME

by **MARGARET WHITING**
Capitol Record #28531



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

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

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2160 Patterson St. Cincinnati 22, Ohio

Please enter my Billboard subscription for one year (52 issues) at \$10—to start with the next issue. Payments enclosed.

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YOU MUST LOSE THE BAIT TO CATCH THE FISH!

a
fabulous
performance
of a
fabulous
ballad



"If I give my heart to you"
"Tempting"
Dinah Shore

20/47-5838

RCA VICTOR
FIRST IN RECORDED MUSIC



A "New Orthophonic" High Fidelity Recording

The Billboard Music Popularity Charts
POPULAR RECORDS

• **Review Spotlight on . . .**
RECORDS

EDDIE FISHER

I Need You Now (Miller, ASCAP)
Heaven Was Never Like This (Famous, ASCAP)—RCA Victor 20-5830—Fisher turns in two strong performances here, backed smartly by the lush Hugo Winterhalter ork. The top side is an up-tempo ballad, "Heaven" is a waltz. Fisher's sales strength will make this one go.

Skokiaan (Shapiro-Bernstein, ASCAP)—Bulawayo Sweet Rhythm Ork—London 1491

Skokiaan—Ralph Marterie Ork—Mercury 70432

Skokiaan

Ray Anthony Ork—Capitol 2896—An ear-catching riff effort from Africa could make noise in the current market. The original version, played by the Bulawayo ork from Northern Rhodesia, receives a pounding performance. The Ray Anthony ork version is softer and danceable. And the Ralph Marterie waxing features a solid beat. All of the instrumental cuttings have a high-pitched sax playing lead. All three versions of this unusual novelty could go.

• **Reviews of New Pop Records**

RONNIE GAYLORD

I'm Gonna Say No86
MERCURY 70425 — A Billboard "Spotlight" 7-31-'54. (Vincent, BMI)
Don't You Forget About Me84
A Billboard "Spotlight" 7-31-'54. (Vincent, BMI)

THE VOICES THREE

Does Your Heart Beat for Me?81
M-G-M 11793—The melodic standard is handed an ear-catching vocal by The Voices Three, a new group on the label. The boys have a potent hunk of wax here, featuring a sharp vocal arrangement on their part and good commercial sound. This one could happen, if exposed. An impressive debut by The Voices Three.

Devil Lips80

On this side the boys come thru with a solid reading of a new rhythm tune, selling it with a pounding, insistent beat that creates a lot of excitement. The boys are in the commercial vein and both sides have a real chance. Watch it.

FELICIA SANDERS

Don't Stay Away Too Long80
COLUMBIA 40275 — One of the prettiest tunes in a long time is handed an equally pretty rendition by thrush Felicia Sanders, who duets with herself on this one over combo backing. This is a lovely waxing and it could go with enough exploitation. (Pincus, ASCAP)

My Love Belongs to You75

The thrush turns in another lovely reading, this time on a gypsy-styled ditty backed appropriately by singing fiddles. (Joy, ASCAP)

PAUL WHITEMAN ORK

Whispering80
CORAL (45) 61228—Could be that this new cutting of the original Whiteman click done in the very same 1920's style could happen. The slide whistle or "nose flute" solo is ear-arresting. Jocks should give it plenty of spins. (Miller, ASCAP)

You're Driving Me Crazy75

Another interpretation in the hokey, old-hat Whiteman style which is good for laughs. (Bregman, Vocco & Conn)

JULIUS La ROSA

In My Own Quiet Way79
CADENCE (45) 1244—This is a most attractive ballad effort by the chanter and should please his many fans. One of his best two-sided disks in some time. (Herb Reis, BMI)

My Heart's on a Fast Express77

La Rosa has a show-tune kind of item to sing here and he does a slick job with an interesting piece of material which jockeys should spin regularly. (Pincus, ASCAP)

WYOMA WINTERS

Toy Balloon79
V (45) 5802—This is a beautiful waltz ballad which should get plenty of attention via this ultra-lovely reading by Miss Winters, who continues to impress with each disk. A first-rate disk which deserves plenty of attention. (Park Lane, BMI)

Shish Kebab72

Slick backing by Winterhalter's studio ork and chorus for a bouncy piece of material. Proves that the gal can handle rhythm items, too—and nicely. (Roncom, ASCAP)

GUY MITCHELL

You've Ruined Me78
COLUMBIA 40278—The chanter does a good job here with a dramatic new ballad backed solidly by the Mitch Miller ork and chorus. He sings it with a lot of feeling and it has a chance for spins and coins. Good wax. (Joy, ASCAP)

What Am I Doin'

In Kansas City?74
Mitchell is back on his swiny, novelty kick with which he has been getting little attention lately. This

one, penned by Bob Merrill, is sung well by Mitchell but it's too similar to a lot of recent Mitchell sides to stir excitement. (Joy, ASCAP)

THE LAURIE SISTERS

Don't Drop It78
MERCURY 70422 — The current country hit is sung very cutely here by the Laurie Sisters, imitating the guitar sounds neatly over a snappy ork backing. Tho the country version by Terry Fell is doing well pop-wise, this version could share some of the loot. Good work by the girls.

Oo Wa72

Old-fashioned rhythm tune is sung pleasantly by the girls, but the material is not very powerful. However, the arrangement lends itself to dancing which will help it get spins.

JACK GOLD-THE ESQUIRES

Ev'rything77
CADENCE (45) 1242—Good commercial group sound here with publisher-writer Gold singing the lead. Tune and performance figure to make noise in the current market for group vocals. (Gold, ASCAP)

A Kiss Should

Mean We're Sweethearts75
Another cute tune here but Gold isn't as effective on this side, tho it should get some action. (Gold, ASCAP)

GUY LOMBARDO ORK

It's Great to Be Alive75
DECCA (45) 29215—Tune is from the Lombardo-produced outdoor show "Arabian Nights" and the reading is typically Lombardo. Vocal is by the trio. Good for spins and the fans. (Shapiro-Bernstein, ASCAP)

Marry the One You Love75

Another tune from the same production. Here Kenny Gardner handles the vocal most agreeably. (Shapiro-Bernstein, ASCAP)

EILEEN BARTON-JOHNNY DESMOND

A Wife75
CORAL (45) 61227—Both this and the flip side are akin the earlier click "Man-Woman" in that they approach the same subject using one tune for each set of lyrics. Desmond handles one side here and Miss Barton the other—cutting in on each other's disk with nothing more than "uh-huh." Jocks should like this and the flip. (Spier, ASCAP)

A Husband75

Same comment. (Spier, ASCAP)

RICHARD HAYMAN ORK

The High and the Mighty73
MERCURY 70426 — The theme of this lovely tune from the flick of the same name is played by Hayman on the harmonica rather than whistled as in other versions of the tune. Against lush strings, the harmonica is very pretty and has a nostalgic tang. Disk is late but could get some coins. (Witmark, ASCAP)

Tambourine73

A tune with a gypsy flavor that stands to gain by the current wave of popularity of this type of music. Castanets, flutes and guitars are effectively employed to give it a "Hernando's Hideaway" sound. Disk jockeys will play it. (Hayrick, ASCAP)

WALTER LANE TRIO

Drumambo73
RAINBOW 260—The mambo trade, from pop to Latin-American, ought to be interested in this wild mambo instrumental featuring Billy Dale on drums with the Walter Lane trio. It's a pulsating mambo tune, with Dale knocking out a drum solo that rocks. Good wax here, especially for boxes.

Lovers' Mambo71

Here's another infectious mambo effort by the combo, with Lane featured on piano. Mambo fans are

(Continued on page 38)

Poppin' Out
all over the country
another
HOMER
and
JETHRO
HIT!

'HERNANDO'S HIDEAWAY'
and
'WANTED'
RCA-Victor 20-5788

THE BILLBOARD
• **This Week's Best Buys**
According to sales reports in key markets, the following recent releases are recommended for extra profits:

HERNANDO'S HIDEAWAY (Frank, ASCAP)
WANTED (Witmark, ASCAP)—Homer & Jethro—RCA Victor 20-5788

These parodies of two top pop hits are beginning to make a big splash in both the pop and country markets. Southern sources that reported strong sales reaction included Atlanta, Durham, Richmond and Nashville. Pop customers in New York, Buffalo, Cleveland, Chicago, Milwaukee and Los Angeles were also reported to be buying heavily. Action is almost evenly divided between the two sides at this point. A previous Billboard "Spotlight" pick.

South
Midwest
East
West

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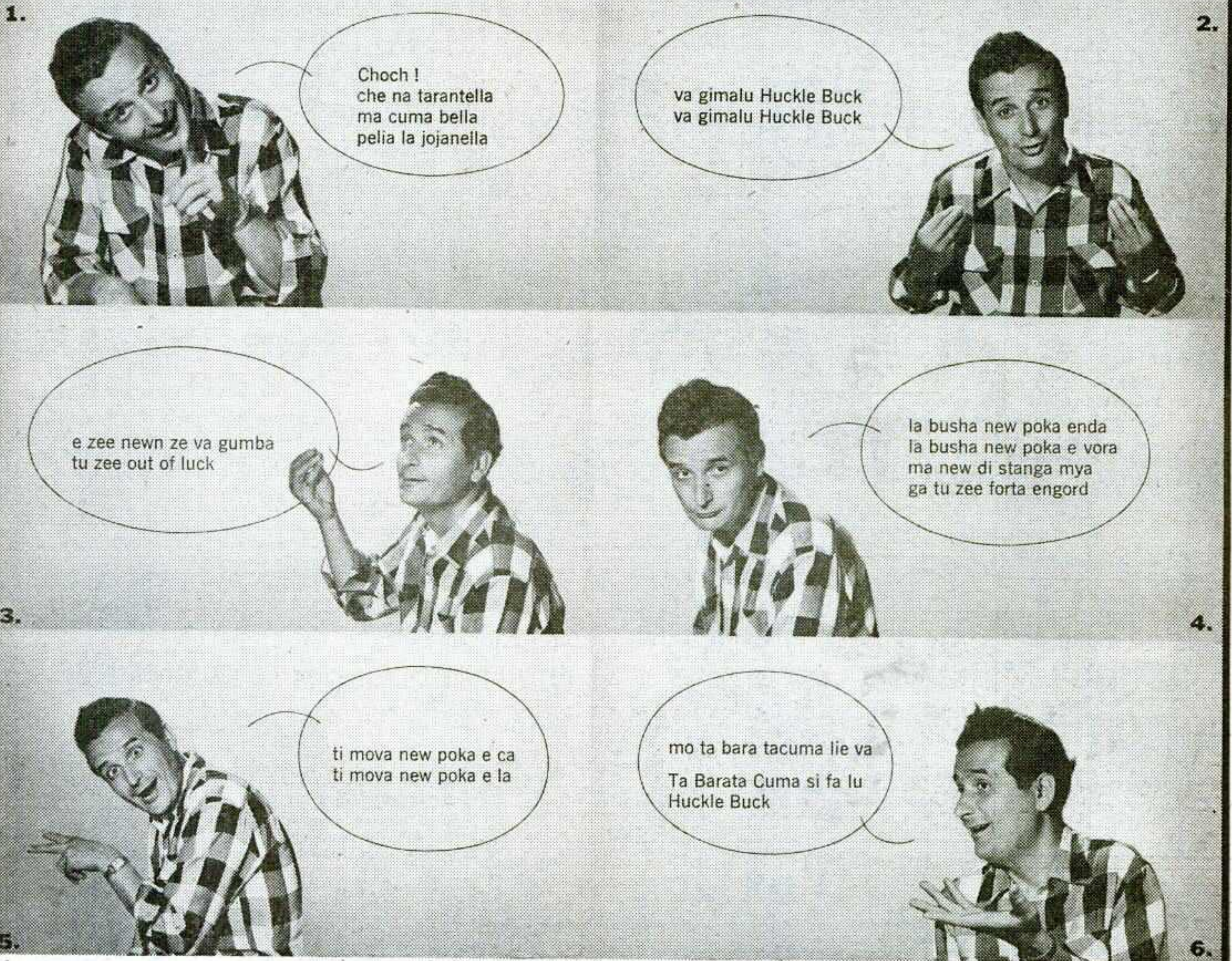
RCA VICTOR
FIRST IN RECORDED MUSIC

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

90-100, Tops
80-89, Excellent
70-79, Good
60-69, Satisfactory
50-59, Limited
0-49, Poor

First pictures of Lou Monte doing the "Italian Huckle Buck"!



Lou Monte

ITALIAN HUCKLE BUCK

and

JUST LIKE BEFORE

20/47-5832

RCA VICTOR
FIRST IN RECORDED MUSIC



A "NEW ORTHOPHONIC" HIGH FIDELITY RECORDING

The Billboard Music Popularity Chart

COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending July 28

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow. My Arabian Baby—V 20-5698—BMI	1	11
2. ONE BY ONE—K. Wells-R. Foley.... I'm a Stranger in My Home—Dec 29065—BMI	2	12
3. EVEN THO—W. Pierce..... Sparkling Brown Eyes—Dec 29107—BMI	3	10
4. SLOWLY—W. Pierce..... You Just Can't Be True—Dec 28991—BMI	4	27
5. ROSE MARIE—S. Whitman..... We Stood at the Altar—Imperial 8236—ASCAP	5	15
6. I REALLY DON'T WANT TO KNOW—E. Arnold..... I'll Never Get Over You—V 20-5525—BMI	7	31
7. SPARKLING BROWN EYES—W. Pierce..... Even Tho—Dec 29107—BMI	6	9
8. LOOKING BACK TO SEE—J. Tubb-G. Hill..... I Miss You So—Dec 29145—BMI	8	6
9. GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack.... Honey I Need You—V 20-5775—BMI	9	3
10. HONKY TONK GIRL—H. Thompson... We've Gone Too Far—Cap 2823—BMI	10	6
11. DON'T DROP IT—T. Fell..... Truck Driving Man—LBX 0010—BMI	—	1
12. GO, BOY, GO—C. Smith..... If You Saw Her Through My Eyes—Col 21266—BMI	—	1
13. BACK UP BUDDY—C. Smith..... If You Tried As Hard to Love Me—Col 21226—BMI	13	15
13. THANK YOU FOR CALLING—B. Walker..... Pretend You Just Don't Know Me—Col 21256—BMI	12	5
15. WE'VE GONE TOO FAR—H. Thompson..... Honky Tonk Girl—Cap 2823—ASCAP	11	4

Most Played in Juke Boxes

For survey week ending July 28

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

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow. V 20-5698—BMI	2	10
2. ONE BY ONE—K. Wells-R. Foley.... Dec 29065—BMI	1	9
3. EVEN THO—W. Pierce..... Dec 29107—BMI	3	9
4. ROSE MARIE—S. Whitman..... Imperial 8236—ASCAP	5	13
5. SLOWLY—W. Pierce..... Dec 28991—BMI	4	24
6. SPARKLING BROWN EYES—W. Pierce..... Dec 29107—BMI	7	6
7. LOOKING BACK TO SEE—J. Tubb-G. Hill..... Dec 29145—BMI	6	3
8. BACK UP BUDDY—C. Smith..... Col 21226—BMI	9	12
9. CRY, CRY DARLING—J. Newman.... Dot 1195—BMI	—	1
10. I REALLY DON'T WANT TO KNOW—E. Arnold..... V 20-5525—BMI	—	29

Most Played by Jockeys

For survey week ending July 28

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow. V 20-5698—BMI	1	9
2. EVEN THO—W. Pierce..... Dec 29107—BMI	2	10
3. ONE BY ONE—K. Wells-R. Foley.... Dec 29065—BMI	3	9
4. GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack.... V 20-5775—BMI	4	4
5. SPARKLING BROWN EYES—W. Pierce..... Dec 29107—BMI	6	7
6. LOOKING BACK TO SEE—J. Tubb-G. Hill..... Dec 29145—BMI	8	4
7. CRY, CRY DARLING—J. Newman.... Dot 1195—BMI	7	8
8. COURTIN' IN THE RAIN—T. T. Tyler. 11 Four Star 1660—BMI	11	4
9. GO, BOY, GO—C. Smith..... Col 21266—BMI	—	1
10. LOOKING BACK TO SEE—Maxine & J. E. Brown..... Fabor 107—BMI	9	5
11. HONKY TONK GIRL—H. Thompson... Cap 2823—BMI	13	2
11. OH, BABY MINE—Johnnie & Jack.... V 20-5681—ASCAP	14	18
13. OUT BEHIND THE BARN—J. Dickens. Col 21247—BMI	—	7
14. THANK YOU FOR CALLING—B. Walker..... Col 21256—BMI	10	7
15. DON'T DROP IT—T. Fell..... LBX 0010—BMI	—	1
15. WE'VE GONE TOO FAR—H. Thompson... Cap 2823—ASCAP	—	1
15. HONEY, I NEED YOU—Johnnie & Jack.... V 20-5775—BMI	—	1

Folk Talent and Tunes

By JOEL FRIEDMAN
6000 Sunset Boulevard, Hollywood

Tommy Sands returned to Houston after a 5,000-mile trek of personal appearances topped by his date at the Maine Broiler Festival, which drew a record crowd of 14,000. Minnie Pearl renewed her contract with RCA Victor recently. Johnny Rion, of St. Louis' Chain of Rocks Park, negotiating for an August appearance of the Davis Sisters. Marge Dickens, of the singing Dickens Sisters, announced the birth of a boy last week. Mother and son are doing fine. Charley Stewart did a guest spot with Vaughn Monroe while in Boston, in addition to interviews with Connie B. Gay and Sally Starr in the East. Charley Newman, of the Sleepy Hollow Ranch, visiting with Col. and Mrs. Parker in their Madison, Tenn., home. Hal Lone Pine and Betty Cody currently appearing on Station WGY, Schenectady, N. Y. Rocky Rauch and his Western band playing nightly at the Red Barn, El Paso, in addition to a daily television show via KROD there. Red Barn has Jean Shepard and Patsy Elshire on August 7, with Arlie Duff guesting on the 14th. Artie and Darrell Glenn doing a string of personals around Cleveland.

Fabor Robison's string music show pulled 1,164 payees at Buck and Sunny Smith's Rogue Valley Ballroom, Medford, Ore., last week, and have been inked for a return engagement. Show is headlined by Jim Reeves, Ginny Wright and a host of other Abbott recording stars. Chuck Murphy continues at the Essex House, Birmingham, Ala. Tex Ritter guested at the Circle Theater Jamboree, Cleveland, last week. The Oklahoma Wranglers at Webb City, St. Petersburg, Fla. Slim Whitman took time out from his busy schedule to visit his home town, Tampa, recently. Gene Davenport, Palestine, Tex., scribe, talking contract with Acuff-Rose. Starday Records signed Smokey Stover, country d.j. at KCRT, Baytown, Tex. Webb Pierce took top honors on John Vroman's popularity poll at Station WACL, Waycross, Ga. Carl Smith ran a close second, with Hank Williams placing third.

Thirteen-year-old Mike Post, Longview, Tex., guested on the "WFAA Shindig" in Dallas recently. Jerry and J. C. Case continue to appear as guest artists each Saturday on Pee Wee Reed's "Red River Valley Serenade," KFTV, Paris, Tex. Terry is a 10-year-old guitarist and singer who made his radio debut last February. Mary Sue Clere did a shot on KLUF, Galveston, Tex., recently, in addition to a slew of personal appearances during her trip south. Wayne Johnston and the Blue Bonnett Playboys continue via KROD, El Paso, radio and television. Slim Willett entertained at the Texas Cowboy Reunion July 1-5. Hot weather has Topeka, Kan., virtually shut down in the way of traveling country artists, with the earliest show booked there for October. Clayton Fuchs, KCLV, Clovis, N. M., reports mail pull on the climb. Sleepy Head Cliff, KASM, Albany, Minn., just returned from a two-week honeymoon. A. J. Winn named Mr. Cornhusker for the "Louisiana Hayride" show August 7.

Buck Rickey, KVI, Seattle, reports that Dude Smith beat the Lou Kinney band in a "battle of the bands" at Kinney's Barn in Snohomish, Wash., recently. Sheb Wooley visited Asher Sizemore at his WSLM show in Salem, Ind. Clyde Caswell, of "Uncle Jim's Jamboree" in Des Plaines, Ill., in need of record releases. Sammy Lillibridge, KFRO, Longview, Tex., pens of the great amount of 45 r.p.m. releases being received, tho not being played. Station has not yet been equipped to play 45's. Jack Cardwell, WKAB, Mobile, Ala., slated for a guest spot on the "Grand Ole Opry" in the near future. Bob Jennings has taken over the early morning show at WLAC, Nashville. Fred Wamble, Montgomery, Ala., elected president of the Hank Williams Memorial Association last week. Elmer Snodgrass, WAKE, Greenville, N. C., booked for Farm and Home Week at Clemson College along with Deacon Andy Griffith. The Melody Masters Quartet, Four
(Continued on page 41)

This Week's Best Buys

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

THANK YOU FOR CALLING (Hollis, BMI)—Red Foley—Decca 29228

Red Foley shows again his great acceptance with this cover recording of the country hit. It is doing mighty well already, tho out only a few weeks. Very strong reports from Chicago, St. Louis, Los Angeles and Atlanta, are backed up by good reports from Buffalo and Milwaukee. In other areas it is not yet delivered. Flip side is "Skinnie Minnie" (Wemar, BMI)

Review Spotlight on...

RECORDS

BILLY WALKER

Going—Going—Gone! (ABC, ASCAP)

I'm a Fool to Care (Peer, BMI)—Columbia 21290—Billy Walker, now on the charts with "Thank You for Calling," could have another big one here. "Going—Going—Gone!" is a poignant weeper, and the flip is the country tune now a hit in the pop market. The performances are first-rate.

TALENT

SKEETER BONN

I've Been Down That Road Before (Amijo, BMI)

Honey Baby (Amijo, BMI) — RCA Victor 20-5814—Here's a fine new chanter making his first appearance on the RCA Victor label. The disk was previously out on the Amijo label. Bonn has an individual style and a warm sound.

ELVIS PRESLEY

That's All Right (Wabash, BMI)

Blue Moon of Kentucky (Peer, BMI)—Sun 209—Presley is a potent new chanter who can sock over a tune for either the country or the r.&b. markets. On this new disk he comes thru with a solid performance on an r.&b.-type tune and then on the flip side does another fine job with a country ditty. A strong new talent.

C & W Territorial Best Sellers

For survey week ending July 28

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

Birmingham

1. One By One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. I Loved You So Much I Let You Go, R. Price, Col.
4. Honky Tonk Girl, H. Thompson, Cap.
5. You're Not Easy to Forget, K. Wells, Dec.

Charlotte

1. One By One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Sparkling Brown Eyes, W. Pierce, Dec.
4. Even Tho, W. Pierce, Dec.
5. I Really Don't Want to Know, E. Arnold, V.
6. I'm a Stranger in My Home, R. Foley & K. Wells, Dec.
7. Rose Marie, S. Whitman, Imp.

Cincinnati

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

Dallas-Fort Worth

1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, K. Wells & R. Foley, Dec.
3. Slowly, W. Pierce, Dec.
4. Even Tho, W. Pierce, Dec.
5. Hernandez's Hideaway, Homer & Jethro, V.
6. Sparkling Brown Eyes, W. Pierce, Dec.
7. Go Boy, Go, C. Smith, Col.

Houston

1. One By One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V.
4. Don't Drop It, T. Fell, X
5. Even Tho, W. Pierce, Dec.
6. Waltzing With Sin, S. Burns, Sdy.
7. Double Datin', R. Foley, Dec.
8. You Can't Have My Love, W. Jackson & B. Gray, Dec.
9. I Really Don't Want to Know, E. Arnold, V.
10. Place for Girls Like You, F. Young, Cap.

Knoxville

1. I Don't Hurt Anymore, H. Snow, V.
2. Even Tho, W. Pierce, Dec.
3. One By One, K. Wells & R. Foley, Dec.
4. I Really Don't Want to Know, E. Arnold, V.
5. Back Up Buddy, C. Smith, Col.
6. Slowly, W. Pierce, Dec.

Memphis

1. One By One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. I Really Don't Want to Know, E. Arnold, V.
4. Thank You for Calling, B. Walker, Col.
5. This Ole House, S. Hamblen, Col.
6. Wait for Me Darling, B. Lou, Kng.
7. You Can't Have My Love, W. Jackson & B. Gray, Dec.
8. Slowly, W. Pierce, Dec.

Nashville

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

New Orleans

1. I Don't Hurt Anymore, H. Snow, V.
2. Go, Boy, Go, C. Smith, Col.
3. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V.
4. One By One, K. Wells & R. Foley, Dec.
5. Thank You for Calling, B. Walker, Col.

Richmond, Va.

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

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'THE YODELING GHOST'
b/w 'WHAT DOES IT MATTER'
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'WATER WITCH WALTZ'
b/w 'FUEL ON THE FLAME'
(CAV 838—78 and 45 RPM)

featuring

JACK WAYNE
and his BAR TEN BOYS

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SAN FRANCISCO

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AI (Good Deal, Lucille) Terry's
"SHOW ME THAT YOU LOVE ME"
Hickory 1012

Your key to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending July 28

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Chart	Weeks on Chart
1. HONEY LOVE—C. McPhatter	1	8	8
Warm Your Heart—Atlantic 1029—BMI			
2. WORK WITH ME ANNIE—Midnighters	2	16	16
Sinner's Prayer—Federal 12169—BMI			
3. SH-BOOM—Chords	3	6	6
Cross Over the Bridge—Cat 104—BMI			
4. SEXY WAYS—Midnighters	4	5	5
Don't Say Your Last Goodbye—Federal 12185—BMI			
5. SHAKE, RATTLE AND ROLL—J. Turner	5	14	14
You Know I Love You—Atlantic 1026—BMI			
6. JUST MAKE LOVE TO ME—Muddy Waters	6	10	10
Oh Yeh—Chess 1571—BMI			
7. WHAT A DREAM—R. Brown	—	1	1
Please Don't Freeze—Atlantic 1036—BMI			
8. I'VE GOT MY EYES ON YOU—Clovers	8	2	2
Your Cash Ain't Nothin' But Trash—Atlantic 1035—BMI			
9. YOUR CASH AIN'T NOTHIN' BUT TRASH—Clovers	—	1	1
I've Got My Eyes on You—Atlantic 1035—BMI			
10. GOODNIGHT, SWEETHEART, GOODNIGHT—Spaniels	7	15	15
You Don't Move Me—Vee Jay 107—BMI			
10. LOVEY DOVEY—Clovers	10	21	21
Little Mama—Atlantic 1022—BMI			

This Week's Best Buys

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

MY DEAR, MY DARLING (Condor, BMI) **The Counts—Dot 1210.**
This group, altho a new one, appears firmly established according to the reception being awarded this new waxing. Out just a short time it is receiving strong reports from every area with the strongest sales down in the Southern territory. Enthusiastic reception to this platter makes it look like a big seller. Flip side is "She Won't Say Yes."

Review Spotlight on . . .

RECORDS

THE COUNTS

My Dear, My Darling (Condor, BMI)
She Won't Say Yes (Condor, BMI)—Dot 1210—See "Best Buys."

Checker #798

"WHEN THE LIGHTS GO OUT"

by **JIMMY WITHERSPOON**

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"YOU WERE MY LOVE"

LUTHER BOND & His Emeralds

Savoy #1131

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

Reviews of New R & B Records

EARL BOSTIC ORK
These Foolish Things84
KING 4730—A Billboard "Spotlight" 7-31-'54. (Bourne, ASCAP)

Mambostic83
A Billboard "Spotlight" 7-31-'54. (Armo, BMI)

THE ROBBINS
Key to My Heart82
CROWN 120—The group, a fine one, has a neat hunk of material here and they make the most of it. Should stir up action with this hunk of beat material. (Modera, BMI)

All I Do Is Rock78
The blues here are good and the lead singer works nicely, but it isn't up to the top side material-wise. (Modera, BMI)

THE CHARMS
Come to Me Baby80
DELUXE 6056—Here's one of the best records by the Charms—a new vocal group. The song is a wild rocker and the boys sell it with both enthusiasm and gimmix over a mighty insistent beat. This one has a chance to break thru into the loot circle if exploited. Watch it. (Lois, BMI)

My Baby Dearest Darling80
This slow-tempo blues, with a melodic strain, receives another good rendition, again backed by a solid beat from the ork. This side, too, could catch spins. The boys look like comers. (Lois, BMI)

FIVE ROYALES
I'm Gonna Run It Down77
KING 4740—For their first waxing on this label, the Royales have selected a pounding piece of material that shows off their expert harmonizing and unfailingly solid beat. A good recording that will only suffer from the fact that a powerful disk of theirs was released just two weeks ago by Apollo. (Franklin, BMI)

Behave Yourself75
A warning to a femme fatale of the inevitable consequences of sowing wild oats. A smoothly handled reading by the group. (Franklin, BMI)

Woman Trouble72
Okay stuff on this side, too. (Lawn, BMI)

EARL WILLIAMS
Let's Make Love Tonight76
SAVOY 1133—Williams has a bold, persuasive approach that sells this material with little difficulty. With the wild, rocking backing of the Lee Allen ork, he builds to an exciting pitch. Could do good business over the counter as well as in the boxes. (Savoy, BMI)

I Can't Go On72
A tearful blues in which the singer's loneliness since his girl left him has brought him to a desperate point. Tho the material is only so-so, Williams breathes a considerable amount of emotion into it. (Savoy, BMI)

THE FIVE CHANCES
Nagasaki75
CHANCE 1157—Good group reading of the oldie in a somewhat frantic style which catches coins.

I May Be Small75
More good stuff on this side. Here the boys deliver a sock reading to above-average material. (Studio, BMI)

RED PRYSOCK ORK
Blow Your Horn75
MERCURY 70419—A wild rocker is played with a solid beat by the ork with the leader featured on sax. Jocks will spin this one and it is also a good side for both the boxes and for dancing. (Motion, BMI)

Happy Feet74
A peppy riff effort is sold with sparkle by the Prysock crew on this new instrumental recording. Dancers should be interested and it could pull some juke coin.

BABY DEE
Don't Live Like That No More75
M-G-M 11790—Over a rocking beat, Baby Dee sings out her happiness in having a new love who doesn't mistreat her. Baby Dee has a voice quality and style which occasionally approaches Ruth Brown—which is to say, she has personality and class. This is talent that has to be watched.

Hold the Light for Me70
The singer works hard to project emotion and meaning into this lightweight material and very nearly succeeds. Backing on both sides is solid, and is supplied by the Leroy Kirkland ork.

THE MELLOWS
How Sentimental Can I Be?74
JAY DEE 793—The Mellows, new group on the label, turn in a pretty reading of a new ballad, sparked by the lead work of a young thrush. She and the group could get attention via their vocal, and they could happen with the right material. (Beacon, BMI)

Nothin' to Do71
Once again the group turns in a pretty reading of a new piece of material, which isn't strong enough to show them off to advantage. Good performance. (Beacon, BMI)

THE CAT MEN
S'posin'74
M-G-M 11791—Led by Sam Taylor on tenor, the Cat Men swing merrily on a simple but catchy riff here. The younger crowd will appreciate the solid beat the crew achieves. An excellent disk for boxes.

My Reverie70
Unlikely as it may seem, Debussy's "Reverie," a fragile composition for piano, in this arrangement for Taylor becomes a strong and attractive piece of "cat" material. Here it is a modestly arranged, solidly rhythmic dance side.

WILLIE MAYS-THE TRENTERS
Out of the Bushes73
EPIC 9066—The Treniers should get plenty of spins with this reading of a cute bounce item. Good wax. (American Academy, ASCAP)

Say Hey71
For the novelty, at least, this should get spins on both r.&b. and pop deejay shows. Material is unexciting tho the Treniers try hard enough, and Mays even gets to pitch in with a few words. (Tula, BMI)

SONNY BOY WILLIAMSON
She Brought Life Back to the Dead73
TRUMPET 215—For the Southern blues market this could be a strong item. Williamson's chanting and harmonica playing figure to make noise. Ops will go for it. (Globe, BMI)

Gettin' Out of Town70
More of the same, tho the material isn't as strong. (Globe, BMI)

LARRY DALE
Please Tell Me73
GROOVE 0029—A listenable reading of a weeper effort by Dale, concerning a guy who can read his baby's letters but can't read her mind. Could get spins. (Rush, BMI)

You Better Heed My Warning70
Dale warns his sweetie to change her ways or "git." A sincere vocal by the chanter. (Berkshire, BMI)

Most Played in Juke Boxes

For survey week ending July 28

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

This Week	Last Week	Chart	Weeks on Chart
1. HONEY LOVE—Drifters	1	7	7
Atlantic 1029—BMI			
2. WORK WITH ME ANNIE—Midnighters	2	12	12
Federal 12169—BMI			
3. SH-BOOM—Chords	3	5	5
Cat 104—BMI			
4. SHAKE, RATTLE AND ROLL—J. Turner	5	13	13
Atlantic 1026—BMI			
5. JUST MAKE LOVE TO ME—Muddy Waters	4	9	9
Chess 1571—BMI			
6. I'M SLIPPIN' IN—Spiders	7	2	2
Imperial 5291—BMI			
7. GOODNIGHT, SWEETHEART, GOODNIGHT—Spaniels	9	6	6
Vee Jay 107—BMI			
8. SEXY WAYS—Midnighters	10	3	3
Federal 12185—BMI			
9. IF I LOVED YOU—R. Hamilton	10	5	5
Epic 9047—ASCAP			
10. I FEEL SO BAD—C. Willis	—	1	1
Okeh 7029—BMI			

R & B Territorial Best Sellers

For survey week ending July 28

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. Sexy Ways, Midnighters, Fed.
 2. Honey Love, Drifters, Atl.
 3. I'm Slippin' In, Spiders, Imp.
 4. Shake, Rattle and Roll, J. Turner, Atl.
 5. Just Make Love to Me, M. Waters, Chs.
 6. I've Got My Eyes on You, Clovers, Atl.
 7. Sh-Boom, Chords, Cat
 8. Work With Me Annie, Midnighters, Fed.
 9. Let's Walk, C. Brown, Ala.

- Balti.-Wash.**
1. Work With Me Annie, Midnighters, Fed.
 2. Sh-Boom, Chords, Cat
 3. Sexy Ways, Midnighters, Fed.
 4. Honey Love, Drifters, Atl.
 5. What a Dream, R. Brown, Atl.

- Charlotte**
1. Honey Love, Drifters, Atl.
 2. Work With Me Annie, Midnighters, Fed.
 3. I've Got My Eyes on You, Clovers, Atl.
 4. Sh-Boom, Chords, Cat
 5. Sexy Ways, Midnighters, Fed.
 6. Shake, Rattle and Roll, J. Turner, Atl.

- Chicago**
1. Work With Me Annie, Midnighters, Fed.
 2. Just Make Love to Me, M. Waters, Chs.
 3. Sh-Boom, Chords, Cat
 4. Honey Love, Drifters, Atl.
 5. Money Honey, C. McPhatter, Atl.

- Cincinnati**
1. Honey Love, Drifters, Atl.
 2. I'm Stuck, Five Jets, Sav.
 3. Sexy Ways, Midnighters, Fed.
 4. I've Got My Eyes on You, Clovers, Atl.
 5. I Feel So Bad, C. Willis, Oke.
 6. Work With Me Annie, Midnighters, Fed.
 7. You Were My Love, Emeralds, Sav.
 8. Shake, Rattle and Roll, J. Turner, Atl.
 9. My Baby, Dearest Darling, Charms, Del.

- Detroit**
1. Honey Love, Drifters, Atl.
 2. Work With Me Annie, Midnighters, Fed.
 3. Shake, Rattle and Roll, J. Turner, Atl.
 4. Goodnight, Sweetheart, Goodnight Spaniels, VJ
 5. Sh-Boom, Chords, Cat

- Los Angeles**
1. Sh-Boom, Chords, Cat
 2. Honey Love, Drifters, Atl.
 3. Oh, What a Dream, R. Brown, Atl.
 4. Baby, Baby, All the Time A. Milburn, Ala.
 5. Your Cash Ain't Nothin' But Trash Clovers, Atl.
 6. I Understand Just How You Feel Four Tunes, Jub.
 7. Shake, Rattle and Roll, J. Turner, Atl.
 8. Hey Little Girl, R. Lewis, Ala.
 9. Just Make Love to Me, M. Waters, Chs.
 10. Dear One, Scarlets, R.R.

- New Orleans**
1. Honey Love, Drifters, Atl.
 2. Sexy Ways, Midnighters, Fed.
 3. Shake, Rattle and Roll, J. Turner, Atl.
 4. Work With Me Annie, Midnighters, Fed.

- New York**
1. Honey Love, Drifters, Atl.
 2. Sh-Boom, Chords, Cat
 3. Work With Me Annie, Midnighters, Fed.

4. Dear One, Scarlets, R.R.

5. Shake, Rattle and Roll, J. Turner, Atl.

- Philadelphia**
1. Honey Love, Drifters, Atl.
 2. Sexy Ways, Midnighters, Fed.
 3. Sh-Boom, Chords, Cat
 4. Work With Me Annie, Midnighters, Fed.
 5. Shake, Rattle and Roll, J. Turner, Atl.
 6. In the Chapel in the Moonlight Orioles, Jub.
 7. Secret Love Mambo, C. Powell, Gra.
 8. What a Dream, R. Brown, Atl.

- St. Louis**
1. Work With Me Annie, Midnighters, Fed.
 2. Honey Love, Drifters, Atl.
 3. Sh-Boom, Chords, Cat
 4. In the Chapel in the Moonlight Orioles, Jub.
 5. Shake, Rattle and Roll, J. Turner, Atl.
 6. Your Cash Ain't Nothin' But Trash R. Brown, Atl.

MONEY IN THE BANK!

"YOUR CASH AIN'T NOTHIN' BUT TRASH"

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WILLIE MAE THORNTON'S Record of '54!

"I SMELL A RAT"

b/w
"I'VE SEARCHED THE WHOLE WORLD OVER"

Peacock #1632

PEACOCK RECORDS, Inc.
2809 Erastus St. Houston 26, Texas

Red Hot

SMILEY LEWIS "THAT CERTAIN DOOR"

b/w
"Can't Stop Loving You" #5296

Imperial Records
6425 Hollywood Blvd. Hollywood 28, Calif.

(Continued on page 41)

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Reviews of New R & B Records

Continued from page 40

on some fairly good material. (Joni, BMI)

MANUEL ARMENTA
Riffin 69
CROWN 123—The riffs are familiar, and Armenta's saxophone is good. Orking, too, is above average. Good instrumental. (Modern, BMI)
Armentade 68
More good instrumental stuff based on familiar riffs. (Modern, BMI)

BUDDY LUCAS
High Low Jack 69
GROOVE 0030—Lucas uses card lingo to describe his wandering girl. Strong lyrics should stimulate juke play. (Sylvia, BMI)
No Dice 65
A slow, sinuous instrumental with fine sax solo work. (However, flip should get more plays. (Rush, BMI)

HERB COOPER
Let's Try Again 68
OKEH 7037—Cooper essays the Eckstine ballad style and comes thru with a neat reading of an attractive tune. The guy is good. (GodeB, BMI)
Ready, Miss Betty 60
Cooper tries hard and the material is fairly good, but he's just not a rhythm singer and should stick to the ballads. (GodeB, BMI)

ANDREW H.
I Declare 67
CROWN 122—Andrew H. impresses as a good Southern blues chanter as he declares effectively. (Modern, BMI)
Dark Clouds 67
More of the same on this side. (Modern, BMI)

• Number of Releases This Week

Label	Pop	C&W	R&B
BRUCE	1	—	—
CADENCE	2	—	—
CHANCE	—	—	2
COLUMBIA	2	2	—
CORAL	3	—	—
CROWN	—	—	3
DECCA	3	—	—
DELUXE	1	—	—
EPIC	—	—	1
FABOR	—	2	—
FLAIR	—	—	1
GROOVE	—	—	2
HICKORY	—	1	—
JAY DEE	—	—	1
JOB	—	—	1
KING	—	1	2
MERCURY	4	—	1
M-G-M	2	—	2
OKEH	—	—	2
RAINBOW	1	—	—
RCA VICTOR	2	3	—
SAVOY	—	—	1
SEECO	1	—	—
S&G	1	—	—
TRUMPET	—	—	1
VITO	1	—	—
TOTAL	24	10	20

• Other Records Released This Week

Popular
Sway; Peco's City Mambo—Rene Touzet Ork, M-G-M 11789

Polka
Krolowa Bals; Kozs — Aggie Kelpaczka, Dana 814
Na Srodku Pola; Maly Domek — Frank Wojnarowski, Dana 821
Number One Polka; A Million Roses—Johnny Vadal Ork, V 20-5787

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V-M MODEL 121

V-M Corporation
BENTON HARBOR, MICHIGAN

• Rythm & Blue Notes

By BOB ROLONTZ

COAST JOCKS UP FOR HONORS . . .
Awards will be presented to Joe Adams, KOWL; Hunter Hancock, KFVD and KGFJ; Charles Trammel, KFOX; Dick Hugg, KRKD; Dave Polk, KFOX, and Gene Norman, KLAC, Sunday (1) at the 10th Annual Disk Jockey Award Ball at the Elks Auditorium, Los Angeles. Leon Heflin, promoter of the event, annually honors top disk jockeys in the field for contributions toward successful promotion. Talent for the show includes Dinah Washington and Tiny Bradshaw.

C.&W. RANCHO GOES TO R.&B. . . .

Riverside Rancho, Hollywood country and western dance palace, switched its policy last week via the booking of a rhythm and blues dance. Bill featured the Tiny Bradshaw ork and the Flairs. Mary Landau, operator of the Rancho, plans on making the r.&b. dance a regular weekly event if the inaugural proves to be successful. The tremendous surge in popularity of rhythm and blues music promoted the bash. If talent can be lined up for a 13-week schedule, a weekly teleshow may also be aired from the Rancho.

On the best-selling Rhythm and Blues chart in this week's Billboard, Atlantic Records has run up a new record. Of the 11 records listed (two are tied for the number 10 spot), seven are Atlantic's. One is on the Cat label, the new Atlantic subsidiary. Atlantic artists on the chart include Clyde McPhatter and the Drifters, Joe Turner, Ruth Brown and the Clovers—with three sides, and the Chords on Cat. Ruth Brown, incidentally, is the only thrush on the charts, all the rest being male singers or groups.

The Singing Wanderers is the new title of the group with Decca Records. This is the quartet formerly known as the Wanderers on Central Records. The Singing Wanderers' first Decca release will be out next week. Decca Records, by the way, is expected soon to sign a new r.&b. recording staffer. . . . Guitar Slim, T-Bone Walker and Joe Turner will be out together in a package that will tour thru the South on a string of one-nighter dates in August.

Fats Domino will be playing one-nighter dates in the South thru August. . . . Ruth Brown opens at the Apollo, New York, August 13. After that she heads for Philadelphia to play a week at Pep's, starting August 23. . . . Amos Milburn and the Choker Campbell ork are playing the South from now thru August. . . . Johnny Hodges, now on the West Coast on one nighters, will play a week in Milwaukee starting August 18, and then a week at the Loop Lounge in Cleveland, starting August 30.

The Cat Record of "Sh-Boom" with the Chords is set for release in England on one of the large labels owned by Electric and Musical Industries, Ltd. "Honey Love" will be heard in England via the Capitol recording of the tune by thrush Vicki Young.

PFC Olds Color

Continued from page 12

tested. The films will be used for Oldsmobile's new TV commercials, starting in October.

Meanwhile, PFC has undertaken distribution of three more industrial commercial films for TV. One is an 18-minute black-and-white film for Frank H. Flerer Gum Company, titled "Fun for a Penny," which features Kathi Norris in a tour thru the bubble gum plant. Another is a half-hour color film produced by PFC for Bethlehem Steel on modern highway construction, titled "The Open Road." The third is a 15-minute color film for the non-profit Rural Research Institute, on "Building a Rural Community Center." The latter was shown about two weeks ago via CBS-TV in a color test by the web.

PFC also has signed an agreement with Henry Olmsted of Olmsted Sound Studios, giving PFC access to Olmsted's facilities for production of film commercials. The deal calls for PFC to provide over \$100,000 worth of equipment to the new Olmsted studios, which are slated to open August 15.

THE SHUFFLERS

Lovin' on My Mind 62
OKEH 7040—Okay slow tempo buck dance type of item which is done agreeably. (Blackwood, BMI)
Ain't Nothin' Wrong With That 62
Material, chanting and orking are all okay; that's all. (Blackwood, BMI)

• Reviews of New Polka Records

JOHNNY PECOR ORK
Big Bang Polka 76
CAPITOL 2872 — The title of this opus is taken from the noisy merry-making heard thruout in the background. This, in addition to the happy music-making by Pecor and his boys, generates a lot of high spirits. Good juke disk for polka territories. (Gala, BMI)
Little Johnny Polka 75
Another good dance record with the same effervescent spirit and solid schmaltzy beat. (Gala, BMI)

TERESA ZAPOLSKA
Jozia Polka 75
V 25-9293—Miss Zapolska is the vocal soloist with the Wally Yansick ork in this lively polka with Polish lyrics. The arrangement is brassy and rhythmic and gets the boys in the band pretty worked up by its end. Miss Zapolska is first-rate.
Patrze Widze 72
A more restrained effort in 3/4 time that also makes pleasant listening and dancing. Both sides should fare well commercially in this market.

• Reviews of New Spiritual Records

ORIGINAL FIVE BLIND BOYS
I Wonder, Do You? 88
PEACOCK 1731—A Billboard "Spotlight" 8-7-'54. (Lion, BMI)
All Aboard 85
A Billboard "Spotlight" 8-7-'54. (Lion, BMI)

SISTER ROSA SHAW
Lord, Save Me 74
CHANCE 5008—Sister Shaw makes a dramatic plea for the Lord's intercession here. Her big powerful voice projects deep religious emotion. The material moves at a bouncy pace. (Joni, BMI)
Talking About a Child 71
The singer tells of the reasons for her love of Jesus, and illustrates her point by reference to familiar Bible stories. An attractive piece of material sold convincingly by Sister Shaw. (Joni, BMI)

SWANEE QUINTET
Cry Sometimes 73
NASHBORO 546 — With the lead singer passionately "witnessing" for the Lord, the rest of the group harmonizes softly in the background. A sincere performance. (Excellior, BMI)
In My Heart 71
The group sings of its love and faith in the Lord and works gradually to an exciting climax. (Excellior, BMI)

• Reviews of New Jazz Records

JAMES MOODY
Poor Butterfly 68
EMARCY 16015—Moody plays moody on this side and comes thru with an okay reading of the oldie which should get spins. (Harms, ASCAP)
St. Louis Blues 67
The tempo is a frantic one and the Moody horn comes thru in rhythm and blues style rather than jazz. (Handy, ASCAP)

• Reviews of New Sacred Records

Sacred

BILL MONROE
He Will Set Your Fields Afire 75
DECCA 29196—Monroe and a male group deliver a beat sacred item with plenty of sincerity and projection. A most attractive disk. (Forrest, ASCAP)
Happy On My Way 75
Another good piece of religious material and another good reading. (Tubb, BMI)

CHUCK WELLS
I Saw the Lord 71
COLUMBIA 21275—Done in a spiritual style, this sacred tune could sell well and steadily. Wells sings with plenty of charm. (Ridgeway, BMI)
Heavenly Road 69
More of the same here on another nice tune. (Cole, BMI)

Sun Records has signed singer Elvis Presley and is going on an all out drive on his recording of "That's All Right."

• Folk Talent and Tunes

Continued from page 39

Oaks, N. C., scheduled to be heard soon via WPTF, Raleigh, N. C.
Tex Ferguson and his Drifting Pioneers are now at WNEM, Bay City, Mich. . . . Joe Hite, WFKN, Franklin, Ky., has added an hour to his programing. . . . Justin Tubb made his first personal appearance at Chain of Rocks Park, St. Louis, recently and drew a heavy crowd. . . . Tom Browne and Larry Keith, WIST, Charlotte, N. C., do the "Queen City Square Dance" weekly there. . . . Lanny Lip-

ford, KFYN, Bonham, Tex., reports rhythm and blues music is crowding c.&w. tunes for popularity in that area.

Tommy Hill has left Houston and has joined the Ray Price band. . . . Pete Hunter, KRCT, Baytown, Tex., attended the Hill-William picnic and Eddie Hill birthday party in Texarkana, Tex., last week. . . . Happy Wainright, WKRG, Mobile, Ala., working theaters in his area in addition to his disk jockey chores. . . . Kaktus Jim Loder, KBMN, Bozeman, Mont., reports Steve LaRue's recording of "Money in Your Eyes" is climbing in his area.

Rocky Porter returned to WGST, Atlanta, recently. . . . Jaybird Oliver has taken over the Tommy Sands spot at "Houston, Hoedown," KNUZ, Houston, while Tommy is on tour. . . . Jay Bennett, KGAR, Garden City, Kan., guested with the Miller brothers band in Wichita Falls, Tex., recently. . . . Wild Bill Price, WCOJ, Coatsville, Pa., featured at the Circle A Ranch, N. J., with Tex Ritter. . . . Hank Thompson, Billy Gray, along with Charline Arthur and a gang of stars from the Big D in Dallas, slated for appearances in Temple, Tex., soon. . . . Jack Turner, Curtis Gordon and the Wilburn Brothers visited with Fred Wamble at Montgomery, Ala., recently. . . . Johnny Talley, WYVE, Wytheville, Va., leaves for his vacation August 1.

Titles include "Rented Heart," "Footsteps on the Porch," "Look Before You Love" and others. Also some music critics regard the platters as hilarious, they are not intended as comedy material, and the jocks are giving them the deadpan treatment.

Nobody knows where WINS' Helene J. Snyder craze is going to lead to, but Bob and Ray are happy, Helene J. Snyder and the folks in Royersford are happy, WINS is happy—and it looks as if Macy's department store may even be happy.

ROYERSFORD

H. J. Snyder's Star Rises on Bob, Ray Seg

Continued from page 16

response to write-in and phone-in demand from listeners of the Bob and Ray show.

An additional 200 have been reportedly sold by Liberty, and it's understood that Macy's record shop this week began stocking the disks.

The singer about whom all this fuss is being made—strictly on the basis of the Bob and Ray airings — is Helene J. Snyder, a middle-aged voice teacher with a yen for singing. The numbers she records are all originals, the products of her own and collaborators' endeavors.

Helpers

She's backed up by a local instrumental group, the Vic Stuart combo, and a male singer, Les Adair. The disks are pressed by a Royersford outfit, Center Records, from tape recordings made by Miss Snyder on a home recorder.

There are four records out.

2 NEW LOW COST High Quality Performers!



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HI-FI
Portable Phono

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Model 2900

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\$149⁵⁰
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5900 West Touhy Avenue • Chicago 31, Illinois

Columbia Unveils Phono Line; Improved Model 360 Feature

NEW YORK, July 31.—Columbia Records took the wraps off its 1955 line of phonographs this week. The firm came up with an improved Model 360, the 360 K, with twin "kilosphere" speakers in addition to the regular twin speakers; a hi-fi twin speaker set at \$119.95, and another hi-fi twin speaker set at \$99.95, (both table model and portable), and four brand new less expensive phonos.

In addition, the firm displayed its first tape recorders, a portable and a table model, built in conjunction with the Bell and Howell Company. (See separate story.) Columbia also previewed its first AMFM Tuner, at \$99.95, which can be used in conjunction with the 360 K.

360 K

The Columbia 360 K uses a new type of speaker in addition to the regular twinspeakers of last year's model. The kilosphere speaker is an electro-static speaker which was developed in the 1920's but not usable previously because of technical difficulties.

The kilosphere is a metal oblong about the size of a candy bar, perforated with about 1,000 small apertures, and encased in plastic foil. Each of the apertures acts as a loud speaker when the covering membrane of foil is set into vibration by electrical signals from the phonograph system.

The kilosphere speaker was developed by the Columbia department of engineering. Two of these are contained in the new 360 K, and they act as "tweeters" reproducing mainly the higher frequencies from 3,000 to 20,000 cycles, according to the Columbia engineers.

Improvements

In addition to the K speakers, the 360 K is improved over last year's model as follows: it has an

4-Star Hypes

Continued from page 22

station preference of the E.T.'s or the recently adopted record industry switch to 45 r.p.m. records.

In the face of current pros and cons concerning the recent change, public disclosure of the indie firm's use of 33 1/2 served to throw additional fuel into the controversy.

The Four-Star use of the multi-tune disk is believed to be the only such service to disk jockeys in the record industry. A firm that specializes in the country and western field only, it is McCall's belief that c.&w. d.j.'s require different programming than that accorded to the pop field. In reality, the use of 33 1/2 d.j. platters, affords the Four-Star firm the benefit of both promotion for his entire disk catalog as well as the opportunity to ring up BMI performances for his Four-Star Music Publishing firm.

In detailing the operation of his d.j. service, McCall acknowledged the occasional supplemental use of 78 r.p.m. records when a song they have appears as if it might break out. With four selections on a side on his E.T. service tho, disk jockeys frequently program the entire side as a regular 15-minute show. The use of all eight selections would give a disk jockey a 30-minute show.

McCall this week offered to give all interested firms complete details concerning the manufacture and engineering relating to the 33 1/2 disk jockey records.

PI May Revive Melody Lane With Deutch at Helm

NEW YORK, July 31.—Peer International may re-activate its Melody Lane catalog shortly, with Murray Deutch heading the firm affiliated with Broadcast Music, Inc. Last week, Peer's general professional manager, Irving Deutch, named his twin brother Murray as his assistant. Traders believe this is the first step in the re-activation of Melody Lane.

Irving Deutch has also added contact man Ray Csfeld to the firm's staff. Csfeld is the son of the late Jack Csfeld.

outlet for plugging in the Columbia AM-FM tuner; the changer is more rugged than on last year's 360 it contains a General Electric magnetic cartridge instead of a ceramic cartridge; it has a 10-watt amplifier of the C-type rather than last year's AC-DC type; it has a four-pole motor rather than a two-pole motor; and it has bass, treble and a loudness control.

The Columbia 360 K is similar in appearance to last year's 360, tho slightly larger. It will sell for \$149.95 in mahogany, and \$159.95 in blond. There is also a portable model in many colors at \$149.95.

Last year's 360 will be continued, but it will be designated as model 322. It will retail for \$119.95 and will be available in many color woods.

320 and 318

The firm's newest and "hottest" model, in addition to the 360 K, is the \$99.95 hi-fi twin speaker table model and portable, designated the 320 and 318 respectively. Both of these sets are of new design, with the table model of modern rather than traditional design. It has speakers on either side of the cabinet; its range is from 50 to 12,000 cycles, it has a hi-fi amplifier, a ceramic cartridge and a three-speed changer that shuts off after the last record is played. The portable, Model 318, is similar, except it has leatherette covering in a light grey color.

Columbia's four new phonos in-

clude three portables, and one new table model. The table model, which sells for \$59.95, has an automatic record changer, a wooden base cabinet, a turnover cartridge with two sapphire needles, an alnico speaker, and a frequency range from 100 to 10,000 cycles. The player shuts off after the last record is played. This is Model 314.

The portable set which retails for \$59.95, Model 316, also has an automatic record changer and is similar in almost every other respect to the Model 314. It has a wooden cabinet covered in grey leather plastic.

Other Portables

The two other new portable models are manual phonograph sets selling for \$29.95. They are designated His and Hers by the company. His is styled for men in brown plastic; Hers is in pink and white and resembles a cosmetic case. Both sets have turnover cartridges with sapphire needles, and both have alnico speakers. There is an automatic adapter on the turntable to play 45-r.p.m. records, eliminating the need for 45-r.p.m. inserts.

The other models in the Columbia line are the table model phonograph, Model 200. This is a manual phonograph selling for \$27.95. It has a universal cartridge, a single sapphire needle, and a reflective-type speaker mounted on the bottom of the set. It has both a tone and volume control.

An additional set is the Columbia attachment which sells for \$16.95. This can be played thru a radio. It plays all three speeds manually. This year it has a turnover cartridge. It also has a 45-r.p.m. adapter on the turntable.

Victor May Get Rival 45 Manufacturer

CHICAGO, July 31.—It was reported this week that Crescent Industries, local electronics firm recently acquired by Sears, Roebuck & Company, is ready to introduce a 45-r.p.m. record player at a low price. This would make the first time a 45-only unit has been produced by any firm other than RCA Victor.

RCA Victor in the past has manufactured the players for other phonograph and record firms who placed their own brand name on the equipment. Crescent execs were unavailable for comment.

RCA Issues New Jazz Disk Catalog

NEW YORK, July 31.—In another step to take full advantage of the surging market for jazz packages, RCA Victor is issuing a new jazz disk catalog. The catalog, scheduled to ship to dealers in the next few days, will contain listing of over 120 album packages and over 60 single jazz disks.

The cover of the catalog ties in with a special jazz window streamer which RCA Victor is also sending out for dealer use. The streamer plugs the catalog.



THE MOVE BY COLUMBIA into the tape recorded field, as announced this week, was the culmination of an agreement reached between Columbia Records President James B. Conkling (left) and Bell & Howell President Charles H. Percy (right).

COL. GIVES FREE LP WITH PHONO

NEW YORK, July 31.—In order to hype sales of the firm's new \$59.95 portable and table model sets, and its new \$29.95 portables as well as the \$27.95 table model, Columbia is giving away a special two 12-inch LP package with every one of these phonos. The two-record set is called "Startime" and contains popular and classical records of items previously released by Columbia. Such items as Rosemary Clooney's "Botch-a-Me," Frankie Laine's "Flamenco" and selections by the Philadelphia Orchestra are contained on the two LP platters.

Motorola Out With 3 New Phono Models

NEW YORK, July 31.—Motorola's production of phonographs in the last half of 1954 will surpass the company's previous record player production figures, according to the firm's national sales manager, Jim Herbert. The firm this week introduced its phono-radio-TV line here showing three new phono models.

The new Motorola line includes a three-speed portable priced at \$79.95, a three-speed, high-fidelity console with two speakers priced at \$199.95, and a table model, high-fidelity unit priced at \$139.95. Herbert said that sales currently show the console and table models running about even. He also said that based on current sales the company may up phono production still further.

Dealer Doings

By JUNE BUNDY

Just Browsing

Rusty's Record Shop, Seattle, writes, "We constantly take special orders for our customers. This has increased the feeling of friendship between us and our customers." . . . Last week The Billboard ran a story on the French record shop Sinfonia. This week, another Sinfonia is in the news, only this one is in Grand Rapids, Mich. Coincidentally, its owner, Gordon Darrah, informs us that his wife has been in Paris since April and has scouted all the main record stores there. Reporting back, Mrs. Darrah says "While prices are 30 to 40 per cent higher than in America, surface quality, especially on LP's, is superb. Service, customer relations, and stocking (inventory) leave much to be desired." Darrah says his wife has "picked up several LP items, (unavailable in U. S.) for some of our more choice customers." "She drools," adds Darrah, "at the thought of what American merchandising could do for the record business in France." . . . Kenny Sihler, Sihler Record Shop, Detroit, is beating the summer heat these days

in his inboard motorboat fishing on Lake St. Clair.

Traffic Builders

"The smartest thing I ever did," writes Johnny Barker, Barker's Record Counter, McLellan's Store, Tucson, Ariz., "was to buy a role of printed record labels with a dispenser. Each label lists the name of the shop. We place them directly on every record that goes out of the store—45 or 78—just to the right of the center hole. It'll stay forever and remind the customer that he bought it from us. I feel this is better than a specially printed bag which is thrown away after the customer gets home, or putting the label on the record envelope which also is usually destroyed. The label will stick, but may be removed if the person desires. Thus our ad goes to hundreds of record buying homes every month." . . . Carl Kitt, Reeves Music Company, Lebanon, Ore., is running a daily 15-minute deejay show direct from the window of his store, "pushing pop disks on Monday, Wednesday and Friday, and country and western on Tuesday and Thursday."

Platter 'Plaints

Mrs. M. C. Dutka, Dutka Music Shop, Chicago, has a beef about the manners at the National Association of Music Merchants convention last month. "It was one of the driest yet," says Mrs. Dutka. "Where is that friendly attitude? Really, if you didn't give an order you didn't get a souvenir, or else you'd get a look as tho you owed them a lot of money. Never again will I go to any music convention." . . . The Meltone, Bethesda, Md., also has a gripe to register: "It's about the disk jockey practice of announcing a number and then going into an advertising spiel after playing it without repeating the title and artist. All dealers have experienced the unhappy customer who doesn't know 'who did it or what the title was, but it was good and you ought to get it.' Also it seems that The Billboard and other publications have goofed. Larry Elgart (brother of Les) has a new album out entitled 'Until the Real Thing Comes Along,' but they are giving Les the credit for the album. The album, 'Impressions of Outer Space,' was also Larry's."

Col'bia, B. & H. Join to Make Tape Recorder

NEW YORK, July 31.—Columbia Records and Bell & Howell have joined to make tape recorders. This week, the two firms introduced the first Columbia-Bell & Howell units. They are a table model selling at \$299.95 and a portable selling at \$249.95. The two firms will work together in putting out additional sets.

The Columbia-Bell & Howell table model unit features the new Columbia "kilosphere" speaker. It has two speeds, 7 1/2 and 3 3/4 inches per second. It has two brush heads, eight watts of output and push button controls. It is in a wooden cabinet.

The portable model is in a metal cabinet, and contains a 10-inch round speaker. It has one speed, 7 1/2 inches per second, and a frequency range of 50 to 10,000 cycles.

Distribution

These tape recorders will be sold thru Columbia distributors in the music field. They will be manufactured thru Bell & Howell's TDC Division. Bell & Howell will soon introduce a similar tape recorder line which will be sold thru photographic dealers.

Altho Columbia has made these tape recorders, there is not at this time any intention on the part of the firm to enter the pre-recorded tape field. According to Jim Conkling, president of Columbia, the firm will not enter the field—at least as it exists today.

Conkling said that tapes were too expensive, at both retail and wholesale price, and that tape was still not convenient enough. The firm will enter the tape field later, when it is a larger field than now and when the firm can bring out its entire line on tape, rather than just a few items.

Danish Concert

Continued from page 22

commercially owned and operated fun spot being offered the appearances of this outstanding U. S. Service band at no cost.

The explanation is that the cultural department of the U. S. Embassy, which selects the spots at which the Air Force Band is to play, classifies Tivoli as the best spot in Copenhagen thru which to reach the largest number of the type of musical fans who would be really interested in these concerts. Last year this band gave concerts at the Danish National Radio Concert Hall and in Tivoli.

These concerts were among the most enthusiastically received of any concerts held in Copenhagen this year. Selections for the programs here were largely on operatic, symphonic and classical works, but enough peppy marches and popular numbers were included to show the versatility of the band and to please the listeners.

3 Soloists

The Air Force Band has three excellent soloists, S/Sgt. Bill Du Pree, tenor; M/Sgt. Bill Jones, baritone, and S/Sgt. Danny Desiderio, accordionist—all of whom were obliged to respond with encores. The 90-piece band scored smash hits with its Sousa marches and a noisy, but not exaggerated, rendition of Hill's "American Jazz." The big vocal group, The Singing Sergeants, under Lt. Robert Landers, also clicked solidly. Classical selections were all highly appreciated.

One concert, in the Concert Hall, was gratis, while at the two others an admission charge of 15 cents was levied. At the two concerts on the open-air stage, the small section of seats fronting the stage were tabbed at 15 cents. All this income went to the Danish Flyers' Welfare Fund.

All five concerts drew crowds so dense that it was difficult to circulate in the center of the big park. This is quite amazing, as Tivoli has a 50-piece symphony orchestra, two concert bands, and a 65-piece boys' band—plus dance bands and restaurant and cabaret bands, all of which are excellent. All of these bands appeared, as usual.

The Billboard Music Popularity Chart

PACKAGED RECORDS

Best Selling Popular Albums

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

LP'S

1. **GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"**—RCA Victor LPT 3057
2. **THE STUDENT PRINCE**—Mario Lanza . . . RCA Victor LM 1837
3. **MUSIC FOR LOVERS ONLY**—Jackie Gleason . . . Capitol H 352
4. **THE PAJAMA GAME**—Original Cast . . . Columbia ML 4840
5. **THE GLENN MILLER STORY**—Sound Track . . . Decca DL 5519
6. **SONGS FOR YOUNG LOVERS**—Frank Sinatra . . . Capitol H 488
7. **ROSE MARIE**—Ann Blyth, Howard Keel . . . M-G-M E 229
8. **10th ANNIVERSARY**—Nat (King) Cole . . . Capitol W 514
9. **MUSIC TO MAKE YOU MISTY**—Jackie Gleason . . . Capitol H 455
10. **TAWNY**—Jackie Gleason . . . Capitol H 471
11. **SINCERELY**, Liberace . . . Columbia BL 1001
12. **TWO IN LOVE**—Nat (King) Cole . . . Capitol H 420
13. **THAT BAD EARTHA**—Eartha Kitt . . . RCA Victor LPM 3187
14. **LIBERACE BY CANDLELIGHT** . . . Columbia CL 6251
15. **PARDON MY BLOOPER**—Kermit Schafer . . . Jubilee LP 2

EP'S

1. **GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"** . . . RCA Victor EPBT 3057
2. **THE STUDENT PRINCE**—Mario Lanza . . . RCA Victor ERB 1837
3. **MUSIC FOR LOVERS ONLY**—Jackie Gleason . . . Capitol EBF 352
4. **THE GLENN MILLER STORY**—Sound Track . . . Decca ED 2124-5
5. **ROSE MARIE**—Ann Blyth, Howard Keel . . . M-G-M X 229
6. **SONGS FOR YOUNG LOVERS**—Frank Sinatra . . . Capitol EBF 488
7. **10th ANNIVERSARY**—Nat (King) Cole . . . Capitol EAP 514
8. **THE PAJAMA GAME**—Original Cast . . . Columbia A 1098
9. **PARDON MY BLOOPER**—Kermit Schafer . . . Jubilee EP-5011
10. **LIBERACE BY CANDLELIGHT** . . . Columbia B 336
11. **TAWNY**—Jackie Gleason . . . Capitol EBF 471
12. **MUSIC TO MAKE YOU MISTY**—Jackie Gleason . . . Capitol EBF 455
13. **TWO IN LOVE**—Nat (King) Cole . . . Capitol EBF 420
14. **LIBERACE AT THE PIANO** . . . Columbia B 308
15. **CALAMITY JANE**—Doris Day, Howard Keel . . . Columbia B 347
15. **MAY I SING TO YOU?**—Eddie Fisher . . . RCA Victor EPB 3187
15. **THAT BAD EARTHA**—Eartha Kitt . . . RCA Victor EPB 3187

Reviews and Ratings of New Popular Albums

SWING EASY . . . 88
Frank Sinatra (1-10")
Capitol (33) H528

Frank Sinatra could have another winner with this sparkling new set. Unlike his last album, which contained smooth, pretty love songs, this new album features a group of up-tempo standards played in breezy fashion by the Nelson Riddle crew. The "comeback kid" sings them with all the personality and feeling he can project, and that's saying a lot. He socks them over as tho he means every word, and sells them with all the old-time Sinatra charm. He's sure to re-charm his many old fans, and gain a lot of new ones with this release. "Just One of Those Things," "Sunday," "Wrap Your Troubles in Dreams," and "All of Me," and the others are handed the fine Sinatra treatment here. Dealers should make out well with this set from now thru the fall.

MUSIC, MARTINIS, AND MEMORIES . . . 88
Jackie Gleason Ork (1-12")
Capitol W-509

This figures to zoom right into the best-selling charts. It's another sock version of what Gleason has been selling in three or four earlier click packages. The strings are lush, the Bobby Hackett trumpet is lovelier than ever and the tunes are ultra-familiar. Great background music this—and well recorded and packaged. Dealers should sell many, many sets of this new release.

I LOVE . . . 80

Vols. 1 thru 6 . . . 80
Jay White Ork; Monty Kelly Ork; Eddie Calvert Ork; Ray Martin Ork; Norrie Paramor Ork; Ray Charles Chorus (6-10")
Essex LP 102 thru 107
In almost every respect these six disk packages should enjoy a healthy and consistent sale. The mighty attractive covers (luscious models in luscious colors and poses) should be enough to attract an audience. But the material, some of which has been issued in single form, is fine, and the recording quality is excellent. There's not much to choose among them. All the sets are in the mood music category, all are equally well done. Dealers would do well to keep these in full view.

SPA Quits Pact With Arnel Music

NEW YORK, July 31. — The Songwriters' Protective Association has canceled its basic agreement with the Arnel Music Corporation, an affiliate of King Records.

SPA claimed it took the action because Arnel did not submit contracts to SPA for counter signature.

RAY ANTHONY PLAYS TV'S TOP TUNES . . . 77
(1-10")
Capitol (33) H-9118

Here's a fast collection of eight of the country's top tunes, played in pleasant fashion by the Ray Anthony ork, featuring Tommy Mercer and Marcie Miller on vocals. Tunes include "Three Coins in the Fountain," "Wanted," "My Friend," "Little Things Mean a Lot," "Sway," "Young at Heart," "Hernando's Hideaway," and "If You Love Me." Most of the tunes are still in the top 10, which should help the album's sales. The many Anthony fans and those who enjoy collections of current hits will want this set.

Jazz

OSCAR PETERSON PLAYS: JEROME KERN; RICHARD RODGERS; VINCENT YOUMANS . . . 85
(3-12")
Clef (33) 623, 624, 625

When Clef brought out a group of albums last year featuring Oscar Peterson playing the music of the great pop composers, Porter, Berlin, Gershwin and Ellington, the label must have realized it had struck a rich vein. For those Peterson sets not only did they feature the fine jazz pianist in some of the best work he has performed to date. And now, on the three new sets, Peterson again shows off his marvelous technique—and what is more important—his remarkable feeling for show tunes and ballads of which these new sets are comprised. Peterson really comes thru with some remarkable work on these new 12-inchers, with outstanding support from Roy Brown on bass and Barney Kessell on guitar. The preference for any of these albums will, of course, depend on the preference for the music of the individual composer. Top tunes by Rodgers, Youmans and Kerns are contained on these disks, including songs from movies, from Broadway musicals and individual ballads. But one thing is certain, any customer who buys one of these sets will surely be back sometime for the others. Peterson proves again here that he is one of the most exciting jazz pianists today. Dealers should find these sets to be steady sellers.

MEET MR. GORDON . . . 75
Bob Gordon Quintet (1-10")
Pacific Jazz PJLP-12

Those who follow the works and ways of the younger West Coast musicians are in for a musical experience of the first order in this collection of Jack Montrose compositions and arrangements, as played by the Bob Gordon Quintet. The playful, neatly turned counterpoint of Gordon's bold, clean style is heard on originals such as "Meet Mr. Gordon" and "For Sue." As well as other jazz albums have been going recently, this, too, should strike pay dirt with many modern collectors.

LINER NOTES

By IS HOROWITZ

The University of Michigan acquired one of Europe's most treasured music libraries this week. Actually, the library had been acquired by the University last spring, but just this week the collection arrived in Ann Arbor, Mich., in about 100 packing cases. The choice treasure was purchased by the University for \$100,000.

The library includes collections of works by Pergolesi, Padre Martini, Jacob Van De Weert, sonatas by Frederick the Great, works by the sons of J. S. Bach, and many operatic and organ works, plus first editions of Beethoven's "Ninth Symphony" and Mozart's "Don Giovanni."

It was acquired for the University of Michigan by Professor Louise Cuyler of the music school. The library belonged to the late Dr. Jean-Auguste Stelfeld, and was sold to the University by his daughter Mme. Jean van Strydonck.

FESTIVALS

The Salzburg Music Festival opened last Sunday (25) in Austria. This is the biggest since World War II, and it will continue until the end of August. There will be eight important orchestral performances and five operas. Operas will include the premiere performance of Rolf Linbermann's "Penelope." Conductors include Wilhelm Furtwangler, Karl Boehm, Dimitri Mitropoulos and George Szell.

Meanwhile the Berkshire Music Festival continues in Tanglewood, Mass. On August 13 Arthur Fiedler and the Boston Pops, Brenda Lewis and Thomas Schippers will be stars of "Tanglewood on Parade." The annual benefit night is run for the Berkshire Music Center, to aid the Boston Symphony Orchestra's summer school of music, now in its 12th season.

The Annual Wagner Festival at Bayreuth, Germany, is now in its second week. The Cheltenham Festival in England ended last week after presenting a number of new classical compositions.

CAPITOL CLASSICS

Capitol Records has announced its classical, pop and kiddie packages for the fall season. In the classical division, the "Pictures at an Exhibition" album with Leonard Pennario, the Brahms' "Concerto in D Major" with Nathan Milstein and the Pittsburgh Symphony Orchestra, and the Pittsburgh Symphony version of Tchaikovsky's Sixth Symphony are among the major releases. In the kiddie field there will be a new Bozo set, a new Sparky set, plus three sets introducing children to the classics: "Waltz of the Flowers," "The Trojan Horse" and "Diana and the Golden Apples." Two operas on Cetra, "Rigoletto" and "La Traviata," are set for fall release by Capitol, too. Pop album sets include new Frank Sinatra, Jackie Gleason, Ella Mae Morse and Les Paul-Mary Ford releases.

FUTURES

RCA Victor will issue in August two Beethoven Sonatas played by Dame Myra Hess on the HMV label. The diskery will also issue the Mendelssohn "Sonata in F" and the Saint-Saens "Concert No. 3" with Yehudi Menuhin next month. Other RCA Victor sets for August include a reissue of a recording by the late Serge Koussevitsky playing 12 double bass selections. These recordings were originally made in 1929 when the conductor was still a solo concert star and a great double bass virtuoso.

London Records will bring out a complete recording of "Salome" next month as the first in its new series of full-length opera sets. Christel Goltz, Julius Patzak, Anton Dermota, Ludwig Weber and Hans Braun are featured singers, and the late Clemens Krauss conducts the Vienna Philharmonic Orchestra. This is Krauss' last recording. The next in London's new series will be "Der Rosenkavalier" by R. Strauss, and there will also be operas by Wagner, Verdi and Puccini.

COLUMBIA "PRICELESS EDITIONS"

Columbia Records is making available, as part of its fall merchandising program, a number of out-of-print classical recordings. The details of the program are contained in a separate story in the Music department, but here is a list of some of the rare waxings

Reviews and Ratings of New Classical Releases

CHOPIN: CONCERTO NO. 1 IN E MINOR FOR PIANO AND ORCHESTRA OP. 11 . . . 78
Friedrich Gulda, Piano. The London Philharmonic Orchestra. Sir Adrian Boult, Cond. (1-12")
London LL-1001

The 25-year-old Viennese pianist Gulda should readily increase his stature with this wonderful reading of the heavily recorded Chopin piano concerto. The pianist, proven to be a superb musician via previously issued recording and concert appearances here, comes thru with a sparkling interpretation of the piano concerto written by the then youthful Chopin. Those who own Gulda's readings of the Chopin preludes will certainly want this—as will those who are familiar with his Bach, Debussy, Ravel, Beethoven or Mozart recordings.

VAUGHAN-WILLIAMS: JOB, A MASQUE FOR DANCING . . . 78
The London Philharmonic Orchestra; Sir Adrian Boult, Cond. (1-12")
London LL-1003

Here is the type of LP package which can become a good seller. It has all the commercial earmarks: First-rate recording, a fine orchestra, good packaging and brilliant music. From a less commercial viewpoint, the packaging is just as intriguing. Boult is a prime interpreter of fellow-Englishman Vaughan-Williams' music. The music here is in ballet form and Vaughan-Williams has put together a fine score which ranges in moods, color and textures from one extreme to the other. In all, this is a fine addition to the recorded repertoire.

BRAHMS: PAGANINI VARIATIONS . . . 75
Charles Rosen, Piano (1-10")
London LD-9104

The "Paganini Variations" by Brahms has always been a difficult work, reserved for those pianists steel-fingered enough and brave enough to attempt this supreme example of variation writing. Pianist Charles Rosen does so here and he comes thru with flying colors with a skillful virtuoso performance. Those who admire this remarkable work by Brahms will certainly want to listen to this recording, an outstanding one by Rosen on this fine release. Many collectors will be attracted by this new set.

DEBUSSY: JEUX AND SIX EPIGRAPHES ANTIQUES . . . 76
L'Orchestre De La Suisse Romande; Ernest Ansermet, Cond. (1-12")
London LL-992

Debussy's ballet suite, "Jeux" his last orchestra work, and "Six Epigraphes Antiques," received excellent performances here by the L'Orchestre De La Suisse Romande, under the thro leadership of Ernest Ansermet. "Epigraphes" was arranged by Ansermet for orchestra here. The fine readings by the orchestra and the wise coupling should interest many experienced collectors in this new set.

GIANNI POGGI: ITALIAN SONGS
Vols. 1 and 2 . . . 72
(2-10")
London LD-9111, LD-9112

Here's a group of light, popular Italian songs beautifully sung by tenor Gianni Poggi, helped much by the unobtrusive support of the orchestra conducted by Ernesto Nicello. Poggi has a warm, rich voice and he sings these sunny tunes with the lush flavor they deserve. The collection includes such favorites as "O Sole Mio," and "Torna Surriento," and other popular items, and a number of tunes that are less well known here. Both sets could do well with lovers of Italian songs.

VILLA-LOBOS: BACHIANAS BRASILEIRAS NO. 5; STRAVINSKY: CONCERTO IN D FOR STRING ORCHESTRA; BACH: BRANDENBERG CONCERTO NO. 3, SUITE FOR STRINGS . . . 79

Phyllis Curtin, Soprano; The New Orchestral Society of Boston; Willis Page, Cond. (1-12")
Cook 1062

An unusual program that links Bach with two contemporary composers who have consciously adopted much from the form and spirit of his music. The "Bachianas Brasileiras" written expressly in memory of Bach, receives an excellent reading from a group of young Boston musicians here, with Phyllis Curtin giving the vocal part a technically clean and yet emotionally stimulating interpretation. Along with a vigorous and competent presentation of two familiar Bach works, the orchestra gives a good performance of a recent Stravinsky work in the neo-classical vein. Unusual coupling may interest some collectors.

MUSIC AS WRITTEN

Continued from page 22

chores in place of Eileen Parker on Don McNeill's "Breakfast Club" this week. . . . Dirck Courtney, local deejay, bowed a new TV show on WGN-TV Sunday (1). The program will air each week from midnight till 1 a.m., and will feature recorded music and celebrity interviews. . . . WAIT starts airing a show which will feature Eddie Fisher, Hugo Winterhalter and Gloria De Haven, called "Date in Hollywood," skedded at 12:30 p.m., three days a week.

Philadelphia:

Sciolla's, featuring the record names, set the Mills Brothers to start the new season for the first week in September, following with the Treniers and the Crew Cuts. . . . Frank Capano, Charley Robinson and Dr. Herman Parris, local tunesmithing team, get a Derby record release by Chris Marin for their "Loveless Love." . . . Bill Haley and His Comets returned as headliners at the Hofbrau, Wildwood, N. J., to linger at the resort spot until September 7, at which time the band goes under the exclusive booking direction of the Jolly Joyce Agency here with Jim Ferguson continuing as personal manager and publicity director.

Denver

Mindy Carson is at the Broadmoor Hotel in Colorado Springs where she packed the Hawaiian Village during a four-day stay ending this week. . . . Midpoint in the summer music program in Denver's outdoor amphitheater saw more than 10,000 at a pro-

gram of Jerome Kern music by the Denver Symphony conducted by Paul Whiteman and featuring Roy Bargy as soloist. July brought twice-weekly concerts at outdoor theater where Liberace, Lily Pons, Andre Kostelanetz, Eleanor Steber, Eileen Farrell and others drew more than 100,000 listeners. . . . Paul Neighbors and his ork closes at Elitch Garden's Troc this week. . . . Jan Garber pulled a good crowd into Ben Krasner's Lakeside Ballroom last fortnight when he took over the bandstand from Eddy Rogers for a one-nighter.

Hollywood

Jerry Colonna winds up his Australian concert tour this week, and has been set to do a one-nighter at Pearl Harbor, Hawaii, promoted by Bob McLaughlin, on August 5. . . . Bobby True's Quartet set for a two-week run at the Capistrano Beachcomber Club while Hal White's ork and singer Clessa Williams have their annual vacation. Latter group return August 13. . . . Gloria De Haven follows singer Billy Daniels in town on 30-day leave from Fort Lewis, Wash. . . . Decca Records' Paul Cohen skied in for recording sessions with Rex Allen. . . . L. Wolfie Gilbert and Ben Oakland have penned a new song tagged "Mr. Publisher, Have I Got a Song for You." . . . The Hi-Los into Tops in San Diego for an indefinite stay, with a shot on the Red Skelton Show upcoming August 4. . . . Dimitri Tiomkin scoring the new Warner film, "Strange Lady in Town." . . . Jerry Gray ork bow at the Palladium August 3. . . . The late Carl Fischer's "Indian Symphony" slated for airing by the Cleveland Symphony Orchestra August 5, with Frankie Laine as guest star. . . . RCA Victor's George Marek and Joe Carlton arrived in town last week. . . . Ditto Mercury Records' Bobby Shad. . . . Columbia Records all set with its first 12-inch LP package by the Dave Brubeck Quartet.

soon to be available: Celestina Boninsegna singing two arias from "Norma"; two arias by Mary Garden; "Ritorna Vincitor" from "Aida" by Rosa Ponselle and "Ballatella" from "Pagliacci." Some previously unreleased Masterworks by Isaac Stern, Albert Schweitzer, Anna Russell, Zino Francescatti and Rudolf Serkin, among others, will also be made available.

U. S. Agents Caught In Can. Union War

NEW YORK, July 31.—American agents caught between the dual fires of the war now going on between the Canadian Federation of Musicians and the American Guild of Variety Artists have expressed themselves as refusing to abide by the AFM edict.

Last week, Walter M. Murdoch, head of the Canadian AFM, had issued circular letters to all American agents warning them not to book AGVA acts into Canada or take a chance of losing their American as well as Canadian AFM franchises.

Agents, including the major offices, have refused to "dignify the Murdoch letter by either acknowledging or obeying it," said one agency head. Attempts are being made by top agents to set up a meeting with Murdoch, but no time has been arranged. One agent said, "If they (AFM) want my franchise, they can have it. I book only a few bands. My job is booking acts."

Local Edict

I. Robert Broder, former attorney for the Artists Representatives Association and prominent show business lawyer, said, "Murdoch's edict has no effect on American agents or their acts. It's purely a local edict. Murdoch can be king of Canada but he can't tell us what to do."

