

The Billboard

AUGUST 14, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Cigarettes Bounce Back on Machines

Cancer Scare Caused 20% Drop in June, But Business Now Back to 2% of Normal

By BOB DIETMEIER

CHICAGO, Aug. 7.—The sale of cigarettes thru vending machines has been hit, but not seriously hurt, by reports linking cancer and heart disease with cigarette smoking.

In fact, vended cigarette sales seem to be in pretty good shape across the country a nationwide survey of cigarette operators and cigarette suppliers by The Billboard revealed this week.

Per-machine vended cigarette sales dipped in most sections of the country 5 to 20 per cent immediately following the American Cancer Society's report in June, bounced back to within 2 to 5 per cent of normal, and some operators even reported that per-machine sales are ahead for the last three months compared to last year.

Filter Boom

Filter-tip sales have boomed in some areas, climbed gradually in others, and stayed about the same for the May-July period in still others, particularly industrials.

Interestingly, some operators reported that king-size sales were going up, too, especially in those areas where they have just been introduced thru machines.

Many operators, who reported cigarette sales declines, were reluctant to attribute the drop to cancer-heart disease stories, mentioning that unusually hot weather, increasing population, labor curtailments or other factors were responsible.

There were exceptions to the "2- to -5-per-cent-decline-filter-tip-boom" story. In Miami operators reported that per-machine sales for the last three months were above the same period in 1953, with no change following the ACS report.

In Los Angeles, operators agreed that sales dipped in May about 2 per cent compared to May, 1953, but did not have figures for June and July. No Los Angeles operator believed the cancer-heart disease stories were responsible for the decline.

Sales Potential

Filter-tip sales in some areas, such as Minneapolis, have proved the exception to the rule and have not increased even in the few industrial locations where they are available. Their true potential in such areas, however, has hardly been tested so far, because of operators' being without machines capable of vending them, plant management's objection to higher-priced cigarettes, lack of demand for filters in factories, etc.

On the other hand, in New York, one plant manager wanted

to remove all cigarette machines after the ACS report, and agreed to have them only when the operator sold him on the idea of machines offering filter-tips.

In Chicago, where cigarette vending in plants and non-public places has just recently been okayed, it's still too early to determine how well filters will do thru venders.

But the majority of operators and suppliers surveyed reported pretty much the same story: for the May-July period compared to the same period in 1953, per-machine sales were down and filter-tip sales were climbing.

Over-all vended cigarette sales are up since most operators have added new machines since last year. But as one New York operator explained, "I've added 150 new locations in the last year, but they are grossing only the equivalent of 100 stops."

A typical reply was from Fritz Eichinger, Northern Coin Machine Company, St. Paul, who operates 300 cigarette machines. He said business had dropped off 5 per cent as result of the cancer-heart disease reports. The week the ACS report came out, "the bottom dropped out" of cigarette sales, but quickly climbed back to within 5 per cent of normal, he said.

Joe Kaden, Kandy Kit Company, who operates in the Chicago area, declared that the cancer stories may have resulted in a 2 or 3 per cent decline, but that even more noticeable to him were seasonal factors.

Mrs. Perry Rose, Robot Sales, (Continued on page 78)

FISHER GOOSE HANGS HIGH; SO DO FANS

By JOEL FRIEDMAN

HOLLYWOOD, Aug. 7.—Eddie Fisher may have played to crowds that swelled the rafters before, but never has he worked to an audience that literally was swinging from the trees. This was the case at the Hollywood Bowl Saturday (31). Crowds climbed embankments, tied up traffic for more than two hours and in general gave vent to bobby-sox emotions at Fisher's first stint in this usually staid showplace.

The program was equally highlighted by the appearance of Andre Kostelanetz conducting the Los Angeles Philharmonic Orchestra. Since it was a Saturday pops concert, there was little long-hair overtones. In the lighter vein, "On the Trail" and the "Cloudburst" movements from Ferde Grofe's "Grand Canyon Suite" were especially well received, as was the medley of tunes from "Kiss Me, Kate."

Fisher's spooning of the established disk clicks was greeted with wild enthusiasm. Despite the immensity of the Bowl, the young singer managed to project his warmth and unaffected song style way up to the bleacher seats. Repertoire consisted of his winners, "Lady of Spain," "I'm Walking Behind You," "Oh My Papa," and infinitum. Time permitting, he could have stayed on forever, such was the audience clamor at the closing of the program. If this first performance is any indication, Fisher is certain to become a Bowl regular.

'Today' Is Biggest One-Year Grosser Of Show Business

Hit Films and Plays Have Reaped More, But Not \$11 Million in a Year

By LEON MORSE

NEW YORK, Aug. 7.—With \$7,000,000 already racked up in firm orders for the first nine months of this year, NBC's "Today" is heading for a record-breaking \$11,000,000 gross during 1954. This makes it the top grossing show in the history of broadcasting, and probably the largest grossing venture in the history of show business within a period of one year.

Its sole competition in the latter area is from theatrical films such as "Birth of a Nation," "Gone with the Wind," and "The Greatest Show on Earth." "Wind" rolled up a record-breaking \$37,000,000 thru the period of four releases, but probably never hit \$11,000,000 during one year because of the length of time necessary to play out a release. In one full release it undoubtedly topped "Today."

"Greatest Show" hit a \$12,000,000 figure from its release in July 1952 thru 1953, and will undoubtedly be the biggest money-maker in the history of money-makers produced by Cecil B. de Mille. "Birth of a Nation" undoubtedly topped both of these films, but was not handled by any one national distributor so few figures are available on its national gross.

Theater Toppers

In the theater, the two most financially productive ventures are "Oklahoma!" among musicals and "Life With Father" among plays. On its 10th anniversary,

March 1953, "Oklahoma!" had grossed over \$15,000,000 and was seen by over 8,000,000 people. In England 3,000,000 Britishers paid 1,324,500 pounds to see this entertaining musical comedy. The end, of course, is not in sight. "Oklahoma!" will have a company hitting small towns this fall, and is being made into a movie via the Todd AO process. The film alone should have a potential of at least \$10,000,000, and is costing several million to produce.

"Life With Father" grossed \$10,148,000 in New York and on the road from its opening in Lakewood, Me., in August 1948 to its closing in July 1947, incidentally a record-breaking eight-year run. It also ran a year in England and coined substantial monies there. The film version of the play has been a heavy grosser, too. The end, nevertheless, is not yet in sight. The property is now on TV, and probably is fated to be made into a Broadway musical, and subsequently into a musical film.

"Gone With the Wind," of course, is far from finished financially. The wide-screen version of the film has been released (the fifth), and is expected to rack up another \$10,000,000 this time around alone.

Today's Story

On TV, "Today's" sole competition as a top grosser was "Your Show of Shows," which garnered about \$5,500,000. Its greatest future competition is expected to come from "Home" and "Tonight," the two other members of the participation trinity.

When "Today" began, back in February 1952, it was a revolutionary concept in daytime programming to present a participation show from 7 to 9 a.m. Its early career was so rocky that in some circles it was called "Weaver's Folly," but Sylvester (Pat) Weaver remained to become president of NBC and start two more such ventures, the latest of which is "Tonight." During its first year "Today" lost \$1,500,000 for the network. The second year things began to better and it grossed about \$5,300,000 and broke even. It was in the last quarter of 1953 that it began to roll, when it billed \$3,000,000.

The program started on 27 stations and cost \$1,900 per participation, time and program. On September 27, when it goes to the West Coast, 53 stations will be carrying it and its cost per participation will be \$5,000. Of this its program cost has been raised from \$235 to \$500. Eight participants. (Continued on page 12)

NEWS OF THE WEEK

AFM Rejects Proposal to Change Present TV Film Royalty Formula . . .

The American Federation of Musicians rejected the proposed revamp of the royalty formula on TV film shows employing live musicians. This probably means producers will continue to pay 5 per cent of what they make on these shows to a Music Trust Fund. There was no indication the producers would put up a fight. . . . Page 2

Webs Set for Key Role in TV Industry's Advertising Bureau . . .

The networks were virtually assured a leading role in the TV industry's advertising bureau as a result of the detailed recommendations handed down this week by the joint organizing committee. The plan is due to be ratified by August 26. The new organization will be known as the Television Bureau of Advertising, Inc. . . . Page 9

Arizona Fair Buys 'Cisco' TV Film to Plug Stars' Appearances . . .

"Cisco Kid" TV film series, has been purchased by the Arizona State Fair, Phoenix, to run 13 weeks before the fair's opening as a build-up for the personal appearances of the series' stars at the fair. Buy is believed to be the first by a fair of a TV film series to plug performers' appearances. . . . Page 47

Names and Places—Old, New and Strange—Take Over Music Field . . .

The music business ranges far and wide for ideas and activity. This week, for example, it was rumored that the Mafia was moving in. It was also reported that a Rhoadesian tune was hot. Five records were released about Willie Mays. Paul Whiteman was back swinging and the result of the Milwaukee-Brooklyn baseball season had its effect on record sales. . . . Pages 13 and 14

Philco Record Player Drive To Be Biggest in Its History . . .

The Philco Corporation, mammoth electronics manufacturer, is set to put on biggest drive

in its history to capture a large share of the potential market for record players. Philco's new line of phonos is its first complete line of disk playing equipment. . . . Page 18

Few Top Disk Artists Available For Cafes, Personal Appearances . . .

Of the 30 artists whose records sell the most (see Billboard charts) only a handful are available for cafes and personal appearances. To fill the gap agencies are pushing new comics and new singers. . . . Page 43

Miami Beach Has Slow Summer; Clubs Do Poorly, Hotels Better . . .

Miami Beach summer season lays an egg. Night clubs fail to draw and only hotels do the business. . . . Page 43

'Dancing Waters' a Smash; Cues Trend Toward Touring Midways . . .

"Dancing Waters," touring Western Canada with the Royal American Shows, country's biggest carnival, is scoring a thumping financial success. Canadian grosses and the Royal American's method of selling the attraction point up probability that units with touring midways will do whopping business in U. S. . . . Page 47

DEPARTMENTS AND FEATURES

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Combat TV to Be Colorcast

WASHINGTON, Aug. 7.—The nation's televiewers will be given a quick look at combat television, designed to let Army tactical commanders watch the blow-by-blow progress of a battle, Wednesday (11) when the Army Signal Corps and the Radio Corporation of America publicly unveil the new TV equipment during Army field exercises at Ford Meade, Md. A 15-minute segment of the exercise involving a water-crossing and an assault on an "enemy-held" position will be televised in compatible color over the NBC network at 11 a.m. (EDT) Wednesday.

'Today' Clients Top Two Webs

NEW YORK, Aug. 7.—Among "Today's" claims to fame is the fact that it has more sponsor clients than both CBS and NBC are servicing on their daytime video networks. "Today" now has 76 advertisers on the program. CBS-TV has about 33, and NBC-TV in the vicinity of 15, with a number of new ones slated to begin bankrolling shortly.

"Today" is expected to carry the sales messages of 100 clients by the end of the year.

AFM Rejects Proposal by Film Producers on Royalties

Union Insists on Current Deal; Demands Pact Run Thru Jan., '59

NEW YORK, Aug. 7. — The American Federation of Musicians has flatly rejected the proposal of a group of TV film producers for a new royalty formula on shows using live music. The union is now telling the producers that it will settle for nothing less than the deal it has enjoyed for the past three years.

If the deal goes thru this way, it will mean that the filmeries that sign will pay another Music Performance Trust Fund a 5 per cent cut off the top of their gross.

Furthermore, the AFM is now demanding a contract to run for five years, retroactive to February 1, 1954 and running to January 31, 1959.

Will Not Fight

Altho the news was hardly a surprise, a number of industry leaders were understood to be most unhappy about it. Nevertheless there was no indication that the industry would make any move to combat it.

James C. Petrillo, AFM president, had declared at the union's convention last month that the only quarters that could beat the 5 per cent royalty were the membership at large (by voting him out of office) or the courts. The week after the convention, Petrillo was handed the producers' proposal for a sliding scale of flat fees for each run of a film show.

The rejection of this plan is the first tangible clue that Petrillo is ready to start drawing up the pertinent papers. Until this, it appeared that he was going to keep the flat-fee plan under advisement for quite a long time yet. Altho the original contract expired January 31, old contractees were continuing to respect it, and it was figured that the new music-show producers would be snared retroactively.

The 5 per cent formula has never been put to a court test. When the AFM's original pension

fund was outlawed by the Taft-Hartley law, the record companies set up the first independent Music Performance Trust Fund. That was in 1949.

At that time, the Justice Department was understood to have said the agreement looked okay and wouldn't be questioned. The record companies have always been happy with this plan, since a record only pays according to

what it makes. Some of the TV film producers under contract say they like it for the same reason.

But a key group of producers has steadfastly insisted that the royalty makes doing business with the banks unduly cumbersome, since first money must go to the Fund rather than to the bank, and it makes it impossible to figure the cost of music in the production budget.

CONCERTED ACTION

Major TV Film Distributors Meet To Organize Trade Association

NEW YORK, Aug. 7. — Top executives from five major TV film distribution firms met here this week to discuss the formation of a new trade association composed of major distributors. The move again underscored the feeling that there is a need for concerted action in the face of problems arising from the rapid expansion of the industry.

The meeting, held Tuesday morning (3) in the office of John Sinn, president of Ziv, was attended by Reub Kaufman, president of Guild Films; John Mitchell, vice-president of Screen Gems; Ed Madden, vice-president of Motion Pictures for Television; George Shupert; president of ABC Film Syndication; Bob Freidheim, vice-president of Ziv. Sinn, it's understood, was out of town on a business trip and was unable to reach New York in time for the session.

A second meeting, at which the attendance of a greater number of industry leaders will be sought, is expected to be called some time after Labor Day. This sparked, among other factors, by

a letter recently sent to all major distributors by Harold See, manager of KRON-TV, San Francisco. See's letter reportedly called upon the distributors to standardize many of the practices involved in selling film, including the prices to be charged to stations.

In an address scheduled for delivery this Monday (9) at the BI Clinic in Los Angeles, See criticized stations for engaging in what he said was unwise competitive bidding, which results in the sale of films at "ridiculously high prices." In his address, he stated, "We in the television broadcasting business must be the ones to influence film suppliers."

A move to organize station TV film execs occurred recently, with a meeting held this month in Boston aimed at organizing a National Association of TV Film Directors (The Billboard, July 24).

Caught in Squeeze

TV film distributors, consequently, are facing increasing pressure on various fronts to form an association able to speak for the distribution segment of the industry. The absence of such an association makes it difficult for distributors to voice their feelings authoritatively on such matters as the current dispute between producers and the American Federation of Musicians (see other story).

An attempt was made several months ago by Ed Grossman, then comptroller of Guild Films, to organize a group of distribu-

Coca-Cola Set On 'Kit Carson'

NEW YORK, Aug. 7. — The Coca-Cola bottlers of New York will present "Kit Carson" in the Tuesday 6-6:30 p.m. time period on WNBC here beginning October 25. Coke bottlers are already sponsoring "Carson" in nearly 70 markets. The series is produced by the MCA-owned Revue Productions.

With "Carson" in on Tuesdays, WNBC will continue to program its solid block of kids' vidfilm in the 6 p.m. time period. Monday it airs "Superman"; Wednesday Kellogg has "Wild Bill Hickok"; Thursday is occupied by "Rocky Jones," and Friday Best Foods will offer "Flash Gordon" when its contract with "Cisco Kid" lapses sometime in November.

BRITISH VIDEO

Commercial Okay Given By Parliament

LONDON, Aug. 7.—Royal approval was given this week to the Commercial Television Bill, making it law. After a stormy passage thru both Upper and Lower Houses of Parliament, in which the Bill was sniped at as unworkable by both pro and con interests, the rush to be aboard the bandwagon is now on.

Producers and advertisers are approaching sponsored video cautiously, and do not anticipate getting their programs rolling before late spring, 1955, owing to a severe shortage of studio space and the necessity for building new transmitters and studios.

However, producers here, led by Norman Collins, feel they will need the breathing space to buy material and set up program schedules.

It is not anticipated that producers will present a high proportion of American TV film shows in the early days of commercial video here, owing to fears expressed in Parliament and newspapers that too great an influx of U. S. material over the high-impact screens would swamp the British "way of life." But once the novelty of seeing plugs on the screen wears off there should be room for top U. S. drama and comedy shows which have an international rather than local flavor.

Screen Gems Opens New Detroit Office

NEW YORK, Aug. 7.—Screen Gems has opened a new branch office in Detroit and has named Ernest W. Montgomery as Central sales manager in charge of the office.

The firm also brought a new man into its New York office with the appointment of Arnold Fetbrod as administrative assistant to the sales department.

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Nabisco Buying 2d Network Film Series

NEW YORK, Aug. 7. — The latest addition to the rapidly growing roster of TV film shows on networks in the fall was reported virtually set this week as the National Biscuit Company negotiated to sponsor Screen Gems' new "Rin Tin Tin" series. It's understood that Nabisco has been talking with CBS-TV for the Sunday 4:30-5 p.m. time slot, and with NBC-TV for the Sunday 5:30-6 p.m. period for the show.

The purchase of "Rin Tin Tin" by Nabisco would make it the second film series the biscuit company bought this week for network airing this fall. It would also put Screen Gems into the unique position of being the only TV film distributor with four network film properties on the air. Nabisco earlier this week signed as co-sponsor with International Harvester of Television Programs of America's "Halls of Ivy" (see other story).

The three other Screen Gems film shows that will be on the networks are NBC-TV's "Ford Theater," CBS-TV's "Father Knows Best" and CBS-TV's "Captain Midnight."

The contract finalizing the purchase by Nabisco of "Rin Tin Tin" reportedly was being prepared for signing early part next week, barring last minute hitches. John Mitchell, Screen Gems' veepee in charge of sales, and Andrew Jaeger, the firm's New York sales chief, handled negotiations.

Nabisco's hectic week of film buying activity brought two ad agencies into action on the deal — McCann Erickson on the "Halls of Ivy" purchase, and Kenyon and Eckhardt on the "Rin Tin Tin" buy.

In addition to the four network shows, Screen Gems is servicing another national advertiser, Ethyl

Corporation, with a nationally spot booked film show, "The Big Playback," currently airing in 43 markets for the oil firm.

The "Rin Tin Tin" series revolves around the adventures of the famed dog and his young master in a U. S. Cavalry frontier post during the 1860's.

Guild Acquires Nagel Theater

NEW YORK, Aug. 7. — Guild Films has acquired the "Conrad Nagel Theater" for distribution. There are 26 half hour dramas in the vidfilm series which were produced by Andre Luotto from stories written by such authors as Balzac, Chaucer, and Tolstoy. Nagel will act as host. In the past he had acted in the same capacity on "Celebrity Time." The films will be ready for showing in late September.

Grantray Is New Film Unit

NEW YORK, Aug. 7.—Robert Lawrence Productions, one of the leading producers of TV film commercials, has formed a new corporation with two of the leading animators in the business. The two animators, Grant Simmons and Ray Patterson, have been operating as a partnership on the West Coast for the past two years. The name of the new company is Grantray Animation, Inc.

Grantray will produce industrial and theatrical shorts as well as TV commercials.

AN 'OSCAR' FOR 'RAMAR'

Big Merchandising Drive Planned Around Series

NEW YORK, Aug. 7.—One of the hardest driving merchandising and promotion campaigns in TV film will be undertaken this fall by Lay Potato Chips for its sponsorship of "Ramar of the Jungle" in 30 markets thru the South.

The campaign calls for an initial order of 200,000 "Ramar" comic books. The premium distribution of the "Ramar" T-shirts is planned for a later stage of the operation. As a result, the TPA Merchandise Division is blocking out retail sale of these two items thru the South from here on.

The comic book is sold on newsstands for 10 cents. Lay will probably distribute them free out of the groceries and supermarkets with every 25 cent bag of potato chips.

Lay has traditionally used an animated potato named Oscar in its packaging and advertising. This character is being integrated into all of its "Ramar" merchandising.

A papier mache Oscar was shipped from Lay's Atlanta headquarters to Hollywood this week where it will be used in the production of commercials with star Jon Hall and in still photos. Lay's fleet of 400 trucks will be

used for an extensive Ramar-Oscar promotion. Every truck driver will be dressed up in a Ramar T-shirt and pith helmet. A picture of Oscar will be imprinted on the back of the shirt. The sponsor will also try to get super-market employees to wear this outfit. The inducement will be that the "Ramar" campaign will hype store traffic generally.

A "Ramar" series will be displayed over every Lay rack, and the comic books will probably be made available on the rack also.

The sides of the trucks will carry mammoth signs showing Ramar and Oscar in red, white and blue.

The comic book offer is blueprinted for October thru January. After that the sponsor will begin a promotion on an item consisting of a compass and animal whistle attached to a cardboard bearing pictures and information on African flora and fauna. This will liquidate for 25 cents. The T-shirt will be offered in the spring. They will be packed in Lay's own cellophane bags.

The campaign was set this week between Jerry Capp, head of TPA Merchandise Division, and Lay's agency, Liller, Neal and Battle in Atlanta.

DAIRIES

SEALTEST DAIRIES, Inc.
in Pittsburgh, Altoona
and Erie, Penn.
ABBOTT DAIRY
in Philadelphia

STORES

SEARS ROEBUCK in Houston
SAFWAY STORES
in Washington, D. C.
HILL GROCERY STORES
in Birmingham

OIL

LION OIL COMPANY
In Tennessee,
Arkansas,
Louisiana,
Mississippi,
Texas

COSMETICS

SWEETHEART SOAP
in Boston
(Cosmetic Division)

UTILITIES

CAROLINA LIGHT & POWER
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ARIZONA PUBLIC SERVICE
in Phoenix
VALLEY ELECTRIC
in San Luis Obispo,
California

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FRESH AS A WINK!
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Based on Characters Created by F. Hugh Herbert

TV'S NEW, BIG-HIT SHOW

With a Big PAY-OFF For Sponsors!



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BOBBY ELLIS as "Dexter"



MARY BRIAN
as "Mrs. Archer"
JOHN ELDREDGE
as "Mr. Archer"



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themselves as the Archers (that's us) you've
got them by the emotions! Just look at a
few of the many types of businesses we're
selling for! Hurry! Let us add your
name, just write, wire or phone!



This one



GLD2-N6L-KHWK

Activity, Growth Cue 3 Roach Appointments

HOLLYWOOD, Aug. 7.—The making of three new key personnel appointments to Hal Roach Jr. Productions was viewed this week by Roach as a "stabilization of the organization" that bears his name. Increased activity and previously announced plans for future growth were cited by Roach as reasons for the additions.

Jerry Stagg, long associated as a writer in the motion picture industry and the Broadway stage and more recently with top New York-originated live TV shows as packager, director and producer, joined the Roach organization as an associate producer. He will serve in that capacity for "Passport to Danger" (the original title of the Cesar Romero starring series more recently called "Passport to Adventure") which is expected to roll before the cameras within six weeks. Stagg had been associated with the Ford Foundation and its "Excursion" TV series, and prior to that handled the "Celanese Theater" and "Pulitzer Prize Theater."

Stagg's appointment is in line with Roach's intention to build an organization of key personnel from among top talent and advancement to leading production positions of people already in the organization. Thus, Harve Foster has been set as an associate producer for the "Public Defender" telefilm series whose option for additional episodes Philip Morris has picked up. Foster had previously served as associate producer on the "Duffy's Tavern" series as well as several of the "Public Defender" episodes.

The two other key spots to be filled this week by Roach are Edith Udell, Roach's secretary for the last 15 years and previously with the Selznick company, who has been elevated to executive assistant to Hal Roach Jr., and

John Fulton, formerly of the William Morris Agency, who has joined the company as Roach's assistant in agency and sponsor relations and in negotiations with players, producers and directors.

Henry Greenberg, who has functioned as story editor for Roach for the past two years, continues in that capacity on "Public Defender," and starts 26 scripts for the "Passport to Danger" series.

Within the next few months Roach will have at least five owned-and-produced shows in the production mill. These will include "Public Defender," starring Reed Hadley; "Parole Chief," starring Pat O'Brien, first episode of which is currently being shown in New York by Vitapix, which has cleared time on many TV stations; "Passport to Danger," starring Cesar Romero; "My Little Margie," starring Gale Storm and Charles Farrell, and the Stu Erwin show, "The Trouble With Father" (in partnership with Roland Reed Productions). The Roach organization also has six feature theatrical motion pictures on its schedule.

Screen Gems Signs Gallo In Record Sale

NEW YORK, Aug. 7.—Screen Gems this week chalked up its largest single multi-market sale on its "Your All-Star Theater" package with the signing of Gallo Wine as bankroller of the series in 17 markets, most of them in California and in New York.

The Gallo sale brings the total number of markets on which "All-Star Theater" will be seen to 157. The 26-week deal, negotiated thru Batten, Barton, Durstine and Osborn, was closed by Screen Gems' West Coast sales manager, Dick Dinsmore. The show consists of re-runs of "Ford Theater."

The California markets in which Gallo will air the show are Bakersfield, San Diego, Chico, Salinas, Stockton, Eureka, Fresno and Santa Barbara. In New York, Gallo will bankroll the show in Syracuse, Binghamton, Schenectady and Rochester. Other markets are Great Falls, Mont.; Wichita, Hutchinson, Kan.; Elkhart, Ind., and Sioux Falls, S. D.

'Ellery Queen' Now Sold to 78 Markets

NEW YORK, Aug. 7.—"The Adventures of Ellery Queen" has been sold in a total of 78 markets to date, it was reported by its distributor, Television Programs of America. TPA claims this puts the show's gross over the \$750,000 mark.

The Clark Gas Company has bought "Queen" for Minneapolis, Milwaukee, St. Louis and Green Bay, Wis. Sears-Roebuck is sponsoring it in Tucson and Houston. O'Keefe Brewing has it in Buffalo and Detroit, and Bologna Wine is sponsoring it on WDSU-TV, New Orleans.

Deals were also reported in Los Angeles and Seattle.

GERMAN THEATER

Tee Vee Sets 'Playhouse' Theater Deal

HOLLYWOOD, Aug. 7.—Marc Frederic, general manager of the Tee Vee Company, telefilm syndication firm, this week concluded a pact for the showing of the "Invitation Playhouse" series in motion picture theaters in Germany. The 15-minute programs which feature surprise twist endings will be dubbed into the German language.

Frederic signed the German theater exhibition contract with Eugene A. Borkum of Munich, who is presently in Los Angeles scouting products of a short subject nature to be featured with single-feature program film productions. Borkum, who heads the German distribution firm of Deutsche Film Handelsgesellschaft, arranged the deal with Tee Vee thru Walter Kohner of Paul Kohner, Inc. Pact also calls for the series to be shown on German television later.

MTPS Expansion Move to Boost Servicing and Sales

NEW YORK, Aug. 7.—Modern Talking Picture Service is currently undergoing an expansion that will enable the trafficker to boost its client servicing and sales activities. In each of the TV division's three exchanges, the top man is unloading all or part of his operational duties so as to be able to get out and do more bush beating.

Here in New York, Alex Leslie is going completely into sales work, and Tom Loughlin is replacing him as manager of the exchange. Bob Young is being shipped to Los Angeles as assistant to manager John Lipsky. In Chicago, Ed Wallace is joining the organization, effective August 23, as assistant operation manager to free Pete Markovich for sales work.

The Chicago branch is moving to larger quarters at 420 North Michigan Avenue on September 1.

Maxson Boosted
In New York, John Maxson, a former trainee, is being made executive assistant to the director of the TV Division, Dick Ritenour. Ann Duncan, formerly executive secretary, is becoming supervisor of sponsored film distribution. Modern handles the TV distribution of over 70 industrial films that are leased to stations without charge.

Meanwhile, the TV Division has nabbed two more major ac-

counts. Modern will handle and ship "Annie Oakley" for TV Time Popcorn, which will sponsor the Western series in over 70 markets alternate weeks beginning in October. Modern already ships "Oakley" for Canada Dry, the other national sponsor.

Modern has also taken on the handling of the "Championship Bowling" film series for Walter Schwimmer Productions. The traffic firm has also obtained a renewal on the Ray Milland show from General Electric thru the Maxon Agency. Last season, under the title "Meet Mr. McNutley," it was spot booked in 26 cities in addition to its CBS-TV ride. This year the spot spread will be increased to 40 or 50 markets.

Murray Series Sold by UTP In 31-Wk. Deal

HOLLYWOOD, Aug. 7.—A major regional sale, and the first for the purchaser, was concluded here this week by United Television Programs, Inc., for UTP's latest product being made for syndication, Ken Murray's "Where Were You?"

Bekins Van & Storage Company, according to Wynn Nathan, UTP vice-president in charge of sales, has purchased the program for 31 weeks. Deal calls for sponsorship of the show in Los Angeles, San Francisco, Seattle, Portland, Spokane, Omaha, Dallas, Phoenix, Tucson, Boise, San Diego and Denver. Arrangements for the sale were concluded by Dale Sheets of UTP, and Al Brooks of the Brooks advertising agency.

"Where Were You?" is a Bing Crosby Enterprise production and is produced and directed by Murray. A special exploitation and publicity campaign, tying in with local areas where the series will be shown and in which scenes from those regions are filmed, is being mapped by UTP and BCE.

TEXANS GO BIG FOR WESTERNS

GALVESTON, Tex., Aug. 7.—The Texas cowboys apparently take their profession seriously. Popular demand has forced KGUL-TV here to sign on Saturday mornings with a Western feature film at 8 a.m., indicating that no hour is too early for this type of programming in Texas. The station also shows another feature at 11:30 a.m. Saturdays, and airs a total of six hours of feature film programming on Saturdays.

Eastman Buys 'Norby' With David Wayne

NEW YORK, Aug. 7.—Eastman-Kodak this week reportedly purchased "Norby," the situation-comedy starring David Wayne. The sponsor is said to be interested in programming the show about January 1, 1955, one of the reasons it is finding difficulty getting time at either CBS-TV or NBC-TV. It is now trying to work out a deal with ABC-TV. It will be Eastman's first venture into network TV.

"Norby" was created by David Swift for General Foods, which turned down the idea in favor of "Spring Bride," which it figured to be better for its purposes. J. Walter Thompson is the agency for Kodak.

Laine Film Series Sold to Monsanto

NEW YORK, Aug. 7.—All the detergent produced by Monsanto Chemical, this week purchased the Frankie Laine vidfilm series from Guild Films for four markets. They are Detroit; Phoenix and Tucson, Ariz., and Portland, Me.

This is the second regional sale set by Guild for Laine. KTTV, Los Angeles, bought the show for 11 cities on the Pacific Coast. Needham, Lewis & Brorby is the Monsanto agency.

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.

June ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time	Sets in Use
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WASHINGTON, D. C. 4 STATIONS

Sign-On to 7 p.m.—Saturday and Sunday

9.4.	8.8.	Ramar of the Jungle—Adv.—TPA	WTOP—S, 6:30-7:00	21.6
Top Opp. & Rating: Cisco Kid				
8.4.	7.3.	Cisco Kid—West.—Ziv TV	WNBW—S, 6:30-7:00	21.6
Top Opp. & Rating: Ramar of the Jungle				
8.2.	6.7.	Hopalong Cassidy—West.—NBC Film	WNBW—Su, 11:30-12:30	11.8
Top Opp. & Rating: Pick Temple				
5.4.	2.5.	City Detective—Mys.—MCA-TV	WTOP—Su, 4:30-5:00	19.3
Top Opp. & Rating: Zoo Parade				
3.9.	2.4.	Time for Beany—Child.—Consolidated TV	WMAL—Su, 6:00-6:30	23.3
Top Opp. & Rating: Meet the Press				
0.6.	—	Animal Time—Child.—Sterling TV	WMAL—S, 10:45-11:00	9.0
Top Opp. & Rating: Frontier Playhouse				

7 p.m. to Sign-Off—Monday thru Sunday

17.1.	13.7.	Foreign Intrigue—Adv.—Sheldon Reynolds	WNBW—W, 10:30-11:00	40.9
Top Opp. & Rating: Baseball; Tenth Inning				
16.1.	21.3.	Superman—Adv.—Flamingo Films	WNBW—T, 7:00-7:30	22.2
Top Opp. & Rating: Range Rider				
14.0.	18.3.	Badge 714—Mys.—NBC Film	WNBW—W, 7:00-7:30	18.8
Top Opp. & Rating: Mark Evans				
12.6.	16.9.	Racket Squad—Mys.—ABC Film	WMAL—Th, 10:30-11:00	29.6
Top Opp. & Rating: Favorite Story				
12.2.	13.2.	Annie Oakley—West.—CBS Film	WTTG—S, 7:00-7:30	32.0
Top Opp. & Rating: Red Skelton				
10.7.	7.9.	I Led Three Lives—Adv.—Ziv TV	WTOP—F, 10:30-11:00	44.8
Top Opp. & Rating: Cavalcade of Sports; Greatest Fights				
10.4.	14.7.	Wild Bill Hickok—West.—Flamingo Films	WNBW—Th, 7:00-7:30	15.2
Top Opp. & Rating: Waterfront				
10.1.	11.0.	Liberace—Music—Guild Films	WTOP—Su, 7:00-7:30	29.3
Top Opp. & Rating: You Asked for It				
10.0.	6.5.	Mr. District Attorney—Mys.—Ziv TV	WMAL—T, 10:30-11:00	42.5
Top Opp. & Rating: See It Now				
9.7.	13.0.	Joe Palooka—Adv.—Guild Films	WNBW—M, 7:00-7:30	16.6
Top Opp. & Rating: Mark Evans				
8.8.	16.6.	Hopalong Cassidy—West.—NBC Film	WNBW—F, 7:00-7:30	18.6
Top Opp. & Rating: Amos 'n' Andy				
8.7.	5.6.	Favorite Story—Drama—Ziv TV	WTOP—Th, 10:30-11:00	29.6
Top Opp. & Rating: Racket Squad				
7.3.	12.4.	Amos 'n' Andy—Comedy—CBS Film	WTOP—F, 7:00-7:30	18.6
Top Opp. & Rating: Hopalong Cassidy				
7.2.	—	Front Page Detective—Mys.—Consolidated TV	WMAL—F, 10:00-10:30	50.3
Top Opp. & Rating: Cavalcade of Sports				
4.9.	7.3.	Duffy's Tavern—Comedy—MPTV	WTOP—T, 8:30-9:00	36.8
Top Opp. & Rating: Milton Berle				
4.8.	7.9.	Drew Pearson—News—MPTV	WTOP—Su, 11:30-11:45	10.8
Top Opp. & Rating: International Playhouse				
3.7.	8.9.	Range Rider—West.—CBS Film	WTOP—T, 7:00-7:30	22.2
Top Opp. & Rating: Superman				
3.6.	15.8.	Sports Spotlight—Sports—Tel-Ra	WTTG—M, 10:30-11:00	40.9
Top Opp. & Rating: Monday Night Fights				
3.0.	2.5.	Hollywood Off Beat—Mys.—UTP	WTTG—T, 9:00-9:30	43.4
Top Opp. & Rating: Fireside Theater				
2.7.	—	Royal Playhouse—Drama—UTP	WTTG—Su, 10:00-10:30	55.0
Top Opp. & Rating: The Web				
2.7.	—	Counterpoint—Drama—UTP	WTTG—S, 7:30-8:00	29.4
Top Opp. & Rating: Beat the Clock				
2.7.	5.9.	Janet Dean, R. N.—Drama—MPTV	WTOP—S, 10:30-11:00	46.3
Top Opp. & Rating: Baseball				
2.4.	6.2.	Waterfront—Adv.—UTP	WTOP—Th, 7:00-7:30	15.8
Top Opp. & Rating: Wild Bill Hickok				
1.8.	1.1.	Hollywood Half Hour—Drama—Consolidated TV	WMAL—W, 8:00-8:30	51.1
Top Opp. & Rating: Godfrey and Friends				
0.3.	—	Falton Lewis, Jr.—News—UTP	WTTG—F, 7:45-8:00	26.6
Top Opp. & Rating: News Caravan				
0.3.	1.7.	Public Prosecutor—Mys.—Consolidated TV	WMAL—F, 9:45-10:00	47.4
Top Opp. & Rating: Our Miss Brooks				
0.3.	—	Fulton Lewis Jr.—News UTP	WTTG—F, 9:30-9:45	46.8
Top Opp. & Rating: Our Miss Brooks				

CHICAGO 4 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

7.4.	12.4.	Gene Autry—West.—CBS Film	WBBM—M to F, 5:30-6:00	14.0
Top Opp. & Rating: Close-Up				

Sign-On to 7 p.m.—Saturday and Sunday

11.6.	16.0.	Annie Oakley—West.—CBS Film	WBKB—Su, 2:00-2:30	35.1
Top Opp. & Rating: Baseball				
10.7.	14.0.	Wild Bill Hickok—West.—Flamingo Films	WBKB—Su, 1:30-2:00	31.5
Top Opp. & Rating: Baseball				
9.8.	10.2.	Superman—Adv.—Flamingo Films	WBKB—S, 5:00-5:30	25.8
Top Opp. & Rating: Baseball				
7.2.	14.0.	Cisco Kid—West.—Ziv TV	WBKB—Su, 5:00-5:30	16.6
Top Opp. & Rating: Meet the Press				
5.6.	5.8.	Cisco Kid—West.—Ziv TV	WBKB—S, 4:30-5:00	22.0
Top Opp. & Rating: Baseball				
5.1.	10.0.	Ramar of the Jungle—Adv.—TPA	WBKB—Su, 2:30-3:00	30.0
Top Opp. & Rating: Baseball				
4.2.	4.4.	Ramar of the Jungle—Adv.—TPA	WBKB—S, 4:00-4:30	22.3
Top Opp. & Rating: Baseball				
3.7.	5.0.	Gene Autry—West.—CBS Film	WBBM—S, 5:30-6:00	22.3
Top Opp. & Rating: Baseball				
3.3.	3.2.	Rock Jones, Space Ranger—Adv.—UTP	WBKB—S, 5:30-6:00	22.3
Top Opp. & Rating: Baseball				
2.8.	1.2.	Drew Pearson—News—MPTV	WBKB—Su, 6:30-6:45	29.3
Top Opp. & Rating: Mister Peepers				
1.9.	3.8.	Hank McCune—Comedy—Minot TV	WBKB—S, 12:30-1:00	8.9
Top Opp. & Rating: Ray Rayner				

7 p.m. to Sign-Off—Monday thru Sunday

15.8.	14.0.	Inner Sanctum—Mys.—NBC Film	WNBQ—S, 10:00-10:30	41.4
Top Opp. & Rating: Wrestling				

(Continued on Page 6)

On Television Over the Nation

THE BILLBOARD 2ND ANNUAL T.V. FILM AWARD

1

thanks

Jack Welch



**MARK
VII
LIMITED**

THE BILLBOARD SCOREBOARD

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

Continued from page 4

Table with columns: June ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for Boston Blackie, I Led Three Lives, Mr. District Attorney, Badge 714, The Playhouse, Life of Riley, Liberate, Janet Dean, R.N., City Detective, Waterfront, The Visitor, Kent Theater, Dangerous Assignment, Counterpoint, Your Star Showcase, Colonel March, Heart of the City, Hollywood Half Hour, Captured, Life With Elizabeth, Foreign Intrigue, Eversharp Theater, Big Playback, Sportsman's Club, Front Page Detective, The Ruggles, Death Valley Days, Fulton Lewis Jr.

SAN DIEGO 6 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table with columns: June ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes Range Rider, Annie Oakley, Amos 'n' Andy.

Sign-On to 7 p.m.—Saturday and Sunday

Table with columns: June ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes Waterfront, Terry and the Pirates, Johnny Jupiter, Fulton Lewis Jr., Drew Pearson, Gene Autry, Playhouse 15, Flash Gordon.

7 p.m. to Sign-Off—Monday thru Sunday

Table with columns: June ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes Death Valley Days, Heart of the City, Badge 714, Superman, Wild Bill Hickok, Favorite Story, Victory at Sea, Life of Riley, Amos 'n' Andy, Mr. District Attorney, Rocky Jones, Ramar of the Jungle, China Smith, I Led Three Lives, I Am the Law, Cisco Kid, Hopalong Cassidy, Abbott and Costello, Janet Dean, The Visitor, Gene Autry, Dangerous Assignment, City Detective.

TV FILM PURCHASES

Twenty-four sales of Sportsvision, Inc., football shows since late June are reported by the West Coast sports film company. Sales for its three fall delayed football telecasts now total 120. Recent sales were "All American Game of the Week" to KHQ, Spokane; KOAT, Albuquerque, N. M.; KWK, St. Louis; KOOK, Billings, Mont.; KFDA, Amarillo, Tex.; KRDO, Colorado Springs, Colo.; KCSJ, Pueblo, Colo.; WPMT, Portland, Me.; KJEO, Fresno, Calif., and the Buffalo, Erie, Pa., and Rochester, N. Y., markets by Chevrolet Dealers. "Big Ten Conference Hi-Lites" was sold to nine markets and "Pacific Coast Conference High-Lites" to three markets.

The newest Guild Films' series, the Florian ZaBach show, was sold this week to WJAR, Pensacola, Fla., and KDAL, Duluth, Minn.

"Capsule Mysteries," new five-minute who-dun-it series recently completed by Charles Michelson, Inc., has been sold to WREX, Rockford, Ill., to be sponsored by Woods Camera. The series was also sold to WTPA, Harrisburg, Pa., to be sponsored three times weekly by the Phil Dealers in conjunction with Philco's National Local Dealer Co-Op Plan.

United Television Programs, Inc., has sold "The Lone Wolf" series, starring Louis Hayward, to KCMO-TV, Kansas City. Deal calls for show to start on or before November 1 and to run for 65 weeks. Series also was set for New York for 52 weeks, starting September 4, with the Chevrolet dealers sponsoring over WNBC. Other UTP sales include "Old American Barn Dance" to the Hollywood advertising agency of Frank J. Miller for airing in 14 markets for 13 weeks.

QUICK TAKES

Vincent H. Jeffords, formerly veepee of the Times Square Store Chain and for the last three years a staffer at Walt Disney Productions, has been upper to manager of the Disney Character Merchandising Division, with offices in New York. Hank Sylvern and Hollywood scenarist, Malvin Wald, are working on the music and book for a TV series based on American music written between the American revolutionary period and the Civil War days.

Freelon (Nat) Fowler, director of Network film programs for ABC-TV, discussed "TV Programming" last week in his lecture series at Pace College in New York. Edward J. Chandler formerly with the FBI, has joined Television Programs of America as an account exec. United Artists has selected Transfilm, Inc., to produce six assorted length television film trailers for "Down Three Dark Streets."

Manny Reiner has resigned as foreign sales manager of Goldwyn Productions, a post he held since February, 1953. Prior to this job he was sales manager of PSI-TV. Lewis Cook and Robert W. Keith have been added to technical directors of Central Telefilms, Inc. Gotham Recording will supply all background musical scoring on News of the Day newsreels.

Maxwell's 'Lassie' Series to Resume

HOLLYWOOD, Aug. 7.—Filming of the Robert Maxwell Associates' "Lassie" telefilm series for Campbell's Soup will resume at KTTV studios August 23. First 12 episodes in the series wound up here on Thursday (5).

Meanwhile, it was announced that Rodney Amateau was inked to share directing chores with Sidney Salko on the new group of films. Series stars Tommy Rettig, Jan Clayton, George Cleveland and the dog, Lassie.

Rival Buys 'Amos'

NEW YORK, Aug. 7.—Rival Dog Food this week bought half of "Amos 'n' Andy" on WCBS-TV, here, Sunday afternoons, 2-2:30 p.m., this fall. This is the first of a series of purchases the advertiser will make of various TV film series. Charles Silver is the agency.

Table with columns: June ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for Death Valley Days, Duffy's Tavern, Inner Sanctum, My Hero, Colonel March, Mr. District Attorney, Boss Lady, D. Fairbanks Presents, D. Fairbanks Presents, Victory at Sea, Mad. Sq. Garden, City Detective, Range Rider, Janet Dean, Follow That Man, Foreign Intrigue, Eversharp Theater, I Am the Law, Hans Christian Andersen, Flash Gordon, Biff Baker, U. S. A.

LOUISVILLE, KY. 2 STATIONS

Sign-On to 7 p.m.—Saturday and Sunday

Table with columns: June ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes Superman, Kit Carson, Cisco Kid, Cowboy G-Men, Art Linkletter and the Kids, Annie Oakley, Big Playback.

7 p.m. to Sign-Off—Monday thru Sunday

Table with columns: June ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes Liberate, Kamar of the Jungle, I Led Three Lives, Gene Autry, Mr. District Attorney, Ringside With Razzlers, Waterfront, Eversharp Theater.

MILWAUKEE, WIS. 4 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table with columns: June ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes Cisco Kid, Superman, Range Rider, Terry and the Pirates, Look Photoquiz-Quiz-UTP, Heart of the City.

Sign-On to 7 p.m.—Saturday and Sunday

Table with columns: June ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes Ramar of the Jungle, Wild Bill Hickok, Annie Oakley, Cisco Kid, Cowboy G-Men, Hopalong Cassidy, Dangerous Assignment, All Star Theater, Drew Pearson, How Does Your Garden Grow?

7 p.m. to Sign-Off—Monday thru Sunday

Table with columns: June ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes City Detective, Badge 714, I Led Three Lives, Mr. District Attorney, Liberate, Racket Squad, Favorite Story, Foreign Intrigue, Kent Theater, Hopalong Cassidy, Janet Dean, The Visitor, Gene Autry, Dangerous Assignment, City Detective.

Table with columns: June Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Lists various TV programs like 'Life of Riley', 'Orient Express', 'Nat'l Telefilm Assoc.', etc.

EVANSVILLE, IND 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs for Monday-Friday 7 p.m. to 7 p.m., including 'Crusader Rabbit-Child-Consolidated TV'.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Saturday and Sunday 7 p.m. to 7 p.m., including 'Hollywood Half Hour-Drama', 'Royal Playhouse-Drama-UTP', etc.

7 p.m. to Sign-Off—Monday thru Sunday

Large table listing TV programs from 7 p.m. to sign-off, Monday through Sunday, including 'Amos 'n' Andy-Comedy-CBS Film', 'I Led Three Lives-Adv-Ziv TV', etc.

BALTIMORE 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs for Monday-Friday 7 p.m. to 7 p.m., including 'Kit Carson-West-Coca-Cola Company', 'Dick Tracy-Mys-Combined TV', etc.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Saturday and Sunday 7 p.m. to 7 p.m., including 'Annie Oakley-West-CBS Film', 'Boston Blackie-Mys-Ziv TV', etc.

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs from 7 p.m. to sign-off, Monday through Sunday, including 'I Led Three Lives-Adv-Ziv TV', 'Badge 714-Mys-NBC Film', etc.

Chevrolet Buys T-Men on ABC

NEW YORK, Aug. 7. — After several weeks of slow sailing, ABC-TV this week moved back into the selling swing of things by wrapping up Chevrolet as bankroller of its "T-Men In Action" film series...

Venice Festival Picks 'Airhead'

NEW YORK, Aug. 7. — The Film Council of America, acting as agent for the Venice Film Festival, this week selected "Airhead" to be shown at the Festival...

THE BILLBOARD SCOREBOARD

TV Film Series in Production Since June 1

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

Table with columns: Name & Type of Show, Running Time, No. Planned, No. Comp., How Selling. Lists various TV film series like 'Atlas Television Corp.', 'Hollywood to Broadway', 'Sheriff Brown's Story Brigade', etc.

Laundry Business Zooms With Video

By I. D. FINK, President, Gross Bros.-Kronicks, Minneapolis-St. Paul

A "spur of the moment" decision put us on television, sponsoring feature films on TV just three years ago—and neither my associates nor I ever will regret it.

Since turning to TV, we actually have doubled our business, expanded our area of service and enlarged our physical facilities to handle the extra work.

At the moment we sponsor only one 90-minute feature-length movie weekly, "Masterpiece Theater," every Sunday night over WCCO-TV, Minneapolis-St. Paul.

Television has given our company a "new personality," in fact, a new name. Our slogan, devised solely for TV, has become a catchword all over the area.

Here, in detail, is our television story.

The policy at Gross Bros.-Kronicks always had been that whatever advertising medium we entered, we should attempt to dominate the field in a manner our competitors couldn't duplicate.

During this campaign Robert Miller of Manson-Gold-Miller

TV Film Guest of the Week



I. D. FINK

Native of Des Moines, I. D. Fink has lived in Minneapolis for 35 years. He was graduated from the University of Minnesota Law School 28 years ago, practiced his profession for one year and then gave it up to enter the dry cleaning and laundry business...

Mr. Fink once appeared on a radio program as a guest. Otherwise he had absolutely no show business, radio or television background prior to going on television three years ago.

Agency in Minneapolis, who handles our advertising account, told me of "fantastic results"—being obtained from television, "I don't believe them, you won't believe them, but that's what the stories say," he told me.

But I wasn't interested. We were in this heavy newspaper campaign, and I wasn't going to split up the drive.

After he left my office, I picked up the telephone and on impulse called the two television stations then serving our area, asking that a salesman come in and see me.

"All I can do is tell you stories," he said to me. "And those stories are good, insofar as television results are concerned."

He proceeded to tell his "stories" and the more he talked the more intrigued I became with the idea, and I signed a contract for a couple of evening movies a week to start with.

Miller and I, realizing that we couldn't match national competition, decided we had to have gimmicks of some sort. First thing we did was to change the firm name from Gross Bros.-Kronicks to G.&K., for television slogan, "Let G.&K. Save the Day."

Almost immediately our slogan became a byword everywhere—on the golf links, in clubs, at parties, in conversation.

We changed the commercials to live spots with an announcer offering specials on blanket cleaning. The next day a few phone calls broke the ice, but not anywhere near enough to pay the station's time bill.

Miller and I huddled again. He theorized that the weakness of a service business like ours is that

(Continued on page 8)

'Ranger' Sale Is Blow To Det. Prod. Ambition

DETROIT, Aug. 7.—The standing of the Motor City as a potential major production center received what may likely be a knockout blow this week, with the sale of all stock in The Lone Ranger, Inc., owners of the show of that name, to new owners, for \$3,000,000, said to be the highest price ever paid for any single property in radio and television.

Since the early days of radio, the possibilities of building a major production business here have intrigued individuals in radio, advertising and television, sparked by the dominant position given the town's auto companies and major advertising agencies in the time-buying field. The idea received a new start with television, based largely on the considerable number of independent film production agencies locating here.

"Lone Ranger," originated here

22 years ago, has been the principal consistent sample of bigtime Motor City production, however, having a fairly firm leadership on multi-weekly evening ratings in radio, with a current sale to 249 ABC stations. The video version, seen via film on 50 stations on both the ABC and CBS webs, recently won The Billboard's Award as the leading Western film show.

New Owners

The new owners are Jack and Mazie Wrather, who recently sold a principal interest in KOTV, Tulsa, and John L. Loeb and Associates of New York. Wrather and Mrs. Helen Alvarez (not named in the present transaction) recently purchased KFMB in San Diego, Calif.

Included in the deal are the comic strip rights, currently in over 300 papers; three sets of comic books selling about two

Meridian Buys Stories

HOLLYWOOD, Aug. 7.—Five published magazine stories written by director-writer Charles Marquis have been purchased by Meridian Pictures for use on the "Schlitz Playhouse of Stars" telefilm series. Stories are "Midnight Haul," "Bullhead Takes All" and "Murder Insurance," all of which originally were published in Argosy magazine, and "Glory Road" and "Hell's Lost Legion," published in Blue Book.

million copies a month; the "Lone Ranger" series of Decca records; 130 half-hour video films plus 52 now in production; over 1,500 half-hour radio transcriptions; and a variety of merchandise contracts, cartoon contracts, and over 100 merchandise items manufactured under license.

The sellers, George W. Trendle, H. Allen Campbell and Raymond J. Meurer, retain their interest in "The Green Hornet," "The American Agent," "Sergeant Preston of the Yukon," and the production company, Trendle - Campbell - Meurer, Inc., which are all separately incorporated.

Laundry Biz Zooms With TV

Continued from page 7

tho the customer may be pleased on a daily basis for a period of time, the first time there is a slip-up in quality or service, she would become upset and tell her friends how "terrible" we were.

"If instead of dealing with a cold, impersonal company," he reasoned, "the customer could be dealing with an individual, the problem is licked."

"So what's the answer?" I asked.

"You go on television and do the commercials," he replied.

Personal Plugs

Me? I'd never done anything like that before in my life. There is no place on TV where I could hide, where I could conceal the fact that I was a rank amateur. But he insisted that my knowledge of the business was such that I could do the job if only I remembered that I was talking about dry cleaning and laundry "person to person" with someone seated at the other side of my desk.

Miller persuaded my business associates and, with considerable misgivings, I yielded to the office pressure. But I refused to work with a script, insisting, instead, on ad libbing.

Well, I guess that started the revolution. Within a matter of weeks we had movies on the air every day, and I was there with the commercials. For a while we were spending everything we earned on TV. Our business zoomed to dizzy heights. Yet during the first two years I never quoted a price.

Enlarging

For 18 months we struggled with the job of enlarging our physical plant to handle the huge volume of business. Several trade names on other plants which we owned were dropped and everything became G.&K. We bought out three competitors and made their plants departments in our set-up.

Then, as television grew and its rates kept pace, we began to realize that we might be priced right out of the market. The answer was for us to follow television and expand our territory to keep pace with the constantly-increasing listening area of the station.

Originally, we served only Minneapolis and St. Paul. Today we have outlets in a radius of 50 miles in each direction from the Twin Cities, serving upwards of 50 communities, with all work and routes originating and terminating in the Twin Cities.

The rush of business caused us to install 24-hour, round-the-clock telephone service to provide maximum availability to our customers.

Frankly, we underestimated the draw of television by a country mile (excuse the commercial—that's a line we use in describing our service). When this all began, we had under 500 on our payroll. Today we have more than 900 men and women working for us.

Technical Talks

Our commercials actually are technical talks on dry cleaning and laundering, explained with homey examples. We're the subject of conversation—some ribbing, some friendly, some otherwise. Some have said I talk too long during our commercials, so I tried shortening them, but found it's not nearly as effective. I use no mechanical props to tell our story.

Admittedly, G.&K. has prospered from this—but so has the rest of the dry cleaning and laundry business in the area. Privately, some of our competitors have admitted that my commercials have given the viewers an inside look at the industry which they never knew before, with the result that business has improved for everyone. Some other firms have gone into television, too, but not on our scale.

As for movie selection, we seek the best product available, but no matter what film we put on there are letters of complaint. We avoid all controversial movies, all with a "message" or which may offend.

Movie Buys

As for ratings, since we started, our "Masterpiece Theater" every Sunday from 9:30 to 11 p.m. has been at or near the top of local shows and in the first 15 or 20 programs on a local-national rating.

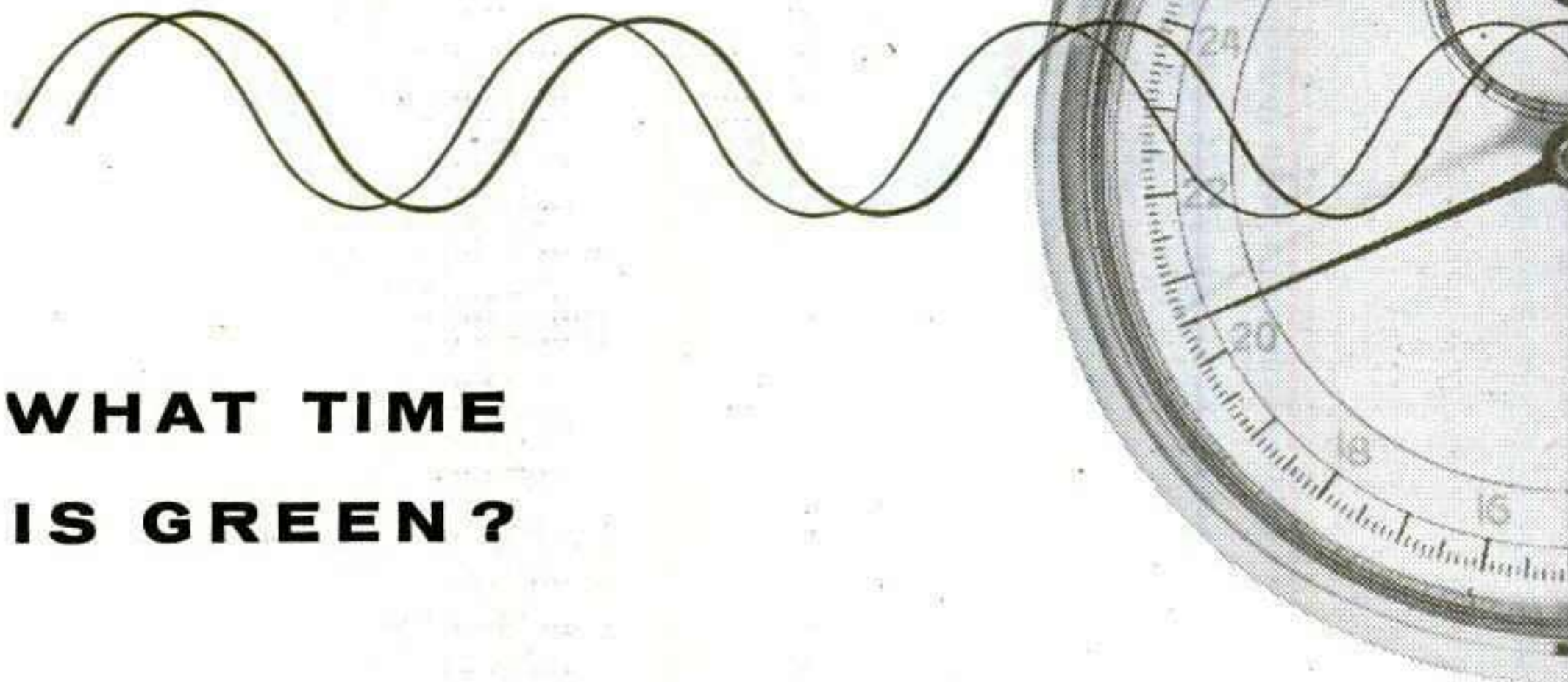
As I said, I've become somewhat of a public figure as a result. It started when I first became aware passersby were recognizing me on the street. Before TV, when a complaint came in, the caller often was angry. Now the complainant apologizes because he knows that I am "terribly busy" but "something has come up, Mr. Fink, which I think you should know about."

They speak with friendliness, often with deference in their voices. When I'm not in, my secretary takes all calls and makes all replies in my name.

A Lot of Fun

It's been a lot of work, but even more fun these last three years. I've enjoyed every minute of it. Admittedly, I was without previous experience in such things before, but as time passed I learned some of the tricks of the trade enabling me to make a more polished presentation. Regular station personnel have helped tremendously in taking off the rough edges.

Two of my associates in the company have taken over for me on several occasions, but they keep throwing the thing back at me every time—and, frankly, I'm happy to have it. It's opened a new vista not only for G.&K., but for me, too.



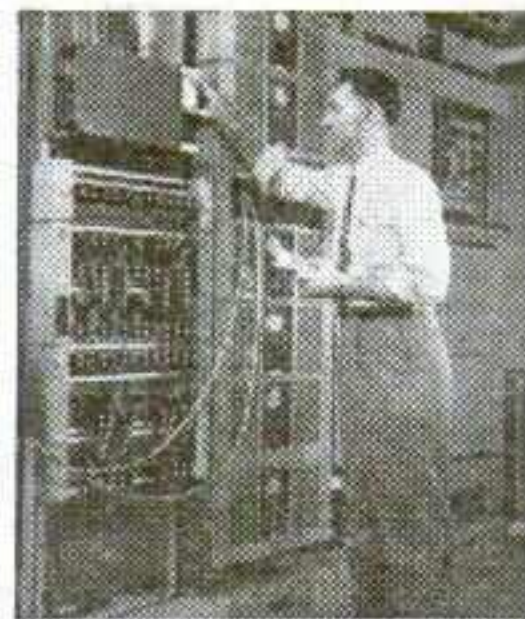
WHAT TIME IS GREEN?

In color television, the colors on the screen are determined in a special way. A reference signal is sent and then the color signals are compared with it. For example, when the color signal is out of step by 50-billionths of a second, the color is green; 130-billionths means blue.

For colors to be true, the timing must be exact. An error of unbelievably small size can throw the entire picture off color. A delay of only a few billionths of a second can make a yellow dress appear green or a pale complexion look red.

To ready the thousands of channel miles in the Bell System television network for color transmission, Bell Telephone scientists developed equipment which measures delay to one-billionth of a second. Equalizers placed at key points along the network insure that the signals keep on one of the world's strictest timetables.

This important contribution to color television is part of the continuing effort by the Bell System—which provides the television network—which meet the industry's needs for color transmission facilities.



To keep colors true in television, equalizers that correct off-schedule signals are put into place at main repeater stations of the transcontinental radio relay system.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION.



Hayward May Quit Helm of NBC-TV Specs

NEW YORK, Aug. 7.—Concern was felt in some circles here this week that Leland Hayward will not be able to handle his duties next season as producer of the Monday night spectaculars for NBC-TV and its clients, RCA and Ford Institutional, because of his illness. Information at the web is that the show is so strongly staffed, with Richard Whorf in charge of production, that it can go ahead, even without Hayward's services. Hayward, meanwhile, is reported mending slowly and will take a complete rest for at least a month.

Reports were also circulating that Whorf was looking for a female lead to replace Mary Martin in the opening show of the Monday spectacular series, "Tonight at 8:30." Miss Martin, the story goes, will be held longer than expected in San Francisco, where she has the lead in "Peter Pan."

R. J. Reynolds Sticks With 'Hunter' Series

NEW YORK, Aug. 7.—R. J. Reynolds will continue its vid-film series, "The Hunter," in the Sunday night, 10:30-11 p.m. spot on NBC-TV for another 13 weeks after its summer run. The advertiser will show the second 13 films in the series, which stars Keith Y. Arsen. The first 13, which are now being telecast, star Barry Nelson, co-star of "My Favorite Husband."

Meanwhile, Reynolds will conduct an intensive search for another property to replace "The Hunter." Should that program catch on, however, more films in the series may be produced. William Esty is the agency.

The second 13 films in the series were shot here under wraps last summer and kept for just such an eventuality. Ed Montagne and Phil Reisman, the producer-writer team which turned out "The Hunter," are preparing an October start for shooting on their new series, "I Spy," which is to be shot in Germany.

KSTM-TV Calls It Quits

ST. LOUIS, Aug. 7.—After a shade less than 10 months in operation, KSTM-TV here, local UHF station, folded because of the high cost of its operation as against its revenue. Another UHF station in the area, KACY-TV, called it quits in April after five months on the air.

However, Broadcast House, owners and operators of KSTM-TV, will continue to "vigorously pursue" its application for Channel 11 in St. Louis. Broadcast House is one of five applicants. The first UHF station in this locality, WTVI-TV, Belleville, Ill., is still on the air and going strong.

CBS-TV Beats Out ABC-TV In 'Ivy' Quest; to Air Tuesday

NEW YORK, Aug. 7.—CBS-TV this week hijacked an important piece of business away from ABC-TV when International Harvester and Nabisco decided to place "Halls of Ivy" on CBS, Tuesdays, 3:30-9 p.m., opposite Milton Berle, Martha Raye and other stars on NBC-TV. The vid-film series, which stars Ronald Colman, was originally purchased from Television Programs of America by Harvester and CBS-TV, in some measure, helped sell Nabisco. ABC-TV had been after the business hot and heavy, and was reportedly certain to acquire it.

There is also reported to be considerable interest among advertisers in buying Tuesday,

GETS APEDOM'S THESPING PLUM

NEW YORK, Aug. 7.—While J. Fred Muggs has been traipsing around Europe, another chimp has won its heart's desire while staying home. Zippy, who has been appearing on the "Howdy Doody" show, was spied by movie producer Sol Lesser and signed for the role of Cheetah in the upcoming Tarzan picture.

The role of Cheetah is said to have the status in the ape world that Hamlet has among human thespians.

CBS Radio Set On Como Seg

NEW YORK, Aug. 7.—CBS Radio this week acquired an important piece of business when Chesterfield bought Mondays, Wednesdays and Fridays, 9-9:15 p.m., for a new musical stanza to feature Perry Como. The show begins October 4. To make way for it, "Gunsmoke," which Chesterfield recently bought on CBS, will be moved on September 27 from Mondays, 9-9:30 p.m., to Saturdays, 8-8:30 p.m.

Como's new show will not be an audio version of his TV stanza which he also does for Chesterfield, but a completely new program. It will be produced by Lee Cooley, the producer of the TV show, and will feature the Ray Charles Chorus and Mitchell Ayres. Cunningham & Walsh is the agency.

'UHF MAY NEVER RECOVER'

Latest FCC Policy Announcement On Ultra-High Draws Hennock Rap

WASHINGTON, Aug. 7.—UHF television problems, which recently have been pushed into the background on Capitol Hill, broke out anew in the Federal Communications Commission this week with charges by Commissioner Frieda B. Hennock that a new FCC policy announcement is "the last of a series of blows against UHF from which I fear it may never recover."

The new policy, apparently made to aid UHF-ers, would permit the FCC to consider applications for UHF stations which propose no local programming and to waive overlap rules to allow UHF ownership by broadcasters who have other TV outlets in substantially the same area.

In a strong dissent from the FCC action, Commissioner Hennock declared that the effect of this "seemingly innocuous" policy is to permit "the favored VHF stations to gobble up the UHF spectrum, by allowing a VHF licensee to own as many as four, and in the near future, six, stations" when the FCC adopts new multiple ownership rule permitting single ownership of seven TV outlets.

Stating that this would relegate UHF to an auxiliary role for VHF

Nets to Play Leading Role in Video Industry's Ad Bureau

Hope for Org to Boost Spot and Local Sales Exclusively Go Down Drain

WASHINGTON, Aug. 7.—It was virtually official this week that the networks will have a leading part in the TV industry's forthcoming ad bureau. The lengthy recommendations passed by the joint organizing committee this week stated in no uncertain terms that the new bureau will promote TV at all levels, and that networks as well as stations will be eligible for active membership.

Thus were smashed the hopes for a bureau to promote spot and local sales exclusively, the expressed aim of the group of stations that started organization of the Television Advertising Bureau back in April.

The recommendations passed this week have still to be voted on by the full executive committee of TvAB and the TV board of the National Association of Radio & TV Broadcasters. But there appeared little likelihood that any obstacle would be encountered here. The poll is being taken by mail with the expectation that ratification would be final within two weeks.

Stations Only
The original thinking of the TvAB founders had been that an industry-wide sales organization meant an organization of stations only, and that any company that serviced or did business with stations—whether it be a network,

station representative, or film distributor—could find a place in the organization only as an associate member.

It was evident that the TvAB leadership was prepared to surrender this principle the moment they came down here to discuss the merger with the NARTB, which has just voted its own go-ahead for an "industry-wide" sales organization. The only ascertainable motive for TvAB's scrapping of a concept already accepted by unanimous vote was and is the avoidance of what might have amounted to a two-headed monster in the industry, with two competing organizations battling each other.

The name of the new organization resulting from the merger will be Television Bureau of Advertising, Inc. (TvB). The first year's budget was tentatively pegged at \$400,000.

Plans announced this week call for special promotional programs including regional clinics, personal conferences and mail campaigns directed at advertisers and their agencies, while aid in the form of regional workshops, promotional material and TV sales training will be used to help individual TV broadcasters boost their share of the advertisers' dollar.

Both promotions will represent the combined efforts of the Na-

tional Association of Radio and Television Broadcasters and the TV Advertising Bureau to increase revenue for TV broadcasters, and may very likely call for future budgets running close to \$1 million a year. Under present plans the money will come from monthly dues paid by active members, made up of TV stations and nationwide networks, and associate members, including station representatives. Dues will be based upon the highest published quarter hour non-network rate of active members.

Clair R. McCollough, WGAL-TV, Lancaster, Pa., and Richard A. Moore, KTTV, Los Angeles, co-chairmen of the committee, said they were pressing for ratification of their plans by the NARTB's TV board and the TVAB's executive council by August 20. This would clear the way for another meeting in Chicago August 30 when the current 10-man committee is scheduled to be appointed as temporary board of directors for the new TVB.

Eventually current plans call for a permanent board of directors and board chairman, a full-time president, a director of sales and sales promotion, and department heads, including managers of local sales, national-spot sales, network sales and research. Executive offices, the committee said, would be in New York.

Committee members, in addition to McCollough and Moore, who shaped plans for the new TVB, are: Campbell Arnoux, WTAR-TV, Norfolk, Va.; Kenneth L. Carter, WAAM, Baltimore; Roger W. Clipp, WFIL-TV, Philadelphia; Merle S. Jones, CBS, New York; Lawrence H. Rogers, WSAZ-TV, Huntington, W. Va.; W. D. Rogers Jr., KDUB-TV, Lubbock, Tex.; Henry W. Slavick, WMCT, Memphis, and George B. Storer Jr., Storer Broadcasting Company, Miami.

RED BUTTONS

Will Work 3 Out of 4 Weeks Only

NEW YORK, Aug. 7.—Red Buttons will work only three out of four weeks each month for Pontiac in the Friday night 8-8:30 p.m. spot on NBC-TV next fall. Pontiac is already looking for another show to spell the comedian once monthly.

The decision to go three out of four was made by Buttons and the NBC-TV program staff in the interest of strengthening his presentation. They believe that his program will be better if he is rested occasionally. Buttons, incidentally, was signed to a long-term contract by NBC this week.

Lentheric Signs Du Mont Series

NEW YORK, Aug. 7.—Lentheric, the perfume company, was reported to have signed to sponsor "Chance of a Lifetime" alternate weeks on Du Mont. P. Lorillard, which has sponsored the Dennis James talent show weekly on Du Mont since last September, will continue every other week.

Lentheric's agency is Cunningham and Walsh.

WABD Grabs Off Four Fall Accounts

NEW YORK, Aug. 7.—Miller Brewing Company this week signed to sponsor the new "News Tonight with John B. Hughes" on WABD here. The show is aired nightly 11-11:45 p.m., the period formerly occupied by Barry Gray. The contract, thru Mathisson & Associates, is for 52 weeks.

WABD this week also nabbed a deal with Foster Canning for participation in the daytime "Food for Thought" and also a spot campaign from Castro Decorators and an ID campaign from Hammer Beverage.

Hennock proposed her own 11 point program which includes limiting color TV to UHF frequencies, permitting UHF-ers to use satellites and boosters, putting a freeze on further VHF grants, and launching subscription TV in UHF.

Commissioner Hennock said she had submitted these same suggestions to Sen. Charles R. Potter's (R., Mich.) Interstate and Foreign Commerce Communications Subcommittee, which now is striving to complete an interim report on its UHF findings sometime this summer.

Meanwhile, on Capitol Hill, Sen. John W. Bricker (R., O.), chairman of the Interstate and Foreign Commerce Committee, has won committee clearance for his plan to have his committee staff carry on a study of the broadcasting industry from now until Congress reconvenes, when he plans to hold committee hearings. It is known Bricker wants the hearings to cover many more aspects of broadcasting than are involved in his own bill to put networks under FCC regulation.

NBC-TV Near SRO on Daytime; Sells 'Family'

NEW YORK, Aug. 7.—NBC-TV continues to improve its commercial showing in daytime video, and conceivably may start the new season not far from being sold out. Its latest sale was to Pharmaceuticals, Inc., for half of the "One Man's Family" strip.

Coupled with the purchase of two strips by Colgate, the purchase of one quarter-hour segment of "Concerning Miss Marlowe" by Miles Laboratories, and other substantial sponsor interest, the network has made significant gains in the sponsorship of its daytime shows.

To strengthen further its operation during the day, NBC-TV this week reshuffled its afternoon programing to make way for a new soap opera, "Doctor Eve," in the 3-3:15 strip beginning August 30. Ousted from there, "One Man's Family" switches into

3:30-3:45, which, in turn, means the shifting of "First Love" to the 4:15-4:30 niche.

One show is certain to get hurt from this shifting, "Bride and Groom." Its twice-weekly sponsor, Jergens, will instead bankroll "First Love" and drop "Bride and Groom," which is to go off the network. And the Betty White Show, now 4:30-5 p.m. across the board, will either be cut in half, be moved to a new time period or get the heave ho. Colgate will take over 4:45-5 p.m. shortly for a show, as yet undesignated, but which may be a soap opera.

Two of the potential daytime clients at the network are Borden's and Pharmaceuticals, Inc., the latter still being interested in more time. Borden's is looking at 10:30-10:45 a.m. strip, now occupied by "A Time to Love."

RATING STRUCTURE

Reappraise, Murphy Tells BMI Clinic

CHICAGO, Aug. 7.—John T. Murphy, Crosley Broadcasting vice-president, in a speech before the BMI Television Clinic in Chicago this week, called upon members to re-examine and reappraise the present rating structure as it applies to television sales. Citing the constant sales struggle between TV and print media for the greater share of the advertising dollar, Murphy told members that low-rated shows still move merchandise in large quantities.

"It isn't how many people you reach, it's how many people you effectively sell," Murphy said.

CBS, Affils Set Clambake

NEW YORK, Aug. 7.—The CBS Radio network and the CBS affiliates will hold a joint clambake in Chicago on September 1 and 2 at the Edgewater Beach Hotel, the first meeting of its kind. The gathering will replace the usual sales promotion clinic held by the network each year and will offer a much broader agenda to include management, programming, advertising and promotion. Altho the agenda is designed for owners, managers and sales promotion personnel, stations are being invited to bring along other department personnel who might benefit. Top CBS talent will entertain including Robert Q. Lewis, Peter Lind Hayes, Edgar Bergen and Mahalia Jackson, the latter newly signed by CBS Radio.

All top CBS officials will be on hand, led by Adrian Murphy, president of the web. The cost of the wingding will be jointly shared between the network and its affiliates.

Philly Disk Jockey Switching from WIP to Rival KYW

PHILADELPHIA, August 7.—In one of the biggest local radio deals during the past 10 years, Mac McGuire, morning disk jockey on WIP, has been signed by Station KYW and will take over sometime this fall. KYW General Manager Frank Tooke announced that McGuire would emcee KYW's "Musical Clock," 6:30-9 a.m.

Tooke said the acquisition of McGuire insured continued top ratings for the morning period and also releases Jack Pyle for an expanded afternoon record show. He added that exceptional reaction to Pyle's current 75-minute afternoon show indicates a change in local listening habits, people preferring popular record shows to drama serials. Pyle has been emcee of KYW's morning wake-up show for nearly four years.

Philadelphia's top morning record man for the past decade, McGuire is also a professional entertainer. A songwriter member of ASCAP, he has been doing nitery and theater emcee chores for many years and has his own Western-styled Harmony Rangers recording for the Capitol label. At one time he had his own record label and music publishing form here.

Y&R Assigned BM Fall Slot

NEW YORK, Aug. 7.—Young & Rubicam will handle the Sunday night 9:30-10 p.m. time period on CBS-TV for Bristol Meyers next fall in which the advertiser will program "Honestly, Celeste." Doherty, Clifford, Steers & Shenfield has "Man Behind the Badge," which is now in that time period for the client, but the dramatic show is being dropped.

Products advertised on the show are Ipana toothpaste, Bufferin, Sal Hepatica, Vitalis and Mum. Y&R only has two of these products, Sal Hepatica and Mum. It is not known what products will be advertised next fall, but it is assumed that all will be carried. "Honestly, Celeste" stars Celeste Holm.

DET. THEATERS BACK TV SEG

DETROIT, Aug. 7.—One of the most ambitious TV sponsorship deals yet set by a local movie group was made here this week by a group of 17 second-run Detroit movie houses which have united to bankroll the "Detroit Deadline" news stanza, airing 6 p.m. nightly on WXYZ-TV. The deal costs \$850 weekly for a 13-week period. Each participating theater runs a screen trailer nightly, for the duration of sponsorship, plugging the TV show. Film clips and interviews with movie stars, when available, will be utilized. James F. Sharkey, film buyer of Co-operative Theaters, who sparked the deal, said that "Television is no longer a thing to fight, but something to exploit when selling a picture."

WBS Points to Radio Growth

NEW YORK, Aug. 7.—World Broadcasting System sent a bulletin to its 1,000-plus station affiliates this week hailing the steady expansion of the radio industry. The bulletin pointed out that 154 new radio stations received authorization in the year ending June 30, a period in which only five AM licenses were turned back.

In comparison, 18 TV licenses have been turned back to the Federal Communications Commission since the first of this year, a period in which 51 TV stations made their debuts.

According to the latest FCC figures, the World bulletin said, 2,697 AM stations were authorized as of July 1, and 2,593 of those were on the air.

"Too often stations sell ratings and not their ability to move a client's merchandise thru top on-the-air salesmanship and vigorous merchandising. If they have the ratings, they sell the station; if not, they manufacture excuses for lagging consumer sales.

"Television has failed to recognize a basic fault that is now harassing radio. This is the rating dilemma that has been forced on radio. In the final analysis ratings become a numbers game that, no matter what you attack, you will eventually lose.

"The print media does not travel this treacherous course. They have learned that, in the final analysis, you cannot safely travel it. The black-and-white boys sell circulation, while we continue to be victims of a product of our own industry," stated Murphy.

In asking for a re-examination of the rating situation, Murphy also called upon members to reappraise their on-the-air salesmanship. "Too often TV stations throw up slides and have announcers read copy," he said. "They feel that this is all that is needed to make consumers break down doors in the great rush to purchase a product. This is not exactly the case. There has to be good, old-fashioned hard selling applied to the message that goes out over the air. Coupled with this has to be creative salesmanship by air personalities.

"If we are to compete with printed media for the greater share of the ad dollar, then we must learn to use television as an aggressive selling medium and demonstrate our ability to deliver, rather than the number of people we can corral," Murphy said.

NARTB REPORT ON 45 R.P.M

Disk Firms Want 45's on Air But Hope for Equal Advantage to All

WASHINGTON, Aug. 7.—Record company manufacturers are "firm in their policy" of distributing only 45 r.p.m. records to radio stations, but do not want the problems resulting from that policy to work an unfair competitive advantage on any station, John F. Meagher, vice-president of the National Association of Radio and Television Broadcasters, reported this week.

Meagher made his report after presenting to executives of five of the major record manufacturing firms the complaints of a "substantial segment of NARTB's radio station membership" against the record companies' switch from 78 r.p.m. records to 45's.

Commenting on the meetings, Meagher said: "The record companies uniformly state that the standard 78 r.p.m. record rapidly is 'passing out of existence,' and is being replaced by the 45's in the 'pop tune' field, and LP's in the classical field. The conversion within the broadcasting field is but one step in this transition, they state, pointing out that similar conversion has been going on

for some time in the juke box industry—and that about 50 per cent of the records now purchased by the general public are 45's, and about 25 per cent LP's and about 25 per cent 78's."

Asked about the lag in production of "conversion equipment," consensus of the record companies' spokesmen was a "catch-up" on all back orders by stations for such conversion units by "early September," Meagher said. Most of the companies reported that they would encourage their distributors to continue to supply 78's to those stations who had ordered but were unable to get immediate delivery on converters—until such time as conversion is completed.

Most of the record firms also told Meagher that arrangements were being made to supply radio broadcasters with 45 versions of "standards"—established tunes which have been popular thru the years and steadily enjoy heavy play on the nation's stations. "I was told," Meagher said, "that those stations which have been subscribing to record pack-

Change of Theme

Chuck Stowe has replaced Tony Carter at WAUD, Auburn, Ala. . . . Pat Buford, recently returned from combat duty in Korea, has replaced Ted Lumpkin at WNAG, Grenada, Miss. . . . Ralph James, KMJ, Fresno, Calif., will emcee the summer jazz series at Fresno State College Auditorium. . . . Frank Panny, WOKO, Albany, N. Y., has just become the father of an eight-pound boy.

Jim Landry, WJXN, Jackson, Miss., is moving to Carlisle, Pa., to take over a deejay show on WHYL. . . . Tom Danaher, WJVA, South Bend, Ind., tells us that program director Owen Lackey has been blessed with an addition to his family, Jerry Kay, on July 31. . . . Jockey Jack, formerly with WMBM, Miami Beach, Fla., has joined WERD, Atlanta. . . . Rolfe Peterson, KSL, Salt Lake City, recorded 22 programs so that he could take a two-week vacation.

Bernie Russi had a 20-minute chat with Tex Ritter when he stopped in over the WTNS, Coshoc-ton, O., studios prior to an evening appearance in the vicinity.

C. G. Porter, KTEL, Walla Walla, Wash., recently entertained Vi and Jerry Wagner. The Wagners also appeared as guests on Al Swift's show on KUJ, Walla Walla. . . . Dianne Ritter, KLAN, Renton, Wash., tells us about her visit from Tony Travis. "He was in Seattle plugging his new release, "Mama, Mama, Mama" and "It's Easier Said Than Done." He was on my show to tell how Dinah Shore discovered him and we had quite a chat. He'd be terrific for TV. Real nice looking. I sure hope the deejays give his record a spin."

Dick Doty, WHAM, Rochester, N. Y., recently interviewed Lillian Roth, Lou Monte and Miguelito Valdez. . . . Alan Dary, WORL, Boston, tells us that he "had a

Vox Jox

By CHARLOTTE SUMMERS

real ball with Joni James, who did all the work while I drank coke and gabbled it up with Tony Acquaviva." Bob Beatti KPDQ, Portland, Ore., was visited by Cab Calloway. . . . Russ Coglein, KROW, Oakland, Calif., played host to Charlie Applewhite, Peggy Lee and George Jay, a Hollywood deejay.

Jox Trix

Don Sherman, WLYN, Lynn, Mass., writes about the gimmick remote he used late in July: "On July 22, Sheraton recording star, Alan Martin, flew over the Lynn open air theater and while Jack McDermott described the scene on our regular remote broadcast from the theater, I interviewed Martin about his forth-coming record and about the unique hangar dance at the Beverly, Mass., airport at which he appeared on Friday. The entire interview was picked up by short wave radio and broadcast as part of the regular Loew's Lynn open theater time."

Tut Perry, WHLM, Bloomburg, Pa., ran a Nat King Cole contest in conjunction with King's story in the Saturday Evening Post. Prizes included an album of Cole's. . . . Bob E. Lloyd, WAVZ, New Haven, Conn., is using The Billboard's Top Tunes chart as a running contest. Listeners are invited to mail their guesses on next week's top tunes and those who come closest to The Billboard chart, are awarded duplicate records.

Charles O'Donnell, WHAT, Philadelphia, writes us about the "Mary Mason Breakfast Party," which runs across the board. He says, "Genial hostess Mary Mason has something a little different in the way of women's shows. A contest entitled, 'Know Your City,' is one of the hottest little items in town. Mary picks a historical site, gives the name of the site, and then asks the audience to find out the exact location. Charlie O'Donnell, the station's program director, deejay, is the producer of the show and he suggests that other deejays try the same formula for a successful radio show."

Welcome

Pat Grande, WBEU, Beaufort, S. C., has asked us to introduce this new station and its staff. "I'd appreciate your publishing this little note from WBEU so that the other radio people across the

(Continued on page 39)

'Sweeney' May Stay in Fall

NEW YORK, Aug. 7.—NBC-TV is considering "The World of Mr. Sweeney," which stars Charles Ruggles, for daytime this fall. The program is now in the 7:30-7:45 p.m. time period, Tuesdays thru Fridays, as a summer replacement, but goes off shortly unless it is moved into daytime.

NBC-TV is also trying to find a client for another of its successful summer soldiers, "The Marriage" now on Thursdays at 10 p.m. This show has gotten such impressive notices that the web would like to see it Sundays 5:30-6 p.m., thrice monthly, but so far, no takers have appeared.

Standard to Handle 'Wash. Spotlight,' Political Film Seg

NEW YORK, Aug. 7.—Standard Television this week took over distribution of "Washington Spotlight," the weekly 15-minute political film show emceed by columnist Marquis Childs. This is the second topical show that Standard has acquired in the past few weeks. The other is coverage of a top professional basketball game each week, which Standard itself is producing.

The distributor has assigned Elliot Alter to peddle the two new shows thruout the Northeast. The firm will hire a man in Chicago.

"Spotlight" is produced by Milton Hammer, who also produces Drew Pearson's "Washington Merry-Go-Round." Hammer has been distributing it himself since the original Snader outfit folded.

Bricker Committee To Probe Networks

WASHINGTON, Aug. 7.—Television networks are expected to be under fire as the result of an investigation to be conducted this fall by Sen. John W. Bricker, (R., O.), chairman of the Senate Interstate and Foreign Commerce Committee, who was given the go ahead this week. Bricker has nominated as his counsel Robert F. Jones, former member of the Federal Communications Committee who is popularly regarded in some circles as a critic of the networks.

Bricker will have a staff of investigators working full time this fall collecting information on network practices. After they have turned in their reports, the committee will then decide in

January whether a full dress investigation is warranted. Among subjects to be investigated are network contracts, packaging programs, ultra high frequency station problems and advertiser relations.

Bricker has stated that he will handle the inquiry in an unprejudiced manner. However, there are many at the networks who believe he is venting his spleen at them for their treatment of his amendment to the Constitution which would have restricted the President's treaty-making power. His belief, according to the trade, was that he was not given sufficient time to put his proposal before the public.

WTAC Sold to Radio Hawaii

FLINT, Mich., Aug. 7.—Sale of Station WTAC, Flint, for \$287,000 was announced this week by Allen Kander, radio and television station broker of Washington, who with his associate, Edwin Tornberg, negotiated the transaction. The sale is subject to FCC approval.

The purchasing company is Radio Hawaii, Inc., subsidiary of Tele-Trip Policy Company, Inc., aviation insurance specialists, New York. The station was acquired from the Trendle-Campbell Broadcasting Corporation, Detroit.

Radio Hawaii owns and operates KPOA, Honolulu, and principal officers are John M. Shaheen, president, and Finlay Hollinger, executive vice-president. Shaheen is also president of the parent company, Tele-Trip Policy Company.

John R. McKinley, who has been station manager, is being appointed general manager of WTAC and is slated to be elected a vice-president of Radio Hawaii. WTAC operates on a power of 1,000 watts on 600 kc. and is affiliated with the American Broadcasting System.

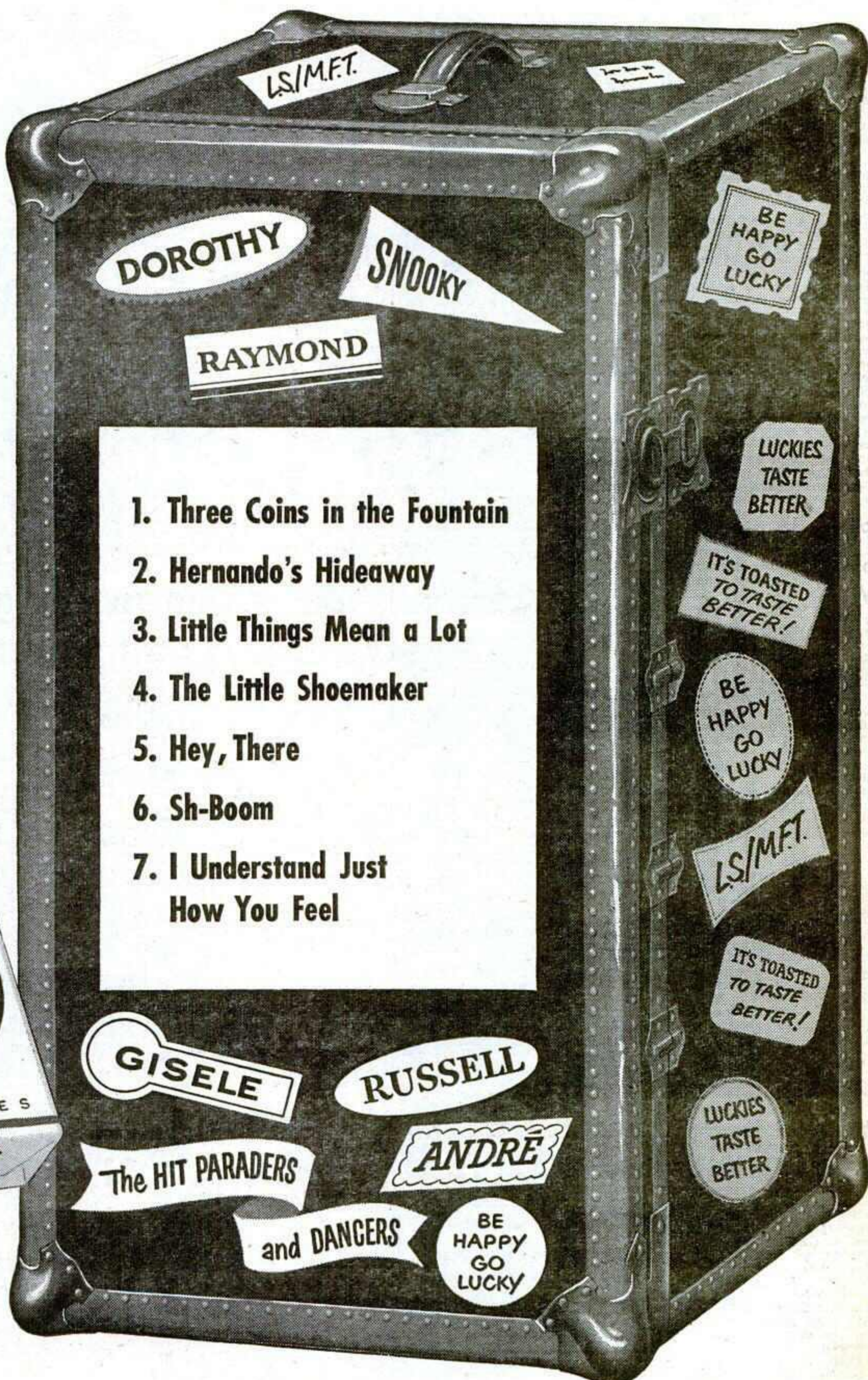
Your Lucky Strike Hit Parade says:

"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. Three Coins in the Fountain
2. Hernando's Hideaway
3. Little Things Mean a Lot
4. The Little Shoemaker
5. Hey, There
6. Sh-Boom
7. I Understand Just How You Feel

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

'Today' Grossing \$11 Million; Seen as All-Time 1-Year High

Continued from page 1

pations per hour can be sold, or 16 during the entire show

Lures Small Clients

The program has been a boon for the small advertiser and for the new advertiser because many of them have used it to get their baptism of video fire. As the NBC sales staff expresses it, the show has had all the advertiser's "from the Generals to the Privates." Among the Generals were General Motors, General Mills, General Electric and General Foods. Among the Privates are the

Apian Way Pizza Pie Company; Fram, an automotive filter; the Gold Filled Association which does just what its title states, fills gold, and the Bell Aircraft Company, whose objective in sponsoring it was to recruit personnel for its factories.

Among clients which later moved into nighttime TV are Dow Chemical and Adolph's Meat Tenderizer. The former is now sponsoring "The Medic" on NBC-TV Mondays 9-9:30 thrice monthly Adolph's Meat Tenderizer was a sponsor of "Your Show of Shows" last season.

When "Today" got under way it had to reach into the ranks of the NBC executive training program to find a sales staff, for the network sales department had other tasks to handle. These young, inexperienced pitchmen

mainly in the late 20's, sold the show via a technique of repeatedly calling on advertisers. The first three to be recruited were William Asip, Richard Sewell and Robert Bonagura.

In recognition of the importance of "Today," "Home" and "Tonight," NBC has just set up a participation unit. Richard A. R. Pinkham will be director; Mort Werner, executive producer; Joe Culligan, sales chief. These three have been mainly responsible for the success of "Today" and "Home."

"Today," however, is not even near its maximum gross potential. It can hit about \$20,000,000 and in the following years will undoubtedly take good aim at that mark, with the certainty that it will come a lot closer than in 1954.

TNT to Televisify Rock-Ezzard Tiff Or Theater Net

NEW YORK, Aug. 7.—Theater Network Television will theater televisify the return bout for the heavyweight championship of the world between Rocky Marciano and Ezzard Charles on September 15. The granting of exclusive TV rights to TNT means the fight will not be available to home television.

The first Marciano-Charles fight on June 17, which was also theater televised by TNT, was picked up in 61 theaters in 45 cities. The upcoming September 15 fight telecast is the latest addition to a rapidly growing line-up of theater TV entertainment events scheduled for the remainder of this year.

On October 5, Dor Theater Television, a newcomer to the field, will pipe the New York Philharmonic Orchestra concert from Carnegie Hall in New York into 31 theaters, and on November 7 TNT will theater televisify the opening performance of the Metropolitan Opera. Additionally, Box Office Television is planning to theater televisify a number of the Notre Dame football games and also at least one Broadway play, probably "Seven-Year Itch," this year.

Radio broadcasting rights to the September 15 heavyweight bout have reportedly been acquired by CBS.

2 Coast ABC Slots Filled

HOLLYWOOD, Aug. 7.—Two replacements of executive posts in ABC's Hollywood operation were revealed this week to fill vacancies caused by shifts and resignations (The Billboard, August 7).

Jack F. Brembeck was appointed to replace John Asher as promotion manager of the network's TV outlet, KABC-TV. Brembeck previously was associated with Western Holly Gas Range as national advertising and sales promotion manager. On the radio side, newly named KABC General Manager John Hansen named William Baxley as the station's sales manager, replacing Matt Barr, who left recently to hold a similar position with KFMB, San Diego.

Meanwhile, it was revealed that Robert Forward, who had been a programing and business executive, has joined Sportsvision as its director of production. Sportsvision is filming this fall's football highlights for syndication.

YOUR TICKET TO SALES RESULTS—
THE ADVERTISING COLUMNS OF THE BILLBOARD!

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 769

Name _____
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____

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

NBC-TV Has New Convertibility Cut

NEW YORK, Aug. 7.—NBC-TV, for the first time, will allow advertisers who buy all three of its participation shows, "Today," "Home" and "Tonight," a special convertibility discount. This means that sponsors who buy two or three of the omnibus presenta-

tions can total their participations and then apply for the discount.

In the past, of course, discounts were only allowed individually for each show. Sponsors who bought from 35 to 51 participations on "Today," for example, were allowed 10 per cent; 52 to 64 participations 12.5 per cent, and so on. Now if a client has 13 participations in each of the three shows, it can total them and apply for the 10 per cent discount.

The discount should give the staff selling the shows a powerful sales weapon because sponsors using all three programs will get the same special consideration. The natural inclination is for a sponsor to want to use all three programs and spray his sales message thruout the day. "Tonight," is not as yet telecast, but gets underway late in September.

WOR Boosts 4 Staffers

NEW YORK, Aug. 7.—WOR and WOR-TV here promoted a batch of staff members this week in a move that indicates the station is being given a greater degree of autonomy. The General Teleradio-Mutual scheme of things. Robert Hoffman, formerly manager of research, has been promoted to director of planning and development. He will head all publicity, promotion and research activities of the stations.

Richard Jackson, formerly business news editor, has been named manager of publicity. Mary Jane MacDougall, publicity writer, becomes press editor of the stations. WOR's publicity department up to now has been reporting to the head of Mutual's press department, Frank Zuzolo.

FCC Issues 2 TV Grants; Total 701

WASHINGTON, Aug. 7.—The Federal Communications Commission this week issued two TV grants, bringing total authorizations to 701, of which 593 are post-freeze grants, including 32 non-commercial, educational grants. With 89 grants canceled, outstanding authorizations now number 612.

This week's grants went to Beaumont Broadcasting Corporation, Channel 6, Beaumont, Tex., and the Tribune Company, Channel 8, Tampa. In making the grant to Beaumont Broadcasting Corporation, the FCC denied competing applications of the Enterprise Company and KTRM, Inc., while in making the grant to the Tribune Company, competing applications of Pinellas Broadcasting Company and Tampa Bay Broadcasting Company, both of St. Petersburg, Fla., were denied. Channel 8 is assigned to the St. Petersburg-Tampa area.

Video-Radio in Congress Vs. Ban/Limit Coverage

WASHINGTON, Aug. 7.—Heavy opposition to proposed Senate rules to ban or limit radio and TV coverage of congressional hearings was expressed by a strong array of broadcasters this week in testimony before Sen. William E. Jenner's (R., Ind.) Senate Rules Subcommittee.

Ralph W. Hardy, vice-president of the National Association of Radio and Television Broadcasters, charged that the proposals to deny radio and TV free entrance to congressional hearings was discriminatory and a partial abridgment of the freedom of speech and the press. "Granting an open hearing with access given to reporters for other mass media, it would be unfair, unsound and against the public interest to bar television reporting," he said.

Talent Notes on Air and Screen

John W. Vandercook, news commentator will leave for a three-week vacation starting Monday (9). John Macvane will sub for him during that period.

George Hamilton Combs and John Edwards, newsmen, will take over for Martin Agronsky for three weeks starting August 23.

Lillian Roth, singing star, will headline the "Stage Show" over CBS net Saturday (14). . . . Restaurateur Arnold Reuben has made arrangements for his Game Room to be available for TV readings and rehearsals. . . . Staffers for the new "Amos 'n' Andy Music Hall" show have been signed. They are Joe Connelly and Bob Mosher, executive producers; Sam Pierce, producer-director; Cliff Howell, director, and Jack Daley, recording and contact man.

Restless People, Revolving Doors

Albir B. Nelson has been named assistant media director in the advertising department of Colgate-Palmolive Company. Constance V. Collins, formerly with Galahad Productions, and Robert Bloch, formerly with the Toy Guidance Council, have joined Dine and Kalmu, as administrative assistant and account rep respectively. . . . Robert Hilton, who has been operating his own agency, The Robert Hilton Company, has been named assistant manager of the sales department of CBS Radio Spot Sales.

Jerry Kirby, account exec with WEEI, Boston, will leave the station to open his own firm, the Kirby Merchandising Service.

Jack Dahlby, program director of WNAB, Bridgeport, Conn., has resigned. . . . Chief announcer Russell Naughton, WDRG, Hartford, Conn., is observing his 12th anniversary with the station this month. Phillip L. McHugh has been upped to vicepres of Campbell-Ewald in charge of all TV and radio activities of the company.

Daniel M. Lissance has left Emil Mogu Company to take over as manager of sales development and research for NBC Spot Sales. Donna Quigley has been upped to Director of Television at Cayton, Inc.

Edgar J. Scherick, formerly assistant account exec for Falstaff Beer, has been appointed as associate media director of Dancer-Fitzgerald-Sample, Inc. Ann Rogers, director of women's programs at WHAM and WHAM-TV, Rochester, N. Y., gave birth to her second child, a girl.

Bob Vandevanter, formerly with WFAA, Dallas, has joined the announcing staff of WBAP, AM-FM-TV. . . . Casey Shawhan, city editor of the Los Angeles Mirror, will join NBC in Hollywood on August 23 as director of press and publicity.

John (Chick) Kelly, promotion and publicity manager of WPXZ, Philadelphia, has been appointed to the newly-created position of assistant advertising and sales promotion manager of Westinghouse Broadcasting Company.

UP DUFF

To Produce Playhouse On NBC-TV

NEW YORK, Aug. 7.—Gordon Duff will produce the Philco-Goodyear Playhouse on NBC-TV next season. He will replace Fred Coe, who next fall will produce only six shows in the series, which occupies the important 9-10 p.m. Sunday niche on the web.

Coe is being moved out for his veteran aide because, unbeknownst to both clients, he signed to act as production advisor on Lever Brothers' "Lux Video Theater." Neither advertiser would sit still for the situation and the Coe status on Philco-Goodyear was amicably resolved.

Directing next season will be Delbert Mann, Vincent Donohue, Arthur Penn and a newcomer, as yet unsigned. Mann, of course, will also direct the feature film which is being made of "Marty," a former script on the show, for Hecht-Lancaster Productions. Donohue will do a Broadway show, "Traveling Lady," for the Theater Guild. Robert Alan Arthur will act as supervisor of scripts on Philco-Goodyear.

Don Nelson, ex-Armed Forces Radio Service staffer in Korea, is now doing part-time announcing on WKNE, Keene, N. H. Hamilton Shea, general manager of NBC, has been elected vice-president of the New York City Control of the Controllers Institute of America. Bernard London, who produced the National Collegiate Athletic Association's national football package for General Motors while with the Kudner Agency, has joined D'Arcy Advertising as a producer in the TV-radio department.

Jack Dahly, program director of WNAB, Bridgeport, Conn., resigned this week to continue work in the entertainment-public relations field. Hank Elliott who has been connected with Sports and News at WMEX, Boston, has joined WORL, Boston. Starr Yelland, veteran NBC announcer and sportscaster for KOA, Denver, has been named sports director and special projects director for KLZ radio and TV.

Richard L. Geismar has been upped to managing director of the DuMont net.

CBS-TV Splits South Into 3

NEW YORK, Aug. 7.—CBS TV Film Sales this week split the South into three territories. Feeling that the South, which has 16 outlets, has grown too large for two men, the film syndication firm has opened an office in Memphis to be handled by James McCormick, former Warner Brothers sales executive. He will cover the 32 stations in Arkansas, Louisiana, Mississippi and Tennessee.

The CBS-TV Southwestern territory is in the charge of Carter Ringlepp, who headquarters in Dallas and covers the 39 stations in Texas and Oklahoma. The Atlanta office is staffed by Dick Buch, who rides herd on the 45 stations in Florida, North and South Carolina and Georgia. CBS-TV Film Sales now has 15 offices and about 20 sales executives.

Offer Closed Circuit TV at \$1,000 to \$1,650 Per Market

NEW YORK, Aug. 7.—In a move pointing up the accessibility of closed circuit TV to the small business firm, Box Office Television this week released a rate card outlining the lowest approximate total cost of putting on a one-hour multi-market closed circuit show.

For \$1,000 per market, a client seeking to reach audiences of less than 100 in some markets and a little more than 100 in others can pipe a closed circuit vidcast to home receivers in TV studios in some cities and portable large screens in hotels in others. For larger audiences, BOTV will make available an all-hotel network, including the five Sheraton Hotels equipped with regular the-

ater TV units, for \$1,500 per market. If an all-theater network is wanted, BOTV can supply it at a cost of \$1,650 per market.

The rate card figures are based on a minimum network of 10 markets. Combinations of the three different types of outlets—hotels, theaters and TV studios—can be arranged to establish any network a client requires.

APARTMENTS
Largest Selection in Queens.
20 Minutes Times Square.
2-6 ROOMS.
KRAHAM REALTY
120-60 Queens Blvd. LI 4-9000

Court Rules Mills Owns 'Tzena' Rights

NEW YORK, Aug. 7. — Mills Music was held owner of the copyright to "Tzena, Tzena, Tzena" in a decision last week by Judge Vincent Leibell of U. S. District Court here. The ruling brought to a close the infringement suit brought four years ago by Mills against Cromwell Music. The latter firm, however, is planning an appeal.

The legal battle, which has tied up more than \$50,000 in revenue, stems from disputed claim to the 1950 hit novelty, which in one disk version alone sold 1,600,000 copies. This record, by Gordon Jenkins and the Weavers on Decca, had on its flip side another top-flight click, "Good Night, Irene."

Judge Leibell's decision, a lengthy 76-page document, not only placed ownership of the

ditty with Mills, calling the Cromwell infringement "deliberate," but touched as well on the question of the effect of a record on a copyright. The question is one which has long interested industry legalists.

Assigned to Mills

The melody of "Tzena" was written by Issachar Miron, a Palestinian who assigned the tune to Mills in June, 1950. Meanwhile, the Decca disk had already started its popularity climb as a recording of a Cromwell song, nominally written by Gordon Jenkins and Spencer Ross. The latter, it was learned after the action was underway, was a nom de plume of Howard S. Richmond, owner of Cromwell.

In passing on the case, Judge Leibell indicated his approval of the decision in the Shapiro, Bernstein vs. Miracle Records case, a fracas which held that release of a record prior to copyright of the ditty cut throws the latter into the public domain.

"The manufacture and sale of phonograph records in this country by a person or corporation duly authorized by Miron would have constituted publication of his composition. I believe that it would be a publication capable of destroying his common law copyright."

No Direct Bearing

This observation, however, had no direct bearing on the "Tzena" case, since it was found that the U. S. records were never authorized by composer Miron.

The exact amount of damages due Mills still has to be set by the court. Legal firm of Zissu & Marcus represented Mills, with Miller & Miller the counsel for Cromwell.

MINOR MISTAKE, THE WRONG CRI

HOLLYWOOD, Aug. 7.—This abbreviated world we live in can sometimes cause the darndest problems. For instance, take the case of the wire that Capitol Records' Lee Gillette sent to fellow a.&r. man Voyle Gilmore in the firm's New York office. Said wire was addressed to Gilmore at CRI, Inc. inter-company lingo for Capitol Records, Inc.

A teletype operator apparently took things into her own hands and passed it on to Columbia Records, which has the same initials. The wire only contained a list of songs Dean Martin was slated to record for Capitol.

Business can be sorta embarrassing at times.

BMI FEELS

Radio Station, 45-RPM Fuss Is on Wane

NEW YORK, Aug. 7. — The radio station-45 r.p.m. fuss may still be bubbling, but one sign that it is on the wane appeared this week in the newsletter sent out to stations by Broadcast Music, Inc. One item in the publication is headed, "Yes, we have... seven-inch jackets." It goes on to say:

"We don't need to go into the reason. Suffice it to say, we are being flooded with inquiries." BMI has arranged with a factory to produce the jackets which may be ordered thru the licensing organization.

Coral Offers New Fall Stock Formula

NEW YORK, Aug. 7. — Coral Records this week launched its fall stock plan offering distributors and dealers dating and discount privileges on all packages on its own and the Brunswick labels. Leading the line during the promotion will be the new Les Brown "Concert at the Palladium" sets.

The formula worked out for Coral's own branches is expected to set the pattern for dating and discount plans in most distributor territories. Under it, dealers will receive a 10 per cent discount on all package orders of \$50 or more shipped and billed prior to September 30. On \$50 orders payment to Coral branches will be due November 10. If the order totals \$200 or more, payments may be staggered in two equal parts due November 10 and December 10. Three equal payments, the last due December 24, are called for if orders amount to \$300 or more.

The Les Brown set, comprising diskings of concert performances late last year at the Hollywood Palladium, represents several "firsts" for Coral. The set, consisting of two 12-inch LP's (first of that size for Coral), will be offered as a multi-record package, and will carry a high fidelity designation. Latter two are also innovations for Coral.

Elaborate promotion has been set to support the Brown release. Dealers will be offered their choice of six different display easels and a variety of streamers and hangers. Full disk jockey distribution will be made of two special singles holding four excerpts from the albums. Some of these, it is understood, may also be made available to dealers as

demonstrators, altho they will not be manufactured for sale.

The Les Brown LP's will also be sold as individual 12-inchers and as six EP's. Latter carry the price tag of \$1.58 each, another "first" for the label.

Soundtrack of 'Three' Film Goes to Merc

CHICAGO, Aug. 7.—Mercury Records announced this week that they had procured the rights for the soundtrack of the new Columbia Pictures CinemaScope Technicolor musical, "Three for the Show."

The picture, which stars Betty Grable, Marge and Gower Champion, and Jack Lemon, will be released sometime in December. The album will be released one month prior to the release date of the picture.

This is the third in the series of motion picture soundtrack albums to be issued by Mercury. The first two were "Sadie Thompson," starring Rita Hayworth, and "The French Line," starring Jane Russell. This is also the first musical to be released in CinemaScope. This is the second such deal made by Mercury with Columbia Pictures.

Arrangements for the deal were set by Art Talmadge, vice-president of Mercury, and Jonie Taps of Columbia Pictures.

Morty Palitz Joins Sheldon's Stratton Music

NEW YORK, Aug. 7. — Moe Gale set the first expansion move in a long-range plan for his Sheldon Music publishing firm this week when he brought Morty Palitz, former artists and repertoire exec, into the Sheldon organization. Palitz was named vice-president of a new wholly-owned subsidiary of Sheldon, Stratton Music, which will be affiliated with Broadcast Music, Inc. Gale is president of Stratton.

The firm will operate alongside the Sheldon music company, which is headed by Goldie Gold-

(Continued on page 18)

A LA COUNTRY & WESTERN

R.&B. Music Invades Pop Market; Jukes, Disk Stores Feeling Trend

By STEVE SCHICKEL

CHICAGO, Aug. 7.—The rhythm and blues market, formerly restricted wholly to a Negro audience, has repeated the move in the pop field, as did country and western music several years ago. About that time, almost any good c.&w. tune was jumped upon by big label pop a.&r. men. Name pop artists were singing such numbers as "Anytime" and "Jambalaya." Today the trend is apparent in the r.&b. field. Pop a.&r. men are looking for more tunes like "Shake, Rattle and Roll," "Sh-Boom" and "Oh, Baby Mine."

The trend actually started well over a year ago, but has felt its greatest impetus in the last few months. Not only have record stores started selling r.&b. where none was sold before, but juke

box operators are reporting requests for r.&b. tunes from pop locations which previously detested the low-down, noisy, but exciting numbers.

In the Midwest juke box operators have noticed a gradual increase in the demand for r.&b. waxings, by pop locations, to a point where, in some cases, 10 to 20 per cent of a 100-selection machine is programmed with r.&b. material. One juke box operator who does a terrific business selling used juke box records to neighborhood kids claims the first items they ask for are numbers by such

artists as Muddy Waters, Willie Mabon, and Ruth Brown.

The juke box operators, altho reporting this trend of invasion, were quick to add that the majority of the locations which are calling for r.&b. tunes are teen-age spots, transient places, and late-closing taverns. The strictly neighborhood or family-type location still prefers its music on the pop side with diversity in c.&w. or semi-classical fields.

The trend of growing interest in r.&b. by pop buyers has also been felt by record retailers.

(Continued on page 18)

LEE MORTIMER WARNS:

Music-Loving Mafia Moves With Mobsters on ASCAP

NEW YORK, Aug. 7.—As if the music business hasn't had enough palpitations this year, there is now a report that the Mafia is out to take over the American Society of Composers, Authors and Publishers. The report was printed this week in The New York Daily Mirror in Lee Mortimer's column, "New York Confidential."

In addition to the move by the "Black Hand" — identified by Mortimer as the old Capone gang — the columnist also claimed that the mobsters are forcing mediocre singers on the public by making records with these singers and coercing juke box operators into putting these records on the juke boxes.

ASCAP appears to be standing up to this plot by the "Black Hand" with courage and resolution. According to acute observers ASCAP appears to be more concerned with the current vacation schedule than with this threat to its executive branch.

As one publisher put it "It wouldn't be the same old ASCAP if the Mafia took over. No seniority, no availability, no performance credits like the old days, and

worst of all — no distribution!" Even the most dissident ASCAP writer-members are against the move by the Black Hand, according to a rapid survey. This is the first time in years the membership has been so united.

Some publishers, however, have decided to take action due to the interest stirred up by the Mortimer report. One publisher is putting out a tune titled "Taking Over," and another has assigned two writers to turn out a lyric for a tune known as "The Black Hand Will Get You if You Don't Watch Out."

Juke box operators, when questioned this week about mediocre singers being forced on their boxes, were untruffled. "So what's another mediocre singer?" asked one cynic as he counted the day's receipts from his boxes. "The records I put on the boxes are by singers."

Other operators said that they'd put a waffle on the juke box if it would attract coins, and one op carefully explained that as long as the singer sang in Italian it didn't matter where the singer came from.

'SAY HEY'

Willie Mays Hits Hard in Disk League

NEW YORK, Aug. 7.—The most popular personality record-wise these days is a sports figure. Who? Home-run swatter Willie Mays. To date there have been at least five records released about Willie, four of them under the title of "Say Hey," a well known Maysian expression.

The records issued to date include one with Willie Mays himself and the Treniers, on Epic Records; another with the Singing Wanderers on Decca; one with the Ray Anthony ork on Capitol; one with the Johnny Long ork on Coral, and one, the original, with the King Odum Quartet on Perspective.

The Perspective record almost caused a real hassle. The first Willie Mays waxing was made by Sam Florman and Henry Engel, an engineer and a furrier respectively. It was their first pop wax effort. However, when they were ready to release the disk the New York Giants refused permission, as did Epic Records refuse permission. The Giants claimed it would invade Willie's privacy. However, Perspective finally released the disk after the Epic platter came out.

Decca 6-Month Net Tops \$1 Mil.

NEW YORK, Aug. 7.—Decca Records this week reported consolidated net earnings of \$1,204,288 for the six months ended June 30. The figure includes the company's share of undistributed earnings of its subsidiary, Universal Pictures. The diskery held about 73 per cent of the movie company's outstanding common stock on June 30.

Earnings for the first six months of this year equal 75 cents per share on Decca's 1,602,501 outstanding shares of capital stock. Earnings for the corresponding period last year were \$430,063, or 32 cents per share on 1,354,158 shares outstanding. Last year's figure did not include Universal earnings.

ESSEX

Label Head On Hunt for Cheesecake

PHILADELPHIA, Aug. 7. — Dave Miller, Essex Records president, is flying to Hollywood this week to arrange for photographing the covers of his next series of mood music albums. His first and current effort in this direction, the "I Love" series, has stirred up a great deal of trade interest and attention. Miller is

(Continued on page 18)

Meagher Report On 45 Problem

Continued from page 10

to one in favor of using either 78 r.p.m. records or his multi-tune disk service. Thus far, 1,500 replies have been received of a station mailing of 2,200. Reaction is not limited to any particular section of the country, nor to the smaller radio operations. Stations of from 250-kw. power to 50,000-kw. power replied to McCall's questionnaire, with a fair representation of network affiliated stations represented on the 45 opposition side.

McCall this week divulged details of the first independent platters disk jockey and station subscription service. Four-Star firm will offer stations a service of 25 multi-tune disks (four on a side) totaling 200 c.&w. selections for \$20. Fee covers a six-month subscription period, and includes all new releases issued by the company at no extra cost. In addition, every disk jockey at a subscribing station is entitled to the same service at half-cost. Thinking behind the latter is that it will enable a jockey to acquire a personal library.

'Skokiaan'

African Tune on Upbeat

NEW YORK, Aug. 7. — The romance of the music business comes to the fore again this week with the current noise over a tune from Rhodesia titled, in Bantu, "Skokiaan." Last week the tune, out on the London label with the Bulawayo ork, was covered by the Ray Anthony and the Ralph Marterie band. This week, with the addition of a lyric in English, the Four Lads cut the record.

The tune, which is in the groove of some early American jazz, was a smash hit in Africa where it sold well on the Gallo-tone label of Johannesburg, South Africa. London obtained the master and sent it over here, and deejay Bill Randle of WERE, Cleveland, spun it. It started to sell and the hype was on. Shapiro-Bernstein, who publish the tune here, had the English lyric written.

SOUND-TRACK ALBUMS

Diskers, Pic Studios
Must Merge Minds, \$\$

By JOEL FRIEDMAN

HOLLYWOOD, July 31.—Unless the record companies and motion picture studios come to a meeting of the minds—and the treasury—original-cast sound-track albums may eventually become passe.

Indicative of the frenetic situation in which diskers and film-land currently finds themselves, is a schedule of nine big-budget pictures that have been completed or are on production schedules, in which little hope exists of ever releasing a sound-track package for the biscuit market.

What probably constitutes one of the biggest musicals of all time, the Irving Berlin-penned "There's No Business Like Show Business" flicker currently being shot at 20th Century-Fox, stands nary a chance of ever finding itself between an album cover in view of conflicting record company affiliations of the stars themselves.

SLEEPER

'Dodger Fan'
Is Popular
In Sudstown

MILWAUKEE, Aug. 7.—The week-end baseball schedule which saw the Braves beating the Brooklyn Dodgers three out of four games created an unexpected demand all over town for the Phil Foster Coral recording of "The Brooklyn Dodger Fan."

Heavy deejay play had built up interest in the number during the previous week, but the home run-smacking Braves and the publicity caused by the Joe Adcock beaming incident stirred baseball interest here to a fever pitch.

Dealers were calling the distributor in vain for copies. Shops were without a single copy on hand to placate the parade of customers all day long. Barney Kuehn of the Music Mart claimed that the loss of sales was a sad situation, but "How can you figure out a crazy sleeper like this?" he asked.

Stu Glassman of Radio Doctors deplored it as another incident where lack of co-ordination between disk deliveries and radio exploitation worked to the disadvantage of dealer sales.

Capitol Winds
Up National
Dealer Meets

HOLLYWOOD, Aug. 7.—Capitol Records will wind up its annual dealer meetings this week after introducing its fall merchandising program to record dealers in approximately 42 cities throughout the nation.

Company last week staged two of its biggest turnouts via showings in New York and Los Angeles. Latter drew an attendance of some 400 dealers and guests.

Cap's dealer meets this year undoubtedly were the most expensive in the company's history and were greeted with tremendous enthusiasm on the part of dealers. According to Vice-President Lloyd Dunn, initial sales reaction to the fall line indicates the achievement of sales far beyond the budgeted quota. Showing this year was highlighted by the use of colored 35mm. slides, which were projected to the accompaniment of demonstration records detailing the specific merchandise in the program.

JUKE BOX NEWS THIS WEEK

News of the automatic phonograph business starts on Page 72. Some of the more important stories in that section this week are:

NEW JUKE BOXES UNVEILED. Two manufacturers—Seeburg and Rock-Ola—introduce new juke boxes to distributors and operators this week.

MAGNACORD UNWRAPS COMMERCIAL MUSIC PACKAGE. Leading tape firm releases background music blueprint aimed at the nation's juke box operators.

FOREIGN PLATTERS FILL OUT JUKE SELECTIONS. Milwaukee finds influx of immigrated families makes changes on juke boxes.

Picture stars Johnnie Ray (Columbia), Ethel Merman and Donald O'Connor (Decca), and Marilyn Monroe (RCA Victor). In order for the original sound track to become a reality on wax, clearances and cash would have to be received by one of the recording companies for the use of the other disk artists. Tho the score itself is bound to be packaged a la "music from 'There's No Biz Like Show Biz,'" the original track from the film would unquestionably prove to be of intrinsic value to the plattery that could swing such a deal.

The value of disk promotion of a motion picture, and vice versa, is an established fact. The release of sound track albums has long been one of M-G-M Records' (subsidiary of Metro-Goldwyn-Mayer Studios) most successful lines within its catalog. Activity between the parent company and the plattery is closely co-ordinated, and in addition to normal avenues of promotion, avails itself of ballyhoo at the theater box office as well. M-G-M has a long line of especially remunerative original-cast sound track packages, among them "American in Paris," "Easter Parade," "Annie Get Your Gun," and, in current

(Continued on page 18)

TALKING BOOKS

Audio Adds
4 Packages
To Line-Up

HOLLYWOOD, Aug. 7.—Audio Books, Inc., the 16 r.p.m. disk organization, this week added four new packages to its growing list of "Talking Book" repertoire. Firm bowed the first in a projected series of classic poetry and story readings, in addition to fables slanted for the kiddie market.

New release includes an album titled "The Audio Book of Famous Poems" and represents the most comprehensive anthology of standard poetry ever issued for the record market. Seventy-four poems by 38 authors are included in the work, which are narrated by Marvin Miller. Four micro-groove records are in the package, with a total playing time of approximately four hours.

Other sets are "The Great Tales and Poems of Edgar Allan Poe," the complete and unabridged wax version of Lewis Carroll's "Alice in Wonderland," and "Storytime Favorites," a three-disk package of 26 standard children's stories.

Currently the firm is working on the recording of the New Testament, narrated by Father Robert I. Gannon, pastor of St. Ignatius Loyola Church, New York, for presentation to the Catholic market. Audio Books previously bowed in the industry via the King James version of the New Testament, and has since added several packages from the Old Testament.

Exclusive Victor
Pact for Dennis

HOLLYWOOD, Aug. 7.—Joe Carlton, artist and repertoire chief of RCA Victor Records, signed pianist-composer Matt Dennis to an exclusive recording contract here this week. Tom Shiels, personal manager for Dennis, negotiated the deal.

Carlton left here Thursday (5) after a week's stay. Label's vice-president, Mannie Sacks, arrived here Friday (6) for a brief stay, along with a.&r. topper Jimmy Hilliard. George Marek flew out after a two-day stopover last week to introduce the firm's "listener's digest" program.

NEVER STUDIED,
BUT HELD JOB

ATLANTIC CITY, Aug. 7.—Jacob Obrst reaches his 86th birthday this week still leader of the local brass band he began directing 65 years ago. He never took a music lesson. Of a musical family, he was a natural cornetist and singer, and before his 20th birthday was leading not only a brass band, but also a choral society. He directed the band that headed Atlantic City's first parade of the "Miss America" Pageant in 1921. His band also furnished the music for every Atlantic County Agricultural Fair from 1888 until the fair was terminated a few years ago.

BOZO

Cap's Clown
Set to Tour
U. S. Bases

NEW YORK, Aug. 7.—Bozo, the Capitol Records' clown, has been set for a tour of European Armed Forces bases starting next week. The entire tour will be under the auspices of the United States Air Force. This is the first time that Bozo has toured outside of the United States and the first time that the Air Force has invited a record personality overseas to entertain children.

Bozo will leave for Europe on August 16. He will visit bases in England, France, Germany, Austria and possibly Italy. Bozo will appear in post exchanges and will entertain children of armed forces personnel. In addition, in England and Germany, kids from the villages surrounding the American bases will be invited to see Bozo.

The Capitol clown will leave for Europe from Westover Field in Massachusetts. Last week, he was shown thru the entire air base. On August 11, the mayor of Springfield, Mass., will take the clown on an inspection trip thru the city, and the clown has been set to appear on seven radio shows and four TV segs in the area.

Bozo's European trip will take about one month. The clown will be back in the United States about the middle of August.

'Opry' Talent
Set for Kan.
Centennial

HOLLYWOOD, Aug. 7.—A roster of 12 top country and western stars have been inked to headline the Kansas Territorial Centennial Celebration at Wichita, Kan., September 18-26.

Smilin' Eddie Hill of WSM, Nashville, will serve as master of ceremonies during the eight-day shindig. "Grand Ole Opry" artists Duke of Paducah, Johnny and Jack and the Tennessee Mountain Boys, Kitty Wells, Lew Childre, former "Opry" star Autry Inman, now stationed at Fort Riley, Kan., and RCA Victor songstress Joyce Moore will open the Centennial week program on Saturday (18).

Eddie Dean will be the headliner during the Jaycee Frontier Days Rodeo, September 23-26. (Continued on page 42)

Chi Decca Fetes
Loyal Employees

CHICAGO, Aug. 7.—Twenty years ago this week, the Chicago office of Decca Distributing Corporation opened its doors with six employees. Today, four of the original six are still with the company. Sellman C. Schulz, head of the office and one of the original members, celebrated the event by presenting gifts to his three loyal followers.

The gifts, which were presented by Schulz at a private luncheon, were gold bracelets with a record medallion containing a diamond center and engraved with the 20th anniversary dates. The recipients were Margaret Kraft, now assistant branch manager; Margaret Lenihan and Helen Mayer.

EDITORIAL

The Winner—Nobody!

An argument may be won, yet true victory elude the winner. This is the inevitable result when interdependent industries take each other for granted; when they allow petty bickering to cloud an old, mutually satisfactory association. This will be the result if a group of articulate radio station men continue to disregard technological and economic developments in the record business. Similarly, no true victory can come to record manufacturers who stonily put aside attitudes other than their own. We refer, of course, to the storm and strife centering around the record manufacturers' decision to service stations with 45 r.p.m. disks.

These antagonists—each of whom takes a dim view of the other's point of view—are both guilty on several counts. Firstly, they can ill afford their antagonism. Each party believes—with much truth—that he is essential to the other; each forgets that the other is essential to him.

In addition to the general astigmatism shared by both sides, each is individually at fault. The record companies, for instance, while having sound reasons for their switch to 45, have failed to ease the path of progress with the full-fledged educational campaign the occasion warrants. The case for the donut platter is a tremendously strong one to all who are familiar with the present-day record business, but this in no way excuses a take-it-or-leave-it attitude on the part of some record men; nor does it condone the record industry's general lack of industry or public relations.

The shortsightedness of the record men has been matched by that of the stations. The bias of the latter is pronounced, even when one recognizes their legitimate complaints with regard to cueing difficulties and shortage of equipment. Progress is rarely unaccompanied by some dislocation of existing habits and patterns.

What is necessary, of course, is a more receptive point of view on the part of both contestants. Failing this, stations will suffer in their programming and record companies will be faced with a harrasing situation with regard to disk and artist promotion.

Obviously, this hassle will have no winner in the narrow sense. Both sides—each of whom owes so much to the other—must listen to each other and work together in order to ameliorate existing problems and achieve a relationship which will prove mutually profitable in the widest sense.

Coin machines have adopted the 45. Singles sales over retail counters today are primarily 45. These forward moves were accompanied by some dislocation, but proved ultimately beneficial to manufacturer and consumer. Of prime importance, however, is the fact that acceptance in each case was spurred by extensive promotional and educational planning. The pattern is clear in the present disk-radio skirmish.

Victor Seen Acquiring
Dot to Bolster 'X' Line

NEW YORK, Aug. 7.—Negotiations scheduled to take place early next week between top brass of RCA Victor and Randy Wood, president of Dot Records, may result in Victor taking over Dot and absorbing it into the "X" Records, subsidiary label currently headed by Jimmy Hilliard and Joe Delaney. Tho Victor execs and Wood both refuse to comment on the situation, it is known that talks have been going on for many weeks. Reported selling price is over \$800,000. Deal would also call for Wood to move into the Victor operation as head of "X" Records.

Aside from further discussion concerning the selling price, the major obstacle, which could halt the final sale of the Dot label to RCA Victor, is reported to be Wood's reluctance to leave Gallatin, Tenn., and move here to head the proposed Dot-"X" operation.

The sale of Dot is considered to be a good, tho not necessary move by Wood, who has built his operation in five years into one of the strongest independent labels. Wood still operates Randy's Record Shop in Gallatin, which is said to be the largest record mail-order operation in the country. He is also in the personal management and music publishing businesses.

For Victor acquiring the Dot

Robin Hood Dell
'54 Concert Series
Shatters Records

PHILADELPHIA, Aug. 7.—Five records were broken during the concert series of the Robin Hood Dell's 25th season which closed last week. Records broken were: Largest crowd in 25-year history; largest single concert crowd; least number of rain postponements; largest crowd for a children's concert, and largest crowd for a straight symphonic concert.

Total attendance for the season was estimated at 410,000 or 7,500 over last year. The largest single crowd was pulled by Victor Borge on July 15.

Frederic R. Mann, Dell president, and his associates are planning a silver jubilee in 1955 which will be topped by a \$300,000 face-lifting job, now on the drawing boards. Plans call for a new shell, more dressing rooms, better viewing for customers and new roadways and parking facilities.

label would hand "X" Records a catalog of more than 500 masters, including pop, country and western, rhythm and blues, juke box and square-dance material. Some of Dot's more active artists are

(Continued on page 42)

DEAL BREWS

Mercury May
Etch 'Athena'
Soundtrack

CHICAGO, Aug. 7.—Mercury Record Corporation is arranging a deal with M-G-M Pictures which may see the Chicago diskery issuing a sound-track album on the forthcoming motion picture, "Athena."

There has been much discussion in recent months concerning the difficulty of issuing sound-track albums because of the various label affiliations of stars in the picture. Some pictures have had as many as four, five or more artists representing two, three and four labels. Under the present set-up, a situation such as this would make a sound-track album impossible.

Mercury Records, however, is trying a compromise with M-G-M in which they will permit their artist, Vic Damone, to be recorded on an M-G-M released album, if M-G-M will allow their artists, Jane Powell and Debbie Reynolds, to be released on the Mercury album.

Roach-Brown Team
Signed by Emarcy

HOLLYWOOD, Aug. 7.—Bobby Shad, artist and repertoire chief of Mercury Records' jazz label, Emarcy, signed the Max Roach-Clifford Brown Quintet to a long-term recording contract this week. Shad, here for a 10-day stay of recording, cut approximately 20 sessions with Dinah Washington, Joe Liggins and Herb Geller. Latter is to be featured on the forthcoming LP package for the label, along with a roster of veteran jazz musicians.

Art Talmadge, Mercury vice-president, is due to arrive here Wednesday (11) for a brief stay.

RECORDED LAST WEDNESDAY NIGHT!

**OVER 100,000 SHIPPED BY
COLUMBIA BY FRIDAY MORNING!**

THE ONLY VOCAL VERSION

SKOKIAAN



**FOUR
LADS**

b/w **WHY SHOULD
I LOVE
YOU** #40306



BILLBOARD'S "BEST BUY" ..

Aug. 7th Issue

THE HIGH AND THE MIGHTY

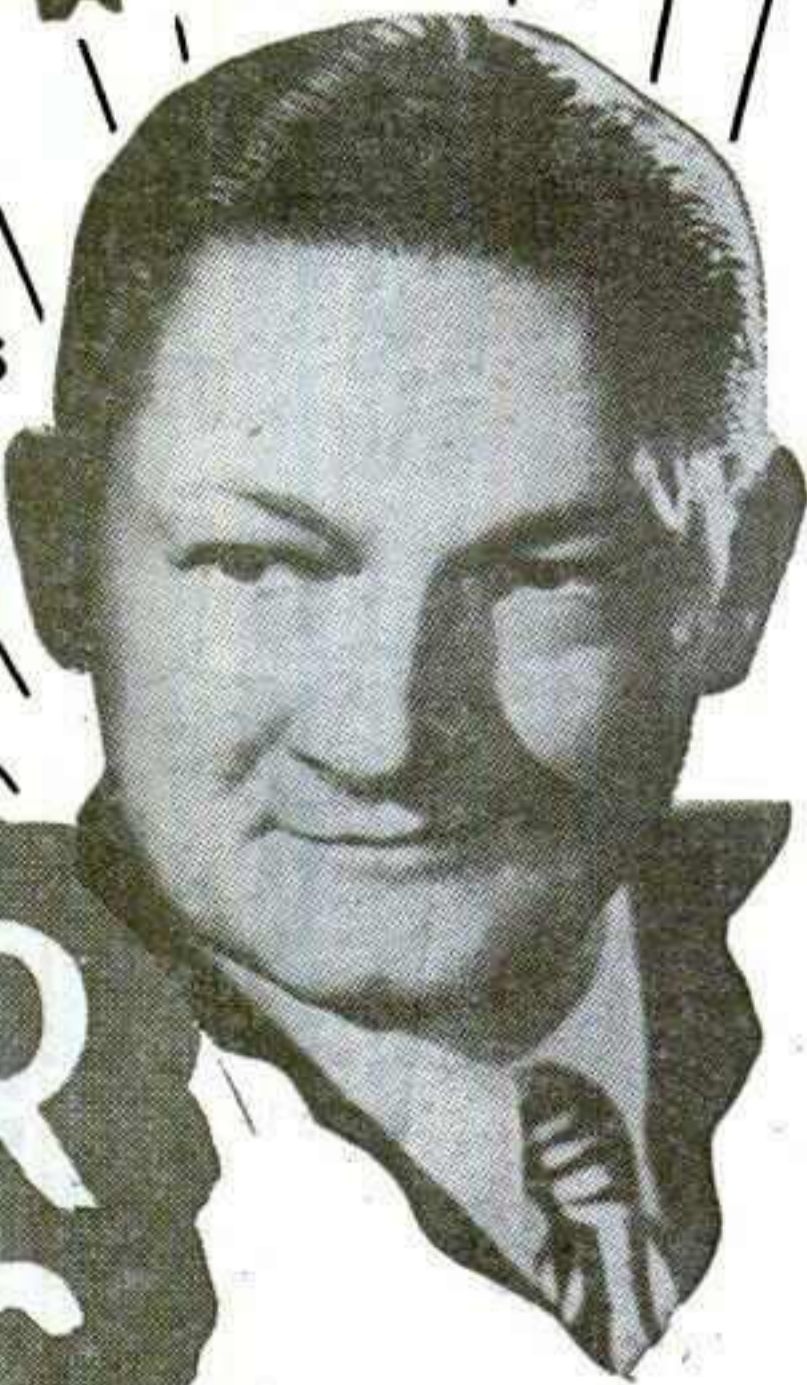
B/W MOONLIGHT AND ROSES

Recorded By:

VICTOR YOUNG

DECCA 29203 (78 rpm)
AND 9-29203 (45 rpm)

DECCA
RECORDS



MUSIC AS WRITTEN

CORNELL-GAYLORDS BUST HOUSE MARK . . .

Don Cornell and the Gaylords packaged with the Jerry Fielding ork, broke the house record last Saturday (31) at the Evergreen Auditorium, Olympia, Wash., with a total of 2,796 persons paying their way into the house. The package took \$3,319 of the \$6,475.50 gross. The tour, booked by Joe Glazer, will close its 96-day run September 6.

ANDERSON-DECCA PACT RENEWED . . .

Decca Records has renewed its top Gold Label attraction, Leroy Anderson, for another three years. This is the composer-ork leader's second three-year term with the label. A new Anderson "Pops" concert album is featured in Decca's current package promotion.

'HEY THERE' GAMBLE PAYING OFF . . .

The Rosemary Clooney hit "Hey There" is actually a cover record of another waxing of the same tune on the same Columbia label. It represents an unusual gamble and an unusual cover by a & r. head Mitch Miller. The first Columbia recording of "Hey There" was released with Johnnie Ray. The record did fairly well, but never broke for the big time. Miller then had writers Dick Adler and Jerry Ross, who penned the tune for the show "The Pajama Game," write a new verse for the tune to explain the lyric. They did, Miss Clooney waxed it, and the disk is fourth on The Billboard's best selling records chart, the thrush's first big hit in a year.

HOLMES, LOWERY TEAM UP AGAIN . . .

Leroy Holmes and Fred Lowery teamed up for the first time in 20 years for the M-G-M waxing of "The High and the Mighty." Holmes was an arranger for Vincent Lopez in the 1930's and Lowery then was whistling with the band.

DENVER GREET'S WHITEMAN . . .

A brass band, city officials and local socialites rolled out the red carpet for Paul Whiteman last week when he returned to Denver after an absence of more than 20 years. Whiteman conducted the Denver Symphony at the Red Rocks Amphitheater while his former pianist and assistant director, Roy Bargy, was featured as soloist. It was the first time in 14 years that the two had played anything legit, according to Pops. More than 8,000 people jammed into the huge amphitheater for the single concert.

BROWN DRAWS 2,500 IN DETROIT . . .

The Les Brown orchestra drew 2,500 people at the Edgewater Park Ballroom, Detroit, Saturday (31) at \$2 a head, to gross approximately \$5,000. This was the first name band to play a one-nighter at this major park spot so far this season. The Billy May band was booked in for next Saturday (14).

MARTERIE CHALKS RECORD AT OHIO FUNSPOT . . .

MIDDLETOWN, O. — Ralph Marterie's ork set an all-time attendance record at Stardust Gardens at LeSourdsville Lake Park, near here, Saturday (31), when 1,870 dancers laid down \$2 apiece at the admission window. Don Dazey, LeSourdsville general manager, estimates that some 600 were turned away. The Marterie draw was some 500 better than that pulled by Woody Herman's crew early in July.

DECCA TO PLUG BING ALBUM . . .

Decca's plush Crosby album will be handed a nationwide plug next Sunday night (15) when excerpts from the five-LP musical biography of the Groaner will be played on a special half-hour CBS show. The package, titled "Bing," moves out to dealers next week.

SYD GOLDBERG BACK FROM MEETINGS . . .

Syd Goldberg, Decca general sales manager, is back from a one-week trip during which he held meetings in all five division areas on the diskery's 20th anniversary promotion. Several hundred branch and distributor salesmen attended the conclaves. And Wednesday (4) all key company staffers at headquarters here attended a party to mark the company anniversary.

BURGUNDY NAMES ANDERSON . . .

Doris Anderson, formerly secretary to disk jockeys Don McLeod and Ed McKenzie, and record librarian of WJBK, has been appointed Midwestern representative of Burgundy Records. The new label has opened a branch office in Detroit to handle publicity and shipping activities.

W-A HAS USED NAME ORKS . . .

The Billboard was in error two weeks ago when it inadvertently said that the Waldorf-Astoria Hotel had not been using name orks recently. Over the past few years, the hotel has booked the following orks in the Starlight Roof: Freddy Martin, Guy Lombardo, Sammy Kaye, Vaughn Monroe and currently, Perez Prado.

MONTREAL STAFFERS PLAY BALL . . .

Staffers of radio station CFCF in Montreal have become infected with a common summertime disease called "softballitis." They have organized a softball team called the "CFCF-No Stars" and have been most energetic in playing at least once a week since the season started. Jerry Lodge, of the Ronaldo Agency, and CFCF announcers Gordon Sinclair and Charlie Fair are on the team in addition to other staffers. The team has won 13 games and lost 12, including a victory over the Decca "Wreckers" of Canada. The "CFCF-No Stars" are coached by Russ Taylor. The team pulled an

(Continued on page 46)

RCA Claims Breach In Suit Vs. Bihari

HOLLYWOOD, Aug. 7.—Action filed in U. S. Federal Court here last week (30) by RCA Victor against Jules Bihari asked for \$5,000 in damages and a temporary restraining order arising out of an alleged breach of contract.

Plaintiff contends that Bihari had purchase an unspecified amount of scrap record material, in which a number of defective whole records bearing the Mercury, Clef and Norgran labels appeared. RCA Victor complains that the scrap was sold with the understanding that Bihari would use same as salvage to be melted. Plattery contends that Bihari separated the whole records and sold them to outlets thruout the nation.

One-Nighter Tour For Flanagan Ork

CHICAGO, Aug. 7. — Ralph Flanagan's orchestra, which closed at the Aragon Ballroom here this week, heads out on a one-nighter tour covering over 20 cities in Michigan, Indiana, Ohio, Wisconsin, Iowa, Kentucky and West Virginia. Included will be a five-day stand at Moonlight Gardens, Coney Island, in Cincinnati.

The orchestra has gone into percentage on 18 out of 43 dates in the past few months. The tour will terminate September 6, at which time Flanagan returns to New York for the autumn opening of his ABC-TV show and his engagement at the Hotel New Yorker.

TO HEAR MALEK ON PROMOTION

CHICAGO, Aug. 7.—The results of a band-ballroom promotion being put on by Joe Malek's Peony Park, Omaha, are being eyed by other ballroom operators across the country who are seeking a promotion to use on a nation-wide basis.

Malek, who will report on the results at the National Ballroom Operators' Association Convention in Chicago, September 20-22, is holding a dance contest at Peony Park and is televising the event over WOW-TV each Wednesday night. The contest will run thru Labor Day, and the winners will be announced on TV during the Labor Day weekend. Neighboring ballrooms are co-operating by sending couples to participate in the Peony Park event. The whole affair is an experiment and good reaction may see the promotion adopted as a national program by the NBOA.

The Nation's LP HIT SENSATION

is **EXCLUSIVELY** on Jubilee

MOST TALKED-ABOUT RECORDING SINCE LP'S WERE FIRST INTRODUCED

An Album of **RADIO and TV's Most Hilarious BONERS**

Pardon My Bloopers!

ON THE AIR LP-2

THE HILARIOUS BLOOPERS MADE ON RADIO AND TV BY THE BIGGEST STARS IN SHOW BUSINESS. HEAR THEM AS THEY ACTUALLY "BLOOPE" ON THE AIR

COLLECTED by **Kermit Schafer** RADIO and TV PRODUCER

JUBILEE RECORDS
Long Playing 33 1/3 R.P.M.

LP 2
EP 5011

SOME CHARTER MEMBERS OF THE BLOOPER SOCIETY:

- *Harry Von Zell
- Uncle Don
- Lowell Thomas
- Morey Amsterdam
- John J. Anthony
- Mel Allen
- Herb Shriner Show
- Galen Drake
- "Howdy Doody" Show
- plus contestants, actors, announcers on Texaco Star Theatre B.B.C.
- The U. S. Networks
- Manmouth Race Track
- Strike It Rich

JUST RELEASED VOL II

An Album of **RADIO and TV's Most Hilarious BONERS**

Pardon My Bloopers!

ON THE AIR LP-3

COLLECTED by **Kermit Schafer** RADIO and TV PRODUCER

JUBILEE RECORDS
Long Playing 33 1/3 R.P.M.

VOL. II

LP 3
EP 5012

ANOTHER JUBILEE **EXCLUSIVE**

ROAST OF THE TOWN

WILL JORDAN

(the man who made Ed Sullivan Laugh) impersonating

Dean Martin & Jerry Lewis
Wally (Mr. Peepers) Cox
Jackie Gleason

Arthur Godfrey
Groucho Marx
Liberace

Ed Sullivan
Desi Arnaz
SP 900

jubilee
RECORD CO. 315 W. 47th St. New York, N. Y.

Philco Enters Phono Race With Full Line

PHILADELPHIA, Aug. 7.—The introduction of its first full phonograph line signaled Philco's entry into the phono sweepstakes with a large-scale promotional and advertising campaign aimed at grabbing off a large share of the active market for recording equipment.

Philco is known to be aiming much of its activity at record dealers this season. All disk retailers, for example, will be asked to attend the various regional showings of the Philco phono-radio line.

Philco's phono line will feature the electrostatic speakers, which co-incidentally are being used for the first time, too, in the Columbia Records phono line. The Philco line includes seven portables, one hi-fi table model and four hi-fi consoles, ranging in price from \$29.95 for a portable to \$750 for a hi-fi "phonorama" console.

The phono line includes a three-speed manual portable in leatherette at \$29.95, a de luxe model at \$39.95, a three-speed automatic changer portable at \$59.95 a de luxe model with portable stand and legs at \$89.95 and one at \$99.95, a table model hi-fi unit using the electrostatic speaker at \$149.95 and \$159.95, and four console models at \$249.95, \$269.95 and \$750. The \$249.95 model will be discounted from \$244.95, the \$269.95 model from \$224.95 and the \$750 models from \$650.

Philco is known to be planning

Three New Distributions For Haydn Society

NEW YORK, Aug. 7. — The Haydn Society has set three new distributors for a current total of 10. Doug Duer, national sales manager, is aiming at a distribution net of 20 outlets for the indie LP label by the end of September. The Society's new distributors are Music, Inc., Charlotte, N. C.; Phonograph Records Distribution, Houston, and Radio Center, New Orleans.

a series of promotional tie-ins with record dealers some of which will center around the firm's special display rack for small radios and phonos. In the fall, the company will unleash a hefty consumer advertising program, using radio, television, magazines, newspapers and a brand new co-op advertising program.

Pierce-Phelps, Bursma Named V-M Distributors

BENTON HARBOR, Mich., Aug. 7.—The V-M Corporation announced this week the appointment of two distributors and one field representative to handle its line of record changers, phorographs, high fidelity and tape recorders.

Pierce-Phelps, of Philadelphia, will distribute the line in Eastern Pennsylvania, Delaware, Trenton and Southern New Jersey. The line will be handled by the Green division of the nationally known firm and will be under the direction of John T. O'Brien, sales manager, and Kenneth Sterling, assistant sales manager.

Bursma Radio Supply will distribute the line in Grand Rapids, Mich. G. F. Ross, Detroit, V-M representative for the State, will co-ordinate sales and merchandising plans for the firm.

Robert W. Dansby was appointed V-M representative for Texas, Arkansas and Louisiana. In the newly formed Robert Dansby Company, Robert McCandless has been assigned exclusively to the V-M line.

WFMT LOOKS TO DISKS FOR HELP TO MEET COSTS

CHICAGO, Aug. 7. — FM radio Station WFMT is looking to the sale of records as a means of helping it meet operating deficits. In an unusual switch, the station has formed what it calls the "WFMT Record Shop" and has asked listeners to order their LP requirements from it by mail. The station, which specializes in classical music, publishes a program booklet which now lists the manufacturer, number and price of each disk it programs. Listeners are told to audition the records by air and then order. Delivery is postage free and gift wrapping is offered. List price is charged.

Pentron to Mark Move to New Chi Hqs. With Party

CHICAGO, Aug. 7.—The Pentron Corporation, manufacturer of tape recorders, is celebrating its move into a new plant at 777 South Tripp Avenue with an open house party Wednesday August 11. Felicia Sanders, Columbia recording star, will act as hostess.

The firm moved into its new home July 6. The facilities contain 75,000 square feet of space. Production has already commenced on the tape-playback-only unit, and, according to a company spokesman, production on the unit will be tripled. The firm's mass market model tape recorder, which will retail at \$129.50, is now entering the production phase. Over 3,000 orders have been placed for the unit since its introduction at the Electronic Parts Show here in May.

\$30 PRICE SEEN

Grayline Preems New 45 Record Changer

NEW YORK, Aug. 7. — The Grayline Engineering Company, Chicago, has developed a new type of automatic, 45-r.p.m. record changer which is currently stirring up much interest among record-phono, music machine and other users of record playing equipment. Developed under the guidance of Grayline's director of engineering Frank Smardo, the unit plays a stack of 15 donut disks on either one or both sides, using two tone arms.

The company spokesmen refuse to talk prices for the changer unit, it is believed that when in full production the changer will sell for about \$30. At present, Grayline is ready to produce the changer for phono makers, juke box manufacturers and for Grayline's own line of home phonos.

It is also known that the company is working out a deal with another firm to utilize the ingenious invention for background music needs in industrial plants and restaurants.

Shows Unit

Jack Meyerson, Grayline's national sales manager demonstrated the unit this week for The Billboard. The changer plays records from a large, 45-r.p.m. spindle which is upside down, using the two-tone arms with Pickering cartridges. The four-pole motor gives constant speed and the entire mechanism is guaranteed to have a noise factor of minus 50 db. Also shown was a remote control attachment which permits home users to adjust volume tone, and selection, rejection of repeat of any disk and any side.

Disks are fed into the home

R.&B. Music

Continued from page 13

Neighborhood record stores which never have carried r.&b. waxings now carry them, and in some cases, feature r.&b. hits right alongside of pop displays. Dealers point to a word-of-mouth interest among the teen-agers as the reason for the upswing.

It is interesting to note that in these spots, which have gone strongly for r.&b. tunes, more spins are registered on the playmeters for the r.&b. version of a hit tune than for the pop version of the same number. In checking this out, it was learned that altho the Crew Cuts have the top version of "Sh-Boom" across the country, in these fringe spots they only rack up half as many spins as the Cat label version by the Chords. It is also interesting to note that instrumentals as well as vocals are getting the nod of approval. Such instrumentalists as Tab Smith and Earl Bostic are sure-fire sellers. Singers' one-stop here reports that teen-agers will buy anything either of these artists put out, regardless of title or whether the tune is a dreamy or hot tempo.

Morty Palitz

Continued from page 13

mark. Palitz will seek new material for Stratton and also work on tunes which may be moved from the Sheldon catalog to Stratton. Palitz will start operating the new firm on September 1.

It is also known that Gale has additional expansion moves in mind, which may call for other firms and additional personnel.

Palitz was most recently with the Bell label as head of the artists and repertoire department and had formerly been Decca's top a.&r. staffer.

(Coral) also reportedly set for the film.

In view of continually increasing production costs the film makers are faced with and the great importance of a sound-track album, it appears likely that any obstacles arising in the fulfillment of a disk package will be reviewed prior to actual picture production.

Dealer Doings

By JUNE BUNDY

Milwaukee

The Capitol Records party held this week at the Plankinton Hotel Sky Room to introduce the new fall line attracted several hundred dealers from all over the territory. Mike Maitland, district sales boss, handled the presentation. Dealer reaction to the new releases and sales aids was exceptionally warm. Most remarks intimated that Capitol was adding a potent sales punch for the fall. . . . Leila Stenzel, record department buyer at Gimbels, reports that her recently set up "Disk Jockey Corner" is stirring up lots of interest with the pop record buyers. One corner of the shop is devoted to a browser's layout, with pictures of four of the town's top deejays arranged above their "Pick of the Week." Alongside this corner are two prominently displayed pin-up boards featuring clippings from newspapers and magazines on the subjects of records and artists. One of the boards is labeled "Snaps and Scraps" and is loaded down with pix of artists who have been stopping by to visit with Leila.

Nick Topping's mecca for foreign record buyers, The International House, 6th and Wells, has just gone thru a remodeling and expansion program. Topping took over the quarters recently relinquished next door by a clothing

store and doubled his own space by joining the two stores. In business now for over seven years, the Topping outlet is the only one which deals exclusively in the foreign language diskings. Top selling labels, according to Topping, are Polydor, Balkan, Peerless, Seeco, Ideal, Tico and Falcon, with the Latin variety leading the parade. RCA Victor does the best foreign language job among the major firms, he adds. New space now permits The International House to stock a representative line of record players for the first time, with early results quite gratifying.

Sound Track

Continued from page 14

release, "Seven Brides for Seven Brothers."

More recently, the alignment between Universal-International Studios and Decca Records has resulted in the organization of a similar department at the U-I lot, with Decca expected to produce more sound-track material than heretofore.

At M-G-M studios alone there are currently three films in which negotiations for the loan-out of a disk artist will have to be entered into if a sound-track album is to be released. Pix are "Athena," which stars Vic Damone (Mercury) and Jane Powell and Debbie Reynolds (M-G-M); "Deep in My Heart," the Sigmund Romberg biopic with Damone and Jose Ferrer (Columbia), and "Hit the Deck," with Tony Martin (RCA Victor), Jane Powell, Debbie Reynolds and Damone again.

The recently announced Otto Preminger production of "Carmen Jones" has Pearl Bailey (Coral), Harry Belafonte (RCA Victor) and Dorothy Dandridge (RCA Victor). With Universal-International producing the planned Benny Goodman biopic, strong bidding is certain to result for Goodman's services, inasmuch as he is signed to a Capitol Records wax pact. Frankie Laine is scheduled to star in a Columbia Pictures musical this fall, with Connie Haines

Cheesecake

Continued from page 13

working out deals with motion picture studios to use some of their top talent on the covers.

Essex Records' arranger-conductor and a.&r. chief Monty Kelly is currently selecting song material and arranging tunes for the first sessions set for next week and aimed at readying the new series for release in the next two months.

Miller this week also bought from Bernie Lowenthal the master cut by a vocal group, the Artisticrats. Key tune is said to be "Believe Me" published by Lowenthal. Disk is being issued immediately.

ANOTHER BMI "PIN-UP" HIT



SKINNIE MINNIE (Fish Tail)

Recorded by TERESA BREWER, CORAL RED FOLEY DECCA

Published by WEMAR MUSIC CORP.

YEP!!

(It Must Be Love)

LeBam Music Publications

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LITTLE THINGS MEAN A LOT

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SH-BOOM

(Life Could Be a Dream)

Recorded by

The Chords Cal

The Crewcuts Mercury

Billy Williams Coral

Bobby Williamson RCA Victor

Sy Oliver Bell

Leon McAuliffe Columbia

others to come

HILL AND RANGE SONGS, INC.

1650 Broadway, N. Y. C.

The Billboard Music Popularity Chart PACKAGED RECORDS

Classical Best Sellers (All Categories)

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

- 1. DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini) ... RCA Victor LM 1778
2. ROMBERG: STUDENT PRINCE—Lanza ... RCA Victor LM 1837
3. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) ... RCA Victor LM 1768
... 20. WAGNER PROGRAM (Orchestral Excerpts from "Lohengrin," "Die Meistersinger," "Die Walkure" and "Tannhauser")—Philadelphia Orchestra (Ormandy) ... Columbia ML 4865

Reviews and Ratings of New Classical Releases

BRAHMS: VIOLIN CONCERTO (1-12") —Nathan Milstein, Violin; Pittsburgh Symphony; William Steinberg, Cond. Capitol P 8271 ... Many collectors will find this reading of the much recorded concerto the most satisfying on vinyl.

SHOSTAKOVICH: SYMPHONY NO. 5 (1-12")—St. Louis Symphony; Vladimir Golschmann, Cond. Capitol P 8268 ... Most popular of the Shostakovich symphonies, the Fifth is already well represented in the catalog.

KODALY: PEACOCK VARIATIONS; BARTOK: MIRACULOUS MANDARIN SUITE (1-12") — Chicago Symphony; Antal Dorati, Cond. Mercury MG 50038 ... The label could have a strong seller with this new release.

been rarely waxed on LP (the Kodaly is an LP first) and the coupling of the two Hungarian composers is good. Both the Bartok and the Kodaly are the type of colorful pieces that should interest hi-fi fans, and the Chicago Symphony plays them with the spirit and fire they deserve.

SARASATE: SPANISH DANCES (1-12") —Ruggiero Ricci, Violin; Louis Persinger, Piano. London LL 962 ... Sarasate's Spanish Dances, eight of which are etched here, plus his "Caprice Basque," "Introduction and Tarantelle" and the perennial "Zigeunerweisen," have long been encore standbys and in the days of 78 r.p.m. classics often featured on singles.

BYRD: THE GREAT SERVICE (1-12") —Chamber Chorus of Washington; Paul Callaway, Cond. Vanguard VRS 453 ... The label has come up with an LP first here, the first performance of Byrd's elaborate choral work, which was rediscovered and transcribed for use in 1924 after languishing in oblivion for about two and a half centuries.

SAINT-SAENS: VIOLIN CONCERTO NO. 3; MENDELSSOHN: SONATA IN F (1-12")—Yehudi Menuhin, Violin; Philharmonia Orchestra; Gaston Poulet, Cond.; Gerald Moore, Piano. RCA Victor LHMV 1071 ... Menuhin fans will want his performance of the Saint-Saens, altho those seeking the repertoire will probably not find anything here to replace the brilliant Francescatti reading on another label.

LINER NOTES By IS HOROWITZ

ONE FROM TWO ... The RCA Victor program of deleting 10-inch classical LP's from its active catalog by coupling suitable works on 12-inch vinyl continue apace. By the end of the year, the company should have little left on the smaller disks in the more serious repertoire.

Latest couplings of two 10-inchers on single 12's include a set by the Robert Shaw Chorale, pairing "Sweet and Low" and a program of Schubert songs. Another presents the Bruch Violin Concerto in G Minor, with Yehudi Menuhin, and the Mendelssohn "Italian" Symphony with Serge Koussevitsky and the Boston Symphony, both former 10's.

Caedmon Records, an enterprising label run by Marianne Roney and Barbara Cohen, has devoted itself almost entirely to the spoken word. Poetry and some drama has flowed in a mellifluous stream from the small diskery. And it has paid, too.

Now the Misses Roney and Cohen have gathered a group of 20 actors and produced four LP's to be issued next month under the title of "Monuments of Early English Drama." They will be aimed primarily at the educational market and include such esoteric items as "Gamma Gurtin's Needle," "The Merry Play," "Ralph Royster Doyster" and "Gorboduc." Among the actors are Burgess Meredith, Frederick Worlock, Terence Kilburn and Frank Silvera.

Capitol Records, with its new releases, is packaging all classical LP's in protective inner envelopes to preclude scuffing during shipment and handling. Laminated covers and titled backbones are also used. Decca's release sheet to dealers itemizing the disks in its "20th Anniversary" package deal takes a special form. The brochure, designed to be used as a promotion piece by dealers, features on its cover a replica of the cover art for the plush "Bing" album. They begin moving out to the trade next week.

The Haydn Society may soon launch a new label. Its present name no longer describes its scope, opine company execs. The firm is releasing increasing numbers of disks featuring works by composers other than Haydn, but many consumers still think of the society as solely a Haydn promotion. Its old label will be retained, but in the future will carry works by the title composer and earlier writers, once the new project is underway.

Vox Records has added Music, Inc., of Charlotte, N. C., to its distributor net. Meanwhile, its top artist, George Feyer, of the "Echoes" series, has lined up a series of radio and television guest spots for the fall. The cafe pianist is now vacationing. Audivox Records, a diskery headed by band leader Raymond Scott, will put out its first children's record soon. Dorothy Collins (Mrs. Scott) will be the singer. The First Piano Quartet, an RCA Victor group, has made another movie short, its second, for 20th Century-Fox.

will find this sonata a welcome catalog addition.

KOUSSEVITSKY PLAYS THE DOUBLE BASS; TCHAIKOVSKY: ROMEO AND JULIET OVERTURE (1-12")—Boston Symphony; Serge Koussevitsky, Cond. RCA Victor LCT 1145 ... A disk with genuine sentimental appeal. The late conductor is heard playing a half-dozen selections on the double bass, an instrument he mastered in his youth. Cut about 25 years ago, they do not show his legendary facility with fast passages, but do demonstrate his lyric approach to a simple tune. Flip holds his 1936 reading of the "Romeo and Juliet." The Koussevitsky name, magic to many, will move satisfactory numbers of this set in larger stores.

RUSSIAN SONGS (2-10")—Raphael Arie, Bass. London LD 9101, 9103 ... Arie, a bass gifted with a fine voice, presents two well-programmed recitals of familiar songs from the Russian repertoire. Selections include "The Song of the Volga Boatman," "Death" by Gretchaninov, and "Fate" by Rachmaninoff, and songs by Rimsky-Korsakoff, Moussorgsky and Glinka. Arie makes the most of these

Reviews and Ratings of New Popular Albums

KENTON SHOWCASE: THE MUSIC OF BILL RUSSO; THE MUSIC OF BILL HOLMAN ... Stan Kenton Ork (2-10") Capitol H 525, H 526

Stan Kenton in his years as an ork leader has given many young musicians a chance to be heard, seen and appreciated. Kenton is continuing that procedure with this new album series, "Kenton Showcase." On these two LP's the ork leader presents the writings of two of the members of his ork, who also arrange for the Kenton crew, tromboneman Bill Russo and tenorman Bill Holman. The Russo set includes originals; the Holman set has eight originals by the saxist. Followers of the Kenton ork, and there are many, will enjoy these new sets, featuring the ork playing these compositions in its own, fairly cool style.

FIREMAN'S BALL ... Joe (Fingers) Carr (1-10") Capitol H 527

This set should provide a lot of sparkle at a party or at any outdoor festival, for it contains a collection of fine lively standards, played with a bright ragtime beat by Joe (Fingers) Carr and his ragtime band. Songs include "Red Wing," "Johnson Rag," "Goofus," "I Ain't Got Nobody" and others from the same era. It's a happy, lively and raucous set, and it could do well with the older crowd.

DINAH WASHINGTON SINGING WITH STRINGS ... Dinah Washington (1-EP) Mercury 1-3208

What sounded like an interesting experiment has turned out to be a first-rate disk package. Miss Washington, a great rhythm and blues vocal talent, gets backing from a lush string orchestra in readings of fine ballads. The gal's voice and style are highlighted beautifully. And while the package would have primary appeal to the rhythm and blues fans, exposure to the pops buyers should assure a good sale.

SOMETHING COOL ... June Christy (1-10") Capitol H 516

The unique song stylings of June Christy have been delighting Kenton ork followers and other members of the hip set for many years. On this new release the thrush gets a chance to show off her special, rather cool singing style on this new, rather cool album. The title tune is a long story-ballad that will interest some, but she gets a chance to swing out with "It Could Happen to You," "I Should Care" and other standards. The Pete Rugolo ork backs her in this collection of cuttings, and the ork supports her in modern fashion. Good wax, especially for jazz fans.

BARRELHOUSE, BOOGIE AND THE BLUES ... Ella Mae Morse; Big Dave Ork (1-10") Capitol H 513

Package contains eight of the best rhythm and blues tunes done in a half pop, half r.&b. style by the thrush whose forte has always been in this vein. She should get plenty of spins with the material and could rack up good sales if the current swing toward r.&b. material continues to build. Backing by the Big Dave ork is great.

HORIZONTAL: RED CAMP ... Cook 1088

A happy "discovery" of many visitors to the Republic of Texas is the outstanding night club pianist Red Camp, who unfortunately has not been heard very often outside its borders. The highly individualized interpretations of eight standards heard here show him to be an instrumentalist of unusual technical ability and possessed of a gift for re-interpreting familiar music in sleek, modern terms. He gets solid assistance from Chet Rupe on guitar and Arley Cooper on bass, particularly in "Cumpachero," where the group really swings.

expressive songs. He is accompanied on one disk by Wilfred Parry at the piano, in the other by the London Symphony Orchestra under Anatole Fistoulari. Good follow-ups to earlier Arie sets.

DEBUSSY: NOCTURNES; RAVEL: RAPSONDE ESPAGNOLE; MENUET ANTIQUE (1-12")—Paris Conservatoire Orchestre; Jean Fournet, Cond. Epic LC 3048 ... An interesting ingredient here is the first waxing of Ravel's "Menuet Antique," a piece which, as does so much of the composer's work, gives the orchestra a chance to shine in all its color. Remaining works are heavily recorded and readily available in fine performances by important orchestras and conductors. Yet this reading is good enough to attract attention and some steady sales.

BACH: RECITAL OF ORGAN MUSIC (1-12") — Jeanne Demessieux, Organ. London LL 946 ... Jeanne Demessieux has made a name for herself as an organist thruout Europe, and as of last year, in America via her extensive concert tours. She was the first woman to give a recital at Westminster

Jazz

ELLINGTON "55" ... Duke Ellington Ork (2-EP) Columbia B 424

Columbia has gone into the archives again for another Ellington package. This two-record set contains Ellington performances of tunes with which he has been associated as writer and conductor for many years. These performances, however, have never been marketed in any form. The Ellington claque will find this a must.

THE MUSIC OF DUKE ELLINGTON ... Duke Ellington Ork (2-EP) Columbia B 424

Columbia has gone into the archives again for another Ellington package. This two-record set contains Ellington performances of tunes with which he has been associated as writer and conductor for many years. These performances, however, have never been marketed in any form. The Ellington claque will find this a must.

COUNT BASIE DANCE SESSION ... Clef MGC 626

The Basie band is still the swingin'est outfit in the business—bar none. The boys come thru on 10 selections penned by a batch of fine arrangers and beautifully recorded. Plenty of solos by Basie and the sidemen, too. But the real meat is the slick band sound and tremendous beat evident thruout. It's just wonderful listening.

THE BOHEME BAR ... Liane; Boheme Bar Trio (1-10") Vanguard VRS 7013

Every night, in the Boheme Bar in Vienna, Liane and her trio entertain the crowd with their varied interpretations of new and old tunes, German, French, Austrian and what have you. Chantuese Liane is a most talented thrush, with a warm, enchanting style, and she is always helped considerably by the Boheme Bar Trio. On this new set, the third issued by the label, the thrush sings a group of European pop tunes, while the trio gets a chance to play a few items on its own. Those who enjoy smart continental music will want this delightful set.

DAVE BRUBECK featured on JAZZ AT COP Fantasy 3-13 L.P. DJ's write for your Free Copy.

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NEW! UNRELEASED! POPULAR—JAZZ

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Cucaracha Boogie
 The Doll Dance

A real bonus for Liberace fans. Two great performances, recently recorded.

2. ROSEMARY CLOONEY

The Lady Is A Tramp
 I'll Be Around

A pair of great standards by Cole Porter and Alec Wilder. Newly recorded by Rosie.

3. ARTHUR GODFREY

Lazy Bones
 Shoo, Fly, Don't Bother Me

Here's Godfrey at his best, singing and playing two of his favorites in a wonderful, lazy mood.

4. DORIS DAY

I Love The Way You Say Goodnight
 I Went A-Wooin'

Two very special performances by glamorous star of screen and records.

5. FRANKIE LAINE

Keepin' Out Of Mischief
 I Can't Give You Anything But Love

Frankie sings jazz with an all-star group. Hear him as he likes to sing these great standards.

6. KEN GRIFFIN

Scatter-Brain
 Now Is The Hour

King of the popular organists, Ken plays two of his best.

7. TONY BENNETT

Close Your Eyes
 We Mustn't Say Goodbye

Columbia's hitmaker with two fine songs never before heard on records.

8. HARRY JAMES and his Orchestra

Stompin' At The Savoy (Part I)
 Stompin' At The Savoy (Part II)

A two-part classic by the great James band. Recorded in Hollywood, December, 1947.

9. DAVE BRUBECK QUARTET

Don't Worry 'Bout Me (Part I)
 Don't Worry 'Bout Me (Part II)

Recorded at the University of Cincinnati this year, this performance has never been heard

on records. Dave Brubeck, piano, Paul Desmond, alto sax, Bob Bates, bass, Joe Dodge, drums.

10. BENNY GOODMAN and his Orchestra

Wolverine Blues
 You're Right—I'm Wrong

A prize for Goodman collectors. "Wolverine" recorded March, 1953. "You're Right" was made in December, 1945.

11. LES ELGART and his Orchestra

Josephine
 Easy Pickin'

America's Prom Favorite, the Elgart band plays two more great arrangements, newly recorded.

12. DUKE ELLINGTON and his Orchestra

Priming For The Prom
 8 Sharp Boston

The Duke with two unique originals. The first recorded December, 1952. The second December, 1949.

NEW! UNRELEASED! MASTERWORKS PERFORMANCES

13. THE PHILADELPHIA ORCHESTRA

Eugene Ormandy, conductor
 Smetana: The Bartered Bride

1. Polka
 2. Dance of the Comedians

Rich, dramatic performances by "the world's greatest orchestra."

14. ROYAL PHILHARMONIC ORCHESTRA

conducted by Sir Thomas Beecham, Bart.

Tchaikovsky: Nutcracker Suite, Op. 71a

1. Russian Dance (Trepak)
 2. Chinese Dance

3. Dance of the Sugar Plum Fairy

Massenet: The Last Sleep Of The Virgin

Sir Thomas conducts the most popular of all great classics in a superb new recording, together with Massenet's lyrical, religious composition.

15. ANDRE KOSTELANETZ and his Orchestra

Tchaikovsky: The Sleeping Beauty—
 Ballet Music, Op. 66

1. Introduction (Allegro vivo)
 2. Dance Scene (Entrance of the Fairies)

Popular ballet music by the master of orchestral sound, performed colorfully by Kostelanetz.

16. ALBERT SCHWEITZER

Bach: Organ Preludes

1. Ein' Feste Burg Ist Unser Gott
 2. Gottes Sohn Ist Kommen;
 Sei Gegrusselt Jesu Götig

One of the world's great men plays three well-known Bach-Preludes, recorded at the parish church in Günsbach, Alsace.

17. ISAAC STERN, violin

A. Zakin, piano

Moussorgsky: Hopak (Arr. by Rachmaninoff)
 Stravinsky: Berceuse from "Firebird Suite"

Spirited performances by two impeccable artists brilliantly recorded.

18. RUDOLF SERKIN, piano

Schubert: Moments Musicaux, Op. 94

1. First Movement: Moderato
 2. Third Movement: Allegro moderato
 Fifth Movement: Allegro vivace

One of the greatest interpreters of Schubert plays three intimate pieces.

19. ANNA RUSSELL

Chlorophyll Solly
 Dripping With Gore

Noisy Neighbors
 Miserable

Anna Russell, International Concert Comedienne, with Jimmy Carroll and Orchestra.

20. ZINO FRANCESCATTI, violin

Artur Balsam, piano

Paganini: Carnival Of Venice (Parts I & II)

The incredible artistry of Francescatti is perfectly suited to compositions by his great predecessor.

THRILLING HISTORIC PERFORMANCES—NOW UNAVAILABLE

21. PHILHARMONIC ORCHESTRA OF NEW YORK

Josef Stransky, Conductor

Beethoven: Symphony No. 5 In C Minor

Second Movement: Andante con moto (Beginning)

PHILHARMONIC-SYMPHONY ORCHESTRA OF NEW YORK

Bruno Walter, conducting

Beethoven: Symphony No. 5 In C Minor,

Second Movement: Andante con moto (Conclusion)

A rare moment on records! One of the first recordings by the Philharmonic, made in 1917, coupled with the same music by today's brilliant orchestra.

22. CELESTINA BONINSEGNA

Soprano

Belini: Casta Diva from "Norma"

Belini: Bello A Me Ritorna from "Norma"

Most famous of her operatic repertoire recorded by one of the great voices of this century. Recorded 1910.

23. MARY GARDEN, Soprano

Jongleur de Notre Dame: Liberté

Herodiade: Il est doux

A great star singing arias that were identified with her success. Recorded 1911-13.

24. ROSA PONSELLE, Soprano

Aida: Ritorna Vincitor

Pagliacci: Ballatella

The great American-born lyric soprano sings from her Metropolitan Opera repertoire. Recorded 1919-23.

25. AL JOLSON, with Guy Lombardo and His Royal Canadians

CLAYTON, JACKSON & DURANTE

Rock-A-Bye Your Baby With A Dixie Melody

I Know Darn Well I Can Do Without Broadway

But Can Broadway Do Without Me?

Al Jolson sings one of his greatest songs. Jimmy Durante joins his partners in a vaudeville number that made them famous. First side recorded 1932. Second side 1929.

DEALER'S NAME

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

Summer has always seemed to be the best time of year for Mercury Records—if not for some other labels. Both "Tennessee Waltz" and "Doggie in the Window" broke for the label in the hottest days of the year. This year follows the pattern. The diskery is holding down the top spot on the charts with the Crew Cuts' version of "Sh-Boom" and



THE CREW CUTS

is in the number three position with the Gaylords' version of "The Little Shoemaker." Both records are setting a hot sales pace for the label.

By this time, of course, the Gaylords are well-established disk names—and by the time the "Sh-Boom" boom has fizzled somewhat, the Crew Cuts will be one of the hottest disk attractions



THE GAYLORDS

in the business, since this is their second big-selling platter in their short career.

Mercury, by the way, is also hitting big sales figures with the label's first move into big-ticket classical album packages. Their de luxe version of "The Nutcracker" by Antal Dorati and the Minneapolis Symphony orchestra is still high on the best-selling charts.

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	1	15
2. High and the Mighty	11	2
3. Little Shoemaker	4	4
4. Three Coins in the Fountain	2	12
5. Hey, There	8	4
6. Sh-Boom	5	4
7. Happy Wanderer	6	14
8. Hernando's Hideaway	3	10
9. Goodnight, Sweetheart, Goodnight	9	3
10. In the Chapel in the Moonlight	13	3
11. My Friend	7	9
12. I Understand Just How You Feel	10	11
13. Joey	14	3
14. If You Love Me (Really Love Me)	—	13
15. I'm a Fool to Care	—	1

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending August 4

This Week	Last Week	Weeks on Chart
1. Sh-Boom	2	6
2. Little Things Mean a Lot	1	16
3. Little Shoemaker	4	7
4. Three Coins in the Fountain	3	13
5. Hernando's Hideaway	5	12
6. Hey, There	6	4
7. High and the Mighty	8	3
8. In the Chapel in the Moonlight	11	4
9. Goodnight, Sweetheart, Goodnight	10	5
10. Happy Wanderer	7	15

Second Ten

11. I UNDERSTAND JUST HOW YOU FEEL	8	12
12. I'M A FOOL TO CARE	12	4
13. IF YOU LOVE ME (REALLY LOVE ME)	13	16
14. SWAY	18	2
15. JOEY	17	3
16. CRAZY 'BOUT YOU, BABY	15	13
16. THIS OLE HOUSE	—	1
18. MY FRIEND	14	8
19. THANK YOU FOR CALLING	19	4
20. CINNAMON SINNER	—	1

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

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

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Popular Records, Singles	26	Country & Western	40
Packaged Records, Popular	19	Rhythm & Blues	41
Packaged Records, Classical	19	Other Categories	42

Tunes with Greatest Radio-TV Audiences

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

Radio

Answer Me, My Love (R)—Bourne—ASCAP
Bugler's Holiday (R)—Mills—ASCAP
Dream (R)—Goldsen—ASCAP
Gilly Gilly Ossenfeffer Katzenellenbogen
By the Sea (R)—Beaver—ASCAP
Green Years (R)—Harms—ASCAP
Happy Wanderer (R)—Fox—ASCAP
Heaven Was Never Like This (R)—Famous—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 Understand Just How You Feel (R)—Jubilee—ASCAP
If I Give My Heart to You (R)—Miller—ASCAP
If You Love Me (Really Love Me) (R)—Duchess—BMI
I'm a Fool to Care (R)—Peer—BMI
In a Garden of Roses (R)—Goday—BMI
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP
Little Shoemaker (R)—Bourne—ASCAP
Little Things Mean a Lot (R)—Feist—ASCAP
Magic Tango (R)—Chappell—ASCAP
Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP
Man That Got Away (R) (F)—Harwin—ASCAP
Man Upstairs (R)—Vesta—BMI
Sh-Boom (R)—Hill & Range—BMI
Some Day (R)—Famous—ASCAP
Steam Heat (R) (M)—Frank—ASCAP
Sway (R)—Peer—BMI
That's What I Like (R)—Chappell—ASCAP
There Never Was a Night So Beautiful (R)—Broadcast—BMI
Three Coins in the Fountain (R) (F)—Robbins—ASCAP

Television

And This Is My Beloved (R) (M)—Frank—ASCAP
Answer Me, My Love (R)—Bourne—ASCAP
Cinnamon Sinner (R)—Raleigh—BMI
Down by the Riverside (R)—Spier—ASCAP
Four Horsemen (R)—Zephyr—ASCAP
Gilly Gilly Ossenfeffer Katzenellenbogen
By the Sea (R)—Beaver—ASCAP
Girl With the Figure Like an Hour Glass (R)—E. H. Morris—ASCAP
Goodnight, Sweetheart, Goodnight (R)—Arc—BMI
Happy Wanderer (R)—Fox—ASCAP
Hernando's Hideaway (R) (M)—Frank—ASCAP
Hey, There (R) (M)—Frank—ASCAP
Hit and Run Affair (R)—Duchess—BMI
I Can't Believe That You're in Love With Me (R)—Mills—ASCAP
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP
Joey (R)—Lowell—BMI
Knock on Wood (R) (F)—Famous—ASCAP
Little Shoemaker (R)—Bourne—ASCAP
Little Things Mean a Lot (R)—Feist—ASCAP
Man That Got Away (R) (F)—Harwin—ASCAP
Man With the Banjo (R)—Mellin—BMI
Marie (R)—Berlin—ASCAP
My Friend (R)—Paxton—ASCAP
Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
Say Hey (R)—Tula—BMI
Secret Love (R)—Remick—ASCAP
Skokian (R)—Shapiro-Bernstein—ASCAP
Sway (R)—Peer—BMI
Three Coins in the Fountain (R) (F)—Robbins—ASCAP
Wanted (R)—Witmark—ASCAP
Who's Afraid (R)—Advanced—ASCAP

England's Top Twenty

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

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



Buyboard

Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.

TOP SELLERS— POPULAR Listed Alphabetically

THE GAL THAT GOT AWAY	
HALF AS LOVELY	F. Sinatra 2864
THE HIGH AND THE MIGHTY	
MORE LOVE THAN YOUR LOVE	L. Baxter 2845
I'M A FOOL TO CARE	
AUCTIONEER	L. Paul & M. Ford 2839
MAKE HER MINE	
I ENVY	N. Cole 2803
THE MAN UPSTAIRS	
IF YOU LOVE ME	K. Starr 2769
PERIOD	
HOW WRONG CAN YOU BE	The Four Knights 2847
RIVER OF NO RETURN	
GIVE ME YOUR WORD	T. Ernie 2810
SWAY	
MONEY BURNS A HOLE IN MY POCKET	D. Martin 2818
THAT'S WHAT I LIKE	
THE PEDDLER MAN	D. Martin 2870
THREE COINS IN THE FOUNTAIN	
RAIN	F. Sinatra 2816

COMING UP FAST Listed Alphabetically

ANSWER ME, MY LOVE	
WHY	N. Cole 2687
EINS, ZWEI, DREI	
LOSING YOU	T. Ernie 2876
HONEY LOVE	
RIOT IN CELL BLOCK NUMBER NINE	V. Young 2865
I DON'T HURT ANYMORE	
CAT DANCIN'	R. Anthony 2860
I'LL BE SEEING YOU	
PLEASE REMEMBER	The Four Freshmen 2832
JOEY	
ASK ME	M. Whiting 2853
OH, BABY MINE	
I COULDN'T STAY AWAY FROM YOU	The Four Knights 2654

LATEST RELEASES

Numbers
432 & 433

MONEY HONEY	
I LOVE YOU, YES I DO	Ella Mae Morse 2882
MISTER AND MISSUS COCONUT	
PUT ANOTHER ROLL ON THE PLAYER PIANO	Joe "Fingers" Carr 2883
ROCK, ROLL, BALL AND WAIL	
THE BIG GOOF	Big Dave 2884
YOUR LOVE IS LIKE A FAUCET BUT I DO	Skeets McDonald 2885
DIXIE CANNON BALL	
INDIAN POLKA	Jenks (Tex) Carman 2886
BLUES IN THE NIGHT	
THE PEANUT VENDOR	Betty Reilly 2888
FISH AND POI	
THE HUKILAU SONG	Andy Bright 2889
BLUE LEI	
MY WAIKIKI GIRL	Webley Edwards 2890
WHATCHA GONNA DO NOW YOU'RE FOR ME	Tommy Collins 2891
BUSTIN' THRU OUR PARADISE	Speedy West & Jimmy Bryant 2892
THE SONG FROM "THE CAINE MUTINY" VILIA	Nelson Riddle 2893
IN THE CHAPEL IN THE MOONLIGHT EASY STREET	The Four Knights 2894

BEST SELLING— POPULAR ALBUMS Listed Alphabetically

BY THE BEAUTIFUL SEA—Shirley Booth	45 rpm "EP" No. EDM-531 33 1/3 rpm No. S-531
THE HITS OF KAY STARR—Kay Starr	45 rpm "EP" No. EAP-1-415 & EAP-2-415 33 1/3 rpm No. H-415
MUSIC FOR LOVERS ONLY—Jackie Gleason	45 rpm "EP" No. EBF-352 33 1/3 rpm No. H-352
MUSIC TO MAKE YOU MISTY—Jackie Gleason	45 rpm "EP" No. EBF-455 33 1/3 rpm No. H-455
NAT (KING) COLE SINGS FOR TWO IN LOVE— Nat (King) Cole	45 rpm "EP" No. EBF-420 33 1/3 rpm No. H-420
NAT (KING) COLE 10th ANNIVERSARY ALBUM— Nat (King) Cole	45 rpm "EP" No. EAP-1-2-3-4-514 33 1/3 rpm No. W-514
NO RESERVATIONS—Frances Faye	45 rpm "EP" No. EBF-512 33 1/3 rpm No. H-512
SOFT LIGHTS AND BOBBY HACKETT—Bobby Hackett	45 rpm "EP" No. EBF-458 & EAP-1-458 & EAP-2-458 33 1/3 rpm No. H-458
SWINGIN' AROUND—Pee Wee Hunt	45 rpm "EP" No. EAP-1-492 & EAP-2-492 33 1/3 rpm No. H-492
TOP HITS OF '54, VOLUME I—Starr, Sinatra, etc.	45 rpm "EP" No. EAP-1-9117 & EAP-2-9117 33 1/3 rpm No. H-9117
TV CURTAIN CALLS—Kale Smith	45 rpm "EP" No. EBF-515 33 1/3 rpm No. H-515
TV'S TOP TUNES—Ray Anthony	45 rpm "EP" No. EAP-1-9118 & EAP-2-9118 33 1/3 rpm No. H-9118
UNFORGETTABLE—Nat (King) Cole	45 rpm "EP" No. EBF-357 33 1/3 rpm No. H-357

TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

A PLACE FOR GIRLS LIKE YOU IN THE CHAPEL IN THE MOONLIGHT	F. Young 2859
THE DRUNKEN DRIVER HOMESICK	F. Huskey 2835
ETHYL IN MY GAS TANK YOU OUGHTA KNOW	J. Heap & P. Williams 2866
HONKY-TONK GIRL WE'VE GONE TOO FAR	H. Thompson 2823
I ALWAYS GET A SOUVENIR LET ME LOVE YOU	T. Collins 2806
I BOWED DOWN HE'LL PART THE WATER	M. Carson 2825
IF WE FORGET GOD SATAN LIED TO ME	The Louvin Brothers 2852
JERSEY BOUNCE SUNRISE SERENADE	H. Thompson 2792
NOLA FLY RIGHT BOOGIE	M. Moore 2796
TWO WHOOPS AND A HOLLER WHY DID YOU WAIT!	J. Shepard 2791
YOU BETTER NOT DO THAT HIGH ON A HILLTOP	T. Collins 2701
YOU GOTTA HAVE A LICENSE THERE'LL BE NO OTHER	T. Collins 2584

BEST SELLING— "EP" ALBUMS Listed Alphabetically

BOB MANNING	45 rpm "EP" No. EAP-1-279	IT'S BILLY MAY TIME	45 rpm "EP" No. EAP-1-145
DANCE CRAZE—Anthony, Kenton, Hunt	45 rpm "EP" No. EAP-1-518	LIVING IT UP—Dean Martin & Jerry Lewis	45 rpm "EP" No. EAP-1-533
THE FOUR FRESHMEN	45 rpm "EP" No. EAP-1-433	STAN KENTON PLAYS THE COMPOSITIONS OF PETE RUGOLO	45 rpm "EP" No. EAP-1-508
HITS FROM BY THE BEAUTIFUL SEA— Cole, Baxter, O'Connell, etc.	45 rpm "EP" No. EAP-1-535	THREE COINS IN THE FOUNTAIN—Frank Sinatra	45 rpm "EP" No. EAP-1-542
I GET SO LONELY—The Four Knights	45 rpm "EP" No. EAP-1-506	TWO FOR THE RECORD—Benny Goodman	45 rpm "EP" No. EAP-1-519

"Specialized" HIGH-FIDELITY ALBUMS

FULL DIMENSIONAL SOUND— Study in High Fidelity	33 1/3 rpm No. SAL-9020
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9022
HIGH FIDELITY VOCALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9023

BEST SELLING—"1600" SERIES Listed Alphabetically

THE BREEZE		OH!	
SIDE BY SIDE—K. Starr	1688	THE DARKTOWN STRUTTERS' BALL	P. Hunt 1691
THE ELKS' PARADE		ONCE IN A WHILE	
SHERWOOD'S FOREST—B. Sherwood	1694	BRAZIL—The Dinning Sisters	1653
HOW HIGH THE MOON		PRETEND	
JOSEPHINE—L. Paul & M. Ford	1675	UNFORGETTABLE—N. Cole	1689
I BELIEVE		SEPTEMBER SONG	
WITH A SONG IN MY HEART—J. Froman	1692	LAURA—S. Kenton	1680
MULE TRAIN		TENDERLY	
THE CRY OF THE WILD GOOSE— T. Ernie	1695	AUTUMN NOCTURNE—R. Anthony	1654
MY BABY'S COMIN' HOME		TENNESSEE WALTZ	
MEET MISTER CALLAGHAN		MOCKIN' BIRD HILL—L. Paul & M. Ford	1676
L. Paul & M. Ford	1690	TWELFTH STREET RAG	
		THE CHARLESTON—P. Hunt	1638

"Whatcha
Gonna
Do Now"
"You're
For
Me"

Record No. 2891

TOMMY
COLLINS



The FOUR KNIGHTS
"In the Chapel in
the Moonlight"
"Easy
Street"

Record
No. 2894



The Song from
"The Caine Mutiny"
(I Can't Believe that You're in Love with Me)

"Vilia"

Record No. 2893

NELSON
RIDDLE



the danceable version --

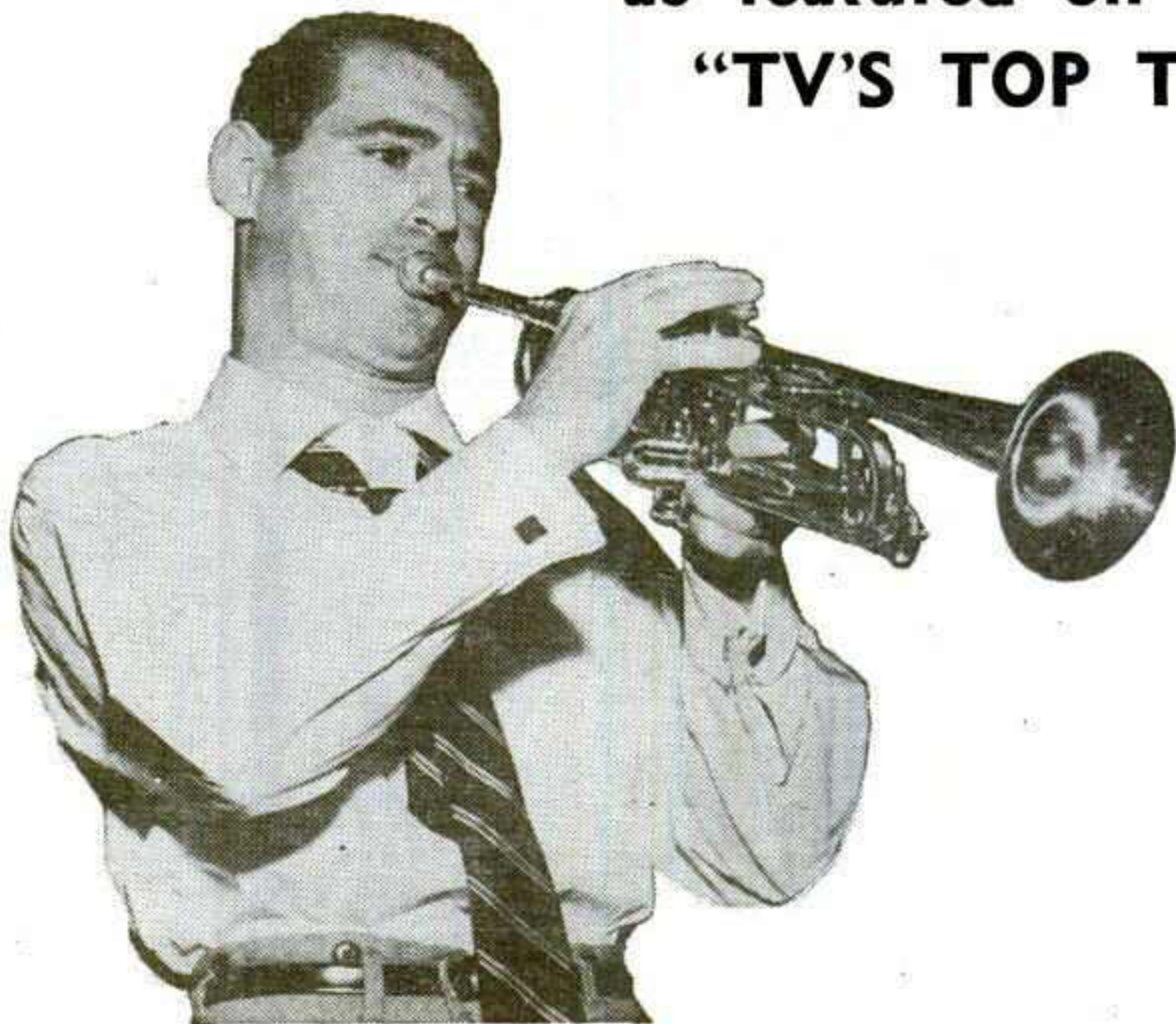
the **BIG** version --

by **AMERICAS NO. 1 DANCE BAND!**

RAY ANTHONY

"SKORRIAN"

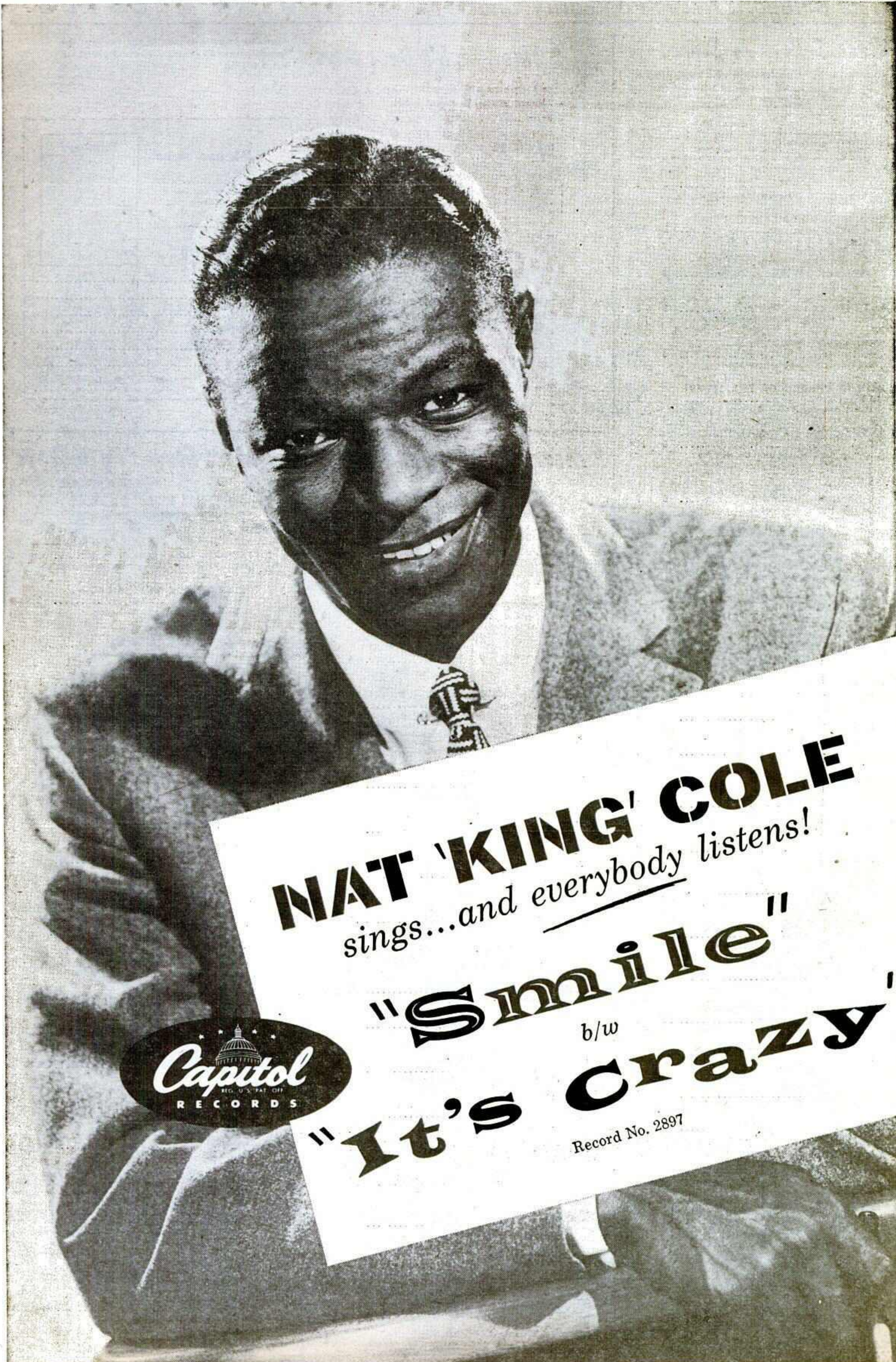
as featured on Ray Anthony's
"TV'S TOP TUNES"—CBS every Mon., Wed. and Fri.



The only version unanimously
picked by **BILLBOARD, VARIETY**
and **CASH BOX** magazines.

backed with **"SAY HEY"**
Capitol record no. 2896





NAT 'KING' COLE
sings...and everybody listens!

"Smile"

b/w

"It's Crazy"

Record No. 2897



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending August 4

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 parentheses after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Record Title	Label
1	2	6	SH-BOOM—Crew Cuts	Mercury 70404—BMI
2	1	18	LITTLE THINGS MEAN A LOT—K. Kallen	Dec 29037—ASCAP
3	3	7	LITTLE SHOEMAKER—Gaylords	Mecque Mecque—Mercury 70403—ASCAP
4	5	5	HEY, THERE—R. Clooney	This Ole House—(22)—Col 40266—ASCAP
5	4	12	HERNANDO'S HIDEAWAY—A. Bleyer	S'll Vous Plait—Cadence 1241—ASCAP
6	7	5	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	Take Everything But You—Dec 29130—ASCAP
7	6	13	THREE COINS IN THE FOUNTAIN—Four Aces	Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP
8	9	7	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters	Heavenly Feeling—Coral 61187—BMI
9	8	16	HAPPY WANDERER—F. Weir	From Your Lips—London 1448—ASCAP
10	18	2	HIGH AND THE MIGHTY—V. Young	Moonlight and Roses—Dec 29203—ASCAP
11	10	5	I'M A FOOL TO CARE—L. Paul-M. Ford	Auctioneer—Cap 2839—BMI
12	14	3	HIGH AND THE MIGHTY—L. Holmes	Lisa—M-G-M 11761—ASCAP
13	17	3	HIGH AND THE MIGHTY—L. Baxter	More Love Than Your Love—Cap 2845—ASCAP
14	13	7	SH-BOOM—Chords	Little Maiden—Cat 104—BMI
15	19	4	SWAY—D. Martin	Money Burns a Hole in My Pocket—Cap 2818—BMI
16	15	5	LITTLE SHOEMAKER—H. Winterhalter	Magic Tango—(30)—V 20-5769—ASCAP
17	11	12	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	Sugar Lump—Jubilee 5132—ASCAP
18	21	10	I UNDERSTAND JUST HOW YOU FEEL—J. Valli	Love, Tears and Kisses—V 20-5740—ASCAP
19	16	17	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	Man Upstairs—Cap 2769—BMI
20	20	11	THREE COINS IN THE FOUNTAIN—F. Sinatra	Rain—Cap 2816—ASCAP
21	12	15	CRAZY 'BOUT YOU, BABY—Crew Cuts	Angelia Mia—Mercury 70341—BMI
22	25	2	THIS OLE HOUSE—R. Clooney	Hey, There—(4)—Col 40266—BMI
23	22	2	THEY WERE DOING THE MAMBO—V. Monroe	Mister Sandman—V 20-5767—ASCAP
24	28	2	CINNAMON SINNER—T. Bennett	Take Me Back Again—Col 40272—BMI
25	30	3	MOONLIGHT AND ROSES—Three Suns	Crazy Legs—V 20-5768—ASCAP
26	25	14	HAPPY WANDERER—H. Rene	My Impossible Love—V 20-5715—ASCAP
27	—	2	GOODNIGHT, SWEETHEART, GOODNIGHT—S. Gale	Call Off the Wedding—V 20-5746—BMI
28	—	1	CARA MIA—D. Whitfield	How, When or Where—London 1486—ASCAP
29	—	1	WHAT A DREAM—P. Page	I Cried—Mercury 70416—BMI
30	—	2	MAGIC TANGO—H. Winterhalter	Little Shoemaker—(16)—V 20-5769—ASCAP

• This Week's Best Buys

HIGH AND THE MIGHTY (Witmark, ASCAP)—Johnny Desmond—Coral 61204

Four instrumental versions of the movie tune are already pulling lots of action, but the strength of this haunting opus is still unexhausted. Here is the only vocal treatment, and it too is now moving up into the money. Side has figured on the Chicago territorial chart for the past two weeks and is building very solidly in other areas. Flip side is "Got No Time."

IF I DIDN'T CARE (Chappell, ASCAP)—The Hilltoppers—Dot 15220

The pretty standard figures as the latest in the group's consistent record of clicks. This one is moving up rapidly and shortly after release has moved up as a contender with major sales strength in New York, Milwaukee, St. Louis and Buffalo. The disk is also attracting loot in other areas. Top potential for dealers and juke box operators is indicated by reports. Flip side is "Bettina" (Randy Smith, ASCAP).

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

Please send

One Year.....\$10
(1 year at single copy price USA and Canada is \$13.)

Foreign Rate.....\$20

Payment enclosed



Name

Title or position

Company

Nature of business

Address

City, zone, state

The Billboard • 2160 Patterson St. • Cincinnati 22, Ohio 770

• Most Played in Juke Boxes

For survey week ending August 4

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

This Week	Last Week	Weeks on Chart	Record Title	Label
1	1	14	LITTLE THINGS MEAN A LOT—K. Kallen	I Don't Think You Love Me Anymore—Dec 29037—ASCAP
2	2	13	THREE COINS IN THE FOUNTAIN—Four Aces	Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP
3	4	4	SH-BOOM—Crew Cuts	I Spoke Too Soon—Mercury 70404—BMI
4	3	11	HERNANDO'S HIDEAWAY—A. Bleyer	S'll Vous Plait—Cadence 1241—ASCAP
5	5	5	LITTLE SHOEMAKER—Gaylords	Mecque, Mecque—Mercury 70403—ASCAP
6	6	10	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	Sugar Lump—Jubilee 5132—ASCAP
7	7	3	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters	Heavenly Feeling—Coral 61187—BMI
8	14	3	I'M A FOOL TO CARE—L. Paul-M. Ford	Auctioneer—Cap 2839—BMI
8	9	3	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	Take Everything But You—Dec 29130—ASCAP
10	8	14	HAPPY WANDERER—F. Weir	From Your Lips—London 1448—ASCAP
11	12	5	SH-BOOM—Chords	Little Maiden—Cat 104—BMI
12	19	2	HEY, THERE—R. Clooney	This Ole House—Col 40266—ASCAP
13	9	5	LITTLE SHOEMAKER—H. Winterhalter	Magic Tango—V 20-5769—ASCAP
14	11	14	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	Man Upstairs—Cap 2769—BMI
14	—	4	HAPPY WANDERER—H. Rene	My Impossible Love—V 20-5715—ASCAP
16	15	6	SOMEDAY—F. Laine	There Must Be a Reason—Col 40235—ASCAP
16	16	9	CRAZY 'BOUT YOU, BABY—Crew Cuts	Angelia Mia—Mercury 70341—BMI
18	17	2	HIGH AND THE MIGHTY—J. Desmond	In God We Trust—Coral 61204—ASCAP
19	18	2	HAPPY DAYS AND LONELY NIGHTS—Fontane Sisters	If I Didn't Have You—Dot 15171—ASCAP
20	—	1	THIS OLE HOUSE—R. Clooney	Hey There—Col 40266—BMI

• Most Played by Jockeys

For survey week ending August 4

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

This Week	Last Week	Weeks on Chart	Record Title	Label
1	1	6	SH-BOOM—Crew Cuts	I Spoke Too Soon—Mercury 70404—BMI
2	2	18	LITTLE THINGS MEAN A LOT—K. Kallen	I Don't Think You Love Me Anymore—Dec 29037—ASCAP
3	3	7	LITTLE SHOEMAKER—Gaylords	Mecque, Mecque—Mercury 70403—ASCAP
4	5	13	HERNANDO'S HIDEAWAY—A. Bleyer	S'll Vous Plait—Cadence 1241—ASCAP
5	4	13	THREE COINS IN THE FOUNTAIN—Four Aces	Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP
6	6	4	HEY, THERE—R. Clooney	This Ole House—Col 40266—ASCAP
7	8	5	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	Take Everything But You—Dec 29130—ASCAP
8	9	5	I'M A FOOL TO CARE—L. Paul-M. Ford	Auctioneer—Cap 2839—BMI
9	10	5	LITTLE SHOEMAKER—H. Winterhalter	Magic Tango—V 20-5769—ASCAP
10	12	3	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters	Heavenly Feeling—Coral 61187—BMI
11	7	12	THREE COINS IN THE FOUNTAIN—F. Sinatra	Rain—Cap 2816—ASCAP
12	17	2	HIGH AND THE MIGHTY—L. Baxter	More Love Than Your Love—Cap 2845—ASCAP
13	14	2	THIS OLE HOUSE—R. Clooney	Hey There—Col 40266—BMI
14	—	4	SH-BOOM—Chords	Little Maiden—Cat 104—BMI
15	13	12	CRAZY 'BOUT YOU, BABY—Crew Cuts	Angelia Mia—Mercury 70341—BMI
16	11	11	I UNDERSTAND JUST HOW YOU FEEL—J. Valli	Love, Tears and Kisses—V 20-5740—ASCAP
17	19	9	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	Sugar Lump—Jubilee 5132—ASCAP
18	—	1	SWAY—D. Martin	Money Burns a Hole in My Pocket—Cap 2818—BMI
19	—	4	THANK YOU FOR CALLING—J. Stafford	Where Are You?—Col 40258—BMI
20	—	5	JOEY—B. Madigan	And So I Walked Home—M-G-M 11716—BMI

BILLBOARD PICKS TWO NEW HITS!



**RONNIE
GAYLORD**

**"I'M NO
GONNA SAY"**

COUPLED WITH

"DON'T YOU FORGET ABOUT ME"

MERCURY 70425 • 70425X45



The TOP Version

**RALPH
MARTERIE**

AND HIS ORCHESTRA

"SKOKIAAN"

MERCURY 70432 • 70432X45

"Marterie Features A Solid Beat" . . . **BILLBOARD PICK**

★

"The Marterie Version Has Drive. Tune Has A Bounce . . . combination **IRRESISTIBLE**. Headed For The TOP!"

CASH BOX Sleeper Of The Week

JULY 31, 1954

The Billboard Music Popularity Charts

• **Review Spotlight On...**

RONNIE GAYLORD
I'm No Gonna Say No (Vincent, BMI)—Mercury 70425—Latest addition to the ever-increasing list of Neopolitan-flavored disk material is this coupling by Ronnie Gaylord, who makes the charts with ease regularly. Top side is done in dialect and in Italian, while the flip, a ballad, gives the star a chance to sell his pipes warmly.

NEWS FLASH!

"Skokiaan" is some big seller in Spungabera, is breaking big in Bulawayo, and is already #1 record on Sumbowanga hit parade. The Most Honorable Mayor of Mutambomukulu, has declared this the official song of that fair city, and record merchants report no record since "Tennessee Waltz" has sold so quickly, as "Skokiaan." The head-hunters of Mazabuka have lost their heads over this hit song. Why, it is even breaking in Cleveland. So, you can see this is not a "regional hit" but a record with wide appeal.



A NEW DAMONE

SINGS

"In My Own Quiet Way"

COUPLED WITH

"Once And Only Once"

MERCURY 70436 • 70436X45





Movie Tune Breaking Wide Open
CARLOS THOMPSON

NO ONE BUT YOU

From the MGM film "THE FLAME AND THE FLESH"

THE PEDDLER MAN

MGM 11771 78 rpm
 K 11771 45 rpm

JONI JAMES
IN A GARDEN OF ROSES

EVERY DAY

MGM 11753 78 rpm
 K 11753 45 rpm

BOB STEWART

CASHBOX SLEEPER

THE DANCE OF THE HOURS

SAID

MGM 11795 78 rpm
 K 11795 45 rpm

VARIETY BEST BET

FRAN WARREN

THE MAN THAT GOT AWAY

and LOVE ME LOVE

MGM 11769 78 rpm
 K 11769 45 rpm

THE VOICES THREE

CASHBOX SLEEPER

DEVIL LIPS

MGM 11793 78 rpm
 K 11793 45 rpm

DOES YOUR HEART BEAT FOR ME

Billboard Review of the Week

M-G-M is First with the Nation's Newest Hit!

LEROY HOLMES
 and his Orchestra

THE HIGH and the MIGHTY

Infectious Theme From the Warner Bros. Film "The High and the Mighty"

b/w LISA

MGM 11761 78 rpm - K 11761 45 rpm

BETTY MADIGAN

JOEY

and AND SO I WALKED HOME

MGM 11716 78 rpm • K 11716 45 rpm

CAT MUSIC

BILLY MOORE QUARTET

OUT OF THE BUSHES

THAT DON'T DO ME NO GOOD

BABY DEE

HOLD THE LIGHT FOR ME

DON'T LIVE LIKE THAT NO MORE

SAM (THE MAN) TAYLOR & THE CAT MEN

THIS CAN'T BE LOVE

PLEASE BE KIND

MGM 11758 78 rpm • K 11758 45 rpm

RHYTHM AND BLUES

LIONEL HAMPTON

GABBY'S GABBIN'

MGM 11765 78 rpm • K 11765 45 rpm

SAM (THE MAN) TAYLOR & THE CAT MEN

S'POSIN' HOUND DOG SPECIAL

MGM 11794 78 rpm • K 11794 45 rpm

JUMPING WITH G. H.

MY REVERIE

A TERRIBLE SIGHT



SAM (THE MAN) TAYLOR & THE CAT MEN

"CAT MUSIC"

45 rpm M-G-M Extended Play Album X1109.

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

707 SEVEN AVENUE NEW YORK 26 N. Y.

The Billboard Music Popularity Charts
POPULAR RECORDS

• **Territorial Best Sellers**

For survey week ending August 4

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

Atlanta

1. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
2. High and the Mighty, L. Baxter, Cap.
3. Sh-Boom, Crew Cuts, Mer.
4. Three Coins in the Fountain Four Aces, Dec.
5. Hey, There, R. Clooney, Col.
6. Magic Tango, H. Winterhalter, V.
7. Hernando's Hideaway, A. Bleyer, Cdc.

Balti.-Wash.

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

Boston

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

Buffalo

1. Hey, There, S. Davis Jr., Dec.
2. Sh-Boom, Crew Cuts, Mer.
3. Three Coins in the Fountain Four Aces, Dec.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. Money Burns a Hole in My Pocket D. Martin, Cap.
6. Moonlight and Roses, Three Suns, V.

Chicago

1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. Hey, There, R. Clooney, Col.
4. Sway, D. Martin, Cap.
5. Hernando's Hideaway, A. Bleyer, Cdc.
6. High and the Mighty J. Desmond, Cor.
7. High and the Mighty, V. Young, Dec.
8. High and the Mighty L. Holmes, M-G-M
9. Three Coins in the Fountain Four Aces, Dec.
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. High and the Mighty, V. Young, Dec.
5. Little Things Mean a Lot K. Kallen, Dec.
6. Three Coins in the Fountain Four Aces, Dec.
7. Hernando's Hideaway, A. Bleyer, Cdc.
8. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
9. In the Chapel in the Moonlight K. Kallen, Dec.
10. I Understand Just How You Feel J. Valli, V.

Cleveland

1. Little Shoemaker, Gaylords, Mer.
2. Cara Mia, D. Whitfield, Lon.
3. Sh-Boom, Crew Cuts, Mer.
4. Moonlight and Roses, Three Suns, V.
5. Shake, Rattle, and Roll, B. Haley, Dec.
6. High and the Mighty L. Holmes, M-G-M
7. In the Chapel in the Moonlight K. Kallen, Dec.
8. Little Things Mean a Lot K. Kallen, Dec.
9. Hey, There, R. Clooney, Col.
10. I'm a Fool to Care L. Paul & M. Ford, Cap.

Dallas-Fort Worth

1. Little Things Mean a Lot K. Kallen, Dec.
2. High and the Mighty, V. Young, Dec.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. Little Shoemaker, Gaylords, Mer.
5. Three Coins in the Fountain Four Aces, Dec.

Denver

1. Sh-Boom, Crew Cuts, Mer.
2. Little Things Mean a Lot K. Kallen, Dec.
3. Little Shoemaker, Gaylords, Mer.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. Three Coins in the Fountain Four Aces, Dec.
6. If You Love Me (Really Love Me) K. Starr, Cap.
7. I Understand Just How You Feel J. Valli, V.
8. Three Coins in the Fountain F. Sinatra, Cap.

(Continued on page 30)

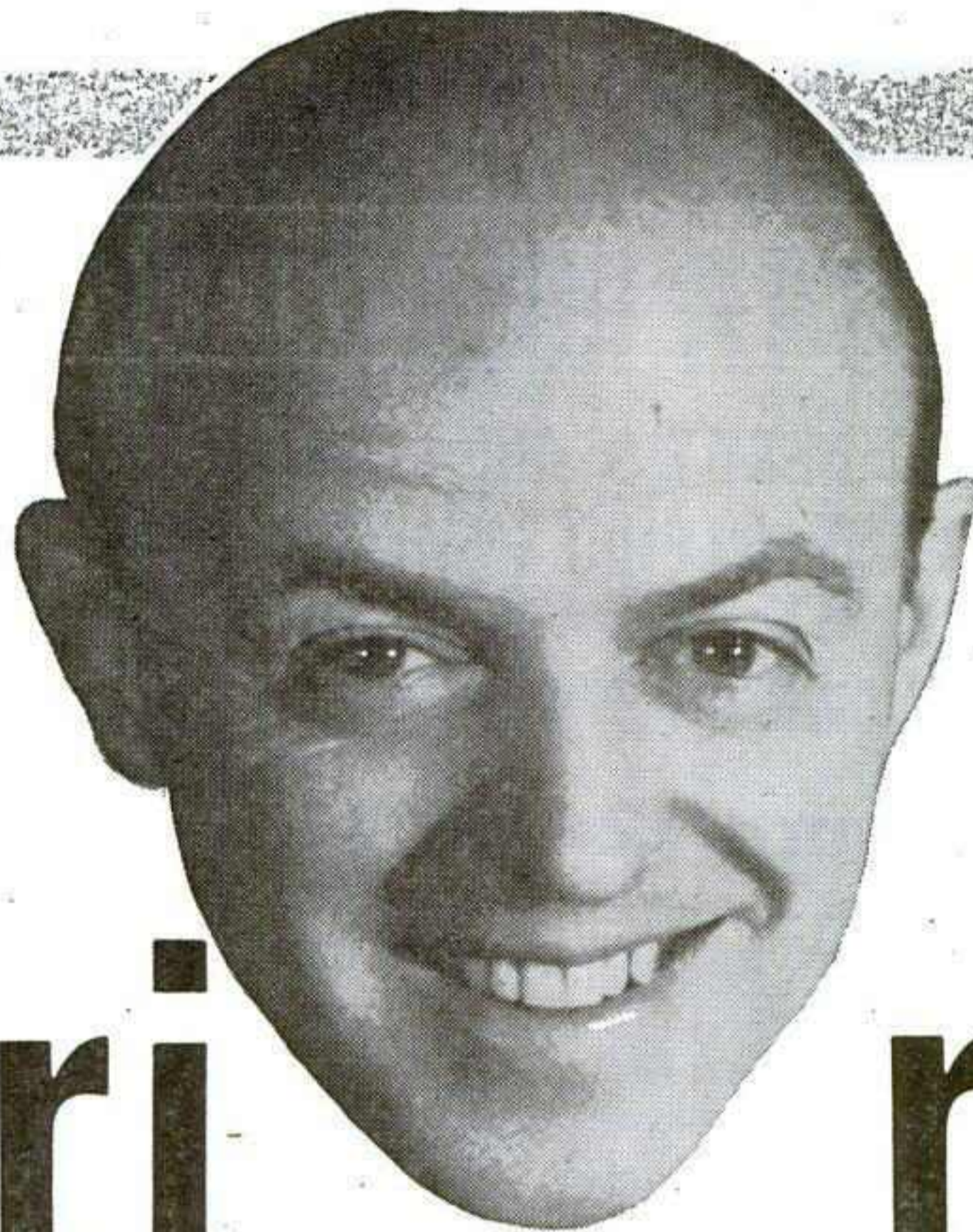
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MOONSHINE	REALLY SATISFIED	ROCK, MOAN AND CRY
and	and	and
ROLL BABY ROLL	YOUR GOOD DOIN'	TELL ME
CAT #106	CAT #107	CAT #108

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1 JULIUS LA ROSA

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c/w

"IN MY OWN QUIET WAY"

Cadence 1244

JACK GOLD & FOUR ESQUIRES



"EV'RYTHING"

c/w

"A KISS SHOULD MEAN WE'RE SWEETHEARTS"

Cadence 1242

3 THE TOPHATTERS

"DIM, DIM THE LIGHTS"

c/w

"IT SHOULD'VE BEEN ME"

Cadence 1243



Cadence RECORDS
40 East 49th Street, New York 17, N. Y.