The big offices and the independents said if they had contracts for Canadian jobs they would send their people. Talent buyers would have to provide the music, union or nonunion, or be faced with legal action as contract breakers.

Thursday and Friday (22 and 23), Murdoch met with Canadian agents and AFM members. There was no talking for the record by the participants. AFM said that members had backed Murdoch enthusiastically. Agents, asking their names be withheld, were bleak about the outlook. Consensus was that Montreal show business (the city has the largest night club business in North America) will virtually disappear without American acts.

Union Hurt

AGVA's Jack Irving admitted that Murdoch's action had hurt the talent union. "We've written and asked him to meet with us to discuss the matter, and he hasn't even acknowledged our letters. If Murdoch wants to drive show business out of Canada and put hundreds of musicians out of work into bread lines, that is his and his members' lookout. We intend to see our people work,

with or without union music."

The last formal peace move occurred June 17, when AGVA special counsel, J. J. Spector (also honorary counsel for the Quebec Federation of Labor) wrote Myer Gomeroff, Queens Counsel, offering a set of proposals to be offered Murdoch as a basis for discussion. Pending such discussions and a determination, all hostile acts by both parties would be stopped.

Part of the proposals would call for a re-defining of membership.

(Continued on page 47)

HE DOES BEST WHEN WATCHED

NEW YORK, July 31.—Comedy emcee Joey Carter working at the Stage Coach, Hackensack, N. J., was pitching gags and doing pieces of business for an audience of 11 one night last week. He timed his gags well and waited for laughs properly. But after all, three occupied tables out of 500 aren't going to make much of an impression. At one point Carter stopped, mopped his forehead and looked out into the empty spaces. "I don't know what's the matter with you people," he said. "I'm doing great up here; you're dying."

ON-JOB-TRAINING

Copa to Give Chance To New Vocal Groups

By BILL SMITH

NEW YORK, July 31.—New vocal groups trying to get started will get their chance at the Copacabana in the near future, according to present plans. They'll get training for free and have steady jobs while learning.

Jules Podell, Copa owner, said, "If they're good enough and show possibilities, I'll put them to work here and at the same time send them to school to get additional training."

The plan is primarily based on the demands for singing talent in the upstairs Copa lounge, plus the fact that such groups may gradually replace the customary boy and girl production singers and their dancing counterparts.

Work as Unit

The idea is to use some members of the group for the singing parts and some for the dancing parts in the set show in the main room. Later the entire group will work together as a unit using their own songs and arrangements. Their work in the big show downstairs will be limited to the production numbers.

"If the kids show promise and fit into my plans I will pay for costumes, arrangements, dance and vocal lessons," said Podell.

The use of groups is predicated on their rise in the past year or so. With some of the more successful ones making it big on records and in turn drawing good business on personal appearances, the demand for them has gradually increased.

With the Copa lounge doing a lush business, the building of its own vocal groups is expected to draw the trade to make the gimmick pay off. In the meantime, the groups will have what is probably one of the best showcases in the country. If they have anything and are picked up for a record label, the Copa would have a ready-made attraction that could mean real business at a comparatively small cash outlay.

Steady Rise

Vocal groups have shown a steady rise in popularity in the past few months. There are about 25 doing fairly well to excellent in the rhythm and blues field. There are about the same number in the pop field who were practically unknown a short time ago, but are getting important money today based on their record sales.

Oddly enough, there are only three groups in the spiritual field that mean anything, and then mostly in the Bible Belt. These are the Five Blind Birds, Dixie Hummingbirds and the Pilgrim Travelers. The first two are on the Peacock label; the last record for Specialty.

There is little doubt that every town and city has some kind of a vocal group which may have started from the gang on the corner or in school, each hoping for a break. Most of them will never make it. But with the Copa, the top cafe in the country, willing to put it on the line, there's little doubt that the trend, already under way, will get a new and an important impetus.

'STAR NIGHT' DROPS 50G

GAC Package Lays Egg in Cleve. As Echoes Distort Artists' Voices

CLEVELAND, July 31.—Don't throw away your keys yet, the prodigals will be coming home. This is the resounding message that must have hit every nitery op and theater owner in the country as they witnessed "Star Night" here Sunday night (25). Out on a boxing ring at second base in the middle of the huge 80,000-capacity Municipal Stadium, General Artists Corporation put all its top recording stars up before an unappreciative uncomfortable gathering of a little over 15,000.

With a solid promotion behind the show and perfect weather, promoters Bud Arvey and Herb Gordon deserved a better fate. They must have dropped at least \$50,000, since they went in with a nut of \$90,000.

The customers who came didn't know that the sound system with its unflattering echo would distort

every artist's voice on the bill; they didn't know that the closest seat would not reveal anything about the artists except their sex.

Worn Reputations

For four hours the big wax names walked out of their corners to meet a continuing tired audience, and everyone of these great names went back a little beat, with reputation worn but with a comforting check. Strangely enough, there wasn't an artist on the bill riding a hit record, and nobody could do anything more than a reprise of their smash hits that brought them into star status.

The singing came out spilling over the cup rather early, and any deviation from straight song started getting the heaviest mitt. Ray Anthony tied the show up in knots around 11 o'clock when he paraded around the stadium with his band playing "When the Saints Come Marching In," and

Patti Page had to wait for a full five minutes before disk jockey Bill Randle could get the crowd quiet enough to introduce her.

The Four Lads and Perry Como also used audience participation bits to good results, and Leo DeLyon made good use of his comedy voices but, in general, it was one singer after the other with nothing at all happening.

Wrong Key

Sarah Vaughan hit the stage without her piano player, and after she found out she was singing in the wrong key, she bebopodded thru a couple of numbers and went off thoroughly disgusted, leaving a host of disappointed fans.

No intimacy was attempted, and none was possible, but the promoters were playing for high stakes and weren't concerned with careers. The money they were paying the stars was all they were required to do but the GAC brass on hand should learn a very valuable lesson and put their stars back in the places where they can be seen, enjoyed, and where somebody can make a buck with them.

CHICAGO, July 31.—The show eventually wound up with an expensive figure of slightly over \$300,000. Here are some of the expenses paid by the package. Talent costs ran \$140,000; sound came to \$20,000; lights, \$13,000, and transportation, which included a private 12-car train, cost \$5,000. Stadium rentals amounted to \$40,000 not counting the cost of ushers and clean-up, which added another \$15,000. Three

(Continued on page 47)

NEWS AT A GLANCE

Solon Raps Pro Booking of Marine Band; May Seek Law

WASHINGTON.—Senator John J. Williams (R., Del.) complained that a booking agent, C. W. Trapp, made \$18,000 in handling the dates of the U. S. Marine band in 1952. The Senator indicated if the Navy didn't stop hiring outsiders to book the band, he would introduce a law. Marine spokes-

men said hiring of pro bookers would continue.

FULD GOES BIG IN JERUSALEM...

JERUSALEM.—Leo Fuld is the big thing here. The Jerusalem Post described Fuld as a "welcome addition... after an absence of three years... brilliant entertainer is a worthy successor to Al Jolson."

AGVA BLASTS HURLEY CLUBS...

MILWAUKEE.—New target for AGVA action will be Hurley, Wis. "Hurley is running the same as Calumet City. Too many complaints have been received that clubs are forcing acts not only to mix, but go beyond that."

MELTON BALKS AT CONCORD PLUGS...

NEW YORK.—James Melton, who played the Concord in the Catskills last weekend, demanded as one of his terms of appearing that the management give him a letter to the effect that it never publicize or mention in any way that "James Melton played here."

ACTS GO OFF WITH ALARM...

LAS VEGAS, Nev.—It's the battle of the clocks here at the Thunderbird. Phil Foster and Frances Faye have orders not to do more than 20 minutes. So Foster works with an alarm clock on stage. When it goes off, so does he, whether he's in the middle of a gag or not. He then times Miss Faye. Her screams of complaint can be heard along the entire Strip.

production, pending a reply from a British director who is eyeing a copy of the script. If all goes well, the British comedienne will likely play one of the roles herself. Bill Johnson will be Alfred Drake's successor in the local company of "Kismet" when the latter leaves in December to do Hajj for London's West End.

(Continued on page 47)

SPEAKING OF LEGIT

By BOB FRANCIS

Leland Hayward has signed contracts to produce the second company of "Teahouse of the August Moon." Deal calls for a San Francisco opening on or before November 1. This is the latest of the Hayward seasonal projects which also include production of a major TV series, picture versions of "Mister Roberts," "The Spirit of St. Louis" and "The Old Man and the Sea," and the Mary Martin "Peter Pan" musical which is pointed for the Winter Garden in September. Incidentally, Japanese rights to "Teahouse" have been taken over by Norman Thomson, Bernard Dekle and Mariko Niki. The last, who plays Lotus Blossom in the Broadway company, will not go to Japan when the play will be presented both in English and Japanese.

The co-founders of the recently formed Ensemble rep venture have split due to a clash on policy. Leo Kerz has withdrawn, leaving Joseph Kramm in sole production charge. Harry Horner, of the group's advisory board, has likewise bowed out. However, the New York Chapter of ANTA is still behind the project. Current problem is fund-raising as only a third of an estimated 100G necessary to tee-off the project at the Bijou Theater is in the till. Sked still calls for an October 15 opening with Eugene O'Neill's "Moon for the Misbegotten." Eddie Dowling has teamed up with Eddie Hyams on the production of "Drums With Colors." "Drums" is a two-act fantasy by Romeo Muller. James Barton

will star under Dowling's direction, with rehearsals skedded to get under way in September. Alan Carney signed this week for an important comedy role in "Fanny," the S. N. Behrman-Joshua Logan-Harold Rome song-and-dancer, which will star Ezio Pinza and Walter Slezak. Others signed to date include Jenny Goldstein and Bill Tabbert. Practice sessions start August 19, with a Stem unveiling set for November 4 at the Majestic, after an out-of-town trial spin. On the technical side, Jean Barrere, currently stagemanaging "The Pajama Game," has turned in his two-week notice in order to take over a similar stint for "Fanny."

Jerry Lester is pegged to direct a new comedy by Charles Miller, titled "That Certain Age," which is prepping an October premeing. Lester hopes to get Walter Abel and Una Merkel for top roles. He says the play is about a high school sociology teacher with a teen-age son who wants to be a writer. No political implications, just fun.

Richard Stapley and Dick Hughes are in town from Hollywood to audition additional backing for their new revue, "About Time," in which Brenda Forbes skeds to do the fem comedy lead. Considerable backing has already been put up by residents of the film colony. Hermione Gingold, of "Almanac," and Mel Dinelli who was responsible for a melo called "The Man" a few seasons back, have co-authored a fantasy titled "Abracadabra." Pair are contemplating a winter

ACTS AND ATTRACTIONS

Fran Warren doubled at the Nautilus, Miami Beach, for Martha Raye when she was in a minor airplane accident and missed the show. Margaret Whiting and Arthur Blake go into the Thunderbird, Las Vegas, Nev., August 12. And incidentally, the float that cost the least and got the first prize at Las Vegas Helldorado parade was the Thunderbird's, conceived by that hotel's Hal Braidis.

Copa girls wired Bill Smith of this publication, "We hate to contradict you, but Don Seat is a doll. A living doll. Love and kisses." Okay the Copa kids can have this "living doll." We'll take lets see—mmm—that li'l brunette in the front row looked okay. The one we are told has a college degree. We love serious discussions. Faye Hammond, Henderson, Nev., writes a laudatory letter about the help IATSE gave the show, and all for free.

Bill Polk quit Willard Alexander Chicago office and is now with Art Goldsmith's Paramount Attractions. Art Pine, managing Betty Madigan, has various offices asking to book her. Marcel Ventura is the new booker for Mexico City's Hotel Del Prado. Mary Small will get a chance to plug husband Vic Mizzey's latest tune, and her recording, "I Love Johnny." Guy Mitchell is at the Empire Theater, Scotland. Theater booked

solid for his entire two-weeker," claims his road manager, Marjory Horstman.

Alan Carney gets his first shot at musical comedy. He'll be in Josh Logan's "Fanny."

The opening of the newly remodeled Boulevard Room of the Conrad Hilton has been moved from August 11-14. Opening show will be "Skating Stars," based on the Zodiac Signs and will feature Margie Lee. Comic Mort Sahl joins the show at the Black Orchid next week, replacing folk singer Stan Wilson. Ann Southern, who opens at the Chez Paere Tuesday (3), will be making her initial bow in the Windy City. Shecky Green, comedian, is also on the bill. George Gobel opens at the Palmer House August 12. Sid Krofft opens at the Edgewater Beach August 13, with the Freddie Martin Show.

Josephine Baker has been booked for a month at the Pigalle Restaurant, London, from September 27. Nellie Lucher is planning a cabaret tour of Europe come the fall. She will open in Paris in October and probably come over to Britain for a vaude tour in November. Owing to Rosemary Clooney's pregnancy, her fall tour here has been canceled. American pianist-entertainer Wally Griffin has been booked into Harry Morris's Colony Restaurant, London, for one month from August 9.

The Red Skelton Show (TV)

Star, Red Skelton. Features the Redettes, Conductor, Lud Gluskin. Ork. Lud Gluskin's. Guests, Anna Marie Alberghetti, Trini Reyes and Los Chavales de Espana. Executive producer, Cecil Barker. Co-producers, Jack Donohue and Doug Whitney. Director, Jack Donohue. Sponsors, Toni and Frigidaire thru Weiss & Geller and Foote, Cone & Belding, Chicago respectively.

CBS-TV, 8-9 p.m. EDT., Wednesday (28.)

After a full season of presenting Skelton in his own half hour show, CBS-TV has shown that it still does not know how to showcase adequately on his new hour variety stanza. The second show in his new format was far from entertaining.

Skelton's comedy by this time has worn thin. His characters, Clem Kadiddlehopper and the rest of the tribe, do no work for him at all. The writing is inept in that it does not create comic situations, but rather a series of abysmal gags.

Skelton plays caricatures which were acceptable on radio and on the early days of TV. However, by this time, his comic impact is almost nil. Skelton and CBS-TV could take a lesson from Jackie Gleason and his own dependence on reality to create comedy which would have a relation to the lives of the viewers.

Wasted Voice

Unfortunately, even the variety part of the show is not effective. Anna Marie Alberghetti sings longhair music well, as proven by her "One Fine Day" from "Madame Butterfly." Must she be made to sing "Cheatin' Heart," "A Most Unusual Day" and other pops, a la Gloria Jean and Jane Powell, and waste her fine voice on material to which it is not suited?

Los Chavales de Espana, a quality troupe of singers and instrumentalists, and Trini Reyes, a striking Flamenco dancer, were wasted. They were totally out of place on this farcical show. The only fairly good skit was with Burt Lancaster, the latter day Richard Talmadge, who displayed his talent for high jumping in a few scenes from "Apache," providing a great plug for the picture.

It is difficult to assess the blame for the ineptness of the Skelton show. Certain it is, however, that Mr. Skelton, who goes opposite Milton Berle next season, won't provide much competition unless his show improves drastically.

The Toni commercials use models to demonstrate the home permanent that the product can give. They are in the usual tradition of such copy, but feature announcer Steve Dunn, who is so casual as almost to be non-existent. His manner is far too studied. Leon Morse.

Ted Steele Show (TV)

Cast: Ted Steele, Doris Steele, Ceil Loman, Jeannie O'Brien, Jerry Vale, Georgia Carr, Miguelito Valdez, Tommy Prisco, Vince Carson, Co-directors, Richard Simon, Robert Eberle. Producer, Doris Steele. Associate Producers, Ceil Loman, Ralph Robins. Participating sponsors.

(WOR-TV, New York, 2:30-5:30 p.m., EDT, July 18.)

WOR-TV did right well for itself by luring away the Ted Steele show from WPIX last month. From the looks of the show it ought to pay off big for both WOR-TV and for the sponsors that latch onto it.

For the stanza is one solid array of varied daytime TV fare, neatly attuned to the desires of the average housewife and her brood of kids. It's a three-hour daily package, two and a half hours of which cater to the lady of the house, a half hour to teenagers, and a final half hour aimed at the moppet crowd.

Once the baseball season and its daytime games are out of the way, the show will be presented five days a week.

Daily Habit

It's easy to see where the show can make WOR-TV a daily habit for many a female daytime TV ogler. For in addition to the Ted Steele personality, which rates as one of the best housewife-getters in the business, the stanza offers a bunch of features and entertainment segments calculated to

make it difficult for a woman to move away from the TV set once she's tuned in.

There's such a steady stream of varied programming fare—much of it entertaining, much of it informative—being tossed out, that there's small likelihood of any woman viewer not finding many things in the show of specific interest to her; and the catch is that she doesn't know when the items of greatest interest to her will come on next.

On the day caught, the show included an interview with a research guy who just completed a poll on how women feel about such questions as "are kids today better behaved than they used to be," "should men do more housework than they do now," "how interested in baseball are women," etc. The interview was conducted by Ceil Loman, one of the regulars on the show, who seems to know her way around women's subjects and—just as important—knows how to handle herself before the TV cameras. Miss Loman earlier in the program ran thru a series of posture exercises designed for the home viewers' participation.

Bird Session

Also included in the program caught was an interview, conducted by Doris Steele, of a gal who heads Macy's bird shop. Chit chat on how to feed birds and how to train them, capped by a visual demonstration of trained canaries, made up the bulk of this segment.

A considerable portion of the adult part of the show consists of entertainment. For this, Steele pulled together a highly talented group of vocalists who, because of WOR's battle with Local 802, were forced to mouth the words to their own recordings. It was only by close study that a viewer could notice that the lips of the singer were often out of "sync" with the audio.

From a production standpoint, the settings, camera work and lighting on these musical segments were of the caliber of a good, evening low-budgeted musical stanza.

Steele Charm

The main attraction of the Ted Steele show, however, is provided by Ted Steele himself who acts as emcee of the whole shebang. There's a relaxed, easy-going charm, enhanced often by a somewhat Arthur Godfrey-esque spirit of devilishness, that's undoubtedly appealing to the women. His personal, intimate pitches for the advertisers' products ought to help a lot in selling merchandise.

All in all, the show looks pretty good from this end of the TV screen. Jack Singer.

Good Morning (TV)

Cast: Allen Ludden, Scotty. Director, John Paul Jones. Producer, Grant Tinker. Participating sponsors.

(WABC-TV, New York, 8-9 a.m., EDT, July 28.)

About the only thing that WABC-TV's new early morning venture has to offer TV viewers is the pleasant personalities of Allen Ludden and Scotty Scott, some musical records, and frequent re-caps of news headlines, weather reports and the correct time of day.

The stanza is pretty much of a low-cost, ad lib proposition all along the line, with only the main outlines of each day's program showing any kind of preparation.

Ludden bears the brunt of keeping the show moving, handling the small talk with an ease and pleasant manner that proves endearing. He's ably assisted by Miss Scott.

Special emphasis is placed on the aural so that viewers who are busy with breakfast or other personal chores can get their money's worth with only half an eye cocked toward the screen. Whenever records are played, and they are played frequently—the show's cast engages in some bit of silent business or else the director focuses the camera on something visual, but silent. At one point he did nothing but point the camera out-of-doors to show the traffic moving along the street, finally focusing, for some unexplained reason, on a "No Parking" sign.

It's doubtful if anyone will make any prodigious effort to wake up especially to see the show, which is telecast 8-9 every morning; but to some folk who have to be up at that time of day, anyway, it's likely to prove more interesting than staring at a blank wall or a disgruntled spouse, as the case may be. Jack Singer.

TV's Top Tunes (TV)

Cast: Ray Anthony and orchestra, the Skyliners, Marcy Miller, the Crew Cuts, dance ensemble. Producer-director, Lee Cooley. Sponsor, Liggett and Myers, thru Cunningham and Walsh agency.

(CBS-TV, 7:45-8 p.m., EDT, July 26.)

Ray Anthony, his band and assisting vocalists have taken over the Perry Como slot for a second summer session. A 15-minute musical seg obviously requires the closest kind of packaging. Lee Cooley, who produces and stages the Como show, gives the Anthony version the same apt treatment. In its class, "TV Top Tunes," is top viewing and listening.

The Monday (26) program, however, had this reporter somewhat confused. It has been his notion that the title meant tunes high on the best-selling list. There seems to be some misunderstanding somewhere. Certainly the guesting Crew Cuts offered up a sock rendition of their current smash, "Sh-Boom" (currently listed elsewhere in this issue as the country's No. 1 best-seller). Also songstress Marcy Miller contributed a handsome arrangement of "If You Love Me (Really Love Me)," which is likewise high on the current listing.

But certainly "Bunny Hop" which got a special production from the orchestra, the Skyliners singing group plus a dancing line, isn't nor has been in the top bracket within this reporter's knowledge. And while the seg's wind-up featured Miss Miller and the Skyliners in admirable vocalizing of "My Reverie," the last, while a very lovely old standard, hardly falls within the recent top tune category.

However, these are likely minor complaints. No matter what it plays or sings, "Top Tunes" is always tuneful and generally ingratiating. Anthony is doing another fine summer job. Bob Francis.

'It's a Draw' (TV)

Moderator, Kal Ross. Producer, Sid Stone. Director, Dean McCarthy. Ideas, Audrey Anderson. Sponsored by Krambo Food Stores.

(WCAN-TV, Milwaukee, July 28, 9-9:30 p.m., CST.)

"It's a Draw" is a panel show based on the by-now-aging but more-popular-than-ever pattern of an emcee and a trio of clever, sometimes photogenic and always personable people trying to figure out the answers to a half hour of assorted puzzlers. Station surveys show this stanza to be holding a potent local audience rating for a number of months. Unquestionably, among local TV efforts, this one does rank high among the leaders, since it boasts an interesting sure-fire twist.

The show is built around the lightning-fast drawings created before the camera by artist Sid Stone. Panelists make with the clever quips and banter while trying to guess what the artist's chalkings have portrayed on the board.

The half hour is divided in segments, using categories such as "Familiar Quotes," "Mystery Names" and "Unusual Occupations." High point of "It's a Draw" comes at the end of the show, when the emcee reads off a rhyme about a famous personality while the artist is busily drawing hints for the panel.

Artistic Ability

Artist Sid Stone, who also produces the show, displays amazing ability managing to insert elements of humor in each of his quick drawings. Emcee chores are capably handled by Kal Ross, whose sole fault seems to be a carefully-managed stage smile at the end of each paragraph. Otherwise, he keeps the show moving at a nice pace and his ad libs come easily.

Panelists Kenneth Haagensen, local public relations man; Carolyn Lawrence, photogenic school teacher, and Robert Bloch, author of mystery books, all non-pros in this field, acquitted themselves well.

Commercials were tastefully lensed and did a nice product selling job for the sponsor, a supermarket chain. Each spot plugged an item being featured at the store and was brief and to the point. Benn Ollman.

WHITEMAN'S VARIETIES (Radio), ABC, Wednesday (28), 9:30-10 p.m., EDT. (Caught Again)

Fitting neatly into ABC's music and news pattern, "Whiteman Varieties" continues to stack up as a straightforward music stanza, differentiated from most music shows only in that it is alive.

Tho this week's stanza saw head man "Pops" Whiteman and fem vocalist Shirley Harmer absent from the mike, the program moved along in its same easy-to-listen-to groove, thanks to fine subbing by Dorian St. George as emcee and Jenny Collins as vocalist.

Miss Collins put across "Summertime" and "Autumn Leaves" in pleasing fashion; Eddie Davis showed off his sax playing ability to good advantage with "You're Too Beautiful"; Tony Bavaard did okay with "Lucky Guy Am I" and "I'll Sing to You"; the Whiteman ork, conducted by Ralph Herman, smoothly performed the "Pizzicato Rumba" and "June Night."

There's nothing gimmicky about the show; it sticks to the business at hand—music—in admirably honest fashion, moving easily from number to number with only a brief intro leading from the end of one into the opening of the next.

Jack Singer.

Star Night

Cast: Perry Como, Patti Page, Nat (King) Cole, Ray Anthony and orchestra, Ralph Marterie and orchestra, Homer and Jethro, Julius La Rosa, Sarah Vaughan, Leo De Lyon, the Four Lads, Charlie Applewhite, Roy Hamilton, Jill Corey, Bobby Brandt, the Orioles, Archie Bleyer, Mitchell Ayers and Johnny Palmer. Promoter, E. B. (Bud) Arvey. Director, Harry Anger. Assistant directors, Irving Chezar, Jay Michaels and Johnny Palmer. Producers, General Artist Corporation.

(Soldier Field, Chicago, July 24)

With only a few minor hitches, this extravaganza came off here like a World's Fair. At the opening of the show, there was considerable doubt as to the number of people who would attend, but by the end of the second hour 75,000 persons were seated. Traffic on Lake Shore Drive was backed up on the North Side for more than two miles, causing hundreds of late arrivals. Tickets were scaled at \$1.50 to \$4.50, with plenty of advance sales to indicate a possible turnout of 80,000 or better. However, it was figured that the traffic scared away a good portion of the crowd. Also it seemed that the top price was too high for a show aimed primarily at teen-agers.

The only difficulty observed in the presentation of the show was the poor sound coupled with the distance between the stands and the stage. Even at its closest point, the stage was still about a half a block from the seats. The sound problem was one of cutting down echos. It was a handicap in all portions of the stands and seemed to this observer as a problem which just can't be overcome. The show seemed more appropos to an indoor arena rather than a starlight baseball field. Indoors it would keep the audience closer to the personalities, a long-range selling factor.

Motorcade

The affair started off with a motorcade which presented first the out-of-town disk jockeys; then the Star Night Queen, Rosemary Merhaut, her court, and finally the stars themselves. The crowd here, which has always been good for record artists, was a noisy but warm throng.

Each of the artists received a hearty reception and their efforts were well applauded. The list of numbers, too numerous to set down in detail, included each of the artist's many record hits and plenty of standards. Each artist had plenty of time to perform, with the entire program running approximately four hours.

The two comedy acts, Leo De Lyon and Homer and Jethro, received the biggest applause of the night. Homer and Jethro performed their familiar parodies of top tunes, while De Lyon relied on his night club routine involving voice imitations of personalities and instruments. His bit of whistling one tune while hum-

ming another was a sure-fire pleaser.

Como, Page Hits

Naturally, Perry Como got strong response, and his list of songs read like the Honor Roll of Hits. Patti Page again proved that she's one of the greatest, and here another impressive list of hits was presented, this time in medley form because of the great number. Ditto for Nat (King) Cole, who held the crowd down to a whisper thru his eight numbers.

Julius La Rosa showed real show business sense when he strolled across the grass with a hand mike and an extra-long chord to play directly in front of the seats. The kid has lost none of his pull in Chicago, and stunts like this will insure him a billing here for many years to come. Another act which went over great with the crowd was the bouncing, jumping and harmonious Four Lads. The act went on stage literally bouncing, and had the crowd clapping and singing with them from the start.

Crowd Pleasers

Sarah Vaughan was a definite crowd pleaser, as was the newcomer, Jill Corey. Roy Hamilton, with his r.&b. renditions, gave the crowd a rhythm beat which followed him till he left the stage. Ditto for the Orioles. Dancer Bobby Brandt, who works plenty of acro stuff into his tap routines, came off very well. Archie Bleyer directed for the better part of the show, with the exception of the presentation of Ray Anthony and Ralph Marterie. Marterie gave the audience his record hits, while Anthony showed some flashy solo work from his men, as well as his hits.

As a whole, the entire show could have used more showmanship such as displayed by La Rosa, the Four Lads and Ray Anthony. In a huge stadium it takes more than a singer just standing at a microphone. Steve Schickel.

Oh, Men! Oh, Women!

A farce by Edward Chodorov. Staged by the author. Settings by William and Jack Eckart. Costumed by Paul de Pont. General manager, Sam H. Schwartz. Stage manager, Ward Bishop. Press representative, Ben Washer. Presented by Cheryl Crawford in association with Anderson Lawler.

Miss Teacher Lilyan Wilder
Alan Coles Lloyd Bridges
Grant Cobler Larry Blyden
Myra Hagerman Betsy Von Furstenberg
Dr. Krauss Henry Sharp
Mildred Turner Joan Grey
Arthur Turner Tony Randall
Steward Paul Andor
(Henry Miller's Theater, July 26)

This department reported last December that Edward Chodorov's essay, "Oh, Men! Oh, Women!" was the frothiest kind of nonsense, and despite its ponderous title, a fine laugh hit. A return date with it, six months later, now that Lloyd Bridges has taken over the stint of the psychoanalyst who becomes progressively more confused than some of his patients, leaves the opinion unchanged.

While all of Chodorov's fun emphasis is on the supporting roles, Bridges is contributing a smoothly integrated performance as the puzzled and bedeviled psychiatrist—quite up to the standard of Franchot Tone's original conception. It is, of course, a sidelines part most of the way, but when called upon in the last scenes, Bridges takes over with all the authority due star billing.

As a springboard for utterly zany scenes, the farce's premise is in the top bracket. The doctor, about to depart on a honeymoon, is treated to some confessional couch details concerning his fiancée's somewhat lurid career, via a wacky former suitor and the persecution-complexed wife of a successful actor. His bride-to-be is considerable of a bitch and a nitwit to boot, but the poor man loves her, and thereby hangs Chodorov's tale—and a very funny tale it is, when these characters set to making it practically impossible for him to retain either sanity or dignity.

Betsy von Furstenberg has remained from the beginning one of the most amazingly trying brides-to-be on this or any other stage. The author has endowed her with the mentality of an eighth-grader and the disposition of a fem leopard, when crossed. She makes the most of both for amusing effect.

Two new faces are on view in the three performances which make up the real laugh bracket. Larry Blyden is still uproarious as the wacky lad with bed-room memories—a splendid comedy tour de force. Joan Grey, who has recently taken over the role of the actor's weepy wife, is likewise splendid, quite as good as either of her predecessors. Also,

Tony Randall as the latter's practical husband, who sympathizes less than somewhat with psychoanalysis, is excellent in the stint he inherited on the departure from the troupe of Gi. Young. Since these contributions can make or break the play, it is pleasant to report that they remain in expert hands.

"Oh, Men! Oh, Women!" is holding up in fine form.

Bob Francis.

Palace, New York

Mac and Lorraine, Beatrice Dante, Maxie and Millie, Three Guys and a Doll, Eddie White, Mambo Aces, Ross and Pierre, Edwards Brothers. Jo Lombardi and his ork.

(Reviewed July 30)

Palace bills have been better and worse than the current. Overall sparks a moderate entertainment quotient for satisfactory hot-weather entertainment.

Mac and Lorraine, boy-gal tapping combo, get proceedings off to a pleasant stepping start. Routines are not particularly original, but duo are competent steppers and register accordingly. Second slot spots Beatrice Dante and her trained chimp. Again, this is not the best or the worst of acts of this type. Gal puts chimp thru a routine of more or less standard tricks and has something of a flash wind-up with a rope-walking bit.

Maxie and Millie score with the customers with a good comedy musical novelty. Comedy is on elemental side, but former has quite a flair for trick instrumentalizing. Lad can seem to get a tune out of most anything from a bicycle pump up, play two trumpets or three tin whistles at the same time, and winds up playing a trombone with his feet to his own guitar accompaniment. Quartet, Three Guys and a Doll, finish off the first half of the show. Group again demonstrates good harmony and projection in arrangements of "Lullaby of Broadway" and "Make Love to Me." A final specialty, however, could be shelved for something better.

Eddie White leads off the second stanza for his usual quota of laughs. Comic is relying on his standard material. He has, however, added his own version of Lou Holtz's old routine about the three lads gagging up their climb to the 27th floor. Routine is so old that it's new to the customers and White gets it over in great shape. A pair of steppers, the Mambo Aces, follow. If you're a mambo addict, presumably this is hot stuff, and the boys are certainly agile on their pins. But from this paw, mambo stepping adds up to a repetitious bore.

Frank Ross and Anita La Pierre are back to make top score for the bill in next-to-closing. This reporter has never seen them come over more solidly. Substantially, the act doesn't change a bit, but Ross has a way of adding little twists to his clowning, and La Pierre as always is a splendid foil for his nonsense.

The Edwards Brothers, acro trio back for a fifth date in the house, again provide a rousing finish with their chair and hand-balancing atop a piano. They are always sure crowd-pleasers.

The pic is: "Francis Joins the Wacs." Bob Francis.

Mae West

Dick Kerr, Nita and Peppi, Cee Davidson ork.

(Sahara, Las Vegas, Nev., July 27.)

The Sahara again this week steals the headlines among strip night spots in Las Vegas, with Mae West, remembered by the middle-aged show-goers nostalgically, and by the youngsters not at all.

Miss West, at 62, revives every double-meaning crack that ever drew a movie yock with W. C. Fields two decades ago. She surrounds herself with men (15 of them), of which eight are muscle-

bound weight-lifters who delight the females in the audience by prancing around in brief shorts. Only one gets billing, however; Dick DuBois, 1954's "Mr. America." The possibilities in such a situation with Miss West's sultry delivery are limitless, and she exploits them all.

Her numbers, sung after a fashion, include "I'd Like to Do All Day What I Do All Night"; "Take It Easy, Boys"; "Strongest Men in the World" featuring her muscle-bound-eight, and a "Diamond Lil" number, featuring Miss West's delivery of "Frankie and Johnny."

Boudoir Scenes

Aiding in a couple of the boudoir scenes is Louise Beavers in the comic role of maid. The whole routine was put together by Charles O'Curran.

Second spot in the show is taken by young Dick Kerr, a better mimic than most, whose vocal gymnastics drew top applause opening night.

The tumbling brother and sister act, Nita and Peppi, return to the Congo Room after an enthusiastic reception a few weeks back, and ably demonstrate the fruits of long hours of practicing flip-flops.

The Sa-Harem line number is a spectacular thing, with intricate lighting adding to the effect.

Ed Oncken.

Mindy Carson Show

Mindy Carson—Hawaiian Village, (Broadmoor Hotel, Colorado Springs, Colo., July 24.)

The vibrant personality of the ex-Paul Whiteman thrush is projected nicely in the warm atmosphere of the swank Broadmoor nitery. Her 45-minute nite club show includes her stepping stones to fame, "Lucky in Love," "Getting to Know You" and others, but highlight of the act is her impression of Bert Williams singing "Nobody."

Bob McGrew's ork does a nice job of backing her and a well-lighted stage with varying spots enhance the beautiful gowns that show off Mindy's petite figure to the best advantage.

Her personal approach is well received by the crowd when she sings such numbers as "I'm Nobody's Baby," "On Moonlight Bay" and a very clever medley from the Pajama Game.

Bernie Gebhardt.

Charlie Rivals

Six Rolling Ladies, Rean Duo, Ed and Fred, Dorly's dogs, Rene Norman, Two Arrandos, Willy Rentmeister, and Ralph Zurn's band.

(Apollo Theater, Dusseldorf, Germany, July 25.)

One of the largest movie-stage show theaters in Germany, which is able to line up good stage shows even during the summer months, is the big Apollo. By booking one or more well-known big-time acts that are able to appear twice in each show, this house overcomes the dearth of good acts and finds it possible to present varied programs—changed twice monthly.

Bill for the second half of July is topped by the veteran clown, Charlie Rivals, who works first half of the show in his burlesque "Charlie Chaplin" trapeze number and appears during second half in an opera parody. Rivals, father of the (3) Charlivels, has been a "name" in Europe for many years. He is assisted by Mische and Brasso, acro clowns.

Also making two appearances are the Six Rolling Ladies, good skating flash, and Ed and Fred, who first appear in Latin-American dance numbers and return for a session of modern-acro dancing. Rounding out the bill are Two Arrandos, perch; Rene Norman, cartoonist; Rean Duo, unsupported ladders, and Dorly's dogs—well-trained pair of fox terriers.

Comedian Willy Rentmeister emcees the show and gives out with patter and gags. Ralph Zurn's pit band cuts the show.

Ted Wolfram.

Paul Winchell

Bob Hamilton Trio, Billy Ward Dominoes, Cee Davidson ork.

(Sahara, Las Vegas, Nev., July 25.)

Ventriloquist Paul Winchell returned to Las Vegas in triumph after a fashion. The last time here (six years ago) he was a little-known act at El Rancho Vegas. Since then he became a TV star and returned after being lured by a liberal Sahara paycheck.

His routine with dummies Jerry Mahoney, Knucklehead Smith

and Bubbles La Tour are familiar to most TV fans. They brought top applause and steady sellout houses.

The second act on the show, the Billy Ward group, pleased the crowd with its jivy delivery "Three Coins in the Fountain," "60-Minute Man" and "Because," topped by an insane little number they call "If You Don't Like Chicken."

Dancing Trio

The Bob Hamilton dancing trio proves tops in precision footwork, rounding out a well-balanced, well-done Bill Miller show.

The Sa-Harem girls of the chorus line, as usual, outclass others along the Strip with their expensive costumes and top choreography.

The Crew Cuts

Diosa Costello and Her Caballeros, featuring Roberto and Alicia, Mario Regis and Phil Cook, Don Reynolds, and Edward Abreau; Paul Gray, Louis Basil and house orchestra.

(Chicago Theater, Chicago, July 30.)

Once again the Chicago Theater has coupled two ingredients destined to pull heavy crowds to the box office for the next three weeks, a Martin and Lewis picture, "Living It Up," and a hot record team, the Crew Cuts. An unusual full house for the first two shows on opening day are a sure sign of the power this combination possesses.

The Crew Cuts, altho relatively new to the business, have already had several good records going for them, including the current holder of the No. 2 spot on "The Honor Roll of Hits," "Sh-Boom." They get the same treatment which has been handed many of the preceding record acts, only in this case, more so. The applause and screaming is literally deafening, in fact, for the past few months it seems this theater has been the mecca for a revival of the old Frank Sinatra days.

The foursome start out with "Wrap Up Your Troubles in Dreams," and "The Glory of Love." The last three numbers are all taken from their recordings, "Crazy 'Bout You, Baby"; "Stomp and Whistle," and "Sh-Boom." The latter three each contain action gimmicks such as clapping, stomping and whistling and the teen-agers readily follow the score on all of them.

Paul Gray came over real well with the kids and his usually sharp material found its mark in an equally sharp audience. His routines concerning his bad voice are especially accepted by the crowd. Gray won himself a well deserved double call back.

Diosa Costello and her revue do a minute turn of Latin Americana culled from her night club routine which is about twice as long. She carries with her a young singer, Don Reynolds, who displayed a hefty set of pipes in the pop department, doing "Alone Together." Diosa got a big response for her rendition of "Granada" and "Bali High" which she performed in "South Pacific." Roberto and Alicia, flamenco dancers, did an excellent turn and were well rewarded, as were Diosa's male partners.

Steve Schickel.

Billy Gray

Dorothy Claire, Leo Diamond, Nicco and Barba, Lou Bedell, Clegg Hoyt, Mike Ross, Larry Green Trio.

(Billy Gray's Band Box, Hollywood, July 28.)

Current layout is a knockout for this Western outpost of the borscht circuit. It signals the return of Billy Gray to his nitery and hilarious departure in format with the addition of a 20-minute tongue in cheek satire, "Cohen's Mutiny," utilizing perhaps Gray's biggest cast.

The mutiny skit occupies the opening portion of a lengthy bill that abounds in highly entertaining comedy, music and instrumental work, plus a pair of interpretive dancers, Nicco and Barba. The satire sets a healthy pace, putting the audience in a receptive mood for Nicco and Barba's comedic terpsing and a so-so dance rendition of "Lover."

But the music hardly suffers, particularly at the hands—or vocal chords—of vivaciously charming Dorothy Claire, late of "Finian's Rainbow." Miss Claire scores solidly with tunes from that musical, a particularly saucy "Men" and a rousing "Dixie Melody." Later she teams effectively with Gray. Harmonicist Leo Diamond returns, clicking effectively with his new sound on the Electromatic with

NEW ACTS

JOEY CARTER (comedy-emcee), Stage Coach, Hackensack, N. J., July 29.

This lad shows a lot of promise, plus an abundance of guts. To get up before an audience of 11 in a room with a capacity of over 500 and make those 11 laugh isn't an easy thing. Carter is chunky lad of medium height sporting a friendly grin and a tongue-in-cheek mannerism that is quite effective. He can tell a gag well, and even when he doesn't his ingratiating manner of poking fun at himself gets results. His material isn't too strong. A series of comedy take-offs is amusing but needs better chatter to go with it. On the basis of show caught he'd make an excellent house emcee until he finds strong enough material to really go to work. But even with these shortcomings it's this reviewer's guess that he's a hit here weekends when the room is filled. B.S.

BETTY MADIGAN (songs), Stage Coach, Hackensack, N. J., July 29.

Here's a new kid who promises to make a little noise. She's quite easy on the eyes—a kind of exuberant Elizabeth Taylor, who works with ease and assurance. Her "Joey" (on the M-G-M label) got her record attention. Her youthful good looks and pro selling style should get attention in other fields. Her chief faults right now is an over-belted style that makes every song (except "Miserable") sound the same. Yet this fault—if it is a fault—might make her an ideal choice for a legit show. On looks and voice, plus a charming smile, Miss Madigan could work any room, class or dive, in the country, and she should come thru quite nicely on TV. B.S.

TOMMY MARA (songs), Club Elegante, Brooklyn, N. Y., July 29.

Tommy Mara is a all, slim, handsome lad (he claims to be 19) with sharply chiseled boyish features that should photograph well, in case the films are interested. His acting or selling ability, however, are those of a beginner. The lad has recorded a couple of sides for M-G-M and sings fairly well in a pleasant baritone. But on personals he needs a lot more than the billing "M-G-M Star" to impress strangers.

"Off Shore." His versatility is maintained at its usually high level with such numbers as "Granada" and "Rumanian Rhapsody." Backing is top notch by Larry Green Trio.

Gray himself occupies a goodly portion of the bill, belting out with unbounded enthusiasm top level cracks, liberally sprinkled with the Yiddish idiom, that create spontaneous belly laughs. This bill is a sure bell ringer—cash register bell, that is.

Ed Velarde.

Tommy Mara

Isobel Robins, Bernie Allen, Russ Corey ork.

(Club Elegante, Brooklyn, N. Y., July 29.)

Young, handsome Tommy Mara (see New Acts) is the headliner; at least he's in the closing spot. But the boy is far from a headliner. He's a tall 19-year-old doing his second cafe job. But despite his obvious amateurishness the neighborhood crowd received him with exuberance, making up in noise what it lacked in numbers.

The only pro on the bill was slim, blonde Isobel Robins who has been caught previously in other clubs. Miss Robins is a personable young lady with a lot of special material, most of it amusing in a somber fashion. However, she prefers to sing rather than do comedy, thereby doing herself a disservice. The singing ranks are full of eager gals much better vocally equipped than Miss Robins. What this gal has that few of the present-day canaries do not, is an ability to do comedy plus an ability to act that needs stressing. It seems that Miss Robins might forego her vocal ambitions and stress her laugh-provoking talents. We suspect the returns would become more satisfying in the long run.

Bernie Allen (see New Acts) was another tyro with a better than even chance of making it based on some of his material alone. But he needs a lot of seasoning before he's capable of

Right now the kid, tho obviously willing, doesn't know how to use his hands or, for that matter, his voice, or his genuinely likeable appearance. On looks alone, the kid could become a fem rave, but the songs he does are either meaningless or distorted. The songs he did when caught will hardly make any fem breathe faster. The tune, "Lady Is a Tramp" can be quite listenable, but not for a boy singer. B.S.

BERNIE ALLEN (comedy), Club Elegante, Brooklyn, July 29.

Here's a lad that could make it once he has enough experience under his belt. Right now he's as green as the teen-ager's face after smoking his first cigar, and doesn't look much better. Fortunately, comics don't have to be slim Apollos, so looks are secondary.

He was obviously nervous his first few minutes, and at times talked so fast that he didn't seem to know what to do next. These are common faults of most beginners, and even tho probably very distressing, are usually overcome. Allen has two big routines. The first is a hokey satire of a kid taken to a talent school. It has possibilities, but needs working on. The second was really a funny routine, even a fresh routine that really got and deserved the yocks.

It involved a punch-drunk boxer who explained his hardest fight. Allen's pliable mug, blacked out teeth, and generally sweaty appearance gave this fighter bit such ludicrous authority that it drew gales of laughter. That one alone would be a wonderful TV bit. B.S.

HELEN MERRILL (singer), Cloister Inn, Chicago, July 29.

The cute, blond singer has had a lot of background with groups and is out as a single for the first time. She delivers a modern jazz styling which lends itself to chichi and intimate spots. She's a pleasure to listen to and has an easy, low registering voice that sort of whispers the lyrics rather than shouts them, even tho her delivery is on the pedal side she still has plenty of projection. Among the tunes she performs are "I Cover the Waterfront," "I Got a Crush on You" and "Yesterday." The male audience is highly responsive to her turn. S. S.

holding a spot in a night club of any importance.

The emceeing was done by Lee Solomon (regular emcee was away sick), an agent for the William Morris agency. Young Solomon is said to be a very good agent. He talks fast, promises enthusiastically and does a hell of a mambo. He's probably wonderful at a house party. But at a mike, in a white spot in front of an audience, well—he's no emcee.

Music by the Russ Curry band was pleasantly skillful without being obtrusive.

Bill Smith.

Perez Prado Ork

Montoya Sisters, Mambo Dancers, Mischa Borr band. (Starlight Roof, Waldorf-Astoria Hotel, New York, July 27.)

In their first visit to New York, this South-of-the-Border aggregation drew a frantic horde of mambo fanciers in variegated clothes that must've confused the very proper Starlight Roof maitre d'. Perez Prado, himself, is a showman, tho some of his fronting tactics were a little startling. Tugged in white tie and tails, the latter made up of gold lame, he made quite a picture waving his jeweled mitts.

To further heighten his impact, he gave cues in a high barking grunt that sounded like Sharkey the Seal. For dead stops, Prado lifted his knee high and threw his foot in the air. It was quite a show.

The band is a colorful group, with various sections costumed in distinctive colored blouses.

Prado's trumpet section is superb, particularly his lead horn. It has a bite and a drive that is almost irresistible. On the first notes of "Mambo Jumbo," there were plenty of fems who shrieked in ecstasy. These shrieks rose in intensity as Prado's gang went to work.

There's little doubt that RCA Victor's leading mambo ork has drawing power. The room was jammed for both shows with tradesters and Prado fans who knew of his work on records. On the dance sets (Prado has a

(Continued on page 47)

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BURLESQUE BITS

By UNO

Gypsy Nina, "The Arabic Model," is soon to make her return as a featured exotic or strip, reinforced by vocal numbers by **Loney Lewis**, revelations gowns from the Follies Costume shop, deft routines of her own under **Jack Montgomery's** direction, photos by Bruno, and placements by **Jack Fauer**—who has a quick lofty climb, both in the nitery and theater brackets, in view for Gypsy... **Buddy Bryant** wound up 13 weeks at the Roxy, Cleveland, where the current feature is **Renee DeMilo**... **Tina Nix**, show girl at the Adams in Newark, did such excellent straights for comic **Sammy Smith** during week of July 23 that **Jack Wendroff**, legit producer, plans to use her in a Broadway show the coming season... One of the busiest of all stripper booking offices in the Manhattan area is the **Trixie Rogers Agency** in the Earle Building. Additional placements by her, all in New York, include **Greta Hanson**, the **Blonde Swede**, **Sherry O'Day**, **Eve Adam** and **Francesca**, emcee, at the Club Samoa; **Luna**, a newcomer on 52d Street, and **Hazel Lee**, vocalist, Famous Door; **Chinita**, "The China Doll," Harem; **Gung Hai**, feature, **Denise**, **Sherry Panay**, **Lydia Dupra**, **Betty Robbins**, **Ann Garnet**, singer, and **Ginger Marsh**, another newcomer, **Moulin Rouge**. Also **Penny Lester**, the **Baby Doll**, and **Marrianno**, tapster, at the Ha Ha; **Patty August**, **Sherie Milette** and **Pat Logan**, vocalist, **George's Blue Room**; **Ann Perri**, feature, **Cinderella Club**, and **Pattie Clair** and **Patti McGrath**, emcee, **Montmartre**... **Murray Briscoe** is attending a Cleveland clinic daily for a check-up... **Patrice**, the Goddess of Fire, followed **Charlene** at the Casino, Toronto.

Vesta (LaVeeta) Voorhees, featured strip, became the wife of **Thomas Jaye Fisher**, former con-

cessionaire and later juvenile-straight man, in Chicago on June 25. Plans are for the newlyweds to play the circuits the coming season... **Eddie Lloyd** replaced **Jack Lamont** last week at the Roxy, Cleveland, where the rest of the cast includes **Jack Hayes**, **Bob Rogers**, **Vicki Lester**, **Judy Curtis** and **Lotus DuBois**, feature. **Lamont** closed to take a brief vacation... **Benita Francis** closed at the Silver Star Club in Waynesville, Mo., and opened July 26 at Jimmy's Gay Inn, East St. Louis, Ill., thru **Mike Rioff** of St. Louis... **George P. Murphy**, old-time comic known as "The Spider," who started his stage career with **Katty Kurselle** at the London Theater on the Bowery, New York, when he was in his teens, celebrated his 77th birthday on July 27 at his Bronx home. In retirement the last few years, he is anxious for a comeback in burly or legit where clean comedy is wanted... The Palace, Buffalo, features **Andrea**, and at the two niteries, the Casa Nova and Havana Casino, the headliners are **Carmen Hope** and **Lili Ann** respectively... **Lou Lederer**, character comic with many shows on the old circuits, died last week in New York... **Jack Hudson**, of 300 West Armour Boulevard, Kansas City, Mo., writes, "It is very important that I learn the whereabouts of **Carmen Hope**, exotic dancer. I lost touch with her when she played Cairo, Ill., around Christmas..." **Rita Ravell** opened July 9 under the billing of "The Mexican Spitfire" at the New Follies, Los Angeles. Also was cast as a principal on July 13 in a Mexican burly film called "A Night in Tiajuana" for the Azteca Films org in Santa Monica, Calif.

U. S. Agents

Continued from page 44

ship in both unions and a clear-cut line of each union's jurisdiction. Spector wrote Gameraff, "I again wish to assure you that responsible officers representing AGVA are prepared... to work out the implementation of these proposals in an atmosphere of reasonableness and co-operation."

The Montreal AFM-AGVA situation was further muddled over the weekend when Jacques Normand, AGVA member and now candidate for its national board, was quoted as saying that he would head a new actors' union and would take it into the AFL. Normand couldn't be reached for comment. But Jack Irving said that he had spoken to Normand and Normand denied making such statements.

Work in Canada in the meantime for actors as well as musicians is confused. Cafe ops, musicians and theatermen saw disaster ahead. Murray Little, of the Casino Theater, Toronto, which uses name acts, indicated he would use non-union bands.

Al Taylor, of the Elmwood Casino, Ontario, also a big user of name acts, said, "If Murdoch means what he says, he will put us out of business and we have \$1,000,000 invested here. We can't get the acts we need in Canada." Montreal clubs are using musical acts or running with non-union bands. An exodus of musical acts to Canada is reported in some circles.

Perez Prado

Continued from page 46

mambo beat even on "St. Louis Blues", the floor was jammed.

But if the Latin bloods were raised to white heat by the Prado music and rhythms, the North American trade was confused by the accompanying show. The three Montoya Sisters, two brunettes and a blonde, eat well and show it. Even if their voice blendings on Latin and American tunes were good, their appearance was not. Latins may prefer their gals well upholstered. Americans like them trimmer.

Prado also has two short, skinny lads, billed simply as "Mambo Dancers," who were exciting to watch. Their precise gyrations, back to back or side to side, were a symphony of motion. Given another good sight act, there would be enough meat in the Prado bunch to satisfy show buyers. Certainly on the crazy driving beat that has made the name Prado synonymous with mambo, the pack is worth a listen. **Bill Smith**.

BROADWAY SHOWLOG

Performances Thru July 31, 1954

DRAMAS	
Anniversary Waltz	4-7, '54 133
Caine Mutiny Court	
Martial	1-20, '54 213
King of Hearts	4-1, '54 140
Oh, Men! Oh, Women!	12-17, '53 260
Sabrina Fair	11-11, '53 300
Tea and Sympathy	9-30, '53 348
The Seven-Year Itch	11-20, '53 710
The Solid Gold Cadillac	11-5, '53 308
The Teahouse of the August Moon	10-15, '53 335
MUSICALS	
Arabian Nights	6-24, '54 44
By the Beautiful Sea	4-8, '54 132
Can-Can	5-17, '53 516
Carousel	6-2, '54 69
Kismet	12-3, '53 276
Pajama Game	5-13, '54 72
The Golden Apple	3-10, '54 265
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John Murray Anderson's Almanac	12-10, '53 228
Comedy in Music	10-2, '53 315
Fifth Season	1-23, '53 598

SPEAKING OF LEGIT

Continued from page 44

Doretta Morrow will also go with him. A new leading lady for the Ziegfeld has not yet been picked.

It appears a certainty that **John Ireland** and **Dane Clark** will have leading roles in **Norman Brooks'** drama, "The Fragile Fox." Ireland was last on the Stem six years ago in "The Rats of Norway." Clark played locally in "The Number" in 1951. "Fox" skeds to open at the Belasco October 12. The Theater Guild has just announced that it has put another Brooks play on its season schedule, "Manhattan Harvest," probably as the fourth of its four sponsorings... **Alexander H. Cohen** has signed **Elliott Reid** to play opposite **Patricia Smith** in his forthcoming "The Champagne Complex." Reid's last appearance here was when he set customers to howling with his one-man lampoon of the Kefauver committee in "Two on the Aisle."

'Star Night'

Continued from page 44

cocktail parties were held for disk jockeys in each city, with more than 600 attending all told, with expenses running up to \$7,500.

E. B. (Bud) Arvey, promoter of "Star Night," told The Billboard this week that he planned to continue next year with another tour of "Star Night." This tour will, he says, include about seven cities, and he was quick to add that Cleveland would not be one of them.

1955 Tour

Cities included definitely on the 1955 itinerary are Chicago, Detroit and New York. Possibilities are Pittsburgh, Philadelphia, Boston and Miami. Arvey mentioned that several Chamber of Commerce offices including Phoenix, Ariz., and Miami, had already asked for the show.

Another innovation in the 1955 tour will be the elimination of Sunday performances from the schedule. Arvey stated he might run from Thursday to Saturday or Friday and Saturday nights only, on consecutive weekends. He also pointed out that the show, which is aimed almost exclusively at teen-agers, would be scaled lower in prices for the coming year. "A \$4.50 ticket is just too much for them to pay," Arvey said, "We'll try for more seats at a lower price next time."

Arvey also disclosed that he thought the four-hour show was too long, and that next year it would be shortened to slightly over two hours. Presentation and format will remain the same. The General Artists Corporation, which produced the show this year, will be retained for those purposes in 1955.

The 1955 "Star Night" package also will have a lower nut. Promotions this year were planned as a long-range investment, with an eye to disk jockey good will. It was mentioned that the next show would see less cocktail party-type promotions, at least on a lesser scale if they are used. Arvey pointed out that contests and other tie-ins would be used. Newspaper ads will be increased, and disk jockey tie-ins will be utilized to the fullest extent. "The disk jockeys gave us our biggest draw," said Arvey.

HOCUS-POCUS

By BILL SACHS

CARL BALLANTINE (The Amazing Mr. Ballantine) and his wife, comedienne **Cecil Cabot**, are sojourning in Cleveland until their spanking new daughter is able to travel, which will be in about another month. Carl and Cecil are slated to open at the New York Palace August 27... **Francis Ireland**, the Chicago magic lady, and **Jay Marshall**, big-time magus, surprised their many friends by hauling off and getting married shortly after the conclusion of the recent IBM convention in Louisville... Recently enjoyed a pleasant vacation stop-over at **Percy Abbott's** magic headquarters in Colon, Mich., and a brief jackpot session with Percy's right-hand man, **Recil Bordner**, and the veteran **Howard (Mel) Nelson**, editor of Abbott's Tops magazine. We found the Abbotts relaxing at their spacious home there. They report that their eldest son, now with the Army in Japan, has written several letters suggesting that Pop open a magic shop over there... **Lee Richards** type-writes from Easton, Pa.: "Wonder what **Jack Baker** is doing these days. No one around here has seen him in some time..." **Paul Duke** is current with his one-man show at the British Colonial Hotel in Nassau, B. W. I... On the magic sick list are **Henrietta Wurtzel**, who is mending from a goitre operation at her home, 557 East Center Street, Shreveport, Ill., and **Jack Gillis**, who is taking treatment for a lung ailment at Veterans' Hospital, Butler, Pa.

Ill.: "Things very slow in magic in and around the Mound City this summer. **Prince Budda** is back in town awaiting fair dates starting in August. **Kerma** is operating a pool hall in downtown St. Louis and playing an occasional club date after a year-and-a-half layoff. **Mike Caldwell** is magical emcee at Becky's Club in Cairo, Ill. As for myself, I'm still at the aircraft plant..." **Vernon Colbert**, now at his home in Sun Valley, Calif., says he's slated to play the Maui and Hilo fairs in Hawaii in October. On his recent engagement there, Colbert enjoyed a visit from **Harry Hanaoka**, local Billboard correspondent, and **Andrew Parks**, both of the local magic fraternity.

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(Temple) Tacoma, Wash., 6-7.
Porgy and Bess: (Philharmonic) Los Angeles.
Seven-Year Itch: (Geary) San Francisco.
South Pacific: (National) Washington.
Time Out for Ginger: (Harris) Chicago.
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THE FINAL CURTAIN

BENNETT—Lavern R., 65, Detroit theatrical architect, suddenly in Alpena, Mich. He had designed many theaters in Detroit and Michigan during the past 25 years. Survived by his widow, Gertrude, and one daughter, Mrs. William H. Kimberly. Interment in White Chapel Memorial Cemetery, Detroit.

BLOCK—Rudolph, 59, Capitol news correspondent for West Coast radio stations, July 22 in Washington. Formerly a newsman with Hearst papers in Seattle and San Francisco, he was D. C. representative for Stations KOMO, Seattle; KGEZ, Kalispel, Mont.; KPOA, Honolulu.

BROWN—William L. (BX), 58, vaude performer, July 23 in Syracuse. At one time he appeared with Major Bowes and Ted Mack units. Survived by his widow, Veronica; a son, William Jr.; and a daughter, Mrs. Kenneth Draper; his mother, Mrs. Mary Elizabeth Brown; a brother, Frank; five step-daughters, Mrs. Helen Morgan, Mrs. Michael Guido, Mrs. Robert Horton, Mrs. Robert Keefe, and Mrs. Joseph Schuss, and a step-son, Joseph Fiera.

BULL—Charles Robert, 72, past president of the Yorkton Agricultural and Industrial Exhibition Association, in Yorkton, Sask., July 21. He was honorary president at the time of his death. Survived by his widow and two brothers. Burial in Yorkton.

CALLAHAN—Nellie, 80, retired actress, July 25 in a nursing home at Sayville, N. Y. Born in Louisville, Ky., she entered the theater at a young age, appearing in "Old Kentucky" and "The Lost Paradise." Later she became leading figure with the Gerard Avenue Stock Company in Philadelphia and the Davidson Company in Milwaukee. During vaudeville days she did sketches with the late Tom Wise and William H. Turner, and she appeared in radio with the late Al Jolson.

CLARK—Edward, 68, former vaudeville performer and brother-in-law to E. Lawrence Phillips, former owner and director of the New Johnny J. Jones Exposition, Inc., July 20 in Washington. Born in Hartford, Conn., he joined the George Primrose Minstrels at the age of 17 and was a featured dancer and singer for seven years. Later he married and with his wife toured the Keltic and Orpheum circuits as Ida and Eddie Clark. After their vaude days, he continued to appear as a night club entertainer in Washington. In addition to his widow, he is survived by a son, William F. Clark; a sister, Mrs. Mamie Ostrout; and a brother, George, of Hartford. Services from Holy Comforter Church July 24 with burial in Fort Lincoln Cemetery, Washington.

DELON—Aristides, 50, actor, July 24 in University Hospital, New York. His best known role was as the Russian commissar in "Squaring the Circle" in 1935. Other credits: "Colonel Satan," "Adam Had Two Sons," "Nona," "Keeper of the Keys," "The Hook-Up," "Hallow'een," "Tovarich" and "Foreigners." He also appeared in films here and abroad, and in radio and television.

DOUGHERTY—Gloria Yvonne, wife of Duke Dougherty, former outdoor concessionaire, July 20 in Miami. In addition to her husband she is survived by her daughter, Theresa. Burial July 24 in Miami.

DUCHOW—Mrs. Ida, 59, mother of polka music band leader Lawrence Duchow, July 28th at an Appleton, Wis. hospital.

GOLDSTEIN—Leonard, 51, Hollywood film producer, July 23 in Cedars of Lebanon Hospital, Los Angeles, following a stroke suffered in Spyros Skouras' office at 20th Century-Fox studios. He had recently set up his own company to produce 10 pictures thru United Artists. He had a reputation as one of Hollywood's most prolific producers. Just recently having finished his 10th and final picture for 20th Century-Fox. He had directed more than 100 pictures in the last six years, including "The Egg and I," the "Ma and Pa Kettle" and "Francis" series. Before forming his own company, he was with 20th Century-Fox for two years and

Universal-International for four years. A native of Bisbee, Ariz., he was reared in Los Angeles. He once was booking agent for the old Metropolitan Theater before entering the producing end of the movie industry. He had resided in Beverly Hills. Survived by three brothers, Robert, vice-president at Leonard Goldstein Productions; Spud, traveling secretary for the Cleveland Indians, and Lou, Los Angeles, and two sisters, Della and Phyllis, Los Angeles. Interment in Forest Lawn Memorial Park, Glendale, Calif.

HALL—John T., 80, renowned composer, July 16 in Bellview Hospital, New York. Among his most popular compositions was "The Wedding of the Winds."

HATTON—John F., 42, orchestra leader, July 24 in Manhasset, N. Y. He was a graduate of the New York College of Music, and a veteran of World War II. His widow, Adelaide, survives.

HAYNES—Daniel, 60, an ordained clergyman who became a stage and screen actor, July 28 at Kingston, N. Y., of a heart attack. For five years on Broadway and later on tour, he played supporting parts in "The Green Pastures." In its revival a few years ago, he played De Lawd. He also had the lead role in "Hallelujah," first all-Negro talking picture. Other film credits: "So Red the Rose," "Escape From Devil's Island," "The Last Mile" and "Androcles and the Lion." Other stage credits include "The Bottom of the Cup," "Earth" and "Androcles and the Lion." Born in Atlanta, he studied at Atlanta University, Chicago University, Turner Theological Seminary and CCNY. He held pastorates at Brooklyn, Huntington, Westbury and Bayshore, N. Y., and for 15 years at St. Marks African Methodist Episcopal Church in Harlem. His widow, Rosa, survives.

JOSEF—Walter, 64, German-born concert pianist and composer, July 22 in Lake Placid, N. Y., of cerebral hemorrhage. He had performed abroad and in the United States, including several Carnegie Hall appearances. His widow, Alice, and a daughter, Lillian, both of New York City, survive.

KAMIYAMA—Sojin, 70, Japanese film actor, July 29 in Tokyo. He had roles in American silent films between the years 1913-29, including "The Thief of Baghdad" and "The Chinese Parrot."

KETTLE—John, 66, ride foreman on the Georgia Amusement Company, July 20 in Toccoa, Ga., of a heart attack. Starting out in show business as a candy butcher, he later became a ride foreman for various carnivals, including the old Imperial, Cotton State and Southern States shows. Survived by his widow, Vera, and a daughter, Mrs. Eileen Hart. Burial in Toccoa.

KIMBALL—Kuy, 60, retired dancer and actor who helped stageshows at the Masquers Club, Hollywood, July 21 in Hollywood. A native of Brooklyn, he appeared in the Ziegfeld Follies and had danced with the Dolly Sisters, Irene Castle and others in Broadway shows. He was an active member of both the Masquers Club and the Troupers Club. Interment in Greenwood Cemetery, Brooklyn.

KRAUSE—Ernest, 71, former outdoor showman, July 25 in Holyoke, Mass. (Details in Circus section.)

LIST—Harry B. (Dad), 74, veteran outdoor showman and concessionaire, July 20 in Valdosta, Ga. Survived by two sons, Herman, Valdosta, Ga., and Merle L., Hamilton, O., five daughters, Mrs. Lillian Simons Cincinnati; Mrs. Thelma Hill and Mrs. Evelyn Popoff, both of Hamilton, Ont.; Mrs. Theo Bishop, Dayton O. and Mrs. Freda Alippe, New York, and a brother, Herman L., Hamilton, O. Burial in Sunset Hill, Valdosta.

LOCKHART—Edwin H., 87, voice coach and former operatic singer, July 24 in Richmond Memorial Hospital, Staten Island, N. Y. He once sang as bass-baritone in opera companies with Enrico Caruso, retiring in 1909 because of a throat ailment. Survived by his widow, Virginia; a brother and a sister.

MADELLIS—Bronis, usher on the Ringling Circus, July 26 in an auto crash near Cisne, Ill. (Details in Circus section.)

McCONNELL—James E., 62, for 32 years known to juvenile radio audiences as "Smilin' Ed," suddenly July 24 in Newport Beach, Calif., of a heart attack. He had one of the oldest sponsored programs in radio. His widow, Ruth, and two children survive.

MERRIAM—Wilbur, 67, father of Alva Merriam, carnival owner, July 24 in Ogdon, Ia. (Details in Carnival section.)

MORGAN—Clayland Theden, 60, former publicity director of the National Broadcasting Company, July 26 in Memorial Hospital, New York. Born in Jersey City, N. J., he joined the publicity department of the French Line just after World War I. He became director of promotion and advertising, and quit in 1936 to join NBC, where he was assistant to the president. In 1950 he became publicity director for the French Institute, and in 1951 for Air France.

MURPHY—Lambert, 69, operatic and concert tenor, July 24 in Hancock, N. H. He made his debut with the Metropolitan in 1911, but quit four years later to take up concert work. About the same time he became one of the first Victor recording artists, estimated to have made some 200 waxings interspersed with concert appearances. He later taught voice in New England. He retired in the early '40's. His widow, two sisters and a brother survive.

NATHANSEN—Sidney, 60, widely known outdoor showman, July 21 in New Orleans of a heart attack. Survived by his widow, Pearl; a son, Sidney Jr., and a brother, Rudolph. Burial in New Orleans.

NICKELSON—William (Nick), 68, ticket taker on the World of Today Shows, July 17 in Valley City, N. D. At one time he was with the Amusement Company of America and the Royal American Shows.

ODOM—Lee, 47, ride foreman on Johnny's United Shows, July 26 in Rockport, Ind., of a heart attack. Survived by his widow, Grace, ticket seller on the show; a son and a brother.

ROSSKAM—Charles, 81, retired theatrical agent, July 29 at Wildwood Crest, N. J. For 30 years he directed and managed the Chicago Stock Company, which played in 29 States and Canada. Later he became manager of the Nixon and Regent theaters at Wildwood. He was a member of the Frairs Club, the New York International Theatrical Association, the Touring Managers Association and the Wildwood Shrine Club. Survivors include a daughter, Mrs. Sheila Furstenberg, of Wildwood Crest, and a son, Charles A. Rosskam, a Providence newspaperman, magician and Rhode Island correspondent for The Billboard.

SCRUTON—William F. Jr., 56, one-time advance man with Ringling Bros. circus and World of Mirth Shows, recently in Lewiston, Me. For the past 30 years he had operated his own lithographing company in Lewiston. Survived by his widow, Alfreda; a son, William F. III, Trenton, N. J., a sister, Mrs. Cora Greenleaf, Lewiston; a half-brother, U. S. Sen. Frederick Payne, Waldoboro, Me., and a step-sister, Marion Lewisell, Auburn, Me. Burial in Riverside Cemetery, Lewiston.

SHANNON—Effie, 87, "original ingenue of the American stage," July 23 in Southside Hospital, Bayshore, N. Y. Born in Cambridge, Mass., she made her debut at the age of three as a flower girl in "Coriolanus." Her last Broadway appearance was as Aunt Martha in "Arsenic and Old Lace." From the age of seven, she had toured as Little Eva in "Uncle Tom's Cabin" until she outgrew the role. She then became leading ingenue with the Lyceum Theater Stock Company of which Daniel Frohman was producer and David Belasco director. Later she graduated to mature roles, and the sum total of her credits occupy more than three columns in the theater's "Who's Who."

SHAW—William A. (Beer Barrel), 51, concessionaire, formerly with the Royal American United Exposition and J. A. Gentsch Shows, July 18 in Shreveport, La. Survived by his father and a brother.

SHERIFF—Israel, 74, veteran concessionaire, July 24 in Jacksonville, Fla. Survived by his daughter, Mrs. Jerome Fischl, New York, and a brother and a sister, both of Philadelphia.

SMITH—Harold E., 62, one of the founders of Station WOKO, Albany, N. Y., July 23 in the Albany Hospital. Previously he had operated stations at Newburgh, Poughkeepsie and Peekskill, N. Y. He and partner Raymond Curtis ran WOKO until 1947 when it was bought by the Dongan Corporation.

STONE—Leona, 41, wife of Virgil Stone, ride foreman on Tatham Bros. Shows, July 13 in Warner Hospital, Clinton, Ill. In addition to her husband she is survived by her daughter, Mrs. Charlotte Chamberlain. Burial in Memorial Park Cemetery, Clinton, Ill.

VORIS—Elmer F., veteran showman and believed to be the first to use the steam table on traveling units, July 18 in Banning, Calif. For years he was with Ringling Bros. and Barnum & Bailey Circus. Member of San Francisco Show Folks of America since organization. Burial in Xenia, O.

WHITE—Hank, 82, retired showman, whose real name was Henry J. Ballmeyer, July 19 in Cheviot, O., adjoining Cincinnati. He started in show business in 1888 and worked with a med show in 1899. That same year, he married Kitty Dennison and together they worked with Will (Diamond Jack) Long, of Philadelphia. Later he and his wife played the Gus Sun Time as White, Dennison and White (Master Billy). They also did dramatic work as White, Foster and Dennison. In 1923 he joined J. A. Coburn Minstrels. In 1924, he was made endman, producer and stage manager and continued in that capacity for many years. Survived by his widow, Kitty.

ZADENS—Isabella, known professionally as Chubby Drisdall, of the Drisdall Sisters' Theatrical Agency, St. Louis, July 13 in Milwaukee.

MARRIAGES

RUBIN-HUGHES—Stanley Rubin, motion picture producer, and actress Kathleen Hughes in Bel-Air, Calif., July 25. Both are with Universal-International.

BIRTHS

BAKER—A son, to Lieut. and Mrs. Ray (Buzzi) Baker July 18 in Quantico, Va. Father was formerly connected with the C. D. Scott Shows.

HOWE—A daughter, Carole Ann, to Mr. and Mrs. Edward Howe in St. Joseph's Hospital, Baltimore. Father is press agent for Ringling Bros. and Barnum & Bailey Circus. Mother is former circus aerialist.

STEVENS—A son, Gregory, to Mr. and Mrs. T. A. Stevens July 3 in Gadsden, Ala. Father is a concessionaire.

TURNER—A daughter, Kathleen Ann, to Martha and Charles Velvin Turner Jr. in Sioux City, Ia., July 26. Grandfather, Charles Velvin Turner is with the Ringling-Barnum advance brigade. Years ago he was well known in tabloid circles as manager of the Curley Burns and Howard Paden tab revue.

Columbia Sets Fall Push

Continued from page 19

Ellington comprise the pop list. The classical records include sides by the Philadelphia Orchestra, the Royal Philharmonic, Andre Kostelanetz, Isaac Stern, Rudolph Serkin and others. The out-of-print sides cover waxings by Mary Garden, Rosa Ponselle, Al Jolson and Jimmy Durante.

Point-of-Sale Aids

The "priceless editions" deal will be made available to all those dealers who participate in Columbia's fall promotion plans. In addition to the consumer advertising, which will appear mainly in local newspapers, the firm is making up a great amount

of point-of-sale material, including streamers, counter cards, window cards, etc.

Columbia sales staffers are now on the road explaining the plan to distributors throughout the country. The firm expects the plan to help dealer sales of all packaged merchandise and to spur purchases by fans and collectors to obtain the "priceless editions" recordings. Starting date of the "priceless editions" consumer program is shortly after Labor Day. The cutoff date is not yet set.

Angel Offers

Continued from page 19

privileges, advance delivery, prepaid shipping and specified numbers of free records to be used as store samples. In return, dealer members are asked to accept three copies of each new Angel disk upon release.

Angel, the label set up here last year by Electric & Musical Industries, Ltd., hopes to realize economies, thru operation of the plan, by better anticipating record requirements. It imports practically all its LP's from its parent company in England.

In a presentation going out to the trade next week, dealers will be asked to sign up as club members, altho they will retain the right to cancel membership at any time. For placing a standing order for three copies of each new release, a dealer will be entitled to the following:

He can exchange any unsold record up to a year from the release date, providing it is returned in its factory-sealed package. He will receive 25 current records a year free of charge for use as samples in his store. Deliveries of club records will be made one week in advance of general release. All club records will be shipped prepaid.

The company's present release schedule calls for a total of 10 to 15 new LP's a month, according to Angel executives. Included in this total are both classical and Continental-type pops. Classical disks ordered under the plan must be in the factory-sealed pack. Store samples given will be in the firm's unsealed "thrifty" pack.

Music Copyrights

Continued from page 19

7,994 foreign compositions registered for copyright last year. This increase is credited here to the global copyright treaty adopted by the United Nations Educational, Scientific and Cultural Organization in 1952 and ratified by the U. S. this year, and to the fact that foreign compositions can be registered under Public Law 83 without paying a fee. Of those registered this year, 7,060 did not have to pay a fee.

Altho registration of musical compositions, which make up about one-fourth of all copyright registrations, dropped this year, the total registrations increased from 218,506 in 1953 to 222,665 in 1954. These registrations brought in fees amounting to \$871,463 compared with \$865,302 last year.

Included in this total were 3,527 registrations for dramatic works, including radio and TV scripts, and 789 registrations for lectures, sermons and addresses, including radio and TV scripts. Copyrights also were requested for 1,170 motion picture and screen plays, including films for TV, a sizable jump from 907 registrations requested last year.

Overabundance

Continued from page 19

pseudo-pious category are "My Friend," by Eddie Fisher; "Chapel in the Moonlight," by Kitty Kalen, and "The Man Upstairs," by Kay Starr. The Fisher waxing was recently banned by the British Broadcasting Company in line with its policy against playing religious songs.

Last year two numbers broke the million-disk circle in "I Believe," by Frankie Laine, and "Crying in the Chapel," by Rex Allen.

Of recent note are "Angels in the Sky," by Tony Martin on RCA Victor; "Workshop of the Lord," by Rusty Draper on Mercury; "Walk and Talk With the Lord," by Johnnie Ray on Columbia, and "Let's Walk and Talk," by the Ames Brothers on RCA Victor.

Music Suit

Continued from page 18

chants identifies itself as "the intermediary between the distributor of records and the ultimate retailer," but that it "has not been able to negotiate for any price other than that paid by retailers and others purchasing from said distributors irrespective of quantities purchased, outlets used or selling problems peculiar to plaintiff."

The charge that the defendants have discriminated against Music Merchants is spelled out in the brief. The complaint charges that Capitol Distributing and Decca Distributing have sold to "... others at a price lower than the price at which plaintiff may buy ... at a greater discount ... granting ... rebates and return privilege not granted to the plaintiff, and granting ... allowances for advertising and packaging costs not granted to the plaintiff."

Acting for Music Merchants is attorney Charles B. Seton, of the firm of Socolow, Stein & Seton.

HOLLYWOOD, July 31.—Commenting on the action filed against his company in New York this week by Music Merchants, Inc., Capitol Records' vice-president and general counsel Dan Bonbright said, "Tho we are not prepared to make any comment on the suit since we have not had time to fully look into the matter, an off-hand observation is that the action is without foundation in fact."

NEW YORK, July 31.—Henry Cohen, of the legal firm of Cohen & Bingham, counsel for Decca Records, Inc., told The Billboard yesterday (30) "We do not believe this suit has any merit. We will, of course, contest it."

Kaye Sues Rudy

Continued from page 19

trade. Rudy claimed he set up the organization because Kaye refused to maintain an active road schedule. Kregel, however, feels the activities of the Rudy group have been most unethical and feels that Kaye treated the men very well.

Joe Higgins, exec of General Artists Corporation, which books the Ernie Rudy band, stated he was aware that Rudy had been served a summons by Sammy Kaye, Inc. He states, however, that GAC had issued no misleading flyers or promotion. "They (the Rudy men) were formerly with Sammy Kaye. We have been protecting ourselves. What the band says or does on the road is beyond our control," Higgins added. "Our own promotion," he concluded, "merely says, 'formerly with the Sammy Kaye band.'"

Kaye, according to Kregel and Lee Eastman, who is Kaye's attorney on the case, secured the consent of the American Federation of Musicians prior to starting the action. Eastman this week stated that the alleged misuse of the Kaye name had been going on a long time. Eastman had been having discussions with the late Rex Ricciardi, AFM executive, and Ricciardi, prior to his death, had begun discussions with GAC execs in an effort to settle the hassle. Eastman also claimed that the Rudy group, after quitting Kaye, had formed a "Swing and Sway" corporation, which was dissolved after Eastman pressed the matter before the AFM.

Attorney J. L. Marko, of Chapman & Marko, when contacted for a statement relative to the Ernie Rudy position, stated that no complaint had accompanied the summons. A notice of appearance has already been entered, he added, but he expressed the view that until the complaint was filed and read it would be merely speculative to discuss the case.

IN MEMORY
of
My Beloved Husband
JOE WALCH
Who Passed Away
AUGUST 7, 1953
DEAR JOE, WE MISS YOU VERY MUCH!
Mrs. Charlotte Walch
LINDA—LEIDA

In Memory of
Our Friend and Pal
BERT G. WELSHMAN
Who passed away
August 4, 1949
MARGARET PUGH
and
JOE and SALLY MURPHY

In Loving Memory
Of My Husband
BERT WELSHMAN
Who passed away
August 4, 1949
MABEL WELSHMAN

RAINED DANES

North Off on Four-Month Europe Tour

COPENHAGEN, July 31.—John Ringling North, who has left the United States for Europe, is expected in here shortly on a hunt for circus acts and girls for R-B's production numbers. Girls are being offered free transportation from Europe to New York and Sarasota, plus salaries that rate pretty good alongside of what they are accustomed to.

North is expected to remain in Europe around four months, and will find most of the good acts solidly booked up pretty far into the future.

Circus Schumann is drawing top money this year in it's Mid-town Indoor Arena. The others, Danish tent circuses, so far have managed to continue their tours despite excessive rainfall. The last seven weeks have brought rain nearly every day. In one case it was necessary to dig ditches to drain water running off the tent and channel it to a big hole dug in the ground. Then a bucket brigade hauled the water off.

The other shows have had to pump out lots and fill with gravel, sawdust or shavings before getting performances underway. But despite these drawbacks, the Danes realize weather conditions have not been as serious as in Austria, Holland, Germany and other nearby countries.

Pet Show Set For Chi Bldg.

CHICAGO, July 31.—The first International Pet Fair will be held in the International Amphitheatre here September 21-26, under sponsorship of the Retail Pet Dealers' Association of Chicago.

The first show of its kind to be open to the trade and the public, it will have over 300 booths, exhibiting latest products in the pet field as well as live animals.

A free show will be started twice daily in the main arena. Television personalities set for the two-a-day event include Claude Kirchner, ringmaster of "Super Circus"; Joe Kelly, Ray Rayner, Art Hern, Dick (Two-Ton) Baker, and Frazier Thomas. Event will operate on a \$25,000 ad budget and will also distribute over a million free passes to children thru Bireley's Beverages, Grocerland and other commercial organizations.

ATLANTIC CITY PREVUE

Harris Icer Bared For Arena Managers

ATLANTIC CITY, July 31.—Members of the Arena Managers' Association will gather here Monday and Tuesday (2-3) for an "Ice Capades-Ice Cycles" meeting, where they will be introduced to the new John H. Harris Production which will tour most of the AMA locations.

Also mainly here to see "Ice Capades of 1955" and formulate a promotional program, the managers will not be without the social side, many wives being expected to accompany them to the resort.

The 15th edition of "Ice Capades" will open its season Wednesday, September 15, in Madison Square Garden, and will run thru the 26th, starring Donna Atwood and Bobby Specht. The show will have 10 production numbers and 20 acts.

Performers

Among those to perform, outside of the line, are the Two

OUTDOOR DRIVE BY MARCH OF DIMES SLATED

NEW YORK, July 31.—The March of Dimes has slated the August 16-31 period for an emergency March of Dimes, during which local volunteers in many parts of the country will ask outdoor show people, whose business could not aid in the January drive, to take part in publicity and fund-raising stunts. Aim of the campaign is an additional \$20 million to buy polio vaccine, braces, wheel chairs and surgical treatment.

John Purfill, Crosby Join Wagner Unit

PHILADELPHIA, July 31.—John Purfill has joined the advance and publicity staff of Buddy Wagner's Tournament of Thrills for the second year. He handled ballyhoo for Ed (Don) George's wrestling enterprises in Syracuse over the winter.

Also on the advance staff are Bob Sears, former Trenton, N. J., radio announcer, Bob Hagen and Ray Wagner.

Purfill handles the press for Wagner's combined stock-thrill car show in Roosevelt Stadium, Jersey City, today after doing the duties Wednesday and Thursday (28-29) in Westport Stadium, Baltimore.

Lucky Lee Crosby, who operated a show bearing his name in 1947-'48, joined Wagner's troupe during its recent showing at the Alcyon Speedway in Pitman, N. J., where Wagner reported the unit performed for the second time in seven weeks before a full house of nearly 5,000.

Fairs Grabbing at Fly-Fishing Lure

Continued from page 1

been pushing a bill which would require the listing of the origin of trout sold in all restaurants.

H. J. Langenfeld, whose family owns one of the largest trout farms in the country and also one of the world's biggest mink farms at New Holstein, Wis., is one of the principals in the "Fishing for Diamonds" venture. His prime interest, he says, is to spur the consumption of U. S. trout.

"As it is now, it costs U. S. farmers more to raise trout than Japanese or Danish trout is sold for in this country. And we hope

TWO WINNIPEG FAIRS BATTLE FOR DOMINANCE

Red River Ex in Break-Even Run; Greater Winnipeg Ex Goes to Bat

WINNIPEG, Man., July 31.—One Winnipeg Fair, the Red River Exhibition, closed tonight. Another, the Greater Winnipeg Exhibition, opens Monday (2). The first one ended on a break-even note, financially. How the second one will fair remains to be seen. However, indications, stronger now than ever, is that the duel between the two and their supporters for dominance should result within the next few years in the establishment here of a steady annual exhibition comparable to those embraced in the Western Canadian "A" fair circuit.