The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

Continued from page 28

Detroit

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Little Shoemaker, Gaylords, Mer.
4. In the Chapel in the Moonlight K. Kallen, Dec.
5. High and the Mighty, V. Young, Dec.
6. Mood Indigo, N. Petty, NVJ
7. Little Things Mean a Lot K. Kallen, Dec.
8. They Were Doing the Mambo V. Monroe, V.
9. Moonlight and Roses, Three Suns, V.
10. High and the Mighty, L. Baxter, Cap.

Kansas City

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

Los Angeles

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Little Things Mean a Lot K. Kallen, Dec.
3. Little Shoemaker, Gaylords, Mer.
4. Sh-Boom, Chords, Cat
5. Hey, There, R. Clooney, Col.
6. Three Coins in the Fountain Four Aces, Dec.
7. High and the Mighty, V. Young, Dec.
8. Happy Wanderer, F. Weir, Lon.
9. Sway, Dean Martin, Cap.
10. In the Chapel in the Moonlight K. Kallen, Dec.

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. Little Things Mean a Lot K. Kallen, Dec.
6. High and the Mighty L. Holmes, M-G-M
7. I'm a Fool to Care L. Paul & M. Ford, Cap.
8. High and the Mighty, D. Tiomkin, Cor.

Minn.-St. Paul

1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. High and the Mighty L. Holmes, M-G-M
4. This Ole House, R. Clooney, Col.
5. In the Chapel in the Moonlight K. Kallen, Dec.
6. Little Things Mean a Lot K. Kallen, Dec.
7. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
8. Hernando's Hideaway, A. Bleyer, Cdc.
9. Gilly Gilly Ossenfaffer Katzenellen Bogen By the Sea, Four Lads, Col.

New Orleans

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

New York

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

Philadelphia

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. In the Chapel in the Moonlight K. Kallen, Dec.
3. Little Things Mean a Lot K. Kallen, Dec.
4. Three Coins in the Fountain Four Aces, Dec.
5. If You Love Me (Really Love Me) K. Starr, Cap.
6. Hey, There, S. Davis Jr., Dec.
7. Little Shoemaker, Gaylords, Mer.
8. Man Upstairs, K. Starr, Cap.
9. I Give My Heart to You, D. Lor.
10. Sh-Boom, Chords, Cat

Pittsburgh

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. Little Things Mean a Lot K. Kallen, Dec.
4. High and the Mighty, L. Baxter, Cap.
5. Cinnamon Sinner, T. Bennett, Col.
6. Moonlight and Roses, Three Suns, V.
7. Hernando's Hideaway, A. Bleyer, Cdc.
8. Little Shoemaker, Gaylords, Mer.
9. Three Coins in the Fountain Four Aces, Dec.
10. I'm a Fool to Care L. Paul & M. Ford, Cap.

St. Louis

1. Sh-Boom, Crew Cuts, Mer.
2. High and the Mighty, L. Baxter, Cap.
3. Hey, There, R. Clooney, Col.
4. Little Shoemaker, Gaylords, Mer.
5. In the Chapel in the Moonlight K. Kallen, Dec.
6. High and the Mighty V. Young, Dec.
7. Magic Tango, H. Winterhalter, V.
8. Hernando's Hideaway, A. Bleyer, Cdc.

San Francisco

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Little Shoemaker, Gaylords, Mer.
3. Sh-Boom, Chords, Cat
4. Hey, There, R. Clooney, Col.
5. Little Things Mean a Lot K. Kallen, Dec.
6. Happy Wanderer, F. Weir, Lon.
7. High and the Mighty L. Holmes, M-G-M
8. Sh-Boom, Crew Cuts, Mer.
9. Three Coins in the Fountain F. Sinatra, Cap.
10. I Understand Just How You Feel Four Tunes, Jub.

Seattle

1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. Happy Wanderer, F. Weir, Lon.
5. Little Things Mean a Lot K. Kallen, Dec.
6. Hey, There, R. Clooney, Col.
7. Sway, D. Martin, Cap.

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Dayton, O.	Niagara	4.75
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London
RECORDS



A Special Report to the Record Industry on

OPERATION

BASIC DETAILS OF OPERATION PUSHPOP

Purpose: PRIMARILY—To build consumer interest in records during the early-summer weeks in order to increase record sales thruout the summer season . . .

SECONDARILY—To determine what supplementary material The Billboard can make available to the three prime record trade groups for the general welfare of the record industry . . .

When: The 6-week period from May 29 thru July 3, 1954.

Where: In the 10 record markets: Los Angeles, St. Louis, Pittsburgh, San Francisco, Boston, Cleveland, New York, Detroit, Philadelphia and Chicago.

Who: Participating were 1248 Record Dealers, 492 Disk Jockeys and 447 Juke Box Operators.

What: Record dealers were furnished with weekly merchandising kits. Disk jockeys and juke box operators received weekly programing kits.

How: 200 high-volume dealers received kits by personal call from a representative of the Reuben H. Donnelley Corporation. The representative not only delivered the kit but also mounted the display material contained in the kit.

Other record dealers—as well as disk jockeys and juke box operators—received kit material via first-class mail from The Billboard's Cincinnati plant.

WHAT THE PROGRAMING KITS CONSISTED OF . . . HOW MATERIAL WAS TO BE USED . . .

Disk Jockey Programing Kits:

List of The Billboard Honor Roll of Hits to 30 positions (to help program the newer hits—those that would normally show below the 20th position).

The Billboard's Spotlight Review Records in advance of publication (to help program the newer releases . . . the coming hits).

National Best Sellers to 80 or more listings (again to help program the new and coming hits . . . only 30 positions published in Billboard).

Dealer, Disk Jockey and Operator "Picks" (again the emphasis was on the newer releases, those which trade groups picked to be hits of future . . . not published in Billboard).

Territorial Best Sellers (for comparative programing, in advance of publication in Billboard).

Juke Box Operator Programing Kits:

50 Title Strips on each Billboard Spotlight Review Record (to help operators order the new, coming hits and to encourage programing them).

Dealer, Disk Jockey and Operator "Picks" (again to encourage ordering and programing the new, coming hits as picked by trade groups—information not published in The Billboard).

National Best Sellers or Most Played Disk Jockey or Juke Box Records down to as many as 115 listings (to put the finger, once again, on the newer releases that show promise . . . published in Billboard to 20 positions only . . . 30 for Best Sellers).

Dealer Merchandising Kits:

Big 17x22 "Pops Are Tops This Week" Poster covering the Honor Roll of Hits, with emphasis on newest and fastest moving tunes, plus "Best Buys" tunes (today's and tomorrow's hit tunes to be used as window or store eye-stopper and traffic-builder poster).

Reprints of from 10 to 20 different ads from recent issues of Billboard (featuring current and coming records behind which record companies or publishers were putting special promotion efforts— attractive, colorful window or store posters used in conjunction with "Tops Are Pops" poster).

10 to 50 copies of The Billboard's Today's Top Tunes each week (for use as direct mail, purchase enclosures, no counters, in record booths, etc.). Store name and address (imprinted).

5 copies of the Honor Roll of Hits page from the current Billboard (in support of other material and to be used as posters on counters, record booths, in windows, etc.)

PROMOTING THE MERCHANDISING-PROGRAMING CAMPAIGN TO PARTICIPATING GROUPS . . .

In The Billboard Itself:

May 15 Issue: Page One Reference. Editorial in Music Dept. Three-column ad in Music Dept. Coverage in "Music Corner."

May 22 Issue: Page One Reference. Story in Music Dept. Vox Jox Reference. Coverage in "Music Corner."

May 29 Issue: Story in Music Dept. Two-Page Spread House Ad. Coverage in "Music Corner."

June 5 Issue: Story in Music Dept. Coverage in "Music Corner." Full Page Ad in Music Dept. "Vox Jox" Reference.

June 12 Issue: Full Page Ad in Music Dept.

June 19 Issue: Story in Music Dept. Full Page Ad in Music Dept.

June 26 Issue: 3-Column Ad in Music Dept.

July 3 Issue: 3-Column Ad in Music Dept.

By Direct Mail—

Special letter to Disk Jockeys, Operators and Dealers in advance of mailing of first Kit, announcing Operation Pushpop, stating purpose, advising of first Kit mailing and use to which each item in Kit should be put.

Special letter included in first Kit, again explaining details of the Pushpop program.

"How to Use It" memos attached to each Kit item, explaining in detail the various ways in which Kit items can be used and how they can help in programing or merchandising.

HOW SUCCESSFUL WAS IT . . . HOW WELL WAS PROGRAMING AND MERCHANDISING MATERIAL USED . . . WHAT DID PUSHPOP ACCOMPLISH . . . SHOULD PUSHPOP BE CONTINUED . . . HOW . . . WHEN

To get these detailed answers—and an accurate appraisal from the groups it was most intended to help—The Billboard mailed, with the final Kit, a special questionnaire which asked several key questions.

Reuben H. Donnelley representatives were instructed to hand the questionnaire to the dealers they serviced and to stand by while questionnaire was completed, thus insuring 100% returns from this group.

Following are the answers to the key questions asked of Disk Jockeys, Operators and Dealers who participated in the entire Pushpop campaign.

THE DISK JOCKEYS ANSWER—

(192 replies from 492 questionnaires mailed—a 39% return)

Was Pushpop Used?

86% used material from the Kits for an average of . . .
12½ hours per week on . . .
7 programs per week.

How Often Should a Pushpop Promotion Be Conducted?

85% say "all year around."
12% say "seasonally."
3% no answer, indifferent or don't want it.

THE JUKE BOX OPERATORS ANSWER—

(105 replies from 447 questionnaires mailed—a 24% return)

Was Pushpop Used?

70% used material from the Kits.
44% actually bought records from listings.
46% bought records from the title strips.

How Often Should a Pushpop Promotion Be Conducted?

46% say "all year around."
20% say "seasonally."
34% no answer, indifferent or don't want it.

THE DEALERS ANSWER—

(275 replies from 1,248 questionnaires—a 23% return)

Was Pushpop Used?

97% used the material, with . . .
91% making specific use of the "Tops Are Pops" posters.
Other Kit items were used as follows:
3.81 Honor Roll of Hits reprints per dealer per week . . .
10.04 Billboard ad reprints per dealer per week.
9.69 Today's Top Tunes per dealer per week.
(Dealers who received Kits by mail)
44.67 Today's Top Tunes per dealer per week.
(Dealers serviced by Donnelley reps)

How Often Should a Pushpop Promotion Be Conducted?

78% say "all year around."
17% say "pre-summer season."
5% no answer, indifferent or don't want it.

PUSHPOP

—The Billboard's experimental record merchandising and promotion campaign

OTHER INDICATIONS OF EFFECTIVENESS—

(Based on a comparison of Billboard's National Best Seller and Most Played Charts, with Best Seller Charts in the 10 Pushpop cities)

... rate of change on National Charts in 10-week period from May 29, 1954, to July 31, 1954:

National Best Seller Chart66%
Most Played Disk Jockey Chart65%

BUT ACTIVITY ACCELERATED IN 8 OUT OF 10 PUSHPOP CITIES

Los Angeles rate of change90%	—
St. Louis rate of change86%	
Pittsburgh rate of change80%	
San Francisco rate of change ..80%	
Boston rate of change80%	ABOVE
Cleveland rate of change70%	NORMAL
New York rate of change70%	
Detroit rate of change66%	
Philadelphia rate of change60%	BELOW
Chicago rate of change55%	NORMAL

CONCLUSIONS—

- Pushpop was used effectively by all participating trade groups.
- Pushpop did help disk jockey programing of new records.
- Pushpop did help operators to buy and program new records.
- Pushpop did help dealers promote consumer interest in records during the early weeks of summer.
- Pushpop did help dealers sell more records during the first six weeks of summer (at publication of this report).
- Pushpop did indicate the types of programing-merchandising material that could stimulate real interest and activity on the part of all three prime trade groups.
- Pushpop, in one form or another, should be continued.

GENERAL COMMENTS FROM DISK JOCKEYS, DEALERS AND OPERATORS—

- "I know it helped me a lot. Sure wish it, or something along same line would be continued."
- "Since we used your material our sales have doubled."
- "Entire promotion was most helpful."
- "... a big help."
- "... it is the punch we need the year around."
- "... material was all useful to us."
- "Terrific for any aggressive record retailer! Orchids to you."
- "Good start on something we need."
- "... worked out very well for us."
- "Just keep 'Operation Pushpop' coming. Terrific!"
- "We're with you all the way for Pushpop."
- "... invaluable to me in programing."
- "... truly great ... tremendous!"
- "In bold type if I may: Do not stop Pushpop—terrific!"
- "... extremely helpful to me."
- "... stimulated quite a bit of interest in the new recordings."
- "Pushpop is really moving the records off our shelves."
- "There isn't any word in Webster's dictionary that would describe the greatness of Billboard's Pushpop!"
- "Pushpop went over big in our store."
- "Operation Pushpop was a real help."
- "... was the greatest thing to happen to the music business."
- "Would like to see Pushpop continue. Willing to pay for my share."
- "... proved very useful."
- "... used it all. Very, very good."
- "... tremendously helpful."
- "... deserves a rousing vote of thanks."
- "Pushpop Kits are wonderful!"
- "This promotion brings customer, retailer and distributor much closer."
- "... of great aid. The visual pop advertising results in more volume sales."
- "Excellent idea. Has helped pop record sales 100%."
- "Operation Pushpop made a real boost in sales."
- "... a great aid to sales."
- "... found it very useful."
- "... has been a great help."
- "... whole idea is great. Let's keep it up."
- "... helped my business 40%."
- "... material very valuable ... willing to pay ... has brought sales."
- "... it is perfect."
- "... fine ... good all year if not too costly."
- "Wonderful promotion. Congratulations."
- "This promotion of yours is TOPS!"
- "Splendid idea ... thanks."
- "Pushpop is an excellent plan."
- "Very helpful."
- and many, many more!

QUESTIONS THAT STILL NEED ANSWERING

- How often should an "Operation Pushpop" campaign be worked? Year-around? During special low seasons like summer or post-Christmas? ... Quarterly?
- Should an "Operation Pushpop" campaign be conducted in other record categories? Which ones? Packaged records? Country & Western? Classical? Rhythm & Blues? ...
- As successful as this experiment has been, "Operation Pushpop" can be improved. What changes in the merchandising and programing aids should take place? What additional items should be added to make more effective?

The Billboard
invites comments on
any phase of
Operation Pushpop
from any member of the
Music-Record Industry.

Please write:
Operation Pushpop
The Billboard
1564 Broadway
New York 36, N. Y.

nobody
but
nobody
does



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at the
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B/W

THE HIGH
AND
THE
MIGHTY

20/47-5839



A "New Orthophonic" High Fidelity Recording

The Billboard Music Popularity Charts
POPULAR RECORDS

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

THE FOUR LADS

Skokiaan (Shapiro-Bernstein, ASCAP)
Why Should I Love You (Nu Way, BMI)—Columbia 40306—The first lyric version of the infectious African rhythm tune receives a potent vocal reading here by the boys. And the "whistle song" on the flip, with a solid shuffle beat, also is handed a strong rendition by the Four Lads. Both sides look like solid waxings which should pull in those juke coins.

THE GAYLORDS

Vieni, Vidi, Vici (Joy, ASCAP) — Mercury 70427 — Here's a mighty attractive version of a new pop tune on the Italian kick by the Gaylords in the style that has made them hit after hit. A listenable cutting that will get sales and juke box attention. Flip is "A Kiss to Call My Own" (Annis House, BMI).

IF I GIVE MY HEART TO YOU (Miller, ASCAP)—Denise Lor—Major 27

IF I GIVE MY HEART TO YOU—Doris Day—Columbia 40300

IF I GIVE MY HEART TO YOU—Dinah Shore—RCA Victor 5838—The three "D's," Denise, Doris and Dinah have come up with three warm, pretty readings of a lovely new ballad. Denise Lor, new thrush on a new label, sells the tune very sweetly over schmaltzy fiddle backing. Dodo turns in a sock rendition supported by a male chorus. And Dinah, on her best recording in some time, sings this with much feeling while the ork lets go behind her. All of the disks have a chance for the brass ring.

• **Reviews of New Pop Records**

RALPH MARGERIE ORK

Skokiaan86
MERCURY 70432—A Billboard "Spotlight" 8-7-54. (Shapiro-Bernstein, ASCAP)
Lollipop80
Here Margerie tackles some slick rhythm and blues material and comes up with a second exciting side. This platter should do just fine for operators. (Leon Rene, ASCAP)

RAY ANTHONY ORK

Skokiaan85
CAPITOL 2896 — A Billboard "Spotlight" 8-7-54. (Shapiro-Bernstein, ASCAP)
Say Hey79
Good instrumental reading of the opus dedicated to the Giant's star fielder and hitter. Good coupling. (Pace, ASCAP)

TERESA BREWER

Au Revoir81
CORAL 61225—A pretty, sentimental new ballad is sung very tastefully by the thrush over a mighty smooth backing. This is a listenable waxing by Tessie and it has a chance. Good juke and jock wax.
Danger Signs80
Another novelty effort, on the "Ricochet" kick, receives a bright, happy reading from the petite thrush over happy support by the combo. It's cute and breezy and could pull juke coins.

NELSON RIDDLE ORK

Song From Caine Mutiny80
(I Can't Forget That I'm in Love With You)
CAPITOL 2893—The standard featured in the "Caine Mutiny" receives an outstanding reading here from the Nelson Riddle crew. The arrangement features string instruments including a cello. This is a lovely re-

corded and it has a chance. Watch it. Villa73

The familiar tune from "The Merry Widow" is performed in lush fashion here by the Riddle crew. Good wax, tho the flip has more power.

FOUR KNIGHTS

Chapel in the Moonlight78
CAPITOL 2894—The standard, now undergoing a revival, receives a persuasive, nicely placed rendition here by the boys. But the disk is out late, and competition is rough, so this version will probably only share a small part of the coin.
Easy Street76
Sweet and pretty is the harmonizing of the Four Knights on this new version of the standard. The relaxed styling is not in the current Four Knights vein but it could get spins.

RICHARD MALTBY ORK

St. Louis Mambo78
"X" 0042—Mambo version of the blues standard is handled neatly here by the Maltby crew on this instrumental cutting. It should interest the Latin terpers. (Handy, ASCAP)
Beloved, Be True72
Tune adapted from a Tchaikovsky symphony is sung nicely by Russ Emerick over a big-scale, lush arrangement by the Maltby crew. (ABC, ASCAP)

JOE "FINGERS" CARR

Put Another Roll on the Piano Player76
CAPITOL 2883—Gang-sing vocal and hokey piano effects by Carr make this a natural for coin machine usage. Good wax here. (Chatsworth, ASCAP)
Mr. and Mrs. Coconut74
Slightly wacky material, yet it's cute enough to get spins. (Joy, ASCAP)

(Continued on page 36)

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

Stamped
for BIG record
Sales



CURRENT BEST SELLERS

- | | |
|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| RICHARD MALTBY & His Orch.
ST. LOUIS BLUES MAMBO
Beloved, Be True
"78" X-0042 . . . "45" 4X-0042 | NORMAN PETTY TRIO
MOOD INDIGO
Petty's Little Polka
"78" X-0040 . . . "45" 4X-0040 |
| ROBERTA LEE
TRUE LOVE AND TENDER CARE
When the Organ Played at Twilight
"78" X-0035 . . . "45" 4X-0035 | TERRY FELL
DON'T DROP IT
Truck Driving Man
"78" X-0010 . . . "45" 4X-0010 |
| ANDY WILLIAMS
YOU CAN'T BUY HAPPINESS
Why Should I Cry Over You
"78" X-0036 . . . "45" 4X-0036 | VINCE CARSON
OU-CAFONIE
Mary Lou
"78" X-0033 . . . "45" 4X-0033 |



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HERE'S THE HIT!

SUNNY GALE

SMILE

b/w

AN OLD FAMILIAR LOVE SONG

20/47-5836

... and the instrumental hit from England—

Melachrino Strings

SMILE • THEME FROM THE
6 PROUD WALKERS

20/47-5828

RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 34

BILLY DANIELS

Smile75
MERCURY 70431—Theme from the old Chaplin flick "Modern Times" is sung with feeling here by Daniels over a quiet ork backing. The tune is lovely, and the disk has a chance for many spins. (Bourne, ASCAP)

Mom-e-le

.....75
The Yiddish folk song receives a sincere and deeply moving reading from the chanter over a potent chorus and ork backing. This is a solid piece of wax, especially for the big-city markets. (Mills, ASCAP)

JAN GARBER ORK

Doll Dance75
DOT 15202—Jan Garber returns to wax with a lilting version of the standard which has long been associated with him. The band plays the old-fashioned tune brightly and it could get many spins. (Miller, ASCAP)

Love Tales

.....72
Same comment. (Advanced, ASCAP)

JERRY MARTIN

I'd Never Forgive Myself73
SAVOY 2002—Jerry Martin bows on the label with a pleasing reading of a pretty new ballad over a lush, large ork arrangement. Martin can sing out if given the chance and he does so here. Jocks can use this disk. (Citation, BMI)

Where Can You Be?

.....73
Martin comes thru with another pretty reading, this time of an attractive new ballad, helped much by a chorus and the rich ork arrangement. This side, too, has a chance for spins. Martin is a good new voca' talent. (Manor, ASCAP)

ROBERT MAXWELL ORK

Magic Is the Moonlight73
M-G-M 11788 — The lovely Latin standard is played in warm style here by Maxwell, the hot harpist, over a lush backing by the ork. This beautiful version of the tune should grab many late-night jock spins.

Tango Tears

.....70
Pretty tango, with a serious mein, is performed smoothly here by the Maxwell crew, with the harpist again featured.

RICHARD HAYMAN ORK

Back Street72
MERCURY 70429—Typical Hayman lush instrumental featuring the harmonica in the lead. Should get spins from the jocks who can use attractive instrumental etchings. (Mills, ASCAP)

Plymouth Sound

.....72
More of the same stuff here, tho the material is a little lighter and airier. (Hill & Range, BMI)

BETTY REILLY

The Peanut Vendor72
CAPITOL 2888—Here's a wild reading of the Latin-styled standard featuring a powerful vocal by thrush Betty Reilly over a violent rhythmic backing by the ork. Adventurous jocks should spin. (E. B. Marks, BMI)

Blues in the Night

.....71
Again on this side the thrush comes thru with a frantic reading, this time of another fine standard. The thrush can sell a song, but her style on these disks is more for personal appearances than disks. (Remick, ASCAP)

JERRI ADAMS

Two's a Crowd72
(When Only One's in Love)
COLUMBIA 40279—Attractive new tune is handed a pleasant rendition by thrush Jerri Adams, with clean support from the Percy Faith crew. The canary has a sound and the side should get some exposure. (Regent, BMI)

Alone Together

.....68
Over a wild, ear-catching fiddle backing the thrush comes thru with a satisfactory reading of the standard, selling it in rather unemotional style. Strictly for a limited group of jocks. (Harms, ASCAP)

JANE MORGAN

Baseball, Baseball72
KAPP 50-104—This one should get scores of spins by the jocks during the summer. Thrush Jane Morgan tells of her boy-friend who could only think of baseball rather than romance. And all the major league teams are included, too. Cute side. (Garland, ASCAP)

Fair Weather Friends

.....69
Thrush Jane Morgan bows on the new label with a good reading of a mighty attractive new ballad. She sings the pretty tune with feeling over a quiet backing. This could get attention with exposure. (Summit, ASCAP)

BIG DAVE

Rock, Roll, Ball and Wall71
CAPITOL 2884 — Capitol's "rhythm and blues" ork delivers a solid reading of some obviously r.&b. material. Chanting is by a male group billed as the Red Tops. Good for the "cat" music fans. (St. Louis, BMI)

The Big Goof

.....71
Good instrumental in the r.&b. vein. Basic melody is familiar enough to help it get spins. (Regent, BMI)

ALAN DEAN

I'm Lookin' for Somebody71
M-G-M 1180—Dean continues to impress as a first-rate vocalist with this
(Continued on page 38)



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FROM: Associated Musicians of Greater New York LOCAL 802. American Federation of Musicians

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MAC WISEMAN

I SAW YOUR FACE IN THE MOON 1202

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JIMMY NEWMAN

CRY CRY DARLING 1195

YOU DIDN'T HAVE TO GO



AL LOMBARDY

CROSS YOUR HEART 15207

COZY CORNER



LONZO & OSCAR

CRAZY 'BOUT YOU BABY 1216

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JOHNNY MADDOX and The Rhythmasters

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TEDDY BEAR BLUES



TOMMY JACKSON

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OH JOHNNY

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ALL NIGHT LONG

TOMMY JACKSON

FLOP-EARED MULE 12710

LIBERTY

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MR. PERCY

FULL OF MISERY 1205

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THE COUNTS

DEAR DARLING 1188

I NEED YOU ALWAYS

THE COUNTS

MY DEAR, MY DARLING 1210

SHE WON'T SAY YES

THE COUNTS

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BABY DON'T YOU KNOW

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You Made Up My Mind

Trying

I Keep Telling Myself

Must I Cry Again

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THE HILLTOPPERS

I Can't Lie to Myself

If I Were King

I'd Rather Die Young

P. S. I Love You

Dep 1007

THE HILLTOPPERS

For Keeps

I Found Your Letter

Bouquets & Kisses

Till Then

Dep 1008

THE HILLTOPPERS

Time Will Tell

There Is No Greater Love

Blue Eyes Crying in the Rain

From the Vine Came the Grape

Dep 1009

THE HILLTOPPERS

Glad, Glad, Glad

Stormy Night

Mary Ann

About a Quarter to Nine

Dep 1001

THE HILLTOPPERS

For Keeps

There Is No Greater Love

Bouquets & Kisses

Blue Eyes Crying in the Rain

I Found Your Letter

From the Vine Came the Grape

Till Then

Time Will Tell

LP 105

JOHNNY MADDOX

Tippin' In

Peg o' My Heart

South of the Border

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JOHNNY MADDOX

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12th St. Rag

Sweet Leilani

Little Girl

The Money Song

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LP 104

R+B



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DAVID WHITFIELD

the exciting accompaniment of

MANTOVANI

CARA MIA

backed with
"HOW, WHEN OR WHERE"
1486 45-1486

THE BILLBOARD
This Week's Best Buys
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."



LONDON RECORDS



The Billboard Music Popularity Charts POPULAR RECORDS

Reviews of New Pop Records

Continued from page 36

reading of a bouncier item. Good orking, too.
Lover's Quarrel...70
Attractive reading, orking, etc., on a nice new ballad.

ART PERRY
Baby Honey Baby...71
CAVALIER 834—Art Perry, a new singer with overtones of Al Jolson and Billy Daniels, turns in a sharp attractive reading of a slight new effort here. Side could get spins; and if the chanter gets the right material he has a chance. Backing here is good. (Gold Medal, ASCAP)
Daisy Lou...68
Same comment. (Gold Medal, ASCAP)

ERNIE BERGER
I Really Don't Want to Know...69
KING 1374—Here's a jazzed-upped version of the country standard, now a hit with Les Paul and Mary Ford. It is played in march style here by the organist and it should interest organ fans. (Hill Range, BMI)
Somewhere (There is Someone)...67
In slower tempo is this instrumental organ version of the pretty tune by Ernie Berger. (Sheldon, BMI)

JOHNNY PARKER
Penhouse Scream...68
CORAL 61230—Parker, who used to cut some nice disks on another label as a smooth ballad singer, seems to have changed his style in search of a sound or gimmick. His reading of the oldie is a little different than the ordinary, but not any better than the old Parker was. (Famous, ASCAP)
Lover...68
Another stylized reading of another good standard tune. (Famous, ASCAP)

MORRIS STOLOFF ORK
Wagon Wheels...68
MERCURY 70428—This is Columbia Pictures studio ork and their reading of the standard Western item is just what you'd expect from a Hollywood arranger-conductor—lush and a little pretentious. Yet it should get deejay attention. (Shapiro-Bernstein, ASCAP)
Memphis Blues...68
Pretty much the same here, the Stolloff adopts the Ellington style and usage of a fem voice as an instrument. (Merry-Vogel, ASCAP)

PAT MORRISSEY
I Don't Know Whether to Laugh or Cry Over You...67
DECCA 29229—Coin machine ops might make good use of this one. The gal is okay and the tune is okay, too. (Porgie, BMI)
That's What I Like...65
Miss Morrissey works very hard at getting sex into her reading of the tune from the latest Martin-Lewis movie, but it sounds too forced. Disk faces real competition from the Dean Martin disk. (Chappell, ASCAP)

BILL LAWRENCE
Imagine What You Do to Me...67
CORAL 61231—A professional type of writing job is very evident in the material. Lawrence does a nice job on the vocal. Should get spins. (Porgie, BMI)
That Lingering Longing...65
Lawrence delivers a listenable vocal on an attractive tango ballad. (Famous, ASCAP)

ANDY BRIGHT
Fish and Poi...65
CAPITOL 2889—A neat, handclapping bit of Hawaiian-ish music which should get deejay attention. It's spirited. (Miller, ASCAP)
The Hukilau Song...65
The tune here is much more familiar. Group vocal is listenable. (Lombardo, ASCAP)

FOUR BELLS
Hey 'Nita...65
BELL 5047—Artie Malvin leads the vocal group in handling the jazzy lyrics to a most familiar item most

will remember from school days as "Jaunita." The Sy Oliver orking is slick. Impressive bow by the new regular-priced label from the house of Golden and Bell disks. (Ludlow, BMI)
When I Needed You Most...65
Here Anne Lloyd handles the vocal. Gal is not particularly impressive this time out but the tune is one of the prettiest things around. (Pincus, ASCAP)

RED BLANCHARD-PAUL WESTON ORK
Captain Hideous...65
COLUMBIA 40280—Parents of moppets who're nuts for the space characters should get a big charge out of listening to this crazy ditty. Okay debut wax by the San Francisco deejay. (Blackwood, BMI)
Dig That Crazy Mixed Up Kid...63
Disk jockeys could have a ball with this kind of novelty disk but its doubtful whether it'll kick up much of a fuss at the operator or retailer level. However, the West Coast jock's kid fans will enjoy it. (Blackwood, BMI)

PETE RUGOLO ORK
Sidewalks of New York Mambo...65
COLUMBIA 40286—Any band Rugolo is associated with is a slick one—and this is no exception. It's progressive, it moves and it delivers here a slick version of "Sidewalks of New York" in a mambo beat. For jazz fans mostly. (Peters Music c/o Criterion, ASCAP)
Manhattan Mambo...60
This is the official theme of New York City's Summer Festival. Lynn Franklin and the sidemen handle the vocal, but they deserve a better chance. (Summit, ASCAP)

JERRY GRAY
Champagne Boogie...64
DECCA 29231—This is a fairly routine dance band boogie-woogie item replete with gang-sing vocal. Result is a pretty ordinary disk. (Albert, ASCAP)
\$500 Reward...64
Thrush Linda Lee delivers the vocal here on a semi-calypto item which fails to impress. (Jagles, BMI)

WEBLEY EDWARDS
Blue Lel...62
CAPITOL 2890—Nice, listenable Hawaiian music which should please those looking for this kind of entertainment. The tune is pretty and the vocal comes off smoothly, too. (Anderson, ASCAP)
My Waikiki Girl...62
More of the same kind of Hawaiian-flavored pop stuff.

KING ODOM QUARTETTE
Basin Street Blues...55
PERSPECTIVE 5001—Okay version of the standard by the King Odom Quartet, featuring some listenable singing and instrumental work.
Amazin' Willie Mays...50
Home-run hero Willie Mays has become the subject of many disks and here is another honoring the colorful ball player. The King Odom Quartet handles the praiseful tune adequately. But this is no homer; on this one Willie didn't get to first base.

Reviews of New Jazz Records

"COZY" COLE ORK
Hound Dog Special...72
M-G-M 11794—Jazz fans may get a kick out of this snappy riff item played brightly here by the Cozy Cole combo featuring some good jazzmen.
A Terrible Sight...65
Novelty effort about a most unusual female is sung in corny style by Cole over listenable backing by the combo. Fair jazz wax here, and rather weak r.&b. wax, if that is what it is intended to be.

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. . . including more than 20 features and lists of interest and value to the entire music-record industry.

The Billboard Music Popularity Charts

POPULAR RECORDS

Vox Jox

Continued from page 10

country will know that such a station does exist. **Kelin Beach** is our general manager; **Joe Vega**, program director; **Colonel Jim Rourk**, staff announcer; **Howard Farmer**, commercial manager, and **Harley Schultz** is assistant to Farmer. We operate on 960 kc. with 1000 'cool' watts sending the best in music, news and sports. We've been on the air since May

2, 1954, so you can see we're still in the three-corner stage. Thanks for your time and trouble."

This 'n' That

Bob Clark, KOWB, Laramie, Wyo., tells us that he has had tremendous mail response—all favorable—to his new Friday evening show featuring The Billboard's Honor Roll of Hits. **Henry Sampson**, WSHB, Stillwater, Minn., observes that three male vocal groups lead our top six whereas a few weeks back we had all gals in the top six. **Raul Cervantes Ayala**, radio 590, Mexico City, tells us that he is currently doing over 42 hours a week on the air with 12 record programs. He writes, "Very soon, I'll handle five different programs, a network of 130 stations, over the country." Besides all that he is the president of the "Federacion de Coleccionistas de Discos de America Latina" (Record Collectors' Association of Latin America).

YESTERYEAR'S TOPS—
The nation's top tunes on records as reported in The Billboard

AUGUST 12, 1944

1. Swinging on a Star
2. I'll Be Seeing You
3. G. I. Jive
4. I'll Get By
5. Amor
6. Long Ago and Far Away
7. I'll Walk Alone
8. His Rocking Horse Ran Away
9. Time Waits for No One
10. You Always Hurt the One You Love

AUGUST 13, 1949

1. Some Enchanted Evening
2. Again
3. Room Full of Roses
4. Riders in the Sky
5. Baby, It's Cold Outside
6. You're Breaking My Heart
7. Forever and Ever
8. Bali Ha'i
9. A Wonderful Guy
10. Maybe It's Because

Gene O'Bannon, KONO, San Antonio, cannot understand why M-G-M hasn't put any promotion behind "If I Give My Heart to You" by the **Wright Brothers**. He says, "Reaction to this platter in this territory is socko." **Bob E. Lloyd**, WAVZ, New Haven, Conn., has some advice for jockeys. "I would like to suggest that deejays who don't have much time to listen to all the small labels, make an effort to dig out the Kem recording of "Do Nothing Blues" by **Hal Hopper**."

Steve Wulchin, WHAP, Hopewell, Va., wonders if other deejays received enthusiastic reception to Label "X's" recording by **Richard Maltby** of "Meadowlark" and "Black Pearls." **Ray Walton**, WIBG, Philadelphia, was voted "Dad of the Year" recently in his hometown of Audubon, N. J. **Dick Novak**, KGON, Oregon City, Ore., is celebrating the first anniversary of his r.&b. show. He reports, "Man, have I got the tiger by the tail. The mail and telephone response was immediate and supersonic. And it shows no signs of dissipating. It has opened an entirely new field for me while evidently supplying

satisfaction for a sizable segment of an overlooked and music hungry listenership. It's been a real pleasure for me to meet and interview many of the artists whose meat and potatoes are directly tied to this medium of beat and blues Americana. Anyway, it's been an enjoyable and lucrative year with r.&b. and let's hope that other stations will get the call and heed the frantic word. They'll dig this the most."

Real George, KXOB, Stockton, Calif., celebrated his third year with KXOB at the annual bash at Civic Auditorium on August 6 with the packaged show and dance featuring the **Gaylords**, **Don Cornell**, and the **Jerry Fielding** ork, featuring **Peggy Barrett**. **Sandy Singer**, KCRB, Cedar Rapids, Ia., was most impressed with "Star Night" in Chicago. He writes, "It was one of the greatest things that I have ever seen. The party at the Chez Paree was one of the nicest I have ever attended for something like this."

Bob Moose, WEGO, Concord, N. H., has a question: "What do most of the deejays around the country think of a Dixieland revival? We here at WEGO now have a 45-minute Dixie show and the kids seems to go for it in a big way. Just wondering how some of the other guys around the country feel about Dixie and if they are programming much of it."

Theme List

Several weeks ago we published a letter from a deejay asking us if there was a list of theme songs being used currently and the number of times a week each song was used. We mentioned that we knew of none but would be glad to compile such a list if the boys would forward us their list. We received a good reply the first two weeks but then it fell off to practically nothing. Therefore we would like to urge you to forward to Charlotte Summers, The Billboard, 1564 Broadway, New York, all the themes you use. Perhaps you can round up the other deejays on the station and send one complete list. As soon as we feel that we have a fairly representative list, we will make it available to everyone.



THE MIDNIGHTERS
ANNIE HAD A BABY
SHE'S THE ONE
FEDERAL 12195

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

THE 5 ROYALES
I'M GONNA RUN IT DOWN
BEHAVE YOURSELF
KING 4740

EARL BOSTIC
MAMBOLINO
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KING 4723



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- Gimbel Dist. 3531 Belair Road Baltimore, Md.
- Hall-Mark Dist. 1009 W. Moorehead St. Charlotte, N. C.
- Hit Record Dist. Co. 1049 Central Ave. Cincinnati, Ohio

- James Martin Dist. 1343 So. Michigan Ave. Chicago, Ill.
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- Standard Dist. 1705 5th Ave. Pittsburgh, Pa.
- Sunland Music Co. 1310 S. New Hampshire Los Angeles, Calif.



Watch for Another Great Performance by **TONY ALAMO** on Majar Disks

The Billboard Music Popularity Chart COUNTRY & WESTERN RECORDS

• This Week's Best Buys

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

COURTIN' IN THE RAIN (4 Star, BMI)—T. Texas Tyler—4 Star 1660
Western and Southern markets are sparking action on this waxing, with the Tyler effort moving strongly wherever it has been delivered. Juke box operators find it pulling plenty of nickels and dealer sales are heavy in areas checked. This could move into the best selling charts with surprising swiftness. Flip side is "Old Blue."

• Review Spotlight on . . . RECORDS

ARLIE DUFF

She's a Housewife, That's All (Starrite, BMI)
Courtin' in the Rain (4 Star, BMI)—Decca 29243—Arlie Duff bows on the label with an outstanding singing-recitation of a powerful piece of weeper material. The flip is the lively country tune already getting action. Solid sides by the country singer for the market.

TOMMY COLLINS

Whatcha Gonna Do Now? (Central Songs, BMI)
You're for Me (Central Songs, BMI)—Capitol 2891—This is a cute and bright pairing of tunes for the singer and he makes the most of both of them. The top side is a clever tune about a shy country boy; the flip is a bouncy rhythm song. Good wax here by Collins.

• C & W Territorial Best Sellers

For survey week ending August 4

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

Birmingham

1. I Don't Hurt Anymore, H. Snow, V.
2. I Really Don't Want to Know E. Arnold, V.
3. Even Tho, W. Pierce, Dec.
4. One By One, R. Foley & K. Wells, Dec.
5. Release Me, R. Price, Col.
6. Honky Tonk Girl, H. Thompson, Cap.
7. You Can't Have My Love W. Jackson & B. Gray, Dec.
8. Slowly, W. Pierce, Dec.

Charlotte

1. One By One, R. Foley & K. Wells, Dec.
2. Sparkling Brown Eyes W. Pierce-Wilburn Bros., Dec.
3. I Don't Hurt Anymore, H. Snow, V.
4. Even Tho, W. Pierce, Dec.
5. Goodnight, Sweetheart, Goodnight Johnnie & Jack, V.
6. Slowly, W. Pierce, Dec.

Cincinnati

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

Dallas-Fort Worth

1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, R. Foley & K. Wells, Dec.
3. Even Tho, W. Pierce, Dec.
4. Looking Back to See G. Hill & J. Tubb, Dec.
5. Hernandez's Hideaway Homer & Jethro, V.
6. I Really Don't Want to Know E. Arnold, V.
7. Slowly, W. Pierce, Dec.
8. Sparkling Brown Eyes, W. Pierce, Dec.
9. Go, Boy, Go, C. Smith, Col.
10. This Ole House, S. Hamblen, Col.

Houston

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. Even Tho, W. Pierce, Dec.
5. Don't Drop It, T. Fell, X
6. Double Datin', R. Foley, Dec.
7. You Can't Have My Love W. Jackson & B. Gray, Dec.
8. Looking Back to See G. Hill & J. Tubb, Dec.
9. I Really Don't Want to Know E. Arnold, V.
10. Waltzing With Sin, S. Burns, Sdy.

Knoxville

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

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. Courtin' in the Rain, T. T. Tyler, FS.
5. Much Too Young to Die, R. Price, Col.
6. Pretty Words, M. Robbins, Col.
7. Thank You for Calling, B. Walker, Col.
8. Wait for Me Darling, B. Lou, Kng.
9. Moody's Goose, Carlisles, Mer.
10. This Ole House, S. Hamblen, Col.

Nashville

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

New Orleans

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

Richmond, Va.

1. I Don't Hurt Anymore, H. Snow, V.
2. Goodnight, Sweetheart, Goodnight Johnnie & Jack, V.
3. Place for Girls Like You F. Young, Cap.
4. One By One, K. Wells & R. Foley, Dec.
5. Honky Tonk Girl, H. Thompson, Cap.

• Reviews of New C & W Records

BILLY WALKER
Going, Going, Gone84
COLUMBIA 21290—A Billboard "Spotlight" 8-7-'54. (ABC, ASCAP)
I'm a Fool to Care80
A Billboard "Spotlight" 8-7-'54. (Peer, BMI)

TOMMY COLLINS
You're for Me83
CAPITOL 2891—Fine reading by Collins here of a bright new novelty as he tells his girl why she is so attractive. This one has a chance, watch it. (Central, BMI)

Whatcha Gonna Do Now?82
The warbler has a very good piece of material here and he sells it with a lot of charm. Collins tells of his lessons in love on this fresh effort. This side, too, could come thru. Two potent sides here. (Central, BMI)

GEORGE MORGAN
Walking Shoes81
COLUMBIA 21276—Morgan has a good hunk of bounce material here and he makes the most of it for one of his best disk efforts in some time. This one has a chance for coins; watch it. (Cedarwood, BMI)

Sweetheart80
This is a happy little ditty which gives Morgan a chance to sell along with a vocal group. Ops will like it. (Central, BMI)

SKETS McDONALD
Your Love Is Like a Faucet78
CAPITOL 2885—This is particularly strong novelty material and McDonald handles it smartly for a disk which could make noise. (Central, BMI)
But I Do75
McDonald projects smartly on an

attractive new ballad. Disk should get plenty of attention for the guy. (Central, BMI)

GENE AUTRY
20-20 Vision75
COLUMBIA 21269—Autry has one of his best country disks in many a moon here as he offers a sincere reading of some good material.
You're the Only Good Thing72
More good material, and another good reading.

GENE AUTRY
I'm a Fool to Care75
COLUMBIA 21280—Listenable slicing of the country tune now a pop hit by the warbler. It could get some juke box attention, tho the competition is heavy. (Peer, BMI)
A Broken Promise Means a Broken Heart72
Autry sells this weeper in his familiar style, telling of the pain of broken promises. His fans will enjoy it. (Golden West)

SPEEDY WEST
Bustin' Thru74
CAPITOL 2892—The boys go to town on a wild instrumental effort that could snag much juke loot. Good wax. (Opal, BMI)
Our Paradise72
Pretty tune is played sweetly by the boys on their guitars on this new instrumental effort. Good for the fans. (Opal, BMI)

MADDOX BROTHERS AND ROSE
A Kiss From Your Lips72
COLUMBIA 21270—Both the material and performance by Rose and the boys should please their many fans.
My Child Has a Billy Goat72
Rose takes the lead here on an attractive folk-like item with wide appeal.

MALLIE ANNE AND SLIM
Love You72
COLUMBIA 21273—Pleasant duet on an attractive new ballad by Mallie Anne and Slim on their debut waxing for the label. Listenable wax here and one that could get some attention in rural areas. (Acuff-Rose, BMI)

HIMBILLY RHUMBA72
Very cute hunk of material about a hillbilly guitarist who plays a mean rhumba tune, is handled neatly by the duo on this 'de. Two good debut sides here that should pull some spins and coins. (Acuff-Rose, BMI)
(Continued on page 42)

• Folk Talent and Tunes

—By JOEL FRIEDMAN—

6000 Sunset Boulevard, Hollywood
John Lair's Renfro Valley folk, of Mount Vernon, Ky., who attracts hundreds of fans and tourists from all sections of the country with their Saturday night barn dance shows aired via WHAS, Louisville, are staging a First Annual Homecoming Celebration at Renfro Valley August 30-September 6. Red Harrington, of the Cumberland Valley Shows, is promotional manager for the event, and that org will also occupy the midway. In addition to rides and attractions, the seven-day affair will highlight various barn-dance sessions, numerous contests, the appearance of former Renfro Valley performers, and a three-day stand of an array of talent from WFTA, The Tampa Tribune station.

The airline strike prevented Webb Pierce from making his scheduled appearance at the "Grand Ole Opry" last week, tho Webb finally did get down to Daytona Beach, Fla., along with Carl Smith, for a few days' vacation. . . . Bill Carlisle and the Carlisles are on a two-week tour of Nova Scotia and Canada. . . . Harry Peebles has the Duke of Paducah, Johnny and Jack, Joyce Moore, Kitty Wells and Lew Childre working in his Midwest territory during September. . . . Tommy Sands scheduled to make a tour out West soon. . . . Davis Sisters played a return engagement at the Circle Theater, Cleveland, O., recently, and were inked for Johnny Rion's Chain O' Rocks Park, St. Louis, Sunday (8) Smilin' Eddie Hill takes to the road this month in response to heavy demand for dates from promoters thruout the country. Jamboree Attractions will handle the bookings.

Minnie Pearl is set for a series of dates in Pennsylvania, Mississippi and Kentucky. . . . Radi-Ozark's John Mahaffey weds a Dallas belle come October 29. . . . Ruth and Jimmy Kish returned to Cleveland last week after visiting with friends in San Antonio. . . . Jimmy Osborne opens his own record shop in Louisville August 21 and extends an invitation to all country and western artists to visit. He'll air a two-and-one-half hour radio show from the shop daily. . . . Hank Snow and his boys drew the
(Continued on page 42)

• Best Sellers in Stores

For survey week ending August 4

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 thruout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Weeks on Chart	Last Week	Chart
1. I DON'T HURT ANYMORE—H. Snow.	1	12	
My Arabian Baby—V 20-5698—BMI			
2. ONE BY ONE—K. Wells-R. Foley	2	13	
I'm a Stranger in My Home—Dec 29065—BMI			
3. EVEN THO—W. Pierce	3	11	
Sparkling Brown Eyes—Dec 29107—BMI			
4. I REALLY DON'T WANT TO KNOW—E. Arnold	6	32	
I'll Never Get Over You—V 20-5525—BMI			
5. LOOKING BACK TO SEE—J. Tubb-G. Hill	8	7	
I Miss You So—Dec 29145—BMI			
6. SLOWLY—W. Pierce	4	28	
You Just Can't Be True—Dec 28991—BMI			
7. GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack	9	4	
Honey I Need You—V 20-5775—BMI			
8. SPARKLING BROWN EYES—W. Pierce-Wilburn Brothers	7	10	
Even Tho—Dec 29107—BMI			
9. ROSE MARIE—S. Whitman	5	16	
We Stood at the Altar—Imperial 8236—ASCAP			
10. GO, BOY, GO—C. Smith	12	2	
If You Saw Her Through My Eyes—Col 21266—BMI			
11. HONKY TONK GIRL—H. Thompson	10	7	
We've Gone Too Far—Cap 2823—BMI			
12. DON'T DROP IT—T. Fell	11	2	
Truck Driving Man—LBX 0010—BMI			
13. BACK UP BUDDY—C. Smith	13	16	
If You Tried As Hard to Love Me—Col 21226—BMI			
14. HERNANDO'S HIDEAWAY—Homer & Jethro	—	1	
Wanted—V 20-5788—ASCAP			
14. RIVER OF NO RETURN—Tennessee Ernie Ford	—	1	
Give Me Your Word—Cap 2810—BMI			

• Most Played in Juke Boxes

For survey week ending August 4

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

This Week	Weeks on Chart	Last Week	Chart
1. I DON'T HURT ANYMORE—H. Snow.	1	11	
V 20-5698—BMI			
2. EVEN THO—W. Pierce	3	10	
Dec 29107—BMI			
3. ONE BY ONE—K. Wells-R. Foley	2	10	
Dec 29065—BMI			
4. ROSE MARIE—S. Whitman	4	14	
Imperial 8236—ASCAP			
5. SPARKLING BROWN EYES—W. Pierce-Wilburn Brothers	6	7	
Dec 29107—BMI			
6. SLOWLY—W. Pierce	5	25	
Dec 28991—BMI			
7. LOOKING BACK TO SEE—J. Tubb-G. Hill	7	4	
Dec 29145—BMI			
8. CRY, CRY DARLING—J. Newman	9	2	
Dot 1195—BMI			
9. BACK UP BUDDY—C. Smith	8	13	
Col 21226—BMI			
9. GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack	—	1	
V 20-5775—BMI			

• Most Played by Jockeys

For survey week ending August 4

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

This Week	Weeks on Chart	Last Week	Chart
1. I DON'T HURT ANYMORE—H. Snow.	1	10	
V 20-5698—BMI			
2. EVEN THO—W. Pierce	2	11	
Dec 29107—BMI			
3. ONE BY ONE—K. Wells-R. Foley	3	10	
Dec 29065—BMI			
4. GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack	4	5	
V 20-5775—BMI			
5. SPARKLING BROWN EYES—W. Pierce-Wilburn Brothers	5	8	
Dec 29107—BMI			
5. LOOKING BACK TO SEE—J. Tubb-G. Hill	6	5	
Dec 29145—BMI			
7. COURTIN' IN THE RAIN—T. T. Tyler	8	5	
Four Star 1660—BMI			
8. THANK YOU FOR CALLING—B. Walker	14	8	
Col 21256—BMI			
9. OUT BEHIND THE BARN—J. Dickens	13	2	
Col 21247—BMI			
10. LOOKING BACK TO SEE—Maxine & J. E. Brown	10	6	
Fabor 107—BMI			
11. CRY, CRY DARLING—J. Newman	7	9	
Dot 1195—BMI			
12. PRETTY WORDS—M. Robbins	—	1	
Col 29155—BMI			
13. DON'T DROP IT—T. Fell	15	2	
LBX 0010—BMI			
14. SLOWLY—W. Pierce	—	26	
Dec 28991—BMI			
15. HONKY TONK GIRL—H. Thompson	11	3	
Cap 2823—BMI			
15. I REALLY DON'T WANT TO KNOW—E. Arnold	—	28	
V 20-5525—BMI			
15. BACK UP BUDDY—C. Smith	—	13	
Col 21226—BMI			

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

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending August 4

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

This Week	Last Week	Weeks on Chart
1. HONEY LOVE—C. McPhatter.....	1	9
Warm Your Heart—Atlantic 1029—BMI		
2. WORK WITH ME ANNIE—Midnighters.....	2	17
Sinner's Prayer—Federal 12169—BMI		
3. SEXY WAYS—Midnighters.....	4	6
Don't Say Your Last Goodbye—Federal 12185—BMI		
4. SH-BOOM—Chords.....	3	7
Little Maiden—Cat 104—BMI		
5. SHAKE, RATTLE AND ROLL—J. Turner.....	5	15
You Know I Love You—Atlantic 1026—BMI		
6. WHAT A DREAM—R. Brown.....	7	2
Please Don't Freeze—Atlantic 1036—BMI		
7. I'VE GOT MY EYES ON YOU—Clovers.....	8	3
Your Cash Ain't Nothin' But Trash—Atlantic 1035—BMI		
8. JUST MAKE LOVE TO ME—Muddy Waters.....	6	11
Oh Yeh—Chess 1571—BMI		
9. YOUR CASH AIN'T NOthin' BUT TRASH—Clovers.....	9	2
I've Got My Eyes on You—Atlantic 1035—BMI		
10. GOODNIGHT, SWEETHEART, GOODNIGHT—Spaniels.....	10	16
You Don't Move Me—Vee Jay 107—		

Rythm & Blue Notes

By BOB ROLONTZ

The Gale Agency's "Biggest Rhythm and Blues Show" started out this week, the first of a five-week run of one nighters. The show teed off in Cleveland, August 6, featuring Roy Hamilton, Faye Adams, the Spaniels, the Counts, the Drifters and a number of other top r.&b. names. The show is in Dayton, O., tonight (7). Here is the itinerary for the rest of the trip: Flint, Mich. (8); Detroit (9); Gary, Ind. (10); Cincinnati (11); Indianapolis (12); Chicago (13); St. Louis (14); Kansas City (15); Tulsa (16); Oklahoma City (17); Dallas (18); Fort Worth (19); Corpus Christi, Tex. (20); San Antonio (21); Houston (22); New Orleans (23); Mobile, Ala. (24); Montgomery, Ala. (25); Atlanta (26); Nashville (27); Memphis (28); Birmingham (29); Chattanooga (30); Augusta, Ga. (31). In September the show will play Charleston, S. C. (1); Columbia, S. C. (2); Greenville, S. C. (3); Norfolk, Va. (4); Washington (5); Raleigh, N. C. (6); Charlotte, N. C. (7); Spartanburg, S. C. (8); Richmond (9); Philadelphia (10); Newark, N. J. (11), and Buffalo (12).

Lionel Hampton and his ever-swingin' ork set some type of record in Canada last week. At the Red River Exposition in Winnipeg, Man., the Hamp broke all records for an attraction, playing to 15,000 to 20,000 nightly. His take for the week came to \$18,000. . . . The Cat Record of "Sh-Boom" with the Chords, will be released in England. . . . The tune, "Please, Please," which has been making noise on the Eagles' Mercury waxing, has been taken over by Meridian Music for exploitation in Europe. . . . Derby Records has signed Juan Tizado and His Mambo crew to a long-term contract.

Charles Brown returns to the Coast this coming week after a trek thru the South and the Southwest. He is re-forming his band and will open with the new crew in Los Angeles at the 5-4 Ballroom on August 13. Brown has been doing a single for the past year.

The Clovers with Big John Greer pulled a good crowd into Denver's Rainbow Ballroom where they were booked for a one-nighter by r.&b. rep LeRoy Smith. Smith has signed Louis Armstrong for a one-nighter at the same place on September 3. Art Davey, one of original Red Caps, who now lives in Denver, closed at Roxy's lounge last week where he played a three-week stand with his own instrumental trio.

Other R & B Records Released This Week

Baby, Come a Little Closer; Lay Your Head On My Shoulder — The "5" Willows, Herald 433

Black Cat Bone; Bye, Bye, Fare Thee Well—Peppermint Harris Ork, Modern 936

Come Back, Come Back; I'm Feelin' So Bad—Harold Conner, Peacock 1635

Dark and Dreary; Rock My Baby Right—Elmore James Ork, Flair 1048

Knock Me Out; This Crooked World—Freddie Hill Ork, Chance 1159

Oop Shoop; It's You—Shirley Gunter and "The Queens," Flair 1050

Shadow Land; Topsy—Lloyd Glenn, Aladdin 3237

Shh Bambo; Blue Mambo—Bobby Rey Ork, Flair 1049

Philadelphia

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

St. Louis

1. Work With Me Annie, Midnighters, Fed.
2. Honey Love, Drifters, Atl.
3. Your Cash Ain't Nothin' But Trash Clovers, Atl.
4. In the Chapel in the Moonlight Orioles, Jub.
5. Anyday Now, B. Johnson, Mer.
6. Sh-Boom, Chords, Cat
7. I've Got My Eyes on You, Clovers, Atl.

Most Played in Juke Boxes

For survey week ending August 4

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

This Week	Last Week	Weeks on Chart
1. HONEY LOVE—Drifters.....	1	8
Atlantic 1029—BMI		
2. SH-BOOM—Chords.....	3	6
Cat 104—BMI		
3. WORK WITH ME ANNIE—Midnighters.....	2	13
Federal 12169—BMI		
4. SHAKE, RATTLE AND ROLL—J. Turner.....	4	14
Atlantic 1026—BMI		
5. JUST MAKE LOVE TO ME—Muddy Waters.....	5	10
Chess 1571—BMI		
6. IF I LOVED YOU—R. Hamilton.....	9	6
Epic 9047—ASCAP		
7. SEXY WAYS—Midnighters.....	8	4
Federal 12185—BMI		
8. GOODNIGHT, SWEETHEART, GOODNIGHT—Spaniels.....	7	7
Vee Jay 107—BMI		
9. I FEEL SO BAD—C. Willis.....	10	2
Okch 7029—BMI		
10. I'M SLIPPIN' IN—Spiders.....	6	3
Imperial 5291—BMI		

R & B Territorial Best Sellers

For survey week ending August 4

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. Oh, What a Dream, Ruth Brown, Atl.
3. I've Got My Eyes on You, Clovers, Atl.
4. Honey Love, Drifters, Atl.
5. Just Make Love to Me, M. Waters, Chs.
6. Don't You Know, R. Charles, Atl.
7. You're Mine, D. Overbea, Che.
8. I'm Slippin' In, Spiders, Imp.
9. Your Cash Ain't Nothin' But Trash Clovers, Atl.

Balti.-Wash.

1. Oh, What a Dream, Ruth Brown, Atl.
2. Work With Me Annie, Midnighters, Fed.
3. Co-Operation, P. Patridge, Cat
4. Your Cash Ain't Nothin' But Trash Clovers, Atl.
5. Honey Love, Drifters, Atl.

Charlotte

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

Chicago

1. Work With Me Annie, Midnighters, Fed.
2. Please Don't Freeze, Ruth Brown, Atl.
3. Sh-Boom, Chords, Cat
4. Honey Love, Drifters, Atl.
5. Honey Honey, C. McPhatter, Atl.

Cincinnati

1. Oh, What a Dream, Ruth Brown, Atl.
2. I've Got My Eyes on You, Clovers, Atl.
3. Shake, Rattle and Roll, J. Turner, Atl.
4. Sexy Ways, Midnighters, Fed.
5. Honey Love, Drifters, Atl.

Detroit

1. Honey Love, Drifters, Atl.
2. Work With Me Annie, Midnighters, Fed.
3. Sexy Ways, Midnighters, Fed.
4. Shake, Rattle and Roll, J. Turner, Atl.
5. Sh-Boom, Chords, Cat
6. I'm Stuck, Five Jets, Del.
7. Goodnight, Sweetheart, Goodnight Spaniels, VJ.

Los Angeles

1. Oh, What a Dream, Ruth Brown, Atl.
2. Sh-Boom, Chords, Cat
3. Honey Love, Drifters, Atl.
4. Your Cash Ain't Nothing But Trash Clovers, Atl.
5. Come to Me Darling, Crystals, Lna.
6. Just Make Love to Me, M. Waters, Chs.

New Orleans

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

New York

1. Work With Me Annie, Midnighters, Fed.
2. Sh-Boom, Chords, Cat
3. Honey Love, Drifters, Atl.
4. Dear One, Scarlets, RR.

This Week's Best Buys

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

MAMBOSTIC (Armo, BMI)
THESE FOOLISH THINGS (Bourne, ASCAP)—Earl Bostic Ork—King 4730

One of the steadiest producers in the business, Bostic has another one here to pad out his click record. Mambo side is creating the most noise, but the ballad, too, is pulling its share of action. Hottest sales territories this week were Boston, Milwaukee, St. Louis and Philadelphia, with every point checked showing good action, except for a few spots where the slicing had still not been delivered. A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

WILLY AND RUTH

Love Me (Quintet, BMI)
Cordelia (Quintet, BMI)—Spark 105—A new duo Willy and Ruth, come thru with an insinuating vocal on a mighty pretty pop ballad titled "Love Me." On the flip they sell another ballad with feeling. On both sides they are backed with a beat by the ork. This could bust loose.

FATS DOMINO

You Can Pack Your Suitcase (Commodore, BMI)
The Girl I Love (Commodore, BMI)—Imperial 5301—Domino is back in his solid groove with a fine reading here of two powerful new tunes. Top side shows off Domino in a powerful rendition; flip is handled neatly. The beat is big and the juke loot should be substantial here.

Reviews of New R & B Records

THE COUNTS

My Dear, My Darling.....83
DOT 1210—A Billboard "Spotlight" 8-7-'54. (Condor, BMI)
She Won't Say Yes....78
The boys sing this rhythmic effort brightly over a solid beat by the ork. This side, too, has a chance for coins, but the top side is stronger. (Condor, BMI)

THE FIVE JETS

Give In.....78
DELUXE 6058—The boys have an interesting tune here—sort of a rumba blues with a solid beat. They sing it with a lot of feeling and emotion and the side could certainly attract attention. It has possibilities, especially on the boxes. (Cadet, BMI)
Tell Me You're Mine....77
A pretty ballad is sold sympathetically by the group, sparked by a bright tenor lead. The backing is quiet and smooth. Good side that could pull spins. (Cadet, BMI)

JIMMY LIGGINS

I Ain't Drunk.....78
ALADDIN 3250—Liggins bows on the label with a good reading of a swinging novelty effort on which he tells that he ain't drunk—but just drinkin'. The tune goes and Liggins vocal does too, so this side has a chance for some juke coin. (Aladdin, BMI)
Talking That Talk....68
Liggins asks his girl to stop talking wise talk and living it up so much on this new slicing. The tune is routine and Liggins vocal is only fair. (Aladdin, BMI)

MAXWELL DAVIS COMBO

Look Sharp—Be Sharp (Gillette March).....77
ALADDIN 3252—Tune adapted from the Gillette Razor Blade commercial receives a listenable instrumental performance from the Davis crew, sparked by a tenor lead. Side should get juke action without trouble. However, it could have been even stronger as a solid rocker rather than a march. Ooh!....73
The Maxwell Davis combo plays this swingy riff effort with a real beat selling the tune with precision. Side could get spins on r.&b. and jazz deejay shows. (D&M Music)

ROY BROWN

Gal From Kokomo.....76
KING 4731—Here's a fine vocal by the warbler on an up-tempo rocker, which he sells with a lot of spirit over solid backing by the ork. Brown's

many fans will want, and the side could grab spins and juke loot. It swings. (Lois, BMI)
Ain't It a Shame....71
A blues weeper receives a meaningful warble from Brown, supported quietly by the ork. Good after-hours blues. (Jay & Cee, BMI)

(Continued on page 42)

STARTING BIG!
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GUITAR SLIM
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"WELL, WELL, NO, NO, NO"
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BREAKING OUT ALL OVER
I WONDER
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"EVIL IS GOING ON"
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Folk Talent and Tunes

Continued from page 40

top crowd of the season thus far at the Circle A Ranch, Deer Park, N. J., recently, with lovely Mickie Evans on the bill. Line-up at the ranch includes Jean Shepard and Ferlin Huskey, Martha Carson, Jimmy Dickens, Webb Pierce and the Wilburn Brothers, Ray Price and Marty Robbins, all of whom will do guest appearances this summer. . . . Wanda Jackson and Billy Gray off on a two-week tour with Hank Thompson and the Brazos Valley Boys. Wanda and Billy's record of "You Can't Have My Love" made The Billboard charts last week. . . . Jack Cardwell and Luke McDaniel headlined the "Circle Theater Jamboree" in Cleveland last week. Woody Woodell is now a regular on the weekly bill. . . . Carl Stuart and Jimmie Walker shared the stage at the Lone Star Ranch, Nashua, N. H., last week. . . . Smiley Burnette inked solid thru the first week in October, with a string of 30 one-nighters and fair dates in practically every section of the country. . . . Kenny Roberts doing a series of one-nighters thru Ohio in addition to his television and radio shows from WHIO, Dayton, O.

Neva Starns will open an office in Springfield, Mo., early in September, and will book her attractions out there as well as Beaumont, Tex. . . . Jean Shepard and Patsy Elshire set for shows in Carlsbad, N. M., August 13; the Red Barn, El Paso, on the 14th, and at El Monte, Calif., with Cliffe Stone and Tennessee Ernie August 21. . . . Bob Hepler and wife, Mildred, are the parents of a daughter. . . . Dick Glasser joins Chuck Secrest, Glen Vandal and Arlie Kinkade among the songscribe gentry of Canton, O., who have blossomed into the music spotlight. Glasser's "Angel In The Sky" currently has four releases out. . . . Dub Albritton and Oscar Davis, down Florida way, have set a string of dates there, with Hank Snow, Ernest Tubb and Cowboy Copas headlining. . . . Donn Reynolds joins the cast of stars featured with Roy Acuff at Valley View Park, Hellam, Pa., last week.

Martha Carson hops out West for a series of bookings in Washington starting September 6. . . . Happy Ison, WORZ, Orlando, Fla., the father of a boy, his fourth child. . . . Johnny Western, KMMT, Austin, Minn., has his fourth release in "Love Me" on indie Joco Records. . . . Slim Bryant and His Wildcats have returned to KDKA, Pittsburgh, after a two-week vacation. . . . Sally Hoffman working weekends at the Carousel in the International Settlement, San Fran-

cisco, Calif. . . . Bob Edwards square dances attracting big crowds along the New Jersey shore area. . . . Some 40,000 new-starved GI's stationed around Anchorage, Alaska, would appreciate a touch of home from country and western artists in the form of records, pictures and gossip which can be addressed to Bill Brown at Station KBYR, Anchorage. Bill handles the music chores on his six-hour "Far-North Jamboree" each Saturday night. . . . Okeh Records' Onie Wheeler thru his radio requests made it possible for Mrs. Herman Crowley, of Malden, Mo., to acquire a seeing-eye dog recently. . . . Curly Gold and His Texas Tune Twisters worked for 17 hours on the Cerebral Palsy Telethon in San Francisco recently. . . . A. T. Young has the Circle J Ranch Boys, Dutch Wells, Stewart Holler and Cherokee Red booked for the Central East Texas Fair in Marshall September 8.

Bill Berry, KWCO, Chickasha, Okla., had a chit-chat with Wade Ray on his show recently, and discovered they both had mutual friends. Five-minute interview developed into a gab-fest. . . . Neal Burris begins a series of quarter-hours on WKYW, Louisville, this week and will substitute for Pee Wee King on the latter's weekly TV show August 12. . . . Fourth annual Chet Atkins' Fan Club convention in Nashville last week drew 62 members, with club president, Margaret Fields, hosting the affair. Chet and Thom Hall, of WKYW, Louisville, were guests on the "Mister Disk Jockey" show as well. . . . Uncle Dick Stuart has changed his call letter to WMPS, Memphis, doing six hours of country music nightly. . . . Charlie Pickard has been added to the cast of KHJ-TV's Bill Stulla show in Hollywood. . . . Patsy Montana guests at the Illinois State Fair, Springfield, Ill., August 14. . . . Immediately after the "Midwestern Hayride" television program Saturday (7), which is carried 6:30-8 p.m., EST, over the three WLW TV stations, Bob Bell, announcer-actor, and Paul Arnold, folk singer, were rushed by police escort to the Boone County Airport (20 miles outside Cincinnati) where a chartered plane waited to fly them to Muncie, Ind., and the Delaware County Fair. . . . Ramblin' Tommy Scott, now touring Idaho, Utah and Wyoming, is set for August 11 in Provo, Utah. Dot Barnhart, of Longview, Tex., who heads up the newly formed Ramblin' Tommy Scott Fan Club, reports that the first 50 persons to join will receive a charm bracelet of miniature records, compliments of Tommy.

Reviews of New C & W Records

Continued from page 40

- ELAINE GAY Am I the One to Blame...72 DELUXE 2022-The thrush turns in a touching reading of a pretty new weeper as she tells her wandering love that she is not the one to blame for the broken love affair. (Lols, BMI)
ELAINE GAY AND JACK You Can't Have My Love...70 The thrush explains that clothes, Cadillacs and money cannot win her love. Jack does his best to win her, but the thrush sends him on his way. (Hank Thompson, BMI)
DON GIBSON Selfish With Your Kisses...72 COLUMBIA 21281 - Good performance by Gibson on a rhythmic weeper, as he tells his girl that he'll have to find another if she continues to be selfish with her kisses.
Ice Cold Heart...68 The warbler sings of a girl with an ice-cold heart on this rancher-styled country effort.
VIN BRUCE Here Is the Bottle...71 COLUMBIA 21271 - A moralizing weeper ballad is handed a sincere run-thru by Bruce. Disk should get lots of spins.
I Tried...69 Up-tempo on this side and again Bruce does very well.
SHEB WOOLEY White Lightin'...71 M-G-M 11792 - Snappy novelty is sung happily by Wooley with support from the ork sidemen. Listenable wax for the Western market.
A Fool About You...69 Pretty weeper is sung tenderly by the chanter, and it could get spins out West.

- MARTY ROBERTS Brand New Love Affair...71 CORAL 64179 - The Roberts voice and harmonica get off a good reading of an attractive new rhythm ditty. (Peer, BMI)
St. Louis Blues...70 Roberts, the Cincy deejay, does pretty nicely with this reading of the oldie aimed at the country market. (Handy Bros., ASCAP)
FLOYD ROBINSON Cheating Again...69 KING 1372 - Robinson sells this weeper about an unfaithful love with much emotion as he tells of his heart-break and pain. (Lols, BMI)
What Will It Take?...65 The warbler explains what it takes to make many things, but he doesn't know what it will take to make his girl his own forever. (Mar Kay, BMI)
NORVIN KELLY Without You...68 COLUMBIA 21279 - Norvin Kelly sells this weeper nicely, showing off a satisfactory style on the tune.
You Didn't Want a Home...67 She said she wanted a home but she really didn't, sings the warbler on this sad weeper.
JENKS CARMAN Dixie Cannon Ball...68 CAPITOL 2886 - Carman bows on the label with a warm rendition of a new, lilting novelty on which he tells that he is heading South on the Dixie Cannon Ball. This could get juke plays especially in the South. (Four Star, BMI)
Indian Polka...65 Listenable instrumental here of an Indian-styled polka. (American, BMI)

EDDIE, ANDRE BOWL 'EM OVER

HOLLYWOOD, Aug. 7.—Combination of Eddie Fisher and Andre Kostelanetz conducting the Los Angeles Philharmonic Orchestra racked up a total of 19,560 payees at the Hollywood Bowl here last week (31). Figure achieved is the highest to play the Bowl this season thus far, topping a mark set by Liberace last season.

The not a house record, the Fisher-Kostelanetz attendance figure was near capacity business in the 20,000-seat Bowl. All-time Bowl record is held by Lily Pons, who notched 26,410 payees in 1936. Fire department regulations prohibit seating beyond the 20,000 mark.

Geo. Pincus Sets Up Gil Music Corp. As BMI Affiliate

NEW YORK, Aug. 7.—Publisher George Pincus has set up his Broadcast Music, Inc., firm known as Gil Music Corporation. It's reported Pincus' BMI deal is better than \$25,000 annually. His initial catalog includes "A Blessing in Disguise" by Bob Marcus and Joe Lubin, "Sip of Moonlight" by Jack Berger and Lou Daly, and "Dear Little Lad," a religious-Christmas tune by Will Kohner. Pincus, who is moving into enlarged quarters, is already interviewing BMI writers for material. His son, Lee, is professional manager of the firm.

Pincus, for many years general manager of Shapiro-Bernstein, went into business for himself last October 1 with an ASCAP-affiliated firm, George Pincus Music Corporation. Since then he has acquired 23 records, including the Mills Brothers with "The Jones Boy" on Decca and Rusty Draper with "Native Dancer" on Mercury.

Other Records Released This Week

Popular

- Blue Moon; Purple Mist—Kelley Norwood Ork. Ac'cent 1012
The Dodo Bird; Them — Art Carney, Columbia J 4-204
The Girl With a Figure Like an Hour Glass; So Many Things—Ted Strater Ork. M-G-M 11799
Go On and Fall in Love; My Helen—Ginny Lee, Artist 1421
Right or Wrong; Why Do I Cry?—Buddy Cunningham, Sun 208

Country & Western

- Blue Moon of Kentucky; That's All Right—Elvis Presley, Sun 209
I'll Take My Dreams and Go Home; An Angel's Face—Ted West, M-G-M 11797
Korean Love Song; I Got Fooled—Neal Merritt, Sarg 104
Six More Days; What's the Matter With You?—Henry Bennetsen, Sarg 105

Sacred

- God Owns It All; When He Heard My Plea — The Masters Family, Columbia 21272
Joy In My Soul; Jesus — The Stamps Quartet, Columbia 21278
A Million Years in Glory; On the Other Shore—Carl Story, Columbia 21282

Number of Releases This Week

Table with 4 columns: Label, Pop, C&W, R&B. Rows include AC'CENT, ALADDIN, ARTISTS, BELL, CAPITOL, CAVALIER, CHANCE, COLUMBIA, CORAL, DECCA, DE LUXE, DOT, FLAIR, HERALD, IMPERIAL, KAPP, KING, LONDON, MERCURY, M-G-M, MODERN, PEACOCK, PERSPECTIVE, SARG, SAVOY, SUN, and 'X'. Total releases: 37 Pop, 20 C&W, 15 R&B.

Tiffany's Doney Off on Three-Wk. Promotion Jaunt

CHICAGO, Aug. 7.—Henry E. Doney, president of Tiffany Records, left Chicago this week on an extended promotion tour of three weeks, covering approximately 20 cities. Doney will begin the tour on the East Coast, then follow up with the Midwest and South, winding up on the West Coast.

One of the main purposes of the trip will be the consolidation of the distributorships which have been set up to handle the releases for the recently announced new c. & w. department. The department is headed by singer Bob Atcher. The first c. & w. release, "Two Can Play Your Game," will be out next week.

Tiffany also announced that plans are under way for the firm to enter the packaged-goods field in both children's records and religious records. The first kiddie package is expected to be released about October 1.

Replacement for Newell Not Known

LONDON, Aug. 7.—No successor has yet been set by Philips to take over the spot of recording chief recently vacated by Norman Newell. The resignation of Newell from the post a few weeks ago caused much surprise and much speculation here. According to Newell, he left Philips because of differences between himself and the sales department on recording and promotion.

Newell, considered one of the top recording men here, is recording both Marlene Deitrich and Noel Coward for American Columbia. There are reports that Newell may do further work for the American firm.

Reviews of New R & B Records

Continued from page 41

- T-BONE WALKER Teen-Age Baby...76 IMPERIAL 5299—A teen-age baby with a fine figure and a pretty face is the subject for T-Bone Walker's admiring vocal on this new slicing. He sings about his girl with delight and the ork has a solid beat. Good wax for the boxes. (Commodore, BMI)
Strugglin' Blues...71 On this slow tempo blues Walker tells of the hard life he has been leading and of his current troubles and woe. (Commodore, BMI)
JIMMY McCRAKLIN ORK The Cheater...75 PEACOCK 1639—McCracklin tells his girl that she's been cheatin' on him and he doesn't like it. He sings with a lot of power, socking over every word while the combo pounds out the beat behind him. Side is a good one for the boxes. (Lion, BMI)
Hear My Story...71 On this warm, after-hours blues, the chanter asks his gal to lend forgiveness for his mistakes and give him another chance. Good after-hours blues. (Lion, BMI)

Reviews of New Classical Releases

Continued from page 19

- Abbey and has participated in almost every important musical festival over the past few years. Her following will be much interested in this new album. She has a chance to display her technique on several standard Bach works. Collectors of organ music will be interested in this set because of the lifelike recording. The organ used is located in Victoria Hall, Geneva.
GERARD SOUZAY: OLD FRENCH AIRS; SONGS OF GOUNOD (2-10")—London LD 9109, LD 9110...68 Souzay, a first-rate baritone with a true feeling for his work, is already well-known to American disk buyers and concert goers as a superb craftsman. Here are two additions to his recorded repertoire which should intrigue those seeking some lovely but little-heard French vocal music. The Gounod songs are not all familiar, but fine examples of the composer's work in this field, while the French airs date back to the 1600's and range from moody love ballads to the somewhat sprightly folk tunes. Accompaniment on both sets is by pianist Jacqueline Bonneau.
SVENDSEN: FESTIVAL POLONAISE, OP. 12; NORWEGIAN ARTIST'S CARNIVAL, OP. 16 (1-10")—Danish State Radio Symphony; Erik Tuxen, Cond. London LD 9123...65 As the LP catalog of compositions by the great names starts to fill up, manufacturers have a chance to turn to the works of lesser-known composers. Here are two by Johan Svendsen, one of Norway's first nationalistic composers. The Danish State Symphony does an excellent job

WHITEMAN MAY BE BIG DISK NAME AGAIN

NEW YORK, Aug. 7.—Paul Whiteman may be the next big disk name if current activities by several record companies have the effect planned for. Since Coral Records cut Whiteman and a band in exact duplicates of his 20-year old arrangements "Whispering" and "You're Driving Me Crazy," at least two other record labels are cooking up Whiteman releases, and the orkster himself has taken off on a disk jockey promotional tour.

The Coral disk, which is kicking up a fuss in several markets, has spurred RCA Victor to dig into the vaults. Victor is now mulling the release of the Whiteman band's original waxing of "Whispering" and may issue an entire Whiteman album. Coral, meanwhile, is rushing a Whiteman EP package containing the single sides plus two additional slicings.

It is also reported that Capitol may issue some Whiteman sides cut about 10 years ago. One of these features Billie Holiday singing, but billed on the label as "Lady Day."

Bruce Records to Open Office in Chi

CHICAGO, Aug. 7.—Monte Bruce, head of Bruce Records in New York, announced this week, while on a deejay tour in Chicago, that he is going to open an office in Chicago.

Altho Bruce did not set a definite date, he did say that the move was prompted by the recent success of his firm. He currently has a three-way jackpot going for him. He has the tune "Why Should I Love You," done by his property, the Hartstones, on his label. The tune was also cut recently by Columbia by the Four Lads, and has been cut on the West Coast by the Modern label. The firm also maintains an office in Los Angeles.

Vox to Press and Market in Italy

NEW YORK, Aug. 7.—Vox Records has just completed arrangements to press and distribute its records in Italy thru the newly formed Vox Produzione Italiana firm. The diskery now markets LPs under its own label in England, France, Germany, Austria, Australia, Japan, Brazil, Argentina and Italy, in addition to the United States.

Victor to Get Dot?

Continued from page 14

the Hilltoppers, Mac Wiseman, Johnny Maddox, Fontane Sisters, the Counts, Jimmy Newman, etc. Wiseman and Newman are steady selling c. and w. talent, while the Counts would, at this time, be the hottest group on Victor's Groove label. The Hilltoppers and Fontane Sisters both have strong records currently. The former group, of course, had racked up some healthy sales during the past year or so with a succession of disk hits.

The acquisition of Dot would also strengthen "X" and Groove distribution in many territories, but whether RCA Victor would either want or be able to operate in Wood's style is a moot point at this time. At one point recently the negotiations are known to have collapsed, but this past week the situation became pregnant again and the new talks were scheduled.

'Opry' Talent

Continued from page 14

highlight of the Centennial. Pee Wee King and His Golden West Cowboys will originate their NBC show from Wichita on September 25. Capitol Records' Hank Thompson and His Brazo Valley Boys, along with Wanda Jackson and Billy Gray, appear on September 22.

Harry Peebles, producer of the Centennial, handled talent arrangements.

with these tuneful works recorded on LP here for the first time. Experienced collectors may show some interest.

NEED NEW COMICS, SINGERS

Name Talent Market For Clubs to Tighten

By BILL SMITH

NEW YORK, Aug. 7. — New comics with promise and singers with no hit records or are not recording (but hope to) will be in greater demand for night clubs for the fall and winter, chiefly because the name talent market is expected to be tighter than ever.

This means that major talent offices will have to give attention to signing new people, building and promoting them successfully.

The underlying reasons for this stepped-up demand for new comics and singers is the inability to get the record people and the prices asked when available.

Recording Artists

The mainstays of many successful out-of-town clubs in the past few years have been recording artists. New artists continue to crop up, but most of them either have no cafe acts (some don't even know how to get on or off a floor), and those that do and have hits are steadily becoming less and less available for varying reasons.

In the Billboard chart of July 28, there are 30 artists listed as the best sellers across the country's record counters. Seven of these are instrumental, made either by house bands for the various labels, or by English orks. Obviously, these are not available for personals. Among these are Archie Bleyer, Frank Weir, Leroy Holmes, Hugo Winterhalter, Henry Rene, Victor Young and Les Baxter.

Ten of the vocalists with hit records who might be expected to do very well in cafes are also out of the running. Kitty Kallen who has "Little Things" and "Chapel in the Moonlight" on the charts is doing one nighters. She is married, has a young son, and prefers to limit her personals to odd dates and one nighters.

Not Available

Rosemary Clooney with "Hey, There" and "This Ole House" riding for her limits her singing to Columbia Records and pictures and is out of the p.a. availability list. Kaye Starr, with the "Man Upstairs" and "If You Love Me," does a couple of weeks a year at Las Vegas, Nev., and that's that. Les Paul and Mary Ford were

never eager to work cafes. Now that Miss Ford is going to have a baby, the team is certainly not available. Dean Martin would be grabbed if available. But as part of Martin and Lewis, only few spots can afford them, and besides they're taken up with pix and TV.

Oddly enough, the record sellers in the chart who are available are the singing groups. These are the Crew Cuts, with two hits on the charts, "Sh-Boom" and "Crazy 'Bout You, Baby," getting about \$2,500; the Gaylords get about \$2,000; the Four Aces about \$4,500; the Four Tunes get about \$1,250.

The experience of operators with these groups has been varied. In most cases, the groups make money the first time around. The second time they ask for and get more. The ops claim this increase made the difference between profit and loss. So, for the third time, there is no interest.

Agencies are slowly becoming aware of the situation. In some cases they drive to open new rooms for their high-priced attractions and at the same time are busy trying to develop new talent.

It is this new talent selling, in most cases for around \$1,000, that interest is centered on today.

AGENTS TO SEEK RETURN OF LISTS

NEW YORK, Aug. 7. — When the news of the Hilton purchase of the Statler hotel chain hit the trade, there was considerable buzzing about the talent buying future. "I know one thing I'm going to do the first thing in the morning," said one agent. "I'm going to write John Grandi, Statler booker, 'Please return all photos and lists of artists I have submitted to you'."

Paul Small, 46, Dies in N. Y. (6)

NEW YORK, Aug. 7. — Paul Small died Friday afternoon (6) at the Mount Sinai Hospital here of a heart attack, following a series of gall stone attacks. Small, 46, arrived here from the West Coast for medical treatment for a condition that had troubled him for some time.

Small, who started in show business as a performer, later became an agent with the William Morris Agency. About 11 years ago he went into business as an indie, later branching out to the West Coast.

Among his present clients are Van Johnson, Ann Sothorn, Ella Logan and various writers and picture directors.

NEWS AT A GLANCE

Merriel Abbott Now Top Talent Buyer

NEW YORK — Miss Merriel Abbott, the Hilton hotel chain talent booker, becomes the most powerful talent buyer in the world with the purchase of the Statler chain by Hilton. Miss Abbott will start buying for the Statler hotels, about eight, in about a month. Her Hilton hotel buying activities will continue as heretofore.

SHOWDOWN LOOMS IN AFM-AGVA TIFF...

NEW YORK — A showdown between American Federation of Musicians and American Guild of Variety Artists is rapidly approaching. Associated Artists and Actors of America, AGVA's parent org, will be asked to declare all-out war against Canadian AFM in the next few days. Insiders claim that Equity, Screen Actors Guild and the American Federation of Radio and TV Artists have indicated their willingness to co-operate. Last week AGVA's Jack Irving wired George Meany, AFL prexy, to intercede. Meany wired back that action must come from Four A's.

LA ROSA VOGUE DATE MAY BE OFF...

PITTSBURGH — Julius La Rosa's date at the Vogue Terrace

may not come off. Last Tuesday (3) La Rosa made all the disk jockeys. The president of the local AFM has forbidden such interviews and has threatened to pull the band if performers on subsequent club dates give such interviews. The local is now in the courts fighting the suit brought against it by Jackie Bright, who had previously been on deejay shows. Bright won the first round, and the case is now on appeal. The local AFM is hesitating to take action against La Rosa because it might jeopardize its Bright-AFM suit.

NEW CLUBS SWING INTO ACTION...

ATLANTA — Two new clubs, both buyers of name talent, will start action the next few weeks. The Laurel Hill Club, Columbia, S. C., will start with Patti Page at \$10,000. Joe Cotton's Steak House, Atlanta, has a budget of \$6,000 for two acts.

GABBY TO START 1-DAYERS...

NEW YORK — Gabby Hayes, the bearded picture name, will start his first series of one-dayers as a single, Monday (8), thruout New England and will end up mid-September in Dayton, O. The deals call for a \$1,000 a day plus a percentage.

ROSENHOHN TELLS OF NITERY NET...

NEW YORK — William Rosensohn, executive v.p. of Box Office TV, claims thru his press agents that he is "establishing a million-dollar closed circuit TV network to service restaurants and night clubs..." Unions, which have to be consulted, say they have never been approached, don't know anything about it, but if approached will flatly turn it down. In any case, the story hit the wire services.

RITZ BROS. SIGN VEGAS PACT...

HOLLYWOOD — The Ritz Bros. have signed a three-year pact calling for two personal appearances annually at the Flamingo Hotel, Las Vegas.

Under terms of the pact, the comics will select the times at which they will play the hotel, only requirements being that they notify the Flamingo long enough in advance to avoid any conflict with other bookings.

Three-year contracts are the newest gimmicks used by Vegas ops to tie up names as far ahead as possible.

HOWARD KEEL BACK IN UK...

LONDON — Howard Keel, who made a hit here back in 1947 when he opened at the Drury Lane Theatre in "Oklahoma!" is

(Continued on page 46)

NOT LIKE LAST YEAR

Miami Cafe Ops Bemoan Business Lack; Plush Lounges Springing Up

By HERB RAU

MIAMI, Aug. 7. — These are rough times for local cafe operators who anticipated a summer to equal last year's lucrative business. After the excitement of opening nights, nobody's doing anything to approach a land-office business.

Three clubs are operating on a full-scale basis; six hotels are offering one act and a dance team on a single-show-a-night basis,

and one hotel is presenting week-end shows only. In addition, of course, there are a score of cocktail lounges in the area with from one to four acts on a continuous-entertainment policy.

Martha Raye opened the big Beachcomber a few weeks ago, and for the first few nights she packed 'em in. But the box office has been tapering off. Dinner shows at the Clover Club—where Lillian Roth is the attraction—are okay, but late business is poor. The ice show isn't doing business at the Vagabonds Club. The Four Vagabonds are now touring the West.

Hotels Best

Hotels, up to their ears in package tours, are getting the biggest play. Tourists, traveling on limited budgets, keep away from cafes to avoid the minimum, plus the knowledge that the hotel managements are going all-out to provide a flock of extras for guests.

For its week-end show policy, the Saxony Hotel lines up lay-off acts in the vicinity. Generally the acts have just finished a week at the Olympia and are happy to stay around a few extra days. Billy Gilbert and Tito Guizar, for example, are two of the performers who played the Saxony after winding vaude stints.

Next door, the San Souci Hotel is following its long-time policy of bringing in a headliner for a week at a time. Currently Joel Grey is playing it. The Nautilus has Fran Warren, following a week of the Kirby Stone Four who then went into the Olympia.

SPEAKING OF LEGIT

By BOB FRANCIS

Joseph Buloff is definitely set to replace Menasha Skulnik in "The Fifth Season," when the Sylvia Regan comedy relights at the Cort Theater, September 5. Buloff played the part in the London version last winter, and while the play didn't click on the West End, he received fine personal notices. Incidentally, "Season" will have to look for another house after October 3. The Cort is already bespoken for "The Rainmaker," in which Geraldine Page and Darrin McGavin will have the leads... Ann Thomas, absent these three years from the Stern scene, has been signed for an important stint in Walter Macken's drama, "Home Is the Hero," which the Theater Guild and Worthington Minor will unveil at the Booth, September 22. Others in the cast, which includes the author, are Glenda Farrell, Pat O'Malley, Art Smith, Frances Fuller, Richard Lupino, and Christopher Plummer.

This department is forced to take some small issue with Harriet Johnson's "Words and Music" column in the New York Post Wednesday (4). Miss Johnson is applauding (as who doesn't) the splendid adaptation of Borodin's music made by Messrs. Robert Wright and George Forrest for the score of "Kismet." She says that as a music critic it should be a pleasure to applaud the fact that Borodin won the Donaldson Award for the best song-and-dance score of the season. That is exactly what the late Borodin did, altho it was impossible to forward him the scroll and key. But when she suggests that the Donaldson Awards Committee by-passed the contributions of Wright and Forrest, she is considerably in error. In

the eligibility list, which was delivered with each ballot, under credits for "Kismet" it is clearly printed: "Music from Alexander Borodin. Adaptation and lyrics by Robert Wright and George Forrest." Unfortunately for the latter, the voters balloted with an extraordinary unanimity for the old master, which is their prerogative. But please, Miss Johnson, the Awards Committee couldn't, and didn't, have a thing to do with it.

The Union Dime Savings Bank at Sixth Avenue and 40th Street has asked us for an assist. It seems the bank has a sum of money awaiting claim by a depositor from whom it hasn't heard in 15 years. His name is Frederick Sumner Logan. His last known local address was 1 West 69th Street. He was, and maybe

(Continued on page 45)

Sennes Confounds Trade by Netting 300G in Moul. Rouge

NEW YORK, Aug. 7. — Frank Sennes' cafe, Moulin Rouge on the Hollywood Strip, will net about \$300,000 by the end of the year, thereby returning its original investment plus a profit from an operation that the "boys in the know" said "would never make it."

Sennes has just closed a deal to send his current cafe show (cast of 76) for a theater tour, starting with the RKO Hill Street the end of September for a two-weeker and followed by a four-weeker at the RKO Golden Gate, San Francisco.

Other deals for RKO to open additional houses for "Moulin Rouge" are now pending. Deals call for a 70-30, with RKO supplying the music (except key men) and stagehands.

Turned Down

To give the "Moulin Rouge" an added hype, Sennes now has the "Miss Universe" contestants traveling as part of the package. Sennes got the kids (12) thru some shrewd direct approaches. He first asked the promoters of "Miss Universe" in Long Beach,

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ACTS AND ATTRACTIONS

Top brass of a major talent office lost more than \$250,000 in Las Vegas, Nev., the past few weeks... Norman Brooks has been ordered to report to 20th-Fox studios September 7 to start working... Dolores Hawkins gets the Chi Palmer House next January... Mervyn Nelson will produce the next Versailles show. Edith Piaf, due next month, will not be available until 1955.

Nancy Walker may become a Milton Berle TV show regular. She gets her first show September 21 on a deal calling for a series of options... Winged Victory Chorus, current at Long Island's Casa Seville, have the Army okay to work in their GI clothes, even tho they're out of the service... Jerry Lester will become a legit director. His maiden effort will be to direct "Certain Age," a dramatic play, for Charles Miller and Barney Ward, producers.

Kitty Kallen broke the all-time attendance record in the 11-year history of the Bowery Night Club, Salisbury Beach, Mass. She played to over 5,200 in her six-day stay, claim the club ops...

The Crew Cuts plus Martin and Lewis, in "Living It Up" at the Chicago Theater, have broken a one-year record, tho the theater refused to give figures.

Denise Darcel was pulled off her TV show by her p.m. She'll make a couple of pics in France... Johnnie Ray goes into the New York Latin Quarter.

Henny Youngman, currently at the Miami Beach Nautilus, postcards from Hillard, Fla. (northernmost point of the State), "They said I could live near Miami Beach for \$20 a week, so I'm living here."

Murray White, bowed out of the race for the national board and third v.p. of AGVA because of the "old guard members who constantly and consistently perpetuate themselves..." The Clark Brothers have a new manager, Bernard Binnick, ex-advertising man... Bob Ellis, who owns the Mahogany and Town clubs at St. Thomas, Virgin Isles, will do 13 pictures in Miami... Dorothy Lamour is trying to get the sarong selling concessions at the Hilton hotels. Hilton's May-

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Strictly Informal (TV)

Cast: Larry Finley, Matty Matlock, DeCastro Sisters, Dorothy Darnell, Vito Musso, Gary Crosby, George Dunn, the Topnotchers. **Guests:** Marilyn Maxwell, Ross Bagdasarian, Carlos Thompson, Peggy King, and Lord Blears. **A Larry Finley Production. Producer,** Mary Markham. **Director,** Alex Runciman. **Participating sponsorship.**

(KNXT, Los Angeles, August 1, 10:30-12 p.m., PDT.)

As its title implies, "Strictly Informal" is just that. It's a hodge-podge of late Sunday evening relaxed variety entertainment that fairly well fits into the usual weekend mood for most viewers. So much is it informal that only a bare stage serves as a backdrop, the cameras catching one another in action as well as both the working and guest talent. Occasionally, however, a concession is made by the supplying of portable sets.

Show is pretty much of a poor man's attempt at a West Coast festival of the early "Broadway Open House" program type, with the disadvantage of having no regular performers (with the exception of Matty Matlock's five-piece combo) which likely will preclude it being a springboard for new talent. Its advantage is in the ready availability of name performers for interviews and occasional stunts.

Larry Finley emcees in a rather rustic manner, engaging in the usual meaningless platitudes. His lack of projection as a personality probably is in his favor since it permits primary attention to the artists who fortunately are exposed but briefly, seldom wearing on the viewer. Finley also spouts some of the overabundant commercials.

Talent on show caught consisted of the DeCastro Sisters, who repeated their nitery singing-spoofing bits; Dorothy Darnell, vocalist whom Finley introduced as a "new discovery," a feat that could just as well have been neglected; sax man Vito Musso, his usual top self; Gary Crosby, whom the emcee said was "a new singer of songs," which was an accurate description since his rendition of "Row, Row, Row" was anything but impressive; the Topnotchers, instrument playing-singing trio who virtually stole the show; wrestler Lord Blears whose appearance changed the pace, and George Dunn, a promising sort of present-day Will Rogers what with his rope twirling and slow, dry, drawing country humor.

The interviews with Ross Bagdasarian, composer turned actor, and Carlos Thompson came off in fine shape, replete with film clips from movies in which the two appear. "Strictly Informal" on this score should prove a boon to theatrical movie producers for plugs of their product. Other interviews were with Marilyn Maxwell, whose latest record, "Made for Each Other," was played during the show, accompanied by good natured spoofing by those on camera, which included a number of unbilled people seated at tables, and with Peggy King, new Columbia Records pactee. **Ed Velarde.**

Let There Be Life (TV)

Cast: Bob Province, others. **Written by** Frank Hart. **Produced by** Nori Locke. **Sponsored by** Blue Cross.

(WLW-T, Cincinnati, and fed to WLW-D, Dayton, O., 7-7:30 p.m., EST., August 2.)

WLW-T has a most effective and interesting segment in "Let There Be Life," a show produced in co-operation with the Cincinnati Academy of Medicine and the Montgomery County Medical Society. Thru it, it is hoped, viewers will become familiarized with existing problems of the medical profession in combatting crippling and killing diseases, help them understand some phases of medical treatments, and the chances for a victim's recovery.

This show, the second of weekly stanzas that are to run thru September 27, dealt with polio. Like its predecessor and those that are to follow, it was a remote from a ward in an unnamed local hospital. The series is to consist of remotes, film and some live studio work, according to WLW-T.

In this segment, excellent narration by the station's Bob Province and several unbilled doctors did much to clarify shots of polio patients undergoing a step-by-step procession of examinations and treatments in the hospital's contagious ward. Clearly explained was the operation of such equip-

ment as an iron lung, polio bed, respirator, rocking bed, etc. This was enhanced by shots of an actual spinal tap test, the work of physical therapists, a slide picture of the polio virus as viewed thru the electron microscope, etc. Equally effective was an explanation by a doctor, via graph, giving the warning symptoms of polio, action of the disease in its early stages and then a shift to hospital patients for illustrations of these symptoms.

Final portion of the show consisted of a brief lecture by another doctor who explained current research for the prevention of polio. In substance, he reported that much progress has been made. Altho not yet a victor, the medical profession hopes to be so before many years pass.

Blue Cross commercials were restrained yet effective. The first was purely institutional, consisting of a pitch for recruits for the nursing profession. The closer emphasized that Blue Cross covers polio attack and explained the more important features of a Blue Cross contract. **Al Schneider.**

Now and Then (TV)

Cast: Dr. Frank C. Baxter. **Producer,** William Whitley. **Director,** Bill Alcine.

(CBS-TV, 6-3:30 p.m., EDT, August 1.)

Everyone who has been enjoying Dr. Frank C. Baxter's brilliant Shakespearean appreciation course on the living room screen will be delighted to learn that CBS is now according him full net facilities for a new series titled "Now and Then." If the eminent professor continues in the same pattern as his Sunday (1) tee-off seg, his new venture should attract a whole new quota of viewers and listeners.

While the initial half hour was naturally introductory, it gave the doctor a fine opportunity to set the stage for solid future interest. Apparently his weekly talks are to stem in large part from Shakespeare readings and commentary, but the scope of "Now and Then" will permit discussions of the great literature of the past in general. "What do you get from reading?" will be the Baxter keynote. "It's fun to know and books fulfill the lack of opportunity to see and know firsthand — the key to vicarious living."

If this sounds pedantic, let it be hastily reported that nothing is farther from the fact. Aside from being a considerable actor, Baxter has plenty of wit and humor wherewith to salt his comments. He starts right off warning away the intellectuals. He wants to reach the middlers, the people who want what he's got to sell but have had neither time nor opportunity to continue its pursuit. In consequence, he never talks down to anyone, and his own obvious enthusiasm is contagious. It is easy to understand why his courses at the University of Southern California are so popular. He must be quite a lad on the platform.

In sum, this reporter found the professor's opening stanza delightful. If he continues in the same vein, he can do for the humanities what the good Bishop Sheen has done theology-wise. The man in the street will like him. **Bob Francis.**

Great Moments in Sports (TV)

Cast, Walter Kiernan. **Guest,** Mrs. Babe Ruth. **Producer,** Lester Lewis. **Association in** conjunction with NBC-TV. **Executive producer,** Merritt Franken. **Director,** Martin Hoade. **Writer,** Barney Nagler. **Sponsor,** Mutual of Omaha thru Borell & Jacobs.

(NBC-TV, 10:30-10:45 p.m., EDT, July 30.)

This is a fast-paced stanza which goes into the post-Gillette time on NBC-TV and which seems a natural to catch on with the sports fans who follow the blade-sponsored events, when the fights will make "Greatest Moments" vary in its own length, to fill the time until 11 p.m.

Based upon Walter Kiernan's work in the opener, this should not be too difficult an assignment, altho it will make for some production headaches. But Kiernan, hitherto seen mainly as a humorist or chief panelist, showed unusual flexibility in adapting himself to the role of the fast-paced, authoritative sportscasting role.

Pacing Excellent

His pacing generally was excellent, albeit he had a slight tendency to run together the different events spotlighted on the show with little perceptible break. His

commentary over the film clips was terse and informative. His live interview with the widow of Babe Ruth had warmth where it was necessary.

The events recreated on film on the preem stanza included the two recent performances by Roger Bannister and Jack Landy in which these runners ran the mile in under four minutes; Citation's victory in the Hollywood Gold Cup, which made him the first horse to earn \$1,000,000, and a shot of Babe Ruth hitting a homer in his prime, and making his memorable speech during Babe Ruth Day festivities at Yankee Stadium.

Major ad pitch came midway in the show, when Kiernan interviewed a truck driver who is receiving monthly disability checks from the sponsor. Kiernan made a direct pitch to the viewer, saying, "Now you see why I want you to send for more information." Again, at the close of the show, he showed himself adept at the hard sell when he urged viewers to send a card for more dope. **Sam Chase.**

Palace, New York

Howard and Wanda Bell, Muriel Reid, Cook and Brown, Eddie Hanley, Ernesto Bonino, the DeMattiazis, Marty Maye, Ed Steinmetz and Company, Jo Lombardi and his ork.

(Reviewed August 6.)

The bill is generally good, especially with Marty Maye relaxing both himself and his audience in the next-to-closing. Marty points out that the Palace has given him an extra "e" for his last-name billing, in case anyone thinks the above a misspelling. Marty is clicking solidly with his standard material. The house could use a lot more like him.

Howard and Wanda Bell's excellent acro act leads off proceedings and chalks up a fine applause score. The gal violinist, Muriel Reid, is in the second slot (reviewed elsewhere under New Acts). The follow-up is Cook and Brown, Negro steppers. The pair, as usual, substitutes frenzy for showmanship. Eddie Hanley, with an assist from Greene Courtney, winds up the show's first half with some solid, old-fashioned burlesque clowning. His gal-getting-dressed bit gets over for big laughs.

In the chant department, Ernesto Bonino, the young Italian who has been making quite a name for himself in the clubs, gets off to a fine theater start. He has only a moderately good voice, but has a wonderfully ingenious salesmanship which builds steadily for hefty reception. He looks set to go places as a comer in his field. Elsewhere, the DeMattiazis are back with their good doll dance novelty. However, this time around the act seemed a little heavy-handed and over-produced. The wind-up features Ed Steinmetz and his gal partner in an excellent assortment of trampo tricks. The lad is particularly hip to the bouncing springs.

The pic is "Human Desire." **Bob Francis.**

Odette

Tuba Stevens, Bela Bizony, David Lerow, Paul Mann, Max Hamlich.

(Viennese Lantern, New York, July 28.)

For an off-beat cafe (it's in the East 70's) the spot holds up remarkably well during a period when many other regional clubs are just holding on. The current show formula is basically the same, with the exception that the musicians play a more important part in the production, plus the replacement of the previous headliner by Odette.

Odette, an attractive brunette, who recorded "Under Paris Skies" for M-G-M Records, has a rich contralto and apparently knows her audience. She moves well, sells skillfully, and gets a lot of heart into songs she sings only phonetically, e.g. Spanish. Her set routine called for four numbers, but recalls forced her into a fifth.

Tuba Stevens, coloratura, a holdover, now seems to go here with the lease. She has been reviewed in previous issues.

Bela Bizony
The music is an integral part of the show here. Bela Bizony, the lead violin, does the emcee chores in the absence of Max Loew, and is apparently well liked, since previously caught, he and David Lerow have worked up a bird-call fiddle act patterned slightly on the Arnaut Brothers bird whistle bit, that gets appreciative laughs. Both Bizony and Lerow

do single spots playing semi-longhair numbers in commercial fashion.

Paul Mann, who does most of the piano backing, is also deft on the keyboard. Max Hamlich, accordion, in his single spot, makes for a pleasant interlude. Incidentally, all musicians here, with the exception of Bizony, double on either accordion, piano, or on fiddles. The effect is to give the musical backing greater prominence.

The two Kirsch brothers, Walter and Larry (both old owners of the now shuttered Hofbrau House) run the room beautifully. **Bill Smith.**

Betty Madigan

Joey Carter, Coachmen (ork), Line (4).

(Stage Coach, So. Hackensack, N. J., July 29.)

Armory-like room on Route 46, surrounded by used car lots, is said to do business weekends. It must, or it could do better selling used cars. But on night caught there was a table with four girls, one table with William Morris office agents and this reviewer's table. Oh, yes, there were about a half dozen guys at the bar.

But if business was conspicuous by its absence there was nothing wrong with the talent. Betty Madigan (see New Acts), who's riding high with her M-G-M record, "Joey," came on like a breath of cool fresh air on a humid hot July night and showed she knew her way around a cafe floor, even an empty one.

She was preceded by comedy emcee Joey Carter (see New Acts) who did amazingly well breaking up the band and the waitresses. But like many comics who feel they need a get-off piece of business — and young Carter was ahead — he finished with a song, one he could do very well without.

The four-girl line must've melted in their heavy sequin gowns, none of which fitted very well. **Bill Smith.**

Billy Daniels

Benny Payne, Paul Hebert ork.

(Mocambo, Hollywood, August 3)

None of that ol' black magic has been lost in Billy Daniels' routine, this his fifth return trip to the Mocambo.

Billy still eschews the pop material for his well-stocked repertoire of standards. Unlike previous stints, he uses a blend of slow paced ballads, a la "My Funny Valentine" and "September Song" along with his established up-tempo winners, latter including "I Never Knew"; "Bye, Bye Blackbird" and "I Don't Care if the Sun Don't Shine." He walked off to cheers via his namesake, "Ol' Black Magic."

Accompanist Benny Payne wins plaudits via his solo rendering of "Write Myself a Letter" a la Fats Waller. Paul Hebert ork does yeomanlike work cutting the show and keeping the dance floor occupied. **Joel Friedman.**

Al Morgan

Vincent Villa's Trio
(The White Pub, Milwaukee, August 2, 1954.)

The newest room to bid for building Beer City nitery trade is the re-opened White Pub. It unshuttered several weeks back, headlining the Page Cavanaugh Trio for a big sendoff. Currently jamming the place is Al Morgan, who opened to turnaway crowds last weekend. Morgan's popularity as a disk artist pre-sold him as a draw.

A medium-sized Monday night crowd palmed its appreciation loud and long the instant the wiry Morgan sidled onto his stool and commenced flailing away at the piano. Many an act booked in with a band unable properly to cut the show might have called the agency and canceled out.

Instead, Morgan reshuffled his act and worked more or less at random, with only a bass fiddle and a guitar supplying rhythm backing for him.

Old Standards
All he did was sit down at the piano every hour for a spell and ladle out what he thought the folks would like to hear. Most of the time they kept yelling for "Jealous Heart." He gave it to them at the end of each set, wrapped up in a medley of "Jealous" type tunes. All of his offerings were old standards sold to terrific mits by his unique, sincere delivery.

Viewers at his recent Copacabana engagement undoubtedly saw Al Morgan staged and showcased in typical Broadway fashion; but Milwaukeeans this week

are enjoying him in his true, dynamic media as a top barroom piano-song stylist.

The Vincent Villa Trio's Latin dance tunes were a pleasure to hear, but cutting a show unfortunately is not among their talents. **Benn Ollman.**

Karen Chandler

Lou Math's ork.

(Jimmy Fazio's Supper Club, Milwaukee, July 29.)

Karen Chandler, blonde singer whose Coral waxing of "Hold Me, Thrill Me, Kiss Me" recently racked up hit dimension sales, has yet to attain her potential as a top nitery draw. But judging from her solid presentation on the podium here, gal definitely rates as an outstanding property.

Very pretty, fresh appearance, a set of listenable pipes coupled with plenty of zest and smart delivery, kept her on stage for close to an hour for the dinner show. Mitting was heavy, and audience called her back for a total of 10 numbers before they let her go.

Thrush opened with an offstage entry chanting "Almost Like Being in Love" for an effective beginning. Songs included "Three Coins in the Fountain" and a clever blending of "I Wanna Be Kissed" and "Give Me Something to Remember You By." Using a strolling mike for some of her more intimate special numbers, she made a big hit with up-front customers. Musical arrangements, by hubby Jack Pleis, merit special attention. Special material scored well, and gal showed ability to handle cute, sexy lines without offending anyone.

Lou Math's five-piecer, on bandstand for the show and dancing, did an excellent job. **Benn Ollman.**

Terry Haven

Ernie Held, Dorothy Blaine and Johnny Davis' band.

(Tic-Toc Club, Milwaukee, August 2.)

Few fem comics worthy of the title make their way into this town's niteries. Among those working here in recent semesters Terry Haven, currently being held over at the Tic-Toc Club, shows outstanding potential.

A bouncy bubbly blonde, sporting a combination crew cut-poodle hairdo, the female clown is gifted with plenty of talent in all directions. Lass sings well, needs no padding in her gowns, and is a terrific mugger. Act is backed by pianist-arranger and special writer Ernie Held, who has helped with some strong selling material.

Breaking in a new act before a cool and slim Monday night audience, she had them warmed up midway thru her stint and walked off a favorite. Several items were outstanding, particularly her delivery on a very timely "Who's Gonna Be Miss Universe?" Clever penning here has the gal riotously mimicking the French, Italian and British entries in the recently held beauty contest to select the world's prize specimens of pulchritude.

Sock finish to her act was supplied with carbon copy impressions of famous comedienne — Fanny Brice, Martha Raye, Sophie Tucker. As a closer it has tremendous nostalgic sock appeal and is neatly tied in with a clever lyric. Fanny Brice mugging was excellent, tho perhaps not as commercially potent as the other two since few present-day cafe goers have personal recollection of her. But the Sophie Tucker and Martha Raye aping could be dynamite on any club floor.

Sultry Dorothy Blaine contributed several vocal offerings to fair response. Smiling maestro Johnny Davis, back on the stand after seven weeks of absence due to surgery, supplied music for dancing and the show. **Benn Ollman.**

Dave Gardner

Julie Mitchum, Sam Butera and ork.

(Joe Wright's Palladium, Biloxi, Miss., August 2.)

A real funny guy, Dave Gardner continues to pack 'em in at this popular Gulf Coast spot, and it's easy to see why. He is hilariously funny. His routines are refreshing and pack the spontaneity that marks the difference between just another comic and potential star material. Patter is peppered with country phrases, but they're commercial for sophisticated audiences as well. Gardner's impressions and dialect bits leave ring-siders in stitches. With proper **(Continued on page 46)**

BURLESQUE BITS

By UNO

Rose LaRose is back in her New York home from four weeks of vacation during which, while on a hunting expedition near Lake Erie, in Ohio, she shot and had mounted a good-sized woodchuck. Also visited were Lake Hopatcong, N. J., and other summer resort spots. . . . Jess Myers, manager of the Empire in Newark, is busy with the installation of a new air-conditioning system. . . . Martha Phillips, attractive magician's assistant and dancer was birthday partied on July 27 by Harry (the Great) Szerlip at Bobanell's super steak and salad eatery on W. 19th Street, New York. Special honored guest was Felice Ridgeway, managerial secretary at the Academy of Music, Manhattan. A feature was a tasty birthday cake donated by Bob. . . . Comic Joey Faye is touring the summer stock circuit with the play "The Boys From Syracuse." . . . Della Linard, of 1314 Webb Road, Lakewood, O., send an obit of one of Cleveland's best-liked showmen, Theodor (Ted) Shulman, 44 part owner of the Tasty Barbeque, who died July 27 in Mount Sinai Hospital there. Born in Cleveland, Ted was a graduate of old Longwood High School, was a member of the Showmen's League and operated park concessions on the West Coast. Surviving are his mother, a brother and two sisters. . . . Lucretia, stripper, according to Morton Silver, was a recent headliner at the Turf Inn, Troy, N. Y. . . . Dick Lies, concessionaire for several seasons at The Grand, St. Louis, is now with the G. W. Wade Shows pitching candy for the Girl Show. . . . Margo Lynn and Mono Lee, exotic dancers, finished a two-

week engagement at My Brother's Tavern in Watervliet, N. Y.

Rusty Marsh opens in featured spot at The Globe, Atlantic City, August 22, thru the Miller-Kaplan Agency. . . . Ray Walker, pianist and songsmith, writes of two unusual experiences in Western engagements when police closed the Thunderhead Ranch in Woodland Park, Colo., on account of gambling trouble after his fourth week there and did the same thing for the same cause at Benny's in Tulsa, Okla., the very first day before he opened the week following. Walker is back at Miami Beach for a rest. . . . DoMay, "The Cherokee Half-breed," closed two weeks at the Casa Bianco, Albany, and opens August 16 for another fortnight at Orsatti's, Philadelphia, bringing with her a new routine she calls "Love in a Teepee" and a special luggage trailer built especially for her many props. . . . Marian Lee headlines the stock cast at the Carmen, Philadelphia, where she joined the week of July 28. . . . George Lewis, director of the National Association of Gagwriters, sends details about the annual Comedy Writers Summer Conference to be held under the sponsorship of his org in New York August 23 thru September 3. Something all comedians should attend and be deeply interested in. The meet is a summer edition of the Comedy Workshop now in its ninth year and will feature well-known lecturers on humor,

BROADWAY SHOWLOG

Performances Thru August 7, 1954

DRAMAS		
Anniversary Waltz	4-7, '54	141
Caine Mutiny Court		
Martial	1-20, '54	221
King of Hearts	4-1, '54	148
Oh, Men! Oh, Women!	12-17, '53	268
Sabrina Fair	11-11, '53	308
Tea and Sympathy	9-30, '53	356
The Seven-Year Itch	11-20, '52	718
The Solid Gold Cadillac	11-5, '53	316
The Teahouse of August Moon	10-15, '53	343
MUSICALS		
Arabian Nights	6-24, '54	52
By the Beautiful Sea	4-8, '54	140
Can-Can	5-17, '53	524
Comedy in Music	10-2, '53	323
Kismet	12-3, '53	284
Pajama Game	5-13, '54	80
RECESSING		
John Murray Anderson's Almanac	12-10, '53	228
Fifth Season	1-23, '53	598
CLOSING		
Carousel	6-2, '54	77
The Golden Apple	3-10, '54	273

comics and gagwriters. Eight evening sessions will be held Mondays thru Thursdays, August 23-26 and August 30-September 2. There will be discussions of gagwriting, monolog, situation comedy, comedy characterization, sketches and marketing and merchandizing in the fields of TV, radio, vaude, burly, legit and films. If you are interested write George Lewis at 360 First Avenue, New York.

SPEAKING OF LEGIT

Continued from page 43

still is, a writer. The bank thinks he went to Hollywood. So if anybody knows Logan, tell him the bank has some money for him, and that he better claim it before November 10, because that's the deadline for the bank to turn it over to the State Comptroller, under the New York Abandoned Property Law.

The old Guild Theater comes back to the legit commercial fold this fall. Robert W. Dowling, chairman of the board of the American National Theater and Academy, which has owned the house since 1950, confirmed this week that seating capacity will be upped by 250 seats, with expense to be borne by the second mortgagees. ANTA will now be able to book commercial attractions and this gives a depleted treasury a much-needed hype.

Louis Lotito, president of City Playhouse, a subsidiary of the City Investing Company, is contributing his services as booker. . . . Backers of "Teahouse of the August Moon" came in for another divvy this week. Checks

for a 10 per cent payoff were mailed out giving angels a total 160 per cent return on their investment. . . . Ralph Levy, West Coast producer-director for CBS-TV, has been signed to direct Maxwell Anderson's two new plays, "The Masque of Queens" and "The Bad Seed." This will be his first Broadway staging stint. It is possible that he will also serve as co-producer with the Playwrights Company in regard to "Queens." Anderson has promised to deliver a complete script of "Seed," which he is dramatizing from the William March novel, by Labor Day. It is expected to be the first production on the Playwrights' fall schedule. . . . Elliot Makeham will play Quince and Philip Guard will be the Puck of the Old Vic production of "A Midsummer Night's Dream," when Sol Hurok brings it to the Met for a limited run on September 31. Makeham played here last in "The Lady's Not for Burning." Guard played Puck at Stratford-on-Avon in 1949.

ACTS AND ATTRACTIONS

Continued from page 43

flower Hotel, Washington, will probably be sold.

"Mambo U.S.A.," is the latest package offered for one-nighters. Irving Schacht is the producer, Billy Shaw booking. It starts October 4 in New England for \$2,750 against a 50-50.

On his last trip to Las Vegas, the late Paul Small offered to settle his commission claim from Ray Sinatra, the Sands band leader, for \$1,000. When Ray refused, Small went to the AFM. The latter ruled that Ray pay Small his full commission, \$5,700.

The Florida Theatrical Agents' Association, Inc., received its charter in Miami last week. Officers of the new organization are Art Gordon, president; Burton E. Van Dusen, vice-president, and Gus August, secretary-treasurer.

Albert Thompson's Green Oak Bar, North End Detroit spot which dropped shows for the summer, has been re-christened the Green Oak Show Bar and is expected to resume a talent policy in the fall.

Foy's, Hollywood, August 10 for a two-week run. . . . Billy Daniels, currently at the Mocambo has purchased a home in Hollywood and will make the West Coast his home. . . . Hal White's ork, with Clessa Williams, returns to the Capistrano Beachcomber's Club, August 13. . . . Danny and Frankie Marshall head for a tour of the Northwest after closing at Tops, San Diego, August 8. . . . Impressionist Arnold Dover joins the Olsen and Johnson troupe starting August 12. . . . Tony Martinez inked for an indefinite stay at the Beverly Hills Hotel, Hollywood. . . . Marge and Gower Champion flew to Paris for a 10-day stay, following a brief visit to New York. . . . Formerly with the John Gibbs agency, Hollywood, Ivan Green has opened his own talent office on the Sunset Strip.

DRAMATIC & MUSICAL ROUTES

King and I: (Aud.) Portland, Ore., 10-14.
Peter Pan: (Curran) San Francisco.
Picnic: (Metropolitan) Seattle.
Porgy and Bess: (Philharmonic) Los Angeles.
Seven-Year Itch: (Geary) San Francisco.
South Pacific: (National) Washington.
Time Out for Ginger: (Harris) Chicago.
Wonderful Town: (Shubert) Chicago.

Hollywood
Comic Slick Slavin headlines at the Chi Chi in Palm Springs, Calif., for two weeks starting August 5. . . . Johnny and George, sepi song and piano team, follow comedian Dave Barry and vocalist Ann McCormack into Charley

HOCUS-POCUS

By BILL SACHS

DEL RAY, after three weeks at the Elmwood Casino, Windsor, Ont., ended July 31, played last week at the Skywood Club, Cleveland, and follows with a two-weeker at Beverly Hills Country Club, Newport, Ky., opening August 13. . . . In answer to a recent query, Sir Edwards (Ramon LaRue) is now operating an advertising specialty and gift business in Indianapolis. . . . Lewis Grundahl, veteran pro trixter known as Lauritz the Magician, is now living in retirement at his home, 507 Edgewood Avenue, Trenton 8, N. J. . . . Mysterious Howard typewrites from Houston: "Seymour Davis passed thru recently after winding up on a string of dates in Mississippi. Enjoyed a pleasant visit with Murray, of New York, who is stationed at Ellington Field. A real good card worker. Dr. Neff just played the Metropolitan Theater here. A wonderful showman who keeps you in the palm of his hand from start to finish. Houston Assembly, Society of American Magicians, is now meeting at Howard's Fun Shop. Cal Emmett has just been elected president. Ye olde scribe has been voted a new member. Charley Carls, billed as 'The Card Trickster,' is in for two weeks at the swanky Shamrock Hotel. Who's he? . . . Dr. Benjamin J. Pressman, who during July appeared on WKNY-TV, Kingston, N. Y., billed as Dr. Magic, the Health Magician, did a similar stint on the "Carousel" TV show over the CBS network last Saturday (7). He also appeared recently on a live show, "A Night in Venice," at Woodstock, N. Y., featuring his levitation. . . . Frances Ireland, dynamic magical from up Chi way, whose marriage to pro Jay Marshall was chronicled here last week, confirms the good news in detail. She says: "Just so you'll have the official notice, and all correct, Jay Marshall and I were married in New York July 26 by Judge Starke, a magician. Best man was Mark Leddy, Jay's agent, and the bridesmaid, Harriet Dreilinger, past national president of the Magicals. Jay had been at the Palace for a week, on the morning show over CBS-TV three times, and played a couple of club dates, plus getting married. All in one fortnight. So, if you think magic is dead, think again. All our love."

and has been restored to his rank and duties. Estes had been accused of obtaining gasoline for his private automobile on his State police courtesy card. Oldham said the charge stemmed from an accusation by a person outside the department. Estes denied the accusation. The formal charge of conduct unbecoming an officer was withdrawn from a State police trial board and Estes was given a private hearing at which Commissioner Oldham fined Estes the equivalent of his pay for 17 days—the length of the suspension—plus 5 per cent of his salary for a year. Lieutenant Estes has for many years been doing an excellent job with the Kentucky State Police by teaching safety to school children throughout the State by means of the use of magic.

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THE FINAL CURTAIN

ANDERSON—Hilmer S., former professional wrestler and owner of the California Shows, recently in Boston. Survived by his daughter, Mrs. Helen Pierson, and two sisters, Mrs. Milton Anderson and Mrs. Adolph Dahlberg. Burial in South Easton Cemetery, Easton, Mass.

ANDERSON—Mrs. Mamie, 43, wife of Rochester, radio comedian, August 6 in Los Angeles. Rochester, featured with the Jack Benny shows, was at the bedside when she died. In addition to her husband, she is survived by a son, William, Chicago.

BODREAU—Simeon, 76, one-time vaude performer, recently in Bay Pines Hospital, Tampa. In the days of vaude, he was a member of the dance team of Bodreau and Bastida. He at one time was with the New York Production of "Way Down East." Survived by a brother, Frederick, of Rhode Island, and three sisters, Mrs. Helen Doherty, Massachusetts, Mrs. Alida Boynton and Mrs. Mary H. Ryan, Rhode Island. Burial in Myrtle Hill Cemetery, Tampa.

BRABACONNIER—H. L. (Cunneek Red), for many years a skillo operator with carnivals, recently in Parsons, Kan., of a heart attack. In recent years, he had operated a tavern in Parsons. Survived by his widow, Mary.

COLETTE—Gabrielle, 81, renowned French authoress whose novels of love and passion won her world acclaim for over half century, August 4 in Paris. She was best known in America for "Gigi," which had a very successful run on Broadway after it was adapted as a stage play. Writing only under her last name, she was one of France's most popular modern novelists. Among the many novels that she turned out, the most famous probably were "Cheri," "Chance Encounters," "Adorable Dialogues," "L'Ingenue Libertine," "Mitsou" and "La Chatte." For a while, she also played on the stage winning success in musicals, vaudeville and later in serious drama. At one time, she starred in her dramatization of "Cheri."

CONLIN—Claude Alexander, 74, one of vaudeville's greatest magic entertainers, August 6 in Seattle. Billed as Alexander the Great, The Man Who Knows, he was famed internationally for 35 years as a stage magician. He originated a number of illusions. Well known in Los Angeles, where he resided after his retirement in 1924, he later moved to Palm Springs, Calif., and Phoenix, Ariz. Survived by two sons, Capt. Claude A. Conlin, of the Los Angeles Fire Department, and John Conlin, and a daughter, Mrs. Gloria Van Neg, all of Los Angeles. Burial in Seattle.

EALAND—Thomas H., 69, dramatic stock actor in the early 1920's, July 30 in Royal Oak, Mich. He was at one time general manager of the circuit of vaude theaters in Detroit operated by George H. Miles. He also managed the Ferndale Theater, Ferndale, Mich. He was also an agent, manager and producer of legitimate stage shows, and formerly managed the Crystal and Orpheum theaters, Detroit. Survived by his son, Herbert.

ENSON—Alfred, 100, Britain's oldest actor, known professionally as George Wilson, July 30 in London. He actually began his acting career at the age of 86, after having retired from the tailoring business. He appeared in a number of films, among them "Colonel Blimp," "Caesar and Cleopatra" and "Henry V."

FRANCIS—Robert H., 71, retired carnival owner, July 35 in Boise, Idaho. He was a Garland, Utah, merchant until he joined the Monte Young Shows 13 years ago. Later he bought the show and changed its name to the Francis Shows. He retired in 1952. Surviving are his widow, two sons and two daughters.

GAMBLE—Louis, 79, Detroit musician, July 31. He was for years a saxophonist with the Finzel orchestras, and was a player on many early radio shows. Survived by his widow, Nellie, and a daughter, Mrs. Roy Stewart.

GUSTAVINSON—Jeanne, for 25 years a singer with the St. Louis Municipal Opera, July 29 in St. Louis. In addition to her work with the Municipal Opera she spent many winter seasons in road shows working out of New York. Survived by her sister, Mrs. Elizabeth Reinhardt. Burial in Valhalla Cemetery, St. Louis.

HARRIS—Frank B., 82, retired circus advance agent, recently in General Hospital, Kansas City, Mo. During his many years in show business he was with the Gentry Bros., Barnum & Bailey, Sells-Floto, Ringling Bros. and Buffalo Bill shows. Survived by his son Carl P., and a daughter, Mrs. Jane Gensler. Burial in Floral Hills Cemetery, Kansas City.

HEADLEY—James A., veteran outdoor showman and brother of Pud Headley, band leader, July 30 in Veterans' Hospital, Phoenix, Ariz. He was formerly on the old No. 1 C. A. Wortham Shows and Snapp Bros. Shows.

HENRY—John F. E., 65, one-time vaude comedian and Broadway character actor, July 30 in Mount Vernon (N. Y.) Hospital. He had parts in "Little Nemo" and "Ben Hur," early-century stage productions; later entered vaude, and retired from show business in 1931. Three sisters and a brother, Frank, all of Bronxville, N. Y., survive.

JAILETT—Howard (Jolly), 59, veteran outdoor showman with Eddie's Exposition Shows, July 18. He is survived by his widow, Ida; two daughters, Lucy and Clara; a son, Howard Jr., and several grandchildren.

LIFVENDAHL—Richard, 26, former employee of the American Broadcasting Company, Chicago, in an auto accident while returning to his home in Oakland, Calif. He was currently employed as TV salesman of Station KOVR, Stockton. He is survived by his widow, the former Patsy Lee, who was the featured vocalist on Don McNeill's Breakfast Club for six years; a daughter, Lisa, his parents, Dr. and Mrs. Richard A. Lifvendahl, and a brother, Harold.

MILLER—William A. (Peck), 57, former circus musician (French horn) and performer, at Cabarrus Memorial Hospital, Concord, N. C., July 27. He trouped with various road shows, including the Sparks Circus and Rogers Shows, from 1915 to 1917 and from 1919 to 1922. Burial in Concord. Survivors include his widow and one son, W. A. Miller Jr.

MURATORE—Lucien, 76, leading grand opera tenor in the early part of the century, in Paris July 16. He was born in Marseilles, where he studied singing and the bassoon at the Marseilles Conservatory. He appeared as an actor at the Varietes in Paris and at the Monto Carlo Casino. Later he appeared with Sarah Bernhardt. He made his opera debut at the Opera-Comique in 1902 and U. S. debut in the title role of "Faust" with the Chicago Opera in 1913. In 1922 he returned to Europe where he continued to sing until the outbreak of World War II. He leaves his widow, Marie Louise Brivaud.

NICKOLSON—William C., 60, veteran outdoor showman, July 18 in Valley City, N. D. During his many years in show business he was with Royal American Shows and a Nat. D. Rogers War Show. At the time of his death he was with the World at Play Shows. Burial in Showman's Rest, Tampa.

RILEY—C. E., 58, veteran outdoor showman, recently in Palmetto, La. A legal adjuster for many years for the Ringling and Barnum & Bailey circuses, he at one time had his own carnival, the Whalen & Riley Shows. He also managed the La-Mounte Circus with George Emery. Survived by his widow and a sister, Mrs. Mabel Leach, Dayton, O. Burial in Palmetto Cemetery, Palmetto.

ROBARD, Ray, 67, retired acrobat and member of the Pacific Coast Showmen's Association Board of Governors, August 2 in Los Angeles. Born in Litchfield, Ill., he and his widow, Rose, played the top vaude circuits. In addition to his widow, he leaves a daughter, Mrs. Vivian Horton. Burial August 6 in Evergreen Cemetery, Los Angeles.

SMALL—Paul, 46, talent agent, suddenly at the Mount Sinai Hospital, New York. He was formerly with the Morris office and later opened his own office here and in Hollywood. (See details in Talent section.) He is survived by his widow, Lillian Schary, sister of Dore Schary; a son, Edgar, and a daughter, Mrs. Jane Goetz. Interment in Mount Hebron Cemetery, Flushing, Queens.

SMITH—William, 74, stock car racer, July 31 in Temple University Hospital, Philadelphia, of injuries received a week earlier in a stock car race. Known as Wild Bill among fans, he suffered a broken neck in a ten-car pile-up during the 25-lap feature race at the Alcyon Park Speedway, Pitman, N. J.

STOVER—Avis (Smoky), 52, widely known in outdoor show business, July 25 in Stanley, Va., of a cerebral hemorrhage. He was the operator of the show, "Little Asby, the World's Shortest Man." Survived by his widow, two daughters and two brothers Vern and Jack (Bottles). Last named is a prominent pitcher.

Sennes Nets 300G

Continued from page 43

Calif., for the kids and was flatly turned down because it was "undignified."

Thereupon, Sennes wired each girl, offering her \$150 a week and a term contract, inviting them first to the club as his guests. They all came and all signed. Sennes arranged work permits for the foreign entries, and they're now part of his show.

For an added hype, Sennes called in the foreign consuls of the countries from where the kids hailed, gave them each a \$100, and asked them to buy their nationals in the show a present to be given on a pre-arranged night. The stunt paid off in reams of publicity, with newsreels and TV coverage.

Sennes is now in New York buying costumes and sets for his new cafe show while his current show is on the road. Costumes by Mme. Berthe will cost about \$56,000. Sets and scenery will cost an estimated \$46,000.

News at Glance

Continued from page 43

returning for the first time in five years for a four-week vaude season thru September. Dates include Glasgow, Edinburgh, Liverpool and Birmingham.

LEWIS NAMED EXEC PRODUCER AT FLAMINGO . . .

HOLLYWOOD.—Gus Greenbaum, president of the Flamingo Hotel, Las Vegas, Nev., announced the appointment of Sammy Lewis as executive producer last week. Lewis will henceforth handle the booking and staging of all floorshows and cocktail units inked into the Flamingo.

Lewis most recently was associated with Billy Gray in the operation of the Band Box in Los Angeles. Maxine Lewis will continue in her present capacity at the hotel.

TERRELL, Zack, 74, retired circus owner and manager, at Rochester, Minn., Thursday (5). Burial in Owensboro, Ky., Monday (9). Survived by his widow, Estrella Nelson Terrell. He was manager of Sells-Floto Circus for many years and owner of Cole Bros. Circus until 1949. (Details in Circus section.)

WELLBORN—Belton T. (Burt), former manager of Municipal Auditorium, Atlanta, July 31 in that city. A stagehand at the DeGlo (Lowe's) Opera House, Atlanta, in the early 1920's, he eventually became a widely known lighting technician. At the time of his death he was superintendent of the Tower Theater and was technical assistant at the Municipal Theater Under the Stars. Survived by his widow and a daughter. Burial in Crest Lawn Cemetery, Atlanta.

WINDLE—Emmett J., 74, formerly a member of the board of managers of Michigan State Fair, recently in Tucson, Ariz. Interment at Jackson, Mich.

MARRIAGES

WOODS-MELTON— Bill Woods, Penny Arcade operator on Brodbeck & Schrader Shows, and Joane Melton, concessionaire, July 24 in Scott City, Kan.

Dave Gardner

Continued from page 44

handling he could crack the big time.

Robert Mitchum's little sister, Julie, scores here with a pleasant routine of songs strictly on the smart side. The relationship of this performer to a movie star is wisely not stressed. Miss Mitchum can stand up on her own. Altho it was apparent that some of the show tunes and chichi material were wasted here, Miss Mitchum wins her crowd by belting out "Birth of the Blues," "Hostess With the Mostest on the Ball" and winds up her turn with request tunes called out by ring-siders. She works at a small piano, and altho her routines would probably be more effective in a smart lounge or more intimate room, the crowd here seemed to like every minute of it.

The real jumping, rocking crew of Sam Butera does a workman-like job of cutting the show, and in their own spot turn in some top-notch jazz. Butera blows a fine tenor sax, does a particularly outstanding job on the band theme, "Night Train," and vocalizes in a style reminiscent of Louis Prima. Abie L. Morris.

Ann Sothorn

Shecky Greene, Pryde and Day, and Miss Sothorn's Escorts. Brian Farnom's orchestra.

(Chez Patee, Chicago, August 3)

Ann Sothorn displays a well-integrated and entertaining act which shows plenty of class. Her vivacious TV personality and footlight savvy combined with the choreography of Leroy Prinz and wardrobe by Don Loper are a sure-fire reaction getter for this house. Her voice, which isn't really bad at all, adds to her name pull.

Surrounded by five male escorts, Miss Sothorn sings, dances, and in general creates an atmosphere of fun. Besides singing several medleys, she rocks the house with bits based on her former role of Maisie Revere, and her current role of Susan McNamara, private secretary. For a beg-off she sings "Lilly of Laguna," complete with a cockney accent which gets loads of response.

Shecky Greene, a local comic on the boards for eight years, makes his first appearance in his hometown a huge success. The lad, obviously nervous at the outset, picked up his pacing and timing to such an extent that he finally walked to smash returns. His material is sharp, and he carried the show very well and handles himself like a veteran. His beg-off, a Johnnie Ray imitation, left the house in stitches.

Pryde and Day had a tough nut to crack by opening the show in competition with the knives and forks. The act is a better-than-average juggling turn, with Pryde doing most of the work with Indian clubs and tennis balls. He also displays a unicycle turn which goes over well. High-light comes when the distaff portion joins Day in a juggling bit which finally quieted the crowd. Steve Schickel

MUSIC AS WRITTEN

Continued from page 16

attendance of 3,500 and raised \$30 in a charity match to raise money for the "Little League Ball" association. The team is willing to meet any music league softball team in the States that wants to make the trip to Montreal.

New York

Publisher Jack Gold this week became engaged to Greta Dornstein of Brooklyn. Gold also started a new music firm, Greta Music. . . . Tommy Mara will appear on the Ted Steele TV show next week and also on the Sammy Kaye radio show. . . . Johnny Holiday is cutting for Dick Bock's Pacific Jazz label. . . . Gary Walker, country singer-writer now a corporal in the United States Army at Fort Wood, Mo., has been signed to cut four sides for the Blasco Music firm's Cardinal label. Walker has penned "Trademark" and "Look What Followed Me Home Tonight." . . . Sun Records has packed Elvis Presley to a two-year recording contract. Presley is 19 years old and just finished high school. He has appeared at the Overton Park Shell country show in Memphis. . . . The Matys Brothers have cut the tune, "Muskrat Ramble" for 20th Century Records in Philadelphia for their first release on the label. Disk is getting big local action. . . . Bob Cordell has taken over as general manager of Guyden Records. Cordell, former Detroit deejay, has purchased controlling interest in Guyden and is in charge of all recording and business activities of the firm. The firm will enter both the EP and LP field as well as release singles.

Bernie Wayne has extended his Coral dramatic-musical cutting of "The Broadway Story" into a full-length musical and hopes to have it presented on Broadway next season. . . . Erroll Garner is at the Black Hawk in San Francisco for the next three weeks. After that he will open at Zardi's in Hollywood for 12 days starting August 26. He is set for an engagement at Chicago's Blue Note starting September 8. . . . Vaughn Monroe will be at the Steak Ranch in Atlanta starting August 16 for a week, then he heads into Convention Hall, Astor Park, N. J., for August 27, 28 and 29. On August 31 he starts his own TV show. . . . Mindy Carson will appear at the Aksarben Society's convention in Omaha on August 11 and 12. . . . Promotion man Henry Okun has adopted a new charity, the Boy's Town Club of Kearny, N. J. The club helps fight juvenile delinquency, and needs records and sheet music. Okun will be glad to receive such donations for the club. He can be located in front of the Brill Building. . . . Bill Farrell is now being managed by Martha Glaser. . . . Epic Records has packed singer Dario Cassini, and the Four Coins a new vocal group. . . . Charlie Fuqua's Ink Spots have been booked to play the Waikiki Lau-Yee-Chai Club in Honolulu, starting December 11 for three weeks. This is a repeat date for the group. . . . Abe Feinberg's ballroom, Rhodes-on-the-Pawtuxet in Providence, has been drawing record crowds Saturday nights by using big record names with top orks. In July Kitty Kallen, the Crew Cuts, and Jerry Vale appeared. Last week the Four Aces performed there.

Vaughn Monroe finishes a week at Steel Pier, Atlantic City, this week. . . . Karen Chandler broke in a new act at Fazio's Supper Club in Milwaukee last week. The canary is now being booked by the William Morris Agency. . . . Mac Weiss has opened a new publishing firm, Mac Weiss Music Company. . . . Joni James plays a week at the Bolero Supper Club in Wildwood, N. J., starting August 21. . . . Betty Madigan will play two weeks at the Chicago Theater, starting August 20. . . . Fran Warren is set for a week starting August 20 at the Gatineau Country Club in Ottawa. . . . The Elmot Brothers are now at the Rendezvous Ballroom, Balboa Island, Calif. They will be there until Labor Day. . . . Decca Records will make a waxing of the music from the forthcoming flick "The Egyptian." The music was composed by Alfred Newman.

W. C. Handy will deliver a lecture Sunday (8) at Western Michigan College in Kalamazoo, Mich. He will conduct a 50-piece band at Battery Park, New York, August 27, playing his own compositions. Handy appeared on the "This Is Your Life" tribute to

Gilda Gray last week. . . . Dimitri Tiomkin and Ned Washington have composed the tune "Not as a Stranger" for use as the title song in the forthcoming Stanley Kramer flick. The songwriters are the composers of "High Noon," theme from the flick of the same name. . . . M-G-M Records will release a new Lion LP next week titled "Teen-Age Party," and another titled "Top Pops." . . . Alan Dean will be at the Rhodes on the Pawtuxet, R. I., from August 11 to 14.

Cincinnati

Ralph Flanagan ork breaks into a long string of Midwestern one-nighters to play the August 20 week at Moonlight Gardens, Coney Island. Flanagan will work his new dance-contest idea on the local engagement, with Moonlight Gardens patrons invited to participate for prizes, with local disk jocks serving as judges. . . . Teddy Raymore Quartet, musical unit made up of Bob Sattler, Larry Gilbert, Carol Shane and Teddy Raymore (Rakel), still holding forth at Dann's Musical Bar here, while doubling each Friday at 6:30 p.m. on the Dave Hamilton Show over WLW-T. They were recently scouted for TV by Neal Van Eils, WLW-T program director, and their audience reception has been warm and rapid.

Chicago

Tom Archer, head of the Archer chain of ballrooms in Iowa, became the father of a girl Thursday (5). . . . Coral Records and Johnny Desmond tossed a cocktail party last week at Irv Benjamin's restaurant. Desmond's paintings are being displayed there. While they were at it, Johnny's waxing of "The High and the Mighty" was given a plug. . . . Coral is tossing another party Wednesday (11), this time for Les Brown's opening at the Blue Note.

Stan Dale, WJJD disk jockey, airs his Saturday morning record show from the dance studio of his sponsor, and kids are invited to come over and dance during the show. . . . Marian Caruso, Decca artist, in town plugging her "There Goes the One I Love." She closed at the Town Room, Milwaukee, last week and opens this week at the Theatrical Lounge in Cleveland. . . . Jack Webb will appear at the Chicago Theater August 20 for the opening of the picture, "Dragnet," which finds the Four Aces and Betty Madigan on the stage bill. . . . Julius La Rosa in town for the weekend plugging his latest Cadence release. . . . Denise Lor expected in town around the 24th for a deejay promotion. . . . Bette Mattson, singing wife of local announcer Dan Sorokin, is out with a new release on the Academy label. Bette is a deejay herself and holds forth at WEAW here from 5 to 6 p.m. daily. . . . Jan Garber still current at the Melody Mill, and likewise for Paul Neighbors' orchestra at the Aragon. . . . Ted Weems still on the one-nighter circuit thru Texas and Louisiana.

Hollywood

Dinah Washington comes back to town for a three-day trip at the Five-Four Ballroom August 13. . . . Louis Jordan ork inked for the Trocadero, starting August 19. . . . Ted Lewis opens a four-week stand at the Statler Hotel's Terrace Room August 9. . . . Publicist Sy Weiss joined the staff of Exposition Press in New York. . . . Peggy Lee inked for a return date at the Riverside Casino, Reno, Nev. . . . That wild "lion hunt" staged by Barbara Belle and Lee Newman for the record of the same name took top honors in the zany promotion stunt field since the "tar and feather" shindig of a year ago. . . . Spike Jones back in Hollywood after his 10-week one-nighter tour. . . . Balboa's Rendezvous Ballroom has the Elliot Brothers' ork in for five weeks. . . . Hollywood Palladium will have a Charleston dance contest each Wednesday night this month, in a promotion tie-up between Station KLAC and Thrifty drug-stores. . . . Jimmie Wyble is the new music director on the Mae William TV show. . . . Harry Draper, of the "Grand Ole Opry" and WSM in Nashville, in town last week. . . . Billy Eckstine due in from Europe and will slice some wax for Jesse Kaye at M-G-M Records shortly after arrival. . . . Connee Boswell and the Delta Rhythm Boys into the Flamingo, Las Vegas, for three weeks, starting September 30.

FAIR BUYS TV FILM SERIES TO BUILD UP STARS' P.A.'S

PHOENIX, Aug. 7.—What is believed to be the first time a television film series has been bought to promote a single event is being tried here by George Blake, manager, to promote the Arizona State Fair opening November 5 for 10 days. Blake is showing the "Cisco Kid" series over a local station 13 times, taking the show right up to fair time. He also contracted to have Duncan Renaldo, who is Cisco, and Leo Carrillo, as Pancho, to make personal appearances on opening day.

Renaldo and Carrillo appeared at the fair on opening day in 1953 and were accredited with pulling mobs of moppets. Their appearances, however, were sponsored by the Blakely Oil Company, TV film sponsors in the area.

The personal appearances were booked thru Jo and Newton (Carolina) Brunson of the Hollywood Theatrical Agency, which books the Plaza stagings. The Cisco Kiddies will appear on the show in the first day segment.

Greater Winnipeg Ex In Strong First Run On New Fairgrounds

Set '55 Dates to Precede Opening Of West Canada's A Fair Circuit

By HERB DOTTEN

WINNIPEG, Aug. 7. — This prairie city, once the site of a major fair, again is to have a full-scaled annual exhibition.

Indications of that was given this week in suburban St. Vital by the successful, maiden run of the Greater Winnipeg Exhibition, an outgrowth of the small but old St. Vital Horse and Flower Show.

Relocated on an ideal 90-acre tract and retagged the Greater Winnipeg Exhibition, the event demonstrated sturdy pulling power. Sharing in its success were the Royal American Shows on the midway and chuck wagon races staged in front of new bleachers seating 5,000.

Going into the closing day of its six-day run today, the paid gate for the preceding five days totalled about 85,000, according to E. J. Casey, veteran Winnipeg showman and business manager of the exhibition. The skies threatened at mid-day today but the gate for the full run was expected to top the 100,000 mark by a comfortable margin if rain held off.

Carl Sedlmayr Sr., of the Royal American Shows, was pleased with the midway business and the strength shown by the fair on its new site. Equally pleased was Cliff Claggett, ranch owner-rodeo producer of Birch River, Man., who staged the chuck wagon races. Claggett built and paid for the bleachers and track under a five-year deal with the exhibition. At the end of the fifth successive exhibition, the bleachers will become the property of the exhibition. Meanwhile, Claggett received all of the gate receipts from the chuck wagon races this year and will receive 90 per cent of such receipts in the next four

Seek Bookings For Renovated Richmond Hall

RICHMOND, Va., Aug. 7.—The Richmond Arena Corporation is renovating its arena at an estimated cost of more than \$200,000 and is seeking bookings for the season beginning early in December.

John E. Raine, manager, says the building, 256 by 256 feet, will be available for basketball, boxing, wrestling, skating, exhibitions and shows. Telescopic portable seats, he adds, will allow a minimum of 6,000 persons for basketball, 7,000 for events using a center ring. There will be close to 60,000 square feet for exhibitions.

Located in downtown Richmond, the arena has parking space for 2,000 automobiles, and a railroad siding is within a few hundred feet.

the exhibition's cost for the chuck wagon events meanwhile will consist solely of out-days for insurance. Claggett came up with a total of 15 teams for the first year, an excellent showing. Of the 15, nine were regular teams, six were pony teams. Four rodeo events were also offered at each matinee and night program. The Claggett-produced show played to about 25,000 persons in the first 10 performances, with tickets at \$1.25 for adults, 50 cents for children, except on Kids' Day (Tuesday), when youngsters were admitted for 25 cents. The fair itself has a 25-cent outside gate, with free parking and ample space for cars. Of the 90 acres the exhibition has, 80 of them were cleared and levelled for the first run. The exhibition also has an option on 100 adjoining acres for possible expansion. One building, 50 by 100 feet, for commercial exhibits, was partially completed in time for the opening. Extended rains in June and July having prevented completion, the brick walls were up for the opening and a temporary roof was draped over them, and the enclosure was used for commercial displays.

Plans for the 1955 run were already well under way half-way thru the current run. Dates will be moved up to June 27-July 2. This will put the event here immediately ahead of the Western Canadian Class "A" Fair Circuit, instead of immediately after it, as this year. The Brandon (Man.) Exhibition, the first in the A Circuit, will open July 4 next year, a week later than this year.

With the exhibition here preceding Brandon, rather than following the Regina (Sask.) Exhibition, the last on the circuit as it did this year, attractions, exhibitors, concessioners, etc., will have an easier move, the jump from here to Brandon being substantially shorter than from Regina here.

The early 1955 dates will present or, at least, reduce pre-dating by conflicting outdoor attractions, something which the Greater Winnipeg Exhibition had to contend with this year. One carnival (the Wallace Bros' Shows of Canada) still-dated in the city twice prior to the exhibition and the fair also was preceded only last week by the Red River Exhibition at Polo Park in Winnipeg proper.

The ultimate date of the fair (Continued on page 48)

Oil Show Pacts Rex Allen Unit

GRAYVILLE, Ill., Aug. 7.—Rex Allen, cowboy actor and Decca recording artist, has been signed as the name attraction at the Tri-State Oil Show here, Vaneil Smith, show's entertainment chairman, announced.

Allen and a 17-person Western unit will play the event's opening day, September 4, with a matinee and night show scheduled. Supporting cast will include Billy Wells and his ork.

'DANCING WATERS' WOWS 'EM IN WESTERN CANADA

Smart Selling Puts Attraction Over as RAS Writes Own History

WINNIPEG, Aug. 7.—"Dancing Waters" made history with the Royal American Shows over the Western Canadian "A" Fair Circuit which closed last week at Regina, Sask.

It snared top money among the powerful shows carried by the RAS at two exhibitions, no small achievement since the Royal American line-up embraces such powerhouses as Leon Claxton's "Harlem in Havana," the lavishly costumed "Moulin Rouge," and Bobbie Hasson's Side Show featuring giant Johann Petursson. "Dancing Waters" pressed Claxton's show for top money over the full route but failed to pull it off, for the Claxton unit, long a sturdy favorite and strong money-getter, again demonstrated its hold upon Western Canadians by snaring the biggest gross.

The water show indicated that it will be good for a repeat run at Western Canadian fairs for at least a second time. The word-of-mouth praise for it had not reached all the possible customers when it pulled out.

"Dancing Waters" was given the biggest build-up ever to play West Canada with the Royal American. Numerous 24-sheet boards were used at most spots, several thousands of passes to that show only were distributed for the opening day by each fair.

But that was really only the beginning. The real selling was done on the grounds, with a pitch

worked out by Carl Sedlmayr and with on-the-spot turn-words of Walter Murray Cohen. Until the Royal hit Western Canada, "Dancing Waters," it will be recalled, had not drawn. There were plenty who opined it would continue to lay nothing but eggs at fairs. But Sedlmayr had his own ideas. At Davenport, the jumping-off spot for Canada, he took on Cohen, then only recently off the Cetlin & Wilson Shows, as talker on a p.c. basis. At Brandon, a good-looking, curvaceous gal, arrayed in a bathing suit, joined Cohen on the truck-high bally. Then, Cohen went to work. Using the gal as crowd-bait, he drew big tips. He told the crowds how the gal was only there (like the girl in the Coca-Cola ad) to get attention, that there weren't any gals in "Dancing Waters," and he proceeded to calmly and persuasively describe the water show. And, they stormed the ticket boxes.

Early each week, over and beyond the passes put out thru the exhibitions, Cohen himself, as talker, duked in people from his tips on the least pretext. The cuffo customers went away singing the show's praises, and by weekends Cohen sometimes didn't even have to go thru his routine to fill the top.

RAS Gross Up

As for the Royal American, its gross over the circuit was bigger

than last year's record. This was due to the added attractions carried. Besides "Dancing Waters," the show carried the Don Dowis Sky Wheel, a new Roller Coaster, a Round-Up. Of these, only the Round-Up is show-owned.

"Dancing Waters" naturally cut into the business of the show-owned "Moulin Rouge." Similarly, the Sky Wheel took a slice out of the receipts of the shows' four Ferris Wheels. But, the Royal left the conviction that it was doing everything possible to present the latest, best in midway attractions, and it wrote some more outdoor show business history in Western Canada by leaving behind a trail of midway gross records.

Another page of history was written by the RAS in its record running time over the circuit. At one, it unloaded the show trains in two hours, 15 minutes, the fastest yet.

Here this week, the Royal American has done better than okay at the Greater Winnipeg Exposition, in which Sedlmayr has played a vital part in getting the event launched toward a full-scaled exhibition. The new fairgrounds site in St. Vital is laid out so that all fair-goers must pass thru the full RAS midway to get to the rodeo-chuck wagon area.

Leon Claxton's "Harlem in Havana" enjoys such a strong following here that even such a new well-advertised, smartly sold show as "Dancing Waters" could not hope to challenge it for top money.

Davenport, Ia., Fair Seeks To Purchase Present Plant

DAVENPORT, Ia., Aug. 7.—The Mississippi Valley Fair and Exposition is seeking to buy the fairgrounds upon which it operates from the present owner, the Mississippi Valley Amusement Park, Inc., Chet Salter, fair president, announced.

The fair board, in co-operation with the Davenport Chamber of Commerce, has launched a campaign to sell bonds to raise the needed \$160,000 to buy the plant. The fair has leased the ground for eight years, and under the provisions of the sale, plans to buy the land and all buildings but not the rides that operate as an amusement park all season. The fair's lease expires this year.

The fair has spent upwards of \$30,000 on improvements to the 70-acre plot during the past eight years. Buildings include a grand-

stand, four cement block cattle barns, four hog barns, a 4-H Club building, a half dozen horse barns, industrial arts building, merchant's arcade, exposition building, caretaker's home and the main gate building which houses the fair offices.

It was reported that \$91,000 worth of bonds have already been sold, with over 50 per cent having been purchased by residents of Scott County and in the smaller towns. The drive in Davenport is now under way.

Prospects OK For Fairs in Maine—Small

ADDISON, Me., Aug. 7.—Prospects for fairs in this area look good, according to C. H. Small, secretary of the Cherryfield Fair here. Small said that the sardine business has been the best in 20 years. The bean harvest and blueberry picking will be closing about the time the August 31-September 2 Cherryfield Fair opens, Small said.

This year the Washington County Arts & Crafts' Association is holding its seventh annual exhibition on the fairgrounds concurrently with the fair, doubling the number of exhibits and hiking the crowd.

Signed for the midway is the Dick Wilcox Shows, along with independent concessions. Buddy Wagner's Tournament of Thrills will appear the last night of the fair. On opening day there will be a massed school bands concert, 4-H Club events and sports activities. The second day will feature harness racing, baseball and horse-pulling contests. A horse show and horse-pulling will occupy attention the third day. Don Winslow's Beano, a chimp act, will be seen every afternoon and evening.

2 Haverstraw Celes Result In Big Crowds

HAVERSTRAW, N. Y., Aug. 7.—The Hudson Valley Firemen's convention, held here in June, has been set for June 16-18 next year in Kingston, with I. T. Shows supplying the midway, according to promoter Morgan Demarest.

Demarest was active in both that event and the Haverstraw Centennial which I. T. played last week. At this year's firemen's event Ross Manning Shows had the midway. A total of 27,000 paid their way into the two carnivals, it was reported, 11,000 at 20 cents a head at the firemen's convention which preceded the centennial by more than a month. The latter drew 16,000 at 15 cents apiece.

In order to get the 1955 firemen's deal, the Isser-Trebish show agreed to go into Kingston on a still date late this month, the week of August 23-28.

The centennial went over big last week with a promotional event held daily. Good weather was had and a police-estimated crowd of 30,000 turned out for the Wednesday (28) 62-float parade. Also held were a Miss Rockland County contest on Friday (30) and a baby parade the closing day.

A lot and auspices have been secured and he will seek a show to still-date Haverstraw next season, Demarest added.

A Fairs Set Dates, Mull '55 Pageant

REGINA, Sask., Aug. 7.—Dates for 1955 fairs on the Class A Circuit were set here Thursday (29) at the semi-annual meeting of the Western Canada Association of Exhibitions.

The dates are: Brandon, July 4-9; Calgary, July 11-16; Edmonton, July 18-23; Saskatoon, July 25-30, and Regina, August 1-6.

S. N. MacEachern, president of the association and manager of the Saskatoon Exhibition, said consideration was given to an offer of an American show company to stage 50th anniversary pageants at the four Alberta and Saskatchewan fairs. The pageant was offered either as a replacement for the regular grandstand (Continued on page 48)

Detroit Fair Adds LaRue

DETROIT, Aug. 7.—The Michigan State Fair has further strengthened its name attraction lure by the addition of Lash LaRue, cowboy movie actor, who will appear here under a commercial sponsor. Fair also announced a 40-foot Rocket Ship will be on the ground with TV's Space Ranger, the exhibit under auspices of Silvercup Bread.

Pa. Promoters Get Charter

HARRISBURG, Pa., Aug. 7.—A State corporate charter has been issued to Valley Speedway Inc., Aliquippa, Pa., authorizing the company to capitalize at \$7,500 for the purpose of conducting, managing, operating and supervising "any and all forms of outdoor or indoor amusements, sports, entertainment, athletic exhibitions or similar enterprises." Incorporators were listed as John F., Frank and Rose Calabria, all of Kane Road, Aliquippa.

Conn. Bazaars Take Status as Election Issue

HARTFORD, Conn., Aug. 7.—Connecticut's volunteer firemen are awaiting Governor's Lodge's return from an overseas Naval Reserve trip before putting this question to him and to his Democratic opponent, ex-Congressman A. A. Ribicoff:

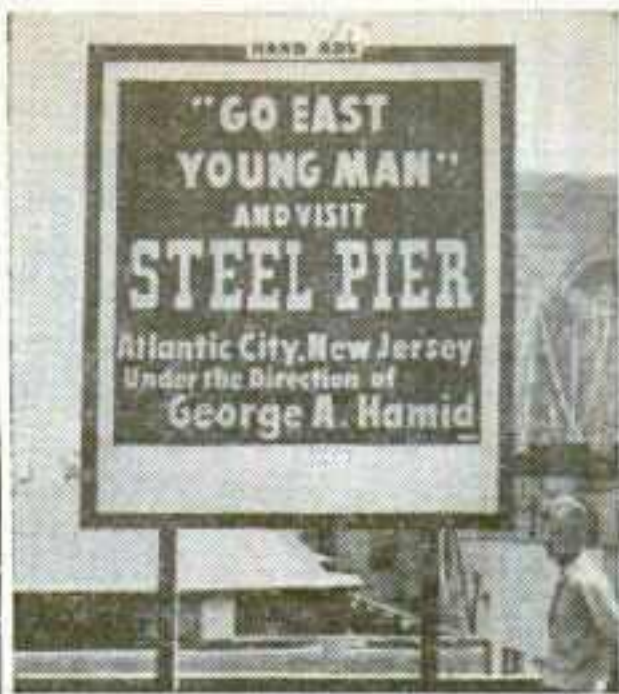
"Do you favor permitting charitable and non-profit organizations to hold bazaars and carnivals with games of chance?"

John Moehring, secretary of the State Firemen's Association, said the questionnaires are ready and will be mailed when the governor checks into the Executive Mansion here shortly.

The governor has said "No" to the question in the past. He vetoed the measure two years ago after it passed both Houses of the State Legislature.

A spokesman at State Democratic headquarters here this week said that Ribicoff is in favor of putting the question up to the voters via a referendum.

Lodge's 1954 attitude is not known. He has agreed to address



IT'S ALMOST 3,000 miles away from Atlantic City's Steel Pier, but it does the job. George A. Hamid has this sign up at Long Beach, Calif., on a parking lot 50 feet back from Ocean Boulevard. In the background is Long Beach Auditorium. The sign hasn't resulted in any rush of visitors to the Steel Pier, but enough comments have been received to indicate it is serving its purpose of spreading the word.

the State firemen at their August 19-21 convention. Their executive committee already has approved a bill legalizing games of chance.

Moehring added that the new proposal advocates establishment of a Games of Chance Commission, similar to one recently set up in New Jersey.

250G Revamp For Arena at Richmond, Va.

RICHMOND, Va., Aug. 7.—A group of local citizens have raised \$250,000 with which to renovate the city's arena. Upon completion of improvements it will be leased to a newly formed non-profit corporation for the presentation of boxing, wrestling, basketball, tennis tournaments, shows and exhibitions. Between scheduled events, the building will be available for roller skating.

The building, 256 by 256 feet with over 65,000 square feet of floor space has a dome roof 42 feet high. It will have a new maple floor covering the center section, flanked by a 44-foot strip of concrete. Seven thousand chairs on telescopic platforms will provide seating facilities double that now available in any indoor arena in the State.

Arena Corporation of Richmond is now booking events, first of which is scheduled for the first week of December.

Chester Bobo Barnett, en route to the Great Falls, (Mont.) Fair, caught the Kelly-Miller show in Culbertson, Mont., and visited with Terrell Jacobs and Lou Walton.

TENN. FAIR SETS CAMP FOR TRAILERITES

NASHVILLE, Aug. 7.—Trailer dwellers who play the Tennessee State Fair this year with the Gooding Amusement Company will receive top accommodations, L. E. Griffin, fair's secretary-manager, announced. A regular trailer camp is being set up for their exclusive use on the fairgrounds and water, electricity, rest rooms and garbage collections will be provided at a nominal cost, he said. Applications for reservations have already been sent the Gooding home base in Columbus, O., for distribution to the personnel.

Greater Winnipeg

Continued from page 47

at Polo Park is uncertain, as that site, the home of horse racing, has been sold to Sears-Simpsons as a site for a future shopping center. Under terms of the sale, the race plant can continue in operation thru October, 1956.

There was talk here this week that the present owners and operators of Polo Park may relocate on the grounds of the Greater Winnipeg Exhibition. Key men in the Polo Park operation were noted huddling with exhibition officials here this week.

The exhibition site is easily accessible from downtown Winnipeg. Low bus fares add to the desirability of the site, as it can be reached by bus from any part of Winnipeg for only 10 cents fare. There was also some talk this week that sponsors of the three-year-old Red River Exhibition may decide to discontinue their event and throw their support behind the Greater Winnipeg Exhibition.

Meanwhile, Greater Winnipeg Exhibition execs. in addition to announcing early 1955 dates, disclosed that they also will present a second event, a horticultural show, plus harness races and a horse show, on the exhibition grounds next year. They have scheduled this event for August 18-20. E. J. Casey is to provide the midway attractions for this three-day event.

This announcement coincided with the disclosure that a wealthy owner of a large harness horse-racing stable had offered to build sufficient horse barns to accommodate entries for a harness horse meeting. Offers of other kinds of future support also were made to exhibition officials this week, bolstering indications that the fair here will grow into a major annual exposition.

A Fair Set

Continued from page 47

revue or as an extra attraction. It would mark the anniversary of the setting up of the two provinces in 1905.

General feeling of the meeting was that the pageant should not replace the grandstand show but no decision was made by the fairs about buying the attraction.

The matter will be considered further at the annual meeting of the association in Winnipeg in January.

Lottery Revision

It was reported at the meeting that the revision of the criminal code regarding lotteries would be considered by a joint Senate-Commons committee at the next session of parliament. The association has prepared a brief urging that fairs be left with the privileges they now enjoy on the basis that money made thru lotteries is used to support educational aspects of the exhibitions, particularly agriculture, which would not pay for themselves.

Fair officials discussed operation of the racing totalisator and agreed that it had worked out well and was an encouragement to betting.

Resolutions were passed expressing sympathy to the relatives of J. C. McDonald, a director of the Brandon exhibition, and Frank Bole, a Regina director, who died recently.

Hans Kardell, secretary of the Eaton County Fair, Charlotte, Mich., was guest of honor at a Thursday (5) open house at the fairgrounds honoring his return from two years' service in India for the federal government's Point Four Program. Kardell is a past president of the Michigan Association of Fairs.

State & Local Gate Fees Aim Of PSA Battle

BEVERLY, N. J., Aug. 7.—The Participating Sports Association's fight against State and local amusement taxes which are levied against private pools and rinks, while exempting government-owned facilities, picked up momentum Monday (26) at the group's meeting at Olympia Lakes here. It was decided to submit solutions to the problem at the next meeting.

The group will meet on Monday, August 30, at West Point Park near Sunnyside Pike, North Wales, Pa., "After the federal tax on admissions of more than 50 cents," President Vernon D. Platt said, "the State and local fight will be one of our most important jobs in helping Participating Sports which are privately owned."

"We are going into this problem lock, stock and barrel, and plan to have a well thought-out and basic plan to fight the tax in each locality in which it is being sought."

The PSA will receive ideas to assemble into a "Package Tax Fight" in which it is planned to use radio, magazines, newspapers and national sports personalities.

Set Ark. Reunion Dates

MAMMOTH SPRING, Ark., Aug. 7.—The 61st annual Soldiers, Sailors & Marines' Reunion will be held August 16-21 this year, said E. E. Sterling, secretary. One of the oldest outdoor events in the country, having been started in 1888 and known as the Blue & Grey Reunion until after World War I, there was a two-year period during World War I and a three-year span during World War II when the event was not held.

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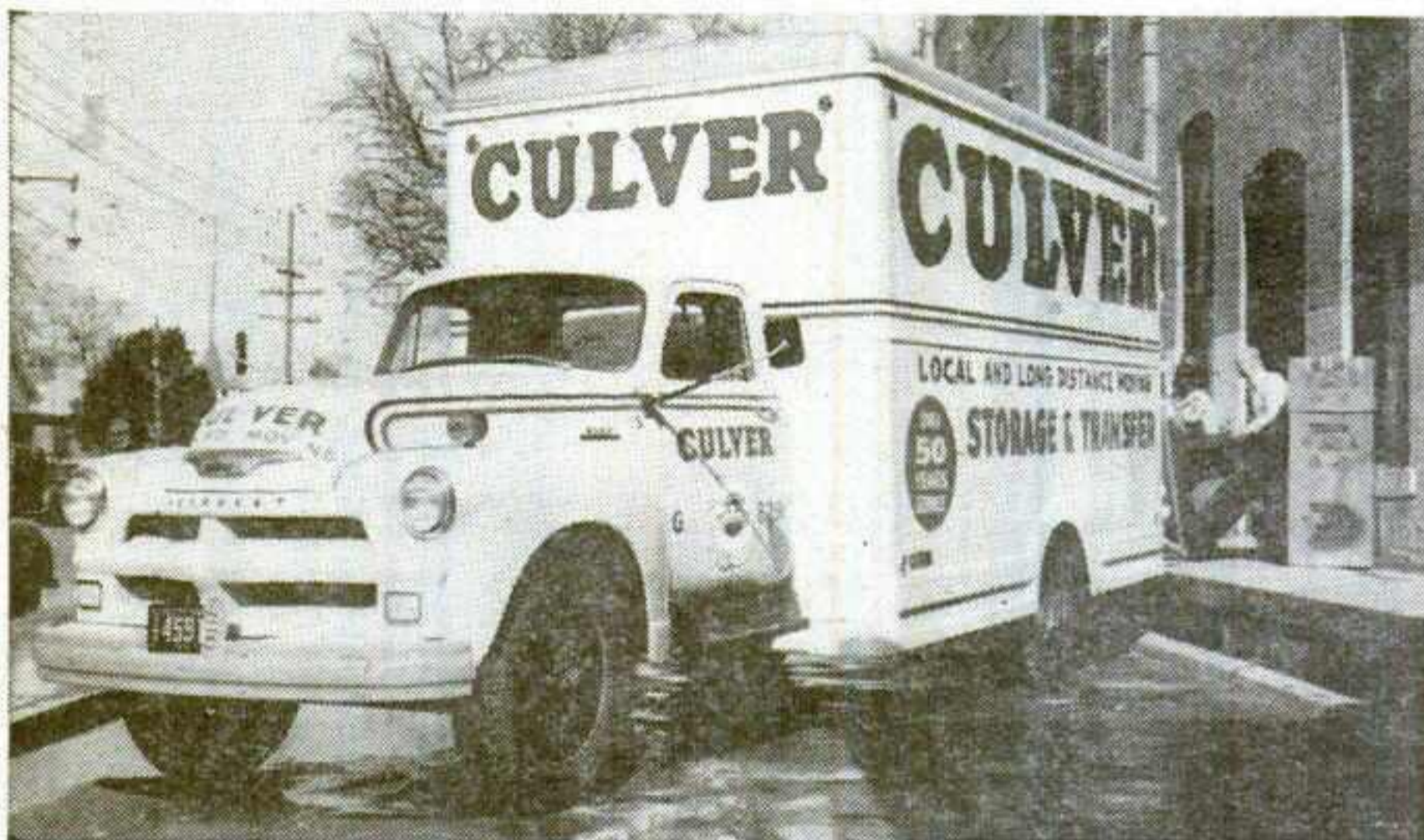
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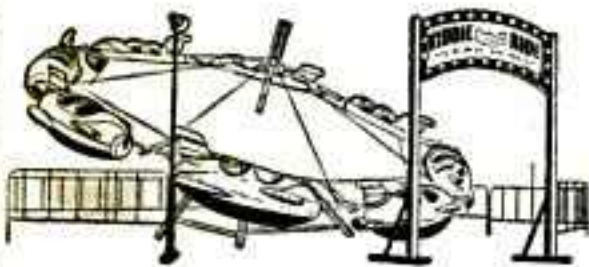
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'Holiday' Acquires Tom Arnold Icers

Inter-Continent Swap of Talent Seen; Briton Cites Health as Sale Reason

NEW YORK, Aug. 7.—A deal which will result in fluid interchanging of ice performers among British, Continental and American shows was culminated last week. It saw the sale of all ice holdings of Tom Arnold, British impresario, to the U. S. firm Holiday on Ice, Inc., now probably the largest ice show promoters and producers.

Headed by Morris Chalfen and Emery Gilbert, the "Holiday" promoters put out a touring arena troupe which plays the U. S., and also bankroll a European unit featuring foreign talent. Arnold, probably the top show figure in England, has among his interests considerable theatrical property.

Physically, the Americans are getting portable ice floor tanks, engineering equipment, costumes, scripts and contracts, the latter being an important part of the transaction since the Arnold name has attracted top performers and solid bookings.

Palmer Joins Americans

Name of the British firm will be Holiday on Ice, Great Britain, with Chalfen as president and Gilbert, vice-president. Continuing as director of the ice productions will be Gerald Palmer, top aid to Arnold. The latter gave poor health as the reason for the transaction, and said he will take a long rest before starting his circus and pantomime enterprises this winter.

Palmer visited America in recent months on a talent search, but this trip was not tied in with any sale of the Arnold interests. Indications were that there would be no immediate changes in any of the Arnold productions, which will continue touring in the provinces.

Arnold began his booking activities in 1914 for General Variety Controlling Company in England, and embarked on his skating ventures in 1930 when he presented the team of Elsie & Paulson on a wooden floor. Their mock ice skates held concealed bearings and were actually roller skates. Within several years he purchased portable tanks and was in the ice show business.

Took Showbiz Lead

With the death 20 years ago of Julian Wylie, Arnold attained dominance in the pantomime field, and between pantomime, ice shows and his Herringway Circus production, became Britain's most prominent showman just prior to World War II. He is affiliated with Emil Littler.

The British ice shows are geared to a stand of from two to four weeks. It is expected that Holiday will infuse a few American ideas into the British ice show concept, and examples of this were given as speed, variety, and precision lines. It was brought out that the Americans have been studying

the feasibility of importing a British ice production to this country for a tour.

Holiday on Ice was formed in 1945 with Gilbert, Chalfen, and producer George Tyson. Gilbert and Chalfen had been associated from time to time in individual promotions but not as regular partners. Gilbert had been in the ice show field in his earlier show business days, in Toledo and also promoted basketball and ice hockey. Chalfen put on basketball and hockey in Minneapolis.

Arenas Converted

They started with a large, portable rink, but since their early days the feasibility of ice shows as an attraction has encouraged many arenas to convert to where they now have ice systems. As a result only 45 per cent of Holiday's dates now require them to bring their tank.

Holiday's 1955 edition is now in rehearsal in Sioux City, Ia., and will open September 2 with a special performance in that city. It will start its public run the following day and is booked thru next May. Holiday last year took a continental unit and toured the Orient with it, scoring successes in Japan and the Philippines among other dates. It managed and promoted a show produced by and featuring Sonja Henie in Scandinavia, and will do the same this year.

Rodeos Pull Big Turnouts

DENVER, Aug. 7.—Rodeos in the Rocky Mountain area are drawing good crowds. Last week's Cheyenne (Wyo.) Frontier Days celebration pulled over 100,000 spectators during the week's run with night life activity in clubs and eatries nearly as big as business at the fairgrounds. Colorado Springs' Pikes Peak Rodeo, a four-day affair ending this week, filled the 10,000-seat Penrose Stadium for the twice-daily show with special trains bringing in crowds from Denver.

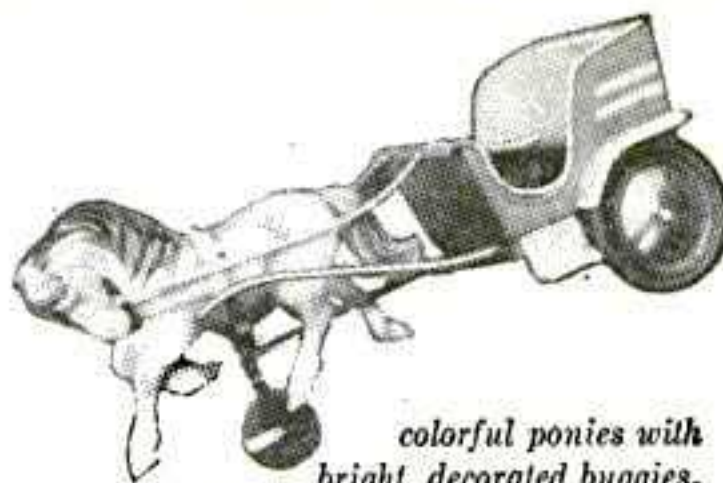
TALENT TOPICS

The Williams and Lee revue concluded a three-week tour of North Dakota recently on which the show played to good business. The unit is presently in its fourth week in Montana with good business being reported at Shelby. The show will stay in Montana and Wyoming until September 4. Line-up includes 10 girls, a four-piece band, and 10 circus acts.

While on a booking trip in the interests of his Flying Romas and Western movie horse acts, Roy Romas spent a few days at Ocean View Park, Norfolk, as the guest of Bennie Gibson, of the Flying Valentines act. He then swung down into the Carolinas to line up fair dates for late summer and fall, giving the acts solid booking until late November.

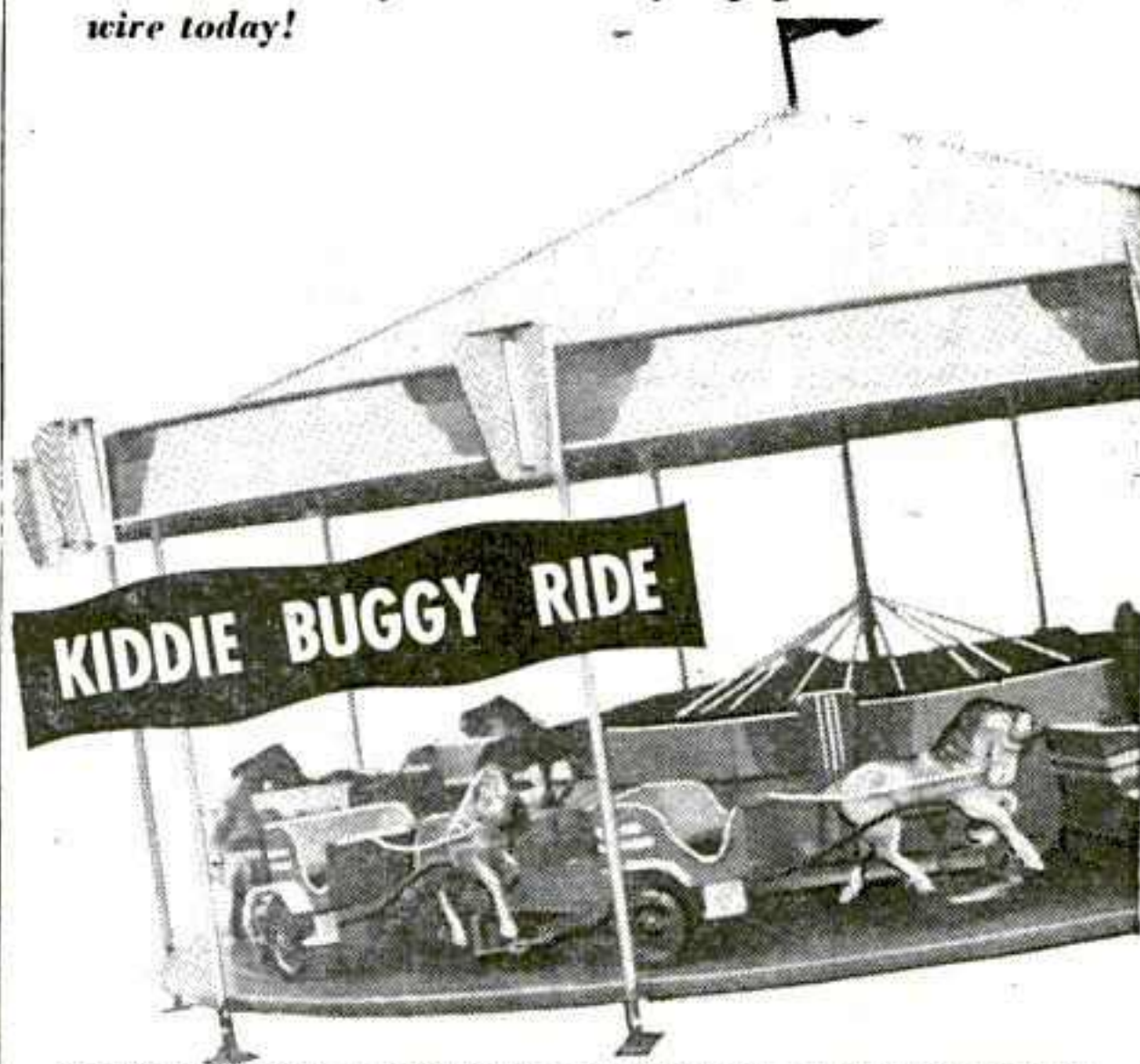
John Cross has signed a contract with the George A. Hamid & Son office to play fairs at Lowville, N. Y., and at Charlotte and Raleigh, N. C.

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42nd Annual BIG ELI Fourth of July Contests
(Contest No. 1 for BIG ELI WHEELS)

Rank	Owner	State	Wheel	Receipts
1	Baker Shows	Ind.	#5	\$618.25
2	H. L. Schrader	Mo.	#5	504.50
3	Chas. Miller	Wis.	#5	495.40
4	Edw. Browning	Ore.	#5	460.40
5	J. J. Frederick	Mich.	#5	457.00
6	Arl Forcier	Minn.	#5	444.00

Average per Wheel for the day \$496.59. BIG ELI continues as a sure profit earner. Write for Price List A68 today. Read a full report of the contests in July-August BIG ELI NEWS.

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FINEST KIDDIE RIDES

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- * FERRIS WHEEL
- * LOCOMOTIVE TRAIN
- * ROCKET FIGHTER
- * CIRCUUS RIDE
- * JET AEROPLANE
- * CHAIR-O-PLANE
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ADULT RIDES — 3-Abreast Merry-Go-Rounds, KIDDIE RIDES — Ferris Wheels, Rocket, Airplane, Chair-o-Plane, Auto, Flying Horse, Pony Cart Ride. COIN-OPERATED — Cow Pony, Moon Rocket. Write for catalog.

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Detroit Park Scores With Ice Cream Tie-In

DETROIT, Aug. 7. — A strong one-day promotion tie-up with an ice cream company brought 40,000 people on a Friday to Edgewater Amusement Park—believed to be the biggest single local park promotion on record, according to manager Milton Wagner.

Pre-selling was the method that drew the crowds. A total of 200,000 free tickets, each good for five selected rides apiece, was given away by ice cream vendors working the city streets. This did a major part of the selling, arousing city-wide interest in the event.

Time was used on the "Howdy Doody" TV program, sponsored by the Twin Pop Company, ice cream manufacturer, and rated among the top children's television programs. Announcement was made that Clarabelle, famed

clown of the show, would appear at the park in person. In addition, spot announcements were used on the station, both before and after the television program.

Crowd Stops Traffic

The entire promotional campaign was supervised by Stanley Andersen, public relations man for Twin Pop. Result was a crowd that at one time lined up traffic for a mile on West Seven Mile Road, awaiting an opportunity to get into the park. Peak of business came at 8:30 p.m., unusually late for an event which drew largely from the small fry patronage, and business remained near this peak until 10 p.m. Result was the second biggest day of the year, with actual paid business—not including the free rides—ranked just below July 4 business.

Business at Edgewater has been off this season, running some 25 per cent behind the total to date for 1953, according to Wagner. Local unsettled employment conditions and a prevalent atmosphere of recession which is hurting nearly all retail spending, were principal factors.

However, special promotional events, typified in the one-day tie-up with ice cream company, have succeeded in overcoming this trend on individual days.

Pabst Starts Canning Pop In Milwaukee

MILWAUKEE, Aug. 7. — The American Can Company has started the production of cans for pop at its plant here with the initial production destined for the Tapa-Cola product, new soft drink subsidiary of the Pabst Brewing Company.

Pabst plans a canned pop production capacity here of 540 cans a minute for the Midwest market. It earlier introduced the tinned beverage thru its Hoffman Beverage Company subsidiary at Newark, N. J., and Long Island City, N. Y., for the Eastern market.

American is the second can firm to produce cans for soft drinks here in Milwaukee. Continental Can is supplying about eight million tins a month for the canned pop operations of the John Graf Company, and the Weber Waukesha Brewing Company. Weber produces canned soft drinks under a Mission Dry franchise at a former Burlington, Wis., brewery. Continental's local plant is also supplying a number of other Midwest soft drink bottlers with cans to the tune of about eight million per month.

Both firms are producing the cans on converted beer can making equipment.

Peanut Supplies Below '53 Figure

WASHINGTON, Aug. 7.—The supply of peanuts on June 30 was 27 per cent lower than a year ago, the Agriculture Department said in a report which states that 17,000,000 pounds are being held as roasting stock and 126,000,000 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.

Meat Prices Decline

CHICAGO, Aug. 7.—Meat prices continue their decline according to the American Meat Institute, and wholesale levels have dipped 22 per cent since 1951, the organization said. The decline is the result of lower prices to the farm-

PILL IN GLASS. PRODUCE POP

ST. PAUL, Aug. 7.—Soda pop made from a pill has been developed by the Pop-Drop Beverage Company here and the item is being offered in various flavors.

One of the pills is dropped into an eight-ounce glass of water and the results, according to the manufacturer, is a carbonated, sugar-free soft drink. Flavors include root beer, lemon-lime and grape. As the disc disintegrates, it releases the flavor and carbonation. Sucaryl, a product of Abbott Laboratories, is used in place of sugar as a sweetener.

The pills, called Pop-Drops, were invented by a local chemist, and are being marketed as a non-caloric beverage.

Popcorn Crop Cut by Prices, Lack of Rain

CHICAGO, Aug. 7. — Popcorn acreage has been sharply curtailed this year, it was announced by the Popcorn Processors' Association at an emergency meeting of all processors here Saturday (31). The announcement came after a comprehensive industry-wide survey for the purpose of appraising crop losses resulting from the drought.

Pete Olesen, president of the association, said that as a result of low prices paid farmers for the '53 crop, '54 popcorn acreage has been voluntarily reduced between 45 and 50 per cent.

Crop prospects are further reduced because of a lack of moisture. Growing conditions thruout the popcorn areas are spotty. Certain territories report normal conditions with the prospects of good yields. Other areas report the prospect of reductions in yield of 40 to 45 per cent below normal. Still other areas report the worst drought conditions in history, forcing complete abandonment of popcorn fields.

ers and took place despite upturns in the cost of labor, transportation and merchandising.

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.
Lanoni—Cotton Carnival, Oct. 20-24.
New Almaden—Celebration, Sept. 5.
Oakland—Pacific International Motor Show, Oct. 9-17.
San Francisco—Grand National Livestock Expo., Oct. 29-Nov. 7.
San Francisco—Flower Show, Aug. 25-26.
Alfred Stettler, Room 278. City Hall.
Stafford Oaks—Celebration, Sept. 14-19. Leon Broughton.

Colorado
Arvada—Harvest Festival, Sept. 10-11. Ralph H. Lonecker.
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.

Georgia
Atlanta—Do It Yourself Show, Aug. 26-Sept. 1.

Illinois
Avon—Fat Steer Show, Aug. 19-21. Nick Vacca.
Chicago—International Pet Fair, Sept. 21-26.
Chicago—International Dairy Show & Rodeo, Oct. 8-17.
Cissna Park—Old Settlers Reunion, Aug. 19-21.
Dwight—Centennial, Aug. 16-22.
El Paso—Sweet Corn Festival & Centennial, Aug. 23-28.
Grayville—Tri-State Oil Show, Sept. 4-5. Vanell Smith.
Hoopeston—Sweet Corn Festival, Sept. 7-9.
Johnston City—Tri-County Labor Day Celebration, Sept. 1-7. Ralph Cooksey.
Olney—Conservation Day and Plow Matches, Sept. 16-18.
Pekin—Lions Club Barbecue, Aug. 27-28.
Roodhouse—Jaycee Homecoming Aug. 19-21.

Indiana
Delphi—Street Celebration, Aug. 11-14.
Hartford City—Street Celebration, Sept. 14-18.
Huntington—VFW Homecoming & Street Fair, Aug. 2-7. Max A. Patten.
North Vernon—Centennial, Aug. 1-7. Phillip Fox, Fifth Street.
Odon—Old Settlers Meeting, Aug. 19-21. Lex Beneff.
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.
Muscatine—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.

Kansas
Maryville—Centennial, Aug. 16-21.
(Continued on page 69)

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1/3 Deposit Required.
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220 MAIN ST. CINCINNATI, O.

Movie '52 Food Tab Up, Tops \$126 Million

WASHINGTON, Aug. 7.—Patrons at drive-in and indoor motion picture theaters forked over \$126,027,000 for refreshments during 1952, according to the Census Bureau, and this did not include sales by concessionaires, nor the income to the theater from such concessions. The figure, the Bureau said, was only for those theaters who own and operate their own refreshment stands.

The sales volume was up 38.5 per cent from the last available comparative figure, compiled in 1948, which was \$90,980,000. In emphasizing that the '52 figure was only for direct sales by theater owners and did not include concessionaires, the bureau estimated that at least half the total refreshment sales in theaters were made by concessionaires.

The figures were preliminary estimates based on a survey of a representative group of theaters thruout the United States, exclusive of portable motion picture establishments.

The bureau estimated that there were 18,205 theaters, including drive-ins, in the U. S. in 1953, compared with 18,509 in 1948, a drop of 1.6 per cent.

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WITH SOFT ICE CREAM

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Shooting Galleries
And supplies for Eastern and Western Type Galleries. Write for new catalog.
H. W. TERPENING
137-139 Marine St., Ocean Park, Calif.

NEW DEVELOPMENTS

Beverage Dispenser Has Five-Way Service

NEW YORK, Aug. 7.—A beverage dispenser that is compact and has five-way service, has been introduced by Club-Bar, Inc. According to the manufacturer, the unit serves soda and any of four flavors at the flick of the wrist. Features include a stainless steel cabinet, two stainless steel beverage faucets, heavy-duty carbonator, sealed refrigeration and a water purifier. Dispenser measures 16 1/4 by 16 1/4 by 41 inches high. Capacity is said to be 240 six-ounce glasses per hour at 38 to 40 degrees.—Club-Bar, Inc., 141 East 44th Street, New York 17.

Napkin Holder Minimizes Waste . . .
MENASHA, Wis.—A napkin dispenser that is claimed to be designed to minimize waste by providing one-at-a-time dispensing with freedom from tearing is being marketed here. The maker describes the unit as being fumble-free, claims the napkins are easily grasped, and that the unit is heavy and stays put for one-hand use. Exterior comes in six standard colors in crackle finish trimmed in chrome. Single cabinet and three-cabinet arrangements are available. Firm also offers its napkins in conjunction, claiming they are soft and absorbent. They are pure white, embossed and when removed from the dispenser are folded in a handy four-thickness pad.—Marathon Corporation, Menasha.

Tenderizer Gives Speedy Operation . . .
LA PORTE, Ind.—A meat tenderizing machine that is said to operate rapidly, effecting substantial savings in time and labor, has been introduced by the U. S. Slicing Machine Company here. According to the maker, the machine's blades pierce tendons and muscles without tearing the meat apart. A knitting feature is claimed to form trimmings and odd pieces of even the toughest meats into tender, profitable, combination steaks. The unit complies with government sanitation requirements and is said to be easy to clean, durable, and made of heavy-gauge stainless steel.—U. S. Slicing Machine Company, 333 Larson Street, La Porte, Ind.

Filter Fits Most Coffee Makers . . .
CHICAGO.—A filter that fits all commercial sized upper bowls used for making coffee by the vacuum process, has been put on the market here. The unit has a woven stainless steel cloth and stainless steel assembly parts. The attachment assures fast filtering, and can be easily cleaned by rinsing between daily uses, the maker states.—Hill-Shaw Company, 311 North Desplaines Street, Chicago 6.

Peeler Takes Varied Shapes . . .
CRESTON, Ia.—A new type of peeler that adjusts itself to the contour of the potato, has been introduced by Veg-a-Peel Company, Inc. Cam-shaped silicon wheels follow the contour of the potato, removing only the dry outer skin which is carried away by a gentle stream of water, the firm states. While the machine is in operation, a door is opened and the potatoes roll out into a pan. Unit, which is portable, is made of aluminum and equipped with a water hose. An automatic timer makes it self-operating. According to the manufacturer, potato loss can be as low as 10 pounds per 100 pounds and potatoes can be fed continuously into the machine for long periods of time. Thus, they claim, the user can save money by purchasing jumble packs of unsorted potatoes.—Veg-A-Peel Company, Inc., 213 North Walnut Street, Creston, Ia.

Pop Dispenser Has Big Output . . .
CANFIELD, O.—Carbonic Dispenser, Inc., is marketing a new soft drink dispenser that is said to deliver up to 2,500 finished drinks in four flavors without a re-fill. One faucet will serve three flavors plus a coarse and fizz stream soda and has a self-cleaning feature that will not permit intermingling of flavor, the maker says. Faucet is said to be refrigerated right up to the point of delivery and the drinks are dispensed at 40 degrees. Dispenser has adjustable legs for leveling and is available in either water or air-cooled refrigeration condensing unit. An advertising display, mounted on top of the cabinet, is illuminated with cold lighting and has a colored plastic face that easily opens to interchange advertising cards.—Carbonic Dispensers, Inc., Canfield, O.

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(17 and 45 Gallon Sizes Only)
Draws 10 to 15 drinks per minute. A delicious solid drink with slight amount of foam when handle is turned to one side, a creamy drink when turned to other side. (No Ice Required.)
Exclusive!
8 Gallon Root Beer Barrel (single faucet)
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45 Gallon Barrel with Draft Arm for plain soda plus two faucets for 2 different drinks
Also Dispensers for Coca-Cola, other Drinks
Manufacturers: **MULTIPLY FAUCET CO.** 1400-B Ferguson Ave. St. Louis 14, Mo.



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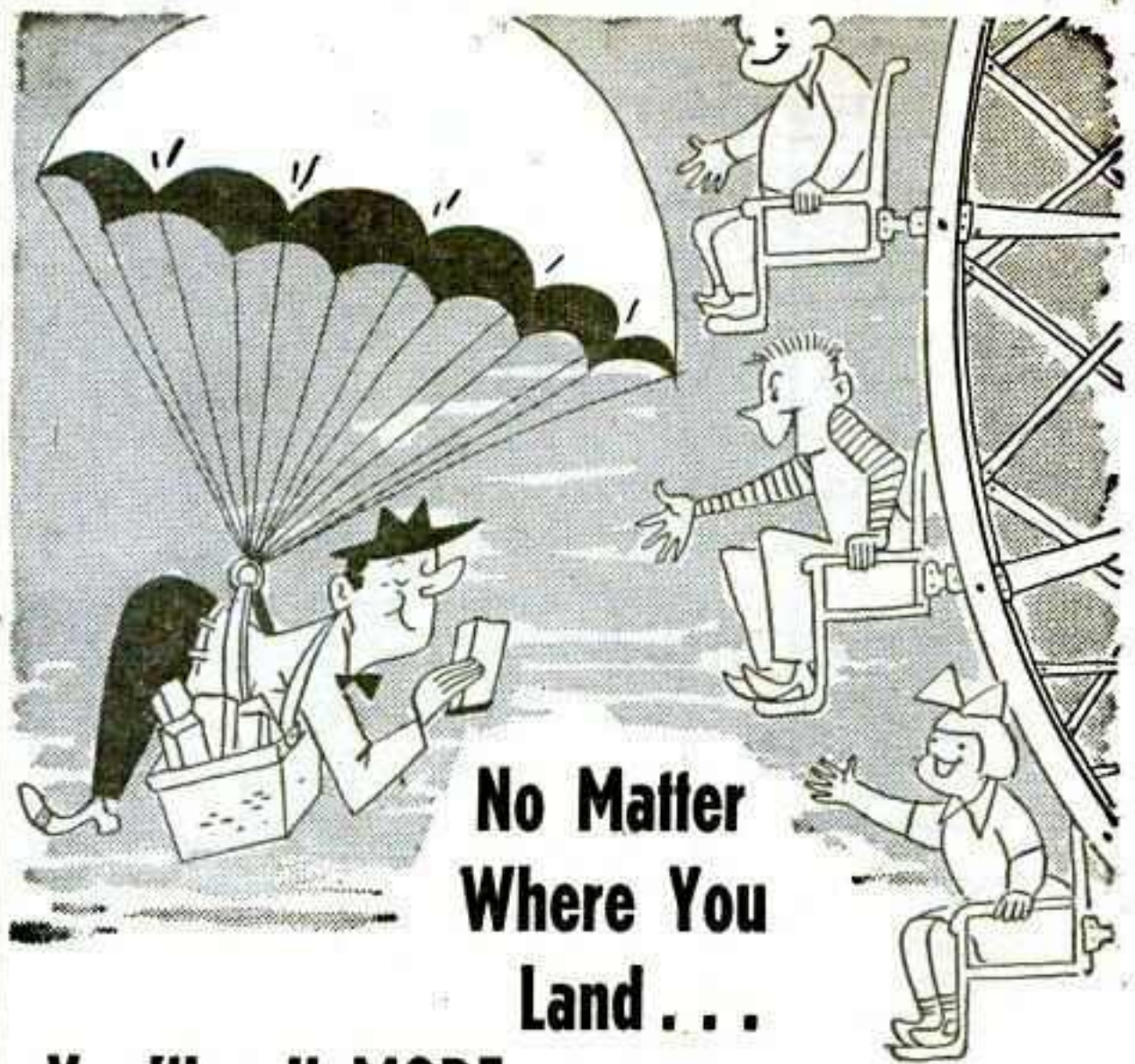
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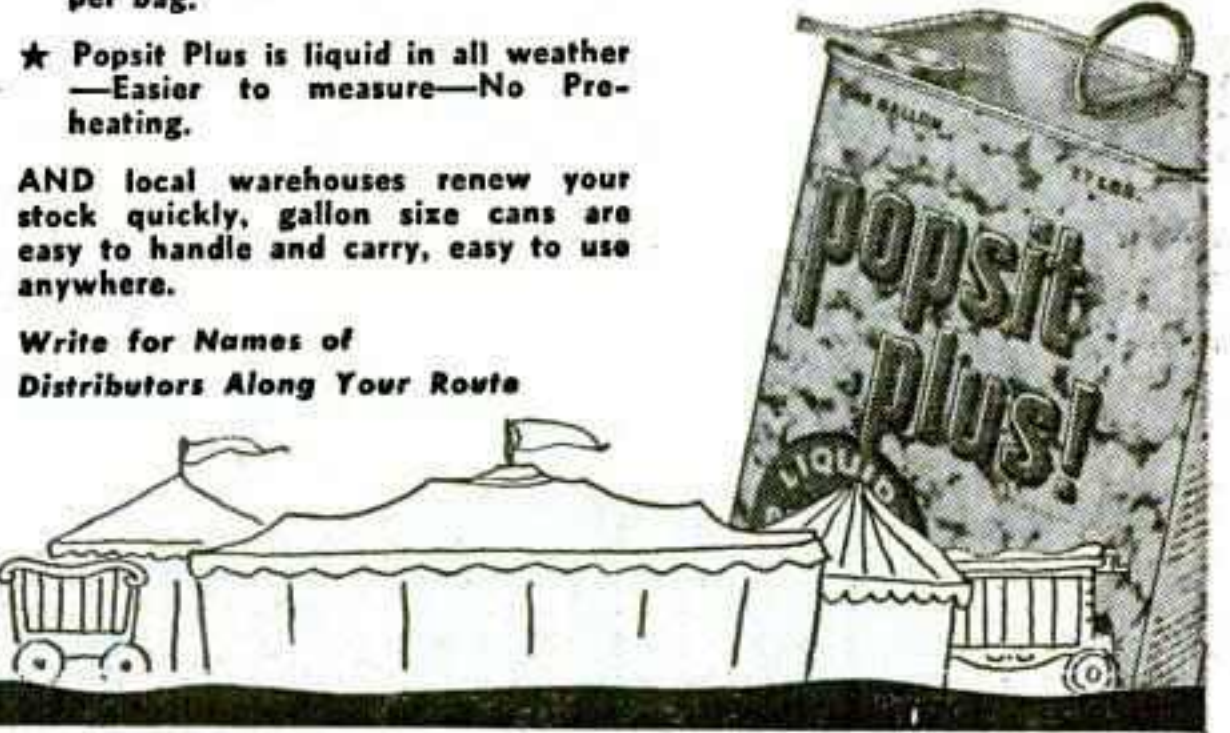
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"MIDWAY MARVEL" FLOSS MACHINES—CANDY APPLES, ICE SHAVERS, POPCORN MACHINES, PEANUT ROASTERS, BAGS, BOXES, PEANUTS IN BULK OR READY BAGGED (100 PER CASE). SAME DAY SERVICE. SEND FOR PRICE LIST AND CATALOG.
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Chippewa Falls Up 10% at Gate, Stand

ACA's Midway Gross Tops 1953 by 30%
First Four Days; Water Show Goes Big

CHIPPEWA FALLS, Wis., Aug. 7.—Northern Wisconsin District Fair—considered by many as an indicator of the business ahead for fairs in the U. S.—this week romped along to bigger attendance, higher grandstand patronage and substantially greater midway grosses than last year.

Thru Friday (6), fourth day of the six-day run, gate and grandstand receipts were both up 10 per cent. Midway rides and shows in the line-up of the Amusement Company of America to the same point were 30 per cent higher.

Capable Archie Putnam, in his 35th year as fair secretary, recalled that menacing skies and cool weather marred the early days of the 1953 fair and suggested that the increased business should be attributed to the ideal weather which prevailed during the first four days of the current run. "Dancing Waters," featured with the Amusement Company of America, was credited by Putnam with upping interest in the fair,

as well as in lifting midway grosses.

"I have never seen as fine an attraction as 'Dancing Waters' on a midway. Nor have I ever seen a midway attraction so strongly promoted as that show is being promoted here," the veteran official commented.

He pointed out that the show had been building its crowds daily and that on Thursday and Friday (5-6) "they were standing them up at most of their many shows."

The water show is spotted near the grandstand entrance on the street leading to it and on the blow-off of the grandstand the show fills the top housing it almost unaided, except for a plug given before the grandstand crowd.

While the newness and appeal of "Dancing Waters" has snared most interest, all of the fair's features are up to their past high standards established and maintained by Putnam over the years. Commercial exhibits are at a new high. "We used all of our available space and were sold out several weeks in advance of the opening," Putnam reported.

He took time out to comment on plans to build a new Women's Building, 58 by 240 feet, which will follow the design of three other buildings—Industrial Arts, Outdoor Life and Poultry buildings—built since 1946. The Women's Building, he said, will be erected in time for the 1955 fair.

The grandstand attraction program follows the past pattern—three afternoons of harness horse races, followed today and Sunday (8) by a thrill show, the Tournament of Thrills, with the night bill consisting of a revue produced by Barnes-Carruthers Theatrical Enterprises, Chicago, and fireworks by Thearle-Duff.

(Continued on page 53)

Fair Dates

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CANADA

New Brunswick
Chatham—Miramichi Exhibition. Aug. 30-Sept. 4. H. R. Trear.
Loch Lomond—Loch Lomond Fair. Sept. 15. W. S. Waters.
St. Basile—Madawaska Co. Fair. Sept. 15-19. Adrien Levesque.

Ontario

Alvinston—Brooke-Alvinston Agr. Soc. Sept. 22-23. W. P. Lewis.
Kincardine—Kincardine Agr. Soc. Sept. 16-17. Mrs. Morris Mahood.
Waterton—Flamboro & Watertown Agr. Soc. Sept. 21-22. J. Sutherland.
Williamstown—St. Lawrence Valley Agr. Soc. Sept. 21-22. Murdie A. McLennan.

Quebec

Hebertville—Lac St. Jean Agr. Soc. Aug. 17. Jos. Desbiens.
Laprairie—Laprairie Agr. Soc. Sept. 18. Romeo Ste-Marie.
St-Tite—Lavolette Agr. Soc. Aug. 17. Benoit Dupuis.
Sherbrooke—Canada's Great Eastern Exhibition. Aug. 28-Sept. 3. J. R. Manseau.
Shigawake—Bonaventure Agr. Soc., Div. A. Aug. 31. E. C. Hayes.
Sorel—Richelieu Agr. Soc. Aug. 27-29. Rene St. Martin.

Receipts Up At Boonville First 4 Days

BOONVILLE, N. Y., Aug. 7.—The Boonville Fair was running ahead of last year thru Friday (6), with cold and dampness in mid-week having little effect on the turnouts.

It appeared that last year's 18,000-odd attendance figure would be surpassed, Treasurer E. R. Hargraves stated, and in receipts the annual was also running ahead. It opened Monday (2).

Thursday night (5) receipts were a slim 10 better than the same day in 1953, and for preceding days the figures had all been up by a larger margin. Gate fee is the same as last year, 60 cents.

Buddy Wagner's Thrill Show gave two shows on Tuesday (3) before good turnouts in the 1,500-seat stands, and the nightly Al Martin Revue is also drawing well. Coleman Bros.' Shows had the midway. Martin also booked in free acts to perform daily between shows.

TWO DAYS OF RAIN CURB CLEARFIELD TURNOUTS

CLEARFIELD, Pa., Aug. 7.—Rain on both opening day Monday (2) and on Thursday (5) put a heavy damper on the Clearfield County Fair, and there was no hope that the annual would come up to its total gross receipts of \$82,000 recorded last season.

The six-day event started slowly in poor weather. Altho the 3,000-seat grandstand was practically full for the Ward Beam thrill show Monday night, the crowd was mostly all general admission, whereas there is usually a good proportion of reserved seats and boxes taken for the opening show. The weather and resultant mud severely hampered the performers.

Minn. State Revamps Races

ST. PAUL, Aug. 7.—The Minnesota State Fair has revamped its auto race program this year, a schedule that will include nine afternoons of big car sprints, late model stock car racing and motorcycle events, Doug Baldwin, secretary, announced.

One innovation this year will be the holding of big car time trials August 27, the day before the fair opens. First program of the fair will be on opening day when a 100-lap stock car race is scheduled. Big car sprints are set for Sunday and stock car sprints on Monday. The remainder of the slate has big car sprints on September 1, 3, 5 and Labor Day, and a 200-lap stock car grind on September 2. Motorcycle races will be held in conjunction with Aut Swenson's Thrillcade on the afternoon of September 4. The cycle meet, which is under AMA sanction, will be a national title meet, the first one ever held at the fair here.

All auto races will be held under the banner of the International Motor Contest Association with Frank Winkley's Auto Racing, Inc., managing the events.

Gate and parking charges will be waived during the pre-fair time trials with a \$1 tab on the grandstand.

Rain on Thursday showed signs of clearing around sundown, manager Joseph Hogentogler said, "and we sure need a break in the weather." Also affected was the James E. Strates Shows' midway.

A Hamid revue is being shown nightly, with harness racing from Tuesday thru Friday afternoons. Prices, unchanged from 1953, are 50 cents at the main gate and 50 cents for grandstand admissions. Reserves are \$1 and boxes \$1.25.

Scheduled for tonight are two grandstand revues and the featured name artist, Vaughn Monroe. He is appearing as a single, with the Hamid shows. Jack Kochman's thrill show is in this afternoon for two performances.

Spending in general appears to be down, Hogentogler commented, citing the fact that a month ago the community had a centennial celebration featuring a pageant and a midway.

Enid, Okla., Merges With Cherokee Cele

ENID, Okla., Aug. 7.—The Garfield County Fair has merged with the Cherokee Strip Association and both events will be held on the fairgrounds here September 10-17. Attractions will include "Grand Ole Opry," a musical revue; AMA-sanctioned motorcycle races and motor polo. Also a rodeo, horse pulling, horse show, downtown parade, barbecue and an old fiddlers' contest.

La Crosse, Wis., Up In Face of Layoffs

Heightened Interest Among Farm Folk; 4H-ers Credited for Higher Gate

LA CROSSE, Wis., Aug. 7.—Despite some 3,000 lay-offs in the La Crosse area, the La Crosse Inter-State Fair raced ahead of '53 in attendance and in midway receipts thru Friday (6), the third day of its five-day run.

Gate receipts were up about 15 per cent according to Joe Frisch, secretary. Ride and show grosses for the 20th Century Shows were about 17 per cent higher in the same period, Frisch said.

Grandstand patronage was slightly higher than last year, with a variety show, booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, as the attraction, both afternoon and night.

A sharp increase in interest in the fair by ruralites was credited for the good attendance and good business. Exhibits were so large that additional tents were thrown up to house them, while outside

pens had to be erected to accommodate the overflow of swine exhibits.

Heavier youth participation also was credited. Frisch pointed out that a third more youngsters had exhibits this year than last. There also was a greater number of women's exhibits than in '53, Frisch said, adding "this points up the sharp increase in the interest of farm folk in the fair."

The Dowis Sky Wheel, added to the 20th Century Shows line-up for the engagement here, was a big moneygetter on the midway.

\$15,068 Sets Award Record By Barrington

GREAT BARRINGTON, Mass., Aug. 7.—A record \$15,068.85 in cash premium awards, altho only \$100 over last year's total, will be offered by the Barrington Fair Association this year in its centennial program.

President Ed Carroll said there will be \$2,310.85 in the youth division, \$8,758 in the adult classes and \$4,000 in State money. Also a record will be the 46 main classes, equally divided between the adult and youth divisions, and 707 sub-divisions.

In the youth division, premiums this year will be 4-H livestock \$1,326 divided between purebred and grade cattle, 4-H dairy showmanship \$45, sheep \$92.50, goats \$20, poultry \$287, pets \$25, canned preserves \$83.75, cooking \$27.60, sewing and crafts \$79.75, flowers \$46, vegetables \$81.25, club exhibits \$15, and judging contest \$50.

Adult awards include field, ensilage corn and other agricultural seeds \$232, vegetables \$151.75, maple sugar, sirup and honey \$32, farm produce exhibits \$264, fruit \$459.25, flowers \$96, home department goods \$123.75, food \$54, grange exhibits \$180 and flower exhibits \$150.

Also poultry, large \$800, bantams \$75, pigeons \$25, turkeys \$222, draft horse classes \$440, grand sweepstakes horse draw \$500, craft oxen \$459, purebred cattle \$4,044, and beef cattle \$200. The State's \$4,000 is in addition to these fair association awards.

Memphis Paves, Adds Building

MEMPHIS, Aug. 7.—The Mid-South Fair will open its gates here September 25 with a plan that will have upwards of \$88,000 in improvements. G. W. (Bill) Wynne, manager, announced.

Biggest single improvement is the laying of 12 blocks of new asphalt paving which when added to the re-surfacing done in 1953, gives new surfaces to all major streets on the grounds.

A new midway layout is planned. The rides, shows and concessions will be set down along one block of Tennessee Street then angle east along Kentucky Avenue rather than extend to the north edge of the grounds. An additional asphalt strip paralleling Tennessee Street has been added to give the midway a total width of close to 80 feet. A 24-inch embankment on the Kentucky Avenue portion of the fun zone has been removed to better fit that area for large shows and rides.

Fair will also build a new cattle barn, 120 by 170 feet, which will house 200 animals and cost \$41,276.

Tenn. State Cuts Prices

NASHVILLE, Aug. 7.—The Tennessee State Fair has reduced prices at its outside gate and night horse show this year, L. E. Griffin, secretary-manager, announced. Gate will be pegged at 50 and 25 cents for adults and children, compared with 60 and 25 cents that prevailed last year. Horse show admission is now 50 cents, a 20-cent cut.

All salable space, including food concessions and commercial exhibits, has been sold out for some time. Livestock entries are also big and the fair may find it necessary to curtail the number due to lack of space.

Attractions will include the Gooding Amusement Company on the midway; an Ernie Young revue as the night grandstand fare; auto races and motorcycle races on three days by Al Sweeney and two performances by the Swenson Thrillcade.

Plant improvements include a new system of handling traffic and gate admissions that is expected to be a big improvement over previous years. Space for the flower shows has been doubled and much more emphasis is being put on the women's departments this year. In addition, sanitary control will be on a stricter basis, Griffin said.

Yuba City, Calif., Draws 34,000 Gate For New Record

YUBA CITY, Calif., Aug. 7.—A new attendance record of 34,000 was set by the Yuba-Sutter Fair, which closed its five-day run here Sunday night (1), Roy Welch, secretary-manager, said. Last year's attendance was 27,201.

Welch attributed the new mark to the policy of night showings only, with the only afternoon opening being featured on closing day. Fair opened at 2 p.m. Sunday.

Records were also set in entries with 5,500 being listed. Premiums also hit a new high with \$32,000 over the 1953 \$29,000.

Largest single-day attendance was Saturday when 12,000 were on hand. Finals in the Peach Bowl Exposition Rodeo was the feature.

West Coast Exposition Shows were on the midway.

Anderson, Ind., Event Announces 1955 Dates

ANDERSON, Ind., Aug. 7.—The Anderson Free Fair has announced its 1955 dates. The fair will open July 4 next year and run thru Saturday of that week, William J. Hutton, secretary, said. Concessionaires and exhibitors will not be permitted on the grounds until five days before the opening day.

Gate Declines, Income Climbs At Regina Ex

Pari-Mutuel Play Hits 698G Record; Grandstand \$\$ Off

REGINA, Sask., Aug. 7.—Attendance-wise, the Regina Provincial Exhibition, which closed Saturday (31), was 4,600 below last year's mark, but with a 50-cent gate in effect for the first time, the money figure was \$24,700 up.

Grandstand attendance was off some 5,600 and the take was down \$6,900, but pari-mutuel play hit a new all-time high of \$698,230, nearly \$110,000 more than the record total in 1953. Record single day for racing was Saturday, when the mutuel play was \$192,078, topping the same day last year by \$42,219.

A brief shower on closing night chased enough customers away to keep Royal American Shows from equalling last year's midway gross. The gross was down \$270.

Gate Attendance

Gate attendance was 185,641, compared with 190,270 last year, and the grandstand turnout was 61,757, compared with 67,369. The turnstiles clicked to the tune of \$65,692 at the gate and \$72,202 at the grandstand.

Weather on the whole was good and, for the most part, warm. Rain Friday morning delayed the annual Travelers' Day parade an hour and on Saturday night a storm threat passed over.

Saturday was the biggest day, with the 37,209 gate almost 3,000 above Wednesday, the biggest previous day of the week. However, the Saturday gate was down

(Continued on page 53)

Barn Added by Turnbridge, Vt.

TURNBRIDGE, Vt., Aug. 7.—The Union Agricultural Society Fair has added a new barn to house its Devon cattle exhibit, according to secretary P. A. Farnham who adds that sulky races will be held September 23-24 and feature a thrill show on the final day (25).

Stage attractions are being booked thru the Al Martin agency of Boston. Midway will be independent with the exception of rides, all of which will be provided by the LaGasse Amusement Company. The fair will again feature its antique show.

MUNCIE, IND., MIDWAY CASHES IN ON CHANGES

MUNCIE, Ind., Aug. 7.—A revised outside gate policy and the addition of two days for a 4-H fair enabled the Delaware County Fair here to enter the final day of its nine-day run with bigger midway receipts than in any recent years.

Friday and Saturday (30-31) were added for the 4-H fair, and gave the rides, shows and concessions of the W. G. Wade Shows two added days of play. Patronage and spending were good those days, as the fair operated on them without a paid gate.

The regular seven-day run started Sunday (1), with the paid gate knocked off at 6 p.m., instead of at 8 p.m. as in the past. As a result, night crowds benefited, day crowds were thinner, but the over-all result thru the week was good not only for the midway but for the fair.

Weather, except for late Saturday (31) was good. Rain mired the track then, forcing the cancellation of the night grandstand offering, Jinx Hoaglan's Hippodrome, but cleared in sufficient time to give the midway good night business.

Venita Rich's amateur show, in Friday night (30), enjoyed fair grandstand business. B. Ward Beam's thrill show, in afternoon and night Sunday (1), played to two good grandstand grounds, but the 105 Ranch Rodeo, in the following day for two shows, drew light crowds.

Marhofer's Boxers (amateur fights), in Tuesday night, were held before a good crowd, for which 700 additional seats (ring-side) had been set up. Harness races were held Tuesday and Wednesday afternoon and Thursday and Friday nights. Week-day matinee grandstand events failed to pull up to expectations, even tho the stand sported a new

roof, whereas in the past few years it has been uncovered.

New twist was the outright sale of the grandstand show to two fraternal organizations, the Moose and Elks, both of which sponsored charity horse racing and which took all of the grandstand admissions after paying the fair a flat fee.

FACTORS CITED

12% Gate Dip Noted at Close Of Harrington

HARRINGTON, Del., Aug. 7.—The Kent & Sussex Fair wound up its five-day run Friday (30) with both attendance and receipts showing a decline of 12 per cent below last year. Total turnout for the week was around 70,000.

Fair officials cited four factors for the over-all slump: Heat, auto racing, pari-mutuel racing and the Richards Bros.' Circus which played the State for several days last week. Heat was the main gripe.