The Red River Exhibition, staged at Polo Park, the city's horse-racing plant, offered two major attractions, a show headed by Lionel Hampton and ork at night in front of the grandstand, and the Conklin Shows on the

midway. The Hampton presentation, while well received, failed to pack sufficient pulling power to make its overall net of \$20,000. The Conklin aggregation of rides, shows and concessions offered ample earning capacity, but did not get sufficient play to come up to its profit expectations.

Outside Gate Does It

However, the exhibition itself finished at or near the financial break-even point because of its front gate, 50 cents for adults, 25 cents for kids, and parking at 25 cents. The exhibition also did okay in the commercial exhibit field, selling some 125 displays beneath the grandstand.

The Red River Exhibition was launched three years ago by the Winnipeg Kinsmen's Club, a service organization, in a move to give Winnipeg a major fair. This year,

several additional service clubs chipped in with co-operation to aid the move. For the first time, the event had a full-scaled midway and also was staged for the first time at Polo Park.

Mull Revue for Futuro

Bill Small, one of the organizers, continued as its manager and the exhibition's appeal was broadened, with more emphasis on livestock and youth activities than before and a stronger effort to build day-by-day programming.

In casting about for attractions, Small and his associates again held to offering a name, Hampton, as against traditional night grandstand revues. But at the wind-up of the event there were indications that this policy would be revised, that the exhibition will turn next year to the traditional revue, perhaps one so budgeted that it could be supplemented by a name.

The Greater Winnipeg Exhibition, which Monday (2) opens its six-day run, is to be held in suburban St. Vital on a new huge site. The site and the fair's name stems from the initial appearance of the mighty Royal American Shows at St. Vital last year. The RAS went into St. Vital then largely to avail itself of the fair charter held by an old St. Vital fair, which up to then had been a puny thing. The RAS did that to avoid stiff custom charges which had been slapped on midway units brought in from the States to play other than chartered fairs.

On New, Big Site

The old St. Vital lot was much too small for Royal American, and it lacked needed facilities, but the showing at the fair so encouraged the RAS and St. Vital fair officials that a relocation and development program was worked out.

As a result, the fair, since renamed Greater Winnipeg Exhibition, has made vast strides in its

(Continued on page 55)

Atlanta Aud Sets Do It Exposition

ATLANTA, July 31.—Municipal Auditorium has booked in a "Do It Yourself" show for seven days, August 26 thru September 1. H. H. Niebruegge, manager, announced, August 25 will be used as move-in day with the expo to open the following day.

Other scheduled events during August include three programs of wrestling, two dances, a Billy Graham film, a railway clerk meeting and a show sponsored by the National Association of Variety Stores. The latter event is scheduled for August 15-17.

FAIRBANKS RAIN HURTS CRISTIANI

All-Week Downpour Cuts Turnouts; Show Treks 1,100 Miles to Dawson Creek

DAWSON CREEK, B. C., July 31.—Bailey Bros. & Cristiani Circus was scheduled for a one-day performance here today, its first stand since leaving Fairbanks, Alaska, following a seven-day stand which wound up Sunday (25). Show left Fairbanks Monday for a 1,100-mile plus trek down the Alcan Highway.

The Fairbanks stand was hit by unseasonable rains that fell on six of the seven days. Despite the

weather, however, every show went on as scheduled in the open air stadium, and entertainment-hungry Fairbanksans filed in to each show, especially over the weekend. Turnouts were strong on the final two days and three shows were given each day. Show officials figured that the business averaged out to three-quarter stands in the afternoon and 80 per cent at night.

The circus, with emphasis on the elephants, continued to get strong publicity at Fairbanks. Not only did the papers give big space but The News-Miner, in an editorial, sympathized with the show for the bad weather breaks. One newsman described the audience as "sitting on newspapers and covered with blankets and umbrellas. The spectators—many from towns all over the Northern half of the territory—were given a full show and (in turn) gave the performers a much-deserved and sincere round of applause."

Typical of the hardy customers were two women, who, after seeing the show in Anchorage four times, followed it to Fairbanks to catch it again.

Frankie Schmidt, president of the Gainesville (Tex.) Community Circus and other circus fans flew to Fairbanks for a visit.

to make the public more aware of the superior quality of domestic trout thru "Fishing for Diamonds."

Old Show Hand

Teamed with Lagenfeld in the venture is W. D. (Bill) Young, of Antigo, Wis., an old hand in show business. Formerly a motion picture exhibitor and distributor in Wisconsin, Young operates a supper club at Antigo and for the past six years has been in charge of the "Wisconsin at Work" exhibit at the Wisconsin State Fair. This huge exhibit, which comprises a show window of the State's industry, has been outstanding and has given Young much background for bringing out "Fishing for Diamonds."

Young and Lagenfeld already have units scheduled into the State fairs of Minnesota, Oklahoma, New Jersey, Kentucky, North Carolina, Louisiana, and Arizona, as well as Wisconsin and Florida, and into the Southern States Fair, Charlotte, N. C.

Their current thinking about booking is to work the units intensively at fairs. As for indoor shows, they haven't booked any yet but will "... at any place where the event pulls a sufficient number of people."

DALLAS HONORS R. L. THORNTON

DALLAS, July 31.—Mr. Dallas—otherwise known as R. L. Thornton Sr., mayor of Dallas and long-time head of the State Fair of Texas—will be honored here on his 74th birthday August 10 at a barbecue, beans and soda pop party in the fair's new air-conditioned Women's Building. Sponsors of the party in announcing plans specifically urged, "No gifts, please."

Jaycees Adopt Texas Show Reference System

TULSA, Okla., July 31.—Tom Inabinette of Harlingen, Tex., who last year set up an information system on attractions being sponsored by Texas members of the Junior Chamber of Commerce, has been appointed national committee chairman for the U. S. Jaycees on profit making. The appointment was made by LaMar Bucker, president of the national organization.

Inabinette said that he was planning on setting up a national program similar to the one that operated successfully in Texas last year. Information files will be set up on all organizations that use local Jaycee clubs as sponsors. He will attempt to mediate any difficulties that might arise between the attraction and the club.

Thru the gathering of records and information on sponsored events, it is his plan to advise local clubs on the success of any proposed money-raising projects. A cross-reference file listing names and addresses and types of deals offered the Jaycees also will be kept.

National Set-Up

When the files are further completed, Inabinette said he may give letters of introduction to

circuses, carnivals, shows, promoters etc. Altho most of the work will be conducted thru the various State committee chairmen, Inabinette will direct and head up the national set-up.

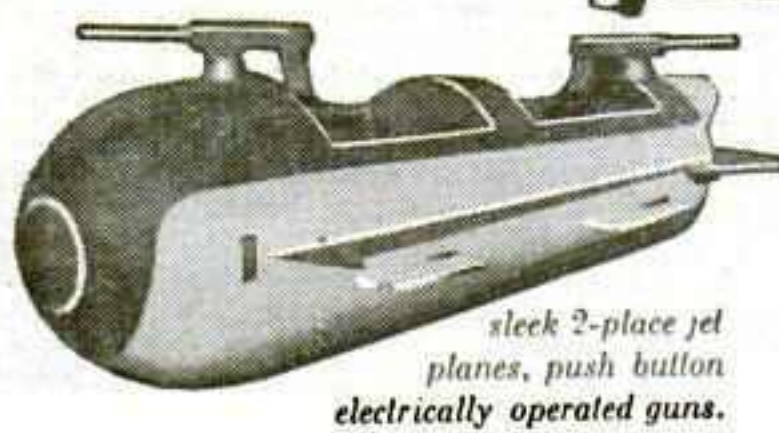
The Harlingen, Tex., circus fan said that in addition to classifying shows, he planned to work on the clubs impressing on them that they have a definite responsibility to the promoter or show. He also will urge that the local clubs check all deals thoroly.

Inabinette said that last year in Texas he found in some cases the club, and not the show, was at fault. For this reason, he believes his system, when operated on a nation-wide basis, will result in a better understanding of the show and promoter's side of the story and create better relations with all organizations the Jaycees deal with.

He stressed that the Jaycees are not going into the booking and promoting business but are setting up information files for cross references. Plans are to send out questionnaires in the near future to professional people so that the information will be on hand for the clubs when they request it.



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BALL PARK CIRCUS

Packs Finds Diamonds Are His Best Friends

INDIANAPOLIS, July 31.—The Tom Packs Circus is one of few outfits to succeed with a format that calls for playing almost all dates in ball parks. While other circuses sometimes vary from their usual indoor or tented plan to play an open-air date, that's the rule with Tom Packs and he has made it a golden one.

While circus history shows that most ball park shows have not been successful, Packs and a couple of other current circuses have made the system work. Not a few observers have predicted that some version of the ball park or grandstand show is a candidate for that much imagined "show of the future."

The Packs package, developed and proven by a dozen years of operation, is a blend of some ideas from indoor shows, some from tent shows and some innovations. It can play one-day stands in smaller towns or a week in the biggest cities. It moves by show-owned and act-owned trucks while people use trailers and hotels. Packs plays under auspices but only recently has started the use of telephone promotion.

Uppermost in nearly every observer's mind has been the question of open-air dates versus rain. In this connection, Packs has had especially good luck. Many performances have been given in showers but only a handful has been washed out, according to Packs. There is air in some sections of the Packs route to allow for replacement of rained-out performances if necessary but this has seldom been needed. For those showmen with less weather luck, it can be pointed out that the problem is not unlike that facing carnivals and the midway aggregations make out okay.

Late Start

One precaution that Packs takes is to avoid any stands before June 1. April is rainy and May is too great a risk, in the Packs book, so when he plays an elongated 1955 route, the added time will be later in the season, not before his usual June start.

Performances by Packs are especially designed for outdoors. Regularly, they are heavy with big-name circus acts. Large arena, riding, ground and aerial turns appear regularly with the show. Dressing up this backbone of circus talent are three other things. One is fireworks; being outdoors, Packs can and often does use pyro displays as an effective finale. Another is fairgrounds acts; the program is likely to include a

variety of high acts whose tall rigging prevents their appearing often in tents or arenas. And third, Packs is a believer in the use of big names, usually TV or radio personalities designed to draw kids. He has often used the Cisco Kid and Pancho, the Lone Ranger, and such other attractions as Hop-along Cassidy and Captain Video.

The result is a big show that clicks with well-planned and speedy precision. There is some variation in the offering from city to city. Most acts are on for the season, but a small number comes or goes amid-season, the fireworks may be in or out of the show at a specific time, and the name stars are added or omitted town by town. One of Packs' biggest assemblages is his Shrine show in St. Louis. Extras such as the White Horse Troupe are added there. In 1954 the St. Louis show used 10 rings and stages; Pack tells that there will be 12 for 1955.

Caliber Acts

The Packs route is a regular stop for acts of the caliber of Keller's animals, Joyce's camels, Walendas, and big riding troupes. Sometimes acts from Orrin-Davenport's show have moved in numbers to the Packs outfit as one closes and the other opens. In several instances, the Packs organization has imported its own talent, with assistant producer Jack Leontini in charge.

Packs auspices are of the police and Shrine strength. Packs explains that he wants no guarantee, preferring that sponsors know the two are taking the same risks. From his St. Louis office, Packs supplies press material, advertising mats and tack cards to the auspices. When needed, the office also sends in billposters or press agents and other assistants. But generally, the entire promotion is handled by the sponsor.

Neither concessions nor program promotion accrue to the Packs pocket. The producer explains that he is strictly in the circus business and that the auspices are welcome to whatever profits they can make from these, and he states that both the sponsor and the show must be in position to make money if the relationship is to continue. Packs, incidentally, claims he has never lost a date to another show, never lost money on an auspices.

A keystone in the Packs system is use of local seats and fields in

(Continued on page 51)

Cheyenne, Wyo., Draws Big Crowds

CHEYENNE, Wyo., July 31.—One of the biggest crowds in the 58-year-history of Cheyenne Frontier Days jammed this city this week. An estimated 15,000 turned out for the Tuesday (27) opening day parade which was led by motion picture notables Robert Taylor and Ursula Theiss. More than 300 cowboys were on hand to compete for \$60,000 in prize money.

Detroit Billposters Celebrate 50th Birthday

DETROIT, July 31.—Local No. 94 of the International Alliance Bill Posters, Billers and Distributors, is this year celebrating its 50th anniversary. The local will host the 30th biennial convention of the national union to be held in the Hotel Fort Shelby, September 20. Matt J. Kobe is secretary-treasurer of the local.

Foreign Cars To Debut at Oakland Show

OAKLAND, Calif., July 31.—Three entirely new foreign automobiles will make their world premiere at the Pacific International Motor Show, October 9-17 in the Oakland Exposition Building, Mary Slonaker, show manager, announced.

The cars, which will spotlight the show, are being brought to this country by British Motor Car Distributors, Inc. Makes of the cars are being kept secret but one is of German origin, the other two British.

This year's show will play up sports cars from all over the world. It is produced by the Crown American Company.

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Flash Food With Pickles, Expert Says

CHICAGO, July 31.—The need for presenting a "visual impression of value" to their servings is also an opportunity being capitalized upon by alert food operators today, it was noted by Leo Nejeliski, president of Nejeliski & Company, New York management counseling firm, here last week.

Addressing the mid-year meeting of the National Pickle Packers Association, Nejeliski told the group that pickles could be an excellent answer for restaurant men on this particular question alone.

"At relatively small cost, pickles added to a plain sandwich help the restaurant operator to get a full price that might otherwise not be possible," he stressed. "The fact that people judge the value of a sandwich or a meal by the total impression of all the items served is another reason why pickles should be served in such situations."

Label information on pickle packages that will tell the operator how many pieces are in a package or how many servings are available from that package is also highly desirable in today's operating conditions, the speaker told the pickle packer executives. "Such facts enable him to figure quickly what his portion costs will be and to judge whether the added value to the customer can be justified," Nejeliski added.

Future increases in population and growth of total income, according to Nejeliski, should double the present food volume during the next 20 years.

"Increased labor and food costs and greater overhead have made it mandatory for restaurant operators to step up volume and turnover," he said, and he added that the "avenues of escape" are plate meals and de luxe sandwiches, off premises service and special dishes at low prices.

Nejeliski also cited the need for portion control and predicting individual servings at the Chicago meeting.

"When making marketing plans," he said, "keep in mind that away-from-home eating places represent a big market, and handle 25 per cent of all the money America spends for food. It is a neglected market but holds opportunities for those who are willing to study and learn its specific needs, problems and opportunities."

Ball Park Circus

Continued from page 50

the form of football stadiums, grandstands or baseball parks. Usually, the show is in a ball park but even the differences in these requires a different layout of the show in each place.

Capacity Vital

Packs points out that the big capacity of a ball park is vital. In Pittsburgh, the show played in the Pirates' park, Forbes Field, and drew 95,000 people in four days. Only by handling such attendance in hefty sections at each performance can it be done most profitably. If the same date were to be played indoors, Packs states, it would require 20 days. Thus, the ball park system allows a great reduction in the cost of presenting the show. This permits use of more and bigger acts, which in turn draw more people. In many places, the general admission tickets now have reached \$1.50 for Packs circuses.

Obviously, the route of a ball park show like this must be laid out with sharp attention to baseball schedules. Moreover, there must be acute attention to the requirements laid down by the park owners. Auspices rent the parks on better terms than would be allowed anyone from outside the city, but once there it is the show's job to take every precaution to protect the diamond and other facilities. Packs recalls that ball games have followed his show by one day and players reported

Ball Fans Eat Fish Sticks

CLEVELAND July 31.—Fish sticks, a product of the frozen food industry that has been catching on in both retail and institutional markets, is becoming a popular concession item at Cleveland Stadium during the Indian's ball games. According to Fishery Products, Inc., producers of the sticks, claim the item is giving hot dogs and hamburgers a good run, especially on Fridays.

Manley Shows New Popper

KANSAS CITY, Mo. July 31.—Manley, Inc., has announced the introduction of a new model of its large-capacity Super Stadium popcorn machine which features an enclosed top design.

This new feature, according to Manley execs, enables operators to take advantage of extra merchandising possibilities afforded by a closed-type machine. The top is designed to harmonize with the lines of the original model. It has red corners to attract customer attention and lights from the top reflect on the fully enclosed mound of corn in the case to show it off to good advantage.

Orange Suzie Expands Area

LOS ANGELES, July 31.—The Orange Suzie Company, Inc., here is expanding its distribution to cover the nation, Irving Carlin, president, said. The company's products include Orange Suzie, Pineapple Suzie and Suzie Pup, the latter a hot dog-on-a-stick.

Carlin describes the product as an additive to pineapple and orange juice. The powder, he said, is a health compound and keeps without refrigeration. The drink is noncarbonated.

The firm has manufactured the base for five years with shipments being made to the South and Middle West as well as Alaska and Guam. The expansion program now underway is expected to add sales points on the Eastern seaboard.

Booklet Describes Handling Empties

TOLEDO, July 31.—"Handling Empty Deposit Bottles," a booklet prepared by the Merchandising Department of Owens-Illinois, has been made available to purveyors of soft drinks and beer.

The 45-page booklet is illustrated and contains suggestions on improved methods for handling returnable deposit bottles. Its purpose is to show steps which can be taken to obtain maximum profits from the sale of items packaged in deposit bottles.

It discusses the principal problems in connection with the establishment of an efficient bottle handling system, then describes in detail six basic routines which have been developed for handling these problems. It is a revision and improvement of a booklet by the same name which was originally prepared and distributed by Owens-Illinois in 1944. A total of 64,000 copies of the original booklet have been circulated.

they could find no sign of the circus. One device used in this department is the sprinkling of white sand around each stake that is driven for rigging. Once the show is struck, workers come along to fill stake holes, and the sand guides them so none is missed.

Before James A. Bailey rebuilt it, the Buffalo Bill Wild West Show was framed for operation only in front of grandstands. Not since then has there been as much action in this area as in the recent years when the Packs organization developed.

Where many have failed, perhaps Packs has found a way to lasting success and a new method of circus presentation. An important aid along the way has been that Tom Packs qualifies under one of the requirements he listed for another producer who later went out of the business:

"You've got to like the circus business, want to be in it. You've got to live with your show if it is to succeed."

NEW DEVELOPMENTS

Rotisserie Line Has Gas, Electric Models

PHILADELPHIA, July 31.—Star Metal Manufacturing Company recently introduced a new line of stainless steel rotisseries that are available in both electric and gas models. Leader in the line is the Reverse Drive 3 Split Back-Bar model, which has a capacity of six large or nine small chickens, and can barbecue turkey, chicken, ham, pork, beef and spareribs at the same time. The unit features reverse drive, rotating the spits in opposite directions for maximum display value. It measures 38 by 24 by 17½ inches and is easily cleaned, the firm states. It has two removable stainless drip pans, while the full-visibility heat tempered glass doors open wide for easy access to the interior. — Star Metal Manufacturing Company, Trenton Avenue and Ann Street, Philadelphia 34.

Handy Machine Does Varied Jobs . . .

CHICAGO—A portable power unit that can perform a varied number of cleaning jobs in the kitchen has been put on the market here by Wyzenbeek & Staff, Inc. Operated on a flexible shaft, it can be used to scrub pots and pans, clean grills, meat blocks and aluminum; and polish chrome, silver and stainless steel. With the right accessories it can also sharpen knives and scale fish, the maker reports. A snap-on type steel spindle takes the necessary accessories. A pull on the flexible shaft starts the motor; a second pull stops the machine. — Wyzenbeek & Staff, Inc., 233 North California, Chicago 12.

Sandwich Bar Has One-Piece Top . . .

BRONX, N. Y.—A new type cold food sandwich bar features a one-piece die-stamped stainless steel top with back splash and inserts for pans as an integral part of the top. Foremost Fountains is marketing the unit which has an interior made of coved cornered stainless steel that is pitched for proper drainage. The front is one-piece die stamped, recessed, with doors or drawers flush to the body of the unit. Firm says a blower coil refrigeration system is utilized, with pure sheet vegetable cork insulation thruout. — Foremost Fountains, 527 Casanova Street, Bronx 59.

Coffee Maker Has Twin Urns . . .

DETROIT—An automatic coffee maker that boils water, siphons it and maintains coffee at the correct serving temperature is being offered here. Operation begins with the pushing of a starter button which occupies space on a front panel along with selector and controls. The manufacturer reports that the urns brew coffee only when water is at the boiling temperature of 212 degrees Fahrenheit plus. Urns utilize drip coffee baskets which may be used with filter paper or cloth strainers. Included in the unit is a built-in tea tank to provide a ready supply of hot water. Outer surfaces are stainless steel. — Zetes Coffee Urn Company, 562 East Warren Avenue, Detroit.

Drink Dispenser Has Eye Appeal . . .

SOMERVILLE, Mass.—A new electrically refrigerated drink dispenser introduced here recently stresses eye appeal. A jet spray action cascades the contents of the glass bowl into a lively, whirling spray that attracts attention, and also keeps the beverage clean, appetizing and cold. Whirling action works to keep solids suspended, guarding against pulp film and receding lines. Bowl capacity is three gallons and the cover is double walled for refrigeration. Tap and valve are also refrigerated and temperature is thermostatically controlled to a constant 38-40 degrees. Action of the tap aerates each drink as it is served. Firm says the unit is easily cleaned, has a sterilizing lamp to guard against contamination, and 32 feet of copper cooling coils, solidly bonded to stainless steel.—Jet Distributors, Inc., 120 McGrath Highway, Somerville, Mass.

Potato Peeler Handles Disposal . . .

TOLEDO—Toledo Scale Company has introduced a new line of potato peelers that are now equipped with peel disposers and

are available in 10 different models. Peeling capacities range from 15 pounds to 70 pounds per minute. All peeling residue flows directly into the disposer for processing and is automatically flushed down the drain. — Toledo Scale Company, Toledo 12, O.

Coffee Extender Said to Cut Cost . . .

SAN FRANCISCO.—Lantheume, Inc., is currently importing a coffee extender that it claims can cut coffee costs 50 per cent. Called the Diller Extender, it contains no caffeine or chicory and is unconditionally guaranteed. The item, which retails at three packets for \$1, is imported from Germany.

According to the firm, one package of the extender is mixed with a pound of ground coffee, resulting in a strength of two pounds. It is a pure vegetable product and not a substitute or concentrate. It can be used to extend coffee made by any system, including percolator, drip, silex or pot.—Lantheume, Inc., 439 Ellis Street, San Francisco 2.

Waffle Maker For Volume Output . . .

DAYTON O.—A waffle maker, called the Wafin-O-Matic, that boasts a big output, has been introduced by Chapel Foods Corp. here. The manufacturer reports the machine produces hot greaseless waffles in volume production that can be sold profitably at 5 cents each or six for a quarter. In addition, it is pointed out that the machine itself is an attraction that draws people and the aroma it emits is an essential part of the operation. Its capacity is upward of 70 dozen per hour. As the "Wafins" come off the machine they are put on a conveyor that travels to the counter via the powder unit. When sold they are still hot. The finished product measures approximately 3½ inches in diameter, 1¼ inches deep and average an eighth inch in thickness. Firm says they are working on cheese and potato-flavored batter mixes as a future development.—Chapel Foods Corporation, 237 Troy Street, Dayton, O.

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More Bottlers Adopt 96-Cent Case in South

CHICAGO, July 31.—The traditional 80-cent case price on soft drinks, notably Coca-Cola, that has existed for years in the southern part of the country, appears to be on its way out, altho the 80-cent level continues to hold in the Deep South.

Coca-Cola Bottling Company of Asheville, N. C., which also has plants in Hickory, Forest City, Marion and Hendersonville, is the latest to up its wholesale case price to 96 cents. The firm, which distributes in 22 counties in the western part of North Carolina, is the leader in pushing the price up and other plants in the general area are expected to follow suit.

Coca-Cola Bottling Company of Knoxville has also joined the upward trend with its price at 96 cents, a 16-cent increase. And in Ashland, Ky., Coca-Cola, Nehi and Dr. Pepper are all selling at 96 cents per case in the wholesale market. In most cases the retailers are now selling the six-bottle carton of Coca-Cola at 30 cents and single bottles are moving at 6 cents.

ANOTHER STAGE

Mineola Sets Clarabell and Flower Show

WESTBURY N. Y., July 31.—A stage is being built in the exhibit area of the Mineola Fair and Industrial Exposition, to run October 9-19, on which to show performances other than the Hamid Circus, which will be offered free before the grandstand.

Signed so far for the new stage are Clarabell, the kiddie TV attraction, with the number of performances not yet determined. Teddy Snow Crop will perform, and the stage will also hold square and folk dancing, high school bands, and other offerings requiring more intimate presentation than can be afforded by the grandstand stage.

It has been decided to reintroduce the amateur flower and garden club exhibition, after last winter's move to abolish it. Protests by garden groups stimulated the Long Island Association to release a choice outside location from industrial use for the flower displays.

Miller Appoints Promotion Head

MILWAUKEE, July 31.—Miller Brewing Company has appointed E. A. Anger as sales promotion and publicity manager. In his new capacity, Anger will have over-all responsibility for special events promotion, sports promotion, community relations and local publicity, trade relations and publication of the firm's trade papers. Before joining the brewing firm last year, he was with Nesco, Inc., for eight years.

Fair Dates

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The Billboard Publishing Company
The following changes and additions to the list of Fair Dates were received during the week ending July 30.

The complete list of Fair Dates was published in the issue dated June 26. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for changes and additions.

Florida

Plant City—Hillsborough Co. Junior Agri. Fair. Dec. 2-4. William Barbour.

Virginia

Caldwell—Goochland Fair Assn. Sept. 9-11. J. M. Ball Jr.

Chase City—Mecklenburg Co. Fair Assn. Oct. 11-16. Garland E. Moss.

Chester—Chesterfield Co. Fair. Sept. 16-18. D. W. Murphy.

Harrisonburg—Rockingham City Fair Assn. Aug. 30-Sept. 4. C. W. Wampler Jr.

Lynchburg—Lynchburg Agri. Fair Assn. Aug. 22-25. L. H. Shrader.

Martinsville—Martinsville Agri. Fair Assn. Aug. 30-Sept. 4. O. B. Hensley.

Nokesville—Prince William Co. Fair. Aug. 16-21. J. R. Beahm.

West Point—Tidewater Fair Assn. Sept. 13-18. J. Lester Lauher.

CANADA

Ontario

Spencerville—Spencerville Agri. Soc. Sept. 14-15. Dean Cook.

Map Completion Of Youth Bldg. At Shreveport

SHREVEPORT, July 31.—Initial steps aimed at completion of the Youth Activities and Livestock Exhibition Building at the Louisiana State Fairgrounds were taken at a meeting of the fair's board of directors.

A fund of \$850,000 for completion of the building was included in the State institutions' bond issue approved by the 1954 State Legislature and signed by Gov. Robert E. Kennon.

State Sen. Charles E. Tooke, of Shreveport, appearing at the meeting, said he was authorized to inform the board that the State Building Authority which administers the institutions' bond issue funds, was ready to proceed with completion of the building as soon as the fair board was ready.

The building was authorized by the 1946 Legislature, which appropriated \$500,000 for construction. Foundations for the structure were laid in 1947 and 1948, but it was not until 1952 that the present horseshoe structure was built. Plans call for completion of grandstand seats in the oval form, with a roof over the entire building.

When completed the building will provide seating capacity for an estimated 9,000, dining room and dormitory facilities for members of 4-H Clubs, Future Farmers and Junior Homemakers.

Charles Crocco Named Dover, N. H., Secretary

DOVER, N. H., July 31.—Charles A. Crocco has been appointed secretary of the Dover Agricultural Fair Association replacing Franklin M. Dame who resigned because of pressure of business affairs. Crocco's organization has slated this year's fair for August 12-15.

Anthony N. Pero, director of activities at Ocean Beach Park, New London, Conn., has been elected president of the Lions Club of that city.

COMING EVENTS

- Arizona**
Eloy—Mex. Independence Day Celebration, Sept. 15-16.
Gila Bend—Celebration, Sept. 6.
Glendale—Mex. Independence Day Celebration, Sept. 15-16.
Nogales—Mex. Independence Day Celebration, Sept. 15-16.
Tucson—Mex. Independence Day Celebration, Sept. 15-16.
- Arkansas**
DeWitt—Ark. Co. Livestock Show, Oct. 13-16. Harold Hendall.
Heber Springs—Cleburne Co. Livestock Show, Sept. 23-25. J. T. Edwards.
Hope—Third Dist. Livestock Show, Sept. 29-Oct. 2. Robert Shivers.
Jonesboro—Craighead Co. Livestock Show, Sept. 20-25. Norman Wimpy.
Lake City—Watermelon Festival, Aug. 30-Sept. 4.
Madison—St. Francis Co. Jr. Livestock Show, Sept. 27-Oct. 2. Jack Porter.
Mammoth Spring—Soldiers, Sailors & Marines' Reunion, Aug. 16-21.
Pine Bluff—S. Ark. Livestock Shows, Sept. 20-25.
- California**
Delano—Harvest Holiday, Oct. 6-10.
Lamont—Cotton Carnival, Oct. 20-24.
New Almaden—Celebration, Sept. 5.
San Francisco—Grand National Livestock Expo., Oct. 28-Nov. 7.
- San Francisco**—Flower Show, Aug. 25-26. Alfred Stettler, Room 278. City Hall.
- Colorado**
Arvada—Harvest Festival, Sept. 10-11. Ralph H. Lonecker.
Delta—Deltarado Days, July 30-31.
Denver—Gift and Jewelry Show, Hotel Albany, Sept. 23-26. Allied Exhibitors.
3832 Wilshire Blvd., Los Angeles.
Kit Carson—Kit Carson Day, Sept. 18. Paul Bock.
Littleton—Homecoming, Sept. 17-18. Stan Brodd.
- District of Columbia**
Washington—Legion Festival, July 28-Aug. 7.
- Illinois**
Avon—Fat Steer Show, Aug. 19-21. Nick Vacca.
Chicago—International Pet Fair, Sept. 21-26.
Chicago—International Dairy Show & Rodeo, Oct. 4-17.
Dwight—Centennial, Aug. 16-22.
El Paso—Sweet Corn Festival & Centennial, Aug. 23-28.
Grand Tower—Homecoming, Aug. 6-8.
Grayville—Tri-State Oil Show, Sept. 4-5. Vanell Smith.
Hoopeston—Sweet Corn Festival, Sept. 7-9.

(Continued on page 58)

Lemon Board Clarifies Its Products List

LOS ANGELES, July 31.—The Lemon Products Advisory Board, in order to better define the various types of lemon juice and concentrate used by quantity purveyors of lemonade, has issued a series of definitions of various lemon products.

1. Lemon Juice Concentrate, frozen or non-frozen: packed in 32-ounce cans, size 404 by 414. Twelve cans in each case. To make into single-strength lemon juice, add 3 parts water to 1 part lemon juice concentrate. Concentrate made by removing 75 per cent of water by low temperature high vacuum evaporating process.

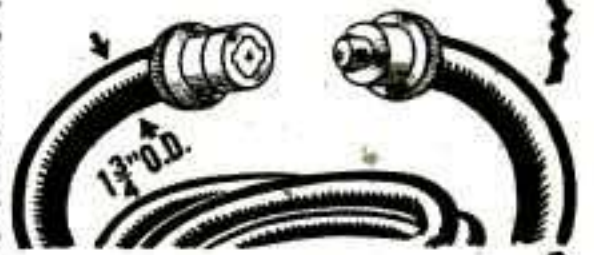
2. Concentrate for lemonade, frozen or non-frozen: packed in 32-ounce cans, size 404 by 414. Twelve cans in each case. Contains sugar in proportion needed for lemonade. To make into lemonade, add 4 parts water to 1 part concentrate.

3. Lemon puree, frozen: packed in 32-ounce cans, size 404 by 414. Twelve cans to each case. Puree is made by pressing whole lemons and adding sugar in proportion of 1 part sugar to 5 parts puree.

4. Single-strength lemon juice, frozen or non-frozen: packed in 32-ounce cans, size 404 by 414. Twelve cans in each case. This is pure extracted lemon juice. May be used in desserts, salads, meat and fish dishes or as a beverage mix.

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Fair Features For Hershey's Dutch Affair

HERSHEY, Pa., July 31.—Total attendance of 150,000 is expected for the sixth annual Pennsylvania Dutch Days, August 26-28, at Hershey Park, which this year will take on a county fair atmosphere. Incorporated in the Dutch Days will be the annual Pennsylvania Poultry Festival, a dairy cattle show and a hog show and sale.

The Dutch Days is a free-admission affair and no charge is made for any of the events. Park, sports arena and stadium facilities are donated by the Hershey estates.

The Pennsylvania Poultry Federation is sponsoring the poultry festival, which will take place in a tent city. A State-wide chicken barbecue, at which over 15,000 persons will be fed, is slated for August 28. The dairy cattle show is offering \$4,100 in prize money to breeders from eight counties.

Dutch craft exhibits will occupy the Sports Arena. There will be three days of Dutch entertainment, including the crowning of the State lotwaerrick (apple butter) queen August 26. Square dancing is scheduled for the park ballroom the night of August 27.

CONEY ISLAND, N. Y.

By UNO

Steeplechase Park concessionaires this season include Bessie Angel and family operating a custard stand on the Surf Avenue front; James DePolo, the B. & O. eatery and bar; Max Brenner, penny pitch; Mary DePolo, ice cream and hot dogs; Joseph and Amiello Garguilo, parking lot; S. J. Frigenti, shooting gallery and poker roll; Ralph Haim, soft drinks and souvenirs; Peter Lagaris, pool cafeteria; James McCullough, Carousel on the Boardwalk; Peter Pappas, custard stand on the Boardwalk; Louis Rifkin, poker roll on the Boardwalk; Beatrice Saltzman, souvenirs; Stalos Veigos, souvenirs in the pavilion; S. Theil, bar and grille; Gus Talam, home made candy; James Vanvakos, cotton candy, and Peter Weissman, Penny Arcade on the Boardwalk.

Lester Wildman, sign painter, recently appointed chairman of the Mardi Gras parade personal committee, will interview girl applicants for the floats (100 are wanted) all this month at the Coney Publicity Bureau on West Eighth. . . . Nick Garrow, concessionaire, and his partner, Jack Levy are headed for the fairs after the season with new equipment, including trucks, stands and games. Nick has a new blues singing find in Corinne Andrews, a Coney native currently at the Green Lantern Inn in Brooklyn. . . . Mrs. Ida Sindell, wife of Fred Sindell, operator of Cavalcade of Variety show, is recovering from

WISHING WELL LURES \$\$ FOR JIMMY FUND

FITCHBURG, Mass., July 31.—In appealing for support for the NEAAPB's Jimmy Fund, Roland Gameche, of Lincoln Park, stressed his placing of three wishing wells on the midway as a means of attracting donations. The charity is the Children's Cancer Research Fund co-sponsored by the Boston Red Sox and New England Variety clubs.

Pa. Group Reskeds Meet

CONNEAUT LAKE PARK, Pa., July 31.—The Pennsylvania Amusement Parks Association, originally scheduled to hold its annual meeting September 9 at Hershey Park, has switched the conclave to Dorney Park, Allentown, August 11. The meet will be held in conjunction with the summer get-together of the National Association of Amusement Parks, Pools and Beaches, which has been scheduled there on the same date.

a virus infection in her Sea Gate home. . . . Anthony Saviano, Italian sandwich expert with an eatery concession at Ravenhall's Baths, has been appointed locality mayor of Coney. Congratulating him last week was Dan O'Rourke, locality major of Park Avenue.

Jack McCormack, known in freakery circles as Twisto the Rubber Man, is the new manager, and Doc Crosby, whose real name is Charles Smith, is the new talker at the Betty Lou show, formerly Palace of Wonders. The renaming is to feature Betty Lou Williams, the four-legged girl, brought to Coney this season by owners Dick Best and Walter Wanous, both now touring with carnies, the latter operating a Side Show with the World of Mirth. McCormack, after the Coney season, returns to Miami where he has been financially interested in radio and TV

(Continued on page 65)

Pick Mewata Park As Calgary Aud Site

CALGARY, Alta., July 31.—Calgary's new \$1,250,000 auditorium will be built at Mewata baseball park and the football field will be used for a new civic center and library, plus parking facilities. Efforts are being made to find new site for the football stadium and the Calgary Exhibition grounds are being considered.

BOWEN HOSPITALITY

Food & Drinks Galore At Whalom N. E. Feast

FITCHBURG, Mass., July 31.—More than 100 park folks put their business worries behind them Tuesday (27) to enjoy Henry Bowen's hospitality at Whalom Park—the annual summer get-together of the New England Association of the Amusement Parks and Beaches.

And worries there were, with prevailing reports on sliding ballroom business and a similar decline in per capita spending. Whether to attempt a serious discussion of the subject was brought up briefly between Bowen and NEAAPB president Larry Stone of Paragon Park, Nantasket, but it was decided to submerge business in the interest of eating and merriment.

Plenty Refreshments

Except for a mid-afternoon thunderstorm which confined those attending to the spacious ballroom—which was perfectly okay with most—the weather was warm and humid, conducive to

refreshments. The ballroom bar was open at noontime registration time and did not suffer from lack of patronage until the last funmakers departed around 3 a.m.

At 1 o'clock Bowen had put on a sumptuous buffet meal and followed this with the grand clam-bake. The New Englanders had their fill of all the chowder, lobsters and clams they could handle, with the host taking the microphone at one time to implore some of his guests to keep the feedbag on. It was generally adjudged one of the best affairs ever pitched by the association.

Representing Elmer Foehl and Paul Huedepohl of the National Association of Amusement Parks, Pools and Beaches was Bob Plarr of Dorney Park, Allentown, Pa. Plarr will host the national group's summer meeting August 11-12 and conceded that he would have to go some to top the lavish spreads laid out at Whalom.

NEW ENGLAND SOLUTION

John Q. Not Spending? Attract Few More John Q.'s to the Parks

By IRWIN KIRBY

FITCHBURG, Mass., July 31.—Overshadowed at the summer social meeting of the New England Association of Amusement Parks and Beaches, but present beneath the surface, was the unpleasant fact that the area's parks have fared no better this season than have most other outdoor amusement enterprises.

Beset by an unusually rugged spring which brought with it plenty of rain, cold and storms, the park operators also faced a penny-pinching public when the bad weather lifted.

It was generally agreed that John Q. Public is just as eager as ever to enjoy himself out-of-doors when the sun shines. But

John Q., patron of the nation's funspots, is more reluctant to part with his money these days than he was last year.

When the days are nice, John Q. is on the midway, it was agreed, but he isn't spending. How to induce him to come out to the park in greater numbers—and to bring his family with him—has been uppermost in the parkmen's minds.

One inducement has been the increased offering to John Q. of reduced rates on rides, usually in the form of combination tickets. John Q. is also appealed to thru his employers, for booking of company, school and church outings has increased since it became evident that a decline in the park

business was setting in this season.

On kiddie days, John Q. Jr. is being enticed into the park during normally slack week-days when he gets 5-cent rides, something not available on weekends.

Kiddie Attractions Win

But best of all the consensus holds, John Q. and his off-spring are attracted in greatest numbers of all by the personal appearances of kiddie TV attractions. Those parks which have offered "Howdy Doody," Clarabell, Gabby Hayes, etc., when the events have been properly promoted, have had to virtually battle the crowds at every turn.

The importance of TV in family home life is evident at the outdoor or ballroom stage when the moppets' favorite video character is slated to appear at the amusement park. John Q. is usually helpless when the appearance is made known, and once he is exposed to the outdoor amusement spot for the shows, the rest is up to the park operator. Clean surroundings, brilliant, spacious and entertaining midways, combine to encourage the family to remain at the park for an hour or two—or three.

Except for the TV personality show, increased bookings of outings appear to be offering the best countermeasure against recession this year. With per capita spending off, the winning parks are those which have increased their attendance thru drawing more groups to the park.

The package deals offered to groups vary like colors in the rainbow. Usually the basic item is reduced rate ride tickets. Ballroom or other picnic locations are made available for eating, and catered affairs are encouraged. Also sometimes it is specified that the cut rate is effective only on the day of the outing, such is not vital because outings usually wind up with practically all tickets expended. Transportation is usually provided by the sponsoring group.

With John Q. holding on more tightly to his dollar, the New England men agreed, the solution to the business decline is to attract quite a few more John Q's.

Names Draw At Circle L

CAROGA LAKE, N. Y., July 31.—Name attractions, Western acts and free movies are bringing good crowds to Circle L. Ranch here this year. Attractions Sunday (25) was Clarabelle the Clown from TV's Howdy Doody show, who drew capacity crowds.

Attractions are set for Sundays and holidays. In addition the spot offers free parking and free picnic tables, swimming and fishing. Tim Hammond operates the Penny Arcade; Leon Fry the food and kiddie rides and A. Fishbein the skee ball.

Indians from nearby tribes live at an Indian village on the grounds during the season. Joe Alter manages the set-up.

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7 KIDDIE RIDES

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Rides and Blacktop Spruce White City

Plenty for Free Proves Great Lure By Worcester Spot's New Management

WORCESTER, Mass., July 31.—Out at White City Amusement Park, the patron is getting an awful lot for free this year. He gets free parking, free admission, free swimming at a new lakeside beach, nightly free aerial acts, nightly free dancing, and free shows by name performers every Friday, Saturday and Sunday.

The cost of all this is far from free for new owner Larry Knohl, 48, who has plowed up to \$200,000 into the funspot.

Since acquiring White City in May from George A. Hamid, Knohl, leaning heavily for guidance on Hamid's brother Charley, park superintendent, has accomplished a large amount of physical improving around the park. And much more is in the offing.

Whole Park Surfaced

For instance, the midway, whose surface was patchy to say the least, presented an eyesore to Knohl and his sun-tanned offspring, Irwin, who functions as manager. They surfaced the entire park anew, a four-inch-deep blacktopping thruout.

For years a boat ride had been operated in the swimming pool, a 100-by-140-foot hole in the center of the midway. "Why have a pool when you have a beach?" was Knohl's query, so he filled in the pool and blacktopped it.

Not enough flash from the road, it was decided next. The new owner brought in a new No. 12 Big Eli Wheel and acquired a Rolloplane from the World of Mirth Shows when they played Worcester. Knohl was so impressed with the carnival that he made a bid on the whole show, but negotiations have since been discontinued (The Billboard, July 31). He then purchased two kiddie rides from Standard Kiddie Rides of Long Beach, N. Y., a Whirl-Around and Elephant Ride. They are due at the park shortly.

New Dance Area

A modest dance pavilion was built at one end of the park, near the beach. It measures only 25 feet by 80 and can comfortably hold around 100 couples. But they get free dance music from Mickey Sullivan's local band every night, something which prolongs their stay at the park. Plan for next season is to set up a major-sized ballroom at lakeside and book in name bands. Also on the schedule is a motor cruiser for which to sell rides around Lake Quinsigamond. Right now there are 800 lockers being installed below the dance floor, on a level with the newly sanded and expanded beach and its equally new boardwalk.

A large stage has been built on the midway and name performers entertain there for two shows each on Fridays and Saturdays, and three on Sundays. So far the park has shown Eileen Barton, Dagmar, Gene Krupa, Georgia Gibbs, the Billy Williams Quartette and others. Customers stand atop the paved-over pool. Over their heads is the free-act rigging.

What all this has done to business is astounding. Since it is unfair to compare "new" White

City's success with the business done under the Hamid operation, achievements so far must be viewed on their merits. The park opened the last weekend in May, and an estimated 50,000 jammed the place over the three days attracted largely by curiosity and the appearance of Dagmar.

40,000 On Fourth

On the July 4 Saturday, from 12,000 to 15,000 turned out to see fireworks and the Five Demarco Sisters. Sunday (4) was unprecedented in the park's history. Around 40,000 people crowded into and around the place, according to veteran police observers. Chief Kenneth Burns said: "The crowd inside and outside the park that night was beyond description. In my 27 years as a police officer I have never seen anything like it. Not only was the park jammed to capacity but there were at least 10,000 in surrounding fields and streets."

Altho the park will have to go some before a return on the large Knohl investment starts to materialize, the chief beneficiaries so far have been the concessionaires, whose rents have not been raised this year. Charley Hamid is holding three concessions including the novelties, and is involved in the food operation. Arcade man Jack Luby has seen enough to go and install a half dozen new Pokeninos and some other coin pieces.

The rents may be modified somewhat next year because Knohl intends to rip down all the stands over the winter and rebuild them. He has already done this with one strip of concessions, erecting a long, modern, fieldstone-faced building, which will serve as a model for the rebuilding of other concessions.

About the Owner

Who is Larry Knohl? He is a businessman of Long Beach, N. Y., who has been in the news recently because of dealings back during the Truman administration. Tuesday (27) he pleaded innocent in Brooklyn Federal Court to an indictment charging he evaded \$201,791 in personal income taxes for 1948-'50. Trial was set for November 1. He is a realtor, auto dealer, oil man, publisher—and more. This is his first amusement venture of this type. Knohl is the impulsive sort. If he sees something he wants he asks "How much?" and means business.

Hamid's connection with the present management gives indications of being an extended one. He holds a large mortgage on the park, he has said, and Worcester

(Continued on page 71)

High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

Regina Attendance Nips-and-Tucks '53

Pulls Up Slightly in Face of Doubled Fee; Grandstand Draw in Small Dip

REGINA, Sask., July 31.—At the half-way mark Wednesday (28), the Regina Exhibition here was up a bare 160 at the gate and down 1,596 on the grandstand. Midway business was reported ahead of last year.

With a 50-cent tab in effect at the main gate, and children 12 to 15 paying 25 cents, the money figure Wednesday was well ahead of '53. Altho weather may have had some effect on attendance there was some speculation that the 25-cent gate boost may be a factor too.

Uncertain weather Wednesday afternoon and a temperature drop in the evening held attendance to 34,321, a drop of 2,156 from Citizens' Day last year, but the fair still had its biggest day.

Gate figure for the first three days was 85,456, compared with 85,296 in 1953, and the grandstand total was 24,114 against 25,861.

Pari-mutuel play on the opening day was \$66,601, up \$8,608, Tuesday's play was \$77,160 and Wednesday's at \$15,052 was off \$4,000. Racing was cancelled on the second day last year when jockeys refused to ride because of a bad track. This season marks the first use of the totalisator in Regina.

Weather was hot Monday, Children's Day, and the fair got off to a fast start with an attendance of 31,454, up 4,561 from last year's opener. The grandstand, at 6,051 was off by 1,000. Thousands of moppets attended the free morning grandstand show. Some of the grandstand performers entertained and bicycles and other prizes were awarded.

Tuesday's gate at 19,681, was down 1,245, possibly because of hot weather. The grandstand, at 5,703 was up 886.

Praise Revue, Sky Kings

Ernie Young's grandstand revue is getting much word-of-mouth publicity and the sway pole act of Bill Atterbury's Sky Kings has been getting considerable newspaper space. Customers and performers alike are pleased with the new portable attractions platform that brings the show some 54 feet closer to the grandstand. Movable dressing rooms for performers, with lights, mirrors, toilets and

plenty of space, have been well received by Young's cast.

Fireworks displays each night are put on by Thearle-Duffield Fireworks Company, Chicago. Art Briese, of that organization, visited Wednesday.

Daily band concerts are presented by the Royal Canadian Horse Artillery Band of Winnipeg.

Royal American Shows made a good start Monday but business tapered off a bit the next two days. The hard-surfaced midway area has won the approval of patrons.

Entries in all departments of the fair are high. Television is being heavily touted in the commercial section, tying in with the debut of CKCK-TV, Regina's first television station, which started operation Wednesday.

SASKATOON NOTCHES ALL-TIME HIGHS

SASKATOON, Sask., July 31.—Saskatoon Exhibition, which closed Saturday (24) was regarded as the most successful in the history of the event. New all-time records were set at the grandstand, on the midway and at the pari-mutuel wickets, according to S. N. MacEachern, manager, altho the main gate attendance was down.

The event pulled 116,295 customers. A decrease of 12,335 from last year, and the grandstand 74,273, an increase of 1,127. Pari-mutuel take was \$588,443, compared with \$498,335 last year, a boost of \$9,108. The previous race record for a week was set in 1953. A new high one-day mark was set on the final day of this year's fair, \$143,163.

The last two days of the fair were big, helping to make up losses incurred earlier in the week when heavy rain and wind cut into attendance.

The Royal American Show business was reported well ahead of last year for the week.

Altho attendance at the fair was down almost 10 per cent, admission prices will more than make up the difference. The main



CHESTER W. BRUMBACH, 79, oldest official of the Reading (Pa.) Fair in point of service, died at his home there July 22. Vice president and director on two fair boards, he was the third director to die within a nine-day period. Since 1912 he had headed the poultry department at the fair, inheriting the post from his father. Brumbach had many friends in outdoor show business and was widely known in poultry circles. His post will be temporarily filled by his brother, Bertolette Brumbach.

Minot, N. D., Holds To Record '53 Pace

Collins Show Gross Up More Than 5% Over 1953 in First Four of Six Days

MINOT, N. D., July 31.—The North Dakota State Fair, which tonight ends its run, virtually duplicated 1953's record business thru the first four of its six days, and indications were that it would continue to maintain that pace thru the remaining two days.

In the first four days, attendance was slightly higher than for the corresponding period last year. Grandstand patronage held about level with '53. Midway grosses were up between 5 and 10

per cent, Merrel O. Dahle, fair secretary, said.

Exhibits, commercial displays particularly, were up substantially. In the competitive classifications, entries in almost every division were greater in number than last year.

The fair caught good weather the first four days and forecasters predicted more of the same thru the closing. Drought conditions do not prevail in the area, but Dahle points out some rain before the opening would have boosted the confidence of farmers and upped attendance and spending at the fair.

The William T. Collins Shows present a powerful line-up of attractions on the Midway, with 21 rides, 13 shows and about 60 concessions in operation. Rides accounted for the big increase in midway receipts. Comparatively, the shows had light business. Concessionaires had satisfactory play. Of the rides the Scooter was the biggest money-getter in the first four days, with the Tilt-a-Whirl and Ferris Wheels following in that order.

The night grandstand show (a Barnes-Caruthers revue), with fireworks (by Thearle-Duffield, Chicago) four nights played to about the same number of people during the first four nights as it did last year.

Of the afternoon grandstand attractions, Leo Overland with the Tournament of Thrills, in Wednesday, and big car races, staged by Frank Winkley, in Thursday, both accounted for bigger grosses than last year. Matinee program the first two days consisted of five heats of running horses and two of harness races, plus some horse show judging. Stock car races, under the Winkley banner, were skedded for the last two afternoons.

Santa Maria Misses '53 By Mere 201

SANTA MARIA, Calif., July 31.—The five-day Santa Barbara County Fair, which closed here Sunday (25), pulled an attendance of 25,218, falling behind its 1953 draw by only 201 patrons, Reldon Dunlap, secretary-manager, said. Slight dip was attributed to general conditions, including the closing of military camps in the area.

Theme for the exposition was "We Flower the World" with the floriculture show being highlighted. A world globe, about 12 feet in diameter, with the countries in blossoms decorated the entrance.

Russ Stapleton, of Fanchon & Marco in Hollywood, produced the two sets of free shows in the commercial exhibit tent. For the first two days, the presentations included Joe Novelle and His Dogs, Donna Kaye, acrobatic dancer; Mercer Bros., and Vaughn and Wright, musical team. Friday's show was local talent with the Saturday and Sunday ones featuring Jimmy Vey, xylophonist; Blair Sisters, acro dancers; Ben Chavez, magician, and Conlin and Ryan, musical comedy team. Jack Aronson was at the piano.

Larry (Bozo the Clown) Valli worked the entire fair and participated in the pre-fair publicity. He appeared on television stations in San Luis Obispo and Santa Barbara to plug the annual.

Frank W. Babcock United Shows were on the midway with eight major and five kid rides. There were 42 concessions and one show, Swami Rami.

Dick Van Bracker handled the press.

copies are available from Earle Carpenter at the Extension Service, Amherst.

Mass. Awards Mount Total To \$103,373

BOSTON, July 31.—A total of \$103,373 was paid out in Massachusetts for agricultural premiums during the fiscal year ended June 30, according to Leo F. Doherty, director of fairs.

Prize money paid out by the State came to \$62,710 while the fairs themselves awarded \$40,663. Doherty cited attendance of the State's 166 fairs, including Brockton and Eastern States Exposition, totaling 1,422,963. He said that 4-H and other boys and girls accounted for 43 per cent of the exhibits during the year.

Suggested classes for flower departments for 1954 fairs have been revised, it was reminded, and

SUN MELTS TURNOUTS

Harrington Gate Off 5% With Day to Run

HARRINGTON, Del., July 31.—Barometer of the Eastern fairs, the Kent & Sussex County Annual, was running second to the weather thru yesterday, with torrid heat shaving attendance a bit below last year's level. Estimates were that unless it cooled off last night, the attendance would fall below the 80,000 of 1953, but not by much. Thermometer has been at least 90 every day.

Results thru Thursday (29) showed the five-day event, which opened Monday (26), was running about 5 per cent behind at the gate, and about 7 per cent behind in total grosses. Offering most encouragement to the sizzling fair was the grandstand business, excellent for night performances.

The Irish Horan thrill show performed Monday night to a sell-out crowd before the 3,750-seat stands. Many others watched from outside the fences. Rearranging of the fences was accomplished to take advantage of the

federal tax provisions. Those outside, who had merely paid the 75-cent main gate fee, saw the show free which enabled the fair to save the tax on reserved seats.

Grandstand Biz Okay

George A. Hamid visited a couple of days and saw his revue draw well at night, altho afternoon turnouts were off with patrons choosing to hunt for shade rather than bake in the sun.

Both Monday and Tuesday (26-27) grandstand was up over 1953 for the night shows, fair official C. T. Hollaway said, with Wednesday night dropping off somewhat.

Prell's Broadway Shows, on the midway, also was feeling the effect of the heat. Show set up Saturday (24). General feeling has been that both attendance and spending here are okay considering the heat, which has been the only disappointing factor.

Prices of 75 cents at the main gate, and 75 cents and \$1.25 for the grandstand, are the same as last year.



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MADISON COUNTY FAIR, Huntsville, Ark., Sept. 17-19
Ewell Boyd, Mgr., Huntsville, Arkansas

SEARCY COUNTY FAIR, Marshall, Ark., Sept. 24-25
Bill Seeger, Leslie, Arkansas

NORTHWEST ARK. DIST. FAIR, Boone Co., Sept. 23-25
Bailey Graham, Harrison

HOWARD COUNTY LIVESTOCK SHOW, Nashville, Ark., Sept. 20-25
Guy Toland, Nashville, Arkansas

HOT SPRINGS COUNTY FAIR, Malvern, Ark., Sept. 20-25
Warren Griswald, Secy., Malvern, Arkansas

If you have dates open, contact these Fairs or Clyde E. Byrd, Secretary-Treasurer, Arkansas Fair Managers' Assn., 2601 Howard, Little Rock, Arkansas (Telephone: FRanklin 21824).

THE GREAT HAGERSTOWN FAIR

Week of September 20-25 - Gateway to the South

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SHOWS Want Independent Shows with own outfits. All Shows booked directly through office. BEWARE OF PROMOTERS.

CONCESSIONS Want Legitimate Concessions, Hanky Panks of all kinds; no flats or grift.

RIDES Contact Thompson Bros. Amusement Co., Altoona, Pa., for Rides not conflicting with 15 office owned Rides.

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HOTEL ALMS, CINCINNATI, OHIO, AUG. 1-10.
HOTEL SHERMAN, CHICAGO, ILL., AUG. 10-30.

Can use Drome, Tilt, Kiddie Rides, anything new at Memphis. **CLIF WILSON** Want Office Man above dates.

Heat Wilts Prell Front-End in Del.

Rides and Shows Okay in Harrington But Concession Money is Spread Thin

HARRINGTON, Del., July 31.—Prell's Broadway Shows knew some of the answers this week to their questions about the season, but not all the answers. Getting the Eastern fair season off at this five-day event, the show was wilted by intense heat the early part of the week, which did the midway no good during the daytime. And at night it was muggy enough to chase people over to the grandstand for the Hamid revue.

In general the concessionaires felt the brunt of the weather, especially disappointing to those who had tagged along on Prell's muddy still date season. It was evident that there were plenty of fair-goers but in that kind of heat—102 degrees on Thursday (29)—the patrons weren't too active in the spending department.

Midway space was a virtual sellout in Harrington, with 108 joints, by Sam Prell's count, dotting the grounds. In addition he bolstered his ride line-up by bringing up units out of storage in Richmond and fielded 14 major rides, 11 kiddie units, and 3 rides of the Miner organization.

Show's Gross Up

Based mostly on the results of kiddie business and nighttime ride grosses, Prell claimed the gross on his own units had gone 20 per cent over last year's thru Thursday (29).

The fair opened officially Monday (26) altho many concessions were in operation the previous day to bag some stray coin. Concession business thru mid-week, however, did not improve much and was poor in general.

Top grossing show was Tirza & Her Wine Bath which has toured with Prell this season. Red Rogers took over the Monkey Show and was doing pretty fair, and Johnny Burro was holding his own at the Motordrome. Also okay in the earnings department were Jack and Bertie Schaeffer, Side Show and Mentalist, and Bull Martin's Wild Life.

Vivona Draws A Wet One But Still Does Okay

MONTPELIER, Vt., July 31.—Rain several times during the week put a damper on Vivona Bros.' Shows in Winooski, Vt. Things picked up around the week's end so that the stand proved fairly satisfactory considering the weather. Town was played for the first time, and under VFW sponsorship.

The week got off running on Monday night (16) with a good ladies' night crowd on hand, and business was okay. Wednesday's (18) family matinee also was doing well but rain started coming down that evening and ruined a good night.

Saturday's kiddie matinee, a pet project of Harry Wilson, was a winner and helped boost the earnings. Jones' bingo had a good week with George Graber, manager. Steve and Vicki Parello held their own with the six cats and a pretty good week also was garnered by Mr. and Mrs. Don Crown with their glass pitch and French fries.

The Rentons joined with their Eeka show, Frank Zorda has the office-owned Side Show, and Tony Masiello is framing a new Gay Parce show.

World of Today Gets Light Biz At Valley City

Ben Hazen Picked As June Reynolds' Campaign Manager

BRECKENRIDGE, Minn., July 31.—The World of Today Shows' engagement at Valley City, N. D., sandwiched in between Minnesota fairs, proved only mediocre despite good weather, a faultless location and the fact that the show was the first in this season. A fair kids' matinee and Saturday night gate lifted business out of the doldrums.

Lou Weiss has enlarged the cast of "American Cuties" for the remaining fair dates. Clarence Thames now is in sole charge of the "To the Ladies" attraction.

C. M. (Red) Miller has rejoined with his battlefield mechanical show. Ben Hazen has been picked as campaign manager for Mrs. L. C. (June) Curley Reynolds in her bid for the Miss Outdoor Show Business title in the contest being held by the Showmen's League of America and has been busy organizing his committee.

Recent visitors to the show included members of the Minot (N. D.) Fair Board; Ralph Lynch, Grand Forks (N. D.) Fair; Art Signor, Jess Wrigley, Frank Spina, Sam Greco, Ralph Wilkerson, Mike T. Clark and Ban Eddington.

Prell Re-Inked For Harrington

HARRINGTON, Del., July 31.—Prell's Broadway Shows have been re-signed for the 1955 Kent & Sussex County Fair here, it was announced today by Sam Prell, show owner.

The new contract was awarded the Prell show following a midway gross at the July 26-30 annual which was 20 per cent above the take at the 1953 fair. Only concession business was off this year, said Prell. The fine business was registered in the face of a record heat wave.

The show made a fast jump here from Long Island to arrive Friday (23) for a preview showing which drew about 15,000 people.

Desbro Fair Opener Poor As Heat Belts Pen Yan

ITHACA, N. Y., July 31.—Business here picked up a bit this week for Desbro Shows, after the Desiderio-owned outfit had a rough time of it at last week's fair in Pen Yan. Heat and dust combined to make it a sorry week, and continued the pace set thru-out the season. Altho not taking the money they had hoped for, the shows have nevertheless been working every week so far.

Rain hit here on Thursday night (29) but a fair number of customers still came out to save the night from being a complete bust.



MRS. ART SIGNOR is the candidate of the 20th Century Shows for the title Miss Outdoor Show Business in the contest sponsored by the Showmen's League of America. She was picked by vote of the show's personnel.

Crafts Units Hit the Road

NORTH HOLLYWOOD, Calif., July 31.—Crafts 20 Big Shows will have two units on the road for its first trip into Utah, Orville N. Crafts, owner, said. The first complement of rides left last week, with a second caravan, this one including 10 major devices, leaving Wednesday (28).

The 20 Big unit, managed by Frank Warren, is en route to Utah now with the additional rides to be included. The unit will play the Blackhawk Encampment in Springville; Wasatch County Fair, Heber; Logan Fair, Richfield Fair, and the celebration in American Forks. For the Utah State Fair, 20 Big's rides and those now en route will be combined.

Crafts said that Lee Brandon, general agent, is now in Salt Lake City. With two dates a week booked, the two units will tour the area for about five weeks before playing the Utah State Fair.

Regina Kids' Day Big For Royal American

Gross for Full Run of Exhibition Is Expected to Hold to 1953 Level

REGINA, Sask., July 31.—Royal American Shows, on the midway of the Regina Exhibition here, got off to a strong start Monday (26) with one of the biggest children's day grosses it has ever had in Regina, according to C. J. Sedlmayr Sr., general manager. There was a noticeable slackening up Tuesday and Wednesday but indications were that with good weather the rest of the week Royal American would wind up on the right side of ledger.

Store Plaza Proves Okay For Strates

HUGHESVILLE, Pa., July 31.—The James E. Strates Shows pulled in here last week after a shopping-plaza date in Cheektowaga, a Buffalo suburb. Show set up on Thruway Plaza, at Harlem and Walden, where 40 stores are strung out.

Merchants co-operated by featuring carnival decorations and advertising it as carnival week, and benefited from the crowds which came to enjoy the show. Stores stayed open till 9 nightly.

Attendance was okay, with weather cool enough to stimulate action at rides and concession stands. Showers Tuesday night (20) at opening hurt business but otherwise the week wasn't bad.

Niagara Falls, N. Y., which preceded, was disappointing, with turnouts below those of the past two years. Monday and Tuesday (12-13) were particularly slow, but the latter part of the week picked up considerably with a good children's matinee and night crowd Saturday (17).

RAS Follows Conklin In Winnipeg as Two Fairs Battle It Out

Sullivan's Show Makes Third Stand Of Season in City at Red River Ex

Continued from page 49

development. Its new site not only is adequate for the present but sufficient for considerable growth over the long term.

An exhibition building is going up, bleachers with capacity of about 5,000 have been secured, and parking areas for a large number of cars has been provided. The exposition end of the fair had been enlarged greatly and the event, besides offering the Royal American, will present chuck wagon races nightly, whereas last year, except for a few horse show events on a few days, offered virtually nothing.

The two fairs have waged a spirited tussle in their advance build-up. The Royal American tied up all available 24-sheet boards long in advance for the Greater Winnipeg Exhibition, but the Red River Exhibition succeeded in getting some of the regular board users to relinquish their space to it. The press reps of both exhibitions have been dueling quietly but persistently for space or time.

Saturdays Big

The Red River Exhibition had a run of seven days, getting in two Saturdays, having opened July 24, but, in line with Winnipeg's very blue, blue laws, was idled Sunday (25). Both Saturdays were big, but week-days, particularly the afternoons, yielded light crowds.

The Conklin midway, which represented the full equipment of the Wallace Bros.' Shows, operated by James Patrick Sullivan; some Conklin units, and three major rides, as many kiddie rides of the Stanger Shows, added up to 18 major rides, 12 kiddie rides

and 9 shows, an impressive line-up.

Frank Conklin was on hand, overseeing with Sullivan the midway operation, and was to leave for Conklin quarters at Brantford, Ont., immediately after the close. Sullivan takes his show from here to Sudbury, Ont., for its last still date of the season, then moves into fairs at Peterboro and Belleville, Ont.

Weather Turns

The Sullivan show was cuffed badly by weather from the time it opened April 15 until about four weeks prior to its date here. Weather took a decided turn for the better a month before the Winnipeg engagement, and Sullivan's business also turned for the better then and has held a good pace ever since.

For Sullivan, his show's appearance at the Red River ex was its third of the season in Winnipeg. The two earlier engagements were hit hard by weather, but during the exhibition the weather, except for one day, was good.

CALAIS WASHOUT

Mullins \$ in Maine Elusive Due to Rains

EAST PORT, Me., July 31.—Mullins' Royal Pine Shows was fighting for money thru this week, with patrons turning out in good numbers and in a spending mood—but the weather was doing its damndest to spoil things. Show is grossing roughly the same as last year, which was good.

Playing the season in Maine towns, the show has been doing okay when weather has permitted. At least one week that promised to be a big one—Calais last week—proved a total washout. Show goes into its fair season three weeks from now in Oakland.

There are 5 major rides, 3 kiddie rides and about 15 concessions, plus a Snake Show, Joe Cennane with Jones' bingo, and Toby Kneeland and his wife with two Girl Shows.

With manager Clifford Mullins are Frank (Shrimpy) Rappaport, concession manager, with three joints, Tommy Keith with five concessions, Sally in the office, and Red the electrician.

Louis (Dada) King and a half dozen agents took the week off from World of Mirth Shows in Augusta and worked up here this week.

Tupper Lake Poor One for Continental

SARANAC LAKE, N. Y., July 31.—Continental Shows weren't expecting too much from this date, having been preceded here by three circuses this season, and the shows' personnel needed a red one to make up for last week's poor take in Tupper Lake.

Show opened Monday (19) and business that night was good, but that was just about it for the week. Grosses were off heavily from last year for Tuesday thru Thursday (20-22), and Friday night was washed out by rain.

The matinee on Saturday (24) produced some revenue, altho it rained on and off all afternoon. A break in the weather that night saved the show from blanking out, and manager Roland Champagne figured the gross a good 25 per cent below last year's stand here.

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 \$3.00 PER FOOT

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RIDES

Tilt, Octopus, Spitfire, Train, Ferris Wheel for Stoneboro Fair.

SHOWS

Snake, Wildlife, or any Show that does not conflict with, Monkey and Unborn, Girl Shows, for these 3 Fairs; must have own Fronts.

Monesson, Pa., this week; California, Pa., August 8-9-14

EDDIE DIETZ—Eddie's Expo Shows

BAKER UNITED SHOWS
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Want for the Hartford City, Ind., Fair, August 9-14; Wabash, Ind., Fair, August 16-21, and balance of our Fair and Celebration route until October 15.
 CONCESSIONS—Legitimate Merchandise Concessions of all kinds, Glass Pitch, Short Range, Scales, Live Ducks, Fish Bowl, Toy Pitch, Penny Pitch, Hi-Striker or others. Can place Derby after Wabash. SHOWS—Can place Shows with own outfit. Address ERNIE ALLEN, c/o Show, Olney, Ill., Fairgrounds this week; or TOM L. BAKER, 2257 Madison Ave., Indianapolis, Ind. Phone: Garfield 4584.
 P.S.: Can also place Concessions for Delphi, Ind., Street Celebration, August 11-14, with Miller Amusement Enterprises Rides.

Caller-Derby Race-Caller

Experienced Caller, long season, good salary; no drinkers; short hours. Wire at once.

FLAKE'S DERBY

Aug. 1-6, Franklin, Pa.; Aug. 8-13, Minerva, Ohio.

MIDWAY CONFAB

Mr. and Mrs. John J. O'Connor recently became parents of a daughter in a Shelbyville, Ky., hospital, Glen Clendenning, of the Gladstone Shows, reports. . . . Mrs. Kellie Grady joined the Tennessee Valley Amusement Company with her Octopus and two concessions. She had been playing an Athens, Ala., park. . . . William Coleman also joined the Tennessee Valley org with his sit-down grab.

John T. Hutchens, Side Show operator on Snapp Greater Shows, writes that spring business for his unit was poor due to the usual weather, but things are looking up as they move into their first fair at Slinger, Wis. Hutchens has re-painted the front. Mrs. Hutchens is working her mind-reading act. Gene Murser is handling the annex.

Frank J. Lee, general agent of Gem City Shows, has arranged a special elephant vs. tractor tug-of-war on Farmer's Day at the Belleville, Ill., fair. Mrs. Evelyn Lee drove back to San Antonio last week in a new Bel-Air Chevrolet given her by her husband on their 17th wedding anniversary. Mrs. R. C. McCarter has a jewelry concession on the show. Walter and Terry Kaatz are managing the Motordrome. Hedy Jo Starr and her "Streets of Paris" joined for fairs. Mrs. Thomas D. Hickey, wife of the owner, came on to handle the popcorn, while Thomas Jr. is working scales and Sallie Ann the snow cones.

Pan-American Shows scored a winning finale at its Marion, Ky., stand after rain hurt the early part of the week. Frank Gaskins is back with the show after a 10-day tour of the South. . . . All rides and shows were re-painted for the first fair at Cadiz, Ky. Org carries 10 rides.

Arthur (Roy) Gries, concessions manager at Kaydeross Park, Saratoga Springs, N. Y., and his granddaughters, Linda and Cathy Greene, visited Hagen Bros.' Circus when it played that town. . . . Farnk (Paneek) Panisko, former trouper, was on the lot every night when Meeker Shows played Butte, Mont. Rain and wind slowed patronage. Bumps, Bubbles and Paneek made two TV appearances during the stand.

Prof. Charles J. Ritz, veteran animal handler, writes that he owes his life to showfolks. When he was recently bitten by one of his rattlesnakes, the personnel of three different shows gave a total of 31 pints of blood to pull him thru. . . . When Smiley Burnette, cowboy comic, day and dated Curley Vernon's United Exposition Shows in Wateka last week, they joined forces and both came up with some good publicity scores. Many photos of Smiley and the org's elephant, Cross Country Babe, appeared in the local gazettes.

Norman Y. Chambliss Sr., chairman of the legislative committee of the North Carolina Association of Agricultural Fairs, is calling to the attention of midway operators House Bill No. 953, which was passed by the North Carolina Legislature in 1952, relating to pre-dating by carnivals of advertised agricultural fairs. Chambliss commented: "Our association is of the opinion that the carnival and midway owners will gladly co-operate in the matter of pre-dating agricultural fairs in North Carolina, to avoid litigation in any county. The sheriff of each county in our State, with the exception of Franklin, has to issue a permit for carnivals and the sheriff can issue no permit, under the law, for a carnival if he shall find the requested exhibition date is less than 30 days prior to a regularly advertising agricultural fair."

Danny Ferguson reports Cavalcade of the West Shows is holding its own with the route thru Montana strong for rides but poor for concessions. Business as a whole, however, has hit the upgrade and the show is looking forward to a big pick-up at its eight fairs in Washington, one in Oregon and five in California. Line-up includes 8 office-owned major rides, 5 kid devices, 5 shows, 10 light towers and upwards of 30 concessions.

Ralph Hammell and Jane Greer, of Central States Shows, were married recently in Sioux City,

Ia. Hammell is Octopus foreman while Jane is a concession agent.

James E. Strates Shows personnel held a memorial service July 22 at the grave of William C. (Bill) Fleming in Elm Lawn Cemetery, Buffalo. Fleming, who died in the summer of 1948, was general agent for the show. George Whitehead, business manager, conducted the services and James E. Strates placed a commemorative wreath on the grave. George (Dixie) Malanga rejoined after a long illness and thanks everyone for their flowers, wires and cards.

Mike Roman and his missus are back on the job at Vivona Bros.' Shows in Vermont after a short vacation. On the show's sick list but doing okay now are Morris Friedenheim, Marie Vivona and both Peggy and Harry Wilson. Mom and Dom Vivona have finally caught up on their work and have the office in shape. Pepe Hendrix gets sad-faced when that letter from home doesn't arrive every day.

Lou Rosenthal, treasurer of the Michigan Showmen's Association since its inception, has closed his carnival supply business in Detroit to retire after 37 years. His partner, Charles Westerman, who has been ill, has moved to Battle Creek, Mich., to make his home there with his sister.

Gerald Snellens has been at it again, landing a three-page illustrated story on the World of Mirth Shows in the International Trail, mag of the International Harvester Magazine, and long feature articles on himself in The Worcester Daily Telegram and Portland (Me.) Evening Express.

Gilda (Platteena) Lee joined Joe Sciortino's Girl Revue on the W. G. Wade Shows at Muncie, Ind., July 26. . . . L. G. Rupe cards from Dallas that a big birthday party was planned for Eddie Vaughan, who was 78 July 31. Grady Hudgens and his trio furnished the music, scribes Rupe, who was chairman of the entertainment committee. . . . Excellent weather on weekends, coupled with a better still date route, has given the Holly Amusement Company grosses beyond expectations. Line-up on the show includes 6 office owned rides, 1 show and 18 concessions.

Theodor Megaarden has resigned as office and concession manager for E. & B. Amusements, operating carnival units in and around New York, to join the Cragmoor (N. Y.) Playhouse as promotion manager. Cragmoor is presenting a season of summer stock. . . . Bertie Lee Paige joined Earl Meyer's Oddities on the John H. Marks Shows recently. . . . H. A. (Big Six) Bouck has booked his custard concession with Coleman Bros.' Shows, opening at the Booneville (N. Y.) Fair August 2-7. His son, Bobby, will operate the concession. . . . P. Verner's bingo stand was demolished when a storm, which reached 85 miles per hour, hit the Great Wallace Shows when it played Moundsville, W. Va., July 14. Concessions belonging to Joe Reynolds and Eddie Steel were also lost, as was a show front and the top of the Merry-Go-Round, according to Mrs. Al Wallace.

A birthday party was given Terry James, a feature dancer on the O. C. Buck Model Shows, recently by Mrs. Bobby Costello. Attending the party, which was held in Mr. and Mrs. Costello's room in Utica, N. Y., were Mr. and Mrs. Bernie Feldman, Gilber (Fat Man) Keene, Bobby Presta and Bill Metcalf.

Kenneth Hixon, of Hixon's Concessions, reports he hit the first red one of the season at Washington, Pa., July 13-17, playing the North Franklin Firemen's Fair, at which the Gooding No. 9 unit supplied the rides. Ken's Snake Show did capacity business all week for the first time and the cotton candy, candied apples, popcorn and snow cones all got thumping business. The fact that the Ringling-Barnum circus was in July 10 did not hurt the fair's business a bit, Ken infos. Out since May 15, the Hixon Concessions worked thru Indiana and Ohio to poor business until the Washington stand.

Joseph Lehr, spot worker, pens from Philadelphia that Leo LaSalle left the John Marks show to play the Hammonton Feast of the

Lady of Mount Carmel celebration. Lehr reports he worked a spot store for the Sam Tassell unit at Sun Village, Pa. Bill Owens has taken over the bill posting on the Ross Manning Shows. . . . Bee's Old Reliable Shows played to good business at Mount Sterling, Ky., recently in its last still date of the season. David J. Huls, show manager, reports the spring business was the best of recent years for the unit, with lifting of the 20 per cent federal admission tax getting the credit. The show launched its string of 10 fairs last week at Lawrenceburg, Ky., with 8 rides, 6 shows and about 60 concessions in the line-up. Early Lawrenceburg business was good, Huls advises. . . . Frank Zorda is on the Vivona Bros.' Shows with the Circus Side Show. Ken E. Burgess is featured with the Side Show, doing iron eye lids, pin cushion and strong man. Rosa Lee and Eddie Woods with that attraction are sporting a new 1954 house trailer.

Charlie Teichner, with studios in Chicago, hit the Cetlin & Wilson lot in North Tonawanda recently with samples of his scenery which will be used in the Negro revue, of which Leo Hunt is talker. Raynell's posing show is getting a new front for the Ionia Fair. Earl Chambers, monkey circus, has a new addition to the family. Little Pamela Chambers was born to Earl's nephew Ray and his wife, Lucille, July 24 in Detroit General Hospital.

Ephriam (Ep) Glosser has joined the Thomas Joyland Shows. Until several weeks ago Glosser had been concession manager of C. C. Groscurth's Blue Grass Shows for three years.

Charles (Chuck) Magid, general manager of Johnny Denton's Gold Medal Shows, is confined to the Yorkton General Hospital, Yorkton, Sask., Canada, as a result of a heart attack. His condition is not serious but he is expected to be confined for several weeks. Dave Fineman, with the Denton show, has been renewing acquaintances over the Western Canadian B Circuit. Dave toured that territory many times with circuses but this is his first time thru the area with a carnival. Joe Pearl, The Billboard's agent with the Denton aggregation, has been finding many new readers of The Billboard in Western Canada. Besides making many sales with show people, Joe has been doing brisk business with town folk, selling to post office personnel, cafe operators and others. Billie

Cooper, cookhouse operator on the Denton show, on a recent rail move from Vermillion, Alta., to Vegreville discovered that her cocker spaniel, Susie, was among the missing. When the train arrived in Vegreville, Billie drove a car back to Vermillion and found the dog waiting at the railroad depot there.

Funland Shows, owned by Orville Lee Smith, was hit by a flash flood in Webster, W. Va., during the week ending July 24. Water rose to five feet at some points. Damage, however, was small. Concessionaires with the show at the time included Marion Lotlip, the Picozzi family, Dee Wyrick, Jim Lee, Benny Bergen, Ben and Daisy Nabor, and Arlie Davis. . . . Red and Joan Harrington, age, scale and novelty concessionaires, recently purchased a 30-foot De Luxe Pontiac Chief house trailer. Until recently the Harringtons were with the Cumberland Valley Shows, leaving to return to Renfro Valley, Ky., where Red is promoting the first annual homecoming. . . . Robert Keener, concessionaire, is resting comfortably at his home, 530 Woodburn Avenue, Columbus 23, O., following an operation.

Mr. and Mrs. John B. Davis and June Smith, of the Southern States Shows, motored to Toccoa, Ga., from Panama City, Fla., to attend the funeral of John Kettle who died of a heart attack on the Georgia Amusement Company July 20. Kettle was foreman of the Merry-Go-Round and had concessions on the Georgia Amusement at the time of his death. . . . Fred (Ted) Reed, concessionaire, is now at his home, 5916 Maple Avenue, St. Louis, having left the A. R. Briggs Shows to undergo a physical check-up. . . . Mr. and Mrs. Ted (Whitey) Ruth, floss and snow cone operators on Johnny's United Shows, purchased a new TV set and air conditioner for their trailer while the show played Madison, Ind.

Lyndon Erickson, of Lynns Amusement, visited the Rogers Bros.' Shows in Ironton, Minn. Larry Rhodes celebrated his fifth birthday July 15 in Ironton on the Rogers show, where his parents have the mechanical show. . . . Ross Reed operated a string of flashy concessions with the James H. Drew Shows at the Camden, O., Street Fair.

Jack Adams with his athletic show topped the show grosses on the Royal Midwest Shows during the recent Veedersburg (Ind.) Fair. All departments of the Royal Midwest registered good business during that fair. . . . Milton Lehman, of Van Buren, O., recently was the guest of his son-in-law, Bill Harris, general manager of the Royal Midwest, and his daughter, Mrs. Harris. . . . Beatrice Scupin and Margaret Thomas, sister and wife of Chick Thomas, former concessionaire with the Dick Wilcox Show, visited the Wilcox show recently at Norway, Me.

Ted Corey and family are back on the 20th Century Shows with their grocery wheel, Marie Brunk info. . . . Mr. and Mrs. Chuck Moss recently joined the 20th Century Shows at Jamestown, N. D., with seven concessions. . . . Gene Jinkers and his wife, Barbara, joined the 20th Century at Fessenden, N. D., with Gene taking over as a talker on Claude Bentley's Circus Side Show. Johnny Dobson of the 20th Century recently took delivery of a new house trailer.

Mr. and Mrs. H. D. Grove, of the Royal Midwest Shows, recently received a letter from their son, Bill, now with the U. S. Navy off Korea, advising that he will return to the States soon. . . . A surprise birthday party for Mrs. Homer Scott, wife of the owner of the Georgia Amusements, was given recently by concessionaires on the show. About 40 attended the event, which was held under the trailer awning of Mrs. Ike Maxwell, with Mrs. J. H. Scruggs, Mrs. J. H. Hart, Mrs. Mary Penigore, Mrs. Jannie Willis, Mrs. Myrtle Nation, and Mrs. Horace Williams helping serve food and refreshments. Mrs. Scott was gifted with a bedspread and nylon curtains for the family trailer. . . . Mrs. Kenneth Burkhardt, of the Burkhardt Shows recently gave a baby shower for Mrs. Cecil (Diggers) Ison before she left for Hot Springs to await the family addition. The Isons recently purchased a new house trailer. . . . Harvey Drew and family recently rejoined the James H. Drew Shows.

CONCESSIONERS AND SHOWS, LOOK THIS LIST OVER CRAFTS 20 BIG SHOWS CAN PLACE FOR THE FOLLOWING FAIRS:

- San Mateo, Calif., Fair, Aug. 6-15
- Woodland, Calif., Fair, Aug. 19-22
- Merced, Calif., Fair, Aug. 25-29
- Gilroy Gymkhana, Sept. 1-6
- San Mateo Community Fair, Sept. 8-12
- Lodi Grape & Wine Festival, Sept. 15-19
- Watsonville, Calif., Fair, Sept. 23-26
- Fresno District Fair, Oct. 1-10
- Hanford, Calif., Fair, Oct. 13-17
- LaMont Cotton Carnival, Oct. 20-24
- Blythe Fall Festival, Oct. 27-31
- Arizona State Fair, Phoenix, Nov. 5-14

NOW BOOKING SHOWS AND CONCESSIONS. WILL FURNISH OUTFITS FOR SIDE SHOW AND GIRL SHOW. CAN BOOK TWO GRIND SHOWS, MOTORDROME, ILLUSIONS. WHAT HAVE YOU?

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Attendance 250,000. Uptown location. Now booking Rides that do not conflict. Shows and Concessions. Space \$12.50 per ft. for this MAJOR WESTERN FAIR. No girl shows or flatties here.

Wire-Write or Phone

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1954-FAIR ROUTE-1954

- Middletown, N. Y., Aug. 8-14
- Morristown, N. J.
- Bridgeton, N. J.
- Flemington, N. J.
- Graft, Pa.
- Danbury, Conn.
- Mineola, N. Y.
- One Still Date in Kingston

WANTED

SHOWS

top and 20x40, to put in them?

Fun House. Frank Bambino, get in touch with Lou Alter. Snake Show, Crime Show. Have 20x30 both new. What have you

CONCESSIONS

Must be legitimate and stock only. No wheels or pickups.

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Beginning August 3-Contact Phil Isser at Middletown Fair, Mitchell Hotel, Middletown, N. Y.

FAIRS

VIVONA BROS. Combined SHOWS

FAIRS

14 • CONSECUTIVE WEEKS OF FAIRS • 14

- ITHACA, N. Y.
- ROCHESTER, N. Y.
- BROOKFIELD, N. Y.
- STROUDSBURG, PA.
- LEIGHTON, PA.
- ROANOKE RAPIDS, N. C.
- LUMBERTON, N. C.

- CONCESSIONS
- OPEN MIDWAY RIDES
- CATERPILLAR - TILT
- DARK FLAT - ANY
- GOOD FLAT RIDE - NO. 5 WHEEL

- SANFORD, N. C.
- NEWBERRY, S. C.
- ROCK HILL, S. C.
- LANCASTER, S. C.
- CARTHAGE, N. C.
- GEORGETOWN, S. C.
- CHARLESTON, S. C. (Col.)

SHOWS—Wildlife, Illusion, Mechanical, any good Grind Show. Frank Zorda wants Talker and Working Acts for office paid Side Show. Tony Masiello wants Dancers for newly framed Gay Paree Show. HELP—Chairplane Foreman, Second Men on all Rides, must drive semis. Can place Cookhouse and Grab for balance of season. Monica Daye wants Canvasman who drives; Joe Sherman, contact. Concessions address DANNY DELL—all others address

JOHN VIVONA—Cortland, N. Y., This Week



GLADSTONE EXPO SHOWS

- Russellville, Ky., Fair, August 9-14
- Hodgenville, Ky., Fair, August 16-21
- Dresden, Tenn., Street Fair, August 23-28
- Camden, Tenn., Fair, August 30-September 4
- Centerville, Tenn., Fair, September 6-11
- Savannah, Tenn., Fair, September 13-18

- Pontotoc, Miss., Fair, September 20-25
- Clarksdale, Miss., Fair, September 27-October 2
- Charleston, Miss., Fair, October 4-9
- Brownsville, Tenn., Colored Fair, October 11-16
- Belzoni, Miss., Fair, October 18-23
- Canton, Miss., Fair, October 25-30

WANT—Stock Concessions, Mitt Camp (no gypsies), Long Range, Basketball, Diggers, Hi-Striker, Coke Bottle, Swinger, Novelties, etc. All Hanky Panks open.

WANT—Arcade, Monkey, Drome, Glass House, etc., with own equipment—25% to office.

WANT—Major Ride not conflicting with Wheel, Jenny, Tilt, Octopus, Comet. Ride Help, come on.

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CONCESSIONS—Will book legitimate Concessions of all kinds; everything open except Bingo and Grab.

KIDDIE RIDES—Will book one or two Kid Rides.

SHOWS—Can place Shows of all kinds with merit.

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- Punks, 15 designs. .DOZ. \$36.00
- Dart Board, sponge rubber EA. 20.00
- Slot Roll, Over 30 Under 11, 7' tables. EA. 50.00
- Buckets, the only true one EA. 55.00
- Pitch Blocks & Hoopala Boxes Bottles & Stands
- Huckley Buck Kegs. . . EA. 30.00
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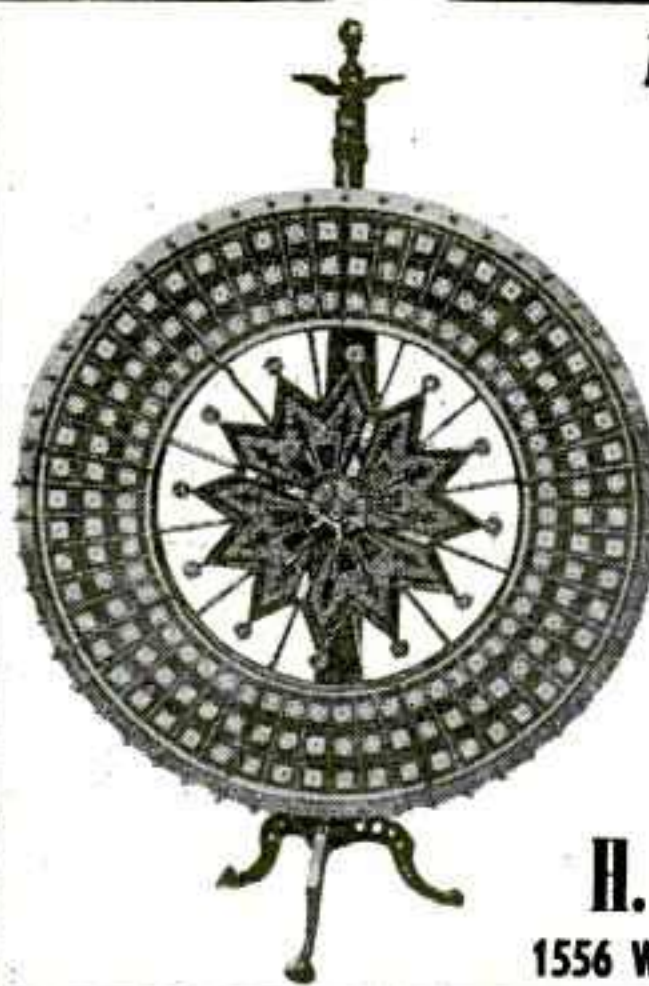
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COMING EVENTS

Continued from page 52

Johnston City—Tri-County Labor Day Celebration, Sept. 1-7. Ralph Cooksey.
Kirkwood—Centennial, Aug. 6-7.
Olney—Conservation Day and Plow Matches, Sept. 16-18.
Rantoul—Centennial, Aug. 1-7.
Roodhouse—Jaycee Homecoming, Aug. 19-21.
Sullivan—Moutrie-Sullivan Homecoming, Aug. 6-7. Paul M. Krows.

Indiana

Deplhi—Street Celebration, Aug. 11-14.
Harford City—Street Celebration, Sept. 14-18.
Huntington—VFW Homecoming & Street Fair, Aug. 2-7. Max A. Patten.
North Vernon—Centennial, Aug. 1-7. Philip Fox, Fifth Street.
Odon—Old Settlers Meeting, Aug. 19-21. Lex Seneff.
Terre Haute—Miners Picnic, Aug. 6-8. Alex Cliver, 1401 N. 9th St.

Iowa

Charles City—Centennial, Aug. 15-21.
Hartley—Diamond Jubilee, Sept. 9-10.
Muscataine—Celebration, Sept. 6-7. A. J. Duffy, 719 E. Sixth St.
Waterloo—National Dairy Cattle Congress, Oct. 2-9. Ed S. Estel, 307 E. Rainbow Drive.

Louisiana

Crowley—International Rice Festival, Oct. 27-29.
Houma—Terrebonne Livestock Show, Oct. 10-11. William Lockridge.
Marksville—Louisiana Livestock & Pasture Festival, Oct. 4-10. K. J. Ducote.
Opelousas—Louisiana Yambilee, Oct. 5-7. Billy Smith.
Winnfield—Louisiana Forest Festival, Oct. 13-16. R. C. Heard.

Kansas

Maryville—Centennial, Aug. 16-21.
Wichita—Territorial Centennial, Sept. 19-26. Harry Peebles, 431 S. Main.
Wichita—Territorial Centennial, Sept. 19-26.

Kentucky

Renfro Valley—Homecoming, Aug. 30-Sept. 8.
Kentwood—Florida Parish Dairy & Agr. Festival, Sept. 15.
Villa Platte—Cotton Festival, Sept. 25-26. Mervin E. Vidrine.

Maine

Camden—Craftsmen's Show, July 26-Aug. 7.

Maryland

Elkston—Cecil Co. Breeders Fair, Sept. 11. William Shelton.
Princess Anne—Livestock Show, Oct. 1-2. Howard H. Anderson.

Massachusetts

Gloucester—Cape Ann Celebration, Aug. 16-21.

Michigan

Ann Arbor—Gladolus Show, Aug. 8-9.
Beraga—Baraga Co. Dairy Show, Aug. 12. Theodore Sadelin.
Coloma—Gladolus Show, Aug. 21-22.
East Lansing—Gladolus Show, Aug. 7.
Farewell—Celebration, Sept. 6.
Flint—Holy Redeemer Festival, Aug. 6-8.
Grand Rapids—Guernsey Breeders Show, Aug. 1. Raymond Jost.
Hillsdale—S. Eastern Mich. Guernsey Breeders Show, Aug. 12. Bill Bradstreet.
Imlay City—Mich. Ayrshire Breeders Show, Aug. 4. Alice Taylor.
Lakeview—Lakeview Jr. Livestock Show, Aug. 10. H. W. Reading.
Lapeer—Thumb Dist. Guernsey Breeders Show, Aug. 4. Harold L. Kingsbury.
Menominee—Menominee Dairy Show, July 31. Gail E. Bowers, Courthouse.
Midland—Mich. Gladolus Show, Aug. 15-16.
Millington—Centennial, Aug. 11-13.
Millington—Millington Centennial, Aug. 11-14. Dale P. Stewart.
Rudyard—U. P. Jr. Fat Stock Show, Aug. 12-13.

Mississippi

Aberdeen—Monroe Co. Livestock Show, Sept. 21-25. Robert C. Couch.
Ashland—Benton Co. Livestock Show, Sept. 9-11. Blanche E. Hoover.
Beazon—Humphreys Co. Livestock Show, Oct. 18-23. M. E. Hill.
Booneville—Prentiss Co. Livestock Show, Sept. 23-25. W. T. Smith.
Brookhaven—Lincoln Co. Livestock Show, Oct. 8-9. Travis Padock.
Calhoun—City—Calhoun Co. Livestock Show, Sept. 29-Oct. 2. Lee H. Thompson.
Carthage—Leake Co. Livestock Show, Sept. 8-11. B. H. Dixon.
DeKalb—Kemper Co. Livestock Show, Sept. 15-18. Jas. S. Overstreet.
Eupora—Webster Co. Livestock Show, Sept. 27-Oct. 2. Cecil C. Randle.
Hernando—DeSoto Co. Livestock Show, Sept. 20-24. W. E. Manning.
Houston—Chickasaw Co. Livestock Show, Sept. 30-Oct. 2. Fred Dulaney.
Iuka—Tishomingo Co. Livestock Show, Sept. 15-18. Mack Sanders.
Louisville—Winston Co. Livestock Show, Sept. 6-11. E. L. Sessums.
Lucedale—George Co. Livestock Show, Oct. 2. B. J. Hilburn.
Lucedale—Jackson Co. Livestock Show, Oct. 27-30. Mrs. A. C. Pedersen.
Magnolia—McCombs Dairy Show, Sept. 20-22. J. D. Mann.
Newton—Newton State Dairy Show, Sept. 23-25. W. P. McMullan.
Pontotoc—Pontotoc Co. Livestock Show, Sept. 20-25. C. P. Randle.
Poplarville—Pearl River Co. Livestock Show, Oct. 7-9. J. M. Sinclair.
Sardis—Panola Co. Livestock Show, Oct. 8. Thatchet Bishop.
Senatobia—Tate Co. Livestock Show, Sept. 20-22. G. W. Weeks.
Starkville—Oktibbeha Co. Livestock Show, Oct. 4-9.
Tylertown—Wallich Co. Livestock Show, Oct. 4-6. Ansel Estess.
Water Valley—Yalobusha Co. Livestock Show, Aug. 24-28. J. B. Oakley.
Wiggins—Stone Co. Livestock Show, Sept. 24-25. F. S. Batson.

Missouri

Braymer—Celebration, Aug. 17-20.
Calhoun—Colt Show, Sept. 10-11. M. L. George.
Crane—Reunion, Aug. 2-7.
Deepwater—Labor and Harvest Picnic, Sept. 6-7. Dr. C. R. Townsend.
Gallatin—Jr. Livestock Show, Sept. 8-9. Geo. H. Schmitt.
Gault—Celebration, Sept. 8-11.
Hannibal—Street Celebration, Sept. 20-25. Chamber of Commerce.
Jamestown—Celebration, Aug. 6-7.
Joplin—Jr. Beef Show, Sept. 27. Chas. Joffill, 112 W. Fourth St.
Kansas City—American Royal Stock Show, Oct. 15-24. C. M. Woodard.
King City—Tri-Co. Livestock & Horse Show, Aug. 12-13. Bud Procter, Box 154.
Kirksville—Celebration, Sept. 23-25.
Laredo—Celebration, Sept. 1-4.
Maryville—Baby Beef & Pig Show, Sept. 20. K. Walkup.
Milan—Jr. Livestock Show, Sept. 17. Mrs. P. M. Marr.
Monett—Lawrence-Barry Co. Dairy Show, Sept. 3-4. Helen Sager.
Paris—Celebration, Aug. 10-14.
Parnell—Celebration, Aug. 2-4.

Nebraska

Omaha—Centennial, May 31-Sept. 6.
Shelton—Celebration, Aug. 2-4.
Trenton—Pow Wow, Aug. 5-8.

Nevada

Carson City—Admission Day Celebration, Oct. 31.
Ely—Nevada Fair of Industry, Aug. 24-26. P. P. Hoover.

New Jersey

Atlantic City—Miss America Pageant, Sept. 7-11.
Hammonton—Our Lady of Assumption Celebration, Aug. 9-14. Ralph Santelli, 211 French St.

New York

Deposit—Delaware Co. Firemen's Convention, Sept. 2-6.
Mechanicville—Italian Feast of Assumption, Aug. 9-15.
Monticello—Sesquicentennial, Sept. 8-11. New York—International Gift Show, Astor Hotel, Aug. 22-27.
Niagara Falls—Home Show, Sept. 11-19. Anthony P. Soluri.
Tioughnoga—Tioughnoga Carnival & Fair, Aug. 19-22. Ray Wells.

North Carolina

Asheville—Buncombe Co. Festival, Aug. 30-Sept. 4.

Ohio

Cincinnati—Do It Yourself Expo., Oct. 9-13. Jaycees.
Columbus—Businessmen's Celebration, Aug. 9-14.
Cincinnati—Food and Home Show, Aug. 16-20. G. J. Fredriks.
Cleveland—Lions Club Festival, Sept. 2-6. M. M. Romick, 31 Public Square.
Dunkirk—Community Park Festival, Aug. 19-20. Roy Wilson.
Forest—Centennial, Aug. 2-7.
Magnolia—Homecoming, Aug. 11-14.
Troy—Miami Valley Food & Appliance Show, Sept. 17-19.
Uhrichsville—National Clay Week, Aug. 2-7.
Wauseon—Centennial, Aug. 16-21.

Oklahoma

Anadarko—Indian Exposition, Aug. 16-21.
Enid—Quarter Horse Show & Race Meet, Aug. 4-7.
Enid—Sooner State Dairy Show, Aug. 30-Sept. 3.
Henryetta—Labor Day Celebration, Sept. 3-6.
Rush Springs—Watermelon Festival, Aug. 9-14.

Oregon

Portland—Pacific International Livestock Expo., Oct. 19-23. Walter A. Holt.

Pennsylvania

Altoona—Road Celebration, Aug. 16-21.
Latrobe—Western Pa. Firemen's Convention, Aug. 8-14. M. E. Saxman.
New Castle—St. Vitus Church Celebration, Aug. 16-18.
New Eagle—Firemen's Convention, Aug. 16-21.
Norvelt—Firemen's Fair, Aug. 2-7.
Pittsburgh (Herrs Island)—W. Pa. Pig Roundup, Aug. 17-18. Chas. L. McAdams.
Pittsburgh (Herrs Island)—Jr. Beef & Lamb Show, Oct. 19-21. Chas. L. McAdams.
Shade Gap—Soldiers-Sailors Fair & Picnic, Aug. 2-7.

South Carolina

Gaffney—Sesquicentennial, Sept. 12-18.

South Dakota

Burke—Homecoming Days, Aug. 20-21.
Groton—Harvest Festival, Aug. 20-21.
Kennebec—Lymman Co. Fall Festival, Sept. 17-18.
Lake Preston—Diamond Jubilee & Watermelon Festival, Sept. 5-6.
Mitchell—Corn Palace Festival, Sept. 19-26.
Leon—Harmon.
Parkston—Community Days, Aug. 30-31.
Salem—Harvest Festival, Aug. 23-24.
Sioux Falls—Tepee Days, Oct. 1-3.
Sioux Falls—Viking Days, Oct. 15-17.
Timber Lake—Days of '90, Aug. 28-29.
Vermillion—Days of '59, Aug. 26-27.
Wagner—Celebration, Sept. 5-8.
Yankton—Free Pancake Days, Sept. 30-Oct. 2.

Tennessee

Jackson—Masonic Picnic, Aug. 18.
Tullahoma—Celebration, Aug. 23-28.

Texas

Dalhart—KIT Reunion and Rodeo, Aug. 9-10. Nick P. Craig.
Dallas—Allied Gift & Jewelry Show, Hotel Adolphus, Sept. 5-9. Allied Exhibitors, 3832 Wilshire Blvd., Los Angeles.
Flores—Peanut Festival, Sept. 24-25. Robert P. Spence.
Fort Worth—Home Show, Oct. 16-23. Dudley Poster.
Fredericksburg—Angora Goat Show & Sale, Aug. 5-7. Pete Guley, Uvalde.
Hico—Reunion, Aug. 23-28.
Junction—Hill Country Race Meet & Goat Sale, Aug. 12-14. Fordtran Johnson.
Kerrville—Southwest Sheep Dog Trials, Sept. 24. Jim Thacker.
San Antonio—Expo. of the Americas, Oct. 29-Nov. 7. Ralph W. Stevens, White Plaza Hotel.

Utah

Brigham City—Peach Days, Sept. 10-11. Chamber of Commerce.

Virginia

Haymarket—St. Paul's Parish Horse Show, Aug. 28.

Wyoming

Evans—Cowboy Days, Sept. 5-8.
Laramie—Western Square Dance Festival, Oct. 29-30.
Shoshoni—Water Carnival, Aug. 7-8.
Thermopolis—All American Indian Days, Aug. 7-8.

CANADA

Alberta
Calgary—Home Show, Sept. 10-18. George Colours, 1103 1/2 Division St.
Edmonton—Home Show, Sept. 24-Oct. 3. Johnny Scallan, 11311 110th Avenue.

Quebec

Sherbrooke—Winter Fair, Fat Stock Show & Sale, Oct. 11-14.

Saskatchewan

Regina—Home Show, Oct. 11-16. Max C. McARA.
Saskatoon—Dairy Cattle Show & Sale, Oct. 14.
Saskatoon—A. R. Swine Show & Sale Oct. 15.

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Two 60-kw. GMC Diesel Light Plants. Mounted in 24 ft. aluminum van, bought from Louis Diesel Co. Priced to sell or trade on any late model Ride. Guarantee these plants to be in perfect shape. If sold now I will hook them up to my Show and demonstrate same. All replies as per route.

W. R. GEREN
Mighty Hoosier State Shows

FOR SALE

Elk #5 Ferris Wheel, tip-top condition, complete steel mud seal with A-frame and props, break and clutch in one, new spring cushion seats, operated by LeROI motor; Smith & Smith Chairplane, in first-class shape with all new chains on every seat, motor in good condition. Total price for above rides, \$4500.00 cash. Also have 8 Kiddie Rides for sale, make offer. Ph. 8877 or wire JIM HOLLINGSHEAD, P. O. Box 212, Pensacola, Fla.

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PLEASE CONTACT
K. R. BUMGARDNER
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Allan Herschell 3-Abreast Merry-Go-Round, Nat'l Amusement Devices Train with 800 feet track, Kiddie Boat, Planes, Ferris Wheel, Fire Engines, Cars and Planes. All in top condition. Will accept best cash offer. Now in operation at HARVEY KIDDY AMUSEMENT PARK 157th & Park Ave. Harvey, Illinois

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FOR SALE

Five Rides—2-Abreast Merry-Go-Round, No. 5 Elk Wheel, Electric Train, Baby Ferris Wheel, Baby Chairplane, with or without transportation. All rides and transportation first class and no junk. Can be seen up and in operation in Willacochee, Ga., week August 1. Come see them or phone
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c/o Firemen's Celebration

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Underwriters' Approved Flame Resistant Materials Available.
FIVE DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

CARAVELLA AMUSEMENTS

WESTERN PENNSYLVANIA FIREMEN'S CONVENTION, LATROBE, PA., AUG. 9-14
COME ON, GET YOUR WINTER DOUGH HERE—A-CAN'T-MISS-DATE
4 HOUR PARADE THURSDAY, AUG. 12th, ATTRACTING 100,000 PEOPLE
YOU CAN'T MISS

All Legitimate Concessions open: Cook House, French Fries, Ball Games, Fish Pond, Dart, Glass Pitch, Rat, Pan Game, Six Cats, Hi Striker, African Dip, Jewelry, all Hanky Panks.

RIDES: Can place Tilt, Roll-o-Plane, Octopus, Rocket. Few Kiddie Rides not conflicting.

SHOWS: Best spot for real money for Circus Side Show. Mechanical City, Snake, Monkey, Wild Life. Good proposition for Motor Drome. Can use attractive Girl Shows with own equipment.

RIDE HELP: Can use First and Second Man on brand new Eli Wheel and Roller Coaster. Any other useful Show Help, come on.

THIS IS A "NO MISS SPOT"—COME ON.
NOW BOOKING ALSO FOR THE GREATER HAGERSTOWN FAIR,
WEEK SEPT. 19th-25th
Write or wire
F. H. CARAVELLA
GREENSBURG, PA.

Blue Ribbon SHOWS

Want for KENOSHA COUNTY FAIR, Wilmet, Wis., August 12-15

CAN USE several Rides, especially Merry-Go-Round, Shows and Concessions.

Show is splitting for above mentioned week.

CAN USE Acts for Side Show. Salaries through the office.

CAN USE Caterpillar Foreman.

FOR SALE—Allan Herschell Little Dipper, complete with transportation, all ready to go—\$4,500.00.

All replies to Monroe, Wisconsin.

TROY FAIR

Now booking for another Juley Reithoffer Fair,
August 9-14

Wants Shows and Concessions. Have all the Rides we need. Parades, Thrill Shows and Free Acts and terrific Hanky Pank spot in the center of Black Gold (oil) Country. Wire or phone Hughesville, Pa., immediately for space, no fairground booking.

Despite all rumors, we have Pennsylvania's biggest Labor Day spot, McKean County Fair, Smithport, Pa., Sept. 6-10; McClure Bean Soup, Sept. 15-18, McClure, Pa.

J. REITHOFFER, Owner
95 NORTH BROAD ST., HUGHESVILLE, PA.
TED WILSON, Business Manager
PHONE: HUGHESVILLE, PA., 101-B

TENNESSEE VALLEY AMUSEMENTS

12 Annual County Fairs, starting Lebanon, Tenn., week of Aug. 9; then the following: Clarksville, Gallatin, "America's Oldest Negro Fair," Spencer, Livingston, Woodbury, Tenn., etc.
Booking Hanky Panks of all kinds, Long or Short Range, Guess Your Age, Mitt Camps, Duck or Fish Pond, Balloon Darts, Hoop-La, Cork Gallery, Buckets, Jewelry, Slum Spindles. Excellent route for flashy Custard. Shows—Girl Show, Big Snake, girl with own equipment. Agents for flashy Photo Studio, Ball Game, Pan Game. Bob Coleman wants Glass Pitch Agent who can drive semi, also P.C. Dealers. Wire, phone or come on. Dickson, Tenn., now; Lebanon next.
THEODORE MEADOWS, Owner-Manager

DRAGO AMUSEMENTS

Want for PULASKI COUNTY FAIR, Winamac, Ind., August 9-14, and Fairs to follow up to October 2.

All kinds of Concessions working for stock—Long and Short Range, Ball Games, Pitch-Till-You-Win, Hoop-La, Derby, or what have you? Will book any Show on small percentage. (Absolutely no gypsies.) Wire or call Rockport, Ind., Fairgrounds, this week, and Winamac Fairgrounds, next week. P.S.: Want all kinds of Hanky Panks for No. 2 Show. Call Chet Pierce, Hamlet, Ind., this week; Cicero, next week.

ALL TYPES OF WHEELS

Mds. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue

Operated by Joseph Mandel

CARDINAL MFG. CO.
2944 West 28 St., Brooklyn 24, N. Y.
Esplanade 2-7510

T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL

AMERICAN TENT & AWNING CORPORATION

One of America's Largest Builders of Fine Show Tents.
201 E. Water St. Norfolk 10, Va.

BILL SANDERS

BAKER AMUSEMENT ENTERPRISES

Want Concessions for Delphi, Ind., Annual Street Celebration, August 11-14. All open except Food and Bingo. Need Popcorn, Glass Pitch, Short Range or any Games.

TOM L. BAKER
2257 Madison Ave. Indianapolis, Ind.
Phone: Garfield 4584

Can also place Concessions for Hartford City, Ind., Fair, August 9-14 and Wabash, Ind., Fair, August 16-21.

GMC TRACTOR TAKEN OFF FAIRGROUNDS, MUNCIE, IND.

1950 model, light red with aluminum painted saddle tanks. Has license tag S C 17422. Anyone knowing whereabouts of truck, contact

J. SCIORTINO
Care W. G. Wade Shows
Muncie, Ind., then Warsaw, Ind.

WANTED CARNIVAL FOR LABOR DAY CELEBRATION

PITTSBURG, KANSAS, Sept. 6, 1954

3 Day Celebration—4th, 5th and 6th if possible.

M. GENTRY
United Trades & Labor Council
115 1/2 West 5th Street, Pittsburg, Kansas
Phone 139

HIAWATHA SHOWS

Can use a few more Legitimate Concessions, such as Ball Game, Cat Rack, Balloon Dart, Under & Over, etc., for this week and balance of season, including Wauseon, Ohio, Centennial, week August 16.

GLEN D. WYBLE
GENOA, OHIO

AGENTS

Hanky Pank Agents, all type. Agents who contacted me before, wire again. B. Fox, waiting; come on in.

CHAS. KREKELER
Maumee, Ohio, this week; Wilmington next.

RIDE HELP WANTED

Second Men on all Rides, must be sober and reliable; semi truck drivers given preference. Also any useful Help. Top salary, good treatment. Concession Agents wanted for office-owned Hanky Panks. See Tim Ayliffe or Carl Becht.

LEE BECHT AMUSEMENTS
Bank & Baymiller, Cincinnati, O., this week; Liberty & John, Cincinnati, O., next week; then Clermont Co. Fair, Owensville, O.

BLUE GRASS SHOWS

Wanted for the Greater Princeton, Ind., Fair, week Aug. 8, followed by Carmi, Ill., Fair, week Aug. 15 and a continuous route of Fairs including Du Quoin, Ill., State Fair, Aug. 29 through Labor Day.

CONCESSIONS Merchandise Concessions, Direct Sales of all kinds. Open midway for legitimate operators. Can place American Palmistry and Glass Pitches.

SHOWS Can place Grind Shows with own transportation.

RIDES Live Ponies, non-conflicting Kiddie Rides and one Major Ride. Can place Ride Help on all Rides. Must be licensed semi drivers.

All wires to **C. C. GROSCURTH**
Charleston, Ill. No phone calls, please.

SIGHT-SEERS

Haverstraw Disappoints I. T. Combine

HAVERSTRAW, N. Y., July 31.—Combining its two units for the first time this season, I. T. Shows brought Haverstraw its largest midway in a long time this week for the Centennial Celebration. However, thru last night the show wasn't doing so hot.

The weather was warm, but not too warm, and except for rain which fell off and on to spoil the Thursday (29) business, the show should have been earning well, but it wasn't.

Trouble was the sp nding. Altho the celebration in this resort belt pulled tremendous crowds, they proved to be mainly sight-seers. Top money was being taken by pizzas, snack bar and other eating joints, and by the Bennie Weiss bingo unit. The front end, in general, got the worst of it.

Office fielded 12 adult rides and four kiddie units, and the lot also held about 40 concessions and five shows. It was the first time a battery of three Ferris Wheels had been seen by most of the natives, and the sight drew plenty of riders. Ride prices are 20 cents for adult units; 15 for kid rides.

The Weiss layout will stay with the show thru its fair season, Manager Phil Isser said, with the exception of Morristown and Bridgeton, N. J., which didn't go along with most communities in legalizing the game in April.

Show staff will include the old stand-bys, Isser; his partner, Is Trebish; Morris Brown, Al Howard and A! Crane.

3 Show Units Join C&W for Fair Schedule

NORTH TONAWANDA, N. Y., July 31.—Three more shows have joined Cetlin & Wilson Shows to play thru its fair opener in Ionia, Mich. They include Charley Taylor's "Harlem on Revue," Milo Anthony's Side Show and Peter Sevich's "Eternal Miracle" and "Mechanical Marvel" shows. Show will play Niagara Falls next week before heading west.

Cal Lipes, Snake Show and pygmy horses, is trading several buffalos and a pair of ostriches with a children's zoo in Bangkok, Thailand, for a 28-foot python, he says. Shipment is to be via plane to San Francisco and then on to Ionia.

Hold Final Rites For Wilbur Merriam

OGDEN, Ia., July 31.—Funeral services were held here Monday (26) for Wilbur A. Merriam, 67, father of Alva Merriam, owner of the show bearing his name, who died Saturday (24). The elder Merriam operated kid rides on his son's show for years and made and painted Merry-Go-Round horses as a hobby.

In addition to his son, he is survived by five brothers and five sisters. Interment was in Ogden.

Can Place Immediately

Operator for Sideshow. We have complete outfit.

Vivona Bros.' Shows
Cortland, N. Y., this week.

Morris Hannum Shows
One of the Great Eastern Shows

HARRISBURG, PA., AUG. 9-14—BEST LOT IN DOWNTOWN HARRISBURG. NO DEPRESSION IN THIS CAPITAL CITY. ONLY SHOW IN THIS YEAR. GREATER KUTZTOWN FAIR AND ALL FAIRS TO FOLLOW, INCLUDING EBENSBURG.

- RIDES** Comet, Caterpillar, Whip, Rockoplane, Scooter. Will book one more Wheel and some Kid Rides.
- SHOWS** One more Girl Show with first-class front. Anyone with me before, telephone me at the Colonial Hotel, York, Pa. Want Motordrome, Arcade, Mechanical, Animal Shows. Any capable Grind Show with own equipment. Want Acts and capable Side Show Talker who can handle front.
- CONCESSIONS** One Wheel and one Grind Store. All other legitimate Concessions. Positively no exclusives.
- HELP** Capable Ride Men who drive. Long season, best treatment.

All replies to MORRIS HANNUM

Colonial Hotel, York, Pa., this week, then the Penn Harris Hotel, Harrisburg, Pa., August 9-14.

THE MIGHTY GEM CITY SHOWS

WANT FOR TWO OUTSTANDING IOWA FAIRS

BURLINGTON, IOWA AND **DAVENPORT, IOWA**

AUGUST 9-14 6 BIG DAYS AND NIGHTS

- CONCESSIONS** Hanky Panks and Prize Everytime Games of all types such as Basketball, Water Games, Cork Gallery, Coke Bottles, Milk Bottles, etc. Also Eating Stands and Juice Stands, Cookhouses, Grab, Dog-on-a-Stick, Snow, Floss, Candy Apples, etc. No gypsies or racket, please.
- SIDE SHOW** Will book well-framed Side Show worthy of our Fair route for balance of season for committee money only, will show operator our contract every week. Will hold space until Monday, Aug. 2, in Belleville, Ill., with adequate deposit. R. C. McCarter will be on lot in Belleville starting Wednesday, July 28.
- GIRLS** Dancing Girls with or without carnival experience, Night Club Dancers, Chorus Line and other good Dancers for two large office-owned Girl Shows. Salary every week out of office. Positively top pay for right girls.
- SHOWS** Grind Shows, Little Dog, Big Dog and Little Horse, Monkey Motordrome and Grind Shows of all types with merit including Ding Shows.
- FERRIS WHEEL** Will buy or book #5 Ferris Wheel for balance of season. Must be in good shape. Get in touch immediately.

WIRE OR PHONE

THOMAS D. HICKEY, Mgr.
Belle-Claire Fairgrounds
(Phone: Adams 3-0052)
BELLEVILLE, ILLINOIS

DON GRECO, Con. Mgr.
Room 618, Belleville Hotel (Phone: Adams 3-3500)
or Fairgrounds (Phone: Adams 3-0052)
BELLEVILLE, ILLINOIS

Royal Exposition SHOWS

- GLASCOCK CO. FAIR, Gibson, Ga., Aug. 30-Sept. 4
- LINCOLN CO. FAIR, Lincolnton, Ga., Sept. 13-18
- MIDDLE GEORGIA FAIR, Milledgeville, Ga., Sept. 20-25
- BURKE COUNTY FAIR, Waynesboro, Ga., Sept. 27-Oct. 2
- and others pending. Choice Tobacco Towns until Fairs begin.
- TOOMBS CO. FAIR, Vidalia, Ga., Oct. 4-9
- JEFFERSON CO. FAIR, Louisville, Ga., Oct. 11-16
- WARREN CO. FAIR, Warrenton, Ga., Oct. 18-23
- TWO STATE COLORED FAIR, Augusta, Ga., Oct. 25-30

Want legitimate Concessions such as Fish Pond, Ball Games, Pitch Till You Win, Balloon Darts, Long and Short Range Galleries, Photos, Floss, Custard, Hats, Jewelry. Good opening for well-framed Bingo. Reasonable privilege. Want Agents for Count Store, Peek Store, Buckets and P. C. Dealers. Want Diner Help. Gus and Marlene, get in touch quickly. "Humpty E." contact or come in. SHOWS: Grind Shows, Snake Show, small Animal, Fun House, Side Show and any other Shows of merit with own outfit and transportation. Good opportunity for organized Jig Show with own outfit. RIDE HELP: Merry-Go-Round Foreman who drives for 3-abreast Allan Herschell, also Foreman for Schiff Roller Coaster, must drive. Geo. Foster, circus banner man, contact immediately. All answers to Fitzgerald, Ga., this week; then as per route.

W. H. (SPLINTER) ROYAL—ROYAL EXPOSITION SHOWS

DON FRANKLIN SHOWS

UNIT #1 WANTS FOR THE FOLLOWING FAIRS:

- FARIBAUT, MINN., THIS WEEK, OPENING THURSDAY
- AUSTIN, MINN., Aug. 10-15
- NORTHWOOD, IA., Aug. 16-18
- NEW ULM, MINN., Aug. 19-22
- WEST UNION, IA., Aug. 24-27
- BELLEVILLE, KAN., Aug. 29-Sept. 3
- TEXARKANA (FOUR STATE FAIR), Sept. 10-18
- WHARTON, TEX., Sept. 21-26
- ROSENBERG, TEX., Sept. 29-Oct. 2
- ANGLETON, TEX., Oct. 5-9
- REFUGIO, TEX., Oct. 12-14

Show: Want non-conflicting Shows of all kinds, especially want Motordrome, Mickey Mouse, Freak Animals, Wax, Torture, Grind Shows. Concessions: Can place Hanky Panks, Snow and Floss, Apples, Ice Cream, Custard and Hats. Can place another set of Diggers for Faribault, Austin and New Ulm. Will have opening for Six Cats and Buckets starting at Belleville, Kans., Fair.

Contact **DON FRANKLIN, Mgr., Fairgrounds, Faribault, Minn., all this week**

- BILLPOSTER WANTED**
to start August 23. Must have car.
Sunset Amusement Co.
Webster City, Iowa, Fair, this week;
Rochester, Minn., Free Fair, next week.
- WANT**
Girl Show Worker and Talker, or couple for Single-O; salary or percentage. Also Boxers and Wrestlers. Contact
JACK BERNARD
STARLITE SHOWS
Minden, Neb., August 5-7; Holdrege, 9-12
- PARADA SHOWS**
Want Concessions: Buckets, Six Cats, Swinger; all work for stock. Shows with own equipment. Ride Help. 10 Fairs, 2-day Labor Day. We play 2 fairs a week. Archie, Mo., Street Fair, Aug. 5-6; Erie, Kans. Reunion. Call or wire
H. C. SWISHER
Archie, Mo., Aug. 2 to 7.

WANT WANT WANT

FOR ONE OF THE BIGGEST CELEBRATIONS IN THE ENTIRE EAST
GOLDEN JUBILEE ITALIAN FEAST OF ASSUMPTION
MECHANICVILLE, NEW YORK
AUGUST 9-15

THREE NIGHTS SPECTACULAR, COMPETITION FIREWORK DISPLAYS.
DRAWS FROM ENTIRE CAPITOL DISTRICT—EXPECTED CROWD 25,000.
ASK ANYONE WHO EVER MADE THIS SPOT.

HANKY PANKS OF ALL KINDS—AGE & SCALE—LONG & SHORT RANGE—GLASS
PITCH—DIRECT SALES. CONTACT AT ONCE—MIDWAY SELLING FAST!

ROBERT D. KELLOGG SHOWS

STILLWATER, N. Y.—MECHANICVILLE 1106

ALAMO EXPOSITION SHOWS

WANT—FOR 12 FAIRS—WANT

COMMENCING WITH NORTON, KAN., FREE FAIR, AUG. 9-14; THEN
SIDNEY, IOWA, RODEO AND FAIRS UNTIL WE CLOSE THE SEASON

SHOWS: Want Side Show with own equipment, Motordrome, Snake Show or any Shows of merit. Can use Man to handle nicely flashed Fun House, now in operation. Swede Hansen wants Boxers and Wrestlers for Athletic Show (Curley, come on). CONCESSIONS: Can place Custard, Ice Cream, Novelties, Penny Arcade, Photos, Long and Short Range Galleries, Glass Pitch, Diggers and all Hanky Panks. RIDE HELP: Can use good, reliable Ride Help who can drive semi-trucks. Can also use good, reliable Assistant Truck Mechanic.

All contact JACK RUBACK, Mgr.

c/o MARY ETNA HOTEL, FAIRBURY, NEBR. (FAIR), AUG. 3-6.

CONTINENTAL SHOWS

Westport, N. Y., Fair, Aug. 17 to 21 | Chatham, N. Y., Sept. 3 to 6, Labor Day
Lyndonville, Vt., Aug. 25 to 28 | Trumansburg, N. Y., Sept. 15 to 18

At Lyndonville, Vt. We can use P.C. Tables of all kinds. What have you? Can use Hanky Panks, Eating Stands, Girl Shows, Grind Shows. Whitey Brown wants Swinger Agent and other Agents.

Contact ROLAND CHAMPAGNE

Newport House, Newport, Vt., Aug. 2 to 7.

WANTED

FOR TWO OF THE BIGGEST CENTENNIALS IN ILLINOIS

DWIGHT, Aug. 15-22, and the EL PASO CORN FESTIVAL AND CENTENNIAL, Aug. 23-28

Concessions such as Short Range, Long Range, Photos, Scales, Novelties, Ball Games, High Striker, etc. Only those that work for stock—no flats, gypsies or P.C. Privilege \$37.50. Only two of each kind will be booked. Will book Mechanical Show, Funhouse, or what have you?

D. H. ROHR, ROHR'S MODERN MIDWAY

Chebanse, Ill., or phone Chebanse 11; Clifton, Ill., Aug. 6-8; Cullom, Ill., Aug. 11-14.

GRAND AMERICAN SHOWS

WANT FOR IOWA FAIRS THRU AUGUST AND SEPTEMBER

Want Concessions that work for Stock, no grift. Hanky Panks that put out Stock, come on. Chas. Larson, bring your Glass Pitch, Ball Games, Basketball, Scale, Novelties, Hats, Balloon Dart, Coke Bottle, Fish Pond, String Game, Fish Bowl, Hoop-La. Want Grind Shows, Motordrome, Fun House, Wildlife, any Grind Show with own equipment. Want People for Side Show. Want Ride Help who drive semi trucks. Maquoketa, Iowa, Aug. 4-8; Ackley, 9-10; Waukon, 12-15; Waverly, 17-19; Nashua, 20-22; Harlan, 24-27; Muscatine, Sept. 3-6; Marshalltown, 8-12; Audubon, 14-18.

L. O. WEAVER, Mgr.

★ NOW BOOKING FOR CLARK COUNTY FAIR, MARSHALL, ILLINOIS ★
★ STARTING SUNDAY, AUGUST 8-13, DAY AND NIGHT ★

NOW BOOKING CONCESSIONS FOR HENRY CO. FAIR, NEW CASTLE, KY., AUG. 17-21
Eats, Drinks, Caramel Corn, Candy Apples, Photo, Diggers, Ice Cream, Stock Concessions of all kinds, Long and Short Range, Direct Sales, Hats, Dip, Fish Pond, Pitch-U-Win, Ball Games, French Fries, Novelties, Gadgets, Age & Scales, Buckets, Wildlife, Mechanical, Girl Show, Motordrome, Arcade, Monkey Show, Live Ponies. Manager for Athletic Show, Agents for Count Store and Six Cats, contact Bill Harris. ROYAL MIDWEST SHOWS—ROXIE HARRIS—MARSHALL, ILLINOIS

ANNUAL REUNION

HUMANSVILLE, MO., AUGUST 4-5-6—FUNLAND SHOWS

Can use Six Cat, Glass Pitch, Jewelry, Hi-Striker, Fish Pond, String Game, Hanky Panks of all kinds, Novelties, Age & Weight, etc. Side Shows, Side Show People, Agents for office Concessions. Can use good clean Mitt Camp. Will book or buy Tilt. Have good Spitfire for trade; reason, have two. Have Fair at Rollo, Mo., Aug. 11-14; Nevada, Mo., Aug. 18-21.

Contact R. E. THOMAS at

Humansville, Mo., or home office 4-7720, Springfield, Mo.

CLUB ACTIVITIES

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, July 31.—Membership cards for 1955 are ready and some members have already requested theirs.

Sick list includes Lou Keller, Vince McCabe and Harry Mamsch. Mel Harris is up and around but still convalescing. Joe Murphy is waiting for entrance to the Municipal Tuberculosis Sanitarium here. Frank Knight recuperating from a heart attack.

Harry Spitzer and W. A. Schafer are new members. Secretary Joe Streibich visited ACA and Schaffer's Just for Fun Shows. Bennie Hazen of World of Today Show asked and received membership applications. John Courtney is still in town. Bennie Mallwin back from Canada.

Clubroom callers included Joe Sciortino, Jack Kaplan, Mike Taffan, Charles Zemater Sr., Chick Schloss, William Meyers, Tom Sharkey, Chick Bohdan, Andre Dumont, Isaac Chapple, Walter F. Driver, Harry Duncan, Bob Parker, Chester Taylor and Mel Harris.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, July 31.—The regular meeting was called to order Monday (26) by President Charlotte Porter. Officers present were Treasurer Oscar Mattley, Corresponding Secretary Albert Roche, and Recording Secretary Bonnie Townsend.

In attendance was Mr. and Mrs. Edw. J. Kennedy, residents of the southland who are not able to attend meetings often. Fred Ramsey will be unable to attend meetings for a while due to illness. Sam Adams was reported returned to the Mercy Hospital in Sacramento as a result of an accident several months ago. Frances Weidmann suffered a broken wrist and will be wearing a cast for several weeks.

Reports on returns from the bazaar are coming in and several aprons have been donated for the apron booth. Nellie Baker Ramsey has offered a prize of \$5 for the prettiest apron.

One new applicant was accepted for membership, Robert H. Florence.

WANTED

Hanky Panks for Bassett, Neb., Fair, August 6-7-8 and Balance of Season of Fairs

Also Ride Help on all Rides who drive. Walker Osbourn wants Agents for Ball Game, Cigarette Gallery, Balloon Darts and Hanky Panks.

TRI-STATE SHOWS

WANTED

For Annual Old Settlers' Reunion, Cissna Park, Ill., August 19-21. Concessions that work for stock only. No flats, gypsies or P.C. Rides and Popcorn already booked. Contact

Dr. C. W. Osborn
Cissna Park, Illinois

WANT HANKY PANKS

Balloon Dart, Photos, Pitch-Tilt-You-Win, Bumper, String, High Striker for the Best County Fairs in Illinois.

BURKHART SHOWS

Blainville, Ill., this week; Mendon starting August 7 to 11.

WANT

Ride Help on all Rides. Want Electrician. Want Concession Operators. Want to hear from Ronnie Cline, Red Earwood, Custard Bradley and people who worked for me before. All contact

SHERMAN HUSTED
Morehead City, N. C.

INTERSTATE SHOWS

WANT FOR CLARKSVILLE, TENNESSEE, AUGUST 9-14—SOLDIERS' PAY DAY

SHOWS: Will book two Girl Shows with or without own equipment; must have P.A. set and wardrobe. Will give good proposition to SIDE SHOW with own equipment or will furnish top, front and banners for same. Will book any non-conflicting Grind Shows. Have excellent proposition for Motordrome, Fun House, Glass House, Penny Arcade. Want organized Minstrel Show with not less than 12 people, including band. RIDES: Will book set of Kiddie Rides, any Flat Ride not conflicting with what we have. RIDE HELP: Want Foremen for Twin Wheels, Merry-Go-Round; Second Men on all Rides. CONCESSIONS: All Hanky Panks open. Good opening for Novelties, Hats, Gadgets, Hi-Striker, Sno-Cones, Floss, Ice Cream, Custard, Pop Corn, Candy Apples. Roy Allen wants Agents for Skillo, Count Store, Peek Store. Want A-1 Cook and a Griddle Man for Cook House to join on wire.

Replies to H. B. ROSEN
PARIS, TENN.

BILL HAMES SHOWS

WANT FOR LONG SEASON—ENDING IN NOVEMBER
CAN PLACE SIDE SHOW, FUN HOUSE AND OTHER SHOWS NOT CONFLICTING.
WITH WHAT WE HAVE. WANT PERFORMERS FOR MINSTREL SHOW.
CAN PLACE RIDE HELP ON ALL RIDES.
WANT FREE ACT STARTING IN SEPTEMBER FOR 8 OR 10 WEEKS.
ADDRESS: Box 1377, Fort Worth, Texas
Phone: Valley 6649 or Northcliff 5512

WILLIAM T. COLLINS SHOWS

WANT
MAN TO HANDLE TWIN FERRIS WHEELS. TOP PAY.
Contact WILLIAM T. COLLINS, Mgr.
FAIRMONT, MINN., THIS WEEK

Rochester, Minn., Free Fair and Decorah, Ia., Fair

Can place Motordrome, Sideshow and Mechanical Show. Opening for Age and Weight, Hats, Custard, Jewelry, Foot-Long, Ice Cream, Grab, Ball Games and Hanky Panks. Opening for Six-Cats or Buckets with Hanky Panks. Want Second Men on Merry-Go-Round, Ferris and Tilt who stay sober and drive semis. No automobiles or hotels.

SUNSET AMUSEMENT CO.

Webster City, Iowa, Fair, this week; Rochester, Minn., Free Fair next.

SPARTAN GREATER SHOWS

WANT FOR THE FOLLOWING FAIRS: JEFFERSON, WIS.; VERSAILLES, MO.; CAMDEN, ARK.; FAIR; HOT SPRINGS, ARK.; FORREST CITY, ARK.; BATESVILLE, MISS.; YAZOO CITY, MISS.; GREENVILLE, MISS.; JACKSON, MISS., COLORED FAIR.

Hanky Panks of all kinds. Want Popcorn and Cookhouse. Bucket Agents. Want Rides that don't conflict for Southern Fairs. All replies to

E. M. HIGGS

Chatfield, Minn., this week; Jefferson, Wis., Aug. 12-15.

C. A. STEPHENS SHOWS

WANTED

For Morristown, Tenn., first in downtown; then Buchanan County Fair, Grundy, Va. Mountain City, Tenn., Bean Festival follows. Fairs until Dec. 5.

Want Concessions working for stock. Photos, Six-Cats, Pitch-Tilt-You-Win. All Sides Stores open. Slim Miller and Bob, contact Ray and Bernice, cookhouse. SHOWS—We have 100 ft. top and banner line. What have you to put inside? Want Unborn, Monkey Show, Motordrome. RIDES—Place Spitfire, Rolloplane or Octopus.
Knoxville, Tenn., Colored Fair, this week.

THE GREAT GRANGERS PICNIC

FREE FAIR

WILLIAMS GROVE PARK & SPEEDWAY
MECHANICSBURG, PENNA.

AUGUST 29 TO SEPTEMBER 6 INCLUSIVE

WANT—Independent shows and concessions—nothing strong.

Write—Wire—Phone—

BOB RICHWINE

WANT—AGENTS—WANT

Can place Count and Peek Store Agents for route of Utah Fairs, followed with State Fair at Salt Lake. (Harry Klebau, Hotsy Patsy, Deboe, Leon McLuidon and any boys who have worked for me before.) Must be capable and sober. RIDE HELP—Can always place good, capable, sober Ride Boys who drive.

Contact F. M. (Pete) SUTTON JR.

c/o Crafts 20-Big Shows, Springville, Utah, Aug. 2-7; then per route.

AT LIBERTY

LEGAL ADJUSTER and CONCESSION MANAGER

With Six Beautifully Framed Concessions. Contact

MAX SHARP

STATLER HOTEL

WASHINGTON, D. C.

WANT HANKY PANKS

and P.C. Joins. Pan Game, Mouse Game, Pea Pool. No flats. The above must have one or two Hankys with same. Open: Glass Pitch or China, Live Duck, Derby. Indiana's finest Fairs: Knox County Fair, Bicknell, Aug. 9-14; Morgan County Fair, Martinsville, Aug. 16-20; Clinton County Fair, Frankfort, Aug. 22-28. Contact now for space. All replies:

W. R. GEREN

THIS WEEK, PERU, INDIANA, FAIR.

YOUR AMERICAN RED CROSS IS ALWAYS THERE
AFTER TRAGEDY STRIKES

STOCK TICKETS	
1 Roll\$ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 18.75
50 Rolls 34.00
100 Rolls 64.00
ROLLS 2,000 EACH	
Double Coupons	
Double Prices	
No C.O.D. Orders	
Size: Single Tkt., 1x3	

We Manufacture
TICKETS
of every description
Wheel tickets carried in
stock for immediate ship-
ment.
THE TOLEDO TICKET CO.
Toledo 12, Ohio

SPECIAL PRINTED Cash With Order. Prices		
Roll or Machine	2,000\$ 4.90
	4,000 7.80
	6,000 8.70
	8,000 9.60
	10,000 10.50
	30,000 15.50
	100,000 32.00
	500,000 132.00
	1,000,000 250.00

SCHAFFER'S JUST FOR FUN SHOWS
 WANT for BUFFALO COUNTY FAIR, Mondovi, Wis., and 15 Fairs to follow
 Will book all Concessions that operate in Wisconsin. Need Ride Men for all Rides, top salary. Will book Midget, Animal, Mechanical or any Grind Shows that do not conflict. Need Tattooer and one outstanding Act to feature in Side Show. All contacts:
W. A. SCHAFFER
 Mondovi, Wis.

JIMMIE CHANOS SHOWS
 WANT FOR PORTLAND, IND., AND KENDALLVILLE, IND., FAIRS
 Girl Show, Monkey Show or any Show with own outfit; committee money only. Want Ride Help—Foremen for Ferris Wheel, Flying Scooter; Second Men on all Rides; prefer those who can drive semi. All replies to
JIMMIE CHANOS
 Germantown, Ohio

DARK RIDE FOR SALE
 One of the nicest on the road, eight cars, new top, new all fluorescent lighted front, latest stunts, complete in every detail. One of the top money gross rides and commands respect on any size midway. Other business only reason for pricing this ride to sell at the start of fair season. Loads on 28-foot trailer, will sell with or without transportation. Must be seen in operation to appreciate, wire or come and investigate.
 La Crosse, Wis., Aug. 4 to 8; Mason City, Iowa, Aug. 10 to 15; Owatonna, Minn., Aug. 17 to 22. Permanent address: 7415 State Line Rd., Kansas City, Mo.
FIELDING GRAHAM

WOLF GREATER SHOWS WANT
 Mechanical Show, Animal Show and Fun House. Will book Hanky Panks of all kinds. Can place Roll-o-Plane, Spitfire or Octopus. Also Boat Ride or other Kiddie Rides. For Fairs (2 a week) until middle of September. All answers to
STANLEY WARWICK, Mgr.
 Rush City, Minn.

STATE FAIR SHOWS
 WANT FOR TEN STRAIGHT FAIRS INCLUDING McALISTER, BRISTOW AND BIG LABOR DAY CELEBRATION AT HENRYETTA, OKLA.
 —OUT UNTIL NOVEMBER 1—
 Want Concessions that work for stock, low privilege. Want Grind Show Operator with or without equipment. Also want flashy Girl Show. Want Rides: Any Major Ride not conflicting with what we have. Want Bingo Caller, Counterman, Agents. Also want Ride Men that drive semis.
Wire E. J. MORRIS, Mgr., Pratt, Kan., this week

PAN AMERICAN SHOWS
 D. A. V. Celebration, Monticello, Ky., week August 9; Little World's Fair, Brodhead, Ky., week August 16, and all Fairs through November.
 Want Bingo, Long Range, Palmistry, Novelties, Custard, Ice Cream, Jewelry, Floss, Snow Balls and Hanky Panks of all kinds. Want Agents for 6-Car, Grind Store, Pin Store and Skillo. Want Operator for Popcorn and Candy Apples. Want Pony Ride and other Kiddie Rides. Also want Spitfire, Rolloplane and Caterpillar. Want Octopus Foreman and Help on all Rides. Will book Shows that don't conflict, 25%. Want Operator for Fun House, Acts for Sideshow. Harold Laughom wants Dancing Girls, no experience necessary. Must have looks, will teach. Need good Grinder and Girl for Striptina Show. Can use 2 Colored Girls for Colored Girl Show. Enlarging show for fairs.
 Bowling Green, Ky., this week; Monticello, next week; then Brodhead, Ky., Fair.

BUFF HOTTLE SHOWS #2
 WANT FOR LINCOLN, ILL., FAIR NEXT WEEK AND 10 MORE PROVEN FAIRS
 Concessions: Concessions that operate for stock, especially Ball Games, Darts, Balloons, Scales, Custard, etc. Shows: Will book two more Grind Shows not conflicting for balance of season.
WANT PONY RIDE FOR SEASON
 Attention, Illinois Fair Committees, a visit to our midway will impress you.
All replies ROMEO DUNN
 FARMER CITY, ILLINOIS, THIS WEEK.

ITALIAN CELEBRATION
 WEEK AUGUST 9 TO 14, GALLITZIN, PA.
 WANT Ball Games, Glass Pitch, Cork Gallery, Balloon Darts, Penny Pitch, High Striker, Hoop-La, Photos, Spinch Till You Win, Duck Pond, Fish Pond, Coke Bottles, Novelties, Age, Scales, Slum Spindle, Jewelry, Penny Arcade, Snake Show, Monkey Show, Girl Show, Wildlife, Motor Drome. Want Chairplane Foreman, Spitfire Foreman, General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks, Truck Mechanic. All reply:
George Clyde Smith Shows
 Frostburg, Maryland, this week; Gallitzin, Pa., next week.

WANT TO BOOK WITH CARNIVAL
 FOR WEEK AUGUST 9-14
 Seven complete Concessions, also Bingo (seats 140 people) and Mouse Game. All these Concessions are very attractive and be a credit to any midway. Will furnish with Legal Adjuster, Concession Manager or both.
Address DON GRECO, Gem City Shows
 (Fairgrounds, Phone Adams 3-0052) Belleville, Ill., or Belleville Hotel, Room 618 (Phone Adams 3-3500).

Peoria Fair Gives Hottle Busy Stand

PEORIA, Ill., July 31.—Buff Hottle Shows, aided by an attendance that reportedly approached 60,000, closed a winning stand here at the Heart of Illinois Fair, Sunday (25). Good weather and the drawing and holding power of "Holiday on Ice," the grandstand attraction, was given credit for the successful turnouts.

Hottle org had 14 major and 6 kiddie rides in the line-up along with 12 shows and 60 concessions managed by Dolly Young. Included on the front end was John Gallagan with 15 concessions; R. Pat McGee, 16; Mr. and Mrs. Herrington, bingo, and Mrs. Lee, photos and foot-long.

Mrs. Buff Hottle, wife of the owner, and their son, Buff Jr., visited. Dolly Young spent Sunday with Don and Lynn Greco at their Springfield, Ill., home. Babe and Lou Korn were nightly visitors at the fair. Virginia McGee, wife of Pat McGee, and president of the Tampa Club's Auxiliary, celebrated her birthday at Peoria with many gifts.

William Nicholator. Dies At 66; Vet in Business

TAMPA, July 31.—William N. Nicholson, 66, veteran carnival worker, who died July 17 in Valley, S. D., while with the World of Today Shows, with which he served as ticket seller, was buried Monday (26). Interment was in Showmen's Rest here.

Nicholson, a Tampa resident, had been with the Royal American Shows for 25 years. He was a member of the Greater Tampa Showmen's Club. He is survived by a son, Charles Nicholson, Newark, N. J., and a sister, Mrs. H. Edwards, Belleville, N. J.

Steve (Whitey) Rogers, lot superintendent on the Desbro Shows, was visited by his niece, Caroline McGuire of Geneva, N. Y., during the show's stand at Penn Yan, N. Y. Caroline is the owner of a model playhouse which was the subject recently for a feature story in The Rochester (N. Y.) Democrat and Chronicle.

—NOW FOR THE BIG ONE—
WILLIAMSON COUNTY FAIR, MARION, ILLINOIS
 OPENING SUNDAY, AUG. 8 THRU 14—7 BIG DAYS
 TWO MORE FAIRS IN ILLINOIS, THEN SOUTH FOR 12 WEEKS OF OUTSTANDING FAIRS IN TENNESSEE, MISSISSIPPI, ALABAMA AND GEORGIA. CLOSE NOVEMBER 15.
 —CAN PLACE—
CONCESSIONS Derby, Arcade, Eating Stands, Custard, Snow, Floss, Popcorn, Scales & Age, Novelties, Jewelry and any kind of Hanky Pank. Will also book two more Grind Stores and one Wheel, must have at least one Hanky for each Store.
AGENTS For Short Range Shooting Gallery, must be sober, experienced and drive truck.
SHOWS Side Show, Monkey Show, Drome, well-framed Girl Show, Fun House, Mechanical City, Wildlife or any well-framed Show not conflicting.
SHOWMEN Operator for office-owned Girl Show built on trailer, must have P.A. sets, wardrobe and help to up and down same as well as drive truck. Also have bannerline and top for Side Show if you have banners and P.A. sets. Also a nice 60-ft. front and top for Grind Show. Each has own truck. Colored Show People—Want Talker who can handle Candy, one Comedian, two Chorus Girls, one Sax Player.
RIDES Dark Ride, Scooter, Rock-o-Plane, Spitfire or any Major or Kid Ride not conflicting.
RIDE HELP Can place sober, reliable Help who drive semi trucks.
All replies to E. L. YOUNG, Mgr., STERLING CROWN SHOWS
 DANVILLE, ILL., THIS WEEK.

PENN PREMIER SHOWS
*worlds * cleanest * midway*

AUGUST 9-14—BUTLER CO. FAIR, BUTLER, PA.
 Followed by Huntingdon Co. Fair, Huntingdon, Pa., then Indiana Co. Fair, Indiana, Pa.
CONCESSIONS Can place Age and Scales, Novelties, Fish Pond, Hoop-La, Grab, French Fries, Basket Ball, Hats, Derby Racers and all other legitimate Concessions. Will place some P.C. if you have Hanky Panks.
SHOWS Can place Man to manage Motordrome. We have everything complete including new banners, cycles and sound. Must be sober and reliable and have riders. Red Crawford or Hagen Jr., answer at once. We have 14 Fairs to follow, all class "A." Can place Monkey Show immediately. We have top, banners, banner line and sound complete. Chas. Mizelli, answer. Can also place Talkers for other Shows. Can place any good worth-while attraction that does not conflict. Congo can place Men and Girls (colored) for big Jungle Show.
RIDES Can place for our long list of Fairs, in good Ride territory, Little Dipper, Flyoplane, Caterpillar or any Ride not conflicting.
HELP Can place reliable Foreman who can handle Twin Wheels and have them up Monday. Will pay top salary if you can cut it. Can also place good Second Men for Octopus and other Rides. Must be semi drivers.
Address all mail and wires to
LOYD D. SERFASS, Gen. Mgr., PENN PREMIER SHOWS
 Moundsville, W. Va., Fairgrounds this week, followed by Butler, Pa., Fair
All phone calls to
HARRY (BUSTER) WESTBROOK, Bus. Mgr.
 McClure Hotel
 Wheeling, W. Va.

FOR SALE
1950 PARKER DE LUXE BABY-Q
 2-abreast, new condition throughout. Run 4 seasons in Kiddieland, never moved. Replaced by larger machine. Horses have new factory paint. New blue top, fluorescent lights, aluminum scenery. Beautiful organ. Can be seen at Omaha Centennial Celebration, Turner Park, until Aug. 22. Will sacrifice, terms can be arranged.
5 PONY TRACTORS
 (KIDDIE DRIVE YOURSELF RIDE)
 Excellent condition. We need the space for new ride. Will sacrifice.
CARTER LAKE PLEASURE PIER
JIM CARPENTER
 Phone: Kenwood 3632, Omaha, Nebr.

WORLD OF TODAY SHOWS
 Enlarging Show for Ozark Empire Fair, Springfield, Mo. Followed by such outstanding Fairs as Fargo, N. D.; Huron, S. D.; Spencer, Ia.; Parsons, Kan.; Fort Smith, Ark., and 3 weeks in the heart of New Orleans.
 Want capable Mon and Wife to take over well-framed Posing Show. Tourist, save your time. Can place Motordrome, Animal Show, Monkey Show or Mickey Mouse. Want legitimate Concessions and Hanky Panks of all kinds. Glass Pitch open. Contact
L. C. REYNOLDS, Mgr.
 Wadena, Minn., Aug. 2-6; Springfield, Mo., Aug. 10-20.

WANTED
 Legitimate Stock Concessions, Ball Games, Scales, Cake Bottles, Balloon Darts, Watch-La, etc. Also direct sales, Snow Cone and Apples, for good route of Celebrations and Fairs. We book only one of a kind.
KLEIN AMUSEMENT CO.
 Elmore, Minn., Aug. 4 & 5; Wells, Minn., Aug. 7-9.

A.M.P. SHOWS
Juggy
LOOK LOOK LOOK
FAIRS START
 Summersville, W. Va., August 9-14; Marlinton, W. Va., 16-21; New Castle, Va., August 30-September 4; Hillsville, Va., 13-18; Durham, N. C., September 27-October 2; King, N. C., October 4-9.
WANTED SHOWS—Ten-in-One, Walk-Thru, Monkey, Snake, Unborn, Life, Wildlife, Mechanical, Girl Show. Willie (Buffalo) Jones wants two more Girls for Colored Girl Show. **CONCESSIONS:** Open midway except Bingo and Popcorn. Want Ride Help who drive semis. Attention, Florida Fair Secretaries! Have two weeks in October and November open. Carrying 10 office-owned Rides.
All replies to A. M. PODSOBINSKI, Davis, W. Va., this week.

WANTED
For OLD HOME WEEK, Inc.
 Week of August 16-21, on Main Streets
LEGITIMATE CONCESSIONS
Benty & Hackathorne
 752 St. Clair Ave., East Liverpool, Ohio

GOLD BOND SHOWS
WANT WANT WANT
FOR BALANCE OF ROUTE—ALL FAIRS
CONCESSIONS: Want Hanky Panks, Novelties, Photos, Age and Weight, Balloon Darts, Cork Gallery, Bumper, Slum Bowling Alley, Fish or Duck Pond, String Game, Glass Pitch, Penny Pitch, Live Ducks, Add-a-Ball, Ball Games, Six Cats (for stock only), Cook House, Custard, French Fries, Ice Cream, Snow Cones, Foot Longs. **SHOWS:** Want 10-in-1, Snake Show, Fat Show, Illusion, Wildlife.
All replies to MICKEY STARK, Mgr.
 (Fair) Proctor at Duluth, Minn., Aug. 5-8.

HARDY BRADY & PAT HARRIS
 Wants for Dumont Shows
 Capable players for Pin and Razzle. Eddie (Blackie) Dionne, come on. Starting Marine and Army Camps.
Alta Vista, Va., this week.

CARROLL COUNTY FAIR, AUG. 11-15, CARROLLTON, KY.
CORBIN, KY., FAIRS AND NIBROC FALL FESTIVAL, AUG. 18-21
WANT CONCESSIONS, SHOWS AND RIDES
 Want to book Concessions of all kinds. Will book Shows, committee money only. Want to book Major Rides, committee money only. Also want Kiddie Rides.
NOLAN AMUSEMENT CO.
 Fred Nolan, c/o Western Union, West Lafayette, Ohio, Aug. 4-7.

FOR SALE
 1953 Silver Dome 26-Ft. Trailer. Sleeps four. Never used on road. Save over \$1000. Can be seen by appointment.
Antoinette L. Jemison
 Box 669 Trenton, N. J.
 Phone: Juniper 7-6300

VETERANS UNITED SHOWS
WANT WANT WANT
FOR THE BALANCE OF SEASON—PLAYING A PROVEN ROUTE OF FAIRS AND CELEBRATIONS.
CONCESSIONS: Bumper, Slum Spindle, Watch-La, String, Penny Pitch, Add-Em-Darts, Sno-Cone, Basket Ball, Glass Pitch, Six Cats, Buckets or any Concessions that work for stock. **SHOWS:** Snake, Monkey, Girl, Athletic, 5-in-1, Illusion, virgin territory for Motordrome or any Show of merit with own transportation. **RIDE HELP:** Octopus, Foreman, must drive. Ride Help on all Rides, top salary and bonus. Must drive.
Answers to CHAS. H. CARROLL, Mgr., per route

VOLUNTEER SHOWS
 Want Bingo, Hanky Panks and Foreman for Chairplane. Contact
Elmer Reid, Mgr.
 Greeneville, Tenn., this week

KEN-PENN AMUSEMENT CO.

Now Booking Concessions, Shows, Eating and Drinking Stands for the Following Fairs:

MINERVA HOMECOMING AND EXPOSITION OF PROGRESS

Minerva, Ohio Aug. 9-14
FIREWORKS — FREE ACTS — PARADES

GREENE COUNTY FREE FAIR

Waynesburg, Pa. Aug. 18, 19, 20, 21

CRAWFORD COUNTY FAIR

Meadville, Pa. Aug. 24-28

Have for sale Super Rolloplane, 1947 model; Funhouse, new last season. Can be seen in operation at the above fairs.

Contact

RALPH D. SANDERS, Mgr.

Rocky Grove, Pa., Aug. 2-7; Minerva Ohio, Aug. 9-14

FAIRS - - - FAIRS - - - FAIRS

MIDDLETOWN FAIR, Middletown, Pa., Aug. 9-14

A well promoted new Fair in the heart of prosperous area

Sell X on Novelties, Custard. A real spot for Hanky Panks.

HARFORD COUNTY FREE FAIR, Bel Air, Md., Aug. 16-21

This big Fair to operate with a Free Gate this year

Space available only for legitimate Concessions and Shows.

MONTGOMERY COUNTY FAIR, Gaithersburg, Md., Aug. 23-28

One of the best Concession spots in the East.

FOR SPACE AT THESE OUTSTANDING FAIRS CONTACT

BEAM'S ATTRACTIONS

CONFLUENCE, PA., THIS WEEK.

WANT

Capable Operator for Motordrome for our long list of Fairs starting next week. Close Nov. 1. Need additional Ride Help for Fair season—also capable Show People for both Eating Concessions and legitimate Games. Contact

BEAM'S ATTRACTIONS

CONFLUENCE, PA., THIS WEEK.

Motordrome Riders Wanted

Riders for balance of park season.

Wire

MOTORDROME

Riverview Park, Western and Roscoe, Chicago, Illinois

CENTRAL STATES SHOWS

BUSINESS WELL AHEAD OF LAST YEAR

WANT—Hank Panks, Custard, Derby, Ball Games, Add-Up Darts, etc.

SHOWS—Mechanical, Fat Girl, Drome, Funhouse, Girl Show with own equipment, Big Snake, Penny Arcade or any Shows of merit. Robert Garrison wants Talker for Circus Side Show.

Shelton, Nebr., Aug. 2-4; Trenton, Nebr., Pow-Wow, Aug. 5-8, then Nebraska's Big Rodeo, Burwell, Nebr., Aug. 10-14. Followed by 8 good Fairs.

Wire or phone W. W. MOSER, Mgr.

ART B. THOMAS SHOWS

Number One Unit

WANT clean, worthwhile Side Shows with own equipment for a solid route of proven fairs and celebrations in Minnesota and South Dakota. Minnesota fairs include Bemidji, Hibbing, St. Charles and Redwood Falls.

Contact **BERNARD THOMAS**

As per route.

VIRGINIA GREATER SHOWS

WEIRWOOD, VA., FAIR, AUG. 9-14

Want Custard, Jewelry and Hats, Grab, Bowling Alley, Balloon Concessions, Coca-Cola Concession, Over 12, Basketball, Bottle Ball Games, Photos, American Camp, no gypsies; Cigarette Block, Penny Pitches, Jingle Board if you have the cash, Griddle Man wanted for Cookhouse who can drive semi, P. C. Dealer, Jimmy Murphy, answer. Side Show Manager wanted at once with two or more Acts. We have some. Snake Show, Wildlife, Monkey Show, Unborn Show, Pony Ride, Kiddy Auto Ride and Kiddy Airplanes. Ralph Endy, answer for West Point, Va., Fair. Cecil Purvis, answer. Want it understood there will be no racket of any kind at these Fairs or any of our Still Dates. Rumors mean nothing. Keller, Va., Fair, Aug. 23-28; West Point, Va., Fair, Sept. 13-18. All mail and wires to

William C. (Bill) Murray
SNOW HILL, MARYLAND, THIS WEEK.

UNDER THE MARQUEE

By TOM PARKINSON

Acts using fireworks as part of their routine are finding it difficult to buy pyro materials since passing of a federal law which restricts interstate shipments.

Mary Jane Miller, correspondent on the Ringling show reports: During the Cincinnati stand, many friends from The Billboard visited. Had a big rain storm in Lexington, but despite this, did big business. Brenda Elliott closed and returned to England, but expects to join again next winter. Tiny Doll celebrated her birthday with a bang-up party in the Side Show. The girls on the show gave Carmen Slayton a baby shower. Dolores and Eddie Howe named their daughter Carol Ann. Eddie Howe Jr., celebrated his first birthday. Merle Evans was made an official Kentucky colonel at Lexington. Charles Stecker continues to do big business with his back yard barber shop. Jimmy Littler, popcorn man, broke his ankle in Huntington, W. Va., and will be out of action for a few weeks. Sympathy was extended to the families of Jack Meinhart, Bronis (Macey) Madelis and Bernie Brenner who were killed in a automobile wreck the past week. Visitors: Mr. and Mrs. Ansel (Buck) Waltrip, Mrs. T. E. Ruby, Mr. Walling and neice, Ed Raycraft, Sam Stern, Mr. Dooley, Mary Kay Hoppe, Dave Ferris and family, Maggie Wise and children, Mickey Lyons, Jackie Lewis and children.

Jack Bell, head of the United Billposting Company, Detroit, was the subject of a feature story in a recent magazine page of The Detroit News by Robert E. Lubeck, former executive head of the Detroit Civic Light Opera. Lubeck described Bell's career, reminiscing of the old days when a half a dozen circuses a year played the Motor City. . . . Jack and Gladys Smukler, the Original Michigan Rubes, plan to retire after making their 28th straight annual appearance doing special clown bally for the Detroit Police Field Day.

Alex Linton, sword act, and Tokayama, top spinner with the Clyde Beatty Side Show, report they plan a winter trip to Hawaii where they will work with Cox and Alexander Enterprises. . . . Joe Taggart is keeping busy playing department stores, centennials, parades and advertising promotion deals.

With "Seven Brides for Seven Brothers" in for a long run in New York's Radio City Music Hall, New Yorkers will also be seeing Roberto De Vasconcellos a while, for he is the featured dressage act on the stagemus.

Siebrand personnel are enjoying the scenery, Joe Hodges Hodgini reports. . . . Rudy Mueller has almost finished his truck body and Tom Hodgini painted his truck body. . . . Jack Gordon spent a week with the show building a new semi-mounted Funhouse. . . . Mrs. Harry Clark is busy canning; Danita Roche and Concha Eriksons are busy sewing and Betty Hodgini is kept busy washing baby clothes.

Arthur George (Bozo) Lamont is keeping busy in New Orleans where he reports he's making movie shorts, appearing on TV and writing a column for a local gazette. . . . Rex, Milton and Fannie Ingham, of Ruffin, N. C., spent a day in Washington recently as guests of Dr. William Mann, director of the National Zoological Park. . . . Christian de Keyser, of Wilson, N. C., is framing a mammal unit to work schools this coming season. . . . Jack Crawford, who is with Leo Carrell on a Gooding show, is framing a monkey unit for schools.

News from the Beatty circus was forwarded by Laurence Cross as follows: Mesdames Al Moss, Harlan DeWitt and Don Lakin spent a few weeks with their husbands on the show. Bob Emrico joined the Side Show as the monkey boy. Ed Fontaine and Yellow Burnett are keeping the banner painter busy. Cathy Cline will leave soon to get ready

for school. Rusty Vasolie has removed the cast from her ankle and is back in the show. Jimmy Hamiter is still wearing his. The anglers have been hitting good catches with Owner Clyde Beatty topping the list. Johnny Orman, son of Frank Orman, is spending his vacation with his dad.

Jack LaPearl and fan Harry Reimschuessel recently visited the George M. Cole Circus where they were guests of Mr. and Mrs. Herb Walters and also visited with Tommy Whiteside, Jimmy O'Donnell and Ted Laveldas. Also on the lot were Mr. and Mrs. Billy Lerch, fans from Bellevue, O.; William Curtis, of Centennial Show Printers, and Betty Leonard, president of the CHS, who was en route to Columbus, O., for that organization's convention.

Eva Hinckley, correspondent on King Bros.' Circus, reports that Ben Thomas, 24-hour man, is doing a good job marking the route. . . . Col. Harry Thomas never misses the cookhouse on pork chop day. . . . Mr. Gilligan is getting the show over the road in record time. . . . Mrs. Ann Dingler is back after a visit with her parents, Mr. and Mrs. R. L. Byrd in Augusta, Ga. . . . Tommy Kennedy Jr., now has candy apples and snow cones. . . . Sylvia Gregory's daughter, Twinkles, has been on the sick list. . . . Claudine Conley, who's husband is overseas in the service, is the first to greet the mailman each day.

Bert and Corinne Dearo are back in the Middle West after an Eastern jaunt. En route to make some Michigan dates they picked up a new Chevrolet panel truck in Columbus, O. Duo will open its Southern fairs at Philadelphia, Miss., for E. R. Braly and will also play fairs in Tennessee and Alabama. . . . Mrs. Minnie Johnson, widow of Spader Johnson, recently moved from New York City to California where she is residing with her daughter at 18806 Strathern Street, Reseda, Calif.

Al Ackermann spent a couple of days at his Wayzata, Minn., home between Fargo, N. D., and Mankato, Minn., dates with Polack. . . . Gil Gray clown alley included Mickey McDonald, Ed Raymond, Paul Jerome, Dick Doud, Billie Burke and midgets Jack and Ruby Landrus.

Kelly-Miller animals may play Mexico City with Atayde Bros.' Circus. . . . Bev Kelley, making TV and radio stations ahead of Ringling-Barnum, visited with Tom Packs and Jack Leontini, while Tom Packs' Circus was in Indianapolis. . . . Besides Ringling and Packs billing, Indianapolis has had the Beatty Circus ad-

(Continued on page 67)

WANTED

For Clay City, Ind., Fair, Aug. 3-7; Rensselaer, Ind., Fair, Aug. 10-14

Hanky Panks of all kinds. RIDE MEN—Experienced Jenny Foreman and Second Men who drive. Hanky Pank Agents for 12 office-owned Concessions. Wire Whitey Caler or come on. Want large Cookhouse for Jasper County Fair, Rensselaer, Indiana. Also Shows. No racket, gypsies or gypsies.

IDEAL RIDES

Clay City, Indiana, this week

FOR SALE

COMPLETE CARNIVAL

Six Major Rides, Kiddie Ride, Fun House, 14 Trucks, 12 Semi Trailers, Front Gate, Concessions, Stock, Office, Transformer and Wire. Can be seen in operation until Aug. 23, located in center of U. S.

Price \$23,000.00

Address: BOX 808
c/o The Billboard, 390 Arcade Bldg.
St. Louis 1, Mo.

AGENTS

For Skillo, Count Store and Nail Concession for Clark County Fair, Marshall, Ill., starting Sunday, Aug. 8. Clyde Wilson and Charlie Lee, wire. Red, call me. Also want Agents for Hanky Panks and two Boys to up and down Concessions.

BILL HARRIS
Royal Midwest Shows
Marshall, Ill., Fair, this week

WADE GREATER SHOWS

Wells Co. 4-H Free Fair

BLUFFTON, IND., AUG. 10-14
One of Indiana's outstanding 4-H Free Fairs. Full fair program, free acts, exhibits, shows, cattle, parade, band and all that goes with it.

CAN PLACE

CONCESSIONS All legitimate merchandising Concessions, Ball Games, Hoop-La, Duck Pitch, Glass Pitch, Balloon Darts, etc. Can also place Mats, Root Beer, Floss, Photos and Novelties.

SHOWS Monkey Show or Drome, Freak Animal, Unborn, Class House or others not conflicting.

RIDES One more Major Ride such as Caterpillar, Spitfire, Looper, Screw Ball or other non-conflicting Rides.

All answer by Western Union to

C. D. MURRAY, Mgr.

WADE GREATER SHOWS

Greentown, Ind., Fair, all this week.

WANTED

FOR BEST FAIRS

Including Colby, Wakeeney and Stockton, Kansas: Six Cats, Buckets, Swinger, High Striker, Ball Games, Long Range, Hanky Panks, Photos and Penny Arcade. Whitey Dixon wants Agents. Want Shows with own equipment. Special deal for Ten-in-One. Ride Help, come on.

F. C. BOGLE SHOWS

Phillipsburg, Kansas, this week.

FOR SALE

Merry-Go-Round, Eli #5 Ferris Wheel, Tilt, Octopus, A-1, good transportation. No reasonable offer refused for quick sale. Illness.

BOX D-63

Billboard, Cincinnati 22, Ohio

WANTED

Number Five Wheel Foreman, \$70 per week. Also Joint Man. Can place legitimate Concessions, Duck Pond, Ball Games, etc. Seaford, Delaware, August 2 to 7; Salisbury, Maryland, August 9 to 14; Preston, Maryland, August 16 to 21.

D. VAN BILLIARD SHOWS

WILD LIFE WANTED

For our New England Fair Unit. Lancaster, New Hampshire, Fair, Sept. 3-6; North Haven, Conn., Fair, Sept. 9-12.

KING REID SHOWS

Newcastle, N. B., Canada

WANTED

FOREMAN FOR ROCK-O-PLANE
Excellent opportunity for sober, reliable Man. Top salary. Office-owned Ride on large railroad show which will be out until Nov. 15. Long season. Address: BOX 807, c/o Billboard Pub. Co. 390 Arcade Bldg. St. Louis, Mo.

THANK YOU

J. D. (Eddie) and Jessie Edwards Concessionaires with Thomas Joyland Shows for your new Buick Roadmaster purchase.

"Save Money With Johnny"

JOHNNY CANOLE

Alltoona, Pa.
Phones 9347 or 3-0003

WANT BINGO

To join this week. Archie, Mo., Street Fair, Aug. 5-7. Want Concessions for 10 Fairs and 3-day Labor Day Celebration, largest in the country.

PARADA SHOWS

Wire or phone H. C. SWISHER.

3rd WARD

Milwaukee, Wis.
Jackson St. downtown. Saint Rocca Feast on streets, Aug. 13-15. Nothing but people and money. Belle City Shows wants a few more Skill and Science Concessions. On streets, yearly event.

CHUCK PANACEK

BELLE CITY SHOWS
(Frontier Days), Butler, Wis.—August 6-8

Missouri Valley Shows

WANT

Wheel and Merry-Go-Round Help. Also Stock Concessions, Grab, Popcorn, Cotton Candy, Short and Long Range Galleries and Photos. Address: Lineville, Ia. (Homecoming), Aug. 5-6-7-8; Affton, Ia. (Fair and Centennial), next; with Iowa and Missouri Fairs to follow.

WANTED

Bingo, Concessions of all kinds, Hanky Panks. Can place Ride Help in all departments.

For COLUMBIA, MO., FAIR

Address: Eldon, Mo., this week; Columbia, Mo., next.

WHEEL HELP

First and Second Man. Must be sober—drive semis.

LAKE REGION RIDES

Pecatonica, Ill., Aug. 4-8; St. Ambrose, Club, Rockford, Ill., Aug. 11-15.

HOLLY AMUSEMENT CO.

WANTS FOR 100th YEAR CENTENNIAL AND COMBINED FANNIN COUNTY FAIR at Blue Ridge, Georgia, August 9. North Georgia's Biggest Event. LEGITIMATE CONCESSIONS, RIDE HELP COME ON THIS WEEK, CHATSWORTH, GA. WIRE FOR SPACE.

PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"

WANT WANT WANT
for NAZARETH FAIR, WEEK of AUG. 2-7th

Shows that don't conflict. RIDES—Kid Rides, Dark Ride and #12 Wheel for balance of season. CONCESSIONS—All kinds, Age and Scales, Photos, Palmistry, Eat and Drinking Stands. Show Cookhouse.

All Address: SAM E. PRELL, Nazareth, Pa.
BEDFORD FAIR TO FOLLOW.
 Want Colored Performers and Magicians for Minstrel Show. Munroe Brothers want Side Show Acts. Red Rogers wants Help for Monkey Speedway. Johnny Burro wants Girl and Men Riders for Motordrome.

12 PAGE BROS.' SHOWS 12 FAIRS

STARTING NEXT WEEK, SOMERSET, KY.

Want Slum Concessions of all kinds, Lead Gallery, Arcade and Custard. Want organized Jig Show, we have all equipment including panel front on semi. Want Ride Help on all Rides, must drive, top salary. Charlie Griggs and Harry Smiley want Skillo, Count Store, Pin Store and Six Cat Agents. No 10% here.

W. E. (Shotgun) PAGE **CHARLIE GRIGGS** **JIM SHROUT** **COLIN LEONARD**
 Manager Bus. Mgr. Supl. of Operations Gen. Agt.