Financially, however, the fair will show a definite success, manager T. B. Holloway reported, with the largest display of commercial and agricultural exhibits in the annual's history. Sales of concession space were higher than last year. Prell's Broadway Shows had the midway.

Peters Heads Nag Org

CINCINNATI, Aug. 7. — Clarence A. Peters, secretary of the 99th annual Greater Cincinnati Carthage Fair, September 15-18, is serving as chairman of the fair's horse show committee. Serving with him is Lawrence P. Lake, vice-president of the fair board. The horse show will be held nightly during the fair and on the afternoon of the 18th.

Regina Exhibition

Continued from page 52
slightly from the 38,195 admitted on the same day last year. Drop in attendance was attributed by some officials to the 25-cent boost at the gate. Children under 12 were admitted free and those 12 to 15 paid 25 cents.

Turnout Big
Altho grandstand attendance was down in Regina, the turnout on the Class A Circuit was "way over" last year, according to Ernie Young, producer of the revue. "I've never seen anything like the reception by the press and the public," he said.

Bill Atterbury's Sky Kings, Fedi-Fedi, Peg-Leg Bates and Baudy's Greyhounds went over big on the circuit, and fair officials and public alike had high praise for the precision work of the chorus line, the Manhattan Rockets.

Grandstand performers were greatly pleased with dressing room accommodation here, three movable wooden buildings with toilet facilities, ample lighting and mirrors. A portable grandstand platform was used for the first time and won the approval of Young's troupe.

Fireworks were provided by Thearle-Duffield, Chicago.

Television was a feature of the fair, with CKCK-TV, Regina, making its debut Wednesday (28) with every major manufacturer and dealer displaying sets in one wing of the big Grain Show Building. Entries in all departments were high and exhibit space was filled to capacity.

Chippewa Falls

Continued from page 52
field Fireworks Company, Chicago.

Acts in the Barnes-Carruthers show are Curt Adams and Company, dogs; Billy Wells and the Four Fays, comedy tumbling; Stan Kramer and Company, puppets; Kinko, midget car; Reed and Grayson, singers; Ego ny Brothers, high act, and the Barons, Risley act. Show is emceed by Joe McKenna and managed by Sam Levy Jr.

Danbury Sets Free Shows by Frontier Days

DANBURY, Conn., Aug. 7.—John Leahy's Great Danbury Fair will try something new this season by presenting Steele's Frontier Days as a free grandstand attraction for five days. The show will be part of Leahy's daily fair-grounds parade and will perform at 3 p.m. Monday thru Friday, October 4-8. The fair will run 2-10.

Five separate bands are being booked for the parades, according to assistant Irving Jarvis. Chief among these will again be Victor Zemrusky's polka aggregation which will ride the bandwagon and also give daily polka concerts.

A new building, 71 feet in length, has been erected to hold work of Connecticut craftsmen, and 11 floats have been built for the parades. I. T. Shows will again have the midway.

Bradford, Vt., Adds Shed and Floral Hall

BRADFORD, Vt., Aug. 7.—The Seventh Connecticut Valley annual exposition, slated for August 13-15, reports everything in readiness for the opening day. A newcomer in the field of annuals, this event organized by the Future Farmers of America, started from scratch in 1948.

Every year has been financially successful. All improvements have been paid for out of earned income and no indebtedness exists. Permanent barns, exhibit buildings and booths have been erected, a stage provided and public restrooms completed. This year's projects include a new cattle shed, a floral hall, new lighting system for the stage and regrading of the midway and the auto and farm machinery exhibit areas.

According to J. Arthur Peters, secretary, growth of this exposition has seen the addition of the following events: 1948, street parade; 1949, State championship truck rodeo; 1950, farm tractor rodeo; 1951, tractor-pulling contests; 1952, little league baseball contests; 1953, teen-age rodeo.

Vaudeville attractions are being furnished by the Hamid agency and the Lagasse Amusement Company will have the midway.

Mexican Fair Expands Its Games Policy

ENSENADA, Mex., Aug. 7.—Some games of chance not permitted by Mexican law normally are expected to be allowed during the "Feria de Todos Santos," the first important regional fair to be held here starting August 28. While scheduled to wind up September 30, the run is expected to be extended for an additional month.

The exposition is being highly publicized thruout Mexico, whose residents for the most part have never seen such a display. Attractions in the Mexican vein are being booked to draw both the Mexicans and Americans. Features such as the Fiesta of the Charros, horse racing, cock-fights, bull fight demonstrations and arts and crafts festivals are reported scheduled.

Mayor David Ojeda points out that Ensenada, about 100 miles south of San Diego, Calif., is the second largest tourist resort city in Mexico, being surpassed only by Acapulco.

The fair is represented by the June Hope Management Company in Los Angeles.

Charter S. C. Racetrack

LANCASTER, S. C., Aug. 7.—Lancaster County Race Track, Inc., capitalized at \$30,000, has been granted a charter by the Secretary of State. Thomas C. Washam is president.

ADDED DAYS DO IT

Great Falls, Mont., Midway, Bets Climb

GREAT FALLS, Mont., Aug. 7.—The North Montana State Fair, with a run two nights and one afternoon longer than in the past, will close here tonight with midway receipts up 30 per cent over last year and pari-mutuel betting 25 per cent higher.

Heretofore a seven-day, seven-night event, the fair opened Friday night (30), instead of on a Sunday, as in the past. The added playing time enabled the Siebrand Bros.' Shows on the midway to pile up higher receipts and gave horse race betting one added day.

The Cremer-Autry rodeo, in the first four nights in front of the grandstand, played to a total of about 20,000. A Barnes-Carruthers revue, in for five nights, starting Tuesday (2), caught rain Thursday that washed out the scheduled performance, but the

show was re-skedded to give two performances Friday night (6).

The revue's patronage held about even with last year. Matinee grandstand attendance was down slightly, as only running races were held, whereas formerly rodeo events were sandwiched in between races. Tho the afternoon attendance was down, betting at the races was up every day.

At night, besides the revue, the fair offered fireworks, staged by Thearle-Duffield Fireworks, Inc., Chicago, repped by Art Briese.



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Charter Morganton

MORGANTON, N. C., Aug. 7.—Burke County Fair, Inc., with offices here, has been chartered by the secretary of state. It is a non-stock corporation with incorporators being Ned B. Giles and C. Miller Sigmon, both of Morganton, and Earl B. Searcy Sr., of Valdese.

RUSTON, La., Aug. 7.—A new Agriculture Building, which will cost \$15,000, will be erected here in time for the opening of the North Louisiana State Fair this fall. The structure will be 14 by 120 feet and will have 768,000 square feet of floor space.

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NEAAPB NOTES

Plenty of Diversion At Whalom Gathering

FITCHBURG, Mass., Aug. 7.—Two segments of the Whalom Park ballroom were in continuous operation Tuesday (27) during the New England Association of Amusement Park & Beaches shindig—the card table and bar. The Lincoln, Whalom and Crescent Park boys got the game going around 1 p.m. and it ran thru 2 a.m., with time out for the all-important clambake, and with frequent changes in personnel.

Host Henry Bowen, of Whalom, commented, "That's the younger generation for you," when three of the younger set commandeered the microphone late in the night for gag announcements. "Why don't you kids go home?" he yelled at them. "And why don't you?" was the shouted reply of Johnny Bowen, 10, who was born the night the NEAAPB last met at Whalom.

Charley Addison was busy talking it up for Overland's all-steel Variable Steel Coasters, together with Charles Cooper who has one going on the World of Mirth Shows. They did most of their talking at the bar with partner Dick Phelps standing by solemnly, because he had the chore of chauffeuring the group back to Saugas, Mass.

Fish Die in Stampede?

Charley (Lombardo) Weygand, 68-years-young orchestra leader at both Crescent and Lincoln parks, spent Monday (26) hauling in a mess of haddock, he told Ted Doherty of Lincoln. "That's nothing," Doherty asserted, "off Nantucket we get four or five hitting the bait at once. A couple always die in the stampede." He had a ready taker on his fishing invitation because, as Weygand confided, "That I've got to see."

Stanley Cokas, of Salem, where there is a nine-ride operation (seven of them kiddie units), reported business appreciably down from last year, and he found plenty who agreed with him. He added new Dodgem cars for this season.

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FIRM GIVES IN WHEN FUNSPOT BUYS OWN BUS

WORCHESTER, Mass., Aug. 7.—White City Park is offered bus service to downtown Worcester right around the clock, for the first time in its history. Thru this season the local transit firm had run buses only up to 7 p.m., which hurt the park's night business. A month ago, new park owner Larry Knohl bought his own bus with which to handle outings and any other transportation problems. The bus company capitulated, and White City's sparkling white bus is parked inside the fence as a reminder. He hasn't had to use it yet.

2 Connecticut Kiddie Parks Incorporated

HARTFORD, Aug. 7. — Two Connecticut amusement firms have filed certificates of incorporation with the secretary of state.

They are Jimmie's Kiddieland, Inc., West Haven; authorized capital, \$50,000; incorporators, Arthur N. and Adeline Moss and Paul and Gloria Grossman, all of Bridgeport.

Stratford Kiddie Town Fair, Inc., 1785 Stratford Ave., Stratford; subscribed capital, \$30,000; Sidney Milwe, New York, president.

CONEY ISLAND, N. Y.

By UNO

License Department inspectors have forced Coke bottle game operators to discontinue using capped, Coke-filled bottles for non-capped empties and the price changed from six-rings-for-a-quarter to a nickel-a-ring. As a result, what was the rage in games, the beginning of the season, has dwindled in both patronage and population.

Coney Carnival Company has engaged Mill Roseman of Roseman & Bickman Associates, publicity man for Nathan's "Famous", as an assistant to Monroe Ehrman, Chamber of Commerce publicity chief, to help in promotional activities in behalf the Mardi Gras. . . . Steeplechase Park which usually calls it a season after Labor Day week, will reopen the Friday thru Sunday of the week after because of the Mardi Gras fete, September 13-19.

Louis Marano, sub-lessee of the Whip ride and Crazy Ghost maze from the Pinto Bros. on Surf Avenue, near Stillwell, the last

six years, also operates his own Greyhound Racer on Surf and W. 10th. The Pintos, whose kiddie ride manufacturing plant on W. 8th was forced to shutter because of a street widening project by the city are, according to Marano, to take possession of an area back of the Whip, where they will revert back to their original work, that of machinery repairs. The space is not large enough to include ride building.

Cavalcade of Variety show has a new outside talker in Bob LaVerne, back to Coney from a carnie tour on the Coast. Also a new extra attraction is Pauline Jeffries, the Armless Reversible Girl. Also a bally reinforcement in Renee Wilson over the week-ends. During the Winter Miss Wilson is a front-liner in burlesque at the Hudson, Union City, N. J.

John D'Errico, old-time ride operator and mechanic, formerly identified with the Whirlaway and Motor Boat rides on W. 12th between the Bowery and the Boardwalk, is now, and has been since 1950, the owner of the Tornado and Spook rides on the Bowery and Stillwell Avenue and partnered with Herman Beyer in the Wonderland, a dark ride, corner W. 12th and Bowery. Motor Boats are now a John Ward operation. Whirlaway belongs to Fred Sindell, who also has a Rocket ride on the Bowery corner. Sindell, besides operating those two rides, also owns Cavalcade of Variety, the largest of the three Coney freak shows on Surf. His former Gyroglobe on W. 12th is now a Kyrimes family operation in New Luna Park. Assistants to D'Errico, in his employ the last 35 years, are Jimmie and Eddie Santo. . . . William Delaney, Chicago songwriter, sends a copy of his latest called "Let's Go to Coney's Steeplechase Park" which he writes "should go good for the Mardi Gras parade."

Seymour and Edith Machson and crew continue in their seventh season with a donkey ball-tossing game on the Bowery. A similar game at Rockaway's Playland has been shelved. . . . Fred Yockers is celebrating his seventh year as a tramp clown on the fun stage in Steeplechase Park and his 25th year as an assistant on all the Park rides. With his son, Fred Jr., dad won second prize in last year's Mardi Gras baby parade, made up to represent their slogan, "Like Father Like Son."

Carrolo Sets Remodeling Of Nipmuc, May Quit R. I.

MENDON, Mass., Aug. 7.—This area's biggest July 4 bonfire is in store for 1955, with the scrap lumber left over after Lake Nipmuc Park's new operator, Joseph L. Carrolo, finishes his remodeling project.

Taken over last year, Carrolo's spot now has a 55-foot Merry-Go-Round, Arcade, Dodgem, skating rink, swimming, boating and refreshment and game concessions. Carrolo's plans include a restaurant and other additions involving about \$50,000.

Friday night attraction for the remainder of the season is Eddie Zack's hillbilly band.

Old-Timer

Carrolo's park connections go back to the early 1900's at Rocky Point Park. He was one of the first large Ferris Wheel builders in this part of the country, erecting a 12-car model seating eight people in each car. It was not a financial success and he traded it for a Carrousel at Hunts Mills, R. I.

Besides Nipmuc his other opera-

tions include the Merry-Go-Round, Arcade, movie theater, Dodgem and a few games at Oakland Beach, Warwick, R. I. He is also town postmaster. At Lake Mishnock, West Greenwich, R. I., he operates the Merry-Go-Round, Dodgem and Arcade, and also has a Merry-Go-Round at Goddard Park, Potowomut, R. I.

Carrolo is considering liquidating his Rhode Island enterprises and moving his family to Lake Nipmuc, in order to devote all his time to the development of the park.

Fire Misses Hamid Pier, Hits Stores

ATLANTIC CITY, Aug. 7.—Roughly \$300,000 damage resulted from a fire Friday (30) on the Boardwalk between Virginia and Pennsylvania avenues. The damage was mostly to four two-story buildings and while the flames threatened the Steel Pier for a while, only its marquee was damaged. The pier's automatic sprinkler went on.

The fire hit hardest at the Planters Peanut store, and destroyed a wooden marquee along the 80-yard Boardwalk front of the Steel Pier. Damage also was suffered by a Howard Johnson restaurant, Fralinger's salt water taffy store, and the Boardwalk Cafeteria.

The Boardwalk was badly burned and a section was closed off to the public. The Steel Pier remained open, using its Virginia Avenue employees' entrance.

Several hundred persons both in the pier's theater and at the General Motors' exhibit were evacuated without mishap. About 5,000 persons were on the pier at the time but were allowed to remain. Fire officials suspected the fire was due to short-circuited wiring under the Boardwalk.

Biz Off, TV Cash Boon to Kiddie Park

NEW YORK, Aug. 7.—Travelers Inn Kiddieland, a six-rider in the Bronx, has been trailing last year's grosses by about 35 per cent, owner Mack Kassow says, so the windfall they got last week came in mighty handy.

The Kassows had their kiddie Merry-Go-Round on the Ed Sullivan "Toast of the Town" TV show and picked up a hefty check for their efforts. The show used the ride for Saturday (31) rehearsals and the Sunday (1) performance, on which the Four Aces rode the ride while singing "Three Coins in the Fountain." A Palsades Amusement Park shot was flashed on a background screen.

Mack and Bunny Kassow operate the park, on Boston and Baychester Roads, and also the Atlas Bazaar Company which rents out rides and concession equipment.

Predict Sharp Rise In Amuse Building

WASHINGTON, Aug. 7.—Construction of social and recreational buildings, including theaters, stadiums, amusement park buildings, pavilions and rinks, is expected to reach a total valuation of \$215,000,000 this year, a 32 per cent jump over 1953, according to latest Labor Department estimates. This will be the largest percentage gain chalked up by any type of construction this year, and will boost social and recreational building to its highest level since 1950.

Construction of social and recreational buildings for the first half of the year stood at \$101,000,000, 46 per cent higher than for the same period last year, the agency reported.

New Kid Spot, 10-Rider, Set For Outer L. I.

RIVERHEAD, N. Y., Aug. 7.—Play City Amusement Park, a new kiddie venture on the far end of Long Island, started taking delivery last week on rides from Max Gruberg's Standard Kiddie Rides Company of Long Beach.

Operators of the spot, who have contracted for 10 rides, are Dr. Louis Frankel, Jerome Israelson and Marty Gold, with Gruberg to be advisor. The Hampton Road area has a 700-foot frontage and depth of 500 feet. The operators are also planning a shopping center on the tract.

It is intended to book a batting range, miniature golf, archery and roadside restaurant, on concession basis. Play City will open in September for what little remains in the current season, and will go into a normal weekend operation, weather permitting, over the winter.

Revere Flood Blamed on Dredge Work

REVERE BEACH, Mass., Aug. 7.—Water seeping thru the sand and under the sidewalk on Revere Beach Boulevard, believed the result of dredging offshore for the new resanding of the beach, has flooded several amusement buildings, causing thousands of dollars worth of damage.

Pumps, borrowed from the Revere Waterworks, were busy in the cellars of the establishments flooded. Waterlogged were Sandy's Kiddie Rides, Lindy's Restaurant, Crescent Garden Theater and Bali Cocktail Lounge.

The theater, which seats 1,200, was hardest hit. Water in the theater, which is below sea level, reached a height of five feet and flowed over the stage.

Concessionaires fear that as the dredge moves down the beach piling up sand, more and more cellars along the boulevard will be flooded.

Coca-Cola Net Dips During First Half

NEW YORK, Aug. 7.—The Coca-Cola Company and subsidiaries showed a moderate drop for the first six months of 1954 but held its own during the second quarter. Net profit for the first half of the year was \$12,016,432, compared with \$12,940,424 during the same period in '53. Net profit for the second quarter was \$8,272,003 against \$8,337,639 last year.

MANNING ORG HOPEFUL

South's Rain Cheers Farmers and Showmen

SPRAY, N. C., Aug. 7.—Several shows besides the Ross Manning organization are due to benefit from the two-day rainstorm which hit this region Sunday and Monday (1-2), Manning said yesterday.

The rain pretty well wetted down the Carolinas and Virginia,

helping crops which had been parched by a long dry spell. Altho the coastal acreage had been developing satisfactorily, Manning said, the inland farmers had been pretty much down in the mouth. Some corn had been burnt, but the rainfall brought patches of green to much farmland.

An increase in spending was foreseen as a result of the crop-helping moisture. Personnel was awaiting the weekend to see if the farmers react as expected.

Manning opened Tuesday (3) with 13 rides and 10 shows, after a 570-mile jump from Wharton, N. J., where the outfit closed Saturday (31). On the whole, Manning said, they have been holding their own and have not been treated so badly by the weather.

Wharton was pretty fair, following a blank in Leiper, Pa., worst stand of the season. Four days in Monsey, N. Y., were satisfactory; Keene, N. H., was 16 per cent off, and the season's high point was the Hudson Valley firemen's convention in Haverstraw, N. Y., in June.

Show's staff is headed by Manning, A. R. (Dutch) Whiteside and Tommy Carson, with Al Larney as superintendent and Ken Finley, transportation superintendent.

With spending admittedly off in most parts of the country, and with the South's potential tied in directly to agricultural conditions, the weekend rains gave hope to many showmen in this area. While they were belted by miserable weather in the springtime up north, the southerners have been clutching their dollars more tightly with each succeeding day of hot dryness. It was anticipated that with their crops saved, the farm gentry will be more willing to seek pleasure at their fairs, which are the bright spots of the carnival season.

HERE HE COMES

Cook Off on Annual MSA Fund Junket

MIAMI, Aug. 7.—Phil Cook took off Wednesday (4) on his seasonal tour during which he will visit numerous shows in an effort to raise funds and increase the Miami Showmen's Association membership.

Cook, jovial executive secretary of the club, will encourage more members to follow the lead of A. R. (Dutch) Whiteside of the Ross Manning Shows, who was the first to obtain a gold life membership card. Whiteside forwarded 25 applications last week to bring his total to 51, one over the required amount.

The Manning org has informed Cook that it already has \$1,000 from the sale of award books, and would turn over the proceeds to him when he catches the show.

The club office will remain open in Cook's absence for receiving of dues and mail.

Schafer Tabs Winning Week In Chicago

MONDOVI, Wis., Aug. 7.—Schafer's Just for Fun Shows moved into its first fair here Wednesday (4) after registering one of its best weeks of the year inside the city limits of Chicago, where the org played under auspices of a Jewish synagogue on the far South Side of the city.

According to W. A. Schafer, owner, the week came up with the best gross the show has had since it left the West Texas oil fields, where turnouts and spending were on a par with last year. Other spots played, including those in Arkansas, Missouri, Illinois and Indiana, were down an estimated 30 per cent from last year, he said.

Show has been cut since early March and launches its fair season with the nine annuals in the Wisconsin circuit. It will then jump south to Ardmore, Okla., with Texas fairs to follow. Ride line-up includes sever. major and five kid rides. The Skooter, built by Schafer in winter quarters, is new along with a Rock-o-Plane and Skyfighter. All shows are office-owned, including a Side Show, Fat Show, Funhouse and Snakes.

Staffers, in addition to Schafer, include Helen Schafer, secretary-treasurer; John Francis, general agent, and Archie Henson, press and sound car.

Collapse At Niagara Aids C&W Business

NIAGARA FALLS, N. Y., Aug. 7.—Business for Cetlin & Wilson Shows took a much-needed upswing at North Tonawanda, N. Y., last week, and at this location this week. The much-publicized collapse at Niagara Falls, which saw a portion of the Falls topple over, loaded the roads with sight-seekers and many of them found their way onto the lot.

Both front and back end were enjoying a good week here, and preparations for the fair opener at Ionia, Mich., have been going ahead smoothly.

Geren Maps 1955 No. 2 Unit; Son Jerry, Lambert to Pilot

PERU, Ind., Aug. 7. — W. R. (Bill) Geren, owner of the Mighty Hoosier State Shows, this week announced plans for a second unit which he will take out in 1955. Both units, to operate from separate winter quarters at Greensburg and Rushville, Ind., will tour Indiana, opening in early April seasons which are expected to last until mid-October.

Piloting the No. 2 show will be veteran showman W. H. (Bill) Lambert and the Gerens' son, Jerry, who completed his schooling this year. It will carry five rides, all of which are to be delivered early this fall. The line-up will include a No. 5 Ferris Wheel purchased from Eli Bridge Company, Jacksonville, Ill.; three abreast Merry-Go-Round by the Allan Herschell Company, North Tonawanda, N. Y., and a Rocko-

plane ordered from Eyerly Aircraft Company, Salem, Ore. All are to be delivered to the Greensburg quarters. Two kiddie rides also are to be purchased. No decision has been made yet as to what they will be. Geren also announced the placing of an order recently with Fruehauf Trailer Company, Indianapolis, for a 34-foot drop van semi on which to haul the new Merry-Go-Round. Trucks to haul the kid rides have already been delivered at Greensburg.

Geren, whose show is now in its third week of fairs which will last until mid-October, reported business this year ahead of the 1953 pace despite drought and tight money conditions. He announced that six fairs have already been signed for 1955, with more in prospect. They will start in early July for both units.



GERALDINE FENECK is the latest addition to the ranks of candidates for the title of Miss Outdoor Show Business in the contest sponsored by the Showmen's League of America. She is featured with Mrs. Ike Rose's Midgets' Parisian Follies on J. P. Sullivan's Wallace Bros.' Shows of Canada.

Ride Operation Claims Robinson

OREGON CITY, Ore., Aug. 7.—Having recently sold two jewelry stores here after 14 years of operation, Frank C. Robinson has gone back to ride operation under the banner of Robinson's Fun Attractions.

Robinson, who is confining his route to Northwest Oregon, will headquarters here. He plans the addition of rides in the fall so that he will have his quota of devices en route as well as some on call.

Reid Org Eyes Skowhegan As Financial Shot in Arm

NEWCASTLE, N. B., Aug. 7.—King Reid Shows pulls out of here tomorrow en route to Skowhegan, Me., and the opener of its fair season. Reid is leaving the week ahead open to provide for the 500-mile jump and the necessary last-minute refurbishing. The fair gets rolling next Saturday (14).

Woodstock, played last week, was an Old Home Week and ended slowly due to a promotional mixup. With rain intermittent and spending light all week, threatening showers early Friday afternoon (30) led to the announcement that the old-time fiddlers' contest and vaudeville would be moved from the grandstand to the local high school. Skies cleared but the arrangements went thru and people stayed away from the Island Park lot, and the carnival went a-begging.

Show was settled on Island Park in the middle of the St. John River and could be reached only by a ramp running at right angles to the highway bridge. To make the sharp turn with the show's big semi-trailers, the bridge floor had to be greased and the rear ends of the semis winched around by the breakdown truck.

Arrangements on the island itself tended to split the crowds. Harness racing and other grandstand attractions operated behind a dollar gate. The carnival had its own gate at 20 cents.

Business was off for the earlier

ACA Gross Up 30% At Chippewa Falls

'Dancing Waters,' Stronger Show Line-Up, Ideal Weather Yield Hike

CHIPPEWA FALLS, Wis., Aug. 7.—Paced by "Dancing Waters" and aided by better weather and attendance than last year, the Amusement Company of America registered a gross 30 per cent higher than it did in 1953 in the first four days of the six-day Northern Wisconsin District Fair which opened Tuesday (3).

Other contributing factors to the bigger takes included a substantially stronger line-up of shows and a much more attractive, better-painted array of money-earners than was carried by the show in 1953.

The only segment of the midway that did not share in the upped business was the concessions. Most of the concessionaires, however, reported fair to good business.

"Dancing Waters," which joined last week at Stevens Point, dominated interest here and it also dominated the money-getters, but even without the income from "Dancing Waters," ride and show grosses exceeded those of last year. It was the water show, however, which brought some new customers to the midway area, even tho the show itself actually was set up by itself, apart from the show line-up. It faced into concessions on a street leading to the main grandstand entrance.

ACA officials had not fully estimated the potential of "Dancing Waters." They had not put up all of the new top purchased for it, leaving out a 37-foot section. As set up, 500 persons could be seated, but after three days the show was playing to standees at many performances. Starting at Illinois State Fair, Springfield, next week, the entire top will be erected.

While "Dancing Waters" garnered the big money and the lion's share of interest, others of the 13 shows enjoyed brisk business, with Harold Weatherbee's "Naughty New Orleans" and Herb Elrods' Motordrome getting second and third best grosses.

Other shows in the line-up are Charlie Taylor's "Cotton Club," Jimmy Chavanne's Side Show, Bob Perry's Monkeydrome, Bob Edwards' Torture, Snow White and Sultan's Harem; Doc Hardwick's Snake Show and Glasshouse, William Brownell's Monkey Circus and Life Show and Jack Donahue's Jail or Wheels.

Another show, "Latin America," a joint venture of Charlie Taylor and Charlie Teicher, is to join at Springfield. The Sky Wheel, owned by Don Dowis, is also to join there.

The smartly outed, tightly operated ACA bucked bad weather thru most of its still dates, but wound up that portion of the season not too deeply in the red. The reason for this, execs point out, is that the show held to a 25-cent gate at its still dates, even tho it did not offer a free attraction.

RAIN AND COLD

Saranac Lake Off 25% for Continental

NEWPORT, Vt., Aug. 7.—After the rough time, businesswise, it had experienced the previous week, Roland Champagne's Continental Shows were doing okay here for the early part of its run.

A drop of at least 25 per cent was suffered in Saranac Lake, N. Y., in comparison with last year's grosses, with several factors entering into the decline. The show was beset by week-long bad weather, with both cold and rain keeping folks from visiting the midway. Besides that, three circuses had played the town this season, which reduced the spending power of the locals.

A long hop to this location was made in plenty of time and the opening Monday (2) was a good one. Tuesday was even better and favorable weather was expected to result in a big week. Continental was first in, there having been no circus or July 4 celebration this year in Newport, where the show usually plays the Fourth.

Strates Wet But Biz Okay In Clearfield

CLEARFIELD, Pa., Aug. 7.—Rain on Monday (2) and Thursday (5) had the expected effect on turnouts for the Clearfield Fair, but the James E. Strates Shows was holding up pretty well. The fair board's grosses were running sadly behind last year thru yesterday morning. Strates said the same was not holding true on the midway, with rides and shows doing okay, altho it was too early to tell about the front end.

The show will put in a week in the Tonawanda area in preparation for the first major event, Erie County Fair, Hamburg, N. Y.

Show had 25 rides here and about 18 shows, Strates said, with 55 concessions. Over the season, he claimed, business had been spotty but not too bad in general.

Prell Off to Slow Start at Nazareth Fair

NAZARETH, Pa., Aug. 7.—Midway thru its second fair of the season, Prell's Broadway Shows on Wednesday (4) was still suffering front-end woes after experiencing them the previous week in Harrington, Del.

Monday (2) started passably, but Tuesday saw the fair's kiddies' day get rained out. Wednesday (3) had threatening weather which discouraged many potential customers.

Spending on concessions was noticeably off, show execs reported, but promotion of the annual was being well handled by the Fried brothers.

Washington Heat Wave Doesn't Faze John Marks

WASHINGTON, Aug. 7.—John H. Marks Shows were greeted by the worst heat wave the nation's capital has had in 24 years, but despite temperatures that topped the 100-degree mark, racked up a good stand here this week.

Show was in here for its second appearance of the year, this time under Legion sponsorship. Biggest day was Saturday (31) when an estimated 8,000 kids passed thru the front gate. Seven chartered busses brought in underprivileged children who were guests of the sponsor and the show.

Al Mercy and Jack Weiner trekked in here from Chisholm, Minn., to take over management

of the new gal show. Unit features Grace Williams, Roxanne and her unit joined here and Johnny Williams has his monkey show ready to open.

Time was taken off here to repaint and refurbish rides, shows and equipment for the first fair, which opens Monday (9) at Lynchburg. Henry P. Halder, org's secretary, is back from Richmond, Va., where he received treatment for an old leg injury. Maxie Glynn joined with a grab stand.

Visitors here included Melvin Hildreth, attorney and show fan; Dr. William Mann of the Washington Zoo; Nat Tash, concessionaire, and James Quinn, general agent of the O. C. Buck-Model Shows.

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OVER 40 YEARS of service to your fellow showmen make the League your obligation.

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SUNSET AMUSEMENT CO.

HILL'S GREATER SHOWS

ANNOUNCE THEIR STAR-STUDED ROUTE OF FAIRS

Starting at North Platte, Neb., Aug. 14-19 (Six Days and Nights); 35,000 attendance last year; followed by Columbus, Kan., Fair, Aug. 23-28 (6 Days and Nights); 40,000 attendance in 1953; then the Big Army Pay Day in Kansas, first week in September, to be followed by the 4 largest County Fairs in West Texas—Dalhart, Floydada, Levelland and Pecos, and then the Daddy of All New Mexico Fairs—The EASTERN NEW MEXICO STATE FAIR AT ROSWELL, OCT. 5-9.

WILL BOOK EXTRA RIDES AT ROSWELL, ALSO SHOWS NOT CONFLICTING WITH SIDE SHOW AND GIRL SHOW. WANT BINGO STARTING AT COLUMBUS AND BALANCE OF SEASON.

WANT NOW AND FOR BALANCE OF SEASON FOLLOWING CONCESSIONS: Six Cats, Buckets, Swinger, Slum Set Joints, all for stock only. Hanky Panks of all kinds. No exclusives at our Fairs. Have opening for two sets of Diggers. Derby Racer, Ice Cream, Novelties, Photos, Long and Short Range Lead Galleries. RIDE HELP: First and Second Men on all Rides. Must drive and stay sober.

THIS SHOW CARRIES 15 RIDES, 7 SHOWS, 35 CONCESSIONS, DIESEL LIGHT PLANTS, LIGHT TOWERS AND IS COMPLETELY FLUORESCENT LIGHTED. WE STAY OUT UNTIL ARMISTICE DAY. HAVE SOME OPEN TIME IN TEXAS IN OCTOBER. COMMITTEES, GET IN TOUCH WITH US.

All replies: **H. P. HILL, Owner**

VALENTINE, NEBR., Aug. 9-12; NORTH PLATTE, NEBR., Aug. 14-19; then per route.

L.J. HETH Shows

FAIRS FAIRS FAIRS FAIRS

WANT SHOWS: Monkey Show, Snake Show, Animal Show, any Show not conflicting. (McIntire Bros., answer.)

WANT RIDES: Spitfire, Boat Ride.

RIDE HELP: Ferris Wheel Operator, must be licensed Semi-Trailer Driver.

SHOW HELP: Nathaniel Gray wants Experienced Chorus Girls. Trumpet, Trombone, and Alto Sax for Colored Minstrel Show. (Gilbert Scott, Ingus Harley, Frank Dickerson, James Evans, Sam Rosell, contact at once.)

CONCESSIONS: Hot Dog on Stick, Custard, Ice Cream Dip, Novelties, Coke Bottles, Glass Pitch, Scales, Short Range Gallery, other Hanky Panks. All Replies

ALTAMONT, ILLINOIS, NOW; MAYFIELD, KY., NEXT WEEK

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

MIDWAY CONFAB

Joseph Lehr, Phillip spot worker who recently worked a spot store at Vineland, N. J., for a Sam Tassell unit, would like to receive the address of Pete Burkhardt, who recently underwent a stomach operation in Tampa, so that he may write him. Mail will reach Lehr at 2322 North 16th Street, Philadelphia. Lehr reports that Jim Quinn and Jack Essner recently had a good week with a unit in a park at Fourth and Lehigh Avenue, Philadelphia.

C. Runyon, Newcastle, Tex., infos that he is building a museum there to be known as the New-Tex Museum. Runyon, a former Colorado geologist, who is also a sculpturer, painter and inventor, will include in the museum sculptured novelties, oil paintings, etc., plus a set of musical chimes, which he invented and plays. Runyon hopes to open his museum in September.

Beatrice Tarbes, who has been off the road since the death of her husband, Henry, in 1948, left for Michigan recently to join her daughter and son-in-law, Louis and Estille Bell. . . . Swazette, annex attraction, visited friends recently on the James - Strates and Cetlin & Wilson shows in Niagara Falls and North Tonawanda, N. Y. . . . Mr. and Mrs. Delbert Norton gave a birthday party recently in their trailer in Hettinger, N. D., for their daughter, Kathy, who was eight. Guests included Merlynn Broom; Terry, Gerry and Paula Boswell; Bobo Joplin, Susie and Julie Wells; Ruby Rosie and Joey, George and Jumbo Evans. . . . J. W. Jernigan reports that the light plant and truck on the Harold Raley Shows burned June 25, causing a loss of \$10,000. A new light plant was ordered. . . . Mrs. Mae Serfass, of the Penn Premier Shows, and Mrs. Eddie LeMay returned recently from a trip to Nassau. Mrs. Serfass is presently in Tampa overseeing the building of a new home on Davis Island.

Frances Berger, wife of ACA's agent, Louie Berger, is back at home after spending two weeks in Chicago's Augustana Hospital. . . . Otto Magendand, known in outdoor circles as Blondie Mack, is currently in a tuberculosis sanitarium in Lantana, Fla.

Mary Pickard, formerly in the office of the now defunct Johnny J. Jones Exposition, is currently working at the Desert Air Hotel, Palm Springs, Calif. Another alumnus of the Jones org, Ralph Lockett, recently visited her there. . . . Walter Lankford, former show owner, infos from Warner Robins, Ga., that he plans to leave there soon for a jaunt of fairs in Illinois, Arkansas and Georgia.

News from the Dick Wilcox Shows indicates George Storti recently purchased a new house trailer from Red Blotner at Norway, Me. Storti has scales, age and his sound truck with the show. Sam Edstien has a new pea pool table. Peggie Lefebvre was honored with a party recently on her eighth birthday with all the small fry present. Dona Marie Watson and Arlene Edgerton handled the affair.

Bill and Dotty Purcell have joined Carl Lauther's 10-in-1 on Happyland Shows. Bill does nail-board, while Dotty is Miss Electra, replacing Lucky Laurendeau and Terry Bingham, who closed at Pontiac, Mich. . . . Johnny Denton, owner of Gold Medal Shows, and Dave Fineman visited the Clyde Beatty Circus during its Edmonton stand. Joe Pearl, Rip Wienkle and John Camp, all of

the Denton org, visited the circus the following day at Lacombe, Alta.

Catlett Greater Shows is well populated by Catletts this season. Two sons, William Jr. and C. E. Sr., are holding down posts with the org. Others of the family include two daughters, Pat Macky and Margaret Witt; two daughters-in-law, Madeline and Betty; two son-in-laws, Doin Macky and Charles Witt; four grandsons, Bill, William G., Danny, and C. E. Jr., and four granddaughters, Darlene, Marvel, Kathy and Mary.

James E. Mason reports that Jack Crawford, animal trainer, is ill in Veterans' Hospital, Indianapolis. Friends may write him c/o Jack Probst, Veterans' Hospital, 1481 West 10th Street.

A wedding was performed August 3 at St. Francis Church in Tonawanda, N. Y., uniting Richard Starsmere, Cetlin & Wilson Shows concessionaire, and Marjorie Williams, both of Erie, Pa. Bingo operator Al Dorso was best man. Reception and dinner were at Wa-Ha-Kie Hotel, with a host of show personnel attending.

Mr. and Mrs. Ray Drescher, concession ops on Rogers Bros. Shows, became the parents of a daughter, Cindy Rae, August 3 in Princeton, Minn.

The folks on Veterans United Shows were guests of Mrs. Lena Evans recently at a birthday party in honor of her four-year-old grandson. Those partaking of barbecued lamb and chicken included Mr. and Mrs. Charles Carroll, Jerry Ramsey, Mr. and Mrs. R. L. Sinderson, Mr. and Mrs. Paul Ebersoll, Mr. and Mrs. Wes Spence, Mr. and Mrs. H. Bennett, Mr. and Mrs. Russ Heimendinger and son, Leo; Mr. and Mrs. A. Dehlin and son; Mr. and Mrs. Don Jurdin, Mr. and Mrs. Utah Jones, Mr. and Mrs. McLean, Bill Sitka, Jack Carney, Maynard Newman, Charlie Pierce, Pee Wee Falin, Bill Boucher, Joe Warner and John Scott.

A baby shower was held recently on Veteran Shows for Margaret Jones, wife of Utah Jones, concessionaire. Those attending included Mrs. Charles Carroll, Mrs. R. L. Sinderson, Mrs. Frankie Woods, Mrs. R. Heimendinger, Mrs. W. Spence, Mrs. F. Grout, Mrs. A. Dehlin, Irma Fredrickson, Mrs. Don Jurdin, Mrs. Glen Rowley, Mrs. Fred Brown, Mrs. H. Bennett and Mrs. Bill Crowe. Jones is building a new 16-foot house trailer to house his growing family.

Airman 2/c O. C. Buddy Aubrey, son of Mr. and Mrs. W. K. Salisbury, is visiting with his parents on the World of Mirth midway while en route to England. . . . Harry Wilson, agenting the Vivona Bros. Shows, has been pulling good results with his ladies' nights, kiddie matinees and other special events. Monica Daye is doing well with her Cindy show on the same lot, featuring Christie La Mar. The Tina show also has been grossing well on Vivona's New England route.

La Donna Ball, sister of Mrs. Sheldon Shorter, of Shorter's Shows, recently became the bride of Fredrick Wesley Spencer in Forest City, Ia.

Harold Manmiller is back with Vivona Bros. Shows as Fly-o-Plane foreman. Mrs. Hilda Roman celebrated her 56th birthday July 30. The Romans, who have the

COMPLETE CARNIVAL FOR SALE

or any part. Allan Herschell Merry-Go-Round, Smith & Smith Chairplane, Eli Ferris Wheel, 8-Tub Octopus, Super Roll-o-Plane, Allan Herschell Auto Kiddie Ride and Kiddie Swings, International Diesel Light Plant (60 kw.), plenty Shows, Taps and Fronts, Trucks for all Rides and Shows. Must sell at once on account of ill health. Best offer not refused. All wires and mail to **CARNIVAL COMPANY, Columbia, S. C.**

Capable FAIR PROMOTER

To help on three outstanding Southern Fairs. Must be able to start immediately. Write, wire or phone **HARRY GRAFTON** Allegheny County Fair Assn. Covington, Va.

ALL DEALS OFF FOR SALE OF WOM: BERGEN

BANGOR, Me., Aug. 7.—Reports of negotiations for sale of the World of Mirth Shows (The Billboard, July 31) were further elaborated on this week by general manager Frank Bergen. While acknowledging that a deal was recently in the making, Bergen said flatly, "I have decided to reject the offers, and am making long range improvement plans consistent with my term contracts with fairs."

cookhouse on the show, expect to retire soon, as does **Frank Zorda**, who has been on the sick list for some time. . . . **Jerry Lynch** is in New York City Hospital, Ward 13, and would like to hear from friends.

Jack W. Burke, who is touring the Hitler car this season, infos the auto is doing good business in Indiana and Ohio. Unit is playing sponsored street stands during the week and usually at a park or resort on weekends. **Jack Ramsey**, former circus agent, is piloting the unit.

T. W. (Slim) Kelley, general manager of Florida operations for Sellhorn's Mobile Homes, infos he plans to make a tour of fairs this season. Kelley formerly operated Side Shows on the Strates, Marks and Wade shows and the Cavalcade of Amusements. . . . Roster on Tennessee Valley Shows is status quo. **Blackie Collins** has the Ferris Wheel; **Al Cook**,

Merry-Go-Round; **Harvey Cook**, Chairplane with front-enders including **Sam Housner**, **Bob Coleman**, **Dave Cordie**, **William Coleman** and the **Millers**.

Bob Lohmar, general agent for the Royal American Shows, stopped off at Chicago Thursday (5) between trains en route south. . . . **Eddie Moran**, owner-manager of Southern Valley Shows, spent two days in St. Louis recently, conferring with doctors on an old injury to his heel. Eddie reports business hasn't been too bad and with his first fair coming up at Houston, Mo., he's optimistic. . . . **Bobby Gerry Rescott**, of the **Carl J. Lauther Side Show** on Happyland Shows, injured her right foot recently when her platform collapsed during her mental act.

Harry Weiss, bingo impresario on John H. Marks Shows, reports that he came up with one of the best weeks in his record book during the show's Washington stand. **Max Pincus** is managing the Weiss game. . . . **Joe and Rose Uknis**, who have frozen delights on the Marks' midway, recently hosted **Sheila Feinstein** of Hempstead, L. I. . . . **Mrs. Elizabeth Marks** came on from Richmond, Va., to spend a 10-day vacation with her husband **John** in Washington.

Gene Hames writes to eulogize **Chambers (Charley) Allen**, veteran showman on the Bill Hames Shows, who recently passed away. Allen was the oldest member of the show and Gene says he was always on of the best-liked members of the troupe. He further adds that Allen's family was one of the founders of Houston. In recent years the veteran showman had the popcorn concession on the midway.

Joseph Lehr, spot worker, letters from Philadelphia that **Leo LaSalle** was recently in that town on business. Also says **George (Fat) Harris** is working a spot store in a Chicago park and **Spot Pinsonault** and **Red Lewis** are out on the fair circuit. Says **Pinsonault** is sporting a new Chevrolet Corvette.

Mel Cook, owner of Western Shows, is still confined at Virginia Mason Hospital, Seattle, recovering from a throat operation. **Mrs. Cook**, who visited him recently, reports his condition improving. **Frank Hirsch**, Cook's partner, is handling the office in Cook's absence and reports business on a par with last season. Personnel on the show include **Jack, Katy and Bill Bierward**, cookhouse; **Cecil Besaw**, ball game; **Betty Besaw**, balloon; **S. Peterson**, fish pond; **Violet Peterson**, cork gallery; **Margaret Smith**, spindle; **Howard Hoss** and **Earl Isterhout**, Derby; **Bernie Dreier**, hi-striker; **Marilyn Thorp**, bird pitch; **Laura Cook**, Coke bottle; **Little Joe**, bingo; **Beverly Hoss**, and **Jean Chilla**, rat wheel; **Irene Keegan**, duck joint; **George and Mattie Blake**, candy floss; **Mrs. Roat**, jewelry; **Mr. Roat**, photos; **Pricilla Kelly**, short range; **Neil Hurd**, cat rack; **Bozo Armitage**, wheel; **Gene Holcomb**, long range; **Ray Sears**, Side Show, featuring **Major John**, the frog man, with **Lou Cummings**, sword swaller and fire eater; **Mary and Eddy Cornthwaite** and **Wayne Gamey**, Monkeymonkey; **Mr. and Mrs. Bill Loth** and son, **John**, Athletic Show, and **Harry Erb**, night watchman. Ride personnel: **Ferris Wheel**, **Earl Whelchel**, **Bud Klander** and **Ethel Pratt**, tickets; **Merry-Go-Round**, **Norm Solheim**, **Penny Payton**, **Bill Fellenz**, and **Jill Cook**, tickets; **Octopus**, **Bill Hoag**, **John Locati**, **George Roach** and **Jeryl Zimmerman**, tickets; **Loop-o-Plane**, **Tennessee Roberts**; kid rides, **Jim Fellenz** and **Bob Knight**; pony ride, **Mr. and Mrs. Baker**, and ride foreman and mechanic, **Joe Thomas**.

Morris Hannum Shows

One of the Great Eastern Shows

KUTZTOWN, PA., FAIR, AUGUST 16-21

FEATURING COSTLY FREE ATTRACTIONS, INCLUDING BIG TIME TV WRESTLING
ALL FAIRS TO FOLLOW TILL MIDDLE OF OCTOBER

WANT SHOWS—One more Girl Show with first class equipment, Motor-drome, Arcade, Monkey, Mechanical. All Grind shows with own equipment.

RIDES—Caterpillar, Whip, Comet, Ponies, Kid Rides.

CONCESSIONS—Cookhouse and Custard, French Fries, all Eats and Drinks, Water Games, Ball Games, Balloon Darts, Shooting Galleries, Hats, Photos, Jewelry, Pitch-Till-You-Win. All Hanky Panks. No Exclusives. Joe Mahler, Wire Macks Bingo Collect.

WILL SELL TWO IDEAL GLASS PITCH LOCATIONS EBENSBURG, PA., FAIR.
SUNNY BROEFFLE, TELEPHONE

HELP—Ferris Wheel Man and other capable Ride Men who drive.

All replies

MORRIS HANNUM

Penn-Harris Hotel, Harrisburg, Pa., this week; then Kutztown, Pa., Fairgrounds, August 16-21.

WILLIAM T. COLLINS SHOWS

Pride of the Northwest

WANT FOR 3 OUTSTANDING FAIRS

ALL IOWA FAIR — CEDAR RAPIDS, IA. — AUG. 14-22
SIOUX EMPIRE FAIR — SIOUX FALLS, S. D. — AUG. 24-29
NEBRASKA STATE FAIR — LINCOLN, NEBR. — SEPT. 3-10

SHOWS: Monkey, Snake, Mechanical, Midget or any Grind Show of merit.

CAN PLACE MOTORDROME FOR THESE 3 FAIRS

RIDES: Will book one or more Major Ride, Spiffire, Looper, Round-Up or any Ride not conflicting with what we have. HELP: Want Caterpillar Foreman. Also Second Men on all rides, must be licensed Semi Drivers. Can place Man to handle Light Towers.

Want for office-owned Side Show, Acts of all kinds. Freak to feature. Ticket Sellers, Canvas Men and A-1 Talker. Chick Schloss, phone Bill Collins, Rockwell 9-5097, Minneapolis, Minnesota.

All Answers to: WILLIAM T. COLLINS, Mgr.
Alta, Iowa, until Thurs., Aug. 12; then Cedar Rapids, Iowa

BIRDS-BIRDS

Carnival Birds

PARAKEETS
CANARIES
FINCHES
and
CAGES

CONRICK BIRD FARM

8900 South Western Ave.
Los Angeles 47, Cal.
Phone: Pleasant 8-5294

—24 Hour Service—

GIRLS WANTED GIRLS

Girl Novelty Acts, Exotics, Dancers, Musicians, Waitresses for Night Club. Steady work. Good pay. Big tips.

Contact

TOMMY THOMAS

Club Mardi Gras Key West, Fla.



Strange and Weir Attractions
Shrunken Heads, Ape Boy, Wolf Boy, Devil Child. Many others. Your ideas made up. Write for Folder Free.
TATE'S CURIOSITY SHOP
3858 E. Van Buren St.
Phoenix, Ariz.

WANT CARNIVAL

For week of Sept. 19 to 26, inclusive. Reunion on 19th and also on 26th. Good, clean Carnival with at least two Rides. Will be yearly celebration. Contact

G. J. COLLEY

Breaks of Cumberland, Breaks, Va.

CHEROKEE AMUSEMENT CO.

Wants Coke Bottles, Scales, Ice Cream, Photos, Hoop-La, Penny Pitch, Heart Pitch, Blower, String, Basket Ball or any Hanky Pank not conflicting. Contact

J. W. MAHAFFEY

Oswatimie, Kan.

WANTED

FOREMAN FOR TILT-A-WHIRL

Also Second Man. Must be reliable and sober. Contact:

DELGARIAN AMUSEMENT CO.

2303 N. Melvina Ave. Chicago, Ill.

DON FRANKLIN SHOWS—Unit #2

Want for the following Fair Dates: Fairfield, Ia., this week; Knoxville, Ia., Aug. 18-22; Iola, Kan., Aug. 24-28; Coffeetown, Kan., Sept. 2-6; Webb City, Mo., Sept. 8-11; Butler, Mo., Sept. 13-18; Neosho, Mo., Sept. 20-25; New Braunfels, Tex., Oct. 1-3; Huntsville, Tex., Oct. 6-9; Port Lavaca, Tex., and Alice, Tex. We're out until Nov. 8.

RIDES: Octopus, Spiffire, Caterpillar or any Major Ride we don't have.

SHOWS: Can place Shows of all kinds. What have you?

CONCESSIONS: Cookhouse, Crab, Custard, Foot Longs, Ice Cream, Candy Apples, Photos, Six Cats, Buckets, Dart Balloon, Ball Games, Coke Bottles, Long and Short Range, Age and Scales.

All Replies RALPH WAGNER, Mgr.

DON FRANKLIN SHOWS #2

WANT MAJOR RIDES

To start at Northwest Missouri State Fair, Bethany, Missouri, Sept. 3 to 10, until American Legion Fair, Caruthersville, Missouri, October 5 to 10. Concessions and Shows, contact

SUNSET AMUSEMENT CO.

Rochester, Minn., Free Fair, this week; Decorah, Iowa, Fair, next.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

Want for Nine fairs, Starting Terre Haute, Ind., Aug. 14-22; Including fairs at Jackson, Tenn.; Greenville, Miss.; Meridian, Miss.; Hope, Ark.; Pine Bluff, Ark.; Tuscaloosa, Ala.; Montgomery, Ala., and Tallulah, La.

Show Closes Armistice Day Week.

CONCESSIONS

Custard, Chocolate Dip, Eating and Drinking Stands, Age and Scales, Popcorn, Candy Floss, Snow Cones, Photos, Long and Short Range Galleries, Six Cats and Buckets. OPEN MIDWAY —EVERYTHING OPEN FOR OUR FAIRS. Can place Crew for Bowling Alley, also Hanky Pank Concession Agents. (Irving Ghost, contact Fitzie Brown.)

SHOWS

Organized Girl Show (Diane and Her Monkey, waiting for confirmation), Wildlife, Penny Arcade, Snake Show (have complete outfit for same), (Al Damron, contact). Any Grind Shows not conflicting with what we have.

RIDES

Live Ponies, Octopus, Tilt-a-Whirl, Scooter. (Lloyd Burge, waiting to hear from you.)

HELP

DIESEL ELECTRICIAN who can handle 4 new Caterpillar Diesel Plants. Foremen for Twin Ferris Wheels, Ride-o and Fly-o-Plane. (Ferris Wheel "Booger Red" Penton, come on at once.) Train Help, Poles, Chalkers, Mule Drivers. Train Help, contact Tom Bush. JACKIE COLEMAN wants Girls for Girl Show. (Patsy Patterson, Diane Miller, Kitty Moran or any Girls who worked for me before, contact.)

All concession people contact

FITZIE BROWN

c/o BROADVIEW HOTEL, EAST ST. LOUIS, ILL.
(Phone: Upton 4-6500) until Aug. 13.

Arthur Atherton, contact me. All others contact

MRS. SHIRLEY LEVY

ROOM 628, BROADVIEW HOTEL, EAST ST. LOUIS, ILL.
(Phone: Upton 4-6500) until Friday, Aug. 13.

WANTED

Legitimate Concessions of all kinds for Shinnston's Frontier Days Celebration
September 16, 17 & 18, 1954.

We have choice spaces available along main streets at very reasonable rates. Call Shinnston, Phone #1954, or write to SECRETARY, Shinnston's Frontier Days, Inc., 421 Pike St., Shinnston, W. Va.

WANTED—AGENTS—WANTED

Razzle, Skillo, other Help for same. No 10% over here. Concession Operator for Inside Girl Show. No drunks or habits. Want Pan Game, Over and Under, Beat Dealer Agents. I work every week, have not missed a week since February, so if you are not too lazy to work and want to make money, wire or come on to Somerset, Kentucky, now; Burkesville, Ky., Fair, next week. No more still dates. Fairs end November 13.

CHARLES GRIGGS

FAIR SECRETARIES

ATTENTION

Have a few open dates after Labor Day through South Georgia and Florida. For new and honest ideas in Fairs and Celebrations contact us now.

LE GRAND'S AMUSEMENT CO.
Jacksonville Beach, Fla.

CHATTANOOGA TRAILER MART

(Trailer City)

SALES-PARTS-PARKING-REPAIRING

Now operated by BILL THOMPSON, formerly affiliated with Thompson Trailer Sales, Chattanooga, Tenn., and Birmingham Trailer Co. Will build to your specification. Wrecked trailers reworked. Highest caliber workmanship.

701 CHEROKEE BLVD., CHATTANOOGA 5, TENN. (U. S. 27 North)

THE MIGHTY GEM CITY SHOWS

Want for Mississippi Valley Fair, Davenport, Iowa, Aug. 16-22
7—BIG DAYS AND NIGHTS—7. ONE OF THE MIDWEST'S MOST OUTSTANDING FAIRS. BIGGER THAN EVER BEFORE.

<p>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.</p>	<p>GIRLS Dancing Girls with or without carnival experience, Night Club Dancers, Chorus Line and other large office-owned Girl Shows. Salary every week out of office. Positively top pay for right girls.</p>	<p>SHOWS Grind Shows, Little Dog, Big Dog and Little Horse, Monkey Motor-drome and Grind Shows of all types with merit including Ding Shows.</p>	<p>FERRIS WHEEL Will buy or book #5 Ferris Wheel for balance of season. Must be in good shape. Get in touch immediately.</p>
<p>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.</p>	<p>ALL WIRE OR PHONE</p>		

R. C. McCarter will on the Fair Grounds, Davenport, starting Thursday, August 12.
THOMAS D. HICKEY, Mgr. Fairgrounds, Burlington, Iowa
DON GRECO, Con. Mgr. c/o Burlington Hotel Burlington, Iowa

Coleman Tops '53 At Boonville Date

BOONVILLE, N. Y., Aug. 7.—Coleman Bros.' fair season got off to a successful start this week at the Boonville Fair, with both the show and the fair running ahead thru Friday (6) despite weather that was far from perfect.

Dick Coleman estimated his grosses as nearly 25 per cent over last year. Fair opened Monday (2) and had good weather for the first couple of days, then it turned cold and nasty. Spending continued satisfactory, however, Coleman said, even tho the temperature dipped to the 50's Thursday (5) with scattered showers.

Friday (6) started cloudy but the sun broke out around noon. Midway, a fence-to-fence deal, had 12 show-owned rides, as many as 80 concessions, and 8 shows: Les Nichols Side Show, a Motor-drome, two girl shows, Funhouse, Mechanical Show, Wildlife and an Unborn, plus Bill Jones' bingo. Virtually all units were making out okay, Coleman reported.

gallery and jewelry; Coleman Corley, long and short range galleries; Al Hausen, Arcade and glass pitches.

Show goes next into a string of New York fairs—Norwich, Afton, Altamont, Ballston Spa and Fonda—then to Massachusetts, New Hampshire and Connecticut. One still date is on the route at Coleman's home quarters city, Middletown, Conn.

Gem City Hits Winning Pace At Belleville

BELLEVILLE, Ill., Aug. 7.—Gem City Shows hit a winning pace here this week at the St. Clair County Fair and thru Thursday (5), sixth day of the eight-day run, Tom Hickey, owner-manager, said ride and show grosses were 25 per cent ahead of last year.

Annual here was the third played thus far. Martinsville, Ill., was up 22 per cent but drought conditions held down grosses at Palmyra, Ill., last week, he said.

Paul Kelly's Dan Rice Circus is getting its share of the business. New units on the back end include a two-headed calf, illusions, pygmy horses, J. T. Branson's live octopus and a two-headed baby.

Sally Ann Hickey is seriously ill and under a doctor's care. Marilyn Kelly returned to the show after a week's hospitalization.

Staff, in addition to Hickey, includes R. C. McCarter, assistant manager; Don Greco, concessions manager; John Reed, legal adjuster; Frank J. Lee, general representative; Berni Miller, special agent; Harry Thomas, secretary, and L. B. Turner, lot man.

Visitors included Joe Rowan, from Cahokia Downs, East St. Louis, Ill. Also a party from Metropolitan Shows, including Bobby Kline, Shirley Levy and Fritzie Brown.

Other personnel includes: Shows: "Streets of Paris"—Hedy Jo Starr, Carmen LeRoy, Lee Parker, Pat Parise, Terry Von, Kim Kim LaRue and an eight-girl line. "Pollies"—Charmayne, Vickie, Ginny, Jay Mack and Linda Lou; Art Davies and Red Marcus, talkers. Posing Show—Korine with W. L. Boyd as manager. Also on the back end are Jack and Katie King's "Rose Marie", snake illusion show, and a Motor-drome featuring Walter Kaatz Jr., Jerry Kaatz, Lucky Nolan and Billy Wheel.

Rides: Merry-Go-Round, James Gates, Richard Derringer; Tilt-a-Whirl, Virgil Dickerson, Pat Conlon; Ferris Wheel (2), Bill Roberson, Charlie Kerr; Screwball, Woodrow Douglas; Little Dipper, Jesse Young; Rock-o-Plane, Alaska Hamline; Octopus, Harry Mamos; Kid Rides, Kenneth Trishler; front gate and light towers, Johnny Casciano and Lawrence Burby; chief mechanic, Jeff Dearing; electrician, James Fisher, and night watchman, Gus Watts.

PENN PREMIER SHOWS

world's cleanest midway

HUNTINGDON COUNTY FAIR, HUNTINGDON, PA., AUGUST 16-21 INCLUSIVE
 followed by the **GREAT INDIANA, PA., FAIR.**

<p>CONCESSIONS Can place Age, Scale, Photos, Novelties, Grab, Eating Concessions, Dart Balloons, Fish Pond, Ball Games, Derby Racer, American Palmistry or any legitimate Concession.</p>	<p>SHOWS Can place Monkey Show. We have top, banners, sound and everything complete except animals. Can place any other worth-while Shows not conflicting for a long string of Class "A" Fairs.</p>	<p>RIDES Can place Little Dipper, Fly-o-Plane, Caterpillar or any Ride not conflicting with what we have.</p>	<p>WE ARE BOOKED SOLIDLY WITH FAIRS UNTIL NOVEMBER.</p>
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GET WITH A WINNER ON ALL THESE PROVEN FAIRS
 Address all mail and wires to
LLOYD D. SERFASS, Gen. Mgr., PENN PREMIER SHOWS
 Butler, Pa., this week, followed by Huntingdon and Indiana, Pa., Fairs, or phone Butler, Pa., Fairgrounds.

C. C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT FOR CARMi, ILL., FAIR, WEEK COMMENCING SUNDAY, AUG. 15, FOLLOWED BY GREENVILLE, ILL., FAIR, WEEK AUG. 23; THEN THE GREAT DU QUOIN STATE FAIR, DU QUOIN, ILL., AUG. 29 THRU LABOR DAY.

<p>CONCESSIONS Hanky Panks, Prize-Every-Time Games of all descriptions, Derby Racer, Arcade, Grab, Custard, Age and Scales, Wonder Bar, High Striker, Photos, Glass Pitch.</p>	<p>SHOWS Wild Life, Monkey, Snake, Motor-drome, or any good Bally or Grind Shows, with own equipment and transportation.</p>	<p>RIDES Any non-conflicting Kiddie Rides, Live Ponies and one more Major Ride.</p>	<p>All answers: C. C. GROSCURTH, Mgr., BLUE GRASS SHOWS PRINCETON, IND. (Fair), this week; then per route.</p>
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P.S.: No phone calls, please.

Blue Ribbon Starts Fairs; Early Biz OK

PORTAGE, Wis., Aug. 7.—A nine-week span of surprisingly good business preceded the opening of E. A. Bodart and Son's Blue Ribbon Shows at Columbia, County Fair here, July 29-August 1, according to the show's Dave Jones.

Highlights of the spring trek thru Wisconsin were the Sturgeon Bay Cherry Festival; five centennials, including one at Superior, and the combined centennial and July 4 date at Ashland. The Ashland stand produced the biggest business ever experienced by the Bodart show. All rides, shows and concessions did capacity business for the five days. The only spot to produce mediocre business was Sheboygan, off about 30 per cent from the preceding year. Strikes and unemployment were responsible for the slump.

All equipment has been put in top shape for the start of the show's fair dates which Jones calls the best line-up ever set by Blue Ribbon. They include Central District Fair, Marshfield, Wis.; Upper Peninsula State Fair, Escanaba, Mich., and annuals at Monroe, Wausau, Rhinelander, Wilmot, Friendship and Crandon, Wis.

Currently carrying 10 shows, the back end line-up includes Speedy Palmer's Motor-drome and Joe Koship's Glasshouse and Working World. Office-owned units are a Side Show, handled by Pete Schuks and featuring Suicide Hansen; Funhouse, Mack Mason; Wildlife, Fritzie Miers, and Mickey Mouse, Bunny Gibson. A blue 120-foot O. Henry top was recently received for the Side Show. Altenburg's Congo Land is slated to join soon. Dick Stepperoni's Athletic Show joined recently. Also on the midway are 15 major rides and 6 kiddie devices.

Concessions, mostly office-owned, total 40 and are handled by Orville Hull. Independents include George Sanders, Bill and Della Smith, and Ray Steel and Nels Falls, Penny Arcade. Benny Wenzel recently joined with four under the management of Rose Wenzel.

Co-owner Reginald Bodart is handling the rides, help and lot activities. Co-owner Lynn Lucia handles the advance, committees and advertising. E. A. Bodart remains in an advisory capacity. L. Hoelzer, back again with the cookhouse, is recovering from surgery he underwent in the spring.

Cleanest Finest Most Dependable

James H. DREW SHOWS

LAWRENCE COUNTY FAIR, LOUISA, KY., AUG. 16-21 INCLUSIVE

Followed by a long circuit of bona fide Southern Fairs as follows:

<p>Estill County Fair, Irvine, Ky. Laurel County Fair, London, Ky. Lee County Fair, Pennington Gap, Va. Floyd County Fair, Prestonsburg, Ky. East Tennessee Fair, Newport, Tenn. Cherokee County Fair, Murphy, N. C.</p>	<p>Franklin County Fair, Lavonia, Ga. Emanuel County Fair, Swainsboro, Ga. Exchange Club 7 County Fair, Brunswick, Ga. Oconee Fair, Dublin, Ga. Berrien County Fair, Nashville, Ga. Ocmulgee Fair, McRae, Ga.</p>
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WILL PLACE SHOWS—Monkey, Wildlife, Drome, Illusion, Fat, Midget or any Ding or Grind Show that does not conflict with what we now have. WILL PLACE all legitimate Concessions and Outright Sales. Will give exclusive on Custard, Novelties, Arcade and African Dip. Wire what you have. Will answer. Note: We are booking now for the Great Lee County Fair and Labor Day Celebration. Wonderful opportunity for legitimate Amusements. Address all this week:
JAMES H. DREW SHOWS c/o WESTERN UNION, COLUMBUS, OHIO

MOUND CITY SHOWS #2 WANT

CONCESSIONS: Mug Joint for balance of season. Hanky Panks that don't conflict with what we have. RIDE HELP: Good, useful Ride Men who drive semis. (Frank Gill, call Sam Craden collect.)

ATTENTION: FAIR SECRETARIES IN ARKANSAS AND MISSOURI HAVE SOME OPEN DATES IN SEPTEMBER AND OCTOBER. CONTACT US. Address: A. G. (WHITEY) SLATEN, Mgr., Columbia, Mo. (Fair), this week.

WANTED

ALL FAIRS UNTIL DEC. 1. Shows and Rides. Ride Men that drive. Agents for Count Store, Peek Store and Skillo. Will book Hanky Panks. Address: Sam Epple, Mgr.; Brownie Bishop, Adj. Oberlin, Kans., this week; then Stafford, Dodge City and Liberal.

WILBER'S WOLVERINE SHOWS

Want for Greenville, Mich., Fair, Aug. 18-21; then Luther Street Celebration; Manistee County Fair at Onokama, Aug. 26-28; Newago, Sept. 4-6; followed by Dowagiac; all Michigan. All legitimate Concessions open. Can use small Shows with own equipment. (Merge and Tiny, contact me.)

ANSWER BY WIRE: CENTRAL LAKE, MICH., THIS WEEK.

WANT CONCESSIONS AND SHOWS

Wakeney, Kans., Fair, Aug. 16-20; Stockton, Kans., Fair, Aug. 23-27; Liberal, Kans., Fair, Sept. 1-6. Wire or phone Manager **F. C. BOGLE SHOWS** Colby, Kans., Fair, this week. P.S.: Will place sober Ride Men, come on.

ALL TYPES OF WHEELS

Mdse. 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

Wanted Scale & Age Agents

Starting Hamburg, N. Y., Fair, Aug. 16-21. Also one Hat Machine Operator.

SYD DANIELS
 Clark & McKinley St., Hamburg, N. Y. Emerson 5125

GIRL SHOW PEOPLE

Terry, Bubbles, Georgia, Princess, Del, Linda, Bill Sands, Bagpipe Scotty, all others, wire.

BUDDY BERNSTEL
 King Reid Shows, Skowhegan, Maine

New Strates Coaster Set For Delivery

SAUGUS, Mass., Aug. 7.—Finishing touches are being made on the James E. Strates Shows' new all-steel Variable Speed Coaster, according to Charley Addison, of Overland Amusements, and the ride is just about ready for delivery.

The ride, similar to one operated by Charles Cooper on the World of Mirth Shows, will require two tractor trailers when transported. One trailer carries and serves as the ride's platform and power plant, onto which passenger ramps are attached. Footage and other construction pieces are taken from the second trailer and laid over the terrain. Ride has six cars seating 18 persons.

Cooper, Addison and his partner, Dick Phelps, attended the summer shindig of the New England Association of Amusement Parks & Beaches last week at Whalom Park, Fitchburg, Mass.



28th ANNUAL WASHINGTON COUNTY FAIR—JONESBORO, TENN. AUGUST 16 THRU 21

followed by

EAST TENNESSEE DISTRICT FAIR—KINGSPORT, TENN. AUGUST 23 THRU 28, BOOM TOWN U. S. A. MILLION AND A HALF DOLLAR WEEKLY PAY ROLL—FOURTEEN COUNTIES PARTICIPATING IN THIS EVENT

FOLLOWED BY: ELBERTON NINE-COUNTY FAIR, ELBERTON, GA.; GWINNETT COUNTY FAIR, LAWRENCEVILLE, GA.; WEST CENTRAL GEORGIA FAIR, THOMASTON, GA.; CALHOUN COUNTY FAIR, ANNISTON, ALA.; TROUP COUNTY FAIR, LA GRANGE, GA.; COWETA COUNTY FAIR, NEWNAN, GA.; SPALDING COUNTY FAIR, GRIFFIN, GA.; EAST ALABAMA FAIR, OPELIKA, ALA.; CRENSHAW COUNTY FAIR, LUVERNE, ALA., AND THE LARGEST ARMISTICE CELEBRATION IN THE SOUTHEAST.

CAN PLACE FOR THIS UNSURPASSED ROUTE OF DISTRICT & COUNTY FAIRS

RIDES
 ROUND UP
 TILT-A-WHIRL
 FLYING SCOOTER
 COASTER
 RIDEE-O
 ROCKET
 BOAT RIDE
 LIVE PONIES
 SKY FIGHTER

CONCESSIONS
 Legitimate Merchandise Concessions of all kinds, Age and Weight, Block Pitch, Ball Games, Six Cats, Jewelry, Novelties, Hats, African Dip, Duck Pitch, Fish Bowl, Spot the Spot, Bowling Alley, Huckleby Buck, French Fries, Pronto Pups, Salt Water Taffy, Foot Long Hot Dogs or any Legitimate Concession.
 Will place American Palmistry; no gypsies.

SHOWS
 Circus Side Show • Fat Family
 Freak Animal • Midget Village
 Glass House • Fun House
 Wild West • Society Circus
 Monkey Circus • Wild Life
 Want Man and Wife to operate
 Big Snake Show.

MOTORDROME OPERATOR AND RIDERS FOR THE NEATEST SILODROME ON THE ROAD, ALL COMPLETE, READY TO GO.

ALL ADDRESS JOHNNY T. TINSLEY SHOWS—Hickory, N. C., all this week

WANT FOR ARKANSAS LIVESTOCK SHOW Little Rock

October 4th-9th

American Palmistry. Good location for Frozen Custard, Mug outfits, Gadget Workers and Straight Sales. Pitchmen.

CLYDE E. BYRD, Secretary-Manager
 2601 Howard St., Little Rock, Arkansas

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

CALIFORNIA STATE FAIR SACRAMENTO

SEPT. 2 THRU 12

800,000 Attendance

SAN JOSE, MADERA AND BAKERSFIELD FOLLOW

NOW BOOKING CONCESSIONS

Can use Ride Foremen for Ferris Wheel and Rock-o-Plane immediately. Also Assistants and experienced General Ride Help. Top salaries.

Can use good Mechanics capable of taking complete charge of show immediately.

TICKET SELLERS AND USEFUL SHOW PEOPLE IN ALL DEPARTMENTS.

WEST COAST SHOWS

240 JONES ST.

SAN FRANCISCO, CALIF.

After August 25, Hotel Park, Sacramento, or as per The Billboard route.

RIDE HELP WANTED

FERRIS WHEELS AND OTHER RIDES REPORT AT Minnesota State Fair, St. Paul, Minn.

AUGUST 24

TOP SALARIES AND BEST OF LIVING CONDITIONS

ROYAL AMERICAN SHOWS

CARL J. SEDLMAYR, Gen. Mgr.

SUNSET AMUSEMENT CO.

DECORAH, IOWA, FAIR, AND GREAT JONES COUNTY FAIR, MONTICELLO

Can place Motordrome, Snake and Wildlife or Monkey Show. Opening for Age and Weight, Custard, Jewelry, Foot Long, Ice Cream, Grab, Ball Games and Hanky Panks. Want sober Second Men on Caterpillar, Ferris Wheel and Merry-Go-Round. Must drive semi.

Rochester, Minn., Free Fair, this week; Decorah, Iowa, Fair, next.

WANTED GIRLS WANTED

For big Revue-Type Show, Feature Strip, Can place Girls with or without experience. Also want Specialty Dancers. Want Man to handle Candy. (Don Kasky, answer.) Long season, top pay and best of treatment.

Wire **JIMMY JOHNSON**
 c/o 20th Century Shows

Mason City, Iowa, this week; Owatonna, Minn., next week.

TIVOLI EXPOSITION SHOWS

WANT FOR 7 BIG FAIRS IN MINNESOTA AND WISCONSIN AND 7 MORE TO FOLLOW IN THE SOUTH, INCLUDING BLYTHEVILLE, ARK.; WINNSBORO AND EUNICE, LA.

Can place legitimate Concessions of all kinds. Also Shows that do not conflict. Can place capable Help on all Rides, must drive semis.

Contact: **H. V. PETERSEN, Mgr.**

Canby, Minn. (Fair), this week; Blue Earth and Jackson, Minn. (Fairs), to follow.

MOTOR STATE SHOWS

Want for Unit #1 and #2, Hanky Panks, Hi-Striker, Mug, etc. Marshall County Fair, Argos, Ind., August 10-14; Allen County Fair, Ft. Wayne, Ind., 4-H, 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 Foreman, must drive. Contact

JOE FREDERICKS

Argos, Ind., this week

(No phone calls, please.)

GIRLS—HONEY LEE—DANCERS

FOR Experienced and inexperienced Girls wanted for BIG NO. 2 REVUE UNIT for Fairs. Top salaries and treatment, bonus as always. Mostly night performances. Those who have worked for me before, or if you are attractive and capable—COME ON. Bernice, Jeanie, Mary, etc., are here. Answer

HONEY LEE STACK, Care Blue Grass Shows
 Princeton, Ind., Aug. 8 thru 14; Carmi, Ill., Aug. 15 thru 22.

WANTED

FOR

ROYAL AMERICAN SIDE SHOW

To join in Superior, Wis., or Minneapolis.
 Season closes November 1.

Inside Man or Magician who can assist lecturing. No pitch. Good Juggler.

Will consider man and wife if wife is attractive for bally. Stateroom accommodations. State all in letter and salary expected. Ticket if I know you.

BOB HASSON

Royal American Shows
 Ft. Williams, Ont., Can., this week.



CARNIVAL WANTED

For Lucerne Stock Show
 August 26, 27, 28

Contact

H. T. ROBERTS
 Lucerne, Mo.

WANTED

Wheel Foreman who will drive semi-trailer. Also want Hanky Panks of all kinds. Want Tilt Foreman and Second Man. Must drive semi. For Chillicothe Police Festival, Avon Fair Steer Show and Creve Cover Fire Dept. Festival, All Illinois.

Address: **SAM FIDLER**
 Chillicothe, Ill., this week.

HARFORD CO. FREE FAIR—BEL AIR, MD.

Day and Night—All next week, August 17-21

This outstanding Fair with an unusually good set-up in all departments is operating with a free gate. Space available for legitimate Concessions and Shows. Want Wildlife Exhibit. Conditions are good in this territory.

MONTGOMERY CO. FAIR—GAITHERSBURG, MD.

Day and Night—August 23-28

One of the best Concession spots in the East. Booking all kinds of legitimate Game Concessions. The Fair with 90,000 attendance.

CONTACT

BEAM'S ATTRACTIONS

MIDDLETOWN, PENNA., This Week

P.S.: Can place capable Show People. Need experienced Ride Help for Caterpillar and Merry-Go-Round. Good openings for Concession Agents. Johnny Richmond wants Bingo Countermeas.

CARL D. FERRIS SHOWS

Sandy Creek, N. Y., Aug. 16; Batavia, N. Y.; Little Valley, N. Y. and Dunkirk, N. Y.
 All New York State Fairs to Follow.

Want Short Range, Age & Scale, Novelties, Grab and Cook Houses, Custard, also Hanky Panks. SHOWS: Snake Show, Monkey Show, Unborn or any Grind Show.

All Answers:

CARL D. FERRIS, Hallstead, Pa.

DICK WILCOX SHOWS

Want for Dover, Cherryfield, Blue Hill, Guilford and Unity Fairs. CONCESSIONS: Balloon Darts, Add Em Up Darts, Pitch-Tilt-U-Win, French Fries, Basketball, Ball Games, Ice Cream, Cigarette Gallery, Custard, Jewelry, Novelties. Will book Beano for Cherryfield and Guilford Fairs. SHOWS: Girl Show, Ten-in-One, Fun House, any Show worth-while. RIDE HELP in all departments. Wire or write JONESPORT, MAINE, THIS WEEK; THEN AS PER ROUTE.

SOONER STATE SHOWS

WANT FOR MINERAL, KANSAS, DISTRICT FAIR, AUG. 18-21

Hanky Panks of all kinds, Jewelry Spindle, Six Cats, Buckets, Pitch-Tilt-U-Win, Shooting Gallery, any Concessions that work for stock. Want Grind Show Operator with or without equipment. Also want flashy Girl Show, Slide Show. Want Ride Help on Ferris Wheel, Operator for Merry-Go-Round. Have Fairs booked in Oklahoma, then Texas for the cotton. Out until Nov. 1.

Contact: **D. PRICE, Mgr., Per Route**

FLOYD O. KILE SHOWS

Appanoose Co. Fair, Centerville, Iowa, this week; followed by What Cheer, Iowa, Aug. 13-16; Mt. Ayr, Iowa, Aug. 17-21; then Missouri, Arkansas, Louisiana, Mississippi

11th November. CAN PLACE: Neat Cookhouse, Custard, Glass Pitch, Hoop-La, Six Cats, Stock Concessions of all kinds. SHOWS: Fun House, Snake, Mechanical, 10-in-1, etc. RIDES: Octopus or Tilt. HELP: Can place Ride Help; must drive, and sober. All replies

FLOYD O. KILE, Mgr.

CENTERVILLE, IOWA, THIS WEEK

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

Send Cash With Order. Stock Tickets, \$24.00 per 100,000.

100,000

\$31.50

10,000 ... \$10.00

20,000 ... 12.75

50,000 ... 19.75

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Want for Great Tasley, Virginia, Fair, August 16-21; Followed by Keller, Va., Fair, August 23-28; Followed by West Point, Va., Fair.

All Hanky Panks open. No Glass Pitches or Fish Bowl. Gareth wants Pan Game Dealers.

WILL BOOK Kiddie Wheel, Kiddie Auto, Live Pony Ride.

WANT Side Show Manager. Lew Alter, answer—3 big weeks for you.

WANT Girl Show Manager with 2 or more Girls, to start at Keller, Va.

WANT Wild Life, Monkey Show, Unborn and Snake Show. Man and Wife to manage Cook House; must drive semi. No Racket, No Gypsies wanted.

Weirwood, Va., Fair this week.

Wire **WILLIAM C. MURRAY**

RALEY BROS.' EXPOSITION

—NO GRIFF AT ANYTIME—

MR. SHOWMAN! LOOK THIS ROUTE OVER, THINK HARD! CAN YOU BEAT IT?

FIREMEN'S AGRI. FAIR

Faison, N. C., Aug. 16

TOBACCO SHOW

Tarboro, N. C., Aug. 23

TRI-COUNTY FAIR

Sharpsburg, N. C., Aug. 30

BERTIE COUNTY FAIR

Windsor, N. C., Sept. 6

LIONS AGRI. FAIR

Seaboard, N. C., Sept. 13

FIREMEN'S PEANUT FAIR

Scotland Neck, N. C., Sept. 20

NORTHAMPTON COUNTY FAIR

Jackson, N. C., Sept. 27

ROBESON COUNTY INDIAN FAIR

Pembroke, N. C., Oct. 4

CHESTERFIELD COUNTY FAIR

Pageland, S. C., Oct. 11

WILLIAMSBURG COUNTY COL. FAIR

Kingstree, S. C., Oct. 18

COLLETON COUNTY FAIR

Walterboro, S. C., Oct. 25

BEAUFORT COUNTY FAIR

Beaufort, S. C., Nov. 1

JASPER COUNTY FAIR

Ridgeland, S. C., Nov. 8

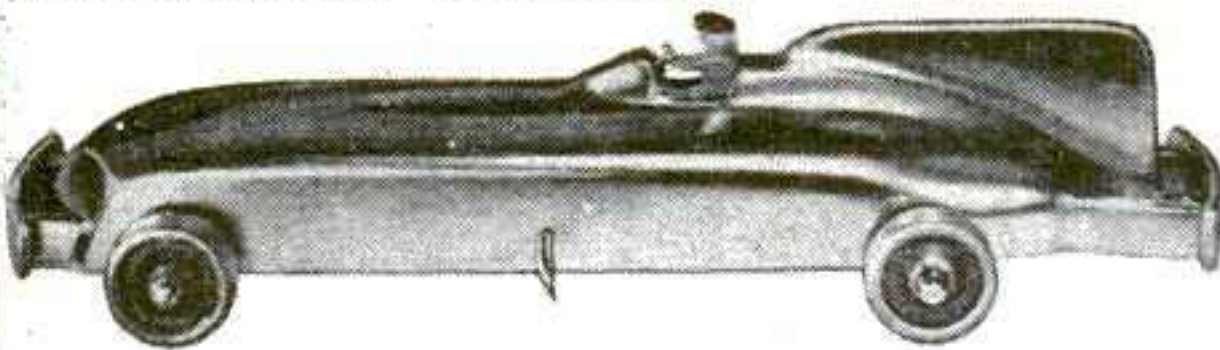
Business Good—Crops Above Normal

Need Motor Drome at once. Speedy Sayers, you know these spots. Special rates to shows with or without tops. Stock Concessions always welcome at reasonable rates. Top pay for first-class Wheel or Spitfire Man. Second Men on all Rides; all must drive. Freemont, N. C., this week.

P.S.: Place Bingo. Harold Rayley, Mgr. — Ethel Rayley, Secy. — Frank Dickerson, Gen. Agt.

EVANS'

Streamlined Thunderbolt Bump Racer



Supplants the ordinary raffle wheels. Can be run where wheels are not acceptable. Precision built. Brightly nickel plated ball-bearing wheels. No overhead wires. Weight 18 lbs. Complete with bumper posts.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

H. C. EVANS & CO. 1556 W. CARROLL AVE., CHICAGO 7, ILL.

AGENTS AGENTS AGENTS

for the following New York State Fairs

SANDY CREEK, AUG. 16-21

LITTLE VALLEY, AUG. 31-SEPT. 4

BATAVIA, AUG. 23-28

DUNKIRK, SEPT. 6-11

Then North and South Carolina Until Armistice Week.

Can place Agents for Count Store, Pin Store, Six Cats and Buckets. You will work every week. All address:

RALPH DECKER, CARL D. FERRIS SHOWS

Arlington Hotel, Binghamton, N. Y., this week; then as per route.

P.S.: Can place Operator with two or more Girls for newly framed Girl Show, also want to hear from Wildlife and Unborn Show.

GEORGE CLYDE SMITH SHOWS

WANTED—Ball Games, Duck Pond, Fish Pond, High Striker, Hoop-La, Balloon Darts, Slum Spindle, Glass Pitch, Pitch-Till-You-Win, Cork Gallery, Short Range, Basketball, Penny Arcade. WANTED—Snake Show, Monkey Show, Wildlife, Girl Show, Motor Drome. Spitfire Foreman, Chair-a-Plane Foreman, General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. All replies:

GEORGE CLYDE SMITH SHOWS

Gallitzin, Pa., this week; Scalp Level, Pa., next week.

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

D. S. DUDLEY SHOWS

WANT Foreman for new Tilt-a-Whirl, Foreman for No. 5 Ferris Wheel, Second Men for ten Rides. WILL BOOK SHOWS WITH OWN TRANSPORTATION. CONCESSIONS: Legitimate stock only. Cook House or Grab.

Las Animas, Colo., Fair, Aug. 9-14; Lamar, Colo., Fair, Aug. 16-21; Dalhart, Texas, Fair, Sept. 1-4; Stratford, Texas, Fair, Sept. 6-11; Clovis, N. Mex., Fair, Sept. 13-18; Lamesa, Texas, Fair, Sept. 13-18.

P.S.: Will book ten Rides, major or child, for Clovis and Lamesa. Show will not carry racket.

IDEAL RIDES

WANTED FOR JASPER COUNTY FAIR
RENSSELAER, IND., AUG. 17-21

Large Cookhouse, Hanky Panks, Long Range. RIDE HELP—Merry-Go-Round Foreman and Second Men who drive. Agents for office Hanky Panks. Will book Bingo for Lions' Club Fall Festival, Alexis, Ill., Aug. 31-Sept. 4, and Odell, Ill. Now booking for Labor Day Centennial and Fair at Odell, Ill., Sept. 6 to 12, inclusive. At Decatur County Fairgrounds, Greensburg, Ind., this week.

BINGO AVAILABLE

For several weeks starting August 16.

Can use single spots or will book with show for Fairs.

Want Bingo Caller and Counterman. No drunks. Also opening for capable Bingo Manager. Wire.

BILL STACY

Fairgrounds, Argus, Ind., this week.

WANTED

Colored Musicians: AA-1 Tenor Sax, Trombone. A-1 Talker for front. Lynchburg, Va., week of Aug. 9; Galax, Va., week of Aug. 16.

JIMMIE SIMPSON

JOHN H. MARKS SHOWS

WALTZING THRU TALL CORN

Want for Boone, Iowa, Aug. 16-19; Dixon, Ill., Aug. 22-25; two of the very best fairs. Any clean Show or Ride not conflicting. Want clean Concessions of all kinds. Athletic Show talent, Ride Foremen and Second Men who drive. Contact

DYER'S GREATER SHOWS

Tipton, Iowa

SHORTER'S SHOWS

Want a few Hanky Panks, one of a kind only; Grab Concession; also need Animal Show, Freak Show, etc. All celebrations, two and three a week.

Buffalo Days, Buffalo Center, Iowa, Aug. 10-11; Ottosen, Iowa, Harvest Festival, Aug. 12-13; Lake Mills Sweet Corn Days, Aug. 17-18.

WANT

Experienced Bingo Help, good opening for man and wife. Year round work in park.

LEWIS PERRY

Olcott, New York

FOR SALE

1 Eight Car Auto Ride built on a trailer. 1 Smith & Smith Boat Ride. Will sell with or without transportation. Both rides in A-1 shape. Priced to sell.

WILSON FAMOUS SHOWS

Cambridge, Ill., this week; Sheffield next week.

Rain Clobbers Vivona Bros. In Montpelier

CORTLAND, N. Y., Aug. 7.—Rain made a bust last week of what had stacked up as one of Vivona Bros.' Shows biggest still dates. Setting up early in Montpelier, Vt., and resting hopefully for the Monday (26) opener, the show was smacked by a cloudburst at 6:30 p.m. as the folks started flocking onto the lot. Montpelier had been a big one in the past for this show.

The rain came off and on thru the week to make things tough all around, but a hard-working committee headed by Harry White and Walter Hatch, plus the efforts of business manager Danny Dell, allowed the show to pull out without getting hurt too badly, financially.

Harry Wilson's promotion days were marked for downpours as the show lost the Monday Ladies' Night, Wednesday family matinee and Saturday kiddies' day, with the family matinee being a total washout. Even the several hundred people were on hand the show couldn't open.

Wilson's sunset matinee Thursday (29) got a break in the weather and good business was enjoyed by all. The Vivonas signed again for 1955 before the week was out.

Show starts its fair route next week in Ithaca, N. Y., and has 14 fairs booked, starting with Ithaca, Rochester and Brookfield, N. Y.

Mr. and Mrs. El Schmid have been doing well with their Pony Ride and long-range gallery, as are Marie Vivona with her jewelry joint and Bobby (Custard King) McGregor and Custard Red. Thanks to Dell's work in his first season as patch, concessions have lost but two days on the season.

Eddie Moran Set for Fairs

WALNUT RIDGE, Ark., Aug. 7.—Southern Valley Shows trucked here this week after racking up a good week's stand at Blytheville, Ark. Last week's run closed on July 29, giving the show time to refurbish rides, shows and equipment for its first fair of the season, which starts August 9 at Houston, Mo.

Mr. and Mrs. John Martin are back on the show with Martin taking over as concessions manager. Danny Wallace, concession op, is sporting a new Cadillac. Staffers, in addition to Owner-Manager Eddie Moran, include Dutch Wilson, legal adjuster; Mrs. Mary Lou McGee, secretary; Charles S. Knolls, 24-hour man, and Robert Moran, ride superintendent.

Other personnel include:

Rides: Merry-Go-Round, M. B. McGee; Ferris Wheel, Murphy Nouden; Tilt-A-Whirl, Lonnie Bush; Rolloplane, Dan Cappling Jr.; Octopus, Frank Worthy, and kid rides owned and operated by Mr. and Mrs. Felix Chermanski. Shows: Athletic, Mr. and Mrs. Roy Wheelock; Minstrel, Mr. and Mrs. Charley Webb; Girl, Jerry Delawater, and snakes, Nelson Williams.

Concessions: Bill Borrer, cookhouse; Mrs. John Martin, ball games; Lim Murphy, six cat; Mr. and Mrs. Haun, balloon darts; Doris and Larry, cork gallery; Mr. and Mrs. Jack Ford, diggers; Ray Smith, bucket store; Coleen Moran, mug gallery; Mr. and Mrs. Frank Harrison, sit-down grab, cotton floss and snow cones; Sadie Emsworth and Opal Rendinger, percentage; Mrs. Bush, cotton candy; Mrs. Kirkland, snow cones; Mrs. Wilson, pan game; Mrs. Dixon, nickel roll; Nelson Williams, penny pitch.

TOMMY CARSON

BUS. MGR.

A. R. (DUTCH) WHITESIDE

CONC. MGR.

ROSS MANNING SHOWS

MANASSAS, VA., WEEK AUG. 16

LURAY, VA., FAIR WOODSTOCK, VA. CHRISTIANBURG, VA. EMPORIA, VA.

MADISON, N. C. STATESVILLE, N. C. LAURIN, S. C. TWO BIG ONES

FAIR FAIR FAIR TO BE ANNOUNCED

CONCESSIONS: Six Cats, Buckets, Swinger, Hankies, Coke Bottles, Duck Pond, Ball Games, Grab, Pitch-Till-U-Win, Novelty (will sell X).

SHOWS: Can place Drome, Wild Life, Unborn.

RIDES: Kiddie Whip, Dry Boat Ride or any not conflicting. Can place Cat.

Dutch Whiteside wants P.C. Dealers and Concession Help. Sam Palitz wants to hear from Lou Cramer and Bill McIntyre.

Write or Wire **ROSS MANNING**

JEFFERSON HOTEL MARTINSVILLE, VA.

BINGO AT LIBERTY

Flashy 18x36. Also Glass Pitch and Engraving Jewelry. Fair secretaries, committees or reliable show, write, wire or phone this week:

LEROY C. CRANDELL

CARE FAIRGROUNDS, PAOLI, INDIANA.

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

Agents-Wanted-Agents

For Six-Cats and Buckets. Only one of each on show. Good route, two Fairs a week. Must throw stock and stay sober.

Luke Bolenbarker

c/o Merriam's Midway Shows
Denison, Iowa, Aug. 9-10-11; Ida Grove, Iowa, Aug. 12-13-14.

FOR SALE

Miscellaneous Carnival Equipment, consisting of Horse Wheel, Color Wheel, Big Six and other Wheels; 1000 ft. of #0 rubber-covered Cable, practically new; 12 Outdoor and 4 Indoor Tents with canvas, shelves, etc.; Penny Pitch, Ball Game, etc. Everything in good shape. \$1200 takes all this. Come and get it.

JOSEPH PAGANO

59 Addison St. Waterbury, Conn.

WANT CARNIVAL

For ANNUAL DAIRY QUEEN FESTIVAL
August 27-28, Portland, North Dakota.

Write

COMMERCIAL CLUB

Portland, N. D.

WANTED

NICE HIGH ACT

For Illmo, Mo., Oct. 7-8-9.

MOUND CITY SHOWS
Elsberry, Mo., this week.

WANT AGENT

With car for one-night Jig Show. Leon Long, write. Useful Minstrel Show People, write.

CHARLIE E. WEBB

SOUTHERN VALLEY SHOWS
Houston, Mo., this week; then Mammoth Springs, Ark.

FOR SALE

Cigarette Gallery, 10x14, khaki Top and Wall, 10 Daisy Guns, Back Drops, Sheaving, some Stock, everything complete—ready to operate, International truck to haul the outfit; \$400 or best offer. Have quit business, no further use for equipment. Will not divide—all goes together.

HUGHEY

841 Lawrence Avenue Chicago 40, Ill.

BILLIE SHAFER

FREE ACT

Can use you balance of season. Get in touch immediately.

Dublin, Georgia, this week.

Royal Exposition Shows

WANTED

Wheel Man, Tilt Man, other useful Ride Help. Concessions that are clean.

MOUND CITY SHOWS

Elsberry, Mo., this week.

CAN USE CONCESSIONS

Hit and Miss, Coke Bottles, Milk Bottles, Hi-Striker, Hoop-La, Novelties, Basket Ball, Short Range, Slum Spindle, Snow Cone, Candy Floss, or what have you to join at Paris, Mo., Aug. 10-11-12-13-14? All calls and wires Paris, Mo. All good Celebrations to follow up to last week in September.

HARTSOCK BROS. SHOWS

WALTER HARTSOCK, Mgr.

PRELLS BROADWAY SHOWS

WANT **WANT** **WANT**
for CARLISLE, PA., WEEK OF AUG. 16-21

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, Want Caterpillar, Rolloplane Foreman. Also Ride Help for all Rides. Salary and bonus every week.

All Address SAM E. PRELL, Bedford, Pa.
CUMBERLAND, MD., TO FOLLOW

Want White Talker 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.

ROCKY MOUNTAIN EMPIRE SHOWS

Want for

GREATER ARAPAHOE COUNTY FAIR, LITTLETON, COLO.—AUGUST 12 THRU 14.
FOLLOWED BY GOODLAND AND ST. FRANCIS, KANSAS, FAIRS
WYOMING STATE FAIR, DOUGLAS—SEPT. 1 THRU 4
ARVADA HARVEST FESTIVAL—SEPT. 9, 10 AND 11
SAN JUAN COUNTY FAIR, FARMINGTON, N. M.—SEPT. 15 THRU 18

LEGITIMATE CONCESSIONS—No gypsies or controlled outfits. Need clean Cookhouse, Floss, Snow Cone.

SHOWS with own equipment. Good proposition to Motordrome.

Contact FRANK O. SWARTZ, per route

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
 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

MIGHTY PAGE SHOWS

FAIRS **FAIRS** **FAIRS**

WANT COOKHOUSE TO JOIN AT ONCE FOR 12 COUNTY FAIRS. COMPLETE ROUTE IN NEXT EDITION OF BILLBOARD. CONCESSIONS: Now booking all kinds Hanky Panks. No exclusive. Merchandise and outright sales of all kinds. Shows: Wildlife, Motor Drome, Snake, Monkey and GIRL Show with own equipment. All kinds of Side Show Acts. Contact Dr. Todd, Strong Half and Half for annex attraction. Rides: Live Ponies, Kiddie Rides that don't conflict with Train and Airplane. Excellent proposition. Help: Pat and Johnnie Corlis want Help in Girl Show Concession. Opening for Razzle Agents, one Skillo Agent. Ride Help: Now expanding for Fairs, need good Ride Help who drive for TEN MAJOR RIDES. All replies to:
 W. O. (BILL) PAGE, Gen. Mgr., Roanoke Rapids, N. Car., August 9 to 14.
 Phone calls to MARK (CURLY) GRAHAM, Waldorf of the Highways Motel.
 P.S.: Want Talker for Single-O Girl Show. No up or down of show.

WANT **PET FAIR** **WANT**

INTERNATIONAL AMPHITHEATRE
 SEPTEMBER 21 THRU SEPTEMBER 26

ANTICIPATED ATTENDANCE 325,000.
 Stuffed Animals, Novelties, Photos and any other legitimate Concessions.
Contact Ben Elsinger, International Pet Fair
 39 S. LA SALLE STREET, CHICAGO, ILL. Central 6-6643

DICK BEST WANTS

FOR 7 WEEKS AT RIVERVIEW PARK, CHICAGO, ILL.
AND 10 WEEKS OF FAIRS
TALKERS — TICKET SELLERS — ACTS OF ALL KINDS

SYLVIA JACKSON, CALL ME AT ONCE AT
LINCOLN 9-9722, CHICAGO, ILL.

ADDRESS: RIVERVIEW PARK, CHICAGO, ILL.

GROVES GREATER SHOWS

AMERICA'S CLEANEST MIDWAY

Can place the following Concessions: Mug Outfit; Pa Berry, contact: Hanky Panks, Dart Board, Balloon Darts, Bowling Alley, Clothes Pin Pitch, Watch-La, Hoop-La, Ball Games. SHOWS with own equipment. Come on now for good route of Still Dates and five Louisiana Fairs. All replies

MRS. ED GROVES
 Eunice, La., until August 14; then as per route.

HOLLY AMUSEMENT CO.

WANTS FOR GEORGIA MOUNTAIN FAIR, HIAWASSEE, GEORGIA, AUGUST 16-21; followed by 12 of the South's best Agriculture Fairs.
 LEGITIMATE CONCESSIONS, SHOWS, no girls, RIDE HELP, COME ON THIS WEEK, BLUE RIDGE, GEORGIA.

VOLUNTEER SHOWS

WANT FOR A SOLID ROUTE OF FAIRS INCLUDING FT. PAYNE, ALA.
 We have open Midway, Want Hashy Bingo, all kinds of Hanky Panks, Want Count Store, Pin Store, Roll-down, Six Cats, Buckets, Will book Octopus, Tilt or set of Kiddie Rides. Need Second Men on Jenny, Wheel and Chairplane. Top salary, pay every Wednesday night. Contact:
ELMER REID, MGR., Lenoir City, Tenn., this week; followed by Hawkins County Fair at Church Hill, Tenn.

OPEN MIDWAY—SALEM, IND., FAIR

WEEK OF AUGUST 16

WANT CONCESSIONS of all kinds. Concessions working for less than 25 cents—\$20.00 privilege. Wonderful opening for Bingo at very reasonable privilege. What have you? Don't write, phone or wire. Come on in. Booking Agent will be on grounds from August 9 until Fair starts. Can use Live Pony Ride. Other Rides are booked.
WANTED—Chairplane Foreman to come to Salem at once.

A Family Tradition
JOHNNY'S UNITED SHOWS

"HERE TIS"

Big Elkart Co. FREE Fair, Goshen, Indiana—August 16-21—6 Big Days and Nites

Especially want Footlongs, Lemonade Shake, Sno, Ball Games, African Dip, Coke Bottle, Balloon Dart, Grab, Photo, Crockery Pitch. Good proposition for Arcade. SHOWS—10-in-1 with own equipment, Mechanical, organized Minstrel (I have all equipment, first class), Drome, Monkey, Funhouse. RIDES—Live Ponies, Rolloplane, Rockoplane, Skyfighter, Flying Scooter, Dark Ride, Caterpillar.

Phone or Wire JOHN PORTEMONT, Fairgrounds, Brownstown, Indiana

WANTED CANVASMEN FRONT MEN TICKET SELLERS

for 2 of the largest Stage Shows on the road today.

EXCELLENT WAGES
 paid weekly from office. Must be sober and prefer semi drivers.

WANT
 Capable, sober and reliable
FUN HOUSE OPERATOR
 for new Fun House. Have excellent route. Must drive semi.

All contact
GOODING AMUSEMENT CO.
 1300 Norton Ave., Columbus 8, Ohio

FOR SALE—COMPLETE CARNIVAL

No. 5 Eli Wheel; 32 ft. Parker Merry-Go-Round, new Top and Side Wall; 7 Car Tilt, 8 Car Octopus, Roll-a-Plane, new Kiddie Auto Ride, two 60 in. Army Searchlights, two 60 kw. Diesel Light Plants with plenty of good Ground Cable and Junction Boxes, other miscellaneous too numerous to mention. Tractors and trailers for all rides, all equipment in A-1 condition; must be seen to appreciate. This Show is booked solid until October with bona fide Fairs; must fulfill our contracts. Will give immediate possession. Will sell as a whole for \$55,000 cash.

BOX STL 39, c/o BILLBOARD
 ARCADE BLDG., ST. LOUIS, MO.

AGENTS WANTED FOR WISCONSIN STATE FAIR

To operate Under 12—Under 11 Over 30 Roll Tables—Ball Games—Huckley Buck—Balloon Dart—Pitch Tilt You Win—Hoop-La—Glass Pitch—Sewer Pipes—Coke Pitch and Coke Bottles and other Hanky Panks. All Agents already contracted get in touch with me. 5 State Fairs to follow—starting with Wisconsin Aug. 20 thru Aug. 29. Phone—wire:

HANK SHELBY
 Room 910, Tower Hotel, 11th & Wisconsin Avenue, Milwaukee, Wis.
 Phone: Marquette 8-3972

WANTED FOR STREATOR, ILL.

LABOR DAY CELEBRATION

CONCESSIONS of all kinds

PLATFORM ACTS

Contact
FRED J. SALVATTI, Gen. Chairman
 901 N. Wasson St. Streator, Ill.

TRI-CITY AMUSEMENTS

Want for following Street Celebrations and Fairs—Coopersville, Shelby, Lowell, Mesick, Winn and then the Big One—Farwell for Labor Day; all Michigan.
 SHOWS—Any Show that can play the streets. Good proposition for small Girl Show. Must have own outfit.
 CONCESSIONS—A few more Hanky Panks and Straight Sales. Foot Long or Grab, Popcorn and Cotton Candy.
 RIDES—Spitfire, Whip, Ridee-O or good Dark Ride. All replies to:

KEN BOONE
 3233 9th St. Muskegan Heights, Mich.

RIDE HELP WANTED

Foreman for Octopus and Ferris Wheel. Also Man for Kiddie Rides. Can place Electrician with Concession. Concessions all open. Contact

NEW ENGLAND AMUSEMENT CO.
 Windsor, Vermont, Aug. 9-14; Winchendon, Mass., Aug. 16-21.

THOMAS JOYLAND SHOWS

WANT **WANT**

Second Men for Wheel, Roll-a-Plane, Tilt-a-Whirl and Caterpillar. Best of wages. Can also place Shows of all kinds.

Now booking Shows, Concessions and Rides for Southern West Virginia Fair, Charleston, W. Va., Sept. 3-11.

All Wire: **L. I. THOMAS, Mgr.**
 MARION COUNTY FAIR ASSN., WANAMAKER, IND. (Phone: HYA 2244).

Charles and Mary Serrine

PLEASE CONTACT
SAMUEL A. CHRISTIE
 245 Virginia Avenue Welch, W. Va.

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

NOW BOOKING
 For Midwest's Largest Street Celebration.
HOBO DAYS, BRITT, IOWA
 AUGUST 23 & 24
 Concessions of all kinds. Good deal for Side Shows of any type. Contact
JOHN DORLAND
 Royal United Shows, Farnhamville, Iowa, this week.
 P.S.: Al Brown wants Bucket Agents.

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-Tilt-You-Win, Hoop-La, Derby, or what have you? Will book any Show on small percentage. (Absolutely no gypsies.) Wire or call
 Winamac Fairgrounds, Winamac, Ind., this week; Spencer, Ind., next week.
 P.S.: Want all kinds of Hanky Panks for No. 2 Show. Call Chet Pierce, Cicero, Ind., this week; Royal Center, Ind., next week.

WANTED

Hanky Panks and Hi-Striker for **BIG CHAMBER OF COMMERCE CELEBRATION**, August 26—one day only. Car Given Away—TV Acts—Bands. Write
FORREST BROWN
 R.R. 2 Delphos, Ohio

WANTED WANTED WANTED

WILL BOOK FOR MOMENCE, ILL., GLADIOLA FESTIVAL
 Hanky Panks, Photo, Short Range, Basketball, Novelty, Jewelry, Glass Pitch, Age, Scale, High Striker, no gypsies. Shows: Will book Fun House, Glass House or Mechanical Show. Ride Help on all Rides. Going South. Long season; sober, must drive.
 Momence, Ill., Aug. 19 to 21.

BIG FOUR AMUSEMENTS
 135 21 Ave., Melrose Park, Ill. Call between 5 and 6. Tel.: Filmore 3-3751

RIDE HELP

Sober, reliable **SECOND MEN** on all Rides. Semi drivers preferred with license. The best Rides and transportation in the business. Pay day every week. Apply:
HARRY LOTTRIDGE
 Gooding Amusement Co., Inc., Unit #7, Rockville, Ind., this week, or as per route.

We Manufacture TICKETS

of every description
 Wheel tickets carried in stock for immediate shipment.

THE TOLEDO TICKET CO.
 Toledo 12, Ohio

STOCK TICKETS	Price	SPECIAL PRINTED Cash With Order. Prices	Price
1 Roll	\$ 1.50	2,000	\$ 6.90
5 Rolls	4.50	4,000	7.80
10 Rolls	8.25	6,000	8.70
25 Rolls	18.75	8,000	9.60
50 Rolls	24.00	10,000	10.50
100 Rolls	44.00	30,000	15.50
ROLLS 2,000 EACH		100,000	33.00
Double Coupons		500,000	133.00
Double Prices		1,000,000	258.00
No C.O.D. Orders			
Size: Single Tkt., 1x2			

Roll or Machine
 Double-coupon, double price

DON'T BE LIKE THE OSTRICH!
When in trouble it buries its head in the sand.
Buy Your Insurance With Confidence
Secure Sound Protection
INSURE WITH
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Phone: 7-5914



Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

A. C. of A.: Springfield, Ill., 13-22.
Alamo Expo.: (Fair) Norton, Kan.
American Beauty: (Fair) Kirksville, Mo., 10-14; (Fair) Bloomfield, Ia., 17-20.
A.M.P.: (Fair) Summersville, W. Va.; Marlinton 16-21.
Babcock United: (Fair) Santa Ana, Calif., 10-15.
Badger State: (Fair) Brainard, Minn., 11-14; (Fair) Park Rapids 16-18.
Baker United: (Fair) Hartford City, Ind.; (Fair) Wabash 16-21.
Beam's Attrs.: (Fair) Middletown, Pa.; (Fair) Bel Air, Md., 16-21.
Becht, Lee: (Liberty & John) Cincinnati; (Fair) Owensville, O., 16-21.
Beck, Old Reliance: (Fair) Campbellsville, Ky.; (Fair) Greensburg, 16-21.
Belle City: Milwaukee 12-15; South Milwaukee 16-19.
Bernard & Barry: Victorville, P. Q., Canada, 11-15; Danville, P. Q., 16-18; Granby 20-22.
B. & H.: Lake City, S. C.; Hemingway 16-28.
Big Four: Franklin Park, Ill., 10-15; Mokenca 17-21.
Big State: Salina, Kan.; (Fair) Sylvan Grove 16-18; (Fair) Minneapolis 19-21.
Bill's Greater: Chesterfield, S. C.
Blue Grass: (Fair) Princeton, Ind.; (Fair) Carmi, Ill., 15-21.
Blue Ribbon: (Fair) Rhinelander & Wilmot, Wis., 12-15; Wausau 18-22.
Blue Valley: Princeton, Mo., 9-11.
Bogle, F. C.: Colby, Kan.; Wakeeney 16-20.
Boone Valley: (Fair) Pocahontas, Ia., 9-11; (Fair) Redfield 12-14; (Fair) Atlantic 16-18; (Fair) Osage 19-22.
Borderland: Beeville, Tex., 9-15.
Briggs, A. R.: Bryan, O., 11-14; Dunkirk 18-21.
Buck, O. C.-Model: Govenpur, N. Y.; Elmira 16-21.
Burke, Harry: (Fair) Delcambre, La., 10-16; St. Martinsville 17-23.
Burkhart: Mendon, Ill., 9-11; Farmington 12-15.
Capital City: (Fair) Huntington, Ind., 9-13; Manchester, Ky., 16-21.
Caravella Am.: Latrobe, Pa.
Casey, E. J.: Dryden, Ont., Canada, 9-11; (Fair) Rainy River 13-14; (Fair) Emo 16-18; Fort Francis 19-21.
Cattlet Greater: Lee's Summit, Mo., 11-14.
Cavalcade of the West: The Dalles, Ore.
Central States: Burwell, Neb., 10-14; (Fair) Seward 16-18.
Cetlin & Wilson: (Fair) Ionia, Mich.
Chanos, Jimmie: Columbia City, Ind.
Cherokee Am.: Osawatimie, Kan., 10-14; Osage City 17-20.
Coleman Bros.: Norwich, N. Y.
Collins, Wm. T.: Alta, Ia., 9-12.
Continental: (Fair) Westport, N. Y., 17-21.
Cote Am. Co.: Pontiac, Mich.; Standish 17-21.
County Fair: (Fair) Tecumseh, Neb., 9-11; (Fair) York 12-14; Nebraska City 16-21.
Crafts Expo.: (Fair) San Mateo, Calif., 9-15.
Crafts 20 Big: (Fair) San Mateo, Calif., 9-15; (Fair) Woodland 19-22.
Cross Road Am. Co.: Cedar Springs, Mich., 11-12; Lake Wood 13-15.
Cumberland Valley: (Fair) Carthage, Tenn.; (Fair) Tracy City 16-21.
Cunningham's Expo.: New Martinsville, W. Va.; East Liverpool, O., 16-21.
Davis Am. Co.: (Fair) Grants Pass, Ore., 10-15.
Desbro: (Fair) Waterloo, N. Y., 9-14.
Dickson United: Mountain View, Okla.
Dobson's United: Glenwood City, Wis., 9-11; Bayport, Minn., 13-15.
Douglas: Tillamook, Ore.
Down River Am. Co.: (Fair) Cassopolis, Mich., 10-14; (Fair) Bellevue 17-22.
Drago Am.: (Fair) Winamac, Ind.; Spencer 16-21.
Drew, James H.: Columbus, O.; (Fair) Louisville, Ky., 16-21.
Dyer's Greater: (Fair) Tipton, Ia., 9-13; (Fair) Boone 16-19.
Eastern Am.: Skowhegan, Me., 14-21.
Eddie's Expo.: California, Pa.; (Fair) Dayton 16-21.
Evans United: Glasco, Kan., 9-11.
Ferris, Carl D.: Hallstead, Pa.; Sandy Creek, N. Y., 16-21.
Fidler United: Chillicothe, Ill.; Avon 16-21.
Franklin, Don, No. 1: (Fair) Austin, Minn., 10-15; (Fair) Northwood, Ia., 16-18; (Fair) New Ulm, Minn., 19-22.
Franklin, Don, No. 2: Fairfield, Ia., 9-12; Knoxville 18-22.
Frontier: Mantle, Utah, 11-14.
Gayland: Blairmore, Alta., Canada.
G. & B. Rides: Rivesville, W. Va., 10-14; Gassaway 16-21.
Gem City: (Fair) Burlington, Ia.; (Fair) Davenport 16-21.
Gentsch, J. A.: Philadelphia, Miss.; Macon 18-21.
Georgia Am. Co.: Newnan, Ga.
Gillette Bros.: Ticonderoga, N. Y.
Glades Am. Co.: Brandy, Va.
Gladstone Expo.: (Fair) Russellville, Ky.; (Fair) Hodgenville 16-21.
Gold Bond: (Fair) Barnum, Minn., 10-14; (Fair) Grand Rapids 17-21.
Gold Medal: Lethbridge, Alta., Canada, 9-11.
Gooding Am. Co., No. 1: (Fair) Urbana, O.
Gooding Am. Co., No. 2: (Fair) Shelbyville, Ind.
Gooding Am. Co., No. 3: (Fair) Monroe, Mich.
Gooding Am. Co., No. 4: (Fair) Wapakoneta, O.
Gooding Am. Co., No. 5: Columbia City, Ind.
Gooding Am. Co., No. 6: (Fair) Wilmington, O.
Gooding Am. Co., No. 7: (Fair) Rockville, Ind.
Gooding Am. Co., No. 8: (Fair) Jefferson, Ohio.
Grand American: (Fair) Waukon, Ia., 12-15; (Fair) Waverly 17-19; (Fair) Nashua 20-22.
Great Wallace: Buchannon, W. Va.
Greater Dixieland Expo.: (Fair) Independence, Ia., 10-13; (Fair) Eldora 17-20.
Groves Greater: Eunice, La.
Hale's Shows of Tomorrow: (Fair) Savannah, Mo., 10-15; (Fair) Auburn, Neb., 18-21.
Hames, Bill: Alvarado, Tex.; Fredericksburg 17-22.
Hammond, Bob: Rush Springs, Okla.; (Fair) Anadarko 16-21.
Hannum, Morris: Harrisburg Pa.; Kutztown 16-21.
Happy Attrs.: Bowling Green, O.; Mount Gilead 18-21.
Happyland: (Fair) Bad Axe, Mich.
Hartsock Bros.: Paris, Mo., 10-14.
Helman United: Bevier, Mo.; Clarence 16-21.
Heth, L. J.: (Fair) Altamont, Ill., 9-13; (Fair) Mayfield, Ky., 16-21.
Hiawatha: Sylvania, O., 10-15; Wauseon 16-21.
Hill's Greater: Valentine, Neb.; (Fair) North Platte 14-19.
H. & M. Am.: Wind Ridge, Pa.; New Eagle 16-21.

Holly Am. Co.: (Fair) Blue Ridge Ga.; (Fair) Hiwassee 16-21.
Hottle, Buff, No. 1: (Fair) Kankakee, Ill.
Hottle, Buff, No. 2: (Fair) Lincoln, Ill.
Howard Bros.: (Fair) Mansfield, O.; Hilliards 16-21.
Hugo's Novelty Expo.: Wetmore, Kan., 12-14; Oskaloosa 19-21.
Ideal Rides: Greensburg, Ind.; Rensselaer 17-21.
Imperial: (Fair) Princeville, Ill., 12-14; (Fair) Warren 19-22.
Interstate: Clarksville, Tenn.
I. T.: Middletown, N. Y.
Johnny's United: (Fair) Brownstown, Ind.
Kellogg, Robert D.: Mechanicville, N. Y., 9-15.
Ken-Penn Am.: Minerva, O.; (Fair) Waynesburg, Pa., 18-21.
Key City: (Fair) Greenfield, Ind.
Kille, Floyd O.: (Fair) Centerville, Ia., 11-13; (Fair) What Cheer 14-16; (Fair) Mount Ayr 17-21.
Klein Am. Co.: Titonka, Ia., 13-14; (Fair) Lemars 16-18; (Fair) Parker, S. D., 19-21.
Lake Region Am. & Rides: Rockford, Ill., 12-15; Ashton 20-21.
Lakeshore Am.: Clarinda, Ia., 11-14; Greenfield 16-19.
Maddox Bros.: McCook, Neb., 11-13; Ogallala 16-18; Clay Center 20-22.
Magic Empire: New Plymouth, Idaho; (Fair) Gracé 18-21.
Majestic Greater: Converse, Ind.; Mason, Mich., 16-21.
Manning, Ross: (Fair) Martinsville, Va.; (Fair) Manassas 16-21.
Marion Greater: West Jefferson, N. C.; Newland 16-21.
Marks, John H.; Lynchburg, Va.; Galax 16-21.
McKenna's Rides: (Fair) Cedarburg, Wis., 10-15; (Fair) Clintonville 17-22.
Meeker's: Walla Walla, Wash.; Hermiston, Ore., 16-21.
Merriam's Midway: Denison, Ia., 9-12; Ida Grove 13-16; Algona 18-21.
Metropolitan: E. St. Louis, Ill.; Terre Haute, Ind., 15-22.
Midway of Fun: California, Mo., 10-14.
Midway of Mirth: Albino, Ill.
Mighty Hoosier State: (Fair) Bicknell, Ind.; (Fair) Martinsville 16-20.
Missouri Valley: (Fair) Afton, Ia., 11-14.
Moore's Modern: (Fair) Biaden, Neb., 9-13; Culbertson 18-22.
Moser-Rundle: Washington, Ia., 10-13; Chariton 16-18; Gilbertville 21-22.
Moshier Am.: Millington, Mich., 11-14; Blanchard 17-18; Ravenna 19-21.
Motor State: (Fair) Argos, Ind., 10-14.
Mound City: Elsbey, Mo.
Mound City, No. 2: (Fair) Columbia, Mo., 10-14; (Fair) Marshall 18-20.
Mullins Royal Pine: Harrington, Me.; Orland 16-21.
Myers, Sonny: (Fair) Avoca, Ia., 10-13; Marysville, Kan., 15-21.
Neison, George W.: Marble Rock, Ia., 11-12; McIntire 13-14; (Fair) Estherville 16-17; Wall Lake 19-20.
Nolan Am.: (Fair) Carrollton, Ky., 11-15; (Fair) Corbin 18-21.
Norton's Midway: Faith, S. D.; Rapid City 16-22.
Page Bros.: Somerset, Ky.
Palmetto Expo.: Wilson, N. C.; Minturn, S. C., 16-21.
Pan American: Monticello, Ky.; (Fair) Brodhead 16-21.
Pan American Am. Corp.: (Fair) Torrance, Calif., 11-15; (Fair) Norwalk 18-22.
Parada: Erie, Kan.; (Fair) Paola 16-18; Mound City 19-21.
Penn Premier: Butler, Pa.; Huntingdon 16-21.
Playtime: (Fair) Marshfield, Mass.; Gloucester 16-22.
Powelson Expo.: (Fair) Waverly, O., 10-14.
Powelson Greater: (Fair) Croton, O., 10-14; Smithfield 18-21.
Prel's Broadway: Bedford, Pa.; Carlisle 16-21.
Putska, A. H.: (Fair) Williams Port, Ind., 9-13; Rochelle, Ill., 18-19; Fairdale 20-21.
Raines Am. Co.: Yates Center, Kan.
Raney United: Long Prairie, Minn., 10-12.
Rainier: Morton, Wash.; Longview 16-21.
Raley, Harold: Fremont, N. C.; Faison 16-21.
Reid, King: Skowhegan, Me.
Reithoffer: Caledonia, N. Y., 10-14.
R. H. Chance Am.: (Fair) Girard, Kan., 9-12.
Robson's Fun Attrs.: Aurora, Ore., 12-15; Sumner, Wash., 17-21.
Rockell: Halstead, Kan., 10-12.
Rocky Mountain Empire: Littleton, Colo., 12-14; Goodland, Kan., 16-21.
Rogers Bros.: (Fair) Pine City, Minn., 9-11; (Fair) Farmington 12-15; (Fair) Mora 16-18; (Fair) Morris 19-21.
Rohr's Modern Midway: Cullom, Ill., 11-14; Dwight 15-22.
Rose City Rides: Fuxico, Mo., 10-14.
Royal American: Fort William, Ont., Canada.
Royal Expo.: Dublin, Ga.
Royal Midwest: (Fair) Marshall, Ill., 9-13.
Royal United: Baxter, Ia., 11-12; (Fair) Garnaville 14-15; Hubbard 17-18; Gladbrook 19-21.
Rumble Greater: Bowling Green, Ky.
Schaffer's Just for Fun: (Fair) Neillville, Wis.
Shan Bros.: (Fair) Wise, Va.
Shamrock: Loup City, Neb., 13-15; Chambers 16-19; Valentine 20-22.
Shoemaker-Shingler Rides: (Fair) Tioga, Pa., 9-13; Berwick 16-20.
Shorter's: Buffalo Center, Ia.; 10-11; Otton 12-13; Lake Mills 17-18.
Slebrand Bros.: Billings, Mont.
Skerbeck: Manistique, Mich., 10-14.
Smith's Funland: Rollo, Mo., 11-14.
Smith, Geo. Clyde: Gallatin, Pa.; Scalp Level 16-21.
Snapp Greater: Fond du Lac, Wis., 9-15.
Sooner State: Mineral, Kan., 18-21.
Southern Valley: Houston, Mo.; Mammoth Springs, Ark., 16-21.
Spartan Greater: (Fair) Jefferson, Wis., 12-15.
Starlite: Holdrege, Neb., 9-12.
Stephens, C. A.: Morristown, Tenn.; Grundy, Va., 16-21.
Stephens, Otto: Murray, Ia., 10-11; Corydon 14.
Sterling Crown: (Fair) Marion, Ill.
Stipe's: Hammond, Wis., 9-11; Durand 16-18; Webster 19-21.
Strates, Jas. E.: North Tonawanda, N. Y.; Hamburg 15-21.
Strong's Am. Co., No. 1: Clarkson, Neb., 9-10; Madison 11-13; Genoa 14-15; (Fair) Elwood 18-20.
Strong's Am. Co., No. 2: Madison, Neb., 11-13; Dwight 15; Osmond 17; North Bend 19.
Stumbo Tri-State: Bayard, Neb., 12-14.
Sunset Am.: Rochester, Minn.; Decorah Ia., 16-21.
Tassell, Barney: Chillum, Md.; Hague, Va., 16-21.
Tatham Bros.: (Fair) Bloomington, Ill., 9-12; (Fair) Mark 13-15.
Tennessee Valley: (Fair) Lebanon, Tenn.; (Fair) Clarksville 16-21.
Thomas, Art B., No. 1: Bemidji, Minn., 9-11; Hibbing 12-15; St. Charles 19-22.
Thomas Joyland: Wanamaker, Ind.
Tidwell, T. J.: (Fair) Sayre, Okla.; (Fair) Perryton, Tex., 16-21.
Tinsley, Johnny T.: Hickory, N. C.; Jonesboro, Tenn., 16-21.
Tip Top: (Fair) Medford, Wis., 12-15; (Fair) Iron River 20-22.
Tivoli: (Fair) Canby, Minn., 12-15; (Fair) Blue Earth 16-18.
20th Century: Mason City, Ia.; Owatonna, Minn., 16-21.
United States: Spencer, W. Va.
Van Billiard: Salisbury, Md.; Preston 16-21.

Veterans United: (Fair) Springfield, Minn., 9-10; (Fair) Arlington 12-15; Cokato 16-18; (Fair) Tyler 19-22.
Virginia Greater: (Fair) Weirwood, Va.; Tasley 16-21.
Vivona Bros.: Ithaca, N. Y.; Rochester 16-21.
Volunteer: Lenoir City, Tenn.; Church Hill 16-21.
Wade Greater: (Fair) Bluffton, Ind., 10-13.
Wade, W. G.: Warsaw, Ind.; La Porte 16-21.
Wallace Bros.: (Fair) Janesville, Wis.
Wallace Bros. of Canada: Peterboro, Ont., Canada, 9-14; Belleville 16-19.
W. B. J.: Summitville, Ind., 17-21.
West Coast: Gresham, Ore., 9-22.
West Coast Expo.: Napa, Calif., 10-15; Paso Robles 17-22.
Western: Omak, Wash., 11-15.
Wilber's Wolverine: Central Lake, Mich.; Greenville 18-21.
Wilcox, Dick: Jonesport, Me.
Wilson Famous: Cambridge, Ill., 10-13; Sheffield 18-20.
Wolf Greater: Le Center, Minn., 9-11; Anoka 12-14.
Wolfe Am.: Williamston, N. C.; Wallace 16-21.
World of Mirth: Presque Isle, Me.
World of Pleasure: (Fair) Bay City, Mich., 9-15.
World of Today: (Fair) Springfield, Mo., 10-20.
Young, Monty: Caldwell, Idaho; Gooding 17-21.

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Beatty, Clyde: Williston, N. D., 10; Wolf Point, Mont., 11; Glendive 12; Dickinson, N. D., 13; Bismarck 14; Linton (mat.) 15; Aberdeen, S. D., 16; Watertown 17; Huron 18; Mitchell 19; Yankton 20; Sioux City, Ia., 21.
Cole, Geo. W.: Stanford, Ky., 10; Renfro Valley 11; Manchester 12; Barbourville 13; Pineville 14.
Gould, Jay: LaPorte City, Ia., 10; Armstrong 11-12; Jordan, Minn., 13-15; Staples 16-17; Breckenridge 18-19; Shakopee 20-21; Ashby 22-24.
Hagen Bros.: Huntington, N. Y., 10; New Hyde Park 11; Levittown 12; Farmingdale 13; Port Richmond 14; Staten Island 15.
Kelly-Miller: Hebron, N. D., 10; Mott 11; New England 12; Beach 13; Baker, Mont., 14; Bowman, N. D., 15; Hettinger 16; Lemmon, S. D., 17; Moberly 18; Eureka 19; Ashley 20.
Kelly-Morris: Harrisburg, Pa., 10; Steelton 11; Myerstown 12; Pottstown 13.
King Bros.: Reading, Pa., 10; Lancaster 11; York 12; Harrisburg 13; Chambersburg 14; Front Royal, Va., 16; Harrisonburg 17; Staunton 18; Charlottesville 19; Richmond 20; Newport News 21; Norfolk 22; Suffolk 24.
Mills Bros.: Yarmouth, Mass., 10; Orleans 11; Providentstown 12; Onset 13-14; New Bedford 16; Newport, R. I., 17; Fall River, Mass., 18; Pawtucket, R. I., 19; Attleboro, Mass., 20; Oxford 21.
Paeks, Tom: Williamsport, Pa., 10.
Polack Bros. Eastern: Peoria, Ill., 10; Clinton, Ia., 13-14; Paducah, Ky., 16-18; Paris, Tenn., 20-21; Lexington, Ky., 25-28.
Polack Bros. Western: Klamath Falls, Ore., 10-11; The Dalles 13-14; Seattle, Wash., 18-22; Vancouver, B. C., 23-25; Sept. 6.
Rice Bros.-Joe Mix: Jackson, Ala., 23-27; Demopolis 30-Sept. 3.
Richards Bros.: Snow Hill, Md., 9; Delmar, Del., 10; Easton, Md., 11; Federalsburg 12; Centerville 13; Upper Marlboro 14; Colonial Beach, Va., 16.
Ringling Bros. and Barnum & Bailey: Cleveland 10-11; Toledo, O., 12; Detroit 13-15; Fort Huron, Mich., 16; Flint 17; Saginaw 18; Lansing 19; Jackson 20; Grand Rapids 21; Muskegon 22.

Miscellaneous

Hitler's Car: Plattsburg, N. Y., 9-15.

CONCESSIONS! MONEY MAKER!
September 9, 10, 11.
Now booking for Hoopston, Ill., Sweetcorn Festival. Contact immediately.
MRS. TOMMY SACCO
32 West Randolph Street, Room 1100, Chicago 7, Ill. Dearborn 2-6022.

WANTED
Clean Concessions for Aug. 11-15, St. Ambrogia Club, Rockford, Ill.
LAKE REGION AMUSEMENT RIDES

MIDWAY OF FUN SHOWS
Can place Photos, Glass Pitch, Stock Concessions, Mixup, Merry-Go-Round, Ponies, Girl Show, etc.
Big County Fair, California, Mo., Aug. 10-14; 10 Fairs and Celebrations to follow.
C. E. HAGENSICK, Mgr.

CAN PLACE
For Fair at McCook, Neb., August 11-13. Shows and Concessions that do not conflict. Need Cookhouse or Grab Stand.
ORRIE MADDOX, Mgr. MADDOX BROS. SHOWS
Per Route

WANT CARNIVAL
Four to Six Rides and Twenty-Five or Thirty Concessions for COTTON CARNIVAL, September 20-25, sponsored by Wardell Rotary Club.
Free Acts and plenty of advertising, etc.
SECRETARY WARDELL ROTARY CLUB
Wardell, Missouri

PLASTER
Attention, all Louisiana Carnivals, get your order in early. No exceptions. First Come—First Served. Plenty of Plaster. 50% deposit on all C.O.D. orders.
PHIL'S STATUARY
9661 New Hammond Hwy. Baton Rouge, La. Phone: 2-9614

INSURANCE
— • —
IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

FOR SALE
GMC Diesel, 75 KVA, GE generator. Recently rebuilt at GE factory in Schenectady. Good as new condition. Complete with voltage regulator, instrumental panel and switch box. Produces single or 3-phase AC, 60 cycle, mounted on newly painted International truck with display body. Will sacrifice for cash. Reason for selling, poor health.
DICK NEUGENT
128 Huron St. Syracuse, N. Y. Phone 4-8255. Call between 6 & 8 p.m.

WANT AGENTS
For Balance of Season
Must Help Up and Down
Concessions. Write or Wire
LOUIS A. RICE
c/o A. C. of A. Shows
Springfield, Ill.

SUMMITVILLE, INDIANA FREE FAIR
August 17-18-19-20-21.
Want non-gambling Concessions and Shows.
Contact **WILLIAM B. JACOBS** Swanton, Ohio, or come in to Summitville, Ind.
CONCESSIONAIRES, LOOK TWO BIG LABOR DAY SPOTS
North Eaton, Ohio, near Cleveland, Sept. 4-5-6.
Port Jefferson, Ohio, near Sydney, Sept. 4-5-6.
Want Concessions.
Contact **WILLIAM B. JACOBS SHOWS**
NEXT WOODBURN DAYS, SEPT. 10-11 WOODBURN, INDIANA

WANTED FREE ATTRACTIONS
Outstanding Rodeo
For one of the oldest and best Fairs in Virginia. Opens Labor Day.
Write, wire or phone
ALLEGHENY COUNTY FAIR ASSN.
Covington, Va.

WANT
For Strassburg Homecoming—Popcorn, Candy, Sno, all Hanky Panks open. Want Second Man for Octopus and Wheel; must drive semi. Want Man for Fun House.
BURKHART SHOWS
Mendon, Ill., this week; Farmington and Strassburg next.

LOUIS A. BELL WANTS
Agents for Buckets, Swinger, Bear Hoop-La and 6 Cats for the following Fairs:
Masson, Mich., Aug. 17-22
Armada, Mich., Aug. 26-29
Romeo, Mich., Peach Festival, Sept. 4-5-6
Saginaw, Mich., Sept. 12-18
Adrian, Mich., Sept. 20-25
Then a tour of the Southern Fairs thru Nov. 15th.

FOR SALE
3 Rides en route:
Ferris Wheel, Merry-Go-Round, Auto Ride, Transformer Truck with Cable.
LAKE REGION AMUSEMENT RIDES
St. Ambrogia Club, Rockford, Ill., Aug. 12-15; Ashton, Ill., Aug. 20-21.

ROD LINK WANTS
Bucket, Swinger, Hanky Pank Agents. Long season, biggest Fairs South.
Care **GENE-ROSE**
World Pleasure Show or Rod Link
Thomas Joyland New Bethel, Ind.

MERRY-GO-ROUND AND WHEEL HELP
Good Pay. Clean Concession.
LAKE REGION AMUSEMENT RIDES
St. Ambrogia Club, Rockford, Ill., Aug. 12-15; Ashton, Ill., Aug. 20-21.

THANK YOU
A. M. PODSOBINSKI
owner of A. M. P. Shows, for your Chevrolet Tractor purchase. "Save Money With Johnny"
JOHNNY CANOLE
Altoona, Pa. Phones 9347 or 3-0000

WANTED CATERPILLAR FOREMAN
For new Streamline Ride.
\$50.00 per week plus 5% of ride gross.
WILMOT, WIS.—AUG. 12-15
WAUSAU, WIS.—AUG. 18-22
BLUE RIBBON SHOWS

FOR SALE Got To Go! COMPLETE CARNIVAL
Merry-Go-Round, Eli Wheel, Smith & Smith Chairplane, Roll-o-Plane, Office Trailer, Tables, Cable and Wire, Trucks and Trailers for each ride. All ready to go. No reasonable offer refused. Contact
FRANK GEISLER
3752 Cass Ave. Detroit, Mich. Phone TEmple 1-4807

DROME RIDERS WANTED
Male and Female who can do race.
GEO. W. MURRAY
Royal American Shows
Fort William, Ontario, Can., this week; Superior, Wis., next.

VANCOUVER, B. C. ELEVEN DAYS
AMERICAN AND CANADIAN AGENTS
Need six Agents for Crown and Anchor, Pan and Rat Game. Must be experienced to handle. Three Ball Game Agents and two Panda Wheel Agents, contact here, Orchard Trailer Park, Chilliwack, B. C., until August 20. Will meet American Agent at Blaine Border to arrange bond August 22.
VIRGIE WATERS

JAS. H. DREW SHOWS
Now playing Columbus, Ohio.
BILLPOSTER WANTED
Note: Do not answer unless able and willing to advertise like large Circus. C. C. Leisure, if at liberty, answer.
Address this week
JAS. H. DREW SHOWS
Care WESTERN UNION, COLUMBUS, O.

FUNHOUSE FOR SALE
Dark Walk-Through, with Upstairs, Air Compressor, 28 ft. Van opens to 30 ft. Front. Up and down, 20 minutes. 1941 Chev. C.O.E. Sleeper Cab, good motor, good rubber. Complete, \$1,200.00. Can be seen in operation at Yuma, Colo., Aug. 9-11; Akron, Colo., 12-14; Loveland, Colo., 16-18; Longmont, Colo., Aug. 19-21.
C. FRED HANSEN
Box 1188 Sterling, Colo.

\$500.00 REWARD
For information of the whereabouts of Waron Kidd, party driving 1954 tan De Soto car, Florida license plates.
I. T. SHOWS
ED LOWIS
1539 E. 29th St. Brooklyn, N. Y.

VIVONA BROS. Combined SHOWS

FAIRS FAIRS
Can place for **Henrietta County Fair ROCHESTER, N. Y., WEEK AUG. 16**
and all Fairs until Armistice week

CONCESSIONS
Hanky Panks of all kinds, Buckets, Cat Racks, Eating and Drinking Stands, Popcorn, Apples, Floss, French Fries and Ball Games. Agent for Cat Rack. Al (Honest John) Picard, contact. SHOWS—Any worth-while Grind Show and Motordrome Operator for Side Show. We have complete outfit. Operator with people for newly framed Jig Show. Tony Masiella wants Dancing Girls. Terry Bennett, contact. RIDE HELP who drive semis. Address: **ITHACA, NEW YORK, THIS WEEK.**

COTE AMUSEMENT CO.

Want for Pontiac, Mich., 4-H Fair, Aug. 10-14; Standish, Mich., Fair, Aug. 17-21; Armada, Mich., Fair, Aug. 24-29; followed by Port Austin, Mich., Centennial, Aug. 31 thru Sept. 7; followed by Pinconning and Scottville Street Celebrations and other street celebrations until October 5.

Want Hanky Panks that work for Stock.

Can use couple Grind Shows and small Ten-In-One for balance of season.

P. S.—Fred Miller, contact.

Pontiac, Mich., all this week; then as per route

NORTON MIDWAY SHOWS
WANT—WANT—WANT
GIRL SHOWS AND SIDE SHOW FOR FOLLOWING FAIR:
Rapid City, S. D., Aug. 16-22, 25,000 soldiers and you can work.

Also want for following Fairs: Sidney, Neb., Aug. 25-29; Mitchell, Neb., Sept. 4-11; Lovington, N. Mex., Sept. 13-18; Portalis, N. Mex., Sept. 20-25; Artesia, N. Mex., Sept. 27-Oct. 2; Seminole, Tex., Oct. 4-6; Odessa, Tex., Oct. 14-17; Hobbs, N. Mex., Oct. 18-20; Lubbock, Tex., Oct. 21-31.

Want Foremen and Second Men for Merry-Go-Round, Ferris Wheel, Kiddie Ride, Spitfire and Roll-o-Plane. Pat Wright or Fritz Bolio, get in touch at once; have good proposition for you.

Wire or phone 3-2211, Faith, S. Dak., Aug. 9-15.

BARNEY TASSELL SHOWS
WANT FOR TWO BIG CELEBRATIONS
WEEK AUG. 16, HAGUE, VA.; WEEK AUG. 23, WHITE STONE, VA.

Don't let size of towns fool you.

Cars Given Away, Fireworks, Hillbilly Shows, Parades, Prizes Every Night, etc. Can place Rides and Concessions not conflicting. What have you? No answer is a polite negative.

Wire this week, CHILLUM, MD., right on the District of Columbia city line and Riggs Road, or 24501 Madison St., Riverdale, Md. Phone: Appleton 7-2628.

PALMETTO EXPOSITION SHOWS
Want Concessions of all kinds for one week only for the Annual Colored Picnic, Minturn, S. C., week of August 16. Just out of Dillon, S. C.

All Hanky Panks and P.C. open for this week. Can also place Mitt Camp.

All replies to **MILTON McNEACE**
WILSON, N. C., THIS WEEK. NO PHONE CALLS.

P.S.: Can use Photos for balance of season.

INGHAM COUNTY FAIR
MASON, MICHIGAN, AUGUST 16-21

Want Merchandise Concessions, especially French Fry, Hi-Striker, Hoop-La, Balloon Dart, Basketball. Big Rapids, Mich., Fair, and Romeo, Mich., Peach Festival to follow.

SAM GOLDSTEIN, MAJESTIC GREATER SHOWS
CONVERSE, INDIANA

MISSISSIPPI FAIR & DAIRY SHOW
The Old Established Fair
MERIDIAN, MISS.

Can place Cook House and Grab, Foot Long, Cotton Candy, Candy Apples, Snow Balls, Frozen Custard, Novelties, Photos, American Palmistry.

W. R. CANNADY P. O. Box 185 Meridian, Miss.

WANT Southern States Shows

Ride Men who know what to do and are willing to do it; those driving trucks and semis given preference (you must have a license). Account of getting ready to go on the road at the end of the beach season we are putting on more help. Will place several good Men now; season ends in November in Florida. Shows, Concessions and Free Acts now being booked to join September 13. All those who are booked or expect to get booked for the fall tour, contact me at once. No flats, P.C. or gypsies. Route furnished to interested parties upon request. All answers to

JOHN B. DAVIS
Long Beach Resort, Panama City, Fla., until September 6.

Thanks

to all my friends for the lovely cards I received during my recent illness.

ELLA STOPHEL

WANTED

Number Five Wheel Foreman, \$70 per week. Also Joint Man. Can place legitimate Concessions, Duck Pond, Ball Games, etc. Salisbury, Maryland, Aug. 9 to 14; Preston, Maryland, Aug. 16 to 21.

D. VAN BILLIARD SHOWS

CARNIVAL WANTED FOR LIONS CLUB FALL FESTIVAL
Sept. 13-18 or Sept. 27-Oct. 2.

Contact:
R. H. MADDOX
Monroe City, Mo.

FOR SALE COMPLETE CARNIVAL

7 Rides, 20 Trucks and Trailers, Shows, Concessions, Office. Best cash offer.

BOX D-65, Billboard
2160 Patterson St., Cincinnati 22, Ohio

Regina Takes Off for RAS; Circuit Up

REGINA, Sask., Aug. 7.—Wind-up its five-city tour of the Western Canadian Class A Fairs Circuit here Saturday (31), Royal American Shows came close to equalling last year's gross on the Regina Exhibition date and, according to C. J. Sedlmayr, general manager, topped 1953 on the loop as a whole.

Show got off to a good start Monday (26) with one of the biggest Children's Day grosses it has ever had in Regina. Friday was another big day and the others were about in line with last year. A brief shower after the grandstand show Saturday night chased some customers home and affected midway spending slightly. Outcome was that the week's gross was down \$270 from 1953.

In Regina, "Dancing Waters" topped the midway, with Leon Claxton's "Harlem in Havana" and the "Moulin Rouge" both reporting a good week. Situation was the same over the circuit, with Claxton's show edging into the lead at times.

Bobby Hasson reported a big week here, with Thursday exceptionally good, and said biz was ahead thruout the West for his Side Show. Hal Hall's Funhouse also did well. Regina biz for "Dancing Waters" was reported to be the best on the loop. Org's 24-car Dodgem played to hefty business here and around the circuit and the Roller Coaster and Sky Wheel were neck-and-neck for second spot.

Top single day's business in Western Canada was racked up in Edmonton, Sedlmayr reported, and new single day marks were set at other cities on the route. At Saskatoon, RAS was 22 per cent ahead on the week, he said. Brandon was even, Calgary topped last year's high and Edmonton was up. A mid-week rain and more rain on closing night cut into Edmonton biz, otherwise the gross would have been much higher, Sedlmayr said.

Show made a fast run from Saskatoon and set up earlier than usual on Sunday (25). Teardown operations went smoothly here and the big org moved on to Winnipeg.

Newspaper publicity in The Leader-Post was heavy. Improvements on the grounds, including a hard-topped midway area and new toilet facilities, went over well with the customers.

RIDE HELP

WANT EXPERIENCED RIDE HELP ON ALL RIDES IMMEDIATELY.

FOREMAN CAPABLE OF HANDLING NEW ROLLER COASTER,
built by the
Overland Amusement Company

GENERAL HELP
in all departments

RELIEF TALKER
for Midget Show

JAMES E. STRATES SHOWS
North Tonawanda, N. Y., this week;
Hamburg, N. Y., week Aug. 15.

FAIRS FAIRS FAIRS

Want for strong route of Fairs in Nebraska, Oklahoma and Texas running thru Oct. 16.

Basketball, Photos, Grab, Watch-La, Coke Bottles, Hi-Striker, Clothes Pins, Huckleberry Buck, Add-Em-Darts, Crazy Ball, Bumper, Roman Targets, Duck Pitch. No grift or gypsies wanted. Will book any rides not conflicting. Want Big Snake, Illusion, Mechanical or any other Grind Shows. Loup City, 13-15; Chambers, 16-19; Valentine, 20-22; Broken Bow and Lexington, all Nebraska. For Sale—Alpine Kiddie Ride, excellent condition. Also will sell Funhouse.

SHAMROCK SHOWS, Carnival Manager
Loup City, Nebr.

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

WADE GREATER SHOWS

The Great La Porte County Fair, La Porte, Indiana
6 DAYS & NIGHTS — AUGUST 16 THRU 21

Can place for this GIGANTIC event legitimate Concessions of all types, games as well as straight sales. RIDES: Can use one more Major Ride such as Caterpillar, Spider, Scrambler, Looper, Octopus, Spitfire or any others of such type. Joe Sciortino wants Girls for Girl and Posing Show. Frank Bombino wants young, shapely Girl for Bally. All replies to

D. WADE, W. G. WADE SHOWS
WARSAW, INDIANA (FAIR), ALL THIS WEEK.

P.S.: Following La Porte is the Kalamazoo, Mich., County Fair.

JOHN H. MARKS SHOWS **MILE LONG PLEASURE TRAIL**

WANT for GREAT GALAX FAIR, Galax, Va., Week of AUG. 16; W. VA. STATE FAIR, RONCEVERTE, LEWISBURG, Week of AUG. 23; ROANOKE, VA., FAIR AND EXPOSITION, Week of AUG. 30; AUGUSTA COUNTY FAIR, STAUNTON, VA., Week of SEPT. 6 and All Fairs till Middle of November.

SHOWS: Wild Life, Motor Drome, Arcade, other money getting Attractions.
RIDES: Octopus, Tilt-a-Whirl, Dark Ride, or any other Ride not conflicting.
CONCESSIONS: Legitimate Merchandise of all kinds. No Ex.
RIDE HELP: Foreman for Dipper and Merry-Go-Round.
Address all replies, Lynchburg, Virginia, this week, then as per route.

WOLFE AMUSEMENTS
The Show that gets up on Sunday

WANT FOR TOBACCO CELEBRATION AND FESTIVAL, WALLACE, N. C.
Downtown Location. First Show in 12 Years Here, and Outstanding Tobacco Markets and Fairs Until November 13. We Are First in Smithfield and Robersonville. Tobacco Is Good and Money Plentiful.

CONCESSIONS—Pitch-Till-You-Win, Balloon Darts, Long and Short Range, Photos, Custard, Hats, Water Games, Swinger, Basketball, Buckets, Coke Bottles, Cork Gallery, Hoop-La, Striker, Six Cats, wire me what you have. Wheel and Count Stores. Open midway. Hiram Beal, call me; Pan Game open. Mitt Camps. Williamston, N. C., this week; then Wallace, N. C., Aug. 16-21.

All Wire BEN WOLFE

A.M.P. SHOWS
Juggy
BOOKING

Want Concessions, open midway except Bingo and Popcorn. Especially want Photos, Lead Gallery, String Game, Buckets, Hi-Striker. Want Ride Help who drive. Sober Cookhouse Help. SHOWS—Wildlife, Animal, Monkey, Walk-Thru, Ten-in-One and Girl Show with outfit for same. Want to hear from High Free Acts.

All replies to A. M. PODSOBINSKI
Summersville, W. Va., this week; Marlinton, W. Va., Fair, next week.

TED LEWIS SHOWS
WANT FOR MEMORIAL FIELD, HAMPSTEAD TURNPIKE, BELMONT, LONG ISLAND, N. Y. AUG. 30-SEPT. 4. ONE OF LONG ISLAND'S BEST SPOTS.

CONCESSIONS—Hanky Panks of all kinds, Duck Pond, Pitch-Till-U-Win, Popcorn, Candy Apples, Ball Games, Long and Short Range Galleries, Grind Show with own outfit. Ride Help—Chairplane, Jenny and Wheel Foremen, must drive semis. All winter's work in Florida to follow. Want General Agent who knows the South.

All replies to TED LEWIS
Phone: INgersoll 2-2546, Brooklyn, N. Y.

PAN AMERICAN SHOWS
LITTLE WORLD'S FAIR, BRODHEAD, KY., NEXT WEEK THE BIG ONE

Want set of Kiddie Rides and one Major Ride, Caterpillar, Tilt-a-Whirl, Spitfire, Roll-o-Plane and Pony Ride. SHOWS that don't conflict, 25%. Athletic Show, Mechanical City, Freak Show, Novelty Show, Big Snake and Mouse Circus; Operator for Fun House, Wildlife and Snake Show; Acts for Side Show. Want Concessions of all kinds, Bingo, Floss, Snow Balls, Jewelry, Custard, Palmistry, Novelties, Ball Games, String Game, Bumper, Darts, Glass Pitch and Photos. Want Agents for Grind Stores, Six-Cats, Buckets, Ball Game and Pea Pool. Want Ride Help for Merry-Go-Round and Octopus who drive. Long season consecutive route of Fairs from now thru November in Kentucky, Tennessee, Alabama, Mississippi and Louisiana.

Address: Monticello, Ky., this week; Brodhead, Ky., next week.

GREAT WALLACE SHOWS
WANT FOR 12 FAIRS STARTING LAST WEEK IN AUGUST AND ENDING ARMISTICE WEEK

Want legitimate Concessions of all kinds. Good opening for flashy Bingo for balance of season. Eddie Steele wants capable Agents who can follow orders. Have complete Side Show, need Manager with Performers, good proposition. Will book Snake Show, Monkey Show, Wild Animal Show or any other non-conflicting Show. Will book Train Ride, Live Ponies and Octopus. Louie Pease wants Talker for Geek Show and Ticket Seller on Girl Show.

All answer AL WALLACE
BUCKHANNON, W. VA., THIS WEEK.

MARION GREATER SHOWS

Can place Hanky Panks of all kinds. Also three or four other choice Concessions. Wire what you have. Want General Ride Help. Jack Lance can use two Skillo Agents and two Grind Store Agents.

Wire all replies to MARION SPILLERS, Mgr.
Marion Greater Shows, as per route. West Jefferson, N. C., this week; then Newland, N. C.; then the big one, Spruce Pine, N. C. Downtown location.

P.S.: Goodie Phillips or Andy Kelly, answer.

WANTED FOR GRUNDY, VA., BUCHANON CO. FAIR

CONCESSIONS: Photos, Long Range, Short Range, Fish Pond, Bumper, String Game and Novelties. SHOWS: Have top for Ten-in-One, Baby Show, Monkey Show and Wildlife. RIDES: Spitfire, Octopus, Rolloplane and Pony Ride. Wire

C. A. STEPHENS SHOWS
MORRISTOWN, TENN., THIS WEEK.

Ringling Attracts Midwestern Dollars

Charleston Sell-Out Is Winner;
Defiance, O., Gives Strong Day

DEFIANCE, O., Aug. 7.—Middle Western stands for the Ringling Bros. and Barnum & Bailey Circus proved good this week. Most night houses were close to the capacity mark, while afternoons hovered between half and three-quarters.

At Charleston, Ill., Thursday (29), the circus played to near-full houses at both afternoon and night. The show was sold there to the Coles County Fair Association, and the stand marked the kick-off of the fair's centennial. It was the first major show in Charleston in about 25 years. About 5,000 persons were on the lot during the morning.

Utica Turns Out For King Bros.; Browley Hurt

UTICA, N. Y., Aug. 7.—King Bros.' Circus played to three-quarters and near-full houses here Monday (2), with Lions' auspices. Mills Bros. played here July 23. A large crowd turned out for the King parade.

Clown Charles Browley was treated for second degree burns at a hospital and returned to the show following an accident that did not otherwise involve the circus. Five other persons were burned slightly when a truck not belonging to the circus ran over a street flare. The flare's fuel spilled over a 50-foot radius and burst into flame. The accident happened as the parade was lining up.

Geo. Cole Gets Rain, Crowds

GREENUP, Ky., Aug. 7.—Heaviest rain in 18 months here started just before the afternoon performance of the George W. Cole Circus. Storm stopped shows and resumed just before the night show.

Despite this weather, Manager Herb Walters said the afternoon house was half filled and the night show drew about three-quarters or better. Elephants were exhibited downtown.

Polack Eastern Unit Draws at Rockford

ROCKFORD, Ill., Aug. 7.—Polack Bros.' Eastern unit played to 8,650 persons in the first two days of its three-day stand here. Rain failed to do much damage to the turnouts on Wednesday (28). Performance was in the open-air Beyer Stadium. Special showing of "Ring of Fear" was given at a local theater for the personnel.

Mills Bros. Attendance Good in Massachusetts

FRAMINGHAM, Mass., Aug. 7.—Mills Bros.' Circus played to good business at several stands in Massachusetts. Among the better towns were Ware, Clinton and Framingham.

While Ware on Monday (2) was somewhat below last year, it drew two three-quarter houses with Rotary auspices. Local industrial activity was down. Clinton, with Lions auspices, had two near-full houses in heavy rain on Tuesday (3). The show was the first in five years.

At Framingham, it was neces-

At Terre Haute, Ind., Friday (30), the show had a half house in the afternoon and near-full at night despite a continued drought in the area. Two days in Indianapolis, Saturday and Sunday (31-1), produced fair business, and Marion, Ind., followed with more of the same on Monday (2).

Defiance Is Big

In Fort Wayne, Ind., the circus drew a half house in the afternoon and three-quarters at night in clear weather. This was followed by Defiance, O., which gave one of the best days of recent stands. On Wednesday (4), in Defiance the show had a three-quarter afternoon and near-capacity at night. Sky was cloudy all day. About 2,000 were at the runs. It was Ringling's first stop here since 1942.

Meanwhile, the advance route was being altered slightly. Gary, Ind., was dropped for several reasons, including absence of a firm lot. Substituted for August 26 is La Fayette, Ind., which is an entirely new town to the combined Ringling-Barnum show. Also changed was the August 27 stand. Tentatively scheduled was Park Forest, Ill., a new suburban town near Chicago. This was eliminated, however, and Chicago Heights is being substituted. From Chicago Heights, the show will move to Chicago for a nine-day stand starting August 28.

PLAY DAWSON CREEK

Bailey-Cristiani Back From Alaska

DAWSON CREEK, B. C., Aug. 7.—The Bailey Bros. & Cristiani Circus, concluding an historic trek to Alaska, pulled in here Sunday (31), and played to three capacity audiences.

The stand was sponsored by the Junior Chamber of Commerce. Dawson Creek, Southern end of the Alcan Highway, is the spot where Bailey-Cristiani assembled rail and truck units for the overland trip to Alaska in July.

Rain fell for six of the show's seven-day stand in Fairbanks, Alaska. The stand ended July 25. Business held up despite the rain, with attendance okay, particularly late in the week. On the weekend, three shows daily were scheduled and all were well attended.

Mexico, Hawaii?

While plans had not been finalized, there was talk around the Cristiani show of trips to Hawaii, into Mexico and back to Alaska. The Fairbanks newspaper quoted Lucio Cristiani as saying he would come by boat and use a big top on another tour of Alaska.

The show was returning to the States this week, with a two-day stand at Kalispell, Mont., Friday and Saturday (6-7).

Turnout for the first matinee in Fairbanks was small, but the bigger business began that night as



ZACK TERRELL

Beatty Returns To U. S.; Crowds Big in Calgary

FORT MACLEOD, Alta., Aug. 7.—Clyde Beatty Circus is scheduled to return to the United States Saturday (7), and meanwhile, it has been doing well in Canada.

A two-day stand at Calgary, under auspices of the Calgary Zoo, brought out three-quarter and capacity houses for Friday and Saturday (30-31). After a Sunday run, the show played Fort Macleod and drew a half house in the afternoon and two-thirds at night, it was reported by Manager Frank Orman.

word circulated that the show had arrived and was complete.

News coverage in Fairbanks, as in Anchorage, was topped by circus events. The papers carried continuous series of news items, features and photos. The Fairbanks date was tied in with arrival of Republican and Democratic bigwigs from the States in connection with a celebration. It was the height of tourist season and all hotels and motels were full.

Air Excursions

In a move reminiscent of the former practice of railroads to schedule reduced-rate excursions on circus day, the Wien Alaska Airlines was granted permission to reduce rates from outlying towns to Fairbanks during the circus. The rates applied from Point Barrow, Bettles, Eagles, Fort Yukon, Kotzebue and Nome. This probably amounts to another first for the show, since there is no record showing that U. S. airlines have scheduled such excursions.

Anchorage newspaper coverage included a feature story about Emma (Mamma) Cristiani and her cooking. It included some of her recipes. Another article told of a birthday party in Anchorage for Karen Cristiani, three.

Kansas Bakes Gray Matinees, Nights Okay

COFFEYVILLE, Kan., Aug. 7.—Gil Gray Circus played to slow afternoon business in the sun-baked Walter Johnson Memorial ball park here Monday and Tuesday (2-3), but night business in cooler weather drew near-capacity the first night and capacity the second.

Date was under Shrine auspices, as was the earlier stand in Chanute, Kan., where the show drew a half house in the afternoon and near-full business in the evening. Heat also affected business at Chanute.

Zack Terrell, 74, Dies in Minnesota

Owned Cole, Managed Sells-Floto;
Services Monday in Owensboro, Ky.

ROCHESTER, Minn., Aug. 7.—Zack Terrell, 74, retired veteran circus manager and owner, died in a hospital here Thursday (5) night. He had been in failing health for some time and came here from his home near Owensboro, Ky., for a check-up.

In Rochester were his widow, the former Estrella Nelson, and her sister, Mrs. Hilda Burkhart. Her husband, Noyelles Burkhart, of the Ringling-Barnum staff, was coming to Chicago, and all were to return to Owensboro.

Funeral services were to be conducted Monday in Owensboro. Zack Terrell was best known as manager of Sells-Floto Circus for many years and owner-manager of Cole Bros.' Circus later. He was a top man in the old American Circus Corporation and stayed on when that outfit was purchased by Ringling, leaving in 1935 to launch Cole Bros.

He was widely known in the business and a great proportion of circus people had worked for him at some time. He would have been 75 on September 2.

Began As 14-Year-Old

Terrell was born in 1879 on a farm in Kentucky and grew up in Owensboro. As a 14-year-old he joined the W. T. Collins Circus but was back home after a few days. He was out again in 1904 as one of W. B. Irons' assistants and concession man on the John Robinson Circus. Off the road for the next few years, Terrell trouped again in 1908 as a Hagenbeck-Wallace staffer.

He was assistant to Manager Jerry Mugivan on Howes Great London Circus in 1912, and in 1913 he was named manager of the Sanger Great European Circus. Terrell was in charge of the overnight change of title on the Sanger show after the owners had purchased the Famous Robinson Shows' title. From 1914 thru 1919, Terrell was the assistant manager of the John Robinson Circus.

When Mugivan and Bowers bought the Sells-Floto Circus after the 1920 season, Terrell succeeded H. B. Gentry as manager. He was part owner of the show, and when the American Circus Corporation was formed to operate it and other shows, Terrell had a percentage of the new firm. He stayed as manager of Sells-Floto thru the Mugivan and Ringling regimes until the show closed in 1932.

Featured Mix

During that period the show had such features as Tom Mix, Poodles Hanneford and Goliath, the sea elephant, at different times. Terrell was in charge of the extended round-up of elephants after a stampede in Western Canada one year. The show, second largest, moved on 30, 40 and 50 cars during the period.

From Sells-Floto, Terrell moved to the Standard Oil Company's Live Power Show at Chicago's World Fair—"A Century of Progress"—and operated this animal show for 1933 and 1934.

Frames Cole With Adkins

Terrell formed a partnership with Jess Adkins to open the new Cole Bros.-Clyde Beatty Circus in 1935. It took a strong position in the circus world and held it as long as Terrell had it.

The pair ran Robbins Bros. as well as Cole Bros. in 1938 and their operation survived a major

fire at winter quarters, Rochester, Ind., prior to the 1940 season. Jess Adkins died in 1940 and Terrell became owner of the Cole show.

Terrell moved the show's base to Louisville, and operated out of there thru the war years to 1949. For a few weeks in 1941, the show featured Jack Dempsey. A 1945 train wreck kept it off the road for several days. In later years, Terrell continued as owner and his brother-in-law, Noyelles Burkhart, took over more of the management.

The show was sold after the 1948 season to Jack Tavlin and Terrell retired to his 175-acre farm near Owensboro. In recent years he has been in failing health, but he visited circuses that came close, raised riding horses and was interested in dog racing. He had a few old Cole Bros.' Circus wagons on his farm.

CHS Conclavers See Packs, Cole

COLUMBUS, Aug. 7.—About 40 members of the Circus Historical Society met in convention here and attended the Tom Packs Circus on Tuesday (27). Several members also caught the George W. Cole Circus.

A banquet was staged Sunday and on Monday a luncheon was given with Packs personnel as guests. About 110 persons attended. The CHS also conducted memorial services at the graves of Lew Sells, old-time show owner, and Claude Fondaw, one-time aerialist.

The CHS sessions were at the Fort Hayes Hotel. Bette Leonard, of Wichita, Kan., is president.

Gould Draws In Minn. Town

FERGUS FALLS, Minn., Aug. 7.—Jay Gould Circus played to good business here July 30-31. The combination circus-carnival appeared in conjunction with a Kiddies' Jamboree, sponsored by the Chamber of Commerce.

Rain dulled the turnout on the first night. On the second day, the circus parade was augmented with kid units and a large crowd was along the line of march. The 1,000 chairs at Gould's free circus performance on the midway were filled on the second day.

Buck Shuttles, Plans Reopening

CHICAGO, Aug. 7.—Unofficial reports reaching here this week indicated the Edgar B. Bucks Circus had laid off several days in Kansas after weeks of bad business. It was reported, however, that the owner, H. N. (Doc) Capell, expected to reopen this week.

Rose Murphy and Bob Porter Jr. have joined the flying Mal-konians and are now with the Gil Gray Circus. Jackie Tolliver Jr. is also in the act.

Kelly-Miller Afternoons Fair, Nights Strong in Mont. Towns

SCOBAY, Mont., Aug. 7.—Al G. Kelly & Miller Bros.' Circus played to good night business and fair afternoon takes as it moved thru Montana Indian country and bucked paper of the Clyde Beatty Circus.

At Poplar on Friday (30), the show had a three-quarter afternoon and near-full night. The reserves were nearly filled and most vacancies were in the blues. The area is populated largely by

Indians, and the show's Wild West concert, featuring Indians and rough riding, didn't do so well as in other areas. The town was billed for a coming near-by Beatty stand.

Sidney, Mont., the Saturday (31) town, gave good business. At Culbertson, where a matinee-only Sunday was played, the show drew about a half house against Beatty paper for Williston, N. D. (10). Scobey gave the Kelly-Miller show a quarter afternoon and near-full night.

UNDER THE MARQUEE

By TOM PARKINSON

The Somersaulting Hannefords, Tom and George, now are doing the over and under passing leap from one horse to another in the family's riding act. George Hanneford Sr., reports the family now carries nine head of rosin backs. . . . Visiting the Hannefords on the Beatty show were the Pete Cristianis, the Mugador Cristianis and Bob Stevens, all of the Bailey-Cristiani show.

Arrangements for Zack Terrell, who died Thursday (5), to go to Rochester, Minn., were made only a few days earlier by Henry Ringling North. . . . Karl and Helen Wallenda, between Polack Eastern stands, were in Chicago Friday. . . . Jack LaPearl was in Chicago on his way to South Webster, O., after seeing the Packs, Ringling and Beers-Barnes shows. . . . Leon Pickett, Ringling contracting agent, arrived in Chicago Friday.

Al Butler, agent for the national company of "South Pacific," corrects a report that the company would close briefly. He reports that circus people with the company include James Wilson, Cole carpenter; Gypsy Joe Bowers, prop man who was with Tom Mix, and Rose Wallace, wardrobe lady who was a chariot driver with Barnum & Bailey.

Annual party of the Jo and Slivers Madison Tent, CFA, Charleston, W. Va., is set for August 10. Polack Bros. has loaned some wardrobe for the event. . . . Will Hill's Society Circus recently played Mountain Park, Holyoke, Mass. . . . Clown Frank Cain played the Lee County Fair, Ia., and visited with Charley Lewis and Jeff Murphree. Cain also worked the Galva, Ill., centennial for Don Sweet Agency, Moline, Ill.

Fred Vonderheid, of Von Bros. Circus, fell during his trapeze act and broke his arms and wrists. . . . Eddie Frisco, wire and clown, left Von Bros. . . . Pete Pepke's band played with Von Bros. for two weeks. . . . J. D. Morrow, old-time acrobat, visited Von Bros. . . . Ellis Pierre, former Ringling musician, was another Von visitor. . . . Von Bros. also was host to Ship Shipro, Georgia fan; Joe Myers, Auburn, N. Y.; and S. J. Girard, Prattsville, N. Y.

From the Tom Packs date at Parkersburg and Fairmont, W. Va., E. E. Meredith reports that Bill Valentine, of the Flying La Vals, was bitten on the finger by a bear while helping Charlotte Walch's act get ready after a late arrival. . . . Ray and Daisy Mar-

tion and Joe and Shirley Cartini, the Sky Devils, first circus appearance was with the current Packs show. . . . The Sky Dusters visited them at Pittsburgh. . . . Germaine Theron was ill and out of the act several days. . . . Frank L. Bland, agent of the Great Wallace carnival, Harry D. O'Brien and James Paradise caught the show at Fairmont. . . . Tail gate of a truck came loose on the trip from Columbus to Parkersburg, W. Va., and a band top, trunk and bass drum were lost. . . . Packs faced Ringling waitpaper at Parkersburg. . . . Fans visiting Jo and Sliver Madison included John C. Arter, the Hobart Fielders, the J. Paul Rusks, and Arthur Thomas, all of the Jo and Slivers Madison Top of CFA.

From Ringling-Barnum, Mary Jane Miller writes: A break in the weather brought some cool days and some rain. . . . Business has been good. . . . Buddy North's son, John Ringling North II, has been visiting and he blows the whistle for acts during the matinees. He celebrated a birthday with a party this week. . . . Little Roy Fredonia celebrated his first birthday with a party also. . . . Hanno Huck and Marjorie (Irish) Hill celebrated birthdays. . . . Many CFA members were on hand, passing out prints of photos they took last season. . . . The Pat Valdos entertained relatives at Indianapolis. . . . A number of friends from the flying return center, Bloomington, and from Ed Knoblaugh's home town, Peoria, visited at Decatur. . . . Visitors included the Carl Amrheims, the Herbert Georgs, King Hostick, the Howard Bucks, Harold Rammage, Clyde Noble; Dorothy, Carl, Dorita and Ronna Durbin; Don Edwards, Bob Hemstead, the Orantos, Nina Unus, Chalmer Condon, Helen Griffith, Joe Lynch, Jimmy Brown, Cal and Torchy Townsend, Harry Fink, Nina Holmberg, the James Bollingers and George Barlowe.

Henry Kyes, Polack Eastern, reports that visitors included Del Graham, Lester Parker, Ben Kubely, Robert Loeffler, Earl Shipley, the Len Peets, John Bowman, Charles Borza, Dr. H. H. Conley, the Herm Lindens, the Preston George Mays. . . . Courtney Lewis and Arlene Walker have new hair-does. . . . Poodles Hanneford is making radio appearances. . . . The Boginos and Jackie Bostock are framing a riding act in conjunction with the Risely act. . . . Gene Randow and Alfredo Landon have a new comedy bit.

From Mills Bros., Jo-Jo Lewis writes that Elbert R. Guilford, Mills musician, entertained friends when he played his home town, Westmont, Mass., where the mayor welcomed him home. . . . Bob Foshka, of Music Corporation of America, visited a day. . . . Adele Nelson, former owner of the Nelson and Reed elephant acts, was a guest of the Paul Nelsons. . . . Harry and Peggy Baker made a trip to New York and met her mother at International Airport, en route to Paris. . . . Visitors included the Robert Couls and daughter, Patty; Al Piccoli, Rochester photographer; Jerry Bangs, clown from Lisbon, N. H.; and Tom Barron, formerly with Ringling.

Beverly Allen writes from Hagen Bros. that rains brought welcome relief from the heat. . . . Fancher Pierce was hospitalized at Poughkeepsie and returned to the show at Mount Kisco, N. Y. . . . Visits are still being exchanged with King Bros. and Hunt Bros. . . . Rayford the clown visited several days. . . . Jessie Cardona is back in his act after recovering from an accident. . . . The Hanel, bar act, visited their home at Cairo, N. Y. . . . Joe Myers and family visited for three days. . . . Visitors also included the James Winns, Bob Mason, Roy Sinclair, Happy Spitzer, George Foster and Roy Bush.

Hagen Houses Okay In Poughkeepsie

POUGHKEEPSIE, N. Y., Aug. 7.—Hagen Bros. Circus played to a pair of good houses here Monday (2), with fire department auspices. Employees of two local plants were on vacation at the time. King Bros. Circus was billed for Friday (6).

Many Bailey-Cristiani people visited the Clyde Beatty Circus at Fort MacLead, Alta. Among them was agent Bob Stevens. Fred Sykes, of the Beatty show, reports Bailey-Cristiani butchers were slowed down in Alaska by rain and high cost of living. . . . Shorty Hinkle and Eddie Dullum have a new walkaround that goes over well in Canada with the Beatty show, reports William Honeycutt.

Bozo Turner tells that Archie Hendon is installing a shower in the Beatty show's Car 63 for butchers, band and bosses. If it works okay, they will be added to other cars as well. . . . After closing with Ring Bros., Billy Dick returned to Charlotte, N. C., to frame a snake show for fairs.

Bob Printy, LaGro, Ind., visited with Bill Carr, 24-hour man, and Harry Bert, advance tickets, at Marion, Ind., ahead of Ringling. He hadn't seen Bert since they were on Barnes 20 years ago. His brother, John Printy, was guest of the Terrell Jacobsons on the Kelly-Miller Circus at Cut Bank, Mont.

Byron Gosh's Auditorium and Fair Booking Company, Knoxville, has booked 16 weeks of indoor circus dates. . . . The Adamsons, perch duo, was laying off this week following an accident Sunday (1) in which a pole snapped and the girl was thrown 20 feet to concrete where she received severe bruises and a laceration requiring several stitches. The accident took place at Buck Lake Ranch, Angola, Ind.

Some newspaper ads for showings of the Clyde Beatty movie, "Ring of Fear," look much like circus ads, and at least one Eastern theater used a circus-type layout which billed the show Beatty, George Hannefords, Flying Zacchins, Wallendas and others, but failed to mention that the ad was for a movie. It does, however, indicate the circus is in Cinemascope and that it will appear in a theater.

An Argentine circus had a Hey Rube recently when it refused to pay a local wrestler the prize when he had thrown a bear three times. The wrestler stopped the donnybrook and then filed suit against the show. . . . Merle Evans, Ringling-Barnum band leader, has been made a Kentucky colonel.

Wally and Mildred Ahlberg, St. Paul, have returned from a trip to Hawaii, where they caught the Hollywood Animal Circus, which has been showing to straw business at four a day. Ahlberg is State chairman of the CFA. . . . Billy Dick, Glenn Huber, Doc Phillips and Gene Carter, all playing fairs, visited at Chase City, Va. . . . Beatty personnel who go overland had a tough jump from Revelstoke, B. C., to Edmonton, Alta. . . . Carl Wahrmond, trumpet player, replaced Eddie Pitten in the Beatty band.

Ernie Burch celebrated a birthday on the King show recently. . . . Sunny Jim Snell clowns the Monroe, Wis., Fair and plays the Ohio State Fair for Barnes-Carruthers later. He caught Ringling-Barnum at Decatur, Ill. . . . Tommy Doran is vacationing on the King show. . . . Charles Roark celebrated a birthday on the King show. . . . Jimmy Lee Kernan, Floyd King's brother-in-law, vacationed with the King Bros. Circus. . . . Keller and Jerry Pressley left King Bros. at Pottsdam, N. Y. . . . Matt Laurish is King Bros. parade marshal. . . . Bert and Marie Pettus are back on King Bros. with the elephants and Whitey Haven has taken three small bulls to Barnes-Carruthers' circus unit in Iowa.

To set the record straight, the Tracy Parades Company, Secaucus, N. J., and Sarasota, Fla., produced the floats and production props for the Ringling circus this year and last and most of them in 1952. The firm has no connection with the Circus Supply and Hardware Company, Sarasota, altho both use Ringling buildings, according to W. Tracy. . . . Happy Harrison reports that Jon Friday, who has been with Hagen Bros., will be on "Super Circus" Sunday (15). . . . Scampy Dobritch, young clown on "Super Circus," has a new three-year contract, according to his father, Alex Dobritch, also of the program.

Low Christie played Ishpeming, Mich., for a centennial celebration. Skerbeck carnival also was there, and other acts included Jay Jaxon, stilts; Maggie and Scott, Western Show, and the Aerial Christiansens. . . . Frank Panisko, clown come-in at the Bow Theater, Butte, Mont., for "Ring of Fear."

Ray Palmer, Hopatcong, N. J., has opened a bear farm and zoo. . . . Mrs. Josephine O'Conner, mother of Frances O'Conner, who is with the Beatty Side Show, has added to her collection of English China in Canada. . . . Charles Cuthbert is doing okay with the Beatty advertising department. . . . Mel Smith visited the Atwell Club in Chicago this week. . . . R. M. Harvey was another Atwell Club member who looked in at the Hotel Sherman luncheon table this week.

Charles A. Bernier, trombonist recently with the Clyde Beatty Circus, has been critically ill in Veterans' Hospital, Houston. He reports he is now out of the oxygen tent and feeling better.

Bev Kelley, of the Ringling-Barnum show, wrote an article about the Wallendas, Berosinis and Otaxis for the August issue of Dr. Norman Vincent Peale's publication, Guideposts.

George M. Phillips, New York, caught "Ring of Fear." . . . Dick and Virginia Tanas, now in Battle Creek, Mich., caught Hagen Bros. and George W. Cole circuses and come up with a strong boost for the two performances. . . . The Ceplar Family, high wire, makes fairs at Longview, Port Angeles and Yakima, Wash., plus the Oregon State Fair, Salem.

Mrs. Jessie (Spirit) Schaffer, retired performer whose parents were with the early Ringling show, was injured in a fall at her home in New Port Richey, Fla., recently. . . . Beatrice Dante and her chimp worked the Palace Theater, New York, during a lay-off from the Kiddie Zoo, Fairbanks, N. J., where the act is working all season. . . . Roy Bible and his dogs and chimp are at Deer Forrest, Coloma, Mich. . . . Jake J. Disch has been playing dates in the Milwaukee area. He reports Mrs. Disch is feeling well this summer. . . . Henry H. Varner, Akron fan, caught Tom Packs' Circus at Columbus and visited there with Harry Riesmuller and Jack LaPearl, who also caught the show.

Fan Hans Dulle, Jefferson City, Mo., caught Ringling at Centralia, Ill., and visited with Count Nicholas, the Whirlwinds, Frank Cromwell, Fred Harris and Hugo Schmitt. . . . The Rev. Arthur V. Isenberg, Arlington, Va., and chaplain of the Circus Clowns Club, plans to take part in the CCC convention in Peru, Ind., September 3-5.

Bill Atterbury's Sky Kings, pole act, will fly to Honolulu in December to make a one-performance stand between halves of a Shrine-sponsored football game. . . . Tige Hale, former circus bandmaster, has a new trailer parked 15 feet from a beach and 20 feet from the ride he operates with the Southern States Shows, Panama City, Fla.

The Eddie Howes' new daughter has been named Carol Ann. Howe is story man on the Ringling press staff. . . . Bailey-

Cristiani Circus is contracted in Shreveport, Natchitoches, Alexandria and Lake Charles, La. . . . Following up its article about model circus wagons and parades, Life Magazine carried letters from Robert Good, Gordon M. Potter, Nelson Keyes and Charles R. Harman. It also used photos of Barnum & Bailey's 40-horse hitch and the Two-Hemispheres band wagon.

Paul Van Pool, Joplin, Mo., caught the Gil Gray show in Pittsburg, Kan. . . . Fans Gordon Turner, William H. McGrath and John F. Pendergast saw Mills Bros. Circus at Pittsfield, Mass. . . . Fan Ray Bickford clowned with Hagen Bros. in two New York stands and renewed acquaintance with Lem Keeler. . . . Visits were exchanged between Hagen and Hunt shows when they were at Saugerties and Kingston, N. Y. . . . Fan Ralph T. Bingham caught Hagen Bros. at Colonie, N. Y. . . . At Hudson, N. Y., Charlie Allen, of Hagen Bros., and Ray Bickford visited nearby Catskill Game Farm, where two baby giraffes had arrived that day.

Don Marcks' Miniature Circus was shown at United Artists Theater, Berkeley, Calif., in conjunction with the movie, "Ring of Fear." Marcks, besides displaying his circus, clowned at the event. . . . A TV serial, "Dr. Satan," now being shown on the West Coast, features Dorothy Herbert.

Mrs. Melvin Harre and her son, Bobby, and Naomie McDowell, calliope player, all of Nashville, Ill., took in the recent Big Show performance at Centralia, Ill. . . . Forest Brown, Delphos, O., re-

(Continued on page 66)

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 Route as follows: Aug. 10, Delmar, Del.; 11, Easton, Md.; 12, Federalsburg, Md.; 13, Centerville, Md.; 14, Upper Marlboro, Md.; 16, Colonial Beach, Va.
Franco Richards, Richards Bros. Circus, Inc.

Big Operator Turnout At RSROA Convention

DENVER, Aug. 7.—Operators and managers present at the annual convention of the Roller Skating Rink Operators' Association of America included the following:

Henry P. Agston, Skateland, San Diego, Calif.; Roger Adams, Roller Bowl, Tacoma, Wash.; Anthony and Alice Anselmy, Pontiac Rolladium, Pontiac, Mich.; Russell Arredondo, Bedford Grove Rollaway, Bedford, N. H.; Mary Burgess, Skyline Rink, Topeka, Kan.; L. C. Shoemaker, Skyline, Topeka, Kan.; Robert and Ruth Bollinger, Oaks Park Rink, Portland, Ore.; Mr. and Mrs. William T. Brown, Imperial Rink, Portland, Ore.; Francis E. Baker, Long

Beach Skating Palace, Long Beach, Calif.; Sol Beckenbaugh, Roll-A-Rena, Paducah, Ky.; Mr. and Mrs. Ted Bruland, Rolladium, Bellingham, Wash.; Edna Beta, Lexington Skating Palace, Pittsburgh; Mr. and Mrs. George Brett, Dearborn (Mich.) Rollerrome; Troy B. Braswell, Troy's Rollerrome, Little Rock; Joseph Bell, Bell's Rink, Fort Wayne, Ind.; Robert Broyles, Broyles Arena, Pittsfield, Mass.; Thomas Boydston, Lincoln Rink, Lincoln, Neb.; N. E. Chapman, Berthana Rink, Ogden, Utah; Charles A. Cruea, Triangle Skateland, Dayton, O.; Reba Chalfonte, Gayety Rink, West Palm Beach, Fla.

Victor and Dorothy Callie, Printz Roller-Way, Holly Oak, Del.; Everett Dunn, Skateland, Wooster, O.; Flo P. Dauenhauer, D & D Roller Bowl, Wenatchee, Wash.; Mr. and Mrs. John Eisenhammer, Skateland, Yakima, Wash.; Joachim Frontier, Mill Bridge Rink, Lyons, Ill.; Ralph Fox, Crosstown Rink, Omaha, Neb.; Mr. and Mrs. Fred W. Pleasher, Skater's Dance, Lakeview, Ore.; Mrs. Daniel Gay, Gay's Skateland, Temple, Tex.; Norman Groendyke, Normandie Rink, Salt Lake City; Lester Griffith, Skate-A-Way, Chillicothe, O.; H. L. Garlock, Rocket Skating Club, Oklahoma City, Okla.; Ronald Gale, Bowl-O-Rink, New Britain, Conn.; Merle and Gerald Gillis, Brockway Rink, Saginaw, Mich.; James V. Guider, Rainbow Gardens, Sacramento; Mrs. Bernard Houck, Midway Rink, Middletown, O.; Shaw Hakim, Fairview Gardens, Detroit; Frank Holtzclaw, Frank's Rink, Boise, Idaho; Elmer Hammett, Melody Skateland, Richmond, Ind.; Keas Hudgins, College View Roller Palace, Marysville, Calif.; Mary Haller, Crystal Palace, Philadelphia; Arthur Litzenberger, Crystal Palace, Philadelphia; E. D. Jones, Arena, St. Louis; T. T. Johnson, Rocket Skating Club, Oklahoma City, Okla.; Carl Johnson, Skateland, Denver; Oscar Jellise, Fernwood Rink, Peoria, Ill.; Francis Kalasky, Rollergrade, Youngstown, O.

Al W. Kish, Pearson Park Rink, Toledo; George Koch, Rollerina, Racine, Wis.; Lee Layport, Los Angeles; Mrs. Edward LaVenture, Whalom Roller Rink, Pittsburgh, Mass.; Thomas Lawson, Lawson Rink, Lubbock, Tex.; James Lorello, Mammoth Garden, Denver; Kenneth McNew, Rollerrome, Twin Falls, Idaho; John E. McGehee, Playmore Roller Palace, Amarillo, Tex.; Shirley McParlan, Paragon Rink, Flint, Mich.; Harry Sigman, Mammoth Garden, Denver; J. C. Mullins, Arena, Tulsa, Okla.; Mr. and Mrs. John P. Meagher, Ludendi Rollerrome, Shreveport, La.; Loyd Meservey, Rol-Arena, Hannibal, Mo.; Mr. and Mrs. George B. Moran, Moran's Skateland, Fort Worth; Cecil Milan, Arena Recreation Center, Washington, Pa.; James Mills, Rainbow Rink, Owensboro, Ky.; Benjamin and Florence Morey, Eli Skating Club, New Haven, Conn.; George and Frank Negri, Hillside Rollerrome, Richmond Hill, N. Y.; Angela Pelton, Skateland, Danville, N. Y.; Samuel Phillips, Acushnet Park Rink, New Bedford, Mass.; Jerry Penkhus, Pikes Peak Skateland, Colorado Springs, Colo.; C. W. R. and Evelyn Pattison, North Division Rollergrade, Spokane; Frank Porter, Skateland, Pueblo, Colo.; Mr. and Mrs. Homer Pittman, Pittman Rink, Waco, Tex.; E. L. Prueff, Rainbow Rink, Houston; Leonard Pemberton, Silverwheel Rink, Whitesettlement, Tex.

Arthur and Francine Russell, Southgate Rollerrome, Seattle; C. W. and J. B. Robinson, Robinson's Rink, Fort Worth; Roy Solberger, Carnot Roller Palace, Carapopolis, Pa.; Edward W. Stollery, Rolladium, San Mateo, Calif.; Charles Shelton, Whirl-A-Way, Evansville, Ind.; John W. Sawyer, El Torreon Rink, Kansas City, Mo.; Charles Saunders, Redondo Beach Skateland, Redondo Beach, Calif.; Joe A. Spillman, Worth St. Mary's Rink, San Antonio; John T. Strickland, Skateland, Daytona Beach, Fla.; Mr. and Mrs. J. Harper Spencer, Flint Park Rollergrade, Flint, Mich.; H. W. Stang, Roll Arena Skating Club, Elyria, O.; James Stefan, Arcadia Rink, Hazelton, Pa.; James Steigner Jr., Venitian Rink, Miami; M. M. Shattuck, Skateland-at-the-Beach, San Francisco; Mervin Ties, Rollerrome, Nampa, Idaho; Don Thompson, Roller Dome, Coffeyville, Kan.; Russel Valyo Angola Rollergrade, Angola, N. Y.; Gordon R. Woolley, Salt Lake City; Robert C. Work, Newton Skating Palace, Newton, Kan.; Robert Watt, New Westminster, B. C.; Walter D. Young, Dal Kiff Rink, Dallas; N. A. Yingst, Chilhowee Rink, Knoxville, Tenn.

Russell Bice To Riverside

LIVONIA, Mich., Aug. 7.—Riverside Arena here is reopening August 19, featuring a new organizer and Hammond installation. Russell Bice, formerly of Arena Gardens, Detroit, will be the organizer.

The rink has a plastic coated floor and is one of the larger rinks in Michigan.

Under the Marquee

Continued from page 65

ports he caught the Beers-Barnes Circus July 26 at Columbus Grove, O. Also seen cutting up jackpots in the back yard was Bill Curtis, show print man of Continental, O.

Several parties brightened the engagement of the **Four Honey Girls**, acrobats, and **Pedro and Durand**, hand-and-head balancers, at the Old-Home Week in Woodstock, New Brunswick, July 26-31. **Tip and Bona Stone**, circus fans, held open house, Wednesday (28), and **Dr. A. R. Currie**, 75-year-old retired dentist pitched a salmon dinner two nights later. Present at both events were **Ray Crewdson**, secretary-manager of the Frederick Exhibition, and **Fred H. Phillips**, outdoor showbiz writer.

Recent visitors to the Marcks Miniature Circus, now showing in Berkeley Calif., at the United Artists Theater in connection with the screening of "Ring of Fear" were **Bernie and Leta Griggs** and **Sophie and Wally Wallace**.

Visitor to the Bailey-Cristiana show in Fairbanks, Alaska, was the former **Odessa B. Gardner**, widow of **Cheerful Gardner**, who now is **Mrs. Earl Holden**. Her husband is a sergeant in the Air Force.

Charlotte LeVine and her educated chimps closed at the Chesaning, Mich., Show Boat last week and headed for the Harrington, Del., fair which opened July 26.

Mr. and Mrs. Paul Conaway and their two daughters of Macon, Ga., left there Thursday (28) for Rochester, N. Y., where they will spend several days with **Max Cohen**, of the American Carnivals Association. The Conaways and Cohens will then catch the King circus at Oswego after which the Conaways will head for a tour of Montreal, Ottawa and Toronto.

A. L. (Tommy) Thompson reports from the Kelly-Miller show that the personnel was glad to get the benefit of some mountain breezes that killed the heat wave. At one spot **Mr. and Mrs. Oberl Miller** drove up the mountain 15 miles and found plenty of snow. **Whitey Haley** is sporting a new Chevrolet panel truck. **Tom King's** little canyon horse is doing well in his pit show. **Captain John Carroll** is sporting new Western regalia.

Eddie Akins left Hagen Bros.' Circus and **Phyllis Newman** is now working the elephant. **Jessie Cordona** is back in the cloud swing after recovering from an accident. The **Hanels** visited their New York home in the Catskills recently. . . . Circus Clown Club will hold its first national convention in Peru, Ind., September 3-5. **Richard Arcand**, president, announced. **Herb Howard**, Peru jeweler, has been appointed chairman of the conclave.

Kelly-Miller kids recently held their second annual juvenile circus which this year was produced and directed by **Gracie McIntosh**. **Barbara Jane Miller** was Side Show manager and **Ronna McIntosh** ticket seller. Ducat peddlers on the big show included **Barbara Jane Miller**, **Ronna McIntosh** with **Sonja Linderman** handling the reserved seats. Ticket takers were **Tony Gutierrez**, **Beth Ann Beloat**. **Benny Rossi** doubled as announcer and candy pitch boss. Program included **Mary Jo Egaleman**, **Flora Lou Carleton**, **Barbara Jane Miller**, **Tony Gutierrez**, **Sonja Linderman**, **Ronna McIntosh** and **Beth Ann Beloat** in a can-can number. **Ronna McIntosh** and **Antoinette Gutierrez** did a swinging ladder turn and **Sonja Linderman** handled the elephant bit. **Ronna McIntosh** came back in the tight

ROADSHOW REP

ARTHUR COLLINS writes from

Boone, Ia.: "I have been doing several counties in the State with a sheet proposition and have seen but one tent show. Almost to a man, it had the same show that it offered last summer. To me this is a mistake, and I heard some of the natives say the same. **Met Gussie Nye**, solo show operator and stroller, but he was on his way to Nebraska where he is to make celebrations. Hot weather is on here and Iowa can be as hot as any place I know. I will be back at the school game as soon as the season opens, and will put in most of the fall in and around St. Joseph, Mo." . . . **Doc Winfred Cowley** has a trailer museum trick in the Wray, Colo., area and is doing mediocre biz. "This region is punch drunk from drought and dust," says Cowley. "Once this area was my best bet, but now I've got to move on and will probably go north. The two shows I have met this season were doing light business. I have a little merchandise, and that helps keep me rolling." . . . Writing from Coffeyville, Kan., **Maurice Scanlan** says that he and his wife will have puppets and music at some Western Kansas fairs and celebrations. Later they plan to move north for some indoor dates when cool weather arrives. "We came up from Southern Texas, which was flood stricken, but find that this part of Kansas is not too busy." . . . Reporting from Thomaston, Me., **Joseph R. Dunn** says that he had been moving along at seacoast resort spots with his stroller trick and finds business the slowest he has encountered in the past two years. "Merchandise can not be worked in this State, and the indoor spots I've played produced poor business," he says. . . . The **Butlers** have given up the film end of their show and at several recent spots worked on the street with music and their puppets. En route north from Florida, where they spent the past winter, they

worked to only fair returns. They plan to lay off for a short time in Libby, Mont., awaiting the start of some celebrations which they have set.

"I READ with interest about the road and will say that it is a rocky life in some parts of the country," writes **A. H. (Andy) Connor**, St. Francis, Kan. This sector in Northwest Kansas used to be good for a fairly long stay, but it is shot now for entertainment or merchandise. The elements have done a job on many places in this area, either thru dust or drought. Last summer I had to get out of West Texas and move to Northwest Oklahoma. There I found the same conditions. Coming up from Alva, Okla., I met several strollers, but not a tent show or a family show. These good people would like to take in a show, but they have the land on their minds. Even the family shows that I met in past years have hustled out of the area. It got to be like the birds following the seasons." Connor does a busking type show and has merchandise. . . . **George Farnham** writes from Pittsburgh: "Where are the shows and showmen that I used to meet when I was on the road in the magazine trade. I remember such outfits as **Tomlinson's** show that went out of Jarratt, Va.; **Billie Blythe**, Middletown, Pa.; **Molly King**, King's Company, formerly well known in Ontario; **William Auton**, **Dave Bell**, **John Van Arn** and **Billy Young**, who I always thought was a fine Toby. **C. B. Whitchurch**, who went out of New Hampton, Mo., was another, as was the **Crawford Players** show. . . . **A. H. Morris** writes from Milwaukee that he would like to read in the column the roster of the old Barnes Players that played Midwest territory. . . . **Ambrose King** has a stroller or in Central Montana after a winter in Helena. His wife and daughter are working with him. They report some upcoming celebration dates.

Drivin' 'Round the Drive-Ins

A GENERAL convention of the Texas Drive-In Theaters Owners' Association is scheduled to be held in San Antonio, August 22-24, according to **Preston Smith**, Lubbock, president of the organization. **Arthur Landsman**, head of Statewide Drive-In Theaters, San Antonio, has been named convention general chairman. . . . Coyote Drive-In has been opened at Alice, Tex., by **H. C. Gunter**. The drive-in has a 300-car capacity. . . . Burglary charges have been filed against three air force members and a civilian at San Marcos, Tex., in connection with robbery of the King Drive-In Theater. . . . Burglars broke into the Skyway Drive-In Theater, Bryan, Tex., according to **Bill Jones**, manager. . . . Vandals shattered the electric sign at the entrance of the Jet Drive-In Theater, Big Springs, Tex. Rocks were thrown against the sign causing extensive damage. . . . Heavy winds up to 85 miles per hour caused extensive damage to the Plains Drive-In at Borger, Tex., according to **Ed Lee**, manager. The marquee was severely damaged, several fence sections were blown down and a number of speakers torn loose. . . . Unseasonably hot weather has boosted drive-in business in the Denver area with nearly a dozen theaters making a bid for the trade. At **Wolfberg's** Compass theaters, the **Fuller Bros.** Drive-In Circus has been making a three-week stay, moving from one theater to another. Show has 30 performers who put on 10 acts. This attraction is in addition to full-length double bills, comedies and short subjects. In suburban Littleton, **Ralph Batschelef's** Centennial Drive-In is featuring lucky seven night. Every seventh car is admitted free and every driver of a car bearing a license plate with a seven on it gets in free. In addition,

every car receives two guest tickets to the Centennial Race Track.

VICTORY Drive-In, Milwaukee, is the first in the nation to install the new Manco-Vision Screen. Months of work and experimentation by the Motion Picture Research Council of Hollywood, and Manco Plating Company, Los Angeles, were culminated when the screen was put up recently. Screen will enable the drive-in to project CinemaScope, 3D, VistaVision and other new dimensional films, according to **Petro Vlahos**, representative of the MPRC. Also on the scene for the installation were **J. E. Spurlock** and **P. M. Craig**, of Manco. Vlahos said that advantages obtained thru use of the new screen include better reflection of all hues, lack of distortion to viewer from any angle on level with the screen, increased brightness and fine weathering ability, since the screen is constructed entirely of anodized extruded aluminum sections. Victory Drive-In is owned by Delft Theaters, Inc., **John Schuyler**, president. Schuyler has since taken over distribution rights for the Manco-Vision screen for a nine-State territory. CinemaScope has been installed at Crest Drive-In, Tyler, Tex., managed by **C. W. Moss**. . . . **Chuck Johnson**, manager of Rose Garden Drive-In, Tyler, reported that a masked gunman held up **Lois Blackstone**, theater cashier, and made off with \$158.75. . . . **Edward Broussard**, manager of Surf Drive-In, Port Arthur, Tex., has announced installation of CinemaScope. . . . **Robert D. Sparks**, manager of Twin City Drive-In, Denison, Tex., reported that thieves broke into his Drive-In and made off with merchandise and a small amount of money. . . . South Loop 13 Drive-In, operated by Statewide Drive-In Theaters, San Antonio, claim the largest screen has been installed at the drive-in. It is third of a city block long and 102 feet high. . . . Burglars broke into Highway 87 Drive-In, Harper, Tex., and made off with a small amount of change, merchandise and a tool kit.

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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.

J. F. Easton & Company, Wyandotte, Mich., has introduced two new products. One is a renew porcelain kit which the manufacturer calls the Magic Patch. This is a professional kit used by amateurs to get a professional repair job. The kit contains special sanding equipment, a tube of filler, a bottle of glaze and a brush. The owner claims the kits will repair like magic such household porcelain items like sinks, washing machines, bath tubs and refrigerators. The other product is a clothes line tightener called Line Tite. It is a pulley and ratchet arrangement to increase pressure on the line. The maker claims this will eliminate props and fraying of rope. The line tightener is rust proofed and is available in attractive packages, 12 to a carton. The product is guaranteed by the manufacturer, who will send demonstrating unit and counter card for dealer display.

Fisherman will be interested in the Fish-Lock fish-holder being offered for the first time by Trenton Specialties, Trenton, Mich. This is a handled blade with patented lock and lever. By sliding the blade into the mouth of the fish and engaging the lever, the lock firmly grasps the fish, enabling the fisherman to scale and clean a fish. The holder is adjustable for different size fish, is made of nickel-plated steel, and does away with the job of holding a slippery fish while cleaning it. Comes packed in gift boxes and is shipped in cartons of 12 and 24. Samples may be had.

Magica Products, Inc., Wollaston, Mass., is promoting the Magica back sponge. This is a sponge made of pure natural rubber that contains a patented pocket which holds a bar of soap or left over soap scraps. A 17-inch

styrene plastic handle comes in red, blue or green and fits onto the sponge, which may also be used without the handle. The firm has stock on hand ready for delivery. A dozen is \$12, but larger orders are less. The company invites inquiries. The company invites inquiries on other Magica products.

If you are a jobber, manufacturer or distributor, you should write the Saskatchewan Golden Jubilee Committee, Regina, Sask. They want samples of products that would be suitable as official souvenirs for their golden jubilee in 1955.

General Wholesalers, Chicago and San Francisco, has a proposition by which one can own his own business without investment or inventory. They will set up a catalog with a private name and give shipment within 24 hours on appliances, housewares, radios, watches, jewelry and related items. This company is ready to start anyone in his own business and will send details, free catalog and confidential price list.

White Novelties, New York, has a line of imported and domestic leather, plastic and metal novelties which is offered to agents and distributors at big discounts. A free, illustrated catalog, showing the many products on which as much as 50 per cent profit can be made, will be sent upon request. Advertising specialty salesmen are also invited to write the firm for information on items for premiums and advertising with firm names imprinted in gold.

Nu-Age Products Company, Brooklyn, Mich., appeals to demonstrators, workers and pitchers with a new adjustable product that slices, chops, shreds and grates. Retail for \$1. The firm will send sample and prices on request.

PIPES FOR PITCHMEN

By BILL BAKER

FOR THE BENEFIT . . . of some of the pit-heroes who might be thinking about sneaking into Detroit, Happy Heller issues this not so subtle warning. "I'm a confirmed optimist but, brother, I'm running up the red flag on this town. Things are really rough. This berg is out as far as money is concerned.

THIS COLUMN . . . gratefully acknowledges receipt of a fancy card from an old friend, Ben (Hobo) Benson, entitling us to a big, fat, free plate of Mulligan stew when the country's knights of the road hold their 54th annual convention in Britt, Ia., August 24. We regret that we won't be able to make the shindig, so we surrender our portion of the Mulligan stew to the king himself, or to anyone else whom he thinks is in need of the nourishment. In the latest edition of the Hobo News, King Ben says: "I regret to state that my age has finally caught up with me, so I'll have to quit riding the freights and highways; also bumming the back doors, as I formerly did. As you all know, I have always tried to be an honorable hobo, a credit to all the hoboes and non-hoboes thruout my career as a bona fide hobo. Because of my advanced age I will not seek re-election as king when the boys hold their convention at Britt this year, and I only hope that my successor will be able to fill my shoes to the satisfaction of all."

JACK (BOTTLES) STOVER . . . pencils a line reporting the death of his brother, Avis (Smokey) Stover, who died July 25 while playing Stanley, Va. According to Bottles, Smokey, who was 52 and a resident of Harrisonburg,

Va., was slapped down by a cerebral hemorrhage in Stanley and didn't have a chance to hang on very long. It will be remembered that he was widely known in business as the operator of the show, "Asby, the World's Shortest Man." In addition to brother Bottles, Smokey is survived by his widow and two daughters, who live in Harrisonburg, and another brother, Vern.

WE HEAR . . . by way of the underground that Dr. M. J. Lockey and wife, Prairie Mae, are heading for the fairs in New York State. They are scheduled to take in Hamburg, N. Y., and all the other spots which they have been making for years.

AFTER BEING . . . a farm sheeple for more than 26 years and after reading the Pipes column for almost that same length of time, Howard (Punk) Elder pipes in for the first time to tell us that he worked the Pelham, Ga., tobacco markets with Jimmy Wall for several days during the first part of the season. However, he says that a terrific heat wave in the region made the streets hotter than the hinges of Hell and, as result, biz was only fair, because a guy couldn't stand the gaff more than just a few hours a day. At the present time, our friend Punk is flattened out in bed suffering from the anguish of two cracked ribs (we didn't get the details) and while he's recuperating he would like to read pipes from Spud Mangum, George S. Lunsford, Sox Sparks, Al Harvey, C. D. Newsome and all the other boys who know him. Let's hear from you gents and brighten up Punk's convalescence a little.

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Swan, Ottila & Mrs.
Swindell, Mary
Synth, Fred
Tarr, Jack
Taylor, Jack R.
Taylor, Mrs. Lillian
Teahan, John
Terry, C. H.
Thomas, Chick
Thompson, Ed. G.
Thornton, Goffrey
Thiner, Harry
Titus, Mrs. W. L.
Tracy, T.
Tucker, Barbara
Turner, Lewis
Umberger, Charles
Vaccaro, Jos.
Uster, Ophelia Ida
Vaccaro, Tony
Van Meerten, Richard

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Bunch, Edward
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Becker, Du
Du Kac, Roy
Ely, C. J.
Feruson, Bruce
Haie, Jack (Von Bros.)
Havland, Hal
Howard, John
Kane, Maxwell
Levine, Max

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Ains, Sigmund Company
Baird, Cay
Ballard, Duward
Bennett, Hunter
Boehm, George
Bosco, Michael
Bostwick, Lee
Brooks, Dick
Buchner, Hans
Brownell, William
Buckner, Dick
Cortez, Rita
Capital News Agency
Donahue, J. P.
Elliott, Jack
Faster, W. L.
Foreit, John
Felard, John
Grant, Frank
Graves, John
Hart, J. V.
Holmes, Mildred

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Bales Jr., James
Barbette, Vander
Barfield, Willie
Barton, Ceell (Coot)
Berman, Edna
Beck, Donald E.
Bell, Mrs. Ava
Bennett, Virginia
Black, Joe & Pauline
Blum, Carl H.
Boudreau, Mr. & Mrs.
Bradford, Robert
Bullock, Kenneth C.
Bungardner, Mrs. Lee

Burge, Mrs. Ann
Burge, Lloyd
Calkins, Fred
Caloian, Carl A.
Camara, Raymond
Campbell, Wm.
Canipe, Mrs. Flora
Calk, Robert Earl
Carlie, Hank
Carpenter, W. E.
Chastain, Mr. & Mrs. William
Cochlan, Dick
Cooper, Floyd E.
Curtis, Mrs. Jane
Darby, Bill
Daubenspeck, Robert V.
Davis, Bill & Ruth
Dennis, J. W.
Dilbeck, W. M.
Dueshane, Mr. & Mrs. Louie

Duld, Fred
Eagle, Chief Ed
Edwards, Elbert L.
Elli, Frank
E. R. Enterprises
Finley, Evelyn
Finley, Kenneth B.
Gore, Harvey M.
Fortner, Buck
Foss, John D.
Gardner, Mrs. Cynthia
Gardner, Joyce
Garrett, John
Gates, Jack W.
Gill, T.
Gore, Toppins
Gospodarski, Larry
Grantham, Mr. & Mrs. Buford O.
Grass, Mrs. Mike
Hagan, Wallace
Hamilton, Olin
Hamilton, Raymond L.
Hand, Leonard-Leona
Hansen, Robert H.
Harris, Marvin J.
Hendricks, Clyde
Henderson, Mr. & Mrs. G.
Hickman, Ray
Hill, Geo. Jerry
Hunter, Mrs. Frances
Hurler, Dutch
Hurton, Allen
Hyman, Jim
Hiland, Richard
Jackson, Mr. & Mrs. F.
Jennings, Harold
Jennings, Maurine
Jones, Al
Jones, George
Jordan, Don
Kidd, Mr. & Mrs. G.
Kingsley, Mr. & Mrs. Ralph
Koopell, Erna
Lanham, Mr. & Mrs. J. H.
LaRue, Miss Kim
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COMING EVENTS

Continued from page 50

Pittsburg—Labor Celebration, Sept. 6. Wichita—Territorial Centennial, Sept. 19-26. Harry Peebles, 431 E. Main. Wichita—Territorial Centennial, Sept. 19-26.

Kentucky Renfro Valley—Homecoming, Aug. 30-Sept. 6. Kentwood—Florida Parish Dairy & Agr. Festival, Sept. 15. Villa Platte—Cotton Festival, Sept. 25-26. Mervin E. Vidrine.

Louisiana Crowley—International Rice Festival, Oct. 27-28. 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.

Maine Camden—Craftsmen's Show, July 26-Aug. 7. Maryland Elkston—Ceil Co. Breeders Fair, Sept. 11. William Shelton. Princess Anne—Livestock Show, Oct. 1-2. Howard H. Anderson.

Massachusetts Amherst—Jersey Cattle Show, Aug. 25. Boston—Gladolus Show, Aug. 13-14. Gloucester—Cape Ann Celebration, Aug. 16-21.

Michigan Baraga—Baraga Co. Dairy Show, Aug. 12. Theodore Sadelin. Coloma—Gladolus Show, Aug. 21-22. Farewell—Celebration, Sept. 6. Hillsdale—S. Eastern Mich. Guesney Breeders Show, Aug. 12. Bill Bradstreet. Lakeview—Lakeview Jr. Livestock Show, Aug. 10. H. W. Reading. Midland—Mich. Gladolus Show, Aug. 15-16. Millington—Centennial, Aug. 11-15. 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. Belzoni—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 Tadlock. 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—McComb State 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. F. Randle. Poplarville—Pearl River Co. Livestock Show, Oct. 7-9. J. M. Sinclair. Sardis—Panola Co. Livestock Show, Oct. 8 & Thacher Bishop. Senatobia—Tate Co. Livestock Show, Sept. 20-22. O. W. Weeks. Starkville—Oktibbeha Co. Livestock Show, Oct. 4-9. Tylertown—Wallich Co. Livestock Show, Oct. 4-5. Ansel Estess. Water Valley—Yalobusha Co. Livestock Show, Aug. 24-28. J. S. Oakley. Wiggins—Stone Co. Livestock Show, Sept. 24-25. P. S. Batson.

Missouri Braymer—Celebration, Aug. 17-20. Calhoun—Cott Show, Sept. 10-11. M. L. George. Clarence—Homecoming, Aug. 16-21. 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. Joplin—Jr. Beef Show, Sept. 27. Chas. Joffiff, 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. E. 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. Plattsburg—Jr. Livestock & Home Economics Show, Aug. 22. Paul Lineberry. Portageville—National Soybean Festival, Sept. 3-6. St. Joseph—Buchanan Co. Livestock Show, Sept. 18. Webb Embrey. St. Joseph—Interstate Baby Beef & Pig Show, Sept. 21-23. H. M. Garlock. St. Joseph—Interstate Home Economics Shows, Sept. 21-22. Webb Embrey. Shelbyville—Celebration, Aug. 25-28. Skidmore—Pumpkin Show, Aug. 26-28. Sam R. Albright. Tarkio—Livestock Show, Aug. 27-28. Rankin Sheets. Tindell—Celebration, Sept. 16-18. Urbana—Four-Co. Dairy Show, Sept. 25. H. R. Klein.

Nebraska Omaha—Centennial, May 31-Sept. 6. Shelton—Celebration, Aug. 3-4. Trenton—Pow Wow, Aug. 5-8.

Nevada Carson City—Admission Day Celebration, Oct. 31.

New Jersey Atlantic City—Miss America Pageant, Sept. 7-11. Hamonton—Our Lady of Assumption Celebration, Aug. 9-14. Ralph Santelli, 211 French St.

New York Chatham—Labor Celebration, Sept. 3-5. Deposit—Deiaware Co. Firemen's Convention, Sept. 2-6. Mechanicsville—Italian Feast of Assumption, Aug. 9-15. Monticello—Sesqui-centennial, Sept. 8-11. New York—International Gift Show, Astor Hotel, Aug. 22-27. Niagara Falls—Home Show, Sept. 11-19. Anthony P. Soluri.

Thougnloga—Thougnloga Carnival & Fair, Aug. 19-22. Ray Wells.

North Carolina Asheville—Buncombe Co. Festival, Aug. 30-Sept. 4. Carthage—Moore Co. Agri. Fair, Oct. 25-30. W. Stowe Cole. Rockingham—Lions Club Festival, Aug. 30-Sept. 4.

North Dakota Portland—Dairy Queen Festival, Aug. 27-28. Commercial Club.

Ohio Bradford—Pumpkin Show, Oct. 12-16. P. C. Meek. Cincinnati—Do It Yourself Expo., Oct. 9-13. Jaycees. Columbus—Businessmen's Celebration, Aug. 9-14. Cincinnati—Food and Home Show, Aug. 16-29. 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. East Liverpool—Old Home Week, Aug. 16-21. Benty & Hackathorne, 752 St. Claire Ave. Magnolia—Homecoming, Aug. 11-14. Troy—Miami Valley Food & Appliance Show, Sept. 17-19. Wauseon—Centennial, Aug. 16-21.

Oklahoma Anadarko—Indian Exposition, Aug. 18-21. 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 Athens—McMinn Co. Fair Assn. Sept. 13-18. Mrs. Jim Buttram. 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. 17-21. Pittsburgh (Harris Island)—W. Pa. Pig Roundup, Aug. 17-18. Chas. L. McAdams. Pittsburgh (Harris Island)—Jr. Beef & Lamb Show, Oct. 19-21. Chas. L. McAdams.

South Carolina Gaffney—Sesqui-centennial, Sept. 12-18.

South Dakota Burke—Homecoming Days, Aug. 20-21. Groton—Harvest Festival, Aug. 20-21. Kennebec—Lyman 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—Teepee Days, Oct. 1-3. Sioux Falls—Viking Days, Oct. 15-17. Timber Lake—Days of 1910, Aug. 28-29. Vermillion—Days of '59, Aug. 26-27. Wagner—Celebration, Sept. 5-6. Yankton—Free Pancake Days, Sept. 30-Oct. 2.

Tennessee Dresden—Street Fair, Aug. 23-28. Jackson—Masonic Picnic, Aug. 18. Tullahoma—Celebration, Aug. 23-28.

Texas Dallas—Allied Gift & Jewelry Show, Hotel Adolphus, Sept. 5-9. Allied Exhibitors, 3832 Wilshire Blvd., Los Angeles. Flores—Peanut Festival, Sept. 24-25. Robert F. Spence. Fort Worth—Home Show, Oct. 16-23. Dudley Foster. 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.

Wisconsin Appleton—Celebration, Aug. 24-29. Cornell—American Legion Conference, Sept. 25-26.

Wyoming Evanston—Cowboy Days, Sept. 5-6. Laramie—Western Square Dance Festival, Oct. 29-30.

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 G. McAr. Saskatoon—Dairy Cattle Show & Sale, Oct. 14. Saskatoon—A. R. Swine Show & Sale Oct. 15.

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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.

CARNIVAL PLASTER
THOUSANDS OF PIECES ON HAND IN ALL SIZES
SMALL—4c MEDIUM—11c LARGE HOLLOW—27c

Free delivery on all orders over \$100.00 within 100 mile radius. Small delivery charge over 100 mile. Delivery same day order is phoned in.
OPEN 7 DAYS A WEEK 6:30 A.M. TO 9:00 P.M.

DESHLER NOVELTY CO.
DESHLER, OHIO PHONE 276R DAY OR NIGHT

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	<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

ACTS, SONGS & PARODIES

NEW ADDITION TO OUR GIANT COMEDY LIBRARY, Musicollection. The Musician's Comedy Folio. Contains Bits, Adlibs, Parodies, Intros, Gags. Free Musician's Monolog with order: \$5. Show-Biz Comedy Service, 1613 E. 29th St., Brooklyn 29, N. Y.

SHOWBIZ NEEDS YOU! START EARNING the big dough now. Become Professional Comedian! Full particulars free. Sebastian, 10934-B Hamlin, No. Hollywood, Calif.

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 dz. . . \$ 9
 - Stone Neck & Earring Sets, boxed dz. . \$ 9
 - Bracelets, Round & Link, asst., gr. . . \$30
 - Sample dozens reg. price, 20% deposit, balance c.o.d. No catalog. **NEW ENGLAND JEWELRY, 7 Empire St., Prov., R. I.**
- A FINE NEEDLE BOOK WITH 70 NEEDLES.** Threader, \$7.20 gross; 31-piece plastic Christmas Decorating Kit, 10 sets \$3.99; other bargains. Many samples and catalog. \$1. Mills Sales, 26 West 34th St., New York 18

A REPEAT OF A SELLOUT National Famous Close-Outs

- GROUP A**—beautiful 18 Kt. gold and rhodium finish assortment of tailored Earrings, Necklaces, Pins, Reg. \$1 to \$2 retail \$27 gross
 - GROUP B**—new design gang carded pierced Earrings with 1.20-12 Kt. G.F. wire, Reg. \$1 to \$2 retail \$36 gross
 - GROUP C**—genuine cultured Pearl Pins, Earrings, Bracelets and Necklace Asst., Reg. \$1 to \$3 retail \$42 gross
 - GROUP D**—hand set stone combination Pin, Neck and Earrings in beautiful box. Reg. \$3.95 retail \$7.20 doz. 20% deposit with order, bal. c.o.d. Sample assortments at regular prices.
- KAREN ORIGINALS**
45 No. Main St., Bristol, Conn.

AMAZING COLOR-GLOW, KODACHROME Christmas Cards sell like magic—Free Samples, 50 boxes bring you \$55! 191 best money-makers—Personalized Cards, Novelties, 4 assorting Kits, 10 sets \$3.99. Retractable Pen free for prompt action. Creative, 4401 Cermak, Dept. 604-J, Chicago 23.

AMAZING BATH SPONGE—WASHES back easily; suds as it washes; uses soap scraps. Big profit. Whirlwind seller. Write for free sample offer. **Magica Products, Quincy 70, Mass.**

AT LAST! SOMETHING NEW AND SENSATIONAL in Christmas Cards. Make extra money fast! Show Satins, Velours, Metallics. Gets easy orders. Pays up to 100% cash profit. Free Samples. Children or ladies. \$1.50. Big Line Amazing New Greeting Cards, Ornaments, Napkins, Gifts, Stationery. Several \$1 boxes on approval. **Puro Greetings, 2801 Locust, Dept. 4131-K, St. Louis, Mo.**

ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies, Men's, Children's Hosiery. Nylons, \$1 dozen up; 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. (5-1741), 1268 Market St., Chattanooga, Tenn. au14**

AUCTIONEERS, PREMIUM MEN, DEALERS. Last supper or models plastic Wall-e, 30¢; fine leather Wafers, 50¢; double Peacock, "Trust in Lord," "Jesus Saves" or "God Bless Our Home" Chenille Spreads, \$3.75; 72" plastic printed Tablecloths, 45¢; plastic Drapes, 90" long, 49¢; Pillow Cases, 25¢; children or ladies Anklets, \$1 doz.; men's dress Sox, \$1.50 doz.; shipments c.o.d. National Distributors, Midway Drive, Columbus, Ga.

BARGAINS, JOB LOTS, CLOSE-OUTS! Save up to 50% on Clothing, Hosiery, Notions, Drugs, Toiletries, Gifts, Jewelry Television, etc.; 2,000 items; 25¢ brings wholesale bargain catalog with special get ad; sale quantified offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311-H North Desplaines, Chicago. np

BIGGER PROFITS SELLING GREETING Cards. Get list of sensational Factory Surplus Bargains. \$1.25 boxes for 50¢. \$1 boxes for 35¢—while they last! Big line new 1954 Christmas Cards, New Greeting Cards. Assortment on approval, Personalized Samples Free! Midwest, 1113 Washington, Dept. H-128, St. Louis, Mo. np

CHRISTMAS CARD SALESMEN, DEMONSTRATORS: Here is the greatest new item of the season! A kit that enables anyone who can boil an egg to mold plastics at home. Initial Kit contains large steel molds for three most popular Christmas decorations; Pop a few magic Puffin crystals into a mold and in three minutes pull out a large solid snowball, bell or star. Hundreds of Sequins, Pins and Glitter included in kit. Retail at \$3.95. We also need financially responsible demonstrators with established locations. Give details and write or wire, Morrison Division, 2939 E. Warren, Detroit 7, Michigan.