DANVILLE, KY., NOW; SOMERSET, KY., FAIRGROUNDS NEXT WEEK.

CUNNINGHAM'S EXPOSITION SHOWS

Want for East Liverpool, Ohio, Old Homeweek, Annual Celebration, August 16-21. Carnival Midway formed from Broadway to Washington St. in downtown center. Program will consist of a Public Wedding, Crowning of Queen, Amateur Night, Derby Races and Parades. Will book Rides, Shows, Concessions and Percentage.

New Martinsville, W. Va., Aug. 9-14. Will book Shows, Concessions and Percentage. Come on Ted Kole, D. Faulkner. Wire or write

CUNNINGHAM'S EXPOSITION SHOWS
John F. Cunningham
 SHADYSIDE, OHIO

WANTED

BINGO CALLER AND COUNTERMEN

JOHN MULDER

965 Santa Barbara Dr., East Grand Rapids, Mich.

FOR SALE

1 36-ft. Allan Herschell 1950 model 3-abreast Merry-Go-Round, has both gas or electric power unit with fluid drive, fence with 22 floodlights made into it. Looks like blue-cut diamond in an African sun. Loaded complete in one 35-ft. Utility Van, Autocar model #50 series tractor, everything ready to go. 1 1940 Tilt-a-Whirl, in excellent mechanical condition, with slim line fluorescent lighting, good motor, loaded on one 27-ft. low-bed semi and one 19-ft. van without tractor, \$6,000.00; 1 1952 Fly-o-Plane, like new, loaded on one 28-ft. semi, all special slim-line lighting with 35-ft. tower mounted on top of base center, biggest flash seen anywhere, \$10,000.00; 2 55 kw. International Generators not synchronized, mounted on special 24-ft. van with International tractor, 12 30-ft. light towers each with 3 floodlights, anything up to 1500 watts, also 3 17-ft. slim-line fluorescent strips down the side of tower with color; 1 60" G.E. Searchlight with generator mounted individually, about 4000 ft. of ground cable and junction boxes that will pass any inspection. This electrical department in its entirety is not duplicated anywhere in America at this time. Price complete \$12,000.00. Have office truck and many other essential pieces of equipment for truck show. **BOX 201, SAN LEANDRO, CALIF.**

WANTED FOR THE FOLLOWING DAY AND NIGHT BONA FIDE CELEBRATIONS WITH FREE ACTS AND FAIRS

Livonia, Mo., Homecoming, Aug. 2-7; Bevier, Mo., Homecoming, Aug. 9-14; Clarence, Mo., Homecoming, Aug. 16-21; Walsley, Mo., Audrain County Fair, Aug. 23-28; Glenwood, Ark., Pike County Fair, Aug. 31-Sept. 4; De Queen, Ark., Sevier County Fair, Sept. 6-11; Mt. Ida, Ark., Sept. 14-18; Foreman, Ark., Little River County Fair, Sept. 21-25; then Louisiana and Mississippi cotton country, out till Xmas.

HELP: Foreman for Ferris Wheel (salary or P.C.). RIDES: Will book two Major and three Kiddie Rides, especially want Live Pony Ride. SHOWS: Can place two Grind Shows and one Girl Show with own transportation. CONCESSIONS: Popcorn-Peanuts, Candy Apples, Snow, Floss, Photos, Grab and any Hanky Panks. Also Jewelry, Hi-Striker and two Grind Stores that can work for \$50 and \$1.00. Good proposition for Hanky Pank Agents. Mac wants one Count, two Peek and one Skillo Agent.

HELMAN UNITED SHOWS AS PER ROUTE

CAVALCADE OF THE WEST SHOWS

Can place Agents for Count Store, Pin Store, Slum Skillo. (If you can't take orders, save your time and mine.) Very good proposition for Shows of all types with own equipment. Will furnish complete Girl Show for good operator with girls. We are now taking deposits for the Inter-State Fair, Spokane, Wash., starting Sept. 1 and running through Labor Day, with Fairs to follow ending Nov. 11 in California.

Contact BOB SCHOONOVER or DANNY FERGUSON
 Toppenish, Wash., Aug. 2-7; The Dalles, Oregon, Aug. 9-14.

NOW BOOKING FOR WACO, TEXAS HEART 'O TEXAS FAIR, OCTOBER 2-9

Can Place on Independent Midway, Floss, Apples, Popcorn, Scales or Age, Custard, Chocolate Dip, Lead Gallery, Mug Outfit, Jewelry. All bookings exclusive. Contact

AMUSEMENT ENTERPRISES
 North Side Coliseum, Ft. Worth, Texas

COOKHOUSE HELP WANTED

Need Help in all departments. Contact me Winnipeg, Manitoba; Fort William, Ontario. All Help to join Superior, Wisconsin. Following people wire me: Don Fraser, Bob Brown,

DON McGIMPSEY
 Royal American Shows

MICKEY MANSION WANTS

A-1 Talker, Lady or Man Sword Swallower; Mike Searino, Answer for Strates Shows Big Fairs.

MICKEY MANSION
 Clearfield, Pa.

Beautiful Healthy

PARAKEETS

PRICED FOR
 CONCESSIONAIRES

WELLS BIRD FARM

2143 South Myrtle Ave.
 Monrovia, Calif.
 Phone: Elliott 8-6185

Orders accompanied by Cashiers
 Check or Money Order

SHIPPED SAME DAY

AGENTS

Want Agents for office-owned Concessions. House Trailer available to reliable people with references. Bumper, Cat Rack, Slot Roll Down, Stock Wheel open. Contact

RITA LAVIN
 Concession Manager

Ken-Penn Amusement Company

Rocky Grove, Pa., Aug. 2-7; Minerva, Ohio, Aug. 9-14.

AT LIBERTY

Well flashed 24x40
 Corn Game.

Wire or call

HARRY MAMAS

Care Gem City Shows
 Belleville, Ill., this week.

"The Corn Is Tall"

Want Balloon Dart, Long and Short Range, Cigarette Gallery, High Striker, clean Shows with own equipment. Sober Ride hands, we have not missed a payday. Scotch hoppers, hop scotchers, it is green. Show booked solid; sweat and toil always brings home the stuff. Solid as a wet sponge. Manchester, Tipton, Boone, in Iowa; Dixon, Ill.; Bloomington, Lancaster, Wis.; all Fairs, then south. Spots where cotton is king. Contact

Dyer's Greater Shows
 Per Route

Midway of Mirth Shows

WANT

Slum Stores, Grabs, Shows with own outfits. Also Ride Help who drive. Address: Highland, Ill., this week; Albion, Ill., next (both fairs).

CARNIVAL WANTED

For COMMUNITY FAIR

Main Street, week of Sept. 27 or Oct. 4.
 Contact

ROTARY CLUB
 Greenfield, Tennessee

AGENTS

Age, Scale and Novelty Agents needed for good route of Fairs beginning Sunday, August 8. Fred, Frank Grisp, Joe Weinberg, Bill Bedka, wire or call

R. F. FRISCH
 Outten Hotel Snow Hill, Maryland

WANT CARNIVAL

For the 10th District American Legion Fall Conference. Sponsored by Weinsch-Gilbert Post #353. Sept. 25 & 26.

Charles E. Stieckler
 Weinsch-Gilbert Post #353
 Cornell, Wisconsin

WANT CARNIVAL

For ANNUAL DAIRY QUEEN FESTIVAL

August 27-28, Portland, North Dakota.
 Write
COMMERCIAL CLUB
 Portland, N. D.

AUCTION

At Carnival Winter Quarters, 2867 St. Stephens Road, Neely's Station, Mobile, Alabama, Thursday, August 12, 1954, at 10:00 a.m.

Properties used in connection with the late
Al Wagner's Cavalcade of Amusements

CONSISTING of Railroad Rolling Stock, Rides, Shows, Games, Merchandise and Miscellaneous Carnival Equipment and Paraphernalia. The properties will be offered first as a whole, then in lots, parcels and units; all sales to be free and clear of liens and encumbrances. Right reserved to withdraw any property from sale and to reject any or all bids. Terms of sale, cash, subject to the approval and confirmation of Federal Court. All available information will be furnished on request and inspection of properties permitted at any time to extent feasible.

Richard L. Butt, Receiver
 2067 SPRINGHILL AVE. MOBILE, ALABAMA

JAMES H. DREW SHOWS

ANNUAL BUSINESS MEN'S CELEBRATION, Columbus, Ohio, Aug. 9 to 14; LAWRENCE COUNTY FAIR, Louisa, Ky., Aug. 16 to 21. With a continuous route of bona fide Southern Fairs to follow.

SHOWS WANTED—Glass, Monkey, Wildlife, Illusion, Fat, Iron Lung or any Grind Show. CONCESSIONS—Hanky Panks, Merchandise and Outright Sales Concessions of all kinds. Good opening for Break-a-Plate, Arcade, Pitch-Till-Win, String, Bumper, Hi-Striker, Fish Bowl, Ducks, Gadgets, etc. SELL X Custard, Derby, Novelties, Hats and Chocolate Dip. NOTE—We are now booking for the GREAT LEE COUNTY FAIR & LABOR DAY CELEBRATION, PENNINGTON GAP, VA., and other big Fairs on our route. Address all this week:

JAMES H. DREW SHOWS
 c/o WESTERN UNION, VALPARAISO, INDIANA

GILLETTE BROS.' SHOWS

WANT

Hanky Panks and Shows for Port Henry, N. Y., August 2 to 7; Ticonderoga, N. Y., to follow, also for our Fairs, including Great Barrington, Mass., and Monticello, N. Y., Sesquicentennial Celebration to be held all on the same grounds like in Scotia, N. Y. Be smart, get in. Port Henry, N. Y., this week. Come on or send all telegrams to

GILLETTE BROS.
 60 Sheffield St. Pittsfield, Mass.

BOONE VALLEY SHOWS

JEFFERSON, IOWA
 AUG. 2-5

NOTICE HAVE SOME OPEN DATES
 SEPT.—OCT.—NOV.
 NEB.—KAN.—OKLA.—TEXAS
CONTACT SHOW PER ROUTE FAIRS—ALL FAIRS
 NOVELTY EX OPEN
 ROCKWELL CITY, IOWA, AUG. 6-8
 POCAHONTAS, IOWA, AUG. 9-11
 REDFIELD, IOWA, AUG. 12-14
 ATLANTIC, IOWA, AUG. 16-18
 OSAGE, IOWA, AUG. 19-22
 HUMBOLDT, IOWA, AUG. 23-26
 MORE FAIRS—LATE SEASON
LOOK THIS SHOW OVER FOR 1955

WALLACE BROS. SHOWS INC.

Shows: Fun House, Illusion, Fat and Mechanical. Concessions: Can place Hanky Panks of all kinds. Help: Foremen for Merry-Go-Round, Spiffire. Also Second Men for all Rides. Otis Howell wants Shive Rack, Six Cat and Hanky Pank Agents.

All replies E. E. FARROW, Mgr.
 Delavan, Wis., this week; Jansville, Wis. (Fair), next week.

RIDES WANTED

ROCKINGHAM LIONS CLUB FESTIVAL

Account of disappointment we need RIDES week of August 30 thru September 4. Wire where we can reach you by telephone.

LIONS CLUB PRESIDENT
 ROCKINGHAM, N. C.

MOTOR STATE SHOWS

Want for Unit #1 and #2, Hanky Panks, Hi-Striker, Mug, etc. Lucas County Fair, Toledo, O., August 3-8; Marshall County Fair, Argos, Ind., August 10-14; Allen County Fair, Ft. Wayne, Ind., 4-11, August 10-13; Erie County Fair, Sandusky, O., August 17-20; with all Fairs following. Can place Monkey Showman, Man for Fun House. Second Men on all Rides, Kiddie Ride Foreman, must drive. Contact

JOE FREDERICKS
 c/o Lucas County Fairgrounds, Maumee, Ohio. (No phone calls, please.)

WANT CONCESSIONS FOR ATTICA, OHIO, FAIR, AUG. 11-14

Everything open. Can use Hot Dogs and Root Beer also. Need Ride Foreman for Ferris Wheel and Merry-Go-Round. Now playing Bucyrus, Ohio, Fair, this week.

A. J. SUNNY AMUSEMENTS
 3006 EAST 130th ST. CLEVELAND 20, OHIO
 Phone WASHINGTON 1-4679

W.G. WADE SHOWS

KOSCIUSKO COUNTY 38th ANNUAL FAIR, Warsaw, Ind., August 9-14
—CAN PLACE—
LEGITIMATE CONCESSIONS OF ALL KINDS
GAMES AS WELL AS OUTRIGHT SALES. Wire us what you have and we will place you. If we cannot place you, we will answer anyway. Nothing too big or too small.
ESPECIALLY WANT LEMONADE SHAKEUP.
Due to unethical disappointment, can place
MOTORDROME.
Frank Bombino wants young, good-looking Girl for Ballet.
WANT ONE MORE MAJOR NOT CONFLICTING.
This Ride can play Michigan State Fair at Detroit. All replies to
D. WADE, W. G. Wade Shows
MUNCIE, IND., FAIR, ALL THIS WEEK

UNITED STATES SHOWS

WANT Fish Pond, Duck Pond, Cork Gallery, Photos, Guess Your Age, Guess Your Weight, Ball Games, Coca-Cola Concession.
WANT Animal Show, Monkey Show or Ten-in-One.
Have nice string of money making fairs, including
CLAY COUNTY FAIR—BRAXTON COUNTY FAIR
WEBSTER SPRINGS COUNTY FAIR
MERCER COUNTY FAIR and YADKIN COUNTY FAIR
Need One or Two Ride Foremen. Must drive semis. All answers to
L. P. Brady, United States Shows
Belle, W. Va., this week, or Charleston, W. Va.

1st CALL McKENNA RIDES 1st CALL

WE PAY WISCONSIN ONLY

WANT Snake, Monkey, Fun House, Glass House or Animal Show, will give X if you can provide two of the above.
WANT Short or Long Range Gallery, Pitch Till You Win, Penny or Cigarette Pitch, Hoop-La, Roll Down, French Fries, Pronto Pups, Ping-Pong, BB Range. One of a kind on midway.
FLAT STORES: Don't waste my time—our route has never been burnt. NO HELP needed for office Concessions or Rides.
Elroy Fair, Aug. 3-8; Cedarburg Fair, Aug. 10-15; Clintonville Harvest Fair, Aug. 17-22; Appleton Pre-Labor Day Celebration, Aug. 24-29; Calumet County Fair, Chilton, Sept. 1-6; New Lisbon Centennial, Sept. 10-12.

MIGHTY PAGE SHOWS

WANTED For 12 Fairs and One More Still Date, Roanoke Rapids, N. C., Aug. 9-14. CONCESSIONS: Long and Short Range, Hanky Panks of all kinds. Reasonable privileges. Rate Game, Concession Help. Opening for two capable Razzle Agents, one Pin Store Agent. SHOWS: Wildlife, Glass, Big Snake, Motordrome, Monkey Show, Girl Show with own equipment. Johnny Ryan, contact. Dr. Rodd wants Sideways Acts. Office paid. Strong Annex Attraction. Ed Norman, contact. RIDES: Will book set of Kiddie Rides not conflicting with Train and Airplane. Live Ponies. Can always place good Ride Help. Top salary.
All replies to MARK (CURLEY) GRAHAM
CARTER HOTEL, WELCH, WEST VA.

BUFF HOTTLE SHOWS #1

Want for KANKAKEE, ILL., FAIR next week and a strong route of Money Fairs as follows: Bridgeport, Ill.; Jackson, Mo. (Homecoming); Trenton, Tenn.; Lawrenceburg, Tenn.; Florence, Ala.; Donaldsonville, La.; Franklinton, La.; West Monroe, La.; Rustin, La.; Leesville, La., and Jennings, La. —OUT UNTIL NOVEMBER 6—
Concessions: Need Hanky Pank Concessions of all kinds. Shows: Want 10-in-1 and Grind Show not conflicting. Louis T. Riley, of the Dan Lewis Shows, wire where I can get in touch with you.
All replies to BUFF HOTTLE, Mgr.
MILFORD, ILL., THIS WEEK.

MIAMI COUNTY FAIR, Converse, Indiana

AUGUST 10-13—FOUR DAYS AND NIGHTS

Want Concessions of all kinds. Shows with own equipment. Ride Help: Moon Rocket, Wheel and Rolloplane Foremen (Wm. Pulley, contact), long season. Mason, Mich., Fair follows. Side Show for Mason at no percentage.
SAM GOLDSTEIN
MAJESTIC GREATER SHOWS
Indianapolis, Indiana, 13th and Senate, till Aug. 8.

A. R. BRIGGS SHOWS

GARVER PARK, DOWNTOWN BRYAN, OHIO, AUGUST 11-14
Cash Awards, Free Acts, Matinee Thursday and Saturday.
DUNKIRK, OHIO, AUGUST 18-21
New Plymouth Given Away, Free Acts, Parades, Cash Awards.
CONCESSIONS: Want Fish Pond, Cork Gallery, Long and Short Range, Balloon Darts, Add-a-Ball, Slum or Jewelry Spindle or any non-conflicting Concessions. Want non-conflicting Rides. CAN USE GIRL SHOW FOR BRYAN.
FOREST, OHIO, CENTENNIAL, THIS WEEK.

WANT WANT WANT

SHADY COLORED BEACH, SMITHFIELD, VIRGINIA

Foreman for Ferris Wheel and Second Men for Merry-Go-Round and Chairplane.
Jack Mason and Harvey, contact me. All replies to
FRANK GEISLER, Owner
Phone: Smithfield 453-J-3 or Western Union.
Mail Address: Route 2, Box 626, Smithfield, Va.

GLADES AMUSEMENT CO.

Can use a few more Concessions that work for stock only. Also Agents for office-owned hankies.
WANT Ride Help—Foreman on Jenny, Comet and Kiddie Rides. This show positively out all winter in Florida.
Washington, Va., this week; Brandy, Va., next week.
JERRY SADDLEMIRE or JOHN KEELER

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- A. C. of A.: Chippewa Falls, Wis., 3-8.
- Alamo: Fairbury, Neb.; Norton, Kan., 9-14.
- American Beauty: (Fair) Fayette, Mo.
- A. M. P.: Davis, W. Va.; (Fair) Summersville 9-14.
- Babcock United: Van Nuys, Calif., 4-8; (Fair) Santa Ana 10-15.
- Badger State: (Fair) Waseca, Minn., 5-8.
- Baker United: Olney, Ill.; (Fair) Hartford City, Ind., 9-14.
- Beam's Attrs.: Confluence, Pa.; Middletown 9-14.
- Becht, Lee: (Bank & Baymiller) Cincinnati; (Liberty & John) Cincinnati 9-14.
- Bee's Old Reliable: (Fair) Shelbyville, Ky.; (Fair) Campbellsville 9-14.
- Belle City: Greendale, Wis., 2-5; Butler 6-8.
- Bernard & Barry: St. Hyacinthe, P. Q., 2-5; Waterloo 6-8; Victoriaville 11-15.
- Big Four: Berkeley, Ill., 4-8; Franklin Park 10-15.
- Big State: Manhattan, Kan.
- Bill's Greater: McBee, S. C.
- Blue Grass: Charleston, Ill.; (Fair) Princeton, Ind., 8-14.
- Blue Ribbon: (Fair) Monroe, Wis., 4-8; Wilmot 12-15.
- Blue Valley: Linneus, Mo., 5-7.
- Bogle, F. C.: (Fair) Phillipsburg, Kan.; (Fair) Colby 9-13.
- Boone Valley: Jefferson, Ia., 2-5; Rockwell City 6-8.
- Borderland: Beeville, Tex.
- Briggs, A. R.: Forest, O.; Bryan 11-14.
- Brodbeck & Schrader: Dighton, Kan., 2-6.
- Buck, O. C.-Model: Massena, N. Y.; Gouverneur 9-14.
- Burke, Harry: Church Point, La., 2-8; (Fair) Delcambre 9-15.
- Burkhart: Blandinsville, Ill.; Mendon 8-11.
- Capital City: (Fair) Boonville, Ind.; (Fair) Huntington 6-13.
- Caravella Am.: Greensburg, Pa.; Latrobe 9-14.
- Casey, E. J.: Kenora, Ont., 4-7; Dryden 9-11; (Fair) Rainy River 13-14.
- Cadlett Greater: Lawson, Mo., 3-4.
- Cadlett Greater, No. 2: Odessa, Mo., 4-7.
- Cavalcade of the West: Tapanish, Wash., 3-8; Dallas, Ore., 9-14.
- Central States: Shelton, Neb., 2-4; Trenton 5-8.
- Cetlin & Wilson: Niagara Falls, N. Y.; Jonia, Mich., 9-14.
- Chance, R. E.: (Fair) Cottonwood Falls, Kan., 4-6; Marquette 6-7.
- Chanos, Jimmie: Germantown, O.
- Cherokee Am.: Sapulpa, Okla.; Osawatomie, Kan., 10-14.
- Coleman Bros.: (Fair) Boonville, N. Y.
- Collins, Wm. T.: Fairmont, Minn., 5-8.
- Continental: Newport, Vt.
- Cote: Flushing, Mich., 3-7.
- County Fair: (Fair) Osceola, Neb., 2-5; Surprise 7-8; (Fair) Tecumseh 9-11; (Fair) York 12-14.
- Crafts Expo.: (Fair) San Mateo, Calif., 5-15.
- Crafts 20 Big: Springville, Utah.
- Cross Road Am. Co.: Sparta, Mich., 4-5; Edmore 6-7.
- Cumberland: (Fair) Alexandria, Tenn.; (Fair) Carthage 9-14.
- Cunningham Expo.: Shady Side, O., 4-7.
- Davis Am. Co.: (Fair) Pineville, Ore., 5-8; (Fair) Grants Pass 10-15.
- Del-Flore Am.: Norvelt, Pa.
- Deshro: Salamanca, N. Y.; (Fair) Waterloo 10-14.
- Dobson's United: St. Croix Falls, Wis., 6-8.
- Douglas: Tacoma, Wash.
- Down River Am. Co.: Augusta, Mich., 3-7; (Fair) Cassopolis 10-14.
- Draco Am.: Rockport, Ind.; Winamac 9-14.
- Draco Am., No. 2: (Fair) Hamlet, Ind.
- Drew, James H.: (Fair) Valparaiso, Ind.; Columbus, O., 9-14.
- Dumont: Gretna, Vt.
- Dyer's Greater: Manchester, Ia.; (Fair) Tipton 9-13.
- Eastern Am. Co.: Rockland, Me.
- Eddie's Expo.: Monessen, Pa.; California 9-14.
- Ellis, Doug: (Fair) Burlington, Ky., 5-7.
- Emshoff: (Fair) Union Grove, Wis.
- Evans United: Clyde, Kan., 4-7; Glasco 9-11.
- Ferris, Carl D.: Towanda, Pa.
- Franklin, Don, No. 1: (Fair) Faribault, Minn., 4-8; (Fair) Austin 9-15.
- Franklin, Don, No. 2: Oskaloosa, Ia.; Fairfield 10-14.
- Frontier: Evanston, Wyo., 3-7.
- G. & B. Rides: (Fair) Glenville, W. Va., 4-7; Rivesville 10-14.
- Gem City: (Fair) Belleville, Ill.; (Fair) Burlington, Ia., 9-14.
- Gentsch, J. A.: Amery, Miss.
- Georgia Am. Co.: Franklin, N. C.
- Gillette Bros.: Port Henry, N. Y.; Ticonderoga 9-14.
- Glades Am. Co.: Washington, Va.; Brandy 9-14.
- Gladstone Expo.: Springfield, Tenn.; Russellville, Ky., 9-14.
- Gold Bond: (Fair) Proctor-Duluth, Minn., 3-8; (Fair) Barnum 10-14.
- Gold Medal: North Battleford, Alta., 2-4; Prince Albert, Sask., 5-7; Leithbridge, Alta., 9-11.
- Golden Rule: Shade Gap, Pa.
- Gooding Am. Co., No. 1: (Fair) Xenia, O.
- Gooding Am. Co., No. 2: (Fair) Franklin, Ind.
- Gooding Am. Co., No. 3: (Fair) Hastings, Mich.
- Gooding Am. Co., No. 4: (Fair) Centerville, Ind.
- Gooding Am. Co., No. 5: (Fair) Rushville, Ind.
- Gooding Am. Co., No. 6: (Fair) Huntington, Ind.
- Gooding Am. Co., No. 7: (Fair) Elnora, Ind.
- Gooding Am. Co., No. 8: (Fair) Warren, O.

- Gooding Am. Co., No. 9: (Fair) Sidney, O.
- Grand American: (Fair) Maquoketa, Ia., 4-8; Ackley 9-10; (Fair) Waukon 12-15.
- Great Wallace: Elkins, W. Va.
- Greater Dixieland Expo.: Vinton, Ia., 2-6; Independence 10-13.
- Groves Greater: Alexandria, La.
- Hale's Shows of Tomorrow: (Fair) Buffalo, Mo.; (Fair) Savannah 10-15.
- Hames, Bill: Hico, Tex.; Alvarado 9-14.
- Hammond, Bob: Crane, Mo.; Rush Springs, Mo., 9-14.
- Hannum, Morris: York, Pa.; Harrisburg 9-14.
- Happy Attrs.: Forest, O.; Bowling Green 9-14.
- Happyland: Inlay City, Mich., 3-7.
- Hartsack Bros.: Parnell, Mo., 2-4; Jameson 6-7.
- Heller's Acme: Bayonne, N. J., 3-8.
- Helman United: Livonia, Mo.; Bevier 9-14.
- Heth, L. J.: (Fair) Harrisburg, Ill.; (Fair) Altamont 8-13.
- Hiawatha: Genoa, O., 4-7; Sylvania 10-15.
- H. & M. Am.: Norvelt, Pa.
- Holly Am. Co.: Chatsworth, Ga.; (Fair) Blue Ridge 9-15.
- Hottle, Buff: Milford, Ill.
- Hottle, Buff, No. 2: Farmer City, Ill.
- Howard Bros.: Lucasville, O.
- Hugo's Novelty Expo.: Eudora, Kan., 5-7; Wetmore 11-14.
- Ideal Rides: (Fair) Clay City, Ind., 3-7.
- Imperial: (Fair) Knoxville, Ill.; Mendota 9-10; (Fair) Princetonville 12-14.
- Interstate: Owensboro, Ky.; Clarksville, Tenn., 9-14.
- Johnny's United: (Fair) Greencastle, Ind.
- Kellogg, Robert D.: Mechanicville, N. Y., 9-15.
- Ken-Penn Am.: Rocky Grove, Pa.; Minerva, O., 9-14.
- Key City: Marion, Ind.; Greenfield 9-14.
- Kille, Floyd O.: Corning, Ia., 4-8; Centerville 9-13; What Cheer 14-16.
- Klein Am. Co.: Elmore, Minn., 4-5; Wells 7-19.
- Lakeshore Am.: Jacksonville, Ill., 2-5; Clarinda, Ia., 11-14.
- Magic Empire: Soda Springs, Idaho, 5-8.
- Majestic Greater: Indianapolis, Ind.; (Fair) Converse 10-13.
- Manning Ross: (Fair) Spray, N. C.; (Fair) Martinsville, Va., 9-14.
- Marion Greater: Sparta, N. O.
- Marks, John H.: Washington.
- McKenna's Rides: Elroy, Wis., 3-9; Cedarburg 10-16.
- Merzian's Midway: Indianapolis, Ia., 2-4; Grundy Center 5-7; Denison 9-12.
- Metropolitan: Alton, Ill.
- Meveder's Am.: Park Falls, Wis., 3-8.
- Midway of Fun: Cortland, Neb., 6-7.
- Midway of Mirth: Highland, Ill.; Albion 9-14.
- Mighty Hoosier State: (Fair) Peru, Ind.; (Fair) Bicknell 9-14.
- Mighty Page: Welch, W. Va.
- Miller Bros.: (Fair) Osgood, Ind.
- Missouri Valley: Lineville, Ia.; (Fair) Afton 11-14.
- Moore's Modern: (Fair) Oakley, Kan., 2-6.
- (Fair) Bladen, Neb., 9-13.
- Moran, Robert: Walnut Ridge, Ark.
- Mosher Am.: Grant, Mich., 4-5; Linden 6-8.
- Motor State: (Fair) Toledo, O., 4-8; (Fair) Argos, Ind., 10-14.
- Mound City: Mexico, Mo.; Elsbery 9-14.
- Mound City, No. 2: (Fair) Eldon, Mo., 4-7; Columbia 10-13.
- Mullins Royal Pine: Lubec, Me.
- Myers, Sony: (Fair) Missouri Valley, Ia.; (Fair) Avoca 10-13.
- Nelson, George W.: (Fair) Keosauqua, Ia., 3-6; Monroe 7; Brooklyn 9-10; Marble Rock 11-12.
- Nolan Am., No. 1: West Lafayette, O., 4-7.
- Nolan Am., No. 2: Commercial Point, O., 5-7.
- Norton's Rides: Deadwood, S. D., 2-8.
- Page Bros.: Danville, Ky.; Somerset 9-14.
- Palmetto Expo.: Wilson, N. C.
- Pan American: Bowling Green, Ky.; Monticello 9-14.
- Pan American Am. Corp.: (Fair) Torrance, Calif., 11-15.
- Parada: Archie, Mo., 5-7; Erie, Kan., 9-14.
- Peck Am.: Rantoul, Ill.
- Penn Premier: (Fair) Moundsville, W. Va.; (Fair) Butler, Pa., 9-14.
- Playtime: Buzzards Bay, Mass.; (Fair) Marshfield 8-14.
- Powelson Expo.: (Fair) Plain City, O.; (Fair) Waverly 10-14.
- Powelson Greater: New Lexington, O., 3-7; Croton 10-14.
- Prell's Broadway: (Fair) Nazareth, Pa.; Bedford 9-14.
- Putka, A. H.: Rantoul, Ill.; (Fair) Williams Port, Ind., 9-13.
- Raines Am. Co.: (Fair) Oswego, Kan.; Yates Center 9-14.
- Rainier: Seattle, Wash.; Morton 9-14.
- Raley, Harold: Oak City, N. C.; Freemont 9-14.
- Reid, King: Newcastle, N. B.
- Reithoffer: Canandaigua, N. Y.
- R. H. Chance Am.: (Fair) Cottonwood Falls, Kan., 4-6; Marquette 6-7; (Fair) Girard 9-12.
- Rocky Mountain Empire: Terrytown, Neb., 2-3.
- Roger Bros.: (Fair) Princeton, Minn., 6-8; (Fair) Pine City 9-11; (Fair) Farmington 12-15.
- Rockwell: Melvern, Kan.; Halstead 9-14.
- Rohr's Modern Midway: Pontiac, Ill., 3-5; Cullum 11-14.
- Rose City Rides: New Heaven, Mo., 6-8.
- Royal American: Winnipeg, Man.
- Royal Expo.: Fitzgerald, Ga.
- Royal Midwest: Marshall, Ill.
- Royal United: Leon, Ia., 2-4; Martensdale 6-7; Farnhamville 9-10; Baxter 11-12; (Fair) Garnaville 14-15.
- Rumble Greater: Terre Haute, Ind., 2-8.
- Schafer's Just for Fun: (Fair) Mondovi, Wis.; (Fair) Neillsville 9-14.
- Shan Bros.: (Fair) Russell Springs, Ky.
- Shoemaker-Shingler Rides: Limeridge, Pa.; (Fair) Tioga 9-13.
- Shorter: Mallard, Ia., 2-3; Traer 4-7.
- Siebrand Bros.: Great Falls, Mont.
- Skerbeck: St. Ignace, Mich., 6-8; Manistique 10-14.
- Smith's Funland: Humansville, Mo., 4-6; Rollo 11-14.
- Smith, George Clyde: Frostburg, Md.; Gal-Itzin, Pa., Aug. 9-14.
- Snapp Greater: Seymour, Wis., 2-8.
- Southern Valley: Walnut Ridge, Ark.
- Spartan Greater: Chatfield, Minn.; (Fair) Jefferson, Wis., 12-15.
- Star Am.: Heber Springs, Ark.
- Starlite: Minden, Neb., 5-7; Holdrege 9-12.
- State Fair: Pratt, Kan.
- Stephens, C. A.: Knoxville, Tenn.
- Stephens, Otto: Brighton, Ia., 3-4; Ollie 6-7.
- Sterling Crown: Danville, Ill.; Marion 8-14.
- Stipe's: Elk River, Minn., 2-4; Webster, Wis., 5-7; Hammond 9-11.
- Strates, James E.: Clearfield, Pa.
- Strong's Am. Co., No. 1: Clarks, Neb., 2-4.
- Wisner 6-8; Clarkson 9-10; (Fair) Madison 11-13.
- Strong's Am. Co., No. 2: Lindsay, Neb., 4-5.
- Stumbo Tri State: Bassett, Neb., 5-8.
- Sunset Expo.: (Fair) Webster City, Ia.; (Fair) Rochester, Minn., 11-15.
- Tasell, Barney: Quantico, Va.; Chillum, Md., 9-14.
- Tatham Bros.: (Fair) Roberts, Ill., 4-7; (Fair) Bloomington 9-12.
- Tennessee Valley: Dickson, Tenn.; Lebanon 9-14.
- Thomas, Art B., No. 1: Northome, Minn., 2-3; Baudette 4-6; Littlefork 7-8; Bemidji 9-11; Hibbing 12-15.
- Thomas Joyland: Scottsburg, Ind.
- Tidwell, T. J.: Duncan, Okla.
- Tinsley, Johnny T.: Taylorville, N. C.
- Tip Top: (Fair) Green Lake, Wis., 6-8; (Fair) Medford 12-15.
- Tivoli: Mankato, Minn.; (Fair) Canby 9-14.
- 20th Century: La Crosse, Wis.

- United Expo.: Maywood, Ill.
- United States: Belle, W. Va.
- Van Billiard, D.: Seaford, Dela.; Salisbury, Md., 9-14.
- Veterans United: Starbuck, Minn., 2-4; Clara City 5-7; Springfield 9-10; (Fair) Arlington 12-15.
- Victory Expo.: Durango, Colo., 2-8.
- Virginia Greater: Snow Hill, Md.; (Fair) Weirwood, Va., 9-14.
- Vivona Bros.: Cortland, N. Y.
- Volunteer: Greenville, Tenn.
- Wade Greater: (Fair) Greentown, Ind., 3-7; (Fair) Bluffton 10-14.
- Wade, W. G.: (Fair) Muncie, Ind.; (Fair) Warsaw 9-14.
- Wallace Bros.: Delavan, Wis.; Janesville 9-14.
- Wallace Bros. of Canada: Sudbury, Ont., Canada; Peterboro 9-14.
- West Coast: St. Helens, Ore.; Gresham 9-22.
- West Coast Expo.: Sonora, Calif., 3-8; Napa 10-15.
- Western: Coulee Dam, Wash.
- Western Expo.: Boulder, Mont., 4-9.
- Wilber's Wolverine: Cadillac, Mich.
- Wilcox, Dick: Machias, Me.
- Wilson Famous: Mount Sterling, Ill.; (Fair) Cambridge 10-13.
- Wolf Greater: Rush City, Minn., 4-7; Le Center 9-11.
- Wolfe Am. Co.: Creswell, N. C.
- World of Mirth: Bangor, Me.
- World of Pleasure: Fowlerville, Mich.; Bay City 10-14.
- World of Today: (Fair) Wadena, Minn., 2-6; (Fair) Springfield, Mo., 12-20.
- Young, Monty: Weiser, Idaho, 3-7; Caldwell 9-14.

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- Gould, Jay: Odebolt, Ia., 3; Guthrie Center 4-5; North English 6-8; La Porte 9-10; Armstrong 11-12; Jordan, Minn., 13-15; Staples 16-17.
- Hagen Bros.: Newburgh, N. Y., 3; Haverstraw 4; Mount Kisco 5; Port Washington 6; Glen Cove 7; Amityville 9; Huntington 10; New Hyde Park 11.
- Hunt Bros.: Brewster, N. Y., 5.
- Kelly-Miller: Plentywood, Mont., 3; Crosby, N. D., 4; Kenmare 5; Stanley 6; Watford City 7; Killdeer 8; Hazen 9; Hebron 10; Mott 11; New England 12; Beach 13; Baker, Mont., 14; Bowman, N. D., 15; Hettering 16; Lemmon, S. D., 17; Moberge 18.
- Kelly-Morris: Beckley Springs, W. Va., 3; Martinsburg 4; Waynesboro, Pa., 5; Frederick, Md., 6; Hanover, Pa., 7; Carlisle 9; Harrisburg 10; Steelton 11; Myerstown 12; Pottstown 13.
- King Bros.: Amsterdam, N. Y., 3; Troy 4; Albany 5; Poughkeepsie 6; Newburgh 7; Allentown, Pa., 9; Reading 10; Lancaster 11; York 12; Harrisburg 13; Chambersburg 14; Front Royal, Va., 16; Harrisonburg 17.
- Mills Bros.: Clinton, Mass., 3; Framingham 4; Canton 5; Whitman 6; Middleboro 7; Sandwich 9; Yarmouth 10; Orleans 11; Provincetown 13; Onset 13-14.
- Packs, Tom: Easton, Pa., 4; Warren, O., 9; Williamsport, Pa., 10.
- Polack Bros' Eastern: Bloomington, Ill., 4-5; Peoria 7-10.
- Polack Bros' Western: Reno, Nev., 4-7; Klamath Falls, Ore., 10-11; The Dalles 13-14; Seattle 18-22.
- Richards Bros.: Berlin, Md., 3; Pocomoke City 4; Princess Anne 5; Crisfield 6; Parkesley, Va., 7; Snow Hill, Md., 9; Delmar, Del., 10.
- Ringling Bros. and Barnum & Bailey: Fort Wayne, Ind., 3; Defiance, O., 4; Postoria 5; Sandusky 6; Canton 7; Dover 8; Cleveland 9-11; Toledo 12; Detroit 13-15; Port Huron, Mich., 16; Flint 17; Saginaw 18.
- Von Bros.: Lake Hopatcong, N. J., 4; Newton 5.

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Mankato, Minn., this week; Canby, Minn., Fair to follow.

GOPHER BIZ SPOTTY

Skids Reported, Altho Outlook Appears Okay

SHAKOPEE, Minn., July 31.—Spotty business at Minnesota roller rinks is reported by Paul G. Steinkopf, editor of the MRROA News, official publication of the Minnesota Roller Rink Operators' Association, following recent visits by him at a number of rinks in the State. In some cases business was reported higher, said Steinkopf, but for the most part operators said business was off since close of the school year.

Meanwhile, new rink construction has continued in the State, indicating that operators see no permanency in the current skid. A new rink is being built south of New Ulm. This is in addition to the one in the New Ulm Armory, operated by Robert Yackley.

At Hutchinson, Ted Hanson's new rink building is going up on schedule. The new spot, measuring 84 by 140 feet, is slated to open in early September. Hanson's Armory Rink closed in late June.

More new construction has been completed in Rush City where Mr. and Mrs. Warren Moulton, operators of a rink there, recently built a drive-in and are operating it in connection with their rink. Moulton built the drive-in and Mrs. Moulton painted it. The Moultons closed their rink in mid-

July for about a month. During 10 days of that span the building will be rented for a religious convention. The remainder of the time will be utilized by the Moultons for vacationing and preparing the rink for the new season.

Mr. and Mrs. Clayton Anthony, operators of a rink at Blue Earth, closed a queen contest June 30. A large crowd of patrons, in addition to a number of rink operators from surrounding towns, were on hand for the coronation. Three skating acts were offered as added entertainment features. Mr. and Mrs. Yackley passed up the July 26 meeting of the MRROA at Izaty's Resort, Onamia, location of Warren Hendrickson's rink, to take in the national meeting and contests of the Roller Skating Rink Operators' Association in Denver.

Robert Yackley, the New Ulm operator, also recently completed a queen contest at his rink. He reported the affair a success, but not as much as he had hoped. He attributed lack of interest on the part of local skaters to a minimum of promotional effort on his part, and stressed the importance of proper promotion in making such events successful.

Invents New Rink

CINCINNATI, July 31.—Bill Wade, local ice skater who in the past has appeared in Sonja Heine shows, on the "Toast of the Town" TV show and at ice revues at the St. Regis and New Yorker hotels in New York, has devised a portable rink for his act.

The eight-foot-square unit stands three and a half feet off the ground and is completely portable, permitting its movement on and off stage with ease and speed. Wade is said to be the only ice skater to perform on such a small rink.

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BOTH SCARED, SO IT'S A TIE

DENVER, July 31.—Nancy Jean Blenman, Lake Orion, Mich., was elected roller queen by a dozen prominent radio and TV personalities at the RSROA contests in Denver this week. The lovely Michigan lass was kept busy during the entire week with personal appearances at Denver civic clubs, guest appearances on radio and TV shows and her regular duties of presiding as queen over the festivities. As part of the promotion of her first appearance on TV, Queen Nancy had local TV star, Pete Smythe, put on roller skates. Nancy said she was just as scared of the TV cameras as Pete was of the skates.

Corey Loses Out in Bid At Milford

MILFORD, Conn., July 31.—Operation of a roller rink by Albert E. Corey here in the former gymnasium of Arnold College at Pond Point appears to be defeated by the report from John J. Desmond, local town manager, that the University of Bridgeport, owner of the building, has notified Corey of a change of mind about leasing the building to him for that purpose.

Corey, who operates 18 roller rinks thruout the State, had planned on renovating the building to accommodate at least 600 persons and had already secured a permit from the local building inspector.

A delegation of more than 100 persons of the area where the rink was to be located appeared before a meeting of the Board of Police Commissioners to register opposition to the proposal, and at that time presented a petition bearing the signatures of 230 persons who similarly opposed the proposal.

DRIVE-INS

CONNECTICUT Superior Court Judge William J. Shea has denied an appeal from State Police Commissioner John C. Kelly's action in approving an application by the Groton Open Air Theater, Inc., for permission to build a drive-in theater at Groton, Conn. At the same time, Judge Shea has directed Kelly to grant permission for the theater. The appeal had been filed by Groton residents who charged that presence of the drive-in would result in a litter of paper in the area and an excess of carbon monoxide gas in the air from cars. . . . Some 300 persons attended a testimonial dinner recently honoring Attorney Steven E. Perakos, corporation counsel for Perakos Theater Associates, New Britain, Conn., who has been named New Britain police court prosecutor. Guests included Peter Perakos, president; Sperie Perakos, general manager; John Perakos, assistant general manager; Peter Perakos Jr., office manager, Perakos Theaters; Dr. George Perakos, and Nick Kounaris, Kounaris-Tolis Connecticut Theaters. . . . Secretary of state has issued a certificate of incorporation to Hucks Bros. & Ladd, Inc., Myrtle Beach, S. C., to own and operate drive-in theaters and places of entertainment. Authorized capital stock is \$35,000. Ryan Hucks is president. . . . A 101-by-49-foot screen is planned for the soon-to-open Hi-Way Drive-In Theater between Frackville and Ashland, Pa. Paul Kerrigan is operator of the theater. . . . In New Cumberland, Pa., Judge Ray P. Sherwood dissolved a preliminary injunction against pickets who held up construction of a drive-in. According to the original complaint, the union demanded that the drive-in bind itself to use only union labor to operate its projection machines when it goes into business. The complainant, the Shore Drive-In Theater, Inc., sought the injunction when construction workers refused to cross the projectionists' picket lines. The drive-in is near the Harrisburg, Pa., Municipal Airport. . . . Bill Whyte, former owner of the Star, Harrisburg, Pa., and for the past two years a resident of Sarasota, Fla., is back supervising the Roosevelt and Lincoln drive-ins, Philadelphia, for Neil Hellman.

ROADSHOW REP

FRITZ DUDE, San Antonio, reports that he has set plans to take out his first road show during late September or early October. For the most part it will be a solo show, said Dude, featuring him in magic and a bit of mentalism. If available, he intends to feature talented people in guest spots. Dude, who plans to use San Antonio as headquarters, says he is setting up a solo outfit because the nut is too high for a show which is loaded with people. . . . Writing from Roxbury, Mass., L. S. Stevens has this to say about Tom shows: "Billy Lincoln has as many as a half dozen that went out of Boston when he was operating and all were under different names. They had to be or Billy would have been hard up to get cast or paper. Tom Bryant, whose name has been mentioned, was one of the old-timers around Howard Street, Boston, when I was a kid. He never rose to the place he should have due to his many failings, but as an actor of old Negro parts he had few superiors. As to Rockwell, of 'Sunny South' fame, he had one or more winter Tom shows that played in the Down East section, mostly in Maine or Nova Scotia, which were the usual stamping grounds of roadshows out of Boston. These were hall or opera house shows. 'Sunny South' was a tent show and perhaps the best of its kind. Rockwell spared no money. Punch Irving, the circus man, had a Tom show. In fact, I think he was interested in several Tom shows. The old printing house on Albany Street, Boston, perhaps got out more paper for Tom and 10-20-30 shows than any other printing house. This was the Boston Show Print. Like the Tom shows, it is gone." . . . K. L. Blanchett writes from Pocatello, Idaho: "Met few small shows in this area during the past winter, and it's just as well, as things have not been too good and the weather was terrific. As for tent shows, they are up against it, I believe. The drift is toward fewer performers and more glamor of the type that needs no flesh." Blanchett also reported that he met the Carol Players during the past winter. He reported it to be a good show. He also bumped into Joe Ely and wife, who were playing schools, a business which is not too hot in the area.

Swain Into Tape Field

SARASOTA, Fla., July 31.—Hack Swain Productions here has entered the tape recording field for roller skating, issuing tapes under the trade name of Musikon. Hack Swain, electric organist, does the recording. His firm has already recorded four tapes for the rink trade, each running approximately 30 minutes. They embrace fox trots, waltzes, marches, two-steps, tango, schottisches, polkas and blues.

863 Skaters Vie For RSROA Honors

DENVER, July 31.—The 17th annual American amateur roller skating championships of the RSROA closed here this week with one of the largest number of contestants in history on hand to compete for nearly 300 awards. More than 863 entries from all parts of the nation, representing champions in all seven regions were on hand for this year's meet at Harry Sigman's 4,000-seat capacity Mammoth Gardens.

Champs Defend Crown

Laurene Anselmy from Pontiac (Mich.) Roalladium was on hand to defend her senior ladies' figure and free skating crowns which she has held for three years. At press time she was favored to win, even the competition from such stars as Gloria Alvshire of the Venetian club, Miami; Pat Barrett, New Dreamland club, Newark, N. J., and Nancy Albright of the Skateland club, San Diego, Calif., is formidable. Other defending champions include William Kinney, Mammoth Gardens, Denver, men's speed champion and member of the champion men's relay team from Denver, also defending it's title this year. Arthur Kerwin, Southgate skating club, Seattle, defends his senior men's singles crown, and William Pate Jr. from the Rolladium club, Pontiac, Mich., fights to hold his senior men's figure skating title.

Altho the usual 100-point scoring system was used, the addition of speed order systems, in which each skater had an individual card and was judged on this

card, speeded up final tallies, enabling judges to announce the winners of each event less than 15 minutes after completion of the contest.

Dick McLaughlen, head professional instructor at St. Louis Arena, pointed out that this year's contest got off to a fast start with more power skating earlier in the meet than in past years. "Even tho we have a larger entry list, events are moving off fast and early in the week and we were ahead of our published schedule of events," he pointed out.

Final results will be published in an early issue of The Billboard.

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Coney Island, N. Y.

Continued from page 53

productions. . . . Dave Rosen's Wonderland talent has been reinforced by Jolly Jenny, fat girl, and Pimiento and Munequeta, rumba and Latin dance team. . . . Jean Breese, operator of several concessions, has a new glass pitch game in New Luna Park. A nickel is the price and glassware comprises the prizes. Her other possessions are Coke bottle games.

Mr. and Mrs. Nat Faber, of Faber's Fascination and other amusement interests in Coney, Rockaway and Long Beach, will be among those attending the convention of the National Association of Amusement Parks, Pools & Beaches on August 10-11 in Dorney Park, Allentown, Pa. Mr. Faber is a long time member of the org. . . . With the whale off the Island because of a fire, former employees, Robert Baxter, a Texan, who had been in charge of canvas and tent departments, and his wife, June, cashier, are new Island concessionaires with a Skin-the-Wire game at Bowery and Nathan's Walk, which they will take to the Dallas State after Coney closes. Mrs. Baxter is a Coney native and resident. . . . Sid Daiell and his wife, Mildred, assisted by Gene Holstein, have split their balloon game concession on Surf, one half of which remains balloons and, the other half, a ring-the-duck game.

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Torrid Temperatures Hit Afternoon Turnouts; Night Crowds Are Strong

DECATUR, Ill., July 31.—Ringling Bros. and Barnum & Bailey Circus, despite high temperatures and drought conditions in Southern and Central Illinois, has been doing good business. Matinees in most cases have suffered from the 100-degree-plus heat but night performances have in most cases pulled three-quarter or better crowds.

On Wednesday (28) the afternoon crowd half filled the big top while the night show produced almost a full house and did it despite rain.

Jacksonville, Ill., played the day previous, was almost a carbon copy of the Decatur date, altho the afternoon turnout was lighter.

Natives of Paducah, Ky., turned out in full force Saturday (24)

and officials reported they had one of the biggest matinees of the road tour thus far this season. Night rowd was equally large. Matinee at Paducah started 45 minutes late due to late arrival of the train.

Jeffersonville, Ind., played Tuesday (22), yielded a half house in the afternoon and a full tent in the evening.

Massena, N. Y., Gives King A Big Day

MASSENA, N. Y., July 31.—King Bros.' Circus moved in here Wednesday (28) on the heels of Hagen Bros.' Circus, yet chalked up two strong overflow houses. Hagen showed here Saturday (24).

More than 3,000 turned out for the 11:30 a.m. parade and then trekked out to the lot to view the performance. Stand, which was under Shrine auspices, had cloudy, warm weather for most of the day.

Roy Peugh, press agent for the O. C. Buck-Model Shows, which opens here Monday (2), visited Owner Floyd King. Captain John Smith is working the Liberty horses since Milt Herriott left. Twinkles Gregory has recovered from her recent illness.

Mills Hits Pay Dirt in New York Trek

Does Three Shows At Rochester, N. Y., Straw at Syracuse

SYRACUSE, July 31.—Mills Bros.' Circus played a North Syracuse lot Friday (23) to a two-thirds matinee and a straw evening, to make this spot stand out with most of the other New York State dates played by the organization. Under auspices of the Masons, and given good local press, show had an ideal day and a good lot.

Auburn, played Thursday (22) had a big matinee and a half filled tent at night. At Rochester the show did three performances to take care of the overflow. Mills is in the same territory as three other shows, leaving here to cross paths with Hunt Bros.

Gil Gray Wins At Winner, S. D.

WINNER, S. D., July 31.—Gil Gray Circus pulled in three bumper crowds and one good turnout at its two-day stand here, Thursday and Friday (22-23) under Shrine auspices.

Both night shows and the first matinee were almost full with the second day's afternoon show performing to half filled seats. Show's parade, which kicked off the opening day performance, was an hour late.

Small Montana Spots NG for Kelly-Miller

CHESTER, Mont., July 31.—Al G. Kelly & Miller Bros.' Circus tour of Montana took a sudden dip in recent days and the best crowd of the week was registered here Sunday (25) when the org came up with a three-quarter house at the matinee.

Show has been playing a series of small towns in recent days, many of them boasting a population of only a few hundred. Those attending bought the best tickets, but there weren't enough. The few scattered big towns in the State are preparing for their annual fairs and thus traveling shows are kept out. At Browning, Mont., on Friday (23) most of the customers were Indians from the Blackfoot reservation. A good number of the personnel

visited the Shelby fair during the stay here.

Organization is moving toward North Dakota where business is expected to improve. Advance reports on the harvest in that State are excellent.

R-B Adds 14 Bulls for '55; Aims for 50

SARASOTA, Fla., July 31.—Fourteen newly imported young elephants have arrived at winter quarters of Ringling Bros. and Barnum & Bailey Circus here. They are to be added to the herd of 26 now with the circus and four older ones in quarters, starting with the '55 season.

John Ringling North is aiming at a goal of 50 elephants for next season. In addition to the newly arrived ones, which have been expected for some time, the show is expected to buy several more Indian elephants.

There are also reports that the show is to have a large African elephant next season. However, a shopping expedition planned earlier never came off and it was not confirmed that another one has started. Apparently the show's agents do not have a specific elephant in mind but may seek out a large one by next spring.

De La Muerte Tabs Okay Biz

RIO BRAVA, Mexico, July 31.—Circo de La Muerte railed here recently after a good seven-day stand in Matamoros, one of several stops on its border trek.

Show normally moves in baggage cars altho several trucks and trailers go overland and some of the performers travel in their own house trailers. On long jumps the trailers are moved on flats. In addition to the main show, the organization has a Side Show, Girl Show and a menagerie. The latter is made up of 15 monkeys, 6 lions, 1 bear, 10 horses and ponies.

In line with most Mexican shows, performance is given in one ring and the top seats upward of 4,000. Performance runs two and a half hours with prices at a 64-cent top in U. S. currency; reserved seats, 48 cents; general admission, 32 cents and children under 3, free. Main attraction on the final night of a stand is a fight to the death between a bull and either a lion or bear.

Show is owned by the Rodogel brothers. Other staffers are Hans Ruker Hero, general agent; Santiago Silva and Jose Ruiz, representatives; Gilberto Mendoza, band director, and Bloino Ramos, director de pista.

Talent includes Las Aguilas Humanas, high act; Ezqueda Brothers, flyers; Guatemaltecos (6), acro; Las Harmanitas Rodogel, juggling; Carlos Ezqueda, wire; Famoso Payasos (5), aerial ballet; Rodogel Brothers, perch and acro; Raul Ezqueda, rolling globe; Andres Rodogel, lions; Rodogel family, bareback, and five clowns.

Bear is one of the biggest concession items. Coke also is sold and a candy pitch is used.

Gould Wins At N. D. Spot

WISHEK, N. D., July 31.—Jay Gould Circus pulled strong night crowds during its three-day stand which wound up here Saturday (24). Matinee crowds, due to the heat and the fact that harvesting is going full blast, were light. Show's parade kicked off the three-day appearance.

Hold Final Rites For Ernest Krause

HOLYOKE, Mass., July 31.—Funeral services were held here Wednesday (28) for Ernest John Krause, 71, former showman, who died Sunday (25). In his younger days, he had been with the Ringling show and the Annie Oakley Buffalo Bill Circus. For the past 50 years he was associated with a book firm here in Holyoke. He leaves his wife, Lillian, six sons and a daughter.

CIRCUS REVIEW

Speedy Presentation Highlights Packs Show

By TOM PARKINSON

INDIANAPOLIS, July 31.—With a performance that bore Packs' trademarks and a line-up of top-caliber acts, the Tom Packs Circus played to good business under police auspices at Victory Field here Friday and Saturday (23-24).

The program added up to good entertainment marked by speedy presentation, attractive props and costumes and wide variety among acts that worked in perfect weather.

Opener was the Olympic Aerial Bears, owned by Cuneo and worked well by Charlotte Waich. This is a big arena act that shows a large number of bears of various types. Leap thru a fire hoop, forepaw walk and slide are good, but it is the aerial bit that sets this act apart so far as the public is concerned. Bears are elevated on the same rigging from which the trainer does a teeth suspension.

A quick switch takes attention far aloft to the Sky Devils (4) for good work with high trapeze, rings, iron jaw and breakaway. Foot suspension and handstand at the top of the rigging peak the turn.

A five-act display has the Eddies (Zacchins) and Valentinos on trampolines, the Snyders with ground bars and the Bolanos in head balancing. Centered in this display are the Ghezzi Brothers, knockout comedy, that uses a plank, high ladder, chair and other props for work that is funny and reminding of Willi West & McGinty. Luciana and Friedel present their Lippizaner mounts in fine high school riding.

Five Arturos The Arturo high-wire act now includes five persons, two of whom appear first in street clothes and work comedy. This turn has been altered to its benefit so that the comedy angle is held in line and straight feats on the wire again get attention. The result is a well-balanced act that would please in many types of places.

Another multi-act display includes two Scandinavian cycle acts, Paio and Mai and Lott and

Anders; Lola Dobritch's accomplished wire walking, and Los Del Morales, high perch. The latter trio uses a head perch and the understander almost never touches the handle bars as the girl performs.

The Tom Packs Elephants, known since they were infants as one of the best in the business, hold the center ring in a display that includes Helen Haag's Chimps and Taylor's Boxer dogs. James and Jo Madison lead the elephants thru their rapid routine. The Haag act has augmented its offering with chimps that ride very high unicycle and bicycle for a good bit, and Taylor's dogs provide a novel turn that takes the big doys thru a Liberty-style act. They use a brief bit of the boxers popping balloons as a wind-up.

Another Packs importation is the Rhodins high-thrill act. Part of the well-known Swedish circus operating family, these performers work on a high mounted revolving ladder. One counter-balances while the other does trapeze and ring business from the ladder. Then both perform as the ladder revolves. This high act uses fireworks normally but the materials were not available here.

Flyers Good

After intermission, the Flying Zacchins and Bill Valentine's Flying LaVals work simultaneously. They do double full twist-ers and passing leaps for good results. Some of the impact was lost here because, tho there was a special announcement at the first of the act, there was neither announcement no fanfare at the beginning of the feature tricks. Positioning of the rigging on the

(Continued on page 67)

Clyde Opens Indoor Season October 14

KINGSTON, N. Y., July 31.—Clyde Bros.' Circus will open its indoor season October 14, Howard W. Suesz, owner, announced. Suesz was here today with Hagen Bros.' Circus, his outdoor org.

Beatty Pulls Okay Despite B. C. Obstacles

REVELSTOKE, B. C., July 31.—Clyde Beatty Circus continued to pull in good crowds in British Columbia, and was doing it despite obstacles. Stand here Saturday (24) produced a half house in the afternoon and a three-quarter crowd that evening.

Show was the first circus here since 1947 and despite small population and a plague of mosquitos, both performances played to good turnouts.

At New Westminster, B. C., Monday (19), the show followed the city's birthday celebration by two days, yet wound up with two three-quarter or better houses.

Show's route in Alberta and Saskatchewan will take it into towns that had fairs two weeks to a month earlier.

Hagen Blows Matinee at Whitehall

WHITEHALL, N. Y., July 31.—Hagen Bros.' Circus arrived here too late Tuesday (27) to give an afternoon performance but hit pay dirt at the evening show with almost a full house. Show was delayed by the long haul from Plattsburgh, N. Y., and the breakdown of the property truck and the vehicle hauling the big top en route.

Show has been crossing paths with both King Bros. and the Hunt show in its tour of Northern New York, and personnel from all three orgs have visited.

Recent visitors included John Bundoc, John Toy, Phil Enes, Mrs. Lillian Pierce, Freda, Ruth, Clodine and Sandy Conly; Agramonte and Rosales.

Kelly-Morris Hits in Pa.

ROARING SPRING, Pa., July 31.—Kelly-Morris Circus racked up two good crowds here Wednesday (28). Afternoon show produced a three-quarter house with the night performance going off before a full big top. Stand was sponsored by the local Rotary Club.

Macey Madellis, R-B Usher, Killed

CISNE, Ill., July 31.—Bronis (Macey) Madellis, usher on the Ringling Bros. and Barnum & Bailey Circus, was killed near here Monday (26) when his car went off the road and crashed into a tree. Madellis, who closed with the show this week, was accompanied by two others, who were also killed. They were John Meinhart, Wooster, O., and Bernard Robert Brenman, Brooklyn.

Circo Mexico Tours Border

MATAMOROS, Mexico, July 31.—Gran Circo Mexico opened a 12-day stand here Saturday (24) on its tour of the United States-Mexican border, setting down just across the river from Brownsville, Tex. Following its stand here, the org will move west to another border town, Reynosa.

The show, which travels on trucks, carries several carnival rides and a Side Show. It sets up in Mexican style, one ring, with reserved seats up to the ring curbs. Bleachers are then placed around the tent to a height of approximately 20 feet.

Menagerie includes a chimpanzee, 1 elephant, 10 lions, 2 llamas, a coyote, a leopard, one codi mundi, cage of wild hogs 3 black bears and 18 horses and ponies. An eight-man band provides the music and two shows are given during the week at 8 and 9 p.m. unless business is extra good. On Sundays, three performances, at 4, 6 and 9:30 p.m., are held.

Nehemias Macias is top staffer with Simon Macias as director of the performers; Agustin Mendez, representative, and Oscar Nandler, press agent. Prices are 56 cents in U. S. currency for ring-side reserves; second and third row, 48 cents; general admission, 40 cents and kids over 7, 16 cents.

Performance includes Captain Mendez, lions (3); Professor Martin and Esmerelda, llamas; Senorita Mancias, human propeller, high school horse; Bob and Sisters, trampoline; Joven Agullar, cloud swing; Nino Mendez, tight wire; Raymond Star, hand balancing; Berton Brothers, perch; Roberta, single trap; Aurea, juggling; Tina and Higinia, hand balancing; Hermantas Barrera, iron jaw; Yolanda La Foca, cloud swing; Martinez, Liberty horses; Susy, elephant act; Sofia and Bertha, traps; Elvia Perciado, steel wire; Hermanas Agullar, traps; Bertha and Bobby, juggling; Macias Brothers, contortion; Hanos Paco Brothers, hand balancing; Srita Noemi, single trap; Biuri, chimp act, and Sara Macias, bears.

Rob Ring Office Wagon

PENNS GROVE, N. J., July 31.—The office wagon of Ring Bros.' Circus was robbed of an undetermined amount of money near here Friday (23). The truck was found abandoned in Millville but the driver was not located.

UNDER THE MARQUEE

By TOM PARKINSON

Continued from page 62

tised in connection with its movie, "Ring of Fear."

Eddie Zacchini recovering from a fracture, is working in his flying act again altho he walks to the rigging on crutches. . . . Van Wells, now working a concession spot in Indianapolis, visited his former partner, Happy Kellems, who now is clowning with the Tom Packs Circus. . . . The Arturo Family, high wire, plans a trip to Europe this fall, with dates in England and Austria. . . . Tom Packs personnel had a party in Wheeling W. Va., with a program that included burlesques of the acts.

John Ringling North has sailed for Europe after changing his earlier plan by which he would have stayed with the show all season. Henry (Buddy) Ringling North remains on the circus. . . . "South Pacific," company with which Al Butler, former circus contracting agent, has been for some time, is closing temporarily. . . . John Cuneo Jr., Libertyville, Ill., has put a third bear act into the field with a series of dates in the Dakotas. The new one is in addition to the Hawthorn-Melody Bears and Olympic Bears.

"Clown," biography of Emmett Kelly, is going into a fifth printing. . . . Otto Scheiman and Johnny Vogelsang caught the George W. Cole Circus and the Miller-Woodcock elephant act recently. . . . Jack Powers, owner of the Hotel Orlando, Decatur, Ill., threw a party for Felix Adler while Ringling was in Decatur. Hotel has an oil painting of Adler which it purchased in a recent art show.

Si Rubens, who formerly had Rogers Bros.' Circus and Bill Bailey Minstrels, has stored his equipment and is handling some local promotions at Charlotte, N. C. . . . The Melvin Olsens' fans caught Tom Packs' Circus at Indianapolis.

Donna Pyle and family (web act) joined King Bros recently. Carl Conley, of the Riding Conleys, celebrated his eighth birthday at St. Johnsbury, Vt. (20), and was host to the whole show.

During the Polack Bros.' Western unit stand at Santa Cruz, Calif., Louis Stern, managing director, was a guest of W. C. Wright, president of the California State Fair Association at Wright's summer home there. En route to Eureka, Calif., Stern stopped off at Santa Rosa, Calif., where he was a guest of Jack Liebow, secretary-treasurer of the Sonoma County Fair.

In the King Bros.' Side Show Henry and Sandra Lee Thompson are doing their impalement act and knife throwing as well as

working Punch and doing sword swallowing. The Thompsons, after 10 years in show business, plan to retire from the road next year. They will open a "Grocery" in his home town of Vicksburg, Miss. Mrs. Thompson hails from Springfield Ill.

With the Ken Griffin revue playing fairs for the Boyle Woolfolk agency are Miss Helaine, aerialist, and the Two Eddys, wire act. Both acts were with King Bros.' Circus earlier this season and recently concluded several dates with the Tiny Hill orchestra.

Ayres Davies, former owner of the show bearing his name, is with a construction firm in Ormond Beach, Fla. . . . Miss Happy Harrison, of dog and pony note, stopped off in Chicago last week en route from Lombard, Ill., to her Hartford, Mich., home. Reports she'll play the Big Top TV program on August 14. Jon Friday, trapeze performer, who also hails from Hartford, is back home after his stint at Steel Pier for George Hamid and a two-week run with the Kelly-Morris organization.

Two reticulated giraffes, first to enter this country in two years, have been delivered at the Philadelphia zoo. They were imported thru Hagenbeck Tierpark, Germany. Hoof and mouth quarantine has prevented importations for two years. These make a total of 17 giraffes the Philadelphia zoo has owned since 1874.

Siebrand personnel are enjoying the good weather, Joe Hodges Hodgini, reports. The July 17 performance at Kapispell, Mont., was promoted by Jim Harris, org's press agent, who got a druggist to sponsor the show. Matinee was preceded by a morning show in the center of town in which Ida Mae Brayman, organist, Frank Roche, Rudy Mueller and his elephants and the Hodgini Trio participated. Ballrooms and other giveaways helped pull the people. . . . Glacier National Park was visited by many. Frank Roche celebrated his birthday. Ida Mae Brayman's niece and nephew came on for a short vacation. Two of the side trucks are being re-framed into midway stands.

Notes from the George W. Cole Circus by Leona Hill: Don R. Fiske and Ted LaVelda have joined to work in a clown act. Wesley Speich has been on the sick list. Corky Clark received word from Hugo, Okla., that his brother had been killed. Jack Todd is now assistant boss canvasman. One of our trucks was involved in an accident recently in Allegan, Mich. Going up a grade its motor stalled and the brakes wouldn't hold. It rolled backward, crashing into a light pole and tearing down some wires.

Edward Reed, former banner and 24-hour man with the Barrett Bros., Lewis Bros., and Hunt Bros.' shows, is now in the advertising business in New York. . . . After closing with Clyde Bros.' Circus, the Flying Siegrists played a July 4 celebration in Cedar Rapids, Ia. The act, which features Helen Siegrist in a blindfolded double somersault, jumped from Cedar Rapids to Hershey Park, Hershey, Pa., for a date.

Prof. Willie J. Bernard, Hancock, N. H., reports he recently visited several carnivals and King Bros.' Circus. Bernard, who plans a vacation trip in Maine, said he bumped into McLean Fleming, legal adjuster of the King show, in Manchester, N. H., recently.

Don and Martha Smith, fans, caught the Ringling show in Columbus and Springfield, O., where they visited with W. E. Lawson, Bill Ballantine and Dick Anderson among others.

Gabby and Kitten Wyn have joined with their aerial act, the Girl in the Moon. Johnnie and Ernie (Blinko) Burch are getting a pup tent for their dog. Merle Cook spends most of his time painting his props with strobolite paint so the rest of the performers can see him coming in the dark. The girls in the dressing room gave a going away party for Jane and Red Russell who are leaving for California where they are building a new home. Frances Rooks is now doing single traps. Frank Scallion, veteran clown, is on his third season with King Bros. Creator of the familiar "swanky" clown character, Frank started his career with the old Forepaugh-Sells show.

Mr. and Mrs. Al Videbel and Cosmar visited recently with Peggy and Shorly Sylvester on Von Bros.' Circus. . . . Visiting Ray Brison on Hagen Bros.' Circus recently was his wife, Claire.

Geo. W. Cole Circus notes: Business in Ohio was fair. Circus fans visiting in Three Oaks and Casopolis, Mich., included Johnny Vogelsang, Niles, Mich.; Robert Rauffer, Elkhart, Ind.; Otto Scheiman, South Bend, Ind., and Otto Haussman, South Bend. Visiting at Colon, Mich., were Mr. and Mrs. Townsend, Battle Creek, Mich., and Alvin Dobberteen, Sturgis, Mich. At Oakwood, O., were Mrs. Betty Leonard, Wichita, Kan., and Mr. and Mrs. William C. Lerche, Bellevue, O. Taking in the show at Rockford, O., was Robert King, Richmond Ind. A storm that struck at Rockford just as the door opened killed the crowd. The Side Show top was blown down and the big top received several tears. Corky and Mugsy Clark and Jimmy Gallagher left the show in Antwerp, O. Chief

Keyes and Miss Tillie are now working in the main performance.

Charles Velvin Turner, of the Ringling-Barnum advance brigade, flew into Sioux City, Ia., over last weekend to celebrate the arrival of his first grandchild, a girl, Kathleen Ann, born to Martha Turner, wife of his son, Charles V. Turner Jr. Charles V. Jr. is sales representative for the DuPont Corporation in Sioux City.

Albert Sherwin, known as Sunshine the Clown, formerly with Pollack Eastern, will break in his gorilla act in Houston and Fort Worth for Shrine dates.

Frank McClosky, manager of the Ringling show, spent several days in Chicago last week huddling with general agent F. A. (Babe) Boudinot. He also caught the Yankee-Sox game Tuesday night (27). . . . Omer Kenyon, of the Hamid-Morton staff, passed thru Chicago Monday (26) en route to Denver from the East. . . . Eddie Vaughan, veteran circus legal adjuster, was scheduled to be honored at a birthday party Saturday (31) marking his 78th. The event was to be held at the Dallas Elks Club, where Vaughan makes his home. . . . Prince El Ki Gordo was featured at Riverside Park, Springfield, Mass., July 26-31.

Jo Jo Lewis, correspondent for Mills Bros.' Circus, reports a number of performers visited a children's hospital in Syracuse where, in addition to entertainment, they served ice cream and cake thru the courtesy of Mr. Brazon. Show, which was covered by TV and radio, included Truda Luvas, Schmitz and Jr., Tony Pickles, Midget Jeff and clowns Abe Goldstein and Jo Jo Lewis. . . . Susan Brazon, daughter of the concessions superintendent and his wife, was honored at a birthday party for all the small fry of the show. . . . Fred Niemann returned to Ypsilanti, Mich., after spending a week on the show. . . . Members of the Jack Mills CFA Tent of Fort Plains, N. Y., were guests at a supper and get-together between shows with George Davis Stewart serving the food. Fans on hand included George Duffy, Virginia Duffy, Charles J. Duffy Jr., Bertha D. Duffy, Jake Moyer, William Day, Milburn Smith, Hazel Day, Ella Sweeney, George E. Wilmer, William McGrath, Sherman Dillinlock, Frank E. Hufnail, John W. Saltman, Dow H. Freeday, William L. Bronk, Howard L. Adams, Mile Smith, Al Kimball, Bruce Souter, Edwin Gerhart, William Green, George L. Fisher, Howard L. Adams, W. R. Tinney, Jean Cotter, and James K. Cotter. . . . Visitors: Mr. and Mrs. Jack Schorling and Jack Jr., Mr. and Mrs. Stephens Kondac, Ward Schaffer, Tom Maley, Carl Smith, Joe Myers, George Myers, Charles Lochill, Charles A. Sweeney and Dr. and Mrs. Kimbell.

Henry Kyes infos from Polack Western that Lee Hoster is now selling popcorn. . . . Arnold Jess was weekly winner of the cribbage tournament. . . . Leo, the candy floss purveyor, won a local bistro's jitterbug contest. . . . Al Ackerman had old home week in Minnesota with many visitors. . . . Larry Benner has new tunes for his musical saw turn. . . . Paul Kaye has new wardrobe. . . . Gene Randow and Ulike De Shea playing off a bridge game. . . . Joyce Breidenhast returned to Hanneford riding act. . . . Boginos have added a three-high and foot catch to their routine. . . . Clausen's bears and the elephants are enjoying the grassy lots. . . . Frank De Ru has a new walk-around. . . . Whitey and Edith Boyd went to Chicago to pick up their car. . . . Rose Marie Wallenda now working in the iron jaw number. . . . The Madisons keep busy posing with the bulls for local photogs.

Old-time Barnum & Bailey trouper Joe Beach has undergone a major operation and will be confined for about a month at the Springfield (Mass.) Hospital on Chestnut Street.

Marvin H. Busch, Moberly, Mo., fan, caught the Big Show at its Jacksonville, Ill., July 27 date, reporting business okay.

Packs Features Speedy Layout

Continued from page 66

field was such that this added attention was needed.

Jack Joyce's Camels had the ring, which was at home plate, for their haughty haute ecote. This act continues as an accomplished and large-scale novelty that puts pep into performances. The Marvels and the Royal Rockets, skating acts, flank the stage where the Theron Family of cyclists works to comprise a fast display.

The Cisco Kid and Pancho ride in for their appearance, with Pancho winning laughs as he swings at anyone nearby—police, patrons and performers. Dismounting, they give a safety talk to kids, plug their TV films and carry off a good stunt in the form of matchlighting by the audience while the field lights are off. Lay-out here prevented their usual battle with stagecoach robbers, so they substituted Western barroom style of infighting at home plate. Dick Valentine doubled as bad man and fall guy who is finally hauled off by Sheriff Happy Kellems. After the show Cisco and Pancho personally give a photo to each kid in the audience.

Zoppes Score The Alberto Zoppe riders follow, with carrying, hoop jumping, Cucciolo on a rider-mounted perch pole, Alberto's backward somersault from horse to horse, some jockey turns and Cucciolo's

comedy work with the mechanic. Rietta works at the top of her high pole and earns sharp attention with wide-angle swaying. Here as elsewhere in the Packs program, and particularly in the case of aerial acts, performers are in place before the previous acts' end so that no slow-down occurs as they climb up their rigging. This makes for good speed thru-out. In addition, vocalist Jean Antoinette sings thruout each high act. Rietta ends with a long, fast foot slide to the infield.

The finale here was Capt. Frank Frakes, the veteran of many styles of dare-deviltry. His is strictly an outfield act; it can't be any closer to people. He climbs into a coffin, then dynamite blasts it with a huge noise and smoke cloud. His dog runs to him as Frakes emerges from the smoke.

Bob White is announcer and Al Vernon Jr. is bandmaster. Tom Packs is producer and Jack Leontini is assistant. Johnny Manko heads the uniformed crew of prop men and riggers.

Happy Kellems has a Kinsey Report walkaround but scores better with his pantomime at a prop mike. The clowns work an hour of come-in and one production number in the show. Included are Grover O'Day, Jack Harrison, Arden Beecher, the Bill Bentledges, Henry Boers, Tito and Slim Collins.

PHONEMEN

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Immediate collection. Pay daily. Top dates for balance of season. Must work clean and stay sober.

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PETE ESTUCK
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Trenton, N. J.
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Contact EARL WALDMAN, Birmingham 58-2521. ATLANTA, GA., DAV (all chapters). Contact BILL DAVID at 5852. Both deals have very strong pitches and you should make good money.

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With 8 Rheats Monkeys, 2 Baboons, 2 Hawks, 1 Alligator and Freak Goat with Deer body; complete, ready to go with good Chevrolet Tractor, \$1500 complete. Ready to roll and make money. Phone Franklin 6927 or write Box 8231, Charlotte, No. Car.

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Tri-City Police Deal. Collectors pay daily. Need two Promoters capable of handling office and committees.
100% S. Lincoln Bridgeport, Ohio Phone 1201. No collect.
P.S.: Burt Schmitt and Pat Sutherland, come in.

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Sell GBA PRODUCTIONS—Nation's most dignified and proven radio-TV civic and safety promotion money-maker. 365 DAYS EVERY YEAR. Average comms. \$100-\$350 week and up. Apply 500 Zook Bldg., Denver, Colo.; Rm. 15, 464 Farmington Ave., Hartford, Conn. Opening Aug. 2, Lincoln, Neb., air-conditioned office.

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Books and U.P.C.'s. Pay every day.
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Phone 2-6958, Room 43 Haddington Bldg., Norfolk, Va. No Collects.
P.S.: Ray Parks, Dick Randall, John Blatt, contact me.

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Can use two good Phonemen. Book and U.P.C.'s, civil auspices. Three more to follow. Steady work till Christmas. Call
FRED CREECH
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P.S.: Tom Harris, call.

3- PHONEMEN — 3

Advertising and tickets. Strong auspices. Two New Jersey towns to follow.
Call JACK BELL
New Brunswick, Charter 9-4752. No collect. Jack White, answer.

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MERCHANDISE TOPICS

Write The Billboard's Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Tee Jay Toys, Inc., New York, reports that its fur toys, scotties and pekes are selling at a fast pace to the carnival trade this year. The toys are priced at \$11.75 a dozen.

Cuttler & Company, New York, is offering magnetized screw drivers with shockproof handles at \$7.80 a dozen. In addition to the screw driver sets, an attractive rack for hanging tools is enclosed free with each set.

De Silva Vacuum Cleaner Company, New York, says that its rebuilt vacuum cleaners are selling at low prices. The firm carries a complete line of G. E., Electrolux and Universal cleaners. Salesmen and pitchmen can make a large profit on each cleaner sold, the firm states.

Mills Sales Company, New York, is featuring a \$2 retail cigarette table lighter of antimony silver in a Western boot shape. The items are offered at \$4.80 per dozen or \$48 a gross.

The street floor showroom of **Temple Company, Inc.**, Philadelphia, in its own building at 804 Sansom Street, has been expanded by an additional 1,000 square feet of space. The display room now occupies 7,000 square feet. Temple's 1955 catalog is nearly ready for mailing, according to **Irwin H. Fisher**, firm treasurer. It will be the company's largest.

Som-Um-Brella is the latest item being offered the trade by **G & S Manufacturing Company** thru its offices in Nashville and Los Angeles. Designed for the novelty trade, it is a hat that opens and closes like an umbrella and is available in four two-tone color styles. Each is packed individually. G & S says it looks for the item to be one of the better novelty items of the year. The dealer's cost is \$14.40 per dozen. Jobbers and distributors may write direct to either company office for territories on the new item.

D. Robbins & Company, New York, announces that new low prices on its patented magic pyramid puzzle (50-cent retailer) and its brass precision-made nickels to dimes trick (\$1 retailer) have jumped the sales of both items. Both are said to be quick demonstrators. Due to increased production, quick delivery can be made to pitchmen, novelty stores and jobbers.

Kissner, Seattle is introducing its Old Thunder Mug, presented as the Pot o' Golu. This is a large mug-shaped container sprayed with gold color and filled with tickets which are purchased in order to play the 7-11 Pot o' Gold game. The firm says repeat business comes easily because players are fascinated by the many winners. There are 166 winners out of 600, but what is important is that \$60 can be realized from a small investment of \$9.95. A better deal can be had when an order is placed for three or more. There is a choice of either cigarette or cash payoffs.

Sterling Jewelers, Columbus, O., sets forth one of its most dramatic displays of rings. These products are the result of some of the efforts of this country's finest craftsmanship on a bulk manufacturing

basis. When the detail, finish and price are taken into consideration, it is apparent why the firm enjoys the wide acceptance of its merchandise. Sterling will send an assorted set of samples totaling 24 rings for \$10, shipped postpaid together with two trays. Every ring is finished in 16-kt. yellow gold.

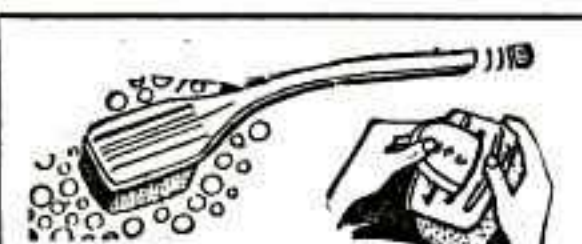
Francisco L. de Arkos, Laredo, Tex., is the source of supply of many attractive Mexican products on the market. Such colorful items as feather bird cards, serapes, hand-carved walking canes, palm hats and caps, curios, novelties, baskets and pottery are ready for immediate delivery. An illustrated catalog showing all these items will be sent on request. They are said to be genuine Mexican products.

If you are looking for carnival plaster, **Kasey Povelones**, Danville, Ill., has two sizes, one at 30 cents and one at 10 cents. The owner says the products have an exceptionally fine glaze finish and the low price at which they are being offered make them attractive items.



- Hawaiian leis ... Gr. \$1.45; 20 Gr. \$30.00
 - Assorted Dangling Toys ... Gr. \$2.25; 10 Gr. \$21.50
 - CLUBS: Assorted China Figures ... Gr. \$4.25; 5 Gr. \$20.00
 - Comic Hat Bands ... \$1.40 per 100; per 1,000 13.50
 - Assorted Key Chains ... Gr. \$2.50; 10 Gr. \$24.00
 - 4" Flower Fan ... Gr. .95; 10 Gr. \$8.50
 - Red, White & Blue Rosettes ... Gr. .85; 10 Gr. \$8.00
 - Pocket Combs ... Gr. .95; 10 Gr. \$9.00
 - Plastic Pea Shooters ... Gr. \$2.75; 10 Gr. \$24.00
 - Glass Bead Necklaces ... Gr. 2.25
 - Plastic Police Whistles ... Gr. 2.60
 - 12" Blowouts ... Gr. 1.00
 - Feather Ticklers ... Gr. 1.00
 - Celluloid Comic Masks ... Gr. 4.00
 - Whistling Jet ... Box (2 Gr.) 2.00
 - Metal Whistles ... Gr. 1.00
 - Medium-Sized Crickets ... Gr. 1.00
 - Jumbo Crickets ... Gr. 3.00
 - Rubber Razor ... Gr. 1.00
 - 4" Fingertaps ... Gr. .80
 - Cigarette Holders ... Gr. 1.85
- JUST OUT! New catalog of Concession Supplies, Premiums, Novelties, etc. Write for your copy today!
- Important: STATE YOUR BUSINESS
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



MAGICA BACK SPONGE
Patented bath sponge that holds soap in pocket. Made of pure natural rubber with 17-inch styrene plastic hand—Red, Blue, Green. Every member of the family loves this sponge. 6 doz., \$68.40. Gross, \$129.60. 1 doz., \$12.00.
25% w/order—bal. C.O.D.—prepaid w/money order.
Magica Products, Inc.
148 Old Colony Ave., Wollaston 70, Mass.



100 Feet of 48 12"x18" Pennants, All-Weather Durafilm, Only \$6.00. Money refunded if not satisfied.
MYRLO COMPANY
Dept. B
2168 W. 25th Cleveland 13, Ohio



earn more money with our terrific line-up of Costume Jewelry, Men's Jewelry, Pearl Sets, Religious Goods, etc. Sell the year 'round. No experience needed. Send for FREE COPY NOW of our 1954 catalogue!"