CLOSEOUT 150—17 PIECE MINIATURE golfcourse sets. Reg. \$3.95, only \$12 doz.; \$1.50 sample. **Gaines, Box 114-A, Skokie, Ill. au14**

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile initials and Sign Letters. Free samples. "Ralco," X-L, Boston 10, Mass. np

EARN BIG PROFITS SELLING TERRIFIC Magic Coin Trick direct or to stores. Rush \$1 (refundable) for sample, quantity prices. **Robbins Company, 127-B West 17th St., New York City, au21**

GRAB BAGS—4 DOZ. 10¢ ON DISPLAY each \$3.40 per case postpaid. Specialty, 1422 Poplar, Terre Haute, Ind.

INTRODUCING A NEW GAME—"BINGO Roll! Play bingo the "Action Way" Sample, \$1 postpaid. **Lipka Mfg. Co., 41C E. 114th St., New York 9, N. Y. au28**

FAMOUS MFRS. CLOSEOUTS

- Tie Slides, boxed \$.60 dz.
 - Animal Charm Bracelets 1.00 dz.
 - Tailored Tie Slides, boxed 1.45 dz.
 - Asst. Earrings, boxed 1.20 dz.
 - Asst. Cufflinks, cased95 dz.
 - Tailored or Stoned Earrings 2.00 dz.
 - Cufflinks, boxed \$3, \$4, \$5 dz.
 - Neck & Earrings, boxed 9.00 dz.
 - Rosaries (made in Italy) 1.95 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.

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 as yet unobtainable. Illustrated, color blended; 2,000 varieties, \$6 per 100. 15¢ or 10¢ for sample Koehler. **335 Goetz, St. Louis 23, Mo. au28**

MANIKIN DANCER, \$4.75 GROSS; CAT- head balloons for above, \$2.75 gross. **E. B. Pearson, 554 Winton Terrace, N.E., Atlanta, Ga.**

MEXICAN JUMPING BEANS FOR IMMEDI- ate shipment. The most original curiosity in the world. They attract universal attention. **Joaquin Hernandez, Exporter, Alamos, Sonora, Mexico. se4**

NEW BATHROOM DEODORIZER—HANGS on wall; banishes odors bath room, kitchen; lighting sales. Samples sent on trial. **Krovetz 58, Akron, O.**

NOVELTY WALL PLAQUES WITH BIG variety of snappy and comedy slogans; size 8x12, made of best wood close finish; painted two colors. Our outstanding plaques bring smiles and easy sales. Novelty and gift shops, write for list and prices. Samples, \$1 post paid. **H. Sordelet, R. 1 Tarpon Springs, Fla. se4**

NYLONS, \$1 DOZ.; LADIES' FULL FASH- ioned sheer inserted cello, 6 pr. to pack; mail rejects. Sub-standard, \$2.95 envelopes, 1/4 doz. boxed; Sport Socks, \$1.25 doz.; Blazers, Argyles; premium packed. Ship sample orders direct from this ad, guaranteed; wholesale catalog requires 25¢ postage. **Sibert's, Dept. N, Chattanooga 4, Tenn. np**

PERFUMES-COSMETICS—BUY DIRECT from manufacturer. Mauret perfumes in three alluring fragrances. Beautiful, spill-proof deluxe bottle, individually gold stamped. No leakage, no evaporation, \$3 per dozen. 1 free with every dozen, also stamped 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. **Anjollo Laboratories, Dept. A-448-B, 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. Agents wanted. No profit. No experience necessary. Costs nothing to try. Write today for samples on approval. **Regal Greetings, Dept., 461, Ferndale, Mich. au28**

SELL BEAUTIFUL COLOR FILTERS—PUTS your television in color; cuts the glare; glowing soft tones; easy on the eyes. Agents wanted. **Magica Supply, 3026 S. quite Rd., Fort Worth 11, Tex. au14**

SOCIAL SECURITY PLATES, \$10 100; Letter Box Plates, \$9 100; Stamping Machine circular free. **Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. au28**

TIES—BUY \$6.25, SELL \$15. CATALOG free. **Loren Specialties, 4351-H8, Flournoy, Chicago 24. au21**

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, cost you \$3. You make \$9. **Mamma's Treasure Presentation Kit, 3 Thrilling Fragrances in one fabulous Gold Box \$3 sellers. Costs you \$6 dozen. You make \$30 \$1 Earrings samples both, prepaid. "HUSK" O'HARE, 5732 N. Kenmore Ave., Chicago 40, Ill. au14**

\$1 PROFIT EACH SALE PLUS OVER- rides. Two, three or more orders one family. Photo enlargements only \$2.95; Xmas Special. **G. Allen Studio, Riegler Bldg., Little Rock, Ark. au21**

80¢ PROFIT ON \$1 SALES—AMAZING automobile cleaner. Your name on labels; free sample. **Giazette Mfr., Box 372, Dayton 1, O. au14**

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, 65¢; Mackinaws 25¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. **Moro, 1218AF South Jefferson, Chicago. np**

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 SUPER SPECIALS FOR FAIR NEEDS. Ten foot heavy bodied Brazilian Anacocondas, \$50; large Tegu Lizards, \$10; Coati Mundi, \$19.50; Agouti (giant jungle rats), \$15; Golden Spider Monkeys, \$29.95; Honey Bears, \$37.50; Ocelots, \$50; Tayra, \$50, and South American Fox, \$12.50. This week's special: "Adult Cinnamon Ringtails, 2 for \$35, and six foot heavy bodied Boa Constrictors, 3 for \$29.95." **Tarpon Zoo, Tarpon Springs, Fla.**

ALL THIS FOR \$1000—BOXING KANGA- roo, Wrestling Chimp, Alligator, 1 1/2 ton Truck, 2 Amplifiers, 3 Speakers, 3 Mikes, 130 ft. Sidewalk, beautiful Front; show ready to operate; complete to the last stake. My lowest price. If not taken all will be destroyed. For particulars write **Lorin R. Wilcox, 200 Lincoln Ave., Dun-kirk, N. Y.**

AFRICAN ANIMALS—CHIMPANZEES 18- 24 lbs.; Chimp babies, \$600 up; Sooty Diana Spotnose, green Monkeys, Civit Cats, Poitos, Python, Crocodiles, Lizards, Falcon, Pouchwey Tree Bear, Palm Cats, Piny Hippopotamus, Ratel, Tortoises, Bit-tern, Alita Wescott, 1008 Congress Street, Portland, Maine, Tel. 2-2973.

ALLEN CAN NOW SUPPLY FLORIDA AL- ligators to Zoos, Showmen or Exhibitors; from 6' up, 6 size, \$25. Dens made up of colorful, large harmless snakes, \$25 to \$100. Snake hatchery given with each \$50 den. Once-milked large Cottonmouth Moccasins, \$1 each. Send 50% deposit with order to **Ross Allen's Reptile Institute, Silver Springs, Fla.**

ALLIGATORS—2 FEET, \$3; 3 FEET, \$6; 4 feet, \$15. Complete Den, twelve as sorted, \$50. **C. C. McClunz, Laplace, La.**

BABY DUCKLINGS

Thousands available weekly. \$25.00 per 100 postpaid. **De-Vries Poultry Farm, Zeeland, Mich. Phone 3054.**

BABY LEOPARD, EXTREMELY TAME, \$450; Mynah Bird fledglings, \$30; Spider Monkeys, \$30; Cinnamonos, \$35; Whiteface, \$35; Squirrel Monkeys, \$22; Coatiundi and Pacas, \$25; Marmosettes, \$25; 4 ft. Boas, Bronson Tropical Birds, 149 Fort George Ave., New York, N. Y. Phone Lorraine 9-0940. au28

BRAD BRADFORD

Box 475, International Airport Miami 48, Florida (82-0414)

Complete \$50 Starter "Den," Harmless or Poisonous only \$10 to everybody. New to Showmen. Spotted Fallow Buck, Sika Buck, Porcepines, Kinkajous, Raccoons, large male Rhesus Monkeys, Badgers, Peacocks and many other small animals. Pair 16 months old African Lions. Write or wire Fort Wear Game Park, Pigeon Forge, Tenn; Phone Sevierville, Tenn., 3602. P.S.: We need Chimpanzees and Camels.

FOR SALE—LIVE ARMADILLOS, \$5 EACH, \$8 pair. **Apelt Armadillo Farm, Salado, Tex. au14**

FOR SALE OR TRADE—ONE 28-YEAR- old trained India Elephant, White Fallow Buck, Spotted Fallow Buck, Sika Buck, Porcepines, Kinkajous, Raccoons, large male Rhesus Monkeys, Badgers, Peacocks and many other small animals. Pair 16 months old African Lions. Write or wire Fort Wear Game Park, Pigeon Forge, Tenn; Phone Sevierville, Tenn., 3602. P.S.: We need Chimpanzees and Camels.

HEALTHY SNAKES, ARMADILLOS, Horned Toads, Alligators, Kangaroo Rats, Prairie Dogs, Guinea Pig, Wild Cats, Coatiundi, Pumas, White Fallow Pigeons, Peafowl, Parakeets, Owls, Rhesus Monkeys, Dog-faced Baboon, Agoutis, Deodorized Skunks, Ocelot, selling to show for 40 years. **Otto Martin Locke, Phone 141, New Braunfels, Tex. au14**

JUST RECEIVED FRESH STOCK OF Snakes, Indigos up to seven feet in length; Yellow Bulls to 6 1/2 ft.; small Boa Constrictors priced from \$7.50; beautiful medium to giant size Rattlesnakes. Many, many others on hand. **Soco Reptiles, Waynesville, N. C.**

OCELOT, \$75; KINKAJOU, \$60; AGOUTI, \$25; Adult Coati, \$35; Baby Rhesus Monkey, \$35; Ringtail Cat, \$35; Woodchucks, \$10; Arctic Fox Pups, \$35; Giant Indian Squirrels, \$35; Ravens, \$25; Magpies, \$7.50. **Charone Animal Ranch, Burlington, Wis. au14**

PARAKEETS—\$18 DOZEN-UP. PHONE NI- agara 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 Vanue, Ohio, 32A. Free catalog. Hile Duck Hatchery, Box 115, Carey, Ohio. au14**

WANTED FOR SEPTEMBER OR LONGER— Small but good bird at Act and Chimp Act. **Rare Bird and Animal Farm, Fairlee, Vt. au21**

WANTED—YOUNG TRICK DOGS, INCLUD- ing somersaults; also any Small Animals to work in dog act. **Jack Harrison, Gens. Del., Trenton, N. J. au14**

BUSINESS OPPORTUNITIES

ALL FOR \$8.50—ICE SHAVER THAT shaves into paper cup, with flavors and cups for thousand snowballs. Other outfits, \$2.50 up. Free illustrated catalog. **Equipment and supplies catalog. Snowball Co., 9534-B Lemturner, Jacksonville 8, Fla. au14**

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. se11**

ATTENTION GIFT SHOPS, MAIL ORDER Dealers, Concessionaires; New Item; Sales tested, exceptional profit; details and Sample \$1; money back guarantee. **Harvey, 605 Daggett Ave., Pawtucket, R. I.**

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., 608 Surf Ave., Brooklyn 24, N. Y. Phone ESPind 22208. au14**

FOR SALE IN FLORIDA—ROLLER SKAT- ing rink; large Cottages, 300 ft. front highway, 260 ft. on lake rear. **Go-ing business. Write Edna S. Johnson, Box 807, Eustis, Fla.**

KIDDIE RIDES—N. J. SHORE; FIVE rides, refreshment stand; may purchase business. Excellent lease or move all. Partnership dissolved. **P. O. Box 180, Lavallette New Jersey.**

LOCATION ON OCEAN PIER—ALL types Merchandise, Demonstrations, Popcorn, Sno-Cone, Soda, Ice-Cream, Skitch Artists. **Old Orchard Ocean Pier Co., Box 127, Old Orchard Beach, Me. se4**

MAIL ORDER PIN-UP BUSINESS—COM- plete stock of 5,000 figure art photos. Glossy 4x5's. Samples, 8 for \$1; \$200. Specialty Sales, 1638 Taylor Avenue, Racine, Wisconsin. au21

NEW ELECTRIC MACHINE BAKES crescent rolls, doughnuts; machine ready; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. **Norbert Ray Co., 3605 S. 13 Ave., Minneapolis 7, Minn.**

PORTABLE ROLLER RINK—40x100, FULLY equipped. Trailer used for concessions and skate office. **Box C-79, c/o Billboard, Cincinnati 22, O. au21**

TAPE RECORDERS—NEW, ALSO USE AS loud-speaker, \$135.95 complete. Write for circular. **Russell Sales Co., Dixie Hotel Bldg., Shelbyville, Tenn.**

COSTUMES, UNIFORMS, WARDROBES

RHINESTONE PANEL w/BRA, \$5. TAILS, \$4; White Orchestra Coats, \$4; Derbyies, \$2; Ostrich Feathers, \$3 dozen; Rhinestones, 72; Crystals, \$6; Neckties, \$1.50; Cap, \$1.50; Capeliner, \$1.50. **Eldorado Place, Wheeling, W. Va. au21**

FOOD AND DRINK CONCESSION SUPPLIES

A THREE FLAVOR SOFT DRINK MACHINE, mechanical refrigeration, 400 drinks per hour capacity, excellent condition. \$400. Bob Gutzmer, phone Hinsdale, Ill., 1438.

FORMULAS & PLANS

ANY FORMULA. \$3. FORMULA CATALOG and Manufacturing Treatise. 104 Joseph H. Belfort, 192 N. Clark St., Room 320, Chicago 1, Ill.

FOR SALE SECONDHAND GOODS

SPERRY GYROSCOPE—60 INCH ANTI-aircraft Searchlights with gasoline power plants. Midwest Sales Co., 3217 W. 117th, Cleveland 11, Ohio. au2

35MM. DEVRY SOUND PROJECTOR, LIKE new; rewinds, splicer, 3600 ft. film, features, comedies, birth of a baby. For quick sale, \$200. Beebe, Box 505, Keego Harbor, Mich.

FOR SALE—SECONDHAND SHOW PROPERTY

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kites for all Poppers, Krissy Korn, 120 S. Halsted, Chicago, Ill. au2

BINGO BLOWERS—RETAILING \$150 SELLING out, \$49.50. A.C. Electric, with Balla Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. au2

BRILL'S TESTED BUILDING PLANS—Concessions: Shallow Joint (23 games), 4-Way (11 games), Ball Rack (13 games), African Dip, \$5 each; High Striker, \$3; all \$20. Free circular. Brill, Box 875, Peoria, Ill. au2

CHAIROPLANE, SMITH; 18 FOOT TOWER opening, newly painted, first \$750 takes it. W. R. Alex, 5337 Middleton Lane, S.E., Washington 22, D. C. au2

FERRIS WHEEL—ADULT, TEN SEAT; good condition. Now in operation. Mona Lake Park, Muskegon, Mich.; \$1,275. Harold Courtright, 2244 Wealthy S.E., Grand Rapids, Mich. Phone G.L. 40572.

FERRIS WHEEL #16—1937 MODEL, VERY good running condition. Completely equipped with new steel seats this May. Price \$5,500, operating at Playland, Rye, N. Y., c/o August Gondeck. au2

FOR SALE—COMPLETE SKOOTER RIDE; 30 1942 Luske 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. au2

FOR SALE—10 CAR KIDDIE RIDE, EXCELLENT, can be seen running; 3 Fire Trucks, 2 Air Planes, 2 Dump Trucks, 3 Racers. Sacrifice, \$650.00. Ph. 4242, Columbiana, Ohio. au2

FOR SALE—DOUBLE HEAD FLOSS WITH 1800 F.P.D. Camera, fast lens, \$75. Sickness, Ramsey, Kiddie and Park, Rt. 10, Box 549, Charlotte, N. C. au2

FOR SALE—120,000 FEET ONE AUGHT single conductor power cable, 25¢ ft.; excellent for welding lead and other portable installations. \$2,500,000 stock Sperry Searchlights, new in original overseas packing; lamp assemblies, lamp operation assemblies, all other parts, carbon and glass; 60 in. Sperry Searchlights, new, equipped with spares, tools and manuals, \$550 each. Anderson Brothers, 15400 Heperian Blvd., San Lorenzo, Calif. au2

FOR SALE—NEW AND USED MARIONettes of the late Nicholas Nelson must be sold. Send stamped addressed envelope for list and price to Viola Rose, RR 2, Box 181, Coloma, Mich. au2

HAND CAR RIDE WITH TRACK—Appearance excellent, but needs some mechanical work. \$450. Bob Gutzmer, phone Hinsdale Ill., 1438.

LONG RANGE GALLERY—MOUNTED 1 1/2 foot sidwails. Excellent condition; 2 foot sidwails, 14 foot front, 30 feet deep; plenty moving and still targets, 10 Automatics, 4 Pump Guns, Loading Tubes, Loading Machine, other extras. Sacrifice \$2,000. See in operation at Hereford, Md., August 9 to 14. Fredrick, Md. Fredrick, 421 West Patrick St., Frederick, Md. MANUFACTURER, REPAIR, TRADE ANYTHING CANVAS. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. au2

MINIATURE TRAINS—ALL SIZES, gauges; new, used, custom built. Photos, details, \$1 bill (refunded). Miniature Trains, 33B Winthrop, Rehoboth, Mass. au2

MINIATURE TRAIN—GASOLINE, EXCELLENT condition; 270 feet track, 14 passenger, \$2,250 cash. R. R. Reigleman, Jameson, Pa. Phone 2571.

PORTABLE HARD MAPLE RINK FLOOR—Good condition; 40x90 ft. in 5x8 ft. sections; must sell. Come ready to take along. Milton Biesler, Highland Ill. au2

PORTABLE ROLLER RINK COMPLETE; one month old. Sections, Maple Floor, Tent, 100 pairs Chicago Skates, Sound System, \$3,000. B. S. Orr, 24 Kings Hwy., Murfreesboro, Tenn. au2

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. au2

SHORT RANGE TARGETS—NEW SAMPLES free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. au2

TWO ABREAST 25 FT. 1950 WARNER Merry-Go-Round. See in operation, Scotchman Beach, Orlando, Florida. K-7 International Tractor and Tractor Trailer for ride; Both good and ready to go. Sacrifice \$4,500. D. Murphy, Rt. 1 Box 31, Orlando, Florida. au2

TWO KIDDIE RIDES, CANDY FLOSS MACHINE, Power Tools, Slide Projector, \$1,000 worth professional Magic, 22 Rifle, Photo outfit, Printing Presses, Will swap or sell very cheap. Beebe, Box 505, Keego Harbor, Mich. au2

1 10x12 BALLOON DART, COMPLETE; 1 8x8 Pop Corn and Apple, complete. Johnny Goff, Gen. Delivery, Dunellen, New Jersey. au2

2 ELECTRIC PLANTS MOUNTED in closed metal semi trailer; each plant 115-230 voltage, 200 amps, 20 kw. or 25 KVA. 1 plant new, never been used; \$1,900 takes all. Avery's Amusement Park, Box 7, Houghton Lake, Mich. au2

20x30 TOP AND SIDEWALL—GOOD CONDITION, \$185. P.A. system, complete with Speaker and Mike, \$55; 5 1/2x8 Concession Trailer, opens on 3 sides, \$125. Metal Typewriter, \$150. Forty-five other Arcade Machines including Punching Bag, Vendors, Guns, etc.; \$350, or any reasonable offer. Howard Voss, Horicon, Wis., Rt. 1. au2

HAIR NETS, French, in 2-color envelopes, cap shape (closeout lot of 2,000 gross), 100 gross, \$75.00; SINGLE GROSS, \$1.44.

SEWING NEEDLES, in packages. Retail 10¢ Special Bargain, 10,000 packages, \$150.00. 1,000 packages, \$20.00. 100 packages, \$2.50.

* FREE CATALOGS * UNBEATABLE VALUES. Gifts, Toys, Novelties, Jewelry, Etc.

MILLS SALES CO. Cut Rate WHOLESALE Since 1914 26 West 23rd St., New York 10, N. Y.

15 UZZELL SCOOTA BOATS—COMPLETE with units; can be seen in operation at Playland, Rye, N. Y.

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. au2

SUBMINIATURE RADIOPHONE FOR MENTALISTS; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 B. S. High, Columbus, Ohio. au2

MISCELLANEOUS

HYPNOTIZE MECHANICALLY. NEW invention causes trance immediately. Complete with instructions, secrets, \$2. Click, Dept. BB-3, GPO Box 1312, New York 1.

STAMP COLLECTORS—ICELAND FISH SET free, with beautiful pictorial approvals. Van Fleet, 182-I East Beresford, Highland Park 3, Michigan. au2

WANTED—CREATORS STEAM ENGINE and Popcorn Wagon; also small Engines of any make. Birkelbach Machine Shop, South Lyon, Mich. au2

M. P. FILMS & ACCESSORIES

COMPLETE MAJOR 16MM. SOUND Programs, Westerns, Features, Serials; \$10-\$15 weekly. Postage prepaid anywhere. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa. au2

16MM. SOUND COMBAT FILMS, EXCELLENT selection; rare, hard-to-get subjects. Send for special bargain list. Gaines, Box 114-B, Skokie, Ill. au2

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. au2

BOBBY RE BELL CONTACT NIGHT SUN! Write, wire, call (collect). Brooks Hotel, Wisconsin Dells, Wis. au2

EMERGENCY, URGENT! PAUL (POR-dies) Radier, come home at once. Anyone having information, please to address listed. Mr. Radier, 2215 Biscayne River Drive, Miami, Fla. au2

C. E. McCALLUM (PADDLER MACK) CONTACT Trigg, Troy, Ohio, Gen. Del., Aug. 14-19, Lima, Ohio, next.

PERMANENT MAIL ADDRESS—\$3 MONTH. Letters forwarded or held. Reliable, confidential; Nobody knows. Hedgpeth, 608 South Second Street, Alhambra 10, California. au2

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS. Large assortment in stock; illustrated circulars free to photographers. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1595 Franklin, St. Louis 6, Mo. au2

COPYING, PHOTO, DOCUMENT OR sketch, 8x10, \$1; with coloring, \$2; c.o.d. or prepaid; original returned. Johnson, Box 3355, Washington 10, D. C. au2

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. au2

For Direct Positive Operators Low Priced Photo Mounts. Also extensively used for night club mounts.

Vertical or horizontal. Hund. Thousands. 3 1/4x4 1/4 or 3 1/2x5 sizes.....\$2.65 2 1/2x3 1/2 Polaroid size.....2.65 2 1/2x3 1/2 5x7 size.....4.50 4 1/4x6 1/2 8x10 size.....7.00 65.00 For all your requirements in mounts, frames, envelopes, mailers, albums, write us and save money.

INTERNATIONAL SALES CO. 4148 East Baltimore St., Baltimore 2, Md. EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. au2

PHOTO BOOTH OUTFITS CHEAP—ALL sizes, drop in and see them; latest improvements real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. au2

PHOTOMOUNTS FROM MANUFACTURER. 3x5 folders, \$3/100 f.o.b. here; 50 free for 1,000 orders. Free samples; cash discounts; fast delivery; 5x7, 8x10, etc., in stock. Penn Photomounts, Glenolden, Pa. au2

PRINTING

AMERICA'S FASTEST POSTER PRINTER—Always lowest prices. Flashy Window Cards in three colors for all amusement purposes; 14x22 size, \$8 hundred; larger 17x24 deluxe cards, \$12.50 hundred. Also bumper cards. Tribune Press, Dept. 37, Earl Park, Ind. au2

MINEOGRAPHING—200 8 1/2x11 CIRCULARS, Letters, etc., on 20¢ white or colored bond, \$1.95 postpaid. Samples free. Robert Bailey, Monterey, Tenn. au2

200 BOND LETTERHEADS—8 1/2x11 AND 200 x 10 Envelopes, \$3.50; 100 of each, \$2. 200 Letterheads and 200 6 1/2 Envelopes, \$2.95. Postpaid, Palmer Press, Du Quoin, Ill. au2

SALESMEN WANTED

AGENTS, CANVASSERS, SALESMEN—Attention, Attractive deal on Swiss Pine-leaf Watches. Expensive looking. Low prices. Transworld, 565-5 Ave., N. Y. C. au2

GET NEW SHIRT OUTFIT FREE—MAKE \$200 weekly on 45 average orders a day. Famous quality made-to-measure dress and sport shirts at \$3.95 up sell fast to all men; no experience needed; full or part time. Write Packard Shirt Co., Dept. 711, Terre Haute, Ind. au2

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. au2

WANTED TO BUY

CALLIOPE—AIR, AUTOMATIC OR HAND-played in repairable condition. Give full details, first letter. Gunnin, 1217 So. Marais, Dallas, Texas. au2

LONG RANGE GALLERY. WHAT HAVE YOU? Give details and price in first letter. Pershing Verrett, 820 W. Landry St., Opelousas, La. au2

RIDES WANTED FOR CASH—ONE MAJOR and Kiddie Rides, not conflicting; portable. Robinson's Rides, Box 303 Oregon City, Ore. au2

WANTED TO BUY—16MM. SHORT SUBJECTS on "crime." Dillinger, Hauptmann, Barrow-Parker. What have you? Stanley Attractions, 1472 Sutton Ave., Cincinnati 30, Ohio. au2

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

BALLOON—WANT TO CONTACT MAN who can make Hydrogen Gas Balloons. Address: Box C82, c/o Billboard, Cincinnati 22, Ohio. au2

EARN \$20-\$30 WEEKLY UP MAIL ADVERTISING material, forward orders for specialty company. Send stamped addressed envelope. Box 1473D, Pueblo, Colo. au2

GIRL PIANO, DOUBLING VOCALS; OTHER girl musicians write, especially vocalists. Steady location. Fred Thomas, 512 Saratoga Drive, Lexington Park, Md. au2

GIRL MUSICAL-TRIOS-QUARTETS, SINGING Female Pianists, Exotics, Emsees; all kinds of acts. Rush photos. Joseph Martone, Plaza 4-3677, Waterbury 2, Conn. au2

GIRLS—DANCERS, STRIPS FOR STOCK burlesque; steady work, good pay; experience not necessary. Stone Theater, 2511 Woodward, Detroit 1, Mich. au2

GIRLS—PIANO TRUMPET FOR ORGAN-ized outfit. Must read. Send particulars, recent photos. Also like to add Bass. Free to travel. Box C-80, c/o Billboard, Cincinnati 22, Ohio. au2

PHONEMEN—NEED TWO GOOD MEN ON radio promotion. "Kappy," 111 W. Washington, Greensboro, N. C., Phone 4-8140. au2

WANTED \$5 FOR 4 SETS GIBSON OR BLACK Diamond guitar strings. Other bargains. Dixie String & Reed Supply, Box 775, Dept. B, Little Rock, Ark. au2

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. au2

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. au2

WANTED NOW—SCHOOL BOOKER; WESTERN territory. Good attraction, all essentials; Man or Woman with car. Hollywood Varieties, Salmon, Idaho. au2

WANTED FOR ESTABLISHED TRAVEL-ling band; Piano, Guitar, Tenor, Bari; neat appearance; no characters. Box C-81, c/o Billboard, Cincinnati 22, Ohio. au2

WANTED—EXPERIENCED TRUMPET AND Tenor, must read, fake, cut shows. Write. Bill Gandy, Vacation Village, Biloxi, Miss. au2

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. au2

CIRCUS & CARNIVAL

JOE EGO HARRIS—WORLD'S CHAMPION bag puncher; TV & radio, circus Side Show, night club, vaudeville. Play harmonica; juggling tap dancing. AGVA. Box 162, Freehold, N. J. au2

MISCELLANEOUS

PRODUCER-DIRECTOR; LITTLE THEATER. operetta, pageants, legit. Ambitious, talented; 18 years' exp., ref. W. S. Russell, Box 1022, Springfield, Ill. au2

K. C. RAMBLER—MUSICIAN, TV ACTOR, radio showman, stage star; player of piano and accordion; dance, intermission player; hardest, fastest, seller. Open for employment with some good company; will travel. Honest, Square. Charles W. Hutchinson, P. O. Box 84, Greensburg, La. au2

MUSICIANS

AM HERE THRU MISREPRESENTATION—Hillbilly, Western, Dixieland, all commercials. Ride, swing; easy to get along with; will listen; good personality. Have car; ready to ride. Will consider anything. Flash outfit. Write, wire or phone. Prefer South or West. Milner Hotel, Norfolk, Va., Granley St., Phone 204357, Room 322, Billy Scott. au2

BASS-ELECTRIC GUITAR, LEAD AND rhythm; modern trio or good Western band; sing solo or parts. Musician, 22 So. 10th Street, Minneapolis, Minn., Apt. 114. au2

LEAD TRUMPET—AGE 32, NAME BAND experience; prefer locations; guarantee cut any book. Write, wire, Musician, 337 Chillicothe, Mo. au2

LEAD ALTO OR TENOR, DOUBLING flute, bass clarinet, jazz clarinet, baritone sax; play any commercial style and cut shows on sight. Local 802; age 30; reliable; combo work preferred. Eddie Beau, 345 Winnebago Dr., Fond du Lac, Wis. au2

MALE VOCALIST WISHES TO ESTABLISH act suitable for Nite Clubs; is an experienced MC. Needs Agent (preferably in Washington, D. C., area) who can help arrange and provide bookings. Am dependable, sober, and there might be good possibilities. Can you help? Box C-83, c/o Billboard, Cincinnati 22, Ohio. au2

PIANIST—DOUBLING GUITAR, BANJO. Prefer location with combo in Midwest; married, 34, dependable. Tex Catron, 1714 9th St., Columbus, Neb. au2

PIANO MAN DESIRES CHANGE—WANT small commercial combo, Southern location. Union. Allow forwarding. Musician, P. O. Box 922, Montgomery, Ala. au2

SAX MAN—AVAILABLE ON ONE WEEK'S notice or after Labor Day. Tenor, alto, clarinet, Dixieland commercial; read, fake. Route 3, Box 104, Panama City, Fla. au2

TENOR ALTO, BARITONE CLARINET, novelty vocals. Recently completed 3 years Flame, Phoenix. Desire society or commercial. Formerly with Henry Bussis. Ben Ross, 2513 Baylor Street, Lubbock, Texas. Phone 22970. au2

TENOR CLARINET, VIOLIN—CUT SHOWS, read, fake. Ideal for hotel club combo. Available immediately. Phone Pascagoula, Miss., 2303. au2

TENOR SAX, DOUBLING VIOLIN, CLARINET and arranging; age 27, schooled, experienced; read, fake, union; desire location, but consider traveling. Available immediately. Don Hatch, 476 College, Norman, Okla. au2

TRUMPET-VOCALS—STRONG LEAD, section, combo, name experience; dependable, reliable, sober. Some arranging and doubles. 578 Clair Pointe, Detroit 15, Mich. au2

TRUMPET—CIRCUS OR LOCATE, ALSO play bass or snare drum; union. William F. Brodie, 322 West Magnolia St., Lakeland, Fla. au2

PARKS & FAIRS

AFRICAN LION ACT—STEEL ARENA; Dog and Pony and Monkey Acts; Aerial and Acrobatic Novelty Acts. 2015 Oliver St., Ft. Wayne, Ind. au2

AVAILABLE AFTER AUGUST 15—FOR fairs, celebrations; three outstanding acts; comedy acrobatic act, foot juggling act, wonderful big dog act. Miller Troupe, 1895 North Kansas, Springfield, Mo. Phone 44734. au2

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. au2

CHARLES LA CROIX—OUTSTANDING Trapeze act (platform required); available outdoor celebrations; flashy paraphernalia; real act. Particulars, literature, Address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Phone Eastbrook 3312. au2

DASHINGTON'S ANIMAL CIRCUS—DOGS and cat for any show, fairs, celebrations, nite clubs. Agents invited. 1413 Euclid St., Philadelphia, Pa. au2

MANLY'S COMEDY CLOWN ACTS. Clown Gags, Hollywood Punch and Judy Show, Ventriloquist, Magic; 15 minutes to an hour show. Lou Manly, 200 So. Ave. 56, Los Angeles 42, Calif. au2

SENSATIONAL HIGH DIVING—FEATURED by Fox Movietone and New York Press. Somersaulting backwards, fire, spears; shallow tank, nicknamed "suicide pool"; no body protection or safety devices; results impressive; consistently rating 100 per cent on the public applause meter, and the cost is just slightly more than the ordinary run of acts. Capt. Earl McDonald, 456 Lamphier Place, Warren, Ohio. Telephone 4-5337. au2

THE MAN WHO CAN EAT DRY ICE—PROF. Hawk, featured in Ripley's column, available now. Send for Ripley's write up of dry ice feat. Box 944, Billboard, 1564 Broadway, N.Y.C. au2

3 FEARLESS STARS—WORLD'S HIGHEST contortion troupe act; the attraction worth witnessing. For open time contact Jerry D. Martin, c/o Billboard, Cincinnati, Ohio. au2

VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR REVUE—OPEN for Nite Club bookings; cast of six; M.C., Singers and Dancers. One hour show; A.G.V.A. acts; no booking less than four weeks in one club; no agents; salary \$800 net per week. Send photos. Wesley Davis, Phone Wabash 2-4664, 411 S. Wabash Ave., Chicago 5, Ill. au2



"LITTLE ATOM RIFLE"

Brand New Companion to "Little Atom Pistol!"

Another Promising profit producer for 1954! It has the same fine workmanship as Little Atom Pistol. Shoots blanks with extra loud report. Complete with ramrod and blanks. Dealers' Cost \$24.00 Doz. Also write for '54 List... \$3.95 ea. catalog.

G & S Mfg. Co. DEPT. 56 WASHINGTON, TENNESSEE Also—1312 So. Los Angeles St., Los Angeles 15, Calif.



Quick Photo Invention!

PHOTOMASTER PDQ CHAMPION Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photo or taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2x3 1/2 in. Complete, easy to operate portable photo studio, 70% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. 88

PDQ CAMERA CO. 1161 N. Cleveland Ave., Chicago 10, Ill.

WANT TO MAKE REAL MONEY? \$50.00 in a day definitely assured selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. First time advertised. Write for free sample offer.

Utility Durawear Co. 53 West Jackson Blvd., Dept. BB-814 Chicago 4, Ill.

Take the lines of least resistance with NAME BRANDS



THE HOUSE OF NAME BRANDS Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

H. B. DAVIS CORP. 45-B West 15th Street, New York 11, N.Y.

BRONZE WESTERN SADDLE HORSES Height and Dozen Price: 10 1/2" 8 1/2" 5 1/2" 4 1/2" \$16.80 \$13.80 \$6.00 \$3.60 25% Deposit Required With Order. F.O.B. Chicago. Wholesale Only. COOK BROS. 916 S. Halsted St. Chicago 7, Ill.

SIMULATED PEARLS 5 Row & 6 Row 3 x 8 Graduated NECKLACES with beautiful domestic Rhinestone Clasps \$6 doz. min. order 1 gross (1/2 5 row, 1/2 6 row) 25% Deposit, Balance C.O.D. ELVEE MANUFACTURING CO. 866 SIXTH AVE. NEW YORK 1 MURRAY HILL 6-4177-8

Own Your Own Business NO INVESTMENT NO INVENTORY FREE CATALOG WRITE TODAY! Sell Appliances, Housewares, Radio, Watches, Jewelry, Clocks, Silverware, Pens, Lighters, Cutlery, Toys, Premiums. 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 P.O. Box 1195, Chicago, Ill. P.O. Box 3058, San Francisco, Calif.

1000 PIECES OF SLUM ONLY \$6.75 NOVELTIES ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN NOVELTIES AT DEEP CUT PRICES Dart Balloon.....Gr. \$.75 Push Bear, 30-inch.....Dox. 24.75 Aluminum Ident. Double Heart.....Gro. 3.60 Hawaiian Leis.....Gro. 1.50 25% deposit with order, bal. C.O.D. Send for FREE C-54 Carnival Catalog.

OPTICAN BROTHERS SINCE 1909 300 W. NINTH ST., KANSAS CITY 6, MO.

Seeburg Shows New High-Fi 100-Selection Phonograph

Model 100-R Features Different Cabinet, Omni-Directional Sound

CHICAGO, Aug. 7.—A new phonograph, featuring "omni-directional" sound and a new high fidelity amplifier, went on display this weekend at most of the J. P. Seeburg Corporation's distributing points.

Showings of the new model, which is housed in a completely restyled cabinet, will continue for the next two weeks.

Seeburg officials, following their customary policy, refused to discuss the new model until the

distributors' showings are complete.

Music trade circles, however, established that the new phonograph is designated Model 100-R. It plays 100 selections, uses 45 r.p.m. disks exclusively. It is understood that the new phonograph will list at \$1,095, the same list price carried on Seeburg's Model HFG introduced late last year.

Cabinet Different

The cabinet of the 100-R is reported to be radically different from its predecessors in the Seeburg line. The glass, hinged cover concave rather than convex and housing of the mechanism has been streamlined.

It was reported that the cabinet is slightly higher than the cabinet of the HFG, but the width remains unchanged. The new model is also slightly heavier than its predecessor.

The most important features of the 100-R, however, are in its amplifying and speaker system. The amplifier offers greater fidelity than the high fidelity amplifier which Seeburg used on its HFG, and trade reports indicate that the "omni-directional sound" feature involves the use of five speakers, two of them directing

the sound to either side of the phonograph.

Distributors saw the new phonograph at the Drake Hotel, Chicago, last Tuesday and Wednesday (3-4). The distributors left Chicago immediately after their own meeting to plan showings in their territories.

Local Groups Green Light Detroit Assn.

DETROIT, Aug. 7.—The local juke box industry here took a step toward unity this week when leaders of both the Music Operators Guild and the Michigan Automatic Phonograph Owners' Association announced their intention to join forces with the newly revived United Music Operators of Michigan.

According to Roy Small, concil-

(Continued on page 76)

Lieberman Set To Open Omaha Branch Office

OMAHA, Aug. 7.—Lieberman Music Company will shortly open an office here to serve its customers in Nebraska and Iowa, according to an announcement by Harold Lieberman, president.

Until now the distributing company has been covering Nebraska and Iowa with its field sales force from the main office in Minneapolis.

The Omaha office of Lieberman Music Company will be managed by Jerry Harris and Barney Luckman, who were formerly associated with Atlas Distributing Company and earlier with Paster Distributing.

Lieberman distributes the AMI music line and represents many of the major manufacturers of amusement games.

3-MILE LIMIT

Siberia: Spot Sans Juke Box

HARTFORD, Conn., Aug. 7.—The Hartford Courant this week took a crack at defining the younger set.

"Youth," according to the editorial, "is that period of years when the thought of spending a summer three miles from the nearest juke box seems like a sentence to remotest Siberia."

L. A. Ops Find State Assn. Answers Needs

LOS ANGELES, Aug. 7.—With both interest and membership growing in the Los Angeles Division of the California Music Merchants' Association, this city was believed well on its way to having an effective trade association. With practically all members of the Co-Operative Music Operators moving into the group at the outset several months ago, nine new members were added within the past two weeks, Ben Chemers, local business representative, declared.

New members include Duane Butts, Glendale; Roy B. Jones and Ray J. Powers, Rusty's Music Service; John Bogel, Richard Tuck, Bill Yedlin, Irving Marley, Bob Reynard, and Bern Calvert. Members of the COMO group formed the nucleus of the present association. They had met informally and were without elected

Eigel Appointed V-P of Buchen

CHICAGO, Aug. 7.—Jack Eigel, long-time account executive on the J. P. Seeburg Corporation account, has been appointed a vice-president of the Buchen Company. Buchen is Seeburg's advertising agency.

Rock-Ola Unveils New 50-Selection Model to Distributors

Plant Calls 15 Firms First Week; Operator Shows Two Weeks Off

CHICAGO, Aug. 7.—Fifteen Rock-Ola distributors got their first look at the firm's new phonograph model here this week, launching the first of three weeks set aside for private distributor showings. The new phonograph will complement—not replace—Rock-Ola's Comet 120.

As announced last week (The Billboard, August 7), the firm is calling two and three distributors to the plant every day. Operator showings of the new model are to be postponed until all distributors have viewed the phonograph at the plant.

While Rock-Ola officials declined to comment on the new phonograph, trade rumors this week indicated that it was an all new 50-selection high fidelity model, rounding out the Rock-Ola line.

The new model is reported to be about the same size, or slightly smaller than the current Comet 120 series. Changes in the cabinet design were also indicated.

Distributors called to the plant this week were Al Caldron, head of Caldron Distributing, Indianapolis; S. H. Dixon, of Coin Automatic Music, Johnson City, Tenn.; A. D. Cane, of Cane Distributing Company, Los Angeles; E. W. Gilbert, Gilbert Music Company, Bloomington, Ill.; Hymie Zorinsky, H. Z. Vending & Sales Company, Omaha; Archie J. LaBeau, LaBeau Novelty Sales Company, St. Paul.

Lawrence Le Sturgeon Distributing Company, Charlotte, N. C.; B. D. Lazar, B. D. Lazar Company, Pittsburgh; Jerry J. Golumbo and Al Levine, of Music & Television Corporation, Boston; Howard W. Robinson, Robinson

(Continued on page 77)

Magnecord Adds Distributors, Shows Announcement Device

CHICAGO, Aug. 7.—Six additional distributor appointments and complete details of the company's high fidelity Continuous Music Reproducer were announced this week by Magnecord, Inc.

Henry T. (Heinie) Roberts, vice-president in charge of the commercial music division, announced the appointment of the following distributing companies: J. J. Golumbo & Company, Boston, covering New England area except Connecticut; Vic Manhardt Company, Milwaukee, for the Milwaukee market area; Union Sales Company, Green Bay, Wis., the Green Bay market area; Taran Distributing Company, Inc., Miami, covering Florida and South-

eastern Georgia; Steel Music Company, Durham, N. C., covering North Carolina; Western States Distributors, Salt Lake City covering Utah, and Palmer Music Company, Fort Wayne, Ind., covering the Fort Wayne market area.

Earlier, Magnecord had appointed Liebermann Music Company, Minneapolis, for Minnesota and Northern Wisconsin, and the Huber Distributing Company, San Francisco, covering Northern California.

100 Goal

Roberts said the company expects eventually to have approximately 10 distributors handling its tape player and the RCA Planned Music for which Magne-

RECORD VARIETY

Imported Disks Supply Juke Collection Boost

MILWAUKEE, Aug. 7.—Music operators here are reporting that foreign records are supplying a healthy boost to weekly juke box collections.

An influx of Puerto Rican and Mexican families in this area resulted in a sudden increased demand for Latin waxings. Along with German and Polish records, the foreign labels are doing a booming business.

To make sure the customers are receiving the music they want, many operators have recruited the aid of location owners in selecting tunes. A practical arrangement used by some of the operators permits location owners to make their own record shopping trips, charging purchases to the operator's account.

Ralph Strosina, routeman of the George Schroeder Company, pointed out that one of his top

stops boasts of a complete roster of Latin music. Strosina explained that the location, about 22 miles from Milwaukee, is adjacent to a pea canning plant employing many Mexican workers.

Chief supplier of foreign records here is the International House, downtown retail diskery operated by Nick Topping. Stocking dozens of imported and domestic labels featuring foreign music, the shop caters to the operator's needs in this field.

Labels most sought after by the operators, according to Topping, in the Latin group are Peerless, Seco, Ideal, Tico and Falcon, while Polydor and Balkan provide the biggest share of the European favorites. Of the domestic labels, RCA Victor's large catalog of German, Polish, Italian and Greek numbers leads the race, Topping said.

Miami Hikes Juke, Game Permits 50% Effective October 1

\$250 Master License Untouched; Omit Proposed \$25 Transfer Fee

By ALBERT E. DENNY

MIAMI, Aug. 7.—The Miami City Commission Wednesday (4) increased the annual license fee for juke boxes, pin games and other coin-operated amusement machines by 50 per cent.

The boost from \$12.50 to \$18.75 per machine was a compromise suggested by City Commissioner

H. Leslie Quigg. A fee of \$25 for each machine had been proposed by Mayor Abe Aronovitz and approved on first reading by the City Commission Wednesday (21). (The Billboard, July 31.)

The \$250 annual occupational (master) license fee was left undisturbed in the new legislation, which will become law October 1, the start of Miami's new license year.

Today's final version of the July 21 ordinance omitted a provision to levy an additional \$25 fee for transferring a license from one location to another. This clause died when the commissioners agreed that new

(Continued on page 82)

Westchester Op Assn. to Meet September 20

WHITE PLAINS, N. Y., Aug. 7.—Newly elected officers of the Westchester Operators' Guild, Inc., will conduct their first general meeting here September 20 in the American Legion Hall, Seymour Pollak, association secretary, announced.

Officers elected at the last meeting were Carl Pavesi, president; Max Klein, vice-president; Seymour Pollak, secretary, and Louis Tartaglia, treasurer. Appointed to the board of directors were James A. Smith, Nathan Kadish, Edward Goldberg and Harold Rosenberg.

Expected to highlight the event will be a report on the MOA executive meeting held in Chicago July 25-28.

MOA Activities To Spark Neb. Op Assn. Meet

OMAHA, Aug. 7.—A report on the Music Operators of America executive meeting in Chicago last week will spark the next get-together of the Nebraska Automatic Phonograph Operators' Association, Inc. Howard Ellis, secretary-treasurer, announced.

In addition, Ellis said, the association, in its fight against juvenile delinquency, would donate a juke box to the local Scottsbluff YMCA youth center.

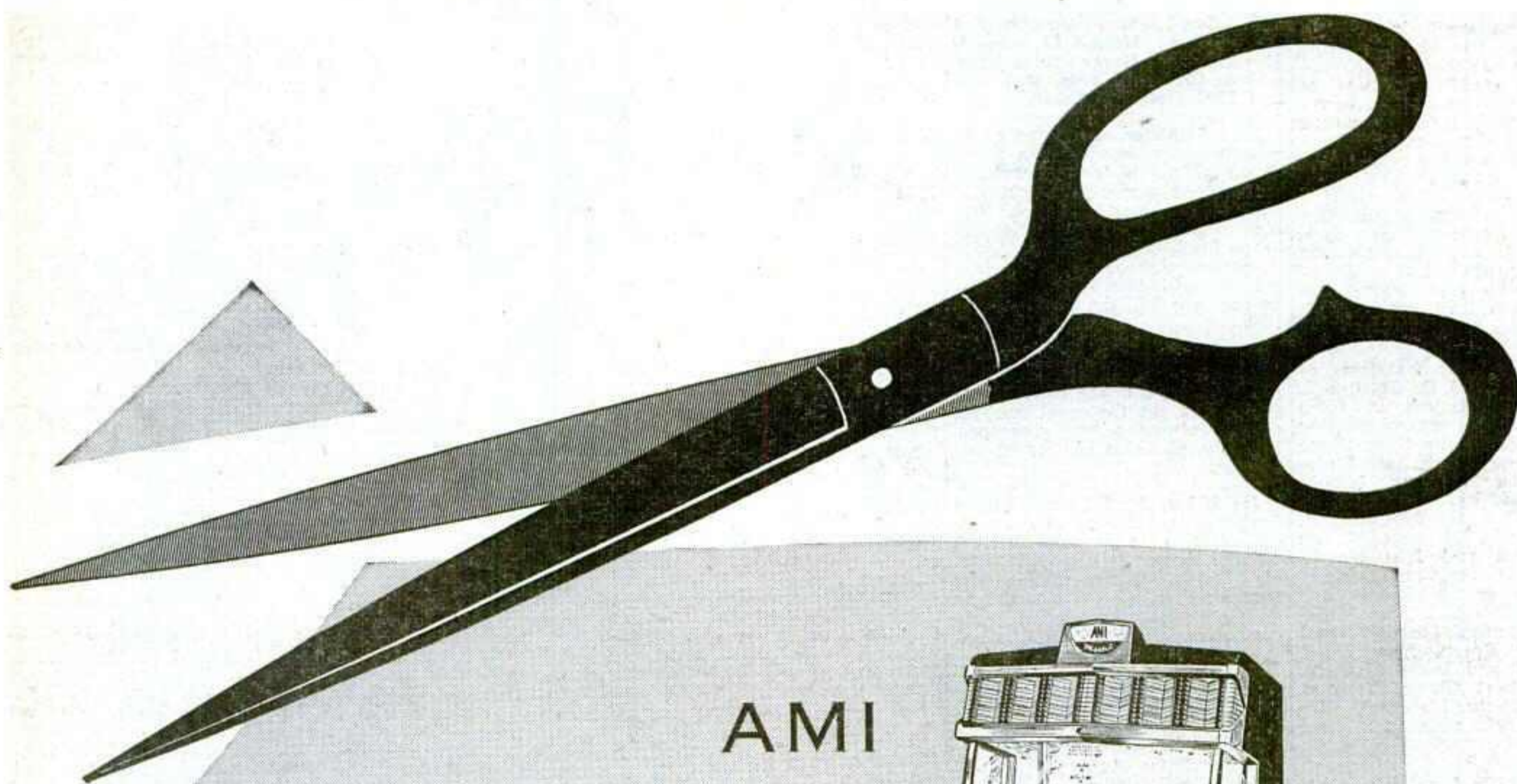
Scheduled in Scottsbluff, Neb., the meeting will be held in the Hotel Lincoln September 11-12, getting under way early Saturday morning. Host for the event is George Milburn, Scottsbluff operator.

Draco Remodels Juke Showroom

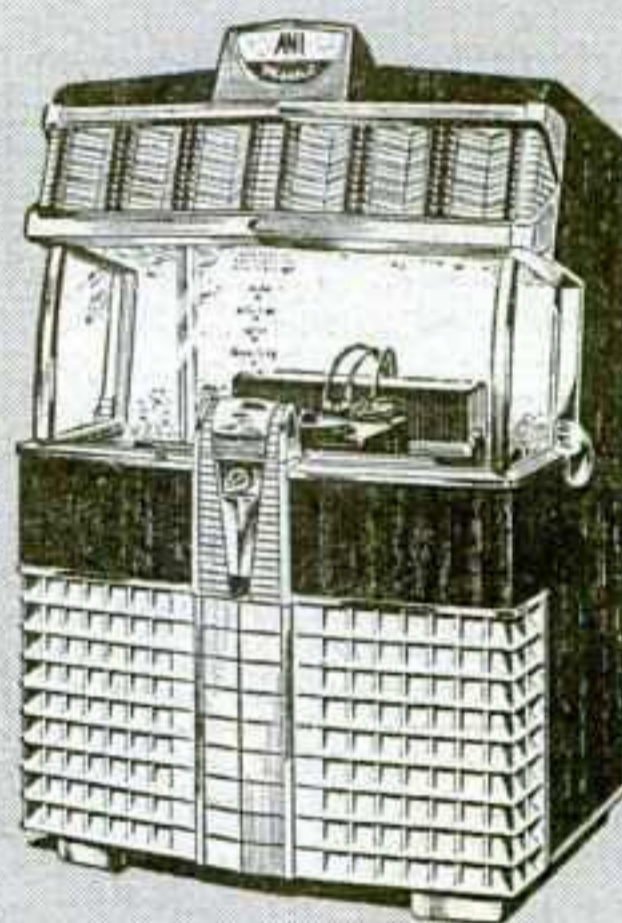
DENVER, Aug. 7.—Draco Sales Company, Wurlitzer distributors, this week completed an extensive showroom remodeling program.

Howard Holt and Mike Savio, who head the firm, said that the new showroom features a service counter, lounge, and easy access to the general offices.

Then added that they were confident that operators would find the new layout both convenient and a time-saver when conducting business.



AMI
HELPS YOU
CUT CORNERS



BY reducing overhead, service calls, saving your time and the time of your hired help.

BY delivering maximum operating hours with biggest intake.

BY winning instant approval of new locations to whom you submit the "E."

BY staying in all locations for long runs, always remaining new looking, fresh, young.

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

SEEBURG, ROCK-A SHOW NEW MODELS ...

Distribution showings held the limelight this week in Chicago as both Rock-Ola Manufacturing Corporation and the J. P. Seeburg Corporation held showings of new juke boxes. Distributors from all parts of the nation attended the showings. (See separate stories in Music section.)

Recorded Music Association heads, Phil Levin and Ray Cunniff, are planning an association get-together after Labor Day—probably a banquet. Phil Levin is once again back on the golf links after his recent illness.

Among the representatives of the more than 20 D. Gottlieb & Company distributors in town this week for a company meeting and a dinner at the Chez Paree were Joe and Frank Ash, Philadelphia; Joe Mangone, Miami; Hymie Zorinsky, Omaha; Bill Miller and Tony Sanders, Detroit; Irving Morris, Newark N. J.; Ben Axelrod and Lou Morris, St. Louis; Art Terlman, Hartford, Conn.; Parker Henderson and Bob Goad, Memphis; Leo Weinberger, Cincinnati; Meyer Parkoff and Harry Rosen, New York; Dave Bond and Irwin Margold, Boston; Albert Clavir, Toronto, and Jean Coufu, Montreal. (See separate story in amusement game section.)

Ralph Sheffield, sales manager at Genco Manufacturing & Sales Company, leaves Sunday (8) for a two-week business trip on the West Coast. Visitors at Genco this week included Harold Liberman, Minneapolis; Eli Ross, Miami; Ted Bush, Miami; Lou Wolcher, San Francisco; Charley Smith, Los Angeles, and Sam London, Milwaukee.

Visitors at Chicago Coin were representatives of S. H. Lynch & Company, Texas distributors, and branch managers from Houston, Dallas and San Antonio. Ed Levin, Chicago Coin director of sales, reported other guests included Irv Blumenfeld, Baltimore; Ben Lazar, Pittsburgh; Ted Bush, Miami; Harold Lieberman, Minneapolis; Harry Silverberg, Kansas City; Bill Betz, St. Louis, and Phil Moss, Des Moines.

Fred Sheckler, who used to do coin machine servicing in Palm Beach, Fla., is now servicing amusement games at Riverview Amusement Park, Chicago. The big number of Arcade games keeps Fred jumping. He's Tekip, Riverview Arcade manager, is a collector of Indian head pennies—he has over 600, the oldest dating 1860.

Bob Bear, one of the operators of Fun City, Randolph Street Arcade, says that the many women visitors get the most fun out of the fortune telling machines. Fun City pulled a big crowd last weekend.

Joe Kline, First Coin Machine Exchange, is taking a long-awaited vacation in Wisconsin—he'll spend a couple weeks there with his family. Wally Finke and Sam Kolberg, meanwhile, will be taking care of amusement game customers.

Twin Cities

Communications to:
Jack Weinberg
HYland 2896

Mercury Sales Mgr. Meets With Distribs ...

Johnny Sippel, of Los Angeles, district sales manager for Mercury records Western Division, spent the week in Minneapolis conferring with Amos and Danny Heilicher, Mercury distribs. Johnny also visited around at some of the retail outlets and other stops where his Mercury platters are in demand. He ex-

pressed thanks to dealers in this area for pushing Mercury's "Sh-Boom" and "Little Shoemaker" disks into the No. 1-2 spots on The Billboard's Territorial best-sellers from Minneapolis-St. Paul.

Harold Lieberman, of Lieberman Music Company, Minneapolis, spent several days in Chicago on business. During his absence the place was in the good hands of Lew Ruben, Sid Levin (just back from his annual vacation) and Matt Engel, who combined to say business was good. They reported that operator interest in the new Magnecord, distributed in this area by Lieberman, bordered on the enthusiastic side.

Arnold Golden, of Sandler Distributing Company, Minneapolis, limped back home from a week-long trek into the Dakotas, going as far west as Deadwood. His "limping" was due to the fact he hit those two States just when they were going thru one of the worst heat waves in some time and Arnie was all but gasping for breath. While he was away, Golden's chores were tended by the boss himself, Irv Sandler, who came in from company headquarters in Des Moines.

Gerald Olson, of Soule Vending Company, Minneapolis, is on his first vacation in years, a combination fishing-sleeping jaunt into Northern Minnesota, while his two sons-in-law are taking care of the route back home.

Pete Wornson, of Mankato, Minn., was too busy to come to the Twin Cities so he used the telephone Wednesday to call this market and order several games sent up for his expanding route activities.

Mel Cardinal at Lew Bonn Company reports music machine operators are buying heavily of Label X "Mood Indigo" by the Norman Petty Trio, M-G-M "I'm Satisfied With You" by Hank

Williams, and Label X "True Love and Tender Care" by Roberta Lee.

George Atoll, of Zenit's Sales Company, Duluth, was in the Twin Cities this week buying, among other things for his route, records for his music machines.

Clara Rodie, secretary at Sandler Distributing Company, is spending her vacation in Sweden at Swedish Hospital, Minneapolis, where her young son, Freddie, is confined with eye trouble.

Tom Prenevost, assistant manager at Forster Distributing Company, Columbia jobbers, says operators are hot for "Hottentot" by Peggy King and "Hey, There" by Rosemary Clooney.

The Paul Whiteman re-issue of "Whispering" on Coral, Teresa Brewer's "Danger Signs" on the same label and "Skokiaana" on London are fast-moving numbers among coinmen at Lieberman Music Company, according to word left by Herb Sandel before he drove to North Dakota on business early this week.

Shoppers in this market recently were Wally Huffman, of White Bear Lake, Minn., who is expanding his operations; Dick Henderson, of Willmar, Minn., in for repairs; Leon Hennessy, of Rochester, Minn.; L. I. Harris, Enderlin, N. D., and Elgin McDaniel, Wadena, Minn.

Detroit

Communications to:
Hal Reves
Woodward 2-1100

Catering Service Operates Venders ...

Jack Orlando, who operates an extensive industrial catering service in the East Side factory district at 14315 Kercheval Avenue, is establishing the AAA Vending Company to operate a vending machine service in the same field. He is now operating ice cream and cigarette machines, and may add others later, using the catering depot as his headquarters.

Tony Sanders, manager of Miller-Newmark Distributing Company, AMI distributor, is away for a short vacation.

The Michigan Confection Cabinet Corporation is incorporating with a capitalization of 500 shares of no par value common stock. Maurice M. Perlman is resident agent.

Tony Siracuse, of the Circle Music Company, has headed north with brother James, a leader in the recording industry, to do some work on their summer cottage in the Upper Peninsula.

James Rothis, of the Rothis Music Company, has returned from a vacation in Northern Michigan.

Irving Moss, of Mcss Music, who was hospitalized for several weeks, has returned to his home and is now convalescing satisfactorily. He is expected back on the job in a few weeks, with Harry Rich in charge of operations in his absence.

Christopher Christ, formerly in business with his father, is starting a cigarette vending route, being operated as the K & C Vending Machines on the East Side. While the route is at present small, he is planning steady expansion.

Los Angeles

Communications to:
Joel Friedman
Hollywood 9-5831

Spencer to Retire; Sells Arcade Biz. ...

Jack Spencer, veteran operator at Big Bear Lake, is scheduled to retire from the coin machine business shortly. Jack has sold his Arcade, and will dispose of his music and games route soon.

Kank Tronick, Minthorne Music Company, relaxing at Lake

Tahoe during his vacation, while Ed Wisler holds the fort.

Paul Laymon, president of Paul Laymon Company, returned from Dallas, where he participated in the Wurlitzer Western distributors' meetings.

Frank Biro Jr., bulk merchandise vendor, flew to Detroit to pick up a new car. Ed Wilkes, Paul Laymon Company, tossed a birthday party at the Laymon offices for his son Tommy last week. Fred Shuey and Hal Bowen returned from a three-day trip to Catalina, where they participated in a Shriner's fete.

Pete Theiland, Glendale operator, back from a short trip up North. Al Zabolski, Gardena, fully recovered from a recent operation. Lyn Brown, Lyn Brown Co., reports a surge of interest in the Exhibit gun.

Operators in town this week included Ben Spadlin, Phoenix, Ariz.; Del Burn, Fresno; Carl Thompson, Delano; Lloyd Barrett, Pomona; George Regas, San Diego, and Ken Arnold, Barstow.

Denver

Communications to:
Robert A. Latimer
PEARL 3-0090

Sky Line Music New Op Company ...

Johnny Knight, formerly a partner in Midwest Music Company, has resigned to form his own operating agency; Sky Line Music Company in suburban Lakewood. Midwest Music Company will continue to operate under the aegis of G. Doyle and Leighton G. Wyscaver.

Mike Savio, sales manager at Draco Sales Company, Wurlitzer distributors of Denver, left July 15 for a series of special meetings with Wurlitzer executives in Chicago.

J. M. Meritt, formerly with Border Novelty Company, of Albuquerque, N. M., has joined the staff of Draco Sales Company here as a salesman.

Miami

Communications to:
Al Denny
83-3896

Pins to Peru Popular Export ...

Peru has blossomed out in the past six months as a good country for pin games, reports Ken Willis, export manager at Bush Distributing Company. Five balls are especially popular in this South American country where retail establishments can operate around the clock. The games, added Willis, operate on one-half a sole, which, the equivalent to about 2½ cents in American money, actually represents about a dime in Peruvian purchasing power.

Music operator Sam Issenberg left for a New England vacation. Issenberg is a former ball game and stamp machine operator who later turned to music and games.

Also on the vacation list is Doris Shapiro, secretary at the AMOA business office. Pinch-hitting for her is Patricia Hamill.

Back at his desk after a four-week hiatus in up-State New York is Arnold (Mike) Michaelson, general manager at Capitol Vending Company.

Phil Zimand, for several years associated in the coin machine business with his brother Harry, Acme Music and Vending, has just purchased his own drugstore and invites his many coinmen friends to drop by. It's called Cameo Drugs, Washington Avenue and Espanola Way, Miami Beach. Phil was a registered pharmacist in New York years ago but until recently had not followed his profession in Florida.

Over at Bush Distributing Com-
(Continued on page 83)

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

• NATIONAL HEALTH CODE for vending machines is being drafted by the U. S. Public Health Service and National Automatic Merchandising Associations. Has far-reaching effects on operators of bulk and drink venders. (Page 79, The Billboard, August 7.)

• COMMERCIALS ON JUKE BOXES may be vogue if a program outlined by Rodney Pantages and approved by Music Operators of America's executive committee gets going. (Page 73, The Billboard, August 7.)

• INDIVIDUAL MUSIC OPERATORS can now join Music Operators of America and vote on that group's decisions. Cost: \$25 a year. (Page 73, The Billboard, August 7.)

• COIN MACHINE EXPORTS hit an all-time high in April—\$1.5 million worth were shipped overseas. Biggest customer: West Germany. (Page 83, The Billboard, August 7.)

• SEEBURG DISTRIBUTORS called to Chicago for a meeting—always the tip-off in the music machine business that a new model is in the offing. (Page 73, The Billboard, August 7.)

IF YOU MISSED READING THE AUGUST 7 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New



A Continuing Story of Leadership in Action

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

MAFIA TAKING OVER ASCAP. Anyway, that's what Columnist Lee Mortimer claims (Music department).

NEW 45 CHANGER. Grayline's new automatic record changer is stirring up trade interest (Music department).

And many other informative news stories, as well as the Honor Roll of Hits and pop charts.

**NEW FULL
HIGH FIDELITY
SOUND**

**Takes the Mask
Off the Music**



**and Tempts
the Ear with
Live Performance
Realism... and it's
Ear-Appeal
that Promotes
Continuous Play**

**WURLITZER
HIGH FIDELITY SOUND
SYSTEM OFFERS**



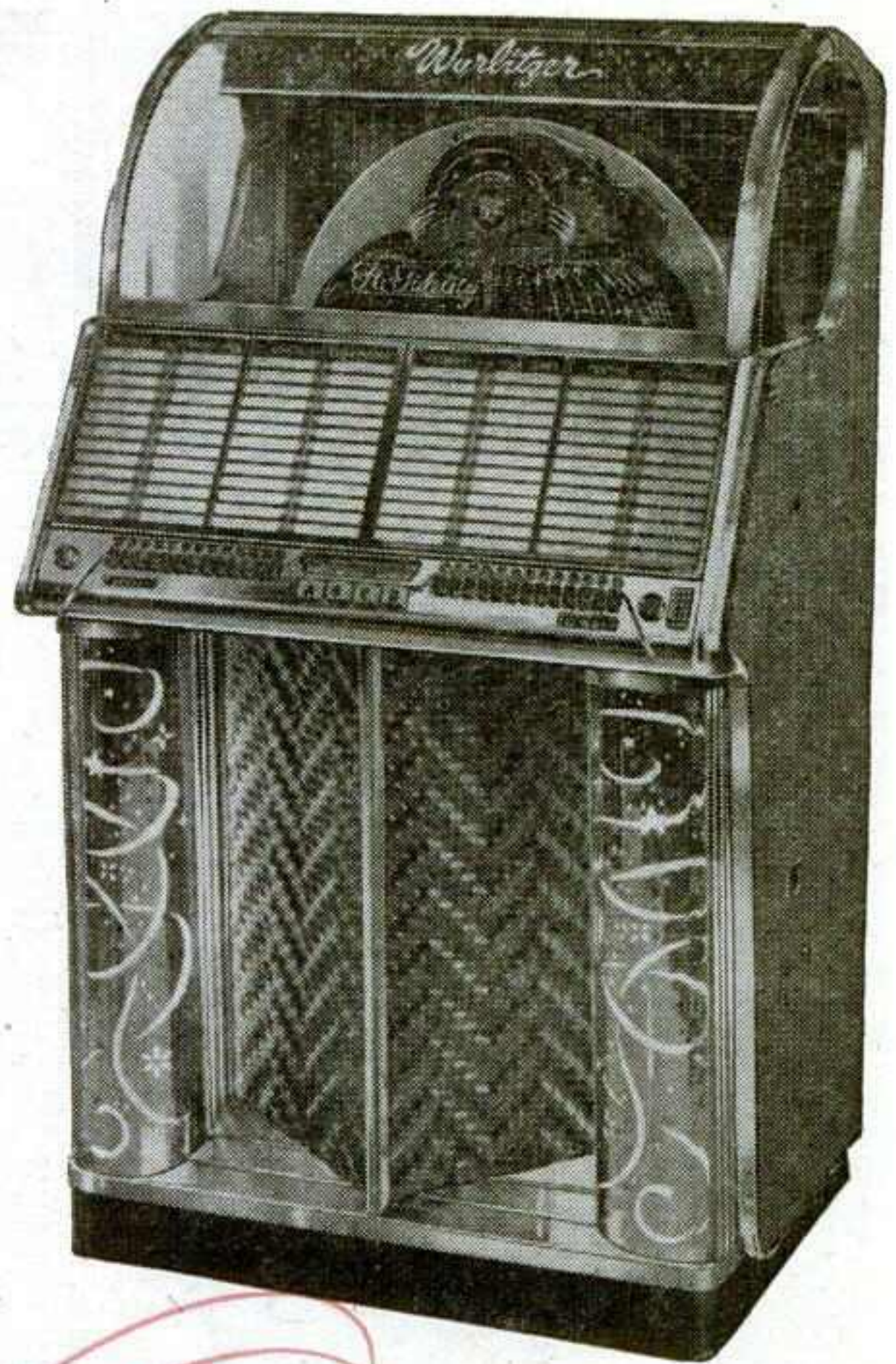
15-INCH
WOOFER



6-INCH
TWEETER

MORE speaker capacity than any other coin operated phonograph.

PLUS Wurlitzer's exclusive Zenith Cobra Stylus and built-in volume level control.



**ONLY THE FABULOUS
HIGH FIDELITY**

Wurlitzer **1700HF**

**OFFERS YOU ALL THESE
MONEY-MAKING FEATURES**

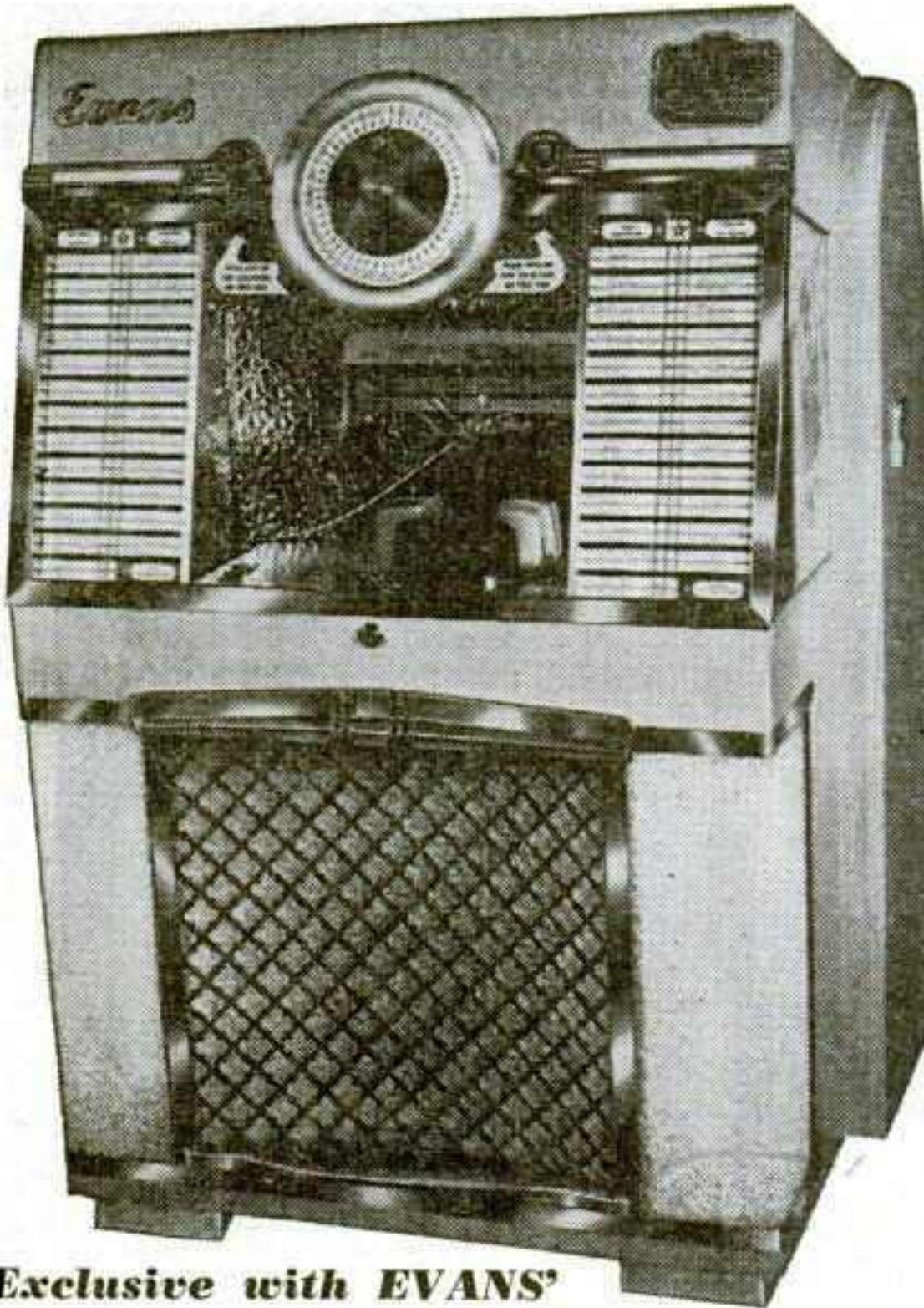
- NEW** — ALL New — Phonograph
- NEW** Carousel Record Changer
- NEW** Gorgeous Cabinet Design
- NEW** Ultra Simplified Mechanism
- NEW** Full High Fidelity Sound
- NEW** Color Styled Selector Panel
- NEW** Size for all Locations
- NEW** Lighter Weight—308 Pounds
- NEW** Increased Earning Power

**SEE IT, HEAR IT and BUY IT
at your
WURLITZER DISTRIBUTOR**

The Rudolph Wurlitzer Company • North Tonawanda, New York
Established 1856

NEW—ALL THE WAY THRU! EVANS' HOLIDAY

100 SELECTION • 45 RPM



Exclusive with EVANS'

PANORAMIC SOUND DISTRIBUTION!

A new scientific method of diffusing sound waves! Every nuance of sound is faithfully reproduced thru the entire tone range. Sound waves emanate from the full width of the cabinet, completely unhampered . . . projected in all directions to permeate the room in clear, rich tones. Only Panoramic Sound Distribution assures true Hi-Fidelity reproduction!

**ON DISPLAY AT YOUR
EVANS DISTRIBUTOR!**

OPERATORS: IF NO DISTRIBUTOR IN YOUR TERRITORY, WRITE TO FACTORY DIRECT FOR COMPLETE DETAILS.

H. C. EVANS & CO. 1556 W. CARROLL AVENUE
CHICAGO 7, ILLINOIS

**YOUR AMERICAN RED CROSS IS ALWAYS THERE
AFTER TRAGEDY STRIKES**

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. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

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.

(Cards per Week)	(Cost for 3 months)	(Cards per Week)	(Cost for 3 months)
20 (400 strips)	\$ 9.00	70 (1400 strips)	\$29.00
30 (600 strips)	13.00	80 (1600 strips)	33.00
40 (800 strips)	17.00	90 (1800 strips)	36.00
50 (1000 strips)	21.00	100 (2000 strips)	39.00
60 (1200 strips)	25.00		

NOT GUILTY VERDICT

Jury Rules in Det. Juke Union Trial

DETROIT, Aug. 7.—A verdict of not guilty for the six defendants in the Detroit juke box union conspiracy trial was rendered late last night by the jury that had retired that afternoon for deliberations.

The trial of William E. Bufalino,

president of Local 985 of the Teamsters Union, AFL, and five other defendants charged with extortion and conspiracy to monopolize the local juke box business, ended its 11th week of testimony Friday.

Recorder's Judge Joseph A. Gillis instructed the jury that the defendants could be found guilty on any or all counts, or could be found innocent. He said that the jury was not bound in any way by his opinions thruout the trial.

The defendants were charged on five counts:

1. Conspiracy to extort.
2. Extortion.
3. Obtaining money under false pretenses.
4. Conspiracy to interfere in the peaceful pursuit of the juke box operators vocation.
5. Conspiracy to force persons into joining the labor organization.

Other defendants in addition to Bufalino are Lawrence Welch, business agent of the union; Leonard Monteleone, Cecil Watts, Charles J. Morgan, and Herman Prujanski.

NEW IDEA

Denver Distrib Ups Disk Sales With Juke Box

DENVER, Aug. 7. — Howard Holt, head of Draco Sales Company, Wurlitzer outlet, came up with a new juke box good-will program last week when he joined forces with a local record distributor.

Holt, hearing that Boyd Distributing Company, a major appliance and electrical wholesaler in this area, was expanding its record department with aggressive demonstrations of high fidelity records, made arrangements with Joe Konis, head of Boyd's music department, to place a new high fidelity juke box in the store for record demonstrations.

The phonograph was delivered to coincide with a convention of local dealers, and, according to Konis, it stole the show from all the other high fidelity equipment. He added that the juke box, in addition to stirring interest among buyers, saved time and boosted sales above expectations.

NY Ops to Hold Banquet at W-A

NEW YORK, Aug. 7.—The 17th Annual Banquet of the Music Operators of New York, Inc., will be held October 17 in the Grand Ballroom of the Waldorf-Astoria Hotel.

Nash Gordon, MONY executive, said that a committee to run the affair will be picked and that a name band will provide the music. The organization expects to sell 1,000 tickets, slightly more than last year when the affair was at the Commodore Hotel.

Recording talent and the emcee will not be announced until just before the banquet.

Magnecord Adds Distribs

Continued from page 72

console cabinet which has twin glass doors which display the 14-inch tape reels.

The Reproducer and amplifier list to operators at \$999, Roberts said, but the company gives each purchaser three reels of tape to use for a 12-month period.

A special timing device, called the Program Master, is available as optional equipment for \$75. The program master automatically turns the tape player off and on for any desired intervals.

Each of the 14-inch reels of tape provides eight hours of continuous music and contains 160 separate tunes recorded by RCA under the direction of Ben Selvin. Special tapes are being prepared for entertainment spots (cocktail lounges, restaurants and the like); industrial plants, office buildings and stores, and for churches and mortuaries.

Roberts said that RCA has now completed nine tapes for entertainment locations and 10 for industrial installations—a total of 2,560 tunes. Roberts said RCA is completing new tapes each week and the tapes are being "printed" (duplicate copies made) at a number of plants around the country.

Eight-inch high fidelity speakers, produced by Magnecord, are being offered at \$40 list price to operators, altho Roberts indicated the company was not pushing its speaker line at this time. Any

high fidelity speaker can be used with the music reproducer.

Roberts said that Magnecord has now sampled all the distributors it has signed to date and has an inventory of tape players, amplifiers and auxiliary equipment so that it can make immediate delivery to its distributors' customers.

Distributors, who handle the Magnecord line and the RCA tape library, will move the equipment into locations in various ways: Sell the tape player outright to the outlet in which it is installed, then provide tapes and service on a flat monthly rental basis; sell to music operators who re-sell to locations and provide tape and service, or either the distributor or operator can install the equipment at no cost to the location, collecting a higher monthly fee for the equipment, tape and service.

Tape will be leased to operators and to locations at varying prices, depending on the type of location and the number of speakers in any given installation, Roberts said. Industrial plants, for example, will pay a monthly lease charge for the tapes based on both the number of workers they employ and on the number of speakers. Restaurants and cocktail lounges will pay a monthly fee based on their seating capacities. Hotel rates will be determined by the number of rooms serviced.

LOCAL GROUPS

Continued from page 72

iator and public relations counselor of UMO, no formal action toward dissolution of the existing associations was discussed.

A second meeting of the UMO has been set for Monday (9) at the Fort Wayne Hotel. Recognition already accorded the new group was indicated by the offer made by James Drennan, hotel manager, to provide the meeting room without charge during the association's reorganization moves.

Phone Campaign
To insure a large turnout at the next gathering, a telephone campaign was undertaken by active supporters.

Announcement of the committee on organization, in addition to the temporary officers reported last week, shows that most of the major segments or factions within the industry are represented:

Louis Fisher, Fisher Music Company, chairman; Carl Angott, Angott Sales Company; Frank Antaya, AA Phonograph Service; William M. Campbell, Campbell Music; Jack Chaskin, Shamrock Music; James Dunn, Dunn Music; Fred Grinoli; James M. Jeffrey, Jeff's Music; Vince Meli, Melitone Music; Frank McNichols, Brilliant Music Company; John Meurer; R. Pinkston, Pinkston Music; Jim Rothis, Rothis Music; Martin Rice, Rice Music; Harry Rich, Moss Music; Sam Sapienza, Eagle Music; Frank Stankiewicz, Ace Music; Pete Tocco, Pee Dee Music, and Everett Watson, Ray Music Company.

In addition to the fee paid Magnecord for the use of the tape, distributors and operators will also pay the copyright societies (ASCAP and BMI). It is understood the deal with ASCAP will give that group \$6 per month per outlet or 6 per cent of the gross monthly rental, whichever is the greater figure. The BMI fee is considerably lower. The rental paid Magnecord includes the percentage which that company in turn pays RCA. Magnecord will act also as collecting agent for the licensing societies, according to Roberts.

Magnecord also announced this week that it had developed a device which delivers commercials automatically. The commercials are played on a separate tape unit which is both a reproducer and a recorder. An automatic device shuts off the Continuous Music Reproducer at any desired interval, but only when the tune it is playing is completed. Then the spot commercial or announcement is made. Once the commercial or announcement is completed, the Continuous Music Reproducer automatically resumes the musical program.

Since this feature of the machine also provides for recordings, retail stores or factories can record messages which can be immediately played back. The device can likewise be hooked up with a microphone to act as a paging system.

This commercial attachment will be offered later as optional equipment. Magnecord has not yet announced what the attachment will cost.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Aug. 7	Issue of July 31	Issue of July 24	Issue of July 17
AMI				
Model A.....				\$155.00
Model C.....			\$235.00	235.00 275.00
Model D-40.....		\$349.50		
Model D-80.....		409.50	495.00	475.00 495.00
MILLS				
Constellation	\$95.00			
ROCK-OLA				
1422	79.00 95.00	95.00	89.00 95.00	89.00 95.00
1426			109.00	109.00 130.00
1428	175.00	175.00	175.00	175.00(2)
1434	365.00	375.00	375.00	375.00
1436 Fireball 45 RPM.....	395.00	395.00	395.00 475.00	395.00 445.00 475.00
SEEBURG				
46				95.00
47				130.00
48				175.00
M 100 A (78 RPM).....	439.50			375.00 495.00
M-100-B	545.00 595.00	545.00 595.00	545.00 595.00	545.00 595.00
M-100-C		725.00	725.00	695.00 725.00
146	95.00	95.00	95.00	99.00
H 146 Hideaway.....			75.00	75.00
147			129.00	129.00
H 148 Hideaway.....			95.00	95.00
148	165.00	165.00	175.00	
148 M.....			189.00	189.00
148 ML.....			199.00	199.00
WURLITZER				
1015	75.00 115.00			69.50 130.00
1080			99.00	99.00
1100	225.00	225.00	225.00	225.00
1250	265.00 285.00	265.00	265.00	265.00 295.00
1400	465.00(2)			445.00

L. A. OPS FIND

Continued from page 72
 affiliation with CMMA is the answer to their problem of combatting unfair taxation. They also are confident that the move will increase the stature of the local industry and afford better operator-location conditions.

Walter Hemple, president of the local group, said, "We have already launched a public relations campaign and started a record survey which will give the operators closer relations with the record companies and artists. COMO was successful to an extent in doing this and the CMMA is expanding that policy. In addition, several parties are planned so that the operators may meet and discuss each others problems."

"An effective association will also result in better service to locations. Already a friendly feeling is showing itself in operators helping one another with parts and equipment, and there is a helpful spirit with operators taking service calls when the owner of a particular machine is unable to do so."

Sees Success

Al Cohn, Trico Music, a progressive operator, added that in his opinion, the association would succeed because "it is something that we need. The fact that the operators joined other associations which did not work, shows the desire of the group to work together." He said, "I believe this is my third association membership. We needed a good one and now we have it."

Ben Korte, a veteran operator of over 20 years and owner of Crest Amusement, declared, "CMMA is the best association deal that has ever been presented to the local operators and for that reason it is succeeding. If the association will take care of trade problems, the others will solve themselves."

Merle Holmes, also a veteran operator and one of the largest in the Glendale area, is also backing the group to the utmost. He said "CMMA is working for the good of the industry. I have told operators, to whom I have spoken about membership, that if they expect personal favoritism, they are better off not to join. I know the association is promoting the industry in the right direction, creating good

Juke Exports To Switzerland Hurt by Tariff

BERNE, Switzerland, Aug. 7.—The recently enacted higher U. S. tariff rate on Swiss watches probably won't help the bustling export business currently being transacted between U. S. juke box manufacturers and Swiss operators and distributors. The feeling here is that the higher tariff is a two-edged sword, cutting into both the Swiss watch export and the U. S. juke box import business.

Swiss operators reason that the higher tariff on watches means less U. S. dollars coming into their country, dollars that would be used for the purchase of U. S. music machines.

According to A. J. Girardy, executive of the Swiss operating firm, Padorex, there are 800 U. S. juke boxes in the country.

The agreement between AMI and the Jensen Corporation, Copenhagen, Denmark, has speeded up delivery of AMI boxes here.

ROCK-OLA

Continued from page 72
 Distributing Company, Atlanta; Mr. and Mrs. Eli Ross, Ross Distributing Company, Jacksonville, Fla.; Earl Montgomery and Alan Dixon, of S & M Sales Company, Inc., Memphis; Dave Stern and Ed Adams, Seacoast Distributors, Inc., New York; Dan Stewart, Dan Stewart, Inc., Salt Lake City; Dan Wertz, Wertz Music Supply Company, Richmond, Va., and Len Micon, World Wide Distributors, Inc., Chicago.

Jack Mulligan, Dixon Distributing Company, Youngstown, O., and Harry Snodgrass, Border Sunshine Novelty, Albuquerque, N. M., viewed the new model the week before, following a meeting of MOA officials here in Chicago.

will, and actually accomplishing something worthwhile. Under these conditions, the group is certainly succeeding."

H IS FOR HOTELS



Today there are **76,900*** hotels... prime prospects for you and

AMERICA'S

MUSIC

UTILITY

In the main dining room...in the coffee shop...in the lobby, garage, guest rooms, recreation rooms...or even in the service areas... throughout any hotel, from the smallest to the largest, from the most modest to the most luxurious, Background Music can play many useful roles.

But to be a true utility, Background Music must meet three conditions:

First, Background Music must be flexible enough to be played *right on location*. Magnecord's "Packaged" Background Music Service is the *only* service which delivers RCA Planned Music right on location, regardless of where that location is:

Second, Background Music must be of the *right calibre*. Magnecord's "Packaged" Background Music Service is the *only* service that offers you and your subscribers RCA Planned Music... music selected, blended and programmed under the personal supervision of Ben Selvin, Manager of Artists and Repertoire for Custom Record Department, RCA Victor Record Division. This guarantees music that is psychologically correct and professionally right.

Third, Background Music must be reproduced with true fidelity. Magnecord's "Packaged" Background Music Service is the *only* service that utilizes *both* magnetic tape reels *and* Magnecord's own, specially-engineered, continuous magnetic tape playback. This guarantees better quality and truer tone than ever before available in any other background music service!

That's why we call Magnecord's "Packaged" Background Music Service America's MUSIC Utility. Whether you offer this service to hotels or motels, retail shops or department stores, offices or factories, showrooms or salesrooms, or any other location, public or private, large or small, you'll find America's MUSIC Utility is so easy to sell, so easy to operate, so easy to make money with...7 days a week, 52 weeks a year, for the rest of your business lifetime.

* ONE MORE EXAMPLE OF THE UNLIMITED PROSPECTS FOR

MAGNECORD

High Fidelity Continuous Reproducer

and

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NAMA, U. S. Health Service Push Plans For Sanitation Code

PHS to Study Vender Sanitation Problems, Examine Mach. Designs

WASHINGTON, Aug. 7.—Officials of the National Automatic Merchandising Association and the U. S. Public Health Service agreed at a meeting here Thursday (5) to push plans for setting up a model sanitation code to cover all types of food and beverage vending machines (The Billboard, August 7).

Stuart Lyon, Lyon Industries, New York, chairman of NAMA's Sanitation Standards Committee, emphasized the plans so far are exploratory, but said PHS staffers will soon launch a study of sanitation problems affecting vending machines and that the two groups will hold another meeting to work out detailed plans "in about two months." That would place the meeting in October, possibly around the time NAMA will be

holding its 1954 convention in Washington.

The studies to be carried out by the PHS staff prior to the next meeting of the two groups will involve examination of vending machine designs and a review of various vending machine operations, according to John Faulkner, chief of PHS's milk and food sanitation department. These studies, he said, are the first step in determining what sanitary problems, if any, are faced by vending machines, and will serve to point the way to further development of the model sanitation code.

Under present preliminary plans, NAMA's Sanitation Standards Committee will serve in an advisory capacity while the model sanitation code is being developed. (Continued on page 85)

Bulk of NCWA Firms Supply Vending Trade

NEW YORK, Aug. 7.—More than half of the 92 exhibitors at the annual convention of the National Candy Wholesalers' Association (see separate stories) are connected with the vending industry as suppliers, with National Vendors, Inc., St. Louis, the only vending machine manufacturer at the show.

Candy, gum and soft drink firms and their representatives selling to the vending trade included the following (all are candy firms except where noted):

R. L. Albert & Son, Inc., R. L. Albert, S. J. Albert, Morris Mendelsohn, Sidney Singer, Martin Grossman, C. P. Tucker, E. E. Bashor and Lawrence Albert; American Chicle Co., gum, L. H. Smiley and E. A. Lowndes; Beech-Nut Packing Co., gum, W. H. Maichle and Ralph L. Harding; Paul F. Beich Co., Harold E. Walsh, Paul M. Beich and R. H. Rodman.

Blumenthal Bros. Chocolate

Co., Joseph Blumenthal, Edward Berg, Jesse Sternberger and Joseph Lindauer; Bowman Gum Division, Haelan Laboratories, Inc., L. P. Kamber, R. E. Werhane and Charlie Wrightson; Boyer Bros., Inc., cookies, candy and ice cream, W. E. Boyer and R. J. Boyer; Brock Candy Co., W. B. Riley, H. V. Scott, Harold Agger and S. J. Oram.

Bunte Bros. Chase Candy Co., W. A. Yantis, W. H. Kelly, T. N. Page, L. Slaton and A. Citrin; Cadbury-Fry (Export) Ltd., W. B. Macpherson, C. J. Boles Jr., David Balk, S. Fisher and William Ogilvy; Cantrell & Cochrane Corp., canned carbonated drinks, G. T. Herald, L. F. Almy, John Boudreau and M. V. Odquist; Charms Co., C. E. Reid, C. E. Bennett, J. Devine, W. Dopp and R. Pear-sall.

Chunky Chocolate Corp., Jeff Jaffee, Alex Abrahamson and Al (Continued on page 80)

NAMA MOVIE

Herb Shriner To Head Star Cast in Film

CHICAGO, Aug. 7.—The National Automatic Merchandising Association public relations movie will boast a cast that would turn any TV producer green with envy. Herb Shriner, Dennis James, Polly Bergen, Charles Farrell and Gale Storm are TV celebrities so far scheduled to appear in the 25-minute color film that will tell the story of the automatic selling industry.

The 102-scene motion picture, produced by Sarra, Inc., will be (Continued on page 85)

Cup Units Do 3d Dr. Pepper Fount. Sales

DALLAS, Aug. 7.—The new low-cost cup vender introduced by the Dr. Pepper Company last year now accounts for almost one-third of the firm's total fountain division sales, W. W. Clements, vice-president and general manager, revealed Wednesday (4).

In his year-end report on the cup unit, Clements stated that "the machine is being used successfully by operators in 25 major cities where Dr. Pepper was never sold before."

"The vender has strengthened the company's position nationally as the second-ranking soft drink firm in number of vendors on location."

Dr. Pepper introduced the cup vender in April, 1953, with a no- (Continued on page 80)

ABC Sales Up, But Net Down For 6 Months

NEW YORK, Aug. 7.—A slight rise in sales, but a small decrease in net profit marked the six-month report of the ABC Vending Corporation issued this week.

For the 26-week period ended June 27, sales totaled \$23,037,677, compared with \$21,975,086 for a like period last year. Net profit was \$556,843, compared with \$576,078 a year ago.

Operating profit for the 1954 half was \$1,148,035, compared with \$1,189,372 last year. Other income was \$91,750, compared with \$73,672 last year.

Earnings per share of capital (Continued on page 81)

OP UPS \$\$

Locations Pick New Candies

DENVER, Aug. 7.—An effective means of enlisting the co-operation of location owners in promoting confection sales from both 1-cent and 5-cent machines is to "let the location owner choose the confection," according to William Storey, local vending operator.

In making his rounds, Storey carries a variety of seven or eight popular confections vended thru his machines, wrapped in waxed paper, in small white boxes, for sanitation and eye-appeal.

About once a month, or whenever a new flavor is introduced, Storey has location owners sample the new item, asking each how well he thinks it will sell. "Most people have a sweet (Continued on page 81)

NCWA Meet Hosts 3,000 Candymen

Distrib Eye Vending in New Market Quest; National Vendors Shows Multi-Purpose Unit

NEW YORK, Aug. 7.—Nearly 3,000 candy wholesalers, manufacturers, distributors and salesmen—including a growing number of wholesaler-vending operators—jammed the exhibition halls of the Commodore Hotel here for the three-day convention of the National Candy Wholesalers' Association, which ended Wednesday (4).

That automatic merchandising was more than merely a by-product of the candy meet was evidenced by the presence of National Vendors, Inc., St. Louis cigarette machine manufacturer. The National booth was manned by Tom Hungerford, merchandising director, assisted by S. T. Richart, sales engineer.

Richart said that the National 8CE, an eight-column multi-pur-

pose vender which was exhibited at the show, would be in production in four to six months.

400-Bar Capacity

The electrically operated unit can vend candy, cigarettes or merchandise (up to 400 candy bars or 800 cigarette packs in eight columns), delivering the merchandise seen thru the display glass.

The unit operates on nickel, dimes and quarters, or any combination of coins at a 5-cent price differential, with individual price settings for all columns ranging from 5 to 50 cents.

The vender is 40 inches high in the front, 45 inches high in the rear, 21 inches deep and 3 inches wide. It is finished in two-tone stainless steel, with chrome (Continued on page 85)

FILTER-TIPS BOOM

Cig-Cancer Reports Nip Op Sales 2-5%

Continued from page 1

Maywood, Ill., Chicago suburb, said that no big decline was noticed as result of the cancer headlines, but that sales dropped slightly because of plants cutting back to a 40-hour week. Most of Robot's machines are in industrial.

December Reports

Miles E. Efron, Midway Cigarette Company, St. Paul jobber and head of Associated Vendors, said that while carton sales in supermarkets and retail outlets slipped 10 per cent during the period, his cigarette machines suffered only a 4 to 5 per cent decline. And Efron believes that stems from the first stories last December rather than the recent ACS report. The December stories, Efron believes, "hook down" the cigarette business.

The Canteen Company of Minnesota, which reported a month ago a 20 per cent drop

in cigarette sales, reported that business had picked up to the point where it's almost back to normal.

Unlike other sections of the country, filter-tip sales in Minnesota have not skyrocketed, largely because of the recent price war there.

Paul Lambert, McFadden-Lambert Company, St. Paul, president of the Minnesota Tobacco Jobbers' Association, said jobbers have indicated generally a 10 per cent decline in cigarette sales. "But I don't know whether it's the cancer scare, the price war or just a natural tapering off of smoking, with cigarettes having increased in sales annually for more than 15 years," he said.

Prices Cited

Prices themselves are considered somewhat of a barrier to sales for Minnesota vending op- (Continued on page 79)

'Buy, Not Build Routes,' Tobacco Distributors Told

NEW YORK, Aug. 7.—Wholesale tobacco distributors who intend building up automatic merchandising operations were advised to buy existing routes rather than build the operation from scratch, at a recent Automatic Merchandising Conference of the National Association of Tobacco Distributors (The Billboard, July 31).

The NATD summary stated, "The price for such a going business is influenced by a variety of circumstances . . . there is no slide rule to determine the price; that, on one hand, a specific price per case of cigarettes sold weekly has been employed as a satisfactory formula."

On the other hand, the summary continued, "A figure based on depreciation value of the machine plus inventory, as well as some consideration for good will, have been frequently employed; and that experience has proven that a number of chiselers have set out to establish small vending routes in order to sell them at exorbitant prices."

50 Minimum

The consensus of the tobacco distributors was that at least 50 cigarette vendors were required for a subsidiary operation, with 100 needed for a separate operation.

Panel members agreed that a \$25 incentive payment to a distributor's salesman was reasonable payment for getting a new location, and that a cash incentive payment for a new location equal to the first six months' profit

yielded by the location was workable.

The following location commissions were advocated: 50 packs a week or less, no commission; 50 to 100 packs, 5 cents a pack; 100 to 125 packs, 1 cent a pack, and more than 125 packs, 1.5 cents a pack.

Diversification

Operators were advised to diversify, as locations want a variety of products. Wholesale tobacco distributors going into vending were told to think in terms of candy, cookies, coffee and soft drinks.

Milk, ice cream, fruit and sandwiches, they were warned, require (Continued on page 81)

Canned Drinks Draw Attention Of NCWA-ers

NEW YORK, Aug. 7.—Wholesale candy distributors at the NCWA convention (see other stories in this section) displayed interest in the Cantrell & Cochrane exhibit, with the possibility of extending their operations to include canned carbonated beverages, thru vending and retail sales.

Lowell Almy, C&C executive said that one test location, a canned drink vender, dispensing at a dime, racked up more sales than a nearby cup drink machine vending at a nickel.

He predicted, tho, that canned (Continued on page 80)

MYSTERIOUS HOARD

Vending Collection Finances \$400 Spree for Youngsters

NEWARK, N. J., Aug. 7.—When the operators of the Unit Vending Machine Company, Trenton, N. J., sent one of the firm's employees, James Rafferty, 27, to the bank with a \$3,900 deposit, little did they suspect that a portion of the cash would be used to finance the entertainment of eight boys aged 11 to 13. Rafferty was sent to the bank July 28 and hasn't been seen or heard from since.

Police got their first break here this week when the local young-

sters confounded their neighbors with a mysterious treasure hoard—they seemed to have an inexhaustible supply of quarters and dimes, spending an estimated \$400 in two days.

The under-age playboys visited an Irvington amusement park, took a cab all the way to Asbury Park, and outfitted themselves with dungarees, sportsmen's caps and Western belts with "silver" buckles.

\$1,880 In Coins

When the father of one of the boys became suspicious, the law was called in. Police learned that four of the youngsters had found \$1,880 in coins in several bags hidden in a vacant lot. The boys invited four friends to share in their good fortune.

With juvenile prudence, the boys shifted their cache to an abandoned garage, lodging one sack with \$500 in quarters between a bee's nest and a wasp's nest "to keep thieves away."

However, the bees and wasps turned out to be poor watchdogs, for when the police arrived, the money was gone. They did find the \$981.65 in the garage tho.

Find Truck

Near where the boys discovered the money, police found an abandoned truck belonging to the Trenton concern, and in it they discovered a check for \$1,365 and several bank deposit slips, all of which were turned over to Trenton police.

Meanwhile, a 13-State alarm is out for Rafferty.

Sked 3 Candy Sessions for NAMA Meet

CHICAGO, Aug. 7.—Candy, a staple in automatic selling, will be well represented at the National Automatic Merchandising Association convention and exhibit to be held in Washington, D. C., October 10-13.

To date, 20 manufacturers of candy and other confections and six manufacturers of candy vendors have signed up for exhibit space at the show.

Convention program topics of special interest to candy machine manufacturers and confection firms supplying the vending industry include:

1. A discussion forum on "Blue- (Continued on page 81)

Fla. Canteen Buys 2 Milk Mach. Routes

MIAMI, Aug. 7.—Acquisition of two milk vending routes by Canteen Company of South Florida has given the firm the distinction of being the sole operator in this field in Greater Miami, according to its president, Everett E. Butler.

Butler announced that his company bought out the milk route of J & M Vending Company, consisting of 32 machines, and followed that up by acquiring the 37 pieces operated by Borden's Dairy. This now gives Canteen a total of 80 milk vendors, said Butler, including several on location at the naval base in Key West.

Canteen has been in South Florida approximately two years. It also operates candy, coffee and various other cup drink machines.

The milk comes in half-pint containers and sells for a dime.

Cigarettes Bounce Back on Machines

Continued from page 78

erators, who agree that the prime aim is to keep unit sales at 25 cents a pack for regulars and that some filters would have to sell for 30 cents.

Total vending sales in New York City are running about 5 to 10 per cent behind 1953 sales for the May-July period. When the ACS report broke, filter-tip sales shot up (The Billboard, July 10). But in the last few weeks, there has been a gradual leveling off, with no great changes noted.

One New York operator vends L&M's and Winstons thru single-price machines when locations request them at the same price as regular brands, the locations taking a cent less commission.

New York operators with equipment designed to handle flat-pack brands and vend at more than one price, report increased sales, but not more than 1 per cent of total volume.

A cigarette distributor in Connecticut said that sales dropped an initial 20 per cent following the ACS report, but added "I'd venture to say that the figure had been substantially reduced by at least half, thru the stepped-up assistance of national advertising and public relations by cigarette manufacturers."

The R. M. Richardson Company, Los Angeles, reported that sales were up 10 per cent for May over the same month last year because of additional equipment, but that their per machine sales were down 2 per cent.

Richardson, however, does not feel the cancer-cigarette stories were responsible for the dip. He explained that most locations were in industrials and that with companies curtailing and reducing staffs, a decline was inevitable. Being plant locations, there was not much demand for filters so far, either, Richardson said.

weather in California during those months.

The Farwell Cigarette Service in Los Angeles reported that sales in May were 2 per cent under the same month in 1953. However, Farwell did not attribute its decline to the cancer-cigarette stories, but rather to the fact that eight of its good locations were changed. The firm did state that L&M sales were increasing.

George Seedman, Rowe Service, Los Angeles, stated that sales increased 10 per cent during both May and June this year compared with last and that sales of Viceroy's and Parliaments were climbing fast.

Filter-tip sales in the Los Angeles area last year were estimated at 3 per cent of sales. Filters jumped to 15 per cent this year.

Miami Sales Up

Vended cigarette sales have held up remarkably well in the Miami area. In most cases operators reported that volume was up thus far in 1954.

Thomas Rice, manager, Miami Cigarette Machine Company, operator and tobacco wholesaler, said "Our sales, both vended and across the counter, are up about 10 per cent over a year ago. And we're operating the same number of machines as in 1953."

Rice attributed the upsurge to the steadily growing Miami population and also to the many new king-size and filter tip brands which have hit the market in recent months.

"Our filter tip sales are up from 25 to 30 per cent," he said. "I certainly can't see where the cancer stories have hurt us a bit."

No Sign of Dip

M. Lewis Spartlan, a partner in Independent Cigarette Service, said that business was good—with no sign of a dip in sight. "On the contrary, we're putting out more machines all the time, and the collections per unit are just as high now as they were months ago."

"The switchover to filters is growing rapidly," said Spartlan, "and they now constitute 10 to 20 per cent of the firm's volume."

"King-size brands and filter-tips are much in demand," Spartlan said, "but we're handicapped by a lack of adapters in converting the venders we now have on hand to take the larger packs."

The only sober note in Miami was voiced by Morton Stubins, Pan-Am Tobacco Company, who flatly stated that the newspaper stories on cigarette-cancer tie-up had hurt sales.

Same, But a Drop

"Altho our per-machine volume for the May-June-July period this year was about the same as a year ago, in my opinion that constituted a drop."

Stubins explained it this way: "The permanent population of Dade County is showing a steady increase month by month and our locations tell us their own volume of business is rising. Therefore, we should be selling more packs per vender—and we're not. I definitely believe the newspaper stories have caused the damage."

Filter-tips are increasing sharply in demand, Stubins stated. He admits too that king-size cigarettes are proving popular but declared they "are proving a headache from the standpoint of providing venders to accommodate them."

"Now we're buying only 11-column machines—and we'd buy larger ones if they were on the market," Stubins added.

The consensus among operators in Portland, Ore., was that the first cigarette-cancer scare in December pretty much discounted effects of the recent ACS report. In December, collections slumped but recovered, but no noticeable decline had been noted that could be ascribed to the cancer headlines now.

Charge 4 With Conspiracy in Distrib Sales

LOS ANGELES, Aug. 7.—Two men were arraigned here Thursday (5) and two more were sought following issuance by the District Attorney of a complaint charging conspiracy involving sale of vending machine distributorships.

Deputy District Attorney Herman Arterberry said the amount involved may reach \$50,000 as additional complaints are reported to his office.

Edison E. West, local representative of Wesson Distributing Company, Newark, N. J., and Harold Chaney, salesman, surrendered on the complaint and were arraigned before Municipal Judge Louis Kaufman.

Also named in the complaint were Johnny Chaney, last reported to be in Honolulu and en route here to face charges, and William H. Boultt, last reported in Arizona. Both are described as salesmen.

According to Arterberry, the quartet offered distributorships in this and three adjoining counties.

Pepsi Earnings Dip Despite Sales Hike

NEW YORK, Aug. 7.—Pepsi-Cola Company estimated earnings for the parent firm and consolidated subsidiaries for the six months ended June 30 at \$2,385,000 or 41 cents a share.

Before taxes, estimated earnings were \$5,050,000. For the same period last year, earnings after taxes were \$2,775,000 or 48 cents a share, before taxes, \$5,840,000.

Alfred N. Steele, president, said: "Our sales are at the highest rate in our history. Earnings so far this year have been temporarily lessened due to establishment of a new subsidiary and the recent devaluation of the Mexican currency, in which country the company's product enjoys outstanding acceptance."

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Champion, 9 Cols., 420 Cap.	100.00

ROWE CIGARETTE VENDORS

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**Store Fronts Are Locations
For Small Danish Venders**

COPENHAGEN, Aug. 7.—Store-front placement of small venders is expanding rapidly in Copenhagen. The small units provide after-hour service and, because of their limited capacity, discourage theft.

During the last month at least three different types of small venders, dispensing packaged coffee, have made their appearance. Wittenborg leads in this field, with a small unit which can be firmly attached, at shoulder level, to store fronts. This is a standard Wittenborg vender, but it has only eight rotating cubicles, each with three compartments, giving the machine a capacity of 24 packages of coffee. It operates thru one coin slot calling for two 1-kroner coins.

Samson has a small metal vender making use of a conveyor belt idea. This handles coffee in round glass containers, 10 of which repose horizontally on metal hooks on the belt, which can be seen thru the glass-paneled front of the machine. Insertion of two 1-kroner coins results in one glass being released into a small pull-drawer at the bottom of the machine and the belt descending proper distance for next sale. This machine is not complicated, and the glass containers and glass panel enable prospective buyers to view the color of the coffee.

Wall Locations

In the Central Railroad Station two coffee venders, for wall loca-

tions, have also recently been installed. Each contains about 10 small cardboard boxes of coffee in a single rack back of a glass panel. Two 1-kroner coins in the slot release catch on the pull-drawer and the remaining packages descend as the drawer is pushed back into place.

A new style ticket vender, made by V. M. Christensen, Copenhagen, is being tried out in the Central Railroad Station for sale of platform tickets. It is lighter and more sightly than the clumsy machines in general use here, but it seems to need further adjustments as it has frequently been out of operation.

Cup Units Do

Continued from page 78

down-payment, three-year finance plan—the first firm to offer a no-money-down method of purchase for cup equipment.

Within that time, Clements said, "a substantial number of operators have reordered the machines, some as many as seven times."

He said that cup vending operators have bought more of the new machines in the last 60 days than in any previous 60-day period.

Clements cited the machine's price (\$538.20 cash f.o.b., \$592.83 on the finance plan) and the no-down-payment, three-year finance plan as two chief factors for the cup unit's growth. He said almost 100 per cent of purchases have been under the finance plan.

According to Dr. Pepper figures, monthly sales of 623 drinks from the cup machine will cover monthly payments, 10 per cent commissions and ingredient costs, compared to 2,083 drinks per month required to cover the same costs for larger average cup venders now in use.

Clements declared that one cup machine, placed next to a larger model in Coshocton, O., sold 600 drinks in its first three days. He said that one operator, who used seven new machines, increased his sales by \$6,300 in seven months.

The Dr. Pepper vice-president said that the cup units were serving as a vanguard in the company's drive for national distribution. He said the expansion drive has been sparked by a 68 per cent sales increase in the last four years.

Canned Drinks

Continued from page 78

drink vending would make most of its inroads into bottle vending, not cup drinks, with the prediction that within a few years, there will be more canned drink units than bottle machines.

He pointed out that cans retain cold better than bottles, and that take-home sales will result from can drink installations. Then too, he said, many locations take a beating on bottles when the consumer takes the containers with him, forcing the location or the operator to make good the bottle price.

In factory locations, he continued, the safety factor would be in favor of canned carbonated drinks. Also, he said, they require less storage space.

According to Almy, the greatest handicap is the lack of venders to handle cap-top canned drinks. He added, tho, that several firms are working on equipment and said that some would be ready by fall.

WE CAME, WE SAW, WE WILL RECONSIDER

HALIFAX, N. S., Aug. 7.—Newly installed coffee venders in a baseball park caused members of a ferry commission to reconsider their decision barring the machines at the terminals of a ferry service.

Since barring coffee machines from users of the Halifax-Dartmouth ferry, several members of the commission have seen the venders in action at the Dartmouth ball park, were favorably impressed, and proposed that the whole subject be reopened.

Bulk of NCWA

Continued from page 78

Erlish; Clark Bros. Chewing Gum Co., gum, C. T. Clark, K. F. Fox and J. F. Joyce; D. L. Clark Co., W. J. O'Donnell, J. R. Wagner, W. G. King and S. R. Goodman, Harold H. Cummings Corp., Joseph Gidding, David Raphael, Abe Josephsohn and Jesse Lesse; Curtis Candy Co., E. N. Thomas, J. T. Callahan, T. H. Byron, Ben Fribush, William Denton, Norman Dinner, Bernard Bergman, John Acerno and J. L. Musser.

Federal Sweets & Biscuit Co., C. Brainerd and F. J. Richter; Ferrara Candy Co., Inc., Doc Perrella, Louis Pagano, Nello Ferrara, E. B. Schechter, Jack Dubin, Jesse Lesse, Jesse Hamburger, J. E. Davis and Edward Klain; Fisher Nut Co., nuts, Irving Bross, Harry Caston, Murray Cohen, A. D. Caston, Murray Wakelar, Frank Hartstone, L. J. Maschka, Murray Beck and L. R. Smerling.

Frank H. Fleer Corp., gum, J. A. Blake, H. M. Ellsworth, Glenn Stevens, G. B. Mustin Jr., and M. R. Berger; Goldenberg Candy Co., candy and nuts, C. A. Goldenberg and Frank Robbins; Bonomo's-Korday Candies, Division of the Gold Medal Candy Corp., Hy Becker, Tico Bonomo, Murray Newman, Len Newman, Sam Gleit, Jack Stone and Ben Shinkman; Henry Heide, Inc., W. R. Keefe, George Grohol, C. J. Beauchemin and E. E. Sullivan.

Hershey Chocolate Corp., J. J. Gallagher, L. H. Harkness, H. E. Ingram, P. G. Schultz, L. B. Gilman and H. A. Goldstein; Hollywood Brands, Inc., William Carlton and Henry Goldenberg; Walter H. Johnson Candy Co., R. R. Coltman, L. S. Mallory and F. S. Hanscom.

King-Kup Candies, Inc., M. G. Stover and A. R. Fasnacht; Leaf Brands, Inc., candy and ball gum, Sam Shankman, Marshall Leaf, R. M. Lobell, R. H. Goldstein, Bob Johnson and Ed Leaf; Mars, Inc., B. A. Bouchard, C. A. McDonough, R. J. Lachel and J. J. Coady; Mason Au Magenheimer Confectionery Manufacturing Co., Inc., F. E. Magenheimer, E. E. Mayer, Frank Haug and W. J. Schmidt.

Nestle Co., Inc., J. Fairgrieve, T. Lajeunesse, T. A. Fowler, H. B. Burrows, C. K. Calusen, F. A. Cools and J. P. Pitts; New England Confectionery Co., Wade Jones, W. A. Warren and H. C. Wright; Orange-Crush Co., sirups, C. L. Keefer, Dick Sherman and Ray Borrine.

Peter Paul, Inc., J. H. Tatigian, H. G. Kazanjian, H. M. Billings and Harold Kamber; Philadelphia Chewing Gum Corp., gum, E. J. Fenimore, Mike Blumenthal, John Barry, Herman Socovit, Harry Gelber, Jack Haaz, Dan Gillette, J. Brody and Jack Stanley; Thomas D. Richardson Co., M. D. Hamilton, W. J. Powers and R. J. Garwood; Sperry Candy Co., William Sugerman, P. J. Briggs and A. A. Lublin.

Squirrel Brand Co., nuts and candy, H. J. Bornhoff Jr., Stanley Marks, Roy Chace, J. Goldberg and J. Sane; The Sweets Co. of America, Inc., Leonard Stone and S. E. Rich; Switzer's Licorice Co., Joe Switzer, Joe Greene, Barker Proudlock, Dave Johnson, Rube Johnson, Bob Edvartsen, Eddie Heyman, Sid Goldberg, Al Travis, Harry Green, John O'Meara, Fred Murphy, Frank Ray, Lum Cohron, Hadley Reid and Larry Peterson.

C. J. Van Houten & Zoon, Inc., S. H. Giffin, W. W. Gunther, Bertrand de Carville, J. B. Reardon, Jerry Weissman and J. J. McGowan; James O. Welch Co., R. H. Mailey, G. J. Creighton, R. W. Timmerman and W. F. Guyan.

**Vendo Official Named
Kansas City CIA Dir.**

KANSAS CITY, Mo., Aug. 7.—Edwin P. Bulow, comptroller, the Vendo Company, has been elected a director of the Kansas City Control of the Controllers Institute of America.

Established in 1931, the Institute is a non-profit organization of controllers and finance officers from all lines of business—banking, manufacturing, distribution, utilities, transportation. The total membership exceeds 4,300.

**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.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mds.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #2 1c B.G.	6.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	5.75
Pistachio Nuts, Vendor's Mix	4.63
Pistachio Nuts, Sheik	4.48
Cashew Whole	3.50
Cashew Butts	4.48
Peanuts, Jumbo	2.28
Spanish	2.28
Mixed Nuts	3.53
Almonds, 480 ct., 5 lbs., vac. pk.	8.85
Baby Chicks	3.23
Rainbow Peanuts	3.20
Boston Baked Beans	3.20
Jelly Beans	3.28
Licorice Lozenges	3.25
M & M	4.44
Assorted Fruit Chams, 100 ct.	4.42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum, prepaid, per lb.	1.28
Adams Gum, all flavors, 100 ct.	4.44
Wrigley's Gum, all flavors, 100 ct.	4.47
Beech-Nut, 100 ct.	4.47
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Stands, Globes, Brackets, Chams. Everything for the operator.	
1/3 Deposit, Balance C.O.D.	

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SALES AND SERVICE CO.**
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

**PUT THIS IN YOUR
PIPE AND SMOKE IT!
THE HOTTEST CAPSULE
ITEM EVER--SMASH HIT
OF NABV CONVENTION**

PRICE'S INIMITABLE
**MINIATURE PIPE
IN VENDING CAPSULE**



\$22.00
Per 1,000
Complete Stem and Bowl in Capsule.
**WRITE, WIRE, PHONE
YOUR ORDERS**

PAUL A. PRICE CO.
55 Leonard St., New York 13

READY FOR DELIVERY NOW!
**OAK'S NEW "400"
CAPSULE VENDOR**
BALL NUT AND CANDY COMPANY
409 South Beckley
Dallas, Texas

**HELP YOURSELF
TO MORE
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PROFITS**
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Money-Saving
Subscription

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More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

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 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me
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Name
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NEW
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Northwestern
SELECTIVE TAB GUM VENDER
with "QUICK CHANGE"
MERCHANDISE DRUM
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THE NORTHWESTERN CORPORATION
EAST ARMSTRONG ST. • MORRIS, ILLINOIS

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Rainbow
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Precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines. You'll find it easy to sell locations with OAK's streamlined Rainbow. 10-columns to vend tab gum, charm candies, Hersheys. Guaranteed mechanically.
Convert your present Acorns to vend tab gum.

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NOW!**

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MORE THAN **90,000** NOW EARNING
EXTRA PROFITS ON LOCATION
MILLS famous **107**
FACTORY REBUILT AND GUARANTEED

Every stop on your route will make extra profits with this proven vendor. Sells gum faster . . . requires practically no maintenance. Dentyne, Beeman's, Pepsin and American Chiclé candy coated or chiclet type gum only 44c a box.

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Only **\$15.00** F.O.B. Factory

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 Aug. 7	Issue of July 31	Issue of July 24	Issue of July 17
Acorn Tab Gum (10 col.)...	\$21.95		\$21.95	\$21.95
Adams Gum Vender (6 col.)...				17.25
Advance Model D Ball Gum...	6.45	\$6.45	6.45	6.45
Advance No. 11 Mdsce...	5.95		5.95	5.95
Advance Stick Gum, 1c...	8.50 10.00		8.50 10.00	8.50 10.00
Ajax (8 col.)...		150.00	150.00	
Atlas Ace 1c Mdsce...			6.50	6.50
25c Ball Point Pen Vendor...	49.50	49.50	49.50	49.50
Citrus Vendor...			12.00	12.00
Columbus 1c...	6.50	6.50	6.50	6.50
Daval Roll Stamp (3 col.)...			25.00	25.00
DuGrenier Champion (9 col.)...	100.00			
DuGrenier Model W (9 col.)...	95.00 125.00	95.00 125.00	125.00	87.50 125.00
DuGrenier Model S (7 col.)...	85.00			
DuGrenier Model V (7 col.)...	90.00			
Exhibit Card Vendor, 1c...	15.00	15.00	15.00	15.00
Foot Ease...	129.50(late)	129.50(late)	129.50(late)	129.50(late)
Hawkeye Hot Popcorn...				55.00
Hershey 1c (2 col.)...				6.50
Kleenix 5c or 10c...	49.50	49.50	49.50	49.50
Master 1c & 5c...	6.95 8.50	6.95	6.95 8.50	6.95 8.50
Master 1c...	6.50	6.50	6.50	6.50
Master 5c...	6.50	6.50	6.50	6.50
Mills Candy (8 col.)...	198.50	198.50	198.50	198.50
Mills Tab Gum...	27.50	27.50	27.50	27.50
National 930...	130.00	110.00 130.00	130.00	130.00
National 950...	145.00	145.00	145.00	145.00
Northwestern 33 Ball Gum...	6.50	6.50	6.50	6.50
Northwestern Deluxe 1c and 5c...	12.00	12.00	12.00(2)	12.00(2)
Northwestern Model 39, 1c...	7.95	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 Mdsce...			6.50	6.50
Northwestern Stamp...	69.00	69.00	69.00	69.00
Northwestern Tab Gum...	25.95	25.95	25.95	25.95
Plastic Globe...				6.50
Pop Corn Sez...	69.00	69.00	69.00	65.00
Pop-N-Hot Popcorn...				65.00
25c Razor Blade...	19.50	19.50	19.50	19.50
Rowe Candy (8 col.)...	85.00	85.00		80.00
Rowe Crusader (8 col.)...	145.00			
Rowe Crusader (10 col.)...	155.00			
Rowe Imperial (6 col.)...	85.00			
Rowe Imperial (8 col.)...	87.50			
Rowe President (8 col.)...	130.00 155.00	155.00	155.00	155.00
Rowe President (10 col.)...	155.00	155.00	155.00	155.00
Rowe Royal (8 col.)...	100.00	100.00		
Schermack Roll Type Stamp (1 col.)...			15.00	15.00
Silver King, 1c Bulk...		7.45		8.50
Silver King, 5c Bulk...				8.50
Silver King...	13.95	13.95	13.95	13.95
Silver King 1c Ball Gum...	7.45	7.45	7.45	7.45
Silver King 1c Mdsce...	7.45	7.45	7.45	7.45
Silver King, 5c...	7.45	7.45	7.45	7.45
Silver King Hot Nut...	15.00 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
Stoner Candy (6 col.)...	115.00			
Uneda Candy (5 col.)...	65.00			
Uneda Model A...	95.00	95.00		
Uneda Model E (6 col.)...	75.00	75.00		
Uneda Model E (9 col.)...				80.00
Uneda Model 500 (9 col.)...	100.00	105.00		
Unedapak Model 500 (9 col.)...	135.00	135.00	135.00	135.00
U-Select-It...	49.50	49.50	49.50	49.50

We Have Newer CHARMS!

**NEW DESIGNS
NEW IDEAS
NEW FINISHES**

send 35¢ Complete Sample Kit

National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY
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New Deluxe Model BABY GRAND CHICLE TREATS VENDOR

ORDER TODAY VEEDCO SALES CO.
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READY FOR DELIVERY NOW!

1c or 5c **ACORN** ALL-PURPOSE BULK MERCHANDISER

Featuring the new **Silver Streak** BRUSH HOUSING

Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave. Chicago 22, Ill.

CAPSULES (Filled)

All Items \$10.00 per 500 All Items

Baby Chicks Butterflies
Silver Flashlights Wood Tops
Nail Puzzles Bugs Balloons
Spiders Lizards Dominoes

Write for Free 32-Page Vending Machine Catalog

One-Third Deposit on All Orders.
PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

SPINDLE CITY VENDORS
Gastonia, North Carolina

Sked 3 Candy
Continued from page 78

printing the Problems of Food and Beverage Vending."

2. A discussion of "Problems and Opportunities for Penny Vendors."

3. A workshop session on "Blueprint for Full-Line Vending."

Candy machine firms which have so far reserved exhibit space are Coan Manufacturing Company; James H. Martin, Inc.; Mills Industries, Inc.; National Vendors, Inc.; Rowe Manufacturing Company, Inc.; Stoner Manufacturing Company.

Firms supplying the vending industry with candy, gum and packaged cookies which have so far reserved exhibit space are American Chicle Company, Beech-Nut Packing Company; Boyer Bros., Inc.; Brock Candy Company; Chunky Chocolate Corporation; Curtiss Candy Company; Federal Sweets & Biscuit Company Inc.; Gordon Foods, Inc.

Hershey Chocolate Corporation; Hollywood Brands, Inc.; Walter H. Johnson Candy Company; Mars, Inc.; The Nestle Company, Inc.; New England Confectionery Company; H. B. Reese Candy Company; Stewart's, Inc.; C. J. Van Houten & Zoon, Inc.; James O. Welch Company, and the Sweets Company of America.

Food Engineering Names Ray Bowles Sales Manager

MANCHESTER, N. H., Aug. 7.—Food Engineering Corporation this week appointed Raymond Bowles sales manager. He has been administrator of government contracts for Northeastern Engineering, Inc., parent firm, since March.

Bowles also served as chief clerk of the U. S. Senate Banking and Currency Committee, executive assistant to the Eisenhower National Committee and assistant to the chairman of the Republican National Committee.

ABC Sales Up
Continued from page 78

stock were 58 cents, compared with 61 cents last year. A regular semi-annual dividend of 30 cents a share will be paid September 15.

Charles L. O'Reilly, chairman of the board, and Jack Reynolds, president, said that the return to a quarterly dividend policy should be feasible for next year in view of the greater stability in the costs and taxes affecting the company's earnings. They said the move had been requested by many stockholders.

Buy, Not Build
Continued from page 78

specialized equipment and personnel beyond the reach of the medium-sized operator. They were told, however, that milk and ice cream firms will often help finance an operator to increase their share of local business.

The conclusion was that small or medium-sized operators can diversify successfully, providing they don't branch out into highly specialized equipment, but that milk vending should be left to dairies.

Outdoor Locations

Outdoor cigarette venders, to complement indoor locations, were advocated. The distributors were told that outdoor locations can average 100-150 packs a week in dense-traffic locations; compared to a national average of 115 packs a week on indoor locations.

The panel members agreed that machines should be placed outdoors from 6 p.m. until 9 a.m. and indoors from 9 a.m. until 6 p.m.

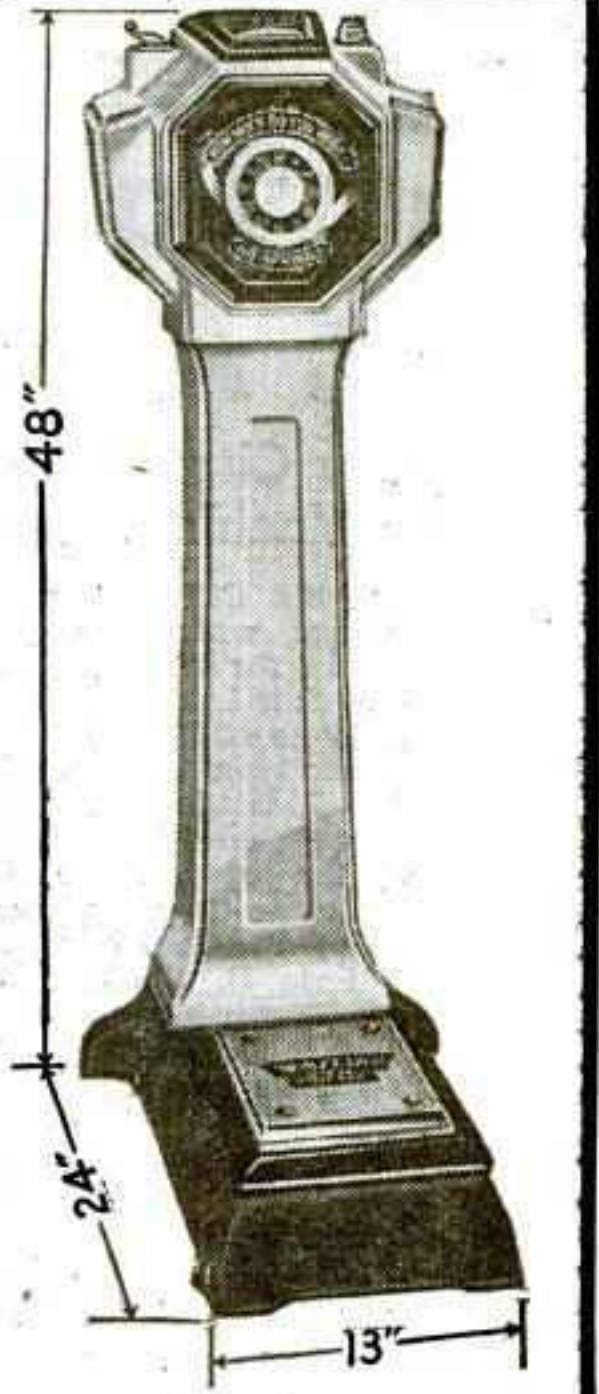
It was agreed that the five-year depreciation method was the most sensible approach to the acquisition of new machines.

Op Ups \$\$
Continued from page 78

tooth and are willing to give an opinion," Storey said. "Whatever their decision might be, we follow it, knowing that the location owner will make some effort to keep the machine well spotted and clean, and will recommend it to children—associating it with a pleasant-tasting confection—rather than forgetting about it altogether."

Storey has found that location owners have strong ideas about confections which should be sold thru vending machines, particularly in flossy neighborhoods.

He devotes a lot of time to sanitation, keeps machines clean and wins the respect of the location owner. Impressed with the quality of candy vended and Storey's interest in maintaining sanitation, the location owner can be counted on to give the machine a good location, keep it as clean as his own equipment.



\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.

Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
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VICTOR'S Baby Grand Deluxe 5¢ CAPSULE VENDER

Immediate Delivery!

Less than 100 100 or more

\$60.00 case \$57.00 case (packed 4 to case)

Yankees

24 Teams—Asstd. Colors—2 Designs. National, American, International Leagues. Simple directions for applying inclosed in capsule! Here is an item with universal appeal to children of all ages. By simply pressing the emblem with a hot iron he can walk around with the emblem of his favorite ball club on his sleeve, shirt, cap, etc. If he doesn't get his favorite ball team, you can bet he will try until he does. DON'T WAIT—You have until WORLD SERIES time to cash in on this new and fast moving capsule item.

ONLY \$19.00 per 1000 includes emblem and instruction sheets

Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y. Phone: PResident 4-5358

PRESS-ON VARSITY LETTERS
25 Letters in 2 sizes in asstd. colors—1 letter with instruction sheet in each capsule. \$18.00 per 1000

Includes letters and instruction sheets. Time payment plan available. Trade-ins accepted. Prices subject to change without notice. All Victor Models available. Write for our filled capsule list for Victor Baby Grand Capsule Machines.

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City..... Zone..... State.....

Occupation

Salt Lake City Bans Pins After 20 Years

Mayor Cites 'Growing Tendency to Use Machines for Gambling Purposes'

SALT LAKE CITY, Aug. 7.—Pinball games, which have been operated here for 20 years, were outlawed in Salt Lake City by the unanimous vote of the City Commission, following a motion by Mayor Earl J. Glade.

The order repealed an ordinance legalizing the operation of the games, and came despite a recommendation by Public Safety Commissioner Lyle B. Nicholes, that licenses be granted for 114 pinballs. (The Billboard, July 31.)

The Salt Lake City Commission last month held up all applications to renew pinball licenses, which expired July 1. Instructions to delay action on new licenses during a 45-day "grace" period were given to Frank K. Arnold, license assessor and collector. The action followed reports that pinballs were being operated in a way con-

trary to city ordinances.

\$27,000 a Year

Nearly 500 machines had been bringing the city about \$27,000 annually in license fees.

The Public Safety Department had been screening applications for licenses since June. Mayor Earl J. Glade later announced that applications for all such licenses would be reviewed by the full city commission.

Because of the 45-day grace period allowed on expired licenses, the effective date of the new order banning the games was set for August 15.

Following is the full text of Mayor Glade's motion:

Mayor's Motion

"For a number of years the incumbent city administration has

(Continued on page 85)

Williams Bows Daffy Derby, New 5-Ball Unit

CHICAGO, Aug. 7.—A new pinball game featuring comical, miniature racing horses which "gallop" across the back box, was announced this week by Williams Manufacturing Company.

The player's horse is automatically selected at the start of each game, but a ball thru the top center lanes changes the selection. Ball bumpers and rollers build up the score and advance the six horses across the track. A winner is not decided until the last ball is shot.

All six horses across the finish line in any order lights a bottom roll-over to score replays. The selected horse across the finish line first, scores one replay. Additional horses across the finish line light up corresponding numbered roll-over buttons for replays when the words "Daffy" and "Derby" light up. "Daffy" and "Derby" are two separate midget playfields along the sides of the regular playfield, each having an enclosed ball. Roll-over lanes shoot the balls in the midget playfields. Making "Daffy" or "Derby" advances a special bonus which builds up from game-to-game until scored. Daffy Derby is available with 5 or 10-cent coin chutes.

PUBLIC RELATIONS

Community Service: Op's Key to Success

WINSTON-SALEM, N. C., Aug. 7.—"To be truly successful, an operator has to put something back into the community in which he is conducting his business."

Thus states T. R. Styers, owner of Styers Coin Machine Company, operator of 100 juke boxes and 50 coin-operated pool tables (which his firm made), summing up his own public relations program.

Styers—in his 25 years in the coin machine business—has found that public relations based on community service works. Moreover, he believes that community service and close co-operation between operators and between operators and distributors, will greatly benefit coin machine industry.

Civic Work

"If the operator would spend more time in community and civic work and try to create better relations between himself and the community, rather than trying to dissatisfy the merchant who has another operator's machine, the operators concerned and the industry in general would prosper."

Styers himself is a good example of just what he means. During the past several years, much of Styers' time has been devoted

to community and civic projects.

It has been his policy never to say "No" to a community project when his services were needed. Styers feels civic work is a stake in the future as it is certain to make the community a better one.

The Mineral Springs Civic Club recently honored Styers at a dinner and presented him a plaque in recognition and appreciation of his outstanding community services. He is a charter member of the club, and has served two terms as president.

Raises Band Funds

He has been instrumental in raising funds for the Mineral Springs High School Band, organizing fund-raising drives which brought the band new uniforms and a special bus.

Styers also has served on the school committee of the Mineral Springs High School for years, and recently was reappointed for a five-year term.

When his residential community, outside the area served by the city fire department, was in need of fire protection, he organized a volunteer fire department of which he has served as president. (Continued on page 83)

'GRAB BAG' GRABS COINS

High Total Premiums Boost Pinball Take

MILWAUKEE, Aug. 7.—"Grab Bag"—a premium board set-up that awards pinball players with high scores, is upping play here, according to Sam Hastings, owner of Hastings Distributing Company.

Here's how it works: A bell or a light-up device is rigged to a pinball game, going off automatically as soon as a specified amount of money has been played into the machine. The player, who has hit the highest total on the pinball game when the bell rings, receives a prize from the "Grab Bag."

Prizes, usually small, interesting and useful trinkets, are wrapped in bags and placed on the premium board.

Historically, Milwaukee authorities have taken a strict legal interpretation on methods used to stimulate machine patronage

via premium goods. According to Hastings, the "Grab Bag" system meets all of the town fathers' anti-gambling requirements.

Prizes are awarded only to the players scoring high totals, thus qualifying it as a game of skill, not a gambling device.

The "Grab-Bag," according to Hastings, revived the coin play in one slow location to the extent that it recently earned the operator a share of \$64 in a nine-day period.

Most locations set the games to ring at \$1.50. A number of spots prefer to have the bell ring as soon as a total of \$2.50 is registered.

Starting in September, Hastings is due to begin using an assortment of toy items on the "Grab Bag" board.

Grand Prizes of greater price range can be given to the high score of the day, week or month to further boost player interest.

Hastings makes a practice of installing the first bell, or light-up unit, at no cost to the operator. This is done so that the operator

(Continued on page 83)

Calif. Airport Adds Kid Rides

SAN FRANCISCO, Aug. 7.—No details are being overlooked in the attempt to make the new \$10 million San Francisco Airport terminal one of the finest in the world. Something for the kiddies—coin-operated carousels—are going to be installed.

The City Public Utilities Commission recently approved a Merry-Go-Round concession for the nearly completed structure, and will get 40 per cent of the take from the rides, which will be operated by Harold Gevertz. Something additional for adults—automatic machines dispensing accident insurance policies—are also planned for the terminal.

Chi Coin Softball Team to Battle for City League Crown

CHICAGO, Aug. 7.—The Chicago Coin Machine Company's softball team is having a big season in Industrial League play.

One of the stronger teams in the Northwest Side Industrial League, the team completed the first round of a round-robin schedule in a tie for first place, necessitating a playoff.

The team was in sharp form

(Continued on page 83)

Miami Hikes Juke, Game Licenses 50%

Continued from page 72

licenses would cover machines, not specific locations.

Ops Reserve Comment

The Amusement Machine Operators' Association had no immediate comment on the new legislation. President Willie Blatt was out of town on vacation, but an AMOA spokesman said the association and its attorney, William Charles, had worked closely with Miami officials in drafting the ordinance.

Assistant City Attorney Milo M. Mitvalsky, who drew up the ordinance, told the commissioners that Miami now had "a workable ordinance that would allow us to prosecute violators."

In addition to the license fee hike, the new ordinance provides: Operators must have the over-

all \$250 master license; also a current license displayed on every machine which is in a spot "where the public might play it." A minimum \$100 fine is provided for violations.

2. Location owner liability for permitting a machine on his premises without a license. A \$50 minimum fine is decreed for violations.

3. A minor, under the age of 17 years, may use an amusement machine if accompanied by a parent or guardian.

Commissioner Randall N. Christmas suggested an amendment setting a different license fee for location owners who buy their own machines. The commission agreed to consider this at its September 15 meeting.

Mencuri Joins Minthorne Music

CHICAGO, Aug. 7.—Frank Mencuri, former sales manager of Chicago Coin Machine Company, has joined the sales staff of Minthorne Music Company, Los Angeles.

Mencuri was associated with Chicago Coin for one year, after heading sales for the games division of Exhibit Supply, Chicago. A veteran of many years in the coin machine field, Mencuri has traveled extensively thruout the nation and is widely known in the industry.

Mencuri will make his home with his family in Los Angeles. Ed Levin, Chicago Coin director of sales, said Friday (6) that a new sales manager had not yet been appointed.

WOMEN, WOMEN

Police Seize Bell Fruit in Pinball Drive

COLUMBUS, O., Aug. 7.—A fellow can get into a lot of trouble trying to keep his wife happy. Jack Kreske, owner of a local plumbing supply firm, had a wife who couldn't resist bell fruits. So he bought her one—a broken down unit which he figured on fixing himself. He thought it would be cheaper that way.

This week, while police embarked on an anti-pinball drive, they discovered the bell fruit in the recreation room of the Kreske home. Reasoning that if pinballs were illegal, bell fruits must be too, they confiscated the machine.

Kreske now faces a \$50 to \$200 fine and six months in the workhouse. He says the bell fruit never left the house and that Mrs. Kreske was the only one who ever put a nickel in it.

Groenteman Plans Europe Trip Soon

PHILADELPHIA, Aug. 7.—Sal Groenteman, partner in the International Amusement Company here, plans to visit Europe in the near future to cement relations with existing coin machine accounts and get new business.

Groenteman last visited Europe in the spring. He is currently holding down the fort at the firm's headquarters here while partner Abe Witsen is on vacation.

A WEIGHTY PROBLEM

Heft 7½ Tons to Test City Penny Scales

KANSAS CITY, Mo., Aug. 7.—It costs only a penny to be weighed on any of the 150 scales in this city, and the bureau of weights and measures is determined to see that everyone gets his penny's worth.

To carry out this aim, I. T. Cameron, chief inspector in the bureau, and his deputy, H. C. Hymer, lift about 15,000 pounds of weights a day.

The weights are carted from stop to stop, lifted onto a dolly, wheeled into the store and lifted onto the scale. Lifting them off the scale and then back into the car means lifting about 1,000 pounds at each stop. Five 50-pound weights are used and several smaller ones.

The first day of the city-wide check, which included 15 scales, showed 13 of them to be accurate, but since then about half have proved inaccurate.

The scale-testing campaign started last month when the bureau received a complaint from a

penny patron who weighed himself on one scale which he said was about 20 pounds off. Cameron went to the scale, put in a penny, and found that the scale failed to work at all. It was then decided to give all the city scales a check.

Inaccurate scales are generally between four and six pounds off, the inspectors found, although one was found to be as much as 50 pounds askew.

One of the problems in testing the city scales is that they are not owned by the store operators, but by the scale firms in New York and Chicago. These firms must be contacted by the bureau to get keys to open the scales. The firms are charged \$1 for the service, but most of them readily remit the dollar and are glad the check was made.

When one of the penny scales is inaccurate, the owner must take it out of operation. If the scale is not repaired in 10 days the city places a "condemned" sticker across the coin slot.

Gottlieb Hosts Policy Meet of 21 Distributors

CHICAGO, Aug. 7.—D. Gottlieb & Company hosted 21 of its distributors from all parts of the United States and Canada at a closed meeting Wednesday (4).

Alvin Gottlieb said the main business of the meeting was a discussion of plans for location testing of future Gottlieb games.

He said that the meeting was the first of its kind for the company in two years, and that the meeting gave the group a chance to get together for a general discussion of future company policy.

Dinner was served at the Chez Paree, Wednesday evening, following the meeting at the firm's headquarters.

Distributors attending the meeting were:

Joe Ash and Frank Ash, Active Amusement Machine Company, Philadelphia; Lou Wolcher, Advance Automatic Sales Company, San Francisco; Joe Mangone, All Coin Amusements Company, Miami; Irvin Blumenfeld, General Vending Sales Corporation, Baltimore; Hymie Zorinsky, H. Z. Vending & Sales Company, Omaha; Ben Lazar, B. D. Lazar Company, Pittsburgh; Harold Lieber-

man, Lieberman Music Company, Minneapolis.

Sam London and Perry London, S. L. London Music Company, Milwaukee; Bill Miller and Tony Sanders, Miller-Newmark Distributing Company, Detroit; Irving Morris, Irving Morris, Inc., Newark, N. Y.; Ben Alexrod and Lou Morris, Morris Novelty Com-

(Continued on page 83)

Bally Holds S. C. School

CHICAGO, Aug. 7.—More than 75 operators and servicemen attended the Bally Manufacturing Company service school held at T. B. Holliday Company, Columbia, S. C., August 3-5.

The school, set up to give operators service tips, was conducted by Paul Calamari, Bally field engineer.

Calamari explained how to get the most good out of wiring diagrams and relay charts, how to trace circuits the quick, easy way, and keep games operating at maximum efficiency.

Calendar for Coinmen

- 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.
- August 17—Los Angeles Division of California Music Merchants' Association, open meeting, Biltmore Hotel, Los Angeles.
- September 9—Music Operators of Connecticut, monthly meeting, site to be announced, Hartford.
- September 11-12—Nebraska Automatic Phonograph Operators' Association, quarterly meeting, Hotel Lincoln, Scottsbluff, Neb.
- September 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- 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.)

Community Service Op's Key

Continued from page 82

dent for two years and was recently re-elected.

He served as county chairman of the Forsyth County Recreation Committee, helping to bring a needed recreational program for county schools into the school system. His other activities include membership in the Elks, the North Carolina Wildlife Society, Winston-Salem Chamber of Commerce and the Winston-Salem Auxiliary Police.

The Carolina operator thinks that in view of the high costs of equipment, high operating costs and high taxes it becomes imperative that the coin machine business take advantage of every device to cut expenses thru organization and planning.

"The distributor, in his quest for purchasers, should encourage only persons of respect and integrity to enter the coin industry,"

Softball

Continued from page 82

during the tilt with the Belvideres, representatives of the Zenith Radio Corporation in the play-off, but the Belvideres chalked up the victory.

Manager Jim Morris and Captain Al Peters of the Chicago Coin team are confident that their boys, after finishing next best in the first round, can snatch the top spot in the second round of the schedule.

The squad got a further lift in morale when it was picked to represent the Northwest Side Industrial League in the playoffs for the City Industrial League Championship. The tourney will take place in Grant Park, August 15-22.

'Grab Bag'

Continued from page 82

can learn to adapt the rest of his machines himself.

Reactions from location owners and operators have been uniformly in favor of "Grab-Bag."

The board is attractively arranged with the surprise bags filled with prizes. Patrons frequently will keep playing until the bell rings, regardless of their score. Two or three players will frequently play until the bell rings for high score honors and the forthcoming prize.

Operators using the system report that one of its best features is that they can easily check on the amount of play their machine has had by the rate at which the prizes are won. Each cash box collection should reveal an amount of money proportionate to the number of prizes awarded.

MINE-SWEEP PHENIX SLOTS

PHENIX CITY, Ala., Aug. 7.—The latest anti-gambling move in Phenix City is the use of Army mine detectors to ferret out hidden slot machines.

The ping—ping—ping of the mine detectors will be able to "spot" slots buried in the ground or beneath several feet of concrete, as well as those hidden behind walls or under floors.

National guardsmen are doing the "slot-sweeping" in conjunction with raids on suspected law violators in scattered sections of Russell County, now in its second week of martial rule.

he said. "Such an attitude would result in an improved relationship between location and operator and would certainly do much to improve feelings of the general public toward the coin machine operator. The distributor should seek, as prospective purchasers, those persons who have something more to offer the coin machine industry than just a down payment."

"We who came into the industry in its infancy should not tolerate those who would make a racket out of an honorable business. These operators seldom make any money, are here today and gone tomorrow, but there are always others to take the place of those who go. Too many operators, particularly the newer operators, cannot see that co-operation is essential if a profitable operation for all is to endure."

Styers Coin Machine Company is primarily a joint one consisting of juke boxes and coin-operated pool tables which make up the major share of the pool table operation.

Most of the equipment is placed on a commission basis. About 100 juke boxes and 50 pool tables are operated in the area around Winston-Salem.

The laws of North Carolina will not permit the operation of slot machines, one-balls or five-ball pin games, and Styers reports that in the past two years there has been a drop in receipts.

Still the company is maintaining the same staff of men that was required when pinballs were in operation. Styers says that since these men have been loyal employees of the company for many years and are at the age when another job would not be readily available, the company feels a certain obligation to them. It means less profit for the concern but assures to the employees and their families the same standard of living that they enjoyed thru the years.

The company employs two mechanics, one check man and one laborer. The check man doubles on office duties. Styers and his wife do all of the book work and most of the general office work.

Styers, born near Winston-Salem 54 years ago, has spent his life in the community.

The first pool tables operated by Styers were built in his basement in 1930. Since then, thru the years, he has operated slots consoles, pinballs; now pool tables and juke boxes.

The pioneer operator is thinking seriously of retiring in the near future and "enjoying some of the things that escape a member of the coin machine industry while he is active in his business."

Gottlieb Hosts

Continued from page 82

pany, St. Louis; Joe Schwartz and Sheldon Spira, National Coin Machine Exchange, Chicago; Mac Perlman, Seaboard Connecticut Corporation, Hartford.

Parker Henderson and Bob Goad, Southern Amusement Company, Memphis; Leo Weinberger, Southern Automatic Music Company, Cincinnati; Meyer Parkoff and Harry Rosen, Seaboard, New York Corporation, New York; Dave Bond and Irwin Margold, Trimount Coin Machine Company, Boston; Harry Silverberg and Bill Betz, W. B. Music Company, Kansas City and St. Louis; Albert Clavir, Donald Fielding and Ernie Chevalier, Donald Fielding & Company, Toronto, and Jean Coutu, Laniel Amusement, Inc., Montreal.

COINMEN YOU KNOW

Continued from page 74

pany, Ozzie Truppman and Ken Willis are sportin' new Oldsmobiles. Willis and his wife, Evelyn, just recently moved into their new West Miami home and are at work pulling weeds and planting shrubbery. Tough work for an "old" man, says Ken. Export clerk Jose Catarineau is away on vacation. Ozzie Truppman returned from a vacation in Minneapolis.

Fight night at the Miami Beach Auditorium always finds a large contingent of coinmen on hand. Latest to join the gathering is Charles Golden, Golden Cigarette Service. The other regulars are Willie Blatt, Harry Zimand, Whitey Pincus, David Friedman, Lucky Skolnick, Ted Bush, Ozzie Truppman and Joe Mangone. Blatt missed last week's show, due to his visit to Chicago to attend an executive board meeting of the MOA.

Eli Ross, Ross Distributing, took off for Chicago where he will visit the factories of Rock-Ola, United Manufacturing Company, Williams Manufacturing Company, and Genco. After that, he will go to Minneapolis on vacation and a few weeks later will

return with his wife and children, who have been spending some time in the Minnesota city. Ross is high in praise of the new Genco Rifle Gallery, which he says is proving extremely popular with operators in the company's territory. Incidentally, gun games are a hot attraction here, according to the local distribs.

Willie Blatt, Supreme Distributors, has his own game, Bullseye, coming off the line any day now.

Joe Mangone, All-Coin Amusements, has the new Gottlieb pin game, Dragonette, for distribution in his territory of Florida, Cuba, Georgia and South Carolina.

Juke box operators are pleased that the recent siege of rainy weather has ended. Collections show no sign of getting back to their former level of a year ago, nevertheless they are picking up. Many operators are swinging over more and more to rentals as a means of assuring steady year-round income.

Harry Silverman, Ace Music Company, got an unexpected break the other day. A woman motorist, momentarily confused

by the Hydramatic drive on her car, hurtled the pavement and crashed into one of Silverman's gun games outside a drugstore. However, she was considerate enough to leave her name and phone number with a clerk in the store, and the next time Silverman came around to make a collection, he was informed of the accident. A call to the woman's insurance company straightened out the whole matter in short order.

Canteen Company of South Florida, which is becoming increasingly important in the vending machine picture in the Sunshine State, recently moved into its new air-conditioned building at 3500 NW 51st Street, on the edge of Hialeah. President Everett E. Butler says the company is moving rapidly in its expansion program. Canteen now has on location machines vending candy, milk and cup drinks.

Rentals can be important to juke box operators active in Miami Beach hotels, in the opinion of Harry Zimand, Acme Music and Vending Company. He points out that such places usually employ live talent, or at least a pi-

Continued on page 84

THE MARKET PLACE

for the

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COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp. 190A Duane St., New York City. se18

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. se25

FOR SALE, ESTABLISHED POKERINO 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. au21

Routes for Sale

JUKE BOX GAME ROUTE—50 PIECES ON location, late Phonographs, \$17,000 for Route and Parts. Box M-78, c/o Billboard, Cincinnati 22, O. au28

JUKE BOX-GAME ROUTE—NORTHERN California; \$30,000, easy terms. Average take \$3000 month; ill health forces sale. Write or wire. P. O. Box 531, Crescent City, Calif. se4

JUKE BOX, GAME ROUTE—NORTHWEST Ohio. 150 pieces; price, \$14,000; average take \$2,500 month. Ill health. Raphael Axe, St. Marys, O. au14

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, \$18—ROCK BOTTOM; freight prepaid, merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. se4

FOR SALE—BALLY CONEY ISLAND, \$50; Saddle & Turf, like new, \$175. Send 1/3 deposit. Frank Guerrini, Burnham, Pa. au14

Parts, Supplies & Services

COIN OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City, au28

Wanted to Buy

ACORNS OR TOPPERS WANTED—STATE condition, lowest cash price. Young Vending, 2401 Fairway Dr., S.W., Roanoke, Va. au28

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. se

WANTED—NEW YORK AREA JUKE BOX Route; cash plus terms. Give details and price. Box M-77, c/o Billboard, Cincinnati, 22, O.

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THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors only the single machine price is listed. Any price obviously depends on condition of the equipment age, time on location, territory and other related factors.

Table with 4 columns: Machine Name, Issue of Aug. 7, Issue of July 31, Issue of July 24, Issue of July 17. Lists various amusement games like ABC (United), Army & Navy, Basketball Champ, etc.

COINMEN YOU KNOW

Continued from page 83

ano player, and consequently use of the juke box is reserved for "low periods" when other entertainment is unscheduled. With the phonograph inactive so much of the time, Zimand says, the operator often must look to a rental arrangement in order to make the stop profitable.

Harry Silverman, Ace Music Company, has a juke box on rental at the El Portal City Hall where teen-agers gather weekly for free dancing. Silverman's mechanic, Frank Wyckoff, is breaking his four-year-old son, David, into the intricacies of repairing juke boxes. Wyckoff says the boy has a natural aptitude for the job—probably inherited.

Milwaukee

Communications to: Benn Ollman UPTown 3-6018

Candy Bar Vending Hit By Hot Spell...

Candy bar vending has suffered due to the sustained high temperatures this summer, says Paul Strelzyk, of Paul's Candy Service. "We've tried an assortment of candy bars, but they haven't boosted business at all as we had hoped they would," Strelzyk said. A contributing reason for the fall in candy bar vending, Strelzyk added, was the lower number of hours factory workers are now getting.

Al Ripley, Capitol Records salesman covering the Northern State territory, came to town for the annual sales confab of his firm at which fall sales offerings were outlined. Ripley now makes his home in Shawano, Wis.

Ray Lax, of Ray's Amusement, West Allis music and games firm, reports business about on the same level as last year. Top drawing disks past few weeks according to the record buyer here, Mrs. Ray Lax, include: "Moonlight and Roses," by the Three Suns; Crew Cuts "Sh-Boom" and the Louie Bashell polka version of "Spaghet Rag."

Back from his vacation, Sam Cooper tells of a desk loaded down with work at the Paster Distributing headquarters. All of the Paster personnel, adds Cooper, are looking forward to their move some time this fall to new headquarters at 36th and Fond du Lac Avenue.

A one-word description of her recent vacation in Mexico, says Phyllis Kappenman, would be "Wonderful." The Major Distributors office manager also informs that they are busy trying to keep

up with demand from dealers and operators for "Sh-Boom," "Shoemaker" and the new entry for hit honors, Patti Page's "I Cried" and "What A Dream."

The factory service training "short courses" conducted by Reid Whipple, Vurlitzer factory man, drew nice attendance last week. Schools were held in Milwaukee, Green Bay and Stevens Point. In addition, Whipple, along with Woody Johnson, United, Inc., salesman, made business calls on a number of those operators in out-of-the-way locations.

Factory layoffs in several South Side industrial plants slowed down neighborhood traffic in taverns, according to Erv Beck, of Mitchell Novelty. The summer slow down in local factories has one bright spot, according to Beck: It makes available a few additional routemen and servicemen to fill in during his firm's vacation time.

Merle Weiss and Harold Dittenhoffer, Columbia Records sales and factory representatives from the home office, were spending some time in Milwaukee this week. Both were closeted with Bill Farr and his staff huddling over sales plans and outlook for fall business.

Several weeks back this column mentioned that Bob Puccio, partner in the P. & P. Distributing Company, had seen his first professional baseball game and was highly enthused. Now comes word that his partner, Joe Pelligrino is an avid Braves booster and ball fan. So keen is he about the progress of the Milwaukee Braves that he has missed only three of the 47 home games thus far this season at County Stadium.

Erich Rakow, general manager of the Canteen Company office, is spending several weeks out of town on vacation.

Sales in all departments have taken a decided jump, according to the ledger records of the month of July, Carl Happel, the Badger Novelty Company's head man, said. Happel reports that sales of the new Rock-Ola music machine have exceeded expectations. Recent callers at the Badger Novelty office included Roger Bookmeier, Green Bay; Tony Zoar and Lambert Schaller, of Sheboygan, and Martir Oberdyck of Horicon.

Herb Geiger's Automatic Sales Company is the site for several of the main movie location shots currently being made by the

Table with 5 columns: Machine Name, Issue of Aug. 7, Issue of July 31, Issue of July 24, Issue of July 17. Lists various machines like Quarterback (Williams), Rag Mop (Williams), etc.

Sarra Film Company for the forthcoming NAMA film. Camera crews and director Frank Bailey also are shooting several restaurant scenes in Milwaukee, showing patrons buying items from vending machines.

Bob Berndt, after seven years as a routeman with the George Schroeder Company, is leaving his job. Berndt is taking over a game route with the Southern Novelty Company, run by Harold Sommerfield and Chris Le May.

Both Harold Sommerfield and Chris Le May were former routemen of the Wisconsin Novelty Company, which recently was sold by Harold Rischmann due to ill health. Sommerfield and LeMay bought part of the games enterprise and renamed it Southern Novelty. The balance of the equipment and locations were purchased by Hilltop Novelty.

George Schroeder reports increased cash box receipts in practically all instances where coin chutes on games have been changed from straight dime to three-for-a-quarter. A survey of local distributors reveals that many of their customers have been asking for change in coin chutes.

Emil Sauler's initial venture with Marty Zivko as a record impresario on their Mono label is proving successful. Plans now call for an early release of several polka waxings by local bands.

Dick Kibbee, new Capitol Records salesman's biggest share of orders from operators this week has come from the new Ella May Morse waxing of "Money, Honey," he says. Also hitting a strong sales stride is the Les Paul and Mary Ford "I'm a Fool to Care," he adds.

Frank Bartnik's eldest son, Roger, is due to leave this week for three weeks at Camp McCoy with the Wisconsin National Guard. Roger is a graduate of St. John's Military Academy and joined the guard about three months back.

A flying trip to Cleveland is on the agenda for the rest of the Bartnik clan for this weekend. Frank and his family are journeying there to be at the wedding of the daughter of Al Witalis of that city's Western Music coin machine firm.

Clyde Nelson is making plans to spend a week or so at his fishing lodge near Poygan on the Wolf River. Coin business at the General Novelty firm is holding at about the same level as last summer, according to Clyde. Changing coin chutes on games to allow three-for-a-quarter play is not a solution to problem of slackened games action, says Nelson. "I tried it several years ago and it didn't work then. Why should it work any better now?"

Metro Amusements, run by Melo Curro, has closed down its retail record shop temporarily while the outlet goes thru a reorganization. Most of the firm's activities now lie in the cigarette vending field.

Business has been holding up nicely of late, reports Harry Jacobs Jr., of United, Inc. Especially strong action has been noted in behalf of the new Exhibit Shooting Gallery machine.

Trade visitors from out of town at the United office and showrooms were Bill Miller, Appleton; Cliff Bookmeier, Green Bay; Andres Coin Machine Company, Oshkosh, and Joe Callahan, of Tomahawk.

"Terrific!" is the way Sam Cooper describes the first reaction of operators to the newly introduced Bally Bowler. Operators stopping in at the Paster Distributors headquarters have been showing enthusiasm over the new Jet Bowler and placing orders for early deliveries.

Badger Candy Club's 5th annual Fall Candy Carnival drew a big crowd July 30-31 to the Astor Hotel. Among the dealers and operators attending the trade event to meet the suppliers and see new fall candy offerings, were Herb Geiger, Automatic Sales; Nick Novasic, County Vendors; and Paul Strelzyk, Paul's Candy Service.

SAVE MORE MONEY—MAKE MORE MONEY. Subscribe to The Billboard TODAY!

NAMA Movie

Continued from page 78

premiered at the NAMA convention to be held in Washington, D. C., October 10-13, and will subsequently be distributed by NAMA for showings on television, for service and civic groups and for operators to use in contacting potential locations.

The film is now being shot in hundreds of different locations—factories, airports, zoos, ball parks, beauty parlors—wherever products are sold thru vending machines. It will even show such remote locales as early Egypt to reveal an ancient type of vending machine in operation thousands of years ago.

A typical American community will also be visited, where viewers will see the important role vending machines play in the lives of the town's citizens.

Sarra camera crews, under the direction of Marvin Bailey, are currently covering locations in several cities and States shooting the film.

The story to be told in the movie: Development of the vending industry, how it serves the public, how it has grown into a major method of marketing for various every-day products, how the operator renders these services.

By September 1 a rough cut of the movie will be previewed by the NAMA Motion Picture Script Committee. Following a final okay, the musical score will be added as well as running narration by a nationally known news commentator, yet to be selected.

Shooting of the film started in early July, following a meeting of the NAMA committee which passed on the script: William Fishman, chairman; William McConnell, Herb Geiger, Tom Hungerford, Alex Izzard and O. G. Leach, secretary (The Billboard, July 3).

Frank Hart Dies; Headed Eamco

UNION, N. J., Aug. 7.—Frank Hart, 66, for 23 years head of Eamco, Inc., a Newark, N. J., vending machine supply firm, died of a heart attack at the plant Thursday (5).

He leaves his widow, Nina; a

NCWA Meet

Continued from page 78

trim, fluorescent lighting and a shatterproof glass panel.

Can Vend Assortment

Trays for the unit are available in two sizes—6½ by 2¼ by 1 7/16 inches, and 6½ by 2¼ by 1½. The vender can handle an assortment of candy, cigarettes and other items.

According to Richart, as well as an NCWA spokesman, the candy wholesalers are looking more and more toward vending—particularly on industrial locations—as a means of achieving a steady bar volume.

Moreover, many candy wholesalers are also thinking in terms of holding a candy location. The 11-column National cigarette vender which was also on display attracted more than passing attention from the conventioners.

New Operators

An NCWA spokesman estimated that "about 7 or 8 per cent of the distributors at the convention operate vending equipment of some sort. A year ago it was a lot less, and next year it's going to be a lot more."

The same forces that have pushed the tobacco distributors into first the tobacco vending business, and finally candy and diversified vending, are apparently at work with candy distributors in the opposite order.

NCWA has no figures on the exact number of distributors in vending, but it is evident that the pressing need for new markets is the whip that is goading them to coin machine distribution.

Not Candy Alone

As in the tobacco industry, it is also evident that few locations will be held by candy alone, and that diversified operations must follow.

The vending trend in the industry is new, but if the interest generated at the convention is any criterion, it is due for some healthy growth.

sister, Mrs. Walter Lindsley, Hillside, N. J., and two brothers, Robert, West Palm Beach, Fla., and Charles, Morgan, N. J.

Salt Lake City

Continued from page 82

been studying the marble (pinball) game situation in Salt Lake City. These machines have been licensed as amusement devices only.

"During this time we have instructed the license assessor to furnish with each license a metal sign to be securely attached to each device, warning the owners, operators and participants in playing the game, that these devices are licensed for amusement only, and that anyone receiving or giving a payoff will be prosecuted.

"We have also instructed the police officers to enforce the law. "From these extensive experiences we feel that we are now able to arrive at a deliberate, fair and considerate judgment regarding the operating of these devices.

"It has been our observation from reports received, complaints and arrests made, and other checking sources, that there is a growing tendency, more and more, to use these marble (pinball) machines for gambling purposes.

"The nature of the games and the secretiveness of the payoffs make policing of the 500 devices, situated as they are in about 300 places of business, very difficult.

"From the widespread reports thruout the city, it is evident that most, if not all, of these pinball games are being used as gambling devices.

"Three of Salt Lake City's most experienced and able officials unite in the considered judgment that secret payoffs are occurring in the places where these machines are being operated.

"The federal government recognizes 'gambling,' as it designates gambling, and demands federal license of \$250 where a machine is used for 'gambling' or for gambling purposes.

"The government of Salt Lake City has no such authority. Gambling is illegal in our municipality.

"Therefore, under the law, the city commission has no alternative other than to refuse to renew the licenses on pinball machines which expire at the grace licensing period, August 15, 1954.

"I, therefore, move that the ordinance licensing them be repealed, effective August 15, 1954, and ask your concurrence."

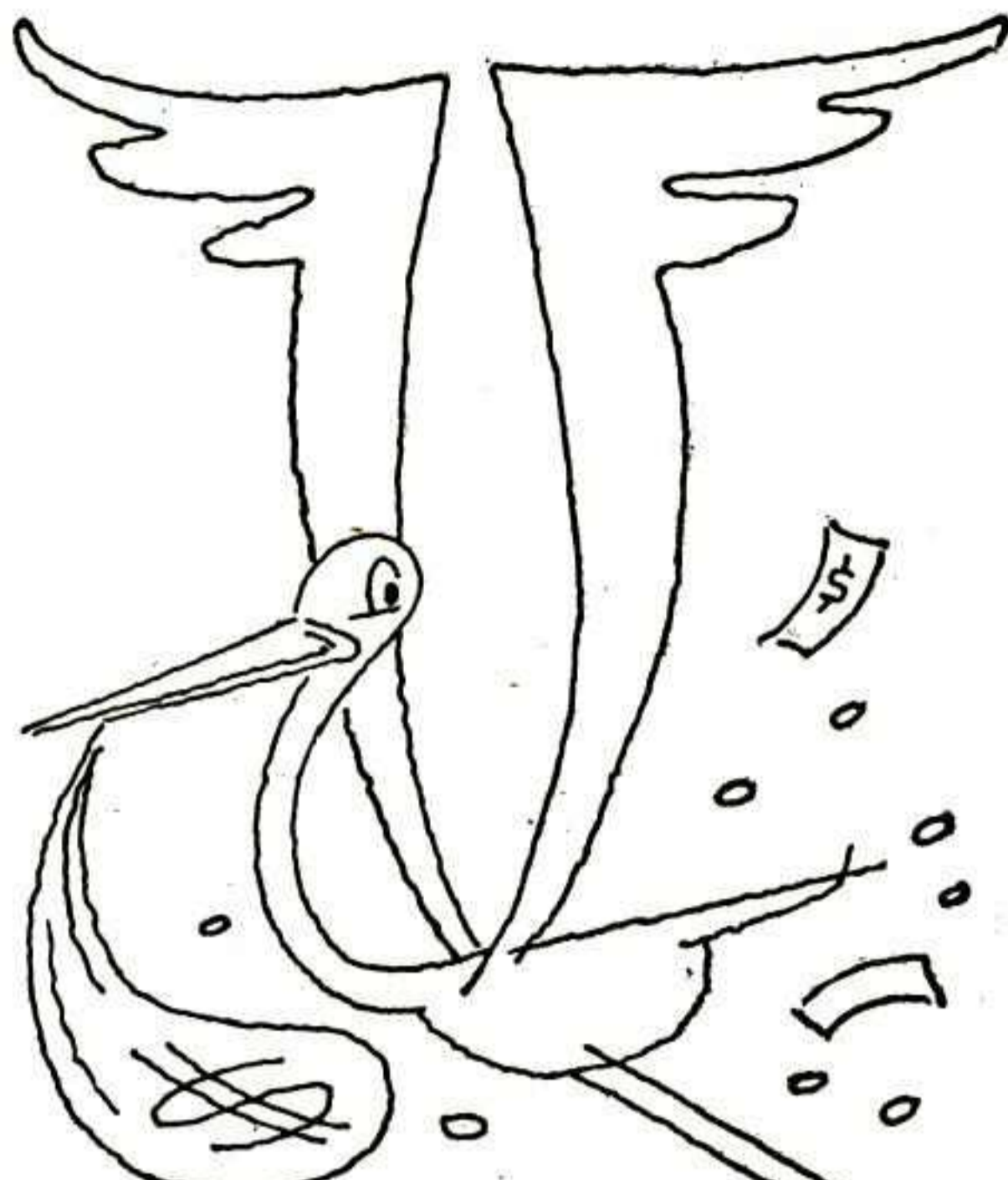
NAMA, U. S.

Continued from page 78

oped, and when it is completed, Faulkner said he hopes to have it reviewed both by NAMA and by a group of State and city sanitation experts. This would assure its acceptability to both vending machine operators and to State and city sanitation departments.

What both PHS and NAMA sanitation standards committees hope to come up with, Faulkner said, is a model code which the PHS can recommend to States and cities which want to adopt sanitation regulations covering the expanding automatic vending machine industry. The model code would act to standardize whatever regulations are adopted.

The Thursday meeting was the second one held by the two groups. The first one took place last February when NAMA first requested PHS co-operation in developing the model code.



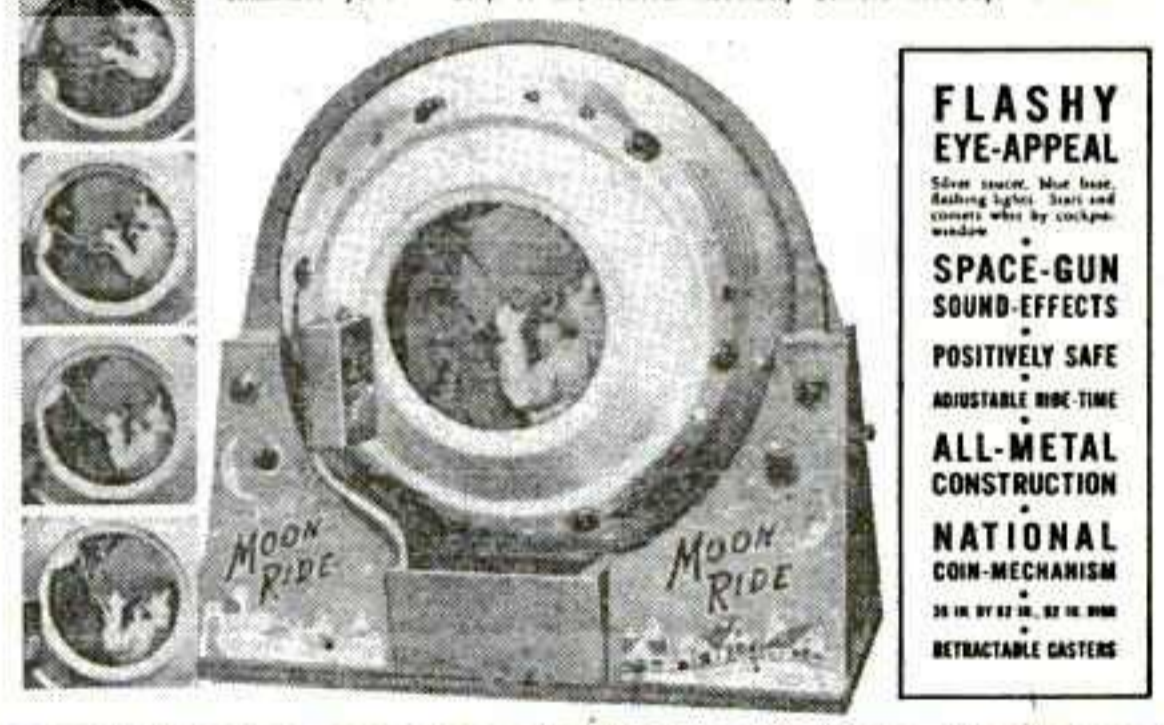
New Profits....

COMING SOON!

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 kiddy 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, steadiest profits ever earned in kiddy-ride field. Get your share of the MOON-RIDE money! Get MOON-RIDE on your locations now!



FLASHY EYE-APPEAL

Silver tractor, blue base, flashing lights, start and coast with by cockpit window

SPACE-GUN SOUND-EFFECTS

POSITIVELY SAFE ADJUSTABLE RIDE TIME

ALL-METAL CONSTRUCTION

NATIONAL COIN-MECHANISM

28 IN. BY 42 IN. BY 18 IN.

RETRACTABLE CASTERS

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

IMPORTERS You SHOULD BE DOING BUSINESS WITH **TRIMOUNT**

THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

- Trimount has New England's largest stock of used phonographs, including SEEBURG SELECT-O-MATIC M100A. Also Seeburg 46, 47, 48; Wurltizer, AMI Models B and C and Rock-Olas.
- Trimount offers all types of 5 Balls and Arcade Equipment.
- Every machine is guaranteed mechanically and electrically perfect—all have been completely reconditioned.
- Trimount has New England's largest parts department and finest service department.
- Export Shipping Department specially packs equipment to insure delivery in perfect condition.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

TRIMOUNT Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS
Tel. LIBerty 7-9480

ANNOUNCEMENT!

DECO, INC., manufacturers of the famous SPACE RANGER and BIG TOP CAROUSEL announces the production of the new **GRANDMA FORTUNE TELLING UNIT!**

This GRANDMA has constant opening and closing of eyes and breathing even WHEN NOT OPERATING on coin to attract customers!

In operation GRANDMA moves her head, the Right Hand sweeps back and forth over an open deck of cards, while the Left Hand rises and falls over a crystal ball containing a flashing light.

GRANDMA has been tested in leading Variety and Chain Stores and has produced consistently high income! Construction is in keeping with the high standards set by SPACE RANGER and BIG TOP CAROUSEL.

GRANDMA IS NOW IN PRODUCTION—IMMEDIATE DELIVERY!

Write, Wire or Phone:

J. V. Cherry, Sales Mgr.
DECO, INC. Route 22, Union, N. J.
Phone: UNionville 2-8396

WORLD WIDE - Money Making Equipment—Money Saving Prices!

LATE SHUFFLE GAMES		LATE 5-BALL GAMES	
TEAM BOWLER	\$425	CLOVER	\$235
LEADER	395	10TH FRAME STAR	175
IMPERIAL	350	STAR & PLAYER	150
CLASSIC	275	Un. 6-PL. DELUXE	125
Chicoin TRIPLE	275	Chicoin 6 PLAYER	110

NEW GAMES

Williams SCREAMO
BIG LEAGUE BASEBALL
United NEVADA
United BANNER
Bally HI-FI
Bally CHAMPION
Gott. DAISY MAY

WANT TO BUY } Genco MATCH POOLS
} Bally BINGOS
} Evans SADDLE & TURF (Club 1,10dct)

WILL PAY HIGHEST CASH PRICES

TERMS: 1/3 Deposit, Balance Sight Draft.

WORLD WIDE DISTRIBUTORS, INC.

Chicago 47
2330 N. Western Ave

Phone: Everglade 4-2300



"FIRST AID"

Just what the doctor ordered! Pep up your ailing route with FIRST'S reconditioned equipment, the finest in the country!

BINGO 5 BALLS

NEW
Bally Hi-Fi
United HAWAII
"First-Conditioned"

BALLY
SURF CLUB Write
Wms. Eight-Ball 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 75
Wms. Sweepstakes 55
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!

COUNTER GAMES

KICKER & CATCHER \$29
ABT CHALLENGER 25
POP-UP 24
PLAY POKER 19
BEST HAND 19

SHOOTING GALLERY

Exhibit's Great Money Making Sensation!
Now Delivering!

Genco 2-PLAYER BASKETBALL
Mutoscope's DRIVE-MOBILE
"First-Conditioned"

Genco NIGHT FIGHTER \$295
Genco SKY GUNNER 275
Roovers 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 125
Ex. SILVER BULLETS 125
Chicoin PISTOL PETE 85
Chicoin GOALEE 75
RIFLE RANGE RAY GUN 65
Seeb. CHICKEN SAM ZINGO 65
Ex. CARD VENDOR 49

SHUFFLE GAMES

NEW
Genco SHUFFLE MATCH POOL—Special Price.
Chicoin STARLITE C.C. FEATURE BOWLER
"First-Conditioned"

SPECIAL OF THE WEEK
United CASCADE \$215
Keeney CAR-NIVAL 199
Reconditioned Like New.

UNITED
Regular Play

OLYMPIC \$265
CASCADE 225
SUPER 10TH FRAME 185
DELUXE 155

CHICAGO COIN
Match Play

TEAM, 10c/25c \$449
IMPERIAL 365
CLASSIC 285
CLOVER 255
STAR 10TH FRAME 195
STAR 165

CRISS CROSS MATCH \$415
ADVANCE BOWL 395
CROWN MATCH 275
TRIPLE SCORE 265
DOUBLE SCORE 239
& PLAYER KEENEY

DIAMOND Write
BONUS MATCH \$395
PACEMAKER 325
DOMINO MATCH 250
CARNIVAL 225
CLUB 10 PLAY 195
TEAM 10 PLAY 175
& PLAY w/Form. 99
& PLAYER 85
BIG LEAG. BOWL. .. 69

Chicago Coin SUPER HOME RUN
With 3-Way "MATCH" and "FREE PLAY" Features!

PROFILE

SeBastian at Helm of New Williams Div.

CHICAGO, Aug. 7. — Ford SeBastian, recently appointed vice-president and general manager of Sealectric, a new division of Williams Manufacturing Company, specializing in production of hermetically sealed relays and switches, has had a wide range of management and practical manufacturing experience.

He formerly was executive vice-president of Electro-Snap Switch & Manufacturing Company where a number of hermetically sealed switches and controls were developed during his four years' tenure. Electro-Snap is the parent company of exhibit apply, amusement game manufacturers.

SeBastian held executive and engineering positions with Chicago Electric Manufacturing Company, The Liquid Carbonic Corporation, Savage Arms Corporation, National Dairies and SeBastian Corporation. He was graduated from Carnegie Tech with a B.S. in both electrical and mechanical engineering and currently is a member of the American Society of Technical Engineers, American Society of Electrical Engineers, American Society of Refrigeration Engineering and American Society for the Advancement of Management.

Williams Manufacturing Company, the senior firm, a manufacturer of coin-operated amusement games, is an operating electrical manufacturing firm. Thus Sealectric Division personnel have available complete laboratory and production facilities for production of relays, circuit breakers and hermetically sealed electrical units. In addition, a special laboratory for testing hermetic seals has been set up for Sealectric use.

While the division has been in operation with Williams Manufacturing Company for two years, it was reorganized April 1, and additions were made in the line of circuit breakers and hermetically sealed electrical controls.

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Aug. 7	Issue of July 31	Issue of July 24	Issue of July 17
ABT Challenger	\$19.00	20.00	\$19.00	20.00
Atom Jet	25.00	75.00		75.00
Baseball (Scientific)		79.50		79.50
Bat-a-Score (Evans)	135.00	165.00	165.00	250.00
Best Hand	10.00	19.00	10.00	10.00
Big Inning (Bally)	150.00	150.00	150.00	140.00
Boomerang			45.00	45.00
Card Vendor (Exhibit)	49.00	49.00	49.00	49.00
Chicken Sam (Seeburg)	65.00	65.00	110.00	65.00
Dale Gun (Exhibit)	55.00(2)	94.50	99.50	55.00(2)
Drivemobile (Mutoscope)	195.00	149.50	195.00	195.00
Flash Hockey (Coinex)	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)	159.00	159.00	159.00	195.00
Goatee (Chicago Coin)	75.00	100.00	75.00	100.00
Gun Club	119.50	119.50	119.50	110.00
Gun Patrol (Exhibit)	165.00(2)	185.00	165.00(2)	185.00
Heavy Hitter (Bally)	40.00	69.50	40.00	69.50
Hi-Ball (Exhibit)	75.00	75.00	75.00	75.00
Jeep Gun (Exhibit)	175.00	195.00	175.00	195.00
Jet Gun (Exhibit)	175.00	195.00	175.00	195.00
Lite League	75.00	99.50	75.00	99.50
Mercury Counter Gripper	20.00			20.00
Metal Typer (Roovers)	250.00	250.00	250.00	250.00
Metal Typer (Standard)	275.00			275.00
Midget Movies	185.00(2)	295.00	185.00(2)	295.00
Night Fighter (Genco)	275.00	295.00(2)	295.00(2)	310.00
Panoram (Mills)	250.00	250.00	250.00	250.00
Pee Wee (Genco)	20.00	20.00	20.00	20.00
Photomatic (Mutoscope)	250.00	250.00	250.00	250.00
Pistol Pete (Chicago Coin)	85.00	95.00	79.50	85.00
Pitch 'Em & Bat 'Em	95.00	95.00	95.00	95.00
Play Poker	185.00	185.00	185.00	185.00
Pool Table (Edelco)	19.00			75.00
Pop Up	18.50	24.00	18.50	24.50
Punching Bag (Mills)	24.50			189.00
Q Ball Pool Table	125.00	125.00	125.00	125.00
Quizzer	95.00	79.50	95.00	95.00
Rapid Fire (Bally)		125.00		125.00
Rifle Range Ray Gun	65.00	65.00	65.00	65.00
Shocker (Acme)	24.50	24.50	24.50	24.50
Shipman Art Show	45.00	49.50	45.00	49.50
Shoot the Bear (Seeburg)	155.00	169.00	139.50	150.00
Silver Bullets (Exhibit)	195.00(2)	155.00	195.00	195.00
Six Gun Rifle Range (ABT)	125.00(2)	99.50	125.00	125.00
Six Shooter (Exhibit)	550.00	550.00	550.00	550.00
Skee Ball (Williams)	145.00(2)	145.00(2)	145.00(2)	145.00(2)
Ski Roll (Evans)	150.00	150.00	150.00	150.00
Skill Gun (ABT)	95.00	95.00	95.00	95.00
Sky Fighter (Mutoscope)	20.00	20.00	20.00	20.00
Sky Gunner	250.00	250.00	275.00	249.00
Space Gun (Exhibit)	275.00	275.00	275.00	275.00
Space Invader	145.00	179.50	195.00	129.00
Spark Plug	125.00	75.00	75.00	75.00(2)
Star Series (Williams)	75.00	109.50	69.50	75.00
Target Skill Gun	18.00	18.00	18.00	18.00
Telequiz	135.00	169.00	169.00	169.00
Ten Strike (Evans)	65.00	65.00	65.00	65.00
Three Way Gripper (Gottlieb)	18.50	24.50	18.50	24.50
Tom Tom	95.00	95.00	95.00	95.00
13-Way Athletic Scale (Mercury)	89.50	89.50	89.50	89.50
Twin Shoe-Shine	150.00	150.00	150.00	150.00
Undersea Raider	150.00	145.00	150.00	150.00
Voice-o-Graph (Mutoscope)	525.00	525.00	525.00	525.00
Whizz (Genco)	20.00			29.50
Whizzo (Genco)	20.00	20.00	20.00	20.00
Wizzard	18.50	18.50	18.50	18.50

FIRST COIN MACHINE EXCHANGE
Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

BINGOS
Bingo Specials
Palm Beach \$125
Atlantic City 120
Spot Light 75
Beauty 245
Repainted Cabinets

Atlantic City \$140
Beach Club 345
Brite Light 80
Dude Ranch 375
Holiday 75
Life-a-Line 50
Spot Lite 95
Yacht Club 245
United Stars 125

SHUFFLE GAMES
Genco Match Pool Write
Genco Shuffle Pool Write
F.S. \$325
United Ace, 25¢ chute Write
United Team 415

MISCELLANEOUS
Keeney Electric Cigarette Vender, New Write
Du Grenier Model ES11 \$ 95.00
18 Ft. Rock-Ola Shuffleboard 149.50
22 Ft. New National Shuffleboard 249.50
Keeney 4 Player Attachment 125.00
Exhibit Jet Gun 145.00
Williams Big League Baseball Write

Don't Miss the New
Keeney Bikini Bowler
Keeney Century Bowler
Bally Hi Fi
Write or Call

PURVEYOR DISTRIBUTING CO.
4322-24 N. WESTERN AVE.
CHICAGO 18, ILL.
Phone: JUniper 8-1814

GIVE TO DAMON RUNYON CANCER FUND

A Great Arcade Game!
GENCO 2-PLAYER BASKETBALL
One or Two Can Play
In Stock . . . New . . . Write or Phone

5-BALLS
BINGOS
UNITED NEVADA
Bally Hi-Fi
Surf Club Write
Palm Springs \$445
Dude Ranch 365
Yacht Club 250
Beach Club 375
Beauty 315
Palm Beach 185
Frolics 225
Atlantic City 185

Bright Spot \$145
Coney Island 130
Spot Lite 110
Bright Lights 95
Long Beach 95
Havana 435
Rio 375
Tropics 315
Cabana 175
Hawaii Write

GOTTIEB
Flying High \$149.50
Happy Days 129.50
Hit 'n' Run 129.50
4 Horsemen 109.50
Joker 99.50
Knockout 89.50
Double Peat 89.50
3 Musketeers 79.50
Bowling Ch. 69.50
Buffalo Bill 69.50
Just 21 59.50

WILLIAMS
Rag Mop \$89.50
Dreamy 79.50
Lucky Inning 59.50
Boston 69.50
Dallas 69.50
Virginia 49.50
Yanks 49.50
Dew-Wa-Ditty 49.50
Saratoga 49.50
Tennessee 49.50
Gizmo 49.50

GENCO
Puddin' Head \$54.50
Screwball 49.50
Floating Pwr. 49.50
Merry Widow 49.50

UNITED
Red Shoes \$79.50
Utah 74.50
Tampico 69.50
Oklahoma 69.50
Monterrey 49.50
Paradise 49.50
Rondeevoo 49.50
Star Dust 49.50
Summertime 49.50

EXHIBIT
Judy \$94.50
Be Bop 84.50
Campus 84.50
Tumbleweed 74.50

CHICAGO COIN
Thrill \$49.50
Sally 49.50
Bermuda 49.50

SHOOTING GALLERY
GENCO 2 PL. BASKET BALL AUTO-PHOTO
PITCHING PRACTICE
MIGHTY MIKE
AIR FOOTBALL
AIR HOCKEY
SET SHOT BASKETBALL
RITWAY 3-D THEATRE
CHI. & PL. HOME RUN
EXH. SHOOTING GALLERY
Photomatic, Late \$450.00
Voice-o-Graph 525.00
Midget Movies 295.00
Genco Night Fighter 275.00
Genco Sky Gunner 250.00
Ev. Bat-a-Score 250.00
Ch. Basketball Champ 250.00
Photomatic, Pre-War 250.00
Muto. Drivemobile 195.00
Shoot the Bear 195.00
Exh. Jet Gun 195.00
Telequiz & Film 169.00
Muto. Flying Saucer 159.00
Undersea Raider 150.00
Exh. Foot Ease, Late 129.50
Goatee 119.50
Wms. Star Series 109.50
Chi. Pistol 99.50
Life League 99.50
Exh. Dale Gun 94.50
Batting Practice 89.50
Mer. 13-Way Ath. Scale 89.50
Scientific Baseball 79.50
Flash Hockey 75.00
Wms. Quarterback 75.00
Exh. Hi-Ball 75.00
Heavy Hitter & Std. .. 69.50

SHUFFLE GAMES
UNITED SPEEDY S. A., HIGH SCORE
UNITED BANNER S. A., MATCH
GENCO 4 PLAYER SKEEBALL

United Imperial, Match Score \$369.50
United Royal, High Score 349.50
United Classic, Match Score 289.50
United Olympic, High Score 269.50
United Clover, Match Score 269.50
United Cascade, High Score 249.50
United Star 10th Frame 209.50
United Super 10th Frame, 6 Pl. 189.50
United Star 6 Player 165.00
United Super 6 Player, S.A. 149.50
United De Luxe S. A., 6 Player 119.50
United 6 Player w/Formica, 7-10 109.50
United 5 Player w/Formica, 7-10 99.50
United 4 Player w/Formica, 7-10 89.50
Chicoin Bowling Alley w/Formica 59.50
Keeney 6-Player, Big Lighted Pins ... 89.50
Universal 18' Bowl-a-Matic 345.00
Genco Shuffle Pool Write

VENDERS
ACORN VENDER, 1c or 5c \$14.95
ACORN 10 COL. TAB GUM 21.95

Mills 8 Col. Candy \$198.50
Mills Tab Gum 27.50
25¢ Ball-Point Pen Vender 49.50
Silver King 13.95
25¢ Razor Blade 19.50
N.W. 49, 1¢, 5¢ 17.35
S.K. Hot Nut 29.95

U Select It \$49.50
N.W. Tab Gum 25.95
U-Pop-It Write
N.W. Stamp 69.00
Kleenex 3c or 10c 49.50
Ajax 8 Col. Elec. Cig., New 150.00

COUNTER GAMES
Art Show & Film \$49.50
ABT Challenger 75.00
Acme Shocker 24.50
Texas Leaguer 49.50
Gott. 3-Way Grip 24.50
Pop-Up 24.50
Binks Zipper 79.50
Binks Whiz Bowler 69.50

1-BALLS
Turf Kings \$109.50
Champion 89.50
Citation 79.50
Gold Cup 59.50
Special Entry 49.50
Jockey Special 54.50

CIGARETTE VENDERS
FACTORY REBUILT, 25c, KING SIZE COLS.
Rowe President, 10 Col. or 8 Col. \$155
National Model 950, 9 Col. 145
National 930, 9 Col. 130
Unedapak Model 500, 9 Col. 135
DuGrenier Model "W", 9 Col. 125

SPECIAL!
NEW GENCO SILVER CHEST \$159.50

Empire Coin MACHINE EXCHANGE
1012-14 MILWAUKEE AVE. • Phone: EVERGLADE 4-2800 • CHICAGO 22, ILL.

CLOSING OUT GENCO'S "400" \$69.50

Diamond Net, Sales Up
NEW YORK, Aug. 7.—A net income of \$2,101,825 for the six months ended June 30 was reported by The Diamond Match Company. In 1953, net for the like period was \$1,970,642.
Net income per common share during the first half of 1954 was \$1.55 after deduction of preferred dividends at an annual rate of \$1.50 per share. In 1953, first half earnings per common share amounted to \$1.47.
Sales during the first half of 1954 totaled \$49,725,000, compared to \$48,592,000 during the like period of 1953.

WANTED
Quantities of United Deluxes
In excellent condition, mechanically perfect and ready for location. State price and quantity in first letter.
BOX 745
c/o The Billboard, 188 W. Randolph St. Chicago 1, Ill.

NEW!

COUNTS & WRAPS



14 1/2 lbs.

PORTABLE COIN COUNTER

PENNIES . . NICKELS
DIMES . . QUARTERS

MORE ACCURATE & 15 TIMES FASTER THAN COUNTING & WRAPPING BY HAND

STOCKED AND SOLD BY

- ANCHORAGE, Alaska**
Alaska Coin Machine Exch.
241 Fourth St.
- ATLANTA, Georgia**
Friedman Amusement Co.
441 Edgewood Ave., S.E.
- BOSTON, Mass.**
Redd Distributing Co., Inc.
298 Lincoln St.
- CANADA, Toronto, Ont.**
E. A. Horton Sales Co.
3071 Bloor St. W.
- CHICAGO 18, Ill.**
Coven Music Corp.
3181 Elston Ave.
- CLEVELAND 15, Ohio**
Cleveland Coin Mach. Exch., Inc.
2025 Prospect Ave.
- DALLAS, Texas**
S. H. Lynch & Co.
2900 Gaston Ave.
- DENVER 3, Colo.**
R. F. Jones Company
1314 Pearl
- HOUSTON, Texas**
S. H. Lynch & Co.
910 Calhoun St.
- INDIANAPOLIS, Ind.**
Coven Music Corp.
1545 E. Kelly St.
- LOS ANGELES 6, Calif.**
Badger Sales Co.
2251 W. Pico Blvd.
- LOUISVILLE 4, Ky.**
H. M. Branson Dist. Co.
811 E. Broadway
- MEMPHIS, Tenn.**
Sammons-Pennington Co.
1049 Union
- MILWAUKEE 8 Wis.**
S. L. London Music Co., Inc.
3130 W. Lisbon Ave.
- NASHVILLE 3, Tenn.**
Hermitage Music Co.
423 Broad St.
- NEWARK, Wayne County, N. Y.**
Bilotta Dist. Co.
224 No. Main St.
- NEW YORK 18, N. Y.**
Northwestern Sales & Service Co.
446 W. 36th St.
- OKLAHOMA CITY, Okla.**
Copeland Distributors
900 No. Western
- PHILADELPHIA 30, Pa.**
Active Amusement Mach. Co.
666 N. Broad St.
- PITTSBURGH 19, Pa.**
Banner Specialty Co.
1508 Fifth Ave.
- PORTLAND 12, Oregon**
R. F. Jones Company
1515 N. E. Broadway
- SALT LAKE CITY, Utah**
R. F. Jones Company
127 East Second St.
- SAN ANTONIO, Texas**
S. H. Lynch & Co.
414 Dolores
- SAN FRANCISCO, Calif.**
R. F. Jones Company
1263 Mission St.
- SEATTLE, Wash.**
R. F. Jones Company
2600 Second Ave.
- ST. LOUIS 1, Mo.**
W. B. Distributors, Inc.
1012 Market St.
- ST. PAUL 3, Minn.**
Automatic Games Supply Co.
302 University St.

GOOD TERRITORIES STILL AVAILABLE

KLOPP ENGINEERING, INC.
35551 Schoolcraft • Livonia, Mich.

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

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

SHUFFLE GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Aug. 7	Issue of July 31	Issue of July 24	Issue of July 17
Advance Bowler (Chicago Coin)	\$340.00 365.00	\$365.00 385.00	\$319.50 375.00	\$375.00 385.00
Big League Bowler 4 player (Keeney)	385.00 395.00	395.00	385.00 395.00	395.00
Bonus Bowler (Keeney).....	69.00	69.00	69.00	69.00
Bowl-a-Ball (Chicago Coin).....	375.00 395.00	275.00 395.00	375.00 395.00	\$75.00 395.00
Bowl-a-Matic (Universal).....	135.00	135.00	135.00	135.00
Bowling Alley (Chicago Coin).....	345.00	345.00	345.00	335.00
	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).....	195.00 210.00	210.00	189.50 210.00	225.00(2)
	225.00(2)	225.00(2)	225.00(4)	235.00 240.00
	235.00 249.50	249.50 325.00	235.00 249.50	249.00 265.00
	250.00 265.00		265.00	
Classic Shuffle Alley, 6 player (United)	250.00	270.00 275.00	270.00	270.00
	270.00(2)	285.00(2)	275.00(2)	275.00(2)
	275.00	289.50	285.00(2)	285.00(2)
	285.00(2)		289.50	289.50
	289.50			
Clover Shuffle Alley 6 player (United)	245.00	245.00	229.50 235.00	240.00
	250.00(2)	250.00(2)	245.00	245.00(2)
	255.00(2)	255.00 269.50	250.00(2)	250.00 255.00
	269.50 275.00		255.00 269.50	269.50 275.00
			275.00	
Club Bowler, 10 player (Keeney)	195.00	195.00	195.00	195.00
Criss-Cross Bowler (Chicago Coin).....	400.00	400.00	400.00	400.00
	415.00(2)	415.00(2)	415.00(2)	415.00(2)
Crown Bowler (Chicago Coin).....	245.00 265.00	245.00	259.00	275.00(2)
	275.00(2)	275.00(2)	275.00(2)	
	300.00	300.00	300.00	
Domino Bowler (Keeney)....	250.00	250.00	250.00	250.00
Double Header (Williams)....	50.00	50.00	50.00	50.00
Double Score Bowler 10th Frame (Chicago Coin)	195.00 225.00	239.00 245.00	229.00 239.00	239.50 275.00
	230.00 239.00		275.00	
	245.00			
Five Player Shuffle Alley (United)	42.50 50.00	45.00 60.00(2)	45.00 69.50	45.00 75.00(2)
	60.00(2)	99.50	75.00(2) 79.00	99.50
	65.00w/p		99.50	
	99.50			
Four Player (Keeney).....	45.00 75.00	45.00 75.00	75.00	75.00
		89.50		
Four Player Shuffle Alley (United)	50.00(2) 89.50	50.00(2)	60.00(2) 89.50	60.00(2) 89.50
Gold Cup (Chicago Coin)....	300.00	300.00	325.00	325.00
Hi Score Bowler (Keeney)....		45.00	45.00	45.00
Imperial Shuffle Alley (United)	325.00 355.00	325.00 355.00	325.00 350.00	325.00 355.00
	365.00 369.50	365.00 369.50	355.00 365.00	365.00 369.50
	370.00		369.50	
League Bowler (United).....	410.00 425.00	425.00	410.00 425.00	410.00 425.00
Leader Shuffle Alley (United)	385.00 410.00	385.00	385.00 395.00	410.00
		410.00(2)	410.00	
Liberty Bowler (United).....	205.00			
Matched Bowler 6 player (Chicago Coin)	125.00 140.00	140.00	150.00	
Name Bowler (Chicago Coin).....	185.00(2)	185.00	210.00	210.00
Official Shuffle Alley, 4 player (United).....	100.00 110.00	110.00	110.00	125.00
Olympics Shuffle Alley (United)	260.00(3)	260.00(3)	224.50	260.00 265.00
	265.00(2)	265.00 269.50	260.00(2)	269.50 275.00
	269.50 285.00	285.00	265.00 269.50	285.00
			275.00 285.00	
Pacemaker Bowler (Keeney)....	300.00 325.00	300.00 325.00	300.00 325.00	300.00 325.00
Royal Shuffle Alley (United).....	345.00 349.50	345.00 349.00	335.00 345.00	335.00 345.00
	375.00		349.50 375.00	349.50 375.00
Shuffle Alley Deluxe, 6 player (United)	59.50 80.00	80.00 95.00	59.50 95.00(2)	95.00 115.00
	95.00(2)	115.00 119.50	99.00 115.00	125.00
	100.00	125.00	119.50 125.00	
	115.00(2)			
	119.50			
Shuffle Alley 6 player (Keeney)	85.00(2)	85.00(2) 89.50	69.00 85.00(2)	85.00(2) 95.00
	89.50w/p	95.00 99.00	89.50 95.00(2)	99.00 150.00
	95.00 99.00		99.00 150.00	
	150.00			
Shuffle Alley, 6 player (United)	49.50 70.00	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)	150.00 195.00	150.00	150.00 195.00	150.00 195.00
Six Player 10th Frame (United)	140.00 150.00	140.00 150.00	134.50 150.00	150.00
	135.00(2)	135.00	129.50 135.00	135.00
	165.00(2)	165.00(2)	149.00 150.00	165.00(2)
			155.00	
			165.00(2)	
Star 10 Frame, 6 player (United)	150.00(2)	150.00(2)	150.00 165.00	160.00 165.00
	165.00 175.00	165.00 195.00	184.00 185.00	195.00(2)
	185.00	209.50	195.00(2)	209.50
	195.00(2)		209.50	
	209.50			
Super Matched Bowler (Chicago Coin)	150.00 155.00	155.00	175.00	175.00
Super Six Shuffle Alley (United)	110.00 115.00	115.00 125.00	99.50	125.00(2)
	125.00 149.50	149.50 155.00	125.00(3)	149.50 155.00
	155.00		149.50 155.00	
			95.00	95.00
Super Twin Rotation (Exhibit)				
Team Bowler (United).....	395.00 425.00	425.00 449.00	395.00 425.00	425.00 449.00
	449.00	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).....	165.00 195.00	195.00 200.00	200.00 225.00	225.00
	200.00			
10th Frame Super Shuffle Alley (United).....	140.00 150.00	185.00 189.50	150.00 164.00	150.00 185.00
	185.00 189.50		185.00 189.50	189.50
10th Frame Bowler (Chicago Coin).....	140.00 150.00	140.00	150.00	150.00
Triple Score Bowler (Chicago Coin).....	265.00 275.00	265.00 280.00	265.00 300.00	265.00 300.00
	280.00			
Twin Rotation	125.00	125.00	125.00	125.00

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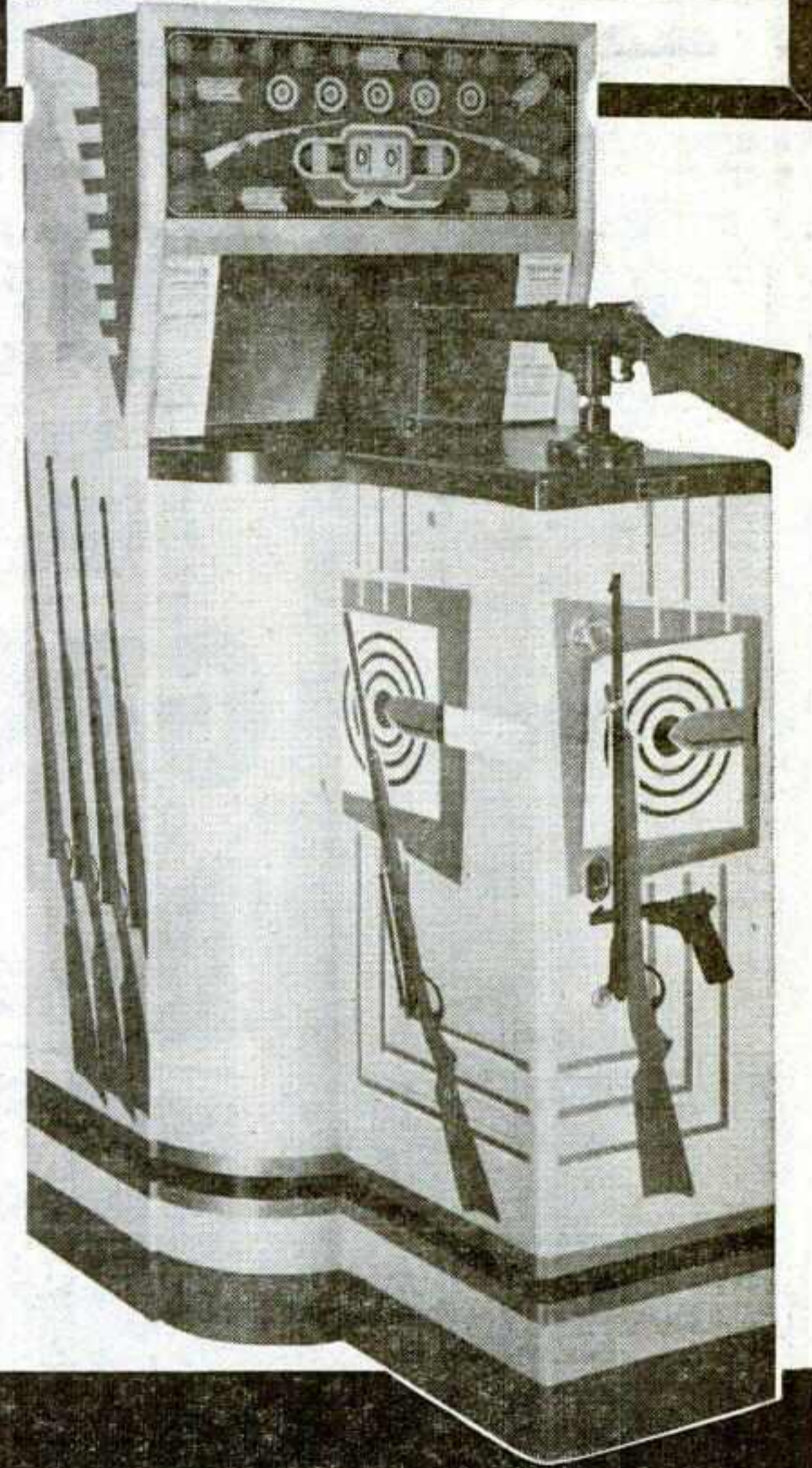
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600...	SEEBURG 100-C	375...	WURLITZER 1500
40...	WURLITZER 1015	375...	WURLITZER 1550
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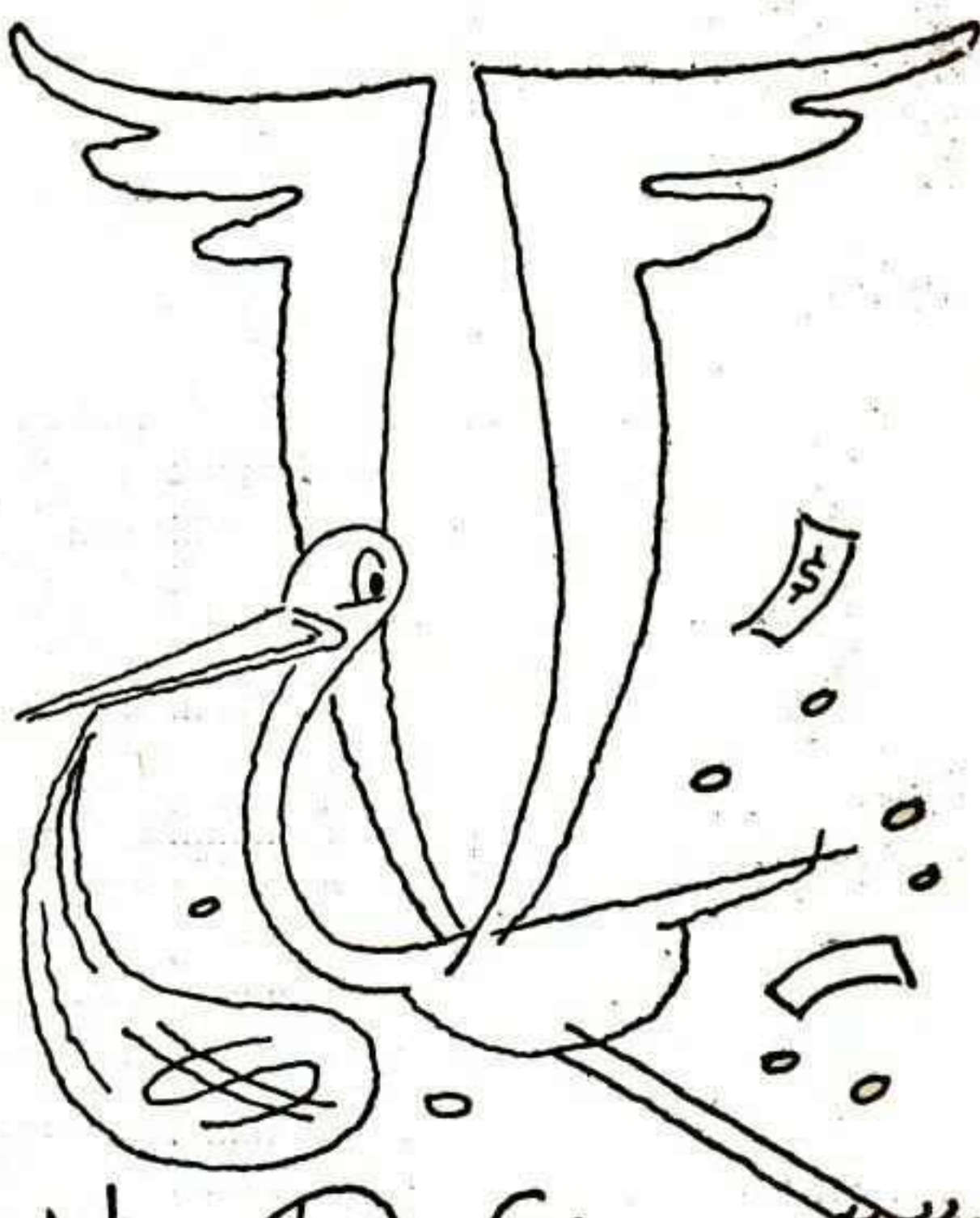


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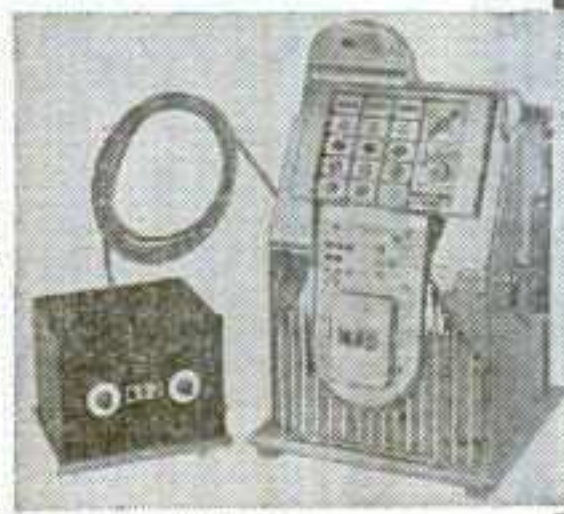
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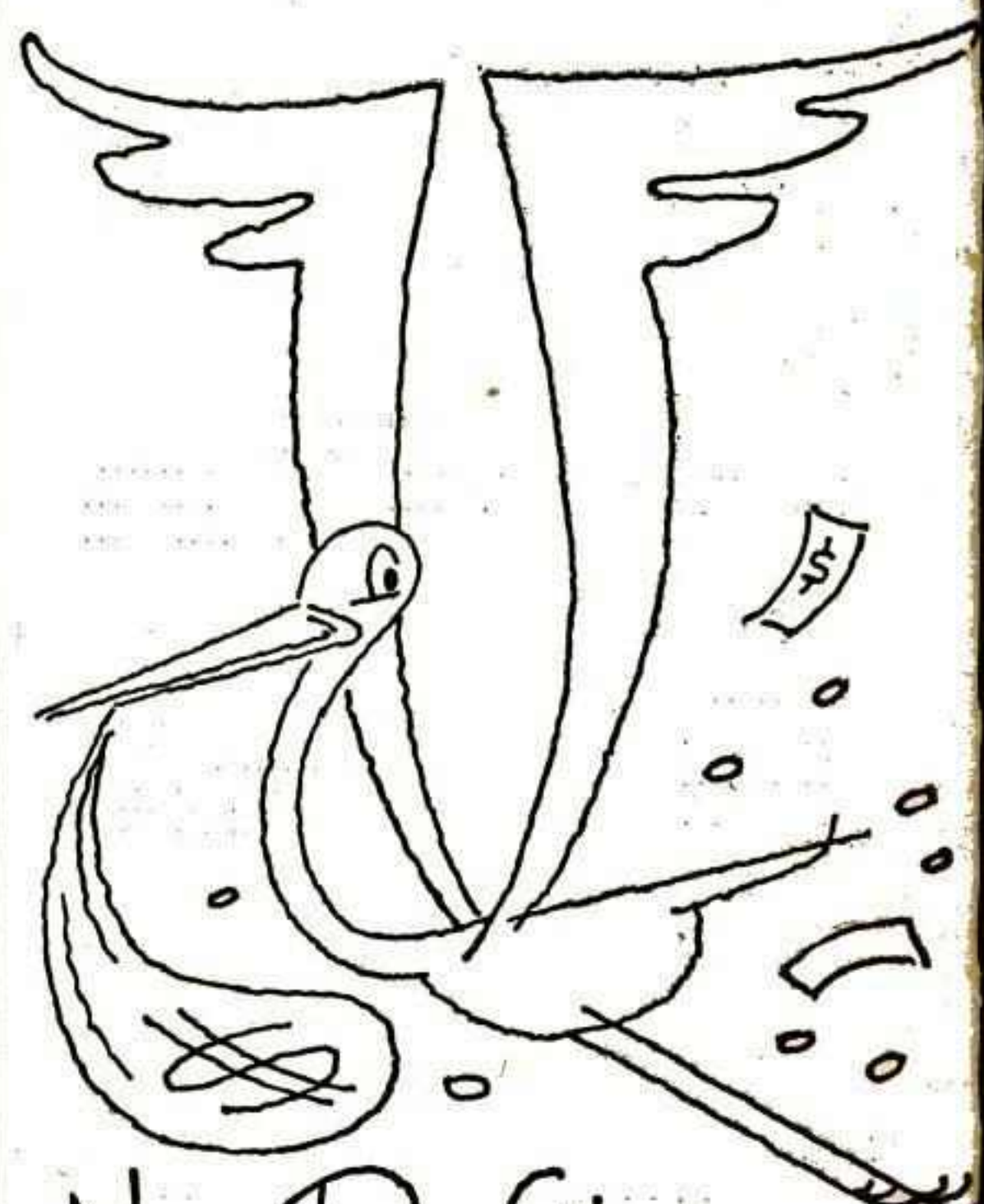
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6. All additional horses across finish line lite up corresponding numbered rollover buttons to score replays when "Daffy" and "Derby" are made.
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Un. Olympic 260	Gott. Happy Days 110	batting Prac. 65

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Bally Victory Bowler WRITE
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C C Super Home Run WRITE

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NEW Keeneys' CENTURY BOWLER

Supplies players with this sensationally popular feature that captures and holds the play!

CHANGING VALUES AT THE START OF EVERY FRAME

Scoring values of Strikes—Spares—and Blows shuffle automatically after each frame on a mystery basis and range from 30—20—10 all the way to 300—200—100. Can be set to advance progressively each frame. Balanced scoring keeps each player in the game from start to finish. Strikes keep on shooting in 10th frame.

6 PLAYERS for BIGGER PROFITS

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NATURAL WOOD GRAIN GENUINE FORMICA PLAYFIELD



plus DIAMOND MATCH FEATURE

PLEXIGLASS PROTECTED ROLLOVERS



Points are scored in various values indicated on the backglass in "matching frames" when player presses button. MATCHING FRAMES may be set at 3 or 10 and 3-4-or 5.

Flexibility OF PLAY MEETS EVERY LOCATION REQUIREMENT

Use the Changing Frame Values and different Matching Features to give players a change of pace!

SEE YOUR KEENEY DISTRIBUTOR NOW!

HAS EVERY NEW KEENEY SERVICING FEATURE



CHANGING VALUES Exclusive with KEENEY

THIS FRAME SCORES

X	/	BLOW
300	200	100
120	80	40
90	60	30
60	40	20
30	20	10

also Keeney's

BIKINI BOWLER

Identical to CENTURY BOWLER excepting it has no "Match" feature.

"THERE IS A DIFFERENCE"

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**PLAYER BY SHOOTING SKILLFULLY
IN THE 11th FRAME, GETS 1, 2 or 3
EXTRA FEATURE FRAMES TO ADD
POINTS TO HIS SCORE!**

* **ONE EXTRA FRAME**
can add 300 for strike or 100 for
spare to Score!

* **TWO EXTRA FRAMES**
can add 600 for strike
or 200 for spare to
Score!

* **THREE EXTRA FRAMES**
can add 900 for strike
or 300 for spare to
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Feature Bowler Contains all
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Multiple Scoring on Strikes &
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**6 Player Baseball Game
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New Match Bowler
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Bally JET-BOWLER

WITH SENSATIONAL NEW

SKILL-SHOT SPEED-O-METER



STRIKE and SPARE scores controlled by player's SKILL

Amazing electronic Speed-O-Meter detects relative speed of each and every puck-shot. Player controls shot-speed for highest Strike-Spare Scores. If shot is too fast diamond-pointer shoots to top of Speed-O-Meter, registering 30-20 or 60-40. If too slow, pointer remains in lower 30-20 section. Perfect speed-control permits player to ring up 120 for Strikes, 90 for Spares. Thus, for the first time in shuffle-game history, SPEED-CONTROL SKILL is added to AIM SKILL, resulting in play-appeal and earning-power that tops all previous bowling games.

TRIPLE-MATCH

JET-BOWLER includes popular triple-match feature: (1) Number matched; (2) Number matched when Star Lit; (3) Number matched when Star and Trophy Lit. ROCKET-BOWLER includes all JET-BOWLER play-features but not triple-match feature.

MODEL JET-325: 10¢ A PLAY—3 PLAYS 25¢
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ROCKET BOWLER

All the play-appeal and favorite features of JET-BOWLER... but without Triple-Match.

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3 PLAYS 25¢

MODEL ROCKET-110
10¢ A PLAY

POPULAR SIZE
8 ft. by 2 ft.

FAVORITE FEATURES

Light-up scores. Club-styled cabinet. Adjustable for 10 frames or 5 frames. 7-10 Pick-up. Last Frame Feature adjustable to allow player to keep shooting as long as he scores Strikes. Formica playfield. Giant pins. Hinged playfield, pin-hood and doors. Quiet operation. Sturdy, trouble-free mechanism.

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WITH NEW

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NEVADA

LETTERS LIGHT PROGRESSIVELY AND REMAIN LIT FROM GAME TO GAME

COMPLETE NAME LIT
SCORES 5-IN-LINE

SUPER SELECTION FEATURE

PERMITS CHOICE OF
EXTRA BALL • BOTH SUPER CARDS
4-IN-LINE SCORES 5-IN-LINE
SUPER CARD SCORES 5-IN-LINE

DIAMOND DIAGONAL SCORES
ON CENTER CARD INCREASE IN-LINE SCORES

NUMBER SELECTION FEATURE

Center Card 4 Corners
Score 5-in-Line

Horseshoe Spot Feature
Spots 5-8-15

All Balls Return Feature

Advancing Scores—
Extra Balls

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