Customcraft JEWELRY MFG CO
26 Custom House St. Providence, R.I.

NEW and HOT BUBBLING BABY

SENSATIONAL NEW NOVELTY
HAS A LAFF A MINUTE. GRASP BULB IN BACK & HE GOES INTO ACTION, A NATURAL FOR BARS & FUN STORES.

No. 3893
Size 3 in. high,
\$20.00 per gross
\$2.00 per dozen
(No less sold)

No. 4995
BASHFUL MONKEY
\$14.00 per gross
\$1.50 per dozen

No. 3927
SNAKE BOW TIE
\$14.00 per gross
\$1.50 per dozen



No. 3810—**SQUIRT DOG**
Rubber Dog with Bulb. Dog goes into action when bulb is squeezed. Sells on sight. Gross \$20.00; Doz. \$2.00.
Include postage with remittance; will refund any difference.

WISCONSIN DELUXE CO.
1902 North Third St.
Milwaukee 12, Wisconsin

BINGO SUPPLIES and EQUIPMENT

- 7 and 10 color specials
- 4-5-6- and 7 ups
- Midgets 3,000 series—7 colors
- Paper and Plastic Markers
- Wire and Rubberized Cages
- Pencils—Crayons—Clips
- 5x7 Heavyweight Cards
- Electric Blowers & Flashboards
- Lapboards Made to Order
- Free Catalog Available.

JOHN A. ROBERTS CO. INC.
817 Broadway, Newark, N. J.

NEW EXTRA-LONG CARTRIDGES!

Over 4" in length
\$24.00 Per Gross
Refills 7¢ ea.
"THE ROYAL" Retractable BALL POINT PEN
With New Instant Dry Ink.
Sample Doz. \$3.00.
MODERN PEN MFG. CO., INC.
395 Broadway New York 13, N. Y.
CANal 6-8016

HELLER SELLS FOR LESS

MAKE MONEY with this Men's 17-Jewel Swiss Watch Each \$7.00
Shockproof, water-tight, dustproof, luminous dial, sweep second hand with cow-hide strap.
Reconditioned like new. Full line of cheap rebuilt and new watches. Catalog and prices on request.
MURRAY HELLER 1937 Davidson Ave. New York 53, N. Y.

Worth Waiting For
The Greatest Name Brand Catalog of Them All
Temple's new 1955 Edition
Get on Our Mailing Lists Early for Your FREE Copy

TEMPLE COMPANY, INC. 804 Sansom Street Philadelphia 7, Pa. Market 7-8242
Visit Our New Street Floor Showroom at Above Address

PICTURE EXPANSION IDENTS No. 900
Domestic photo ident with imported band
Nicke' Plated \$7.20 Dz.
Gold Plated \$8.40 Dz.

Bulk Imported photo ident Chrome Plated .. \$5.00 Dz.
Boys' or Girls' Styles
1954 catalog ready

DEXECO, INC. FOR ENGRAVERS & DEMONSTRATORS
Manufacturers of engraving jewelry 191 SOUTH STREET, PROVIDENCE 3, R. I. State your business

IT STEALS THE SHOW!
More for your Money...
EXPANSION RING
SEND FOR NEW CATALOG
No Deposit Required on C.O.D. Orders
Miller Creations

PHOTO-IDENTS, \$5.75 Doz. Engagement Rings, \$3.00 Doz. Wedding Rings, \$1.63

SEND FOR NEW 1954 CATALOG
For Engravers, Store and Fair Workers and Ring Demonstrators.

Providence prices plus 10% Discount, consult catalog
McBRIDE JEWELRY CO., 1261 BROADWAY AT 31ST. ST., N. Y. 1, N. Y.

PLASTER — PLASTER
PLENTY OF STOCK ON HAND IN ALL SIZES. SMALL FLAT—MEDIUM FLAT—LARGE FLAT—MEDIUM FLAT—LARGE ROUND. Over 100 different items. Flashy finish. FEATURING "UNTARNISHABLE" TINSEL. Drive in—plenty of stock at all times—save money. (Send for Catalogue.)
ST. LOUIS ART NOVELTY CO.
4520 MANCHESTER AVE. ST. LOUIS 10, MO.
PHONE: Jefferson 1-0510—Nights, Jefferson 5-2474.
We Are Open Sundays 10:00 A.M. to 1:00 P.M.

You Can't Beat BRODY for Merchandise
We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CAR-NIVAL GOODS—Plastic Dolls—BAL-LOONS—PREMIUM GOODS—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—Lamps.
72 PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.
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In Business in Chicago for 37 Years

MIDGET BIBLE
New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp (2 1/4 in.), yet clearly printed and every word legible. Black gold-printed cover. Wonderful BIG PROFIT novelty. Dealer's Prices 90¢ doz., \$6.75 per 100. F. O. B. Detroit; add postage.
C.O.D. or cash. Special low jobbers & quantity prices. Send for WHOLESALE CATALOG of 1000 novelties. **JOHNSON SMITH & CO.,** Detroit 7, Mich.

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 35¢ each. 50% deposit required on C.O.D. orders. Send for free literature
ALL ART SIGN CO.
179 N. Wells St., Dept. 43, Chicago 6, Ill.

WANTED MANUFACTURERS & DISTRIBUTORS of High Quality SOUVENIRS & NOVELTIES

... TO CONTACT US AND SEND SAMPLES OF THEIR PRODUCTS THAT WOULD BE SUITABLE AS OFFICIAL SOUVENIRS FOR SASKATCHEWAN'S GOLDEN JUBILEE IN 1955.

We are interested in seeing samples of any novelties that may prove suitable to be endorsed by us as official souvenirs of Saskatchewan's Golden Jubilee. Address all samples etc., to:

The Saskatchewan Golden Jubilee Committee
P. O. BOX 1955 REGINA, SASKATCHEWAN

1905
1955

CONSTANT BIG SELLERS AT LOW PRICES THAT DEFY COMPETITION!

Simulated Diamonds - Hematite - Onyx - Cameos - Rubies—OPEN OR CLOSED TRAY AVAILABLE 50c EXTRA

EVERY RING 16 KT. YELLOW GOLD FINISH

M-90 (C)



1 mit. CAMEO. Heavy with 2 sim. diamonds. \$3.25 doz. \$33 gross

M-719



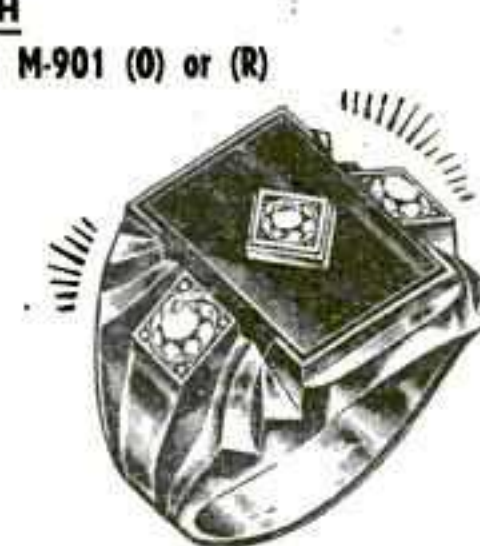
3 BRILLIANTS, newest style fiery sim. diamonds. \$3.50 doz. \$36 gross

M-901 (H)



HEMATITE. 2 rich side sim. diamonds. \$3.25 doz. \$33 gross

M-901 (O) or (R)



ONYX with CHIP (available also with ruby top and chip). \$3.50 doz. \$36 gross

M-01



5 BRILLIANTS, giant sim. diamond, 4 side stones. \$3.50 doz. \$39 gross

M-314



TWIN FIRE, massive ring, fast seller. \$3.00 doz. \$30 gross

M-019



BRILLIANTS—RUBY. Brilliant center, 2 sim. ruby or white side stones. \$3.25 doz. \$33 gross

M-214



FIRE BRILLIANT. Sim. ruby side stone— heavy ring. \$3.00 doz. \$30 gross

M-164



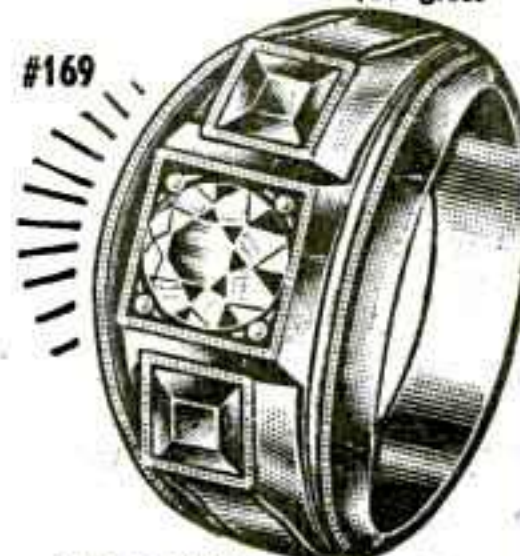
MASSIVE BRILLIANT. Large center sim. diamond—twin sim. rubies. \$3.50 doz. \$39 gross

M-191 (H)



KNIGHTS RING with gleaming sim. silver insert. Also available in double head Cameo, same price. \$3.25 doz. \$33 gross

#169



Ever-popular 1 carat center stone PLUS 2 square cut side sim. DIAMONDS. May be had with white or red side stones. Fabulous. Terrific buy. 16 kt. gold finish. \$3.25 doz. \$33 gross

Minimum One Dozen of Any Number.

Also Ladies' Engagement and Wedding Bands to Match. Complete with 1 doz. tray\$3.50 per doz.

IMPORTANT! We will assort samples of all rings as shown above, total 24 rings, complete with two trays, shipped postpaid, \$10.

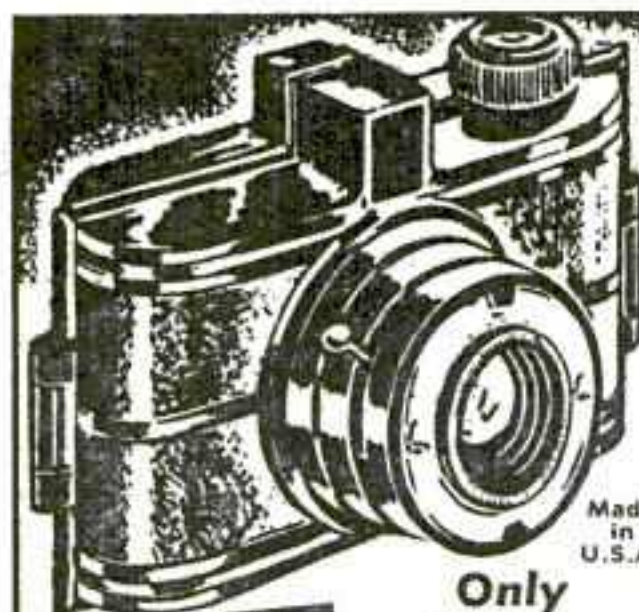
JOBBERS—DISTRIBUTORS, 10% discount on all orders of 10 gross or more. \$20 minimum on all orders from Canada and other foreign countries. 25% Deposit on all orders, balance C.O.D. SEND FOR CATALOG.

MINIMUM ORDER \$10

Also Ladies' Cluster Birthstone Rings and TRAY. \$2.75 per doz.

STERLING JEWELERS

44 East Long St. Columbus, Ohio Phone Capitol 4-4621



NEW LOW PRICED CAMERA SENSATION!

Takes 16 full-size pictures on a roll of #127 film.

1. Sharp meniscus lens
2. Molded plastic case
3. Written factory guarantee

Made in U.S.A.

Only \$7.20 PER DOZEN

572.00 per gross. Individually boxed. 25% DEPOSIT with order. BAL. C.O.D.

GEM SALES CO.
533 Woodward Detroit 26, Mich.

Write for our big **FREE WHOLESALE CATALOG**

Hundreds of items, appliances, leather goods, novelties, housewares, clocks, premium goods. Full color illustrations—sent free—write today.

LAZY BABIES 25" TALL



Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll supplied in an individual cellophane front bag.

\$10.00 DOZ. Minimum Order

Dart Balloons—1st quality ... \$.75 gr. 29 Balloon—ass'd. colors ... 2.00 gr.

Plush Bear \$25.00 per doz. Assorted Colors, Approx. 28".

Rainbow Glamour Dolls, \$30.00 doz.

OPEN SUNDAYS TILL 3 P.M. 25% dep., bal. C.O.D., F.O.B. Chicago.

BELL SALES CO.
1107 SO. HALSTED ST. Chicago 7, Ill.

Own Your Own Business

NO INVESTMENT - NO INVENTORY

- ★ Your own private name catalog
- ★ Your own inventory of Nationally Advertised Brands in our \$1,000,000 warehouse.
- ★ Shipments within 24 hours

Sell Appliances, Housewares, Radios, Watches, Jewelry, Clocks, Silverware, Pens, Lighters, Cutlery, Toys, Promotions.

Start in business as of today with your own name imprinted catalog which sells "in demand goods". We can put you in a proven lifetime business and help you to succeed. Write TODAY for a free catalog with confidential price list and complete details. DON'T WAIT!

GENERAL WHOLESALERS

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BIG FREE CATALOG

- Jewelry, Watches, Housewares, Appliances & 1001 Name Brand Items.
- Space on Cover for Own Imprint.
- Sell the Nationally Advertised Brands which Are Pre-Sold for You!

HARRY COHEN & SONS, INC.
1065 Utica Ave., Brooklyn 3, N. Y. "TRADE WITH THE HOUSE THAT HELPS YOU SUCCEED"

CORRECTION

In ad of STERLING JEWELERS on page 82 of July 31 issue of The Billboard as repeated above, price of \$1 for 24-ring asst. with 2 trays, as shown in "IMPORTANT" box copy, was a typographical error. PRICE SHOULD HAVE BEEN LISTED AS \$10.

17-JEWELS

WAFER THIN (BRAND NEW) YELLOW CASE

Looks like \$100 flash. One year written guarantee with every watch. 25% dep., bal. C.O.D. \$6.95 Each BANDED SAMPLE \$7.50



NATIONAL DIST. CO. PH. 82-6473
222 CALUMET BLDG. MIAMI 32, FLORIDA

NEW CARNIVAL CATALOG READY

WRITE FOR YOUR FREE COPY

- BB4997—Horrible Jumping Lizard, 9 1/2 inch length, moving eyes, squeak voice. Dozen \$1.85
- BB1660—Cobra Snake in Basket. When bulb is squeezed snake slowly rises from basket. Individually boxed. Flute included with each one. Dozen 1.85
- BB250—27 inch Inflatable Giraffe. Hollers when squeezed. Spotted finish. Dozen 8.00

ALL PRICES F.O.B. TERRE HAUTE. SEND SUFFICIENT POSTAGE—25% DEPOSIT MUST ACCOMPANY C.O.D. ORDERS.

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW

'54 CATALOG ...

You just simply can't afford to be without our new general catalog. This Buyer's Guide illustrating a most complete line of novelties and premiums is now ready for mailing. Send for your free copy today.



GELLMAN BROS.
119 N. FOURTH ST., MINNEAPOLIS 1, MINN.

when answering ads ... SAY YOU SAW IT IN THE BILLBOARD!

AUTOMATIC BINGO BOARDS

and the most complete line of quality Bingo Supplies & Equipment in the world.

Send for catalog and price list

THE "BINGO KING" CO., INC., DEPT. 20, LITTLETON, COLORADO AIRMAIL US FOR APPROVED T. V. BINGO IDEAS

FREE-FRISCO SPINDLE WHEEL & BUMPER GAME

Write today for details on how to get yours—

EXPANSION IDENT RINGS
Stainless steel shanks, highly polished aluminum tops.
SOMETHING DIFFERENT!
No. 2479 Per Gross \$21.00

Hand Polished ALUMINUM IDENTS
No. 2000 Per Gross \$7.50
GRAB BAG RINGS
3 Assorted Styles
No. 2400. Per Gr. \$5.00

SEND FOR NEW 1954 CATALOG TODAY

We pay postage on all prepaid orders except Air Mail.

FRISCO PETE 226 So. Wells Street, Chicago 6, Illinois All Phones: Franklin 2-2567

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.



your own name brand business with no investment! (AND NO INVENTORY)



YOUR OWN GIANT NAME BRAND CATALOG . . . FREE

(New 1954 Edition just off the press!) Here is your own NAME BRAND CATALOG! No name but yours appears anywhere on the cover or in the catalog. Distribute your own catalog of name brand merchandise through your sales force, or take orders with it yourself.

OUR HUGE NAME BRAND INVENTORY IS AVAILABLE TO YOU —

You have the full advantage—at all times—of ordering from our tremendous reservoir of name brand products. Your customers get what they want . . . when they want it. Orders filled within 24 hours.

HOW TO GET STARTED IN YOUR OWN NAME BRAND BUSINESS

Just fill out this coupon and mail it today. We will send you our new 1954 catalog FREE. Space is provided on the cover for the imprinting of your own name and address. This catalog costs you nothing and it puts you in a business that can repay you thousands of dollars! Fill out the coupon below to get your FREE Name Brand Catalog and confidential dealer Price List IMMEDIATELY!

Order your FREE Catalog and Price List . . . Now!

H. B. DAVIS CORP.
145-B West 15th Street, New York 11, New York

Send my FREE copy of your new, illustrated NAME BRAND CATALOG.

NAME _____
NAME OF MY COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

THE HOUSE OF NAME BRANDS

Service you can depend upon. All items stocked for immediate pick-up. All orders shipped same day as received.



H. B. DAVIS CORPORATION
145-B West 15 Street
New York, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum \$3

CASH WITH ORDER

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER

(unless credit has been established)

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

ACTS, SONGS & PARODIES

ANOTHER COMEDY VALUE—STAG LINES, the perfect nightclub filler; Nov. One and Two; each, \$1. Other comedy information on request; free comedy guide with every order. Showbiz Comedy Service, 1613 East 29 St., Brooklyn 29, N. Y.

AGENTS & DISTRIBUTORS

AAA AMAZING BARGAINS

Tailored Earrings, asst., gr. \$15
Tailored Pins, asst., gr. \$15
Stone Earrings, asst., gr. \$18
Stone Pins, asst., gr. \$18
Stone Pin & Earring Sets, boxed ds. . . \$ 9
Stone Neck & Earring Sets, boxed ds. . \$ 9
Bracelets, round & Link, asst., gr. . . \$30
Sample dozens reg. price, 20% deposit, balance c.o.d. No catalog. NEW ENGLAND JEWELRY, 9 Empire St., Prov., R. I.

A FINE NEEDLE BOOK WITH 70 NEEDLES. Thread, \$7.20 gross; 31-piece plastic Christmas Decorating Kits, 10 sets \$3; 5,001 other bargains. Many samples and catalog. \$1. Mills Sales, 26 West 23d St., New York.

ANTI-FOG CLOTH—FAST SELLER; For keeping glasses, windows clear. Card brings free sample. Rainway Chemical Company, 800 Delaware, Berkeley, Calif.

ATTENTION—HOSIERY; LOW PRICES FOR Jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery. Nylons, 40 den, 30 den, sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (S-1741), 1258 Market St., Chattanooga, Tenn. au14

CLOSEOUTS—HANDMADE BASKET, HAT, Earrings, Hand trimmed Shell Salt & Peppers, Pitchers, Vases, Slippers, other collectors novelties. All \$1 values; \$36 gross; dozen sample assortment, \$15. Lastufka Products, Box 10248, Tampa 9, Fla.

CLOSEOUT 150—17 PIECE MINIATURE golfcourse sets, Reg. \$3.95, only \$12 doz.; \$1.50 sample. Gaines, Box 114-A, Skokie, Ill. au14

CROWNED QUEEN-O-WATERS PERFUMES Mr 22 Charlotte St., Detroit, Mich., Room 101, 1 gross 1/2 dram perfumes, \$14.40; taxes, shipping. Samples, 50c.

FAMOUS MFRS. CLOSEOUTS
The Slides, boxed \$.60 dz.
Animal Charm Bracelets 1.00 dz.
Finger Tie Slides, boxed 1.45 dz.
Asst. Earrings 1.20 dz.
Asst. Cufflinks, carded 1.95 dz.
Tailored or Stoned Earrings 2.00 dz.
Cufflinks, boxed \$3, \$4, \$5 dz.
Neck & Earrings, boxed 9.00 dz.
Rosaries (made in Italy) 1.50 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

Samuel Silverman & Co.

1820 Westminster St. Providence, R. I.
FOR MORE IN '54 SELL THE "GREATEST" invention since the fountain pen." For details write Kenny n' Mary, Box 342, Hazelton, Pa.

FULL FASHIONED NYLON HOSIERY—Thirts, \$1 doz. Second, \$3 doz. Irregulars, \$4.50 doz.; Pillow Cases, \$3.25 doz.; Chenille Bed Spreads, \$35 doz. 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn.

FUN SHOPS AND AGENTS—NOVELTY Fun Cards sell on sight, 10 to a set, 4x5 card with envelope (minimum order, 25 sets). Prepaid. 25c per set, retails for 50c. Ace Enterprises, 518 Ridge Rd., Lyndhurst, N. J. au7

INTRODUCING A NEW GAME—"BINGO Roll! Play bingo the "Action Way." Sample, \$1 postpaid. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. au28

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. au28

LIGHT REFLECTING SIGNS—RED HOT and sensible, 7x11" illustrated, color blended; 2,000 varieties, \$6 per 100, 15 for \$1 or 10¢ for sample. Koehler, 335 Goetz, St. Louis 23, Mo. au28

MEXICAN JUMPING BEANS—STRICTLY new crop. Finest crop in years, very lively beans; \$8 thousand. Very fast sellers. National Products Company, Laredo, Tex.

PERFUMES-COSMETICS — BUY DIRECT from manufacturer. Mauret perfumes in three alluring fragrances. Beautiful, spill-proof deluxe bottle, individually gold boxed. No leakage, no evaporation, \$3 per dozen, 1 free with every dozen, also standard perfume bottles at lower price. Send \$1 for samples all perfumes; 3 in deluxe bottles, 3 in standard. Get details on complete line of cosmetics and perfumes. Other fabulous offers. Send at once. Apollo Laboratories, Dept. A-448-A, 2312 N. Lincoln Ave., Chicago 14, Ill. au14

RUN SPARE-TIME GREETING CARD AND Gift Shop at home. Show friends samples of our new 1954 Christmas and All-Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept., 461, Ferndale, Mich. au28

SEAT CUSHIONS RAIN CAPES SUN VISORS

BUY DIRECT FROM MANUFACTURER

Quantity	Price	Sample Price
Personalized		
Seat Cushion	15c	25c
Plastic Rain Cape	39c	50c
Sun Visor	3c	free

Write for prices
ASCO ENTERPRISES, INC.
Winona, Minnesota

SEAT CUSHION—BEAUTIFUL DESIGN; look like foam rubber, 15¢ each. H. S. Nettles, 554 Winton Terrace, N. E., Atlanta, Ga.

SELL SOCK ADVERTISING—BIG SEASON now. Every business wants this saturation in spectacular sky advertising. Now available to local merchants; big earnings, strong pitch with proven sales kit. Get all the facts and high income plan. American Sky Advertising Co., 228 N. La Salle St., Chicago 1, Ill.

SELL BEAUTIFUL COLOR FILTERS—PUTS your television in color; cuts the glare; glowing soft tones; easy on the eyes. Agents wanted. Moody Supply, 3028 Mesquite Rd., Fort Worth 11, Tex. au14

SOCIAL SECURITY PLATES, \$10 100; Letter Box Plates, \$9 1000; Stamping Machine circular free. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. au28

VALUES AND FEATURES GALORE! SIX genuine Diamonds, 14kt. gold, nationally advertised 17 Incabloc, ladies' Watch. Free, additional famous white \$9.95 expansion band. Large, Velvet Box, \$150. Tag, only \$29.75; sample \$32.75. Franklin Watch Corp., 580 Fifth Ave., New York. dh

WHOLESALE DIRECTORY OF MANU-facturers, distributors, selling 450,000 nationally known products. Novelty, Appliances, Vitamins, Clothing, etc. Literature free. Carter, Box 6011-SB, Chicago 80.

WORLD'S FAMOUS PERFUMES That sell at \$10 to \$25 reproduced for you. Reproductions of 5 costly French-type fragrances, individually gold boxed, \$1 sellers, Treasures, \$2.50. \$9. Mammoth fragrances you \$2 dozen. You make \$9. Mammoth expansion band. Large, Velvet Box, \$150. Tag, only \$29.75; sample \$32.75. Franklin Watch Corp., 580 Fifth Ave., New York. dh

24 KARAT GOLD RHINESTONE EXPAN-sion bracelets, sample, \$10; 1/4 lots, \$8. Rhodium plated expansion, sample, \$3. Adeles Sales, White Cottage, O.

80¢ PROFIT ON \$1 SALES—AMAZING automobile cleaner. Your name on labels; free sample. Glazier Mir., Box 572, Dayton 1, O. au14

1,000 SENSATIONAL TIPS FOR CASH! Security, profits. A treasure of ideas. Information, 50¢. Fortune Mart-BB744, 221 Lincoln, Worcester 5, Mass. au14

ANIMALS, BIRDS, PETS
AAA EXOTIC REPTILE DENS AND EXHIBITS with plenty of color and variety; \$25 and up. We have for immediate shipment: Two-Toed Sloths, Ocelots, Agouti, Tayras, Pacas, Grisons, Capybara, Tamandua, Anteaters, Porcupine, Giant Anteaters, Jaguars, Monkeys and Birds of all kinds. This week's specials, Coat Mundi, \$22.50, and one dozen assorted colors and sizes of exotic Cook's Tree Boas, \$35. Tarpon Zoo, Tarpon Springs, Fla.

BABY DUCKLINGS Thousands available weekly. \$25.00 per 100 postpaid. DeVries Poultry Farm, Zeeland, Mich. Phone 3054.

BABY TALKING MYNAR BIRDS, \$35; Spider Monkeys, \$30, 6 for \$150; Cinnamon's \$32; Whiteface, \$35; Squirrel Monkeys, \$22 each; Coati-mundi, \$25; 4 ft. Boas, Bronson Tropical Birds 149 Fort George Ave., N. Y., N. Y. Phone Lorraine 9-0940.

BRAD BRADFORD Box 475, International Airport Miami 48, Florida (82-0414)

Complete \$50 Fair "Den," Harmless or Poisonous, only \$15 to everybody. New to Showmen and Marks! 12 pound, "Earth Moving" POWERFUL Land Tortoise, \$6.50. Beautiful, non-poisonous CORAL SNAKE in "serviceable" chrome and glass, self-locking, escape-proof display case, \$15. Three foot feeding green Dragons, three for ten dollars.

CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

FOR SALE—LIVE ARMADILLOS, \$5 EACH. \$9 pair. Apelt Armadillo Farm, Salado, Tex. au14

HEALTHY SNAKES, ARMADILLOS, Horned Toads, Alligators, Kangaroo Rats, Prairie Dogs, Guinea Pigs, Wild Cats, Coati-mundi, Pumas, White Fantail Pigeons, Peafowl, Parakeets, Owls, Rhesus Monkeys, Dog-faced Baboon, Agoutis, Deodorized Skunks, Ocelot. Selling to shows for 40 years. Otto Martin Locke, Phone 141, New Braunfels, Tex. au14

PARAKEETS—\$18 DOZEN-UP. PHONE Niagara 5079. Brown's Bird Aviaries, 8232 Valley View Drive, Overland Park, Kan. se25

PEKIN DUCKLINGS MAKE BIG PROFITS for carnival men. Everybody from 6 to 60 will pitch for these cute yellow baby ducklings. Can supply immediate weekly shipments. \$25 per hundred. Write or phone us today. Phone Vanlue, Ohio, 32A. Free catalog. Hile Duck Hatchery, Box 115, Carey, Ohio. tf

TRAINED LION ACT—SALE, LEASE, trade; 5 lions, 3 females 12 yrs, 1 male 9 yrs; 500 lb. female 2 yrs., very tame, leads on collar and chain; steel arena, portable steel cages, props; must dispose at once; all or separator; also dog and goat act, terms. Lion Act, c/o Casper's Alligator Farm, St. Augustine, Fla.

WANTED — LARGE ALLIGATOR for wrestling demonstration. Marine Enterprises, Inc., Hermosa Beach, Calif.

WANTED—ONE OR TWO TRAINED DOGS. Will buy any small trained animal. Harry Carle, Gen. Del., Mooresville, Ind.

BUSINESS OPPORTUNITIES
ALL FOR \$8.50—ICE SHAVES THAT shaves into paper cup, with flavors and cups for thousand snowballs. Other outfits, \$2.50 up. Free illustrated Snowball equipment and supplies catalog. Snowball Co., 9534-B Lemturner, Jacksonville 8, Fla au14

FOR LEASE—STORE ROOM 5864 Hollywood Blvd. 17'x70' Parking. R. A. ROWAN & CO. 458 So. Spring St., Los Angeles 13, Calif.

AQUARIUM FOR LONG TERM LEASE—Buildings, tanks, pump to sea water; will build slum joint adjoining, plus seal pool. Rent on present building, \$50. Fronts U. S. 101 and ocean beach; a gold mine for someone with know how and small capital outlay. Robin Reed, Box 171, DeLake, Ore. sell

BEST BARGAIN OF THE YEAR! COS-tume shop selling for half price in Southern California. Climate free. Large stock theatrical, masquerade and fiesta costumes. Everything from cash register to sequins included; racks, closets, fixtures thrown in. Asking price \$22,500. Write New York Costume Co., 1041 Seventh Ave., San Diego, Calif. Phone: Belmont 2-6745. au7

ESTABLISHED KIDDELAND—A-1 CON-dition, located on five acres, U. S. 20, population 200,000. Park consists of seven rides: Train, Hobby Horse, Boats, Airplane, Rocket, Bomber, Auto. Concession equipped with popcorn, hot-dogger and music machines everything to be in business. May be purchased without land. Erven Ehrke, 224 N. St. Peter, South Bend, Ind. Phone 3-3658. Must sell due to health.

FOR SALE—THE (EDEN MUSEE) WAX Show: 250 figures, extra heads and bodies; in operation now in Coney Island. Must vacate September 18; property taken over by city for the aquarium. Price, \$5,000 for entire Show. B. & L. Amusement Co., 606 Surf Ave., Brooklyn 24, N. Y. Phone ESPInad 22204. au14

LOCATION ON OCEAN PIER — ALL types Merchandise, Demonstrations, Popcorn, Sno-Cone, Guess Your Weight, Sketch Artists. Old Orchard Ocean Pier Co., Box 127, Old Orchard Beach, Me. au7

PORTABLE ROLLER RINK—40x100, FULLY equipped. Trailer used for concessions and skate office. Box C-79, c/o Billboard, Cincinnati 22, O. au21

WELL ESTABLISHED MONEY-MAKING Ride business in California. Four months at mountain resort, rest of year at super marketing center. Rides: Warner 30 foot Merry-Go-Round, G-12 Train, Rocket Ride, fancy pony frame up with 7 Ponies, Pop Corn, Sno-Cone stand, Truck and Trailers, Cables, etc., \$18,000. M & B Rides, Big Bear Lake, Calif.

WIRE ARTIST RETIRING—SELL ONE hundred ounces or more 14 karat rolled gold wire, 20 or 21 gauge, square; \$1.20 per ounce. James Wall, Gen. Del., San Bernardino, Calif.

YOUR 24-WORD ADVERTISEMENT PLACED in five big Texas Sunday newspapers, \$8.75; circulation 640,000. Other groups: Pennabaker Advertising, Kerrville, Tex.

35 PASSENGER BOAT FOR SMALL LAKE long shallow draft, new motor, 38 feet long, shallow draft; price \$1,500. Lake Lansing Park, Haslet, Mich. Telephone Lansing, Mich., Federal 98221.

COSTUMES, UNIFORMS, WARDROBES
STRIP PANEL WITH BRA, \$5—OSTRICH feathers, 75¢; Rhinestones, 75¢ gross; costumes; clown wigs; costume materials. Joseph Carpenter, 10 Eldorado Place, Weehawken, N. J.

FORMULAS & PLANS
ANY FORMULA, \$3; FORMULA CATALOG and Manufacturing Treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

CALENDAR IN YOUR HEAD—KNOW DAY of week day falls on for 33 years. Easy learned. Fun with friends. Code, \$1. Krystob, Felton, Calif.

FOR SALE—SECOND-HAND IRON GYM seats with plywood backs and seats; 8 seat and 16 seat lengths. Can be divided. Suitable for small theater, skating rink, or bowling alley. Must be fastened to floor. Priced at \$1 per seat. Contact Albert E. Hjelte, Superintendent of Schools, Spring Grove, Minn.

POPULAR RECORDS JUST OFF JUKE boxes, 78's, \$25 per 100; 45's, \$35 per 100. Half deposit with order, balance c.o.d. Empire Automatic Corp., 799 Coney Island Ave., Brooklyn, N. Y. np

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 KIDDE RIDES—HERSCHELL BUGGY and auto rides; Smith and Smith Kidde planes; Mangels Roti Whip. Sacrifice; will trade for Kidde coaster or National rubber wheel train. All perfect and late models. Funland Park, York Beach, Me.

ABOUT ALL MAKES OF POPPERS—CARA-mel Corn equipment. Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. au21

BINGO BLOWERS—RETAILING \$150 Sell! Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. se4

BUILD KIDDE RIDES FROM TESTED plans: auto, airplane, boat, carousel, sloping rocket, handcar, Little Pet, swan swings, flying horses, Hoppie, \$5 each; free circular. Brill, Box 875, Peoria, Ill.

COMPLETE BINGO TENT, 30x40—SIX good Concession Booths with canvas; Cane Pitch Hoop-a-La, Cat-Racks, Ball Pitch, new Cotton Candy Machine, Long Range Gallery. Erven Ehrke, 224 N. St. Peter, South Bend, Ind. Phone 3-3658.

ELI #5—OLD, BUT IN FIRST CLASS condition, complete with van truck, fence and ticket box. Up and running each week. Shoemaker-Shingler Rides, Box 117, Espy, Pa.

FIVE KIDDE RIDES—WIRING, FENCING, and ticket booth, \$3,500. Bill Zellers, Bledsoe's Beach, Lake James, Ind.

FOR SALE—COMPLETE SKOOTER RIDE; 30 1942 Lusse Bros.' scooter cars in perfect condition; plenty extra parts, bumpers, plates, mesh wire, electric equipment, shop office. Price, \$12,000. Must vacate September 18; city taken over property for an aquarium. F. J. K. Amusement Corp., 600 Surf Ave., Coney Island, N. Y. Phone Dewey 9-1246. au14

MIRACLE WATCH
that has nothing to hide
A Man's Watch of Unmatched Quality! The transparent back allows a fascinating view into the Precision Movement of this 17 Jewel Masterpiece of Swiss Craftsmanship. Luminous Dial Sweep Second Hand. Wide, modern Bezel. Suede Leather Band Boxed.
\$10.95 FREE CATALOGUE Name Brand Bargains
10 West 27th Street, N. Y. C.
BURKE

SPECIAL! HORSE CLOCKS
Full Size, 17 1/2" x 11 1/2"
Two-Toned Bronze or Gold Finish with 48-hour wind movement
\$5.40
Sample, \$6.00
Self-starting Westinghouse licensed with sweep second hand
\$6.00
Sample, \$6.75
NEW LOW PRICE ON BRONZE HORSES
Send for free 1954 catalog, 25% discount. C.O.D., F.O.B. Brooklyn, N. Y. Open account to rated concerns only if not for resale add federal tax.
HOUSE OF BRONZE
1497 Myrtle Ave., Brooklyn 37, N. Y. GLENmore 6-4949

Sell Ultra-Blue SIGNS
\$7 BRINGS BACK \$55
New fast-selling signs for every retail store. 50¢ seller. Make easy money. 2000 slogans. No C.O.D.'s. 100 Ultra-Blue Signs . . . \$7.00
15 Store Signs, 7x11 . . . 1.00
15 Religious Signs, 7x11 1.00
15 Comedy Signs, 7x11 1.00
LOWY, 812 B'way, Dept. 808, N. Y. 3, N. Y.

MAKE MONEY with Bostonian SHIRTS
Take orders for famous line finest quality dress & sport shirts. Also women's man-tailored blouses. All styles fabrics, colors, sizes. Low prices. No experience needed. Big, beautiful Sales Kit with actual fabric samples. Send no money, but rush your name and address now!
BOSTONIAN MFG. CO., 89 Nicholas St., Dept. F-34 BOSTON 30, MASS.

AMERICAN FLAGS 9'x16'
All wool, hand stitched, highest standard. Retail value \$75. Government surplus. Excellent for public buildings, institutions, etc. You can make double or triple your cost. Send check or Special money order for sample. \$1 Price extra for parcel post or express, F.O.B. N. Y. Satisfaction Guaranteed.
\$8.00
Mackley Trading, 524 W. B'way, N.Y. 12.

TABLES & STEEL OR WOOD CHAIRS
Folding or Non-Folding
Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed.
ADIRONDACK CHAIR CO.
1140 B'way, N.Y. (27 St.), Dept. T-4, MU 3-1385

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<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"/> Personals
<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
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:
 REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch.)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in _____ Issue.
I enclose remittance of \$_____

Name _____
Address _____
City _____ State _____

FOR SALE—MOUNTED FREAKS: TWO headed calf, \$150; midget Boston bull dog face calf, \$200. Body resembles pig; neither faked. Statement of Taxidermist, 1947 27' Streamline house trailer, \$800. Living quarters and space for exhibit. Delbert Squires, Lone Rock, Wis.

FOR SALE OR TRADE FOR MAJOR RIDE—One kiddie Overland fire truck, equipped with sound system; used very little. In operation in summer park; best offer taken. Write Lowry Clark, Chippewa Lake, O.

MANUFACTURER, REPAIR, TRADE ANYTHING CANVAS. Any size, good as new tents. What do you have or want. South Tent, Auburn, N. Y. se18

MECHANICAL SHOWS—EIGHT FINE MECHANICAL shows, three 8x10 banners, all or part. Some wax subjects. All \$1,500. Topsy Turvy, 11913 N. Minn Ave., Portland, Ore.

MINIATURE TRAIN—GASOLINE, EXCELLENT condition; 270 feet track, 14 passengers, \$2,250 cash. R. R. Reigleman, Jamestown, Pa. Phone 2571.

MINIATURE TRAINS—ALL SIZES, gauges; new, used, custom built. Photos, details, \$1 bill (refunded). Miniature Trains, 33B Winthrop, Rehoboth, Mass. au14

PORTABLE ROLLER RINK—40x92; Maple floor, tent, 100 pair clamp skates, P.A. system, pop box, etc. All for \$2,500 cash. Paul McGannon, Rt. 1, Box 119 Tyler, Tex. Ph. 44921.

PORTABLE HARD MAPLE RINK FLOOR—Good condition; 40x90 ft., in 50 ft. sections; must sell. Come ready to take along. Milton Bieser, Highland, Ill. au21

RECORDS FOR THE OUTDOOR SHOWMAN—Calliope, Band Organ and Hammond, 6 for \$5, or send for list. Carnival Record Company, 903 N. 7th, Springfield, Ill. au14

SACRIFICE—30KW INTERNATIONAL DIESEL Generator Set; used very little, \$1,250. Garson, Woodrow Ave., Norfolk, Va. Phone 27570.

SHOOTING GALLERY—15 SHELL LOADING tubes, 75¢ dozen; \$6, 100 or any size; deposit on c.o.d.'s. H. B. Sherbahn, Wayne, Neb.

SHORT RANGE ON TWO WHEEL TRAILER—2 Remington rifles, bullets and targets. Price, \$350. Call 3422 or write Box 555, Geneva on the Lake, O.

8 FT. BLUE SIDEWALL—SIDE POLES, 1500 watt Westinghouse Floodlights, 10 kw. Generator, Pony Track, front fence, awnings, lights, photo foregrounds, portable picture screen, 6 ft. Pushball, Theodor Megardren, Cragmoor Playhouse, Cragmoor, N. Y.

INSTRUCTIONS BOOKS & CARTOONS WE HAVE BOOKS ON MANY SUBJECTS—Send for free bargain list. Writeseel, G.P.O., Box C-51, Reynoldsburg, O.

MAGICAL APPARATUS A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spoons, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 B. S. High, Columbus, Ohio. au7

SUBMINIATURE RADIOPHONE FOR MENTALISTS; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 B. S. High, Columbus, Ohio. au7

MISCELLANEOUS CALLOPE RECORDS—PLAYED ON GENUINE circus callope, 78 and 45 speed, \$1.10 postpaid. Taggart, 1602 National Ave., Rockford, Ill.

POCKET CHECK PROTECTOR—PREVENTS raising, altering checks; special, 25¢. Dial Master telephone dialer, no chain needed, stays in place; only 25¢, or both for 45¢. Thornrose, 4406 No. Albina Ave., Portland, Ore.

M. P. FILMS & ACCESSORIES 16MM. SOUND COMBAT FILMS. EXCELLENT selection; rare, hard-to-get subjects. Send for special bargain list. Gaines, Box 114-B, Skokie, Ill. au14

HELP WANTED CLASSIFIED ADVERTISEMENTS REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY. DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch. Forms Close Thursday for the Following Week's Issue

GIRL PIANO, DOUBLING VOCALS; OTHER girl musicians write, especially vocalists. Steady location. Fred Thomas, 512 Saratoga Drive, Lexington Park, Md. au21

GIRLS—DANCERS, STRIPS FOR STOCK burlesque; steady work, good pay; experience not necessary. Stone Theater, 2511 Woodward, Detroit 1, Mich. au14

PIANIST, IMMEDIATELY—FOR TRIO; swing, Latin; local backgrounds, sing union; steady work, locations. Corzine 706 Navy Bldg., 3-4236, Pensacola, Fla.

PIANO MAN—GUARANTEED SALARY, good sleeper bus; Mickey style. Steady work, Bob Colame, 2107 N. 18 St., Omaha, Neb. au7

TENOR-CLARY-VOCALIST: READ WELL, cut shows. Combo, Steady locations only. Also girl vocalist. Write all, Box C-76, c/o Billboard, Cincinnati 22, O.

TENT MAN—EXPERIENCED CANVAS man; must be sober. Full time employment thru Sept. 11th. Write complete details. Box 569, Hyannis, Mass.

SEND \$5 FOR 4 SETS GIBSON OR BLACK Diamond guitar strings, other bargains. Dixie String & Reed Supply, Box 775, Dept. B, Little Rock, Ark. au14

TELEPHONE SOLICITORS—IMMEDIATELY for sports event; to travel New Jersey, Delaware and Pennsylvania area. Steady work if desired; telephone soliciting answering, mailing address, office space for traveling shows. Agents and salesmen. Mail Order Enterprises, Union Station, Box 2584, Wilmington 5, Del. Telephone 2-1300.

WANTED—GIRL SINGERS, MUSICIANS, acrobats, and comedy teams for recording, radio, TV and stage show work. Write in detail; photos, experience, recordings if possible. Crabb Enterprises, 410 T&P Building, Ft. Worth, Tex. au14

WANTED—MEDICINE PEOPLE IN ALL lines for platform show now in twelfth successful week; being reorganized and enlarged. Musicians, singers, dancers, comedians, write, tell all, state salary wanted; sober, reliable people only; pay your wires. T. C. Jacobs, Gen. Del., Albany, Ga. au14

AT LIBERTY—ADVERTISEMENTS 5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS COLORED ORCHESTRA AVAILABLE NOW. Well organized; 3 to 8 pieces; have transportation; go anywhere. Harlem Hepcats, 412 Minersville St., Pottsville, Pa. Phone 1670. au14

CIRCUS & CARNIVAL ANNEX ATTRACTION—CARNIVAL OR circus work; as desired. Prefer South. Rita Raye, c/o Western Union, Fairbault, Minn.

PERSONAL

ARE YOU SEEKING PEACE OF MIND?—Free home study course in the Catholic Religion. Paulist Instruction Center, Dept. B, 21 East Van Buren, Chicago, Ill. au28

BECOME A CO-ORDIPATH—DRUGLESS practitioner by correspondence; Send \$1 for full particulars to Co-Ordipath Institute, Box 2553, San Antonio, Tex.

NAME SINGER WANTED—1/2 COPYRIGHT introduce and record novelty TV songs hit. Should increase singer's Hooper rating. Contact Dewey Goode, 519 Hamilton Ave., St. Louis, Mo.

SHOWMEN EXCLUSIVE—PASSION PIT Trailer Court; Enjoy all sports, relax; central Florida. Information, reservation, Box 191, Rt. 2, Apopka, Fla.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS. Large assortment in stock; illustrated circular free to photographers. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1595 Franklin, St. Louis 8, Mo. se

COPYING, PHOTO, DOCUMENT OR sketch, 8x10, \$1; with coloring, \$2; c.o.d. or prepaid; original returned. Johnson, Box 3355, Washington 10, D. C. au14

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices, we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. au14

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. au28

PHOTO BOOTH OUTFITS CHEAP—ALL sizes, drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. au14

PHOTOMOUNTS FROM MANUFACTURER. 3x5 folders, \$3.100 f.o.b. here; 50 free on 1,000 orders. Free samples; cash discounts; Photomounts; 5x7, 8x10, etc., in stock. Penn Photomounts, Glenoiden, Pa. au14

PRINTING AMERICA'S FASTEST POSTER PRINTER—Always lowest prices. Fishy Window Cards in three colors for all amusement purposes; 14x22 size, \$8 hundred; larger 17x26 deluxe cards, \$12.50 hundred. Also bumper cards. Tribune Press, Dept. J3, Earl Park, Ind. au28

SAVE ON PRINTING—1,000 6x4 envelopes, \$3.95; 5,000 3x6 Circulars (blank backs), \$7.95; 1,000 \$1.95 postpaid. Samples, 3¢; send today! Trans-World, Harlan, Ky.

1,000 PROCESS EMBOSSED BUSINESS cards, \$3 postpaid; maximum, six lines. John Pepper, 501 Colville St., Chattanooga 5, Tenn.

SALESMEN WANTED AGENTS, CANVASSERS, SALESMEN—Attention. Attractive deal on Swiss Pin-lever Watches. Expensive looking. Low prices. Transworld, 565-5 Ave., N. Y. C. If ESTABLISHED YEAR-ROUND LABOR paper desires services of advertising salesman on permanent basis for contract work. Apply to New Era, 113 North 8th St., Reading, Pa., stating qualifications, salary requirements, etc.

TATTOOING SUPPLIES A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3. au28

WANTED TO BUY FILMS—35MM. AND 16MM. WANTED; WE buy, sell and exchange; send us your list of what you have to sell and trade. Bryant Supply Co., Emporia, Va. np

WANTED—USED 500W BABY SPOTS. Interested in other used Lighting Equipment. What do you have? Pandora Players, 137 Park Place, Decatur, Ill. au7

PIPES FOR PITCHMEN

By BILL BAKER

MRS. BOB NOELL... of Noell's Ark Gorilla Show, sent us a postal from Cape Hatteras Light, N. C., a spot which she describes as "Almost the end of the world." Incidentally, we haven't received a report from Mrs. N. on how she and her husband are making out with the animal sanctuary which they opened up in Tarpon Springs, Fla., a few months ago.

IF CHIEF GREY FOX... has his peepers focused on this column, here is a note from a gent who seems to know you. Irwin Kirby, our colleague in The Billboard's New York office, has this to say: "The wife and I haven't seen or heard from Chief Grey Fox for six years, since making his acquaintance in Bloomington, Ind. We would like to know if the fellow who wrote the Pipe in the July 31 issue of The Billboard is the same Grey Fox and maybe we could resume our friendship. At that time, 1948, I was a reporter for The Bloomington (Ind.) Daily Herald, and the Chief's med show set up just outside town. An evangelist pitched his tent right across the street. Before you knew it, a loudspeaker was going on, with most of the spectators on the Chief's side, because he and his

wife and two kids were putting on a great show. Well, I got them Statewide publicity the next night because a storm blew down the evangelist's tent and the Chief and his family helped him save it. They were a good gang and made our eyes pop by throwing us a few good prizes on their taffy pitch. The Chief had a blond, 16-year-old daughter named Gaynelle. They traveled in a big Schult trailer and also had a large panel truck and popcorn trailer. The Chief was an Upstate New Yorker and his big pitch was on herbs. A lot of water has passed under the bridge since then and here I am on The Billboard staff. Is that you, Grey Fox?"

HENRY H. VARNER... the Akron home guard, tells us that W. D. Simpson, one of the real old-time performers on the Barnum and Buffalo Bill shows, is now living in Akron. The old boy is now 83 and he still gets a kick out of showing the bullet holes he carries around from the days when he was fightin' the Indians in Texas.

White City

Continued from page 53

court records shows a \$100,000 mortgage was recorded when the sale was announced. Hamid retains the booking rights which has seen a free act and name attraction signed weekly.

With the ride purchases, Charley Hamid points out, the rejuvenated funspot has the nucleus of a big-time operation. There now are a Dodgem, Caterpillar, Bug, Tilt-a-Whirl, Rolloplane, Ferris Wheel, Merry-Go-Round, Space Ship, Whip, Dark House, seven kid rides with two coming, Arcade, shooting gallery and concessions. Also purchased recently was a kiddie Fire Truck from Overland Amusements, and the work crew is building a zoo on the midway next to the Dark House.

The end to the rebuilding is not yet in sight, as the parking area is to be resurfaced and Knohl is looking for a high thrill ride that will be visible for a great distance as White City's landmark.

MUSICIANS

BASS PLAYER—RELIABLE ALL-ROUND with "name" combo experience; seeking change, location only; radius 500 miles Chicago. Good, personality, dependable; Local 10 member. Barry, 940 W. Lakeside, Chicago, Ill.

EXCELLENT MAN AND WIFE TEAM—Guitar, vibes, Congo drums, vocals. Tiny & Tina, 306 Oakdale Trailer Village, Johnson City, N. Y. au7

DRUMMER, VOCALIST—NAME AND semi-experience baritone; register; shows are my meat; any style unit. Available August 1; East, Midwest preferred. All replies acknowledged. No parties; please reason this ad. Bill Sharpe, Room 810, Brighton Hotel, Watertown, N. Y. dh

FIDDLE PLAYER—WESTERN SWING; back up; double stop; lead own style. Family, dependable, 18 years' exp.; all around man. More information on request; willing to travel, but permanent. Wire, write, Box C-77, c/o Billboard, Cincinnati 22, O.

DRUMMER AVAILABLE—AGE 25, CAUCASIAN, thoroughly experienced shows, Latin American, etc. Member Local 4. Gil Kalsic, 2812 Grant, Apt. 6, El Paso, Tex. Call after 5 p.m. Mst. 6-5065. Will travel anywhere.

LEAD TRUMPET—AGE 32, NAME BAND experience; prefer locations; guarantee cut any book. Write, wire, Musician, 337 Chillicothe, Mo. au21

PIANIST—DOUBLING GUITAR, BANJO. Prefer location with combo in Midwest; married, 34, dependable. Tex Catron, 1714 9th St., Columbus, Neb. au14

PIANO MAN DESIRES CHANGE—WANT small commercial combo, Southern location. Union. Allow forwarding. Musician, P. O. Box 922, Montgomery, Ala. au14

RINK ORGANIST—EXPERIENCED; ALL dance steps, strict skating tempo. Large library. Union. Prefer East. Available immediately. Box C-78, c/o Billboard, Cincinnati 22, O.

RING ORGANIST—10 YRS. EXPERIENCE; good, metronomed music. Organist, General Delivery, Schenectady, N. Y.

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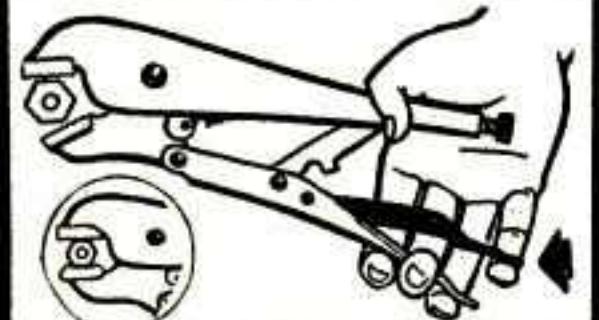
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OPTICAN BROTHERS

SINCE 1909
300 W. NINTH ST., KANSAS CITY 6, MO.

EDITORIAL

Worth the Price

Individual operators of music machines are now eligible for membership and a vote in Music Operators of America. The decision to admit individual operators was made at a meeting of MOA's executive committee this week in Chicago (see stories in this section).

Membership in MOA was limited to State and local associations. Each association joined the national group and had one vote no matter how many members it represented. Operators in those areas which do not have associations—and the great majority of operators fall in this group—could not belong and had no voice in the music machine industry's national trade association.

When MOA was organized, it was simply a confederation of existing associations. This explains the fact that individual music operators were not eligible. The step the executive committee took this week makes MOA a completely democratic organization and likewise increases its importance to music operators everywhere.

MOA Membership

Membership in MOA will cost individual music operators \$25. Music operators who are members of local associations, which are in turn affiliated with MOA, can obtain an individual membership for \$20. Each member—whether he belongs to a local association or not—will have one vote.

Thus far MOA has confined its activities to national legislative problems, principally the perennial battle with the copyright societies.

Now MOA is broadening the scope of its activities. It has formed a National Tax Council, headed by MOA's president, George A. Miller, which is already at work compiling music machine tax data. The Council will assist operators who are faced with the threat of unfair local taxes, and it will attempt to seek repeal of unfair local and State taxes now on the books.

A \$25 membership in MOA would be worth the price for nothing more than the services of the Tax Council.

Rock-Ola to Unveil New Juke Model

CHICAGO, July 31.—Rock-Ola Manufacturing Company will begin showing an all new phonograph model to its distributors next Monday (2), it was learned here this week.

According to trade reports from around the country, two to three distributors will be called to the factory for private showings every day for the next three weeks.

It is expected that operator showings will follow immediately.

Officials of Rock-Ola would not comment on the new phonograph, but did confirm that they

were calling distributors to the factory.

Present production at the plant is on the Comet Fireball 120, which was introduced last October. The introduction of a new model at this time would mark the fifth design change since 1946.

Miami Ops Take Steps to Cut City Ordinance

MIAMI, July 31.—An emergency meeting of members of the Automatic Music Operators' Association was called here Friday (23) in an effort to take action against the city commission's approval of an ordinance doubling the license fee on coin-operated equipment.

City officials indicated at the time the ordinance was approved (first reading) that they were willing to sit down and hear arguments against the intended boost before taking final action.

AMO attorney William Charles was delegated to conduct the protest against the ordinance before August 4, when the bill

SPOT COMMERCIAL MILLIONS

MOA Execs Adopt Pantages Plan; Mass Advertising Thru Juke

CHICAGO, July 31.—A new mass advertising media may soon be unveiled: The juke box.

If all goes according to plan, the nation's juke boxes will soon feature spot commercials along with their familiar music.

Rodney Pantages, head of Pantages Maestro, Hollywood, and the man behind the move, presented a program to the executive committee of the Music Operators of America last Monday (26), designed to eliminate the barriers which have kept the juke box out of the advertising field for the past 66 years.

And before the day was over, MOA delegates unanimously voted to adopt the program.

Here's how the system would work:

Pantages would set up an advertising agency to contact national advertisers.

Material Selection
Material submitted for use on juke boxes would be selected by

MOA Program Begins to Roll; Executive Board Digs In

Mass Advertising, '55 Convention, New Member Plan Keys 3-Day Meet

By JIM WICKMAN

CHICAGO, July 31.—Twenty executives of Music Operators of America met at the Morrison Hotel here this week (26-28) and outlined a program which would, even if only partly carried out, affect every member of the juke box industry.

Everything from a proposal to introduce an all new mass advertising media, to plans for the 1955 MOA convention were studied, discussed and set into motion. At least a dozen proposals, some of them brand new, were put to a vote, and many were under way before the three-day session came to a close.

Beginning Monday morning and continuing thru Wednesday, MOA delegates:

1. Unanimously voted to adopt a mass advertising proposal.
2. Mapped out the 1955 MOA convention.
3. Put an MOA publishing company on the road.
4. Met with the leading juke box manufacturers at a special luncheon sponsored by MOA.
5. Blueprinted a plan to change the name of the "juke box."
6. Heard what treasury officials had to say about a national depreciation schedule.
7. Skedded a date for the National Tax Council launching.

8. Broke all precedent and opened MOA's doors to individual operators.

9. Make changes in the voting power of local associations.

10. Began preparations for the next possible ASCAP legislative move.

These 10 points represented the

(Continued on page 76)

POINT-OF-SALE

Two-Fold Plug To Aid Record, Juke Box Play

WASHINGTON, July 31.—Juke box point-of-sale promotion will get a boost next week when Hirsh de La Viez, head of Hirsh Coin Machine Corporation, begins stocking his locations with small four-page booklets, no larger than a calling card, containing a picture of Tony Bennett and the

(Continued on page 74)

Detroit Group Approves Plan To Revive UMO

DETROIT, July 31.—Plans to revive the United Music Operators of Michigan, dormant for nearly a decade, were unanimously approved by 64 music operators at a special meeting held in the Veterans' Memorial Building last Monday (26).

Attendance, which represented

(Continued on page 78)

about 2,000 juke box locations,

Jersey Ops Will Go To School This Fall

Courses Include Management, Sales Buying, Programing and Personnel

NEWARK, N. J., July 31.—Members of the Music Guild of New Jersey will have the opportunity to go to school on alternate Thursdays starting in September and learn to become better operators.

The MGNJ board of directors announced that courses of instruction, designed to aid the operator run his route more profitably and economically, will be held in the MGNJ headquarters here.

The courses, selected by the operators, include: management, buying, special subjects, salesmanship, programing and personnel.

Management Session

The management session will cover regulation and direction thru office controls; accounting,

including monthly operating statements and budgets; financing, particularly means of finding working capital; equipment depreciation and obsolescence, and insurance.

Subjects to be discussed at the buying session will include equipment (normal replacement and rotation plan), records, supplies and parts, and motor vehicles and necessary shop equipment.

Special subjects include incentive management, trade associations, marketing policies and public relations.

Programing Session

The programing session will be devoted to showmanship in music, the Hit Parade merchandising system, previews, and promotion, including point-of-sale advertising accessories, and TV, radio and other mass media.

To be discussed at the personnel session will be employee relations, employee contracts, col-

(Continued on page 78)

Rumor Seeburg Distrib Meet Set August 2

CHICAGO, July 31.—Trade rumors this week were that the J. P. Seeburg Corporation has called in its distributors for a special meeting at the plant next Tuesday (2).

Seeburg officials could not be reached to confirm or deny the rumors.

Heine Roberts Made Veepee of Magnecord

CHICAGO, July 31.—Henry T. (Heine) Roberts has been made vice-president in charge of the commercial music division of Magnecord, Inc. Roberts' appointment was announced by William L. Dunn, president.

Since last May, Roberts has

been general manager of Magnecord's commercial music division. He will continue to occupy this post.

Meantime it was understood that Fleming Johnson, former production chief for the J. P. Seeburg Corporation, had joined Magnecord in a similar capacity.

Thus far there have been two operator showings of the Magnecord background music system. Monday (26) Huber Distributing, San Francisco, began its showing. George Gynn, a technical specialist for Magnecord, was present for the showing. Gynn trained Huber's service personnel in maintenance and service methods.

Minneapolis Showing
Earlier, a showing of the Magnecord line had been held

(Continued on page 78)

Miller, Marvin Plan Seattle Ops Assn.

CHICAGO, July 31.—George A. Miller, president and business manager of the Music Operators of America, and Larry Marvin, director, left for Seattle today (31) in an attempt to establish a new local operator association.

They will discuss with operators in the Seattle territory the highlights of the executive meeting held here earlier this week. It is hoped by MOA that the new program allowing individual operators to join the organization will increase membership.

AMI Appoints Dunis Distrib In Portland

GRAND RAPIDS, Mich., July 31.—Thomas H. Sams, regional representative of AMI, Inc., this week announced the appointment of the Dunis Distributing Company as distributor in Portland.

Sams said that Lew Dunis, head of Dunis Distributing, had scheduled an operator open house at the firm's headquarters at 1003 S. West Front Street on August 9-10. He added that both he and Dunis would be on hand to greet visitors.

Commenting on the appointment, Sams said, "The Dunis name is well known in Seattle and Spokane, where the firm has had AMI distributorships for some time, and with the Portland area now rounding out its territory, the organization will be able to give prompt, efficient service thruout the Northwest area."

The Portland area was formerly serviced by Western Distributors.

Miami Coinmen Study Bowling League Plans

MIAMI, July 31.—A coin machine bowling league may be formed here in the next 60 days if plans of Roy Gullo, Marino Music Company, materialize. Gullo said he had interviewed a number of operators, routemen and mechanics in connection with the idea, and their reaction was excellent.

"If the initial enthusiasm keeps

(Continued on page 78)

R IS FOR RESTAURANTS



Today there are **242,056*** Restaurants ready for you and AMERICA'S

Music
UTILITY

Now, for the first time, you can "sell" music to every restaurant in your area . . . with Magnecord's "Packaged" Background Music Service. With this Service you're *not* selling "music boxes" or peddling "music discs," instead you're offering something completely different — a Business Utility.

It's A Business Utility because now Background Music can go to any location, to be played *right on location*, via practical, economical, foolproof magnetic tape reels and Magnecord's own specially-engineered high fidelity continuous magnetic tape playback.

It's A Business Utility because only Magnecord's Background Music offers *RCA Planned Music*. Music expertly planned, arranged, blended, produced, and programmed to be psychologically correct, scientifically sound, and properly diversified in theme, mood, tempo and dynamic range.

It's A Business Utility because there are no franchises to buy, no population minimums, no music performance or operational licenses to handle. Everything is in one handy "package" for you to sell, operate, and make money with.

Indispensable to a perfect menu, Magnecord's "Packaged" Background Music Service can be a *continuing* money-maker for you.

MAGNECORD MAKES A UTILITY OUT OF MUSIC BY PUTTING UTILITY INTO MUSIC



For complete information phone, wire, or write to:

magnecord, inc.

Henry ("Heinie") T. Roberts, General Manager—Commercial Music Division
225 W. Ohio Street, Chicago 10, Illinois • Telephone: WHitehall 4-1889



HELPING TO MAKE THE 22d ANNIVERSARIES of Budge Wright and Western Distributors in the coin machine business a gala event was the entire Western staff. Left to right: Jack Turner, sales and field representative; Jon Wright, utility man; Dan Lowther, mechanic; Stanley Erickson, mechanic; Alice Ballangrud, office manager; Herman Walter, sales manager; Dale Hertzler, parts superintendent; Lois Rogers, office secretary; Harry Kelly, shipping superintendent, and Budge Wright. Al Rowe, mechanic, was on vacation at the time the picture was taken.

22d Birthday Parties Wind Up For Western, Budge Wright

PORTLAND, July 31.—Two of the longest birthday parties on record ended here Friday (30) as Budge Wright and Western Distributors wound up the second week of their celebration of their 22d anniversaries in the coin machine business. The festivities began July 15.

The showrooms at Western were decorated to the theme of "22," with practically every piece of equipment displaying price tags emphasizing the numerals—From ash trays at 22 cents to penny scales at \$222.22.

Wright, who entered the coin machine business as a game operator, joined the Western staff in 1935. He was named manager of the Portland office in 1937 by Lou Wolcher, then owner. In 1952 he bought out the Wolcher in-

terest and took over Western Distributors.

Thruout the two weeks, luncheons were served to drop-in guests, with refreshments available at all hours. Orchids for women visitors were fished out of a big refrigerator.

Many manufacturers sent greetings, outstanding being one from United Manufacturing Company in the form of flowers flown from Hawaii thru facilities of Tommy Luke, Portland florist.

Those congratulating Western on its 22 years in the coin industry included Mayor Fred L. Goebel, president, Coin Machine Men of Oregon; Harry Martini, R. J. Spanhauer, Ottilie Anderson, Walt Schmeisen, Ed Wolcher, Miller T. (Empty) Waters, Jay Madford, Joe Greg, Dale Whitney, A. C. Conlee, Chuck Matheny, Patsy Walter, Joan Unreel, Harry Arnsberg, Ed Heide-

man, Mike Pearson, Harry Bates, Liz Everson, Giadys Lau, Mrs. Cyril Vandehay.

R. J. Folgate, Gene How, Pam Curtis, Irene Coyle, Wayne Cudney, Johnny Griebel, Lyle D. Shaff, Irma Morgan, Victor P. David, Raymond E. David, W. L. Snell, Ray M. Gebb, L. N. Lev-eritis, Ed Lombard, Martin F- biger, William H. Chandler, Norm Stapleford, T. T. Turner, Berta Gribble, George Levant, Bud Qualheim, Larry Wettle, Al Schneider, Stan Terry, Dave Pal- lay, Robert D. Layton, George Joseph and Hal Shaw.

10TH WEEK

Last Witness Quizzed in Detroit Trial

DETROIT, July 31.—The prosecution in the juke box conspiracy trial here presented its final witness this week. A total of 103 testified for the State.

Altho the defense did not announce its intentions, motions to dismiss charges against the defendants, particularly the extortion count, which carries a maximum sentence of 20 years, were expected to follow.

The trial of William Bufalino, president of Local 985 of the Teamsters Union, AFL, and six others charged with extortion and conspiracy to monopolize the Detroit juke box business, ended its 10th week with the close of court Friday. How long the defense will require was a matter of conjecture.

Point-of-Sale

• Continued from page 73

lyrics of his new song "Cinnamon Sinners."

Hirsh will have the new disk playing on his machines and the booklets on juke boxes, in the booths and around the bar or counter on his locations. Somewhere between 5,000 and 8,000 booklets will be distributed.

Capitol Hosts Fla. Operators

MIAMI, July 31.—Juke box operators and record dealers attended a Fall Preview Party staged by Capitol Records Friday (23) in the Starlight Room of the Biscayne Terrace Hotel. Purpose of the event, under auspices of the Capitol factory branch in Jacksonville, was to acquaint the guests with Capitol's upcoming fall line of merchandise in the children's, classical and popular categories.

Following cocktails and dinner, the guests saw slides depicting fall numbers in the Capitol catalog, including a vast selection of albums and merchandising aids. Narrator was R. D. Comstock Jr., district sales manager, Atlanta. Also on hand were Joe Matthews, Florida branch manager, and Paul Bell, the company's resident salesman in Greater Miami.

Calendar for Coinmen

August 1-5—National Candy Wholesalers' Association, Inc., annual convention, exhibit, Hotel Commodore, New York.

August 5—Illinois Amusement Association, monthly meeting, Midwest Distributing Company, Rockford.

August 9—Wisconsin Phonograph Operators' Association, quarterly meeting, Rice Lake. (Tentative date.)

August 9—United Music Operators of Michigan, formation meeting, Veterans' Memorial Building, Detroit.

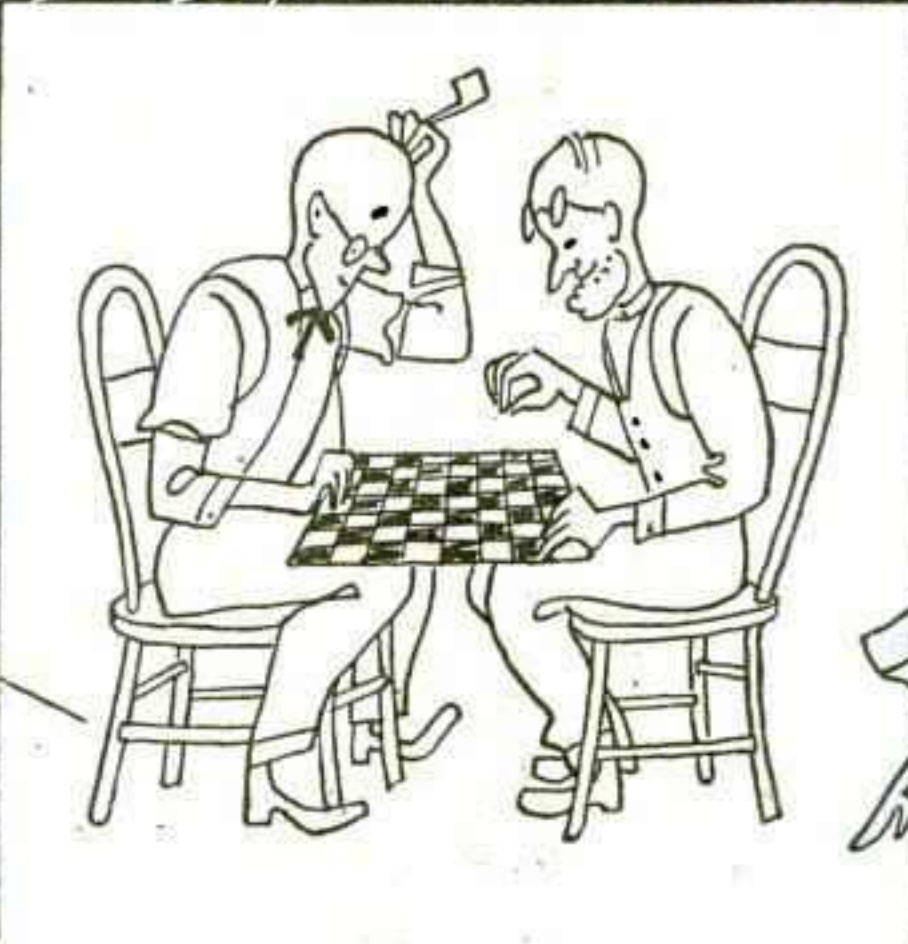
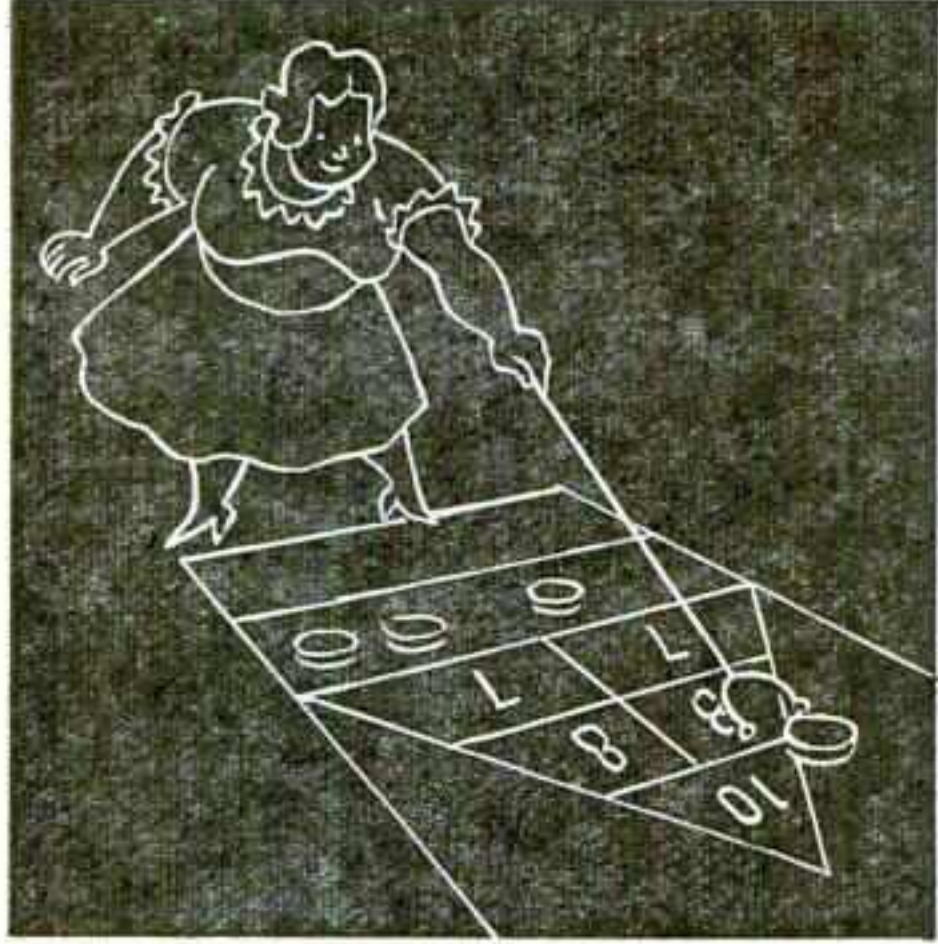
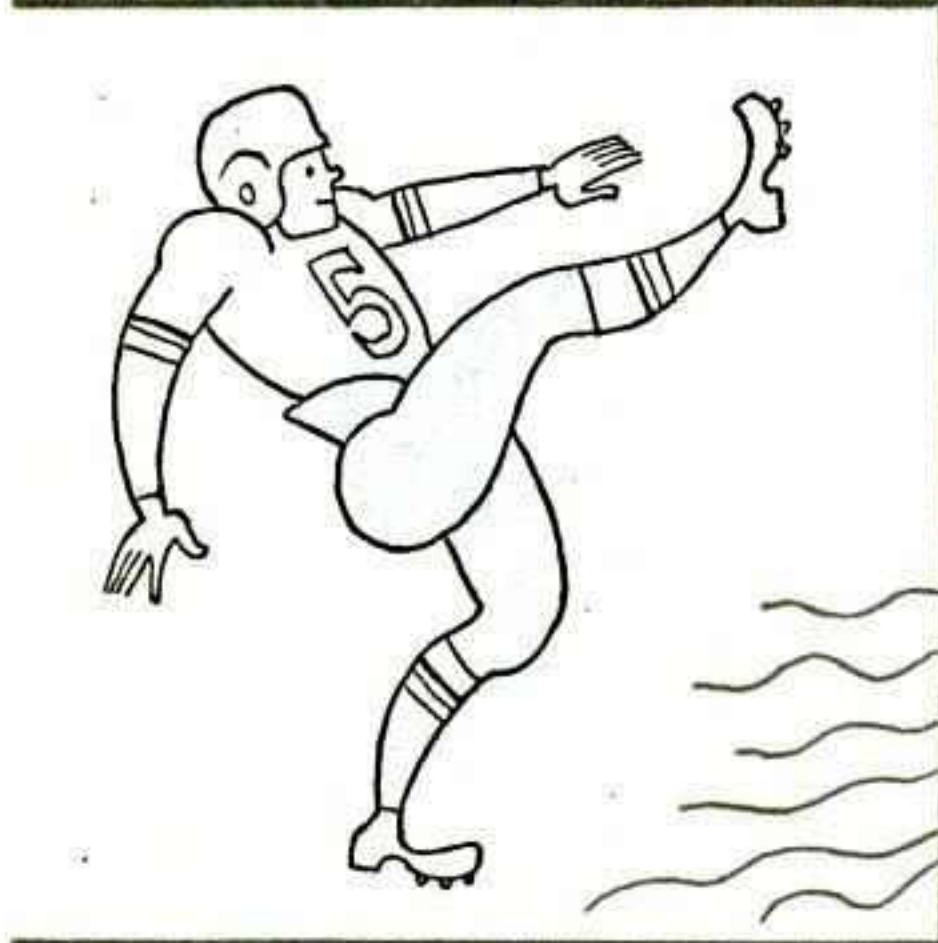
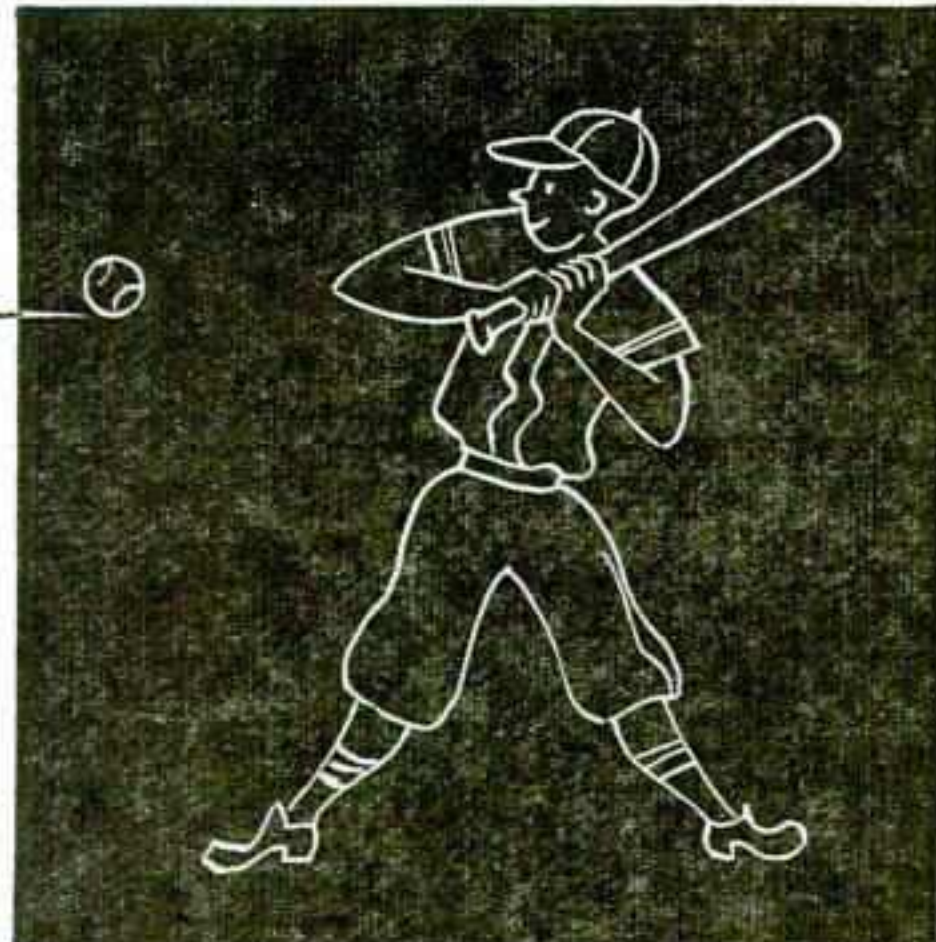
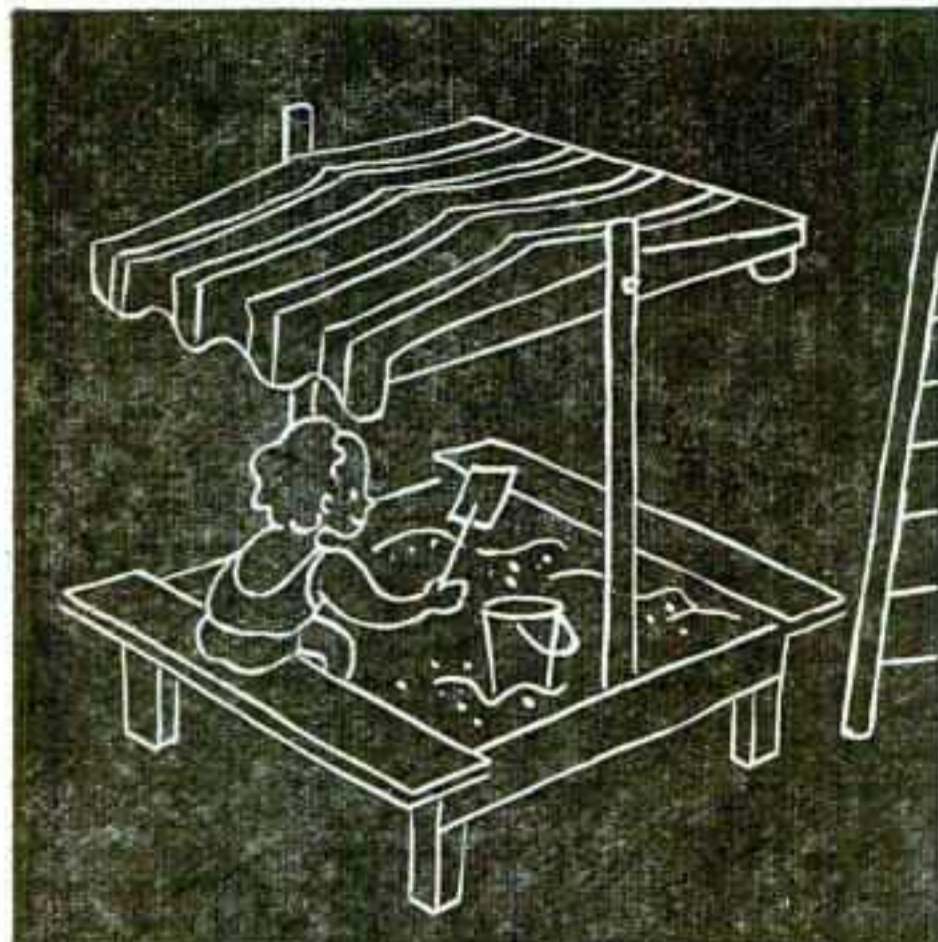
August 12—Summit County Music Operators' Association, Inc., regular meeting Mayflower Hotel, Akron.

September 9—Music Operators of Connecticut, monthly meeting, site to be announced, Hartford.

September 11-12—Nebraska Music Guild quarterly meeting, site to be announced, Scotts Bluff, Neb.

October 10-13—National Automatic Merchandising Association, annual convention, exhibit, National Guard Armory, Washington, D. C.

October 25—Summit County Music Operators' Association, Inc., annual banquet, Mayflower Hotel, Akron. (Tentative date.)



Whatever the age, height, weight or sex, it takes the right kind of "E"quipment to make them eager to PLAY!

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN — AHEAD NOW

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

COINMEN YOU KNOW

Chicago

Communications to:
Ken Knaut
Central 6-8761

MOA Exec Officers Meet at Morrison . . .

A meeting of 20 executives of the Music Operators of America was held at the Morrison Hotel this week (26-28) to map a promotion for the juke box industry. (See separate story in music section.) Those attending included George Miller, president, California; Clint Pierce, vice-president, Wisconsin; Hirsh de La Viez, vice-president, Washington, D. C.; Martin Britz, vice-president, Montana; William Mullinger, vice-president, Ohio; Les Montooth, vice-president, Illinois; Ray Cunliffe, treasurer, Illinois, and Harry Snodgrass, secretary, New Mexico.

Board of Directors included James Tolisano, Connecticut; Melvin Missmer, Pennsylvania; Howard Ellis, Nebraska; Jack Mulligan, Pennsylvania; Larry Marvin, California; Dick Steinberg, New Jersey; William Blatt, Florida; Louis Plocek, Kansas; Victor Ostergren, Indiana; John Gefke, South Dakota, and Rodney Pantages, California.

Ted Rubenstein, Marvel Manufacturing Company, announced this week that the full plant would be back in operation Monday (2), after winding up a two-week vacation period. The company is currently in production on its Zig-Zag counter game, and is expanding work in the plastic replacements for juke boxes.

Bill De Selm, United Manufacturing Company, gave a little demonstration last week on how to rack up a perfect score with Jungle Gun. Herb Oettinger was looking for a challenger for a round of golf. Wally Taibleson and his wife, Clare, were greeted July 23 by a brand new daughter, Ann Frances.

Alvin Gottlieb, D. Gottlieb & Company, was confronted with the problem this week of patching up a hole in a skylight at the company plant. The water was dripping in on a new Daisy May pinball game.

George Kozy, sales manager at A.B.T. Manufacturing Corporation, is spending spare time these days painting the new Kozy home in Frank'in Park where he

has lived two months. Another reason for sticking close to home is a new eight-month-old addition to the family.

Don Moloney, Donan Distributing Company, reports a big response to the new Rally shuffle game, Jet-Bowler and Rocket-Bowler. Scores are registered by the player's aim and speed in shooting the puck, which trips a timing device that registers scores according to the player's delivery. Tom Cath, Donan, is in the market for a cabin cruiser for vacation boating.

Herb Perkins, Purveyor Distributing Company, has tickets for George S. May's 7am O'Shanter 1954 Golf Tournament, August 5-15. Herb left Friday (30) for New York City on a business-pleasure jaunt. Monte West says he is spending the weekends keeping track of his youngsters, Billy and Linda.

Kurt Kluever, assistant phonograph sales manager at Rock-Ola, took time out from desk duties this week to show Leo Dixon and Harry Snodgrass around the plant. Both are Rock-Ola distributors.

Frank Mencuri, Chicago Coin Machine Company, is spending a vacation in California and visiting with relatives on the West Coast. Ed Levin reports increased sales on Super Home Run while baseball season enthusiasm is running high across the country.

Howard Freer, Empire Coin Machine Exchange, is back from a refreshing Oregon vacation; he says the sun was warm, the breeze was cool and the golfing was great around Portland and Salem. Howard is busy sorting out export orders these days, with Vince Shay and Stanley Levin handling the other tasks. Stanley finds time to sharpen his golf game.

Detroit

Communications to:
Hal Reves
Woodward 2-1100

Juke Box Op Hurt In Auto Accident . . .

Carl J. Von Gruenigen of the Von Gruenigen Music Company, a juke box operator here for the past 16 years, was seriously burned when his car was struck by a train about 30 miles west

of Detroit. Von Gruenigen was treated for second and third degree burns at Northville and then transferred to Women's Hospital, Detroit. He also suffered several fractured ribs.

Joseph Brilliant, head of Brilliant Music Company, has been vacationing in the woodlands of Northern Michigan.

Frank Alluvot Jr., assistant manager of Frank's Music Company, has been vacationing in New York City. His father, Frank Alluvot Sr., founder of the company, is spending the hot summer days out at Cass Lake, Mich.

James Rothis, of Rothis Music Company, was vacationing in Northern Michigan with his wife, doing some fishing and "getting away from the heat."

Doris Milatz, who assists on the newsgathering for this weekly column, is vacationing for two weeks at a camp in the Catskills.

Miami

Communications to:
Al Denny
83-3696

AMOA Meets to Plea Lower License Fees . . .

The Miami city commission's approval of an ordinance to double the license fee on coin-operated equipment (from \$12.50 on each machine to \$25) caught operators by surprise. An emergency meeting was held Friday (23), two days after the commission's action, and steps were taken to have AMOA attorney William Charles petition the city fathers for a reconsideration of the fees.

Arnold Rogan, of the Juke Box Company, reports that "Little Things Mean a Lot" is pulling the most nickels on his route, along with "Three Coins in a Fountain" and "Rocking Around the Clock."

Mark Max, owner of Southland Records, Miami's busiest "one stop," says he sold 8,000 records to juke box operators in June. Marge Revenaugh, record clerk at Southland, does a good job of serving coinmen.

Bobby Schwartz, B & B Vending Company, and his wife, Sylvia, are buying household appliances. (Continued on page 78)

MOA Program Rolls; Exec Board Digs In

Continued from page 73

major issues discussed at the meeting—tho there were at least a score of others—but in most instances they were either of local caliber or vetoed before full group discussion could begin.

Mass Advertising

Taking the points in order, mass advertising was the first. The plan was introduced by Rodney Pantages, head of Pantages Maestro, Hollywood. Here's how it would work:

Juke box operators thruout the country would be supplied with special advertising records for their machines. Automatically, usually about four records to a machine, a disk would play. The records would be controlled by a timing device set within the machine. No coin would be needed.

With nearly a half-million juke boxes scattered thruout the country, the potential advertiser would discover a new mass advertising media. (For complete details on the Pantages plan see separate story.)

Second was the 1955 MOA convention. On Monday, immediately following lunch, the entire MOA executive board toured the Morrison Hotel. Special attention was given to exhibit space, banquet facilities and room accommodations. Later it was decided that the next MOA convention site would be the Morrison.

Departing from past practices, the board elected to hold the exhibits at the next convention on an open floor, rather than in individual rooms.

Also, realizing the necessity for a larger banquet hall, the board selected a hall capable of seating about 1,300. The hall, still under construction but to be ready by October 1, the exhibit hall and the meeting rooms would all be on the same floor.

Hotel officials assured MOA that room reservations would be made for its guests long before convention time. Approximate time of the convention is March or April.

Seek New Tunes

In an effort to show the importance of the juke box industry in the field of music entertainment, MOA executives voted to adopt a program calling for a publishing company, which would seek out new talent and tunes for the world.

What MOA plans to do is set up a bank or library of tunes which it would promote thru the nation's juke boxes.

George A. Miller, president of MOA, was empowered to start the program rolling as soon as he returns to California. Miller will begin by hunting up four new tunes, two by well-known artists, and two by unknowns. Future plans are aimed heavily at unknown talent.

When the tunes are selected and recorded, MOA will distribute them to members for their machines. Radio stations will also

meeting. The manufacturers gave brief talks, and a general relaxed atmosphere prevailed.

New Juke Name

At Tuesday's meeting, Ray Cunliffe, head of the Chicago association, proposed a plan to change the name of the juke box. The idea was tossed around for discussion with the result the following proposal was adopted:

A contest for teen-agers (18 and under) to be held thruout the country in search for a suitable name to replace "juke box" with scholarships to be awarded the winners. There was some doubt as to the nature of the contest—one blanket contest for the entire country or sectional competitions. A special committee was appointed to study the possibilities.

Arriving in Chicago immediately following an informal confab, regarding a uniform depreciation schedule, with Treasury officials in Washington, Rodney Pantages and Hirsh de La Viez, head of the Hirsh Coin Machine Corporation, Washington, told the results of the meeting to the board Monday.

The pair explained that the officials had been co-operative but that a uniform depreciation schedule was impossible. However, the pair added, the Treasury officials said that they could see no reason for not including juke boxes in what is known as Bulletin F, which sets up a generally followed depreciation schedule on everything from typewriters to sewing machines.

Depreciation Proposal

Following a suggestion from the Washington officials, MOA will send a letter to the Treasury Department requesting that a four-year depreciation schedule on juke boxes be included in Bulletin F. The suggested breakdown to be 40 per cent on the first year, 30 per cent the second, 20 per cent the third and 10 per cent the fourth.

Miller reported on the progress of the National Tax Council, pointing out that the response from music operators thruout the country had been good and that because of it, the council would be ready to roll by convention time.

What MOA intends to do is set up four regional offices to compile information pertaining to taxes, restrictions, licenses, and ordinances on juke boxes. Professional aid will be hired to assist each of these offices, Miller said.

He said that 32 States were accounted for, and that he expected the others to be in shortly. A National Tax Council, needed since juke boxes were invented, seems just around the corner.

Open Membership

The problem of who should be eligible for membership in MOA was solved at the executive meeting when the board agreed that all juke box operators, regardless of local affiliation, should be permitted to join.

Individual membership in MOA was set at \$25, instead of the \$20 required when joining thru a local association. The new ruling goes into effect immediately. Each individual member will be given one vote, the same as everyone else.

Editor's Note: The Billboard had urged this move since the formation of MOA. Now that it has been accomplished, it is felt that the strength of MOA will grow by leaps and bounds.

Closely allied to admitting individual operators was the voting power of a local association membership. The only fair and equitable system to handle this problem, the board decided, was to give each association a vote for each of its members. And so this, too, was put into effect.

ASCAP Threat

The last proposal on the program refers to the constant threat by ASCAP to eliminate the exemption of the juke box from the Copyright Act. Sidney Levine, legislative counselor of MOA, gave a report on the McCarran Bill, the most recent ASCAP backed legislation. Levine commented that he was confident that the bill would be pigeon-holed for the remainder of the year.

He did point out, however, that MOA could be expected to propose another bill in its place next year and that steps had to be taken to meet such an eventuality.



*Less than 30 inches wide

SO LITTLE

in size . . . yet with so much to offer!

The largest number of selections . . . 120!
The smallest console phonograph in the world!
3-way service accessibility, top-front and back!
The single button line-o-selector for easy plays and more profits!



ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois



GEORGE A. MILLER

receive the tunes on a tax-free basis.

The problems of who will stamp the tunes, arrange the music, etc., are yet to be decided, but the show is on the road.

Another break from past activities was the special luncheon held by MOA for the juke box manufacturers. It marked the first MOA sponsored event of its kind.

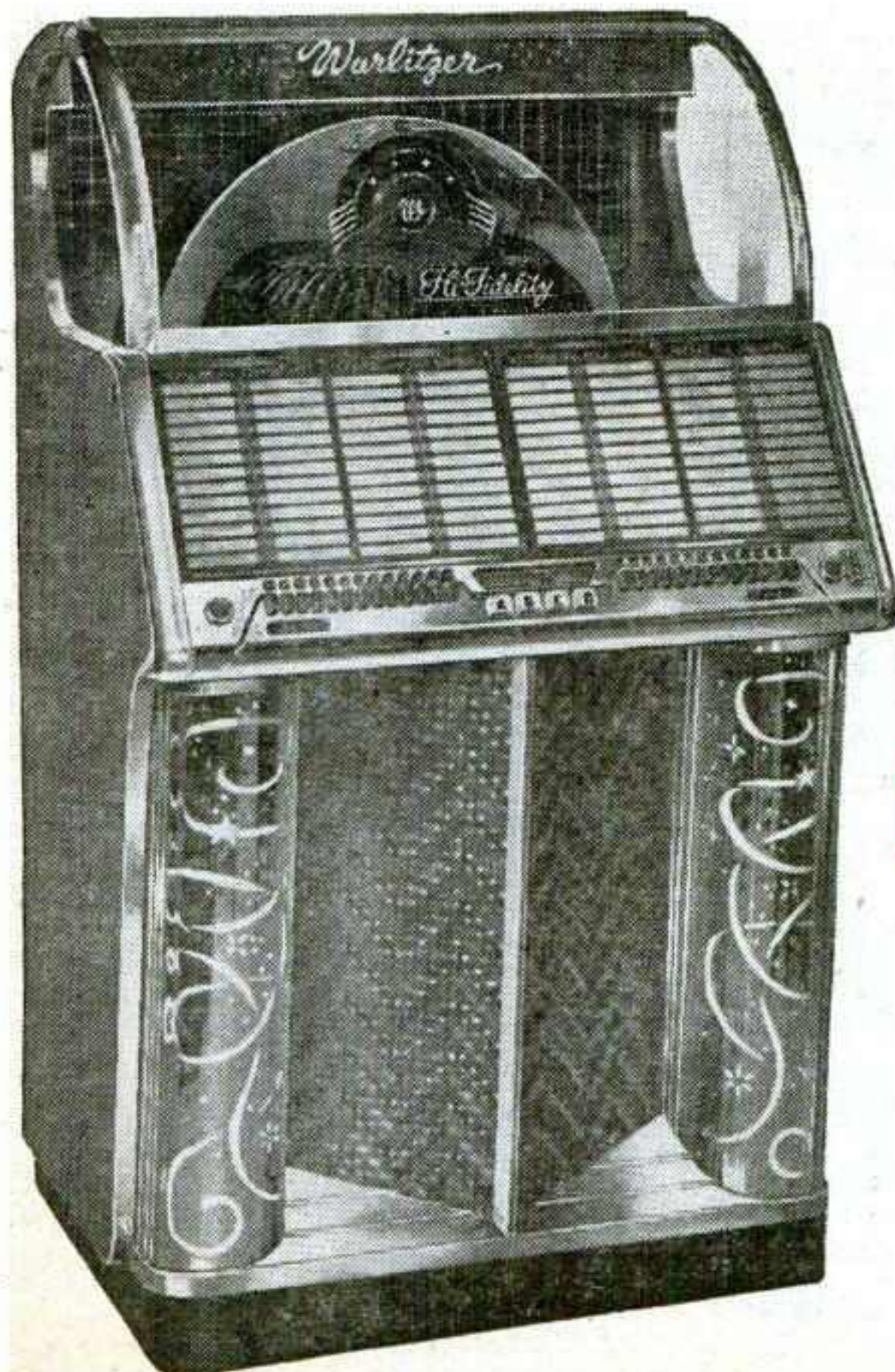
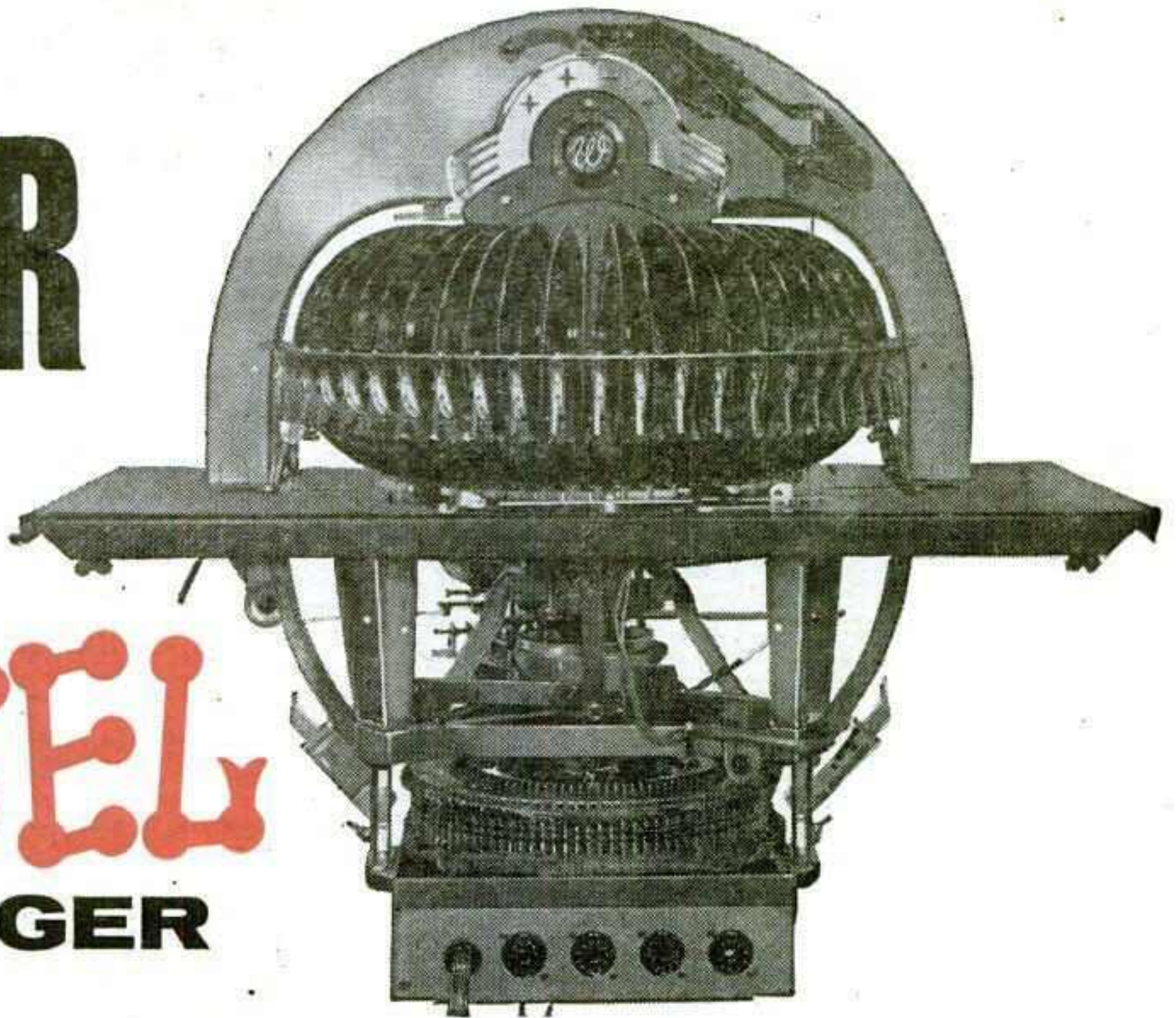
The get-together was informal, as both sides exchanged views on various problems confronting the industry. MOA briefly explained the purpose of the executive

SIMPLEST, FASTEST CHANGER in Record Handling History

The
WURLITZER

**104 SELECTION
ALL 45 RPM**

**CAROUSEL
RECORD CHANGER**



SIMPLIFIES SERVICE ...SAVES YOU MONEY

The revolutionary Wurlitzer Carousel Record Changer utilizes only one tone arm, one needle and one turntable direction, yet plays both sides of 52 seven-inch 45 RPM records.

The Carousel Changer never grabs the record. It gently raises, positions and plays the record vertically. Never turns a record over. Each record has its own playmeter registering up to 60 plays.

Entire mechanism is easily removable and will stand unsupported on its base for adjustment or service. Composed of only four major assemblies, the Changer can be quickly disassembled, saving service time—and time is money.

**THE AMAZING CAROUSEL RECORD
CHANGER IS ONE OF MANY NEW
DEVELOPMENTS THAT MAKE THE**

Wurlitzer **1700HF**

THE GREATEST PHONOGRAPH OF ALL TIME!

**SEE IT, HEAR IT AND BUY IT
AT YOUR WURLITZER DISTRIBUTOR**

**The Rudolph Wurlitzer Company, North Tonawanda, N. Y.
Established 1856**

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Table with columns for Model, Issue of July 31, Issue of July 24, Issue of July 17, Issue of July 10. Lists models like AMI Model A, C, D-40, D-80, ROCK-OLA, SEEBURG, and WURLITZER.

Jersey Ops

Continued from page 73

lection and record changing procedure, preventive maintenance, maintenance of service and union shop.

According to Dick Steinberg, MGNJ executive director, the educational program came about because many operators have been complaining of self-created conditions that are becoming standard in the business.

Thoughtless Tactics

Improper management, he explained, has hurt the juke box business, while thoughtless tactics has prompted some locations to buy their own equipment.

The MGNJ theory is that the music merchant deserves a profit for his toil and investment, but he cannot get that profit without good location relations.

Detroit Group

Continued from page 73

about 2,000 juke box locations, was made up of a majority of the smaller operators in the Detroit area.

Roy Small, a principal speaker at the meeting, said that the new association's objectives would be to improve and stabilize the juke box industry here.

Officers Elected

Important action taken at the meeting Monday was the election of temporary officers. They included Edward Carlson, of Carlson Music Company, temporary chairman; Harry Norton, of Norton Music, and Frank Alluvot, Frank's Music.

A second meeting to formalize the organization was scheduled for August 9, also at the Veterans' Memorial Building.

Small was vigorous in pointing out that carrying on the old organization name, because of the recognition it had achieved some years back, was essential for the good of the industry, and indi-

COINMEN YOU KNOW

Continued from page 76

pliances in preparation for the move into their new North Miami Beach home in September. They have two children, Karen Ann, 7, and Larry, 3.

Jerry Wichner and Lee Taylor, disk jockeys at radio station WINZ, help to promote play in the area's juke boxes by spinning the top pops of the day.

WINZ account executive Joel S. Salzman, citing the station's powerful range with 50,000 watts,

Wurlitzer Reports Net Sales Up

CHICAGO, July 31. — The Rudolph Wurlitzer Company announced this week that net sales for the months of April, May and June were \$9,643,849, compared with \$7,242,469 during the corresponding period last year.

Net earnings climbed to \$290,096 (including a tax refund), or 35 cents per share of common stock, compared with a net loss of \$22,349 last year.

R. C. Roling, president of the firm, said that all divisions operated at a profit each month. The company's products are all being well received, he said, including the new electronic piano exhibited this month at the Trade Show in Chicago.

Miami Coinmen

Continued from page 73

growing," said Gullo, "it looks like we will have eight teams entered." Gullo added that the plan was to launch the league around September 15 at the air-conditioned Paradise bowling alleys at N.W. 36th Street and 27th Avenue.

Operating companies which have already indicated a willingness to sponsor teams are Acme Music and Vending, Marino Music, American Operating Advance Music, Ross Distributing and Supreme Distributors.

Some important public relations projects in the offing.

Significantly, Small recalled at the meeting that the original UMO had started with only seven members—a fraction of those turning out for the Monday meeting.

says one of Wichner's fan clubs is in Jamaica, British West Indies. Wichner visited the island recently and was accorded a hero's welcome, said Salzman. Taylor is on the air from 5:30 to 6 p.m. every day with "The Big Five" as selected by The Billboard, and also conducts other shows on radio and television.

One noteworthy thing which Harold Carson, Juke Box Company, observed during his recent six-week automobile trip to the Far West and Mexico, was that every city from Jacksonville west to California is on dime play, three-for-a-quarter.

Carson and his wife, Jean, got a scare one day in Yellowstone National Park when three grizzly bears approached their car and one of the animals actually shook the vehicle.

Coin operators are talking about the ornate, curved desk which Joe Mangone, All-Coin Amusements, has in his new office.

Harry Steinberg, Sterling Music, is a popular figure in Hialeah where he operates a route of games and music. He sponsors a shuffleboard league which has proved highly popular.

Former coinman Al Soke was in town on a visit. Soke sold his route about a year ago and purchased a motel near Ocala, Fla. Since then he has disposed of the

motel and now owns a ranch in Central Florida.

Mr. and Mrs. William Binkley of Jacksonville, distributors of M-G-M, London and numerous other record labels thruout the State, attended the music show in Chicago. Accompanying them was 4-year-old Billy Jr.

Dave Shedd, manager of the Binkley branch in Miami, and his family spent a two-week vacation at Miami Beach.

The theme song from the movie, "The High and the Mighty," is beginning to click on the juke boxes. Mrs. Jo Hiller, record clerk at Binkley Distributing, points with pride to the fact that the original disk was cut by Leroy Holmes and his orchestra, with whistling by Fred Lowery, on the M-G-M label.

Harry Zimand, Acme Music and Vending Company, observes that collections have picked up sharply at Miami Beach since the flow of tourists swung into high gear this month. The increasing popularity of package tours sponsored by the hotels and the airlines is bringing many additional thousands to Miami Beach this summer, says Zimand.

A busy man these days is Walter Wheeler, chief trouble shooter at Supreme Distributors, who not only handles service calls but also supervises the office.

Harry Hausen, Early Bird Vending, purchased a new home and is busy furnishing it. Besides being a coin machine operator, Hausen also is a practicing attorney.

Raoul Shapiro, Supreme Distributors, consolidated his music route so that he now covers it in five days instead of six. That gives him Sunday and one extra day to work around the house, manuring the lawn and keeping the plants in good shape.

Erasmo U. Ramos, export manager at Southern Music, and his crew are working overtime preparing export shipments of phonographs for the firm's Central and South American customers. The demand is especially good in Colombia, Venezuela and Honduras, says Ramos.

Herman Perrin and his wife, Sadye, are spending their vacation at Miami Beach. Now employed as road salesman for General Vending Company, Baltimore, Perrin formerly operated a route here. His wife was the AMOA's first secretary.

George Caravasio, Southern Phonograph Company, is driving a spanking new Chevrolet truck complete with special lift. He reports that the top disk on his route is "Little Things Mean a Lot" (Decca), with "Three Coins in a Fountain" (Decca) a close second. Caravasio received word of the death of his former route-man, John Marion, who passed away in Philadelphia at the age of 41.

John Haddock, president of AMI, paid a three-hour flying visit to Miami to meet Bob Norman of Southern Music. Haddock had conferred with Southern Music owner Ron Hood in Orlando, and was so pleased with the distribution job being done by the company, especially in South Florida, that he arranged a quick trip to Miami before heading North.

United's Hawaii pin game and Ace and Rainbow shuffle alleys are now gracing the showrooms at Taran Distributing. Eli Ross reports good operator response to the new machines, along with Williams' Creamo and Big League Baseball pin games.

Over at Bush Distributing, President Ted Bush says that Chicago Coin's Feature Bowler, Star Lite Bowler and Super Home Run baseball game is drawing praise from all over the firm's territory. And Exhibit Supply's Shooting Gallery is another hot number, adds Bush.

Gottlieb's latest pin game, Dragonette, is a big hit with operators, says Joe Mangone, All-Coin Amusements, who distributes the Gottlieb line in Florida Georgia and South Carolina.

How Was Your Timing on . . .

"CINNAMON SINNER"

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer.

Spotted as a Billboard BEST BUY

JULY 20, 1954

Title Strips Ready for Top Juke Profits

JULY 20, 1954

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Table with columns for Cards per Week, Cost for 3 months, Cards per Week, Cost for 3 months. Lists packages for 20, 30, 40, 50, 60, 70, 80, 90, 100 cards.

Form for Sterling Title Strip Co. with fields for Name, Address, City, Zone, State, and Date.

Heine Roberts

Continued from page 73

in Minneapolis by Lieberman Distributing Company. Thus far, Magnecord has announced only these two distributor appointments. Roberts told The Billboard this week that he was naming "a distributor every day," but he declined to release their names.

Magnecord has yet to release the details of its background music plan which uses tape especially made for Magnecord by RCA. It is understood, however, that the basic Magnecord tape playing unit costs approximately \$1,000. With each tape player purchased, the buyer receives one year's free use of three tapes.

Miami Ops

Continued from page 73

comes up for the second and final reading.

The present license fee is \$12.50 a machine. The proposed ordinance would raise that amount to \$25 transfer fee to be paid when a license is changed from one location owner's name to another.

Willie Blatt, head of AMOA, said that he believed that the bill would undergo radical revision before it came up for a final vote August 4.

AUTOMATIC LUNCH

In-Plant Feeding Booms for Chi Op

CICERO, Ill., July 31.—That in-plant feeding offers opportunity for growth in automatic selling was further attested this week by Bernard Kiley, president, Airport Vending Service, Inc.

Within a two-week period, Kiley has installed a 10-machine automatic cafeteria in one plant, is installing another in a second plant this week, and will install a third in an office building next week.

The installation completely replaces the cafeteria in the American Can Company's fibre container division in Maywood and will replace the one operated in Chicago's Centennial Laundry.

700 Employees
The third installation, planned

TOO MANY MILES

Ops' Supplier Services Mchs. At Air Base

WACO, Tex., July 31.—Many miles of driving and the nuisance of getting on and off military bases have been eliminated for local vending operators thru a simple but valuable service provided by Albert Joseph, operator of Atlas Merchandise Company.

Atlas provides a variety of supplies for the post exchange at James Connally Air Force Base, some 10 miles north of Waco. The firm also sells candies, packaged

Sked Humorous Play for NAMA Meet Program

CHICAGO, July 31.—"McNulty's Nightmare," a dramatic fantasy that tackles some of the most pressing day-to-day problems in employee and customer relations in vending, will highlight the program of the 1954 National Automatic Merchandising Association convention to be held in Washington, D. C., October 10-13.

The Coca-Cola Company will sponsor the presentation for the industry. It will be staged and

2 New Wittenborgs To Make US Debut

Ferman Sets Plans for Hot Plate, Refrigerated Units for Cafeteria Use

NEW YORK, July 31.—Two new versions of the Wittenborg vender are slated to make their debut in this country, according to Bob Ferman, head of Automatique, Inc., U. S. distributor for the Danish firm.

They are the two-column hot plate unit, listing at \$845, and the three-column refrigerated unit, selling at \$1,435, less compressor. Ferman said deliveries take about eight weeks.

The hot plate unit holds 24 dishes (chicken pot pies, etc.), one for each window. The refrigerated unit can vend between 72 and 288 items (depending on size), holding 144 sandwiches.

Varied Fare
According to Ferman, the refrigerated unit has been used to vend salads, desserts and canned drinks. Automatique also distributes the Wittenborg all-purpose vender, a two-column ma-

chine which can dispense food or merchandise items.

Ferman said that all Wittenborg venders now have a device which enables the operator to load the units from the rear, much in the same manner the Automats in New York and Philadelphia are serviced. This device is optional at extra cost.

He explained that, with rear loading, the operator has the option of leaving the venders unattended during slack periods and filling them during peak periods, without interrupting the traffic flow.

Sales Drive
Automatique will embark on a sales campaign, stressing the function of the Wittenborgs as complete meal feeding units for both industrial and public locations.

Ferman said he is in the process of selecting distributors (Nat

also to apply for a vending machine permit.

3. Council had never seen such an establishment.
J. J. Handy, director of environmental hygiene for the city health department, said his division had earlier given tentative approval to plans, but not to the actual store which so far has only the exterior built.

Roberge said he was considering a lawsuit to force the committee to grant him a permit to operate the automatic store.

To the complaint of the health department that the department would be unable to inspect the unattended store, Roberge said he would give a key to the department for this purpose.

Roberge answered the complaint

1. Automatic stores might drive grocers out of business.

2. Inventor Roberge needed

3. Council had never seen such an establishment.

4. Americans are drinking almost four million cups of coffee a day more than they did one year ago.

The firm estimates that one billion cups of coffee will be served this year thru its machines owned by some 727 operators who will gross \$50 million from the sales.

5. Coffee ranks first in popularity during industrial rest periods at 76 per cent of firms surveyed.

6. Union contracts require coffee breaks in 22 per cent of firms surveyed.

7. The idea of a coffee break is steadily spreading. Some 80 per cent of companies surveyed initiated the custom since 1941. Another 38.2 per cent began since 1945.

8. Coffee ranks first in popularity during industrial rest periods at 76 per cent of firms surveyed.

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14. Coffee ranks first in popularity during industrial rest periods at 76 per cent of firms surveyed.

NAMA, Health Service to Map Model Vender Sanitation Code

Association, Govt. Officials Sked Meet to Set Up Code Thursday (5)

WASHINGTON, July 31.—Plans for setting up a model sanitation code to cover all types of automatic vending machines will be worked out at a meeting of officials of the National Automatic Merchandising Association and the U. S. Public Health Service in Washington next Thursday (5).

Both NAMA and the Public Health Service have indicated this is the first step in a campaign to standardize sanitation regulations on vending machines

throughout the country. When the model code is completed, PHS will recommend it as a guide to State and city lawmakers in setting up their own regulations. The move, which is strongly supported by NAMA's sanitation standards committee, is expected to eliminate conflicting local regulations which have proved irksome to both manufacturers and operators.

John Faulkner, PHS's chief of food and milk sanitation, foresees no difficulties in devising a satis-

factory code. He told The Billboard this week that no problems are involved in beverage venders except for normal cleanliness and pointed out that a sanitation code already developed for beverage venders operated by the armed forces could easily be adapted for civilian use.

Regulations covering venders of milk and perishable foods, such as sandwiches, probably will require research into the proper temperatures at which the food should be kept and the sanitary design and construction of the venders, he said. The experience of State and city health departments and the work of Dr. W. L. Mallmann, which he said had been financed by NAMA at Michigan State College, will be

(Continued on page 82)

Vender Lack Hurts Canned Drink Drive

Herald Cites Conversion Programs, But Sees Need for Manufacturing Activity

ENGLEWOOD, N. J., July 31.—An acute shortage of venders capable of dispensing canned drinks is shackling the growth of automatic merchandising in armored carbonated beverages, George Herald, head of Cantrell & Cochran's vending program, said this week.

Herald cited the growth of the canned drinks in grocery stores and supermarkets, but added that vast quantities of canned drink venders would be needed if the operators are to capitalize on the

latest phenomenon of the beverage industry.

According to the C&C executive, Juice Bars and the old Telejuice units are being converted to dispense cap-top cans thruout the country, but the number of these venders currently on location is limited.

Others Needed
While Juice Bar is now making units specifically designed to vend cap-top cans, Herald feels the market for this product is such that other firms must also turn out this type vender to satisfy operator demands.

Canned carbonated beverage vending is experiencing its greatest growth in Pennsylvania, according to Herald. He explained that Juice Bars have long been popular in Pennsylvania steel

(Continued on page 81)

SCAPEGOAT

Don't Blame The Innocent Vender, Lady

NEW YORK, July 31.—What prompts people to vent their wrath on vending machines has never been explained, but, for some strange reason, people will often shake and kick the mechanical merchants when the venders fail to deliver, or when things aren't going well.

Tuesday night (27), on the "Suspense" television program over WNBC here, a popcorn vender and a bottle drink machine were objects of the ire of one of the performers—Nina Foch.

The segment involved a woman who found herself locked in a motion picture house and was unable

(Continued on page 81)

Mills Unveils New Ice Cream, Bottle Venders

2-Selection Package Unit Priced at \$600

CHICAGO, July 31.—Mills Industries, Inc., made two additions to its line of vending equipment with the announcement this week of production on a new three-selection bottle vender and a dual-selection package ice cream vender.

The Mills Package Vender, which will list for approximately \$600 f.o.b. Chicago, is a new design of the Arctic ice cream machine, patents of which were purchased by Mills from Gordon Haase, head of the former Arctic Vender Sales Company.

With a vending capacity of 150

(Continued on page 82)

NY Cent. Okays Perfumatic for Depots on Line

JERSEY CITY, N. J., July 31.—Joe Tanzer, head of Jo-Lo Perfumatic here, U. S. and foreign distributor for Perfumatic of Canada, announced this week that the New York Central Railroad had given the all-clear sign for the installation of cologne venders in all passenger stations in the system.

According to Tanzer, stations will be assigned to operators on a territorial basis, with location

(Continued on page 82)

80% in 1941

Coffee Break New, Mills Survey Finds

ST. CHARLES, Ill., July 31.—The coffee break provided the basis for a survey by the Bert Mills Corporation. The survey turned up these facts:

1. The idea of a coffee break is steadily spreading. Some 80 per cent of companies surveyed initiated the custom since 1941. Another 38.2 per cent began since 1945.

2. Coffee ranks first in popularity during industrial rest periods at 76 per cent of firms surveyed.

3. Union contracts require coffee breaks in 22 per cent of firms surveyed.

4. Americans are drinking almost four million cups of coffee a day more than they did one year ago.

The firm estimates that one billion cups of coffee will be served this year thru its machines owned by some 727 operators who will gross \$50 million from the sales.

Coffee Price to Fall In Coming Year: FTC

WASHINGTON, July 31.—Coffee supplies will go up and prices will go down during the coming year, according to the Federal Trade Commission, which has just completed a 1,351-page study placing the blame for recent zooming coffee prices on poor crop reporting, speculation and trading irregularities at the New York Coffee and Sugar Exchange.

The FTC said its prediction of lowering prices depends on whether or not supply and demand would be allowed "freely to run their course." Barring future frosts, the Agency said, the world coffee supply will reach about 42 million bags next year, compared with 41.5 million to 41.9 million bags this year, and added that it found "no shortage

in volume of coffee moving to market" this year.

What happened, the FTC said, is that a report from Brazil indicated a drop of 3.5 million bags, or 4 per cent of world production, in Brazil's coffee output for 1954-'55. While this news could have caused a jump of 15 per cent or even 25 per cent in the cost of green coffee, speculators and major coffee roasters rushed into the market and zoomed the price up 57 per cent from 58 cents per pound in December 1953 to over 96 cents per pound in April, 1954.

Since roasters tie their sales prices not to the actual cost of the coffee they are selling, but to the estimated cost of replacing that coffee, they immediately jumped retail coffee prices from

(Continued on page 81)

VICTOR'S
5c Baby Grand Deluxe
CAPSULE VENDER



Less than 25 cases (packed 4 to the case). Per Case . . . \$60.00
25 cases or more. Per Case . . . \$7.00
See your nearest authorized VICTOR distributor.

Victor Vending Corp.
5701-13 W. Grand Ave.
Chicago 39, Ill.

Sked NAMA Sessions
On Milk, Ice Cream

CHICAGO, July 31.—The National Automatic Merchandising Association annual convention and exhibit (to be held in Washington, D. C., October 10-13) will interest dairymen.

NAMA announced this week that seven manufacturers of milk or ice cream vending machines and two dairy product supply firms had so far signed for exhibit space.

Also announced: The scheduling of the convention program of a special "Brass Tack Idea Exchange Clinic" on dairy products.

A workshop session on "Blueprint for Full-Line Vending" will also cover dairy products vending. The panel will be moderated by John W. Mock, Chicago management consultant, and will include Everett Newcomer, City Milk Vending Corporation, Masspeth, N. Y., and Martin O'Shaughnessy, manager, food service division, Radio Corporation of America.

Exhibit Space

Exhibit space has so far been reserved by Dari-O-Matic, Inc.; Food Engineering Company; Fred Hebel Corporation; Mr. Robot, Inc.; Rowe Manufacturing Company, Inc.; Roto-Vend Enterprise; The Vendo Company; Dean Milk

Company, and M & R Dietetic Laboratories, Inc.

James Teahan, Eastern Electric, chairman of the trade show advisory committee, predicted that at the convention "the greatest display of milk, ice cream and other dairy products vending machines ever concentrated under one roof will be inspected by thousands of vending operators and dairymen."

The convention program will also include a "Brass Tack Idea Exchange Clinic" on "Blueprinting the Problems of Food and Beverage Vending" and one on "Management Problems," and an address by H. A. Montague, president; Fred B. Prophet Company, Detroit, entitled "In-Plant Food Specialists and Vending Specialists Can Work in Close Harmony to Mutual Advantage."

Supplies in Brief

Sugar Supplies

The present outlook for the 1954 sugar crops is for production of all the sugar required to fill marketing quotas and for some addition to the carryover into 1955, according to the latest Agriculture Department estimates. The consumption of sugar is now running at the annual rate of 8.4 million tons with the largest amounts going into beverages, bakery and allied products, and candy in that order. Deliveries of sugar by primary distributors in June were 802,000 tons, up 4 per cent from June deliveries last year, altho total deliveries for the first six months this year were 3,898,000 tons, down 1.7 per cent from last year. Sugar stocks held by primary distributors in July were 1,472,000 tons, 14 per cent higher than for the same period last year.

Peanut Supply Down

The supply of peanuts on June 30 was 27 per cent lower than a year ago, Agriculture Department said in a report which states that 17 million pounds are being held as roasting stock and 128 million pounds as shelled edibles.

Preliminary reports indicate that fewer peanuts were used in making candy thru June 30 than a year ago, while slightly more were used in making salted peanuts and peanut butter. Total reported uses of edible grades were about 1 per cent above reported uses for the same period last year.

Milk Prices Up

Seasonal increases in fluid milk prices pushed the price for Class I milk paid by milk dealers in July up to \$4.71 per hundred-weight, 18 cents higher than in June but 23 cents lower than in July last year, the Agriculture Department has reported. The average retail price for standard grade milk in July was 22.3 cents per quart, two-tenths of a cent higher than in June but one-half cent lower than in July last year. Milk production is still running well ahead of demand. Production the first six months of this year totaled 66.1 billion pounds, 2.6 billion pounds more than during the same period last year.

ON WHEELS

Cigarette Op
Mechanizes,
Cuts Labor

DENVER, July 31. — "Mechanizing" the servicing of cigarette venders, in the steps between truck and loading the chutes, has increased efficiency, eliminated fatigue, and developed other advantages for Ace Cigarette Company.

Lou Davidoff, head of the operating firm, is an "efficiency minded" operator, who believes in eliminating unnecessary labor from route operation. So last year, he set out to simplify one of the worst "bottlenecks" of supplying a long list of locations.

"This was the actual matter of transferring cigarette cartons from the delivery truck to the machine itself," Davidoff said. "Both the truck which carries the load and the machine which vends the cigarettes are the product of a lot of engineering skill and take little improvement."

"Under most circumstances, however," he went on, "it has been necessary for the routeman to lug heavy cases of cigarettes from the truck parking point to the machine, often thru inconvenient areas, etc."

"The best solution, we believed, would be some form of light-weight wheel transportation, which could be both carried in the truck, and roll on its own wheels from the parking place to the actual machine."

Thus Davidoff developed a four-wheeled "delivery dolly" which is in constant use in each of Ace Cigarette Company's three panel delivery trucks.

Closely resembling a "piano dolly," the unit consists of a 2 by 2-foot heavy plywood panel, at the corners of which are mounted standard swivel casters. Set on the plywood base is a four-compartment, light-weight steel box, divided into four slots, three accommodating standard size cigarettes, one popular king-size.

The two-foot-high metal box readily accommodates 49 cartons of cigarettes, with a projecting "bucket" at the rear, into which empty cartons from the machines are placed. At the top is a convenient luggage-type handle, which makes it possible to pick up the entire unit for lifting over steps, obstructions on the floor, etc.

Wherever, possible, however, the rolling unit is simply swung down from the truck floor and pushed or pulled, whichever is most convenient, to the machine where loading takes place. In the case of "upstairs locations" in cafeterias, offices and factories, Davidoff has found that smooth floors usually make it possible to roll the unit all the way, into elevators, to the machine and back.

Built at low cost, these handy wheeled delivery carts have made it possible for both Davidoff and his route serviceman, William Wingo, to service at least 35 per cent more cigarette venders per day, and to almost completely eliminate the tiring, awkward business of carrying heavy cardboard cartons and wooden boxes from truck parking points to the machines.

Mills Bows Non-Coin
Milk Shake Mach.

CHICAGO, July 31.—Mills Industries, Inc., this week announced a new non-coin-operated automatic machine for making milk shakes.

Called the Millshake, the new unit features a refrigerated 10-gallon stainless steel mix container, automatic mix flow control, temperature control, self-mounted shielded blender. It lists at about \$2,000.

Opening the serving gate automatically starts agitator and compressor; the mix flow control automatically replenishes freezer barrel supply as shakes are drawn. The cabinet measures 27 1/2 inches wide, 32 inches deep and 65 inches high (with five-inch adjustable legs). Agitator drive is powered by one-third h.p. motor; temperature control has a range of 0-32 degrees Fahrenheit. Sanitary features include mix container and freezer cylinder located in the insulated refrigerated cabinet, isolated from the motor, belt and pulleys.

Reynolds Net Up
For June Quarter

WINSTON-SALEM, N. C., July 31.—R. J. Reynolds Tobacco Company reported net profit for the quarter ended June 30 of \$11,599,000, compared to like period earnings in 1953 of \$8,681,000.

The profit increase was equivalent to 30 cents per share, \$1.09 for the 1954 period, compared to 79 cents in 1953.

Reynolds announced that the increase in net is chiefly due to the elimination of the excess profits tax. The firm paid \$4.6 million less in federal taxes in the June quarter this year than last.

Any profit dip in sales and cost of introducing a new filter-tip brand (Winston) were more than offset by the federal tax drop.

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Famous ACME
ELECTRIC
MACHINE

Sample \$24.35
2 to 11 19.50
12 to 49 18.25
Bracket 1.00
Floor Stand . . . 5.00
1/3 deposit, bal. C.O.D., F.O.B. N. Y.

Vibration is the law of life . . . the medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will . . . indicated by pointer on dial. Also one of the best automatic devices. Uses only one dry battery, usually good for 1500 to 3000 plays

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BALL and VENDING
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New LOW Factory Prices

BUBBLE • CHICLE
CHLOROPHYLL
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.
- F.O.B. Factory, 150 Lb. Lots

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Immediate Delivery
VICTOR'S
TOPPER

100 or more . . . \$12.00 Each
Less than 100 . . . \$12.50 Each
Packed 4 to case. Time payment plan available. Trade-ins accepted. Prices subject to change without notice. All Victor Machines available. Write for our FILLED CAPSULE LIST for Victor Baby Grand Capsule Machines.

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All Items \$10.00 per 500 All Items Full Deck Cards
Baby Chicks Butterflies
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Nail Puzzles Bugs Balloons
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Write for Free 32-Page Vending Machine Catalog
One-Third Deposit on All Orders.
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CIGARETTE and CANDY MACHINES!

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)



SPECIAL!
ROWE IMPERIAL
8 Cols.
240 Capacity
\$87.50

UNEEDA CIGARETTE VENDORS	
Model E, 6 Cols., 180 Cap.	\$ 75.00
Model A, 9 Cols., 270 Cap.	95.00
Model 500, 9 Cols., 350 Cap.	100.00
DU GRENIER CIGARETTE VENDORS	
Model S, 7 Cols., 210 Cap.	\$ 85.00
Model V, 7 Cols., 210 Cap.	90.00
Model W, 9 Cols., 270 Cap.	95.00
Champion, 9 Cols., 420 Cap.	100.00
ROWE CIGARETTE VENDORS	
Imperial, 6 Cols., 180 Cap.	\$ 85.00
President, 8 Cols., 320 Cap.	130.00
Royal, 8 Cols., 320 Cap.	100.00
Crusader, 8 Cols., 380 Cap.	140.00
Crusader, 10 Cols., 475 Cap.	155.00
CANDY MACHINES	
Rowe Candy, 8 Cols., 120 Cap.	\$ 85.00
Uneeda Candy, Wall Model, 5 Cols., 102 Cap.	65.00
Stoner Candy, Prewar, 6 Cols., 102 Cap.	115.00

SODA and COFFEE MACHINES
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors.
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SUPER JET

SENSATIONAL NEW CAPSULE VENDOR

- ★ No jamming, missing or breaking of capsules
- ★ Beautifully styled
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\$64.00
PER CARTON OF FOUR

Write for Catalog of New & Used Vendors, Accessories & Supplies
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Vend Magazine 753
2160 Patterson St., Cincinnati 22, Ohio
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me
(Foreign rate, one year, \$6)

Name
Address
City..... Zone... State.....
Occupation

Dr. Pepper Ups Earnings 11.4% In First 6 Months

DALLAS, July 31.—The Dr. Pepper Company reported Thursday (29) an 11.4 per cent boost in net earnings for the first six months this year.

Net income for the period this year was \$409,723 compared to \$367,648 for the same period in 1953. Net earnings were 59 cents a share compared to 53 cents a share last year.

"Lowered provisions for depreciation and income taxes, and improvement of operating efficiency" were cited by Leonard Green, president, as factors.

"Our manufacturing costs have been cut, not only in our sirup operations but also in our bottling plants," Green said.

Net income before taxes for the 1954 six-month period was \$811,199 compared to \$787,473 for the same period in 1953. Depreciation charged to operations this year was \$325,820 contrasted with \$344,003 a year earlier.

Philip Morris Elects Board

NEW YORK, July 31.—Ten stockholders of Philip Morris & Company, Ltd., Inc., have been re-elected to the board of directors, while two resigned.

Still serving on the board are C. T. Ames Jr., vice-president in charge of production; Joseph F. Cullman Jr., chairman and president of Benson & Hedges; Joseph F. Cullman III, vice-president and executive vice-president of Benson & Hedges; L. G. Hanson, senior vice-president and treasurer; W. H. Hatcher, vice-president in charge of leaf tobacco; Alfred E. Lyon, chairman; O. P. McComas, president and chief executive officer; H. E. Riddell; K. H. Rockey and W. B. Ryan Jr.

Retiring are O. H. Chalkley, former PM president and board chairman, and G. P. Brauburger, former PM general counsel.

Holzworth Named New Pepsi Rep

NEW YORK, July 31.—Christopher E. Holzworth, a director of the Pepsi-Cola Company, was named a special representative in Detroit, Alfred N. Steele, president, announced this week.

Holzworth recently retired as executive vice-president of S. S. Kresge Company. His headquarters will be in the Fisher Building in Detroit.

Humorous Play

• *Continued from page 79*

directed by the Jam Handy organization with a cast of professional actors.

Construction Ideas

After previewing the script, I. H. Houston, NAMA president, said: "It gets across more constructive ideas in a more entertaining fashion than anything our industry has seen to date. It is jam-packed with showmanship, novelty action and color."

One of the most difficult acting assignments will go to the actor who depicts a character described as "the innards, the spirit, the essence, the sub-conscious of the cup machine."

McNulty and various operators in his "nightmare" deal expressly with problems of cup vending, the principles evolving from the presentation apply with equal force to all aspects of automatic merchandising.

Vender Lack

• *Continued from page 79*

mills from Allentown to Pittsburgh, and that operators have been converting to cap-top venders in recent months.

Herald said he knows of at least 63 conversion jobs in the State, and he feels that there are many more. One of the larger canned drink operators in the State is the Valley Service Kwik Kafe, Allentown, headed by H. B. Fisher.

He also reported that a Milwaukee operator had converted 40 Telejuice units, while Serv-a-Cup and M&W Sales, New Jersey operators, are engaged in a conversion program.

C&C has engaged a suite at the Hotel Commodore here to display its line of Super-Coola canned drinks at the National Confectionery Wholesalers' convention, Sunday thru Thursday (1-5). Herald said a vender would be exhibited.

NO SMOKES AFTER 9
Laws Hobble Vending Progress in Norway

OSLO, Norway, July 31.—The growth of the automatic merchandising market in Norway, stunted by government regulations, is developing slowly.

Cigarettes cannot be sold thru vending machines because of a law prohibiting the sale of cigarettes after 9 p.m. After that hour, cigarettes can be purchased in restaurants only, and only if a patron orders food.

Most other vended articles must not be sold after 7 p.m.

There are some candy machines manufactured, but little besides candy and cigarette machines. There were never any soft drink or ice cream venders.

A few post offices have stamp machines, but as long as only two kinds of stamps are manufactured in rolls (all other stamps are sold in sheets by the hundred), only these two may be vended.

But the country does boast a unique gasoline vender. After a filling station is closed, a patron may draw a certain quantity of gas from a coin-operated machine. It is good income for the

Coffee Price

• *Continued from page 79*

an average 91 cents per pound to an average \$1.32 per pound. Many restaurants, whose costs were upped from 2 cents to 3 cents for the amount of coffee used in each cup, followed by raising the prices from 5 cents to 10 cents and more per cup.

The FTC pointed out that accurate crop reporting, which would have shown that world coffee output was enough to meet demand despite the frost in Brazil, and stricter regulations of trading practices at the New York Coffee and Sugar Exchange could have prevented this "unrealistic" behavior.

While stating that some of these conditions could be corrected by FTC or "judicial" action, the report urged congressional action as the only means for improving coffee crop reporting and for insuring a free play of supply and demand in the coffee market.

The FTC report stated that the minimum export price put on coffee in Brazil was a major factor in coffee pricing which was outside legislative control. Brazil pegged this export price at 87 cents per pound on July 1 this year and the price of green coffee in New York has remained around that price since then, the FTC said.

Minneapolis

• *Continued from page 79*

that his unit would force other grocers to remain open late by saying it would be a blessing to small grocers who wouldn't have to stay open all hours to tend the needs of the changing factory shifts.

He said he had spent five years and \$35,000 developing his unit which is 14 feet wide, 16 feet long and 8 feet high, contains fibre glass insulation to maintain a constant temperature of 34 degrees.

Roberge's unit would sell a dozen packaged grocery items including bread, milk, eggs, butter, oleomargarine, and processed meats such as bacon, wieners and luncheon.

The store would be unattended, with purchasers dropping money in change-making coin chutes under a display window.

Scapegoat

• *Continued from page 79*

to signal for help. After crying out for aid, she assaulted the popcorn vender in the lobby with vigorous shakes, then turned her wrath on the adjacent bottle drink vender with several hearty kicks.

If the hope of free merchandise or coins was her object, she was unsuccessful. The venders yielded nothing.

Then, in a calmer mood, she reached into her handbag and fished out a coin which she dropped into a slot—not into either of the two venders, but into a pay telephone a few yards away.

station owner since most stations close at 8 p.m.

Coin-operated luggage lockers are used at railroad stations. Before, one had to take luggage to the cloak room of a station and wait in line to check baggage. Now a coin inserted in a slot delivers a key with which to lock up property.

Lorillard Net Up, But Sales Down

NEW YORK, July 31.—Despite a drop in sales volume, the P. Lorillard Company, maker of Old Gold and Kent cigarettes, reported earnings for the first half of 1954 were up 14.6 per cent from last year's earnings for the same period.

Income for the period ended June 30 was \$3,388,422, equal to \$1.19 a common share, on sales of \$117,271,030. Sales for the first six months of 1953 were \$119,565,969, and net income was \$2,955,412, equal to \$1.04 a common share.

For the three-month period ended June 30, sales were \$60,903,579, and net income was \$1,604,174, equal to 56 cents a common share. In the 1953 quarter, sales were \$67,691,328, and net income was \$1,850,870, equal to 65 cents a common share.

Too Many Miles

• *Continued from page 79*

cookies and specialties to vending operators.

Joseph learned that several operators had tried to place machines in such popular spots as the service club, base operations office and officers' club at the air base, but gave up the idea because driving 20 miles to service one or two machines was unprofitable.

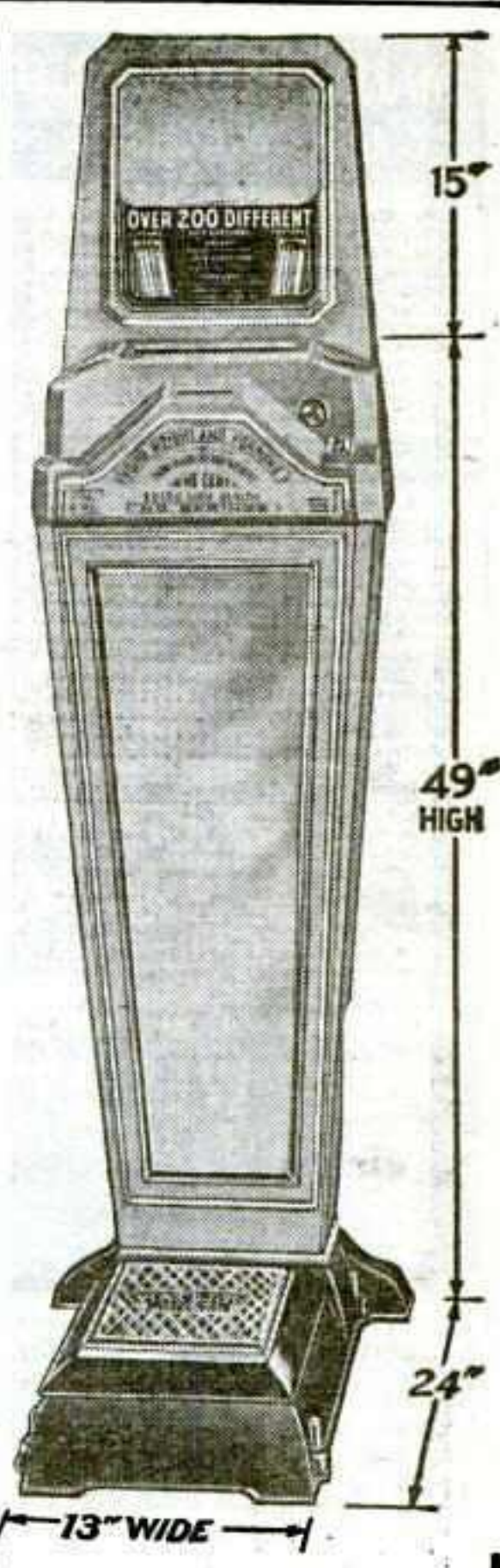
He came up with an idea. He proposed to service the candy and cigarette machines for the operators, billing the service job at the merchandise price.

The plan has worked out for both Joseph and the operators. It's been in operation over two years.

Said Joseph: "We spend only a few extra minutes daily in servicing the machines at the base, keeping records for the operator and he isn't bothered with them. I sell more candy and cigarettes and they vend more."

LONDON, England, July 31.—A Coca-Cola advertising sign containing nearly a mile of neon and fluorescent tubing went into operation this week in Piccadilly Circus.

The spectacular measures 44 feet square, features the Coca-Cola trademark and the words, "Have a Coke—Delicious-Refreshing."



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE
PENNY FORTUNE SCALE

NO SPRINGS
Invented and made only by

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1650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

JUST ARRIVED!
Imported
FRUIT CHARMS
Hand-Painted—Colorful

Only \$7.45 M. Prepaid shipment
Good for Penny, Pocket or Capsule Vending. Order now while available. Write for free sample.

OHIO GUM SUPPLY CORP.
P. O. Box 155 Wickliffe, Ohio

The 1¢ Ball Gum—CHARM MACHINE—

FIRST—in the Hearts of Operators
FIRST—with Consumers
FIRST—in PROFITS

There's always odd pennies; there's always NEW CHARMS to merchandise your machines.

For CAPSULE MACHINES—FILLED CAPSULES

immediately available

like for instance—

PLATED OFFICIAL BADGES	\$10.00
PLATED THREE MONKEYS	7.50
PLATED Two-piece, BULLETS	10.00
PLATED GIMMICK-LIKE CHARMS, Series #4	7.50
FLUORESCENT VARSITY LETTERS	5.00
ELECTRIC FANS	12.50
IRONS & TOASTERS	15.00
SKELETONS IN CLOSET	15.00
VACUUM-PLATED BELLS	15.00
PLATED CHARMS, Series #5	3.00
PLASTIC CHARMS, Series #3	1.50

BADGES, with Nickel Keychains \$22.50
KEYCHAIN VARIETIES 22.50
MONKEYS, with Keychains 21.00
5c BALLOONS 22.50
NAIL PUZZLES 16.00
IRONS & TOASTERS 20.00
ELECTRIC FANS 20.00
SKELETONS IN CLOSET 20.00
SPARKLE RINGS 20.50
INITIAL RINGS 20.50

All prices per 1,000 f.o.b. Jamaica, N. Y.

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 35, L. I., N. Y.

MANDELL GUARANTEED USED MACHINES

N.W. Deluxe 1c & 5c Comb.	\$12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	4.50
Master 1c Bulk Porc.	4.50
Master 5c Bulk Porc.	4.50
Master 1c & 5c Bulk Porc.	4.50
Columbus 1c Bulk	6.95
Silver King 1c B.G. or Midse.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	4.45
Advance #D 1c Midse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Vendor's Mix	.63
Pistachio Nuts, Sheik	.48
Cashew Whole	.50
Cashew Butts	.48
Peanuts, Jumbo	.38
Spanish	.38
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs., vac. pk.	.85
Baby Chicks	.32
Rainbow Peanuts	.30
Boston Baked Beans	.30
Jelly Beans	.38
Licorice Lozenges	.35
M & M	.44
Assorted Fruit Charms, 100 ct.	.42
Rein Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	.28
Adams Gum, all flavors, 100 ct.	.44
Wrigley's Gum, all flavors, 100 ct.	.47
Beech-Nut, 100 ct.	.47
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes Assorted.	

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

PM Sales, Profit Dip

NEW YORK, July 31.—Total sales and earnings of Philip Morris & Company, Ltd., Inc., for the quarter ended June 30 trailed the previous year's figures, according to a statement released this week by the tobacco firm.

Net consolidated earnings for the quarter were \$3,048,473, or 95 cents a share, compared with \$3,707,251, or \$1.39 a share, a year earlier.

Sales were \$75,281,823, compared with \$77,357,280 a year earlier. Income before federal taxes was \$6,352,836, compared with \$7,834,251 the previous year.

N. Y. Central

Continued from page 79

rights going to operators who headquarter nearest the depots.

Tanzer also disclosed that his firm and Union News had reached an agreement whereby Perfumatic operators will be allowed to place their equipment on Union News locations, which include restaurants in some of the nation's largest transportation depots.

He added that the display screen on the machines has been changed from gold on black to white on black to make for better visibility.

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of July 31	Issue of July 24	Issue of July 17	Issue of July 10
Acorn Tab Gum (10 col.)...		\$21.95	\$21.95	\$21.95
Adams Gum Vender (6 col.)...		17.25	17.25	17.25
Advance Model D Ball Gum.	\$6.45	6.45	6.45	6.45
Advance No. 11 Midse.....		5.95	5.95	5.95
Advance Stick Gum, 1c.....		8.50 10.00	8.50(2)	8.50
Ajax (8 col.).....	150.00	150.00		
Atlas Ace 1c Midse.....		6.50	6.50	
25c Ball Point Pen Vendor..	49.50	49.50	49.50	49.50
Clyde Vendor.....		12.00	12.00	
Columbus 1c.....	6.50	6.50	6.50	
Daval Roll Stamp (3 col.)...		25.00	25.00	
DuGreiner Model W (9 col.)...	95.00 125.00	125.00	87.50 125.00	87.50 125.00
Exhibit Card Vendor, 1c....	15.00	15.00	15.00	
Foot Ease	129.50(late)	129.50(late)	129.50(late)	129.50(late)
Hawkeye Hot Popcorn.....		55.00	55.00	
Hershey 1c (2 col.).....		6.50	6.50	
Keeney Electric (9 col.)....		49.50	49.50	
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Master 1c & 5c.....	6.95	6.95 8.50	6.95 8.50	
Master 1c	6.50	6.50	6.50	
Master 5c	6.50	6.50	6.50	
Mills Candy (8 col.).....	198.50	198.50	198.50	198.50
Mills Tab Gum.....	27.50	27.50	27.50	27.50
National 950	110.00 130.00	130.00	130.00	130.00
National 950	145.00	145.00	145.00	145.00
Northwestern 33 Ball Gum..	6.50	6.50	6.50	
Northwestern Deluxe 1c and 5c.....	12.00	12.00(2)	12.00(2)	
Northwestern Model 39, 1c..	7.95	6.50 7.95	6.50 7.95	
Northwestern 49, 1c.....	17.35	17.35	17.35	17.35
Northwestern 49, 5c.....	17.35	17.35	17.35	17.35
Northwestern Roll Type Stamp (2 col.).....		35.00	35.00	
Northwestern 40, 1c Midse...		6.50	6.50	
Northwestern Stamp	69.00	69.00	69.00	69.00
Northwestern Tab Gum.....	25.95	25.95	25.95	25.95
Plastic Globe.....		6.50	6.50	
Pop Corn Sez.....	69.00	69.00	65.00	65.00 69.50
Pop-N-Hot Popcorn		65.00	65.00	
25c Razor Blade	19.50	19.50	19.50	19.50
Rowe Candy (8 col.).....	85.00	80.00	80.00	80.00
Rowe President (8 col.).....	155.00	155.00	155.00	155.00
Rowe President (10 col.)...	155.00	155.00	155.00	155.00
Rowe Royal (8 col.).....	100.00			
Schermack Roll Type Stamp (1 col.).....		15.00	15.00	
Silver King, 1c Bulk.....	7.45	8.50	8.50	8.50
Silver King, 5c Bulk.....		8.50	8.50	
Silver King	13.95	13.95	13.95	13.95
Silver King 1c Ball Gum....		7.45	7.45	
Silver King 1c Midse.....	7.45	7.45	7.45	
Silver King, 5c.....	7.45	7.45	7.45	
Silver King Hot Nut.....	29.95	29.95	29.95	29.95
Smoke Shop Lo-Boy	249.50	249.50	249.50	249.50
Stamp Folder (2 col.).....		12.50	12.00	
Unedda Model A.....	95.00			
Unedda Model E (6 col.)...	75.00			
Unedda Model E (9 col.)...		80.00	80.00	
Unedda Model 500 (9 col.)...	105.00			
Uneddapak Model 500 (9 col.)	135.00	135.00	135.00	135.00
U-Select-It	49.50	49.50	49.50	49.50
Victor 1c (Victor).....		8.50	8.50	

Greene Sees Great Future For Vending

NEW YORK, July 31.—“Automatic merchandising is a tough business with no get-rich-quick nonsense about it,” Robert Z. Greene, president of the Rowe Corporation, declared this week in a press interview here.

Envisioning a healthy future for vending, Rowe said: “Americans have been well conditioned to wait on themselves, and it is my belief that the industry will have a period of growth that will dwarf even its tremendous record of the last 25 years.”

“Retail stands in New York subway stations grossed more than \$5 million last year,” he explained. “Vending machines in the same stations grossed more than \$3.5 million, most of which was additional business that might otherwise have been lost.”

Proper locations are necessary to future growth of vending, Greene said. “Factories, toll highways and railroads, for instance, are ‘naturals’ because the customer is often ‘captive’ and must buy from the machine or go without.”

Greene told of Rowe's work with the Pennsylvania Railroad on an automatic buffet-car which serves complete snack lunches to travelers.

NAMA, Health

Continued from page 79

used in drawing up these standards.

If the Thursday meeting goes along with procedures used in working up model codes for other industries, Faulkner said the PHS staff will work out the regulations with the aid of an advisory committee made up of members from NAMA, and State and city health departments. The completed model code then will be distributed to State and city health officials for correct comment and approval before it is adopted, he said.

Stuart G. Lyon, chairman of NAMA's sanitation standards committee, is expected to head a six-man NAMA delegation to the Thursday meeting.

NEW
... NOTHING ELSE LIKE IT!



Northwestern
SELECTIVE TAB GUM VENDER with "QUICK CHANGE" MERCHANDISE DRUM
Wire or write for details
THE NORTHWESTERN CORPORATION
EAST ARMSTRONG ST. • MORRIS, ILLINOIS

Precision-Built for PROTECTION & PROFITS!

ACORN
The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED! **SILVER-STREAK**
BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE: PENNY KING CO., 2538 Mission St., Pittsburgh 3, Pa.
WESTERN OFFICE: OPERATORS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles 15, Calif.

VEND—PUBLISHED BY THE BILLBOARD
HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
Candy Gum & Nuts
Beverages
Tobacco
New Products
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Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$7.50 (Foreign rate, one year, \$8) 757

Name

Address

City..... Zone..... State.....

Occupation

Mills Unveils
Continued from page 79

ice cream novelties (bars, sandwiches, popsicles), the new unit features a one-quarter h.p. refrigeration unit with temperature control; standard National Rejector coin changer; sealed steel cabinet with glacier blue hammerloid finish; all electrical component connected to one centralized wiring junction box; two vend motors with automatic cutoff.

The ice cream vender measures 36 inches wide, 25½ inches deep and 60 inches high and weighs 474 pounds.

The new Mills bottle vender vends six, eight or 10-ounce bottles, three flavors and holds 123 bottles in vending position, 61 Pepsi-Colas, 31 each of two other soft drinks and pre-cools 42 bottles.

Priced at \$450 with National Rejector coin changer, the bottle unit is also available with an odd-cent changer at extra cost.

Refrigeration is a hermetically sealed system, finish is bonderized and baked enamel. It measures 26½ inches wide, 28¾ inches deep and 74½ inches high and weighs 495 pounds. The cabinet is insulated with three inches of Fibreglas.

The machine operates on 115 volts, 60 cycle AC., single phase. Both machines have a one-year

Wittenborgs
Continued from page 79

Hochman's Unedda Vending Service is the New York outlet on territorial agreements. He added that several areas are open.

One refrigerated unit, he said, is on location in a New Jersey industrial plant, servicing 60 employees who work the swing shift.

He explained that the plant has a regular cafeteria set-up, but that the cost of operating it for the swing shift would be prohibitive. The Wittenborg unit, he added, actually operated at a profit vending sandwiches, salads and desserts.

Basic Units

Ferman disclosed that the Swedish Konsum, the largest consumer supermarket co-operative in the Scandinavian countries, has chosen the Wittenborg as its basic merchandise dispenser.

He said that a finance plan for U. S. operators is in the works.

warranty against defects in material or workmanship. The bottle unit also has a four-year replacement warranty on the hermetically sealed-in mechanism.

With these two new units, Mills now has three vending machines in production. Production of its coffee machine—Coffee Service—was announced earlier this year.

JET CAPSULES
Easy to Close—Will Not Jam
Compare and see for yourself
Bulk, 5,000 to case, \$5.00 per 1000
JET filled capsules, assl., \$20.00 per 1000 (Only top value charms used)
ENCLOSE CHECK WITH ORDER

TRY THIS NEW LEADER IN YOUR CAPSULE MIX
Rhinstone Jewelry \$5.00 per 100
Earrings, ready to wear

ROCKET ITEMS
ROULETTE \$18.00 per 1000
TIC TAC TOE \$12.00 per 1000
(Can be had mixed at \$15.00 per 1000)
Watch for announcement of our Sensational New Capsule Items
All orders F.O.B. Brooklyn, N. Y.
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IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREATS VENDOR

ORDER TODAY
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

A FACE-LIFTING

Granny Modernized For Location Role

NEW YORK, July 31.—The Grandma, one of the oldest standbys of the Arcade field, is being cast in a new role—as a location piece—by Joe Munves, head of the Munves Manufacturing Company.

Munves has been location-testing the fortune-telling machine for a year and is currently mass-producing the device. His theory is that, for a location piece, the Grandma must look less like the traditional witch or Gypsy and more like that sweet lovable, relatively young woman representative of the modern grandmother.

As a result, the Munves Grandma is a white-haired, pleasant-looking matron, with a complexion that would be the envy of many a schoolgirl and a shape

which would not be uninteresting to normal males.

The theory is that, for location use, the type Grandma that most persons would like to identify with their own grandmothers is apt to bring in the most coin.

The Munves Grandma has a moving diaphragm which gives the appearance of normal breathing. The unit, measuring two feet by six feet, weighs about 175 pounds and is cased in maple cabinet. List price is \$795. Grandma's face is plastic composition.

According to Munves, one location, a Grant store on Fulton Street, took in \$50 in a five-day period. The operator is Leo Wilens. Another location reporting high takes is a five and dimer at 125th Street, Harlem. Harry Pearl is the operator.

100 a Month

Munves, who has 20 men working at the plant here, said he can produce 100 units a month.

Sales are both from the factory and thru the following nine distributors: Scott Crosse Company, Philadelphia; Ted Bush, Miami; Advance Automatic Machine Company, San Francisco; Monroe Coin Machine Exchange, Cleveland; C. O. Moon, Atlanta; Southern Automatic Music Company, Louisville; Marmor Distributing Company, Cincinnati; Canadian Amusement Company, Crystal Beach, Ont., and Wall Box, Dallas.

Munves said that the current Grandma was designed with chain store, variety store and supermarket locations in mind.

Another location game, the

(Continued on page 86)

Name Garrison Genco Distrib

CHICAGO, July 31.—Garrison Sales, Phoenix, Ariz., has been named distributor for Genco Manufacturing & Sales Company in that State.

Ralph Sheffield, Genco sales manager, announced this week that Garrison would handle all Genco products, including the new Rifle Gallery. The Phoenix firm has been in the coin machine business for many years.

Trade Quota To Bring Games, Jukes to U. K.

LONDON, July 31.—The first step in a new trade agreement which will bring coin-operated amusement games and juke boxes from West Germany to England was announced by a British government spokesman in the House of Commons.

The new bilateral quota will permit the importation of 10,000 pounds worth of German-manufactured amusement games and juke boxes into this country, according to the President of the Board of Trade.

The move has not been received with enthusiasm by British manufacturers, many of whom consider that protection for firms at home should have priority.

Since the early days of the last war—for nearly 15 years—England has faced an almost complete embargo on the import of amusement equipment from abroad.

ARCADE BAIT

Op's \$ Hooked Up With Resort Fishing

ESTES PARK, Colo., July 31.—Altho F. T. Gifford's 30-unit Arcade in this mountain resort town is mighty dependent for business on such things as the weather, fishing and swimming, he's found it profitable enough to keep coming back for more after nine seasons.

Altho 300,000 visitors flock into the park every summer—one of the Colorado Rockies' busiest resort areas—the game take will often depend on how the fish are biting or how many of the youngsters are in swimming.

Burglars Grab \$800 From Taran, Two Other Firms

MIAMI, July 31.—Burglars, who broke into the coin machine building owned by Sam Taran, played no favorites. They looted all three of the firms which jointly occupy the building and made off with \$800, police reported.

The thieves opened two safes belonging to the Taran Distributing Company, and rifled the petty cash boxes in the offices of Ross Distributing Company and Pan American Distributing Company.

Detective E. B. Hamm said the burglars scaled the roof of the building at 3401 N.W. 36th Street, removed the fire opening and climbed down a 25-foot rope.

Eli Ross, of Ross Distributing Company, said the entire loss was covered by insurance.

April Coin Exports Top \$1 1/2 Million—New Record

Jukes Up 68% With W. German Boom; Av. Price of Units Rise

CHICAGO, July 31.—Exports of coin-operated amusement games, juke boxes and vending machines in April hit \$1,612,353, a new record for shipments in a one-month period, according to U. S. Department of Commerce figures released this week.

The new high broke the old record of \$1,612,353 tabbed for November, 1953, by a big \$354,096 margin. (April is the late month for which Department of Commerce figures are available, due

to months of preparation required before publication).

This was largely realized thru the unusually big shipment of juke boxes to Western Germany during April. In that month, jukes to the tune of \$398,842 were shipped to the Germans, more than enough to provide the margin of the new record.

Total exports to West Germany during April hit \$401,579, the highest total for any one country and well ahead of Canada's

\$323,327 total which ran second, usually the highest total. Actually, total coin shipments to Canada dropped off from April, 1953, \$345,767 to \$323,327 this April.

U. S. Department of Commerce bulletins show that total exports increased 44 1/2 per cent this April, 1954. Juke exports soared 67.85 per cent for the same monthly periods.

In comparing the month of April for 1953-'54, juke box exports increased from \$401,040 to \$1,247,642. Amusement games dropped from \$369,823 to \$281,338 and vending machines dipped from \$123,312 to \$83,373.

For the first four months of this year, total exports jumped 22 1/2 per cent over the same months of last year.

The trend to importing newer machines continued in April. Average prices for juke boxes and games increased over the figures for March in these categories.

(Continued on page 86)

Ohio Judge Bans Amuse. Only Pins

Rules Games Which Tend to Encourage Or Stimulate Gaming Instinct Illegal

COLUMBUS, O., July 31.—A 31-year-old temporary injunction restraining the city from interfering with pinball operations has ended and a city ordinance banning all pinball games—whether played for amusement or otherwise—is now in effect.

"Actual use for gambling is not a prerequisite," stated Common Pleas Judge Joseph Harter, in dissolving the injunction. "Tending to encourage and the possibility of, or adopting for, use creates the test of the ordinance," he added.

Pointing out that the operators themselves, in preparing the temporary restraining order, asked that the city be halted from interfering only with amusement games, Judge Harter further commented:

"We, however, are of the opinion that pin games which merely tend to encourage or stimu-

late the gambling instincts are in such contravention of sound public policy that they may be condemned by an ordinance which validly exercises the police power of a municipality."

Judge Harter quoted extensively from U. S. and Ohio Supreme Court decisions in support of his ruling, which hold that cities may take action to control "potential" evils. This has been the interpretation of a law in Franklin County since 1931, according to Judge Harter.

A temporary injunction against the city was first issued March 26, 1953, by Judge Joseph M. Clifford on request of G. D. Ferguson and nine other operators. The operators contended the city had no right to ban pinball games unless they were used for gambling.

The City Ordinance, which became effective April 10, 1953, controlled all pinball games, condemning "any machine, device, instrument, apparatus or contrivance which tends to encourage odds or a score, or which is adapted or may readily be converted" as a gambling device.

Game Ops Beat Deadline on \$10 Tax Stamps

CHICAGO, July 31.—Game operators across the country this week scrambled to beat the Friday (30) deadline for their \$10 Federal amusement device tax stamps.

The Friday deadline was for Federal tax stamp applications for both amusement devices and gaming devices. A \$250 fee is charged for a gaming device.

An Internal Revenue Service official here announced that stamps would be issued within three weeks to those who made applications. The taxes now coming due will cover the period from July 1 to June 30, 1955, he said.

According to Internal Revenue

(Continued on page 88)

Bally Preems Speed-O-Meter Shuffle Games

CHICAGO, July 31.—Distributors of Bally Manufacturing Company began showings this week of two new shuffle bowlers with a feature that permits a player to increase the scoring value of strikes and spares by controlling the speed of each shot.

The new feature, an electronic Speed-O-Meter, which registers

(Continued on page 85)

United Distribs Get 4 New Games

CHICAGO, July 31.—A record-breaking variety of new amusement games at the United Manufacturing Company plant—two shuffle bowlers, a five-ball and a gun—were shipped this week to company distributors.

Bill De Selm, sales manager,

said the diversified production is in line with United's policy to meet the many requirements of game distributors and operators for units of all types.

The two new shuffle bowling games, Speedy and Banner, are similar in play except that the Banner model has a triple match feature with a number, a star and a clover lighting up at the end of the game over the player's score for award attraction.

2 Shuffle Models

Both of the shuffle games are operated on dimes or three games

(Continued on page 85)

Coin Machine Exports

April, 1954

Country	Phonographs		Venders		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	231	\$ 123,520	1,246	\$ 65,585	436	\$134,222	1,913	\$ 323,327
Mexico	230	126,136	18	1,848	229	32,870	477	160,854
Guatemala	3	2,250					3	2,250
Salvador	43	26,143	8	3,883			51	30,026
Honduras	21	9,417					21	9,417
Nicaragua	20	12,034					20	12,034
Panama	15	11,370			401	18,842	416	30,212
Bermuda	1	585	25	1,192	4	1,200	30	2,977
Cuba	33	41,960					93	41,960
Haiti	1	567					1	567
Dom. Republic	12	6,240			5	1,985	17	8,225
N. Antil.	1	630			7	3,657	8	4,287
Colombia	166	61,159			5	564	171	61,723
Venezuela	203	140,332	21	6,215	124	27,125	348	173,672
Peru	19	7,796					19	7,796
Norway	1	856					1	856
United Kingdom	5	4,825					5	4,825
Ireland	3	2,254					3	2,254
Netherlands	79	17,671			101	7,105	180	24,776
Belgium	280	125,504	500	3,750	113	18,217	893	147,471
France	108	66,433			6	3,380	114	69,813
W. Germany	546	398,842	2	900	45	1,837	593	401,579
Switzerland	47	29,982			16	3,380	63	33,362
Italy	2	1,461					2	1,461
Phil. R.	10	8,313			10	800	20	9,113
Japan	20	12,134			42	14,565	62	26,699
French Moro.	14	9,228			54	11,589	68	20,817
TOTALS	2,174	\$1,247,642	1,820	\$ 83,373	1,598	\$281,338	5,592	\$1,612,353

Atty.-Gen. Calls Anti-Pin Drive In Iowa Counties

DES MOINES, July 31.—Iowa Attorney-General Leo A. Hoegh has asked all county attorneys to take immediate steps to clear their counties of pinball games.

"It is evident that someone is trying to operate machines that they know do not comply with the State law," Hoegh said.

Within the last 10 days the attorney-general said, the State Bureau of Criminal Investigation had confiscated several pinball machines with a device increasing odds in favor of the player in proportion to money deposited in the machines.

Hoegh called these machines gambling devices and further cited pinball games which have any form of payoff, including free games, automatic or otherwise.

COINMEN YOU KNOW

Washington

Communications to:
Delores Newcomb
EMerson 3-7451

Milk Venders in U. S. Bureau Breaks Records . . .

James O'Neil, manager of the local branch of the Canteen Company, is pleased that recent installation of milk units at the Bureau of Printing and Engraving has broken all records for collections. Secretary of Agriculture Ezra T. Benson met with vending firms and discussed this means of using up the over-abundant milk supplies. O'Neil is leaving for Boston shortly to assume his new duties in regional sales work.

Hirsh de La Viez, owner of Hirsh Machines, enjoyed the recent visit of Rodney Pantages and Albert Gurkey, of the West Coast. Hirsh plans to attend the Chicago meeting of the Music Operators of America.

The local Dr. Pepper-Tru Ade Distributing Company continues to enjoy a steady business, says manager Norman Hayter.

James Bowen, head of Kwik Kafe of Washington, has returned

from his vacation and has found that the cool mornings have kept coffee sales up beyond expectations. Recent installations of combination coffee-hot chocolate machines have been well received, and Bowen plans to add more to his locations at Andrews Air Base. By fall he hopes to have collections way above average.

Milwaukee

Communications to:
Benn Ollman
UPTown 3-6018

Manhardt Named Magnecord Rep. . .

Vic Manhardt Company announced its appointment this week as sales representatives here for Magnecord, Inc. The coverage for the new non-coin music device will include an eight-county deal, according to Richard Manhardt, one of the firm's executives. Manhardt office is presently displaying one of the Magnecord units at its Clybourn street headquarters, and according to Dick Manhardt, operator interest has been keen.

M-G-M Records' sales representative, Ken Wendel, who covers this area for the James Martin disk supply firm in Chicago, reports that he is getting a lot of operator buying action on the version of "The High and the Mighty" by Leroy Holmes.

Jack Robbins, salesman for the Sam London Company, is still passing out cigars on the second addition to his family. Now he has two sons.

Exhibit Gun games are making a big hit with United, Inc., customers, according to Harry Jacobs Jr. With deliveries of Wurltz machines slowed down due to the supplier's vacation period, the sales action of the Shooting Gallery games and others like it nicely fill the gap,

he adds. Initial sample orders by operators from all over the State are now being followed up by repeat orders.

New York

Communications to:
Alara Sternfeld
PLaza 7-2800

Eppy on 3-Week Mexico Tour . . .

NEW YORK, July 31.—Sam Eppy, head of the charm manufacturing firm of the same name, will combine business with pleasure Tuesday (3) when he flies to Mexico City with Mrs. Eppy for a three-week business trip. The Eppys will visit their 10-year-old daughter, Cindy, in Oaxaca, a city of 45,000 some 200 miles south of Mexico City. Cindy, along with several other girls in the same age group, is spending the summer in Oaxaca to study Mexican music, dance and cultural life and to introduce U. S. folk dances and music to Mexican children. Eppy will devote the bulk of his time visiting bulk vending operators and introducing his new capsule charm line South of the Border. The Mexican bulk vending industry, he said, is only little more than a year old, but he added that its potentiality seems great.

Ray Knoss, who recently bought out Karl Halpern's Academy Music route, is vacationing in the Poconos. Joe I-anuto, Ridgewood Automatic Music, is a recent father. The son is named Jeffery Joseph.

Anthony Herna, 63, manager of LK Music, died recently. Bernard Blum, Sherry Music, is back from a vacation at Lake George, N. Y.

Sal Petillo sold his route to Bob Jacobs, National Amusement Company. Ben Chickofsky held a party for operators at his new home in Forest Hills.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of July 31	Issue of July 24	Issue of July 17	Issue of July 10
ARC (United).....	\$40.00			\$50.00(2)
All Star				115.00
Arabian Knights (Gottlieb).....				24.00
Army & Navy	125.00	\$145.00	\$145.00	145.00
Atlantic City (Bally).....	140.00	140.00 145.00	140.00 150.00	150.00(2)
	150.00(2)	150.00(2)	155.00 160.00	155.00
	155.00 160.00	159.00	175.00(2)	175.00(2)
	185.00 195.00	175.00(2)	185.00 195.00	195.00
		185.00 195.00		
Basketball Champ (Chicago Coin).....	175.00 250.00	175.00 250.00	175.00 250.00	250.00
Castling Practice	65.00 89.50	65.00 89.00	89.50	65.00 89.50
				95.00
Beach Club (Bally).....	300.00 315.00	310.00 350.00	315.00	375.00(2)
	325.00 340.00	365.00 375.00	350.00(2)	385.00
	350.00 365.00	385.00(2)	375.00 385.00	395.00(3)
	385.00(2)	395.00(2)	395.00(4)	
	395.00			
Beauty (Bally).....	265.00(2)	260.00 265.00	225.00 265.00	285.00 295.00
	270.00(2)	249.00 270.00	300.00 315.00	315.00
	285.00 315.00	300.00 315.00	325.00	325.00(2)
		325.00		
Be Bop (Exhibit).....	84.50	84.50	84.50	84.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Bolero	125.00	125.00	125.00	125.00
Boston	69.50	69.50	69.50	69.50
Bowling Champ (Gottlieb).....	69.50	69.50	69.50	69.50
Bright Lights (Bally).....	55.00 65.00	65.00(2) 74.50	50.00 65.00	75.00(3) 85.00
	75.00 90.00	75.00(2) 85.00	75.00(2)	89.50 95.00(2)
	95.00(2)	89.50 95.00(2)	85.00(3)	
			89.50 95.00	
Bright Lights (Williams).....	75.00 85.00	95.00 100.00	80.00 95.00(2)	85.00 95.00(2)
Bright Spot (Bally).....	95.00 110.00	110.00 145.00	100.00 110.00	125.00 145.00
	145.00		145.00	
Buffalo Bill (Gottlieb).....	69.50	69.50	69.50	69.50
Abana (United).....	165.00 235.00	235.00 244.00	225.00	225.00 275.00
Amopus (Exhibit).....	84.50	84.50	84.50	84.50
Caravan (Williams).....				75.00
Champion (Bally)	89.50	89.50	89.50	84.50 89.50
Chinatown		135.00	135.00	64.00 99.50
Circus (United).....				225.00
Citation (Bally).....	79.50	79.50	79.50	29.50 79.50
Coney Island (Bally).....	75.00 85.00	75.00 85.00	85.00 95.00	125.00
	95.00(4)	95.00(3)	130.00(2)	130.00(2)
	130.00	130.00		
County Fair	75.00	75.00	75.00	75.00
Cross Roads				94.50
Cyclone (Gottlieb)				69.50
Dallas (Williams).....	69.50	69.50	69.50	69.50
Deluxe Baseball (Williams).....				119.50
Dew-Wa-Ditty (Williams).....	49.50	49.50	49.50	49.50
Double Action (Genco).....		35.00		
Double Feature (Gottlieb).....	89.50	89.50	89.50	89.50
Dreamy (Williams).....	79.50	79.50	79.50	79.50
Domino				59.50
Jude Ranch (Bally).....	325.00 369.00	325.00	340.00 365.00	375.00 385.00
	375.00(2)	375.00(3)	375.00(2)	395.00
	385.00	395.00 425.00	395.00 410.00	425.00(3)
	395.00(2)		425.00(3)	
			75.00	
Ball				
Airway	110.00	110.00	115.00	120.00
Five Star (United).....		49.50		40.00
Floating Power (Genco).....	49.50	49.50	49.50	49.50
Flying High (Gottlieb).....	149.50	149.50	149.00	149.50
100 (Genco).....	69.50	69.50	80.00	69.50(2) 75.00
				80.00
Football (Chi Coin).....		25.00	39.00	
Four Horsemen (Gottlieb).....	109.50	109.50	109.50	109.50
Frolic (Bally).....	175.00 185.00	169.00 175.00	165.00 175.00	185.00(2)
	210.00 225.00	195.00 210.00	185.00	195.00
		225.00	195.00(2)	225.00(2)
			225.00(2)	
Gizmo (Williams).....	49.50	49.50	49.50	49.50
Golden Cup (Bally).....	59.50	45.00 59.50	59.50	29.50 59.50
Grand Champion (Genco).....				95.00
Grand Slam (Gottlieb).....				139.50
Green Pastures (Gottlieb).....		175.00		125.00
Golden Gloves (Chi Coin).....		25.00		
Jays-Dolls (Gottlieb).....	135.00	145.00	145.00	145.00
Jappy Days (Gottlieb).....	129.50	129.00	129.50	129.50
Jay-Burn (Gottlieb).....	450.00	435.00 450.00	450.00	450.00
Jay-Burn	75.00(2)	75.00(2)	75.00(2)	75.00(2)
Jay-Burn	129.50	95.00 129.50	89.00 115.00	64.00 110.00
			129.50	129.50
Jolly	75.00	75.00	75.00	75.00
Long Kong		75.00	75.00	
Ice Frolics.....	425.00 435.00	425.00 445.00	445.00(2)	445.00(2)
	445.00 450.00	450.00(2)	460.00	495.00(2)
Alamy (Williams).....			75.00	75.00(2)
Locky Specials (Bally).....	54.50	45.00 54.50(2)	54.50	54.50
Lucky (Gottlieb).....	99.50	99.50	99.50	99.50
Lucky (Exhibit).....	94.50	94.50	94.50	94.50
Jumping Jack (Genco).....		94.50		85.00
Just 21 (Gottlieb).....	59.50	59.50	59.50	59.50
Knock Out (Gottlieb).....	89.50	35.00 89.50	65.00 89.50	89.50
Lazy Q	185.00	195.00	215.00	195.00
Leader (United).....			75.00	85.00 90.00
Lite-o-Line (Keeney)	50.00	50.00	50.00	50.00(2)
Long Beach (Williams).....	95.00	195.00	89.00 95.00	95.00(2)
Lovely Lucy (Gottlieb).....		195.00		
Lucky Inning (Williams).....	59.50	59.50	59.50	59.50
Madison Square Gardens.....				24.00
Majorette				29.00
Maryland				19.00
Merry Widow (Genco).....	49.50	49.50	49.50	49.50
Miami Beach.....			50.00	
Minstrel Man (Gottlieb).....			95.00	
Monterrey (United).....	49.50	49.50	49.50	49.50
Vine Sisters (Williams).....	185.00	185.00	185.00	185.00
Oklahoma (United).....	69.50	69.50	69.50	69.50
Olympic		75.00		

PIN BALL MACHINES

All Makes (no inline) for sale or trade for 1080, 1015, 1100 or similar phonographs or arcade machines.

ALABAMA VENDING CO.

Tuscaloosa, Ala.

THE MARKET PLACE for the **COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 15¢ a word—Minimum \$3.00.
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER (unless otherwise specified)

IMPORTANT INFORMATION
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words.
On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

ATTENTION, ALL COIN MACHINE OPERATORS AND DISTRIBUTORS. Add our Selecto-Pencil Vending Machine to your line. Over 100,000 public schools need a pencil vending service; set up a route of your pencil vendors among the schools within a 50-mile radius of your city. No mechanic needed for this operation. Write for prices and full story. Matthews Specialty Company, 2021 Star Route A, Austin, Tex.

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J.

FOR SALE, ESTABLISHED POKERING and gift shop; choice boardwalk location, good lease; owner retiring from business; \$20,000 required. For information write P. O. Box 241, Wildwood, N. J.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. What have you to sell.
MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

ADVANCE 25¢ MACHINE, \$15—ROCK BOTTOM! freight included, merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex.

BALL GUM MACHINES—GOOD CONDITION! 1¢ or 5¢ Globe Acorn ball gum or merchandise, \$8.50; 1¢ Northwestern ball gum or merchandise, \$8.50; 1¢ Silver Kingz, \$5; 1¢ Columbus ball gum or merchandise, \$5; 1/3 deposit with order. Southern Sales, 1104 Kings Ave., Jacksonville, Fla.

CIGARETTE MACHINES—6 COLS. ROWE Imperial, \$45; 12 cols. E. Uneceda Pak, \$60; 9 cols. 500 Uneceda Pak, \$60; 7-50 National, \$62.50; 7 cols. VD DuGreniers, \$55; 9 cols. WD DuGreniers, \$37.50. These machines have just been pulled from locations, all set on quarter operation and have at least one King Size Column; one-third deposit with order, bal. c.o.d., f.o.b. Phila. Central Vending Machine Service Co., 3967 Parrish St., Phila., Pa. Evergreen 6-4244.

FOR SALE—AROUND 350 HOSPITAL PILLLOW RADIOS! about 1 1/2 years old; make offer. Box M-76, c/o Billboard, Cincinnati, O.

FOR SALE—BALLY CONEY ISLAND, \$50; Saddle & Turf, like new, \$175. Send 1/3 deposit. Frank Guerrini, Burnham, Pa.

FOR SALE—NORTHWESTERN TAB GUM Vendors and Model-49 Nut Machines! all equipment just off location and less than six months old. Write Thomas Raith, 4627 Liberty Ave., Pittsburgh 24, Pa.

FOR SALE—SADDLE & TURF, \$175; Coney Island, \$50; Nifty, \$25; Shoe Shoe, \$15; Big Hit, \$25; Caravan, \$40; Minstrel Man, \$55; Tri-Score, \$25; Pinky, \$15; Spot Bowler, \$50; Double Feature, \$15; Three Musketeers, \$40; Boston, \$15; Tiger, \$50; Tower, \$55; Virginia, \$15; Trisger, \$55; Lucky Inning, \$15; All Star Basketball, \$40; Playball, \$15; Wurltzer 750, \$35; Wurltzer counter model 81, \$25. All types of free play Consoles. Will buy Bally Reserve Bells. Send 1/3 deposit with order. Frank Guerrini, Burnham, Pa.

BURNHAM OUT OF BUSINESS DUE TO closing of Army camp. Will sacrifice following equipment: 2 Deluxe model Photomats (post-war); 1 1953 model Photomat (used 1 yr.); 1 M-Model Manley Popcorn Machine; 1 Super Stadium Model Manley Popcorn Machine (24 oz. kettle). Phone 6-7857, Richmond, Va. Write Box 286.

FEW RISTAUCRAT JUKEBOXES—A-1 CONDITION! one hundred each. Twelve selections, portable, forty-five r.p.m. records, country and western; prepaid in lots of twelve, twenty-five cents each. J. D. Thompson, Halleyville, Okla.

SANITARY VENDING MACHINE HEADQUARTERS
"Spare" sanitary napkin vendors; DAV razor blade vendors; Advance 23C's; National #5; National #15 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.
NATIONAL SANITARY SALES
Dept. B-8, 4367 W. Lawrence Ave., Chicago 30

19 DRINKOMATS—1000 CUP CAPACITY! Just off locations; comprised of 14 single drink models, \$175 each and 5 three drink models, \$275 each, f.o.b. Phila. Banner Specialty Company, 199 West Girard Ave., Philadelphia 23, Pa. Garfield 3-2700

Parts, Supplies & Services

COIN OPERATED TIMERS—ELECTRONIC. Automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, and dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City, au28

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities. Immediate delivery. Write for prices. Vendo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

Routes for Sale

GUM-CHARM MACHINE AND SCALE route, North Central Kentucky. Approximately 100 machines, well established, very profitable and compact; current model Victor machines and Walking Seales. Only reason for selling, E. O. Likens, P. O. Box 211, Frankfort, Ky.

JUKE BOX, GAME ROUTE—NORTHWEST Ohio. 150 pieces; price, \$14,000; average take \$2,500 month. Ill health. Raphael Ave., 84, Marys, O.

Wanted to Buy

ACORNS OR TOPPERS WANTED—STATE condition, lowest cash price. Young Vending, 2401 Fairway Dr., S.W., Roanoke, Va.

ARISTOCRAT JUKE BOXES—PRICE AND condition in first letter. Empire Automatics, 799 Coney Island Ave., Brooklyn, N. Y. BU 7-3900.

CIGARETTE, CANDY AND OTHER VENDING MACHINES; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

NEEDED—50 USED APT 25¢ SLOTS. Narrow; also Shipman stamp machines. Yorktown Vending, 1471 Westchester Ave., New York, N. Y.

SWAMI FORTUNE TELLING NAPKIN DISPENSER. New or used. Need large quantity in a hurry. Box M-74, c/o Billboard, Cincinnati 22, O.

WANT 25 LATE MODEL PHONOS—WURTLITZER 1400 up, Seeburg 100, on rental or commission basis. Box M-75, c/o Billboard, Cincinnati 22, O.

WANTED—MILLS USED STAKE MACHINE; new and vest. Price and condition. A Canadian company. Box M-72, c/o Billboard, Cincinnati 22, Ohio.

WANTED—JUKE BOX MECHANIC; experienced, sober, with references. McGee Novelty Co., Box 75, Buffalo, Tex.

GIVE TO DAMON RUNYON CANCER FUND

	Issue of July 31	Issue of July 24	Issue of July 17	Issue of July 10
Palm Beach (Bally).....	\$145.00 150.00 185.00(2)	165.00 175.00 185.00(2) 195.00	145.00 165.00(2) 185.00(2) 195.00(2)	175.00 185.00 195.00(2)
Palm Springs (Bally).....	395.00 400.00 425.00 475.00(2)	395.00 425.00(2) 450.00 475.00(2)	415.00 425.00(2) 435.00 475.00(4)	425.00 475.00(2) 495.00(2)
Paradise (United).....	49.50	49.50	49.50	49.50
Pennant Baseball (Williams)...		200.00		
Photo Finish.....			29.50	
Pin Wheel (Gottlieb).....	175.00	165.00		
Poker Face (Gottlieb).....			149.50	
Pud'ra' Head (Genco).....	54.50	54.50	54.50	54.50
Quarterback (Williams).....	65.00 75.00	65.00 75.00	65.00 75.00	65.00 75.00
Quartette.....			89.50	
Queen of Hearts.....	115.00	125.00	125.00	129.50
Quintette.....	110.00	135.00	135.00	134.50 135.00
Rag Mop (Williams).....	89.50	89.50	89.50	89.50
Red Shoes (United).....	79.50	79.50	79.50	79.50
Rio (United).....	330.00 395.00	395.00	395.00	345.00 395.00
Rondevoo (United).....	49.50	49.50	49.50	49.50
Rose Bowl.....			75.00	69.50 95.00
Sally (Chicago Coin).....	49.50	49.50	49.50	49.50
Saratoga.....	49.50	45.00 49.50	49.50	49.50
Screwball (Genco).....	49.50	49.50	49.50	49.50
Shanty Town (Exhibit).....			39.00	
Shindig.....	165.00	165.00	165.00	160.00
Shoo Shoo (Williams).....			55.00	
Silver Skates.....				119.50
Skill Pool.....				85.00
South Pacific (Genco).....			39.00	
Special Entry (Bally).....	49.50	49.50	49.50	49.50
Spot Bowler.....		35.00		24.00
Stop 'n' Go.....				24.00
Spot-Lite (Bally).....	85.00(4) 110.00	75.00 85.00(3) 90.00	75.00 85.00(2) 95.00 110.00	85.00(3) 90.00 95.00 110.00
Starlite (Williams).....				109.50
Stars (United).....	150.00	150.00	150.00	150.00
Stardust (United).....	49.50	49.50	39.00 49.00	49.50
Struggle Buggy.....	175.00	175.00	175.00	185.00
Sunshine Park.....	85.00			59.50
Summertime (United).....	49.50	49.50	49.50	49.50
Super World Series (Williams).....	195.00	195.00	195.00	
Sweep Stakes (Williams)....			75.00	
Tampico (United).....	69.50	69.50	69.50	69.50
Tahiti (United).....	300.00	329.00		
Telecard (Gottlieb).....		25.00		
Tennessee (Williams).....	49.50	49.50	49.50	49.50
Texas Leaguer (Keeney).....	69.50	69.50	69.50	69.50
Three-of-a-Kind.....	18.50	18.50	18.50	18.50
Three Musketeers (Gottlieb).....	79.50	79.50	79.50	39.00 79.50
Thrill (Chicago Coin).....	49.50	49.50	49.50	49.50
Times Square.....	105.00	110.00	110.00	110.00
Triplets.....				24.00
Tropics (United).....	350.00	269.00 350.00	275.00 350.00	239.00 275.00 350.00
Tumbleweeds (Exhibit).....	74.50	74.50	74.50	74.50
Turf King (Bally).....	45.00 109.50	45.00(2) 109.50	45.00 50.00	109.50
Utah (United).....	74.50	74.50	74.50	
Virginia (Williams).....	49.50	49.50	49.50	49.50
Wild West (Gottlieb).....				34.50
Winners (Universal Industries)		45.00		49.50
Yanks (Williams).....	49.50	49.50	49.50	49.50
Yacht Club (Bally).....	200.00 215.00 225.00 235.00 240.00(2) 250.00(2)	225.00 235.00 240.00(2) 245.00	210.00 225.00 240.00 245.00 250.00(4)	245.00 250.00(3) 265.00
Zingo.....	65.00	65.00	65.00	65.00

United

Continued from page 83

for a quarter. Up to six players may play the games, each getting a turn in each frame. Speedy and Banner feature multiple scoring, with points scored for strikes and spares increasing in each frame. Thus, while a strike counts 30 and a spare 20 in the first frame, these totals double in the second frame, triple, quadruple, etc., in succeeding frames, until a player is able to make 300 points for a strike and 200 for a spare in the 10th frame.

The player gets an additional two scoring chances in the 10th frame and a master frame following the 10th frame awards 1,000 points for a strike and 500 for a spare. Numbers light up along the scoreboard to show what frame is being played and the score the player makes in the frame. Six scoring reels record each player's score after each shot.

The shuffle bowlers are available in two sizes, eight by two feet or nine by two feet.

Nevada, the latest United five-ball game, features lighting up the name of the game letter by letter for five-in-line scores. Lighted up letters are carried over from one game to another, so that the player may reap the benefit of lighting up all six letters in later games if he fails the first time.

The game has a large center card with 25 numbers corresponding to the 25 holes on the playfield, and two special cards. A player making numbers on the four corners of the center card scores five-in-line, making numbers on the card in diamond form scores three, four and five-in-line. Three-in-line on the special cards score five-in-line.

Four selection buttons at the bottom of the playfield can be pressed by the player for extra balls, four or five-in-line scores, and special scoring card benefits. By turning a knob at the front of the cabinet, the player can select any of seven numbers on the playfield. A "select now" light tells player when to make selections.

When a return ball feature is lighted and no score has been made, the player can press a red button on the front of the cabinet to return all balls.

Additional coins are deposited to light selection features and numbers, qualify player for special balls and cards, diagonal and corner scoring, return balls and a special set of horseshoe holes, one on each side of the playfield, which spot numbers on the center card light up letters for light-a-name scores.

The number of free plays a player earns are recorded on a scoring meter on the backglass.

Jungle Gun the new gun game, was announced in an earlier issue (The Billboard, July 10). The game uses an authentic type Remington 22 rifle operating on the electrical contact system. Targets and jungle backdrop are reflected from the bottom onto the backglass.

Fabulous New Money Maker

Mutoscope's

DRIVEMOBILE

Trademark—U.S. Patent 2,265,598

Thrilling Drive Yourself Road Test

Most exciting amusement machine introduced in years... now earning amazing profits on location. Appeal for both adults and children... tests skill, reflexes and grades performance. Is highly competitive and lots of fun too.

Driver sits behind real steering wheel, inserts coin, and he's on the road with a feeling of actual driving. Road swings in unpredictable fashion, scenery and cars sweep by. At end of one minute driver is rated from "creeper" to "wizard"

WIRE OR PHONE FOR DETAILS TODAY

An Open Highway To SURE PROFITS

INTERNATIONAL MUTOSCOPE CORP.
44-02 Eleventh Street, Long Island City 1, N. Y. Stillwell 4-3800

Peanut Supplies

The supply of commercial peanuts in all off-farm positions at the end of May this year totaled 468,000,000 pounds, a drop of 18 per cent from stocks at the same time last year and the lowest for the date since 1950, according to the Agriculture Department. Production of shelled edible peanuts thru May 31 was 544,000,000 pounds, down about 1 per cent from the same period last year while production of cleaned-in-shell peanuts for roasting stock is running about 2 per cent lower than a year ago.

Arcade Bait

Continued from page 83

the next two, says Gifford. Fishermen Help One factor which has helped considerably to keep up volume is the fact that an all-time record number of fishermen hit the Colorado streams and lakes, with the result that the water was soon fished out, and the fishermen turned to playing the coin machines instead.

The Estes Park Arcade is housed in a concrete block building, just off of the resort city's main street, and near the famous Dark Horse Inn and Riverside Park Ballroom, both constant magnets for tourist attention.

Gifford's games include pinballs, shuffle games, grip testers, weight-lifters and general amusement machines. Pinballs account for the most consistent profits.

Replacements Because his games operate only for the short summer period, Gifford does not replace them each season, but rather gives them a thoro overhauling in September, when tourist traffic dwindles off to a minimum. He replaces only those units which have shown a poor nickel pull, or required too much service.

The 50-by-30-foot Arcade is of unusual design, with six shuttered windows and two entrances sealing almost hermetically tight against the ravages of Colorado's winter blizzards. Machines thus protected undergo little deterioration, Gifford has found.

The Colorado operator does all of his own repair work, mostly via the "hit or miss" system, replacing resistors, capacitors, etc., in turn. When this painstaking sort of repair work does not get results, he ships the machines 60 miles into Denver.

Music Attracts Gifford keeps music playing from speakers around the building at strategic locations thruout the day to call attention to the Arcade, and as an added step, gives every visitor one of his business cards which has helped to publicize the Arcade thruout the State.

"I enjoy the life," says Gifford, "even tho our operating season is only thru the short summer, it has been profitable enough to keep me

Bally Preems

Continued from page 83

puck speed, is part of the equipment of the Jet-Bowler and Rocket-Bowler.

Excessively fast or slow puck shots result in low 20-30 strike and spare scores. Well controlled, medium speed shots can register up to 120-90 strike and spare scores.

The Jet and Rocket are similar, except that the Jet model has an added triple match feature.

Both games are available in straight 10-cent play, and in 10-cent, three-for-a-quarter play, and are eight by two feet in size. Other features include light-up scores, large pins, Formica playfield, adjustment for 5 or 10 frames, and a last frame feature permitting the player to keep shooting as long as strikes are scored.

According to Jack Nelson, sales manager, the games have been successful on location tests.

coming back year after year for nine seasons."

Nine years ago, Gifford decided to spend the summer months in the cool mountains and took over management of the Arcade as a part-time occupation. Finding that he had a considerable flair for repairing complex electrical equipment, he liked the work so well that after a couple of seasons he bought out the owner and became sole operator.

Bally MOON-RIDE

FASTEST MONEY-MAKER

EVER BUILT IN KIDDY-RIDE CLASS

"Flying Saucer" Fuselage Spins Round and Round
Cockpit Swings Back and Forth, Up and Down

Average version of the oldest, greatest kiddie ride in history—the ever-popular saucer—MOON RIDE gets immediate attention on location, gets repeat riding day after day, month after month, gets biggest, sweetest profits ever earned in kiddie-ride field. Get your share of the Moon-Ride money! Get MOON-RIDE on your location now!

FLASHY EYE-APPEAL
Silver saucer, blue base, flashing lights, score and count wheel by cockpit window.

SPACE-GUN SOUND-EFFECTS

POSITIVELY SAFE
ADJUSTABLE RIDE TIME

ALL-METAL CONSTRUCTION

NATIONAL COIN-MECHANISM
16 IN. BY 12 IN. BY 16 IN. HIGH
RETRACTABLE CASTERS

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

WANT TO BUY

SEEBURG

M-100A • M-100B
M-100BL • M-100C

NATIONAL—RECONDITIONED SHUFFLE ALLEYS

United Imperial	\$370
United Classics	270
United Olympics	265
United Clovers	255
United Cascades	250
United 10th Frame Stars	185
United DeLuxe, 6 Player	110

ILLINOIS-IOWA OPERATORS!
We Are Delivering
DAISY MAY
Gottlieb's New Sensation!
ORDER NOW!

NATIONAL Coin Machine Exchange
1411-13 Diversey Blvd. Chicago 14
Phone: BUCKINGHAM 1-6466

WANT TO BUY

LARGE QUANTITIES OF
United DeLuxe and later models of United games. Must be clean, mechanically perfect and ready for location. Quote lowest price in first letter.

BOX 744
c/o The Billboard, 188 W. Randolph St. Chicago 1, Ill.

Panoram Operators!

FOR SALE

Overhauled Projectors for Spares. We carry a full line of Panoram Parts.

Phil Gould
283 Market St. Newark, N. J.
MARKET 2-4275

BINGOS

Atlantic City	\$140.00
Beauty	270.00
Bright Light	75.00
Bright Spot	95.00
Dude Ranch	375.00
Holiday	75.00
Lite-a-Line	50.00
Palm Beach	165.00
Yacht Club	240.00
Spot Lite	85.00

These games are thoroughly reconditioned and ready for location.

SHUFFLEBOARD SUPPLIES

Shuffle Game Wax, Case (12)	\$ 3.50
Pucks (Set of 8)	12.00
Fast Wax, Case (12)	4.50
Score Sheets, 10 Pads	7.50
Fluorescent Lights, Pair	22.50
Used Rock-Ola Shuffleboard Lites, Pr.	12.50
Adjusters	18.50

New Shuffleboard Scoreboards:

Overhead	\$125.00
Wall Model	95.00

SPECIAL! Genco's New Shuffle-Pool
18 Ft. Rock-Ola Shuffleboards \$149.50
22 Ft. New Natl. Shuffleboards 249.50

WANTED—FROLICS

PURVEYOR DISTRIBUTING CO. 4322-24 N. WESTERN AVE. CHICAGO 18, ILL. Phone: JUNiper 8-1814

ELECTRIC SCOREBOARDS

Overhead, 15-21 pts. Horsecollar, 15-21-50 pts.	\$125 ea.
Wall Model, 15-21 pts. and 15-21-50 pts.	\$95.00 ea.

PLA-POOL, New, Belgian Pool Game, \$275 packed.

Q-BALL, Belgian Pool Games, recond. and refinished, \$149.50 ea., packed.

TICKETS
2500 7-11 \$1.15 bag
2170 R.W.A.B. 1.00 bag

SHUFFLEBOARDS

22" NEW National Shuffleboard, with access., crated	\$225.00
22" Monarch Shuffleboard, like new top, crated	\$149.50
20" American Shuffleboard, refinished top, crated	\$159.50

Shuffleboard Adj., set \$12.00
Pucks (Set of 8) ... 12.00
2-Faced Pucks, Ea. ... 1.50

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.

MID-STATE COMPANY
2369 Milwaukee Ave. Chicago 47, Ill. Tel.: Dickens 2-3444

PHONOGRAPH REPLACEMENT PLASTICS for A.M.I., Wurlitzer, Rock-Ola, Seeburg Domes, 146-147-148.

ZIG-ZAG
Counter Game ... \$55.00

United Classic \$260
Keeney 4 Pl. DeLuxe. 75



Be FIRST
WHEN \$\$\$ OPPORTUNITY
KNOCKS!
See Us FIRST!

BINGO 5 BALLS

NEW

Bally Hi-Fi
United HAWAII

"First-Conditioned"

BALLY

SURF CLUB Write

PALM SPRINGS \$475

ICE FROLICS 450

BEACH CLUB 375

YACHT CLUB 250

PALM BEACH 185

FROLICS 195

ATLANTIC CITY 185

BRIGHT LIGHTS 95

5 BALLS

"First-Conditioned"

Gott. Pin Wheel \$195

Gott. Hit 'n' Run 85

Wms. Eight-Ball 75

Wms. Sweepstakes 75

Gott. Knockout 55

Wms. Shoo-Shoo 55

Genco South Pacific 39

Chicoin Football 39

Exh. Shanty Town 39

Un. Star Dust 39

Genco Screw Ball 39

Double Shuffle 39

and many others!

KEENEY SHUFFLEBOARD CONVERSIONS

4-WAY BOWLER \$125

BOWL'G CHAMP. 45

SHUFFLE GAMES

NEW

Genco
SHUFFLE MATCH POOL
Write for Special Price

Chicoin STARLITE
C.C. FEATURE BOWLER
"First-Conditioned"

UNITED
Regular Play

OLYMPIC \$265

CASCADE 225

SUPER 10TH FRAME 185

SUPER 155

DELUXE S.A. 115

Match Play

TEAM, 10e/25e \$449

IMPERIAL 265

CLASSIC 285

CLOVER 255

STAR 10TH FRAME 195

STAR 165

CHICAGO COIN

CRISS CROSS MATCH \$415

ADVANCE BOWL 395

CROWN MATCH 275

TRIPLE SCORE 265

DOUBLE SCORE 239

6 PLAYER 95

KEENEY

DIAMOND Write

BONUS MATCH \$395

PACEMAKER 225

DOMINO MATCH 250

CARNIVAL 225

CLUB 10 PLAY 195

TEAM 10 PLAY 175

6 PLAYER w/form. 99

6 PLAYER 85

BIG LEAG. BOWL. 69

ARCADE

SHOOTING GALLERY

Exhibit's
Great Money
Making
Sensation!

Now
Delivering!

Genco 2-PLAYER BAS-
KETBALL
Mutoscope's DRIVE-
MOBILE

"First-Conditioned"

Genco NIGHT
FIGHTER \$295

Genco SKY GUNNER 275

Reovers METAL

TYPER, Tape Model 250

MIDGET MOVIES 185

EX. JET GUN 175

EX. GUN PATROL 165

Seeb. SHOOT THE

BEAR 155

EX. 6-SHOOTER 145

TELEQUIZ & FILM 135

EX. SILVER BULLETS 125

Chicoin PISTOL PETE

Chicoin GOALEE 75

RIFLE RANGE RAY

GUN 65

Seeb. CHICKEN SAM 65

ZINGO 65

EX. CARD VENDOR 49

ABT CHALLENGER 19

CHICAGO COIN

SUPER

HOME

RUN

With

3-Way

"MATCH"

and "FREE

PLAY" Features!

Chicago Coin

SUPER

HOME

RUN

With

3-Way

"MATCH"

and "FREE

PLAY" Features!

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3-Way

"MATCH"

and "FREE

PLAY" Features!

Chicago Coin

SUPER

HOME

RUN

With

3-Way

"MATCH"

and "FREE

PLAY" Features!

Chicago Coin

SUPER

HOME

April Exports

Continued from page 83

gories. Juke prices climbed from an average of \$461.75 in March to a \$691.89 average in April. Games jumped from a March average of \$140 to \$176.05, while vending machines dropped in price from \$91.17 in March to \$45.80 in April.

Comparative figures show average price for jukes during the entire 12 months of 1953 was \$440, for the first quarter of 1954, \$487.08. Average prices for amusement games and vending machines for the first quarter last year was \$135.94 and \$54.57 respectively.

Leading markets for exports in April were West Germany, \$401,509; Canada, \$323,327; Venezuela, \$173,672; Mexico, \$160,854, and Belgium, \$147,471. Other countries with over \$30,000 volume in the month were Salvador, Panama, Cuba, Colombia, France and Switzerland.

Leaders in amusement games were Canada, \$134,222; Mexico, \$32,870; Venezuela, \$27,125; Panama, \$18,842, and Belgium, \$18,217.

Leaders in jukes were West Germany, \$398,842; Venezuela, \$140,332; Mexico, \$123,136; Belgium, \$125,504, and Canada \$123,520.

Canada's \$65,585 vending export volume completely outdistanced second-rank Venezuela's \$6,215 total. Only two other countries topped \$3,500 volumes: Salvador and Belgium.

Figures show 2,174 jukes exported in April for a total of \$1,247,642; 1,820 venders for a total of \$83,373, and 1,598 amusement games for \$281,338. The new record total for the month of \$1,612,353 was made on 5,592 units.

Following is a comparative table showing exports for the first four months of 1953-'54:

	1953		1954	
	No.	Value	No.	Value
Games	9,249	\$1,312,871	6,465	\$1,022,933
Jukes	4,032	1,900,761	6,253	3,124,312
Venders	7,089	407,327	7,694	510,079
Totals	20,370	\$3,620,959	20,412	\$4,657,324

Face-Lifting

Continued from page 83

Mine Sweeper, is currently in production, with first deliveries set about August 15. Munves said this unit will sell for \$219. He described it as a skill game, depending on the player's ability to maneuver a ball thru a maze to reach a destination.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of July 31	Issue of July 24	Issue of July 17	Issue of July 10
ABT Challenger.....	\$19.00 75.00	\$19.00 20.00	\$19.00 75.00	
Atom Jet.....		75.00		\$24.00
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Bat-a-Score (Evans).....	165.00 250.00	139.00 165.00	165.00 250.00	165.00 250.00
Bear Gun (Seeburg).....	169.00 195.00	195.00		
Best Hand.....	10.00	10.00	10.00	
Big Inning (Bally).....	150.00	150.00	140.00 150.00	150.00
Boomerang.....		45.00	45.00	45.00
Card Vendor (Exhibit).....	49.00	49.00	49.00	49.00
Challenger (ABT).....	20.00		20.00	19.00 20.00
Champion Horse (Bally).....				450.00
Chicken Sam (Seeburg).....	65.00 110.00	65.00 110.00	65.00 110.00	110.00
Dale Gun (Exhibit).....	39.50 55.00(2)	55.00(2) 94.50	55.00 94.50	39.50 55.00(2)
Drivemobile (Mutoscope)....	149.50 195.00	195.00	195.00(2)	195.00
Flash Hockey (Colnex).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)...	159.00	159.00	195.00	159.00
Goatee (Chicago Coin).....	75.00 100.00	75.00 100.00	75.00 100.00	75.00 100.00
Gun Club.....	119.50	119.50	110.00 119.50	119.50
	150.00		160.00	165.00(2)
	165.00(2)			185.00
Gun Patrol (Exhibit).....		165.00(2)	165.00 185.00	
Heavy Hitter (Bally).....	40.00 69.50	40.00 69.50	40.00 69.50	40.00 69.50
Hi-Ball (Exhibit).....	75.00	75.00	75.00	75.00
Hit-a-Homer.....				18.50
Jeep Gun (Exhibit).....	175.00 195.00	175.00 195.00	175.00 195.00	175.00 195.00
Kicker & Catchers (Baker)...	22.50		49.50	
Lite League.....	75.00 99.50	75.00 99.50	75.00 99.50	75.00 99.50
Mercury Counter Gripper....			20.00	
Metal Typer (Roovers).....	250.00	250.00	250.00	250.00
Midget Movies.....	185.00(2)	185.00 295.00	185.00 195.00	185.00 195.00
	295.00		295.00(2)	295.00
Night Fighter (Genco).....	295.00(2)	295.00(2)	295.00 310.00	295.00(2)
				310.00
Panoram (Mills).....	250.00		250.00	250.00(2)
Pee Wee (Genco).....	20.00	20.00	20.00	20.00
Photomatic (Mutoscope)....	250.00	250.00	250.00	200.00 250.00
	650.00(1ate)	650.00(1ate)	650.00(1ate)	300.00 350.00
				545.00
				650.00(1ate)
Pistol Pete (Chicago Coin)...	79.50 85.00	85.00 95.00	85.00 95.00	54.50 85.00
	95.00 99.50	99.50	99.50	95.00 99.50
Pitch 'Em & Bat 'Em.....	185.00	185.00	185.00	185.00
Pool Table (Edelco).....			75.00	75.00
Pop Up.....	18.50 24.50	18.50 24.50	18.50 24.50	18.50 24.50
Punching Bag (Mills).....		189.00	189.00	189.00
Q Ball Pool Table.....	125.00	125.00	125.00	125.00
Quizzer.....	79.50 95.00	95.00	95.00	95.00
Rapid Fire (Bally).....	125.00			
Rifle Range Ray Gun.....	65.00	65.00	65.00	65.00
Sea Jockey.....				75.00
Shocker (Acme).....	24.50	24.50	24.50	24.50
Shipman Art Show.....	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
Shoot the Bear (Seeburg)...	139.50 150.00	195.00	195.00(3)	135.00
	155.00 195.00			195.00(2)
Silver Bullets (Exhibit)....	99.50 125.00	125.00	125.00 135.00	125.00 135

READY FOR LOCATION!

United 5-Player, form. top/ls. pins	\$ 65
United DeLuxe	125
United 10th Frame Super	150
United 10th Frame Star	175
United Top Hat, Triple, Quadruple	225
Chicago Coin Double Score	230
Chicago Coin Crown Bowler	265
Genco Sky Gunner	215
Exhibit Space Gun	145
Evans Bat-a-Score	135
Williams Hayburner	69
Bally Atlantic City	165
Bally Beauty	265
Bally Yacht Club	215
United Cabana	195
United Tropics	165
United Tahiti	315
Rock-Ola 1422 Phonograph	79
Wurlitzer 1015	115
Wurlitzer 1250	265

NEW: Geth. Daisy May, Genco Rifle Gallery, Bally Hi-Fi, United Banner, Chicoin Starlite and others.

Write for complete list, new and used. Terms: 1/3 Deposit, Bal. C.O.D.

IRV. OVITZ

ACME-INTERNATIONAL DISTRIBUTORS
3643-45 W. Montrose Chicago 18, Ill.
COrnelia 7-7272

WANT TO BUY LARGE ROUTE!

will pay cash on the line for large route. Prefer assorted route of music, games, alleys, etc. Write in confidence to:

Box 945

Care The Billboard
1564 Broadway, New York City

NEWEST AND LATEST

ARCADE AND LOCATION EQUIPMENT

Grandmother, new and different up-to-date version of a 40-year-old money maker.

Exhibit's Shooting Gallery, newest and best.

- Exhibit 1954 Card Vendor
- Exhibit 1954 Western Gun
- Air Hockey Set Shot Basketball
- Air Football Basketball
- Baseballs 1954 Rifle
- Midget and 3-L

Write for August 1954 Bargain List

MIREMUNVES

577 Tenth Ave. (at 42nd St.)

New York 36, N.Y. BRyant 9-6677

42 YEARS SERVICE - EST. 1912

CENTRAL OHIO SPECIALS

United Star 10th Frame	\$195.00
United Clover S.A.	275.00
United Cascade S.A.	265.00
United Royal S.A.	375.00
Keeney 6 Player S.A.	150.00
Keeney 10 Player S.A.	195.00
Exhibit Silver Bullets	125.00

BINGO GAMES

Cabana	\$175.00
Havana	435.00
Beauty	265.00
Beach Club	325.00
Atlantic City	150.00
Palm Springs	395.00
Spot Life	95.00
Brite Lites	89.50

CENTRAL OHIO COIN MACHINE EXCH.

525 S. HIGH ST. COLUMBUS, OHIO
Capital 4-7254

For Everything You Need in new and used equipment

Write for Our Lists

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.

855 N. BROAD STREET PHILADELPHIA, 23, PA.

PHONE: STEVENSON 2-2903

CORRECTION

Due to typographical error in the July 31st ad of ATLAS MUSIC CO., 2120 N. WESTERN AVE., CHICAGO, a Wurlitzer model was incorrectly identified. The correct listing should have been

WURLITZER 1400, \$465.00

CLEAN—MECHANICALLY PERFECT

Chicago Coin Double Score Bowler	\$195.00
United 5 Player	50.00
United Super 6 Player	110.00
United Team	395.00
United Classic	250.00
Keeney Four-way Conversion	65.00
Brite Lites	55.00

SPECIAL

Canvas Phono Covers \$10.00

OAKDALE SALES

2860 N. CLARK CHICAGO, ILLINOIS

FOR SALE

A large, top-flight coin machine route. Partner's health reason for selling. The route consists of Phonos, Amusement Machines and Bingos. If you are interested in owning one of the best routes in the country, equipped with cars, trucks and late equipment, write to

BOX D53, The Billboard

Cincinnati 22, Ohio

SHUFFLE GAMES

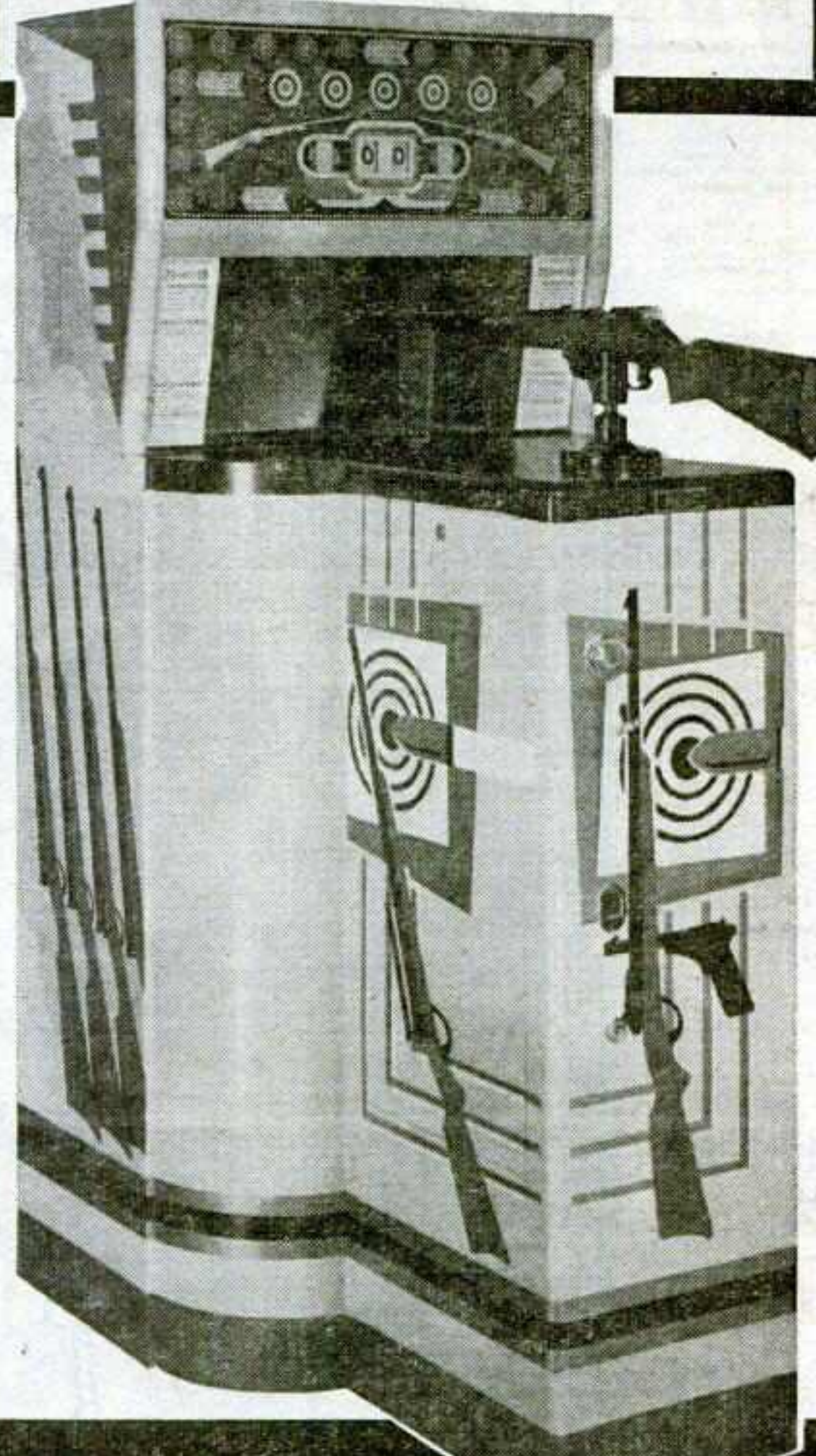
Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, time on location, territory and other related factors.

	Issue of July 31	Issue of July 24	Issue of July 17	Issue of July 10
Advance Bowler (Chicago Coin)	\$365.00 385.00	\$319.50 375.00	\$375.00 385.00	\$395.00(2) 395.00
Sig League Bowler, 4 player (Keeney)	69.00	69.00	69.00	69.00
Bonus Bowler (Keeney)	275.00 395.00	375.00 395.00	375.00 395.00	395.00
Bowl-a-Ball (Chicago Coin)	135.00	135.00	135.00	135.00
Bowl-a-Matic (Universal)	345.00	345.00	335.00	345.00
Bowling Alley (Chicago Coin)	59.50	59.50	59.50	59.50
Carnival Bowler (Keeney)	225.00	225.00	225.00	225.00
Cascade Shuffle Alley, 6 player (United)	210.00	189.50 210.00	225.00(2) 225.00	225.00 235.00
	225.00(2) 249.50 325.00	225.00(4) 235.00 249.50	235.00 240.00	240.00 249.50
		265.00	249.00 265.00	250.00 265.00
Classic Shuffle Alley, 6 player (United)	270.00 275.00	270.00	270.00	270.00 285.00
	285.00(2) 289.50	275.00(2) 285.00(2)	275.00(2) 285.00(2)	289.50 315.00
		289.50	289.50	
Clover Shuffle Alley, 6 player (United)	245.00	229.50 235.00	240.00	245.00 250.00
	250.00(2) 255.00 269.50	245.00	245.00(2)	255.00 269.50
		250.00(2) 255.00 269.50	250.00 255.00	275.00
		275.00	269.50 275.00	
Club Bowler, 10 player (Keeney)	195.00	195.00	195.00	195.00
Col Cup-Replay Model (Chicago Coin)				365.00
Criss-Cross Bowler (Chicago Coin)	400.00	400.00	400.00	415.00 425.00
	415.00(2)	415.00(2)	415.00(2)	
Crown Bowler (Chicago Coin)	245.00	259.00	275.00(2)	275.00 295.00
	275.00(2)	275.00(2)		
	300.00	300.00		
	250.00	250.00	250.00	250.00
Domino Bowler (Keeney)	50.00	50.00	50.00	40.00 50.00
Double Header (Williams)				
Double Score Bowler 10th Frame (Chicago Coin)	239.00 245.00	229.00 239.00	239.50 275.00	249.00 280.00
		275.00		
Five Player Shuffle Alley (United)	45.00 60.00(2)	45.00 69.50	45.00 75.00(2)	50.00(2) 75.00
	99.50	75.00(2) 79.00	99.50	75.00w/p 99.50
		99.50		
Four Player (Keeney)	45.00 75.00	75.00	75.00	75.00
	89.50			
Four Player Shuffle Alley (United)	50.00(2)	60.00(2) 89.50	60.00(2) 89.50	35.00 60.00
				65.00w/p 89.50
Gold Cup (Chicago Coin)	300.00	325.00	325.00	
Hi-Score, 6 player (Chicago Coin)				95.00 125.00
Hi Score Bowler (Keeney)	45.00	45.00	45.00	50.00
Imperial Shuffle Alley (United)	325.00 355.00	325.00 350.00	325.00 355.00	355.00 365.00
	365.00 369.50	355.00 365.00	365.00 369.50	369.50
		369.50		
League Bowler (United)	425.00	410.00 425.00	410.00 425.00	410.00 425.00
Leader Shuffle Alley (United)	385.00	385.00 395.00	410.00	410.00
	410.00(2)	410.00		
Matched Bowler, 6 player (Chicago Coin)	140.00	150.00		165.00
Name Bowler (Chicago Coin)	185.00	210.00	210.00	210.00
Official Shuffle Alley, 4 player (United)	110.00	110.00	125.00	125.00
Olympics Shuffle Alley (United)	260.00(3)	224.50	260.00 265.00	260.00 269.50
	265.00 269.50	260.00(2)	269.50 275.00	285.00 289.00
	285.00	265.00 269.50	285.00	295.00
		275.00 285.00		
Pacemaker Bowler (Keeney)	300.00 325.00	300.00 325.00	300.00 325.00	325.00
Royal Shuffle Alley (United)	345.00 349.00	335.00 345.00	335.00 345.00	345.00(2)
		349.50 375.00	349.50 375.00	349.50 375.00
Shuffle Alley Deluxe, 6 player (United)	80.00 95.00	59.50 95.00(2)	95.00 115.00	65.00 95.00
	115.00 119.50	99.00 115.00	125.00	95.00w/p 119.50
	125.00	119.50 125.00		125.00(2)
Shuffle Alley, 6 player (Keeney)	85.00(2) 89.50	69.00 85.00(2)	85.00(2) 95.00	55.00 85.00(2)
	95.00 99.00	89.50 95.00(2)	99.00 150.00	89.50w/p 99.00
		99.00 150.00		150.00
Shuffle Alley, 6 player (United)	70.00 85.00	85.00 95.00	85.00 95.00	85.00 109.50
	109.50	109.50	109.50 119.50	
Shuffle Alley, 10 player (Keeney)	150.00	150.00 195.00	150.00 195.00	150.00 195.00
Shuffle Pool (Genco)	325.00			
Six Player 10th Frame (United)	140.00 150.00	134.50 150.00	150.00	150.00
	135.00	129.50 135.00	135.00	135.00 165.00
Star 6 Player (United)	165.00(2)	149.00 150.00	165.00(2)	175.00
		155.00		
		165.00(2)		
Star 10 Frame, 6 player (United)	150.00(2)	150.00 165.00	160.00 165.00	160.00 165.00
	165.00 195.00	184.00 185.00	195.00(2)	195.00(2)
	209.50	195.00(2)	209.50	209.50
		209.50		
Super Matched Bowler (Chicago Coin)	155.00	175.00	175.00	200.00
Super Six Shuffle Alley (United)	115.00 125.00	99.50	125.00(2)	140.00 149.50
	149.50 155.00	125.00(3)	149.50 155.00	169.00
		149.50 155.00		
Super Twin Rotation (Exhibit)		95.00	95.00	
Team Bowler (United)	425.00 449.00	395.00 425.00	425.00 449.00	425.00 465.00
	450.00	450.00 449.00	450.00	
Team Bowler, 10 player (Keeney)	175.00	175.00	175.00	175.00
Tenth Frame Special Bowler (Chicago Coin)	195.00 200.00	200.00 225.00	225.00	235.00
10th Frame Super Shuffle Alley (United)	185.00 189.50	150.00 164.00	150.00 185.00	165.00 189.50
		185.00 189.50	189.50	209.00
10th Frame Bowler (Chicago Coin)	140.00	150.00	150.00	165.00
Triple Score Bowler (Chicago Coin)	265.00 280.00	265.00 300.00	265.00 300.00	275.00 330.00
Twin Rotation	125.00	125.00	125.00	125.00

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The leader today... tomorrow and always!
THE BEST OF THEM ALL
is
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WE PAY SPOT CASH for SEEBURG and WURLITZER MUSIC!

WE PAY FOR	SEEBURG	FOR	WURLITZER
\$350	100-A	\$175	1250
500	100-B	325	1400
525	100-BL	325	1450
600	100-C	375	1500
40	1015	375	1550
150	1100	425	1500-A

Machines must be in working condition. Freight to Boston to be prepaid

CALL US COLLECT for deposit and shipping instructions

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CONTACT YOUR GENCO DISTRIBUTOR TODAY!

GENCO MFG. & SALES CO.
2621 North Ashland
Chicago 14, Illinois

Game Ops

• Continued from page 83

regulations, "coin-operated amusement devices means so-called 'pinball' and other similar amusement machines, operated by means of the insertion of a coin, token or similar object.

"Gaming devices means so-called slot machines which operate by means of insertion of a coin, token or similar object and which, by application of the element of chance, may deliver, or entitle the person playing or operating the machine to receive, cash, premiums, merchandise or tokens."

FINEST BINGOS

ICE FROLICS (almost new) \$425.00
YACHT CLUBS (Impr. super-line frequency) 240.00
FROLICS (new impr. clutch) 210.00
CONEY ISLANDS (excl. condition) 95.00

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THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

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Williams Thunderbird	189.50	2 Bally Frolics	174.50
Gottlieb Marble Queen	109.50	1 Bally Palm Springs	389.50
Williams Times Square	89.50	1 Bally Yacht Club	224.50

MUSIC AND ACCESSORIES

Seeburg 47 R&G	\$109.50	Seeburg 5c W Matics. Ea.....	\$2.95
Seeburg 100B R&G	509.50	Rock-Ola 5c W Boxes. Ea.....	2.95
		Seeburg TD Speakers. Ea.....	9.95

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Brand New! Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00
Also made for many foreign coins.

BUCKLEY WALL AND BAR MUSIC BOXES 20-24-32
Record Selections
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BEST EQUIPMENT---LOWEST PRICES at WORLD WIDE!

BINGO GAMES

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ICE FROLICS	\$435
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BEACH CLUB	350
BEAUTY	265
PALM BEACH	145
ATLANTIC CITY	155
CONEY ISLAND	95
BRIGHT SPOT	85

LATE 5-BALL GAMES Thoroughly Reconditioned

WILLIAMS		GOTTLIEB	
LAZY Q	\$185	HAWAIIAN BEAUTY	\$245
NINE SISTERS	185	PINWHEEL	175
STRUGGLE BUGGY	175	SHINDIG	165
ARMY-NAVY	125	GUYS-DOLLS	135
FAIRWAY	110	QUEEN OF HEARTS	115
TIMES SQUARE	105	QUINETTE	110


WANTED BINGO GAMES
WILL PAY HIGHEST CASH PRICES

NEW GAMES

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BIG LEAGUE BASEBALL
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WILLIAMS 6-PLAYER ALL STAR BASEBALL. . . . WRITE

TERMS: 1/3 Deposit, Balance Sight Draft.



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2000 Bingo In Line Games. All types, all shipped, ready for location.
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We are now making delivery on United's red hot JUNGLE GUN.

Dan Stewart Company

140 East 2nd, South Salt Lake City 1, Utah Phone 22-2473

WANTED—GOOD BINGO MECHANIC

Must furnish reference. Good pay.
Write The Billboard, Box D-56, Cincinnati 22, Ohio.

EARN MORE MONEY

WITH

Bally Hi-Fi

Famous IN-LINE SCORE Features

WHEN BUMP IS LIT

PLAYER MAY PRESS BUMP-BUTTONS
ON SIDES OF CABINET

TO BUMP OR JIGGLE PLAYFIELD

Lit number indicates number of bumps allowed

PLUS

Famous IN-LINE Score Features plus exciting BUMP-FEATURE that allows player to bump or jiggle game without lighting "tilt" result in biggest earnings reported since days of BEACH CLUB. And Hi-Fi is actually beating BEACH CLUB records in many spots. Get your share... get Hi-Fi today!



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Exclusive Distributors for

BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

NEW EQUIPMENT

Bally Hi-Fi
Chicago Coin 6-Player Home Run
Chicago Coin Feature Bowler
Chicago Coin Star Lite Exhibit's Shooting Gallery
Rock-Ola Comet Phonographs
Keeney's Century Bowler
Keeney's Cigarette Vendor

USED EQUIPMENT

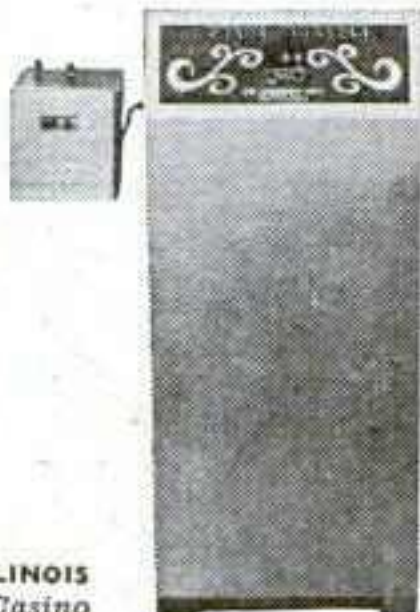
MUSIC	SHUFFLE ALLEYS	BINGOS
Rock-Ola 1436 Fireball, 45 RPM, 120 Selections ... \$395.00	United Imperial ... \$325.00	Brite Lights \$ 65.00
Rock-Ola 1434 Rockets, 78 RPM, 50 Selections ... 365.00	United Classic ... 275.00	Ice Frolics 445.00
Rock-Ola 1428 Magic-Clo 175.00	United Clover ... 250.00	Yacht Clubs 250.00
Seeburg M100 Model B1 595.00	Keeney Bonus Bowler 375.00	Dude Ranch 375.00
Seeburg M100, Model B 545.00	Keeney Pacemaker. 300.00	Coney Island 95.00
Seeburg 100 Select. WB, Chrome ... 65.00	Bally Champion ... Write	Palm Springs 450.00
	Bally Victory Write	Spot Lights 85.00
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	Chicago Coin Criss Cross 400.00	

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CONVERT YOUR SLOTS INTO A NON-GAMING DEVICE!

With Our New TRADE BOOSTER CONVERSION-UNIT

It is now possible to convert any make or model game into a non-gaming device with our new conversion unit. It's quick and easy to assemble game to units. Remote control unit keeps "score" for you automatically—handsome cabinet and electrical unit provides ideal stand for your bell machine.



Player Appeal Terrific—Location Tested, Mechanically Perfect. Completely Metered for Operation Protection. Write, Phone or Come in for Complete Information

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SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

EVANS' LATEST

"CLUB MODEL" Saddle & Turf

- New "Cheat-Proof" Selector
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- New Large Service Door On Both Sides For Easy Service

SINGLE COIN DROP (WITH SLUG REJECTOR)

easily accessible on push button plate 5c or 10c play. High scores possible with single coin for top-play incentive.

GUARANTEED REPLAY AWARDS every game when 7 coins are played. Especially designed for locations demanding liberal Replay awards.



COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE

H. C. EVANS & CO.

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OWNERS OF BELL TYPE MACHINES We are in the market for brand new Mills Bellas. Write, giving full description, price, etc., to **MILLS SALES COMPANY, LTD.** ATTN: E. STEWART Bender Warehouse Reno, Nevada

WANTED FOR CASH

United Circus—Rodeos—Show Boats—Spot Lite—HIGHEST PRICES PAID
ADVANCE AUTOMATIC SALES CO.
1350 Howard St. Phone: HEmlock 1-1750 San Francisco 3, Calif.



enticing!... intensely exciting!
GOTTLIEB'S
DAISY MAY



sparkling
 action
 galore...

it's
 a
 honey!...



...fast
 repeat
 play!

here's the features!...

- Resetting sequence from 1 to 6 scores
- Advances. 3 Advances lights bottom Roll-Over for REPLAYS. Additional Advances awards EXTRA REPLAYS.
- A-B-C-D Roll-Overs when made lights Kick-Out holes for REPLAYS and side Roll-Overs for SUPER POINT SCORE.
- Ball through bottom Roll-Over lights one of top Roll-Overs for SPECIAL.

- DOUBLE AWARDS! • 4 POP BUMPERS!
- 4 SUPER-POWERED FLIPPERS! • MULTIPLE POINT SCORING!



HIGH SCORE
 TO 7 MILLION!



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 AT YOUR
 DISTRIBUTOR!

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- SEEBURG M-100-A's
- WURLITZER 1100's — WURLITZER 1250's
- WURLITZER 1500's or WURLITZER 1550's
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AND ALL OTHER LATE MODEL PHONOGRAPHS
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 Our Used Merchandise Is the Finest

UNITED BOWLERS 4 Player \$ 50.00 6 Player 85.00 4 Player Classic ... 270.00 4 Player DeLuxe ... 95.00 4 Player Super 125.00 4 Player 10th Frame 150.00 4 Player Cascades 210.00 4 Player League 425.00 4 Player Stars 135.00 4 Player Official ... 110.00 5 Player 60.00 4 Player 10th Frame 150.00 4 Player Stars 150.00 4 Player Clovers ... 250.00 4 Player Olympics 260.00 4 Player Royals ... 345.00 4 Player Leaders ... 385.00 C. C. Bowlsball ... 135.00 Crown Bowlers ... 275.00 Keeney 4 Player ... 75.00 Keeney 10 Player ... 150.00 Ex. Twin Rotation 125.00 Wms. Double Header 50.00	ONE BALLS—Free Play 4 Turf Kings \$45.00 12 Gold Cups 45.00 2 Jockey Specials .. 45.00 5 Winners 45.00 4 Saratogas 45.00 \$35.00 each for the entire lot. ARCADE EQUIPMENT ABT 4 Gun Rifle Range \$550.00 Bally Big Inning ... 150.00 Heavy Hitter 40.00 Basketball Champ ... 175.00 Goalie 100.00 C. Coin Pistol 95.00 Evans Bat-a-Score ... 165.00 Evans Ski-Roll 95.00 Evans Ten Strike ... 65.00 Ex. Dale Gun 55.00 Ex. Gun Patrol 185.00 Ex. Six Shooter 145.00 Genco Sky Gunner ... 250.00 Genco Nite Filter ... 295.00 Genco Basketball ... Write Lite League 75.00 Midget Movies, Latest 185.00 Q Ball Pool Tables ... 125.00 Quizzer With Film ... 95.00 Sci. Pitch'm & B'f'm 185.00 Seeburg Bear Gun ... 195.00 Twin Shoe-Shine ... 150.00 Wms. Star Series ... 75.00 Wms. Quarterback ... 65.00 Wurlitzer Skee Ball ... 150.00 Super World Series ... 195.00 Hayburners 75.00 County Fair 75.00 Standard Metal Typewriter 275.00 Panorams 250.00 Space Invaders 125.00 Wms. DeL. Baseball 350.00	COUNTER MACHINES 2 Bombers \$10.00 5 ABT Skill Guns... 20.00 40 ABT Challengers. 20.00 6 Genco Pee-Wees. 20.00 4 Genco Whizz 20.00 165 3-Way Grippers 18.50 Shockers, new ... 24.50 3 Ship. Art Shows. 45.00 50 Three of a Kind. 18.50 New Kick & Catchers 49.50 20 Mer. Count. Grip. 20.00 30 Mer. Fl. Grippers 29.50 17 Wizards, 54 18.50 3 Pop Ups 18.50 3 Best Hands 10.00 4 Target Skill Guns 18.00 2 Red, White & Blue Stamp 20.00 2 Criss Cross 15.00 3 Pikes Peaks 18.50 USED VENDORS 10 Victor 14 Victor V \$ 8.50 20 N.W. 2-Col. Roll-type Stamp 35.00 1 Schermack 1 Col. Rolltype Stamp 15.00 10 Altat Ace 14 Mds. 4.50 1 N.W. 240 14 Mds. 4.50 15 N.W. 239 14 Mds. Plastic Globs 6.50 15 Advance 14 Stick Gum 10.00 2 Two-Col. Stamp Folder 1 Type 12.50 1 N.W. 14-54 Candy Mds. 12.00 10 S.K. 34 Hot Nut 15.00 1 104 Cigar Vendors 12.00 2 3-Col. Daval Roll Stamp 25.00 25 Masters 14 & 84 8.50 5 Advance 14 Gum ... 8.50 350 Victor Baby Grands 8.50 BINGOS Coney Island \$ 95.00 Yacht Club 235.00 Atlantic City 150.00 Cabana 25.00 Spot Lite 85.00 Beach Club 385.00
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Terms 1/3 deposit with all orders, balance C.O.D.
 Distributors for Northern Ohio
AMI
 NOW DELIVERING MODEL E

M. S. GISSER
 Sales Manager

Cleveland Coin MACHINE EXCHANGE, INC.
 2021-2025 Prospect Ave., Cleveland 15, Ohio
 All Phones: Tower 1-6715

SEEBURG M-100-A . \$439.50

Write for Illustrated Catalog of Other Late Model Phonographs

Shaffer Music Co.

Cincinnati, Ohio 1200 Walnut St. MAin 6310
 Columbus, Ohio 849 N. High St. KLondike 4614
 Indianapolis, Ind. 1327 Capitol Ave. LIncoln 3571

READY FOR LOCATIONS

3—ATLANTIC CITY	\$160.00
4—YACHT CLUB	215.00
3—BEAUTY	270.00
5—BEACH CLUBS	340.00
3—DUDE RANCH	365.00
1—UNITED CABANA	165.00
1—UNITED A. B. C.	40.00
1—UNITED LIBERTY BOWLER, 6 Player same as Cascade	205.00

1/2 Deposit, Bal. C.O.D. or S/D.
MICKEY ANDERSON
 314 East 11th St. Erie, Pa.
 Phone 5-7549

WURLITZER 1015
\$75 IN WORKING ORDER

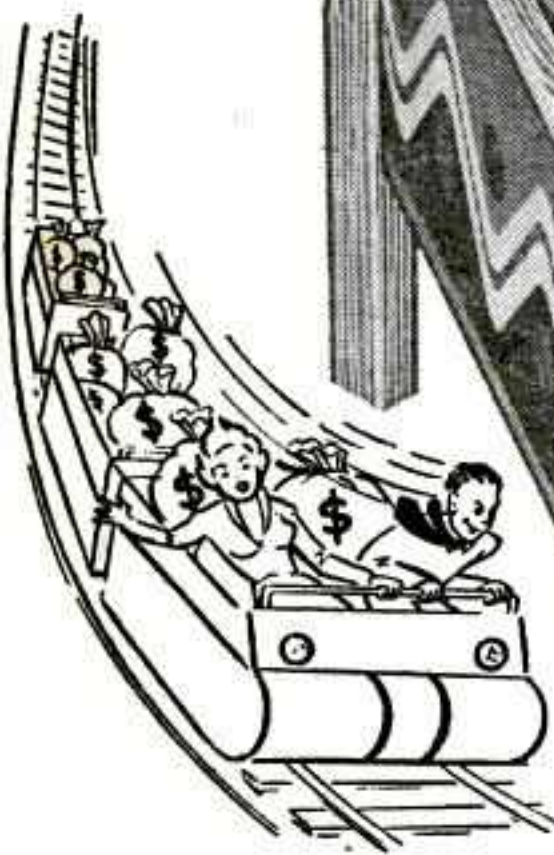
SEEBURG 146 \$ 95
 SEEBURG 148 (BLOND) 165
 ROCK-OLA 1422 95
 WURLITZER 1100 225
 WURLITZER 1250 265
 WURLITZER 1500 575
 WURLITZER 1400 465
 MILLS CONSTELLATION 95

RECONDITIONED AND REFINISHED LIKE NEW!
 Terms: 1/2 Deposit, Balance C.O.D.

ATLAS MUSIC COMPANY
 A Quarter Century of Service
 2120 N. Western Avenue, Chicago 47, Illinois
 ARmitage 6-5005

NEW **SENSATIONALLY DIFFERENT!**

RIDE WITH
Williams
SCREAMO



OPERATE
Williams
BIG LEAGUE
with the new exclusive
BASE RUNNING UNIT...
REPLAY or
NOVELTY
plus
TRIPLE MATCH
feature!



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"SCREAMO"
the game that "spots" numbers
for a big "come-on" to players!

- Hitting all 7 bumpers scores 500,000, spots a number on the square and resets the bumpers.
- Shooting ball in center Skill Hole scores 500,000 and spots a number on the square.
- Each time 7 bumpers are hit an additional number is spotted on the square and bumpers are reset.

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- ★ Lighting up criss-cross on card with center and 4 corners scores an additional 5 replays.
- ★ Completing entire card 1 to 9 scores an additional 20 replays.
- ★ All 5 balls in Skill Hole scores 1 replay.
- ★ Ball in side kickout pockets and bottom side rollovers when lit, spots number on square.

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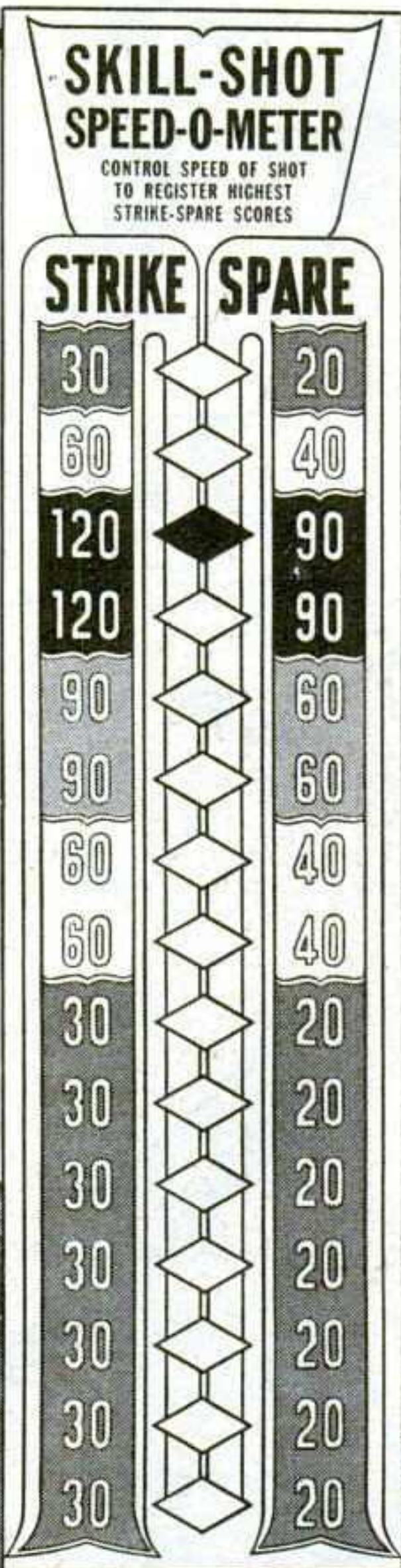
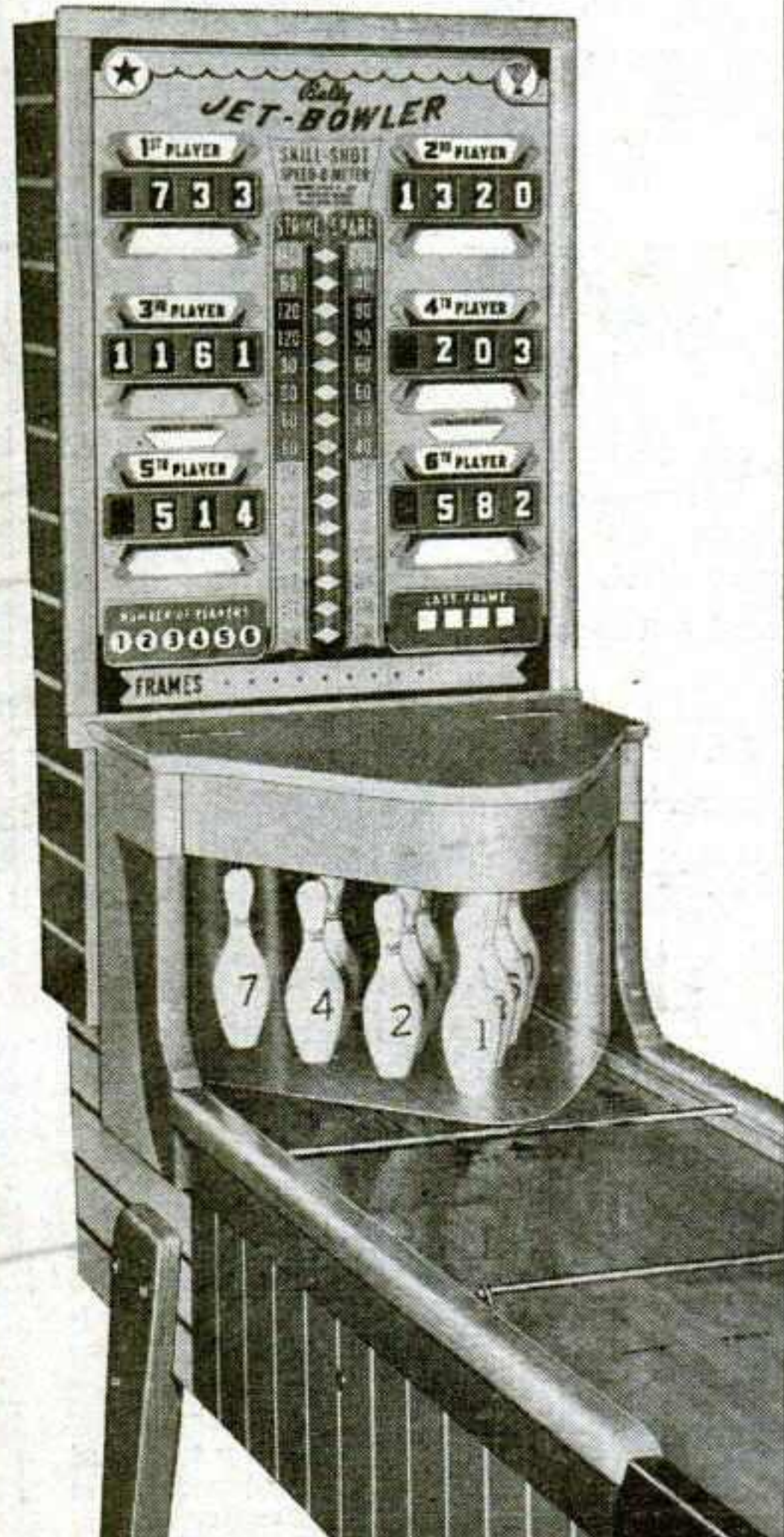
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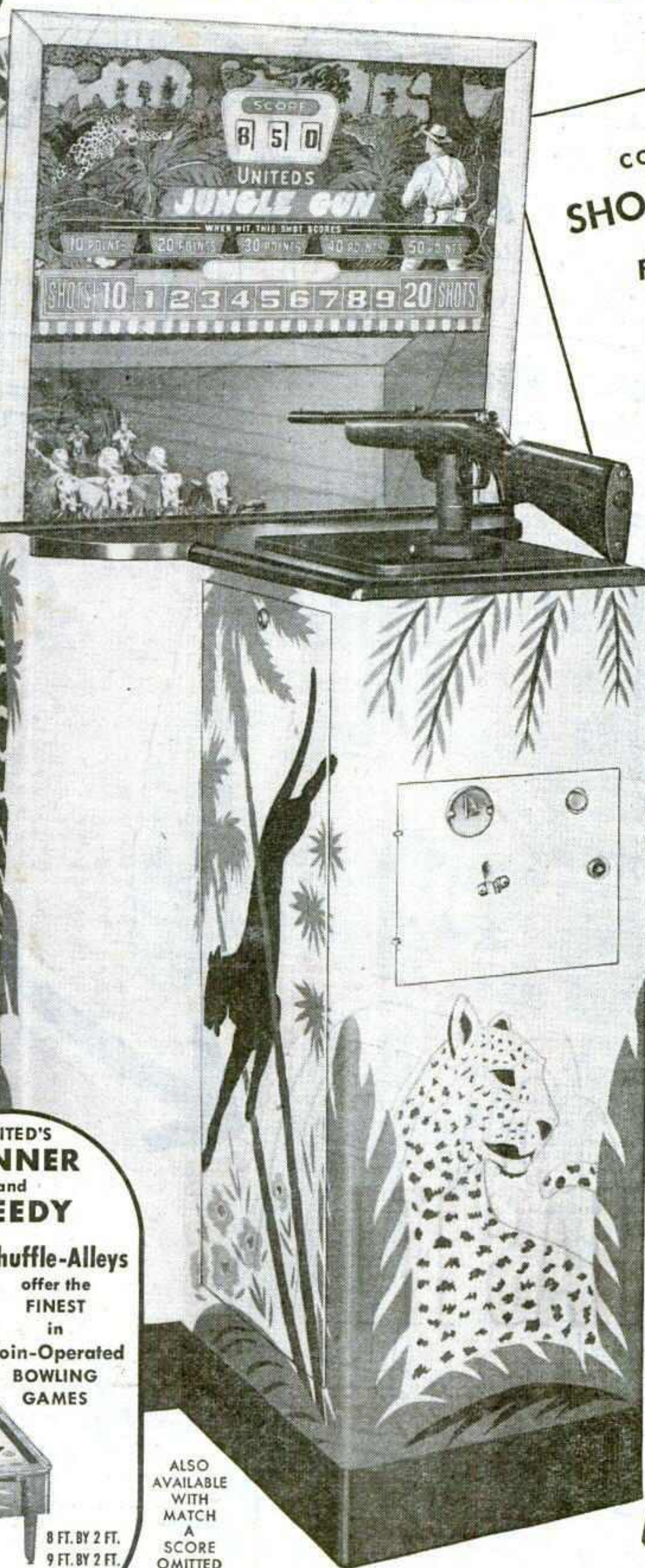
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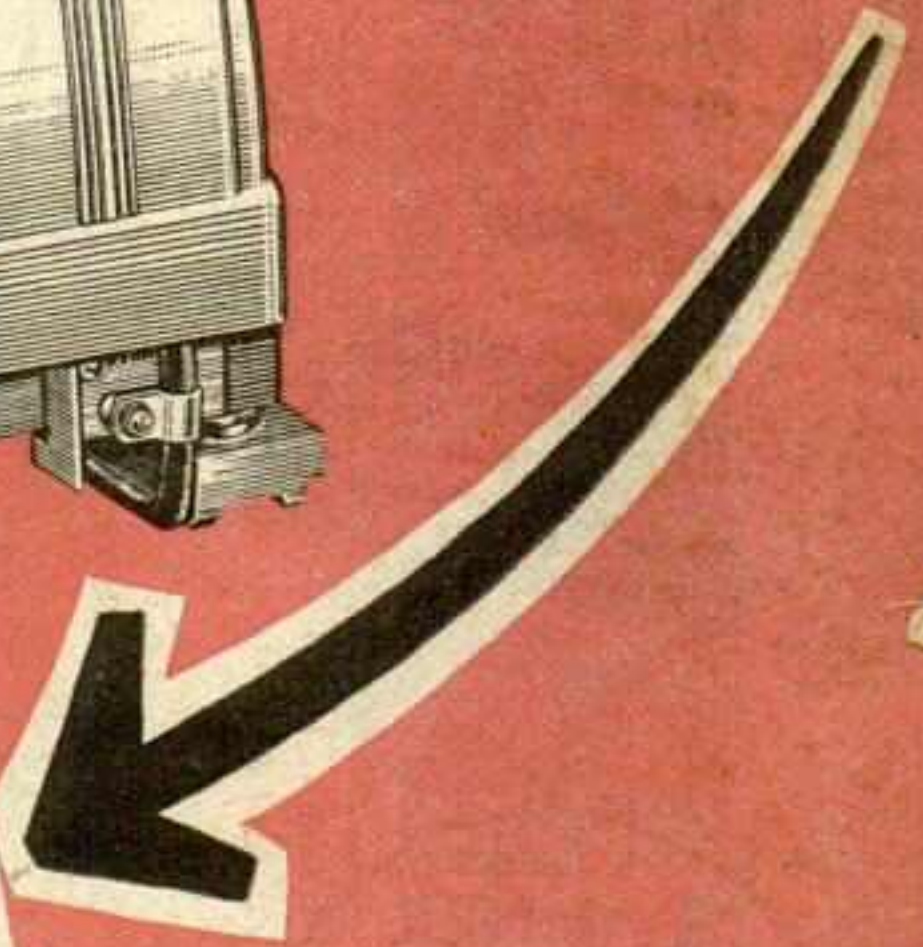
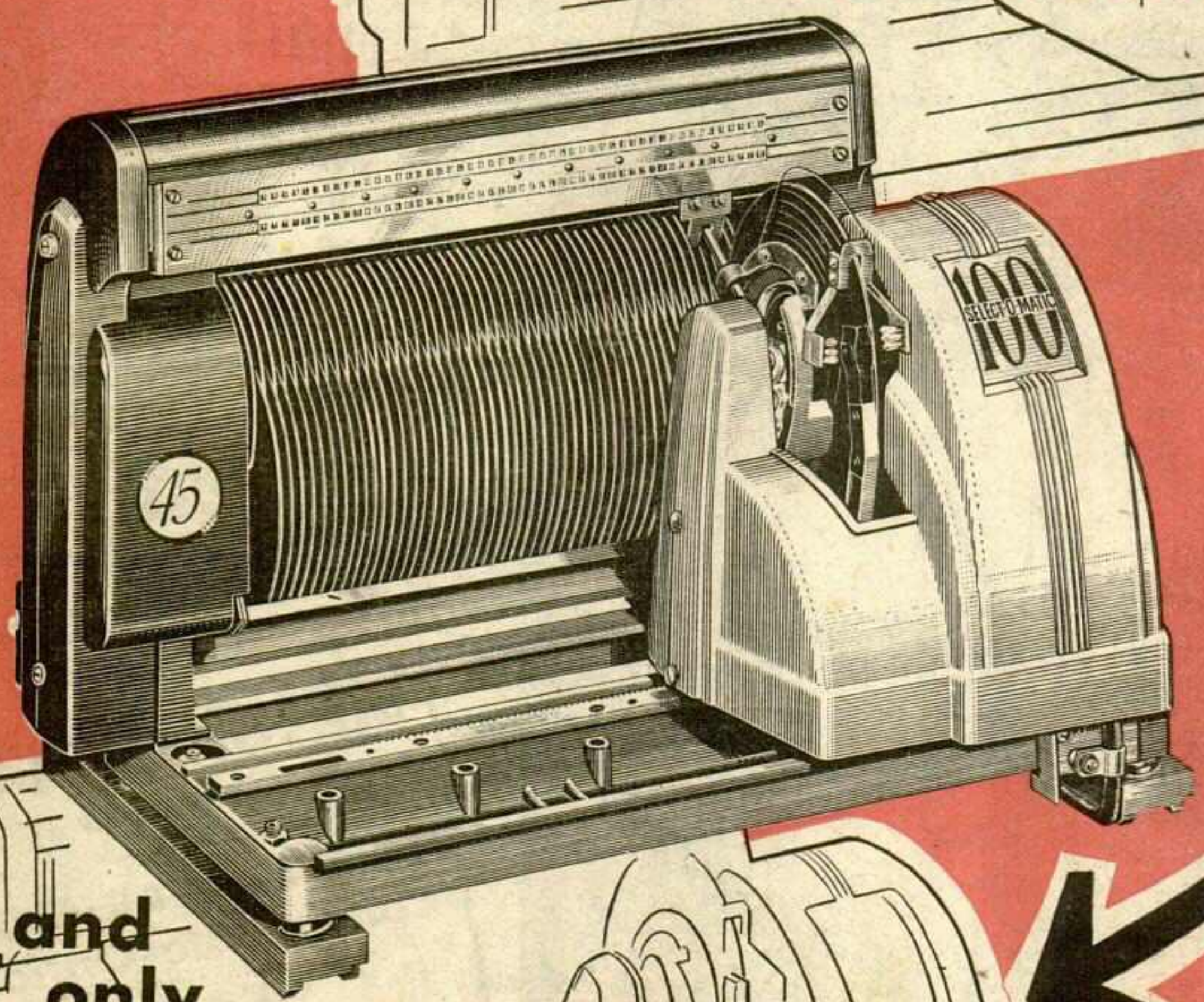


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